OCF

Giving in OREGON

2015

THE OREGON COMMUNITY FOUNDATION

Dear Friend,

We are pleased to present the 2015 Giving in Oregon report. The Oregon Community Foundation has tracked philanthropy and its effects on the nonprofit sector and those it serves for more than a dozen years. This year marks the first time we are able to analyze individual contributions by county, adding another layer of information to the report.

As you will read in the report, nonprofits reported a slight increase in total contributions in 2013 as compared with 2012, although charitable giving as a proportion of income for Oregonians decreased during that same time. Although the decreases are small, it is time to make a renewed commitment to increase philanthropy in Oregon. Whether you are someone who donates to a cause that you care about, volunteers for efforts about which you are passionate or works for a nonprofit, you are making a difference. It's critical that we maintain that sense of community engagement and collective action for our state.

Please continue to be a part of this community of philanthropists. Your participation is key.

Sincerely,

Max Williams
President and CEO
The Oregon Community Foundation

Giving in OREGON **2015**

Giving in Oregon is an annual report produced by the Oregon Community Foundation that tracks charitable donations to Oregon nonprofits as well as individual giving and volunteering by Oregonians. Highlights from Giving in Oregon 2015 include the following:

- **Charitable contributions to Oregon nonprofits increased slightly in 2013 and totaled $1.76 billion.**
- **While Oregon nonprofits reported slightly more contributions in 2013, Oregonians donated less, as a percentage of their income, in 2013 than in 2012. However, across all income groups, Oregonians continue to give more of their income compared with the U.S. as a whole.**
- **Between 2010 and 2013, giving as a percentage of income increased in just six of the state's 36 counties.**

While the findings suggest that giving is strong in Oregon compared with the nation as a whole, declines across several indicators suggest a need for continued monitoring and a renewed commitment to the state's nonprofit organizations. Opinion leaders and policy makers must champion the importance of charitable giving, nonprofits must redouble their efforts to secure charitable donations, and individual Oregonians must make a renewed commitment to support the nonprofit organizations that serve the state's most vulnerable populations and enrich daily life for all.

CONTRIBUTIONS TO OREGON'S NONPROFITS IN 2013

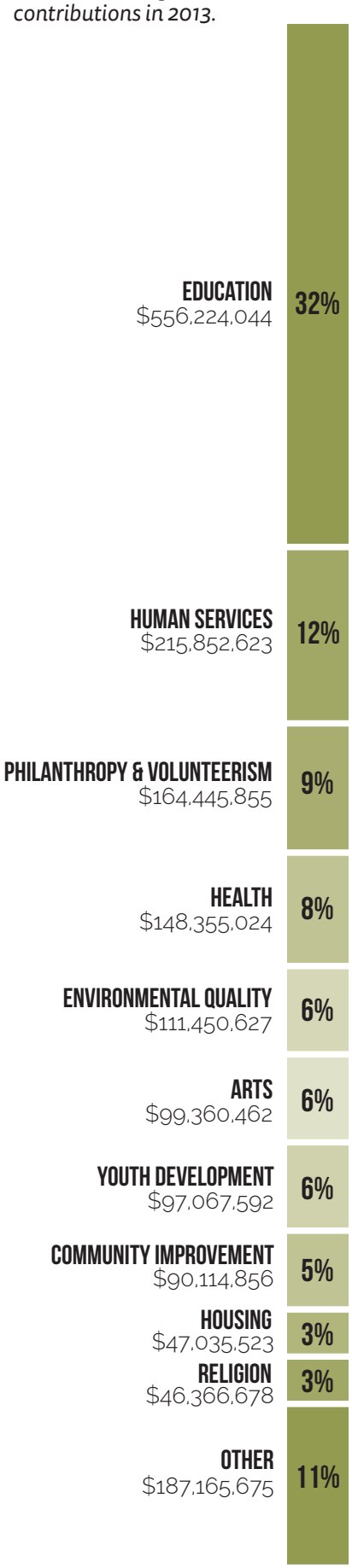
According to 2013 IRS 990 data (the latest year for which complete IRS data is available), charitable contributions to Oregon nonprofits totaled $1.76 billion, a slight increase from $1.75 billion in 2012. Similar to 2012, 71% of all contributions in 2013 went to nonprofit organizations located in Multnomah, Lane and Benton counties. *(See Table 1.)* Exploring the nonprofit landscape in each of the counties helps explain why these three received the majority of contributions. Multnomah County, which received $963 million in contributions, is the most populous county in the state and is home to roughly one-quarter of the nonprofits in Oregon, including eight of the top 10 organizations based on total contributions. Lane and Benton counties are home to two of the largest universities in the state, the University of Oregon and Oregon State University. Contributions to the University of Oregon account for 43% of the $191 million donated in Lane County, and Oregon State University contributions account for 61% of the $104 million donated in Benton County.

