



OREGON'S NONPROFIT SECTOR IN BRIEF

2014

NONPROFIT ASSOCIATION OF OREGON

Our mission is to strengthen the collective voice, leadership, and capacity of nonprofits to enrich the lives of all Oregonians.

The Nonprofit Association of Oregon (NAO) is the statewide membership organization providing a unique vehicle for nonprofit sector expression and support. It is NAO's vision that Oregon's nonprofits are visible and valued as essential contributors to our society. At NAO, we believe the nonprofit sector strengthens the fabric of our democracy and our communities. Nonprofits exist for the public benefit. They allow us to enrich cultural life, provide needed services, generate significant economic impact, address inequities, and create innovative solutions to community issues. By representing and supporting charitable nonprofits of all sizes and geographic locations across Oregon, we strive to convene, build capacity, promote best practices and be a thought leader to help nonprofits build a thriving and vital Oregon.

BUILD YOUR CAPACITY

Measuring and articulating your nonprofit's effectiveness and impact in your community requires linking to broader, cross-sector knowledge and trends. NAO membership offers access to relevant survey data, tools, and analysis from across the state and nation. Exchange ideas, network with peers, and be a part of the current conversation at NAO trainings, workshops, and convenings.

AMPLIFY YOUR VOICE

Excellent programs and services alone are not enough to achieve your mission. NAO provides a strong collective voice for Oregon nonprofits to advance critical policy issues affecting the sector in our state and in Washington DC. Rely on NAO to be your public policy data and analysis resource.

LEVERAGE YOUR RESOURCES

Benefit from discounts on a variety of programs and services, including unemployment insurance, credit card processing, background checks, nonprofit publications, nonprofit job board access, NAO's extensive variety of training programs, and much more.

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The Nonprofit Association of Oregon would like to thank the M.J. Murdock Charitable Trust for their generous support of this report.

ABOUT THE SURVEY FOR THIS REPORT

In November of 2014, the five state associations serving nonprofits in the Northwest collaborated on a joint data collection and analysis effort as they have done over the past three years. Together, these organizations are dedicated to building the capacity of nonprofits in each of their states and across the Northwest.

These organizations are:

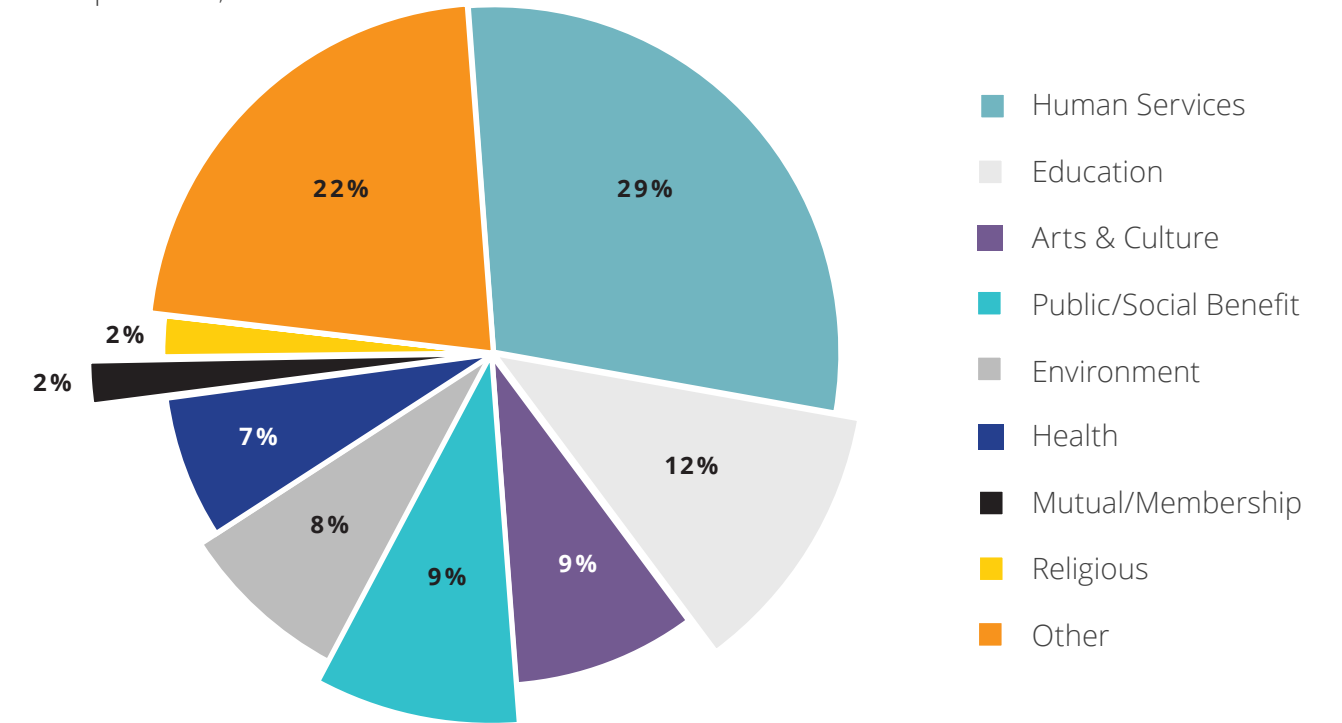
- Foraker Group in Alaska
- Idaho Nonprofit Center
- Montana Nonprofit Association
- Nonprofit Association of Oregon
- Washington Nonprofits

