

New York City



9,809
NUMBER OF GIVING ACCOUNTS



144,794
NUMBER OF GRANTS



\$780.5M
TOTAL GRANT DOLLARS FROM REGION



\$5,391
AVERAGE GRANT AMOUNT



14.8
AVERAGE NUMBER OF GRANTS PER GIVING ACCOUNT®



58%
PERCENTAGE OF GRANT DOLLARS TO LOCAL CHARITIES

In 2018, the Big Apple surpassed Boston as the city with the most Giving Accounts in the country and maintained its status as a hub of philanthropy with active giving across all charitable sectors. Fidelity Charitable® donors in the New York metro area recommended more than \$780 million in grants to charity, including \$454 million sent to support local charities. The region appears on top 10 lists for grantmaking to six of the eight charitable giving sectors, reflecting the true melting pot of ideas and interests that makes New York a powerful center for giving.

MOST POPULAR CHARITABLE SECTORS



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

1	New York Public Radio	—
2	United Jewish Appeal Federation of New York	—
3	Memorial Sloan-Kettering Cancer Center	▲ 1
4	WNET	▼ 1
5	City Harvest	—
6	Columbia University	—
7	Central Park Conservancy	—
8	The New York Public Library	▲ 1
9	Citymeals on Wheels	▼ 1
10	Community Food Bank of New Jersey	NEW

Highlights in New York giving



Leading the lists

New York City appears on top 10 lists for giving to six of the eight charitable giving sectors, including top three placements for education, international affairs and society benefit. The area is also highly engaged in support of arts and culture (ranked fourth), health (fifth) and human services (ninth). The only two sectors for which New York doesn't rank in the top 10 are religion and environment/animals.

Active and engaged in giving

The New York metro area is the largest center for philanthropy in the country, and it's also the most actively engaged. At an average of nearly 15 grants per Giving Account® in 2018, the area had the highest volume of granting in the country. Donors in New York also gave more to the causes they care about, with an average grant amount of \$5,391—32 percent higher than the national average of \$4,092.

Melting pot of giving

With 20 million residents, New York's multiplicity of interests is reflected in its list of most popular charities. Most of the charitable sectors are represented on the list—from health to education—demonstrating that New York's diversity extends to its donors' giving priorities. The list of top local nonprofits also shows that New Yorkers are proud supporters of their iconic cultural institutions, such as Central Park and the New York Public Library.

GIVING SECTOR SPOTLIGHT

Human services

Fifty-seven percent of New York Giving Accounts sent support to organizations addressing homelessness, disaster relief and other human needs in 2018. As home to the headquarters of many national nonprofits working in this space—and one of the largest income gaps among residents in the country—New Yorkers are familiar with the challenges experienced by many vulnerable populations. Locally, human services was the second most popular sector—demonstrating that New Yorkers are committed to addressing the significant needs in their local community. Food insecurity was of particular concern last year, with three food-related charities dotting the list of top local nonprofits.

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

- American Red Cross
- City Harvest
- Citymeals on Wheels

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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