The Civic Engagement of Baby Boomers:

Preparing for a new wave of volunteers

Community Assessment Report

Saint Paul Foundation

April 20, 2007

Civic Engagement of Baby Boomers

Table of Contents

Executive Summary

Background

In the fall of 2006, The Saint Paul Foundation received a grant from Atlantic Philanthropies to assess the local nonprofit sector's ability to fully capitalize on the expertise of older adults to improve the community of St. Paul. The Saint Paul Foundation partnered with Wilder Research, a nonprofit research and evaluation group located in St. Paul, to carry out this assessment. This report will elaborate on the objectives, research methods and key findings from this assessment.

Community Assessment Goals and Objectives

The overall goals of this initiative are:

- to assess the current status and involvement of older adult volunteers in the Greater St. Paul area.
- to assess the non-profit sector's capacity to fully capitalize on the expertise of older adults to improve the community, and
- to develop a local understanding of policies and practices that encourage or discourage older adults from addressing critical community needs.

Research Design and Methodology

This assessment includes three parts:

- a review and analysis of existing research on the civic engagement of older adults
- an analysis of an existing data set owned by Wilder Research with information related to the volunteer trends and activities of older adults in Ramsey County, and
- data collection and analysis of original qualitative data gathered from focus groups of specific sub-populations of interest.

Community Partners

The St. Paul Foundation worked with several community partners to complete this report, including Wilder Research, the Community Action Partnership of Ramsey and Washington Counties and others. Partners assisted in creating the research questions and implementing the community assessment.

Key Findings

Literature Review

The main topics addressed in the literature review are motivation to volunteer, benefits of volunteering, organizational capacity to engage volunteers and current barriers to volunteerism. The main findings from the literature review are noted below:

- Most research suggests that motivation for volunteering is multi-dimensional. However, religion and faith based values might be the most common motivator to engage older adults, and the desire for social interaction is also common.
- The current state of volunteer management across the US indicates that nonprofit agencies have limited organizational capacity to support volunteers.
- There are many barriers preventing older adults from volunteer and civic engagement activities, including ageism, underestimating the abilities of older adults, lack of public awareness of opportunities, lack of resources for volunteer training, and lack of transportation. Organizational

barriers include a lack of staff dedicated to volunteer management and a lack of organizational infrastructure.

Survey of Older Adults in Ramsey County
In 2003, Wilder Research conducted a study on the wellbeing of older adults in Ramsey County. Data from this study were reanalyzed to examine the relationship between respondent characteristics and civic engagement, with a particular focus on civic engagement patterns of several sub-populations including Hmong, African American, Latino/a, and low-income respondents. Findings to highlight from this analysis include:

- Church or faith-based involvement is the most common form of civic engagement, and Church or faith related activities are the most common type of volunteer work.
- Respondents of color (African American, Hmong, and Latino/a) are more likely to report that they are involved in their community, while White respondents are more likely to report that they can effect change in their community.
- Low-income respondents are less likely to be involved in the community than those who are not low-income. However, low-income respondents who are involved in the community spend more hours in these activities (on average) than respondents who are not low-income.
- Of older adults who were not volunteering, the most common reasons noted were being physically unable, or "just not interested."

Focus Groups

Older adults
Three focus groups were conducted with low income older adults. One group was composed of African American participants, one of Hmong participants, and one group was multi-racial. Highlighted findings include:

- Many participants identified ways they were involved in the community, most often through their place of worship or school.
- Hmong respondents were less likely than other respondents to report that they were volunteering in the community. Many stated that they were "too old."
- Many participants are motivated to volunteer if they see a need. They also noted barriers such as language, transportation, and physical health and disabilities.

Community agencies
Two focus groups were conducted with representatives from local community agencies. These agencies were identified for focus group participation because of their interest in or current activity related to the civic engagement of older adults. Key findings are included below.

- Most agencies reported that they wanted to scale up their efforts to engage baby boomers, but few had made concrete plans for how they were planning to do this.
- Agencies noted several areas where baby boomers could be helpful in the community, including mentoring, advocacy, education, health care, and domestic skills such as cooking and knitting.
- Agencies mentioned the diversity of baby boomer volunteers in terms of their skills, interests and abilities.

- Member organizations reported that they were able to recruit older adults as volunteers, but other agencies had more difficulty in this area. Some agencies suggested that they could benefit from technical assistance in marketing and recruitment strategies.
- Agencies noted several programs that currently engage older adults in volunteerism. Most often these were faith-related programs, but they also included a community newspaper for the elderly, knitting groups for homeless populations, and others.

Conclusion

As baby boomers near retirement, it is critical to begin examining their interests and motivations in order to maximize their potential in serving the community. This report provides a deeper understanding of the attitudes and behaviors around civic engagement of several sub-populations of older adults, and offers insight regarding the capacity of community non-profit organizations to engage these older adults in community work. Some key findings from this analysis are highlighted below.

- Recruitment occurs best through already established connections such as churches and other places of worship.
- Barriers to civic engagement of minority older adults include language, literacy, computer literacy, and transportation. These were particularly true for Hmong respondents.
- Barriers to civic engagement of low-income older adults include transportation and financial stressors.
- Adaptive volunteer opportunities should be developed for older adults with disabilities.
- There is value in helping non-profits build and maintain capacity to engage and support volunteers, particularly in the areas of marketing, recruitment, and volunteer management.

Results from this assessment will be used to help the Saint Paul Foundation identify ways to best support community agencies in their efforts to engage older adults in volunteer work.

Narrative

Background

In the fall of 2006, The Saint Paul Foundation received a grant from Atlantic Philanthropies to assess the local nonprofit sector's ability to fully capitalize on the expertise of older adults to improve the community of St. Paul. The Saint Paul Foundation partnered with Wilder Research, a nonprofit research and evaluation group located in St. Paul, to carry out this assessment. This report will elaborate on the objectives, research methods and key findings from this assessment, and results of this assessment will be used, both locally and nationally, to develop strategies to fully engage the human and social capital of older adults to address key community needs.

Community Assessment Goals and Objectives

The overall goals of this initiative are:

- to assess the current status and involvement of older adult volunteers in the Greater St. Paul area.
- to assess the non-profit sector's capacity to fully capitalize on the expertise of older adults to improve the community, and
- to develop a local understanding of policies and practices that encourage or discourage older adults from addressing critical community needs.

The following research questions guided the investigation:

- In what ways are older adults currently engaged with their communities?
- What resources exist to engage older adults in the community? Where are there opportunities for expansion and replication?
- What is needed to support efforts to redefine or repackage volunteer opportunities to cater to this new group of volunteers?
- What community needs or issues are older adults willing and able to address?
- What encourages civic engagement among older adults, particularly among racial and ethnic sub-populations? What are the similarities and differences?
- What factors could prevent these older adults from becoming civically engaged?
- What specific skills, talents, or expertise do these older adults have or would like to develop through civic engagement?

Research Design and Methodology

This assessment includes three parts: a review and analysis of existing research on the civic engagement of older adults, an analysis of an existing data set owned by Wilder Research with information related to the volunteer trends and activities of older adults in Ramsey County, and data collection and analysis of original qualitative data gathered from focus groups of specific sub-populations of interest. A detailed description of methodology for each of these components is outlined below.

1. **Literature Review:** The purpose of this review was to identify the major findings from existing data related to civic engagement for baby boomers over age 55. The geographic scope was limited to local and national research, with the exception of one study from the United Kingdom. Only research from the past 14 years was included, with greater emphasis on information collected between 2001 and 2006. (A complete copy of the literature review in included in the Appendix of this document.)

   To obtain the information for this review, a number of computerized bibliographic searches were conducted related to older adults and volunteering, civic engagement, or community service. Internet resources were also used to obtain additional information. Several websites of organizations working to engage older adults were reviewed to obtain reports and other resources.

2. **Telephone survey:** Wilder Research conducted a telephone survey with approximately 500 older adults using a random sample of Ramsey County residential telephone numbers. Separate surveys were conducted with sub-samples of African American, Latino, and Hmong older adults to get broader representation from these populations. This survey, conducted in 2003 as part of a larger study of older adults, was reanalyzed to examine the relationship between respondent characteristics and patterns of volunteerism and civic engagement.

3. **Focus Groups:** Three focus groups with older adults and two focus groups with community agency representatives were conducted. The purpose of the focus groups with community agency representatives was to obtain information about their current use of older adult volunteers, current practices employed to engage older adults in volunteer activities, and the type of supports they need to better engage this population. The purpose of the focus groups with older adults was to learn about their volunteer practices and assess their interests in and

barriers to other volunteer activities. Through the literature review, it was discovered that existing research in this area typically focuses on the volunteer patterns of majority cultures. Therefore, focus groups were conducted with specific sub-populations, including Hmong, African American, and a multi-racial group of low-income older adults. Focus group participants were compensated for their participation.

In order to identify focus group participants for the older adult groups, Wilder Research partnered with the Community Action Partnership of Ramsey and Washington Counties. Several recruitment approaches were employed, including flyers within the agency and around the community, phone calling, and mailings to agency clients. Participants were selected based on pre-established criteria including age (55 or over), income (below 200% of the federal poverty line), and race for the African American and Hmong group. Participants of the community agency focus groups were identified through existing relationships with the St. Paul Foundation and Wilder Research.

Focus groups were conducted by staff from Wilder Research, the St. Paul Foundation, and the Community Action Partnership of Ramsey and Washington Counties. All focus groups with older adults and one focus group with community agency representatives were conducted in person. The other focus group with community agencies was conducted online.

Community Partners

The Saint Paul Foundation worked with several community partners to carry out this assessment. Twin Cities Public Television was an important early partner. TPT has convened the Invisibility Sector Collaborative, which is made up of several key volunteer recruitment organizations in Minnesota. These collaborating organizations are working to encourage community engagement and volunteering of 20,000 Minnesotans, strengthen the volunteer management capacity of Minnesota nonprofits, and to transform Minnesota's voluntary sector into a visible and sustainable force. Collaborative partners include: Hands On Twin Cities, Mentoring Partnership of Minnesota, ServeMinnesota, AARP Minnesota, Minnesota Association for Volunteer Administration, and Twin Cities Public Television.

Other nonprofit agencies provided important guidance in the development of the research questions for this project. These agencies include The Vital Aging Network, Volunteer Centers of Minnesota, the Metropolitan Area Agency on Aging, MN Alliance with Youth, and Retired Service Volunteer Program (RSVP). Wilder Research was responsible for carrying out the assessment. Wilder Research is one of the nation's largest nonprofit research and evaluation groups dedicated to practical research in the field of human services. They are located in St. Paul, and have substantial experience in researching civic engagement of older adults.[1] Finally, the Community Action Partnership of Ramsey and Washington Counties, a local community action agency, served as a partner in data collection. This agency serves a culturally diverse group of low-income Minnesotans through a variety of anti-poverty programs.

[1] Fisher, L.R., & Schaffer, K.B. *(1993). Older volunteers: A guide to research and practice.* Newbury Park, CA: Sage Publications, Inc.
Bailey, C & Barker, M. (2003). A survey of older adults in Ramsey County. St. Paul, MN: Wilder Research Center.

Key Findings

Overview:

This section includes key findings from three components of this study:

1. Literature Review
2. Analysis of Survey Results
3. Focus Groups

Analysis of Existing Literature[2]

The civic engagement of older adults has gained significant ground as a research topic within the last 10 years. Although the purpose of this community assessment was to examine this issue through a local lens, researchers felt it was important to identify what national research already existed on this topic. The goal of the literature review was to aid in framing the research questions and to ensure that this project would make a contribution to the literature by addressing areas where existing research was limited. Thirty-nine articles were identified and reviewed for this literature review. The main topics addressed are motivation to volunteer, benefits of volunteering, organizational capacity to engage volunteers and current barriers to volunteerism.

Research suggests that there is no one single reason for volunteering (Fisher & Schaffer, 1993; Okun &Barr, 1998). Several researchers identify models to understand baby boomers' motivations to volunteer, but most models suggest that the reasons are multi-dimensional. Some possible motivating factors include a desire to help others, spiritual motivations, a sense of responsibility, social support, and other emotional benefits. Another motivating factor that might be more unique to baby boomers is the idea of being remembered for doing something long after one has died, or "leaving a legacy" (Fisher & Schaffer, 1993; Okun &Barr, 1998; AARP 2003). These and other motives for volunteering were mentioned in 17 of the articles in this review. Although there is no place in the literature that binds these reasons together, they are best understood according to the following categories: spiritual, mental health, physical health, economic, and familial/cultural.

Religion may be the most common motivator to engage older adults in volunteerism. In its 1999 study, Independent Sector determined that of the 810 older adults they surveyed, 50 percent reported serving in a church or synagogue, 20 percent worked with an educational institution, and 20 percent volunteered with a health organization. In the same study, Independent Sector determined that nearly two-thirds of volunteers age 55 and older discovered their volunteer assignments through their place of worship, church, mosque, or synagogue (Independent Sector, 2000).

The literature suggests that fewer older adults consider volunteering to be part of their civic duty or social obligation. Rather, they are more likely to volunteer as a part of social interaction (Experience Corps, 2005; Center for Health Communication, 2004). The Center for Health Communication, et al. (2004) reports that boomers "are more likely to volunteer as a result of social, self-development, self-esteem, or leisure-focused motivations." Emotional benefits may include expanding social networks and having someone to talk to and relate with. Intellectual stimulation may include activities to help keep older adults' minds active by engaging them in opportunities that require their thinking. Several articles suggested that there are health benefits to volunteering (National Governors Association, nd; Experience Corps, 2005; Fried, L.P., et al., 2004; Martinez, et al., 2006).

A stipend to help offset the costs of volunteering may engage low-income boomers who are less likely to participate. Experience Corps, AmeriCorps, and Service Corps were often cited as models that provide

[2] A summary of the literature review is included here. For the full review of literature, see Appendix.

paid stipends for service (Anderson Moore, 2006; Davis Smith & Gay, 2005; Civic Ventures, 2006; Freedman, 2006; Independent Sector, 2000; Lindblom, 2001; Martinson & Minkler, 2006; National Governors Association; Wilson & Simson, 2006; Urban Institute, 2004; Zedlewski & Schaner, 2006). Among communities of color, particularly Hispanic and African American communities, earning "trust" was identified as one incentive for volunteering (Prisuta, 2003). Serving as a community resource that in turn could benefit themselves or their loved ones later in time was another identified motive (Prisuta, 2003).

Organizational capacity

In a recent survey of charities and congregations conducted by the Urban Institute (2004), the current state of volunteer management demonstrated the "low professionalization and capitalization of volunteer administration." The following are a few of the survey results (Urban Institute, 2004):

- Most charities and congregations are unable to invest substantial staff resources in volunteer management.
- Staff coordinators spend little time managing volunteers.
- The median paid staff coordinator in charities spends 30 percent of his/her time on actual volunteer management.
- Full-time managers are rare: 1 in 8 have a full-time person who spends 100 percent of his/her time on volunteer management. Only one congregation said it had a full-time coordinator for its social service outreach activities.
- Thirty-nine percent have a paid staff person who spends at least half of his/her time managing volunteers.

Some of the other challenges in management include: difficulty recruiting volunteers for daytime activities, lack of funds to support volunteers, recruiting a sufficient number of volunteers, and recruiting volunteers with adequate skills.

Barriers to engagement and opportunities for improvement in retaining older volunteers

Research points to the following barriers currently limiting or preventing older adults from volunteering (National Governors Association):

- Ageism or organizational caps regarding the age of who can serve
- Negative thinking regarding the abilities of older adults
- Lack of public awareness about opportunities
- Social service agencies lacking resources for volunteer training
- Lack of financial incentives
- Few flexible policies within the workplace to encourage employee/retiree volunteerism
- Challenges with transportation.

According to a review study conducted by RespectAbility (2005) the following ideas regarding barriers and opportunities for improvements were gathered from feedback given by organizations.

- *Lack of staff dedicated to volunteer management* – Several studies suggest that a deficit of paid volunteer coordinators is a barrier to implementing best practices in recruiting and retaining older adult volunteers.
- *Lack of organizational infrastructure* – This study suggests that the following organizational practices should be in place for organizations that wish to engage older adult volunteers:

development of new service opportunities and roles; recruitment; screening, assessment and placement; orientation and training; and performance feedback/evaluation. These practices were in place for about half of the organizations surveyed.

- *Buy-in by management* – In this study, 91 percent of local executive directors, program directors, and volunteer coordinators could not comment on their hiring practices for older adult volunteers or did not show interest in improving their organizations' capacity to attract and retain older adults as workers or volunteers (RespectAbility, 2005).
- *Collaboration* – Less than one-third of management surveyed reported that they would be interested in collaborating and pooling resources for any of the following activities: transportation, volunteer recognition, background checks, best practice info, volunteer coordination, or liability insurance. The study encourages local nonprofit leaders about the benefits of collaboration (RespectAbility, 2005).

Conclusions

A review of the literature outlines many ideas about approaches that can be used to recruit and retain older adults as volunteers. However, there are very few evidence-based studies that show which approaches work best. The research is also limited regarding the specific needs and interests of older adults who are low-income or persons of color. The original data in this report will address this question, and provide a closer look at the community of St. Paul specifically, from the vantage point of the non-profit organizations and the older adults they are hoping to engage.

Community Profile: Older Adults in St. Paul and Ramsey County

In the State of Minnesota, the population over age 65 is expected to increase from 12 percent to almost 21 percent, rising to 1.4 million, by 2030. According to the 2000 Census, Ramsey County has 59,502 older adults (65+), which is about 11 percent of the County's total population. A more recent estimate from the 2005 American Community Survey indicates that there are 56,000 older adults (65+) living in Ramsey County.[3]

Major shifts are occurring in Ramsey County's older adult population. In 2005, 4,350 older adults lived in poverty, up from 3,800 just five years earlier. According to the 2000 Census, 93 percent of Ramsey County older adults are White. African Americans and Asians are each about 3 percent of older adults. However, the proportion of minority older adults is growing, with a greater proportion living in poverty than their White counterparts. As a result of these shifts, the need for service is increasing, especially in St. Paul, where a majority of older adults in poverty reside. Regarding employment, nearly 6,000 older adults (age 65+) were working in Ramsey County in 2005. This is expected to rise as baby boomers age.[3]

According to Guidestar, there are over 2,800 nonprofit organizations located in the St. Paul metro area. This includes hospitals, schools, foundations, and other community organizations.[4] It is not clear precisely how many of these organizations use volunteers. However, according to VolunteerMatch, there are over 800 community agencies in the Minneapolis/St. Paul metro area who are currently seeking volunteers.[5]

---

3 *The changing face of aging in Minnesota, trends and issues.* (2007). Wilder Research Center.

4 www.guidestar.org

5 www.volunteermatch.org

Survey of Older Adults in Ramsey County

In 2003, Wilder Research conducted a study to measure various quality of life indicators for older adults in Ramsey County. As part of this survey, older adults were asked several questions about their involvement within the community. The adults in the general survey were ages 65 and older, but only those respondents under age 75 are included in this analysis. Although this group is older than those in the baby boomer generation, their level of interest and participation in community activities may serve as a predictor for potential volunteer patterns of boomers as they age.

Several analyses were conducted to determine how various sub-populations differ in their level of civic engagement. General data are outlined in the tables below, followed by a brief overview of key findings. Readers should interpret these results with caution due to the variation in the sampling methodology and sample size of sub-populations.

Table 1. Civic involvement among older adults (65-74) in Ramsey County, Minnesota

N	Overall 239	Low-income 69	Not low-inc. 141	Working 58	Not working 181	Male 87	Female 152
Involved in or help out in community	53%	36%	60%	50%	46%	48%	47%
Have a sense that they can help change things	59%	44%	68%	63%	58%	59%	59%
Participate in social clubs or groups	25%	26%	23%	19%	27%	21%	27%
Participate in religious activities	42%	36%	43%	34%	45%	31%	49%
Participate in service organizations (e.g. Kiwanis, Elks, Rotary, etc.)	17%	14%	20%	22%	15%	28%	11%
Participate in community events	33%	25%	34%	41%	30%	33%	33%
Participate in local planning activities	8%	7%	10%	12%	7%	13%	6%
Median number of hours volunteering per month	12	20	10	10	15	15	11.5

Note. Low income is defined as an annual income of $24,999 or below. Note that in 2003 (year of data collection), 200% of the poverty threshold for a household of 2 over age 65 was $22,266.

Table 2. Civic Involvement among older adults (65-74) by Race

N	White 219	Af. American* 25	Latino/a* 30	Hmong* 31**
Involved in or help out in community	47%	68%	56.7%	71%
Have a sense that they can help change things	60%	43%	46%	4%
Participate in social clubs or groups	23%	40%	37%	16%
Participate in religious activities	41%	40%	47%	52%
Participate in service organizations	18%	20%	7%	10%
Participate in community events	32%	20%	37%	10%
Participate in local planning activities	8%	8%	3%	13%
Median number of hours volunteering per month	12	16	10	5

* Populations were over-sampled to gain additional information about racial and ethnic sub-groups. Because the sampling method differs from that of the larger survey, results should not be statistically compared.

