

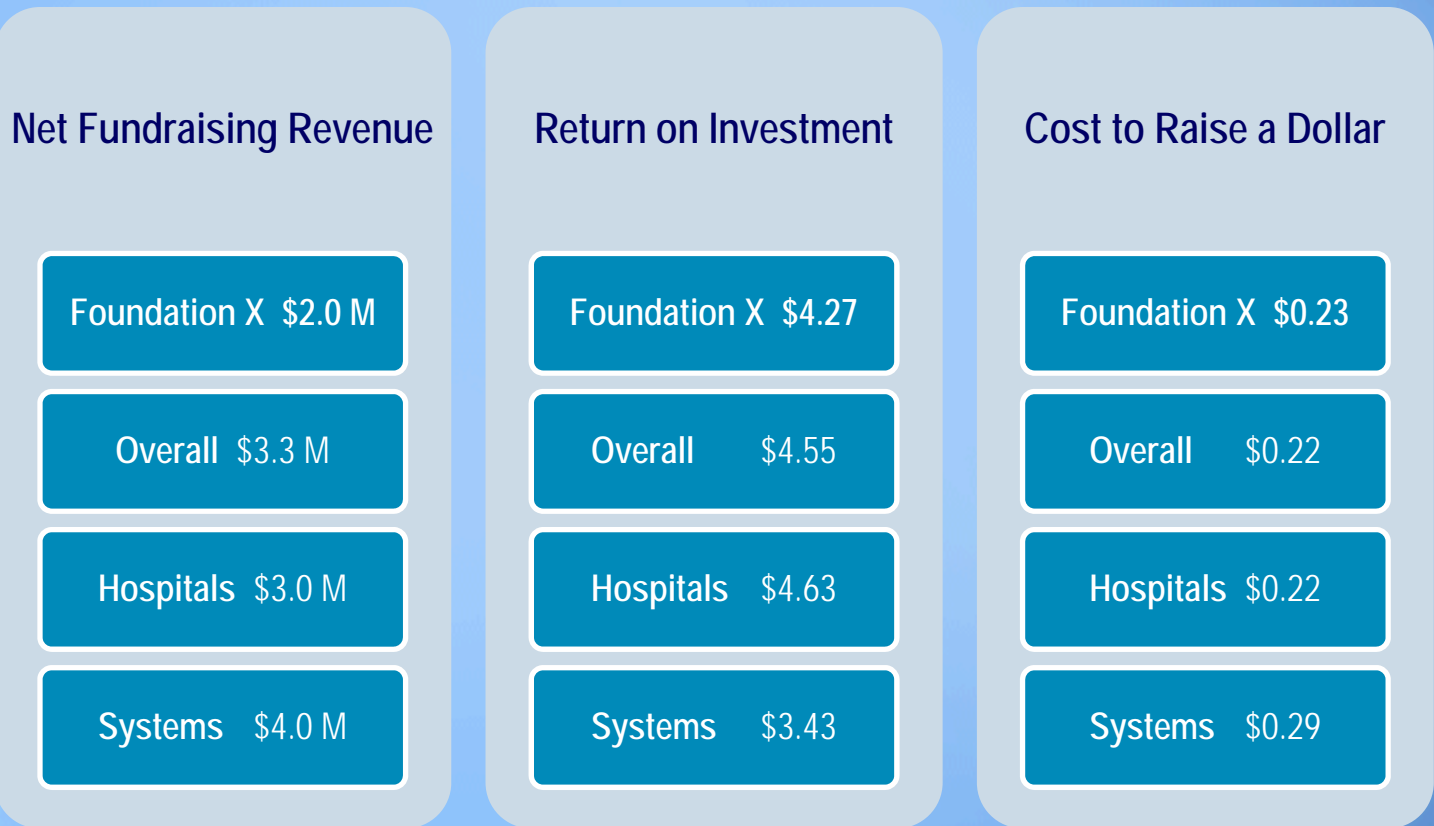


Benchmarking Results FY 2007



OVERALL FINDINGS

Sample Wide Results (production)



Note: Overall sample represents 46 participants (41 hospitals and 5 systems); Results displayed represent median figures
Note: NET fundraising revenue is achieved by taking the total fundraising revenues reported less direct fundraising expenses.
Note: Foundation X results do not include matching gifts.



