

2024 ANNUAL DEVELOPMENT SURVEY REPORT

AUGUST 2025

2024 AAMC Development Survey Report

Reporting 2023-2024 Gift Year Data

August 2025

AAMC
Washington, D.C.

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Executive Summary

Overview

Each year, the AAMC conducts the Development Survey to measure the impact, costs, and staffing of fundraising at its member medical schools, academic health systems, and teaching hospitals. Maintained by the AAMC since 1999, these survey data are used by medical school deans, academic health system and teaching hospital CEOs, chief development officers, and other leaders at member institutions to assess integral components of a successful development program and to make effective decisions on the deployment of organizational resources. Through the compilation and analysis of annual data, the ongoing survey provides the opportunity for academic medicine organizations to identify philanthropic trends useful for development planning and management purposes.

Key findings from the 2024 survey representing the 2023-2024 gift year are presented in this report. At many institutions, the 2023-2024 gift year corresponds to the period of July 1, 2023 to June 30, 2024. The data from previous years may reflect new data that were received from respondents after the previous years' reports were released. In addition, for analysis purposes, institution ownership is based on AAMC reference tables, and any changes to the public or private status of an institution are made retroactive to prior years.

Access to institution-specific data is only available to the leadership of participating institutions and survey participants.

The figures in this report are not adjusted for inflation and represent unadjusted data from each year's survey. The average Consumer Price Index for All Urban Consumers (CPI-U) for the fiscal year ending June 30, 2024, increased by 3.3% over the average CPI-U for the fiscal year ending June 30, 2023.¹

Appendix A lists members of the AAMC Development Leadership Committee, which includes chief development/advancement officers from AAMC member institutions who provide guidance to AAMC staff on the survey and other fundraising support efforts. It also lists AAMC staff who lead the Development Survey program and representatives from GOBEL who support it. For additional information about the Development Survey or the AAMC's fundraising support efforts, please contact Jennifer L. Blanck, MEd, MSWB at (202) 862-6015 or jblanck@aamc.org. For more information about AAMC data, please visit the [AAMC's Data & Reports website](#).

Methodology

The 2024 Development Survey was sent to 296 institutions in January 2025, and the survey closed in March 2025. Data were submitted by 130 institutions reporting development program activity for gift year 2023-2024. The 130 institutions in the report represent 65 private institutions and 65 public institutions (corresponding to 50% and 50% of the respondents, respectively). In this report, the data for 2023 include submissions from 127 institutions to the 2023 Development Survey. Survey data for participating institutions may not be comparable or generalizable to data for nonparticipants. See Appendix B for a list of all responding institutions included in the analysis.

A copy of the 2024 Development Survey, which includes a glossary of terms used in the survey, is available on the [AAMC website](#) under the "Explore this report" section.

The survey requires that participants classify their institution according to institution type. The following categories of institution type were established in the design of the first survey instrument in 1999 and remain the method of classifying participants:

¹ U.S. Bureau of Labor Statistics, U.S. Department of Labor. Databases, Tables & Calculators by Subject. <https://data.bls.gov/timeseries/CUUR0000SA0>. Accessed May 28, 2024.

- **Medical school** – The development program is separate from the development program(s) of its primary teaching hospital(s). Of the 130 institutions in the report, 52 (or 40%) were medical schools.
- **Teaching hospital** – The development program is separate from that of the medical school. Of the 130 institutions in the report, 22 (or 16.9%) were teaching hospitals.
- **Joint program** – The development program is integrated and conducted jointly for the benefit of both the medical school and the teaching hospital(s). Of the 130 institutions in the report, 56 (or 43.1%) were joint programs.

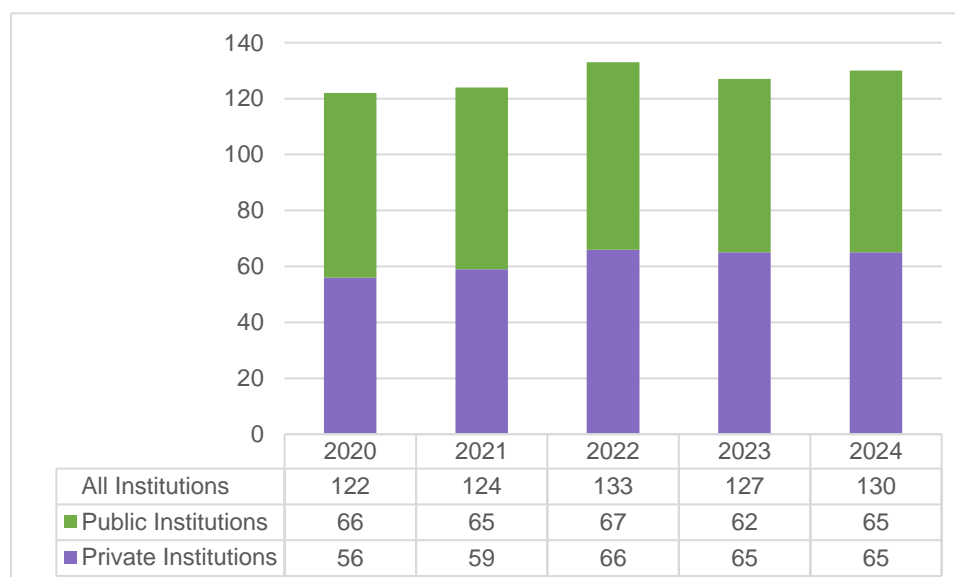
The term “all institutions” in this report indicates inclusion of data from all three classifications above. All institutions were eligible to answer each question, except when noted, though respondents were not required to submit a response for each question. As a result, the count may be different for each item.

The number of survey respondents are displayed in *Table 1(a)* by institution type, their status as a public or private institution, and their geographical region.

**Table 1(a): Number of Survey Participants
by Institution Type and Geographical Regions**

	Joint Programs			Medical Schools			Teaching Hospitals			Grand Total
	Private	Public	Total	Private	Public	Total	Private	Public	Total	
Central	5	6	11	7	9	16	2	1	3	30
Northeast	15	3	18	8	6	14	11	0	11	43
Southern	4	14	18	5	12	17	3	3	6	41
Western	2	7	9	1	4	5	2	0	2	16
Total	26	30	56	21	31	52	18	4	22	130

Graph 1(b): Number of Participating Institutions



Selected Findings

- **Mean philanthropic support increased in 2024 for participating private institutions and public institutions** – The mean total private support among **all reporting institutions** increased by 11.6%, from \$94.1 million in 2023 to \$105.1 million in 2024. The increase was seen across private institutions (from \$123.1 million in 2023 to \$141.5 million in 2024) and public institutions (from \$63.2 million in 2023 to \$66.9 million in 2024).
- **Current operations gifts increased on average and continued to be the largest category of private support gifts** – For all reporting institutions, the mean of current operations gifts increased from \$68.4 million in 2023 to \$68.6 million in 2024. Unrestricted gifts accounted for 14.8% of total support dedicated to current operations, up from 14.3% in 2023.
- **Individuals who are not alumni or staff of medical schools or teaching hospitals remained the largest segment of individual donors.** Of the \$39.7 million mean total private support gifts by individuals received in 2024, \$31.6 million, or 79.6%, were contributed by domestic other individuals and another \$1.0 million, or 2.6%, from non-alumni, non-faculty international individuals.

The average gift sizes from domestic and international non-alumni, non-staff donors were \$7,752 and \$14,520, respectively, compared to the average gifts from medical school alumni of \$3,382.

- **Among institution donors, mean total dollars increased by 4.1%**, with increases in average total gifts from personal/family foundations (8.1%), donor advised funds (44.7%), and other private foundations (0.7%). There was a decrease in average total gifts from corporations by 1.9% and other institutions/organizations by 9.6%.
- The total number of **new gifts of \$1 million or more received by participating institutions** increased, with an increase in outright cash gifts (from 749 in 2023 to 802 in 2024) and an increase in new pledge commitments (from 1,239 to 1,393). Institutions that reported receiving new gifts and pledges of \$1 million or more received an average of 19 per institution in 2024, an increase from an average of 18 per institution in 2023.

In 2024, the median outright gift amount of \$5 million and above was \$8.5 million, a decrease from the 2023 median of \$8.6 million. The median pledge commitment amount of \$5 million and above also decreased – in 2024, the median was \$10.1 million, and in 2023, the median was \$12.4 million.

- Based on medians, **public institution staff sizes grew by 2 FTE, and private institution staff sizes grew by 1 FTEs.**
- **Overall, median development costs increased**, though program and personnel median expenses shrank by 5.9% and 3.2%, respectively. The median support received from departments or areas outside of the medical school, teaching hospital, or joint program development office budget increased by 24.1% (although fewer institutions reported costs covered by other budget resources than reported budgeted personnel and program costs).
- The median **cost per dollar raised (CPDR)** remained stable at \$0.14, and the average remained stable at \$0.15.
- **Average return on investment (ROI)**, or the total dollars raised in relation to investment in personnel and operations, increased from \$11.56 in 2023 to \$13.48 in 2024. Public institutions had a lower average ROI than private institutions in 2024, with means of \$12.32 and \$14.64, respectively.

- **Almost half of participating institutions were involved in a campaign** – 46% of the institutions surveyed reported being involved in a campaign in 2024, up from 45% in the 2023 survey. For all institutions, the median campaign goal was \$1.0 billion, an increase from the \$750 million median reported in 2023.
- There were 42 private and 32 public institutions that indicated they had access to conduct **grateful patients/grateful patients' families fundraising efforts**.

Of these 74 institutions, 64, or 86.5%, indicated having permission to screen inpatients and 71, or 95.9%, indicated having permission to screen outpatients.

- **Median support for scholarships decreased and mean support for scholarships increased** – The overall median support for scholarships decreased from \$2.2 million in 2023 to \$2.0 million in 2024. Mean support for scholarships increased from \$3.5 million in 2023 to \$14.1 million in 2024.
- **The philanthropic environment** –

For many in philanthropy, fiscal year 2024 likely felt like the strongest year of growth since the pandemic. The economy seemed to have found its footing, and, with the markets performing well², it may have created a positive climate for charitable giving. However, donor caution and internal staffing challenges were still relevant. But the big story is one of continued resilience and strong financial support.

Giving figures from the 2024 AAMC Development Survey show some impressive growth. Across all reporting institutions, mean total private support jumped 11.6%, climbing from \$94.1 million in 2023 to \$105.1 million in 2024. This wasn't just isolated to one group, either. Private institutions saw their average support rise from \$123.1 million in 2023 to \$141.5 million in 2024, while public institutions reversed the slight dip seen from 2022 to 2023, growing from \$63.2 million in 2023 to \$66.9 million in 2024.

“Megagifts,” such as 2024’s landmark contributions to expanding student access and affordability through significant investments in scholarship funds, accounted for a portion of the total increase in giving. Even beyond those “megagifts,” we saw more new gifts of \$1 million or more, with increases in the total number of both outright cash gifts (from 749 in 2023 to 802 in 2024) and new pledges (from 1,239 in 2023 to 1,393 in 2024).

Looking at the very top tier of gifts, things are a bit more complex. The median outright gift of \$5 million and above decreased slightly from \$8.6 million in 2023 to \$8.5 million in 2024. The median for new pledge commitments of \$5 million and above saw a bigger drop, from \$12.4 million in 2023 to \$10.1 million in 2024, signaling that despite the market, top donors may still be cautious in their decision-making.

On the inside, the staffing challenges of the post-pandemic era finally seemed to be easing. It is positive for the industry to see both public and private institutions grow their median staff size. And while staff size grew, it looks like organizations may be getting more efficient as median program and personnel expenses shrank from 2023 to 2024 by 5.9% and 3.2% respectively.

² Fidelity, 2024 stock market report. <https://www.fidelity.com/learning-center/trading-investing/markets-sectors/stock-market-report>. Accessed June 23, 2025

So, what was driving the philanthropic climate in fiscal year 2024?

- A strong economy and healthy stock market made a big difference. With the S&P 500 up over 20% for the second year in a row², it provided a massive boost to donor confidence and their ability to give, especially through appreciated stock.
- Donor Advised Funds (DAF) are more frequent than ever according to the 2024 AAMC Development Survey data. Average giving from DAFs increased by nearly 45%, demonstrating that fundraisers who have made DAFs a core part of their strategy may be seeing results.
- The strategic focus on hiring and retaining talent is paying off with a better return on investment. At the same time, generative AI is moving from a buzzword to a practical tool – helping teams with everything from writing grant proposals to segmenting donor lists, increasing productivity.³

But it wasn't all good news.

