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AHP Association for Healthcare Philanthropy

AHP Report on Giving Survey for Fiscal Year 2024

Last Name

First Name

Title

Email Address

example@example.com

Today's Date

Month Day Year

Choose your survey type.

- Full Survey: More comprehensive analysis
- Mini Survey: Minimum required information to participate

iMIS ID

Required Data for Full Survey

- Total recorded revenue
- Production revenue and number of donors by gift type (annual, major, etc.)
- Expenses

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    - Direct compensation
    - Indirect compensation
    - Noncompensation
- Number of fundraising and indirect FTEs
- Giving by physicians, staff, board members, other individuals, corporations, and foundations
- Endowment
- Use of funds

Required Data for Mini Survey

- Total recorded revenue
- Total production revenue
- Total fundraising expense
- Number of fundraising FTEs

All questions marked with a RED ASTERISK (*) are required.

Glossary of Terms

Organization Name

Please report the name and location of your philanthropic organization only. If you are reporting for a healthcare system and have multiple names and locations, please report information either for the philanthropic entity at the healthcare system level or the headquarters of your healthcare system.

Organization Address

City State

Country

Which of the following are you reporting data for? Note: If you are reporting numbers for a foundation that supports a single healthcare entity, choose "single healthcare entity" even if the single healthcare entity is part of a healthcare system.

- A single healthcare entity
- A healthcare system

Which types of communities does your philanthropy organization support? Select all that apply.

- Urban
- Suburban
- Rural

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Was your organization involved in a merger in fiscal year 2024?

- Yes
- No

Was your organization engaged in a capital, comprehensive, cause or other campaign in fiscal year 2024? Choose "No" if your organization was involved only in a short-term, annual campaign.

- Yes
- No

Please choose the type of entity your philanthropic organization supports.

- Academic medical center
- Behavioral health facility
- Children's hospital
- Community hospital
- Home care or hospice facility
- Safety net hospital
- Other

Is your organization part of a healthcare system?

- Yes
- No

Please select the operations structure of your organization.

- Non-system-affiliated foundation
- Non-system-affiliated philanthropy department
- System-affiliated foundation
- System-affiliated philanthropy department

Please select the operations structure of your organization.

- Centralized
- Decentralized
- Hybrid
- Other

Please report the total number of healthcare entities in your system.

	Total Number of Entity Type
Academic Medical Center	
Behavioral Health Facility	

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Children's Hospital	
Community Hospital	
Home Care or Hospice Facility	
Safety Net Hospital	
Other	

Which option below best describes your philanthropy organization's funding relationship with your healthcare organization?

- ○ Self funded
- ○ Fully paid for by the healthcare entity or system
- ○ Partially funded
- ○ Other

Glossary of Terms

Total Gift Revenue

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.

Production Revenue: Includes recorded revenue 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.

Value of Gifts Received by Type

	Recorded Revenue	Production Revenue
Annual gifts		
Major gifts		
Corporate/business gifts and grants		

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Foundation gifts and grants		
Planned gifts		
Governmental grants		
Special event gifts		
Other gifts		
Total		

Number of Donors and Gifts by Type (Production Revenue)

	Number of Donors	Number of Gifts
Annual gifts		
Major gifts		
Corporate/business gifts and grants		
Foundation gifts and grants		
Planned gifts		
Governmental grants		
Special event gifts		
Other gifts		

Please describe what you included in Other Gifts.

Lottery Revenue

	Dollar Value
Gross revenue	
Prizes	

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Administrative expenses (including processing fees and marketing)

Net revenue

Glossary of Terms

Please report all expenses related to the fundraising operation, whether or not the foundation or the healthcare organization is responsible for paying them.

Direct compensation expense: Actual compensation expense (such as salaries, benefits, bonuses, and any other compensation) related to philanthropy/development officers who directly carry out each fundraising program.

Indirect compensation expense: Actual compensation expense (such as salaries, benefits, bonuses, and other compensation) related to staff who indirectly support philanthropy officers.

Non-compensation expense: Actual expense that is related to philanthropy operations, but that is not compensation related. Examples include professional fees (e.g., legal, tax, accounting), contracted services (e.g., consulting), travel, dues/subscriptions/memberships, software subscription/maintenance, rent/occupancy, supplies, printing, postage, mailing, and cultivation expense. Exclude non-philanthropy expense and depreciation expense, which is purely an accounting entry, not a real usage of resources.

Please add any comments on your answers in this section here.

Glossary of Terms

Total Direct Fundraising FTEs

Direct Fundraising Staff: Individuals performing front-line fundraising activities, typically including the following functions: Chief Philanthropy/Development Officer (CPO/CDO), executive director, vice president of philanthropy, directors of philanthropy/development, annual gifts, major gifts, planned gifts, special events, campaign fundraising,

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public and private grant writing, corporate and foundation relations, and other fundraising specialists with direct fundraising responsibilities.
Do NOT include support staff (coordinators, administrative assistants, clerical staff), grant/proposal writers, prospect researchers, communications/ marketing/ public relations, finance/ accounting (including CFO), operations, information technology, data entry, gift receipting, data analyst, or human

Total Indirect Fundraising FTEs

Indirect Fundraising Staff: Individuals who are not responsible for front-line fundraising activities. Some examples of the work these individuals perform to support fundraising are: general writing, public relations, marketing, finance (including the tasks of the CFO), operations, information technology, prospect research; gift receipting, data management, data analysis, human resources, development coordinator, administrative assistant, clerical support, and other specialists and generalists without direct fundraising responsibilities.

Please add any comments on your answers in this section here.

Does your fundraising organization have an endowment?

- Yes
- No

Please add any comments on your answers in this section here.

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Physicians		
Non-physician employees		
Auxiliaries and support groups		
All other individual donors, including board members not in other categories		
Government entities (through public support)		
Businesses and corporations		
Corporate foundations		
Private foundations, including family foundations		
Other donors		

Submit

If you entered information for Other Donors, please describe those donors here.

Please report total production revenue received through gifts made by members of relevant reporting boards and executive team members. Board members may overlap with the source categories in the previous question.

	Total in Group	Number of Donors	Total Production Revenue
Hospital board members			
Hospital foundation board members			
Hospital executive team			

Please add any comments on your answers in this section here.

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Glossary of Terms

Please include all dollars distributed in the fiscal year regardless of when they were collected.

	Total Funds Distributed
Capital	
Charity care	
Patient care programs	
Research	
Education	
General operations	
Employee funds	
Other	

Please add any comments on your answers in this section here.

The scorecard below is calculated based on your survey responses and is provided to enable you to gauge whether the

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numbers you entered are accurate and generate realistic key performance indicators (KPIs). Median benchmarks for each KPI from last year's Report on Giving survey are included for comparison.
If your performance scorecard seems unrealistic or inaccurate, please double check your responses before submitting the survey.

Total Direct Fundraising FTEs

Return on Investment

Total Fundraising Revenue ÷ Total Fundraising Expense

Reference Benchmarks

- Median ROI for recorded revenue: $3.87
- Median ROI for production revenue: $4.96

Cost to Raise a Dollar

Total Fundraising Expense ÷ Total Fundraising Revenue

Reference Benchmarks

- Median CTRD for recorded revenue: $0.26
- Median CTRD for production revenue: $0.20

Glossary of Terms

Net Fundraising Revenue (NFR)

Total Fundraising Revenue - Total Fundraising Expense

Reference Benchmark

- Median: $1,084,834

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