

# Dallas



**2,687**  
NUMBER OF  
GIVING ACCOUNTS



**31,075**  
NUMBER OF GRANTS



**\$99.9M**  
TOTAL GRANT DOLLARS  
FROM REGION



**\$3,216**  
AVERAGE GRANT  
AMOUNT



**11.6**  
AVERAGE NUMBER  
OF GRANTS PER  
GIVING ACCOUNT®



**61%**  
PERCENTAGE OF  
GRANT DOLLARS TO  
LOCAL CHARITIES

Dallas donors were active and generous in 2018, recommending nearly \$100 million in grants to charity. The area saw significant growth in grant recommendations—a 30 percent year-over-year increase in grant dollars from 2017—that far outpaced Fidelity Charitable® nationwide (16 percent year-over-year increase). Almost two-thirds of grant dollars went to local organizations, with giving to religion maintaining its status as the most popular charitable sector in the area.

## MOST POPULAR CHARITABLE SECTORS



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

|    |                                     |     |
|----|-------------------------------------|-----|
| 1  | North Texas Public Broadcasting     | —   |
| 2  | North Texas Food Bank               | —   |
| 3  | SPCA of Texas                       | —   |
| 4  | Tarrant Area Food Bank              | —   |
| 5  | Southern Methodist University       | ^ 1 |
| 6  | Planned Parenthood of Greater Texas | v 1 |
| 7  | American Heart Association          | ^ 1 |
| 8  | YMCA of Metropolitan Dallas         | NEW |
| 9  | Jewish Federation of Greater Dallas | NEW |
| 10 | Visiting Nurse Association of Texas | v 3 |

# Highlights in Dallas giving



## GIVING SECTOR SPOTLIGHT

### Human services

Dallas donors made human services the second most popular charitable sector in their city, with 51 percent of accounts sending support to charities providing basic needs like food and shelter. Two food banks rank highly on the list of top 10 local nonprofits—which could be fueled in part by significant flooding in north Texas in the fall of 2018. Dallas demonstrated that it's a city committed to addressing the human needs in their community.

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

- Salvation Army
- North Texas Food Bank
- American Red Cross

## Surge in giving

Already the fourth largest metro area in the country, Dallas is growing rapidly—adding more residents in 2018 than any other area<sup>1</sup>—and donor activity reflects this upward trend. The number of Giving Accounts in the area grew by 22 percent in 2018, outpacing Fidelity Charitable nationwide (13 percent). And growth in grant dollars is even more astonishing—increasing by 30 percent year-over-year compared to nationwide growth of 16 percent.

## Committed to community

Dallas donors are focused on improving the communities in which they live, with 61 percent of grant dollars recommended to charities in the local area. This comes in as one of the highest rates of local granting of any city in the country—far outpacing the national average of 42 percent. Nearly all of the charitable sectors are represented on Dallas's list of top local nonprofits, demonstrating donors' commitment to all aspects of community life—from animal welfare to health-related causes to public media.

## Faithful to religion

Dallas ranks eighth nationally for support of the religion sector, reflecting the strong role of faith-based giving for Dallas-area donors. Nearly two-thirds of all Dallas 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.

<sup>1</sup> U.S. Census Bureau (2019). *New Census Bureau Estimates Show Counties in South and West Lead Nation in Population Growth.*

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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