- The 2024 Fundraising Effectiveness Project found that donor retention has fallen for the fifth straight year.⁴ This is a clear sign that the sector is still grappling with how to keep donors engaged for the long haul.
- While past election years had a negligible effect on charitable giving, all signs indicate the most recent cycle broke this trend. Record-level fundraising for political campaigns has created significant competition for donor dollars, with the impact felt most acutely in the annual fund bracket of nonpolitical organizations.⁵ The effects of this heightened political giving are expected to continue influencing the philanthropic environment at least into fiscal year 2025.

While challenges like navigating the political climate and solving the donor retention puzzle remain, the sector's resilience and ability to adapt indicate it's in a good position for whatever comes next.

³ The Center for Effective Philanthropy, State of Nonprofits 2024. https://cep.org/wp-content/uploads/2024/06/NVP_State-of-Nonprofits_2024.pdf. Accessed June 23, 2025.

⁴ Fundraising Effectiveness Project, 2024 Reports. <https://afpglobal.org/FundraisingEffectivenessProject>. Accessed June 23, 2025.

⁵ M+R, Key Findings. <https://mrbenchmarks.com/key-findings>. Accessed June 23, 2025.

Total Private Support

Table 2(a): Total Private Support by Gift Designation

The following table displays total private support by gift designation, broken out by institution ownership and institution type. Total private support includes gifts actually received only for medical schools and/or teaching hospitals during the gift year 2023-2024.

		Program Type	Current Operations	Endowment	Capital Gifts	Total
Institutions Reporting	Private	Joint Program	26	25	26	26
		Medical School	21	21	13	21
		Teaching Hospital	18	18	15	18
		Private Subtotal	65	64	54	65
	Public	Joint Program	29	29	27	29
		Medical School	30	30	15	30
		Teaching Hospital	3	3	3	3
		Public Subtotal	62	62	45	62
	Total		127	126	99	127
Medians	Private	Joint Program	\$59,269,688	\$13,077,442	\$2,347,022	\$92,440,734
		Medical School	\$11,933,902	\$10,728,867	\$1,686,585	\$41,358,268
		Teaching Hospital	\$49,911,229	\$15,152,492	\$6,796,074	\$84,949,601
		Private Subtotal	\$39,722,811	\$13,165,289	\$5,119,876	\$75,033,890
	Public	Joint Program	\$34,958,430	\$17,954,009	\$1,462,104	\$60,896,877
		Medical School	\$7,113,756	\$2,204,317	\$408,120	\$10,595,249
		Teaching Hospital	\$37,805,635	\$7,143,066	\$9,364,527	\$54,313,229
		Public Subtotal	\$13,578,294	\$6,946,432	\$1,094,959	\$24,457,374
	Total		\$29,006,078	\$10,164,392	\$2,199,058	\$49,034,443
Means	Private	Joint Program	\$100,376,210	\$60,903,094	\$11,100,703	\$170,037,580
		Medical School	\$48,751,834	\$24,538,528	\$8,775,809	\$78,723,005
		Teaching Hospital	\$123,329,251	\$32,114,631	\$21,545,781	\$173,398,700
		Private Subtotal	\$90,053,792	\$40,874,215	\$13,442,417	\$141,466,720
	Public	Joint Program	\$77,025,439	\$28,443,082	\$5,630,115	\$110,710,352
		Medical School	\$13,502,023	\$7,710,418	\$1,114,838	\$21,769,860
		Teaching Hospital	\$74,694,261	\$10,032,593	\$10,265,292	\$94,992,146
		Public Subtotal	\$46,175,503	\$17,520,318	\$4,434,035	\$66,914,072
	Total		\$68,632,895	\$29,382,615	\$9,347,698	\$105,070,939

Graph 2(b): Mean Total Private Support by Gift Designation
(in millions of dollars)

The following graph displays total private support by gift designation for the last five years.



- Mean total private support for all institutions was up in 2024 from 2023, increasing 11.6% from \$94.1 million to \$105.1 million. Median total private support across all institutions also increased, from \$45.9 million in 2023 to \$49.0 million in 2024.
- For all institutions, gifts supporting Capital Purposes dropped on average, from \$10.2 million in 2023 to \$9.3 million in 2024.
- The mean for gifts to Current Operations grew by 0.4%, from \$68.4 million in 2023 to \$68.6 million in 2024. The mean for Endowment gifts increased, from \$18.0 million in 2023 to \$29.4 million in 2024.

Table 2(c): Unrestricted Gifts to Current Operations

The following table displays the proportion of gifts designated for current operations that were unrestricted, broken out by institution ownership and institution type.

	Program Type		Unrestricted Gifts to Current Operations	Total Gifts to Current Operations	Percentage of Gifts to Current Operations that are Unrestricted
Institutions Responding	Private	Joint Program	26	26	26
		Medical School	20	21	20
		Teaching Hospital	17	18	17
		Private Subtotal	63	65	63
	Public	Joint Program	21	29	21
		Medical School	19	30	19
		Teaching Hospital	3	3	3
		Public Subtotal	43	62	43
	Total		106	127	106
Medians	Private	Joint Program	\$2,388,384	\$59,269,688	4.03%
		Medical School	\$1,354,893	\$11,933,902	11.35%
		Teaching Hospital	\$8,851,770	\$49,911,229	17.74%
		Private Subtotal	\$2,974,011	\$39,722,811	7.49%
	Public	Joint Program	\$1,517,754	\$34,958,430	4.34%
		Medical School	\$325,313	\$7,113,756	4.57%
		Teaching Hospital	\$37,805,635	\$37,805,635	100.00%
		Public Subtotal	\$563,431	\$13,578,294	4.15%
	Total		\$2,008,713	\$29,006,078	6.93%
Means	Private	Joint Program	\$11,930,974	\$100,376,210	11.89%
		Medical School	\$7,608,931	\$48,751,834	15.61%
		Teaching Hospital	\$19,680,531	\$123,329,251	15.96%
		Private Subtotal	\$12,650,047	\$90,053,792	14.05%
	Public	Joint Program	\$7,693,651	\$77,025,439	9.99%
		Medical School	\$1,914,910	\$13,502,023	14.18%
		Teaching Hospital	\$27,678,771	\$74,694,261	37.06%
		Public Subtotal	\$6,534,565	\$46,175,503	14.15%
	Total		\$10,169,238	\$68,632,895	14.82%

- Among gifts to current operations, the mean percentage of unrestricted dollars decreased among private institutions from 15.1% in 2023 to 14.0% in 2024 and increased among public institutions from 9.9% to 14.2%, bringing up the overall average from 14.3% to 14.8%.

Individual Giving

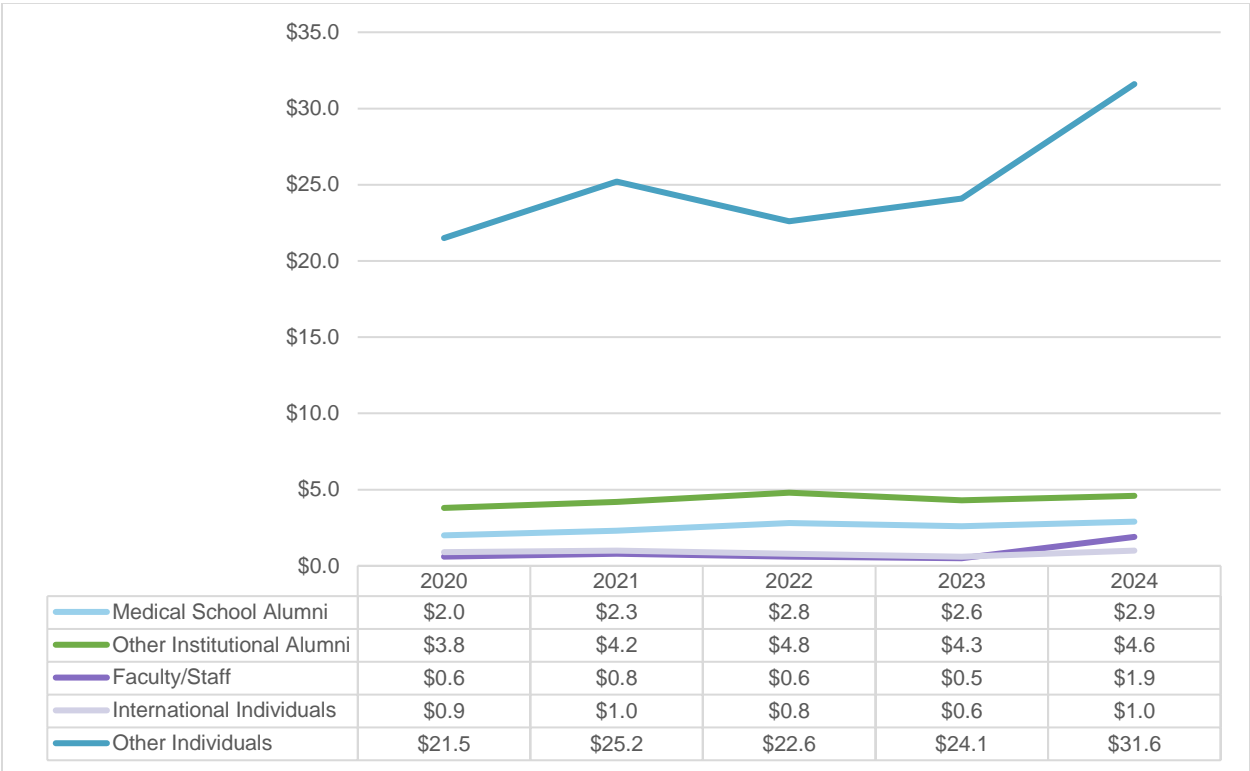
Table 3(a): Total Private Support from Individuals

The following table displays total private support by type of individual donor, broken out by institution ownership and institution type.

	Program Type		Medical School Alumni	Other Institutional Alumni	Medical Staff/Faculty	Non-Alumni, Non-Faculty International Individuals	Other Individuals	All Individuals
Institutions Reporting	Private	Joint Program	24	20	22	17	26	26
		Medical School	19	18	20	13	20	20
		Teaching Hospital	2	1	14	10	17	17
		Private Subtotal	45	39	56	40	63	63
	Public	Joint Program	27	29	26	19	29	29
		Medical School	29	24	26	15	29	29
		Teaching Hospital	0	1	2	2	4	4
		Public Subtotal	56	54	54	36	62	62
	Total		101	93	110	76	125	125
Medians	Private	Joint Program	\$2,437,735	\$1,449,165	\$580,250	\$61,350	\$21,199,908	\$30,613,904
		Medical School	\$2,647,034	\$394,620	\$70,905	\$48,025	\$3,368,458	\$8,469,817
		Teaching Hospital	\$757,841	\$507,000	\$660,595	\$64,994	\$31,071,557	\$34,955,371
		Private Subtotal	\$2,379,551	\$783,026	\$394,491	\$58,715	\$17,031,970	\$26,234,097
	Public	Joint Program	\$2,165,967	\$1,575,821	\$275,547	\$52,999	\$6,765,530	\$18,977,618
		Medical School	\$387,511	\$126,572	\$62,328	\$1,595	\$1,001,467	\$2,350,454
		Teaching Hospital	N/A	\$6,672	\$932,257	\$539,675	\$8,313,525	\$9,250,357
		Public Subtotal	\$1,065,986	\$316,338	\$178,775	\$17,729	\$2,858,364	\$5,717,561
	Total		\$1,519,216	\$507,000	\$239,309	\$43,401	\$7,837,131	\$13,438,554
Means	Private	Joint Program	\$2,588,460	\$6,159,819	\$974,852	\$3,270,176	\$81,257,992	\$91,348,728
		Medical School	\$6,302,781	\$5,253,497	\$303,487	\$388,147	\$10,908,959	\$22,180,530
		Teaching Hospital	\$757,841	\$507,000	\$11,269,883	\$883,168	\$55,486,932	\$65,406,503
		Private Subtotal	\$4,075,368	\$5,596,572	\$3,308,836	\$1,736,765	\$51,970,870	\$62,390,287
	Public	Joint Program	\$2,699,274	\$6,811,361	\$587,617	\$320,252	\$15,928,148	\$25,989,276
		Medical School	\$1,191,059	\$577,672	\$355,814	\$145,602	\$3,607,853	\$5,671,303
		Teaching Hospital	N/A	\$6,672	\$932,257	\$539,675	\$28,660,995	\$29,398,629
		Public Subtotal	\$1,918,234	\$3,914,820	\$488,773	\$259,671	\$10,986,903	\$16,705,666
	Total		\$2,879,333	\$4,620,071	\$1,924,441	\$1,037,089	\$31,642,823	\$39,730,715

Graph 3(b): Mean Total Private Support from Individuals
(in millions of dollars)

The following graph displays total private support by type of individual donor for the last five years.



