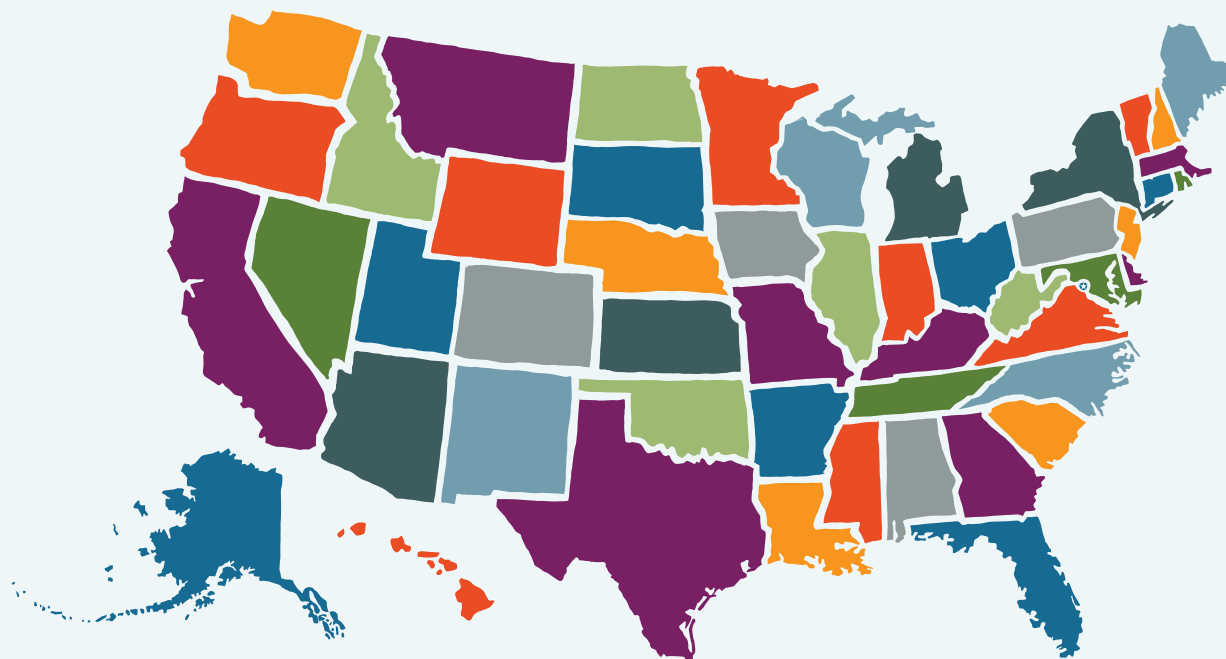


RANKING THE TOP CITIES FOR GIVING



A look at how charitable support varies by city

Nationwide, Fidelity Charitable's almost 150,000 donors make education, religion and human services the top focus of their giving. However, rankings of top cities for giving by charitable sector reveal how donor priorities differ across regions in the United States. These sector-giving lists show that Giving Account® support often has a geographic identity as well as a personal one, with the needs and interests specific to a metropolitan area frequently reflected in donor choices. Current events and emerging trends can shift these regional needs from year to year, further influencing where donors send charitable support and impacting the shape of a region's giving.

The information presented in these lists ranks Fidelity Charitable's top 30 metropolitan areas—which all have 400 or more Giving Accounts—by the percentage of local Giving Accounts that recommend grants to nonprofits across eight philanthropic sectors, including education, human services, religion, health, society benefit, art and culture, international affairs and environment and animals.¹

¹ Sector codes as defined by the National Center for Charitable Statistics (NCCS) National Taxonomy of Exempt Entities (NTEE).



Education

Education is the most popular charitable sector among Fidelity Charitable donors nationwide, with 54 percent of Giving Accounts supporting charities such as schools and universities, literacy and after-school programs and libraries.

Top metropolitan areas for education giving

Metro Area Rank in 2016 (year-over-year movement in ranking)

- 1 Bridgeport-Stamford-Norwalk
- 2 Boston-Cambridge-Quincy
- 3 San Francisco-Oakland-Fremont (+1)
- 4 New York-Northern New Jersey-Long Island (-1)
- 5 Washington-Arlington-Alexandria
- 6 San Jose-Sunnyvale-Santa Clara (+3)
- 7 Naples-Marco Island (-1)
- 8 Cleveland-Elyria-Mentor (new)
- 9 Philadelphia-Camden-Wilmington (-2)
- 10 St. Louis (-2)



Human Services

Human services is one of the most popular charitable sectors among Fidelity Charitable donors nationwide, with 53 percent of Giving Accounts sending support to charities such as food banks, homeless shelters and youth programs.

Top metropolitan areas for human services giving

Metro Area Rank in 2016 (year-over-year movement in ranking)

- 1 Bridgeport-Stamford-Norwalk (+4)
- 2 Naples-Marco Island (-1)
- 3 Boston-Cambridge-Quincy
- 4 Chicago-Naperville-Joliet
- 5 Cleveland-Elyria-Mentor (new)
- 6 San Francisco-Oakland-Fremont
- 7 San Jose-Sunnyvale-Santa Clara (+3)
- 8 Portland-Vancouver-Beaverton (new)
- 9 Denver-Aurora (-2)
- 10 New York-Northern New Jersey-Long Island (-1)



Religion

Religion is one of the most popular charitable sectors among Fidelity Charitable donors nationwide, with 53 percent of Giving Accounts sending support to organizations such as churches, synagogues and temples.