Statewide, education nonprofits received 32% of all contributions in 2013, followed by human service organizations (12%) and nonprofits in the philanthropy and volunteerism sector such as community foundations and Rotary and Kiwanis clubs (9%). *(See Figure 1.)* At the county level, the distribution of contributions varied greatly. While education received the most contributions in 17 out of 36 counties, top sectors in the remaining counties reflect the local nonprofit makeup and include arts, human services and youth development.

TABLE 1: *Multnomah, Lane and Benton counties received the majority of contributions in 2013.*

COUNTY	TOTAL CONTRIBUTIONS	NUMBER OF ORGANIZATIONS	CONTRIBUTION PER ORGANIZATION
Multnomah	$963,235,263	3,020	$318,952
Lane	$191,304,744	1,147	$166,787
Benton	$103,939,515	337	$308,426
Washington	$76,175,436	1,319	$57,752
Marion	$67,679,555	876	$77,260
Clackamas	$56,301,786	988	$56,986
Jackson	$54,813,630	676	$81,085
Deschutes	$47,060,550	558	$84,338
Douglas	$20,638,201	318	$64,900
Yamhill	$16,399,784	294	$55,782
Linn	$13,299,283	298	$44,628
Klamath	$9,598,786	227	$42,285
Josephine	$9,578,561	260	$36,841
Clatsop	$9,343,963	187	$49,968
Lincoln	$7,488,916	225	$33,284
Polk	$5,845,980	169	$34,592
Coos	$5,821,729	272	$21,403
Columbia	$5,181,463	138	$37,547
Hood River	$4,682,991	95	$49,295
Umatilla	$4,576,242	187	$24,472
Union	$3,500,850	104	$33,662
Wasco	$3,085,129	123	$25,082
Malheur	$3,057,865	83	$36,842
Tillamook	$2,721,204	127	$21,427
Crook	$2,514,221	63	$39,908
Baker	$1,981,617	87	$22,777
Curry	$1,852,368	103	$17,984
Wallowa	$1,640,001	66	$24,849
Lake	$1,211,015	63	$19,222
Grant	$581,896	52	$11,190
Harney	$575,195	50	$11,504
Wheeler	$318,033	26	$12,232
Jefferson	$249,822	67	$3,729
Sherman	$240,500	13	$18,500
Gilliam	$176,804	20	$8,840
Morrow	$113,081	37	$3,056
TOTALS	$1,696,785,982	12,675	$133,869

FIGURE 1: *Education nonprofits received the largest share of contributions in 2013.*



GIVING BY INDIVIDUAL OREGONIANS IN 2013

According to 2013 IRS 1040 data, individual Oregonians contributed slightly less of their income in 2013 compared with 2012. In 2013, Oregonians reported giving 2.19% of their income to charity, compared with 2.28% in 2012. Most of the decrease seems to be attributable to households making over $200,000 a year. *(See Figure 2.)* The rate of giving reported for high-income households dropped by 8%, while the rate of giving for households reporting under $100,000 a year in income dropped by 3%. In contrast, households reporting between $100,000 and $200,000 a year in income gave slightly more in 2013.

Despite the reduction, Oregonians still contribute more than Americans as a whole. *(See Figure 3.)* In the United States, charitable contributions were 2.16% of income in 2013, a decline of about 1% from the 2012 rate of 2.19%. Across income groups, Oregonians gave more of their income compared with their counterparts in other states, with those making over $200,000 annually contributing 3.52% compared with 3.22% nationally.

