



Baby Boomers & Volunteering: Are We Ready to Embark on a New Age of Volunteering?

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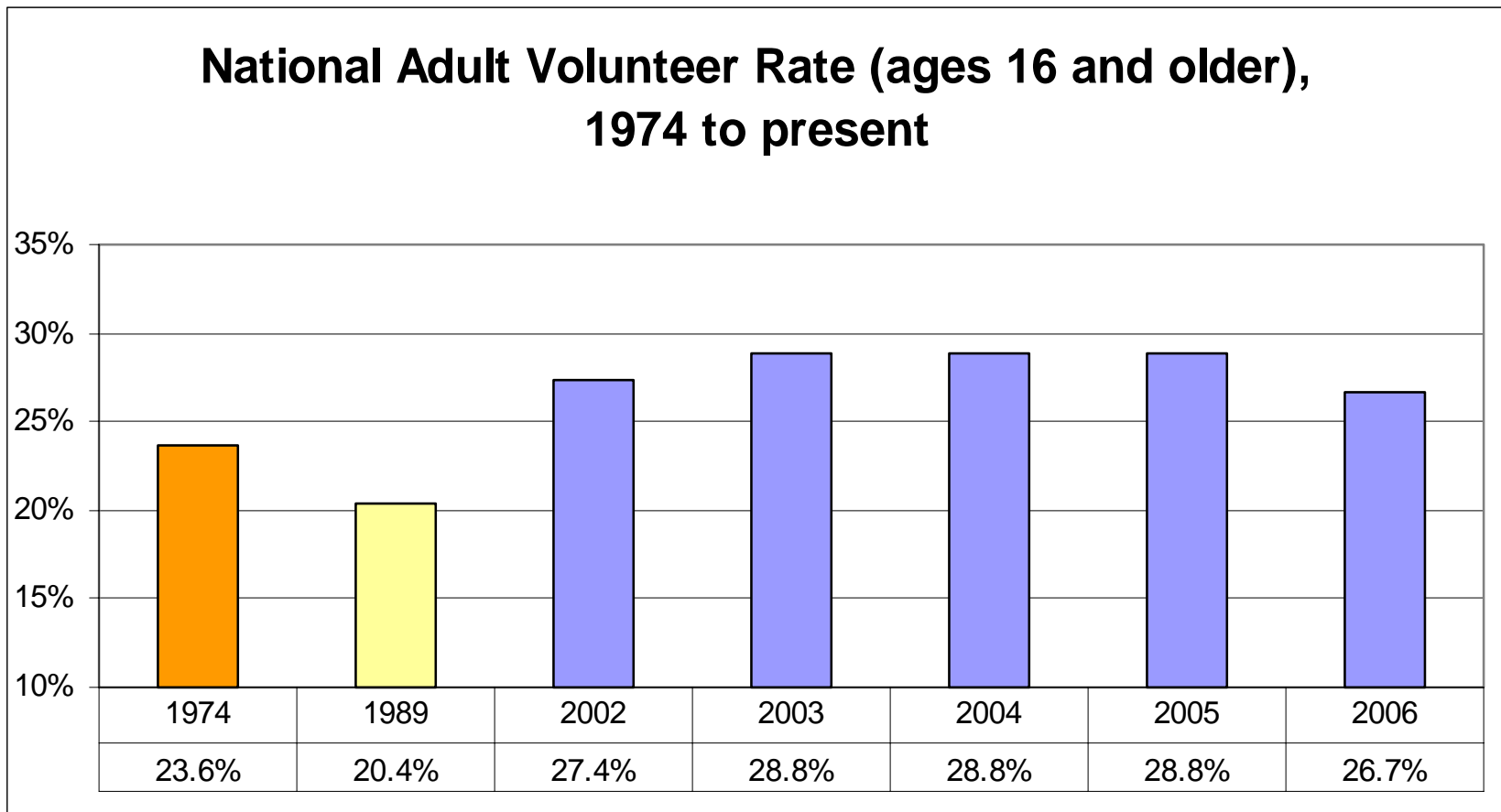
Corporation for National and Community Service



The State of Volunteering in America

Volunteering in the United States

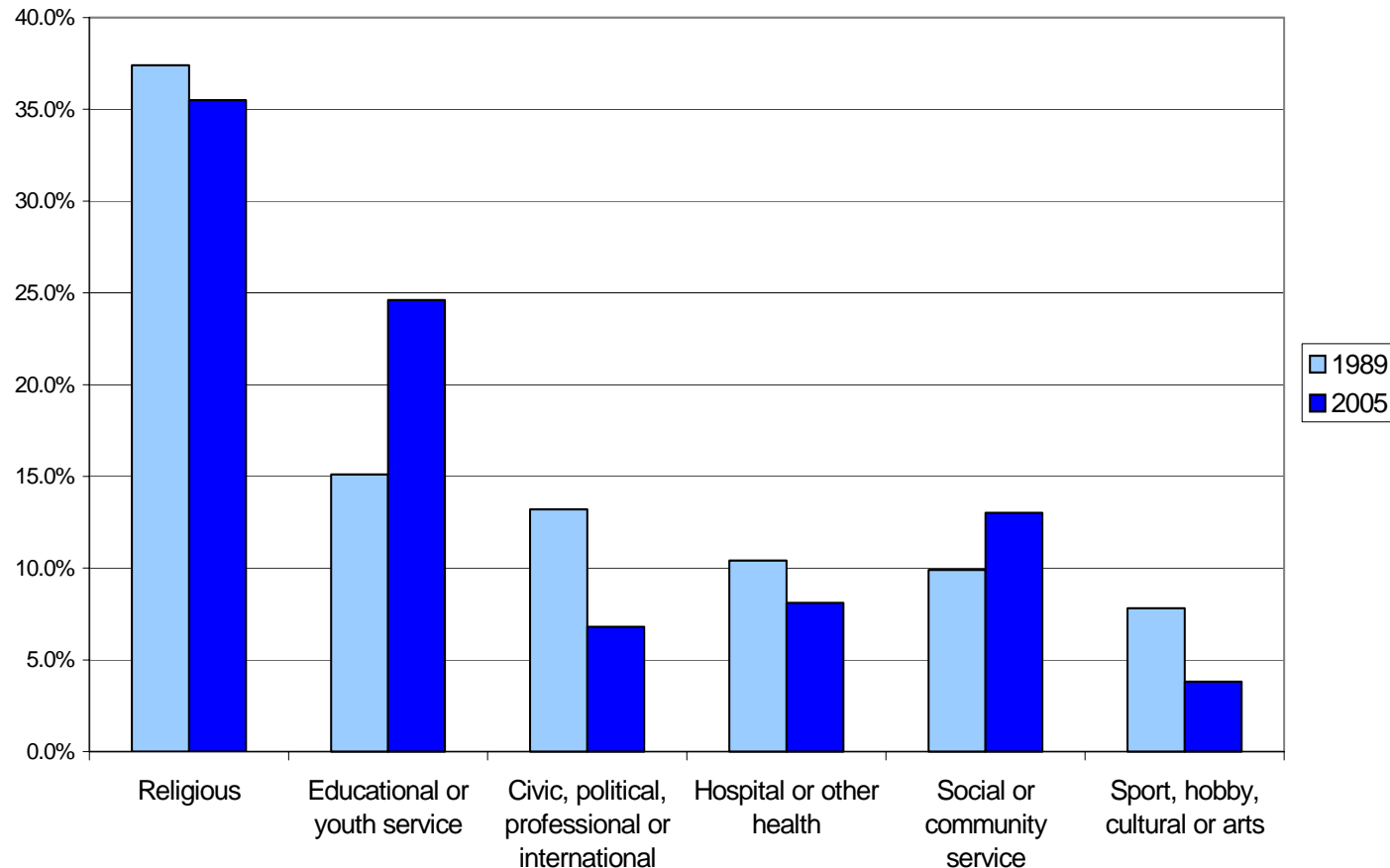
- In 2006, **61.2 million Americans** age 16+ volunteered 8.1 billion hours.
- The US Volunteering Rate dropped from **27.4% in 2002 to 26.7%** in 2006, after seeing a few years at 28.8%.



