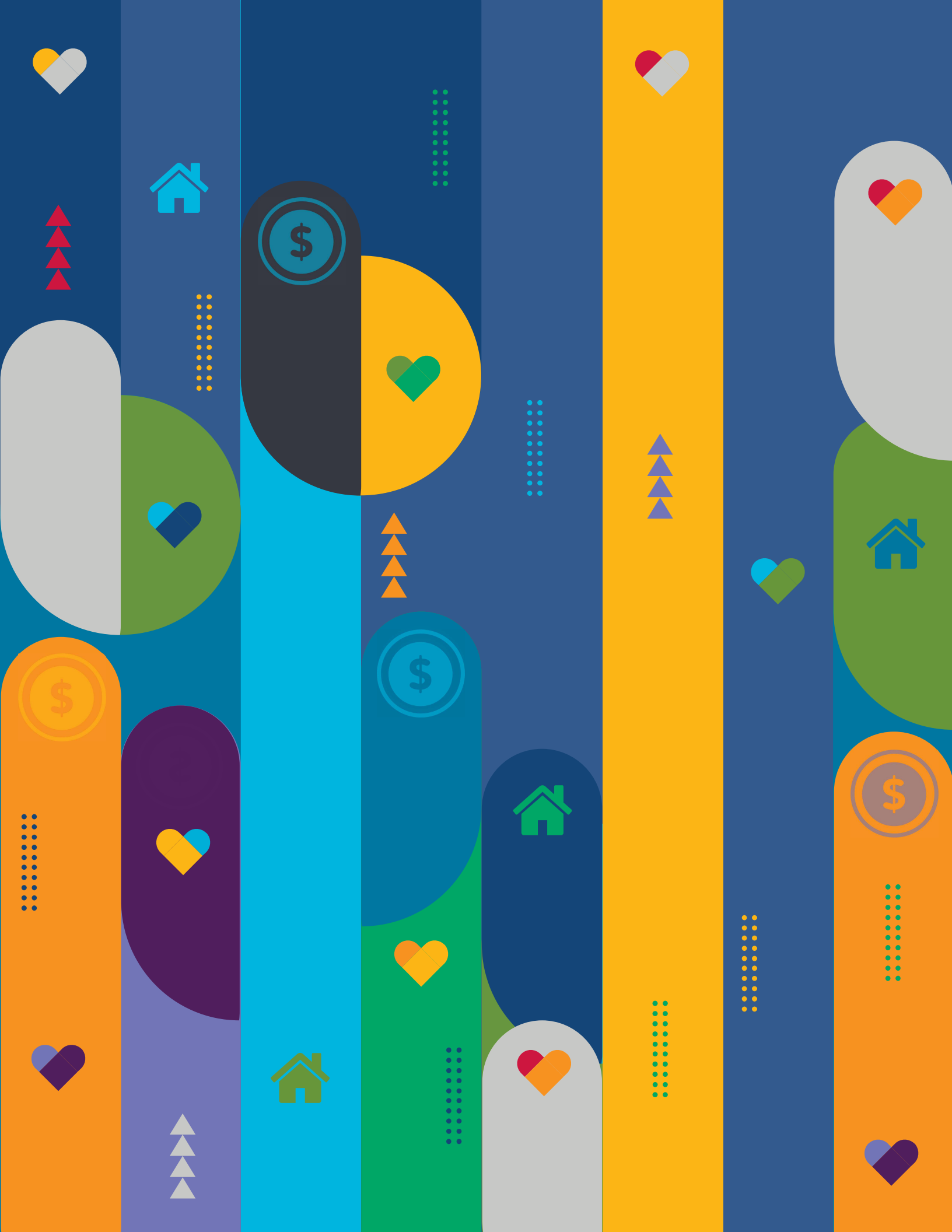


Give.org
Donor Trust Report

Donor
Preferences
Across Household
Income Brackets

2023







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Introduction

Every December since 2017, BBB®'s Give.org (also known as BBB Wise Giving Alliance) surveys more than 2,100 adults across the United States, and another 1,100 adults in Canada, to explore how the public feels, thinks, and intends to act around charity trust and generosity. During the first five years of donor trust surveys, we consistently found that religious organizations were considered the most trusted charity category. **For the first time since we started tracking donor trust for different charity categories, religious organizations¹ were not at the top².**

At the same time, some charity categories reached a peak in high public trust in our most recent survey, including veterans organizations, not-for-profit hospitals, animal welfare charities, social services, and health organizations. When asked to assess trust for charities as compared to religious institutions, banks, businesses, media, and government, charities are consistently on top. This year, the portion of respondents that think charities are relatively more trustworthy also reached a peak. While concerns about eroding public trust for institutions (including charities) are genuine and ongoing, our survey results suggest that, at least for some charity categories, the COVID-19 years may have had a positive effect on the portion of people that highly trust them.

With the ongoing concern that the donor base is narrowing³ and tending toward the wealthy, earlier this year we released the *Donor Trust Special Report on Donor Participation*. Our report showed that 59% of people with household income above \$70k who stopped giving to charities over the past five years agreed with the statement “there are people out there with significantly more money who should give to charity instead of me.”⁴ With this in mind, this year we analyze donor attitudes and preference across three basic household income brackets.

The 2023 Give.org Donor Trust Report offers (1) a 6-year view of public trust in the charitable sector; (2) donor trust signals and giving preferences as reported by survey participants; and (3) a look at how participants from different household income groups vary in their donor trust outlook.

BBB's Give.org believes greater trust in charities translates to higher public engagement and confidence in giving. With that in mind, our Donor Trust Surveys track donor beliefs, feelings, and behavioral intentions related to charity trust and generosity. In this report, we reference data gathered through the December 2017–2022 Donor Trust Surveys.⁵ While donor beliefs are not always sound measures of fact or even perfect predictors of future behavior, understanding donor attitudes toward the charitable sector can help identify opportunities to strengthen the bond between charities and donors.

¹ In the survey, this category is described as “religious organizations, including your place of worship and other religious charities.”

² In assessing trust for charities, BBB's Give.org focuses on “high trust” indicators – the portion of respondents who rate their trust as a 9 or 10 on a 10-point scale. This approach is based on the idea that a 9 or 10 on a 10-point scale captures the most loyal and enthusiastic constituents. This group is likely harder to sway than the average participant. BBB's Give.org believes these donors are more likely to engage with, contribute to, and promote charities.

³ *Giving USA: The Annual Report on Philanthropy for the Year 2022*. (2023). Chicago: Giving USA Foundation.

⁴ Castro, E., Chng-Castor, A., Pessanha, R., Vazquez-D'Amico, E., & Weiner, B. (2023). *The Give.org Donor Trust Special Report: Donor Participation* (2021). Arlington, Va.: BBB Wise Giving Alliance.

⁵ Results from the survey conducted in December 2021 are first released in this report. Results from the December 2020, 2019, 2018, and 2017 surveys may have also been published in former Give.org Donor Trust Reports.

Summary of Results

Public Trust in Charities

- **There is ample space to build trust** in the sector, with 69.6% of respondents rating the importance of trusting a charity before giving as 9 or 10 (Essential) on a 10-point scale, and only 20.0% of respondents saying they highly trust charities.
- Between December 2017 and 2022, we have consistently found that there is space to build trust in the sector. **From December 2021 to December 2022, the portion of participants that think it is essential to trust a charity before giving grew from 63.9% to 69.9%**, following a decline from 73.0% in December 2017 to 63.0% in December 2020.
- Respondents were asked to assess their trust across 13 different charity categories. **6 out of 13 tracked charity categories reached a peak in “high trust” in the December 2022 survey:** veterans organizations, not-for-profit hospitals, animal welfare, social services, health, and youth development organizations.
- **For the first time since 2017, religious organizations were not the most trusted charity category.** In December 2022, the most trusted charity categories were veterans organizations (27.9%), not-for-profit hospitals (27.1%), religious organizations (26.1%), animal welfare (25.9%), and social service charities (24.9%).
- **Older generations are more likely to highly trust religious organizations and veterans charities.** For example, 34.8% of Matures report highly trusting religious organization, as compared to 18.4% of Gen Zers. Younger generations are more likely to trust international relief organizations, civil rights and community action charities, and educational organizations. For example, 24.3% of Gen Zers highly trust civil rights and community action organizations, as compared to 10.2% of Boomers.
- **When asked to assess trust for charities as compared to other institutions, charities are consistently favored over other institutions, including organized religion, banks, business, media, and government.** In December 2022, the portion of respondents that think charities are relatively more trustworthy reached a peak. For example, 70.3% of respondents said charities are more trustworthy than organized religion, as compared to 53.0% to 66.2% in previous years.



Trust Signals and Giving Preferences

- When asked what most signals that a charity is trustworthy, the top factors were (1) accomplishments shared by the organization, (2) third-party evaluation by an independent organization, (3) name recognition, (4) financial ratios, and (5) passion and sincerity in the appeal. Except for the peak COVID-19 outbreak in 2020, the importance of accomplishment shared by the organization has only solidified over time. **The portion of participants that identify accomplishments shared by the organization as a top signal of trust grew from 44.0% in 2017 to 59% at the end of 2022.**
 - Accomplishments shared by the organization was the most frequently chosen trust signal across generations. However, older generations are relatively more likely to respond to third-party monitors, with 34.9% of Matures and 25.1% of Gen Zers choosing monitors as a top signal of trust. On the other hand, younger generations are relatively more likely to report responding to passion and sincerity, as well as appealing stories. For example, 41.8% of Gen Zers report passion and sincerity in the appeal as a top signal of trust, as compared to only 13.8% of Matures.
- **When presented with scenarios that might deter participants from donating, the top responses were as follows: a high portion of every dollar being spent on fundraising and management (32.8%); not knowing what the charity will do with the donated money (24.9%); and the charity not sharing clear recent accomplishments (19.0%).**
 - Older generations are more likely to be discouraged when a high portion of every dollar is spent on fundraising and management activities (45.0% of Matures, as compared to 18.8% of Gen Zers). Younger generations are more likely to say they will not donate if they are not sure what the charity will do with the money (38.4% of Gen Zers, as compared to 14.7% of Matures).
- Respondents were asked to identify the top three most impactful ways to make a difference (with choices including donating money to a charity, donating items, volunteering time, contributing to donor-advised funds, raising awareness, raising money through a network, supporting a business, and giving to family and friends). When thinking about making a difference, participants most frequently choose donating items (53.2%), donating money to a charity (44.8%), volunteering time (45.3%), and giving to an individual in need directly (33.2%).
- When asked to identify the channels used to donate during 2022 (including mailed appeals, charity websites, fundraising events, and 10 other options), the top responses were: donating through a charity's website (29%), contributing at the checkout counter (26%), responding to a mailed appeal (18%), purchasing an item advertised as benefiting a specified charity (17%), and participating in a fundraising event (15%).

