

SAN FRANCISCO



A snapshot of charitable support from donors in the San Francisco-Oakland-Fremont metro area

The Bay Area makes philanthropy part of its social and entrepreneurial narrative, mixing big, innovative ideas with traditional approaches—and with grants twice as large as the average Fidelity Charitable® donor.

The San Francisco region is one of the fastest-growing metropolitan areas for Giving Accounts, matching its identity as a surging center of philanthropy. Giving from the region is also increasing; in 2016, donors here outpaced national growth in total number of recommended grants with an 18 percent increase over 2015 and averaged two more grants per Giving Account® than those nationwide. Total dollars granted from the Bay Area rose 43 percent. Many donors here—whose average recommended grant (\$8,809) was twice the national average (\$4,200)—apply the same innovative, change-oriented approach to philanthropy that has driven the area's technology wealth. Young entrepreneurs are cognizant of building social impact into their business models and make giving back a part of their lives earlier.



Number of Giving Accounts

2,701



Average grant amount

\$8,809



Number of grants

31,047



Average number of grants
per Giving Account®

11.5



Total grant dollars from the region

\$273.5M



FIDELITY CharitableSM

Make more of a difference

Where does San Francisco rank for giving to various causes compared to other U.S. cities?

1st



Environment and Animals

Most popular environment and animals charities supported by donors from the San Francisco area

- 1 **Natural Resources Defense Council**
- 2 **Nature Conservancy**
- 3 **Sierra Club**



San Francisco, which again tops Fidelity Charitable's list of metropolitan areas for giving to the environment and animals, is the first city in the country to have a park or open space within a 10-minute walk of every resident. This get-outdoors public persona aligns with Bay Area residents' long-standing—and homegrown—personal devotion to the cause: Sierra Club, the national conservation organization, calls nearby Oakland home. The nonprofit enjoyed a 44 percent increase in the number of Giving Accounts that supported it nationwide in 2016, powered by a notable uptick in environmental giving in general following the election. Bay Area donors' support of the Natural Resources Defense Council also grew a staggering 71 percent from 2015 to 2016.

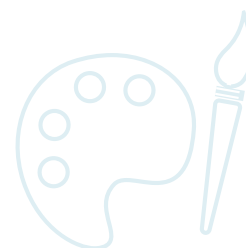
1st



Arts & Culture

Most popular arts and culture charities supported by donors from the San Francisco area

- 1 **KQED**
- 2 **Corporation of the Fine Arts Museums**
- 3 **Classical Public Radio Network**



San Francisco blends its active brand of altruism with prominent giving to the arts and culture sector—an area of philanthropy that has broad appeal beyond support of the region's many renowned arts, culture and humanities institutions—and one that has enjoyed a robust giving climate nationwide. These organizations, along with public-media nonprofits, educate and build cultural awareness, actions that support the Bay Area's identity as a hub of artistic expression and new ideas.

Giving here goes everywhere

San Francisco also ranks highly on five additional sector lists, including education and international affairs (both ranked third), human services and society benefit (both ranked sixth) and health (tenth). This reflects the Bay Area's commitment to a wide variety of causes, even as it marries traditional nonprofit support with newer trends in philanthropy.

To learn more about how San Francisco stacks up against other cities, 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 KQED
- 2 The Alameda County Community Food Bank (+1)
- 3 San Francisco Food Bank (-1)
- 4 Regents of the University of California at Berkeley
- 5 Food Bank of Contra Costa and Solano
- 6 University of California, Berkeley Foundation (+1)
- 7 California State Parks Foundation (-1)
- 8 University of California, San Francisco Foundation
- 9 Golden Gate National Parks Conservancy
- 10 Corporation of the Fine Arts Museums (new)

\$53M

in grant dollars go
to local charities



Local charities here align with the area's top concerns and are consistent each year: arts and culture, environment, education and human services. The region was responsible for \$53 million going to area nonprofits, or about 19 percent of its total giving. That percentage is lower than many other cities—despite an increase in housing and living costs. The number reflects a tendency among many donors here to think broadly in their giving. Human services, however, remain important; food banks dot the top 10 local charities list, and a renewed awareness of these needs, coupled with a rise in public-private partnerships, aims to revive community focus.

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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