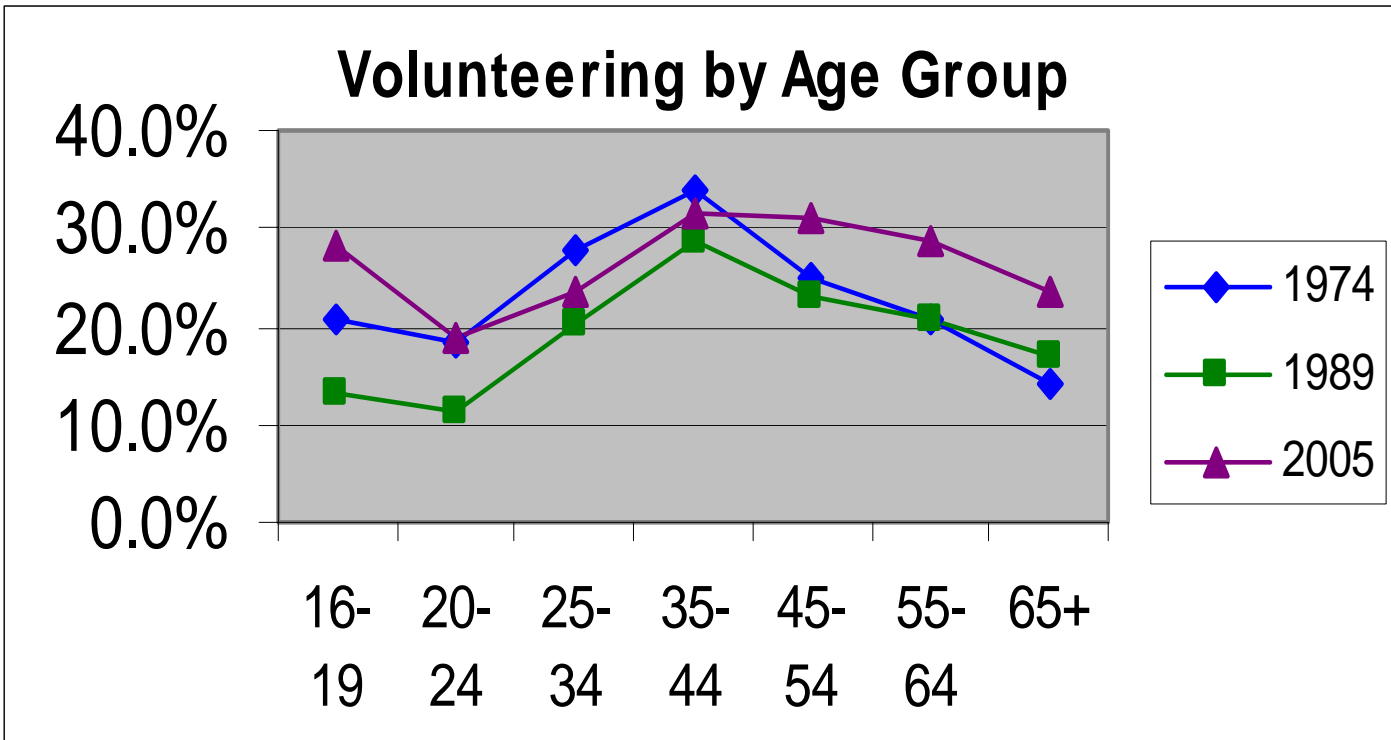
Serving with Educational and Youth Services Organizations has grown since 1989.

Figure 3: Volunteering by Organization
(1989 vs. 2005)

Of the various types of service organizations, educational or youth services had **largest increase** between 1989 and today from 15.1% to 24.6% of volunteers.



Volunteer Growth (since 1974)



