



For Immediate Release

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San Diego Ranks 15th in US for Volunteer Hours *\$1.8 Billion Donated to Local Economy in 2007*

San Diego, July 28, 2008—San Diego ranks 15th for volunteer hours among the 50 largest U.S. cities according to a report released today by the Corporation for National and Community Service. Salt Lake City ranked highest and Las Vegas lowest out of 162 cities. L.A. ranked 40th, San Francisco 32nd, and Sacramento 12th.

Other San Diego-related notes:

1. The estimated annual economic contribution of San Diego's volunteers is \$1.8 billion.
2. San Diego's 609,000 volunteers contribute 92.1 million hours of volunteer time.
3. The average San Diego resident volunteers 42 hours per year.
4. San Diego has a volunteer rate of 27.7% (number of volunteers per total population).
5. Volunteer rates are higher in cities where there are shorter commutes, high attachment to the community (based on home ownership data), and higher average education levels.
6. Religious (33.7%), education (30.4%), and social services (12.3%) make up the majority of organizations to which San Diego volunteers give their time.
7. Fundraising, general labor, tutoring/teaching, and food collection/distribution are the top activities cited by San Diego volunteers.
8. With 6.7 million volunteers dedicating 896.4 million hours of service per year, Calif. ranks 42nd out of the 50 states for volunteer rates. That is equal to \$17.5 billion annually. Utah ranks first and Louisiana last.
9. The largest difference in how time is spent between recent volunteers (who have volunteered for an organization within the past year), former volunteers (who have volunteered with an

organization, but not within this timeframe) and lifelong non-volunteers is in how much television they each watch.

10. Both the economic slowdown and the large number of baby boomers retiring in the near future are expected to influence volunteering trends and attitudes.

The report details 2007 U.S. volunteer trends based on data from monthly surveys conducted by the U.S. Census Bureau and Bureau of Labor Statistics. More than 60 million Americans provided 8.1 billion hours of service in 2007. This amounts to more than \$158 billion in service. The report, available at www.VolunteeringInAmerica.gov, is considered the most comprehensive of its kind. It includes six years of data on volunteering, including trends and demographic information on all 52 states and the largest 162 U.S. metropolitan areas.

The report highlights volunteer retention—the ability of communities to keep volunteers engaged year after year—as an important challenge facing organizations nationwide. On average nationally, one out of three volunteers (64.3%) dropped out of volunteering after one year of service. San Diego has a volunteer retention rate of 55.1%.

“It’s the ‘leaky bucket’ of volunteerism,” said Sue Carter, Executive Director, Volunteer San Diego. “We love recruiting new volunteers, but we also want to retain those who already volunteer. Fit between the volunteer and the organization is a major factor. Our flexible volunteering programs and training programs for organizations seeking to better recruit, orient and manage their volunteers are designed to tackle this.”

Ms. Carter is also an appointed member of the [CaliforniaVolunteers](#) Board of Commissioners.

About Volunteer San Diego

Volunteer San Diego creates lasting community impact through meaningful individual and group volunteer action in the greater San Diego area. Through dedicated volunteer programs—specialized to facilitate and leverage individual, group, and corporate volunteers—it equips, inspires, and mobilizes the manpower, talents, and skills of the community to fill more than 36,000 volunteer opportunities. This results in more than \$2 million worth of service to the community annually.

Through innovative use of online management tools, an extensive network of more than 800 community and corporate partners, and a perspective that volunteer opportunities should be as unique as each individual’s desire to volunteer, Volunteer San Diego seeks to maximize the volunteer experience as well as the volunteer’s economic and social impact on the community.

For more information, visit www.volunteersandiego.com.

“[Volunteering in America: 2008 State and City Trends & Rankings](#)” is based on data obtained from the U.S. Census Bureau and Bureau of Labor Statistics through a “volunteering

supplement” to the Current Population Survey (CPS) from 2002 to 2007. The CPS is a monthly survey of about 60,000 households (100,000 individuals). Volunteers are defined as persons who did unpaid work through or for an organization. The Census Bureau administers the CPS volunteer supplement. The report includes information for all states and 162 cities, using Metropolitan Statistical Areas. This information includes the volunteer rate compared to the average rate for MSAs and the nation; the types of organizations through which residents serve; their main volunteering activities, the average hours per year and volunteer rates for age and gender demographic groups, and key trends and highlights.

The **Corporation for National and Community Service** improves lives, strengthens communities, and fosters civic engagement through service and volunteering. Each year the Corporation engages more than four million Americans of all ages and backgrounds in service to meet local needs through its Senior Corps, AmeriCorps, and Learn and Serve America programs. Working through state service commissions and thousands of national and local nonprofits, the Corporation promotes volunteering through grantmaking, research, recognition, and training and technical assistance. Last year the Corporation’s programs and grantees engaged nearly two million community volunteers, making it one of the country’s largest drivers of volunteer service. For more information, visit www.NationalService.gov.

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