Donor Preferences Across Household Income Brackets

- **Participants with household income between \$70k and \$200k are most likely to be open to solicitation** (stating that they would like charities to approach them more often or might be willing to give more if approached). 37% of participants with household income between \$70k and \$200k are open to solicitation, with 12.6% expressing a desire to be approached more often by charities and 24.4% saying they might be willing to give more if approached. Among participants with household income above \$200k, 29.4% are open to solicitation, with 15.4% expressing a desire to be approached more by charities and 14.1% saying they might be willing to give more if approached.
- **40.6% of participants with household income between \$70k and \$200k say assessing charity trust is “difficult,”** as compared to 34.6% for people with household income of \$200k or more. Participants with household income of \$200k or more are most likely to say assessing charity trust is “easy,” with 26.9% in the group, as compared to 19.9% of people reporting household income between \$70k and \$200k, or 16.5% among respondents with household income below \$70k.
- When asked what most signals that a charity is trustworthy, “accomplishments shared by the organization” was the most important signal across household income levels. **Financial ratios and third-party evaluations are relatively more important among high-income households.** For example, 50.0% of participants with household income of \$200k or more picked financial ratios as a top trust signal, as compared to 32.9% among people with household income between \$70k and \$200k, and 20.2% among respondents with household income below \$70k.
- When presented with scenarios that might deter participants from donating, “a high portion of every dollar” being spent on fundraising and management was most important among high-income participants. For example, 39.7% of participants with household income of \$200k or more indicated that a high portion of every dollar being spent on fundraising and management would discourage their contribution, as compared to 23.6% among people with household income between \$70k and \$200k, and 20.2% among respondents with household income under \$70k.
- **Wealthier participants are more likely to “highly trust” 10 out of 13 charity categories.** Educational organizations, religious organizations, and health organizations had the widest gap in high trust across household income categories. For example, 23.1% of participants with household income of \$200k or more highly trust educational organizations, as compared to 15.9% among respondents with household income below \$70k. **The three charity categories with higher trust among lower income households were veterans organizations, youth development, and police and firefighter organizations.** For example, 23.1% of participants with household income of \$200k or more highly trust veterans organizations, as compared to 28.3% among respondents with household income below \$70k.
- Wealthier participants are more likely to report giving through 11 out of 13 giving channels. The exceptions are contributions through a checkout counter and responding to a social media appeal. 33.0% of respondents with household income below \$70k report contributing at the checkout counter, as compared to only 24.3% among participants with household income of \$200k or higher.



Canadian Donor Trust

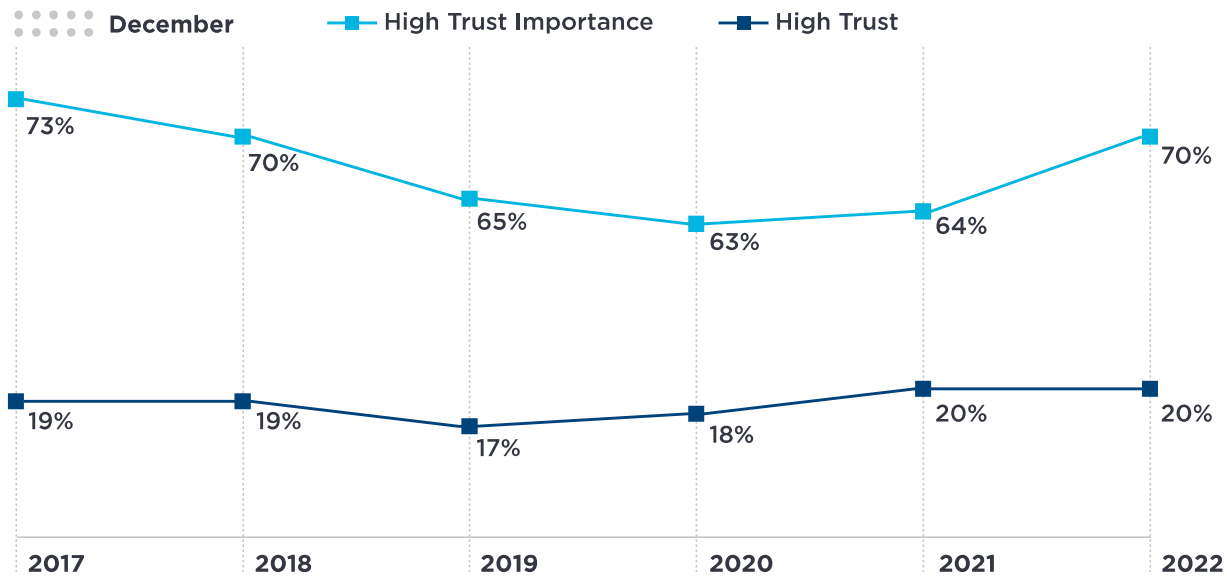
- There is ample space to build trust for charities in Canada, with 60.3% of respondents rating the importance of trusting a charity before giving as 9 or 10 (Essential) on a 10-point scale, and only 14.4% of respondents highly trusting charities.
- As compared to U.S. participants - with 20.4% highly trusting charities - fewer Canadians (14.4%) express a high level of trust in charities. Still, the portion of Canadians that highly trust charities increased moderately between December 2019 (11.7%) and December 2022 (14.4%).
- The most trusted charity types in Canada are not-for-profit hospitals (with 23.0% of respondents expressing high trust) and health organizations (with 20.8% of respondents expressing high trust). These two charity categories have been the most trusted in Canada since December 2019.
- When asked to identify factors that most signal charity trustworthiness, the most popular answers among Canadians were (1) accomplishments shared by the organization, (2) third-party evaluation, and (3) name recognition, tracking closely with U.S. respondents.
- When presented with scenarios that might deter participants from donating, 34.3% said they would be most discouraged when a high portion of every dollar is spent on fundraising and management and 24.0% said they would be most discouraged if they are not sure what the charity will do with money.
- Among Canadian respondents, 31.0% express being open to charity solicitation - with 6.7% identifying a desire to be approached more often by charities and 24.3% saying they might be willing to give more if approached.

Public Trust in Charities

Most participants (70%) say that it is essential to trust a charity before giving, but only 20% reported a high level of trust in charities.



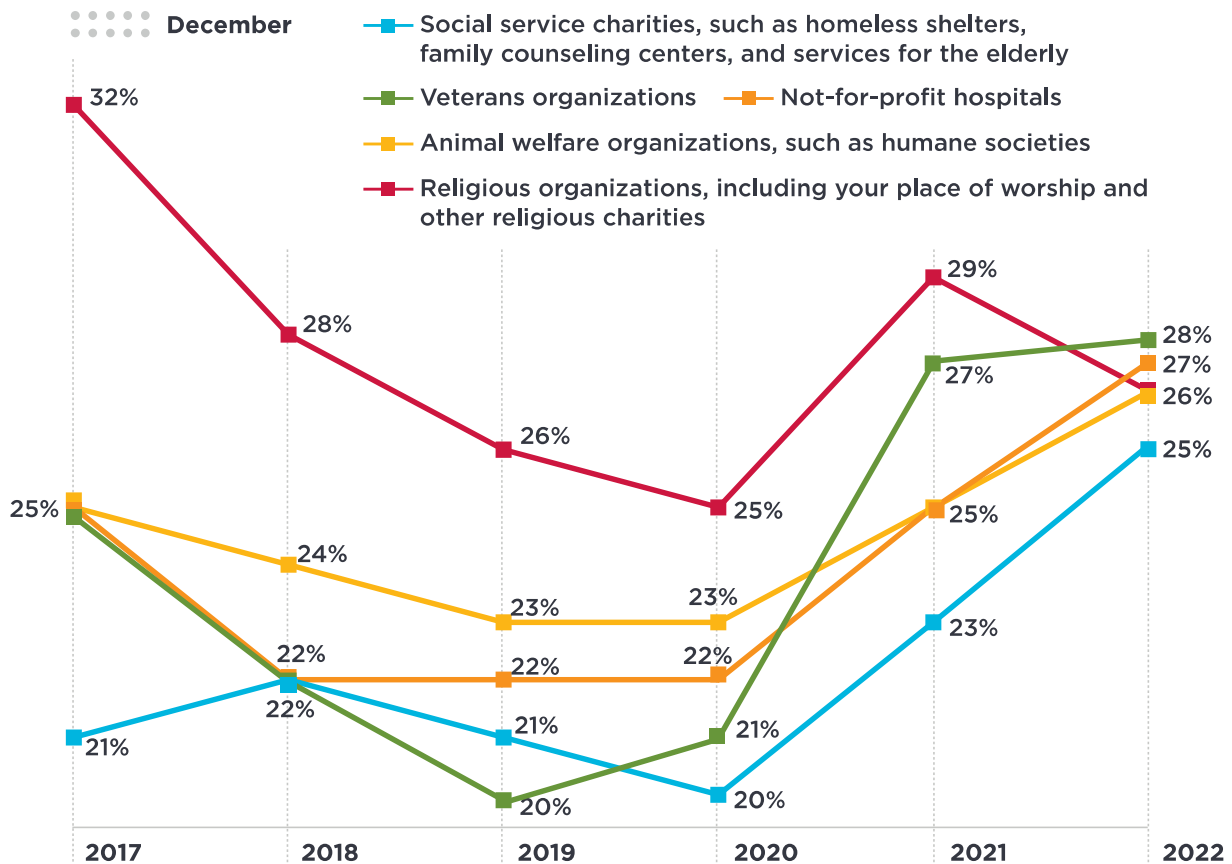
We consistently find that there is space to build trust in the sector. The portion of participants that highly trust charities has been relatively steady since 2017. The portion of participants that report relying on trust before giving dropped between 2017 and 2021, but rebounded back to 70% during 2022.