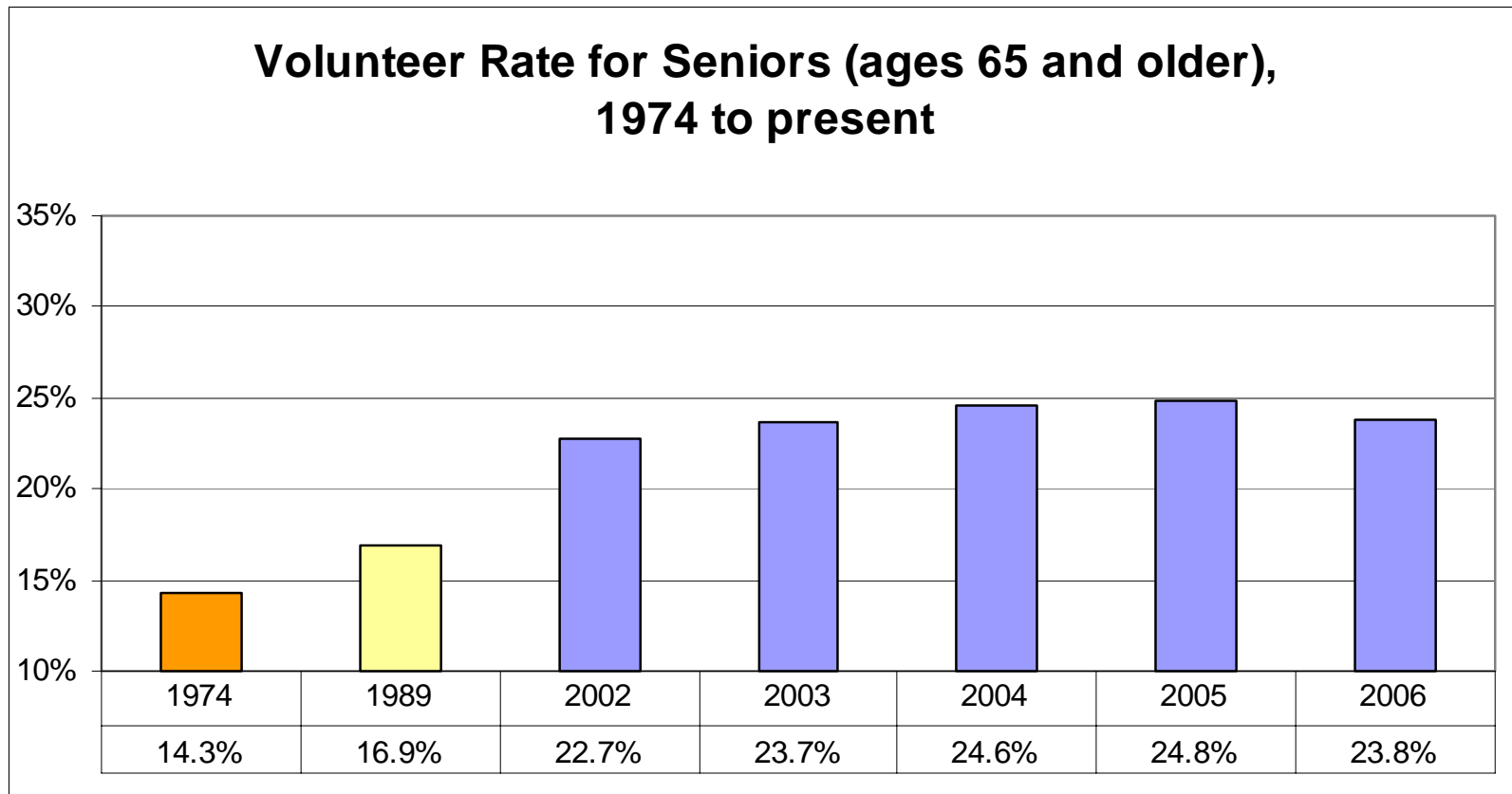
- Growth since 1974 has been driven by three age groups: **teens** (age 16-19), **mid-life adults** (age 45-64), and **older adults** (65 years and older).

Who Volunteers?

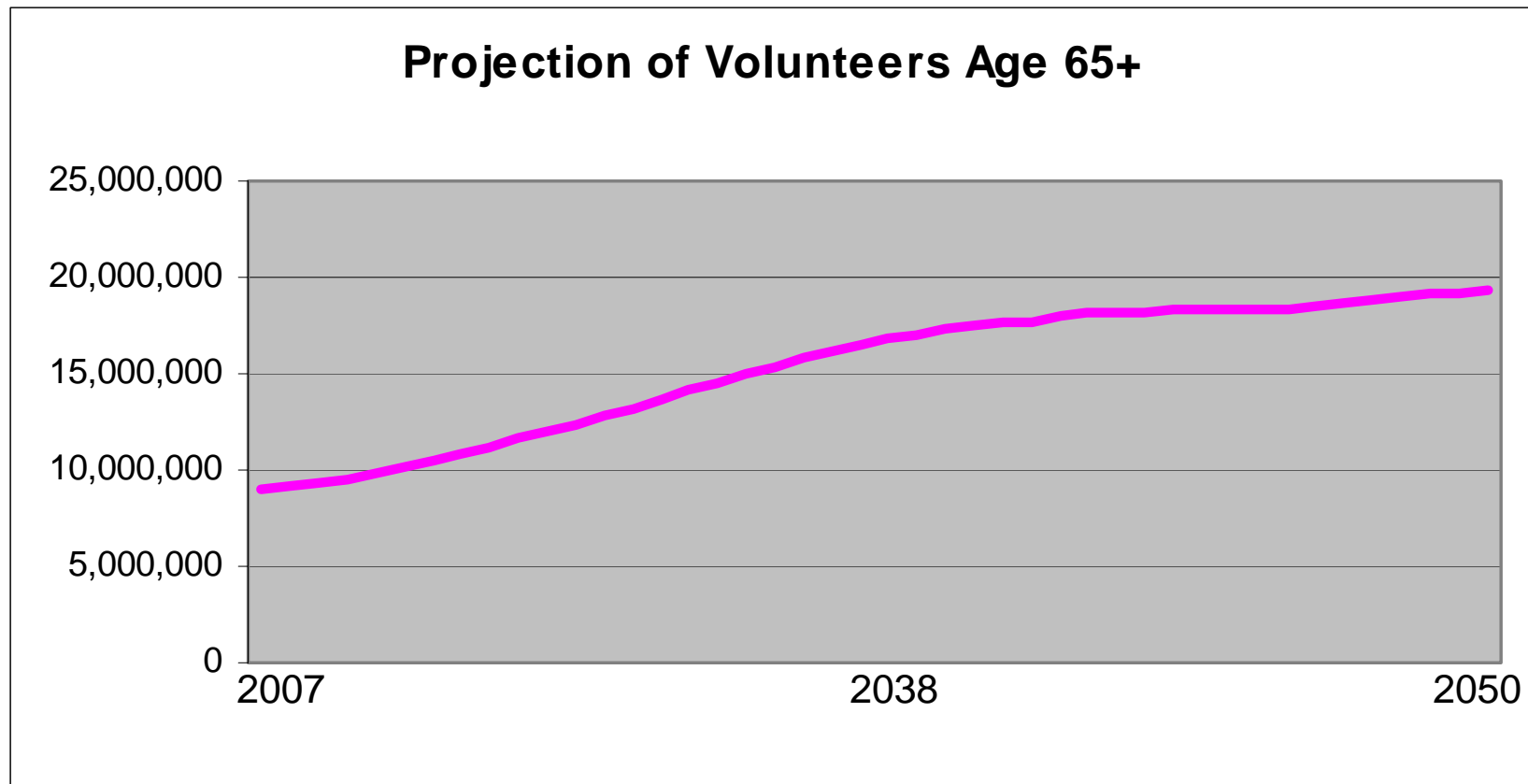
The below factors are true not only of the general adult population, but are particularly relevant for the Baby Boomer population.

