



Jewish Philanthropy in the Aging Services Sector

A National Benchmarking Study for Leaders of Organizations Serving Older Adults

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How to access the full report

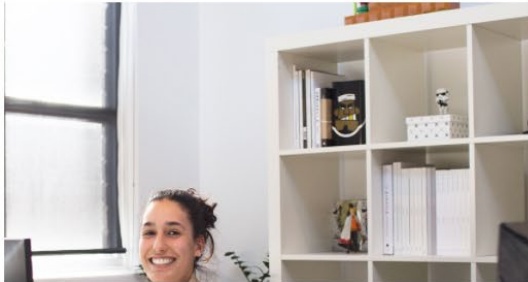
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Insights



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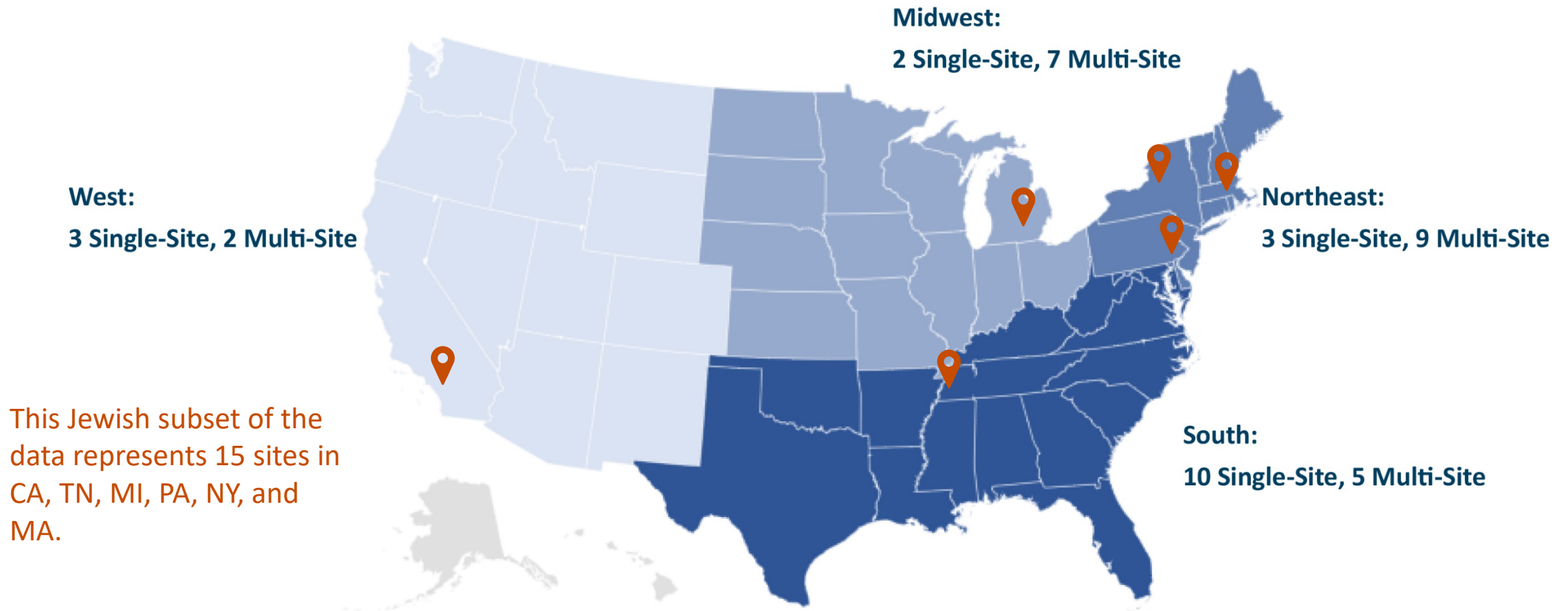
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Why a study on Philanthropy in Aging Services?

- The sector is maturing philanthropically
- A national dataset was needed to provide more accurate benchmarks
- Affords insights on subsectors specific to their situation
- Older adults are inspiring, generous, and worthy of philanthropic support
- **This special report examines a subset of Jewish organizations serving old adults**

