

AHP COVID-19 Benchmarking Study

Volume 3
June 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 2020 to December 2020, one round of the survey will be sent out to collect data on revenue goals and actuals during the pandemic. The third volume of this report represents data collected on activities ranging from October 2019 to June 2020.

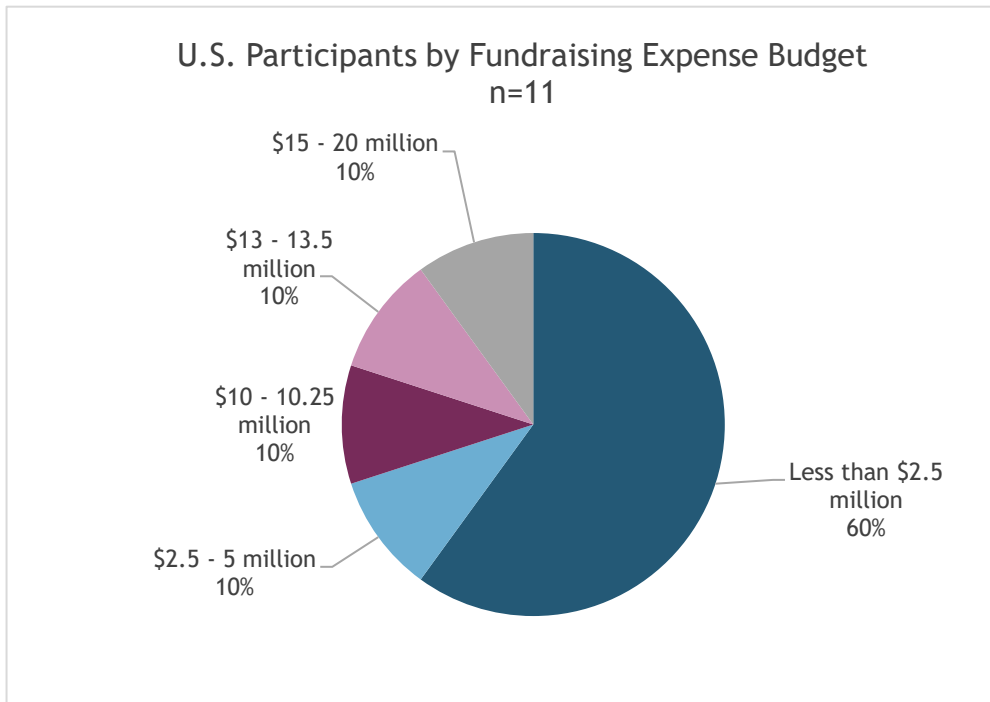
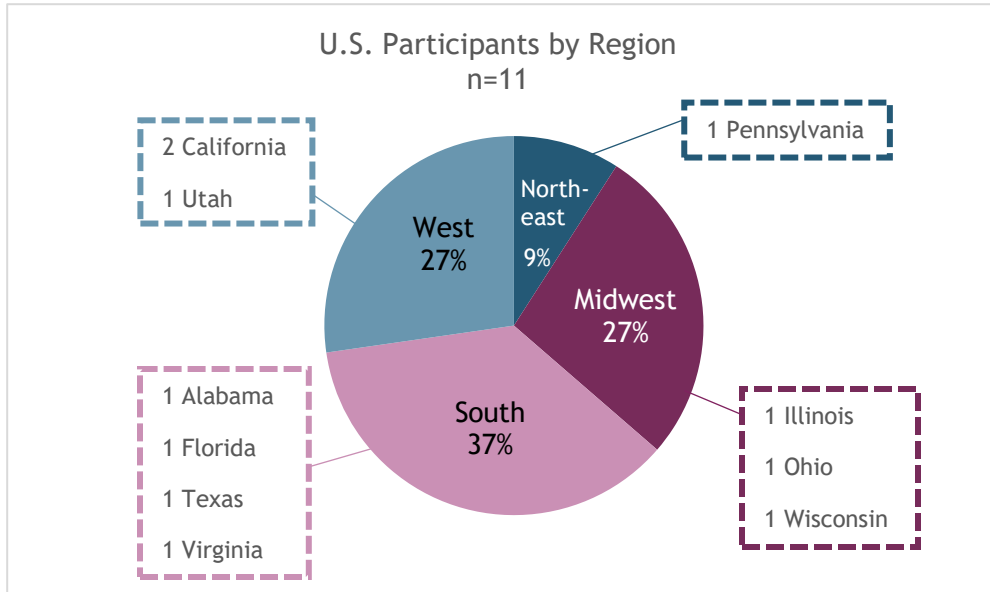
Methodology

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 two weeks, from Monday, July 6th through Monday, July 20th. Data was collected using an online survey software provided by Qualtrics.