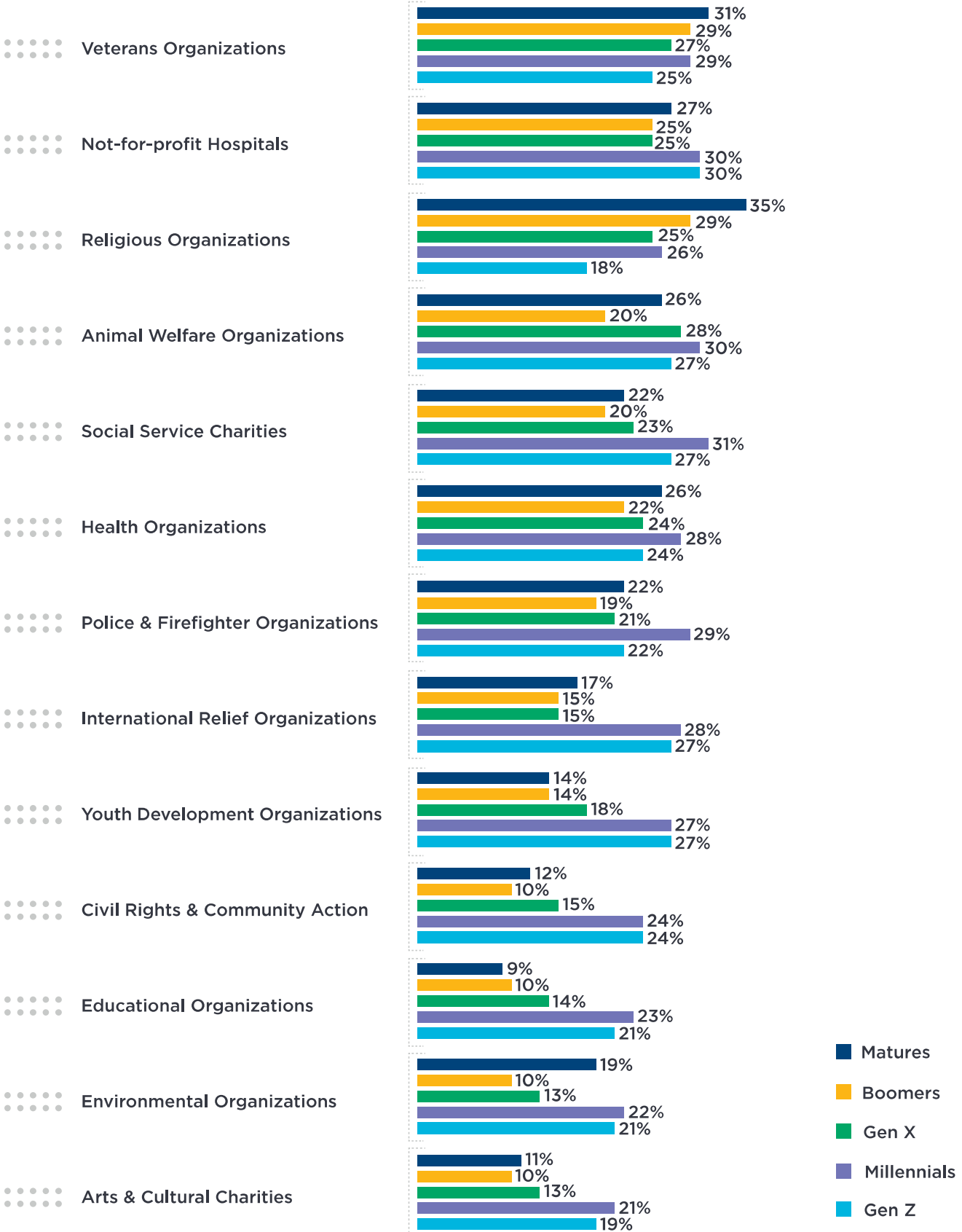
Respondents were asked to assess their trust across 13 different charity categories. In December 2022, the most trusted charity categories were (1) veterans organizations, (2) not-for-profit hospitals, (3) religious organizations, (4) animal welfare, and (5) social service charities.



Of the top-five charity categories, four reached a peak in high trust during 2022. The exception was religious organizations.

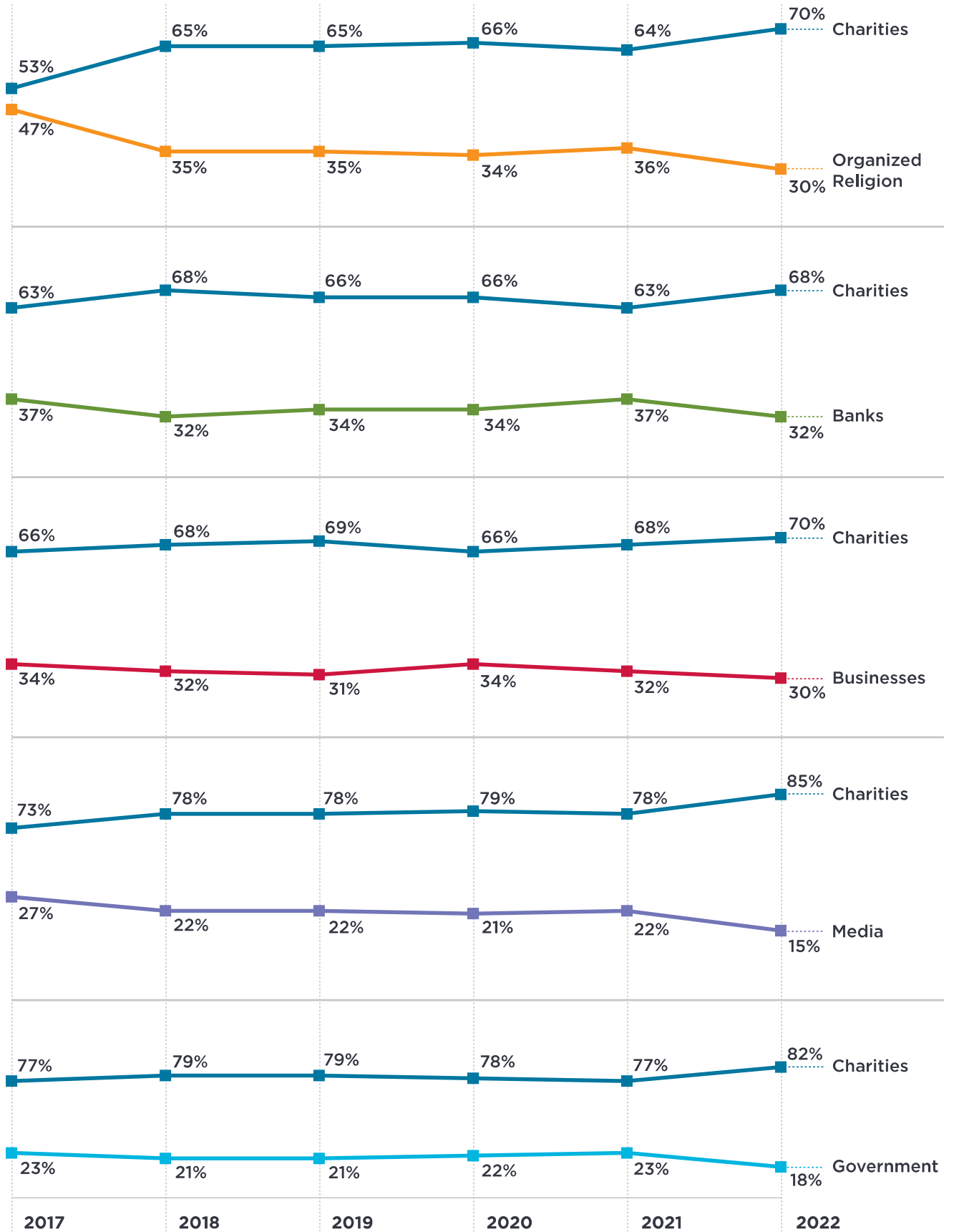


Older generations are more likely to highly trust religious organizations and veterans charities. Younger generations are more likely to trust international relief organizations, civil rights and community action charities, and educational organizations.



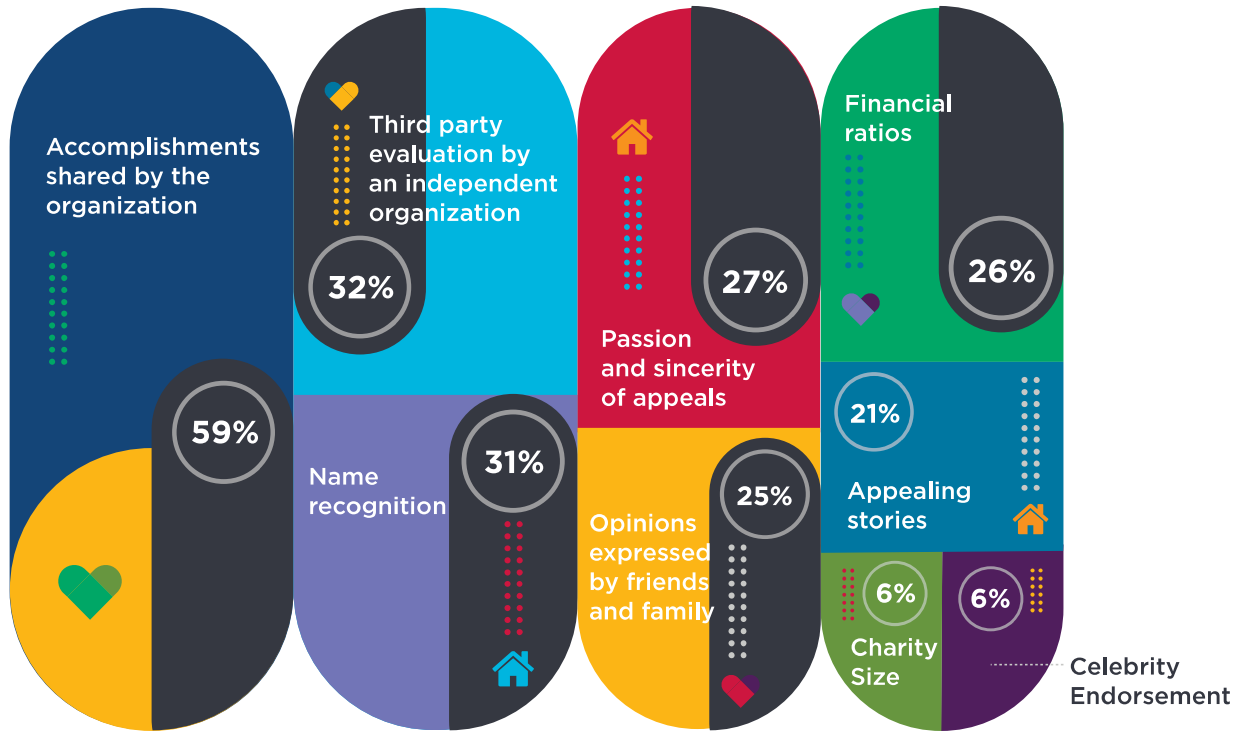
When asked to assess trust for charities as compared to religion, banks, business, media, and government, most respondents say charities are more trustworthy.

