

# Communities in crisis

How donors are responding  
to COVID-19



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# Executive summary

Touching every corner of the globe, the COVID-19 pandemic has upended the lives of millions—both medically and economically. Just in the United States, more than a million cases of the virus were reported through the month of April.<sup>1</sup> And as countless businesses shuttered in response, many were left without a reliable source of income—launching the unemployment rate to 14.7 percent nationally,<sup>2</sup> the highest it's been since the Great Depression.

No area of the United States is impervious to the crisis, but states and regions have been impacted in different ways. Densely populated areas or places with weaker healthcare systems may face greater medical risk, while locations that rely on the hospitality and tourism industries are in precarious economic situations. During typical natural disasters, the world watches as one community is affected and offers support to that area through donations and aid. But as this crisis wears on, people everywhere are struggling with the devastating effects of the pandemic.

As the pandemic takes its toll on communities around the world, many have turned to philanthropy to assist those facing medical or economic difficulties. To understand how this unprecedented crisis has influenced charitable giving, we examined Fidelity Charitable® donor grantmaking activity from January to April 2020. We then zoomed in to understand how donors in different geographic areas responded to the crisis—the ways they united behind a common purpose and the ways that their unique experiences with the virus created more location-specific giving patterns. This report illustrates how Fidelity Charitable® donors responded in a time of upheaval and confusion—pivoting to provide aid when and where it was most urgently needed.

<sup>1</sup> Centers for Disease Control and Prevention COVID-19 tracking statistics

<sup>2</sup> U.S. Bureau of Labor Statistics

# Key takeaways

## **The COVID-19 pandemic prompted massive layoffs and left millions facing economic devastation—triggering a dramatic response from donors.**

- Giving to the Human Services sector, which includes organizations that provide basic care like food and shelter, skyrocketed in the first four months of 2020. Human Services was the most popular charitable sector in 21 states and Washington, D.C. in the beginning of 2020—compared to 2019 when it was the most popular sector in only seven states.
- Nationally, donors recommended grants totaling nearly \$75 million to free food programs in the first part of 2020—compared to \$9.7 million in 2019.
- More than 18,000 Giving Accounts supported a free food program nationwide. The most popular nonprofit among donors in 38 states and Washington, D.C. was a local food bank or other organization fighting hunger.

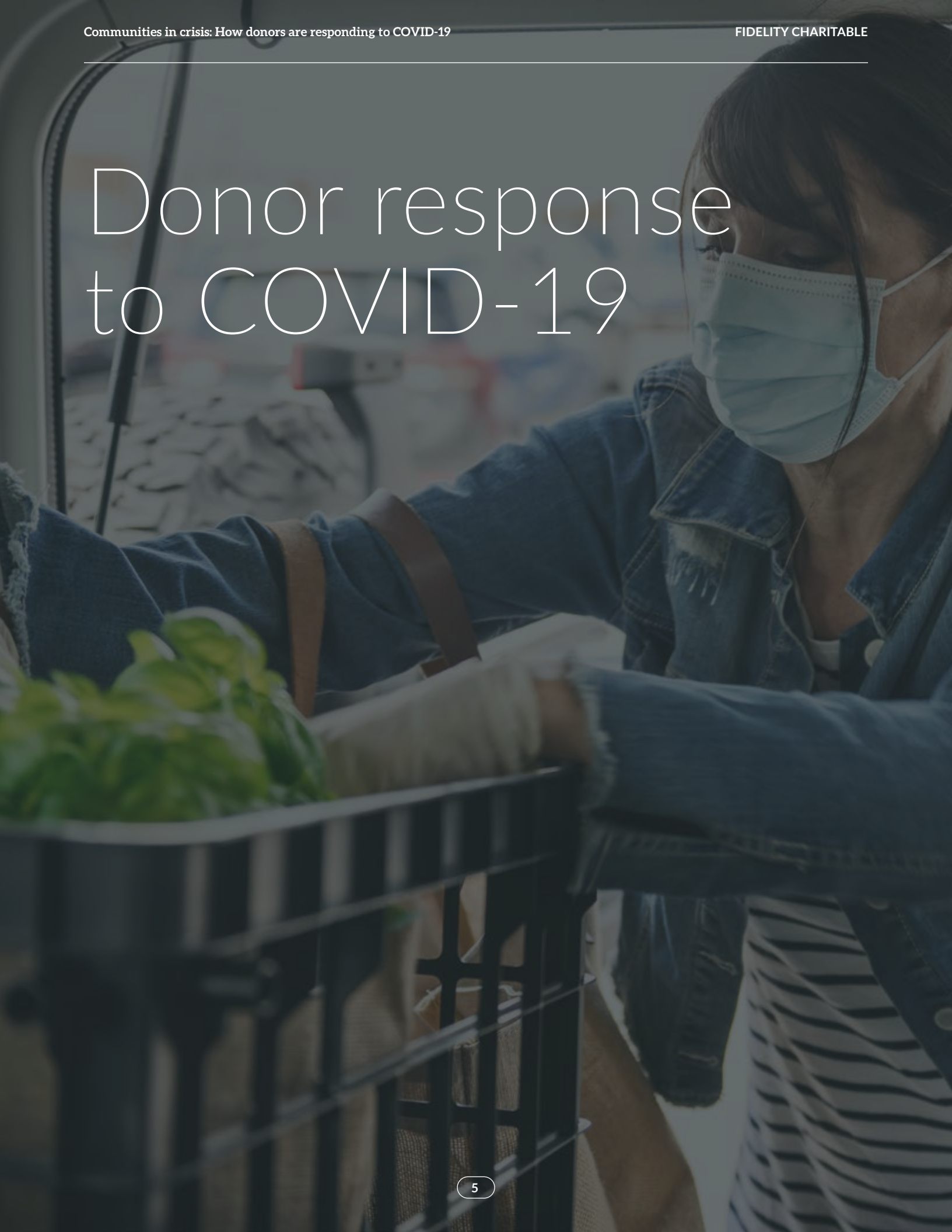
## **However, donors also continued to support their regular charities in similar ways as the previous year.**

- Despite a large spike in giving to Human Services organizations, donors maintained normal levels of support for organizations in other charitable sectors such as Arts and Culture, International Affairs and Religion.
- Donors supported nonprofits within their home states with 49 percent of recommended grant dollars—the same rate as in 2019—indicating that the pandemic did not affect donors' approach to giving locally vs. nationally or internationally.

## **Donors in all regions of the country accelerated their generosity and responded rapidly to the scale and scope of the crisis.**

- In the first four months of the year, donors nationwide recommended 544,000 grants totaling \$2.4 billion—an increase of 16 percent from the same time period in 2019, despite a stock market that plunged in March and widespread fears of an economic recession.
- Grants with designations indicating that the donor wished the funds to be used specifically to address the COVID-19 crisis totaled \$184 million. But because many donors choose to designate funds to be used “where needed most,” much of the additional \$330 million granted this year compared to last year can likely be attributed to the pandemic.
- The COVID-19 crisis motivated donors everywhere to act. Every geographic region increased its grant volume by 28 percent or more over the same period in 2019.

# Donor response to COVID-19



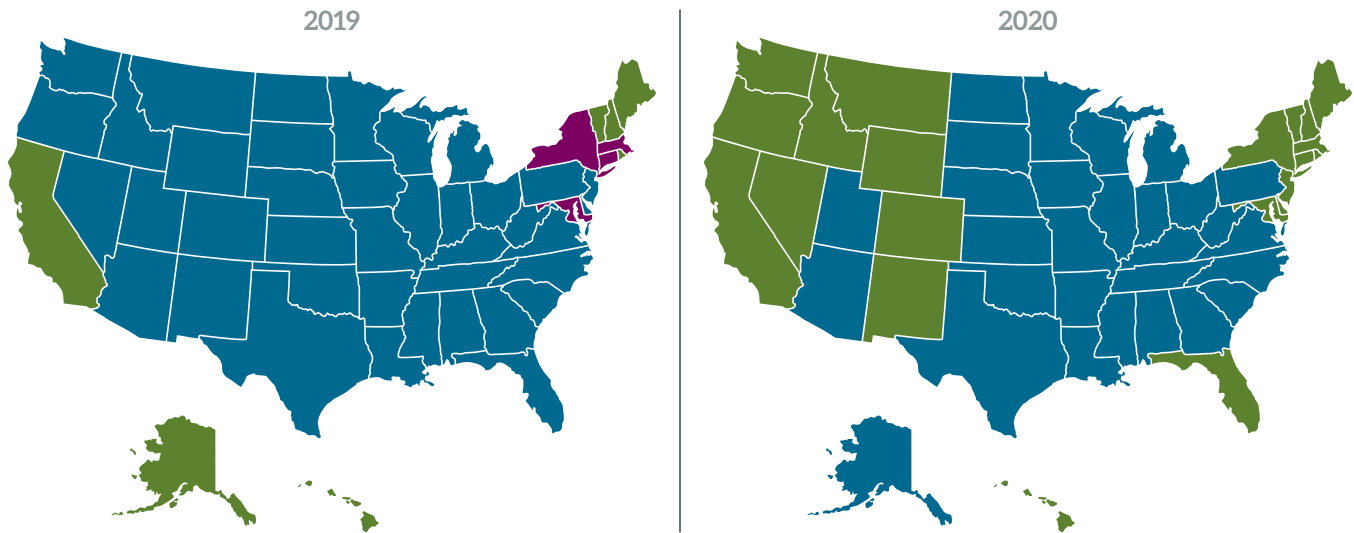
## Human Services became the most popular charitable sector in 21 states as donors stepped up support to organizations providing basic care services.

Donor grantmaking is divided up among eight charitable sectors, as defined by the IRS: Arts and Culture, Education, Environment and Animals, Health, Human Services, International Affairs, Religion and Society Benefit. Nationally, Education and Religion tend to be the most popular charitable sectors among Fidelity Charitable donors, by the percentage of Giving Accounts that support an organization in the category.

In 2019—a more typical grantmaking year—Religion was the most popular charitable sector in the majority of states, particularly in the South and Midwest. Education was more heavily supported by Northeast and Mid-Atlantic donors, with their more highly educated populations and proximity to many of our nation’s most prestigious universities.

However, grantmaking to some of the charitable sectors—like Human Services, which includes organizations that provide basic, daily care for vulnerable populations—is heavily influenced by current events and crises. And 2020 brought an unprecedented crisis—spurring a massive appeal for help with basic human needs like food and shelter. Donors’ response to the crisis was so strong that it reordered the ranking of most popular charitable sectors in many states, particularly in the Pacific, Rocky Mountain, Mid-Atlantic and Northeast regions. Widespread support for pandemic relief has driven Human Services to the top of the ranking in 21 states and Washington, D.C.

### Most popular charitable sector in each state



Religion



Human Services



Education

## Granting to free food programs increased more than 600 percent nationwide.

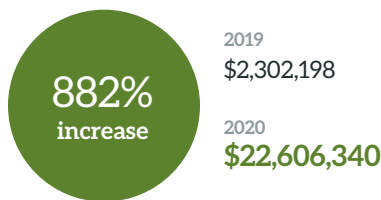
One of the brutal side effects of the COVID-19 pandemic has been food insecurity that is plaguing communities across the country. Organizations that provide free food programs—such as food banks or Meals on Wheels—have struggled to keep up amid a huge surge in demand as millions of people became unemployed in the span of only a few weeks.

Fidelity Charitable donors have responded in kind—with a staggering 667 percent increase in recommended grant dollars to free food programs nationwide. Eleven states have seen recommended grant dollars to these organizations jump by more than 1000 percent over 2019—including Mississippi, Nebraska, Hawaii, Wisconsin and New Hampshire.

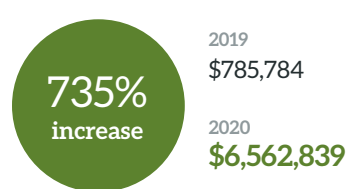
Regionally, Mid-Atlantic donors recommended more than \$22 million in grants to free food programs—an increase of nearly 900 percent. Donors in the Southwest and Midwest also stepped up support for these organizations—with increases of more than 700 percent.

### Grant dollars to free food programs

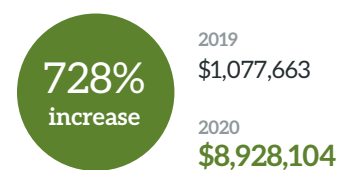
#### Mid-Atlantic Region



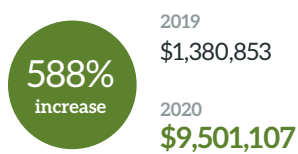
#### Southwest Region



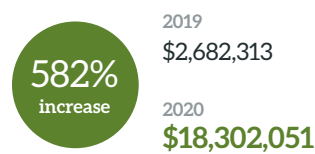
#### Midwest Region



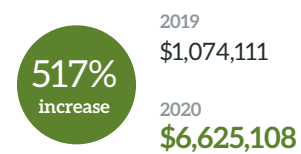
#### Northeast Region



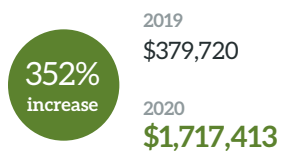
#### Pacific Region



#### Southeast Region



#### Rocky Mountain Region

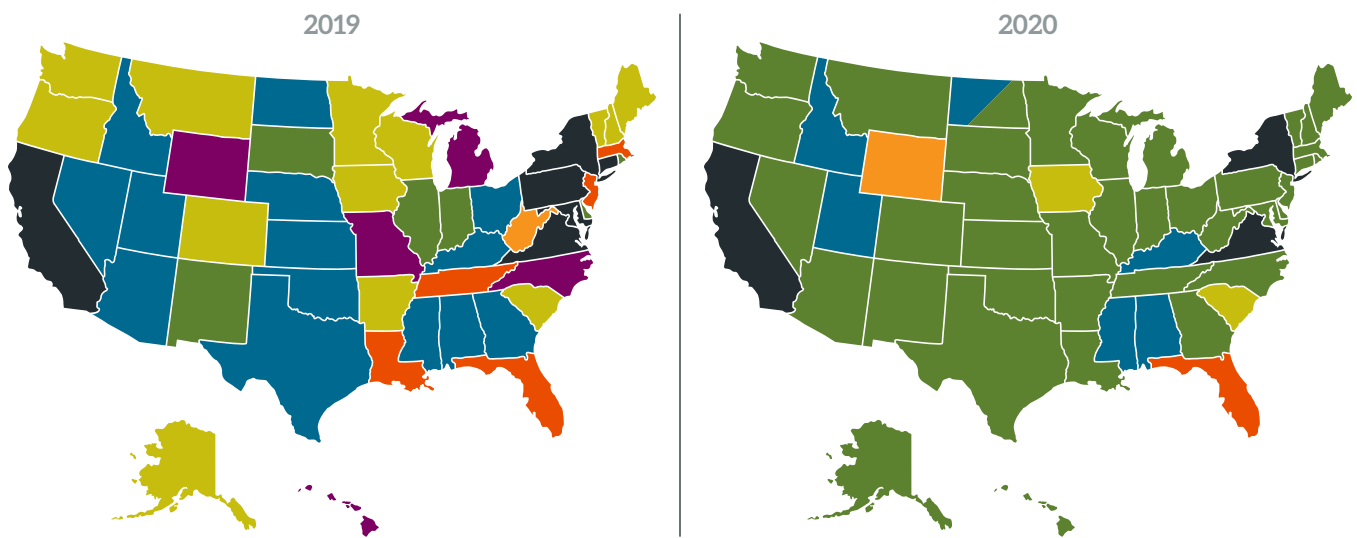


## The most popular nonprofit in the majority of states was a Human Services charity.

Donor response to the issue of food insecurity was so sweeping that a local food bank or other organization fighting hunger was the most popular nonprofit in 38 states and Washington, D.C. in the first four months of 2020. This focused, unified response is particularly notable compared to 2019, when the list of most popular nonprofits in each state included a wide variety of organizations across many of the charitable sectors.

To find the most popular nonprofit in each state, see the full set of state data beginning on [page 16](#).

### Most popular nonprofit in each state, by charitable sector



			
Arts & Culture	Education	Health	Human Services
			
International Affairs	Religion	Society Benefit	



## Despite a significant increase in support for Human Services nonprofits, donors also maintained their regular support for organizations of all sectors.

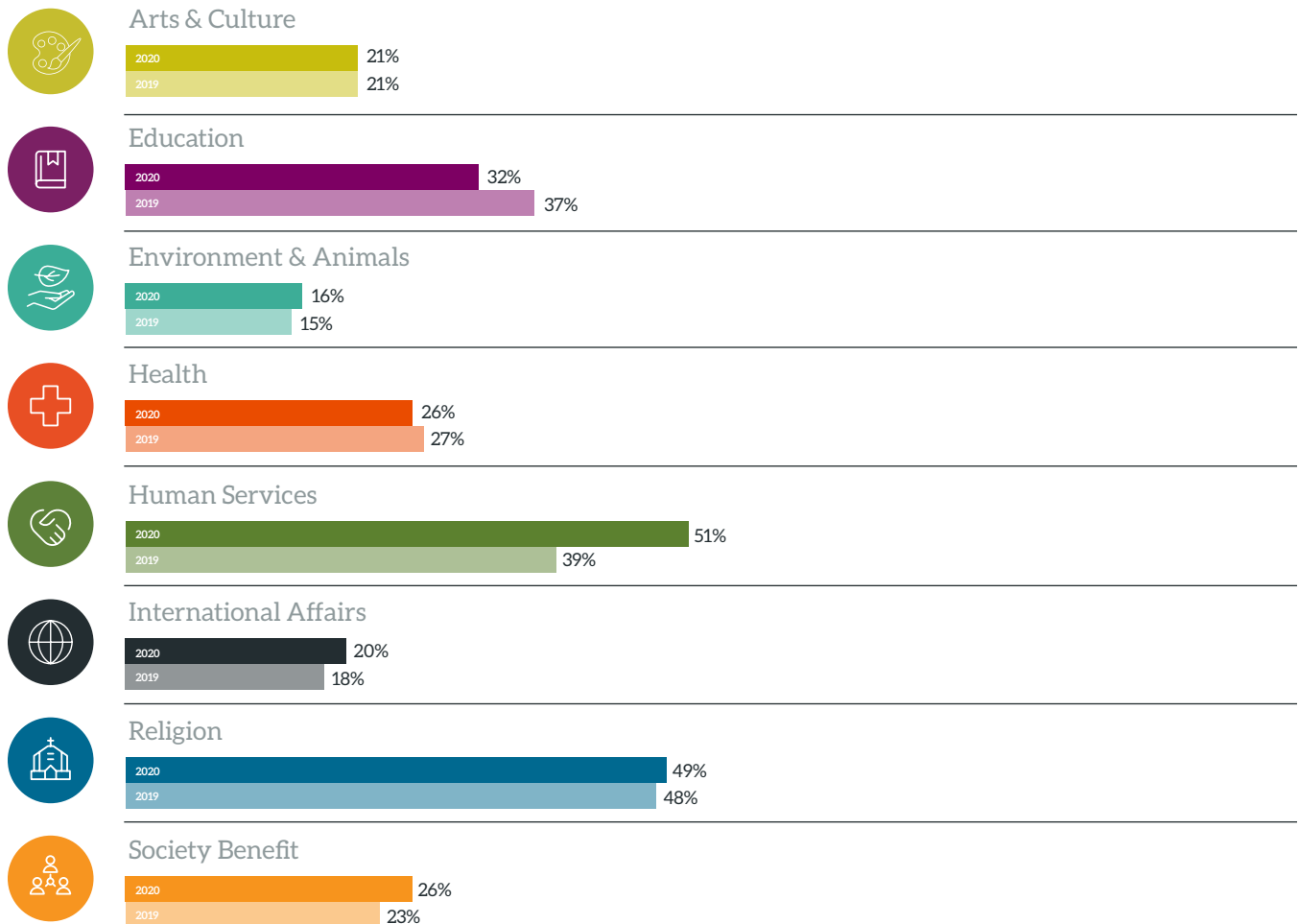
In general, donors maintained their normal granting activity to organizations outside the Human Services sector in the beginning of 2020. Rather than redistributing dollars to Human Services organizations from other charities, donors simply increased their overall support so they could address pandemic-related needs—making grant recommendations totaling \$2.4 billion in the first four months of the year, an increase of 16 percent over the previous year. This is good news for a nonprofit sector that is struggling to find new ways to deliver services as volunteer labor and fundraising opportunities dwindle.

Education is the only sector that experienced a slight decrease in support from the previous year—largely due to the Northeast region, where Education is typically a popular granting area. Thirty-nine percent of Giving Accounts in the Northeast made grant recommendations to the Education sector in the beginning of 2020, a decline from the 46 percent that did so in 2019. This could indicate that donors in the Northeast redirected some of their Education support to Human Services organizations as they weathered widespread outbreaks of COVID-19.