- Non-alumni, non-staff/faculty, non-international individuals (designated as “Other Individuals”) contributed a mean of \$31.6 million, or 79.6%, of all individual gifts received by all institutions in 2024; \$1.0 million, or 2.6%, of the total came from Non-Alumni, Non-Faculty International Individuals.
- The mean gifts from all individuals across all institutions were up, from \$29.9 million in 2023 to \$39.7 million in 2024.

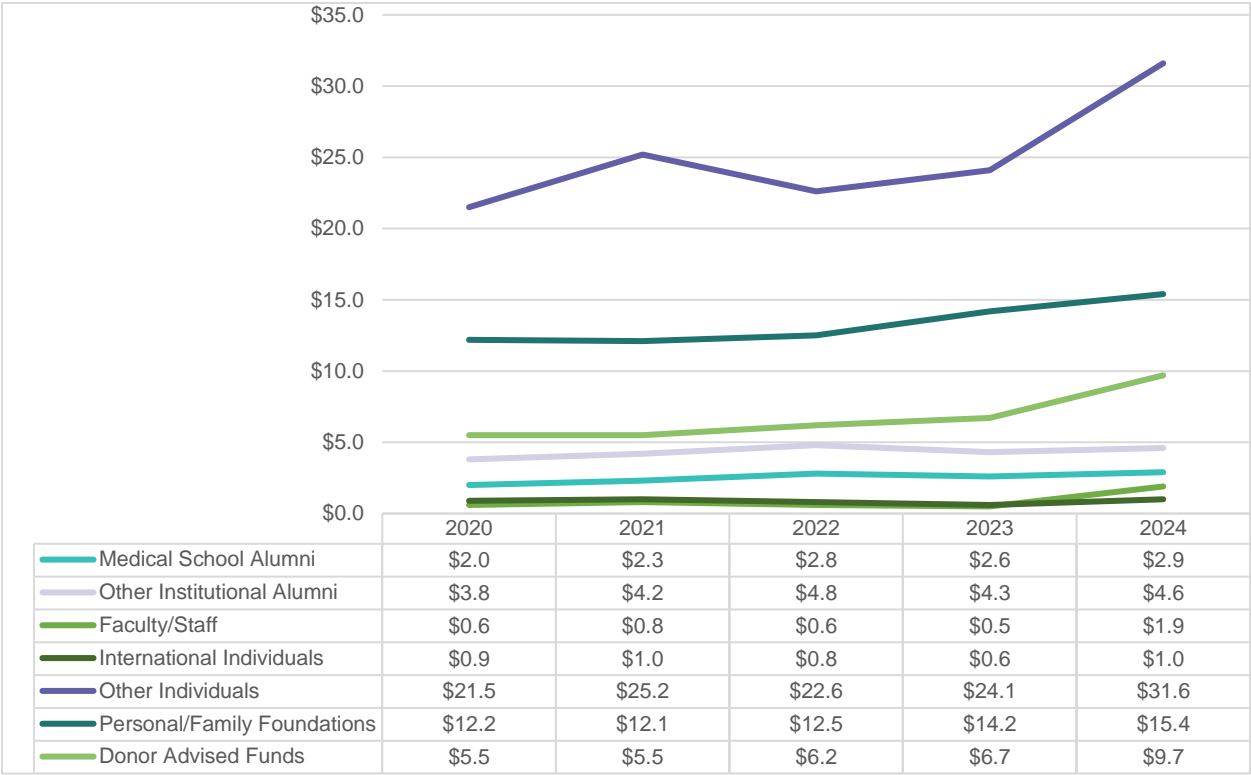
**Table 3(c): Total Private Support from Individuals
Including Personal/Family Foundations and Donor Advised Funds**

The following table displays total private support by type of individual donor, as well as personal/family foundations and donor advised funds, broken out by institution ownership and institution type.

	Program Type		Medical School Alumni	Other Institutional Alumni	Medical Faculty/ Staff	Non-Alumni, Non-Faculty International Individuals	Other Individuals	Personal/ Family Foundations	Donor Advised Funds	All Individuals (With Inclusions)
Institutions Reporting	Private	Joint Program	24	20	22	17	26	26	22	26
		Medical School	19	18	20	13	20	18	15	20
		Teaching Hospital	2	1	14	10	17	16	16	17
		Private Subtotal	45	39	56	40	63	60	53	63
	Public	Joint Program	27	29	26	19	29	26	27	29
		Medical School	29	24	26	15	29	26	27	30
		Teaching Hospital	0	1	2	2	4	4	3	4
		Public Subtotal	56	54	54	36	62	56	57	63
		Total	101	93	110	76	125	116	110	126
Medians	Private	Joint Program	\$2,437,735	\$1,449,165	\$580,250	\$61,350	\$21,199,908	\$6,194,304	\$4,687,058	\$51,886,648
		Medical School	\$2,647,034	\$394,620	\$70,905	\$48,025	\$3,368,458	\$2,319,732	\$2,268,932	\$19,568,424
		Teaching Hospital	\$757,841	\$507,000	\$660,595	\$64,994	\$31,071,557	\$19,186,190	\$11,777,343	\$60,462,103
		Private Subtotal	\$2,379,551	\$783,026	\$394,491	\$58,715	\$17,031,970	\$6,907,911	\$6,553,319	\$45,920,594
	Public	Joint Program	\$2,165,967	\$1,575,821	\$275,547	\$52,999	\$6,765,530	\$3,821,932	\$2,694,149	\$35,451,682
		Medical School	\$387,511	\$126,572	\$62,328	\$1,595	\$1,001,467	\$548,864	\$500,090	\$3,097,250
		Teaching Hospital	N/A	\$6,672	\$932,257	\$539,675	\$8,313,525	\$5,630,551	\$1,262,634	\$16,131,326
		Public Subtotal	\$1,065,986	\$316,338	\$178,775	\$17,729	\$2,858,364	\$1,651,437	\$1,091,545	\$8,469,990
		Total	\$1,519,216	\$507,000	\$239,309	\$43,401	\$7,837,131	\$3,446,751	\$2,637,888	\$25,091,857
Means	Private	Joint Program	\$2,588,460	\$6,159,819	\$974,852	\$3,270,176	\$81,257,992	\$15,572,682	\$13,855,219	\$118,645,057
		Medical School	\$6,302,781	\$5,253,497	\$303,487	\$388,147	\$10,908,959	\$14,866,987	\$5,543,405	\$39,718,372
		Teaching Hospital	\$757,841	\$507,000	\$11,269,883	\$883,168	\$55,486,932	\$34,128,692	\$17,533,096	\$114,029,362
		Private Subtotal	\$4,075,368	\$5,596,572	\$3,308,836	\$1,736,765	\$51,970,870	\$20,309,243	\$12,613,121	\$92,343,462
	Public	Joint Program	\$2,699,274	\$6,811,361	\$587,617	\$320,252	\$15,928,148	\$17,255,729	\$11,031,261	\$51,730,414
		Medical School	\$1,191,059	\$577,672	\$355,814	\$145,602	\$3,607,853	\$2,398,079	\$2,848,389	\$10,124,144
		Teaching Hospital	N/A	\$6,672	\$932,257	\$539,675	\$28,660,995	\$12,878,090	\$8,689,988	\$48,794,211
		Public Subtotal	\$1,918,234	\$3,914,820	\$488,773	\$259,671	\$10,986,903	\$10,044,846	\$7,031,939	\$31,731,479
		Total	\$2,879,333	\$4,620,071	\$1,924,441	\$1,037,089	\$31,642,823	\$15,354,017	\$9,721,054	\$62,037,470

**Graph 3(d): Mean Total Private Support from Individuals
Including Personal/Family Foundations and Donor Advised Funds**
(in millions of dollars)

The following graph displays total private support by type of individual donor, as well as personal/family foundations and donor advised funds, for the last five years.



- Many institutions consider giving from personal/family foundations and donor advised funds in the context of individual giving, as shown here. (*Table 5(c)* and *Graph 5(d)* exclude these sources from organizational giving, for parallel comparison.)
- The mean total private support from individuals including personal/family foundations and donor advised funds increased from \$49.1 million in 2023 to \$62 million in 2024, a 26.3% increase.
- The largest increase was seen in faculty/staff, which saw a nearly 300% increase from 2023, from \$486,499 to \$1.9 million.

Table 3(e): Mean Gift per Individual Donor

The following table displays mean gift per individual donor by type of individual donor, broken out by institution ownership and institution type. Mean gift per donor is calculated by dividing the individual dollars by the individual donors for each institution.

	Program Type		Medical School Alumni	Other Institutional Alumni	Medical Staff/Faculty	Non-Alumni, Non-Faculty International Individuals	Other Individuals	All Individuals
Institutions Reporting	Private	Joint Program	23	20	21	16	25	25
		Medical School	19	18	20	13	20	20
		Teaching Hospital	2	1	14	10	17	17
		Private Subtotal	44	39	55	39	62	62
	Public	Joint Program	27	29	26	19	29	29
		Medical School	29	24	26	15	29	29
		Teaching Hospital	0	1	2	2	4	4
		Public Subtotal	56	54	54	36	62	62
	Total		100	93	109	75	124	124
Mean Number of Donors	Private	Joint Program	792	2,429	585	88	16,998	20,218
		Medical School	904	252	108	54	1,467	2,696
		Teaching Hospital	297	158	961	111	55,609	56,510
		Private Subtotal	818	1,366	507	83	22,575	24,517
	Public	Joint Program	860	1,656	497	43	8,083	11,013
		Medical School	356	354	106	5	973	1,721
		Teaching Hospital	N/A	17	2,180	74	23,137	24,268
		Public Subtotal	599	1,047	371	29	5,729	7,522
	Total		695	1,181	440	57	14,152	16,019
Mean Gift Size	Private	Joint Program	\$3,287	\$7,848	\$5,940	\$18,519	\$5,283	\$4,737
		Medical School	\$5,667	\$17,086	\$2,585	\$27,364	\$26,211	\$21,182
		Teaching Hospital	\$3,848	\$3,209	\$4,350	\$3,826	\$3,041	\$2,915
		Private Subtotal	\$4,340	\$11,993	\$4,315	\$17,700	\$11,419	\$9,542
	Public	Joint Program	\$3,249	\$4,915	\$1,808	\$11,591	\$3,463	\$3,725
		Medical School	\$2,051	\$2,837	\$33,912	\$11,265	\$5,064	\$3,353
		Teaching Hospital	N/A	\$392	\$556	\$4,760	\$1,495	\$1,202
		Public Subtotal	\$2,628	\$3,908	\$17,219	\$11,076	\$4,085	\$3,388
	Total		\$3,382	\$7,298	\$10,708	\$14,520	\$7,752	\$6,465

- For private institutions, mean gift sizes from individuals increased from \$5,381 in 2023 to \$9,542 in 2024; those gifts to public institutions decreased, from \$3,530 to \$3,388.

Alumni Giving

Table 4: MD Alumni Giving

The following table displays responses related to giving from MD alumni, broken out by institution ownership and institution type.

	Program Type		Legally Contactable MD Alumni	MD Alumni Making Unrestricted Gifts \$1,000+	MD Alumni Making Restricted Gifts for Current Operations/Endowment	MD Alumni Making Unrestricted Gifts for Current Operations/Endowment	Dollar Amount MD Alumni Unrestricted Gifts for Current Operations/Endowment
Institutions Reporting	Private	Joint Program	21	22	23	22	22
		Medical School	21	19	19	19	20
		Private Subtotal	42	41	42	41	42
	Public	Joint Program	27	21	27	21	21
		Medical School	29	16	28	18	18
		Public Subtotal	56	37	55	39	39
	Total		98	78	97	80	81
Medians	Private	Joint Program	6,249	75	361	340	\$318,823
		Medical School	8,043	76	308	345	\$539,643
		Private Subtotal	7,028	75	349	345	\$367,287
	Public	Joint Program	7,536	20	352	59	\$110,763
		Medical School	4,699	22	131	72	\$97,114
		Public Subtotal	6,270	20	221	60	\$105,418
	Total		6,677	55	271	230	\$226,800
Means	Private	Joint Program	6,851	83	355	323	\$426,528
		Medical School	6,980	126	403	452	\$669,131
		Private Subtotal	6,915	103	377	383	\$542,053
	Public	Joint Program	7,607	61	386	246	\$179,725
		Medical School	5,852	47	169	236	\$250,319
		Public Subtotal	6,698	55	276	242	\$212,307
	Total		6,791	80	319	314	\$383,286

- Public institutions saw a slight decrease in the mean number of MD alumni donors making unrestricted gifts of \$1,000 and larger (from 56 in 2023 to 55 in 2024). A decrease was seen at private institutions (from 105 to 103), and the overall mean for all institutions was 80, down from 82 in 2023.
- Median total unrestricted gifts from MD alumni rose, from \$208,584 in 2023 to \$226,800 in 2024.

