

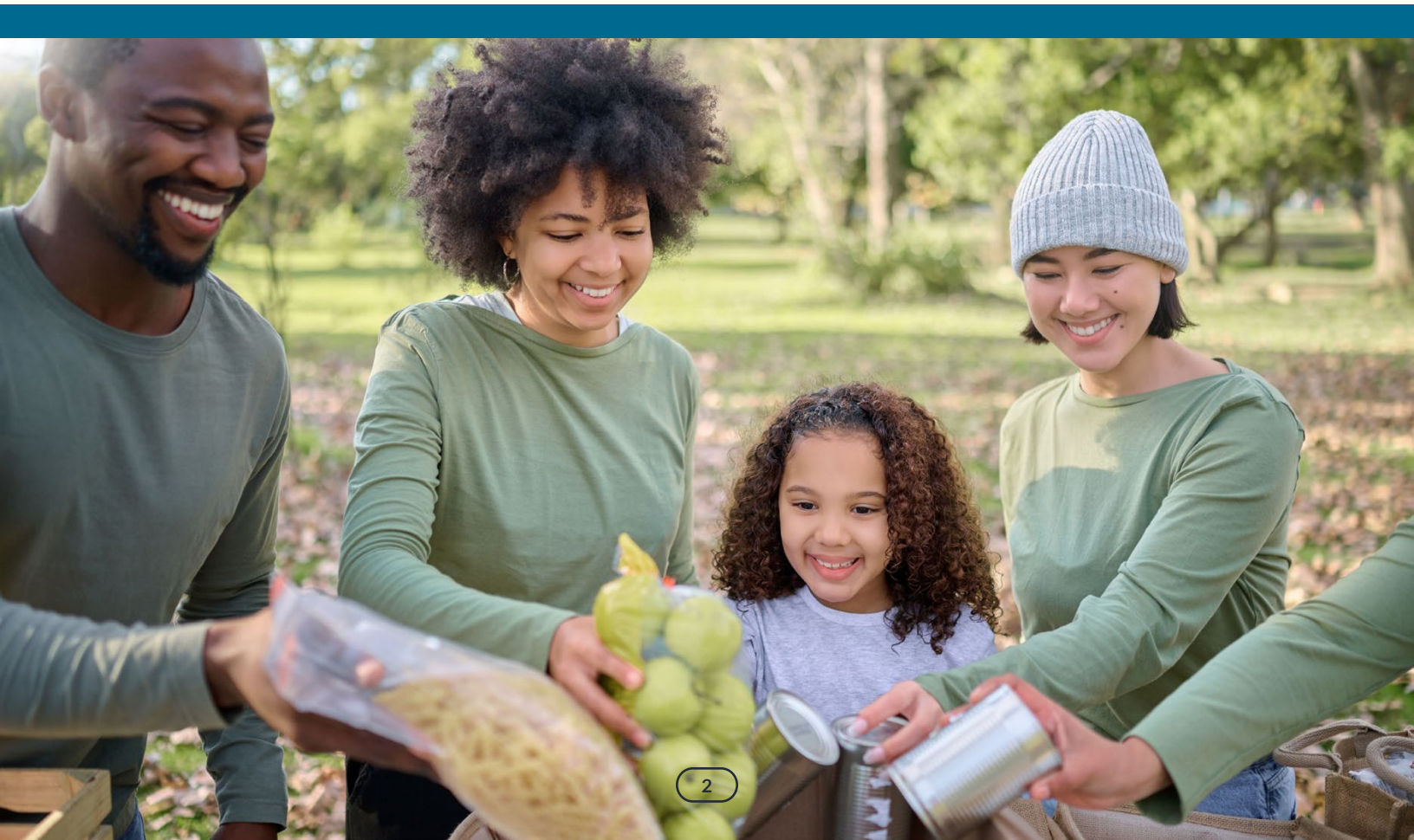
2023 Geography of Giving

**Dropping a pin on the local pulse
of American philanthropy**



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Executive summary

It's no secret that how we live—from professional to personal—revolves around where we live. Local events, demographics, history, environment, culture, economics, and education levels all intertwine to shape the personalities of cities that dot the American landscape—and the experiences of the people who call them home.

