

# AHP COVID-19 Benchmarking Study

Volume 1

October 2019 - April 2020

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## About the Study

The following report presents data collected from the AHP COVID-19 Benchmarking Study, an initiative designed to analyze the financial impact of the 2020 COVID-19 pandemic on healthcare philanthropy. This study is ongoing through the 2020 calendar year where each month from May to December, one round of the survey will be sent out to collect data on revenue goals and actuals during the pandemic. The first volume of this report represents data collected on activities ranging from October 2019 to April 2020.

## Methodology

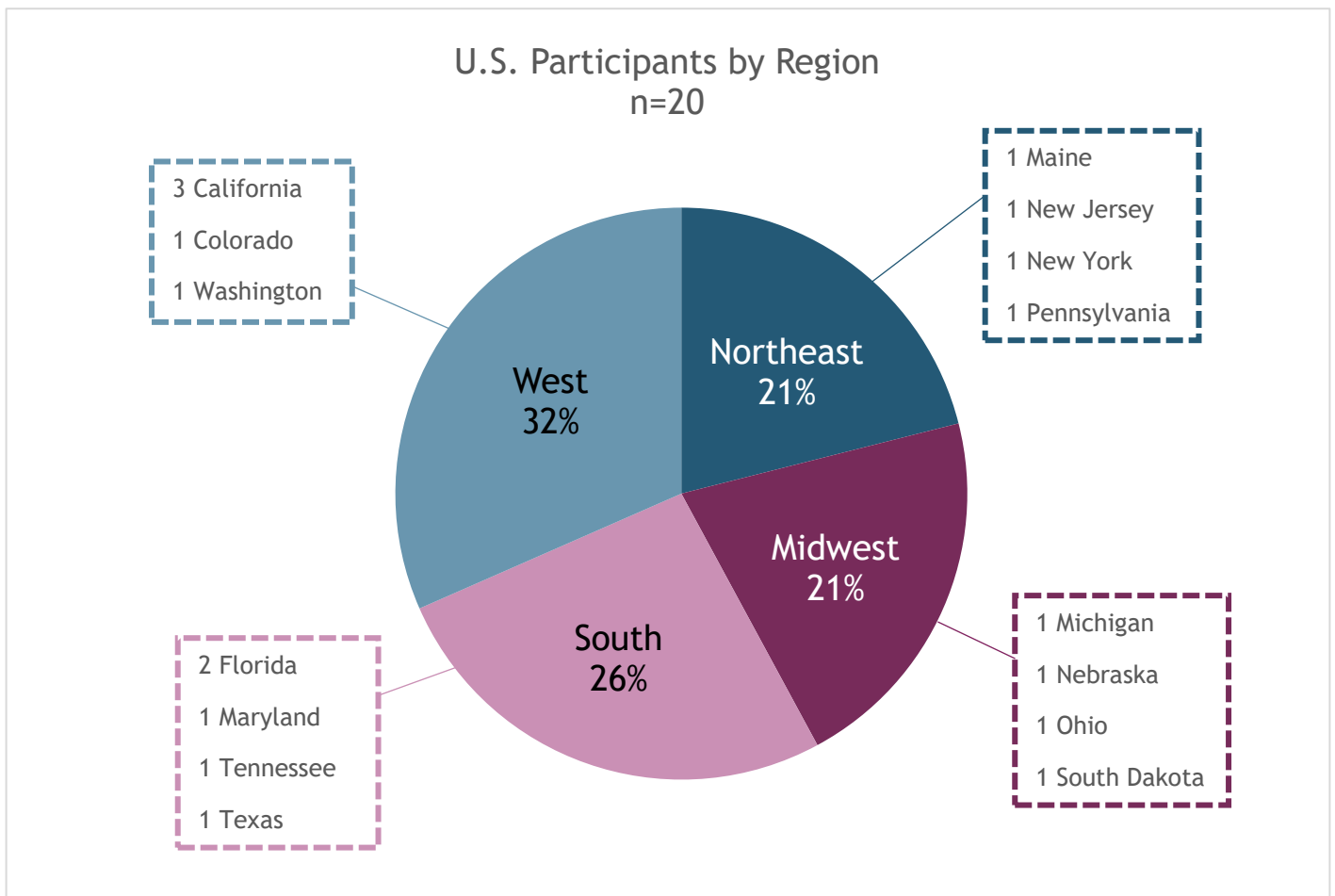
Participation in this study was voluntary for any AHP member or prospect from the U.S. or Canadian who represent a healthcare entity or system that raises funds for healthcare philanthropy purposes. Information was collected on organization location, organization size, by either net patient revenue (U.S. respondents) or gross operating revenue (Canadian respondents), and total production revenue goals and actuals, including overall revenue, revenue for annual gifts, and revenue for major gifts. The survey to collect data was open for almost two weeks, from Wednesday, May 6<sup>th</sup> through Monday, May 18<sup>th</sup>. Data was collected using an online survey software provided by Qualtrics.

