



nfpSynergy

helping non-profits thrive

What do the public think of charities?

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Introduction

nfpSynergy's research...

The purpose of nfpSynergy is to provide ideas, insights and information to help non-profits thrive. We do this with the following research services:

Syndicated research services

nfpSynergy run a number of syndicated research programmes surveying various charity stakeholders:

General public

- Charity Awareness Monitor (CAM)
- Brand Attributes
- Youth Engagement Monitor (YEM)
- Ethnic Minorities Charity Engagement Monitor (EMCEM)

Regional public

- Scottish Charity Engagement Monitor (SCEM)
- Irish Charity Engagement Monitor (ICEM)

Parliamentary and local government awareness

- Charity Parliamentary Monitor (CPM)
- APM and MSP monitoring
- Local Authorities Monitor

Media awareness

- Charity Media Monitor (CMM)

Bespoke research services

nfpSynergy also offer an extensive bespoke research, analysis and consultancy services and are experts in both **quantitative and qualitative** methodologies

Study designs include:

- Fundraising and supporter surveys
- Branding and communications research
- Stakeholder audits
- Generating media headlines
- Service delivery and service users
- New product development
- Engaging young people
- Informing future strategy, planning and policy

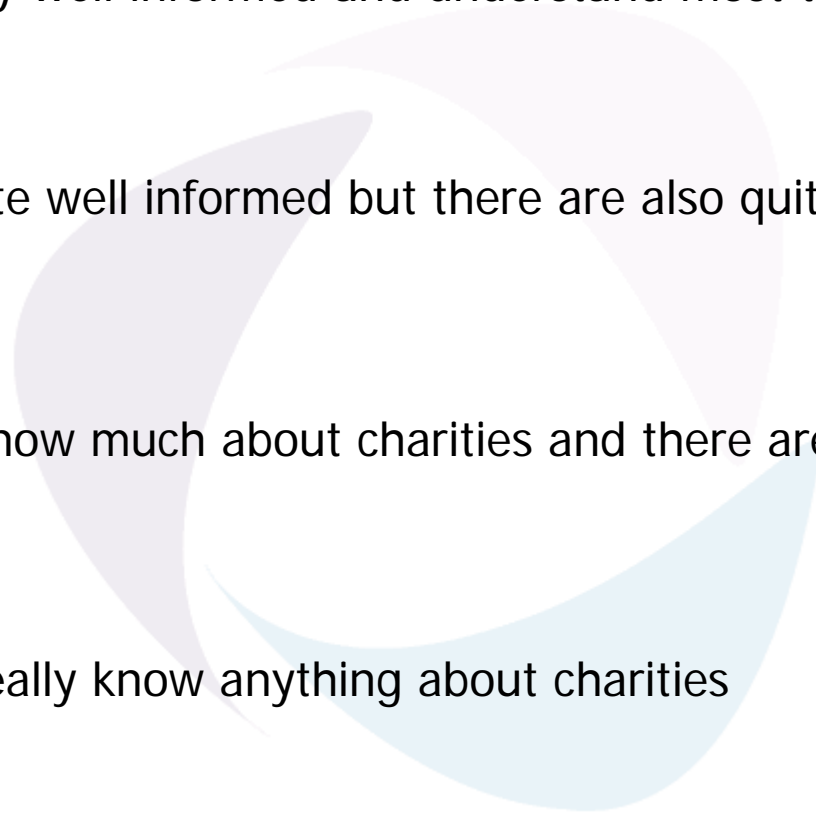


Perception



- How do the public perceive charities
- Some common misconceptions
- When should charities correct misconceptions

1. The public are very well informed and understand most things about charities
2. The public are quite well informed but there are also quite a few areas they don't understand
3. The public don't know much about charities and there are lots of misunderstandings
4. The public don't really know anything about charities

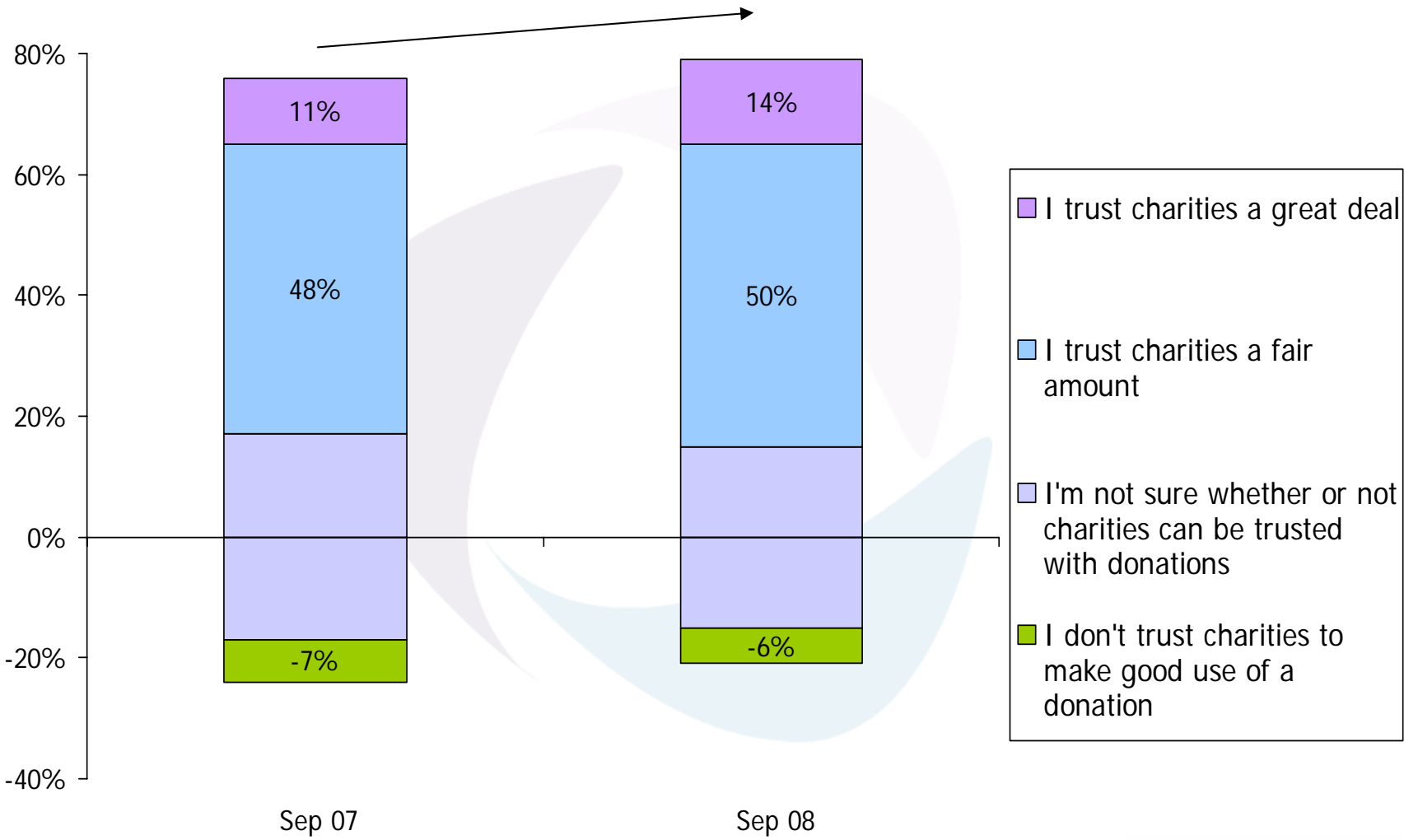




Trust in charities



Confidence in charities' use of donation



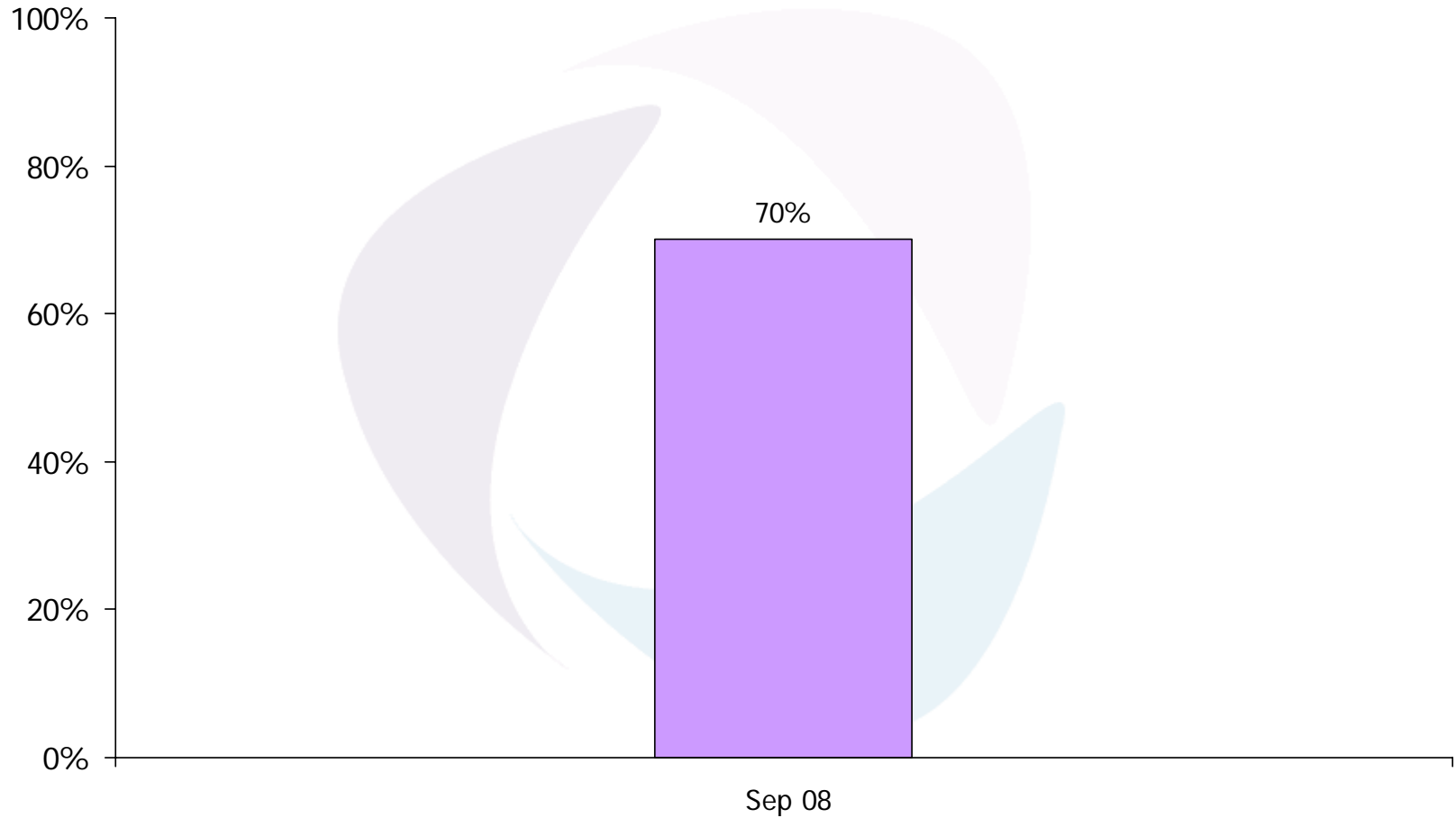
Base: 1,000 adults 16+, Britain.

Source: Charity Awareness Monitor, Sep 08, nfpSynergy

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Trust in charities - Word of mouth

"Do you think you are more likely to trust a charity because you've heard of it?" **Yes**



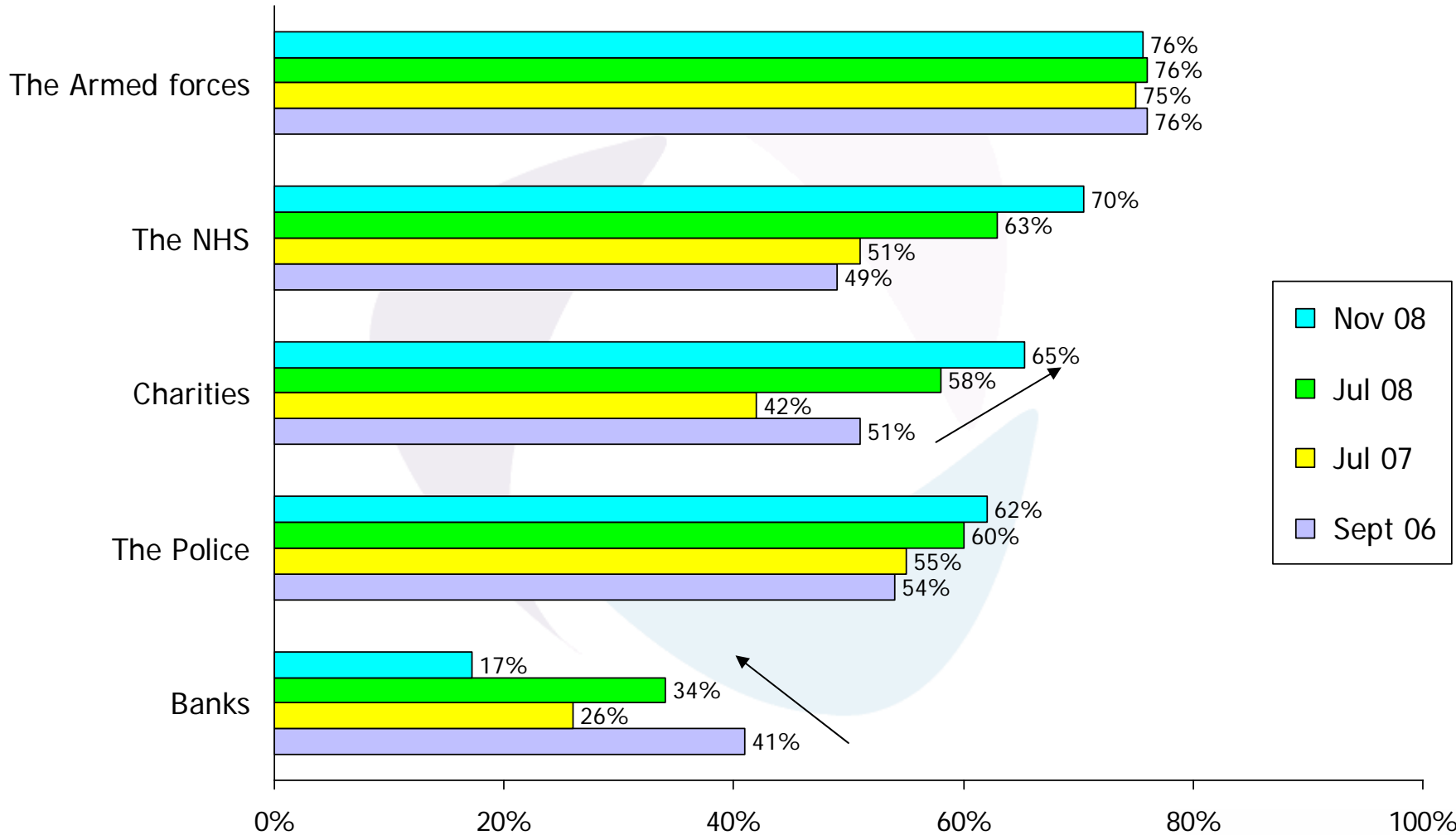
Base: 1,000 adults 16+, Britain.