** Hmong respondents were between the ages of 60 and 75.

Results to highlight from this analysis of civic engagement include:

- Respondents with higher incomes are more likely than those with lower incomes to report that they can help change things in their neighborhood.
- Respondents who are not working are more likely to participate in social clubs and activities through their place of worship, while those who are still working are more likely to participate in service organizations and community events.
- Men are more likely than women to participate in service organizations and local planning activities while women are more likely to participate in religious activities and social clubs.
- Participation in religious or faith-based activities is the most common form of engagement.
- Participation in local planning activities such as Planning District or City Council meetings is the least common form of engagement.
- White respondents are more likely than respondents of color to feel like they can help change things in their neighborhood.
- Respondents of color (African American, Hmong, and Latino/a) are more likely to report that they are involved in their community, while Whites are more likely to report that they can effect change in their community.
- Whites are more likely to participate in community events while respondents of color (with the exception of Hmong) are more likely to report participation in social clubs.
- The highest average (median) number of service hours are reported by low-income and African American volunteers.

Volunteer Activity

Survey data were also used to specifically examine volunteer activities of older adults, apart from other forms of community engagement. Results from this analysis are outlined below:

Patterns in volunteer activity

In regard to work activity, data show that a larger percent of highly educated older adults are still working, and are thus less likely to volunteer. Although these individuals may have much to contribute as volunteers, their time may be more limited due to demands of their employment.

Although a slightly higher percent of females reported that they volunteer in the community, this difference may not be statistically significant given that the sample of females is much larger than the sample of males. It is true, however, that a smaller percent of women report that they are still employed. Thus, it may be logical to conclude that they are more likely to volunteer in the community.

Although low-income older adults are more likely to be involved in the community, they are also less likely to volunteer. As noted in the literature review, some barriers to volunteer participation of older adults are lack of transportation and lack of financial incentives. These factors could be particularly relevant for low-income older adults. Finally, although the data cannot be compared to the larger sample, the analyses show that low percentages of Hmong and African American older adults are participating in volunteer activities. This is true even though most of these individuals report higher overall community engagement. Focus group data is useful to examine cultural differences related to volunteerism and to identify specific barriers that might be uniquely impacting these sub-groups.

Faith related volunteer activities are most common among all groups
By far the most commonly reported type of volunteer activity was church or church-related activities. Of all the older adults who reported volunteering, 51.7 percent stated that at least one of their volunteer roles was related to a place of worship. This pattern was true is most cases, with the exception of the Hmong group and the African American group. The Hmong group only had three respondents who were volunteering, and each was volunteering in a different capacity. African American respondents were equally likely to report faith-related activities and "helping family, friends and neighbors" as their main types of volunteer activity. The second most common type of volunteer activity was "working for charities," but this was only noted by 12.5 percent of volunteering older adults. This finding is consistent with the literature, which suggests that religious motivations may be the most common reason why older adults choose to volunteer. It also may reflect the fact that older adults are not aware of the variety of volunteer opportunities that may be available to them, and are thus more likely to opt for the convenience of their church or congregation.

Older adults usually spend less than 20 hours a month volunteering
Although a large percentage of older adults (46.9%) are active volunteers, most (about 75%) are spending 20 hours or less a month in their volunteer role. This trend holds across all sub-samples. The average number of volunteer hours is almost 20, but the median number of hours is12, meaning that half of the individuals are working less than 12 hours. A few individuals noted volunteering 40 or 80 hours a month, which indicates that some volunteer roles may resemble part-time employment. Still, this finding suggests that most volunteer positions for older adults do not require a major time commitment, which will perhaps make them more appealing to baby boomers who are balancing multiple responsibilities including continued work.

Many older adults are either not interested or physically unable to volunteer
Of older adults who were not volunteering, the most common reasons noted were being physically unable or "just not interested." Another common reason was that respondents were too busy. These reasons were true across gender and income groups, as well as for the Hispanic group and the African American group. Hmong respondents noted the same reasons, but a fairly large number also stated that they don't volunteer because they are "too old" or because there is a lack of opportunities that are interesting to them. Transportation was noted as a barrier by only one person in the large sample, but it was noted by several respondents from the racial and ethnic sub-populations.

Focus Groups of Older Adults

The following information is derived from several focus groups of older adults. One group was composed of African American participants, one was Hmong, and the third was Multi-racial. Participants from all groups were low-income. Through the focus group discussion, the civic engagement patterns observed in the previous analysis are given more context. Although the focus groups were conducted with a different sample of older adults than the survey data, the information is still valuable in understanding some of the deeper cultural issues that impact civic participation of older adults.

Understanding the concepts of retirement and volunteerism
In general, focus group participants had a shared sense of the meaning of retirement. Perhaps because people in all focus groups were low-income, many made reference to the fact that retirement may not be an option for them. Still, most understood the concept to mean more free time. Some noted that retirement is about remaining active, while others noted that it is a time to rest. Participants from the Hmong focus group made more references than other groups to aging and ability, indicating that retirement is a result of old age or a physical inability to work. Based on their concept of retirement, it is clear that some older adults think of it as a time to slow down, rest, and do nothing, while others view it as

an opportunity to do more, such as travel and participate in social activities. Individuals with this concept of retirement may be more interested in learning about and engaging in volunteer activities.

Many focus group participants understood the concept of volunteering as "giving back" to the community. Particularly in the low-income multicultural group, participants seemed to imply that because they had received assistance in life, they felt the need to repay the community. Hmong focus group participants were less likely to understand the concept of volunteerism. This may help explain why volunteer participation among Hmong older adults was less common than among other groups. African American participants seem to identify more with the term "community work." They noted that community work is a civic duty and is about protecting the community and moving it forward for future generations.

Community Engagement

Many focus group participants identified ways in which they are currently involved in volunteer or community work. Common activities noted were helping out at places of worship and schools. Similar to findings in the survey, Hmong participants were the least likely to report formal volunteer activities. They stated that they were old and couldn't do much. Interesting, two Hmong participants indicated that they had done volunteer work while living in other states. These volunteer opportunities had been presented to them by the instructors of their English classes. This may represent a good opportunity for engaging new Americans in community work.

Motivation, challenges and barriers to volunteering

Respondents described a number of things that motivate them to volunteer, or that might motivate them to volunteer in the future. Many respondents in the multi-cultural and African American group mentioned that they are motivated if they see a need. They also mentioned boredom or an interest in staying active as an incentive to volunteer. Although faith-related volunteering is the most common type of volunteer activity, only the multi-cultural group mentioned religious faith or morals and values as a motivator. Respondents from the Hmong group stated that they are more likely to volunteer if they are asked, in emergencies, or if they have the skills needed. One member of this group claimed to be motivated by justice, and the need to make something right. African American focus group participants stated that they are motivated by the needs in the community, and their children and families.

One of the primary barriers to volunteering was other responsibilities to family and friends, such as caretaking. Several members from the multi-cultural group and the Hmong group noted that a lack of transportation is a major barrier for them. Members from the multi-cultural group also noted that their financial difficulties were a barrier. During discussion, it was clear that several individuals had financial worries that would make it difficult for them to find time or energy to focus on other causes.

Respondents from the Hmong group identified the most barriers, including age, language, physical health or disabilities, and lack of transportation. There appeared to be a common sentiment among this group that they would not be valuable as volunteers, and they were too old to do anything about it. One respondent stated feeling like a burden to volunteer organizations, and that no one would want him as a volunteer because it would be too much work. Hmong respondents also noted their lack of skills and abilities in reading, writing, and computers to be a barrier, indicating that they were too old to be trained. It is likely that most of these Hmong older adults are first generation immigrants, who are perhaps more likely to view sacrifices in their own lives as their contribution to future generations. It is possible that negative attitudes among the Hmong respondents about their own abilities and opportunities for community engagement could be partly explained by this identity.

Knowledge, talents, and skills to share

Focus group respondents identified many talents they felt could be useful to the community. Several African American respondents stated that they had strong communications skills that could be used or taught to younger generations. Others mentioned skills from their professional lives that could be useful in volunteer settings, such as working with people with special needs, teaching, and organizing events. Finally, some respondents identified more general skills, such as cooking. One respondent said, "I am good at everything!" and another said they could be helpful wherever there was a need. These responses indicate that there is a wealth of untapped resources in older adult volunteers, both for their unique expertise and their willingness to serve where they are needed.

Some Hmong respondents stated that they could teach their culture to younger generations, but they had a more difficult time identifying other skills and talents that they could contribute. This is probably explained more by their view of themselves as being too old to be of value, since it is not likely that they actually have fewer skills and talents than other groups. More discussion with this population would be beneficial to help them identify the ways they could make valuable contributions in their communities.

Looking toward the future

When asked what they thought they would be doing in 5 or 10 years, members of the multicultural group had mixed responses. Some said they hoped to keep volunteering, or "giving back." Two respondents said they will still be working in order to support themselves. Others said they either can't or don't want to think about the future because things change all the time. Several respondents from the Hmong group said they don't think about the future because they are too old. Several others from the Hmong group said they hoped to travel, and one respondent jokingly answered that she would be learning the ABCs.

Members from the African American focus group specifically noted that they may be doing more community work in 5 years, because the support systems that are currently in place may not be there. One respondent said, "5 years from now we might not have the services we used to depend on the county and the state for. We might have to do a lot of things for ourselves." This is consistent with African American respondents' sentiments about helping people within their community to move forward. Another theme that was mentioned several times by the African American group was the importance of helping families, and keeping families together.

Community Agencies

Two focus groups were conducted with representatives from local community agencies. These agencies were identified for focus group participation for their interest in or current activity related to the civic engagement of older adults.

Several agencies noted a desire to scale up their work with baby boomers. When asked how they are doing this, agencies stated that they are trying to identify more meaningful volunteer roles with more consideration placed on the types of activities that are of interest to older adults and the skills they have to contribute. Agencies noted many different areas where baby boomer volunteers could be helpful in the community. Some examples of these are mentoring, advocacy, education, health care, and domestic skills such as cooking and knitting. Respondents noted that it is important to remember the diversity within this population, so there must be a wide range of volunteer opportunities available to them.

Although they are interested in working with baby boomer volunteers, many organizations noted that they haven't made many concrete plans regarding how to best engage this population. These agencies recognize the increased skill level of many of these potential volunteers, and are looking for unique ways to utilize them. Some organizations referred to these potential volunteers as "consultants" who could possibly serve in more meaningful capacities than traditional volunteers.

Regarding low-income older adults, one focus group participant noted that low-income people are hard to engage as volunteers because they are used to being "recipients." This belief is contradictory to the finding from the focus group of low income adults, where it was noted that "giving back" was one of their primary motives for volunteering. They stated that they are grateful for the help they have received, and they feel a responsibility to give back to the community.

Focus group participants identified several programs that currently engage older adults in volunteerism. The most commonly noted programs were faith-related, but others included a community newspaper for elderly, knitting groups for the homeless, and assistance with mailings, teaching and ushering through a program for retirees from the University of Minnesota. All respondents stated that their organizations have volunteer opportunities for older adults, but most stated that volunteer projects are not specified by age. In other words, all volunteer jobs are available to anyone who is interested, regardless of age. However, several organizations did note the limitations of older adult volunteers in their inability to do as much physical work involving lifting, bending, or using stairs.

Agency representatives stated that they do most of their recruitment by word of mouth. Faith-based groups and other member organizations are successful in recruiting older adults because they encourage their participating members to be volunteers, but other agencies admitted that they struggle with their marketing and recruitment efforts. Some suggested that they could benefit from recruitment support to make their volunteer opportunities more appealing to older adults. They also suggested staff training to help volunteer managers learn to support and retain baby boomer volunteers. Consistent with the literature, many agencies recognized that baby boomers do not consider themselves "seniors" or "older adults." It will be important for agencies to reframe their marketing message when they target this population.

Lessons Learned

The Saint Paul Foundation and partnering organizations were pleased with the process and outcomes of this community assessment. This project exemplified the benefit of collaboration between organizations and other community stakeholders, and resulted in a final product that will guide the Foundation's efforts to support non-profit organizations in enhancing civic engagement opportunities for older adults. Some of the key lessons learned that will be useful for future projects are noted below.

- This project used in-person and online convening methods. Both approaches were valuable, but the online tool brought together participants who might not have otherwise assembled. Online convening was outside the Saint Paul Foundation's traditional approach, but it proved to be successful, and it will be used again in the future.
- The process of carrying out the study resulted in the identification of a wide network of organizations that use older adult volunteers. Future studies in St. Paul and surrounding areas can benefit from the enumeration of agencies and programs developed through these efforts.
- Low-income and minority older adults have barriers that not only affect civic engagement and volunteering, but also their participation in a study like this. For example, efforts to conduct a focus group of Latino/a older adults were unsuccessful. Barriers such as employment status, language, and transportation could have affected individuals' willingness to participate. More extensive recruitment efforts may have been useful for such populations. Issues like these will be helpful to consider in the design and implementation of future studies with elements of community participation.
- The literature review helped identify areas where information was sparse or non-existent. Therefore, it may be best in the future to delay decisions regarding specific research strategies until the literature review is complete.

Conclusion

The existing literature on the civic engagement of older adults suggests that older adults are an important community resource. As baby boomers near retirement, it is critical to begin examining their interests and motivations in order to maximize their potential in serving the community. This report provides a deeper understanding of the attitudes and behaviors around civic engagement of several sub-populations of older adults. These groups are particularly relevant because they are representative of the St. Paul community, and their patterns of civic engagement have not been examined in previous research. Some key findings from this analysis are highlighted below.

- Recruitment occurs best through already established connections such as churches and other places of worship.
- Barriers to civic engagement of minority older adults include language, literacy, computer literacy, and transportation. These were particularly true for Hmong respondents.
- Barriers to civic engagement of low-income older adults include transportation and financial stressors.
- Adaptive volunteer opportunities should be developed for older adults with disabilities.
- There is value in helping non-profits build and maintain capacity to engage and support volunteers, particularly in the areas of marketing, recruitment, and volunteer management.

The evidence in this report suggests that in there is substantial variation across cultures regarding current levels of civic engagement and volunteerism. There is also variety in the interests of older adults, suggesting that there may be many ways to develop volunteer opportunities for this population. By considering the focus group discussions with older adults and community groups, efforts can be made to address the barriers to civic engagement for certain groups. Ultimately this will create increased opportunities for civic engagement that are appealing to older adults and will have a greater community impact.

Implications for future work

Foundation staff will use data from this assessment to determine the best way to engage baby boomers as volunteers. Possible methods include:

- Further work with other non-profit partners to identify information needs associated with the recruitment and retention of volunteers.
- Development of a service to enhance the organizational capacity of nonprofits to better recruit and manage older adult volunteers.
- Targeting older adults through specific recruitment campaigns designed to match interests and abilities of potential volunteers to specific opportunities.
- Development of a series of RFP's through the Foundation's Management Improvement Fund that would encourage small and medium-sized nonprofits to request technical assistance grants to build their organization's capacity.

A collaboration is already in place to guide a statewide initiative to encourage more baby boomers to become engaged in their communities and strengthen Minnesota's volunteer management capacity. This initiative is a collaborative effort of five nonprofit organizations. This effort will include:

- Broadcasting a series of three television programs which will encourage retiring boomers to engage in building stronger communities and a stronger democracy through volunteerism

- Town forums aligned with program broadcast and rebroadcasts at multiple Minnesota sites to provide an opportunity for dialogue and concrete action steps for boomers to get involved.
- Providing consumers with a single point of access that will link them to local volunteer work.
- Coordinating volunteer management nonprofits statewide to successfully recruit, place and transition volunteer engagements into sustained, meaningful work.

In addition to the findings from this community assessment, Foundation staff will use research results from other grantees to determine the best method for moving forward.

Attachments

References

- Bibliography
- Community partners and consultants

Appendices

Literature Review
The Saint Paul Foundation Community Profile
Excerpts from community survey
Focus group questions

Bibliography

Anderson Moore, K. (2006, December). Baby Boomers and beyond: An untapped resource for volunteers in out-of-school time programs. *Research-to-Results Brief.*

Bailey, C. & Barker, M. (2003). *A survey of older adults in Ramsey County.* Wilder Research Center, St. Paul, MN.

Bradley, D.B. (2000). A reason to rise each morning: The meaning of volunteering in the lives of older adults. *Generations 23:4*, 45-50.

Center for Health Communication, Harvard School of Public Health & MetLife Foundation. (2004). Reinventing *aging: Baby boomers and civic engagement.* Retrieved November 8, 2006 from http://assets.aarp.org/rgcenter/general/boomers_engagement.pdf

Corporation for National and Community Service. (2001). Recruiting, retaining and recognizing seniors. *Seniors for effective practices manual.*

Corporation for National and Community Service. (2004). Harnessing baby boomers' experience. *Corporation for National and Community Service Strategic Plan 2006-2010.*

Civic Ventures. (2006). *Ten ways your organization can realize an experience dividend.* Retrieved November 10, 2006 from http://www.civicventures.org/publications/articles/TenWays

Davis Smith, J., & Gay, P. (2005, March). *Active aging in active communities.*

Experience Corps. (2005). *Appealing to experience: Zeroing in on the right message*. Civic Ventures.

Fisher, L.R., & Schaffer, K.B. (1993). *Older volunteers: A guide to research and practice.* Newbury Park, CA: Sage Publications, Inc.

Freedman, M. (2006). America's untapped resource. *Civic Ventures*. Retrieved November 10, 2006 from http://www.civicventures.org/publications/articles/americas_untapped_resource.cfm

Freedman, M. (2006). Making *policy for an aging century.*

Fried, L.P., Carlson, M.C., Freedman, M., Frick, K.D., Glass, T.A., Hill, J., McGill, S., Rebok, G.W., Seeman, T., Tielsch, J., Wasik, B.A., Zeger, S. (2004, March). A Social model for health promotion for an aging population: Initial evidence on the Experience Corps model. *Journal of Urban Health: Bulletin of the New York Academy of Medicine, 81: 1,* 64-78.

Governor's Office on Service and Volunteerism (GOSERV). *The giving years: Engaging the time, talent, and experience of older Californians in intergenerational service.* Retrieved November 10, 2006 from http://www.csc.ca.gov/news/documents/tgy.pdf

Greenfield, E.A., & Marks, N.F. (2004, September). Formal volunteering as a protective factor for older adults' psychological well-being. *Journal of Gerontology, 59B:5*, S258-S264.

Hendricks, J. & Cutler, S.J. (2004, September). Volunteerism and socioemotional selectivity in later life, in *Journal of Gerontology, 59B:5*, S251-S257.

Independent Sector. (2000, June). *America's senior volunteers*. Retrieved November 10, 2006 from http://www.independentsector.org/pdfs/SeniorVolun.pdf

Johnson, C., Cobb, M., Patel, M., Bouvier, M., & Fauss, J. (2004). 50*+ Volunteering: Working for stronger communities*.

Johnson, C. (2003). Infrastructure of volunteer agencies: Capacity to absorb boomer volunteers, in *Reinventing aging: Baby boomers and civic engagement*.

Kantor, S. (2005, July 28). Golden years are active years, study shows. *Ascribe Newswire: Health*, 1-3.

Kantor, S. (2005, September 27). *Caregiving, volunteering by seniors valued at $162 billion per year*.

Lindblom, D. (2001, July 17). *Baby Boomers and the New Age of volunteerism.* Retrieved November 10, 2006 from http://www.nationalserviceresources.org/filemanager/download/465/lindblom.pdf

Martin, J. (2005, March 2). U.S. government should help 'make volunteering a natural part of later life,' says productive aging expert. *Washington University in St. Louis News & Information*. Retrieved November 10, 2006 from http://news-info.wustl.edu/news/page/normal/4802.html

Martinson, M., & Minkler, M. (2006, June). Civic engagement and older adults: A critical perspective. *The Gerontologist, 46:3*, 318-324.

Martinez, I.L., Frick, K., Glass, T.A., Carlson, M., Tanner, E., Ricks, M., & Fried, L.P. (2006). Engaging older adults in high impact volunteering that enhances health: Recruitment and retention in the Experience Corps Baltimore. *Journal of Urban Health: Bulletin of the New York Academy of Medicine*.

National Governors Association. *Fast facts: Civic engagement and older Americans – volunteerism.*

Okun, M.A., & Barr, A. (1998). Motivation to volunteer by older adults: A test of competing measurement models. *Psychology and Aging, 13:4*, 608-621.

Prisuta, R. (2003). Enhancing volunteerism among aging boomers. *Reinventing aging: Baby boomers and civic engagement*.

Reeves-Lipscomb, D. (2005). Civic *engagement in an older America: Focus groups summary report*.

RespectAbility, National Council on Aging, & Holmes Research and Consulting LLC. (2006, August 24). *RespectAbility in America: Profiles of the most promising initiatives engaging adults 55+.*

RespectAbility. (2005, March). *RespectAbility web survey executive summary.*

The Chicago Department on Aging, The National Council on Aging, Inc., & The Washington Business Group on Health. (1992, December). *Public/private partnerships in volunteerism: A guide for the aging network.*

Urban Institute. (2004, February). *Volunteer management capacity in America's charities and congregations.* Retrieved November 2006 from http://www.urban.org/UploadedPDF/410963_VolunteerManagment.pdf

Wilder Research Center. (2007). *The changing face of aging in Minnesota, trends and issues*. (From the full report: *Older adult services: Trends and issues*.) Full report available at www.wilderresearch.com

Wilson, L.B., & Steele, J. (2001). Marketing *volunteer opportunities to baby boomers: A blue print from the field.* Retrieved November 10, 2006 from http://www.nationalserviceresources.org/filemanager/download/727/boomers.pdf

Wilson, L.B., & Simson, S.P. (2003). Combining lifelong learning with civic engagement: A university-based model. *Gerontology & Geriatrics Education, 24:1*, 47-61.