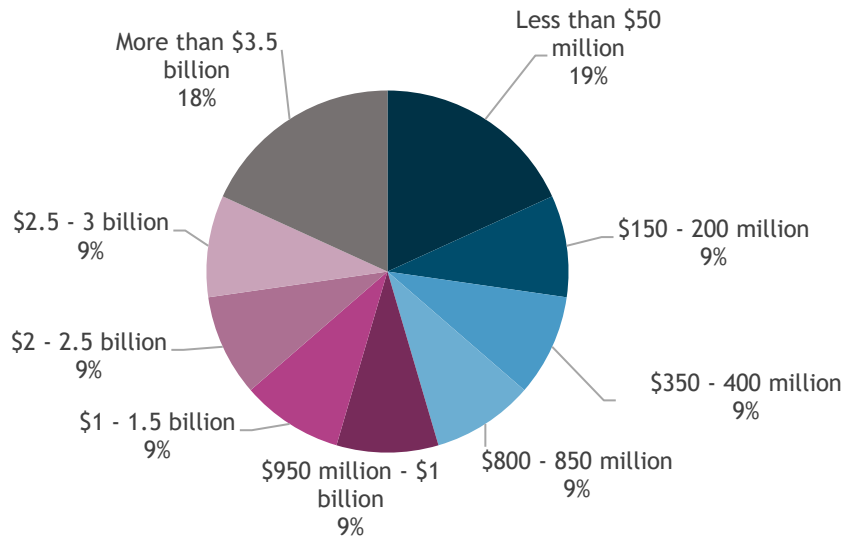
Of the organizations surveyed, 22 U.S. and 5 Canadian organizations provided responses. This report does not incorporate partial responses into its calculations to prevent skewedness. This includes organizations that only provided one month of data instead of all seven and organizations that did not provide data on annual or major gift revenue goals and actuals. Because of the small sample size of complete data, 11 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 (June 2020) Demographics



U.S. Participants by Net Patient Revenue
n=11

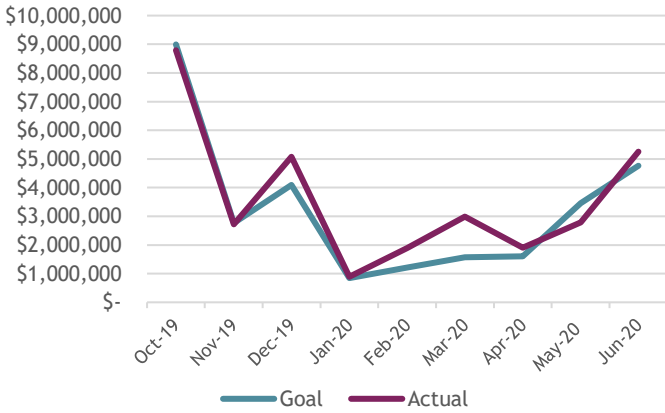


	October 2019 - April 2020 (n = 16)	May 2020 (n=10)	June 2020 (n=11)
Region			
Midwest	38%	20%	27%
Northeast	29%	20%	9%
South	12%	30%	37%
West	31%	30%	27%
Fundraising Expense Budget			
Less than \$2.5 million	50%	50%	60%
\$2.5 - 5 million	19%	20%	10%
\$7.5 - 10 million	19%		
\$10 - 10.25 million			10%
\$11.5 - 12 million	6%		
\$13 - 13.5 million		10%	10%
\$15 - 20 million			10%
\$45 - 50 million	6%	10%	
More than \$50 million		10%	

