

2025

AMERICANS' TRUST IN GLOBAL CHARITIES REPORT

CAF America

WELCOME

At a time when global opportunities and challenges feel increasingly complex and public trust in institutions continues to shift dynamically, understanding how Americans view the charitable sector abroad is of critical importance to us at CAF America and hopefully, to you.

As of 2024, U.S. philanthropy is a $590 billion sector. It has been, and remains, an illustration of our social values and purpose. Yet in recent years, the number of donors has declined, and foreign aid remains a relatively small portion of U.S. philanthropy (roughly 6% of total support). As the U.S. government and many individuals in our society reconsider our role in global aid and foreign development, we urgently need to reinforce trust in the global charity sector in order to support cross-border giving.

That's the catalyst for the launch of the 2025 Americans' Trust in Global Charities Report. Earlier this year, CAF America conducted a nationally representative survey of over 4,000 U.S. adults to better understand how Americans view charitable organizations across 12 global regions — and how their perceptions are shaped by cultural, emotional, and societal influences.

To pinpoint the roots of trust and hesitation, we examined the three components that make up our Charity Trust Score:

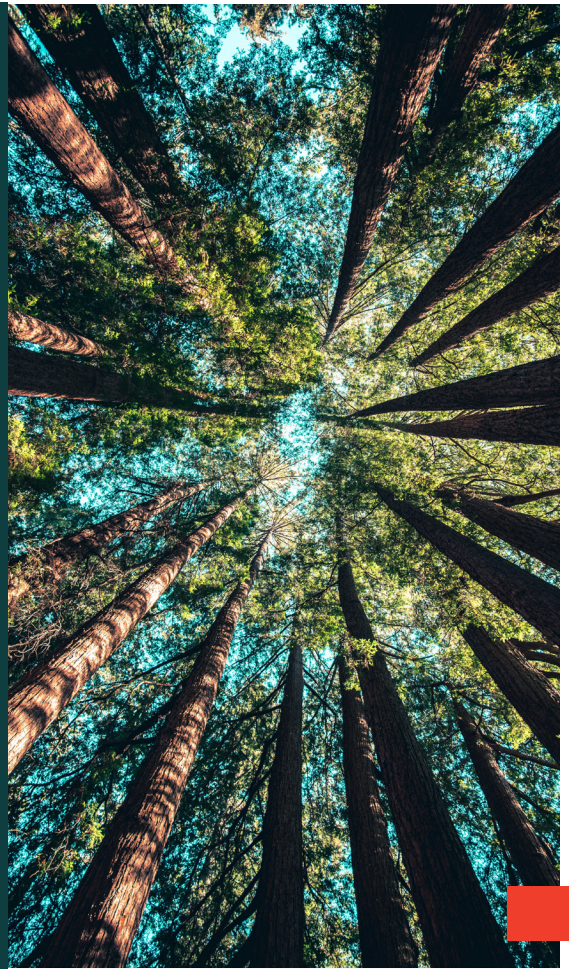
- How trustworthy Americans find charities in each region
- What they believe charities do well
- Where they see potential red flags or concerns

Through this research, we hope to provide social purpose organizations around the world with insights to effectively build deeper relationships and communications with donors, and inspire donors to share their stories of international giving with others in order to evolve perceptions and create more meaningful giving opportunities.

Thank you for being part of this important conversation. Together, we can foster more informed, confident, and impactful global giving.



SARAH MARCHAL MURRAY
Chief Philanthropy Officer
Charities Aid Foundation America



IN CONTEXT: AMERICANS AND INTERNATIONAL PHILANTHROPY

A majority of U.S. adults (61%) donate money each year, contributing almost 1% of their incomes on average.

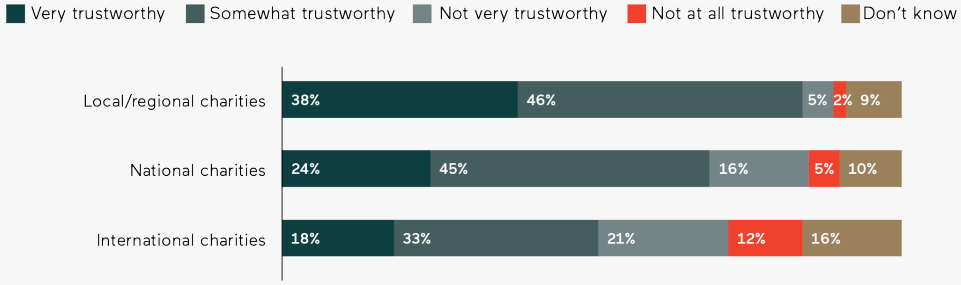
Trust in NGOs has also been slowly increasing over the past two decades; however, in 2024, just 8% of American donors gave money to international charities focused on work outside of the U.S.

