



1

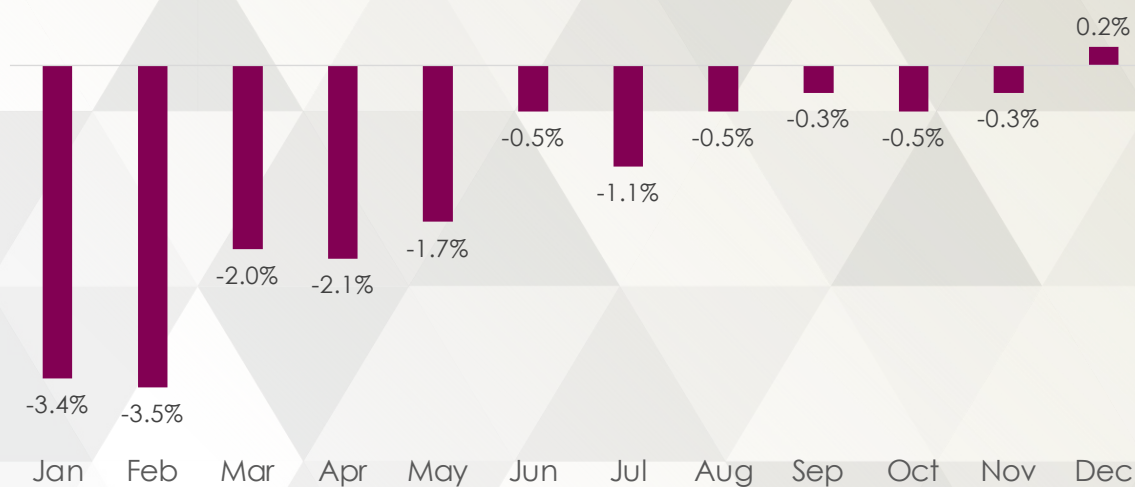


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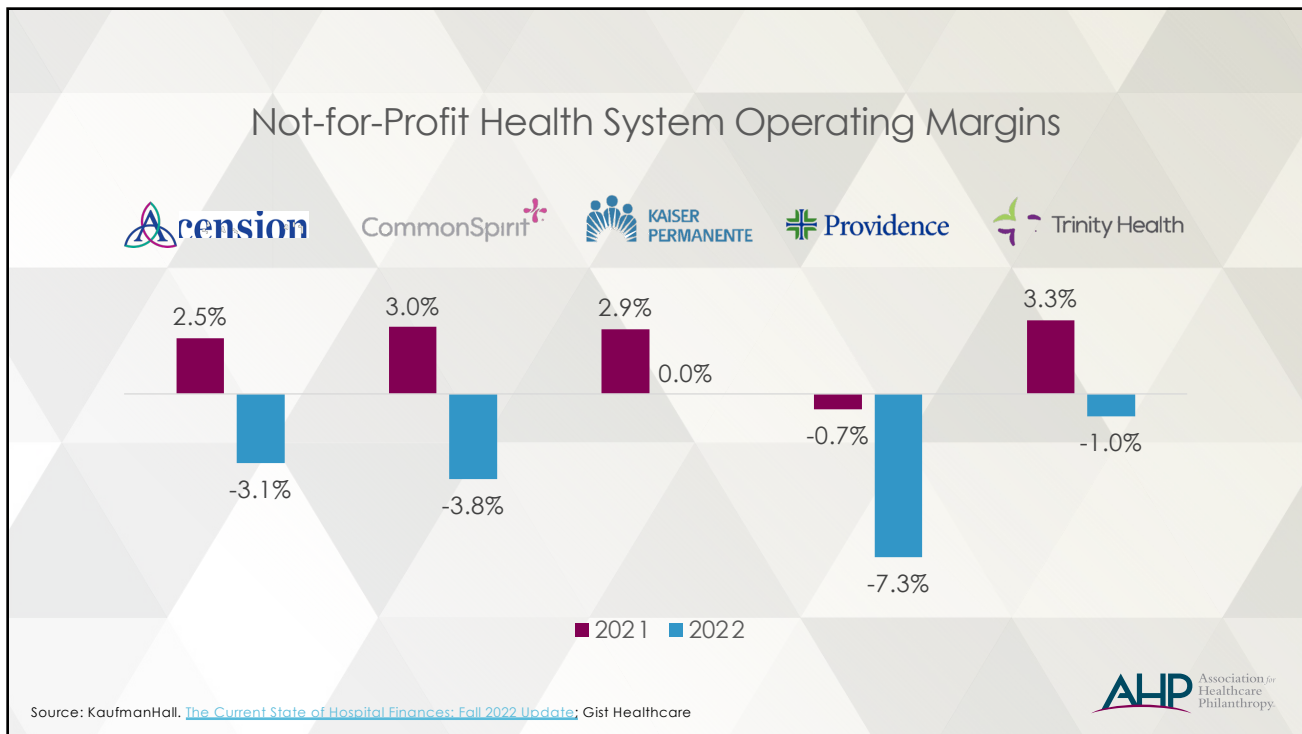
1. State of healthcare
2. State of healthcare philanthropy
3. Changing donor interests
4. Engaging today's donors