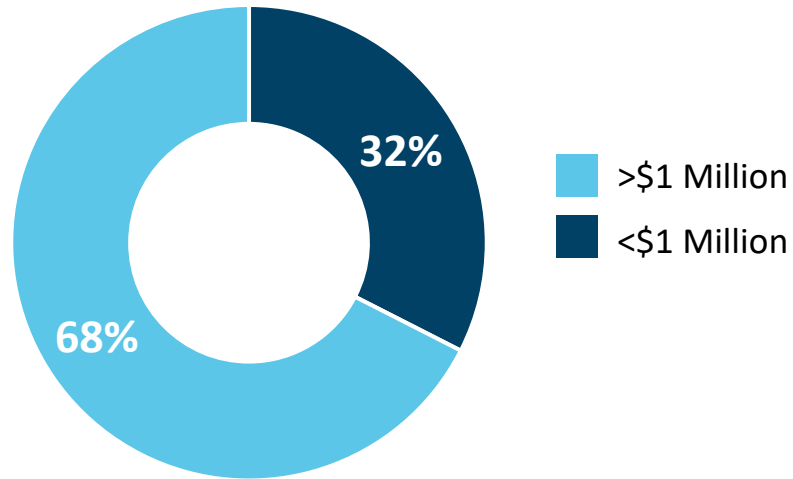
Introduction to The Data

Most comprehensive self-reported data on fundraising results in aging services

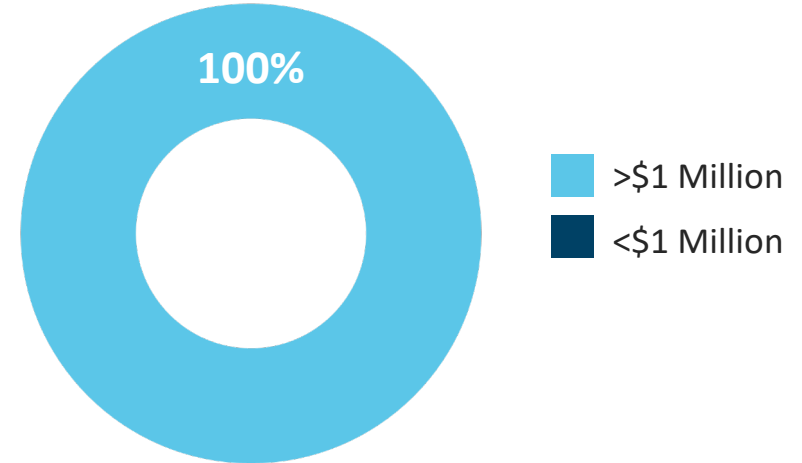


About the Data Set

All Organizations: 68% of organizations raising more than \$1 million



Jewish Organizations: 100% of organizations raising more than \$1 million



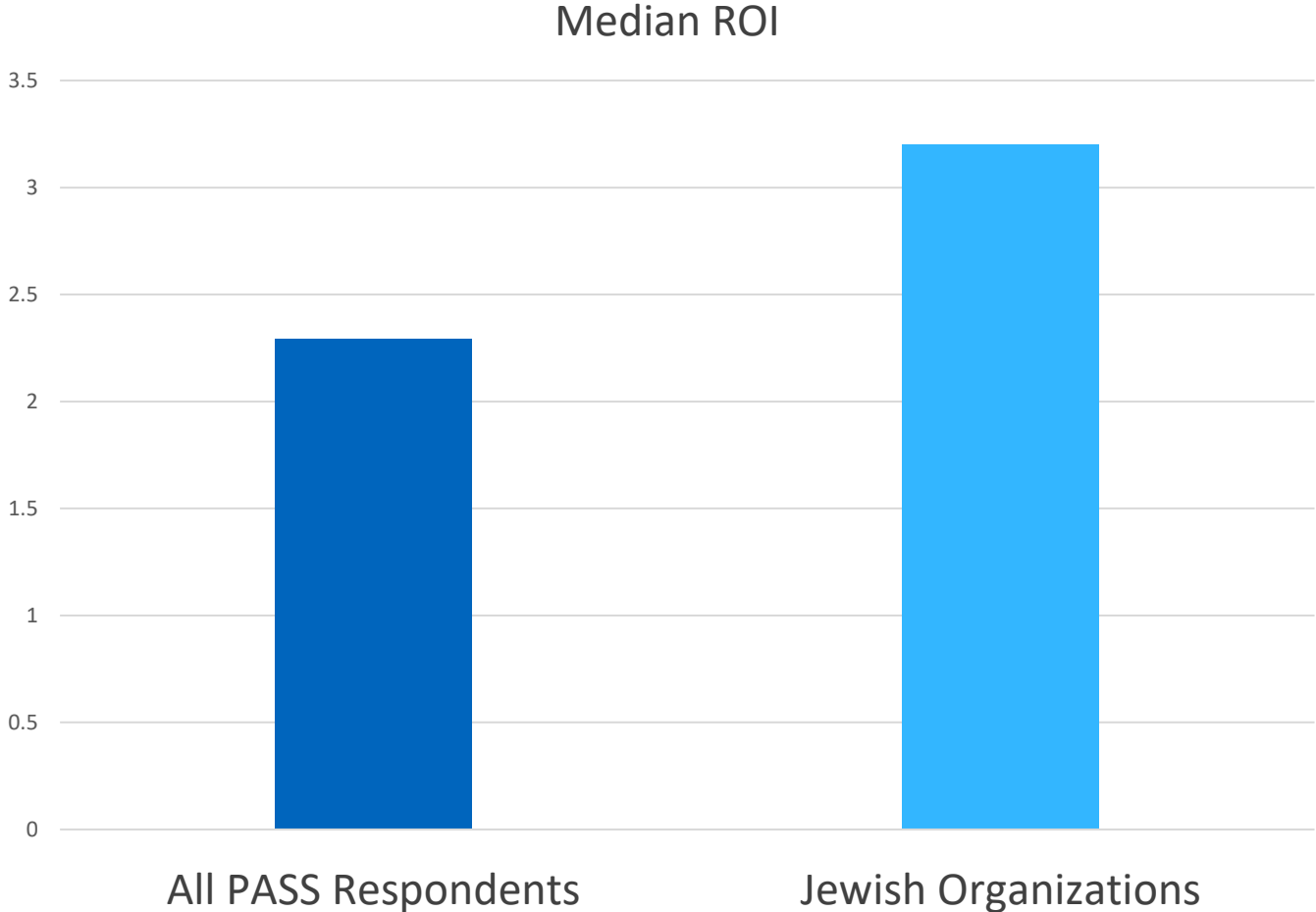
How does your philanthropy program
compare?