Americans care about global issues, but they are often hesitant to give to organizations beyond our borders. In CAF's most recent World Giving Report, we found that generally, Americans tend to trust local charities much more than international charities.

This report goes further, exploring factors that influence Americans' views of charities. All findings in the following report are based on a nationally representative survey of over 4,000 U.S. adults, weighted for age, gender, income, age by gender, and geographic region. The overall margin of error for these findings is ±2% (see page 22 for more information about our methodology).



How trustworthy do you tend to find each of these types of charities? *(All, n=1020)*





KEY FINDINGS

1 Americans believe charities around the globe are doing important and impactful work, but we see some specific barriers to giving in certain places.

2 Americans are more likely to trust charities in countries that they feel connected to and that they view as economically stable.

3 Americans are more skeptical of charities registered outside of Western, industrialized regions.

OVERCOMING BARRIERS TO GIVING

Ways to build connection and trust with U.S. donors

Charities or social purpose organizations looking to engage more U.S. philanthropists should leverage three strategies that our data tell us would be successful in overcoming donor skepticism:



Tell your own story, or others will.

We know people in the U.S. are generous towards causes they care about. But their preconceived notions of charities in other countries can be a barrier to establishing the foundations of trust that are necessary to make connections, especially connections across borders. Telling your own story, authentically and with your lived experience to inform and educate U.S. donors about you, your organization, and the area you operate in can break down assumptions and open pathways for their support.



Communicate transparently.

Once you have captured a donor's attention, be proactive in clarifying how your organization operates. By eliminating common areas of uncertainty, they will feel more informed and confident in how their donation will be used.



Consider partnerships with trusted U.S. organizations.

Americans care about causes happening abroad, but they often feel more comfortable having their donation go through a U.S. organization. Intermediaries, such as CAF America, help donors navigate the rules and regulations of international giving, lending expertise and confidence to the donation process, while helping charities open more doors to funding.



RESEARCH FINDINGS

TRUST IN CHARITIES

Being a foreign charity is not a disqualifier for U.S. donors

By a small margin, Americans tend to trust charities around the globe. The aggregate global Charity Trust Score was 56.68 out of 100,[1] which suggests that they have slight positive sentiments towards the global nonprofit sector. Only one region, the Middle East, received a negative Charity Trust Score – and even then it was very close to neutral (48.49). This is encouraging, as we found that being incorporated outside the country does not mean that a charity automatically has a trust barrier to overcome; in fact, three regions (Canada, Oceania, and Western Europe) received Charity Trust Scores on par with the U.S. This suggests that Americans view charities in those areas as just as *trustworthy* than U.S. 501(c)(3)s.

Non-Western charities are viewed more harshly

While overall, respondents didn't trust charities in any region particularly strongly, they do seem to trust those in Western, industrialized regions more than in other areas. Charities in each of the four Western, industrialized regions we asked about (Canada, Oceania, Western Europe, and the U.S.) earned a Charity Trust Score over 60, meaning Americans tend to see charities in these areas as trustworthy. Meanwhile, charities in non-Western regions were viewed less positively, with most sitting just slightly above a fully neutral score of 50.

Specific issues can cause measurable concern

For each region we asked about, respondents told us that they see charities around the world as doing good work that benefits their communities and responds to disasters and crises. But there are certain perceptions that may cause donors to be more skeptical about funding a foreign organization. In particular, we found that when Americans perceive a country or region as having higher levels of unrest and instability, they are more likely to believe that charities in that area are engaging in problematic behaviors such as overpaying staff, misusing funds, or discriminating against certain groups of people.

[1] Values represent the average score of trustworthiness, positive assumptions, and negative assumptions of charities in each region as a percentage of the maximum score possible. Scores over 50 represent more positive views, while scores under 50 are more negative (50 being neutral).



Note: Values represent the average score of trustworthiness, positive assumptions, and negative assumptions of charities in each region as a percentage of the maximum score possible. Country examples were provided for regions (i.e., Central American or Caribbean countries like Costa Rica or Jamaica; South American countries like Brazil, Colombia, or Argentina; Western European countries like the United Kingdom or France; Eastern European countries like Poland or Romania; Oceanian countries like Australia or New Zealand; East Asian countries like Japan or South Korea; Southeast Asian countries like the Philippines or Thailand; Middle Eastern countries like Jordan or Turkey; African countries like Kenya or Nigeria).

