

Los Angeles



3,521
NUMBER OF
GIVING ACCOUNTS



42,105
NUMBER OF GRANTS



\$149.2M
TOTAL GRANT DOLLARS
FROM REGION



\$3,544
AVERAGE GRANT
AMOUNT



12
AVERAGE NUMBER
OF GRANTS PER
GIVING ACCOUNT®



49%
PERCENTAGE OF
GRANT DOLLARS TO
LOCAL CHARITIES

Los Angeles may be the epicenter of the entertainment business, but Fidelity Charitable® donors are increasingly creating a hub for philanthropy in the area. The number of Giving Accounts in the metro area increased by 21 percent, and grant dollars followed—increasing by 20 percent. Of the nearly \$150 million in recommended grants to charity from the area, nearly half stayed in the local community—with a particular focus on education, human services and religion.

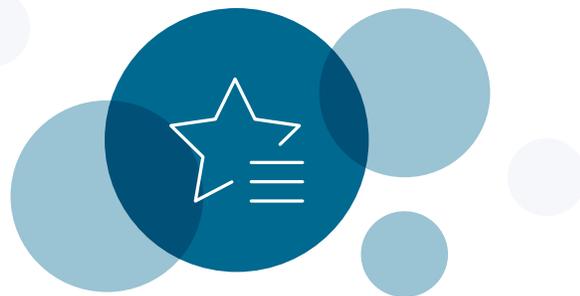
MOST POPULAR CHARITABLE SECTORS



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

1	Southern California Public Radio	—
2	KOCE	—
3	The UCLA Foundation	—
4	University of Southern California	—
5	The Salvation Army	—
6	Jewish Federation Council of Greater Los Angeles	—
7	City of Hope	—
8	Los Angeles Regional Food Bank	NEW
9	Union Rescue Mission	^ 1
10	KCRW Foundation	NEW

Highlights in Los Angeles giving



Growing the giving community

The number of Giving Accounts in the area grew by 21 percent in 2018, outpacing Fidelity Charitable nationwide (13 percent). And growth in grant dollars kept pace—increasing by 20 percent year-over-year compared to nationwide growth of 16 percent.

Surge in local giving

Donors in Los Angeles supported their local community with nearly half of their grant recommendations in 2018—pouring \$73 million into addressing needs in their own backyard. This growth in local granting outpaced growth overall, demonstrating donors' increasing commitment to investing in local improvement.

Consistent giving priorities

Los Angeles donors have shown that they are committed to the local causes they support. Eight of the top 10 local grant recipients in 2018 also appeared on the 2017 list, with the top seven charities unchanged. Human services charities, like Union Rescue Mission and Los Angeles Regional Food Bank, gained ground in 2018—which could reflect donors' response to the growing crisis of homelessness in the area amid a serious affordable housing shortage. Though arts and culture is not a top charitable sector overall, Los Angeles is still the heart of show business—which clearly extends to support of public media. Local radio and TV stations dot the list of popular local nonprofits, including Southern California Public Radio and KOCE in the top two spots.

GIVING SECTOR SPOTLIGHT

Education

In 2018, education overtook human services as the most popular charitable sector in Los Angeles—with 52 percent of Giving Accounts sending support to an educational institution. Past the flashing lights of Hollywood, there are more than 40 colleges and universities in the metropolitan area, and more than one third of Los Angeles adults have at least a four-year degree.¹ It's a no-brainer as to why Los Angeles area donors place a priority on education-related philanthropy—with the region's top local universities, UCLA and University of Southern California, receiving the largest showing of support.

Most popular educational organizations supported by Los Angeles-area donors:

- The UCLA Foundation
- University of Southern California
- Wikimedia Foundation

¹ U.S. Census Bureau (2017). American Community Survey 1-year estimates.

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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