



Giving in Oregon

Tenth Anniversary Report on Philanthropy



The Oregon Community Foundation
Continuing a tradition of community caring

The Giving in Oregon Council, 2006

The Giving in Oregon Council has convened over the last decade with the goal of acknowledging the essential role that philanthropy plays throughout Oregon and to promote increased giving.

Sally McCracken, Chair, The Giving in Oregon
Council

Gregory Chaillé, The Oregon Community
Foundation

Kathleen Cornett, Grantmakers of Oregon
and Southwest Washington

Steven Holwerda, Ferguson Wellman Capital
Management

Sharon Kitzhaber, Community Volunteer

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Center

Eli Lamb, Social Venture Partners

Ross Laybourn, Oregon Department of Justice

Kenneth Lewis, Community Volunteer

Lynn Loacker, Community Volunteer

Andy Nelson, Willamette Valley Development
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William Swindells, WRS Investments

Jeffrey Thede, Miller Nash LLP

Julie Vigeland, Jackson Foundation

Linda Wright, US Bancorp

Duncan Wyse, Oregon Business Council

Giving in Oregon

Tenth Anniversary Report on Philanthropy

***A report of The Giving In Oregon Council of The
Oregon Community Foundation***

May, 2006

Sally McCracken, Chair

Giving In Oregon Council

Gregory A. Chaillé, President

The Oregon Community Foundation

• ***Introduction***

The Giving in Oregon Council of The Oregon Community Foundation is pleased to present this tenth anniversary Giving in Oregon Report on Philanthropy.

Over the last decade we have witnessed significant growth in Oregon philanthropy.

Oregonians are stepping forward in greater numbers and giving greater amounts in support of nonprofit groups serving their communities. Most impressively, we have seen growth in philanthropy even as Oregon's economy has gone through several major downturns and as our employment base has shifted dramatically.

Our state has significant economic fluctuations, lower personal income compared with the majority of other states, and a widening gap between rich and poor. As a result, many Oregonians face a daily challenge to meet household budgets, including feeding and clothing their families. Fortunately, many Oregonians have been generous, stepping in to help bridge the gap, to pull their fellow Oregonians back from the precipice of economic insecurity and rescue others

already over the brink.

The generosity of Oregonians reaches well beyond the needy. Every Oregonian benefits from this generosity and from the services and activities of the thousands of nonprofit organizations they support. Beyond stabilizing families and bolstering the economic security of Oregonians statewide, the last decade of generous giving and volunteering has helped to improve neighborhoods, expand educational opportunities, build stronger health care services, and strengthen communities and community activities. When Oregon families, neighborhoods and communities thrive, we all thrive.

The purpose of this report is threefold: to provide an objective overview of Oregon philanthropy; to describe the statewide benefits that result from those of us who give; and to challenge those who do not give to become part of the giving community. While the amount given is important, the act of giving is equally significant. Giving builds community.

In the following pages we examine donations to nonprofit organizations in Oregon by using data from the tax returns of those organizations. Donations to religious groups are not tracked in this

study, in part because religious organizations do not file tax returns. We are sure that donations to religious groups are substantial in Oregon and provide significant resources in their communities, but those donations are beyond the scope of this description of giving.

This report briefly examines business donations by tracking donations to United Way groups. We also provide data on Oregon's grant-making foundations, and we demonstrate how well Oregon philanthropy compares to the nation.

We also examine the tax returns of "early filer" nonprofit organizations to spot emerging trends. Finally, we present the results of a brief Internet survey of nonprofit organizations in Oregon for an up-to-date perspective on giving and the challenges faced by Oregon's nonprofit organizations.

We take a look at organizations by areas of activity: those providing education, human services, health, arts or other services. We can see what the donations support recently and over time, and which organizations received the largest donation amounts.