### Charitable sector support

by percentage of Giving Accounts supporting an organization in the sector

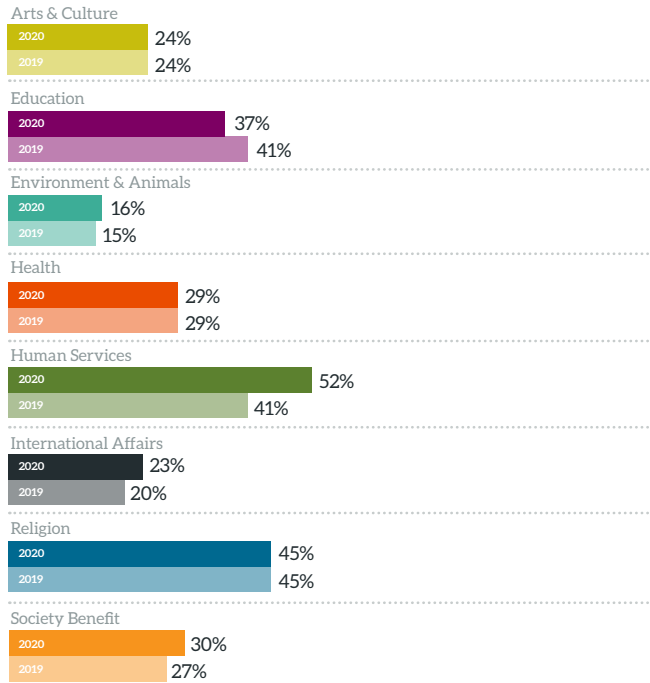
#### National



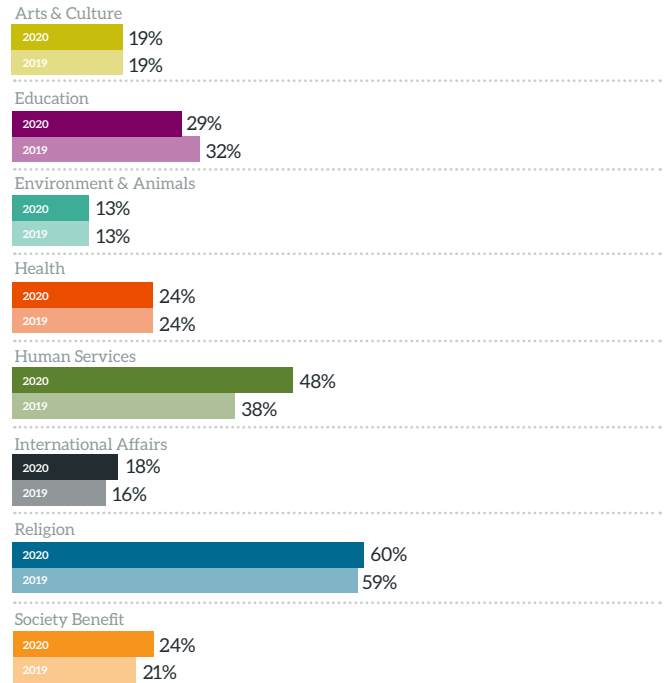
## Charitable sector support

by percentage of Giving Accounts supporting an organization in the sector

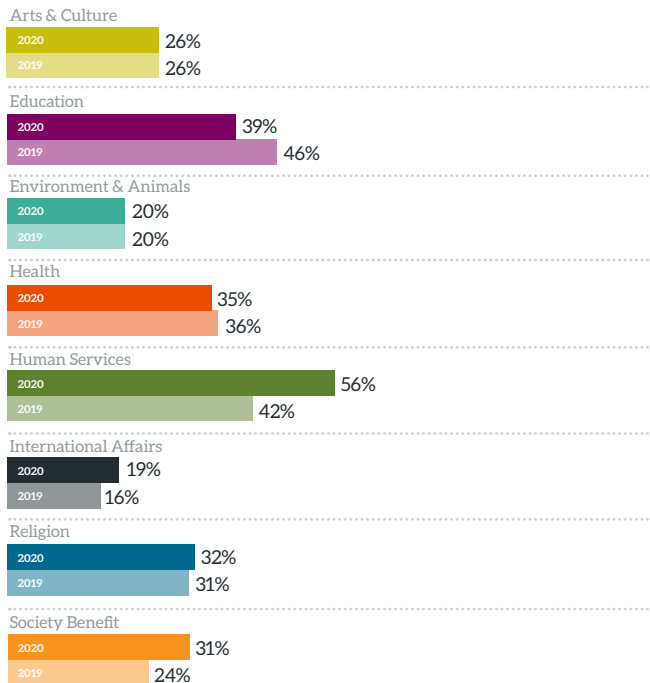
### Mid-Atlantic Region



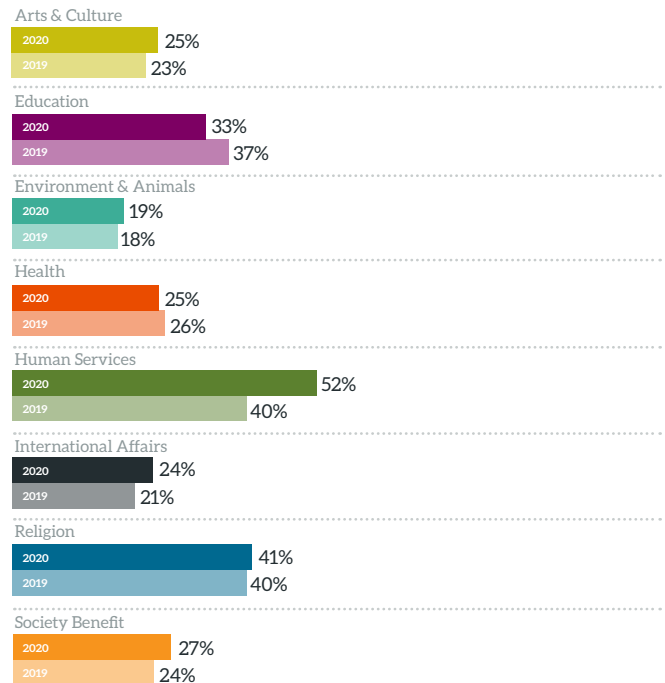
### Midwest Region



### Northeast Region



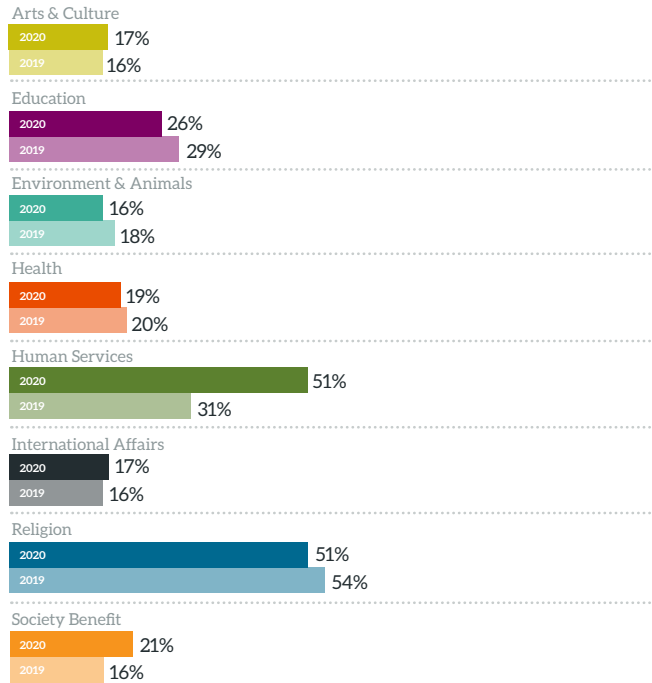
### Pacific Region



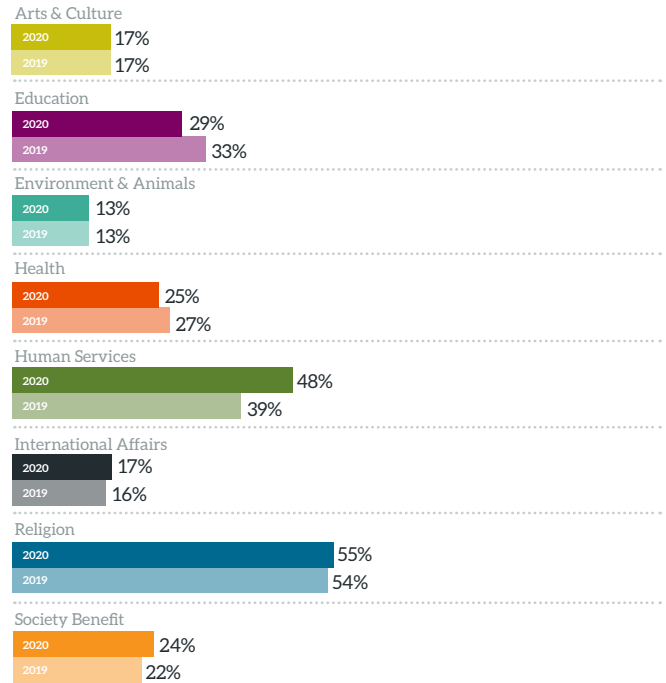
## Charitable sector support

by percentage of Giving Accounts supporting an organization in the sector

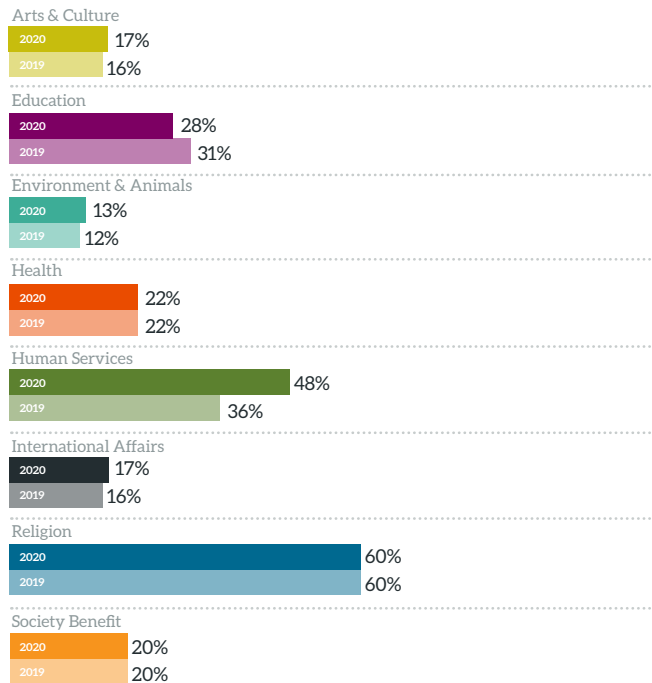
### Rocky Mountain Region



### Southeast Region



### Southwest Region



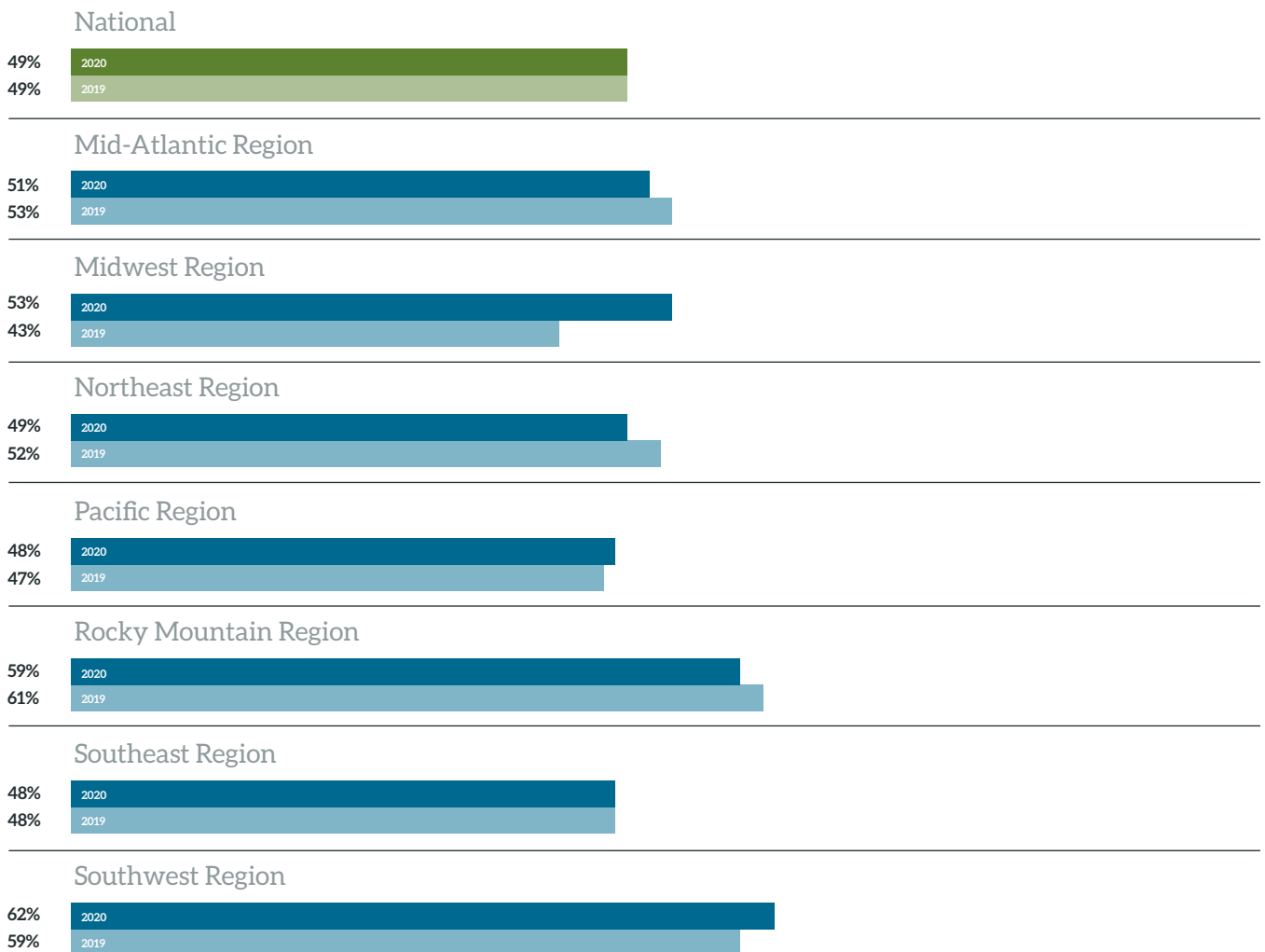
## Donor support of organizations in their local communities also remained consistent from the previous year—no matter how the virus impacted their area.

