

# **Giving in Oregon Survey: 2009 Mid-Year Update**

November 2, 2009

*Challenged by recession, nonprofits take steps to contain costs and continue to serve their communities*

In August and September, 2009, The Oregon Community Foundation (OCF) surveyed 208 Oregon nonprofit organizations about the impact of the economic recession on donations, demand for services, and cost-saving measures. 134 nonprofits completed the survey. This report details the results.

## **Overview of Survey Responses**

- Half of survey respondents said that private contributions are down so far in 2009 compared with 2008. 39% said that contributions are up, and 11% said that contributions stayed about the same. 61% of arts & culture organizations and 54% of social services organizations saw contributions decline in 2009, while only 41% of education and environment & civic engagement organizations saw contributions decline.
- 76% of Portland Metro and 60% of statewide organizations saw contributions decrease in 2009 compared with 23% of Central Oregon and 33% of Southern Oregon respondents.
- 100% (5 respondents) of organizations with operating budgets of \$15 million and over reported that private contributions declined, and 71% of organizations with operating budgets less than \$15 million but at least \$4 million said that contributions declined. In comparison, 37% of respondents with operating budgets between \$200,000 and \$1 million reported decreased contributions. More large respondents (by operating budget) are located in the Portland Metro region or serve the entire state compared with respondents from any other region.
- 78% of survey respondents have implemented cost-saving measures. Specifically, 30% have eliminated programs or services and 31% have laid off staff. Anecdotal comments suggest that some organizations are balancing the need to reduce expenses with the need to continue to provide services to the community. Other comments indicate that some nonprofits see the recession as an opportunity to communicate with current and potential donors and to plan for future fundraising.
- On average, demand for respondents' services has increased by 12% since July, 2008. Education and social services organizations reported the largest increases in demand, averaging 17%.

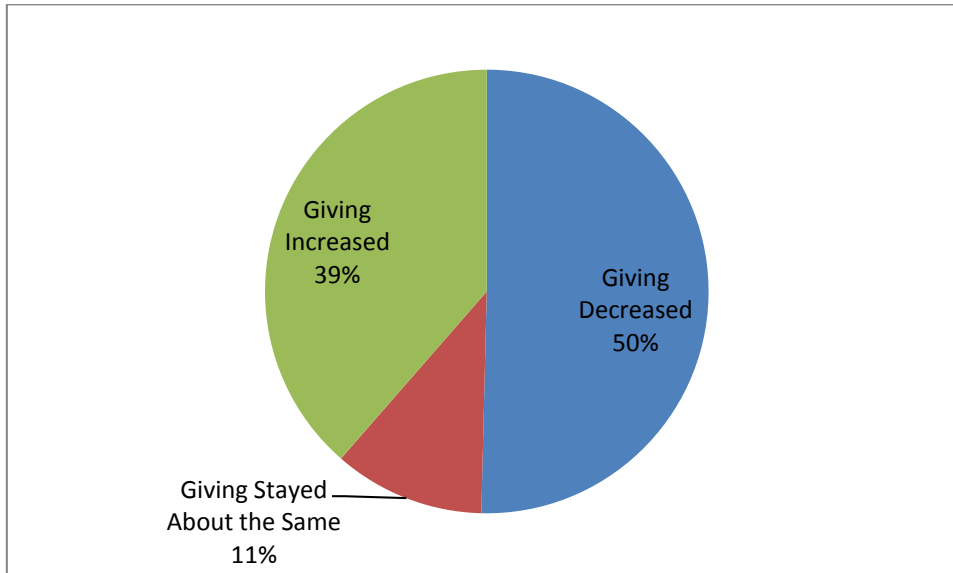
## Implications

- Oregonians who are able to give are doing so. Comments from survey participants suggest that more donors are giving smaller amounts.
- Some donors have shifted support to different organizations in these hard economic times. For example, 61% of arts & culture organizations saw contributions decline while only 41% of education organizations that responded to the survey reported decreased donations in the first half of 2009 compared with the first half of 2008.
- Most nonprofit organizations are under some degree of fiscal stress, likely due in part to decreases in fee income and government payments as well as declines in private contributions. In response, nonprofits are cutting back, implementing cost-saving measures to continue to meet needs in their communities during the recession.
- Some nonprofit organizations have been able to increase contributions despite the recession, demonstrating both nonprofit leadership and Oregonians' willingness to step up in difficult economic times. Anecdotal comments suggest that some respondents quickly took steps to balance organizational budgets while continuing to provide services. We believe that this type of leadership can help nonprofits survive through a poor economy.
- Survey responses suggest that both large nonprofits and those located in the Portland Metro region, along with organizations that identify themselves as "statewide," have been among the most affected by the recession. Survey respondents with large operating budgets are more likely than other respondents to serve either the Portland metro region or the entire state.

