

A Marts & Lundy **Special Report**

Impact of COVID-19 on Development Productivity: Healthcare

May 2020

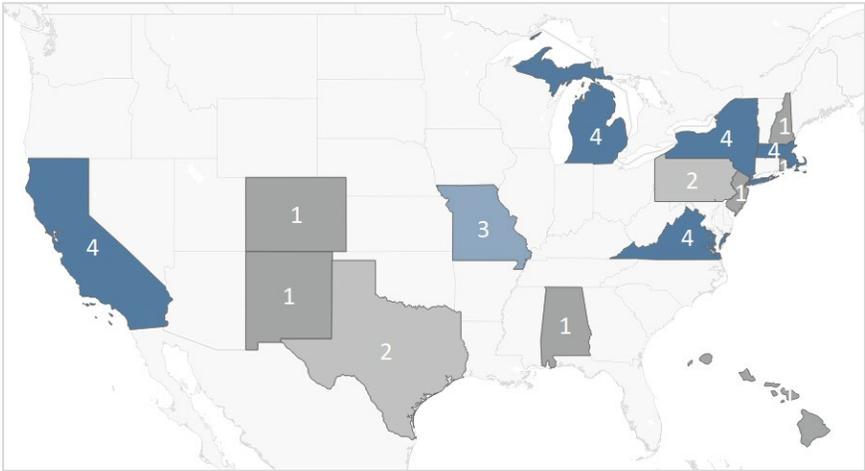
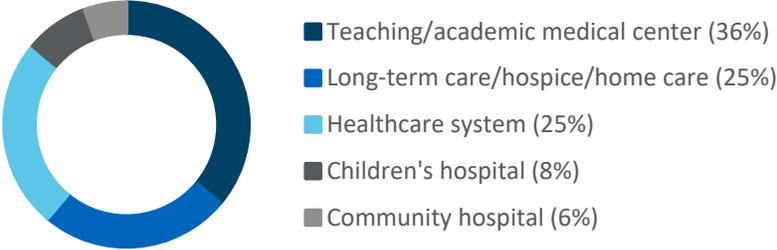


A Survey of the Impact of COVID-19 on Healthcare Development Productivity

As the healthcare sector faces sudden operational and financial challenges due to the pandemic, Development teams are adapting to new ways of engaging donors. Marts & Lundy developed a brief survey to learn about the impact of COVID-19 on healthcare development. The survey asked participants to categorize how they are adjusting daily activity and FY20 and FY21 metrics, based on organizational plans as of May 2020.

Respondents by Institution Type and Location

Thirty-six healthcare organizations participated in the survey; 36% teaching/academic medical centers, 25% long-term care/hospice/home care, 25% healthcare systems, 8% children’s hospitals, and 6% community hospitals. Fifteen states and Washington, D.C. are represented in the cohort.



Summary of Findings

Impact on Philanthropy

Nearly half of healthcare organizations in this survey have experienced a decrease in philanthropy as a result of COVID-19, however more than one-third have seen an increase. When organization type is factored in, philanthropy has increased at most healthcare systems but decreased at most children's hospitals and teaching/academic medical centers.

Special Funds in Support of COVID-19 Efforts

Most healthcare organizations have established special funds for donations given in support of their COVID-19 efforts, including all responding healthcare systems, children's hospitals, and community hospitals. The primary purposes of these funds have been for caregiver support, personal protective equipment, technology, and special testing, care, and/or prevention programs. Some organizations noted receiving gifts, some significant, to these newly established funds from individuals who have never given before.

Development Staff Activity

Some healthcare organizations are redeploying development staff to assist in other areas. Most are reallocating staff time for in-kind support and to support communications. Other time has been spent on supporting other staff, stewardship calls, and community relief. Most organizations are also asking development staff to undertake special projects or tasks. These duties have included stewardship calls, planning, virtual donor meetings, data maintenance, portfolio reviews, and virtual events. The present situation is being utilized as an opportunity to catch up on tasks that may otherwise be pushed aside.

