Corporate Philanthropic Giving
We believe doing well means doing good: we’re proud of the tight-knit community and the camaraderie, collaboration, and support the Northwest offers—and we love to let it show.

At Perkins, community involvement is firmly rooted in our culture. Every one of our employees receives encouragement and support to participate in professional, charitable, and nonprofit associations. Not to be outdone, our shareholders donate their time and expertise too, often as advisory or board members. As the area’s largest, local accounting firm, we feel it’s our duty (and pleasure!) to strengthen the wider business community. In addition to our deep involvement in professional organizations, we advise, connect, and support niche industries, startups, and nonprofits to help increase opportunities throughout the region.

We believe our commitment to giving back is one reason we are celebrating eleven years on the Portland Business Journal’s Most Admired Companies list. We are currently ranked Oregon’s Most Admired Accounting Firm and the 13th Most Admired firm across all categories; an honor of which we are particularly proud.

Day of Giving
Perkins’ Leadership Council—formed several years ago to allow greater leadership from all areas and levels of the firm—representatives of every department and level are voted on and proportionately assigned—approached firm management about hosting an activity that would allow all employees to engage in firm supported philanthropic giving. Much of our giving is done at a corporate or senior management level, and our employees were eager for a way to show their community commitment too. After creating and presenting a proposal, the Leadership Council received approval to organize a firm sponsored “Day of Giving.” Furthermore, they created an employee-led Giving Committee to organize the day and champion all future firm-wide giving efforts and initiatives. For our inaugural Day of Giving, Perkins partnered with the Hoyt Arboretum, a 190-acre area in downtown Portland founded in 1928 to conserve endangered species and educate the community. The arboretum is home to 12 miles of hiking trails and our employees worked to clean up existing, and create new, hiking trails. The office closed for one day in August to allow everyone to participate and we ensured there would be tasks for individuals of all physical abilities. After 3 hours collectively cleaning up the arboretum and working to create a new hiking trail, we adjourned to a catered lunch in the arboretum’s grounds for some fun and team-building. (We also invited friends and family to join us after 2 PM.)

Season of Giving
To continue the success of our Day of Giving, we asked the Giving Committee to revamp our annual Season of Giving, an effort that has seen diminishing support over the last few years; not, we believed due to lack of community investment by our employees, but because the event needed a refresh and a
The Giving Committee totally revamped the program: in recent years we had partnered with the Oregon Food Bank in November and December to collect food for those in need. Our efforts had been good, but often bolstered by a firm donation to get our donated numbers where we wanted them to be. The Giving Committee determined to again partner with the Oregon Food Bank, adding in a partnership with the Pongo Fund (an Oregon-based charity focused on dedicated to fighting animal hunger) and understood what was needed for improved results was (1) greater opportunity for active personal involvement, (2) more convenient ways to give, (3) increased incentive to give, and (4) more fun. To achieve this, they asked for four shareholder volunteers: a donation box was created for each shareholder and food was collected/donated in their names. At the end of the giving period, the shareholder with the most donations, would receive a whipped cream pie to face at a company hosted happy hour. Individuals donating, could enter a raffle to be the thrower of the pie for each donation they made. In addition to actual food donations, we also accepted cash donations and furthermore set-up a company Venmo profile to facilitate easy contributions. The addition of the Venmo profile really bolstered giving with our younger employees. On the day of the pie-in-the-face event, we also allowed individuals to pay $10 to pie any one of the participating shareholders—there were several takers! In addition, several of the participating shareholders each pledged $100 for the opportunity to have non-participating shareholders receive a pie to the face.

We live-streamed the whole event on our Instagram profile creating further community awareness and energy. We also dedicated our holiday greeting to sharing news and photographs of the event. Recipients—including clients and business community contacts—responded positively, both about our intent and commitment to giving, as well as appreciating seeing their favorite accountants subjected to the pie-ing.

Through this endeavor we were able to exhibit three of our firm’s core values: defy stereotypes—accountants are not often known for their self-deprecating or playful nature and we were proud to show that off; work together—it really took the efforts of the whole firm to achieve our philanthropic goals; and care deeply—we were able to showcase the lengths we will go to in order to give back!

The event was a ton of fun and we’re looking forward to 2019’s season of giving!