



# nfpSynergy

helping non-profits thrive

## Trust in charities

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# Key points

- Trust matters but it is not completely in your control
- Some simple things affect trust in your charity
- You can affect how trusted your charity is

**Who do you trust?**

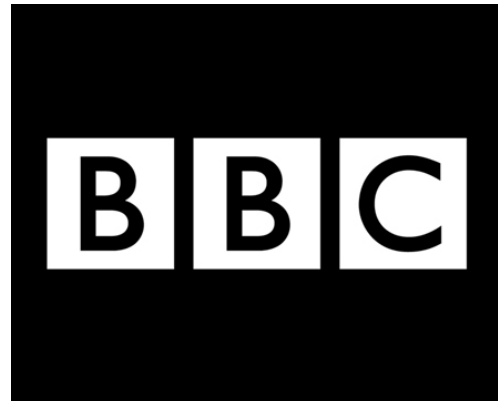
**Why do you trust them?**

# Trust Matters

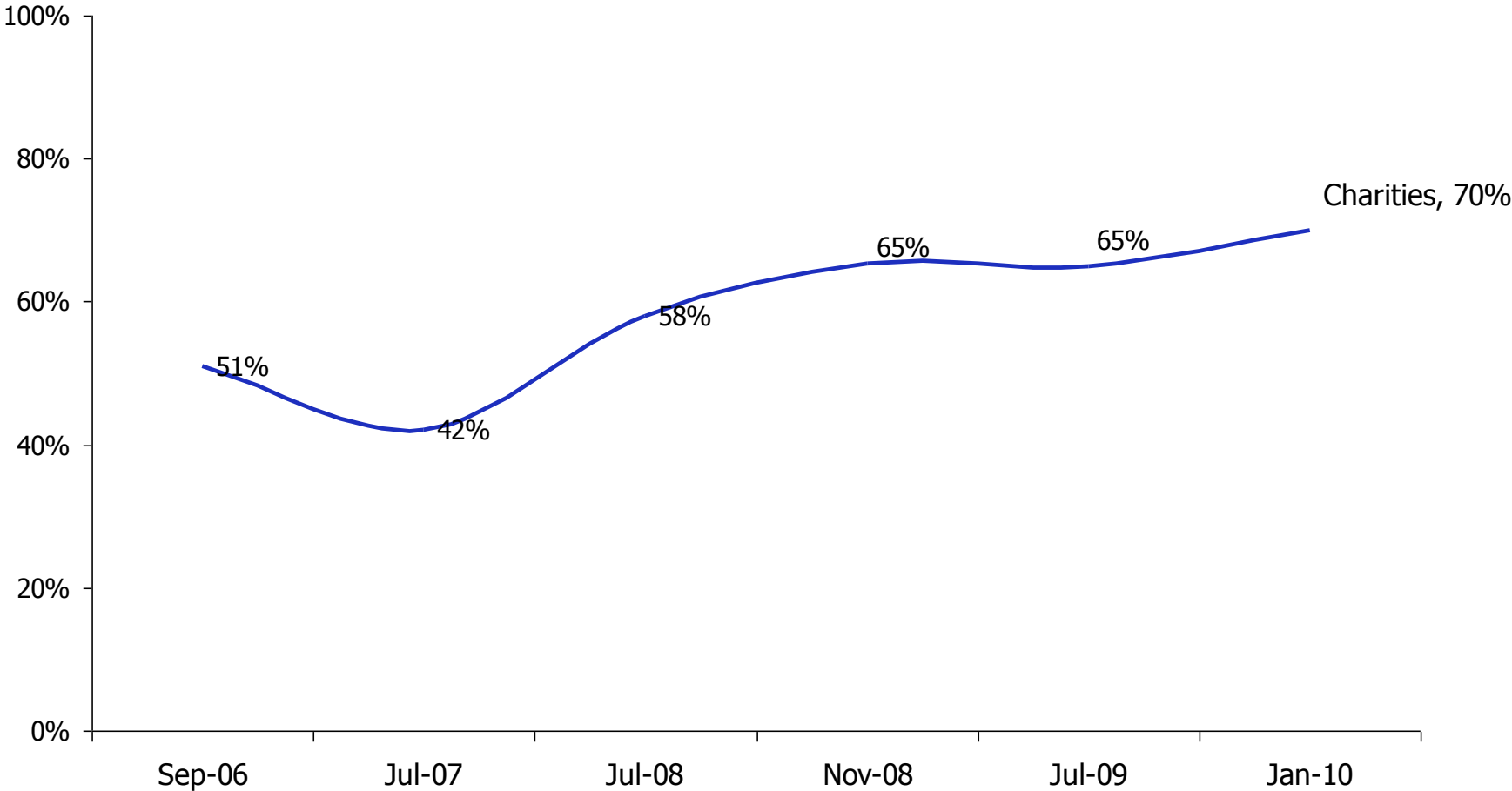




## Trust in charities among other institutions

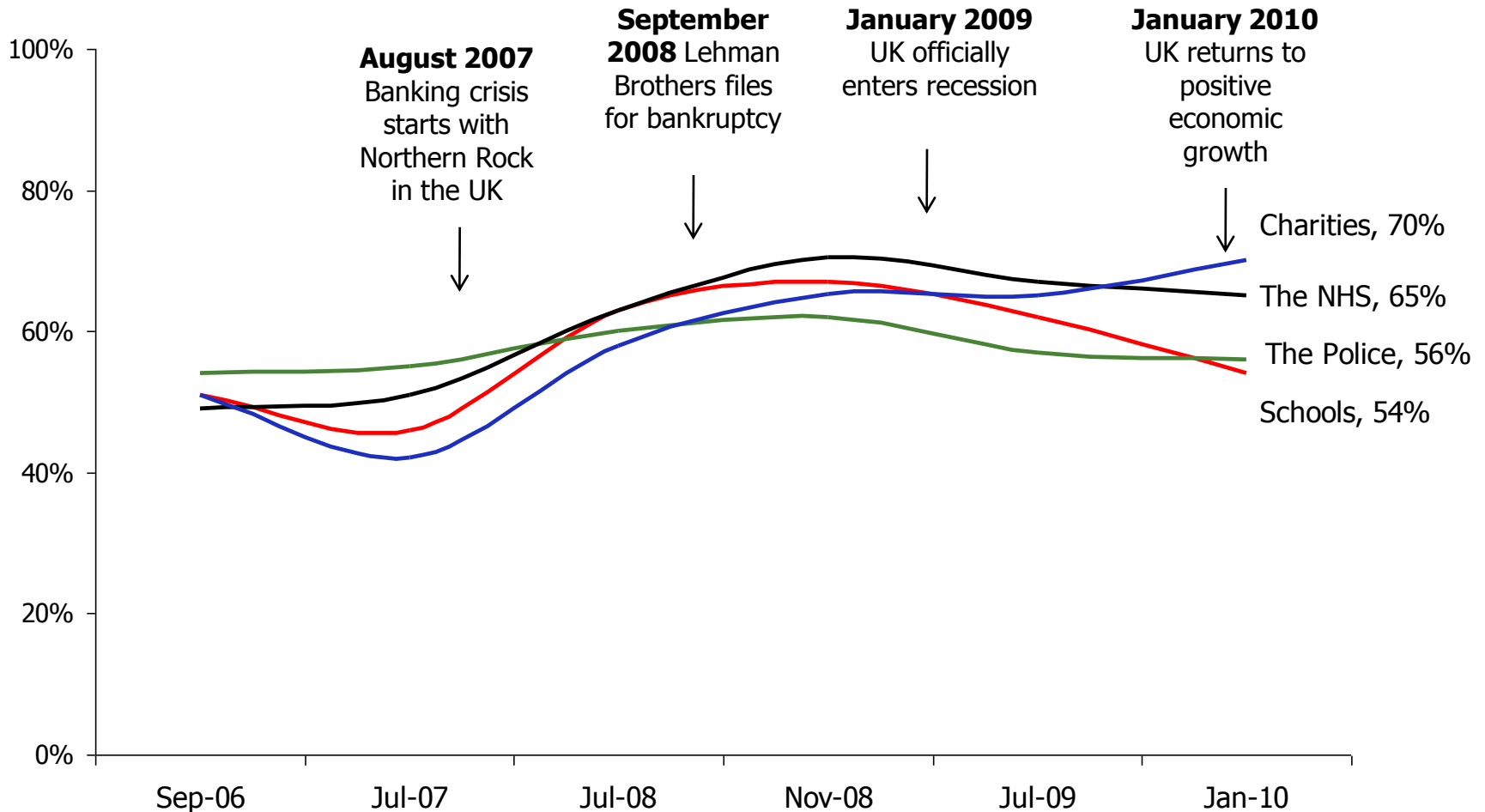


# Since 2006 trust in charities has been on the rise.....



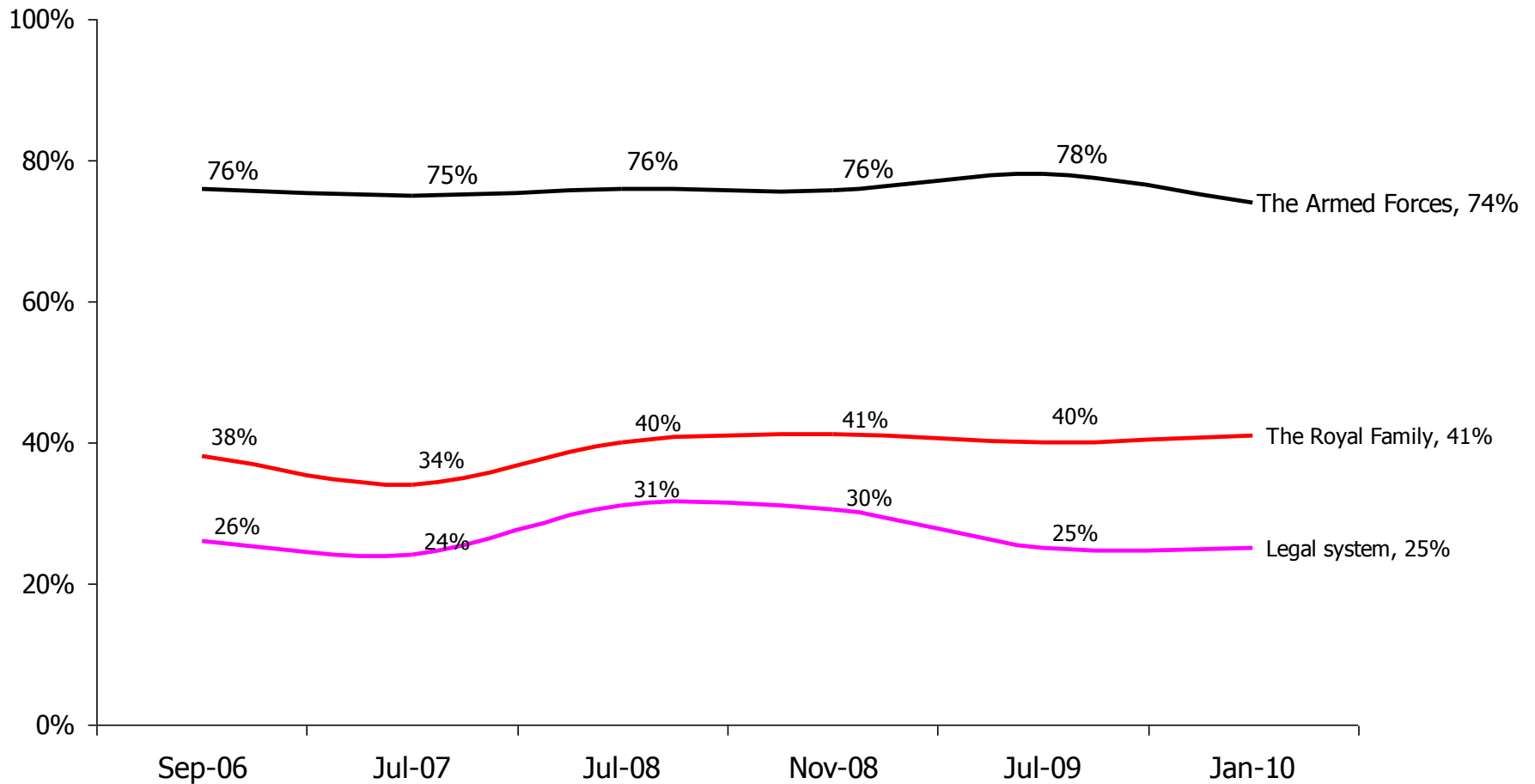
“Below is a list of public bodies and institutions. Please indicate, by ticking in the appropriate column, how much **trust** you have in each of the bodies”

