

Heart of Oregon

Employees' Charitable Fund Drive



Managed by:

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



2023 OREGON STATE CHARITABLE FUND DRIVE ANNUAL CAMPAIGN REPORT

TOTAL RAISED: \$762,203

TOTAL PARTICIPATION: 2.6% OF 62,945 TOTAL EMPLOYEES

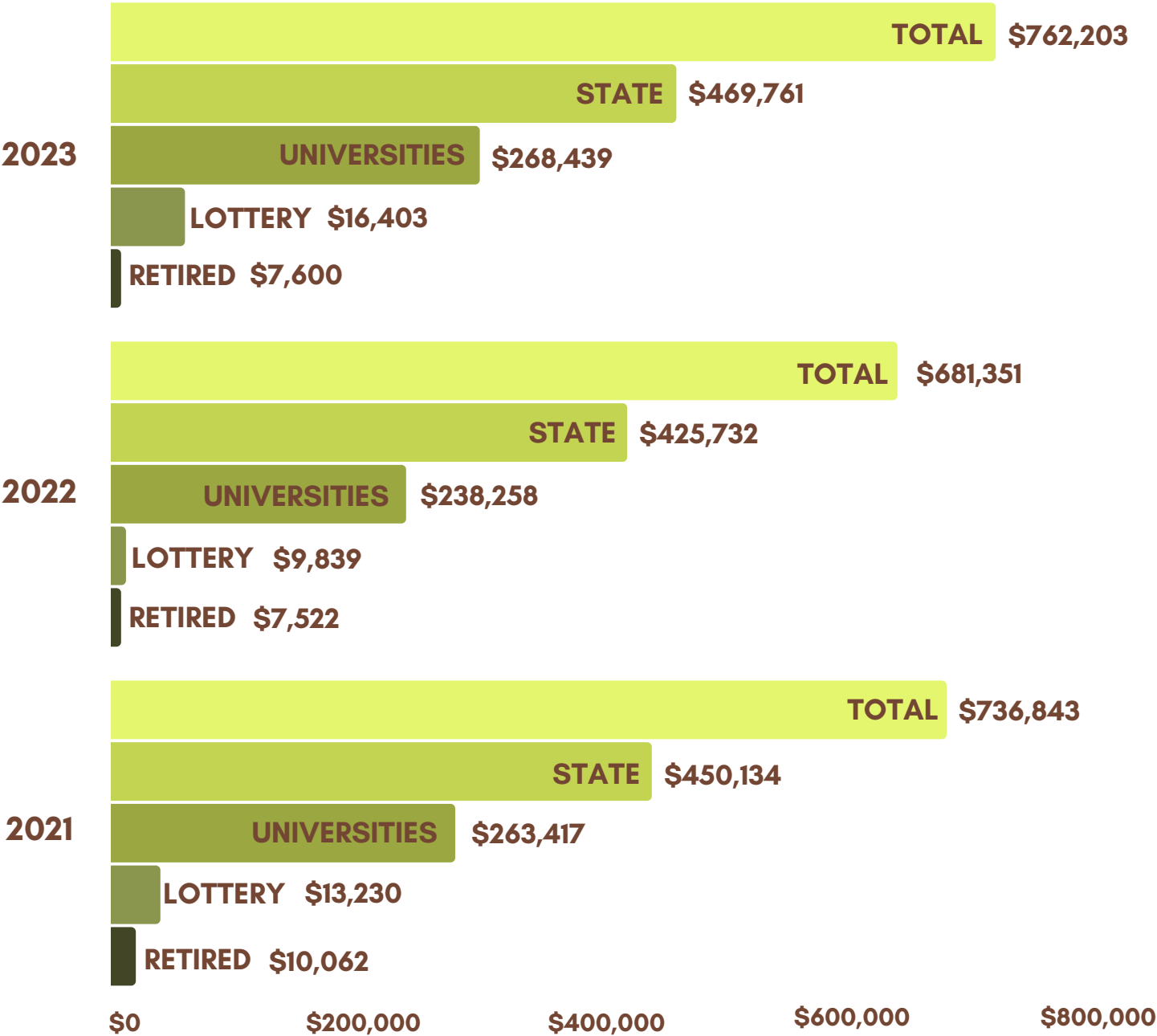
The Charitable Fund Drive (CFD) Committee's goals for the 2023 campaign:

- \$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.
- Re-Brand/New Design - REACHED. Changed from superhero theme to Heart of Oregon. All materials, website, and social media were updated.
- 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.

