

# CINCINNATI



A snapshot of charitable support from donors in the Cincinnati-Middletown metro area

In 2016, Fidelity Charitable® donors in the Cincinnati metro area increased their philanthropic footprint, outpacing Fidelity Charitable® donors in total grant recommendations nationally (19 percent vs 14 percent). Donors here also are actively recommending grants, as the average amount per grant and the average number of grants recommended per Giving Account® remained consistent year-over-year. Almost 60 percent of Cincinnati's \$15.9 million in support went to local charities; nonprofits in the religion sector were popular among them, which is no surprise as the region ranks eighth nationally in support for religious charities.



Number of Giving Accounts

971



Number of grants

10,940



Total grant dollars from the region

\$15.9M



Average grant amount

\$1,454



Average number of grants per Giving Account®

11.3

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

1 Religion

2 Human Services

3 Education

59% 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 Freestore Foodbank
- 2 Cincinnati Public Radio
- 3 City Gospel Mission (+1)
- 4 University of Cincinnati Foundation (+1)
- 5 Catholic Community Foundation for the Archdiocese of Cincinnati (+3)
- 6 United Way of Greater Cincinnati (-3)
- 7 Greater Cincinnati Television Educational Foundation
- 8 Roman Catholic Diocese of Covington (-2)
- 9 Matthew 25: Ministries (new)
- 10 Cincinnati Institute of Fine Arts



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](http://FidelityCharitable.org/geography-of-giving).

Fidelity Charitable is the brand name for Fidelity® Charitable Gift Fund, an independent public charity with a donor-advised fund program. Various Fidelity companies provide services to Fidelity Charitable. The Fidelity Charitable logo is a service mark, and the Fidelity Charitable name 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. 812251.1.0

 **FIDELITY Charitable**™  
Make more of a difference