FY20 Gift Officer Metrics

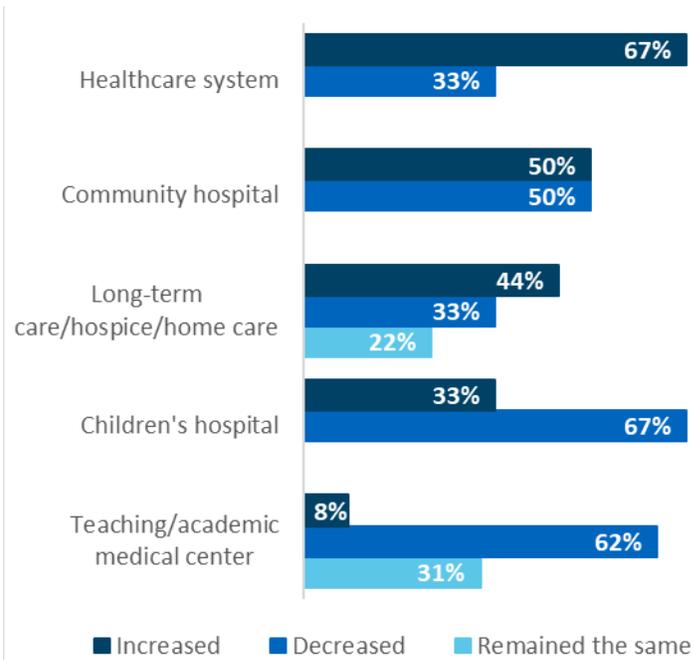
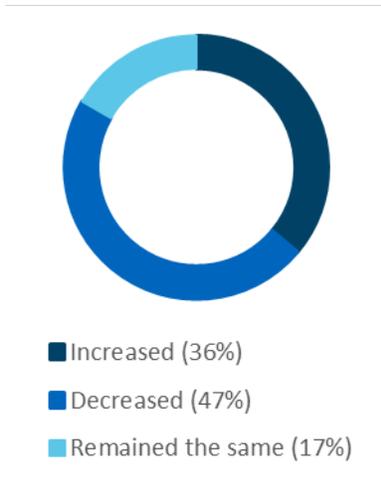
Healthcare organizations are split on whether they will adjust FY20 gift officer metrics: 33% are making changes, while 36% are not and 31% are undecided. Teaching/academic medical centers have been more likely to make adjustments. Of the organizations making changes, most are focusing on both activity and dollars.

FY21 Gift Officer Metrics

There is more uncertainty about whether FY21 metrics will be adjusted: 50% of respondents are undecided, while 31% are making plans to do so and 19% do not intend to make changes. Children's hospitals were most likely to adjust, as were healthcare organizations in the South Atlantic and Midwest regions.

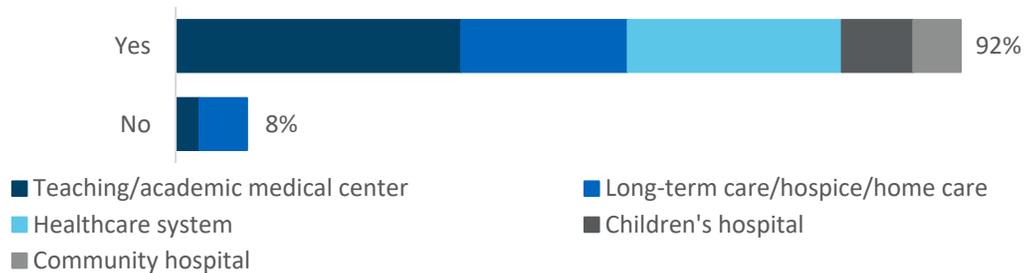
Impact on Philanthropy

Nearly half of healthcare organizations (47%) have experienced a decrease in philanthropy as a result of COVID-19, however 36% have seen an increase and 17% have seen no changes. When organization type is factored in, philanthropy has increased at most healthcare systems but decreased at most children’s hospitals and teaching/academic medical centers.