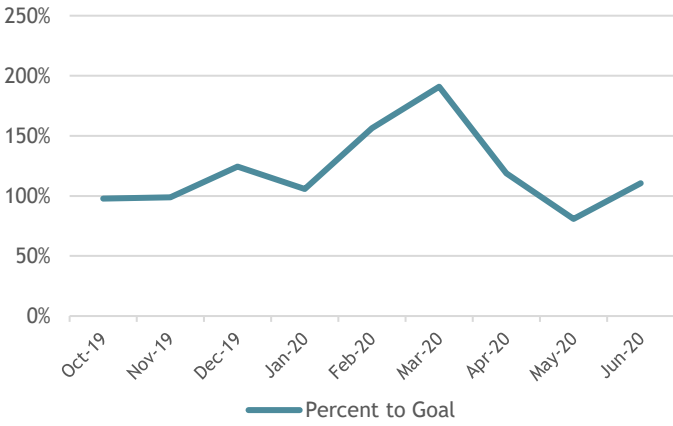
	October 2019 - April 2020 (n = 14)	May 2020 (n=10)	June 2020 (n=11)
Net Patient Revenue			
Less than \$50 million	12%	30%	18%
\$50 - 100 million	12%	10%	
\$100 - 150 million	6%		
\$150 - 200 million			9%
\$350 - 400 million	6%		9%
\$400 - 450 million	6%		
\$750 - 800 million	6%		
\$800 - 850 million			9%
\$900 - 950 million	12%		
\$950 million - 1 billion		10%	9%
\$1 - 1.5 billion	12%	20%	9%
\$2 - 2.5 million	6%		9%
\$2.5 - 3 billion	6%	10%	9%
\$3 - 3.5 billion	12%		
More than \$3.5 billion	6%	20%	18%

All U.S. Participants Trends

Total Production Revenue (Mean)

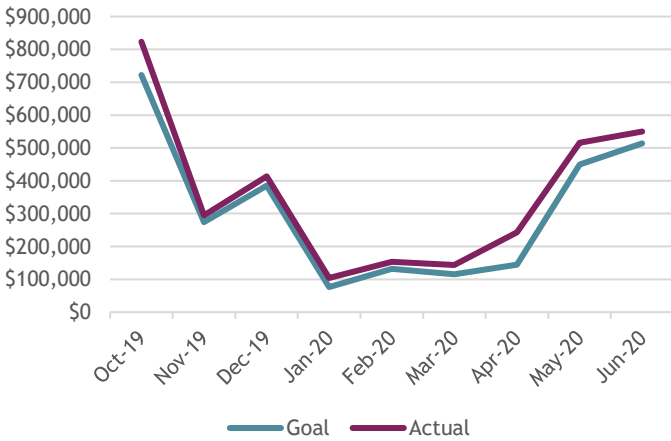


Total Production Revenue (Mean)

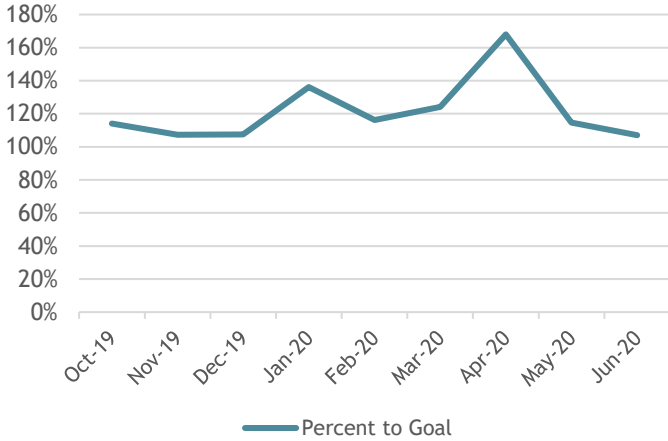


On average, U.S respondents have been close to meeting or exceeded goals. In June, percent to goal has rebounded up to 110% from 80% in May.