This report explores the role that geography plays in shaping American philanthropy, comparing geographic giving trends from the most recent pre-pandemic year of 2019 to those of 2022, when the world began to emerge from the grasp of COVID-19. How do different cities stack up when it comes to charitable giving? What philanthropic causes do donors in cities across the country care about most? And what's changed since 2019 that informs how we think about the future of philanthropy—and the many different directions it may take—across the country?

To understand answers to these questions, we examined Fidelity Charitable® donor grantmaking activity. Based on the analysis of approximately 100,000 accounts, this report ranks the top 30 metropolitan areas for Fidelity Charitable® in 2022—which all have 1,000 or more Fidelity Charitable donor-advised funds—by the percentage of local accounts that recommended grants to nonprofits across eight philanthropic sectors: Arts and Culture, Education, Environment and Animals, Health, Human Services, International Affairs, Religion, and Society Benefit. The report also ranks the cities by the percentage of grant dollars their resident donors recommended to local charities.

Top 30 cities for giving by region

Mid-Atlantic

- Baltimore
- New York City
- Philadelphia
- Washington, DC

Midwest

- Chicago
- Cincinnati
- Cleveland
- Detroit
- Indianapolis
- Milwaukee
- Minneapolis
- St. Louis

Northeast

- Boston
- Bridgeport

Pacific

- Los Angeles
- Portland
- San Diego
- San Francisco
- San Jose
- Seattle

Rocky Mountain

- Denver
- Salt Lake City

Southeast

- Atlanta
- Charlotte
- Miami
- Raleigh

Southwest

- Austin
- Dallas
- Houston
- Phoenix



What emerges is a dual perspective. Our American cities still reflect many core aspects of their pre-pandemic philanthropic identities. But there have been some important changes, too. Zooming in to understand these dynamics helps donors benchmark their own giving and identify new opportunities to create impact where they live. Financial advisors can use local and regional trends to inform clients in their communities and help jumpstart conversations around giving priorities and smarter giving approaches. And all who want to make more of a difference in the world can benefit from a clearer picture of how philanthropy shapes their communities—and how their communities shape philanthropy.

Charitable sector trends: local and national

At the local level in 2022, donor activity in top cities reflected broad national trends for the most popular charitable sectors. But local identities revealed geographic differences in philanthropic interests and priorities.

The most popular charitable sectors within Fidelity Charitable's 30 top cities for giving reflected broad national trends. At least two of the three most popular charitable sectors nationally—Human Services, Education, and Religion—ranked in the top four most popular sectors for all 30 of the cities. Human Services—the most popular charitable sector at a national level—was the most popular charitable sector in a majority of the cities (16 of 30 MSAs).

Yet, distinct local and regional patterns also emerged. Although International Affairs only appeared in the top-four ranking of six cities, five of those six cities were on the West Coast (California, Oregon, and Washington), while the sixth city was Washington, D.C.—the national hub for global policy and advocacy. Religion was the most popular charitable sector in the central and southern portions of the country as it ranked as the No. 1 sector in 12 of the 16 cities across the Midwest, Southeast, and Southwest regions. On the East and West coasts, Human Services was the most popular sector. In fact, Human Services ranked as the most popular sector for 12 of the 16 cities across the Mid-Atlantic, Northeast, Southeast and Pacific regions.



Human Services emerged as the new most popular charitable sector in the majority of the top 30 cities—representing a significant change on the East and West coasts since 2019. Religion remained the top charitable sector in most cities across the central and southern regions of the country.

From 2019 to 2022, a significant number of cities were home to donors who increased their support for Human Services charities—a shift that followed geographic lines. As a result, Human Services emerged as the most prevalent No. 1 ranked sector among the 30 cities (16 cities in 2022), surpassing Religion (12 cities in 2022). In eight cities—which represented nearly one-third of Fidelity Charitable’s top cities for giving and were primarily clustered along the East and West coasts—the most popular charitable sector shifted from either Education or Religion in 2019 to Human Services in 2022. In six of these eight cities, the most popular nonprofit was a food bank or other organization that focuses on food insecurity. Across these eight cities, there were six new nonprofits that rose to rank in the top three most popular local charities—and five of the six focus on hunger. This could indicate that donors in these cities redirected some of their prior support for Education to bolster Human Services charities addressing immediate hunger needs. This focus may be driven by continued attention on food programs that required extra support during the height of the COVID-19 pandemic in 2020 and 2021. Or it could be sparked by a rise in new concerns about food insecurity driven by sharp increases in consumer prices and inflation during 2022.

