

Atlanta



1,930
NUMBER OF GIVING ACCOUNTS



21,491
NUMBER OF GRANTS



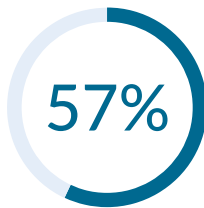
\$58.5M
TOTAL GRANT DOLLARS FROM REGION



\$2,723
AVERAGE GRANT AMOUNT



11.1
AVERAGE NUMBER OF GRANTS PER GIVING ACCOUNT®



57%
PERCENTAGE OF GRANT DOLLARS TO LOCAL CHARITIES

Fidelity Charitable® donors in Atlanta were active and generous in 2018, recommending more than \$58 million in grants to charity—an increase of 29 percent year-over-year. More than half of the area’s grant dollars went to local organizations that support and enrich the Atlanta community. Topping 20,000 grants last year, Atlanta donors were most strongly focused on giving to religion and human services—reflected in the churches and food banks dotting the list of top local nonprofits.

MOST POPULAR CHARITABLE SECTORS



MOST POPULAR NONPROFITS SUPPORTED BY FIDELITY CHARITABLE® DONORS IN THE REGION

1	Atlanta Community Food Bank	—
2	North Point Ministries	^ 1
3	The Salvation Army	v 1
4	Atlanta Educational Telecommunications Collaborative	—
5	Emory University	—
6	Atlanta Union Mission	NEW
7	The Woodruff Arts Center	^ 1
8	Foundation for Public Broadcasting in Georgia	^ 2
9	Atlanta Humane Society	v 2
10	Roman Catholic Archdiocese of Atlanta	v 4

Highlights in Atlanta giving

Growing the giving community

Atlanta donors increased their philanthropic footprint in 2018. The number of Giving Accounts in the area grew by 21 percent—outpacing nationwide growth of 13 percent.

Committed to community

In 2018, Atlanta donors increased their total recommended grant dollars by 29 percent, but their local granting surged even more. More than \$33 million—57 percent of the area's total grant dollars—went to local organizations, one of the highest rates of any city in the country. Donors in the area are focused on improving all aspects of community life. The broad mix of organizations on the list of top local nonprofits represent most of the charitable sectors, demonstrating donors' wide-ranging priorities—from a local animal shelter to the city's visual and performing arts center.

Consistent giving priorities

Atlanta may have significantly grown their giving last year, but their grantmaking interests remained consistent. Religion, human services and education remained the top three charitable sectors in 2018, aligning with Fidelity Charitable donors nationwide. These choices reflect what residents here deem most important in the daily lives of their families and their communities.



GIVING SECTOR SPOTLIGHT

Religion

Ranking tenth nationally for giving to the religion sector, Atlanta donors are strong supporters of their religious institutions. Sixty-two percent of all Atlanta Giving Accounts recommended at least one grant to a religious organization or house of worship—making it easily the most popular sector in the area. Because giving in this sector is so widely dispersed, it is often difficult for religious charities to reach the list of top local nonprofits, but mega-church North Point Ministries (ranked second) and the Roman Catholic Archdiocese of Atlanta (tenth) both garner significant support in the area. Religion's influence in the area is also apparent on the list through several faith-based organizations working in the human services sector—including Atlanta Union Mission, which was propelled to the list by a surge in support in 2018. The combination of these sectors aligns with Atlanta's emphasis on addressing the human needs in their community.

Most popular religious charities supported by Atlanta area donors:

- North Point Ministries
- Roman Catholic Archdiocese of Atlanta
- Campus Crusade for Christ

The data for this report was obtained from Fidelity Charitable's internal reporting database and looks at Fidelity Charitable activity in calendar year 2018. For additional detail on reporting methodology, visit [FidelityCharitable.org/geography-of-giving](https://www.fidelitycharitable.org/geography-of-giving).

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