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CHARITABLE GIVING; IT MAKES A DIFFERENCE

Oregon Attorney General's Charity Profile, 2002



DEPARTMENT OF JUSTICE

CHARITABLE GIVING; IT MAKES A DIFFERENCE

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As Oregon's economic slump continues, it is incumbent upon those able to support charitable causes to maximize the value of their contributions. To assist in that effort, the Charitable Activities Section of the Oregon Department of Justice offers the following profiles of charitable organizations active in the state.

For the first twenty organizations profiled, inclusion in this report was determined by citizen inquiries received by the Attorney General's office and should not be construed as critical of any particular charity. The report groups these organizations into the following four categories according to beneficiaries: Children, Health and Welfare, Law Enforcement and Veterans. In addition to the twenty charities selected due to inquiry frequency, another five were included for comparison purposes. These five are local organizations that meet standards recommended by the Better Business Bureau.

In this third year of assembling these profiles, noticeable patterns have emerged. In recognition of this, three new categories of information have been included with each profile. These include whether or not an organization has met the standards established by the Better Business Bureau, years (if any) in which an organization was previously profiled, and data regarding contracts with professional fund raisers.

The Better Business Bureau recommends 15 voluntary standards for charitable giving. Since the five comparison organizations selected by the Department all meet these standards, it seems appropriate to include this information with the other profiled organizations as well. Eight of the organizations did not disclose the information to the BBB after repeated requests, four were not requested, four met all fifteen standards, three failed at least one of the standards and an evaluation is currently in process on one organization. Additional information on the BBB standards is available on their web site (www.bbb.org).

It is evident that some organizations have generated repeated inquiries to the Department over the past three years. Fifteen of the twenty organizations profiled have appeared in previous reports. The years in which organizations were previously profiled is included so that those so inclined may compare their performance over time. The profiles from 2000 and 2001 are still available on the Department's web site (www.doj.state.or.us) for this purpose.

The organizations that repeatedly generate the highest number of inquiries are those that contract with professional fund raisers to conduct telemarketing campaigns. Twelve of this year's profiles meet this criterion. Information on these for-profit businesses is included in the profiles for the first time. In addition to the name of the firm and mode of contact, the net from solicitations, which is returned to the charity, is listed. This figure is based on either the fund raiser's guaranteed minimum or past performance, where available.

The information included in this report was gleaned from tax returns, which charities operating in Oregon are required to file with the Department of Justice each year. Expenditures made over the course of the reporting period were selected as the figures that best represent organizational efficiency. In addition to **total expenses**, the report includes expenditures on **fund raising, management** and **total programs** and the percentage of total expenditures each category represents.

An expense category entitled **program less joint cost allocation**, excludes costs for fund raising programs with an educational component that were reported as program expenses. Stated another way, “joint cost allocation” means that the telephone or direct mail request for funds includes an education message, and is being counted as part of the organization’s charitable program. In the case of one profiled charity, excluding program due to joint cost allocation reduced **program expenses** from 76.2% of **total expenses** to 22.9%. None of the five organizations included for comparison allocated joint costs.

Also included is information regarding **grants** made by each organization. This figure should be considered in relation to organizational mission to determine funds actually reaching intended beneficiaries. It should be noted, however, that many organizations do not award grants. With some **operating** charities, such as museums or theaters, none of the program dollars are directed to others, so the value of their grants is of little consequence. However, where the mission of the organization is to raise money to aid individual beneficiaries, as with charities assisting veterans or granting children’s wishes, the percentage of funds used to make those grants can be very important

As Oregonians consider charitable donations, particularly at this time of year, it is hoped that this report will encourage the exercise of informed judgment. In order to save on fundraising expenses, a proactive approach to giving is recommended. After identifying potential recipients, donors should determine how much of their donation will be spent on program services. This information is readily available through tax returns, which charities are required to provide and which can be accessed on-line at www.guidestar.org. The Charitable Activities Section also maintains a searchable charities database at (www.doj.state.or.us) and welcomes telephone inquiries at (503) 229-5725.

As Oregon struggles with the constraints of a sluggish economy, the critical work of charities is more important than ever. The Department of Justice encourages Oregonians to give generously and wisely.

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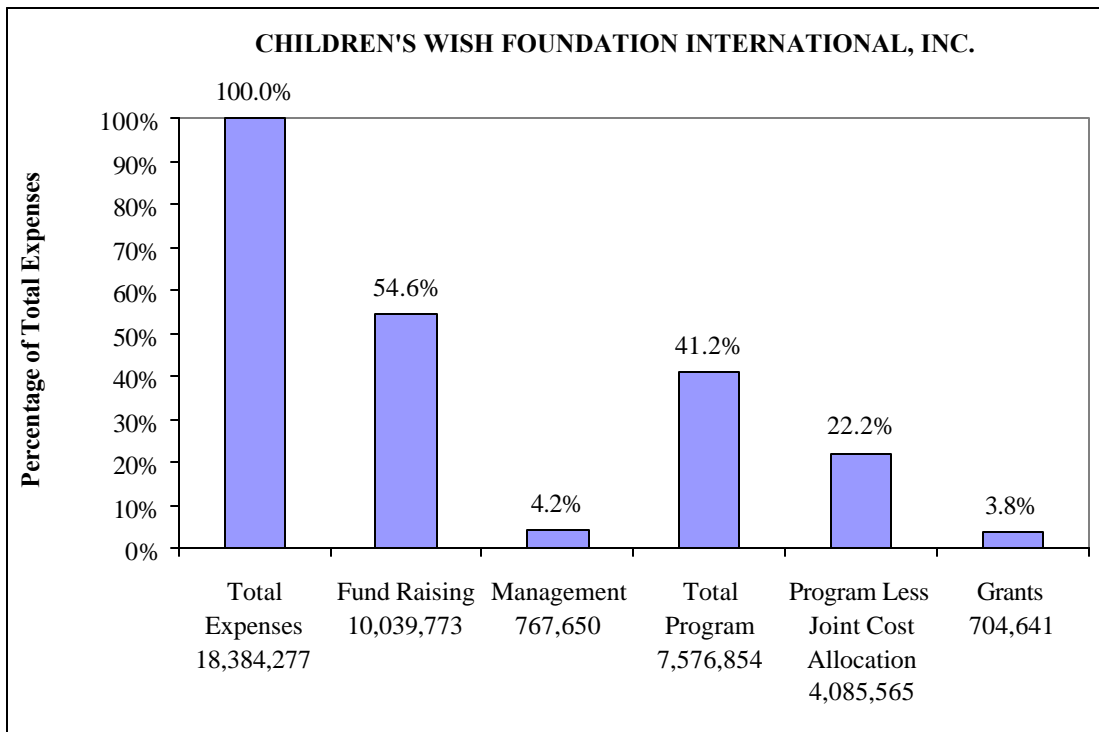
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**CHARITABLE ORGANIZATIONS
BENEFITING CHILDREN**

Children's Wish Foundation International, Inc. Atlanta, Georgia

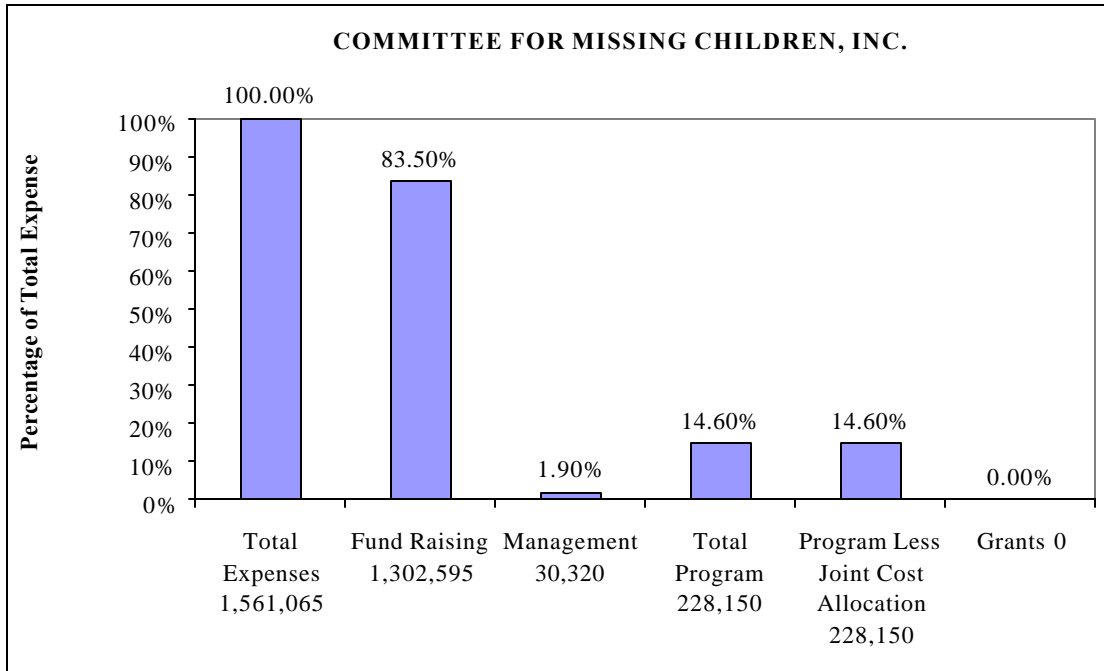
Mission:	To fulfill the last wishes of terminally ill children.	
Meets BBB Standards:	Did not disclose	
Previously Profiled:	2001	
Reporting Period:	7/00 – 6/01	
Total Expenses:	18,384,277	
Fund Raising:	10,039,773	(54.6% of total)
Management:	767,650	(4.2% of total)
Total Program:	7,576,854	(41.2% of total)
Program Less Joint Cost Allocation:	4,085,565	(22.2% of total)
Grants:	704,641	(3.8% of total)



Professional Fund Raisers:	Mode of Contact:	Net to Charity:
Heritage Publishing Company	Telemarketing	12%
Reese Brothers	Telemarketing	5%
Vehicle Processing Center	Newspaper/Radio Advertising	15%

