

# IMPACTathon 2024

Leveraging pro bono for social good

**\$214,500**  
value in pro bono consulting

**39** nonprofit organizations  
across 6 countries

**165** volunteers with expertise  
in 10+ functional areas

**975** hours of pro bono  
consulting

## About IMPACTathon

Thomson Reuters is dedicated to creating a positive impact on communities through pro bono work. The IMPACTathon is an event that connects nonprofit organizations with TR employees in respective fields, who provide their time pro bono to develop solutions. This event provides access to operational skillsets and expertise for nonprofits, while offering an opportunity for TR employee volunteers to use their skills for social good, develop new skills, and gain exposure to new communities and work styles.

**In May 2024, Thomson Reuters hosted our fourth annual IMPACTathon.** This year's theme showcased the enduring benefits of pro bono consulting through recurring participation from both dedicated employees and trusting nonprofit partners as well as improvements in overall satisfaction and anticipated impact from the deliverables received.

In total, employees volunteered 975 hours which is **valued at an average of \$5,500 in pro bono consulting per organization**, all at no cost to them.

*“In a world of givers and takers,  
Thomson Reuters is a hands-down giver.  
The IMPACTathon draws on the company’s  
greatest asset: highly competent, innovative,  
and empathetic employees. The  
IMPACTathon is a testament to the power of  
collective action in driving meaningful  
change”*

---

*Robin Taylor, Nonprofit Participant*

Executive Director, Lawyers Without Borders | United States

# 2024 Nonprofit Participants

39 organizations 6 countries 14 cause areas

**North America**

- Alight
- Asian American Legal Defense & Education Fund
- Children’s Defense Fund
- Dakota County Regional Chamber of Commerce Charitable Foundation
- Dallas Fort Worth Alliance of Technology and Women
- Friends of Barack Obama Male Leadership Academy
- Genesis Women’s Shelter & Support
- Hallie Q Brown Community Center
- Justice Technology Association
- IMDOINGIT
- Lake Street Council
- Lawyers Without Borders
- Metrocrest Services
- MN Justice Research Center
- National Child Protection Task Force
- National Organization of Black Law Enforcement Executives
- Noggin Educational Foundation
- Open Hands Legal Services
- Page Education Foundation
- Pancretan Association
- Pillsbury United Communities
- Revive and Thrive Project
- Stockings for Survivors
- The Advocates for Human Rights
- Tubman
- Urban League Twin Cities
- Wellspring Living
- Wilderness Inquiry

**Latin & Central Americas**

- Asociacion Rocket Girls
- Construyendo Comunidades Integrales

**EMEA**

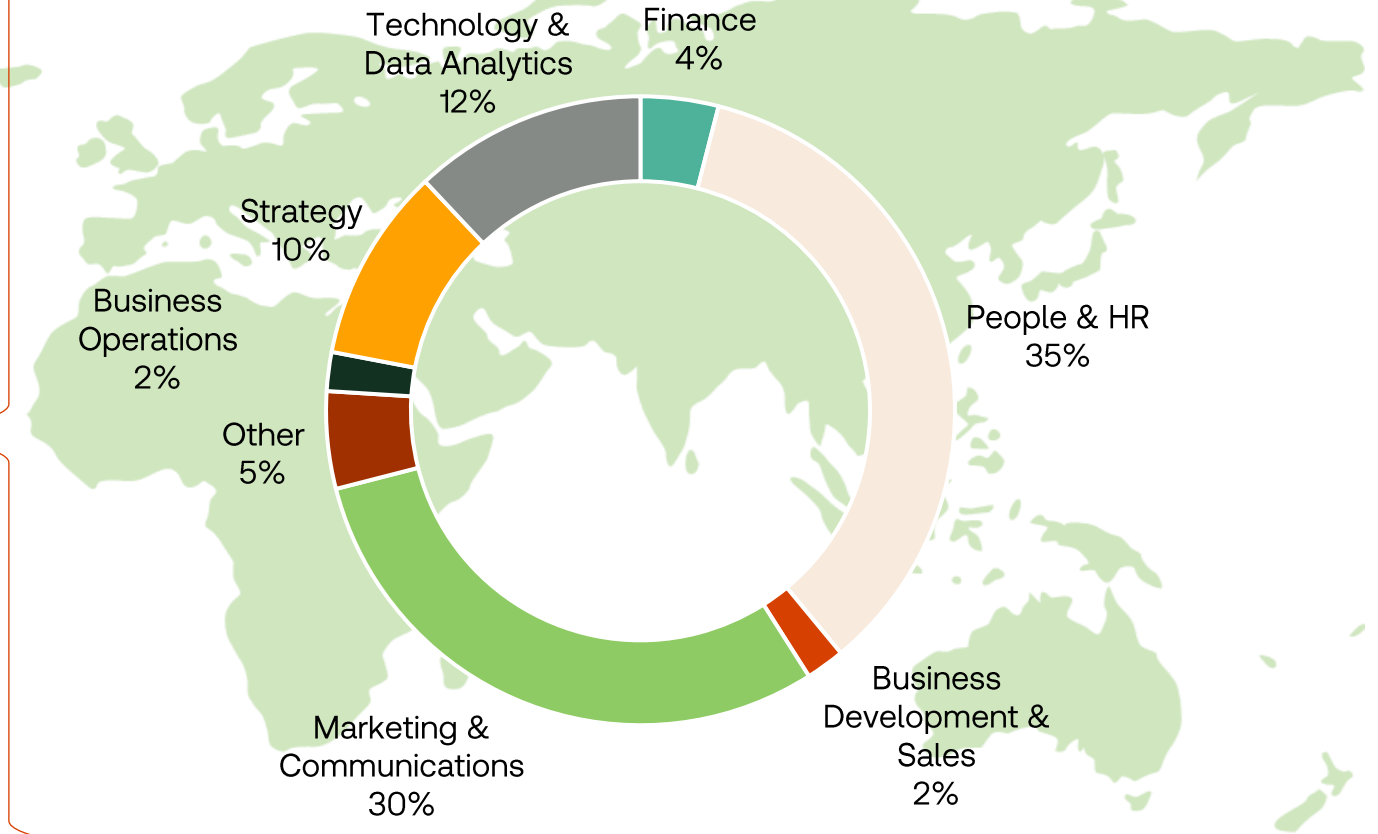
- Challenge Partners
- Durham Wildlife Trust
- The Brilliant Club
- Vranh House Ltd

