

Heart of Oregon

Employees' Charitable Fund Drive



Managed by:

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



2024 OREGON STATE CHARITABLE FUND DRIVE ANNUAL CAMPAIGN REPORT

TOTAL RAISED: \$740,497

TOTAL PARTICIPATION: 2.3% OF 62,945 TOTAL EMPLOYEES

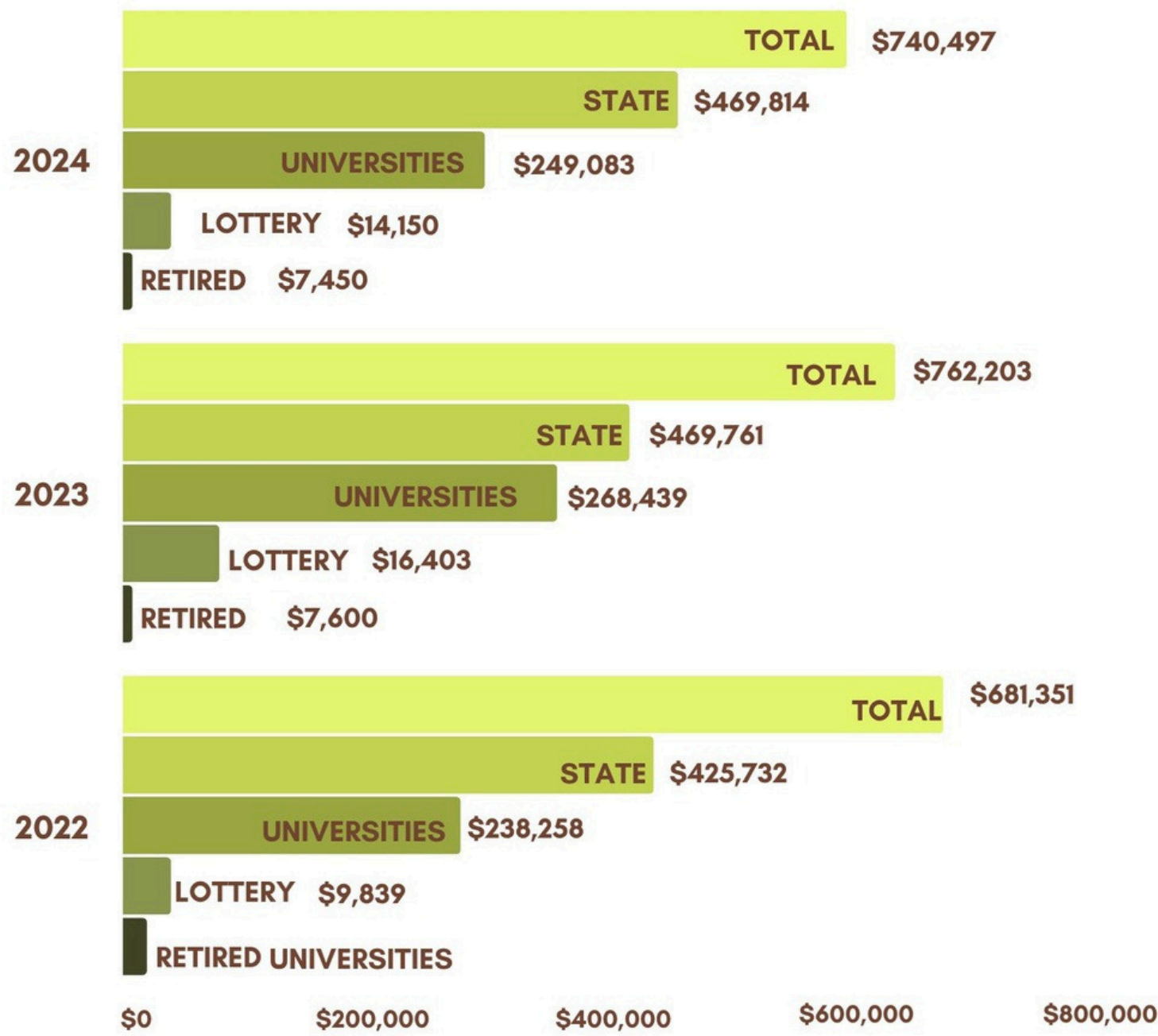
The Charitable Fund Drive (CFD) Committee's goals for the 2024 campaign:

- \$750,000 total funds raised – REACHED. We saw giving increase in the last 2 weeks of both state agencies and universities resulting in surpassing our goal.
- 3.5% Participation Rate – NOT REACHED. We did increase from 2.5% last year to 2.6% this year. More state agencies ran in-person and virtual fundraising events that allowed for more participation but we still did not reach our goal.
- Add committee members – REACHED. We added 2 new members from state agencies to the committee this year.
- Add agency/university coordinators – REACHED. We increased our coordinator numbers from 94 last year to 124.
- Governor letter/message added – REACHED. Governor Kotek recorded a video message launching the campaign. The message was uploaded to the CFD website.
- University leadership connections and campus presence – PARTIALLY REACHED. Committee leadership met via zoom with each university's coordinator and leadership before the campaign began. This resulted in one campus visit at Western Oregon University and added coordinators for University of Oregon.
- Added engagement both in person and virtual – REACHED. In person kick off events for both Department of Administration Services and Department of Revenue and all staff in person event with the Department of Energy. Virtual all staff meetings with Department of Fish and Wildlife, Public Employees Retirement System, Department of Energy lunch and learns, and a podcast with the Lottery.
- Recognition/Awards post campaign – PARTIALLY REACHED. Plans are in the works for thanking our coordinators this year, recognizing their efforts and awarding state agencies and universities that excelled in engagement and achievement.

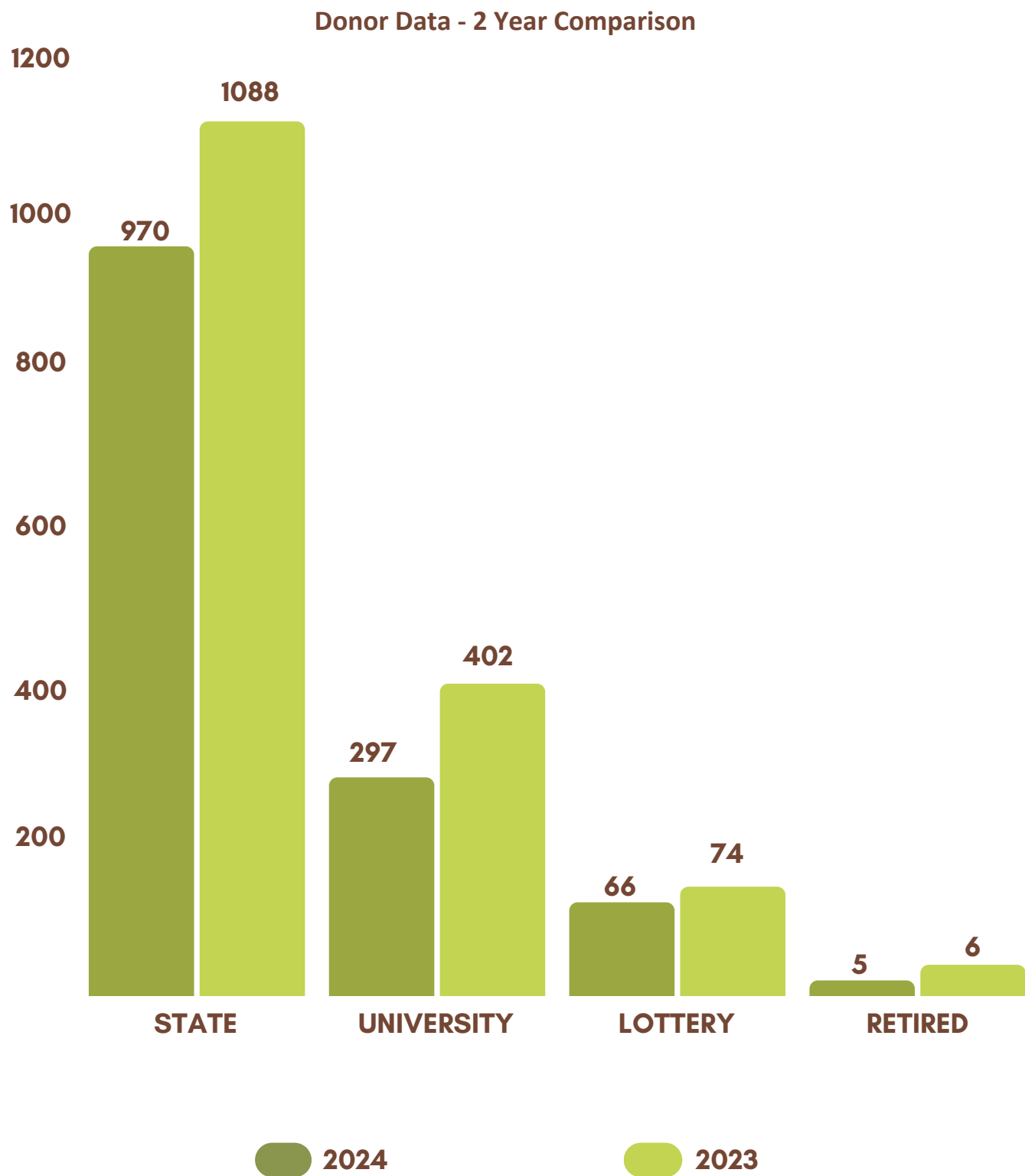
OVERALL CAMPAIGN COMPARISON REPORT:

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

Pledge/Gift Data - 3 Year Comparison



OVERALL CAMPAIGN COMPARISON REPORT:

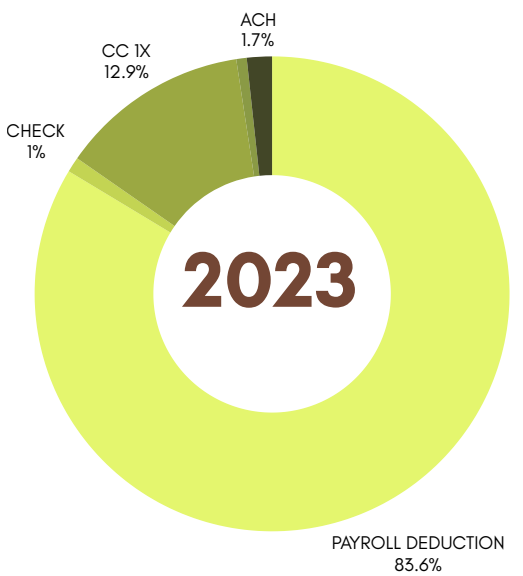
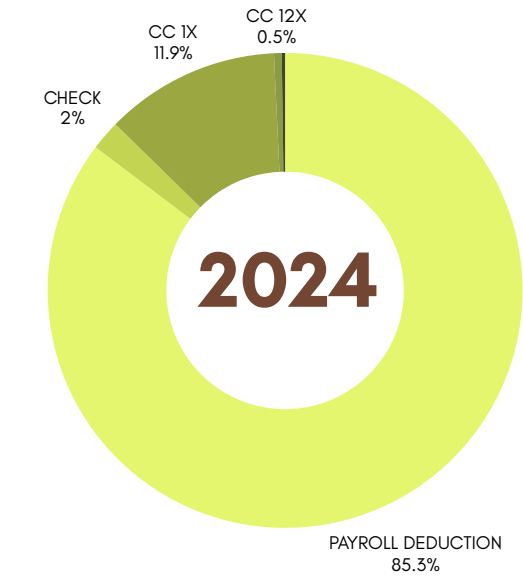


OVERALL CAMPAIGN COMPARISON REPORT:

Looking at donors’ methods of giving throughout the campaign, over 80% is through payroll deduction which continues to be the easiest and most popular way to give.