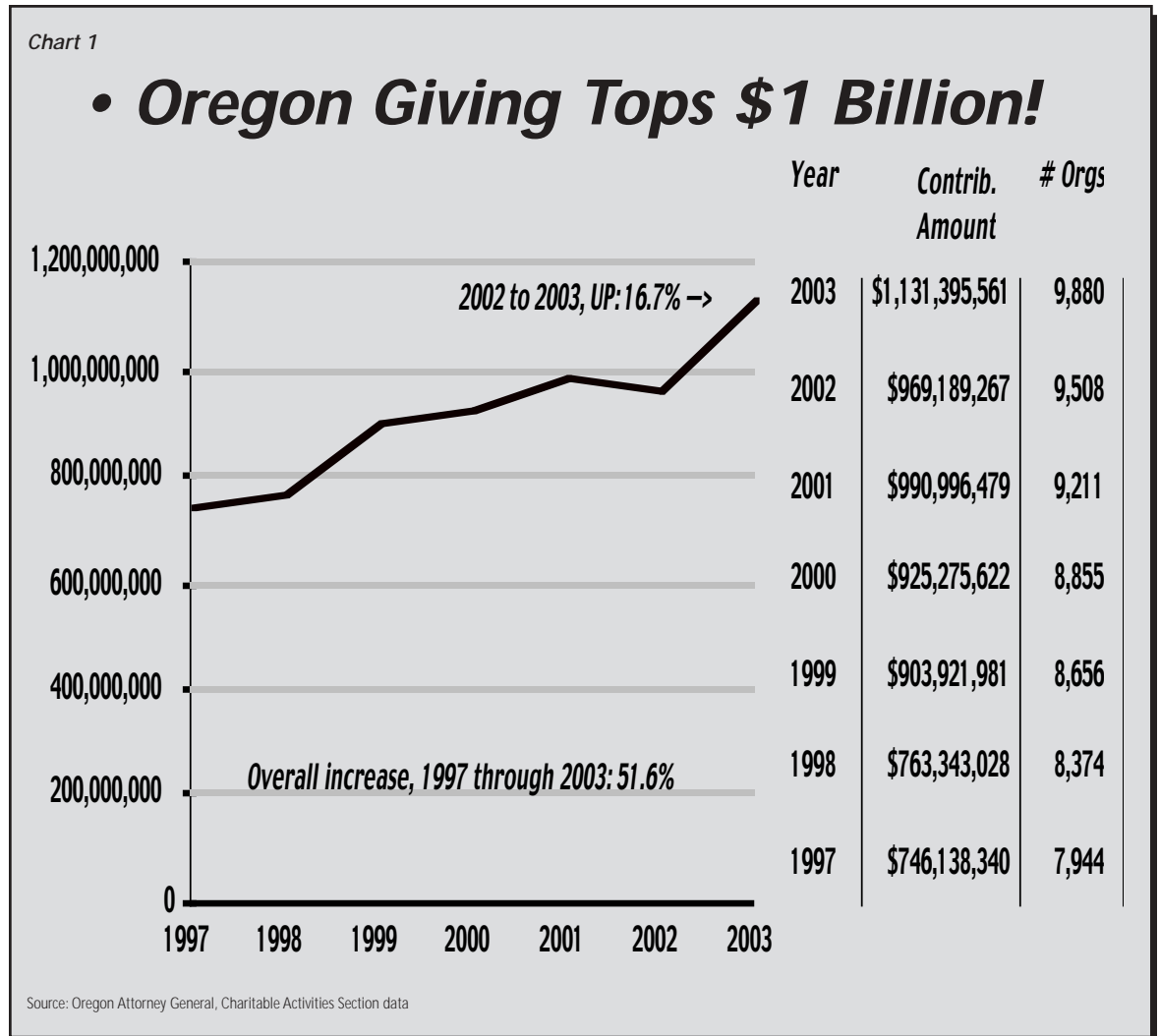
Oregonians have weathered the decade's economic downturns, giving more not less. And as a result of those

gifts, both those who have given and those who have received have experienced a sense of strength, accomplishment and community. This good news about the state of "Giving in Oregon" should be a source of justifiable pride for our state's many philanthropists, but also a call to continued action and an invitation for others to join the giving community.

• Giving increased dramatically over prior year

Oregon's nonprofit organizations reported a significant increase (16.7 percent) in giving in 2003, the most recent year for which tax return data is available. This increase occurred right after the 2001-02 recession, while many Oregonians were still recovering from hard economic times.

Chart 1 demonstrates the growth in giving from 1997 through 2003. Aggregate gifts increased more than 50 percent over the period, surpassing the \$1 billion mark for the first time in 2003.



• ***The importance of the nonprofit sector***

Nonprofit organizations play a critical role in our economy and quality of life. Their goal is service delivery rather than profit. These organizations depend on financial donations and their services are essential.

We can achieve a good perspective on Oregon giving and what those donations support by examining donations to nonprofits that file a 990 tax return with the state. Donations in Oregon are actually significantly greater than will be shown by this cross-section because religious donations, volunteer time and in-kind donations are also critical gifts, however tracking them is beyond the scope of this study.

• ***Activities supported by donations***

Chart 2 shows the types of activities in which Oregon nonprofits engage by aggregate amount of donations. In terms of the *number* of nonprofit organizations, the top five categories are Education, Human Services, Arts, Environment and Recreation. But as Chart 2 demonstrates, *contributed support* for these organizations shows a somewhat different ranking: Education, Philanthropy (includes foundation assets), Arts, Human Services and the Environment.