Institutional Giving

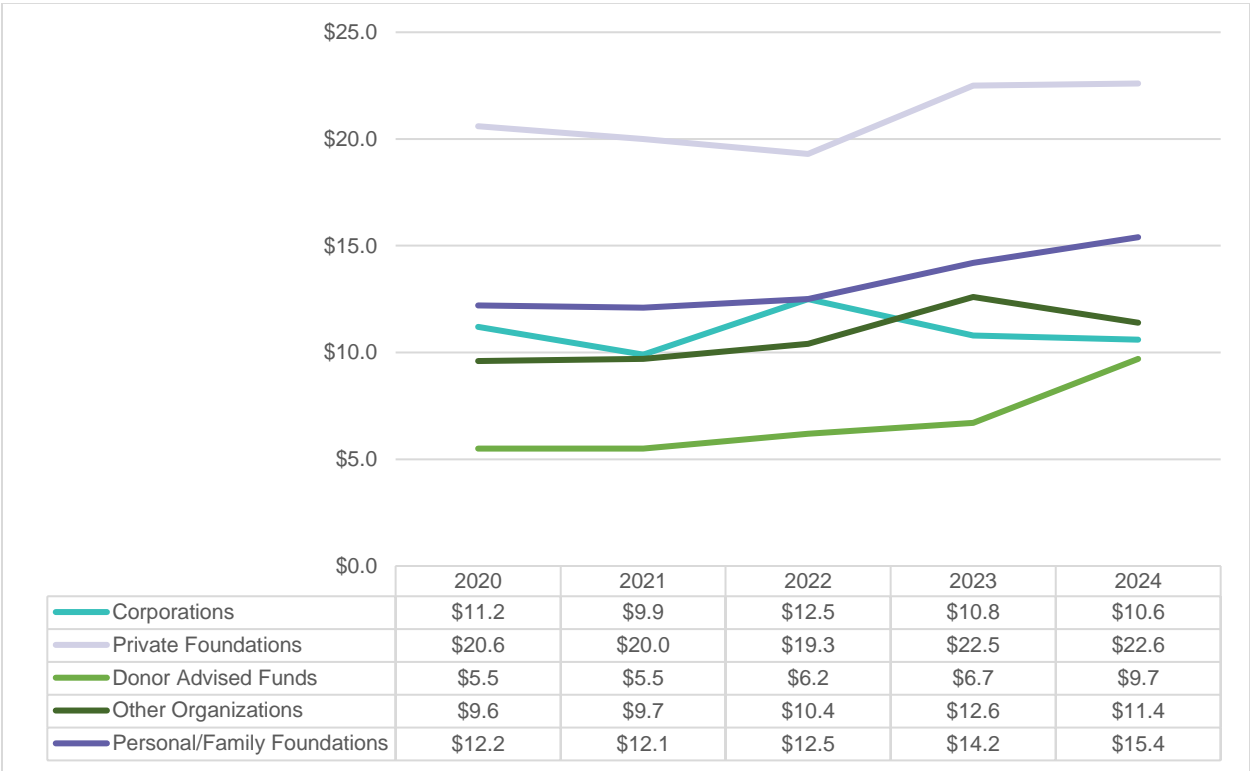
Table 5(a): Total Private Support from Institutions/Organizations

The following table displays total private support by type of institution/organization donor, broken out by institution ownership and institution type.

	Program Type		Corporations	Personal/ Family Foundations	Donor Advised Funds	Other Private Foundations	Other Institutions/ Organizations	Institutions/ Organizations Total
Institutions Reporting	Private	Joint Program	26	26	22	25	25	26
		Medical School	20	18	15	20	20	20
		Teaching Hospital	17	16	16	16	15	17
		Private Subtotal	63	60	53	61	60	63
	Public	Joint Program	29	26	27	28	29	29
		Medical School	30	26	27	29	29	30
		Teaching Hospital	4	4	3	4	3	4
		Public Subtotal	63	56	57	61	61	63
		Total	126	116	110	122	121	126
Medians	Private	Joint Program	\$8,454,250	\$6,194,304	\$4,687,058	\$11,544,395	\$6,861,638	\$36,140,122
		Medical School	\$2,942,701	\$2,319,732	\$2,268,932	\$8,123,187	\$2,435,236	\$21,131,791
		Teaching Hospital	\$6,752,385	\$19,186,190	\$11,777,343	\$14,276,828	\$5,830,313	\$60,540,142
		Private Subtotal	\$6,848,427	\$6,907,911	\$6,553,319	\$11,790,028	\$4,960,936	\$40,226,083
	Public	Joint Program	\$7,482,247	\$3,821,932	\$2,694,149	\$9,800,416	\$4,140,270	\$41,282,319
		Medical School	\$1,670,672	\$548,864	\$500,090	\$1,700,052	\$646,450	\$8,345,817
		Teaching Hospital	\$6,802,258	\$5,630,551	\$1,262,634	\$18,023,223	\$2,000,406	\$33,335,866
		Public Subtotal	\$3,630,632	\$1,651,437	\$1,091,545	\$4,281,102	\$1,760,548	\$17,219,696
		Total	\$5,457,031	\$3,446,751	\$2,637,888	\$9,111,165	\$2,397,780	\$28,269,849
Means	Private	Joint Program	\$11,997,461	\$15,572,682	\$13,855,219	\$20,783,576	\$18,494,529	\$77,061,199
		Medical School	\$12,345,258	\$14,866,987	\$5,543,405	\$20,936,207	\$9,548,454	\$60,367,760
		Teaching Hospital	\$11,944,260	\$34,128,692	\$17,533,096	\$41,336,907	\$18,057,766	\$115,405,766
		Private Subtotal	\$12,093,517	\$20,309,243	\$12,613,121	\$26,224,657	\$15,403,313	\$82,108,641
	Public	Joint Program	\$14,565,450	\$17,255,729	\$11,031,261	\$33,508,320	\$13,372,579	\$86,032,028
		Medical School	\$4,250,161	\$2,398,079	\$2,848,389	\$5,607,518	\$2,014,352	\$16,259,853
		Teaching Hospital	\$7,265,932	\$12,878,090	\$8,689,988	\$14,339,311	\$1,859,033	\$42,395,100
		Public Subtotal	\$9,189,946	\$10,044,846	\$7,031,939	\$18,987,020	\$7,406,526	\$50,036,584
		Total	\$10,641,731	\$15,354,017	\$9,721,054	\$22,605,838	\$11,371,875	\$66,072,613

Graph 5(b): Mean Total Private Support from Institutions/Organizations
(in millions of dollars)

The following graph displays total private support by type of institution/organization donor for the last five years.



- On average, institutions and organizations contributed \$66.1 million in 2024.
- Average giving from donor advised funds increased 44.7%, from \$6.7 million in 2023 to \$9.7 million in 2024. This is still a small subset of overall giving, though the increase is worth watching.

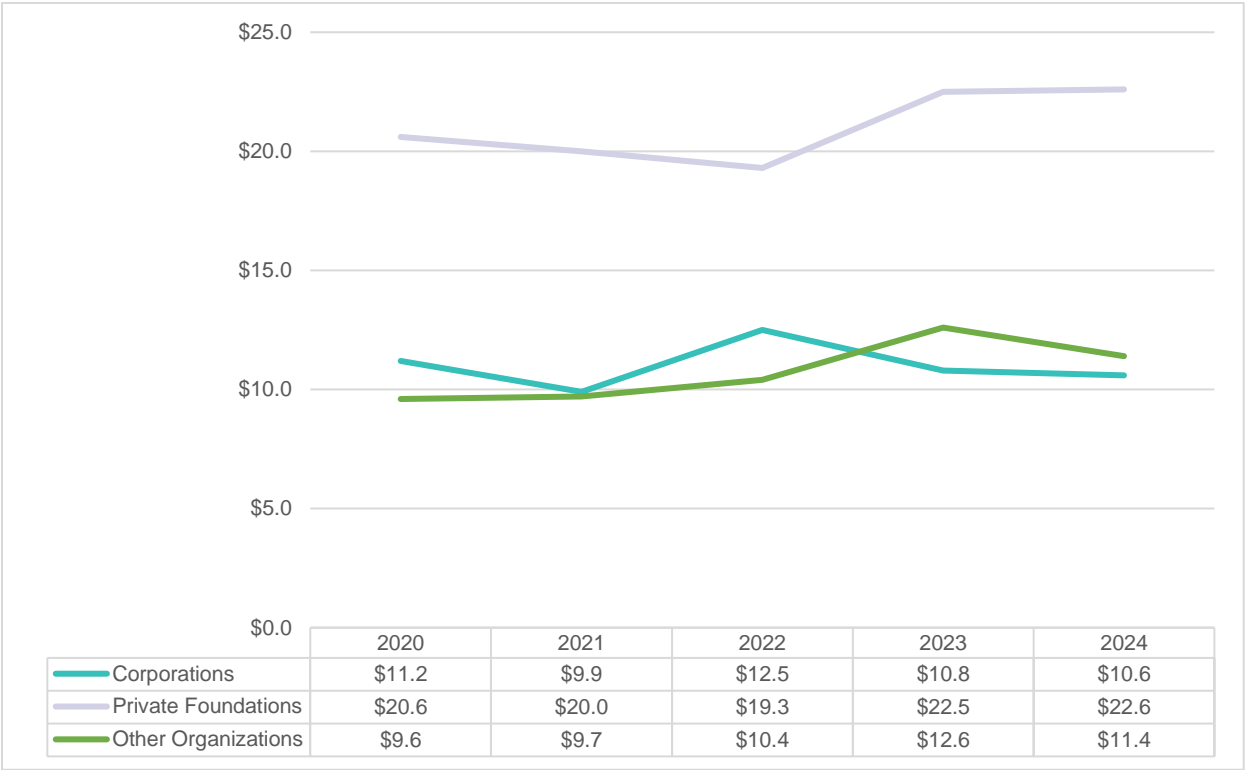
**Table 5(c): Total Private Support from Institutions/Organizations
Excluding Personal/Family Foundations and Donor Advised Funds**

The following table displays total private support by type of institution/organization donor, excluding personal/family foundations and donor advised funds, broken out by institution ownership and institution type.

	Program Type		Corporations	Private Foundations	Other Institutions/ Organizations	Institutions/ Organizations Total (With Exclusions)
Institutions Reporting	Private	Joint Program	26	25	25	26
		Medical School	20	20	20	20
		Teaching Hospital	17	16	15	17
		Private Subtotal	63	61	60	63
	Public	Joint Program	29	28	29	29
		Medical School	30	29	29	30
		Teaching Hospital	4	4	3	4
		Public Subtotal	63	61	61	63
		Total	126	122	121	126
Medians	Private	Joint Program	\$8,454,250	\$11,544,395	\$6,861,638	\$23,444,348
		Medical School	\$2,942,701	\$8,123,187	\$2,435,236	\$12,803,300
		Teaching Hospital	\$6,752,385	\$14,276,828	\$5,830,313	\$27,558,113
		Private Subtotal	\$6,848,427	\$11,790,028	\$4,960,936	\$22,569,670
	Public	Joint Program	\$7,482,247	\$9,800,416	\$4,140,270	\$29,839,155
		Medical School	\$1,670,672	\$1,700,052	\$646,450	\$7,633,273
		Teaching Hospital	\$6,802,258	\$18,023,223	\$2,000,406	\$26,454,896
		Public Subtotal	\$3,630,632	\$4,281,102	\$1,760,548	\$14,401,340
		Total	\$5,457,031	\$9,111,165	\$2,397,780	\$19,858,158
Means	Private	Joint Program	\$11,997,461	\$20,783,576	\$18,494,529	\$49,764,870
		Medical School	\$12,345,258	\$20,936,207	\$9,548,454	\$42,829,919
		Teaching Hospital	\$11,944,260	\$41,336,907	\$18,057,766	\$66,782,907
		Private Subtotal	\$12,093,517	\$26,224,657	\$15,403,313	\$52,155,467
	Public	Joint Program	\$14,565,450	\$33,508,320	\$13,372,579	\$60,290,890
		Medical School	\$4,250,161	\$5,607,518	\$2,014,352	\$11,617,968
		Teaching Hospital	\$7,265,932	\$14,339,311	\$1,859,033	\$22,999,518
		Public Subtotal	\$9,189,946	\$18,987,020	\$7,406,526	\$34,745,602
		Total	\$10,641,731	\$22,605,838	\$11,371,875	\$43,450,534

**Graph 5(d): Mean Total Private Support from Institutions/Organizations
Excluding Personal/Family Foundations and Donor Advised Funds**
(in millions of dollars)

The following table displays total private support by type of institution/organization donor, excluding personal/family foundations and donor advised funds, for the last five years.