# ... but trust in all public services increased during the recession



"Below is a list of public bodies and institutions. Please indicate, by ticking in the appropriate column, how much **trust** you have in each of the bodies"

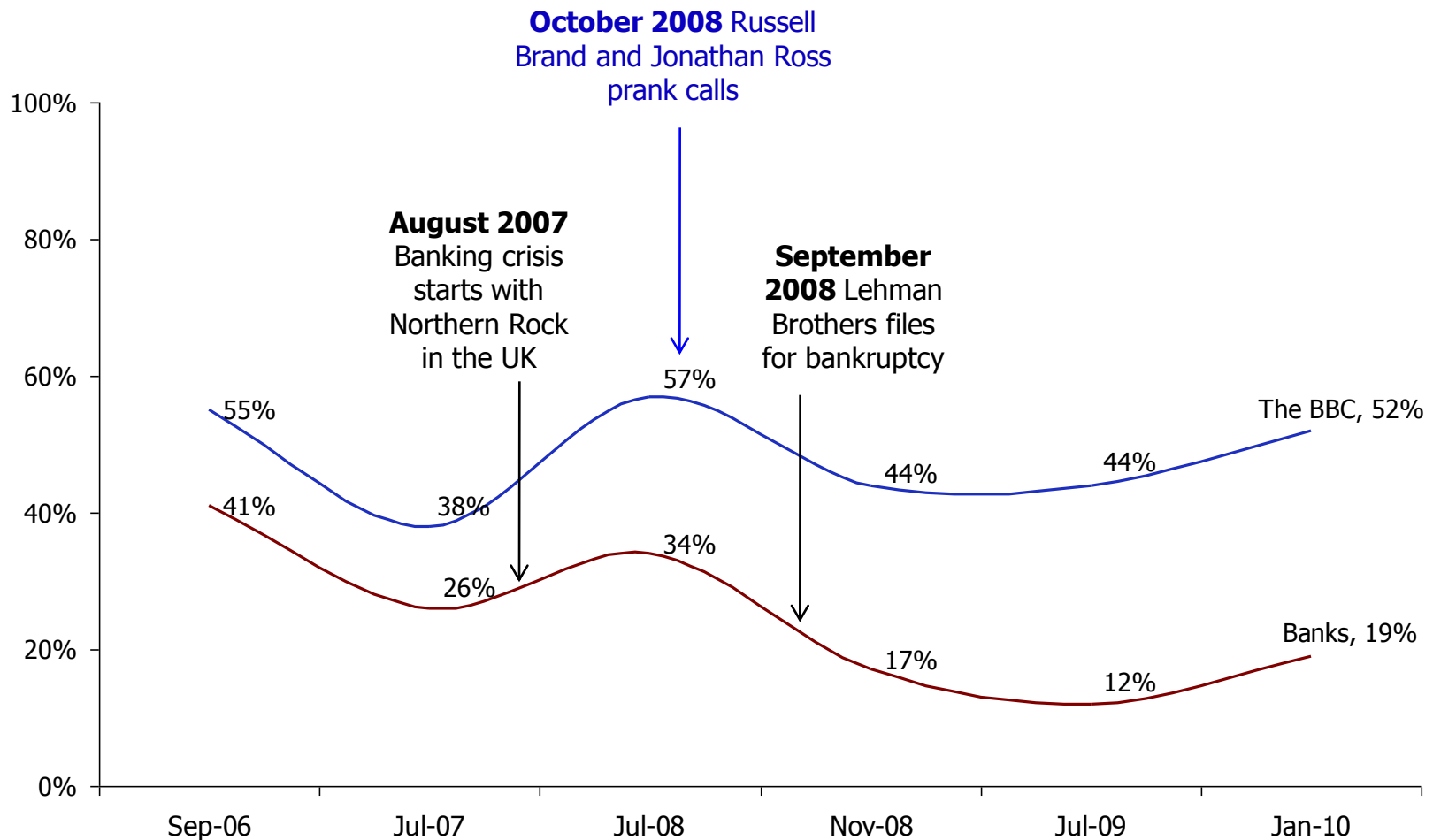
# Little change in trust for traditional institutions



“Below is a list of public bodies and institutions. Please indicate, by ticking in the appropriate column, how much **trust** you have in each of the bodies”



# Some institutions have variable levels of trust



“Below is a list of public bodies and institutions. Please indicate, by ticking in the appropriate column, how much **trust** you have in each of the bodies”

## What type of charity do you represent?



All charities have an element of stable institutions – they are trusted and it is difficult to lose trust

Charities also have an added sense of being prone to loss of trust



## What type of charity do you represent?



- Long established or unchanging charities
- Steady clear need for services

- Controversial or variable needs for services
- Charities going through change



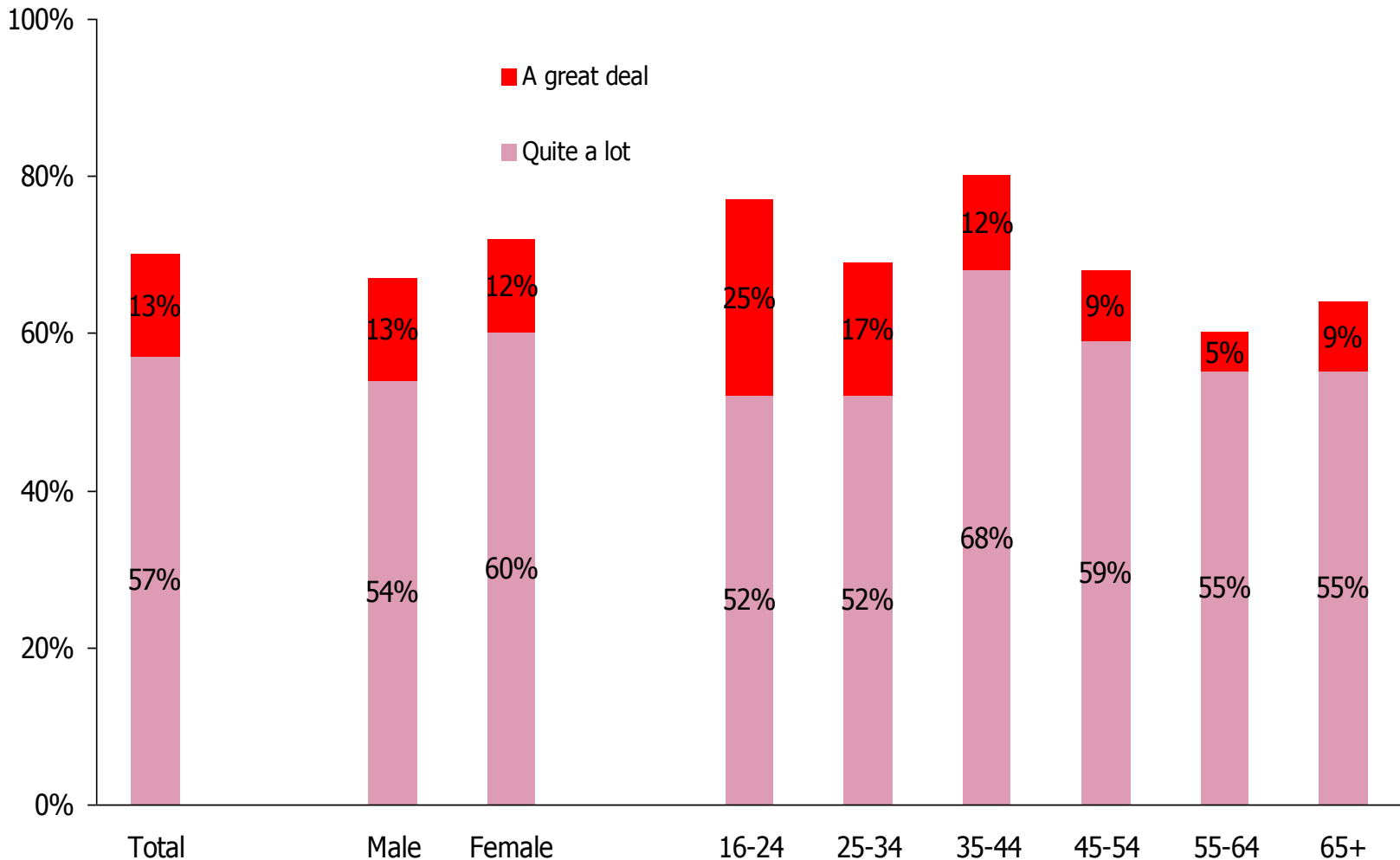
# Who trusts charities most?

# Women and under 45s more trusting of most organisations

Which groups are more trusting?	Women	Men
Under 45	Local Authorities Banks Civil Service Government Charities Insurance Companies NHS Legal System	BBC The Armed Forces
Over 45	The Church	The Armed Forces

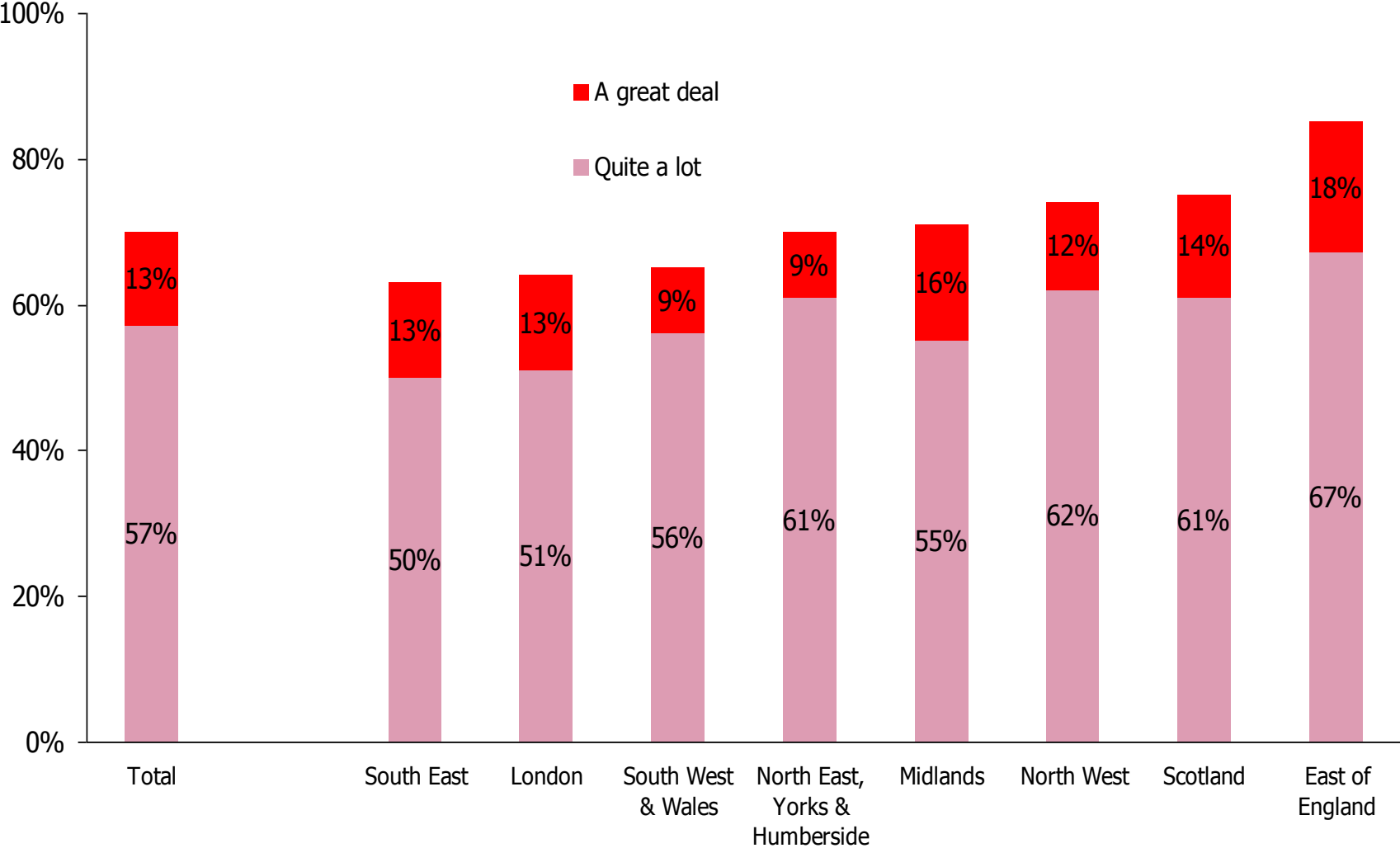
“Below is a list of public bodies and institutions. Please indicate, by ticking in the appropriate column, how much **trust** you have in each of the bodies” **A great deal/ Quite a lot**

# Women and under 45s tend to trust charities more



“Below is a list of public bodies and institutions. Please indicate, by ticking in the appropriate column, how much **trust** you have in each of the bodies” **Charities**

# Southerners tend to trust charities less

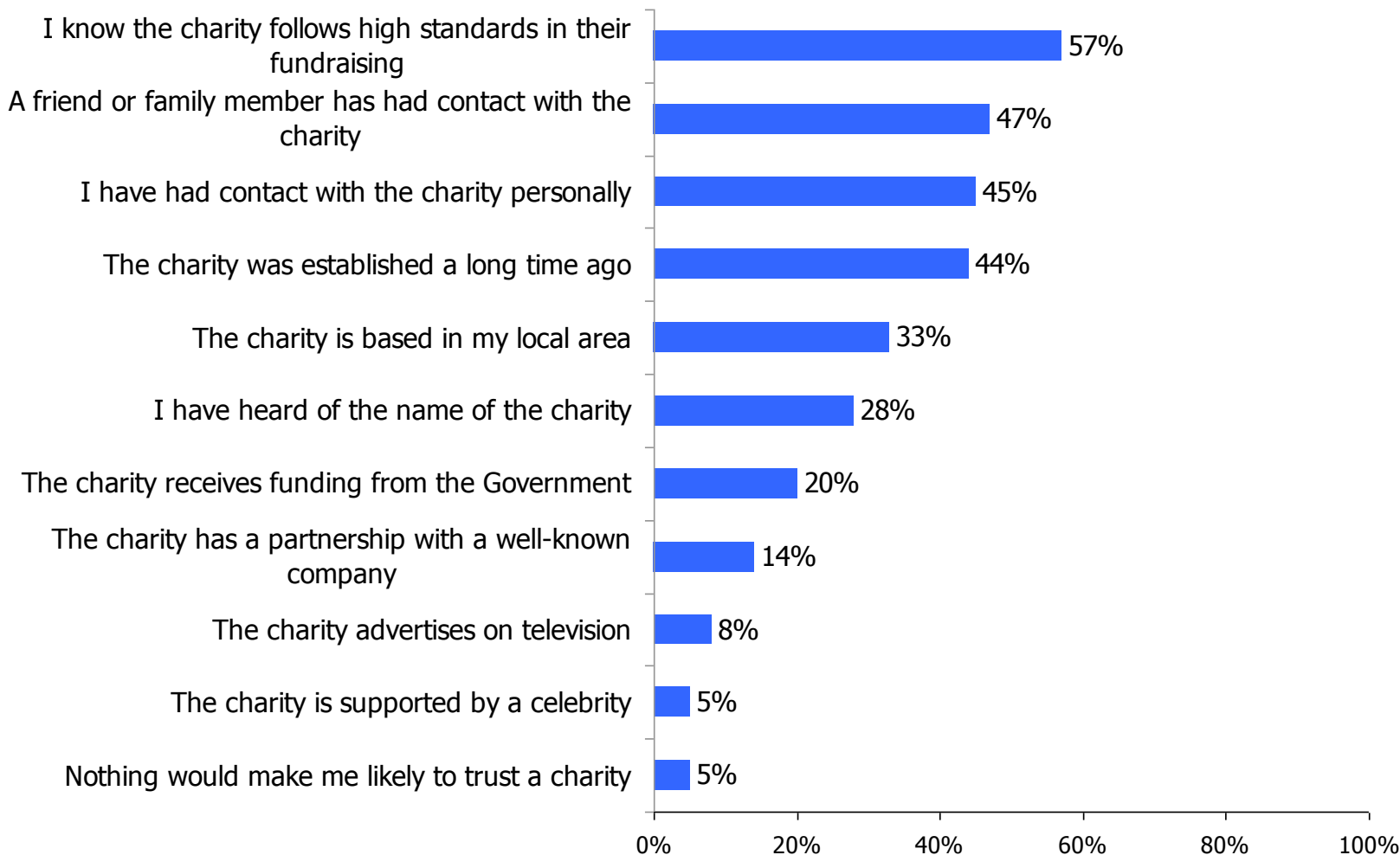


“Below is a list of public bodies and institutions. Please indicate, by ticking in the appropriate column, how much **trust** you have in each of the bodies” **Charities**

