

**OREGON
EMPLOYEES
CHARITABLE
FUND DRIVE**

The Employees' Charitable Fund Drive

2022 ANNUAL REPORT

**United
Way**



**United Way of the
Mid-Willamette Valley**

2022 Oregon State Charitable Fund Drive
Annual Campaign Report
Total Raised: \$681,351
Employee Participation: 2.5%

The Charitable Fund Drive (CFD) Committee's goal for the 2022 Campaign: To increase overall participation to 3.5%.

Our 2022 goal was to increase participation by 1% over 2021, which would equate to 600 additional donors. At a conservative estimate of a \$375 gift average, this would result in a total increase of \$225,000. Unfortunately, we were unable to meet this goal and saw a decrease in participation by .4%. This resulted in a drop in the overall campaign total by 7% for a total of \$681,351. Taking into consideration our increased activity with recruitment and communication, our belief is that the decline can mainly be attributed to the economic landscape and workforce issues related to the pandemic "hangover."

We implemented past and new strategies to promote the recruitment of coordinators. We were successful in these strategies by recruiting the highest number of coordinators (94) we have in 4 years of running the campaign. This was due to several factors, including increased communication and follow-up with department heads.

We also implemented new communication strategies during the campaign with coordinators, providing more support for them to, in turn, communicate better with their departments. One key was developing a schedule focused on a different charity area each week and pre-building an email that coordinators could use in their efforts.

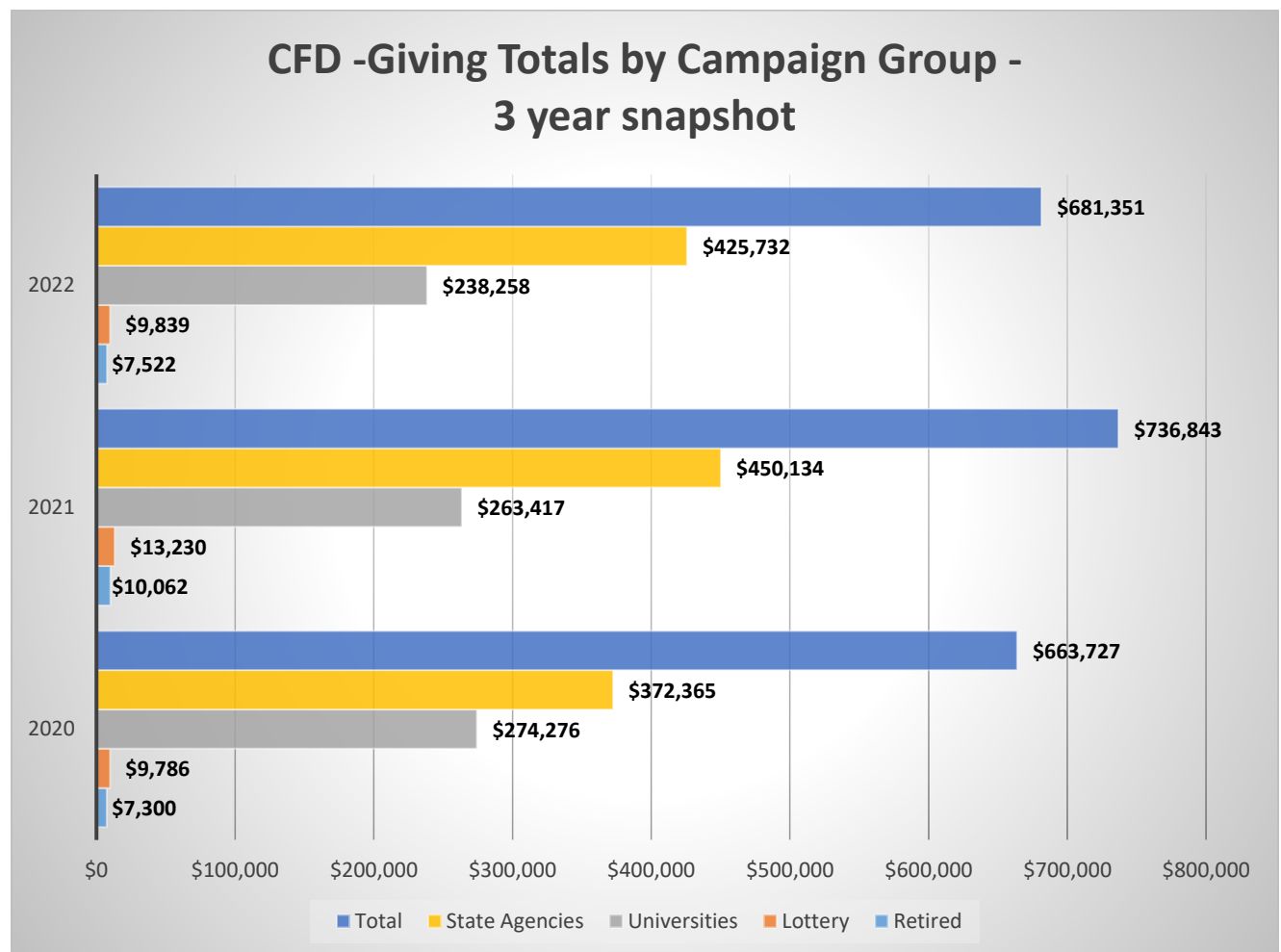
Reaching our prospective donors remains a challenge. We increased our communication to the general state agency employee population through our partnership with DAS and delivered consistent and timely messaging through newsletters and email communications. We are working to increase the quality of our "why give" messaging and the impact on our communities of the combined power of the funds raised through the State Charitable Fund Drive.