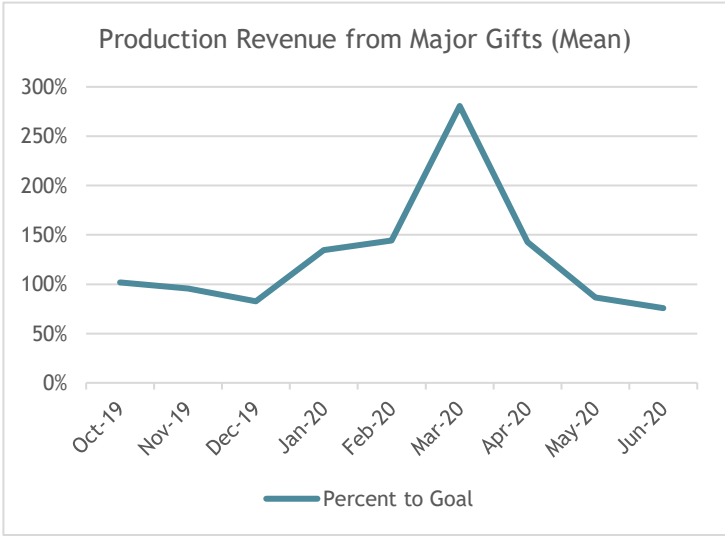
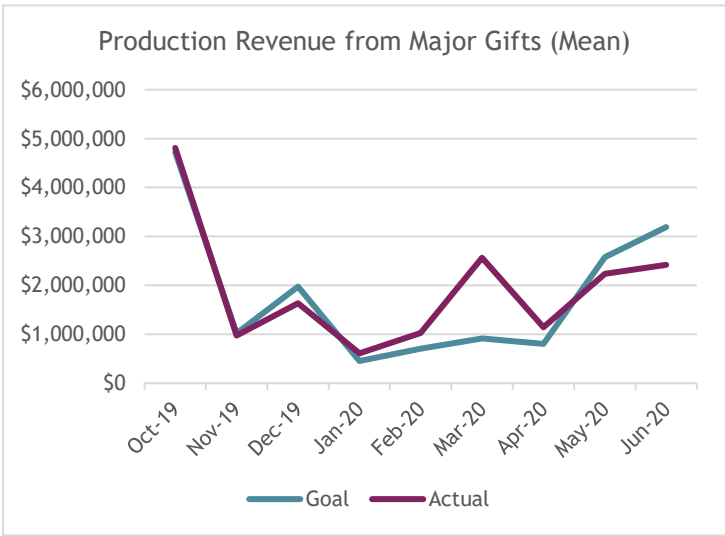
Production Revenue from Annual Gifts (Mean)



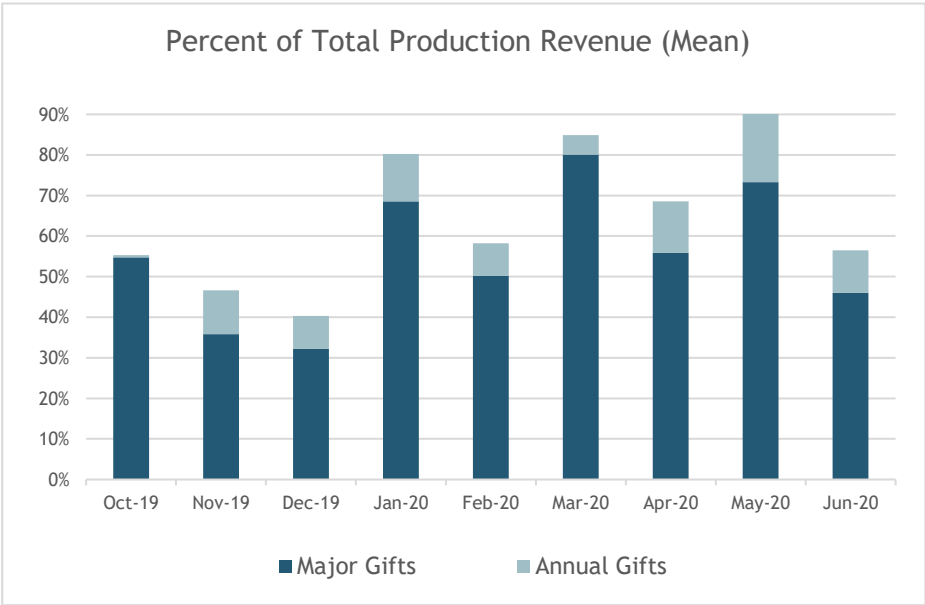
Production Revenue from Annual Gifts (Mean)



Annual gifts alone have continued to surpass revenue goals - respondents met 107% of their goals in June.