# Reasons for trust in particular charities

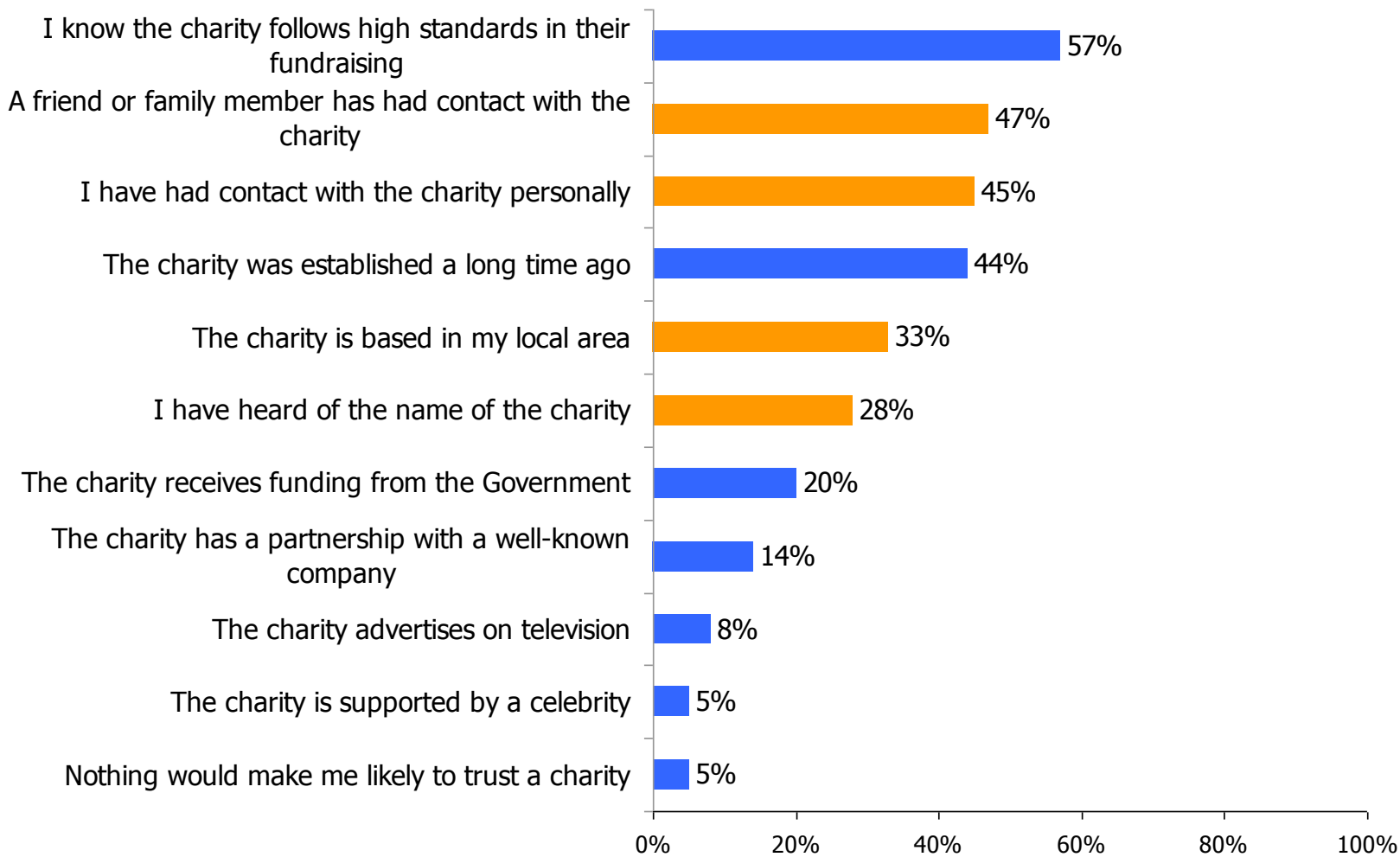


# High standards in fundraising tops the list of reason to trust a charity



“What makes you likely to trust a particular charity? Please select up to 5 options.”

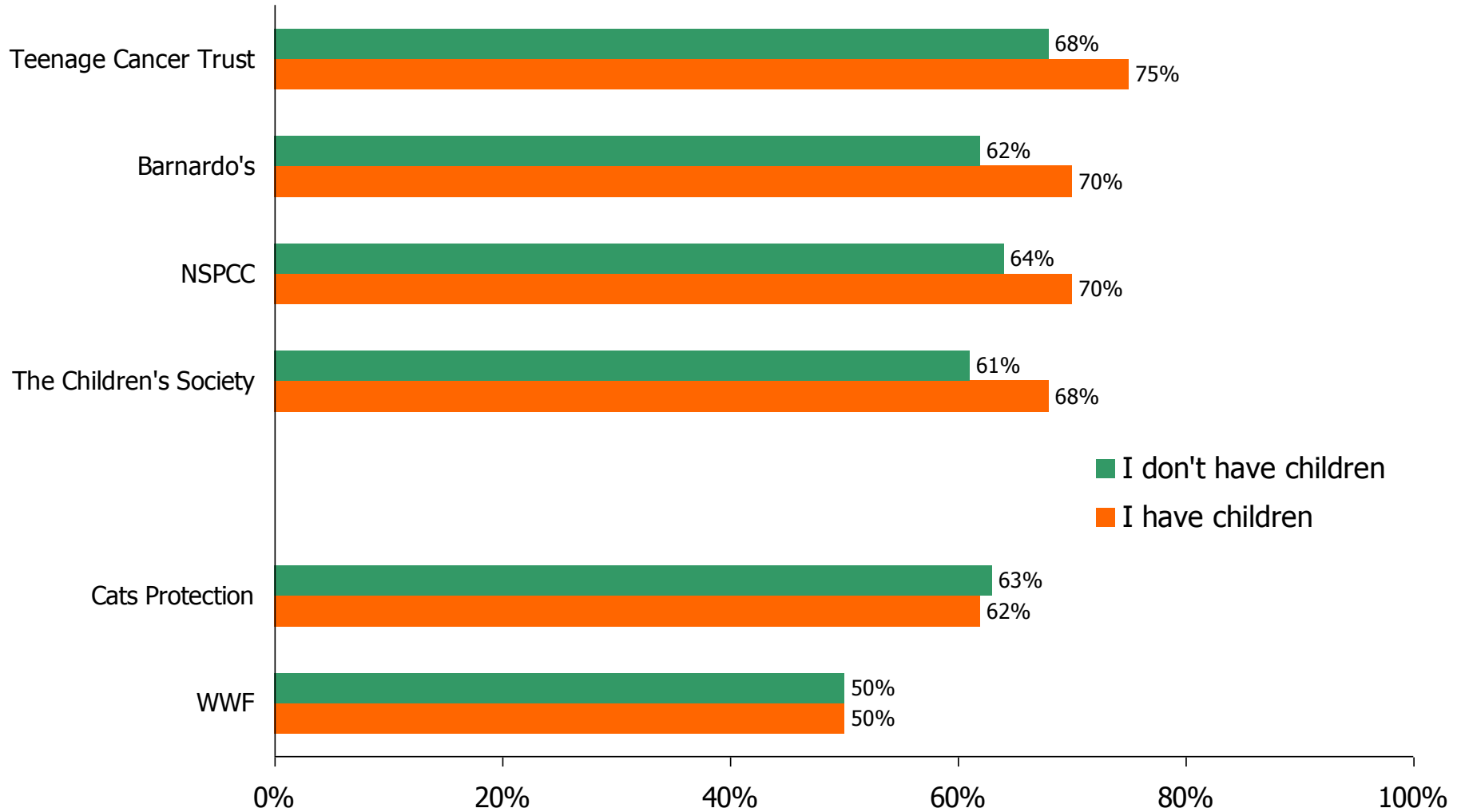
# High standards in fundraising tops the list of reason to trust a charity



“What makes you likely to trust a particular charity? Please select up to 5 options.”

