



Multicultural Study

2003

Time and Money:
An In-Depth Look at 45+
Volunteers and Donors



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Time and Money: An In-Depth Look at 45+ Volunteers and Donors

**Findings from a Multicultural Survey
of Americans 45 and older**

For AARP
October 2003

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Executive Summary

Americans have received a tremendous gift in the past 100 years—the doubling of life expectancy. Currently, a person aged 50 can expect to live another 30 years. Because of advances in medical care, this “third age” of life is as productive as any other time. This longevity bonus means that Americans may work longer, and also remain productive to the nation in other ways. As Marc Freedman states in his work *Prime Time*, “America’s burgeoning older population is poised to become the new trustees of civic life in this country.”¹ In fact, one could reasonably argue that the 45 and older population have already assumed this role, and that one example of this stewardship is older persons’ contributions through community service and charitable giving.

This AARP survey represents a comprehensive assessment of the extent of the community service and charitable giving practices of the population aged 45 and over.²

We know from other surveys that substantial proportions of 45 and older Americans volunteer, however the specific incidence levels can vary depending on definition, question wording, data collection methodology, and sampling procedures.

Overall incidence of volunteering has ranged from 34 percent of all adults in the 2002 United Way national survey who said that they had “volunteered for any

type of service in the past 12 months,” to the 59 percent saying they have volunteered or done community service work in the past year in a recent Peter Hart survey for Civic Ventures.

Independent Sector’s *Giving and Volunteering in the United States 2001* indicates that 44% of people aged 50 and over volunteer, with significant differences by age group (58% among those 50 to 64 volunteer, while 42% among those 65+ do so).

In designing this survey, AARP wanted to include representative samples of African-Americans, Hispanic-Americans, and Asian-Americans, and probe actual behavior among respondents that may be considered to have community impact, but might not be captured by traditional volunteering and giving questions.

This probing of behavior was suggested by the multicultural organizations that advised AARP in designing this study. Our advisors suggested that since many studies of volunteering and giving define these activities to be within organizations or other community structures, some of the community service and charitable giving *behaviors* among African-Americans, Hispanic-Americans, and Asian-Americans might be missed by traditional survey questions.

This expansion of how community service and charitable giving is measured obviously results in a greater assessment of *informal volunteering*, or those community

¹ Marc Freedman. “Prime Time: How Baby Boomers will Revolutionize Retirement and Transform America” p.19.

² The survey was undertaken by telephone with 2,069 Americans aged 45 and older, July 2 through July 30, 2003. A total of n=1,027 interviews were obtained among a national random digit dial (RDD) sample. Three oversamples resulted in 420 interviews with African-Americans, 415 with Hispanic-Americans, and 402 Asian-Americans.

service activities performed outside of organizations. However, this expansion of measurement is not just an effort to cast a wider net. Rather, if a primary goal of community service and charitable giving is positive social impact, then one has to consider all behaviors that support better communities. Many of these behaviors will be through organizations, while others will be informal within groups, or interpersonal among relatives, friends, and neighbors.

By looking into not only how people contribute within charitable, non-profit organizations, but also what they do on their own and in their communities for relatives and others, we found that most people aged 45 and over take on some role as a volunteer and contributor. Specifically:

- About half (51%) the 45 and older population report volunteering when asked the traditional question about community service—that they volunteer for a non-profit, charity, school, hospital, religious organization, neighborhood association, civic or other group. This percentage is similar to that reported by Independent Sector.
- An additional 36% reported behaviors that were not captured by the traditional volunteering question but could be considered to be in service to communities or persons.
- Although there are differences in the distinct community service activities among members of racial and ethnic groups in our sample, our assumption that African-Americans, Hispanic-Americans, and Asian-Americans are more likely to be involved in informal volunteering is not borne out by the survey. The questions designed to probe informal and individual volunteering reveal that members of *all races and ethnicities* are substantially involved in informal service to their communities.
- When questions measuring charitable giving are expanded to include non-organizational donations such as money given to family and non-family persons in need, we find that almost nine in 10 people have made charitable donations in the past year.
- Again, our assumption that members of racial and ethnic minorities are more likely to engage in informal donations to family or other persons is not borne out by the survey data. Members of all races/ethnicities do engage in this type of giving but are not more likely to do so than non-Hispanic whites.

FIGURE A: PERCENT OF ADULTS 45 AND OLDER SAYING THEY VOLUNTEERED IN TRADITIONAL QUESTION AND ADDITIONAL PERCENT FOUND VIA PROBING QUESTIONS

Q1. In the past 12 months, have you volunteered, that is given your time or skills, for a non-profit organization, a charity, school, hospital, religious organization, neighborhood association, civic or any other group? Q2. Now, aside from an organized group, in the last 12 months have you volunteered your time on your own to help your community or someone who was in need? That is, given your time without pay to help your community or to help someone who is not a member of your family? Q3–Q22. Did you volunteer in the last 12 months in some way to:... [List of 14 specific types and activities]

Base: All adults 45 and older 1,027. Oversamples: African-Americans 420; Hispanic-Americans 415; Asian-Americans 402.

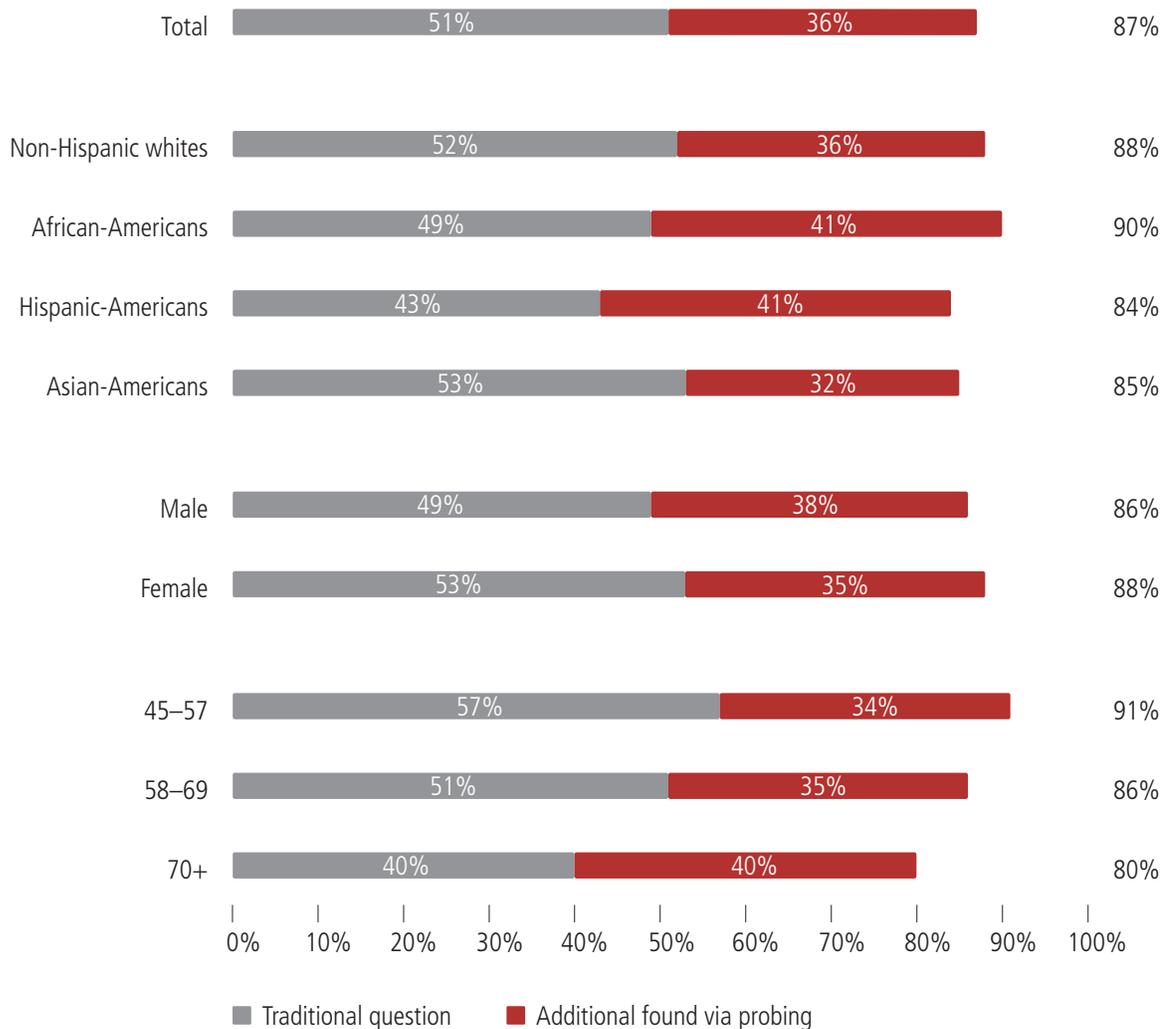
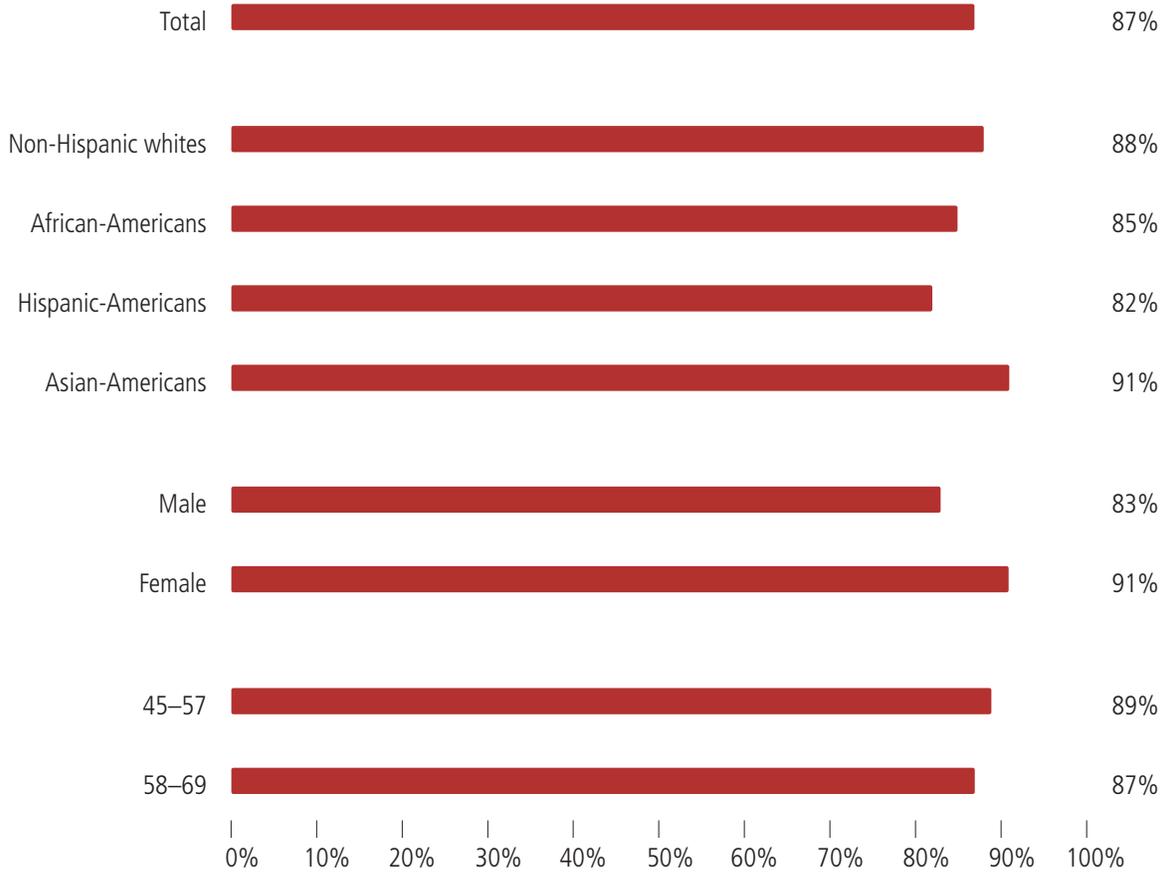


FIGURE B: PERCENT OF ADULTS 45 AND OLDER WHO PARTICIPATE IN GIVING

Q48–Q53. Since last July, have you given money or financial contributions to: ... [List of 6 organizations or individuals] **Q54. Have you donated money somewhere else or in some other way that I have not mentioned?**

Base: All adults 45 and older 1,027. Oversamples: African-Americans 420; Hispanic-Americans 415; Asian-Americans 402.



Summary of Findings

Level and Type of Volunteering

- 45 and older volunteers largely contribute their time sporadically—48% say they have no regular volunteer schedule, while 38% are regular volunteers, who pitch in each month.
- 45 and older volunteers average 15 hours of service per month. Of the different racial and ethnic groups surveyed, the most hours are reported by Hispanic-Americans—22 hours per month on average.
- Volunteers who are not employed average 19 hours per month compared to 12 hours by employed individuals, but the not employed are no more likely than the employed to be volunteers or to have regular volunteer commitments.
- The elderly and children are the most likely beneficiaries of 45 and older volunteers.
- Efforts to assist neighborhoods, disabled people, community and religious organizations, the environment, and animals are also popular causes of volunteers aged 45 and over.
- Volunteering independently—on one's own—is often more prevalent than volunteering through an organization. For example, about half of our sample reports that all of their efforts on behalf of the elderly are informal, while only 9% say they volunteer for organizations concerned with the elderly. Similarly, 26% report supporting

the environment on their own, whereas only 9% volunteer for environmental organizations.

- Organizational volunteering rises to a level similar to independent volunteering in only a few areas such as efforts for neighborhoods or communities, as well as supporting public servants, and helping homeless and hungry people.

The Scope of Charitable Giving

- Eight in 10 (87%) 45 and older persons have made donations to religious, public interest, educational, health, or arts organizations.
- About four in 10 (41%) of 45 and older persons donated to family members, while 32% gave money to non-related persons in need.
- About one quarter have given less than \$100, another quarter between \$100 and \$500, and one-third donated more than \$500 last year.

Motivations for Volunteering and Giving

- One of the top motivations among 45 and older volunteers and donors is a sense of personal responsibility to help others.
- In addition, 45 and older volunteers and donors want to be involved with organizations that have a good track record; they want to make a difference, and help the communities where they live. Affiliation with a religious organization is also a motivation for many volunteers and donors.
- Personal interests also play a role. Volunteering can make the lives of 45

and older volunteers more satisfying by keeping them active or employing their skills for community needs.

- Another important motivation among 45 and older volunteers and donors was a stronger need to do something since the tragedy of 9/11.

Civic Engagement

- Civic engagement can be considered a type of community service in that healthy communities depend on involved citizens. Among middle age and older persons, civic engagement is largely limited to voting, discussing issues, and community activities through their religious organizations. Less than a third of this population directly contact elected officials, attend neighborhood or local government meetings, write letters to media, or take part in demonstrations.
- There is an obvious link between civic engagement and likelihood to volunteer. Thirty-eight percent of volunteers fall into the “highly engaged” category (report involvement in four or more civic engagements), whereas only 7% of non-volunteers can be classified as “highly engaged.” Similarly, 38% of those who have donated money in the last 12 months are highly engaged civically, as opposed to 7% of non-donors.

Synergy between Volunteering and Giving

- People age 45 and older who volunteer almost always are donors as well. Fully 92% of volunteers report having made a donation or donations in the last 12 months.

- The level of giving also mirrors the *regularity* with which people participate as volunteers. For example, only 24% of people 45 and older who gave \$100 or less last year are regular monthly volunteers, but 63% of those giving over \$500 are regular volunteers.
- Participation as volunteers and as donors rises with socio-economic measures, health, and frequency of attending religious services. They are most likely to be well off financially, to be in better health, and to be affiliated with religious organizations—which are among the most likely recipients of their donations and volunteer efforts.

The Role of Race and Ethnicity in Volunteering and Giving

The results of the survey indicate that African-Americans, Asian-Americans, Hispanic-Americans and non-Hispanic whites are more similar than dissimilar in their actions and motivations to give of their time and money.

- African-Americans are among the most active volunteers, and are especially likely to report volunteering on their own, apart from organizations. Their efforts focus on homeless and hungry people, the rights of minorities, religious institutions, neighborhoods, and people who need tutoring.
- Asian-Americans are more likely to volunteer on occasion rather than regularly, and are most likely to support museums, theaters, libraries, or other cultural and arts organizations. On average they donate larger amounts of money to help others than do the other groups we queried.

- Hispanic-Americans volunteer the most hours per month. They are the most likely to provide help to other immigrants in this country and send money to help people in other countries.
- Non-Hispanic whites tend to donate more financially and are likely to volunteer to help animals, the environment and public servants.