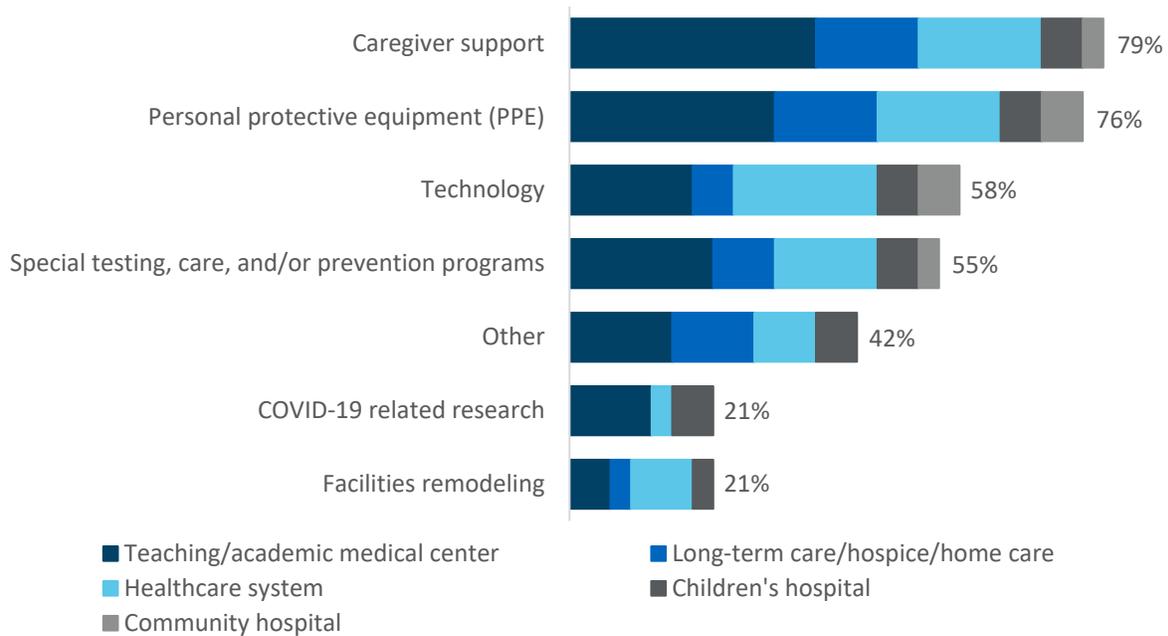


Special Funds in Support of COVID-19 Efforts

Most healthcare organizations have established special funds for donations given in support of their COVID-19 efforts, including all responding healthcare systems, children’s hospitals, and community hospitals.

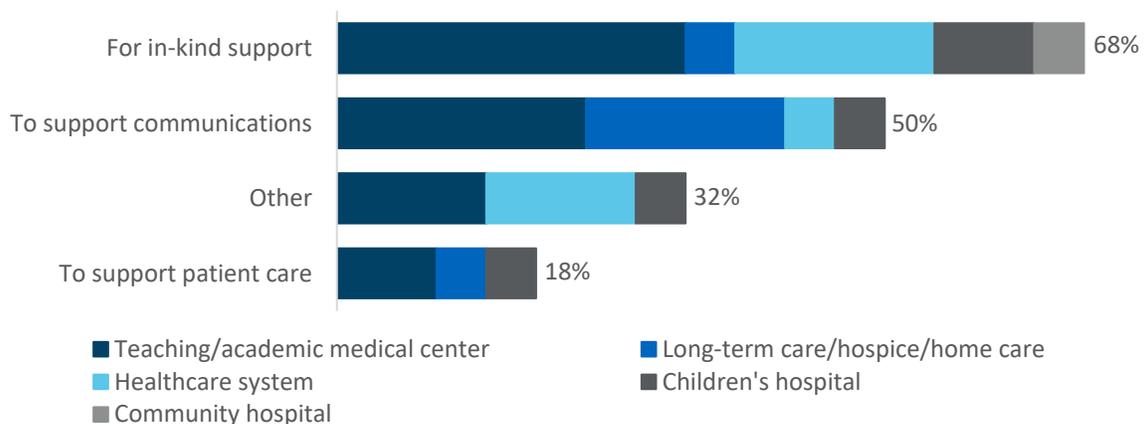


Of the 33 organizations that have established such funds, the primary purposes have been for caregiver support, personal protective equipment, technology and special testing, care and/or prevention programs. *Other* uses have included faculty/staff support, unrestricted support, and hardship funds for medical and nursing students. Some organizations noted receiving gifts, some significant, to these newly established funds from individuals who have never given before.