- Many institutions exclude giving from personal/family foundations and donor advised funds when considering organizational giving, as shown here. (*Table 3(c)* and *Graph 3(d)* include these sources in individual giving, for parallel comparison.)

Table 5(e): Mean Gift per Institution/Organization Donor

The following table displays mean gift per institution/organization donor by type of institution/organization donor, broken out by institution ownership and institution type. Mean gift per donor is calculated by dividing the institution/organization dollars by the number of institution/organization donors for each institution.

	Program Type		Corporations	Personal/ Family Foundations	Donor Advised Funds	Other Private Foundations	Other Institutions/ Organizations	All Institutions/ Organizations
Institutions Reporting	Private	Joint Program	25	25	21	24	25	25
		Medical School	20	18	15	20	20	20
		Teaching Hospital	17	16	16	16	15	17
		Private Subtotal	62	59	52	60	60	62
	Public	Joint Program	29	26	27	28	29	29
		Medical School	29	26	27	28	27	30
		Teaching Hospital	4	4	3	4	3	4
		Public Subtotal	62	56	57	60	59	63
		Total	124	115	109	120	119	125
Mean Number of Donors	Private	Joint Program	470	123	144	123	267	1,099
		Medical School	84	47	71	78	93	350
		Teaching Hospital	863	204	646	215	546	2,348
		Private Subtotal	454	122	277	132	279	1,200
	Public	Joint Program	646	102	200	150	210	1,279
		Medical School	78	24	27	26	38	179
		Teaching Hospital	488	88	68	93	92	789
		Public Subtotal	370	65	111	88	125	724
		Total	412	94	190	110	203	960
Mean Gift Size	Private	Joint Program	\$31,715	\$114,459	\$139,100	\$152,024	\$99,826	\$70,977
		Medical School	\$168,012	\$249,422	\$154,831	\$251,163	\$150,136	\$177,683
		Teaching Hospital	\$26,447	\$160,802	\$75,358	\$198,562	\$57,259	\$74,345
		Private Subtotal	\$74,238	\$168,202	\$124,025	\$197,480	\$105,954	\$106,322
	Public	Joint Program	\$40,419	\$165,085	\$77,791	\$257,868	\$62,139	\$90,391
		Medical School	\$423,322	\$126,922	\$82,119	\$128,199	\$78,594	\$106,264
		Teaching Hospital	\$17,754	\$201,204	\$100,941	\$652,061	\$122,887	\$59,042
		Public Subtotal	\$218,057	\$149,946	\$81,060	\$223,635	\$72,758	\$95,959
		Total	\$146,147	\$159,312	\$101,557	\$210,558	\$89,496	\$101,099

- The mean gift sizes from corporations to private and public institutions in 2023 were \$70,448 and \$53,905, respectively. In 2024, these gifts to private and public institutions increased to \$74,238 and \$218,057, respectively. The increase for public institutions was in part driven by a singular institution that received a large gift from a corporation in 2024. The overall mean across all institutions increased from \$62,513 to \$146,147.
- Mean gift sizes from personal/family foundations in 2023 were \$132,996 for private institutions, \$194,437 for public institutions, and \$161,879 overall. In 2024, the mean gift sizes from personal/family foundations were \$168,202 for private institutions, \$149,946 for public institutions, and \$159,312 across all institutions.

\$1 Million+ Gifts

Table 6(a): Total Number of \$1 Million+ Outright Gifts

The following table displays the total and average number of outright gifts over one million dollars, including cash and gifts-in-kind, received by participating institutions during the 2023-2024 gift year, broken out by institution ownership and institution type.

	Program Type		Outright Gifts: \$1M– \$4.9M	Outright Gifts: \$5M– \$9.9M	Outright Gifts: \$10M– \$24.9M	Outright Gifts: \$25M– \$49.9M	Outright Gifts: \$50M+	Outright Gifts: \$1M+ Total
Institutions Reporting	Private	Joint Program	20	9	2	1	1	20
		Medical School	12	2	4	1	0	13
		Teaching Hospital	17	4	4	2	1	17
		Private Subtotal	49	15	10	4	2	50
	Public	Joint Program	25	9	4	3	0	25
		Medical School	14	2	3	0	0	15
		Teaching Hospital	3	1	0	0	0	3
		Public Subtotal	42	12	7	3	0	43
		Total	91	27	17	7	2	93
Total Number of Gifts	Private	Joint Program	170	16	4	1	1	192
		Medical School	42	4	4	1	0	51
		Teaching Hospital	155	10	7	2	1	175
		Private Subtotal	367	30	15	4	2	418
	Public	Joint Program	285	24	9	3	0	321
		Medical School	37	5	3	0	0	45
		Teaching Hospital	17	1	0	0	0	18
		Public Subtotal	339	30	12	3	0	384
		Total	706	60	27	7	2	802
Mean Number of Gifts per Institution	Private	Joint Program	9	2	2	1	1	10
		Medical School	4	2	1	1	0	4
		Teaching Hospital	9	3	2	1	1	10
		Private Subtotal	7	2	2	1	1	8
	Public	Joint Program	11	3	2	1	0	13
		Medical School	3	3	1	0	0	3
		Teaching Hospital	6	1	0	0	0	6
		Public Subtotal	8	3	2	1	0	9
		Total	8	2	2	1	1	9

Table 6(b): Total Number of \$1 Million+ New Pledge Commitments

The following table displays the total and average number of new binding pledge commitments over one million dollars received by participating institutions during the 2023-2024 gift year, broken out by institution ownership and institution type.

	Program Type		New Pledge Commitments: \$1M–\$4.9M	New Pledge Commitments: \$5M–\$9.9M	New Pledge Commitments: \$10M–\$24.9M	New Pledge Commitments: \$25M–\$49.9M	New Pledge Commitments: \$50M+	New Pledge Commitments: \$1M+ Total
Institutions Reporting	Private	Joint Program	24	16	12	7	5	24
		Medical School	17	12	9	4	3	18
		Teaching Hospital	17	10	10	3	2	17
		Private Subtotal	58	38	31	14	10	59
	Public	Joint Program	28	15	11	4	3	29
		Medical School	18	4	1	0	0	18
		Teaching Hospital	2	3	1	1	0	3
		Public Subtotal	48	22	13	5	3	50
	Total		106	60	44	19	13	109
Total Number of Gifts	Private	Joint Program	310	60	24	9	5	408
		Medical School	176	28	16	9	4	233
		Teaching Hospital	275	33	27	4	2	341
		Private Subtotal	761	121	67	22	11	982
	Public	Joint Program	241	36	17	4	3	301
		Medical School	58	4	1	0	0	63
		Teaching Hospital	34	8	4	1	0	47
		Public Subtotal	333	48	22	5	3	411
	Total		1,094	169	89	27	14	1,393
Mean Number of Gifts per Institution	Private	Joint Program	13	4	2	1	1	17
		Medical School	10	2	2	2	1	13
		Teaching Hospital	16	3	3	1	1	20
		Private Subtotal	13	3	2	2	1	17
	Public	Joint Program	9	2	2	1	1	10
		Medical School	3	1	1	0	0	4
		Teaching Hospital	17	3	4	1	0	16
		Public Subtotal	7	2	2	1	1	8
	Total		10	3	2	1	1	13

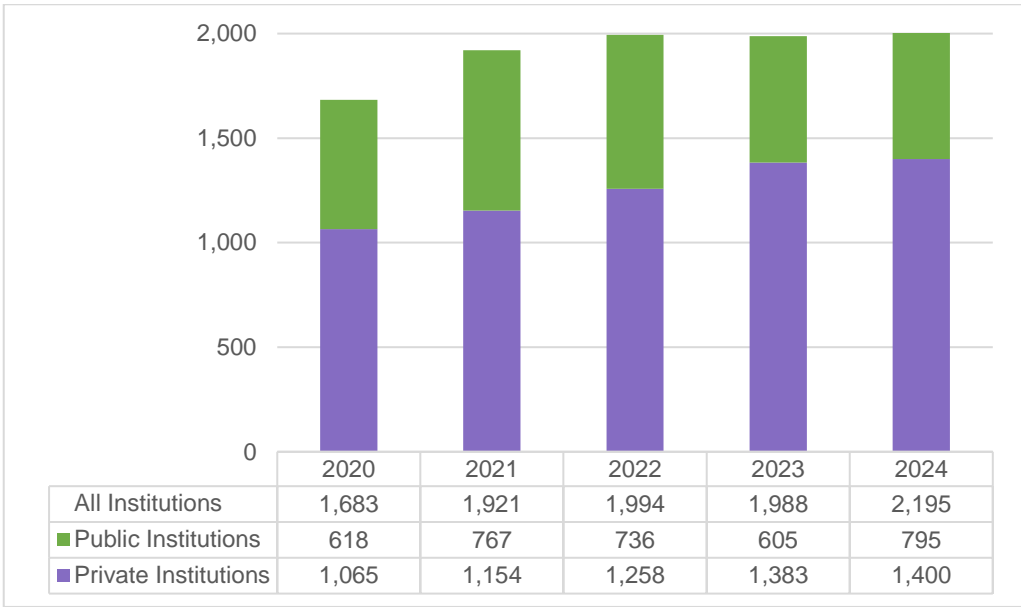
Table 6(c): Total Number of \$1 Million+ Gifts (New Outright Gifts & New Pledge Commitments)

The following table displays the total and average number of new outright gifts and new binding pledge commitments over one million dollars received by participating institutions during the 2023-2024 gift year, broken out by institution ownership and institution type.

		Program Type	Outright Gifts and New Pledge Commitments: \$1M–\$4.9M	Outright Gifts and New Pledge Commitments: \$5M–\$9.9M	Outright Gifts and New Pledge Commitments: \$10M–\$24.9M	Outright Gifts and New Pledge Commitments: \$25M–\$49.9M	Outright Gifts and New Pledge Commitments: \$50M+	Outright Gifts and New Pledge Commitments: \$1M+ Total
Institutions Reporting	Private	Joint Program	25	17	12	7	6	25
		Medical School	18	12	10	4	3	19
		Teaching Hospital	17	11	10	5	3	17
		Private Subtotal	60	40	32	16	12	61
	Public	Joint Program	29	18	11	6	3	29
		Medical School	22	6	4	0	0	22
		Teaching Hospital	3	3	1	1	0	3
		Public Subtotal	54	27	16	7	3	54
	Total		114	67	48	23	15	115
Total Number of Gifts	Private	Joint Program	480	76	28	10	6	600
		Medical School	218	32	20	10	4	284
		Teaching Hospital	430	43	34	6	3	516
		Private Subtotal	1,128	151	82	26	13	1,400
	Public	Joint Program	526	60	26	7	3	622
		Medical School	95	9	4	0	0	108
		Teaching Hospital	51	9	4	1	0	65
		Public Subtotal	672	78	34	8	3	795
	Total		1,800	229	116	34	16	2,195
Mean Number of Gifts per Institution	Private	Joint Program	19	4	2	1	1	24
		Medical School	12	3	2	3	1	15
		Teaching Hospital	25	4	3	1	1	30
		Private Subtotal	19	4	3	2	1	23
	Public	Joint Program	18	3	2	1	1	21
		Medical School	4	2	1	0	0	5
		Teaching Hospital	17	3	4	1	0	22
		Public Subtotal	13	3	2	1	1	15
	Total		16	3	2	2	1	19

Graph 6(d): \$1M+ New Gifts and Pledges

The following graph displays the total number of new outright gifts and new binding pledge commitments over one million dollars received by participating institutions during the previous five gift years, broken out by institution ownership. Please note that the number of participating institutions may vary from year to year.



- For participating institutions, a total of 2,195 new gifts and pledges of \$1 million and above were reported in 2024, an increase from 1,988 in 2023.
- Within that total number, outright gifts of \$1 million and above saw an increase, from 749 in 2023 to 802 in 2024. New pledge commitments of \$1 million and above increased from 1,239 in 2023 to 1,393 in 2024.
- There were 115 institutions that reported receiving new gifts and pledges of \$1 million and above in 2024. Among those, the average number of new gifts and pledges of \$1 million and above was 19 per institution, an increase from 18 in 2023.

Development Staff – FTEs

Tables 7 and 8 display data for staff sizes represented in terms of fundraising professionals, other professionals, and support staff. The information was reported and is presented in terms of full-time equivalency (FTE). Institutions were asked to include all FTEs budgeted for the fiscal year, even if positions were vacant. Institutions that reported no FTEs in a given category were not included in the figures for that category. The mean and median values in the total columns represent the mean and median of each participating institution's total. They do not represent the sum of the subcategory means and medians.

