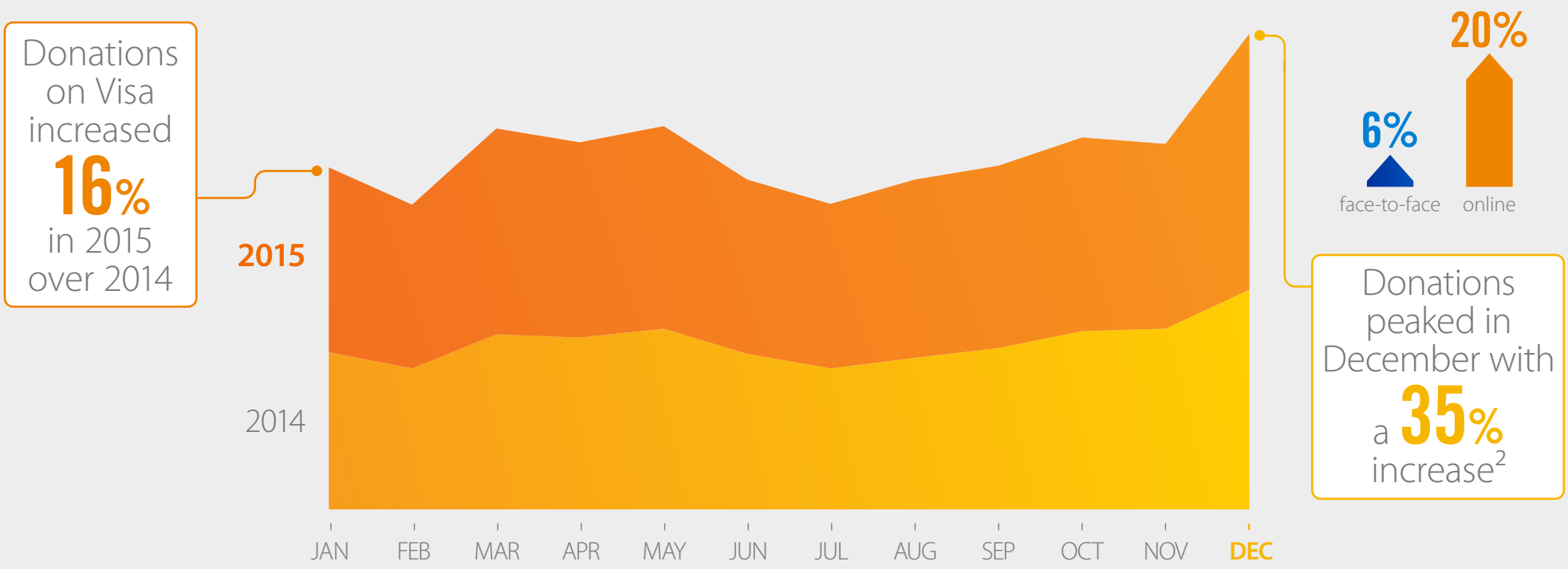
Charitable Giving

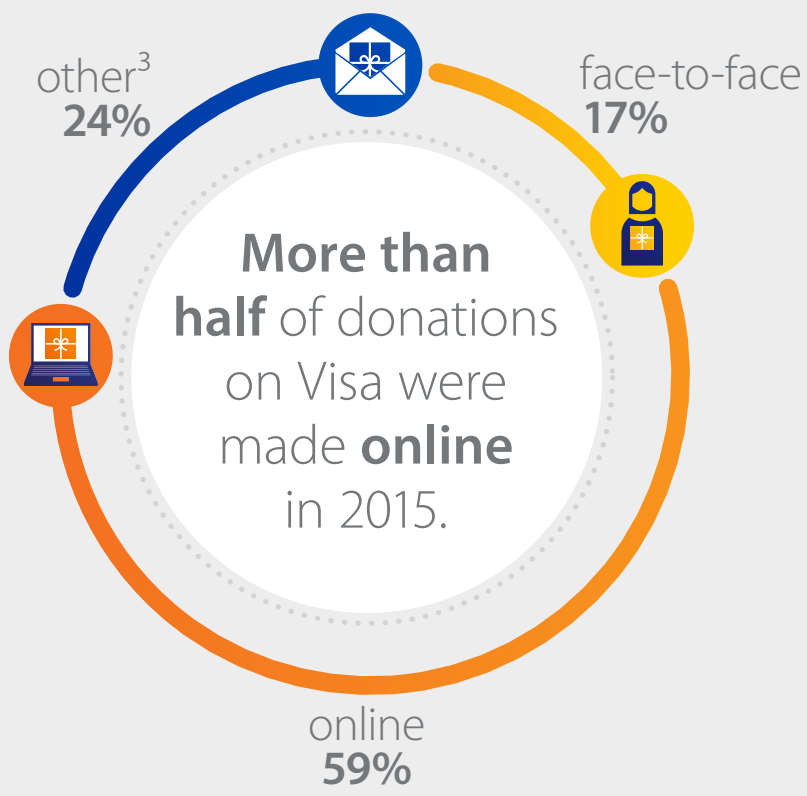
A look at how Visa cardholders offer a helping hand to charitable organizations[1]