Unlike the popularity shift toward Human Services charities on the East and West coasts, Religion remained the most popular charitable sector in 12 of 18 cities across the Midwest, Southeast, Southwest, and Rocky Mountain regions. Within these regions, only two cities—Austin and Raleigh—saw their most popular sector shift from Religion to Human Services.

Most popular charitable sector in each city

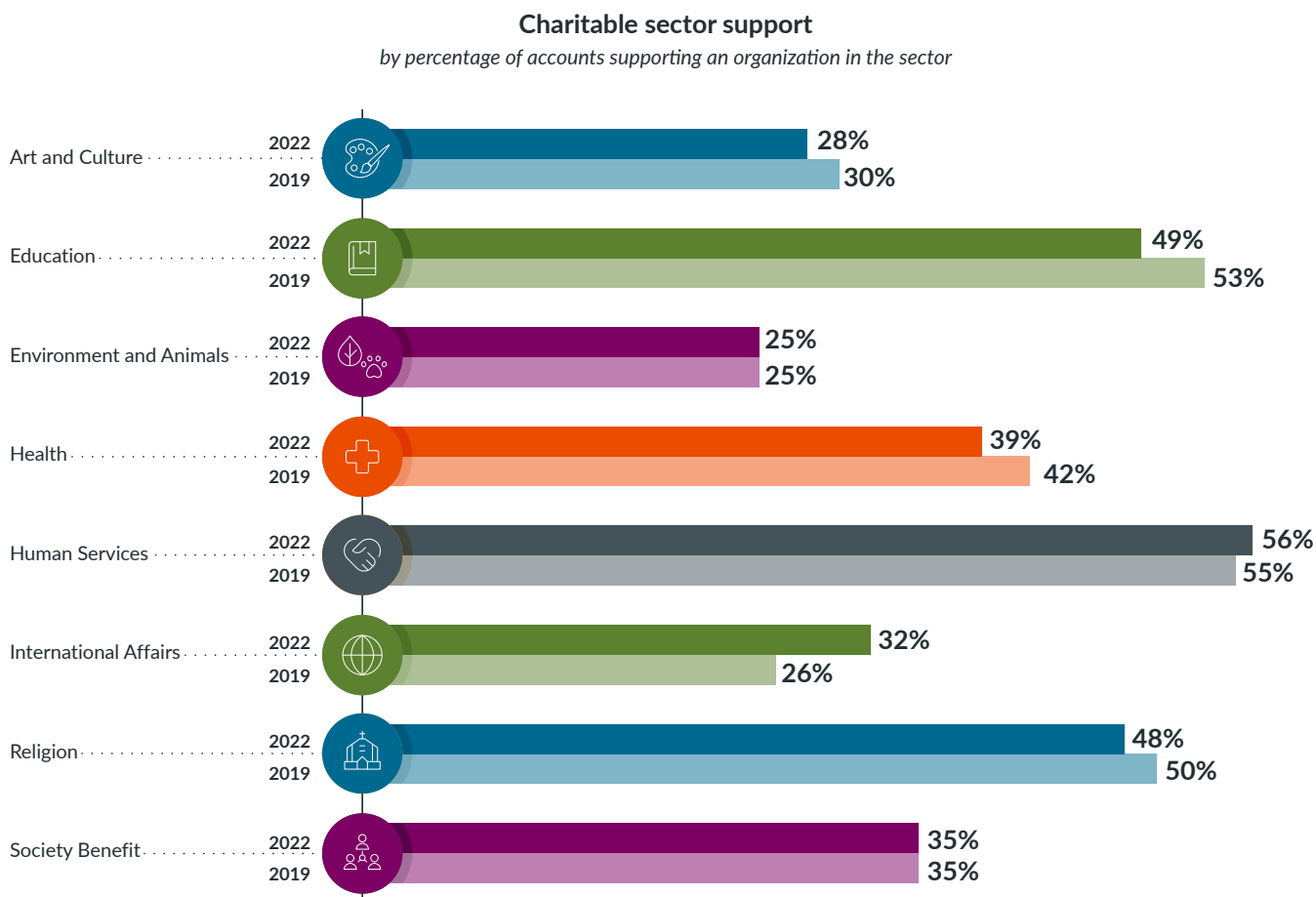
By percentage of local donor accounts recommending grants



[See full data in the appendix](#)

Nationally, the popularity of charitable sectors among donors remained relatively consistent—with increased support for nonprofits focused on International Affairs and Human Services.

