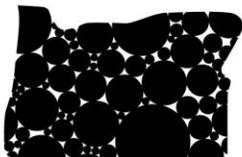


2015 Charitable Fund Drive

Campaign Report

Submitted by:
Campaign Management Team
The Children's Trust Fund of Oregon
EarthShare Oregon
Deb Furry
2-19-2016



OREGON
EMPLOYEES
CHARITABLE
FUND DRIVE

2015 Charitable Fund Drive Campaign Report

Total raised \$ 835,022.52
4.7% of state employees participated

The Charitable Fund Drive (CFD) Committee goal for the 2015 campaign:

- Increase awareness of the Charitable Fund Drive

It was a mixed year for the Charitable Fund Drive. A group of agency coordinators who brought with them energy, enthusiasm, and workplace campaign experience saw their campaigns grow significantly. Other agencies couldn't quite find their momentum as internal transitions caused them to get off to a late start resulting in campaigns that didn't do as well as the year before. After two years of positive overall growth in the campaign, 2015 saw a decline. This year the state agencies saw 125 fewer donors than last year and a 1.64% decrease over 2014 pledges.

It was a mixed year for the universities. Western Oregon University and Eastern Oregon University both with a 7 % increase. Oregon State University also saw an increase this year of 5% and Oregon Institute of Technology was up 3%. The University of Oregon campaign, always the largest donor by agency to the campaign, was again down this year by 8%.

The number of events declined after 2014 high of 172 to 109. There were about the same number of opportunities this year (10 in 2014) for tabling and presentations by charity representatives, either as part of an event or presentation at a staff meeting. The campaign did lose the benefit of the Kickoff which was canceled due to weather. The lesson learned is that it has become the visual recognition of the launch of the campaign and an opportunity for coordinator's to meet groups that they would like to invite in for presentations.

The committee continued activities from the previous year to help increase awareness of the Charitable Fund Drive:

1. Two state wide emails from the Director of DAS
2. Donors had the ability online to easily renew their gift from the previous year

Many Agency and Site Coordinators did an absolutely fabulous job in creating visibility and awareness of the campaign and encouraging their co-workers to take a look at the Charitable Fund Drive. Because of their outstanding efforts, there are a number of agencies that met or significantly increased their prior year pledges.

Agency Highlights:

1. The Agencies shown below had a **REVENUE** increase over 2014. (A full listing of results by department is included in the appendices of this report).

State Police	415%
Veteran's Affairs	253%
Public Defense Services	189%
Parks & Recreation Dept.	158%
Legislative Administration	153%
Revenue	109%
Dentistry Board	100%
Legislative Fiscal Office	99%

Education Department	80%
Marine, Board	47%
Agriculture	37%
Nursing, Board	35%
Public Safety Standards & Training	30%
Oregon Medical Board	27%
Energy Office	25%
Pharmacy, Board	24%
Justice Dept.	20%
Governor's Office	19%
Library	16%
Corrections	14%
ODOT	13%
Aviation	4%
Oregon Business Development	4%
Legislative Counsel	4%
Public Utilities Commission	2%

There were also increases in the university system.

Western Oregon University	7 %
Eastern Oregon University	7 %
Oregon State University	5%
Oregon Institute of Technology	3%

2. Agencies listed below had an increase in **the number of donors** in 2015 over 2014. The agencies with significant increases are noted. *Please note the report on pages 9-10 indicate the percentage of employees participating within each department.*

Department Of Agriculture	Nursing Board
Commission for the Blind	Oregon Department of Transportation
Consumer & Business Services	Oregon Institute of Technology 141%
Department of Corrections	Parks & Recreation
Department of Education 209%	Public Defense Services 240%
Department of Energy 60%	Public Utility Commission
Department of Environmental Quality	Department of Revenue 128%
Department of Human Services	Secretary of State
Legislative Admin Office	State Police
Lottery	Veteran's Affairs 128%
Marine Board	Western Oregon University

3. **Award of Distinction Winners** for 2015: *This award started in 2010 and is given to the agency with the highest per capita giving by employee category.*

This year the awards were again presented to the winning department, at a time and place of their choosing, to create broader visibility and appreciation for employee generosity in support of the campaign and the great work of the coordinators.

