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CHARITABLE GIVING; IT MAKES A DIFFERENCE

Oregon Attorney General's Nonprofit Profiles, 2005



**DEPARTMENT OF JUSTICE
CHARITABLE ACTIVITIES SECTION**

CHARITABLE GIVING; IT MAKES A DIFFERENCE

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The past year will be remembered both for the number of highly destructive natural disasters and for the unprecedented charitable response to them. Continuing calls for support have strained not only the relief agencies responding, but all other charities that fear donor support may have been diverted to relief efforts. The resulting increased need, both global and local, necessitates increased donor scrutiny to ensure maximum value for charitable donations. Information donors need to select efficient and effective charities is readily available from several sources. This report on the organizations that generated the most inquiries to the Oregon Department of Justice over the past year is published as a tool to assist donors in analyzing that information.

Inclusion in this report was determined by citizen inquiries received by the Attorney General's office and should not be construed as legitimizing or criticizing any particular nonprofit. The report groups these organizations into the following categories: "badge" groups (those that support law enforcement and fire fighters); organizations benefiting children; organizations focusing on disease and disability; humane and humanitarian efforts; and veterans groups.

The information included in this report was gleaned from federal tax returns, often referred to as Forms 990. These forms can usually be accessed on-line at www.guidestar.org, and all tax-exempt organizations are required to provide them upon request. Expenditures made over the course of the reporting period were selected as the figures that best represent organizational efficiency. These figures are reported in Part II of the Form 990 located on Page 2 and are identified as Statement of Functional Expenses. In addition to **total expenses**, the profiles contained in this report include 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

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 expenses due to joint cost allocation reduced **program expenses** to 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 military families or veterans, the percentage of funds used to make those grants can be very important.

For the first time this year's profiles contain information regarding the top **executive's compensation**. Although most charities struggle to pay their executives competitive wages, several isolated cases of excessive compensation have received recent scrutiny from Congress and the media. Executive compensation figures are public information and can be found in Part V of the Form 990 or Part I of Schedule A.

The Better Business Bureau recommends twenty voluntary standards for charitable organizations, which can be viewed on their web site (www.give.org). The profiles indicate whether each organization met or did not meet these standards, did not disclose information to the BBB despite repeated requests, is unavailable because the BBB did not request the information, or if a review is currently in progress.

The American Institute of Philanthropy publishes its Charity Rating Guide & Watchdog Report three times a year in which it provides a letter grade to many large, national charities. Where such grades have been assigned, they are included in the profiles. The American Institute of Philanthropy's rating standards are generally considered the sector's most stringent. More information is available directly from the Institute at: www.charitywatch.org.

The organizations that repeatedly generate the highest number of inquiries are those that contract with professional fund raisers to conduct telemarketing campaigns. Fourteen 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.** Since fundraising campaigns are not based on accounting periods and may represent only a portion of total fundraising, these figures will not correlate with those reported on the Form 990.

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. The Form 990 informational return available on guidestar.org is one of the best resources available for accessing this information. 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 a year that has seen unprecedented demands on charitable organizations, 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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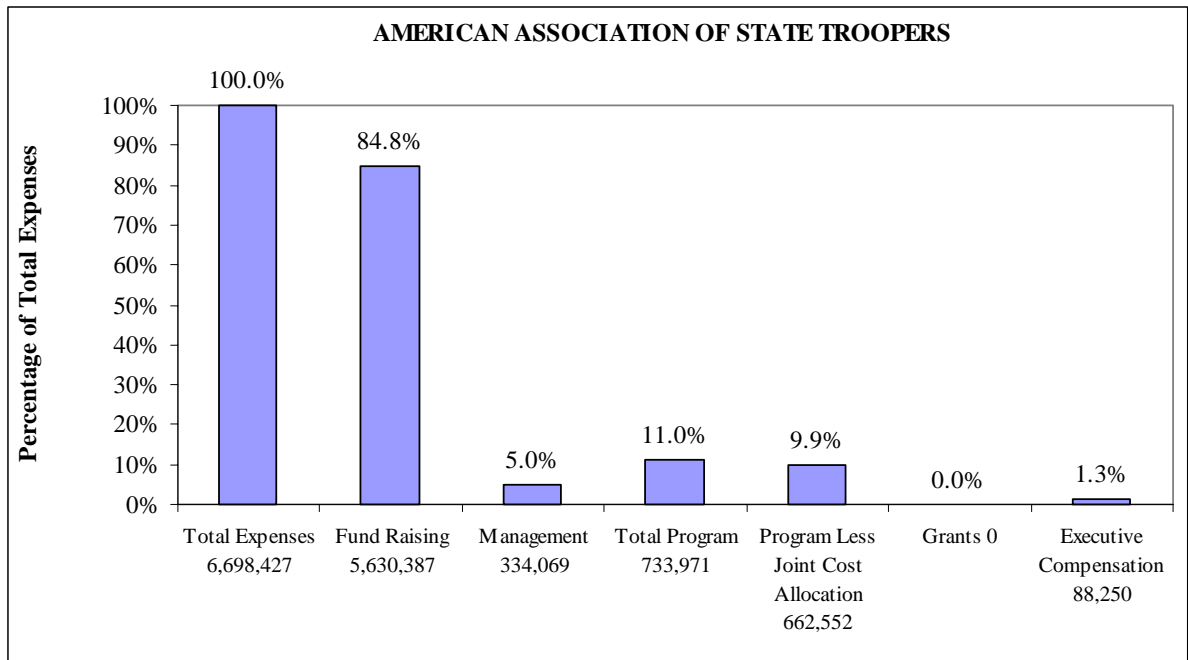
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**“BADGE” GROUPS
ORGANIZATIONS BENEFITING
LAW ENFORCEMENT AND FIREFIGHTERS**

**American Assn. of State Troopers d.b.a Oregon Trooper Lodge
Tallahassee, Florida**

**(Not affiliated with Oregon State Police or any other law enforcement agency.)
(Contributions to this mutual benefit organization are not tax deductible.)**

Mission:	To improve conditions for law enforcement officers by solidifying their strength and promoting their mutual welfare.	
Meets BBB Standards:	Did not respond to repeated requests for information.	
AIP Grade:	F	
Previously Profiled:	2003, 2004	
Reporting Period:	1/04 – 12/04	
Total Expenses:	6,698,427	
Fund Raising:	5,630,387	(84.0% of total)
Management:	334,069	(5.0% of total)
Total Program:	733,971	(11.0% of total)
Program Less Joint Cost Allocation:	662,552	(9.9% of total)
Grants:	0	(0.0% of total)
Executive Compensation	88,250	(1.3% of total)



Professional Fund Raisers:

Public Appeal, Inc.

Mode of Contact:

Telemarketing

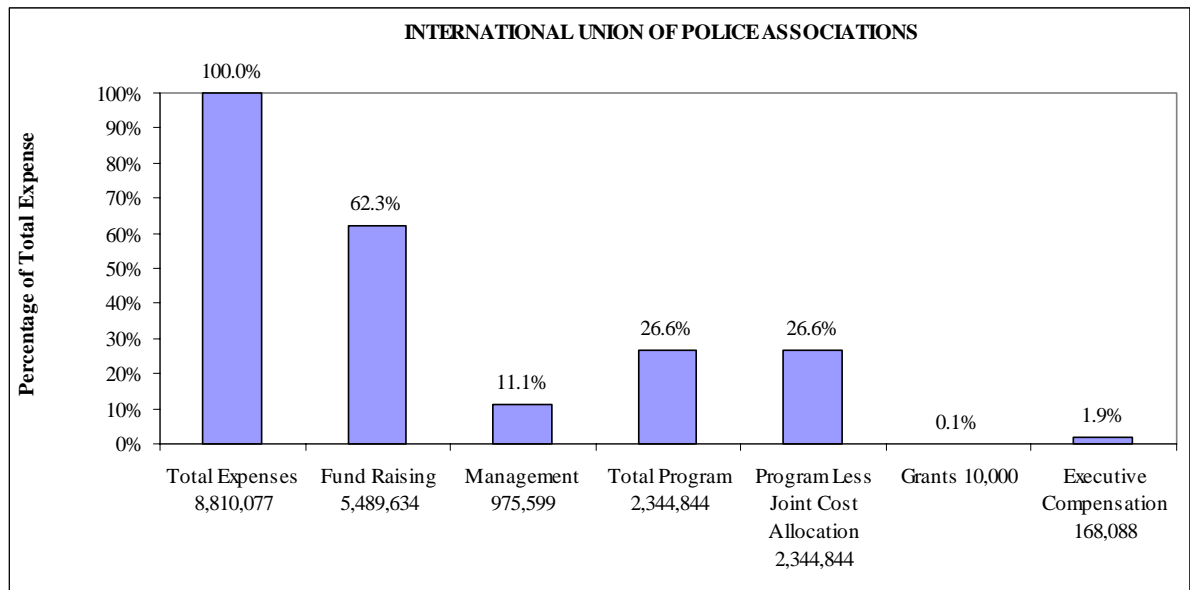
Net to Charity:

20%

International Union of Police Associations AFL-CIO Alexandria, Virginia

(Contributions to this mutual benefit organization are not tax deductible.)

