

2024

Give.org Donor Trust Report

Trust and Giving Attitudes
Across U.S. Regions and
Religious Affiliation



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Trust and Giving Attitudes Across U.S. Regions and Religious Affiliation

BBB®'s Give.org believes higher 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. The 2024 Donor Trust Report marks our seventh year tracking public attitudes about charity trust and giving.¹ With ongoing concern about how eroding public trust harms charities that solicit the public, we hope our unique approach² adds to the conversation about trust in charities and public engagement with the sector.

In the 2024 Give.org Donor Trust Report, we offer (1) a seven-year review of public trust in the charitable sector, highlighting charity types that have experienced noteworthy shifts; (2) a snapshot of perceived trust signals and giving preferences as reported by survey participants; and (3) a deeper dive into how participants from different U.S. regions and self-reported religious affiliation view charities.

The U.S. Census divides the country into four statistical U.S. regions—Northeast, Midwest, South, and West.³ These regions have been used by the U.S. Census to understand trends, including shifts in population, economic specialization, and urbanization. In this report, we explore whether participants from these geographic regions express different charity trust and giving attitudes.

¹ BBB's Give.org has conducted a Donor Trust Survey annually since December 2017. The survey includes a set of core questions intended to measure the health of public trust in the charitable sector and to identify shifts across time. Each year, the survey also includes a set of questions on special topics of interest. The first Give.org Donor Trust Report, *The Give.org Donor Trust Report: An In-Depth Look Into the State of Public Trust in the Charitable Sector*, was released in 2018. Since then, special topics have included disaster relief, sexual harassment, COVID-19, and charity impact.

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 Regions as defined by the U.S. Census include Northeast (New York, New Jersey, Pennsylvania, Massachusetts, Rhode Island, Connecticut, Vermont, New Hampshire, Maine); South (West Virginia, Virginia, Maryland, DC, Delaware, North Carolina, South Carolina, Georgia, Florida, Alabama, Kentucky, Mississippi, Tennessee, Arkansas, Louisiana, Oklahoma, Texas); Midwest (Indiana, Illinois, Michigan, Ohio, Wisconsin, Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota); and West (Arizona, Colorado, Idaho, New Mexico, Montana, Utah, Nevada, Wyoming, Alaska, California, Hawaii, Oregon, Washington).



As outlined in the recent report published by the Generosity Commission, causes underlying the decline in donors and volunteers include economic precarity, declining trust in institutions, technological transformations, demographic shifts, changes in the workplace, aftereffects of the COVID-19 pandemic, and changes in religious affiliations and practice.⁴ As religious participation declined, so did contributions to religious organizations, historically the charity category with highest contributions in the United States. While the decline in contributions to religious organizations has outpaced the decline in contributions to secular charities,⁵ the decrease in giving to religious organizations does not (on its own) account for the overall drop in donors and volunteers. More work is needed to fully understand the secondary effects of declining religiosity on charitable contributions, but there is reason to believe that “religion provides networks, opportunities, and motivations that encourage giving and generosity.”⁶ For instance, Pew Research Center data shows Americans who attend church weekly are more likely to volunteer, gather with extended family, and make charitable contributions.⁷ In this report, we explore whether religious affiliation relates to participants’ overall trust in charities, trust for specific charity categories, and giving mindsets.

⁴ The Generosity Commission, *Everyday Actions, Extraordinary Potential: The Power of Giving and Volunteering*, September 2024.

⁵ *Giving USA: The Annual Report on Philanthropy for the Year 2023*.

⁶ The Generosity Commission, *Everyday Actions, Extraordinary Potential: The Power of Giving and Volunteering*, September 2024.

⁷ Karl Zinsmeister, “Less God, Less Giving?” *Philanthropy Magazine* (Winter 2019).

Summary of Results

Public Trust in Charities

There is ample space to build trust in the sector, with 67.4% of respondents rating the importance of trusting a charity before giving as 9 or 10 (Essential) on a 10-point scale, as compared to 22.1% of respondents saying they highly trust charities.

- Between December 2017 and December 2023, the portion of participants that highly trust charities⁸ fluctuated between 16.8% (In December 2019) and 22.1% (in December 2023).
- **Younger generations are less likely to rate the importance of trusting a charity before giving as 9 or 10 (essential).** For example, 52.9% of Gen Zers say it is essential to trust a charity before giving, as compared to 78.8% of Matures.
- Trust for charities varies across different U.S. regions.⁹ For example, 27.6% of participants in the Northeast region highly trusting charities, as compared to only 19.4% in the Southern region.
- **Atheists, Agnostics, and Unaffiliated participants are less likely to report high trust in charities than participants with other religious affiliations.** For example, 4.6% of Atheists report high trust in charities, as compared to 55.6% of Muslims, or 29.8% of Catholic participants.

Respondents were asked to assess their trust across 13 different charity categories. The most trusted charity categories at the end of 2023 were religious organizations (with 29.3% reporting trust of 9 or 10 on a 10-point scale), veterans organizations (27.2%), and animal welfare organizations (25.5%).

- Participants from the Northeast are generally more trusting of different charity categories, and participants from the South are generally less trusting. The charity categories with the widest gap in trust across regions are health organizations (with 31.9% in the Northeast and 21.1% in the South) and youth development organizations (with 26.8% in the Northeast and 16.5% in the South).

- **Participants identifying as Muslim, Catholic, and Jewish tend to be most trusting of different charity categories. Participants identifying as Unaffiliated, Atheist, or Agnostic tend to be least trusting of different charity categories.** The charity categories with widest gap in trust across religions are health organizations (with 53.1% among Muslims and 8.1% among Unaffiliated), and youth development (with 49.4% among Muslims and 6.9% among Atheists).

When asked to assess trust for charities as compared to other institutions, charities are consistently favored over other institutions, including organized religion, business, media, and government. For example, 76.9% of respondents trusted charities more than the government and 58.5% trusted charities more than business.

Trust Signals and Giving Preferences Across U.S. Regions and Religious Affiliation

When presented with scenarios that might deter participants from donating, 33.8% said they would be most discouraged if they are not sure what the charity will do with money, and 26.4% said they would be most discouraged when a high portion of every dollar is spent on fundraising and management.

- **Over the past 3 years, the portion of participants who say they would be detracted from giving if they are not sure what the charity will do with the money has increased from 24.9% to 33.8%.** On the flip side, the portion of participants who would be detracted by a high portion of expenses going to fundraising or management decreased from 32.8% to 26.4%.

When asked to choose three factors that most signal that a charity is trustworthy, the most commonly selected choices were accomplishments shared by the organization (53.1%), third-party evaluation by an independent organization (36.1%), financial ratios (27.5%), name recognition (25.0%), and passion and sincerity in the appeal (22.5%).

- Accomplishments shared by the organization was the most frequently chosen trust signal across U.S. regions and religions.
- Third-party evaluations and financial ratios are relatively more important among Agnostics, Atheists, Jewish, and Protestants. For example, 43% of Agnostics and 39% of Atheists chose financial ratios as a top trust signal, as compared to 21% of Muslims or 22% of Catholics.

When considering alternative channels used to donate during the past year (including mailed appeals, social media appeals, fundraising events, and 10 other options), participants most frequently report contributing at the checkout counter (23.7%), through a charity’s website (23.5%), or as a response to mailed appeals (17.0%).

- Participants from the Northeast and West regions are more likely to report giving on a charity’s website, and responding to mail, email, phone, and social media appeals. For example, 26.3% of participants from the West report contributing through a charity’s website, as compared to 19.0% from the South. Participants from the Midwest are most likely to report contributing at the checkout counter and giving through a crowdfunding site. For example, 25.4% of participants from the Midwest report contributing at the checkout counter, as compared to 22.3% from the Northeast.
- Muslim participants were most likely to report giving through different giving channels, with the exceptions of contributing at the checkout counter and in fundraising events. For example, 35.8% of Muslim participants report giving through a charity’s website, as compared to 16.1% among Unaffiliated.





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 say the most impactful ways to make a difference are donating items (57.4%); volunteering time (40.7%); and donating money to a charity (38.1%).

- **The portion of participants that chose donating items or giving to individuals in need directly as one of their most impactful ways to give has increased since 2020.** For example, 44.8% chose donating items as a top signal of trust in December 2020, as compared to 49.3% in 2021, 52.9% in 2022, and 57.4% at the end of 2023.
- **Participants from the Northeast and West regions are most likely to say donating money to a charity is one of the most impactful ways of contributing. Participants from the Midwest and South are more likely than their counterparts to say giving directly to individuals in need is one of the most impactful ways to make a difference.** For example, 44% of participants from the Northeast, as compared to 34% of participants from the South, say donating money to charity is one of the most impactful ways to make a difference.
- **Jewish and Muslim participants are least likely to choose donating items as one of the most impactful ways of contributing. Atheists and Unaffiliated participants are more likely to choose giving directly to an individual in need as one of the most impactful ways to make a difference.** For example, 41.4% of Atheists say donating items is one of the most impactful ways to make a difference, as compared to only 26.8% of Jewish participants.

Overall, 19.3% of participants report making no charitable contributions over the past 3 years. 20.7% of participants report making average annual contributions between \$1 and \$50, 23.0% between \$51 and \$200 (23.0%), 21.8% between \$201 and \$1,000, 10.0% between \$1,001 and \$5,000 (10.0%), and 5.1% report giving more than \$5,000.

- Self-reported contributions are similar across U.S. regions. Participants from the Northeast are least likely to report not donating (16.7%).
- **Atheists, Unaffiliated, and Agnostics participants are most likely to report no contributions over the past 3 years.** For example, 29.9% of Atheists report making no contributions, as compared to 7.2% of Muslims. More than half, 52.8% among Agnostics and 54.6% among Unaffiliated participants, report making no contributions or contributions below \$50. Muslim and Jewish participants are most likely to report making contributions above \$5,000, with 14.8% of Muslims and 8.9% of Jewish respondents reporting contributions above \$5,000 a year.

Among all respondents, 41.7% express being open to solicitation, with 13.5% identifying a desire to be approached more often by charities and 28.2% saying they might be willing to give more if approached.

- Participants from the Northeast are most open to solicitation. For example, 18.2% of participants from the Northeast say they would like charities to approach them more, as compared to 10.7% of participants from the South.
- **Atheist, Unaffiliated, and Agnostic participants are least likely to say they would like charities to approach them more.** For example, 1.1% of Atheists, as compared to 20.2% of Catholics, say they would want charities to approach them more.



Canadian Donor Trust

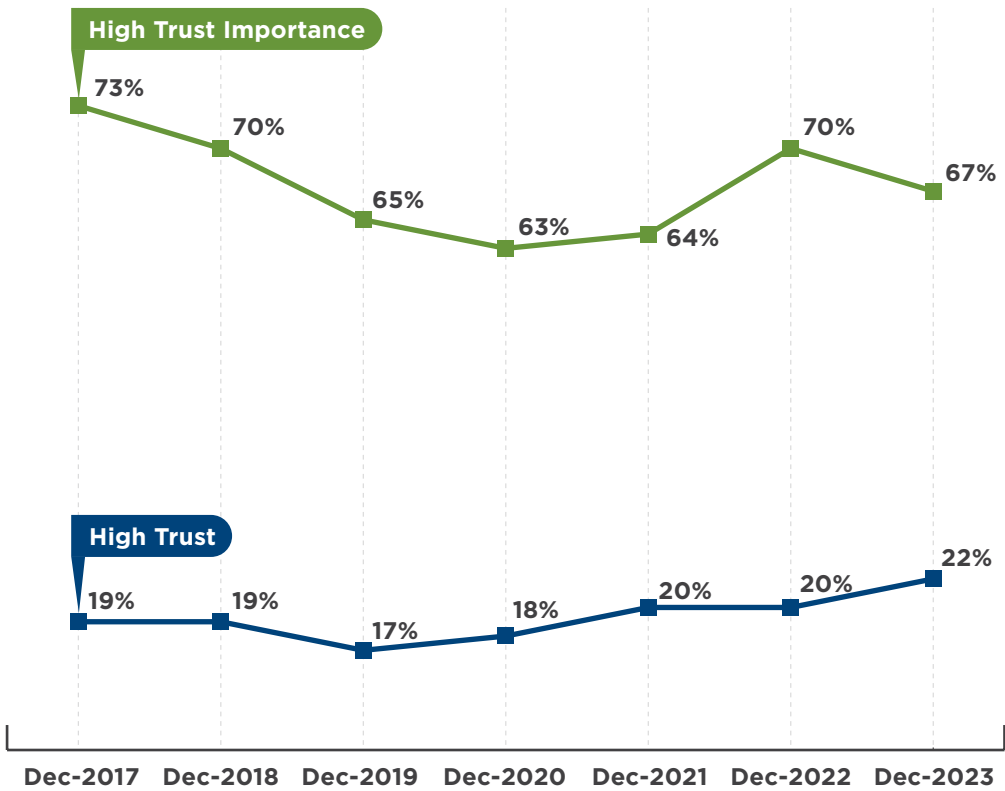
- There is ample space to build trust for charities in Canada, with 64.9% of respondents rating the importance of trusting a charity before giving as 9 or 10 (Essential) on a 10-point scale, and only 14.7% of respondents highly trusting charities.
- As with U.S. participants, Unaffiliated, Atheist, and Agnostic participants are least likely to highly trust charities. For example, 7.9% of Unaffiliated Canadian participants rate their trust in charities as 9 or 10 on a 10-point scale, as compared to 20.6% of Protestant participants.
- The portion of Canadian participants who highly trust charities has held relatively steady, between 11.7% in December 2019 and 14.7% in December 2023.
- Respondents were asked to assess their trust across 13 different charity categories. In December 2023, the most trusted charity categories in Canada were (1) not-for-profit hospitals, (2) health organizations, and (3) police and firefighter organizations.
- When asked to identify the top three most impactful ways to make a difference, Canadian participants say donating items (61.1%), volunteering time (44.0%), and donating money to a charity (39.4%).
- 33.9% of Canadians express being open to solicitation, with 7.6% saying they would like charities to approach them more often and 26.8% saying they might be willing to give more if approached.

