



FIDELITY Charitable®

Make more of a difference

2025 **GEOGRAPHY OF GIVING**

Philanthropy in motion:
A data-driven look at U.S. giving

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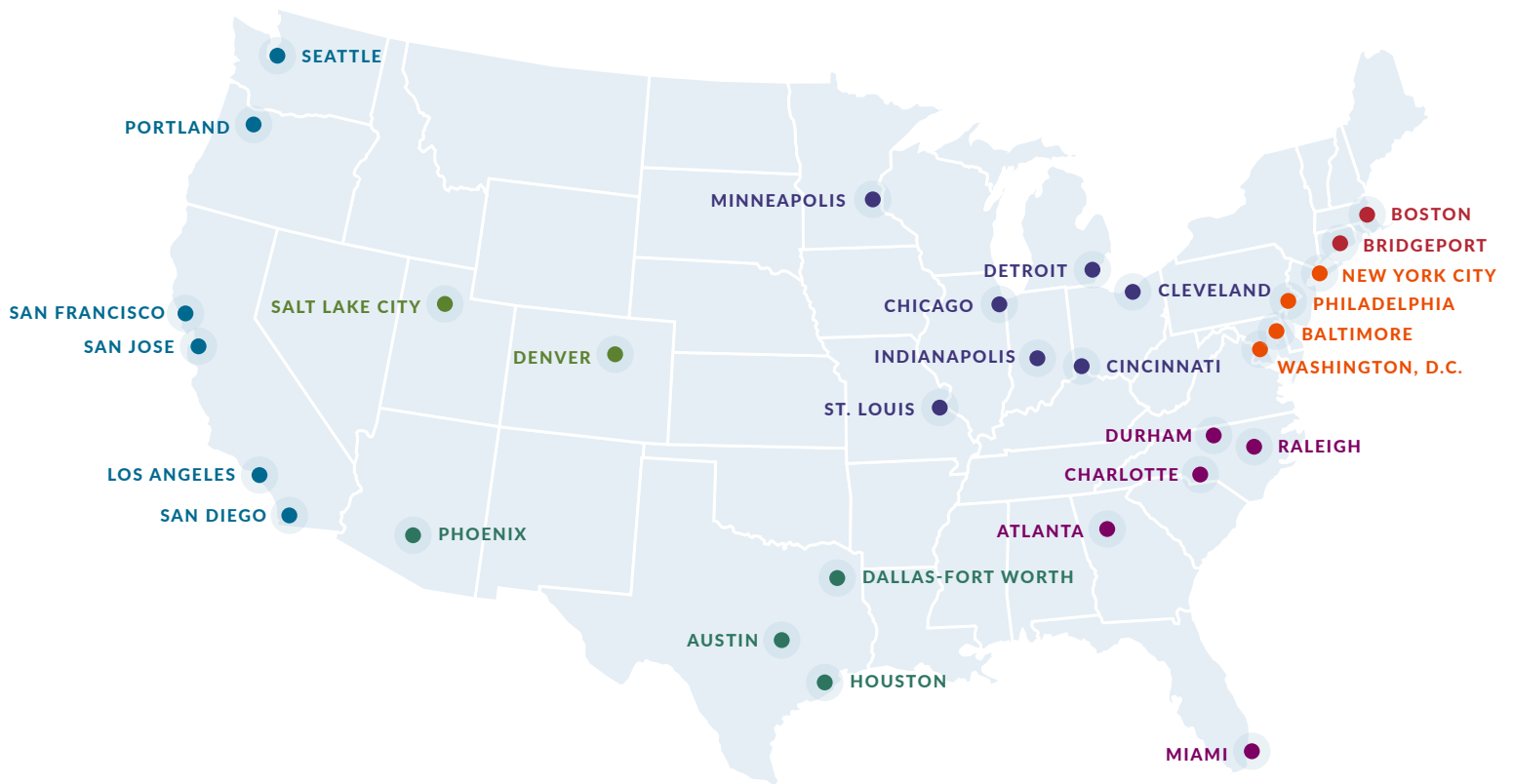


EXECUTIVE SUMMARY

Giving is part of the fabric of communities across the United States. But while generosity is universal, how and where people give varies considerably based on location, with residents of different cities supporting notably different cause areas. This report explores how geography shapes American philanthropy, comparing geographic trends at key benchmarks from pre-pandemic, in 2022, and in 2024.

To understand giving patterns, we examined the donor grantmaking activity of approximately 180,000 accounts. Based on this data, this report ranks the top 30 metropolitan areas for Fidelity Charitable® in 2024—which all have 1,000 or more Fidelity Charitable® donor-advised funds—by the percentage of local accounts that recommended grants to nonprofits in eight philanthropic sectors: Arts and Culture, Education, Environment and Animals, Health, Human Services, International Affairs, Religion, and Society Benefit. The report also ranks the cities by the percentage of grant dollars their resident donors recommended to local charities.

Across the nation, a majority of donors continue to support local causes, and their support makes a significant impact locally. In 2024, 54% of all Fidelity Charitable grant dollars went to charities within the recommending donor's home state. But a deeper dive into the metropolitan data reveals a more nuanced view, with local and regional differences not only in how much is granted locally but what charitable sectors are supported the most by donors in different cities.



TOP 30 CITIES FOR GIVING BY REGION

MID-ATLANTIC

- Baltimore
- New York City
- Philadelphia
- Washington, D.C.

NORTHEAST

- Boston
- Bridgeport

SOUTHEAST

- Atlanta
- Charlotte
- Durham
- Raleigh
- Miami

MIDWEST

- Chicago
- Cincinnati
- Cleveland
- Detroit
- Indianapolis
- Minneapolis
- St. Louis

PACIFIC

- Los Angeles
- Portland
- San Diego
- San Francisco
- San Jose
- Seattle

SOUTHWEST

- Austin
- Dallas
- Houston
- Phoenix

ROCKY MOUNTAIN

- Denver
- Salt Lake City



Did you know?

Fidelity Charitable donors are committed to supporting their local communities. More than half of all recommended grant dollars were sent to charities within the donor's home state in 2024—and on average, 44% of grant dollars stayed in the donor's local metropolitan area.

CHARITABLE SECTOR TRENDS: LOCAL AND NATIONAL

At the national level, Religion, Human Services, and Education are the [top charitable sectors supported by American donors](#). These are also the top cause areas in all 30 cities, but key local and regional differences persist. While Human Services charities are supported by the highest percentage of Fidelity Charitable donors, with 54% of accounts recommending a grant to a charity in that sector, Religion is the top charitable sector among a plurality of the 30 cities (13). This is particularly true in the Midwest, Southeast, Southwest, and Rocky Mountain regions. In cities in the Northeast, Mid-Atlantic, and Pacific regions, Human Services or Education are more likely to be the most popular sector.

Signs also indicate the beginning of a shift back to historical giving patterns. The pandemic prompted an unprecedented change in giving at the local level, driven by a significant increase in support for Human Services sector charities, such as food banks. In ten cities where Religion or Education had previously been the top sector, Human Services was the top sector as recently as 2022. However, in 2024, the most popular category in five of these cities reverted to the top sector prior to the pandemic—either Education or Religion.

Local giving is the norm

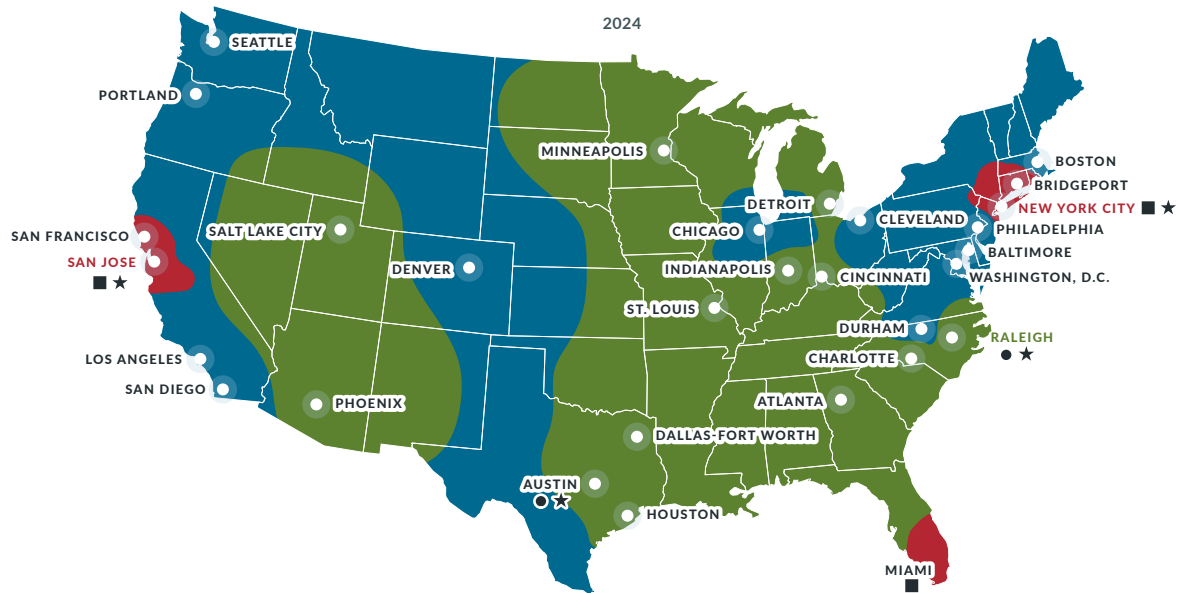
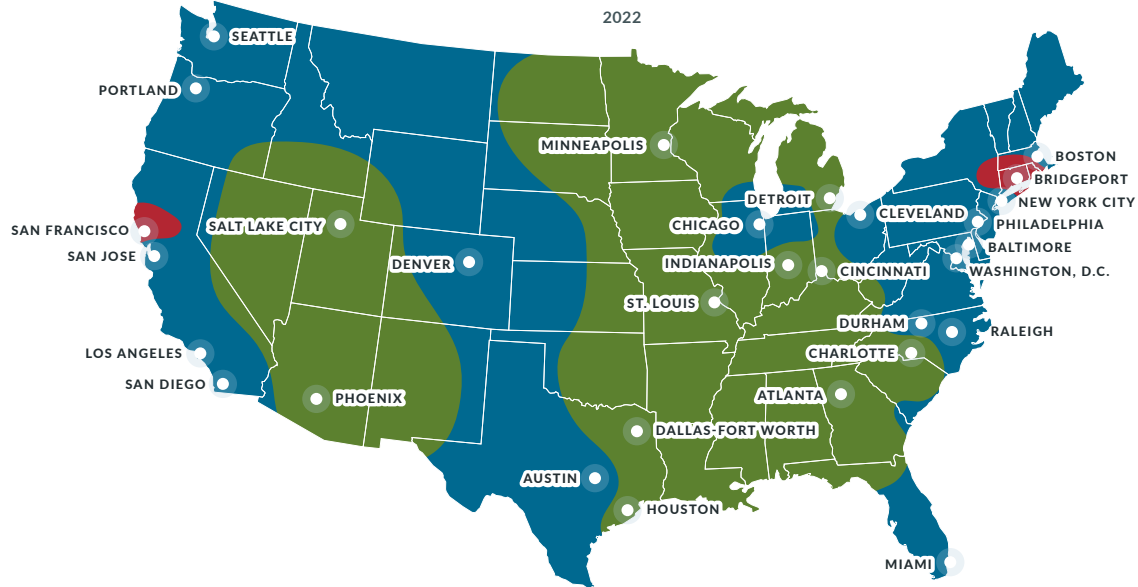
On average across the top 30 cities for giving in 2024,

four out of five

Fidelity Charitable accounts recommended at least one grant to a nonprofit based in the city where the primary donor lives.

Most popular charitable sector in each city

By percentage of local donor accounts recommending grants



Top-ranked sectors

- Religion
13 cities
- Human services
12 cities
- Education
5 cities

Cities that changed top sector: 2022 to 2024

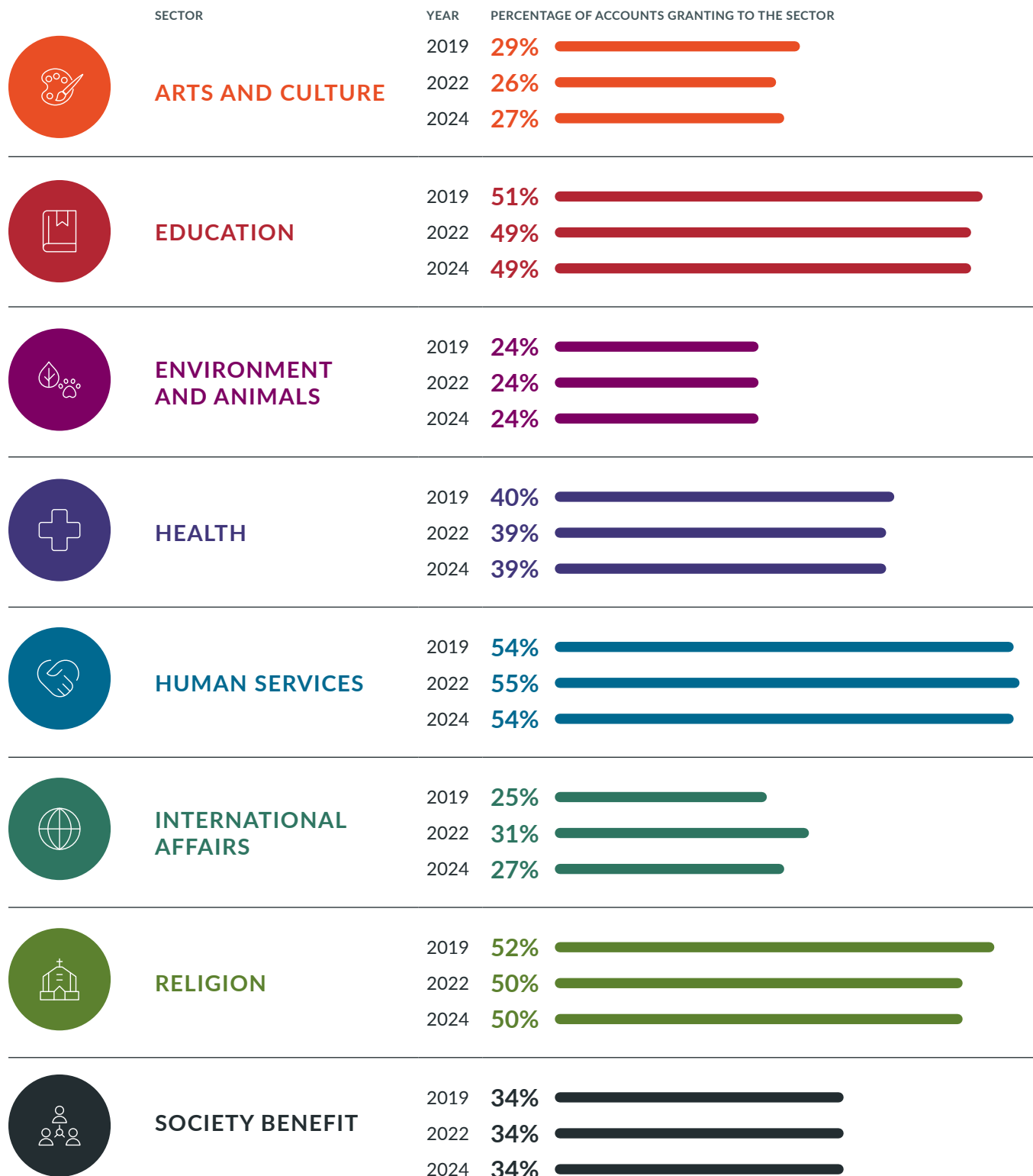
- Austin ● New York ● San Jose
- Miami ■ Raleigh ●
- Shifted from Human Services to Religion
- Shifted from Human Services to Education
- ★ Reverted to 2019 top sector

See full data in the [appendix](#).

Nationally, the popularity of charitable sectors among donors remained relatively consistent in 2024.

More than half of accounts granted to at least one Human Services charity, and nearly as many to Religion and Education charities. International Affairs, which tends to be heavily influenced by world events and natural disasters, saw the largest change since 2022, with the prevalence of support reverting closer to pre-pandemic levels.

Prevalence of donor support for charitable sectors



CITY RANKINGS BY CHARITABLE SECTOR

ARTS AND CULTURE

Top metropolitan areas for Arts and Culture giving

Metro area rank in 2024 by percentage of donor accounts recommending grants

	RANKING CHANGE FROM 2022
1. Boston-Cambridge-Quincy	—
2. Portland-Vancouver-Beaverton	+1
3. San Francisco-Oakland-Fremont	-1
4. Washington, D.C.-Arlington-Alexandria	+3
5. Seattle-Tacoma-Bellevue	-1
6. New York City-Northern New Jersey-Long Island	—
7. Bridgeport-Stamford-Norwalk	-2
8. Chicago-Naperville-Joliet	NEW
9. Philadelphia-Camden-Wilmington	+1
10. Cleveland-Elyria-Mentor	NEW



27%

Twenty-seven percent of Fidelity Charitable donor-advised funds recommended grants to Arts and Culture charities, including museums, arts organizations, public broadcasting systems, and performing arts organizations.

EDUCATION

Top metropolitan areas for Education giving

Metro area rank in 2024 by percentage of donor accounts recommending grants

	RANKING CHANGE FROM 2022
1. Bridgeport-Stamford-Norwalk	—
2. Boston-Cambridge-Quincy	—
3. San Francisco-Oakland-Fremont	—
4. New York City-Northern New Jersey-Long Island	—
5. Washington, D.C.-Arlington-Alexandria	—
6. Philadelphia-Camden-Wilmington	+1
7. San Jose-Sunnyvale-Santa Clara	-1
8. Baltimore-Towson	+1
9. Miami-Fort Lauderdale-Pompano Beach	+1
10. Cleveland-Elyria-Mentor	-2



49%

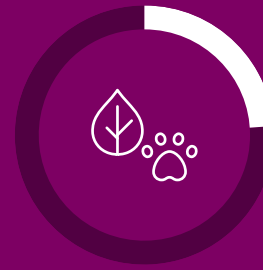
Forty-nine percent of Fidelity Charitable donor-advised funds across the country supported organizations in the Education sector such as schools and universities, literacy initiatives, after-school programs, and libraries.

ENVIRONMENT AND ANIMALS

Top metropolitan areas for Environment and Animals giving

Metro area rank in 2024 by percentage of donor accounts recommending grants

	RANKING CHANGE FROM 2022
1. Boston-Cambridge-Quincy	—
2. Portland-Vancouver-Beaverton	—
3. San Francisco-Oakland-Fremont	—
4. Bridgeport-Stamford-Norwalk	—
5. Baltimore-Towson	+1
6. Durham	NEW
7. Washington, D.C.-Arlington-Alexandria	-2
8. Seattle-Tacoma-Bellevue	—
9. Philadelphia-Camden-Wilmington	—
10. San Jose-Sunnyvale-Santa Clara	-3



24%

Twenty-four percent of Fidelity Charitable donor-advised funds recommended grants to Environment and Animal charities, such as conservation organizations, zoos, and animal shelters.

HEALTH

Top metropolitan areas for Health giving

Metro area rank in 2024 by percentage of donor accounts recommending grants

	RANKING CHANGE FROM 2022
1. Boston-Cambridge-Quincy	—
2. Bridgeport-Stamford-Norwalk	—
3. Miami-Fort Lauderdale-Pompano Beach	—
4. New York City-Northern New Jersey-Long Island	+1
5. Philadelphia-Camden-Wilmington	+3
6. Cleveland-Elyria-Mentor	-2
7. Detroit-Warren-Livonia	-1
8. Baltimore-Towson	-1
9. St. Louis	NEW
10. Chicago-Naperville-Joliet	-1



39%

Thirty-nine percent of Fidelity Charitable donor-advised funds supported charities in the Health sector including hospitals; medical research organizations; blood, organ, and tissue banks; health treatment programs; and home health care organizations.

HUMAN SERVICES

Top metropolitan areas for Human Services giving

Metro area rank in 2024 by percentage of donor accounts recommending grants

	RANKING CHANGE FROM 2022
1. Boston-Cambridge-Quincy	+1
2. Cleveland-Elyria-Mentor	-1
3. Philadelphia-Camden-Wilmington	+3
4. Bridgeport-Stamford-Norwalk	-1
5. Washington, D.C.-Arlington-Alexandria	—
6. Chicago-Naperville-Joliet	-2
7. Baltimore-Towson	—
8. New York City-Northern New Jersey-Long Island	+1
9. Charlotte-Gastonia-Concord	NEW
10. Minneapolis-St. Paul-Bloomington	NEW



54%

Human Services remains the top sector for Fidelity Charitable donor-advised funds nationwide, with 54% recommending grants to organizations such as food banks, homeless shelters, and youth programs.

INTERNATIONAL AFFAIRS

Top metropolitan areas for International Affairs giving

Metro area rank in 2024 by percentage of donor accounts recommending grants

	RANKING CHANGE FROM 2022
1. Washington, D.C.-Arlington-Alexandria	—
2. New York City-Northern New Jersey-Long Island	+1
3. San Jose-Sunnyvale-Santa Clara	-1
4. San Francisco-Oakland-Fremont	+1
5. Portland-Vancouver-Beaverton	+1
6. Seattle-Tacoma-Bellevue	-2
7. Miami-Fort Lauderdale-Pompano Beach	NEW
8. Chicago	+2
9. Baltimore-Towson	-1
10. Philadelphia-Camden-Wilmington	NEW



27%

After a spike in support in 2022, the International Affairs sector experienced the biggest drop in percentage of accounts recommending grants in 2024, returning to a relative norm at 27%. This sector, which includes international development, relief, and human rights organizations, tends to fluctuate with international crises and natural disasters.

RELIGION

Top metropolitan areas for Religion giving

Metro area rank in 2024 by percentage of donor accounts recommending grants

	RANKING CHANGE FROM 2022
1. Indianapolis-Carmel	—
2. Charlotte-Gastonia-Concord	+5
3. Minneapolis-St. Paul-Bloomington	—
4. Dallas-Fort Worth-Arlington	+2
5. Houston-Sugar Land-Baytown	-3
6. St. Louis	-2
7. Atlanta-Sandy Springs-Marietta	+1
8. Detroit-Warren-Livonia	-3
9. Cincinnati-Middletown	—
10. Salt Lake City	—



50%

Religion is the second most popular charitable sector for Fidelity Charitable donors, with 50% of donor-advised funds supporting organizations such as religious houses of worship or those focused on interfaith issues in 2024.

SOCIETY BENEFIT

Top metropolitan areas for Society Benefit giving

Metro area rank in 2024 by percentage of donor accounts recommending grants

	RANKING CHANGE FROM 2022
1. Miami-Fort Lauderdale-Pompano Beach	—
2. Bridgeport-Stamford-Norwalk	+1
3. New York City-Northern New Jersey-Long Island	-1
4. Boston-Cambridge-Quincy	—
5. Washington, D.C.-Arlington-Alexandria	—
6. San Francisco-Oakland-Fremont	+1
7. Baltimore-Towson	-1
8. Philadelphia-Camden-Wilmington	+2
9. Cleveland-Elyria-Mentor	-1
10. Chicago-Naperville-Joliet	NEW



34%

Thirty-four percent of Fidelity Charitable donor-advised funds recommended grants to Society Benefit charities, such as those focused on civil rights, community improvement, social advocacy, and volunteerism.

CITY RANKINGS BY LOCAL CHARITY SUPPORT

On average, the percentage of grant dollars supporting local charities across the nation increased slightly in 2024. The data show that \$2 out of every \$5 granted went to a charity based in the recommending donor's home city.

However, in some cities, local giving was even more dominant, with an even higher percentage of dollars granted going to local charities. The cities ranked among our top 10 for local charity support all saw more than half of grant dollars routed to local charities.

Top 10 cities supporting local charities in 2024

by percentage of grant dollars recommended by donor residents to charities located in their home cities, of the top 30 metro areas for giving

City	Percentage of grant dollars to local charities (2024)	Ranking change from 2022
1. St. Louis	80%	-
2. Cincinnati-Middletown	66%	+3
3. Salt Lake City	64%	-1
4. Cleveland-Elyria-Mentor	58%	NEW
5. Atlanta-Sandy Springs-Marietta	58%	-2
6. Indianapolis-Carmel	57%	NEW
7. Dallas-Fort Worth-Arlington	56%	-1
8. Chicago-Naperville-Joliet	55%	NEW
9. Raleigh-Cary	54%	NEW
10. Baltimore-Towson	53%	-3

National: 44% (+5% FROM 2022)

APPENDIX

Charitable sector support

by percentage of accounts supporting an organization in the sector

Sector	2019	2022	2024
Arts and culture	28%	26%	27%
Education	51%	49%	49%
Environment and Animals	24%	24%	24%
Health	40%	39%	39%
Human Services	54%	55%	54%
International Affairs	25%	31%	27%
Religion	51%	50%	50%
Society Benefit	34%	34%	34%

Most popular charitable sector in each city

By percentage of local donor accounts recommending grants

City / Region	2019	2022	2024
New York City-Northern New Jersey-Long Island	Education	Human Services	Education
Washington, D.C.-Arlington-Alexandria	Education	Human Services	Human Services
Philadelphia-Camden-Wilmington	Human Services	Human Services	Human Services
Baltimore-Towson	Education	Human Services	Human Services
Boston-Cambridge-Quincy	Education	Human Services	Human Services
Bridgeport-Stamford-Norwalk	Education	Education	Education
Atlanta-Sandy Springs-Marietta	Religion	Religion	Religion
Miami-Fort Lauderdale-Pompano Beach	Education	Human Services	Education
Raleigh-Cary	Religion	Human Services	Religion
Durham	Religion	Human Services	Human Services
Charlotte-Gastonia-Concord	Religion	Religion	Religion
Salt Lake City	Religion	Religion	Religion
Chicago-Naperville-Joliet	Human Services	Human Services	Human Services
Minneapolis-St. Paul-Bloomington	Religion	Religion	Religion
Cincinnati-Middletown	Religion	Religion	Religion
Detroit-Warren-Livonia	Religion	Religion	Religion
St. Louis	Religion	Religion	Religion
Indianapolis-Carmel	Religion	Religion	Religion
Cleveland-Elyria-Mentor	Human Services	Human Services	Human Services
Denver-Aurora	Human Services	Human Services	Human Services
San Francisco-Oakland-Fremont	Human Services	Education	Education
San Diego-Carlsbad-San Marcos	Human Services	Human Services	Human Services
Los Angeles-Long Beach-Santa Ana	Education	Human Services	Human Services
Seattle-Tacoma-Bellevue	Human Services	Human Services	Human Services
San Jose-Sunnyvale-Santa Clara	Education	Human Services	Education
Portland-Vancouver-Beaverton	Human Services	Human Services	Human Services
Houston-Sugar Land-Baytown	Religion	Religion	Religion
Dallas-Fort Worth-Arlington	Religion	Religion	Religion
Austin-Round Rock	Religion	Human Services	Religion
Phoenix-Mesa-Scottsdale	Religion	Religion	Religion

2022 RANKINGS

City rankings by charitable sector and local charity support

Rankings of Fidelity Charitable's top 30 metropolitan areas in 2022, which all have 1,000 or more Fidelity Charitable donor-advised funds, by the percentage of local accounts that recommended grants to nonprofits across eight philanthropic sectors. City rankings for local charity support are based on the percentage of grant dollars that donors recommend to nonprofits located in their own metro areas.

ARTS AND CULTURE

1. Boston-Cambridge-Quincy
2. San Francisco-Oakland-Fremont
3. Portland-Vancouver-Beaverton
4. Seattle-Tacoma-Bellevue
5. Bridgeport-Stamford-Norwalk
6. New York City-Northern New Jersey-Long Island
7. Washington, D.C.-Arlington-Alexandria
8. San Jose-Sunnyvale-Santa Clara
9. Minneapolis-St. Paul-Bloomington
10. Philadelphia-Camden-Wilmington

EDUCATION

1. Bridgeport-Stamford-Norwalk
2. Boston-Cambridge-Quincy
3. San Francisco-Oakland-Fremont
4. New York City-Northern New Jersey-Long Island
5. Washington, D.C.-Arlington-Alexandria
6. San Jose-Sunnyvale-Santa Clara
7. Philadelphia-Camden-Wilmington
8. Cleveland-Elyria-Mentor
9. Baltimore-Towson
10. Miami-Fort Lauderdale-Pompano Beach

ENVIRONMENT AND ANIMALS

1. Boston-Cambridge-Quincy
2. Portland-Vancouver-Beaverton
3. San Francisco-Oakland-Fremont
4. Bridgeport-Stamford-Norwalk
5. Washington, D.C.-Arlington-Alexandria
6. Baltimore-Towson
7. San Jose-Sunnyvale-Santa Clara
8. Seattle-Tacoma-Bellevue
9. Philadelphia-Camden-Wilmington
10. St. Louis

HEALTH

1. Boston-Cambridge-Quincy
2. Bridgeport-Stamford-Norwalk
3. Miami-Ft Lauderdale-Pompano Beach
4. Cleveland-Elyria-Mentor
5. New York City-Northern New Jersey-Long Island
6. Detroit-Warren-Livonia
7. Baltimore-Towson
8. Philadelphia-Camden-Wilmington
9. Chicago-Naperville-Joliet
10. Charlotte-Gastonia-Concord

HUMAN SERVICES

1. Cleveland-Elyria-Mentor
2. Boston-Cambridge-Quincy
3. Bridgeport-Stamford-Norwalk
4. Chicago-Naperville-Joliet
5. Washington, D.C.-Arlington-Alexandria
6. Philadelphia-Camden-Wilmington
7. Baltimore-Towson
8. Detroit-Warren-Livonia
9. New York City-Northern New Jersey-Long Island
10. San Francisco-Oakland-Fremont

INTERNATIONAL AFFAIRS

1. Washington, D.C.-Arlington-Alexandria
2. San Jose-Sunnyvale-Santa Clara
3. New York City-Northern New Jersey-Long Island
4. Seattle-Tacoma-Bellevue
5. San Francisco-Oakland-Fremont
6. Portland-Vancouver-Beaverton
7. Boston-Cambridge-Quincy
8. Baltimore-Towson
9. San Diego-Carlsbad-San Marcos
10. Chicago-Naperville-Joliet

RELIGION

1. Indianapolis-Carmel
2. Houston-Sugar Land-Baytown
3. Minneapolis-St. Paul-Bloomington
4. St. Louis
5. Detroit-Warren-Livonia
6. Dallas-Fort Worth-Arlington
7. Charlotte-Gastonia-Concord
8. Atlanta-Sandy Springs-Marietta
9. Cincinnati-Middletown
10. Salt Lake City

SOCIETY BENEFIT

1. Miami-Ft Lauderdale-Pompano Beach
2. New York City-Northern New Jersey-Long Island
3. Bridgeport-Stamford-Norwalk
4. Boston-Cambridge-Quincy
5. Washington, D.C.-Arlington-Alexandria
6. Baltimore-Towson
7. San Francisco-Oakland-Fremont
8. Cleveland-Elyria-Mentor
9. Milwaukee-Waukesha-West Allis
10. Philadelphia-Camden-Wilmington

LOCAL CHARITY SUPPORT

1. St. Louis
2. Salt Lake City
3. Washington, D.C.-Arlington-Alexandria
4. Milwaukee-Waukesha-West Allis
5. Cincinnati-Middletown
6. Dallas-Forth Worth-Arlington
7. Baltimore-Towson
8. Charlotte-Gastonia-Concord
9. New York City-Northern New Jersey-Long Island
10. San Diego-Carlsbad-San Marcos



METHODOLOGY

The data for this report was obtained from Fidelity Charitable's internal reporting database. This analysis is for the 2024 calendar year. The charitable sectors are defined by the National Center for Charitable Statistics (NCCS) National Taxonomy of Exempt Entities (NTEE). The top city rankings for each charitable sector and local charity support are generated from a list of Fidelity Charitable's top 30 metropolitan areas, by number of Fidelity Charitable donor-advised funds whose primary account holder's address is in the area. These areas align with U.S. Census metropolitan statistical areas (MSAs).

- For the charitable sector rankings, the cities are ranked by percentage of Fidelity Charitable donor-advised funds supporting a given sector in a region. For example, 8,033 out of the 14,885 accounts located in Boston support charities classified by the NTEE as being in the Health sector, which is a higher percentage than any other city in the top 30 MSAs.
- For the local charity support rankings, the top 30 cities are ranked by the percentage of grant dollars recommended by donors living in the MSA to charities located in that MSA. For example, Fidelity Charitable donors living in St. Louis recommended 80% of their donor-advised fund grant dollars to charities located in St. Louis, which is a higher percentage than any other city in the top 30 MSAs. Nine grants of disproportionate size were removed from the local giving calculation in their markets to accurately reflect the local average.

One Giving Account® with a disproportionate level of granting activity was removed from one market's calculations, such as average grant size and average number of grants per account. For Cleveland, the 2022 percentage of local giving was also updated after the removal of an outlier grant, to allow for a more accurate comparison.

ABOUT FIDELITY CHARITABLE

Fidelity Charitable is an independent public charity that has helped donors support more than 430,000 nonprofit organizations with \$100 billion in grants since its inception. 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.

Fidelity Charitable is the brand name for the Fidelity Investments® Charitable Gift Fund, an independent public charity with a 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.

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.

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