A common survey instrument was developed that allows for comparisons across states as a means to get a more holistic view of the health of the sector across the region. The survey collected data focused on organizational health and challenges, including financials, governance and management practices, and public policy attitudes and behaviors. The information is used to better understand the needs and trends impacting the nonprofit sector.

This report is designed to showcase the state of Oregon's results through a series of graphs and short descriptions. All ratings are on a 1 to 10 scale unless indicated otherwise.

TYPE OF RESPONDENT ORGANIZATIONS

The top three categorizations of responding organizations self-identified as human service groups, education, and those serving arts and culture. A large minority of organizations identified as "other" which includes organizations serving missions for advocacy, animal protection, civil rights, foundations, research, science, transportation, etc.



1,262 Responses

The 2014 Northwest Nonprofit Survey was taken by 1,262 individuals and organizations across the five states.



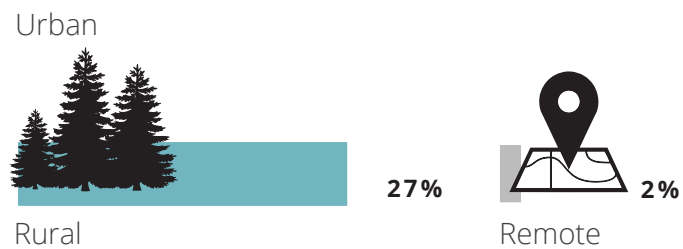
250 Oregonians

250 of the respondents were organizations based in Oregon.

