

Independent
Sector

July 2026

TRUST

in Nonprofits
and Philanthropy



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Methodology



Survey

A 20-minute online survey among 3,000 U.S. adults 18+. Results are nationally representative across race, income, education, gender, age, and region.



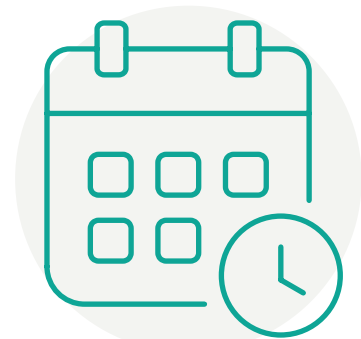
Qualboards

Two separate online qualboards were fielded over the course of three days, one containing 22 self-reported Democrats, and the other containing 22 self-reported Republicans.



Margin of Error

The margin of error for the sample of 3,000 U.S. adults is 2%. Margins of error are larger for subsamples.



Timing

The survey was fielded from April 3-20, 2026 while the qualboards were fielded from April 13-15, 2026.

Key Findings

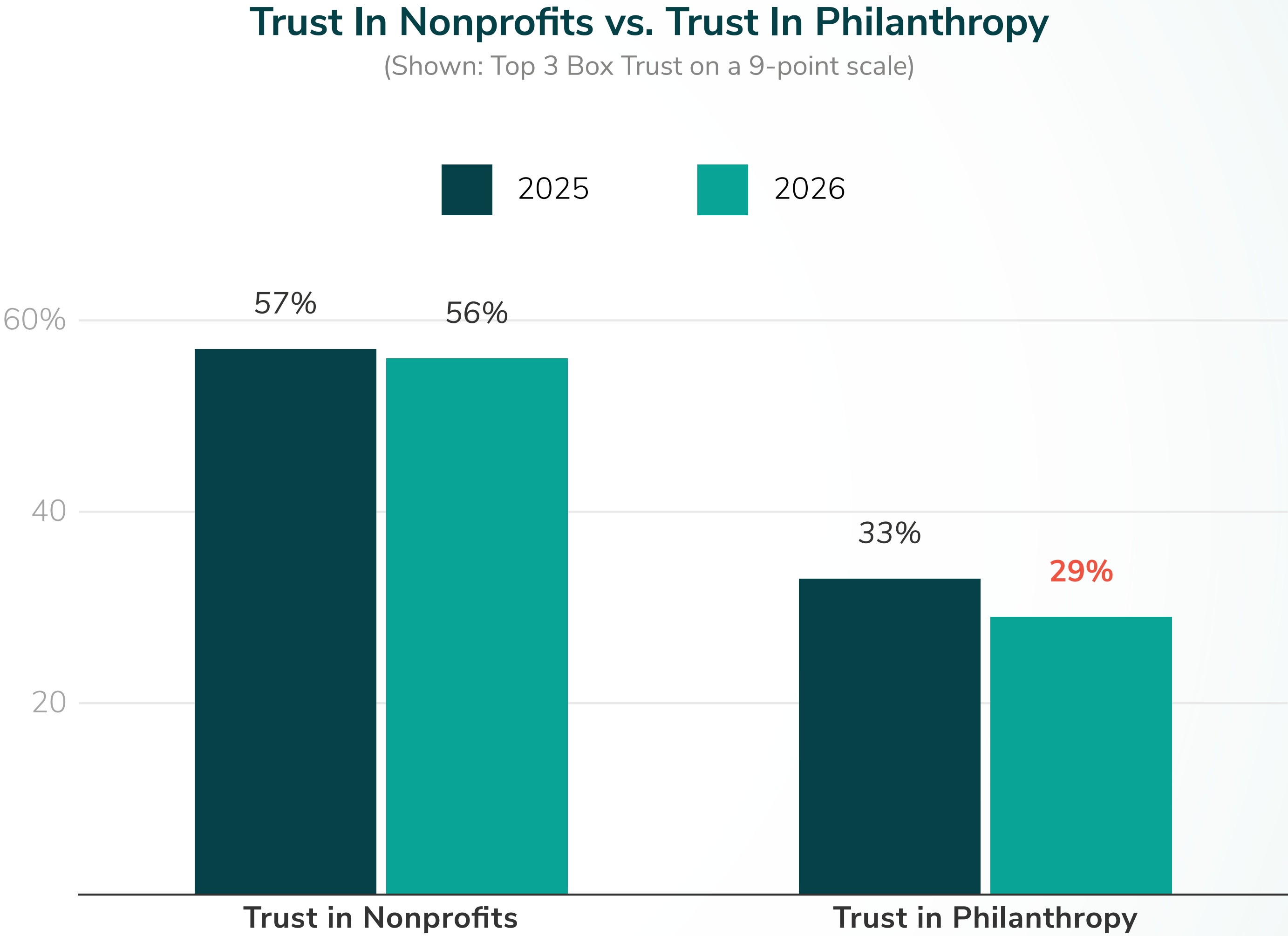
1. **Trust in nonprofit organizations is stable in 2026**, fueled by the belief that nonprofits are making things better in America. Trust in philanthropy dipped slightly in 2026 and remains significantly lower than trust in nonprofits.
2. **Nonprofits** stand out as rare points of common ground amid continued political polarization; they're **seen as unifying institutions** that are transparent, engage directly, and focus on tangible community impact.
3. Over half of respondents believe **nonprofits serve a unique role in driving community access to voter registration**. Further involvement in election activities splits public opinion, but trust in nonprofit election activities has risen significantly from 2025.
4. **The perceived independence of nonprofit organizations** from profit motives drives stronger trust in their integrity and societal role compared to corporations.
5. **Public trust in nonprofits' generative AI use is conditional**, driven by familiarity with generative AI but tempered by broad concerns about its risks and limitations.

The State of Trust

Trust in nonprofit organizations is stable in 2026, fueled by the belief that nonprofits are making things better in America. Trust in philanthropy dipped slightly in 2026 and remains significantly lower than trust in nonprofits.

Trust in nonprofit organizations is stable, but trust in philanthropy dipped in 2026

Q12. How much do you trust nonprofit organizations to do what is right? Base Size: Gen Pop (n=3000),
Q18. How much do you trust corporate foundations to do what is right? Base Size: Gen Pop (n=994),
Q22. How much do you trust private foundations to do what is right? Base Size: Gen Pop (n=1012),
Q26. How much do you trust high net worth individuals engaged in philanthropy to do what is right? Base Size: Gen Pop (n=994)



Bold red indicates data is significantly lower than 2025

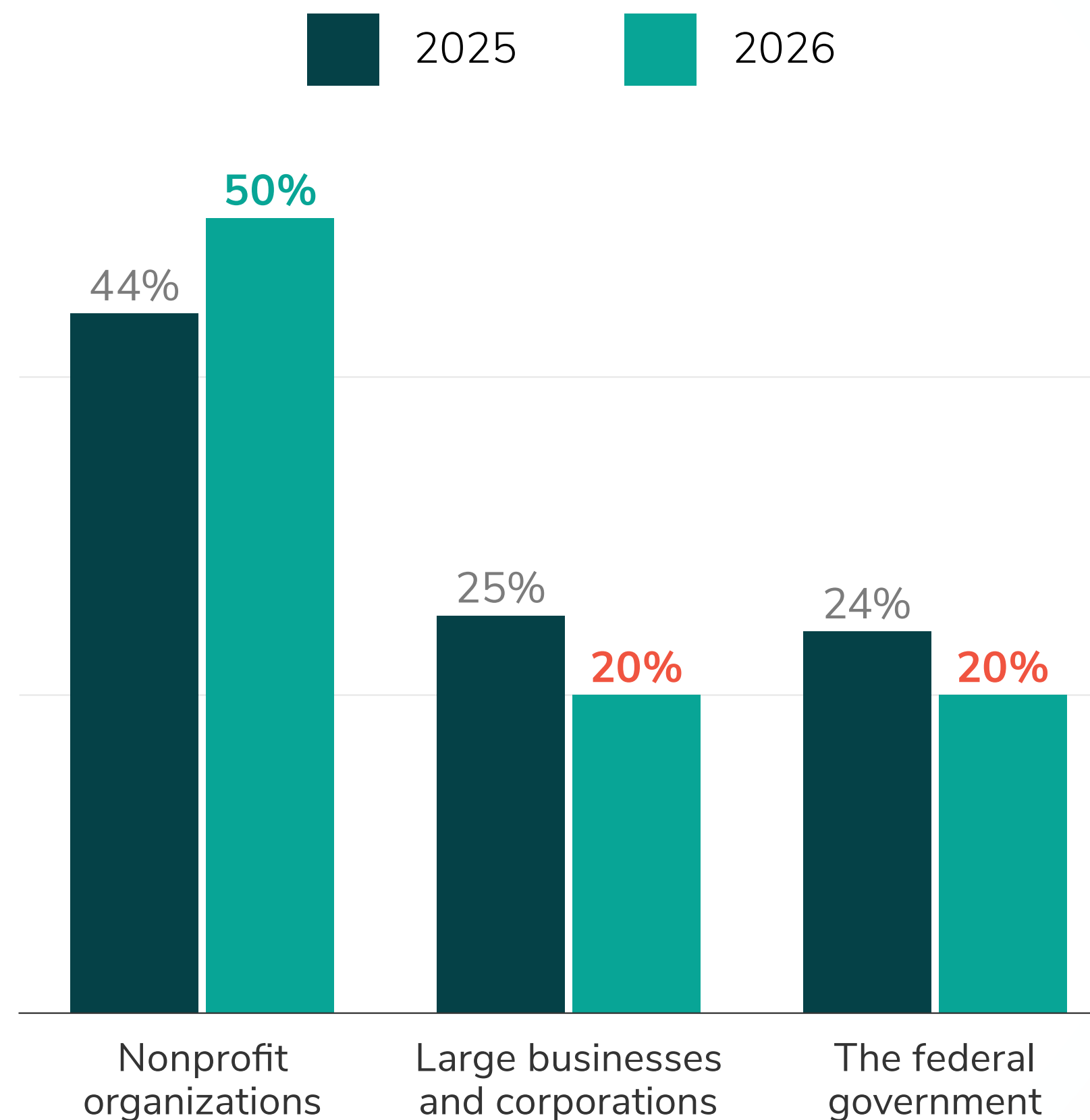
Belief that nonprofits are making things better in America has increased since 2025

The belief that corporations and the federal government are making things better has softened

Q36. Thinking about divisions in America today, do you believe the following institutions are generally making things worse or better? Base Size: Gen Pop (n=3000)

Making Divisions in America Better

(Shown: Top 2 Box Better on a 5-point scale)



Bold green/red indicates data is significantly higher/lower than 2025

“

“I do think nonprofits can help make things better, as they help support the greater public good. They give me some hope for a better future.”

Qualboard Respondent;
Democrat

“

“NPOs can help us to identify what is important. Additionally, it creates direction and like-minded action. NPOs bring people together. Positive results bring joy and unity.”

Qualboard Respondent;
Democrat



“

“By their nature, nonprofits are established to provide for the public good. Neither public nor private, they are an essential component of social welfare. They often help the marginalized and disenfranchised the most.”

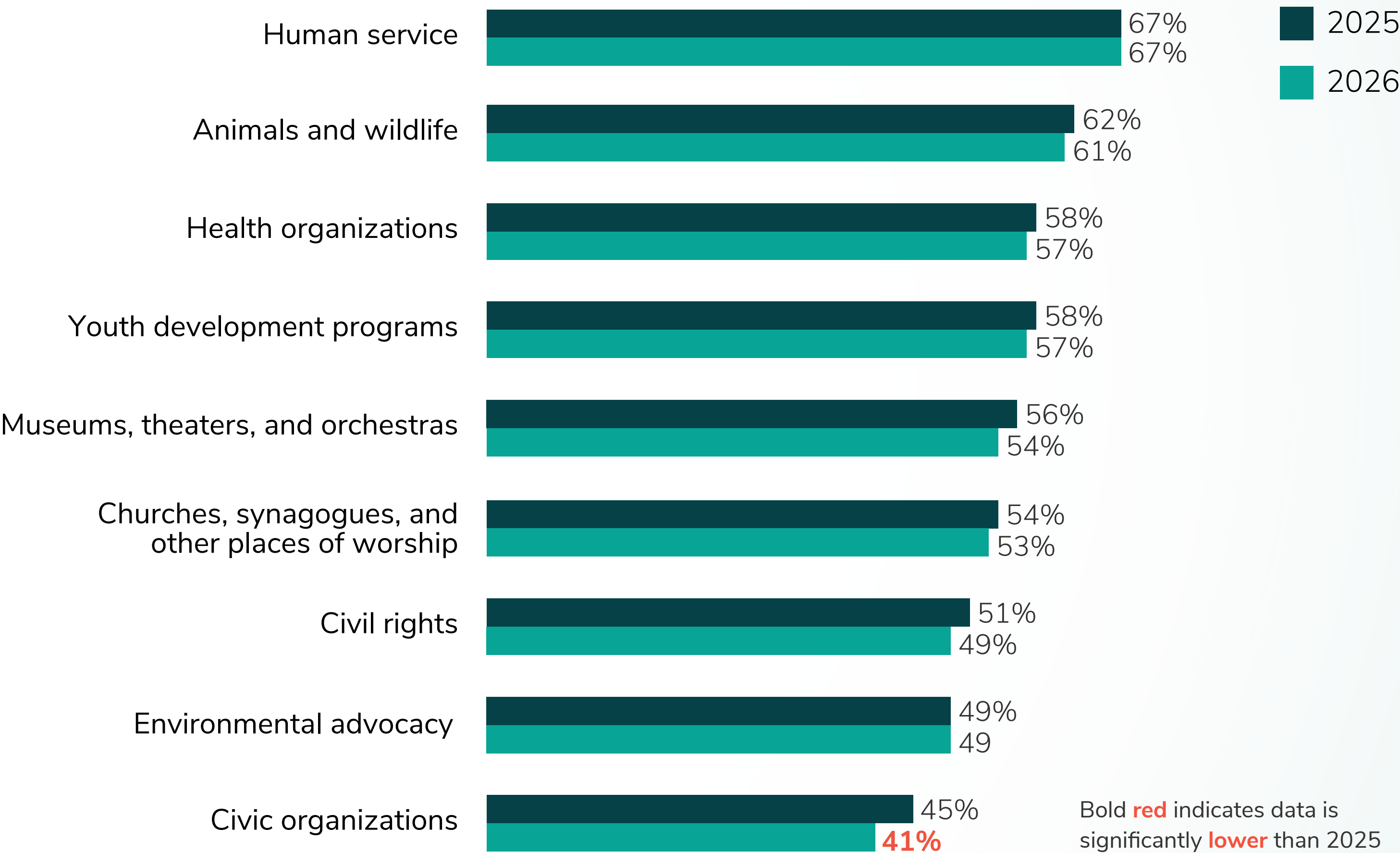
National Survey Respondent;
Liberal

Nonprofits focused on human services remain most trusted

Q15. How much do you trust the following types of nonprofit organizations to do what is right? Base Size: Gen Pop (n=3000)

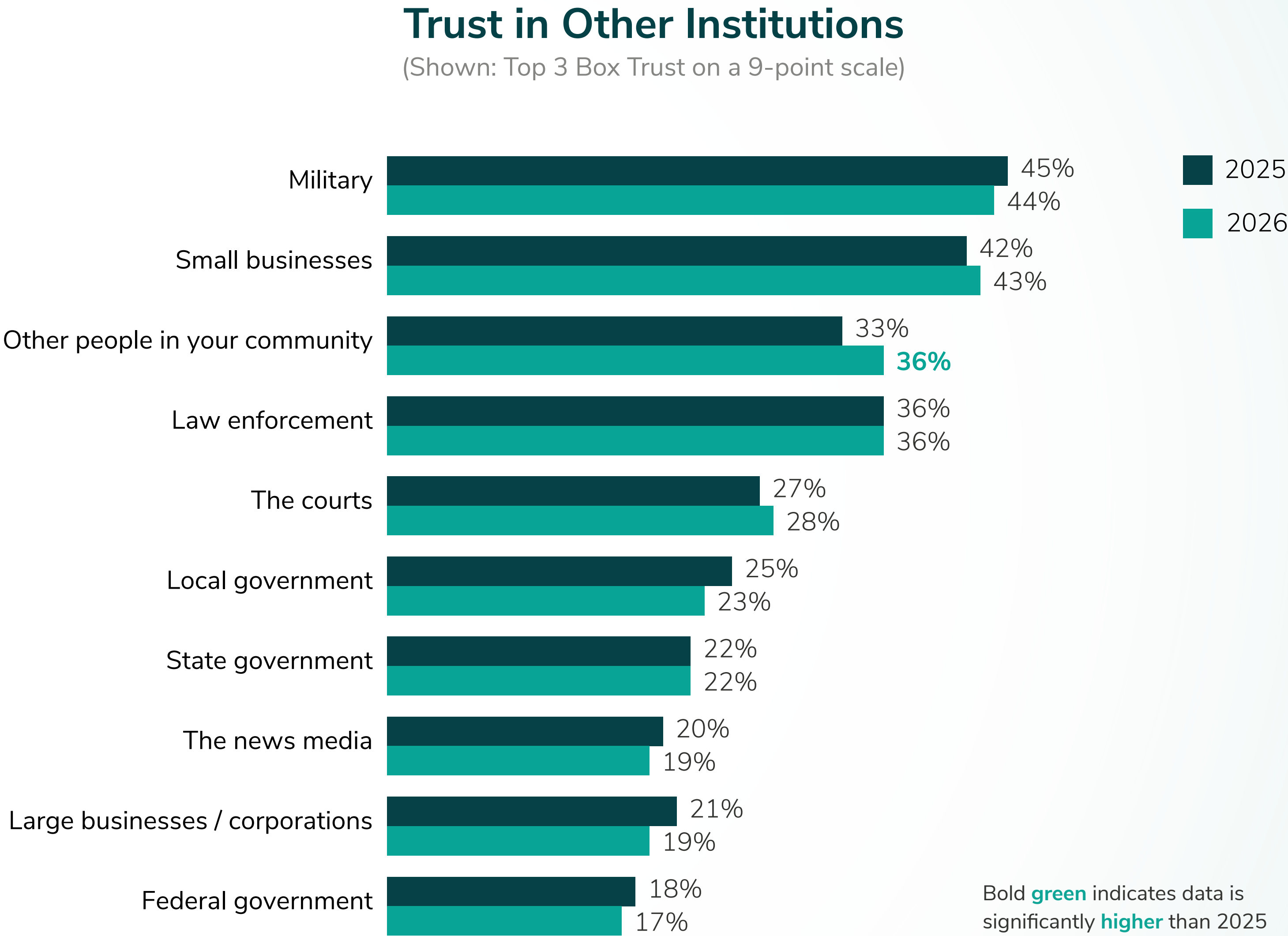
Trust in Specific Nonprofits

(Shown: Top 3 Box Trust on a 9-point scale)



Trust levels in other major institutions remain largely stable, lower than trust in nonprofits

Q30. How much do you trust the following institutions to do what is right? Base Size: Gen Pop (n=3000)