*Pages 3 through 9 include graphs and charts with additional data as well as quotations from survey respondents. For survey methods and limitations, please see Appendix A. For a partial list of survey respondents, please see Appendix B. For a copy of the survey, please see Appendix C.*

## Additional Survey Data

### Private Contributions Received in the First Two Quarters of 2009 Compared with the First Two Quarters of 2008



127 organizations provided data; “Stayed about the same” means that in the first half of 2009, the organization received +/- 5% of contributions received in the first half of 2008.

- Of the organizations that reported a decline in contributions, 46% said that extraordinary factors, such as a one-time major gift, a capital campaign, or staffing changes, contributed to the decrease.
- Of the organizations that reported an increase in contributions, 45% said that extraordinary factors could explain at least part of the increase.<sup>1</sup>
- Change in private contributions from 2008 to 2009 ranged from a nearly \$10 million decrease for a nonprofit with a large operating budget to an increase in donations of more than \$1 million.

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<sup>1</sup> This report includes data reported by organizations even when it is likely that an extraordinary factor influenced contribution levels.

### What Caused Private Contributions to Decrease between 2008 and 2009?

<i>Caused at least in part by....</i>	Number of Organizations Affected	Percentage
Number or Size of Foundation Grants	42	66%
Number or Size of Individual Donations	39	61%
Number or Size of Business Donations	33	52%
Total Number of Organizations that Reported Decreased Contributions	64	

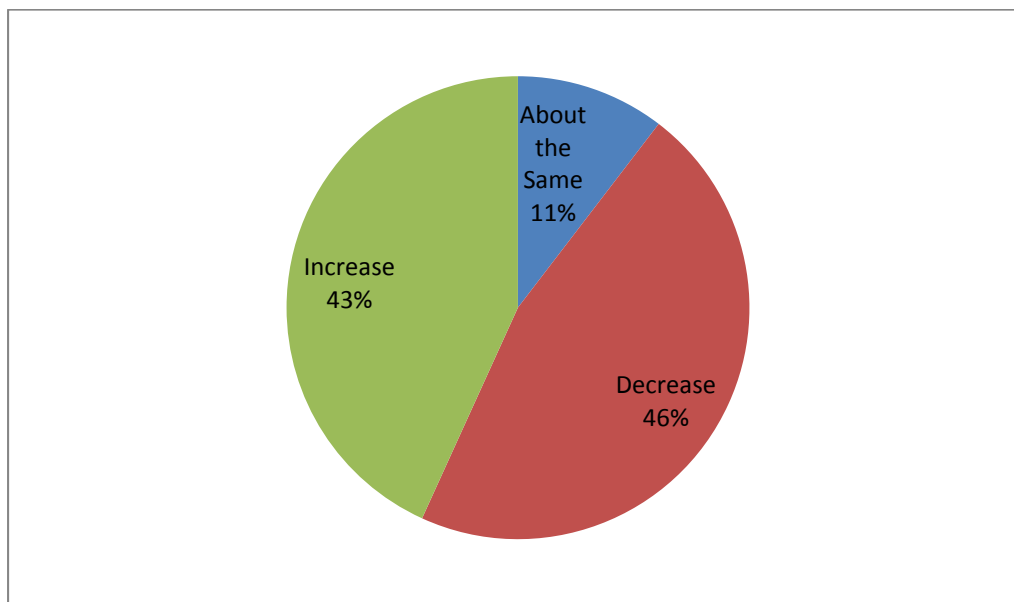
*Percentages do not sum to 100 because the survey asked organizations to indicate all of the factors that led to the decrease in donations; many organizations indicated that a combination of foundation, individual, and business donation decreases – in addition to extraordinary factors such as capital campaigns - led to an overall decline in contributions.*