Of the 1,148 organizations surveyed, 99 U.S. and 13 Canadian organizations provided responses, bringing the total participants to 112 with a response rate of 10%. This report does not incorporate partial responses into its calculations to prevent skewedness. This includes organizations that only provided one month of data instead of all seven and organizations that did not provide data on annual or major gift revenue goals and actuals. Because of the small sample size of complete data, 14 U.S. and 5 Canadian responses were included in the following report. Additionally, no Net Patient Revenue or Gross Operating Revenue comparisons could be made between the organizations used in this report.

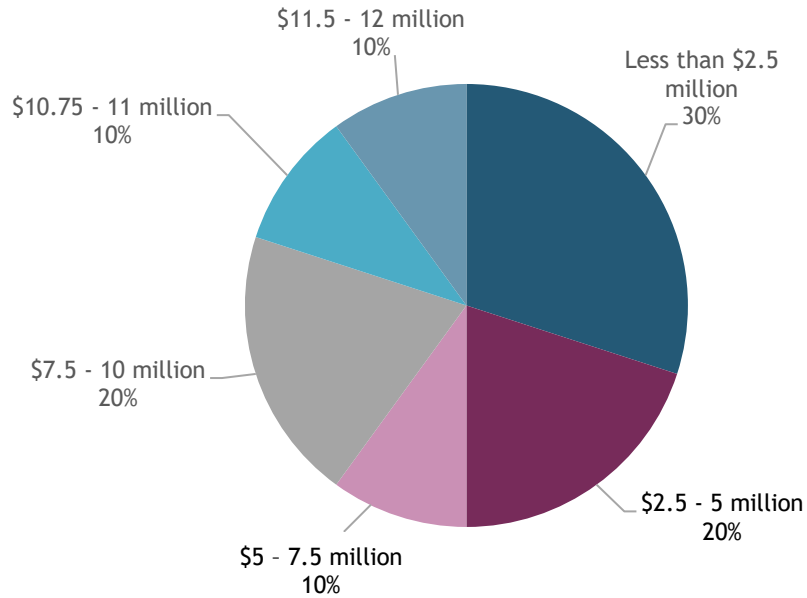
For future volumes of this report, respondents are encouraged to provide completed survey forms. They will have an opportunity to revisit surveys from previous months of data collection to complete their partial responses. Because of this, the following data in this report is subject to change within subsequent volumes of this study's findings.

