

# NEWS

## Association for Healthcare Philanthropy

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### **Association for Healthcare Philanthropy Releases Report on Giving FY 2002**

**WASHINGTON, D.C.**, (August 1, 2003) – AHP President/Chief Executive Officer William C. McGinly, Ph.D., CAE, today announced the release of the FY 2002 Report on Giving. The survey includes both the U.S. and Canada, in separate sections. Over 200 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. The numbers reflect some of the challenges that health care fundraisers now face," McGinly said. "While 2002 showed downward trends in the amount of dollars raised, we believe that health care philanthropy remains in solid shape despite the challenges provided by the economy. We want to thank the AHP members who took the time to answer the survey."

AHP Board Chair Stuart R. Smith, FAHP, adds that "the Report on Giving is one of the best tools that health care fundraisers can use to give a clearer picture of the overall trends that affect giving. It is very helpful for me to know what is happening nationally and how that affects what I do each day."

#### **In the United States**

Funds raised by AHP member institutions/organizations in the United States in 2002 - 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 \$5.53 billion, a substantial decline from the \$8.01 billion estimated in 2001.

This dramatic drop in giving takes giving levels back to those in 1998. The poor state of the economy is the single biggest reason for the loss of health care giving in the United States. Most of the loss is a result of reductions in gifts of appreciated property and earnings on endowments and investments. Already in 2003 this trend is beginning to reverse.

It is estimated that cash contributions to U.S. member institutions/organizations totaled \$3.64 billion, 65.9% of total funds raised. Pledges represented the second largest type, and at 20.8% equaled \$1.15 billion. Planned gifts amounted to 7.7%. Investment/endowment income and non-monetary gifts each represented 2.8%.

In 2002, extrapolating respondent data to the entire universe of AHP members, academic institutions raised an estimated \$542 million, 9.8% of the total funds from all sources (\$5.53 billion). Members representing entire health care systems accounted for \$1.71 billion of the total (30.9%). Community hospitals raised the second largest number of dollars (\$1.45 billion, 26.2% of the total). Children's hospitals were third again in dollars raised -- \$874 million (15.8% of the total). Those within a multi-hospital/institution system produced 6.6% of the total (\$36 million), other institutions 8.4% (\$46 million), long-term care institutions 1.8% (\$10 million), and specialty institutions 0.5% (\$3 million).

## In Canada

AHP Canada Regional Chair Pearl Veenema, CFRE, adds that "the Report on Giving provides Canadian health care fundraisers with insights into the trends that are the backdrop of our individual efforts to help our institutions offer the best care. I get information that I can use each day."

Funds raised by AHP member institutions/organizations in Canada in 2002 - 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 \$1.02 billion, a large increase over the \$802 million during 2001.

It is estimated that cash contributions to Canadian member institutions and organizations totaled \$796 million, up from \$585 million in 2001 and \$525 million in 2000. 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 increased to 60.5%, up from 47.1% in 2001. The more beds an institution reported, the higher the median endowment value reported. Institutions with 0 to 200 beds reported a median endowment value of \$731,000; those with 201 to 350 beds, a median endowment value of \$1.2 million; those with 351 or more beds a median endowment value of \$6.7 million.

The report is provided free of charge to AHP members who completed the survey. Extra copies may be purchased by AHP members for U.S. \$75. The nonmember price is U.S. \$125. Orders may be placed by logging on to the AHP Web site.

Association for Healthcare Philanthropy (AHP), established in 1967, is a not-for-profit organization whose 3,400 members manage philanthropic programs in 1,900 of North America's not-for-profit health care providers. AHP members raised nearly \$7 billion in FY 2002. AHP's audience includes fundraising professionals, development staff, public relations professionals, trustees, marketing professionals, administrators, and executives interested in health care fundraising.