Universities continue to be a source of concern. Those specific sub-campaigns continue to trend downwards. We have good contacts within the state agency system to help support our campaign and growth. (One example of this was our ability to get in front of the state agency leaders this past year). However, we do not have that level of contact with Universities. We need to work together with the CFD committee to garner a higher level of awareness and commitment from the highest levels of University Leadership. We had planned to focus on this more this past year, but changes in our staffing prevented us from doing so. We feel we have a strong team in place and that we can make more of a University push this coming campaign year.

Overall Campaign Comparison Report:

The CFD campaign is divided into four smaller sub-campaigns: State Agencies, State Universities, Oregon Lottery, and Retired Employees.

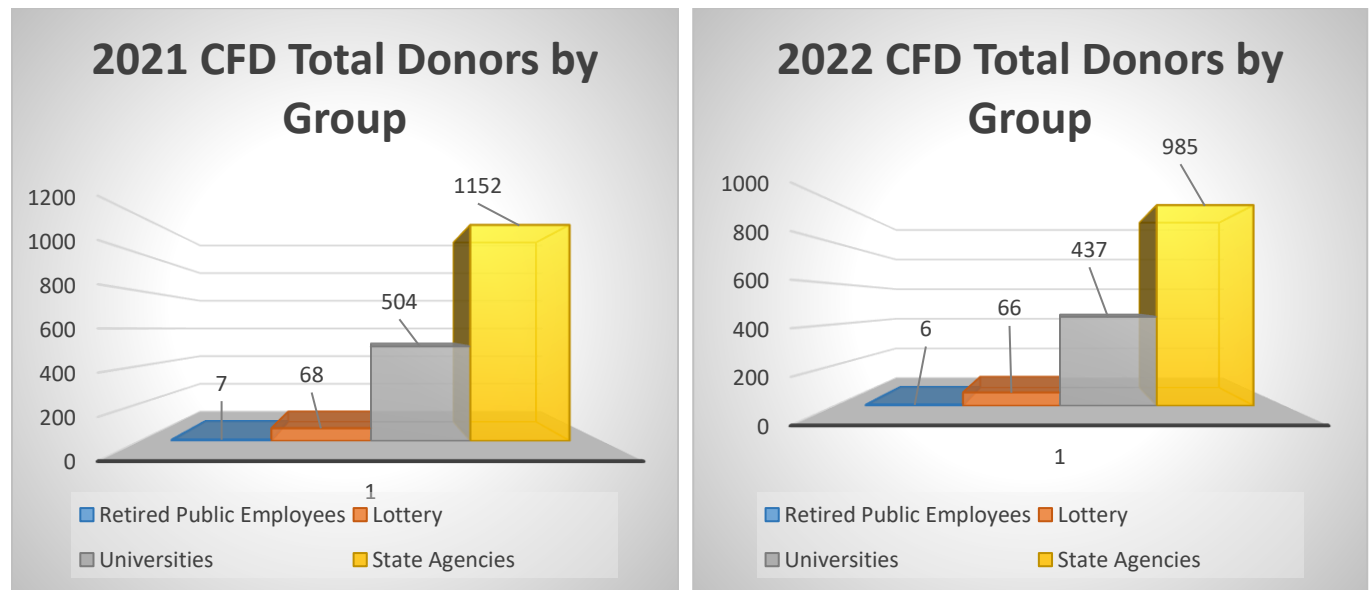
2022 Total Pledge/Gifts Comparison to previous years:



Overall Campaign Comparison Report (cont):

Overall, between campaign years:

2022 Total donor count compared to the previous year:



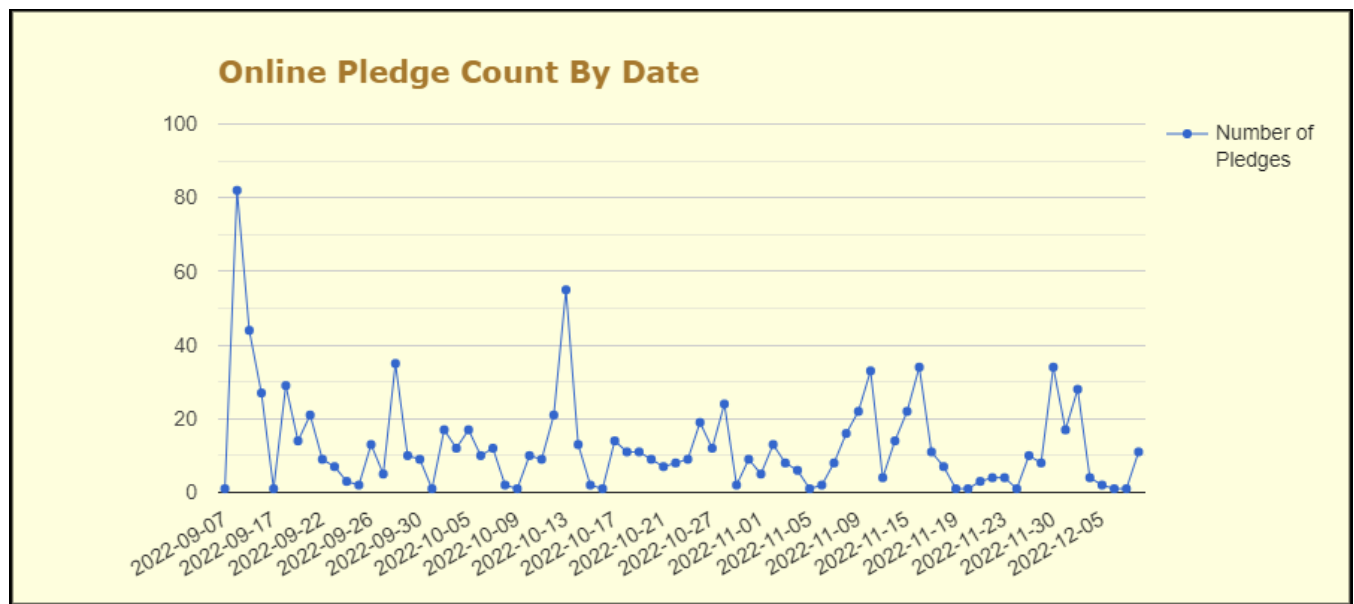
Method of Giving:

These tables summarize giving methods by totals between the 2021 and 2022 campaigns.

2021	Payroll Deduct	Check	Cash	CC 1x	CC 12x	ACH	
State Agencies	\$423,456	\$1,228	\$0	\$20,720	\$4,260	\$470	
Universities	\$207,107	\$7,600	\$0	\$46,890	\$1,200	\$620	
Lottery	\$9,820	\$710	\$0	\$2,395	\$120	\$185	
Retired	\$0	\$0	\$0	\$7,350	\$2,712	\$0	
Totals	\$640,383	\$9,538	\$0	\$77,355	\$8,292	\$1,275	\$736,843