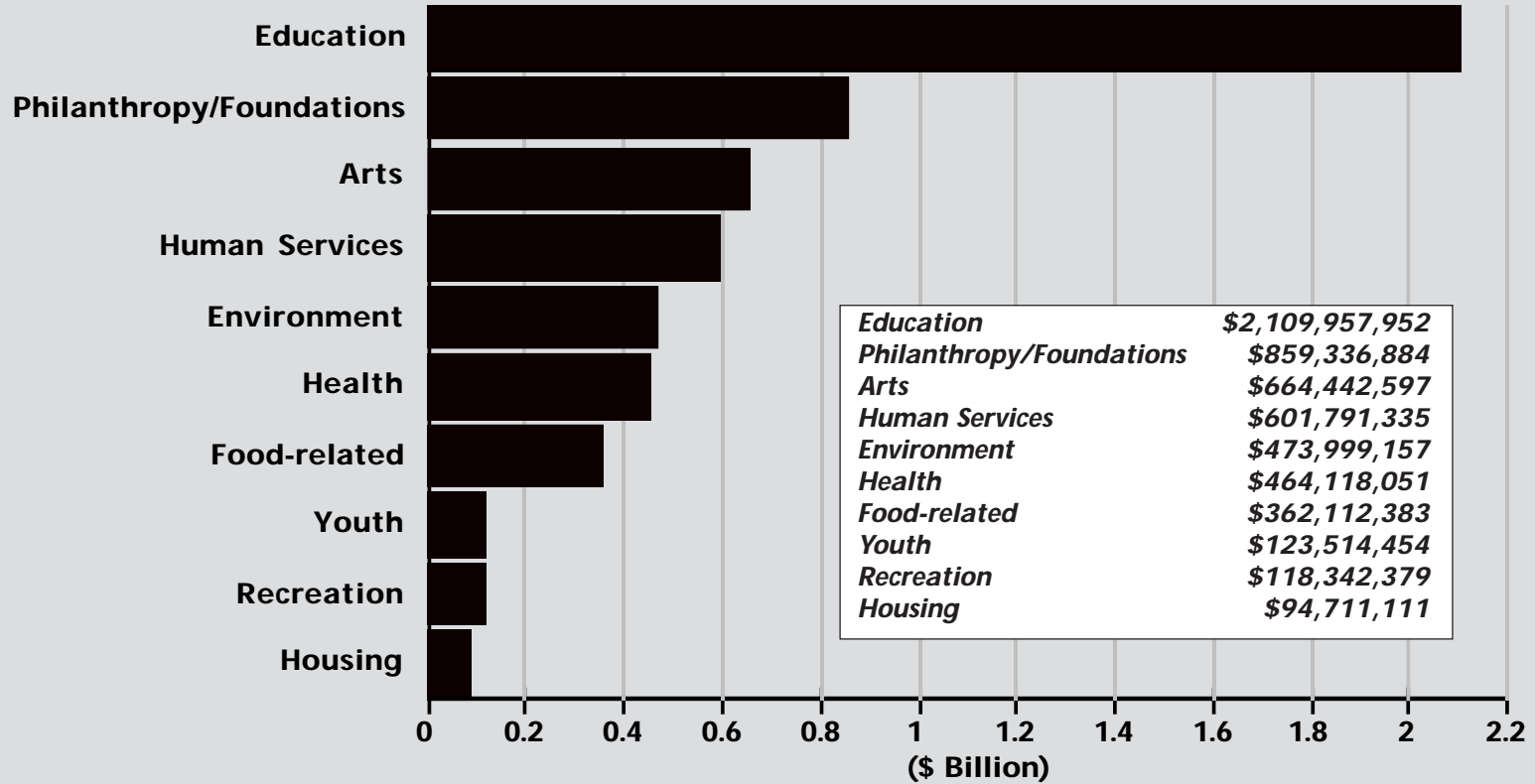
The chart graphs the total donations received by Oregon's nonprofits from 1997 through 2003. With the exception of the recession in 2001-2002, donations received have steadily grown—reaching the \$1 billion milestone in 2003.

For this study, we tracked 9,880 nonprofit organizations from all over the state.

Chart 2

• Donations By Categories Of Support

Top ten categories of donations to Oregon nonprofit organizations
1997—2003 aggregate amount



Source: Oregon Attorney General, Charitable Activities Section data

• *Trends in support by category*

Chart 3 shows that giving has consistently increased in Education, Human Services and Environment, but Arts organizations have seen little growth over the six-year period.

For this report, we track gifts to nonprofit organizations registered with the State Attorney General's Office. In 1997, there were 7,944 such organizations in Oregon. By 2003, there were 9,880 organizations, *an increase of almost 25 percent*, yet the corresponding increase in aggregate donations to these organizations over the same period has been *more than 50 percent*.

Education organizations received far more support than any other category: \$335,658,250 in 2003. In that year, 1,233

organizations were classified as Education. Education organizations received an average of \$272,228 in donations in 2003.

Gifts to Philanthropy ranked second. This category includes gifts establishing foundations that often represent 'endowment assets' rather than an amount available for 'operations,' and so the category is not charted. Of the 326 organizations classified as Philanthropy, the average of aggregate donations was \$613,749.

Arts, Culture and Humanities organizations represent the next highest recipient category. Arts support reached its highest level in 1999 and has yet to recover the level set that year. In 2003, 1,047 organizations were Arts-related. Arts

organizations received an average of \$90,810 in 2003.

Human Services organizations have increased over the course of this study, as communities have responded to basic needs and the economic recession. The increase over the prior year was 0.2 percent. The 993 human services organizations received an average of \$149,632 in donations in 2003.

