



Perceptions of Health Funders

Insights from public
opinion research
conducted by FGS Global

November 20, 2025

Objective and Methodology



To understand how health funders are viewed and to refine positioning accordingly.

Phase One: From July 16-21, 2025, FGS Global conducted an online survey with n=1,000 engaged voters

Phase Two: On August 11, 2025, FGS Global moderated a 90-minute online Caucus with n=24 DC policy professionals

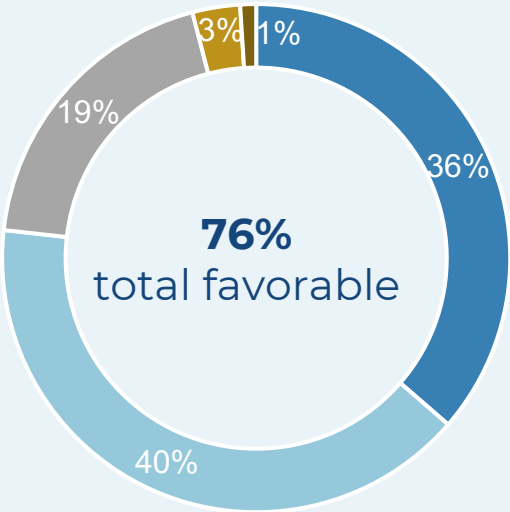
Caucus data in this report should be considered directional in nature, as this research is inherently qualitative. It provides insight into broad trends in public opinion but is not statistically significant.

Health philanthropies and funders have a solid reputation.



Engaged Voters

Favorability towards health philanthropies



Very favorable

Somewhat favorable

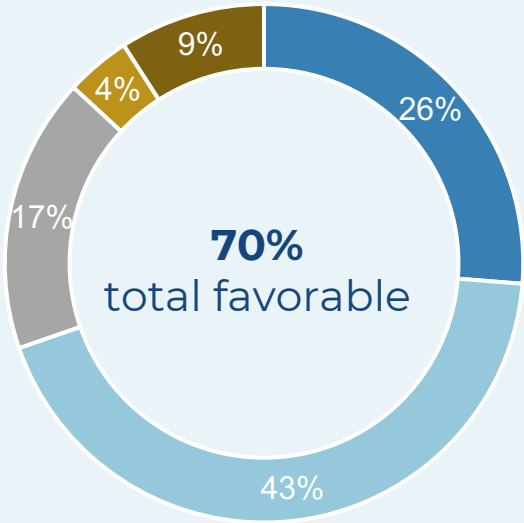
Neither favorable nor unfavorable

Somewhat unfavorable

Very unfavorable

Policy Professionals

Favorability towards health funders



“They are part of our social fabric in stitching together community and in that way, they are intrinsically good.”
– DC Policy Professional

More favorable among: (% total favorable)		Compared to: (% total favorable)	
Favorable DEI	88%	55%	Unfavorable DEI
Bachelor’s degree +	84%	71%	Some/no college
Parents	81%	74%	Non-parents
Urban	81%	74%	Suburban
		70%	Rural

Voters believe health philanthropies play a very important role and make important contributions to society.

How important do you believe each type of philanthropy is in terms of its role and contribution to society?

(showing top box only, % very important)

Education philanthropies support school-based initiatives for pre-K, K-12, university, and other students, and fund educational programs to expand access to and improve educational outcomes. **54%**

Health philanthropies fund programs and research that expand access to care, address health disparities, and promote systemic changes to improve population health. **53%**

Environmental philanthropies support initiatives that protect the environment, mitigate disasters, and promote sustainability to improve environmental outcomes. **47%**

Economic development philanthropies invest in entrepreneurship, job creation, and economic growth to strengthen communities and reduce poverty. **46%**

Civic engagement philanthropies encourage active public participation through activities like voting, volunteering, and advocacy to strengthen communities and democratic institutions. **40%**

