

THE HEALTHCARE GIVING LANDSCAPE

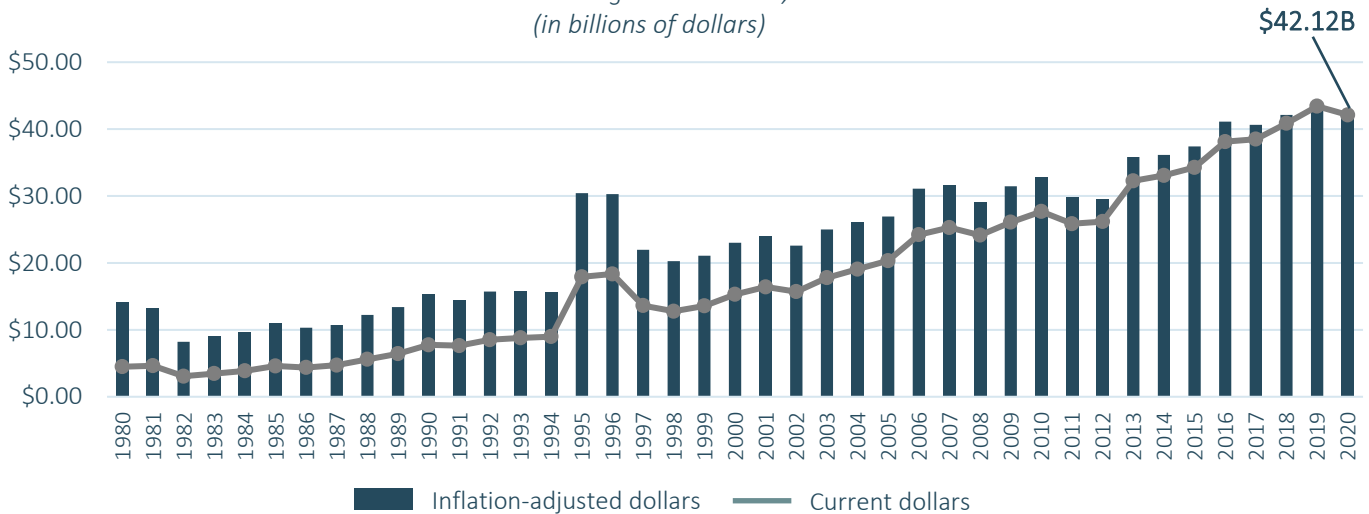
SEPTEMBER 2021

AMID A PANDEMIC, HEALTHCARE PHILANTHROPY EXPERIENCES UNPRECEDENTED SHIFTS

Healthcare organizations have been at the forefront of COVID-19 pandemic relief efforts, providing frontline care, vaccine distribution, and ongoing medical assistance to the communities they serve. Programmatic and philanthropic priorities have adjusted to meet the expanding needs of mental and behavioral health, virology and immunization research, and personal protective equipment initiatives. While the cancellation of in-person events and the reduction of engagement opportunities with current patients shifted philanthropic activities, donors remain committed to supporting the ongoing and emerging medical needs of their communities.

GIVING TO HEALTH DECREASED IN 2020 BUT HAS GROWN OVER THE LONG-TERM¹

U.S. Charitable Giving to Healthcare, 1980-2020
(in billions of dollars)



TOTAL CHARITABLE GIVING TO HEALTHCARE¹

In 2020, Americans gave **\$42.12 billion** to health. This represents **9%** of all U.S. charitable giving—the sixth-largest cause area.



1. The Giving USA Foundation, *Giving USA 2021: The Annual Report on Philanthropy for the Year 2020*, 2021

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MAJOR TRENDS IN HEALTHCARE PHILANTHROPY

Large foundations invested heavily in COVID-19 relief efforts. Notable foundation donors include the Bill & Melinda Gates Foundation, the Ford Foundation, Bloomberg Philanthropies, the Cigna Foundation, and the New York Life Foundation.¹

Medical research funding continued its decline, as it has over the past three years, marking the greatest decline across all subsectors.²

The development of COVID-19 vaccines attracted major philanthropic investments. This charitable response was unprecedented as compared to previous vaccination initiatives.³

Causes that address mental health and neurodegenerative diseases like Alzheimer's, Parkinson's, and others saw notable large gifts, including Melinda Gates' Pivotal Ventures \$10 million gift.⁴

In-kind donations to healthcare organizations increased by 61% in 2020, largely due to a call for more personal protective equipment (PPE).²

There has been a gradual return to campaigns as healthcare organizations settle into long-term strategies.⁵

DIGITAL GIVING TRENDS⁶



11.7% increase in online giving since 2019, as compared to 20.7% across sectors



21.1% growth in online giving over three years, as compared to 32.4% across sectors



4.5% of all fundraising came from **online donations**, as compared to 12.9% across sectors



\$403 average online donation, as compared to \$177 across sectors

1. The Giving USA Foundation, *Giving USA 2021: The Annual Report on Philanthropy for the Year 2020*, 2021
2. Blackbaud Institute, *Charitable Giving Report*, 2021
3. Candid and Center for Disaster Philanthropy, *Philanthropy and COVID-19: Measuring one year of giving*, 2021
4. Inside Philanthropy, *A New Melinda Gates-Backed Fund Supports Adolescent Mental Health in Dark Times*, 2021
5. CCS Fundraising, *Internal Client Trends Report*, 2021
6. Blackbaud Institute, *Charitable Giving Report*, 2021