**Committee for Missing Children, Inc.
Lawrenceville, Georgia**

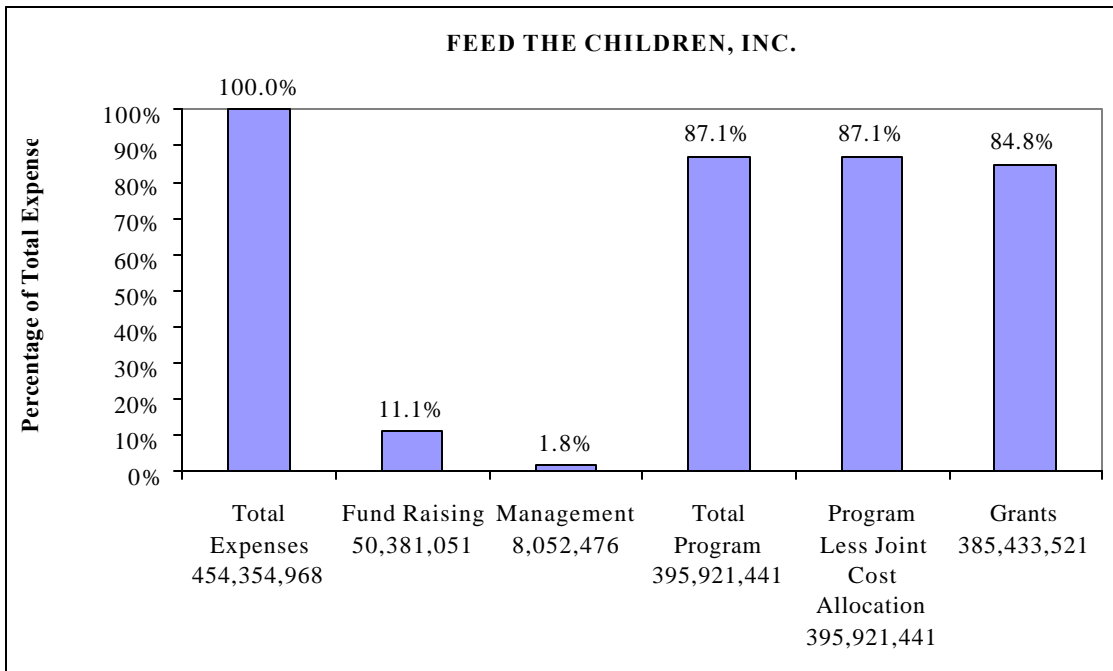
Mission:	To distribute pictures of missing children and see that parents of missing children receive all the help they deserve.	
Meets BBB Standards:	Evaluation in Process	
Previously Profiled:	2001	
Reporting Period:	9/00 – 8/01	
Total Expenses:	1,561,065	
Fund Raising:	1,302,595	(83.5% of total)
Management:	30,320	(1.9% of total)
Total Program:	228,150	(14.6% of total)
Program Less Joint Cost Allocation:	228,150	(14.6% of total)
Grants:	0	(0.0% of total)



Professional Fund Raiser:	Mode of Contact:	Net to Charity:
LAS, LLC	Telemarketing	10%
Xentel, Inc.	Telemarketing	10%

**Feed the Children, Inc.
Oklahoma City, Oklahoma**

Mission:	To provide food, clothing and other assistance to needy children worldwide.	
Meets BBB Standards:	No	
Previously Profiled:	2000, 2001	
Reporting Period:	10/00 – 9/01	
Total Expenses:	454,354,968	
Fund Raising:	50,381,051	(11.1% of total)
Management:	8,052,476	(1.8% of total)
Total Program:	395,921,441	(87.1% of total)
Program Less Joint Cost Allocation:	395,921,441	(87.1% of total)
Grants:	385,433,521	(84.8% of total)



Professional Fund Raisers:

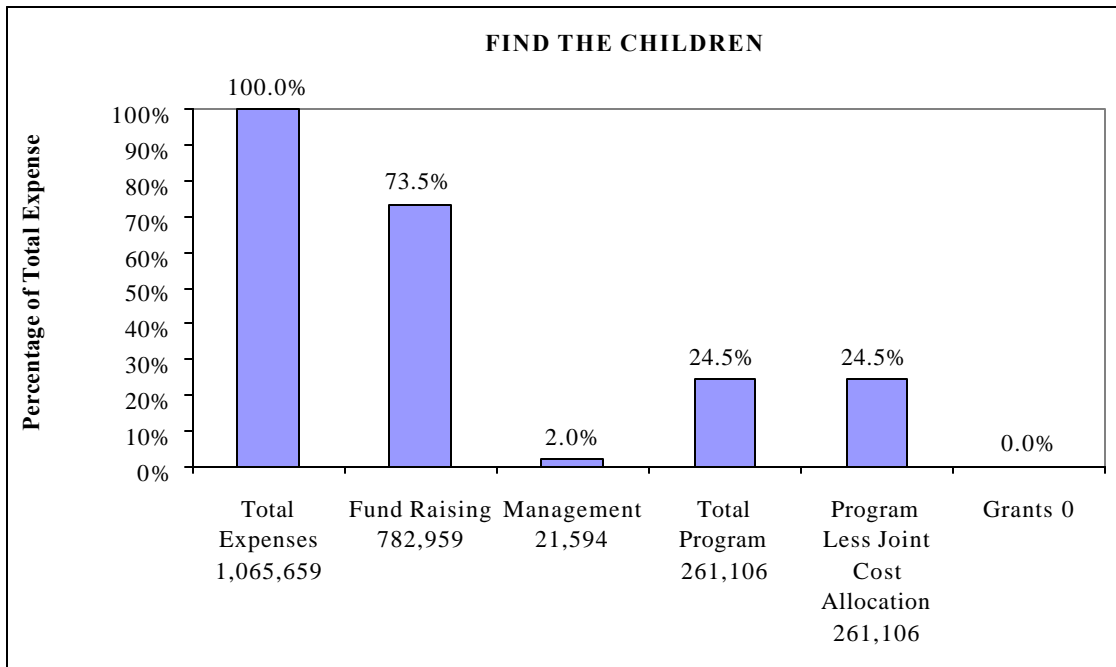
None

Mode of Contact:

Direct Mail

Find the Children Santa Monica, California

Mission:	To aid in finding missing children.	
Meets BBB Standards:	Did Not Disclose	
Previously Profiled:	2001	
Reporting Period:	9/00 – 8/01	
Total Expenses:	1,065,659	
Fund Raising:	782,959	(73.5% of total)
Management:	21,594	(2.0% of total)
Total Program:	261,106	(24.5% of total)
Program Less Joint Cost Allocation:	261,106	(24.5% of total)
Grants:	0	(0.0% of total)



Professional Fund Raisers:

Jadent, Inc.
(d.b.a. Charitable Nonprofit Svcs.)

Mode of Contact:

Telemarketing

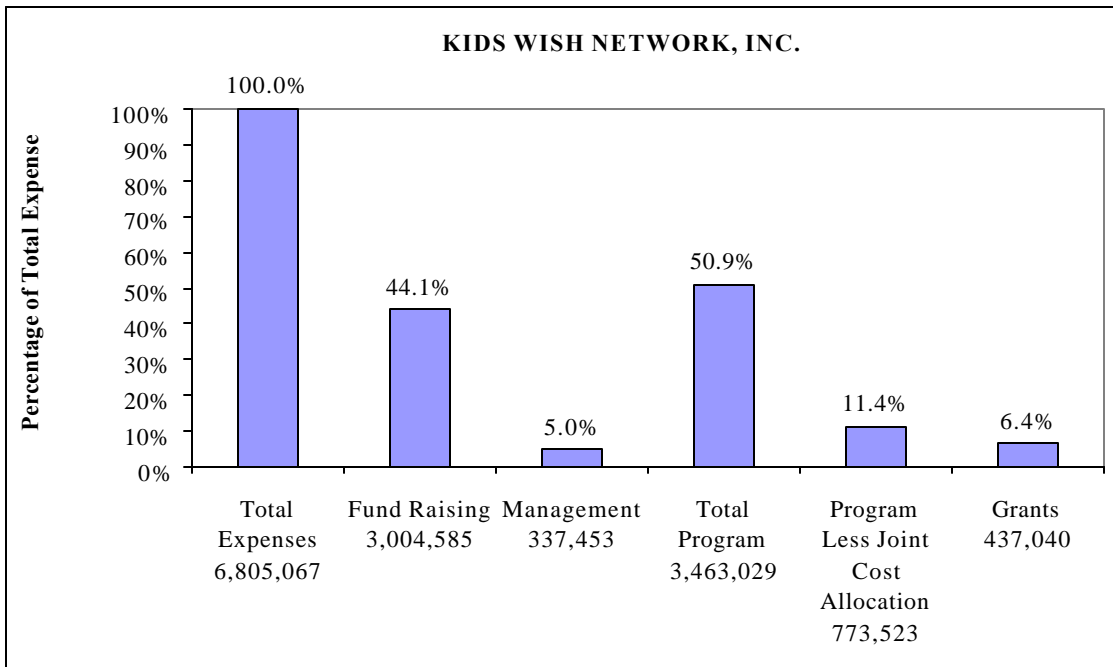
Net to Charity:

25%*

*Fund raiser publishes a photographic directory on behalf of the charity.

**Kids Wish Network, Inc.
Oldsmar, Florida**

Mission:	To fulfill the wishes of children suffering from life-threatening illnesses.	
Meets BBB Standards:	Did Not Disclose	
Previously Profiled:	2001	
Reporting Period:	6/00 – 5/01	
Total Expenses:	6,805,067	
Fund Raising:	3,004,585	(44.1% of total)
Management:	337,453	(5.0% of total)
Total Program:	3,463,029	(50.9% of total)
Program Less Joint Cost Allocation:	773,523	(11.4% of total)
Grants:	437,040	(6.4% of total)



Professional Fund Raisers:
Jadent, Inc.
(d.b.a. Charitable Gift Services)