International development philanthropies address global poverty, education gaps, health challenges, and economic inequality, with a focus on developing countries, to empower communities worldwide. **39%**

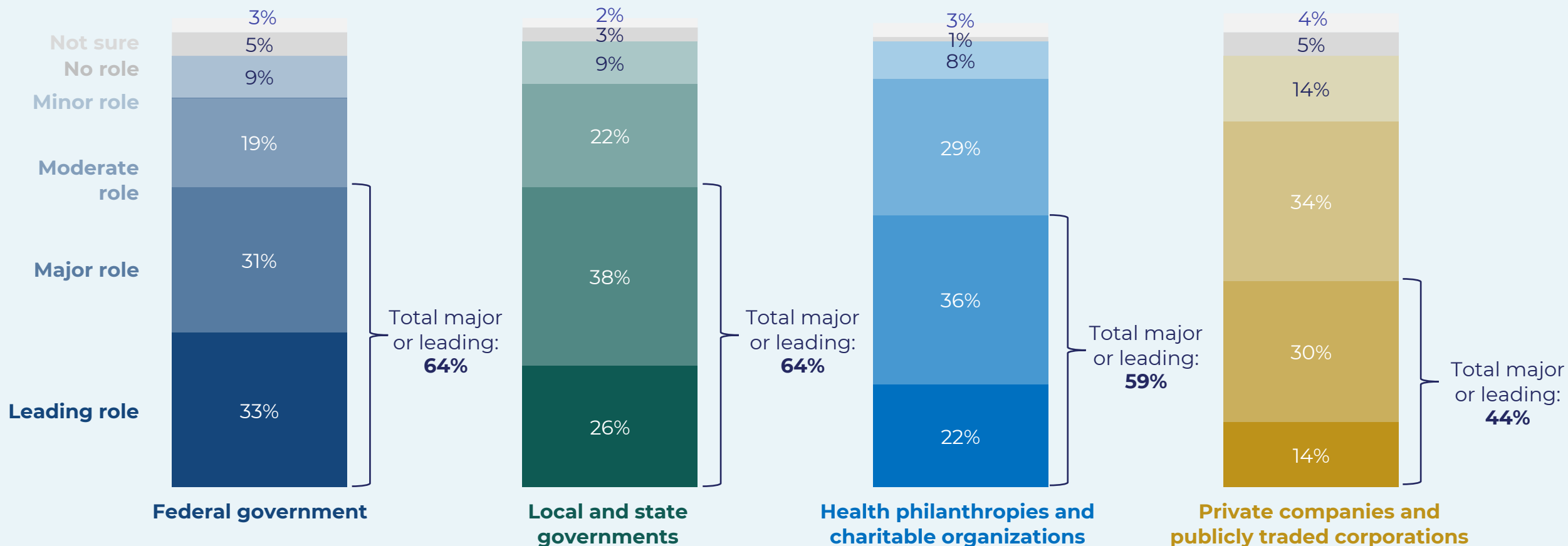
Arts and culture philanthropies fund theaters, museums, art exhibits, and creative arts programs to promote artistic expression and enrich communities. **36%**



Health philanthropies are more important among: (% very important)		Compared to: (% very important)	
Rural	59%	50%	Suburban
		56%	Urban
Household income \$100K+	58%	47%	Household income \$50K-99K
Bachelor's degree +	58%	50%	Some/no college
Women	58%	49%	Men

While more voters think government should lead, over half say health funders should play a leading or major role in keeping people healthy.

