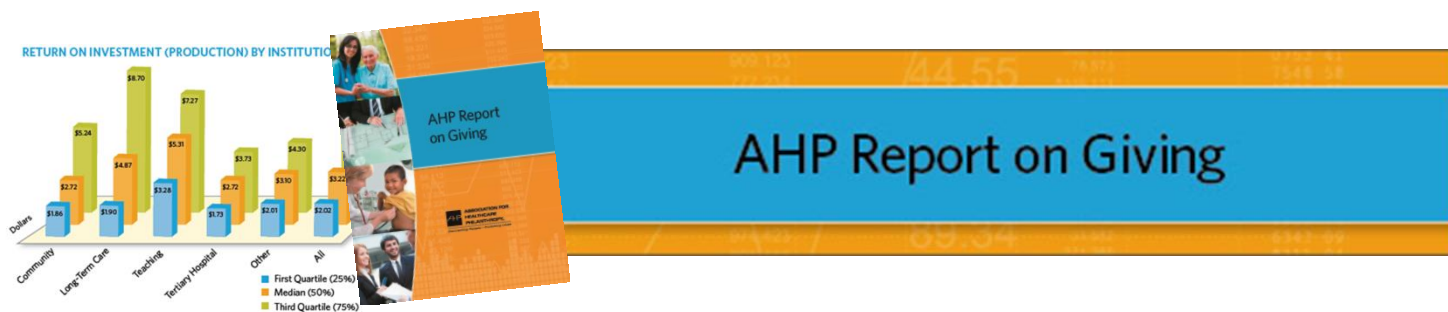




New this year: AHP Report on Giving Online Database

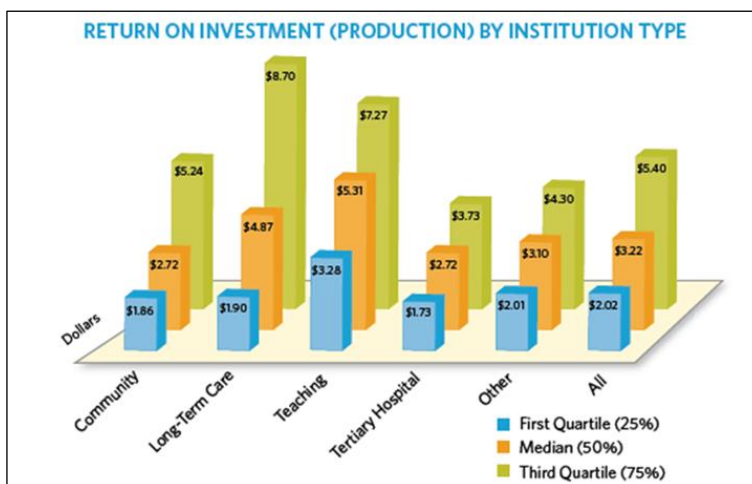
By completing the survey this year, you are ensuring that your organization's data will be included in the online database available this fall. This secure database respects your organization's confidentiality with data presented in the aggregate as AHP always has done with the annual Report on Giving. AHP will continue to publish the AHP Report on Giving and provide it for free to organizations completing the survey. The addition of the online database gives you the ability to create comparison groups of your own choosing and to delve deeper into the data by running numerous reports.

Custom reports like these:

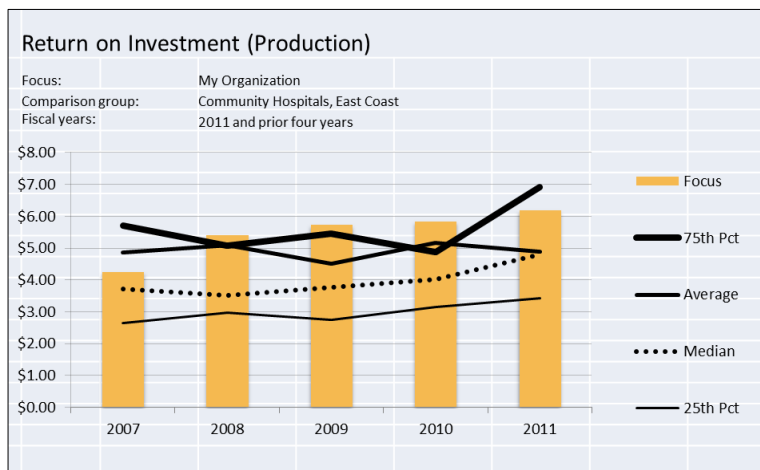
*Dashboard Report
for the C-Suite*

AHP PERFORMANCE SCORECARD										
FY 2012	Total Cash	Total Production	Total FR Expenses	Net FR Revenue Production	CTRD Cash	CTRD Production	ROI Cash	ROI Production	FTEs (Direct)	FR REV/FTE
All respondents (median)	\$2,940,226	\$3,223,656	\$856,097	\$2,105,049	\$0.32	\$0.31	\$3.17	\$3.22	4.0	\$778,739
Your Foundation										

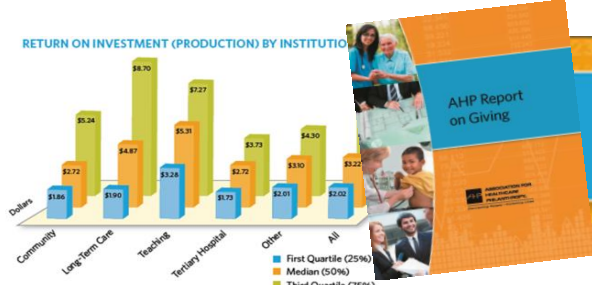
*ROI Report
Low to High, Current Fiscal Year*



*5-Year Trend Report
ROI with specific
Comparison Group*



Numbers in the above are for illustration purposes only.



Product Menu and Pricing

AHP Report on Giving (U.S. and Canada) - Single Report – November 2014

	AHP Report on Giving
Total Funds Raised	✓
Return on Investment	✓
Cost to Raise a Dollar	✓
Trends in Giving	✓

Price:

Survey Participants **FREE**

Members **\$200**

(non-members) **\$300**

AHP Report on Giving - Unlimited Custom Reports

	AHP Report on Giving Online Database & Reports	AHP Performance Benchmarking Service Database & Reports
Available	September 2014	September 2014
 Copy of the AHP Report on Giving (U.S. or Canada)	✓	✓
Ability to create comparison groups of like organizations	✓	✓
Unlimited access to data collected for the AHP Report on Giving	✓	✓
Ability to generate numerous reports based on <u>overall</u> organizational performance	✓	✓
Performance metrics by program: Annual Giving Major Gifts Corporate/Foundation Gifts Planned Giving Government Grants Special Events		✓
Constituency giving (grateful patients, physicians, employees, board members, executive staff)		✓
Activity tracking for Major Gifts, Planned Giving, Annual Fund and Special Events		✓
Price	Member \$495* (non-members \$795)	Members \$1000 (non-members \$1500)

*10% discount given to survey participants after survey has been completed.

Visit www.ahp.org/reportongiving for more information.