Come together for a successful harvest season for Oregon’s nonprofits!

By: Jim White, Executive Director, Nonprofit Association of Oregon

Earlier this month, Oregon Business recognized the positive impact that Oregon nonprofits collectively make across our communities at its 100 Best Nonprofits to Work For in Oregon awards dinner in Portland. Congratulations to all who made the 100 Best Nonprofits to Work For in Oregon list, particularly our NAO members!

2018 is the 10th anniversary of the 100 Best Nonprofits to Work For in Oregon survey conducted by Oregon Business – congratulations to the team there, especially Editor Kim Moore and Events Manager Craig Peebles who we work with closely. NAO is proud to partner with Oregon Business on this project and we thank them for shining a spotlight on the critical and essential work nonprofits deliver in our communities across Oregon every single day.

Even as we recognize the great work nonprofits are doing across Oregon, we as nonprofits, are facing some harsh realities. In particular is the impact that the Tax Cuts and Jobs Act is anticipated to have on charitable giving because it nearly doubles the standard deduction for individuals and joint filers. This may mean that fewer people will itemize deductions, which in turn, could lead to a reduction in charitable giving. This is a real concern for nonprofits – one that we shouldn’t take lightly. However, while it’s true that a charitable tax deduction is an incentive, it’s not the ONLY reason people give. Oregonians CARE, Oregonians LOVE their nonprofits, Oregonians GIVE to their local nonprofits – that’s because we all know how to #CareLikeAnOregonian.

As we head into one of the most critical giving seasons of the year for many nonprofits, we, at NAO want to engage, excite and remind Oregonians why it’s so critical to give generously to nonprofits – whether it’s in La Grande, Prineville, Astoria, Coos Bay, Klamath Falls, in the Portland metro area, or in any part of our beautiful state.

At the 100 Best Nonprofits to Work For in Oregon Awards celebration, NAO debuted a short video – Care Like An Oregonian. If you haven’t done so already, I encourage you to view it and share it with your family, friends and colleagues! NAO created this short piece to raise awareness of the fantastic work you all do. We’ll want to remind Oregonians about the vital role nonprofits play in our communities – whether it’s in social services, affordable housing, working with kids, arts and culture, education, healthcare, environmental causes or other subsectors.
We can all agree that nonprofits provide that much-needed safety net for children, families and anyone needing a helping hand in Oregon.

This Care Like An Oregonian video is a public service gift thanks to the generous support of M.J. Murdock Charitable Trust, The Ford Family Foundation and Oregon Community Foundation. Whether you’re a nonprofit seeking donations, a business running an employee-giving campaign, or a volunteer that loves your nonprofit – feel free to use our video and get the word out.

NAO has created a social media tool kit for you to share on coordinated dates this giving season (see column to the right). Let’s create an online buzz by nonprofits across the state acknowledging the importance of charitable giving and remind supporters to Care Like An Oregonian!

Now more than ever, nonprofits must be proactive -- reinforce your nonprofit’s message, show your donors what a difference their support makes on the people you serve, make it easy for donors to give and I hope you end up saying “thank you” more often than you need to say “please.”

At the end of the day, I believe that our collective message to Oregonians on behalf of all nonprofits will result in a great harvest season for Oregon’s nonprofits!

With warm regards,

Jim White
Executive Director, Nonprofit Association of Oregon

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<tr>
<th>SAVE THE DATE FOR NAO'S ANNUAL MEETING CALL</th>
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<td>Date: Tuesday, November 20, 2018</td>
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Available to all NAO members. Click for details.

SOCIAL MEDIA TOOLKIT

Below is a timeline of sample Tweets, and Facebook and Instagram posts (and graphics) for your use. Take action and join NAO in a social media frenzy of getting the word out - about what it means to Care Like An Oregonian.

Post #1: Thursday, November 1:

Oregonians care. We’re proud to be one of the nearly 20,000 charitable nonprofits in this state, fueled by your generosity. Thank you for your support! #CarelikeanOregonian

Post #2: Tuesday, November 6:

Oregonians have heart. What motivates you to give back? Tell us in the comments and join the state-wide conversation about giving. #CarelikeanOregonian

Post #3: Tuesday, November 13:

Oregonians make our work possible. It starts with a spark of goodness, from people like you. This giving season, how will you give back to your community? #CarelikeanOregonian

For #CareLikeAnOregonian toolkit and access to high resolution images click here.
A FRESH APPROACH TO DESIGNING AN EFFECTIVE STRATEGIC PLANNING PROCESS

By: Trever Cartwright and Michelle Janke, Coraggio Group

Perhaps it’s happened to you in the past. You and a few of your most trusted confidants spend countless hours sweating over what would become a thoughtful, beautifully designed strategic plan that outlines in great detail what you believe to be an exciting path forward. You’re all very proud of your work and eager to take the next step: Sharing the plan with your organization.