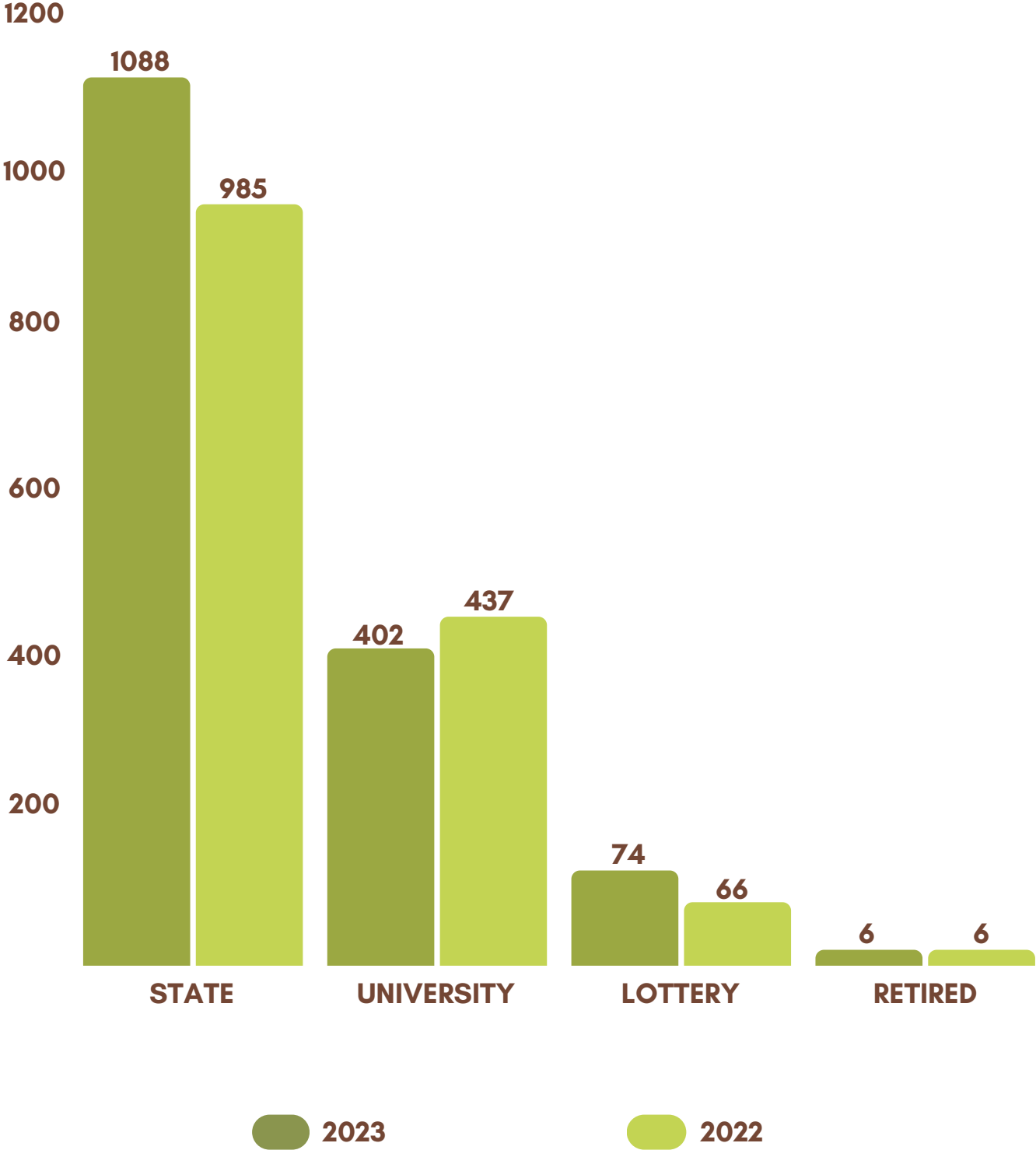
Pledge/Gift Data - 3 Year Comparison



OVERALL CAMPAIGN COMPARISON REPORT:

This year, we were able to gain access to the Retired Employees online newsletter with an option to give to the CFD. This didn't result in any additional donors but we hope to expand this reach next year.