Cost Per Dollar Raised is a Hot Button Topic

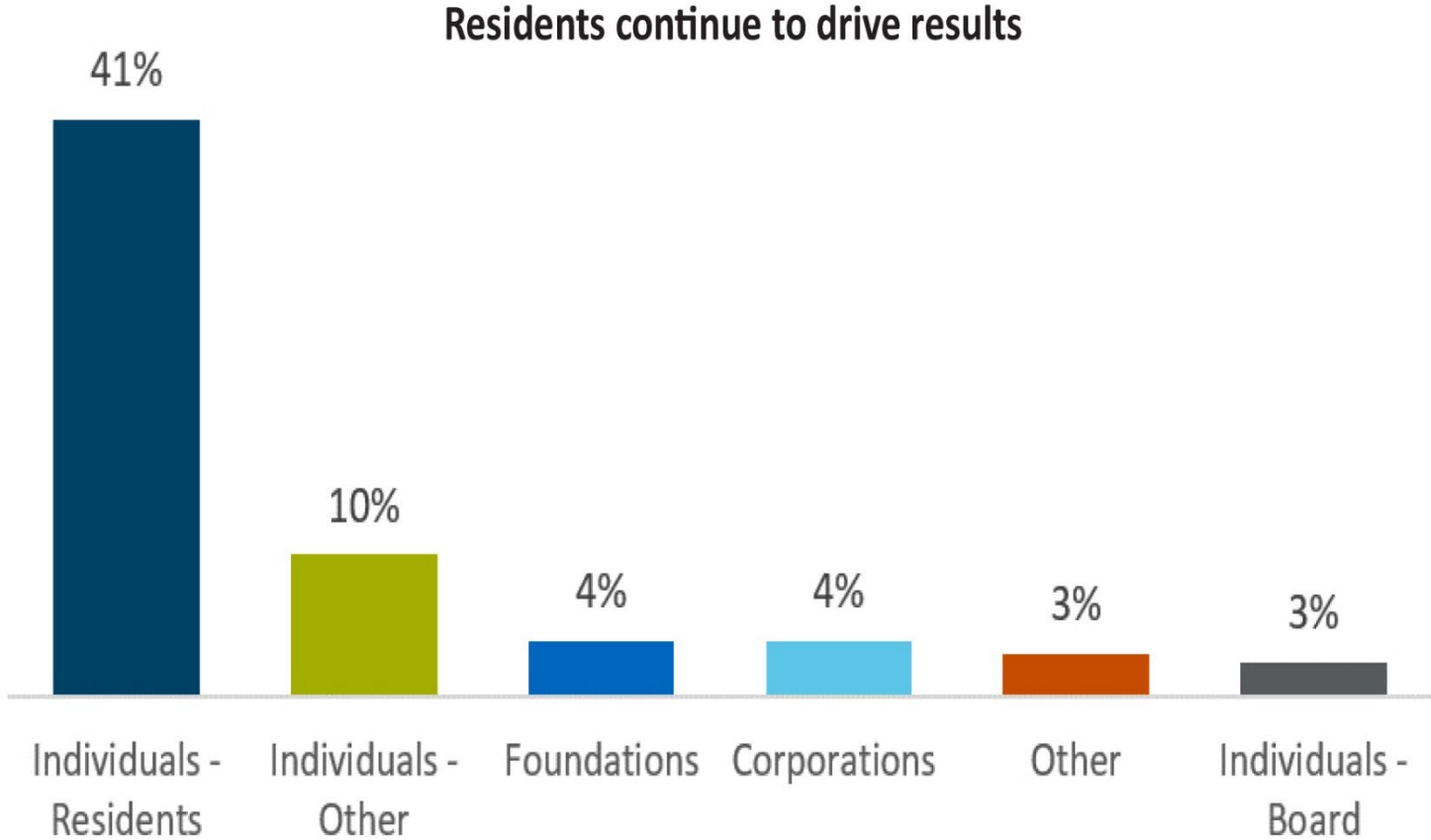
Cost Per Dollar Raised

	Minimum	Median	Maximum
All Organizations (n=32)	\$0.04	\$0.33	\$5.41
