The end of 2017 and the beginning of 2018 have seen a lot of changes in federal policy that will have significant impact on the way nonprofits implement their business models, fundraising, and operations. One would be hard pressed to find anyone in the nonprofit sector who has not heard about the changes in federal tax policy that were passed into law through the Tax Cuts and Jobs Act of 2017 (TCJA). There are both real and projected impacts resulting from law and we certainly had a shift in the winds for the nonprofit sector. Coupled with prospects of inflation and market fluctuations, it makes for scary times for many nonprofits. However, I would encourage you to stop, take a breath, read through some of the links I’m providing here and think through your next steps. Your nonprofit can sail through these waters...

A few highlights to be aware of from the tax reform perspective:

- Through an enormous grassroots effort, the Johnson Amendment was protected and remains in place. This was a crucial win for nonprofits in keeping partisanship out of our sector. We will all need to keep a wary eye out, as attempts to repeal the Johnson Amendment will continue through other bills.

- Cuts to Private Activity Bonds were pulled from the final law that was passed and the ability for nonprofits to have access to these important capital asset bonding measures was protected. The Oregon Facilities Authority remains a crucial partner in assisting nonprofits access low-cost financing for capital projects through the issuance of tax exempt conduit revenue bonds. In Oregon, that has resulted in over $5 billion in bonds to support charitable nonprofits.

- Bill Manne, Partner at Miller Nash Graham and Dunn, (an NAO business verified Affiliate Member) did an excellent overview in Tax Act Impacts on Exempt Organizations of the various elements of the Tax Cuts and Jobs Act. As you chart your next course of actions, think through what will create the most stable future for your nonprofit. Contact a tax attorney to get sound legal advice to figure out your organization’s employee payroll deductions. Contact us if you need a referral to any of the great attorneys who support nonprofits in Oregon.

“’The pessimist complains about the wind; the optimist expects it to change; the realist adjusts the sails.’” - William Arthur Ward
One issue I want to address is the assumption by some that charitable giving will drop dramatically. You have also probably heard a lot about how doubling of the standard deduction will result in huge losses to charitable giving. It is important that we put that in context. Before the TCJA was passed, only about 30% of American tax payers itemized charitable giving on their tax returns. Nationally, those who itemize contribute a large amount of the total giving to America’s nonprofits. Giving USA estimates that about 82% of giving comes from individuals who itemize on their taxes. Once the new standard deduction goes into effect in the 2018 tax year, itemization by tax filers is expected to drop to 10% or less. So, when the numbers get crunched, that decrease in itemization results in a projection of a $13 billion - $20 billion drop in charitable giving across the U.S.

As nonprofit leaders, we know that the giving patterns of our supporters are a lot more nuanced than these numbers may show. While it is true that a charitable tax deduction is an incentive, it is not the only reason people give. Americans, and Oregonians in particular, love their nonprofits. They care deeply about communities, they care about causes and they give in increasing numbers. There is greater impact on charitable giving trends from price and income variations (inflation, etc.) than changes to the standard deduction. If the economy continues to grow (or at least remains relatively stable) and prices do not inflate too much, the changes in tax rates will theoretically give people more “walking around money.” They could still give at the same rates as before or perhaps more. When President Reagan enacted the last major tax reform in the mid-1980s, the thinking was that it would also devastate charitable giving to nonprofits. In fact, several studies, including The Cost of Giving: How Do Changes in Tax Deductions Affect Charitable Contributions? and The Impact of Tax Reform on Charitable Giving: A 1989 Perspective concluded that giving rates took a dip the year after the law passed, but then returned to normal rates in the late 1980s and continued to grow, surpassing pre-tax reform giving rates by the end of the decade.

All that is to say, 2018 is the year that nonprofits need to pay special attention to a few key tenets to ensure their organizations adjust to changes:

- Know what you do well and be laser-focused on it;
- Be crisp and compelling in your messaging; and
- Understand what motivates your supporters and engage them!

As nonprofit leaders, we are realists. We need to adjust our sails. Let’s imagine and create the possibility that our supporters will give more to our worthy causes, regardless of tax advantage.