Conclusion

Including many socially constructive activities performed outside of organizations in the expansion of how volunteering and charitable giving is measured is a cutting edge approach, and as such has problems as well as benefits. The primary benefit of this redefinition is the documentation of the many socially beneficial behaviors that help to make community life possible. But some have argued that this redefinition extends the character of volunteering to areas that may be regarded as just discrete acts of kindness or usual gestures witnessed among friends and neighbors.

Informal volunteering and giving has been recognized for years, but does inclusion of volunteer acts outside of organizations, and individual behaviors and donations that strengthen neighborhoods, broaden the concept of community service and charitable giving to the point where they are meaningless? No, the broadening of these concepts to include all behaviors that support better communities is required if the ultimate goal of community service and charitable giving is positive social change. The fact that probing informal and individual community service

behaviors resulted in the discovery of an additional one-third of volunteers indicates the value of this redefinition.

We believe this survey is a good start toward a more adequate understanding of the range of socially beneficial behaviors that create and sustain civil society. There is more work to do and a more refined definition of community service and charitable giving may result from this work, as well as a greater understanding of the impact of organizational, informal, and individual volunteering and giving. AARP welcomes this challenge and considers community service and charitable giving to be essential elements of *The Power to Make It Better*.™

Detailed Findings

I. Counting Heads

A. Measuring the Numbers Engaged as Volunteers

The great majority of the public is engaged in one way or another as volunteers—ranging from working full days in non-profit organizations, to helping needy neighbors, to taking part in single fund raising events for their community. Indeed, nearly nine in ten (87%) report some type and level of volunteerism in the last 12 months.

This strikingly high percentage of people who volunteered in the last 12 months was uncovered by a series of questions that probed the public’s activities in various ways. We first asked a traditional question about volunteering:

In the past 12 months, have you volunteered, that is given your time or skills, for a non-profit organization, a charity, school, hospital, religious organization, neighborhood association, civic or any other group?

About half of the public in each of the racial/ethnic groups in our study—African-Americans, Asian-Americans, Hispanic-Americans and non-Hispanic whites—identified themselves as engaged in this way.

We then asked if in the last 12 months the respondents had volunteered their time on their own to help their:

community or someone who was in need? That is, given your time without pay to help your community or to help someone who is not a member of your family?

We followed these general questions with a series asking about participation, both independently and with an organization, in a variety of endeavors, such as helping the elderly, the environment, local schools, and so forth. (A complete list appears on Figure 9.) This approach allowed us to uncover an additional third of the population (for the grand total of 87% volunteering) not recorded in the traditional question used to measure volunteering. (See Figures 1–3.)

B. The Found Volunteers

Who are the people in the additional third of the public who are helping others or advancing causes but do not initially report volunteering when the question is posed as efforts “for a non-profit organization, a charity, school, hospital, religious organization, neighborhood association, civic or any other group?” but who *do* identify volunteer activities when probed further? As the following figure shows, the largest portions are picked up among:

- Individuals with a high school education or less;
- Those in the lowest income bracket;
- People who rarely attend religious services; and
- Whose health is not the best.

In short, if we just ask about organizations in a single catch-all question, we tend to miss the contributions of people who have less resources, are less likely to attend religious services, and most likely have diminished energy by virtue of their health status—yet are providing community service at some level.

FIGURE 1: PERCENT OF ADULTS 45 AND OLDER WHO VOLUNTEERED IN LAST 12 MONTHS

Q1. In the past 12 months, have you volunteered, that is given your time or skills, for a non-profit organization, a charity, school, hospital, religious organization, neighborhood association, civic or any other group? Q2. Now, aside from an organized group, in the last 12 months have you volunteered your time on your own to help your community or someone who was in need? That is, given your time without pay to help your community or to help someone who is not a member of your family? Q3–Q22. Did you volunteer in the last 12 months in some way to: . . . (For full wording see questionnaire in Appendix B.)

Base: All adults 45 and older 1,027. Oversamples: African-Americans 420; Hispanic-Americans 415; Asian-Americans 402.

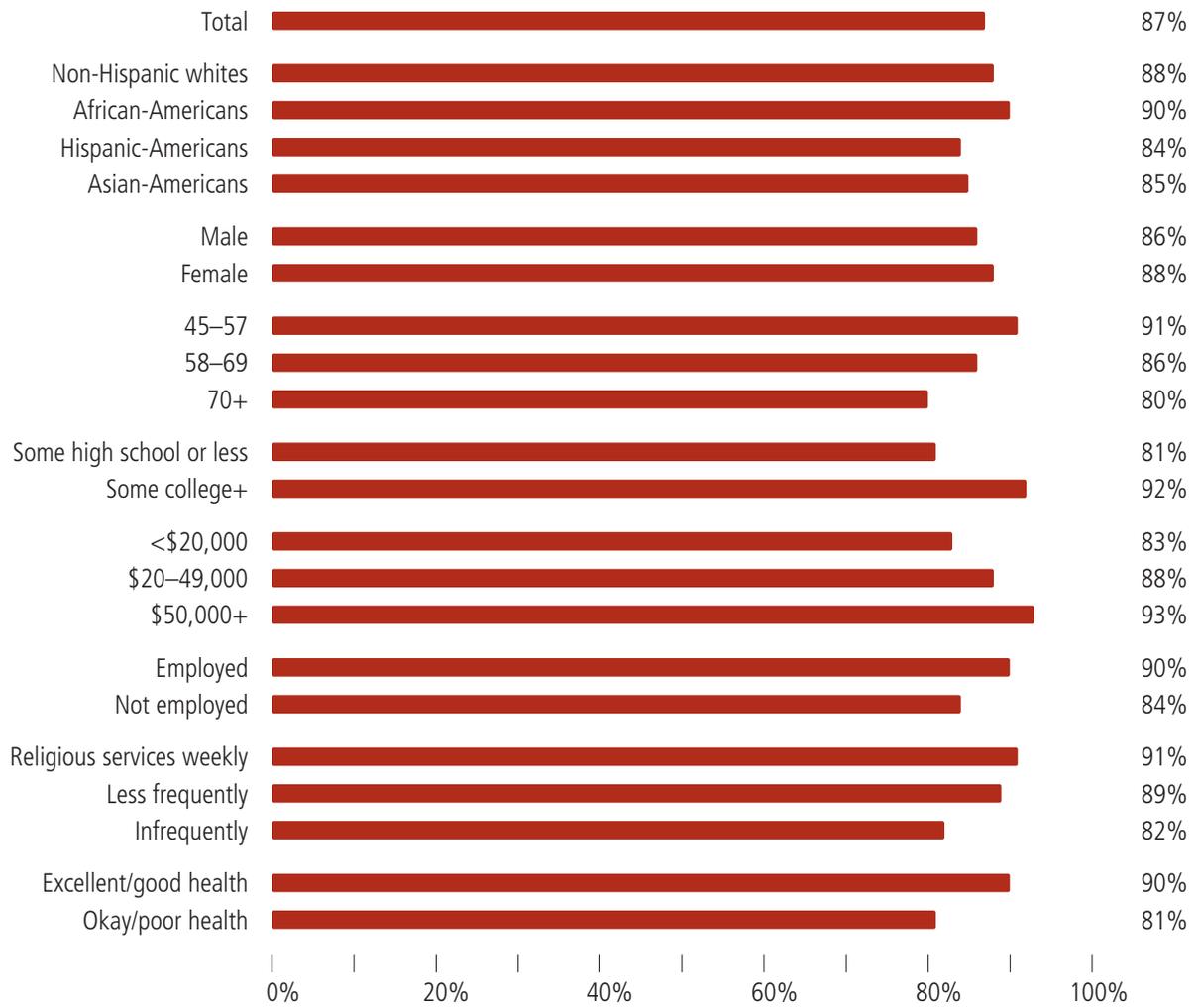
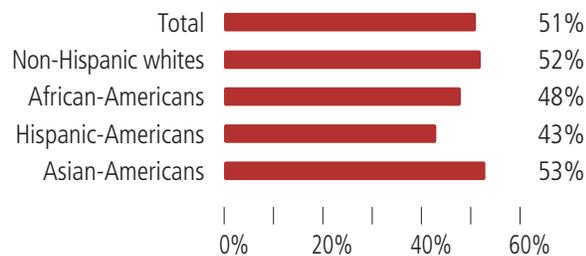


FIGURE 2: PERCENT OF ADULTS 45 AND OLDER SAYING THEY VOLUNTEERED FOR AN ORGANIZATION IN TRADITIONAL QUESTION

Q1. In the past 12 months, have you volunteered, that is given your time or skills, for a non-profit organization, a charity, school, hospital, religious organization, neighborhood association, civic or any other group?

Base: All adults 45 and older 1,027. Oversamples: African-Americans 420; Hispanic-Americans 415; Asian-Americans 402.



C. The Numbers Engaged in Organized and Independent Endeavors

We asked respondents to tell us whether they volunteer with *organizations* or volunteer *on their own independently*.

The results show large majorities of people are involved in both organized and independent volunteering.

- Seventy-two percent are engaged in at least one type of *formal, organized* community service effort, for example volunteering for a religious group, an organization that helps the elderly, or a neighborhood association.

- A similarly high percent (75%) say they help others *independently*, that is, give time to help others apart from an organization. Examples of this type of volunteer work include helping an elderly neighbor, mentoring a child, or cleaning up one's neighborhood.³
- The organized and independent volunteering efforts added together—that is counting people who volunteer independently only, with organizations only or both—result in the statistic of 87% volunteering. (See Figure 4.)

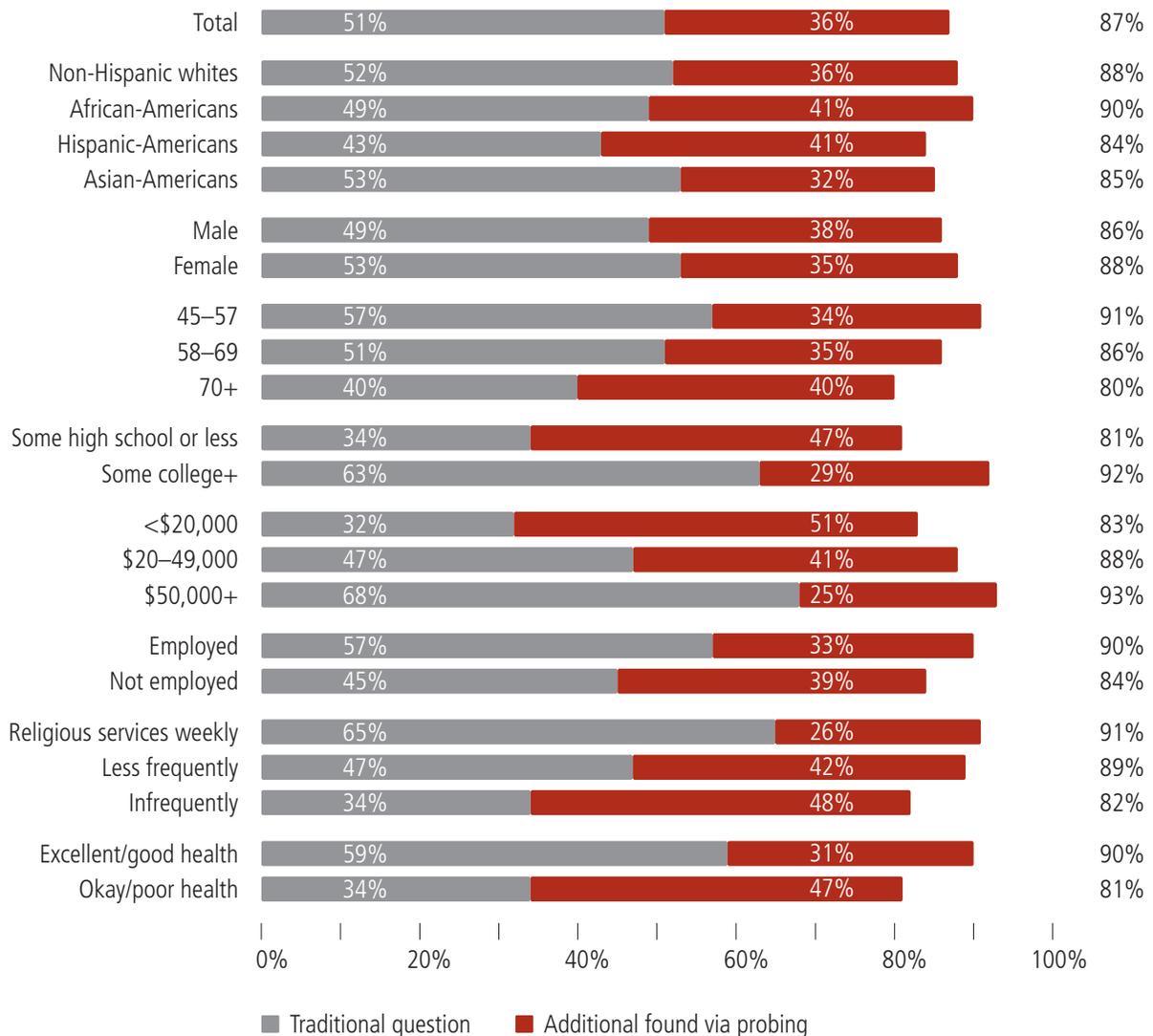
The levels of participation are fairly similar when we look at the data by ethnic or racial groups: great majorities in all four ethnic and racial groups we examined are engaged via an organization and independently. However, there are differences in the level of involvement depending on socio-economic and other demographic variables. Those differences are most pronounced among the volunteers in organizations.

³ Our series of questions asked respondents whether they volunteered for an organization, for others on their own, or both. In the case of "others" or "both," we followed up by asking whether the "others" were family members or non-relatives. This allowed us a) to obtain a more precise account of independent volunteering, and b) flexibility in our analysis of volunteering. That is, analysis could include "family volunteers" or exclude them. Only two percent of respondents reported volunteering only for family members, and the 75% doing some type of informal volunteering in Graph 3 excludes these family-only volunteers. In other words, 75% of respondents report volunteering on their own for others outside their family.

FIGURE 3: PERCENT OF ADULTS 45 AND OLDER SAYING THEY VOLUNTEERED IN TRADITIONAL QUESTION AND ADDITIONAL PERCENT FOUND VIA PROBING QUESTIONS

Q1. In the past 12 months, have you volunteered, that is given your time or skills, for a non-profit organization, a charity, school, hospital, religious organization, neighborhood association, civic or any other group? Q2. Now, aside from an organized group, in the last 12 months have you volunteered your time on your own to help your community or someone who was in need? That is, given your time without pay to help your community or to help someone who is not a member of your family? Q3–Q22. Did you volunteer in the last 12 months in someway to:... (For full wording see questionnaire in Appendix B.)

Base: All adults 45 and older 1,027. Oversamples: African-Americans 420; Hispanic-Americans 415; Asian-Americans 402.

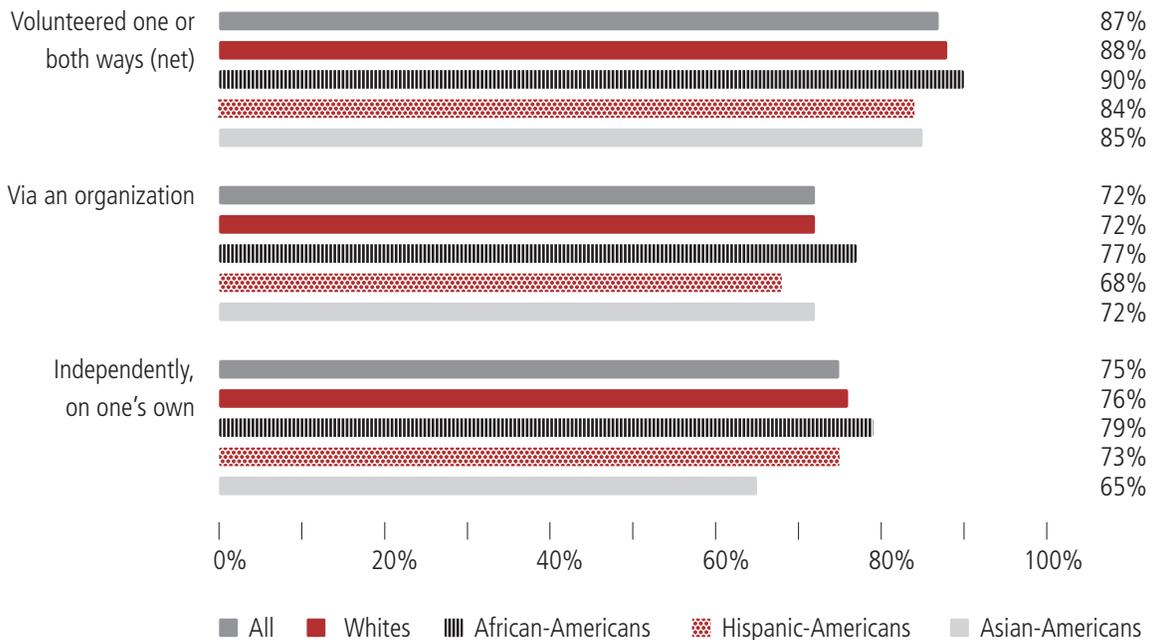


- People 45 and older with higher socio-economic status are more likely to have volunteered over the past year than are those with lower socio-economic status. For example 82% of those with a college education or higher, as compared to 58% of those with a high school education or less, have volunteered in organizations.
- Volunteering is also associated with the frequency with which one attends religious services: 84% among those who attend services weekly volunteer in organizations, compared to 53% among infrequent attendees.