Wilson, L.B., & Simson, S.P. (Eds.) (2006). *Civic engagement and the baby boomer generation: Research, policy, and practice perspectives.*

Zedlewski, S.R., & Schaner, S.G. (2006, May). Older adults engaged as volunteers, in *Policy briefs: Perspectives on productive aging, 5*

The Civic Engagement of Baby Boomers

Community Partners

Twin Cities Public Television
Hands On Twin Cities
Mentoring Partnership of Minnesota
ServeMinnesota
AARP Minnesota
Minnesota Association for Volunteer Administration
The Vital Aging Network
Volunteer Centers of Minnesota
Metropolitan Area Agency on Aging
MN Alliance with Youth
Retired Service Volunteer Program (RSVP)
Community Action Partnership of Ramsey and Washington Counties
University of Minnesota Raptor Center
Saint Paul Public Schools
Hastings Family Service
Parmly Senior Housing and Services
YMCA of Greater Saint Paul
Women's Advocates, Inc.
Children's Home Society and Family Services
Dakota Area Resources and Transportation for Seniors (DARTS)
Big Brothers Big Sisters of the Greater Twin Cities
The Minnesota Senior Federation
Store to Door
Volunteer Centers of Minnesota – YMCA Duluth

Consultants

Wilder Research
IMS, LLC

Older adult civic engagement

A review of the non-profit sector's support systems and models

JANUARY 2007

Older adult civic engagement

A review of the non-profit sector's support systems and models

January 2007

Prepared by:
Sheila M. Romero, Michelle Gerrard and Greg Owen
Wilder Research
1295 Bandana Boulevard North, Suite 210
Saint Paul, Minnesota 55108
651-647-4600
www.wilder.org

Contents

Acknowledgments

We would like to thank Trista Harris and others at the Saint Paul Foundation, and a number of participants from local organizations in the Twin Cities metro area and Duluth, who helped make this report possible.

The following Wilder Research staff members have contributed to this project:
Louann Graham
Heather Johnson
Brian Pittman

Summary

This review summarizes information found in the research literature related to the civic engagement of older adults including: motives and incentives for volunteering, organizational capacity including successful engagement models and the infrastructure for recruiting, training, and placing volunteers; barriers to engagement and opportunities for improvement. Although there were few highly empirical, evidence-based studies found in the literature, the research available as well as qualitative studies suggest that organizations who dedicate strategic planning and staff to volunteer recruitment and retention are the most successful in engaging older adults, especially if they address the social and emotional needs of these volunteers.

Motives and incentives
The literature suggests that motivations for older adults vary, but most often combine a variety of factors including: altruistic motives, such as the desire to help others and other motives related to the spiritual, emotional, physical health, economic, and cultural aspects of older adults' lives. These include:

- The belief in the importance of "helping others" was the most common motivation for older adult civic engagement cited in the literature.
- The values represented by faith and religion are another common incentive for volunteering. They help drive people's sense of responsibility to help others. Religious institutions are also one of the most successful sources for gaining access to potential volunteers.
- Older adults are very likely to engage in volunteering as a result of social, self-development, self-esteem, or leisure-focused motives. Therefore, the emotional benefits of volunteering need to be considered.
- One rigorous study from researchers at John Hopkins found physical activity, strength and cognitive activity increased significantly for a group of older adults engaged in volunteering, in comparison to a group of same-age non-volunteers at four and eight months of follow-up.

Organizational capacity

- Research suggests that there are not enough volunteer managers (either part-time or full-time) or other staff to provide training and support to volunteers in non-profit organizations and congregations.
- One study found that slightly over one-third of national nonprofits surveyed had a full-time paid coordinator; one-fifth had a part-time paid coordinator; and over a third had no volunteer coordinator (RespectAbility, 2005).

Opportunities for improvement
Based on the literature, there appear to be a number of clear needs related to older adult civic engagement and volunteerism. These include a need to:

- Establish a national organization for training, retention, and volunteer management standards related to working with older adults.
- Offer older adults flexibility, especially when it comes to schedules (full-time, part-time or episodic) and tasks.
- Greater involvement of boomers may be realized by establishing volunteering opportunities through partnerships, such as "phased retirement" with businesses. For example, companies can pay for an employee near retirement to volunteer a few hours a week without it affecting that employee's paycheck, and then increase that time gradually.

Background

This literature review summarizes information related to the civic engagement of older adults including: motives and incentives for volunteering; successful engagement models; infrastructure for recruitment, training, and placing volunteers; barriers to engagement; and opportunities for improvement. An effort was made to identify existing research reviews and more recent, representative materials. Thirty-nine articles were identified and reviewed. Thirty-one represented studies based on theory, observation, and description. Seven articles used rigorous scientific research methods; four of these articles measured older adults' motives for engaging in volunteerism, and the other three focused on promising models and opportunities for strengthening engagement.

This review focuses primarily on civic engagement for *baby boomers* over age 55. Geographic scope was limited to local and national research, with the exception of one study from the United Kingdom. Finally, rather than review all of the work that has been conducted in this area the work referenced in this review covers the past 14 years with greater emphasis on information collected between 2001 and 2006.

To obtain the information for this review, a number of computerized bibliographic searches were conducted related to older adults and volunteering, civic engagement, or community service. Several different bibliographic databases were used including Business Management, Electronic Collections Online, ERIC, Medline, Periodical Abstracts, WorldCat, Ebsco MegaFile, and PsycInfo.

Internet resources were also used to obtain additional information. Several websites of organizations working to engage older adults were reviewed to obtain reports and other resources. These organizational websites included the National Academy on Aging, Urban Institute, Corporation for National and Community Service, AARP's AgeLine, the National Council on Aging, Independent Sector, Senior Corps, and Civic Ventures.

What is civic engagement?

Through much of the literature "civic engagement" is used intermittently with "volunteerism" (Center for Health Communication & MetLife Foundation, 2004). However, Martinson and Minkler (2006) criticize researchers for doing this and stress the importance of including older adults' political work (i.e. voting, engaging in community activism, etc.) in the broader discussion of civic engagement. Two examples they note relate to racial justice and social justice advocacy work. In addition, the authors also suggest that further research is needed to examine how volunteering is experienced by different individuals and communities, including: "interactions between race, gender, class, and volunteering; how volunteering is defined and counted; the differential distribution of benefits; and the causal pathways between volunteering and health" (Martinson & Minkler, 2006).

Civic Engagement in an Older America – a project of the Gerontological Society of America and funded by The Atlantic Philanthropies – defines the term civic engagement based on information gathered through a series of focus groups conducted with adults age 50 and older. According to all focus groups, civic engagement was defined to include the following five core elements: 1) volunteering; 2) being involved in political processes;
3) working for the community good; 4) assisting and participating in various education systems; and 5) working to sustain and strengthen neighborhoods. Other types of civic engagement included mutual aid activities (informal volunteering), such as caregiving for dependent children and adults, and helping neighbors and friends. Formal opportunities include one-to-one mentoring or tutoring, teaching, and governance or policy roles such as serving in boards and committees (Reeves-Lipscomb, 2005).

Another project, also funded by The Atlantic Philanthropies, defines civic engagement as creating opportunities for adults age 55 and older to "renew their communities." This project uses the term "civic engagement" rather than "volunteerism" to reflect developments in the field with regard to changing societal structure and increasing the diversity of opportunities for adult contribution from completely unpaid service to service for stipends, alternative compensation (e.g., health benefits, transportation reimbursement), and part-time and full-time work (RespectAbility, et al., 2006).

The 2002 Health and Retirement Study yielded the following statistics about engaged adults age 55 and older (Zedlewski & Schaner, 2006):

- Six out of 10 older adults engage in volunteering
- Three in 10 older adults engage in informal activities, such as caregiving
- Two in 10 older adults engage in both formal and informal activities
- One in 10 older adults volunteer only formally

Motives and incentives for volunteering

Multidimensional and higher level motives

As most research points out, there is no one single reason for volunteering. Boomers are very diverse in age, race, family background, education, profession, and life experiences. When asked reasons for "volunteering" in several studies, boomers gave a number of different reasons. Sociologists Fischer and Schaffer (1993) have suggested that a "package" of motivations may drive older adults to volunteer, as opposed to a single, motivational impulse. They conclude that the more separate reasons there are for volunteering, the more likely a person is to volunteer. Furthermore, they add that egoistic, altruistic, and other motives might be viewed as additive rather than competing explanations for voluntary action (Fischer & Schaffer, 1993).

From a psychological perspective, a multidimensional model of motivation is more reliable as a predictor of motivation than any other type of model. In contrast, a one-factor model hypothesizes that the combination of motives that causes someone to volunteer is the result of one underlying motive, whereas the two-factor model is more the result of two distinct motives: altruistic (concern for others) and egoistic (concern for self). The multidimensional, or multifactor model, involves multiple, distinct motives, which are not easily categorized (Okun & Barr, 1998).

Okun and Barr used the Volunteer Functions Inventory and found that the qualitative data obtained with the multifactor model of motivation to volunteer (career, enhancement, protective, social, understanding, values) yielded a better fit. The authors conclude that if their findings are generalizable to the older adult population, then appealing to their higher level motives of volunteering (e.g., values, understanding, and enhancement dimensions) may prove to be effective. Campaigns could appeal to the following common values: 1) acting on the belief about the importance of helping others; 2) learning about oneself and the world in which one lives; and 3) feeling useful and good about oneself.

Another benefit that could be mentioned in this category is being remembered for doing something long after one has died, or "leaving a legacy". Leaving one's mark or imprint behind is a type of egoistic or higher motive that one might like to attain. Boomers, often seen as independent, may relate to this kind of appeal.

Universal benefits

Volunteering can be thought of as a form of mutual symbiosis. As discussed above, two of the most basic additive motives for volunteering are altruistic and egoistic motives. If thinking about volunteering in these terms, it is easy to conclude that the act of volunteering benefits both the volunteer and the person or persons being served. According to several large national surveys and smaller surveys conducted by nonprofits doing research into why older adults volunteer, volunteers usually stated more than one kind of motive, confirming the idea that benefits are multidimensional – meaning volunteers saw more than one different kind of benefit associated with volunteering.

According to the National Survey of Adults Ages 45+ conducted by AARP in 2003, the nine most common motivators include: "personal responsibility to help others" (65%), "makes life more satisfying" (58%), "organization has established track record" (51%), "help own community" (50%), "make a difference on issue" (49%), "keeps you active" (46%), "someone you know was affected by issue" (44%), "religious beliefs" (42%), and "opportunity to use skills" (42%) (AARP, 2003).

These and other motives for volunteering were either explicitly or implicitly mentioned in 17 of the articles. Since there is no common language in the literature to bind these motives together, and also for the sake of simplicity, this paper generally identifies motives in the following categories: spiritual, mental health, physical health, economic, and familial/cultural.

Spiritual benefits
Religion may be one of the most common motivators to engage older adults in volunteerism. In its 1999 study, Independent Sector determined that of the 810 older adults they surveyed, 50 percent reported serving in a church or synagogue, 20 percent worked with an educational institution, and 20 percent volunteered with a health organization. In the same study, Independent Sector determined that nearly two-thirds of volunteers age 55 and older discovered their volunteer assignments through their place of worship, church, mosque, or synagogue (Independent Sector, 2000).

Spiritual benefits may include any number of altruistic, ideological, or religious reasons identified by people that motivate them to participate in civic or charitable matters. As previously mentioned, the most common reason given by nearly two-thirds (65%) of participants was, "a personal responsibility to help others" (AARP, 2003). "Helping others" – also the most common cited reason by an earlier AARP study (1997) falls in this category (Bradley, 2000). Bradley (2000) categorizes this motivator type as a feeling of: "enhanced sense of purpose" and "giving back to society."

The literature suggests that only a small group of older individuals consider volunteering as part of their "civic duty." Experience Corps (2005) suggests appealing to spiritual and emotional motives rather than civic duty because there may not be enough interest in the latter. The Center for Health Communication (2004) reports that boomers "are less likely than older cohorts to volunteer out of a sense of duty of obligation and are more likely to volunteer as part of a social interaction." One example is the slogan used by the Yonkers New York Retired Service Volunteer Program (RSVP) "Volunteering: Think of It as a Face-Lift for Your Spirit." This slogan was created after feedback from local focus groups indicated that older adults were motivated by emotional and spiritual concerns (Experience Corps, 2005).

However, Experience Corps also cautions those who plan to encourage people to give back to their communities under the motivation that it is seen as the "right thing to do." For some, this kind of message can be construed as negative because they may not like being told what to do. Researchers Mark and Waldman's findings indicate that older adults "want to be seen and appreciated as empowered individuals who make their own choices" (Experience Corps, 2005). Therefore, the wording of messages should be sensitively constructed.

Emotional benefits
The Center for Health Communication, et al. (2004) reports that boomers "are more likely to volunteer as a result of social, self-development, self-esteem, or leisure-focused motivations." These have been classified as emotional benefits in this report.

According to a description of RSVP's focus group results, some motivating factors that fall in this particular category include: "a feeling that one's life is expanding, not constricting," "a renewed sense of purpose," and "a sense of community and connection" (Experience Corps, 2005).

Emotional benefits may include expanding social networks and having someone to talk to and relate with. Intellectual stimulation may include activities to help keep older adults' minds active by engaging them in opportunities that require their thinking. For example, according to one study, one older adult who had gone into remission twice from leukemia mentioned that volunteering with youth helped keep him "alert and alive" (GOSERV).

Physical health benefits
Several articles suggested that volunteering was associated with physical health benefits. An article from the National Governors Association theorized that volunteering may help reduce health-related costs. However, there was no cost-benefit analysis conducted in this area to determine the evidence behind the assertion.

- In a recent study of the benefits of volunteering in Baltimore, researchers from the Johns Hopkins Medical Institutions found that 44 percent of Experience Corps participants reported feeling stronger, compared with 18 percent of control group participants (Experience Corps, 2005; Fried, L.P., et al., 2004).
- In another study of Experience Corps Baltimore, it was shown that 90 percent of participants who volunteered for one year or more (n=133) rated their health as "good" or better, compared with 83 percent of these participants at baseline (Martinez, et al., 2006).

Martinez, et al. (2006) attribute the health benefits to core elements of the program that require each participant to devote 15 hours per week minimum to "high intensity service" for at least one full academic year. In addition, volunteers serve in critical mass teams at school, receive ongoing training and programmatic support, and work with a diversity of volunteers.

Economic: living stipends and material incentives
For those living on fixed or low incomes, a stipend to help offset the costs of volunteering may engage boomers who are less likely to participate. Experience Corps, AmeriCorps, and Service Corps were often cited as models that provide paid stipends for service (Anderson Moore, 2006; Davis Smith & Gay, 2005; Civic Ventures, 2006; Freedman, 2006; Independent Sector, 2000; Lindblom, 2001; Martinson & Minkler, 2006; National Governors Association; Wilson & Simson, 2006; Urban Institute, 2004; Zedlewski & Schaner, 2006).

Other economic incentives mentioned were reduced costs for prescription medication, a "Silver Scholarship" offered to children or grandchildren of older adults who serve as mentors in low-income communities, and teaching stipends with bonus incentives for retired professionals who commit three years or more of service to marginalized communities (Civic Ventures, 2006).

Familial/cultural influences
Among communities of color, particularly Hispanic and African American communities, earning "trust" was identified as one incentive for volunteering (Prisuta, 2003).

Serving as a community resource that in turn could benefits themselves or their loved ones at some later point in time was another identified motive (Prisuta, 2003). Falling in line with a type of economic incentive, but not involving money or material, an example of this motive being applied would be the barter system. One model is the Community Barter Network (CBN) at Pillsbury House in Minneapolis. This network allows volunteers to barter services with each other by earning "service credits." Service credits can either be "cashed in" for services or redeemed at a Time Dollar store for personal care and other items (Lindblom, 2001). An example was given of a woman who had broken her leg, and credits she earned were applied to receiving visits from other volunteers to help her with her chores (Lindblom, 2001).

Marketing and recruitment strategies
According to Experience Corps (2005), the best marketing campaigns for recruitment are those that appeal to the public through stories, endorsements, statistics, photos, awards, validation of media attention, and word-of-mouth. Their report encourages organizations to show potential recruits how they can and will make a difference.

Experience Corps stresses that the best recruiters are the volunteers themselves. They encourage organizations to relay stories to the public using their volunteers' own personal stories and photos of volunteers in action. One example was a story called "Alice's Tears" about an older woman from the northeast side of Minneapolis who always wanted to be a teacher but whose family could not afford to send her to college. In this story, she recounts how she heard about Experience Corps, and started teaching a boy named Robbie, a second grader, who gave every excuse not to read to her every time they met, this did not discourage Alice. Instead, she continued to read to him, until one day when she came across a photo of Martin Luther King, Jr. in a coffin that reminded her of her sister who died several years before. Alice stopped reading because tears came to her eyes. Robbie then picked up the book and began to read the rest of the story to her (Experience Corps, 2005).

Intermediaries (volunteer resource centers/third-parties)
Experience Corps Baltimore used the following strategies to recruit their volunteers. During Year 1: senior housing, senior centers, churches, community organizations, and sidewalks throughout the city. Years 2/3: Referrals by friends and current volunteers. Letter of information endorsed and sent by AARP to all members in the "catchment" area. Response rates were best during Year 4 when it was mailed out in early spring as opposed to summer as in previous years (suggesting that potential recruits may make their volunteer commitments in July).

Baltimore City's Commission on Aging and Retirement Education (CARE) also contributed by promoting and presenting the program through their venues (e.g., senior centers), CARE health fair, and *Action in Maturity Newsletter* (Martinez, et al., 2006).

Organizational capacity

Management infrastructure

In a recent survey of charities and congregations conducted by the Urban Institute (2004), the current state of volunteer management demonstrated the "low professionalization and capitalization of volunteer administration." The following are a few of the survey results (Urban Institute, 2004):

- Most charities and congregations are unable to invest substantial staff resources in volunteer management.
- Staff coordinators spend little time managing volunteers. The median paid staff coordinator in charities spends 30 percent of his/her time on actual volunteer management.
- Full-time managers are rare: 1 in 8 have a full-time person who spends 100 percent of his/her time on volunteer management. Only one congregation said it had a full-time coordinator for its social service outreach activities.
- Thirty-nine percent have a paid staff person who spends at least half of his/her time managing volunteers.
- Some of the other challenges in management include: difficulty recruiting volunteers during the day, lack of funds to support volunteers, recruiting a sufficient number of volunteers, and recruiting volunteers with adequate skills.

According to a recent web-based survey conducted by RespectAbility (2005), 95 percent of leaders from 20 national organizations reported that their organizations currently use volunteers. Of these, slightly over one-third (37%) have a full-time paid coordinator; one-fifth (20%) have a part-time paid coordinator; and 37 percent do not have a volunteer coordinator (RespectAbility, 2005).

A majority of leaders at all levels acknowledged the need for improved professional planning, leading, managing, and administering volunteer and service initiatives for older adults. Sixty-one percent of surveyed organizations reported use of volunteer teams in their management infrastructure. RespectAbility found that faith-based organizations and those with volunteer coordinators were more likely to incorporate the use of volunteer teams. Those who organized their volunteers into teams reported positive impacts in the following areas: satisfaction on the part of the person involved; impact of volunteer efforts; improved delivery of service; and the organization's image in the community (RespectAbility, 2005).

Volunteer management practices

There are two kinds of management identified in the literature: formal and informal. The formal approach incorporates volunteer managers to train and manage volunteers, provides room for feedback from volunteers to supervisors and vice-versa, and provides incentives to volunteers to reward them for their dedication and time.
The informal approach allows for flexibility and does not have room for feedback. This type of approach is less organized, but may work for some organizations.

Depending on the type of organization and the program, it may be wise to analyze the appropriate type of approach with regard to volunteer management practices – whether to follow a formal style or take an informal, easy-going approach.

The Urban Institute (2004) lists the following strategies for successful management:

- Regular supervision and communication
- Liability coverage or insurance protection
- Regular collection of information on volunteer numbers and hours
- Screening procedures to identify suitable volunteers
- Written policies and job descriptions for volunteer involvement
- Recognition activities (e.g. award ceremonies)
- Annual measurement of the impacts of volunteers
- Training and professional development opportunities
- Training for paid staff to work with volunteers

Employee volunteer programs

According to Independent Sector (2000), less than 10 percent of older adults found out about volunteer opportunities via their place of work. The Urban Institute (2004) reports that a 2001 survey of corporate volunteer programs showed that fewer than one in five reported providing their employees with paid leave for participating in company-sponsored volunteer activities.

