

Global Youth Survey: Impact of Microsoft Donations



April-May 2013

Key Findings

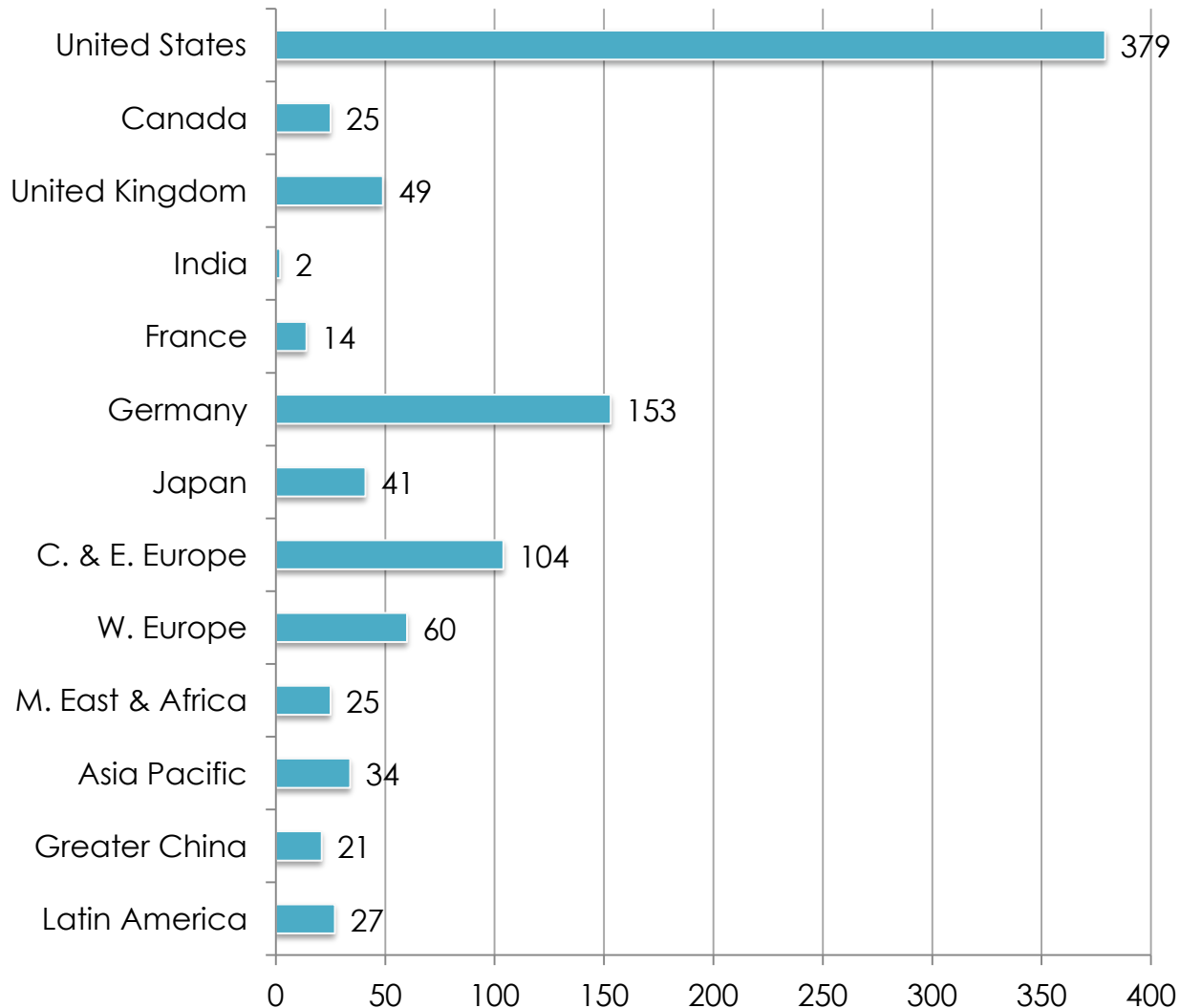
Overview

- Survey launched in 21 languages and 41 countries across the TechSoup Global Network
- Sent in April 2013 to nearly 13,000 organizations that directly serve youth and have received Microsoft products in the last three years
- More than 1000 organizations in 32 countries responded

Highlights:

- In total, the organizations that responded to this survey reach nearly **7 million youth**, of whom **2 million** benefit directly from the Microsoft products they received. Based on the data gathered, we estimate a total reach of **55.6 million youth** globally.
- **71%** of youth organizations responded that Microsoft technology is “extremely” or “very” impactful to their work.
- When asked if they will serve more, fewer, or about the same number of youth in the next 12 months, **42%** of organizations responded that they will serve **more youth next year**.
- The most common primary focus areas among those orgs that responded are:
 - **Job skills training** (24%)
 - **Education/scholarships** (37%)
 - **Care, protection, and/or housing** (31%)

Responses by Microsoft Regions



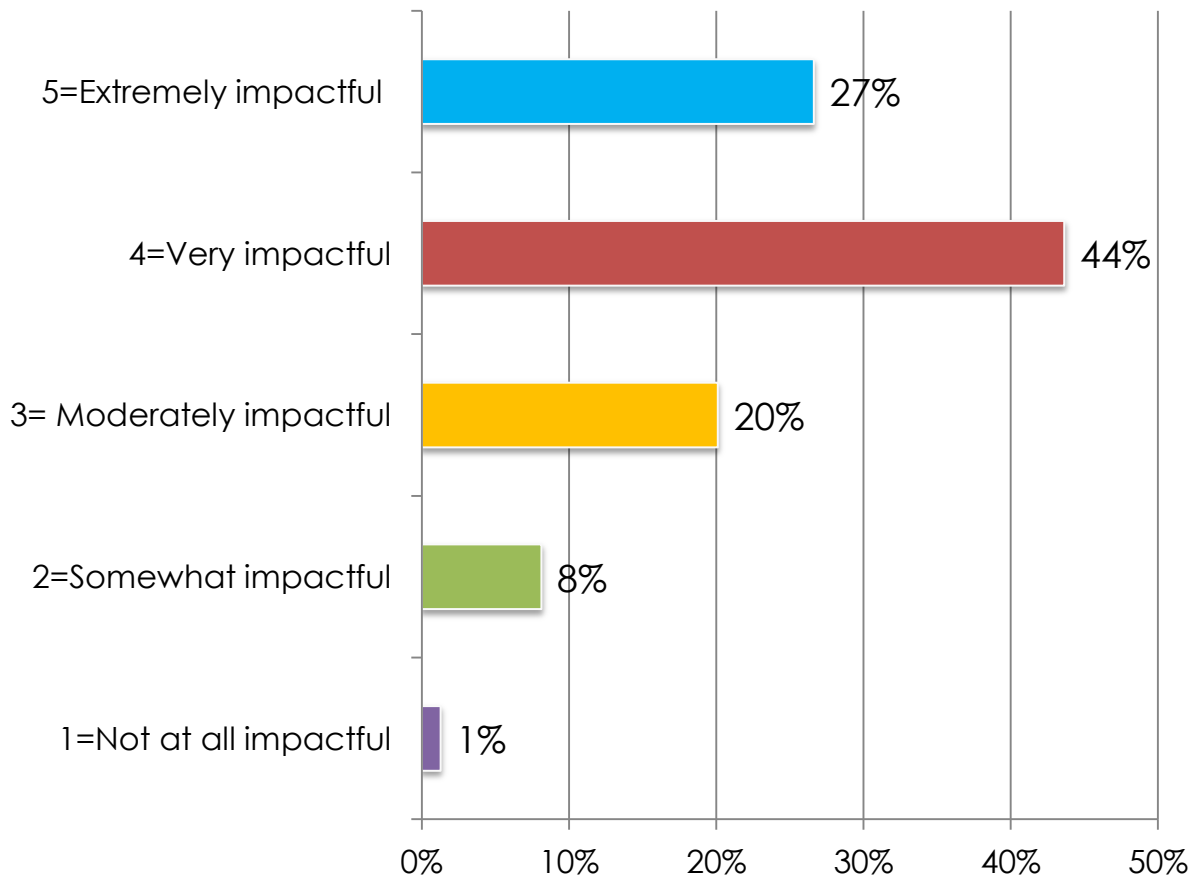
Survey Data

- Response rate of 7%
- 1042 total responses
- 935 responses were included in the final analysis*

**International privacy law requires us to ask if we may store response data in Canada. We discarded the responses of those organizations that indicated "No" to this question.*

Impact of Microsoft Donations

On a scale on 1 to 5, how impactful is Microsoft technology in operating your organization's youth programs?