GEOGRAPHIC LOCATIONS



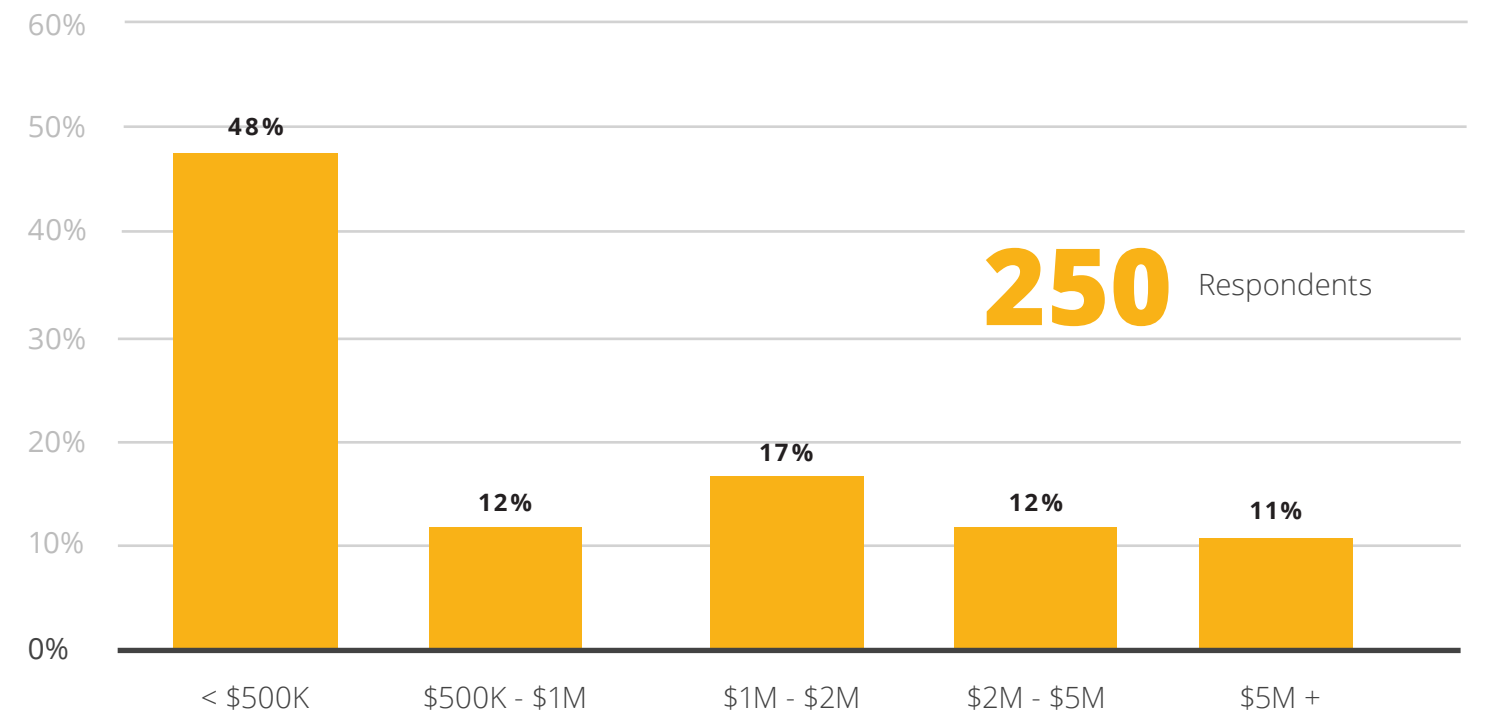
Data based in Oregon



Other (Work across both rural and urban and/or statewide)

RESPONDENTS BY ORGANIZATION SIZES

A total of 60% of respondent organizations reported budgets under \$1 million.