### What Caused Private Contributions to Increase between 2008 and 2009?

<i>Caused at least in part by....</i>	Number of Organizations Affected	Percentage
Number or Size of Foundation Grants	29	59%
Number or Size of Individual Donations	28	57%
Number or Size of Business Donations	15	31%
Total Number of Organizations that Reported Increased Contributions	49	

*Percentages do not sum to 100 because the survey asked organizations to indicate all of the factors that led to the increase in donations; many organizations indicated that a combination of foundation, individual, and business donation increases - in addition to extraordinary factors such as capital campaigns - led to an overall increase in contributions.*

### Private Contributions Received in the First Two Quarters of 2009 Compared with the First Two Quarters of 2007



*125 organizations provided data; “stayed about the same” means that in the first half of 2009, the organization received +/- 5% of contributions received in the first half of 2008.*

**Percentage of Survey Respondents that Reported Decreased Private Contributions in the First Half of 2009 Compared with the First Half of 2008, by Program Area**

Program Area	Percentage of Organizations that Received Decreased Contributions (Number of Organizations)
Arts & Culture	61% (9)
Education	41% (9)
Environment & Civic Engagement	41% (11)
Social Services	54% (18)

**Percentage of Survey Respondents that Reported Decreased Private Contributions in the First Half of 2009 Compared with the First Half of 2008, by Region**

Oregon Region	Percentage of Organizations that Received Decreased Contributions (Number of Organizations)
Central	23% (3)
Eastern	50% (5)
Metro	76% (22)
North Coast	86% (6)
Southern	33% (6)
Statewide	60% (15)
Willamette Valley	28% (7)

**Percentage of Survey Respondents that Reported Decreased Private Contributions in the First Half of 2009 Compared with the First Half of 2008, by Organization Size**

	Percentage of Organizations that Reported Decreased Giving in 2009 Compared with 2008 (Number of Organizations)
<b>Micro:</b> Operating budget less than \$200,000	45% (10)
<b>Small:</b> Operating budget \$200,000 - \$999,999	37% (14)
<b>Medium:</b> Operating budget \$1 million-\$3,999,999	51% (23)
<b>Large:</b> Operating budget \$4 million - \$14,999,999	71% (12)
<b>Very Large:</b> Operating budget \$15 million and over	100% (5)

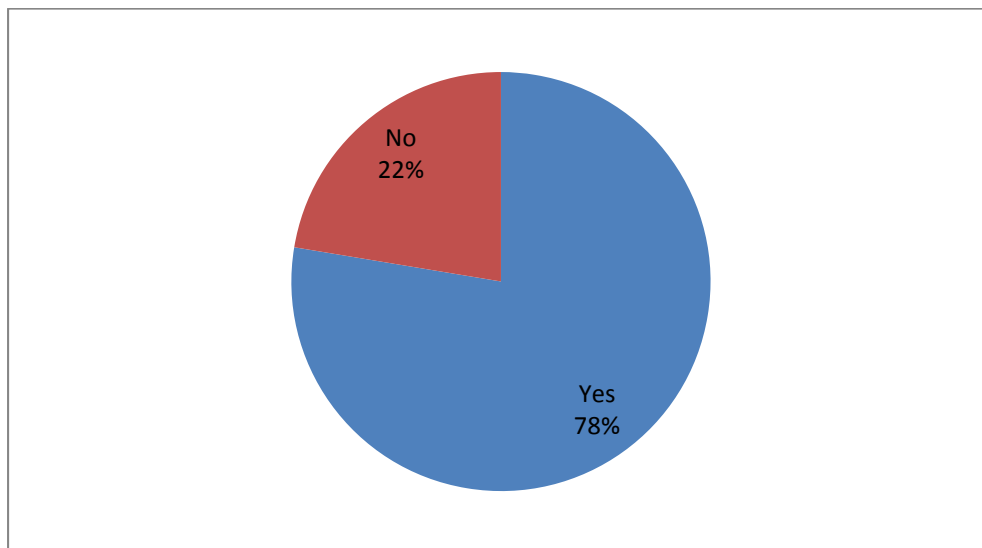
**Percentage of Organizations that are “Large” or “Very Large,” by Region**