2022	Payroll Deduct	Check	Cash	CC 1x	CC 12x	ACH	
State Agencies	\$406,419	\$1,539	\$131	\$12,385	\$4,608	\$650	
Universities	\$174,200	\$2,950	\$0	\$56,788	\$1,320	\$3,000	
Lottery	\$9,559	\$0	\$0	\$260	\$0	\$20	
Retired	\$0	\$0	\$0	\$4,200	\$2,712	\$610	
Totals	\$590,178	\$4,489	\$131	\$73,633	\$8,640	\$4,280	\$681,351

2022 Giving by Date for State Agencies only:



This is an interesting way to look at our giving data that reinforces the "marketing" aspects of running our campaign. After kick-off, the high points correlate to either a coordinator email or an overall state email to employees.

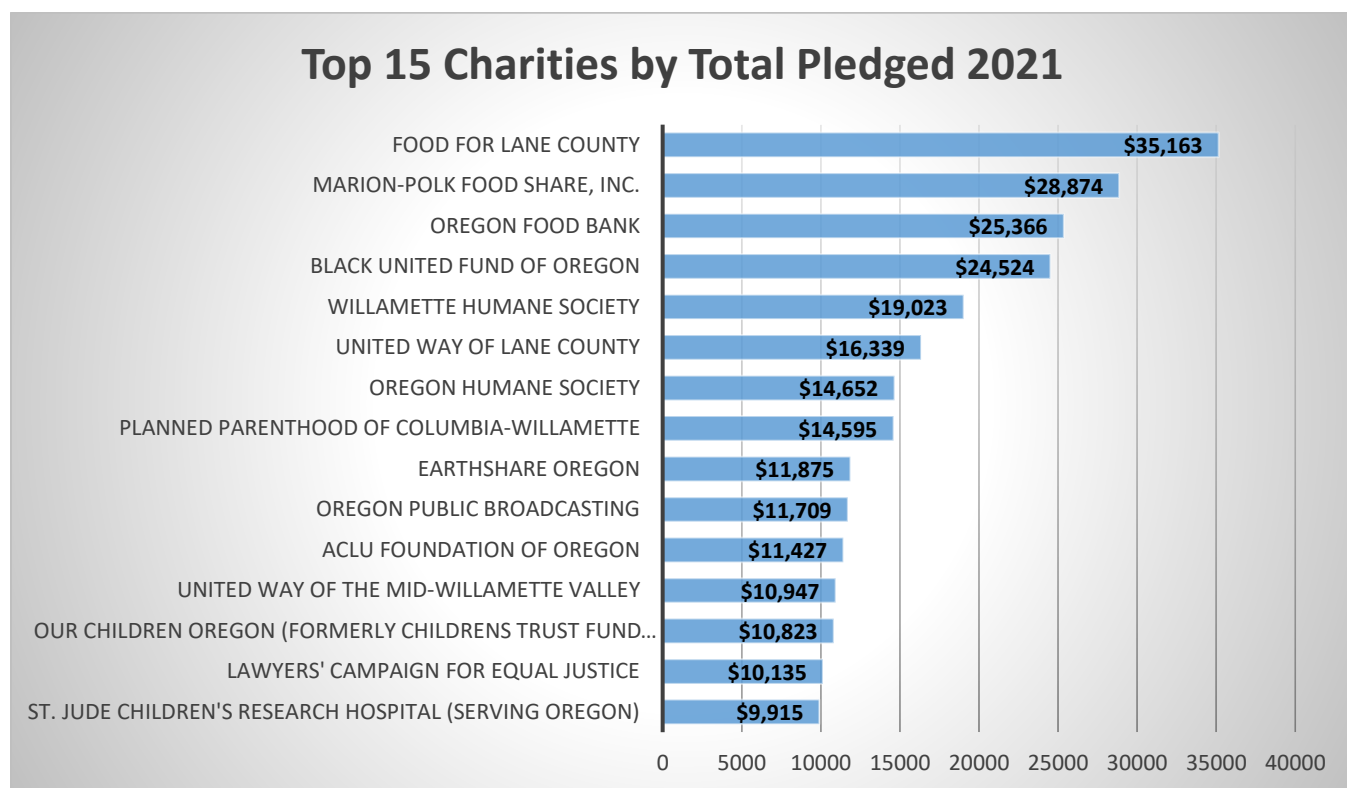