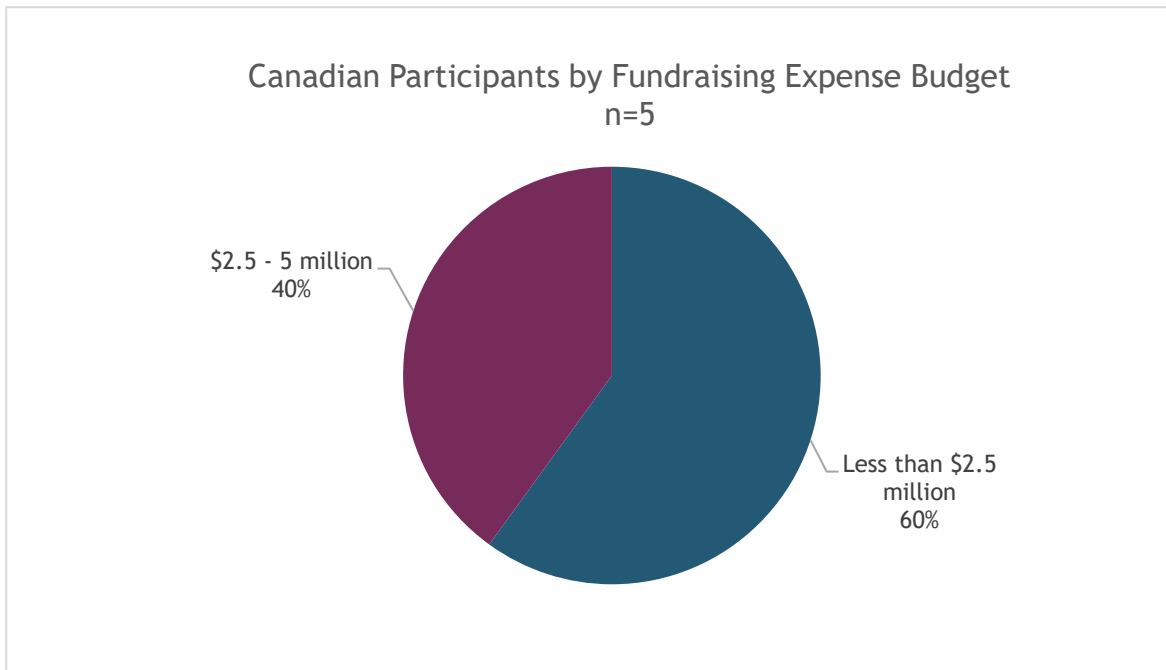
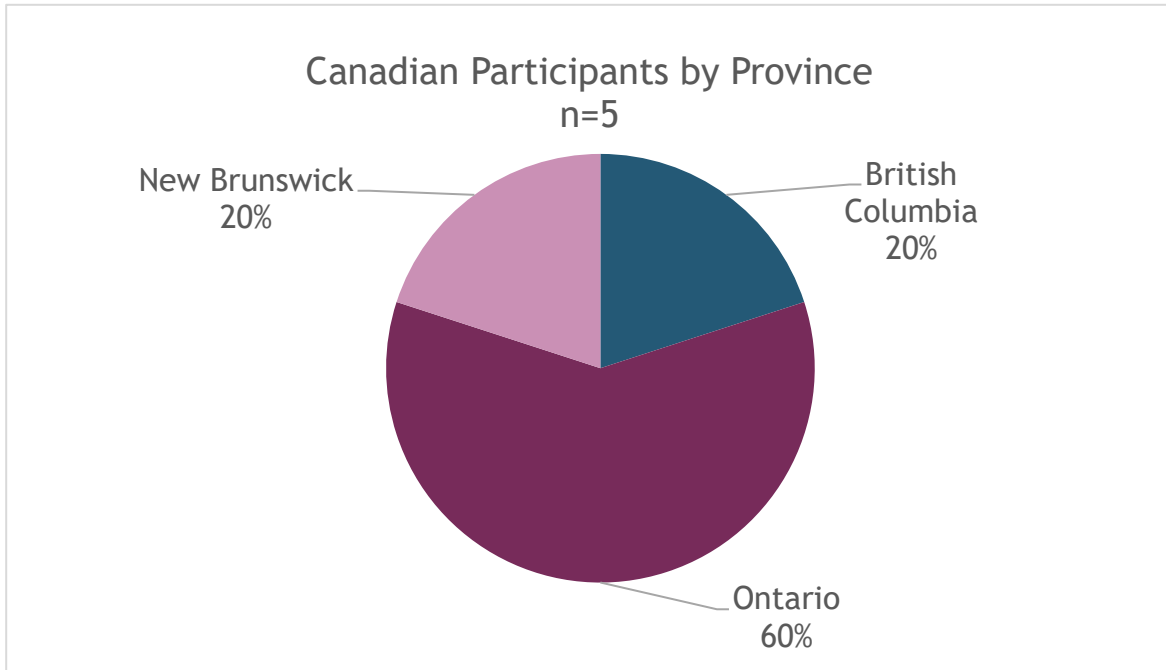


Respondents were shy of meeting major gift goals from May to June, meeting 86% of goal in May, and 75% in June.