1000 + employees: **Department of Justice** (third year in a row)

500 – 999 employees: **Department of Environmental Quality** (sixth year in a row)

100 – 499 employees: **Department of Housing & Community Services** (third year in a row)

99 or fewer employees: **Legislative Fiscal Office**

Universities: **University of Oregon** (sixth year in a row)

4. A new award was introduced this year, **The Award of Excellence** presented to the Agency with the highest total dollars raised within their employee category. A category was added for agencies of 4000+ employees and we did not include the universities.

4000+ employees: **Oregon Department of Transportation**

1000 -3999 employees: **Department of Justice**

500 – 999 employees: **Department of Environmental Quality**

100 – 499 employees: **Public Employees Retirement System**

99 or fewer employees: **Department of Energy**

Donor Highlights

1. Donors continue to average 2.6 designations to charities when they used the online pledging. Paper pledges had an average of 1.85 designations.
2. The average gift per donor for all gifts through the campaign was \$327. This was a slight decrease from last year's average of \$332.
3. There were a total of 109 fundraising events, which raised \$29,051. This represents 67 fewer events and \$6,547 less than the \$35,598 raised in 2014. Closer to the number of events and dollars (\$25,706) raised in 2013.
4. 88% of all giving was done on-line when events are taken out of the number (these are always entered as paper pledges). Paper pledges counted for 12% of gifts through the state agencies just slightly higher than the universities.
5. 36% of donors requested to have their contact information passed along to their designated charities. This is just 2% less than last year.
6. New last year, donors could select to be contacted year-round by the CMO Team. This year 268 chose this option, 30 more than last year. They will receive the CFD Newsletter **Your Gifts at Work**.
7. Range and median of all gifts
 - a. Range is \$1 to \$7200 an increase of \$1200 over the previous year
 - b. Median gift is \$180 same as last year

- c. More than 77% of all gifts are at the level of \$360 or below (same as last year)
- d. 7.6% of the gifts are at the level of \$1000 or above and account for 37% of the total dollars pledged (very similar to last year)

