

# NEW YORK CITY



## A snapshot of charitable support from donors in the New York-Northern New Jersey-Long Island metro area

The Big Apple—home to one of the country’s most generous donor bases—remains the heart of traditional philanthropy in the United States, with active giving across almost all charitable sectors.

New York is a major philanthropic hub in the U.S., where substantive wealth and proximity to major national and international charities meet. And with 17 percent of all 2016 Fidelity Charitable grant dollars recommended by donors in the region, New York is unquestionably one of Fidelity Charitable’s largest centers for giving. The average grant recommended by Fidelity Charitable’s New York donors (\$6,504) is higher than the national average (\$4,200) and more than twice the median gift among all those who give to charity in the area (\$2,593).<sup>1</sup>



Number of Giving Accounts

6,789



Average grant amount

\$6,504



Number of grants

92,992



Average number of grants per Giving Account<sup>®</sup>

13.7



Total grant dollars from the region

\$604.8M

# Where does New York City rank for giving to various causes compared to other U.S. cities?

1<sup>st</sup>

## International Affairs

Most popular international affairs charities supported by donors from the NYC area

- 1 Doctors Without Borders
- 2 International Rescue Committee
- 3 U.S. Fund for UNICEF



New York is the original melting pot of the United States, a city that attracts diverse narratives and nationalities; almost 40 percent of metropolitan-area residents speak a language other than English. No surprise, then, that donors here led support for international causes in 2016, with 34 percent of Giving Accounts recommending grants to the sector, compared with 26 percent of all Fidelity Charitable® donors. The region just edged out Washington, D.C., for the top spot in a year when the Syrian refugee crisis took hold of the public conscience. Donors illustrated their concern with notable increases to international aid and relief organizations such as Doctors Without Borders and the International Rescue Committee.

2<sup>nd</sup>

## Society Benefit

Most popular society benefit charities supported by donors from the NYC area

- 1 United Jewish Appeal Federation of New York
- 2 American Civil Liberties Union Foundation
- 3 Food Bank for New York City



Nationally, nonprofits that focus on society benefit recorded record highs for support in 2016, with much of the activity both across the country and in the New York region influenced by political events. Following the 2016 general election, the sector's charities received notable boosts in giving. The American Civil Liberties Union Foundation alone saw an extraordinary 190 percent increase in the number of New York City-area Giving Accounts supporting its work last year. The popularity the ACLU enjoyed in New York showed up elsewhere, as well, as the organization emerged on Fidelity Charitable's 2016 list of top nonprofits across all sectors.

## Head of the lists

Fidelity Charitable's New York City-area donors appear on top 10 lists for six of the eight giving sectors, including those top two placements for international giving and society benefit. With 20 million residents, the region balances a diverse set of needs and interests that influence its giving, as shown in its additional support of education (ranked fourth), health (fifth), arts and culture (sixth) and human services (tenth).

To learn more about how New York City stacks up against other metro areas, visit [FidelityCharitable.org/geography-of-giving](https://www.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 New York Public Radio
- 2 United Jewish Appeal Federation of New York
- 3 WNET
- 4 City Harvest
- 5 Memorial Sloan Kettering Cancer Center (+1)
- 6 Columbia University (-1)
- 7 Central Park Conservancy
- 8 The New York Public Library (new)
- 9 Citymeals on Wheels (+1)
- 10 Planned Parenthood of New York City (new)



New York dots its top 10 list of local nonprofits with entries from five different charitable sectors, which reflects its identity as a kaleidoscope of backgrounds and interests. As home to the headquarters of many national charities and local nonprofits that address national issues, it makes sense that 57 percent of the area's Giving Account® support goes to local entities. Donors here also show awareness of income gaps among fellow residents through support of food-related charities, while Planned Parenthood's debut on the list likely reflects post-election influences. Giving also supports local nonprofits that contribute to New York City's iconic cultural image, such as the Central Park Conservancy and the New York Public Library.

<sup>1</sup> Chronicle of Philanthropy, "How America Gives," 2014.

The data for this report was obtained from Fidelity Charitable's internal reporting database and looks at Fidelity Charitable activity in calendar year 2016.

National nonprofits were filtered from the New York metro top local nonprofits list. For additional details on reporting methodology, visit [FidelityCharitable.org/geography-of-giving](https://www.fidelitycharitable.org/geography-of-giving).

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