From 2019 to 2022, donor preferences for their favorite charitable sectors remained largely consistent at a national level. Human Services, Education, and Religion were the three most popular sectors in 2019—a trio that still ranked at the top in 2022. However, while Human Services grew slightly in popularity since 2019, both Education and Religion were slightly less popular than they were in 2019. International Affairs experienced the greatest popularity boost in 2022, with 32% of Fidelity Charitable donor-advised funds supporting a charity in this sector—a 6% increase from 2019. This increase may partially reflect a wave of support for the humanitarian crisis in Ukraine, with Fidelity Charitable donors recommending hundreds of millions in grant dollars to provide aid during 2022.



[See full data in the appendix](#)

City rankings by charitable sector



Arts and Culture

Twenty-eight percent of Fidelity Charitable donor-advised funds sent support to Arts and Culture charities, including museums, arts organizations, and public broadcasting systems.



of donor-advised funds gave to Arts and Culture

Top metropolitan areas for Arts and Culture giving

Metro area rank in 2022 by percentage of donor accounts recommending grants

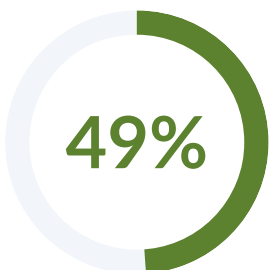
1.	Boston-Cambridge-Quincy	-
2.	San Francisco-Oakland-Fremont	+2
3.	Portland-Vancouver-Beaverton	-1
4.	Seattle-Tacoma-Bellevue	+1
5.	Bridgeport-Stamford-Norwalk	-2
6.	New York-Northern New Jersey-Long Island	+1
7.	Washington-Arlington-Alexandria	-1
8.	San Jose-Sunnyvale-Santa Clara	-
9.	Minneapolis-St. Paul-Bloomington	NEW
10.	Philadelphia-Camden-Wilmington	-1

RANKING CHANGE FROM 2019



Education

As the second most popular charitable sector among donors nationwide, education-focused charities received support from 49% of Fidelity Charitable donor-advised funds. These charities include schools and universities, literacy initiatives, after-school programs, and libraries.



of donor-advised funds gave to Education

Top metropolitan areas for Education giving

Metro area rank in 2022 by percentage of donor accounts recommending grants

1.	Bridgeport-Stamford-Norwalk	-
2.	Boston-Cambridge-Quincy	-
3.	San Francisco-Oakland-Fremont	-
4.	New York-Northern New Jersey-Long Island	-
5.	Washington-Arlington-Alexandria	-
6.	San Jose-Sunnyvale-Santa Clara	-
7.	Philadelphia-Camden-Wilmington	-
8.	Cleveland-Elyria-Mentor	+2
9.	Baltimore-Towson	-1
10.	Miami-Fort Lauderdale-Pompano Beach	NEW

RANKING CHANGE FROM 2019



Environment and Animals

Twenty-five percent of Fidelity Charitable donor-advised funds sent support to Environment and Animal charities, such as conservation organizations, zoos, and animal shelters.



of donor-advised funds gave to Environment and Animals

Top metropolitan areas for Environment and Animals giving

Metro area rank in 2022 by percentage of donor accounts recommending grants

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

RANKING CHANGE FROM 2019



Health

Thirty-nine percent of Fidelity Charitable donor-advised funds sent support to health-related charities, including hospitals, medical research organizations, and health treatment programs.



of donor-advised funds gave to Health

Top metropolitan areas for Health giving

Metro area rank in 2022 by percentage of donor accounts recommending grants

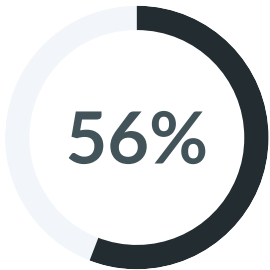
1.	Boston-Cambridge-Quincy	-
2.	Bridgeport-Stamford-Norwalk	-
3.	Miami-Fort Lauderdale-Pompano Beach	-
4.	Cleveland-Elyria-Mentor	NEW
5.	New York-Northern New Jersey-Long Island	-1
6.	Detroit-Warren-Livonia	NEW
7.	Baltimore-Towson	NEW
8.	Philadelphia-Camden-Wilmington	-2
9.	Chicago-Naperville-Joliet	-2
10.	Charlotte-Gastonia-Concord	-5

RANKING CHANGE FROM 2019



Human Services

Represented by nonprofits such as food banks, homeless shelters, and youth programs, Human Services was the most popular charitable sector among Fidelity Charitable donors nationwide. In 2022, 56% of Fidelity Charitable donor-advised funds sent support to charities in this sector.