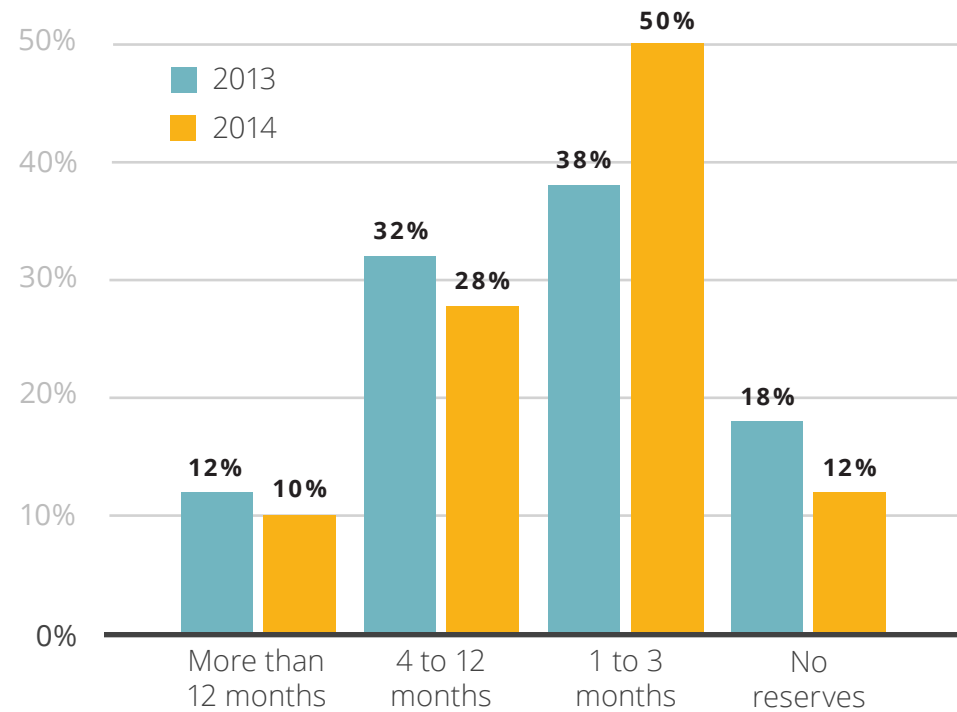


NONPROFIT FINANCIAL CAPACITY

Reserve levels can often be an early indicator of a nonprofit's ability to weather funding variations and make necessary programmatic adjustments. Best practices suggest that a nonprofit should have from 3-6 months of reserves on hand.

RESERVE LEVEL

50% of Oregon respondents reported **less than three months of financial reserves.**



NONPROFIT MISSION ACHIEVEMENT

Oregon nonprofits reported high confidence in meeting their mission in contrast to a much lower rating on their capacity to achieve it. Investments in internal capacities and the resources to do so are needed to close this mission achievement gap.

My organization is effective at **accomplishing our mission.**

My organization has **sufficient capacity** to do it.



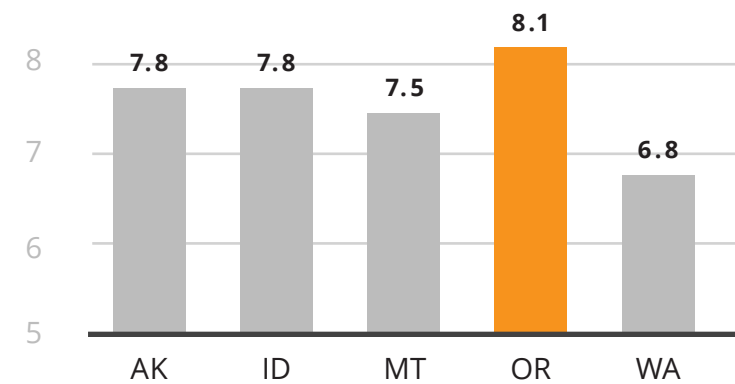
INFORMATION CULTURE AND PLANNING

Oregon scores higher across the Northwest region on most areas pertaining to information, data use, and planning; however, respondents generally reported a mid-tier capacity on these topics, indicating room for improvement. Of particular interest is a 4.9 ranking regarding the quality of data available to rural nonprofits across the Northwest.

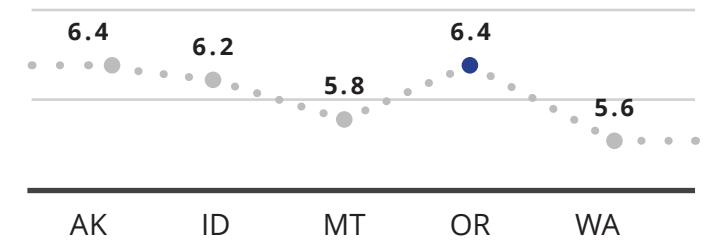
MY ORGANIZATION...



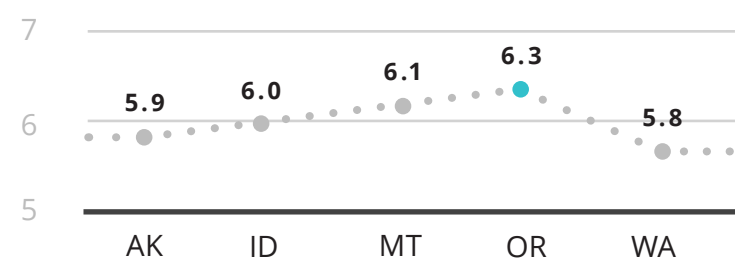
In the last month, I read **professional literature** about the NPO sector.