Mode of Contact:
Telemarketing

Net to Charity:
12%

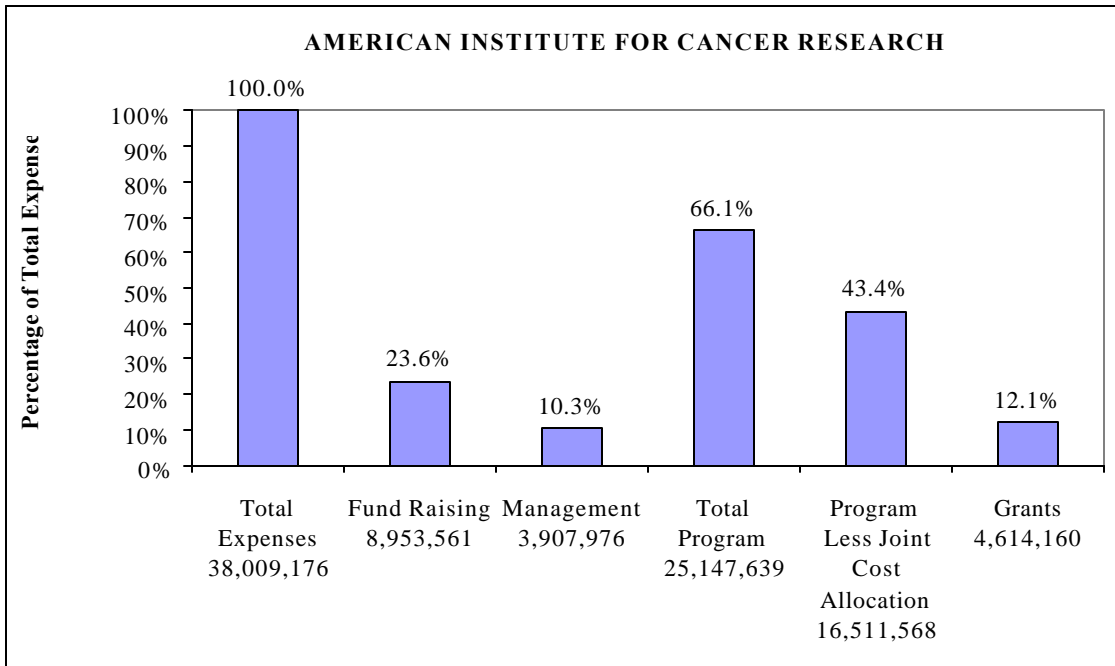
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**CHARITABLE ORGANIZATIONS
ADDRESSING HEALTH AND WELFARE ISSUES**

American Institute for Cancer Research Washington, DC

Mission:	To fund cancer research projects.	
Meets BBB Standards:	Yes	
Previously Profiled:	No	
Reporting Period:	10/00 – 9/01	
Total Expenses:	38,009,176	
Fund Raising:	8,953,561	(23.6% of total)
Management:	3,907,976	(10.3% of total)
Total Program:	25,147,639	(66.1% of total)
Program Less Joint Cost Allocation:	16,511,568	(43.4% of total)
Grants:	4,614,160	(12.1% of total)



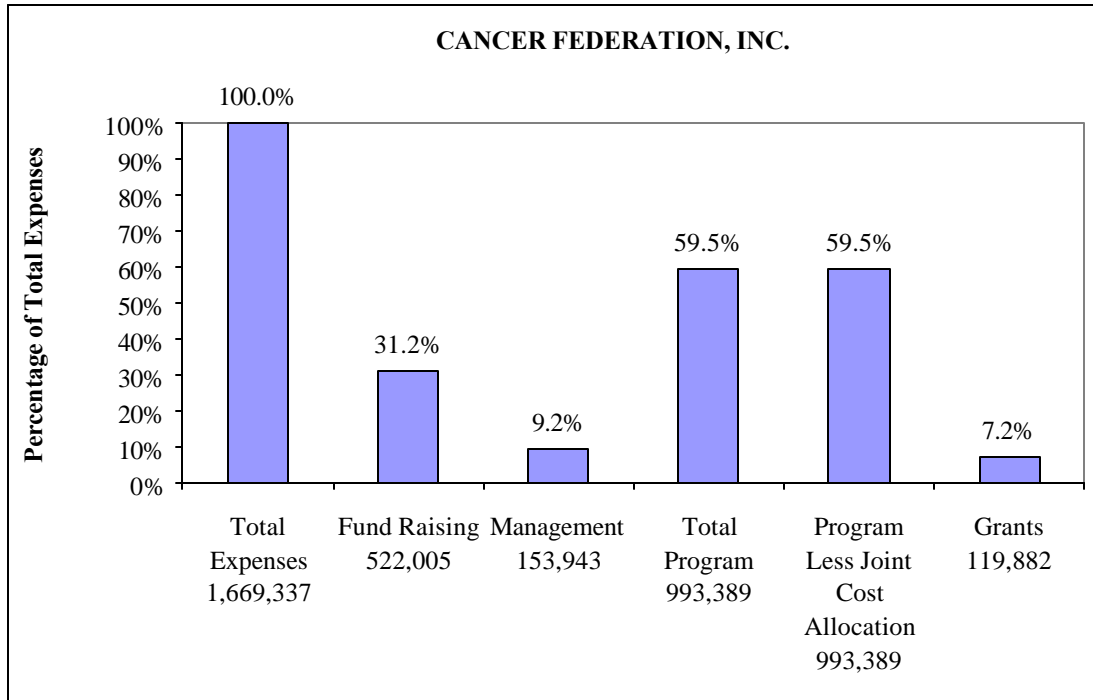
Professional Fund Raisers:
InfoCision Management Corporation

Mode of Contact:
Telemarketing

Net to Charity:
15%

Cancer Federation, Inc. Banning, California

Mission:	To fund scholarships and research in cancer immunology and serve cancer patients through publications, meetings and referrals.	
Meets BBB Standards:	Did Not Disclose	
Previously Profiled:	No	
Reporting Period:	6/00 – 5/01	
Total Expenses:	1,669,337	
Fund Raising:	522,005	(31.1% of total)
Management:	153,943	(9.2% of total)
Total Program:	993,389	(59.5% of total)
Program Less Joint Cost Allocation:	993,389	(59.5 % of total)
Grants:	119,882	(7.2% of total)



Professional Fund Raisers:

Jadent, Inc.
(d.b.a. Campaign Processing Center)

Mode of Contact:

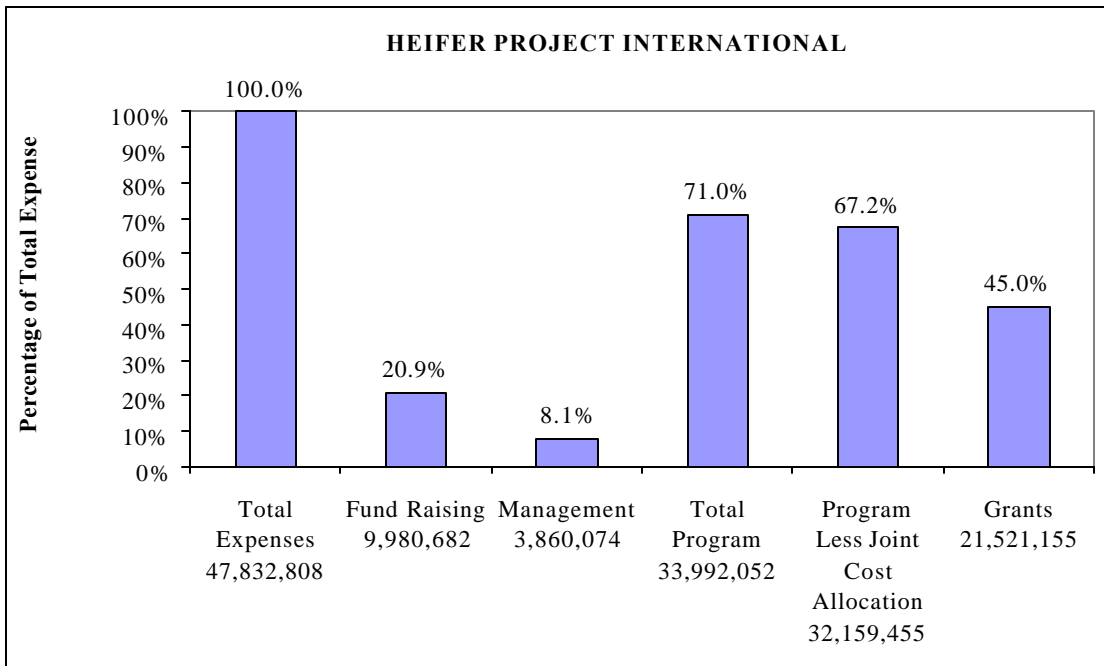
Telemarketing

Net to Charity:

20%

Heifer Project International Little Rock, Arkansas

Mission:	To provide livestock to needy persons along with related services to alleviate hunger, primarily internationally.	
Meets BBB Standards:	Yes	
Previously Profiled:	No	
Reporting Period:	7/01 – 6/02	
Total Expenses:	47,832,808	
Fund Raising:	9,980,682	(20.9% of total)
Management:	3,860,074	(8.1% of total)
Total Program:	33,992,052	(71.0% of total)
Program Less Joint Cost Allocation:	32,159,455	(67.2% of total)
Grants:	21,521,155	(45.0% of total)



Professional Fund Raisers:

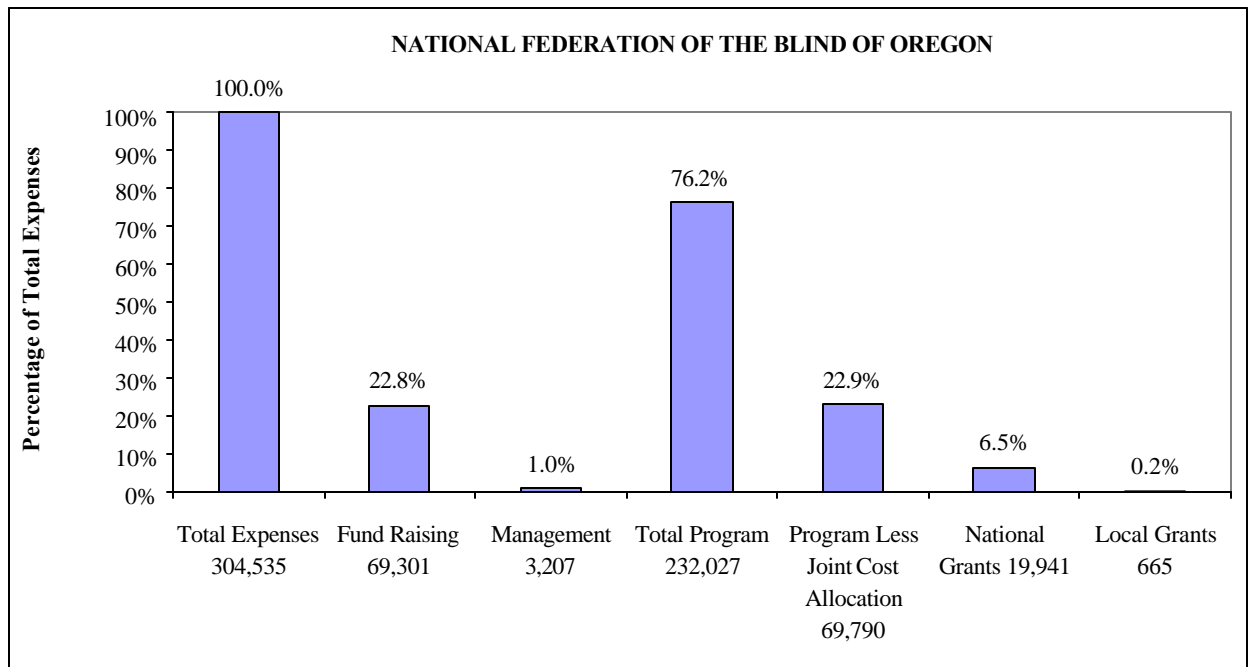
None

Mode of Contact:

Direct Mail

National Federation of the Blind of Oregon Springfield, Oregon

Mission:	To promote the general welfare of the blind of Oregon and the nation.	
Meets BBB Standards:	Did Not Disclose	
Previously Profiled:	2000, 2001	
Reporting Period:	1/01 – 12/01	
Total Expenses:	304,535	
Fund Raising:	69,301	(22.8% of total)
Management:	3,207	(1.0% of total)
Total Program:	232,027	(76.2% of total)
Program Less Joint Cost Allocation:	69,790	(22.9% of total)
National Grants:	19,941	(6.5% of total)
Local Grants	665	(0.2% of total)



Professional Fund Raisers:
CMS
MAS

Mode of Contact:
Telemarketing
Telemarketing (tickets)

Net to Charity:
15%
20%

National Foundation for Cancer Research Bethesda, Maryland

Mission: Operation of laboratories and research facilities to determine cause and cure of cancer and other diseases.

