



# 2020

Giving Report



**Pamela J. Norley**  
*President*  
Fidelity Charitable

**As a child, Charmaine Clay, a Fidelity Charitable® donor now living in Oakland, saw what it was like to cope with poverty. Today, she mentors young women through Girls Inc. of Alameda County, assisting directly in that charity's mission of helping young women from underserved neighborhoods become strong, smart and bold. She also supports Girls Inc. financially with a Fidelity Charitable® donor-advised fund, or Giving Account®, helping it to scale its impact.**

The generosity of our growing community of more than 225,000 donors propelled Fidelity Charitable, the nation's largest grantmaker, to a new record for impact in 2019: 1.5 million donor-recommended grants totaling \$7.3 billion, a 39 percent increase from the year before. These grants benefited more than 155,000 separate nonprofits, many of them small or mid-sized, and the causes they serve.

These numbers fill me with awe every time I think about them. Each of these 1.5 million grants represents a donor like Charmaine hoping to help make their community or the world a better place or hoping to lend a hand to someone in need—and taking action through a Fidelity Charitable Giving Account®.

Digging deeper into the data behind these results, though, I'm also fascinated to see a glimpse into the larger changes molding the giving landscape, including shifting demographics and changing approaches to philanthropy.

One significant indicator of this: we're seeing a growing number of Millennials begin to choose donor-advised funds to support a more strategic approach to giving. While the overall demographics of donors continue to skew older—the average age upon opening is 55—Millennials established 13 percent of all new Giving Accounts in 2019. This is double the percentage from just five years ago and is a harbinger of things to come as this generation—diverse, tech-savvy and optimistic about the potential of philanthropy to bring about positive change in the world—continues to become more established in their careers and community.

Early signals are also that these younger donors may not support the same organizations as their parents and grandparents, just as they don't always purchase the same products or vote for the same political candidates. Among Millennial donors, grant recommendations to organizations such as the American Civil Liberties Union or Wikimedia were more prevalent than among our donor population at large.

But these giving priorities too may change as Millennials age. Last year, for example, Millennials increased their recommended support for many environmental organizations—not surprising for a generation that is known for its focus on environmental issues. But they also upped the ante on recommended giving to many health-related causes—for instance, the American Cancer Society and National Multiple Sclerosis Society both had among the top increases in support from our Millennial donors.

The increasing prominence of Millennial donors has the potential to continue to accelerate other social good trends as well, beyond the potential shift in which causes receive the most attention. One manifestation of this is the continued uptick of interest in impact investing we saw last year, with charitable funds invested in impact investment funds growing to more than \$1 billion. The year also brought significant growth in the use of our iPhone app for granting—a 50 percent increase, in fact, with more than \$100 million granted through the app. To me these are key indicators of future directions. Imagine how, as Millennials continue to increase their influence, use of technology and a broadening notion of social impact—not limited to just charitable giving—will continue to reshape how we give as well as how we live.

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# Executive Summary

Fidelity Charitable was again the nation's largest grantmaker in 2019—delivering an unprecedented \$7.3 billion in donor-recommended grants to charity. Fueled by the collective generosity of nearly a quarter million donors, Fidelity Charitable supported 155,000 unique charities in every state and around the world.

As we enter a new decade, more people are turning to donor-advised funds as a way to strategically plan their giving and make more effective charitable choices. As donor-advised funds grow, they have become a sustaining source of funding for nonprofit organizations—enabling donors to support their favorite charities even in times of market volatility or personal transition like retirement.

Not only are donors increasingly using efficient, tax-effective means to plan their giving, particularly in light of 2019's strong market conditions, but more and more people are also giving in response to issues and events they see around the world.



## Key insights into our donor activity include:

### Fidelity Charitable donors led with generosity this year—achieving unprecedented grantmaking results and displaying an enduring commitment to philanthropy.

- Last year, Fidelity Charitable made 1.5 million donor-recommended grants, totaling \$7.3 billion—growing grant dollars an astonishing 39 percent from the previous year.
- Fidelity Charitable donors are active and engaged in giving. On average, three-quarters of donors' contribution dollars are granted within five years of receipt.
- Grants went to 155,000 organizations large and small, reaching local, national and international groups. In 2019, Fidelity Charitable supported its 300,000<sup>th</sup> unique nonprofit since inception.

### A continued bull market helped donors take their generosity to new heights by creating additional dollars for charity.

- In 2019, more than 60 percent of contribution dollars to Fidelity Charitable were in the form of non-cash assets—which can allow donors to give more than by selling the assets prior to contributing to charity. More than half of contributions were made in the form of appreciated securities, such as stocks.
- Since inception, contributions of non-publicly traded assets total nearly \$7 billion. Fidelity Charitable's in-house expertise helps facilitate contributions of complex assets such as private stock, limited partnership interest, real estate or cryptocurrency—quickly converting complex assets into cash available for granting.
- Robust market conditions created tremendous investment growth in many Giving Accounts. Since inception, Giving Account investment growth has generated an additional \$10.8 billion in net dollars available for grants.

### Trends in philanthropy show a changing face of giving and evolving themes in grantmaking.

- The Millennial generation is a growing force for philanthropy. Millennials were responsible for 13 percent of all new Giving Accounts established in 2019—more than double five years ago.
- Major news events and a tense political environment were the focus of donors' responsive philanthropy last year. Organizations working in veteran support, disaster relief, environmental protection and civil discourse saw outpourings of support as these issue areas took center stage in the news media.
- Impact investing continues its rise in popularity as more donors seek to maximize their charitable dollars. Giving Account dollars allocated to impact investment funds surpassed \$1 billion in 2019.

# What is a donor-advised fund?

A donor-advised fund is a charitable account sponsored by a public charity that donors use to support their charitable giving. A donor-advised fund, called a Giving Account® at Fidelity Charitable, makes it easier for donors to plan their giving and be more strategic, maximizing their generosity. Donors can contribute many types of assets, advise how those assets are invested for growth and provide even more support to charities over time.

