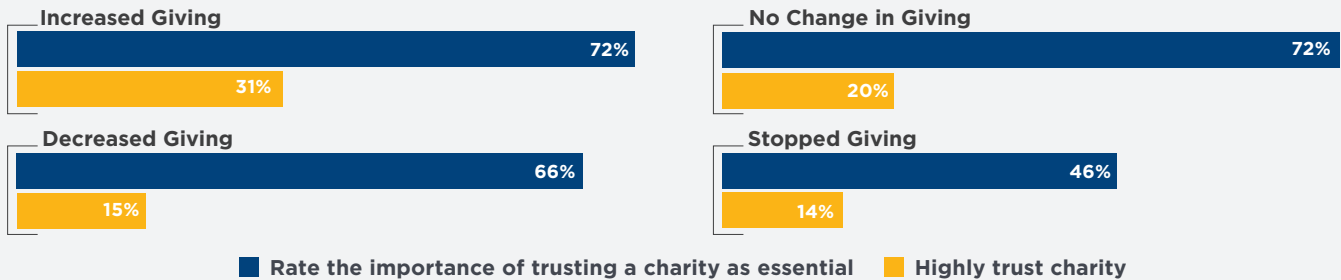
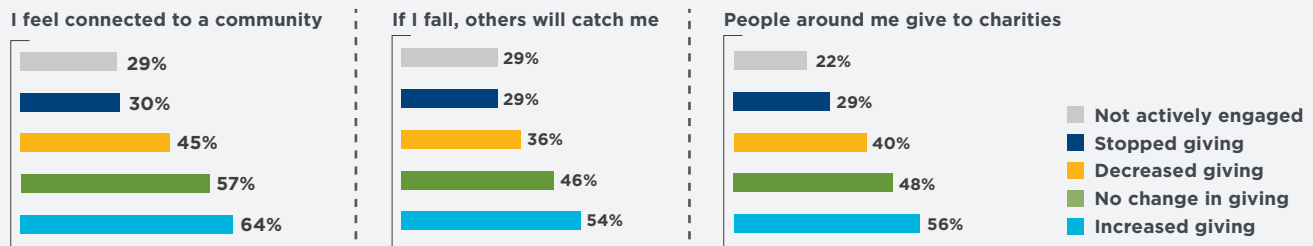


Donor Participation

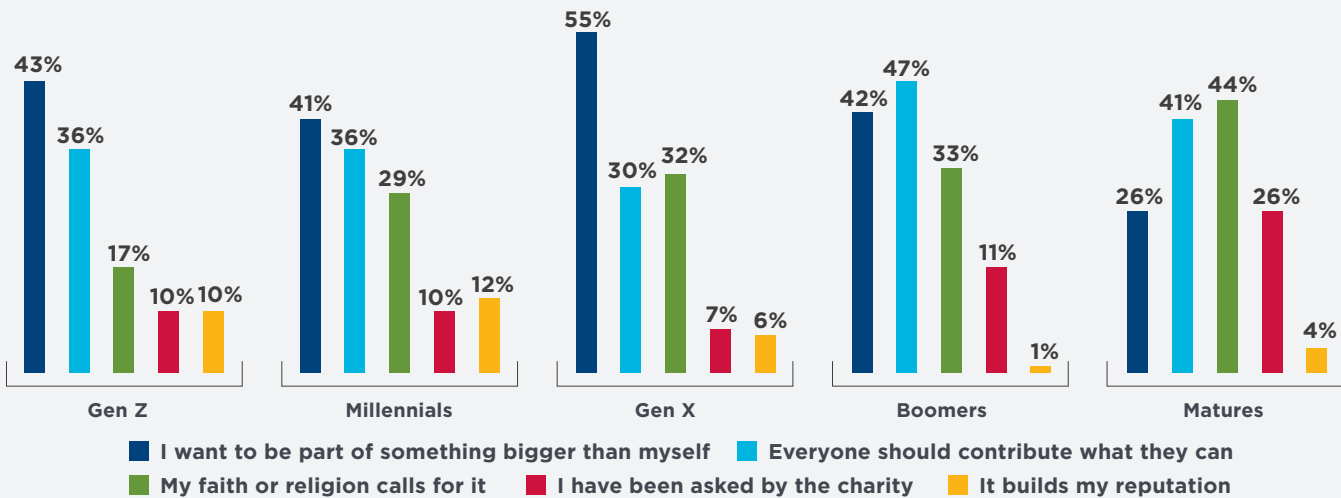
People who increased their contributions to charity are most likely to say it is essential to trust a charity before giving, and have the highest portion of respondents that highly trust charity.



They are also most likely to say:



Gen Zers, Millennials, and Gen Xers were most likely to say they increased their giving because they want to be part of something bigger. Boomers and Matures were most likely to say everyone should contribute or that their faith calls for it.



People who increased their giving to charities are most likely to say they might increase their contributions moving forward. The scenarios most frequently chosen as highly likely to increase future contributions are:

