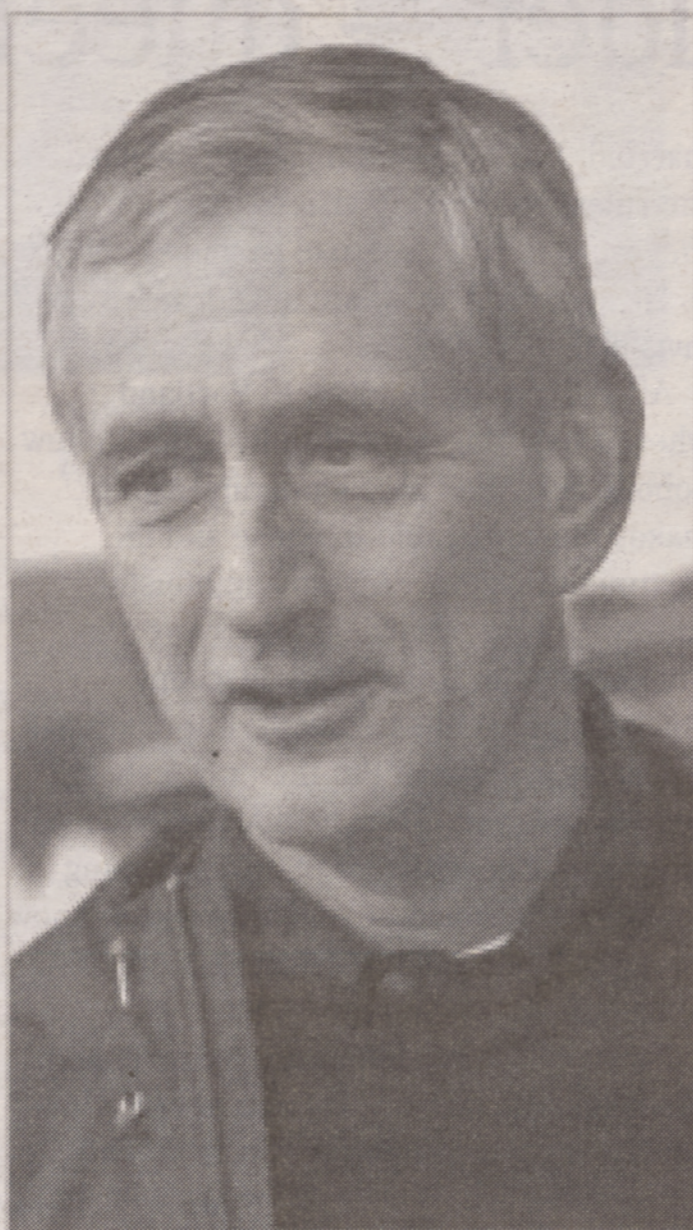




Eileen Brady



Charlie Hales



Jefferson Smith

Janice Thompson is the executive director for Common Cause Oregon. She is the former head of Democracy Reform Oregon (which was previously known as the Money in Politics Research Action Project). Common Cause is a nonpartisan, nonprofit advocacy organization founded as a vehicle for citizens to make their voices heard in the political process and to hold their elected leaders accountable to the public interest.

Big money, big stakes

A breakdown of money piling up behind the race for the next Portland mayor

BY JANICE THOMPSON
CONTRIBUTING WRITER

Eileen Brady is the fundraising leader in the Portland mayoral race with \$975,525 in contributions followed by \$538,494 raised by Charlie Hales and \$408,675 in contributions to Jefferson Smith. (These dollar amounts reflect contributions reported through April 20. At this point in the election, campaign finance contributions and spending must be reported within seven days on ORESTAR, the online reporting system. These figures will be different by the time this article appears in print due to Oregon's continuous reporting system.)