Public Trust in Charities Between 2017 and 2023

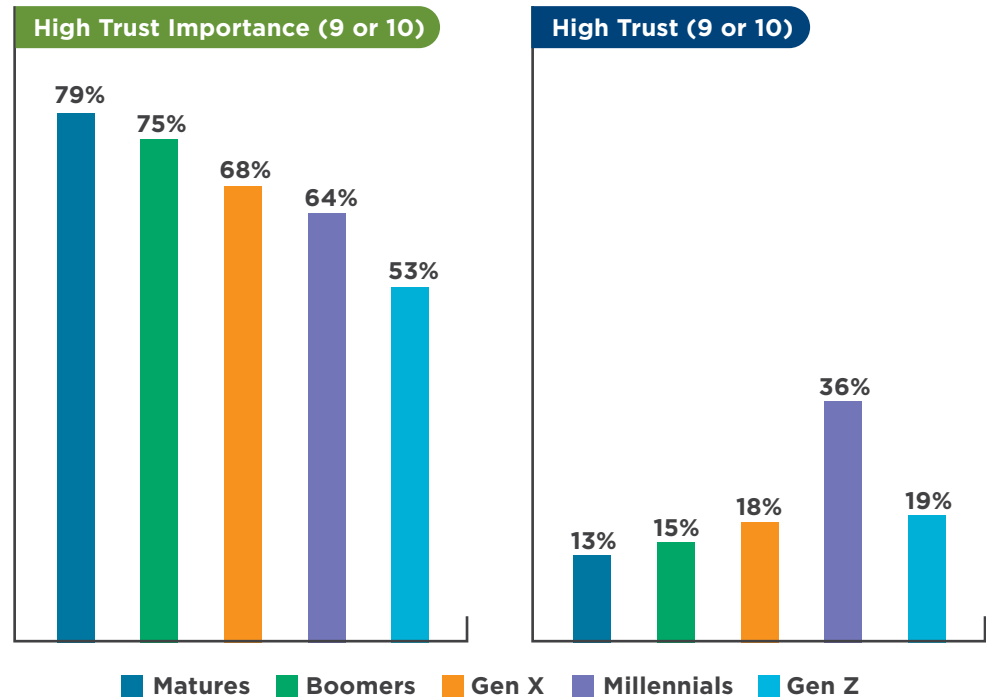
There is ample space to build trust in charities, as most people say it is highly important to trust a charity before giving, but only 22% highly trust charities:



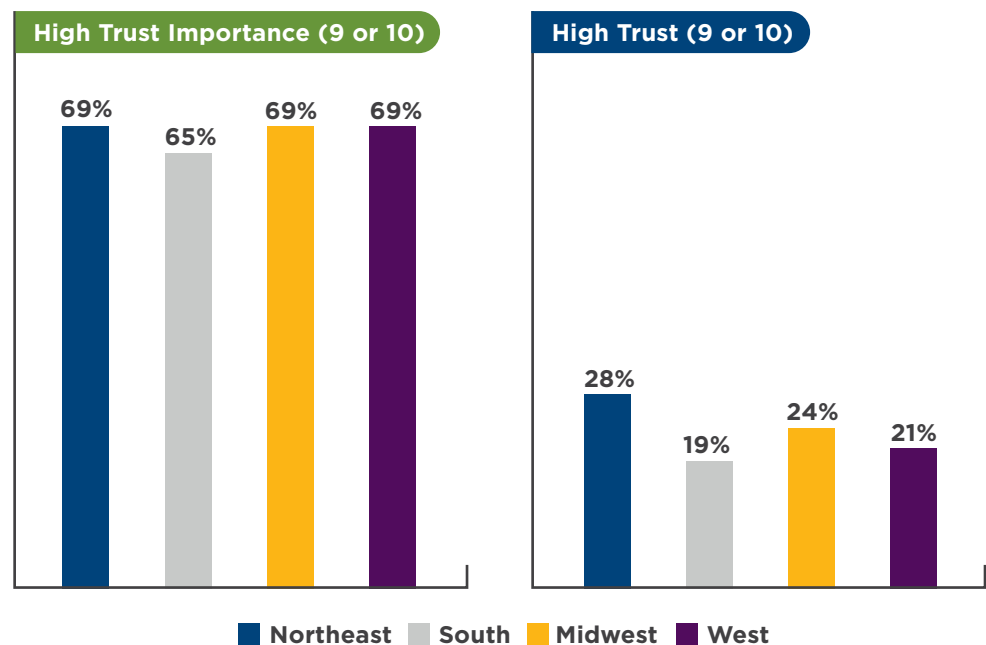
Between December 2017 and 2023, the portion of participants that highly trust charities was relatively steady, between 19% and 22%.



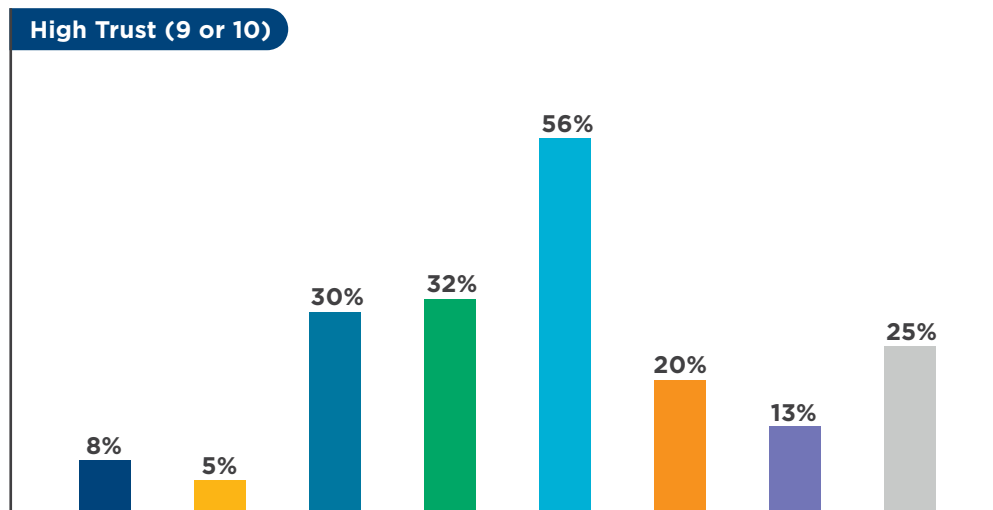
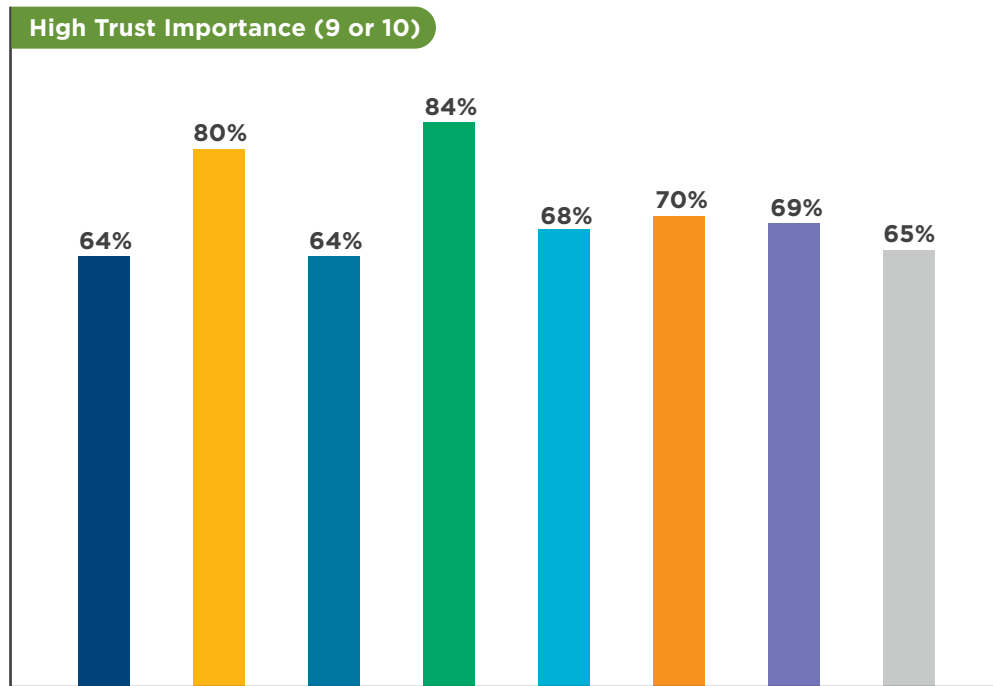
The importance of trusting a charity before giving is lower among younger participants.



Trust for charities varies across different U.S. geographic regions. Charities are most trusted in the Northeast region and least trusted in the South.



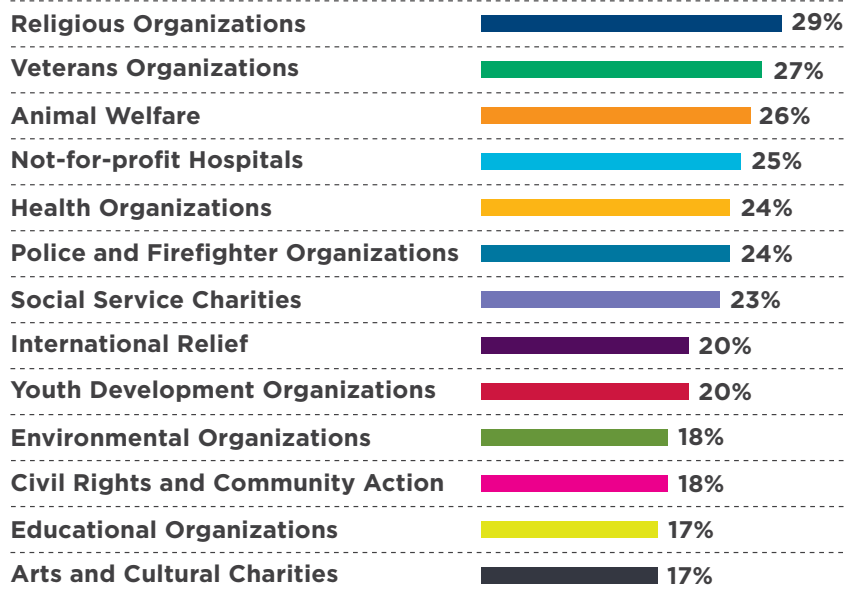
Atheists, Agnostics, and Unaffiliated participants are least likely to report high trust in charities.