Method of Giving - 2 Year Comparison

2024	Payroll Deduction	Check	Cash	CC1X	CC 12X	ACH	
State	\$441,030.00	\$4,274.00	\$0.00	\$22,089.00	\$1,500.00	\$921.00	
Universities	\$180,313.00	\$10,100.00	\$0.00	\$57,920.00		\$750.00	
Lottery	\$10,307.00	\$100.00	\$0.00	\$3,743.00	\$0		
Retired	\$0	\$0	\$0.00	\$4,450.00	\$2,400.00		
Totals	\$631,650.00	\$15,074.00	\$0.00	\$88,202.00	\$3,900.00	\$1,671.00	



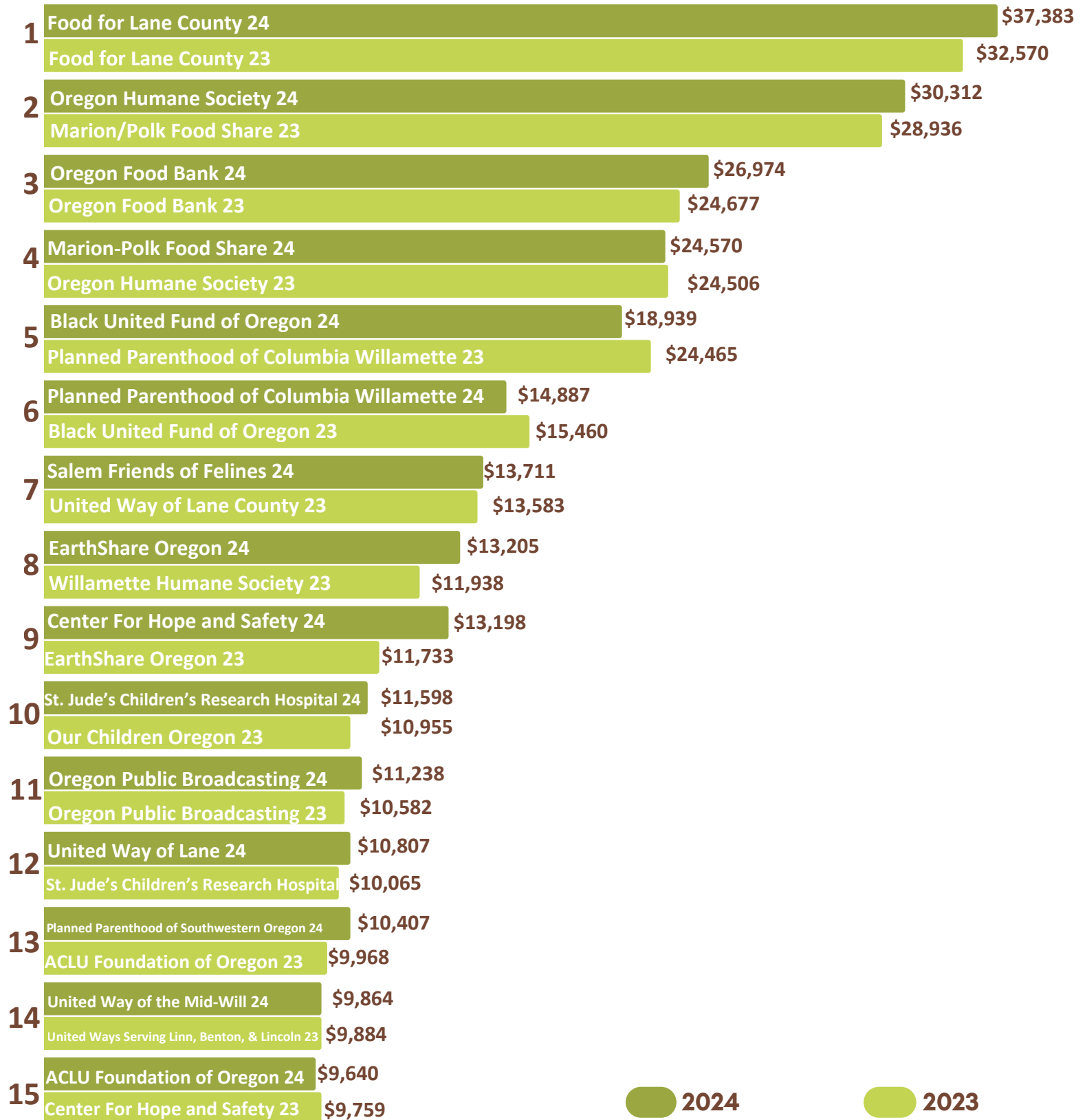
2023	Payroll Deduction	Check	Cash	CC1X	CC 12X	ACH	
State	\$438,389.00	\$7,802.00	\$0.00	\$20,965.00	\$1,800.00	\$805.00	
Universities	\$187,349.00	\$100.00	\$0.00	\$68,085.00	\$600.00	\$12,205.00	
Lottery	\$11,647.00	\$0	\$0.00	\$4,756.00	\$0	\$0	
Retired	\$0	\$0	\$0.00	\$4,600.00	\$3,000.00	\$0	
Totals	\$637,385.00	\$7,902.00	\$0.00	\$98,406.00	\$5,400.00	\$13,010.00	

