

PRO BONO VALUATION

What's the monetary value of pro bono service?



\$195
AVERAGE HOURLY VALUE
FOR PRO BONO SERVICE

The best way to apply a monetary value to pro bono service is to determine the Fair Market Value for services provided. However, unless business professionals are working as independent consultants or through a professional services firm, they may not have access to these market values.

Taproot Foundation, in collaboration with CECP, established the first average hourly value for pro bono service in 2009 at \$120. In 2015, they updated the value to \$150. And now, in 2019, the hourly value has increased to \$195. The data used for the current valuation model were supplied by the 2019 Salary Guides on average starting

salaries (excluding benefits, bonuses, or other incentives) for accounting and finance, administrative, technology, legal, and creative professionals produced annually by Robert Half and the Bureau of Labor Statistics. The dollar values reflect average, national hourly rates of pay, adjusted for consulting, for multiple professions across three levels of experience.

PRO BONO MONETARY VALUATION

PROFESSIONAL SERVICE	AVERAGE HOURLY RATE BY CAREER LEVEL		
	Early Level	Mid-Level	Executive Level
ACCOUNTING	\$125	\$190	\$335
ADVERTISING AND MARKETING	\$115	\$135	\$250
DESIGN	\$120	\$145	\$215
FINANCIAL SERVICES	\$130	\$185	\$395
HUMAN RESOURCES	\$90	\$115	\$230
IT SERVICES	\$155	\$210	\$335
LEGAL	\$140	\$175	\$250
PUBLIC RELATIONS	\$100	\$160	\$245
AVERAGE FOR ABOVE SERVICES	\$120	\$160	\$285
WEIGHTED AVERAGE*			\$195

* WEIGHTED AVERAGE: Weights were applied to account for the composition of early, mid, and executive career level professionals who typically do pro bono.

For information on the methodology of this study, please contact pr@taprootfoundation.org.

EMPLOYEE ENGAGEMENT SPECTRUM

MAKING BUDGET	“EXTRA HANDS” TO DELIVER SERVICES/PROGRAMS	INFRASTRUCTURE AND LEADERSHIP		
FINANCIAL SUPPORT	HANDS-ON VOLUNTEERING	SKILLS-BASED VOLUNTEERING		
		GENERAL SKILLS	BOARD SERVICE	PRO BONO PROFESSIONAL EXPERTISE
<ul style="list-style-type: none"> ▶ Cash grants ▶ Dollars for Doers ▶ Matching gifts <p>© 2019 Taproot Foundation</p>	<ul style="list-style-type: none"> ▶ Playground clean-up ▶ Soup kitchen ▶ Planting a garden 	<ul style="list-style-type: none"> ▶ Tutoring ▶ Job skills training ▶ Event coordination 	<ul style="list-style-type: none"> ▶ Board placement ▶ Board member training 	<ul style="list-style-type: none"> ▶ IT assistance ▶ Marketing collateral design ▶ HR consulting ▶ Legal counsel

Estimated value of volunteer time (traditional volunteering) is \$25.43, as indexed by Independent Sector in April 2019.



CECP is a coalition of CEOs united in the belief that societal improvement is an essential measure of business performance. Founded in 1999, CECP has grown to a movement of more than 150 CEOs of the world's largest companies across all industries. Revenues of engaged companies sum to \$7 trillion annually. A nonprofit organization, CECP offers participating companies one-on-one consultation, networking events, exclusive data, media support, and case studies on corporate engagement.