



# The Woodmark Group

*Leading the advancement of philanthropy to improve health for children everywhere*

## 2024 IMPACT STATEMENT

### Participating Hospitals

**Akron Children's**  
Akron OH, USA

**Alberta Children's Hospital**  
Alberta, Canada

**Arkansas Children's**  
Arkansas, USA

**Children's Healthcare of Atlanta**  
Atlanta GA, USA

**Boston Children's Hospital**  
Boston MA, USA

**BC Children's Hospital**  
British Columbia, Canada

**Ann & Robert H. Lurie Children's Hospital of Chicago**  
Chicago IL, USA

**Cincinnati Children's**  
Cincinnati OH, USA

**Children's Hospital Colorado**  
Colorado, USA

**Nationwide Children's**  
Columbus OH, USA

**Children's Health**  
Dallas TX, USA

**Texas Children's**  
Houston TX, USA

**Riley Children's Health**  
Indianapolis IN, USA

**Children's Mercy Kansas City**  
Kansas City MO, USA

**Children's Hospital Los Angeles**  
Los Angeles CA, USA

**Nicklaus Children's Hospital**  
Miami FL, USA

**CHOC Children's**  
Orange County CA, USA

**Lucile Packard Children's Hospital Stanford**  
Palo Alto CA, USA

**Children's Hospital of Philadelphia**  
Philadelphia PA, USA

**UPMC Children's Hospital of Pittsburgh**  
Pittsburgh PA, USA

**Rady Children's Hospital - San Diego**  
San Diego CA, USA

**Seattle Children's**  
Seattle WA, USA

**St. Louis Children's Hospital**  
St. Louis MO, USA

**Sydney Children's Hospitals Network**  
Sydney NSW, Australia

**SickKids**  
Toronto ON, Canada

**Children's National**  
Washington DC, USA

**Children's Wisconsin**  
Wisconsin, USA

### The impact of premier children's hospitals

Millions of children and families in the United States and Canada, and increasingly from around the world, rely on the 27 premier children's hospitals that are members of The Woodmark Group for the best in pediatric patient care, treatment, and cures.

#### In fiscal year 2024, Woodmark's member hospitals collectively:

- Operated 12,064 beds
- Logged 26 million patient visits
- Admitted 522,316 patients
- Responded to 2.6 million emergency room visits
- Conducted 610,169 surgeries
- Provided 1.7 million telemedicine consultations
- Treated patients in more than 1.5 million urgent care visits



26m  
Patient visits



522,316  
Admissions



12,064  
Beds



2.6m  
ER visits



610,169  
Surgeries



1.7m  
Telemedicine visits



1.5m  
Urgent care visits

### THE IMPACT OF PHILANTHROPY ON PREMIER CHILDREN'S HOSPITALS

The Woodmark Group was founded in 1991 to unite these hospitals in pursuit of a common goal to lead in the advancement of philanthropy to improve the health of children everywhere. Philanthropic support is critical to reaching this goal. Generous donors support patient care, advances in research, training for the next-generation of pediatricians and caregivers, and community-based advocacy to keep children healthy and safe. Since 2018, Woodmark member hospitals have collectively raised more than \$2 billion annually in philanthropic support.

#### In fiscal year 2024, the hospitals collectively:

- Raised \$2.5 billion in donations
- Received gifts from more than 1.2 million donors
- Tallied more than 4 million contributions
- Recognized more than 9,000 leading benefactors (contributors of \$10k or more)
- Invested more than \$4 billion in research
- Provided over \$7.1 billion in care for un- and under-insured patients



1.2m  
Donors



4m  
Contributions



\$2.6b  
Dollars raised



7,024  
Number of leading  
benefactors (\$10k+)



\$4b  
Research  
investments



\$7.1b  
Un- and under-  
compensated care



## INCREASES IN GIVING

Between 2020 and 2024 the hospitals together posted impressive gains in fundraising. Over five years, the collective number of:

Dollars given by donors increased four percent.

**4%**  
INCREASE

Donors giving \$10,000 or more increased 34 percent.

**34%**  
INCREASE

Donors giving \$1M or more increased 39 percent.

**39%**  
INCREASE

Dollars received from estates and trusts increased 108 percent.

**108%**  
INCREASE

Dollars invested in research increased 52 percent.

**52%**  
INCREASE

Value of care provided for un- and under-insured patients increased 186 percent.