FIGURE 2: *Oregon households making over $200,000 a year reported the largest decrease in giving.*

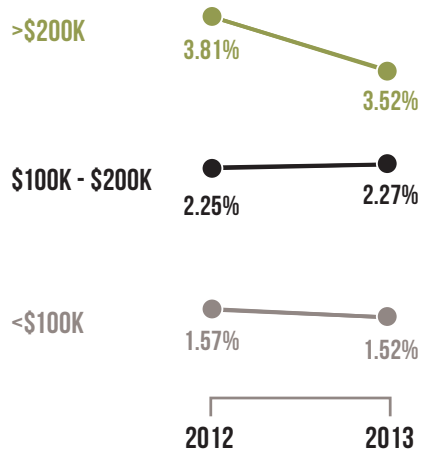
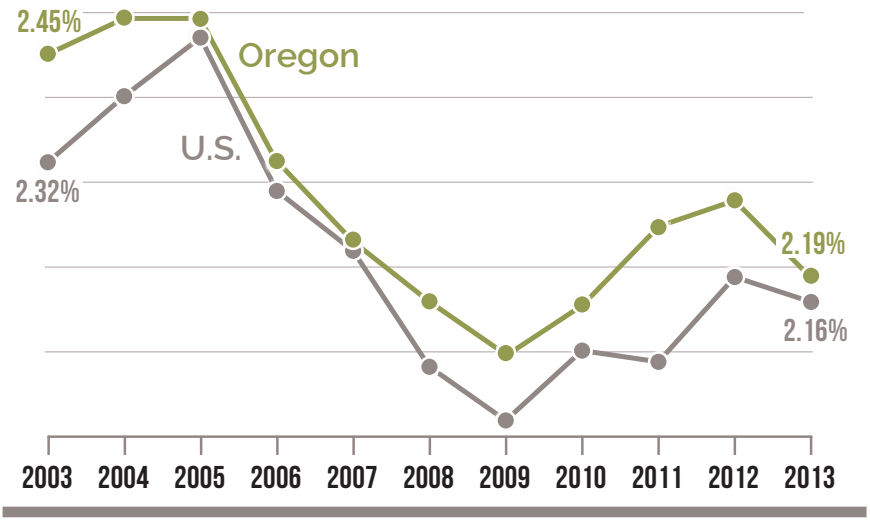
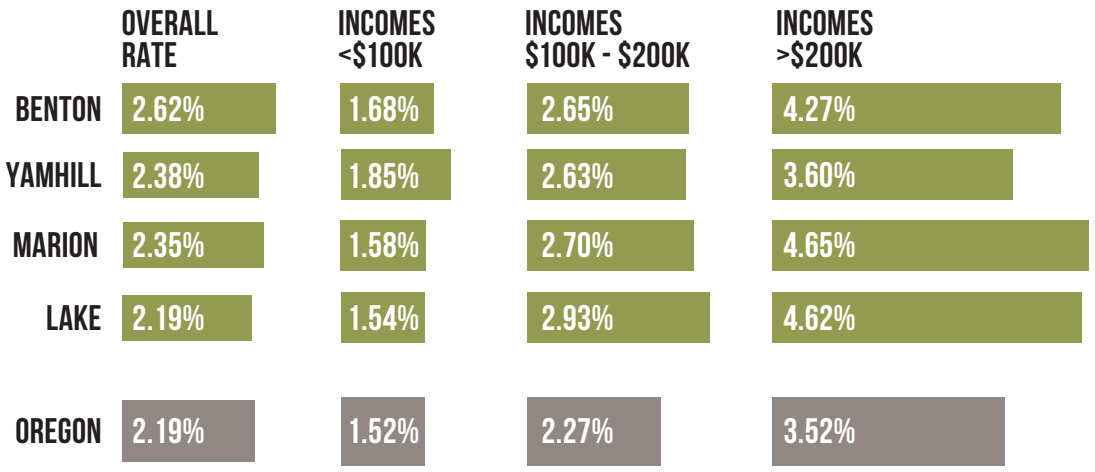


FIGURE 3: *Oregonians consistently give more of their income compared with the U.S. as a whole.*



Due to the slight decline in giving, Oregon's charitable giving ranking, compared with other states, dropped from 17th in the nation to 18th in 2013. However, individuals in Oregon still donate more of their income than their Washington state counterparts. In 2013, individuals in Washington contributed 1.98% of their income, ranking the state 30th in the nation.