Meets BBB Standards: Yes

Previously Profiled: No

Reporting Period: 10/00 – 9/01

Total Expenses: 22,726,100

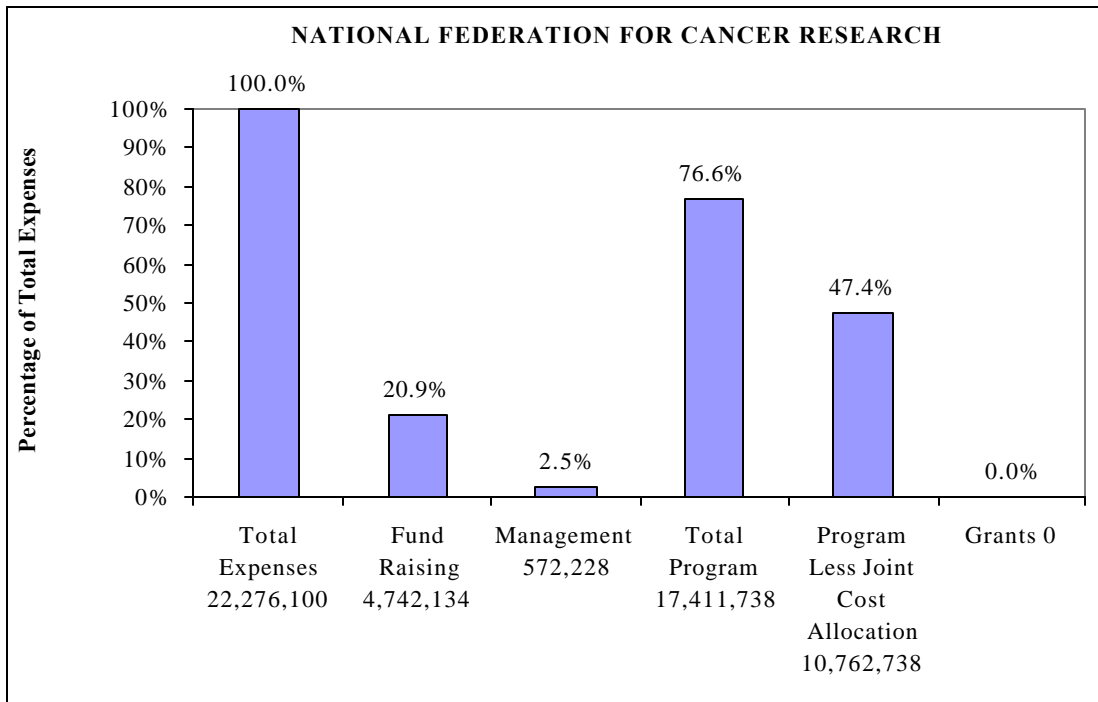
Fund Raising: 4,742,134 (20.9% of total)

Management: 572,228 (2.5% of total)

Total Program: 17,411,738 (76.6% of total)

Program Less Joint Cost Allocation: 10,762,738 (47.4% of total)

Grants: 0 (0.0% of total)



Professional Fund Raisers:

None

Mode of Contact:

Direct Mail

Oregon Games, Inc. (d.b.a. Oregon Disability Sports) Salem, Oregon

Mission: To promote the participation of physically limited children, youth, and adults in activities including, but not limited to, sports, games and leisure opportunities.

Meets BBB Standards: Did Not Disclose

Previously Profiled: 2000, 2001

Reporting Period: 10/00 – 10/01

Total Expenses: 292,626

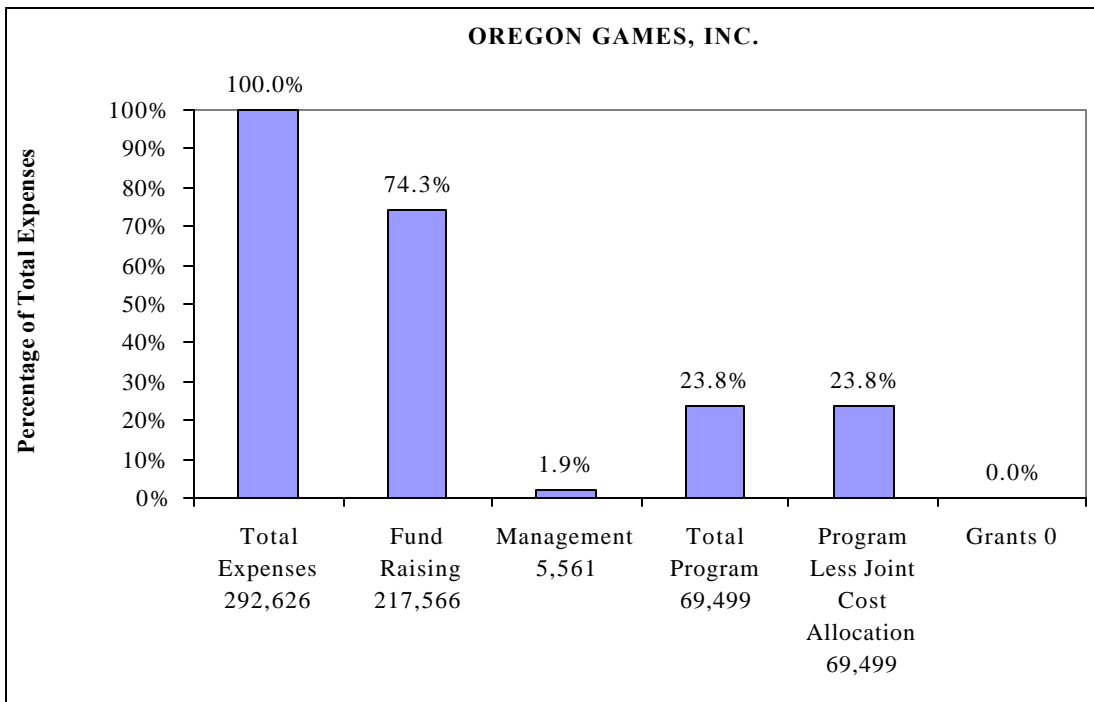
Fund Raising: 217,566 (74.3% of total)

Management: 5,561 (1.9% of total)

Total Program: 69,499 (23.8% of total)

Program Less Joint Cost Allocation: 69,499 (23.8% of total)

Grants: 0 (0% of total)



Professional Fund Raisers:

Jadent, Inc.
(d.b.a. Charitable Gift Services)

Mode of Contact:

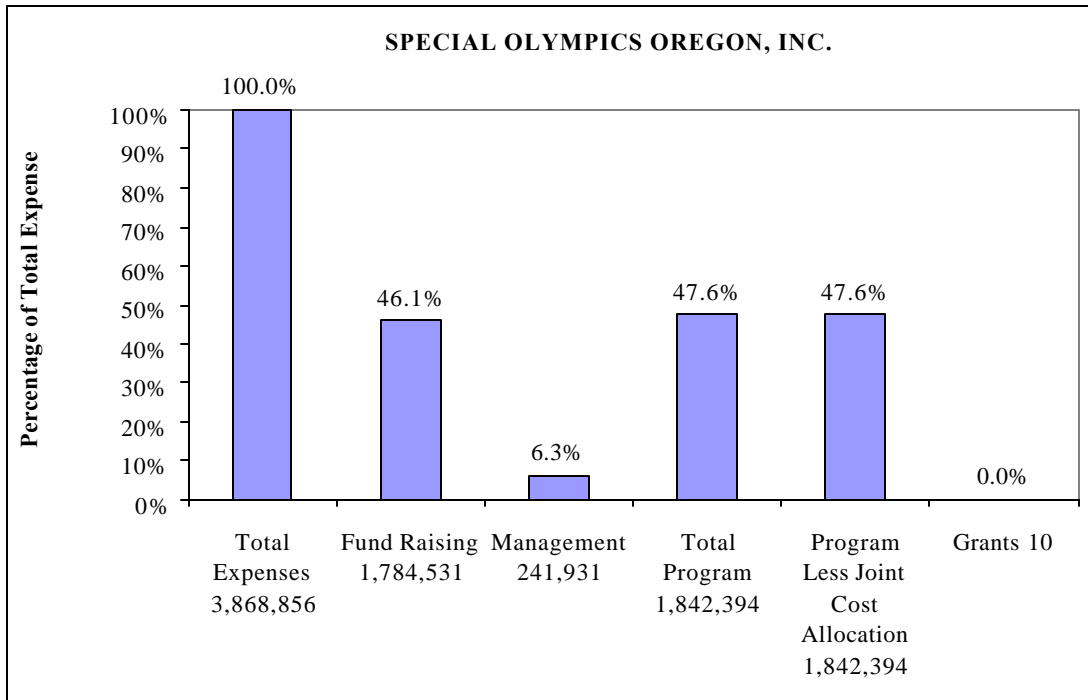
Telemarketing

Net to Charity:

30%

Special Olympics Oregon, Inc. Portland, Oregon

Mission:	To provide physical fitness, sports training and athletic competition for mentally retarded individuals.	
Meets BBB Standards:	Unavailable	
Previously Profiled:	No	
Reporting Period:	1/00 – 12/00	
Total Expenses:	3,868,856	
Fund Raising:	1,784,531	(46.1% of total)
Management:	241,931	(6.3% of total)
Total Program:	1,842,394	(47.6% of total)
Program Less Joint Cost Allocation:	1,842,394	(47.6% of total)
Grants:	0	(0% of total)