ANNUAL CAMPAIGN REPORT

Charity Report:

A total of 924 charities participated in the campaign. Charities are represented by 7 statewide Federations and 10 United Ways throughout Oregon. 583 charities received pledges/gifts that will be distributed quarterly from 2025 to early 2026.

Top 15 Charities by Total Pledge - 2 Year Comparison



ANNUAL CAMPAIGN REPORT

Fundraising Report:

We saw a large increase in virtual events that included over 30 lunch and learns and several all-staff meeting presentations. In-person fundraising events continue to grow. Coordinators are using these events as strategies to get new and younger employees to participate in the campaign. For the first time, we were invited to a university campus to share the CFD.

Agency Summary of Total Donors and Pledges - 2 Year Comparison

Agency/Entity	2024 Donors	2024 Pledge	2023 Pledge
Accountancy, Board of	0	0	0
Administrative Services Department	24	\$9,898.00	\$10,957.00
Agriculture, Dept of	7	\$3,250.00	\$3481.00
Aviation, Dept of	3	\$420.00	\$760.00
Blind, Commission for the	8	\$1,320.00	\$624.00
Board of Examiners for Engineering and Land	0	0	\$600.00
Board of Naturopathic Medicine	0	0	0
Bureau of Labor and Industries	2	\$540.00	\$2,720.00
Commission on Indian Services	1	\$600.00	\$300.00
Construction Contractors Board	1	\$480.00	\$0.00
Corrections, Dept of	17	\$9,664.00	\$9,440.00