When deciding how to recommend Giving Account® dollars, many donors wish to focus on supporting organizations in their local communities—where they can readily see and feel the impact of their grant recommendations. Other donors broaden their scope to support nonprofits further afield, where their support will make a more significant impact or where funds may be more urgently needed.

Nationwide, 49 percent of recommended grant dollars were sent to organizations in the donor’s home state—the same as 2019—indicating that the pandemic did not affect donors’ approach to giving locally vs. nationally or internationally.

Most geographic regions hovered around the national average of 49 percent. However, donors in the Southwest and Rocky Mountains tended to focus more of their support close to home.

### Percentage of grant dollars to nonprofits within the donor’s home state



# A closer look at COVID-19 relief

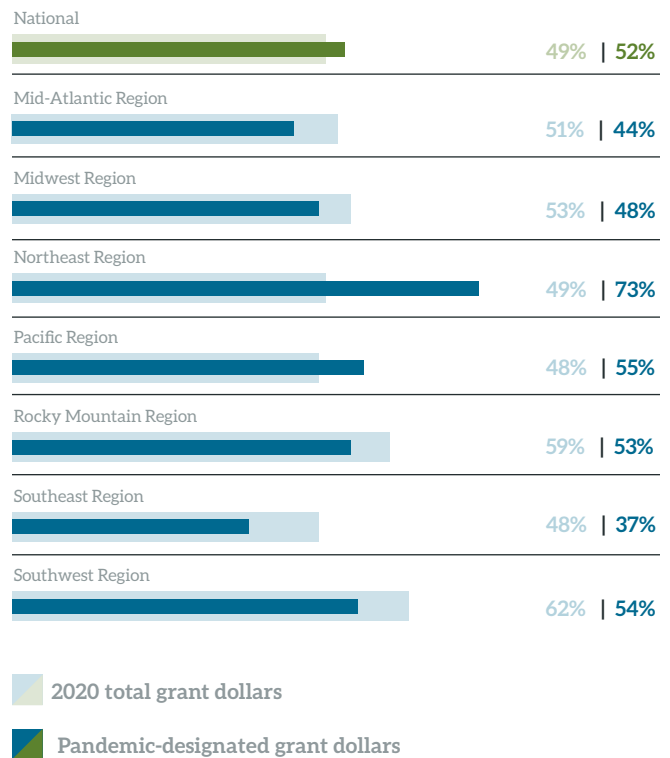
## Half of recommended grant dollars designated for COVID-19 relief went to organizations local to the donor—but some regions deviated from their typical patterns.

Nationwide, 52 percent of recommended grant dollars that were designated for COVID-19 relief were sent to charities within the donor’s home state. Most geographic regions were close to this average—but two regions diverged from the norm.

Donors in the Northeast recommended 49 percent of overall grant dollars to local organizations in the beginning of 2020. However, as COVID-19 came close to home and northern states became the epicenter for the pandemic in the United States, donors in the Northeast region turned their focus inward—supporting local charities with 73 percent of COVID-19-designated grant dollars.

Conversely, donors in the Southeast region—which had seen relatively fewer cases of the virus through April—supported local nonprofits with only 37 percent of recommended grant dollars designated to address COVID-19, a significant deviation from the 48 percent of total support that stayed local to donors. This could indicate that donors here sought to maximize the effectiveness of their COVID-19 grant recommendations by supporting organizations working nationally or those in more hard-hit areas.

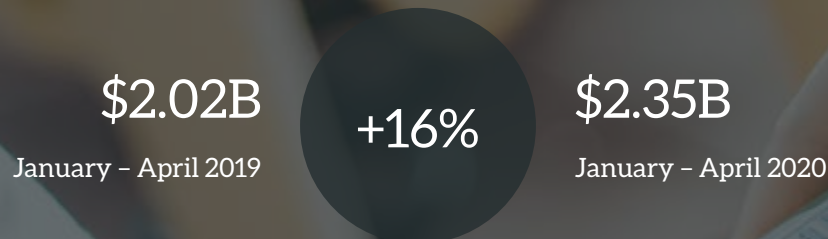
**Percentage of grant dollars to nonprofits within the donor’s home state**



# Grantmaking by region

Fidelity Charitable donors were not deterred from philanthropy by the onset of a global pandemic or the economic volatility that followed—making grant recommendations totaling \$2.4 billion and supporting nearly 100,000 nonprofits in the first four months of the year. Eight percent of total recommended grant dollars were designated to address the COVID-19 pandemic—totaling \$184 million.

## Total grant dollars



But how do the priorities and values of donors in different geographic areas affect the way they approach philanthropy in times of crisis? And how does their firsthand experience with the virus influence their grantmaking? A regional breakdown of these numbers reveals how location-based giving identities can change when faced with a worldwide emergency.

# Mid-Atlantic Region

The Mid-Atlantic region—stretching along the east coast from New York to Virginia—is a powerful hub for philanthropy with active and generous donors who recommended grants totaling \$520 million from January to April 2020. As the region battled particularly severe outbreaks of COVID-19, donors in the area recommended grants totaling nearly \$50 million to support pandemic relief.



## 2020 Granting Activity

# 26,746

Number of Giving Accounts

# 113,238

 (+30%)

Number of grants

# \$520.2M

 (+2%)

Total grant dollars from region

# \$4,594

Average grant amount

# 4.2

Average number of grants per Giving Account®

## COVID-19 Response

# 6,531

Number of grants

# \$46.6M

Total grant dollars from region

# 9%

Percentage of total grant dollars designated for COVID-19 relief

## Highlights in Mid-Atlantic giving

### A LEADER IN CRISIS RESPONSE

Mid-Atlantic donors recommended more than 6,500 grants to address the COVID-19 crisis—the most of any region by sheer volume. Twelve percent of Giving Accounts made grants specifically designated for pandemic relief.

### MEETING A SURGE IN DEMAND

The COVID-19 pandemic left many struggling to maintain access to basic daily care like food and shelter. In response to the crisis, more than 3,800 Giving Accounts in the Mid-Atlantic region supported a free food program in the beginning of 2020—increasing giving to \$22.6 million from \$2.3 million in the same period of 2019. Similarly, granting to homeless shelters grew 184 percent over the previous year.

## Giving spotlight: New York

Home to the largest and most densely populated city in the country, the virus spread rapidly in New York once it was introduced—making the state the epicenter for the pandemic in the United States. But as they saw firsthand the devastating effects of COVID-19, New York donors recommended grants totaling \$39 million to address the pandemic—which represents 21 percent of all pandemic-related granting nationwide. New York donors were particularly focused on supporting those facing food insecurity; five of the top 10 most popular nonprofits in New York were food banks or other free food programs.

## Mid-Atlantic Region Granting Activity

Number of Giving Accounts <i>(change from 2019)</i>	Number of grants <i>(change from 2019)</i>	Total grant dollars <i>(change from 2019)</i>	Percentage of grant dollars to in-state charities	Most popular charitable sector <i>(2019: Religion)</i>	Most popular charities <i>(change from 2019)</i>
<b>Delaware</b>					
407 <i>(+11%)</i>	1,507 <i>(+37%)</i>	\$10.4M <i>(+17%)</i>	9% <i>(2019: 8%)</i>	Human Services <i>(2019: Religion)</i>	<ol style="list-style-type: none"> <li>1. Food Bank of Delaware (+1)</li> <li>2. Sunday Breakfast Mission (-1)</li> <li>3. Ministry of Caring (+45)</li> </ol>
<b>District of Columbia</b>					
908 <i>(+14%)</i>	3,623 <i>(+50%)</i>	\$11.5M <i>(+59%)</i>	44% <i>(2019: 46%)</i>	Human Services <i>(2019: Education)</i>	<ol style="list-style-type: none"> <li>1. Capital Area Food Bank (+1)</li> <li>2. World Central Kitchen (+16)</li> <li>3. So Others Might Eat (+4)</li> </ol>
<b>Maryland</b>					
2,808 <i>(+12%)</i>	12,000 <i>(+45%)</i>	\$24.3M <i>(+15%)</i>	43% <i>(2019: 39%)</i>	Human Services <i>(2019: Education)</i>	<ol style="list-style-type: none"> <li>1. Maryland Food Bank (+9)</li> <li>2. Capital Area Food Bank (+4)</li> <li>3. Doctors Without Borders USA (-2)</li> </ol>
<b>New Jersey</b>					
4,666 <i>(+10%)</i>	20,882 <i>(+23%)</i>	\$50.9M <i>(+11%)</i>	39% <i>(2019: 32%)</i>	Human Services <i>(2019: Religion)</i>	<ol style="list-style-type: none"> <li>1. Community Food Bank of New Jersey (+2)</li> <li>2. Doctors Without Borders USA (-)</li> <li>3. St. Jude Children's Research Hospital (-2)</li> </ol>
<b>New York</b>					
10,438 <i>(+11%)</i>	43,812 <i>(+25%)</i>	\$320.5M <i>(+56%)</i>	59% <i>(2019: 61%)</i>	Human Services <i>(2019: Education)</i>	<ol style="list-style-type: none"> <li>1. Doctors Without Borders USA (-)</li> <li>2. City Harvest (+9)</li> <li>3. Food Bank for New York City (+33)</li> </ol>
<b>Pennsylvania</b>					
3,802 <i>(+13%)</i>	15,765 <i>(+35%)</i>	\$54.9M <i>(+167%)</i>	33% <i>(2019: 67%)</i>	Religion <i>(2019: Religion)</i>	<ol style="list-style-type: none"> <li>1. Philabundance (+3)</li> <li>2. Greater Pittsburgh Community Food Bank (+11)</li> <li>3. The Salvation Army (-)</li> </ol>
<b>Virginia</b>					
3,573 <i>(+15%)</i>	14,946 <i>(+34%)</i>	\$46.5M <i>(-14%)</i>	41% <i>(2019: 49%)</i>	Religion <i>(2019: Religion)</i>	<ol style="list-style-type: none"> <li>1. Doctors Without Borders USA (-)</li> <li>2. Capital Area Food Bank (+9)</li> <li>3. St. Jude Children's Research Hospital (-1)</li> </ol>
<b>West Virginia</b>					
144 <i>(+14%)</i>	703 <i>(+47%)</i>	\$1.1M <i>(+91%)</i>	63% <i>(2019: 59%)</i>	Religion <i>(2019: Religion)</i>	<ol style="list-style-type: none"> <li>1. Manna Meal (+50)</li> <li>2. (tie) Mountaineer Food Bank (-1)</li> <li>2. (tie) The Salvation Army (-)</li> <li>3. West Virginia Public Broadcasting (-2)</li> </ol>



# Mid-Atlantic Region COVID-19 Granting Activity

## Delaware

\$101K

Total COVID-19 grant dollars

103

Number of COVID-19 grants



## District of Columbia

\$560K

Total COVID-19 grant dollars

226

Number of COVID-19 grants



## Maryland

\$1.2M

Total COVID-19 grant dollars

714

Number of COVID-19 grants



## New Jersey

\$2.3M

Total COVID-19 grant dollars

1,252

Number of COVID-19 grants



## New York

\$39M

Total COVID-19 grant dollars

2,829

Number of COVID-19 grants



## Pennsylvania

\$1M

Total COVID-19 grant dollars

758

Number of COVID-19 grants



## Virginia

\$2.3M

Total COVID-19 grant dollars

637

Number of COVID-19 grants



## West Virginia

\$20K

Total COVID-19 grant dollars

12

Number of COVID-19 grants



# Midwest Region

Stretching from the Great Plains to the Great Lakes, the Midwest region demonstrated its characteristic warmth and generosity through philanthropy in the first four months of 2020. Surpassing 100,000 total gifts, the region recommended \$340 million in grants to charity—of which nine percent went directly to address the COVID-19 pandemic.