Professional Fund Raisers:

Jadent, Inc.
(d.b.a. Campaign Processing Center)

Mode of Contact:

Telemarketing

Net to Charity:

44%

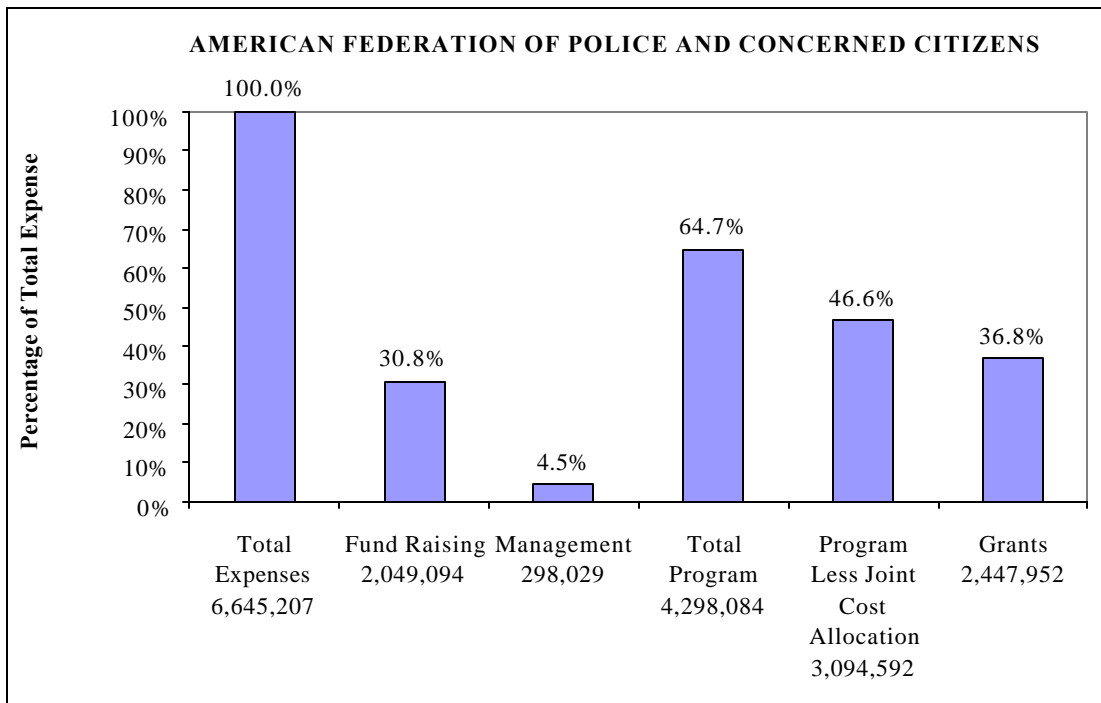
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**CHARITABLE ORGANIZATIONS
BENEFITING LAW ENFORCEMENT**

American Federation of Police and Concerned Citizens Miami, Florida

Mission:	To promote the training of police reserves.	
Meets BBB Standards:	Did Not Disclose	
Previously Profiled:	2000	
Reporting Period:	7/01 – 6/02	
Total Expenses:	6,645,207	
Fund Raising:	2,049,094	(30.8% of total)
Management:	298,029	(4.5% of total)
Total Program:	4,298,084	(64.7% of total)
Program Less Joint Cost Allocation:	3,094,592	(46.6% of total)
Grants:	2,447,952	(36.8% of total)



Professional Fund Raisers:

Creative Telemarketing

Mode of Contact:

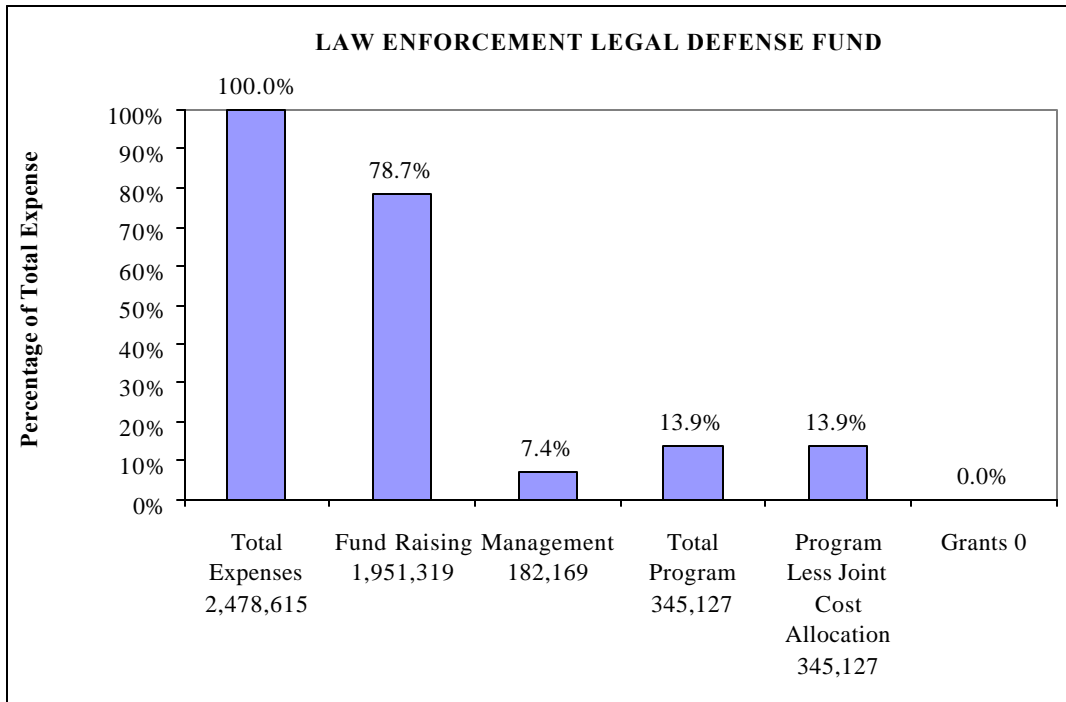
Telemarketing

Net to Charity:

25%

Law Enforcement Legal Defense Fund Washington, DC

Mission:	To provide assistance to law enforcement officers when it is necessary for them to defend actions taken in the line of duty.	
Meets BBB Standards:	No	
Previously Profiled	No	
Reporting Period:	1/01 – 12/01	
Total Expenses:	2,478,615	
Fund Raising:	1,951,319	(78.7% of total)
Management:	182,169	(7.4% of total)
Total Program:	345,127	(13.9% of total)
Program Less Joint Cost Allocation:	345,127	(13.9% of total)
Grants:	0	(0.0% of total)



Professional Fund Raisers:

None

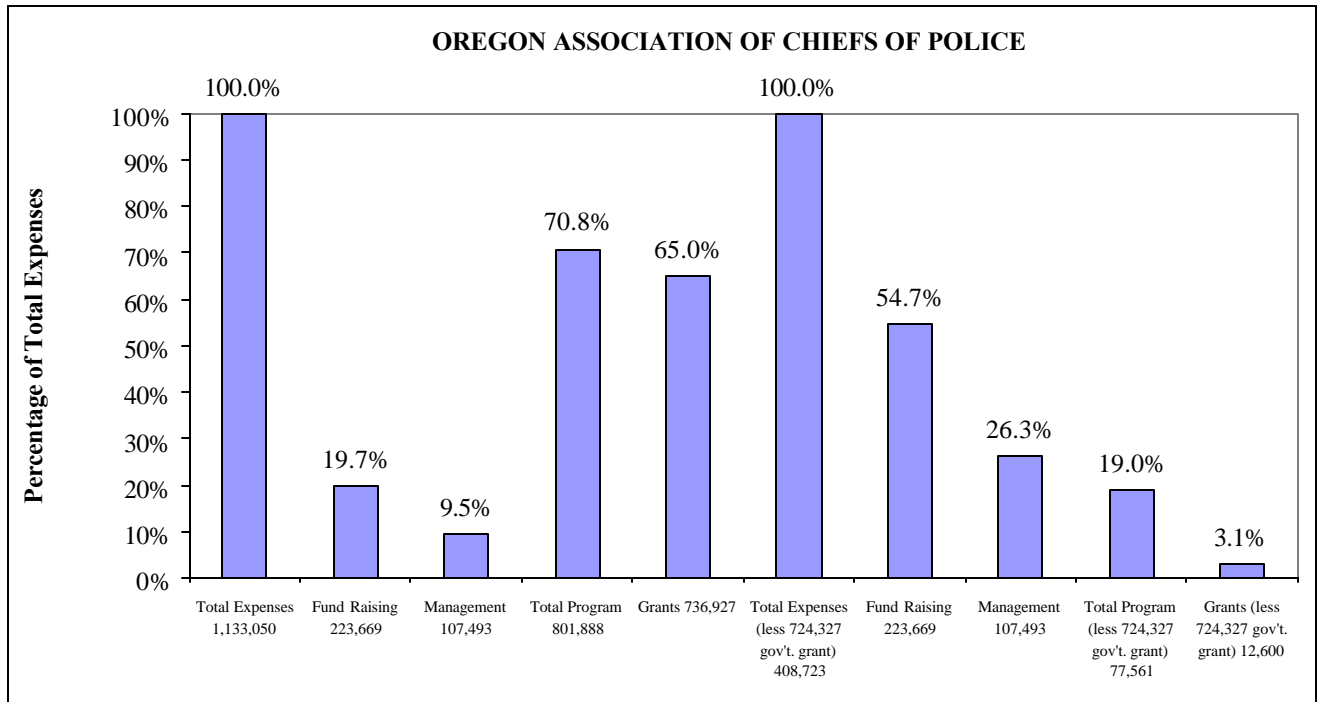
Mode of Contact:

Direct Mail

Oregon Association of Chiefs of Police Salem, Oregon

Mission:	To advance the science and art of police administration.		
Meets BBB Standards:	Unavailable		Figures below do not include
Previously Profiled:	2000, 2001		\$724,327 in government pass
Reporting Period:	5/00 – 4/01*		through grants.
Total Expenses:	1,133,050		408,723
Fund Raising:	223,669	(19.7%)	223,669 (54.7% of adj. total)
Management:	107,493	(9.5%)	107,493 (26.3% of adj. total)
Total Program:	801,888	(70.8%)	77,561 (19.0% of adj. total)
Program Less JCA:	801,888	(70.8%)	77,561 (19.0% of adj. total)
Grants:	736,927	(65.0%)	12,600 (3.1% of adj. total)

*These figures were published in the 2001 profiles; new numbers are due in December.



