

## Maybe we should call Louisville Generosity City

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Reporter - Louisville Business  
First

Louisville residents have a reputation for being welcoming and caring.

"We are blessed in Louisville," said [Stephen Tarver](#), president and CEO of the [YMCA of Greater Louisville Inc.](#), who spoke to Business First for cover story about nonprofit giving that will appear in Friday's weekly edition.

The YMCA of Greater Louisville received \$42.14 million in local gross income in 2013, according to Business First's [list of the Louisville area's largest nonprofit organizations](#), which appeared in the Oct. 24 edition. The list is ranked by 2013 local gross income, and the YMCA ranked third.

Tarver wasn't the only one to comment on Louisvillians' generosity.

"It is a particularly generous and philanthropic (community)," said [Mark Rountree](#), vice president, partner and senior consultant with [Ashley Rountree and Associates](#), a nonprofit consulting firm. "It has a nice base of old money and new money."

In Louisville, the Browns and the Binghams are highly visible, generous families that have given their seal of approval for projects or nonprofits by donating, he said. Other cities don't necessarily have those type families.

"They just sort of permeate the community with philanthropy," Rountree said.

Large Louisville employers such as GE Appliances and United Parcel Service Inc. not only donate to various causes, but they push employees to volunteer.

The **Center for Nonprofit Excellence** in Louisville [conducted a study in 2013](#), comparing Louisville's giving with that in 15 peer cities, including Cincinnati, Raleigh, Indianapolis and Nashville, using fiscal 2011 data.

Of the 15 cities, Louisville ranked ninth in terms of population size. But Louisville ranked fifth out of the 15 in terms of nonprofit revenue per capita, according to the study. It was outranked by Cincinnati, Indianapolis, Omaha, and Dayton, Ohio.

Rountree said he has lived in other four or five other cities, and none are more giving than Louisville.

"Some cities think they're philanthropic, but they're not; other cities, like Louisville, are the real deal," Rountree said. "When I was a fund-raiser in Raleigh ... we used to joke that Raleigh was full of ten-thousand-dollar millionaires, people who thought they were a lot more philanthropic than they really were. But in Louisville, we've got million-dollar millionaires, folks who have real money, who exhibit real philanthropy. And they don't expect a lot of recognition, either."



Tim Harris

Mark Rountree, vice president, partner and senior consultant with Ashley Rountree and Associates, says Louisville "has a nice base of old money and new money."