Jewish Organizations (n=6)	\$0.07	\$0.24	\$0.68

Jewish Organizations Report a More Robust Return on Investment



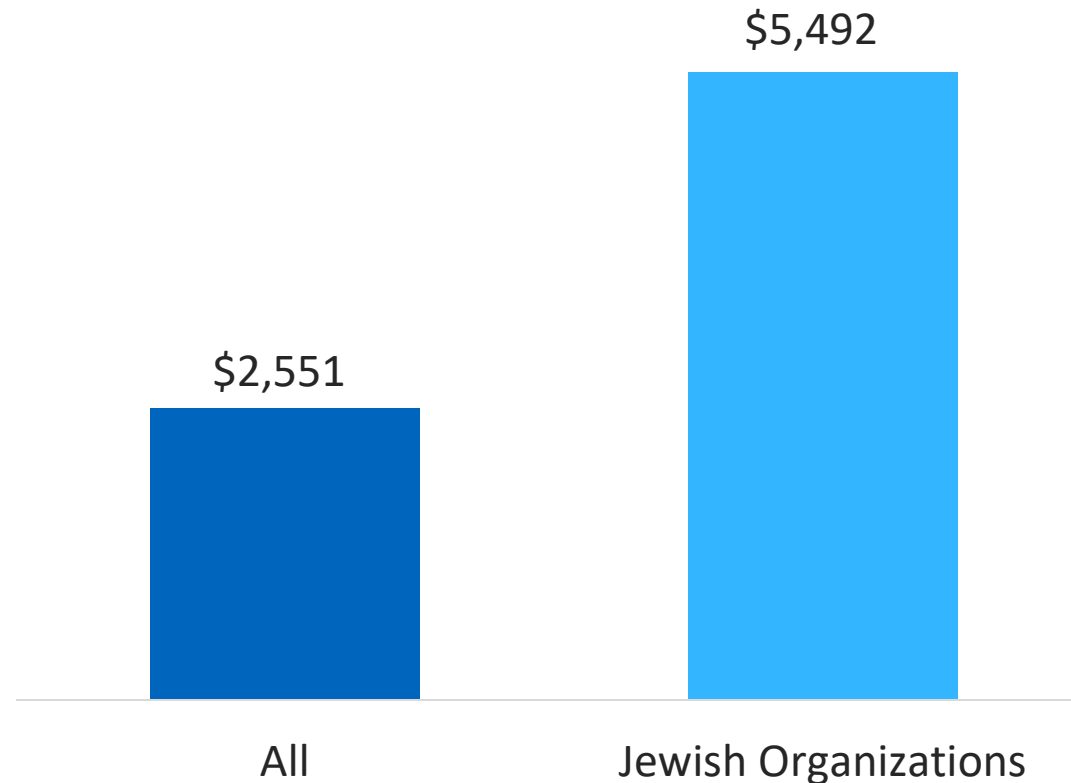
Individuals Dominate the Aging Services Donor Base