Region	Percent of Survey Respondents Classified as Large or Very Large Based on Annual Operating Budget
Statewide	40%
Portland Metro	27%
Southern Oregon	17%
Central Oregon	7%
Willamette Valley	4%
Eastern Oregon	0%
North Coast	0%

**Average Change in Demand, by Program Area**

Arts & Culture	3% increase
Education	17% increase
Environment & Civic Engagement	8% increase
Social Services	17% increase

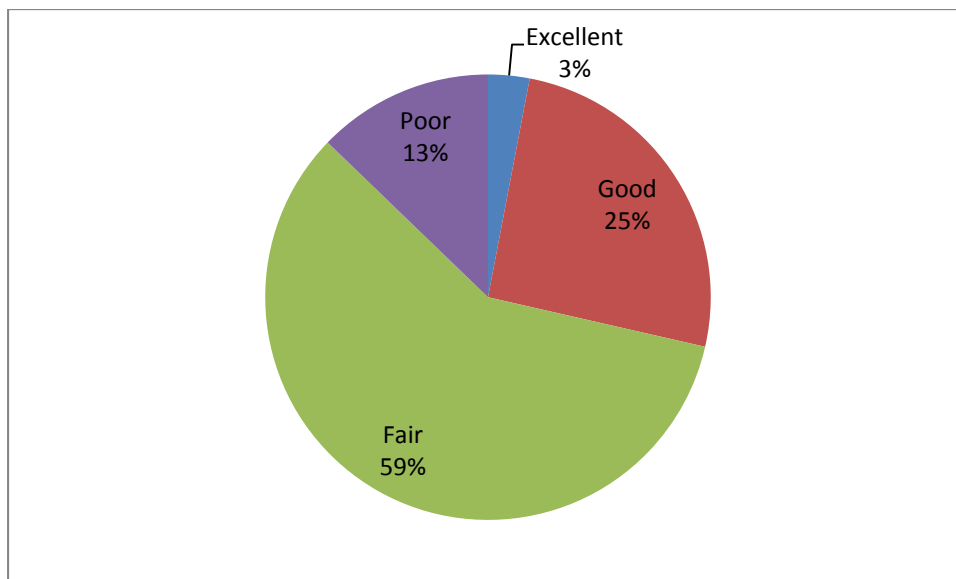
**Implementation of Cost-Saving Measures since July, 2008**



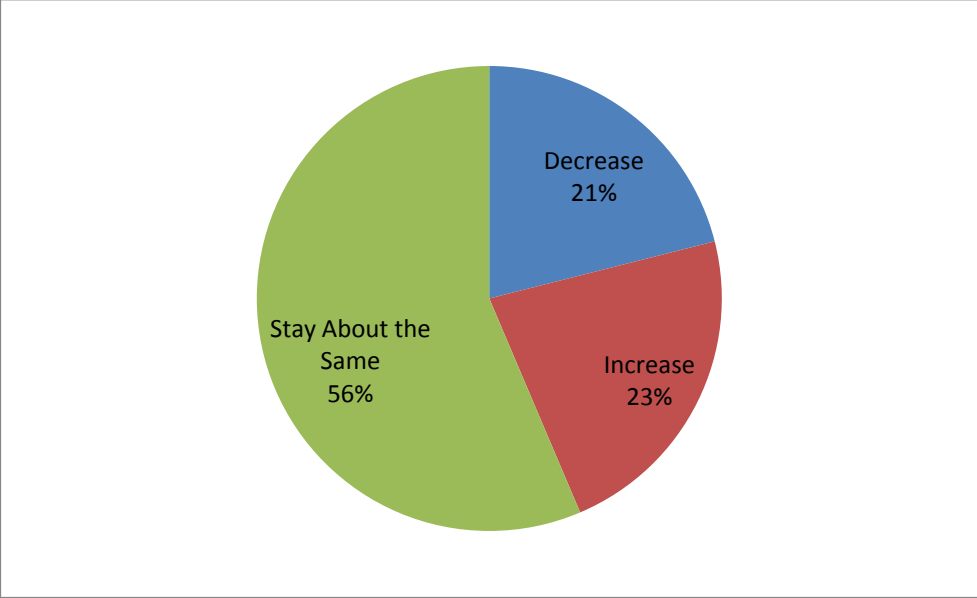
**Percentage of Respondents That Have Taken Specific Cost Saving Measures Since July, 2008**