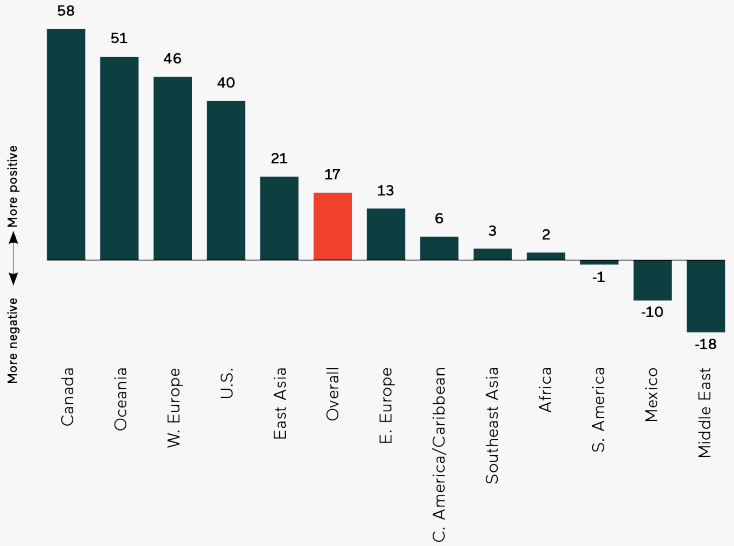
ON BALANCE: WHERE TRUST & DISTRUST ARE STRONGEST

Strong distrust is uncommon for charities in most regions

Most Americans actively trust charities in Western regions (Charity Trust Score of 60+), but this is not the case for charities in other areas of the world. Americans don't actively distrust charities in these regions; in fact, more respondents told us they felt positively about charities in most regions than those who felt negatively. Only three regions' charities had more people distrusting them than trusting them (Middle East, Mexico, and South America).



% of U.S. adults who actively trust – % who actively distrust charities in each region



Note: People were treated as actively trusting charities in a region if they had a Charity Trust Score of 60+ and distrusting if their score was <50. Values represent the average score of trustworthiness, positive assumptions, and negative assumptions of charities in each region as a percentage of the maximum score possible. Country examples were provided for regions (i.e., Central American or Caribbean countries like Costa Rica or Jamaica; South American countries like Brazil, Colombia, or Argentina; Western European countries like the United Kingdom or France; Eastern European countries like Poland or Romania; Oceanian countries like Australia or New Zealand; East Asian countries like Japan or South Korea; Southeast Asian countries like the Philippines or Thailand; Middle Eastern countries like Jordan or Turkey; African countries like Kenya or Nigeria).

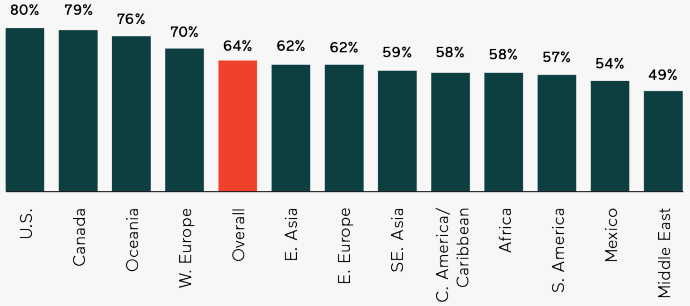
ON BALANCE: WHERE TRUST & DISTRUST ARE STRONGEST

In all 12 regions, about half or more of Americans see charities around the globe as doing meaningful work that benefits their local communities and stepping up during crises.

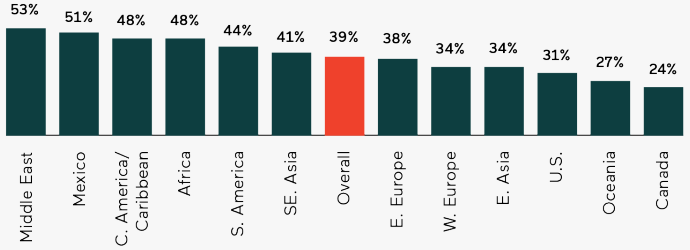
However, they indicated some concerns about how non-Western charities operate in their responses. For example, for non-Western charities, 38% of survey respondents worried that there may be misuse of funds or discrimination against certain groups, compared with 25% for Western, industrialized regions. Even when these concerns are unfounded, Americans are more likely to be actively worried about potential problems with charities in many non-Western regions. Conversely, more Americans see charities in the four Western, industrialized regions as being trustworthy and assume they are doing good work.

This leaves charities in certain regions at a disadvantage, making it necessary for them to battle perceptions of their work and regions that may not be aligned with their lived reality. Social purpose leaders interested in connecting with American audiences need to convince Americans they can be trusted, convey their impact, and preempt assumptions that they are misusing funds or not acting equitably.