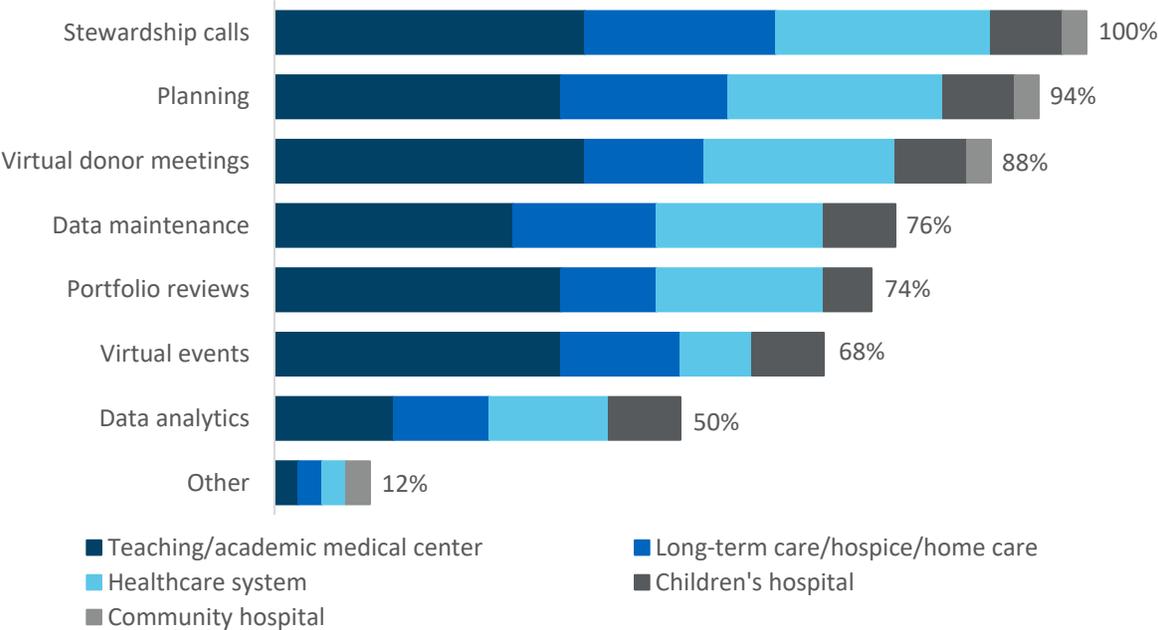


Development Staff Activity

Some healthcare organizations (22) are redeploying development staff to assist in other areas. Most are reallocating staff time for in-kind support (68%) and to support communications (50%). *Other* time has been spent on supporting other staff, stewardship calls, and community relief.