Eliminated program or activity	30%
Reduced staff compensation by reducing salaries or benefits (not including salary freezes)	31%
Average percent salary reduction, among the organizations that have reduced salaries = 13%	
Laid off staff	31%
Reduced staff time via laying off staff, requiring furloughs, or reducing staff work hours	47%
Average percent of staff laid off, among the organizations that have laid off staff = 19%	

**In Your Opinion, What is the Climate for Charitable Giving in Oregon Today?**



**How Do You Expect Your Organization’s Annual Operating Budget to Change Next Year Compared With This Year?**



## *Selected Survey Respondent Quotations*

### Fiscal stress:

- “We have seen a decline in long time donors - they are elderly and many are on fixed income.”
- “People and businesses giving less in our rural area.”
- “Money is still available but it appears only available for immediate needs and food/shelter needs.”
- “All new business sponsorships have stopped over the last year, and many that had committed pulled out of the agreement. Some of that is just starting to change, with new potential sponsors showing interest.”

### Oregonians’ generosity:

- “People who can give are giving in higher amounts as they see the higher need, but are more careful in their giving - keeping local and for essentials.”
- “In times of general economic adversity, individuals and some foundations really ‘step up to the plate’ and increase their giving.”
- “Although smaller in size, individual gifts collectively were larger than business donations.”
- “In 2009 we had to hustle for significantly more, smaller gifts.”
- “We are blessed to have neighbors helping neighbors.”
- “I can’t speak for all of Oregon, but every day I am overwhelmed with the generosity of the local community.”

### Outlook:

- The climate for charitable giving is “qualified as ‘Good’ for individual gifts, ‘Fair’ for foundation grants, ‘Poor’ for corporate giving.”
- The climate for charitable giving is “terrible for the arts, a bit better for social services.”

### Nonprofit leadership:

- “We have eliminated all expenses that are not absolutely necessary.”
- “Expanded staff work hours without additional wages in order to meet demand.”
- “We’re relying more than ever on volunteers.”
- “Revamped entire volunteer program to include targeted jobs to reduce payroll.”
- “I think there are variables. We’re seeing people thinking and giving locally - donations for our festival were up, yet sponsorships were down.”
- “Climate for cash is fair at best. Climate for cultivating friends and developing our case for next campaign is excellent.”

### Impact on small nonprofits:

- “We have always operated a bare bones budget and it’s hard to trim.”
- “We do not have any paid positions nor permanent programs that we support.”



## **Appendix A: Background, Methods, and Limitations**

The August 2009 Mid-Year Update Survey asked nonprofits about changes in private contributions received during the first two quarters of 2009 compared with the first two quarters of 2007 and 2008. The survey also asked nonprofits about changes in demand for services and cost-saving measures implemented since July 2008.

This is the second survey in 2009 regarding the impact of the recession on the pace of private giving conducted by OCF and the Giving in Oregon Council. Nonprofits received the first survey in January 2009, and OCF released that survey report in February 2009.

