

CHARITABLE GIVING; IT MAKES A DIFFERENCE

Oregon Attorney General's Nonprofit Profiles, 2003

For the past three years, the Charitable Activities Section of the Oregon Department of Justice has annually profiled the twenty charities that generated the most inquiries over the preceding year. These organizations have all been public benefit charitable corporations recognized as tax-exempt by the Internal Revenue Service and thus required to register and file annual reports with the Department. In each of these years, inquiries were also received regarding organizations not required to file with the State, either because they are religious corporations, or they are mutual benefit organizations. (Mutual benefit organizations are organized primarily for the benefit of their members, but may also request funds for broader charitable purposes.) Since they do solicit charitable contributions, several such organizations have been included this year, in order to educate the giving public regarding their fundraising practices and how to obtain relevant financial information.

For the twenty organizations profiled, inclusion in this report was determined by citizen inquiries received by the Attorney General's office and inclusion should not be construed as "legitimizing" or criticizing any particular nonprofit. The report groups these organizations into the following three categories: humanitarian efforts, veterans' organizations and "badge" groups (those that support law enforcement and fire fighters).

The information included in this report was gleaned from federal informational returns. 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. It is important to recognize that figures contained in the profile are self-reported and have not been audited by the Department of Justice for accuracy. **Where such numbers appear questionable, a note describing the inconsistency is included.** Also, the mutual benefit organizations are not required to segregate their expenses by program, management and fundraising.

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 41.9% of **total expenses** to 15.0%.

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

The Better Business Bureau recommends twenty voluntary standards for charitable giving. Four of the organizations profiled did not disclose the information to the BBB after repeated requests, six were not asked for information by the BBB, five organizations were not reviewed because they are not charities, two met all twenty standards and three failed at least one of the standards. Additional information on the BBB standards is available on their web site (www.bbb.org).

The organizations that repeatedly generate the highest number of inquiries are those that contract with professional fund raisers to conduct telemarketing campaigns. Sixteen of this year's profiles meet this criterion. Information on these for-profit businesses is included in the profiles again this year. Professional telemarketers are required to provide substantial information to the Department regarding their campaigns, even if the organization they represent is not required to register. Where information from these campaigns is inconsistent with an organization's claims regarding its fundraising expenses, the discrepancy has been noted.

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 and the specific nature and quantity of the program services performed. This information is usually available through tax returns (refer to Parts II and III of the Form 990 returns), which charities are required to provide and which can be accessed online 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.

In the light of decreasing state support for charitable programs and increasing need for their services, the Attorney General joins the staff of the Charitable Activities Section in encouraging all Oregonians to give generously and wisely this holiday season.

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**HUMANITARIAN
EFFORTS**

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

Mission:	To provide food, clothing and other assistance to needy children worldwide.	
Meets BBB Standards:	Yes	
Previously Profiled:	2000, 2001, 2002	
Reporting Period:	10/01 – 6/02	
Total Expenses:	420,172,671	
Fund Raising:	38,678,372	(9.2% of total)
Management:	5,565,455	(1.3% of total)
Total Program:	375,928,844	(89.5% of total)
Program Less Joint Cost Allocation:	375,928,844	(89.5% of total)
Grants:	367,787,608	(87.5% of total)



Professional Fund Raisers:

None

Mode of Contact:

Direct Mail

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:	2002	
Reporting Period:	7/02 – 6/03	
Total Expenses:	52,829,216	
Fund Raising:	10,613,270	(20.1% of total)
Management:	4,260,953	(8.1% of total)
Total Program:	37,954,993	(71.8% of total)
Program Less Joint Cost Allocation:	36,161,315	(68.4% of total)
Grants:	22,737,040	(43.0% of total)



Professional Fund Raisers:

None

Mode of Contact:

Direct Mail

**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, 2002	
Reporting Period:	6/01 – 5/02	
Total Expenses:	7,832,089	
Fund Raising:	4,142,229	(52.9% of total)
Management:	408,317	(5.2% of total)
Total Program:	3,281,543	(41.9% of total)
Program Less Joint Cost Allocation:	1,174,594	(15.0% of total)
Grants:	731,843	(9.3% of total)



Professional Fund Raisers:

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

Mode of Contact:

Telemarketing

Net to Charity:

12%

National Missing Children Locate Center Portland, Oregon

Mission:	To locate and return missing children.	
Meets BBB Standards:	Did Not Disclose	
Previously Profiled:	No	
Reporting Period:	1/01 – 12/01	
Total Expenses:	1,146,173	
Fund Raising:	790,918	(69.0% of total)
Management:	126,878	(11.1% of total)
Total Program:	228,377	(19.9% of total)
Program Less Joint Cost Allocation:	228,377	(19.9% of total)
Grants:	0	(0.0% of total)



Professional Fund Raisers:
No current Oregon campaigns

Mode of Contact:
Unknown

**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: No

Previously Profiled: 2000, 2001, 2002

Reporting Period: 10/01 – 9/02

Total Expenses: 259,163

Fund Raising: 164,769 (63.6% of total)

Management: 7,780 (3.0% of total)

Total Program: 86,614 (33.4% of total)

Program Less Joint Cost Allocation: 86,614 (33.4% 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%

**United Care U.S.A., Inc.
Colleyville, Texas**

Mission:	To promote awareness and prevention of child molestation and abuse.	
Meets BBB Standards:	No	
Previously Profiled:	No	
Reporting Period:	6/01 – 5/02	
Total Expenses:	508,208	
Fund Raising:	76,292	(15.0% of total)*
Management:	26,366	(5.2% of total)
Total Program:	405,549	(79.8% of total)*
Program Less Joint Cost Allocation:	405,549	(79.8% of total)*
Grants:	94,569	(18.6% of total)

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Professional Fund Raiser:	Mode of Contact:	Net to Charity:
Tri-County Info Center, Inc.	Telemarketing	20%*

***Program and fundraising percentages appear inconsistent with telemarketing contract.**

United States Mission Portland, Oregon

Mission:	To provide meals, emergency and long-term shelter for the homeless, and clothes for the needy.
Meets BBB Standards:	Information not requested by BBB
Previously Profiled:	No
Reporting Period:	Filing not required due to religious status*
Total Expenses:	Unknown
Fund Raising:	Unknown
Management:	Unknown
Total Program:	Unknown
Program Less Joint Cost Allocation:	Unknown
Grants:	Unknown

Professional Fund Raisers:

None

Mode of Contact:

Door to door

Residents of the organization's two homeless shelters go door-to-door soliciting funds for the mission. Once they have completed a transitional program, a portion of the funds collected are returned for use in securing permanent housing.

*As a religious nonprofit, this organization is not required to file informational returns with the IRS or annual reports with the Department of Justice. The organization's website (www.usmission.org/Portland.html) invites public inquiries.

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**“BADGE” GROUPS
ORGANIZATIONS BENEFITING
LAW ENFORCEMENT AND FIREFIGHTERS**

American Association of State Troopers Tallahassee, Florida

Mission:	To bring together state troopers across the nation and provide them with quality benefits and assistance through brotherhood in order to enhance their quality of life.	
Meets BBB Standards:	Since this organization is not a charity, it does not fall within the scope of the CBBB Standards for Charitable Solicitations.	
Previously Profiled:	No	
Reporting Period:	1/02 – 12/02	
Total Expenses:	6,818,962	
Fund Raising:	5,421,586	(79.5% of total)
Management:	374,224	(5.5% of total)
Total Program:	1,023,152	(15% of total)
Program Less Joint Cost Allocation:	1,023,152	(15% of total)
Grants:	0	(0% of total)



Professional Fund Raisers:

Public Appeal

Mode of Contact:

Telemarketing

Net to Charity:

20%

Association for Disabled Firefighters Santa Ana, California

Mission:	To provide financial assistance to firefighters who are injured in the line of duty.	
Meets BBB Standards:	Did Not Disclose	
Previously Profiled:	No	
Reporting Period:	6/01 – 5/02	
Total Expenses:	607,706	
Fund Raising:	0	(0% of total)*
Management:	0	(0% of total)**
Total Program:	607,706	(100% of total)*
Program Less Joint Cost Allocation:	607,706	(100% of total)*
Grants:	1,900	(0.3% of total)

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Professional Fund Raisers:	Mode of Contact:	Net to Charity:
Tri-County Info. Centers	Telemarketing	20%*

***The Department sued this organization last year over fraudulent fundraising and inaccurate reporting.**

International Union of Police Associations Alexandria, Virginia

Mission:	To organize law enforcement officers on an international level for the mutual protection and advancement of interests and general welfare of its members .	
Meets BBB Standards:	Since this organization is not a charity, it does not fall within the scope of the CBBB Standards for Charitable Solicitations.	
Previously Profiled:	No	
Reporting Period:	4/02 – 3/03	
Total Expenses:	8,272,261	
Fund Raising:	5,618,629	(67.9% of total)
Management:	631,664	(7.6% of total)
Total Program:	2,021,968	(24.5% of total)
Program Less Joint Cost Allocation:	2,021,968	(24.5% of total)
Grants:	4,000	(0.5% of total)



Professional Fund Raisers:

LAS, L.L.C.