## Establishing and using a donor-advised fund



**Donors make a tax-deductible donation,**

A donor can give cash, stocks, real estate or non-publicly traded assets to Fidelity Charitable or another public charity that sponsors a donor-advised fund program. The charity establishes a donor-advised fund for the donor, and the donor can make additional contributions at any time.



**... grow the donation tax-free**

While donors decide which charities to support, their donations can potentially grow based on how they recommend them to be invested. At Fidelity Charitable, donors can recommend an investment strategy that aligns with their goals and time horizons for giving through investment pools or investment advisor-managed accounts.



**... and support charities.**

Donors can support IRS-qualified public charities with the money in their donor-advised funds. Before making a grant, Fidelity Charitable conducts due diligence on recommendations to ensure the funds will be used for charitable purposes.



# Who are Fidelity Charitable's Donors?

“I would encourage anyone to think deeply about what they love and use that to find a way that they can help others.”

– *Kathy Wentworth, Oregon*

*Dog-lover who focuses her giving  
on Guide Dogs for the Blind*

## The Fidelity Charitable donor community is a growing force in philanthropy.

Donor-advised funds continue to be the fastest-growing vehicle for giving in the United States,<sup>1</sup> and the continued increase in new Giving Accounts at Fidelity Charitable reflects the upward trend. The number of Giving Accounts has more than doubled in the last decade.

229,704<sup>2</sup>

Number of donors in 2019



138,019

Giving Accounts

2019

2010

52,376

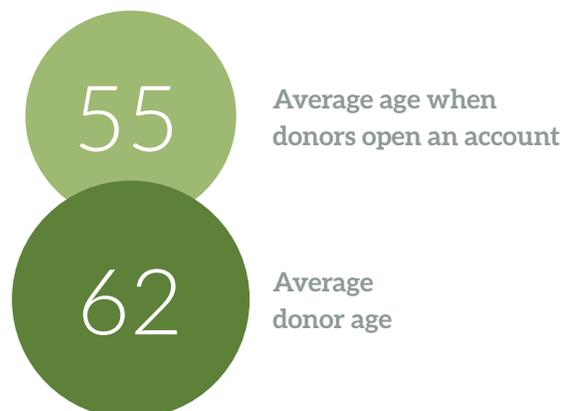
Giving Accounts

## The donor community spans a range of ages and stages of life.

While the number of donors who establish their donor-advised funds in their 20s and 30s is growing, most donors establish a Giving Account in their 50s, as they approach retirement. More than half of donors are 61 or older and in a stage of life when they have more time and resources available to focus on philanthropy.

### Distribution of Giving Accounts by age range<sup>3</sup>

Age range	Percent
40 and under	8%
41 to 50	13%
51 to 60	23%
61 to 70	29%
Over 70	27%



<sup>1</sup> National Philanthropic Trust, "2019 Donor-Advised Fund Report."

<sup>2</sup> Does not include third-party contributors or other third-party individuals.

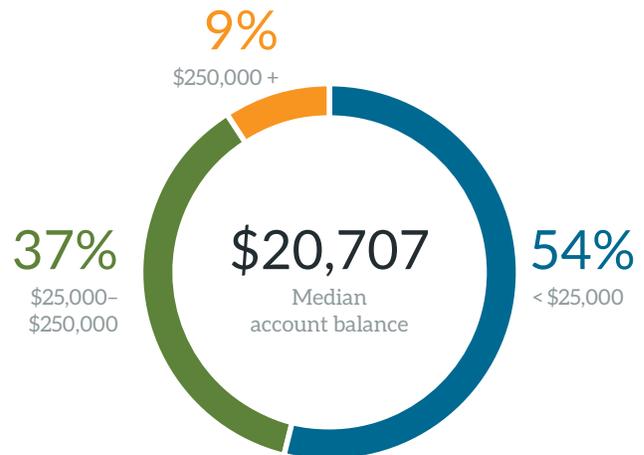
<sup>3</sup> Excludes organizational Giving Accounts.

## More than half of donors have Giving Account balances less than \$25,000.

With low administrative costs relative to other giving vehicles—and one of the lowest opening contribution minimums among donor-advised fund sponsors—Giving Accounts are used by donors of all giving levels to achieve their charitable goals. Most Giving Accounts have balances under \$25,000; just 9 percent have balances of more than \$250,000.

The median Giving Account balance ticked upward in 2019, increasing to over \$20,000. Significant gains in the stock market propelled many account balances higher through donors' investment recommendations for their charitable dollars—creating more dollars available for granting.

### Giving Accounts by balance



#### DONOR PROFILE

### Charmaine Clay

When Fidelity Charitable donor Charmaine Clay was a child, her father's career as a hospital administrator showed her difficult living conditions around the country. Many of her childhood friends had to cope with poverty, often lacking support and mentorship for their educational success.

"I was fortunate to live in a family where both parents were inspired by education, but I still had to learn how to be resilient," says Clay. "It's important that we start early to help girls from disadvantaged backgrounds make progress."

Now retired from a long career with Wells Fargo, Clay chooses to give to and volunteer with Girls Inc. of Alameda County, part of the national nonprofit that helps girls ages 6 to 18 from low-income households to realize their potential.

"I'm passionate about helping people in my own community," Clay says. "I've always felt that it's important to give of your own good fortune to help others follow in your footsteps."

For Charmaine's full story, visit [fidelitycharitable.org/clay](https://fidelitycharitable.org/clay).



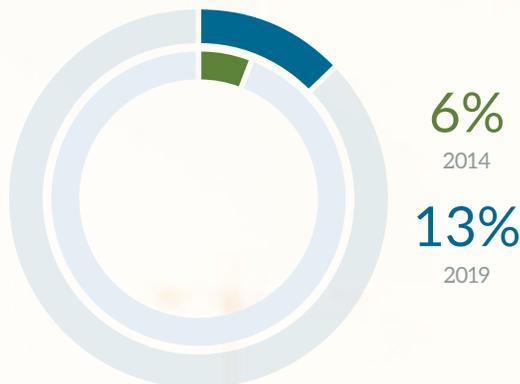
# The next generation of philanthropy

The Millennial generation—those born 1980–2000—is taking its first steps toward becoming a major force in philanthropy. As an active and enthusiastic generation, Millennials are motivated by a desire to make giving back and social change integral throughout their personal and professional lives. What can we expect from this generation that is more optimistic, interconnected and tech-savvy than those who came before? A look at Fidelity Charitable’s Millennial donor community outlines a picture of these emerging leaders in philanthropy.