Corporate volunteer programs range from modest support (posting volunteer opportunities on a bulletin) to more extensive support (establishing a corporate volunteer office or provision of paid time for volunteering) (Chicago Department on Aging, et al., 1992).

Some researchers encourage organizations to promote volunteerism via flexible retirement strategies in the year running up to retirement, rather than sending employees on a pre-retirement course three months ahead of scheduled leave (Justin Davis Smith and Pat Gay, 2005). This is something that the researchers have termed "phased retirement" (Davis Smith & Gay, 2005). The process would involve encouraging employees to replace a half-day of work with volunteering, then increasing the time to one to two days a week. In this model, the employer is also making a charitable contribution by paying their employee's time, while the employee is volunteering.

The Chicago Department on Aging, National Council on the Aging, and Washington Business Group on Health (1992) identify four different types of approaches for employers related to encouraging civic engagement:

- Clearinghouse: business assumes responsibility for matching employees/retirees with volunteer opportunities in the community
- Group projects: partnerships pairing an organization with a group of corporate volunteers
- Loaned personnel programs: employees participate as volunteers on company time
- Retiree programs: organizing retiree volunteer programs (e.g., corporations that establish a retiree corps, for example, the Telephone Pioneers of America)

Scholarships, vouchers, and other monetary incentives

Scholarship and incentive programs are one another type of retirement and retention strategy mentioned in the literature. Examples of other incentive programs mentioned by Civic Ventures include:

- The "Silver Scholarship" program (10,000 seniors/$1,000 scholarship that can be transferred to a grandchild or other young person in exchange for tutoring/mentoring services) (Civic Ventures, 2006; National Governors Association).
- Experience Corps provides $200 per month to about 1800 members (55+). Experience Corps began as an initiative in 1995 by Marc Freedman, founder of Civic Ventures, former Health, Education, and Welfare secretary John Gardner, and two partner organizations (Corporation for National Service and Johns Hopkins School of Medicine) as an attempt to mobilize neighborhood retirees to help urban children in elementary schools (Freedman, 2006).
- Troops to Teachers (federal teaching program for retiring military personnel); $5,000 stipend to cover costs of classes and exams, plus $10,000 bonus to those who spend three years in a high-need school.
- IBM offers up to $15,000 in subsidies and incentives to retiring engineers and others who want to start second careers as teachers.
- Progressive Policy Institute has proposed a national "Boomer Corps" – in exchange for 25 hrs/week of service for one year or more, retiring boomers would receive a $4,000 voucher to use for their own or their child's education or for health-related expenses. The proposal also includes a $400 a month stipend to cover costs.

Barriers to engagement and opportunities for improvement in retaining older volunteers

Research points to the following barriers currently limiting or preventing older adults from volunteering (National Governors Association):

- Ageism or organizational caps regarding the age of who can serve
- Negative thinking regarding the abilities of older adults
- Unrecognized value of volunteerism
- Lack of public awareness about opportunities
- Social service agencies lacking resources for volunteer training
- Lack of financial incentives
- Few flexible policies within the workplace to encourage employee/retiree volunteerism
- Challenges with transportation.

Anderson Moore (2006) reports that while many potential volunteers are able and willing to help, they typically do not live near communities where “at risk children” live. She advises using flexibility when it comes to seeking and using volunteers.

According to a review study conducted by RespectAbility (2005) the following ideas regarding barriers and opportunities for improvements were gathered from feedback given by organizations.

- *Lack of staff dedicated to volunteer management* - Several studies suggest that a serious deficit of paid volunteer coordinators is a barrier to implementing best practices in recruiting and retaining older adult volunteers.
- *Lack of organizational infrastructure* - This study suggests that the following organizational practices should be in place for those organizations that wish to engage older adult volunteers: development of new service opportunities and roles; recruitment; screening, assessment, and placement; orientation and training; and performance feedback/evaluation. These practices were in place for about half of the organizations surveyed.
- *Buy-in by management* - In this study, 91 percent of local executive directors, program directors, and volunteer coordinators could not comment on their hiring practices for older adult volunteers or did not show much interest in improving their organizations’ capacity to attract and retain older adults as workers or volunteers (including willingness to pay to *retain a trained older adult as a volunteer coordinator* or *strategies for marketing to older adults*) (RespectAbility, 2005).
- *Collaboration* - Less than one-third of management surveyed reported that they would be interested in collaborating and pooling resources for any of the following activities: transportation, volunteer recognition, background checks, best practice info, volunteer coordination, or liability insurance. The study encourages local nonprofit leaders about the benefits of collaboration (RespectAbility, 2005).

Other suggestions for a systematic approach for engaging baby boomers include:

- The initiation of a national program similar to the National Council on the Aging to train and certify volunteer coordinators or human resource specialists to recruit and train older adult volunteers. This program could establish national standards, and offer programs in recruitment, retention, screening, placement, training, roles, management, and recognition of older adult volunteers (RespectAbility, 2005).
- Staff resources such as human resource specialists or volunteer coordinators could be assigned roles to develop paid and unpaid opportunities within and throughout their organizations as necessary to effectively recruit older adults.

Policy recommendations

The Corporation for National and Community Services offers the following policy recommendations (CNCS, 2004):

- Encourage a significant cultural shift in the thinking of nonprofits in how groups use volunteers and help them create meaningful opportunities.
- Secure commitments from the business sector to expand volunteer work programs, offer flexible options to Boomer employees, and enhance notions of good corporate citizenship.
- Give an appropriate role to the government, including charging the Corporation for National and Community Services with bringing boomers into prominence in the nation's civic activities.
- Promote an increase in volunteering, service and civic engagement via a public education campaign and other strategies.

Conclusions

A review of the literature shows many ideas about approaches that can be used to recruit and retain older adults as volunteers. However, there are very few evidence-based studies that show which approaches work best. Researchers suggest that program planners get to know the specific needs of older adults in their communities. Several of these suggestions include:

- Know your audience. The wording of messages should be sensitively constructed.
- Recruit older adults at places they frequent including faith communities. Nearly half of volunteers surveyed by Independent Sector discovered their volunteer opportunity through a religious institution or place of worship. More efforts should be concentrated in places of worship and other areas, including but not limited to the workplace (corporate and retiree associations), schools, and other membership organizations. Some literature suggests that older adults prefer to volunteer alongside their relatives or friends, so a model that allows flexibility may work well for some who wish to volunteer with family members or friends.
- Be careful about language and word selection: avoid age-based labels and describe the volunteer opportunity more specifically. The term “senior” may be more effective with volunteers over age 70 rather than younger boomers. Other words including “old,” “maturity,” and “golden years” should also be avoided. According to the literature, words that are more warmly received include “experience,” “experienced adults,” “older adults,” and “coaches.” Some researchers have suggested that it is better to refer to the specific volunteer job, such as “coach,” than classify the older adult generally as a “volunteer.”
- Have strong volunteer coordination and management. Research suggests that there is increased success for programs that have a volunteer coordinator on staff and those that encourage volunteers to go to trainings and be part of a volunteer team.
- Be flexible. Programs may be more effective if they offer the option of regular and periodic schedules to meet the older adult volunteer’s needs; offer a wide variety of tasks; and offer learning opportunities or ways of “advancing” up the volunteer ladder, assigning more important tasks as the volunteer gains in expertise.
- Greater involvement of boomers may be realized by establishing volunteering opportunities through partnerships, such as “phased retirement” with businesses, whereas companies pay for an employee near retirement to volunteer a few hours a week without it affecting that employee’s paycheck, and then increase that time gradually.

Bibliography

Anderson Moore, K. (2006, December). Baby Boomers and beyond: An untapped resource for volunteers in out-of-school time programs. *Research-to-Results Brief.*

Bradley, D.B. (2000). A reason to rise each morning: The meaning of volunteering in the lives of older adults. *Generations 23:4*, 45-50.

Center for Health Communication, Harvard School of Public Health & MetLife Foundation. (2004). Reinventing *aging: Baby boomers and civic engagement.* Retrieved November 8, 2006 from http://assets.aarp.org/rgcenter/general/boomers_engagement.pdf

Corporation for National and Community Service. (2001). Recruiting, retaining and recognizing seniors. *Seniors for effective practices manual.*

Corporation for National and Community Service. (2004). Harnessing baby boomers' experience. *Corporation for National and Community Service Strategic Plan 2006-2010.*

Civic Ventures. (2006). *Ten ways your organization can realize an experience dividend.* Retrieved November 10, 2006 from http://www.civicventures.org/publications/articles/TenWays

Davis Smith, J., & Gay, P. (2005, March). *Active aging in active communities.*

Experience Corps. (2005). *Appealing to experience: Zeroing in on the right message*. Civic Ventures.

Fisher, L.R., & Schaffer, K.B. (1993). Older *volunteers: A guide to research and practice.* Newbury Park, CA: Sage Publications, Inc.

Freedman, M. (2006). America's untapped resource. *Civic Ventures*. Retrieved November 10, 2006 from http://www.civicventures.org/publications/articles/americas_untapped_resource.cfm

Freedman, M. (2006). Making *policy for an aging century.*

Fried, L.P., Carlson, M.C., Freedman, M., Frick, K.D., Glass, T.A., Hill, J., McGill, S., Rebok, G.W., Seeman, T., Tielsch, J., Wasik, B.A., Zeger, S. (2004, March). A Social model for health promotion for an aging population: Initial evidence on the Experience Corps model. *Journal of Urban Health: Bulletin of the New York Academy of Medicine, 81: 1,* 64-78.

Governor's Office on Service and Volunteerism (GOSERV). *The giving years: Engaging the time, talent, and experience of older Californians in intergenerational service.* Retrieved November 10, 2006 from http://www.csc.ca.gov/news/documents/tgy.pdf

Greenfield, E.A., & Marks, N.F. (2004, September). Formal volunteering as a protective factor for older adults' psychological well-being. *Journal of Gerontology, 59B:5*, S258-S264.

Hendricks, J. & Cutler, S.J. (2004, September). Volunteerism and socioemotional selectivity in later life, in *Journal of Gerontology, 59B:5*, S251-S257.

Independent Sector. (2000, June). *America's senior volunteers*. Retrieved November 10, 2006 from http://www.independentsector.org/pdfs/SeniorVolun.pdf

Johnson, C., Cobb, M., Patel, M., Bouvier, M., & Fauss, J. (2004). 50*+ Volunteering: Working for stronger communities*.

Johnson, C. (2003). Infrastructure of volunteer agencies: Capacity to absorb boomer volunteers, in *Reinventing aging: Baby boomers and civic engagement*.

Kantor, S. (2005, July 28). Golden years are active years, study shows. *Ascribe Newswire: Health*, 1-3.

Kantor, S. (2005, September 27). *Caregiving, volunteering by seniors valued at $162 billion per year*.

Lindblom, D. (2001, July 17). *Baby Boomers and the New Age of volunteerism.* Retrieved November 10, 2006 from http://www.nationalserviceresources.org/filemanager/download/465/lindblom.pdf

Martin, J. (2005, March 2). U.S. government should help 'make volunteering a natural part of later life,' says productive aging expert. *Washington University in St. Louis News & Information*. Retrieved November 10, 2006 from http://news-info.wustl.edu/news/page/normal/4802.html

Martinson, M., & Minkler, M. (2006, June). Civic engagement and older adults: A critical perspective. *The Gerontologist, 46:3*, 318-324.

Martinez, I.L., Frick, K., Glass, T.A., Carlson, M., Tanner, E., Ricks, M., & Fried, L.P. (2006). Engaging older adults in high impact volunteering that enhances health: Recruitment and retention in the Experience Corps Baltimore. *Journal of Urban Health: Bulletin of the New York Academy of Medicine*.

National Governors Association. *Fast facts: Civic engagement and older Americans – volunteerism.*

Okun, M.A., & Barr, A. (1998). Motivation to volunteer by older adults: A test of competing measurement models. *Psychology and Aging, 13:4*, 608-621.

Prisuta, R. (2003). Enhancing volunteerism among aging boomers. *Reinventing aging: Baby boomers and civic engagement*.

Reeves-Lipscomb, D. (2005). Civic *engagement in an older America: Focus groups summary report*.

RespectAbility, National Council on Aging, & Holmes Research and Consulting LLC. (2006, August 24). *RespectAbility in America: Profiles of the most promising initiatives engaging adults 55+.*

RespectAbility. (2005, March). *RespectAbility web survey executive summary.*

The Chicago Department on Aging, The National Council on Aging, Inc., & The Washington Business Group on Health. (1992, December). *Public/private partnerships in volunteerism: A guide for the aging network.*

Urban Institute. (2004, February). *Volunteer management capacity in America's charities and congregations.* Retrieved November 2006 from http://www.urban.org/UploadedPDF/410963_VolunteerManagment.pdf

Wilson, L.B., & Steele, J. (2001). Marketing *volunteer opportunities to baby boomers: A blue print from the field.* Retrieved November 10, 2006 from http://www.nationalserviceresources.org/filemanager/download/727/boomers.pdf

Wilson, L.B., & Simson, S.P. (2003). Combining lifelong learning with civic engagement: A university-based model. *Gerontology & Geriatrics Education, 24:1*, 47-61.

Wilson, L.B., & Simson, S.P. (Eds.) (2006). *Civic engagement and the baby boomer generation: Research, policy, and practice perspectives.*

Zedlewski, S.R., & Schaner, S.G. (2006, May). Older adults engaged as volunteers, in *Policy briefs: Perspectives on productive aging, 5*

THE SAINT PAUL FOUNDATION PROFILE

Community Experience Partnership

Reported by
Dr. Ellis Godard, e.g. research

For
Community Planning and Research, LLC

Funded by
The Atlantic Philanthropies

A profile of the community served by

The Saint Paul Foundation

55 Fifth Street E., Suite 600
Saint Paul, MN 55101
www.saintpaulfoundation.org

Experience for Minnesota
Trista Harris, Program Officer
(P) 1.800.875.6167; (F) 651.224.8123

This profile report was generated on May 9, 2007.

It is designed to be printed on both sides of pages.

The most current version of this report is available online at:
www.egresearch.com/CPRG/Profile-TSPF.pdf

EXECUTIVE SUMMARY

In what is the first phase of the Atlantic Philanthropies' ***Community Experience Partnership***, 30 community foundations are conducting local community assessments. These assessments are being designed to develop a knowledge base about local-level resources (individuals, organizations, programs and services) and strategies that offer opportunities for deep engagement of older adults as resources for their communities. In support of this first phase, the project contracted for reports on the geographic areas served by each of the thirty community foundations, drawing on Census data to provide demographic profiles of those communities. Where possible, these profiles also include data on the proportions of those communities which are 60 years old and over or, if not 60, then 65 and over[6]. This document provides the demographic profile for the community served by The Saint Paul Foundation, which proposed and was funded for the Experience for Minnesota.

The communities covered by these thirty foundations vary widely in terms of size, population, and a number of demographic variables profiled in these thirty reports. Collectively, however, those thirty communities provide a representative sample of the entire U.S. population. On many of the variables, differences are nearly indistinguishable. Even where the U.S. figures are several standard errors away from the aggregate figures, the differences still remain notably small. For example, the thirty foundations, in aggregate, have only a slightly lower percentage that is 60 years and older (15.7% vs. 16.3), and are only slightly more female (51.1% vs. 50.9) and more disabled (19.9% vs. 19.3),

The profiles in aggregate *do* statistically differ according to some measures, however. For example, the profiled communities have, in the aggregate, significantly higher proportions who are foreign born (16.7% vs. 11.1), who have never married (36.3% vs. 33.0), who live below the poverty level (17.3% vs. 14.1), and who did not complete high school (12.1% vs. 10.8) than the total U.S. population.

[6] Complete details on various aspects of the data, including the availability of age-based data, are provided in five appendices to this report.

CONTENTS

BASIC DEMOGRAPHY

CULTURAL DEMOGRAPHY

ECONOMIC DEMOGRAPHY

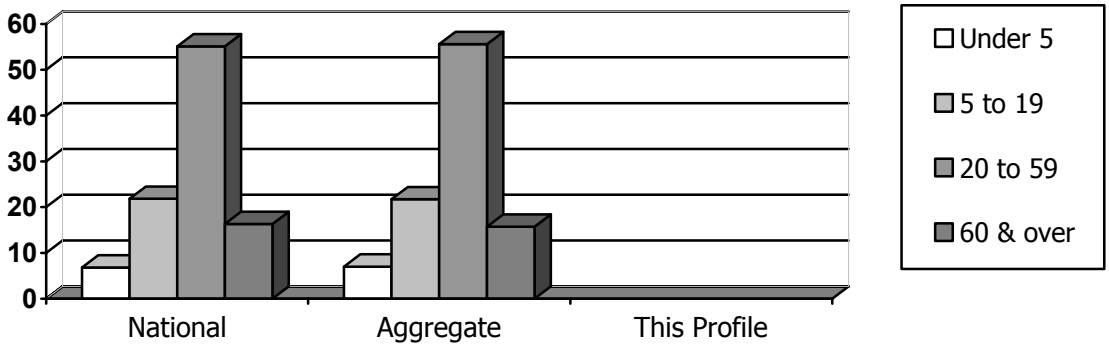
LIVING ARRANGEMENTS

ADDENDA

BASIC DEMOGRAPHY

Age

Age Distribution, in Percent by Range



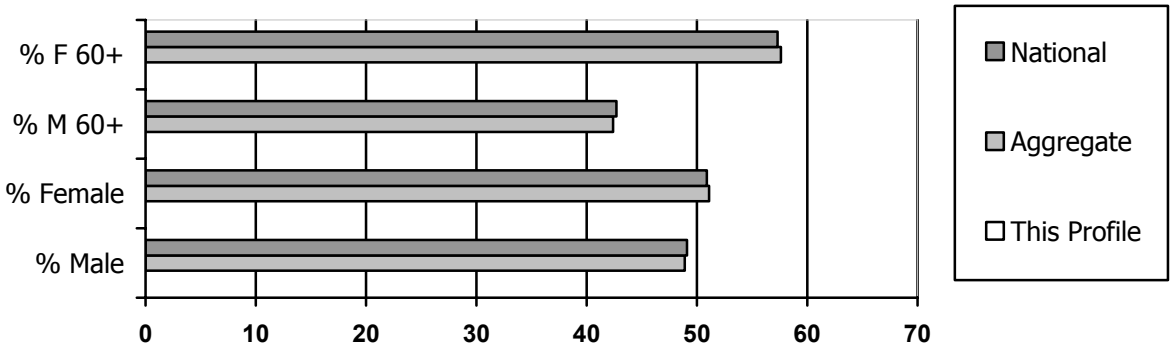
All Foundations, by Percent 60+
(2000 Census)

Foundation	Percent per Age Range				Population	
	< 5	5-19	20-59	60+	60+	Total
Gulf Coast C.F. Venice	3.9	13.8	43.1	39.3	183,868	467,584
Cape Cod Fndtn.	4.9	17.7	50.6	26.8	72,007	259,079
Northland Fndtn.	5.3	21.0	52.4	21.4	68,342	322,073
C.F. of the Eastern Shore	5.6	20.2	53.9	20.3	37,968	186,608
C.F. of Broward	6.3	19.4	54.5	19.8	321,663	1,623,018
Delaware County C.F.	6.2	21.6	52.8	19.3	106,288	550,864
Montgomery County Fndtn.	6.3	20.0	54.8	18.9	141,815	750,097
Maine C.F.	5.5	20.8	55.0	18.7	238,099	1,274,923
S. MN Initiative Fndtn.	6.2	23.0	52.6	18.2	124,127	682,892
Baltimore C.F.	6.2	20.9	55.1	17.8	261,988	1,475,588
Topeka C.F.	6.8	21.2	54.2	17.8	30,266	169,871
Arizona C.F.	7.5	22.1	53.4	17.0	871,536	5,130,632
Humboldt Area Fndtn.	5.5	21.2	56.4	16.8	28,145	167,047
Rochester Area C.F.	6.3	22.4	54.7	16.7	183,023	1,098,201
Oregon C.F.	6.5	21.1	55.8	16.6	569,557	3,421,399
Fndtn. for the Mid South	7.0	23.0	53.6	16.4	1,635,769	9,987,034
C.F. of Bartholomew County	7.4	21.3	55.0	16.4	11,699	71,435
Princeton Area C.F.	6.3	20.9	56.5	16.3	57,089	350,761
Minneapolis Foundation	6.7	22.5	55.1	15.7	772,278	4,919,479
New York Community Trust	6.8	20.1	57.5	15.6	1,252,206	8,008,278
New Mexico C.F.	7.2	23.9	53.3	15.6	283,837	1,819,046
Chicago Community Trust	7.2	21.5	55.9	15.4	828,485	5,376,741