Mode of Contact:

Telemarketing

Net to Charity:

15%

National Association of Slain Officers Clackamas, Oregon

Mission:	To provide assistance to the immediate family of law enforcement officers killed in the line of duty.	
Meets BBB Standards:	Information not requested by BBB	
Previously Profiled:	No	
Reporting Period:	1/01 – 9/02	
Total Expenses:	21,231	
Fund Raising:	Unknown	
Management:	Unknown	
Total Program:	0	(0% of total)
Program Less Joint Cost Allocation:	0	(0%of total)
Grants:	0	(0% of total)



Professional Fund Raisers:

Sponsor Reps, Inc.

Mode of Contact:

Telemarketing

Net to Charity:

19.6%

Oregon Narcotics Enforcement Association St. Helens, Oregon

Mission:	To further the advancement of narcotics law enforcement.	
Meets BBB Standards:	Since this organization is not a charity, it does not fall within the scope of the CBBB Standards for Charitable Solicitations.	
Previously Profiled:	No	
Reporting Period:	1/02 – 12/02	
Total Expenses:	168,081	
Fund Raising:	0	(0% of total)*
Management:	16,120	(9.6% of total)
Total Program:	151,961	(90.4% of total)*
Program Less Joint Cost Allocation:	151,961	(90.4% of total)*
Grants:	14,450	(8.6% of total)

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Professional Fund Raisers:	Mode of Contact:	Net to Charity:
Caravan Productions, Inc.	Telemarketing	25%*

***Program and fundraising percentages appear inconsistent with telemarketing contract.**

Oregon State Police Officers Association Keizer, Oregon

Mission:	To serve 580 Oregon Troopers and non-sworn members as the exclusive bargaining unit.	
Meets BBB Standards:	Since this organization is not a charity, it does not fall within the scope of the CBBB Standards for Charitable Solicitations.	
Previously Profiled:	No	
Reporting Period:	7/01 – 6/02	
Total Expenses:	447,477	
Fund Raising:	0	(0% of total)*
Management:	42,657	(9.5% of total)
Total Program:	404,820	(90.5% of total)
Program Less Joint Cost Allocation:	404,820	(90.5% of total)
Grants:	0	(0% of total)

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Professional Fund Raisers:	Mode of Contact:	Net to Charity:
R. Hamilton Assoc. (Oregon Trooper Magazine advertising sales)	Telemarketing	30%

***Program and fundraising percentages appear inconsistent with telemarketing contract.**

Oregon Volunteer Firefighters Association Salem, Oregon

Mission:	To promote programs useful to fire service.	
Meets BBB Standards:	Information not requested by BBB	
Previously Profiled	No	
Reporting Period:	1/02 – 12/02	
Total Expenses:	129,251	
Fund Raising:	10,524	(8.1% of total)*
Management:	0	(0% of total)**
Total Program:	118,727	(91.9% of total)*
Program Less Joint Cost Allocation:	118,727	(91.9% of total)*
Grants:	1,201	(0.9% of total)

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Professional Fund Raisers:	Mode of Contact:	Net to Charity:
Civic Development Group	Telemarketing	15%

***Program and fundraising percentages appear inconsistent with telemarketing contract.**

****Zero management expenses are unlikely.**

Oregon Association of Chiefs of Police Salem, Oregon

Mission:	To advance the science and art of police administration.		
Meets BBB Standards:	Info. not requested by BBB	Figures below do not include	
Previously Profiled:	2000, 2001, 2002	\$644,471 in government pass	
Reporting Period:	5/02 – 4/03	through grants.	
Total Expenses:	1,295,591	651,120	
Fund Raising:	322,796 (24.9%)	322,796	(49.6% of adj. total)
Management:	116,454 (9.0%)	116,454	(17.9% of adj. total)
Total Program:	856,341 (66.1%)	211,870	(32.5% of adj. total)
Program Less JCA:	856,341 (66.1%)	211,870	(32.5% of adj. total)
Grants:	722,014 (55.7%)	77,543	(11.9% of adj. total)