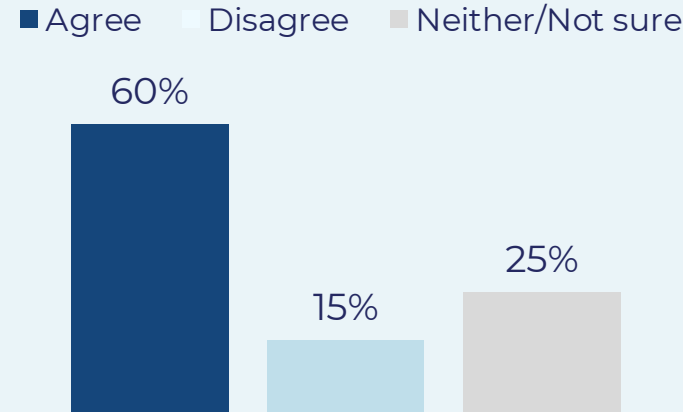
What role should each of the following play in funding programs and systems to keep people healthy and improve health outcomes in the U.S.?



Majority of voters agree that philanthropies should replace government when it does not provide essential services.

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.



More likely to agree: (% total agree)		Compared to: (% total agree)	
SNAP recipients	76%	53%	Non-SNAP
Under 45	69%	55%	Over 45
Parents	68%	56%	Non-parents
Urban	66%	56%	Suburban
		60%	Rural

Fewer policy professionals said philanthropies should replace government when the case for complementary roles was made.

"The government's role should never be replaced. Only supplemented. Government must never abandon its role in providing for basic social services."
– DC Policy Professional

"While foundations can innovate and fill gaps, relying on them to replace core government programs risks undermining the systemic stability and accountability."
– DC Policy Professional

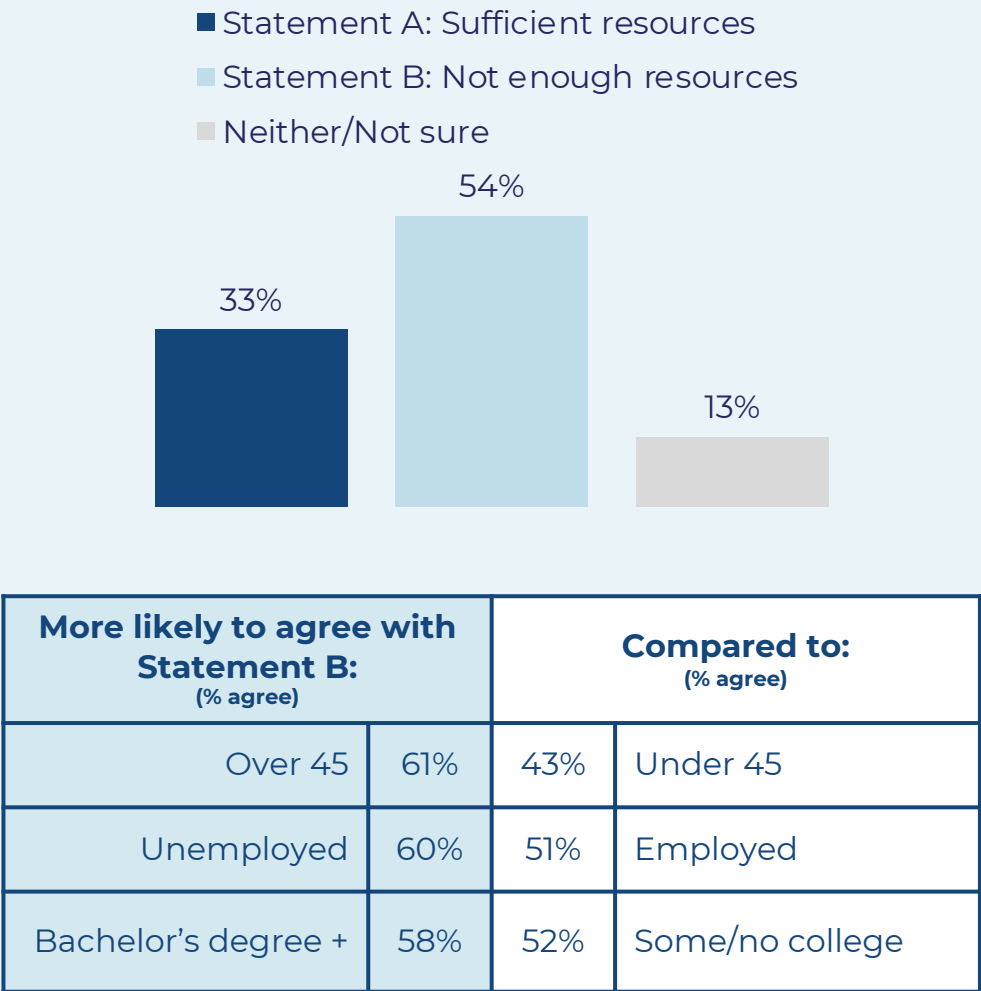
More than half of voters recognize philanthropy doesn't have the resources needed to completely replace government.