FIGURE 4: PERCENT OF ADULTS 45 AND OLDER SAYING THEY VOLUNTEERED FOR ORGANIZATIONS AND ON THEIR OWN (PROBED)

Q1. In the past 12 months, have you volunteered, that is given your time or skills, for a non-profit organization, a charity, school, hospital, religious organization, neighborhood association, civic or any other group? Q2. Now, aside from an organized group, in the last 12 months have you volunteered your time on your own to help your community or someone who was in need? That is, given your time without pay to help your community or to help someone who is not a member of your family? Q3–Q22. Did you volunteer in the last 12 months in someway to: ... (For full wording see questionnaire in Appendix B.)

Base: All adults 45 and older 1,027. Oversamples: African-Americans 420; Hispanic-Americans 415; Asian-Americans 402.



- Health status matters as well: 77% of people who report being in excellent or good health volunteer in organizations and only 61% people who say their health is just okay or poor do so.

Figures 5 and 6 show the percents participating in organized and independent service, by these and other demographic variables.

FIGURE 5: PERCENT OF ADULTS 45 AND OLDER SAYING THEY VOLUNTEERED FOR ORGANIZATIONS (PROBED)

Q1. In the past 12 months, have you volunteered, that is given your time or skills, for a non-profit organization, a charity, school, hospital, religious organization, neighborhood association, civic or any other group? Q3–Q22. Did you volunteer in the last 12 months in some way to: ... (For full wording see questionnaire in Appendix B.) IF YES IN Q3–Q14: **Was that through an organization or on your own?** (ACCEPT BOTH)
 Base: All adults 45 and older 1,027. Oversamples: African-Americans 420; Hispanic-Americans 415; Asian-Americans 402.

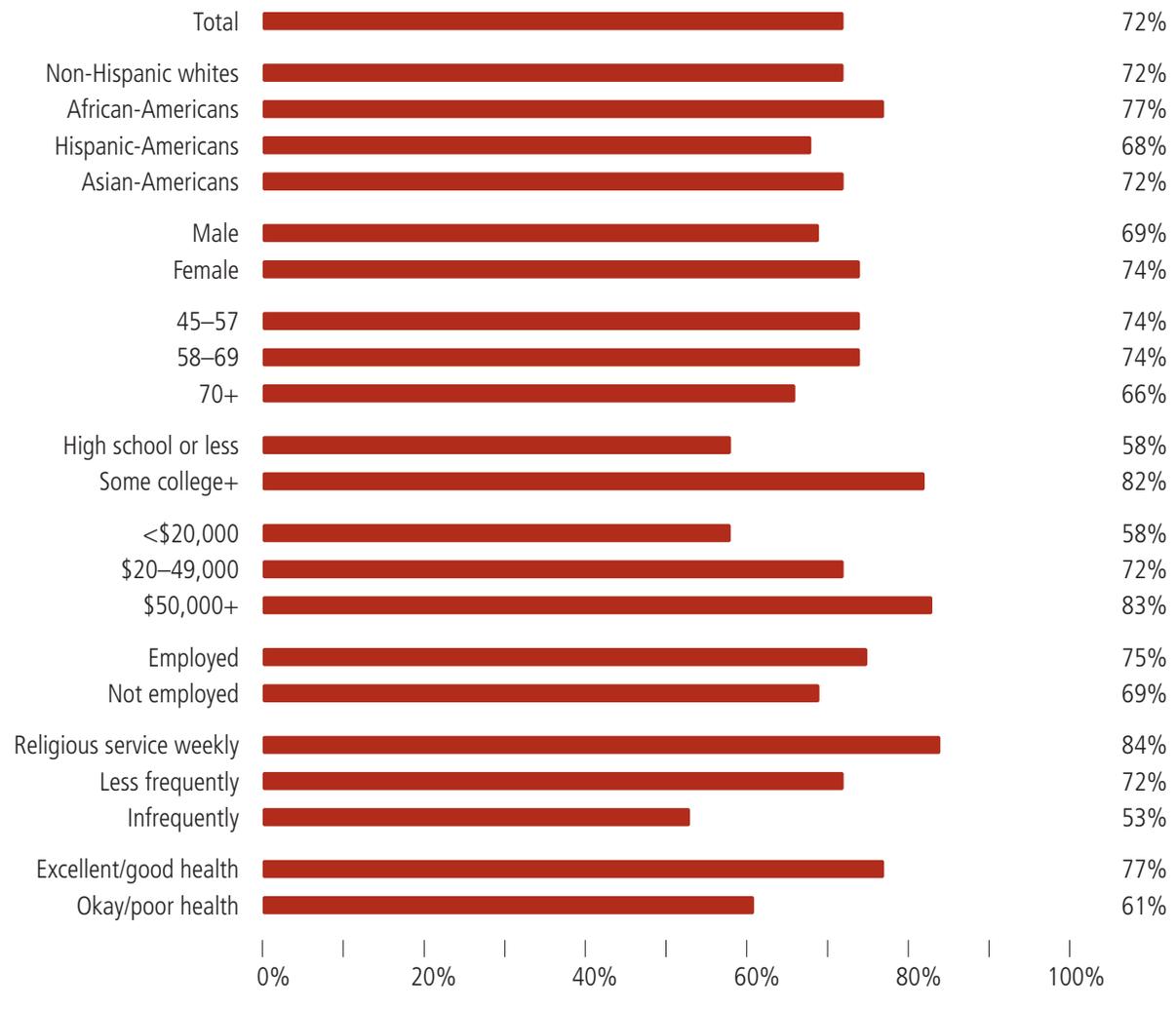
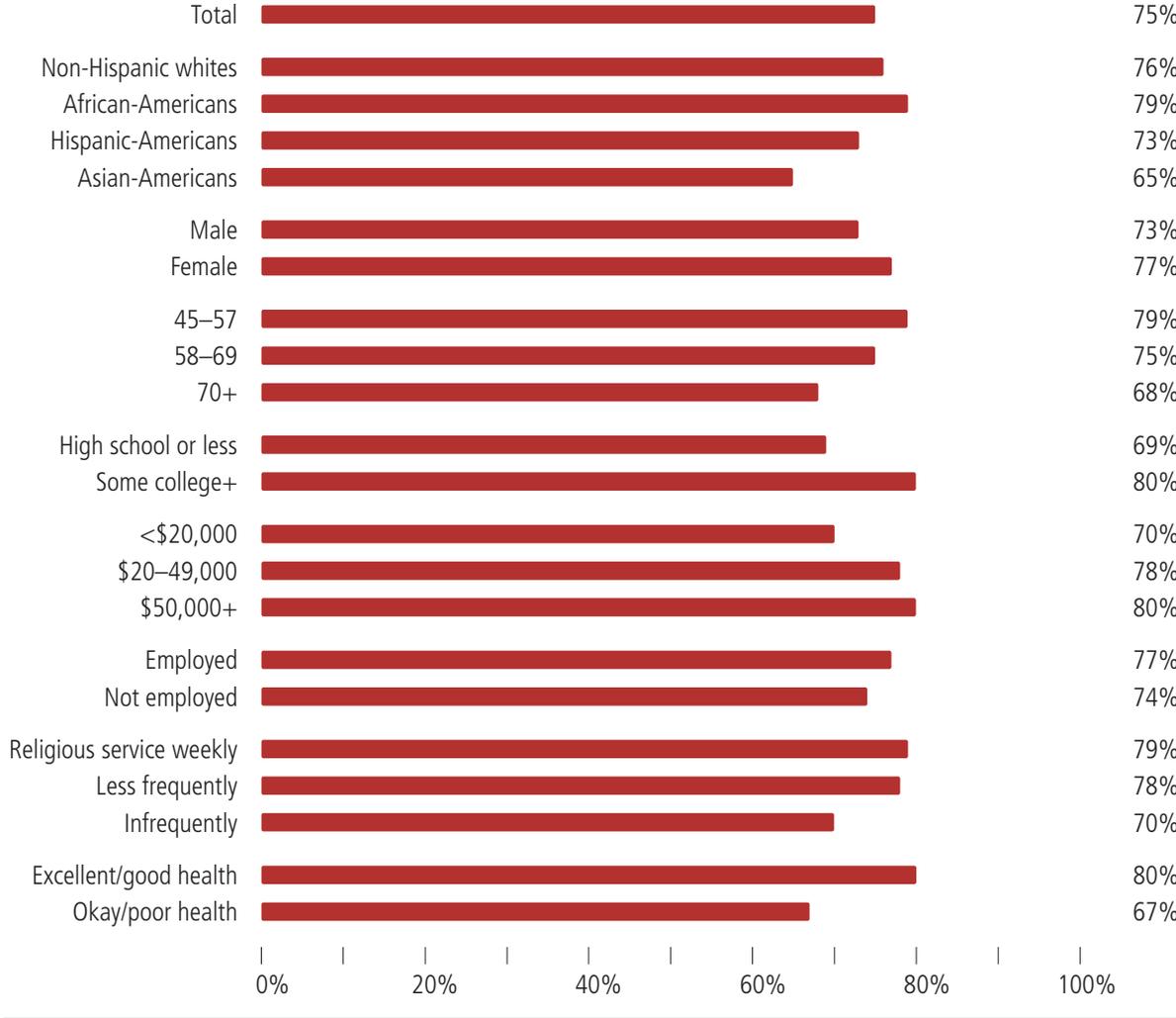


FIGURE 6: PERCENT OF ADULTS 45 AND OLDER SAYING THEY VOLUNTEERED ON THEIR OWN (PROBED)

Q2. Now, aside from an organized group, in the last 12 months have you volunteered your time on your own to help your community or someone who was in need? That is, given your time without pay to help your community or to help someone who is not a member of your family? Q3–Q14. Did you volunteer in the last 12 months in some way to: . . . (For full wording see questionnaire in Appendix B.) IF YES IN Q3–Q14: Was that through an organization or on your own? (ACCEPT BOTH)

Base: All adults 45 and older 1,027. Oversamples: African-Americans 420; Hispanic-Americans 415; Asian-Americans 402.



II. Level of Commitment

A. Regular v. Occasional Commitments

While we found a large number of people 45 and older volunteer in one way or another, questions about how much time individuals

actually spend giving their energies suggest that many are not regular volunteers.

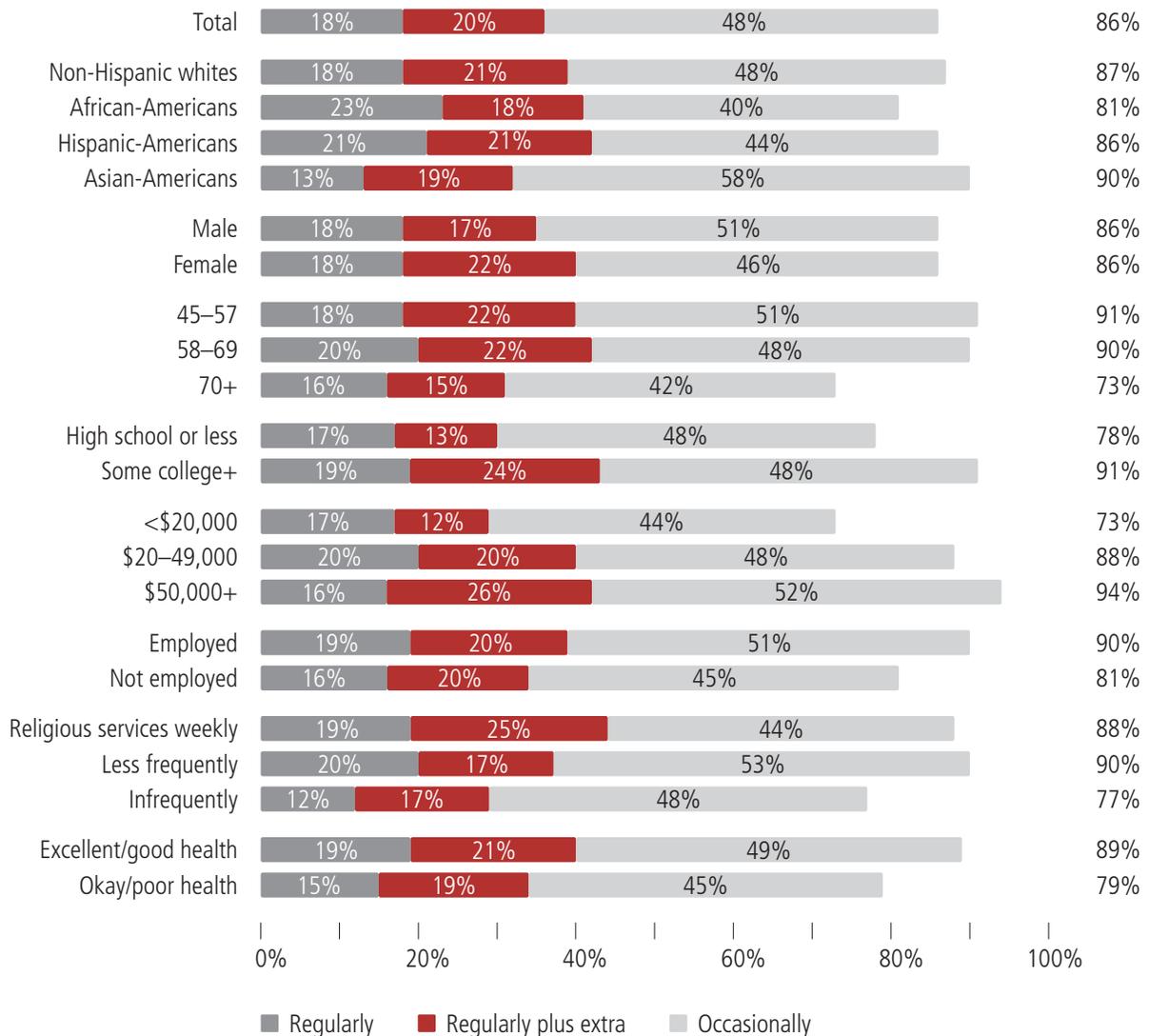
- About four in 10 volunteers 45 and up have regular community service commitments each month: 18% say their time commitment is the same each month and

FIGURE 7: PERCENT OF VOLUNTEERS WHO VOLUNTEER REGULARLY, OCCASIONALLY OR BOTH

Q24. IF YES TO ANY QUESTIONS Q1–Q22: Which of the following describes your volunteer activities?

A. I usually spend about the same amount of time volunteering my time each month, or B. I volunteer my time occasionally during the year when something comes up or for special projects or activities, or C. I volunteer a regular amount of my time each month as well as extra hours for special projects?

Base: All volunteers 45 and older 900. Oversamples: African-Americans 378; Hispanic-Americans 349; Asian-Americans 342.



another 20% both have regular commitments plus take on special projects.

- Nearly half of volunteers age 45 and over (48%) only volunteer from time to time, for a special project or activity.

(The remaining 14% either say they are not now continuing their volunteer commitments they reported having done in the last year or are not sure of their answers.)