Professional Fund Raisers:	Mode of Contact:	Net to Charity:
Jadent, Inc. (d.b.a. Donor Response Center)	Telemarketing	28%*

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

**Portland Firefighters Association, Local #43
Portland, Oregon**

Mission:	Union and charitable activities	
Meets BBB Standards:	Since this organization is not a charity, it does not fall within the scope of the CBBB Standards for Charitable Solicitations.	
Previously Profiled:	No	
Reporting Period:	1/02 – 12/02	
Total Expenses:	553,300	
Fund Raising:	0	(0% of total)*
Management:	0	(0% of total)**
Total Program:	553,300	(100% of total)*
Program Less Joint Cost Allocation:	553,300	(100% of total)*
Grants:	127,629	(23.1% of total)

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Professional Fund Raisers:	Mode of Contact:	Net to Charity:
Xentel, Inc.	Telemarketing	20%*

***Program and fundraising percentages appear inconsistent with telemarketing contract.**

****Zero management expenses are unlikely.**

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ORGANIZATIONS BENEFITING VETERANS

American Legion – Post #158 Tigard, Oregon

Mission: To uphold and defend the Constitution of the United States of America; to maintain law and order; to foster and perpetuate a one hundred percent Americanism; to preserve the memories and incidents of our associations in the great wars; to inculcate a sense of individual obligation to the community, state and nation; to combat the autocracy of both the classes and the masses; to make right the master of might; to promote peace and goodwill on earth; to safeguard and transmit to posterity the principles of justice, freedom and democracy; to consecrate and sanctify our comradeship by our devotion to mutual helpfulness.

Meets BBB Standards:	Information not requested by BBB	
Previously Profiled:	No	
Reporting Period:	7/02 – 6/03	
Total Expenses:	214,974	
Fund Raising:	Undisclosed	
Management:	Undisclosed	
Total Program:	Undisclosed	
Program Less Joint Cost Allocation:	Undisclosed	
Grants:	3,200	(0.1% of total)

Professional Fund Raisers:	Mode of Contact:	Net to Nonprofit:
Coyco Enterprises, Inc.	Telemarketing	9.6%

As a 501(c)(19) veteran's organization, the American Legion is not required to allocate functional expenses on its Form 990, nor is it required to file annual reports with the Oregon Dept. of Justice. The Department does maintain files on its professional fundraising campaigns, but potential donors seeking additional financial information on the nonprofit should obtain that information directly from the organization before agreeing to contribute.

**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:	Information not requested by BBB	
Previously Profiled:	2000, 2001, 2002	
Reporting Period:	10/01 – 9/02	
Total Expenses:	578,622	
Fund Raising:	284,534	(49.2% of total)
Management:	64,625	(11.1% of total)
Total Program:	229,625	(39.7% of total)
Program Less Joint Cost Allocation:	229,625	(39.7% 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, 2002	
Reporting Period:	10/01 – 9/02	
Total Expenses:	82,521,916	
Fund Raising:	30,968,945	(37.5% of total)
Management:	7,249,611	(8.8% of total)
Total Program:	44,303,360	(53.7% of total)
Cost Allocation:	29,333,033	(35.5% of total)
Grants:	7,855,405	(9.5% of total)



Professional Fund Raisers:
InfoCision Management Corp.

Mode of Contact:
Telemarketing

Net to Charity:
40%

**The Veteran’s Fund, Inc.
Port Trevorton, PA**

Mission: To support opportunities for hospitalized veterans to participate in and benefit from healing arts programs that are designed to bring them daily sense of worth and joy in living.

Meets BBB Standards: Did Not Disclose

Previously Profiled: No

Reporting Period: 1/02 – 12/02

Total Expenses: 2,915,611

Fund Raising: 2,619,284 (89.8% of total)

Management: 62,817 (2.2% of total)

Total Program: 233,510 (8.0% of total)

Program Less Joint Cost Allocation: 233,510 (8.0% of total)

Grants: 176,870 (6.1% of total)



Professional Fund Raisers:

Xentel

Mode of Contact

Telemarketing

Net to Charity:

15%