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).*

### OVERALL PHILANTHROPIC SUPPORT

- **Mean total philanthropic support per institution in 2018-2019**: $113.8 million
- **Mean total philanthropic support per institution in 2017-2018**: $62.3 million

### FUNDRAISING COSTS AND RETURN ON INVESTMENT

- **Mean fundraising cost per institution**: $38.4 million
- **Median return on investment per dollar invested**: $104.9 million
- **Median fundraising cost per dollar raised**: $125.7 million

### GIFTS OF $1 MILLION+

- **Gifts over $1 million in 2017-2018**: 1,593
- **Gifts over $1 million in 2018-2019**: 1,677

### SCHOLARSHIPS

- **Median total support raised for medical student scholarships per institution**: $1.91 million

### CAMPAIGNS

- **Median campaign goals (millions of dollars)**:
  - Joint Programs: $1,000
  - Teaching Hospitals: $1,000
  - Medical Schools: $245

### MEDICAL SCHOOLS

- **Median scholarship support raised per institution (millions of dollars)**:
  - Private: $2.4 million
  - Public: $1.1 million

- **Median total support per institution**: $62.3 million

- **Mean total support per institution (MILLIONS OF DOLLARS)**:
  - Private: $113.8 million
  - Public: $62.3 million

- **Median fundraising cost per dollar invested**: $104.9 million

### TEACHING HOSPITALS

- **Median total support per institution**: $125.7 million

- **Median fundraising cost per dollar invested**: $125.7 million

### JOINT PROGRAMS

- **Median total support per institution**: $38.4 million

- **Median fundraising cost per dollar invested**: $125.7 million

### **PRIVATE AND PUBLIC**

- **Mean total philanthropic support per institution in 2018-2019**: $86.2 million
- **Mean total philanthropic support per institution in 2017-2018**: $74.4 million

- **16% increase from $74.4 million per institution in 2017-2018**

- **14.1% increase over 2017-2018**

- **Median fundraising cost per dollar raised in 2017-2018**: $7.50
- **Median fundraising cost per dollar raised in 2018-2019**: $9.08

- **Median return on investment per dollar invested in 2018-2019**: $9.08

- **Median return on investment per dollar invested in 2017-2018**: $9.08

- **Median campaign goals (MILLIONS OF DOLLARS)**:
  - Joint Programs: $1,000
  - Teaching Hospitals: $1,000
  - Medical Schools: $245

- **Median campaign goals (MILLIONS OF DOLLARS)**:
  - Joint Programs: $1,000
  - Teaching Hospitals: $1,000
  - Medical Schools: $245

### NOTE

*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.*