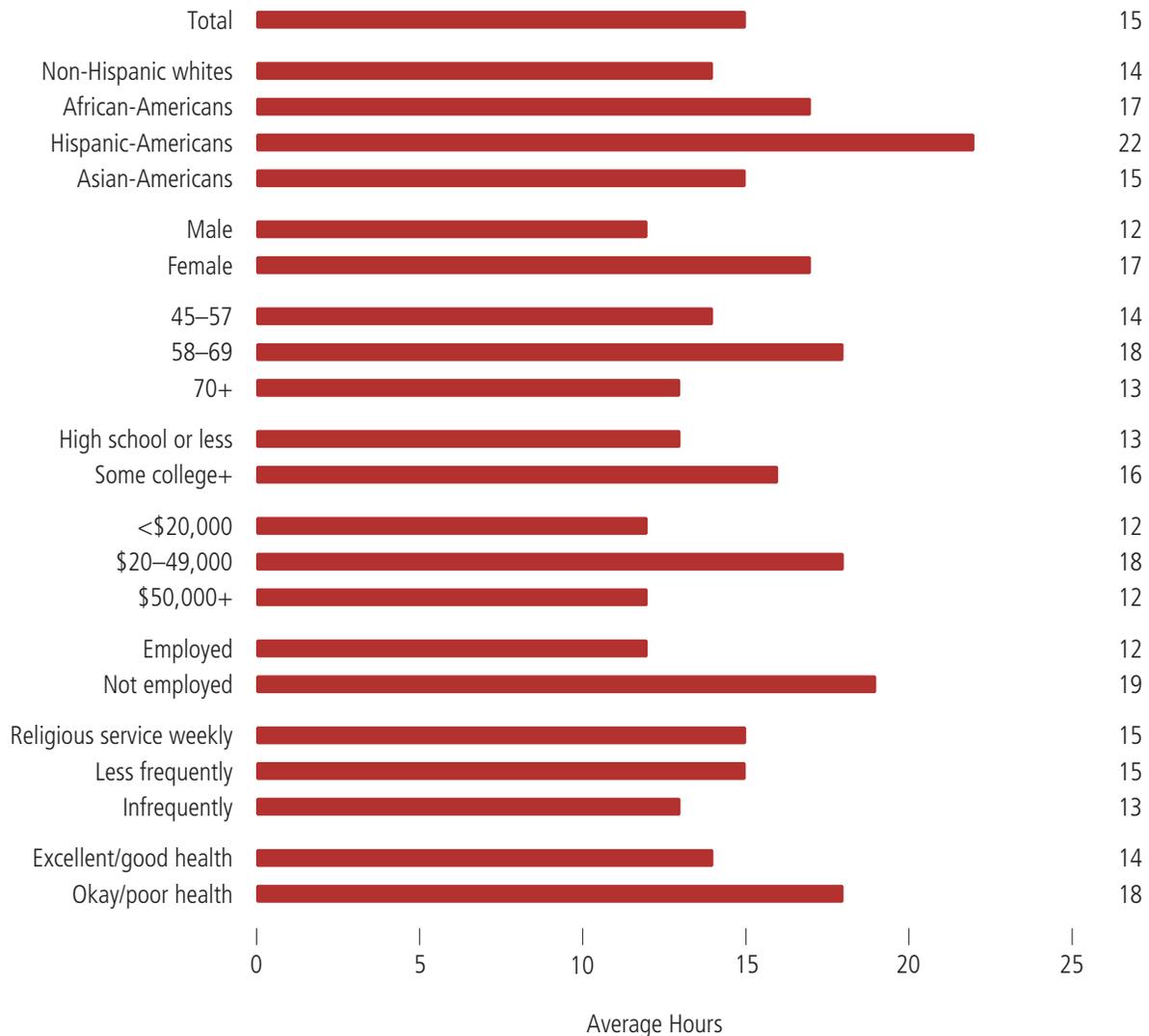
ments they reported having done in the last year or are not sure of their answers.)

- Looking at this question by race and ethnicity, Asian-Americans are the most likely to volunteer only occasionally (58%).

- The commitment level also varies according to socio-economic level. For

FIGURE 8: AVERAGE VOLUNTEER HOURS PER MONTH AMONG ALL VOLUNTEERS 45 AND OLDER

Q23. IF YES TO ANY QUESTIONS Q1–Q22: About how many hours a month on average do you spend helping others on your own or volunteering for organizations or causes? Just an estimate is fine.
 Base: All volunteers 45 and older 900. Oversamples: African-Americans 378; Hispanic-Americans 349; Asian-Americans 342.



example, more than four in ten of these who have been to college say they have a regular volunteer commitment, but only a quarter of those with high school education or less have such a commitment. (See Figure 7.)

B. Average Hours

The average time that volunteers 45 and older say they spend on volunteer activities is 15 hours per month.

- The most active are Hispanic-Americans who report 22 hours and African-Americans at 17 hours, as compared to non-Hispanic whites at 14 and Asian-Americans at 15.
- Additionally, women say they volunteer an average of 17 hours per month, while men report 12 hours.
- Among the different income groups those earning \$20,000 to \$49,000 volunteer more frequently (18 hours) than either those earning less than \$20,000 and those earning \$50,000 and more (12 hours for both).
- While people who are not employed are a little less likely to volunteer (See Figure 1), when they do volunteer they give more hours on average: volunteers who are not employed average 19 hours, while those who work average 12 hours.

(See Figure 8.)

III. What Americans 45 and Older Volunteer to Do

People volunteer for a wide variety of types of individuals, causes and issues—some very common and some rare. In general terms, the answers to our series of specific types of efforts show that volunteers 45 and older most often report volunteering in ways that address the needs of people directly. Political entities such as public interest groups and political campaigns attract fewer volunteers.

In this chapter we look at people 45 plus who say they have volunteered in at least one of 20 specific activities in the last year. Then we break down the volunteering patterns into activities performed in conjunction with organizations and those undertaken on one's own initiative, as well as into family and non-family directed volunteerism.

A. The Multitude of Efforts

The specific ways to volunteer fall into three tiers according to their popularity.

Top tier: Helping the elderly and children are the most commonly mentioned types of volunteer activities. Fifty-six percent and 47% of the people age 45 and older say they have volunteered for each of these, respectively.

Middle tier: More than one third also give their time to their own neighborhoods and communities (42%), helping disabled people (41%), churches and other religious organizations (39%), helping homeless or hungry people (36%), public servants such as firefighters, police and military personnel (35%), and protecting the environment (34%).

Bottom tier: Smaller numbers spend time tutoring or mentoring (24%), volunteering at local schools (16%), working without pay for a public interest organization (14%), or for the rights of minorities (13%), a political party or campaign (11%), and immigrants (9%).

(See Figure 9.)

B. On One’s Own v. Organizational Work

A primary goal of this research is to capture the *many* ways people might contribute their time without pay in service to others and issues they care about advancing. To broaden the scope of a traditional view of volunteering, we asked about both support of organiza-

tions and efforts made independently, on one’s own. The following pages describe how volunteering in these two ways contributes to each of the areas of concern we asked about, from elderly to immigrants.

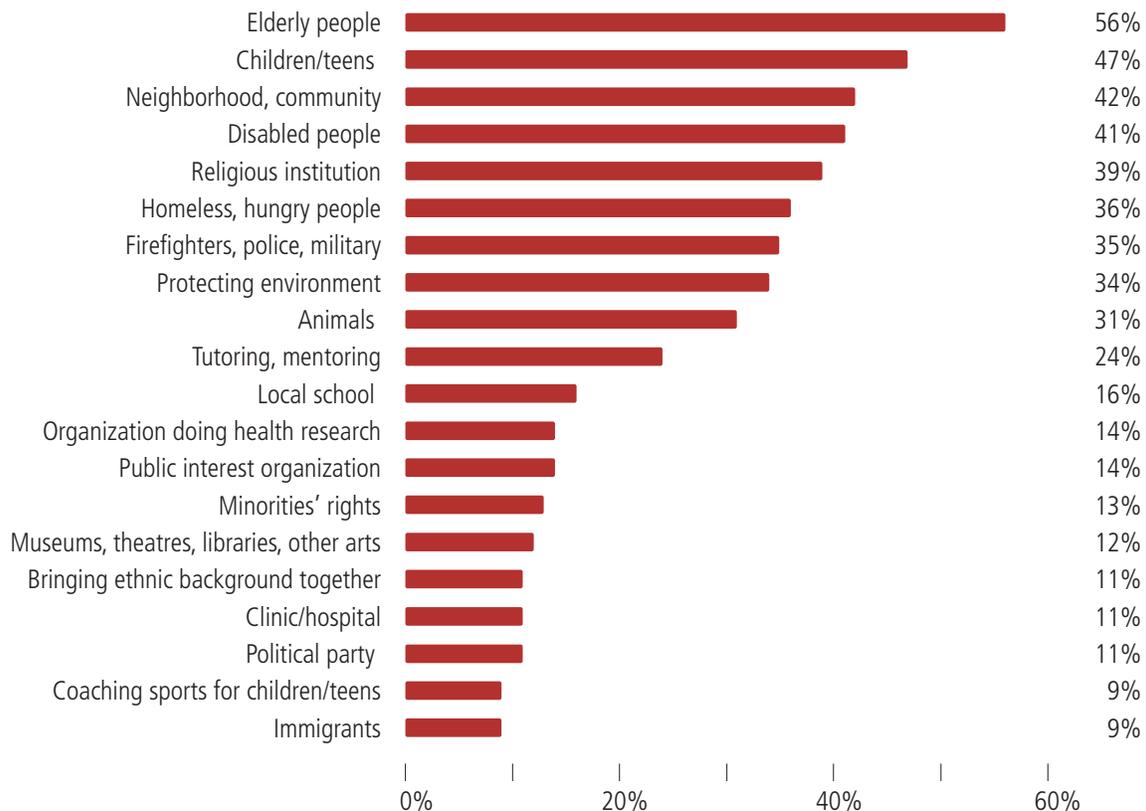
Twelve of the 20 items in our series of activities probed respondents for both organized and independent volunteer efforts. (The remaining eight items only referred to volunteering for specific types of organizations, such as a clinic or hospital, so those are excluded from the following comparative analysis.)

From calculations based on these questions, we find that 75% of people

FIGURE 9: PERCENT OF ADULTS 45 AND OLDER VOLUNTEERING FOR VARIOUS CAUSES AND BENEFICIARIES

Q23–Q22. Did you volunteer in the last 12 months in someway to: . . . (For full wording see questionnaire in Appendix B.)

Base: All adults 45 and older 1,027.



45 and up report some form of community service activity undertaken independent of an organization, and 72% with organizations. But there are some differences when one looks at specific volunteer activities.

- More people volunteer on their own—rather than through organizations—for the most popular types of needs, including helping the elderly, children and teens, and disabled people.
- People 45 and older also recall doing something on their own for the environment and animals much more often than for organizations working on these issues.

In a few cases, efforts are equally divided between independent and organizational community service.

- Helping firefighters, police and military personnel, and helping homeless and hungry people tend to receive similar numbers of volunteers acting through organizations and on their own.

- Also, organized and independent efforts are evenly divided among the relatively small proportion of people who volunteer to “bring people of (their) ethnic background together” and to “advance the rights of minorities.”

(See Figure 10.)

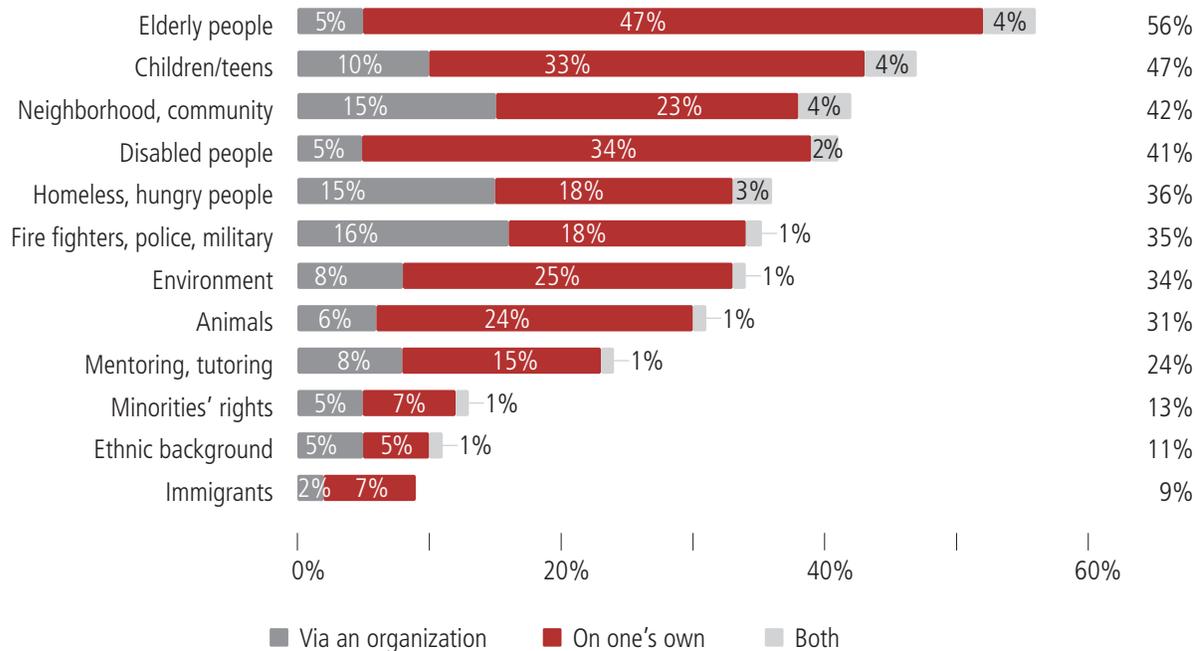
Family and Non-Family

We also sought in this study to distinguish between independent efforts which volunteers give to people inside their own families versus those given to non-family members—

FIGURE 10: PERCENT OF ADULTS 45 AND OLDER VOLUNTEERING IN ORGANIZED AND INDEPENDENT EFFORTS FOR VARIOUS CAUSES AND BENEFICIARIES

Q3–Q14. Did you volunteer in the last 12 months in some way to... (For full wording see questionnaire in Appendix B.) IF YES: **Was that through an organization or on your own?**

Base: All adults 45 and older 1,027.



to see if independent efforts are directed beyond one’s own hearth and loved ones. We found only two percent of people 45 and older report volunteering *exclusively* for family members, when asked a series of questions about the types of help they have rendered. Thus counting people who help their own family members as volunteers does not significantly inflate our total volunteer figure of 87% (See Chapter I).

- Overall, the results indicate that when volunteering on their own, people age 45 and above are more likely to be helping a person or group other than a family member. For example, 26% report helping elderly people not related to them, 15% elderly relatives, and 10% both. Almost all of the help extended to homeless and hungry people is among non-relatives.
- Some respondents are more likely to be volunteering to help children in their own family (15%), while 13% said they

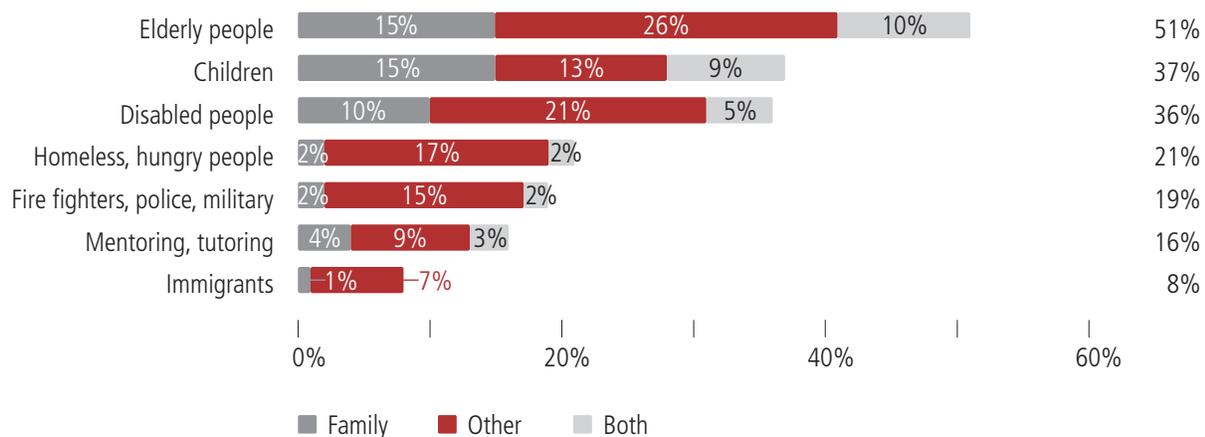
helped other children, and 9% said both. On the other hand, some subgroups *are* more likely to volunteer to help other children than those in their family. For example, among African-Americans age 45 and above, 28% volunteer to help children in their family but more—34%—do the same for non-relatives.

(See Figure 11.)

FIGURE 11: PERCENT OF ADULTS 45 AND OLDER VOLUNTEERING TO ASSIST FAMILY AND NON-FAMILY MEMBERS

Q3–Q9. Did you volunteer in the last 12 months in someway to:... (For full wording see questionnaire in Appendix B.) IF YES: **Was that through an organization or on your own?** IF ON OWN OR BOTH: **Was what you did on your own for a member of your family or for others?**

Base: All adults 45 and older 1,027.



IV. Profiles of Volunteers by Different Types of Efforts

We now turn to an examination of the types of people who tend to volunteer for different specific kind of needs, causes or people. To facilitate this investigation, we reduced the multitude of ways one could volunteer that we included on our questionnaire, into nine areas, via factor analysis, and then ran regression analysis.* These steps reveal that with very few exceptions, two characteristics are related to volunteering in all nine of the different types of endeavors we examined.

- The first shared characteristic is education, a consistent and influential predictor of volunteering for all the areas save two. Thus the higher one's education the more likely a person is to be involved in nearly every form of volunteering.
- Second, frequent attendance at religious services also plays a large role, helping predict engagement in community service work in nearly every area.

The following pages describe the nine areas of community service, and the demographic and motivational characteristics *in addition to education and frequency of attending religious services*, that most strongly relate to each of the nine.