- People who are **employed** volunteer more (28.7%) than people who are not employed (23.8%).
- Adults who are **married** volunteer more (32.2%) than those who have never married (20.3%) and those with other marital statuses (21.3%).
- Adults with their own **children** under the age of 18 in their homes volunteer at a higher rate (37.6%) than those who do not (26.7%).
- People with higher levels of **education** are more likely to volunteer.
 - Less than a high school diploma 9.3%
 - High school graduates, no college 19.2%
 - Less than a bachelor's degree 30.9%
 - College graduates 43.3%

While all other age groups' volunteer rates dropped in 1989, the rate for older Americans continued to increase.

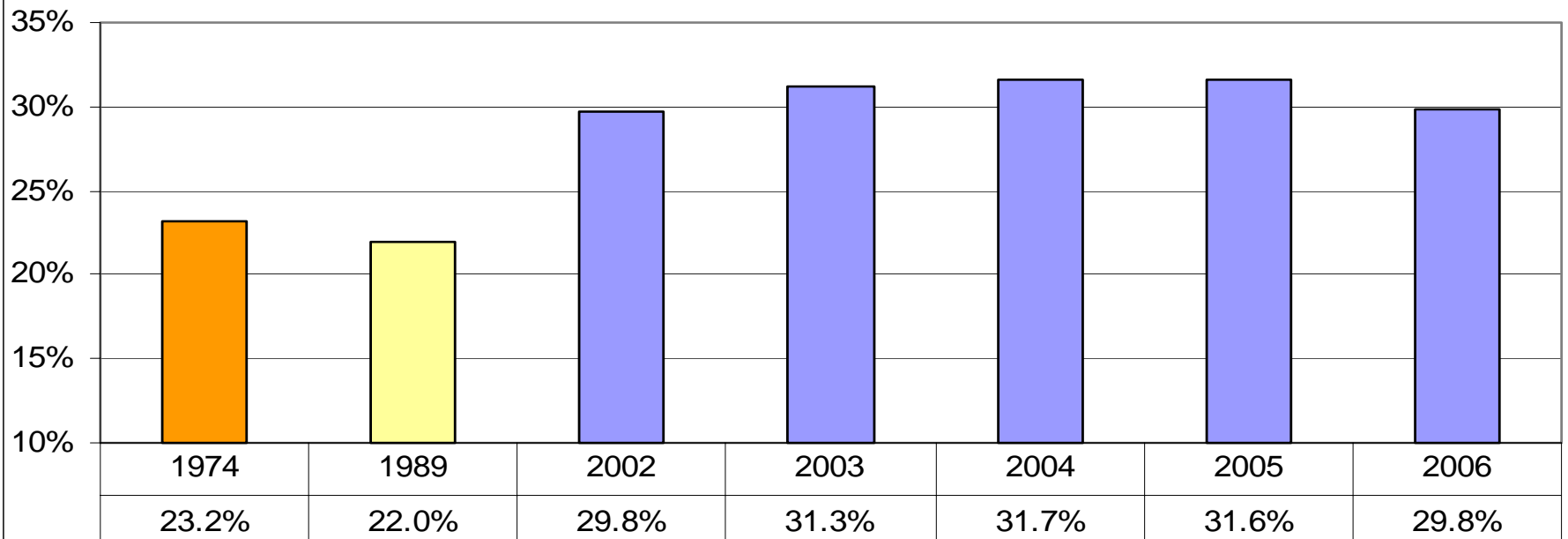


Older American volunteers will increase by 50% in 2020 due to the Baby Boomers



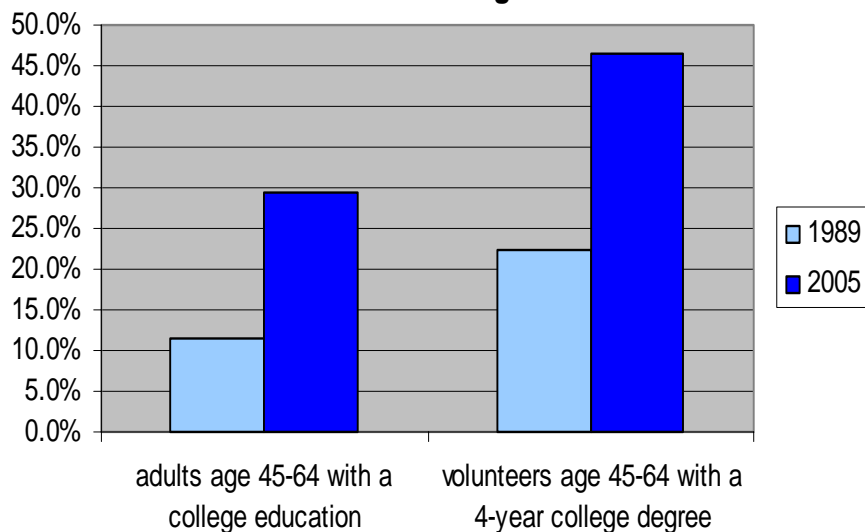
*Baby Boomers are **already** creating a historically high mid-life (age 45-64) volunteering rate.*

**Volunteer Rate for Adults Ages 45-64,
1974 to present**

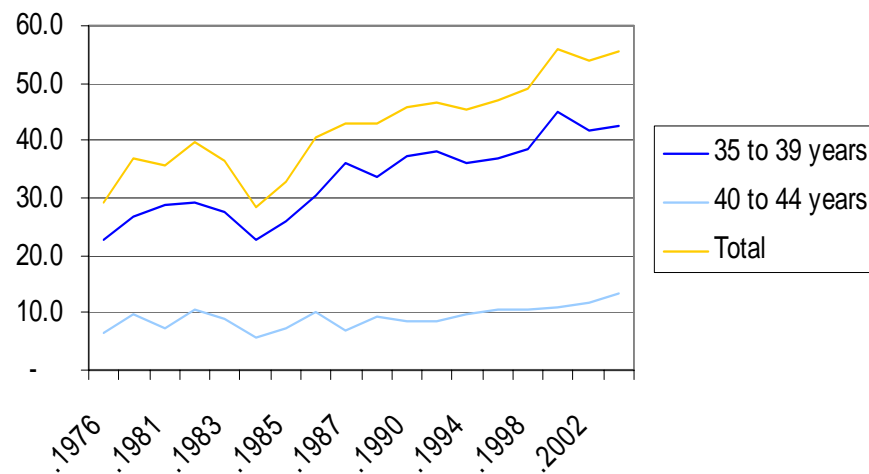


Boomers' relatively high volunteer rate is tied to their education level and propensity to have children later in life.