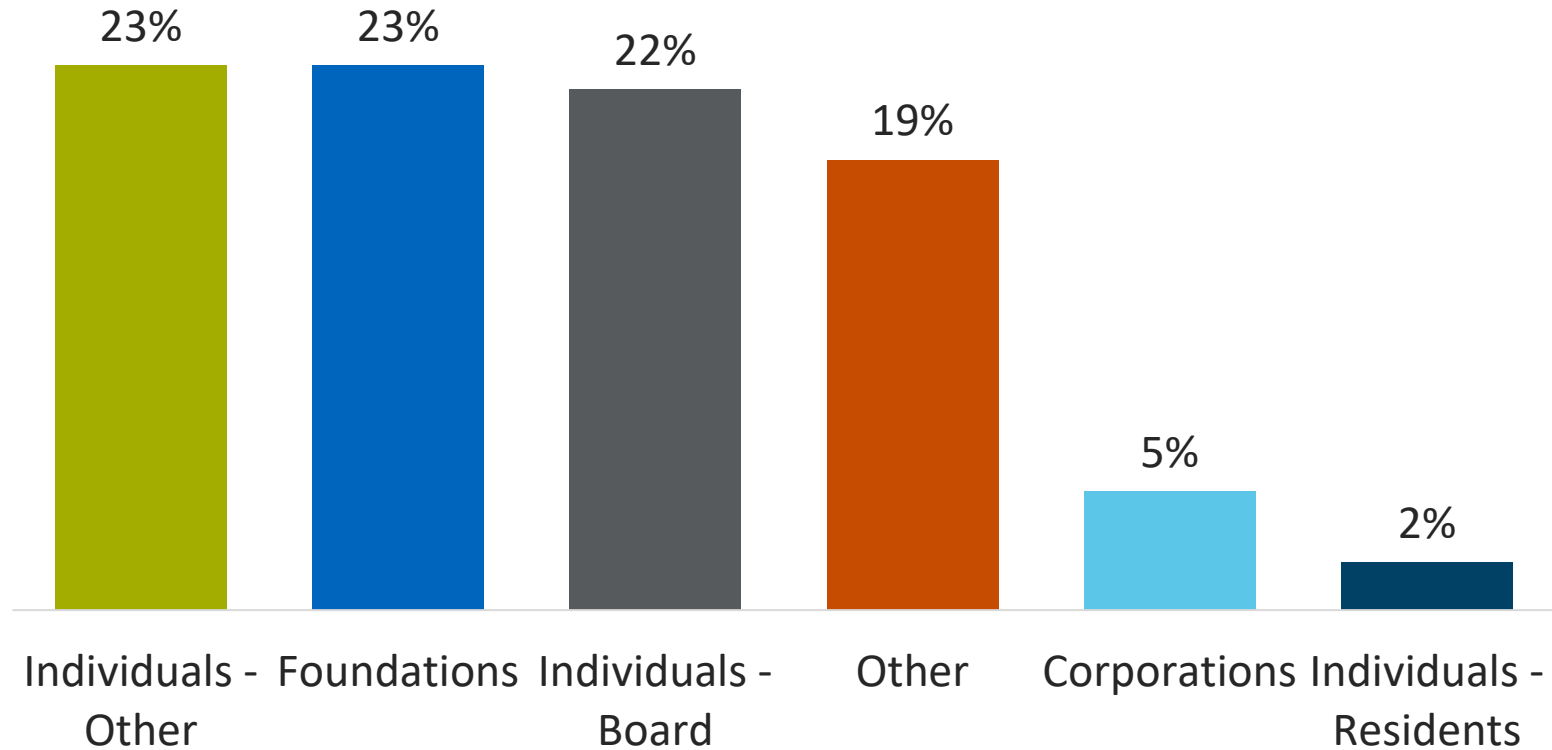
Medians were calculated independently for each donor category and therefore do not total 100%

Independent Living Residents are Generous

Median Net Revenue Per Independent Living Unit is 2x higher in Jewish organizations



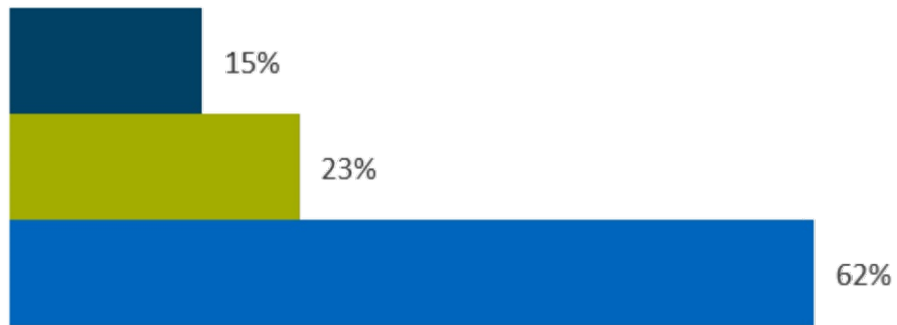
Jewish Organizations Report Balanced Donor Portfolios



Medians were calculated independently for each donor category and therefore do not total 100%