Support for Environmental organizations has also grown over the last decade. In 2003, there were 631 environmental organizations. These organizations averaged \$124,094 in aggregate donations support.

Chart 3

• Oregon Donation Trends

Gifts to Oregon Nonprofit Organizations 1997—2003

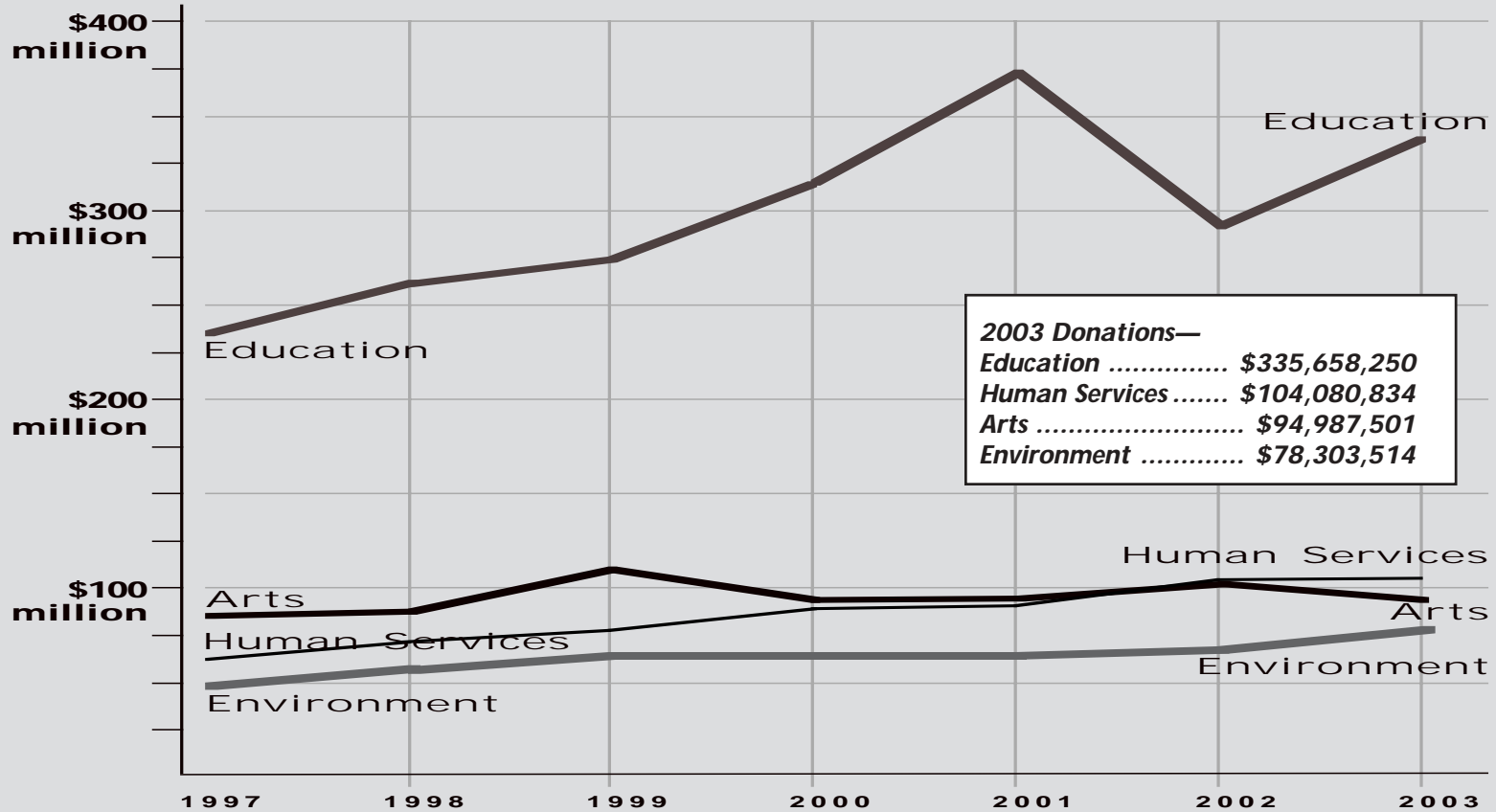


Chart 4

Top 50 Recipients of Donations, 2003

Total, these donations: \$632,051,149

Arts, Culture, And Humanities

Oregon Historical Society	2,889,934
Oregon Public Broadcasting	13,878,156
Oregon Shakespeare Festival Association	5,466,894
Oregon Symphony Association	3,374,744
Portland Art Museum	17,664,606

Community Improvement, Capacity Building

Birch Community Services, Inc.	3,923,014
Central Oregon Partnership, The	5,020,185

Crime, Legal Related

Public Defender Services of Lane County	3,964,685
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Educational Institutions and Related Activities

