

Spring Forum & Rural Health Clinic Conference

Giving Rx: Philanthropy in a Healthcare Setting

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Outline

- Trends in Healthcare Philanthropy
- Nebraska Community Foundation Overview
- Transfer of Wealth in Nebraska
- Questions and Answers

Trend #1 – Outpouring of Support

Community hospitals experienced a surge in goodwill, resulting in an influx of in-kind donations, largely coordinated by hospital foundation staff.

- Healthcare organizations raised \$4,900,000,000 in cash in 2020, an increase of 2.7%
- In-kind donations to healthcare organizations topped \$170,000,000, increasing by 61% in 2020

Trend #2 – Fewer Donors, Larger Gifts

Since 2011, there has been a decline in number of households donating, but an increase in total donations.

- 75% of healthcare organization received fewer donations in 2020 than in 2019
- 46% of healthcare organizations increased dollars raised in 2020

Trend #3 – Online Fundraising Explodes

Healthcare fundraisers were among the first to be shifted to remote work and may continue to rely on virtual donor interactions.

- 7% year-over-year increase in online revenue for healthcare organizations
- 66% retention rate for multi-year, online-only donors

Nebraska is blessed
with
Abundance.

Everything we need is *right where we are.*
Everything and everyone *works.*

NEBRASKA

is a place where our
hometowns are

achieving their dreams.



NEBRASKA COMMUNITY

F O U N D A T I O N



<https://www.nebcommfound.org/news/the-transfer-of-wealth/>

THE TRANSFER OF WEALTH INCLUDES . . .

