

**2015 Charitable Campaign
Wednesday, October 15, 2014
9:30 a.m. City Council**

Good morning Mayor and members of Council. I am Kelly Ball from the OMF Business Operations Division and I'm joined by Karyl Whelan, the City's staff to the Charitable Campaign.

Ordinance:

- Authorizes charitable organizations eligible to participate in the City's 2015 Charitable Campaign;
- Authorizes exemptions from the umbrella requirement (meaning they give funding to at least 9 other non-profits) for Portland Parks Foundation and for Portland Toy & Joymakers.

General Campaign Information:

- Kickoff: October 29, 8:45 a.m. to 10:15 a.m. in the City Hall North Atrium. Eastside KickOff on October 30 at 6:30 a.m. Campaign runs for two weeks until November 13.
- Website: www.portlandoregon.gov/omf/ccf.
- The OMF Business Operations Division organizes the campaign, with the help of 37 bureau representatives.
- The Campaign began in 1989.
- Campaign administrative costs are funded by the umbrella charities. Following the close of each campaign, each umbrella charity is billed based on the percentage of donations they received. So if a charity got 8% of employee donations, they would receive 8% of the bill for administration costs.

Participating Charities:

- 15 umbrella organizations are participating this year. In all 495 charities are represented. Donations may also be made to US 501(c)(3) charities that are not represented via write-in.
- The charities represent a wide range of program areas such as the environment, education, arts and humanities, equity, social welfare, social justice, animal welfare, health and medicine, and spirituality.
- The charities are local, national and international. International donations are made through the US 501(c)(3) umbrella organizations.

Last Year's Participation:

- 479 employees participated last year.
- Nearly \$250,000 (\$248,506) was donated last year. Over \$1.3 million dollars total have been donated over the last five years.
- \$519 was the average donation.
- United Way received the most donations with more than \$39,000 donated (\$39,761).
- Last year's participation was down. This year we will be working with bureau reps to increase awareness in their bureaus. We also plan to improve participation with a coordinated messaging campaign to remind employees how effective their donations are and how easy it is to donate.

Donations:

- Employees have the option of donating via payroll deduction, or by credit card or writing a check. Donations can be made online or with a paper form.
- Regular City employees can donate one lump sum or they can space their donations evenly over each pay period – 26 pay periods in all. Employees with the PDC can also donate in one lump sum or space their donations evenly over 12 pay periods.
- There is no minimum or maximum limit on how much an employee may donate.
- Donations are not made pretax, but employees will receive a dollar-for-dollar deduction at tax time.
- All employees who provide their name and address on the pledge form will receive a tax receipt from the umbrella charity and an acknowledgment from the affiliated charity as well.