



CHANGE FOR GOOD



WHAT IS THE CHARITABLE FUND DRIVE?

Workplace fundraising campaigns have long been a part of the work environment. Oregon's Charitable Fund Drive was implemented in 1989 as a way to offer access to a range of both statewide and national nonprofits through an easy, annual campaign that gives state employees an opportunity to support their favorite causes through payroll deduction.

Each nonprofit charity is represented by an umbrella funding organization. These organizations are either regionally focused, or a national agency that operates within the state of Oregon. This year we have over 700 statewide charities represented by 18 umbrella organizations.

WHO IS REPRESENTED IN THE CAMPAIGN?

To be a part of CFD, funds and federations must apply for consideration to the Campaign Management Organization. Applications must be submitted each year, regardless if the fund/federation participated the previous year. Every fund and federation then, in turn, submits their list of represented charities that they have vetted. All funds, federations, and charities, are required to demonstrate financial soundness and active service or business in the state of Oregon.

HOW IS A CAMPAIGN MANAGED?

In 2018, United Way of the Mid-Willamette Valley agreed to a 5-year contract with the state of Oregon to manage and oversee the annual campaign. Responsibilities include managing umbrella organization submissions, recruiting and training department coordinators, updating and creating content for the state campaign website and social media, designing and distributing digital and printed support materials, campaign facilitation support and pledge and payment processing.

WHEN DO WE SCHEDULE A CAMPAIGN?

Our annual Kick Off Week is mid-September every year. Statewide active, retired, and Oregon Lottery employees, as well as Oregon Correction Enterprises employees begin their campaign. University employees campaigns begin in Mid-October. All campaigns end December 31st.

QUESTIONS?

Please feel free to contact us at oregoncfd@unitedwaymwv.org



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

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