

Health

This Health Sector Spotlight is adapted from CCS's 2025 Philanthropy Pulse report to provide an in-depth look at the data provided by 81 survey respondents from that sector.

24% of healthcare organizations increased their fundraising staff, while 53% increased staff pay by 4% or more over the past three years. The top two engagement tactics to involve physicians in fundraising efforts include participating in outreach initiatives (30%) and giving personal donations and contributions (27%).

59% Saw a revenue increase



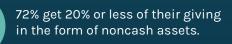
51% Acquired new donors



40% Retained over half of new donors

RESPONDING HEALTH ORGANIZATIONS REPORT

72%





57% of participants expect major gifts to increase in 2024.

96%

Most (96%) organizations are either becoming more centralized or staying the same.



59% of organizations use Al technology in their operations, an uptick from 43% in the previous year.

PHYSICIAN ENGAGEMENT IN INSTITUTIONAL FUNDRAISING



GIVING SOURCES TO HEALTHCARE INSTITUTIONS



Philanthropic GrantsMajor Gifts

- Events
- Direct Response
- Corporate Partnerships
- Other
- Grateful Patients