

CUSTOMER SPOTLIGHT

Supporting Wildfire Protection and Youth Jobs With 10:1 Donation Matching



“ CSRconnect enabled us to drive significant awareness about the wildfire match and make it as easy as possible for employees to donate”

– Whitney Welsh, Community Impact Specialist at Portland General Electric

Portland General Electric (PGE) and its philanthropic arm, the PGE Foundation, are dedicated to improving the quality of life for all Oregonians. Key focus areas include: educating youth, arts & culture, environmental stewardship, and workforce development. In 2023, PGE, employees, retirees and the PGE Foundation donated over \$4.6 million to community-based organizations, and volunteered more than 23,000 hours with over 400 nonprofits across Oregon.

Portland General Electric
is powered by:

YourCause CSRconnect™

The Growing Need for Wildfire Protection in Oregon

While protecting against wildfires has always been a strategic priority of utility companies in the state of Oregon, including PGE, it was the devastating Labor Day Fires in 2020 that demonstrated the changing risk to the customarily low disaster region. As a result, the Oregon Legislature established the Oregon Conservation Corps to employ young people in clearing hazardous fuels, with the benefits of supporting communities by mitigating wildfire risk, meeting current employment needs, as well as providing valuable job skills and training to young Oregonians.

In 2023, the State of Oregon offered a unique opportunity for a 5:1 match on private donations to the Oregon Conservation Corps. This public commitment relied on private organizations to spread awareness, and this intersection of job workforce development and wildfire protection provided a perfect opportunity for PGE to get involved.

“For PGE, being prepared is a year-round effort to protect people, property, and natural environments, and at PGE Foundation, we are deeply committed to helping Oregonians of all ages build the skills, tools, and knowledge needed to prosper.”

– Kregg Arntson, Director, Community Impact at Portland General Electric

Driving Employee Awareness and Action with Engagement Elements

For PGE, having an employee facing giving platform was essential to informing employees about the match opportunity, rallying them to the cause, and streamlining donations. By using an Engagement Element, which is a highly flexible content tile on the CSRconnect Homepage, PGE effectively propelled employee awareness and action. This was amplified by an attention-catching splash page directing to the Engagement Element which centrally hosted key details on the match scheme, how to donate, and why it was important.

Streamlining and Matching Donations through CSRconnect

Since the Oregon Conservation Corps was receiving donations through a third-party community foundation, PGE wanted to make sure that employees giving through the platform were able to designate their donations towards the wildfire and youth employment efforts of the Conservation Corps rather than a different program operated by the fiscal entity.

In collaboration with their dedicated YourCause Customer Success Manager to solve this issue, PGE leveraged the **custom designation feature** on CSRconnect to set up 'Wildfire Youth Corps Fund' as a drop-down option for the designation in the donation flow. This made it as easy as possible for employees to clearly communicate the desired purpose of their donation without individually needing to type it out.

Annually per employee, PGE matches up to \$2,000 in donations through the CSRconnect platform. This meant that, for employees donating to this initiative, the money was not just being matched 5:1 by the State of Oregon, but 10:1 in total when accounting for the company match. To fully take advantage of this special situation, PGE also extended their donation match to even include employees that had already used up their annual match cap.

“Our YourCause Customer Success Manager helps us get the best out of the platform and often suggests solutions and features to better engage our employees”

– Whitney Welsh, Community Impact Specialist at Portland General Electric

PGE's Total Contributions and the Impact of the State of Oregon's Match Campaign



\$22,083

donated by PGE employees and the PGE Foundation, including the 1:1 company match



\$132,498

worth of impact created by PGE efforts after the 5:1 match from the State of Oregon



\$1,195,187

raised for the Oregon Conservation Corp from the statewide match campaign

Find out more about how YourCause can help you drive employee engagement in giving and volunteering.

[Learn more](#)

About Blackbaud

Blackbaud unleashes the potential of the people and organizations who change the world. As the leading software provider exclusively dedicated to powering social impact, Blackbaud expands what is possible across the nonprofit and education sectors, at companies committed to social responsibility, and for individual change makers. Built specifically for fundraising, nonprofit financial management, digital giving, grantmaking, corporate social responsibility and education management, Blackbaud's essential software accelerates impact through unmatched expertise and powerful data intelligence. Millions of people across more than 100 countries connect, give, learn, and engage through Blackbaud platforms.