



# CITYGIVES

The City of Portland Employee Charitable Campaign



# Background

- Employees can make donations out of their paychecks to qualified nonprofits.
- Council charged the CAO's office with proposing changes as part of the COVID-19 pilot.
- 23-year-old business model is outdated, cumbersome and out of line with best practices.
- Now is the time to bring the campaign into the 21st Century.

# Proposal Goals

- Make the most of resources by minimizing administrative work and following best practices.
- Maximize community impact.
- Elevate leadership and giving.

# Proposed Changes

- Administered by workplace giving organization.
- Council leadership elevated: 10 featured organizations.
- Campaign opened to small grassroots organizations - umbrella requirement removed.
- Employees can give to give to any valid 501C3.
- New, user-friendly donation portal.
- Streamlined process for CAO's staff and Payroll.

# Next Steps

- Select workplace giving organization and set up campaign structure.
- Each Council member nominates two featured organizations.
- Employee outreach and change management during summer and fall.
- Campaign runs November 1 through November 30.
- Report back to City Council in January or February.

Questions  
and  
Thank You!