



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%

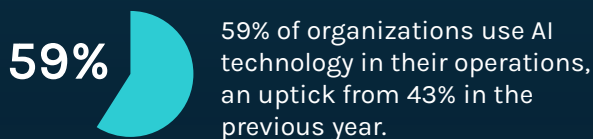
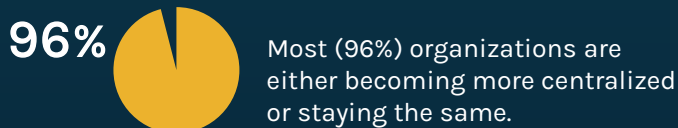
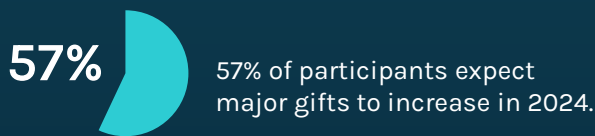
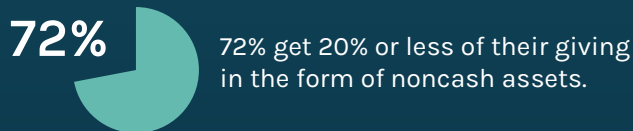
Acquired new donors



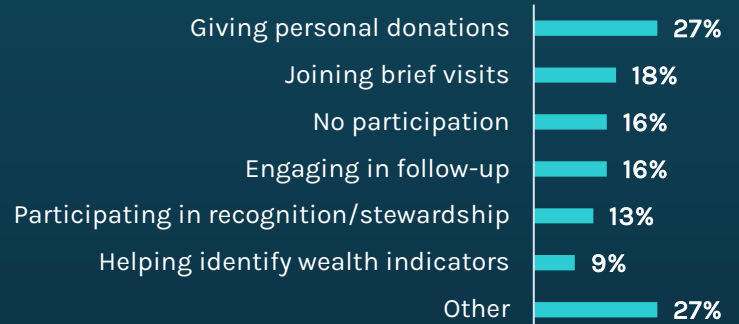
40%

Retained over half of new donors

RESPONDING HEALTH ORGANIZATIONS REPORT



PHYSICIAN ENGAGEMENT IN INSTITUTIONAL FUNDRAISING



GIVING SOURCES TO HEALTHCARE INSTITUTIONS

