GIVING BY GEOGRAPHY

Houston







54,059

Fidelity Charitable® Donor-Advised Funds



\$218.9M

Total Grant Dollars From Region



\$4,050 Average

of grant dollars sent to local charities in the

Houston area

Grant Amount

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14 Average Number of Grants per

Giving Account®

Houston Giving Snapshot

No. 2 city in the U.S. for giving to Religion, with 60% of Fidelity Charitable® donors in the Houston metro area recommending grants to the sector.

Average of 14 grants per donor-advised fund, a 19% higher granting frequency than the national average of 11.8 grants.

49% growth in total grants recommended since 2019, a 3% higher growth rate than the national average of 46%.

Strong donor support for Human Services charities: Three nonprofits from the sector ranked among Houston's six most popular charities.

Most Popular Charitable Sectors in the Region

By Percentage of Local Accounts Recommending Grants

1.	Religion	60%	TOP 3
2.	Human Services	52%	(LÉ)
3.	Education	46%	
4.	Health	33%	
5.	Society Benefit	28%	$\langle \rangle$
6.	International Affairs	26%	
7.	Arts and Culture	24%	
8.	Environment and Animals	19%	



Most Popular Local Nonprofits Supported

by Fidelity Charitable® Donors Living in the Region

By Percentage of Local Accounts Recommending Grants

1. Houston Food Bank 2. Star of Hope Mission 3. Houston Public Media Foundation 4. Catholic Diocese of Galveston-Houston +2 5. University of Texas MD Anderson Cancer Center -1 6. The Salvation Army -1 7. United Way of Greater Houston 8. Houston Society for the Prevention of Cruelty to Animals +2 9. Interfaith Ministries for Greater Houston 10. Rice University NEW

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.

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