

LOS ANGELES



A snapshot of charitable support from donors in the Los Angeles-Long Beach-Santa Ana metro area

In 2016, Fidelity Charitable® donors in the Los Angeles metro area kept pace with increases nationally in the total number of donor-recommended grants (14 percent year-over-year increase from the region), with almost \$87 million in grants to charities. Overall, L.A. donors prioritized education and human services, and the metropolitan area's top 10 list of local charities aligned with those sectors. Los Angeles residents' giving also reflect the diversity of their city, ranking tenth in charitable support for international affairs compared with other U.S. metropolitan areas.



Number of Giving Accounts

2,457



Number of grants

28,882



Total grant dollars from the region

\$86.9M



Average grant amount

\$3,007



Average number of grants per Giving Account®

11.8

What are the most popular charitable sectors in the Los Angeles area?

1 Education

2 Human Services

3 Religion

48% 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 The UCLA Foundation
- 2 Southern California Public Radio
- 3 KOCE-TV Foundation (+1)
- 4 The Salvation Army (+2)
- 5 University of Southern California (-2)
- 6 Jewish Federation Council of Greater Los Angeles (-1)
- 7 City of Hope (+1)
- 8 Planned Parenthood Los Angeles (+1)
- 9 Los Angeles Regional Food Bank (-2)
- 10 Union Rescue Mission



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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