



OCCF
Giving in
OREGON



2016

THE OREGON COMMUNITY FOUNDATION



Dear Friend,

We are pleased to present the 2016 Giving in Oregon report. More than a decade of tracking philanthropy and its effects on the nonprofit sector continues to shine a light on the generosity and caring of Oregonians.

At a time when it can be difficult to find common ground, it is heartening to know that Oregonians care deeply about their neighbors, their regions and our state. That caring translates into a commitment of dollars. As you will read in the report, contributions increased by 17 percent across the state — with some counties actually doubling their giving levels. And, since 2010, Oregonians have consistently given at a rate higher than the national rate.

OCF, in partnership with our donors, is improving the lives of all Oregonians through the power of philanthropy. And we are not alone. There are many working each day to make our state the Oregon that we wish it to be. We know that charitable giving — in partnership with the work of nonprofit organizations and dedicated volunteers — is essential to reach that goal.

Thank you for your commitment to our state and its people.

Sincerely,

A handwritten signature in black ink, appearing to read "Max Williams". The signature is fluid and cursive.

Max Williams
President and CEO
The Oregon Community Foundation



Giving in OREGON 2016

Giving in Oregon is an annual report of The Oregon Community Foundation that tracks charitable contributions reported by Oregon's nonprofits and individual giving reported by Oregonians. In addition to comparing the most recent year of available data (2014) with the prior year, this year's report explores five-year trends across the data. Highlights from the analysis include:

- Contributions to Oregon's nonprofits increased by 17 percent between 2013 and 2014 to \$2.1 billion and have increased by 40 percent since 2010.
- Nonprofit organizations in most counties reported increased contributions between 2013 and 2014.
- Individual Oregonians donated more, as a percentage of their income, in 2014 compared with 2013 and 2010. Increases in charitable giving by individuals earning over \$200,000 were the main drivers behind this growth.
- Since 2010, the rate of individual giving has declined in most counties and among individuals earning less than \$200,000.

Nonprofit organizations rely on community support as they work to make Oregon a better place for everyone. Although some data in this report point to a renewed commitment among Oregonians to support these essential organizations, declines in individual giving indicate that there is still work to be done.

CONTRIBUTIONS TO OREGON'S NONPROFITS INCREASED IN 2014

According to 2014 IRS 990 data (the most recent year for which complete IRS data is available), charitable contributions to Oregon's nonprofits totaled \$2.1 billion, a 17 percent increase over the 2013 total of \$1.8 billion. Since 2010, contributions have increased by 40 percent, or nearly \$600 million.

Nearly one-third of all contributions, or \$664 million, went to education nonprofits (see Figure 1), an increase of \$108 million over 2013. While organizations working in education account for just one-fifth of nonprofits in Oregon, several are among the largest in the state. Oregon's three largest universities appear on the list of the organizations reporting the highest contributions: University of Oregon, Oregon State University and Portland State University. Contributions to these three organizations alone account for 42 percent of all education contributions.

Contributions to most other sectors also increased between 2013 and 2014. After education, health, human services and housing nonprofits saw the largest increases in the dollar amount of contributions. Over the past five years, contributions have increased in each of those four areas as well as the other top sectors shown in Figure 1.

Figure 1. Education nonprofits received nearly one-third of all contributions.