George Fox University	2,842,275
Lewis and Clark College	16,001,263
Linfield College	4,963,858
Multnomah Bible College and Seminary	5,243,028
Oregon Health & Science University Foundation	60,100,813
Oregon Museum of Science and Industry	4,259,005
Oregon State University Foundation	55,729,280
Pacific University	3,587,217
Portland Schools Foundation, The	4,930,395
Portland State University Foundation	9,240,907
Reed Institute, The DBA Reed College	9,950,430
Self Enhancement, Inc.	3,709,187
University of Oregon Foundation	47,239,744
University of Portland	4,881,350
Warner Pacific College	3,377,668
Willamette University	17,945,926

Employment, Job Related

Southern Oregon Goodwill Industries	4,691,447
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Environmental Quality, Protection And Beautification

Dogs for the Deaf, Inc.	4,284,148
Ecotrust	4,020,273

Northwest Energy Efficiency Alliance, Inc.	7,625,597
Oregon Humane Society, The	4,646,040

Food, Agriculture, And Nutrition

Food for Lane County	8,695,193
Gleaners of Clackamas County, Inc.	3,985,284
Oregon Food Bank, Inc.	44,212,652

Health - General And Rehabilitative

Doernbecher Children's Hospital Foundation	14,613,541
Planned Parenthood of the Columbia/Willamette	6,393,257
Providence Health System-Oregon	5,114,709
Providence Portland Medical Foundation	3,375,928
Providence St. Vincent Medical Foundation	3,201,583
Rogue Valley Medical Center Foundation	5,607,410
Sacred Heart Medical Center Foundation	11,001,643

Human Services, Multi-purpose And Other

Friends of Canby Adult Center, Incorporated	4,475,184
International Children's Care, Inc.	3,452,307
Oregon Energy Services, Inc.	3,126,743

International, Foreign Affairs And National Security

Tokyo International University of America	5,004,217
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Philanthropy, Voluntarism, And Grantmaking

McDougal Foundation, The	4,955,126
Oregon Community Foundation	139,020,065
United Way of Lane County	3,778,451
United Way of the Columbia Willamette	13,357,791

Recreation, Sports, Leisure, Athletics

Tournament Golf Foundation, Inc.	4,945,778
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Religion Related, Spiritual Development

Jewish Federation of Portland	3,642,171
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Youth Development

Cascade Pacific Council, Boy Scouts of America	4,640,047
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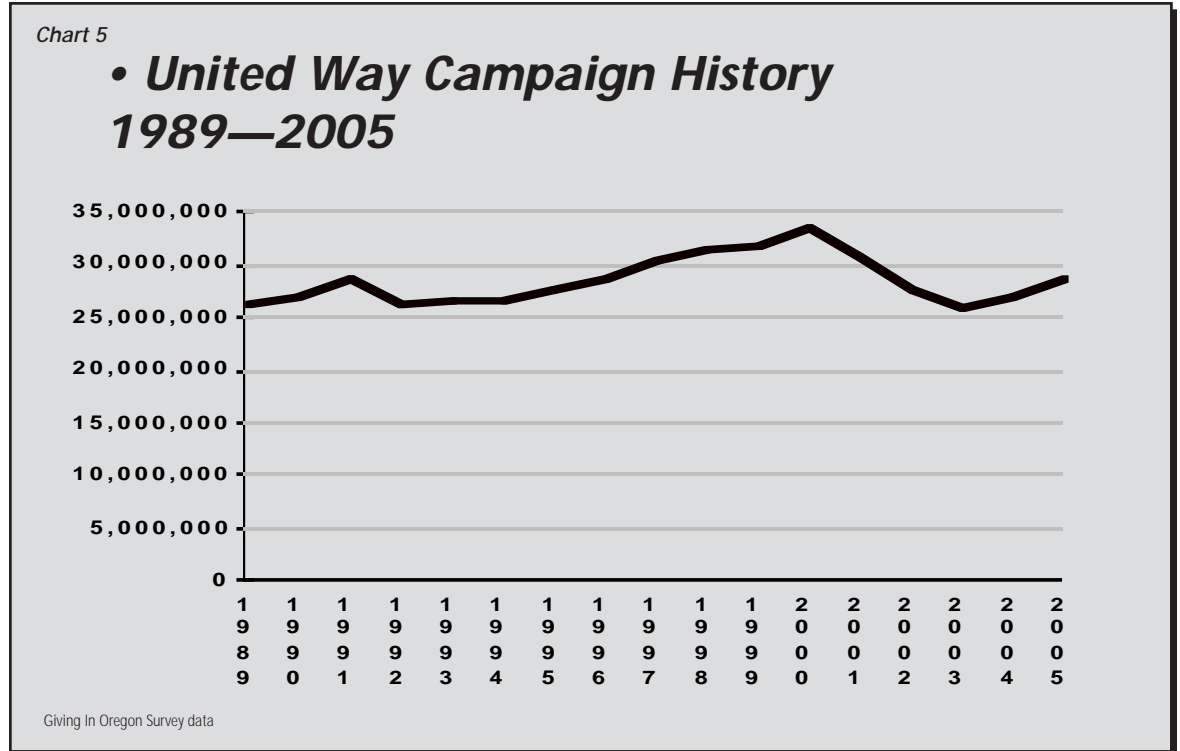
Source: Oregon Attorney General, Charitable Activities Section data

- ***Which organizations received the most gifts in 2003***

Chart 4 shows the top 50 recipients for 2003, grouped by category using the National Taxonomy of Exempt Entities (NTEE) classification system developed to describe nonprofit activities. The chart shows that the top 50 recipients represent 56 percent of the total \$1.2 billion in donations in 2003.