## Millennial donors account for 13 percent of new Giving Accounts opened in 2019—more than double five years ago.

While individuals who are 40 or under still only make up eight percent of the total Fidelity Charitable community, Millennials are establishing a larger percentage of new Giving Accounts than ever before. This increase is expected as Millennials come to the mid-point of their careers and increase their earning—and spending—power. As a generation that prioritizes giving back, they are sure to rapidly become a major force in philanthropy as they grow their incomes, start families and become more settled in their communities.

Percentage of new Giving Accounts opened by Millennials



## Millennial grantmaking reflects a shift in donor priorities from earlier generations.

Millennial donors support religious institutions with a greater percentage of their grant dollars, while education is the top category for grant dollars among donors overall—priorities that may shift as more Millennials continue to become parents. Millennials also tend to have a more global outlook; the international affairs sector is among their top five for both grant dollars and volumes, in contrast to the overall population where it ranks sixth.

### Top charitable sectors

By percentage of grant volumes:

1. Religion
2. Human services
3. Education
4. Society benefit
5. International affairs

By percentage of grant dollars:

1. Religion
2. Society benefit
3. Education
4. Human services
5. International affairs

## Millennials' most popular charities indicate the concerns of the next generation.

Civil rights and social issues are top of mind for Millennials. As a generation that is more interconnected and diverse, Millennials are led to act when they see issues that affect quality of life—not only their own, but that of groups they see as disenfranchised or marginalized.<sup>4</sup> While many of the most popular charities among Millennials also appear on the list for all Fidelity Charitable donors, the Millennial list is more strongly concentrated on organizations that focus on social issues, justice and civil liberties.

### Most popular charities among Millennials in 2019

1. Planned Parenthood
2. American Civil Liberties Union Foundation
3. Wikimedia Foundation
4. Doctors Without Borders USA
5. Refugee and Immigrant Center for Education and Legal Services (RAICES)

## The environment and healthcare captured Millennial donor attention in 2019, emerging as trending themes in grantmaking.

Millennials are interested in causes that personally affect them and those they love—like aging parents or grandparents—and those that are for “the greater good.” The former could be reflected in their surge in support to the American Cancer Society and the National Multiple Sclerosis Society, while the latter is displayed in their outpouring of support to environmental causes like the Environmental Defense Fund and the Nature Conservancy.

### Charities with highest growth in support among Millennials in 2019

1. Environmental Defense Fund
2. ProPublica
3. American Cancer Society
4. Nature Conservancy
5. National Multiple Sclerosis Society

<sup>4</sup> Case Foundation “Millennial Impact Report: 10 Years Looking Back” 2019.

# Donors' Charitable Support

“I was raised to always give back, to help those who need help. It’s really a privilege to have the life we have. My wife and I are very thankful for it, and we are so thankful for the opportunity to give back now.”