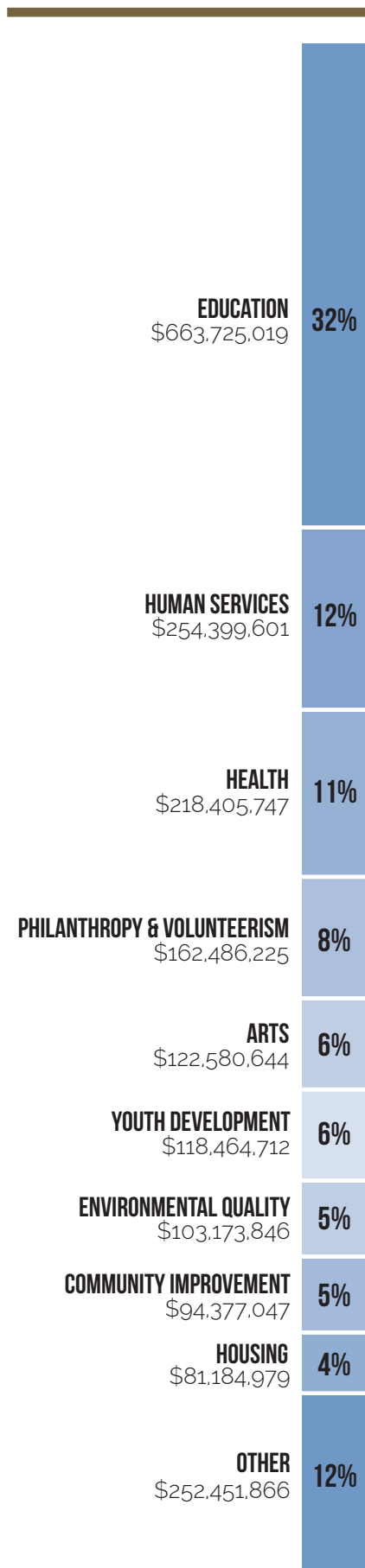


Table 1: While Multnomah County received the most contributions in 2014, contributions in other counties grew at a higher rate.

COUNTY	TOTAL CONTRIBUTIONS	NUMBER OF ORGANIZATIONS	CONTRIBUTION PER ORGANIZATION	CHANGE FROM 2013
Multnomah	\$1,036,879,797	3,092	\$335,343	8%
Lane	\$293,837,220	1,172	\$250,714	54%
Washington	\$120,565,536	1,354	\$89,044	58%
Benton	\$113,441,841	342	\$331,701	9%
Jackson	\$76,059,232	689	\$110,391	39%
Marion	\$73,416,043	889	\$82,583	8%
Deschutes	\$61,780,481	589	\$104,890	31%
Clackamas	\$57,158,607	1,041	\$54,907	2%
Yamhill	\$40,583,574	297	\$136,645	147%
Douglas	\$27,801,966	331	\$83,994	35%
Linn	\$19,061,214	309	\$61,687	43%
Josephine	\$18,946,309	260	\$72,870	98%
Polk	\$10,624,863	172	\$61,772	82%
Klamath	\$9,488,898	234	\$40,551	-1%
Lincoln	\$8,524,751	227	\$37,554	14%
Clatsop	\$7,823,933	185	\$42,292	-16%
Coos	\$6,901,003	276	\$25,004	19%
Umatilla	\$6,559,408	195	\$33,638	43%
Columbia	\$5,263,851	141	\$37,332	2%
Hood River	\$5,103,256	97	\$52,611	9%
Tillamook	\$3,712,349	129	\$28,778	36%
Malheur	\$3,454,053	89	\$38,810	13%
Wasco	\$3,352,557	122	\$27,480	9%
Crook	\$3,052,632	69	\$44,241	21%
Union	\$2,648,437	112	\$23,647	-24%
Wallowa	\$2,525,678	64	\$39,464	54%
Curry	\$2,056,458	102	\$20,161	11%
Baker	\$1,909,348	83	\$23,004	-4%
Harney	\$1,679,615	52	\$32,300	192%
Grant	\$1,198,865	54	\$22,201	106%
Lake	\$905,331	68	\$13,314	-25%
Jefferson	\$602,352	68	\$8,858	141%
Morrow	\$505,169	41	\$12,321	347%
Sherman	\$321,225	13	\$24,710	34%
Gilliam	\$150,177	20	\$7,509	-15%
Wheeler	\$84,606	24	\$3,525	-73%
TOTALS	\$2,027,980,636	13,002	\$155,975	17%

At the county level in 2014, education nonprofits received the most contributions in 12 out of 36 counties, and human service nonprofits received the most in nine counties. The top sectors in other counties varied and likely depend on the nonprofit landscape in each area.