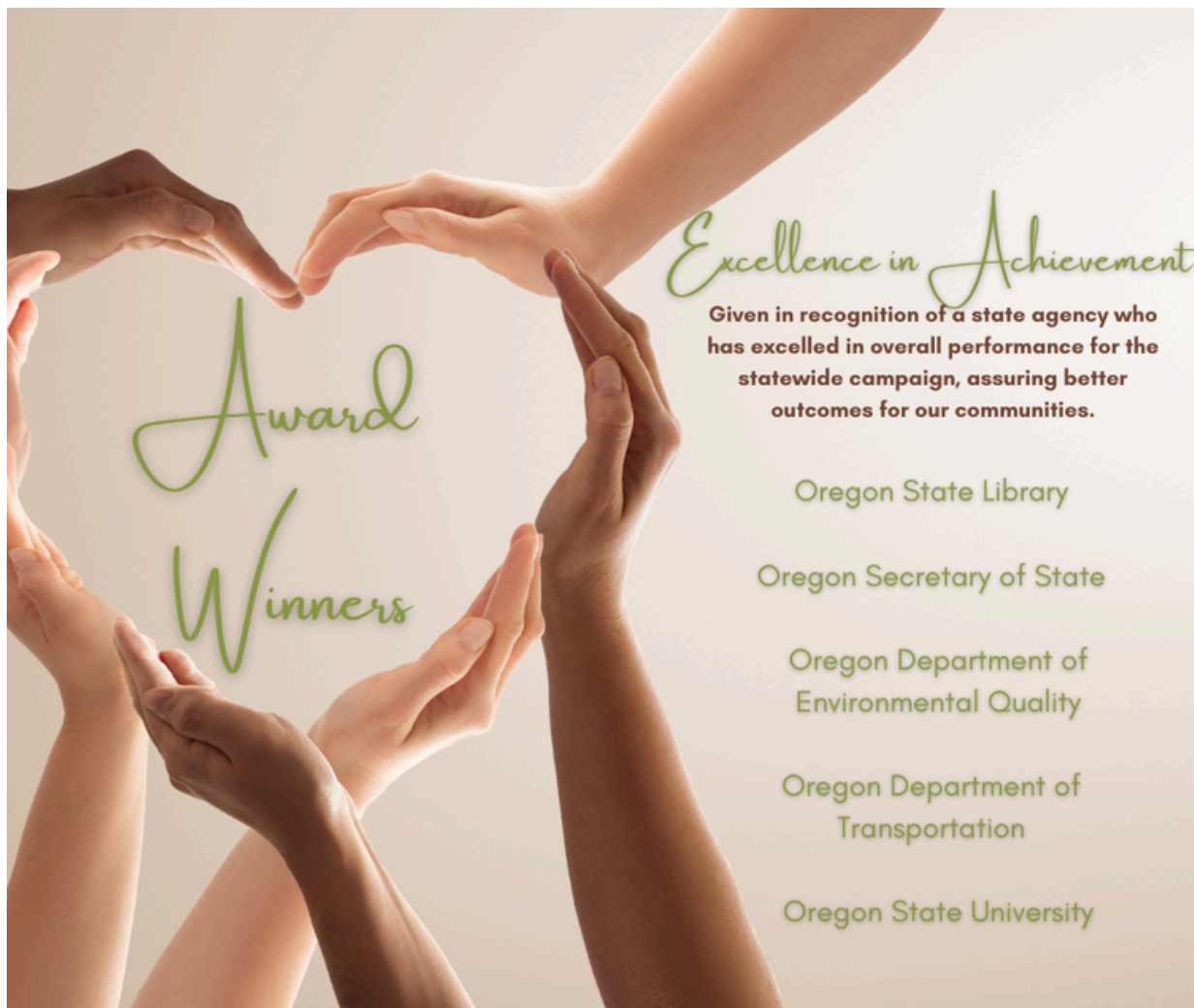
Department of Consumer and Business Services	52	\$19,227.00	\$18,136.00
Department of Early Learning and Care	6	\$9,400.00	\$8,640.00
Department of Geology and Mineral Industries	13	\$3,001.00	\$2,600.00
Depart. of State Fire Marshal	2	\$600.00	\$0.00
DHS	63	\$33,438.00	\$47,296.00
Eastern Oregon	0	0	\$1,260.00
Education, Department of	13	\$4,757.00	\$3,690.00
Employment Department	43	\$15,711.00	\$16,710.00
Employment Relation Board	0	0	\$1,160.00
Energy, Department of	50	\$17,955.00	\$13,492.00
Enviro Quality, Dept of	63	\$28,099.00	\$27,726.00
Forestry, Depart of	8	\$12,708.00	\$13,371.00
Governor, Office of	0	0	0
Higher Education Coordinating Commission	3	\$2,250.00	\$2,100.00
Housing and Community Services, Dept	12	\$7,790.00	\$3,720.00
Judicial - Judges	0	0	\$1,200.00
Judicial Department	11	\$10,560.00	\$8,580.00