## 2020 Granting Activity

**25,598**

Number of Giving Accounts

**103,836** (+34%)

Number of grants

**\$339.8M** (+20%)

Total grant dollars from region

**\$3,272**

Average grant amount

**4.1**

Average number of grants per Giving Account

## COVID-19 Response

**4,306**

Number of grants

**\$32M**

Total grant dollars from region

**9%**

Percentage of total grant dollars designated for COVID-19 relief

## Highlights in Midwest giving

### FUELED BY FAITH AND COMPASSION

Donors in the Midwest region are faithful supporters of religious institutions. With 60 percent of Giving Accounts recommending at least one grant to a religious organization or house of worship, it was easily the most popular charitable sector in the region. However—as with all regions—the sector that saw the most growth in support was Human Services, with nearly half of the region’s Giving Accounts supporting an organization providing basic human care amid the COVID-19 crisis.

### Giving spotlight: Illinois

As the virus spread among the state, Illinois donors were moved to support the most basic needs of many vulnerable populations. Granting to free food programs multiplied tenfold—from \$350,000 in the first four months of 2019 to nearly \$4 million in 2020. Donors in the state also recognized the global nature of the pandemic and looked to support vulnerable populations further abroad—increasing their support for international relief by nearly 600 percent.

### Donor spotlight: Marian Wilhide

Marian Wilhide knows what it’s like to face challenges. When she was a single mother looking for work without a college degree, her struggles were noticed by her church and the synagogue where she found an entry-level job. Their generosity helped get her through, and Wilhide has been dedicated to giving back ever since. When she saw the strain on first responders during the early weeks of the COVID-19 crisis, she knew she wanted to help—as quickly as possible.

“I saw that first responders were under incredible strain, so I wanted to help them as quickly as possible.”

—Marian Wilhide, Kansas

## Midwest Region Granting Activity

Number of Giving Accounts <i>(change from 2019)</i>	Number of grants <i>(change from 2019)</i>	Total grant dollars <i>(change from 2019)</i>	Percentage of grant dollars to in-state charities	Most popular charitable sector <i>(2019: Religion)</i>	Most popular charities <i>(change from 2019)</i>
<b>Illinois</b>					
5,862 <i>(+14%)</i>	23,924 <i>(+36%)</i>	\$129.2M <i>(+15%)</i>	59% <i>(2019: 26%)</i>	Religion <i>(2019: Religion)</i>	<ol style="list-style-type: none"> <li>Greater Chicago Food Depository (-)</li> <li>Northern Illinois Food Bank (+9)</li> <li>The Salvation Army (-1)</li> </ol>
<b>Indiana</b>					
2,000 <i>(+14%)</i>	8,438 <i>(+32%)</i>	\$25.2M <i>(+56%)</i>	55% <i>(2019: 63%)</i>	Religion <i>(2019: Religion)</i>	<ol style="list-style-type: none"> <li>Gleaners Food Bank of Indiana (+4)</li> <li>Wheeler Mission Ministries (-1)</li> <li>The Salvation Army (+1)</li> </ol>
<b>Iowa</b>					
711 <i>(+18%)</i>	3,056 <i>(+29%)</i>	\$4.7M <i>(+13%)</i>	67% <i>(2019: 80%)</i>	Religion <i>(2019: Religion)</i>	<ol style="list-style-type: none"> <li>Iowa Public Television (-)</li> <li>(tie) Food Bank of Iowa (+24)</li> <li>(tie) Iowa Public Radio (+1)</li> <li>The Salvation Army (+1)</li> </ol>
<b>Kansas</b>					
863 <i>(+15%)</i>	3,406 <i>(+34%)</i>	\$15.2M <i>(-30%)</i>	30% <i>(2019: 16%)</i>	Religion <i>(2019: Religion)</i>	<ol style="list-style-type: none"> <li>Harvesters (+11)</li> <li>(tie) Archdiocese of Kansas City (-1)</li> <li>(tie) Church of the Resurrection (-)</li> <li>The Salvation Army (-)</li> </ol>
<b>Michigan</b>					
3,385 <i>(+14%)</i>	13,666 <i>(+30%)</i>	\$29.1M <i>(+49%)</i>	48% <i>(2019: 63%)</i>	Religion <i>(2019: Religion)</i>	<ol style="list-style-type: none"> <li>Gleaners Community Food Bank (+7)</li> <li>The Salvation Army (-)</li> <li>(tie) Doctors Without Borders USA (-)</li> <li>(tie) University of Michigan (-2)</li> </ol>
<b>Minnesota</b>					
3,852 <i>(+17%)</i>	16,676 <i>(+42%)</i>	\$52.7M <i>(+125%)</i>	38% <i>(2019: 48%)</i>	Religion <i>(2019: Religion)</i>	<ol style="list-style-type: none"> <li>Second Harvest Heartland (+2)</li> <li>Minnesota Public Radio (-1)</li> <li>Twin Cities Public Television (-1)</li> </ol>
<b>Missouri</b>					
1,825 <i>(+13%)</i>	6,973 <i>(+23%)</i>	\$14.5M <i>(-36%)</i>	72% <i>(2019: 76%)</i>	Religion <i>(2019: Religion)</i>	<ol style="list-style-type: none"> <li>St. Louis Area Food Bank (+6)</li> <li>The Salvation Army (+8)</li> <li>KWMMU (+4)</li> </ol>

## Midwest Region Granting Activity

Number of Giving Accounts <i>(change from 2019)</i>	Number of grants <i>(change from 2019)</i>	Total grant dollars <i>(change from 2019)</i>	Percentage of grant dollars to in-state charities	Most popular charitable sector	Most popular charities <i>(change from 2019)</i>
<b>Nebraska</b>					
450 <i>(+19%)</i>	1,505 <i>(+32%)</i>	\$5.4M <i>(-40%)</i>	81% <i>(2019: 93%)</i>	Religion <i>(2019: Religion)</i>	<ol style="list-style-type: none"> <li>1. Food Bank of Lincoln <i>(+4)</i></li> <li>2. Food Bank for the Heartland <i>(+11)</i></li> <li>3. The Salvation Army <i>(-2)</i></li> </ol>
<b>North Dakota</b>					
69 <i>(+10%)</i>	276 <i>(+50%)</i>	\$508K <i>(+149%)</i>	58% <i>(2019: 81%)</i>	Religion <i>(2019: Religion)</i>	<ol style="list-style-type: none"> <li>1. (tie) Great Plains Food Bank <i>(new)</i></li> <li>1. (tie) The Salvation Army <i>(+6)</i></li> <li>2. God's Child Project <i>(-)</i></li> <li>3. Fargo Union Mission <i>(+4)</i></li> </ol>
<b>Ohio</b>					
4,289 <i>(+14%)</i>	16,397 <i>(+33%)</i>	\$33.4M <i>(-2%)</i>	59% <i>(2019: 48%)</i>	Religion <i>(2019: Religion)</i>	<ol style="list-style-type: none"> <li>1. Freestore Foodbank <i>(+14)</i></li> <li>2. Greater Cleveland Food Bank <i>(+6)</i></li> <li>3. The Salvation Army <i>(-2)</i></li> </ol>
<b>South Dakota</b>					
124 <i>(+2%)</i>	476 <i>(+24%)</i>	\$1.1M <i>(-7%)</i>	62% <i>(2019: 71%)</i>	Religion <i>(2019: Religion)</i>	<ol style="list-style-type: none"> <li>1. Feeding South Dakota <i>(-)</i></li> <li>2. (tie) The Salvation Army <i>(+2)</i></li> <li>2. (tie) Campus Crusade for Christ <i>(-)</i></li> <li>3. Doctors Without Borders USA <i>(+1)</i></li> </ol>
<b>Wisconsin</b>					
2,168 <i>(+16%)</i>	9,043 <i>(+32%)</i>	\$28.8M <i>(+59%)</i>	51% <i>(2019: 50%)</i>	Religion <i>(2019: Religion)</i>	<ol style="list-style-type: none"> <li>1. Hunger Task Force <i>(+34)</i></li> <li>2. Wisconsin Public Radio <i>(-1)</i></li> <li>3. The Salvation Army <i>(+1)</i></li> </ol>

# Midwest Region COVID-19 Granting Activity

## Illinois

\$23.1M

Total COVID-19 grant dollars

1,341

Number of COVID-19 grants



## Indiana

\$516K

Total COVID-19 grant dollars

246

Number of COVID-19 grants



## Iowa

\$88K

Total COVID-19 grant dollars

89

Number of COVID-19 grants



## Kansas

\$161K

Total COVID-19 grant dollars

100

Number of COVID-19 grants



## Michigan

\$1.5M

Total COVID-19 grant dollars

625

Number of COVID-19 grants



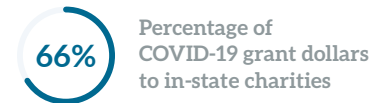
## Minnesota

\$2.7M

Total COVID-19 grant dollars

536

Number of COVID-19 grants



## Missouri

\$811K

Total COVID-19 grant dollars

277

Number of COVID-19 grants



## Nebraska

\$119K

Total COVID-19 grant dollars

48

Number of COVID-19 grants



## North Dakota

\$21K

Total COVID-19 grant dollars

5

Number of COVID-19 grants



# Midwest Region COVID-19 Granting Activity

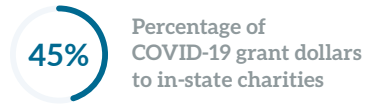
## Ohio

\$1.8M

Total COVID-19 grant dollars

683

Number of COVID-19 grants



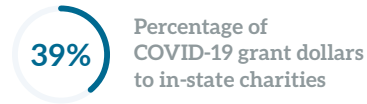
## South Dakota

\$48K

Total COVID-19 grant dollars

16

Number of COVID-19 grants



## Wisconsin

\$1.1M

Total COVID-19 grant dollars

340

Number of COVID-19 grants



# Northeast Region

Despite its small geographic size, the Northeast region is a powerful hub for philanthropy in the United States—with total grantmaking of nearly \$400 million in the first four months of the year. More than 2,800 Giving Accounts recommended grants totaling \$25 million to support nonprofits struggling through the pandemic.



