

Denver



1,192
NUMBER OF GIVING ACCOUNTS



15,469
NUMBER OF GRANTS



\$35.4M
TOTAL GRANT DOLLARS FROM REGION



\$2,290
AVERAGE GRANT AMOUNT



13
AVERAGE NUMBER OF GRANTS PER GIVING ACCOUNT®



32%
PERCENTAGE OF GRANT DOLLARS TO LOCAL CHARITIES

Denver-area donors embraced their philanthropic spirit in 2018—recommending more than \$35 million in grants to charity. While the number of Giving Accounts in the area increased by 22 percent year-over-year—topping 1,000 individual accounts last year—growth in grant dollars kept pace with Fidelity Charitable® nationwide at 16 percent. The region’s focus on human services remained consistent from past years, which includes the food banks and homeless shelters dotting the list of top local nonprofits.

MOST POPULAR CHARITABLE SECTORS



1

HUMAN SERVICES



2

RELIGION



3

EDUCATION

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

| | | |
|----|-----------------------------------------|-----|
| 1 | Denver Rescue Mission | ^ 1 |
| 2 | Public Broadcasting of Colorado | ✓ 1 |
| 3 | Rocky Mountain Public Media | — |
| 4 | Food Bank of the Rockies | — |
| 5 | Denver Dumb Friends League | ^ 1 |
| 6 | Rocky Mountain Planned Parenthood | ✓ 1 |
| 7 | University of Colorado Foundation | — |
| 8 | Colorado Coalition for the Homeless | — |
| 9 | Children’s Hospital Colorado Foundation | NEW |
| 10 | Habitat for Humanity of Metro Denver | NEW |

Highlights in Denver giving

Active grantmaking

Denver donors were actively engaged in philanthropy in 2018—recommending more than 15,000 grants to charity. The region averaged 13 grants per Giving Account® last year—25 percent higher than the national average of 10.4.

Diverse local support

More than \$11 million in grants supported local organizations in 2018, representing nearly a third of total giving. The dollars that remained in the Denver area were well-dispersed among a variety of local causes. Five of the eight charitable sectors are represented on Denver's list of top local nonprofits, demonstrating donors' commitment to all aspects of community life—from local animal rescue Dumb Friends League to the award-winning Children's Hospital Colorado.

Consistent giving priorities

Denver may have grown their giving last year, but their grantmaking interests remained consistent. Human services, religion 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

Human services

More than half of Giving Accounts in the Denver area sent support to a human services organization in 2018—making it the most popular sector in the area. Human services organizations are well-represented on the list of top local nonprofits, with a particular focus on addressing the needs of the homeless population. Homelessness is a growing problem in Denver—with more than 5,000 people identifying as homeless and the chronically homeless population nearly doubling from 2015 to 2018.¹ Donors are responding to the needs in their community with a strong show of support for organizations providing both emergency services and long-term solutions.

Most popular human services charities supported by Denver-area donors:

- Denver Rescue Mission
- American Red Cross
- Food Bank of the Rockies

¹ Metro Denver Homeless Initiative Point in Time Survey, 2018.

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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