

# 2020 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.

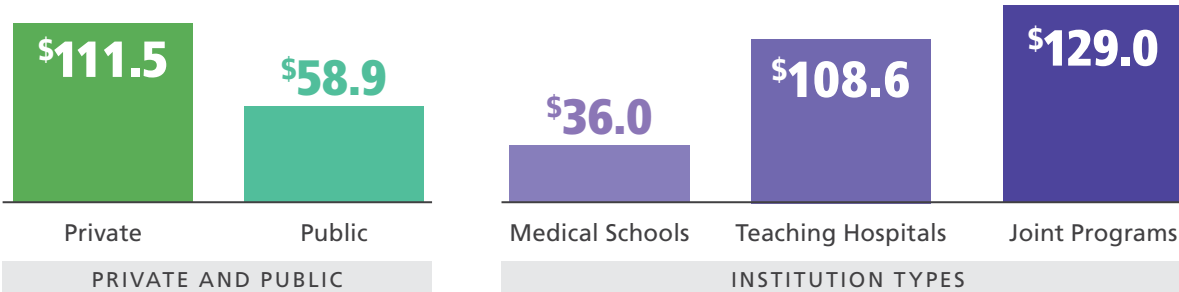
Highlighted here are key results from the 2020 survey of 122 institutions (reporting 2019-2020 gift year data) as of Aug. 26, 2021.\*

## OVERALL PHILANTHROPIC SUPPORT

**\$83.3 million**  
Mean total philanthropic support per institution in 2019-2020

**3.3% decrease**  
from \$86.2 million per institution in 2018-2019

Mean total support per institution (MILLIONS OF DOLLARS)



## FUNDRAISING COSTS AND RETURN ON INVESTMENT

**\$8.4 million**  
Mean fundraising cost per institution

**5.5% decrease**  
over 2018-2019

**11¢** in 2018-2019  
**12¢** in 2019-2020

Median fundraising cost per dollar raised

**\$9.08** in 2018-2019  
**\$8.18** in 2019-2020

Median return on investment per dollar invested

## GIFTS OF \$1 MILLION+



**1,677** in 2018-2019  
**1,683** in 2019-2020  
gifts over \$1 million



**243** of these gifts were greater than \$5 million

## SCHOLARSHIPS



**\$1.77 million**  
Median total support raised for medical student scholarships per institution

Median scholarship support raised per institution (MILLIONS OF DOLLARS)

PRIVATE

**\$2.2**

PUBLIC

**\$1.6**

## CAMPAIGNS



**52%** of all institutions were involved in a fundraising campaign in 2019-2020

Median campaign goals (MILLIONS OF DOLLARS)

JOINT PROGRAMS

**\$1,000**

TEACHING HOSPITALS

**\$625**

MEDICAL SCHOOLS

**\$240**

\*Note: The data in this infographic provide insights into the COVID-19 pandemic's initial impact on fundraising for AAMC-member institutions.