## 2020 Granting Activity

# 20,310

Number of Giving Accounts

# 74,042 (+37%)

Number of grants

# \$393.6M (+15%)

Total grant dollars from region

# \$5,316

Average grant amount

# 3.6

Average number of grants per Giving Account

## COVID-19 Response

# 5,804

Number of grants

# \$24.6M

Total grant dollars from region

# 6%

Percentage of total grant dollars designated for COVID-19 relief

## Highlights in Northeast giving

### ACTIVE AND GENEROUS GRANTMAKING

Donors in the Northeast region made larger grant recommendations to the causes they care about, with an average grant amount of \$5,316—23 percent higher than the national average of \$4,319. Donors here were also more active than any other region in supporting COVID-19 relief. Fourteen percent of Giving Accounts in the region made at least one grant recommendation designated to address the pandemic—compared to the national average of 11 percent.

### REFOCUSING ON COMMUNITY TO FIGHT COVID-19

With its more densely populated states, the Northeast region battled particularly severe rates of COVID-19 infection. Seeing up close the devastating effects of the virus motivated many donors here to use their grants designated for COVID-19 relief to support their hurting local communities. Seventy-three percent of pandemic-designated grant dollars were recommended to organizations within the donor's home state.

### SHIFTING PRIORITIES IN GRANTMAKING

With their more highly educated populations and proximity to many of our nation's most prestigious universities, it's no surprise that Education is often the most popular charitable sector in many Northeastern states. While support for the Education sector remained high in the first part of 2020, it saw a slight decrease from 2019. At the same time, support for Human Services increased significantly—indicating that some donors may have redirected their funds to support organizations providing basic care as the region weathered the COVID-19 crisis.

## Northeast Region Granting Activity

Number of Giving Accounts <i>(change from 2019)</i>	Number of grants <i>(change from 2019)</i>	Total grant dollars <i>(change from 2019)</i>	Percentage of grant dollars to in-state charities	Most popular charitable sector	Most popular charities <i>(change from 2019)</i>
<b>Connecticut</b>					
3,079 <i>(+10%)</i>	11,418 <i>(+34%)</i>	\$79.4M <i>(-14%)</i>	27% <i>(2019: 20%)</i>	Human Services <i>(2019: Education)</i>	<ol style="list-style-type: none"> <li>1. Connecticut Food Bank (+2)</li> <li>2. Doctors Without Borders USA (-1)</li> <li>3. Feeding America (+142)</li> </ol>
<b>Maine</b>					
832 <i>(+12%)</i>	3,237 <i>(+34%)</i>	\$12.1M <i>(+30%)</i>	67% <i>(2019: 69%)</i>	Human Services <i>(2019: Human Services)</i>	<ol style="list-style-type: none"> <li>1. Good Shepherd Food Bank (+1)</li> <li>2. Maine Public Broadcasting (-1)</li> <li>3. Preble Street (+2)</li> </ol>
<b>Massachusetts</b>					
13,891 <i>(+6%)</i>	49,957 <i>(+37%)</i>	\$269.2M <i>(+23%)</i>	55% <i>(2019: 67%)</i>	Human Services <i>(2019: Education)</i>	<ol style="list-style-type: none"> <li>1. Greater Boston Food Bank (+7)</li> <li>2. (tie) Partners Healthcare System (+2)</li> <li>2. (tie) Boston University (+1)</li> <li>3. Doctors Without Borders USA (+2)</li> </ol>
<b>New Hampshire</b>					
1,481 <i>(+10%)</i>	5,667 <i>(+52%)</i>	\$18.8M <i>(+97%)</i>	32% <i>(2019: 26%)</i>	Human Services <i>(2019: Human Services)</i>	<ol style="list-style-type: none"> <li>1. New Hampshire Catholic Charities (+1)</li> <li>2. New Hampshire Public Radio (-1)</li> <li>3. Doctors Without Borders USA (-)</li> </ol>
<b>Rhode Island</b>					
624 <i>(+10%)</i>	1,931 <i>(+30%)</i>	\$8.3M <i>(-10%)</i>	35% <i>(2019: 31%)</i>	Human Services <i>(2019: Human Services)</i>	<ol style="list-style-type: none"> <li>1. Rhode Island Community Food Bank (-)</li> <li>3. Crossroads Rhode Island (+8)</li> <li>3. Doctors Without Borders USA (+10)</li> </ol>
<b>Vermont</b>					
403 <i>(+5%)</i>	1,832 <i>(+39%)</i>	\$5.8M <i>(+39%)</i>	73% <i>(2019: 64%)</i>	Human Services <i>(2019: Human Services)</i>	<ol style="list-style-type: none"> <li>1. Vermont Foodbank (+1)</li> <li>2. Vermont Public Radio (-1)</li> <li>3. Planned Parenthood of Northern New England (-)</li> </ol>



# Northeast Region COVID-19 Granting Activity

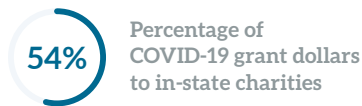
## Connecticut

\$2.1M

Total COVID-19 grant dollars

768

Number of COVID-19 grants



## Maine

\$341K

Total COVID-19 grant dollars

169

Number of COVID-19 grants



## Massachusetts

\$20.1M

Total COVID-19 grant dollars

4,319

Number of COVID-19 grants



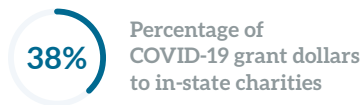
## New Hampshire

\$758K

Total COVID-19 grant dollars

308

Number of COVID-19 grants



## Rhode Island

\$416K

Total COVID-19 grant dollars

124

Number of COVID-19 grants



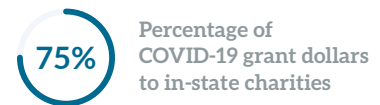
## Vermont

\$912K

Total COVID-19 grant dollars

116

Number of COVID-19 grants



## Pacific Region

By all measures, donors in the Pacific region increased their philanthropic footprint in the beginning of 2020. Anchored by California, the region surpassed \$500 million in total grant recommendations—an increase of more than 50 percent from the previous year. The west coast also became the most significant center for pandemic-related grantmaking. Donors here supported COVID-19 relief with 11 percent of total grant dollars—totaling more than \$55 million.

### 2020 Granting Activity

# 24,199

Number of Giving Accounts

# 95,505

 (+41%)

Number of grants

# \$503.7M

 (+56%)

Total grant dollars from region

# \$5,274

Average grant amount

# 3.9

Average number of grants per Giving Account

### COVID-19 Response

# 5,826

Number of grants

# \$55.6M

Total grant dollars from region

# 11%

Percentage of total grant dollars designated for COVID-19 relief

### Highlights in Pacific giving

#### OUTSIZED DONOR SUPPORT

Donors in the Pacific region gave more to the organizations they care about, with an average grant amount of \$5,274—22 percent higher than the national average of \$4,319. They also recommended nearly 100,000 grants in the first four months of 2020—an increase of more than 40 percent over the same time in 2019.

#### Spotlight: California

The country's attention turned to California in early March as the state was one of the first to declare a state of emergency and begin issuing stay-at-home orders and social distancing guidelines. The state is also leading the philanthropic response to the pandemic. Donors recommended grants totaling \$52 million to address the crisis—nearly 30 percent of the total amount granted to COVID-19 relief nationwide. More than half the Giving Accounts in the state recommended at least one grant to support a nonprofit in the Human Services sector—pushing five food-related nonprofits into the top 10 list of most popular charities in the state.

#### Donor spotlight: The Younger Family

Bill Younger's multigenerational approach to giving deeply involves his three adult children and their spouses, who together support outstanding leaders and their nonprofits to improve the lives of vulnerable populations. For on-the-ground COVID-19 relief, they recommended three grants to Bay Area community foundations with COVID-19 relief funds, while also supporting seven local organizations easing the suffering of domestic violence victims and those experiencing homelessness as a result of the pandemic.

"[The COVID-19 pandemic] didn't shift us away from our ongoing commitments to other nonprofits—we wanted to focus on what we can do right now to meet an immediate need when a timely response is so important. Now is not the time to hold onto money."

—Bill Younger, California

## Pacific Region Granting Activity

Number of Giving Accounts <i>(change from 2019)</i>	Number of grants <i>(change from 2019)</i>	Total grant dollars <i>(change from 2019)</i>	Percentage of grant dollars to in-state charities	Most popular charitable sector <i>(2019: Human Services)</i>	Most popular charities <i>(change from 2019)</i>
<b>Alaska</b>					
147 <i>(+7)</i>	478 <i>(+11%)</i>	\$662K <i>(+29%)</i>	60% <i>(2019: 73%)</i>	Religion <i>(2019: Human Services)</i>	<ol style="list-style-type: none"> <li>1. Bean's Café (-)</li> <li>2. Doctors Without Borders USA (+4)</li> <li>3. Samaritan's Purse (<i>new</i>)</li> </ol>
<b>California</b>					
17,297 <i>(+13%)</i>	65,574 <i>(+37%)</i>	\$435.7M <i>(+53%)</i>	46% <i>(2019: 45%)</i>	Human Services <i>(2019: Human Services)</i>	<ol style="list-style-type: none"> <li>1. Doctors Without Borders USA (-)</li> <li>2. Second Harvest of Silicon Valley (+6)</li> <li>3. KQED (-1)</li> </ol>
<b>Hawaii</b>					
241 <i>(+13%)</i>	703 <i>(+13%)</i>	\$7.2M <i>(+496%)</i>	14% <i>(2019: 44%)</i>	Human Services <i>(2019: Human Services)</i>	<ol style="list-style-type: none"> <li>1. Hawaii Foodbank (+5)</li> <li>2. Institute for Human Services (+4)</li> <li>3. University of Hawaii (-2)</li> </ol>
<b>Oregon</b>					
1,811 <i>(+16%)</i>	8,052 <i>(+39%)</i>	\$12.4M <i>(+70%)</i>	65% <i>(2019: 73%)</i>	Human Services <i>(2019: Religion)</i>	<ol style="list-style-type: none"> <li>1. Oregon Food Bank (+1)</li> <li>2. Oregon Public Broadcasting (-1)</li> <li>3. Meals on Wheels People (+35)</li> </ol>
<b>Washington</b>					
4,703 <i>(+16%)</i>	20,698 <i>(+58%)</i>	\$47.7M <i>(+62%)</i>	62% <i>(2019: 59%)</i>	Human Services <i>(2019: Religion)</i>	<ol style="list-style-type: none"> <li>1. Northwest Harvest (+4)</li> <li>2. KUOW (-1)</li> <li>3. Doctors Without Borders USA (-)</li> </ol>

# Pacific Region COVID-19 Granting Activity

## Alaska

\$27K

Total COVID-19 grant dollars

18

Number of COVID-19 grants



## California

\$51.9M

Total COVID-19 grant dollars

4,158

Number of COVID-19 grants



## Hawaii

\$50K

Total COVID-19 grant dollars

31

Number of COVID-19 grants



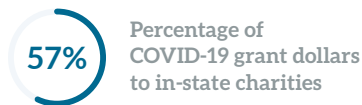
## Oregon

\$383K

Total COVID-19 grant dollars

320

Number of COVID-19 grants



## Washington

\$3.2M

Total COVID-19 grant dollars

1,299

Number of COVID-19 grants



# Rocky Mountain Region

Donors in the mountainous western states redoubled their commitment to philanthropy in the first part of 2020—recommending 24,000 grants totaling more than \$175 million. This surge in giving represents a 78 percent increase in recommended grant dollars over the same time period in 2019—far outpacing national growth of 16 percent.