Mission:	To bargain for just compensation and better benefits for approximately 38,500 members.	
Meets BBB Standards:	Not rated	
AIP Grade:	Not rated	
Previously Profiled:	2003, 2004	
Reporting Period:	4/04 – 3/05	
Total Expenses:	8,810,077	
Fund Raising:	5,489,634	(62.3% of total)
Management:	975,599	(11.1% of total)
Total Program:	2,344,844	(26.6% of total)
Program Less Joint Cost Allocation:	2,344,844	(26.6% of total)
Grants:	10,000	(0.1% of total)
Executive Compensation:	168,088	(1.9% of total)



Professional Fund Raisers:

LAS, L.L.C.

Mode of Contact:

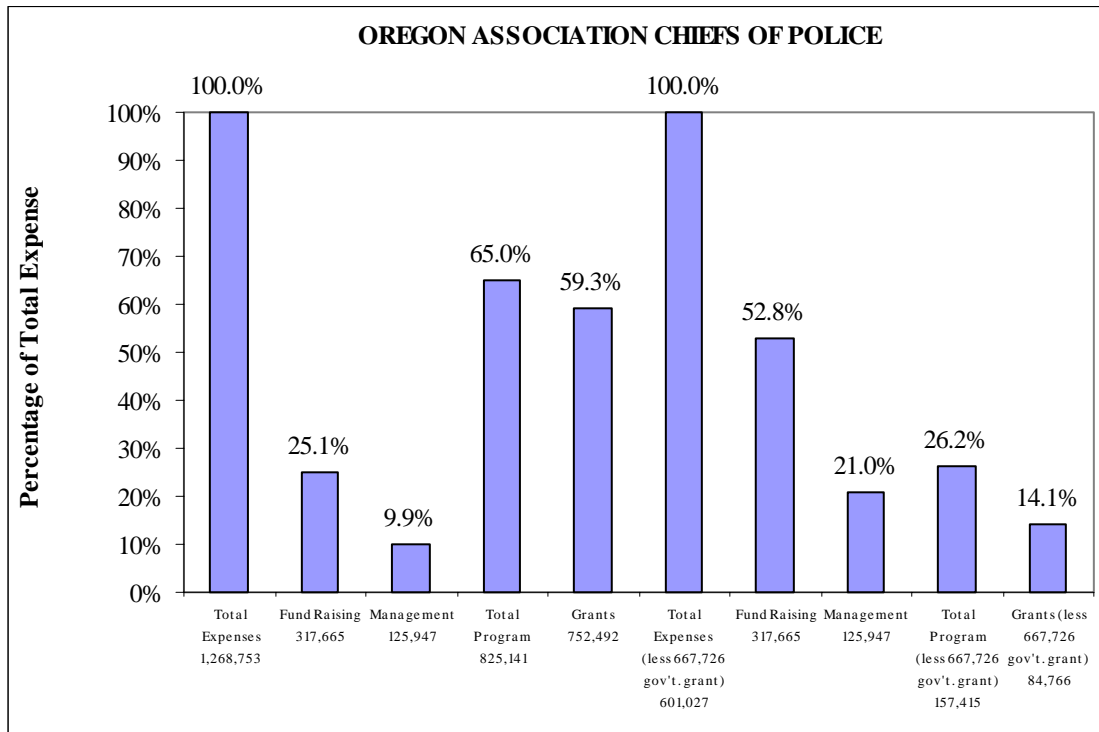
Telemarketing

Net to Charity:

10%

Oregon Association Chiefs of Police Salem, Oregon

Mission:	To advance the science and art of police administration.		
Meets BBB Standards:	Not rated	Figures below do not include	
AIP Grade:	Not rated	\$667,726 in government pass	
Previously Profiled:	2000, 2001, 2002, 2003, 2004 through grants.		
Reporting Period:	5/03 – 4/04		
Total Expenses:	1,268,753		601,027
Fund Raising:	317,665	(25.1%)	317,665 (52.8% of adj. total)
Management:	125,947	(9.9%)	125,947 (21.0% of adj. total)
Total Program:	825,141	(65.0 %)	157,415 (26.2% of adj. total)
Program Less JCA:	825,141	(65.0%)	157,415 (26.2% of adj. total)
Grants:	752,492	(59.3%)	84,766 (14.1% of adj. total)
Executive Comp.	0	(0.0%)	0 (0.0% of adj. total)



Professional Fund Raisers: Jadent, Inc. (dba Donor Response Ctr.)
Mode of Contact: Telemarketing
Net to Charity: 28%*

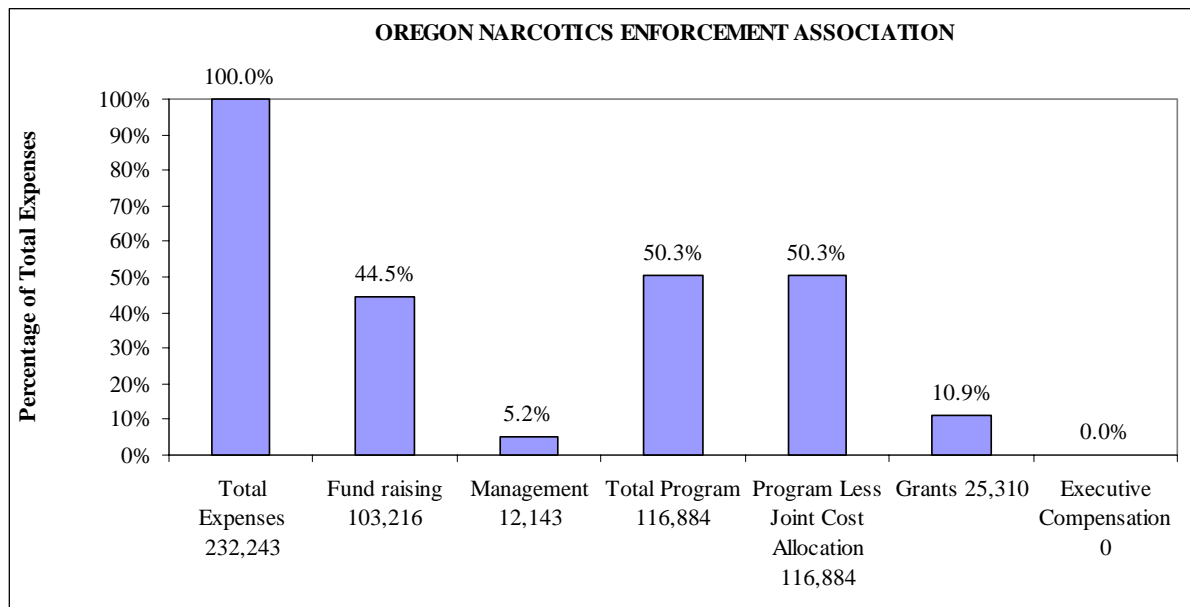
*Fund raiser publishes "The Oregon Police Chief" magazine on behalf of the charity.

Oregon Narcotics Enforcement Association

St. Helens, Oregon

(Contributions to this mutual benefit organization are not tax deductible.)

Mission:	To further the advancement of narcotics law enforcement to a higher professional status.	
Meets BBB Standards:	Not rated	
AIP Grade:	Not rated	
Previously Profiled:	2003, 2004	
Reporting Period:	1/04 – 12/04	
Total Expenses:	232,243	
Fund Raising:	103,216	(44.5% of total)
Management:	12,143	(5.2% of total)
Total Program:	116,884	(50.3% of total)
Program Less Joint Cost Allocation:	116,884	(50.3% of total)
Grants:	25,310	(10.9% of total)
Executive Compensation:	0	(0.0% of total)



Professional Fund Raisers:

Community Fundraisers, Inc.