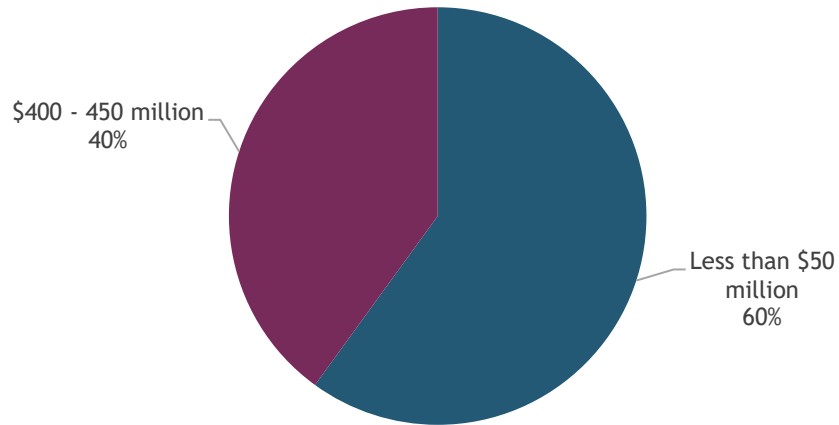


Compared to overall revenue in June, annual and major gifts have decreased to take up 56% in comparison to other revenue sources. This makeup is the lowest it's been since December 2019.

All Canadian Participants (June 2020) Demographics

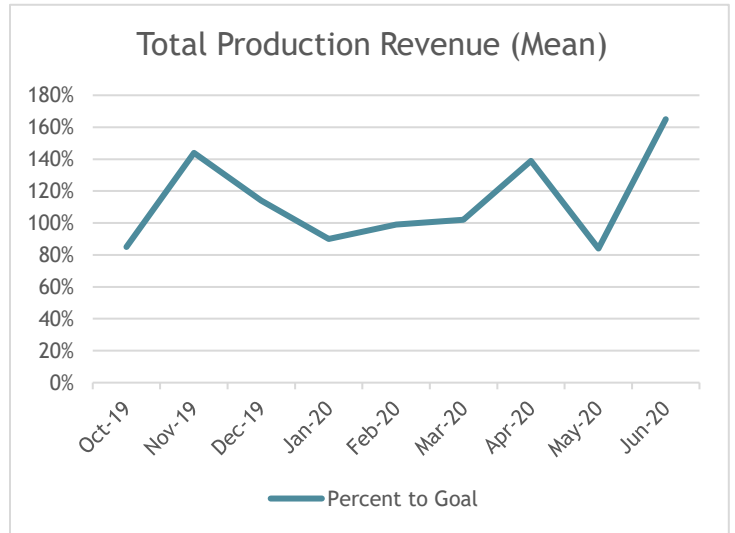
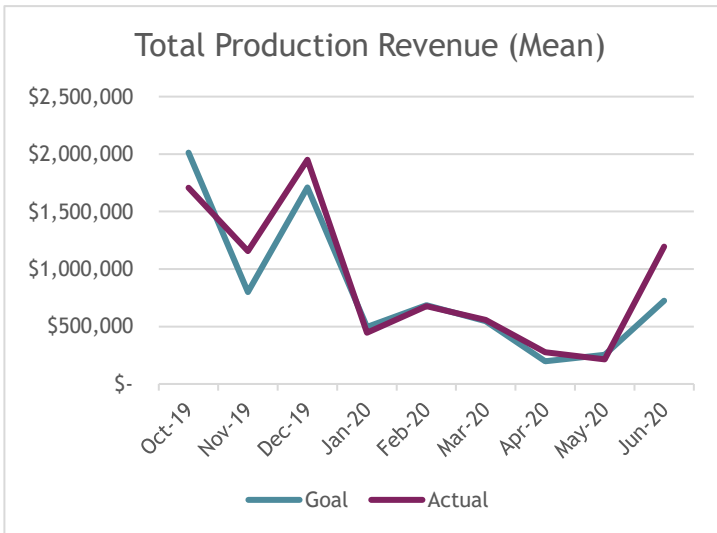