Table 7: Professional Staff by Function – FTEs

	Program Type		Budgeted Fundraising Professionals	Budgeted Other Professionals	All Budgeted Professionals
Medians	Private	Joint Program	38	28	70
		Medical School	11	8	19
		Teaching Hospital	27	46	62
		Private Subtotal	27	22	44
	Public	Joint Program	23	10	31
		Medical School	4	5	4
		Teaching Hospital	17	10	26
		Public Subtotal	12	8	19
		Total	20	14	31
Means	Private	Joint Program	41	33	71
		Medical School	14	10	21
		Teaching Hospital	41	49	84
		Private Subtotal	32	32	59
	Public	Joint Program	24	13	37
		Medical School	7	7	12
		Teaching Hospital	27	28	55
		Public Subtotal	17	12	26
		Total	25	23	43

Table 8: Development Staff by Function – FTEs

		Program Type	Professional Staff	Support Staff	Total Development Staff
Medians	Private	Joint Program	70	12	79
		Medical School	19	6	19
		Teaching Hospital	62	12	76
		Private Subtotal	44	10	56
	Public	Joint Program	31	7	38
		Medical School	4	1	5
		Teaching Hospital	26	3	28
		Public Subtotal	19	4	24
		Total	31	7	36
Means	Private	Joint Program	71	13	83
		Medical School	21	7	25
		Teaching Hospital	84	18	101
		Private Subtotal	59	13	71
	Public	Joint Program	37	9	46
		Medical School	12	3	14
		Teaching Hospital	55	13	68
		Public Subtotal	26	7	32
		Total	43	10	52

- The 2024 survey data show no change in total development staff for all institutions with a median of 36 FTEs, the same as in 2023.
- Professional fundraising staffing levels increased to a median of 20 FTEs in 2024, up from 19 in 2023. The 2024 median for other professional staff was 14 FTEs, up from 12 FTEs in 2023.
- Consistent with previous years' reporting, the size of professional staff for 2024 reported by private institutions is larger than that of public institutions. The median and mean of total professional staff for public institutions were 19 and 26 FTEs, respectively, compared with a median and mean of 44 and 59 FTEs for private institutions.

Development Costs

Table 9: Development Costs

The following table displays development costs, broken out by institution ownership and institution type.

	Program Type		Budgeted Personnel Costs	Budgeted Program Costs	Costs Covered by Other Budget Resources	Total Development Costs
Institutions Reporting	Private	Joint Program	26	25	5	26
		Medical School	17	17	3	17
		Teaching Hospital	16	16	5	16
		Private Subtotal	59	58	13	59
	Public	Joint Program	29	29	10	29
		Medical School	25	23	11	25
		Teaching Hospital	4	4	1	4
		Public Subtotal	58	56	22	58
	Total		117	114	35	117
Medians	Private	Joint Program	\$10,165,626	\$2,581,225	\$729,895	\$12,712,766
		Medical School	\$2,384,882	\$487,177	\$595,743	\$2,815,202
		Teaching Hospital	\$11,852,299	\$3,535,952	\$4,199,100	\$14,340,076
		Private Subtotal	\$8,248,000	\$2,365,649	\$1,794,247	\$11,132,362
	Public	Joint Program	\$4,050,133	\$1,130,512	\$566,907	\$5,007,747
		Medical School	\$639,821	\$88,964	\$317,599	\$728,785
		Teaching Hospital	\$4,175,191	\$1,911,543	\$1,133,572	\$6,652,401
		Public Subtotal	\$2,632,691	\$550,073	\$438,086	\$3,860,107
	Total		\$4,050,133	\$1,173,326	\$679,909	\$6,050,000
Means	Private	Joint Program	\$12,736,586	\$4,002,638	\$2,047,730	\$16,979,071
		Medical School	\$3,614,562	\$841,624	\$2,318,497	\$4,865,332
		Teaching Hospital	\$16,312,322	\$6,745,493	\$3,502,044	\$24,152,204
		Private Subtotal	\$11,077,897	\$3,832,784	\$2,669,566	\$15,433,928
	Public	Joint Program	\$6,634,999	\$1,920,074	\$2,065,881	\$9,267,446
		Medical School	\$1,571,883	\$299,870	\$706,059	\$2,158,430
		Teaching Hospital	\$9,067,465	\$5,253,088	\$1,133,572	\$14,603,946
		Public Subtotal	\$4,620,378	\$1,492,706	\$1,343,593	\$6,571,249
	Total		\$7,876,734	\$2,683,272	\$1,836,097	\$11,040,463

- The mean total development costs for all institutions increased from \$10.8 million in 2023 to \$11.0 million in 2024. The median also increased, from \$5.9 million in 2023 to \$6.1 million in 2024.
- For public institutions, mean total development costs increased from \$5.8 million in 2023 to \$6.6 million in 2024. At private institutions, mean total development costs remained stable at \$15.4 million in 2024.
- Private institutions continued to have higher total development costs in 2024, more than two times higher than public total development costs on average.
- Personnel costs remained the majority of total development costs reported. For all institutions, the mean personnel costs in 2024 represented 74% of the mean total development costs (not including “Costs Covered by Other Budget Resources”).

Cost Per Dollar Raised (CPDR)

Table 10: Cost of Fundraising

The following table displays cost as a function of total private support, or the cost per dollar raised (CPDR), broken out by institution ownership and institution type. CPDR is calculated by dividing the total development costs by the total dollars raised for each institution, then calculating the median and mean. Institutions with a CPDR of greater than \$0.50 were excluded from the analysis.

		Program Type	Total Development Costs	Total Private Support	Cost Per Dollar Raised
Institutions Reporting	Private	Joint Program	24	24	24
		Medical School	16	16	16
		Teaching Hospital	16	16	16
		Private Subtotal	56	56	56
	Public	Joint Program	28	28	28
		Medical School	25	25	25
		Teaching Hospital	3	3	3
		Public Subtotal	56	56	56
	Total		112	112	112
Medians	Private	Joint Program	\$13,444,530	\$97,457,899	\$0.14
		Medical School	\$2,689,721	\$51,237,435	\$0.06
		Teaching Hospital	\$14,340,076	\$83,234,214	\$0.17
		Private Subtotal	\$11,371,719	\$87,511,984	\$0.14
	Public	Joint Program	\$4,987,425	\$55,648,666	\$0.10
		Medical School	\$728,785	\$10,529,442	\$0.13
		Teaching Hospital	\$8,209,562	\$54,313,229	\$0.17
		Public Subtotal	\$3,860,107	\$27,814,765	\$0.12
	Total		\$6,573,680	\$54,059,481	\$0.14
Means	Private	Joint Program	\$17,889,237	\$183,295,608	\$0.17
		Medical School	\$4,970,491	\$100,978,612	\$0.10
		Teaching Hospital	\$24,152,204	\$162,840,936	\$0.18
		Private Subtotal	\$15,987,586	\$153,932,274	\$0.15
	Public	Joint Program	\$9,249,886	\$109,789,267	\$0.15
		Medical School	\$2,158,430	\$22,335,506	\$0.16
		Teaching Hospital	\$18,859,351	\$94,992,146	\$0.18
		Public Subtotal	\$6,598,850	\$69,954,707	\$0.15
	Total		\$11,293,218	\$111,943,490	\$0.15

- Typically, the cost of fundraising includes costs directly related to fundraising activity and support of fundraising.
- For all institutions, both the median and mean CPDR remained stable at \$0.14 and \$0.15 in 2024, respectively.
- For reference, over the years this survey has reported a range of median CPDR, from \$0.06 in 1999 (a relatively low figure, due primarily to the small pool of institutions participating in the inaugural year of the project) to a high of \$0.14 in 2009, 2014, 2016, 2023, and this year. As a reminder, the figures in this report are not adjusted for inflation and represent unadjusted data from each year's survey.
- By institution type, the costs of fundraising were highest among teaching hospitals in 2024, with a median CPDR of \$0.17. Joint Programs reported a median CPDR of \$0.12, and medical schools reported a median CPDR of \$0.09.

Return on Investment

Table 11: Dollars Raised per Total Development Costs

The following table displays the return on investment (ROI), broken out by institution ownership and institution type. ROI is calculated by dividing the total dollars raised by the total development costs for each institution, then calculating the median and mean. Institutions with a ROI of less than \$2.00 were excluded from the analysis.

	Joint Programs	Medical Schools	Teaching Hospitals	All
Number of Private Institutions Reporting Data	24	16	16	56
Number of Public Institutions Reporting Data	28	25	3	56
Number of All Institutions Reporting Data	52	41	19	112
Private Median	\$7.34	\$16.24	\$5.84	\$6.98
Public Median	\$9.84	\$7.43	\$6.06	\$8.08
All Median	\$8.63	\$11.38	\$5.93	\$7.23
Private Mean	\$10.80	\$29.08	\$5.97	\$14.64
Public Mean	\$12.57	\$12.84	\$5.76	\$12.32
All Mean	\$11.75	\$19.18	\$5.93	\$13.48

- ROI reflects the total dollars raised (Total Private Support) in relation to investment in personnel and operations (Total Development Costs). ROI is the inverse of cost per dollar raised (CPDR), and is another method often used for measuring institutional fundraising performance and assessing development program effectiveness.
- Among all institutions in 2024, the median dollar return was \$7.23, with public institutions garnering a higher return at a median of \$8.08 than private institutions with a median of \$6.98. The median ROI for public institutions decreased from \$9.62 in 2023, and the median ROI for private institutions remained stable.
- Consistent with previous years, medical schools reported the highest returns with a median of \$11.38, followed by joint programs at \$8.63 and teaching hospitals at \$5.93.

Campaign Activity

Table 12(a): Campaign Length and Goal – Medical Schools

The following table displays the campaign length and dollar goal for medical schools that reported being in a campaign for fiscal year 2023-2024, broken out by institution ownership.

	Campaign Length	Campaign Goal
Number of Private Institutions Reporting Data	10	11
Number of Public Institutions Reporting Data	6	8
Number of All Institutions Reporting Data	16	19
Private Median	9 years	\$500,000,000
Public Median	10 years	\$750,000,000
All Median	10 years	\$500,000,000
Private Mean	9 years	\$1,407,272,728
Public Mean	10 years	\$1,300,625,000
All Mean	9 years	\$1,362,368,421

Table 12(b): Campaign Length and Goal – Teaching Hospitals

The following table displays the campaign length and dollar goal for teaching hospitals that reported being in a campaign for fiscal year 2023-2024, broken out by institution ownership.

	Campaign Length	Campaign Goal
Number of Private Institutions Reporting Data	6	6
Number of Public Institutions Reporting Data	2	2
Number of All Institutions Reporting Data	8	8
Private Median	9 years	\$2,000,000,000
Public Median	6 years	\$275,000,000
All Median	8 years	\$1,600,000,000
Private Mean	10 years	\$2,533,333,333
Public Mean	6 years	\$275,000,000
All Mean	9 years	\$1,968,750,000

Table 12(c): Campaign Length and Goal – Joint Programs

The following table displays the campaign length and dollar goal for joint programs that reported being in a campaign for fiscal year 2023-2024, broken out by institution ownership.

	Campaign Length	Campaign Goal
Number of Private Institutions Reporting Data	12	14
Number of Public Institutions Reporting Data	13	13
Number of All Institutions Reporting Data	25	27
Private Median	8 years	\$1,450,000,000
Public Median	8 years	\$1,600,000,000
All Median	8 years	\$1,500,000,000
Private Mean	8 years	\$1,567,857,143
Public Mean	9 years	\$1,730,000,000
All Mean	9 years	\$1,645,925,926

Table 12(d): Campaign Length and Goal – All Institutions

The following table displays the campaign length and dollar goal for institutions that reported being in a campaign for fiscal year 2023-2024, broken out by institution ownership.