**COMMUNICATING WITH
THE EXECUTIVE SUITE**

Foundation Profiles

Foundation X	Peers
<ul style="list-style-type: none">✓ Community hospital foundation✓ Located in West region of the U.S.	<ul style="list-style-type: none">✓ Fifteen (15) foundations to community hospitals✓ Staffed beds of 125-450

Performance Comparison

Results	NET Fundraising Revenue	Fundraising Expenses	Return on Investment	Cost to Raise
Minimum	\$373,729	\$107,521	\$1.93	\$0.14
Median	\$2,782,166	\$1,031,914	\$4.63	\$0.22
Maximum	\$14,615,208	\$3,291,481	\$6.96	\$0.52
Foundation X	\$1,979,297	\$586,506	\$4.27	\$0.23

Note: Sample statistics based on 15 community hospitals (as described on previous slide)

Note: Foundation X results do not include matching gifts.

Note: Fundraising revenue represents production gifts ONLY. For the purposes of benchmarking, production revenue represents all outright gifts (excluding pledge payments) and all new pledge commitments. Net fundraising revenue is achieved by removing expenses from Gross fundraising revenue.

Human Resourcing

Results	Fundraising FTEs	Support FTEs
Minimum	1	0.25
Median	5	3
Maximum	11	10
Foundation X	3	1

Note: Sample statistics based on 15 community hospitals

Note: Fundraising FTEs are development staff directly working on fundraising (e.g. development officers, grant writers, etc.); support FTEs are development officers working to support those fundraising FTEs (e.g. data management, gift receipting, administrative officers, finance staff, etc.)

Compensation

Results	Total Compensation	
	Fundraising FTEs	Support FTEs
Minimum	\$68k	\$14
Median	\$543k	\$182k
Maximum	\$1.3 M	\$754k
Foundation X	\$497k	\$146k

Note: Sample statistics based on 15 community hospitals

Note: Total compensation includes salary, benefits, bonuses, and incentives.

Maturity

Results	Maturity of Operation (years)
Minimum	4 years
Median	23 years
Maximum	41 years
Foundation X	17 years

Note: Sample statistics based on 15 community hospitals

Note: Maturity of operation is based upon number of years foundation has been operating using current fundraising model.