Peak Spend

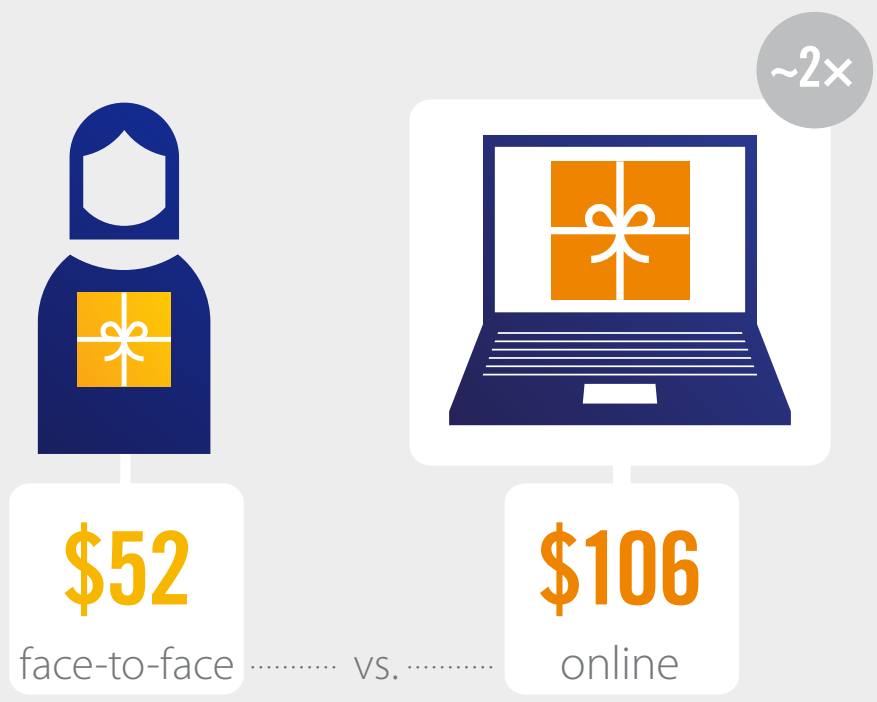
Charitable giving on Visa cards has grown steadily, thanks to an increase in online giving.