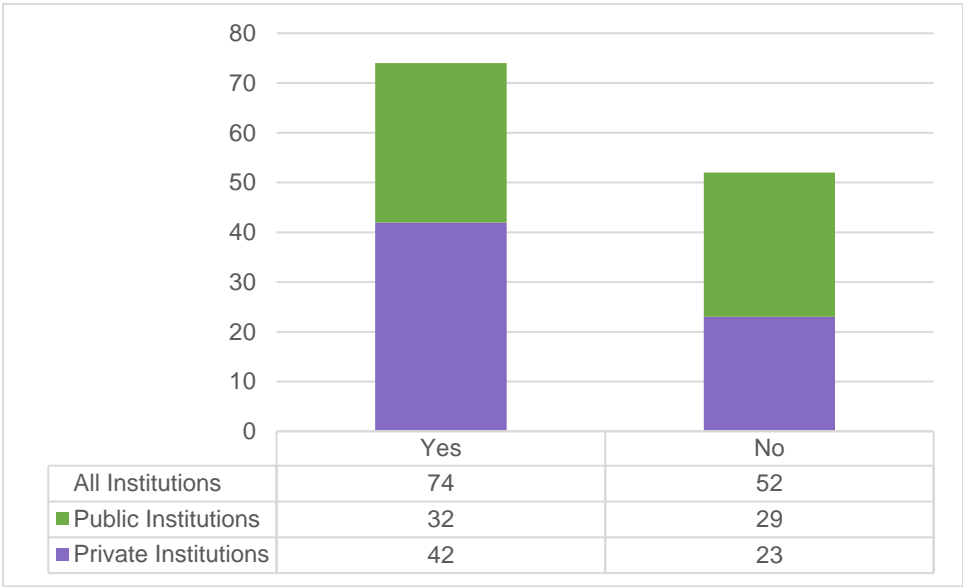
	Campaign Length	Campaign Goal
Number of Private Institutions Reporting Data	28	31
Number of Public Institutions Reporting Data	21	23
Number of All Institutions Reporting Data	49	54
Private Median	9 years	\$1,200,000,000
Public Median	9 years	\$1,000,000,000
All Median	9 years	\$1,000,000,000
Private Mean	9 years	\$1,697,741,936
Public Mean	9 years	\$1,454,130,435
All Mean	9 years	\$1,593,981,482

- Of the 130 participating institutions, 59, or 46%, reported being involved in a campaign in 2024.
- For all medical schools, the median campaign length was 10 years. The median campaign goal was \$500 million, the same as the 2023 median of \$500 million.
- For all teaching hospitals, the median campaign length was 8 years, and the median campaign goal was \$1.6 billion, higher than the \$1.0 billion median reported in 2023.
- For all joint programs, the median campaign length was 8 years, and the median campaign goal was \$1.5 billion, higher than the \$1.2 billion median reported in 2023.
- For all institutions, the median campaign length was 9 years, and the median campaign goal was \$1.0 billion, an increase from the \$750 million median reported in 2023.

Grateful Patient Programs

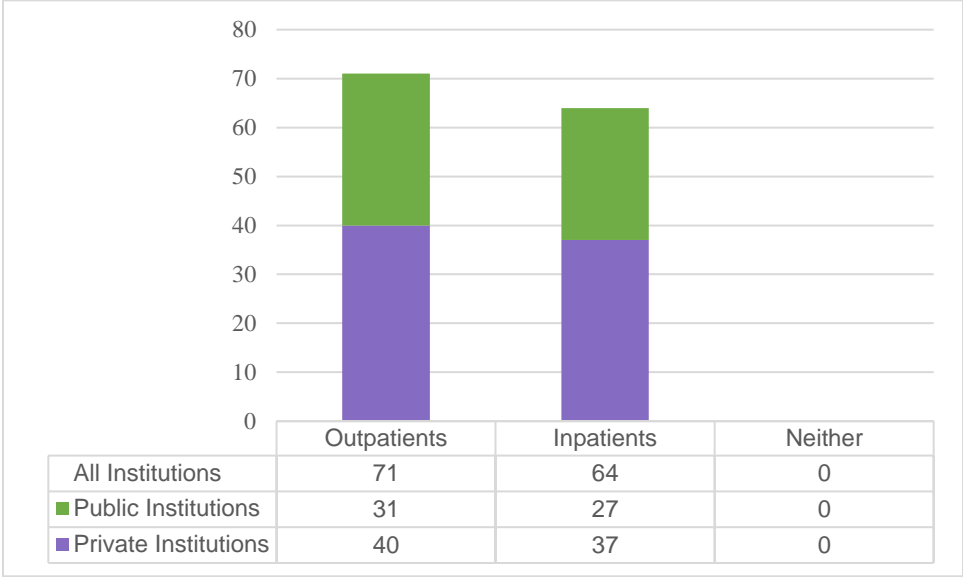
The following graphs display data summarizing responses to questions about grateful patient fundraising programs.

Graph 13(a): Does your institution have access to conduct grateful patients/grateful patients' families fundraising efforts?



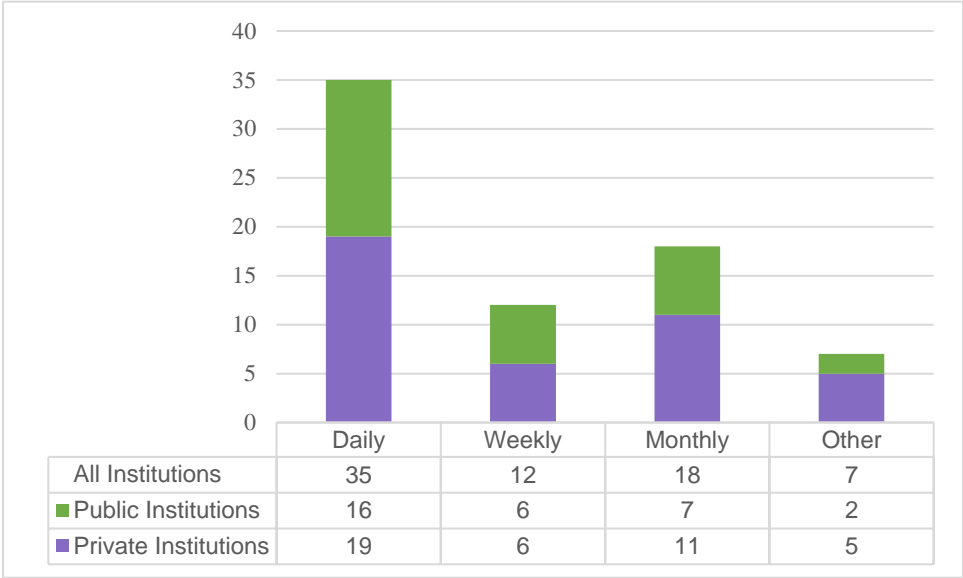
- There were 42 private and 32 public institutions that indicated that they had access to conduct grateful patients/grateful patients' families fundraising efforts.
- Of the 52 participating medical schools, 12 had access to conduct grateful patient/grateful patients' families fundraising.

Graph 13(b): Does your institution have permission to screen patients?



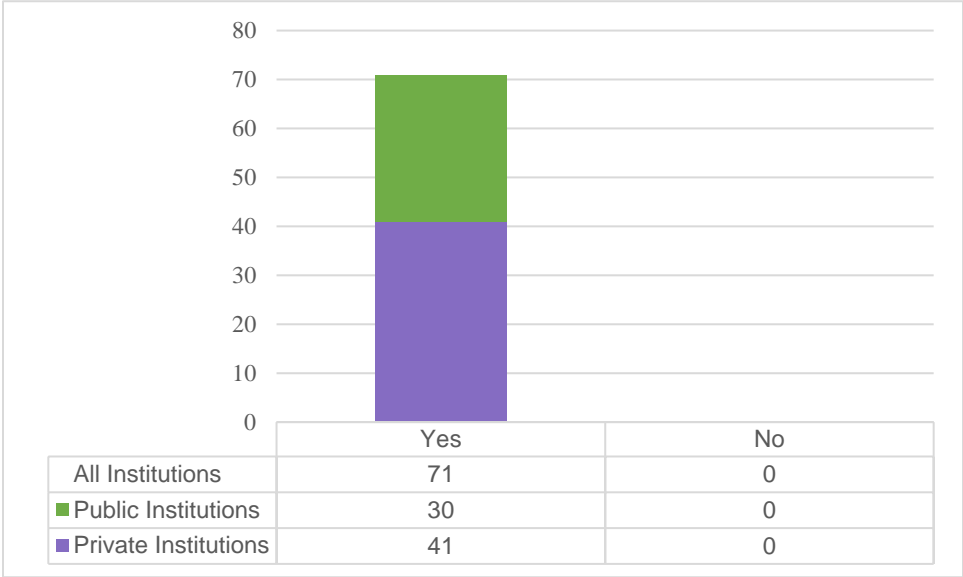
- Of the 32 public institutions that had permission to conduct grateful patient fundraising, 27 indicated having permission to screen inpatients and 31 indicated having permission to screen outpatients.
- Of the 42 private institutions that had permission to conduct grateful patient fundraising, 37 indicated having permission to screen inpatients and 40 indicated having permission to screen outpatients.

Graph 13(c): How often does your institution screen new patients?



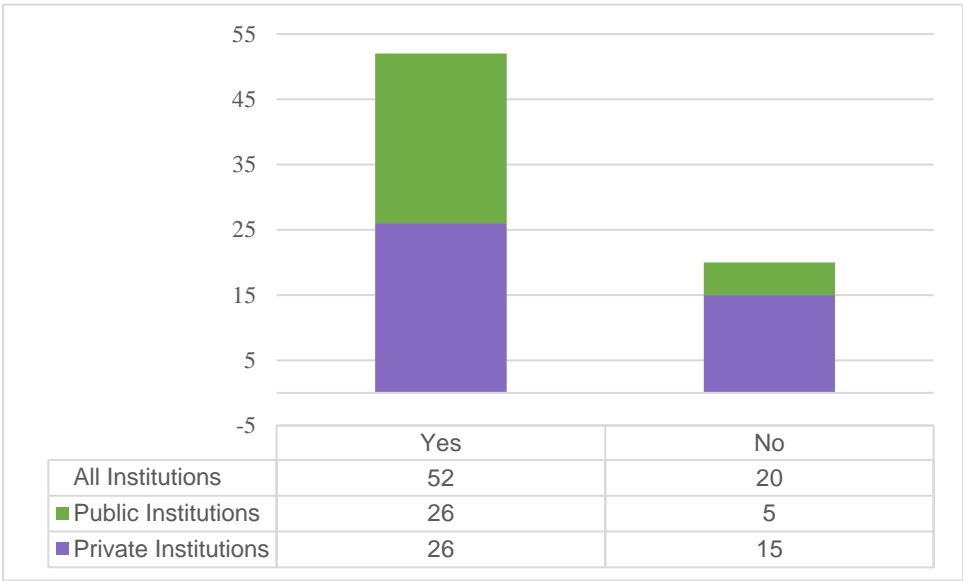
- Of the 72 institutions that conducted regular screenings, 35 conducted such screenings daily, and 30 conducted weekly or monthly screenings.
- The number of institutions reporting monthly screenings increased from 17 in 2023 to 18 in 2024. The number of institutions reporting weekly screenings remained the same.

Graph 13(d): Does your institution have development officers partner with faculty to secure referrals and engage prospects or donors?

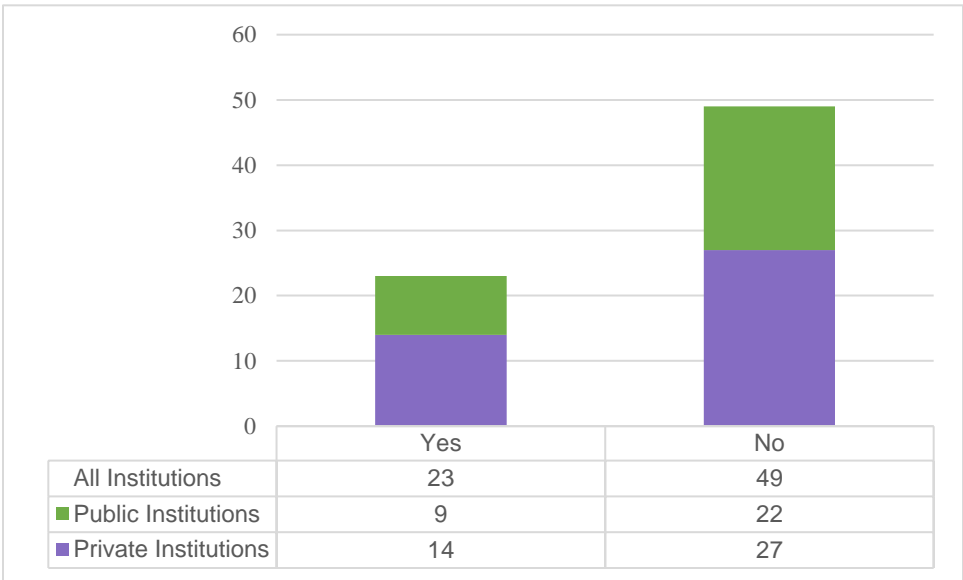


- Development officers partnered with faculty at all of the 71 institutions.

Graph 13(e): Does your institution track the number of caregiver referrals received by your office?