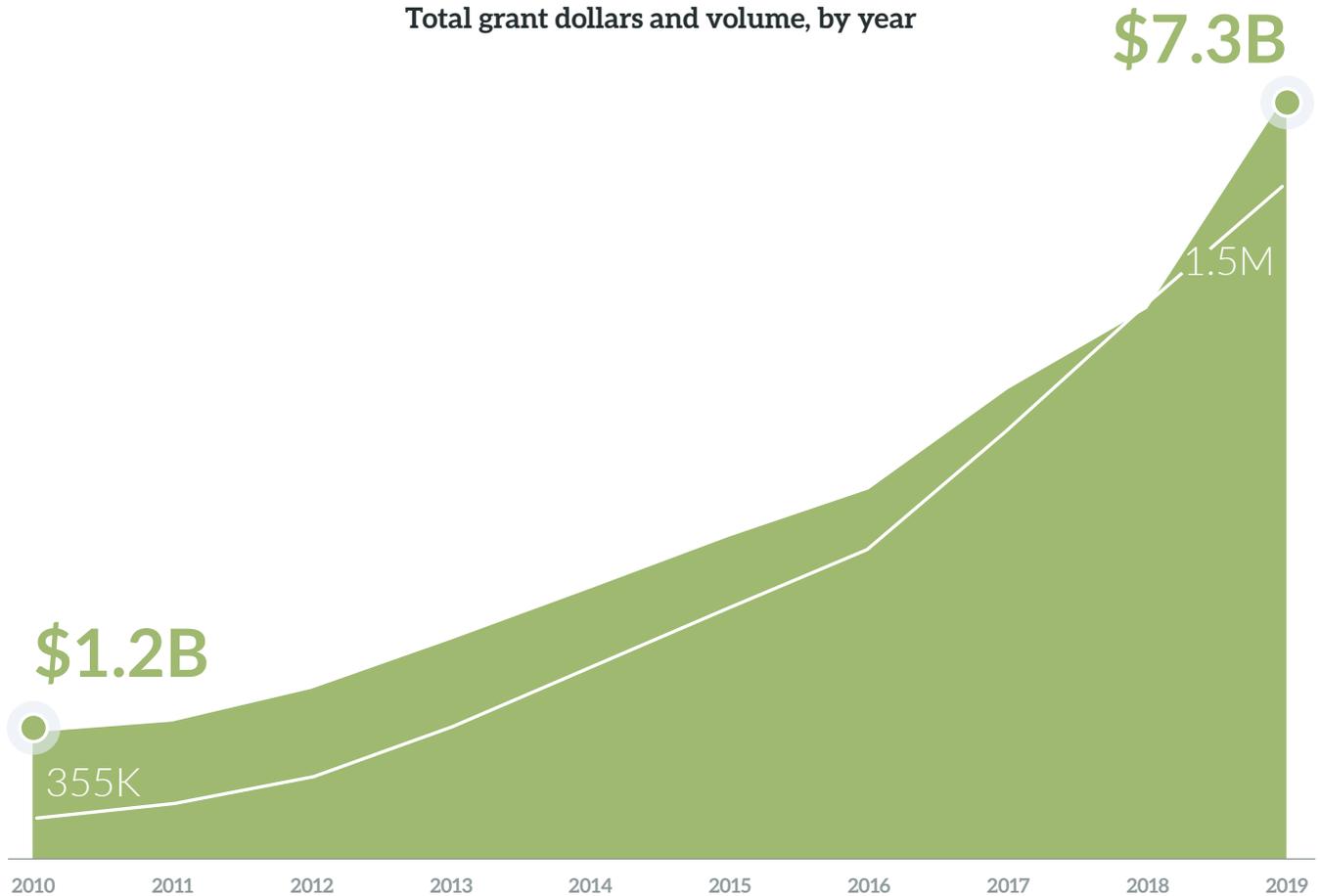
— *Jim Mulligan, North Carolina*

*Father of seven who—with his wife, Gini—focuses grantmaking on veterans’ causes in honor of his former POW father and father-in-law*

**Donor generosity sparked tremendous grantmaking growth in 2019, with donor-recommended grant dollars increasing by an unprecedented 39 percent from the previous year.**

Donors displayed remarkable generosity in 2019. Fidelity Charitable made 1.5 million donor-recommended grants—increasing grantmaking from \$5.2 billion in 2018 to more than \$7 billion in 2019. Individual grants of \$1 million or more grew to 783 last year, an increase of 35 percent. Donors truly made more of a difference in 2019.

**Total grant dollars and volume, by year**



## The average grant has grown nearly \$1,000 in the last decade.

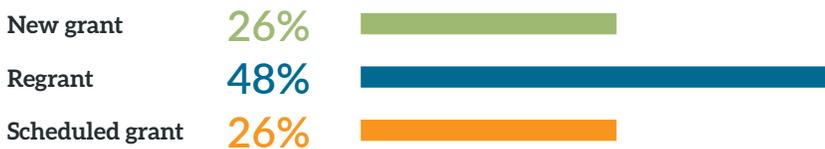
Donors displayed generosity and dedication to their favorite causes in 2019—with the average grant size increasing to nearly \$4,400. There was also a slight uptick in the average number of grants per Giving Account, moving from 10.4 in 2018 to 10.8 in 2019.



## Donors are consistent and committed to their favorite charities.

Seventy-four percent of grants in 2019 went to a charity that the donor had previously supported, illustrating the consistency and loyalty donors feel toward the organizations they care about. A quarter of grants were pre-scheduled or recurring grants—indicating that these donors are planning their charitable support in advance rather than making spontaneous gifts.

### Grants by type of recommendation



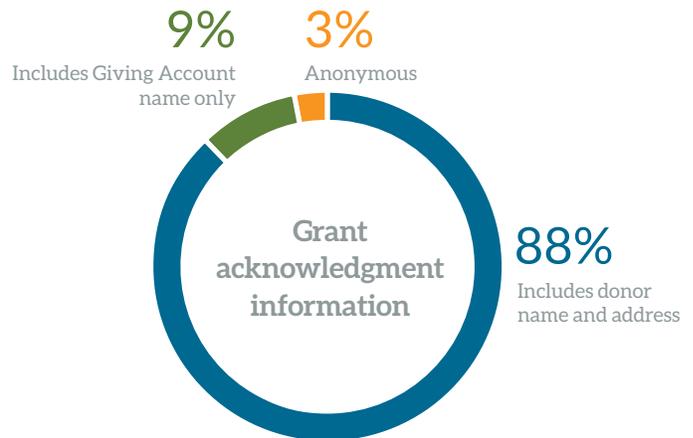
## Donors recommend the majority of grants to be used “where needed most.”

While donors have the option to designate that a nonprofit use their grant for a specific fund, campaign or other use, the majority opt to make unrestricted grants to the charities they support. A designation of “where needed most” gives nonprofits the flexibility to apply these funds to their most mission-critical priorities.<sup>5</sup>



## Almost all donors include their names and addresses on grants.

The vast majority of grants include donor names and addresses so the recipient organizations can acknowledge the gift. A handful of grants share just the name of the donor’s Giving Account, while only three percent of grants are completely anonymous.



## Most donors go online to recommend grants.

Most Fidelity Charitable donors go online to make grant recommendations either by using Fidelity Charitable’s website—which also allows them to track previous support or plan future giving—or through our iPhone app, a convenient tool for making grant recommendations on the go. In 2019, nearly 35,000 grant recommendations were initiated from our iPhone app, totaling \$108 million—an increase in grant dollars of more than 50 percent from the previous year.



<sup>5</sup> While grant recipients must use grants for charitable purposes and in conformity with Fidelity Charitable’s policies and applicable laws, special purposes are conveyed to grant recipients as recommendations, not restrictions.

## Donor contributions are actively granted to charity; three-quarters of grant dollars are distributed within five years.

While donors cite numerous motivations for contributing to a Giving Account, donor behavior after funding a Giving Account is consistent: They are actively recommending grants to charities from their Giving Accounts. A first-in, first-out analysis of contribution and grant dollars reveals that within five years of a \$100 contribution to Fidelity Charitable, \$76 has been granted to charities. After 10 years, \$88 has gone to charities and only \$12 remains to be granted.