Campaigns are Increasingly Common

Campaigns gain traction in aging services sector



- Campaign currently in progress
- Have not done a campaign
- Completed a campaign within the past 5 years

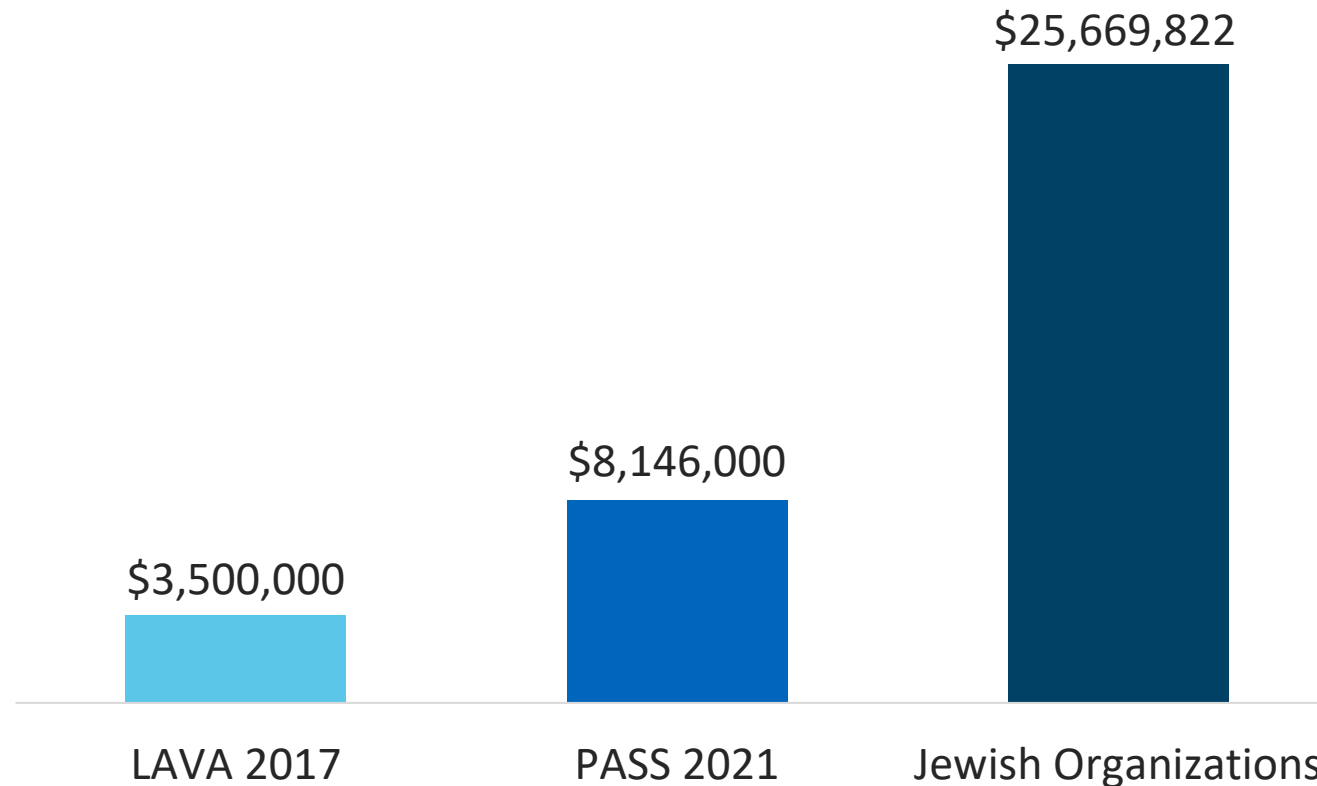
Jewish aging services organizations are ahead of this trend



- Campaign currently in progress
- Completed a campaign within the past 5 years

Endowments Grow to Buttress Longevity

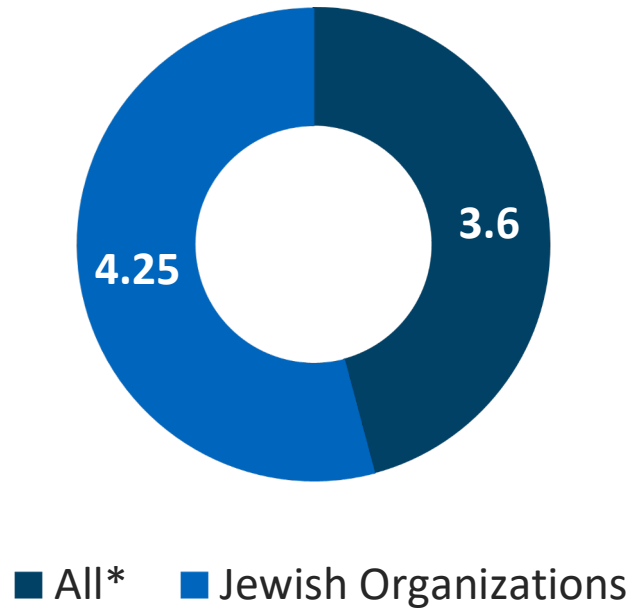
Median endowment size for Jewish organizations is over 315% greater than all aging services organizations' PASS median endowment size