## 2020 Granting Activity

**7,478**

Number of Giving Accounts

**24,242** (+28%)

Number of grants

**\$177M** (+78%)

Total grant dollars from region

**\$7,302**

Average grant amount

**3.2**

Average number of grants per Giving Account

## COVID-19 Response

**1,136**

Number of grants

**\$4.2M**

Total grant dollars from region

**2%**

Percentage of total grant dollars designated for COVID-19 relief

## Highlights in Rocky Mountain giving

### DONORS DISPLAY BOTH CONSISTENCY AND COMPASSION

Donors in the Rocky Mountain region are faithful supporters of their religious institutions—with 51 percent of Giving Accounts recommending at least one grant to a religious organization or house of worship in the first four months of 2020. In addition, donor compassion for vulnerable populations increased grantmaking to the Human Services sector drastically. Fifty-one percent of Giving Accounts also recommended a grant to a Human Services charity—compared to only 31 percent in 2019—tying the sector with Religion for most popular among donors in 2020.

### SUPPORTING VULNERABLE POPULATIONS

While donors in the area designated a smaller percentage of their grant recommendations specifically for COVID-19 relief, their support for the suffering of people in need was still apparent through their surge in giving to organizations providing basic care. Giving to free food programs grew more than 350 percent from the previous year—with \$1.7 million going to organizations like food banks and Meals on Wheels.

## Donor spotlight: Amanda Millerberg

To ensure that her five children grow up focused on giving back, Amanda Millerberg was already researching smart philanthropy when the pandemic hit. She regularly scheduled family service projects, and was wading through an often-overwhelming range of causes to maximize their giving impact. During quarantine, the Millerbergs jumped in to help fight hunger and isolation in their community. In addition to recommending grants from their donor-advised fund to nonprofits that ensure children don't go hungry, the family organized a food drive and packed "quarantine kits" with necessities like bread and toilet paper.

"For our family, it was about coming back to those values that are most important to us: Showing love and helping others during this time of need."

– Amanda Millerberg, Utah

## Rocky Mountain Region Granting Activity

Number of Giving Accounts <i>(change from 2019)</i>	Number of grants <i>(change from 2019)</i>	Total grant dollars <i>(change from 2019)</i>	Percentage of grant dollars to in-state charities	Most popular charitable sector <i>(2019: Religion)</i>	Most popular charities <i>(change from 2019)</i>
<b>Colorado</b>					
3,298 <i>(+13%)</i>	13,656 <i>(+26%)</i>	\$40.6M <i>(+42%)</i>	46% <i>(2019: 45%)</i>	Human Services <i>(2019: Religion)</i>	<ol style="list-style-type: none"> <li>1. Food Bank of the Rockies <i>(+6)</i></li> <li>2. Doctors Without Borders USA <i>(-)</i></li> <li>3. Public Broadcasting of Colorado <i>(-2)</i></li> </ol>
<b>Idaho</b>					
340 <i>(+14%)</i>	1,126 <i>(+32%)</i>	\$2.1M <i>(-5%)</i>	65% <i>(2019: 32%)</i>	Human Services <i>(2019: Religion)</i>	<ol style="list-style-type: none"> <li>1. Church of Jesus Christ of Latter-Day Saints <i>(-)</i></li> <li>2. (tie) Blaine County Hunger Coalition <i>(+16)</i></li> <li>2. (tie) Idaho Foodbank <i>(+1)</i></li> <li>3. Boise Rescue Mission <i>(+1)</i></li> </ol>
<b>Montana</b>					
209 <i>(+13%)</i>	893 <i>(+32%)</i>	\$4M <i>(+118%)</i>	88% <i>(2019: 76%)</i>	Human Services <i>(2019: Religion)</i>	<ol style="list-style-type: none"> <li>1. Human Resource Development Council of District IX <i>(+7)</i></li> <li>2. (tie) Missoula Food Bank <i>(+19)</i></li> <li>2. (tie) Montana PBS <i>(-1)</i></li> <li>3. University of Montana <i>(-1)</i></li> </ol>
<b>Nevada</b>					
555 <i>(+11%)</i>	1,835 <i>(+38%)</i>	\$6.3M <i>(+58%)</i>	22% <i>(2019: 21%)</i>	Human Services <i>(2019: Religion)</i>	<ol style="list-style-type: none"> <li>1. Three Square <i>(+4)</i></li> <li>2. Food Bank of Northern Nevada <i>(+5)</i></li> <li>3. St. Jude Children's Research Hospital <i>(-1)</i></li> </ol>
<b>Utah</b>					
2,904 <i>(+11%)</i>	6,101 <i>(+29%)</i>	\$29.4M <i>(+34%)</i>	81% <i>(2019: 91%)</i>	Religion <i>(2019: Religion)</i>	<ol style="list-style-type: none"> <li>1. Church of Jesus Christ of Latter-Day Saints <i>(-)</i></li> <li>2. Utah Food Bank <i>(+2)</i></li> <li>3. University of Utah <i>(-)</i></li> </ol>
<b>Wyoming</b>					
172 <i>(+21%)</i>	631 <i>(+31%)</i>	\$94.6M <i>(+133%)</i>	43% <i>(2019: 40%)</i>	Human Services <i>(2019: Religion)</i>	<ol style="list-style-type: none"> <li>1. Community Foundation of Jackson Hole <i>(+5)</i></li> <li>2. St. John's Hospital <i>(+1)</i></li> <li>3. (tie) The Salvation Army <i>(+37)</i></li> <li>3. (tie) University of Wyoming <i>(-2)</i></li> </ol>

# Rocky Mountain Region COVID-19 Granting Activity

## Colorado

\$2.8M

Total COVID-19 grant dollars

756

Number of COVID-19 grants



## Idaho

\$69K

Total COVID-19 grant dollars

39

Number of COVID-19 grants



## Montana

\$70K

Total COVID-19 grant dollars

33

Number of COVID-19 grants



## Nevada

\$369K

Total COVID-19 grant dollars

73

Number of COVID-19 grants



## Utah

\$339K

Total COVID-19 grant dollars

202

Number of COVID-19 grants



## Wyoming

\$608K

Total COVID-19 grant dollars

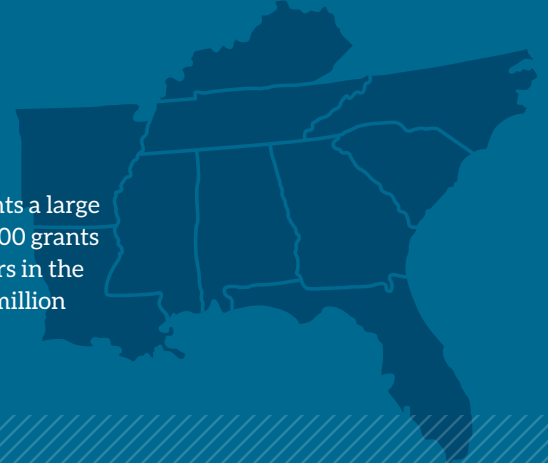
33

Number of COVID-19 grants



## Southeast Region

From Kentucky's bluegrass to Florida's beaches, the Southeastern region represents a large and diverse set of donors—a group that came together to recommend nearly 80,000 grants totaling more than \$230 million to charity in the first four months of 2020. Donors in the region also responded with compassion to the COVID-19 crisis—with nearly \$11 million supporting pandemic relief.



### 2020 Granting Activity

**20,680**

Number of Giving Accounts

**79,908** (+29%)

Number of grants

**\$233.8M** (+43%)

Total grant dollars from region

**\$2,926**

Average grant amount

**3.9**

Average number of grants per Giving Account

### COVID-19 Response

**3,394**

Number of grants

**\$10.9M**

Total grant dollars from region

**5%**

Percentage of total grant dollars designated for COVID-19 relief

### Highlights in Southeast giving

#### SURGE IN GIVING

Donors in the Southeast stepped up their philanthropic efforts in the beginning of 2020—recommending grants totaling more than \$230 million. This represented an increase of 43 percent from the same time period last year—far outpacing national growth of 16 percent.

#### DONOR PRIORITIES

Donor priorities remained fairly consistent from the previous year, with Religion maintaining its status as the most popular charitable sector in the region. However—as with other regions—granting to Human Services charities grew significantly. Nearly half of Giving Accounts in the region made a grant to a Human Services charity, like a food bank or homeless shelter.

#### PANDEMIC SUPPORT WHERE IT'S MOST NEEDED

The region recommended more than \$10 million to address the COVID-19 pandemic, but only 37 percent of those dollars went to organizations in the donor's home state—the lowest of any region in the country. Many states in the region had lower rates of COVID-19 infection than other areas, which could have led Southeastern donors to give to organizations working in other states or nationally, where the situation was more dire and funds were more urgently needed.



## Southeast Region Granting Activity

Number of Giving Accounts <i>(change from 2019)</i>	Number of grants <i>(change from 2019)</i>	Total grant dollars <i>(change from 2019)</i>	Percentage of grant dollars to in-state charities	Most popular charitable sector <i>(2019: Religion)</i>	Most popular charities <i>(change from 2019)</i>
<b>Alabama</b>					
608 <i>(+20%)</i>	2,636 <i>(+40%)</i>	\$7.1M <i>(+56%)</i>	63% <i>(2019: 65%)</i>	Religion <i>(2019: Religion)</i>	<ol style="list-style-type: none"> <li>1. Samaritan's Purse <i>(+11)</i></li> <li>2. St. Jude Children's Research Hospital <i>(-)</i></li> <li>3. Church of the Highlands <i>(+3)</i></li> </ol>
<b>Arkansas</b>					
246 <i>(+19%)</i>	1,140 <i>(+34%)</i>	\$2.7M <i>(-76%)</i>	50% <i>(2019: 6%)</i>	Religion <i>(2019: Religion)</i>	<ol style="list-style-type: none"> <li>1. Arkansas Foodbank <i>(+1)</i></li> <li>2. The Salvation Army <i>(+9)</i></li> <li>3. Northwest Arkansas Food Bank <i>(+8)</i></li> <li>3. (tie) University of Arkansas <i>(-1)</i></li> </ol>
<b>Florida</b>					
7,536 <i>(+9%)</i>	26,691 <i>(+23%)</i>	\$112.8M <i>(+46%)</i>	36% <i>(2019: 37%)</i>	Human Services <i>(2019: Religion)</i>	<ol style="list-style-type: none"> <li>1. St. Jude Children's Research Hospital <i>(-)</i></li> <li>2. The Salvation Army <i>(-)</i></li> <li>3. Doctors Without Borders USA <i>(-)</i></li> </ol>
<b>Georgia</b>					
3,199 <i>(+16%)</i>	12,197 <i>(+36%)</i>	\$37.4M <i>(+50%)</i>	53% <i>(2019: 67%)</i>	Religion <i>(2019: Religion)</i>	<ol style="list-style-type: none"> <li>1. Atlanta Community Food Bank <i>(+3)</i></li> <li>2. Samaritan's Purse <i>(+3)</i></li> <li>3. North Point Ministries <i>(-2)</i></li> </ol>
<b>Kentucky</b>					
988 <i>(+12%)</i>	4,055 <i>(+26%)</i>	\$6.8M <i>(+40%)</i>	65% <i>(2019: 64%)</i>	Religion <i>(2019: Religion)</i>	<ol style="list-style-type: none"> <li>1. Roman Catholic Diocese of Covington <i>(-)</i></li> <li>2. Dare to Care <i>(+19)</i></li> <li>3. Freestore Foodbank <i>(+21)</i></li> </ol>
<b>Louisiana</b>					
391 <i>(+14%)</i>	1,520 <i>(+28%)</i>	\$2.8M <i>(+44%)</i>	49% <i>(2019: 58%)</i>	Religion <i>(2019: Religion)</i>	<ol style="list-style-type: none"> <li>1. Second Harvest Food Bank of Greater New Orleans <i>(+2)</i></li> <li>2. Greater Baton Rouge Food Bank <i>(+11)</i></li> <li>3. St. Jude Children's Research Hospital <i>(-2)</i></li> </ol>
<b>Mississippi</b>					
196 <i>(+14%)</i>	652 <i>(+22%)</i>	\$1.6M <i>(-9%)</i>	87% <i>(2019: 87%)</i>	Religion <i>(2019: Religion)</i>	<ol style="list-style-type: none"> <li>1. The Salvation Army <i>(+3)</i></li> <li>2. (tie) First United Methodist Church <i>(+2)</i></li> <li>2. (tie) Mississippi State University <i>(-1)</i></li> <li>3. University of Mississippi <i>(+1)</i></li> </ol>

