

Minneapolis-St. Paul



2,430

NUMBER OF GIVING ACCOUNTS



29,681

NUMBER OF GRANTS



\$79.5M

TOTAL GRANT DOLLARS FROM REGION



\$2,679

AVERAGE GRANT AMOUNT



12.2

AVERAGE NUMBER OF GRANTS PER GIVING ACCOUNT®



46%

PERCENTAGE OF GRANT DOLLARS TO LOCAL CHARITIES

Fidelity Charitable® donors in the Twin Cities demonstrated Midwestern warmth and generosity last year—recommending nearly \$80 million to charity in 2018. Donors further displayed their active engagement by recommending 12.2 grants per Giving Account®—more than the national average of 10.4. The region also maintained its spot in the national rankings for giving to two charitable sectors—religion (ranked fourth) and international affairs (tenth).

MOST POPULAR CHARITABLE SECTORS



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

1	Minnesota Public Radio	—
2	Second Harvest Heartland	—
3	Twin Cities Public Television	—
4	University of Minnesota Foundation	—
5	Union Gospel Mission Twin Cities	^ 1
6	Feed My Starving Children	v 1
7	Planned Parenthood Minnesota, North Dakota, South Dakota	—
8	Animal Humane Society	^ 1
9	Sharing and Caring Hands	^ 1
10	Catholic Services Appeal Foundation of Saint Paul and Minneapolis	NEW

Highlights in Twin Cities giving

Surge in giving

Minneapolis-St. Paul donors increased their philanthropic footprint in 2018. The number of Giving Accounts in the area grew by 32 percent, and the growth in grant dollars followed—increasing by 30 percent year-over-year. This rapid growth outpaced Fidelity Charitable nationwide (13 percent and 16 percent, respectively).

Committed to community

In 2018, donors in the Twin Cities showed their dedication in supporting causes close to home and heart, with nearly half of the region's total grant dollars going to organizations that support and enrich the local community. Donors in the area are focused on improving all aspects of community life. Seven of the eight charitable sectors are represented on the Twin Cities' list of top local nonprofits, demonstrating donors' wide-ranging priorities—from a local animal rescue to the area's public radio and television stations.

Consistent giving priorities

Minneapolis-St. Paul 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.

¹ Pew Research Center on Religion and Public Life, Religious Landscape Study.

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).

Fidelity Charitable is the brand name for Fidelity Investments® Charitable Gift Fund, an independent public charity that sponsors a donor-advised fund program. Various Fidelity companies provide services to Fidelity Charitable. The Fidelity Charitable logo is a service mark, and the Fidelity Charitable name and Fidelity are registered service marks, of FMR LLC, used by Fidelity Charitable under license. Giving Account® is a registered service mark of the Trustees of Fidelity Charitable. 892645.1.0



GIVING SECTOR SPOTLIGHT

Religion

Faith is a guiding force in Minneapolis-St. Paul, with two thirds of residents saying that religion is important in their lives.¹ This aligns with the 64 percent of area donors that supported a religious house of worship or other organization in the religion sector in 2018—making it the most popular sector locally and placing the region fourth in the national rankings. Because giving to religious houses of worship is so dispersed, few of these smaller organizations make their way into the Twin Cities top 10 list. However, religion's influence in the area is still apparent on the list through several faith-based organizations working in the human services sector—including Union Gospel Mission and Sharing and Caring Hands. The combination of these sectors aligns with Minneapolis's emphasis on addressing the human needs in their community.

Most popular religious charities supported by Twin Cities-area donors:

- Catholic Services Appeal Foundation of Saint Paul and Minneapolis
- Campus Crusade for Christ
- Eagle Brook Church