Source: Charity Awareness Monitor, Sep 08, nfpSynergy

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Changes in trust

"Below is a list of public bodies and institutions. Please indicate how much **trust** you have in each of the bodies." **Quite a lot/A great deal**



Base: 1,000 adults 16+, Britain.

Source: Charity Awareness Monitor, Nov 08, nfpSynergy

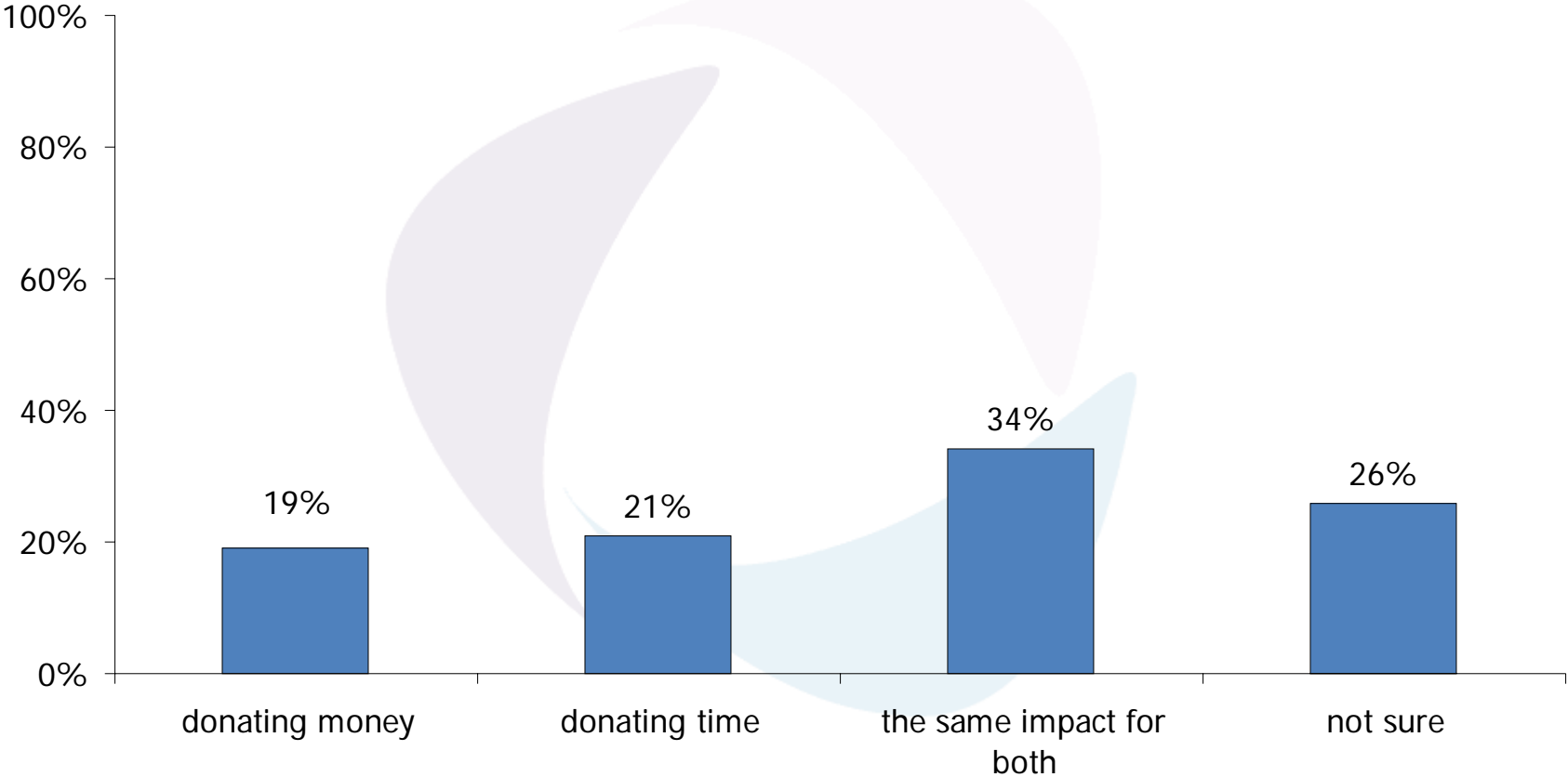
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Charity finances

Impact of donating time or money

“Do you feel you could make a bigger impact to a charity by giving your money or your time?” **Yes**



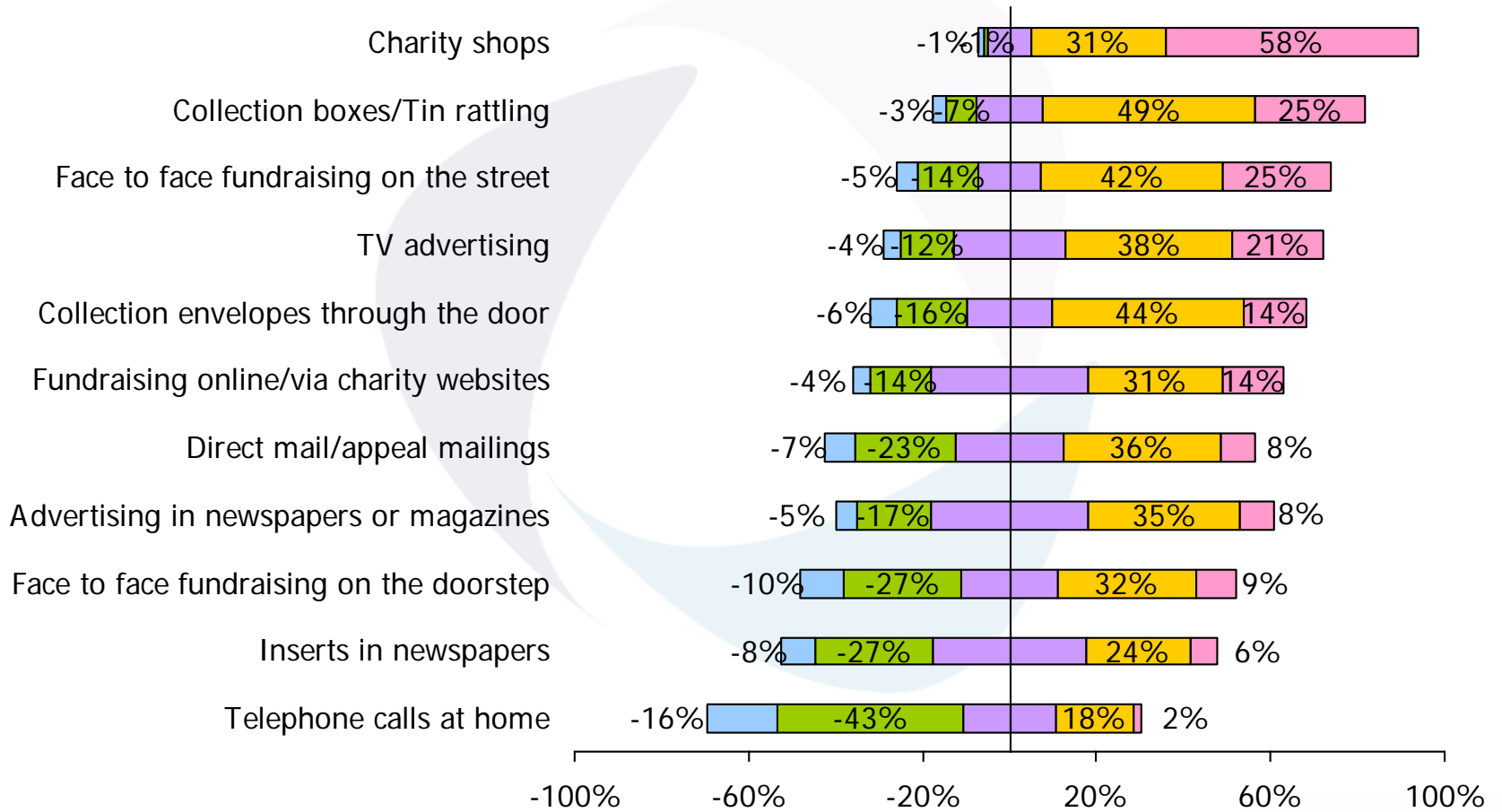
Base: 1,000 adults 16+, Britain.

Source: Charity Awareness Monitor, Nov 08, nfpSynergy

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Effective fundraising techniques

■ Not effective at all
 ■ Not very effective
 ■ Not sure
 ■ A little effective
 ■ Very effective



Base: 1,000 adults 16+, Britain.

Source: Charity Awareness Monitor, Sep 08, nfpSynergy

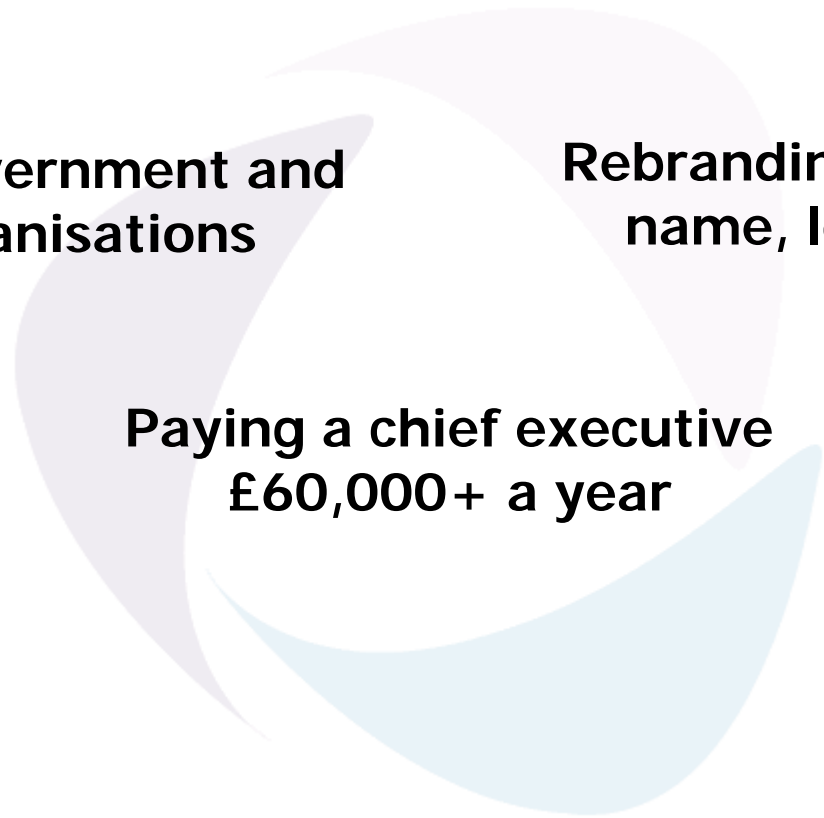
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Worthwhile vs. wasteful ways charities spend money

Lobbying government and other organisations

Rebranding i.e. changing name, logo, look etc

**Paying a chief executive
£60,000+ a year**

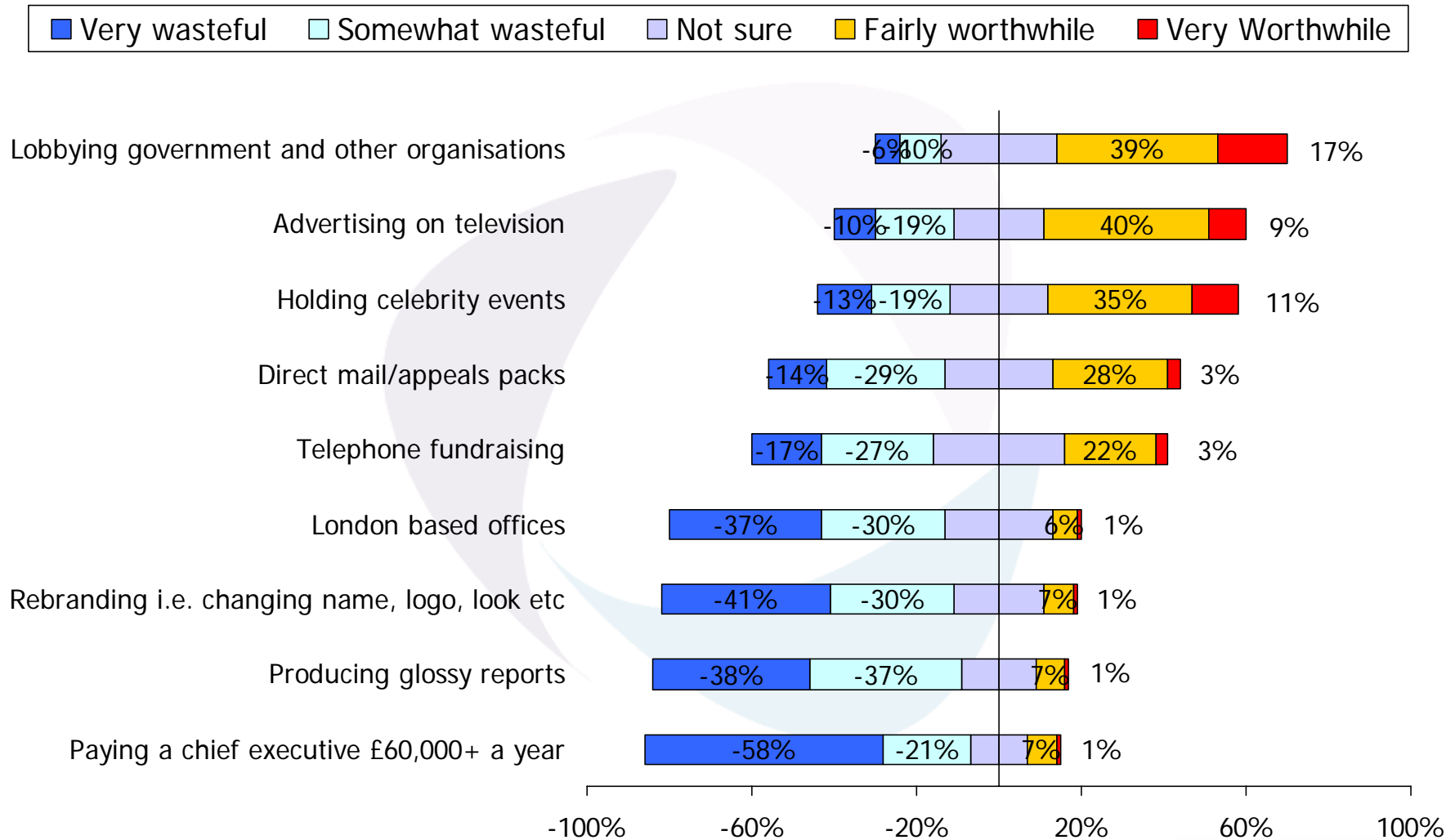


Base: 1,000 adults 16+, Britain.

Source: Charity Awareness Monitor, Sep 08, nfpSynergy

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Worthwhile vs. wasteful ways charities spend money

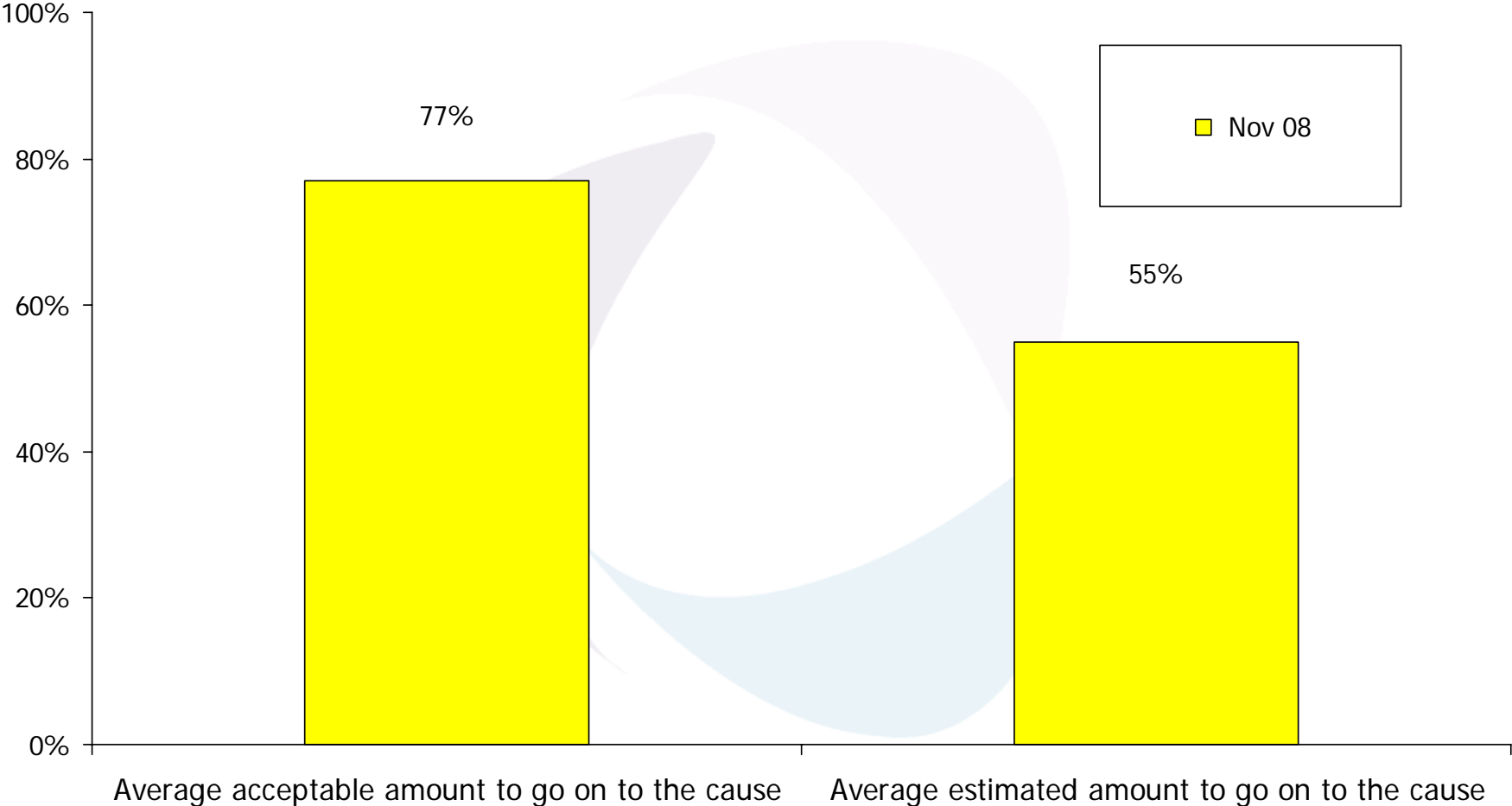


Base: 1,000 adults 16+, Britain.

Source: Charity Awareness Monitor, Sep 08, nfpSynergy

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Estimated and acceptable proportion of a charity's income to go on "the cause"

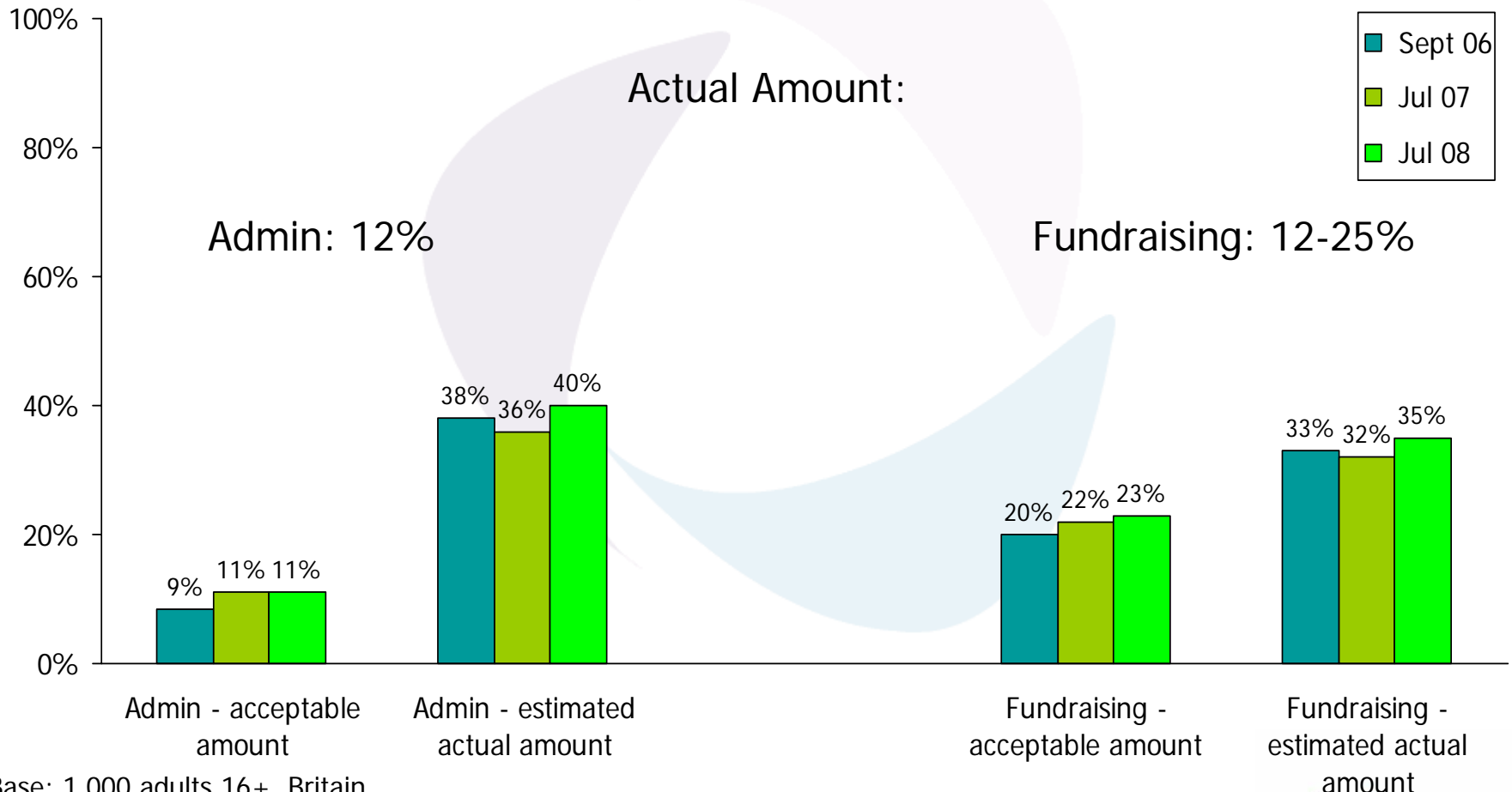


Base: 1,000 adults 16+, Britain.

Source: Charity Awareness Monitor, Nov 08, nfpSynergy

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Perceived spending on fundraising and administration



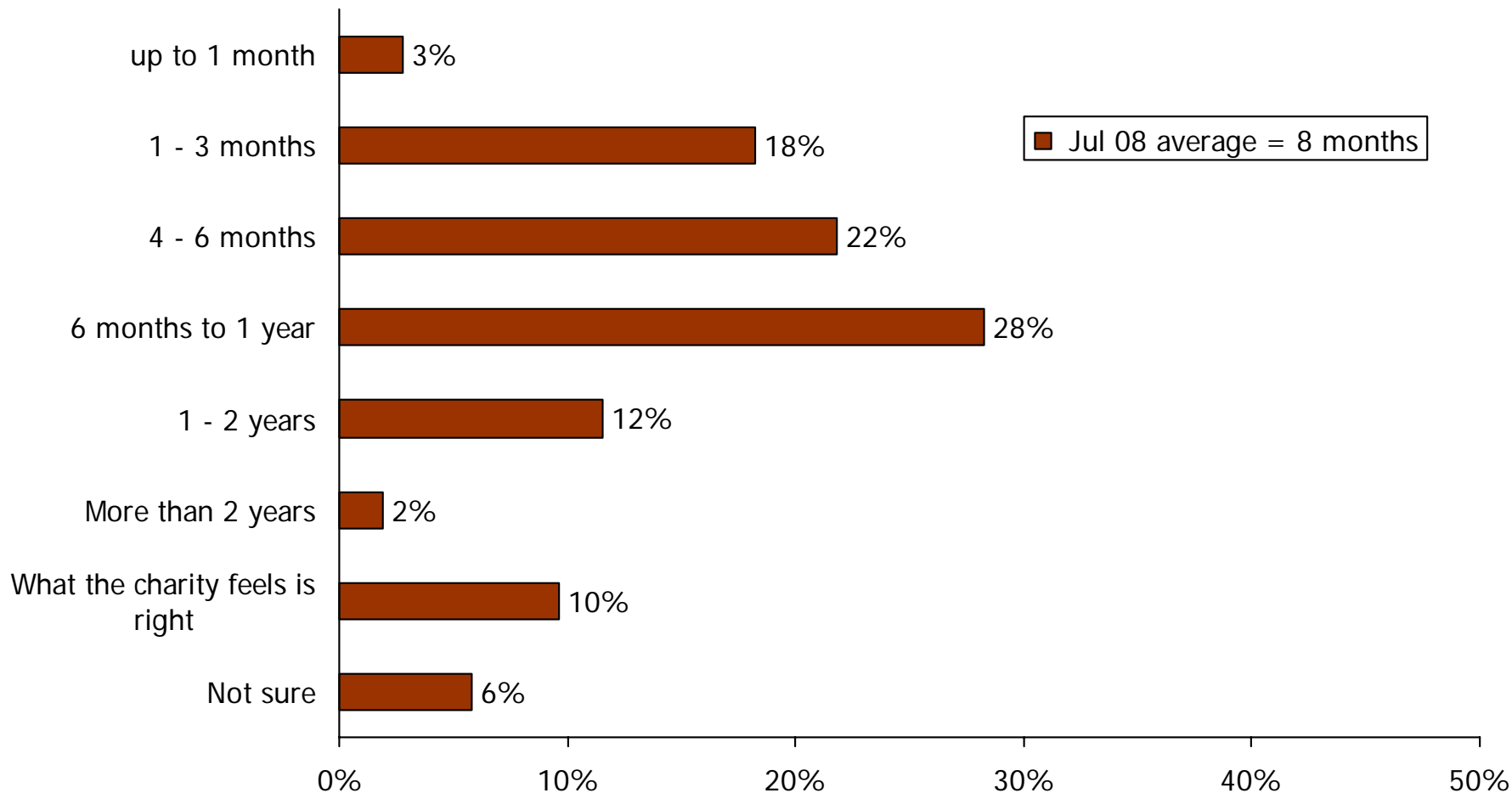
Base: 1,000 adults 16+, Britain.