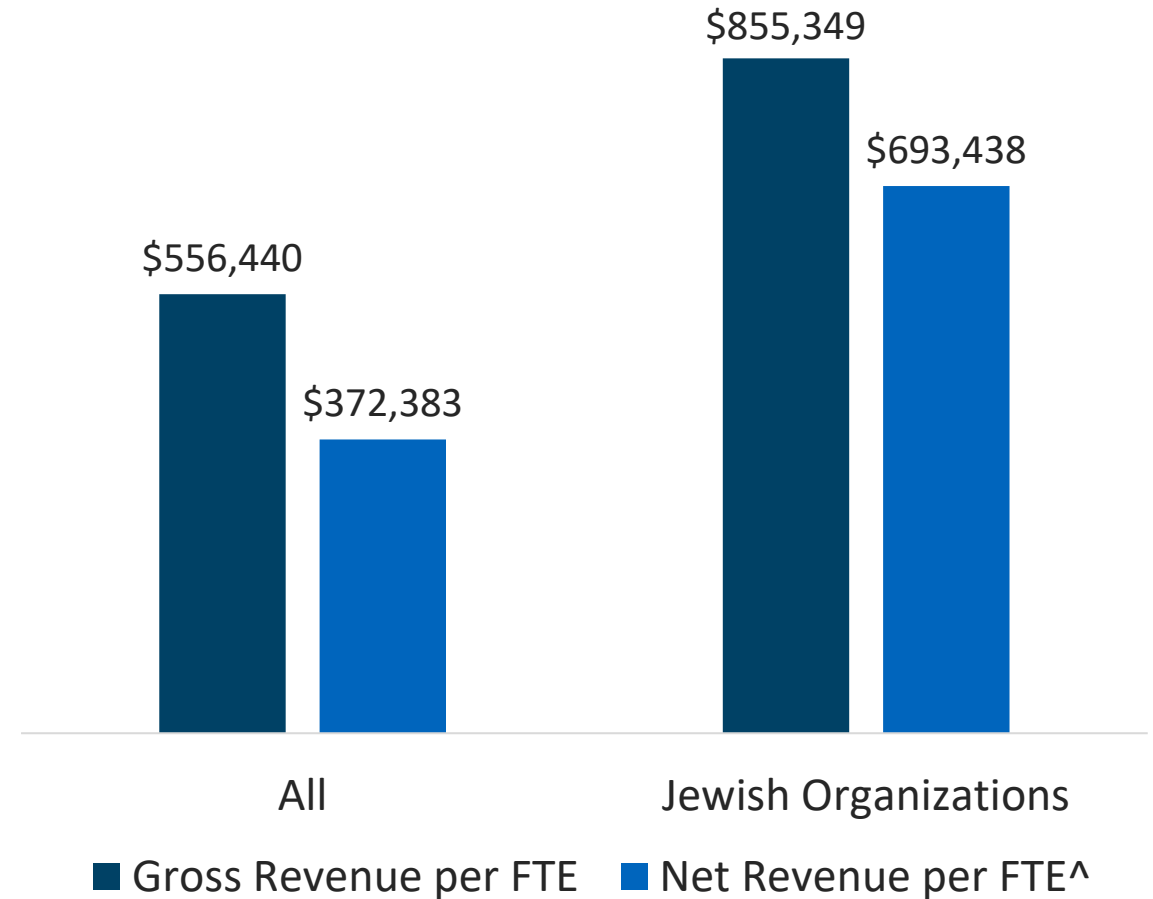
Investing in Fundraising Staff Yields Returns

More investment in fundraising staff...