A. Organization volunteering factors

The first five areas relate solely to organizational efforts.

One: Organizations that help the elderly, disabled, homeless and hungry people and religious organizations. As we have seen already, the most common types of volunteer efforts among people 45 and older involve helping people who need assistance in one way or another. Our analysis reveals that volunteers helping any one of three types of groups—the elderly, disabled people, and homeless or hungry people—are likely to be working for the other two groups as well. In addition, volunteering for one's church or religious organization is related to helping those in need.

The characteristics (beyond education and religious service attendance) that predict volunteering for organizations that help people in need and religious groups are being:

- Healthy; and
- Non-Hispanic white.

Two: Organizations that help youth.

Community service for a children's sports team or league, for a local school, or helping children through another organization all tie together in a youth factor. The top predictors of membership in this set (beyond education and religious service attendance) are:

- In a household with children under 18;
- Younger;
- High income; and
- Female.

*Using factor analysis, we examined 20 volunteer activities, organizational and independent, and grouped volunteer behavior—summarizing the long list of ways one can volunteer down to a few factors. This allowed us then to use regression analysis to learn which demographic and lifestyle characteristics most strongly relate to specific groupings of volunteer efforts identified in the factor analysis.

Three: Nature organizations. Two nature-related volunteer efforts in our list comprise this factor: volunteering for environmental organizations and groups that work to help animals. Among people 45 and older, the characteristics that predict volunteering with environmental and animal organizations.

- Non-Hispanic white or Hispanic-American; and
- Healthy.

The nature organizations factor is the only set that is *not* predicted by religious attendance, but education still plays an important role.

Four: Organizations that work on minorities issues. Volunteers who work for organizations that advance the rights of minorities are also inclined to volunteer for groups that bring people of their own ethnic background together and for those organizations that help immigrants. The predictors of being among this volunteer set (beyond education and religious service attendance) are:

- African-American, Hispanic-American or Asian-American; and
- High income.

Five: Political and health organizations. As we saw earlier, relatively small percentages of people 45 and older volunteer for political campaigns or causes, or for health organizations. These efforts link together, that is, someone who volunteers for a political party or campaign is also likely to volunteer for a public interest organization, a group researching diseases or health, and for a clinic or other health care facility. Predictors

of political and health efforts (beyond education and religious service attendance) are being:

- African-American; and
- Younger.

B. Independent volunteering factors

The analysis also identified four additional areas, or factors, among independent community service, using the answers of the respondents who say they volunteer on their own.

Six: Independent efforts to help people, animals and community. Like its organizational sister (number one on previous page), this factor tells us that individuals who volunteer on their own tend to also volunteer for any one of the following: the elderly, disabled, or homeless and hungry people. These independent volunteers also are likely to help animals and their own neighborhood on their own. The predictors for this area are being:

- Healthy; and
- African-American.

This factor is one of two that are *not* predicted by education levels, telling us a desire to help people in need, animals and community is universal, appealing to people at all levels.

Seven: Independent efforts to help minorities. Like the factor that describes people who volunteer with minority organizations (number four above), this one links *independent* efforts to advance the rights of minorities on one's own, bring people of the same ethnic background

together, and help immigrants. However, these independent efforts are also associated with tutoring or mentoring people and helping children or teenagers on one's own.

While education still plays a role in whether or not someone volunteers for these independent efforts, it is less influential than it is in the organized minority factor referred to above. Race is the most important factor in predicting one's involvement in these independent efforts. The predictors are being:

- African-American;
- Hispanic-American; and
- Healthy.

Eight: Arts organizations. Participation in organizations that support the arts, museums, theatres, libraries, and other arts and cultural groups—is mostly predicted by:

- High income.

Nine: Supporting public servants. The characteristics that best predict volunteering to support firefighters, police officers, or military personnel are:

- High income; and
- Younger.

This is one of the two areas in which education level does *not* play a role in predicting likelihood to volunteer.

V. What Motivates People to Volunteer

A variety of motivations drive volunteers 45 and older to give their time and efforts to help others, ranging from deeply-held values to pragmatic and self-interested rationales. Volunteers most commonly mention a personal responsibility to help others, but analysis reveals that other distinct concepts are the more powerful predictors of one's willingness to get involved in different areas.

A. Range of Reasons People 45 and Older Volunteer

A desire to do good tops the list of motivations.

- Of a list of 18 motivations presented in the study, the most prevalent among volunteers is feeling a personal responsibility to help others when they need it. Nearly two thirds (65%) identify this as a very important reason to volunteer.
- Other motivations include: the organization's track record (51% call it very important), the desire to help one's community (50%), and the drive to make a difference on a cause or issue (49%).

While altruistic aims are the most commonly mentioned motivations, self interest also helps turn out volunteers.

- A majority of volunteers (58%) say that helping others makes their own lives more satisfying is a very important reason to them.
- Other personal rewards called very important by slightly smaller percentages include: keeping active (46%); knowing someone affected by the issue (44%);

using one's skills (42%); helping one's self or family in the future (37%); feeling needed (35%); and being asked by someone (32%).

Religious belief is a very important reason for 42%, and 30% say a stronger need to be active since 9/11 is very important.

Least compelling reasons for volunteers 45 and older are encouragement from their employers (10%), and the opportunity volunteering may provide to meet a partner (5%).

(See Figure 12.)

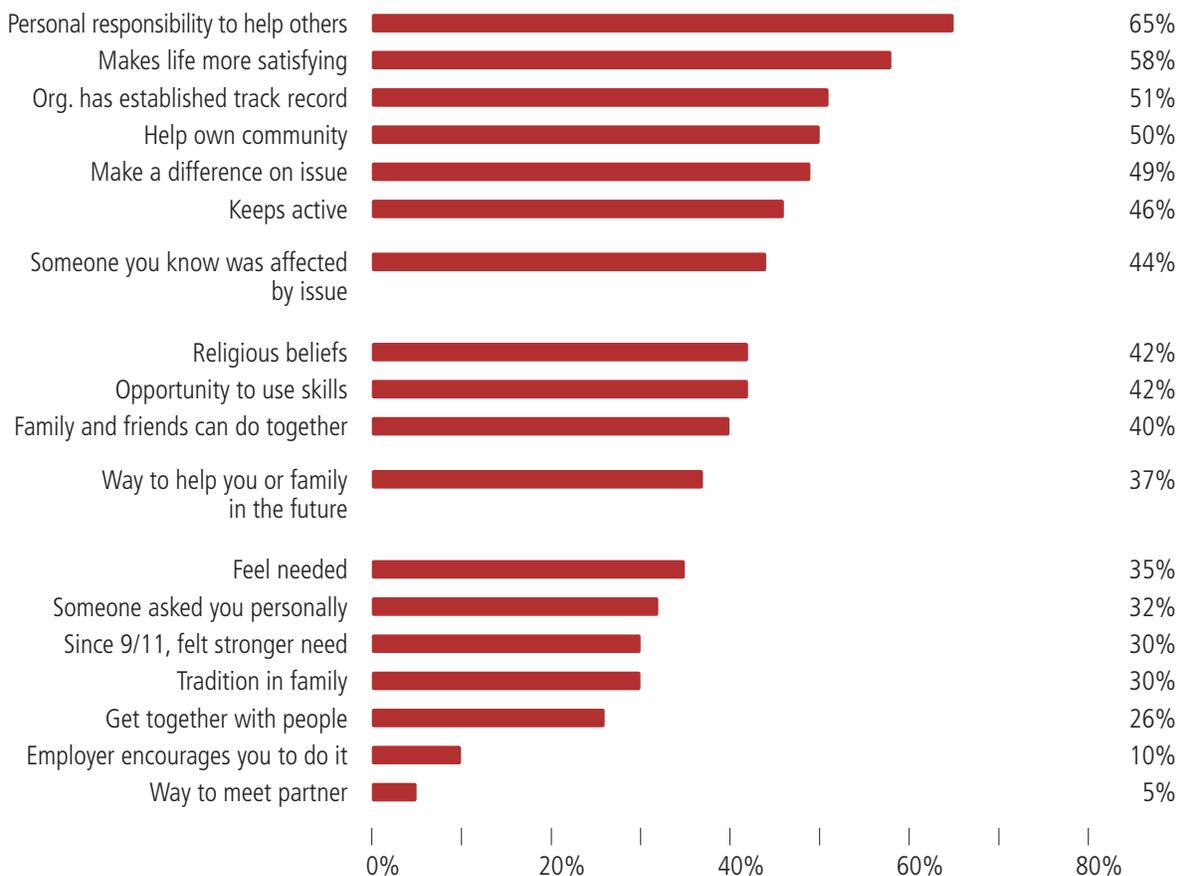
B. Variations by Demographic Group

Overall, African-Americans and Hispanic-Americans rate most of the motivations as being very important more often than do non-Hispanic whites and Asian-Americans. Similarly, women are more inclined to identify most of the motivations as being very important to them than are men.

Aside from these overarching gender and race differences, there are several differences in motivations by other demographic groups.

FIGURE 12: PERCENT OF VOLUNTEERS 45 AND OLDER WHO CALL VARIOUS MOTIVATIONS VERY IMPORTANT REASONS TO VOLUNTEER

Q25–Q42. IF YES TO ANY QUESTION IN VOLUNTEER SERIES Q1–Q22: **I'm going to read you a list of reasons some people have for giving their time and efforts to others. Please tell me whether each of the following is an important reason or not an important reason for you personally to volunteer?** (For full wording see questionnaire in Appendix B.) IF IMPORTANT: **Is that a very important reason or somewhat important reason?**
 Base: Volunteers 45 and older 840 (excludes those who reported no volunteer hours).



- Volunteers 70 and older are much more likely than volunteers 45 to 69 to find keeping active, feeling needed, and family tradition to be very important motivations.
- Volunteers ages 45 to 69, on the other hand, express more idealism than those 70 and older. More than half of these younger volunteers (54%) say making a difference on an issue or cause is a very important reason for them to volunteer, while only 38% of older volunteers (70 and older) do so.
- Those with less education and lower incomes are persuaded far more than other people by several pragmatic motives, such as it may help them in the future, volunteering is an activity friends and families can do together, it is a way to meet people or get together with others, and it makes them feel needed.
- Additionally, lower income volunteers see reasons such as keeping active, their religious beliefs, and someone asking them as more important than do other volunteers.
- African-Americans and Hispanic-Americans are especially likely to see helping their communities as a very important reason to volunteer.

(See Table 1.)

C. Applying Chief Motivations for Volunteering to Different Areas of Interest

Earlier we discussed nine areas (or factors) of volunteer efforts and which demographic segments tend to support these efforts the most. In this section, we discuss additional regression analysis to determine what motivates people to volunteer in these nine

areas. This analysis demonstrates that although the most commonly mentioned reason to volunteer is a personal responsibility to help others, different reasons emerge as stronger motivations to volunteer for nearly all the specific types of efforts. Starting with the driving reasons to volunteer in organizations:

- Religious belief is the driving motivation, that is the most predictive reason people age 45 and over will volunteer for organizations that help people such as the elderly and children.
- The belief that individuals can make a difference on a cause or an issue they are interested in, is the leading predictor of getting involved in all the other organizations.
- An established track record also surfaces as an important predictor that a person will engage in three types of organizations: those that help needy people; those dedicated to minority issues, and political and health-related organizations.

Driving motivations for the independent factors are different than those for the organizational factors.

- Feeling a personal responsibility to help others is a strong predictor, along with family tradition, of a person's inclination to volunteer on his or her own to help the elderly, disabled, homeless or hungry.
- Also an opportunity to use skills is the strongest predictor of independent efforts to help minorities.

Table 1 presents the most predictive motivations (in order of influence) for each area.

TABLE 1: VOLUNTEERS WHO CALL VARIOUS MOTIVATIONS VERY IMPORTANT REASONS TO VOLUNTEER BY DESCRIPTIVE VARIABLES

Q26–Q28, Q32, Q35, Q36, Q38, Q40, Q42. IF YES TO ANY QUESTION IN VOLUNTEER SERIES Q1–Q22: **I’m going to read you a list of reasons some people have for giving their time and efforts to others. Please tell me whether each of the following is an important reason or not an important reason for you personally to volunteer?** (For full wording see questionnaire in Appendix B) IF IMPORTANT: **Is that a very important reason or somewhat important reason?** IF NOT IMPORTANT: **Is that a not very important reason or a not at all important reason?**

Base: All volunteers 45 and older 900. Oversamples: African-Americans 378; Hispanic-Americans 349; Asian-Americans 342.

	Personal responsibility to help others	Makes life more satisfying	Organization has established track record	Help own community	Make a difference on issue	Keeps active	Someone you know was affected by issue	Religious beliefs	Opportunity to use skills
Total	65%	58%	51%	50%	49%	46%	44%	42%	42%
Non-Hispanic white	64%	56%	48%	48%	47%	43%	42%	39%	40%
African-American	76%	71%	60%	69%	59%	55%	51%	60%	55%
Hispanic-American	74%	72%	52%	61%	58%	59%	48%	58%	52%
Asian-American	57%	56%	49%	49%	47%	39%	33%	31%	38%
Male	57%	49%	47%	46%	43%	38%	39%	36%	41%
Female	72%	66%	54%	54%	54%	52%	48%	46%	44%
45–57	67%	60%	51%	51%	54%	40%	50%	40%	44%
58–69	62%	59%	54%	52%	50%	49%	43%	39%	39%
70 and over	66%	53%	48%	47%	38%	55%	31%	49%	43%
High School	69%	61%	49%	53%	44%	51%	43%	47%	43%
College	63%	57%	53%	49%	53%	43%	45%	39%	42%
Less than \$20K	71%	61%	51%	53%	50%	58%	46%	50%	44%
\$20K–\$49K	65%	60%	51%	53%	50%	52%	46%	47%	46%
\$50K and over	66%	59%	52%	50%	53%	33%	43%	34%	41%
Employed	62%	60%	51%	50%	55%	40%	46%	38%	42%
Not employed	68%	56%	51%	51%	43%	52%	42%	47%	42%
Religious services weekly	70%	65%	58%	55%	55%	54%	48%	63%	45%
Less frequently	66%	54%	51%	50%	47%	42%	45%	32%	44%
Infrequently	57%	55%	39%	44%	45%	37%	36%	15%	38%
Excellent/good health	65%	60%	53%	51%	51%	46%	45%	43%	44%
OK/poor health	66%	55%	48%	49%	45%	47%	43%	38%	39%

VI. Charitable Giving among People 45 and Over

In addition to giving their time, most people age 45 and older makes financial contributions to causes, people or both. In this chapter we look at specific areas to which people 45 and older make contributions of money, analyze the patterns of giving behavior, and examine differences among segments of this population.

A. Multitude of Giving Efforts

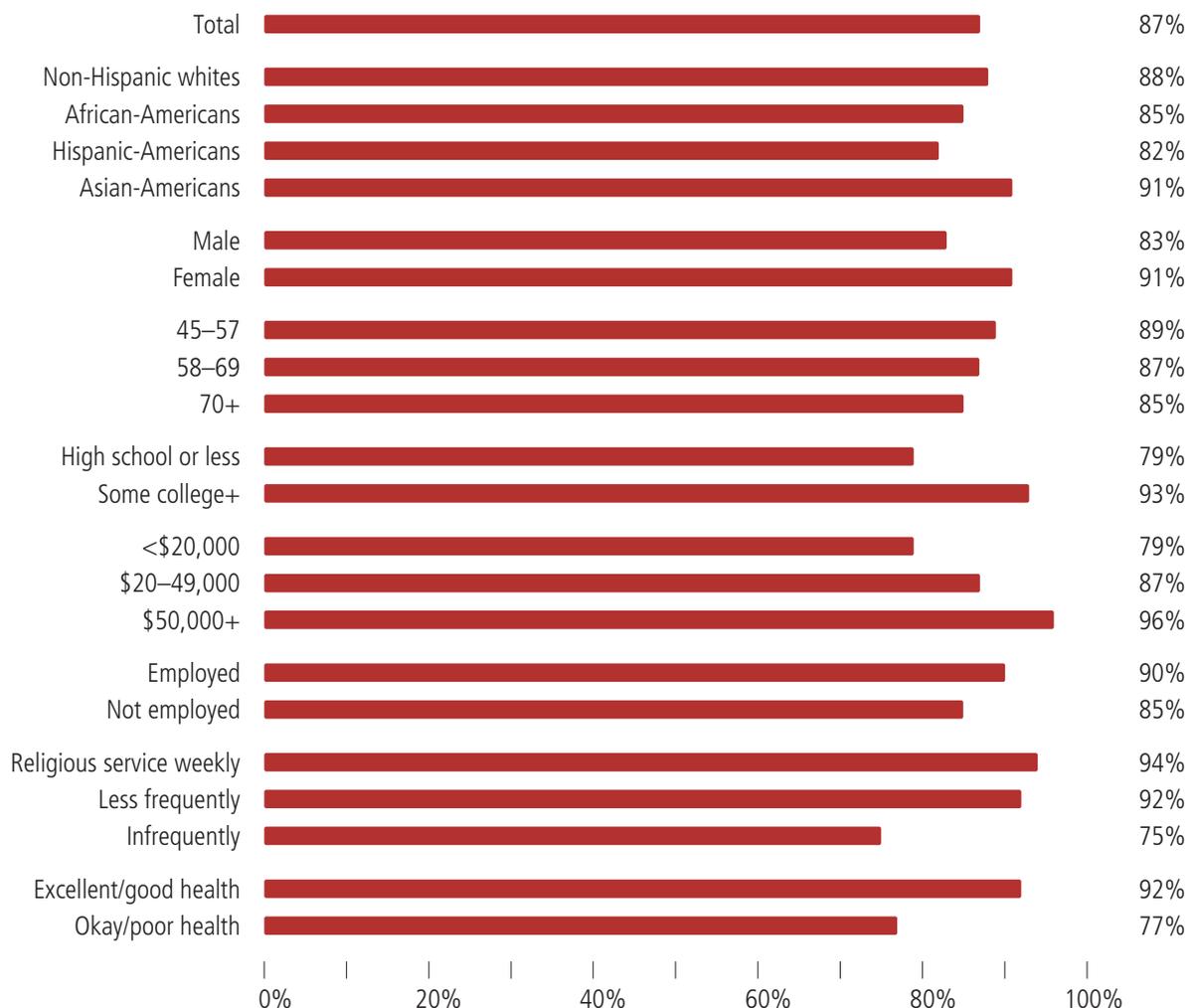
The great majority of people age 45 and older report they have given money to organizations or individuals in need in the past year. Fully 87% said they had either given money to charitable, religious, public interest, arts organizations, family or friends in need, or some other cause.