# All U.S. Participants

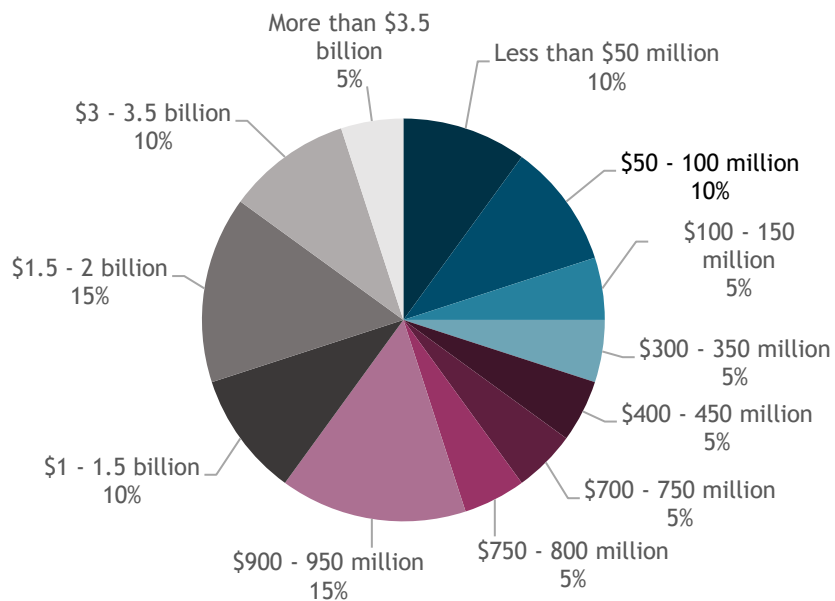
## Demographics



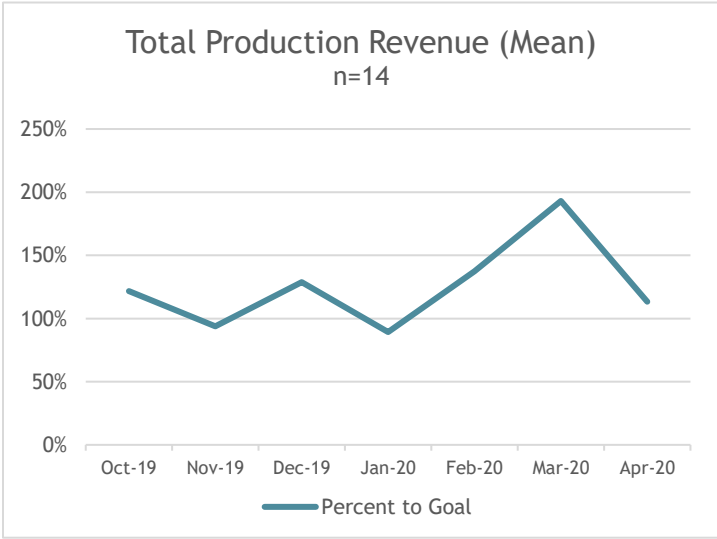
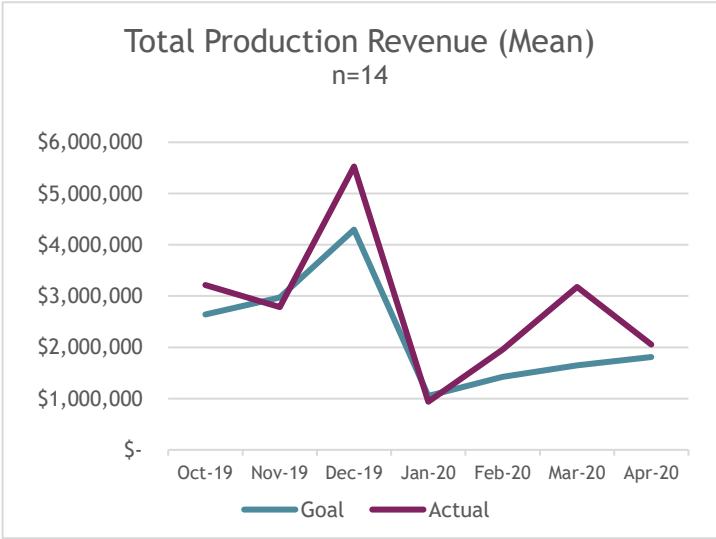
U.S. Participants by Fundraising Expense Budget  
n=20



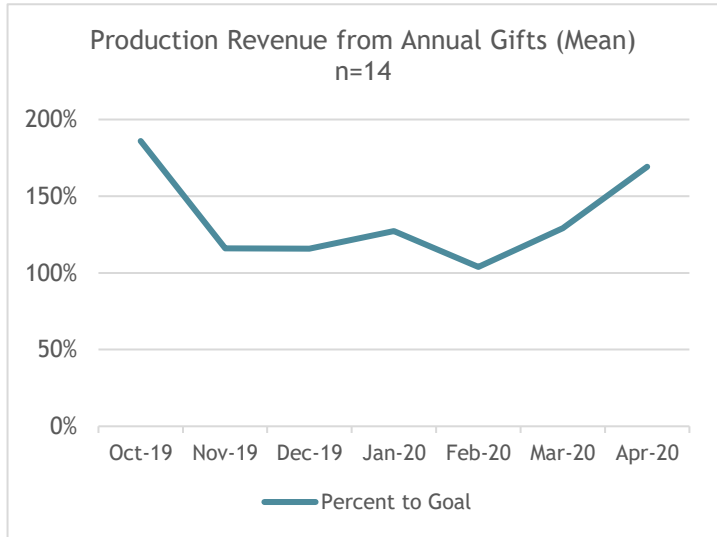
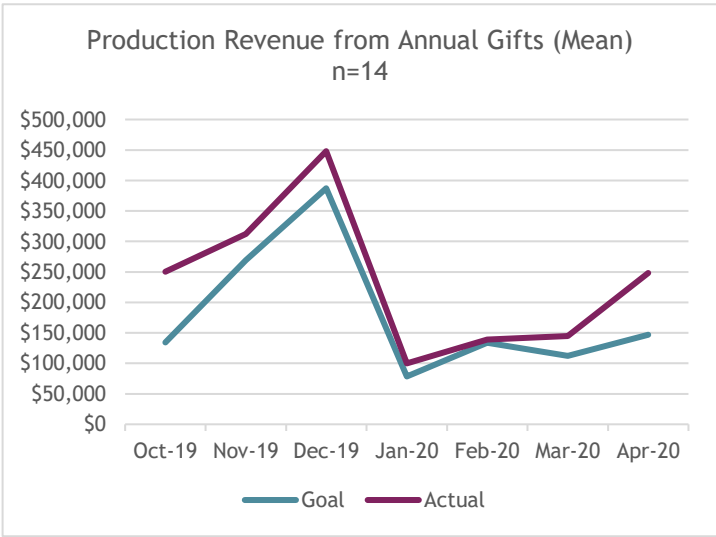
U.S. Participants by Net Patient Revenue  
n=20