The big day comes. All your employees are gathered, anxiously awaiting to hear your vision of the future and how you’ll get there. After your presentation, you ask the all-important question: “Are there any questions?” The response: Crickets.

We’ve seen it happen time and again. And we’ve helped many non-profit organizations avoid a similar fate. Before you begin your next strategic planning process, we hope you’ll take time to read our whitepaper: All In: Why the best leaders involve key stakeholders in strategy development.

We’re confident you’ll take away valuable insights that will help to jumpstart your next planning process by creating internal and external stakeholder engagement on day one.

Download whitepaper here

DISMANTLING WORKPLACE BARRIERS BY RHODES PERRY

By: Rhodes Perry, Founder and CEO, Rhodes Consulting LLC

Leaders are always grappling with the challenge of transforming, adjusting or improving their organizations’ culture. In particular, as organizations focus on creating more diverse, equitable and inclusive work environments. We know that the employees are most satisfied when all employees know they can be their authentic selves, where they feel a sense of belonging, where differences are viewed as a source of strength, and individual contributions are recognized and valued. When more organizations understand how to cultivate this kind of workplace culture, they help employees feel a sense purpose and belonging, and the organization as a whole reaps significant benefits – the organization is productive and successful and employees are engaged and satisfied. Many leaders desire such workplace cultures, but often struggle with where to begin.

One area that leaders find most challenging is dismantling workplace barriers for underrepresented and historically undervalued employees. As a transgender man, early on in my career working at the White House, I withheld sharing my gender history (i.e., that I was assigned female at birth). In 2006, the White House did not offer employment protections for transgender people, and I feared losing my job. As a result, I wasn’t my authentic self, I didn’t feel like I belonged, and I couldn’t leverage all of my expertise and talents to ensure my organization’s success.

Not showing up authentically at work also impacted my personal health and well-being. Feeling like an outsider at work during this early employment period of my life motivated me to become a diversity, equity, and inclusion professional. For the past 20 years, I have advocated for the fair treatment of employees who are at the margins – including people of color, LGBTQ people, veterans, people with disabilities, undocumented workers, and those at the intersections. Three years ago I started my own business where I continue to help leaders build more inclusive workplace cultures across a wide range of sectors.

Read full article here
Rhodes Perry, Founder and CEO of Rhodes Consulting LLC and diversity, equity and inclusion subject matter expert is debuting his book: **Belonging At Work: Everyday Actions You Can Take to Build an Inclusive Organization**, which is scheduled for release **Tuesday, November 13, 2018**. **Belonging At Work** will be available for purchase on Amazon and Kindle. To be among the first to get your copy, be sure to visit [www.belongatwork.com](http://www.belongatwork.com) and sign-up for a reminder alert. You’ll also receive a free sample chapter and some bonus content.

**Belonging at Work** shares 25 everyday actions anyone on the job can take to build a healthier workplace culture. Leaders, visionaries, and those on the way to joining them, will gain a better understanding of what these strategies are, as well as learn about specific actions to avoid. Most importantly, you will gain a clear understanding as to why each of these actions are so important to your overall success. Sample exercises include considering what actions you can take today on an individual basis, and what organizational commitments you can make now to move the needle in a positive direction.

Readers will learn about Rhodes’ personal story and expertise about diversity, equity, inclusion and belonging, as well as the thoughts and insights from some of today’s most influential workplace thought leaders - including Kylar Broadus, Jennifer Brown, Joel Brown, Ashley Brundage, Dre Domingue, and Benjamin Duncan.

For those interested in learning more from these experts, they will be a part of a virtual panel discussion on Tuesday, November 13 discussing what belonging at work means.

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**UNIQUE TO OREGON - CULTURAL TAX CREDIT EMPOWERS OREGONIANS TO FUN CULTURE**

Where else but Oregon would you find a statewide program to protect cultural vitality? As uniquely Oregonian as public beaches and the bottle bill, the Oregon Cultural Trust was established 17 years ago as an ongoing funding engine for arts and culture across the state. It empowers Oregonians to give to culture and then double the impact of their donation through the cultural tax credit.

