

In an age of distrust, misinformation, and data vulnerability, our survey shows that truthful and accurate communication, and adequate protection of donor information, are top public priorities.

When asked to consider the importance of assessing 7 different accountability elements, participants said they would most value independent review of the following:

7 Accountability Elements	■ "Very Important"	
How the charity spends its money		76%
Whether the charity's appeals are truthful, accurate and/or not misleading	:::::	73%
Whether the charity adequately protects donor information		61%
Whether the charity's website includes information about their programs, finances and governance		60%
Whether the charity measures and communicates its achievements	:::::	57%
Whether the board is providing adequate oversight over the staff and operations	:::::	55%
How the charity's policies and procedures address diversity, equity and inclusion	:::::	47%

When asked to imagine charity appeals including AI-generated language, the majority of participants say they would be discouraged from giving if they knew the appeal was not verified for accuracy by a staff member. Participants from household income of \$200,000 or more are most likely to be discouraged from giving based on the use or AI-generated language:



When asked to imagine that a charity they personally support appears in the news for being hacked and having data stolen, most people say they would hold off on donating or no longer donate.





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