Source: Charity Awareness Monitor, Jul 08, nfpSynergy

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Acceptable reserves

How many months of expenditure do you think would be the smallest amount wise for a charity to keep in reserve?"



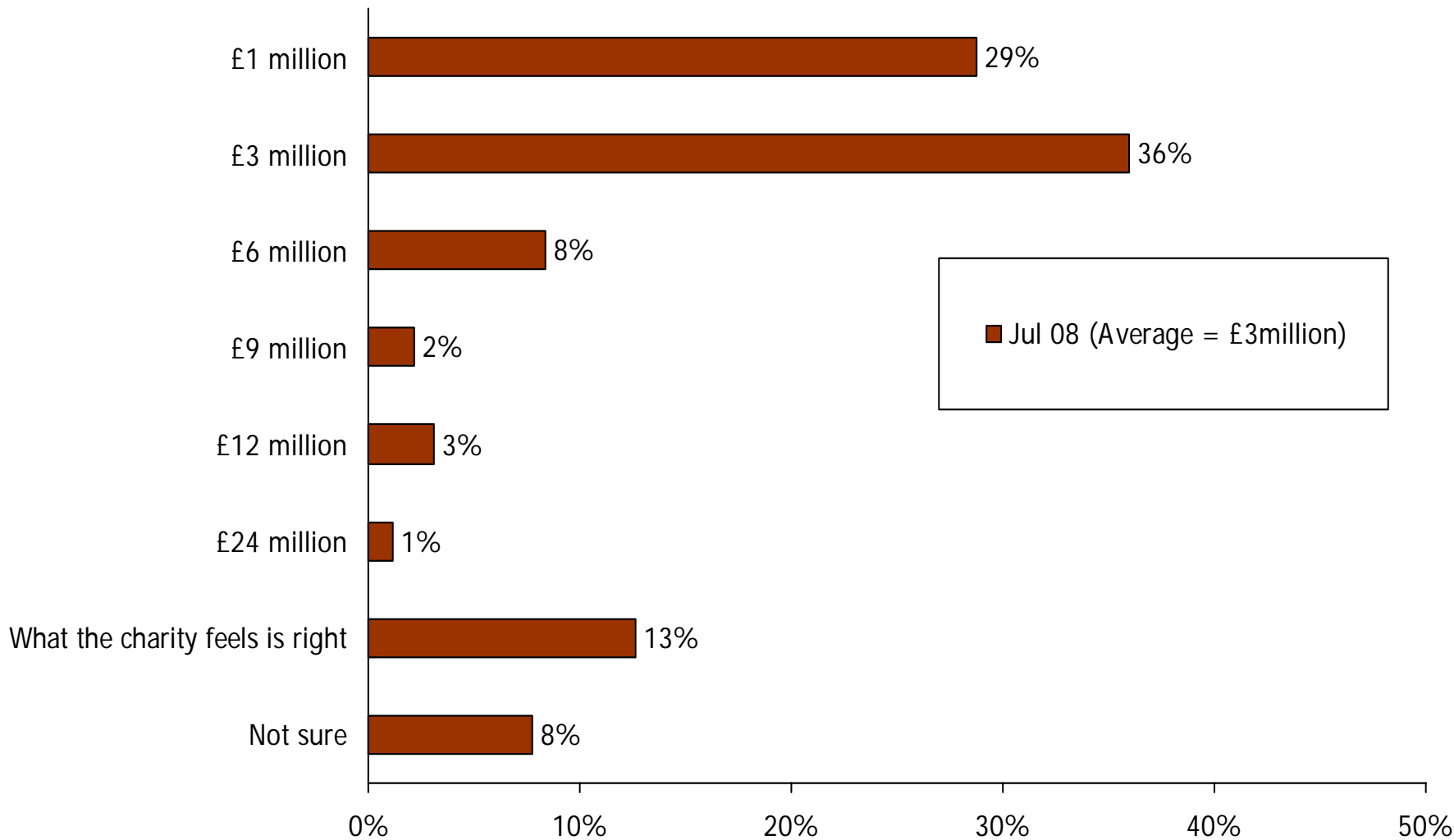
Base: 1,000 adults 16+, Britain.

Source: Charity Awareness Monitor, Jul 08, nfpSynergy

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Appropriate reserves for a £12m charity

"If you gave money to a charity with an income of £12 million how much money would you feel comfortable for it to have in reserve?"

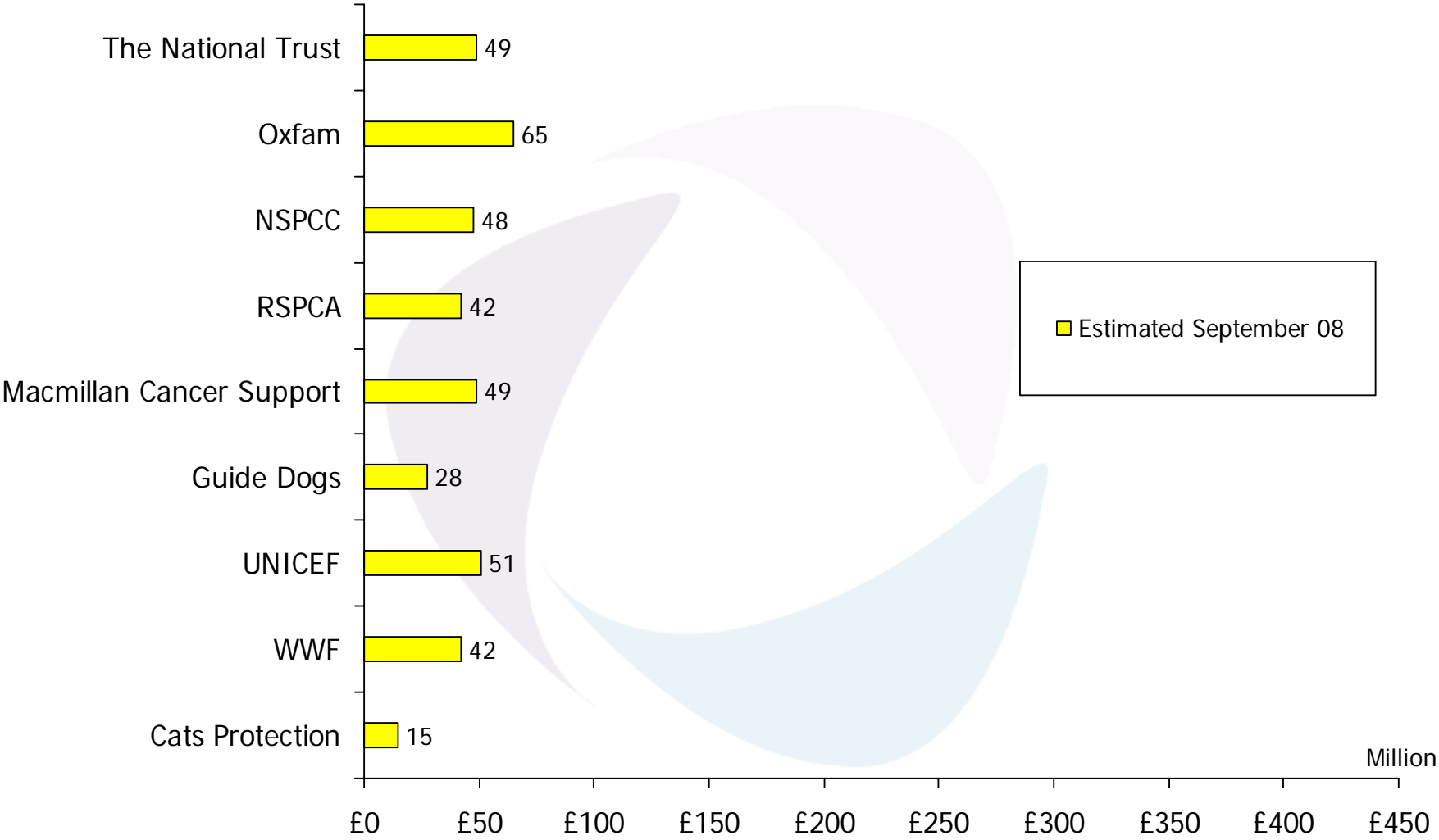


Base: 1,000 adults 16+, Britain.

Source: Charity Awareness Monitor, Jul 08, nfpSynergy

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Average estimated income versus actual income



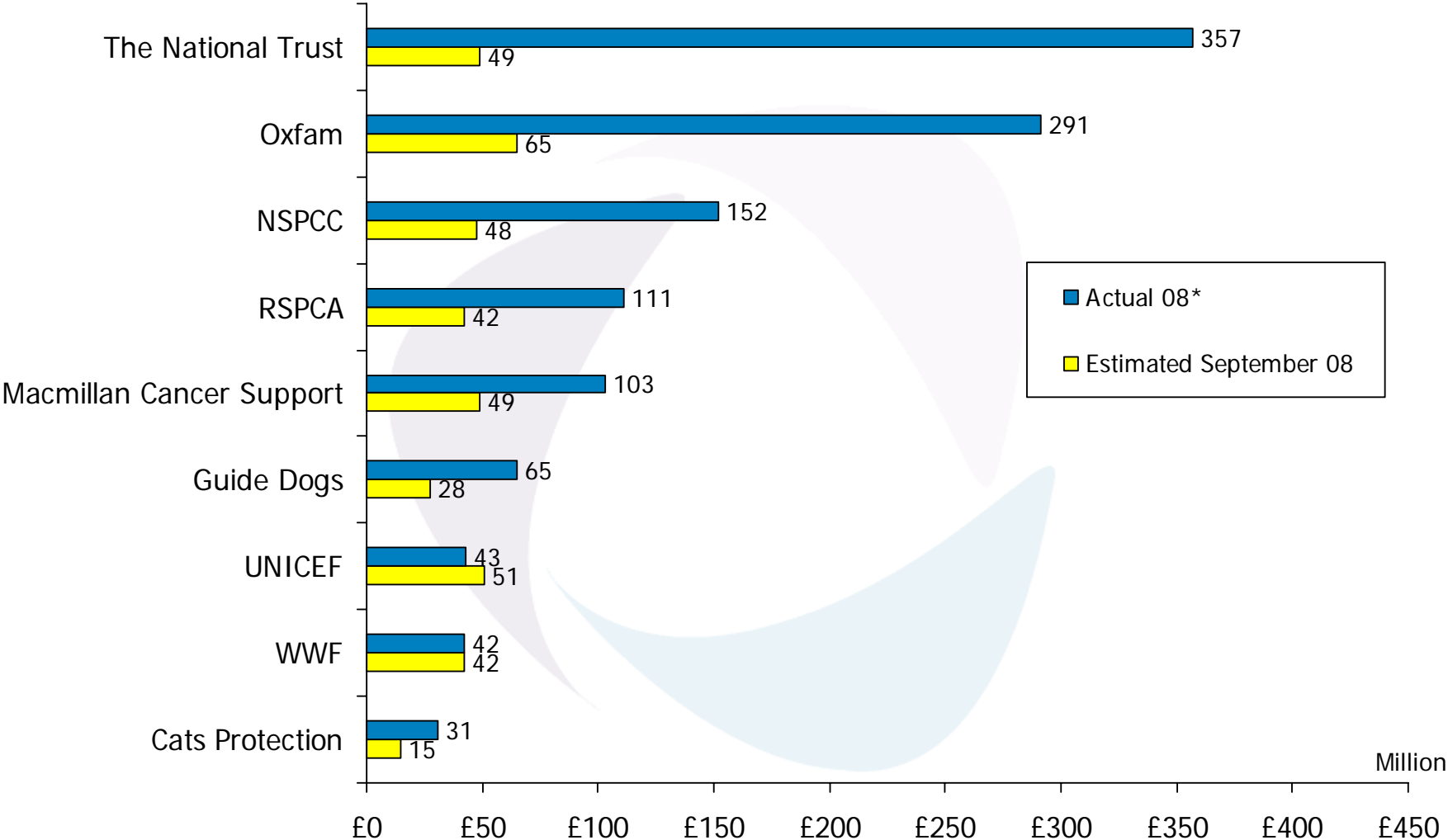
Base: 1,000 adults 16+, Britain.

Source: Charity Awareness Monitor, Sept 08, nfpSynergy.