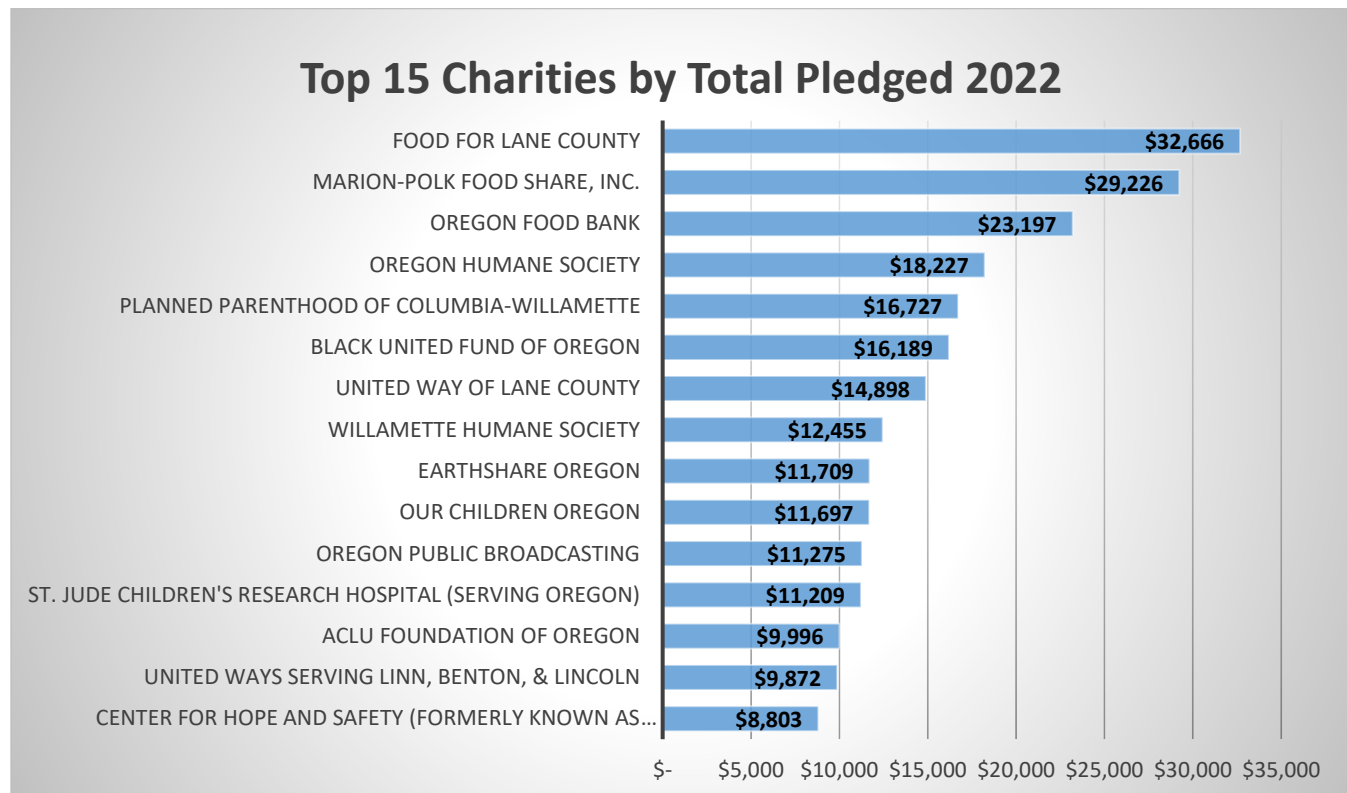
Fundraisers:

Our fundraisers continue to lag way behind pre-pandemic levels. (30k-40k per year). This is still largely due to the large hybrid office staffing strategies that State employees are still experiencing and may continue to see indefinitely. In addition, we still employed online fundraisers this year, but they were not as popular in the past couple of years.

Charities:

Overall, 699 (up by over 100 new/returning) charities were represented by 18 Federations and available for state employees to donate to. 490 charities received pledges/gifts that will be distributed quarterly from 2023 to early 2024.