# What explains different levels of trust?

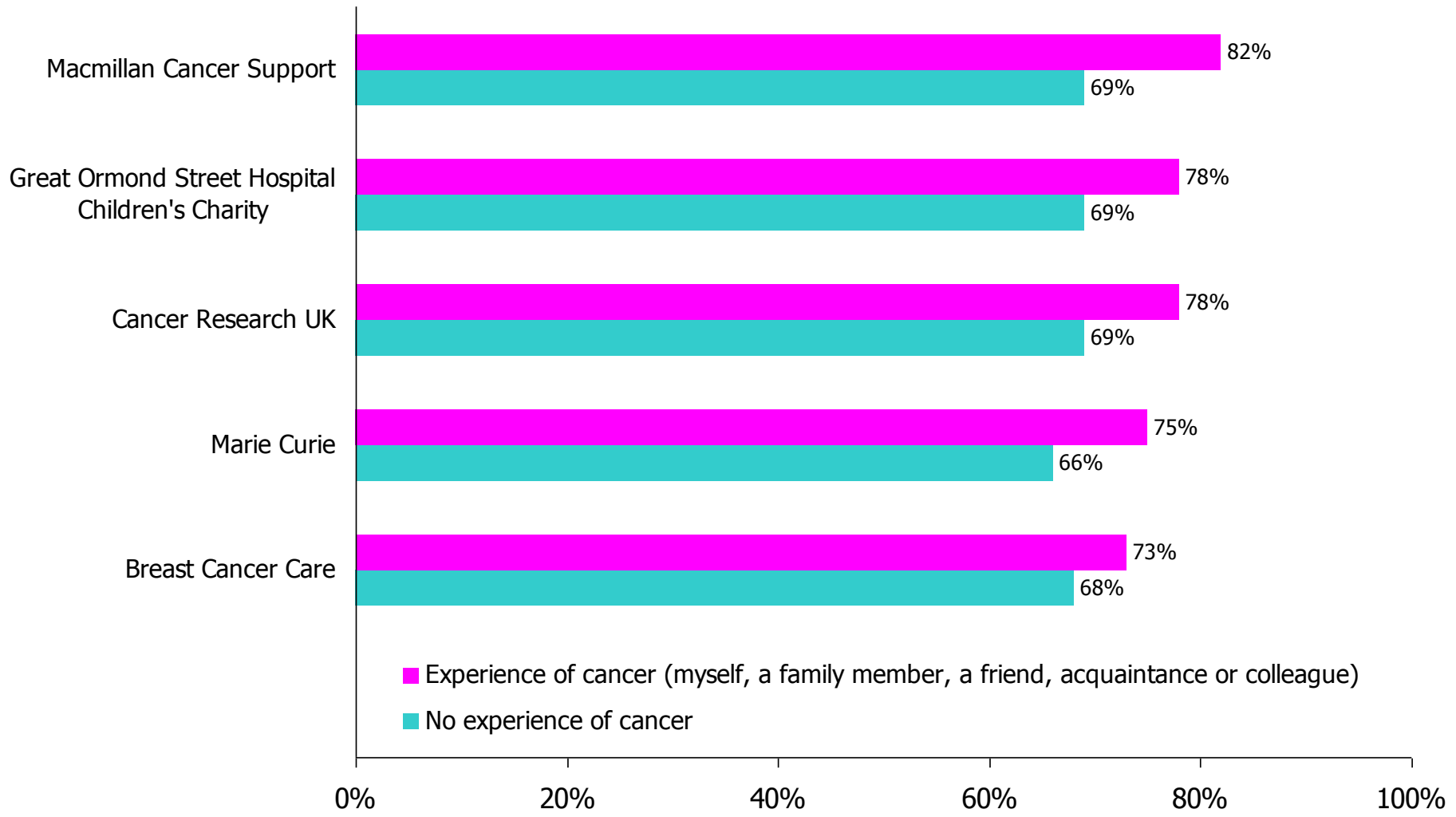
# Parents more likely to trust children's charities than those without children



"Please tell me to what extent you trust each of these charities." **Quite a lot and A great deal scores**

Base: All those who have heard of each organisation among 1,000 adults 16+, Britain.  
Source: Charity Awareness Monitor Jan 10, nfpSynergy

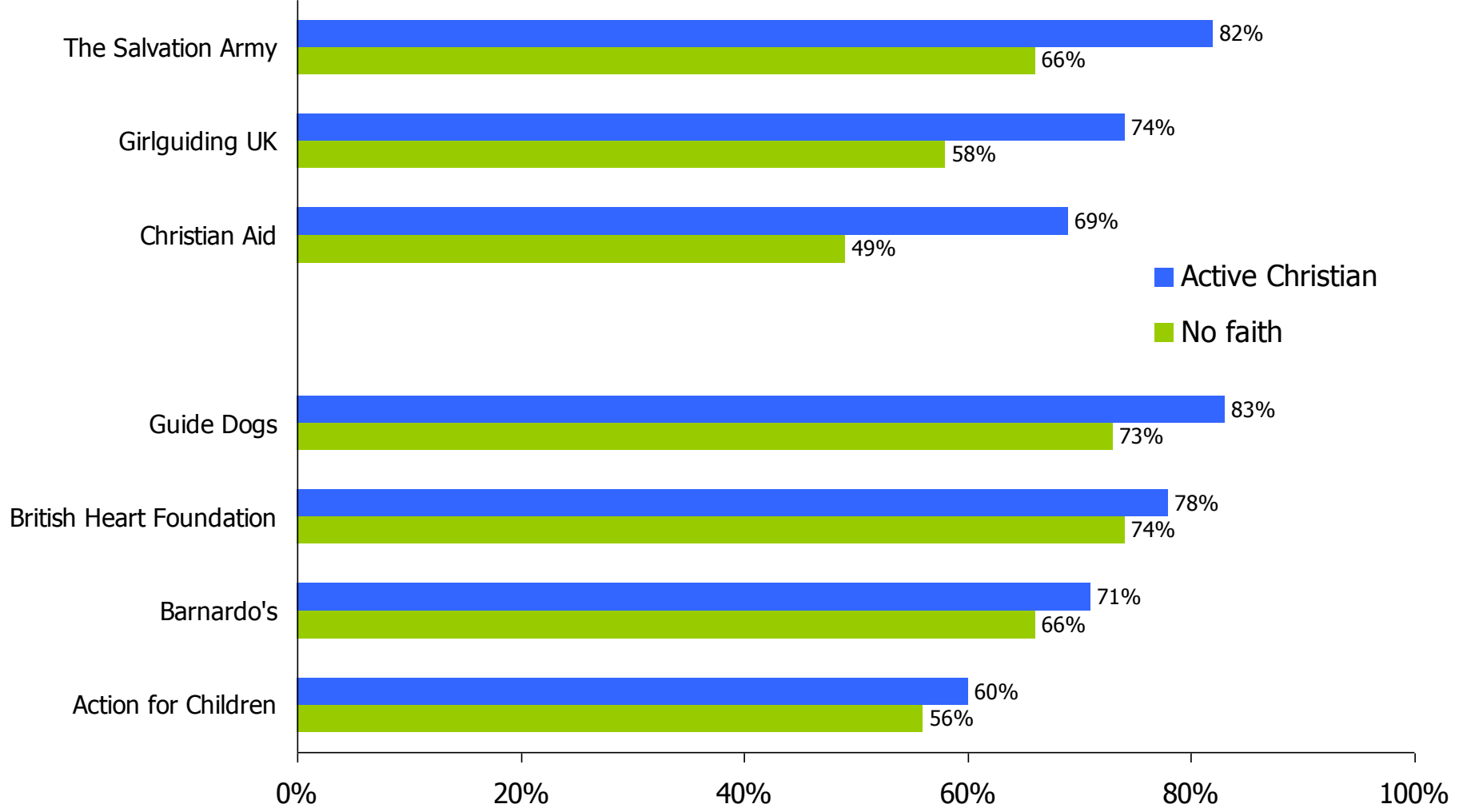
# Those with personal experience of cancer particularly likely to trust cancer charities



“Please tell me to what extent you trust each of these charities.” **Quite a lot and A great deal scores**

