



OREGON
EMPLOYEES
CHARITABLE
FUND DRIVE



Submitted by



United Way of the
Mid-Willamette Valley

2020 Oregon State Charitable Fund Drive
Annual Campaign Report
Total Raised: \$663,727
Employee Participation: 2.8%

The Charitable Fund Drive (CFD) Committee goal for 2020 Campaign: To increase overall campaign revenue by 10%.

It was a challenging campaign year with the COVID Pandemic which forced a transition to a 100% virtual campaign, led to state employee furloughs and lay-offs, and increased the difficulty with communicating/inspiring remote working employees.

Total revenues continued a several year decline – coming in at \$663,727 – an 8% drop from the previous year. While we were disappointed in another year of decline – we were also amazed at the statewide support of State of Oregon employees who gave at levels we were not expecting. (we had planned for a 20% drop in revenue with early data coming in at the beginning of the Pandemic).

The main takeaway from our campaign this year would be similar to other years. Our most successful departments/agencies (highlighted in green in the last data set in this report) are the ones who have committed campaign coordinators. Our continual challenge as the Managing Organization is communicating with agencies prior to the campaign to identify those coordinators. We have some strategies for doing that from our end but at the end of the day – we don't have the power to force agencies or department heads to either communicate with us or to identify coordinators.

We were fairly successful with the virtual campaign but another challenge continues to be how to share the impactful stories of our partner charities. Part of it is a sheer volume issue but the pandemic certainly played a role in both communications and the ability of our partners to produce material for us to use in the campaign. We did have some success with two agencies running virtual fundraisers and we were able to provide a virtual solution to them. We will continue to refine that process and potentially roll that to more willing agencies in future campaigns.

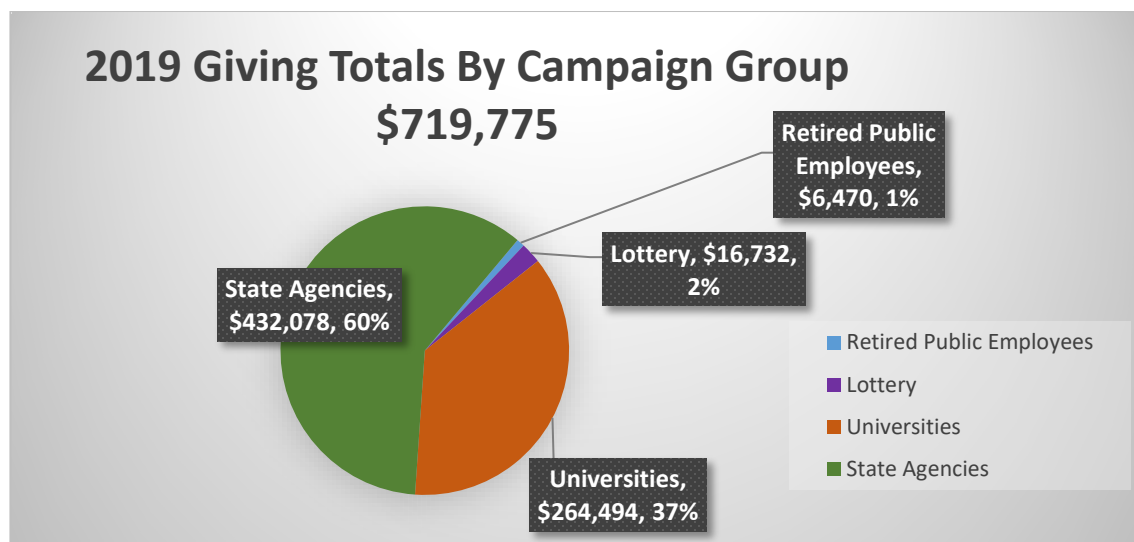
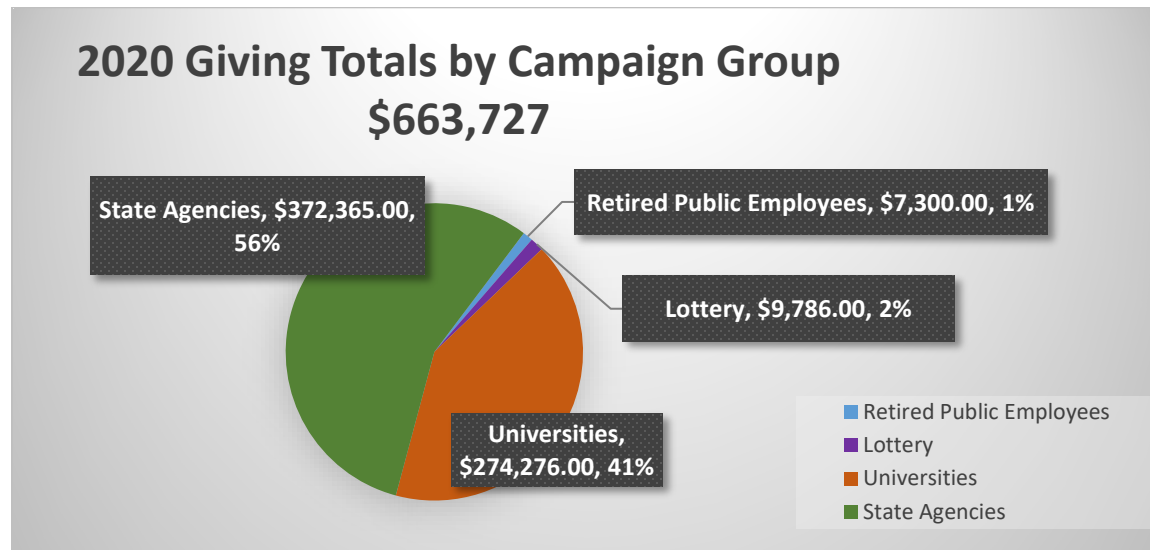
One significant outcome of this year's campaign was a significant decrease in payment by check and cash of paper pledges and fundraisers. This was purely a function of the pandemic. While we did have a bump in online credit card use it was not equal to the loss in revenue. We also continued to see an increase in ACH payments year over year.