Levels of participation as donors vary considerably among different

FIGURE 13: PERCENT OF ADULTS 45 AND OLDER WHO PARTICIPATE IN GIVING

Q48–Q53. Since last July, have you given money or financial contributions to: ... (For full wording see questionnaire in Appendix B.) **Q54. Have you donated money somewhere else or in some other way that I have not mentioned?**

Base: All adults 45 and older 1,027. Oversamples: African-Americans 420; Hispanic-Americans 415; Asian-Americans 402.



socio-economic groups, following much of the same pattern as volunteering.

- Ninety-six percent of people in households making \$50,000 or more say they made charitable contributions in the last 12 months, compared to 79% of those with incomes under \$20,000.

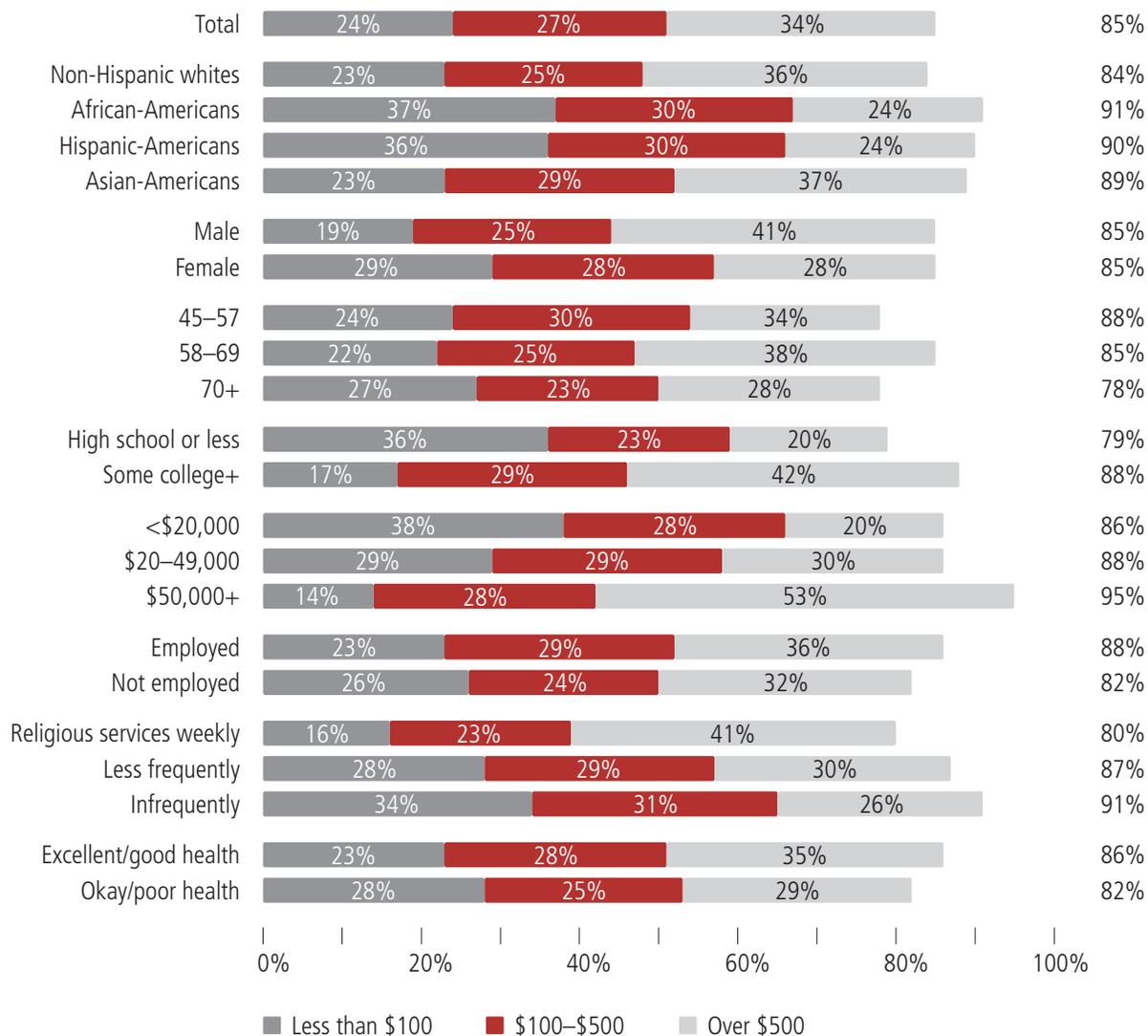
- Ninety-three percent of those who attended at least some college gave contributions, while 79% of those who went no farther than high school did so.

Charitable giving also varies by religious attendance and health status, again mirroring volunteer patterns.

FIGURE 14: DOLLAR AMOUNT DONATED IN LAST 12 MONTHS BY DONORS

Q65. IF YES TO ANY Q49–Q54: In the last 12 months, what is the total amount you have donated or given: up to 50 dollars; 50 to less than 100 dollars; 100 to less than 500 dollars; 500 to less than 2,000 dollars; 2,000 to less than 5,000 dollars; or 5,000 dollars or over?

Base: All donors 45 and older 899. Oversamples: African-Americans 358; Hispanic-Americans 342; Asian-Americans 362.



- Ninety-four percent of frequent attendees of religious services say they contributed in the last 12 months, compared to 75% of infrequent attendees.
- Ninety-two percent of those who feel they are in excellent or good health made contributions, and 77% of those who feel less healthy.

(See Figure 13.)

B. Amounts Donated

About a quarter of donors recall making charitable contributions under \$100 in the last year, another 27% gave between \$100 and \$500, and a third donated more than \$500. On average, African-Americans and Hispanic-Americans make smaller financial donations than non-Hispanic whites and Asian-Americans. We conducted regression analysis to see whether socio-economic factors such as education and income predict amount donated better than race does. In other words, is it really race that

best determines how much one contributes, or does it depend on one's income or education levels?

The regression analysis reveals that education and income are indeed the most significant predictors, along with attending religious services. However, even when controlling for socio-economic factors, race remains a significant predictor. That is, non-Hispanic whites are still more likely to give more money than other racial/ethnic groups, even when taking into account education and income. Bottom line: education, income and race matter.

(See Figure 14.)

C. Recipients

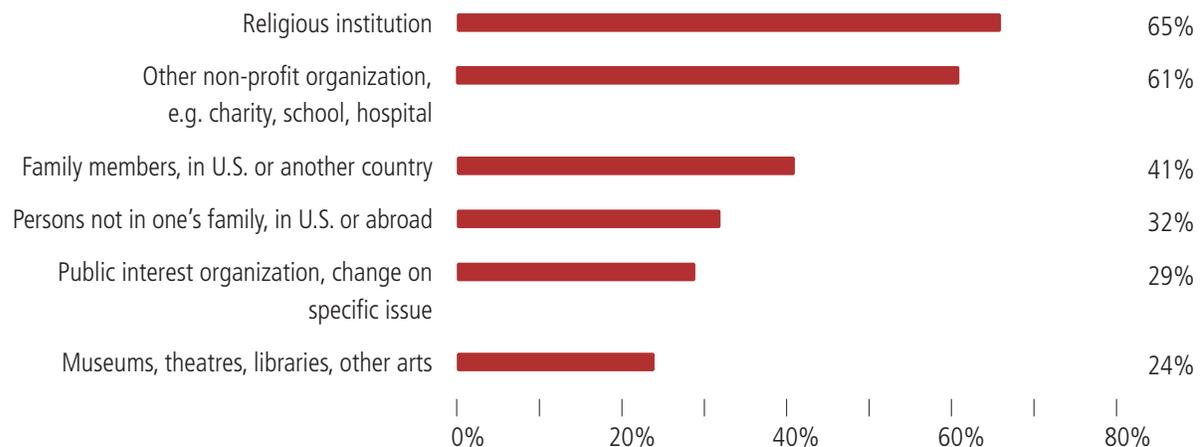
Most donors age 45 and older gave contributions to established organizations. Religious institutions (65%) and non-profit organizations (61%) are the most common beneficiaries of their financial contributions.

Many people 45 and older also give to other people, both family members (41%)

FIGURE 15: PERCENT OF ADULTS 45 AND OLDER WHO GIVE TO DIFFERENT TYPES OF ORGANIZATIONS AND TO INDIVIDUALS

Q48–Q53. Since last July, have you given money or financial contributions to... (For full wording see questionnaire in Appendix B.)

Base: All adults 45 and older 1,027.



and people outside their families (32%).

Supporting the arts falls to the bottom of the list we presented, although still one quarter (24%) report donating to these groups in the last twelve months.

Asian-Americans 45 and above are most likely to have given to organizations of all types, except religious institutions. African-Americans 45 and older are more likely

to give to religious institutions and to people outside their families than are the other groups.

Socio-economic variables also show up in this analysis, as they do elsewhere, with better educated, higher income people contributing more frequently in all categories.

(See Figure 14 and Table 2.)

TABLE 2: ADULTS 45 AND OLDER WHO GIVE TO DIFFERENT TYPES OF ORGANIZATIONS AND TO INDIVIDUALS BY DESCRIPTIVE VARIABLES

Q48–Q53. **Since last July, have you given money or financial contributions to: . . .** (For full wording see questionnaire in Appendix B.) Q54. **Have you donated money somewhere else or in some other way that I have not mentioned?**

Base: All adults 45 and older 1,027. Oversamples: African-Americans 420; Hispanic-Americans 415; Asian-Americans 402.

	Church, synagogue, other religious	Other non-profit organization, e.g. charity, school, hospital	Public interest organization, change on specific issue	Museums theatres, libraries, other arts	Family member	Other people
Total	65%	61%	29%	24%	41%	32%
Non-Hispanic whites	64%	64%	30%	25%	40%	30%
African-Americans	73%	50%	28%	20%	45%	42%
Hispanic-Americans	62%	45%	25%	17%	47%	33%
Asian-Americans	60%	69%	35%	37%	45%	37%
Male	61%	59%	32%	26%	35%	31%
Female	68%	63%	27%	22%	46%	34%
45–57	64%	64%	30%	22%	45%	40%
58–69	65%	63%	33%	30%	38%	30%
70+	66%	52%	24%	21%	37%	20%
High school	59%	46%	18%	12%	36%	23%
College	69%	72%	37%	33%	45%	39%
Less than \$20K	55%	41%	17%	10%	35%	27%
\$20K–\$49K	65%	55%	28%	22%	42%	29%
\$50K or more	73%	83%	42%	41%	46%	40%
Employed	64%	66%	32%	25%	44%	37%
Not employed	65%	56%	27%	23%	38%	28%
Religious services weekly	90%	63%	33%	24%	46%	38%
Less frequently	71%	68%	31%	29%	44%	33%
Infrequently	18%	52%	23%	20%	33%	25%
Excellent/good health	69%	68%	34%	30%	44%	36%
OK/poor health	56%	47%	19%	13%	34%	25%

VII. What Motivates People to Donate

A. Range of Reasons People 45 and Older Make Financial Donations

The hierarchy of important reasons to make donations is relatively similar among all four racial/ethnic groups in our study.

However, there are some differences among other demographic groups. An

organization's track record is the most important reason to non-Hispanic whites and Asian-American donors—outpacing all other reasons we offered, but for African-Americans and Hispanic-Americans 45 and above, sharing with those who have less is equally or more powerful than the organization's track record.

(See Figure 16 and Table 3.)

FIGURE 16: PERCENT OF DONORS WHO CALL VARIOUS MOTIVATIONS IMPORTANT REASONS TO GIVE

Q55–Q64. IF YES TO Q48-Q52, Q54: I'm going to read a list of reasons some people have for making a financial contribution or giving money to others. Please tell me whether each of the following is an important reason or not an important reason for you personally in giving money to others or making financial contributions. (For full wording see questionnaire in Appendix B.) IF IMPORTANT: Is that a very important or somewhat important reason?

Base: Donors 45 and older to organizations 860.

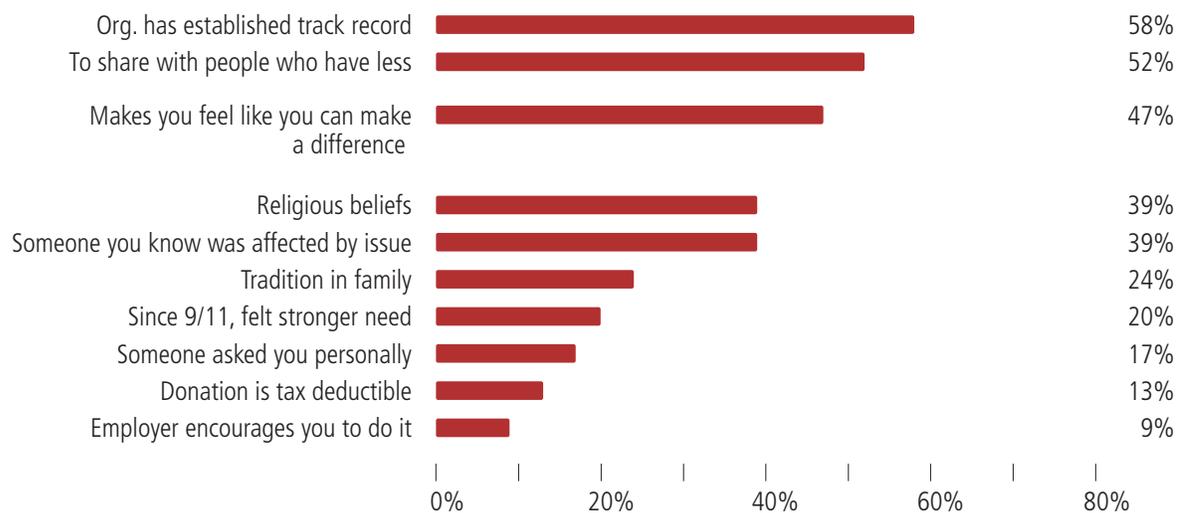


TABLE 3: DONORS WHO CALL VARIOUS MOTIVATIONS VERY IMPORTANT REASONS TO GIVE BY DESCRIPTIVE VARIABLES

Q55–Q64. IF YES TO Q48–Q52, Q54: **I’m going to read a list of reasons some people have for making a financial contribution or giving money to others. Please tell me whether each of the following is an important reason or not an important reason for you personally in giving money to others or making financial contributions.** (For full wording see questionnaire in Appendix B.) IF IMPORTANT: **Is that a very important or somewhat important reason?**

Base: Donors 45 and older to organizations 860. Oversamples: African-Americans 337; Hispanic-Americans 324; Asian-Americans 343.