*Source: CaritasData, Charity Market Monitor 2008

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Average estimated income versus actual income

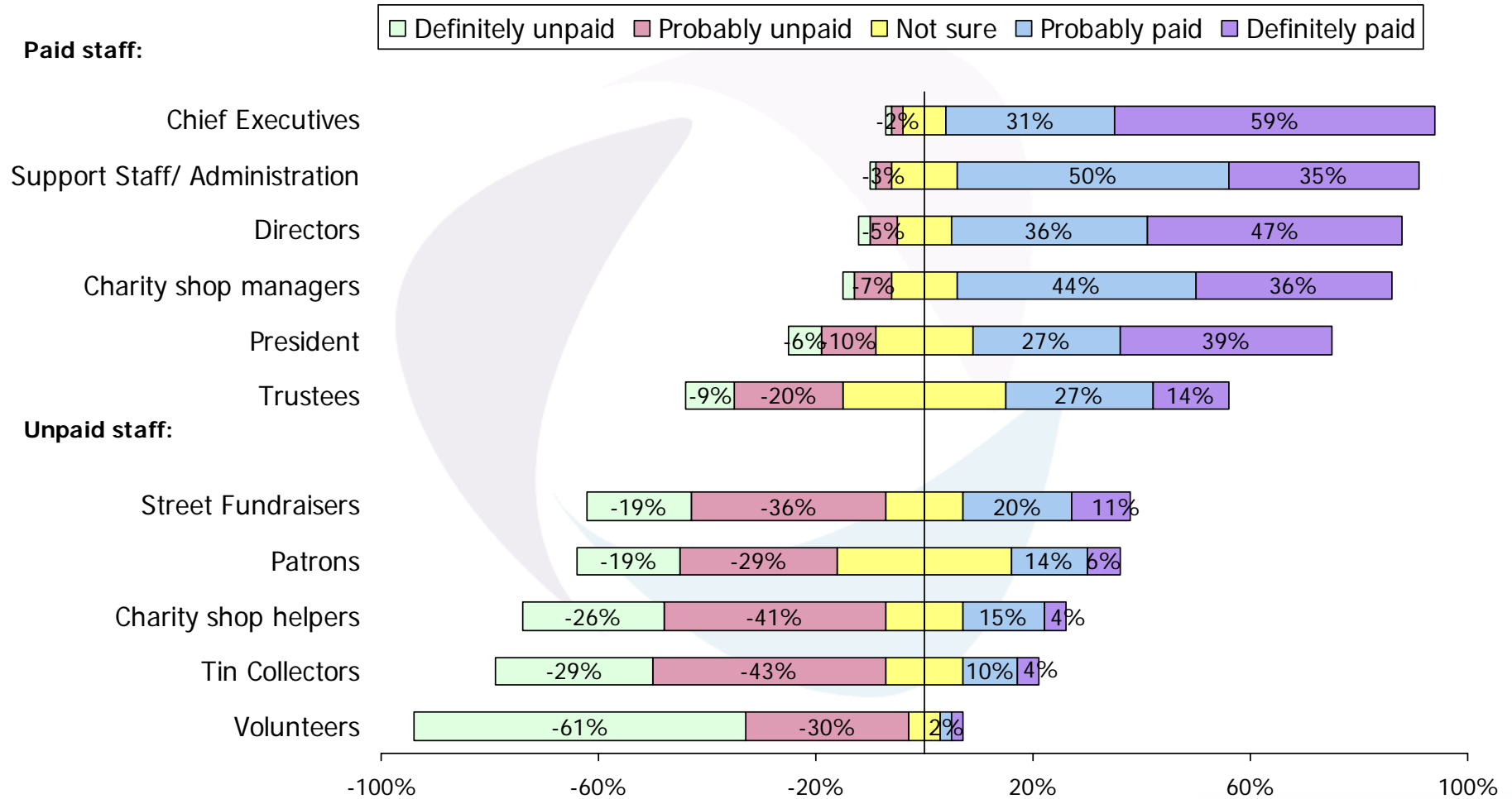


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Source: Charity Awareness Monitor, Sept 08, nfpSynergy.

*Source: CaritasData, Charity Market Monitor 2008

Public perceptions of whether different types of staff are paid or not



Base: 1,000 adults 16+, Britain.

Source: Charity Awareness Monitor, Jul 08, nfpSynergy

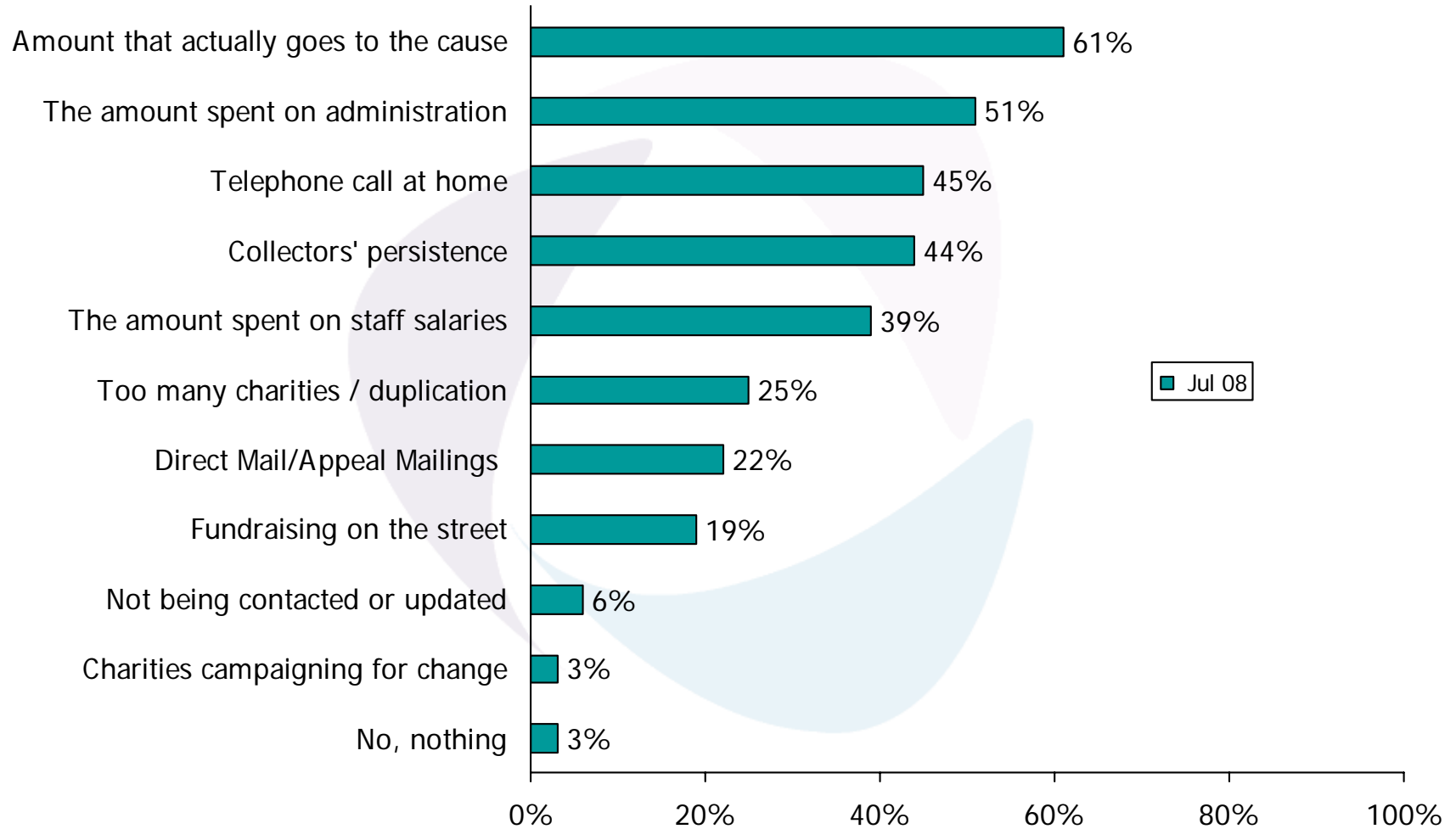
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Charities – off-putting?

How charities are off-putting

Prompted



Base: 1,000 adults 16+, Britain.

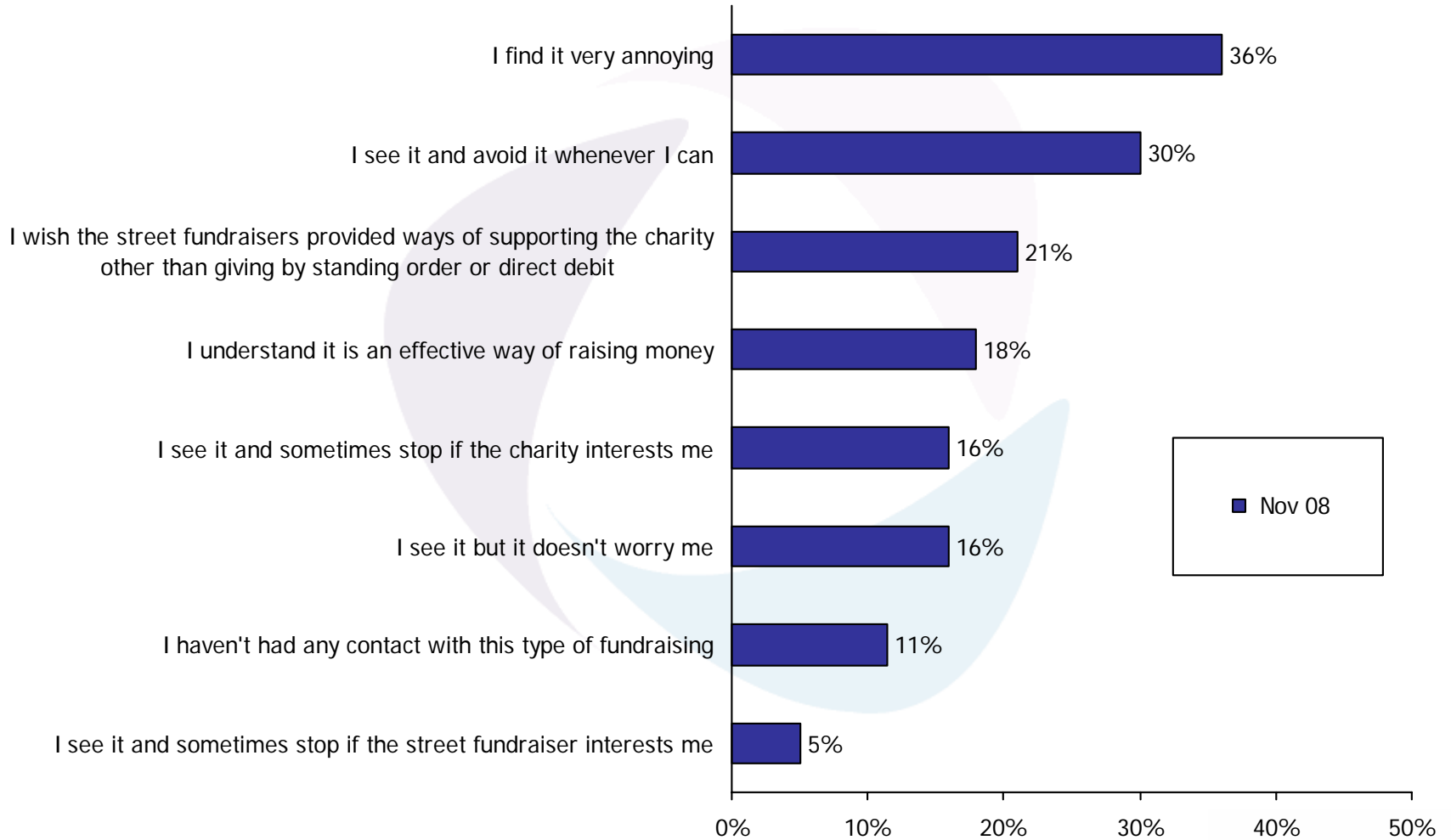
Source: Charity Awareness Monitor, Jul 08, nfpSynergy

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Feelings towards street fundraising

"Which of the following best sums up your feelings towards 'street fundraising'?"

Prompted list



Base: 1,000 adults 16+, Britain.