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.

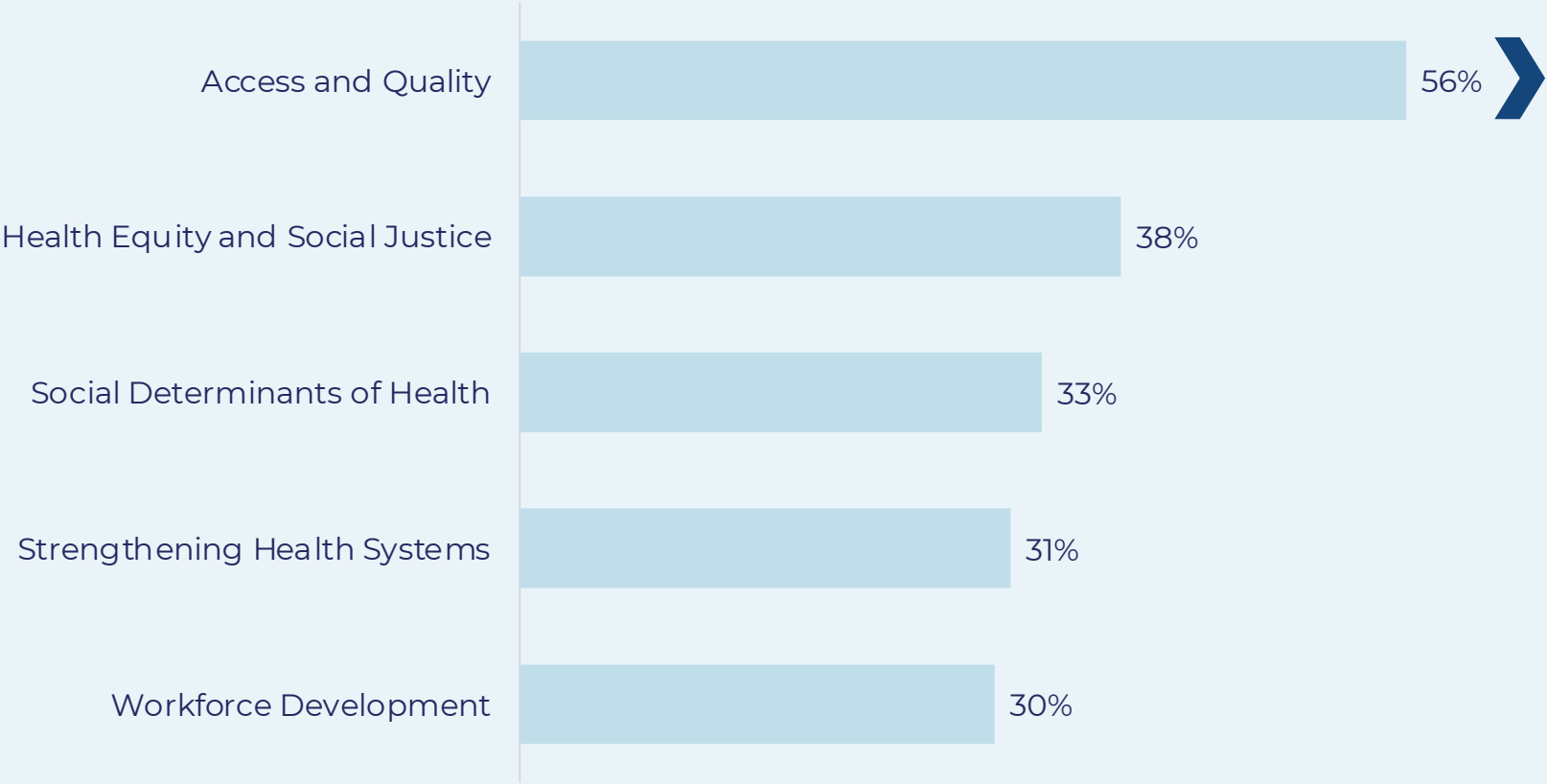
Statement B: No, health philanthropies **can help fill some gaps, but they do not have enough resources** to fully or mostly replace government funding for health programs and research.



