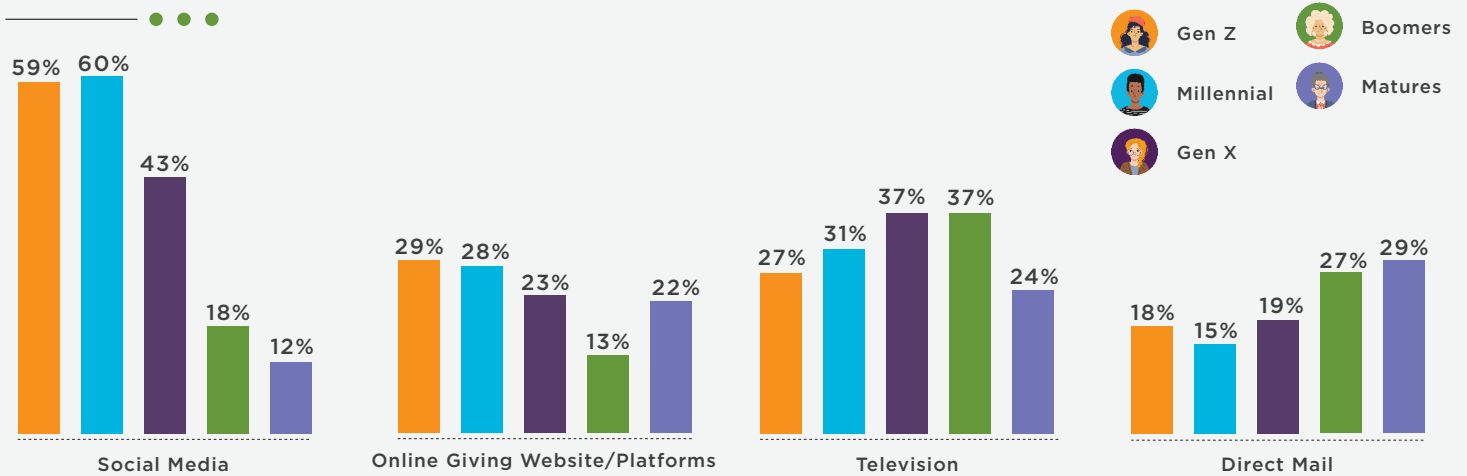
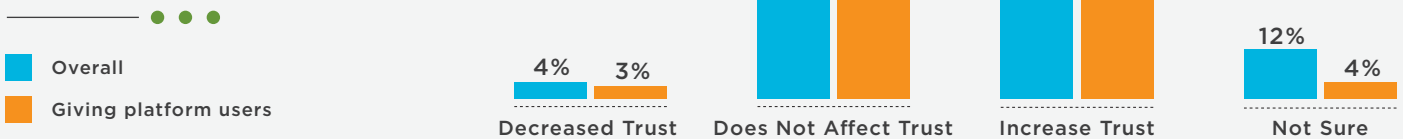


When asked to identify the top ways they learn about charitable organizations, younger adults are more likely to cite social media and giving platforms, while older generations rely more on TV and direct mail.



A charity's presence on a well-known donation platform increases trust, particularly among platform users, with 62% reporting increased trust.



A significant portion of respondents expect online donation platforms to take a proactive role in verifying and overseeing charities before listing them.

