

Cleveland



770

NUMBER OF GIVING ACCOUNTS



9,344

NUMBER OF GRANTS



\$21.4M

TOTAL GRANT DOLLARS FROM REGION



\$2,291

AVERAGE GRANT AMOUNT



12.1

AVERAGE NUMBER OF GRANTS PER GIVING ACCOUNT®



53%

PERCENTAGE OF GRANT DOLLARS TO LOCAL CHARITIES

Fidelity Charitable's Cleveland donors were active and generous in 2018, recommending more than \$21 million in grants to charity—a 29 percent year-over-year increase. With an average of 12 grants per Giving Account®, the area came just short of recommending 10,000 individual grants to charity. More than half of total grant dollars supported organizations in the Cleveland community—with arts and human services organizations making up the majority of the 10 most popular local charities.

MOST POPULAR CHARITABLE SECTORS



1

HUMAN SERVICES



2

RELIGION



3

EDUCATION

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

1	Ideastream	—
2	Greater Cleveland Food Bank	—
3	Cleveland Museum of Art	—
4	Jewish Federation of Cleveland	—
5	City Mission	^ 2
6	The Musical Arts Association	v 1
7	Playhouse Square Foundation	NEW
8	United Way of Greater Cleveland	—
9	Catholic Charities Corporation	v 3
10	The Cleveland Clinic Foundation	—

Highlights in Cleveland giving



GIVING SECTOR SPOTLIGHT

Human services

Cleveland donors made human services their most popular charitable sector in 2018—and topped the national rankings for the sector—with nearly two-thirds of Giving Accounts sending support to organizations addressing needs like food insecurity, homelessness and social services. These organizations are well-represented on the list of top local nonprofits—particularly those affiliated with religious groups, such as City Mission and Catholic Charities. The combination of these sectors aligns with the importance of faith-based giving as a driver in Cleveland. Cleveland is a city driven by compassion for others and deep commitment to addressing the human needs in their community and around the world.

Most popular human services charities supported by donors from the Cleveland area:

- Greater Cleveland Food Bank
- The Salvation Army
- American Red Cross

Surge in giving

Cleveland donors made greater investments in philanthropy in 2018. The number of Giving Accounts in the area grew by 20 percent last year, outpacing Fidelity Charitable® nationwide (13 percent). And growth in grant dollars is even more astonishing—increasing by 29 percent year-over-year compared to nationwide growth of 16 percent.

Consistent local support

More than half of grant dollars enriched the local Cleveland community in 2018, and donors showed that they are committed to the local causes they support. Nine of the top 10 local grant recipients in 2018 also appeared on the 2017 list, with the top four charities unchanged. A surge in support for Playhouse Square Foundation bumped Case Western Reserve University from the top 10 list. This gives art, music and theater representation on the list, reflecting Cleveland's status as a vibrant—and often underestimated—community for visual and performing arts.

Prominent in the rankings

Cleveland appears on top 10 lists for giving to four of the eight giving sectors—including a first-place ranking for the human services sector. Donors here also show significant support for health (ranked eighth), arts and culture (tenth) and society benefit (tenth).

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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