8. Method for giving

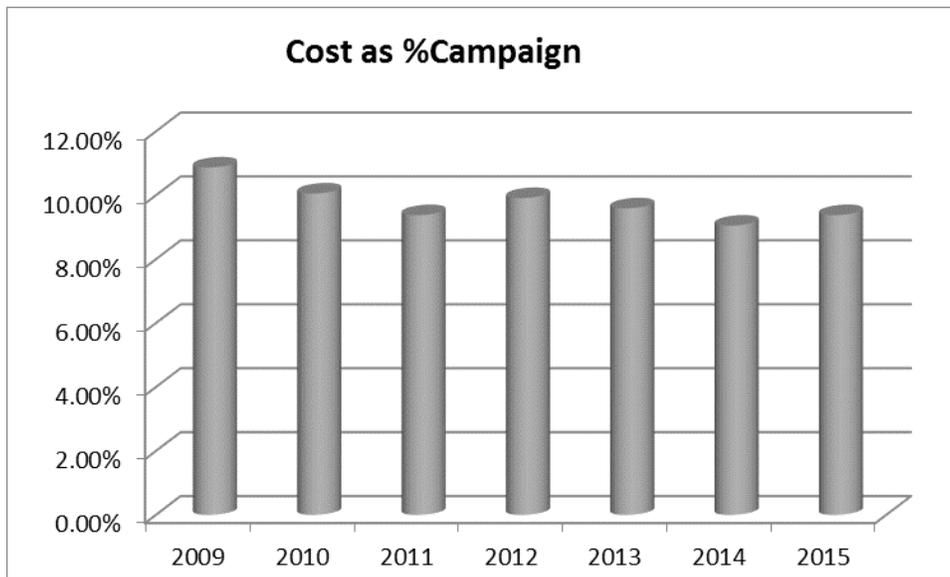
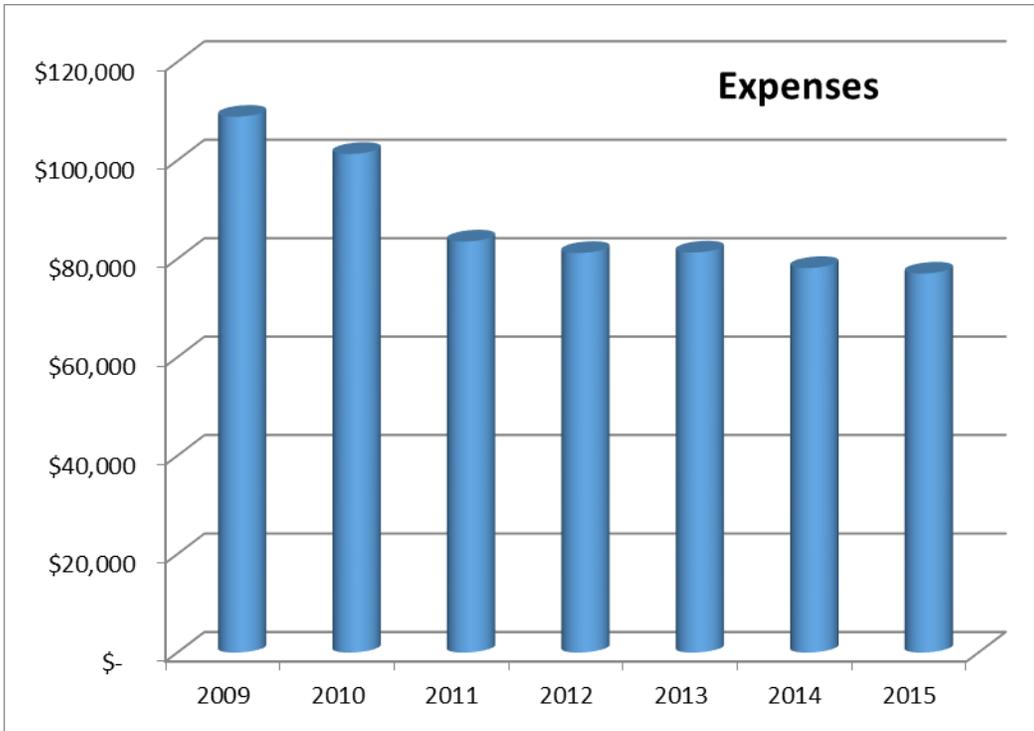
	# donors	Total \$\$	% donors	% dollars	Avg. Gift
Events	-----	\$ 29,051	0%	4%	-----
Cash	29	\$ 821	1%	0%	\$ 28.30
Check	76	\$ 12,393	3%	2%	\$ 163.07
Credit card	218	\$ 55,134	9%	7%	\$ 252.91
Recurring CC	13	\$ 9,000	1%	1%	\$ 692.31
Recurring E-check	5	\$ 430	0%	0%	\$ 86.00
Payroll	2013	\$ 711,743	86%	87%	\$ 353.57