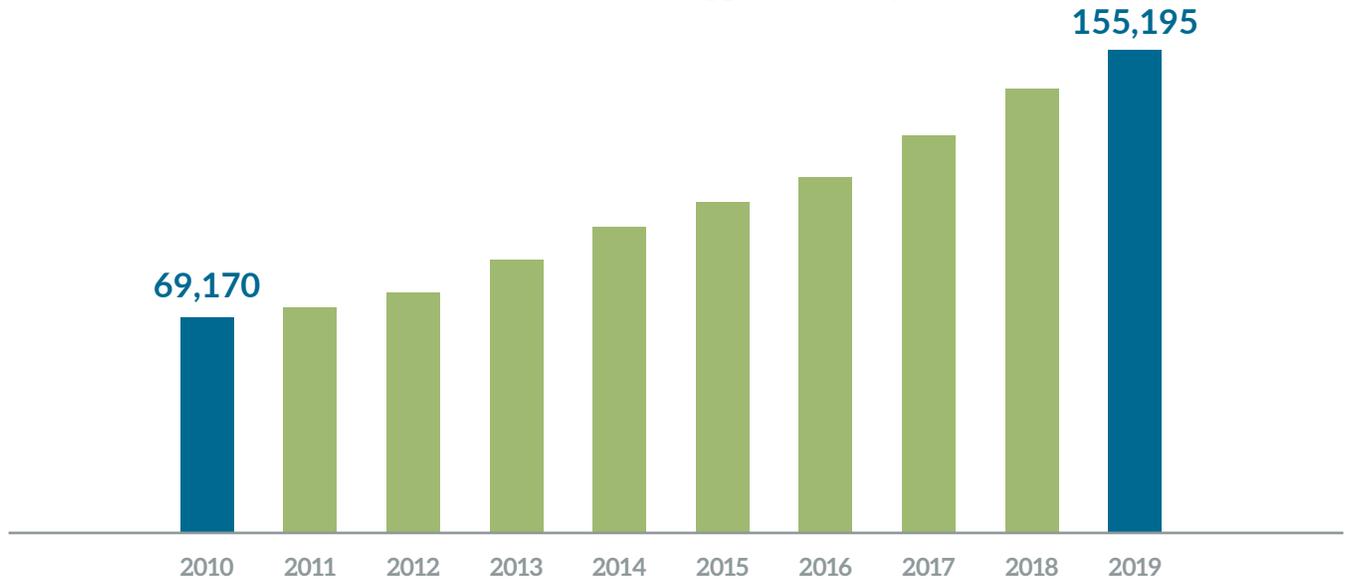
**Pace of contributions granted to charity**



## Donors today support more than twice the number of charities as donors 10 years ago.

As the donor community grows each year, so does the number of charities it supports. Last year, donors recommended grants to 155,000 unique nonprofits—representing a diverse set of charitable causes, ranging from local interests to international relief and development. Since inception, Fidelity Charitable has supported more than 300,000 charities with donor-recommended grants.

Number of charities supported each year



## Ranking of the most popular charities in 2019<sup>6</sup>

1

Doctors Without Borders USA

Change from 2018: 0

2

St. Jude Children's Research Hospital

Change from 2018: +2

3

The Salvation Army

Change from 2018: 0

4. American National Red Cross

Change from 2018: -2

5. Planned Parenthood Federation of America

Change from 2018: 0

6. Habitat for Humanity

Change from 2018: 0

7. United Way

Change from 2018: 0

8. Nature Conservancy

Change from 2018: +2

9. American Civil Liberties Union Foundation

Change from 2018: 0

10. American Cancer Society

Change from 2018: +1

11. Southern Poverty Law Center

Change from 2018: -3

12. Pan-Mass Challenge

Change from 2018: 0

13. Alzheimer's Association

Change from 2018: 0

14. Wikimedia Foundation

Change from 2018: +1

15. American Heart Association

Change from 2018: -1

16. Natural Resources Defense Council

Change from 2018: 0

17. U.S. Fund for UNICEF

Change from 2018: +1

18. Church of Jesus Christ of Latter-day Saints

Change from 2018: -1

19. Wounded Warrior Project

Change from 2018: 0

20. Dana-Farber Cancer Institute

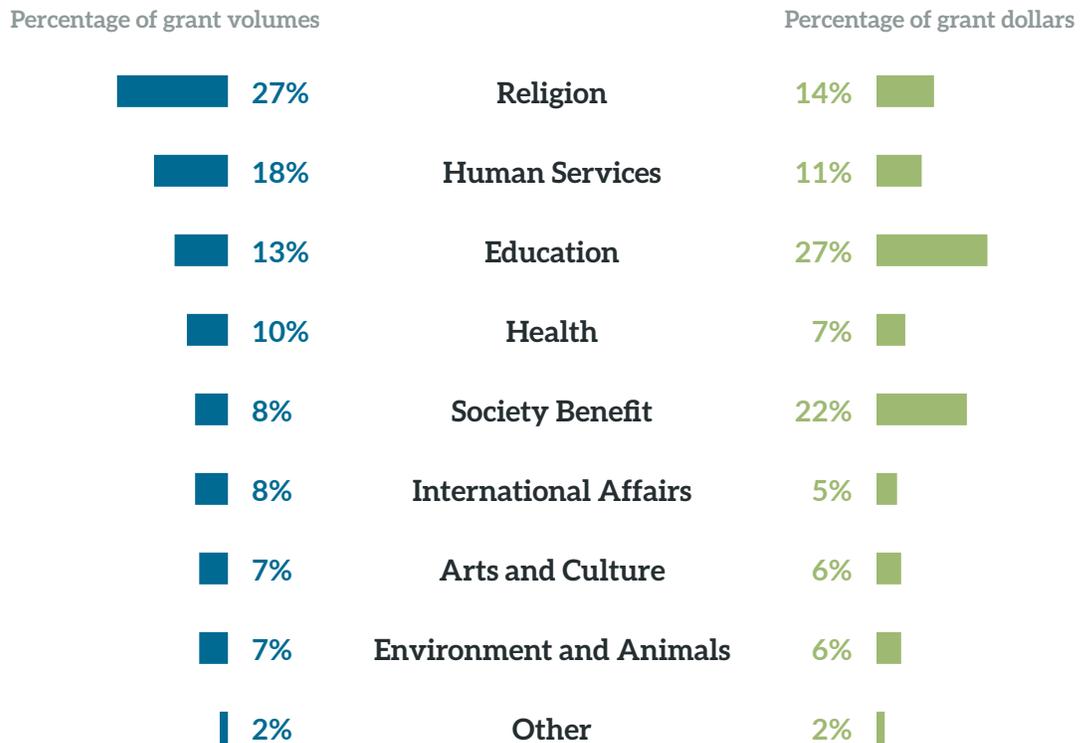
Change from 2018: 0

<sup>6</sup>Fidelity Charitable's most popular nonprofit list is ranked based on the number of Giving Accounts supporting an individual charity, and includes the 20 most popular charities by Giving Account support. Doctors Without Borders USA received support from more than 8,000 Giving Accounts. St. Jude Children's Research Hospital received support from more than 6,500 Giving Accounts, while The Salvation Army received support from more than 6,400 Giving Accounts. The other charities on this list received support from 2,000 to 6,400 Giving Accounts.