The Pandemic has accelerated some overall trends as we all know. The remote workplace is the main trend that we will need to strategize and more successfully implement for. We learned a lot this past year and feel confident that with continued partnership with the State of Oregon that we can turn around a several year decline this next campaign year.

Overall Campaign Report:

The CFD campaign is divided into 4 smaller sub-campaigns. State Agencies, State Universities, Oregon Lottery, and Retired Employees.

2020 Total Pledge/Gifts Comparison to previous year:

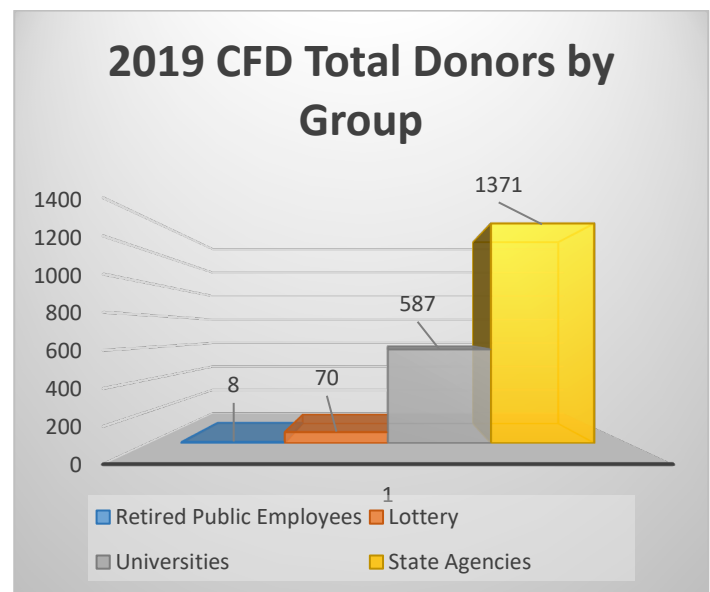
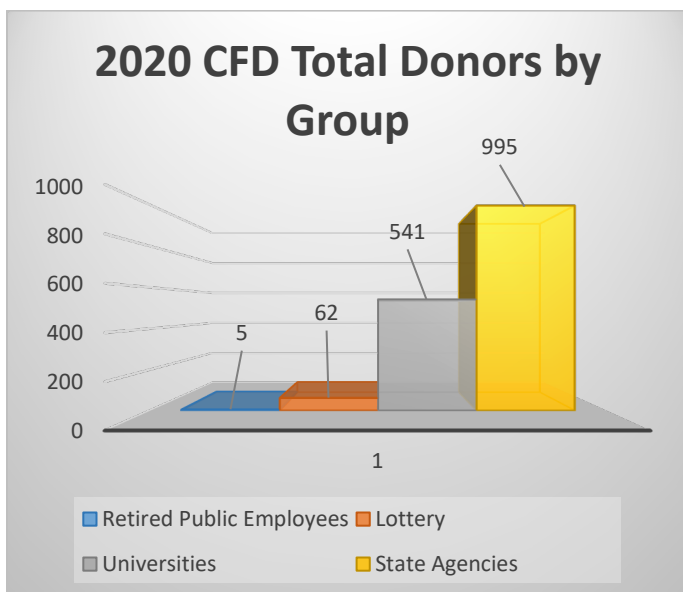