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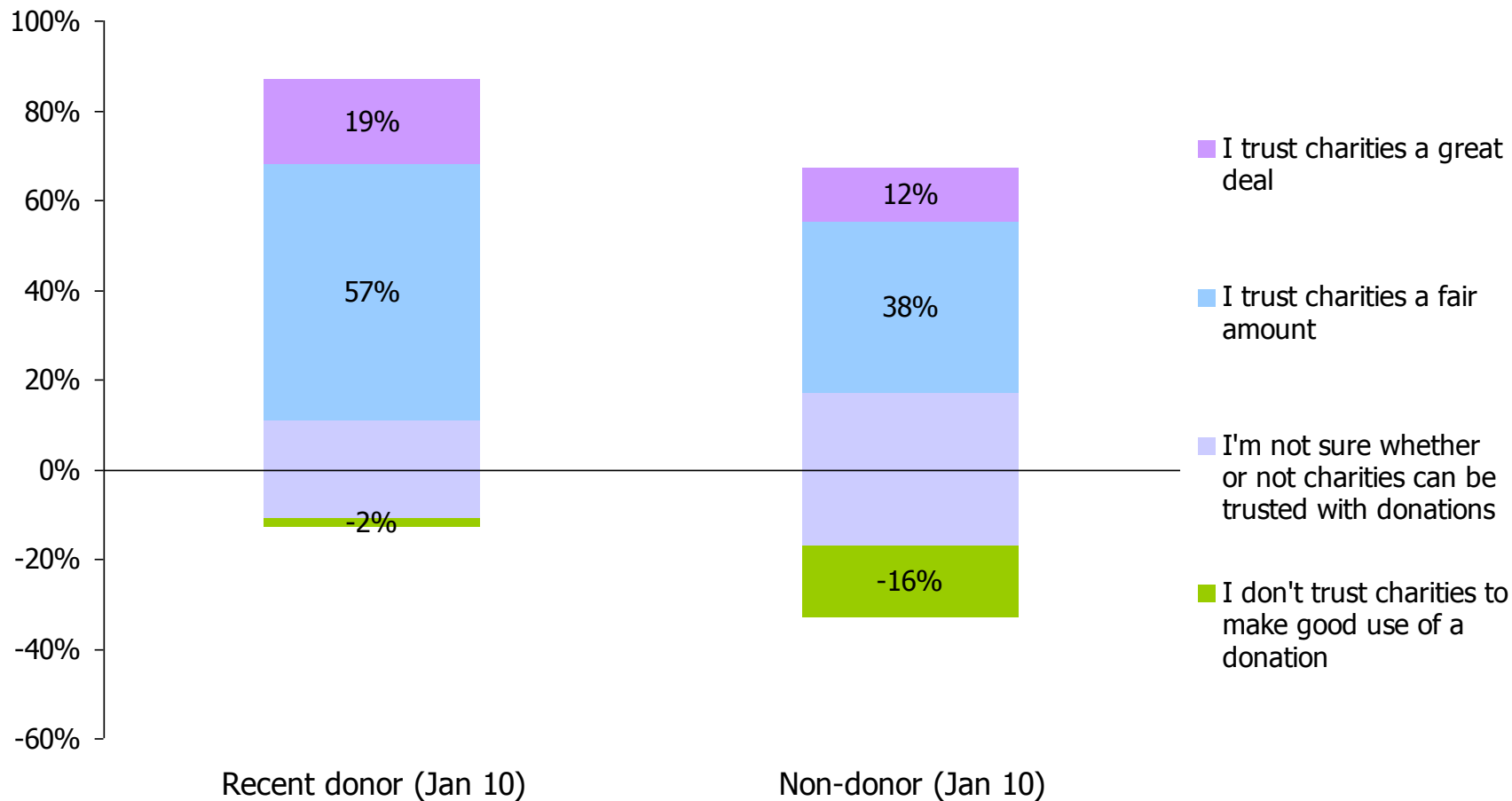
# Active Christians are generally more likely to trust charities, whether Christian or Secular organisations



“Please tell me to what extent you trust each of these charities.” **Quite a lot and A great deal scores**

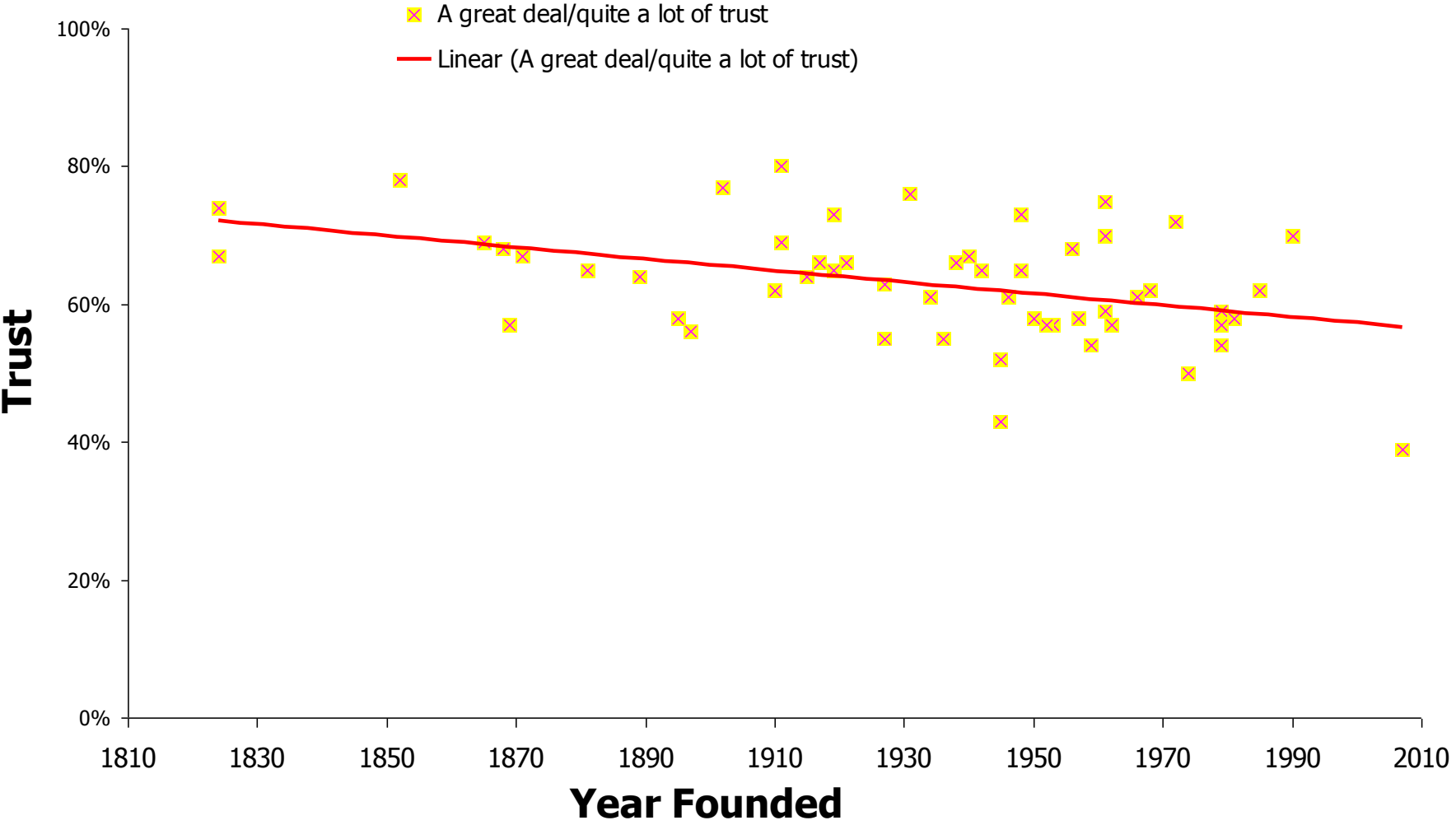
Base: All those who have heard of each organisation among 1,000 adults 16+, Britain.  
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# Confidence in charities' use of donations is higher among recent donors than non-donors



“When you think about charities in general, how much do you trust them to spend a donation wisely? Please choose the **one** that most represents your views”

# The longer you have been around the more you are trusted

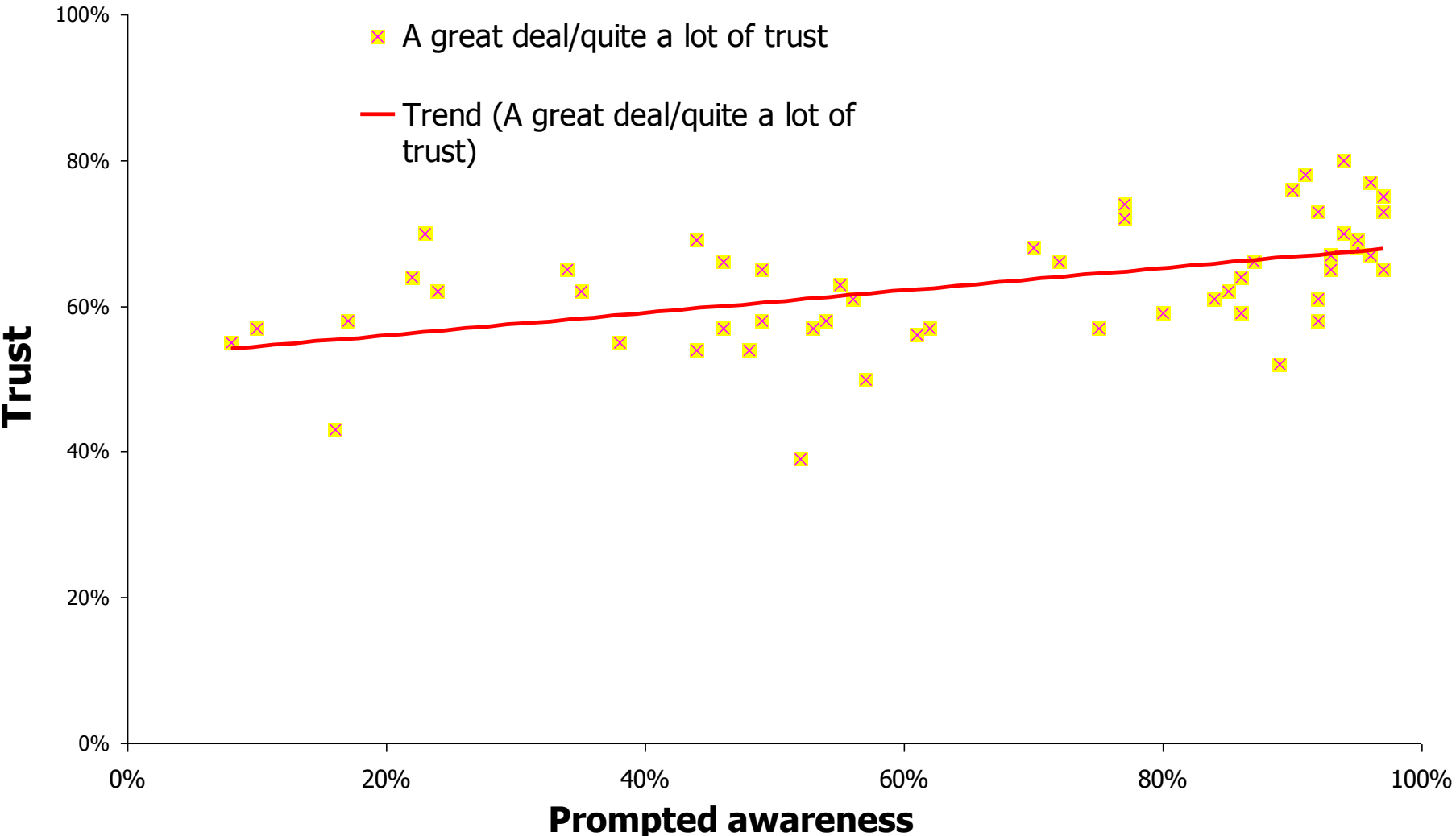


“Please tell me to what extent you trust each of these charities.” Ranked by Quite a lot and A great deal scores

