

2017 Charitable Fund Drive

Campaign Report

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OREGON
EMPLOYEES
CHARITABLE
FUND DRIVE

2017 Charitable Fund Drive Campaign Report

Total raised \$ 784,487.35
3.93% of state employees participated

The Charitable Fund Drive (CFD) Committee goal for the 2017 campaign: **To increase participation rates across all agencies and universities by 5 percent.**

The Charitable Fund Drive took a downturn in 2017. The total of **\$784,487** raised was a 11.6% decrease from the 2016 campaign. Total individual donors were fewer than last year, by about 315 donors, so the goal to increase participation was not met.

Overall: State Agencies

There was an enthusiastic group of agency coordinators within the state agencies who saw their campaigns grow, however. Twenty-one State agencies had increases over the prior year. The result was a total of \$454,257.34 raised, which is a decrease of 13.7% from last year.

Overall: Universities

It was a mixed year for the universities. Overall, donors and number of donations at most universities declined. Three smaller universities showed significant increases – Eastern Oregon University (18.2% increase), Southern Oregon University (38% increase) and Western Oregon University (85% increase). This could be partly attributable to a new “Best Practices” lunch all University coordinators attended in the planning stages of their campaign. The University of Oregon campaign, still the largest university campaign, was down this year by 19.4%. The total for the university campaigns overall declined by about \$36,000, or 10.1%.

Overall: Fundraisers

The number of special fundraiser events dropped from 108 to 82, but raised about the same amount as 2016 – this year’s total was \$42,026.35. There were about the slightly fewer opportunities this year for tabling and presentations by charity representatives, either as part of an event or presentation at a staff meeting. The kickoff did not take place this year, as it was attended mostly by small agency and site coordinators. Instead, the Fund Drive attended the September Diversity and Inclusion Fair as an exhibitor.

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

1. Two statewide 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 a fabulous job creating visibility and awareness of the campaign, encouraging their co-workers to explore the Charitable Fund Drive options. This year, in most agencies and universities, a small postcard was used in place of the brochure as the visual reminder. Some agencies still prefer to use the brochure, however.

Agency Highlights:

1. The Agencies shown below had a **REVENUE** increase over 2016. (A full listing of results by department is included in the appendices of this report).

Agriculture	50.00%
Aviation	41.67%

Employment	29.00%
Employment Relations Board	new donor
Fish & Wildlife	5.09%
HECC	13.27%
Judicial - Judges	new donor
Judicial	2.61%
Land Conservation & Development	new donor
Legislative Administration	3.77%
Legislative Counsel Committee	23.81%
Legislative Fiscal Office	157.03%
Mortuary and Cemetery Board	16.67%
Oregon Lottery	35.28%
Oregon Medical Board	37.37%
Parks & Recreation	18.56%
Public Defense Services	9.57%
Public Safety Standards & Training	42.00%
State Lands	5.65%
Tax Practitioners	new donor
Treasury	37.91%
Veterans` Affairs	79.61%
Water Resources Department	33.51%

There were also increases in the university system.

Eastern Oregon University	18.28%
Southern Oregon University	37.63%
Western Oregon University	85.08%

2. Agencies listed below had an increase in **the number of donors** in 2017 over 2016. The agencies with significant increases given their size are in bold. *Please note the report in the appendix does not indicate the percentage of employees participating within each department. These numbers do not include the many donors participating in educational or fundraising events.*

Administrative Services	27.87%
Agriculture	40.00%
Aviation	100.00%
Construction Contractors Board	66.67%
DHS - Department of Human Services	9.38%
DEQ - Environmental Quality	34.95%
Higher Education Coordinating Commission	15.38%
Labor & Industries	16.67%
Legislative Counsel Committee	100.00%
Legislative Fiscal Office	100.00%
Military Department	5.26%

Nursing, Board of	10.00%
ODFW	25.00%
Oregon Lottery	59.18%
Parks & Recreation	66.67%
Treasury	14.29%
Veterans` Affairs	100.00%
Water Resources Department	21.43%

3. **The Award of Excellence** created in 2015 is presented to the Agency with the highest total dollars raised within their employee category. The 2017 winners also received the awards in 2016, except for the new addition of Oregon Lottery.