Sincerely,

Jim White
Executive Director, Nonprofit Association of Oregon

ARE YOU A THOUGHT LEADER?

If you answered “yes,” we would like to talk to you! We are looking for nonprofit thought-leaders from around the state to engage with us in a project to track charitable giving trends over the next few years. We believe this information is critical to understand the impacts of tax reform and the mechanisms that nonprofits are using to ensure their fundraising stays strong.

If you are interested in participating, please contact Jim White at: jwhite@nonprofitoregon.org.

FEBRUARY IS BLACK HISTORY MONTH

There are many ways to celebrate the accomplishments and learn about the struggles of African-American Oregonians. We encourage nonprofit leaders across the state to engage, learn and share experiences. Be sure to get involved! One of the most important ways we can build a better future is to come to terms with our past. The Oregon State Archives will be hosting the first-ever Black History Month exhibit “Black in Oregon, 1840-1870.”
OREGON LEGISLATIVE UPDATE

The 2018 Oregon legislative (short) session kicked off on February 5, with over 300 bills under consideration in the legislature. NAO has done an initial scan of the bills and has begun to track a few that may have impacts on nonprofits broadly. Most bills that relate to nonprofits this session are specific to Coordinated Care Organizations. We know of one important initiative that ensures that donors do not have their domicile of record for tax purposes determined simply by giving to a nonprofit in Oregon. That will be an important issue to support. We’ll be updating you all with a special policy edition as the session heats up. Stay tuned!

NONPROFIT TECHNOLOGY NETWORK SURVEY

NTEN is conducting a survey, in partnership with Mobile Citizen, as a follow up to their Digital Adoption Benchmark Survey conducted in 2015. NTEN seeks to learn more about the way nonprofits are making decisions about technology, both internally within their own organizations as well as in their delivery of programs and services for their constituents. Through this survey, NTEN hopes to identify changes or trends in digital adoption, and learn who may or may not be delivering digital literacy programs impacting those changes. The survey deadline is Thursday, February 15.

STATE OF THE NONPROFIT SECTOR SURVEY

On behalf of Nonprofit Finance Fund, we invite every Oregon nonprofit to participate in NFF’s annual nationwide survey on the financial and management issues facing our sector. The survey deadline is Wednesday, February 21.

NFF’s State of the Nonprofit Sector Survey results are widely used as a measure of the health and challenges of nonprofits and the communities we serve. The survey’s results can help your nonprofit’s case when seeking funding and influencing policy direction. It only takes 25 minutes, and if needed you can save your progress and return as necessary.

2018 LEADERSHIP BEND IMPACT SUMMIT

Ten Central Oregon nonprofits representing a broad cross section of human services, education and the arts have been chosen to participate in the 2018 Leadership Bend Impact Summit. The selected 10 nonprofits will participate in six free business workshops designed to better advance their missions. Read news release.

A special congratulations to NAO members:

- Humane Society of the Ochocos
- In Our Backyard and
- Oregon Adaptive Sports

Five organizations will then be selected to participate in Pitch for a Purpose event on May 1. At Pitch for a Purpose, nonprofits will have a chance to compete to win $12,000 based on business pitches they deliver to a panel of judges. Learn more.

SAVE THE DATE FOR 2018 OREGON NONPROFIT LEADERS CONFERENCE

This spring the Oregon Nonprofit Leaders Conference will be held at the Ashland Hills Hotel and Suites in Ashland, Oregon. For 29 years ONLC has brought together over 350 nonprofits, funders and thought leaders to explore the challenges and opportunities of nonprofit management today. Conference attendees will have the opportunity to meet with funders from around the region, attend a series of sessions and workshops designed to help nonprofit leaders and network with peers! Details below:

**Dates:** April 16-17, 2018  
**Location:** Ashland Hills Hotel & Suites  
**Cost:** Pricing is on a sliding scale based on organization size. Group discounts and scholarships are available. View rates.

Registration begins Monday, February 12! Early bird pricing will be available until March 30, 2018.  