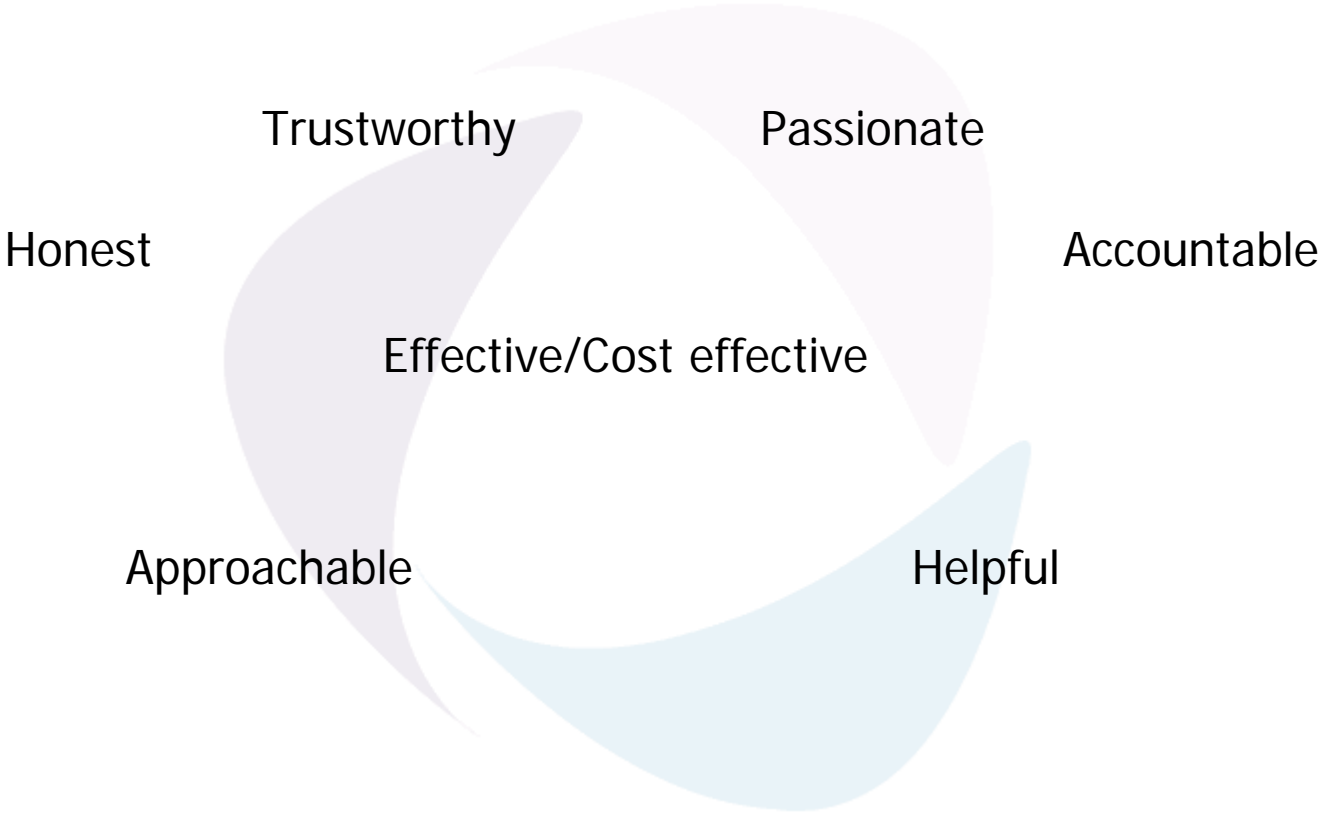
Source: Charity Awareness Monitor, Nov 08, nfpSynergy

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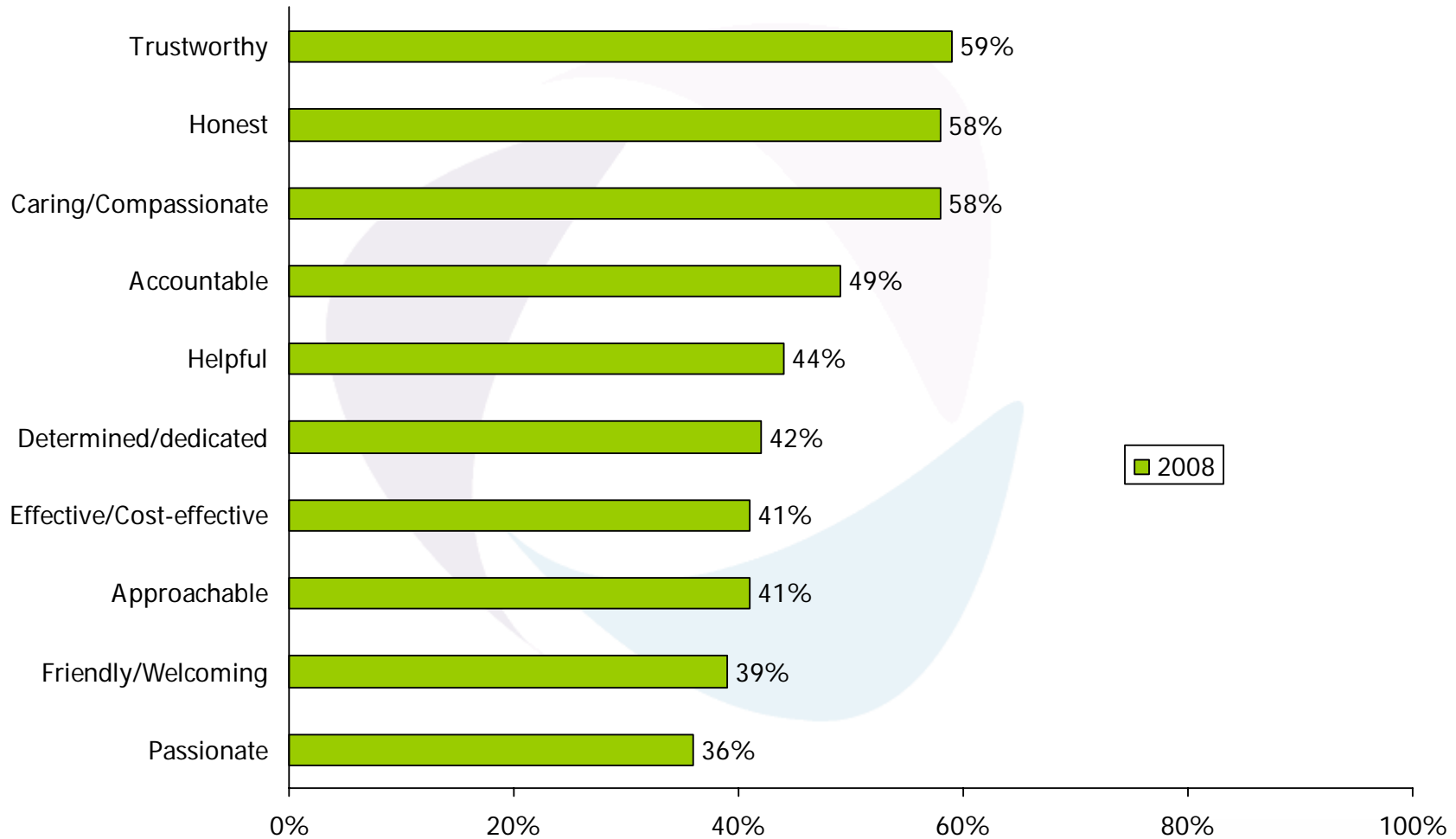
The Ideal Charity

The Ideal Charity



Top 10 adjectives for the “ideal charity”

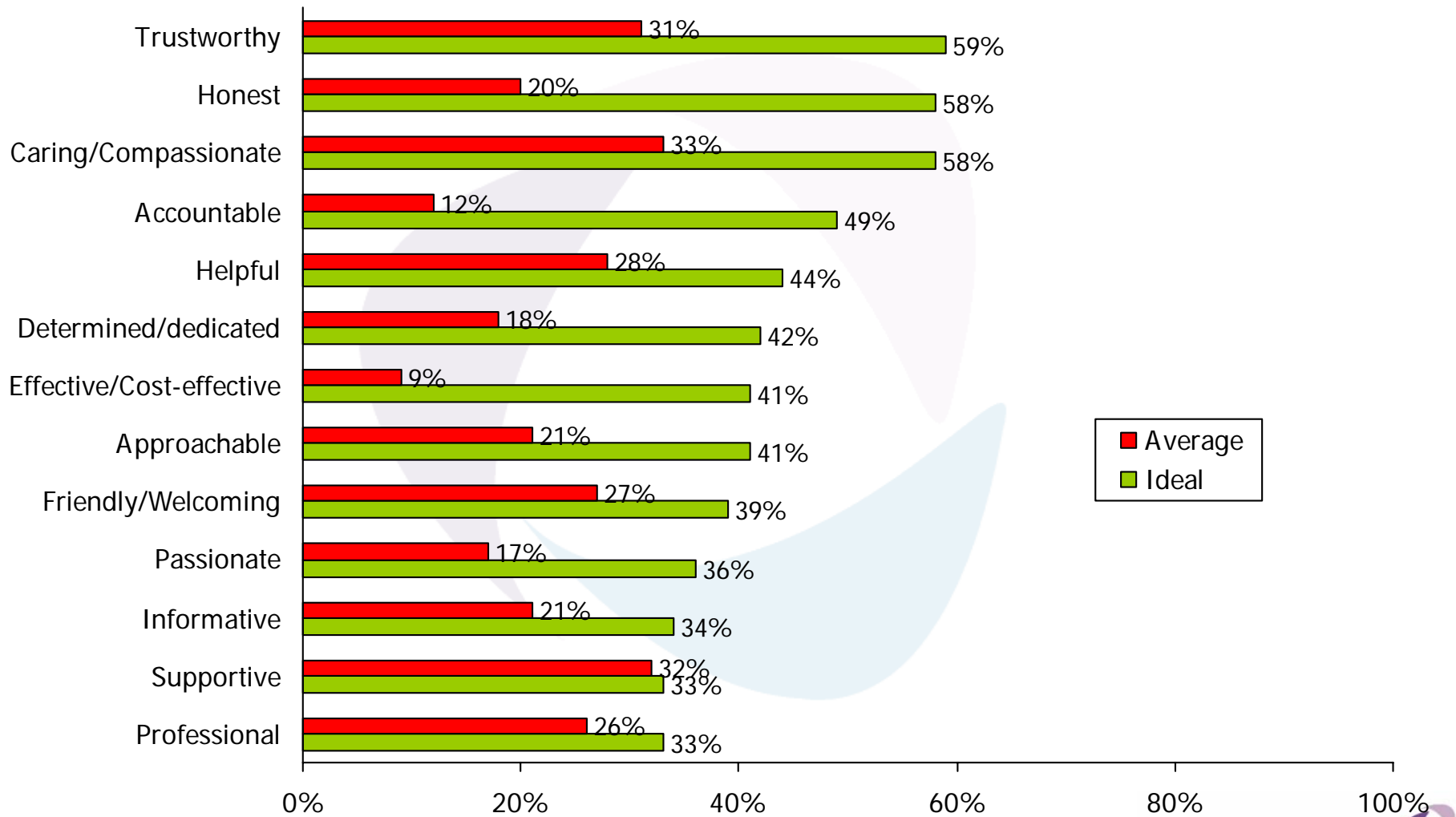
“Listed below are a number of words that could be used to describe a charity or not for profit organisation. Please choose up to 10 words that you think describe your IDEAL charity...”



Source: Brand Attributes, nfpSynergy
Base: 1,011 adults 18+, Britain, March 2008

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Average charity scores for the top 10 "Ideal" adjectives



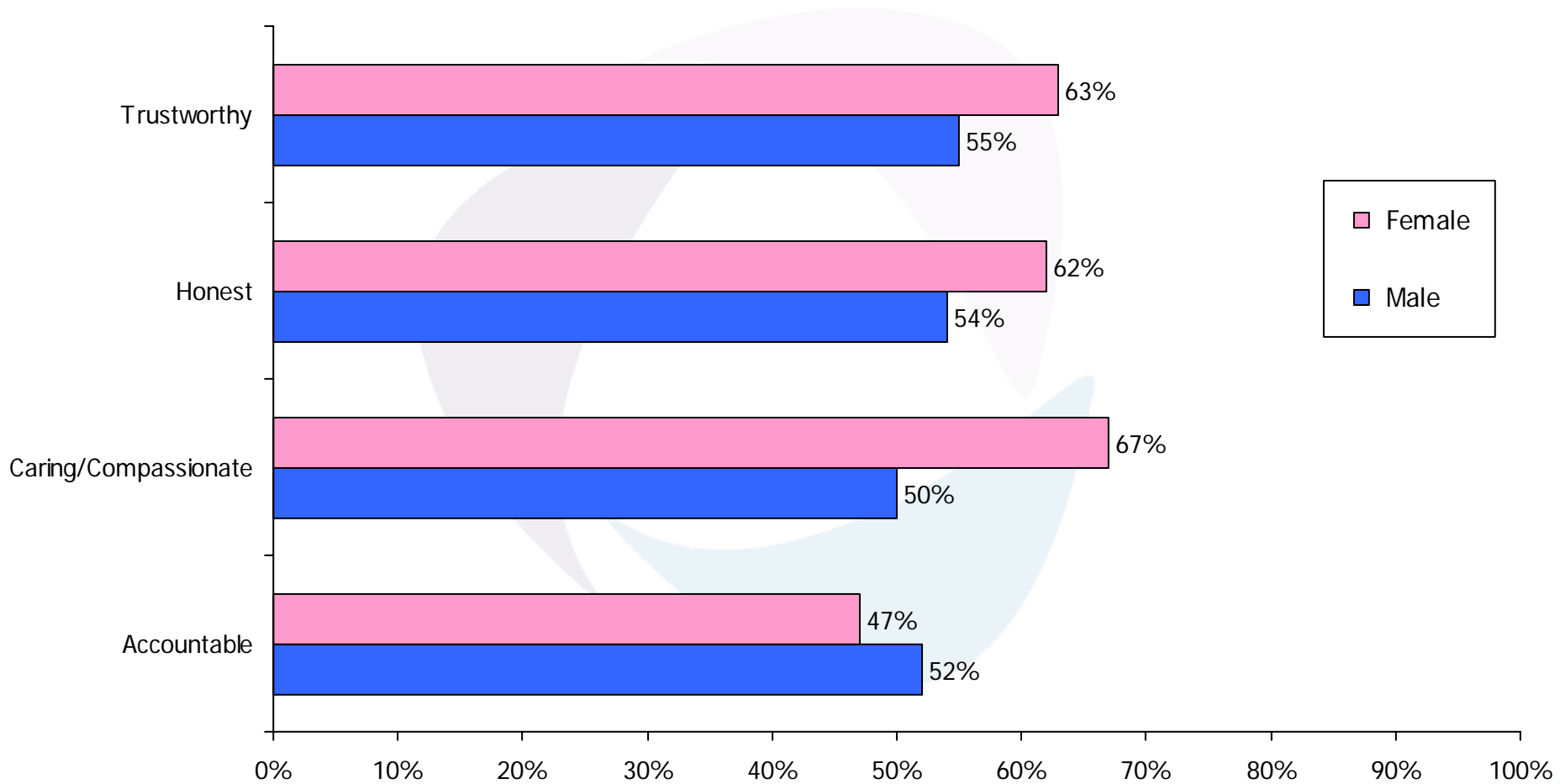
Source: Brand Attributes, nfpSynergy
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Top 10 "ideal" charity attributes

By gender

"Listed below are a number of words that could be used to describe a charity or not for profit organisation. Please choose up to 10 words that you think describe your IDEAL charity..."