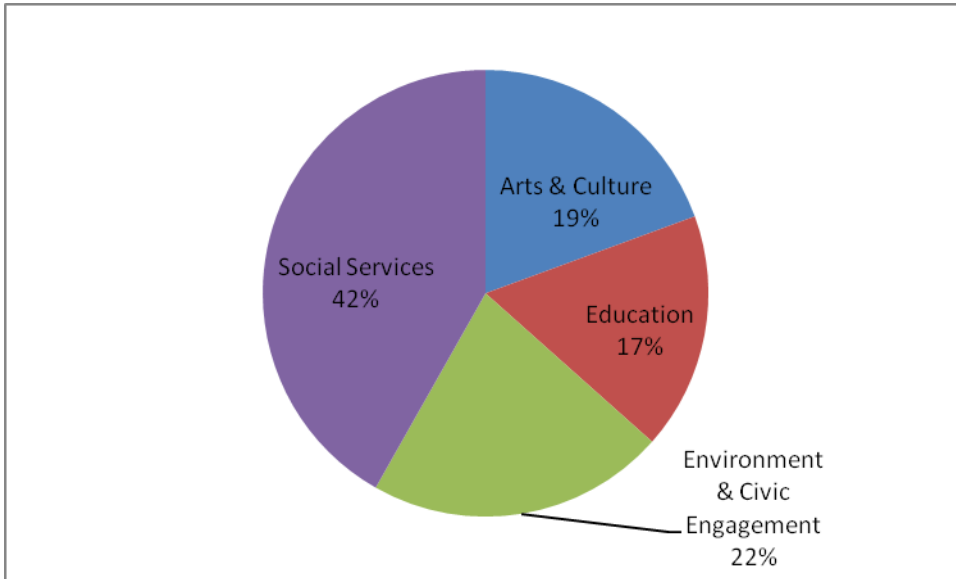
Using its database of grantees, OCF selected 208 organizations to survey. About 80% of these organizations received the January 2009 survey; OCF invited additional organizations to participate to support a robust response rate. Nonprofits were selected to allow participation from both small grassroots and large sophisticated organizations that work in a range of program areas. Survey respondents' annual operating budgets ranged from \$10,000 to \$93 million. About 36% of the organizations invited to participate in the survey serve the Portland Metropolitan Region, 24% serve the Willamette Valley, and the rest of the organizations serve other regions of the state or the entire state. 42% of the organizations surveyed were coded as social services, 21% environment & civic engagement, 19% education, and 18% arts & culture.

The survey was conducted by mail and email between August 11 and September 8, 2009. One hundred and thirty-four of the 208 organizations invited to participate responded to the survey, a 64% response rate. The most responses received were from social services organizations (56), and the fewest responses were from education organizations (23).

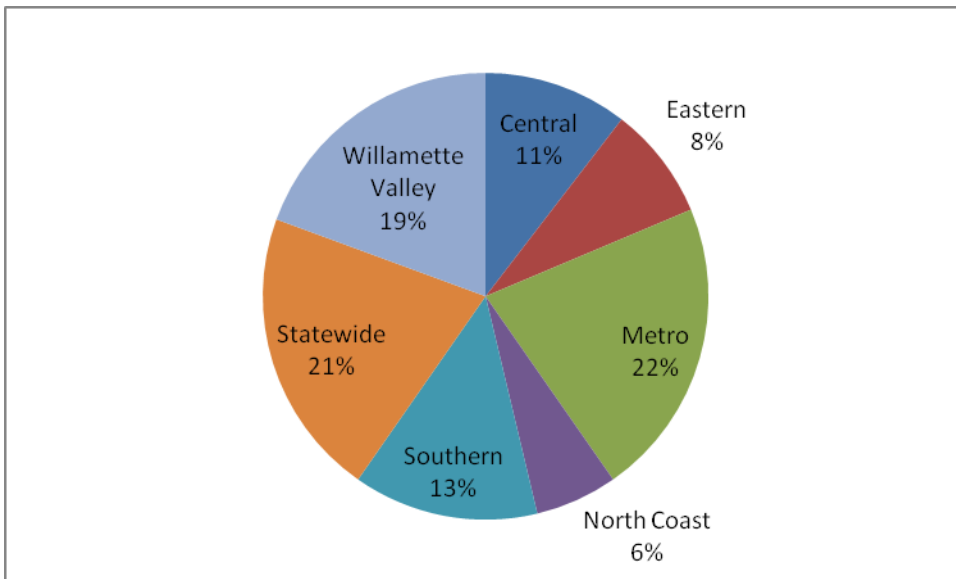
The small sample size limits conclusions drawn based on analysis by region, program area, and organization size.

Chart 1 shows the distribution of organizations responding to the survey by program area. Chart 2 illustrates the distribution of responses by region.