Judicial Department - Judges/ Retirement System	2	\$1200.00	0
Justice Department	43	\$39,972.00	\$34,998.00
Land Conservation and Development, Dept of	5	\$1,778.00	\$2,142.00
Legislative Administration Committee	0	0	\$540.00
Legislative Counsel, Office of	0	0	\$2,160.00
Legislative Fiscal Office	1	\$1,320.00	\$1,440.00
Legislative Policy & Research	0	0	0
Legislative Assembly	0	0	0
Library, Oregon State	9	\$5,280.00	\$4,970.00
Liquor Control Commission, Oregon	5	\$605.00	\$1,345.00
Long Term Care Ombudsman	0	0	\$180.00
Lottery, Oregon State	68	\$14,150.00	\$16,403.00
Marine Board	8	\$2,760.00	\$1,327.00
Military Department, Oregon	6	\$1,800.00	\$1,831.00
Nursing, Board of	1	\$50.00	\$430.00
Oregon Department of Fish and Wildlife	11	\$5,714.00	\$8,300.00
Oregon Department of Transportation	162	\$86,246.00	\$73,202.00

Office of Public Defense Services	1	\$600.00	\$120.00
Office of the Legislative Counsel	1	\$2,160.00	\$0.00
Oregon Health Authority	50	\$42,618.00	\$47,032.00
Oregon Board of Pharmacy	2	\$420.00	\$840.00
Oregon Business Development Department	16	\$6,568.00	\$6,398.00
Oregon Corrections Enterprises	0	0	0
Oregon Criminal Justice Commission	0	0	0
Oregon Dept of Emergency Management	2	\$505.00	\$1,970.00
Oregon Institute of Technology	7	\$3,780.00	\$5,040.00
Oregon Medical Board	6	\$1,027.00	\$952.00
Oregon State Department of Police	7	\$1,255.00	\$1,619.00
Oregon State University	141	\$128,312.00	\$138,814.00
Oregon Youth Authority	3	\$1,240.00	\$1020.00
Parks and Recreation Department	6	\$1,695.00	\$2,560.00
Portland State University	0	0	0
Psychiatric Security Review Board	1	\$120.00	\$170.00

Public Employees Retirement System	59	\$16,010.00	\$17,732.00
Public Safety Standards and Training, Dept of	1	\$200.00	\$0.00
Public Utility Commission	3	\$1,620.00	\$3,100.00
Real Estate Agency	1	\$300.00	\$60.00
Retired	5	\$7,450.00	\$7,600.00
Revenue, Dept of	70	\$21,583.00	\$20,404.00
Secretary of State	46	\$19,084.00	\$19,245.00
Southern Oregon University	0	0	\$2,479.00
State Board of Parole	0	0	0
State Lands, Department of	5	\$2,280.00	\$2,880.00
State Landscape Contractors Board	3	\$160.00	0
Teacher Standards and Practices	1	\$240.00	\$480.00
Treasury, Oregon State	8	\$3,661.00	\$3,046.00
University of Oregon	148	\$114,591.00	\$118,621.00
Veterans Affairs, Dept of	4	\$720.00	\$2,000.00
Water Resources Department	11	\$4,075.00	\$4,360.00

Watershed Enhancement Board	8	\$3,220.00	\$3,605.00
Western Oregon University	1	\$2,400.00	\$2,125.00



Excellence in Achievement

Given in recognition of a state agency who has excelled in overall performance for the statewide campaign, assuring better outcomes for our communities.