Professional Fund Raisers:

Jadent, Inc.
(d.b.a. Donor Response Center)

Mode of Contact:

Telemarketing

Net to Charity:

28%*

*Fund raiser publishes "The Oregon Police Chief" magazine on behalf of the charity.

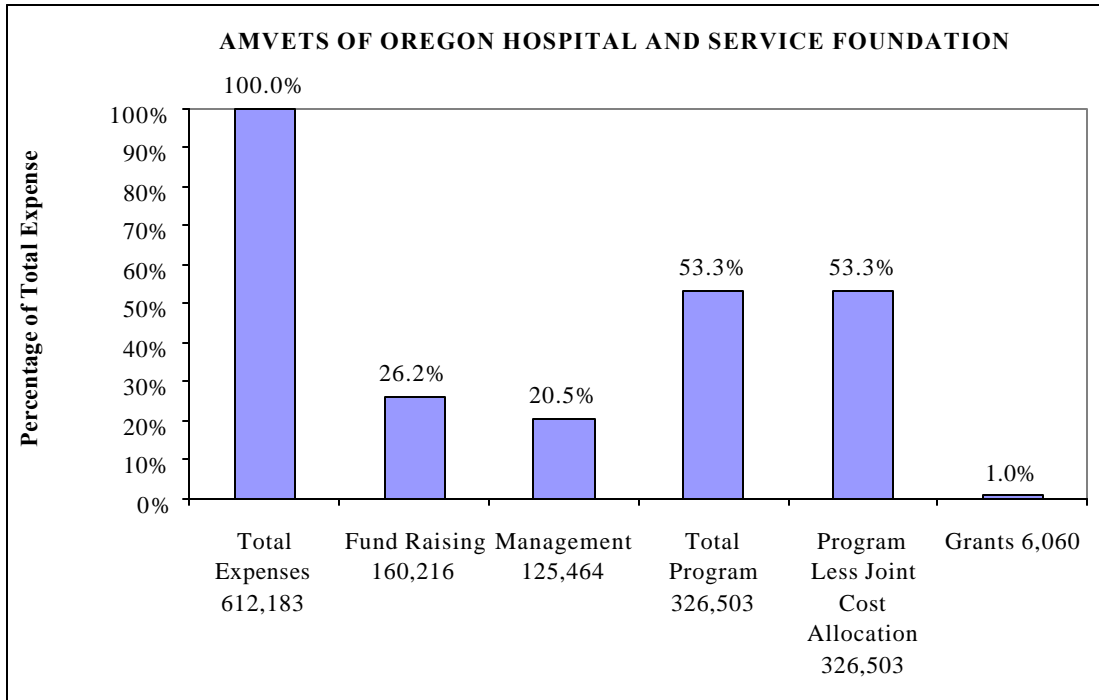
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**CHARITABLE ORGANIZATIONS
BENEFITING VETERANS**

Amvets of Oregon Hospital and Service Foundation Portland, Oregon

Mission:	To raise monies for hospitalized veterans and needy veterans in the state of Oregon.	
Meets BBB Standards:	Did Not Disclose	
Previously Profiled:	2000, 2001	
Reporting Period:	7/00 – 6/01	
Total Expenses:	612,183	
Fund Raising:	160,216	(26.2% of total)
Management:	125,464	(20.5% of total)
Total Program:	326,503	(53.3% of total)
Program Less Joint Cost Allocation:	326,503	(53.3% of total)
Grants	6,060	(1.0% of total)



Professional Fund Raisers:

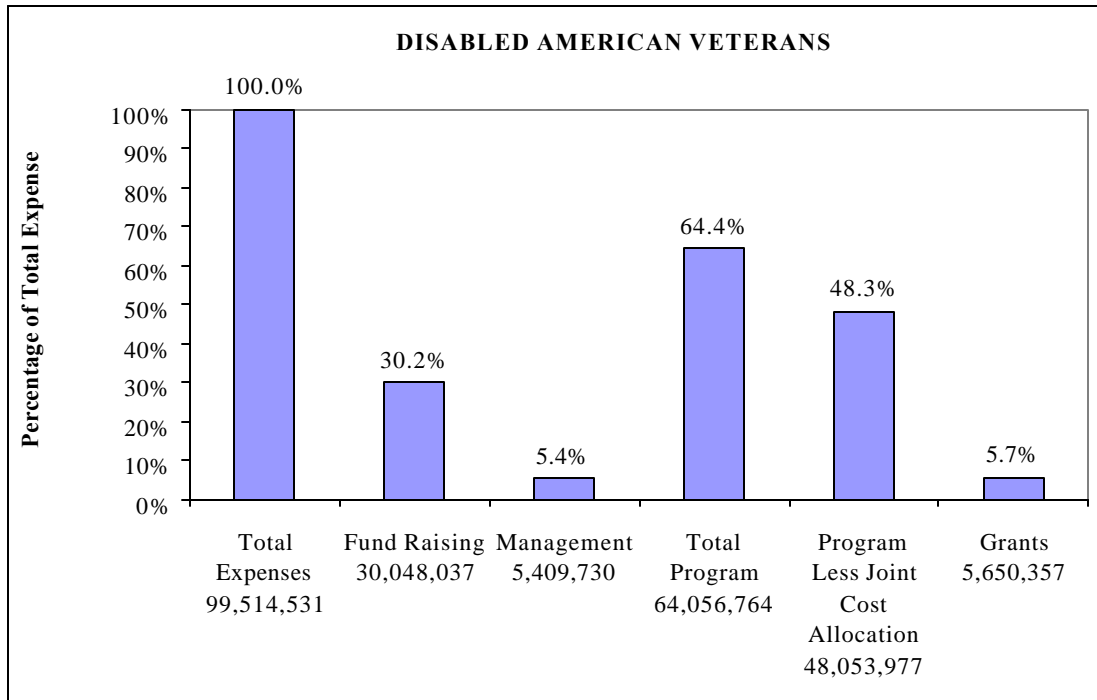
None

Mode of Contact:

Telemarketing (in house)

Disabled American Veterans Cincinnati, Ohio

Mission:	Dedicated to building better lives for all of our nation's disabled veterans and their families.	
Meets BBB Standards:	Yes	
Previously Profiled:	2000, 2001	
Reporting Period:	1/01 – 12/01	
Total Expenses:	99,514,531	
Fund Raising:	30,048,037	(30.2% of total)
Management:	5,409,730	(5.4% of total)
Total Program:	64,056,764	(64.4% of total)
Program Less Joint Cost Allocation:	48,053,977	(48.3% of total)
Grants:	5,650,357	(5.7% of total)



Professional Fund Raisers:

None

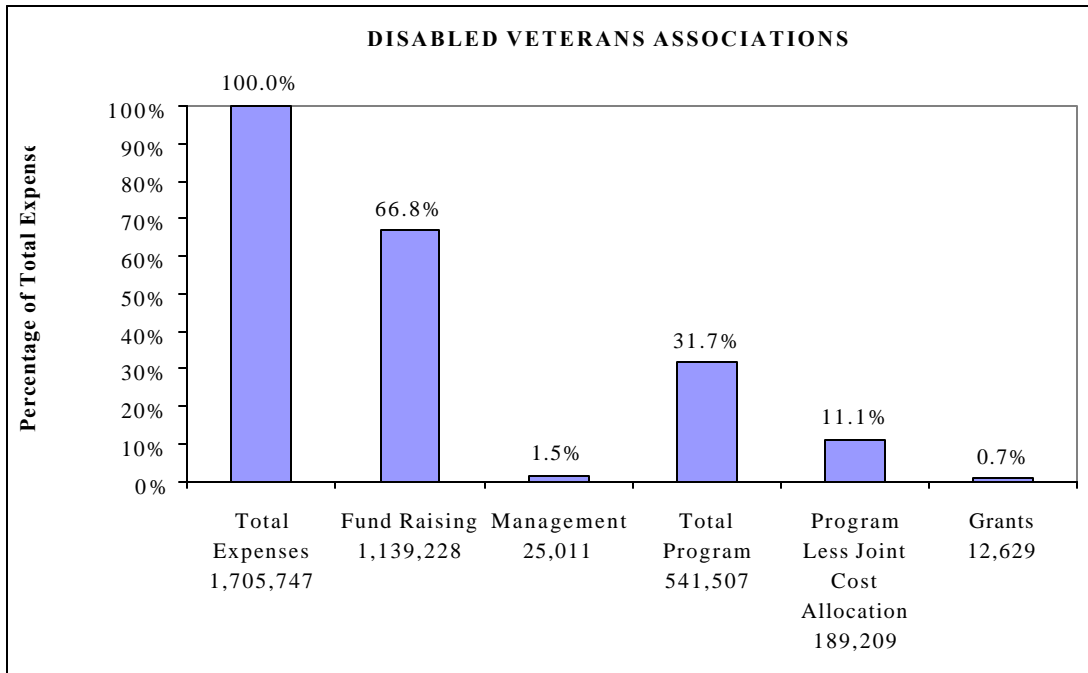
Mode of Contact:

Direct Mail

Disabled Veterans Associations Lakewood, Ohio

Mission: Aid and assist needy and disabled veterans, their families, widows and orphans of deceased veterans through direct financial grant and through financial assistance to the various state run veterans homes; carry on programs of a patriotic nature which perpetuate the memory of veterans and veterans' programs.