3

Kaufman Hall Operating Margin Index, 2022

Source: KaufmanHall. [National Hospital Flash Report \(January 2023\)](#)

4



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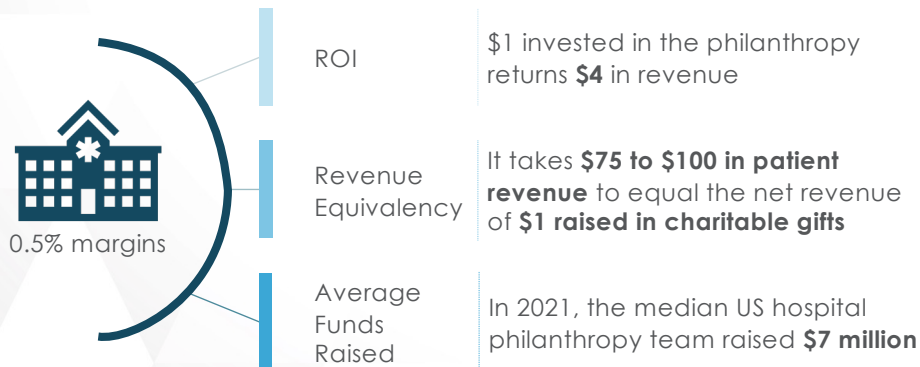
“ Historically... philanthropy has been viewed as nice to have. We are pivoting to reinforce it as a must-have. ”

RICK SCOTT
PRESIDENT
PRESBYTERIAN HEALTHCARE FOUNDATION

AHP Association for Healthcare Philanthropy

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Philanthropy has never been more important



¹Source: AHP's annual Report on Giving survey

AHP Association for Healthcare Philanthropy

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“

In order to generate the income that the foundation generates we would have to add \$3 billion of gross patient revenue.

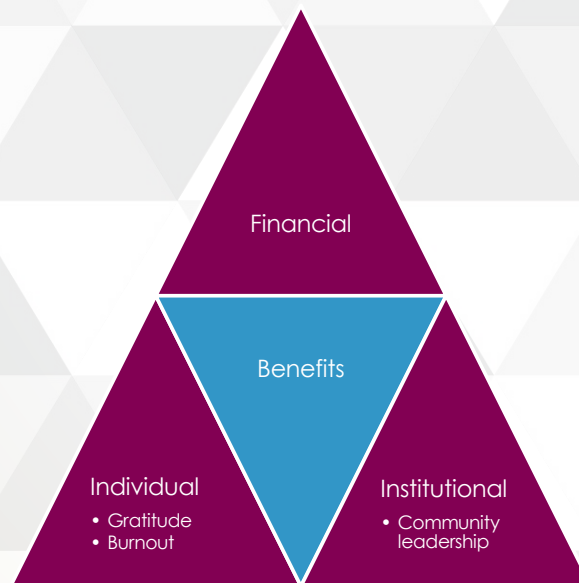
”