[www.oregonnonprofitleadersconference.org](http://www.oregonnonprofitleadersconference.org)
RETURNING VETERANS PROJECT SEeks Executive Director

Founded in 2005, Returning Veterans Project (RVP) has provided free and confidential health and wellness services to over 2,600 post-9/11 war zone veterans, service members and their families in Oregon and Southwest Washington communities. RVP seeks an executive director to lead RVP into its next phase of development and help RVP grow.

This is a wonderful opportunity to grow an organization that has a profound impact on the lives of our veterans and their families! Position open until filled. Learn more.

NORTHWEST HEALTH FOUNDATION SEeks a Facilitator to Lead UnWind

The Kaiser Permanente Community Fund at Northwest Health Foundation (KPCF) seeks a facilitator to lead UnWind. UnWind will convene two cohorts of leaders three times over a period of 18 months. These leaders will come from organizations that have applied to and/or been funded by KPCF and Northwest Health Foundation (NWHF). Learn more.

To apply: Submit responses to the questions asked in the Request for Qualifications to Community Engagement Officer Eduardo Moreno at eduardo@northwesthealth.org by 3 p.m. on Thursday, February 22, 2018.

PGE RENEWABLE DEVELOPMENT FUND

PGE’s renewable power program is the most successful of its kind in the country—for eight years running. When a customer chooses to purchase renewable power from PGE’s Green Future program, a portion of their purchase funds the Renewable Development Fund (RDF). The RDF offers competitive funding awards to applicants deploying their own clean energy projects within PGE’s service territory. This free class will provide interested nonprofits with information on developing the best project application for RDF funding.

When: Wednesday, February 21, 2018
Time: 1:30 p.m. - 3 p.m.
Where: Portland Public Schools (501 N Dixon St.)
Register here

OREGONSAVES IS NOW OPEN FOR BUSINESS, STATEWIDE

Today, about half of Oregon’s workforce does not have access to a retirement savings option like a 401(k). That means workers are less likely to save, the long-term economy will suffer, and it also puts those businesses without plans - most of them small businesses - at a competitive disadvantage. Studies show that workers are more productive if they have less financial stress. OregonSaves is administered through the Oregon State Treasury, and was created by the state legislature in 2015 as a way to help more Oregonians have the ability to save for retirement at work. After a successful pilot phase that earned praise from savers and employers alike, OregonSaves is open for statewide enrollment for any employer with staff.


ONE GOOD TURN - A PARTNERSHIP GRANT WITH TURN AGENCY

Opportunity to win a $50,000 grant!

Turn Agency (based in Bend) is offering a graphic design and web development partnership grant to a selected nonprofit organization to define the strategic, digital and brand communications executions that will best support its mission. Valued at over $50,000 Turn Agency will commit time, expertise and resources throughout the year to deliver work to a selected nonprofit partner 100% free of charge, and with no strings attached!

Application submissions are due March 1. Finalists are notified for in-person/video interviews in early March. Selection of the grant recipient will be made by March 25.

Apply today!

OREGONSAVES IS NOW OPEN FOR BUSINESS, STATEWIDE

Today, about half of Oregon’s workforce does not have access to a retirement savings option like a 401(k). That means workers are less likely to save, the long-term economy will suffer, and it also puts those businesses without plans - most of them small businesses - at a competitive disadvantage. Studies show that workers are more productive if they have less financial stress. OregonSaves is administered through the Oregon State Treasury, and was created by the state legislature in 2015 as a way to help more Oregonians have the ability to save for retirement at work. After a successful pilot phase that earned praise from savers and employers alike, OregonSaves is open for statewide enrollment for any employer with staff.


ONE GOOD TURN - A PARTNERSHIP GRANT WITH TURN AGENCY

Opportunity to win a $50,000 grant!

Turn Agency (based in Bend) is offering a graphic design and web development partnership grant to a selected nonprofit organization to define the strategic, digital and brand communications executions that will best support its mission. Valued at over $50,000 Turn Agency will commit time, expertise and resources throughout the year to deliver work to a selected nonprofit partner 100% free of charge, and with no strings attached!

Application submissions are due March 1. Finalists are notified for in-person/video interviews in early March. Selection of the grant recipient will be made by March 25.

Apply today!