Meets BBB Standards:	Unavailable	
Previously Profiled:	2000, 2001	
Reporting Period:	5/00 – 4/01	
Total Expenses:	1,705,747	
Fund Raising:	1,139,228	(66.8% of total)
Management:	25,011	(1.5% of total)
Total Program:	541,507	(31.7% of total)
Program Less Joint Cost Allocation:	189,209	(11.1% of total)
Grants:	12,629	(0.7% of total)



Professional Fund Raisers:

Civic Development Group

Mode of Contact

Telemarketing

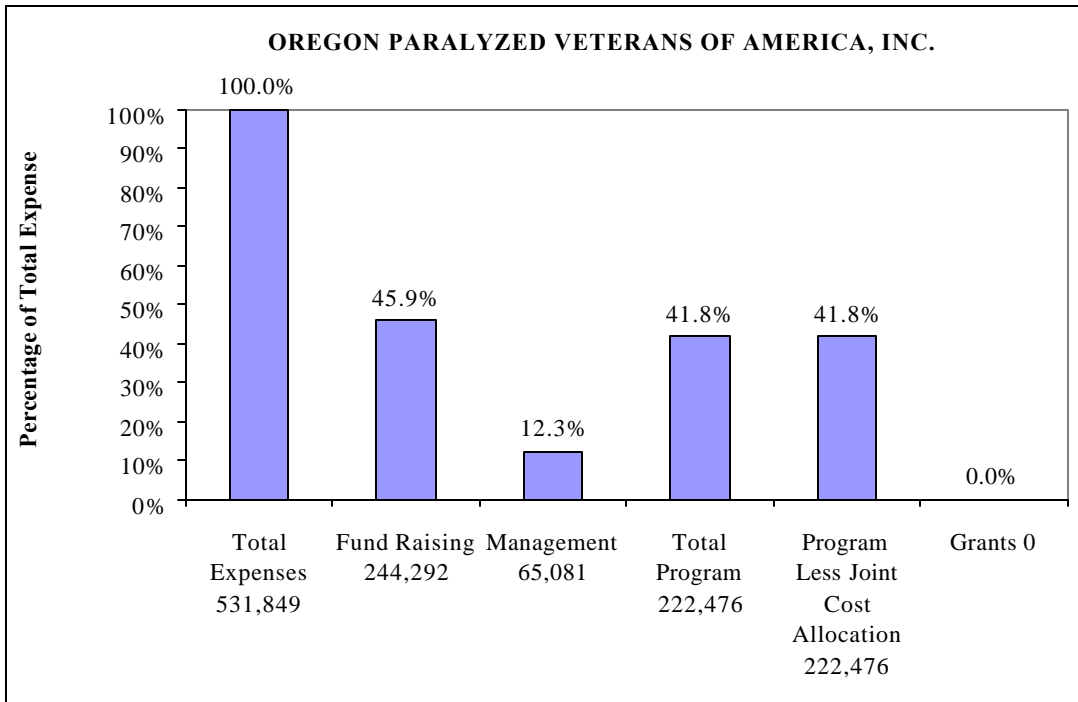
Net to Charity:

12.5%

Oregon Paralyzed Veterans of America, Inc. Salem, Oregon

Mission: To aid and assist in every way veterans of the Armed Forces who have suffered spinal cord injuries or diseases. Also helping other handicapped people.

Meets BBB Standards:	Unavailable	
Previously Profiled:	2000, 2001	
Reporting Period:	10/00 – 9/01	
Total Expenses:	531,849	
Fund Raising:	244,292	(45.9% of total)
Management:	65,081	(12.3% of total)
Total Program:	222,476	(41.8% of total)
Program Less Joint Cost Allocation:	222,476	(41.8% of total)
Grants:	0	(0.0% of total)



Professional Fund Raisers:

Telivet, Inc.

Mode of Contact:

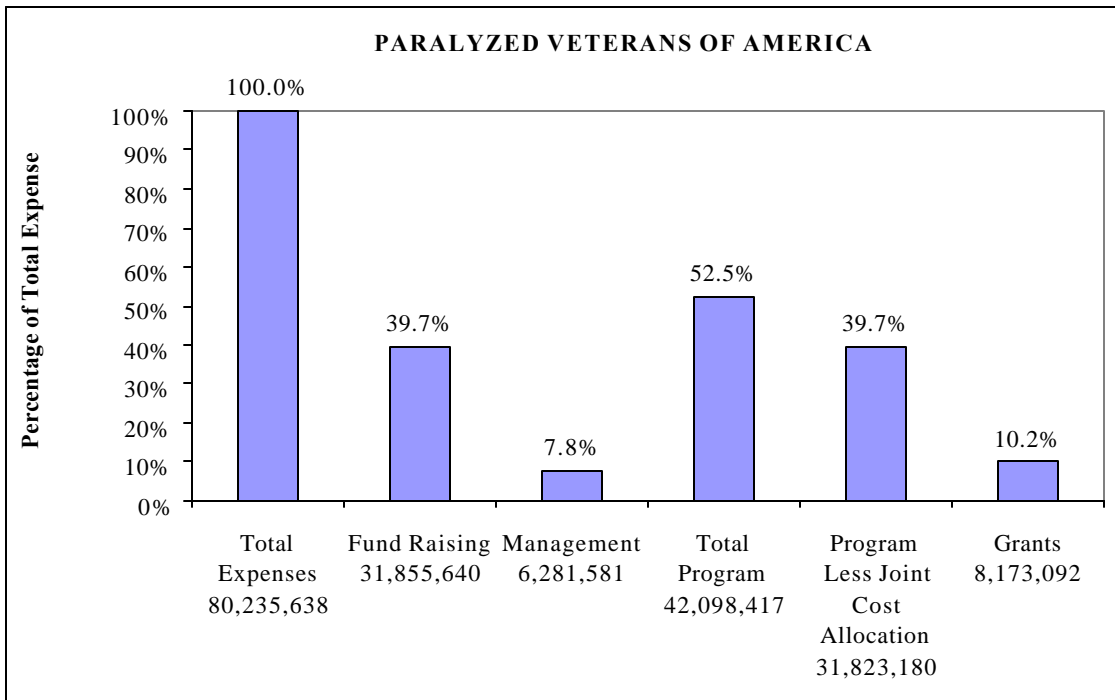
Telemarketing

Net to Charity:

30%

Paralyzed Veterans of America Washington, DC

Mission:	To provide education, training and employment services to the organization's paralyzed members.	
Meets BBB Standards:	No	
Previously Profiled:	2000, 2001	
Reporting Period:	10/00 – 9/01	
Total Expenses:	80,235,638	
Fund Raising:	31,855,640	(39.7% of total)
Management:	6,281,581	(7.8% of total)
Total Program:	42,098,417	(52.5% of total)
Cost Allocation:	31,823,180	(39.7% of total)
Grants:	8,173,092	(10.2% of total)



Professional Fund Raisers:

None

Mode of Contact:

Direct Mail

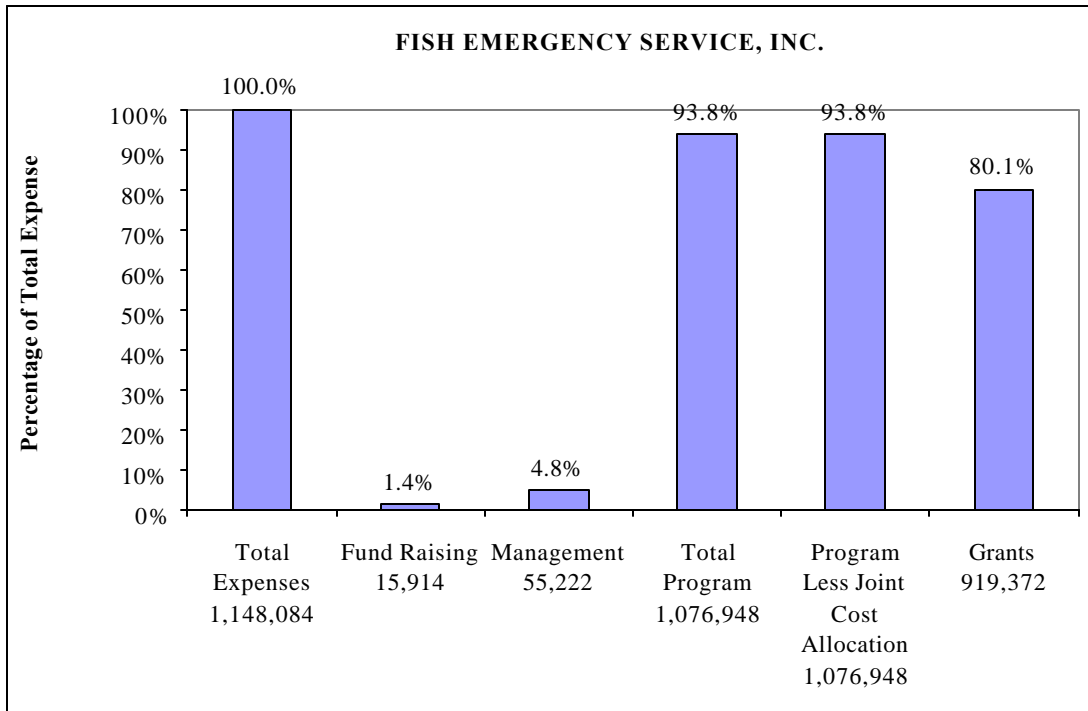
CHARITABLE GIVING; IT MAKES A DIFFERENCE

Oregon Attorney General's Charity Profile, 2002

**LOCAL CHARITIES
FOR COMPARISON PURPOSES**

Fish Emergency Service, Inc. Portland, Oregon

Mission:	To provide temporary emergency service to people in crisis.	
Meets BBB Standards:	Yes	
Previously Profiled:	No	
Reporting Period:	10/00 – 9/01	
Total Expenses:	1,148,084	
Fund Raising:	15,914	(1.4% of total)
Management:	55,222	(4.8% of total)
Total Program:	1,076,948	(93.8% of total)
Program Less Joint Cost Allocation:	1,076,948	(93.8% of total)
Grants:	919,372	(80.1% of total)

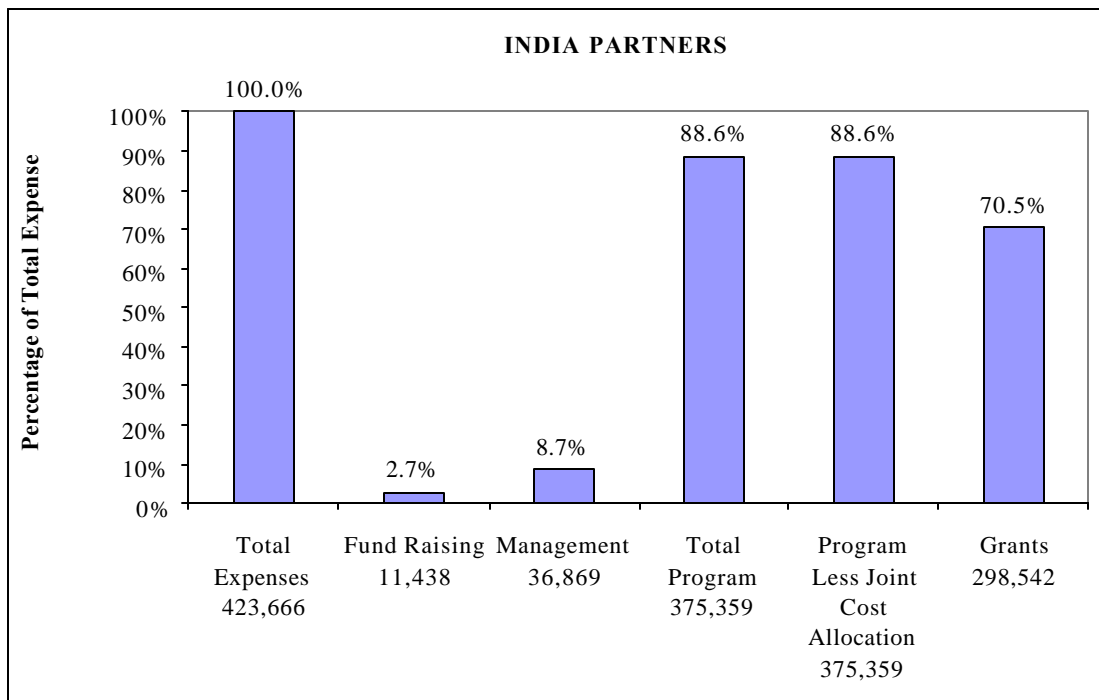


Professional Fund Raisers:

None

India Partners Eugene, Oregon

Mission:	To conduct charitable development, relief and education for the poor, distressed and underprivileged in India.	
Meets BBB Standards:	Yes	
Previously Profiled:	No	
Reporting Period:	7/00 – 6/01	
Total Expenses:	423,666	
Fund Raising:	11,438	(2.7% of total)
Management:	36,869	(8.7% of total)
Total Program:	375,359	(88.6% of total)
Program Less Joint Cost Allocation:	375,359	(88.6% of total)
Grants:	298,542	(70.5% of total)

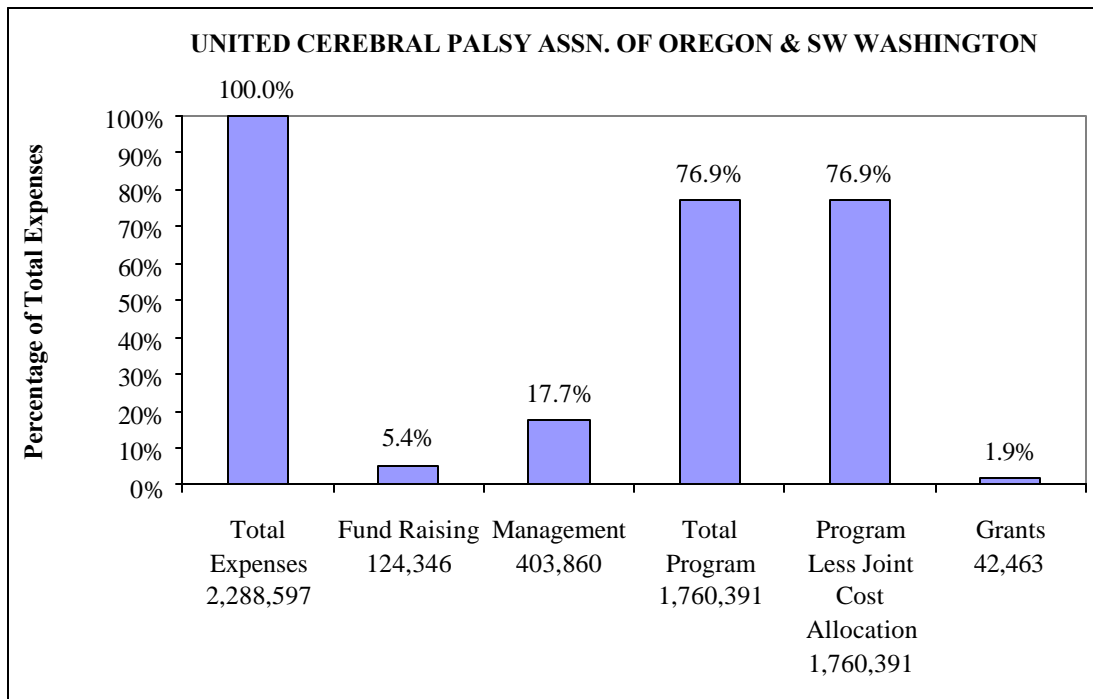


Professional Fund Raisers:

None

United Cerebral Palsy Assn. of Oregon & SW Washington Portland, Oregon

Mission:	To promote the general welfare of persons with cerebral palsy and other physical handicaps.	
Meets BBB Standards:	Yes	
Previously Profiled:	No	
Reporting Period:	7/00 – 6/01	
Total Expenses:	2,288,597	
Fund Raising:	124,346	(5.4% of total)
Management:	403,860	(17.7% of total)
Total Program:	1,760,391	(76.9% of total)
Program Less Joint Cost Allocation:	1,760,391	(76.9% of total)
Grants:	42,463	(1.9% of total)

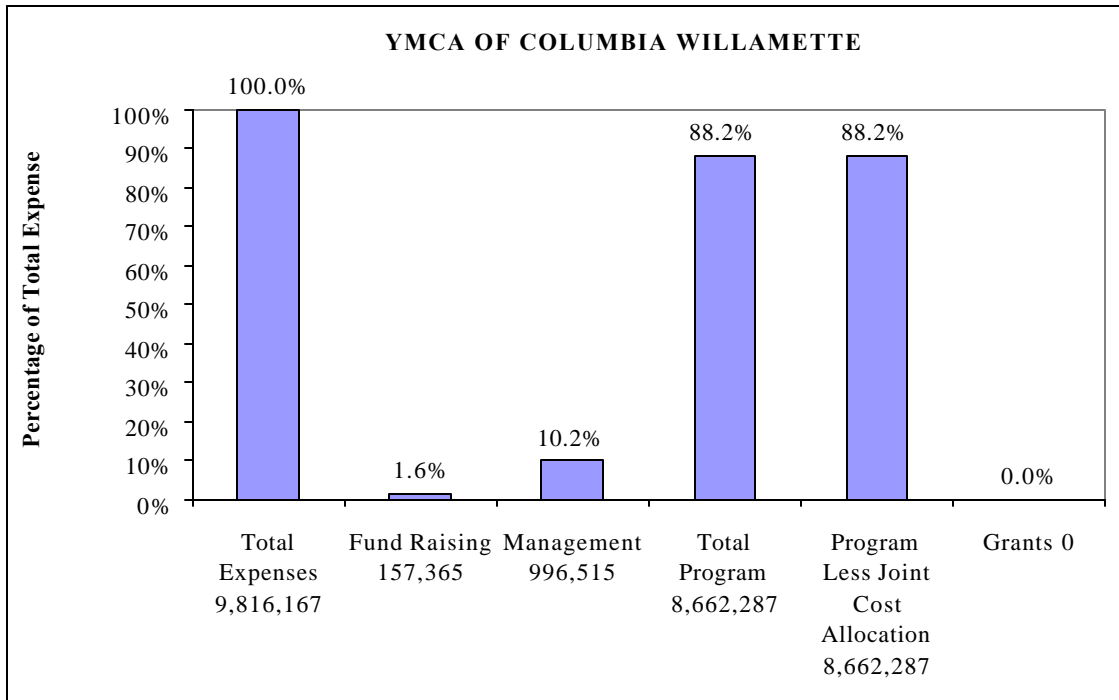


Professional Fund Raisers:

None

YMCA Association of Columbia Willamette Portland, Oregon

Mission:	To administer YMCA programs in Portland, Oregon.	
Meets BBB Standards:	Yes	
Previously Profiled:	No	
Reporting Period:	7/01 – 6/02	
Total Expenses:	9,816,167	
Fund Raising:	157,365	(1.6% of total)
Management:	996,515	(10.2% of total)
Total Program:	8,662,287	(88.2% of total)
Program Less Joint Cost Allocation:	8,662,287	(88.2% of total)
Grants:	0	(0% of total)

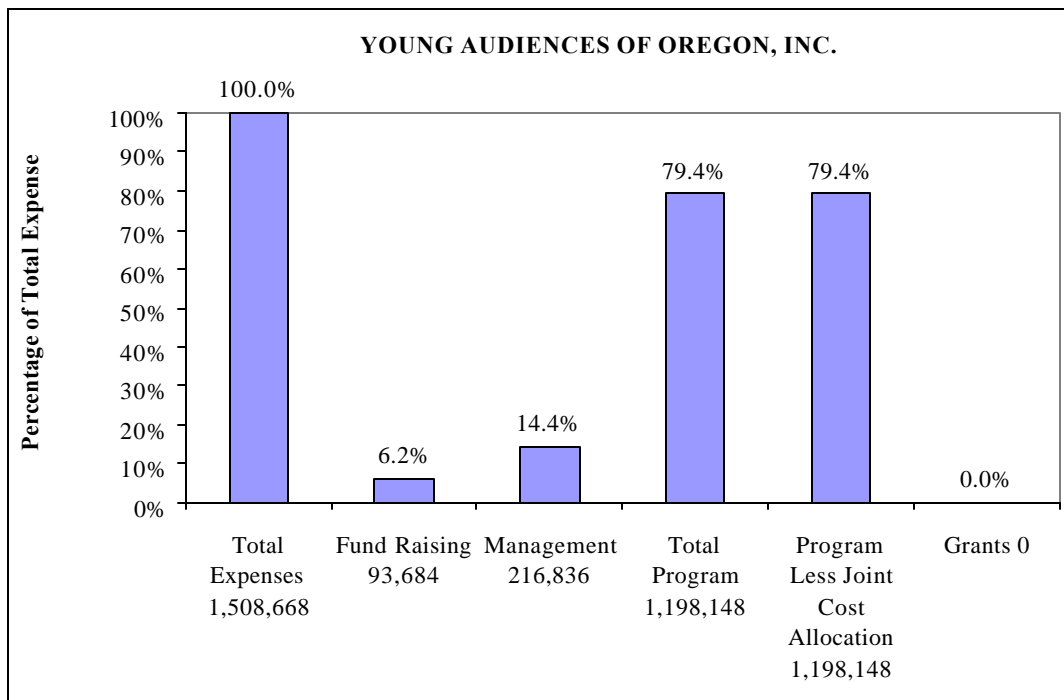


Professional Fund Raisers:

None

Young Audiences of Oregon, Inc. Portland, Oregon

Mission:	To stimulate interest and promote musical education of school-aged children by bringing appropriate live concerts of high quality into schools and communities.	
Meets BBB Standards:	Yes	
Previously Profiled:	No	
Reporting Period:	7/01 – 6/02	
Total Expenses:	1,508,668	
Fund Raising:	93,684	(6.2% of total)
Management:	216,836	(14.4% of total)
Total Program:	1,198,148	(79.4% of total)
Program Less Joint Cost Allocation:	1,198,148	(79.4% of total)
Grants:	0	(0.0% of total)



Professional Fund Raisers:

None