



## NEWS RELEASE

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### For Gen Z Making a Difference Matters: Junior Achievement Survey

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**MILWAUKEE (October 25, 2024)** – Volunteering opportunities make a big difference to Gen Z when evaluating job prospects, according to a multi-generational Ipsos poll conducted for Junior Achievement USA, a nonprofit provider of educational programs for K-12 students.

According to the survey of 2,294 adults, 72 percent of Gen Z want to work for companies that offer employees opportunities to volunteer. Additionally, 87 percent of Gen Z believe companies that offer volunteer opportunities for employees strengthen the community while 79 percent believe such companies would be good to work for.

Junior Achievement of Wisconsin (JA) is reporting the survey results as it celebrates the impact of its community volunteers for International Make a Difference Day, observed every year on the fourth Saturday of October.

“Volunteering reminds us of the importance of community connections,” said Junior Achievement of Wisconsin President, Julie Granger. “Whether in a classroom or local JA event, our volunteers tell us that the experience of coming together to do something good for their community is a great way to make new friends, connect with people who share common interests, and come away feeling better about themselves and their ability to make a difference.

Despite the perception of Gen Z being more focused with online connections than in-person ones, the Junior Achievement survey indicated that Generation Z is just as inclined to volunteer as other generations with 66 percent of Gen Z respondents saying they have volunteered, compared to 66 percent of Baby Boomers, 57 percent of Millennials, and 54 percent of Generation X.

Junior Achievement offers flexible, fun volunteer opportunities both in and out of the classroom. Just bring yourself and JA provides the rest including training and materials. If you’re interested in making a difference in the lives of young people in your community, or want to learn more, visit [wisconsin.ja.org](http://wisconsin.ja.org) or call your local JA office.

#### About Junior Achievement

Junior Achievement is the world's largest organization dedicated to giving young people the knowledge and skills they need to own their economic success, plan for their future, and make smart academic and economic choices. JA learning experiences are delivered by corporate and community volunteers and provide relevant, hands-on lessons that give students from kindergarten through high school knowledge and skills in financial literacy, work readiness, and entrepreneurship. Additionally, Junior Achievement is expanding its reach to 18-to-25-year-olds to provide young adults with critical life skills. Since 2021, more than 14,000 Junior Achievement volunteers have taught JA life skills to 340,000 Wisconsin students. For more information, visit [Wisconsin.ja.org](http://Wisconsin.ja.org).