Where You Live, How You Give

Data from the Fidelity Charitable® Giving by Geography 2017 report maps American generosity

Fidelity Charitable, a donor-advised fund program, wanted to know where you live impacts how you give and found insights in its 2017 Giving by Geography report. To highlight some regional differences, we focused on activity in three representative cities for each of four areas of the country.

**Northeast:**
- Boston, Bridgeport, CT, New York
- In 2016:
  - Average grant: $6,019
  - Average number of grants per Giving Account®: 11.7
  - Portion of all 2016 Fidelity Charitable grant dollars recommended by donors in these three Northeast cities: 1/3
  - Of grant dollars go to local charities: 46%
  - Year-over-year increase in grant dollars given to local charities: 125%

**South:**
- Atlanta, Dallas, Washington, D.C.
- In 2016:
  - Average grant: $5,374
  - Average number of grants per Giving Account®: 11.7
  - Portion of all 2016 Fidelity Charitable grant dollars recommended by donors in these three South cities: 1/3
  - Of grant dollars go to local charities: 54%

**Midwest:**
- Chicago, Cincinnati, Minneapolis
- In 2016:
  - Average grant: $4,509
  - Average number of grants per Giving Account®: 11.7
  - Portion of all 2016 Fidelity Charitable grant dollars recommended by donors in these three Midwest cities: 1/3
  - Of grant dollars go to local charities: 61%

**West:**
- Denver, Los Angeles, San Francisco
- In 2016:
  - Average grant: $2,936
  - Average number of grants per Giving Account®: 11.7
  - Portion of all 2016 Fidelity Charitable grant dollars recommended by donors in these three West cities: 1/3
  - Of grant dollars go to local charities: 46%

Strong school support:
- Education charities were popular grant recipients in this region, including Harvard University and Columbia University.

The role of religion:
- Giving and faith go hand in hand in the South: Generosity to churches and other belief communities tends to encourage other types of giving locally and globally.

Living healthier:
- Medical charities, such as St. Jude's Children's Research Hospital and the American Cancer Society, have a strong support base in the Midwest.

Wild about the wild:
- Passion for animal welfare and environmental charities such as the Nature Conservancy is strongest in the West, when measured in donor support from this region.

Ready to make an impact in your region or across the nation?
Establishing a Giving Account at Fidelity Charitable takes 5 minutes, and a minimum of $5,000 as your initial contribution. Learn More or call us at 1-800-262-6039.

Samaritan's Purse, which focuses on international relief, a favorite charity in the South.