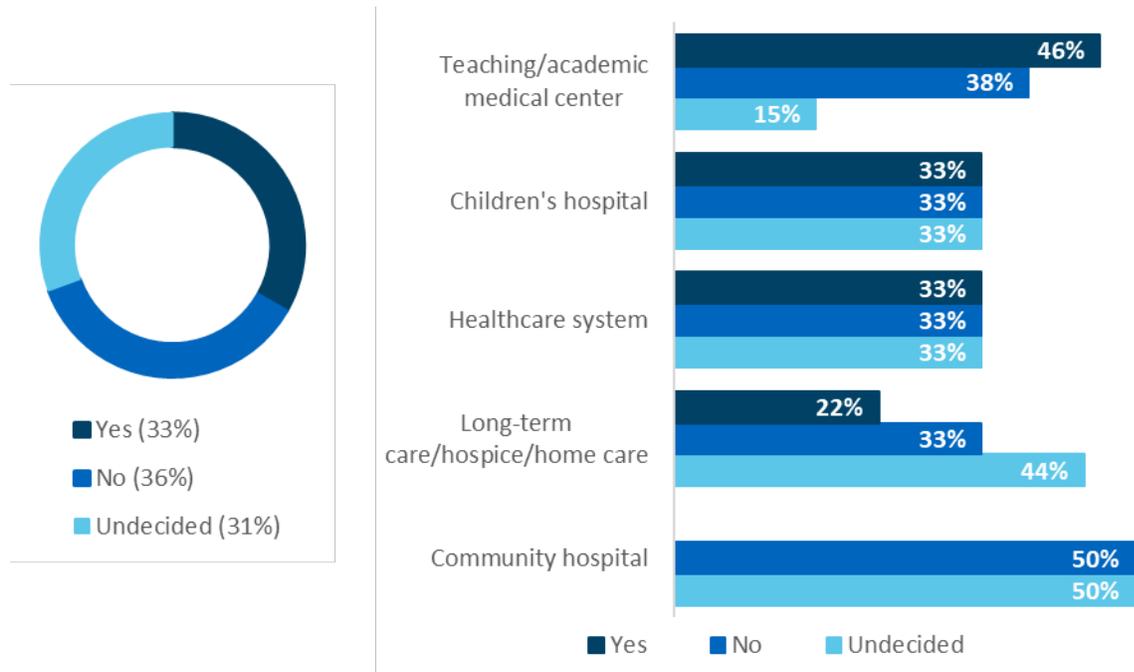


Most organizations (34) are also asking development staff to undertake special projects or tasks. These duties have included stewardship calls, planning, virtual donor meetings, data maintenance, portfolio reviews, and virtual events. The present situation has been utilized as an opportunity to catch up on tasks that may otherwise be pushed aside.



Adjustments to FY20 Gift Officer Metrics

Healthcare organizations are split on whether they will adjust FY20 gift officer metrics: 33% are making changes, while 36% are not and 31% are undecided. Teaching/academic medical centers have been more likely to make adjustments.

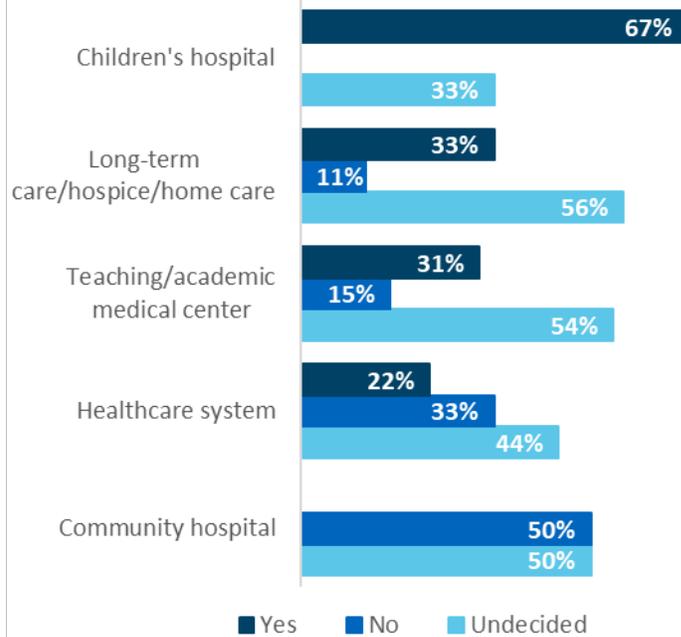
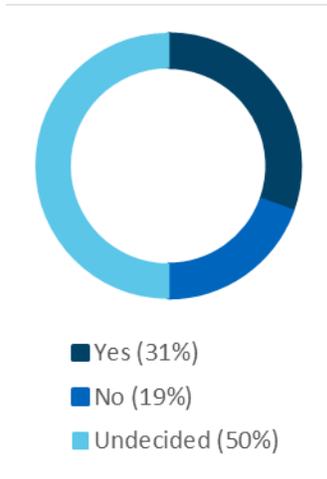


The 12 healthcare organizations adjusting gift officer metrics in FY20 were asked about the focus of the modifications being made. Most of these organizations are focusing on both activity and dollars as they make changes.



Adjustments to FY21 Gift Officer Metrics

There is more uncertainty about whether FY21 metrics will be adjusted: 50% of respondents are undecided, while 31% are making plans to do so and 19% do not intend to make changes. Children's hospitals were most likely to respond Yes to this question, as were healthcare organizations in the South Atlantic and Midwest regions (50% and 43% respectively vs 0%-33% in other regions).



Marts&Lundy

