# **2019** Fundraising Trends at the Nation's Medical Schools and Teaching Hospitals



Each year, the AAMC conducts a national benchmarking survey to measure the impact, costs, and staffing of fundraising at its member medical schools and teaching hospitals. This survey helps medical school deans and teaching hospital CEOs assess the effectiveness of their institutional development programs. Through the survey's annual compilation and analysis of data, medical schools and teaching hospitals can also identify philanthropic trends useful for development planning and management.

Highlighted here are key results from the 2019 survey of 113 institutions (reporting 2018-2019 gift year data) as of Aug. 27, 2020.\*

#### **OVERALL PHILANTHROPIC SUPPORT**

\$86.2 million

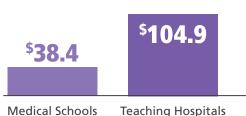
Mean total philanthropic support per institution in 2018-2019



from \$74.4 million per institution in 2017-2018

Mean total support per institution (MILLIONS OF DOLLARS)





\$125.7 **Joint Programs** 

**Teaching Hospitals** 

INSTITUTION TYPES

**RETURN ON INVESTMENT** 

**FUNDRAISING COSTS AND** 



Mean fundraising cost per institution



over 2017-2018



in 2017-2018 in 2018-2019 Median fundraising cost per dollar raised

Median return on investment per dollar invested

#### **GIFTS OF \$1 MILLION+**



1,593

gifts over \$1 million

of these gifts were greater than \$5 million

### **SCHOLARSHIPS**



wedian total support raised for medical student scholarships per institution

Median scholarship support raised per institution (MILLIONS OF DOLLARS)

**PRIVATE** 

**PUBLIC** 

## **CAMPAIGNS**



of all institutions were involved in a fundraising campaign in 2018-2019

Median campaign goals (MILLIONS OF DOLLARS)

**TNIOL PROGRAMS TEACHING HOSPITALS** 

**MEDICAL SCHOOLS**  \$245

<sup>\*</sup>Note: The data in this infographic represent development activity prior to the COVID-19 pandemic. Next year's survey reporting 2019-2020 gift data will provide insight into the initial impact of the pandemic on fundraising for AAMC member institutions.