

THE POWER OF INSIGHT

Association for Healthcare Philanthropy's 2017 Performance Benchmarking

AHP's Performance Benchmarking Program and published Report on Giving provides key health care philanthropy industry benchmarks including total funds raised (cash and production), return on investment (ROI) and cost to raise a dollar (CTRD), as well as industry trends and performance comparisons.

AHP Performance Benchmarking Service

BASIC

Member fee: \$695. Non-member fee: \$995

The AHP Basic Performance Benchmarking Service is a fee-based member service designed and developed by and for health care development professionals, to provide insight into financial performance and human resource planning. This one-year subscription allows you to access pre-defined reports and run them against comparison groups that you create. Trends data is also available.

ADVANCED

Member fee: \$1,295. Non-member fee: \$1,595

The AHP Advanced Performance Benchmarking Service is a fee-based member service designed and developed by and for health care development professionals, to provide insight into financial performance and human resource planning. In addition to trends data, pre-defined reports, and comparison groups, the Advanced subscription grants users access to more robust reporting functionality as well as the ability to further customize by specific variables. This one-year subscription allows you to access pre-defined reports and run them against comparison groups that you create. Trends data is also available.

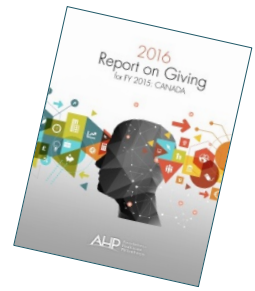
AHP Report on Giving

Non-contributing members: \$195. Non-contributing non-members: \$495

The AHP Report on Giving is FREE for AHP members who contribute their data!

Learn what 400 institutions representing over 700 hospitals in the U.S. and Canada already know: core industry metrics by fundraising revenue and expense, cross-tabbed by institution type, level of fundraising expenses, net patient service revenue, staff size, number of donors, and number of staffed beds. Additional drill-downs include geography, as well as industry definitions. Members will receive an Executive Summary as an exclusive member benefit in Fall, 2017.

AHP's Performance Benchmarking



Featuring Custom Reports and Database Access

	AHP Performance Benchmarking BASIC LEVEL	AHP Performance Benchmarking ADVANCED LEVEL
Ability to create comparison groups of like organizations	✓	✓
Unlimited access to data collected for the AHP Report on Giving	✓	✓
Ability to generate numerous reports based on overall organizational performance	✓	✓
Pre-defined reports	✓	✓
Specific and customizable reports, including 5 year trends		✓
Performance metrics by program: <ul style="list-style-type: none"> • Annual Giving • Major Gifts • Corporate/Foundation Gifts • Planned Giving • Government Grants • Special Events 		✓
Constituency giving (grateful patients, physicians, employees, board members, executive staff)		✓
Activity tracking for Major Gifts, Planned Giving, Annual Fund and Special Events		✓
AHP REPORTING SERVICES: AHP can help you run your reports and create slide shows for your use. Five business days' notice is required for most orders.		Members \$1,595 (non-members \$1,895).
Price	Member \$695 (non-members \$995)	Members \$1,295 (non-members \$1,595)

Visit www.ahp.org/performancebenchmarking for more information.