A MESSAGE FROM NAO

The Nonprofit Association of Oregon (NAO) is the statewide membership organization providing a unique vehicle for nonprofit sector voice and support. At NAO, we believe the nonprofit sector strengthens the fabric of our democracy and our communities. Nonprofits create many public benefits such as opportunities to participate in civic affairs, enrich cultural life, provide needed services, generate significant economic impact, address inequities, and create innovative solutions to community issues.

Collectively, nonprofits in Oregon have a large impact on the economy – Oregon nonprofits employ over 174,000 people representing 12.8% of all private sector jobs. Part of our mission is to strengthen the narrative in Oregon around what nonprofits need in order to be effective, and to educate legislators about the specific challenges nonprofits face in delivering their missions. NAO is proud to represent more than 1,270 organizations across Oregon and we are growing that network at an astounding rate. We appreciate those of you that understand the value proposition we offer and we ask those of you that are not members to join our network.

NAO works hard to amplify your voices and we know that Oregonians are paying attention to what charities do. According to a recent national report from the Independent Sector entitled: United for Charity – How Americans trust and value the charitable sector, a strong majority of voters (78%) support a bigger role for the charitable sector in working with government to produce more effective and efficient solutions to problems.

But nonprofits in Oregon are finding it challenging to find their voice with legislators. NAO recently worked with four other state associations in the Northwest to produce our own research entitled 2016 Northwest Nonprofit Capacity Report: Our Strengths—Our Challenges—Our Resilience. When asked on a scale of 1-10 about “Nonprofits have a voice in the public policy decision-making process,” nonprofits in Oregon gave a ranking of 5.9.

Through our advocacy work; thought leadership; vetting and describing principles and practices, and building capacity, NAO aims to help our members – no matter their size or mission - to be more effective, transparent and to better understand the collective power of our sector.

It is our hope that by reading this publication you will become more familiar with our work and that if you aren’t a member, you will consider joining us. To our members currently in our network, we thank you for all your hard work! We are looking forward to serving you in the coming year!

Jim White
Executive Director, NAO

Chris Krenk
2016 Board President
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The mission of the Nonprofit Association of Oregon is to strengthen the collective voice, leadership, and capacity of nonprofits to enrich the lives of all Oregonians.

1,274 Members (As of September 16, 2016)

924 Nonprofit Members
350 Affiliate Members

NAO represents nonprofits across Oregon!

- Metropolitan Portland: 58%
- Southern Willamette Valley: 10%
- Southern Oregon: 9%
- Central Oregon: 8%
- Northern Willamette Valley: 7%
- North Coast: 3%
- South Coast: 2%
- Eastern Oregon: 2%
- Outside of Oregon: 1%
- Rural Organizations: 2%
- Rural Organizations Leading Change Cohort 2016: 1%

Budget Size for Nonprofit Members

- < $50K: 23%
- $50K - $100K: 7%
- $100K - $250K: 16%
- $250K - $500K: 13%
- $500K - $1M: 11%
- $1M - $5M: 21%
- $5M+: 9%
FINANCIALS

Statement of Activities
Year Ended September 30, 2016

<table>
<thead>
<tr>
<th>Unrestricted Support &amp; Revenues</th>
<th>FY 2015 Year End</th>
<th>FY 2016 Estimate</th>
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</thead>
<tbody>
<tr>
<td>Grants &amp; Sponsorships</td>
<td>$610,191</td>
<td>$626,592</td>
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<tr>
<td>Individual Contributions</td>
<td>$5,633</td>
<td>$5,519</td>
</tr>
<tr>
<td>Program &amp; Service Fees (Net of Client Costs)</td>
<td>$935,292</td>
<td>$893,555</td>
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<tr>
<td>Membership Dues</td>
<td>$135,143</td>
<td>$154,107</td>
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<tr>
<td>Interest</td>
<td>$1,071</td>
<td>$1,727</td>
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<tr>
<td>Sales &amp; Other Income (Net)</td>
<td>$19,643</td>
<td>$22,088</td>
</tr>
<tr>
<td>Total Unrestricted Support &amp; Revenue</td>
<td>$1,706,973</td>
<td>$1,703,588</td>
</tr>
</tbody>
</table>