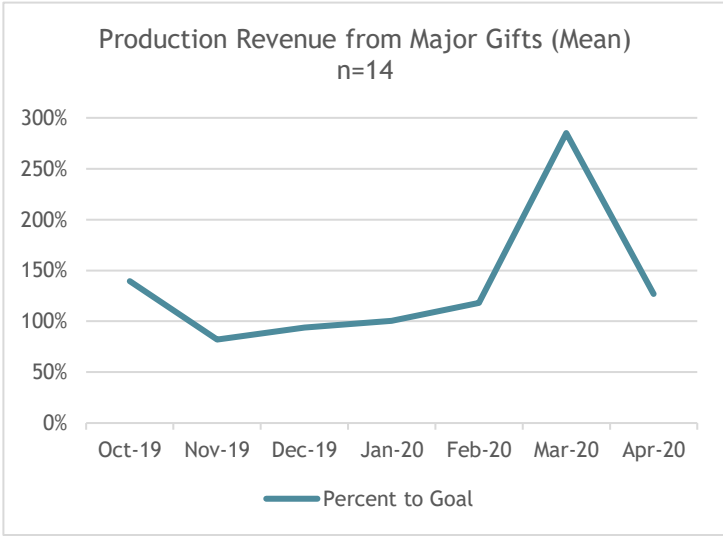
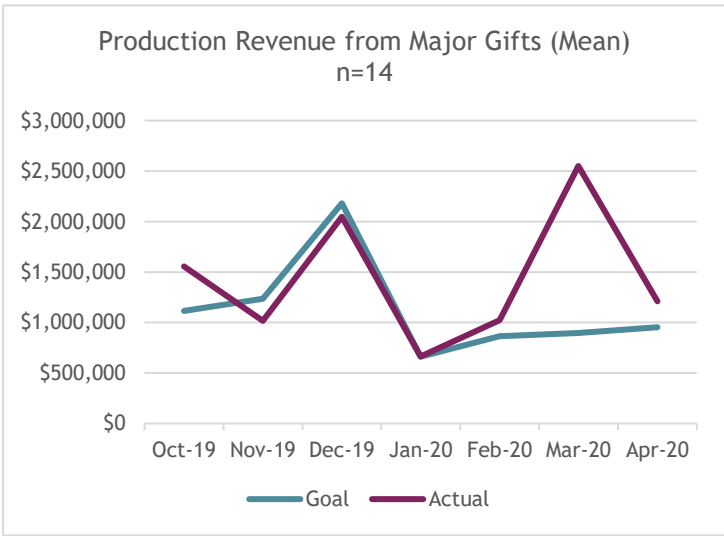
# All U.S. Participants Trends



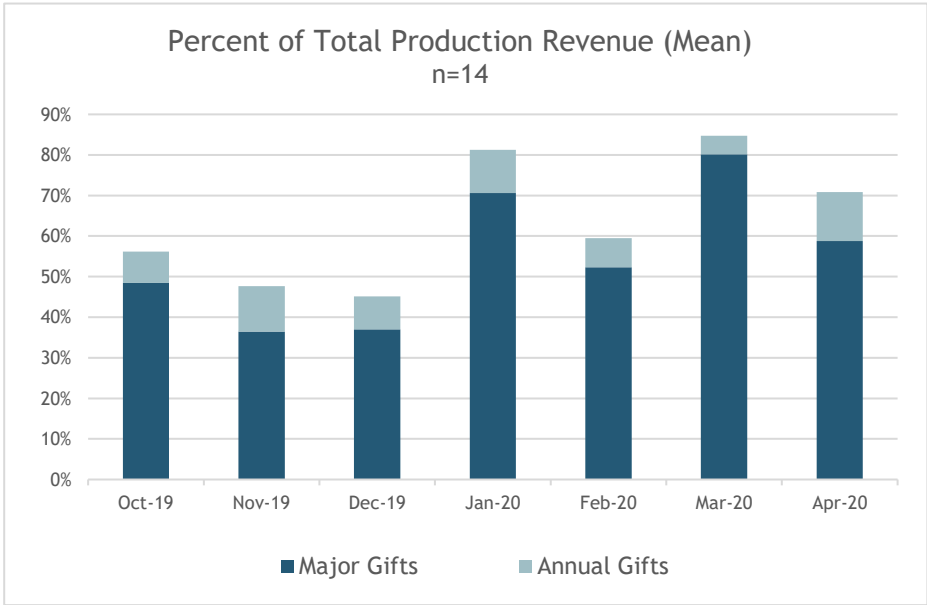
On average, U.S respondents have been close to meeting or exceeded goals. Revenue goals have flattened from January to April and meeting those goals has exceeded 100% since February with the highest point in March at 193%.



