



Mouli Cohen on Healthcare Donors Switching to Long-Term Giving Strategies

Mouli Cohen speaks on how healthcare donors are switching to long-term giving strategies.

New York, NY (PRWEB) January 13, 2010 – Businesses and individuals hit hard by the economic downturn shifted their charitable giving strategies to longer-term pledges and gift commitments rather than forgo giving altogether, a new report from the Association for Healthcare Philanthropy finds.

Mouli Cohen, philanthropist and technology entrepreneur, was asked for his opinion on this week's developments.

"The fact that in this deep recession, donors are still givers and have not halted contributions signals a depth of relationship and commitment to the individual organizations," Cohen said. "This relationship should be continually nurtured by healthcare fundraising operations."

Compiled by AHP's Performance Benchmarking Service, the report was based on a survey of 58 foundations that support nonprofit hospitals across the United States and Canada. Using data from 2008 – the fiscal year in which charities experienced the initial effects of the economic downturn – the study found that the most effective fundraisers used a variety of well-conceived programs and activities to raise money. The report also found that the most successful philanthropic programs placed a sustained emphasis on building relationships and cultivating major donors.

Cohen believes these accomplishments were achieved through fundraising and outreach efforts. "While the nation's health care needs are increasing, we must avoid creating obstacles that will diminish and discourage philanthropy," he said. "The steep decline in personal wealth, especially if coupled with proposed limitations on tax deductions, make the outlook for philanthropy over the next 18-24 months bleak."

For philanthropy to continue to fulfill its role in the American health care system, Mouli Cohen says that this is not the time to drastically change standards for fundraising.

"The real message here for healthcare executives and boards is take care of your fundraising staff and mix of fundraising activities to cope with the recession."

About Mouli Cohen (<http://www.fastcompany.com/user/mouli-cohen>)

Mr. Cohen (<http://twitter.com/MouliCohen>) is a successful entrepreneur who has founded and developed successful ventures in the biotechnology, high technology, digital media and entertainment sectors. He has balanced his success in business with extensive philanthropic activities. Over the years he has supported children's charities, food programs, medical research, and the arts as well as education projects both in the US and abroad.

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