Highlights:

- 71% of organizations responded that Microsoft technology is “Extremely” or “Very” impactful to their work

Global Reach: Total Youth Served

How many youth (ages 6-24) did your organization serve through all of your programs in the last 12 months?

Australia	47,189	Japan	763,783
Belgium	200,392	Kenya	431
Brazil	10,030	Luxembourg	17,000
Bulgaria	342	Macao	202,000
Canada	86,729	Mexico	835,881
Czech Republic	29,426	Netherlands	63,000
Egypt	2,350	New Zealand	39,587
Finland	400	Poland	5,835
France	71,005	Romania	2,448
Germany	287,549	Russia	1,086
Hong Kong	726,485	Slovakia	217,281
Hungary	4,414	Slovenia	5,150
India	475	South Africa	11,720
Ireland	2,527	Taiwan	186,305
Israel	44,660	UK	118,042
Italy	1,525	United States	2,983,140

Highlights:

- Nearly **7M** youth served by the 1K organizations that responded to our survey!
- We estimate that the total population of youth served by all direct youth organizations is nearly **55.6M** youth globally, **36M** of whom benefit directly from Microsoft products.*

**Extrapolation based on average number of youth served, by budget size*

Direct Benefit of Microsoft Technology

Of those youth that were served in the last 12 months, how many youth directly benefited from the Microsoft software received through TechSoup (or PNGO)?

Youth that benefited directly from Microsoft donations
as percentage of total youth served (see slide 4)

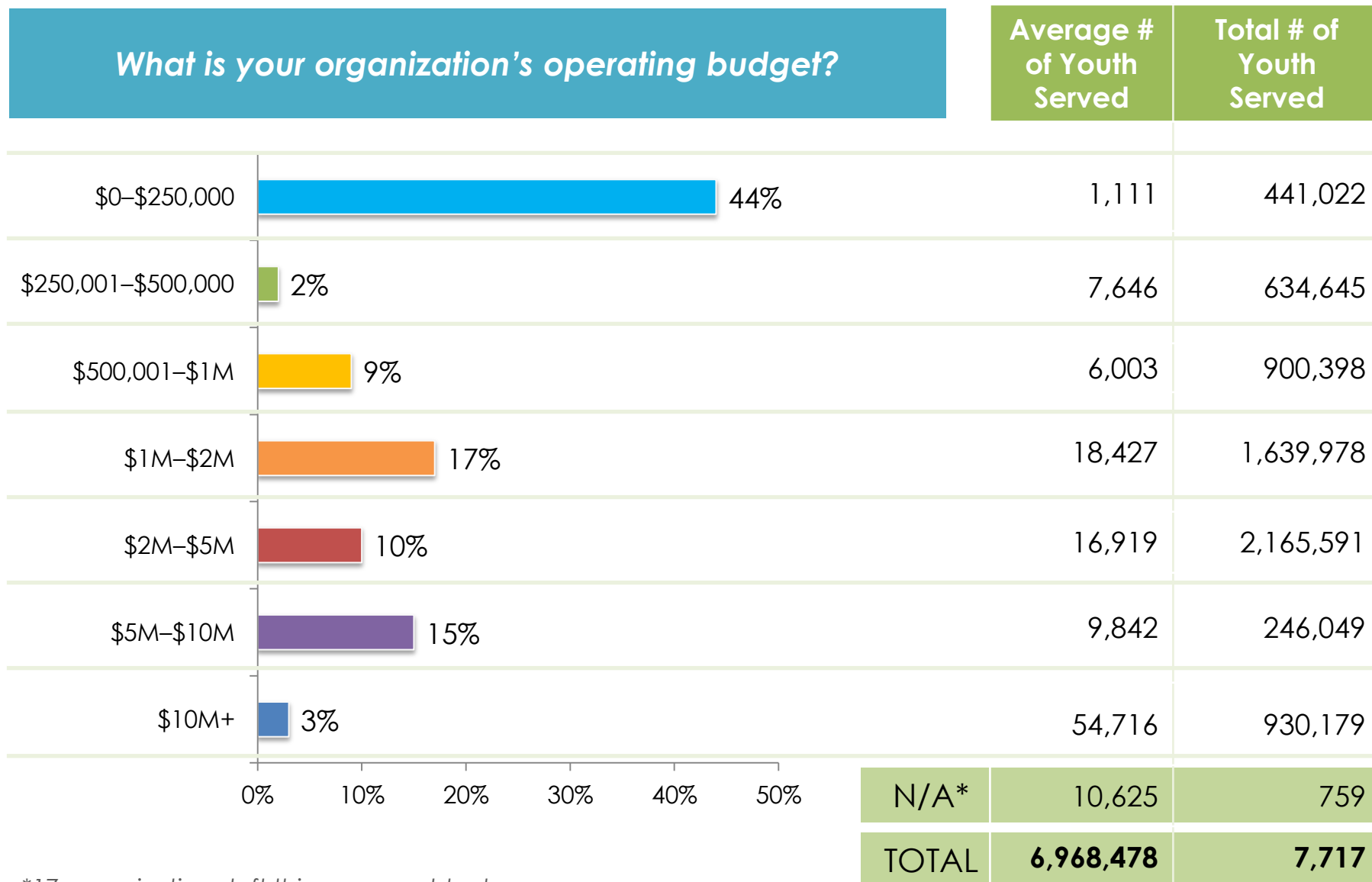
Australia	44,759	95%	Japan	208,209	27%
Belgium	42,108	21%	Kenya	94	22%
Brazil	9,340	93%	Luxembourg	4,500	26%
Bulgaria	342	100%	Macao	110,000	54%
Canada	41,832	48%	Mexico	149,958	18%
Czech Republic	9,202	31%	Netherlands	60,300	96%
Egypt	975	41%	New Zealand	7,374	19%
Finland	100	25%	Poland	1,340	23%
France	895	1%	Romania	2,034	83%
Germany	147,752	51%	Russia	309	28%
Hong Kong	16,150	2%	Slovakia	14,119	6%
Hungary	1,098	25%	Slovenia	2,015	39%
India	0	0%	South Africa	618	0%
Ireland	958	38%	Taiwan	4,725	3%
Israel	2,950	7%	UK	80,780	68%
Italy	312	20%	United States	1,004,789	34%