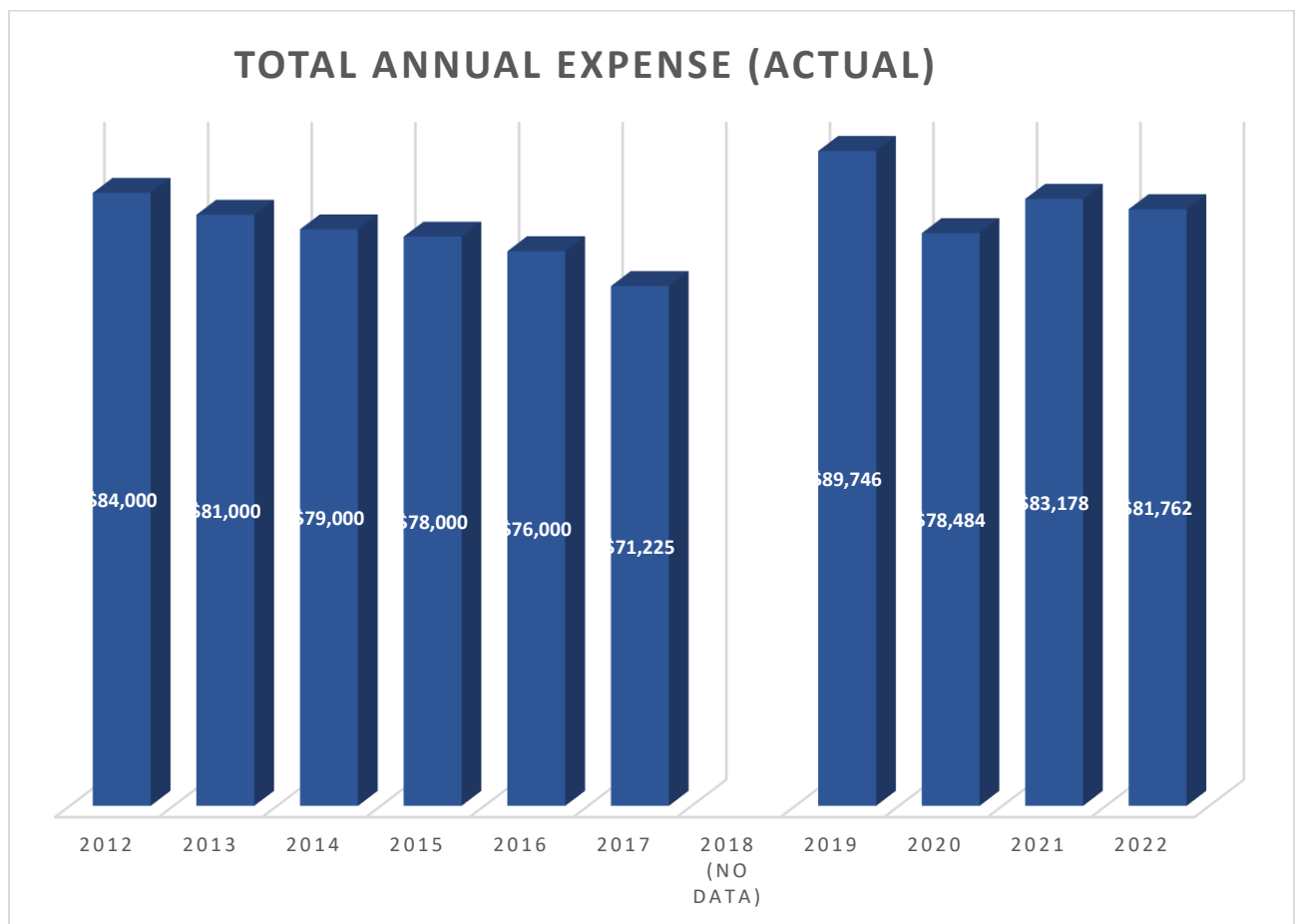
These are the top 15 charities statewide by total dollars raised/pledged:



Expenses:

Total expenses for the 2021 campaign were \$83,170. This was 12% of campaign revenues. The expected expenses for the 2022 campaign are budgeted at 12% of the pledged total of the most recent campaign, which is \$81,762.

