

## The Wrong Place to Look for Big Donors

Many fundraisers spend a lot of time seeking donors from the nation's richest neighborhoods. But a Chronicle analysis suggests that wealthy donors who have ritzy addresses tend not to be as generous as affluent people who live in areas that are more economically diverse.

Of the 20 wealthiest ZIP codes, only one ranks among the top 1,000 ZIP codes that gave the largest percentage of discretionary income to charity. Some, in fact, rank near the bottom of 28,725 ZIP codes.

<b>Wealth rank</b>	<b>Generosity rank</b>	<b>Place</b>	<b>ZIP Code</b>	<b>Median discretionary income per household</b>
1	6,913	New York, N.Y.	10274	\$6,410,040
2	3,242	New York, N.Y.	10112	\$2,293,900
3	16,537	Miami Beach, Fla.	33109	\$1,856,793
4	23,801	Teton Village, Wyo.	83025	\$1,277,706
5	7,873	Houston, Tex.	77052	\$1,173,948
6	5,842	York, Pa.	17405	\$1,161,626
7	43	Tulsa, Okla.	74103	\$1,032,129
8	27,415	Chicago, Ill.	60604	\$932,349
9	10,853	Wichita Falls, Tex.	76307	\$923,431
10	22,911	New Vernon, N.J.	07976	\$789,154
11	22,449	New York, N.Y.	10107	\$784,690
12	9,752	Minneapolis, Minn.	55440	\$760,899
13	23,650	Alpine, N.J.	07620	\$749,332
14	18,554	Boca Grande, Fla.	33921	\$738,516
15	18,769	New York, N.Y.	10168	\$736,980
16	1,204	New York, N.Y.	10111	\$735,867
17	7,554	Atherton, Calif.	94027	\$715,551
18	4,429	Purchase, N.Y.	10577	\$669,155
19	26,157	Houston, Tex.	77001	\$636,047
20	1,589	Houston, Tex.	77010	\$635,966