Online

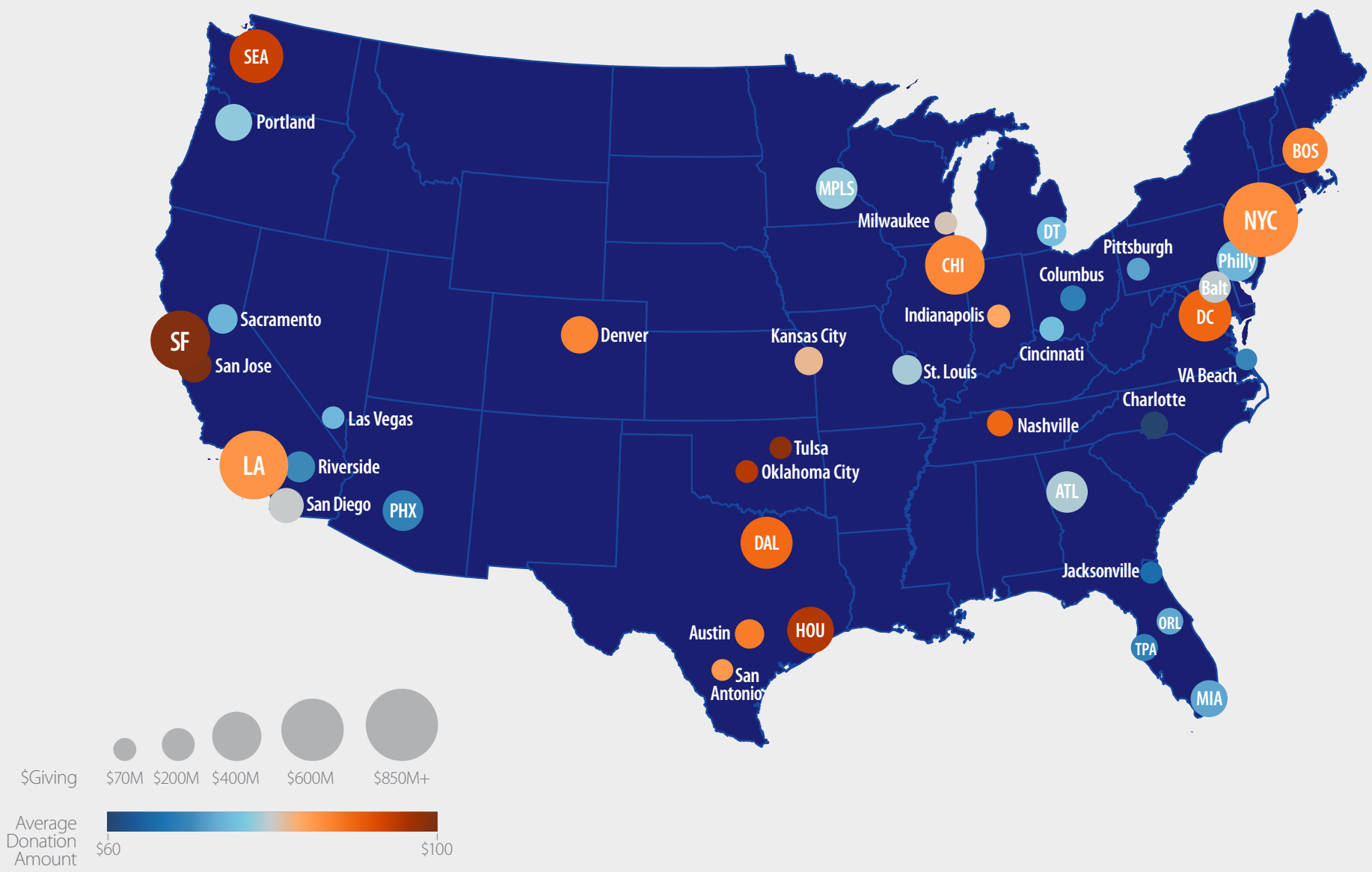


Average donation amount on Visa was nearly double when paid online.



Top Charitable Cities[4]

NYC, **LA** and **Chicago** are the top givers overall while **San Francisco**, **San Jose**, **Tulsa**, **Houston** and **Oklahoma City** donate more per transaction than other cities.



Data Source: VisaNet Clearing & Settlement data for all Consumer Credit/Debit/Prepaid transactions in 2014-2015 in the "Charitable/Social Service Organizations" merchant category.

[1]Note that a Visa survey of payment behavior suggests that only 14% of charitable giving is on plastic, and only 7% is on Visa cards so analysis may not be completely representative of the donor base; [2]Compared to other monthly averages; [3]Other includes recurring and mail/telephone order transactions; [4]Based on cardholder's zip of residence determined using Visa proprietary residential zip algorithm.

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