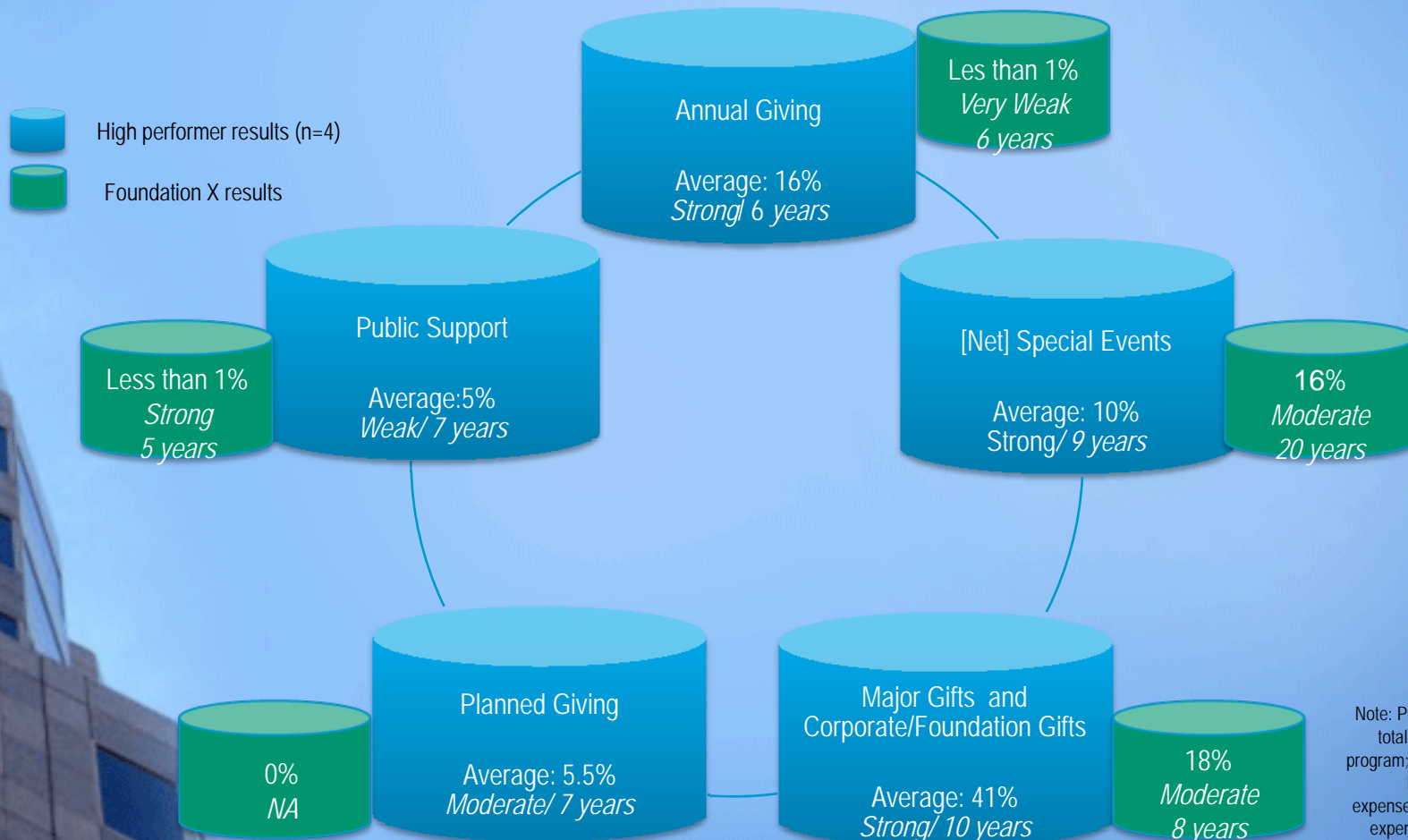


HIGH PERFORMERS

High Performers

- ✓ Net production revenue (\$6.1 M or more)
- ✓ Production return on investment (\$5.79 or more)

Programmatic Emphasis by Expense



Note: Percentages represent portion of total fundraising expenses spent on program; (fundraising expenses include human resources & operational expenses); Figures represent time and expense expended in the fiscal year 2007 and do not represent expense (time) expended in previous years.

Annual Giving & Special Events

Group	Annual Gifts		Special Events	
	FR Revenue	ROI	FR Revenue	ROI
High Performers	\$1.2 M	\$4.50	\$1.1 M	\$8.48
All Others	\$719k	\$4.52	\$376k	\$3.89
Foundation X	\$176k	\$73.96	\$676k	\$7.26

Note: High Performers group includes 4 participants; All Others group includes 11 participants; medians reported for High Performers and All Others.

Note: Annual gifts includes gifts from individuals up to \$9,999 and gifts of any values from auxiliaries or support groups.

Major and Planned Giving

Group	Major Giving		Planned Giving	
	FR Revenue	ROI	FR Revenue	ROI
High Performers	\$5.5 M	\$9.83	\$1.8 M	\$40.36
All Others	\$1.3 M	\$4.14	\$230k	\$4.42
Foundation X	\$1.6 M	\$15.45	\$0	\$0

Note: High Performers group includes 4 participants; All Others group includes 11 Participants; medians reported for High Performers and All Others.

Note: Foundation X results do not include matching gifts.

Note: Major Giving includes gifts of \$10k+ from individuals and gifts of any value from corporations and foundations.