Annual gifts alone have surpassed revenue goals, showing a slow decrease to December (in favor of major gifts). Although revenue goals have decreased almost 5-fold from December to January, they are steadily increasing in 2020 and are exceeding the 100% mark of percent raised to goal.

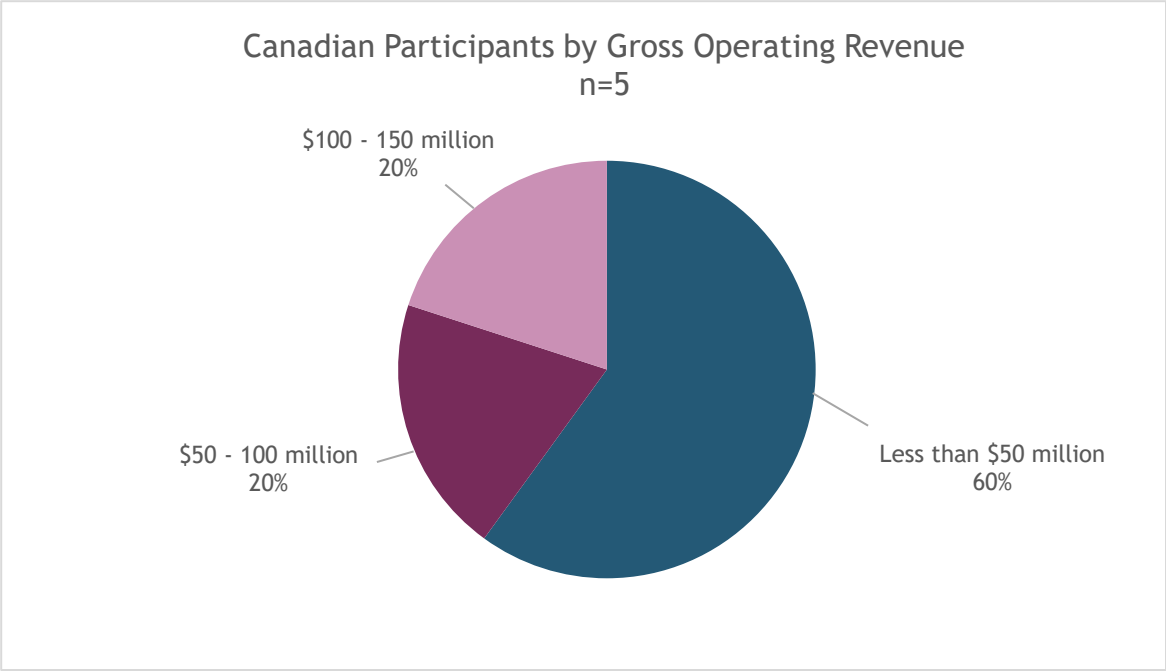
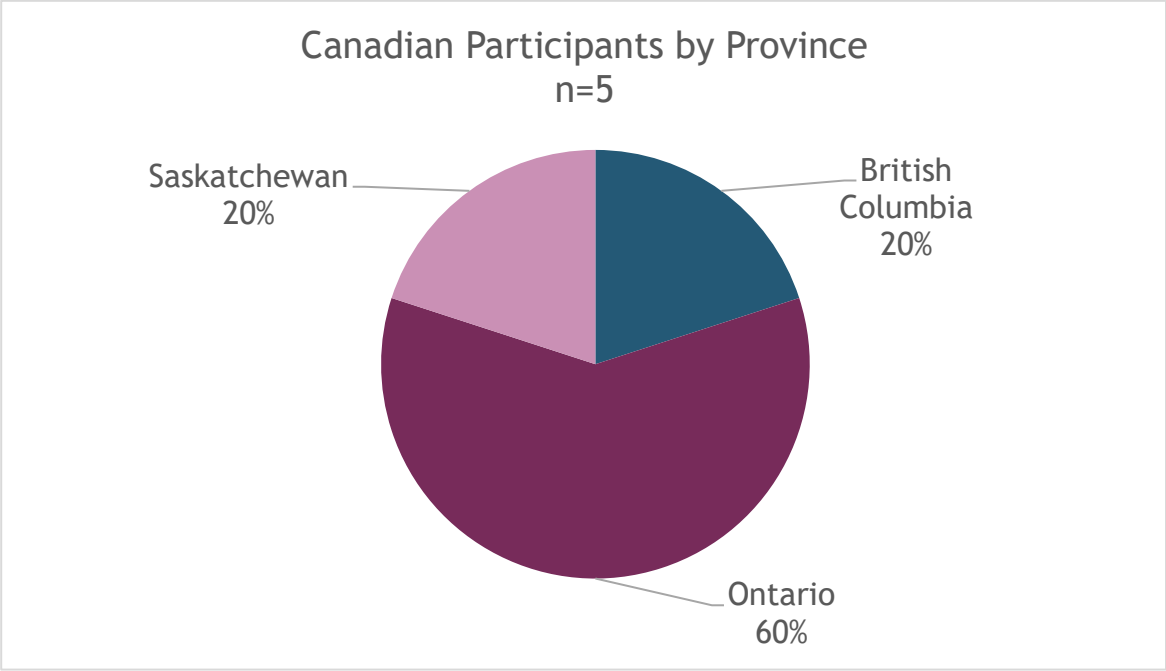


