



ASSOCIATION FOR
HEALTHCARE
PHILANTHROPY™

Connecting People • Enriching Lives

U.S. Health Care Reform: Your Message to Your Donors

Health care reform may help address one component supported by health care philanthropy: Charity care. But it is important to emphasize that no matter how health care reform develops in the U.S., the need for health care philanthropy will not decrease. Philanthropy is still needed in order to:

- Cover the medical costs of the remaining six percent of the American population not covered under the final health care reform legislation,
- Pay for equipment purchases, plant maintenance and capital improvements that can no longer be funded from shrinking operating margins
- Fund facility and program expansions in response to aging population and growing community health issues
- Cover the costs of the growing population of under-insured
- Meet community demand for improved health care services and advanced technologies
- Address physician & nursing shortages.

In addition to emphasizing the critical role of philanthropy, your mission is to:

- Tell your story through personal examples, not just statistics.
- Emphasize the importance of transparency & accountability
- Demonstrate how your organization is a “good investment” of a donor’s philanthropic dollars.
- Demonstrate how your organization, and the health care provider you support, are making a sustainable difference in your community.
- Keep political and economic challenges and uncertainties out of your main messaging.

“Donors want to know that you are O.K. and how you are helping—it leads to much better conversations.”

—AHP 2009 Recession Survey respondent