

NEWS

Association for Healthcare Philanthropy

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U.S. Philanthropic Giving For Health Care Up Record

16.3 Percent in 2005

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Canadian Health Care Giving Also Up 11 Percent in 2005

WASHINGTON, D.C., (October 25, 2006) – Thankful patients and their grateful families increased their charitable contributions to health care facilities and organizations by a record 16 percent in the U.S., to \$7.01 billion, and by 11 percent in Canada, to \$1.2 billion, according to The AHP Report on Giving, FY 2005, issued today by the Association for Healthcare Philanthropy (AHP).

Individuals in the U.S. provided the bulk of all funds raised—60%. U.S. Businesses, including corporate foundations, supplied 18.2% of the funds, foundations other than corporate, 12.7%, and other sources (e.g., hospital auxiliaries, public agencies, civic groups, etc.), 9.9%. More than 300 institutions participated in the AHP survey, which is intended to show national trends in both countries over time, and to relate these trends, where applicable, to the changing health care environment.

AHP Board Chair Pearl F. Veenema, FAHP, said “the impact of these record breaking contributions will be felt throughout both countries as communities will receive expanded services, better state-of-the-art medical technology, and the best medical personnel to deliver the most comprehensive care possible.”

AHP President and Chief Executive Officer William C. McGinly, Ph.D., CAE, added, “Despite concerns about the economy and terrorism, Americans and their Canadian counterparts have earmarked their health care contributions in record numbers to make a difference in people’s lives every day.”

The Association for Healthcare Philanthropy (AHP), established in 1967, is a not-for-profit organization whose 4,300+ members manage philanthropic programs in 2,200 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.

Summary: In the United States (Read complete summary-PDF)

Funds raised by AHP member institutions/organizations in the United States in 2005 – 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 \$7.089 billion, up 16.3% from \$6.1 billion estimated in 2004.

It is estimated that cash contributions to U.S. member institutions/organizations totaled \$5.105 billion, 72% of total funds raised, including the sale of securities (\$305,000,000), and non-monetary gifts (\$50,000,000). Nearly \$2 billion of total funds raised was pledges, with the major portion of that secured but not yet paid pledges (20.6% of total funds raised). Planned gifts secured but not yet paid represented over \$400 million.

As reported by the survey respondents, the number of donors grew by 4.6% and the number of gifts received grew by 2.2% from FY 2004 to FY 2005.

Individuals provided the bulk of all funds raised—60%. Businesses, including corporate foundations, supplied 18.2%, foundations other than corporate, 12.7%, and other sources (e.g., hospital auxiliaries, public agencies, civic groups, etc.), 9.9%. More than eight out of 10 (83.7%) donors were individuals, unchanged from the previous year. Businesses, including corporate foundations, were 10.9% of the donors but provided 18.2% of the funds. Employees who were non-physicians represented 18.9% of individual donors, higher than the 15.9% share in FY2004. The next largest group was patients at 16.5% of all individuals, followed by physicians (5.5%) and board members (4.9%).

Summary: In Canada (Read complete summary-PDF)

AHP Canada Regional Chair Debbie McGarry, CFRE, adds that “the Report on Giving provides Canadian health care fund raisers 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 2005 – 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 \$1.188 billion, up 11% from the previous fiscal year.

It is estimated that cash contributions to Canadian member institutions and organizations totaled \$801 million, 14.8% higher than the previous year. Secured but not yet paid pledges are estimated to have been \$279 million, or 23.5% of all funds raised.

Contributions from individual donors again this year made up the bulk of total gifts raised by AHP members’ institutions. Six out of every 10 dollars raised came from individuals. The most productive fundraising entities in terms of total expenditure were those with costs totaling over \$300,000. Fundraising organizations with 201-350 beds produced the highest return based on this measure (\$6.48).

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.