56% of donor-advised funds gave to Human Services

Top metropolitan areas for Human Services giving

Metro area rank in 2022 by percentage of donor accounts recommending grants

1.	Cleveland-Elyria-Mentor	+2
2.	Boston-Cambridge-Quincy	-1
3.	Bridgeport-Stamford-Norwalk	-1
4.	Chicago-Naperville-Joliet	-
5.	Washington-Arlington-Alexandria	+1
6.	Philadelphia-Camden-Wilmington	+4
7.	Baltimore-Towson	NEW
8.	Detroit-Warren-Livonia	-1
9.	New York-Northern New Jersey-Long Island	-1
10.	San Francisco-Oakland-Fremont	-1

RANKING CHANGE FROM 2019



International Affairs

Among all the sectors, International Affairs experienced the greatest increase in donor support since 2019. During 2022, 32% of Fidelity Charitable donor-advised funds sent support to International Affairs charities, such as international development, relief, and human rights organizations.



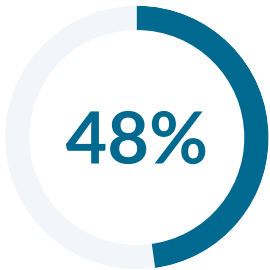
32% of donor-advised funds gave to International Affairs

Top metropolitan areas for International Affairs giving

Metro area rank in 2022 by percentage of donor accounts recommending grants

1.	Washington-Arlington-Alexandria	-
2.	San Jose-Sunnyvale-Santa Clara	-
3.	New York-Northern New Jersey-Long Island	-
4.	Seattle-Tacoma-Bellevue	+5
5.	San Francisco-Oakland-Fremont	-1
6.	Portland-Vancouver-Beaverton	-
7.	Boston-Cambridge-Quincy	NEW
8.	Baltimore-Towson	NEW
9.	San Diego-Carlsbad-San Marcos	NEW
10.	Chicago-Naperville-Joliet	-2

RANKING CHANGE FROM 2019



of donor-advised funds gave to Religion

Religion

Religion is the third most popular charitable sector among Fidelity Charitable donors nationwide. During 2022, 48% of Fidelity Charitable donor-advised funds sent support to religious houses of worship.

Top metropolitan areas for Religion giving

Metro area rank in 2022 by percentage of donor accounts recommending grants

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

RANKING CHANGE FROM 2019



of donor-advised funds gave to Society Benefit

Society Benefit

Thirty-five percent of Fidelity Charitable donor-advised funds sent support to Society Benefit charities, including those focused on civil rights, community improvement, social advocacy, and volunteerism.

Top metropolitan areas for Society Benefit giving

Metro area rank in 2022 by percentage of donor accounts recommending grants

1.	Miami-Fort Lauderdale-Pompano Beach	-
2.	New York-Northern New Jersey-Long Island	+1
3.	Bridgeport-Stamford-Norwalk	-1
4.	Boston-Cambridge-Quincy	-
5.	Washington-Arlington-Alexandria	-
6.	Baltimore-Towson	+2
7.	San Francisco-Oakland-Fremont	-1
8.	Cleveland-Elyria-Mentor	NEW
9.	Milwaukee-Waukesha-West Allis	NEW
10.	Philadelphia-Camden-Wilmington	-1

RANKING CHANGE FROM 2019

City rankings by local charity support

Donor support of local nonprofits remained relatively steady—with half of the cities ranked in the top 10 for local charity support increasing the percentage of donor-recommended grant dollars to organizations where donors live.

When Fidelity Charitable donors consider how to recommend grant dollars, many choose to prioritize nonprofits located where they live. By doing so, they can see firsthand the direct impact that their grant recommendations make on their communities and the everyday lives of their neighbors and fellow citizens. Other donors choose to direct their philanthropic support toward charities that are focused on complex challenges on a global scale, distant humanitarian crises, or disaster relief efforts outside of their immediate geographic footprint.