MARC HARRISON, MD
CEO
INTERMOUNTAIN HEALTHCARE

AHP Association for Healthcare Philanthropy

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Philanthropy > Fundraising



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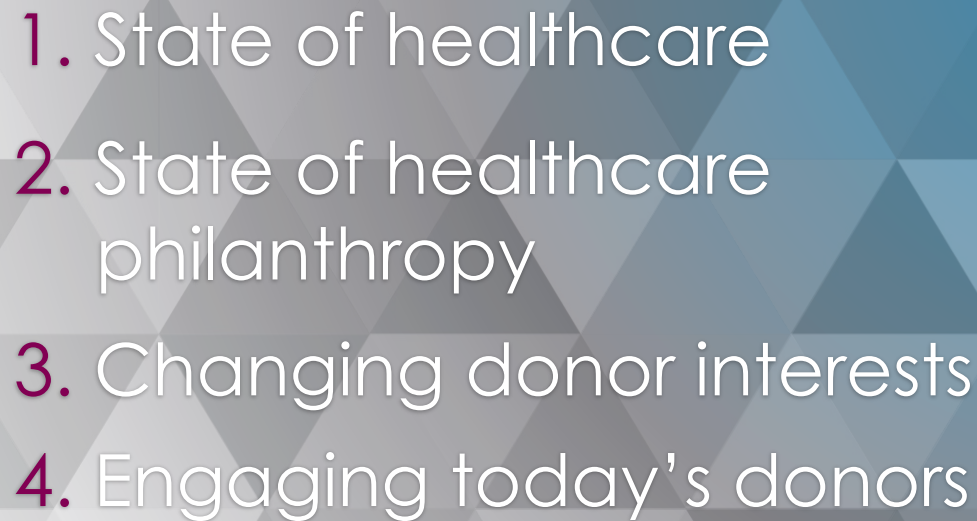


Philanthropy connects the organization to the community...[it] does things that are going to dramatically change the communities that that we invest in.