Median Fundraising Staff FTE



Yields higher returns

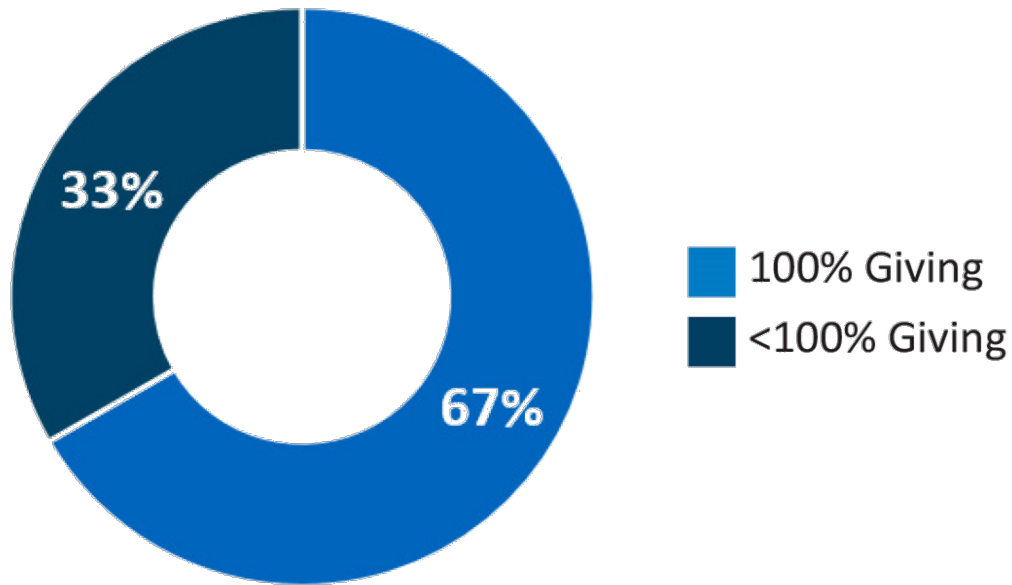


*Excludes respondents reporting no paid staff

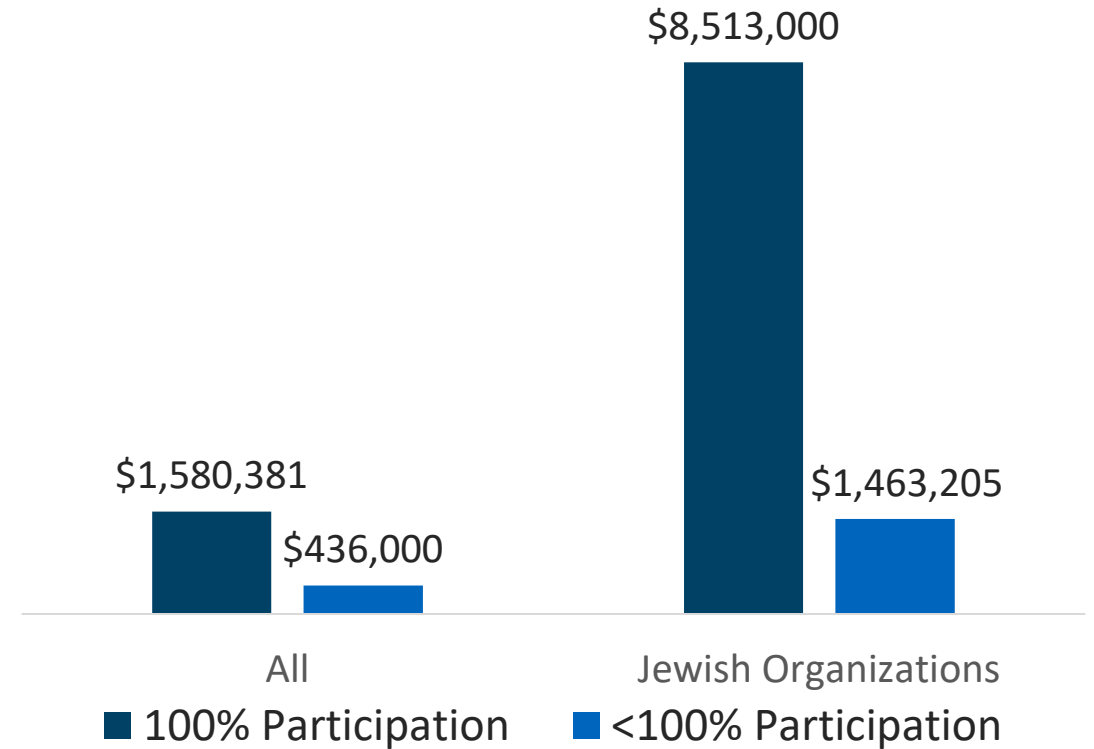
[^]Includes staff compensation and all fundraising-related expenses

Board Members Set the Tone

All board members give at 67% of aging services organizations



Board investment is a key indicator of overall fundraising success



Takeaways

- 1 Jewish organizations lead the way in the aging services sector.
- 2 Investment in professional staff pays off.
- 3 Board leadership in giving plays a critical role and deserves attention.

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