Major gifts have evenly hovered around meeting 100% of revenue goal up to February, dipping down to 82% in November and 93% in December. In March, actuals for major gifts shot up to meet 285% of revenue goals and has decreased back down to 127% in April.



At the end of 2019, other revenue sources consistently made up around 50% of overall revenue. Between January and April of 2020, major gifts have taken this spot, increasing to 71% in January and 80% in March.

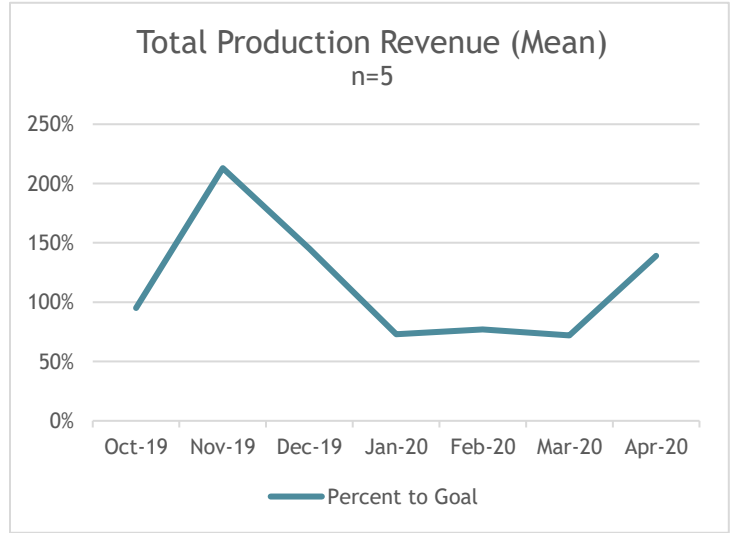
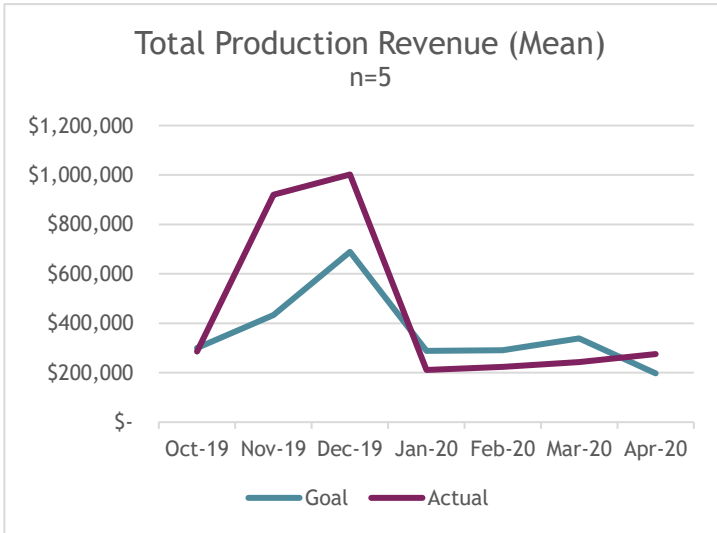
# All Canadian Participants Demographics