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

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

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

100 – 499 employees: **Oregon Lottery**

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

Donor Highlights

1. Donors averaged 2.5 designations to charities this year, up from last year.
2. The average gift per donor for all gifts through the campaign was \$345.89. This was an increase over last year's average of \$341.
3. There were at least 82 fundraising events (though often multiple events are reported as one total), which raised \$42,026. This represents fewer fundraisers than last year, but a slight increase in dollars raised over 2016 (\$41,668).
4. 93% of all giving was done online, an increase of 2% over last year, when events are taken out, as these are always entered as paper pledges. Only 6.4% of gifts were made using paper pledge forms through the state agencies and the universities.
5. 32.6% of donors requested to have their contact information passed along to their designated charities. This rate is basically unchanged from 2016.
6. Range and median of all gifts excluding event money
 - a. Range is \$2 to \$4800
 - b. Median gift remains \$180
 - c. 76% of all gifts are at the level of \$360 or below and account for 32.7% of the total dollars pledged, slightly less than last year (78% in state agencies, 70% in the universities)
 - d. Leadership gifts of \$1000 or more: about 9% of the gifts are at the level of \$1000 or above and account for 41.3% of the total dollars pledged, slightly more than last year. There is a noticeable difference between state agency and university employees in this category. 5.8% of state agency gifts are \$1,000 or more (representing 28.8% of the state

agency dollars donated), but 14.2% of all University gifts are \$1,000 or more (representing 56% of university dollars raised.)

7. Method of giving:

	# donors	Total dollars	% donors	% dollars	Average Gift
Events	-----	42,026.35	-----	5.36%	-----
Cash (non-event)	19	265.00	0.87%	0.03%	13.95
Check (non-event)	46	8,965.00	2.11%	1.14%	194.89
Credit card	244	61,029.00	11.17%	7.78%	250.12
Recurring CC	8	11,820.00	0.37%	1.51%	1,477.50
Recurring E-check	5	365.00	0.23%	0.05%	73.00
Payroll	1863	660,017.00	85.26%	84.13%	354.28

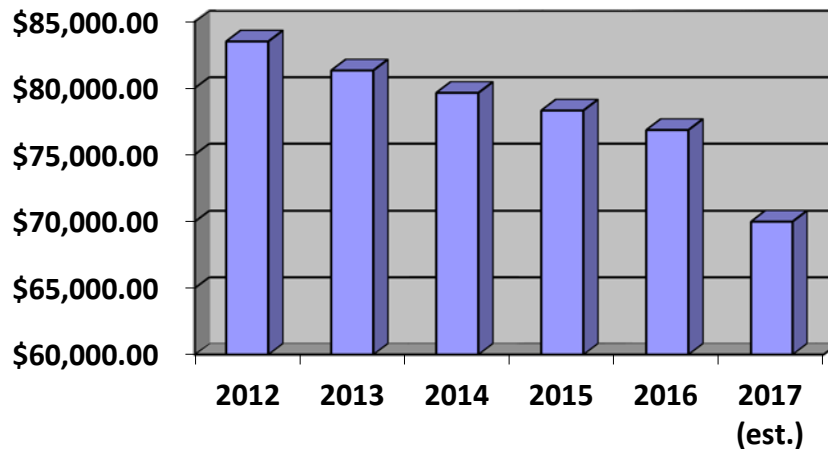
CFD EXPENSES

The CMO Team continues to work diligently to reduce expenses where possible. The advent of online giving has created opportunity to reduce printing and materials expense. This year we expanded the use of a postcard to replace the brochure. Continuing to promote this offers even more opportunity to reduce print materials expenses.

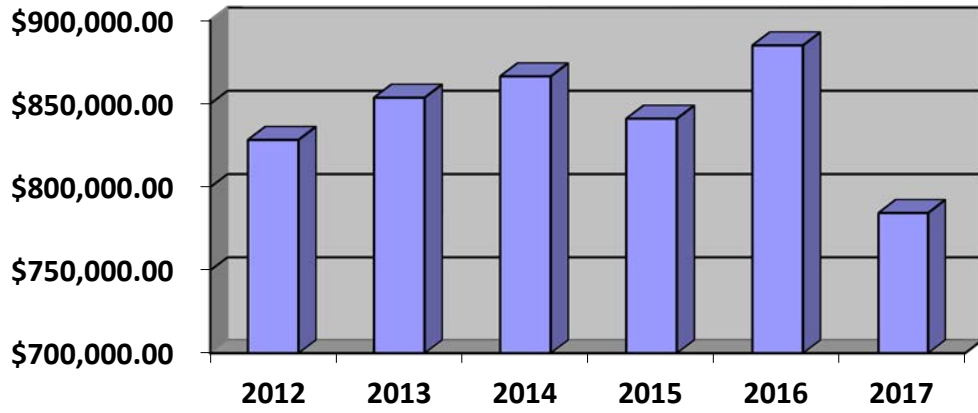
While the campaign’s fiscal year goes through the end of March, we estimate that expenses should fall close to \$70,000 or less. This would put expenses at about 8.92% of pledges.