Half of all contributions were reported by organizations in Multnomah County (see Table 1), and contributions in the county grew by 8 percent between 2013 and 2014. The county is home to nearly one-quarter of the nonprofits in the state, including seven of the 10 organizations reporting the most contributions. While Multnomah County received the largest dollar amount of contributions, charitable gifts in 26 of Oregon's 36 counties grew by more than 8 percent between 2013 and 2014. In fact, contributions more than doubled in Grant, Harney, Jefferson, Morrow and Yamhill Counties.



Figure 2: Charitable giving by the highest-income Oregonians increased in 2014.

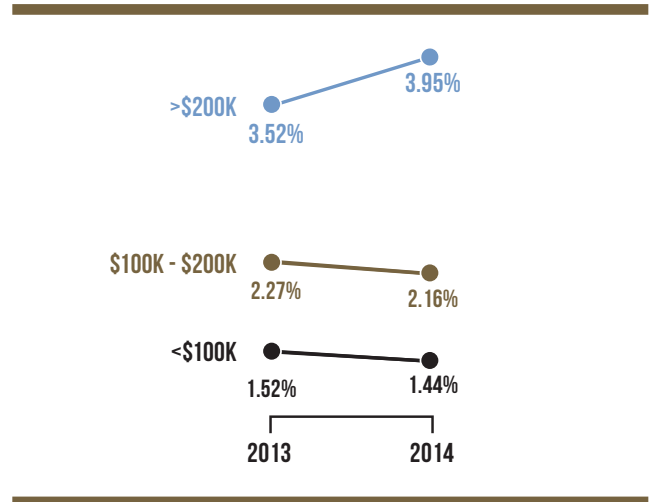
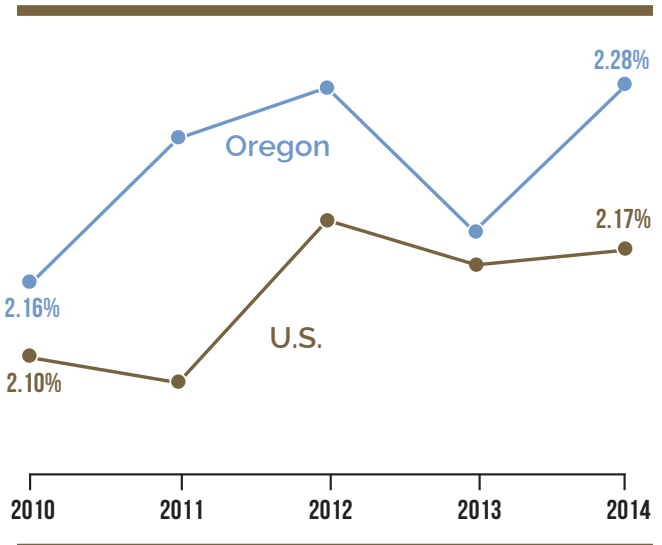


Figure 3: Oregonians consistently give more of their income compared with the U.S. as a whole.



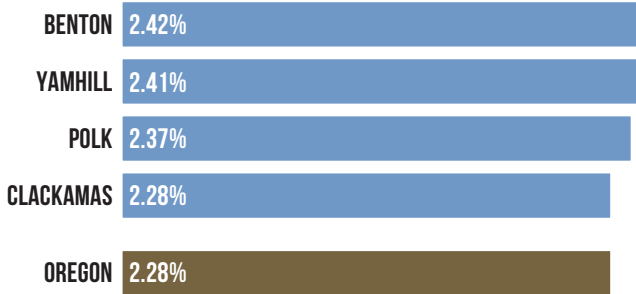
INDIVIDUAL OREGONIANS GAVE MORE IN 2014

According to 2014 IRS income tax return data, Oregonians gave 2.28 percent of their adjusted gross income to charitable causes, 4 percent more than the 2013 rate of 2.19 percent and 6 percent higher than the 2010 rate of 2.16 percent. The increased rate of giving can be attributed to those Oregonians who reported the highest incomes (see Figure 2). Giving as a percent of income increased by 12 percent from 3.52 percent in 2013 to 3.95 percent in 2014 for Oregonians reporting incomes over \$200,000. During the same time period, giving for other income groups decreased by 5 percent. Similarly, over the past five years, giving by the highest-income Oregonians has generally increased while giving by Oregonians reporting incomes under \$200,000 has declined.