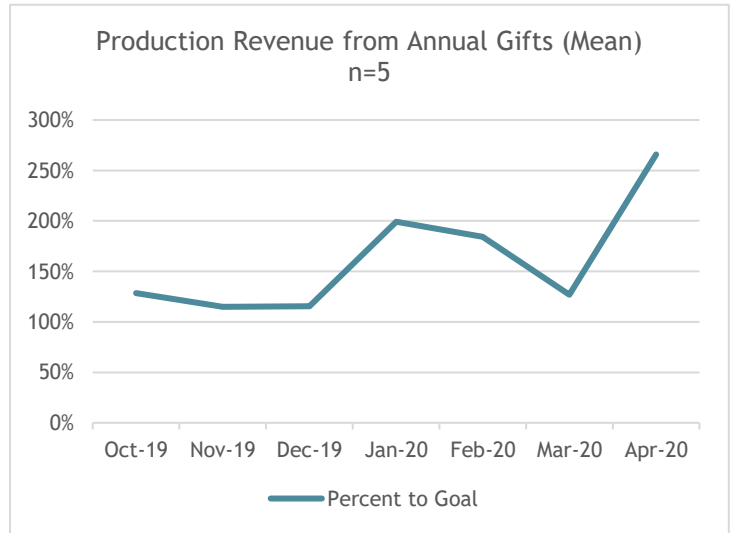
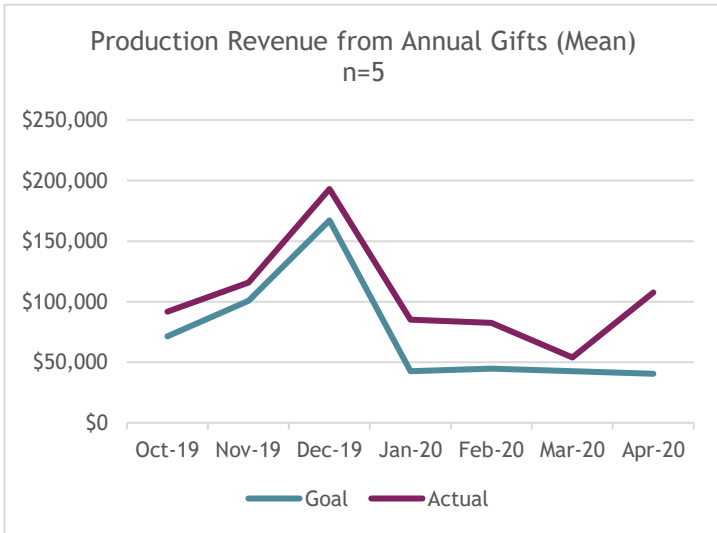
All Canadian participants had a Fundraising Expense Budget of less than \$2.5 million.



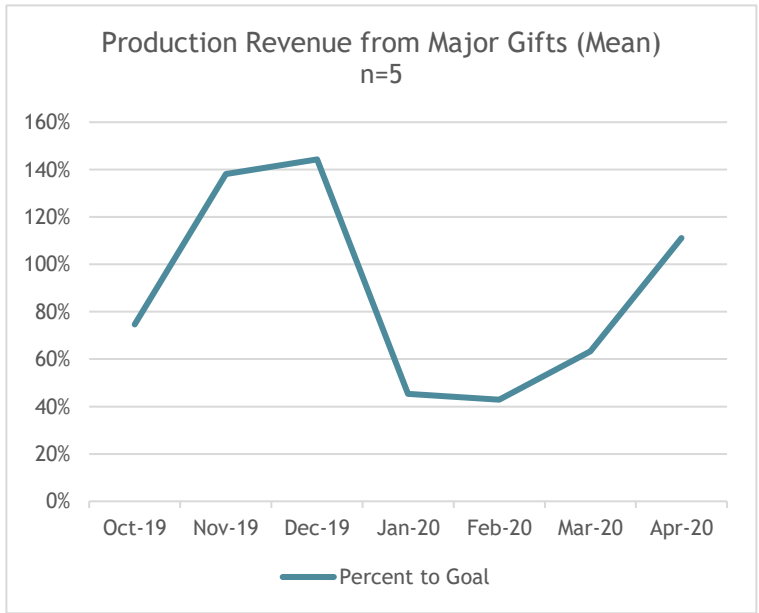
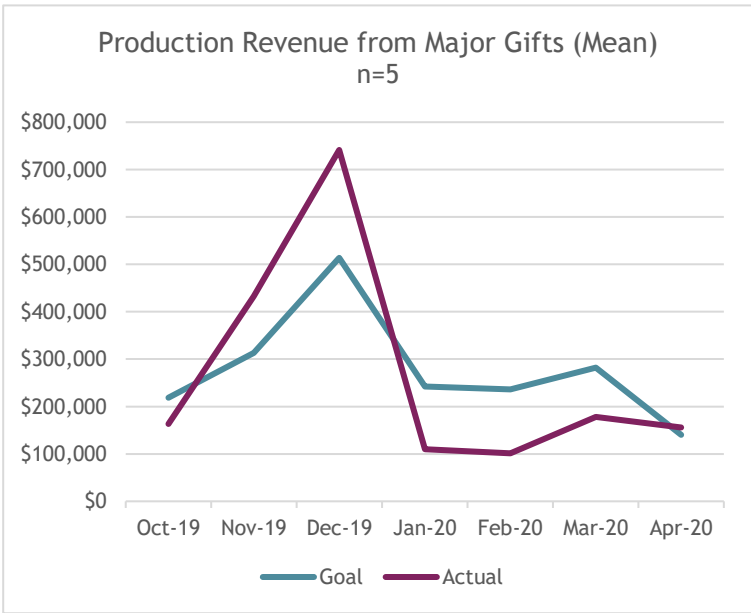
# All Canadian Participants Trends