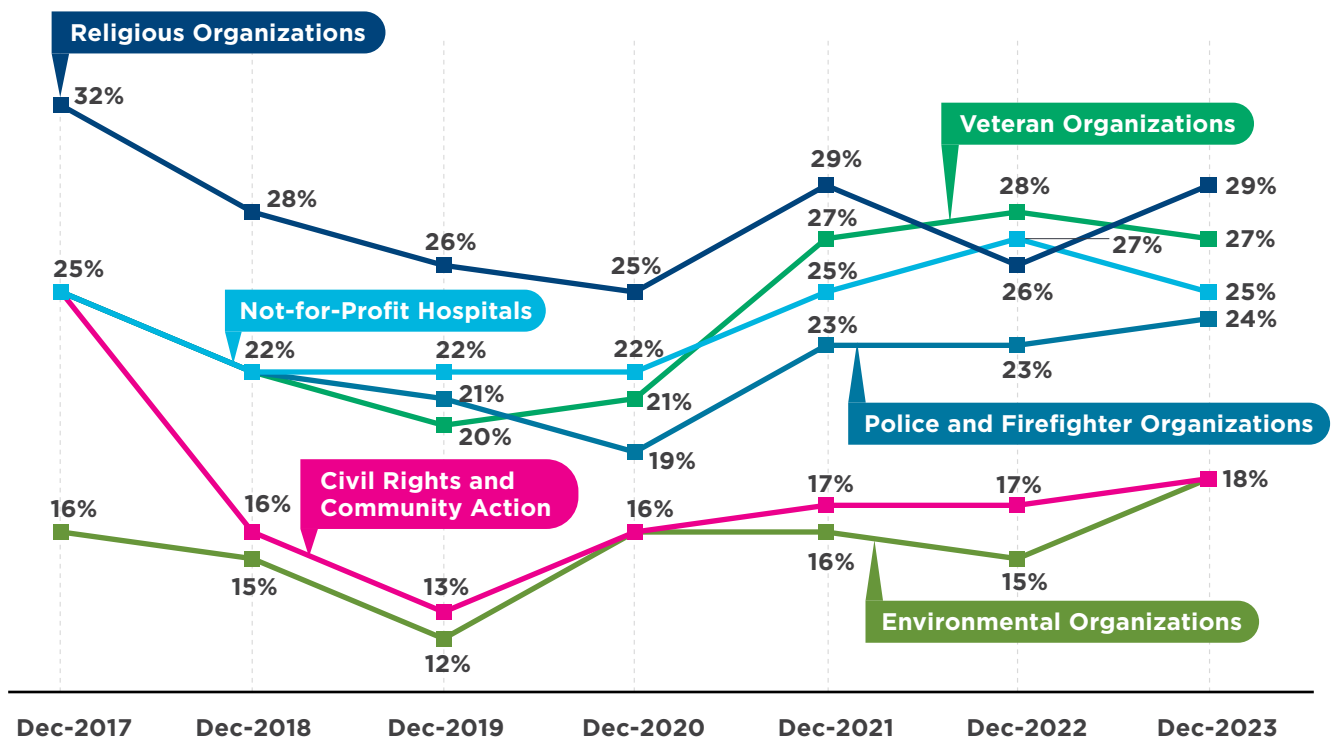
■ Agnostic ■ Atheist ■ Catholic ■ Jewish ■ Muslim ■ Protestant ■ Unaffiliated ■ Other



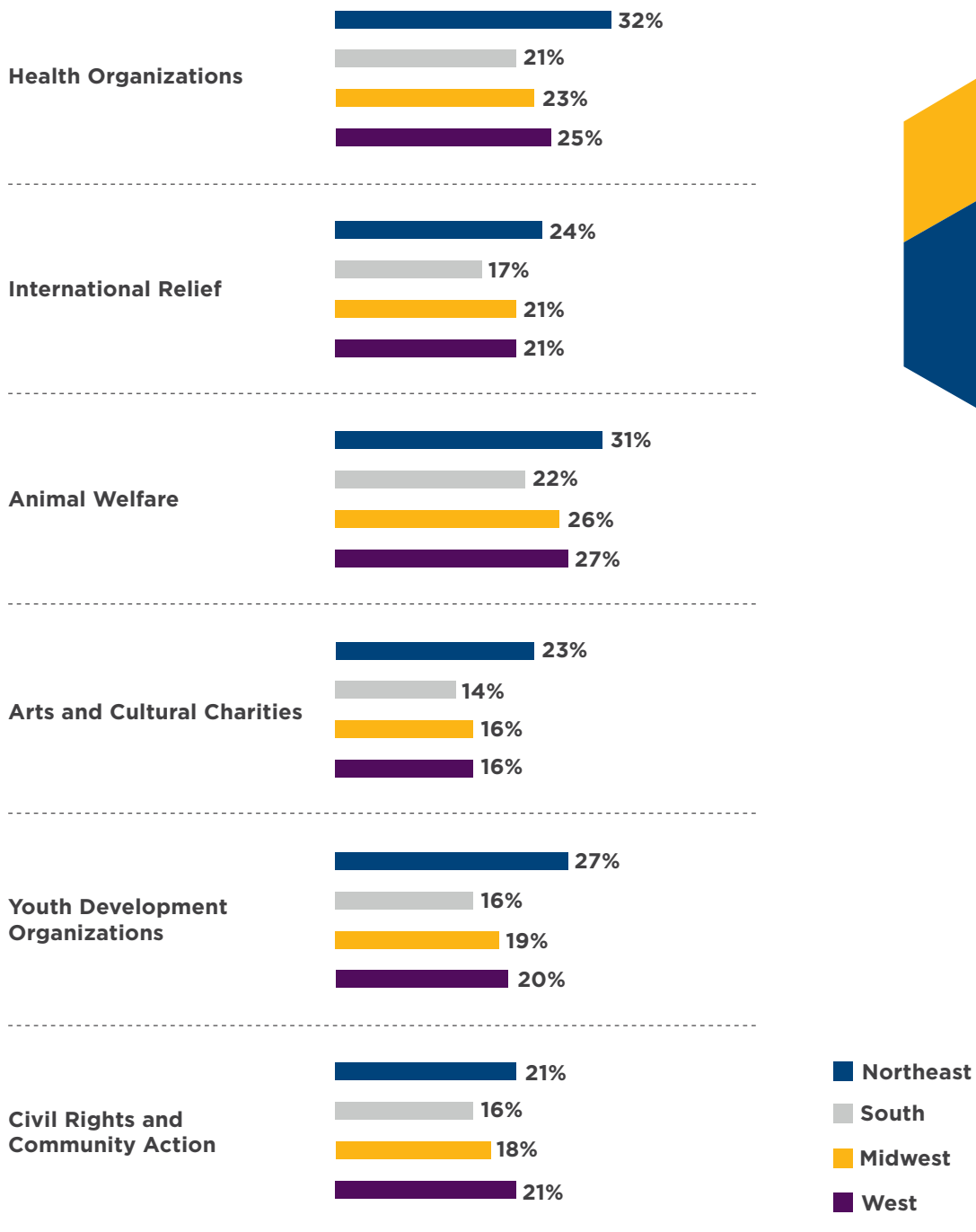
Respondents were asked to assess their trust across 13 different charity categories.



Below are the charity categories that experienced the highest change in public trust over the past 7 years. The charity categories with the most significant shift between December 2022 and 2023 were religious organizations and environmental organizations.

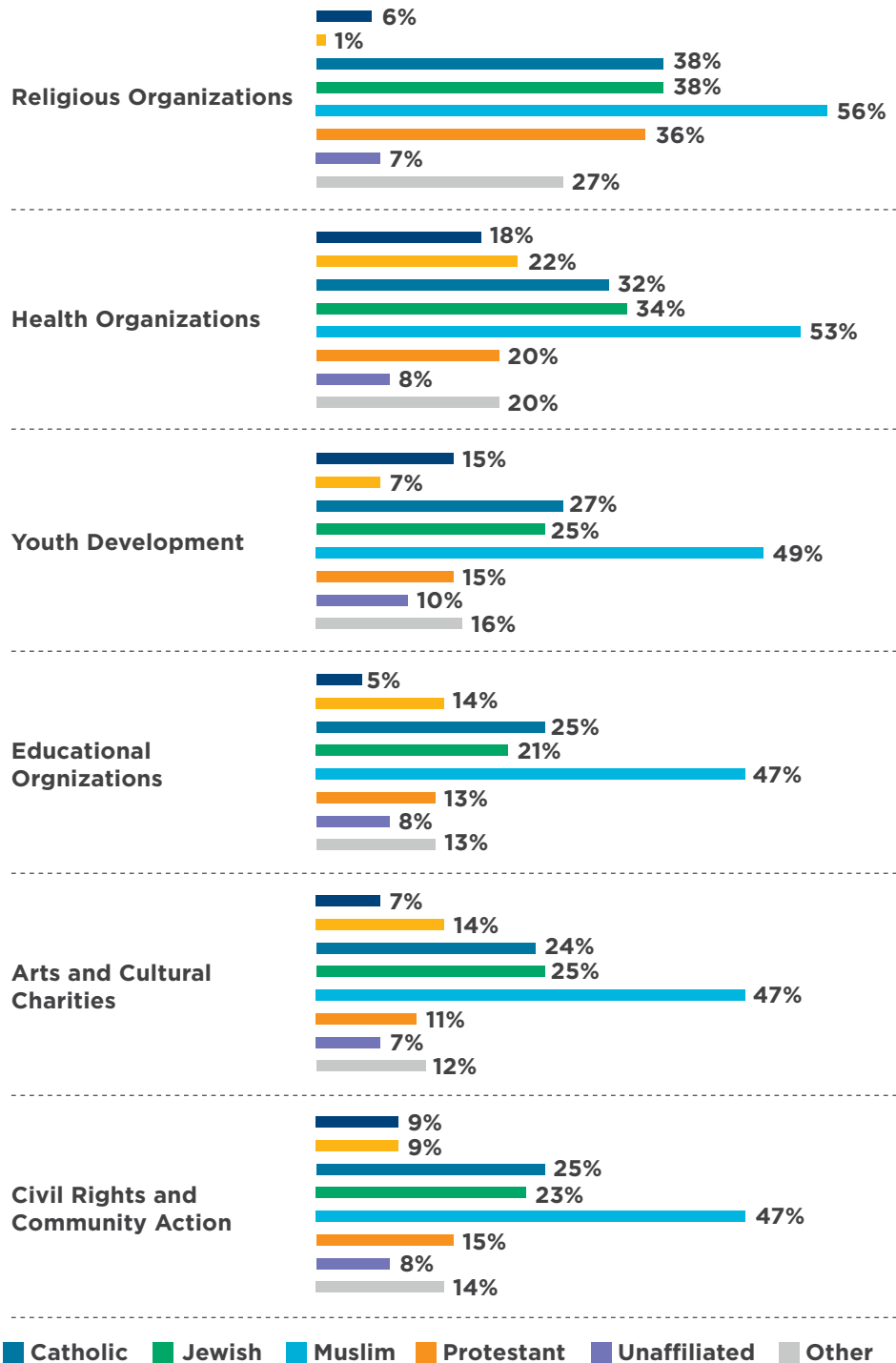


Participants from the Northeast are generally more trusting of different charity categories than other regions, and participants from the South are generally least trusting. The charity categories with the widest gap in trust across regions are shown below:



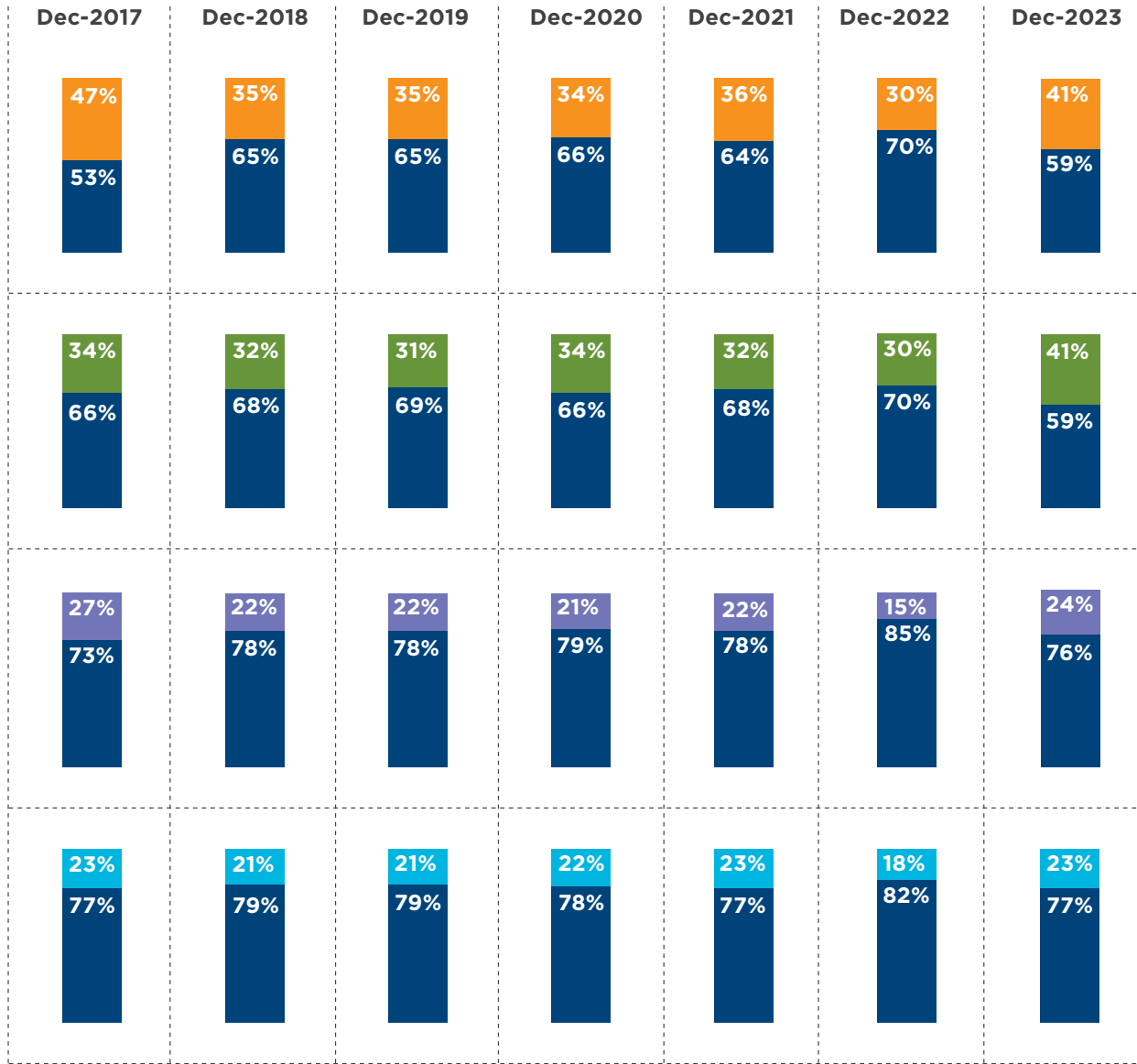


Participants identifying as Muslim, Catholic, and Jewish tend to be most trusting of different charity categories. Participants identifying as Unaffiliated, Atheist, or Agnostic tend to be least trusting of different charity categories. The charity categories with the widest gap in trust across religions are:



■ Agnostic
 ■ Atheist
 ■ Catholic
 ■ Jewish
 ■ Muslim
 ■ Protestant
 ■ Unaffiliated
 ■ Other

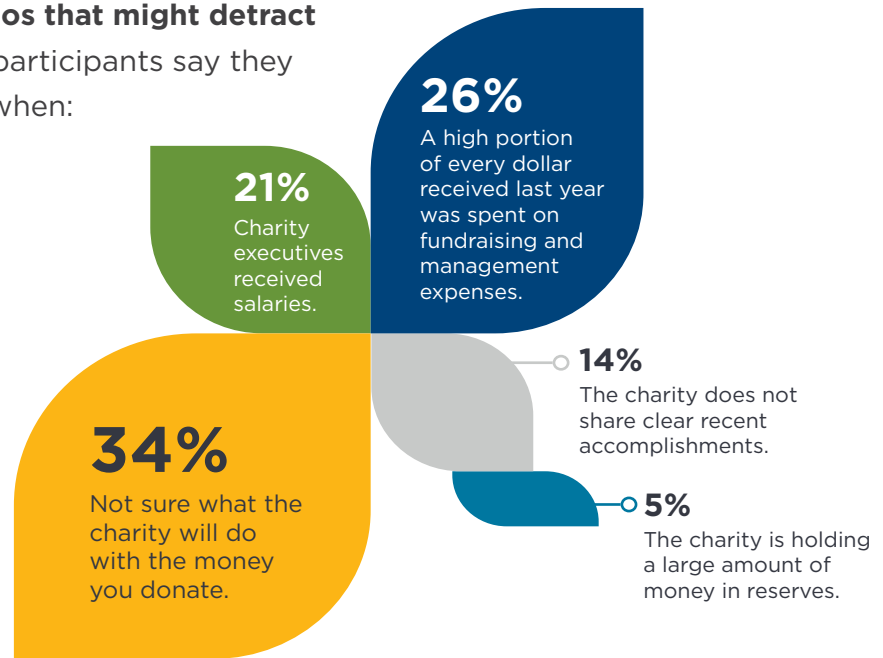
When asked to assess trust for charities as compared to other institutions, charities have remained more trusted than other institutions, including organized religion, business, media, and government:



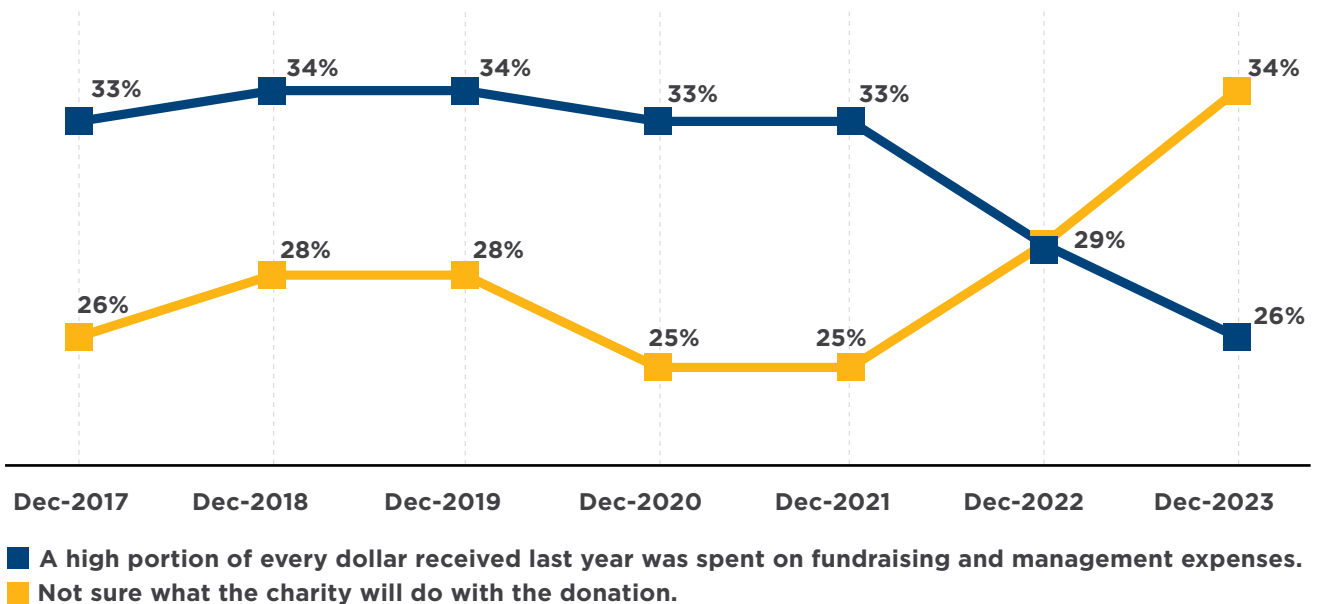
■ Charities ■ Organized Religion ■ Businesses ■ Media ■ Government

Trust Signals and Giving Preferences Across U.S. Regions and Religious Affiliation

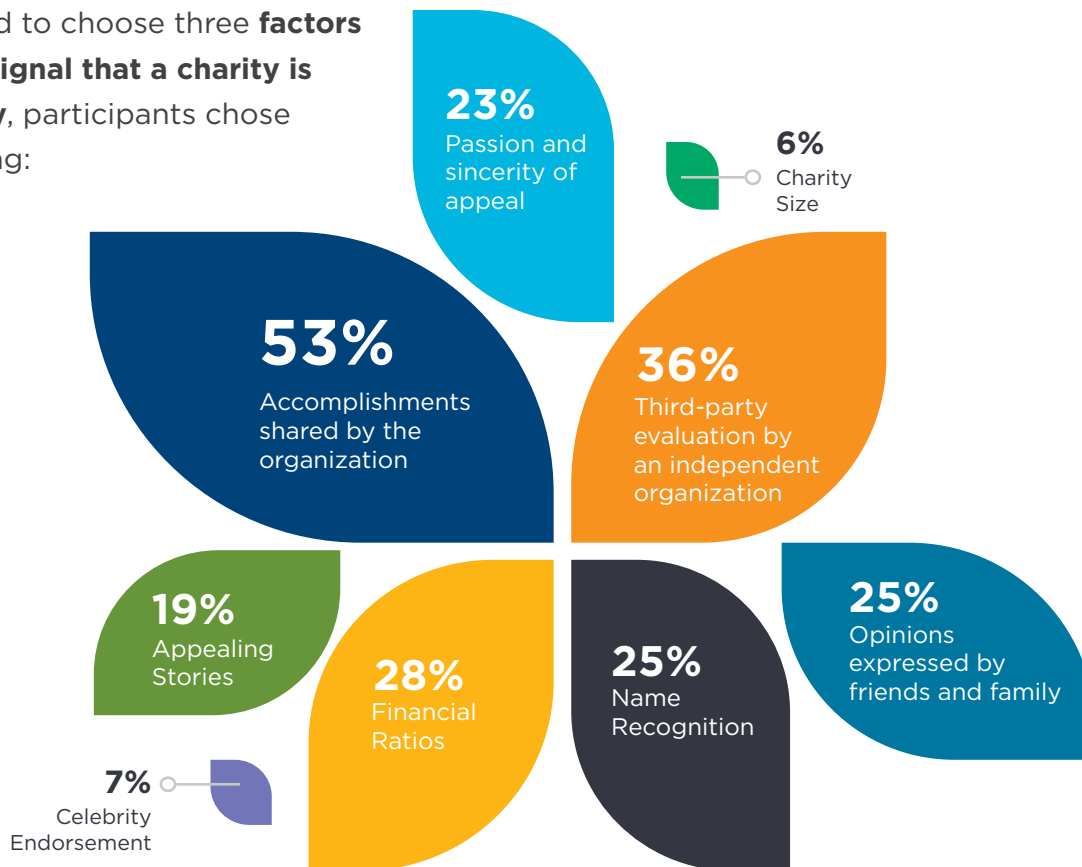
When presented with **scenarios that might detract participants from donating**, participants say they would be most discouraged when:



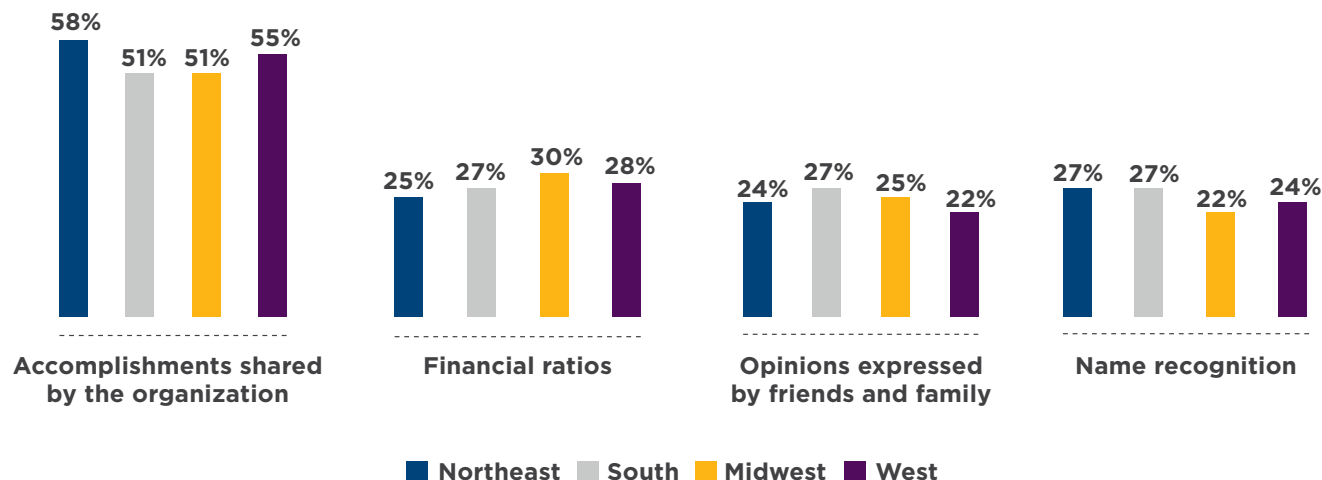
Over the past 3 years, the portion of participants who say they would be detracted from giving if they were not sure what the charity will do with the money has increased. On the other hand, the portion of participants who would be detracted by a high portion of expenses going to fundraising or management decreased.



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

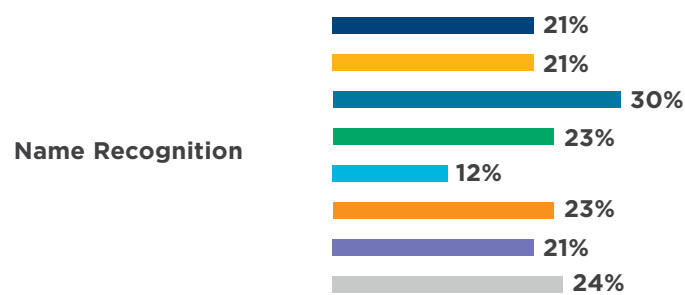
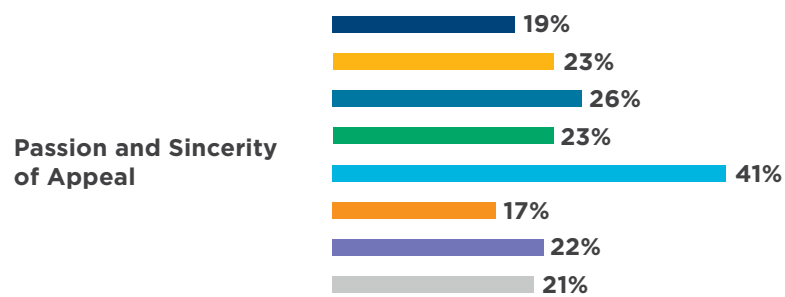


Top signals of trust were similar across U.S. regions. The signals of trust with the most variance across regions are shown in the following figure. Accomplishments shared by the organizations and name recognition are relatively more important in the Northeast region. Financial ratios and opinions expressed by friends and family are relatively more important in the Midwest and South.