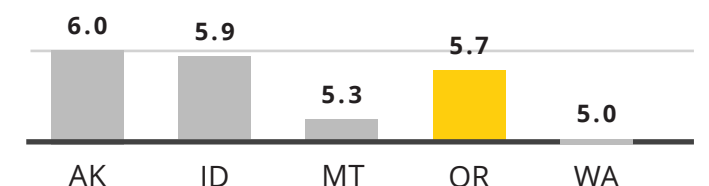
Our organization is very good at using **program data** to inform plans.



Everyone in the organization is **aware** of the strategically developed plans.



Extent of **quality data** about the sector in our region.



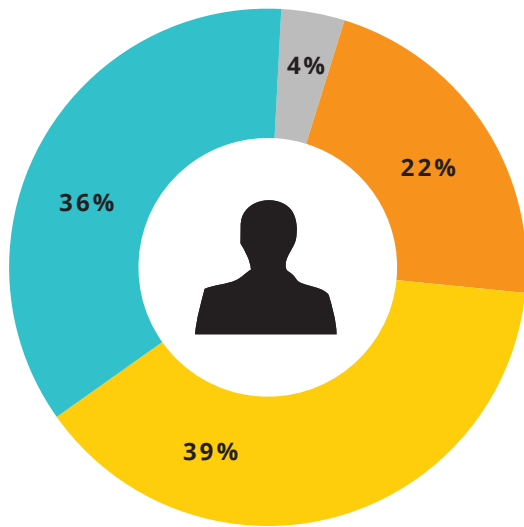
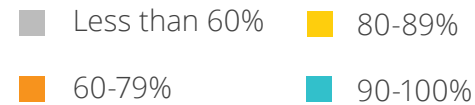
BOARD GOVERNANCE

The practices of nonprofit boards are a good indicator of organizational health. While board attendance rates well in the survey, the incidence of board contribution exposed areas for improvement.

BOARD ATTENDANCE

75% of Oregon respondents said that attendance at board meetings is above 80%.

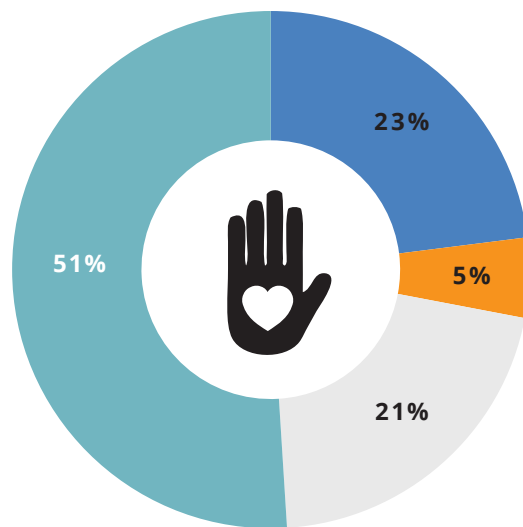
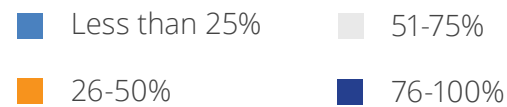
Percent of board members attending:



BOARD CONTRIBUTION

51% of Oregon respondents said that 76-100% of their board members contribute financially, with 23% reporting less than 25% of their board gives to their mission

Percent of board members contributing:



ORGANIZATIONAL IMPROVEMENT NEEDED IN OREGON

17% Have an emergency succession plan.

07% Have a staff member as a voting member of the board.

Strong organizations should develop plans and share them widely. Boards should review their executive's performance annually and staff should NOT be voting members on the board. The survey revealed that a number of these best practices are NOT followed by a concerning number of respondent organizations.

66% Have an emergency strategic plan.