Foundation	Percent per Age Range				Population	
	< 5	5-19	20-59	60+	60+	Total
San Francisco Fndtn.	6.2	18.7	59.7	15.4	635,183	5,191,809
C.F. For SE Michigan	7.0	21.9	55.9	15.3	738,108	4,833,493
Kalamazoo C.F.	6.5	22.2	56.5	14.8	35,255	77,145
Grand Rapids C.F.	7.8	23.6	55.3	13.4	77,057	574,335
California C.F.	7.7	23.2	56.1	13.0	1,233,436	9,519,338
Saint Paul Fndtn.	7.3	23.0	57.1	12.6	134,852	1,068,069
Rose C.F.	7.2	21.1	59.4	12.2	261,940	2,147,554
Dallas Foundation	8.2	22.6	58.2	11.0	244,058	2,218,899
Aggregate of all listed	**7.0**	**21.7**	**55.6**	**15.7**	**11,439,944**	**72,675,223**
Nation as a whole	**6.8**	**21.8**	**55.1**	**16.3**	**45,797,200**	**281,421,906**

Gender

Gender Distribution of Full and Elderly Populuations



All Foundations,
by Percent of 60+ who are Male
(2000 Census)

Foundation	% of Total		% of 60+		% who are 60+		Total 60+	
	Male	Female	Male	Female	Male	Female	Male	Female
Arizona C.F.	49.9	50.1	45.1	54.9	15.4	18.6	393,190	478,346
Gulf Coast C.F. Venice	47.5	52.5	45.1	54.9	37.4	41.1	82,956	100,912
Humboldt Area Fndtn.	50.5	49.5	45.0	55.0	15.0	18.7	12,674	15,471
New Mexico C.F.	49.2	50.8	44.9	55.1	14.3	16.9	127,445	156,392
Oregon C.F.	49.6	50.4	44.0	56.0	14.8	18.5	250,695	318,862
C.F. of the Eastern Shore	48.6	51.4	43.6	56.4	18.2	22.3	16,545	21,423
Northland Fndtn.	49.6	50.4	43.5	56.5	18.7	24.0	29,757	38,585
Rose C.F.	50.0	50.0	43.3	56.7	10.5	13.9	113,291	148,649
Minneapolis Foundation	49.5	50.5	43.2	56.8	13.7	17.7	333,495	438,783
Cape Cod Fndtn.	47.6	52.4	43.1	56.9	24.3	29.1	31,034	40,973

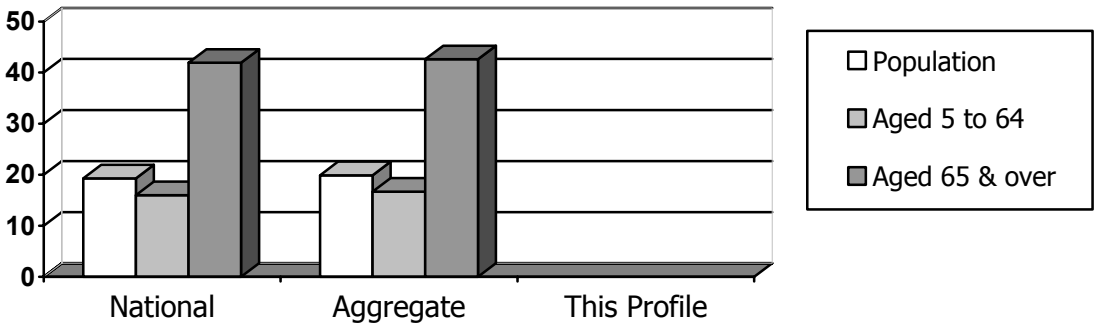
Foundation	% of Total		% of 60+		% who are 60+		Total 60+	
	Male	Female	Male	Female	Male	Female	Male	Female
C.F. of Bartholomew Cnty	49.1	50.9	43.1	56.9	14.4	18.3	5,048	6,651
Maine C.F.	48.7	51.3	43.0	57.0	16.5	20.7	102,460	135,639
S. MN Initiative Fndtn.	49.6	50.4	43.0	57.0	15.8	20.5	53,364	70,763
San Francisco Fndtn.	49.5	50.5	42.9	57.1	13.4	17.4	272,544	362,639
California C.F.	49.4	50.6	42.8	57.2	11.2	14.7	527,499	705,937
Topeka C.F.	48.4	51.6	42.3	57.7	15.6	19.9	12,804	17,462
Rochester Area C.F.	48.6	51.4	42.1	57.9	14.5	18.8	77,112	105,911
Fndtn. for the Mid South	48.5	51.5	42.0	58.0	14.2	18.4	687,603	948,166
Saint Paul Fndtn.	48.9	51.1	42.0	58.0	10.9	14.3	56,699	78,153
Grand Rapids C.F.	49.2	50.8	41.9	58.1	11.4	15.3	32,282	44,775
C.F. of Broward	48.3	51.7	41.8	58.2	17.2	22.3	134,384	187,279
Montgomery County Fndtn.	48.3	51.7	41.8	58.2	16.4	21.3	59,341	82,474
C.F. For SE Michigan	48.7	51.3	41.7	58.3	13.1	17.4	307,700	430,408
Kalamazoo C.F.	48.4	51.6	41.7	58.3	12.7	16.7	14,705	20,550
Dallas Foundation	49.9	50.1	41.6	58.4	9.2	12.8	101,641	142,417
Princeton Area C.F.	48.7	51.3	41.5	58.5	13.9	18.6	23,673	33,416
Chicago Community Trust	48.4	51.6	41.0	59.0	13.0	17.6	339,565	488,920
Baltimore C.F.	47.1	52.9	40.7	59.3	15.3	19.9	106,575	155,413
Delaware County C.F.	47.7	52.3	40.5	59.5	16.4	21.9	43,076	63,212
New York Community Trust	47.4	52.6	39.9	60.1	13.2	17.9	499,891	752,315
Aggregate of all listed	**48.9**	**51.1**	**42.4**	**57.6**	**13.6**	**17.7**	**4,849,048**	**6,590,896**
Nation as a whole	**49.1**	**50.9**	**42.7**	**57.3**	**14.2**	**18.3**	**19,546,252**	**26,250,948**

Race

Ethnicity

Disability Status

Percent Disabled, of Population and By Age Range



All Foundations,
by Percent of 65+ Disabled
(2000 Census)

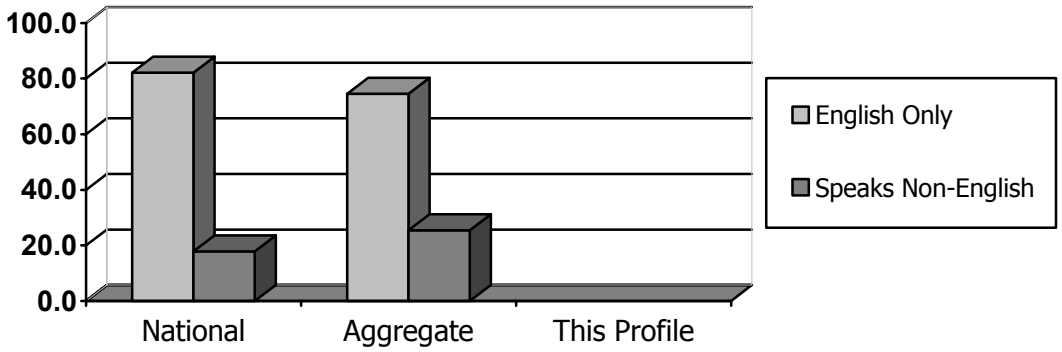
Foundation	% of Population Disabled	% of those 5-64 Disabled	% of those 65+ Disabled	# 65+ and Disabled
Fndtn. for the Mid South	22.8	18.8	49.3	577,292
New York Community Trust	24.5	21.5	46.2	417,084
Kalamazoo C.F.	18.6	15.5	46.1	3,362
C.F. of Bartholomew County	18.1	14.1	46.0	3,738
California C.F.	20.4	17.6	44.8	399,903
New Mexico C.F.	20.4	16.9	44.8	92,015
Humboldt Area Fndtn.	22.0	18.5	44.3	9,307
Baltimore C.F.	22.0	18.4	43.6	85,615
C.F. For SE Michigan	18.8	15.4	43.0	235,660
Dallas Foundation	19.5	17.3	42.8	72,304
Chicago Community Trust	19.7	16.5	42.6	257,006
Topeka C.F.	20.0	16.4	41.7	9,088
Oregon C.F.	18.8	15.3	41.5	175,929
C.F. of Broward	20.6	16.4	41.1	104,696
Maine C.F.	20.0	16.4	41.1	71,901
C.F. of the Eastern Shore	20.6	16.8	40.3	11,186
Arizona C.F.	19.3	16.0	39.7	259,521
San Francisco Fndtn.	17.1	14.1	39.7	224,066
Princeton Area C.F.	17.1	13.8	39.4	16,445
Rose C.F.	16.2	13.8	39.1	72,702
Northland Fndtn.	18.2	14.1	38.6	19,265
Grand Rapids C.F.	16.3	13.7	38.0	21,261
Minneapolis Foundation	15.0	12.0	36.9	204,204
Rochester Area C.F.	17.4	14.5	36.8	49,005
Delaware County C.F.	17.2	13.6	36.5	29,391

Foundation	% of Population Disabled	% of those 5-64 Disabled	% of those 65+ Disabled	# 65+ and Disabled
S. MN Initiative Fndtn.	15.0	11.5	36.1	32,612
Saint Paul Fndtn.	13.9	11.5	36.0	34,436
Gulf Coast C.F. Venice	23.0	18.0	33.1	48,532
Montgomery County Fndtn.	13.8	10.5	32.1	33,494
Cape Cod Fndtn.	20.6	17.5	31.4	18,012
Aggregate of all listed	**19.9**	**16.7**	**42.6**	**3,554,596**
Nation as a whole	**19.3**	**16.0**	**41.9**	**13,978,118**

CULTURAL DEMOGRAPHY

Language

Linguistic Distribution of Full Population



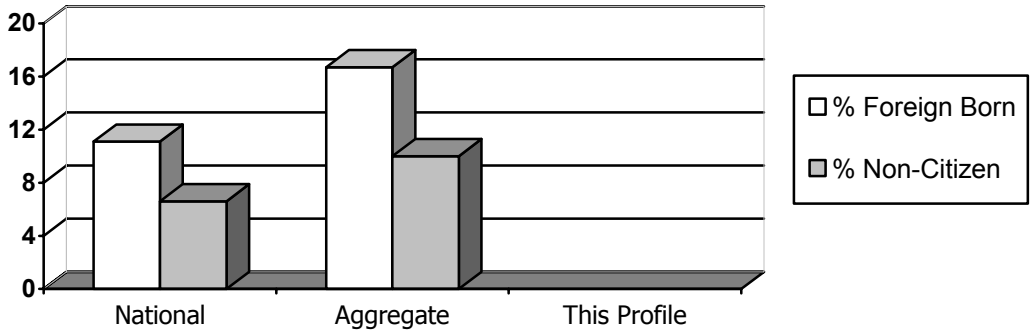
All Foundations,
by Percent of Population who Speak Non-English
(2000 Census)

Foundation	% Speak English Only	% Speak Non-English	# Speak Non-English
California C.F.	45.9	54.1	5,149,962
New York Community Trust	52.4	47.6	3,811,940
New Mexico C.F.	63.5	36.5	663,952
Dallas Foundation	67.5	32.5	721,142
Chicago Community Trust	69.2	30.8	1,656,036
C.F. of Broward	71.2	28.8	467,429
San Francisco Fndtn.	71.6	28.4	1,474,649
Arizona C.F.	74.1	25.9	1,328,834

Foundation	% Speak English Only	% Speak Non-English	# Speak Non-English
Princeton Area C.F.	79.8	20.2	70,854
Rose C.F.	82.8	17.2	368,989
Oregon C.F.	87.9	12.1	413,989
Saint Paul Fndtn.	88.8	11.2	119,257
C.F. For SE Michigan	89.0	11.0	532,995
Grand Rapids C.F.	89.8	10.2	58,582
Gulf Coast C.F. Venice	90.2	9.8	45,839
Rochester Area C.F.	90.4	9.6	105,765
Montgomery County Fndtn.	90.4	9.6	72,009
Delaware County C.F.	90.7	9.3	51,230
Kalamazoo C.F.	91.0	9.0	6,943
Baltimore C.F.	91.4	8.6	126,295
Minneapolis Foundation	91.5	8.5	418,156
Humboldt Area Fndtn.	91.8	8.2	13,731
Maine C.F.	92.2	7.8	99,444
Cape Cod Fndtn.	93.0	7.0	18,242
S. MN Initiative Fndtn.	93.2	6.8	46,643
Fndtn. for the Mid South	93.5	6.5	647,223
Topeka C.F.	93.9	6.1	10,362
C.F. of Bartholomew County	94.7	5.3	3,786
C.F. of the Eastern Shore	95.0	5.0	9,396
Northland Fndtn.	95.3	4.7	15,010
Aggregate of all listed	**74.5**	**25.5**	**18,528,684**
Nation as a whole	**82.1**	**17.9**	**50,374,521**

Citizenship

Citizenship Status of Full Population



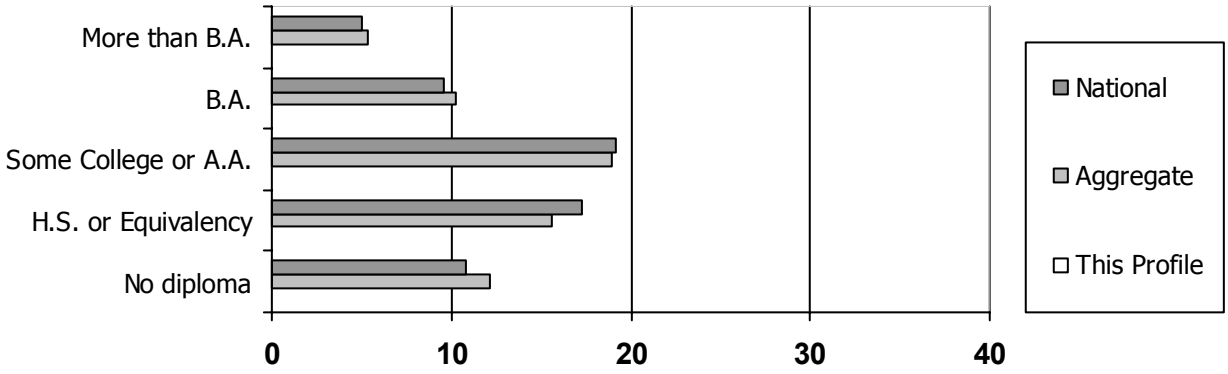
All Foundations,
by Percent of Population Foreign Born
(2000 Census)

Foundation	% Foreign Born	% Citizens
California C.F.	36.2	77.5
New York Community Trust	35.9	80.1
C.F. of Broward	25.3	86.0
San Francisco Fndtn.	21.7	68.2
Dallas Foundation	20.9	83.7
Chicago Community Trust	19.8	88.0
Princeton Area C.F.	13.9	91.9
Arizona C.F.	12.8	91.0
Rose C.F.	11.0	92.4
Gulf Coast C.F. Venice	8.9	95.7
Oregon C.F.	8.5	94.4
New Mexico C.F.	8.2	94.6
C.F. For SE Michigan	7.7	96.0
Saint Paul Fndtn.	7.4	95.5
Montgomery County Fndtn.	7.0	96.8
Delaware County C.F.	6.7	96.9
Grand Rapids C.F.	6.6	95.5
Baltimore C.F.	5.8	97.2
Rochester Area C.F.	5.7	97.4
Minneapolis Foundation	5.3	96.7
Kalamazoo C.F.	5.2	96.2
Cape Cod Fndtn.	5.0	97.5
Humboldt Area Fndtn.	4.5	97.5
C.F. of Bartholomew County	3.8	97.3
S. MN Initiative Fndtn.	3.6	97.6
C.F. of the Eastern Shore	3.1	98.3
Maine C.F.	2.9	98.7
Topeka C.F.	2.7	98.3

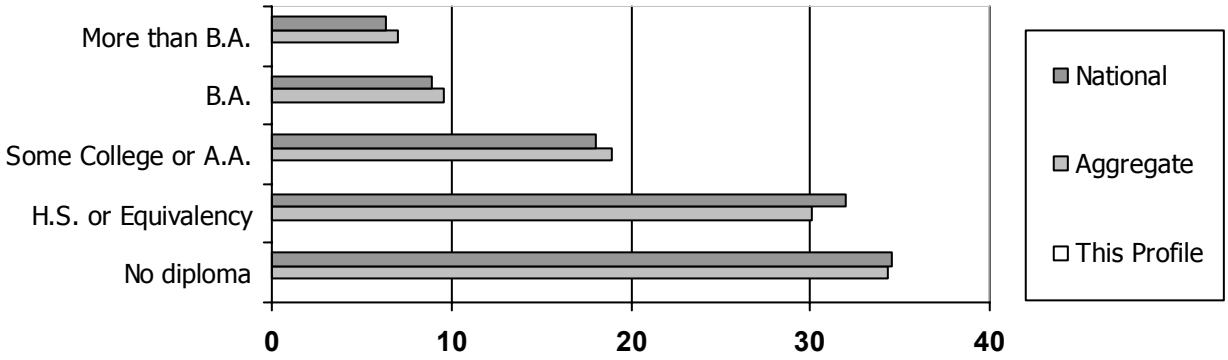
Foundation	% Foreign Born	% Citizens
Fndtn. for the Mid South	2.3	98.6
Northland Fndtn.	1.9	99.3
Aggregate of all listed	**16.7**	**90.0**
Nation as a whole	**11.1**	**93.4**

Education Level

Education Levels of 25+ Population



Education Levels of 65+ Population



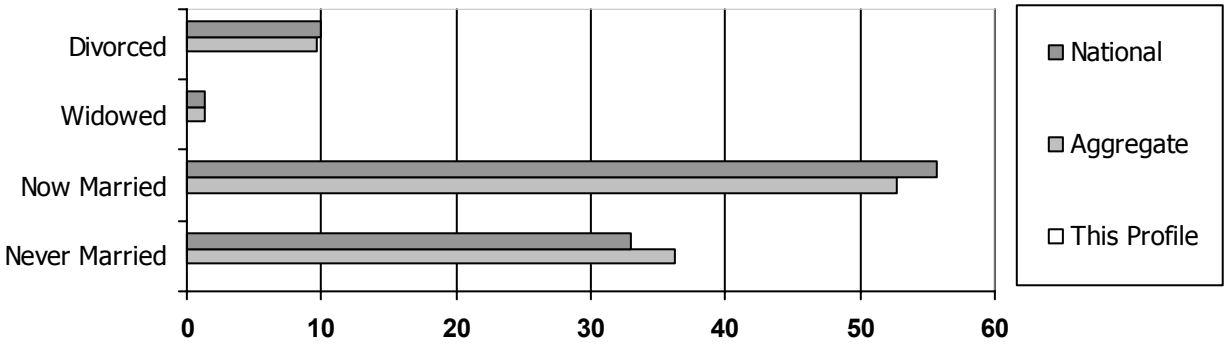
All Foundations,
by Percent of 65+ with more than a B.A.
(2000 Census)

Foundation	Percent of 25+					Percent of 65+				
	No diploma	H.S. or Equiv.	Some College or A.A.	B.A.	More than B.A.	No diploma	H.S. or Equiv.	Some College or A.A.	B.A.	More than B.A.
Cape Cod Fndtn.	5.4	16.4	20.0	12.6	7.0	14.2	32.5	25.9	17.5	12.3
Gulf Coast C.F. Venice	7.0	16.2	16.5	7.7	4.1	18.5	32.9	24.8	13.9	9.8
Princeton Area C.F.	9.3	15.3	17.7	12.2	9.1	37.2	31.0	13.0	8.6	9.8
Montgomery County Fndtn.	5.0	15.5	15.8	15.2	9.4	27.7	34.4	16.3	12.0	9.6
San Francisco Fndtn.	8.8	11.8	20.3	15.9	8.4	27.1	27.3	22.2	14.2	9.3
Rose C.F.	9.3	14.1	20.5	14.7	6.6	23.3	30.4	23.7	13.9	8.6
New Mexico C.F.	11.9	16.5	19.1	7.6	5.2	35.2	26.4	19.7	10.2	8.6
Arizona C.F.	11.9	14.3	21.2	8.7	4.3	24.9	29.7	26.3	11.2	7.9
New York Community Trust	16.0	15.3	15.3	10.7	6.8	43.3	28.6	12.5	7.8	7.9
California C.F.	18.6	11.8	17.6	9.5	4.7	35.0	24.5	21.9	10.9	7.6
Topeka C.F.	7.2	19.6	19.0	10.5	4.8	21.8	40.1	19.7	10.8	7.6
Dallas Foundation	17.3	14.1	17.0	10.8	5.0	31.5	25.6	22.0	12.8	7.5
Delaware County C.F.	5.8	18.3	17.3	11.5	6.8	29.4	38.5	14.9	10.0	7.3
Oregon C.F.	9.0	15.9	22.7	10.1	4.8	25.3	32.6	24.8	10.2	7.1
Saint Paul Fndtn.	5.4	14.6	21.7	14.9	6.4	24.5	37.1	20.5	11.1	7.0
Baltimore C.F.	11.0	17.4	17.7	9.6	6.3	43.1	28.1	14.2	7.9	6.7
Maine C.F.	7.3	22.1	18.7	9.4	4.5	30.8	36.9	16.8	9.1	6.5
Rochester Area C.F.	7.8	16.8	20.4	10.1	6.4	32.1	34.5	17.1	9.8	6.4
C.F. of Broward	10.0	16.1	19.2	10.0	5.1	28.2	35.8	20.5	8.8	6.4
Chicago Community Trust	12.8	14.6	17.6	11.2	6.3	36.5	30.4	18.3	8.5	6.4
C.F. For SE Michigan	9.0	16.9	20.9	9.7	5.6	36.6	33.1	17.0	7.3	6.0
Grand Rapids C.F.	8.8	16.5	20.8	10.7	4.5	31.5	35.0	19.5	8.5	5.8
C.F. of the Eastern Shore	10.2	22.1	18.1	7.4	3.8	38.7	33.0	15.6	7.5	5.5
Humboldt Area Fndtn.	10.3	16.2	25.3	8.3	3.5	28.0	31.3	26.0	9.8	5.4
Minneapolis Foundation	5.9	16.7	22.3	12.1	4.8	31.3	35.6	18.7	9.0	5.3
Kalamazoo C.F.	7.7	14.0	31.9	10.2	5.8	7.9	7.2	5.0	3.5	5.0
Fndtn. for the Mid South	13.3	19.8	17.6	6.9	3.3	45.2	28.0	14.9	7.1	4.9
Northland Fndtn.	5.7	18.7	24.3	8.4	3.3	31.9	37.9	17.4	8.2	4.7

