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MEMORANDUM

TO: Grantmakers In Health
FROM: FGS Global Research & Insights
RE: Health Policy Exchange Session
DATE: November 20, 2025

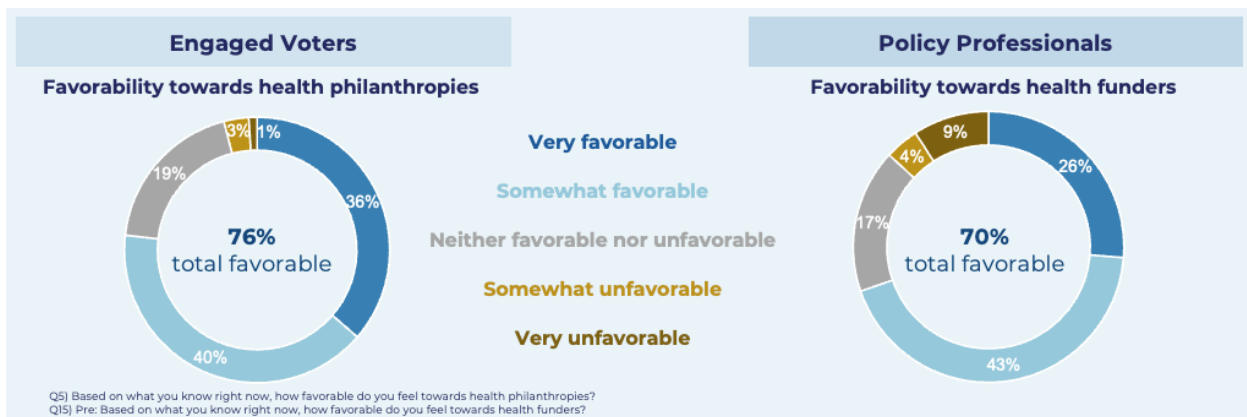


In July and August 2025, FGS Global conducted research on behalf of Grantmakers In Health (GIH), including an online survey of n=1,000 engaged voters nationwide, and a Caucus session – an online focus group at scale – with n=24 Washington, DC policy professionals. This research was designed to understand how health funders are viewed and to refine positioning accordingly.

Research results from the survey and Caucus show that engaged voters and policy professionals are largely favorable towards health funders and expect them to play a large and important role in keeping people healthy and improving health outcomes. However, there is a gap in understanding of how large a role health funders can play, especially when government funding falls short. Research also shows that while “equity” and “DEI” are polarizing terms, the majority of voters support a health system that ensures fair and just health opportunities for all.

OVERALL PERCEPTIONS OF HEALTH FUNDERS

Health philanthropies and health funders have high total favorability among both audiences, with 76% of engaged voters and 70% of policy professionals saying they are favorable towards them. Among engaged voters, favorability towards health philanthropies is highest among those who are also favorable towards diversity, equity, and inclusion (DEI) programs in workplaces, universities, and government (88%), as well as those who are college educated (84%), are parents (81%), or live in urban areas (81%).

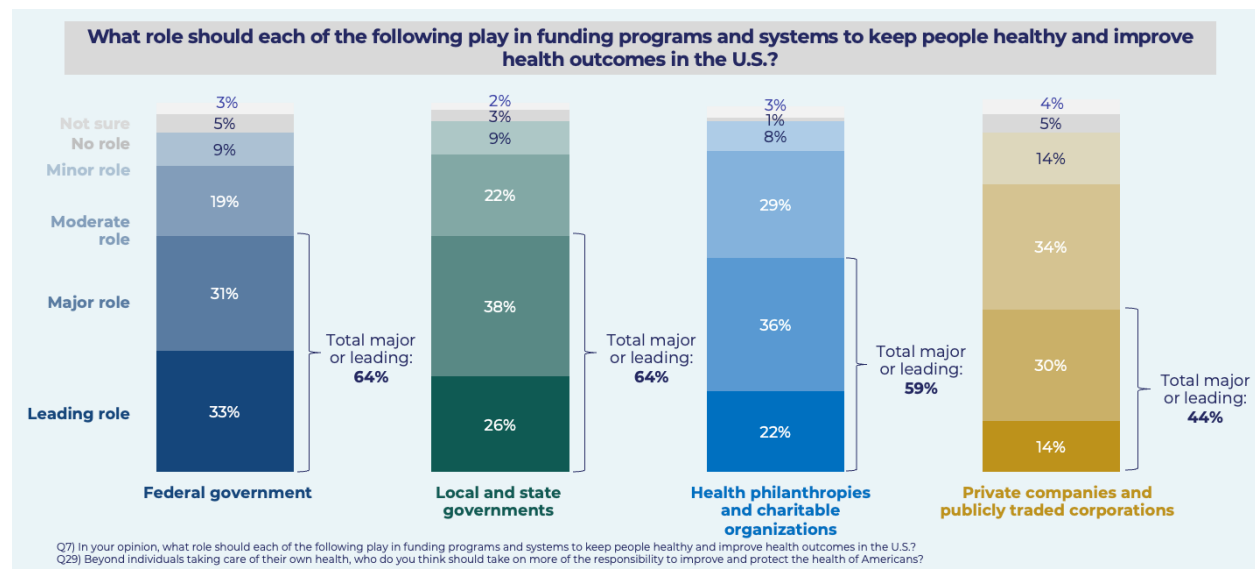


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Voters also believe that health philanthropies play a very important role in the U.S. and make important contributions to society. They are seen as one of the most important types of philanthropy, with 53% of engaged voters saying health philanthropies are very important, just behind education philanthropies (54% very important). Those who live in rural areas (59%), have a household income over \$100K (58%), are college educated (58%), or are women (58%) are most likely to say that health philanthropies are very important.

THE ROLE OF PHILANTHROPY

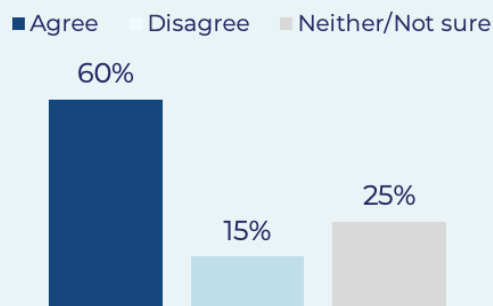
Over half of engaged voters see health philanthropies playing a major or leading role in funding programs and systems to keep people healthy and improve health outcomes (59%). However, slightly more engaged voters think government (federal; local and state) should have a leading or major role (64%). Far fewer see this as the responsibility of private companies (44%).



A majority of engaged voters (60%) agree that the role of philanthropies and other charitable organizations is to replace government when it does not provide essential services. Those who receive SNAP benefits are most likely to agree (76%), followed by those under 45 (69%), parents (68%), and those who live in urban areas (66%). However, over half of engaged voters (54%) also recognize that health philanthropies do not have the resources to fully or mostly replace government funding.

How much do you agree or disagree with the following statement?

The role of philanthropies and other charitable organizations is to **replace** the government when it does not provide essential public services like education, health care, infrastructure (roads, utilities), and public safety.

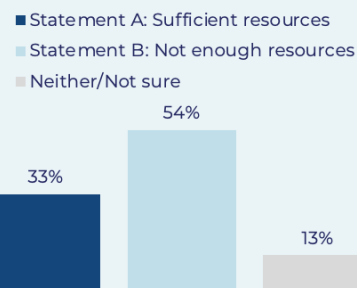


Q11) How much do you agree or disagree with the following statement? The role of philanthropies and other charitable organizations is to replace the government when it does not provide essential public services like education, health care, infrastructure and public safety.

Do you believe health philanthropies have enough money to replace government funding that has been cut for health care, medical research, and public health programs?

Statement A: Yes, health philanthropies **have sufficient resources** to fully or mostly replace government funding and will be able to fill the gaps in health programs and research.

Statement B: No, health philanthropies **can help fill some gaps, but they do not have enough resources** to fully or mostly replace government funding for health programs and research.



Q12) Do you believe health philanthropies have enough money to replace government funding that has been cut for health care, medical research, and public health programs?

In the Caucus, fewer policy professionals said philanthropies should replace government when the case was made for complementary roles of philanthropy and government.

Voters say it's most important for health philanthropies to focus their time and investment on healthcare access and quality (56%) – baby boomers (65%), those who live in the Western U.S. (63%), and those who are unemployed (62%) are most likely to rank this as most important. However, health equity and social justice (38%) and social determinants of health (SDOH) (33%) are also seen as important areas of focus.

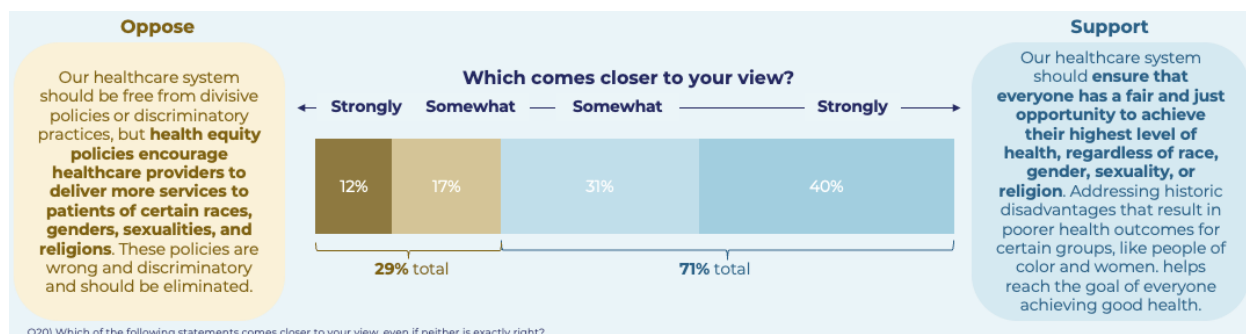
SPOTLIGHT ON HEALTH EQUITY

Most voters support a healthcare system that ensures fair and just health opportunities for everyone. However, “health equity” and “DEI” are polarizing terms that cause support for health funders to wane.

- 71% of engaged voters support the notion that our healthcare system should address historic disadvantages that result in poorer health outcomes for certain groups and help everyone reach good health. Only 29% of voters oppose this idea, seeing healthy equity

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policies as divisive or discriminatory. Gen Z is the most likely subgroup to see health equity policies as discriminatory (38% total oppose), along with SNAP recipients (34%).



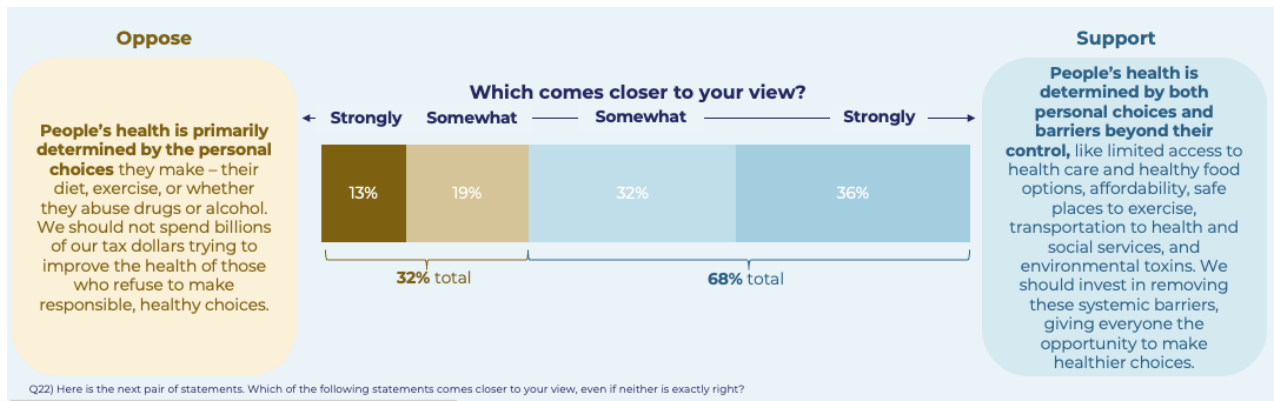
Using terms like “equity,” “determining factors,” and “DEI” is more divisive among policy professionals.

- Favorability towards health funders drops significantly among policy professionals when tied to health equity and DEI practices.
- While many associate health equity with reducing disparities by removing systemic barriers, others see equity as a political or “left-wing” term. A few react negatively to references to race, sexual orientation, and gender identity – describing the description as ambiguous, politically charged, and “woke.”
- Many see DEI as valuable for improving health outcomes, citing the importance of diverse medical researchers and representation among doctors and other health providers, while others conflate DEI with “discriminatory practices” in healthcare systems and see it as a distraction from the core mission of delivering quality care.

Nearly 7-in-10 engaged voters support investing in removing systemic barriers that limit access to healthy food, health care, and protection from environmental toxins.

- 68% of engaged voters support the notion that health outcomes are driven by a combination of health behaviors and barriers beyond an individual’s control, rather than by individual choice alone.
- Support and opposition towards this idea tracks closely with those who are favorable or unfavorable towards diversity, equity, and inclusion (DEI) programs in workplaces,
 - those favorable towards DEI programs
 - those unfavorable towards
- Women are more likely to say health is determined by barriers beyond one’s control (72%) Gen Z (38%) and men (37%) are more likely to connect health outcomes with individual choice.

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