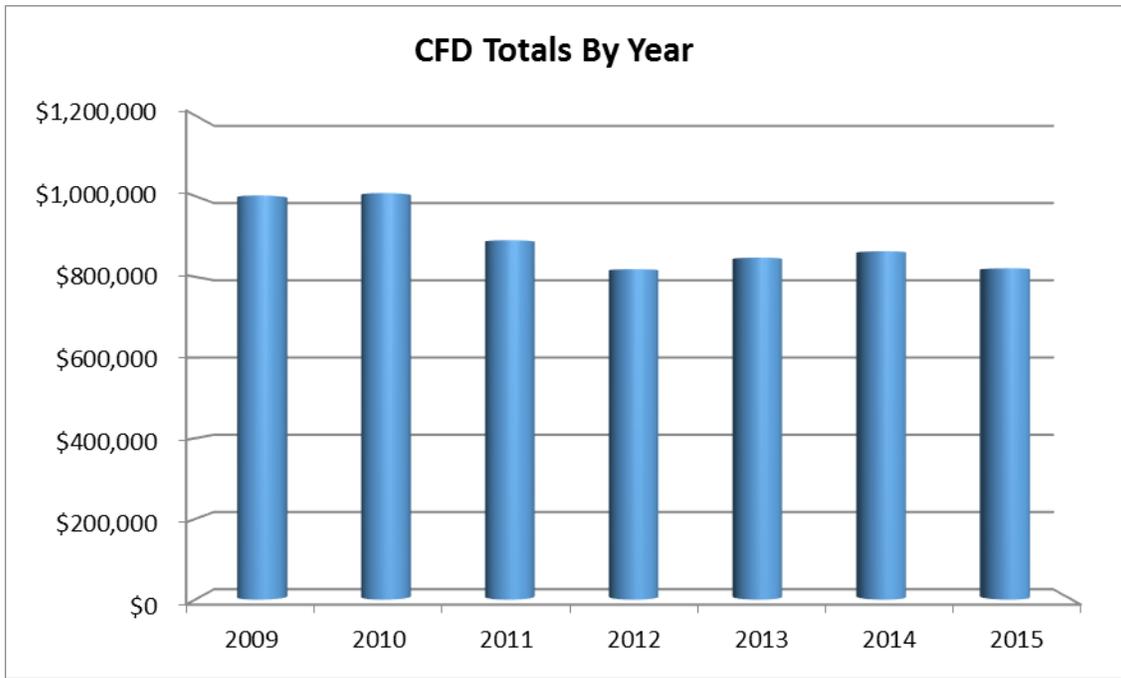
CFD EXPENSES

The CMO Team continues to work diligently to reduce expenses where possible. At this point, we have reduced expenses everywhere possible.

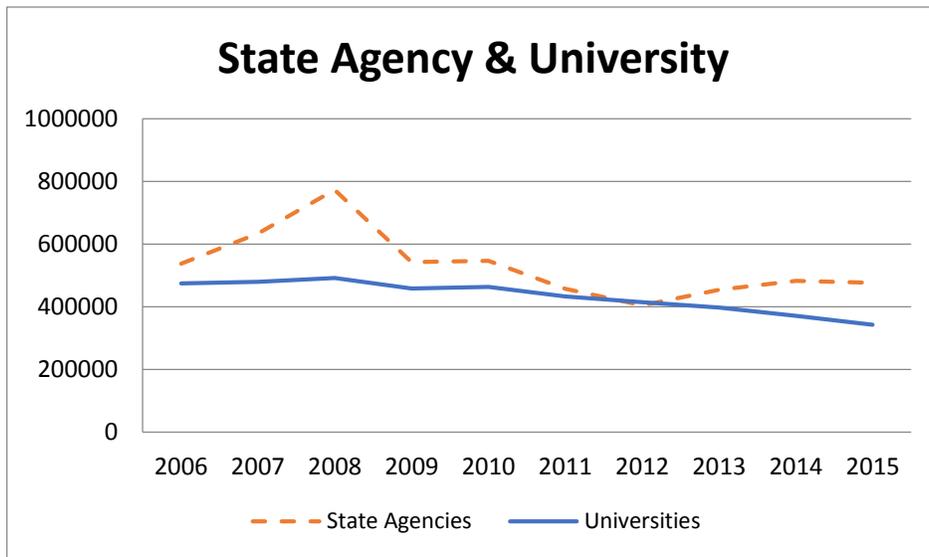
While the campaign's fiscal year goes through the end of March, we estimate that expenses should fall close to \$77,000. This would keep expenses at 9.4 percent of pledges.

The graphs that follow show the downward trend of total campaign expenses, how that varies as a percentage of campaign, and how that correlates to the campaign results.





Trends in giving by State Agency and University



Preliminary plan for the 2015 Charitable Fund Drive

Many are continuations of efforts already underway:

2016 Goal – 100% awareness of the Charitable Fund Drive.

1. Increase engagement.
 - a) Continue to work with DAS Director to engage support and leadership for the CFD.
 - b) Engage more support among Agency Directors and department leadership for the CFD and the role of the Agency Coordinator in implementing the campaign.
 - c) Continue to position the Agency Coordinators in a leadership role within the campaign.
 - d) Invite key Agency Coordinators to share their success stories with the CFD Committee so we better understand what contributes to success and look to replicate.
 - e) Better understand how to use the unique culture of each agency as a component of their campaign success.
 - f) Engage people's minds and hearts through more direct involvement in organizations supported by the CFD and stories.
 - g) Equip Agency and Site Coordinators to be more effective in their outreach through personal stories.
2. Increase visibility of the campaign.
 - a) Distribute ***Your Gifts at Work***, the CFD newsletter produced 8 times per year to past donors to keep them informed about the difference their Charitable Fund Drive dollars make.
 - b) Assess current materials – printed and online – do we have the right materials?
 - c) Develop new tools to help coordinators promote the campaign visually and electronically.
 - d) Continue to improve quality and availability of information for coordinators and donors on the CFD website (ecfd.oregon.gov) and publicize campaign events on the website.
 - e) Explore the use of department intranet sites as opportunities to promote the CFD and link to the online pledge site.
 - f) Use the CFD Facebook site as another means to publicize the campaign and connect coordinators.
 - g) Work proactively with Statesman Journal's state government reporter.
 - h) Plan a weather backup for the Kickoff.
3. Increase awareness of the opportunity and benefit of payroll contributions and re-position events as promoting the campaign, rather than *being* the campaign.
 - a) Develop promotional materials about the power of payroll contributions.
 - b) Encourage more speaking and tabling events, as a part of the event activity, where employees have the opportunity to meet with representatives from the charitable organizations.
4. Provide more educational opportunities.
 - a) Provide more information about the various organizations and the work that they are doing and the impact they are making.
 - b) Increase awareness of the resources and services available to State employees and their families.

Appendices included in 2015 Final Report with description:

2015 Campaign Analysis and Comparisons: total gifts and number of donors broken out by state agency and university.

Comparison, by Funds and Federations, to prior years (2015-2010): captures the total dollars raised by year for each fund or federation. All numbers include share of gifts known as general gifts – undesignated money given to the campaign.

Summary by Fund and Federation: fund and federation totals reflect the dollars raised within a given county or area. The LUW is the total raised by the local United Way or United Fund in that area.

Results by Local United Way by County: local United Ways and United Funds raise money across the state, not just from their local area. This is the breakdown of those gifts by county or area. Column A is the county – row 2 is the local United Way.

Total Results by County: this is a breakdown of all gifts by county or area.

2015 Campaign Analysis by Department -- Final Report

	2015 Campaign Analysis by Department -- Final Report					2014 Comps					2013 Comps		
	# empl	# donors	% part.	Total gifts \$	change from last year	# empl	# donors	% part.	Total gifts \$	change from last year	# empl	# donors	% part.
Total Campaign	54,569	2538	4.7%	\$ 832,023	-3.63%	53,253	2706	5.1%	\$ 863,363	1.24%	51,428	2696	5.2%
State Agencies Only	37,980	1643	4.3%	\$ 479,949	-1.64%	38,046	1768	4.6%	\$ 487,932	7.34%	36516	1680	4.6%

1000 - 9000+ Employees

Firm	# empl	# donors	% part.	Total gifts \$	change from last year	# empl	# donors	% part.	Total gifts \$	change from last year	# empl	# donors	% part.
Corrections	4363	55	1%	17,625	14%	4,342	50	1%	15,460	17%	4,373	39	1%
Employment Dept	1100	53	5%	13,468	-22%	1,168	96	8%	17,310	-13%	1,418	98	7%
Fish & Wildlife	1076	43	4%	12,426	-6%	1,098	52	5%	13,163	33%	1,200	33	3%
Human Services (DHS)	7550	176	2%	45,221	-16%	7,386	270	4%	53,621	36%	6,367	186	3%
Judicial Dept (OJD)	1680	43	3%	17,127	-9%	1,700	49	3%	18,742	-14%	1,665	63	4%
Justice Dept. (DOJ)	1232	105	9%	38,036	20%	1,212	103	8%	31,626	-5%	1,282	123	10%
ODOT	4313	194	4%	55,677	13%	4,281	175	4%	49,097	22%	4,300	111	3%
Oregon Health Authority	4458	89	2%	27,131	-23%	4,214	96	2%	35,400	15%	4,261	101	2%
State Police	1217	10	1%	2,101	415%	1,157	2	0%	408	-11%	1,215	4	0%
Total	26,989	768	3%	\$ 228,813	-3%	26,558	893	3%	\$ 234,826	12%	26,081	758	3%

