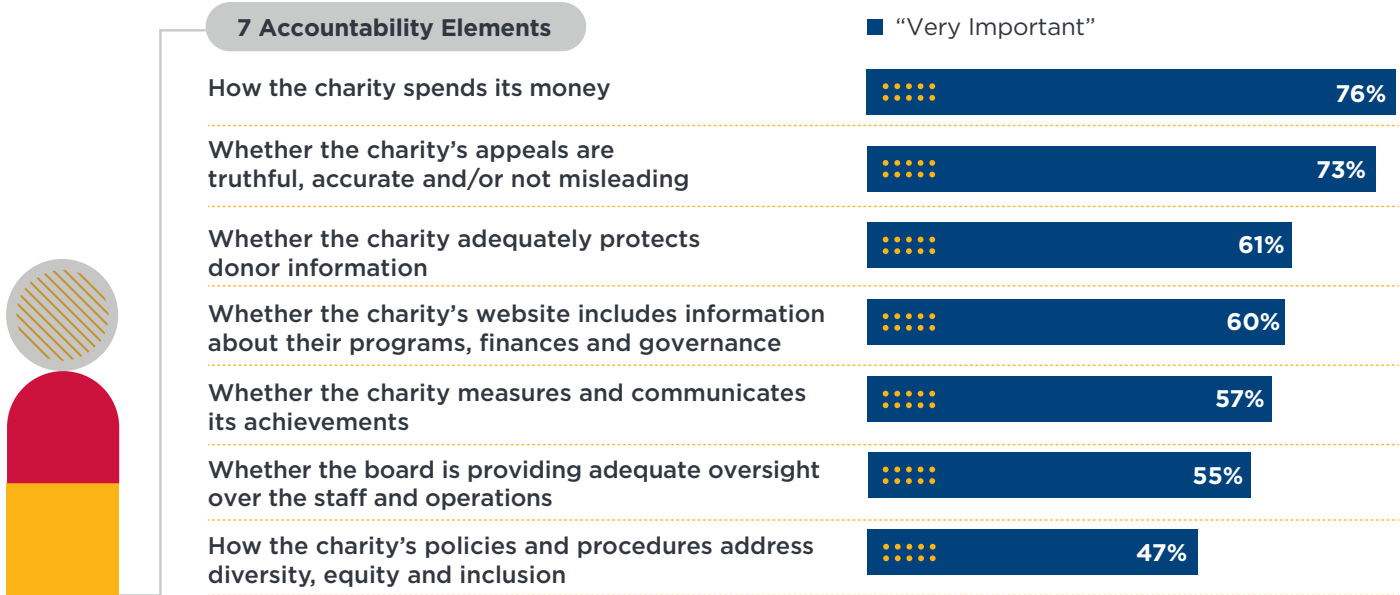
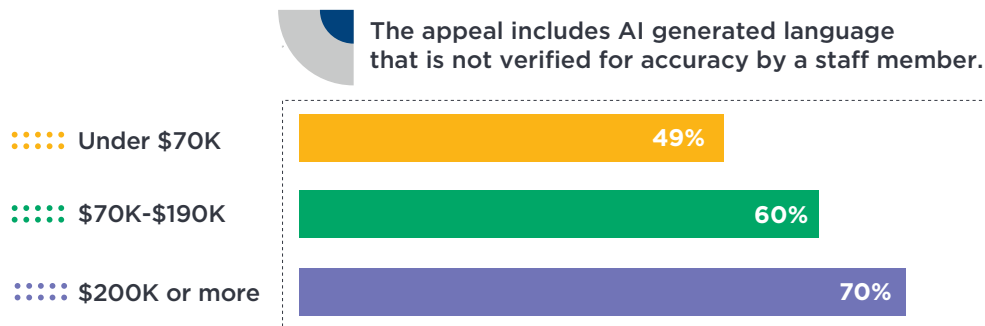


In an age of distrust, misinformation, and data vulnerability, our survey shows that truthful and accurate communication, and adequate protection of donor information, are top public priorities.

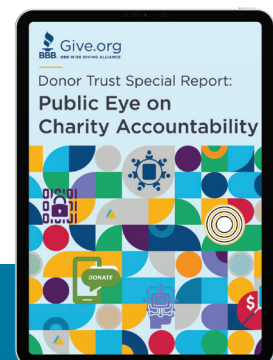
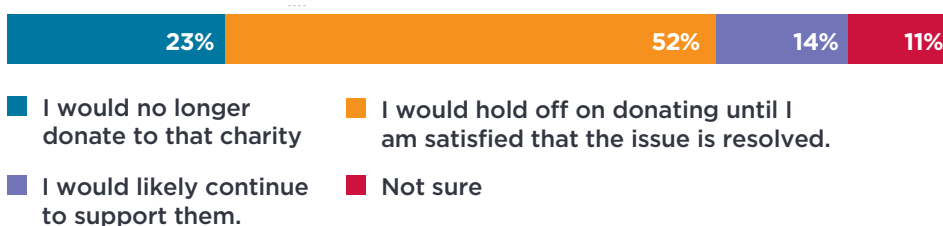
When asked to consider the importance of assessing 7 different accountability elements, participants said they would most value independent review of the following:



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 of 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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