December



Trust Signals and Giving Preferences

When asked to choose three factors that most signal that a charity is trustworthy, participants picked the following:

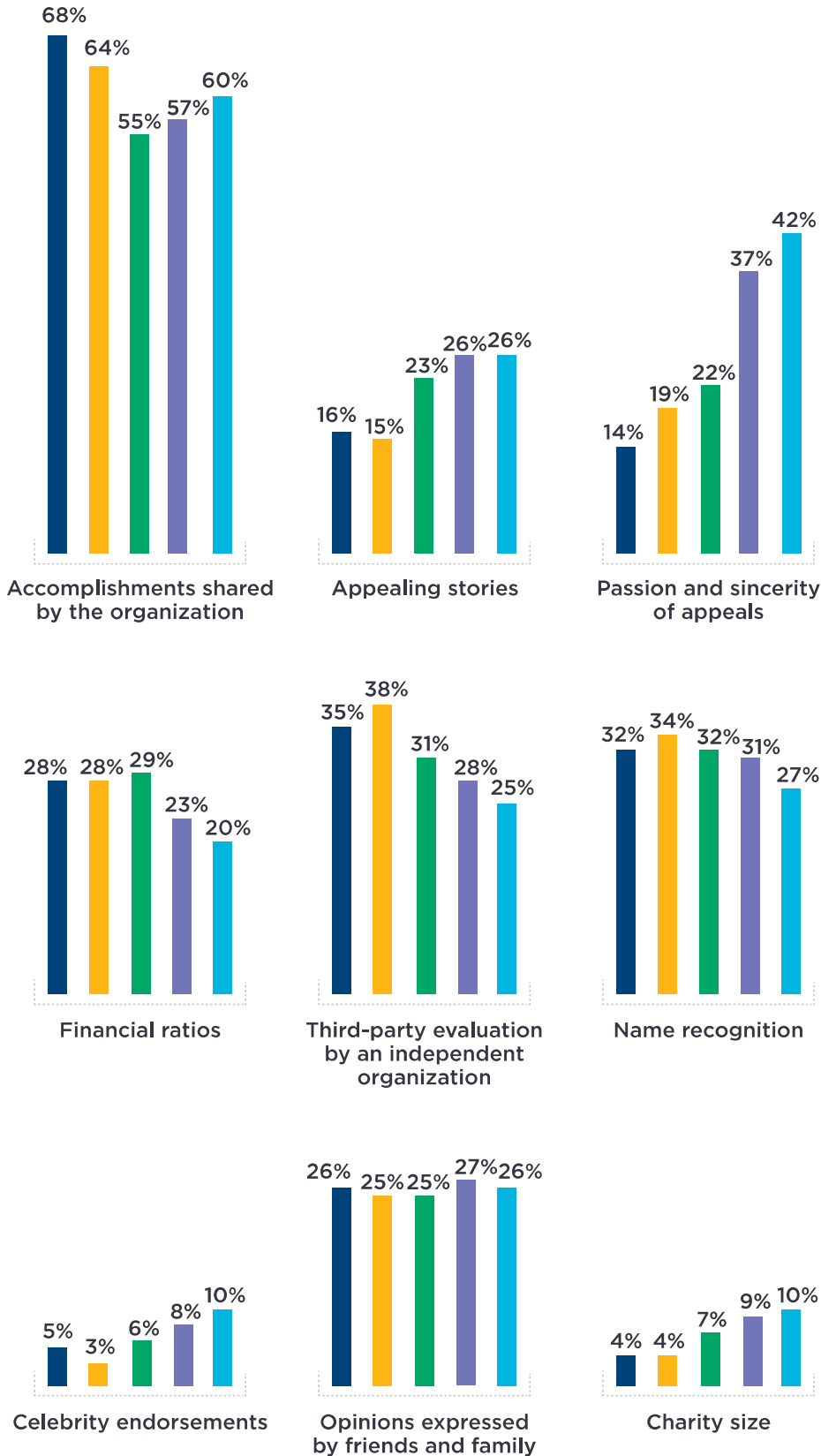


Top signals of trust have held quite stable since December 2017. Except for August 2020, during peak COVID-19 outbreak, accomplishment shared by the organization have only solidified in importance.

	Dec 2017	Dec 2018	Dec 2019	Aug 2020	Dec 2020	Dec 2021	Dec 2022
1	44%	54%	50%	36%	47%	52%	59%
2	39%	33%	32%	34%	31%	30%	32%
3	35%	30%	28%	30%	29%	30%	31%
4	27%	28%	28%	21%	25%	26%	26%
5	22%	22%	22%	19%	23%	25%	27%

- Accomplishments shared by the organization
- Third-party evaluation by an independent organization
- Name recognition
- Passion and sincerity of the appeal
- Opinions expressed by friends and family
- Financial ratios

Accomplishments shared by the organization are the leading signal of trust across generations. Older generations are relatively more likely to respond to third-party monitors, while younger generations are relatively more likely to report responding to passion and sincerity and appealing stories.



- Matures
- Boomers
- Gen X
- Millennials
- Gen Z

When presented with scenarios that might detract or discourage participants from donating, participants said:

A high portion of every dollar received last year was spent on fundraising and management expenses.



Not sure what the charity will do with the donation.



The charity does not share clear recent accomplishments.



Charity executives receive high salaries.



The charity is holding a large amount of money in reserves.



When presented with scenarios that might deter participants from donating, older generations are more likely to be discouraged when a high portion of every dollar is spent on fundraising and management activities, while younger generations are most likely to say they will not donate if they are not sure what the charity will do with the money.



Respondents were asked to identify up to three of the most impactful ways to make a difference. Below are their selections:

Donating items, like food or clothing

1

53%

Volunteering your time

2

45%

Donating money to a charity

3

44%

Giving to an individual in need directly

33%

Giving to family and friends

18%

Raising awareness by engaging your network

13%

Raising money for a cause through your network

11%

Attending a charitable event

8%

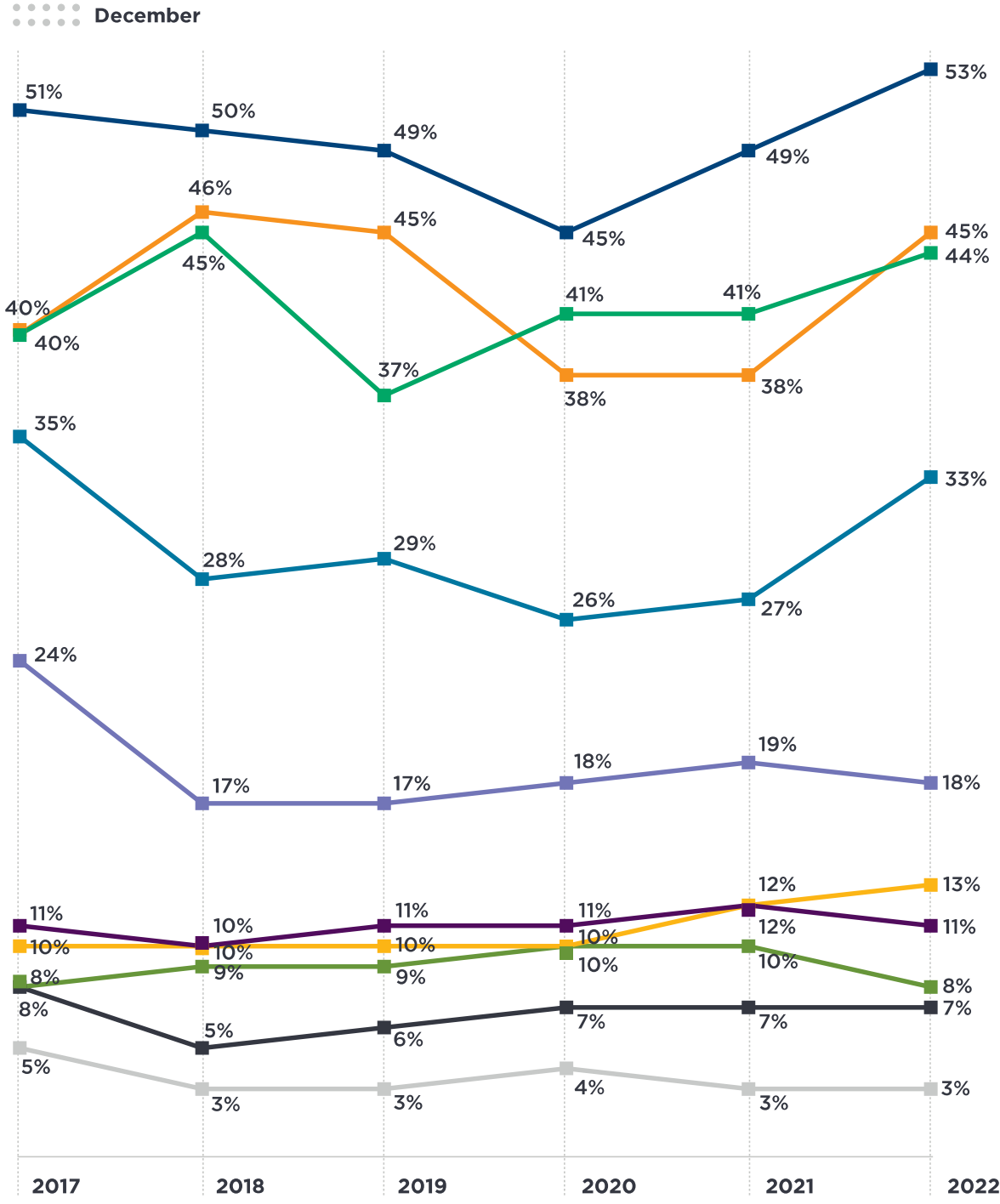
Supporting good business or social enterprise ventures

7%

Donor advised funds

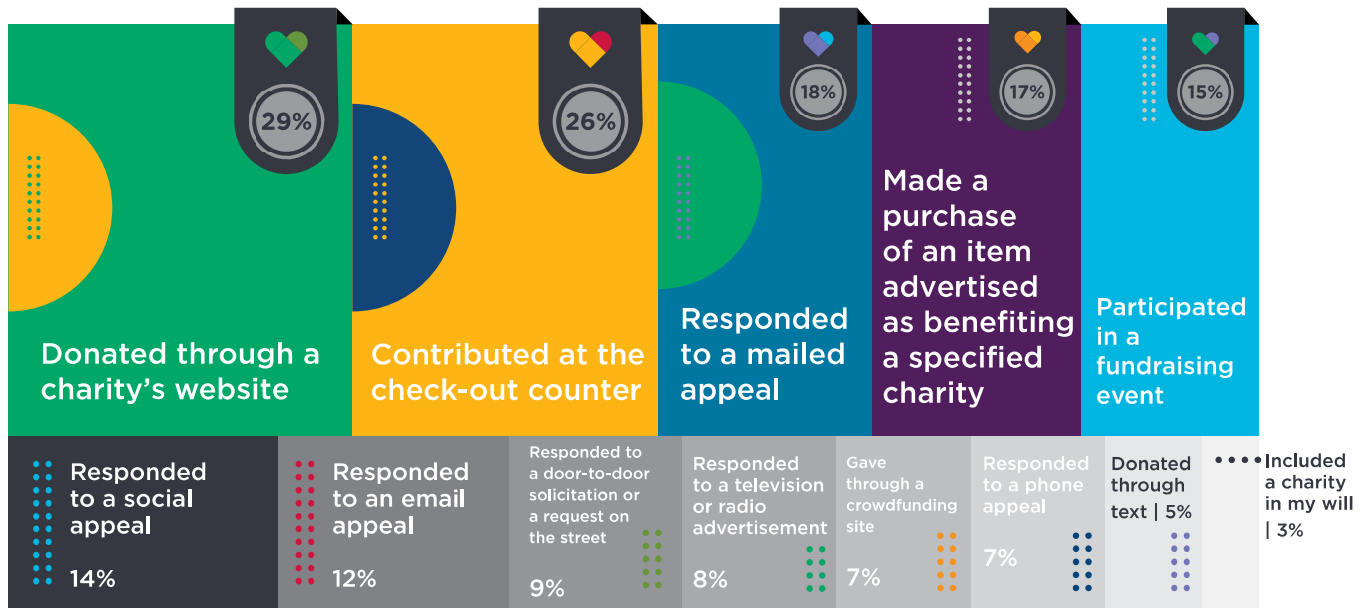
3%

In-kind contributions have most frequently been chosen as one of the most impactful ways to support a charity. The portion of participants that chose volunteering as one of the most impactful ways to support a charity decreased during 2020 and 2021, but went up 7% between 2021 and 2022.