	Org. has established record	To share with people who have less	Makes you feel like you can make a difference	Religious beliefs	Someone you know was affected by issue	Tradition in family	Since 9/11 felt stronger need	Someone asked you personally	Donation is tax deductible	Employer encourages you to do it
Total	58%	52%	47%	39%	39%	24%	20%	17%	13%	9%
Non-Hispanic white	57%	49%	44%	37%	38%	21%	16%	15%	12%	8%
African-American	63%	64%	63%	54%	48%	36%	36%	30%	22%	19%
Hispanic-American	58%	63%	57%	53%	46%	40%	38%	26%	19%	18%
Asian-American	55%	41%	38%	30%	30%	17%	26%	13%	14%	10%
Male	56%	43%	42%	35%	33%	23%	17%	16%	12%	7%
Female	60%	59%	51%	43%	44%	25%	22%	19%	15%	10%
45–57	58%	55%	51%	37%	41%	22%	20%	17%	14%	11%
58–69	60%	52%	47%	40%	39%	20%	16%	15%	11%	7%
70 and over	57%	46%	41%	43%	35%	33%	24%	21%	15%	6%
High School	56%	58%	51%	42%	41%	31%	31%	21%	16%	11%
College	60%	48%	45%	38%	38%	20%	14%	16%	12%	7%
Less than \$20K	54%	61%	50%	45%	40%	39%	33%	25%	21%	12%
\$20K–\$49K	60%	55%	50%	45%	45%	23%	21%	17%	10%	8%
\$50K and over	62%	50%	46%	33%	36%	21%	13%	17%	10%	9%
Employed	58%	51%	48%	34%	41%	22%	19%	17%	13%	11%
Not employed	58%	52%	46%	45%	36%	27%	21%	18%	13%	6%
Religious services										
weekly	63%	58%	52%	64%	41%	30%	20%	19%	15%	9%
Less frequently	57%	48%	46%	26%	39%	22%	24%	19%	12%	10%
Infrequently	51%	45%	38%	10%	36%	17%	14%	12%	12%	6%
Excellent/good health	60%	52%	47%	39%	41%	25%	18%	18%	15%	10%
OK/poor health	54%	51%	47%	40%	35%	23%	24%	15%	10%	5%

B. Motivations for Three Different Types of Giving

In the survey we looked for any differences in motivations for giving in different areas: to religious organizations, to non-religious organizations, and directly to people. We learned that an organization’s track record is most predictive motivation for giving to organizations, and that knowing someone who is affected by an issue best predicts giving to people. Not surprisingly, religious beliefs drive giving to religious institutions. The following table presents driving motivations (in order of influence) for each factor.

TABLE 4: TOP MOTIVATIONS FOR DONATING

Donating Factor	Top Motivations
1. Giving to people	Someone is affected personally by issue Share with others who have less Religious beliefs Family tradition
2. Giving to organizations	Established track record Make a difference Asked personally to donate
3. Giving to religious institutions	Religious beliefs

VIII. Intersection of Volunteering, Giving and Civic Engagement

Our study also demonstrates that volunteering, giving, and other civic engagements all go hand in hand.

A. Giving and Volunteering

Looking at the questions on both community service and charitable giving, we find people age 45 and older who volunteer almost always are donors as well.

- Fully 92% of volunteers report having made a donation or donations in the last 12 months.
- Thus only eight percent of volunteers do not also make monetary donations to organizations, causes or individuals.

The level of giving also mirrors the *regularity* with which people participate as volunteers.

- For example, only 24% of people 45 and older who gave \$100 or less last year are regular monthly volunteers.
- However, 63% of those giving over \$5,000 last year are regular volunteers.

To recap, we have seen that participation as volunteers and as donors rises with socio-economic measures, health, and frequency of attending religious services. It follows that the people who volunteer also make monetary donations: they are most likely to be well off financially, to be in better health, and to attend religious services—which are among the most likely recipients of their donations and volunteer efforts.

B. Civic Engagement Levels

People who are active donors and volunteers also tend to have high levels of civic engagement.

As Figure 17 demonstrates, over seven in ten people 45 and older say that they “always vote” in national elections, and six in 10 discuss issues with others. Smaller numbers engage in other political, civic and religious forms of expression. The following figure presents our engagement questions by race.

To analyze engagement and its relationship to volunteering succinctly, we collapsed all of the civic engagement activities into an eight-point scale, and divided the scale into three categories:

- Low engagement: reported doing none or only one of these items;
- Moderate engagement: reported doing two or three items; and
- High engagement: four or more items.

Using this scale, we classified 34% as highly engaged, 37% as moderate levels of engagement, and 30% as low engagement.

- When looking at race, we find African-Americans (37%) and non-Hispanic whites (35%) most often score high, in that they are engaged in a number of different activities. Conversely, Hispanic-Americans and Asian-Americans are much more likely to be engaged in fewer activities (40% and 39% low engagement).
- Those with greater levels of involvement are also much more likely to be college educated (45% high engagement), earn more income (53% of those earning \$50K+), and between the ages of 45 to 69 (37%).

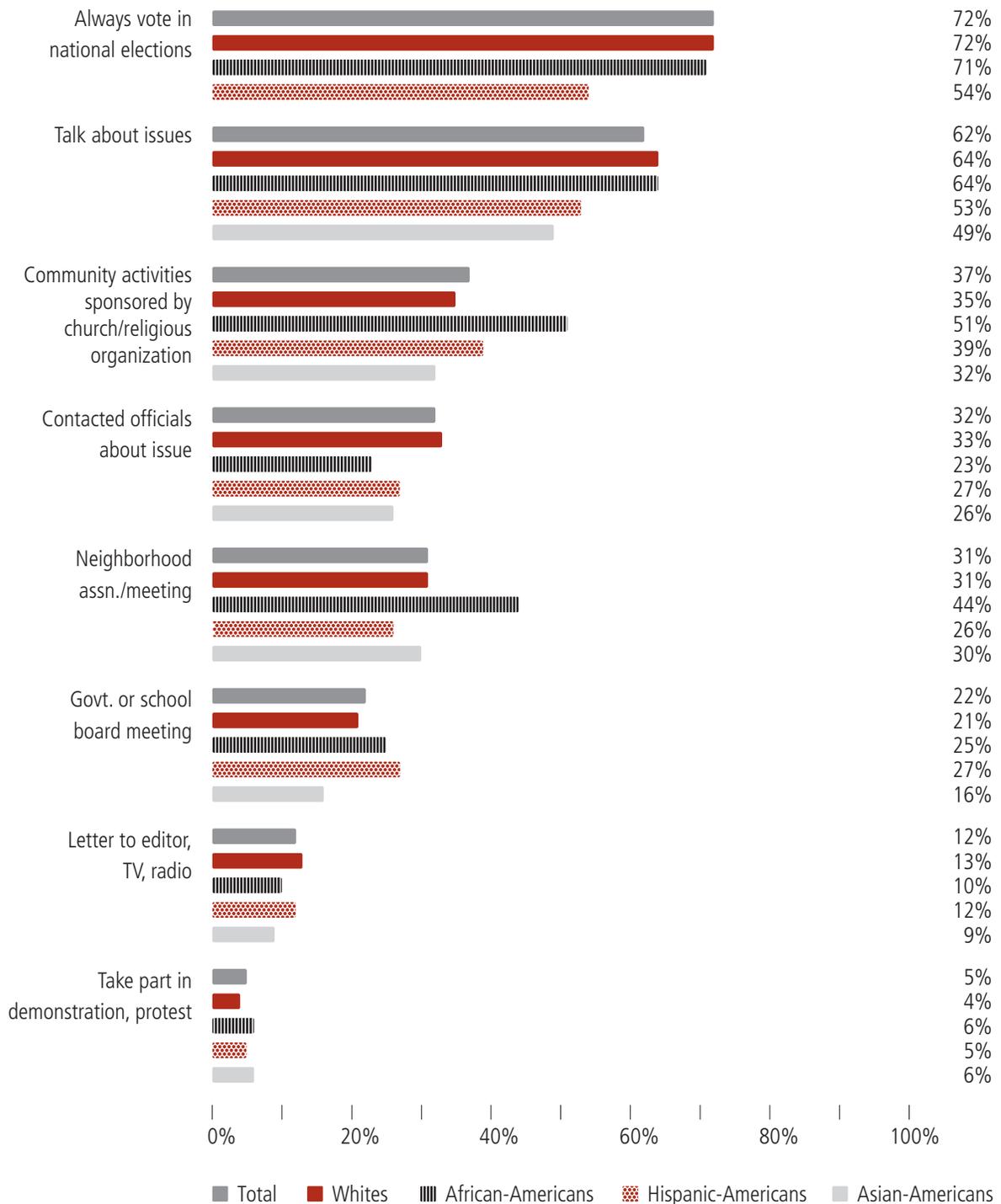
In considering how civic engagement is related to volunteering and giving, we found:

- Thirty-eight percent of volunteers fall into our “highly engaged” category, where as only seven percent of those who do not volunteer are classified as “highly engaged.”
- Similarly, 38% of those who have donated money in the last 12 months are highly engaged civically, as opposed to six percent of non-donors.

FIGURE 17: PERCENT OF ADULTS 45 AND OLDER WHO PARTICIPATE IN CIVIC ACTIVITIES AND EXPRESSION

Q67. Would you say you always vote in national elections, sometimes vote, or rarely or never vote in national elections? Q68–Q74. Please tell me if you have done any of the following in the last 12 months, that is since last July. (For full wording see questionnaire in Appendix B.)

Base: All adults 45 and older 1,027. Oversamples: African-Americans 420; Hispanic-Americans 415; Asian-Americans 402.



IX. Trends in Volunteering and Giving among Racial/Ethnic Groups

The survey of people 45 and older included large oversamples of African-Americans, Hispanic-Americans, and Asian-Americans, enabling us to draw more certain conclusions about the characteristics of members of these groups. The study indicates that these groups are more similar than dissimilar in their volunteering and giving habits. Their motivations to give of their time and money, however, are different. While the differences

we found are woven throughout the report, this section offers a summary profile of each of the racial and ethnic groups we sampled.

A. African-Americans

African-Americans make up 10% of the population age 45 and older in the U.S. Demographically and socially speaking, compared to others they are more likely to be single, less likely to have college degrees, and more likely to be frequent church attendees.

African-Americans are among the more active volunteers on many fronts. Compared to other groups, their charitable giving is

FIGURE 18: PERCENT OF AFRICAN-AMERICAN VOLUNTEERS WHO CALL VARIOUS MOTIVATIONS VERY IMPORTANT REASONS TO VOLUNTEER

Q25–Q42. IF YES TO ANY QUESTION IN VOLUNTEER SERIES Q1–Q22: I’m going to read you a list of reasons some people have for giving their time and efforts to others. Please tell me whether each of the following is an important reason or not an important reason for you personally to volunteer? (For full wording see questionnaire in Appendix B.) IF IMPORTANT: Is that a very important reason or somewhat important reason?
 Base: African-American volunteers 45 and older 347 (excludes those who reported no volunteer hours).



directed towards their religious affiliations and is more likely to be a matter of personal contact.

Volunteering: Ninety percent have volunteered in one way or another in the past 12 months. African-Americans 45 and up are among the most likely to focus their community service efforts on:

- The needs of homeless and hungry people;
- Advancing the rights of minorities;
- Efforts sponsored by their religious organizations;
- Those in their neighborhood; and
- Tutoring or mentoring.

Independent or person-to-person volunteerism, as opposed to work within organizations, is especially likely to be reported by African-Americans.

In particular they report as very important reasons to volunteer:

- Personal responsibility to help others;
- Personal satisfaction from helping others; and
- Desire to help their communities.

(See Figure 18.)

African-Americans age 45 and older devote more hours to volunteer per month (17 hours) than the average.

Giving: Eighty-five percent of African-Americans age 45 and older report having made charitable contributions in the last 12 months to an organization or persons in need.

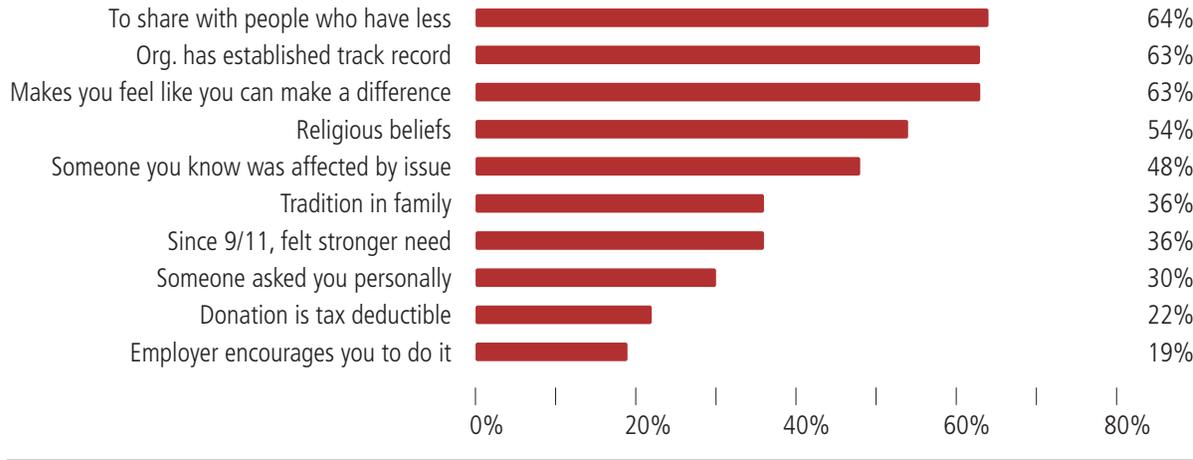
Their three top motivations for making contributions are:

- Sharing with those who have less;

FIGURE 19: PERCENT OF AFRICAN-AMERICAN DONORS WHO CALL VARIOUS MOTIVATIONS VERY IMPORTANT REASONS TO GIVE

Q55–Q64. IF YES TO Q48–Q52, Q54: *I’m going to read a list of reasons some people have for making a financial contribution or giving money to others. Please tell me whether each of the following is an important reason or not an important reason for you personally in giving money to others or making financial contributions.* (For full wording see questionnaire in Appendix B.) IF IMPORTANT: *Is that a very important or somewhat important reason?*

Base: African-American donors 45 and older to organizations 337.



- An organizations’ track record; and
- Feeling they can make a difference.

(See Figure 19.)

- Only 5% say they were born outside the US, but of those fully half are sending money to another country to help family members with their living expenses.

Civic participation: African-Americans 45 and up obtain high scores on our scale of civic engagement generally, and in particular report a high level of participation:

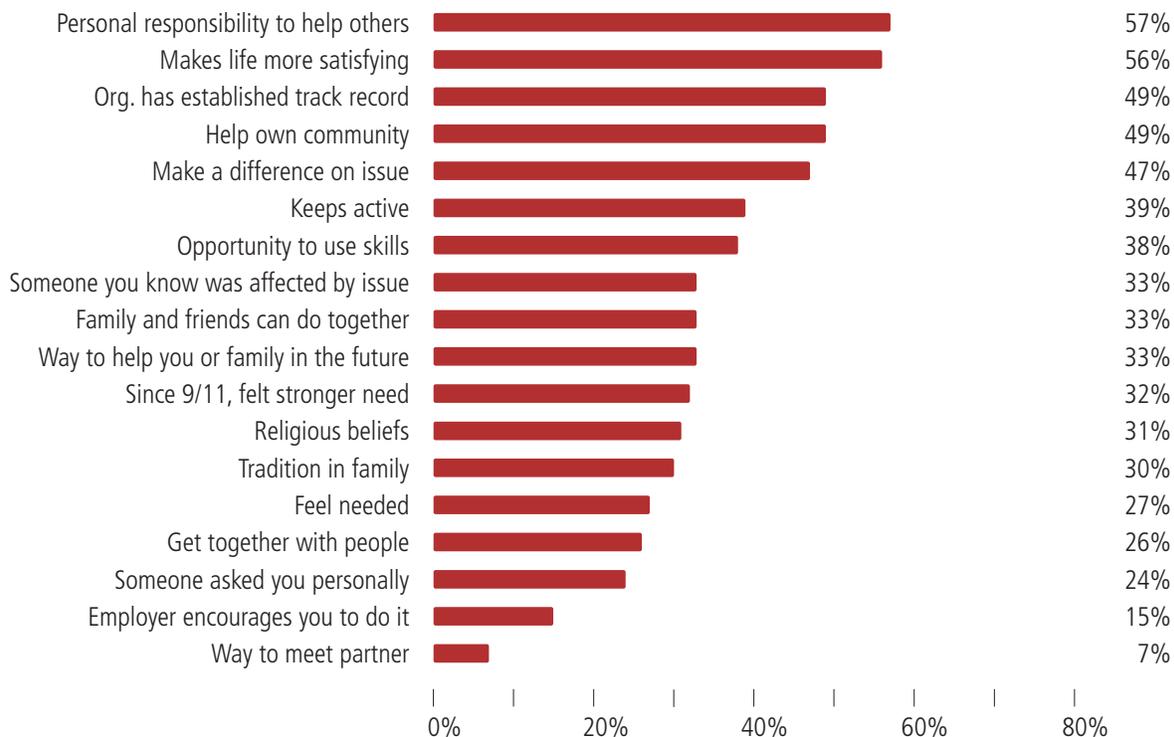
- In neighborhood associations;
- Meetings about community issues; and
- Activities sponsored by their religious organizations.