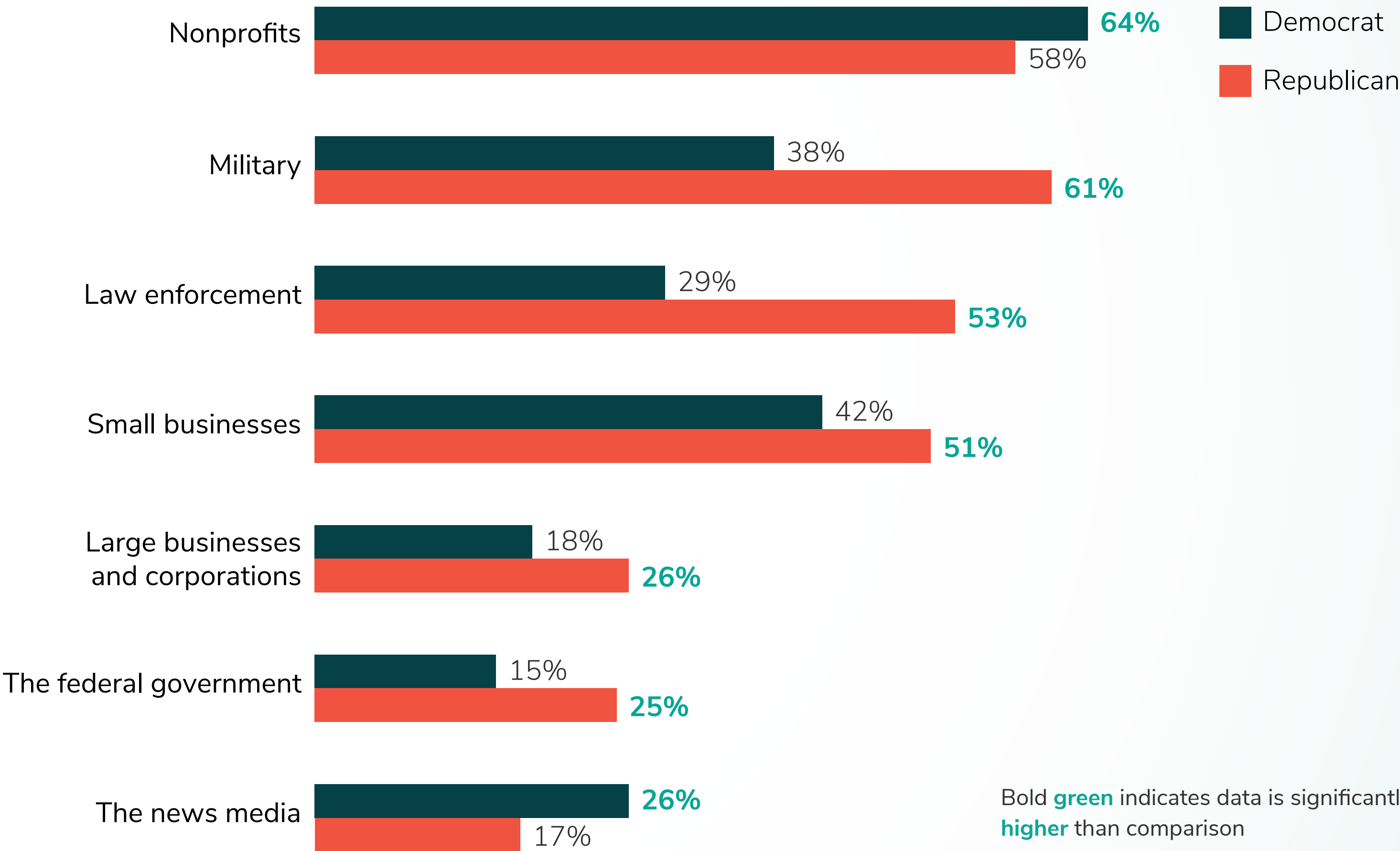


Trust in nonprofits is more bipartisan than trust in other institutions

Q30. How much do you trust the following institutions to do what is right? Base Size: Democrat (n=989), Republican (n=957)

Trust in Other Institutions

(Shown: Top 3 Box Trust on a 9-point scale)



What's Driving Trust

Nonprofits stand out as rare points of common ground amid continued political polarization; they're seen as unifying institutions that are transparent, engage directly, and focus on tangible community impact.

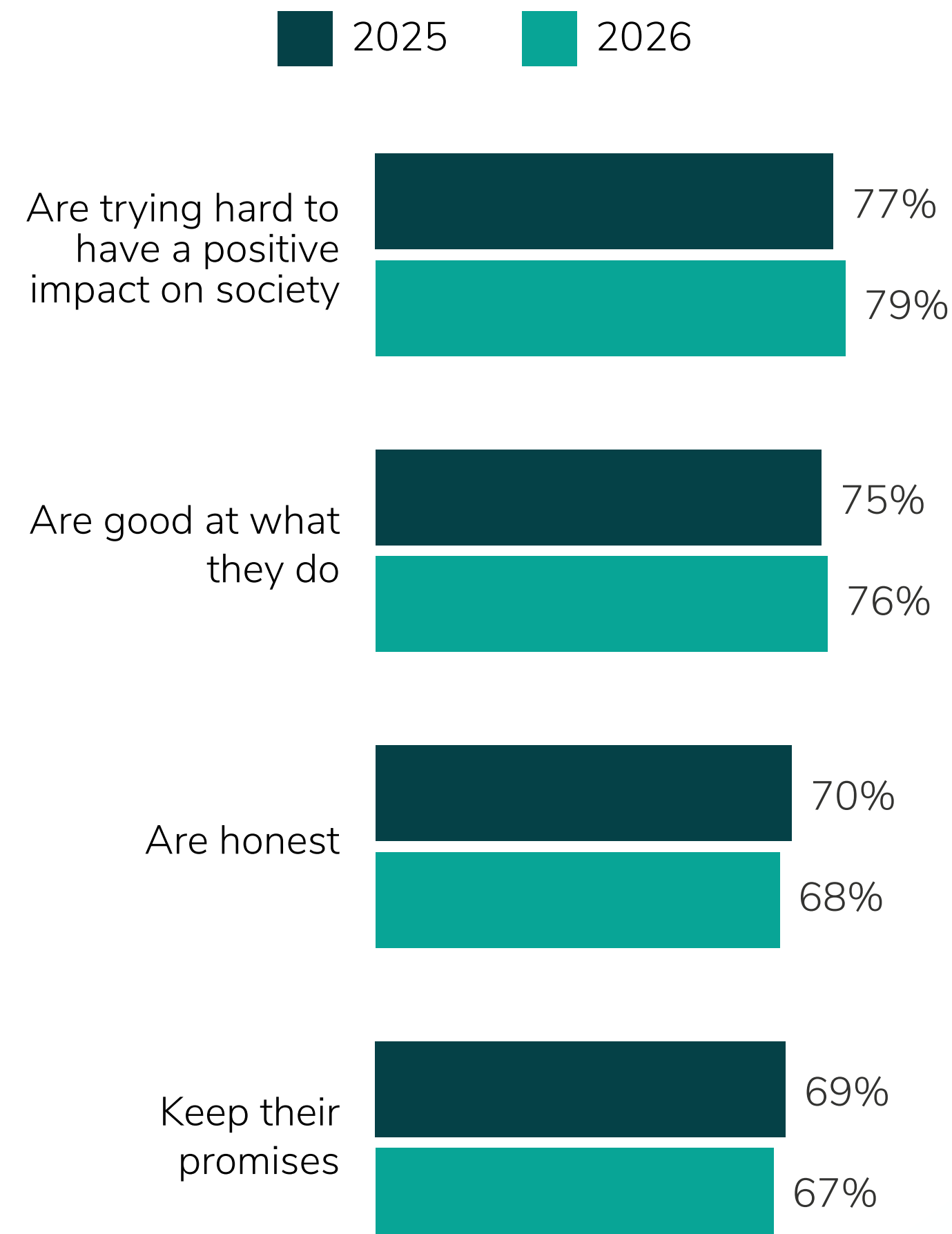
Nonprofits continue to be seen as good at what they do, honest, and mission-driven

Ratings across key trust
pillars remain strong, even as
confidence in other institu-
tions declines

Q14. How much do you agree or disagree with the following
statements about nonprofit organizations? Base Size: Gen
Pop (n=3000)

Positive Impact on Trust

(Shown: Top 2 Box Positive Impact on Trust on a
5-point scale)



“

“I trust them to do the right thing because they are organizations that are built or started with good will and mostly to help the unprivileged and issues that the government is not giving attention to.”

**National Survey Respondent;
Republican**

“

“I feel like nonprofits are very competent. They serve effectively in their communities. They assist in meeting the needs of the communities. They give back. When they have the money, most do what their passion has called them to do.”

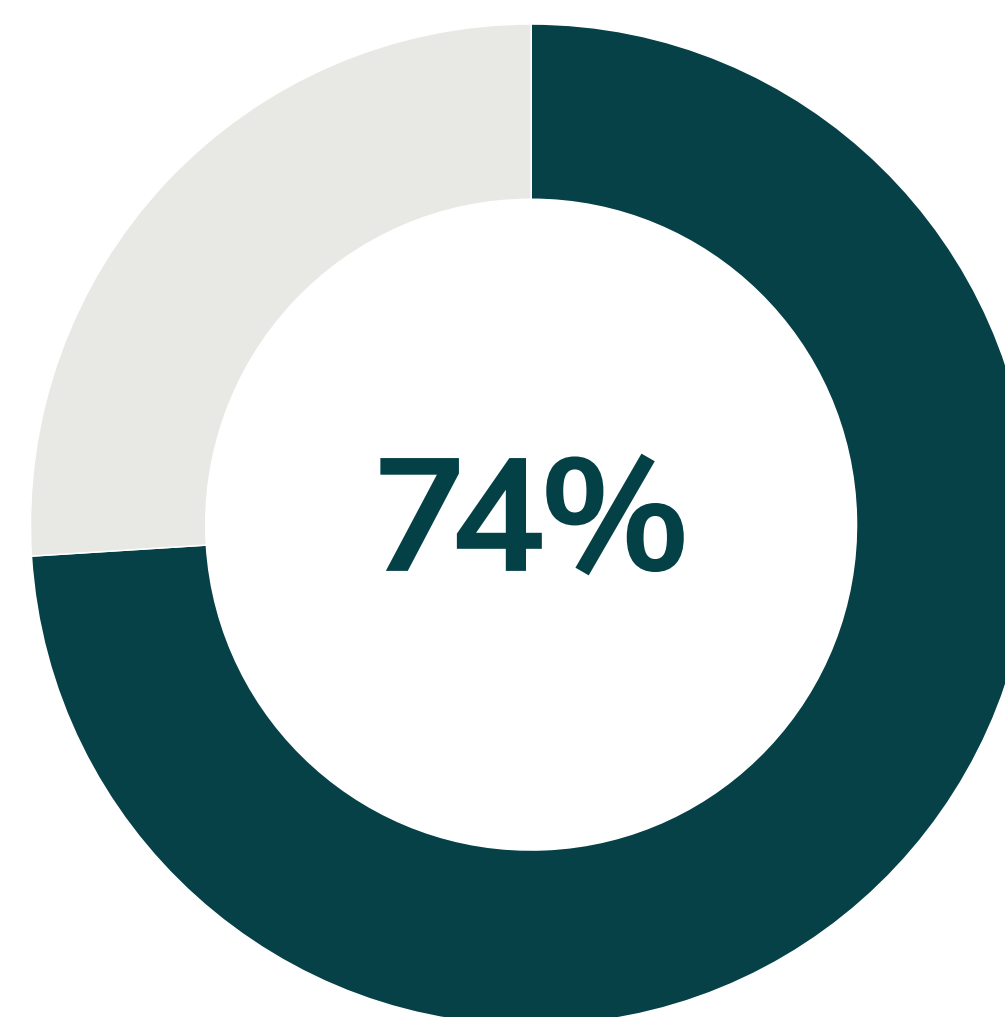
**Qualboard Respondent;
Democrat**

People are more likely to trust nonprofits that are transparent

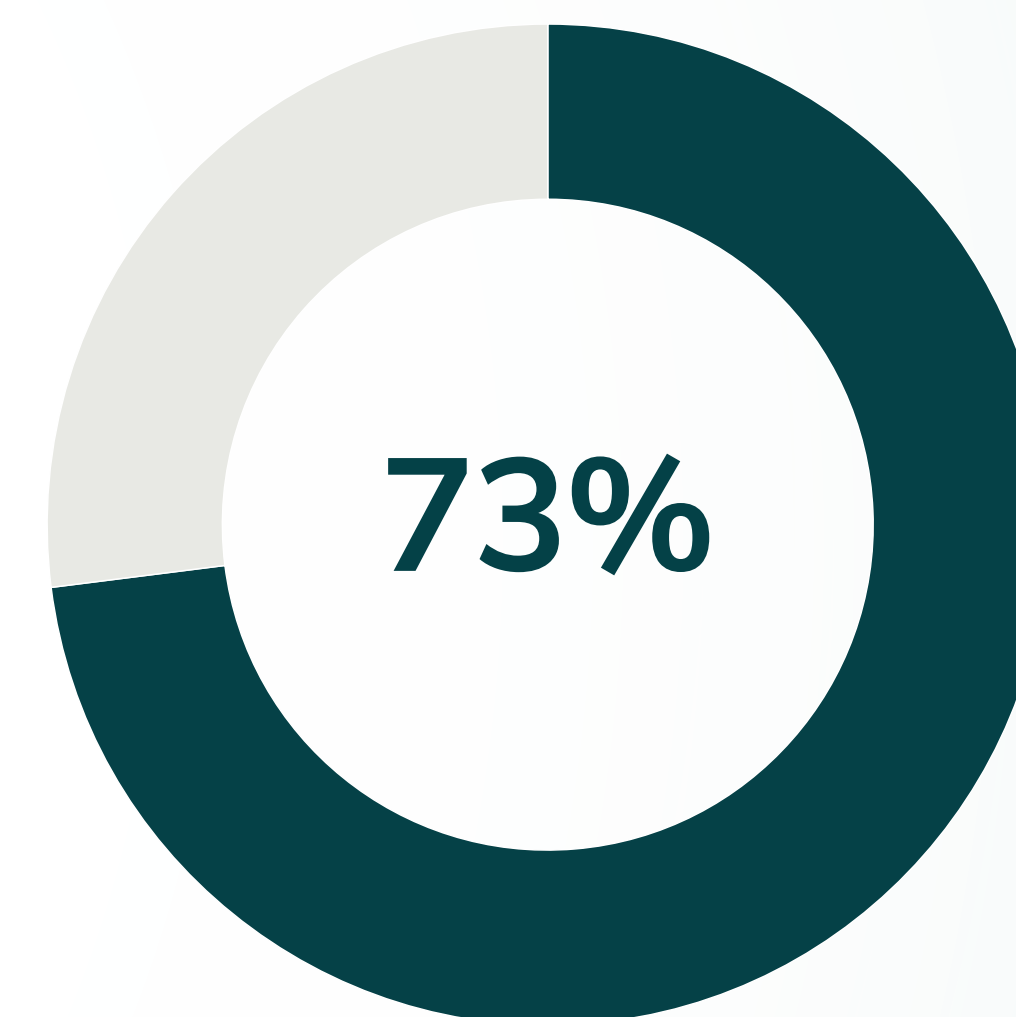
Q66. Thinking of the following business operations practices, which would impact your trust in a nonprofit organization?
Base Size: Gen Pop (n=3000)

Positive Impact on Trust

(Shown: Top 2 Box Positive Impact on Trust on a 5-point scale)



trust nonprofits that practice transparency in how funds are used



trust nonprofits that practice transparency in where funding comes from

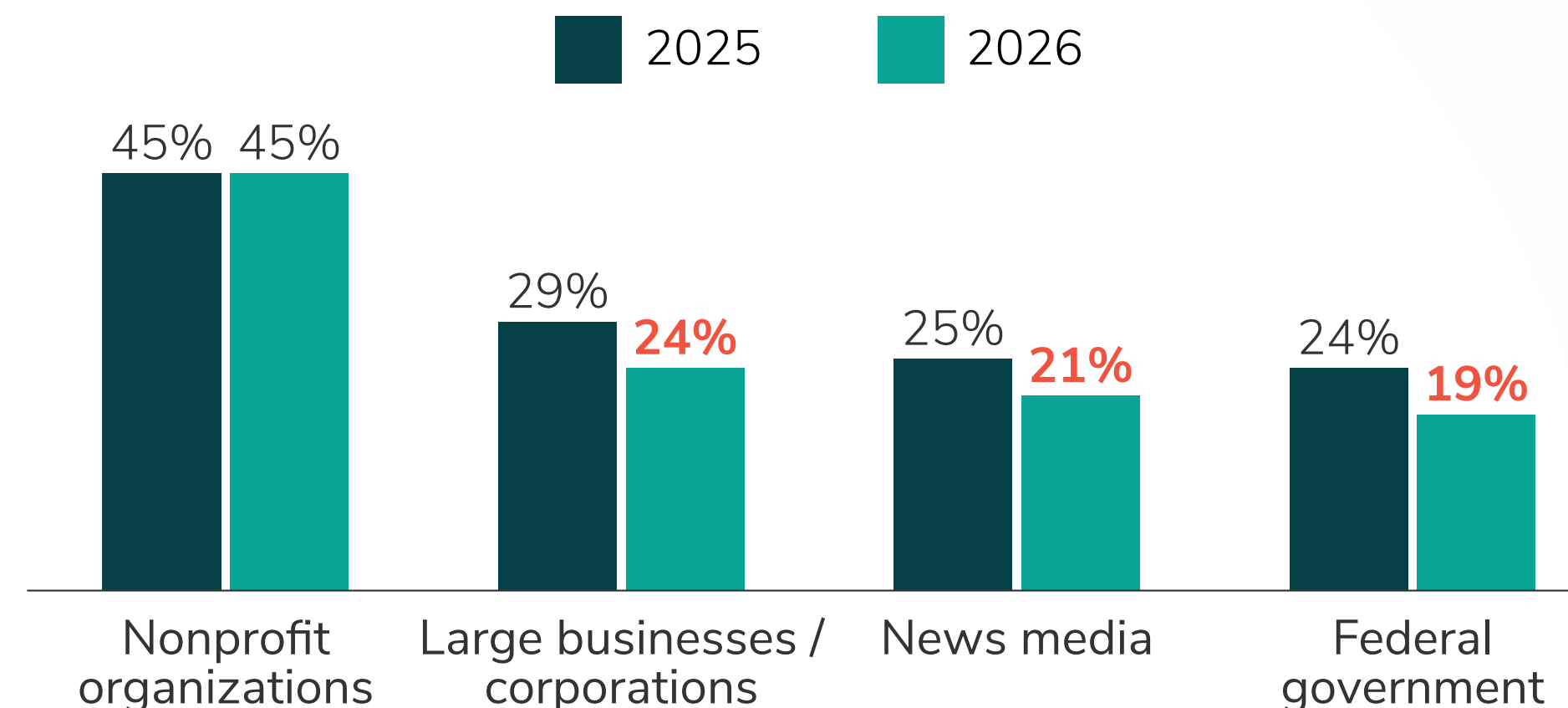
Perceptions that nonprofits are competent remain higher than for other organizations

Both Democrats and Republicans believe nonprofits are competent, with such perceptions rising among Republicans

Q46. In your opinion, how competent are the following institutions? By “competent,” we mean the ability to effectively fulfill their responsibilities, make informed decisions, and meet the needs of the communities they serve. Base Size: Gen Pop (n=3000), Democrat (n=989), Republican (n=957), Independent (n=796)

Perception of Competence

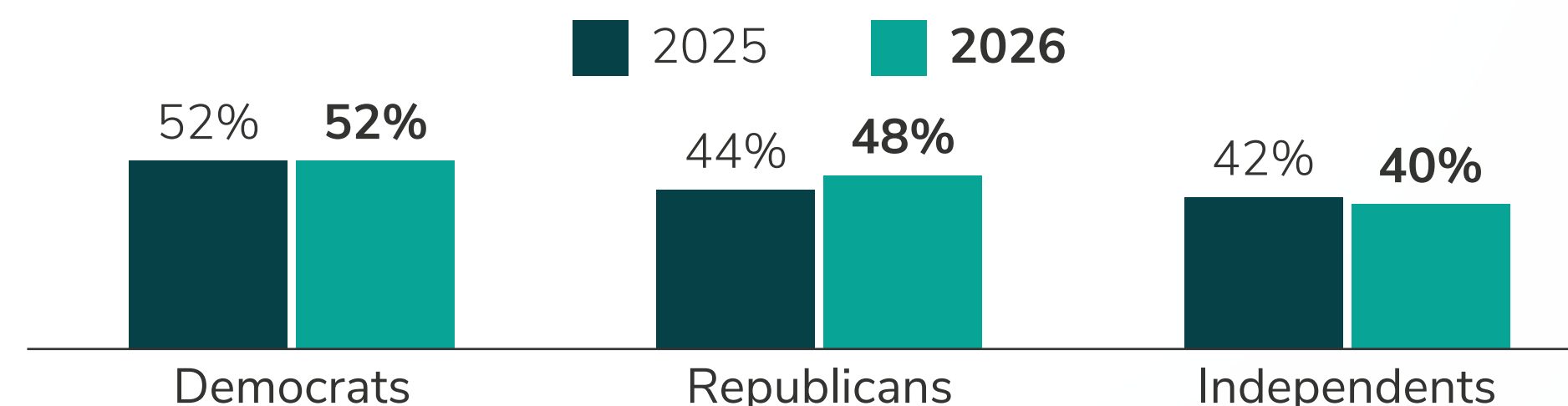
(Shown: Top 2 Box Competent on a 7-point scale)



Bold red indicates data is significantly lower than 2025

Perceptions of Nonprofit Competence

(Top 2 Box)



“

“Most local organizations are competent and meet the needs of their communities.”