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.

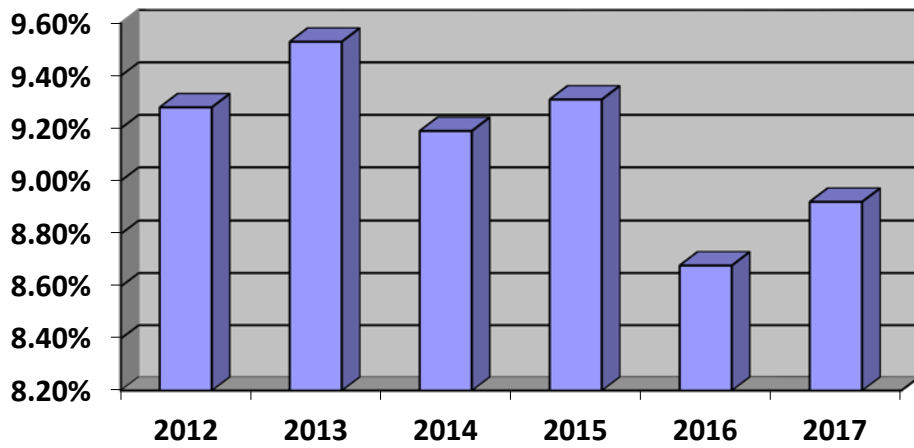
Expenses



Total Pledges



Expenses as % of Total Donations



Appendices included in 2017 Final Report with description:

2017 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 (2017-2015): 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.

2017 Charitable Fund Drive

Total Donors and Gifts by Agency/University

Agency/University	Donors	Totals
Administrative Services Dept Total	78	17,641.95
Agriculture, Dept of Total	7	7,560.00
Aviation, Dept of Total	4	680.00
Blind, Commission for the Total	1	180.00
Business Oregon Total	12	2,730.00
Construction Contractors Board Total	5	459.75
Corrections, Dept of Total	35	12,361.21
DCBS Total	48	16,165.46
Dentistry, Board of Total	1	100.00
DHS - Department of Human Services Total	175	43,489.00
Education, Oregon Dept of Total	11	2,039.81
Employment Department Total	86	25,161.03
Employment Relations Board Total	1	60.00
Energy, Department of Total	12	5,837.00
Environmental Quality, Dept of Total	139	36,060.00
Forestry, Dept of Total	24	6,022.00
Governor, Office of Total	5	1,080.00
Higher Education Coordinating Commission Total	30	4,797.00
Housing & Community Services, Dept Total	17	5,645.78
Judicial - Judges Total	3	1,225.00
Judicial Department Total	32	11,220.00
Justice Department Total	65	28,300.60
Labor & Industries, Bureau of Total	21	5,510.00
Land Conservation & Development, Dept of Total	1	576.00
Legislative Administration Total	3	660.00
Legislative Counsel Committee Total	2	1,560.00
Legislative Fiscal Office Total	4	2,560.00
Library, Oregon State Total	11	5,317.00
Liquor Control Commission, Oregon Total	4	2,940.05
Marine Board Total	3	1,200.00
Military Department, Oregon Total	20	5,486.25
Mortuary and Cemetery Board Total	2	420.00
Nursing, Board of Total	11	2,159.00
ODFW Total	40	10,556.25
ODOT/Dept of Transportation Total	126	47,309.78
OHA/Oregon Health Authority Total	101	30,621.55
Oregon Chief Education Office Total	1	360.00
Oregon Medical Board Total	7	4,662.50
Oregon Youth Authority Total	12	3,338.61
Parks & Recreation, Dept Total	20	3,420.32
Parole/Post Prison Supervision, Brd of Total	1	360.00
Police, Oregon State Total	5	1,645.00

Public Defense Services, Office of Total	18	5,484.00
Public Employees Retirement System Total	46	14,946.00
Public Safety Standards & Training, Dept of Total	3	710.00
Public Utility Commission Total	10	2,980.00
Revenue, Dept of Total	62	20,445.84
Secretary of State Total	18	6,668.50
State Lands, Department of Total	12	2,674.00
Tax Practitioners, Board of Total	1	600.00
Teacher Standards & Practices Total	3	1,860.00
Treasury, Oregon State Total	16	7,511.70
Veterans` Affairs, Dept of Total	18	4,167.00
Water Resources Department Total	17	4,992.00
Watershed Enhancement Board Total	1	300.00
State Agencies Subtotal	1411	\$ 432,816.94
Eastern Oregon University Total	7	\$ 6,860.00
Oregon Institute of Technology Total	14	\$ 5,656.00
Oregon State University Total	210	\$ 120,555.00
Portland State University Total	50	\$ 19,778.00
Southern Oregon University Total	16	\$ 7,900.00
University of Oregon Total	458	\$ 153,127.01
Western Oregon University Total	14	\$ 8,234.00
Universities Subtotal	769	\$ 322,110.01
Lottery, Oregon State	78	\$ 18,200.40
Oregon Corrections Enterprises	4	\$ 3,240.00
Retired Public Employee	6	\$ 8,120.00
Other Agencies Subtotal	88	\$ 29,560.40
2017 CFD Grand Total	2268	\$ 784,487.35

