CONNECT new mexico
Office of Broadband Access & Expansion

Technology Donation

RECCOMENDED REPORTING CHECKLIST FOR DEVICE DONATIONS

DiGITUNITY®

Recommended Reporting Checklist for Device Donation

Donating used computers to nonprofits and social service organizations is an excellent way for corporations to achieve their Environmental, Social, and Governance (ESG) goals. There are many benefits to this type of donation, both for the corporation and for the recipients of the donated computers. When reporting on the impact of technology donations to business executive leadership and stakeholders, it's important to provide clear and concise metrics that demonstrate the impact and value of the donation.

Below is checklist on some recommended impact metrics that may be considered:

☐ **Donation Value:**
This metric is the estimated value of the technology donation. This can include the estimated fair market value of the donated technology when available, or the depreciated value of the asset (aka book value), as well as any tax deductions received as a result of the donation.

☐ **Cost Savings:**
Another potential metric is the cost savings realized through the donation process. For example, if the donation of used technology allows the company to reduce its e-waste recycling and disposal costs, this savings should be captured and reported.

For more information on how to estimate the ROI of a technology donation, please refer to the Cost/Benefit Analysis of Technology Donations Worksheet.

☐ **Impact on Community:**
Executives, stakeholders, shareholders, and the employees of the business want to see the impact the donations have on their community. This could include the number of people who received a computer and how they benefited from the donation,(e.g. digital literacy and workforce training, access to healthcare, completing homework, etc), the positive effect on the nonprofit or social services organization that received the donation, and any other community impacts, such as improved employment opportunities and business opportunities.

☐ **Brand Reputation:**
Donating end-of-life corporate technology assets can have a positive impact on a company's brand reputation. According to a 2018 Cone/Porter Novelli Purpose Study, Americans expect companies to lead with purpose: 78% of Americans believe companies must do more than just make money; they must positively impact society as well. Therefore, it's important to capture and report on individual impact stories, local and national media coverage, public interaction opportunities (e.g. Community Deployment Events) and positive feedback received from stakeholders, such as employees, customers, and individuals throughout the wider community.

☐ **E-Waste Reduction:**
Donating end-of-use technology reduces e-waste, which is a growing environmental concern in the private, public and social sectors. Reporting on the pounds of e-waste that was diverted from landfills as a result of a technology donation is a critical metric to capture and report to leadership. This estimate can be provided by the refurbishing provider or the recycler, or estimated using publicly available tools like the Green Electronics Council EPEAT Benefits Calculator.

☐ **Volunteer Participation:**
In addition to technology donations, some companies encourage employees to volunteer their time and expertise to help local social service and nonprofit organizations. These types of events are often coordinated through a Corporate Social Responsibility team, the Human Resources department, or an Employer Resource Group. Examples of volunteering include teaching digital literacy skills, providing tech support to the recipients of the donated computers,, to name just a few. It is important to report on employee volunteer participation that is related to efforts to provide ongoing technology donations and financial support.

☐ **Employee Engagement:**
Donating technology devices can be a great way to engage employees and boost morale, as it provides an opportunity for employees to get involved in digital equity in a meaningful way and feel good about their company's contributions to the community. Events such as coordinating a Community Device Collection Drive or Distribution Event can be used to capture the number of devices collected, as well as number of hours of employee volunteer time.

☐ **Employee Recruitment and Retention:**
When companies prioritize social responsibility and community engagement, it helps to attract and retain employees who are motivated by more than just financial gain. In fact, research has shown that employees who feel connected to their company's social purpose are more likely to be engaged and stay with the company long-term. A study by Deloitte found that "mission-driven" companies have 30% higher levels of innovation and 40% higher levels of employee retention than companies that are not mission-driven. Measurement on the importance that technology donations and supporting community-based digital equity initiatives have on your employees commitment to the organization, job satisfaction, and likelihood to recommend the company as a good place to work can be captured by the human resources department through employee surveys, in the hiring and onboarding processes, or within the annual review process.

By collecting and analyzing these metrics, the tangible benefits of donating end-of-use technology to support digital equity efforts within the local community area can become visible to key decision makers in the business community and allow corporate leadership to make better informed decisions about future charitable giving.