Fundraising Trends at the Nation’s Medical Schools and Teaching Hospitals

Each year, the AAMC (Association of American Medical Colleges) conducts a national benchmarking survey to measure the impact, costs, and staffing of fundraising at its member medical schools and teaching hospitals. This survey serves as a management tool to help medical school deans and teaching hospital CEOs assess the effectiveness of their institutional development programs. Through the compilation and analysis of annual data, the ongoing survey project provides the opportunity for medical schools and teaching hospitals to identify philanthropic trends useful for development planning and management purposes. This infographic highlights the 2014 survey analysis.

**OVERALL SUPPORT**

**AVERAGE PHILANTHROPIC SUPPORT**

Increased in 2014 7.8%

**GIFTS OF $1 MILLION +**

1,346 EXTRAORDINARY GIFTS, of Which 250 Were Greater Than $5 Million

**DONORS**

Most Donors Are Not Alumni or Staff. UNAFFILIATED INDIVIDUALS* Contributed 81% OF TOTAL GIFTS BY AN INDIVIDUAL

*Includes former patients and their families.

**SCHOLARSHIPS**

Median Gifts Raised for MEDICAL STUDENT Scholarships is $1.3 Million per Institution 18% Increase From 2013

**FUNDRAISING COSTS**

Increase in Average Fundraising COSTS TO $6 MILLION 8.5% Increase

**COST PER DOLLAR RAISED**

Average Fundraising COST PER DOLLAR Raised 14 CENTS

**CAMPAIGNS**

One-Half of ALL INSTITUTIONS Were Involved in a CAMPAIGN in 2014

Median Medical School Campaign Goal = $190 Million
Median Teaching Hospital Campaign Goal = $1 Billion

**AVERAGE TOTAL PHILANTHROPIC SUPPORT**

Private = $84,487,821
Public = $41,355,408
All Institutions = $59,750,113

Participating institutions have access to the online database and reports. For more information please go to www.aamc.org/developmentsurvey.