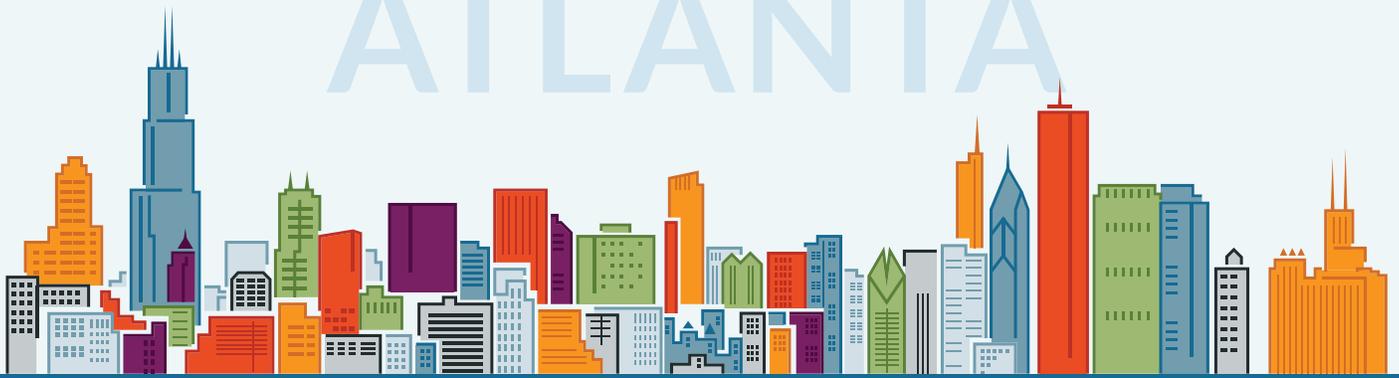


ATLANTA



A snapshot of charitable support from donors in the Atlanta-Sandy Springs-Marietta metro area

In 2016, Fidelity Charitable® donors in the Atlanta metro area demonstrated that their commitment to giving is growing—and increasingly is focused on causes close to home. Year-over-year, the number of donor-recommended grants from Atlanta residents increased 16 percent and reflected strong regional interest: 58 percent of the \$34.5 million granted from Atlanta’s 1,321 Giving Accounts went to local charities, an increase of 23 percent over 2015. As in years past, Atlanta donors continued to prioritize religion, human services and education; the region ranks tenth out of all U.S. metro areas for charitable giving to the religion sector.



Number of Giving Accounts

1,321



Number of grants

13,360



Total grant dollars from the region

\$34.5M



Average grant amount

\$2,579



Average number of grants per Giving Account®

10.1

What are the most popular charitable sectors in the Atlanta area?

1 Religion

2 Human Services

3 Education

58% of grant dollars go to local charities

Most popular local nonprofits supported by Fidelity Charitable® donors in the region

Nonprofit (year-over-year movement in ranking)

- 1 Atlanta Community Food Bank
- 2 Atlanta Educational Telecommunications Collaborative
- 3 North Point Ministries (+1)
- 4 Emory University (+2)
- 5 Children’s Healthcare of Atlanta (+5)
- 6 American Cancer Society (new)
- 7 The Woodruff Arts Center (-2)
- 8 Foundation for Public Broadcasting in Georgia (+1)
- 9 Roman Catholic Archdiocese of Atlanta (-2)
- 10 Atlanta Union Mission Corporation (new)



The data for this report was obtained from Fidelity Charitable’s internal reporting database and looks at Fidelity Charitable activity in calendar year 2016. For additional detail on reporting methodology, visit FidelityCharitable.org/geography-of-giving.

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