% of U.S. adults who actively assume charities in each of the following regions are doing positive, impactful work



% of U.S. adults who actively assume charities in each of the following regions are engaging in problematic behavior

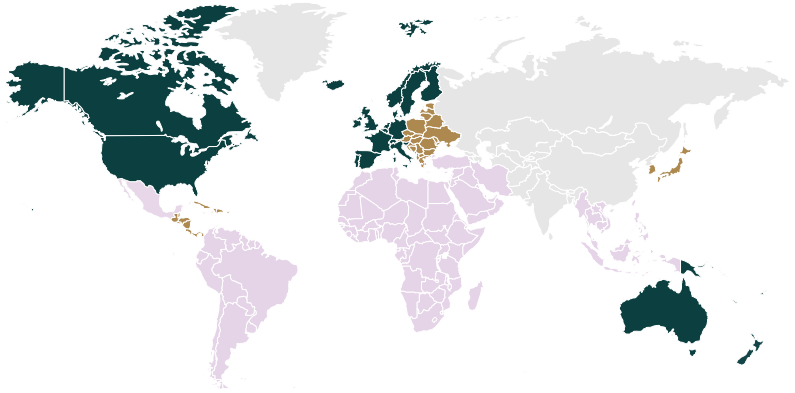


Note: People were treated as actively assuming if they had a score of 60+ out of 100. Country examples were provided for regions (i.e., Central American or Caribbean countries like Costa Rica or Jamaica; South American countries like Brazil, Colombia, or Argentina; Western European countries like the United Kingdom or France; Eastern European countries like Poland or Romania; Oceanian countries like Australia or New Zealand; East Asian countries like Japan or South Korea; Southeast Asian countries like the Philippines or Thailand; Middle Eastern countries like Jordan or Turkey; African countries like Kenya or Nigeria).

NUANCES IN TRUST

Beyond the readily apparent grouping of Western, industrialized regions, we questioned whether other regions were viewed in statistically similar ways. Using the three components of trust measured in our trust score,[2] we conducted a hierarchical cluster analysis to see if there were naturally occurring groupings of regions based on people's perceptions.

A cluster analysis uses all the information put into it and identifies what things are most similar to one another. When using this three-dimensional approach to understanding Americans' views, regions across the globe coalesced into three distinct groupings:[3]



The three major components of trust in charities

- General trustworthiness of charities in that region
- Beliefs about the good things charities may do (e.g., support their communities, help during times of crisis, make a lasting positive impact)
- Beliefs about the bad things charities may do (e.g., misuse funds, discriminate against certain groups, engage in criminal behaviors)

*For more on our methodology for defining and measuring trust, see page 22.

MOST TRUSTED
(Western, industrialized regions)

Charities in this group are the most trusted by Americans. They are seen as doing the most good for their communities and the least likely to engage in problematic or illegal behaviors. This group is the same as the top four regions in the Charity Trust Score rankings: Canada, Western Europe, Oceania, and the United States. This further highlights how trust in Western, industrialized regions' charities is distinctly different from other regions.

LEAST TRUSTED

Americans trust charities in this group the least. They perceive charities in these regions as more likely than other groups to engage in problematic or illegal behaviors and less likely than other groups to be doing long-lasting, impactful work. This does not mean that Americans think these charities are doing a poor job. Importantly, Americans rate these regions' charities as doing good work overall – but their trust scores are not as high as those for other regions. These least trusted regions include Africa, Southeast Asia, Mexico, South America, and the Middle East.

MID-RANGE

Some regions' scores positioned them between the most and least trusted groups on all three dimensions. Charities in these areas are perceived as generally effective in serving their communities, but not to the same extent as those in the most trusted group. While these charities are considered to have fewer issues with problematic or illegal behaviors compared to the least trusted group, they are still seen as having room for improvement in these areas. These mid-range regions are East Asia, Eastern Europe, and Central America/Caribbean.

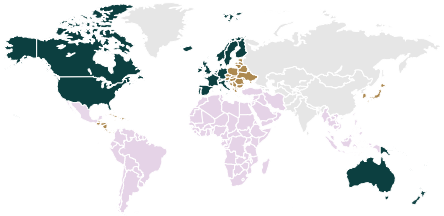
[2] See Appendix Table 1 for mean scores on each of these components by region
[3] See Appendix Table 2 for mean scores on each of these components by grouping

FACTORS THAT CONTRIBUTE TO TRUST

Views of charities are shaped by Americans' perceptions and assumptions about the regions they operate in, such as:

- Feeling a connection to the region,
- Thinking the region regularly experiences unrest or natural disasters, or
- How economically developed a region is believed to be.[4]

However, these factors operate differently depending on the trust cluster a region falls into.



