

HEALTH

This Healthcare Sector Spotlight is adapted from CCS's 2024 *Philanthropy Pulse* report to provide an in-depth look at the data provided by 82 survey respondents from that sector.



49%
Saw a revenue increase



65%
Acquired new donors

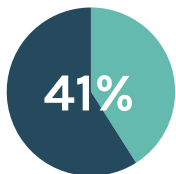


35%
Retained over half of new donors

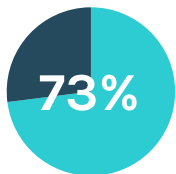
34% of healthcare organizations increased their fundraising staff, while 73% increased staff pay by 1-10% over the past three years.

The top two engagement tactics for physician's involvement in fundraising efforts include participating in recognition and stewardship efforts (35%) and participating in outreach initiatives (33%).

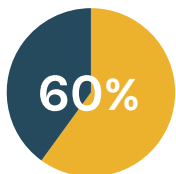
RESPONDING HEALTHCARE ORGANIZATIONS REPORT



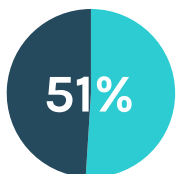
41% get 20% or less of their giving in the form of noncash assets.



73% expect major and mid-level gifts and annual appeals to increase in 2024.



60% describe their organization's reporting and analytics capabilities at a leading level or higher of sophistication.

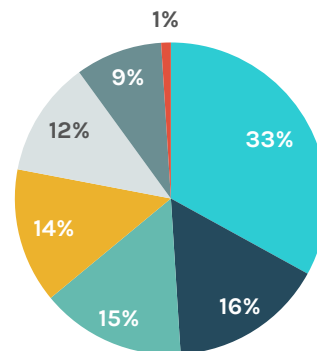


51% have not addressed the use of AI technology in their operations.



54% of healthcare organizations organize fundraising efforts (e.g., major gifts, annual fund) by a combination of geography (3%), hospital facility (5%), and service line (8%). Others (32%) organize their efforts by other means, such as fundraising channels.

GIVING SOURCES



- Major Gifts
- Events
- Corporate Partnerships
- Concierge Program
- Other
- Direct Response
- Grateful Patients