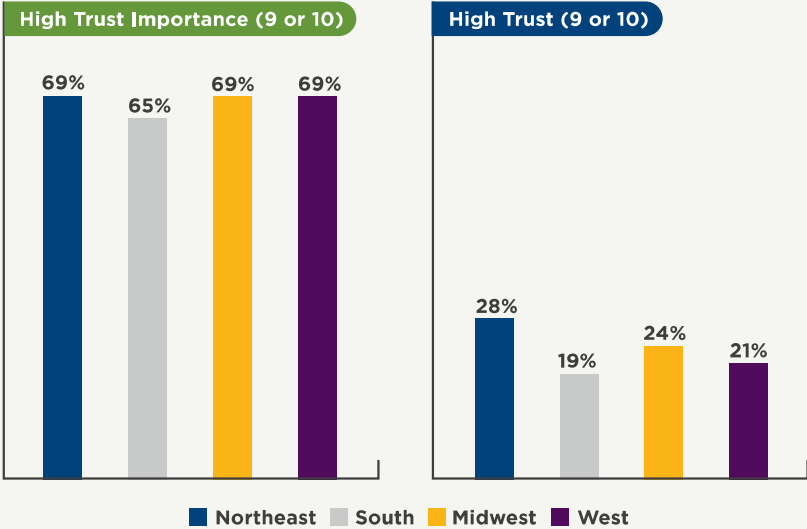


The State of Public Trust in the Charitable Sector




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:



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



When considering alternative donation channels, participants say they contributed as follows:

| | | |
|---|---|---|
|  <p>Contributed at the checkout counter 24%</p> |  <p>Responded to an email appeal 15%</p> |  <p>Gave through a crowdfunding site 7%</p> |
|  <p>Donated through a charity's website 24%</p> |  <p>Participated in a fundraising event 15%</p> |  <p>Responded to a television or radio advertisement 7%</p> |
|  <p>Responded to a mailed appeal 17%</p> |  <p>Responded to a phone appeal 11%</p> |  <p>Donated through text 5%</p> |
|  <p>Responded to a social media appeal 16%</p> |  <p>Responded to a door-to-door solicitation or a request on the street 10%</p> |  <p>Included a charity in my will 3%</p> |
|  <p>Made a purchase of an item advertised as benefitting a specified charity 16%</p> | | |

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