## The overarching themes in donor giving remain consistent year-over-year.

While our list of most popular charities often reflects the important issues and events of the year, the broad categories that donors support vary little year-over-year, in both charitable dollars and grant volumes. Since Fidelity Charitable launched the Giving Report in 2013, education has regularly received the most yearly grant dollars; religion has received the greatest grant volumes.

### 2019 distribution of grant dollars and volumes, by charitable sector





## Trending topics in grantmaking

Each year, our list of most popular charities includes many of the largest and most well-known nonprofit organizations in the nation. These charities stay top of mind in the public consciousness and can count on strong, consistent support—which means that our list of top charities sees minimal variation from year to year.

But this list of mainstays is only one measure of what was on donors' minds in 2019. Grantmaking trends and themes emerge when we look not just at the organizations who received the most support, but the ones that saw the largest increase in support from the previous year. This analysis illustrates donors' focus on responsive giving—revealing the news stories, political discourse and world events that caught donor attention and influenced their giving decisions last year.



## TREND

## Supporting America's veterans and first responders

While some trending topics represent a one-time spike in support related to a specific news event, others can reflect emerging trends related to evolving donor concerns and priorities. Support for Americans in uniform emerged as a trend in grantmaking last year.



**+448%** Stephen Siller Tunnel to Towers Foundation

**+71%** Gary Sinise Foundation

## DONOR PROFILE

## Carole O'Hare

The events of September 11, 2001, devastated a nation—and for Fidelity Charitable donor Carole O'Hare, it was personal.

Her mother, Hilda Marcin, was newly retired and flying to California to live with O'Hare. Instead, Marcin was killed in the crash of Flight 93.

To cope, O'Hare threw herself into helping others. Nearly 20 years later, she focuses much of her giving on veterans through organizations like the Stephen Siller Tunnel to Towers Foundation.

"So many who joined the military after 9/11 lost their lives or have been left disabled," she says. "For people to have stepped forward to serve after 9/11, knowing they would be serving in dangerous places like Iraq and Afghanistan—it's such a sacrifice. I feel like the best way to honor my mom is to help veterans in any way I can."

For Carole's full story, visit [fidelitycharitable.org/ohare](https://fidelitycharitable.org/ohare).

TREND

## Protecting threatened ecosystems as they face catastrophe

As the largest rainforest in the world, the Amazon rainforest plays a vital role in the overall environmental health of the planet—earning the moniker “the lungs of the Earth.” In August 2019, the world watched in horror as the Amazon suffered raging fires across Brazil, Bolivia, Paraguay and Peru. Fidelity Charitable donors were moved to act to protect this critical ecosystem.



**+157%** Rainforest Trust

TREND

## Promoting civil discourse with balanced journalism

A turbulent political atmosphere has left many donors seeking ways to create a more civil, inclusive and tolerant society. One key component to healthy civil discourse is a vibrant journalistic community that involves and informs citizens in accurate and trusted ways. Public radio and television stations have long been sources of fair, balanced media and other educational programs—and many of these organizations across the nation saw a sizable increase in support from Fidelity Charitable donors in 2019.



**+104%** Friends of KWMU  
(St. Louis Public Radio)

**+94%** North Carolina  
Public Television

**+86%** Public Media Group of  
Southern California

## TREND

## Responding when natural disasters strike

2019 saw natural disasters impact communities all over the country and the world. But the natural disaster that most shocked donors and spurred them to action was Hurricane Dorian, which decimated the Bahamas before causing further damage along the eastern United States. Organizations providing both short-term relief and long-term reconstruction support to these communities saw huge surges of funding from Fidelity Charitable donors.



**+225%** World Central Kitchen

**+167%** All Hands and Hearts Smart Response

**+152%** Water Missions International

**+139%** Team Rubicon



## DONOR PROFILE

## Debra Mailman

When Hurricane Dorian struck the Caribbean in 2019, Fidelity Charitable donor Debra Mailman was ready to help—both financially and personally.

In 2018, Mailman sold her house, gave away her furniture and put her car in storage. Her goal: use her Microsoft-honed organizational expertise to help relief groups deliver aid after natural disasters.

In addition to dedicating six weeks to relief work in the Bahamas after Hurricane Dorian, Mailman has used her donor-advised fund to recommend grants to organizations like Team Rubicon, which mobilizes military veterans to help in disaster recovery, and to IsraAID, which provides humanitarian help worldwide.

“I care about a lot of issues, so I’ve always had a hard time finding a focus—but now, my giving is focused on disaster relief and refugees,” Mailman says. “I know I will never be able to do everything, but that doesn’t mean I’m not obligated to do something.”

For Debra’s full story, visit [fidelitycharitable.org/mailman](https://fidelitycharitable.org/mailman).

# Funding Donor Giving

“I wouldn’t have been able to give at the same level without my donor-advised fund. Sometimes, when you’re retired, your disposable income is limited, which can minimize your ability to give to charity the way you’d like to. This way, I always know I’ve got something to give. It’s a wonderful feeling.”