Qualboard Respondent;
Republican

“

“In my experience, the people who work for these organizations are very intelligent, hard working, giving, and goal-oriented.”

Qualboard Respondent;
Democrat

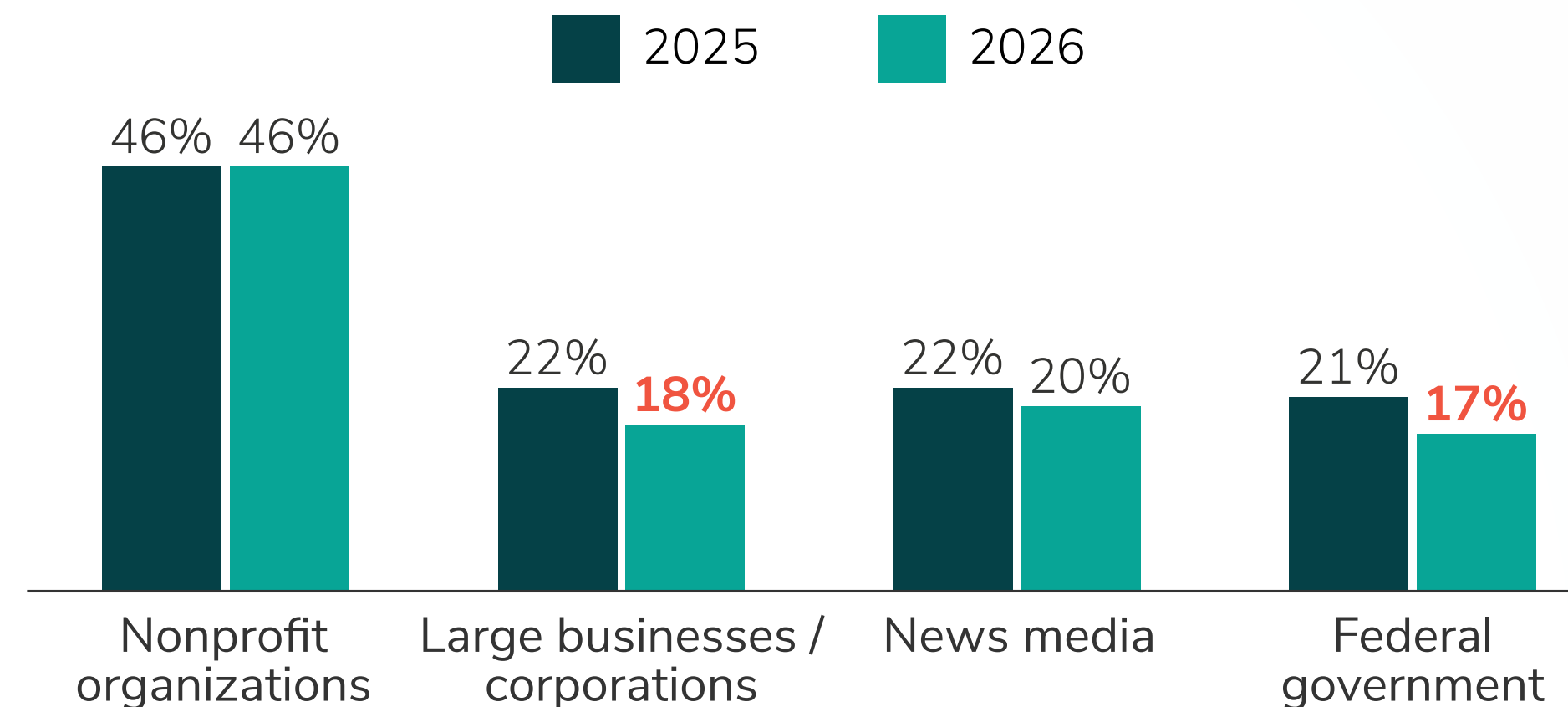
Perceptions of nonprofit ethics are consistent; corporations and federal government see declines

Both sides of the political aisle also believe nonprofits to be ethical institutions

Q47. In your opinion, how ethical are the following institutions? By “ethical,” we mean the ability to operate with integrity, transparency, and a commitment to serve the public good. Base Size: Gen Pop (n=3000), Democrat (n=989), Republican (n=957), Independent (n=796)

Perception of Ethics

(Shown: Top 2 Box Ethical on a 7-point scale)



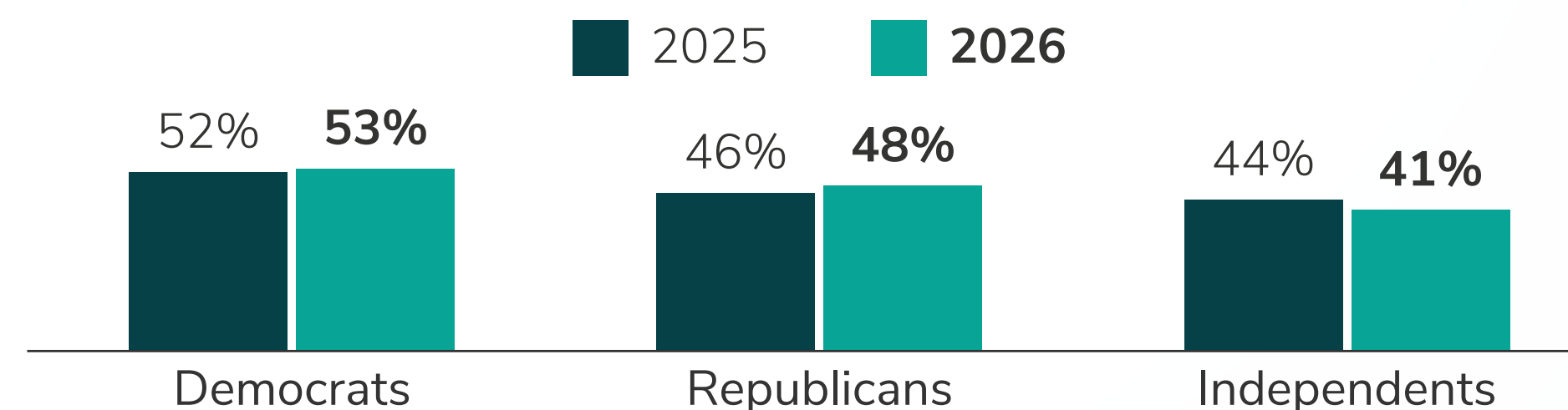
Bold red indicates data is significantly lower than 2025

“I think most NPOs are ethical. They act with integrity and transparency due to dedication to their missions of social good.”

Qualboard Respondent;
Democrat

Perceptions of Nonprofit Ethics

(Top 2 Box)





“

They have the potential to restore trust. They are the ones that directly interact with the community and so they understand what policies are more urgent than others to be passed.”

Qualboard Respondent;
Republican

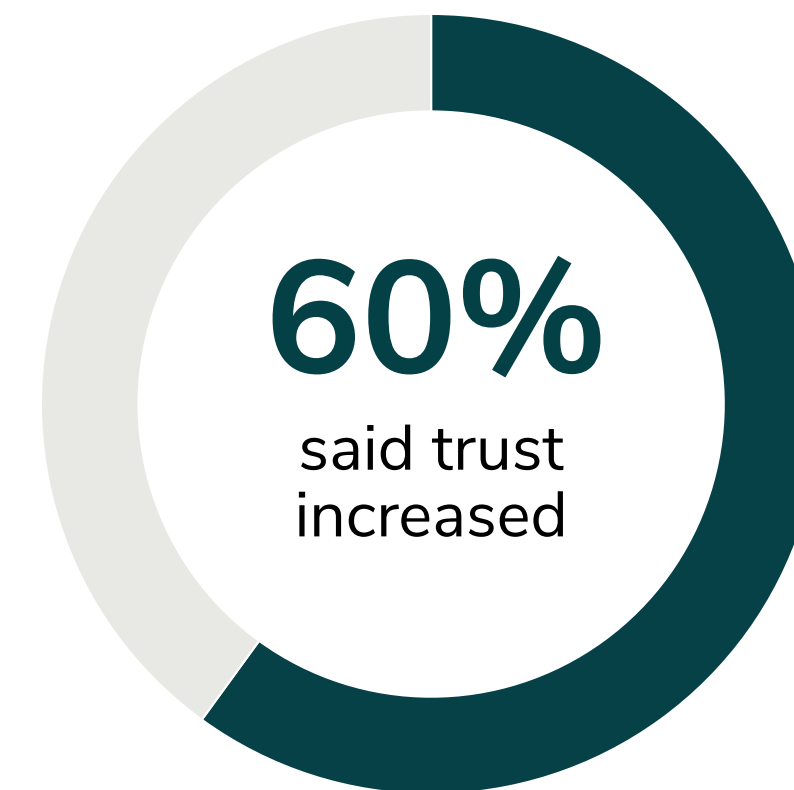
Direct engagement with nonprofits increases trust

This increase in trust can be
seen across political affiliation

Q57. You said you have interacted with a nonprofit organization in the last 12 months. How did that interaction impact your trust in nonprofit organizations? Base Size: Gen Pop who have interacted with a nonprofit within the last 12 months (n=2270), Democrats who have interacted with a nonprofit within the last 12 months (n=771), Republicans who have interacted with a nonprofit within the last 12 months (n=740), Independents who have interacted with a nonprofit within the last 12 months (n=597)

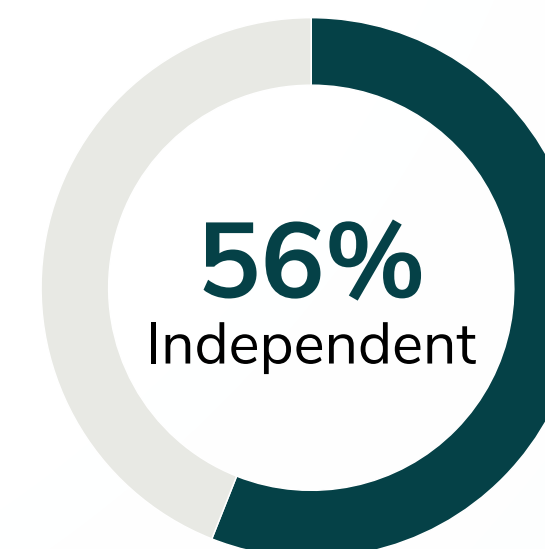
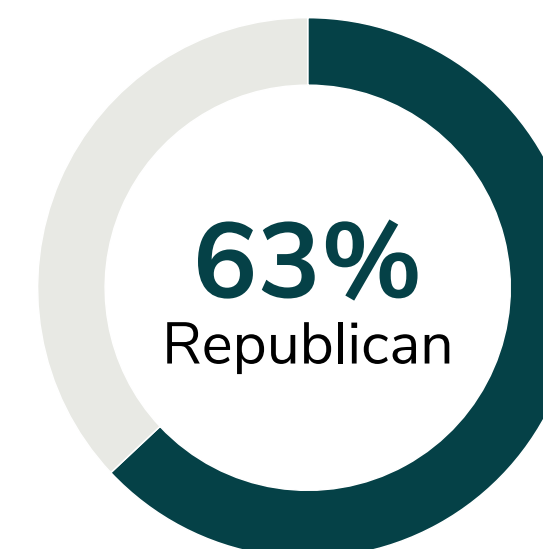
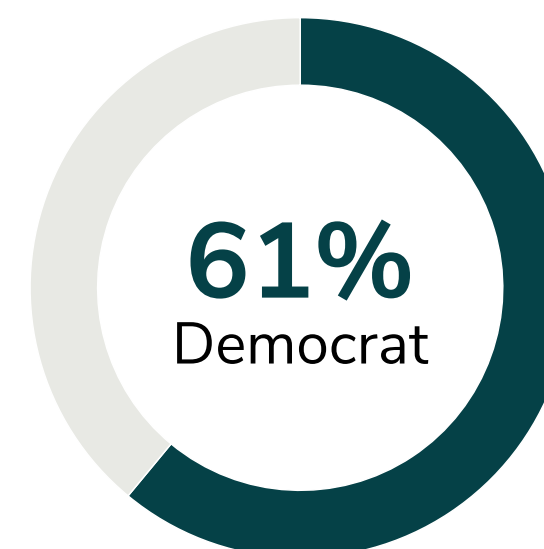
Impact of Interaction with Nonprofit on Trust

(Shown: Top 3 Box Positive Impact on a 7-point scale)



Increased Trust Due to Past Nonprofit Interaction

(Top 3 Box):



Top 3 Impactful Interactions

(Top 3 Box Positive
Impact)

- Working with a nonprofit or using resources from a nonprofit to advocate for a cause
- Participating in a political rally or demonstration organized by a nonprofit
- Volunteering time with a nonprofit

Nonprofits' Place In Communities and Elections

Over half of respondents believe nonprofits serve a unique role in driving community access to voter registration. Further involvement in election activities splits public opinion, but trust in nonprofit election activities has risen significantly since 2025.



“

Nonprofits are the most well positioned to reduce divisions. These organizations bring out the good people in our society to help underprivileged communities through volunteer work and donations that bridge the divide better than any other institution.”

Qualboard Respondent;
Republican

Nonprofits are seen as one of the top institutions that could help reduce divisions in the U.S.

People do not believe that businesses and corporations are as well suited to do so

Q59. Which of the following institutions do you believe are best positioned to help reduce divisions in the United States?
Base Size: Gen Pop (n=3000)

Top 3 Institutions Best Positioned to Reduce Divisions in the U.S.

(Shown: % Selected)

- #1. Nonprofit organizations (27%)
- #2. Other People in Your Local Community (26%)
- #3. The Federal Government (22%)

Institutions Least Positioned to Reduce Divisions in the U.S.

(% Selected):

- The Courts (14%)
- Social Media (14%)
- Philanthropic Foundations (14%)
- Large Businesses and Corporations (6%)

“

“Small businesses and nonprofits are the most tapped into their local communities- and local community is the thing this country needs so badly right now. No one knows their neighbors anymore, and I feel like this is the root of a lot of our problems. Organizations with small local footprints that touch a lot of individual lives are the most well-suited to reducing division because they can organize events and programs that benefit their local community and bring people together in unique ways.”

Qualboard Respondent; Democrat

“

“Not only that they bring a local presence that brings trust, understanding and relationship that makes it easier to gain the assistance/ resources without the way of human desires, stealing resources for themselves. So, it’s more like Neighbor helping Neighbor vs. the corporation getting money to sustain itself.”

Qualboard Respondent; Republican

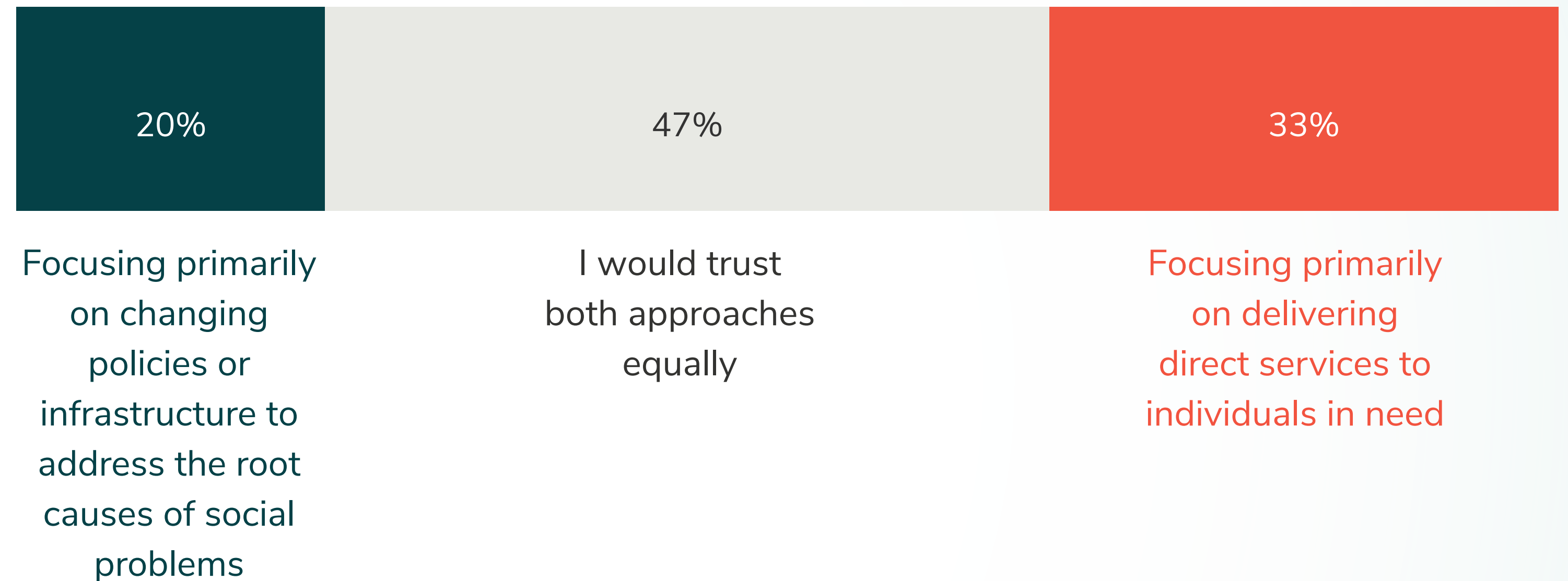
Nonprofits that balance both direct service and policy change are trusted the most

While a balanced approach is most trusted, more people prefer a focus on delivering direct services to those in need

Q64. Nonprofit organizations can take a variety of different approaches to achieve their goals and support their communities. If a nonprofit organization had to prioritize one of the following approaches, which would you trust more? Base Size: Gen Pop (n=3000)

Trust In Nonprofit Approach

(Shown: % Selected)



