

The State of Public Trust in the Charitable Sector

There is ample space to build trust in charities, with 70% rating the importance of trusting a charity before giving as 9 or 10 on a 10-point scale, and only 20% saying they highly trust charities.

High Trust Importance

70%

High Trust

20%

Every December since 2017, more than 2,100 adults across the United States were asked to assess their trust across 13 different charity categories. The five charity categories with highest perceived trust at the end of 2022 were:

#1 Veterans organizations

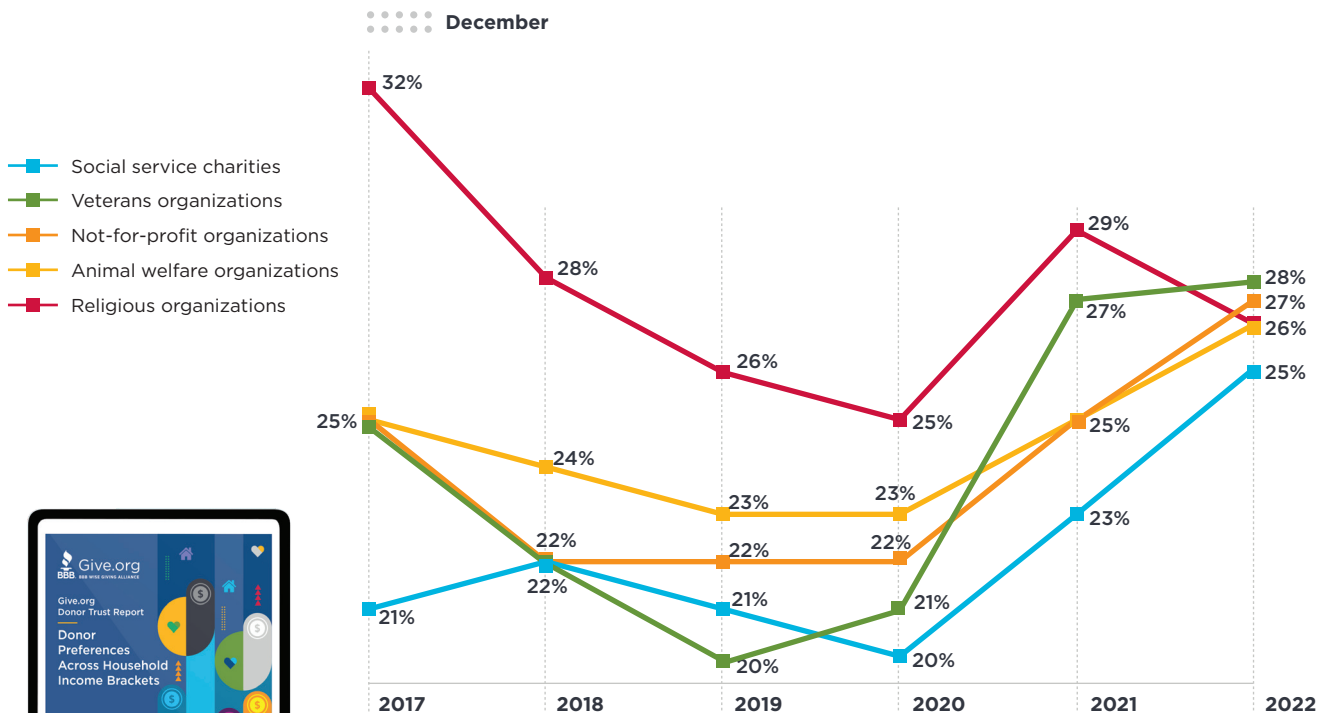
#2 Not-for-profit hospitals

#3 Religious organizations

#3 Animal welfare organizations

#4 Social services charities

For the first time since BBB's Give.org started tracking donor trust for different charity categories, religious organizations were not at the top.



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