[4] Perceived proximity from that region to the U.S. was assessed for all conditions except for those assigned to the U.S. condition. Proximity was not a significant predictor of trust or positive views for any of the groups. For the most and mid-range trusted groups, closer proximity was related to more negative views.

Factors that Contribute to Trust and How They Relate to Regions/Clusters

DV	Trust			Postive			Negative		
Group	1	2	3	1	2	3	1	2	3
Connection	↗	↗	↗	↗	↗	↗			↘
Disaster		↗			↗				
Unrest			↘			↘	↗	↗	↗
Economy	↗	↗	↗	↗	↗	↗		↗	↗

KEY:

- ↗ More X relates to more Y
- ↘ More X relates to less Y
- [ ] No relationship

*See Appendix Table 3 for more details on regressions and beta weights

PERSONAL CONNECTION

Personal connection increases positive perceptions of all charities and regions across the board. These connections may include places with shared cultural ties, historical links, or strong diplomatic relationships. Essentially, the more familiar and closely tied a person is to a region, the more likely they are to view it in a positive light.

There is an added bonus for charities in lesser-trusted regions – these personal connections protect against and combat negative assumptions donors might otherwise hold. As such, strengthening potential donors' connections to your region might help reduce negative perceptions while also bolstering favorable views and trustworthiness.

UNREST

Political and social unrest has a clear effect on how Americans view different regions, ultimately putting them in a more negative light. For the most trusted and mid-range groups, unrest had no measurable effect on perceptions of trustworthiness and positive views. For the least trusted regions however, views of unrest are detrimental, degrading perceptions of trustworthiness and positive views.

NATURAL DISASTERS

How often a region has to deal with natural disasters only affects perceptions of mid-range trusted regions. For instance, Americans tend to view these regions more positively and trust them more when they have to deal with disasters regularly.

ECONOMIC DEVELOPMENT

A robust economy can lead to more positive perceptions and trust among Americans, as it indicates prosperity, development, and stability. However, a stronger economy can also raise concerns about corruption, which may negatively impact perceptions. This detrimental judgment is only observed in the case of charities in the mid-range and least trusted groups.



PATHWAYS TO TRUST AND CONNECTION

Recommendations for charities



INSPIRE AND EDUCATE

Perceptions and assumptions about the regions in which charities operate can have a major impact on how Americans think about these charities.[5] If you are with a charity based outside the U.S., fundraising here can feel challenging: Americans don't often look to give abroad and are hesitant to give to foreign charities even when they are best situated to act in a crisis.

Luckily, there are actions your organization can take to connect effectively with American donors. By taking control of your narrative and educating donors about your organization and mission, you can build trust and counteract pre-existing assumptions that impact your relationships.

[5] Perceived proximity of that region to the U.S. (not asked in the U.S. condition) was also assessed but it was not a significant predictor of trust, positive views, or negative views for lesser trusted regions.

GET EMOTIONAL

Philanthropy in the U.S. is driven by emotions. When Americans feel emotionally attached to a region, they see charities there as more trustworthy and as doing good work; they also have fewer concerns about how charities in that area operate. Donors want to feel good about themselves and the work they are supporting.

Use emotional hooks to draw people in. Aim to inspire them by telling your biggest success stories and giving them clear information about what different-sized donations can do. If you can get a potential donor to care about your mission and the region you operate in, they will trust you more and in turn be more likely to donate.



FROM SURFBOARDS TO SEWING MACHINES

When mission meets narrative, lives are changed — and donors are inspired to give.

Hope House Mauritius exemplifies how clear, compelling storytelling can invite transformative giving. Operating across Mauritius, Malawi, and Madagascar, this nonprofit weaves a donor-friendly narrative that resonates deeply with supporters, from surf therapy programs for girls to vocational training in sewing, carpentry, and agriculture. By educating donors about their unique programs, providing transparent, emotionally resonant success stories, and reframing how people view charities in their region, they demonstrate all three of the trust-building strategies outlined in this report.

Their stories don't just highlight need; they showcase growth, resilience, and community strength. Whether it's a teen returning as a coach after hardship or a student earning a university degree, Hope House communicates with U.S. donors in ways that are transparent, human-centered, and hopeful.

One standout example is Varshini, who joined their surf program at 13 and, with Hope House's support, became a surf coach and breadwinner for her family. Her story shows donors exactly how their gifts can spark generational change. On their website, Hope House shares real stories like Varshini's that clearly demonstrate the impact of their programs on youth, making the outcomes of donor support tangible and deeply personal.



13 grants

Totaling over

$170k



FIGHT CONFUSION, GIVE CLARITY

Confusion and uncertainty in any form can harm many charities' chances with potential donors. Uncertainty is a common feeling when thinking about charities – 40% of U.S. adults expressed some degree of uncertainty about how charities in other countries operate. This is a major problem for charities in lesser-trusted regions.

To fix this, preempt concerns and questions. Provide information on how your organization will use donors' funds, how you are structured, and what certifications you may have. Create a Frequently Asked Questions section on your website to answer these questions and others you commonly receive. Being more transparent helps donors feel more confident in you and the donations they make. In a separate study, we found that 64% of U.S. adults said they would donate more money if they knew more about how a charity operated and how their donation would be used.

64%

% of U.S. adults said they would donate more money if they knew more about how a charity operated and how their donation would be used.

TAKE CONTROL OF YOUR NARRATIVE

Most Americans will not be well acquainted with the countries you work in – often, they will only know what they hear in major news stories or on social media. We found that when a charity is operating in a country that Americans think has high levels of unrest, they tend to trust that organization less and assume it engages in problematic business practices, including overpaying staff, misusing funds, or discriminating against certain groups.

To combat these assumptions, it is important for charities – especially those outside of Western Europe and North America – to clearly articulate a credible story for donors that shows how they are dealing with their local challenges. Some examples could include:

- Publishing a regular situation report for donors that describes any ongoing local crises your organization is tracking, and how you are responding to it.
- Highlighting stories of 'normal' life enabled by your work; for example, businesses operating day-to-day or students at school completing a project or exam.
- Promote any externally verifiable reviews or approvals your organization has received that show the strength of your governance and financials.

If you can communicate clearly and effectively to counter Americans' assumptions about your organization, you clear the way for a more meaningful and impactful connection.



CONNECT YOUR WORK TO HIGH-VISIBILITY DISASTER RESPONSES

Americans are particularly empathetic toward charities in certain regions that regularly deal with natural disasters, thinking they do important work and are more trustworthy. Highlight how your organization steps up when disasters hit your community and how donors can aid those efforts. However, potential donors can be a bit hesitant to give directly to local charities during crises. You may consider partnering with a trusted U.S. organization, like CAF America, so donors feel more confident in donating. CAF America's validation process can help bolster trust and mitigate concern about stability during these times of crisis.

GLOBAL RELIEF NAVIGATOR
POWERED BY CAF AMERICA

The Global Relief Navigator is CAF America's flagship tool for disaster relief and response. This tool presents a map of humanitarian disasters and crises around the globe and a list of charities responding to each. All charities featured on the map are validated by CAF America and have proven track records for responding to crises. Donors can sort and search for organizations located directly in the impacted country and find responding partners that truly have a local and grassroots presence.



iCare Thailand Foundation: Adapting to Crisis with Compassion

Disasters demand immediate action from everyone in the community. While iCare Thailand Foundation's core mission is to provide educational access for underserved communities, their team created a Disaster Relief program precisely because floods are a certainty in Thailand. When severe flooding from Typhoon Yagi struck earlier this year, iCare's team quickly shifted into disaster relief mode. They mobilized their networks, volunteers, and local partners to deliver critical supplies – clean drinking water, food, hygiene kits, blankets, and medicine – within 24 hours, often being the first relief organization on the scene.

This rapid, community-centered response not only met urgent needs but also caught the attention of new supporters. Donors appreciated iCare's efficiency and ability to act outside their usual scope without compromising their core identity. As a result, they've seen increased interest from potential donors and received several new funding opportunities focused on both emergency response and long-term development – strengthening their ability to respond in the future.

EXPAND YOUR NETWORK

Even among U.S. donors open to supporting international charities, many ultimately choose not to give abroad. This puts foreign-incorporated organizations at a disadvantage when trying to raise funds directly from U.S. donors. To overcome this barrier, your organization should consider joining partnership networks within your own country and/or establishing direct relationships with U.S.-based organizations to streamline donation channels and build donors' trust.

Within the global philanthropic landscape, intermediaries play a crucial role in bridging this 'trust gap.' For instance, CAF America ensures regulatory compliance and mitigates risk while connecting U.S. donors with vetted foreign charities. These safeguards increase confidence, making it easier for donors to support local response efforts through trusted U.S. channels, especially in cases where sanctions and other high-level, complex regulations exist.

"We are pleased to see an increase in private investments in Syria following sanctions relief, however, it will take some time for these investments to result in tangible impacts for the Syrian people. For humanitarian organizations, sanctions continue to complicate response efforts, particularly in terms of delaying the delivery of supplies and financial transactions."

