

MINNEAPOLIS-ST. PAUL



A snapshot of charitable support from donors in the Minneapolis-St. Paul-Bloomington metro area

It's the coldest major metropolitan area in the United States, but the Twin Cities are also a haven for Midwestern warmth, responding to its fast-growing cultural diversity with a blend of international focus and faith-based human services.

The Twin Cities may be longtime rivals, but together, Minneapolis and St. Paul comprise a hub of philanthropic generosity at the center of the United States. Fidelity Charitable® donors in Minneapolis-St. Paul increased grant volume in 2016 by 20 percent to more than 17,000, outpacing Fidelity Charitable® nationwide (14 percent growth). Residents here also surpassed Giving Account® holders nationally with higher average grant amounts. About half of the region's grants went to local charities.



Number of Giving Accounts

1,522



Average grant amount

\$1,921



Number of grants

17,372



Average number of grants
per Giving Account®

11.4



Total grant dollars from the region

\$33.4M

Where do the Twin Cities rank for giving to various causes compared to other U.S. cities?

5th



International Affairs

Most popular international affairs charities supported by Twin Cities donors

- 1 Doctors Without Borders
- 2 Feed My Starving Children
- 3 American Refugee Committee



International causes receive significant support from Minneapolis-St. Paul, which reflects Minnesota's growing diversity. Minnesota's international population growth is outpacing the national average. Since 1990, immigration nationwide has doubled; in Minnesota, it's tripled. Almost 460,000 of the state's residents come from outside U.S. borders, many of them refugees who have fled their native lands. Eighty percent of Minnesota's immigrants call the Twin Cities' seven-county region home, including a large community of Hmong and Somali refugees.¹ This may lead to heightened awareness of challenges faced by people in other parts of the world.

6th



Religion

Most popular religious charities supported by Twin Cities area donors

- 1 Catholic Services Appeal Foundation
- 2 Campus Crusade for Christ
- 3 Wooddale Church



Residents in the Twin Cities regard faith as a guiding influence, with 80 percent of Minnesotans identifying as religious and 72 percent saying religion is important in their daily lives.² In the Minneapolis-St. Paul region, 65 percent of Giving Accounts support religion-based charities, compared with 53 percent nationwide. As immigrant populations have integrated in the region over the last two decades, they've brought religious diversity as well—though giving in the Twin Cities still largely reflects its Christian heritage. However, because giving to religious houses of worship is so dispersed, few of these smaller organizations make their way into the Twin Cities top 10 list. However donors in the area gave to a wide range of distinct local nonprofits with a religious focus. Better known, centralized faith-based charities with a wider base of support are more likely to appear in the top lists.

Multiple communities, multiple priorities

Minneapolis-St. Paul, home to a growing immigrant population and more than 30 colleges and universities both large and small, is also a region that prioritizes giving to both human services and education nonprofits. As with donors nationally—for whom religion, education and human services are the most popular charitable sectors—these choices reflect what residents here deem most important in the daily lives of their families and their communities.

To learn more about how the Twin Cities stack up against other metro areas, visit FidelityCharitable.org/geography-of-giving.

Local focus

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

Nonprofit (year-over-year movement in ranking)

- 1 Minnesota Public Radio
- 2 Twin Cities Public Television (+1)
- 3 Second Harvest Heartland (-1)
- 4 University of Minnesota Foundation (+1)
- 5 Salvation Army (-1)
- 6 Union Gospel Mission Association St. Paul
- 7 Feed My Starving Children (+3)
- 8 Sharing and Caring Hands (+1)
- 9 Planned Parenthood Minnesota, North Dakota, South Dakota (new)
- 10 Greater Twin Cities United Way (-3)



The most popular nonprofits with Twin Cities donors are mostly consistent year-after-year. Human services organizations make up the bulk of these charities—particularly those affiliated with religious groups, such as the Salvation Army and the Union Gospel Mission Association. The combination of these sectors aligns with religion's role as an important driver in Minnesota, and it sets the region apart from metropolitan areas on the east and west coasts. Public media claims the top two spots here; although arts and culture is not a prominent charitable sector overall in the Twin Cities, St. Paul is home to the nation's second largest producer and distributor of public radio programming behind NPR. Planned Parenthood is new to the list at ninth place, which likely reflects the surge of giving nationally to that nonprofit in the fall of 2016.

¹ Minnesota Compass, Immigration Overview.

² Pew Research Center on Religion and Public Life, Religious Landscape Study.

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](https://www.fidelitycharitable.org/geography-of-giving).

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