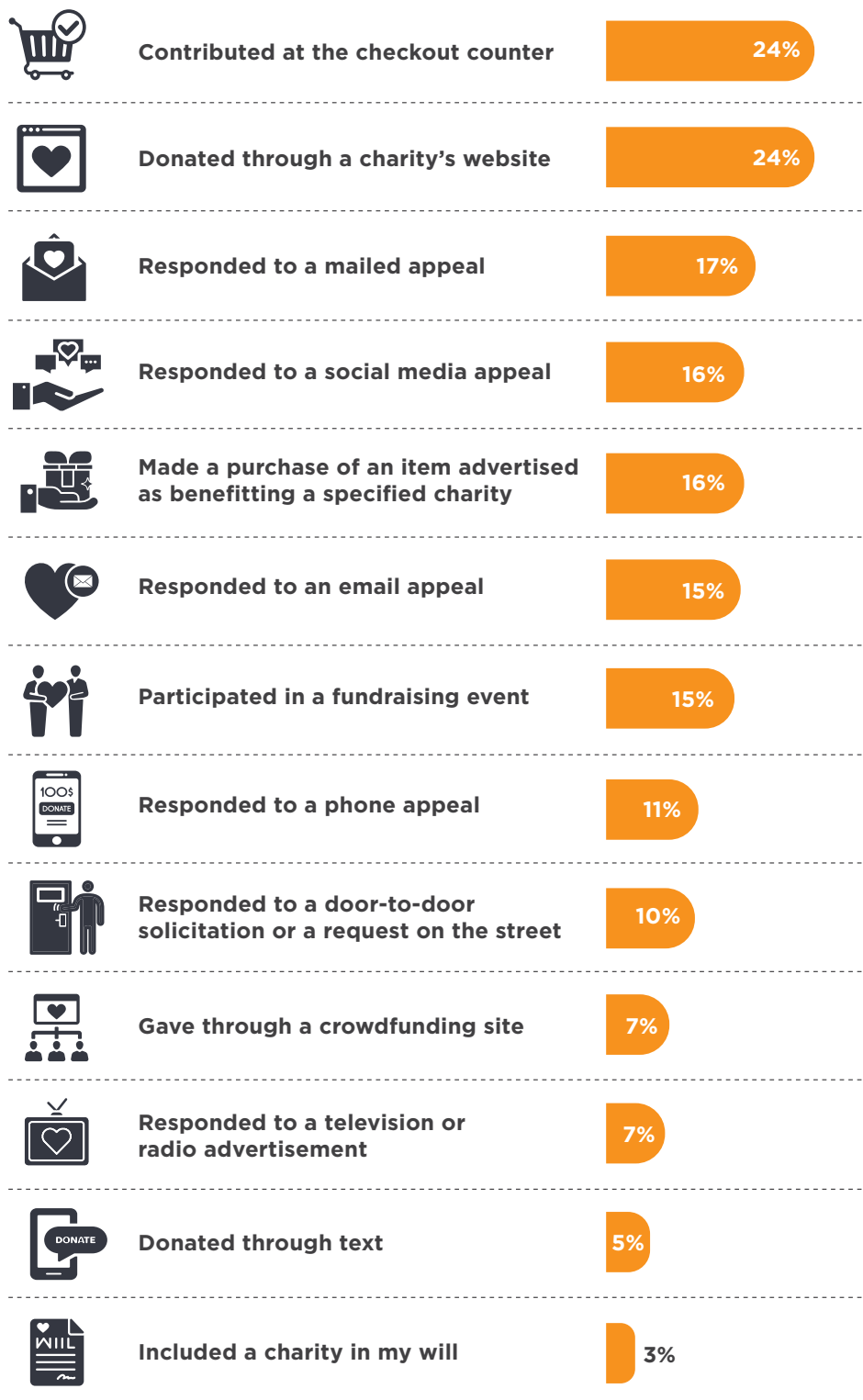


Below are the trust signals with most variance across religious groups. Third-party evaluations and financial ratios are relatively more important among Agnostics, Atheists, Jewish respondents, and Protestants.

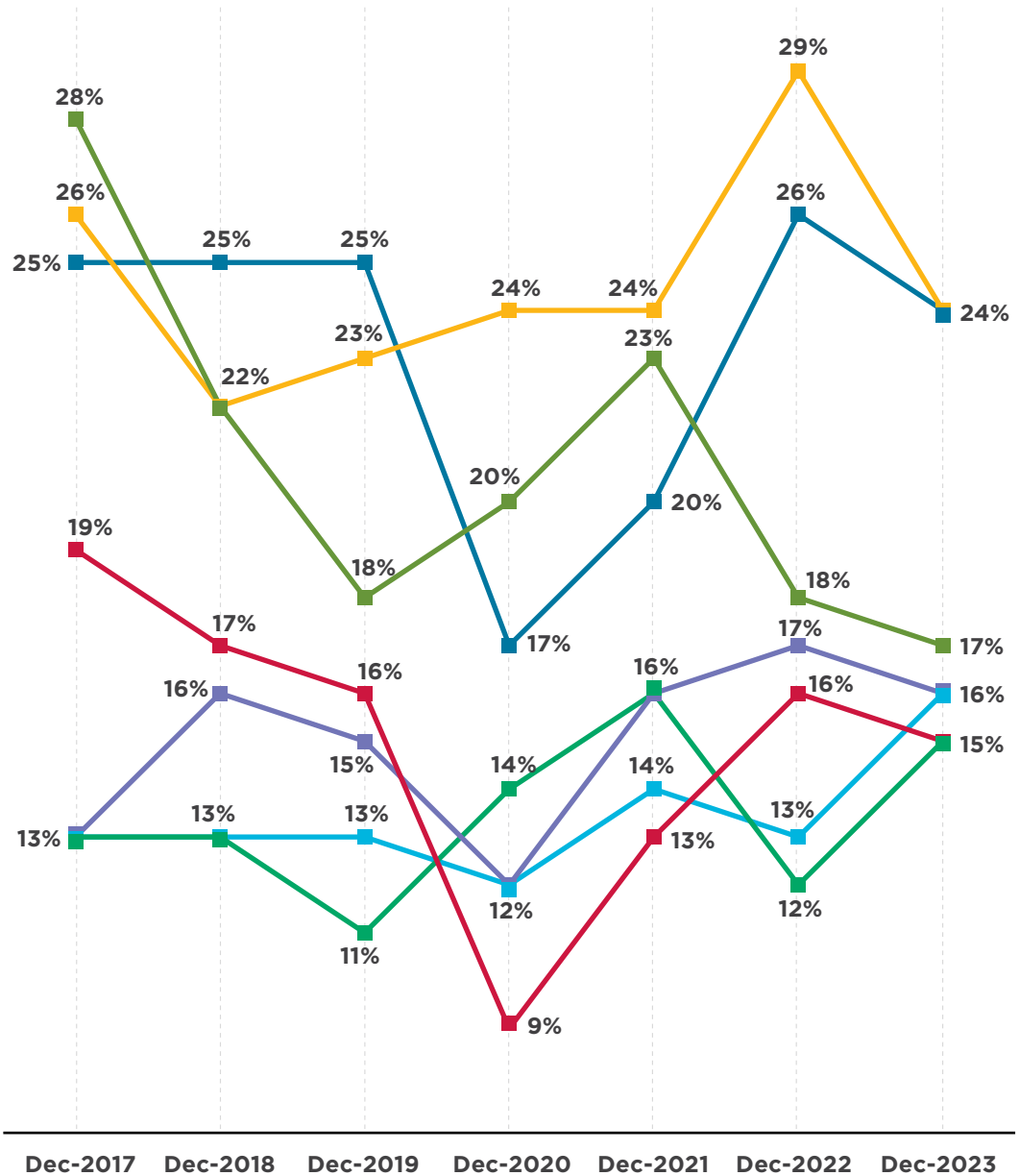


■ Agnostic
 ■ Atheist
 ■ Catholic
 ■ Jewish
 ■ Muslim
 ■ Protestant
 ■ Unaffiliated
 ■ Other

When considering alternative **donation channels used during the past year**, participants say they contributed as follows:



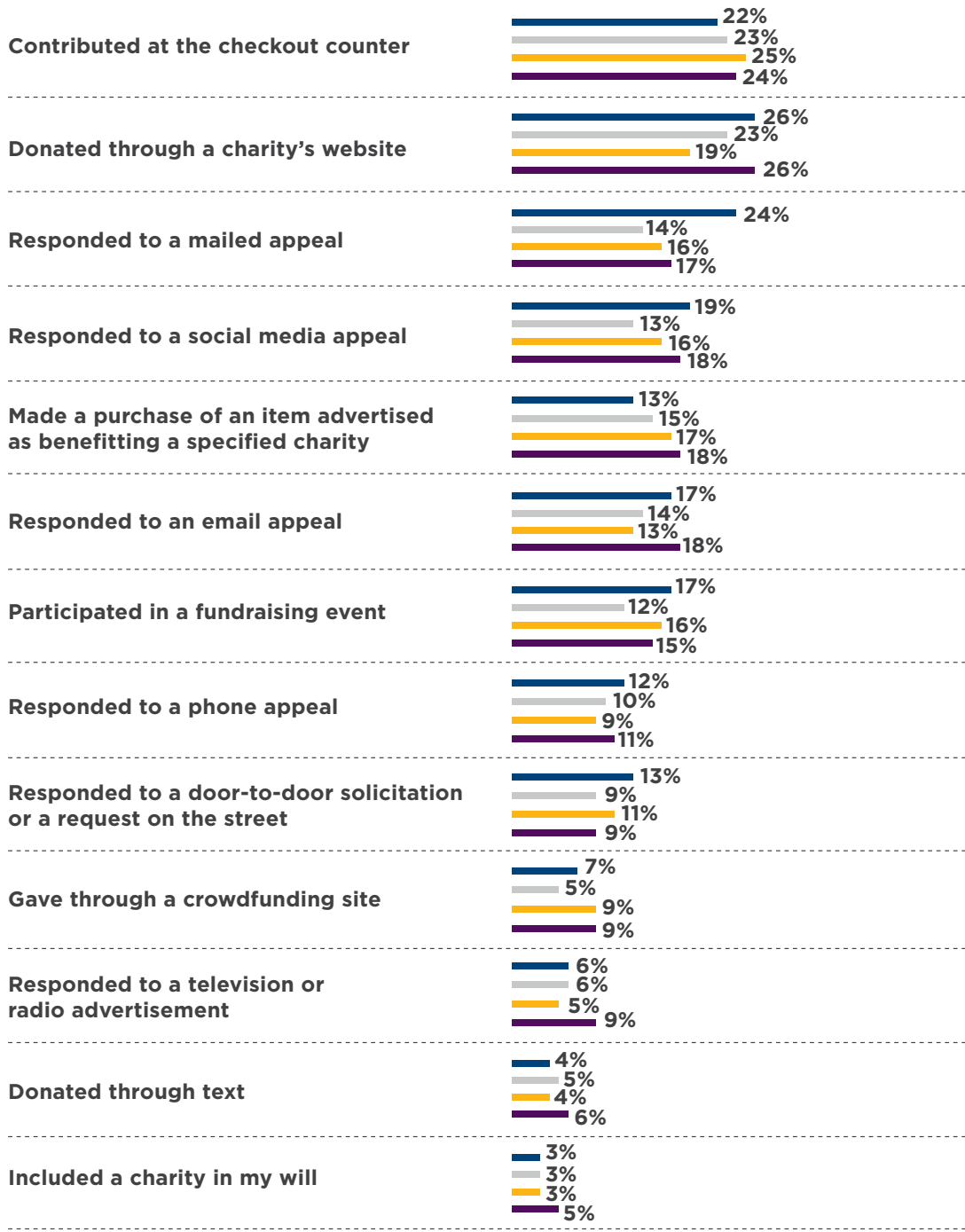
Below are the top six solicitation channels and self-reported use over the past seven years:



- Contributed at the checkout counter
- Donated through a charity's website
- Responded to a mailed appeal
- Responded to a social media appeal
- Made a purchase of an item advertised as benefitting a specified charity
- Responded to an email appeal
- Participated in a fundraising event