Voters say it's most important for health funders to focus on access and quality, though health equity and social determinants are also important.



Most Important Areas For Health Philanthropies To Focus On



More likely to rank as most important: (% ranked)		Compared to: (% ranked)	
Baby boomers	65%	47%	Gen Z
West	63%	53%	South
Unemployed	62%	52%	Employed



Spotlight on Health Equity

While health equity and DEI are polarizing terms, most support a health system that ensures fair and just health opportunities for everyone.

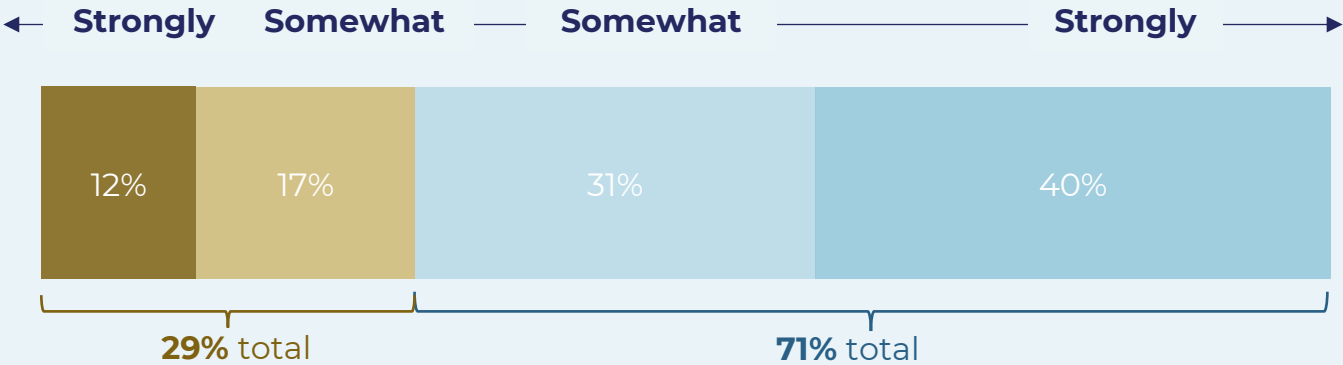


Oppose

Our healthcare system should be free from divisive policies or discriminatory practices, but **health equity policies encourage healthcare providers to deliver more services to patients of certain races, genders, sexualities, and religions.** These policies are wrong and discriminatory and should be eliminated.

More likely to oppose: (% total oppose)		Compared to: (% total oppose)	
Gen Z	38%	24%	Baby boomers
SNAP recipients	34%	26%	Non-SNAP

Which comes closer to your view?



Support

Our healthcare system should **ensure that everyone has a fair and just opportunity to achieve their highest level of health, regardless of race, gender, sexuality, or religion.** Addressing historic disadvantages that result in poorer health outcomes for certain groups, like people of color and women. helps reach the goal of everyone achieving good health.