Mode of Contact:

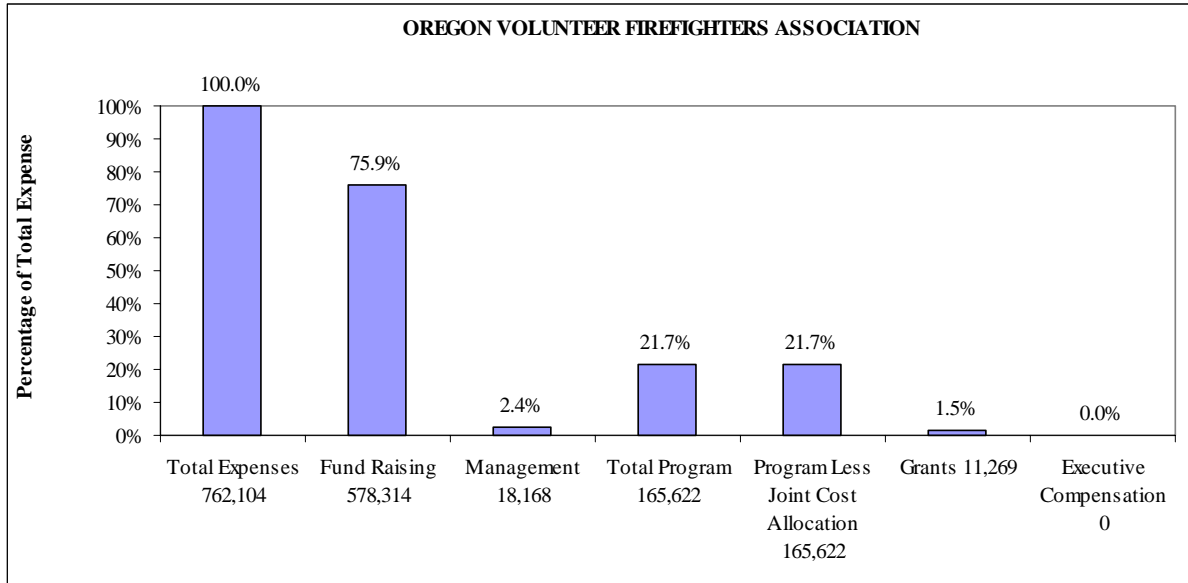
Telemarketing

Net to Charity:

25%

Oregon Volunteer Firefighters Association Salem, Oregon

Mission:	To serve, protect and promote the interests of Oregon's volunteer fire and EMS providers.	
Meets BBB Standards:	Not rated	
AIP Grade:	Not rated	
Previously Profiled	2003, 2004	
Reporting Period:	1/04 – 12/04	
Total Expenses:	762,104	
Fund Raising:	578,314	(75.9% of total)
Management:	18,168	(2.4% of total)
Total Program:	165,622	(21.7% of total)
Program Less Joint Cost Allocation:	165,622	(21.7% of total)
Grants:	11,269	(1.5% of total)
Executive Compensation:	0	(0.0% of total)



Professional Fund Raisers:

Civic Development Group, L.L.C.

Mode of Contact:

Telemarketing

Net to Charity:

13%

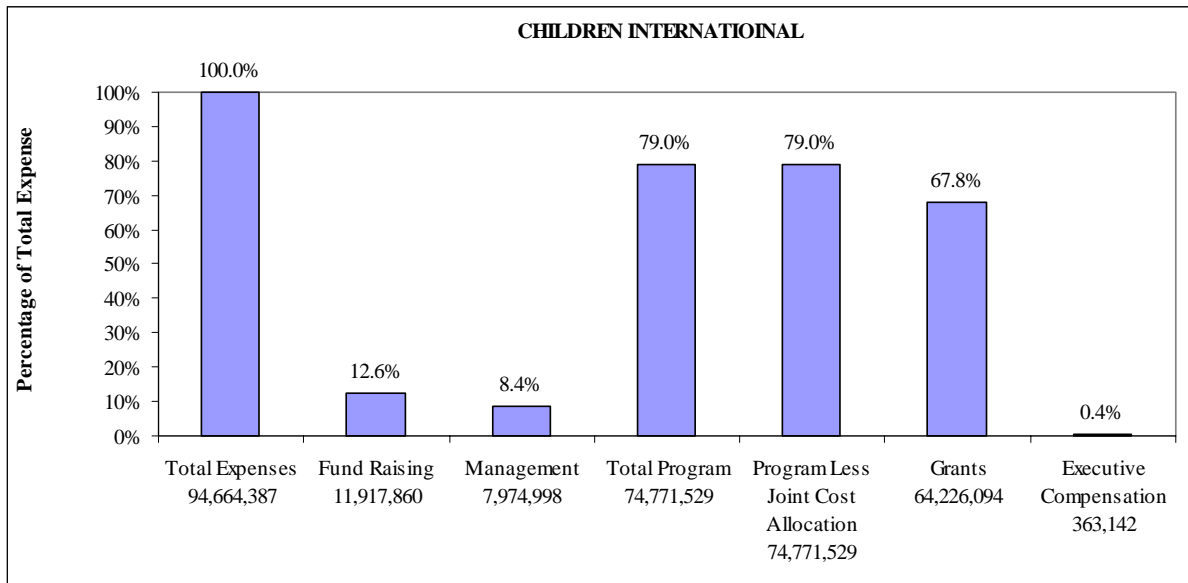
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**ORGANIZATIONS BENEFITING
CHILDREN**

Children International Kansas City, Missouri

Mission:	Child sponsorship	
Meets BBB Standards:	Not rated	
AIP Grade:	B+	
Previously Profiled:	No	
Reporting Period:	10/03 – 9/04	
Total Expenses:	94,664,387	
Fund Raising:	11,917,860	(12.6% of total)
Management:	7,974,998	(8.4% of total)
Total Program:	74,771,529	(79.0% of total)
Program Less Joint Cost Allocation:	74,771,529	(79.0% of total)
Grants:	64,226,094	(67.8% of total)
Executive Compensation:	363,142	(0.4% of total)



Professional Fund Raisers:

The Share Group, Inc.
Dialogue Direct, Inc.

Mode of Contact:

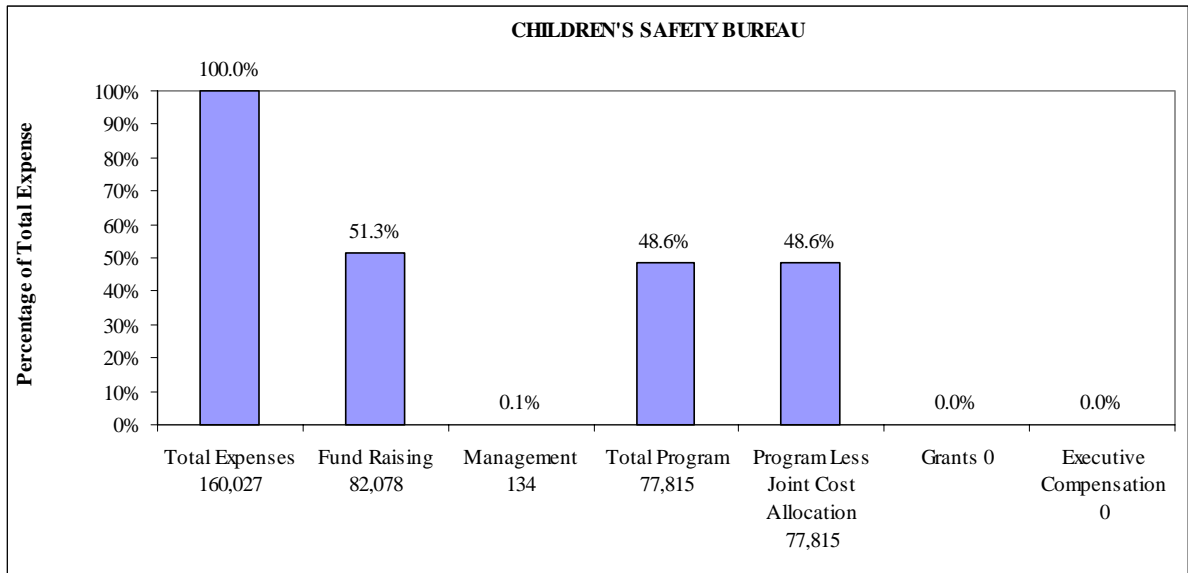
Telemarketing
In-Person

Net to Charity:

63%
68%

Children's Safety Bureau Ontario, Oregon

Mission:	To provide safety materials regarding the welfare of children and provide Christmas gifts to needy children.	
Meets BBB Standards:	Not rated	
AIP Grade:	Not rated	
Previously Profiled:	2004	
Reporting Period:	1/04 – 12/04	
Total Expenses:	160,027	
Fund Raising	82,078	(51.3% of total)
Management:	134	(0.1% of total)
Total Program:	77,815	(48.6% of total)
Program Less Joint Cost Allocation:	77,815	(48.6% of total)
Grants:	0	(0.0% of total)
Executive Compensation:	0	(0.0% of total)



Professional Fund Raisers:
A Growing Concern, Ltd.