OREGONSAVES IS NOW OPEN FOR BUSINESS, STATEWIDE

Today, about half of Oregon’s workforce does not have access to a retirement savings option like a 401(k). That means workers are less likely to save, the long-term economy will suffer, and it also puts those businesses without plans - most of them small businesses - at a competitive disadvantage. Studies show that workers are more productive if they have less financial stress. OregonSaves is administered through the Oregon State Treasury, and was created by the state legislature in 2015 as a way to help more Oregonians have the ability to save for retirement at work. After a successful pilot phase that earned praise from savers and employers alike, OregonSaves is open for statewide enrollment for any employer with staff.


ONE GOOD TURN - A PARTNERSHIP GRANT WITH TURN AGENCY

Opportunity to win a $50,000 grant!

Turn Agency (based in Bend) is offering a graphic design and web development partnership grant to a selected nonprofit organization to define the strategic, digital and brand communications executions that will best support its mission. Valued at over $50,000 Turn Agency will commit time, expertise and resources throughout the year to deliver work to a selected nonprofit partner 100% free of charge, and with no strings attached!

Application submissions are due March 1. Finalists are notified for in-person/video interviews in early March. Selection of the grant recipient will be made by March 25.

Apply today!

OREGONSAVES IS NOW OPEN FOR BUSINESS, STATEWIDE

Today, about half of Oregon’s workforce does not have access to a retirement savings option like a 401(k). That means workers are less likely to save, the long-term economy will suffer, and it also puts those businesses without plans - most of them small businesses - at a competitive disadvantage. Studies show that workers are more productive if they have less financial stress. OregonSaves is administered through the Oregon State Treasury, and was created by the state legislature in 2015 as a way to help more Oregonians have the ability to save for retirement at work. After a successful pilot phase that earned praise from savers and employers alike, OregonSaves is open for statewide enrollment for any employer with staff.


ONE GOOD TURN - A PARTNERSHIP GRANT WITH TURN AGENCY

Opportunity to win a $50,000 grant!

Turn Agency (based in Bend) is offering a graphic design and web development partnership grant to a selected nonprofit organization to define the strategic, digital and brand communications executions that will best support its mission. Valued at over $50,000 Turn Agency will commit time, expertise and resources throughout the year to deliver work to a selected nonprofit partner 100% free of charge, and with no strings attached!

Application submissions are due March 1. Finalists are notified for in-person/video interviews in early March. Selection of the grant recipient will be made by March 25.

Apply today!
WHAT NAO MEMBERS ARE SAYING ABOUT THE VALUE OF MEMBERSHIP

“Since we are located in far-eastern Oregon, it is really important for us to stay connected with what is happening in the rest of the state and with other non-profits. NAO has helped us network with other professionals in the field through conferences and trainings. Also, the updates on pertinent legislation from Salem have been very useful for staying up to date with current events.”
- Powder Basin Watershed Council, Baker City

“NAO updates and training opportunities provide our staff with the knowledge and opportunities to be “in-the-know” with relevant information, best practices, and opportunities for growth. Having access to this support enables our organization to give the children we serve the most powerful voice possible.”
- CASA of Lane County, Springfield

“NAO’s affordable professional development trainings help strengthen our skills and knowledge and connects us to a wide variety of other nonprofits that we’re able to build partnerships with and learn from.”
- Caldera, Portland

“Being an NAO member has helped us succeed by making available, affordable, continuing education and access to legislative data that helps us and our donors be more informed and better advocates for our nonprofit and the children and families we serve.”
- Circle of Friends, Sisters

JOIN OREGON’S STATEWIDE NONPROFIT NETWORK

The Nonprofit Association of Oregon is the statewide membership organization providing a unique vehicle for nonprofit sector expression 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. By representing and supporting 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.

NAO MEMBERS-ONLY NEWS AND OFFERS!

Join NAO to stay up to date with NAO members-only news! NAO’s nonprofit and affiliate members receive members-only resource articles for nonprofits by our expert affiliate members, access to discount codes for services/trainings, professional development opportunities and other news impacting the nonprofit sector locally and nationwide!

Members also have access to our cost saving benefits. Not a member? Join today!

To learn more about membership visit: www.nonprofitoregon.org