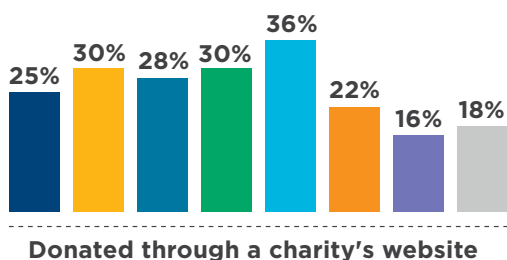
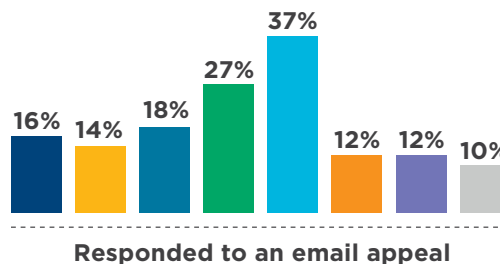
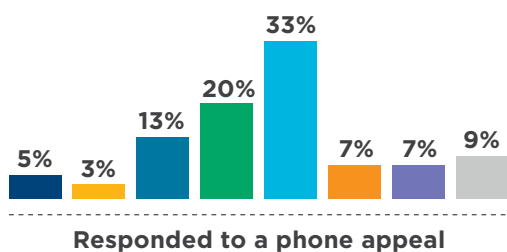
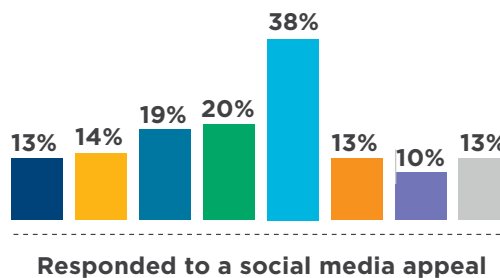
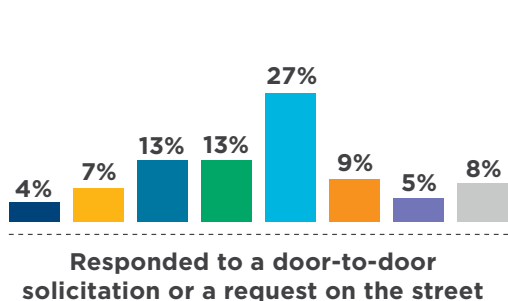


Participants from the Northeast and West regions are more likely to report giving on a charity’s website and responding to mail, email, phone, and social media appeals. Participants from the Midwest are most likely to report contributing at the checkout counter and giving through a crowdfunding site.



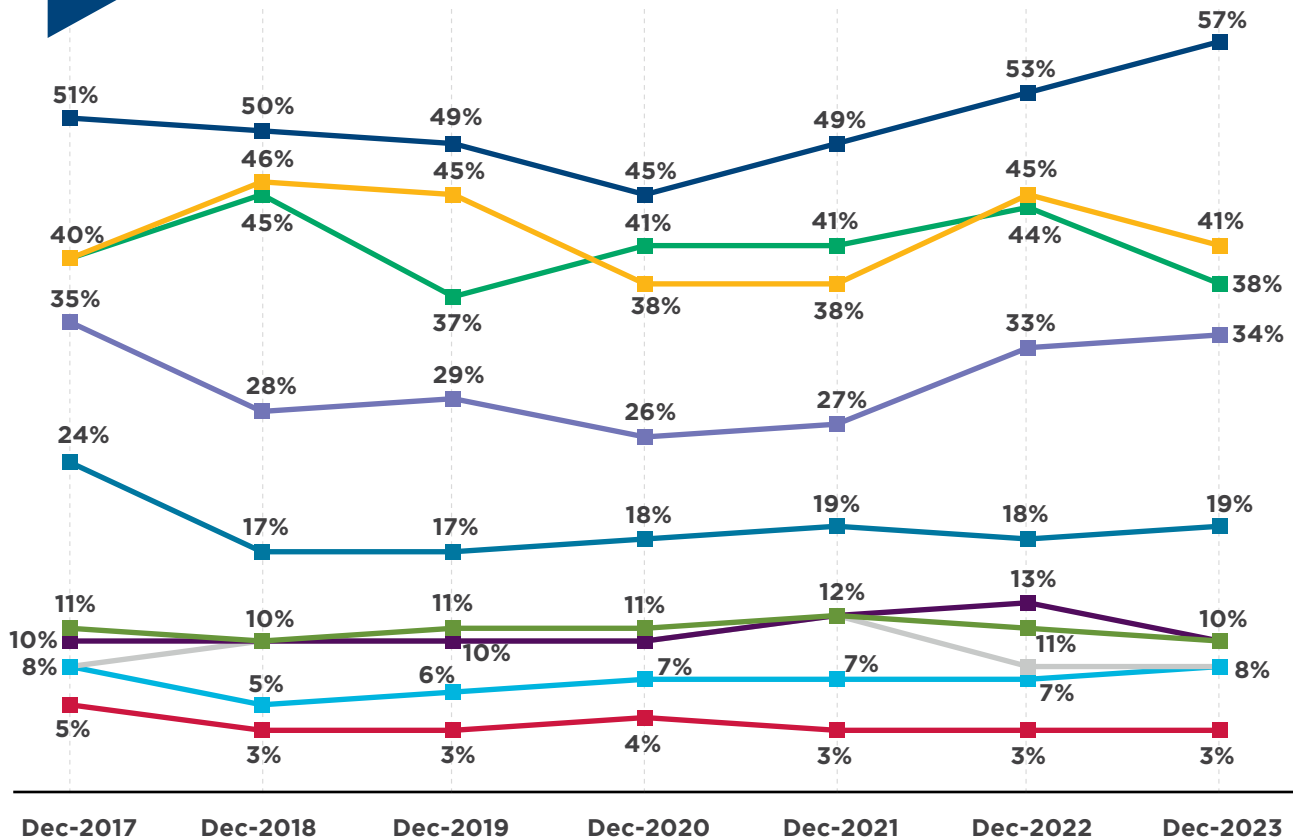
■ Northeast ■ South ■ Midwest ■ West

Muslim participants were most likely to report giving through different giving channels, with the exceptions of contributing at the checkout counter and in fundraising events. The donation channels with widest difference in self-reported giving by religious affiliation are:



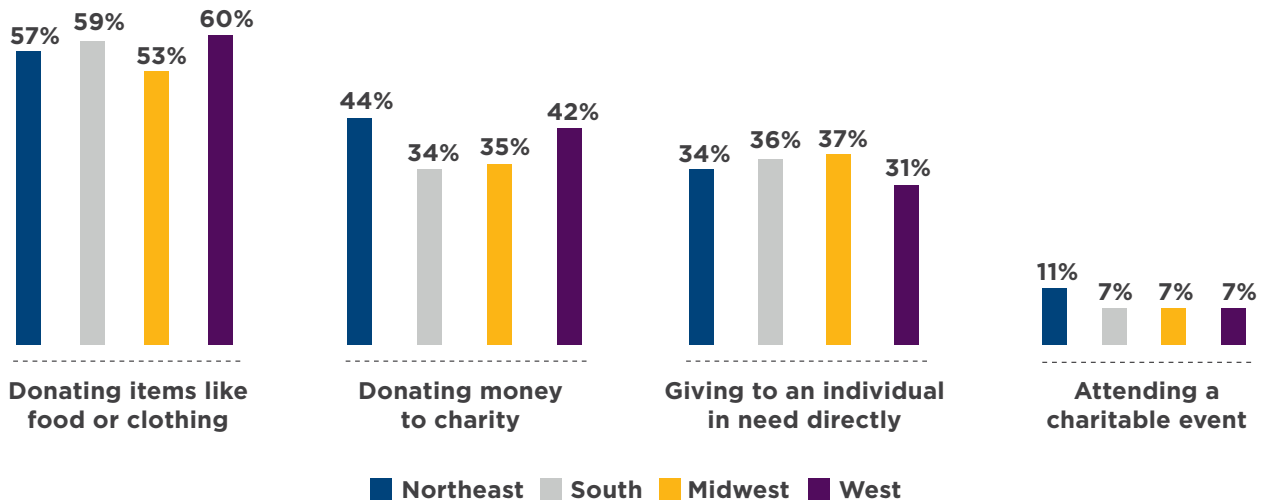
■ Agnostic ■ Atheist ■ Catholic ■ Jewish ■ Muslim ■ Protestant ■ Unaffiliated ■ Other

Respondents were asked to **identify the top three most impactful ways to make a difference**. While the ranking has remained relatively stable since 2017, the perceived impact of donating items and giving to individuals directly has increased since 2020.

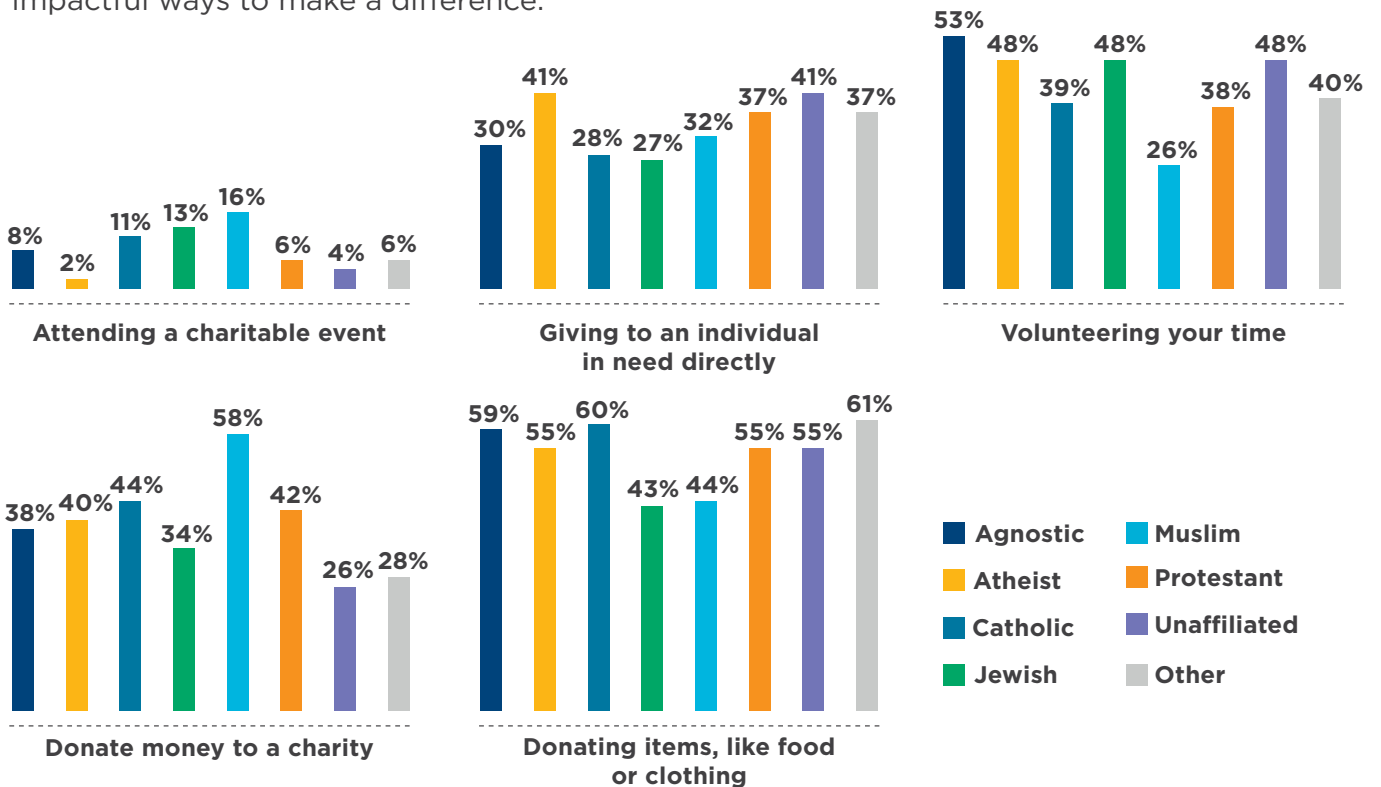


- Donating items, like food or clothing
- Donating money to a charity
- Giving to family and friends
- Raising awareness by engaging your network
- Supporting good business or social enterprise ventures
- Volunteering your time
- Giving to an individual in need directly
- Raising money for a cause through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

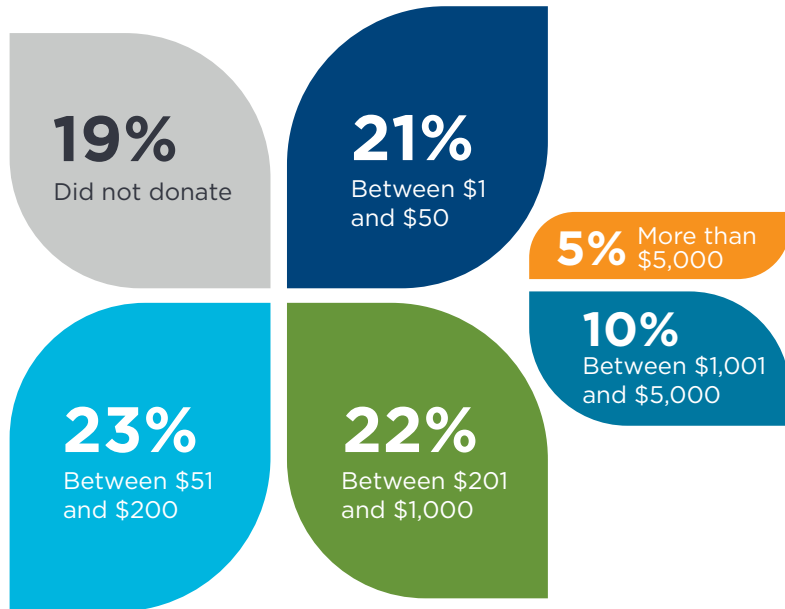
Participants from the Northeast and West regions are most likely to choose donating money as one of the most impactful ways of contributing. Participants from the Midwest and South are more likely than their counterparts to say giving directly to individuals in need is one of the most impactful ways of making a difference.