FIGURE 4: *Individuals in four counties gave at an equal or higher rate than Oregonians overall, regardless of income level.*



GIVING BY INDIVIDUALS BY COUNTY (2010-2013)

In 2013, individuals in just six counties in the state (Benton, Polk, Yamhill, Marion, Clackamas and Lake) contributed as much or more of their income to charity as Oregonians overall. Benton County residents donated the highest portion of their income to charity (2.62%). Four of these six counties have equal or higher rates of giving across all income levels compared with the statewide rates. *(See Figure 4.)* Two of the counties, Marion and Lake, also experienced the largest growth in giving as a percentage of income between 2010 and 2013. The rate increased by 8% in Marion County and 15% in Lake County. Most of the growth occurred between 2012 and 2013 and seems to be attributable to increased donations from individuals earning over $200,000 a year. While giving increased in an additional four counties by 2% or less, it decreased or remained flat in the remaining 30 Oregon counties. *(See Table 2.)*

CONCLUSION

For the first time since 2010, charitable giving rates have declined in Oregon. While nonprofits reported a slight increase in total contributions in 2013 as compared with 2012, charitable giving as a proportion of income for Oregonians decreased between 2012 and 2013. Although the decreases are small, it is time to make a renewed commitment to increase philanthropy in Oregon. Opinion leaders and policy makers must champion the importance of charitable giving, nonprofits must redouble their efforts to secure charitable donations, and individual Oregonians must increase their support of the nonprofit organizations that serve the state's most vulnerable populations and enrich daily life for all. Oregon has a proud culture of community engagement, civic-mindedness and collective action for the betterment of this place we call home. We must ensure these characteristics are not only the stuff of history, but also serve as the building blocks for our future.

TABLE 2: *Just six counties experienced an increase in giving between 2010 and 2013.*

COUNTY	2010		2013	CHANGE 2010-2013
Benton	2.61%		2.62%	Flat
Polk	2.52%		2.40%	Decrease
Yamhill	2.89%		2.38%	Decrease
Marion	2.17%		2.35%	Increase
Clackamas	2.42%		2.29%	Decrease
Lake	1.91%		2.19%	Increase
Wallowa	2.13%		2.16%	Increase
Linn	2.09%		2.12%	Increase
Jackson	2.10%		2.11%	Flat
Lane	2.18%		2.11%	Decrease
Deschutes	2.11%		2.10%	Flat
Tillamook	2.14%		2.09%	Decrease
Baker	2.06%		2.07%	Flat
Malheur	2.17%		2.00%	Decrease
Washington	2.16%		1.96%	Decrease
Union	1.97%		1.93%	Decrease
Multnomah	2.06%		1.92%	Decrease
Josephine	1.91%		1.91%	Flat
Douglas	2.09%		1.91%	Decrease
Lincoln	2.20%		1.87%	Decrease
Wasco	2.02%		1.86%	Decrease
Grant	2.08%		1.85%	Decrease
Harney	1.79%		1.82%	Increase
Klamath	1.91%		1.81%	Decrease
Clatsop	1.79%		1.79%	Flat
Coos	1.80%		1.79%	Flat
Umatilla	1.73%		1.71%	Decrease
Crook	1.89%		1.69%	Decrease
Jefferson	1.82%		1.62%	Decrease
Curry	1.73%		1.61%	Decrease
Hood River	1.65%		1.60%	Decrease
Columbia	1.54%		1.56%	Increase
Sherman	1.94%		1.56%	Decrease
Wheeler	1.78%		1.38%	Decrease
Morrow	1.24%		1.14%	Decrease
Gilliam	1.12%		0.99%	Decrease

THE MISSION OF
THE OREGON COMMUNITY FOUNDATION
IS TO IMPROVE LIFE IN OREGON AND
PROMOTE EFFECTIVE PHILANTHROPY.

OCF works with individuals, families, businesses and organizations to create charitable funds to support the community causes they care about.

To create your legacy today, call your local OCF office, visit www.oregoncf.org or email giftplanning@oregoncf.org.

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