Here’s how it works: Make a donation to one of **more than 1,500 statewide cultural nonprofits**, then make a matching gift to the Cultural Trust by Dec. 31. You get 100 percent of the Cultural Trust donation back at tax time – by claiming the Cultural Tax Credit* – and the state legislature sets that amount aside to fund Oregon culture. For those who care about culture, making the matching gift is an easy way to double their investment at no cost to them.

Since 2002, generous donors have helped to grow the Trust’s permanent fund to $27 million while providing more than $25 million in statewide cultural funding. In 2017 alone, gifts to the Cultural Trust totaled close to $5 million. Working with statewide and regional partners, the Trust redistributed more than $3 million of that amount in 2018 grants and funding.

Oregonians want the creative spark and community wellbeing that a vibrant cultural scene brings to their lives. They want to know that after a hard day of work they can recharge by visiting their local library, seeing a play or enjoying a craft beer in a restored historic lodge. Above all, they understand that investments in culture cross all boundaries and bring us together.

Total your cultural donations, give a matching amount to the Cultural Trust and claim your cultural tax credit on your state taxes. It’s how Oregonians rock culture.

Visit the [Cultural Trust website](http://www.culturalexchange.com) to learn more.

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*Up to $500 for an individual, $1,000 for couple filing jointly and $2,500 for Class C corporations.
MEMBER SPOTLIGHT

The objective of this section is to highlight representative NAO nonprofit members of various sizes, geographic locations and subsectors to showcase the great work our members are doing across Oregon!

What does your organization do? Who does it serve?
Free Geek is committed to including everyone in our digital future. We sustainably reuse technology, enable digital access and provide education to create a community that empowers people to realize their potential. Our programs are founded on a unique circular model which points two existing societal problems - excess electronic waste in need of sustainable reuse and recycling, and lack of access to basic technology among vulnerable populations - back at each other to reveal innovative solutions.

What has been your organization’s biggest accomplishment lately?
In 2018 we were formally recognized by Mayor Ted Wheeler of the City of Portland for our community work in a public statement encouraging local residents and businesses to donate their electronic waste to Free Geek and support our mission. The Association of Oregon Recyclers named Free Geek their 2018 Recycler of the Year, awarding us the Alice Soderwall Reuse and Waste Prevention Award for our service to the community. We were also ranked one of the 2018 “100 Best Nonprofits to Work For in Oregon” by Oregon Business magazine.

How has being an NAO member helped you succeed in furthering your organization’s mission?
NAO has connected us to other nonprofits and the resources that we need in order to do our work. They provide trainings that make the management of our day to day operations simpler and have helped us uncover valuable partnerships to further our mission. NAO has even helped us to find funders that we never would have otherwise had access to.

Anything else you’d like to share?
Free Geek has a nonprofit hardware grants program that you can learn more about at freegeek.org. We love to collaborate with other nonprofits to see how we can work together to solve the challenges facing our community.

Special thanks to Hilary Shohoney, Development Manager, Free Geek

1731 SE 10th Avenue
Portland, OR 97214

www.freegeek.org
What does your organization do? Who does it serve?
We envision an Oregon that champions and invests in creative expression and cultural exchange, driving innovation and opportunity for all. The Oregon Cultural Trust’s mission is to lead Oregon in cultivating, growing and valuing culture as an integral part of communities. We do this by inspiring Oregonians to invest in a permanent fund that provides annual grants to cultural organizations.

What has been your organization’s biggest accomplishment lately?
Highlights from calendar year 2018 include the completion and distribution of the “Impacts of the Oregon Cultural Trust and the Cultural Tax Credit” full report, and executive summary. The findings of the report (generated by ECONorthwest) offers dramatic data and testimony pointing to the Trust’s meaningful role in securing funds, distributing funds, and maximizing returns from funds for cultural nonprofits all across Oregon. This caps another year (2017) of increased growth in fund development and new donors, reaching a record grant making year of $3 million in grant making resulting from $4.9 million raised (a 6.7 percent increase) and a 55% increase in new donors. (link to report: https://culturaltrust.org/wp-content/uploads/OCT-insights.pdf)

How has being an NAO member helped you succeed in furthering your organization’s mission?
The Oregon Cultural Trust relies on partners such as the Nonprofit Association of Oregon to inform and support the over 1,400 cultural nonprofits it serves. Sharing resources developed by the NAO across the state not only supports their important work, but strengthens the non-profit network that keeps Oregon strong.

Anything else you’d like to share?
Just a thank you to the NAO for its service to the nonprofit field in Oregon!