## Southeast Region Granting Activity

Number of Giving Accounts <i>(change from 2019)</i>	Number of grants <i>(change from 2019)</i>	Total grant dollars <i>(change from 2019)</i>	Percentage of grant dollars to in-state charities	Most popular charitable sector	Most popular charities <i>(change from 2019)</i>
<b>North Carolina</b>					
4,476 <i>(+15%)</i>	18,115 <i>(+35%)</i>	\$38.6M <i>(+96%)</i>	59% <i>(2019: 67%)</i>	Religion <i>(2019: Religion)</i>	<ol style="list-style-type: none"> <li>1. Food Bank of Central and Eastern North Carolina <i>(+5)</i></li> <li>2. The Salvation Army <i>(+2)</i></li> <li>3. University of North Carolina at Chapel Hill <i>(-2)</i></li> </ol>
<b>South Carolina</b>					
1,237 <i>(+11%)</i>	4,813 <i>(+30%)</i>	\$9.5M <i>(+38%)</i>	60% <i>(2019: 53%)</i>	Religion <i>(2019: Religion)</i>	<ol style="list-style-type: none"> <li>1. ETV Endowment of South Carolina <i>(-)</i></li> <li>2. Samaritan's Purse <i>(+4)</i></li> <li>3. (tie) St. Jude Children's Research Hospital <i>(-1)</i></li> <li>3. (tie) The Salvation Army <i>(-)</i></li> </ol>
<b>Tennessee</b>					
1,803 <i>(+11%)</i>	8,089 <i>(+30%)</i>	\$14.5M <i>(+34%)</i>	69% <i>(2019: 68%)</i>	Religion <i>(2019: Religion)</i>	<ol style="list-style-type: none"> <li>1. Second Harvest Food Bank of Middle Tennessee <i>(+13)</i></li> <li>2. St. Jude Children's Research Hospital <i>(-1)</i></li> <li>3. Samaritan's Purse <i>(+2)</i></li> </ol>

# Southeast Region COVID-19 Granting Activity

## Alabama

\$336K

Total COVID-19 grant dollars

70

Number of COVID-19 grants



Percentage of COVID-19 grant dollars to in-state charities

## Arkansas

\$82K

Total COVID-19 grant dollars

17

Number of COVID-19 grants



Percentage of COVID-19 grant dollars to in-state charities

## Florida

\$5.9M

Total COVID-19 grant dollars

1,288

Number of COVID-19 grants



Percentage of COVID-19 grant dollars to in-state charities

## Georgia

\$1.5M

Total COVID-19 grant dollars

544

Number of COVID-19 grants



Percentage of COVID-19 grant dollars to in-state charities

## Kentucky

\$194K

Total COVID-19 grant dollars

154

Number of COVID-19 grants



Percentage of COVID-19 grant dollars to in-state charities

## Louisiana

\$567K

Total COVID-19 grant dollars

68

Number of COVID-19 grants



Percentage of COVID-19 grant dollars to in-state charities

# Southeast Region COVID-19 Granting Activity

## Mississippi

\$26K

Total COVID-19 grant dollars

15

Number of COVID-19 grants



## North Carolina

\$1.6M

Total COVID-19 grant dollars

862

Number of COVID-19 grants



## South Carolina

\$287K

Total COVID-19 grant dollars

169

Number of COVID-19 grants



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## Tennessee

\$383K

Total COVID-19 grant dollars

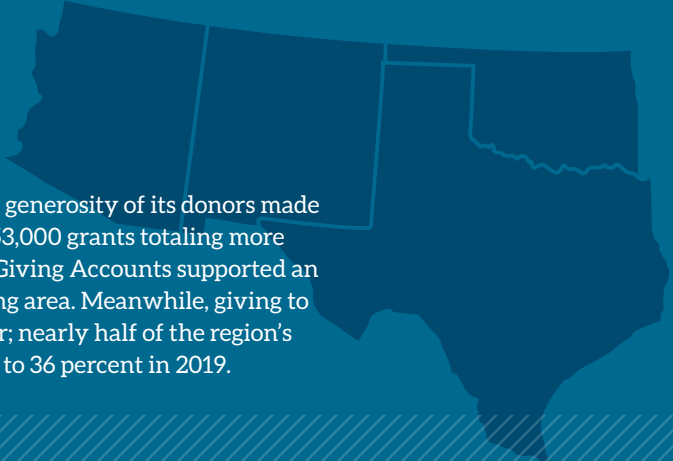
207

Number of COVID-19 grants



# Southwest Region

The Southwest region may be comprised of the fewest states, but the generosity of its donors made an outsized impact in the beginning of 2020. Donors recommended 53,000 grants totaling more than \$180 million to charity from January to April. Sixty percent of Giving Accounts supported an organization in the Religion sector—the region’s most popular granting area. Meanwhile, giving to the Human Services sector increased the most over the previous year; nearly half of the region’s Giving Accounts supported a charity providing basic care, compared to 36 percent in 2019.



## 2020 Granting Activity

**12,809**

Number of Giving Accounts

**52,969** (+33%)

Number of grants

**\$180.5M** (+24%)

Total grant dollars from region

**\$3,408**

Average grant amount

**4.1**

Average number of grants per Giving Account

## COVID-19 Response

**1,943**

Number of grants

**\$9.8M**

Total grant dollars from region

**5%**

Percentage of total grant dollars designated for COVID-19 relief

## Highlights in Southwest giving

### COMMITTED TO COMMUNITY

Donors in the region showed their dedication in supporting causes close to home and heart, with 62 percent of the region’s total recommended grant dollars going to organizations within the donor’s home state. This is a significant deviation from the national average of 49 percent and the largest rate of local granting of any region in the country.

### FEEDING THE HUNGRY

The COVID-19 pandemic exacerbated food insecurity in many areas as unemployment soared. This issue struck a chord with donors in the Southwest region. More than \$6.5 million from the region supported free food programs in the beginning of 2020—an increase of 735 percent over 2019. The most popular charity in every state in the region was a local food bank.

## Donor spotlight: Janet and Judy Fireman

The Fireman sisters retired together to Tucson after spending their whole lives living on opposite coasts. When the pandemic hit, Janet and Judy chose to continue their work cooking healthy dinners each week for the 27 women sheltered in place at Sister José Women’s Center, as well as recommending grants as usual from their Giving Account.

“We didn’t hesitate for a second. I turned to Janet and said, ‘Do you have any reservations?’ and she said, ‘Absolutely not.’ It’s how our parents raised us—it’s the right thing to do.”

– Judy Fireman, Arizona

## Southwest Region Granting Activity

Number of Giving Accounts <i>(change from 2019)</i>	Number of grants <i>(change from 2019)</i>	Total grant dollars <i>(change from 2019)</i>	Percentage of grant dollars to in-state charities	Most popular charitable sector <i>(2019: Religion)</i>	Most popular charities <i>(change from 2019)</i>
<b>Arizona</b>					
2,027 <i>(+11%)</i>	7,149 <i>(+32%)</i>	\$17.9M <i>(+21%)</i>	44% <i>(2019: 47%)</i>	Religion <i>(2019: Religion)</i>	<ol style="list-style-type: none"> <li>1. St. Mary's Food Bank (+2)</li> <li>2. Community Food Bank (+10)</li> <li>3. The Salvation Army (-2)</li> </ol>
<b>New Mexico</b>					
514 <i>(+11%)</i>	2,224 <i>(+45%)</i>	\$6M <i>(+12%)</i>	63% <i>(2019: 67%)</i>	Human Services <i>(2019: Religion)</i>	<ol style="list-style-type: none"> <li>1. Roadrunner Food Bank (-)</li> <li>2. Food Depot (+7)</li> <li>3. Doctors Without Borders USA (-)</li> </ol>
<b>Oklahoma</b>					
523 <i>(+21%)</i>	2,156 <i>(+27%)</i>	\$5.3M <i>(+30%)</i>	80% <i>(2019: 71%)</i>	Religion <i>(2019: Religion)</i>	<ol style="list-style-type: none"> <li>1. Community Food Bank of Eastern Oklahoma (+13)</li> <li>2. (tie) John 3:16 Mission (+2)</li> <li>2. (tie) Regional Food Bank of Oklahoma (+9)</li> <li>3. Samaritan's Purse (+5)</li> </ol>
<b>Texas</b>					
9,745 <i>(+13%)</i>	41,440 <i>(+33%)</i>	\$151.4M <i>(+25%)</i>	64% <i>(2019: 59%)</i>	Religion <i>(2019: Religion)</i>	<ol style="list-style-type: none"> <li>1. Houston Food Bank (+6)</li> <li>2. North Texas Food Bank (+20)</li> <li>3. The Salvation Army (-2)</li> </ol>

# Southwest Region COVID-19 Granting Activity

## Arizona

\$1.3M

Total COVID-19 grant dollars

263

Number of COVID-19 grants



## New Mexico

\$347K

Total COVID-19 grant dollars

100

Number of COVID-19 grants



## Oklahoma

\$199K

Total COVID-19 grant dollars

78

Number of COVID-19 grants



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## Texas

\$8M

Total COVID-19 grant dollars

1,502

Number of COVID-19 grants



# Methodology

The majority of data for this report was obtained from Fidelity Charitable's internal reporting database. Any other sources or data are cited throughout the report. The report looks at Fidelity Charitable activity from January 1 to April 30, 2020 and includes data from the same time period in 2019 for trends. The report includes data from settled grants as of May 7, 2020.

The charitable sectors are defined by the National Center for Charitable Statistics (NCCS) National Taxonomy of Exempt Entities (NTEE). Charitable sector analysis is based on the percentage of Giving Accounts in the state or region that recommended a grant to an organization in a given sector. Therefore, the most popular sector in a state is the one that received support from the highest percentage of Giving Accounts.

Lists of most popular nonprofits in each state are ranked based on the number of Giving Accounts supporting an individual charity.

On page 7, giving to free food programs is defined as granting activity to organizations with the NTEE code K30 (Free Food Distribution Programs).

Three instances of outlier grant activity were removed from some calculations, such as average grant size and the percentage of grant dollars to charities in the donor's home state.





*Testimonials and the statements and opinions expressed in donor profiles are based on interviews with the donors who provided permission to use their names. These testimonial statements are not indicative of future programs and/or services and may not be representative of the experience of all donors.*

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