**186%**  
INCREASE

## THE ROLE OF BEST PRACTICES IN FUNDRAISING

The Woodmark Group provides development officers at premier children's hospitals opportunities to connect with one another to exchange best practices, address shared challenges, act on emerging opportunities, and collaborate strategically to maximize the impact of philanthropy on pediatric health. Specifically, Woodmark members pursue four strategic goals:

- 1.** Promote gift-planning strategies that maximize donor vision and impact to generate more major, principal, and transformational gifts.
- 2.** Engage in educational programs to improve members' professional practices and leadership skills.
- 3.** Understand the link between messaging and fundraising results to craft more compelling cases for support.
- 4.** Use data analytics and business intelligence to drive fundraising strategies and results.



## BEST-PRACTICES-ORIENTED LEARNING PROGRAMS

To advance these goals, members have developed a host of best-practices-oriented programs and products:



**5,000 hrs**

Summit  
professional  
development

In 2024, Woodmark welcomed 443 fundraising staff members to the Woodmark Summit – held in Cincinnati, Ohio – that delivered 5,000 professional development hours. The Summit content is aimed at advancing the work of major- and principal-gift level development officers but is open to any staff member whose work serves to drive results in major-gift philanthropy.



**1,450 hrs**

Cohorts  
professional  
development

Cohort groups - Peer-learning groups in 16 separate fundraising specialties met quarterly in 2024 to address current practice challenges and explore promising opportunities. Cohort sessions delivered 1,450 professional development hours.



**1,600 hrs**

Virtual learning  
sessions  
professional  
development

Virtual learning sessions were offered throughout the year, featuring members and industry leaders sharing expertise on a wide variety of topics related to fundraising.



**2024  
Forum**

Chief development  
officers' annual  
meeting

Chief development officers have gathered annually in-person since 1991 at the Woodmark Forum. These meetings provide CDOs with time for collaborative, peer-level support, best-practice exchange and discussion of current issues in fundraising, from the executive's point of view.



WE member  
website

The Woodmark Exchange is an interactive intranet site through which members may connect with each other and access an extensive resource library.





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*Woodmark is a volunteer-driven organization, supported by a small staff. In 2024, 132 individuals volunteered to lead Woodmark's efforts in such roles as board members, cohort group leaders, and committee and task force leaders and members.*

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## BEST-PRACTICES-ORIENTED PRODUCTS

- Since 1996, Woodmark has produced an **annual benchmarking survey**. The survey is comprised of 140 questions that yield 600 data points per hospital. This is data that reveals each hospital's achievement in numerous fundraising metrics. Likely the only survey of its kind for premier children's hospitals, the findings provide members with relevant, best-in-class data with which to develop fundraising strategies. The survey results inspire greater achievement by making the best outcomes visible to all and revealing the upside potential of investment in specific fundraising programs. The findings enable members to recognize and reward top achievers and identify areas where programs can grow.
- In response to members' request, Woodmark initiated a **quarterly \$1-million-dollar gifts survey** to glean and monitor insights on how such gifts are structured, their purpose, the types of donors involved, which staff members were involved in procuring the gift and any notable features of the process that advance best practice. Between fiscal year 2020 and fiscal year 2024, members have reported receiving 1,441 such gifts, raising more than \$5.9 billion.
- In response to competition for talent, Woodmark began conducting an **annual total compensation survey** of key fundraising positions in 2001. The survey examines all elements of total compensation (base, incentives, benefits, perks, retirement) for 29 positions including chief development officer, senior-level development officers, operations staff, and front-line fund-raisers. This survey has been key to members' ability to offer compensation packages that attract and retain top talent in competitive markets, comply with federal regulations including intermediate sanctions, and inform hospital executives and trustees about the compensation practices in development shops of leading children's hospitals
- **Ad-hoc surveys** of the membership are conducted to advance Woodmark's strategic goals as well as support members' work in identifying best practices. In 2024, such surveys included major and principal giving programs and grateful patient families programs.

## PEER AND PROFESSIONAL SUPPORT

Woodmark members say that a valued benefit of membership is the ability it affords them to reach out to their peers whenever they need support for problem-solving or strategy development. Woodmark employs a staff of four full-time employees – an executive director, director of learning, director of research and insights, and logistics & digital platforms coordinator.

For more information on The Woodmark Group, email [info@woodmark.org](mailto:info@woodmark.org)