– International Rescue Committee



In the aftermath of the 2023 earthquakes in the Gaziantep region of Syria and Türkiye, millions of people were left without shelter, water, or basic healthcare. Soon after the earthquake, the Office of Foreign Assets Control (OFAC) issued a general license that eased pathways for humanitarian aid to flow into Syria, a historically highly sanctioned area. U.S. donors stepped in to support trusted local partners delivering critical relief; and many wanted to support local organizations rather than INGOs.

To meet this need, U.S. intermediaries were a critical connector that helped donors navigate a complex giving environment. CAF America's support for earthquake response across Syria and Türkiye has totaled over $2.5 million to date, with donations funding vetted, high-impact programs that delivered food, shelter, and medical supplies. Two years later, grantees continue to rebuild infrastructure, create safe spaces for children, and offer trauma-informed programming to restore a sense of normalcy.

ACTIONS YOU CAN TAKE TODAY

1. **Foster deeper connections through emotions.**
   Americans are particularly motivated to give when they feel connected to a cause. Emotions play a big role in the decisions they make around philanthropy and who they trust with their donations. Focus on encouraging people to care about your cause, and tie your work to the region you operate in. Tell your story loudly, proudly, and passionately. Spotlight your successes and the value of your work in your community. Once you form a relationship with them, you can more easily turn these one-time donors into repeat donors through targeted requests.

2. **Refocus the narrative.**
   Don't let major news stories be the only information people read about your region. These stories can embed certain assumptions and fears that will make potential donors skeptical of your work. Counteract these negative assumptions by highlighting the good work your organization is doing, your positive impacts in your community, and the stability your organization brings to the people you serve. Focus on human experiences, success stories, and common interests, instead of challenges due to unrest or violence. Give potential donors the tools to learn about and engage with your life-changing work.

3. **Communicate transparently.**
   Uncertainty creates a space that is often filled by distrust and assumptions of bad behavior. Donors want to be educated with transparency about how your organization operates, that you are doing good work, and assurance that your organization is above board. Proactively look for ways to address questions potential donors may have and listen to the feedback you receive for things that can be better clarified.

4. **Partner with a trusted U.S. charity.**
   By partnering with an organization like CAF America, you open more doors for fundraising. Americans are much more likely to donate to a domestic charity that is doing work abroad than charities in those same areas. CAF America's validation process can help bolster donors' trust in and mitigate concern about your operations.



A NEW CHAPTER OF GIVING:
How Alegría Intensiva Reached New Donors Through Storytelling

"Sharing our story through CAF America gave us more than just funding — it gave us visibility, trust, and a chance to show the world how powerful joy can be in a hospital room."

– Alegría Intensiva Team

Laughter is healing — and now, it's reaching farther than ever.

Thanks to clear storytelling and CAF America's validation, Alegría Intensiva welcomed a new wave of U.S.-based donors in 2022. Based in Argentina, the nonprofit brings professional medical clowns into pediatric hospitals to ease fear, anxiety, and isolation for children facing serious illness. With support from CAF America totaling over $68,400 across seven grants, Alegría Intensiva expanded its reach to new hospitals and deepened its impact on children and families in medical care. In 2023 alone, their 22 trained artists delivered over 7,000 hours of programming, reaching more than 1 million children, families, and healthcare workers since their founding.

Their ability to communicate joy in a universal language helped build trust with international donors. With emotionally rich storytelling, vibrant imagery, and clear donation pathways, Alegría Intensiva showcases real moments of healing through play. By transparently illustrating its impact — like reaching over 5,000 children through CAF America-supported programs at two major hospitals — the organization deepens donor confidence and turns compassion into action.





METHODOLOGY

METHODOLOGY

This report is based on a national survey of 4,076 U.S. adults. Responses were collected by Centiment on behalf of CAF America between January 29 and February 7, 2025, using Centiment's online panel.

The data was weighted to Census demographic information for age, gender, age by gender, income, and region to ensure results are nationally representative (margin of error ±2%).

Respondents were randomly assigned to share their views on charities in one of 12 global regions (wording below is what participants saw):

- The United States
- Canada
- Mexico
- Central American or Caribbean countries like Costa Rica or Jamaica
- South American countries like Brazil, Colombia, or Argentina
- Western European countries like the United Kingdom or France
- Eastern European countries like Poland or Romania
- Oceanian countries like Australia or New Zealand
- East Asian countries like Japan or South Korea
- Southeast Asian countries like the Philippines or Thailand
- Middle Eastern countries like Jordan or Turkey (Türkiye)
- African countries like Kenya or Nigeria

Each region received at least 320 responses (margin of error is approximately ±7% per region).

This research provides a valuable snapshot of how Americans view international charities and the regions they operate in. These insights can help inform future philanthropic engagement and cross-border collaboration.





DEFINING TRUST IN CHARITIES

Charity Trust Score

Trust is a key component of a functioning society. But it can be a challenging topic to study, because trust is a complex and multifaceted concept that varies greatly across countries and institutions.

At its core, trust in an organization is about believing that they will do good and avoid bad of their own accord. However, people might trust that a charity will help during a time of crisis and serve their community well, but at the same time, not trust them to use funds appropriately. To capture these nuances in trust, we asked Americans:

- How trustworthy they find charities in a particular region,
- The likelihood of charities in that region doing five different positive things (e.g., support their communities, help during times of crisis, make a lasting positive impact), and
- The likelihood of these charities doing five different negative things (e.g., misuse funds, discriminate against certain groups, engage in criminal behaviors).

Respondents could say they were uncertain about any of these. Questions people were uncertain about were excluded from calculating their sense of trust.

Throughout this report, we use a combined score reflecting all these views and each of the three components individually to understand what trust looks like and how charities in different regions compare.



APPENDICES

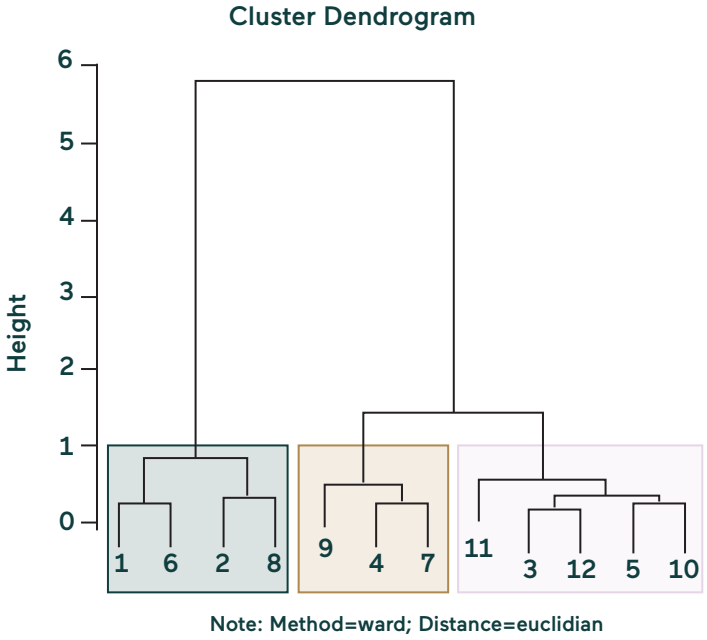
APPENDIX TABLE 1

Mean scores out of 100 for each component of trust, by region

	Trustworthiness	Positive impact	Problematic behavior
Canada	69.70	71.21	38.43
W. Europe	67.91	67.95	47.91
Oceania	67.66	70.00	42.74
U.S.	65.10	70.40	48.22
E. Asia	58.26	64.55	48.92
E. Europe	56.71	61.48	51.73
Overall	56.42	63.32	50.59
C. America/Caribbean	53.88	59.88	53.94
Africa	50.78	60.41	55.09
SE. Asia	50.34	60.96	52.59
Mexico	48.87	58.85	56.12
S. America	47.26	59.02	51.64
Middle East	45.86	56.35	58.05

APPENDIX TABLE 2

Cluster Analysis Groupings



Note: Method=ward; Distance=euclidian

Score out of 100	Most Trusted (Group 1)	Mid-Range (Group 2)	Least Trusted (Group 3)
Problematic behavior	44.5	51.5	54.8
Positive impact	69.8	62.0	59.1
Trustworthiness	67.3	56.3	48.6

1 = U.S.
2 = Canada
3 = Mexico
4 = C. America/Carib.
5 = S. America
6 = W. Europe
7 = E. Europe
8 = Oceania
9 = E. Asia
10 = SE. Asia
11 = Middle East
12 = Africa

APPENDIX TABLE 3

Beta weights for the regression analyses of how perceptions are related to different components of trust

	Trustworthiness			Positive impact			Problematic behavior		
	G1	G2	G3	G1	G2	G3	G1	G2	G3
Connection	.21***	.31***	.54***	.23***	.30***	.46***	0.04	0.04	-0.13**
Disaster	0.06	.12**	0.00	0.03	.16***	0.04	0.06	-0.01	0.06
Unrest	0.02	0.03	-0.08	-0.04	-0.02	-.14***	.36***	.43***	.22***
Economic development	.19***	.24***	.20***	.24***	.28***	.19***	-0.01	.17***	.19***

Note: All regression models were significant (all *ps* < .001). G1: Most trusted regions; G2: Mid-range regions; G3: Least trusted regions.
** $p < .01$; *** $p < .001$

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