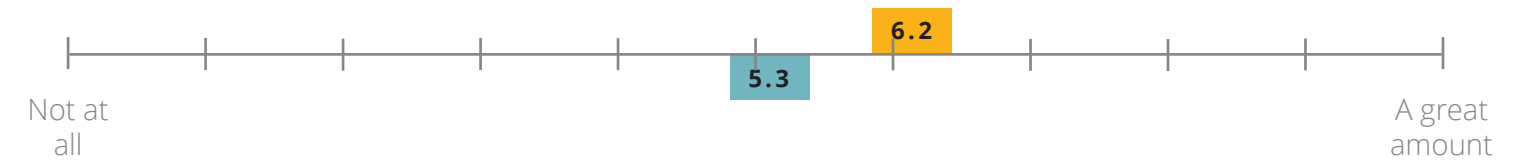
65% Review the executive's performance annually.

COLLABORATION AND COLLECTIVE ACTION

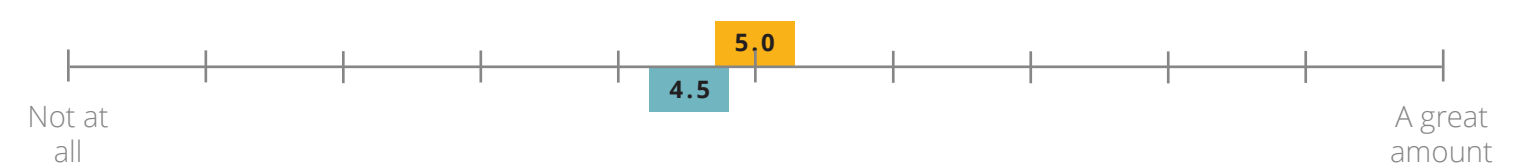
Collaboration was ranked surprisingly low in the survey. In a more deeply interconnected world, nonprofits need to cultivate opportunities to build deeper and more meaningful cross-sector collaborations.

By budget size: ■ < \$500K ■ > \$500K

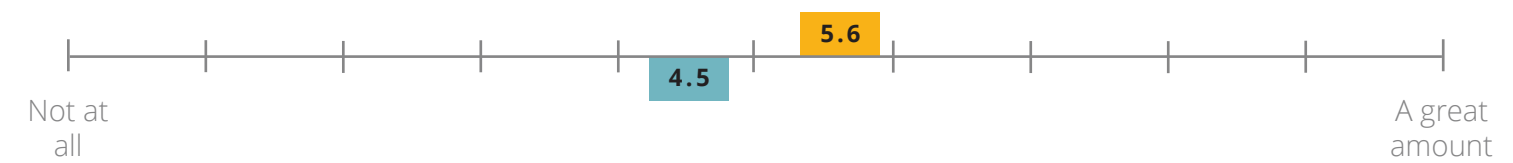
Nonprofits **come together** to address big issues.



Nonprofits come together with **businesses** to address big issues.



Nonprofits come together with **government** to address big issues.



POLICY AND VOICE OF THE SECTOR

NAO encourages all nonprofits to participate in expressing their voice in the governmental policymaking processes. The survey results indicate that larger nonprofits view advocacy as important to their missions.

By budget size: ■ < \$500K ■ > \$500K

Public policy is **important** to accomplishing mission.



Nonprofit sector is **valued** in your community.