Canadian Participants by Gross Operating Revenue
n=5

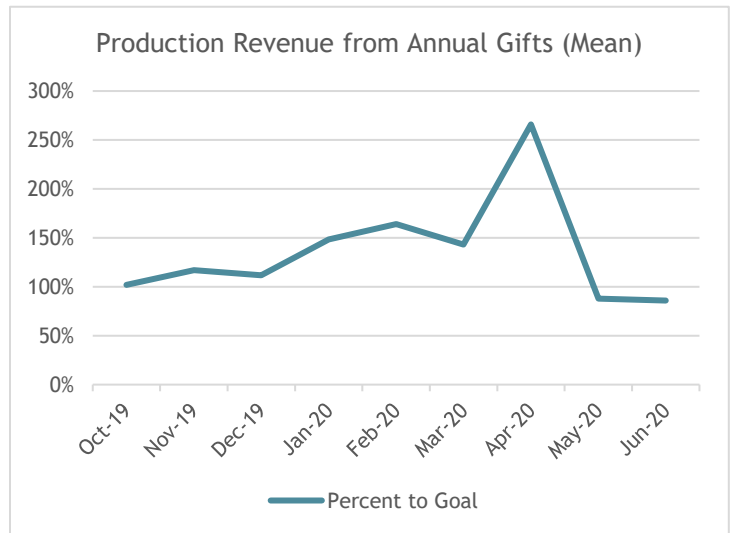
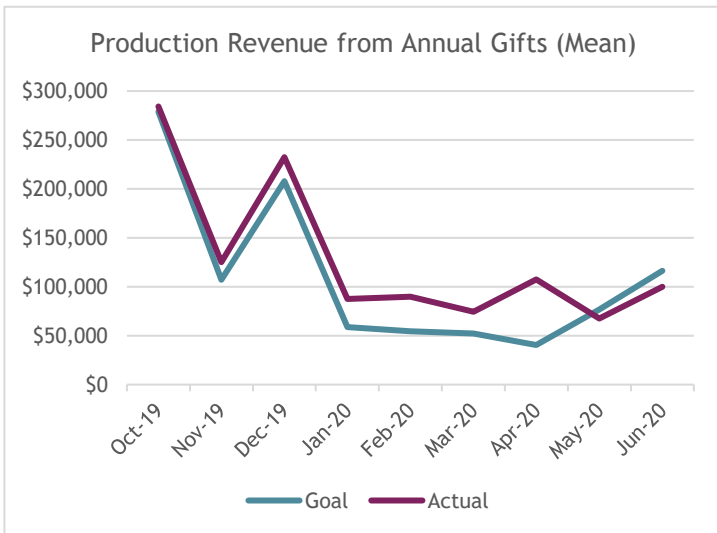


	October 2019 - April 2020 (n=5)	May 2020 (n=5)	June 2020 (n=5)
Province			
Alberta	14%		
British Columbia	14%	20%	20%
New Brunswick		20%	
Ontario	58%	60%	60%
Saskatchewan	14%		20%
Fundraising Expense Budget			
Less than \$2.5 million	100%	80%	80%
\$2.5 - 5 million		20%	
\$11.5 - 12 million			20%
Gross Operating Revenue			
Less than \$50 million	58%	60%	20%
\$50 - 100 million	14%		40%
\$100 - 150 million	14%		
\$150 - 200 million	14%		
\$400 - 450 million		40%	20%
More than \$3.5 million			20%