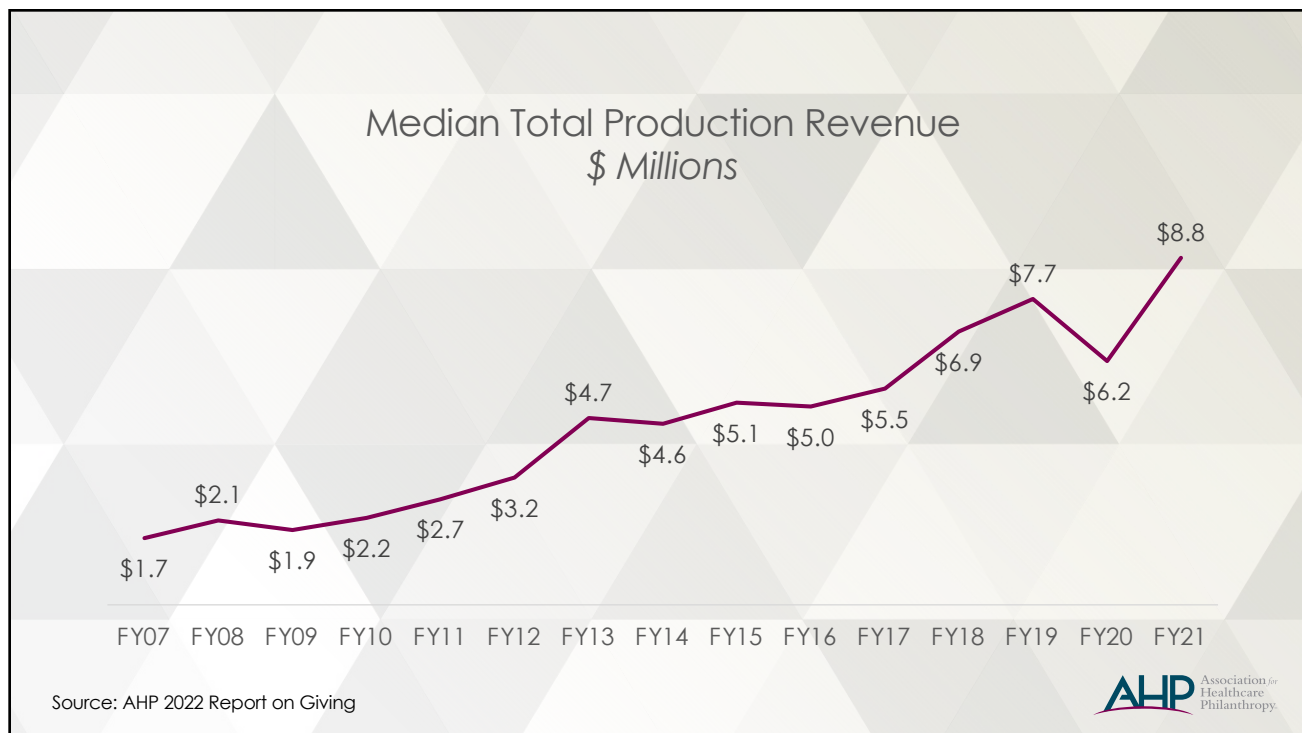


MICHAEL DOWLING
CEO
NORTHWELL HEALTH

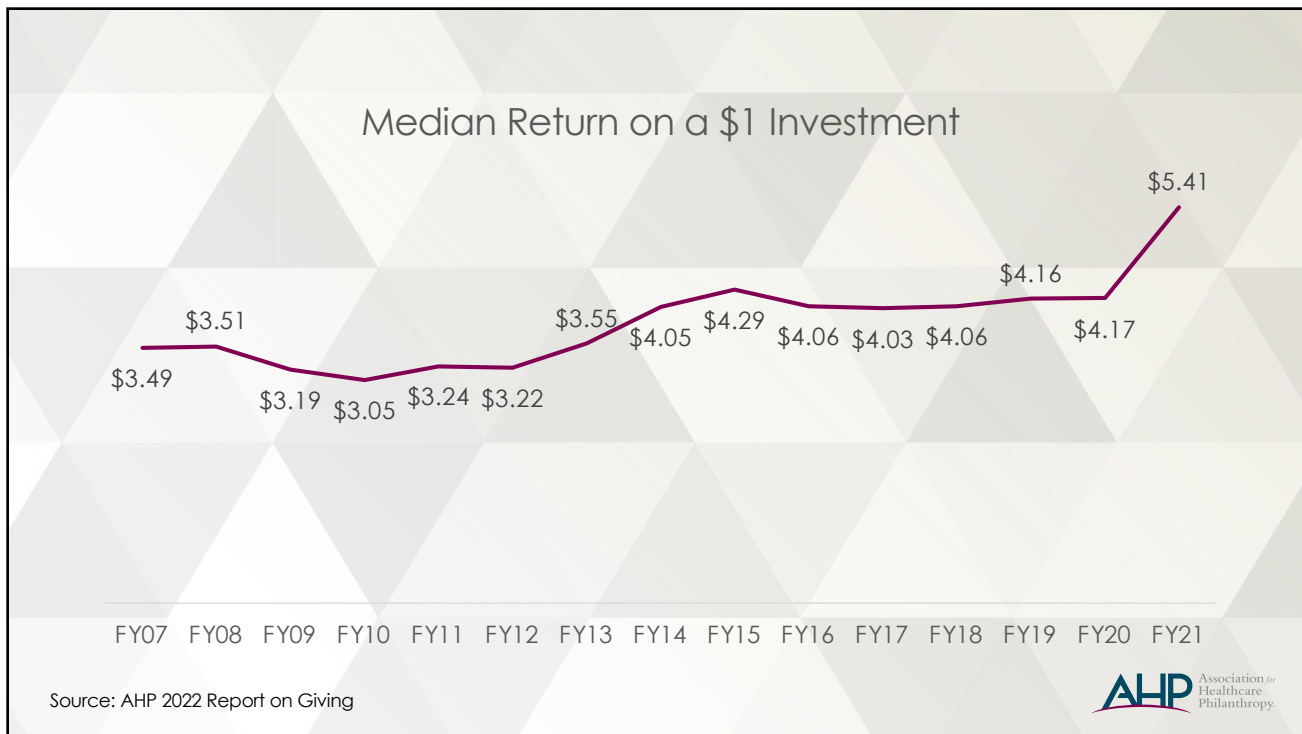
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