Regardless of income level, Oregonians gave at a higher rate in 2014 than the national rate and have done so since 2010 (see Figure 3). The increase in giving between 2013 and 2014 caused Oregon to rise in the national rankings from 18th in 2013 to 17th in 2014. Oregonians also contribute more of their income than their California counterparts. Californians gave 2.24 percent of their income even though the 2014 median household income of \$61,489 is higher compared with Oregon's median household income of \$50,521.



Figure 4. Individuals in four counties gave at a rate equal to or higher than Oregonians overall.



At the county level, just four counties (Benton, Yamhill, Polk and Clackamas) gave at rates equal to or above the statewide rate (see Figure 4). While Benton County had the highest rate of overall giving at 2.42 percent, Yamhill was the only county where rates of giving exceeded the state rates for all levels of income. In addition, rates in the four top counties have declined over the past five years. Yamhill County has experienced the largest decline, with giving as a percentage of income dropping from 2.89 percent in 2010 to 2.41 percent in 2014. Statewide over the past five years, the rate of giving has increased in just four out of 36 counties, remained flat in three and decreased in the other 29 (see Table 2). However, there are signs that the trend could be shifting. Between 2013 and 2014, the rate of giving increased in eight counties and remained flat in four.

Table 2. Over the past five years, the rate of giving has increased in just four counties.

COUNTY	2010	2014	CHANGE 2010-2014
Benton	2.61%	2.42%	Decrease
Yamhill	2.89%	2.41%	Decrease
Polk	2.52%	2.37%	Decrease
Clackamas	2.42%	2.28%	Decrease
Lane	2.18%	2.27%	Increase
Marion	2.17%	2.17%	Flat
Deschutes	2.11%	2.14%	Increase
Jackson	2.10%	2.12%	Flat
Lake	1.91%	2.09%	Increase
Linn	2.09%	2.03%	Decrease
Malheur	2.17%	2.02%	Decrease
Wallowa	2.13%	1.98%	Decrease
Josephine	1.91%	1.94%	Increase
Tillamook	2.14%	1.94%	Decrease
Wasco	2.02%	1.92%	Decrease
Multnomah	2.06%	1.89%	Decrease
Washington	2.16%	1.89%	Decrease
Grant	2.08%	1.87%	Decrease
Baker	2.06%	1.87%	Decrease
Union	1.97%	1.86%	Decrease
Douglas	2.09%	1.84%	Decrease
Lincoln	2.20%	1.83%	Decrease
Clatsop	1.79%	1.77%	Decrease
Klamath	1.91%	1.76%	Decrease
Harney	1.79%	1.75%	Decrease
Crook	1.89%	1.75%	Decrease
Coos	1.80%	1.72%	Decrease
Curry	1.73%	1.68%	Decrease
Umatilla	1.73%	1.63%	Decrease
Jefferson	1.82%	1.57%	Decrease
Hood River	1.65%	1.53%	Decrease
Columbia	1.54%	1.53%	Flat
Sherman	1.94%	1.43%	Decrease
Wheeler	1.78%	1.23%	Decrease
Morrow	1.24%	1.17%	Decrease
Gilliam	1.12%	0.87%	Decrease



CONCLUSION

Contributions to Oregon's nonprofits and rates of individual giving both increased in 2014, demonstrating Oregonians' commitment to making our state a better place through philanthropy. While nonprofits in most counties and across most sectors reported increased contributions, increases in individual giving were not as widespread. Charitable contributions as a percentage of income declined for all but the highest income earners between 2013 and 2014. Over the past five years, individual

giving has also declined in most counties in the state. Without the support of individuals in their own communities, nonprofits cannot fulfill their missions to build stronger neighborhoods, serve the most vulnerable populations and enrich the lives of all Oregonians. As our economy continues to recover and grow, it is essential for individual Oregonians to remember the important role nonprofit organizations play in our state and renew their commitment to support this vital work.

For more information about this report, please contact the author:

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THE MISSION OF
THE OREGON COMMUNITY FOUNDATION
IS TO IMPROVE LIVES FOR ALL OREGONIANS
THROUGH THE POWER OF 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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