Highlights:

In total, 935 organizations in 32 countries served **6,968,478** youths in the past 12 months.

Of these, 28%, or **1,970,337** youths, benefited directly from Microsoft donations they received through the TechSoup Global Network.

Youth Served, by Organization Size*

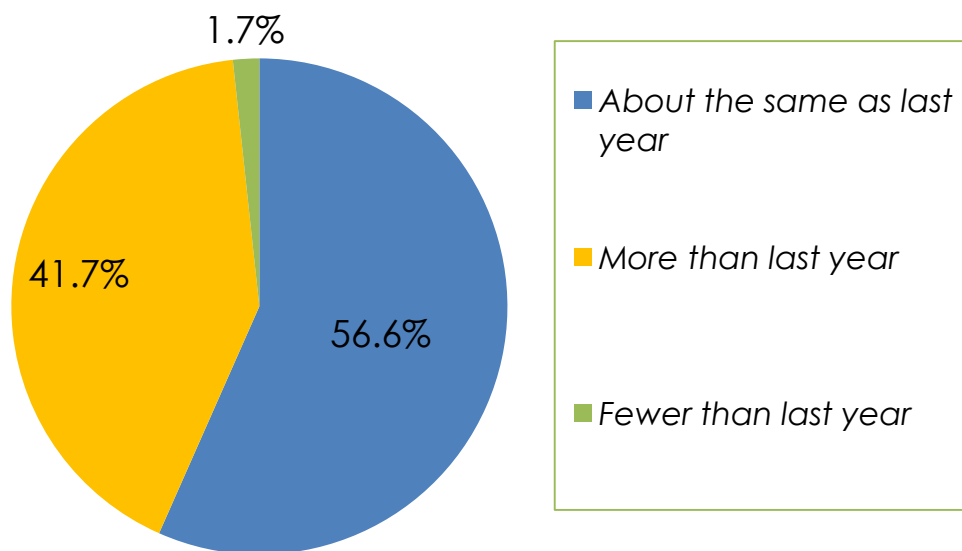


*17 organizations left this response blank

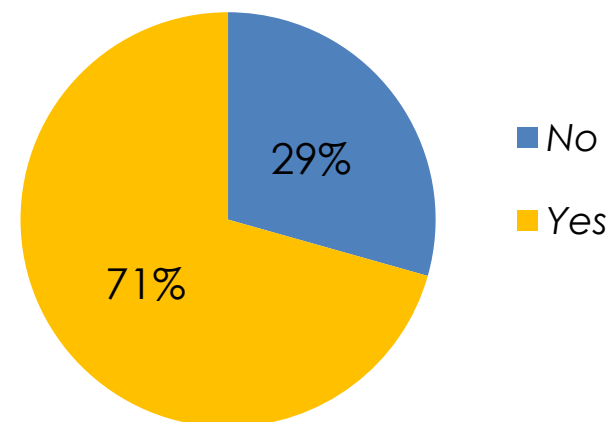
Youth Served and Impact