Overall Campaign Report (cont):

Overall between campaign years:

- State Agencies down 14%. (2019 down 9%)
- Universities up 4% (2019 down 11%)
- Oregon Lottery down 42% (2019 down 17%)
- Retired Employees up 12% (2019 up 20%)

2019 Total Pledge/Gift by count Comparison to previous year:



Overall between campaign years:

- State Agencies 376 fewer donors in 2020.
- Universities 46 fewer donors in 2020.
- Oregon Lottery 8 fewer donors in 2020.
- Retired Employees 3 more donors in 2020.

Method of Giving:

These tables summarize giving methods by totals between the 2019 and 2020 campaigns.

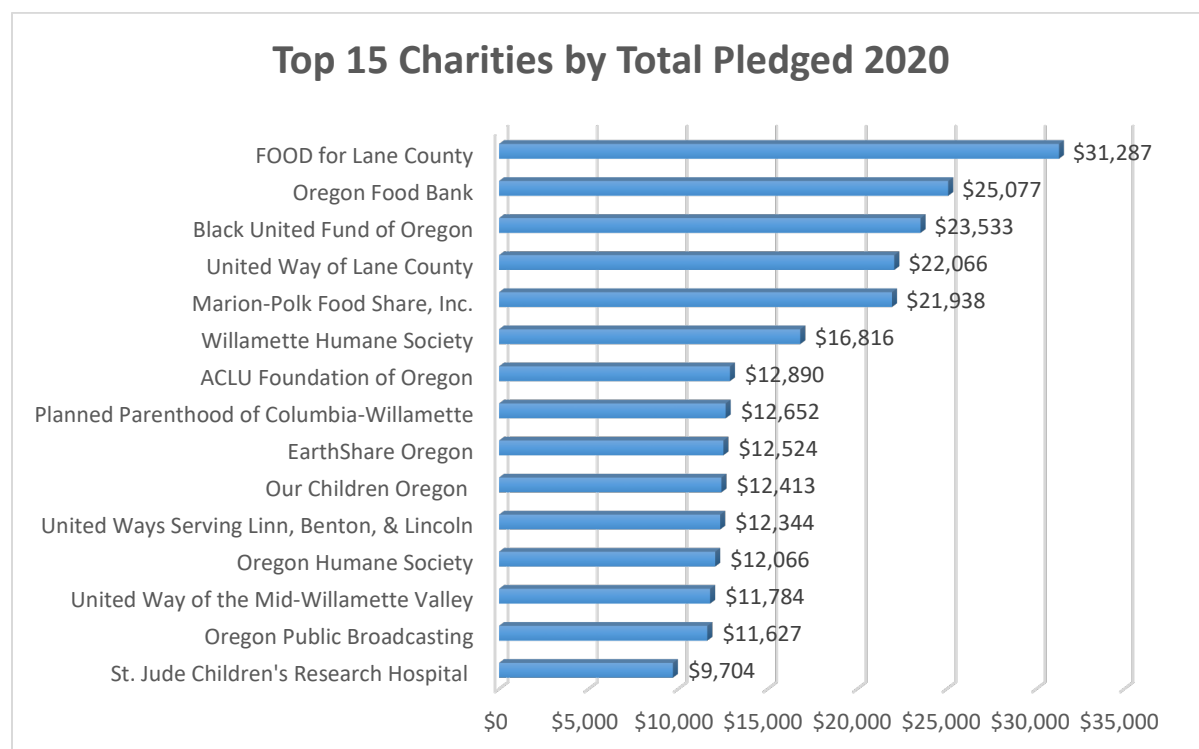
2020	Payroll Deduct	Check	Cash	Credit Card 1x	Credit Card 12x	ACH	
State Agencies	\$357,105	\$225	\$0	\$11,550	\$720	\$2,765	
Universities	\$218,458	\$100	\$0	\$51,539	\$2,744	\$1,435	
Lottery	\$7,160	\$0	\$0	\$2,071	\$0	\$555	
Retired	\$0	\$0	\$0	\$5,200	\$2,100	\$0	
Totals	\$582,723	\$325	\$0	\$70,360	\$5,564	\$4,755	\$663,727