Mid-life Adults & College Education



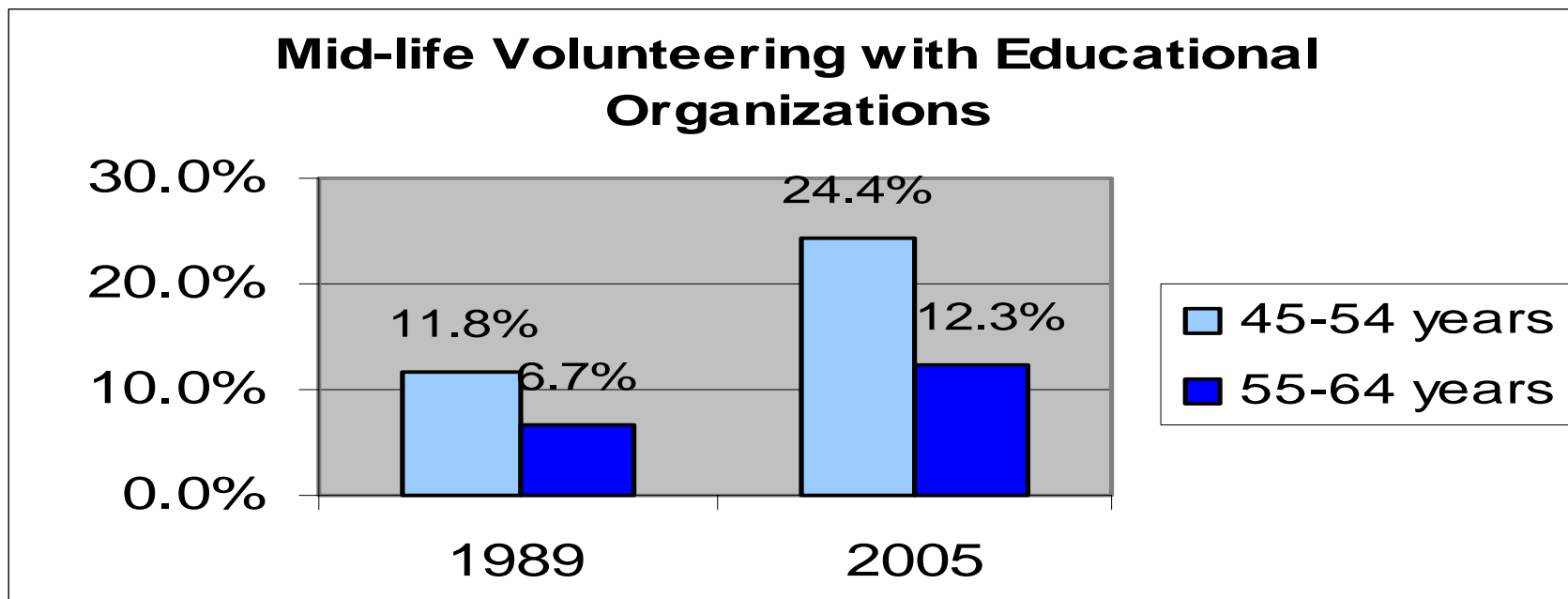
Births Per 1000 Women



- College-educated individuals volunteer at a higher rate.
- The proportion of 45-64 year-old adult volunteers with a 4-year college degree increased from 22.4% to 46.5%.
- Adults with children in the home are more likely to volunteer, especially with educational organizations.
- Between 1989 and 2005 the proportion of mid-life adults with children in the home rose by 73%.

Baby Boomers' interests are somewhat different from those of their predecessors.

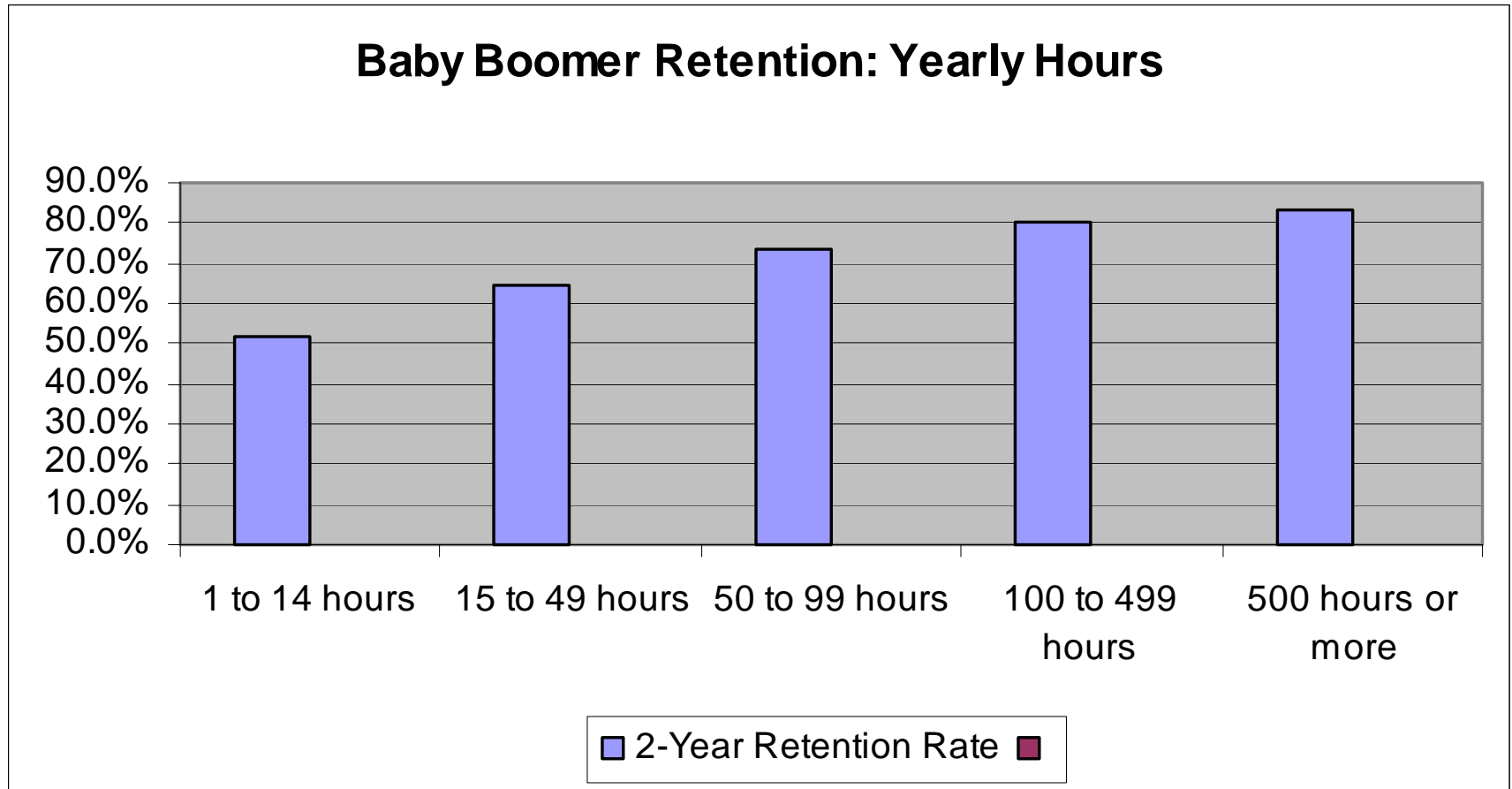
- The proportion of volunteers 45-54 in **educational organizations** related to youth more than doubled since 1989, and 55-65 nearly doubled.
- Volunteering with **religious organizations** fell among volunteers age 45-64 between 1989 and 2005, but is still most common.