**APAC**

- Foundation for Excellence
- HOPE Foundation
- Swasti
- Uthishta
- VAANI Deaf Children’s Foundation

## 2024 Pro Bono Consultant Participants

- **165** employees
- **12** office locations + remote
- Participation from **all levels** from analysts to c-suite executives
- **10+** functional areas represented



*“For the second time, the IMPACTathon has given me a reason to look forward to coming to work every day, knowing that #WorkingatTR is not just about what we do, but the impact we can make.”*

---

*Saeedeh Pourmusa, Pro Bono Consultant*

Product Manager | Canada

# Top Outcomes

## Increasing impact and improving outcomes year-over-year

- **93%** of nonprofits anticipate that the project deliverable will provide significant learning to the organization and staff, an 11% increase from last year
- **86%** of nonprofits anticipate that the project deliverable will strengthen their organization's infrastructure, a 4% increase from last year
- **85%** of consultants stated that the project allowed them to stretch in a new or different way, a 6% increase from last year
- **85%** of consultants stated that the project enhanced “soft” skills such as communication, adaptability, empathy, and nimbleness, a 1% increase from last year

# Top Outcomes

## The case for return participants

Impressive results as a standalone event itself, this year's outcomes also showcase the enduring benefits of the IMPACTathon through recurring participation from both dedicated employees and trusting nonprofit partners. As volunteers return year after year, they bring with them a deepening understanding of the nonprofit sector's unique challenges and opportunities, enabling them to deliver more nuanced and effective solutions. Similarly, nonprofit organizations that have participated more than once benefit from the continuity of support, allowing them to build upon previous projects, refine strategies, and implement long-term improvements.

Over the past four years, 63 employees and 23 nonprofit organizations have participated in at least two IMPACTathons, with an average of 95% of this year's total participant pool interested in participating in IMPACTathon again.

- **97%** of nonprofits are interested in another IMPACTathon, a 5% increase from last year
- **93%** of pro bono consultants are interested in another IMPACTathon, holding steady from last year
- **48%** of pro bono consultants plan to continue supporting the nonprofit on their own time (fully outside of the commitment of IMPACTathon) – a 10% increase from last year, showing that the relationships established at IMPACTathon can develop into lasting high-potential partnerships.



# Top Trends

*“This was a truly awesome experience. The impact this work will have on our charity is endless – it was so motivating, and it felt so supportive to have such professionals help in an area in which we are not experts. Thank you!”*

Kate Moss, Nonprofit Participant

CEO, Vbranch House | United Kingdom

## Top three reported benefits: NONPROFITS

- 1. Expertise & Insights from Industry Experts:** Nonprofit participants valued the expertise provided by industry professionals, which offered valuable insights and takeaways for their projects
- 2. Collaboration & Co-Creation:** Working together for a dedicated period on a specific goal and tapping into diverse minds and ideas helped participants think outside their usual boxes.
- 3. Support & Action Plans:** Feeling fully supported and gaining a lot of great ideas along with a solid action plan was a significant reward.

# Top Trends

*“Being able to work, connect, and share with incredible and talented people with the purpose to contribute to an amazing nonprofit organization is something that I’ll carry with me forever. Truly one of the most fulfilling and amazing experiences I’ve ever had.”*

Mariana de la Cruz Romero, Pro Bono Consultant

HRBP | Mexico

## Top three reported benefits: PRO BONO CONSULTANTS

- 1. Helping Nonprofit Organizations:** Consultants appreciated being able to use their skills to assist organizations with limited resources and to see their work adopted and implemented by these nonprofits.
- 2. Learning & Personal Growth:** Consultants valued the opportunity to learn something new, whether it was about the cause area their nonprofit works in, nonprofit operations, or enhancing their own professional and soft skills. The experience allowed them to stretch their skill sets, improve their leadership capabilities, and gain a new appreciation for the services nonprofits provide.
- 3. Collaboration & Networking:** Feeling fully supported and gaining a lot of great ideas along with a solid action plan was a significant reward.



*“What a great day. Full of enthusiasm and  
culminating with plenty of insightful, helpful,  
and actionable outcomes. Thank you!”*

---

*Kate English, Nonprofit Participant*

Communications Officer, Durham Wildlife Trust | United Kingdom

The background of the slide is a light green color with a complex, abstract pattern of thin, dark green lines. These lines crisscross and curve across the entire page, creating a sense of movement and connectivity. Three solid green circles are placed at specific points where the lines intersect: one in the upper left, one in the upper center, and one on the right side.

**#IMPACTathon**