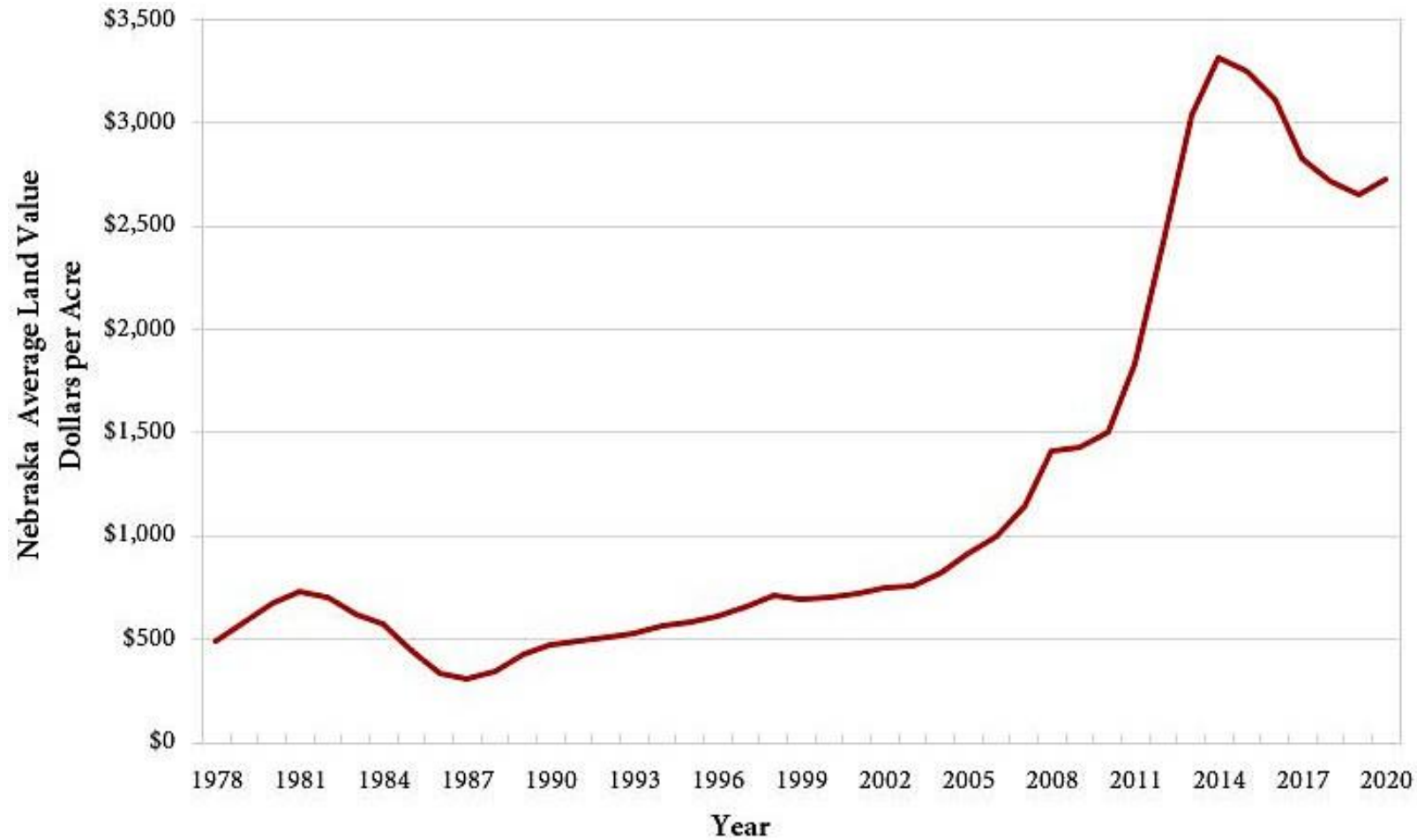
Household Wealth

- Savings, checking, and investment accounts
- Life insurance
- Residential real estate and homes
- Retirement accounts

Business Wealth (held by individuals)