500 - 999 Employees

Firm	# empl	# donors	% part.	Total gifts \$	change from last year	# empl	# donors	% part.	Total gifts \$	change from last year	# empl	# donors	% part.
Administrative Services	732	61	8%	17,033	-36%	727	96	13%	26,665	23%	752	103	14%
Consumer & Business Service:	921	76	8%	21,414	-1%	889	70	8%	21,573	23%	996	59	6%
Environmental Quality	655	131	20%	39,414	-1%	655	128	20%	39,849	-7%	650	147	23%
Forestry	791	27	3%	5,968	5%	1,059	27	3%	5,706	-10%	654	41	6%
OR Youth Authority	957	12	1%	3,630	-31%	927	24	3%	5,270	14%	1,057	19	2%
Parks & Rec. Dept	781	14	2%	2,963	158%	798	9	1%	1,150	-69%	600	15	3%
Revenue	994	114	11%	26,758	112%	964	52	5%	12,627	28%	881	53	6%
Total	5831	435	7%	\$ 117,180	4%	6019	406	7%	\$ 112,840	6%	5590	437	8%

100 - 499 Employees

Firm	# empl	# donors	% part.	Total gifts \$	change from last year	# empl	# donors	% part.	Total gifts \$	change from last year	# empl	# donors	% part.
Agriculture	395	12	3%	6,748	37%	468	10	2%	4,910	-25%	350	12	3%
Education Department	521	33	6%	5,191	80%	519	11	2%	2,889	35%	350	12	3%
Housing & Community Service:	125	31	25%	11,662	2%	130	30	23%	11,473	9%	154	36	23%
Labor & Industries Bureau	100	16	16%	4,439	-5%	101	18	18%	4,697	-11%	100	27	27%
Liquor Control Commission	220	9	4%	5,017	-4%	220	23	10%	5,225	72%	222	14	6%
Lottery	455	44	10%	11,370	-2%	449	42	9%	11,608	-10%	421	44	10%
Military Dept	436	15	3%	3,109	-17%	473	12	3%	3,765	11%	540	13	2%
Oregon Business Development	125	8	6%	2,616	4%	126	8	6%	2,510	-38%	132	12	9%
OREGON Corrections Enterprise:	100	4	4%	2,807	-14%	105	4	4%	3,252	-19%	105	7	7%
PERS	344	49	14%	12,628	-26%	351	65	19%	17,118	42%	360	47	13%
Public Safety Standards & Trai	317	4	1%	630	30%	330	4	1%	485	29%	96	2	2%
Public Utilities Commission	119	9	8%	2,640	2%	125	8	6%	2,580	-45%	132	16	12%
Secretary of State	186	26	14%	6,548	-25%	192	27	14%	8,789	8%	188	25	13%
State Lands	104	15	14%	2,570	-38%	101	18	18%	4,126	64%	110	16	15%
Water Resources	152	7	5%	2292	-42%	138	13	9%	3,958	-10%	136	16	12%
Total	3699	282	8%	\$ 80,267	-8%	3828	293	8%	\$ 87,385	4%	3396	299	9%

Under 100 Employees

Firm	# empl	# donors	% part.	Total gifts \$	change from last year	change from last year					# empl	# donors	% part.
						# empl	# donors	% part.	Total gifts \$	change from last year			
Accountancy Board	7	1	14%	10	-93%	14	2	14%	144	9%	14	2	14%
Advocacy Commission	2	1	50%	120	-35%	2	2	100%	186	16%	2	2	100%
Aviation	12	3	25%	480	4%	12	4	33%	460	-26%	13	4	31%
Blind Commission	53	6	11%	640	-18%	53	4	8%	780	63%	53	3	6%
Construction Contractors BD	60	3	5%	540	-44%	64	5	8%	960	1500%	70	1	1%
Dentistry Board	7	1	14%	100	100%	7	1	14%	50	-17%	17	2	
Employment Relations Board	13	2	15%	182	-87%	13	3	23%	1,440	9%	13	4	31%
Energy Office	85	24	28%	9,186	25%	115	15	13%	7,333	30%	110	14	13%
Forest Resources Institute	9		0%		#DIV/0!	7		0%		#DIV/0!	7		0%
Geology & Mineral Industry	35		0%		-100%	41	1	2%	60	#DIV/0!	55		0%
Gov. Ethics Commission	8	3	38%	240.15	-37%	8	3	38%	382	#DIV/0!	8		0%
Gov. Office	54	4	7%	3852	19%	53	8	15%	3,236	-33%	50	11	22%
Health Licensing Office							3		1,500				
Higher Ed. Coord. Commission	23	11	48%	2992	-58%	85	36	42%	7,195	32%	92	25	27%
Land Conservation & Developr	55	7	13%	3672	-13%	63	11	17%	4,198	3%	63	11	17%
Land Use Appeals Board			#DIV/0!		#DIV/0!			#DIV/0!		#DIV/0!	5		0%
Legislative Administration	85	6	2%	1620	153%	85	2	2%	640	7%	90	1	3%
Legislative Assembly	248				#DIV/0!	248				-100%		1	
Legislative Counsel	48	2	4%	1500	4%	42	2	#REF!	1,440	-40%	47	3	#REF!
Legislative Fiscal Office	21	5	24%	4056	99%	20	6	30%	2,040	127%	20	2	10%
Legislative Revenue	8					7							
Library	43	15	35%	5157	16%	40	18	45%	4,460	-14%	39	17	44%
Licensed Social Workers Bd.	10		0%		#DIV/0!			#DIV/0!		#DIV/0!	12		0%
Long term care ombudsman	19		0%		#DIV/0!	18		0%		#DIV/0!	18		0%
Marine Bd.	42	3	7%	795	47%	40	1	3%	540	-24%	40	3	8%
Mortuary & Cemetery Bd			#DIV/0!		#DIV/0!	16		0%		-100%	17	1	6%
Nursing, Bd	57	6	11%	1320	35%	50	4	8%	981	-14%	57	6	11%
Occupational Therapy Lic Bd.			#DIV/0!		#DIV/0!			#DIV/0!		#DIV/0!	7		0%
Oregon Chief Education Office	13	2		237	-80%	15	2		1,200				
Oregon Medical Board	39	7	18%	2005	27%	37	6	16%	1,581	-40%	40	8	20%
Oregon Student Access Compl	24		0%		#DIV/0!	32		0%		-100%	27	3	11%
Parole/Post Prison	15	1	7%	1008	-46%	15	9	60%	1,861	172%	14	2	14%
Pharmacy Bd	20	3	15%	445	24%	19	2	11%	360	-25%	19	2	11%
Psychiatric Security Review Board			#DIV/0!		#DIV/0!			#DIV/0!		#DIV/0!	20		0%
Public Defense Services	73	17	23%	4744	189%	74	5	7%	1,639	-16%	72	6	8%
Racing Commission			#DIV/0!		#DIV/0!	20		0%		#DIV/0!	22		0%
Real Estate Agency	30		0%		-100%	36	2	6%	120	0%	30	2	7%
State Treasurer	94	6	6%	3425	-3%	87	8	9%	3,545	15%	84	9	11%
Tax Practitioners Board	4	1	25%	60	-93%	4	1	25%	900	50%	12	1	8%
Teacher Standards & Practices	25	1	4%	1440	-45%	22	3	14%	2,640	-5%	20	4	20%
Veterans Affairs	85	16	19%	3562	253%	82	7	9%	1,010	-60%	75	13	17%
Watershed Enhancement Bd	35	1	3%	300	#DIV/0!	48		0%		#DIV/0!	30		0%
Total	1461	158	11%	53,688	2%	1641	176	11%	52,881	-4%	1449	186	13%

University System

Firm	# empl	# donors	% part.	Total gifts \$	change from last year	change from last year					# empl	# donors	% part.
						# empl	# donors	% part.	Total gifts \$	change from last year			
Eastern Oregon University	386	15	4%	6,460	7%	422	17	4%	6,065	-6%	416	16	4%
OR Institute of Technology	387	30	8%	8,828	3%	383	12	3%	8,576	22%	390	13	3%
Oregon State University	5954	166	3%	101,869	5%	5565	166	3%	96,580	-2%	5335	182	3%
Portland State University	2765	42	2%	19,884	-18%	2557	44	2%	24,317	-23%	2717	63	2%
Southern Oregon University	630	10	2%	4,842	-27%	589	27	5%	6,588	49%	620	19	3%
University of Oregon	5880	610	10%	200,972	-8%	4954	642	13%	217,669	-6%	4754	683	14%
Western Oregon University	587	22	4%	8,009	7%	704	20	3%	7,465	-6%	588	19	3%
Total	16589	895	5%	350,864	-5%	15207	938	6%	370,721	-7%	14912	1016	7%

Retiree Gifts		2		1210	-74%		4		4710	685%		1	
---------------	--	---	--	------	------	--	---	--	------	------	--	---	--

Comparison k

2.19.2016

Local United Way/Fund	2015 Pledges	% change 15 to 14	2014 Pledges	% change 14 to 13	2013 Pledges	% change 13 to 12
Benton County	52288	-6.21%	\$55,747.61	-10.58%	\$62,342.29	3.93%
Clatsop County	2950.88	15.72%	\$2,550.00	61.71%	\$1,576.91	-15.04%
Columbia County	1885	-22.44%	\$2,430.23	20.31%	\$2,020.00	-38.77%
Columbia Gorge	3533	66.57%	\$2,121.00	-2.93%	\$2,185.00	-8.08%
Columbia Willamette	12698.59	-6.67%	\$13,606.57	-22.37%	\$17,528.32	23.72%
Crook County	1519.21	-44.42%	\$2,733.50	19.04%	\$2,296.25	205.64%
Deschutes County	7190.96	-7.17%	\$7,746.30	13.39%	\$6,831.35	7.70%
Eastern Oregon	9492.64	-0.60%	\$9,550.00	2.40%	\$9,325.93	-13.90%
Greater Douglas	2067.2	-40.27%	\$3,461.07	3.02%	\$3,359.50	39.34%
Jackson County	7733.42	-13.68%	\$8,959.05	18.78%	\$7,542.55	-25.58%
Klamath Basin	10198	17.65%	\$8,667.86	-24.47%	\$11,476.46	33.30%
Lane County	148913.93	-7.13%	\$160,349.90	-6.79%	\$172,031.25	5.04%
Linn County	10730	-0.26%	\$10,758.00	-11.14%	\$12,107.00	40.26%
Mid-Willamette UW	42580.75	-22.66%	\$55,053.19	0.40%	\$54,834.31	23.69%
Southwest Oregon	6403	75.17%	\$3,655.40	-7.72%	\$3,961.00	25.95%
Tillamook County	0	-100.00%	\$1,511.50	-47.75%	\$2,893.00	17.99%
Tri-County United Fund	0	-100.00%	\$4,601.55	0.39%	\$4,583.67	5.98%
Umatilla County	1871.94	124.45%	\$834.00	-85.56%	\$5,776.48	-20.49%
Black United Fund	18461.19	8.77%	\$16,972.63	2.69%	\$16,527.76	-12.31%
Children's Trust Fund	47095.19	6.49%	\$44,223.35	6.11%	\$41,675.96	-12.77%
Community Health Charities	80964.01	-2.01%	\$82,627.05	20.88%	\$68,355.49	-8.04%
Earth Share of Oregon	80921.55	-0.68%	\$81,473.19	3.62%	\$78,628.06	-3.62%
Equity Foundation	80824.3	-9.17%	\$88,980.27	0.64%	\$88,410.76	-4.32%
Habitat for Humanity	44733.53	-9.69%	\$49,533.34	-3.71%	\$51,440.76	4.61%
Local Independent Charities	103174.35	10.10%	\$93,706.15	22.17%	\$76,702.11	12.14%
MRG	10667.19	21.59%	\$8,773.22	-6.01%	\$9,333.76	-8.72%
OCADSV	21895.5	21.71%	\$17,989.54	46.67%	\$12,265.69	
Work for Art	21229.19	-14.22%	\$24,748.47	15.21%	\$21,480.76	0.03%
	\$832,022.52	-3.63%	\$863,363.94	1.87%	\$847,492.38	3.49%

Totals include share of general gift funds