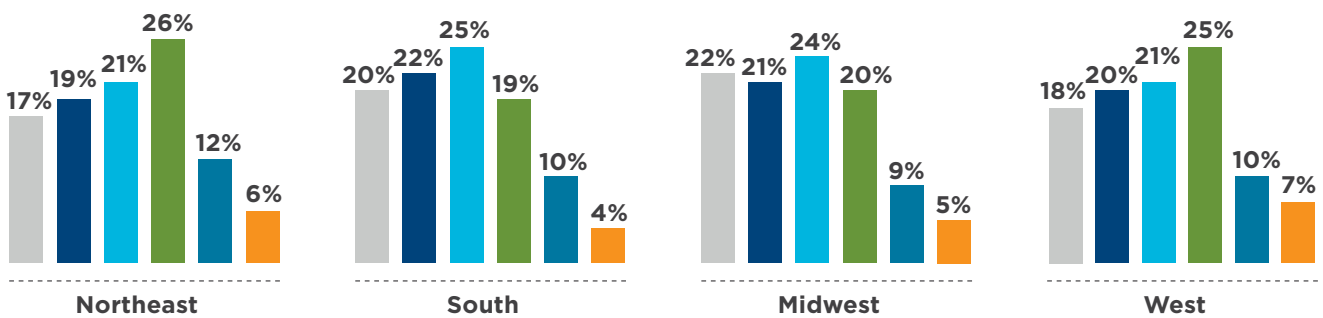
Jewish and Muslim participants are least likely to choose donating items as one of the most impactful ways of contributing. Atheists and Unaffiliated participants are more likely than other respondents to say giving directly to an individual in need is one of the most impactful ways to make a difference.



Overall, 19% of participants report making no contributions over the past 3 years. Self-reported average annual contributions as follows:

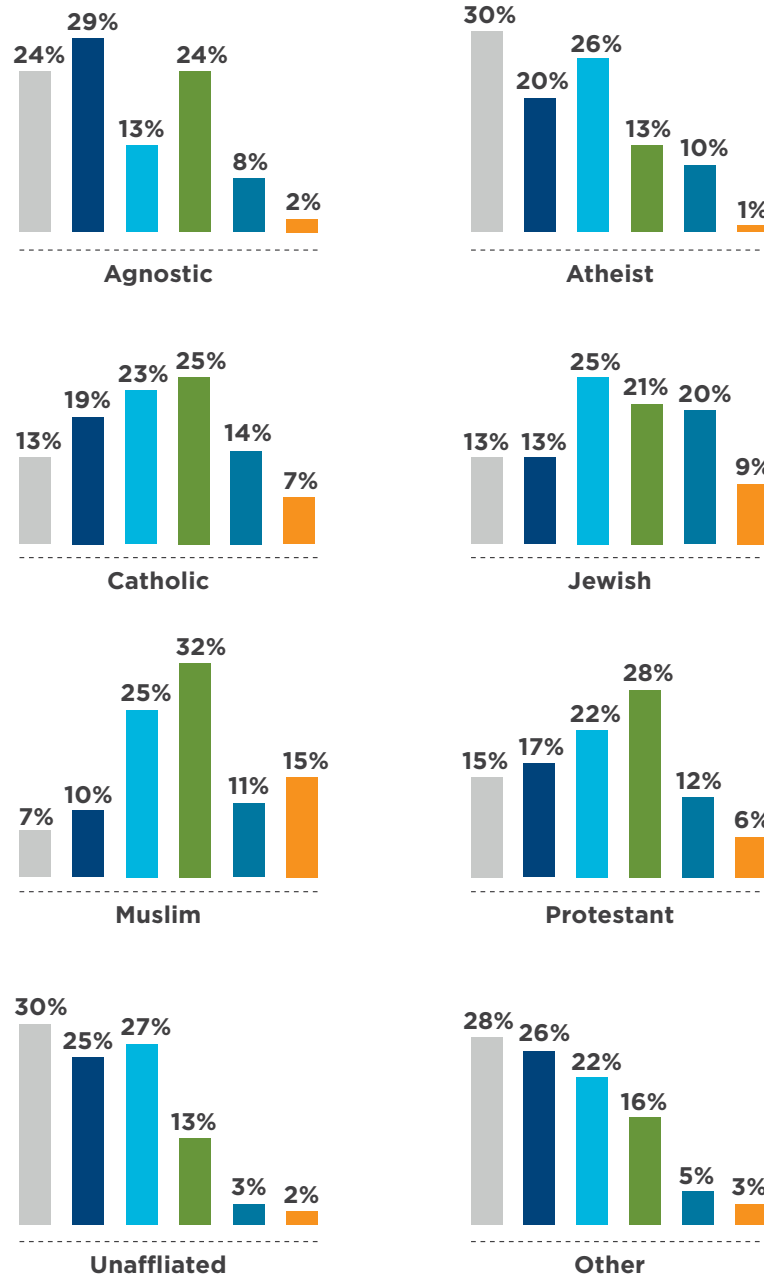


Self-reported contributions are similar across U.S. regions. The South and Midwest regions have a higher portion of participants reporting no contributions.



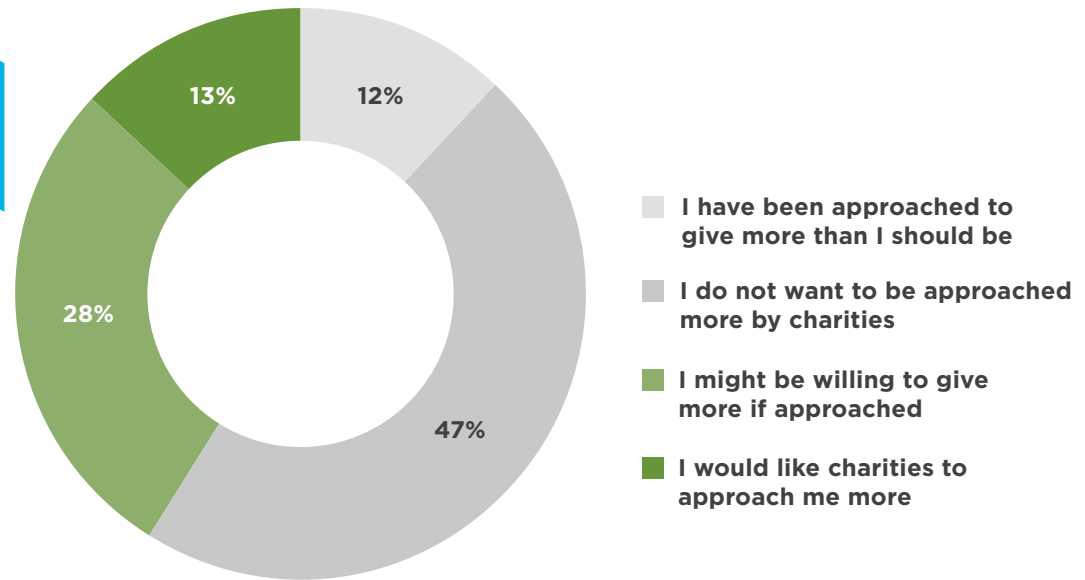


Atheists, Unaffiliated, and Agnostics participants are most likely to report no contributions over the past 3 years, or contributions between \$1 and \$50. Muslim and Jewish participants are most likely to report contributions above \$5,000.

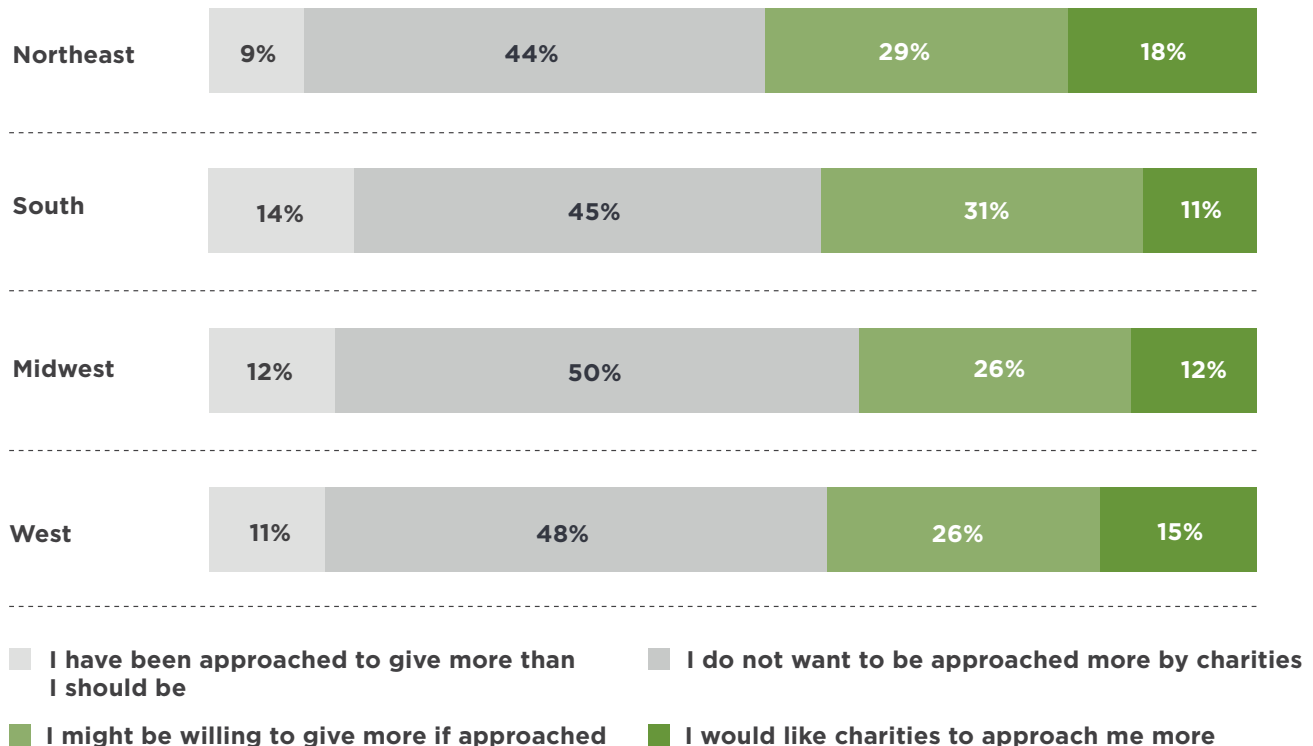


Did not donate
 Between \$1 and \$50
 Between \$51 and \$200
 Between \$201 and \$1,000
 Between \$1,001 and \$5,000
 More than \$5,000

Among all respondents, 42% express being open to solicitation, with 13% identifying a desire to be approached more often by charities and 28% saying they might be willing to give more if approached.



Participants from the Northeast are most open to solicitation:





Atheist, Unaffiliated, and Agnostic participants are least likely to say they would like charities to approach them more.



- 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



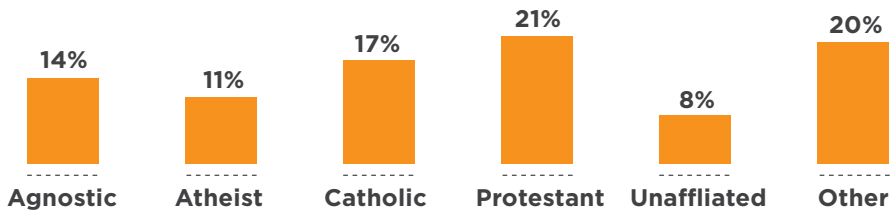
Canadian Donor Trust

There is ample space to build trust for charities in Canada, with 65% of respondents saying it is essential to trust a charity before giving, but only 15% of respondents highly trusting charities.