2017 Charitable Fund Drive

Federation Totals (Designated and Undesignated) Comparison Year over Year

Code	Fund/Federation	2017 CFD	% change 17 vs 16	2016 CFD	% change16 vs 15	2015 CFD
100	Black United Fund	\$ 19,194.29	-9.98%	\$ 21,322.58	15.50%	\$ 18,461.19
200	EarthShare Oregon	\$ 67,768.88	-12.81%	\$ 77,726.58	-3.95%	\$ 80,921.55
300	Children's Trust Fund of Oregon	\$ 43,464.50	-21.46%	\$ 55,340.58	17.51%	\$ 47,095.19
400	Community Health Charities	\$ 70,996.11	-17.03%	\$ 85,565.04	5.68%	\$ 80,964.01
500	Equity Foundation	\$ -	n/a	\$ 96,245.54	19.08%	\$ 80,824.30
600	United Way of Linn County	\$ 10,391.08	15.74%	\$ 8,978.00	-16.33%	\$ 10,730.00
700	United Way of Clatsop County	\$ 2,623.67	-14.32%	\$ 3,062.00	3.77%	\$ 2,950.88
800	Crook County United Fund	\$ 1,595.12	10.54%	\$ 1,443.00	-5.02%	\$ 1,519.21
1000	United Way of Jackson County	\$ 8,373.62	13.33%	\$ 7,388.62	-4.46%	\$ 7,733.42
1200	United Way of the Klamath Basin	\$ 6,465.42	-4.09%	\$ 6,741.00	-33.90%	\$ 10,198.00
1400	United Way of Eastern Oregon	\$ 8,750.39	0.59%	\$ 8,699.00	-8.36%	\$ 9,492.64
1500	Greater Douglas United Way	\$ 1,373.46	-27.36%	\$ 1,890.65	-8.54%	\$ 2,067.20
1600	United Way of the Mid-Willamette Valley	\$ 42,008.17	-18.02%	\$ 51,243.59	20.34%	\$ 42,580.75
1700	United Way of Columbia County	\$ 1,854.07	-25.30%	\$ 2,482.00	31.67%	\$ 1,885.00
1900	United Way of Deschutes County	\$ 6,275.90	-6.68%	\$ 6,725.32	-6.48%	\$ 7,190.96
2000	United Way of Southwestern Oregon	\$ 4,343.08	-15.60%	\$ 5,146.00	-19.63%	\$ 6,403.00
2100	United Way of Benton & Lincoln Counties	\$ 62,361.00	-1.40%	\$ 63,249.31	20.96%	\$ 52,288.00
2200	United Way of Lane County	\$ 119,269.86	-8.73%	\$ 130,684.89	-12.24%	\$ 148,913.93
2500	United Way of the Columbia-Willamette	\$ 14,951.68	-3.33%	\$ 15,467.09	21.80%	\$ 12,698.59
2600	Tillamook County United Way	\$ 1,675.91	10.88%	\$ 1,511.40	n/a	\$ 0.00
2700	United Way of Columbia Gorge	\$ 2,018.76	-0.70%	\$ 2,033.00	-42.46%	\$ 3,533.00
2800	United Way of Umatilla & Morrow Counties	\$ 1,703.88	-12.84%	\$ 1,955.00	4.44%	\$ 1,871.94
3700	America's Best Local Charities (formerly LIC)	\$ 193,328.51	60.39%	\$ 120,538.11	16.83%	\$ 103,174.35
3800	Habitat for Humanity	\$ 44,169.35	-2.13%	\$ 45,131.63	0.89%	\$ 44,733.53
3900	Work for Art	\$ 16,195.67	-25.77%	\$ 21,819.58	2.78%	\$ 21,229.19
4100	MRG Foundation	\$ 7,602.73	-33.94%	\$ 11,508.58	7.89%	\$ 10,667.19
4400	Oregon Coalition Against Domestic & Sexual Violence	\$ 25,732.22	6.30%	\$ 24,208.08	10.56%	\$ 21,895.50
		\$ 784,487.35	-10.66%	\$878,106.17	5.54%	\$832,022.52