

# NEWS

## Association for Healthcare Philanthropy

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### **In 2010, Expect Charitable Donors to Keep Giving Through Long-Term Pledges: AHP Study Concludes**

**WASHINGTON, D.C.**, (December 21, 2009) – In a sign of what to expect in 2010, businesses and individuals hit hardest by the economy's slide have shifted charitable giving patterns to longer-term pledges and gift commitments rather than ceasing to give altogether, according to a study of benchmarking data and effective philanthropic fundraising techniques released today by the Association for Healthcare Philanthropy (AHP).

"The fact that in this deep recession, donors are still givers and have not halted contributions signals a depth of relationship and commitment to the individual organizations which should be continually nurtured by health care fundraising operations," said William C. McGinly, AHP's president and CEO. "The real message here for health care executives and boards is take care of your donors and support your fundraising staff and mix of fundraising activities to cope with the recession."

The AHP benchmarking study revealed that the most effective fundraisers use a variety of well-rounded programs and activities to raise money, shattering the myth that big ticket galas, golf tournaments and telethons are the only way to attract donors. The most successful philanthropic programs have a sustained emphasis on building relationships and cultivating major gift donors. Data were gathered from 58 foundations that support non-profit hospitals across the U.S. and Canada, focusing on the 2008 fiscal year when the recession's full impact was hitting charities hard.

The data was compiled through AHP's Performance Benchmarking Service which is now in its fourth year. Participating organizations are able to compare their fundraising programs and results against those of industry leaders to upgrade business practices, achieve fundraising goals and integrate philanthropy into their health care organization's strategic plans. Using data collected from participants, members generate comparison reports for improved financial and human resource evaluation and planning in language CEOs and CFOs relate to and understand.

The Association for Healthcare Philanthropy, established in 1967, is a not-for-profit organization whose 4,500+ members direct philanthropic programs in 2,200 of North America's not-for-profit health care providers. AHP members provide essential service such as wellness programs; mobile health vans; mammography screenings; hearing and eye exams; and other health care services. AHP is comprised of professionals in the fields of fundraising, development, public relations and marketing, as well as trustees, administrators, and executives interested in health care fundraising.

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