*How many youth (ages 6-24) do you plan to serve over the next 12 months?**

The results show that most organizations plan to serve the same number of youth (57% of respondents) or more youth (42% of respondents) in the following 12 months as compared to last year.

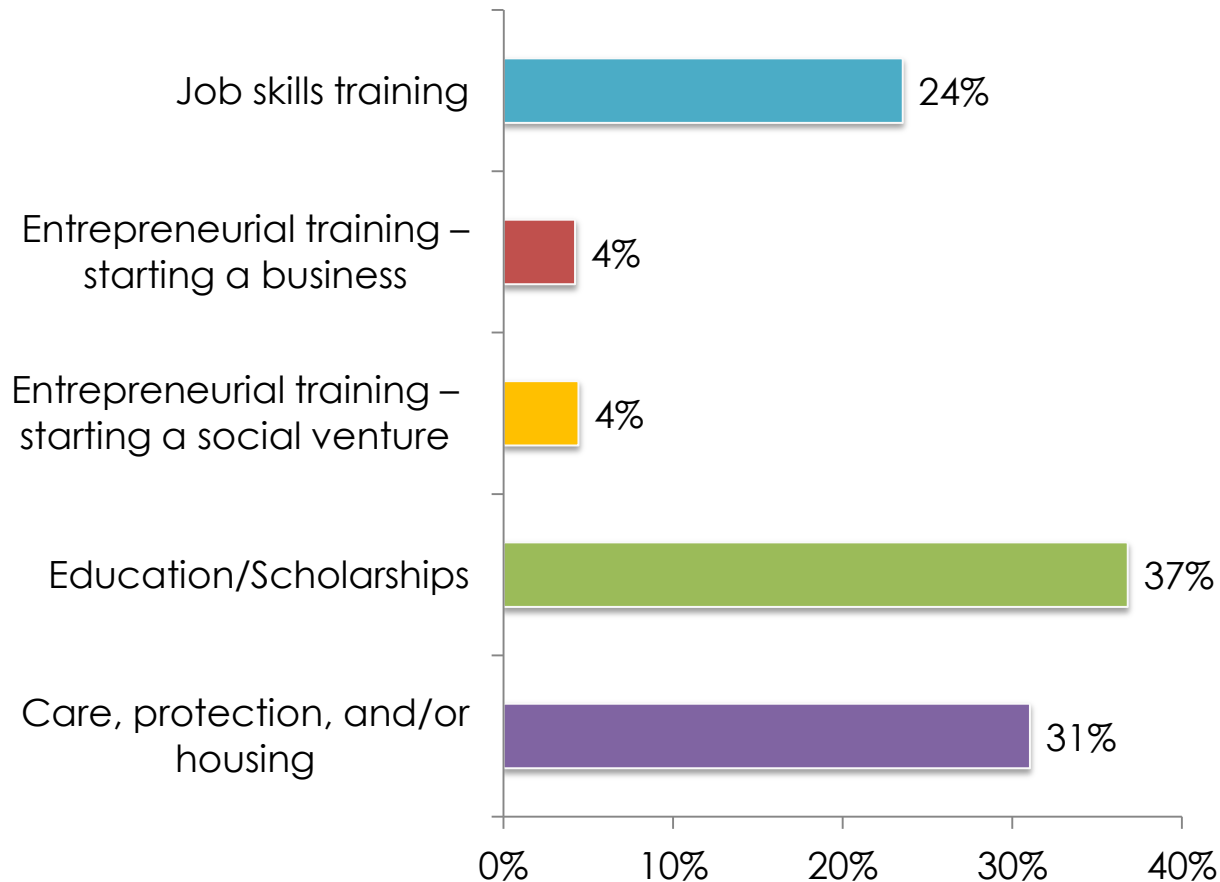


Does your organization measure the impact of your programs and services on youth served through follow-up, surveys, or other tracking methods?