This chart provides a year-over-year comparison of the Charitable Fund Drive CMO expenses since 2012:



Agency Summaries by the total donor, total pledges/gifts vs. previous year:

Agency/Entity	2022 Donors	2022 Pledge	2021 Pledged
Accountancy, Board of	3	\$450	\$0
Administrative Services Dept	22	\$8,050	\$9,000
Agriculture, Dept of	14	\$4,530	\$10,634
Aviation, Dept of	2	\$360	\$1,620
Blind, Commission for the	7	\$750	\$852
Board of Examiners for Engineering and Land Surv.	1	\$600	\$480
Board of Naturopathic Medicine	2	\$400	\$2,860
Bureau of Labor and Industries	5	\$1,165	\$300
Construction Contractors Board	1	\$300	\$300
Corrections, Dept of	20	\$7,599	\$9,170
DCBS	41	\$15,915	\$17,104
Department of Geology and Mineral Industries	7	\$1,380	\$680
DHS - Department of Human Services	85	\$35,588	\$39,986
Education, Oregon Dept of	20	\$13,141	\$5,078
Employment Department	39	\$13,451	\$24,517
Employment Relations Board	0	\$0	\$2,830
Energy, Department of	37	\$13,800	\$11,731
Environmental Quality, Department of	44	\$26,462	\$30,567
Forestry, Dept of	19	\$13,145	\$11,876
Governor, Office of	0	\$0	\$600
Higher Education Coordinating Commission	9	\$4,599	\$3,649
Housing and Community Services, Dept	9	\$7,080	\$7,070
Judicial - Judges	2	\$1,380	\$625
Judicial Department	8	\$4,880	\$5,020
Justice Department	57	\$39,553	\$51,561
Land Conservation and Development, Dept of	8	\$2,486	\$2,162
Legislative Administration Committee	1	\$120	\$0
Legislative Counsel, Office of	1	\$2,100	\$2,004
Legislative Assembly	1	\$50	\$0
Legislative Policy & Research	1	\$120	\$0
Legislative Fiscal Office	2	\$2,400	\$0
Library, Oregon State	18	\$4,220	\$4,639
Liquor Control Commission, Oregon	4	\$520	\$270
Lottery, Oregon State	66	\$9,839	\$13,230
Marine Board	4	\$1,246	\$720
Military Department, Oregon	3	\$1,380	\$3,004
Nursing, Board of	2	\$230	\$330
ODFW	18	\$7,370	\$2,695
ODOT/Department of Transportation	163	\$72,273	\$63,387
OHA/Oregon Health Authority	58	\$33,060	\$36,766
Oregon Board of Pharmacy	4	\$660	\$180
Oregon Business Development Department	8	\$2,940	\$3,420
Oregon Corrections Enterprises	2	\$1,250	\$360
Oregon Criminal Justice Commission	0	\$0	\$100

Oregon Dep of Emergency Management	9	\$2,955	\$0
Oregon Institute of Technology	31	\$8,689	\$7,850
Oregon Medical Board	7	\$1,432	\$2,040
Oregon State Department of Police	8	\$1,390	\$1,572
Oregon Youth Authority	10	\$2,910	\$4,360
Parks and Recreation Department	12	\$4,084	\$1,020
Public Employees Retirement System	49	\$15,060	\$17,577
Public Safety Standards and Training, Dept of	0	\$0	\$720
Public Utility Commission	6	\$3,180	\$4,884
Real Estate Agency	3	\$1,710	\$0
Retired	6	\$7,522	\$10,062
Revenue, Dept of	34	\$10,709	\$14,216
Secretary of State	45	\$16,789	\$15,337
State Board of Parole	1	\$360	\$240
State Lands, Department of	6	\$2,400	\$2,290
Teacher Standards and Practices	2	\$960	\$1,800
Treasury, Oregon State	7	\$3,420	\$6,488
Veterans Affairs, Dept of	15	\$4,730	\$1,645
Water Resources Department	13	\$4,335	\$1,884
Watershed Enhancement Board	2	\$2,305	\$1,440
Eastern Oregon University	3	\$660	\$660
Oregon State University	178	\$123,302	\$130,273
Portland State University	2	\$840	\$6,226
Southern Oregon University	2	\$1,550	\$3,315
University of Oregon	219	\$100,977	\$110,508
Western Oregon University	2	\$2,240	\$4,585