- ***12 Oregon United Ways follow economy***

United Way organizations raise money to distribute to health and human services organizations through their workplace campaigns. United Ways participating in the Giving in Oregon survey are located in Albany, Bend, Coos



Bay, Corvallis, Hood River, Klamath Falls, Medford, Portland, Roseburg, Salem, Springfield and Tillamook. (Chart 5 shows United Way pledge amounts.) These organizations are directly affected by and respond to economic conditions in their

neighborhoods and communities, many of which have seen difficult times in recent years. Donations to United Way organizations peaked in 2000 and have yet to regain former levels.

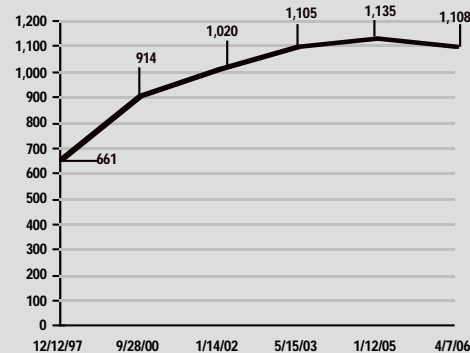
• Oregon's foundations recovering

The number of Oregon foundations has declined slightly from the previous year, however the combined assets of the foundations show recovery from the downturn in the economy in 2001-02. There are now 1,108 foundations in Oregon with combined assets of \$3,310,541,626. The Foundation Center in New York ranks the Top 100 U.S. foundations by asset size. Only one Oregon foundation, The Oregon Community Foundation, was included on that list at #70. The Oregon Community Foundation is the 11th largest community foundation in the country.

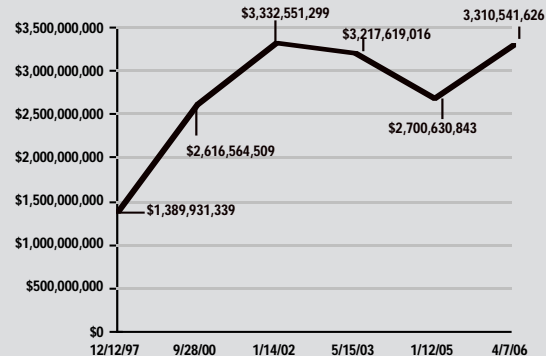
Chart 6

• Foundation Growth

Growth in Number of Foundations



Growth in Fund Balance of Foundations



(Note: Dates indicate the date data was downloaded from the constantly updated IRS Exempt Organizations database; fiscal years represented are usually two years earlier.)

Source: Internal Revenue Service data, various years

• How we compare with other states

Oregonians can be proud of their giving. While ranking 28th in the nation in adjusted gross income, we rank 15th in percentage of income we donate.

Just as impressive are Oregon's donation trends. Chart 7 shows that since 1992 Oregonians have been giving a steadily higher percentage of their income. The rate of increase is also greater than the national average.

Similar rankings by state from our first "Giving in Oregon Report on Philanthropy" showed Oregon in 19th position when ranked by percent of income donated. Washington held the 35th position in both our first report and the latest 2003 report.

Chart 7

• How Oregon Compares To The Nation

Percent of Income Donated by Income Level

	<\$100K	\$100K-\$200K	>\$200K
OREGON	1.96%	2.67%	4.21%
United States	1.82%	2.60%	3.45%

State Rankings, 2003

	% of Income	Natl. Rank
Utah	5.21%	#1
Dist. of Columbia	3.53%	#2
Georgia	3.14%	#3
South Carolina	2.99%	#4 (tied)
Alabama	2.99%	#4 (tied)
OREGON	2.45%	#15
California	2.40%	#17
Washington	2.01%	#35

Oregon, Historical Contribution Trends

	1992	2001	2002	2003
OREGON	1.80%	2.30%	2.41%	2.45%
United States	1.75%	2.24%	2.32%	2.32%

Source: Internal Revenue Service, Statistics of Income Data, Accessed from IRS.gov, February, 2006. Income = Adjusted Gross Income (AGI)

• Key Findings From IRS Data

28th: Oregon's rank for Adjusted Gross Income (AGI) nationally

22nd: Oregon's rank for average contributions

2.45: Percent of income donated in 2003, up from 1.8% in 1992

• *Internet survey provides current perspective*

A new information source in this year's Giving in Oregon Report is an Internet survey of Oregon nonprofits that demonstrates giving trends. The survey was conducted in March 2006 with 207 organizations responding.