- Closely held farm and business assets
- Agricultural real estate

Agricultural Wealth



HOUSEHOLD AND AGRICULTURAL WEALTH TRANSFER SCENARIO



\$101 billion

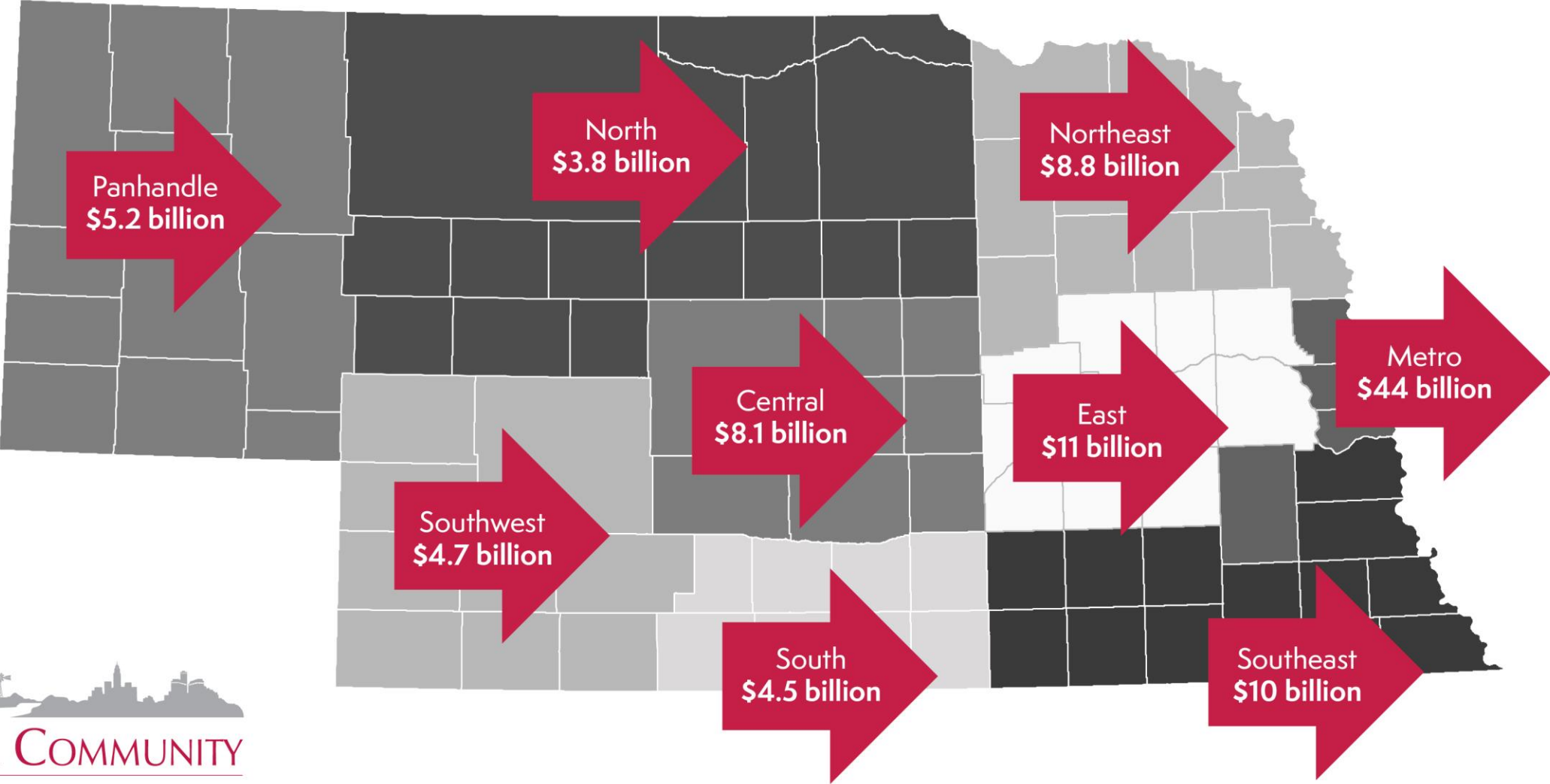
OVER 10 YEARS



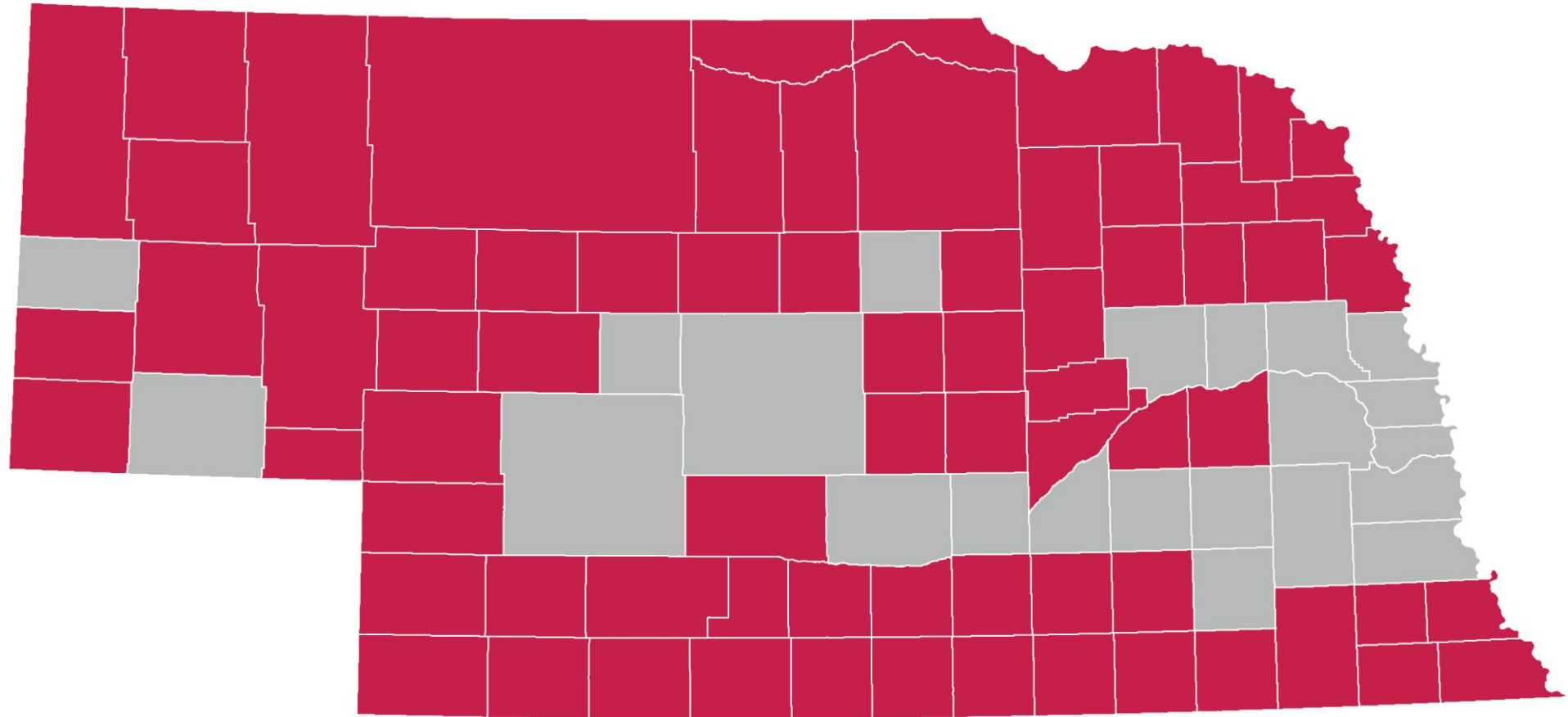
\$950 billion

OVER 50 YEARS

10-YEAR TRANSFER OF WEALTH



TIMING OF PEAK ESTATES



■ 2021-2045 ■ 2046-after

THE TIME TO ACT IS NOW



*Once our wealth leaves the community, it is gone forever.
Once our wealth is endowed in our community, it is here forever.
The time to act is now—the opportunity will never be greater!*



Hospital Philanthropy – Gift Sources

- Foundation Board
- Employees
 - Healthcare providers
- Grateful Patients
- Community Members

Questions and Answers

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