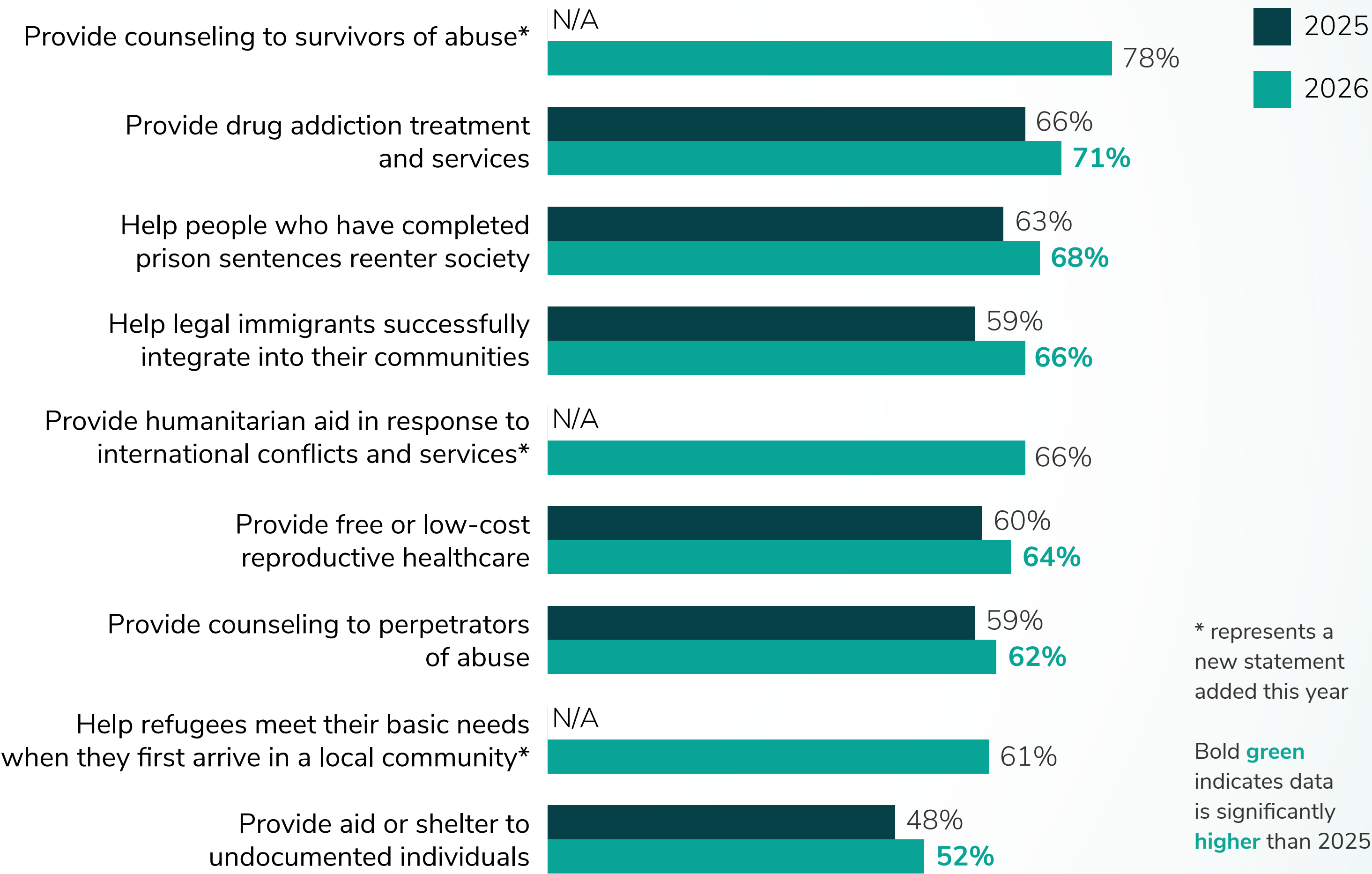
Nonprofits should support an entire community

The general population is most likely to support nonprofit involvement in counseling, addiction treatment, and integration initiatives

Q37c. How much do you agree or disagree with the following statements about nonprofit organizations and the services they might provide for the community? Base Size: Gen Pop (n=3000)

Agreement with Nonprofit Services

(Shown: Top 2 Box Agree on a 5-point scale)



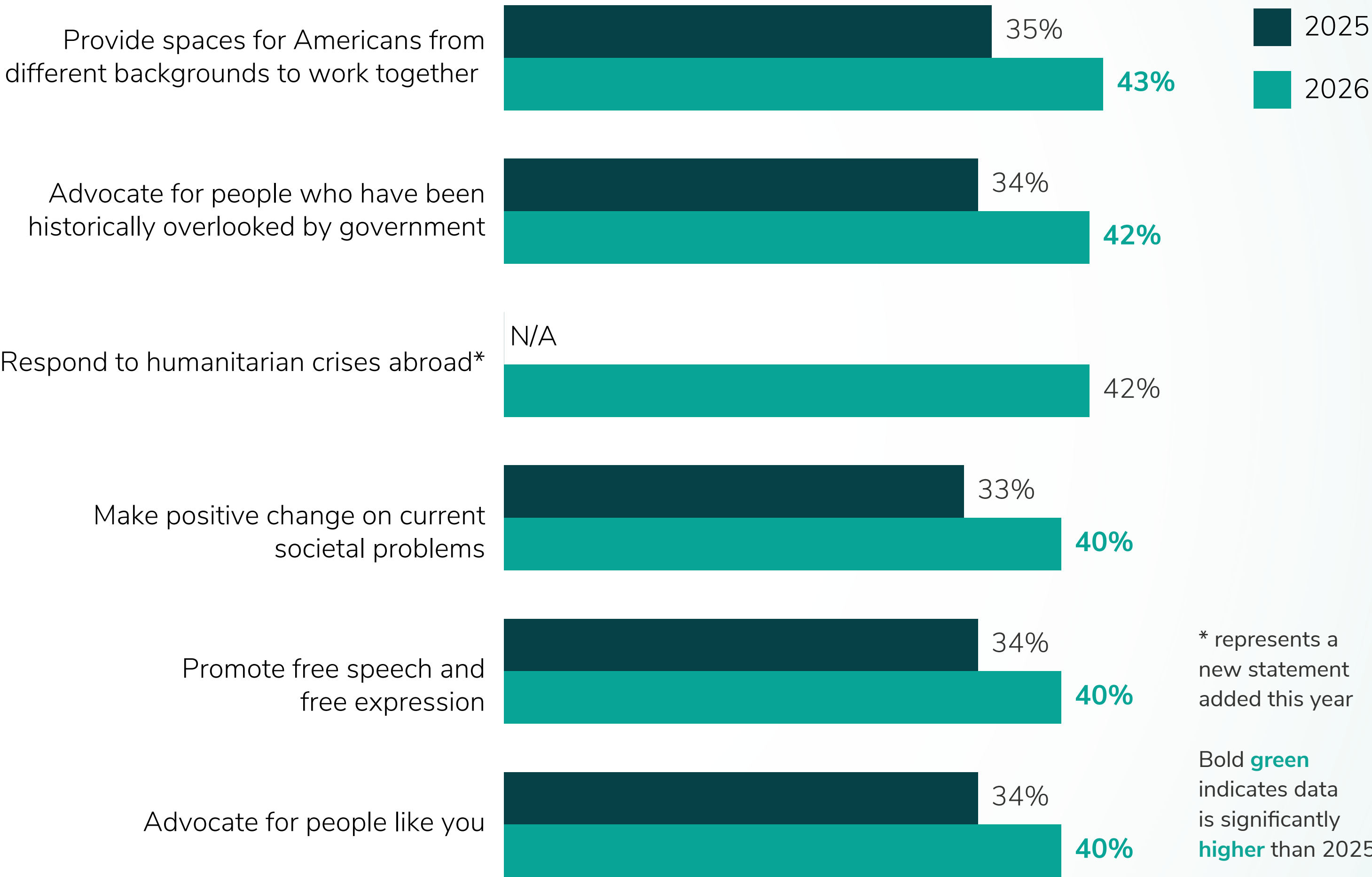
Trust in nonprofits to take action that will protect and positively impact all is increasing

Providing space and advocating
for those who have been
overlooked has risen signifi-
cantly since last year

Q36a. How much do you trust American nonprofits to do
each of the following? Base Size: Gen Pop (n=3000)

Trust in Nonprofits To Take Action

(Shown: Top 3 Box Trust on a 9-point scale)



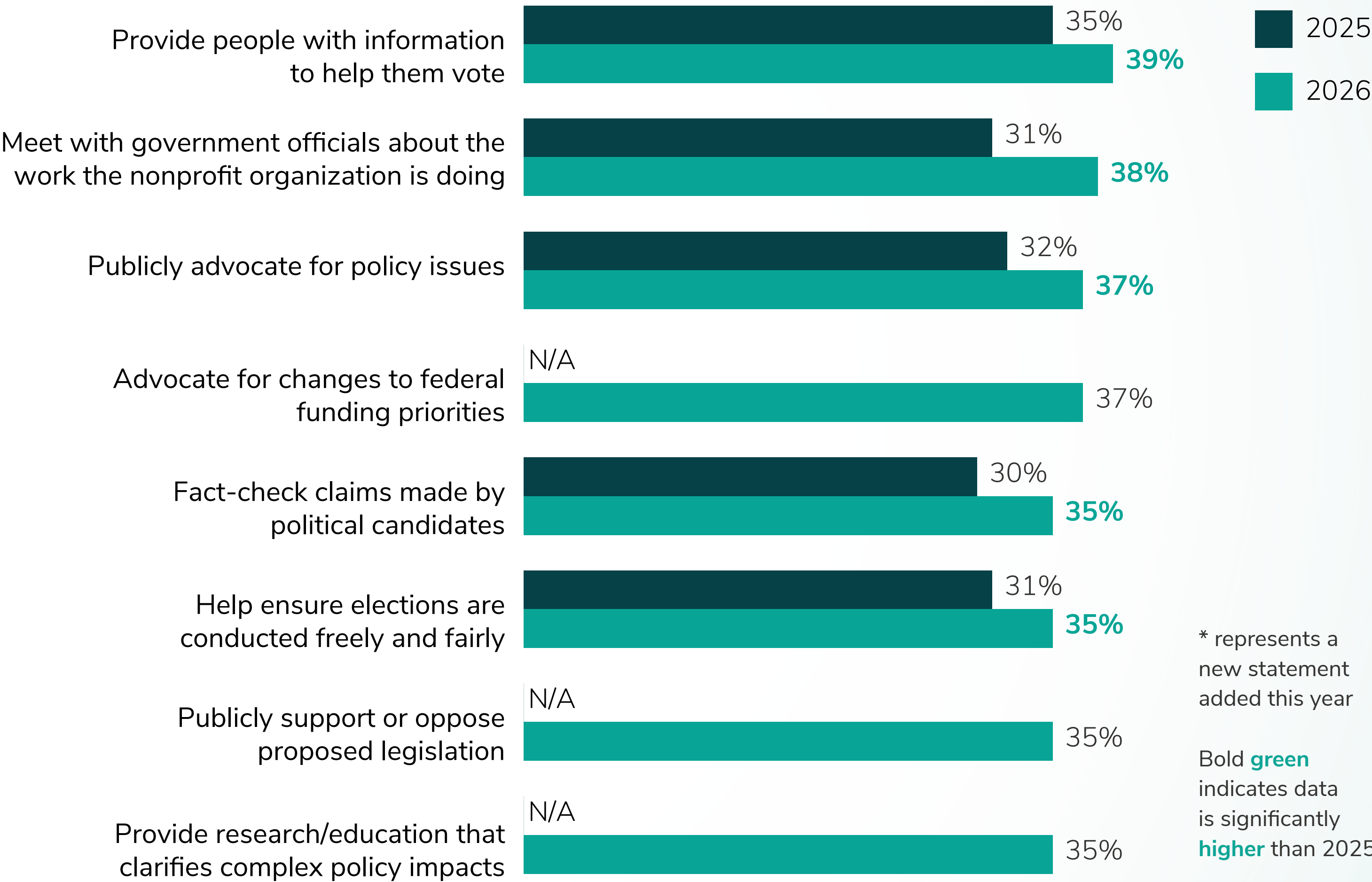
Trust in nonprofits to carry out election-related actions has also increased

Since 2025, trust in nonprofits to meet with government officials and publicly advocate for policy issues has grown significantly

Q37. How much do you trust nonprofit organizations to take the following actions related to elections and government policy? Base Size: Gen Pop (n=3000)

Trust in Nonprofits To Take Election-Related Actions

(Shown: Top 3 Box Trust on a 9-point scale)



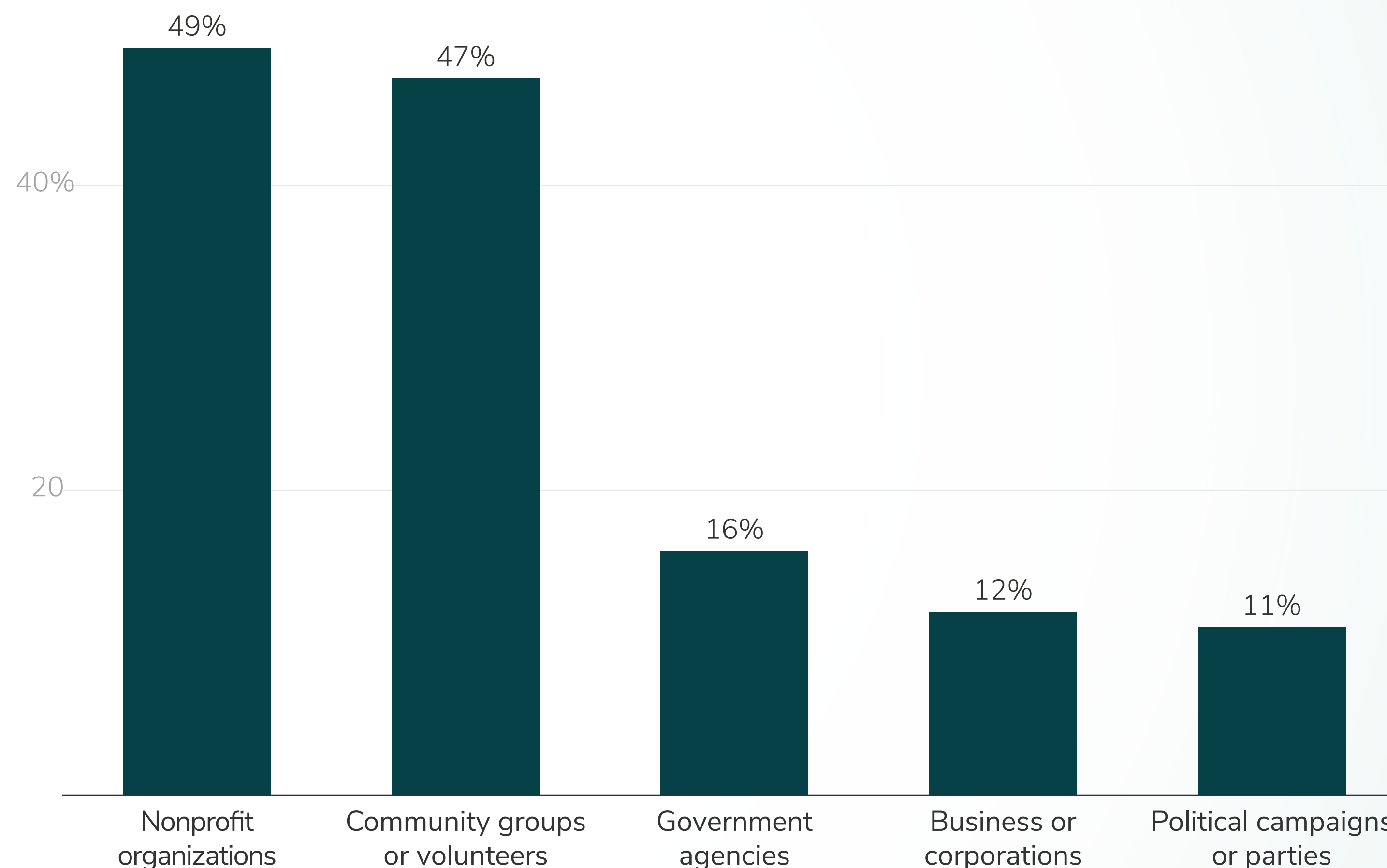
Nonprofits and community volunteers are trusted entities to conduct nonpartisan voter registration

A sharp drop off in trust occurs when government agencies, corporations, and political parties become involved

Q61. Thinking specifically about nonpartisan voter registration drives, which of the following organizations would you trust the most to conduct this work? Base Size: Gen Pop (n=3000)

Trusted to Conduct Nonpartisan Voter Registration Drives

(Shown: % Selected)



People believe nonprofits serve a unique role in the community when it comes to voter registration

Belief That Nonprofits Serve a Unique Role Around Voter Registration

(Shown: % Selected)



“

“Someone has to help those who need help in this process. Who better than a nonpartisan, non-profit group.”

**Qualboard Respondent;
Republican**

“

“If supporting voter registration drives and encouraging individuals to vote, regardless of what party they support, helps increase voter participation, then I think it is a great asset.”

**Qualboard Respondent;
Democrat**

“

“Many people do not have the resources to understand this, so I think non-profits should bridge the gap where the government isn’t doing a great job.”

**Qualboard Respondent;
Democrat**

Q62. Do you believe nonprofit organizations serve a unique role in their communities when it comes to voter registration?
Base Size: Gen Pop (n=3000)

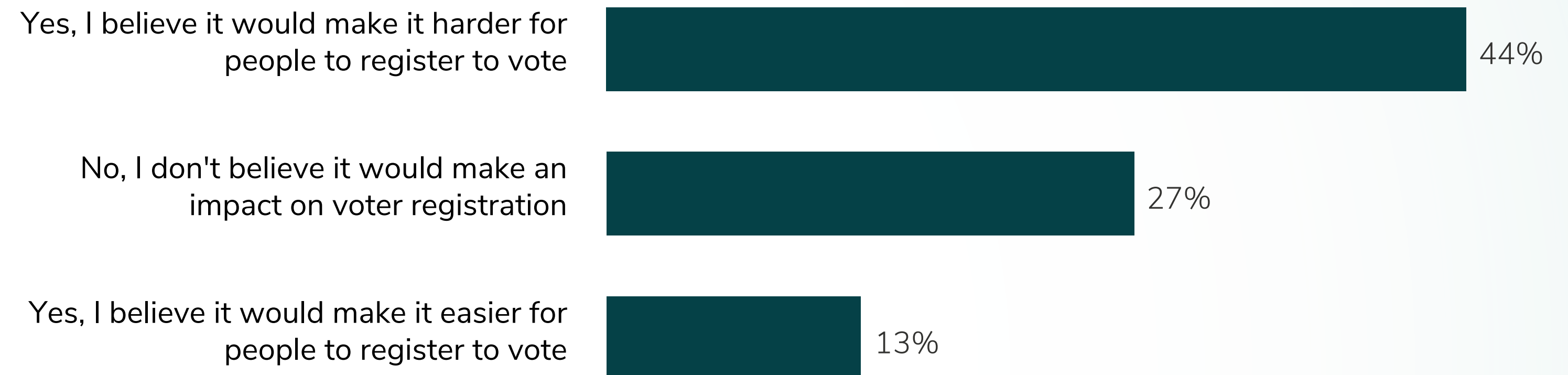
Nearly half believe the SAVE Act would negatively impact voter registration

Only one in ten believe the
SAVE Act would make it easier
for people to register to vote

Q63. Policymakers have proposed the Safeguard American Voter Eligibility (SAVE) Act, which would require individuals to provide specific documentation proving citizenship, such as a passport or birth certificate, when registering to vote. Some have raised concerns that this requirement could affect nonprofit organizations that help people register and participate in elections, potentially making that work more complex or limited. Do you believe a potentially reduced role of nonprofit organizations in the nonpartisan voter registration process would impact people's access to register to vote?
Base Size: Gen Pop (n=3000)

Belief that SAVE Act and Reduced Nonprofit Participation Will Impact Voter Registration

(Shown: % Selected)



“

“It certainly would, as it is placing another barrier between citizens and the access to voting, which is already not great.”