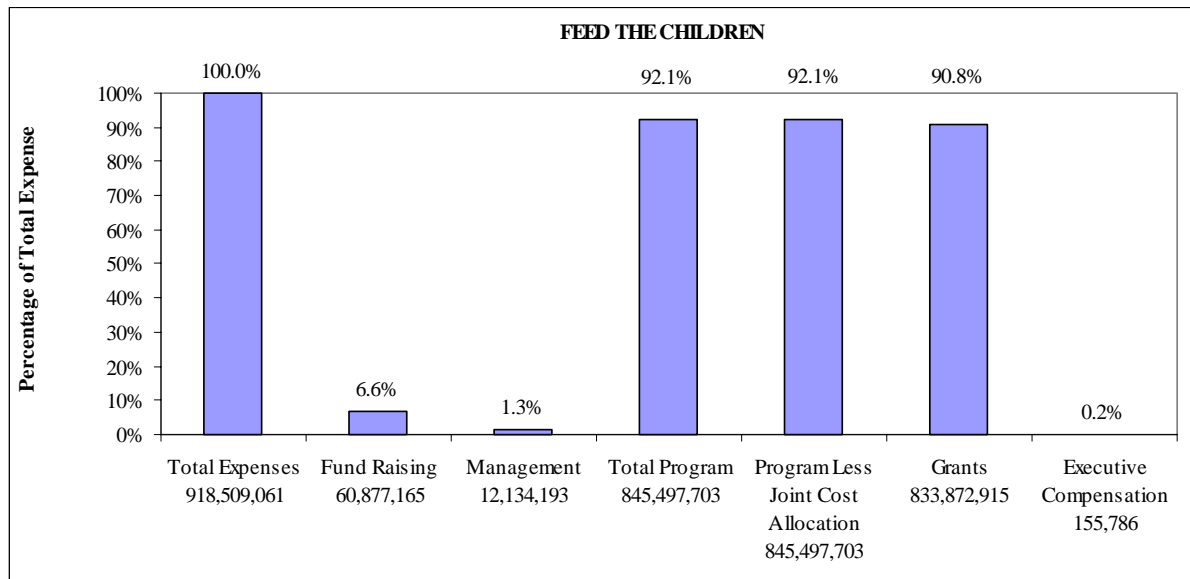
Mode of Contact:
Telemarketing

Net to Charity:
50%

Feed the Children, Inc.

Oklahoma City, Oklahoma

Mission:	Christian, international hunger and relief organization that delivers food, medicine and other necessities to children and their families.	
Meets BBB Standards:	Yes	
AIP Grade:	F (It appears AIP has removed corporate in-kind contributions, the predominant form of contribution received by this organization, to arrive at its fund raising efficiency calculations.)	
Previously Profiled:	2000, 2001, 2002, 2003, 2004	
Reporting Period:	7/03 – 6/04	
Total Expenses:	918,509,061	
Fund Raising:	60,877,165	(6.6% of total)
Management:	12,134,193	(1.3% of total)
Total Program:	845,497,703	(92.1% of total)
Program Less Joint Cost Allocation:	845,497,703	(92.1% of total)
Grants:	833,872,915	(90.8% of total)
Executive Compensation:	155,786	(0.2% of total)



Professional Fund Raisers:

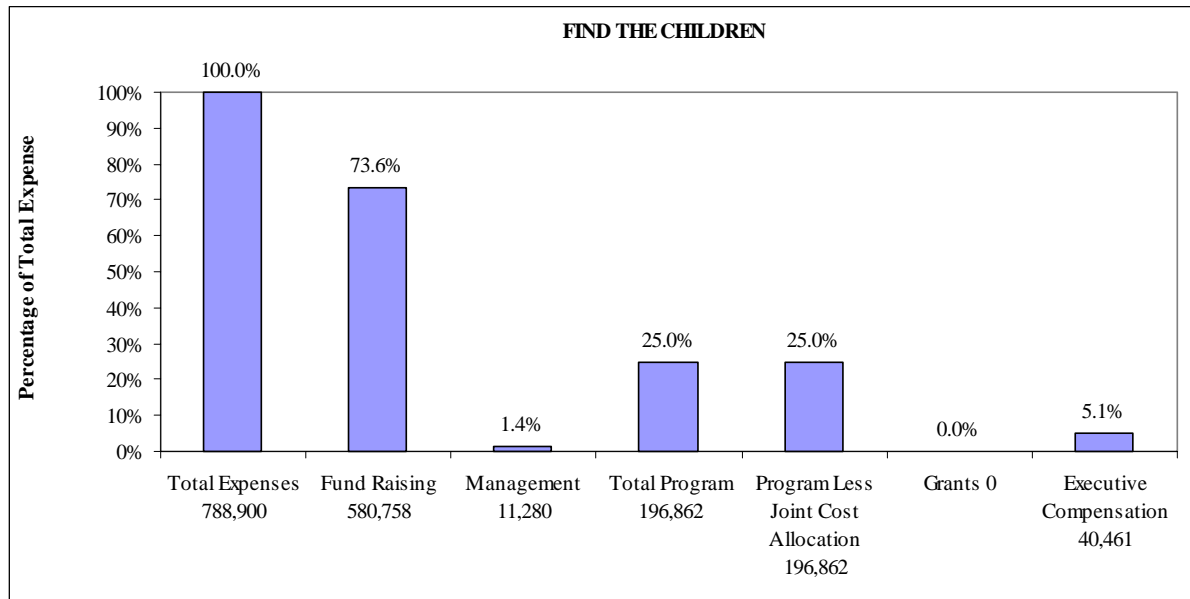
None

Mode of Contact:

Direct Mail

Find the Children Santa Monica, California

Mission:	To aid in finding missing children.	
Meets BBB Standards:	Did not respond to repeated requests for information.	
AIP Grade:	Not rated	
Previously Profiled:	2001, 2002	
Reporting Period:	9/03 – 8/04	
Total Expenses:	788,900	
Fund Raising:	580,758	(73.6% of total)
Management:	11,280	(1.4% of total)
Total Program:	196,862	(25.0% of total)
Program Less Joint Cost Allocation:	196,862	(25.0% of total)
Grants:	0	(0.0% of total)
Executive Compensation:	40,461	(5.1% of total)



Professional Fund Raisers:

Jadent, Inc.