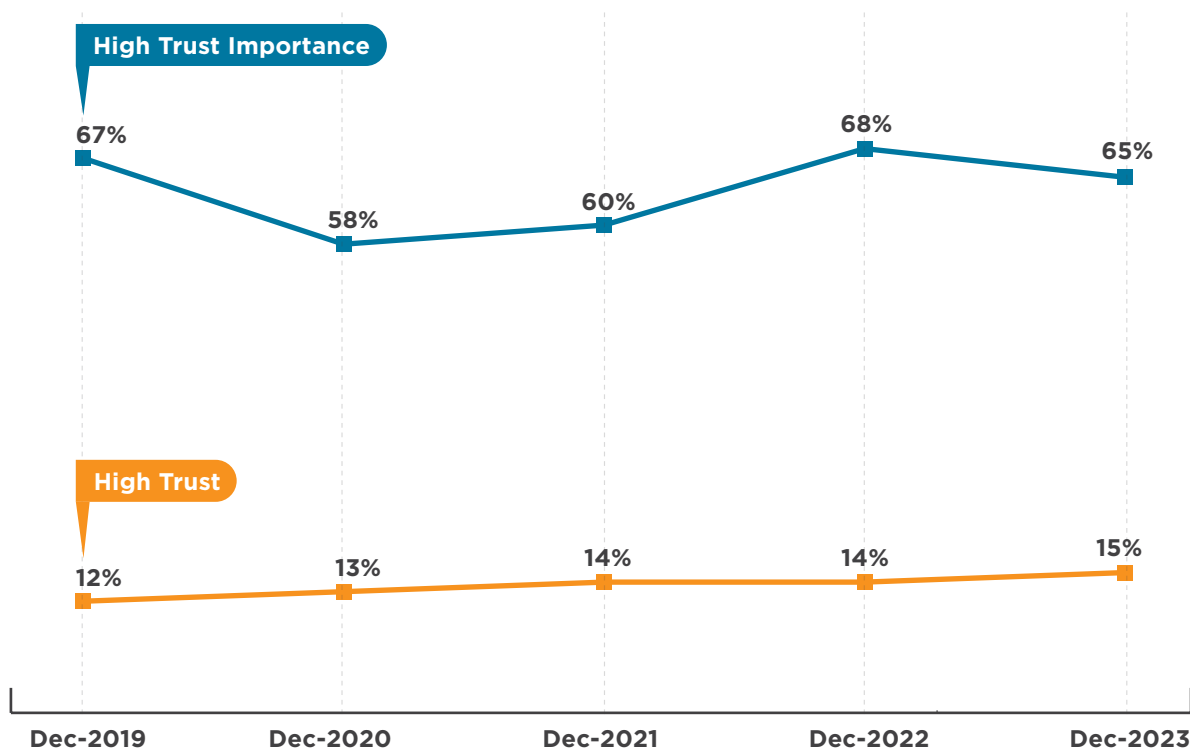
65%
High Trust Importance

15%
High Trust

As with U.S. participants, Unaffiliated, Atheist, and Agnostic participants are least likely to highly trust charities.



The portion of Canadian participants who highly trust charities has held relatively steady since December 2019:

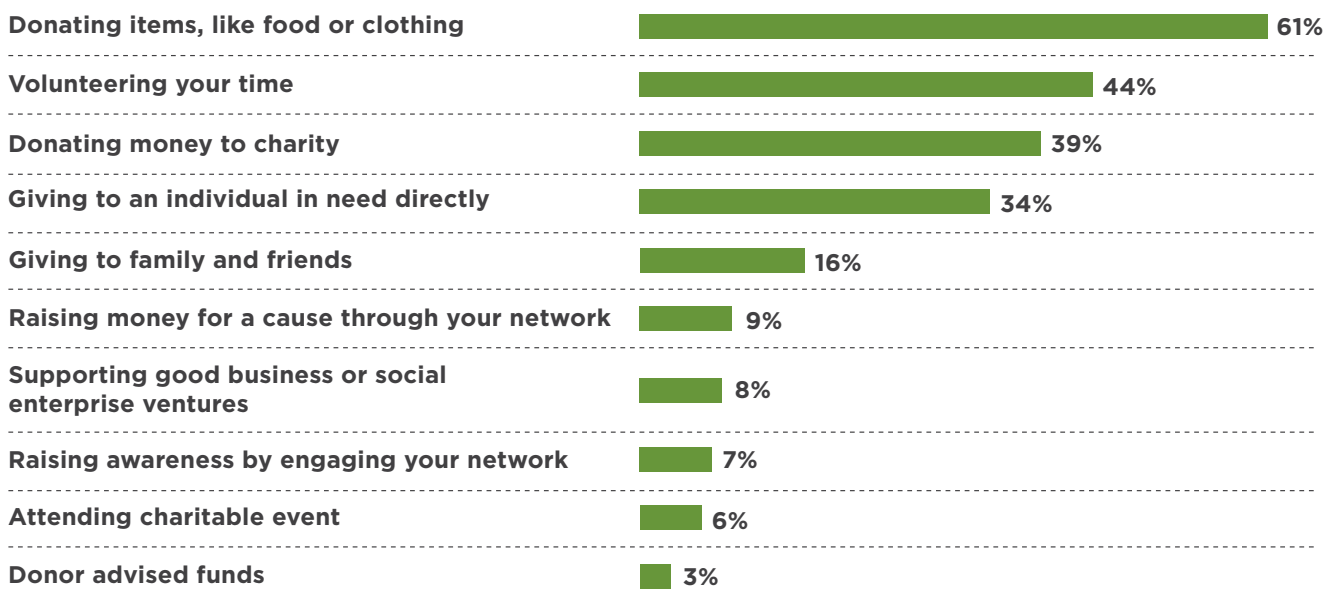




Respondents were asked to assess their trust across 13 different charity categories. In December 2023, the most trusted charity categories in Canada were (1) not-for-profit hospitals, (2) health organizations, and (3) police and firefighter organizations.

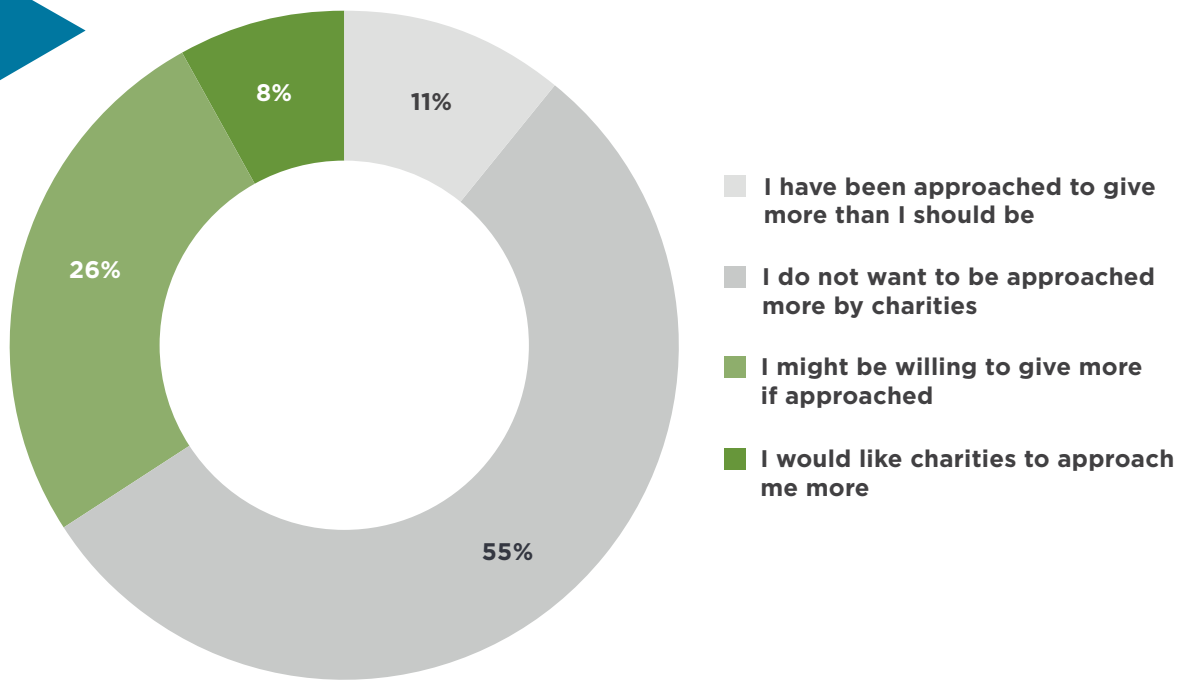


When asked to identify the top three most impactful ways to make a difference, Canadians chose:





A total of 34% of Canadians express being open to solicitation, with 8% saying they would like charities to approach them more often and 26% saying they might be willing to give more if approached.





Conclusion

In this *Donor Trust Report*, we set out to identify whether there are significant differences in donor trust and giving attitudes across U.S. regions and religious affiliation. Key takeaways include:



Veterans Organizations, Environmental Organizations, and Civil Rights and Community Action Organization have experienced the highest increase in public trust in the past 4 years.

There is reason for hope, with the portion of people who highly trust charities holding strong (at 22%) and high trust in some charity categories increasing. Veterans organizations, environmental organizations, and civil rights and community action organizations each experienced a bump of five points since December 2019.



U.S. Regional Differences

Charity trust is strongest in the Northeast, where 28% of participants rate their trust in charities as 9 or 10 on a 10-point scale, as compared to only 19% in the South. Participants from the Northeast and West regions are more trusting of different charity categories, most likely to be open to solicitation, and most likely to report giving to charities via websites, mail, email, phone, and social media appeals. Participants from the Midwest are most likely to report contributing at the checkout counter and giving through a crowdfunding site.



Association Between Religious Affiliation and Charity Trust

Atheists, Agnostics, and Unaffiliated participants are less likely to report high trust in charities, and less likely to be open to solicitation, than participants with other religious affiliations. The difference in trust includes religious organizations, but extends to other charity categories, including civil rights and community action organizations, and youth development charities. Atheists, Unaffiliated, and Agnostics participants are also most likely to report no contributions over the past 3 years, or contributions between \$1 and \$50. These results support the notion that religiosity breeds generosity. These findings can also show that trends like distrust of institutions, technological transformation, politicalization of moral stances, decreased opportunity to commune, and perceived lack of agency lead to individualism over the collective and affect both religious and charitable participation.



A Challenge and an Opportunity for Charities

While the decline in religiosity may negatively affect charitable engagement, it may also signal an opportunity to create community for nonreligious and unaffiliated people, especially among younger generations. Our findings stress the importance of relational fundraising and creating a cause-based community.



Methodology

We commissioned an electronic survey of more than 2,200 adults across the United States and more than 1,100 adults across Canada during December 2023 (see Tables 1 and 2). The margin of error for the December 2023 survey in the United States is 2% (with 95% confidence level), and the margin of error for the December 2023 Canadian survey is 3% (with 95% confidence level). Our surveys aim to put focus on important donor trust considerations, while recognizing normal limitations related to self-reported behavior and sub-group sample size.



Table 1 — Profile of Respondents in the United States

By Age		By Gender		By Annual Household Income (in thousands)	
18-34	28.9%	Female	49.5%	< 30	19.5%
35-44	16.2%	Male	49.4%	30-59	29.5%
45-54	15.7%	Nonbinary, Prefer not to answer, Other, and Transgender	1.1%	60-89	18.3%
55-64	16.3%			90-119	10.1%
> 65	23.0 %			120-149	6.2%
				150 and more	13.9%
				Prefer not to answer	2.5%
By Region		By Ethnicity		By Religion Attendance	
Northeast	17.7%	African American	13.4%	Never	24.5%
Midwest	22.5%	Asian	1.8%	Rarely	24.8%
South	37.0%	Hispanic/Latino	15.1%	Frequently	28.4%
West	22.2%	Nativee American or Alaska Native	0.6%	Occasionally	18.7%
		Other	1.5%	Don't know	1.3%
		Pacific Islander	0.3%	Prefer not to answer	2.3%
		White	67.3%		



Table 2 — Profile of Respondents in Canada

By Age		By Gender		By Annual Household Income (in thousands)	
18-34	27.1%	Female	49.8%	< 30	8.5%
35-44	17.9%	Male	49.3%	30-59	30.7%
45-54	15.3%	Nonbinary, prefer not to answer, transgender, other	1.1%	60-89	21.3%
55-64	17.0%			90-119	17.3%
> 65	22.5%			120-149	7.4%
				150 and more	11.5%
				Prefer not to answer	3.3%

By Region		By Ethnicity		By Religion Attendance	
British Columbia	12.5%	African American	3.8%	Never	38.6%
Alberta	11.7%	Asian	16.0%	Rarely	27.4%
Saskatchewan and Manitoba	7.1%	Hispanic/Latino	0.9%	Frequently	13.6%
Ontario	36.2%	Other	1.8%	Occasionally	17.4%
Quebec	26.3%	White	74.2%	Don't know	0.9%
Atlantic Canada	5.7%			Prefer not to answer	2.0%
Northern Canada	0.6%				

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 2023)
Generation Z (18 and older)	1998 to 2004	18 to 25
Millennial Generation	1981 to 1997	26 to 41
Generation X	1965 to 1980	42 to 57
Baby Boomers	1946 to 1964	58 to 76
Matures	1928 to 1945	77 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 Wise Giving Alliance

BBB Wise Giving Alliance (BBB WGA, 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.



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