Qualboard Respondent; Democrat

“

“Increasing the requirements already deter people from doing something that is already hard enough to make them vote. Adding more restrictions does not encourage more people to vote.”

Qualboard Respondent; Democrat



“

If the registration system is becoming more complicated under SAVE, then NPOs could help people by educating them on the proper steps they need to take to get registered and guiding them on how to find or access the proper documents.”

Qualboard Respondent;
Republican

Perceptions of Nonprofits and For-Profit Corporations

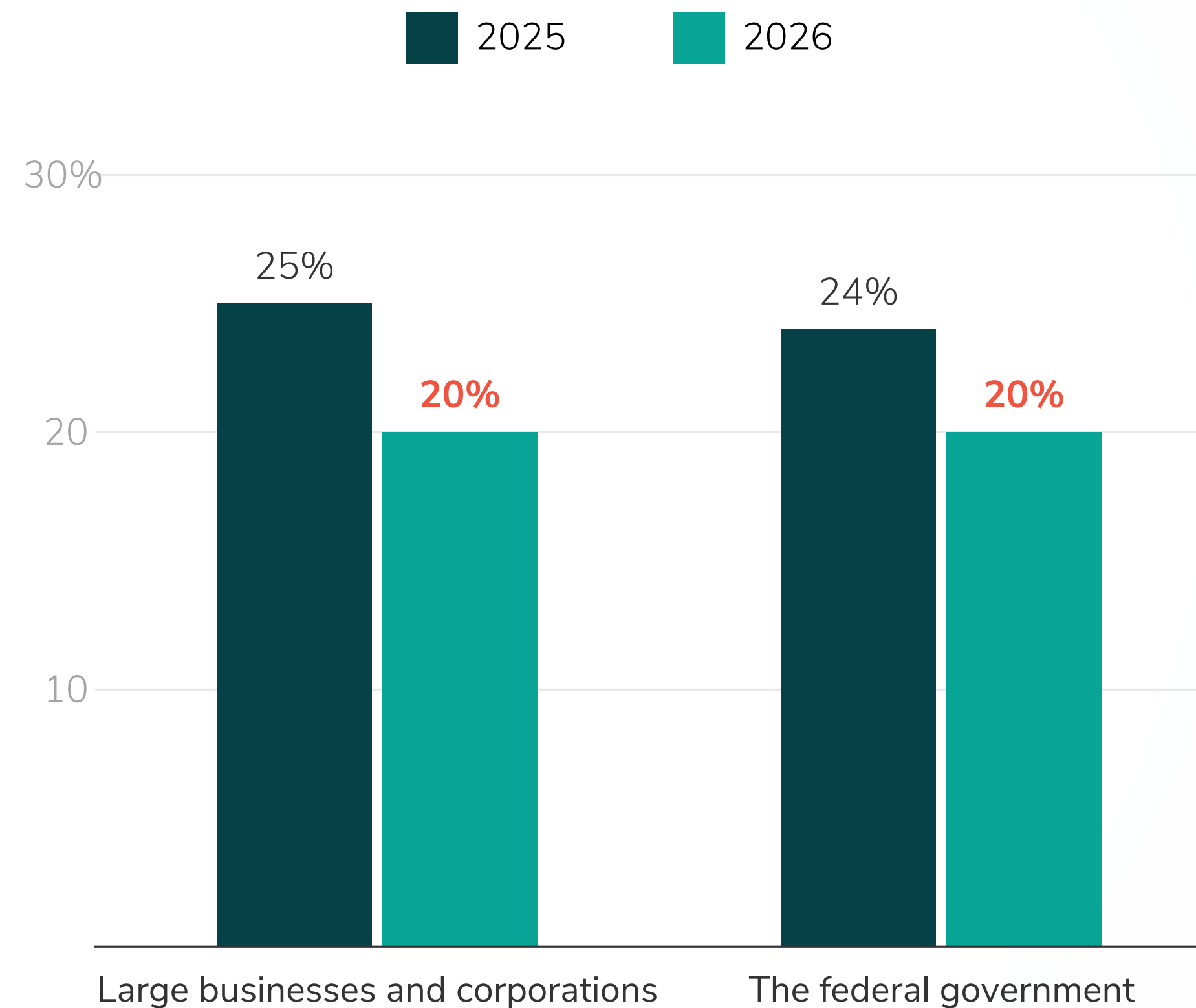
The perceived independence of nonprofit organizations from profit motives drives stronger trust in their integrity and societal role compared to corporations.

Only one in five believe corporations and the federal government are making things better in America today

Q36. Thinking about divisions in America today, do you believe the following institutions are generally making things worse or better? Base Size: Gen Pop (n=3000)

Belief that corporations and the federal government are making things better

(Shown: Top 2 Box Better on a 5-point scale)



Bold red indicates data is significantly lower than 2025

“

“Private companies are focused on profits vs NPOs which are focused on their mission.”

Qualboard Respondent;
Republican

“

“When we cannot trust the government and corporations, there isn’t much left to trust except for nonprofits that aren’t out to make money off of the innocent people trying to help.”

National Survey
Respondent; Liberal



“

“Large businesses can make a difference if they choose. They have the money, influence, and property to make a difference. Do they want to make a difference? Provide higher wage? Make things more affordable? Shrinkflation? Probably not.”

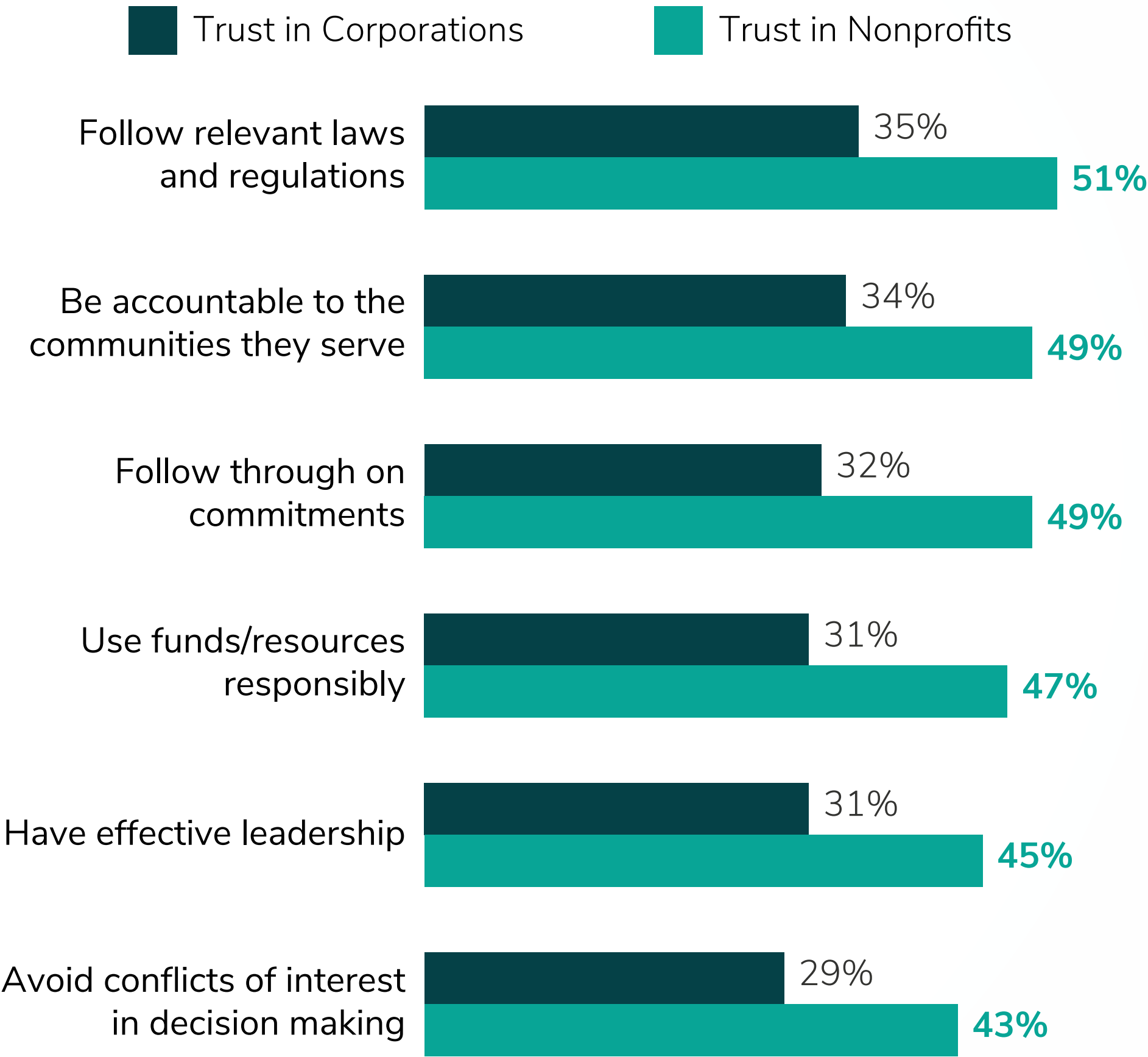
Qualboard Respondent;
Democrat

Nonprofits are trusted more than corporations to carry out key responsibilities

Q58. For each of the following, how much do you trust nonprofit organizations to carry out these actions?
Q58B. For each of the following, how much do you trust corporations to carry out these actions? Base Size: Gen Pop (n=3000)

Trust for Key Responsibilities

(Shown: Top 3 Box Trust on a 9-point scale)



Bold green indicates data is significantly higher than comparison



“Because nonprofit groups are built around helping people or solving problems instead of making profit, they usually follow rules, oversight, and public accountability more closely than some other organizations.”

National Survey
Respondent;
Conservative

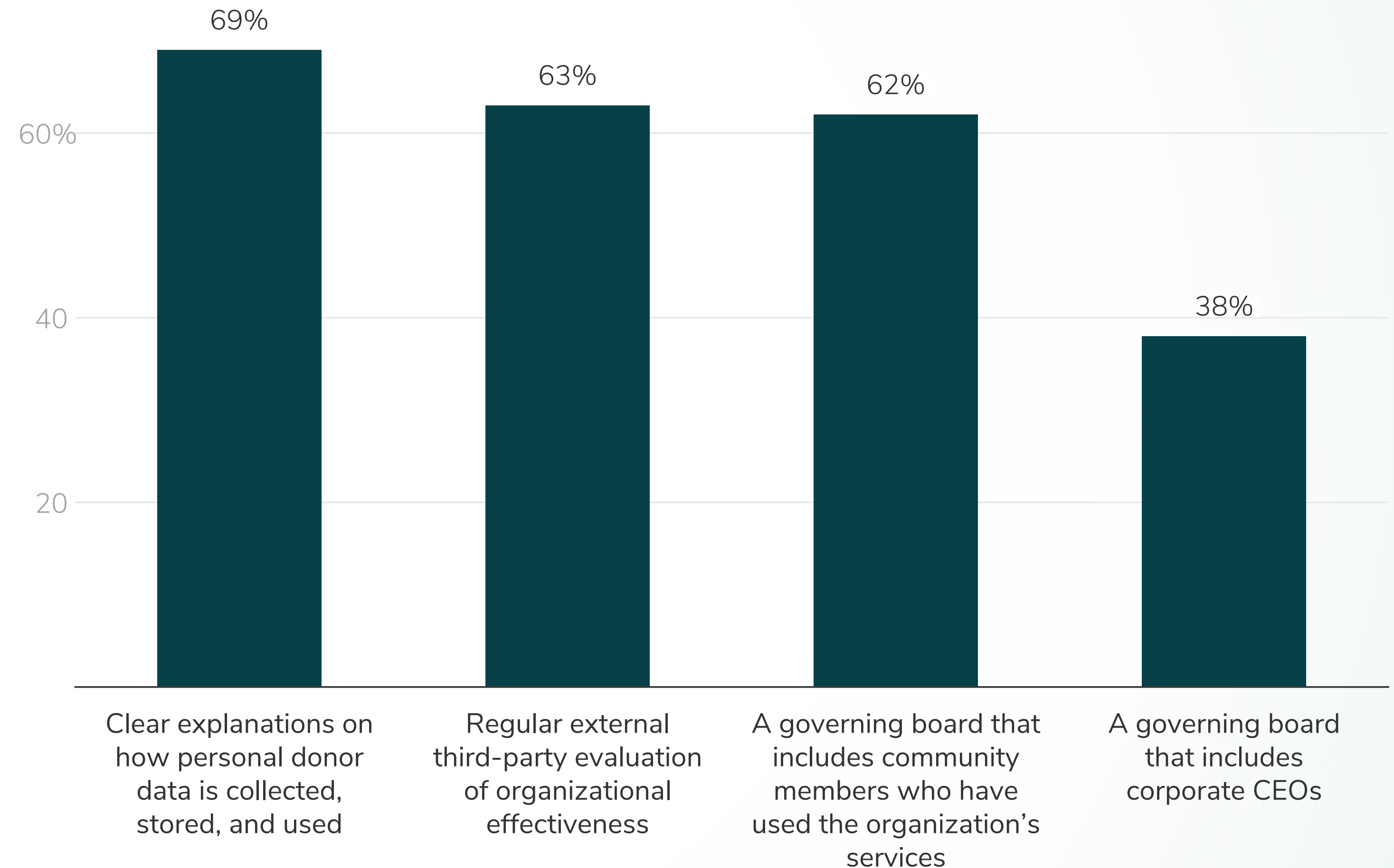
Transparency, evaluations, and incorporating community into governance positively impact trust

Including corporate CEOs in governing boards is far less likely to positively impact trust when compared to other business practices

Q66. Thinking of the following business operations practices, which would impact your trust in a nonprofit organization?
Base Size: Gen Pop (n=3000)

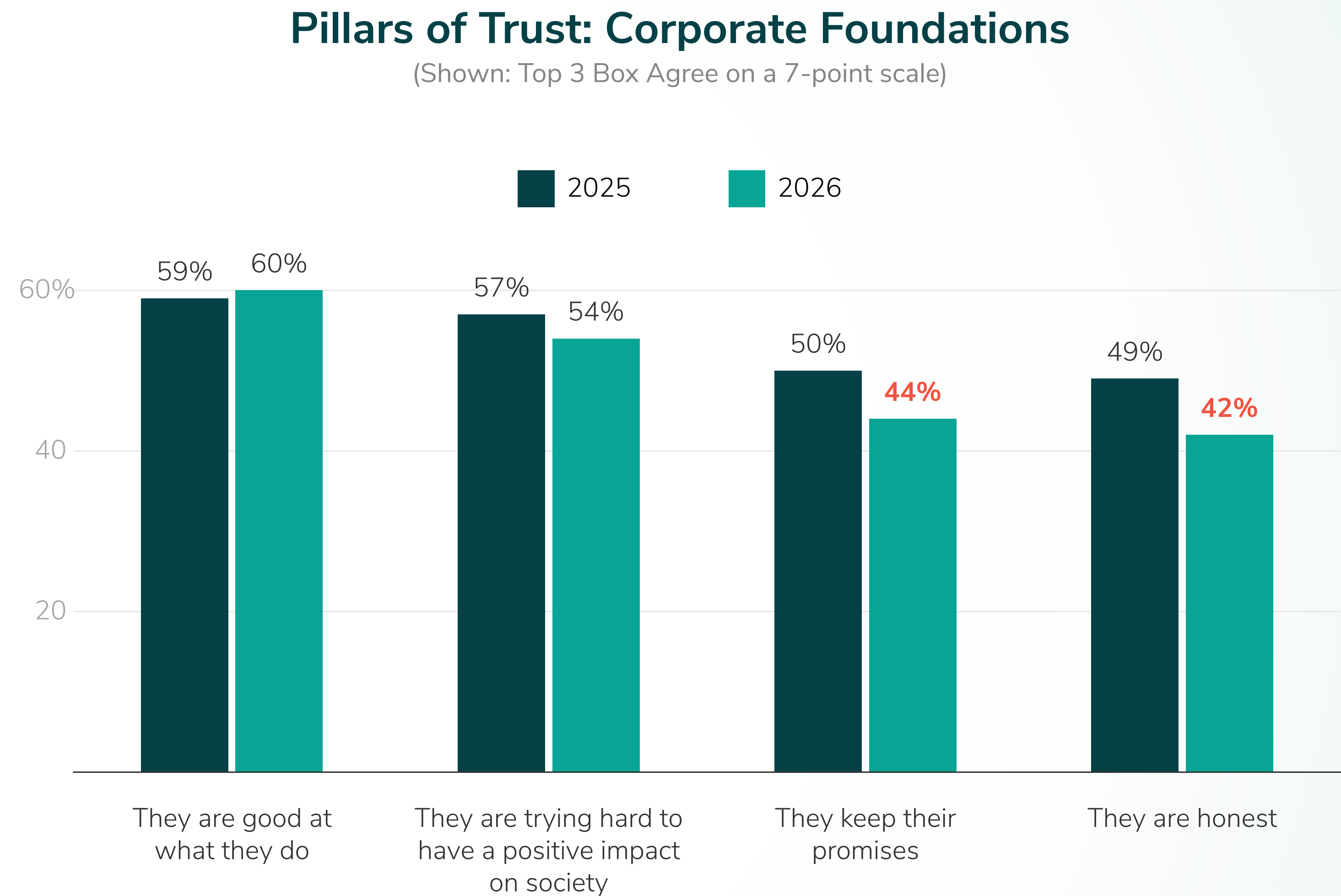
Positive Impact on Trust

(Shown: Top 2 Box Positive Impact on Trust on a 5-point scale)



Perceptions of corporate foundations are declining on honesty and reliability

Q20. How much do you agree or disagree with the following statements about corporate foundations? Base Size: Gen Pop (n=994)



Bold red indicates data is significantly lower than 2025

Impact of AI Usage on Trust in Nonprofits

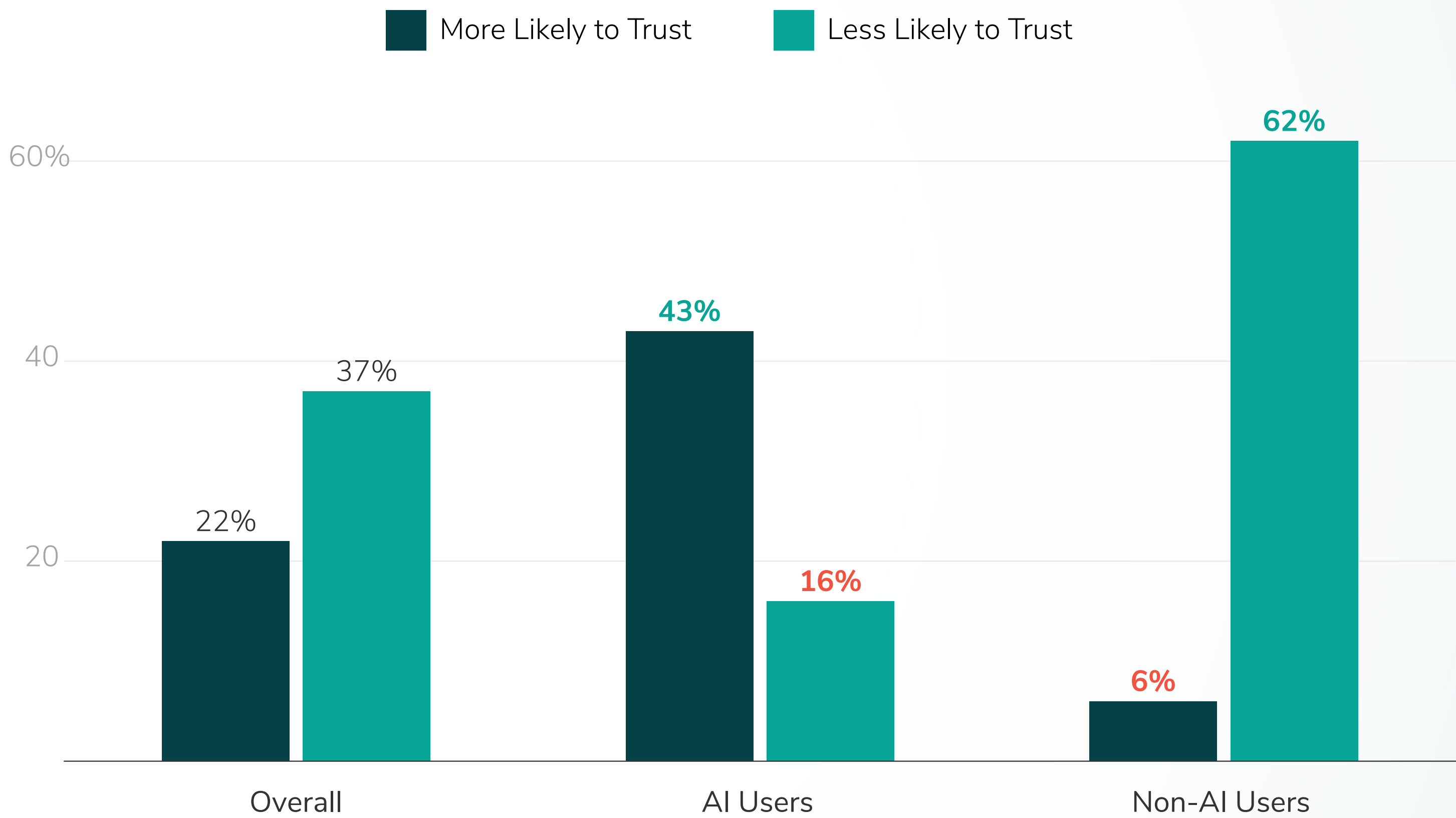
Public trust in nonprofits' generative AI use is conditional, driven by familiarity with generative AI and reflecting broad concerns about its risks and limitations.

