

# The State of Public Trust in the Charitable Sector

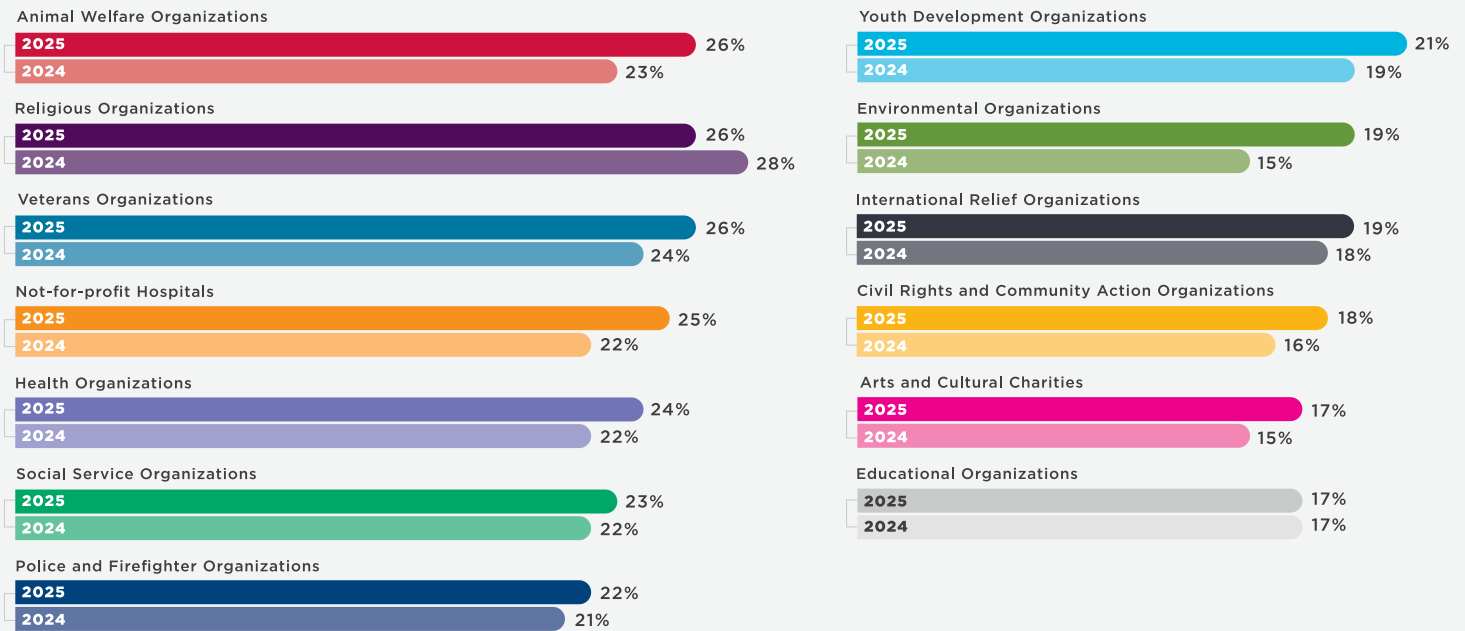
Trust remains a fundamental condition for charitable giving, yet a substantial gap persists between how much donors value trust and the level of trust they actually report.

High trust importance

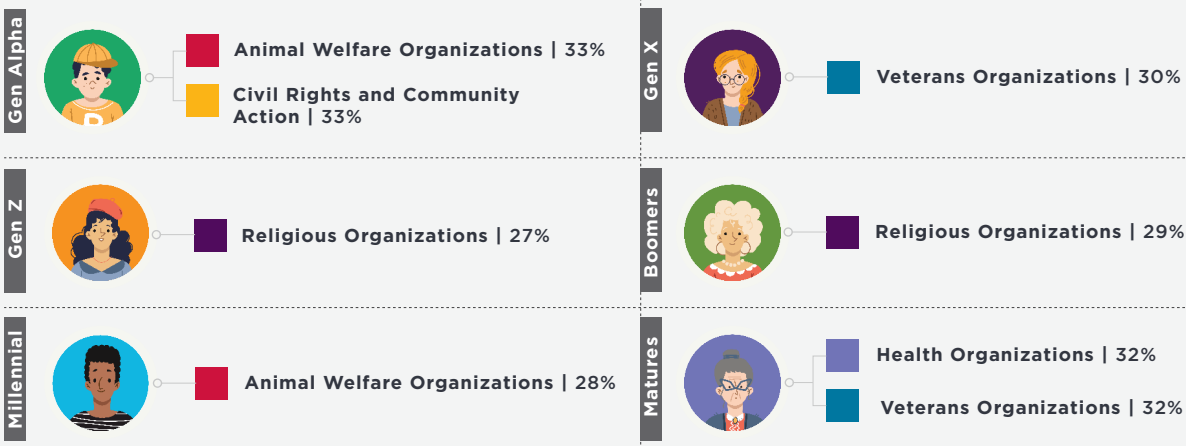
High trust



Between December 2024 and December 2025, “high trust” increased across 12 of the 13 charity categories, with the largest gains seen in environmental and animal welfare organizations.



## Most trusted charity category for each generation



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