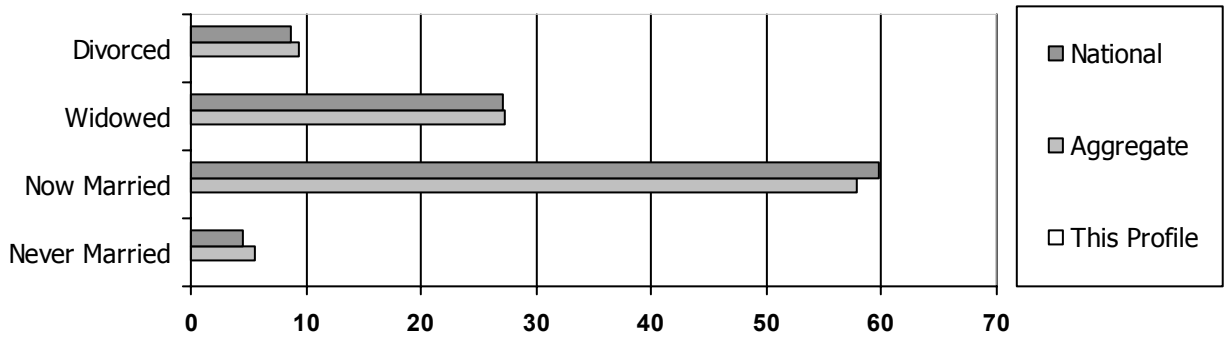
Foundation	Percent of 25+					Percent of 65+				
	No diploma	H.S. or Equiv.	Some College or A.A.	B.A.	More than B.A.	No diploma	H.S. or Equiv.	Some College or A.A.	B.A.	More than B.A.
C.F. of Bartholomew County	9.0	21.5	17.2	8.7	5.0	31.4	40.8	17.7	6.3	4.6
S. MN Initiative Fndtn.	6.1	18.4	22.7	9.2	3.8	35.3	36.7	16.5	6.7	4.5
Aggregate of all listed	**12.1**	**15.6**	**18.9**	**10.3**	**5.4**	**34.3**	**30.1**	**18.9**	**9.6**	**7.0**
Nation as a whole	**10.8**	**17.3**	**19.2**	**9.6**	**5.0**	**34.5**	**32.0**	**18.1**	**8.9**	**6.4**

Marital Status

Percent Distribution of Marital Status for those 25-59



Percent Distribution of Marital Status for those 60 +

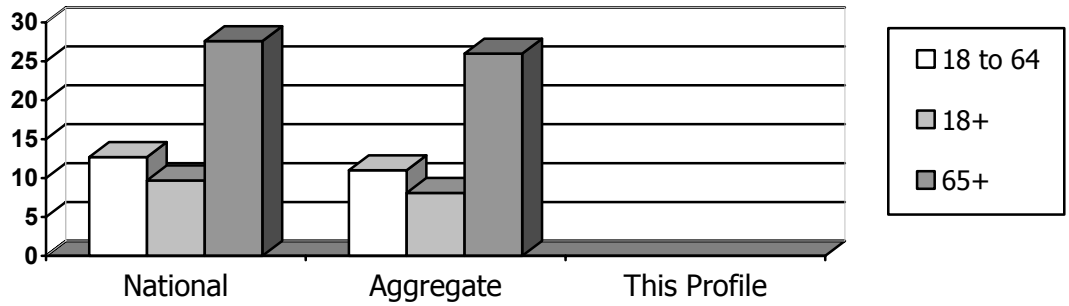


All Foundations,
by Percent of 60+ Now Married
(2000 Census)

	Never Married		Now Married		Widowed		Divorced	
Foundation	**% of 25-59**	**% of 60+**	**% of 25-59**	**% of 60+**	**% of 25-59**	**% of 60+**	**% of 25-59**	**% of 60+**
Gulf Coast C.F. Venice	25.8	2.4	57.8	68.7	1.8	22.4	14.7	6.5
Montgomery County Fndtn.	30.3	4.3	61.2	65.3	1.2	23.7	7.3	6.7
S. MN Initiative Fndtn.	33.0	4.4	57.8	64.7	0.8	25.8	8.4	5.2
Arizona C.F.	32.6	2.8	54.7	64.5	1.2	23.0	11.5	9.7
C.F. of Bartholomew County	23.3	2.7	64.1	64.1	1.0	24.0	11.7	9.2
Cape Cod Fndtn.	31.1	4.7	55.6	64.1	1.4	22.6	11.9	8.6
Minneapolis Foundation	33.9	4.9	56.1	62.2	0.9	25.7	9.1	7.2
Oregon C.F.	31.0	2.9	56.0	61.5	1.1	24.9	11.9	10.7
Northland Fndtn.	32.4	4.4	55.6	61.1	1.1	26.8	11.0	7.8
C.F. of the Eastern Shore	35.1	3.7	53.9	61.0	1.4	28.2	9.6	7.1
New Mexico C.F.	33.5	3.9	53.3	60.7	1.3	24.7	11.9	10.7
Saint Paul Fndtn.	34.1	5.2	55.8	60.6	0.8	24.9	9.3	9.3
Rose C.F.	32.1	3.7	55.4	60.1	1.0	23.9	11.5	12.2
Maine C.F.	29.7	4.6	57.0	59.5	1.1	26.9	12.2	9.0
Grand Rapids C.F.	34.7	4.8	54.6	59.5	0.9	26.8	9.9	8.9
Topeka C.F.	30.2	3.6	55.3	59.0	1.3	26.7	13.2	10.7
Fndtn. for the Mid South	32.4	3.8	54.9	58.4	1.7	29.8	11.0	8.1
Rochester Area C.F.	35.0	5.6	54.6	58.2	1.2	28.4	9.3	7.8
Humboldt Area Fndtn.	35.3	3.5	50.1	57.6	1.4	26.7	13.2	12.2
Dallas Foundation	34.4	3.6	53.9	57.4	1.2	27.5	10.5	11.4
San Francisco Fndtn.	37.5	6.3	52.1	57.3	1.1	25.8	9.4	10.6
California C.F.	39.7	6.4	51.1	56.2	1.3	26.0	7.9	11.4
C.F. For SE Michigan	35.8	5.0	52.3	55.8	1.3	29.3	10.5	10.0
C.F. of Broward	33.1	4.1	53.3	55.5	1.3	29.9	12.3	10.4
Princeton Area C.F.	35.9	6.2	55.2	55.5	1.3	29.6	7.6	8.6
Delaware County C.F.	37.5	7.0	53.7	55.3	1.3	31.2	7.5	6.4
Chicago Community Trust	41.3	7.4	48.9	53.0	1.5	30.3	8.4	9.3
Baltimore C.F.	41.8	6.6	46.7	52.4	1.7	31.7	9.8	9.3
Kalamazoo C.F.	53.0	7.5	36.3	50.9	0.9	27.9	9.8	13.7
New York Community Trust	44.1	11.0	46.9	50.8	1.7	29.0	7.4	9.2
Aggregate of all listed	**36.3**	**5.5**	**52.7**	**57.8**	**1.3**	**27.3**	**9.7**	**9.4**
Nation as a whole	**33.0**	**4.5**	**55.7**	**59.8**	**1.3**	**27.1**	**10.0**	**8.6**

Veteran Status

Percent Veteran, by Age Range



All Foundations,
by Percent of Civilian Population 65+ who are Veterans
(2000 Census)

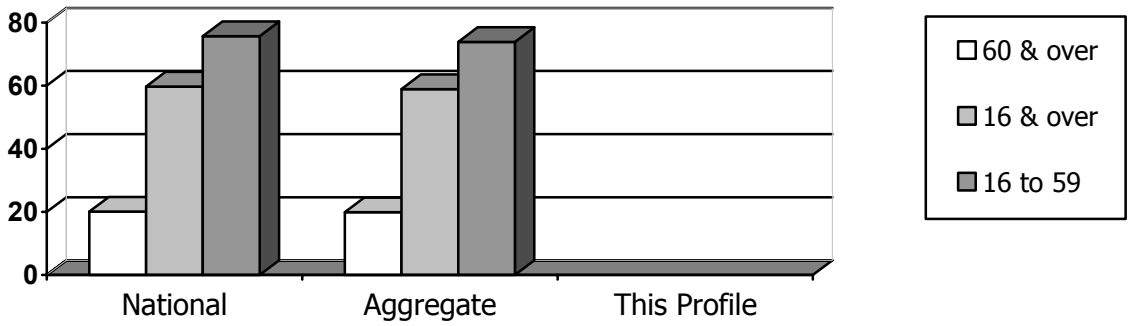
	Percent who are Veterans			Count of Veterans	
Foundation	**Of 18+**	**Of 18-64**	**Of 65+**	**Total**	**65+**
Cape Cod Fndtn.	16.7	11.6	34.1	36,541	20,316
Gulf Coast C.F. Venice	20.7	12.8	33.1	81,167	50,257
Arizona C.F.	15.0	11.2	32.9	562,916	219,380
Humboldt Area Fndtn.	15.2	11.8	32.6	19,511	7,026
Topeka C.F.	15.9	12.3	31.9	20,190	7,439
Oregon C.F.	15.1	11.8	31.1	388,990	136,399
Northland Fndtn.	16.0	11.9	31.0	39,775	16,645
Rose C.F.	13.0	10.5	30.9	206,987	59,683
New Mexico C.F.	14.7	11.5	30.8	190,718	65,463
Maine C.F.	15.9	12.6	30.2	154,590	55,434
Saint Paul Fndtn.	12.0	9.4	29.8	93,153	30,140
Montgomery County Fndtn.	12.4	8.1	29.7	70,232	33,238
C.F. of the Eastern Shore	15.2	11.6	29.3	21,893	8,555
Delaware County C.F.	12.9	8.7	29.0	53,423	24,900
Minneapolis Foundation	12.8	9.8	28.4	464,968	168,412
C.F. of Bartholomew County	13.2	10.1	28.4	6,909	2,475
Grand Rapids C.F.	11.1	8.2	28.1	45,535	16,771
Rochester Area C.F.	12.1	9.0	27.0	99,040	38,211
Baltimore C.F.	12.5	9.3	26.9	139,341	54,884
Fndtn. for the Mid South	12.6	9.9	26.5	923,631	328,306
Dallas Foundation	9.4	7.3	26.4	150,632	46,939
C.F. For SE Michigan	11.5	8.7	26.2	409,514	148,707
S. MN Initiative Fndtn.	12.9	9.8	25.9	65,538	25,219
Princeton Area C.F.	10.4	7.3	25.8	27,688	11,334

	Percent who are Veterans			Count of Veterans	
Foundation	**Of 18+**	**Of 18-64**	**Of 65+**	**Total**	**65+**
San Francisco Fndtn.	7.6	7.2	25.3	300,086	148,058
C.F. of Broward	11.5	7.9	24.8	142,575	64,705
Chicago Community Trust	8.9	6.1	23.6	352,791	148,636
California C.F.	7.5	5.2	21.9	510,712	203,015
Kalamazoo C.F.	8.0	6.0	21.7	4,884	1,675
New York Community Trust	5.7	3.8	16.5	348,722	155,019
Aggregate of all listed	**11.0**	**8.1**	**26.0**	**5,932,652**	**2,267,101**
Nation as a whole	**12.7**	**9.7**	**27.6**	**26,403,703**	**9,663,509**

ECONOMIC DEMOGRAPHY

$ Employment Status

Percent Employed, by Age Range



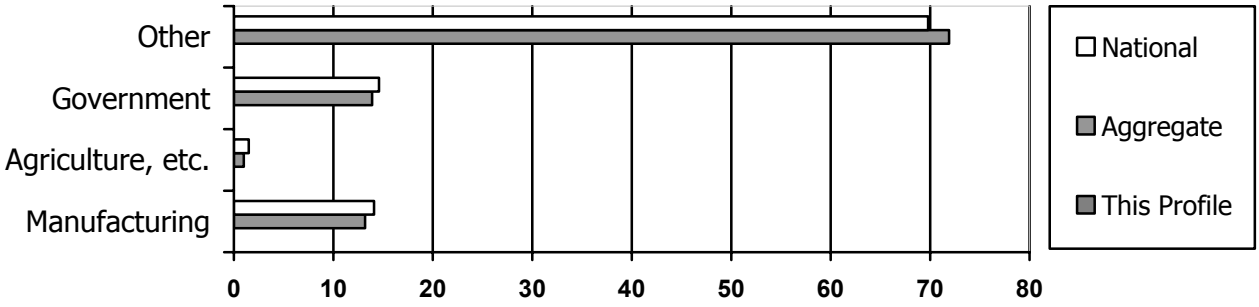
Employment Status for All Foundations,
by Percent of 60+ Employed
(2000 Census)

Foundation	Percent Employed					Count Employed	
	16+	16-59	60+	Males 60+	Female 60+	Males 60+	Female 60+
Dallas Foundation	63.7	74.6	26.6	35.9	20.0	35,827	28,479
Montgomery County Fndtn.	65.3	86.1	25.5	34.6	18.9	20,586	15,580
C.F. of Bartholomew County	65.6	84.0	25.4	33.9	18.7	1,772	1,266
Rose C.F.	68.8	81.7	24.8	32.3	19.1	36,167	28,412
S. MN Initiative Fndtn.	67.4	88.0	23.5	31.2	17.7	16,608	12,532
Saint Paul Fndtn.	71.2	85.5	23.1	29.0	18.9	16,407	14,797
Minneapolis Foundation	68.2	85.7	22.4	28.5	17.7	94,588	77,847
Princeton Area C.F.	60.5	76.2	22.1	28.2	17.8	6,630	5,923
Topeka C.F.	64.1	83.1	22.1	27.1	18.6	3,406	3,265
San Francisco Fndtn.	62.7	77.7	21.9	28.7	20.9	77,860	76,171
Chicago Community Trust	58.6	73.3	21.2	27.8	16.7	94,020	81,708
C.F. of the Eastern Shore	58.5	78.4	20.9	26.6	16.6	4,362	3,576
Grand Rapids C.F.	67.3	81.9	20.8	29.2	14.8	9,326	6,605
California C.F.	55.5	67.1	20.8	27.8	15.6	145,333	109,979
Cape Cod Fndtn.	56.9	85.2	20.0	25.4	15.9	7,939	6,579
Maine C.F.	61.8	80.9	19.8	25.6	15.3	26,458	20,844
C.F. of Broward	59.2	79.0	19.1	25.3	14.6	33,859	27,354
Baltimore C.F.	58.1	75.2	19.1	25.2	14.9	26,983	23,131

Foundation	Percent Employed					Count Employed	
	16+	16-59	60+	Males 60+	Female 60+	Males 60+	Female 60+
New Mexico C.F.	55.7	70.3	18.9	24.5	14.2	31,096	22,311
Fndtn. for the Mid South	55.1	70.1	18.7	25.3	13.9	173,755	132,150
Delaware County C.F.	56.5	83.1	18.7	21.8	16.2	1,206	1,084
New York Community Trust	52.2	65.2	18.6	24.5	14.7	121,347	111,463
Kalamazoo C.F.	59.0	69.6	18.4	25.1	14.4	900	861
C.F. For SE Michigan	61.0	76.3	18.3	24.5	13.9	75,476	59,889
Rochester Area C.F.	62.1	79.1	18.3	24.3	14.0	18,647	14,803
Oregon C.F.	60.9	77.4	18.0	23.7	13.6	59,353	43,513
Arizona C.F.	57.2	73.5	17.4	22.0	13.6	86,488	65,057
Humboldt Area Fndtn.	51.9	65.8	16.4	21.2	12.5	2,650	1,929
Gulf Coast C.F. Venice	46.4	85.6	14.3	17.4	11.8	14,398	11,864
Northland Fndtn.	57.5	78.2	13.8	17.0	11.4	5,075	4,364
Aggregate of all listed	**58.9**	**73.9**	**19.9**	**26.1**	**15.3**	**1,248,522**	**998,539**
Nation as a whole	**59.7**	**75.7**	**20.1**	**26.6**	**15.3**	**5,187,919**	**4,031,281**

$ Industry

Percent of Full Population Employed, by Industry



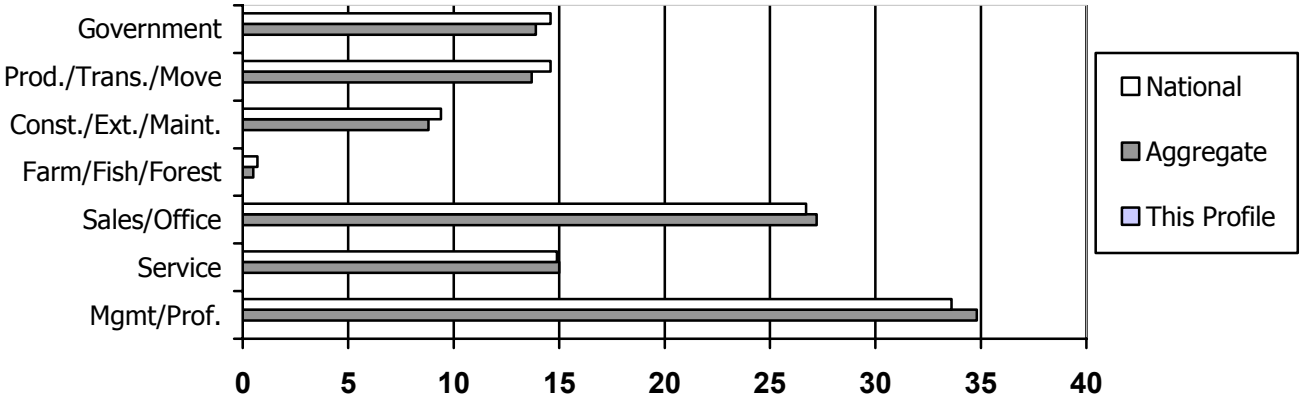
Industry Distribution for All Foundations,
by Percent 16+ Occupied in Manufacturing
(2000 Census)

Foundation	Percent of Population 16+ Occupied in…				
	Total	Manufacturing	Agriculture, Forestry, Fishing, & Hunting	Government	Other
C.F. of Bartholomew County	50.1	34.5	1.1	9.0	55.4
Grand Rapids C.F.	49.7	22.5	0.9	11.4	65.2
C.F. For SE Michigan	46.7	22.5	0.2	10.7	66.6
Rochester Area C.F.	48.0	21.1	1.0	13.2	64.6
S. MN Initiative Fndtn.	52.4	20.5	4.9	10.9	63.7
Minneapolis Foundation	52.5	16.3	2.4	12.4	68.9
Montgomery County Fndtn.	51.2	15.0	0.2	8.1	76.7
Fndtn. for the Mid South	42.0	15.0	2.3	16.8	65.9
California C.F.	41.5	14.8	0.2	12.6	72.4
Saint Paul Fndtn.	53.7	14.7	0.4	13.4	71.5
Oregon C.F.	47.5	14.4	3.1	14.4	68.1
Maine C.F.	49.0	14.2	2.5	14.5	68.8
Chicago Community Trust	45.0	14.1	0.1	12.4	73.4
C.F. of the Eastern Shore	46.8	13.0	2.8	18.5	65.7
Kalamazoo C.F.	48.1	12.4	0.6	10.9	76.2
Dallas Foundation	47.7	11.9	0.1	9.7	78.3

