

Social Impact Hackathon 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 the Social Impact Hackathon

Thomson Reuters is dedicated to creating a positive impact on communities through pro bono work. The Social Impact Hackathon 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 for nonprofits, while offering an opportunity for TR employee volunteers to use their expertise for social good, develop new skills, and gain exposure to new communities and work styles.

In May 2024, Thomson Reuters hosted our fourth annual Social Impact Hackathon. 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 Social Impact Hackathon draws on the
company’s greatest asset: highly competent,
innovative, and empathetic employees. The
Social Impact Hackathon 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

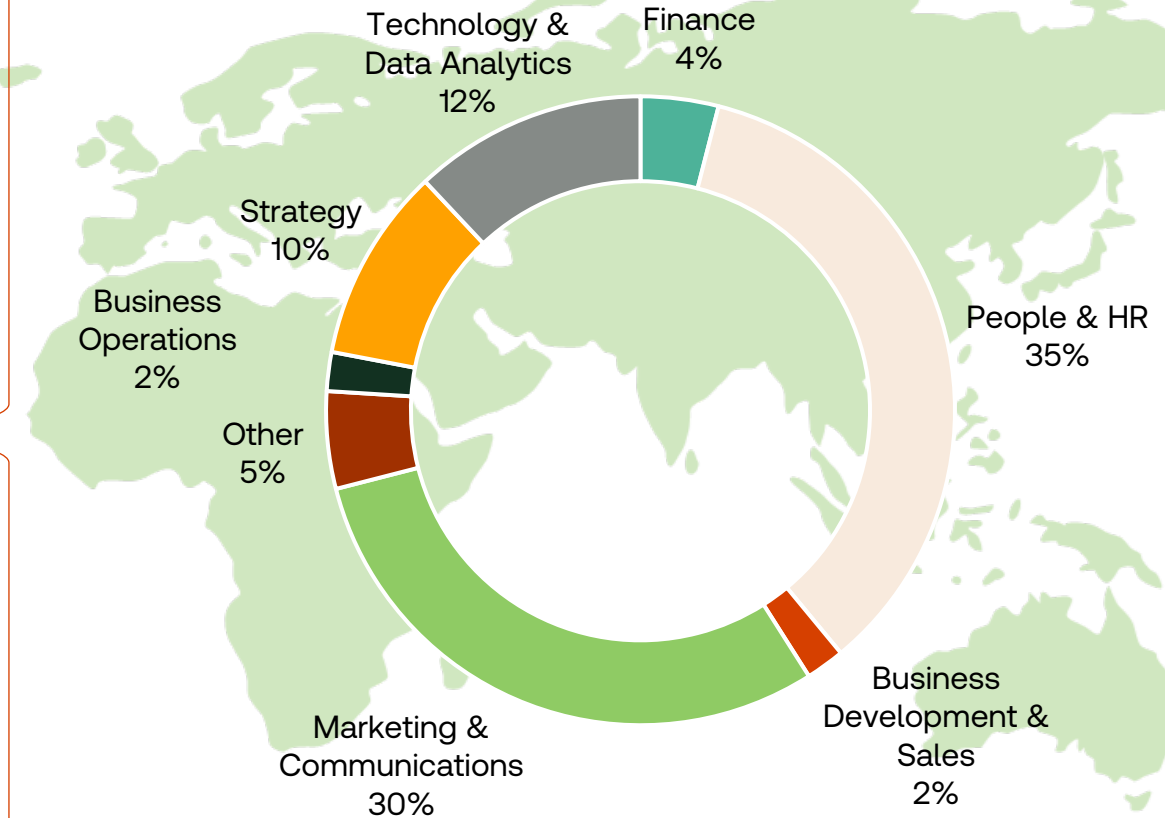
- Challenge Partners
- Durham Wildlife Trust
- The Brilliant Club
- Vbranch House Ltd

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 Social Impact Hackathon 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 Social Impact Hackathon 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 Social Impact Hackathons, with an average of 95% of this year's total participant pool interested in participating in the Social Impact Hackathon again.

- **97%** of nonprofits are interested in another Social Impact Hackathon, a 5% increase from last year
- **93%** of pro bono consultants are interested in another Social Impact Hackathon, 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 the Social Impact Hackathon) – a 10% increase from last year, showing that the relationships established at the Social Impact Hackathon 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 are mostly straight and intersect to form a grid-like structure, but they also curve and loop, particularly on the right side, 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 lower left, and one on the right side.

#SocialImpactHackathon