On average across the top 30 cities in 2022, four out of every five donors recommended at least one grant to a nonprofit located in their metro area. Due to the high prevalence of donors supporting local nonprofits, this report analyzed the percentage of grant dollars sent to local nonprofits—rather than proportion of donors recommending grants—to measure local charity support. Nationwide, 39% of donor-recommended grant dollars in 2022 were sent to charities located in the cities where donors live. This holds nearly even with 2019, when approximately 42% of grant dollars went to local charities. Of Fidelity Charitable’s top 30 cities for giving, more than half (17 of 30) granted a higher percentage of philanthropic dollars to local nonprofits than the national average. Donors in nine of the 30 cities increased their focus on local giving, recommending a higher percentage of grant dollars to local charities in 2022 than they did in 2019.

Within the top 10 cities where support for local charities was highest, three of the top four MSAs (St. Louis, Salt Lake City, and Milwaukee) maintained their same high rankings from 2019. Despite a reduced percentage of grant dollars going to local charities in each of these three cities compared to 2019, donors in all three still supported local nonprofits at levels that far exceeded the national average. Donors in five of the top 10 cities granted a higher percentage of dollars to local organizations than they did in 2019. In particular, the Midwest was well represented among the most locally philanthropic cities, with three of the top five cities—St. Louis, Cincinnati, and Milwaukee—located in the region.

Top 10 cities supporting local charities in 2022

by percentage of grant dollars recommended by donor residents to charities located in their home cities

City	Percentage of grant dollars to local charities in 2022	Rank vs. 2019
National	39%	
1. St. Louis	66%	—
2. Salt Lake City	64%	—
3. Atlanta-Sandy Springs-Marietta	63%	+4
4. Milwaukee-Waukesha-West Allis	59%	—
5. Cincinnati-Middletown	59%	+4
6. Dallas-Fort Worth-Arlington	58%	+4
7. Baltimore-Towson	57%	NEW
8. Charlotte-Gastonia-Concord	57%	—
9. New York-Northern New Jersey-Long Island	54%	-3
10. San Diego-Carlsbad-San Marcos	53%	NEW



Appendix

2019 Rankings

City rankings by charitable sector and local charity support (2019)

2019 rankings of Fidelity Charitable's top 30 metropolitan areas, which all have 800 or more Fidelity Charitable donor-advised funds, by the percentage of local accounts that recommended grants to nonprofits across eight philanthropic sectors. City rankings for local charity support are based on the percentage of grant dollars that donors recommended to nonprofits located in their own metro areas.

ARTS AND CULTURE

1. Boston-Cambridge-Quincy
2. Portland-Vancouver-Beaverton
3. Bridgeport-Stamford-Norwalk
4. San Francisco-Oakland-Fremont
5. Seattle-Tacoma-Bellevue
6. Washington-Arlington-Alexandria
7. New York-Northern New Jersey-Long Island
8. San Jose-Sunnyvale-Santa Clara
9. Philadelphia-Camden-Wilmington
10. Cleveland-Elyria-Mentor

EDUCATION

1. Bridgeport-Stamford-Norwalk
2. Boston-Cambridge-Quincy
3. San Francisco-Oakland-Fremont
4. New York-Northern New Jersey-Long Island
5. Washington-Arlington-Alexandria
6. San Jose-Sunnyvale-Santa Clara
7. Philadelphia-Camden-Wilmington
8. Baltimore-Towson
9. Charlotte-Gastonia-Concord
10. Cleveland-Elyria-Mentor

ENVIRONMENT AND ANIMALS

1. Boston-Cambridge-Quincy
2. San Francisco-Oakland-Fremont
3. Portland-Vancouver-Beaverton
4. Bridgeport-Stamford-Norwalk
5. San Jose-Sunnyvale-Santa Clara
6. Seattle-Tacoma-Bellevue
7. Baltimore-Towson
8. Durham
9. Washington-Arlington-Alexandria
10. Denver-Aurora

HEALTH

1. Boston-Cambridge-Quincy
2. Bridgeport-Stamford-Norwalk
3. Miami-Fort Lauderdale-Pompano Beach
4. New York-Northern New Jersey-Long Island
5. Charlotte-Gastonia-Concord
6. Philadelphia-Camden-Wilmington
7. Chicago-Naperville-Joliet
8. Denver-Aurora
9. St. Louis
10. Washington-Arlington-Alexandria