Familiarity drives trust in nonprofit AI use

Those who use AI in their personal life or at work are significantly more likely to trust nonprofits who also use AI

Q67. If you heard that a nonprofit organization you support used generative artificial intelligence (AI) tools in many of its operations to further its mission, would you be more or less likely to trust that organization? Base Size: Gen Pop (n=3000), AI User in both Personal Life and Work (n=559), Non-AI User (n=1045)

Likelihood of Trusting Nonprofits who use AI
(Shown: Top 2 Box More Likely and Bottom 2 Box Less Likely on a 5-point scale)

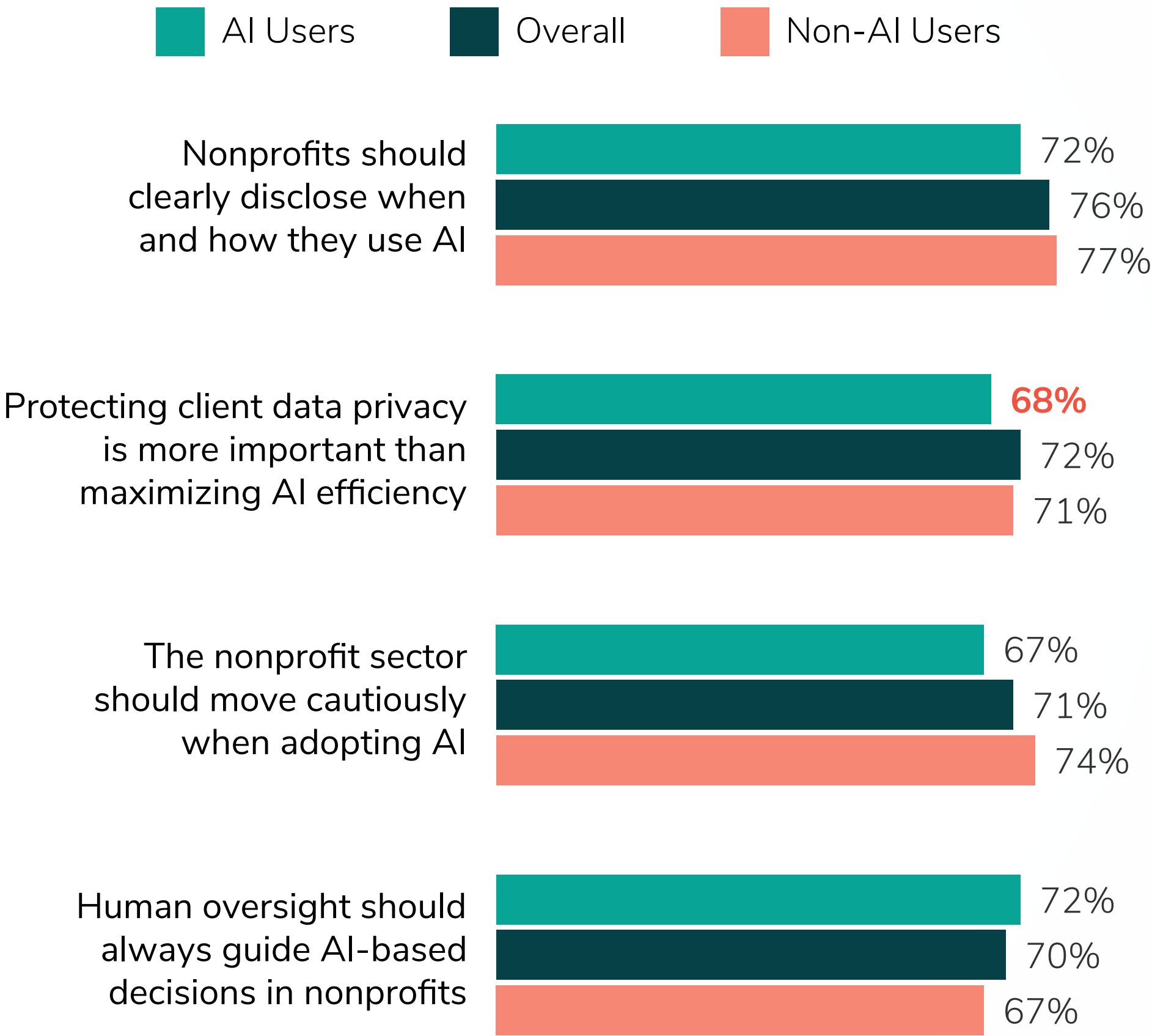


Bold green/red indicates data is significantly higher/lower than Overall numbers

There is broad agreement that transparency and human oversight are key to nonprofit’s AI usage

Q69. How much do you agree or disagree with the following statements about nonprofit organizations’ use of generative artificial intelligence (AI)? Base Size: Gen Pop (n=3000), AI User in both Personal Life and Work (n=559), Non-AI User (n=1045)

Nonprofit Generative AI Usage
(Shown: Top 2 Box Agree on a 5-point scale)



Bold red indicates data is significantly lower than Overall numbers



“In nonprofit work where trust, accountability, and human judgement are important I’d want clear proof that AI is being used responsibly and not replacing human oversight.”

AI User



“AI should be used as a data point, not a decision maker.”

AI Non-User



“

“AI is a tool. I think if used properly, it can help NPOs run efficiently. What I do not like is when AI usage creates little or no human interaction.”

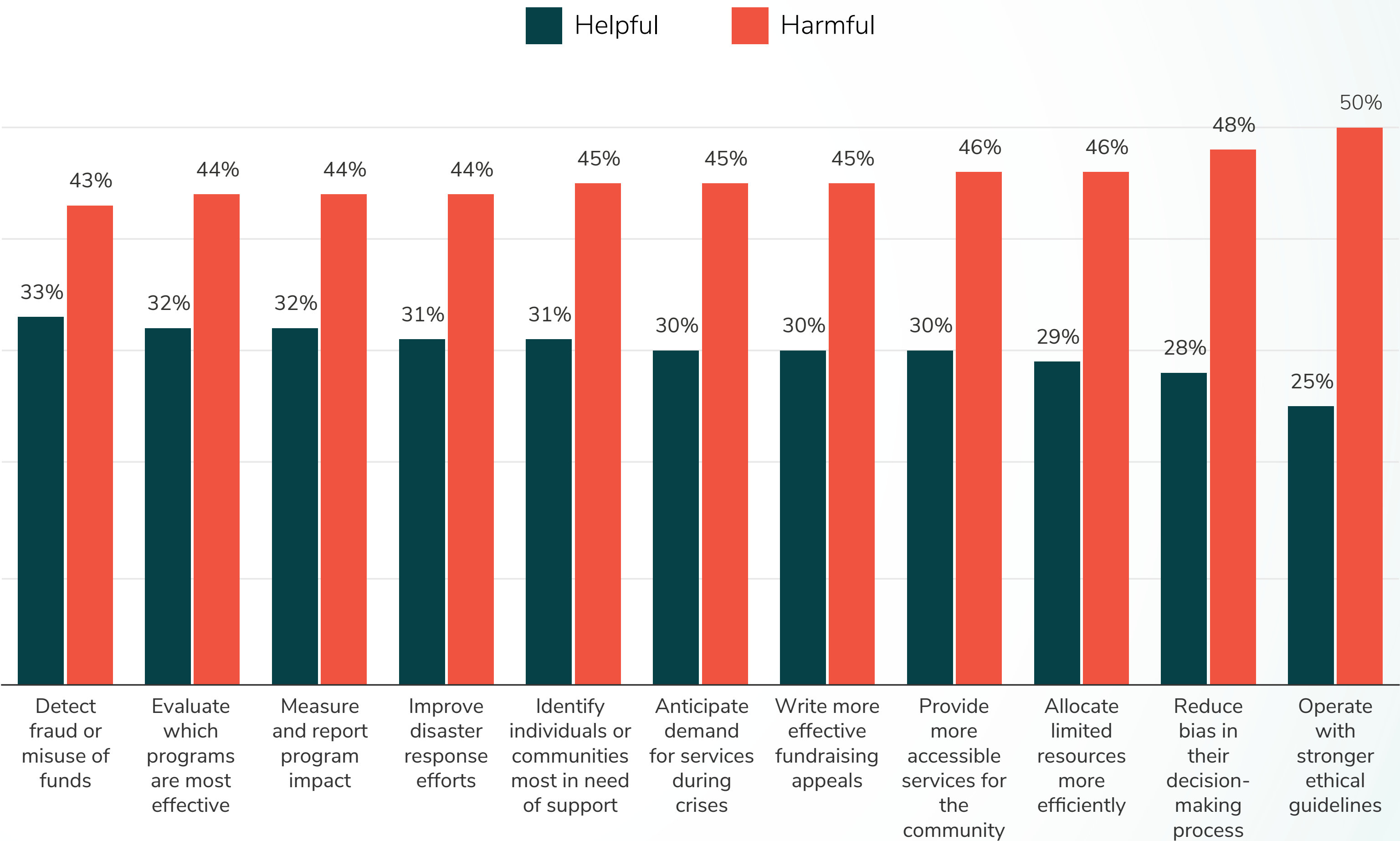
AI User

AI seen as more harmful than helpful for nonprofit activities

Q70. How helpful or harmful do you think artificial intelligence (AI) could be for nonprofits who use the technology for the following activities? Base Size: Gen Pop (n=3000). Top 3

AI More Helpful or More Harmful for Nonprofits That Use It To...

(Shown: Top 3 Box Helpful, Bottom 4 Box Harmful on a 9-point scale)



Positives and negatives of AI use by nonprofits

Q68. You said a nonprofit organization using artificial intelligence (AI) would make you [pipe: Q67 lower] to trust the organization. Why is that? Base Size: Gen Pop Impacted By Nonprofits Who Use AI (n=1757)



“Nonprofits using AI shows a commitment to maximizing impact through efficiency.”

AI User



“I believe AI allows a nonprofit to ensure that more of their resources go directly toward their mission.”

AI User



“AI is evolving. That means organizations need to evolve to stay up to speed. We need to use AI for good.”

AI User



“AI is doing so much damage to our planet and I don’t think it should be encouraged in any way, especially by an organization claiming to help its community.”

AI Non-User



“AI systems can introduce bias, lack transparency, and make decisions that are hard to audit or fully understand.”

AI User



“AI usage takes the personalization away and that’s the last thing we need to do – remove the human touch from humans who need assistance.”

AI User

Appendix

Across major institutions, trust has changed little since 2025

Q12. How much do you trust nonprofit organizations to do what is right? Base Size: Gen Pop (n=3000),

Q18. How much do you trust corporate foundations to do what is right? Base Size: Gen Pop (n=994),

Q22. How much do you trust private foundations to do what is right? Base Size: Gen Pop (n=1012),

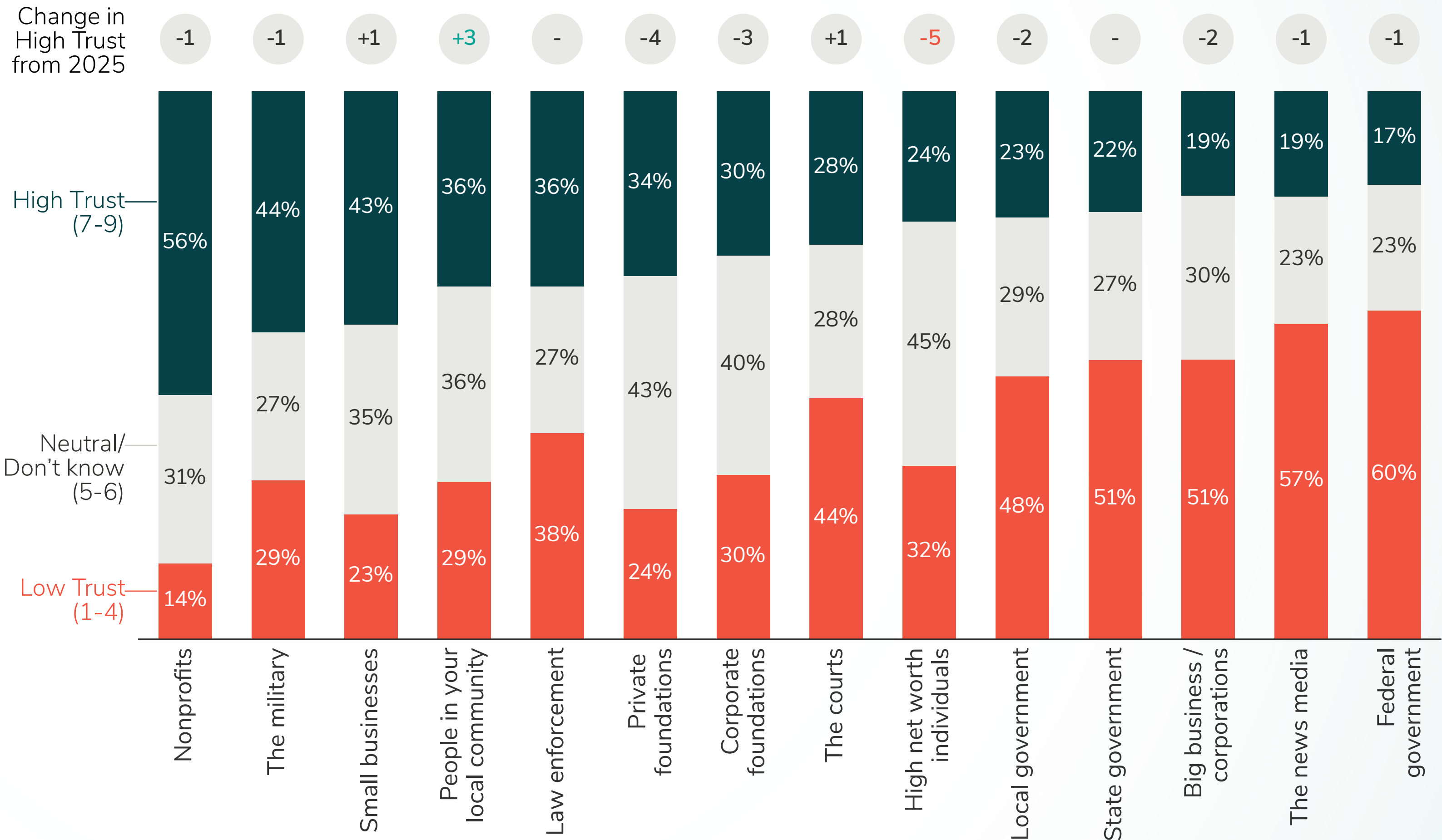
Q26. How much do you trust high net worth individuals engaged in philanthropy to do what is right? Base Size: Gen Pop (n=994),

Q30. How much do you trust the following institutions to do what is right? Base Size: Gen Pop (n=3000)

“How much do you trust X to do what is right?”

