## **GIVING BY GEOGRAPHY**

## Atlanta



3,220

Fidelity Charitable®

**Donor-Advised Funds** 



**39,985** Numbe<u>r of Grants</u> \$103.7M

Total Grant Dollars From Region



**\$2,594** Average

**Grant Amount** 

63%

of grant dollars sent to local charities in the

Atlanta area

-	
	s
	<u> </u>

**12.4** Average Number of Grants per Giving Account®

## **Atlanta Giving Snapshot**

No. 3 city in the U.S. for percentage of grant dollars recommended by Fidelity Charitable® donors to local charities, with 63% of grant dollars sent to nonprofits in the Atlanta region.

No. 8 city in the U.S. for giving to Religion, with 57% of donor-advised funds in the Atlanta metro area recommending grants to the sector.

54% increase in total number of grants since 2019, 8% higher growth than the national average of 46%.

## Most Popular Charitable Sectors in the Region

By Percentage of Local Accounts Recommending Grants

1.	Religion	57%	TOP 3
2.	Human Services	52%	
3.	Education	47%	
4.	Health	34%	
5.	Society Benefit	30%	
6.	International Affairs	27%	
7.	Environment and Animals	18%	ШJ
8.	Arts and Culture	17%	



Most Popular Local Nonprofits Supported by Fidelity Charitable® Donors Living in the Region

By Percentage of Local Accounts Recommending Grants

1.	Atlanta Community Food Bank	_
2.	North Point Ministries	_
3.	Atlanta Union Mission	+3
4.	Atlanta Educational Telecommunications Collaborative	_
5.	Emory University	_
6.	Children's Healthcare of Atlanta	+4
7.	Foundation for Public Broadcasting in Georgia	_
8.	The Salvation Army	-5
9.	Atlanta Human Society	NEW
10.	Jewish Federation of Greater Atlanta	-1

**RANKING CHANGE FROM 2019** 

The data for this report was obtained from Fidelity Charitable's internal reporting database and looks at Fidelity Charitable activity in calendar year 2022. For additional detail on reporting methodology, visit FidelityCharitable.org/2023-geography-of-giving.

Fidelity Charitable is the brand name for the Fidelity Investments® Charitable Gift Fund, an independent public charity with a donor-advised fund program. Various Fidelity companies provide services to Fidelity Charitable. The Fidelity Charitable name and logo, and Fidelity are registered service marks of FMR LLC, used by Fidelity Charitable under license. Giving Account is a registered service mark of the Trustees of Fidelity Charitable. 1088005.1.0