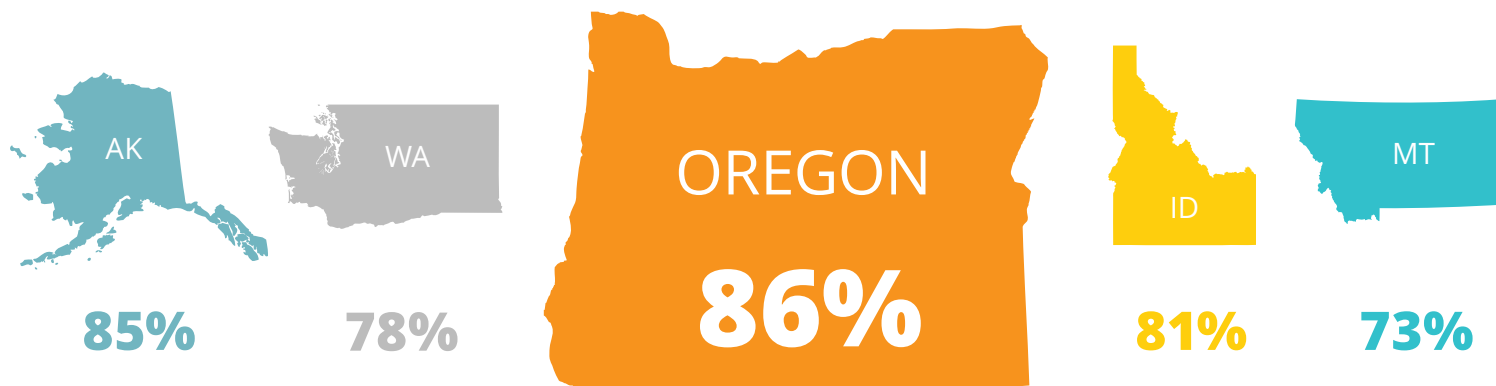
The state/local policy environment is **friendly** to nonprofits.



PROGRAM EVALUATION

Oregon has the highest frequency of organizations and their boards utilizing evaluation data to develop, plan and revise programs.

% of organizations that use evaluations



2014 SURVEY CONCLUSIONS

Overall, the five state nonprofit survey gathered data from a wide cross-section of nonprofits throughout the Pacific Northwest. The survey includes information from organizations serving different subsectors, working in both urban and rural locations, with small and large budgets, and those who are members of the statewide capacity building groups and those who are not. This variety - and the fact that there are more than 1,200 surveys in the sample - enhances the credibility of the findings and facilitates comparisons of the responses.

Three key themes emerged from our analysis of these results:

Policy work: Both members and larger organizations place greater importance on policy work and feel that they have a greater voice in the policy making process. Average scores for policy-related questions were consistently higher for member groups and, to a lesser extent, for organizations with larger budgets.

Rural and urban groups: We expected to find more differences between urban and rural groups in our analysis and were somewhat surprised to see that these groups have very similar responses to the survey questions. There is an exception, though, concerning the availability of data rural groups have access to when designing their programs.

Collaboration: The average ratings for collaboration, especially with business and government, were consistently among the lowest in the survey findings. This relatively negative view toward collaboration among all respondents provides an opportunity to help develop, build and lead collaborative solutions for state or regional problems. The lower responses for collaboration are particularly intriguing given the growing emphasis on collective impact within philanthropy. Although funders may be seeking more collective and collaborative solutions, the results from this survey suggest that nonprofits do not share this enthusiasm.

William Vesneski, PhD
Luma Consulting



THE VALUE OF NAO MEMBERSHIP

The survey results show that members of NAO rank themselves higher in the key categories of organizational effectiveness including, Mission Achievement; Public Policy Involvement; Statewide Voice; and Learning Culture. Membership with NAO helps organizations stay effective, connected, and more relevant to the needs of the people and issues they serve.

MISSION ACHIEVEMENT

How effective is your organization at accomplishing its **mission**?



Has **sufficient capacity** to complete all aspects of our plan.



POLICY INVOLVEMENT

Public policy is important to accomplishing our **mission**.



Nonprofits have a role in the public policy decision-making process.



STATEWIDE VOICE

NAO **amplifies** sector's voice in public policy decision-making.

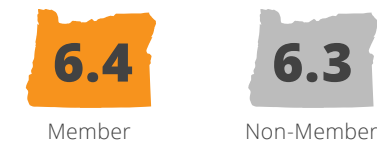


There is a strong collective identity of the nonprofit sector in Oregon.



LEARNING CULTURE

Our organization is very good at using **program data** for plans.



Extent of **quality data** about the sector in our region.



Everyone in our organization is **aware** of strategic plans.



Read **professional literature** about the NPO sector.





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