Still, Too Many Americans Drop Out of Volunteering Each Year!

- High volunteer turnover among Boomers and others volunteers is a key challenge
- ***Nationally, approximately 1 in every 3 volunteers in 2005 (about 20.9 million) did not return to volunteering in 2006.***
- Since mentoring is a substantial volunteer experience, it could be a promising strategy to reduce volunteer drop outs. (see next slide).

Boomers who volunteer 50+ hours are more likely to continue volunteering.



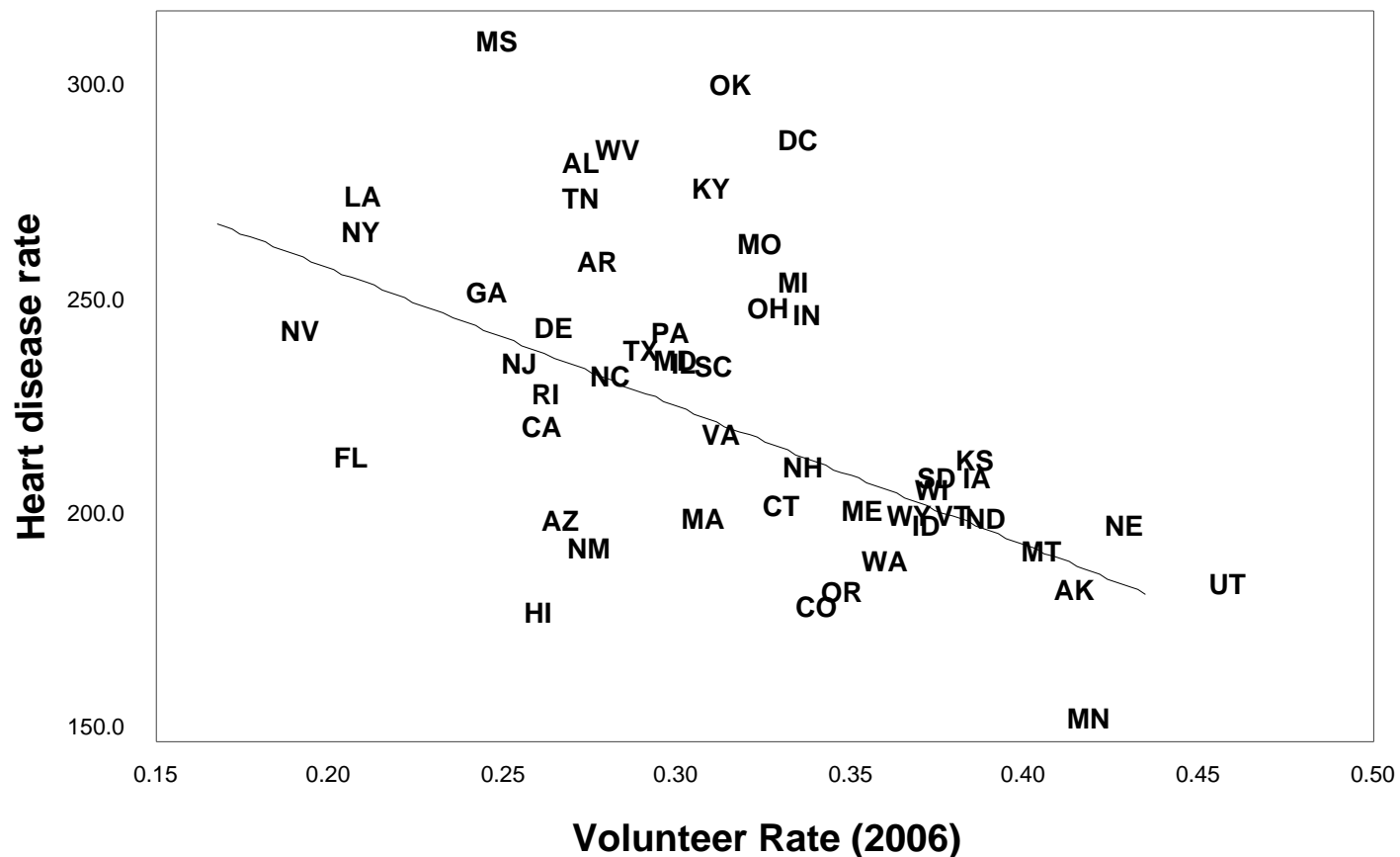
■ 78.6% of Boomers who volunteer 12+ Weeks continue volunteering while only 52.8% who volunteered 2 or less weeks in one year decided to volunteer again.

Similarly, Numerous Studies Find Substantial Volunteering Leads to Better Health

- Older adults are more likely to gain health benefits from volunteering, which is particularly important as we look to the Baby Boomer Generation becoming a large cohort of older adults.
- Supporting others in times of need is more beneficial to one's health than receiving support.
- Volunteering has a positive effect on social psychological factors, such as one's sense of self-purpose and life satisfaction. It also decreases incidence of depression.
- Studies show that volunteering leads to lower risks of mortality and increases self-reported functional mobility.
- Individuals suffering from chronic pain have experienced decreases in pain intensity when they serve as a peer volunteer, serving others with chronic pain.
- There is a threshold for volunteer activity in relationship to health benefits. **One must dedicate about one or two hours per week in order to see benefits to health.**

States with higher volunteer rates are more likely to have lower mortality rates and less incidence of heart disease.