Base: All those who have heard of each organisation among 1,000 adults 16+, Britain.  
Source: Charity Awareness Monitor Jan 10, nfpSynergy



# The more people are aware of you the more they trust you



“Please tell me to what extent you trust each of these charities.” Ranked by Quite a lot and A great deal scores

Base: All those who have heard of each organisation among 1,000 adults 16+, Britain.  
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## Charities with above trend trust

- Twice as likely to have a descriptive name e.g. Teenage Cancer Trust
- More likely to represent clear cut universal causes e.g. cancer

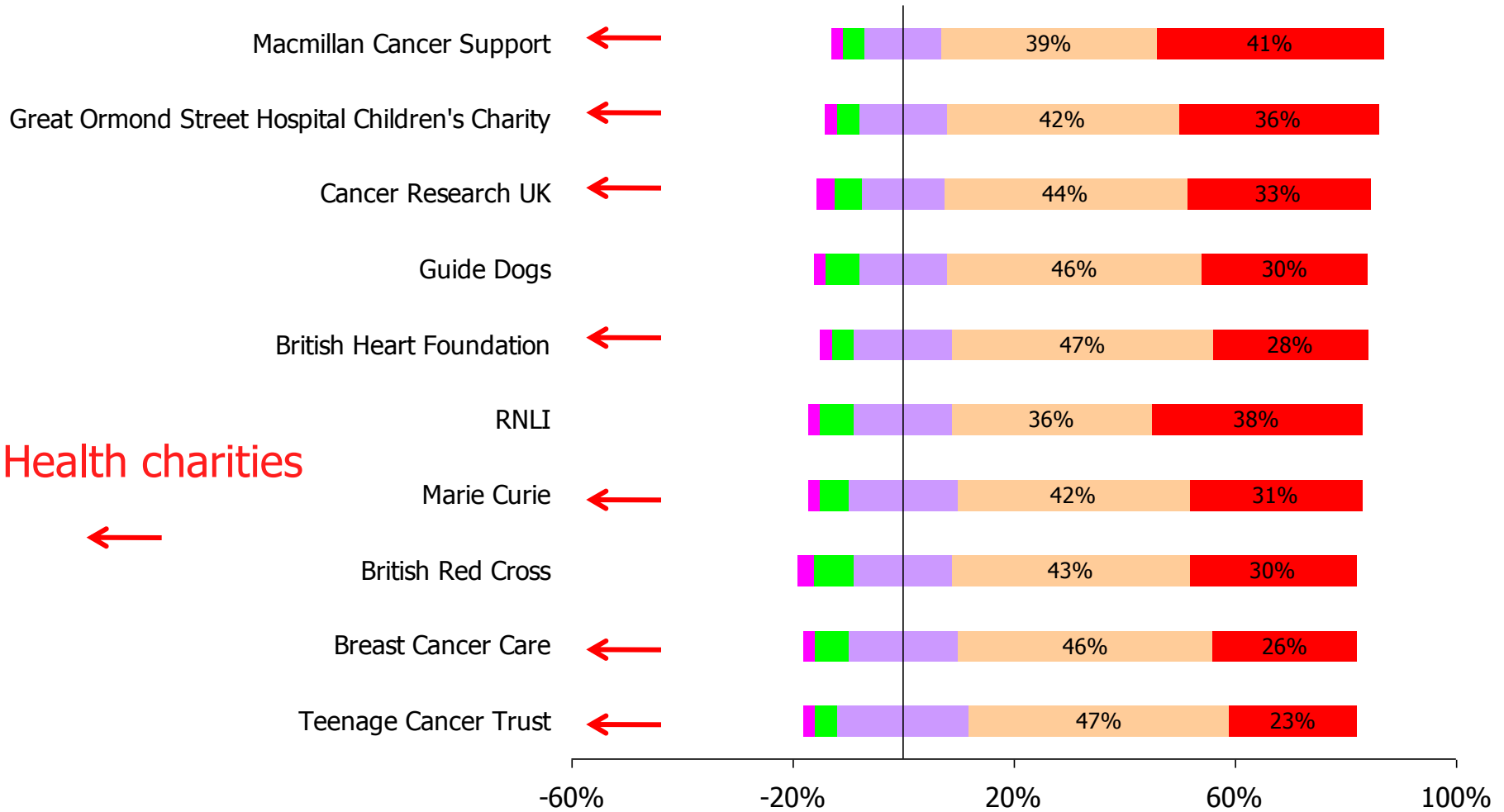
## Charities with below trend trust

- More likely to have a ambiguous name e.g. Care International
- Minority ailments, disabilities and mental health

# Which charities are most trusted?

# Health charities dominate the top 10 most trusted brands

Very little Not much Not sure Quite a lot A great deal



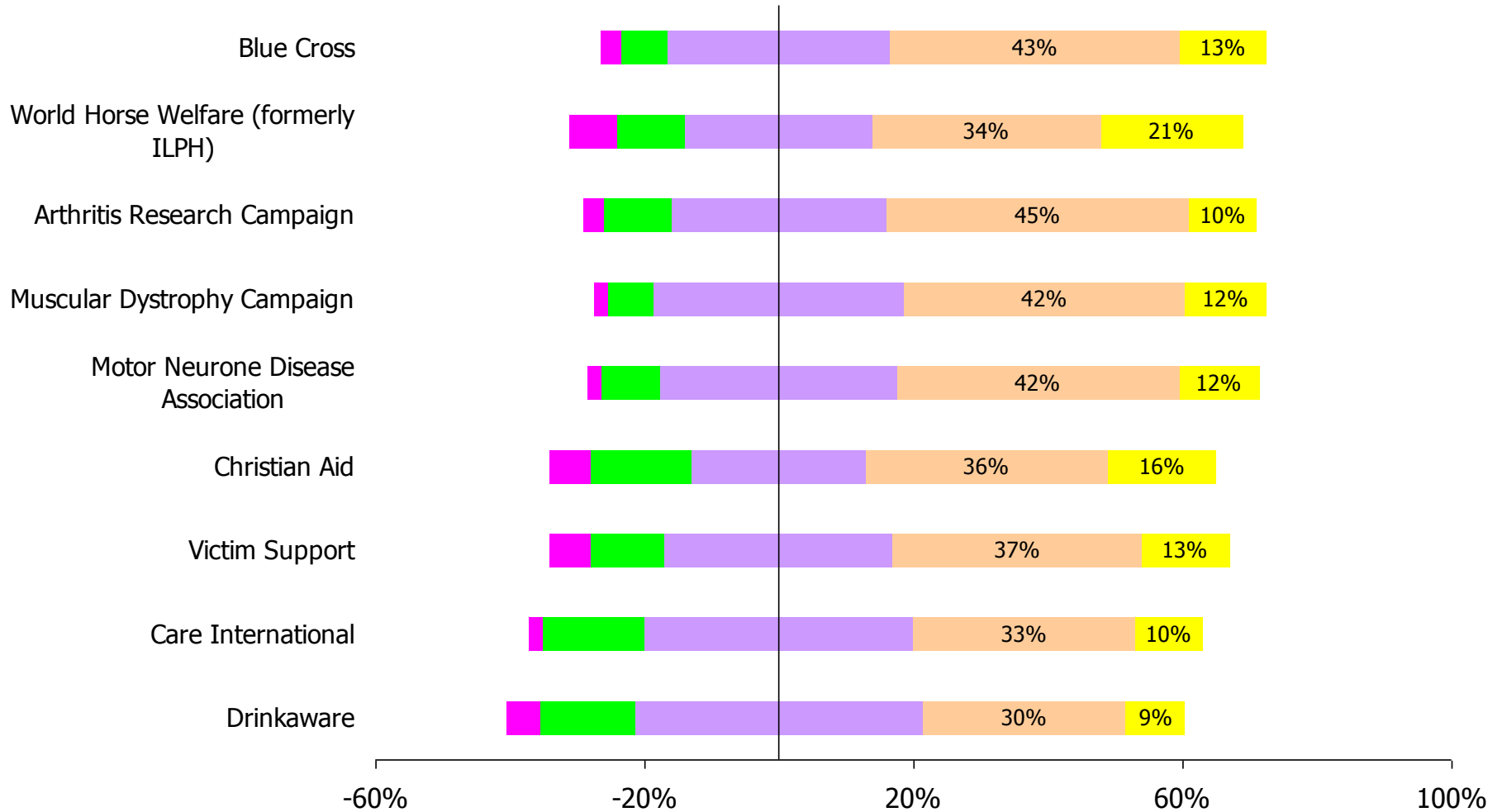
Health charities

"Please tell me to what extent you trust each of these charities." Ranked by Quite a lot and A great deal scores

