

newsworthy trends

Baby Boomers Change the Face of Volunteerism

(NAPSA)—With many baby boomers expected to retire soon and planning to spend at least some of their free time volunteering, volunteer efforts in America could get a new boost.

Volunteers of America, a national charity, and The Center for Corporate Citizenship at Boston College recently released their new publication, “Expanding the Boundaries of Corporate Volunteerism.” The report focuses on the aging Baby Boom generation and identifies trends in volunteerism pertaining to employee volunteer programs.

Published with grant support from Atlantic Philanthropies, the publication provides new research about the aging of the nation’s labor force, and suggests ways the private and public sectors can tap into the talent and energy of the Baby Boom generation in their volunteer programs while preparing their own employees for a lifetime of volunteering.

“With nearly one-fifth of the workforce projected to be age 55 or older by 2015, older workers will be essential to the success of both private and public sector organizations,” Volunteers of America National president and CEO Charles Gould said. “The findings of this research have important social implications for both for-profits and nonprofits, and provide rich insights into the rapidly changing environment with regard to the civic engage-



More than 90,000 volunteers across the U.S. participated in Volunteers of America’s programs in 2004.

ment of America’s growing senior population.”

The research examined the attitudes of 1,000 workers—both retired and active—through focus groups and survey research. Twenty-two companies located throughout the United States and representing a variety of industry sectors participated.

Executives within the companies were also interviewed to gain an understanding of the scope of corporate practices and attitudes regarding volunteerism and the role of employees and retirees.

The publication, “Expanding the Boundaries of Corporate Volunteerism,” is available online at <http://www.bcccc.net/> or www.VolunteersofAmerica.org. For more information about Volunteers of America, call 1-800-899-0089.