

The basis for estimating fundraising across the entire universe of health care organizations is the median change in total funds raised by institutions reporting data for FY 2010. This median change is calculated using only those institutions that reported current year and previous fiscal year data on the current year survey.

Total funds (cash and pledges) raised during FY 2010 by Canadian health care institutions equaled \$1.204 billion—a 7.1% increase over the previous fiscal year. Although giving remains below the pre-recession high of \$1.337 billion achieved in 2007, the results of the last two years are substantial improvements over the nearly 13% plunge experienced during FY 2008. Cash accounted for 79.6% of the funds raised during FY 2010, a percentage on par with FY 2009. Pledges accounted for 12.1% of all funds raised.

PRODUCTIVITY

The productivity of fundraising operations was measured in several ways: (1) by type of institution, (2) by age of program, (3) by staff size, (4) by fundraising expenses, and (5) by number of beds (where applicable).

The median value of funds (cash plus pledges) raised for each dollar expended for all types of health care institutions was \$3.56, an increase from FY 2009. Average return on investment (ROI) also was up in 2010, to \$3.56 earned for every dollar spent on fundraising, compared to \$2.91 in 2009 fiscal year but still well short of the \$5.89 ROI reached in FY 2006. Cost to raise a dollar, a measure of fundraising efficiency, was down to \$0.28 in FY 2010.

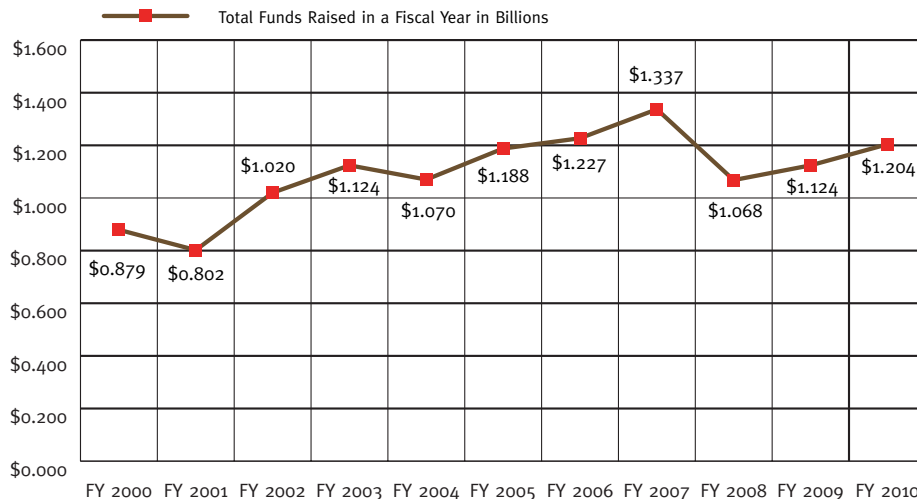
Association Research, Inc. (ARI) conducted the survey. ARI is an independent survey research company whose clients are exclusively nonprofit associations. Maintaining total confidentiality, ARI handled all data collection, tabulation, analysis, and reporting.

The **Association for Healthcare Philanthropy (AHP)** has published the Annual Report on Giving, Canada for 27 years. The purpose of this research is to track funds raised and fundraising sources in the dynamic health care environment, and to quantify a variety of useful and relevant programmatic factors. This year's report covers fiscal year 2010, including data from institutions whose financial statements closed during 2010 and 2011.

The majority of Canadian data reported is based on a fiscal year that ends in March, so many respondents this year were able to report data for the year that ended in March of 2011. The results of FY 2010 show increases in total funds raised and return on investment, which suggest a recovery that began in FY 2009, but at the same time still far below the pre-recession highs of FY 2006.

The AHP Annual Survey of Giving was conducted using a link to a Web-based questionnaire that was emailed to 210 AHP members at Canadian institutions. Follow-up reminders were sent to non-respondents and, by the final response date in June, 84 usable surveys had been completed—a 40% response rate.

AHP REPORT ON GIVING, CANADA, FY 2000–FY 2010 ANNUAL TRENDS APPROXIMATE TOTAL FUNDS RAISED *Median Value for All Institutions*



Source: AHP Report on Giving, CANADA, FY 2000–FY 2010

The complete FY 2010 AHP Report on Giving Canada is now available from the AHP website. The Fact Sheet to the report is provided FREE to all AHP members. In addition, AHP member institutions that completed the survey used to compile this report receive the complete report including the self assessment tool via an online download.

The complete report is available for purchase (AHP members \$100 US, nonmembers \$150 US). For more information, call AHP at 703-532-6243.

www.ahp.org/reportongivingcanada