

**United Way of the  
Columbia-Willamette**



## **2014 Report to the Community Fiscal Year July 2013-June 2014**

### **ABOUT UNITED WAY**

United Way of the Columbia-Willamette is a local nonprofit working to cut childhood poverty in our region in half by 2025. Our organization is part of a network of approximately 1,800 United Ways across the world. Each United Way, including our own, operates as an independent 501c3 nonprofit organization and tackles issues specific to its region – in our case, Clackamas, Clark, Multnomah, and Washington counties.

Since our founding in 1920, we have joined hands with businesses, nonprofits, and government agencies here in the Pacific Northwest to organize workplace giving campaigns and volunteer opportunities. Our mission has evolved as our region has grown and changed, but it's always been about bringing together caring people to help kids and families in our four counties.

Thank you for your generous support. We are better together!



## OUR WORK IN 2013-14

In fiscal year 2013-14, we worked with our nonprofit partners to help kids and families in our region by funding projects in four areas: education, financial stability, health and well-being, and safety net services. Thank you to our generous donors whose gifts made this work possible!

**Education:** *Helping kids succeed in school and become leaders in their communities.*

- Centro Cultural de Washington County
- Chess for Success
- Children First for Oregon
- I Have a Dream Foundation
- Latino Network
- Native American Youth and Family Center (NAYA)
- Oregon Human Development Corporation
- Portland YouthBuilders
- Self-Enhancement, Inc.
- Serendipity Center, Inc.
- Todos Juntos

**Financial Stability:** *Helping individuals access jobs, housing, and opportunities.*

- Community Vision, Inc.
- Council for the Homeless
- DePaul Industries
- Immigrant and Refugee Community Organization (IRCO)
- Mercy Corps NW
- NW Housing Alternatives, Inc.
- NW Pilot Project
- Oregon Law Center
- Verde
- Voz

**Health & Well-Being:** *Helping people throughout our region access medical care and improve their health.*

- Clackamas Women's Services
- Community Action of Washington County
- Free Clinic of Southwest Washington
- Lutheran Community Services Northwest
- MacDonald Center
- Northwest Family Services
- Portland's Women Crisis Line
- The Wallace Medical Concern
- Volunteers of America of Oregon, Inc.
- YWCA Clark County

**Safety Net Partners:** *Providing for the daily needs of families facing challenges.*

- 211info: Free referral to local resources by phone, web or text.
- Community Relief: Emergency food, housing, utility and prescription assistance.
- Earn It, Keep It, Save It: Free tax-prep and filing help for people with low to moderate incomes.
- Labor's Community Service Agency: Emergency assistance for union families in need.
- Project Access NOW: Free medical care for low-income, uninsured patients.



## FISCAL EFFICIENCY

United Way of the Columbia-Willamette is committed to using donations effectively and responsibly.

**Operating Costs:** Charity evaluators recommend operating cost ratios between 17.5 and 35 percent. We finished our 2014 fiscal year with an operating cost ratio of 17.3 percent. This includes:

- Administrative costs for management and general operations: 6.9 percent.
- Fundraising expense: 10.4 percent. This helped more than 550 local businesses and organizations run employee-giving campaigns.

**Recognition:** Independent charity evaluators recognize us for financial accountability and transparency.

- Charity Navigator: Highest rating of four stars for four years in a row. Only seven percent of organizations rated by Charity Navigator receive four-star ratings for four consecutive years.
- GuideStar: Gold level (highest rating). Only 10 percent of GuideStar nonprofits achieve the Gold level.
- Better Business Bureau: We are a BBB accredited charity – the only accredited United Way in Oregon.



## FINANCIAL INFORMATION

The following are audited figures from the fiscal years ending June 30, 2013 and June 30, 2014. Full audited financials are available online at [unitedway-pdx.org](http://unitedway-pdx.org) or by request.

<b>PUBLIC SUPPORT AND REVENUE:</b>		<b>July 1, 2013 - June 30, 2014</b>	<b>July 1, 2012 - June 30, 2013</b>
<b>Public Support:</b>			
	Gross Campaign results, including amounts raised for others	21,345,442	21,638,892
	Less Amounts Directed to 501(c)3 Agencies:	(12,502,527)	(12,049,793)
	Provision for uncollectible pledges	(500,000)	(500,000)
	Net Campaign Revenue	8,342,915	9,089,099
<b>Revenue:</b>			
	Grants and bequests	546,457	2,219,464
	Donated services	118,180	166,866
	Community service fees	195,595	101,616
	Rental income	167,237	153,875
	Other	275,649	327,036
	Total Revenue	1,303,118	2,968,857
	<b>Total Public Support and Revenue</b>	<b>9,646,033</b>	<b>12,057,956</b>
<b>EXPENSES:</b>			
	Program Grants	2,639,596	3,505,819
	Community impact program services:		
	Community Investment	2,203,496	2,073,014
	Hands on Greater Portland (Volunteer program)	637,444	474,298
	Early Learning Hubs	68,695	-
	Supporting services:		
	Fund-raising campaign	2,361,279	2,293,969
	Management and general	1,565,251	1,507,037
	<b>Total allocations and expenses</b>	<b>9,475,761</b>	<b>9,854,137</b>
	<b>Increase (decrease) in net assets</b>	<b>170,272</b>	<b>2,203,819</b>
	<b>Net assets, beginning of year</b>	<b>10,551,008</b>	<b>8,347,189</b>
	<b>Net assets, end of year</b>	<b>10,721,280</b>	<b>10,551,008</b>

1) United Way of the Columbia-Willamette does not charge our CFC members any dues or fees for belonging to our federation.

2) Sources of contributions come from individuals, foundations or corporate gifts.

3) 3,528 donors gave a total of \$1,358,989 through the Pacific NW CFC in FY 2013-14.



## BOARD OF DIRECTORS 2013-14

*Larry Paulson, Chair*  
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Luis Palau Association

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Ex Officio – Non Voting  
*Keith Thomajan*  
United Way of the Columbia-  
Willamette

## CHIEF ADMINISTRATIVE PERSONNEL 2013-14

President/CEO: *Keith Thomajan*

Chief Operating Officer: *Carol Frye*

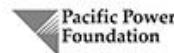
Chief Impact Officer: *Zeke Smith*

Chief Development Officer: *Patricia Bussey Jeter*



## A SPECIAL THANKS TO OUR CORNERSTONE PARTNERS

Thanks to the support of our Cornerstone Partners and other donors, our fundraising and administrative costs are covered. That means individual donations go directly to the work on the ground.



Benson Industries  
Dunn Carney Allen Higgins & Tongue LLP

Friends of Cornerstone

Gaylord Industries  
Rodda Paint

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