B. Asian-Americans

Asian-Americans constitute about 3% of the U.S. population age 45 plus. They are the most likely of the groups in our survey to be working full time and to have college and post graduate educations. Their community service commitments tend to be lower than other groups, but their financial contributions higher.

FIGURE 20: PERCENT OF ASIAN-AMERICAN VOLUNTEERS WHO CALL VARIOUS MOTIVATIONS VERY IMPORTANT REASONS TO VOLUNTEER

Q25–Q42. IF YES TO ANY QUESTION IN VOLUNTEER SERIES Q1–Q22: I’m going to read you a list of reasons some people have for giving their time and efforts to others. Please tell me whether each of the following is an important reason or not an important reason for you personally to volunteer? (For full wording see questionnaire in Appendix B.) IF IMPORTANT: Is that a very important reason or somewhat important reason?
 Base: Asian-American volunteers 45 and older 320 (excludes those who reported no volunteer hours).



Volunteering: Eighty-five percent of Asian-Americans have volunteered in one way or another in the last year. In particular:

- A higher than average number work to advance minorities’ rights.
- Asian-Americans are the most likely of the 45-plus crowd to volunteer on an occasional basis rather than regularly.
- They volunteer an average of 15 hours a month, equally as much as the average of adults age 45 and up.

The top motivations for volunteer activities for this group include:

- A sense of personal responsibility; and
- A feeling of personal satisfaction in one’s own life.

(See Figure 20.)

Giving: Ninety-one percent of Asian-Americans 45 and up say they have donated money in the last year to one or more causes or persons.

- They are most likely to have given to all types of organizations, except religious institutions.
- In particular they are supporters of museums, theatres, libraries, or other cultural and arts groups, and public interest organizations.
- They are particularly likely to consider an organization’s track record when deciding whether to donate to it.

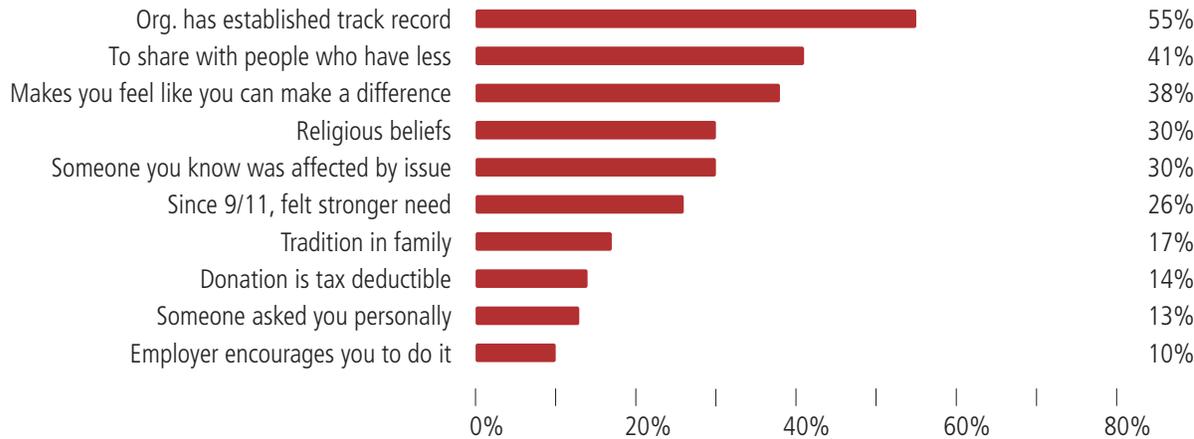
(See Figure 21.)

A majority say they were born outside the U.S.; and 14% are sending money overseas to help family members.

FIGURE 21: PERCENT OF ASIAN-AMERICAN DONORS WHO CALL VARIOUS MOTIVATIONS VERY IMPORTANT REASONS TO GIVE

Q55–Q64. IF YES TO Q48–Q52, Q54: *I’m going to read a list of reasons some people have for making a financial contribution or giving money to others. Please tell me whether each of the following is an important reason or not an important reason for you personally in giving money to others or making financial contributions.* (For full wording see questionnaire in Appendix B.) IF IMPORTANT: *Is that a very important or somewhat important reason?*

Base: Asian-American donors 45 and older to any organizations 343.



Civic participation: As a group, Asian-Americans age 45 and older report lower levels of civic engagement than the other groups.

C. Hispanic-Americans

Hispanic-Americans make up about seven percent of the Americans aged 45 and older. Nearly half say they were born in other countries, and they are the youngest of our groups. While they donate less financially, they report giving the most time as volunteers of all the groups.

Volunteering:

- Hispanic-Americans 45 and up—many of whom are immigrants themselves—are the most likely to be providing volunteer help to other immigrants.
- They report an average of 22 hours of community service per month, the highest number of hours of any racial/ethnic group.

Their top two motivations for volunteering are:

- A sense of personal responsibility to help others; and

FIGURE 22: PERCENT OF HISPANIC-AMERICAN VOLUNTEERS WHO CALL VARIOUS MOTIVATIONS VERY IMPORTANT REASONS TO VOLUNTEER

Q25–Q42. IF YES TO ANY QUESTION IN VOLUNTEER SERIES Q1–Q22: **I’m going to read you a list of reasons some people have for giving their time and efforts to others. Please tell me whether each of the following is an important reason or not an important reason for you personally to volunteer?** (For full wording see questionnaire in Appendix B.) IF IMPORTANT: **Is that a very important reason or somewhat important reason?**

Base: Hispanic-American volunteers 45 and older 332 (excludes those who reported no volunteer hours).



- That doing so makes their own lives more satisfying.

Also helping their community is more often seen as important by Hispanic-Americans than other groups.

(See Figure 22.)

Giving: Eighty-two percent of Hispanic-Americans 45 and older report donating to an organization or person in the last year.

The top motivations for giving among Hispanic-Americans are:

- Sharing with those who have less;
- Knowing an organization has an established track record; and

- A belief that one can make a difference by donating.

(See Figure 23.)

Forty-five percent were born in other countries, mainly Latin America of course. Over four in 10 of the Hispanic-American immigrants to the U.S. are sending money to their relatives in other countries to help them with their needs.

Civic participation: Hispanic-Americans are low on our civic engagement scale.

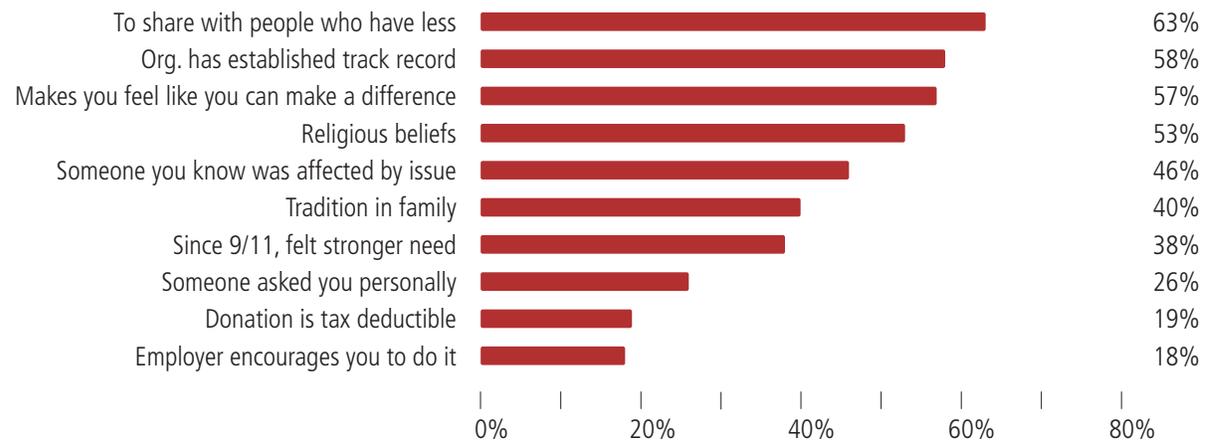
D. Non-Hispanic Whites

Non-Hispanic whites make up 79% of the U.S. population age 45 and older. They tend to donate more financially than

FIGURE 23: PERCENT OF HISPANIC-AMERICAN DONORS WHO CALL VARIOUS MOTIVATIONS VERY IMPORTANT REASONS TO GIVE

Q55–Q64. IF YES TO Q48–Q52, Q54: *I’m going to read a list of reasons some people have for making a financial contribution or giving money to others. Please tell me whether each of the following is an important reason or not an important reason for you personally in giving money to others or making financial contributions.* (For full wording see questionnaire in Appendix B.) IF IMPORTANT: *Is that a very important or somewhat important reason?*

Base: Hispanic-American donors 45 and older to organizations 324.



others, although their patterns of volunteering are the same as average.

Volunteering: Non-Hispanic whites age 45 and older are more likely than others to volunteer to:

- Help animals;
- Assist public servants such as firefighters, police and military personnel;
- Protect the environment; and
- Help theatres, museums or other arts organizations (along with Asian-Americans)

Like others, their top motivations for getting involved are:

- A sense of personal responsibility to others; and
- A feeling of satisfaction from helping others.

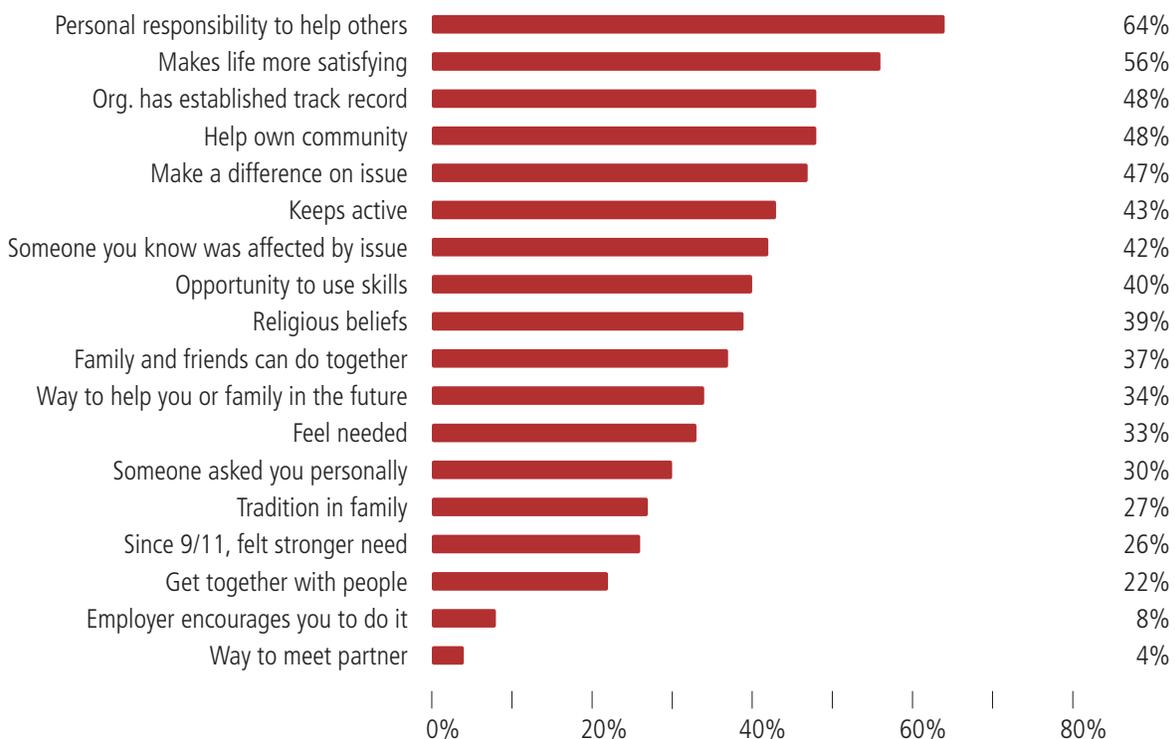
(See Figure 24.)

Giving: Eighty-eight percent of non-Hispanic whites 45 and older say they made a charitable donation to organizations or individuals in the last 12 months.

FIGURE 24: PERCENT OF NON-HISPANIC WHITE VOLUNTEERS WHO CALL VARIOUS MOTIVATIONS VERY IMPORTANT REASONS TO VOLUNTEER

Q25–Q42. IF YES TO ANY QUESTION IN VOLUNTEER SERIES Q1–Q22: **I’m going to read you a list of reasons some people have for giving their time and efforts to others. Please tell me whether each of the following is an important reason or not an important reason for you personally to volunteer?** (For full wording see questionnaire in Appendix B.) IF IMPORTANT: **Is that a very important reason or somewhat important reason?**

Base: Non-Hispanic white volunteers 45 and older 652 (excludes those who reported no volunteer hours).



- They report giving higher amounts than any of the other groups.
- Non-Hispanic whites are particularly likely to call an organization's track record a very important consideration when making contributions.

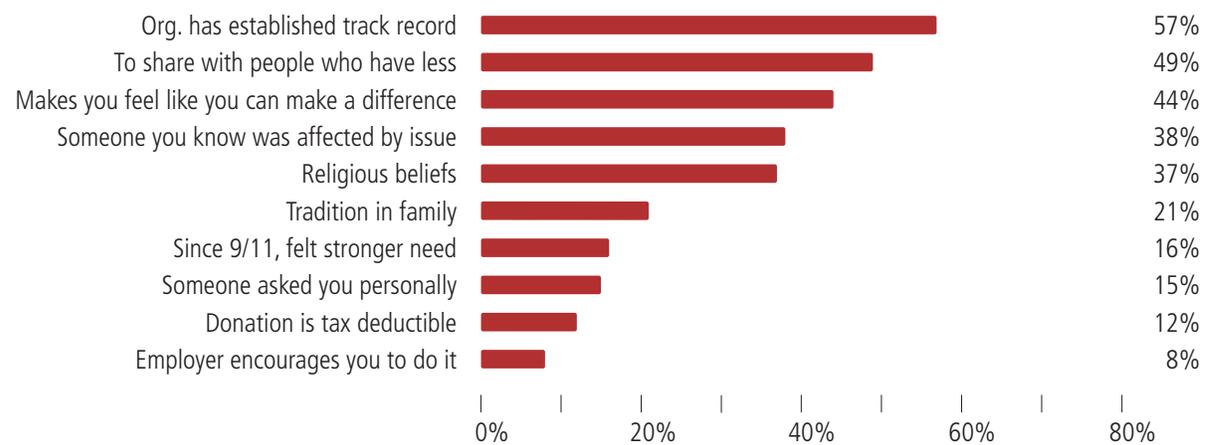
Civic participation: Along with African-Americans, non-Hispanic whites are the most likely to say they always vote, and to have high scores on our civic engagement scale.

(See Figure 25.)

FIGURE 25: PERCENT OF NON-HISPANIC WHITE DONORS WHO CALL VARIOUS MOTIVATIONS VERY IMPORTANT REASONS TO GIVE

Q55–Q64. IF YES TO Q48–Q52, Q54: I'm going to read a list of reasons some people have for making a financial contribution or giving money to others. Please tell me whether each of the following is an important reason or not an important reason for you personally in giving money to others or making financial contributions. (For full wording see questionnaire in Appendix B.) IF IMPORTANT: Is that a very important or somewhat important reason?

Base: Non-Hispanic white donors 45 and older to organizations 676.





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Multicultural Study 2003: Time and Money: An In-Depth Look at 45+ Volunteers and Donors

How many age 45+ people who volunteer their time or make charitable donations are not being counted – and thus having their contributions overlooked – by methods traditionally employed for identifying such activities?

This AARP survey represents a comprehensive assessment of the extent of the community service and charitable giving practices of the age 45+ population. It identified actual behavior among respondents that may be considered to have community impact, but might not be captured by traditional volunteering and giving survey questions. By looking into not only how people volunteer and donate within charitable, non-profit organizations, but also what they do on their own and in their communities for relatives and others, the survey found that most people aged 45 and over take on various roles as volunteers and contributors.

Telephone interviews with 2,069 age 45+ Americans, including representative samples of African-Americans, Hispanics, and Asian-Americans, were conducted between July 2 and 30, 2003. The report was prepared by Gail Kutner and Jeffrey Love, both of AARP Knowledge Management, with the assistance of Belden, Russonello and Stewart. For more information, please, contact Gail Kutner at gkutner@aarp.org or 202/434-6325.

[Executive Summary](#) (7 pages)

The full report will be available in December.

You will need Adobe Acrobat Reader to download the pdf file above. Use the following graphic link to go to the Adobe site to download Acrobat Reader software without charge. You may also use Adobe's web or e-mail based tools to convert each pdf file to a text or HTML file that can be read by a screen reader.



To learn more:

See the [news release](#) for *Time and Money: An In-Depth Look at 45+ Volunteers and Donors*.

publication date: November 2003

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