Mode of Contact:

Telemarketing

Net to Charity:

25%

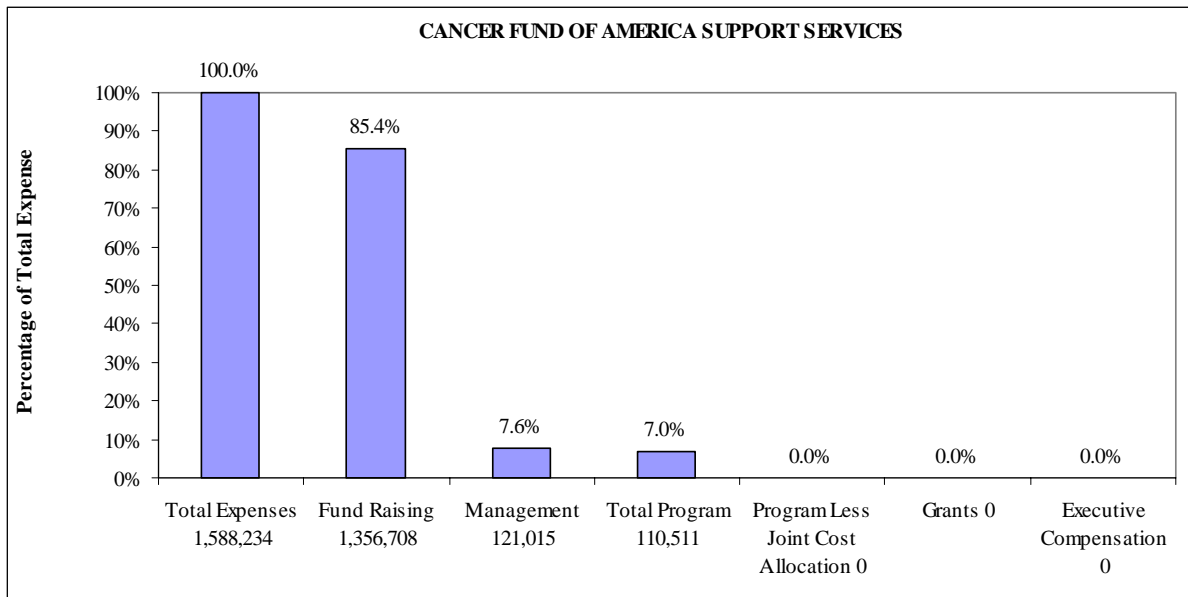
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**ORGANIZATIONS FOCUSING
ON DISEASE OR DISABILITY**

Cancer Fund of America Support Services Dearborn, Michigan

Mission:	To disseminate information concerning the early detection and prevention of cancer.	
Meets BBB Standards:	Did not respond to repeated requests for information.	
AIP Grade:	Not rated	
Previously Profiled:	2004	
Reporting Period:	1/03 – 12/03	
Total Expenses:	1,588,234	
Fund Raising:	1,356,708	(85.4% of total)
Management:	121,015	(7.6% of total)
Total Program:	110,511	(7.0% of total)
Program Less Joint Cost Allocation:	0	(0.0% of total)
Grants:	0	(0.0% of total)
Executive Compensation:	0	(0.0% of total)



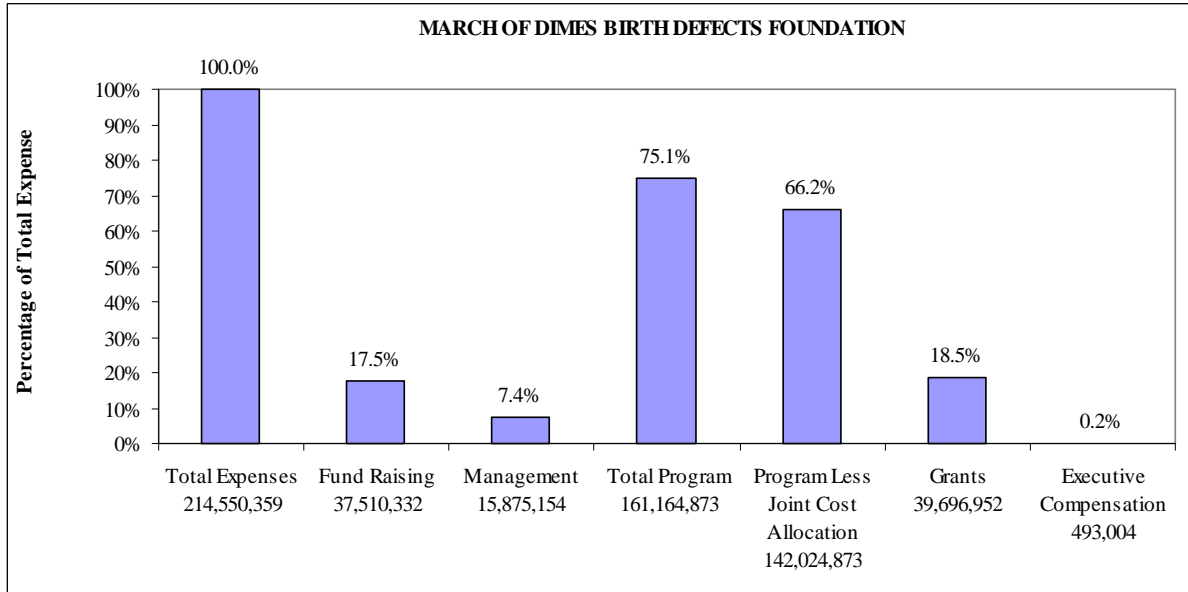
Professional Fund Raisers:
None (in-house)

Mode of Contact:
Telemarketing

March of Dimes Birth Defects Foundation

White Plains, New York

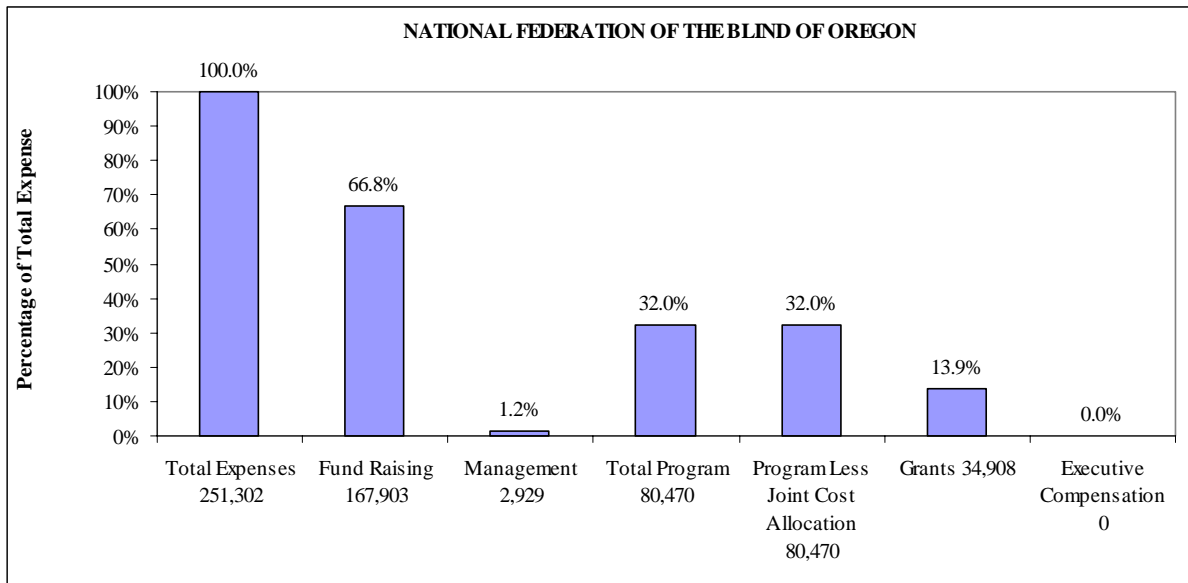
Mission:	To improve the health of babies by preventing birth defects and infant mortality.	
Meets BBB Standards:	Yes	
AIP Grade:	B	
Previously Profiled:	No	
Reporting Period:	1/04 – 12/04	
Total Expenses:	214,550,359	
Fund Raising:	37,510,332	(17.5% of total)
Management:	15,875,154	(7.4% of total)
Total Program:	161,164,873	(75.1% of total)
Program Less Joint Cost Allocation:	142,024,873	(66.2% of total)
Grants:	39,696,952	(18.5% of total)
Executive Compensation:	493,004	(0.2% of total)



Professional Fund Raiser:	Mode of Contact:	Net to Charity:
Americalist/Division of Haines & Co.	Telemarketing	60%

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:	Not rated	
AIP Grade:	Not rated	
Previously Profiled:	2000, 2001, 2002	
Reporting Period:	1/04 – 12/04	
Total Expenses:	251,302	
Fund Raising:	167,903	(66.8% of total)
Management:	2,929	(1.2% of total)
Total Program:	80,470	(32.0% of total)
Program Less Joint Cost Allocation:	80,470	(32.0% of total)
Grants:	34,908	(13.9% of total)
Executive Compensation:	0	(0% of total)



Professional Fund Raisers:

CMS, Inc.