Size of Contributions Analysis

There are several other mayoral candidates but the fundraising angle of this article means the focus will be on Brady, Hales, and Smith. While Brady has raised more money, Smith has more contributors and a higher percentage of his fundraising is from donors giving \$100 or less compared to Brady and Hales. Hales has about 800 fewer contributors than either Brady or Smith. Contributions from donors giving \$1,000 or more particularly dominate fundraising by Brady and Hales. See Table 1. Smith has raised money from an

Table 1 – Fundraising by three contribution size groups as reported through April 20: Dollar amounts and percentage of total fundraising and number of contributors

Candidate	Contributions \$1,000 and up	Contributions \$101 to \$999	Contributions of \$100 or less	Total Fundraising
Eileen Brady	\$714,324	\$190,577	\$70,624	\$975,525
	73%	20%	7%	100%
Charlie Hales	\$383,310	\$104,885	\$50,299	\$538,494
	71%	20%	9%	100%
Jefferson Smith	\$214,202	\$101,056	\$93,418	\$408,675
	52%	25%	23%	100%
	233 contributors	549 contributors	1,400 est. contributors*	2,182 est. contributors*
	118 contributors	316 contributors	99 est. contributors*	1,433 est. contributors*
	111 contributors	298 contributors	1,850 est. contributors*	2,259 est. contributors*

*Contributions of \$100 or less do not have to be itemized by individual donor, rather those contributions are reported as aggregated dollar amounts. This means it is impossible to know exactly how many donors are giving in the contribution size category of \$100 or less. But an estimate can be determined by assuming that each of these small donations is \$50. Total contributor numbers are derived by adding the numbers of itemized contributors with estimates of numbers of those making contributions of \$100 or less.

estimated 2,259 contributors followed by estimates of 2,182 contributors to Brady's campaign and 1,433 contributors to Hales' campaign. Estimating the number of contributors is necessary due to reporting requirements that don't mandate identifying donors of \$100 or less.

The larger number of donors to Smith's campaign is reflected in the finding that 23

percent of his total fundraising thus far has come in contributions of \$100 or less. The dollar amounts in this contribution size category comprise only 9 percent of Hales' total fundraising and 7 percent of Brady's overall fundraising. However, contributions in amounts of \$100 or less, even though they come from many people, comprise less money than has been raised thus far in

either of the two other size categories analyzed in Table 1.

The Brady and Hales campaigns are particularly dominated by contributions of \$1,000 and up. There are 233 of these contributors to Brady's campaign and their support comprises 73 percent of her total fundraising. There are 118 donors writing checks of \$1,000 or more to Hales and their support amounts to 71 percent of his total fundraising. Smith has 111 donors who have given \$1,000 and up and their support adds up to 52 percent of his total fundraising.

The domination in 2012 of total fundraising by big contributions indicates a return to a pattern seen prior to the Voter-Owned Elections era from 2006 through 2010. During the 2004 election cycle, 69 percent of the money city candidates raised came from only 602 contributors who wrote checks of \$1,000 or more. This small number of contributors represented just 7 percent of total donors.

This pattern has returned to the 2012 mayoral contest with 72 percent of combined fundraising thus far by Brady, Hales, and Smith coming from just 468 contributors writing checks of \$1,000 or more with this small number of donors representing, thus far, just 8 percent of total contributors. This pattern would be even more dramatic if only Brady and Hales were in the race. That 52 percent of Smith's fundraising comes from donors giving \$1,000 or more is significant but his campaign is less dominated by these large donors than either the Brady and Hales political committees.

Top Donors

The top 20 contributors to Brady comprise 36 percent of her total fundraising. Brady's largest contribution is \$95,000, an in-kind donation of a campaign ad from the Mmmmm Society, LLC. Brady has contributed or loaned her campaign \$60,000 and has also received \$35,508 from the estate of Brian Rohter's mother. (Rohter is Brady's husband.) Emily's List, a political action committee dedicated to supporting women candidates, has given Brady \$15,000. (See Table 2.)

The top 20 contributors to Hales comprise 43 percent of his total fundraising.

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