

NEWS

Association for Healthcare Philanthropy

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Association for Healthcare Philanthropy Released Report on Giving 2004

WASHINGTON, D.C., (November 28, 2005) – The Association for Healthcare Philanthropy (AHP) today announced the release of the FY 2004 Report on Giving. The survey includes both the U.S. and Canada, in separate sections. More than 300 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.

AHP Board Chair Arthur M. “Rusty” Brink, Jr., FAHP, CFP, stated that “the AHP Report on Giving is an excellent tool for health care fundraisers. It provides overall trends in giving and lets members know what is happening nationally.”

AHP President and Chief Executive Officer William C. McGinly, Ph.D., CAE, added, “We are pleased to offer this tool to our members. FY 2004 shows giving is up in the US -- a 3.5% increase from last year; and down in Canada -- . 4.8% decrease in Canada. We want to thank the AHP members who took the time to answer the survey.”

In the United States

Funds raised by AHP member institutions/organizations in the United States in 2004 – 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 \$6.1 billion, up 3.5% from \$5.9 billion estimated in 2003.

It is estimated that cash contributions to U.S. member institutions/organizations totaled \$4.1 billion, 67% of total funds raised, including the sale of securities (\$310,874,618 - 5.1%), and non-monetary gifts (\$85,338,130 - 1.4%), accounted for more than three-fourths of the total (73.5%). Pledges \$1,249,054 (20.5%), planned gifts \$256,014,392 (4.2%), and other assets \$109,720,453 (1.8%) made up the remaining \$1.6 billion (26.5%).

As reported by the survey respondents, the number of donors grew by 2.7% and the number of gifts received grew by 5% from FY 2003 to FY 2004.

Individuals provided the bulk of all funds raised—60%. Businesses, including corporate foundations, supplied 19.4%, foundations other than corporate, 12.3%, and other sources (e.g., hospital auxiliaries, public agencies, civic groups, etc.), 8.3%. The number of donors in each category was proportionate for the most part: 83.6% were individuals, 11.2% businesses/corporate

foundations, 2.6% foundations, and 2.6% others. Board members accounted for over half (52.6%) of individual donors; patients made up 7.1%; employees – 15.9%; and physicians – 5.9%.

In Canada

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 2004 – 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 \$1.07 billion, down 4.8% from the previous fiscal year.

It is estimated that cash contributions to Canadian member institutions and organizations totaled \$698 million (65.2%), including the sale of securities (\$28 million – 2.6%), and non-monetary gifts (\$12 million – 1.2%), accounted for seven-tenths of the total (69%). Pledges \$317 million (29.6%), planned gifts \$13 million (1.2%), and other assets \$2 million (0.2%) made up the remaining \$332 million (31%).

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 in 2004 was 58.7%, compared to 55% from 2003. The most productive fundraising entities in terms of total expenditure were those with costs totaling \$250,000 or less. Fundraising organizations with 150 beds or less produced the highest return based on this measure (\$4.92).

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.

Association for Healthcare Philanthropy (AHP), established in 1967, is a not-for-profit organization whose 4,000 members manage philanthropic programs in 1,900 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 fund raising.

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