

NEWS

Association for Healthcare Philanthropy

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Association for Healthcare Philanthropy Releases Report on Giving 2003

WASHINGTON, D.C., (September 14, 2004) – AHP President, Chief Executive Officer William C. McGinly, Ph.D., CAE, today announced the release of the FY 2003 Report on Giving. The survey includes both the U.S. and Canada, in separate sections. More than 250 institutions participated. The report is intended to show national trends over time, and to relate these trends, where applicable, to the changing health care environment.

"We are pleased to offer this tool to our members," McGinly said. "While 2002 showed downward trends in the amount of dollars raised, FY 2003 shows giving is up -- a 6.5% increase from last year in the U.S. and a 10.2% increase in Canada. We want to thank the AHP members who took the time to answer the survey."

AHP Board Chair Anne K. Randell, FAHP, adds that "the AHP Report on Giving is an excellent tool for health care fundraisers. It provides overall trends in giving and lets members know what is happening nationally."

Connecting People • Enriching Lives
In the United States

Funds raised by AHP member institutions/organizations in the United States in 2003 - including cash and securities received; pledges and planned gifts secured last year but not paid; the value of non-monetary gifts, including property and gifts-in-kind; and the income derived from endowments and investments - are estimated to be \$5.9 billion, up 6.5% from \$5.53 billion estimated in 2002.

It is estimated that cash contributions to U.S. member institutions/organizations totaled \$4.1 billion, 69.4% of total funds raised, including the sale of securities (\$318,030,300 - 5.4%), and non-monetary gifts (\$111,899,550 - 1.9%), accounted for more than three-fifths of the total (76.7%). Pledges \$906,975,300 (15.4%), planned gifts \$200,241,300 (3.4%), and other assets \$265,025,250 (4.5%) made up the remaining \$1.4 billion (23.3%).

As reported by the survey respondents, the number of donors grew by 1.5% and the number of gifts received grew by 0.4% from FY 2002 to FY 2003.

Individuals provided the bulk of all funds raised-61.4%. Businesses, including corporate foundations, supplied 17.9%, foundations other than corporate, 11.0%, and other sources (e.g., hospital auxiliaries, public agencies, civic groups, etc.), 9.6%. The number of donors in each

category was proportionate for the most part: 83.1% were individuals, 11.8% businesses/corporate foundations, 2.0% foundations, and 3.1% others. Among individual donors, three out of four (76.7%) were individuals not specifically affiliated with a health care organization, one in 20 was a physician (5.5%), and one in six was a health care organization employee (17.6%).

In Canada

AHP Canada Regional Chair Cathy Chrones, CFRE, adds that "the Report on Giving provides Canadian health care fundraisers with insights into the trends that are occurring across North America. I use the information every day."

Funds raised by AHP member institutions/organizations in Canada in 2003 - including cash and securities received; pledges and planned gifts secured last year but not paid; the value of non-monetary gifts, including property and gifts-in-kind; and the income derived from endowments and investments - totaled \$1.12 billion, up 10.2% from the previous fiscal year.

It is estimated that cash contributions to Canadian member institutions and organizations totaled \$857 million (76.2%), including the sale of securities (\$17 million - 1.5%), and non-monetary gifts (\$22 million - 2.0%), accounted for four-fifths of the total (79.7%). Pledges \$163 million (14.5%), planned gifts \$29 million (2.6%), and other assets \$36 million (3.2%) made up the remaining \$228 million (20.3%).

Contributions from individual donors again this year made up the bulk of total gifts raised by AHP members' institutions. The percentage of total gifts that came from individuals in 2003 was 55.0%, compared to 60.5% from 2002. The most productive fundraising entities in terms of total expenditure were those with costs totaling \$250,000 or less. Fundraising organizations with 151 to 250 beds produced the highest return based on this measure (\$5.98).

A summary of the report is available free of charge to AHP members. The entire report is provided free of charge on CD to AHP members who completed the survey. Extra copies may be purchased by AHP members for U.S. \$100. The nonmember price is U.S. \$150. Orders may be placed by logging on to the AHP Web site at www.ahp.org.

Association for Healthcare Philanthropy (AHP), established in 1967, is a not-for-profit organization whose 3,600 members manage philanthropic programs in 1,900 of North America's not-for-profit health care providers. AHP's audience includes fundraising professionals, development staff, public relations professionals, trustees, marketing professionals, administrators, and executives interested in health care fundraising. To learn more, visit the AHP Web site at www.ahp.org.