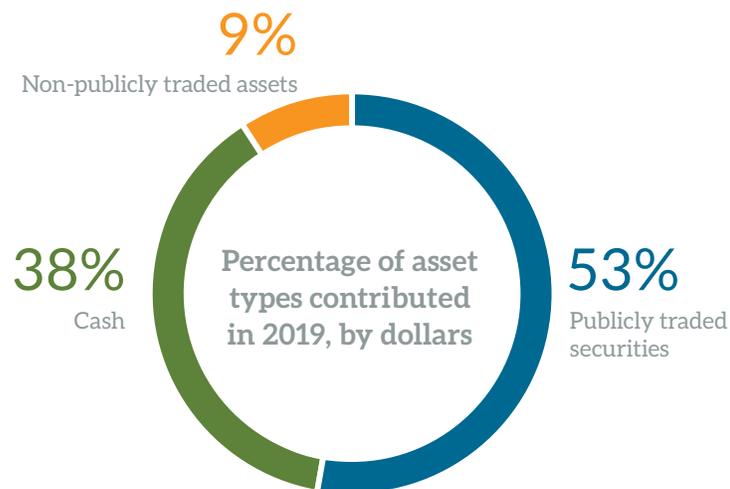
— *Shirley Koulopoulos, Massachusetts*

*Avid quilter who focuses her giving on schools for Native American children*

In 2019, donors established nearly 15,000 new Giving Accounts at Fidelity Charitable. This figure not only demonstrates the growing awareness and use of donor-advised funds but also highlights the unique economic conditions in 2019 that inspired more donors to plan ahead for their giving. Specifically, many donors took advantage of robust stock market growth and contributed non-cash assets to Fidelity Charitable, which allows them to maximize capital gains tax advantages, potentially reducing taxes and ultimately giving more to charity.

### In 2019, more than 60 percent of contribution dollars were in the form of non-cash assets.

While most charitable contributions in the United States are made in cash, checks or credit cards,<sup>7</sup> 62 percent of Fidelity Charitable contributions in 2019 were made in the form of more strategic non-cash assets, including publicly traded securities (stocks, bonds and mutual funds) and non-publicly traded assets (private stock, restricted stock and limited partnership interests). A strong stock market left many donors with assets that were highly appreciated from the previous decade of strong economic growth.



<sup>7</sup> Internal Revenue Service, "Statistics of Income Bulletins."

## Contributions of non-publicly traded assets turn hard-to-donate assets into dollars for charity.

Non-publicly traded assets represent a significant portion of wealth in the United States but have traditionally been a largely untapped source of philanthropic funding,<sup>8</sup> in part because these assets—such as private stock, limited partnership interest, real estate or cryptocurrency—can be complicated both for individuals to give and for some nonprofits to accept.

Fidelity Charitable has expertise in the donation of non-publicly traded assets and handled more than 500 of these transactions in 2019. Since inception, Fidelity Charitable has converted nearly \$7 billion in non-publicly traded assets into dollars for charity.

Non-publicly traded asset contributions, by dollars

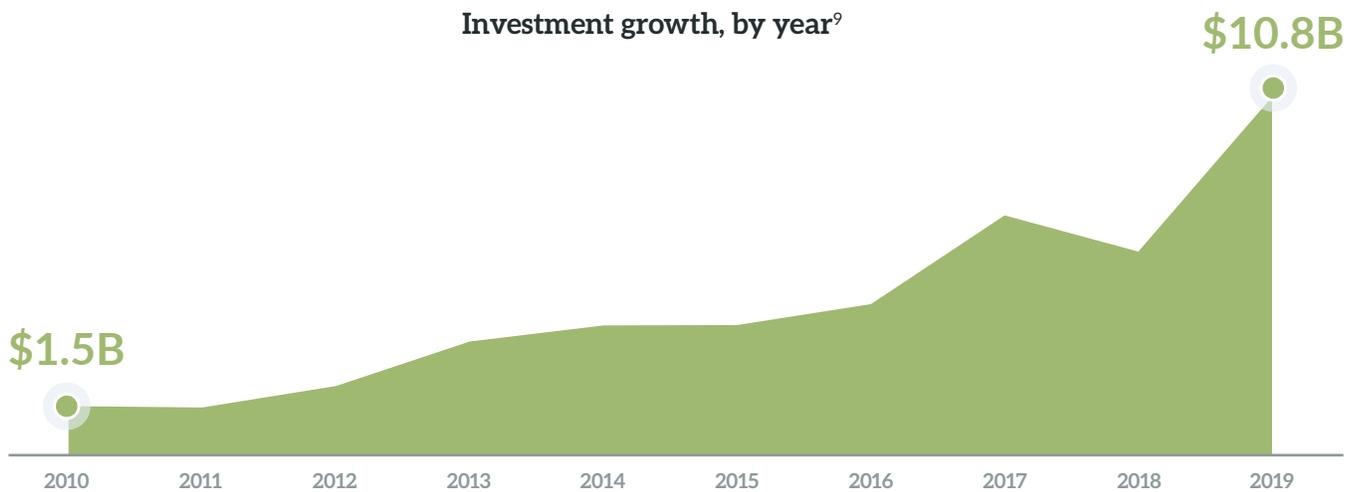


<sup>8</sup> Deloitte Consulting, "The Next Decade in Global Wealth Among Millionaire Households," 2011. The report states the top 1 percent of U.S. households hold 36 percent of their wealth in privately held businesses.

## Robust economic conditions fueled exceptional growth in 2019; investment growth has generated nearly \$11 billion in additional dollars for charity.

Donors have the potential to create additional dollars for charity while deciding where to send support. After a contribution is made, donations can be invested and grow tax-free. Fidelity Charitable donors can select from a variety of investment options and recommend a strategy that aligns with their own charitable goals and time frames. Donors can choose either an investment advisor-managed account or Fidelity Charitable's investment pools, which offer a wide array of options, from more conservative to more aggressive.

After the stock market took a dip at the end of 2018, it roared back in 2019—leading to tremendous growth in many Giving Accounts. Since inception, Fidelity Charitable investment growth has created an additional \$10.8 billion in net dollars available to be granted to charitable causes.



<sup>9</sup> As of December 31, 2019.



# Impact Investing

More donors are aligning their financial choices with their values by embracing the concept of impact investing. In 2019, there was an 18 percent increase in charitable dollars allocated to impact investments and a 15 percent increase in the number of grants to impact investment nonprofits.

Impact investing exemplifies the idea that a donor can “do well while doing good” with their investments—and there are a variety of ways that donors can engage in the practice. Many donors invest in companies with an explicit social mission or avoid investing in companies with practices that the donor believes have a negative impact. Donors are also increasingly recommending grants to organizations that blend these grant funds with investment capital in order to support larger or higher-risk projects that may not otherwise be financially viable.

## Donors are increasingly aligning their investment selections with their values.

When recommending an investment strategy for their Giving Account dollars, donors can choose to include one or more of our four impact investment pools in their selection. These investments consider social and environmental impacts, while also seeking to maximize financial returns. Donors now have more than \$1 billion of their charitable dollars allocated to impact investment funds while they decide how they would like to recommend grants to charity.<sup>10</sup>

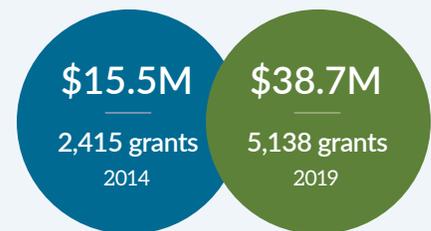
### Total assets in impact investments



## Donors' support of impact investing nonprofits has more than doubled in five years.

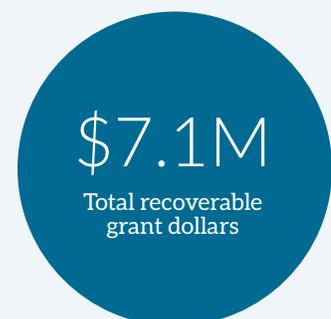
Last year, Fidelity Charitable made more than 5,000 donor-recommended grants to impact investing nonprofits, totaling nearly \$39 million. Impact investing is the idea that organizations or financial vehicles can help achieve social benefits while also generating financial returns. The increasing popularity of impact investing in recent years signals the strategy's move from a relatively niche concept to a trend gaining in support among individual donors at all levels.

### Grant volumes and dollars to impact investing nonprofits



## Donors recommended more than \$7 million in recoverable grants to charities.

Donors in the Private Donor Group at Fidelity Charitable may recommend recoverable grants to charities, which allow the organization to achieve agreed-upon milestones before returning the funds to Fidelity Charitable for future grant recommendations from the donor's Giving Account. In 2019, donors made recoverable grants totaling more than \$7 million.



<sup>10</sup> Includes assets held in Fidelity Charitable investment pools and in managed accounts.

# Methodology

The majority of data for this report was obtained from Fidelity Charitable's internal reporting database. Other sources, data and figures are cited throughout the report. The report looks at Fidelity Charitable activity in calendar year 2019 and includes prior calendar years for trends. Where figures represent a "snapshot," values are as of December 31, 2019 (and prior calendar year-ends). For example, when we say that Fidelity Charitable has 138,019 total Giving Accounts, that number represents a snapshot of funded Giving Accounts at year-end 2019, and it is understood that the count naturally fluctuated throughout the year.

Throughout the report, "donors" refers to the primary Account Holder or the primary corporate contact connected to the Giving Account. All Giving Accounts have one person designated as the primary Account Holder (or, in the case of corporate accounts, the primary corporate contact), although each Giving Account may have more than one Account Holder (i.e., person with advisory privileges, including the ability to recommend grants) associated with it. The exceptions to the use of "donor" solely in reference to the primary Account Holder on a Giving Account are the total-donor statistics on pages 4 and 8 ("nearly a quarter million") which include all Account Holders (primary and sometimes multiple secondary) and all corporate contacts (primary and sometimes multiple secondary), and the data on donor age, which include only primary Account Holders (and exclude corporate accounts, where age is not relevant). In this report, the terms "donor" and "donors" do not refer to any third party individuals.

The specific analysis conducted for the chart on page 16 reviews granting of contribution dollars in Giving Accounts using a first-in, first-out methodology. The analysis reviews donor contributions each year and then analyzes grant recommendations associated with these contributions in subsequent years. A limited number of Giving Accounts with significant transfer activity were excluded from the analysis.

One outlier grant of more than \$500 million was removed from calculations for average grant size and the grants by sector analysis on page 19.

The cumulative investment growth analysis conducted for the chart on page 27 was calculated by subtracting the total Fidelity Charitable net contributions since inception from the total of Giving Account balances. Numbers are as of December 31 of each year. Starting in 2019, assets include adjustment for contributions received by December 31 but settled after December 31. Historical results have been adjusted accordingly.

## About Fidelity Charitable

Fidelity Charitable is an independent public charity that has helped donors support more than 300,000 nonprofit organizations with \$42 billion in grants. Established in 1991, Fidelity Charitable launched the first national donor-advised fund program. The mission of the organization is to grow the American tradition of philanthropy by providing programs that make charitable giving accessible, simple, and effective.

## Disclosures

Fidelity Charitable is the brand name for the Fidelity Investments® Charitable Gift Fund, an independent public charity donor-advised fund program. Various Fidelity companies provide services to Fidelity Charitable. The Fidelity Charitable name and logo 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.

Information provided is general and educational in nature and should not be construed as legal or tax advice. Fidelity Charitable does not provide legal or tax advice. Content provided relates to taxation at the federal level only, and availability of certain federal income tax deductions may depend on whether you itemize deductions. Rules and regulations regarding tax deductions for charitable giving vary at the state level, and laws of a specific state or laws relevant to a particular situation may affect the applicability, accuracy or completeness of the information provided. Charitable contributions of capital gain property held for more than one year are usually deductible at fair market value. Deductions for capital gain property held for one year or less are usually limited to cost basis. Consult an attorney or tax advisor regarding your specific legal or tax situation.

Eligible grant recipients of Fidelity Charitable include IRS-qualified public charities described in Internal Revenue Code Section 501(c)(3), with the exception of certain types of organizations (e.g., non-functionally integrated type III supporting organizations).

All grant recommendations, including scheduled grants, are subject to review by the Trustees of Fidelity Charitable.

Third-party marks are the property of their respective owners; all other marks are the property of FMR LLC.

Testimonials and the statements and opinions expressed in donor profiles on pages 9, 21 and 23 are based on interviews with the donors who provided permission to use their names. These testimonial statements are not indicative of future programs and/or services and may not be representative of the experience of all donors.



To learn more about the Fidelity Charitable Giving Account,  
visit our website at [FidelityCharitable.org](https://FidelityCharitable.org) or call us at 1-800-262-6039