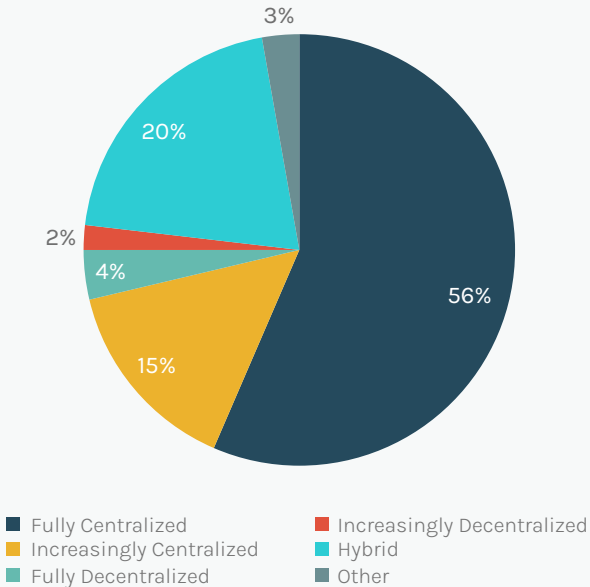
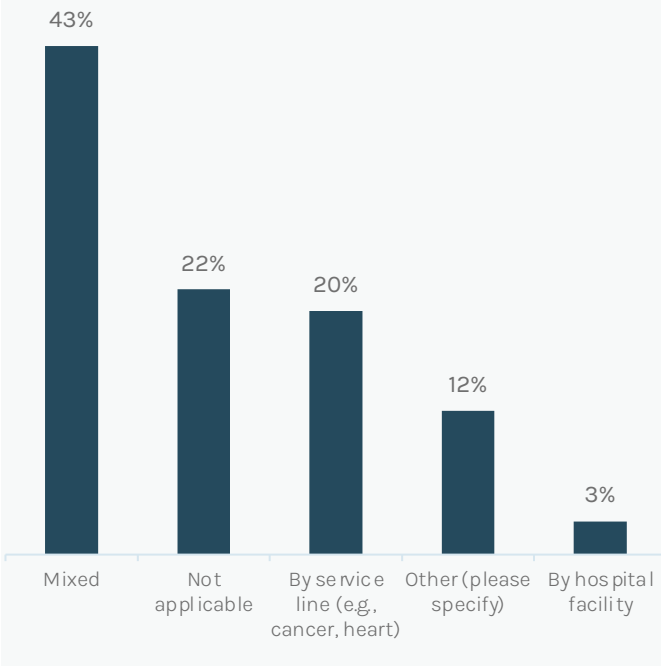


SECTOR | HEALTH

MOST SURVEY RESPONDENTS REPORTED THAT THEIR ORGANIZATION'S FUNDRAISING OPERATIONS WERE FULLY OR INCREASINGLY CENTRALIZED IN 2022.



ALMOST HALF OF RESPONDENTS ANSWERED THAT THEIR FUNDRAISING EFFORTS WERE ORGANIZED IN A MIX BETWEEN SERVICE LINE AND HOSPITAL FACILITY.



Of 143 responding healthcare institutions, **64% of respondents reported increased revenue, with 16% raising between \$2.5 million and \$5 million.** The largest non-cash gift sources included family foundations (85%), donor-advised funds (83%), and bequests (72%). Looking ahead to 2023, survey participants expect increased funds from major gifts (63%), annual appeal (53%), and foundations (52%). It will be important to secure investment from internal leadership to meet these aims. In terms of structural composition, **60% of survey participants do not operate through a foundation.**

One area of potential growth is in data management, with only 10% of respondents stating that their organization's fundraising staff capabilities were completely knowledgeable in data-driven decision-making. However, **almost 60% of respondents consider their organization's reporting and analytics capabilities to be expert or leading-level**, with the biggest challenge related to an organization's donor database cited as inconsistent, inaccurate, or incomplete data (63%).

The top challenges faced by organizations include donor acquisition (59%) and retention/stewardship (47%). Strategies to build relationships to retain donors include sending targeted mailing/emails and inviting donors to regular events. Practices adopted over the last few years that organizations plan to continue include enhanced personal communication (64%) and having a greater social media presence (64%). **Messaging for the healthcare sector should focus on reaffirming confidence** among donors and management as we navigate the year ahead.

64% Reported Revenue Increase