2019	Payroll Deduct	Check	Cash	Credit Card 1x	Credit Card 12x	ACH	
State Agencies	\$387,262	\$20,836	\$14,707	\$8,797	\$360	\$116	
Universities	\$206,835	\$853	\$1,463	\$48,648	\$6,620	\$75	
Lottery	\$11,911	\$3,951	\$575	\$245	\$0	\$50	
Retired	\$0	\$0	\$0	\$4,100	\$2,370	\$0	
Totals	\$606,008	\$25,641	\$16,746	\$61,790	\$9,350	\$241	\$719,775

Charities:

Overall, 666 charities were represented by 21 Federations and available for state employees to donate to. 486 charities received pledges/gifts that will be distributed quarterly from 2021 to early 2022.

Here are the top 15 charities statewide by total dollar raised/pledged:



Awards:

2020 Award recipients:

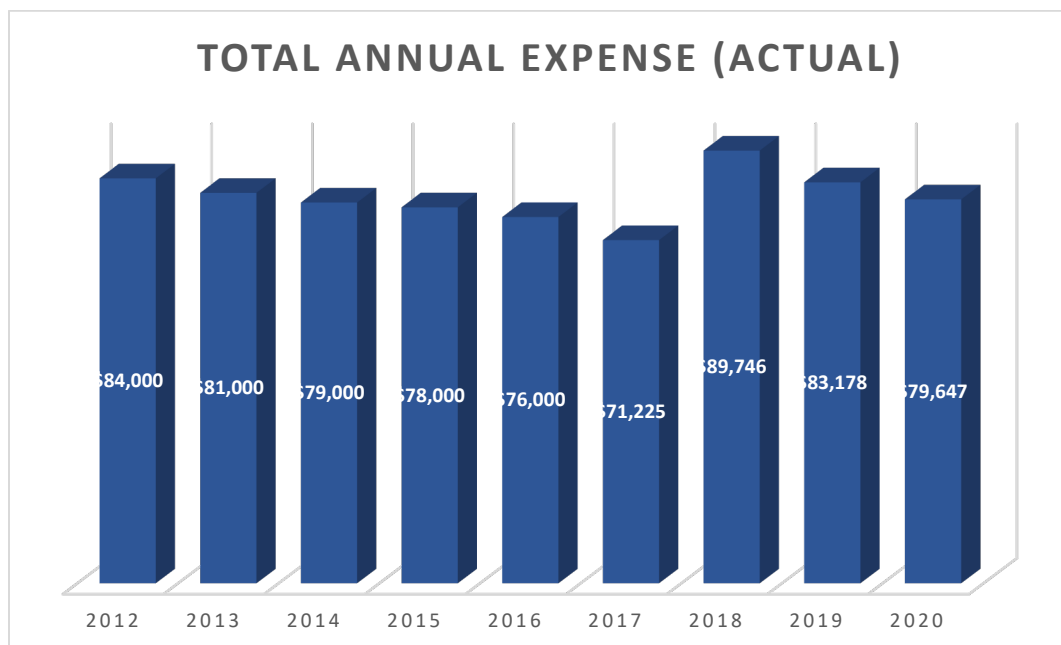
Top 10 Agencies by Campaign growth by percentage.

Agency/Entity	Percent Increase
Western Oregon University	187.23%
Agriculture, Dept of	182.28%
Blind, Commission for the	140.58%
Watershed Enhancement Board	133.33%
Nursing, Board of	116.13%
Forestry, Dept of	103.33%
Accountancy, Board of	100.00%
Aviation, Dept of	96.66%
Higher Education Coordinating Commission	96.60%
Marine Board	83.82%
Revenue, Dept of	51.46%

Expenses:

Total expenses for the 2020 campaign year were \$83,178. This was 12% of campaign revenues.