Identifying Critical Success Factors

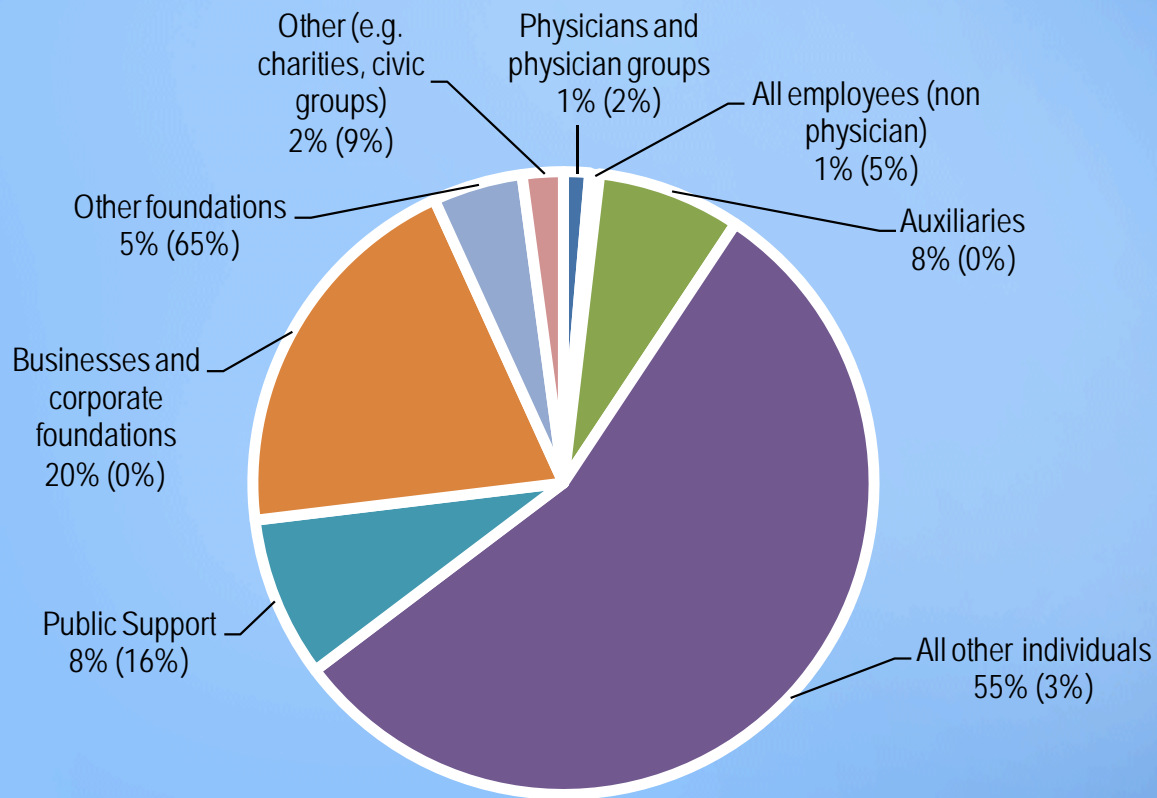
Results	Foundation X	High Performers	All Others
Net Fundraising Revenue	\$2.0 M	\$8.3 M	\$2.0 M
Return on Investment	\$4.27	\$6.89	\$2.95
Fundraising FTEs*	3.00	5.50	4.50
Total Direct FTE compensation	\$497k	\$646k	\$514k
Maturity of Operation	17 years	24 years	21 years

Note: * Results do not include Support FTEs.

Note: High Performers group includes 4 participants; All Others group includes 11 participants; medians reported for High Performers and All Others.

Note: Foundation X results do not include matching gifts.

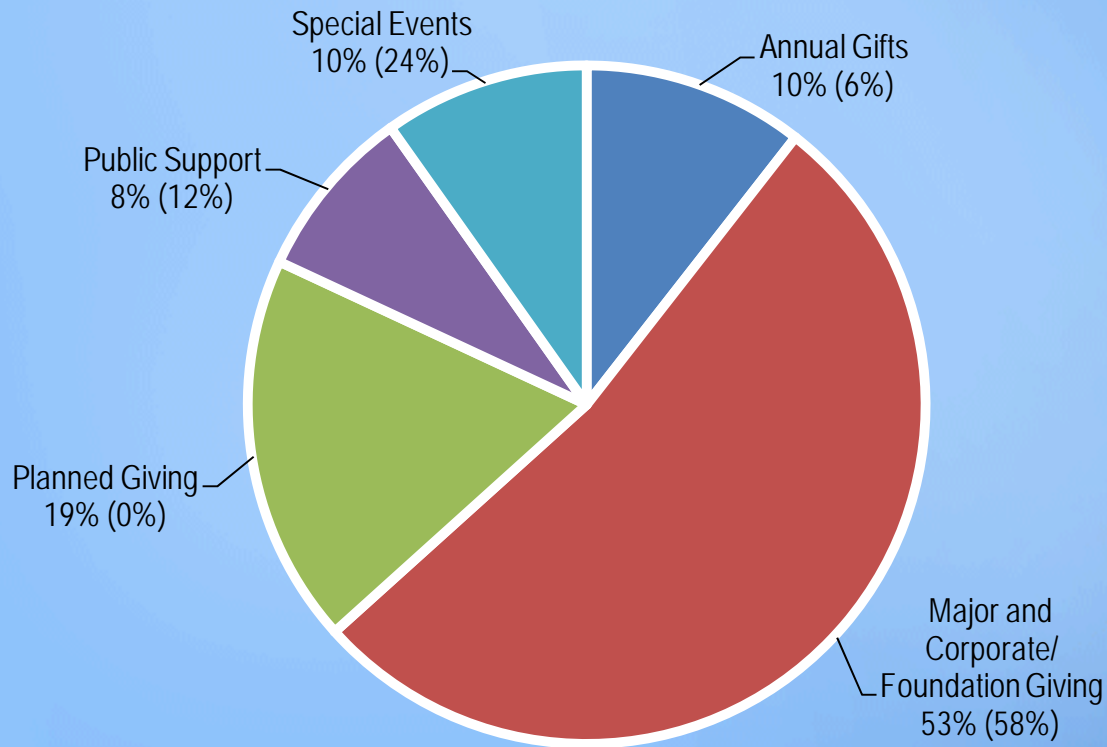
Gifts by Source High Performers and (Foundation X)



