Giving in Florida provides an in-depth examination of the charitable giving patterns, priorities, and attitudes of Florida households. The report serves as a benchmark of Florida’s philanthropic climate and can help educate donors, nonprofit leaders and board members how best to reach their constituents. The study is a collaboration among Florida Nonprofit Alliance, the Jessie Ball duPont Fund, and the Indiana University Lilly Family School of Philanthropy at IUPUI.

**FLORIDIAN GENEROSITY**

**ALMOST 7 OUT OF 10** households in Florida made charitable donations in 2021. Of those donors, **74%** give the majority of their donated funds to organizations based in Florida.

**87%** of Florida households report making informal donations, such as giving to crowdfunding campaigns, donating goods to a food bank, or helping friends or family in need.

Over half of all respondents reported giving directly to people in need within Florida.

**Floridian households in the typical population donated an average of $1,035 in 2021; high-net-worth households donated an average of $15,294.**

**TOP 5 AREAS** that received the most charitable dollars:

- Religious purposes (29%)
- Basic needs (14%)
- Education (13%)
- Health (11%)
- Combined purposes (10%)

**TOP 3 ISSUES** that mattered the most to Floridians:

- Poverty and income inequality (43%)
- Health (41%)
- Climate change and environment (28%)

**REGIONAL GIVING**

While Southeast Florida represents the largest share of total charitable giving, the share of dollars going to Florida charities is distributed more evenly around the state:

- **Northeast/20%**
- **Central/19%**
- **Central West/11%**
- **Southwest/13%**
- **North Central/4%**
- **Northeast/7%**

https://flnonprofits.org/page/givinginflorida2022