Compared to 2005, organizations were asked if donations were up, down or the same.

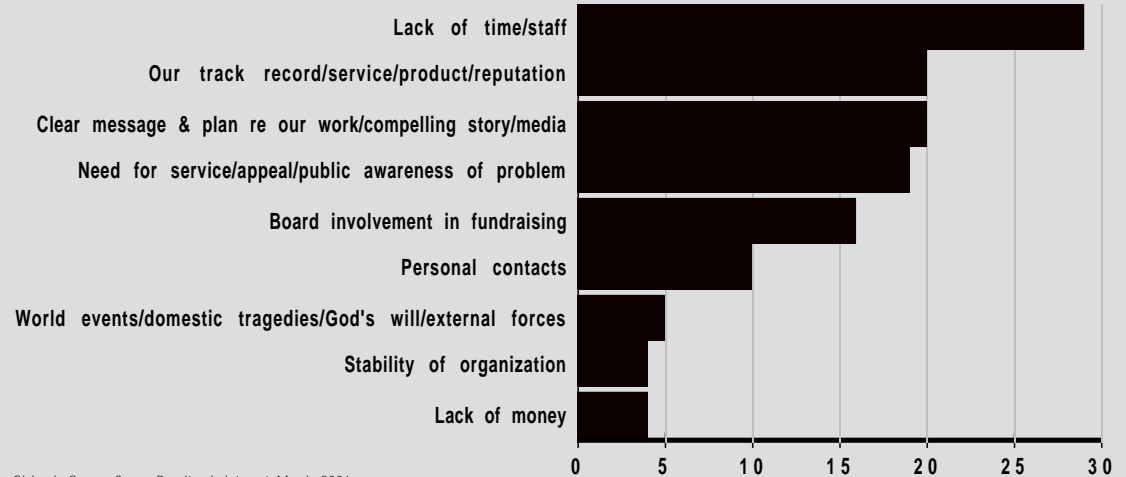
- 49% indicated increased giving from business.
- 48% indicated increased giving from foundations.
- 60% indicated increased giving from individuals.

Organizations were questioned about staff support for fundraising activities.

- 46% of responding organizations have full time staff.

Chart 8

• *Internet Survey Responses: What factors most influence your ability to attract philanthropic support?*



Giving In Oregon Survey Results, via Internet, March, 2006

- 17% have part-time staff for fundraising / development.
- 10% contract out for services.
- 27% have no paid staff for fundraising.

Did organizations have program for planned gifts?

- 38% have a program for accepting planned gifts.

Organizations were surveyed about factors influencing ability to attract philanthropic support.

- See Chart 8 for results.

• *Early filing organizations provide leading indicators*

In an effort to assess more current charitable trends, we examined tax returns for “early bird” filers: those organizations which had completed their 2004 fiscal year tax returns ahead of the crowd. We used this smaller group to compare their contributed income for 2004 with that of 2003. Using data from Oregon nonprofits registered with the Attorney General, we found there were 207 early filer organizations that had at least \$500,000 in assets or revenue for the year 2004.

These organizations provide a glimpse ahead into Oregon’s 2004 nonprofit data. The overall patterns of giving are consistent with those shown for prior years elsewhere in this report, with Education receiving by far the most donations. Gifts to the arts show recovery from the “erosion” of support from 2002 to 2003 as shown in Chart 3.

Chart 9

• *Early Filers Provide Leading Indicators*

# orgs	Type of Activity	2003 Contributions (\$)	2004 Contributions (\$)
40	Educational Institutions & Related Activities	97,623,109	96,442,769
2	Food, Agriculture & Nutrition	46,666,717	47,557,140
31	Environmental Quality, Protection & Beautification	44,530,655	41,786,346
15	Arts, Culture & Humanities	29,027,769	38,307,463
28	Human Services, Multi-purpose & Other	36,282,412	34,252,750
18	Philanthropy, Voluntarism & Grantmaking	20,649,654	28,556,399
23	Health - General & Rehabilitative	24,970,194	26,851,608
4	Recreation, Sports, Leisure, Athletics	8,607,105	15,378,015
9	Youth Development	9,640,069	9,023,894
6	Crime, Legal Related	8,334,961	8,269,667
3	Employment, Job Related	7,482,844	7,687,838
4	Civil Rights, Social Action, Advocacy	2,525,119	5,973,175
3	Religion Related, Spiritual Development	2,726,221	4,607,945
4	Housing, Shelter	3,635,590	3,917,275
1	Science & Technology Research	2,748,704	2,988,350
3	Disease, Disorders, Medical Disciplines	1,728,700	2,795,736
4	International, Foreign Affairs & National Security	6,623,778	2,155,938
4	Community Improvement, Capacity Building	3,145,392	2,010,006
2	Public, Society Benefit, Multipurpose & Other	1,471,066	1,587,901
1	Medical Research	706,223	1,356,087
1	Public Safety, Disaster Preparedness & Relief	938,645	682,439
1	Mental Health, Crisis Intervention	824,572	247,513
207	TOTAL contributions, 2003 & 2004:	360,889,499	382,436,254

Source: Oregon Attorney General, Charitable Activities Section data

Early filing organizations included organizations involved in Education, 40; Environment, 31; Human Services, 28; Health, 23; Philanthropy, 18 and Arts, 15. Overall, donations to these organizations were up 6 percent over the prior year.