Note: Gift source percentages are calculated by dividing *gross revenue by source* into *total gross revenue received*.
Note: Results displayed in pie chart are for high performers (n=4); results displayed in parentheses are for Foundation X.
Note: Foundation X do not include matching gifts.

Dollar Breakout by Program

High Performers and (Foundation X)



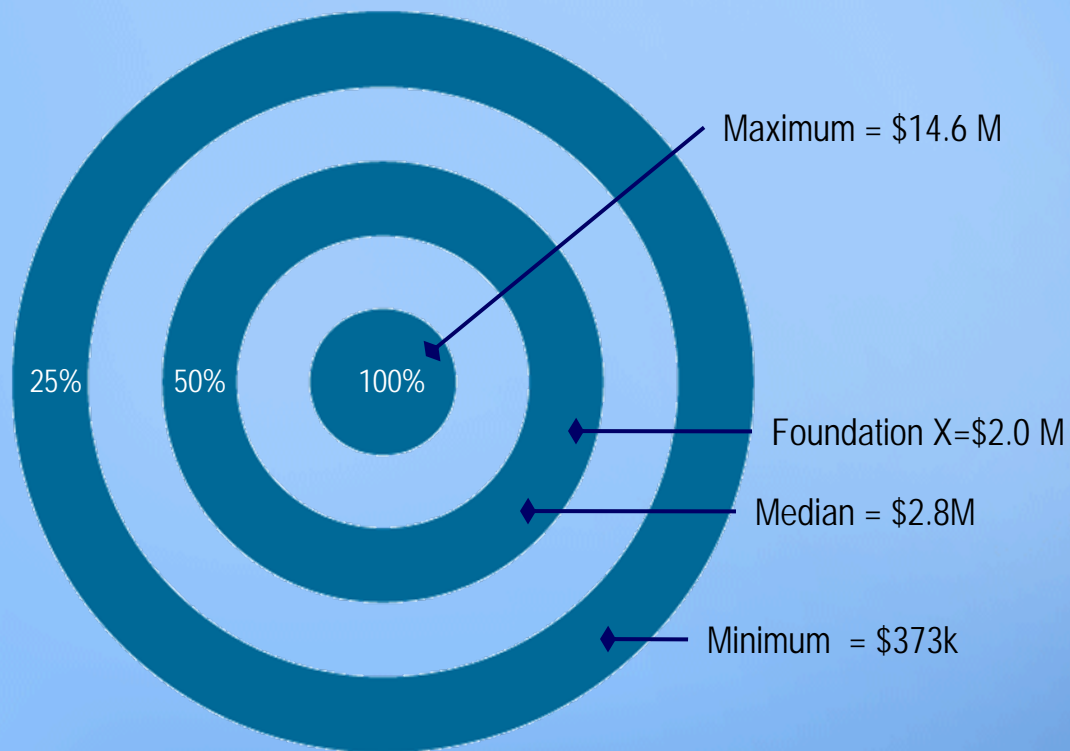
Note: Results displayed in pie chart are for high performers (n=4); results displayed in parentheses are for Foundation X.

Note: Major giving includes gifts from individuals of \$10k + and gifts of any value from corporations and foundations.

Note: Foundation X results do not include matching gifts.

Framing the CEO/CFO Conversation

Net Fundraising Revenue (Production)



Note: Sample statistics based on 15 community hospitals
Note: Foundation X results do not include matching gifts.