Programs and Services Provided to Youth

What kind of programs or services did you provide to the youth you served? (check primary focus area(s) only)



Highlights:

- Half of the respondents checked only one primary focus area
- About a third checked more than one primary focus area

Appendix

Survey Questions

1. Does your organization provide services or programs that directly serve youth (ages 6-24)?
 - Yes (go to question 2)
 - No (go to question 10)
2. On a scale on 1 to 5, how impactful is Microsoft technology in operating your organization's youth programs? (*The answer format will be in radio buttons*)
 - 1=Not at all impactful
 - 2=Somewhat impactful
 - 3= Moderately impactful
 - 4=Very impactful
 - 5=Extremely impactful
3. How many youth (ages 6-24) did your organization serve through all of your programs in the last 12 months?
4. Of those youth that were served in the last 12 months, how many youth directly benefited from the Microsoft software received through TechSoup [or PNGO]?
5. Over the next 12 months, do you expect to serve:
 - About the same number of youth (go to question 7)
 - More than in the last 12 months (go to question 6)
 - Fewer than in the last 12 months (go to question 6)
6. How many youth (ages 6-24) do you plan to serve over the next 12 months?*
7. What kind of programs or services did you provide to the youth you served? (check primary focus area(s) only)
 - Job skills training
 - Entrepreneurial training – starting a business
 - Entrepreneurial training – starting a social venture
 - Education/Scholarships
 - Care, protection, and/or housing
8. Does your organization measure the impact of your programs and services on youth served through follow-up, surveys, or other tracking methods?
 - Yes
 - No

**Responses to Question 6 showed evidence of interpretation error. For example, an organization that served 100 youth in FY13 (Q3) indicated that it will serve "more" youth next year (Q5), but then said it will serve 50 youth in FY14 (Q6). Presumably, by this the org meant that it will serve 50 [more] youth, or 150 total. By contrast, when another organization says it served 7,000 youth in FY13 (Q3) and will serve 9,000 youth in FY14 (Q6), it seems safe to assume that the org will serve a total of 9,000 youth, not 9,000 more than last year. However, this interpretation error caused variance in responses that precludes calculating a new sum for FY14 as compared to FY13.*

Survey Questions

9. What is your organization's operating budget?
- \$0-\$250,000
 - \$250,001-\$500,000
 - \$500,001-\$1M
 - \$1M-\$2M
 - \$2M-\$5M
 - \$5M-\$10M
 - \$10M+
10. With the donated technology and educational resources acquired through TechSoup, our organization has been able to: (Select all that apply)
- a) Serve more beneficiaries
 - b) Deliver more targeted services to our beneficiaries
 - c) Update our technology more quickly or more frequently than we would otherwise
 - d) Improve the efficiency and agility of our staff operations
 - e) Reallocate cost savings to other program areas
11. May we contact you with any clarifying questions we have? If so, please provide your contact information below:
- Name
 - Email or Telephone number
 - Organization name
12. In accordance with European law, do we have your permission to store your responses to these questions on our servers in Canada?
- Yes
 - No

Survey Methodology

- Questionnaire translated into 21 languages and administered through Fluid Surveys
- Sent by TechSoup Global and partner NGOs to nearly 13,000 youth organizations in 41 countries
- Organizations receiving the survey were those that directly serve youth and have received Microsoft product donations since July 1, 2010
- 1040 responses collected in 32 countries, 935 of which were included in the analysis
- Response rate of 7%

Activity Codes for Organizations Directly Serving Youth:	Code
Big Brothers and Big Sisters	O31
Boy Scouts	O41
Boys Club, Little League, etc. O20 - O23, N63	321
Camp N20	325
Care and housing of children (orphanage, etc) P70	326
Combat juvenile delinquency I21, O20 - O31	328
FFA, FHA, 4-H club, etc. O52	322
Girl Scouts	O42
Key club O51	323
Other youth organization or activities O20 - O99	349
Prevention of cruelty to children I72 - I73	327
Scouting (except Boy Scouts and Girl Scouts)	320
YMCA, YWCA, YMCA, etc. P27	324
Youth centers and clubs	O20
Youth development - business	O53
Youth development - citizenship	O54
Youth development programs	O50

Measuring TechSoup Global's Impact

With the donated technology and educational resources acquired through TechSoup Global, our organization has been able to: (Select all that apply)