Oregon’s positive 2003 trends appear to continue into 2004. We can be proud

that Oregon is a giving community—but we should not lose sight of what lies ahead for our state. Our communities will continue to be tested and stretched in new directions. We hope that the donations of caring Oregonians will continue to meet the challenges ahead as well as they have in the past.

• *The challenge ahead: Sustaining Oregon through philanthropy*

Oregon is justly proud of its natural beauty, from our stunning coastline to the magnificent Cascades, from our high deserts to our fertile valley farmlands. Oregonians are also quick to cite “quality of life” as one of the state’s greatest assets. But perhaps our greatest resource is our diverse population of resourceful, independent, creative, hardworking people. For all of these assets, philanthropy has provided a crucial safety net—always there when hard times or misfortune strike. Imagine our state without that steady hand of help throughout this past decade.

Perhaps just as important, philanthropy has helped to build and enhance that quality of life through neighborhood, community and regional projects. Whether it is physical improvements to a school or health clinic, or a new art or education program, this is the hard, steady work that builds long-term stability and security for all Oregonians. This is the work that brings hope and joy to those who have neither.

This report documents those efforts, tracking Oregon philanthropy as it works

through the nonprofit sector. To add some perspective: revenues of all Oregon nonprofit organizations exceed \$10 billion annually, while the state General Fund Budget is roughly \$5.3 billion annually. Clearly, nonprofits play an important role in the health and vigor of Oregon, and they depend on philanthropy to accomplish their goals.

The level and growth of philanthropy in Oregon over the past ten years has been impressive...even astounding...growing significantly and steadily. Now, as we celebrate our good fortunes in the improving Oregon economy, we challenge all Oregonians to participate, to donate, to volunteer, and to continue their impressive record of giving back to our communities.

Use the resources we have identified in this report to investigate and choose a nonprofit organization to support, or maybe even more than one. Make a difference in your state, make a difference in your own community. Change a life, and make quality of life a reality for your neighbors and friends.

Data Sources For The 2006 Report On Philanthropy

Data for this report comes from a variety of sources. IRS data for 2003 comes from the Statistics of Information data available at www.IRS.gov, February 2006.

The Oregon Attorney General’s Charitable Activities Section tracks about 10,000 Oregon nonprofit organizations’ aggregate revenue and charitable contributions. The AG data also includes a subgroup of Oregon nonprofits that file their tax reports earlier than most, revealing data trends a year ahead of the larger data set. This group is referred to as the “early filer organizations.”

Organizations were omitted from the AG data if they received most of their support from outside Oregon. Further, AG data does not include religious organizations.

We also gathered even more current information from United Way organizations in Oregon (pledge amounts for the recently concluded workplace giving program campaigns) and conducted an Internet survey of Oregon nonprofits.

Thanks very much to the organizations that participated in the Internet survey and to the thousands of people working in Oregon nonprofits—you make a difference in our state.

• *Resources For Giving*

Oregon Involved Campaign— www.oregoninvolved.org

This exciting new resource establishes a network linking nonprofit organizations in Oregon with any interested individual for volunteer, giving, investigative or other purposes. It also provides organization profiles and contact information, and a searchable database of 12,000+ nonprofits in Oregon.

The Estate Planning Council of Portland, Oregon— www.epcp.org

Counsels individuals and businesses in wealth transfer and succession issues, planned giving, choices for philanthropy.

Grantmakers Of Oregon & SW Washington (GOSW)—www.gosw.org

GOSW is an association of private and community foundations, corporations with foundations or grantmaking programs.

The Oregon Community Foundation— www.ocf1.org

Statewide community foundation comprised of more than 1,200 individual charitable funds of benefit to Oregon.

Attorney General's Charitable Activities Section—www.doj.state.or.us/charigroup/index.shtml

Downloadable data on Oregon nonprofit organizations or foundations; publications on roles and responsibilities for nonprofit governance, starting a charitable organization.

Technical Assistance For Community Services (TACS)—www.tacs.org

TACS provides technical assistance to nonprofit organizations.

Willamette Valley Development Officers (WVDO)—www.wvdo-or.org

Professional development (membership) organization for people working in the development field (fundraising) for nonprofit organizations.

AAFC—American Association Of Fundraising Council—www.aaafc.org

Documents and publishes information regarding charitable giving in the United States.

AFP— Association of Fundraising Professionals—www.afporegon.org

Professional organization for development officers of larger organizations.



*A Tradition of
Community Caring*

Copies of this 2006 Giving in Oregon
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downloading at The Oregon Community
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