Special thanks to Aili Schreiner
Trust Manager, Oregon Cultural Trust
CONGRATULATIONS TO THE 100 BEST NONPROFITS TO WORK FOR IN OREGON

Congratulations to all the nonprofits who made the 2018 100 Best Nonprofits to Work For in Oregon list. In particular, a shout out to the follow NAO members who made the list! We are grateful to have your organization as part of NAO’s network. We appreciate your hard work and dedication to the sector and to the community you serve.

Adelante Mujeres
All Hands Raised
Ashland Supportive Housing
Bend Area Habitat for Humanity
Bonneville Environmental Foundation
BRING Recycling
CASA for Children of Multnomah, Washington and Columbia Counties
CASA of Clackamas County
CASA of Jackson County
CASA of Lane County
Cascades Academy
Cat Adoption Team
Children's Center
Clackamas Workforce Partnership
Community Energy Project
Community Warehouse
Creative Supports
Dogs for Better Lives
Ecology in Classrooms and Outdoors

Energy Trust of Oregon
Free Geek
Friendly House
Friends of Trees
Growing Gardens
HIV Alliance
Lines for Life
Living Opportunities
McKenzie River Trust
Meals on Wheels People
Metropolitan Family Service
Mount Pisgah Arboretum
NeighborImpact
New Buildings Institute
Northwest Family Services
Northwest Housing Alternatives
Oregon Lions Sight & Hearing Foundation
Portland Homeless Family Solutions
Rainbow Adult Living
Raphael House of Portland
Ronald McDonald House Charities of Oregon and SW Washington
ROSE Community Development
Rose Villa Inc.
Rural Development Initiatives
Saturday Academy
Self Enhancement
SMART
Sponsors
Tucker Maxon School
WorldOregon

View the complete list and more information here.

NIKE COMMUNITY IMPACT FUND

Applications are now open for the next round of the Nike Community Impact Fund of The Oregon Community Foundation. A total of $250,000 is available to local nonprofits and schools, and the deadline to apply is November 30, 2018.

Grants are one-year awards of $5,000 to $20,000. A total of 80 percent of grant awards support projects that deliver impact through the lens of sport and physical activity, while the remaining 20 percent support organizations and projects that address community challenges through innovative community-based solutions.

For the full set of guidelines and online application, click here. Good luck!

COLUMBIA BANK AWARDS $100,000 TO 10 LANE COUNTY NONPROFITS

Local banking team selects 10 organizations for receipt of $10,000 each in unrestricted funds.

Employees of Columbia Bank, the largest community bank serving Lane County, recently provided 10 Lane County nonprofits with checks for $10,000 in unrestricted funds totaling $100,000. Columbia Bank’s local team selected the individual nonprofits to receive funding based on their intimate knowledge and passion for the mission of the specific organizations. Read more.
This month we are highlighting NAO’s Learning and Professional Development sessions!

NAO offers a wide variety of professional and volunteer development learning opportunities for nonprofit leaders and their staff to help connect, improve, and advance the nonprofit sector across Oregon.

We have our finger on the pulse of the trends and issues affecting the sector! As the only statewide nonprofit association, NAO is your go-to resource for high-quality, timely, and relevant information and insights that nonprofits need and want in today’s fast and ever-evolving world.

NAO offers **Professional Development Networks** in the Portland area, Central Oregon, Southern Oregon, as well as workshop sessions in various locations across the state. Participants meet to network, hear from subject-matter experts on the latest nonprofit management practices and get practical tools and ready-to-use resources that can be applied immediately in their organizations to improve effectiveness and impact.

Additional **workshops**, **webinars**, and **online resources** ensure that nonprofits throughout Oregon have access to valuable resources and opportunities. These sessions are hosted by sector thought leaders and experts who offer 90-minute, two-hour, or full- and half-day workshops designed to support nonprofit leaders in NAO’s nine **Principles and Practices for Nonprofit Excellence areas**.

**Bonus Points:** A major benefit of being an NAO member is receiving up to 50 percent off the already very affordable session fees when you register for these opportunities! Log in to our **Members Only Area** to access all discounts and codes for our sessions.

**See a list of our upcoming learning and professional development sessions on page 9.**

Don’t forget about ALL the great benefits we offer to our members! Visit our **benefits page** to find out more.
If you need assistance accessing your membership details or if you want to **join NAO now**, please contact **membership@nonprofitoregon.org** or 503-239-4001, x 127.
QuickBooks Made Easy is partnering with NAO to offer two three-part webinar series. Gregg S. Bossen will cover everything from basic setting up to advance materials that will help you do some helpful and amazing things!