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



Agency Summaries by total dollar, total pledges/gifts, and AVG gift:

Agency/Entity	2020 Donors	2020 Pledged	2020 Avg	2019 Pledged
Accountancy, Board of	7	\$2,484	\$354.86	\$0
Administrative Services Dept	14	\$4,130	\$295.00	\$13,473
Agriculture, Dept of	10	\$10,704	\$1,070.40	\$3,792
Aviation, Dept of	6	\$2,295	\$382.50	\$1,167
Blind, Commission for the	20	\$2,066	\$103.30	\$859
Construction Contractors Board	1	\$164	\$164.00	\$625
Corrections, Dept of	12	\$4,120	\$343.33	\$11,255
DCBS	51	\$16,295	\$319.51	\$17,806
DHS - Department of Human Services	43	\$18,419	\$428.35	\$50,274
Education, Oregon Dept of	10	\$3,090	\$309.00	\$6,182
Employment Department	69	\$22,806	\$330.52	\$19,604
Energy, Department of	32	\$8,412	\$262.88	\$8,266
Environmental Quality, Department of	61	\$24,433	\$400.54	\$27,536
Forestry, Dept of	12	\$9,276	\$773.00	\$4,562
Governor, Office of	5	\$1,695	\$339.00	\$2,400
Higher Education Coordinating Commission	16	\$5,259	\$328.69	\$2,675
Housing and Community Services, Dept	14	\$7,540	\$538.57	\$5,860
Judicial - Judges	1	\$600	\$600.00	\$600
Judicial Department	16	\$9,410	\$588.13	\$7,942
Justice Department	56	\$32,013	\$571.66	\$39,525
Land Conservation and Development, Dept of	5	\$2,520	\$504.00	\$2,460
Legislative Counsel, Office of	1	\$2,004	\$2,004.00	\$1,560
Legislative Fiscal Office	3	\$1,560	\$520.00	\$2,520
Library, Oregon State	7	\$4,514	\$644.86	\$3,764
Liquor Control Commission, Oregon	1	\$60	\$60.00	\$2,339
Marine Board	5	\$1,500	\$300.00	\$816
Military Department, Oregon	9	\$4,020	\$446.67	\$3,864
Nursing, Board of	9	\$2,010	\$223.33	\$930
ODFW	11	\$3,300	\$300.00	\$10,062
ODOT/Department of Transportation	148	\$63,230	\$427.23	\$54,587
OHA/Oregon Health Authority	47	\$28,106	\$598.00	\$34,695
Oregon Business Development Department	5	\$2,220	\$444.00	\$2,515
Oregon Medical Board	10	\$1,505	\$150.50	\$3,334
Oregon Youth Authority	4	\$840	\$210.00	\$3,721
Parks and Recreation Department	7	\$439	\$62.71	\$2,661
Public Employees Retirement System	138	\$19,665	\$142.50	\$16,533
Public Safety Standards and Training, Dept of	2	\$720	\$360.00	\$1,120
Public Utility Commission	2	\$1,300	\$650.00	\$4,404
Revenue, Dept of	42	\$13,519	\$321.88	\$8,926

Secretary of State	27	\$13,238	\$490.30	\$11,107
State Lands, Department of	6	\$842	\$140.33	\$1,008
Teacher Standards and Practices	2	\$1,080	\$540.00	\$1,140
Treasury, Oregon State	18	\$5,820	\$323.33	\$10,670
Veterans Affairs, Dept of	12	\$3,180	\$265.00	\$4,458
Water Resources Department	14	\$7,442	\$531.57	\$6,416
Watershed Enhancement Board	4	\$2,520	\$630.00	\$1,080
Lottery, Oregon State	62	\$9,786	\$157.84	\$16,732
Oregon Institute of Technology	19	\$6,783	\$357.00	\$13,502
Oregon State University	175	\$118,189	\$675.37	\$109,135
Portland State University	20	\$10,182	\$509.10	\$8,372
Southern Oregon University	17	\$3,530	\$207.65	\$5,875
University of Oregon	298	\$124,907	\$419.15	\$123,340
Western Oregon University	12	\$10,685	\$890.42	\$3,720
Retired	5	\$7,300	\$1,460.00	\$6,470

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