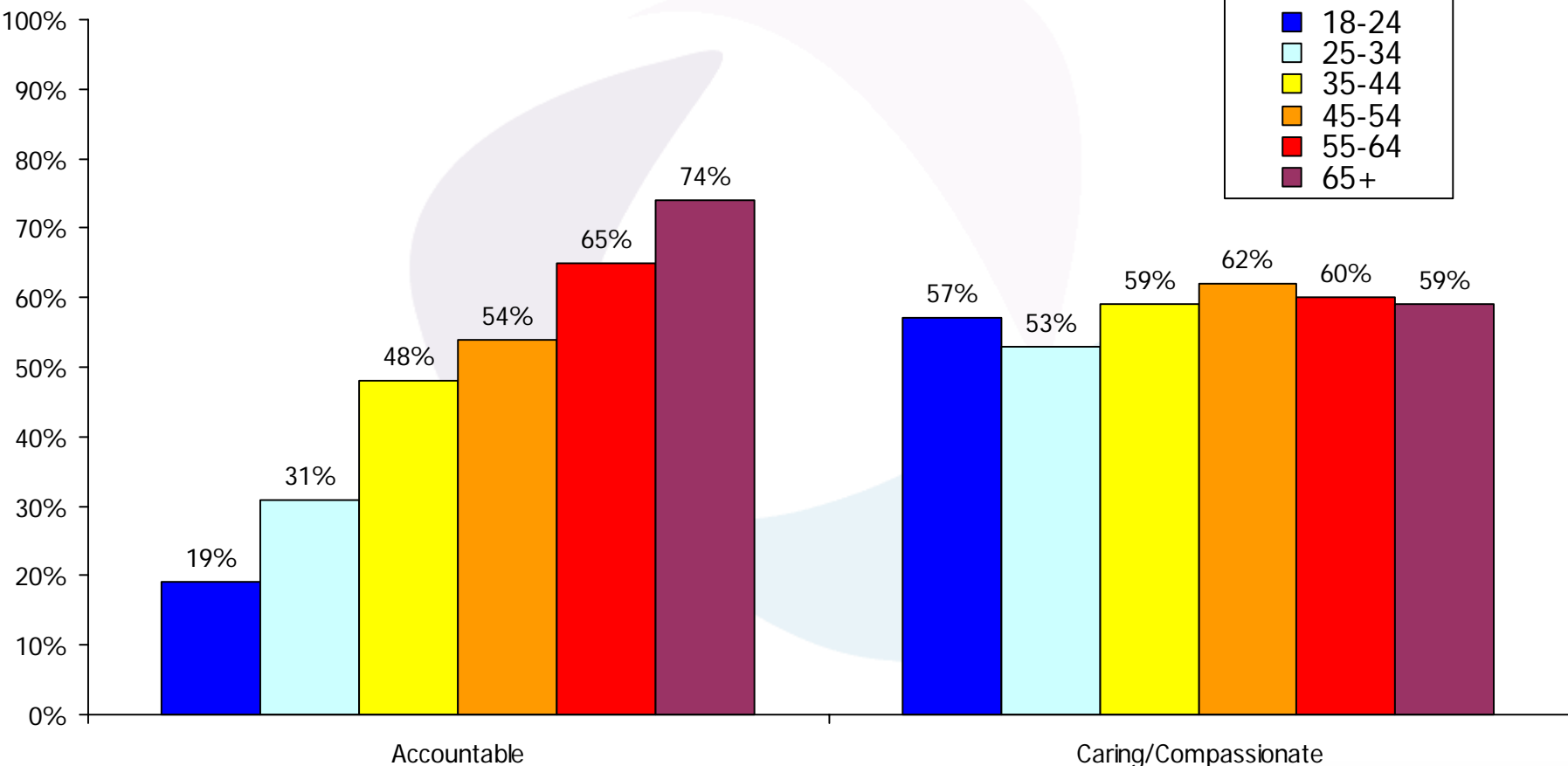


Source: Brand Attributes, nfpSynergy
Base: 1,011 adults 18+, Britain, March 2008

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Top 5 "ideal" charity attributes

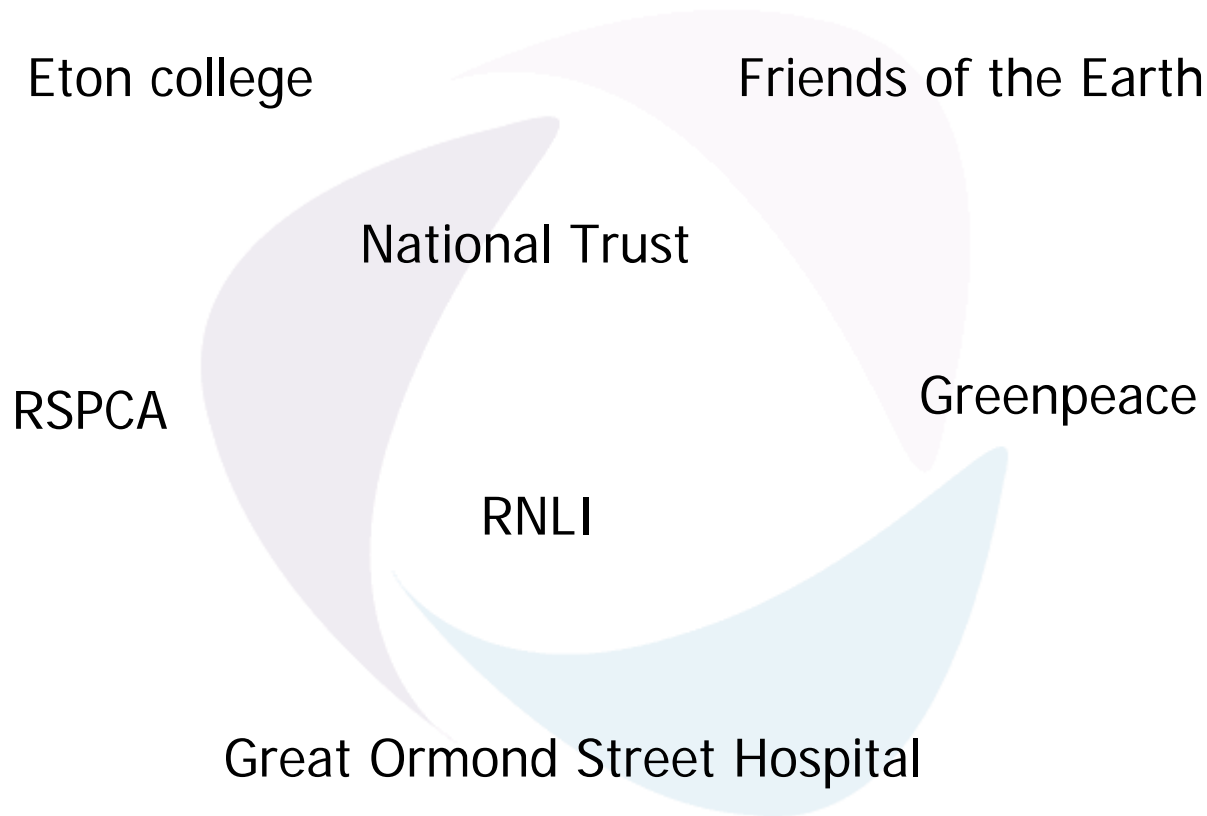
By age





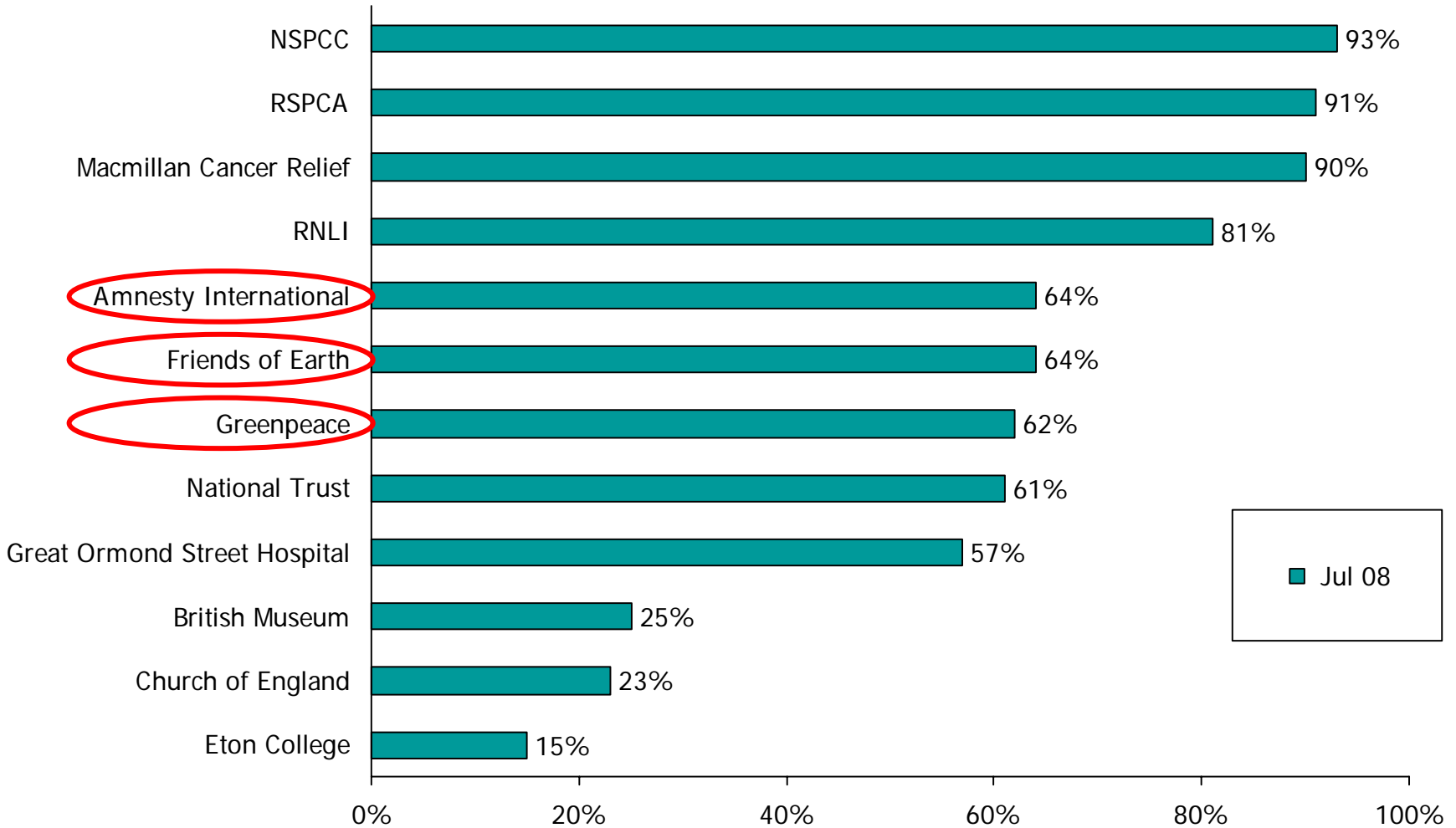
Who is a charity and what should charities do

Who is a charity?



Who is a charity?

Definitely/Probably a charity



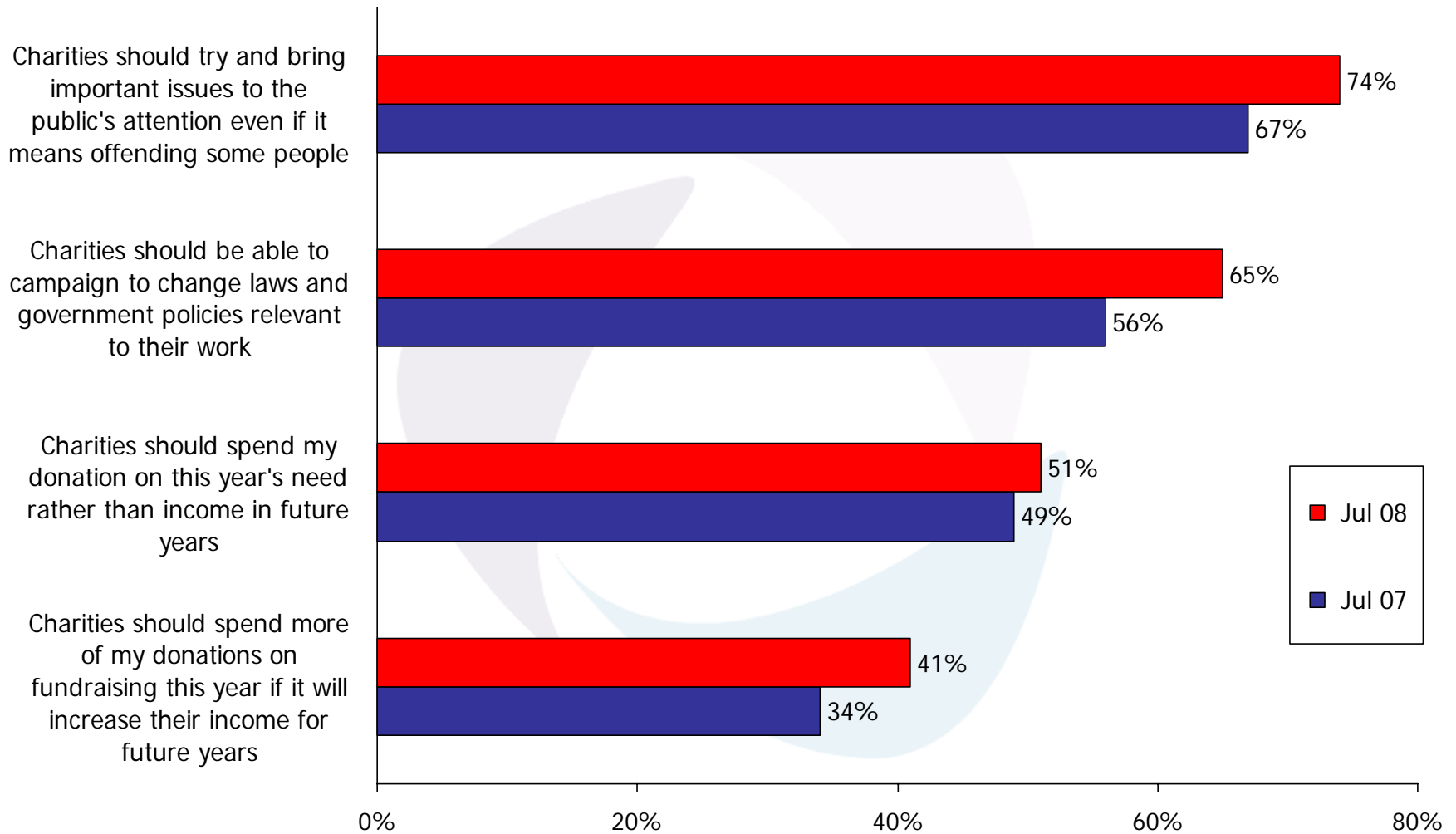
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Roles of charities