Foundation	Percent of Population 16+ Occupied in…				
	Total	Manufacturing	Agriculture, Forestry, Fishing, & Hunting	Government	Other
San Francisco Fndtn.	50.8	11.1	0.3	13.2	75.4
Northland Fndtn.	46.0	10.3	1.7	16.8	71.1
Arizona C.F.	43.5	10.2	1.0	15.2	73.6
Delaware County C.F.	47.0	9.9	0.2	9.8	80.1
Princeton Area C.F.	47.5	9.6	0.2	20.6	69.6
Topeka C.F.	49.9	9.1	0.6	20.8	69.5
Baltimore C.F.	45.6	8.6	0.2	19.9	71.4
Rose C.F.	52.9	8.4	0.3	12.3	79.0
Humboldt Area Fndtn.	41.3	8.0	5.2	25.3	61.4
C.F. of Broward	46.8	6.7	0.3	11.7	81.3
New York Community Trust	40.9	6.6	0.0	16.1	77.3
New Mexico C.F.	42.0	6.5	2.1	22.7	68.7
Gulf Coast C.F. Venice	39.8	5.7	0.5	10.7	83.1
Cape Cod Fndtn.	49.6	5.3	0.9	14.4	79.5
Aggregate of all listed	**45.3**	**13.2**	**1.0**	**13.9**	**71.9**
Nation as a whole	**46.2**	**14.1**	**1.5**	**14.6**	**69.8**

$ Occupations

Percent of Full Population Employed, by Occupation



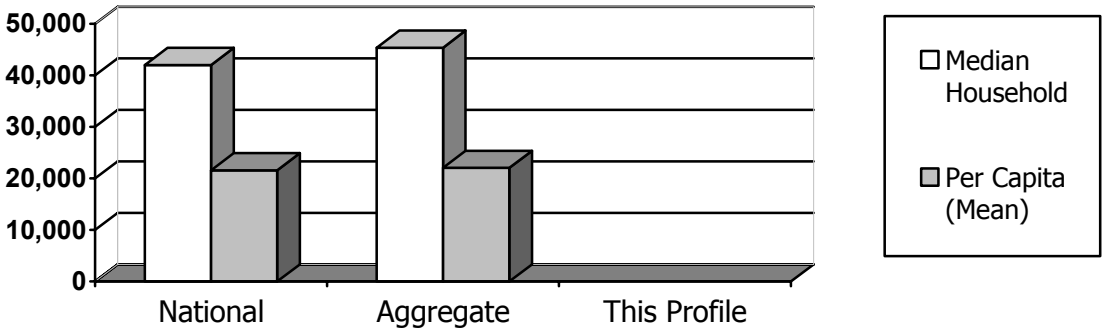
Occupational Distribution for All Foundations, by Percent of 16+ Occupied
(2000 Census)

Foundation	Percent of 16+ Occupied in…							
	Total	Management, Professional, & Related	Service	Sales & Office	Farming, fishing, & forestry	Construction, extraction, and maintenance	Production, Transportation, & Material Moving	Government Workers (Local, state, or fed)
Arizona C.F.	43.5	32.7	16.2	28.5	0.6	11.0	10.9	15.2
Baltimore C.F.	45.6	36.7	15.8	28.1	0.1	7.8	11.4	19.9
California C.F.	41.5	34.3	14.7	27.6	0.2	7.8	15.5	12.6
C.F. For SE Michigan	46.7	34.7	13.9	26.5	0.1	8.6	16.3	10.7
C.F. of Broward	46.8	33.3	16.3	31.0	0.2	9.8	9.3	11.7
C.F. of the Eastern Shore	46.8	28.6	18.4	26.2	1.5	11.1	14.3	18.5
Delaware County C.F.	47.0	39.3	13.3	29.3	0.1	8.4	9.7	9.8
Fndtn. for the Mid South	42.0	28.6	15.5	25.8	1.1	11.3	17.8	16.8
Grand Rapids C.F.	49.7	31.5	14.8	25.6	0.5	9.2	18.5	11.4
Gulf Coast C.F. Venice	39.8	30.5	19.6	29.7	0.4	10.9	9.0	10.7
C.F. of Bartholomew County	50.1	31.6	12.3	23.2	0.4	7.7	24.8	9.0
Humboldt Area Fndtn.	41.3	30.4	21.3	24.3	2.8	8.9	12.3	25.3
Kalamazoo C.F.	48.1	32.2	20.9	25.4	0.8	5.9	14.7	10.9

Foundation	Percent of 16+ Occupied in…							
	Total	Management, Professional, & Related	Service	Sales & Office	Farming, fishing, & forestry	Construction, extraction, and maintenance	Production, Transportation, & Material Moving	Government Workers (Local, state, or fed)
Maine C.F.	49.0	31.5	15.3	25.9	1.7	10.3	15.3	14.5
New Mexico C.F.	42.0	34.0	17.0	25.9	1.0	11.4	10.7	22.7
New York Community Trust	40.9	36.8	18.6	27.4	0.0	6.4	10.9	16.1
Northland Fndtn.	46.0	29.2	18.1	25.0	0.8	12.0	14.9	16.8
Oregon C.F.	47.5	33.1	15.3	26.1	1.7	9.1	14.7	14.4
Princeton Area C.F.	47.5	43.2	14.3	26.5	0.2	6.1	9.7	20.6
Rochester Area C.F.	48.0	37.1	14.5	25.4	0.4	7.2	15.4	13.2
Rose C.F.	52.9	38.7	12.4	28.9	0.2	9.9	10.0	12.3
S. MN Initiative Fndtn.	52.4	32.5	14.8	23.8	1.4	8.9	18.7	10.9
Cape Cod Fndtn.	49.6	34.1	18.0	27.1	0.7	11.9	8.2	14.4
Chicago Community Trust	45.0	35.2	14.0	28.5	0.1	7.1	15.1	12.4
Dallas Foundation	47.7	33.8	13.3	28.9	0.1	10.8	13.1	9.7
Minneapolis Foundation	52.5	35.8	13.7	26.5	0.7	8.4	14.9	12.4
Montgomery County Fndtn.	51.2	44.5	10.5	28.2	0.1	6.9	9.9	8.1
Saint Paul Fndtn.	53.7	40.0	12.6	28.3	0.1	7.1	11.9	13.4
San Francisco Fndtn.	50.8	43.1	12.9	27.0	0.2	7.1	9.8	13.2
Topeka C.F.	49.9	34.2	14.4	29.8	0.2	8.9	12.4	20.8
Aggregate of all listed	**45.3**	**34.8**	**15.0**	**27.2**	**0.5**	**8.8**	**13.7**	**13.9**
Nation as a whole	**46.2**	**33.6**	**14.9**	**26.7**	**0.7**	**9.4**	**14.6**	**14.6**

$ Income Level

Income Levels of Full Population



Income Data for All Foundations, by Median Income of Population
(2000 Census)

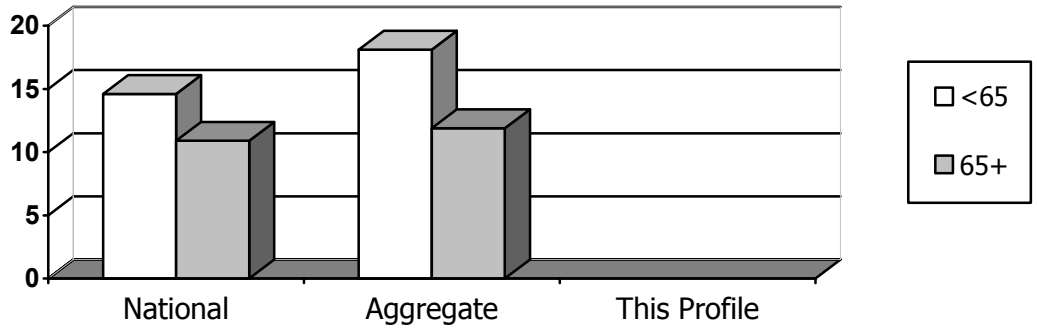
Foundation	Median Household Income[7]	Per Capita Income
San Francisco Fndtn.	63,393	25,235
Montgomery County Fndtn.	60,829	30,898
Rose C.F.	57,427	26,211
Princeton Area C.F.	56,613	27,914
Baltimore C.F.	53,984	22,054
Saint Paul Fndtn.	53,011	25,561
C.F. For SE Michigan	51,803	24,715
Delaware County C.F.	50,092	25,040
Minneapolis Foundation	47,111	23,198
Grand Rapids C.F.	45,980	21,629
Chicago Community Trust	45,922	23,227
C.F. of Bartholomew County	44,184	21,536
Rochester Area C.F.	43,967	21,627
Dallas Foundation	43,324	22,603
Cape Cod Fndtn.	42,991	25,597
California C.F.	42,189	20,683
C.F. of Broward	41,691	23,170
S. MN Initiative Fndtn.	41,584	20,272

[7] Due to statistical complexities related to the weighting of medians (including polarity tests using randomized hypothetical parameters), medians for foundation communities reflecting more than one Census area (zip, city, County, or state) are crude averages of the medians for each such area.

Foundation	Median Household Income[7]	Per Capita Income
Gulf Coast C.F. Venice	41,439	26,351
Topeka C.F.	40,988	20,904
Oregon C.F.	40,916	20,940
Arizona C.F.	40,558	20,275
New York Community Trust	38,293	22,402
Maine C.F.	37,240	19,533
C.F. of the Eastern Shore	37,071	19,538
Fndtn. for the Mid South	36,543	16,608
Northland Fndtn.	36,169	18,746
New Mexico C.F.	34,133	17,261
Humboldt Area Fndtn.	33,191	16,744
Kalamazoo C.F.	31,189	16,897
Aggregate of all listed	**45,354**	**22,045**
Nation as a whole	**41,994**	**21,587**

$ Poverty

Percent in Poverty, by Age Range



Poverty Data for All Foundations,
by Percent of 65+ in Poverty
(2000 Census)

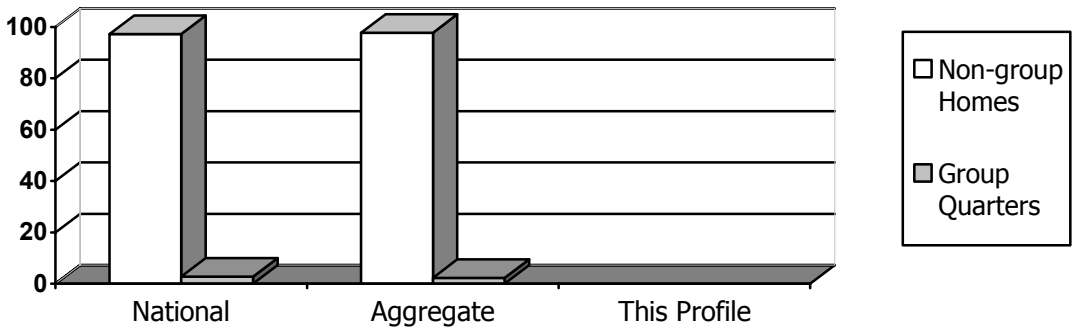
Foundation	Percentage Living Below Poverty Level			Est. Count 65+ Below Poverty Level
	of Pop.	of those <65	of those 65+	
New York Community Trust	27.0	27.7	21.6	160,277
Fndtn. for the Mid South	37.1	39.9	19.7	129,715
New Mexico C.F.	22.6	23.7	14.7	26,341

Foundation	Percentage Living Below Poverty Level			Est. Count 65+ Below Poverty Level
	of Pop.	of those <65	of those 65+	
Kalamazoo C.F.	32.2	34.9	12.7	823
Baltimore C.F.	15.8	16.3	12.7	22,183
California C.F.	21.8	23.0	11.7	93,555
Dallas Foundation	15.5	15.8	11.7	17,697
C.F. of the Eastern Shore	14.9	15.6	11.5	2,853
Chicago Community Trust	15.6	16.2	11.4	62,023
Maine C.F.	12.3	12.4	11.4	17,879
C.F. of Broward	13.0	13.4	11.1	25,558
Northland Fndtn.	12.6	13.2	10.0	4,545
S. MN Initiative Fndtn.	8.7	8.5	9.9	8,150
C.F. For SE Michigan	11.8	12.2	9.4	47,243
Princeton Area C.F.	9.5	9.5	9.2	3,513
Arizona C.F.	16.2	17.3	9.1	54,737
Minneapolis Foundation	8.6	8.6	8.9	45,405
C.F. of Bartholomew County	7.9	7.8	8.6	644
Oregon C.F.	13.1	13.9	8.2	32,120
Grand Rapids C.F.	9.7	9.9	8.1	4,188
Humboldt Area Fndtn.	24.3	27.2	8.0	1,549
Rochester Area C.F.	11.5	12.1	7.9	9,752
Topeka C.F.	10.6	11.1	7.7	1,557
San Francisco Fndtn.	9.5	9.7	7.7	40,342
Delaware County C.F.	8.7	8.9	7.7	5,747
Rose C.F.	8.7	8.8	7.4	12,801
Saint Paul Fndtn.	7.3	7.4	6.4	5,795
Cape Cod Fndtn.	7.8	8.3	6.0	3,217
Montgomery County Fndtn.	4.6	4.5	5.4	5,353
Gulf Coast C.F. Venice	8.6	10.4	4.9	6,860
Aggregate of all listed	**17.3**	**18.1**	**11.9**	**846,627**
Nation as a whole	**14.1**	**14.6**	**10.9**	**3,287,774**

LIVING ARRANGEMENTS

Household Type

Percent of Household Type in Population



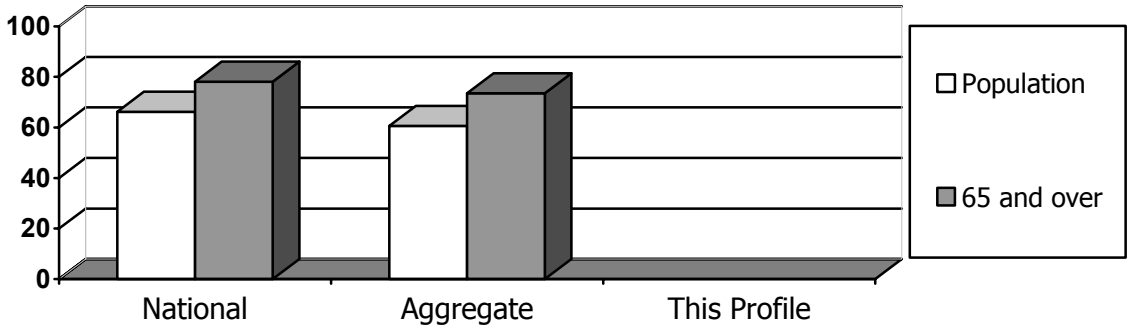
Household Type Data for All Foundations,
by Percent of in Non-group Homes
(2000 Census)

Foundation	% in Homes	% in Group Quarters
C.F. of Broward	98.8	1.2
C.F. of Bartholomew County	98.7	1.3
Rose C.F.	98.6	1.4
Dallas Foundation	98.5	1.5
C.F. For SE Michigan	98.3	1.7
Chicago Community Trust	98.3	1.7
California C.F.	98.2	1.8
Gulf Coast C.F. Venice	98.1	1.9
New Mexico C.F.	98.0	2.0
Arizona C.F.	97.9	2.1
Grand Rapids C.F.	97.8	2.2
Saint Paul Fndtn.	97.8	2.2
New York Community Trust	97.7	2.3
Oregon C.F.	97.7	2.3
Cape Cod Fndtn.	97.4	2.6
Maine C.F.	97.3	2.7
Minneapolis Foundation	97.2	2.8
Topeka C.F.	97.1	2.9
Baltimore C.F.	96.9	3.1

Foundation	% in Homes	% in Group Quarters
Fndtn. for the Mid South	96.9	3.1
Montgomery County Fndtn.	96.9	3.1
Northland Fndtn.	96.3	3.7
Delaware County C.F.	96.1	3.9
Rochester Area C.F.	96.1	3.9
S. MN Initiative Fndtn.	95.7	4.3
Humboldt Area Fndtn.	95.1	4.9
C.F. of the Eastern Shore	95.0	5.0
Princeton Area C.F.	94.0	6.0
Kalamazoo C.F.	87.6	12.4
San Francisco Fndtn.	77.9	1.5
Aggregate of all listed	**97.7**	**2.3**
Nation as a whole	**97.2**	**2.8**

Home Ownership

Percent of Households who Own Homes



Home Ownership Data for All Foundations,
by Percent of 65+ Households that are Owned
(2000 Census)

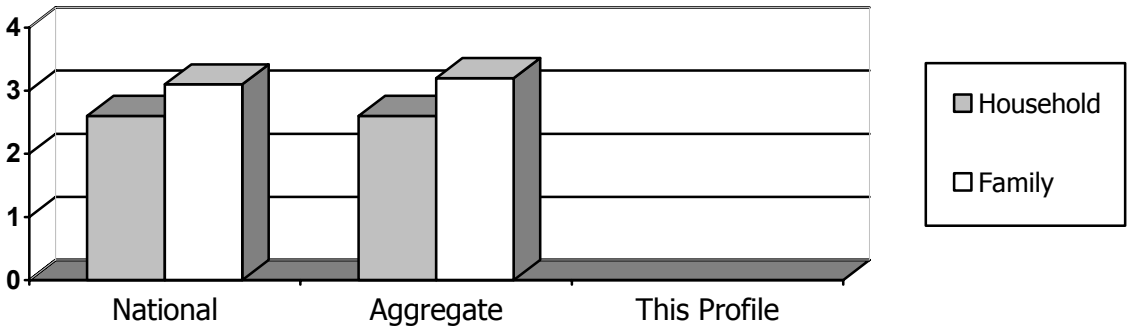
Foundation	Percent of All Households		Percent of 65+ Households		Percent of Households who are 65+	
	Owned	Rented	Owned	Rented	Owned	Rented
Gulf Coast C.F. Venice	80.4	19.6	89.7	10.3	49.4	23.4
Cape Cod Fndtn.	76.8	23.2	85.7	14.3	36.0	19.9
C.F. of Broward	69.5	30.5	85.0	15.0	31.3	12.6
Arizona C.F.	68.0	32.0	83.9	16.1	27.2	11.1
New Mexico C.F.	70.0	30.0	83.3	16.7	24.1	11.3
C.F. of Bartholomew County	74.3	25.7	83.0	17.0	22.4	13.2

Foundation	Percent of All Households		Percent of 65+ Households		Percent of Households who are 65+	
	Owned	Rented	Owned	Rented	Owned	Rented
Fndtn. for the Mid South	69.6	30.4	82.1	17.9	25.5	12.7
Humboldt Area Fndtn.	59.7	40.3	81.7	18.3	29.3	9.7
C.F. of the Eastern Shore	69.8	30.2	81.4	18.6	30.0	15.8
S. MN Initiative Fndtn.	77.2	22.8	80.4	19.6	24.7	20.4
Delaware County C.F.	71.9	28.1	79.5	20.5	28.8	19.0
Grand Rapids C.F.	70.3	29.7	79.2	20.8	19.9	12.3
C.F. For SE Michigan	71.8	28.2	79.1	20.9	22.4	15.1
Northland Fndtn.	77.7	22.3	78.7	21.3	26.9	25.3
Oregon C.F.	64.3	35.7	78.4	21.6	25.5	12.6
Montgomery County Fndtn.	73.5	26.5	77.6	22.4	24.9	19.9
Dallas Foundation	52.6	47.4	77.5	22.5	20.4	6.6
Topeka C.F.	67.4	32.6	77.4	22.6	24.9	15.1
Minneapolis Foundation	74.6	25.4	77.1	22.9	20.7	18.0
Rose C.F.	66.7	33.3	76.8	23.2	16.9	10.2
Maine C.F.	71.6	28.4	76.2	23.8	24.2	19.1
Princeton Area C.F.	67.0	33.0	75.6	24.4	24.9	16.3
Rochester Area C.F.	68.2	31.8	74.3	25.7	23.2	17.2
Saint Paul Fndtn.	72.2	27.8	74.2	25.8	16.4	14.8
Chicago Community Trust	57.9	42.1	72.3	27.7	25.6	13.5
San Francisco Fndtn.	58.9	41.1	72.0	28.0	22.4	12.5
Baltimore C.F.	60.2	39.8	70.5	29.5	26.6	16.9
California C.F.	47.9	52.1	67.6	32.4	24.3	10.7
Kalamazoo C.F.	47.7	52.3	64.2	35.8	23.1	11.7
New York Community Trust	30.2	69.8	40.1	59.9	26.4	17.1
Aggregate of all listed	**60.6**	**39.4**	**73.5**	**26.5**	**24.6**	**13.7**
Nation as a whole	**66.2**	**33.8**	**78.1**	**21.9**	**24.8**	**13.6**

Housing Costs

Household Size

Average Persons Per Unit



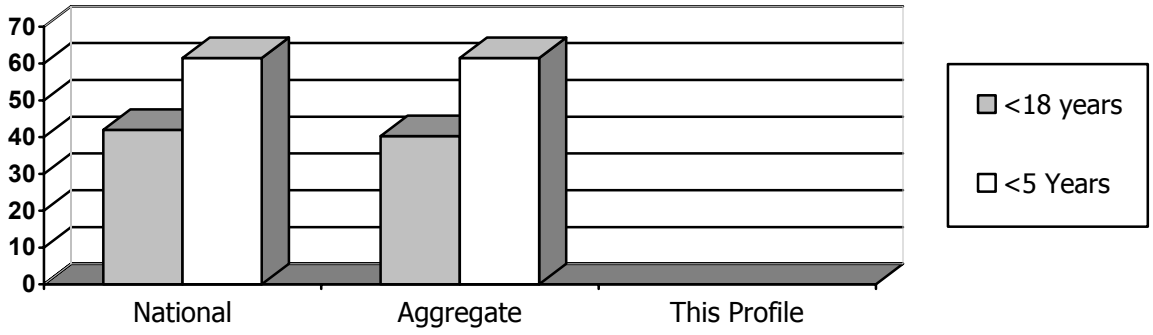
Household Size Data for All Foundations,
by Avg. Persons Per Household
(2000 Census)