NAO members receive $20 off all 2018 QuickBooks Made Easy Seminars. Click below to learn more each workshop.

UPCOMING NAO PROFESSIONAL DEVELOPMENT & LEARNING

NAO offers a variety of affordable and practical educational programs that provide important and timely information to help you more effectively manage your organization. Check out these opportunities!

As an NAO member, you may receive up to 50% off!

**NOVEMBER 1 - ASTORIA**
Effective Supervision

**NOVEMBER 8 - PORTLAND**
Leading & Operationalizing Diversity, Equity & Inclusion in Nonprofits

**NOVEMBER 13 - ONLINE LEARNING (3 DAY COURSE)**
QuickBooks Desktop Edition Made Easy for Nonprofits

**NOVEMBER 13 - PORTLAND (FREE)**
Are Those Who Serve Also Prepared? Findings from the Oregon Nonprofit Disaster Preparedness Survey

**NOVEMBER 14 - PORTLAND**
How to Talk About What You Do to Launch People Into Action

**NOVEMBER 14 - BURNS (FREE)**
Nonprofit Board Basics

**NOVEMBER 15 - PORTLAND**
Addressing & Mitigating Sexual Harassment and Discrimination in the Workplace

**NOVEMBER 27 - PORTLAND**
Effective Supervision

**NOVEMBER 27 - ONLINE LEARNING (3 DAY COURSE)**
QuickBooks Online Edition Made Easy for Nonprofits

**NOVEMBER 28 - BEND**
Leading an Ethical, Transparent and Legally Compliant Organization

**NOVEMBER 29 - MEDFORD**
Contingency Planning for Nonprofits: Stories & Tools for Southern Oregon

QUICKBOOKS MADE EASY FOR NONPROFITS - TWO OPTIONS

**DESKTOP EDITION**
Dates: November 13-15
Register here

**ONLINE EDITION**
Dates: November 27-29
Register here

ANDY ROBINSON RETURNS TO REDMOND & PORTLAND JOIN US

Andy Robinson provides training and consulting for nonprofits in fundraising, grantseeking, board development, marketing, earned income, planning, leadership development, and facilitation. Join us for a two-part full-day workshop in Redmond and Portland. Participants may elect to attend morning or afternoon sessions or both sessions (full-day).

NAO Members receive a 45% discount off either workshop!

**Fundraising and Financial Management for Nonprofits**
Date: Tuesday, December 4, 2018
Location: Central Oregon Community College (Redmond)
Time: 8:30 a.m. - 3:30 p.m.

- **Morning session:** Big Money for Small Groups
- **Afternoon session:** What Every Board Member Should Know About Financial Management ... And Probably Doesn’t

**Fundraising and Board Development for Nonprofits**
Date: Wednesday, December 5, 2018
Location: Mercy Corps (Portland)
Time: 9 a.m. - 4 p.m.

- **Morning session:** Building a Board that Works
- **Afternoon session:** Mobilize Your Board to Raise More Money

Want to join our current sponsors and support these workshops? Contact membership@nonprofitoregon.org.
The Nonprofit Association of Oregon is the statewide nonprofit membership organization representing and supporting charitable nonprofits of all sizes, geographic locations and missions across Oregon. NAO’s mission is to serve public benefit nonprofits by strengthening the collective voice, leadership, and capacity of nonprofits to enrich the lives of all Oregonians. NAO’s vision is that Oregon’s nonprofits are visible and valued as essential contributors to society. We are deeply invested in our core values: Collaboration, Equity and Inclusion, Excellence, Impact, Learning, Service and Stewardship.

For more information, visit: [www.nonprofitoregon.org](http://www.nonprofitoregon.org)

Nonprofit Association of Oregon
5100 SW Macadam Avenue
Suite 360
Portland, OR 97239

See our newest list of members! (October 1 – October 30)

Current Nonprofit Members
Current Affiliate Members

YOUR NEWS HERE

We encourage NAO members to send news, success stories, events, or announcements for inclusion in our quarterly newsletter. All submissions (or questions) should be sent to news@nonprofitoregon.org. Because of limited space, NAO’s communication team will review submission and determine inclusion in the next newsletter.

This is a membership benefit for NAO members only.

To view other member benefits, [click here](http://www.nonprofitoregon.org).

Thank you for your continued support and membership!

Connect with NAO: