

Atlanta



11,864

Fidelity Charitable®
Donor-Advised Funds

51,664

Number of Grants



\$178.8M

Total Grant Dollars
From Region

\$5,831

Average
Grant Amount

ATLANTA GIVING SNAPSHOT

No. 7 city in the U.S. for giving to Religion, with 58% of Fidelity Charitable® donors in the Atlanta metro area recommending grants to Religion nonprofits.

No. 5 city in the U.S. for percentage of grant dollars recommended by Fidelity Charitable donors to local charities, with **58% of grant dollars sent to nonprofits in the Atlanta metro area**, 14% higher than the national average.

29% increase in total number of grants since 2022, 10% higher growth than the national average of 19%.



58%

of grant dollars sent
to local charities in
the Atlanta area.

Most Popular Local Nonprofits Supported by Fidelity Charitable® Donors Living in the Region

By Percentage of Local Accounts Recommending Grants

| | |
|---|-----|
| 1. Atlanta Community Food Bank | — |
| 2. North Point Ministries | — |
| 3. Atlanta Union Mission | — |
| 4. Emory University | +1 |
| 5. Children's Healthcare of Atlanta | +1 |
| 6. The Salvation Army | +2 |
| 7. Foundation for Public Broadcasting in Georgia | — |
| 8. Atlanta Educational Telecommunications Collaborative | -4 |
| 9. Atlanta Humane Society | — |
| 10. Georgia Tech Foundation | NEW |

RANKING CHANGE FROM 2022

Most Popular Charitable Sectors in the Region*

By Percentage of Local Accounts Recommending Grants



| | | |
|----------------------------|-----|-------------|
| 4. Health | 35% | <div></div> |
| 5. Society Benefit | 31% | <div></div> |
| 6. International Affairs | 24% | <div></div> |
| 7. Environment and Animals | 19% | <div></div> |
| 8. Arts and Culture | 18% | <div></div> |

* The charitable sectors are defined by the National Center for Charitable Statistics (NCCS) National Taxonomy of Exempt Entities (NTEE).



The data for this report was obtained from Fidelity Charitable's internal reporting database and looks at Fidelity Charitable activity in calendar year 2024.

The most popular nonprofits in each city are ranked based on the number of Fidelity Charitable donor-advised funds supporting an individual charity.

For additional detail on reporting methodology, visit FidelityCharitable.org/2025-geography-of-giving.

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