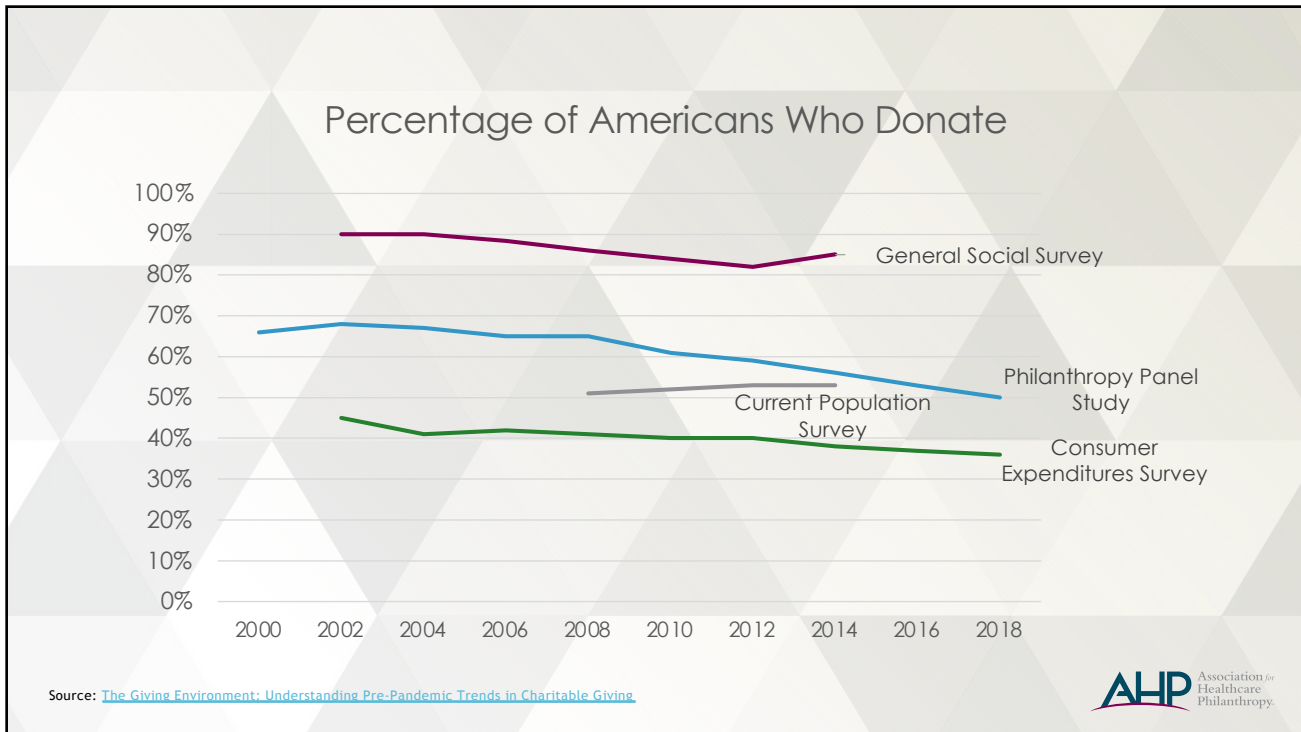
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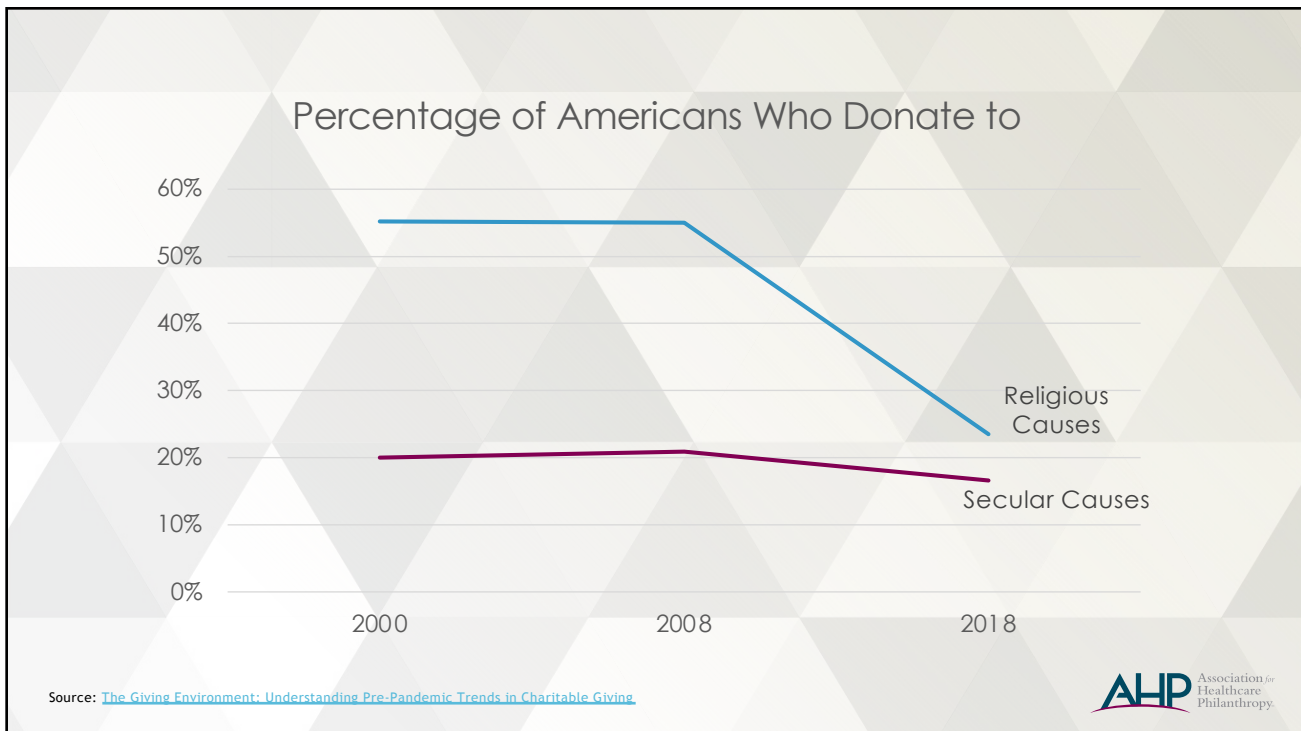
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1. State of healthcare
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- AHP Association for Healthcare Philanthropy

