

Playing Favorites

Most donors select the same few charities when pressed to pick one that matters most.

By HEATHER JOSLYN

Top 20 Charities

54% of donors chose one of the following 20 as their favorite. (The five most popular are in bold.)

ALSAC/ST. JUDE

AMERICAN CANCER SOCIETY

AMERICAN HEART ASSOCIATION

ASPCA

AMERICAN RED CROSS

DISABLED AMERICAN VETERANS

DOCTORS WITHOUT BORDERS

FEED THE CHILDREN

FEEDING AMERICA

GOODWILL INDUSTRIES

GUIDING EYES FOR THE BLIND

PLANNED PARENTHOOD

SALVATION ARMY

SAVE THE CHILDREN

UNICEF

UNITED WAY

WORLD WILDLIFE FUND

WOUNDED WARRIOR PROJECT



IF YOU COULD only support one charity, what would it be?

More than half of the 1,000 donors chosen at random to answer that question picked one of 20 charities, underscoring the power of national and international nonprofits. Thirty-six percent of respondents

GIVING

picked the same five groups.

Here are key findings of the study by the companies Grey Matter Research & Consulting and Op4G.

Donors over all favor larger organizations

The 289 charities donors picked as their favorites have a median annual revenue — including private donations, government grants, fees, and earned income — of \$399 million.

Who likes large charities?

38%

of donors picked charities with an annual revenue of **\$1 billion or more**

- **Small donors, political conservatives, and Christians** were mostly likely to prefer organizations with an annual revenue of \$1 billion or more.
- 49% of **political conservatives**
- 47% of **donors who gave less than \$100** in the previous year
- 43% of **Christians**

Who likes small charities?

22%

of donors picked charities with an annual revenue of **less than \$50 million**

- **Bigger donors, non-Christians, and people with no religious affiliation** were most likely to pick a charity with annual revenue of less than \$50 million.
- 35% of **donors who reported no religious affiliation**
- 29% of **donors who gave at least \$2,000** in the year before the survey

Why do donors choose a particular charity?

Results **32%**

Trust **28%**

Personal connection to the cause **22%**

A connected world

60%

of donors named a favorite charity that **works globally**

Faith in secular charities

82%

of donors who attend worship services at least monthly chose a favorite charity that is **not faith-based**

Top 5 Causes

Here's what the data tells us about the five most popular causes, listed in order of popularity.

32%

Nearly 1 in 3 donors chose a favorite charity that focuses on **health-related causes**



DISEASE

Favored by:

- Donors earning less than \$40,000 annually
- People age 50 or older

Top reason picked as a favorite

Personal connection to the cause 22%



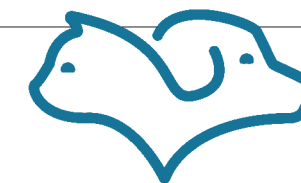
INTERNATIONAL RELIEF AND DEVELOPMENT

Favored by:

- People age 35 or younger
- Parents with children at home
- Donors who earn \$70,000 or more annually
- People who attend worship services

Top reason picked as a favorite

Proven results 21%



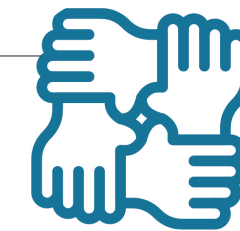
ANIMAL WELFARE

Favored by:

- People with no religious affiliation
- Women
- Donors who earn less than \$70,000 annually

Top reason picked as a favorite

Personal connection to the cause 22%



COMMUNITY DEVELOPMENT (UNITED WAY, ETC.)

Favored by:

- People age 65 or older
- Men
- Political conservatives and moderates

Top reason picked as a favorite

Proven results 23%



DISASTER RELIEF

Favored by:

- Men
- People under age 50
- Parents with children at home

Top reason picked as a favorite

Proven results 25%