Top metropolitan areas for giving to religion

Metro Area Rank in 2016 (year-over-year movement in ranking)

- 1 Indianapolis-Carmel (+2)
- 2 Salt Lake City (-1)
- 3 Detroit-Warren-Livonia (+1)
- 4 St. Louis (+3)
- 5 Houston-Sugar Land-Baytown (+1)
- 6 Minneapolis-St. Paul-Bloomington (+3)
- 7 Dallas-Fort Worth-Arlington (-2)
- 8 Cincinnati-Middletown
- 9 Charlotte-Gastonia-Concord (-7)
- 10 Atlanta-Sandy Springs-Marietta



Health

Forty-one percent of Fidelity Charitable Giving Accounts send support to health related charities, including hospitals, medical research organizations, and health treatment programs.

Top metropolitan areas for health giving

Metro Area Rank in 2016 (year-over-year movement in ranking)

- 1 Boston-Cambridge-Quincy
- 2 Bridgeport-Stamford-Norwalk
- 3 Naples-Marco Island
- 4 Miami-Fort Lauderdale-Pompano Beach
- 5 New York-Northern New Jersey-Long Island
- 6 Cleveland-Elyria-Mentor (+4)
- 7 Detroit-Warren-Livonia
- 8 Chicago-Naperville-Joliet (new)
- 9 St. Louis (-3)
- 10 San Francisco-Oakland-Fremont



Society Benefit

More than a third (36 percent) of Fidelity Charitable Giving Accounts send support to society benefit charities, including civil rights, community improvement, social advocacy, and volunteer organizations.

Top metropolitan areas for giving to society benefit

Metro Area Rank in 2016 (year-over-year movement in ranking)

- 1 Miami-Fort Lauderdale-Pompano Beach
- 2 New York-Northern New Jersey-Long Island (+1)
- 3 Bridgeport-Stamford-Norwalk (-1)
- 4 Boston-Cambridge-Quincy (+1)
- 5 Cleveland-Elyria-Mentor (-1)
- 6 San Francisco-Oakland-Fremont (new)
- 7 Washington-Arlington-Alexandria (-1)
- 8 San Jose-Sunnyvale-Santa Clara (-1)
- 9 St. Louis, MO (-1)
- 10 Chicago-Naperville-Joliet (new)



Arts & Culture

Thirty percent of Fidelity Charitable Giving Accounts send support to arts and culture charities, including museums, arts organizations and public broadcasting services.

Top metropolitan areas for arts and culture giving

Metro Area Rank in 2016 (year-over-year movement in ranking)

- 1 San Francisco-Oakland-Fremont
- 2 Boston-Cambridge-Quincy
- 3 Bridgeport-Stamford-Norwalk (+2)
- 4 Seattle-Tacoma-Bellevue (+3)
- 5 Washington-Arlington-Alexandria (-2)
- 6 New York-Northern New Jersey-Long Island (-2)
- 7 Portland-Vancouver-Beaverton (new)
- 8 San Jose-Sunnyvale-Santa Clara
- 9 Miami-Fort Lauderdale-Pompano Beach
- 10 Cleveland-Elyria-Mentor



International Affairs

Twenty-six percent of Fidelity Charitable Giving Accounts send support to international affairs charities, such as international development, relief and human rights organizations.

Top metropolitan areas for international affairs giving

Metro Area Rank in 2016 (year-over-year movement in ranking)

- 1 New York-Northern New Jersey-Long Island (+3)
- 2 Washington-Arlington-Alexandria (-1)
- 3 San Francisco-Oakland-Fremont
- 4 San Jose-Sunnyvale-Santa Clara (-2)
- 5 Minneapolis-St. Paul-Bloomington (+1)
- 6 Portland-Vancouver-Beaverton (+4)
- 7 Bridgeport-Stamford-Norwalk (+3)
- 8 Seattle-Tacoma-Bellevue (-3)
- 9 Chicago-Naperville-Joliet (-1)
- 10 Los Angeles-Long Beach-Santa Ana



Environment & Animals

Twenty-three percent of Fidelity Charitable Giving Accounts send support to environment and animal charities, such as conservation organizations, zoos and animal shelters.

Top metropolitan areas for giving to environment and animals

Metro Area Rank in 2016 (year-over-year movement in ranking)

- 1 San Francisco-Oakland-Fremont
- 2 Boston-Cambridge-Quincy
- 3 Bridgeport-Stamford-Norwalk (+1)
- 4 San Jose-Sunnyvale-Santa Clara (-1)
- 5 Portland-Vancouver-Beaverton (+3)
- 6 Seattle-Tacoma-Bellevue (new)
- 7 Washington-Arlington-Alexandria (+2)
- 8 St. Louis (-3)
- 9 Cleveland-Elyria-Mentor (-3)
- 10 Baltimore-Towson (new)

The data for this report was obtained from Fidelity Charitable's internal reporting database and looks at Fidelity Charitable activity in calendar year 2016. For additional detail on reporting methodology, visit FidelityCharitable.org/geography-of-giving.

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