**Chart 1: Survey Responses by Program Area**



**Chart 2: Survey Responses by Region Served by Nonprofit**



## Appendix B: List of Survey Participants

**Thank You** to the organizations that completed the survey for this report:

1000 Friends of Oregon	Fishtrap, Inc.
Arts Central	Forest Park Conservancy
Asher Community Health Center	Fossil Education Foundation
Ashland Family YMCA	Friends of South Slough, Inc.
Ashland Schools Foundation	Friends of the Children - Portland
Audubon Society of Portland	Friends of Trees
Big Brothers Big Sisters Columbia Northwest	Grandma's House of Central Oregon
Bike First!	Grant-Harney Co. CASA
Blue Mountain Healthcare Foundation	Hands On Greater Portland
Boys & Girls Club of Southwestern Oregon	Harney County Opportunity Team
Boys & Girls Clubs of Central Oregon	High Desert Museum
Boys & Girls Clubs of the Rogue Valley	Hispanic Metropolitan Chamber
Bradley Angle House	Historic Elsinore Theatre
Cannon Beach Pre-school & Children's Center	Hunger Prevention Coalition of Central Oregon
Canyon Crisis Center	"I Have a Dream" Foundation-Oregon
Cascade Pacific Council, Boy Scouts of America	Janus Youth Programs, Inc.
Children's Healing Art Project	JPR Foundation
Clatsop CASA Program, Inc.	Juliette's House
Clatsop Community Action	Lake Oswego School District Foundation
Central Oregon Community College Foundation	Lakewood Theatre Company/Lakewood Center for the Arts
Community Works	Lane Community College Foundation
Coos Art Museum	Latino Community Association
Cottage Theatre	Libraries of Eastern Oregon (LEO)
Crater Lake National Park Trust	Looking Glass Youth and Family Services, Inc.
Crook County Library	Marion-Polk Food Share
Deschutes Children's Foundation	Marylhurst University
Deschutes Land Trust	Metropolitan Family Service
Ecumenical Ministries of Oregon	Middle Fork Willamette Watershed Council
Emerald KIDSPORTS	MountainStar Family Relief Nursery
Eugene Ballet Company	My Sisters' Place
Eugene Symphony Association, Inc.	NeighborImpact
Farmworker Housing Development Corporation	North Coast Land Conservancy
	North Douglas Parks & Recreation District

Northwest Earth Institute  
OHSU Foundation  
OnTrack Inc.  
Open Meadow Alternative Schools  
Oregon Ballet Theatre  
Oregon Coast Aquarium  
Oregon East Symphony  
Oregon Museum of Science and Industry  
Oregon Rural Action  
Oregon State University Foundation  
Oregon Wildlife Heritage Foundation  
pear  
Pentacle Theatre  
Peter Britt Gardens Music & Arts Festival  
Association  
Phoenix School of Roseburg  
Portland Art Museum  
Portland Children's Museum  
Portland Schools Foundation  
ScienceWorks Hands-On Museum  
Self Enhancement, Inc.  
Siskiyou Field Institute  
Sisters Of The Road  
SMART (Oregon Children's Foundation)  
Stand for Children  
Sunset Empire Park and Recreation District  
Foundation  
TACS  
The Arts Center/Linn-Benton Arts Council  
The Dougy Center  
The FISH of Roseburg  
The Library Foundation  
The Nature Conservancy  
The Next Door, Inc.  
The Ross Ragland Theater  
The School Garden Project of Lane County  
Thomas Edison High School  
Tualatin Riverkeepers  
Umpqua Community Health Center  
Umpqua Valley Arts Association

United Way of Deschutes County  
United Way of Jackson County  
United Way of Lane County  
Volunteers of America Oregon  
Wallowa County Library  
Western Lane Community Foundation  
Working Wonders Children's Museum

(Additional respondents asked OCF not to publish their names in this report.)

## Appendix C: Copy of Survey

### Giving in Oregon 2009 Mid-Year Update

You also received this survey via e-mail. If you prefer to complete this survey electronically, use the link provided in the e-mail or contact Katie Shriver at The Oregon Community Foundation at (503) 227-6846 or [kshriver@oregoncf.org](mailto:kshriver@oregoncf.org).

***The report produced with this data will only show aggregate responses. OCF and the Giving in Oregon Council will keep each individual organization's response private.***

Return surveys by **August 28**. Please return to:

2009 Giving in Oregon Survey  
**The Oregon Community Foundation**  
1221 SW Yamhill, #100  
Portland, Oregon 97205  
Fax: (503) 274-7771

1. Name of Nonprofit Organization:

**Answer:** \_\_\_\_\_

Check here to allow OCF to publish the name of your organization as a participant in this survey. The report will only show aggregate responses.