HUMAN SERVICES

1. Boston-Cambridge-Quincy
2. Bridgeport-Stamford-Norwalk
3. Cleveland-Elyria-Mentor
4. Chicago-Naperville-Joliet
5. Portland-Vancouver-Beaverton
6. Washington-Arlington-Alexandria
7. Detroit-Warren-Livonia
8. New York-Northern New Jersey-Long Island
9. San Francisco-Oakland-Fremont
10. Philadelphia-Camden-Wilmington

INTERNATIONAL AFFAIRS

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

RELIGION

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

SOCIETY BENEFIT

1. Miami-Fort Lauderdale-Pompano Beach
2. Bridgeport-Stamford-Norwalk
3. New York-Northern New Jersey-Long Island
4. Boston-Cambridge-Quincy
5. Washington-Arlington-Alexandria
6. San Francisco-Oakland-Fremont
7. St. Louis
8. Baltimore-Towson
9. Philadelphia-Camden-Wilmington
10. San Jose-Sunnyvale-Santa Clara

LOCAL CHARITY SUPPORT

1. St. Louis
2. Salt Lake City
3. Washington-Arlington-Alexandria
4. Milwaukee-Waukesha-West Allis
5. Raleigh-Cary
6. New York-Northern New Jersey-Long Island
7. Atlanta-Sandy Springs-Marietta
8. Charlotte-Gastonia-Concord
9. Cincinnati-Middletown
10. Dallas-Fort Worth-Arlington

Charitable sector support*by percentage of accounts supporting an organization in the sector*

	2019	2022
Art and Culture	30%	28%
Education	53%	49%
Environment and Animals	25%	25%
Health	42%	39%
Human Services	55%	56%
International Affairs	26%	32%
Religion	50%	48%
Society Benefit	35%	35%

Methodology

The data for this report was obtained from Fidelity Charitable's internal reporting database. This analysis is for the 2019 and 2022 calendar years. The charitable sectors are defined by the National Center for Charitable Statistics (NCCS) National Taxonomy of Exempt Entities (NTEE).

The top cities for charitable sector and local charity support rankings are generated from a list of Fidelity Charitable's top 30 metropolitan areas, by number of Fidelity Charitable donor-advised funds whose primary account holder's address is in the area. These areas align with U.S. Census metropolitan statistical areas (MSAs).

- For the charitable sector rankings, the cities are ranked by percentage of Fidelity Charitable donor-advised funds supporting a given sector in a region. For example, 6,732 out of the 13,093 accounts located in Boston support charities classified by the NTEE as being in the Health sector, which is a higher percentage than any other city in the top 30 MSAs.
- For the local charity support rankings, the cities are ranked by the percentage of grant dollars recommended by donors living in the MSA to charities located in their home cities. For example, Fidelity Charitable donors living in St. Louis recommended 65.9% of their donor-advised fund grant dollars to charities located in St. Louis, which is a higher percentage than any other city in the top 30 MSAs.

Lists of the most popular nonprofits in each city are ranked based on the number of Fidelity Charitable donor-advised funds supporting an individual charity.

Two instances of outlier grant activity were removed from some calculations, such as total grant amount, average grant size and percentage of grant dollars to charities in the donor's home city. One Giving Account® with a disproportionate level of granting activity was removed from one market's calculations, such as average grant size and average number of grants per account.



About Fidelity Charitable

Fidelity Charitable is an independent public charity that has helped donors support nearly 382,000 nonprofit organizations with nearly \$73 billion in grants. Established in 1991, Fidelity Charitable launched the first national donor-advised fund program. The mission of the organization is to grow the American tradition of philanthropy by providing programs that make charitable giving accessible, simple, and effective.

To learn more about Fidelity Charitable, visit our website at FidelityCharitable.org or call us at 800-262-6039.



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Eligible grant recipients of Fidelity Charitable include IRS-qualified public charities described in Internal Revenue Code Section 501(c)(3), with the exception of certain types of organizations (e.g., non-functionally integrated type III supporting organizations).

All grant recommendations, including scheduled grants, are subject to review by the Trustees of Fidelity Charitable.

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