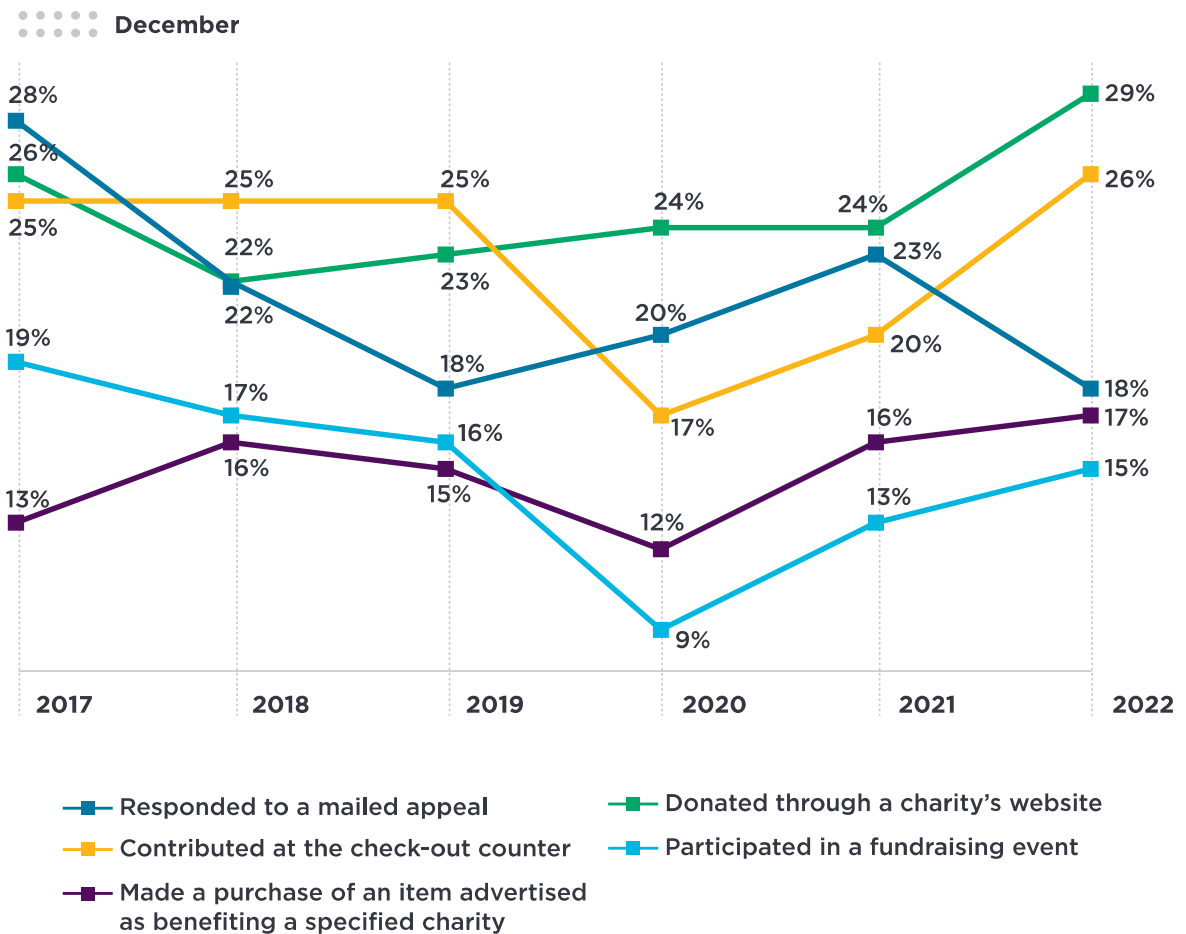


- Donating items, like food or clothing
- Donating money to a charity
- Volunteering your time
- Giving to an individual in need directly
- Giving to family and friends
- Raising money for a cause through your network
- Raising awareness by engaging your network
- Attending a charitable event
- Supporting good business or social enterprise ventures
- Donor advised funds

When asked to identify the channels used to donate during 2022, participants said they:



Of the top five self-reported donation channels, responding to mailed appeals dropped significantly between December 2021 and 2022.



Donor Preferences Across Household Income Brackets

Participants with household income between \$70k and \$200k are most likely to be open to solicitation, stating that they would like charities to approach them more often or might be willing to give more if approached.

200k or more



70k-190k

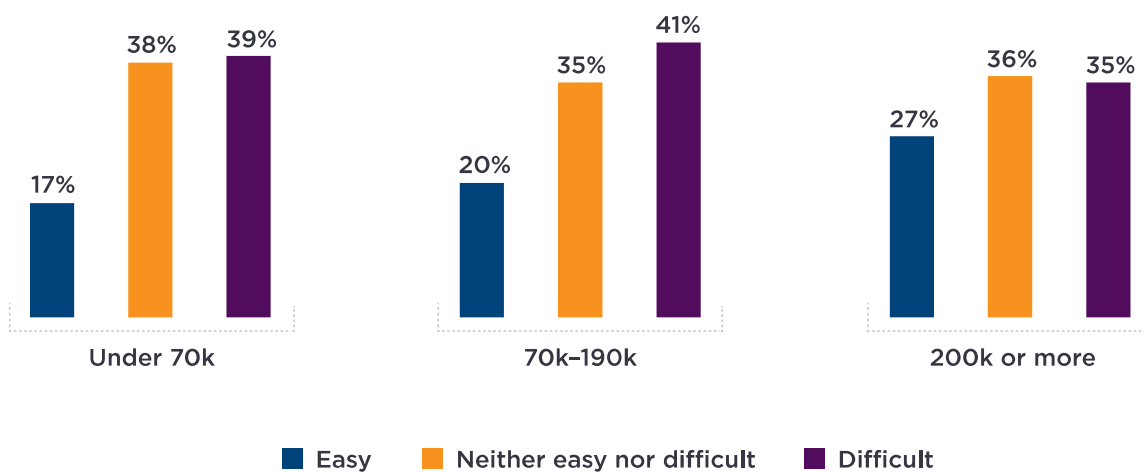


Under 70k



- I have been approached to give more than I should be
- I do not want to be approached more by charities
- I might be willing to give more if approached
- I would like charities to approach me more

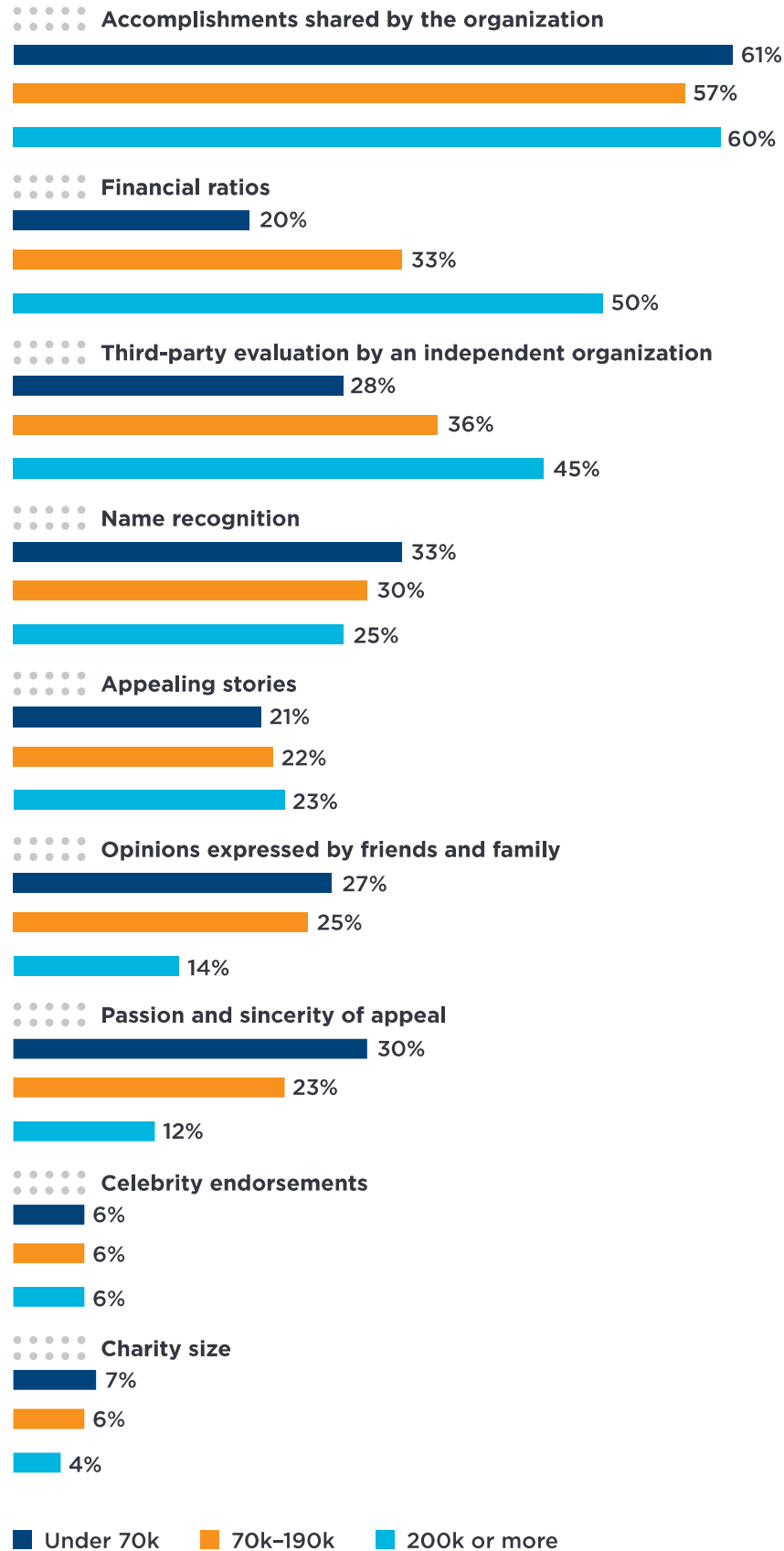
Participants with household income between \$70k and \$200k are most likely to say assessing charity trust is “difficult.” Participants with household income of \$200k or more are most likely to say assessing charity trust is “easy.”



- Easy
- Neither easy nor difficult
- Difficult

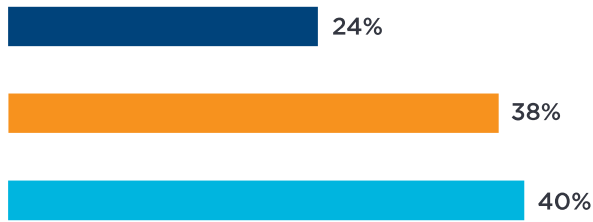


When asked what most signals that a charity is trustworthy, accomplishments shared by the organization was the most important signal across household income levels. Financial ratios and third-party evaluations are relatively more important among high-income households.

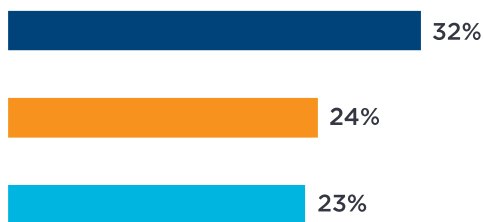


When presented with scenarios that might deter participants from donating, “a high portion of every dollar” being spent on fundraising and management was relatively more important among high-income participants.

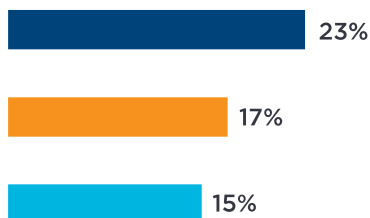
A high portion of every dollar received last year was spent on fundraising and management expenses



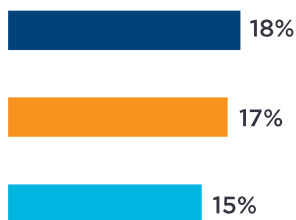
You are not sure what the charity will do with the money you donate.



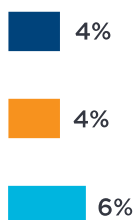
The charity does not share clear recent accomplishments.



Charity executives receive high salaries.



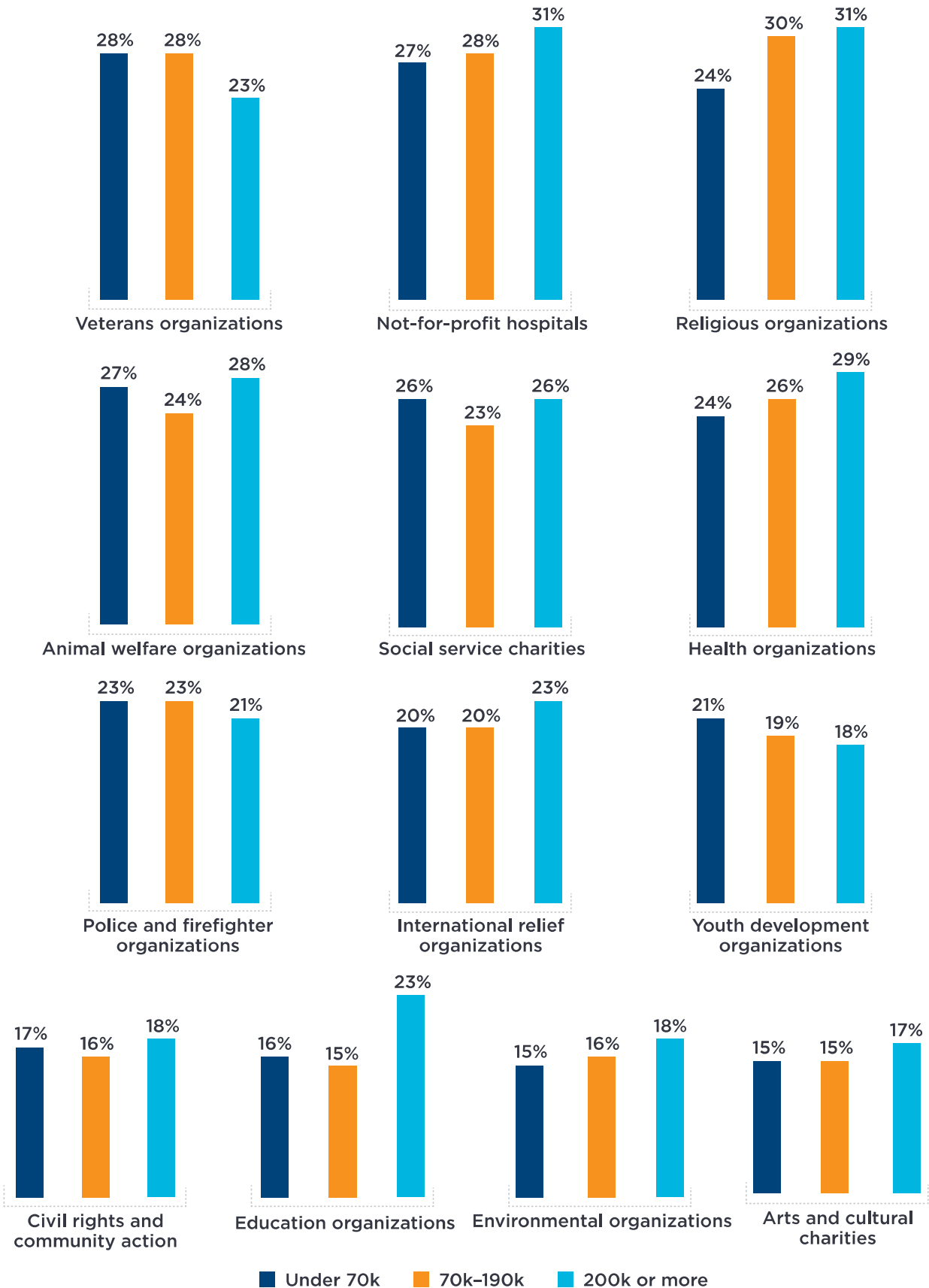
The charity is holding a large amount of money in reserves.



■ Under 70k ■ 70k-190k ■ 200k or more



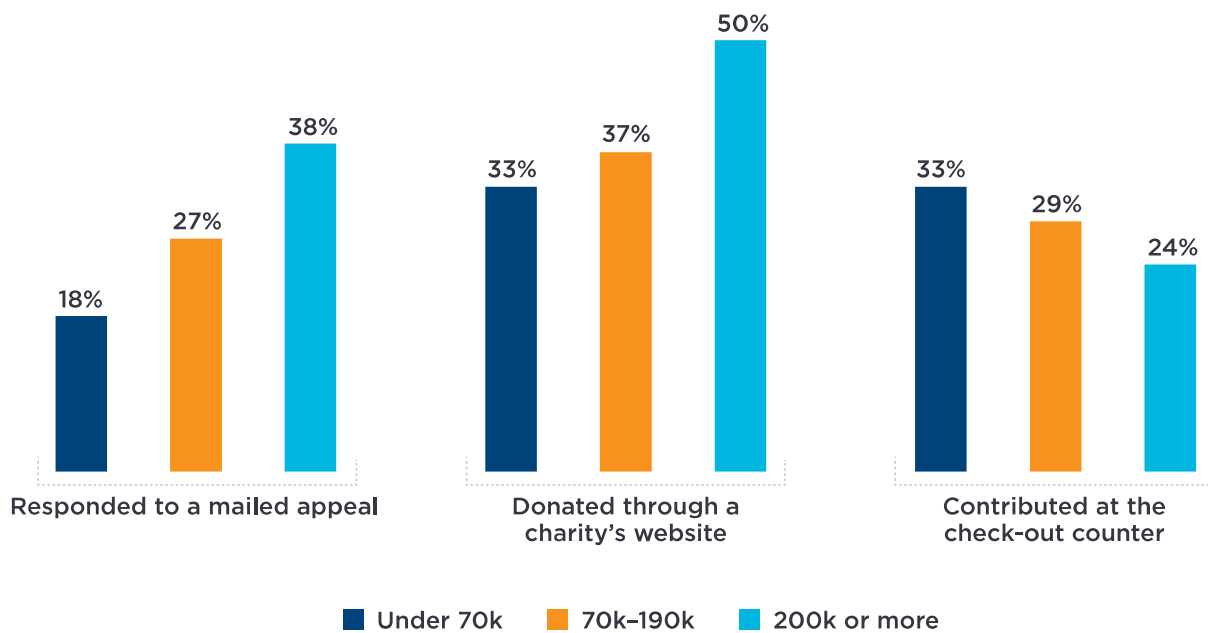
Wealthier participants are more likely to highly trust 10 out of 13 charity categories. Educational organizations, religious organizations, and health organizations had the widest gap in high trust across household income categories. The three charity categories with higher trust from lower-income households were veterans organizations, youth development, and police and firefighter organizations.



Wealthier participants are more likely to report giving through 11 out of 13 giving channels. The exceptions are contributing at the checkout counter and responding to a social media appeal.

	Under 70k	70k-190k	200k or more
Donated through a charity's website	33%	37%	50%
Responded to a mailed appeal	18%	27%	38%
Made a purchase of an item advertised as benefiting a specified charity	20%	22%	24%
Contributed at the check-out counter	33%	29%	24%
Participated in a fundraising event	17%	21%	19%
Responded to an email appeal	13%	17%	18%
Responded to a social media appeal	16%	18%	15%
Responded to a door-to-door solicitation or a request on the street	12%	10%	11%
Responded to a phone appeal	9%	9%	9%
Gave through a crowdfunding site	8%	10%	9%
Responded to a television or radio advertisement	8%	11%	7%
Included a charity in my will	3%	4%	4%
Donated through text	6%	6%	3%

The most significant differences in self-reported giving channels were:

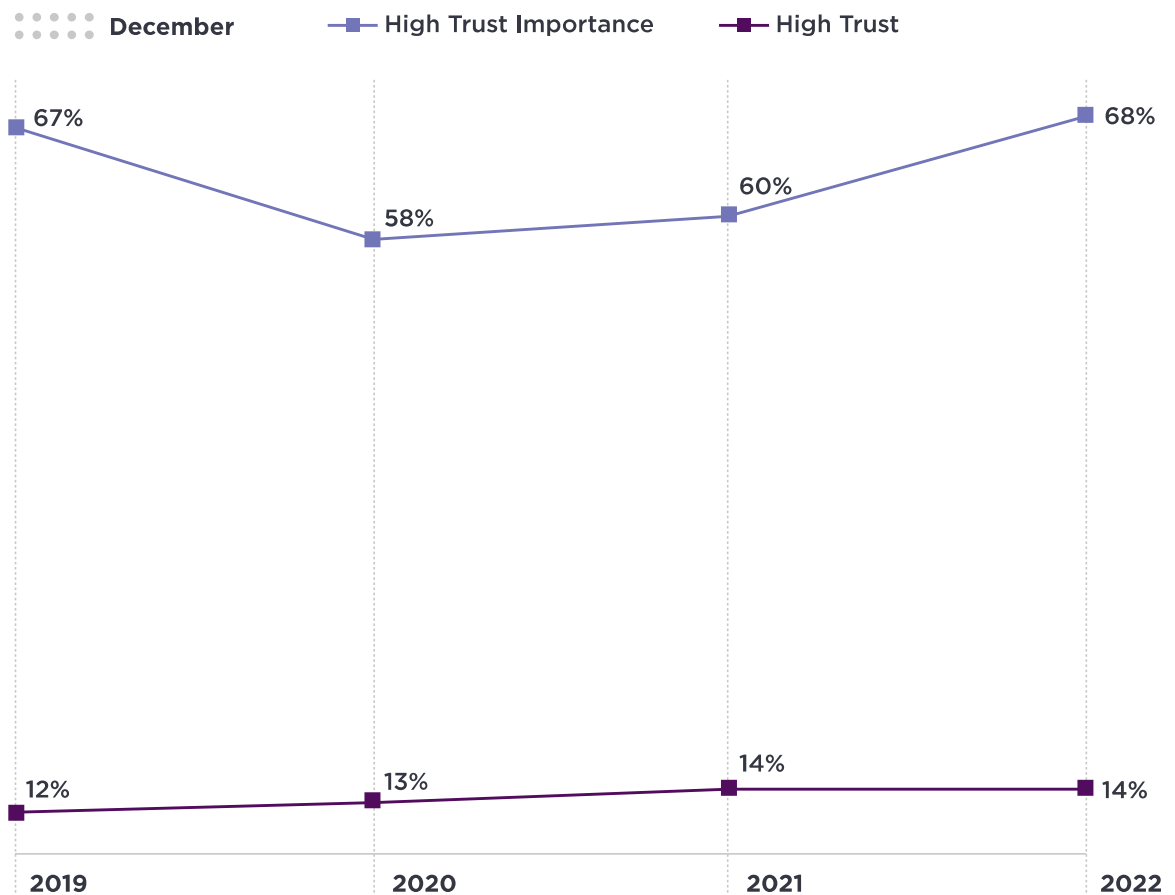


Canadian Donor Trust

There is ample space to build trust for charities in Canada, with 60% of respondents saying it is essential to trust a charity before giving, but only 14% of respondents highly trusting charities.



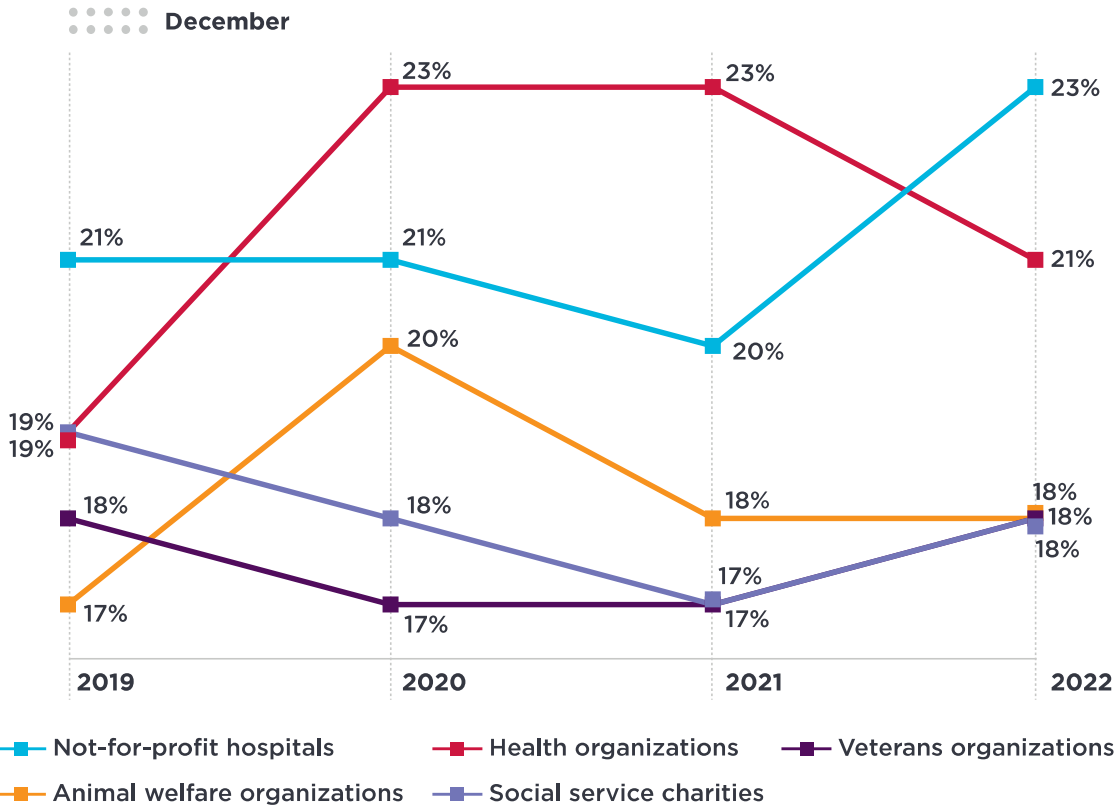
As with U.S. participants, the portion of respondents that report relying on trust before giving rose between December 2021 and December 2022.



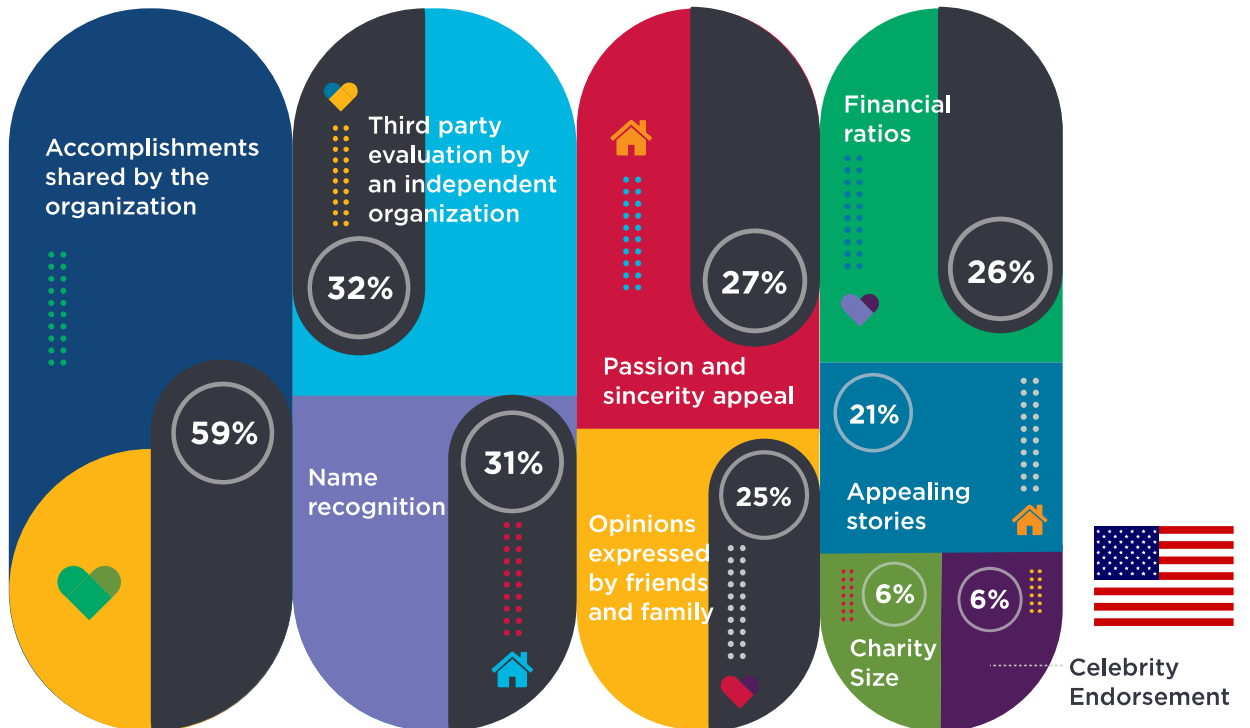
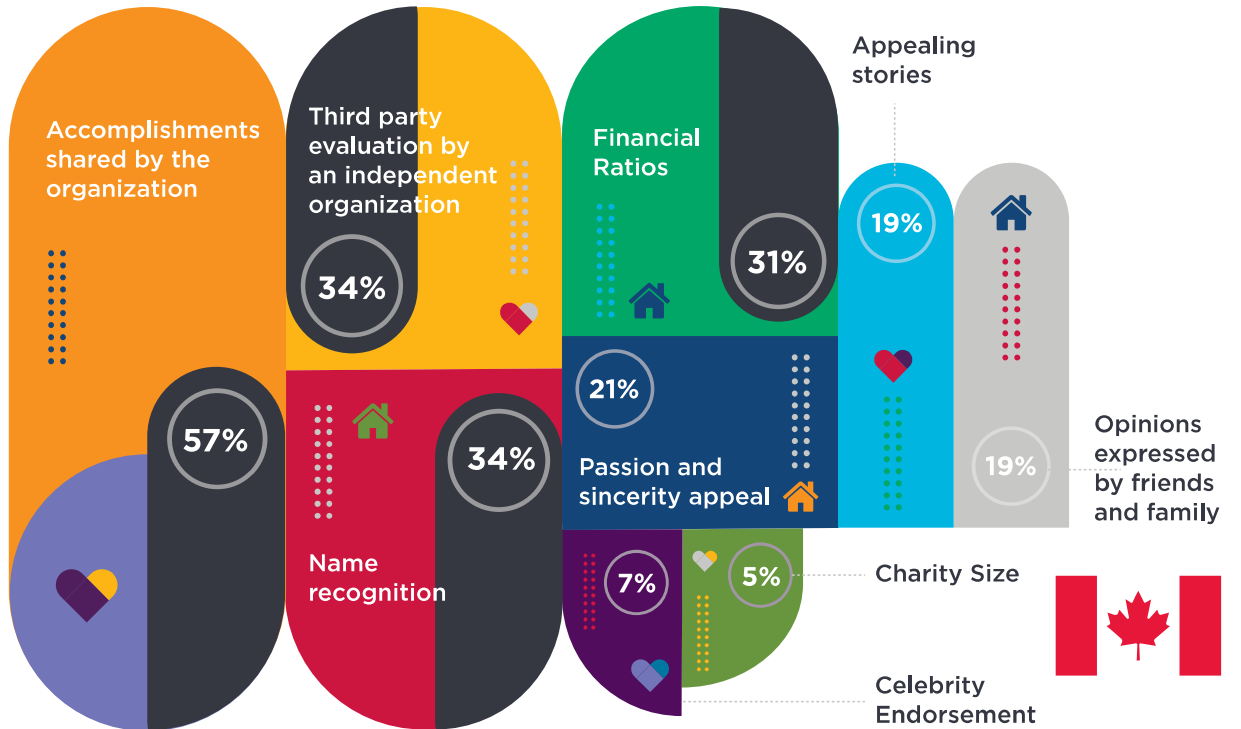
Respondents were asked to assess their trust across 13 different charity categories. In December 2022, the most trusted charity categories in Canada were (1) not-for-profit hospitals, (2) health organizations, (3) veterans organizations, (4) animal welfare, and (5) social service charities.



