

MICROMENTOR

Driving Small Business Growth through Mentoring



Employee Volunteers Make a Difference for Small Businesses

MicroMentor, a Mercy Corps social enterprise initiative, is an online mentoring platform that connects entrepreneurs and experienced professionals and corporate employee volunteers in meaningful, one-to-one mentoring relationships.

We connect business professionals with entrepreneurs across 92 countries and all 50 U.S states, establishing business mentoring relationships that help entrepreneurs realize their dreams of small business and give your employees the satisfaction of giving back and sharing their business knowledge.

Mentoring Drives Meaningful Economic Growth

86%

average revenue
increase by mentored
entrepreneurs

3

new jobs on average
added to the economy
by mentored
entrepreneurs

90%

of mentored businesses
survive vs. a 69%
national average

15,000+

connections made to-
date

Drive Meaningful Employee Engagement at Scale

MicroMentor provides a flexible, easy-to-access opportunity for employee engagement and skills-based volunteering while delivering meaningful impact to small business entrepreneurs. With MicroMentor you get:

- A proven, effective and scalable solution to engage your employees and partners, and enrich your supply chain, customers, employees and partners
- The ability to unify all stakeholders and existing CSR initiatives under one central platform
- Branded portal and customization on our unique platform
- An online platform and enterprise solution that enables employees to make a difference on their own schedule, from any location
- Access to a growing community, connecting over 12,000 entrepreneurs annually across 92 countries and 50 U.S. states
- Measurable results and insight-driven reporting that improves accountability and keeps your engagement program on track
- Powerful stories that you can share about mentoring experiences
- Integration of skills-based volunteer mentoring into your broader partnership with Mercy Corps

Deepen Employee Expertise and Work Satisfaction

Mentoring is an effective tool for professional development, giving your employees an opportunity to step outside their day-to-day perspective and take on new creative challenges. It also provides employees with an opportunity to pay their specific expertise forward to entrepreneurs and nonprofits in need of guidance through longer-term skills-based engagement.

Research shows that skills-based volunteers were more likely than traditional volunteers to report gains in recruiting, skill development, stakeholder relationships, sales, social value, and satisfaction.



Employees who engage in skills-based volunteering are more productive...

- 95% of employees report they believe skills-based volunteering helped build new job-related skills and experiences over traditional volunteer projects. (Source: True Impact)
- Companies with high employee engagement rates are 18% more productive and 16% more profitable. (Source: Gallup)

...and are more satisfied at work.

- 68% of those surveyed reported that skills-based volunteering was a core component to job satisfaction.
- 82% of employees who volunteered with their companies felt more committed to their organization. (Source: Realized Worth)

Overall, skills-based volunteering has been shown to produce a 56% return on investment (Source: Underwriters Laboratories), and what's more, 74% of skilled volunteers are specifically interested in mentoring opportunities. (Source: LinkedIn for Good) Skills-based volunteerism is rapidly gaining recognition as a powerful driver of social impact, business value, and engagement, and MicroMentor makes it easy for you to leverage the power of mentoring to improve the world while enriching your workforce.

Comprehensive Program Support

The MicroMentor team provides programmatic support from start to finish ensuring the success of your mentoring program. From customizing the technology, to supporting the marketing of the program, to supporting and educating volunteers, to telling powerful stories, we make it easy to make a difference.

- Tailor your very own volunteering portal to your unique needs with custom branding and features.
- Live training for administrators
- User webinars and training curriculum
- Custom communications plan
- Get concrete data to track your impact and measure employee engagement.
- Deliver newsworthy figures and powerful stories you can use to promote the program, attract media coverage, and share this innovative approach with your key audiences.

The Employee Mentor Experience

Connections between MicroMentor entrepreneurs and your employee mentors happen organically on the platform, making administration and management easy.

- Entrepreneurs create a profile that describes their business and specific mentoring needs
- Mentors create a profile that describes their specialized skills
- Mentors can search for entrepreneurs seeking their skill set, and entrepreneurs can search for mentors that match their mentoring need
- Your employees can choose their own cause and make a difference on their own schedule—from any location worldwide
- Employee data remains secure

Recognition for MicroMentor

MicroMentor is a member of the Aspen Institute's Scale Academy for Microenterprise Development and has earned recognition from former US Federal Reserve chair Ben Bernanke. Media coverage includes the *Wall Street Journal*, *Entrepreneur* magazine, *Forbes* magazine, *O* magazine, the *New York Times*, and more.



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About Mercy Corps

Mercy Corps is a leading global organization powered by the belief that a better world is possible. In disaster, in hardship, in more than 40 countries around the world, we partner to put bold solutions into action — helping people triumph over adversity and build stronger communities from within. Now, and for the future.



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