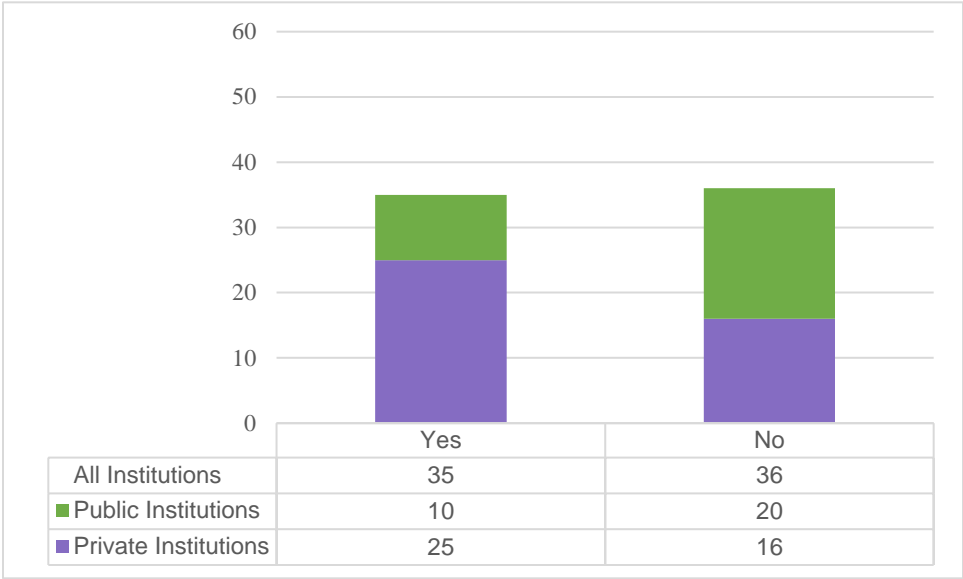


Graph 13(f): Does your institution track caregiver referrals as a KPI for each development officer?



- Of the responding institutions, 52 tracked the number of caregiver referrals they received, and 23 have made this metric a key performance indicator (KPI) for their gift officers.

Graph 13(g): Does your institution allow development officers to visit with patients or patients' families while the patient is in the hospital?



- Of the 71 responding institutions, 35 allow development officers to visit with patients/families while the patient was in hospital.

Scholarships

Table 14: Support for Scholarships

The following table displays scholarship funding (not including loan programs) raised for MD and MD/PhD students at participating institutions, broken out by institution ownership and institution type.

	Joint Programs	Medical Schools	Teaching Hospitals	All
Number of Private Institutions Reporting Data	24	21	0	45
Number of Public Institutions Reporting Data	28	26	0	54
Number of All Institutions Reporting Data	52	47	0	99
Private Median	\$2,206,058	\$4,204,671	N/A	\$2,570,233
Public Median	\$2,290,490	\$1,116,082	N/A	\$1,501,074
All Median	\$2,206,058	\$1,736,900	N/A	\$1,985,938
Private Mean	\$45,330,708	\$6,813,684	N/A	\$27,356,097
Public Mean	\$4,239,517	\$1,623,517	N/A	\$2,979,961
All Mean	\$23,204,682	\$3,942,528	N/A	\$14,060,023

- Median support for scholarships at all institutions decreased from \$2.2 million in 2023 to \$2.0 million in 2024. Mean support for scholarships at all institutions increased from \$3.5 million in 2023 to \$14.1 million in 2024. The increase in mean was in part driven by a singular institution that received a large gift for scholarships in 2024. Excluding this institution, the mean support for scholarships still saw an increase to \$3.9 million in 2024.
- Support for scholarships decreased for private institutions to \$2.6 million in 2024 from a 2023 median of \$3.4 million; public institutions saw a decrease in median to \$1.5 million from \$1.6 million.

APPENDIX A

AAMC DEVELOPMENT LEADERSHIP COMMITTEE

Harvey Green, FAHP, CFRE (Chair) Senior Vice President & Chief Development Officer WellSpan Health	Julie Inouye Director of Development John A. Burns School of Medicine, University of Hawaii
Eric Barritt Associate Vice President and Chief Development Officer Michigan Medicine, University of Michigan	Ginger Lubkowitz Senior Vice President & Chief Development Officer UVM Health Network & UVM Foundation
Steven D. Blair Vice President, Development University of South Florida	Laila M. Rashid Vice President and Associate Dean Medicine and Biological Sciences Development Senior Associate Vice President University Sciences University of Chicago
Melany Duval Senior Vice President and Chief Philanthropy Officer Dana-Farber Cancer Institute & the Jimmy Fund	Heather Renshaw Vučetin Vice President, Development Cedars-Sinai
Kandy Ferree Senior Vice President, Office of Institutional Advancement Morehouse School of Medicine	

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Sarah Dutton Research and Data Analyst
Sarah Hook-Rogers, MS Manager, Compensation Data
Jennifer M. Schlener Chief of Staff
Stefanie Wilsey Wisniewski, MPH, MSW Director, Data Operations and Services

GOBEL CONTACTS

Chad Gobel Founder and CEO
Ashley Roberts Manger, Research Analyst
Adrian Stover Associate Vice President, Services

APPENDIX B

LISTING OF 2024 SURVEY PARTICIPANTS

Medical Schools

- Baylor College of Medicine
- Boston University Aram V. Chobanian & Edward Avedisian School of Medicine
- Brody School of Medicine at East Carolina University
- Carle Illinois College of Medicine
- Case Western Reserve University School of Medicine
- Chicago Medical School at Rosalind Franklin University of Medicine & Science
- Columbia University Vagelos College of Physicians and Surgeons
- Cooper Medical School of Rowan University
- Creighton University School of Medicine
- East Tennessee State University James H. Quillen College of Medicine
- Florida State University College of Medicine
- Frank H. Netter MD School of Medicine at Quinnipiac University
- George Washington University School of Medicine & Health Sciences
- Harvard Medical School
- Indiana University School of Medicine
- Jacobs School of Medicine and Biomedical Sciences at the University at Buffalo
- Loma Linda University School of Medicine
- Louisiana State University School of Medicine in New Orleans
- Loyola University Chicago Stritch School of Medicine
- McGovern Medical School at the University of Texas Health Science Center at Houston
- Meharry Medical College
- Morehouse School of Medicine
- Northeast Ohio Medical University
- Northwestern University The Feinberg School of Medicine
- Oakland University William Beaumont School of Medicine
- Rutgers New Jersey Medical School
- Rutgers, Robert Wood Johnson Medical School
- The University of Texas Health Science Center at San Antonio Joe R. and Teresa Lozano Long School of Medicine
- The University of Texas at Austin Dell Medical School
- The Warren Alpert Medical School of Brown University
- Tufts University School of Medicine
- Tulane University School of Medicine
- USF Health Morsani College of Medicine
- University of Arizona College of Medicine
- University of Arizona College of Medicine - Phoenix
- University of California, Riverside School of Medicine
- University of Central Florida College of Medicine
- University of Hawaii, John A. Burns School of Medicine
- University of Illinois College of Medicine
- University of Maryland School of Medicine
- University of Massachusetts T.H. Chan School of Medicine
- University of Missouri-Kansas City School of Medicine

- University of Oklahoma College of Medicine
- University of South Dakota, Sanford School of Medicine
- University of Tennessee Health Science Center College of Medicine
- University of Wisconsin School of Medicine and Public Health
- Vanderbilt University School of Medicine
- Virginia Tech Carilion School of Medicine
- Washington University in St. Louis School of Medicine
- Wayne State University School of Medicine
- Western Michigan University Homer Stryker M.D. School of Medicine
- Yale School of Medicine

Teaching Hospitals

- Atrium Health's Carolinas Medical Center
- Barnes-Jewish Hospital
- Beth Israel Deaconess Medical Center
- Boston Children's Hospital
- Boston Medical Center
- Brigham and Women's Hospital
- Cedars-Sinai Medical Center
- City of Hope's Helford Clinical Research Hospital
- Dana-Farber Cancer Institute
- ECU Health Medical Center
- Hospital for Special Surgery
- Houston Methodist Hospital
- Lahey Hospital & Medical Center, Burlington
- Massachusetts General Hospital
- Memorial Sloan-Kettering Cancer Center
- NewYork-Presbyterian Hospital
- Northwestern Memorial Hospital
- University Health System
- University of Kansas Hospital
- University of Texas M.D. Anderson Cancer Center
- Vanderbilt University Medical Center
- Yale-New Haven Hospital

Joint Programs

- Albany Medical College & Albany Medical Center
- Albert Einstein College of Medicine & Montefiore Medical Center
- Donald and Barbara Zucker School of Medicine at Hofstra/Northwell & North Shore University Hospital
- Drexel University College of Medicine & Wellspan York Hospital
- Duke University School of Medicine & Duke University Hospital
- Emory University School of Medicine & Emory University Hospital
- Frederick P. Whiddon College of Medicine at the University of South Alabama & USA Health University Hospital
- Geisel School of Medicine at Dartmouth & Dartmouth-Hitchcock Medical Center
- Geisinger Commonwealth School of Medicine & Geisinger Medical Center
- Georgetown University School of Medicine & MedStar Georgetown University Hospital
- Hackensack Meridian School of Medicine & Hackensack University Medical Center
- Icahn School of Medicine at Mount Sinai & The Mount Sinai Hospital

- Keck School of Medicine of the University of Southern California & LAC + USC Medical Center
- Louisiana State University School of Medicine in Shreveport & Ochsner LSU Health Shreveport - Academic Medical Center
- Mayo Clinic Alix School of Medicine & Mayo Clinic Hospital-Rochester, MN
- Medical College of Georgia at Augusta University & AU Medical Center, Inc. DBA Wellstar MCG Health
- Medical College of Wisconsin & Froedtert and the Medical College of Wisconsin Froedtert Hospital
- NYU Grossman School of Medicine & NYU Langone Medical Center
- Ohio State University College of Medicine & Ohio State University Wexner Medical Center
- Oregon Health & Science University School of Medicine & OHSU Hospital
- Pennsylvania State University College of Medicine & Penn State Health, Milton S. Hershey Medical Center and Medical Groups
- Perelman School of Medicine at the University of Pennsylvania & Hospital of the University of Pennsylvania
- Renaissance School of Medicine at Stony Brook University & Stony Brook University Hospital
- Robert Larner, M.D., College of Medicine at the University of Vermont & University of Vermont Medical Center
- Rush Medical College of Rush University Medical Center & Rush University Medical Center
- Saint Louis University School of Medicine & SSM Health Saint Louis University Hospital
- Sidney Kimmel Medical College at Thomas Jefferson University & Thomas Jefferson University Hospitals
- Spencer Fox Eccles School of Medicine at the University of Utah & University of Utah Hospital
- Stanford University School of Medicine & Stanford Health Care
- State University of New York Upstate Medical University Alan and Marlene Norton College of Medicine & Upstate University Hospital
- The University of Texas at Tyler School of Medicine & The University of Texas Health Science Center at Tyler
- University of Alabama at Birmingham Marnix E. Heersink School of Medicine & University of Alabama Hospital
- University of Arkansas for Medical Sciences College of Medicine & UAMS Medical Center
- University of California, Davis, School of Medicine & University of California, Davis Medical Center
- University of California, Los Angeles David Geffen School of Medicine & Ronald Reagan UCLA Medical Center
- University of California, San Francisco, School of Medicine & UCSF Medical Center
- University of Chicago Division of the Biological Sciences The Pritzker School of Medicine & University of Chicago Medical Center
- University of Cincinnati College of Medicine & University of Cincinnati Medical Center
- University of Colorado School of Medicine & University of Colorado Hospital
- University of Florida College of Medicine & UF Health Shands Hospital
- University of Iowa Roy J. and Lucille A. Carver College of Medicine & University of Iowa Health Care Medical Center
- University of Kentucky College of Medicine & University of Kentucky Albert B. Chandler Hospital
- University of Miami Leonard M. Miller School of Medicine & Jackson Memorial Hospital
- University of Michigan Medical School & University of Michigan Hospital
- University of Minnesota Medical School & University of Minnesota Medical Center, Fairview
- University of Missouri-Columbia School of Medicine & University of Missouri Hospitals and Clinics
- University of North Carolina at Chapel Hill School of Medicine & University of North Carolina Hospitals

- University of Pittsburgh School of Medicine & UPMC Presbyterian Shadyside
- University of Rochester School of Medicine and Dentistry & Strong Memorial Hospital of the University of Rochester
- University of Texas Medical Branch John Sealy School of Medicine & University of Texas Medical Branch Hospitals at Galveston
- University of Texas Southwestern Medical School & Parkland Health & Hospital System
- University of Virginia School of Medicine & University of Virginia Medical Center
- University of Washington School of Medicine & University of Washington Medical Center
- Virginia Commonwealth University School of Medicine & VCU Medical Center
- Wake Forest University School of Medicine & Wake Forest Baptist Medical Center dba Atrium Wake Forest Baptist
- West Virginia University School of Medicine & West Virginia University Hospitals