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# Minority ailments dominate the bottom 10 most trusted brands

Very little Not much Not sure Quite a lot A great deal



“Please tell me to what extent you trust each of these charities.” **Ranked by Quite a lot and A great deal scores**

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# How can you boost trust through communications

- Communicate – the more they know you the more they trust you.
- Communicate clearly – the 'does what it says on the tin' rule.
- Communicate simply – more can be less. ALL or SPECIAL are strong positions from which to create trust

# How can you boost trust – size of charity matters

- Large charities – tend to be well known and trusted
- Small charities – need to be well known and trusted among their audience
- Medium sized charities – too small to be widely known, too large for the personal affect

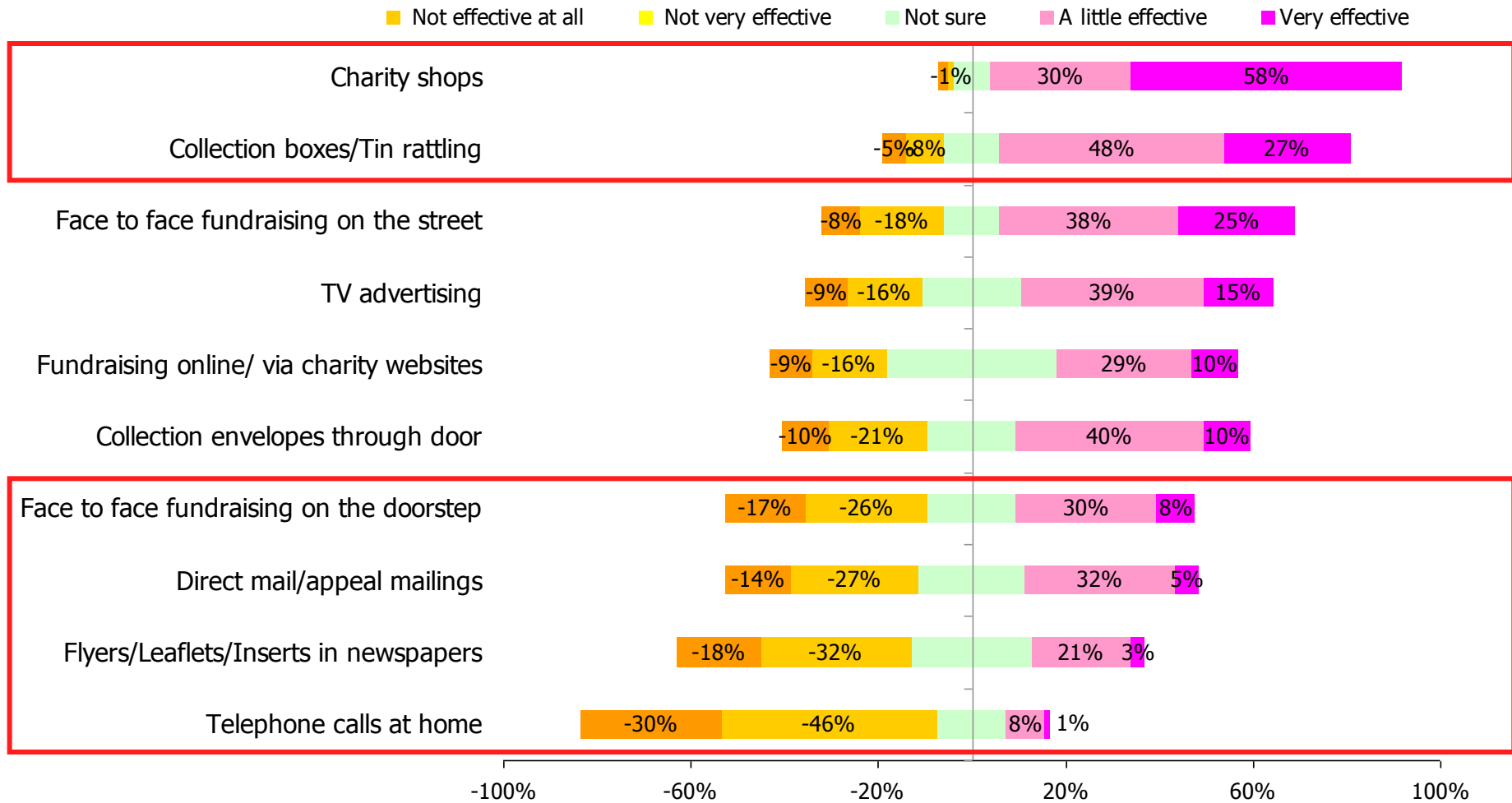
# What are the challenges to trust in charities?



- The growth of charities – losing the underdog tag
- Growing gap between perception and reality of charities and how they work
- An impression of charities as efficient amateurs

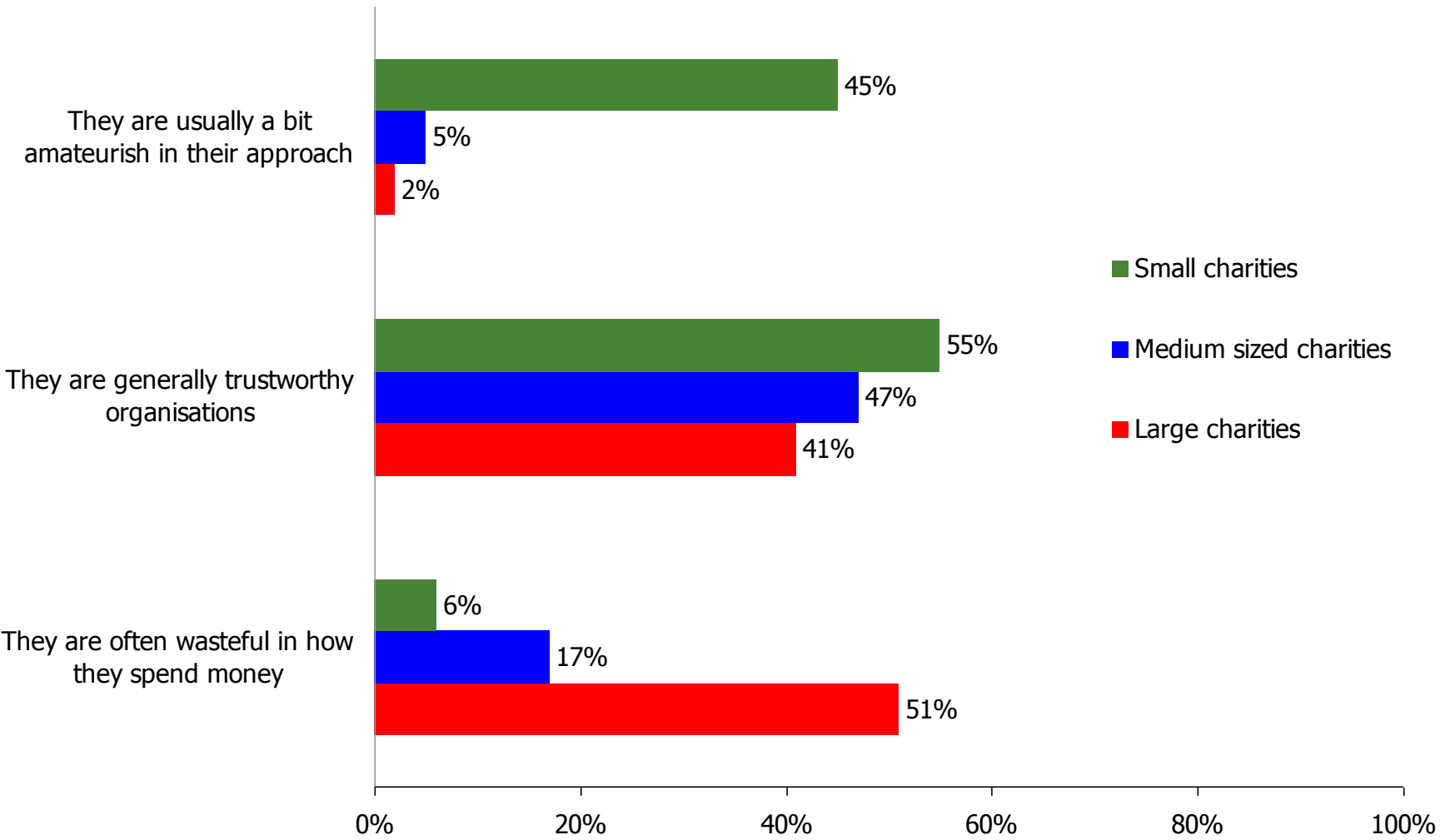


# Effective fundraising techniques



“Thinking about the various different fundraising techniques that charities use, how effective do you think the following methods are? In other words how good are they are at raising money for the amount of time or money they take.”

# Perceived characteristics of charities



“From the following statements, please indicate whether you think each applies to any of the following organisations: large charities (with an annual income of over £10million), medium sized charities (with an annual income of between £1million and £10million), small charities (with an annual income of under £1 million).”

# Summary

- Trust in charities is strong and stronger in times of need
- Personal experience, awareness and clarity about what a charity does affects trust
- While we can't control everything we can help make our charities trusted



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