Based on the overall trust on a 9-point scale:

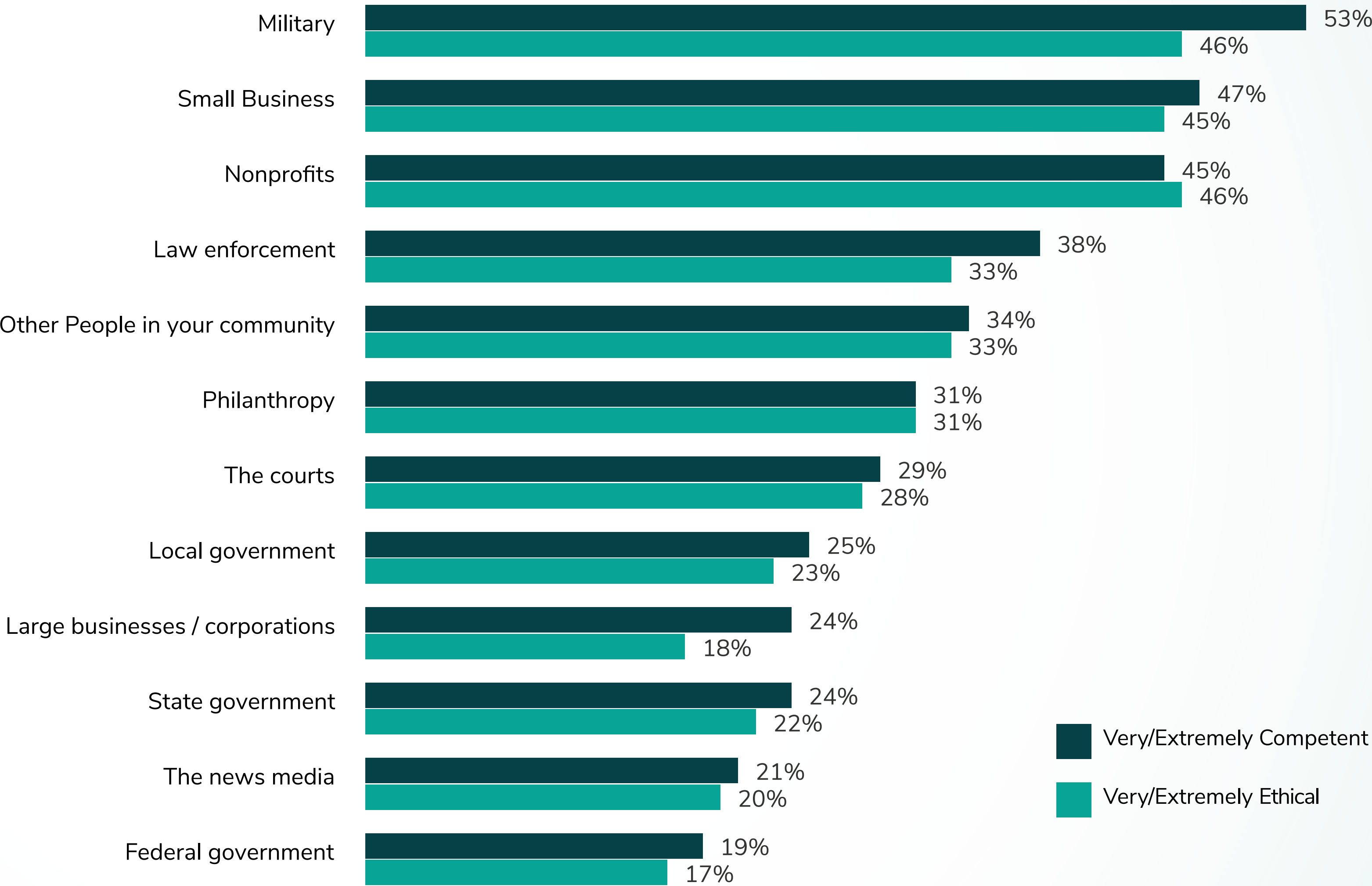
Bold green/red indicates data is significantly higher/lower than 2025



Perception of Nonprofit Competence and Ethics Was Stable in 2026, But Some Sectors Saw Drops

Perception of Competence and Ethics by Sector

(Shown: Very/Extremely Competent, Ethical)



Very/Extremely Competent

Very/Extremely Ethical

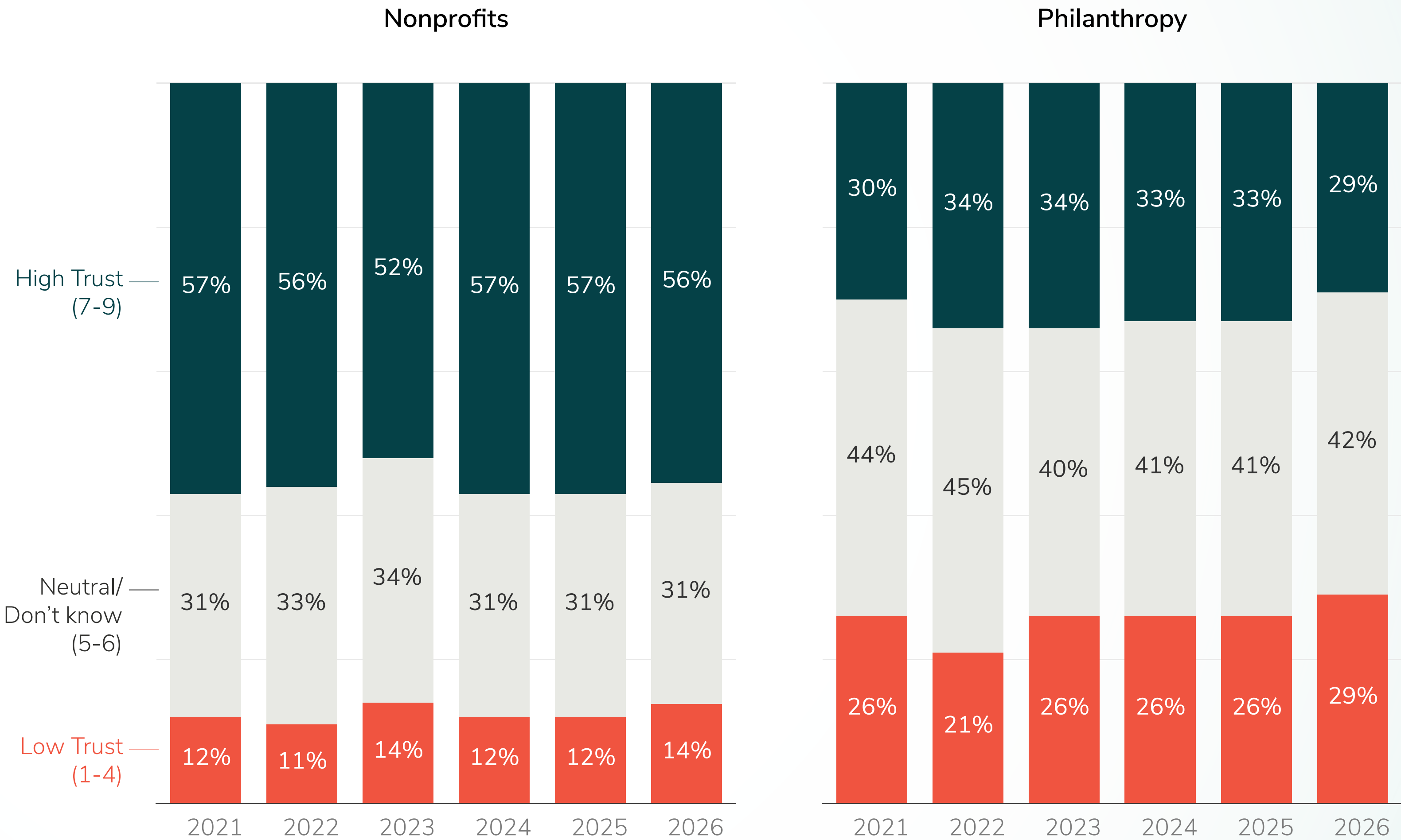
Trust over time

Nonprofit trust remained stable but trust in philanthropy dipped slightly

Q12. How much do you trust nonprofit organizations to do what is right?
Q18/Q22/Q26. How much do you trust [corporate foundations, private foundations, high net worth individuals engaged in philanthropy] to do what is right? Base Size: Gen Pop (n=3000)

“How much do you trust X to do what is right?”

Based on the overall trust on a 9-point scale:

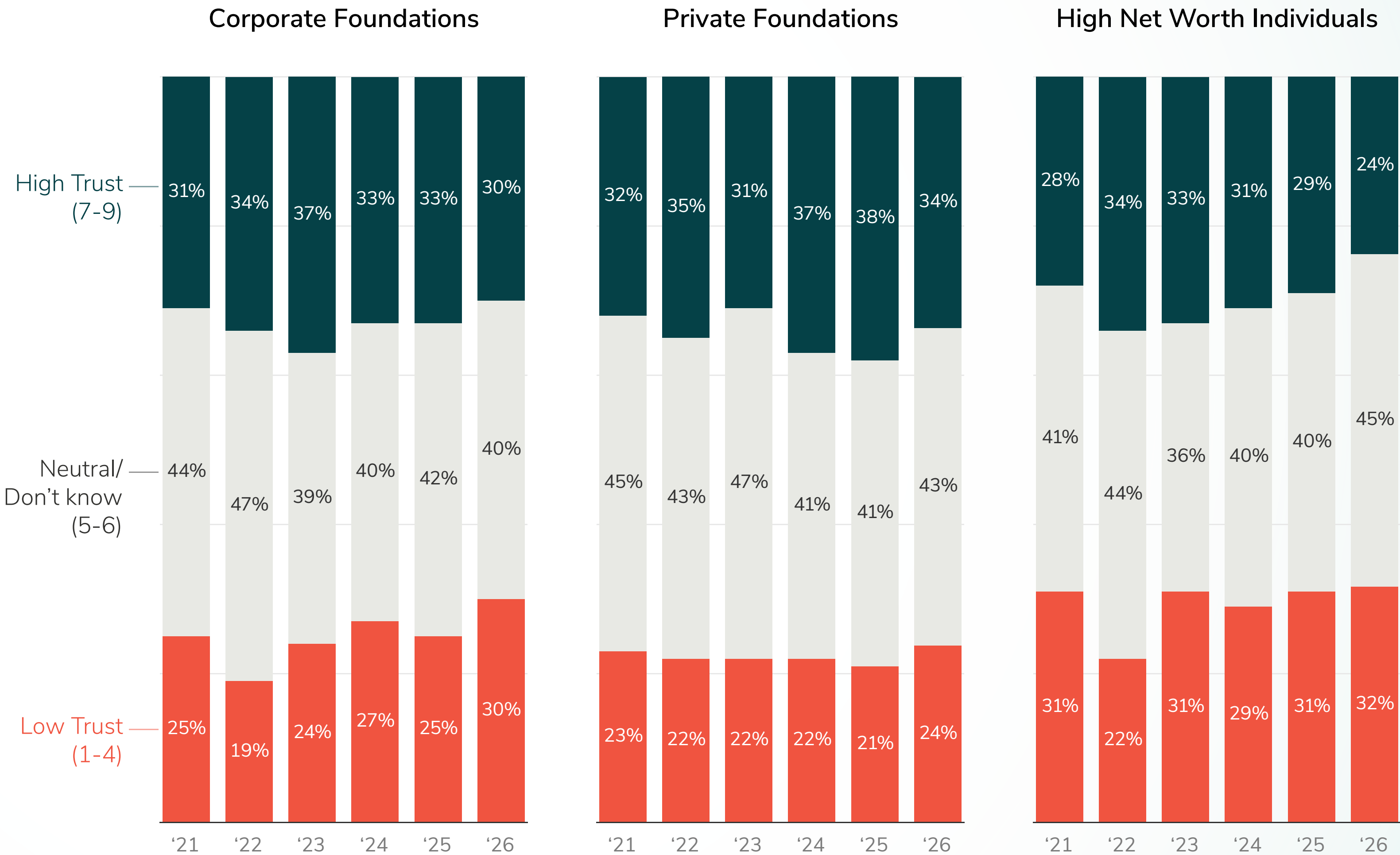


Trust over time across philanthropic sectors

Q18. How much do you trust corporate foundations to do what is right? Base Size: Gen Pop (n=994),
Q22. How much do you trust private foundations to do what is right? Base Size: Gen Pop (n=1012),
Q26. How much do you trust high net worth individuals engaged in philanthropy to do what is right? Base Size: Gen Pop (n=994)

“How much do you trust X to do what is right?”

Based on the overall trust on a 9-point scale:



► People perceive nonprofit organizations more favorably than high net worth individuals

Q14. How much do you agree or disagree with the following statements about nonprofit organizations? Base Size: Gen Pop (n=3000)

Q20. How much do you agree or disagree with the following statements about corporate foundations? Base Size: Gen Pop (n=994)

Q24. How much do you agree or disagree with the following statements about private foundations? Base Size: Gen Pop (n=1012)

Q28. How much do you agree or disagree with the following statements about high net worth individuals engaged in philanthropy? Base Size: Gen Pop (n=994)

Pillars of Nonprofits, Corporate and Private Foundations, and High Net Worth Individuals Perceptions

(Shown: Top 3 Box Agree on a 7-point scale)

	Nonprofit Organizations	Corporate Foundations	Private foundations	High Net Worth Individuals
They are trying hard to have a positive impact on society	79%	54%	60%	50%
They are good at what they do	76%	60%	59%	56%
They are honest	68%	42%	52%	39%
They keep their promises	67%	44%	50%	38%

Those who use AI are more likely to see a helpful use of it for nonprofits

Q70. How helpful or harmful do you think artificial intelligence (AI) could be for nonprofits who use the technology for the following activities? Base Size: Gen Pop (n=3000), AI User in both Personal Life and Work (n=559), Non-AI User (n=1045)

How Helpful AI Could Be for Nonprofits

(Shown: Top 3 Box Helpful on a 7-point scale)

	Overall	AI Users	Non-AI Users
Detect fraud or misuse of funds	33%	47%	17%
Evaluate which programs are most effective	32%	44%	16%
Measure and report program impact	32%	44%	18%
Improve disaster response efforts	31%	42%	16%
Develop template scripts or emails for volunteers to use in advocacy work	31%	46%	16%
Identify individuals or communities most in need of support	31%	41%	15%
Anticipate demand for services during crises	30%	42%	15%
Write more effective fundraising appeals	30%	44%	14%
Provide more accessible services for the community	30%	43%	13%
Allocate limited resources more efficiently	29%	44%	13%
Increase efficiency of developing advocacy materials to reach policymakers for the communities they serve	28%	43%	13%
Reduce bias in their decision-making process	28%	43%	12%
Provide more personalized recommendations for assistance or resources	28%	42%	12%
Operate with stronger ethical guidelines	25%	38%	11%

Bold green/red indicates data is significantly higher/lower than Overall numbers

The general population, especially non-AI users, are more skeptical of AI’s role in nonprofits

Q70. How helpful or harmful do you think artificial intelligence (AI) could be for nonprofits who use the technology for the following activities? Base Size: Gen Pop (n=3000), AI User in both Personal Life and Work (n=559), Non-AI User (n=1045)

How Harmful AI Could Be for Nonprofits

(Shown: Bottom 4 Box Harmful on a 7-point scale)

	Overall	AI Users	Non-AI Users
Operate with stronger ethical guidelines	50%	40%	65%
Provide more personalized recommendations for assistance or resources	49%	39%	64%
Reduce bias in their decision-making process	48%	38%	63%
Allocate limited resources more efficiently	46%	38%	61%
Provide more accessible services for the community	46%	38%	61%
Increase efficiency of developing advocacy materials to reach policymakers for the communities they serve	45%	36%	60%
Identify individuals or communities most in need of support	45%	38%	59%
Anticipate demand for services during crises	45%	38%	59%
Develop template scripts or emails for volunteers to use in advocacy work	45%	36%	60%
Write more effective fundraising appeals	45%	35%	59%
Improve disaster response efforts	44%	38%	58%
Measure and report program impact	44%	36%	57%
Evaluate which programs are most effective	44%	35%	58%
Detect fraud or misuse of funds	43%	35%	57%

Bold green/red indicates data is significantly higher/lower than Overall numbers

Those who use AI more often are more trusting of nonprofits who also use AI

Q67. If you heard that a nonprofit organization you support used generative artificial intelligence (AI) tools in many of its operations to further its mission, would you be more or less likely to trust that organization? Base Size: Gen Pop (n=3000), AI User in Personal Life (n=829), AI User in Work (n=155), AI User in both Personal Life and Work (n=559), Non-AI User (n=1045)

Likelihood of Trusting Nonprofits Who Use AI

(Shown: % Selected)

	Overall	AI User (personal)	AI User (work)	AI User (both)	Non-AI User
	(n=3000)	(n=829)	(n=155)	(n=559)	(n=1045)
Much more likely	10%	14%	15%	21%	3%
Somewhat more likely	12%	18%	19%	22%	3%
No impact	33%	41%	37%	36%	24%
Somewhat less likely	19%	14%	20%	11%	26%
Much less likely	18%	9%	5%	5%	36%

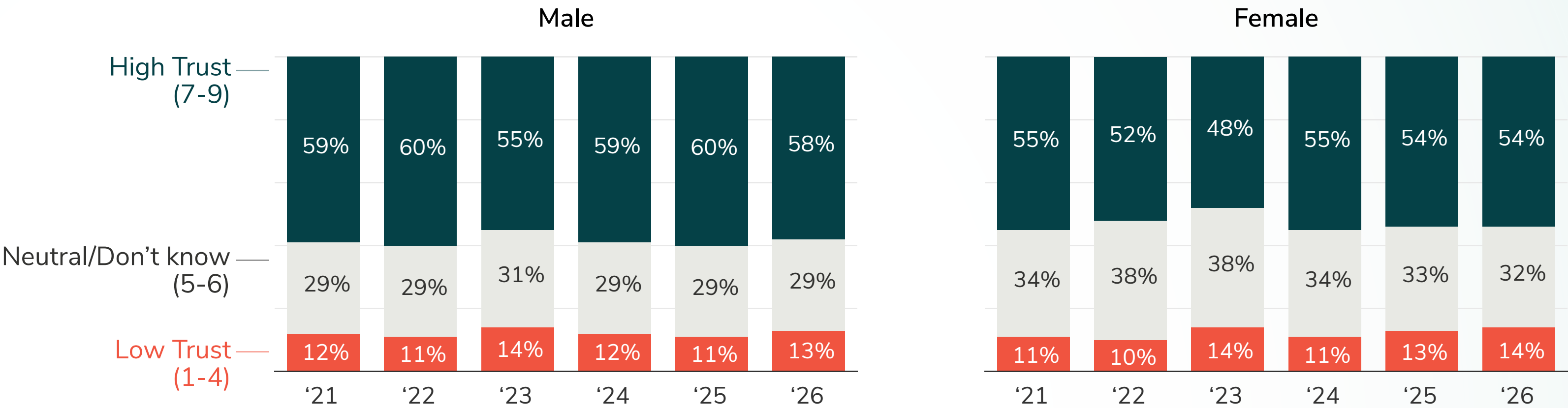
Bold green/red indicates data is significantly higher/lower than Overall numbers

Nonprofits: Gender & Education

Q12. How much do you trust nonprofit organizations to do what is right? Base Size: Male (n=1319), Female (n=1670), Less than a Bachelor's Degree (n=2108), Bachelor's Degree or more (n=889)

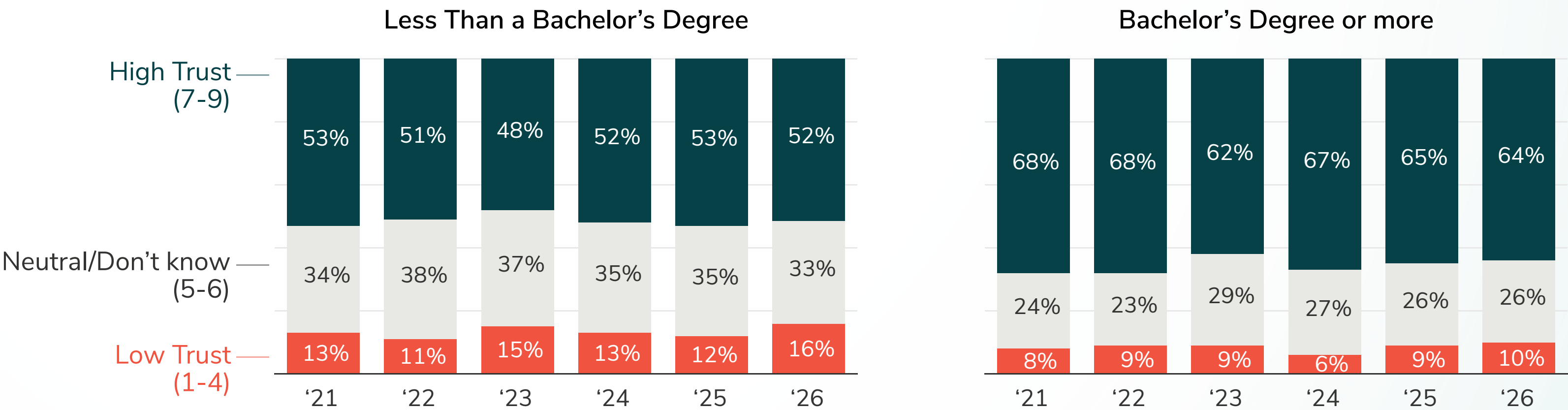
Gender

(Shown: % Selected)



Education

(Shown: % Selected)