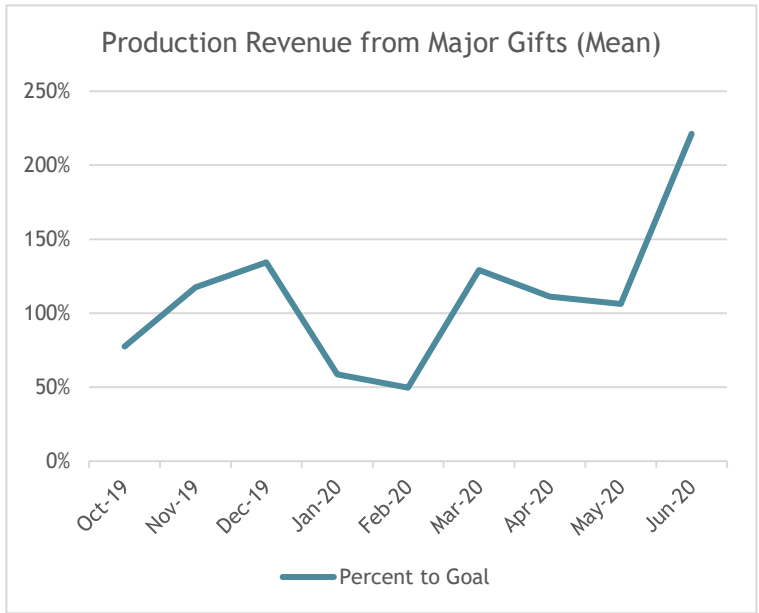
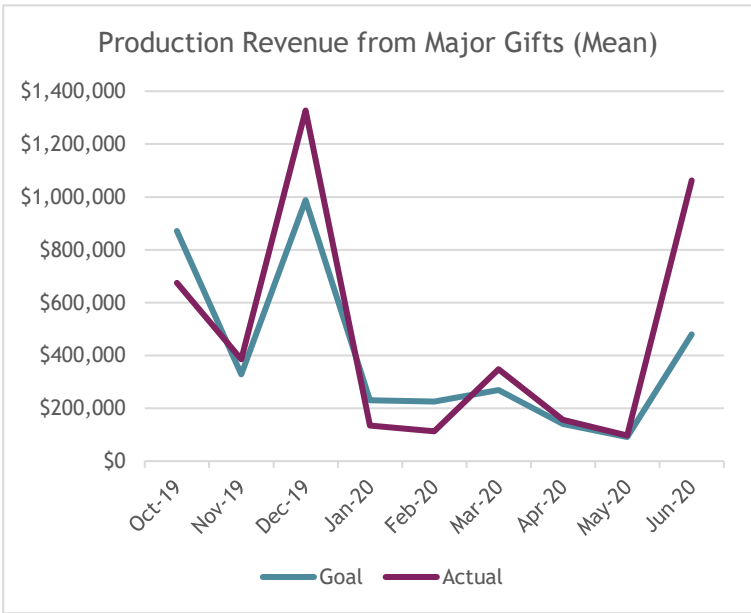
All Canadian Participants Trends



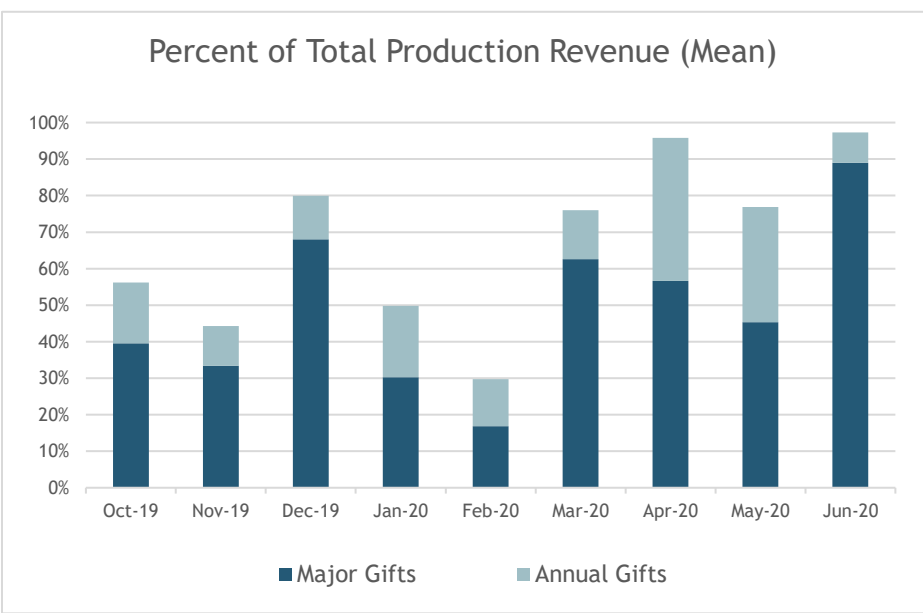
After a slope in May, there has been an increase in meeting revenue goals, from 84% up to 165% in June.



Generally, this group has performed well with annual gifts with the decreasing revenue goals. However, Canada showed its first dip below meeting 100% of goal at 88% in May and 85% in June.



In comparison to annual gifts, major gifts have shown more variation. Revenue targets have increased in June and meeting those goals has shot up to 221%.



In comparison to May's results, major gifts have pushed to make up more of overall revenue, increasing from 45% to 89% where annual gifts have decreased from 32% to 8%.

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,
please contact us at research@ahp.org.