



On Demand Community

A model for employee volunteerism

“There is a real opportunity to rethink how corporations can utilize their most valuable asset—employees—to create change, like IBM has done with its On Demand Community volunteer program.”

—Michelle Nunn, CEO, Points of Light and HandsOn Network



Many IBMers in the On Demand Community volunteer to help kids in school settings.

A ground-breaking strategic global initiative

For almost 100 years, a unique combination of IBM technology, resources and employee community involvement has set an unmatched standard for corporate citizenship. IBM’s On Demand Community program, launched in 2003, has created a new standard for corporate volunteerism. Designed to meet the needs of today’s workers, including mobile and work-at-home employees, volunteers can register to be part of an online community that offers programs, presentations, software, and IBM professional expertise—with technology at its core.

Global impact: making for smarter communities around the world

On Demand Community combines the strengths and skills of our employees and retirees, around the world, with the power of innovative technologies and solutions designed specifically for volunteer efforts in education and with not-for-profit organizations.





IBMers share their expertise in a range of settings.

on demand  community

This combination enables volunteers to deliver high-quality services to some of the world's most under-resourced populations. The program has a very high level of international success, in many areas where volunteering is not common practice, and has driven significant and measurable change within some agencies and organizations that would have never had access to this level of volunteer support.

"IBM's service ethic and values are embedded into the corporate DNA. Nonprofit and educational leaders value the long-term dedication that IBM volunteers are able, willing and committed to provide in order to ensure a healthy, productive partnership," Points of Light Foundation, On Demand Community Impact Study.

This dedicated, and efficient, volunteer work has a profound impact on schools and nonprofit organizations in cities and communities around the world. Since the program's inception, over 140,000 registrants have completed in excess of 9 million hours of volunteer service. These resourceful and well-equipped volunteers contribute immensely to making their communities and cities smarter places in which to live and prosper.

A comprehensive portal for volunteers

The On Demand Community intranet site is a repository for almost 40 specific solutions, or kits of downloadable materials, tailored for both schools and nonprofit organizations. The solutions include hundreds of related state-of-the-art online presentations, videos, Web site reference links, software tools and documents to increase volunteers' effectiveness in these areas. There is also a volunteer activity management tool, enabling volunteers both to search for volunteer opportunities of interest to them and post information about them.

For More Information

For more information on IBM's On Demand Community, visit: ibm.com/ibm/ibmgives or call 914-499-1900



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