Strongly agree/Agree



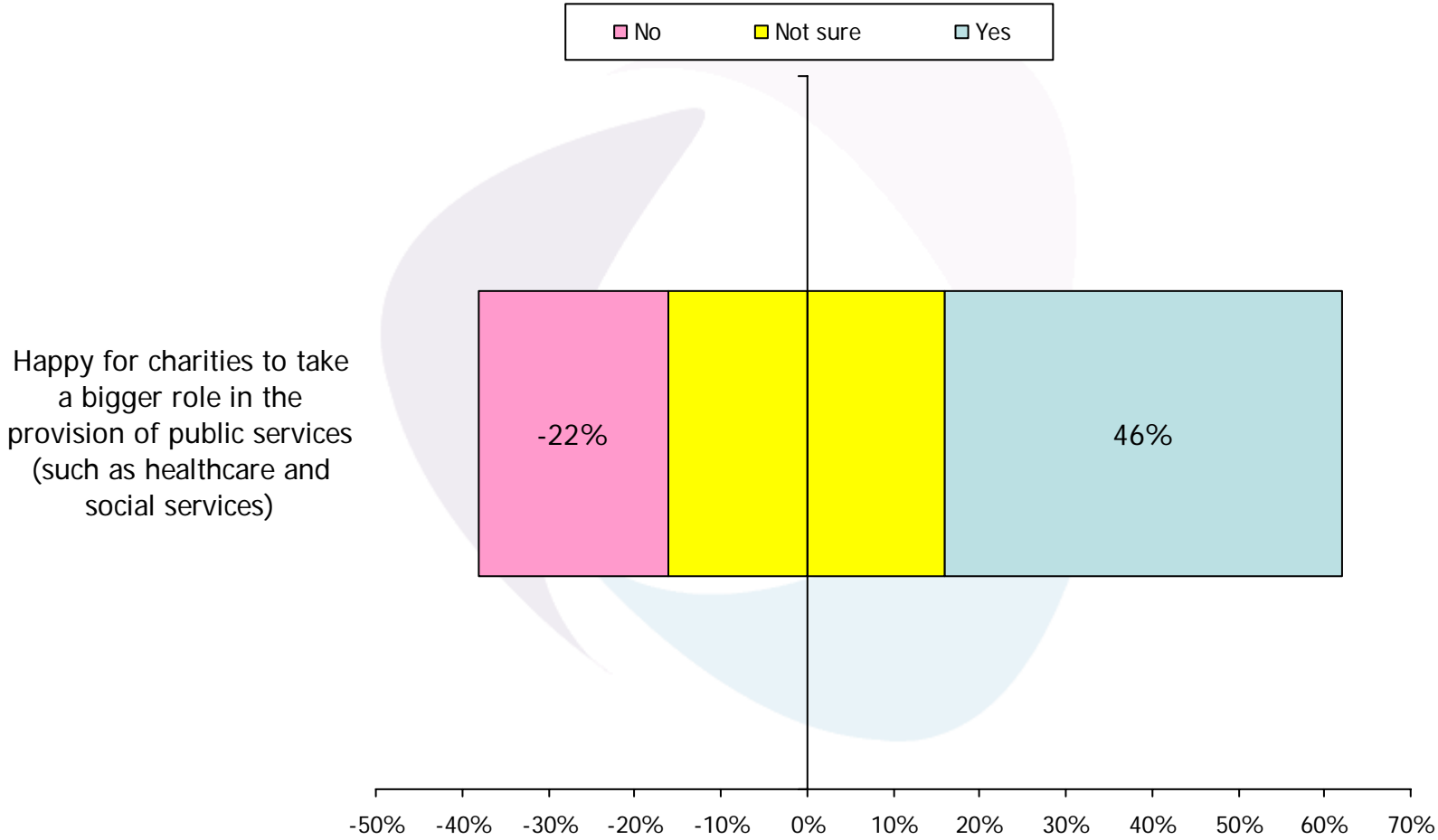
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Relationship between public and charity sector affecting level of donations

"Would you be..."

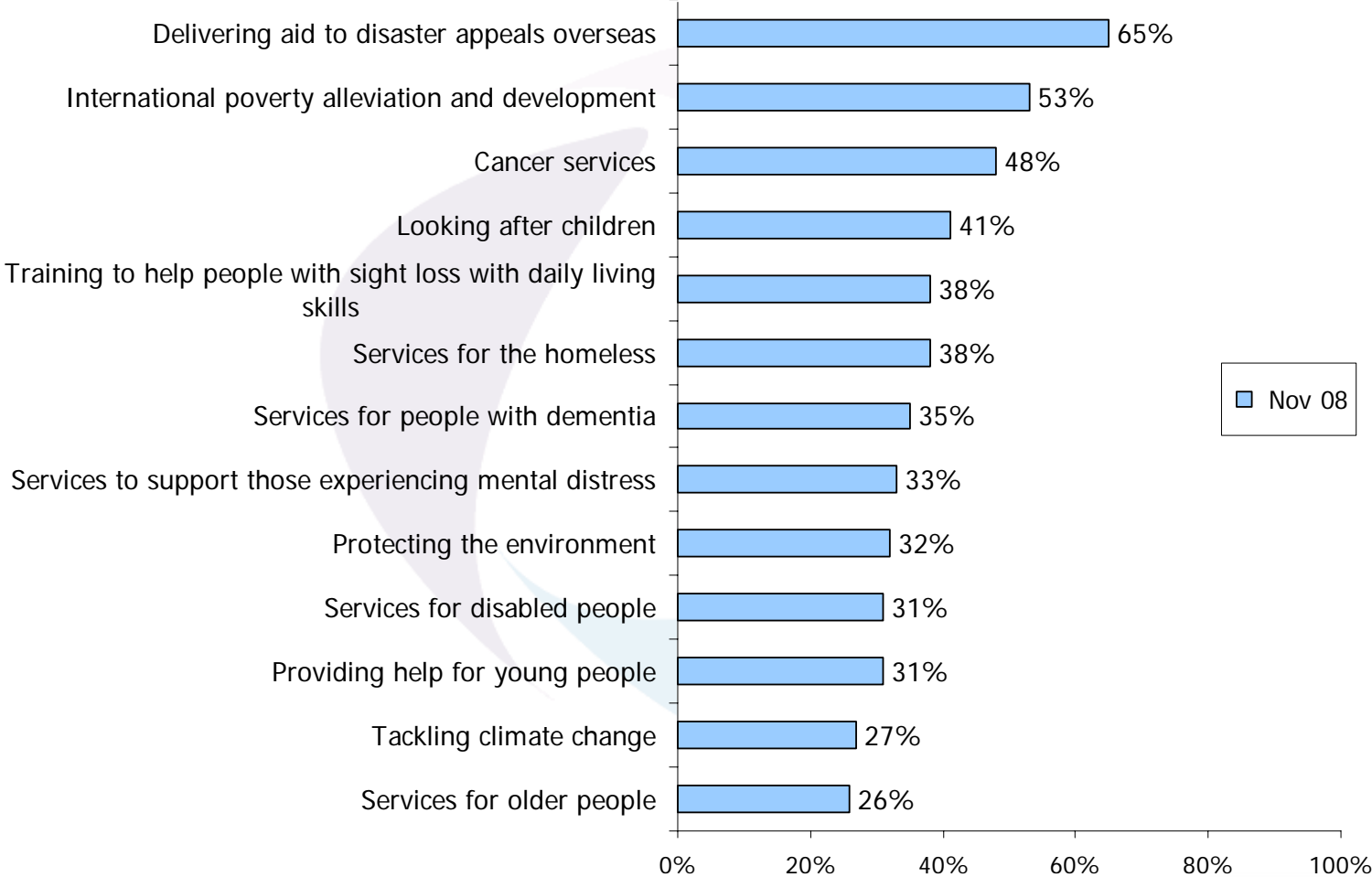


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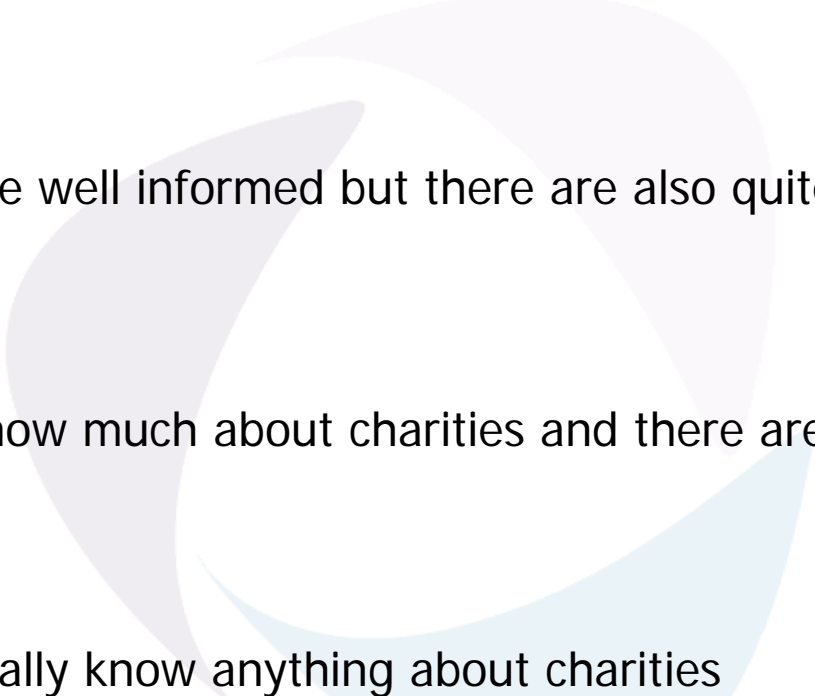
Services that national charities are most trusted to deliver



Base: 1,000 adults 16+, Britain.

Source: Charity Awareness Monitor, Nov 08, nfpSynergy

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What the public thinks is more important than what you have told them



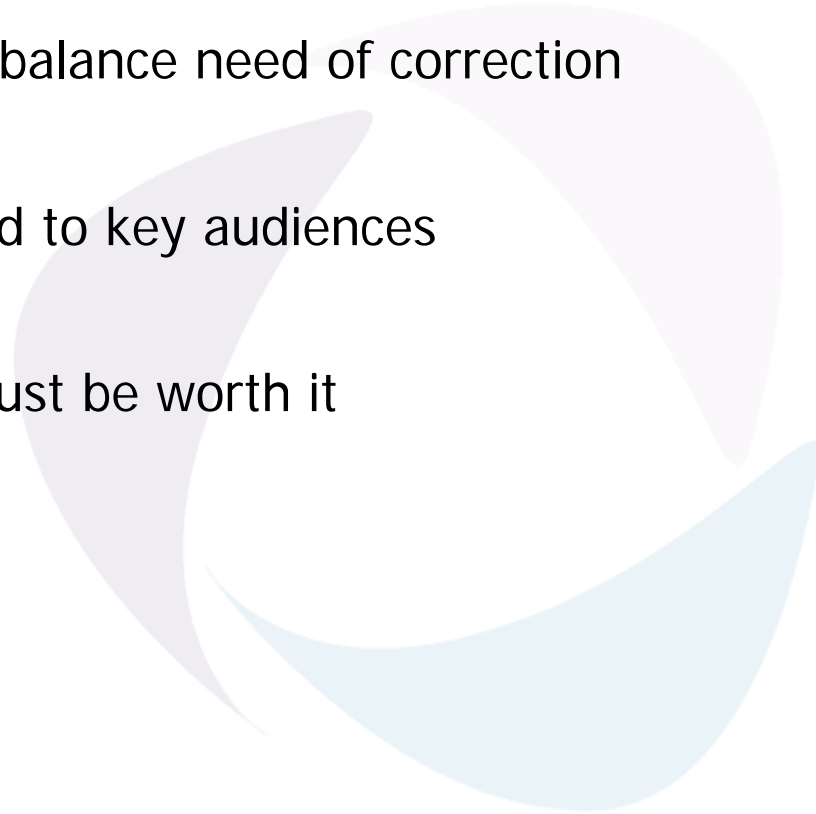
"There must be some mistake. According to our actuary tables I'm going to live to 83."

What should charities do about misperceptions

- There are a lot of misperceptions
- Identify and focus on key misperceptions
- Pick the misperceptions that matter – to your audience!
- Charities responsibility is not to public understanding
 - don't waste time correcting unimportant points

What should charities do about misperceptions

- Response must balance need of correction
- Must be targeted to key audiences
- The outcome must be worth it





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