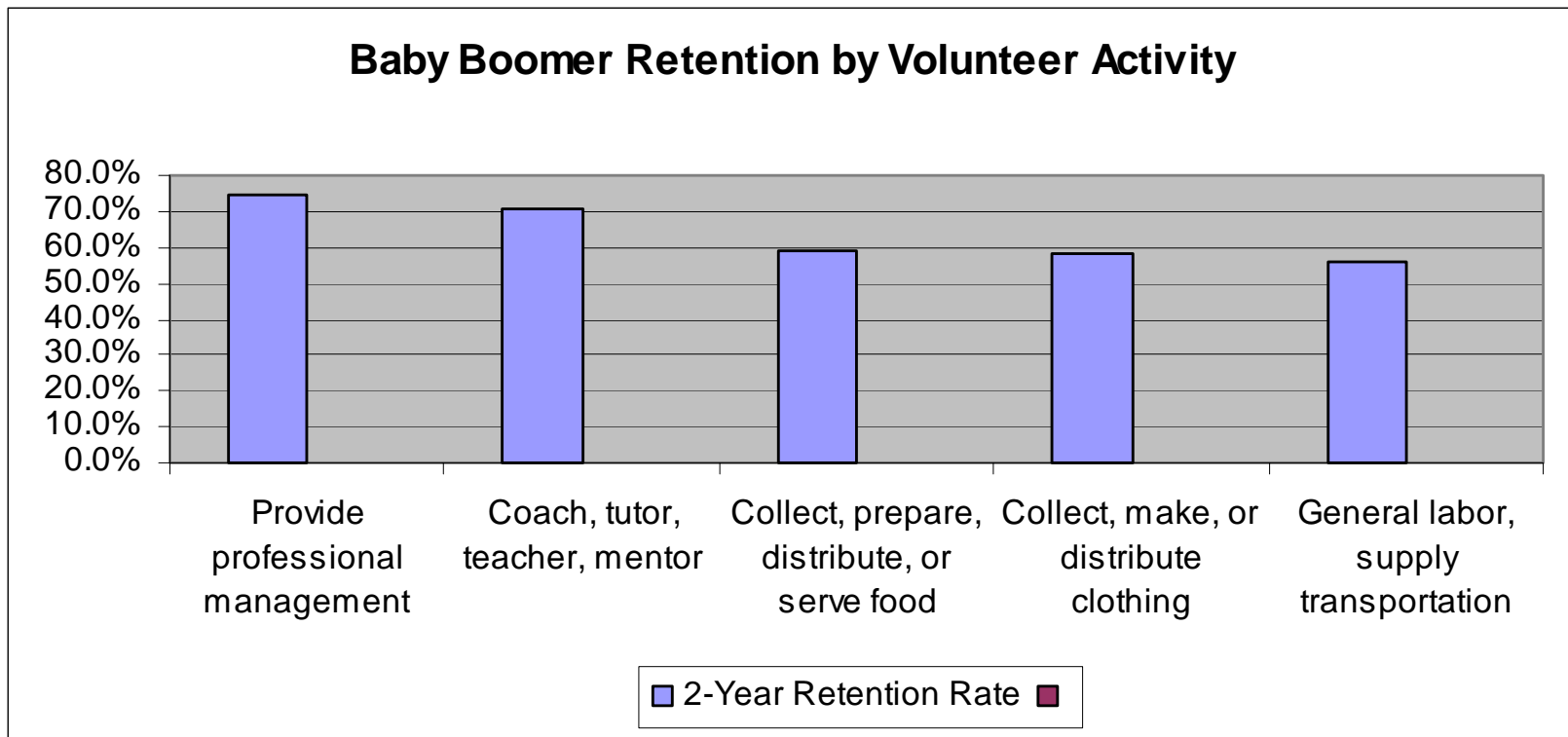
Chart 2: 2006 Volunteer Rate vs. Age-Adjusted Incidence of Heart Disease



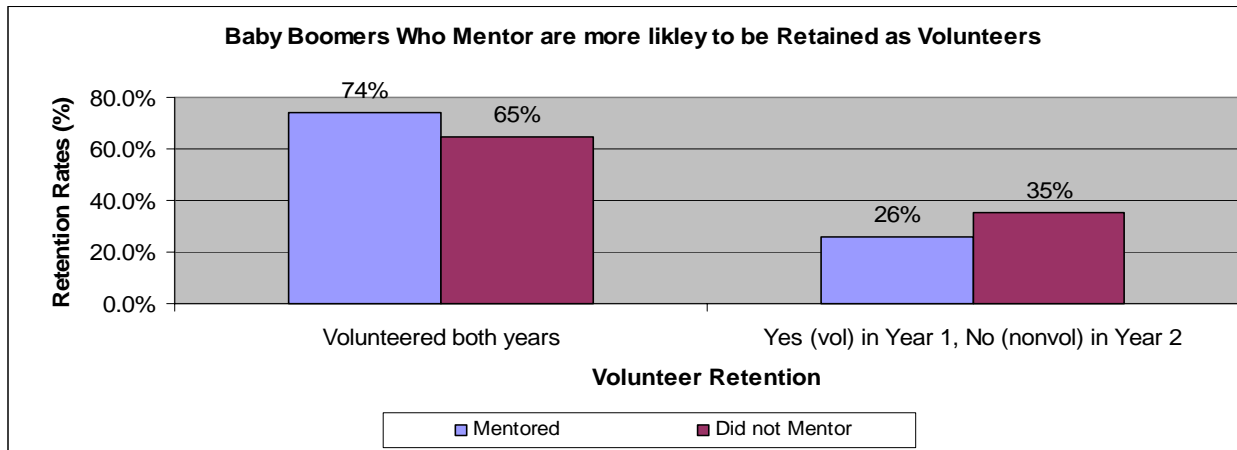


Boomers who mentor today are regular volunteer but will that change as they age?