Two of the top-five charity categories reached a peak in high trust during 2022 in Canada. The most trusted charity categories in Canada since 2019 are health organizations and not-for-profit hospitals.



When asked to identify factors that most signal charity trustworthiness, the most popular answers among Canadians were (1) accomplishments shared by the organization, (2) third-party evaluation by an independent organization, and (3) name recognition. These factors track very closely with answers given by their American counterparts.



When presented with scenarios that might discourage participants from donating, Canadian and U.S. answers track very closely.

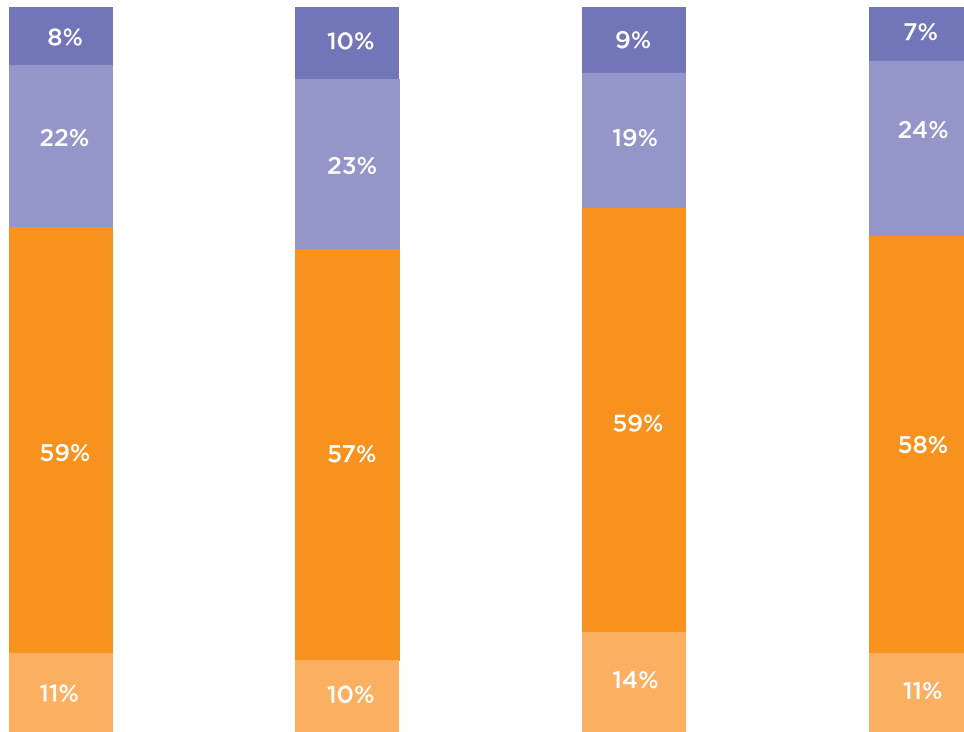


31% of Canadians express that they are open to solicitation – with 7% saying they would like charities to approach them more often and 24% saying they might be willing to give more if approached.



- I have been approached to give more than I should be
- I do not want to be approached more by charities
- I might be willing to give more if approached
- I would like charities to approach me more

Openness to solicitation among Canadian participants was higher in December 2022 than the previous year.



- I have been approached to give more than I should be
- I do not want to be approached more by charities
- I might be willing to give more if approached
- I would like charities to approach me more

Conclusion

Over six years of donor trust surveys, we have observed how the broader social and political context affects public trust for different charity categories. Between December 2017 and December 2019, for example, survey results showed a drop in the portion of participants that highly trusted civil rights and community action organizations, as well as police and firefighter charities. Since December 2019, public “high trust” has been on the rise for non-for-profit hospitals, social service charities, animal welfare organizations, and veterans organizations.

Even as public trust in charities is affected by external factors, individual charities can strive to be trusted. With time, donor trust may be gained through relationship building and engagement, but signaling trustworthiness can be the key to starting this process.

One external force affecting charities that came across in our recent Donor Trust Special Report on Donor Participation is economic inequality. Household income and the class divide can shape the way individuals think and feel with respect to charities. With that in mind, we explored donor trust and giving attitudes across three basic household-income brackets.

It may come as no surprise that wealthier participants tend to trust charities more, give more, and engage in a broader array of giving channels. However, given the worrisome trend toward fewer donors and a wealthier donor base, gaining broader support should be top of mind.

One hopeful sign is that people from households with incomes between \$70k⁶ and \$200k are more open to solicitation than their wealthier counterparts. More than 1 in 3 (37%) of people with household income between \$70k and \$200k say they would like charities to approach them more often (13%) or might be willing to give more if approached (24%). At the same time, 2 out of 5 (41%) of people in this group say assessing charity trust is difficult, possibly making them more skeptical than their wealthier counterparts (at 35%).

Another noteworthy difference is that wealthier donors are much more likely to say financial ratios are an important signal of trust, with 50% of participants from households with \$200k or higher income reporting financial ratios as a top trust signal, as compared to 33% among participants with household income between \$70k and \$200k, and only 20% among participants with household income below \$70k. For participants from the lowest household-income bracket, name recognition, opinions expressed by friends and family, and passion and sincerity of appeals are relatively more important. Also, while wealthier participants are more likely to trust charities and give through most channels, lower-income families are more likely to trust 3 charity categories – veterans organizations, youth development, and police and firefighter organizations, and to report giving at the checkout counter.

Trust is a complex issue, but our survey findings continue to show the need – and potential – to strengthen public trust in the charitable sector. The ability of charities to turn around the decline in donor participation depends on their ability to connect with broad and diverse supporters.

⁶ According to the United States Census Bureau, median household income for 2021 was \$70,784. Current Population Survey, 2021 and 2022 Annual Social and Economic Supplements (CPS ASEC), Available at www.census.gov/programs-surveys/cps.html



Methodology

We commissioned an electronic survey of more than 2,100 adults across the United States and more than 1,100 adults across Canada during December 2021 (see Tables 1 and 2). The margin of error for the December 2022 survey in the United States is 2% (with 95% confidence level), and the margin of error for the December 2022 Canadian survey is 3% (with 95% confidence level).

Table 1 — Profile of Respondents in the United States


	By Age		By Gender		By Annual Household Income (in thousands)	
18-34	28.3%	Female	51.1%	< 30	18.1%	
35-44	15.5%	Male	48.2%	30-59	32.2%	
45-54	14.8%	Nonbinary	0.2%	60-89	18.5%	
55-64	16.8%	Transgender	0.3%	90-119	11.4%	
> 65	24.4 %	Prefer not to answer	0.2%	120-149	5.9%	
		Other	0%	150 and more	10.8%	
				Prefer not to answer	3.2%	
	By Region		By Ethnicity		By Religion Attendance	
Northeast	17.0%	African American	15.9%	Never	28.1%	
Southeast	21.6%	Asian	3.0%	Rarely	24.6%	
Southwest	13.5%	Hispanic/Latino	14.2%	Frquently	22.8%	
Midwest	21.0%	Nativee American or Alaska Native	1.0%	Occasionally	20.9%	
West	26.9%	Other	1.1%	Don't know	0.9%	
		Pacific Islander	0.4%	Prefer not to answer	2.6%	
		White	64.4%			

Table 2 — Profile of Respondents in Canada

By Age		By Gender		By Annual Household Income (in thousands)	
18-34	27.3%	Female	49.6%	< 30	7.7%
35-44	24.6%	Male	49.5%	30-59	26.4%
45-54	13.0%	Nonbinary, prefer not to answer, transgender, other	0.95%	60-89	20.9%
55-64	15.6%			90-119	17.7%
> 65	19.6%			120-149	7.8%
				150 and more	13.2%
				Prefer not to answer	6.4%
By Region		By Ethnicity		By Religion Attendance	
Northeast	17.0%	African American	3.7%	Never	28.1%
Southeast	21.6%	Asian	16.8%	Rarely	24.6%
Southwest	13.5%	Hispanic/Latino	0.4%	Frquently	22.8%
Midwest	21.0%	Other	3.3%	Occasionally	20.9%
West	26.9%	White	74.7%	Don't know	0.9%
				Prefer not to answer	2.6%

Through our survey, we seek to measure donor beliefs, feelings, and behavioral intentions toward charity trust and giving. Our report identifies some aggregate findings and explores the heterogeneity of donor perceptions. For instance, in this report we reference results based on age and contribution level to illustrate differences in donor attitudes and gain understanding of the diversity of attitudes toward the sector. We use the self-reported information as provided by survey takers.

While there is no single consistent date range for generational divides, the generational ranges used in this report mirror those used by the Pew Research Center and are shown in Table 3.

Table 3 — Generational ranges

Generation	Year Born	Age (in 2022)
Generation Z (18 and older)	1998 to 2004	18 to 24
Millennial Generation	1981 to 1997	25 to 40
Generation X	1965 to 1980	41 to 56
Baby Boomers	1946 to 1964	57 to 75
Matures	1928 to 1945	76 and above



We recognize there are differences among people within each demographic category. By identifying differences in donor preferences and attitudes across these categories, we aim to find untapped opportunities that support the sector's efforts to be in tune with the America of the present and future, strengthening the bond between donors and charities.

We know that survey responses reflect donor perceptions and are not an objective measure of the charitable sector's efforts. Still, understanding donor attitudes toward charities and giving can help identify areas of misinformation and ways to better serve donors, furthering trust in the sector and encouraging increased generosity.

To determine whether a charity is accountable and trustworthy, BBB WGA uses 20 BBB Standards for Charity Accountability, based on charity governance, finances, fundraising practices, and results reporting. BBB WGA produces reports on charities based on these standards, and the reports are available free of charge to the donating public on Give.org. This report aims, in part, to understand disconnects between self-reported triggers and concerted trust criteria. In addition, we hope to identify opportunities that can help the sector build collective trust and succeed in the future.

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About BBB Wisegiving Alliance

BBB Wise Giving Alliance (BBB's Give.org) is a standards-based charity evaluator that seeks to verify the trustworthiness of nationally soliciting charities by completing rigorous evaluations based on 20 holistic standards that address charity governance, results reporting, finances, fundraising, appeal accuracy, and other issues. National charity reports are produced by BBB's Give.org and local charity reports are produced by local Better Business Bureaus - all reports are available at Give.org.