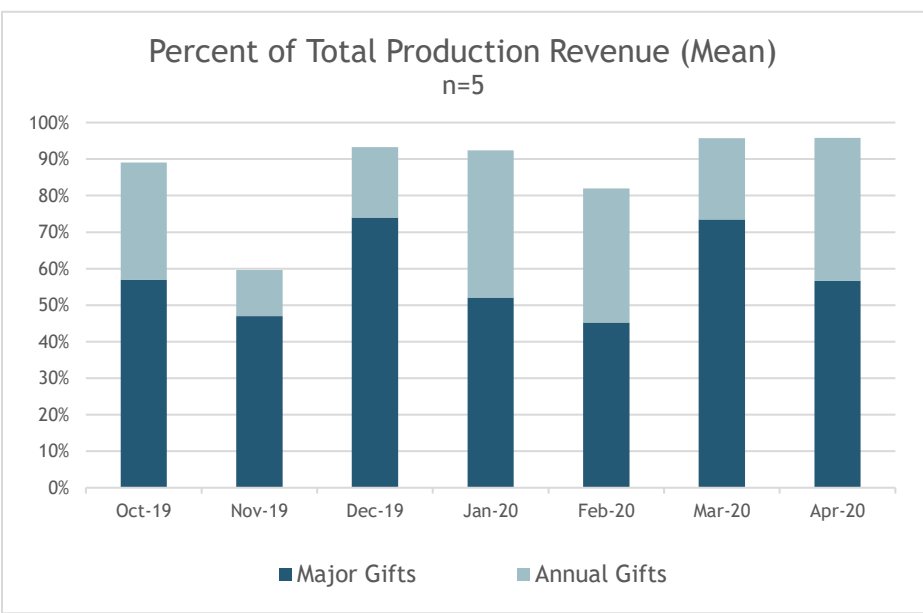
For all Canadian participants, revenue goals have decreased since December from \$689k to \$197k in April. Meeting goals have stayed between 72% and 77% until shooting up to 139% in April.



Generally, this group has performed well with annual gifts with the decreasing revenue goals. They have met above 100% of their goals from October through March, with a notable increase up to 265% in April.



On the other hand, major gifts have shown more variation. Revenue goals have also slowly decreased, and meeting those goals is beginning to increase, from meeting 45% of goal in January to 111% of goal in April.



Annual and major gifts have made up more than half of total production. The highest percentages so far were seen in March and April where combined, annual and major gifts made up 96% of total production revenue.

# Glossary of Terms

**Annual Gifts** - Gifts of less than \$10,000 from individuals. Do not include gifts of less than \$10,000 from other donor constituency types (e.g., corporations, businesses, foundations, governmental agencies).

**Fundraising Expense Budget** - Portion of an organization's budget that is devoted to the cost of fundraising.

**Gross Fundraising Revenue** - Represents total funds raised, either cash or production.

**Major Gifts** - Gifts from individuals valued at \$10,000 or greater. Do not include gifts from individuals that are valued at \$10,000 or more and made as part of a planned gift or in response to a special event, as these are reported as planned gifts or special event gifts.

**Net Patient Revenue** – The total patient revenues minus the patient discounts. This is the total amount of money they received for treating patients from a payer (Medicare, Medicaid, commercial insurance) and does not include the charitable donations, revenues from the foundation, or other revenue sources. Patient Discounts include any contractual allowances or discounts on patients' accounts (Definitive Healthcare, 2018).

**Production Revenue** - Includes recorded revenue (definition below) plus revocable, written deferred gifts that are not yet recordable per GAAP due to revocability and/or conditions on the gift (such as conditional pledges or revocable bequests) to allow the gift to be recorded for financial statement purposes.

**Recorded Revenue** - All irrevocable outright and irrevocable written deferred gifts received during the reporting year made in any form, such as cash and securities, non-cash gifts such as personal and real property, unconditional pledges, or irrevocable bequests.

For any questions about the study or its insights,  
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