2. How much in **private contributions** did your organization receive during each of the following time periods?

Include donations and pledges from individuals, businesses and foundations. Do not include fee income, investment income, sales income, in-kind donations or government support. **Include an estimate if the exact figure is not available.**

**January 1, 2009, through June 30, 2009: \$** \_\_\_\_\_

**January 1, 2008, through June 30, 2008: \$** \_\_\_\_\_

**January 1, 2007, through June 30, 2007: \$** \_\_\_\_\_

3.

What caused the change in the total amount of private donations your organization received in the first two quarters of 2009 compared with the first two quarters of 2008? Check all that apply.	Change in:
	<input type="checkbox"/> Number of foundation grants
	<input type="checkbox"/> Size of foundation grants
	<input type="checkbox"/> Number of business donations
	<input type="checkbox"/> Size of business donations
	<input type="checkbox"/> Number of individual donations
	<input type="checkbox"/> Size of individual donations
	<input type="checkbox"/> Major gift
	<input type="checkbox"/> Capital campaign
	<input type="checkbox"/> Staffing at your organization
<input type="checkbox"/> None: Private donations received in the first two quarters of 2009 were about the same as donations in the first two quarters of 2008	
<input type="checkbox"/> Other	
Comments:	

4.

How has demand for your organization's services changed since July 2008?	<input type="checkbox"/> Stayed about the same
	<input type="checkbox"/> Decreased
	<input type="checkbox"/> Increased
If demand has increased or decreased, by what percent?	_____%

5.

Has your organization taken any cost saving measures since July 2008? Check all that apply.	<input type="checkbox"/> Eliminated program/s or activity/ies
	<input type="checkbox"/> Decreased number of people served by programs
	<input type="checkbox"/> Laid off staff If yes: _____ FTE staff laid off _____ FTE staff remaining
	<input type="checkbox"/> Reduced salaries If yes: _____ percentage reduction
	<input type="checkbox"/> Required staff furloughs (unpaid leave)
	<input type="checkbox"/> Reduced staff work hours
	<input type="checkbox"/> Reduced employee benefits
	<input type="checkbox"/> Other: Please describe

6.

In your opinion, what is the climate for charitable giving in Oregon today?	<input type="checkbox"/> Excellent
	<input type="checkbox"/> Good
	<input type="checkbox"/> Fair
	<input type="checkbox"/> Poor
Comments:	

7. What is your organization's current annual operating budget?

**Answer:** \$ \_\_\_\_\_

8.

How do you expect your organization's annual operating budget to change next year compared with this year?	<input type="checkbox"/> Increase
	<input type="checkbox"/> Decrease
	<input type="checkbox"/> Stay about the same

9. Please check the counties that your organization serves. If your organization serves the entire state, check "All Counties."

<input type="checkbox"/>	All Counties (Statewide)	<input type="checkbox"/>	Harney	<input type="checkbox"/>	Multnomah
<input type="checkbox"/>	Baker	<input type="checkbox"/>	Hood River	<input type="checkbox"/>	Polk
<input type="checkbox"/>	Benton	<input type="checkbox"/>	Jackson	<input type="checkbox"/>	Sherman
<input type="checkbox"/>	Clackamas	<input type="checkbox"/>	Jefferson	<input type="checkbox"/>	Tillamook
<input type="checkbox"/>	Clatsop	<input type="checkbox"/>	Josephine	<input type="checkbox"/>	Umatilla
<input type="checkbox"/>	Columbia	<input type="checkbox"/>	Klamath	<input type="checkbox"/>	Union
<input type="checkbox"/>	Coos	<input type="checkbox"/>	Lake	<input type="checkbox"/>	Wallowa
<input type="checkbox"/>	Crook	<input type="checkbox"/>	Lane	<input type="checkbox"/>	Wasco
<input type="checkbox"/>	Curry	<input type="checkbox"/>	Lincoln	<input type="checkbox"/>	Washington
<input type="checkbox"/>	Deschutes	<input type="checkbox"/>	Linn	<input type="checkbox"/>	Wheeler
<input type="checkbox"/>	Douglas	<input type="checkbox"/>	Malheur	<input type="checkbox"/>	Yamhill
<input type="checkbox"/>	Gilliam	<input type="checkbox"/>	Marion	<input type="checkbox"/>	
<input type="checkbox"/>	Grant	<input type="checkbox"/>	Morrow	<input type="checkbox"/>	

**Thank you for completing the survey!**