Donor Data - 2 Year Comparison

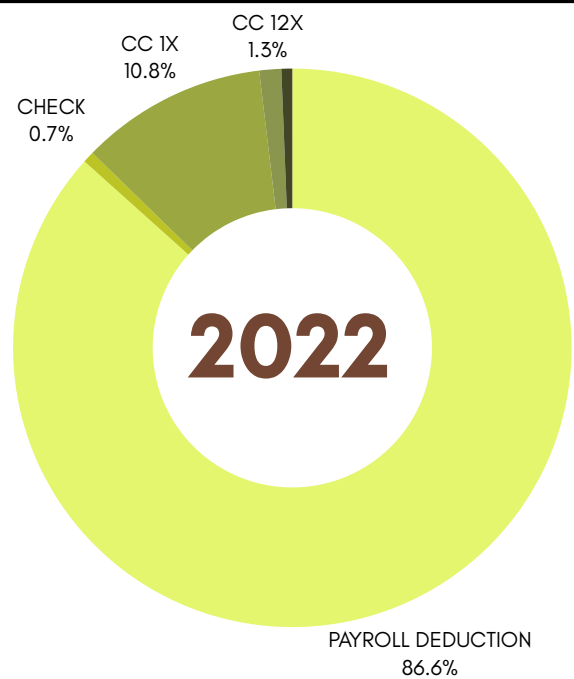
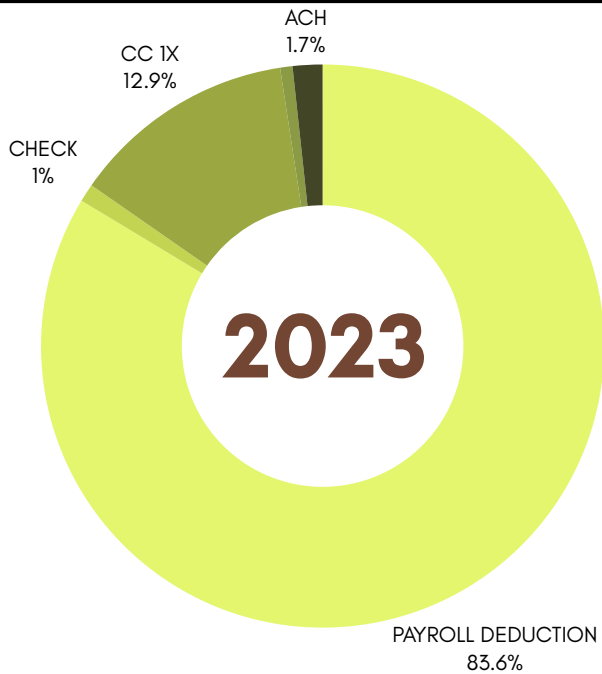


OVERALL CAMPAIGN COMPARISON REPORT:

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

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



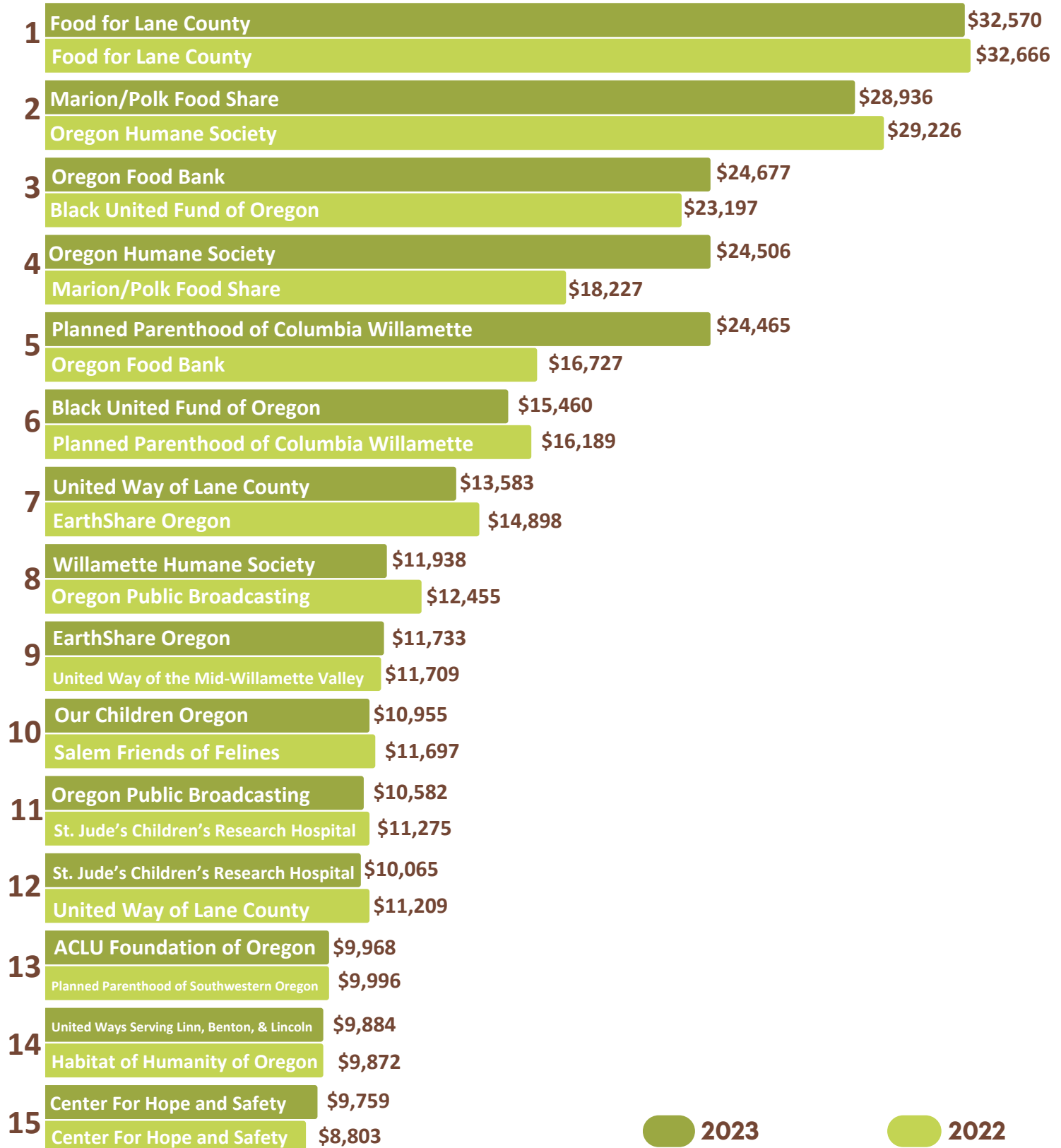
2022	Payroll Deduction	Check	Cash	CC1X	CC 12X	ACH
State	\$406,418	\$1,539	\$131	\$12,385	\$4,608	\$650
Universities	\$174,200	\$2,950	\$0	\$56,788	\$1,320	\$3,000
Lottery	\$9,559	\$0	\$0	\$260	\$0	\$20
Retired	\$0	\$0	\$0	\$4,200	\$2,712	\$610
Totals	\$590,178	\$4,489	\$131	\$73,633	\$8,640	\$4,280

ANNUAL CAMPAIGN REPORT

Charity Report:

A total of 869 charities participated in the campaign, which includes 170 charities added this year. Charities are represented by 7 statewide Federations and 11 United Way's throughout Oregon. 544 charities received pledges/gifts that will be distributed quarterly from 2024 to early 2025.

Top 15 Charities by Total Pledge - 2 Year Comparison



2023

2022

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	2023 Donors	2023 Pledge	2022 Pledge
Accountancy, Board of	0	\$0	\$450
Administrative Services Department	32	\$10,957	\$8,050
Agriculture, Dept of	8	\$3,481.00	\$4,530
Aviation, Dept of	5	\$760.00	\$360
Blind, Commission for the	5	\$624.00	\$750
Board of Examiners for Engineering and Land	1	\$600.00	\$600
Board of Naturopathic Medicine	0	\$0.00	\$400
Bureau of Labor and Industries	6	\$2,720.00	\$1,165
Commission on Indian Services	1	\$300.00	\$0
Construction Contractors Board	0	\$0.00	\$300
Corrections, Dept of	16	\$9,440.00	\$7,599

Department of Consumer and Business Services	46	\$18,136.00	\$15,915
Department of Early Learning and Care	5	\$8,640.00	\$0
Department of Geology and Mineral Industries	11	\$2,600.00	\$1,380
DHS - Department of Human Services	83	\$47,296.00	\$35,588
Eastern Oregon University	5	\$1,260.00	\$660
Education, Oregon Dept of	10	\$3,690.00	\$13,141
Employment Department	76	\$16,710.00	\$13,451
Employment Relations Board	6	\$1,160.00	\$0
Energy, Department of	46	\$13,492.00	\$13,800
Environmental Quality, Department of	48	\$27,726.00	\$26,462
Forestry, Dept of	15	\$13,371.00	\$13,145
Governor, Office of	0	\$0.00	\$0
Higher Education Coordinating Commission	2	\$2,100.00	\$4,599
Housing and Community Services, Dept	8	\$3,720.00	\$7,080
Judicial - Judges	2	\$1,200.00	\$1,380
Judicial Department	9	\$8,580.00	\$4,880

Justice Department	46	\$34,998.00	\$39,553
Land Conservation and Development, Dept of	7	\$2,142.00	\$2,486
Legislative Administration Committee	1	\$540.00	\$120
Legislative Counsel, Office of	1	\$2,160.00	\$2,100
Legislative Fiscal Office	2	\$1,440.00	\$2,400
Legislative Policy & Research	0	\$0.00	\$120
Legislative Assembly	0	\$0.00	\$50
Library, Oregon State	10	\$4,970.00	\$4,220
Liquor Control Commission, Oregon	8	\$1,345.00	\$520
Long Term Care Ombudsman	1	\$180.00	\$0
Lottery, Oregon State	74	\$16,403.00	\$9,839
Marine Board	4	\$1,327.00	\$1,246
Military Department, Oregon	9	\$1,831.00	\$1,380
Nursing, Board of	5	\$430.00	\$230
Oregon Department of Fish and Wildlife	23	\$8,300.00	\$7,370
Oregon Department of Transportation	166	\$73,202.00	\$72,273

Office of Public Defense Services	1	\$120.00	\$0
Oregon Health Authority	55	\$47,032.00	\$33,060
Oregon Board of Pharmacy	3	\$840.00	\$660
Oregon Business Development Department	10	\$6,398.00	\$2,940
Oregon Corrections Enterprises	0	\$0.00	\$1,250
Oregon Criminal Justice Commission	0	\$0.00	\$0
Oregon Dept of Emergency Management	6	\$1,970.00	\$2,955
Oregon Institute of Technology	15	\$5,040.00	\$8,689
Oregon Medical Board	9	\$952.00	\$1,432
Oregon State Department of Police	10	\$1,619.00	\$1,390
Oregon State University	173	\$138,814.00	\$123,302
Oregon Youth Authority	3	\$1,020.00	\$2,910
Parks and Recreation Department	8	\$2,560.00	\$4,084
Portland State University	0	\$0.00	\$840
Psychiatric Security Review Board	2	\$170.00	\$0
Public Employees Retirement System	61	\$17,732.00	\$15,060

Public Safety Standards and Training, Dept of	0	\$0.00	\$0
Public Utility Commission	8	\$3,100.00	\$3,180
Real Estate Agency	1	\$60.00	\$1,710
Retired	6	\$7,600.00	\$7,522
Revenue, Dept of	86	\$20,404.00	\$10,709
Secretary of State	57	\$19,245.00	\$16,789
Southern Oregon University	8	\$2,479.00	\$1,550
State Board of Parole	0	\$0.00	\$360
State Lands, Department of	6	\$2,880.00	\$2,400
Teacher Standards and Practices	2	\$480.00	\$960
Treasury, Oregon State	6	\$3,046.00	\$3,420
University of Oregon	199	\$118,621.00	\$100,977
Veterans Affairs, Dept of	7	\$2,000.00	\$4,730
Water Resources Department	15	\$4,360.00	\$4,335
Watershed Enhancement Board	8	\$3,605.00	\$2,305
Western Oregon University	2	\$2,125.00	\$2,240