Expenses

| Personnel                      | $1,142,697       | $1,111,960       |
| All Other Expenses (incl Depreciation) | $502,572 | $554,783 |
| Total Expenses                 | $1,645,269       | $1,666,743       |

Income (Deficit)

<table>
<thead>
<tr>
<th>Contributed Income</th>
<th>Earned Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>38%</td>
<td>62%</td>
</tr>
</tbody>
</table>

OREGON TRENDS

In 2016, NAO and 4 other state associations in the Northwest created the Northwest Nonprofit Capacity Report.

Oregon nonprofits need to build up more reserve funds. 47% of Oregon nonprofits have between 0 and 3 months reserve.

Only 29% of Oregon nonprofits use evaluation findings in their reports to funders.

91% of Oregon nonprofits have an annual budget. However only 68% have an executive transition plan.

Independent Sector recently released data showing 74% of American voters would rather donate $1,000 to charity than pay $1,000 in taxes.¹

YET, on a scale of 1-10, Oregon nonprofits ranked themselves at 5.9 when asked about having a voice in the public policy decision-making process.

NAO believes nonprofits must engage!

¹ Independent Sector’s United for Charity: How Americans trust and value the charitable sector

Contributed Income

Earned Income
BY-THE-NUMBERS

More than 187,500 visitors accessed information from NAO’s website, representing a 33% increase from our 2015 fiscal year.

Provided 162 training sessions, workshops, webinars, and convening across Oregon to 5,866 participants.

Launched The Directory, comprised of over 150 Business Affiliate profiles, giving nonprofits an easy-to-use searchable database of nonprofit service providers.

Provided organizational development consultancies to 112 nonprofits; directed 13 executive recruitments and placed interim executive and development directors in 25 organizations going through transition.

Engaged in deep-dive work with 32 organizations through 3 NAO cohorts: Leading for Equity & Inclusion Cohort, Rural Organizations Leading Change, and Central Oregon Latino Partnership Project Capacity Building Program.

What can NAO do for you?

AMPLIFY YOUR VOICE
Nonprofits should be heard by public and private leaders. 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.

SAVE MONEY
Save money on your expense items such as job postings, D&O and unemployment insurance, background checks and screening, credit card processing, video conferencing, publications including the Oregon Nonprofit Corporation Handbook. We are always looking for ways to help you stretch your dollars.

ACCESS RESOURCES
Don’t reinvent the wheel! NAO does the research so you don’t have to. Get access to carefully-selected resources to help you govern, manage, and fund your nonprofit effectively. Access to high-quality trainings and consulting, and a state-wide event calendar to help showcase your nonprofit’s good work.

CONNECT & LEARN
Build your network, gain critical skills & get support. Learn how other nonprofits approach the same challenges you face. Stay up-to-date on tips, trends, and best practices. Be part of the statewide network of over 1,270 members, serving all counties of Oregon.

Learn more at: www.nonprofitoregon.org

“...The Leading for Equity and Inclusion Cohort has been extremely helpful to me — allowing the space to concentrate on the most challenging and strategic issues facing my organization. I’ve taken part in an intensive cohort on diversity before, but never exclusively with executive directors. Management can be a lonely place, and even more so when navigating issues of diversity, equity, and inclusion. It was that composition of the group that made it especially valuable—I’ve been an executive director for over a decade, and have never taken a cohort comprised almost exclusively with fellow EDs. I’m grateful for the friendships and supportive network formed with my fellow cohort members, as well as for the insights and talents of our cohort instructors. As a manager, the continued desire for addressing equity requires considerable support: knowledge, tools, friendships, and a network—all of which this cohort continues to deliver.”

Nick Hardigg, Executive Director
Audubon Society of Portland
Join 1,274 of our statewide members today!

nonprofitoregon.org