More likely to support: (% total support)		Compared to: (% total support)	
Baby boomers	76%	62%	Gen Z
Northeast	76%	68%	South

*"[Equity is] ensuring that everyone has a fair opportunity to attain their optimal level of health."
– Engaged Voter*

*"Some people seem to have a knee-jerk reaction to the word 'equity', but to me it implies basic fairness without prejudice."
– DC Policy Professional*

An emphasis on “equity,” “determining factors,” and “DEI” is more divisive among policy professionals.

HEALTH EQUITY

- Many associate health equity with reducing disparities by removing systemic barriers, but 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.”

“Politically correct nonsense. An individual's health is based far more on choices than socioeconomic status or sexuality.”
– DC Policy Professional

DEI

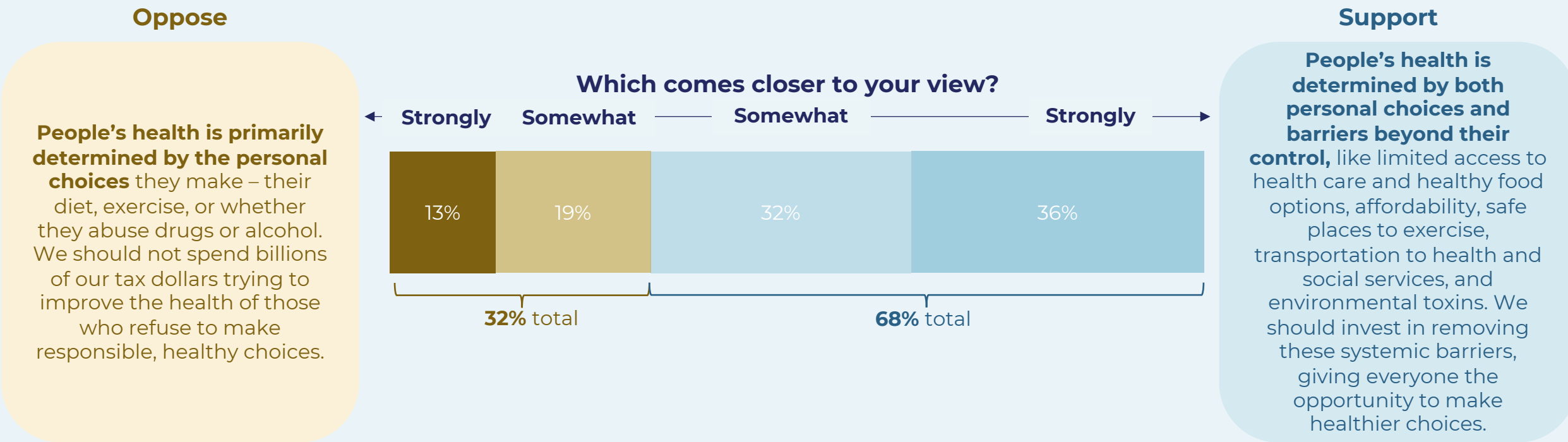
- Many see DEI as valuable for improving health outcomes, citing the importance of diverse medical researchers and representation among doctors and other health providers.
- Others conflate DEI with “discriminatory practices” in healthcare systems and see it as a distraction from the core mission of delivering quality care.

“[Health funders] should be cautious not to let DEI initiatives become a checkbox exercise that undermines excellence and diverts resources.”
– DC Policy Professional

Caution: Support for health philanthropy drops significantly when tied to health equity and/or DEI.

More voters believe health outcomes are driven by a combination of health behaviors and barriers beyond an individual’s control.

GRANTMAKERSHEALTH



More likely to oppose: (% total oppose)		Compared to: (% total oppose)	
Unfavorable DEI	57%	24%	Favorable DEI
Gen Z	38%	30%	Gen X
Men	37%	28%	Women

More likely to support: (% total support)		Compared to: (% total support)	
Favorable DEI	76%	43%	Unfavorable DEI
Women	72%	63%	Men

Q&A

Thank You