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“ Philanthropy is not just something that you do; it is very much a part of who you are.

”

MILLENNIAL DONOR

AHP Association for Healthcare Philanthropy

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“ Donors no longer want to write a check and walk away. They want to know the nurse who's delivering the baby in the birthing suite with their name on it.

”

MARCY BROWN
SENIOR VP AND CHIEF OPERATIONS OFFICER
HOAG HOSPITAL

AHP Association for Healthcare Philanthropy

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Generational Changes in Giving

Silent Gen
Boomers

Gen X

Millennials
Gen Z

- Loyalty
- Legacy
- Hands off

- Social change
- ROI
- Hands on

19

48%

Don't trust nonprofits to do what is right

33%

Don't trust charities to spend funds well

80%+

Have concerns about their donations

20

1. State of healthcare
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Make it
easy to get
involved.

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Storytelling

"It's not the voice that commands
the story: it is the ear."
—Italo Calvino

Setup

Struggle

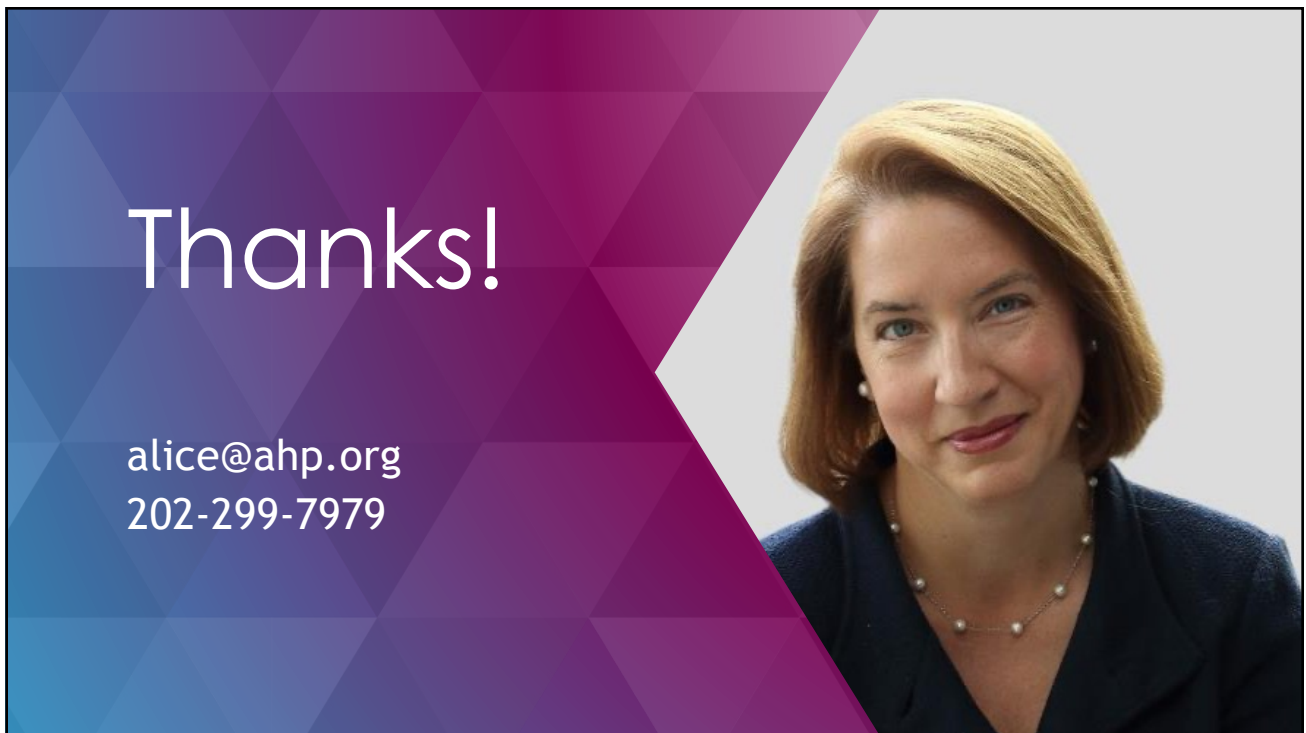
Solution

AHP Association for
Healthcare
Philanthropy.

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Appendix

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AHP Resources

- [AHP website](#)
- [On-demand Learning Hub](#)
- [Healthcare Philanthropy Journal](#)
- [AHP Connect Blog](#)
- [The Huddle online community](#)
- [AHP Standards Manual](#)

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General trends in healthcare and philanthropy

- [The Giving Environment: Understanding the Pre-Pandemic Trends in Charitable Giving](#)
- [Kaufman Hall Hospital trends and flash reports](#)
- [AHP Report on Giving](#)
- [AHP CEO Corner on Strategic Imperative of Philanthropy](#)
- [Modern Healthcare: Philanthropy growing in importance for nonprofit hospitals](#)

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Generational giving

- [Today's Social Donors - 10 Facts Every Nonprofit Needs to Know](#)
- [Changes to the Giving Landscape](#)
- [True Gen: Generation Z and its implications for companies](#)

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Health equity and ESG

- [AHP Journal: Health Equity Fundraising: Exceed Your Goals and Re-Ignite Your Purpose, Mary Anne Chern, FAHP, ACFRE](#)
- ProMedica Story:
 - [AHP Interview with Randy Oostra](#)
 - [Health Leaders Media](#)
 - [AHA Trustees Magazine](#)
 - [Beckers](#)
- [ESG: Healthcare's New Imperative](#)