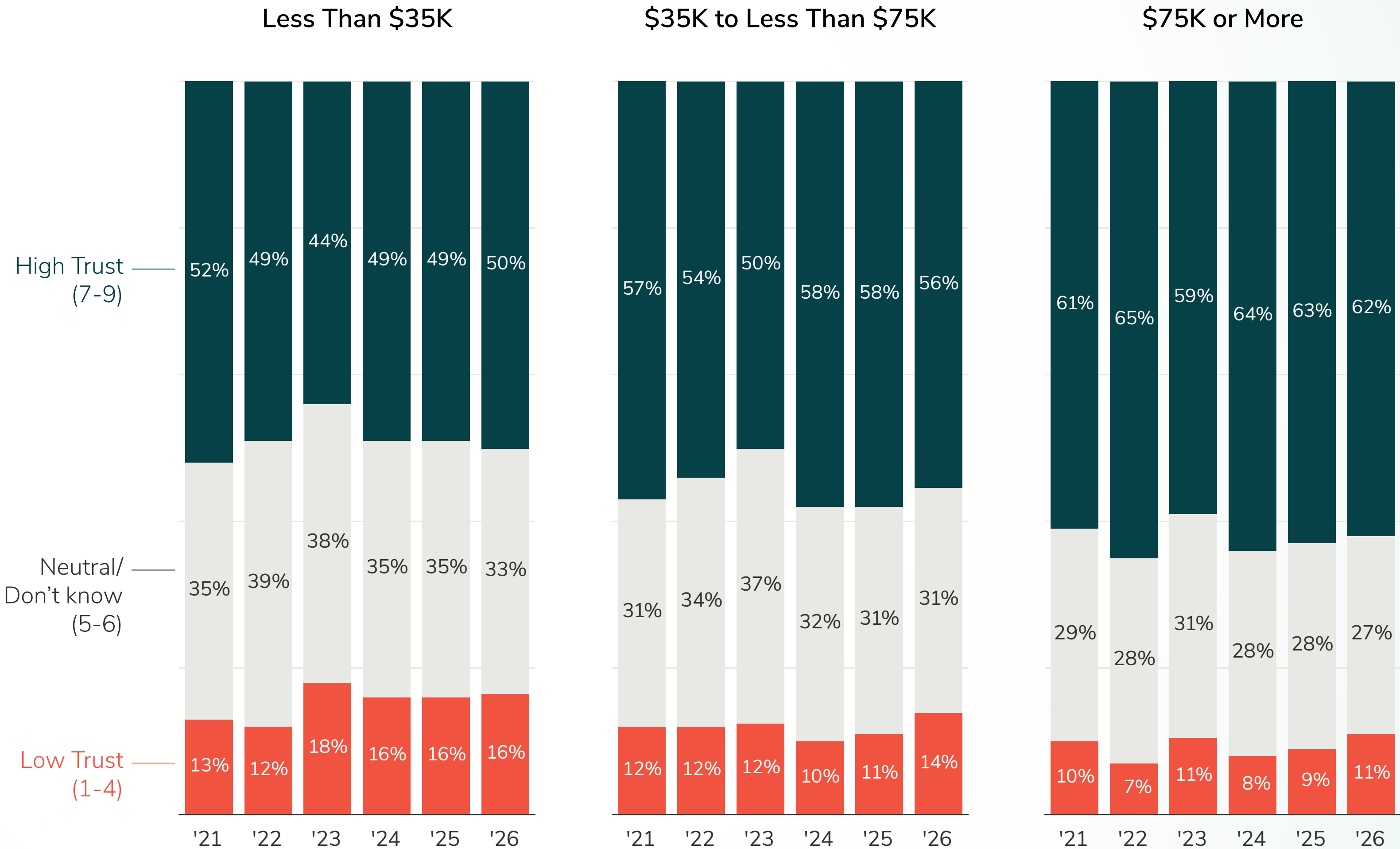


Nonprofits: Household Income

Q12. How much do you trust nonprofit organizations to do what is right? Base Size: Less than \$35,000 (n=1006), \$35,000 to less than \$75,000 (n=977), \$75,000 or more (n=958)

Household Income

(Shown: % Selected)

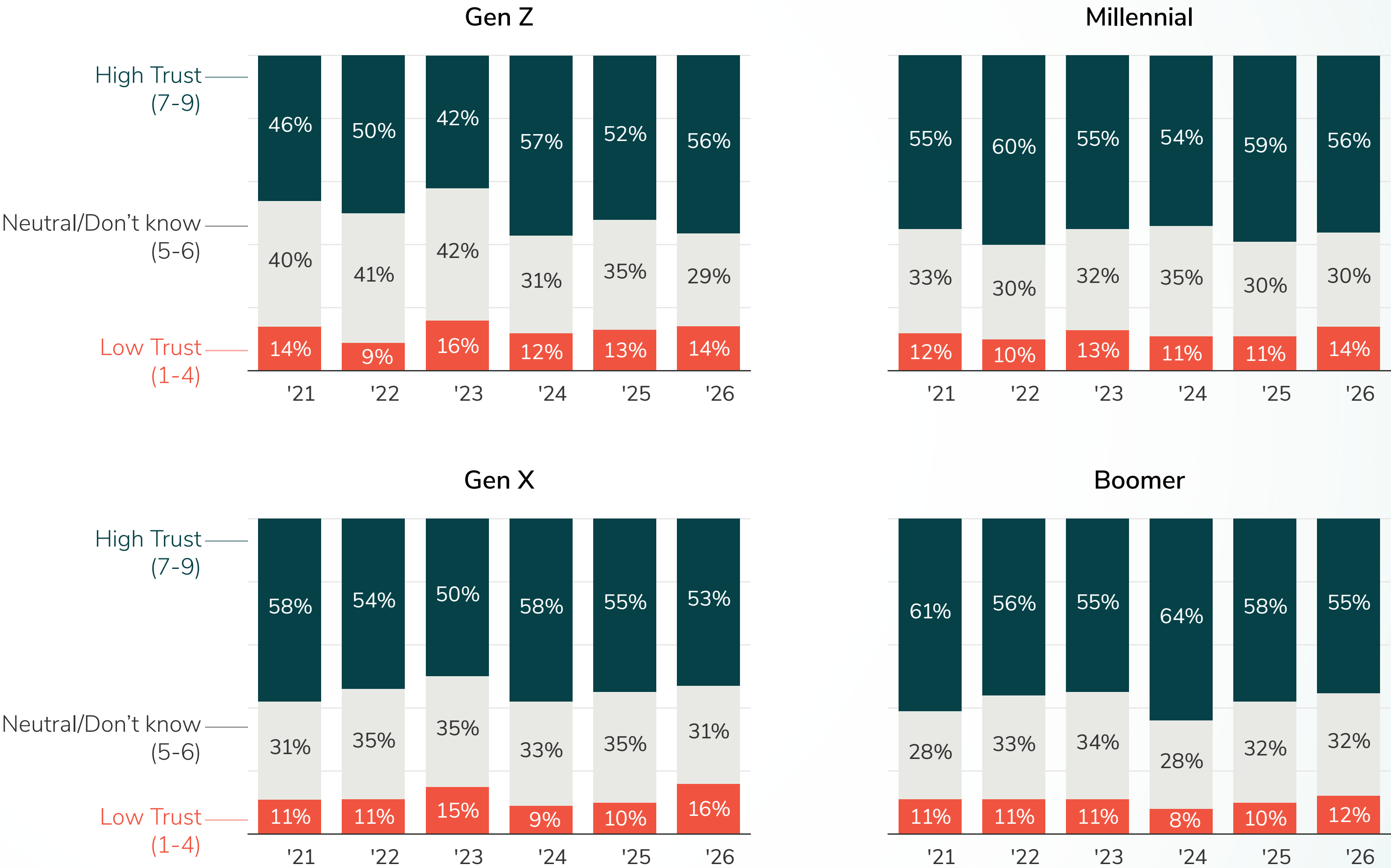


Nonprofits: Generation

Q12. How much do you trust nonprofit organizations to do what is right? Base Size: Gen Z (n=473), Millennial (n=884), Gen X (n=850), Boomer (n=716)

Generation

(Shown: % Selected)

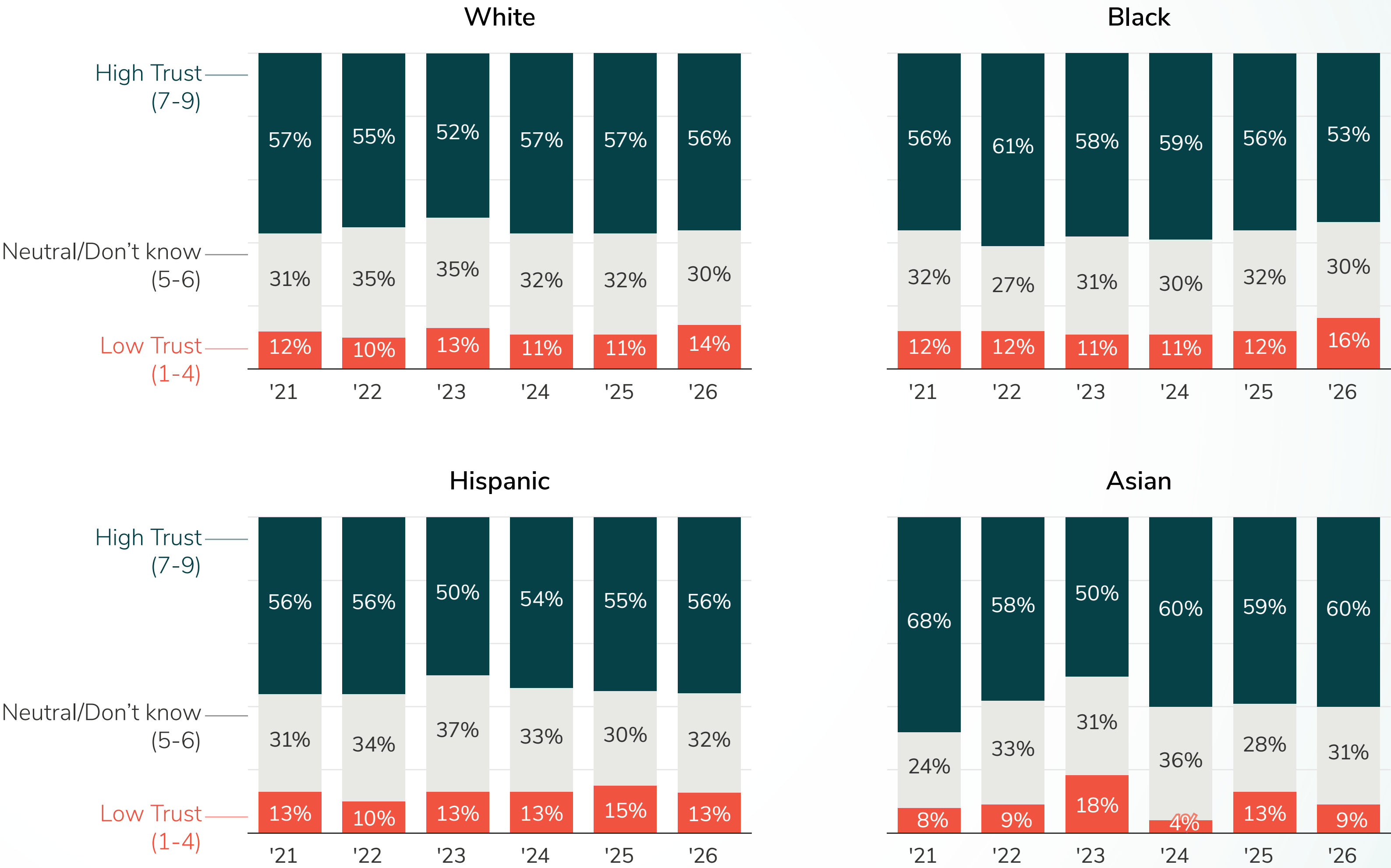


Nonprofits: Ethnicity

Q12. How much do you trust nonprofit organizations to do what is right? Base Size: White (n=1949), Black (n=361), Hispanic (n=489), Asian (n=115)

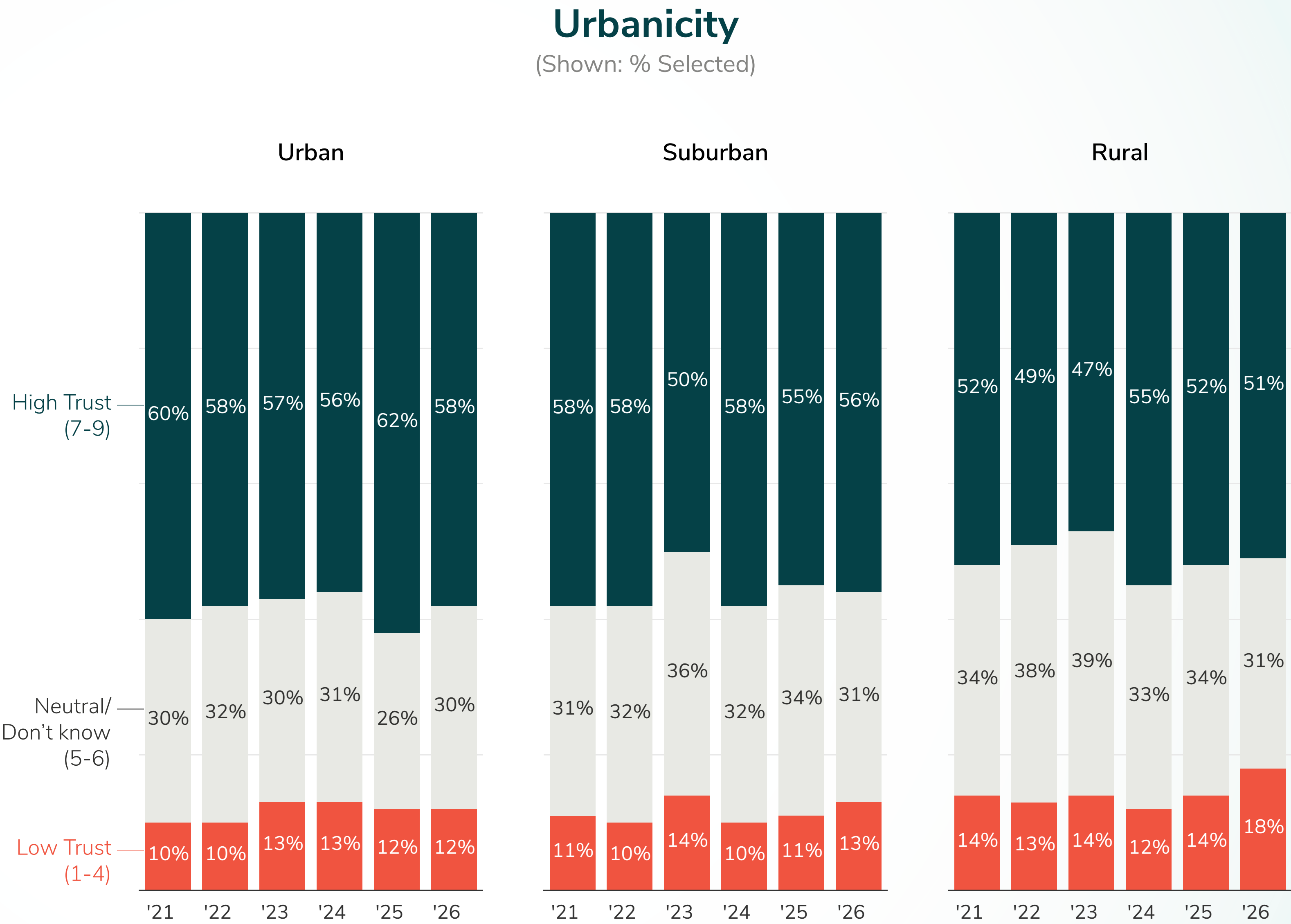
Ethnicity

(Shown: % Selected)



Nonprofits: Urbanicity

Q12. How much do you trust nonprofit organizations to do what is right? Base Size: Urban (n=944), Suburban (n=1347), Rural (n=709)

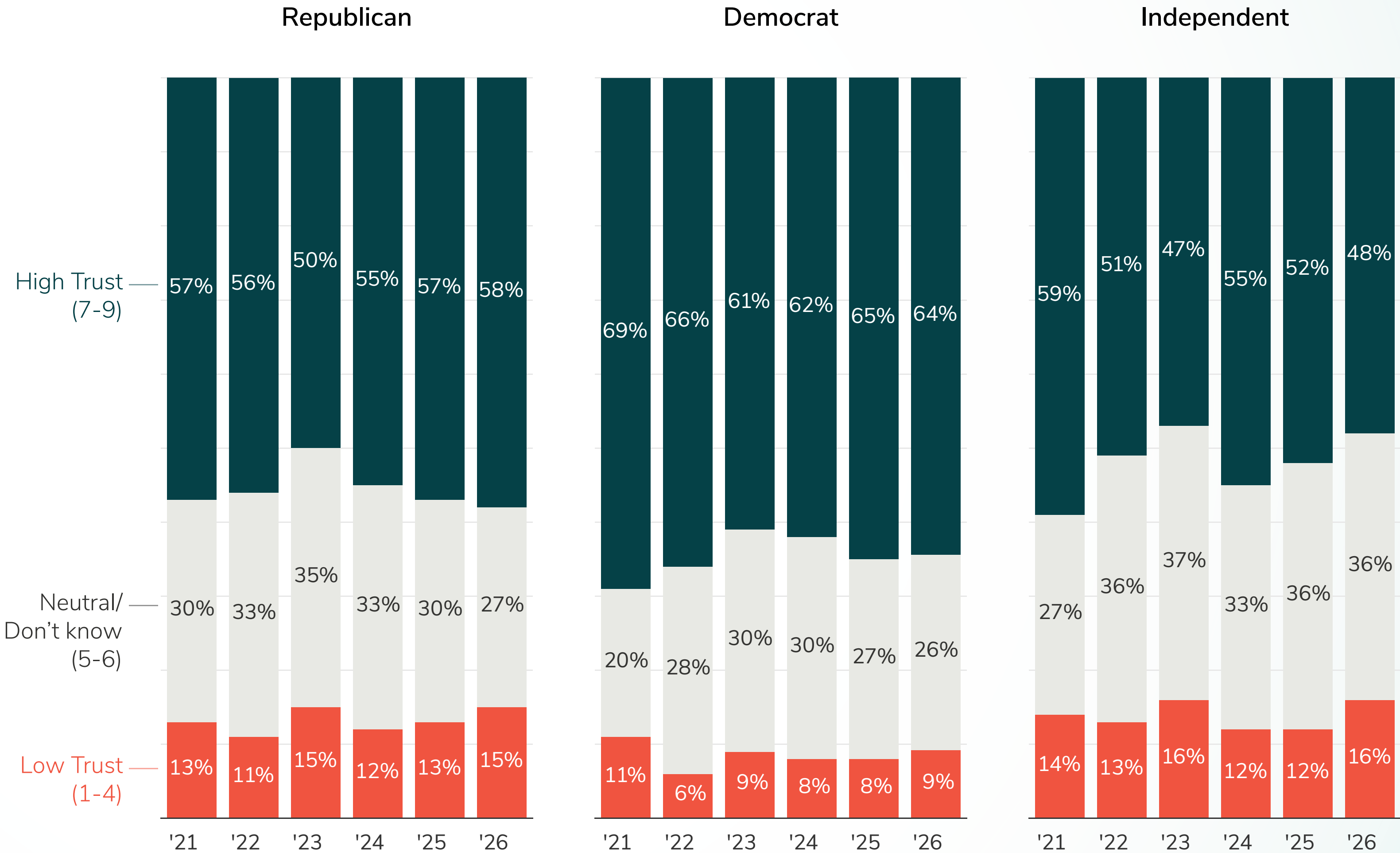


Nonprofits: Political Affiliation

Q12. How much do you trust nonprofit organizations to do what is right? Base Size: Republican (n=957), Democrat (n=989), Independent (n=796)

Political Affiliation

(Shown: % Selected)



Independent Sector

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