■ **Challenge: Few older Americans (65+) mentor today.** While 17.6% of all volunteers engaged in some mentoring of youth only 7.3% of people age 65+

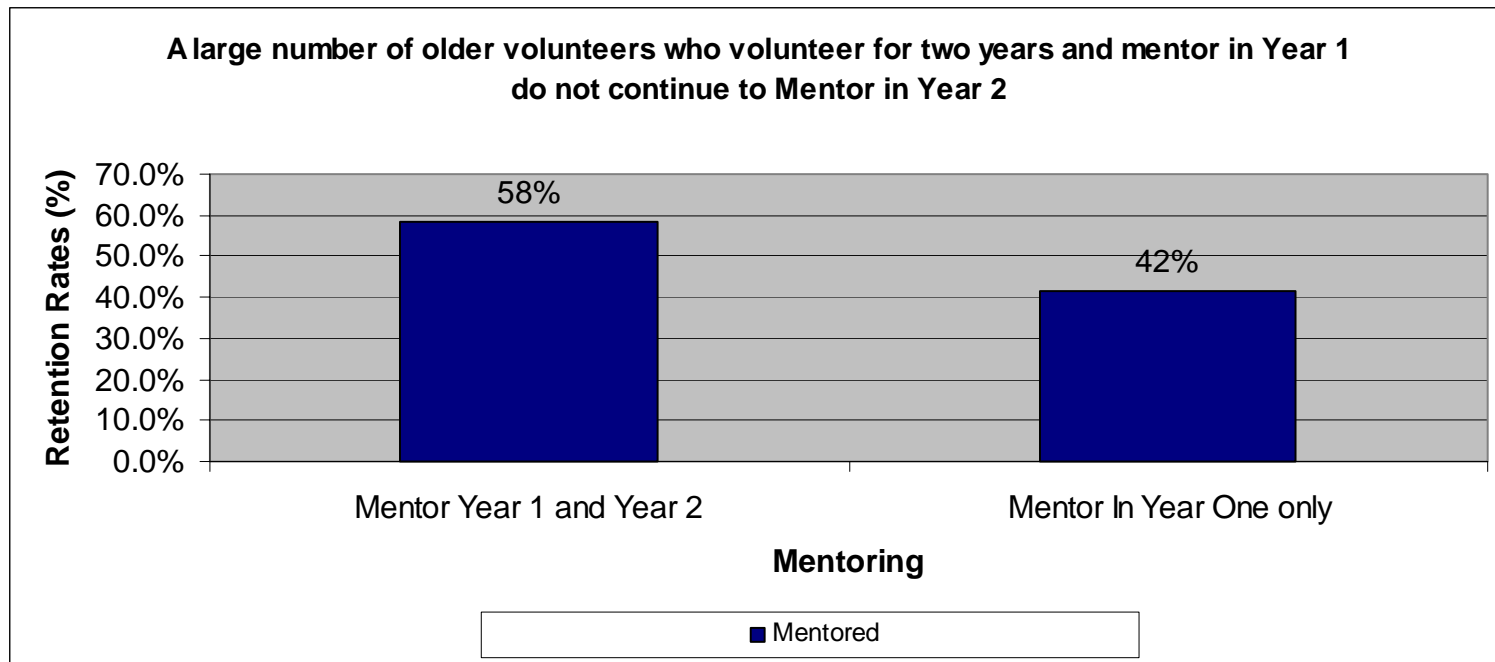


From 2004-2006, volunteers 40 years and older who Mentored were more Likely to be Retained as Volunteers



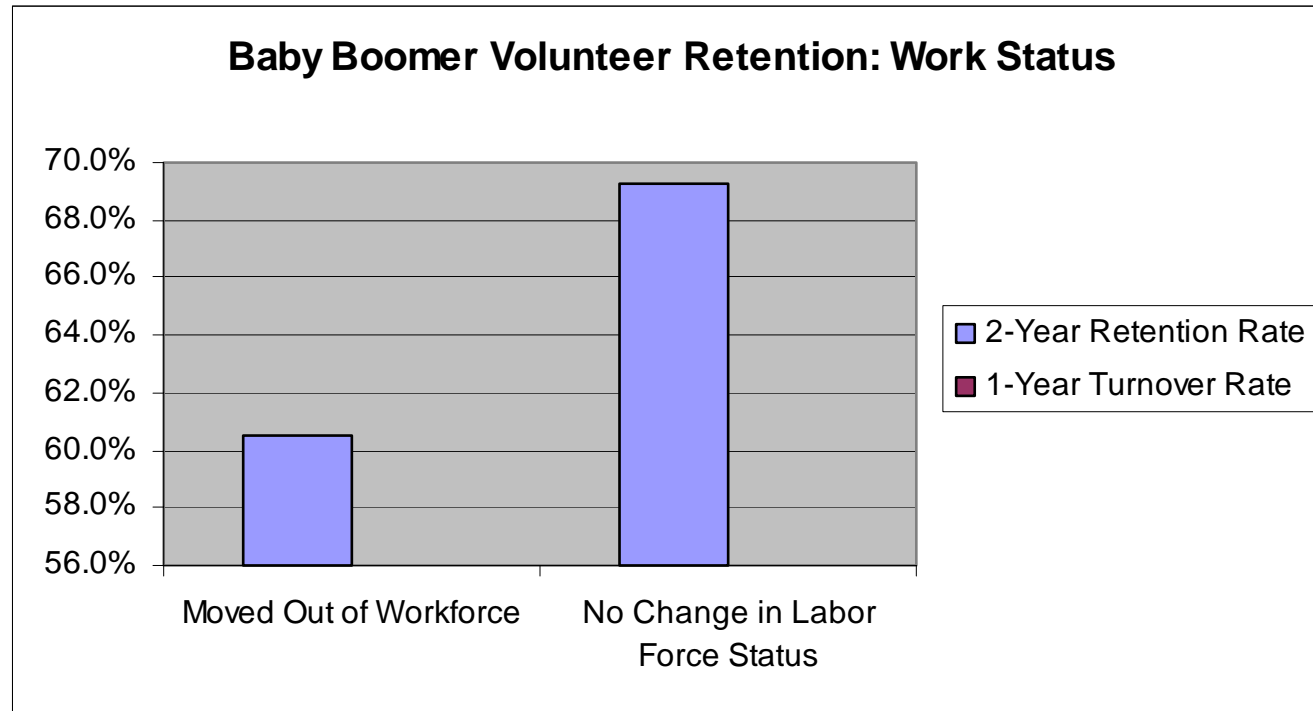
- This finding holds even after controlling for
 - Gender
 - Race and Ethnicity
 - Education

However, from 2004-2006, only 58% of Retained Volunteers 40 years and older also Volunteered the next year as Mentors





Working longer = greater volunteering

- “Retirement is changing.” A 2003 survey conducted for AARP found that nearly half of all pre-retirees (45 percent) expect to continue working into their 70s or later.
- Baby Boomers also show higher rates of volunteer retention when their work hours increase rather than decrease or even stay the same.



Nonprofits need to re-engineer to take advantage of the coming wave of Boomer volunteers.

- Few organizations provide training or professional development opportunities for volunteers.
- Recruit volunteers to be “consultants” as well as mentors? Provide challenging and substantial opportunities
- Making volunteer management part of an organization’s fundraising team is good business.



What Does This Mean As Boomers Become The Next Generation of Older Adults?