Foundation	Avg. Persons Per Household	Avg. Persons Per Family
San Francisco Fndtn.	3.3	4.1
California C.F.	3.0	3.6
Chicago Community Trust	2.7	3.4
Dallas Foundation	2.7	3.3
Arizona C.F.	2.6	3.2
C.F. For SE Michigan	2.6	3.2
Delaware County C.F.	2.6	3.2
Fndtn. for the Mid South	2.6	3.1
Grand Rapids C.F.	2.6	3.2
New Mexico C.F.	2.6	3.2
New York Community Trust	2.6	3.3
Princeton Area C.F.	2.6	3.2
Saint Paul Fndtn.	2.6	3.2
C.F. of Broward	2.5	3.1
C.F. of Bartholomew County	2.5	3.0
Oregon C.F.	2.5	3.0
Rochester Area C.F.	2.5	3.1
Rose C.F.	2.5	3.1
S. MN Initiative Fndtn.	2.5	3.0

Foundation	Avg. Persons Per Household	Avg. Persons Per Family
Minneapolis Foundation	2.5	3.1
Montgomery County Fndtn.	2.5	3.1
Baltimore C.F.	2.4	3.1
C.F. of the Eastern Shore	2.4	2.9
Humboldt Area Fndtn.	2.4	3.0
Maine C.F.	2.4	2.9
Topeka C.F.	2.4	3.0
Kalamazoo C.F.	2.3	3.0
Northland Fndtn.	2.3	2.9
Cape Cod Fndtn.	2.3	2.8
Gulf Coast C.F. Venice	2.1	2.6
Aggregate of all listed	**2.6**	**3.2**
Nation as a whole	**2.6**	**3.1**

Grandchildren in Household

Percent of Grandparents Responsible for Grandchildren



Grandchildren Data for All Foundations,
by Percent of Grandparents Responsible for Grandchildren under 5
(2000 Census)

Foundation	Grandparents living w/ Grandchildren <18	% Responsible for..	
		Age(s) <18	Age(s) <5
S. MN Initiative Fndtn.	4,509	40.5	74.9
Northland Fndtn.	2,735	47.3	70.6
Minneapolis Foundation	45,217	39.1	70.1
Saint Paul Fndtn.	11,289	33.9	69.3
Oregon C.F.	51,169	43.2	67.9

Foundation	Grandparents living w/ Grandchildren <18	% Responsible for..	
		Age(s) <18	Age(s) <5
Arizona C.F.	114,990	45.4	67.8
Topeka C.F.	2,622	51.5	66.8
Grand Rapids C.F.	7,254	43.7	66.5
Maine C.F.	13,053	38.9	65.5
Kalamazoo C.F.	1,002	46.2	63.9
Rochester Area C.F.	16,150	41.8	63.8
Rose C.F.	36,544	39.0	63.6
California C.F.	308,530	28.7	63.6
New Mexico C.F.	46,014	52.2	63.3
Dallas Foundation	58,182	45.3	63.1
C.F. For SE Michigan	94,887	40.3	62.7
Cape Cod Fndtn.	5,984	30.9	62.1
San Francisco Fndtn.	112,482	30.1	61.8
Delaware County C.F.	10,319	34.5	60.2
Chicago Community Trust	154,253	38.1	59.7
Gulf Coast C.F. Venice	5,834	43.9	59.4
Fndtn. for the Mid South	264,292	56.3	59.2
Humboldt Area Fndtn.	2,674	54.0	58.0
C.F. of Bartholomew County	910	62.2	57.6
New York Community Trust	229,133	36.6	57.6
Montgomery County Fndtn.	10,226	30.8	56.7
C.F. of Broward	34,557	37.6	56.6
C.F. of the Eastern Shore	4,423	47.4	55.6
Princeton Area C.F.	7,141	35.1	55.3
Baltimore C.F.	42,710	47.3	51.4
Aggregate of all listed	**1,687,796**	**40.3**	**61.5**
Nation as a whole	**5,771,671**	**42.0**	**61.5**

Appendix A: Methodological Summary

This report is generated from a database with nearly one million cells[8] of information pertaining to the twenty core concepts in the report. Each of those concepts is measured with up to a dozen variables (subject to limitations discussed in Appendix D: Data Limitations, beginning on page 75). Those typically measures came from two separate surveys (discussed in Appendix B: Data Sources, beginning on page 71), one of which is interfaced through two dozen tabular forms, of dozens available. Those forms were repeatedly regenerated for the specific geographic areas covered by profiled community foundations (see Appendix C: Geographic Areas Covered), defined through 2,000 zip codes that encompass 76 counties, eight additional towns or cities, and six zip code areas not part of larger aggregations, as well as eight entire states.

The data used in preparation for this report was accessed, and are available, through web-interfaced direct access to data from the Diennial Census (such as through Fact Finder and its component subsites). Appendix E: Web References (beginning on page 77) provides an annotated list of these resources. Note that data in this report is not always in the same format as available in those tables, due to conversions such as to percentages as well as calculations of ratios unreported by the Census, such as the percentage of owned homes which are 65-and-over households. Moreover, confirming data for some measures is available, though was not considered, from supplementary files (such as from the Economic Census, which occurs every five years) and through HTTP and FTP access to raw data files.

[8] Beyond columns of variables directly reported, and rows for geographic areas covered, additional cells were needed for data conversion, aggregation, validation, comparison, and for other methodological and administrative purposes.

Appendix B: Data Sources

Decennial Census

The bulk of the data is from the 2000 Census of Population and Housing, the 31st decennial United States census, enumerated on April 1, 2000. More specifically, most of the data come from the Bureau's Summary File 1, also known as "SF1". This file contains the data reported on the so-called "short form", a basic demographic survey. Because that survey is, at least in principle, distributed to all households, it is said to provide the "100 percent data" or "count data".

The Bureau also distributes a "long form" which takes additional measures, including marital status, language, education, income and poverty, industry and occupation, and veteran, disability, and employment status. This long form is submitted to only a sample of the population – roughly one out of every six households. The data, provided in "SF3" files, are thus weighted, by the Census Bureau, with each household in the file representing six or seven in the full population. (This weighting may generate inconsistencies, as noted in Appendix D: Data Limitations.)

Some additional data, and cross-comparisons of data, were provided by the Census Bureau's Demographic Profiles. Drawing on both SF1 and SF3 data, and available prior to the full data's release, these profiles provide general characteristics for a variety of geographic designations, including cities ("places" or "MSAs"), counties, states, and the nation.

In all instances, wherever possible, data was ascertained at the zip code level, according to lists provided by the community foundations (and itemized in Appendix C: Geographic Areas Covered). The Census Bureau reports data through its own Zip Coe Tabulation Areas (ZCTAs), which generally approximate U.S. Postal zip code areas; several related Bureau documents are noted in Appendix E: Web References.

American Community Survey

Atlantic Philanthropies, as well as the Community Experience Partnership grantees (including The Saint Paul Foundation), has a particular interest in those 60 years old and older. One set of Bureau presentations does focus on the 60-and-older population. However, these presentations – "General Characteristics for Population 60 and Over" – are derived not from the decennial U.S. census but from the American Community Survey (ACS), one of many Bureau projects which occur in the interim between decennial censuses.

Moreover, ACS data, as the Bureau notes, "is not available for a selected United States geography if its total population is less than 1,000,000 or if the population within the geography for the selected subject falls below a threshold of 65,000." While Census data was ascertained by zip code, in no instances were ACS data available by any of these zip codes, since those areas are below the ACS reporting threshold. For the many instances in which zip codes listed exhaustively covered one or more counties or states, attempts were made to acquire ACS data by these geographic aggregations. However, for only 11 of the 30 community foundations profiled were available for all geographic areas covered. (For an additional three foundations, ACS data were available for one or more, but not all, of the counties covered.)

In order to assess, as closely and comprehensively as possible, the population of interest, some profiles thus make use of 2005 ACS data in addition to the 2000 Census data, although that data is *not* included in this profile, since The Saint Paul Foundation's geographic areas are not detailed in available ACS data.

Age-Based Census Data

Census Bureau data is typically available only at the level of geographic areas (block, tract, place, country, etc.). Except under unusual (and heavily restricted) instances, the data is not available at the respondent level, which would permit aged-based breakdowns of every measure in this report, broken at any particular age, such as 60.

A variety of Bureau products and presentation elements (primarily tables and mps) *do* provide breakdowns by age and a variety of other demographic variables. On occasion, data is available by narrower ranges, such as five-year increments, which permits a description of those 60-and-older, as well as a comparison of that group to others and/or to the entire population. More commonly, the threshold is 65, and narrower ranges are not provided that would allow reconfiguration around age 60; in these instances, 65-and-older data is presented (supplemented with 2005 ACS data, as noted below). In still further instances, 2000 Census data is not disaggregated or otherwise available by age at all; in these instances, the available, fully aggregated data are presented, supplemented with 2005 ACS data when possible.

Appendix C: Geographic Areas Covered

Foundation Name/Website	Project Title	Areas Covered
Arizona Community Foundation www.azfoundation.org	Good Work for Arizona	Statewide (Arizona)
Baltimore Community Foundation www.bcf.org	Baltimore Seniors as Resources (BSAR) Project	50 zip codes covering Baltimore County, Baltimore City, and parts of Anne Arundel, Carroll, Frederick, Harford, and Howard Counties, MD
California Community Foundation www.calfund.org	The Multicultural Dimensions of Civic Engagement Among Older Adults in Los Angeles County	212 zip codes covering Los Angeles County, CA
Community Foundation For S.E. Michigan www.cfsem.org	Community Experience Partnership	282 zip codes covering Livingston, Macomb, Monroe, Oakland, Saint Clair, Washtenaw, and Wayne Counties, MI
Community Foundation of Broward www.cfbroward.org	Community Experience Partnership: Engaged for Good	49 zip codes covering Broward County, FL
Community Foundation of the Eastern Shore www.cfes.org	Shore Wisdom Network Needs Assessment	57 zip codes covering Dorchester, Somerset, Wicomico, and Worcester Counties, MD
Delaware County Community Foundation www.delcocf.org	Redefining Middle Age	57 zip codes covering Delaware County, PA
Foundation for the Mid South www.fndmidsouth.org	From Destruction to Development	Statewide for three states (Arkansas, Mississippi and Louisiana), MS
Grand Rapids Community Foundation www.grfoundation.org	Joining Strength to Strength	36 zip codes covering Kent County, MI
Gulf Coast Community Foundation Venice www.gulfcoast.org	Saging Sarasota County: Increasing Civic Engagement	49 zip codes covering Charlotte and Sarasota Counties, FL
Heritage Fund - The Community Foundation of Bartholomew County www.heritagefundbc.org	The Civic Boom!	10 zip codes covering Barthlomew County, IN
Humboldt Area Foundation www.hafoundation.org	Community Experience Partnership	Zip codes covering Del Norte, Humboldt, and Trinity Counties, CA
Kalamazoo Community Foundation www.kalfound.org	Engaging the Wisdom of Older Adults	12 zip codes covering Kalamazoo County, MI
Maine Community Foundation www.mainecf.org	Civic Seniors	Statewide (Maine)
New Mexico Community Foundation www.nmcf.org	Community Assessments/ Atlantic Philanthropies Aging Initiative Civic Engagement: Older Adults/Aging	Statewide (New Mexico)
New York Community Trust nycommunitytrust.org	New York City Community Experience Partnership	New York City, NY
Northland Foundation www.northlandfdn.org	Northeastern Minnesota Aging Initiative: Engaging Older Adults for Civic Good	115 zip codes covering 7 counties (Aitkin, Carlton, Cook, Itasca, Koochiching, Lake, and St. Louis, MN)

Foundation Name/Website	Project Title	Areas Covered
Oregon Community Foundation www.ocf1.org	Oregon Community Experience Partnership	Statewide (Oregon)
Princeton Area Community Foundation www.pacf.org	Civic Engagement and Older Adults: Mercer County, NJ, Assessment	43 zip codes covering Mercer County, NJ
Rochester Area Community Foundation www.racf.org	Connecting Seniors for Tomorrow's Community	159 zip codes covering 6 counties (Genesee, Livingston, Monroe, Ontario, Orleans, and Wayne, NY)
Rose Community Foundation www.rcfdenver.org	Boomers Leading Change	209 zip codes covering 6 counties in/around Denver (Adams, Arapaho, Broomfield, Denver, Douglas, and Jefferson, CO)
Southern Minnesota Initiative Foundation www.smifoundation.org	Town Meeting Initiative: Living Your Best Life "Communities Embracing Active Aging"	20 counties (Blue Earth, Brown, Dodge, Faribault, Fillmore, Freeborn, Goodhue, Houston, Le Sueur, Martin, Mower, Nicollet, Olmsted, Rice, Sibley, Steele, Wabasha, Waseca, Watonwan and Winona, MN)
The Cape Cod Foundation www.capecodfoundation.org	HOPE (Helping Older People Engage) for the Future	67 zip codes covering Barnstable County and parts of Nantucket and Dukes Counties, MA
Chicago Community Trust www.cct.org	Chicago Civic Engagement for Older Adults	159 zip codes covering Cook County, IL
The Dallas Foundation www.dallasfoundation.org	Civic Engagement of Older Adults in Dallas County	82 zip codes covering Dallas County, TX
The Minneapolis Foundation www.minneapolisfoundation.org	Fast Forward: Engaging Boomers for Civic Success	Statewide (Minnesota)
The Montgomery County Foundation, Inc. www.mcfoundationinc.org	Learners into Leaders: Engaging Elders in Personal and Community Change Through Civic Engagement	Montgomery County, PA
The Saint Paul Foundation www.saintpaulfoundation.org	Experience for Minnesota	3 counties (Ramsey, Dakota and Washington, MN)
The San Francisco Foundation www.sff.org	The Bay Area Legacy Project	5 counties (Alameda, Contra Costa, Marin, San Francisco, and San Mateo, CA)
Topeka Community Foundation www.topekacommunityfoundation.org	Civic Engagement: Baby Boomers & Beyond	40 zip codes covering Topeka (in Shawnee County), KS

Appendix D: Data Limitations

While the methodological design of the Census is notably rigorous, several notable features of the available data may be of interest to readers of this profile. These include the sampling of respondents, the weighting of data, the availability of measures, and comparisons across time.

Sampling

Whereas the Census Bureau's data collection instruments are distributed to households, not persons, the generated data are thereby limited to the *household* population and exclude those elements of the population living in institutions, college dormitories, and some other group quarters.

Weighting

The process of weighting SF3 sample data – noted in Appendix A: Methodological Summary– enables that data to better reflect the entire population. However, that weighting process also results in some figures which do not match SF1 data, including some population totals, racial breakdowns, and housing measures. These differences become more pronounced at smaller geographic areas, especially anything below the county level.

Measures

Reasonable efforts were made to obtain applicable and appropriate data on a list of requested measures, for each of more than a thousand zip code, cites, counties, and states. However, some measures (eight of twenty-eight) were either not available or not readily available either by sub-state geographic areas, or for those aged 60 and older. These include four cultural measures (political status, political ideology, computer literacy, and religious denomination), three measures of well-being (health status, health insurance, and access to affordable healthcare), and one economic measure (vehicle ownership).

The Census Bureau does not measure, and does not directly or indirectly cite others who measure, political status or political ideology. The Census also does not measure computer *literacy*. It does measure computer and internet use, as well as on health insurance, as part of the Current Population Survey, but only some state data, and non sub-state data, are available via the web data was not easily attainable. The American Religious Identification Survey is the leading source for data on religious denomination, and is cited by the Census Bureau, but is not publicly available by zip code. Health measures and vehicle ownership data are

collected via the Bureau's Survey of Income and Program Participation, a multistage-stratified panel study with sample sizes as small as 14,000 and not available by zip code.

Comparisons

Longitudinal comparisons (across time) would require comparable data, preferably from the same source, from some other year. Many of the measures in this profile are also available in comparable files for the 1990 census, for example. Data from these files are also accessible via links provided in Appendix E: Web References.

While data in this report come from both 2000 and 2005, comparisons across the intervening time period are ill-advised. Data from the two years were collected via different methodologies and for different purposes. Moreover, age ranges are often not comparable. (Indeed, the reason for including 2005 data was to address the Partnership's focus on those 60 and older.)

Appendix E: Web References
Portals

Census Gateway (central access to all Bureau products)
http://www.census.gov/main/www/cen2000.html

Fact Finder (tables, maps, and reports in topical subgroups, for Census & ACS)
http://factfinder.census.gov

Hometown Locator (matching of zip codes and counties; basic demographics)
http://www.hometownlocator.com/

Data Files

SF1 Data
http://www.census.gov/Press-Release/www/2001/sumfile1.html

SF3 Data
http://www.census.gov/Press-Release/www/2002/sumfile3.html

Comparing SF1 and SF3
http://www.census.gov/Press-Release/www/2002/sf3compnote.html

Area Files

1999 U.S. Postal Service Zip Codes
http://www.census.gov/geo/www/tiger/zip1999.html

Zip Code Tabulation Areas
http://www.census.gov/geo/ZCTA/zcta.html

Gazetteer Files
http://www.census.gov/geo/www/gazetteer/gazette.html

Additional Topical Data

Age Data
http://www.census.gov/population/www/socdemo/age.html

Economic Census
http://www.census.gov/econ/census02/

The Civic Engagement of Baby Boomers:

Excerpts from the Community Survey

This survey was administered by phone to a random sample of older adults living in Ramsey County in 2003. The following questions were used in this analysis. Possible responses are indicated below each question.

1. Do people in the neighborhood make it a difficult place to live?

   Yes/No

2. Do you get involved with many community activities?

   Yes/No

3. In the past month, have you participated in any of the following activities?

   Religious services
   Other activities or events associated with your religious affiliation?
   Community social groups (For example, a city seniors club, or community center or senior center groups)?
   Civic group meetings and/or activities (For example, VFW, Lion's Club, Kiwanis)?
   Community events (For example, library events, school events, block group events)?
   Planning District or City Council meetings?

4. What is your employment status? Are you...

   Not retired and working
   Retired, but working,
   Retired and not working?

5. Why do you continue to work?

   Financial reasons,
   You like to work
   For other reasons? (PLEASE SPECIFY)

6. Do you help out in the community? (PROBE IF NECESSARY: Do you do any volunteer work?)

Yes/No

7. What type of community work do you do? (Open-ended)

8. On average, about how many hours per month do you spend doing this work? _____ (Number)

9. What prevents you from doing community work?

[DO NOT READ LIST. CODE ONE RESPONSE ONLY.]

Lack of opportunities that interest you

Still employed

Physically unable

Lack of transportation

Just not interested

Other (PLEASE SPECIFY: _____)

The Civic Engagement of Baby Boomers
Focus Group Questions

Older adult focus group questions

1. What do these terms mean to you?
   - Retirement
   - Volunteer
   - Working for the community
   - Social activism or working for a cause
2. Do you see yourself in any of these roles now? Please tell us what activities associated with these roles you are involved in. How often do you spend your time doing these activities?
3. Do you think your involvement in these activities will change over the next five years? How do you see them changing? Why?
4. What motivates you to: (or If they are not volunteering, ask, What would motivate you to:)
   - Be a volunteer
   - Work for a cause
   - Help out in your community
5. What, if anything, makes it difficult to:
   - Volunteer
   - Work for a particular cause or address a community need

   (Probe if first question is not understood or clear with: What barriers or obstacles keep you from doing so regularly or at all?)
6. As a volunteer, do you wish you could be more involved in the community?
7. Thinking of how old you are now, what would you like to be doing with your time 5 or 10 years from now?
8. When you think of your own gifts and talents, how would you like to use them? Where do you think your gifts and talents could be put to the best use?
9. Do you think you have gifts and talents that you don't use as much as you would like?
10. Is it reasonable and appropriate to expect people to do things like volunteer or work for a cause if they don't have much income?
11. What would make it possible for someone with limited income to think more seriously about doing things as a volunteer or contributing their time to help their community?
12. Do you think some kind of volunteer work should be paid, even if it is a small amount?
13. What kind of volunteering or community activities should be paid?

Community agency focus group questions

1. What resources are you aware of that help older adults become more involved in their communities (volunteerism and otherwise)?
2. What opportunities does your organization have for older adults to become engaged as volunteers?

3. Is your organization positioned to scale up its efforts to utilize the expertise of older adult volunteers, with the coming retirement of baby boomers? If so, how?

4. What support do you need to invest in redefining or repackaging volunteer opportunities to cater to older adult volunteers?

5. What community needs or issues do you think this group of volunteers are especially well suited to address?

The Civic Engagement of Baby Boomers:
Preparing for a new wave of volunteers

Community Assessment Report
Saint Paul Foundation
April 20, 2007

55 Fifth Street
Suite 600
Saint Paul, MN
55101

For More Information:
1-800-875-6167 or www.saintpaulfoundation.org