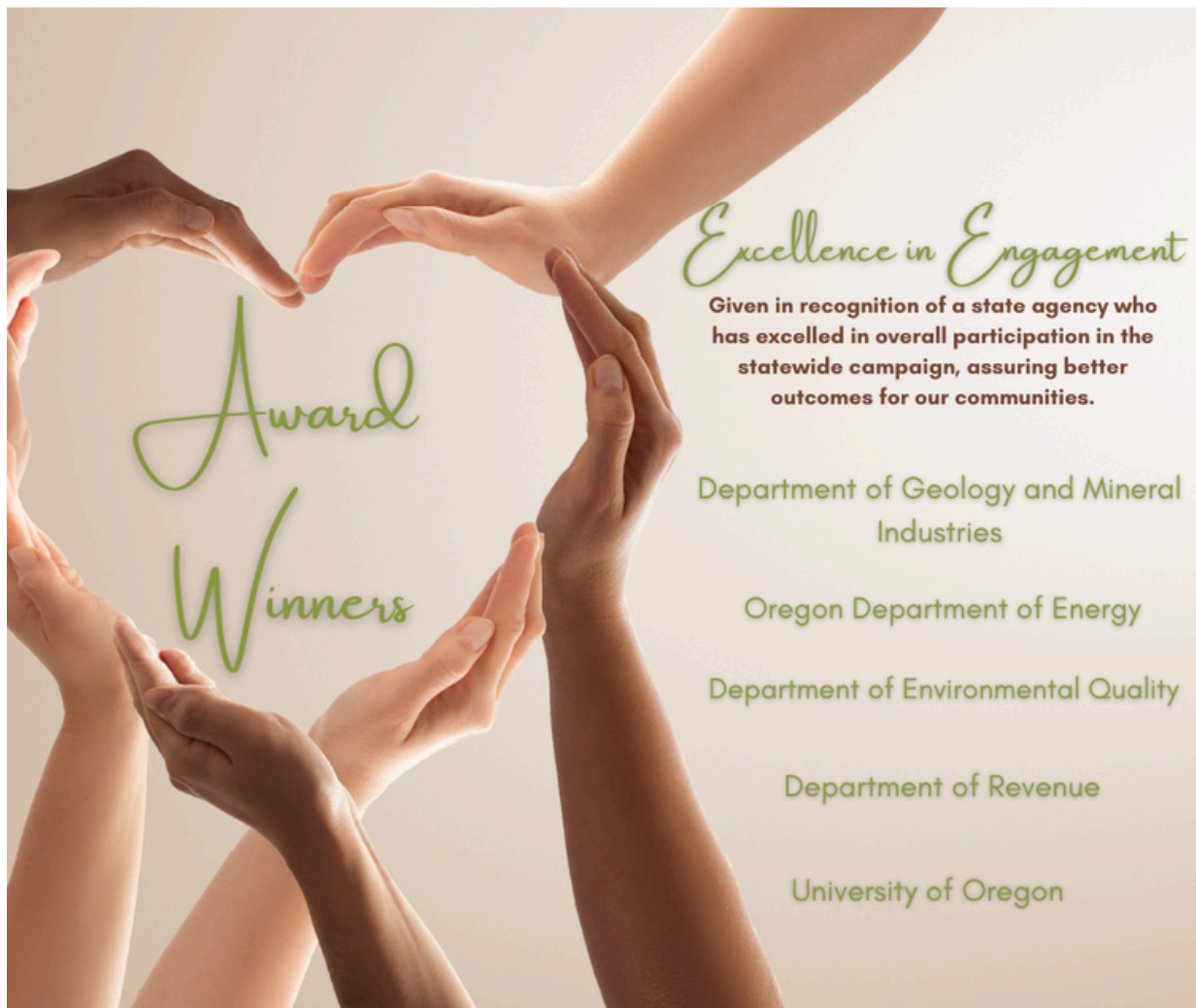
Oregon State Library

Oregon Secretary of State

Oregon Department of
Environmental Quality

Oregon Department of
Transportation

Oregon State University



Excellence in Engagement

Given in recognition of a state agency who has excelled in overall participation in the statewide campaign, assuring better outcomes for our communities.

Department of Geology and Mineral
Industries

Oregon Department of Energy

Department of Environmental Quality

Department of Revenue

University of Oregon

Excellence in Achievement
Oregon State University