Mode of Contact

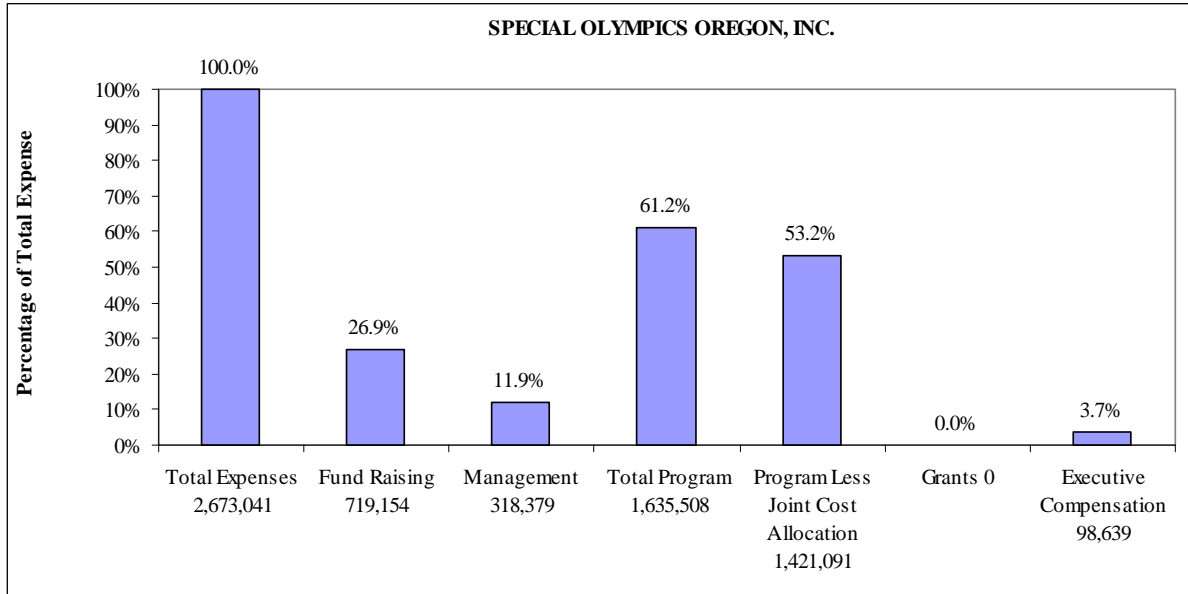
Telemarketing

Net to Charity:

15%

Special Olympics Oregon, Inc. Portland, Oregon

Mission:	To provide physical fitness, sports training and athletic competition for mentally retarded individuals.	
Meets BBB Standards:	Not rated	
AIP Grade:	Not rated	
Previously Profiled:	2002, 2004	
Reporting Period:	1/04 – 12/04	
Total Expenses:	2,673,041	
Fund Raising:	719,154	(26.9% of total)
Management:	318,379	(11.9% of total)
Total Program:	1,635,508	(61.2% of total)
Program Less Joint Cost Allocation:	1,421,091	(53.2% of total)
Grants:	0	(0% of total)
Executive Compensation:	98,639	(3.7% of total)



Professional Fund Raisers:

Heritage Company, Inc.

Mode of Contact:

Telemarketing

Net to Charity:

45.5%

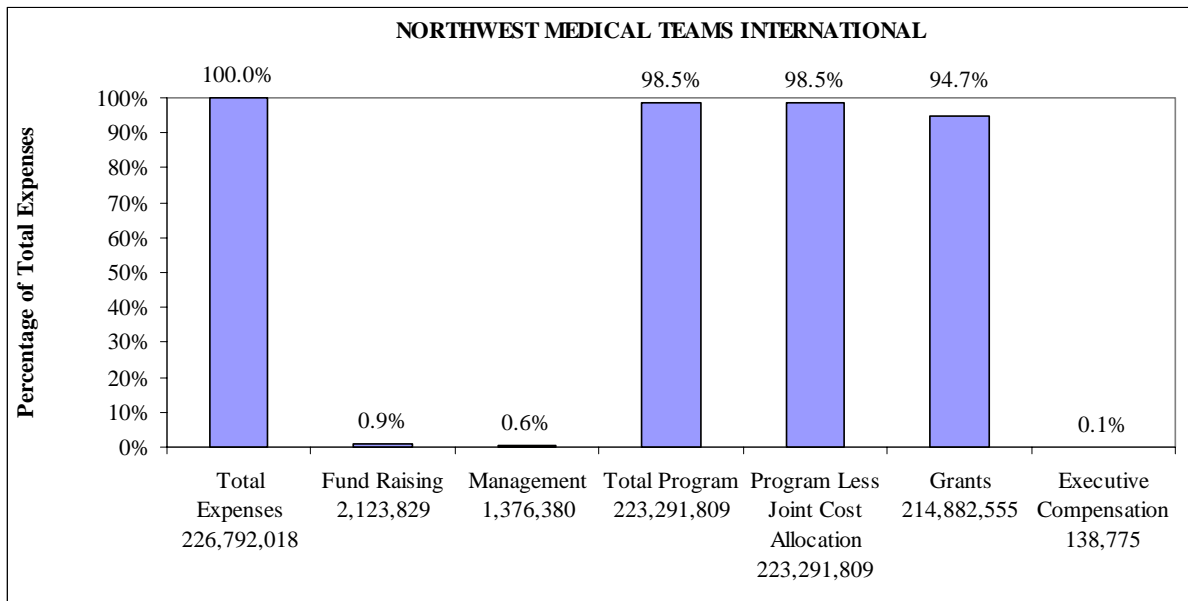
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**HUMANE AND HUMANITARIAN
EFFORTS**

Northwest Medical Teams International Portland, Oregon

Mission:	To demonstrate the love of Christ to people affected by disaster, conflict and poverty.	
Meets BBB Standards:	Not rated	
AIP Grade:	B	
Previously Profiled:	2000	
Reporting Period:	7/04 – 6/05	
Total Expenses:	226,792,018	
Fund Raising:	2,123,829	(0.9% of total)
Management:	1,376,380	(0.6% of total)
Total Program:	223,291,809	(98.5% of total)
Program Less Joint Cost Allocation:	223,291,809	(98.5% of total)
Grants:	214,882,555	(94.7% of total)
Executive Compensation:	138,775	(0.1% of total)



Professional Fund Raisers:

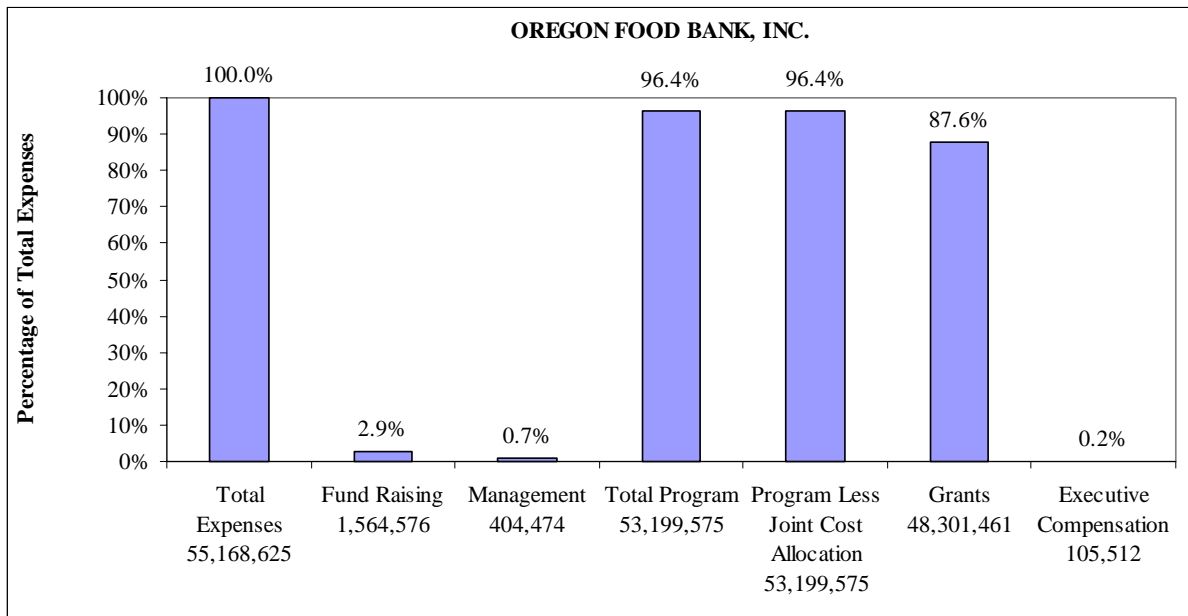
None

Mode of Contact:

Direct Mail

Oregon Food Bank Portland, Oregon

Mission:	Statewide distribution network for donated surplus food.	
Meets BBB Standards:	Not rated	
AIP Grade:	Not rated	
Previously Profiled:	2000	
Reporting Period:	7/03 – 6/04	
Total Expenses:	55,168,625	
Fund Raising:	1,564,576	(2.9% of total)
Management:	404,474	(0.7% of total)
Total Program:	53,199,575	(96.4% of total)
Program Less Joint Cost Allocation:	53,199,575	(96.4% of total)
Grants:	48,301,461	(87.6% of total)
Executive Compensation:	105,502	(0.2% of total)

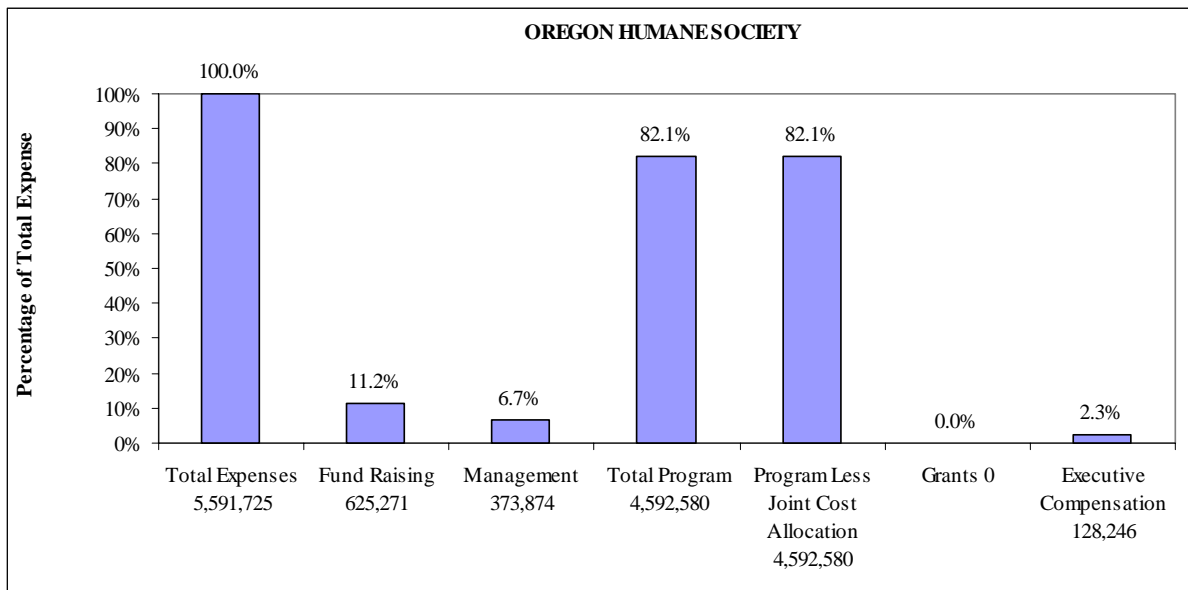


Professional Fund Raisers:
No

Mode of Contact:
Direct Mail

Oregon Humane Society Portland, Oregon

Mission:	To foster an environment of respect, responsibility, and compassion for all animals, through education, legislation and leadership.	
Meets BBB Standards:	Not rated	
AIP Grade:	Not rated	
Previously Profiled:	2001	
Reporting Period:	1/04 – 12/04	
Total Expenses:	5,591,725	
Fund Raising:	625,271	(11.2% of total)
Management:	373,874	(6.7% of total)
Total Program:	4,592,580	(82.1% of total)
Program Less Joint Cost Allocation:	4,592,580	(82.1% of total)
Grants:	0	(0.0% of total)
Executive Compensation:	128,246	(2.3% of total)



Professional Fund Raisers:

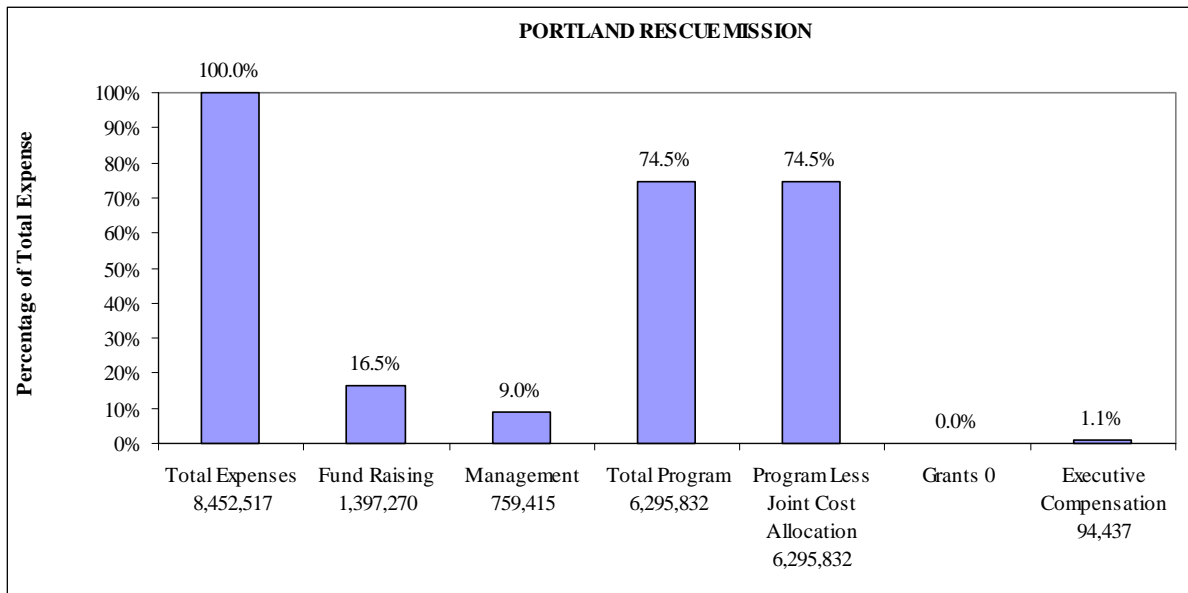
None

Mode of Contact:

Direct Mail

Portland Rescue Mission Portland, Oregon

Mission:	To provide meals, shelter, clothing and spiritual guidance to indigents.	
Meets BBB Standards:	Not rated	
AIP Grade:	Not rated	
Previously Profiled:	2001	
Reporting Period:	7/03 – 6/04	
Total Expenses:	8,452,517	
Fund Raising:	1,397,270	(16.5% of total)
Management:	759,415	(9.0% of total)
Total Program:	6,295,832	(74.5% of total)
Program Less Joint Cost Allocation:	6,295,832	(74.5% of total)
Grants:	0	(0.0% of total)
Executive Compensation:	94,437	(1.1% of total)



Professional Fund Raisers:

Gateway Communications

Mode of Contact:

Telemarketing

Net to Charity:

53%

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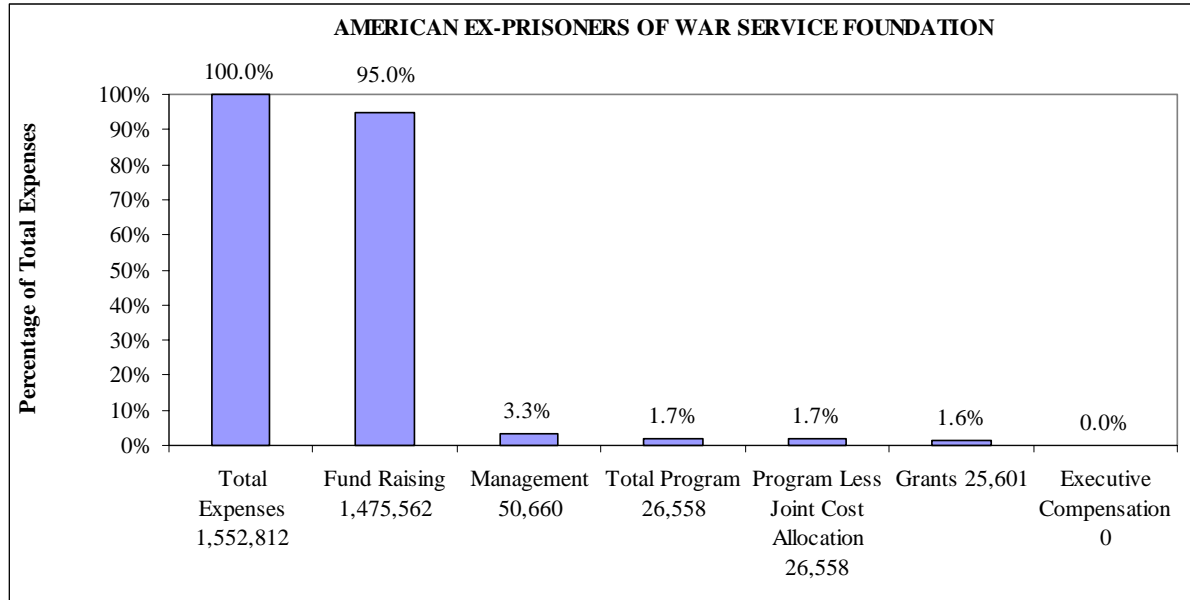
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VETERANS GROUPS

American Ex-Prisoners of War Service Foundation

Watauga, Tennessee

Mission:	To assist ex-prisoners of war and their dependents.	
Meets BBB Standards:	Did not respond to repeated requests for information.	
AIP Grade:	F	
Previously Profiled:	No	
Reporting Period:	9/03 – 8/04	
Total Expenses:	1,552,812	
Fund Raising:	1,475,562	(95.0% of total)
Management:	50,660	(3.3% of total)
Total Program:	26,558	(1.7% of total)
Program Less Joint Cost Allocation:	26,558	(1.7% of total)
Grants:	25,601	(1.6% of total)
Executive Compensation:	0	(0.0% of total)



Professional Fund Raisers:

Xentel America, Inc.

Mode of Contact:

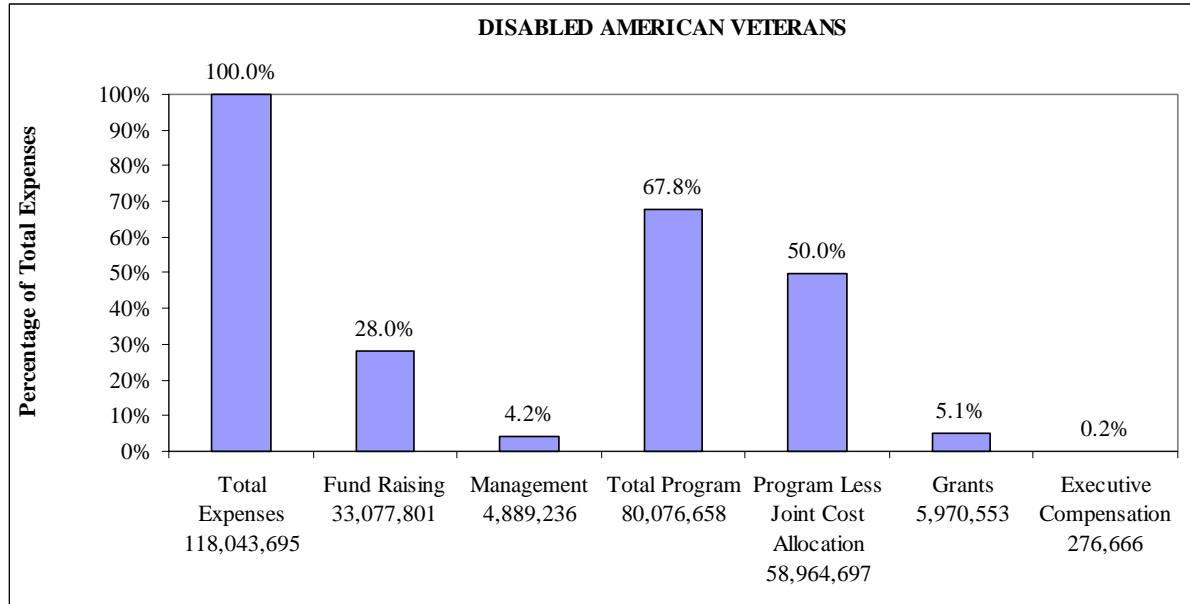
Telemarketing

Net to Charity:

9.7%

Disabled American Veterans Cincinnati, Ohio

Mission:	To provide services to disabled American veterans.	
Meets BBB Standards:	Yes	
AIP Grade:	D	
Previously Profiled:	2001, 2002	
Reporting Period:	1/04 – 12/04	
Total Expenses:	118,043,695	
Fund Raising:	33,077,801	(28.0% of total)
Management:	4,889,236	(4.2% of total)
Total Program:	80,076,658	(67.8% of total)
Program Less Joint Cost Allocation:	58,964,697	(50.0% of total)
Grants:	5,970,553	(5.1% of total)
Executive Compensation:	276,666	(0.2% of total)



Professional Fund Raisers:

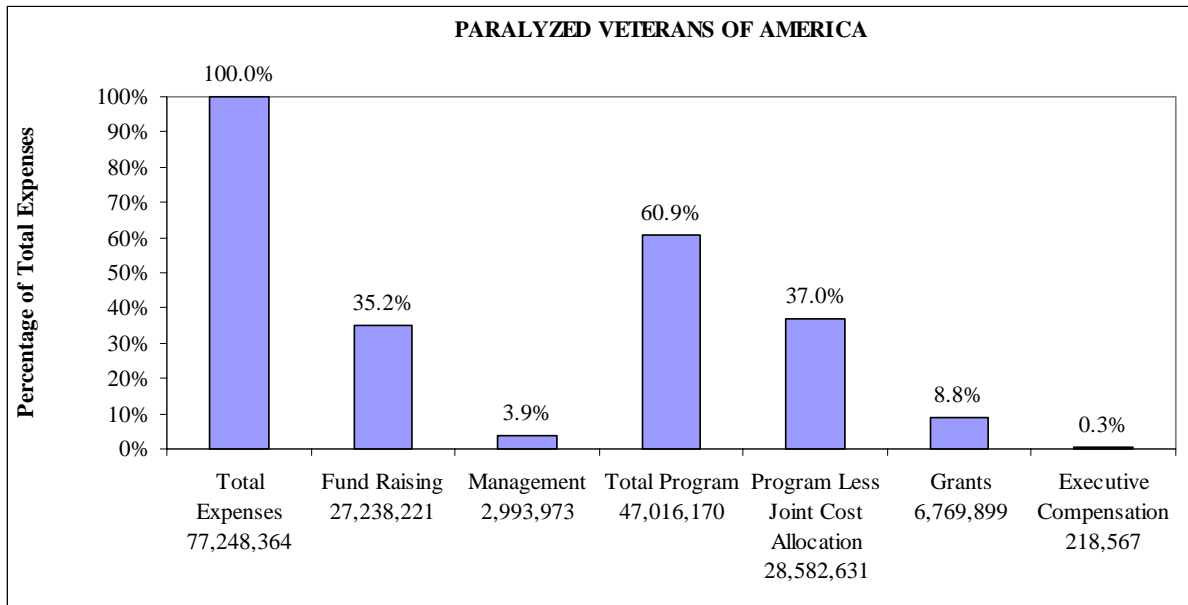
None

Mode of Contact:

Direct Mail

Paralyzed Veterans of America Washington, DC

Mission:	To provide education, training and employment services to the organization's paralyzed members.	
Meets BBB Standards:	Yes	
AIP Grade:	D	
Previously Profiled:	2000, 2001, 2002, 2003, 2004	
Reporting Period:	10/03 – 9/04	
Total Expenses:	77,248,364	
Fund Raising:	27,238,221	(35.2% of total)
Management:	2,993,973	(3.9% of total)
Total Program:	47,016,170	(60.9% of total)
Program Less Joint Cost Allocation:	28,582,631	(37.0% of total)
Grants:	6,769,899	(8.8% of total)
Executive Compensation:	218,567	(0.3% of total)



Professional Fund Raisers:
Pep Direct, Inc.

Mode of Contact:
Telemarketing

Net to Charity:
63%