

 MORNING CONSULT[®]



MOST LOVED NONPROFITS

IN AMERICA 2020



MORNING CONSULT



SCALE

Access to Over 100 Million People Globally

Our proprietary programmatic collection algorithms collect over 15,000 daily survey interviews every day in dozens of countries.



SPEED

Real-Time Data & Visualization Tools

Morning Consult Intelligence allows users to seamlessly search, analyze, and share public opinion data & daily brand tracking in real-time.



CREDIBILITY

Established Methodology & Trusted Results

Morning Consult's extensive validation and methodological practices ensure quality data and results.

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|
MOST LOVED NONPROFITS

MORNING CONSULT'S RANKING OF THE
NONPROFITS AND FOUNDATIONS THAT
ARE WINNING THE HEARTS AND MINDS
OF AMERICANS.



Morning Consult looked at the the following nonprofits and foundations across the following metrics:
favorability, **trust**, **community impact**, and **donation consideration**.

Alzheimer's Association
American Cancer Society
American Civil Liberties Union
American Heart Association
American Kidney Fund
American Red Cross
American Society for the Prevention of Cruelty to Animals (ASPCA)
Americares Foundation
Amnesty International
Anti-Defamation League
Best Friends Animal Society
Big Brothers Big Sisters of America
Bill & Melinda Gates Foundation
Boy Scouts of America
Boys & Girls Clubs of America
CARE International
Catholic Charities USA
Catholic Relief Services
ChildFund International
Clinton Foundation
Compassion International
Conservation International
Dana-Farber Cancer Institute
Direct Relief
Doctors without Borders

Earthjustice
Environmental Defense Fund
Feed the Children
Feeding America
Food for the Poor
Ford Foundation
Girl Scouts of America
Goodwill
Gordon and Betty Moore Foundation
Habitat for Humanity
Human Rights Campaign
Human Rights Watch
Humane Society of the United States (HSUS)
International Rescue Committee (IRC)
J. Paul Getty Trust
Kennedy Center for Performing Arts
Lilly Endowment Inc.
Lincoln Center for Performing Arts
Lutheran Services in America
Make-A-Wish Foundation
MAP International
March of Dimes
Metropolitan Museum of Art
Metropolitan Opera
Mount Sinai
National Audubon Society

National Fish and Wildlife Foundation
National Resources Defense Council
Ocean Conservancy
Oceana
Open Society Foundation
Oxfam
Partners in Health
Petco Foundation
Pew Charitable Trusts
Planned Parenthood
Public Broadcasting Service (PBS)
Rainforest Trust
Rockefeller Foundation
Ronald McDonald House Charities
Save the Children
Scholarship America
Sierra Club
Smithsonian Institution
Special Olympics International
St. Jude Children's Research Hospital
Susan G. Komen for the Cure
Teach for America
The Andrew W. Mellon Foundation
The Carter Center
The David and Lucile Packard Foundation
The Gill Foundation

The John D. and Catherine T. MacArthur Foundation
The National Geographic Society
The Nature Conservancy
The New Venture Fund
The Robert Wood Johnson Foundation
The Rotary Foundation
The Salvation Army
The Task Force for Global Health
The Trevor Project
The Wildlife Conservation Society (WCS)
The William and Flora Hewlett Foundation
The Y (YMCA of the USA)
UNICEF
Union of Concerned Scientists
United Nations Foundation
United Way
W. K. Kellogg Foundation
Walton Family Foundation
Water.org
World Resources Institute
World Vision
World Wildlife Fund (WWF)
Wounded Warrior Project

How this ranking was determined:

This year, Morning Consult is introducing an index to determine the Most Loved Nonprofits, in order to offer a more comprehensive look at Americans' perceptions. The index is based on four metrics:

- **Favorability:** The percentage of adults with a favorable opinion of the nonprofit.
- **Trust:** The percentage of adults who trust the nonprofit to do the right thing.
- **Community Impact:** The percentage of adults who say the nonprofit has a positive impact on the communities they serve.
- **Donation Consideration:** The percentage of adults who would consider donating to the nonprofit.

Each one of these numbers was added together in order to determine the index score. For example, take Nonprofit X.

- +50 Net Favorability (Total Favorable – Total Unfavorable)
- +24 Net Trust (Total Trust – Total Do Not Trust)
- +32 Net Community Impact (Total Positive Impact – Total Negative Impact)
- +2 Net Donation Consideration (Total Likely to Donate – Total Unlikely to Donate)
- $50 + 24 + 32 + 2 = \mathbf{108}$ (Nonprofit X's index score)

Methodology: This poll was conducted between January 27-29, 2020 among a national sample of 4,402 adults. The interviews were conducted online, and the data were weighted to approximate a target sample of adults based on age, educational attainment, gender, race, and region. Results from the full survey have a margin of error of +/- 1%. Each nonprofit was seen by a quarter of the sample (~1,100 adults), with a margin of error of +/- 3%.

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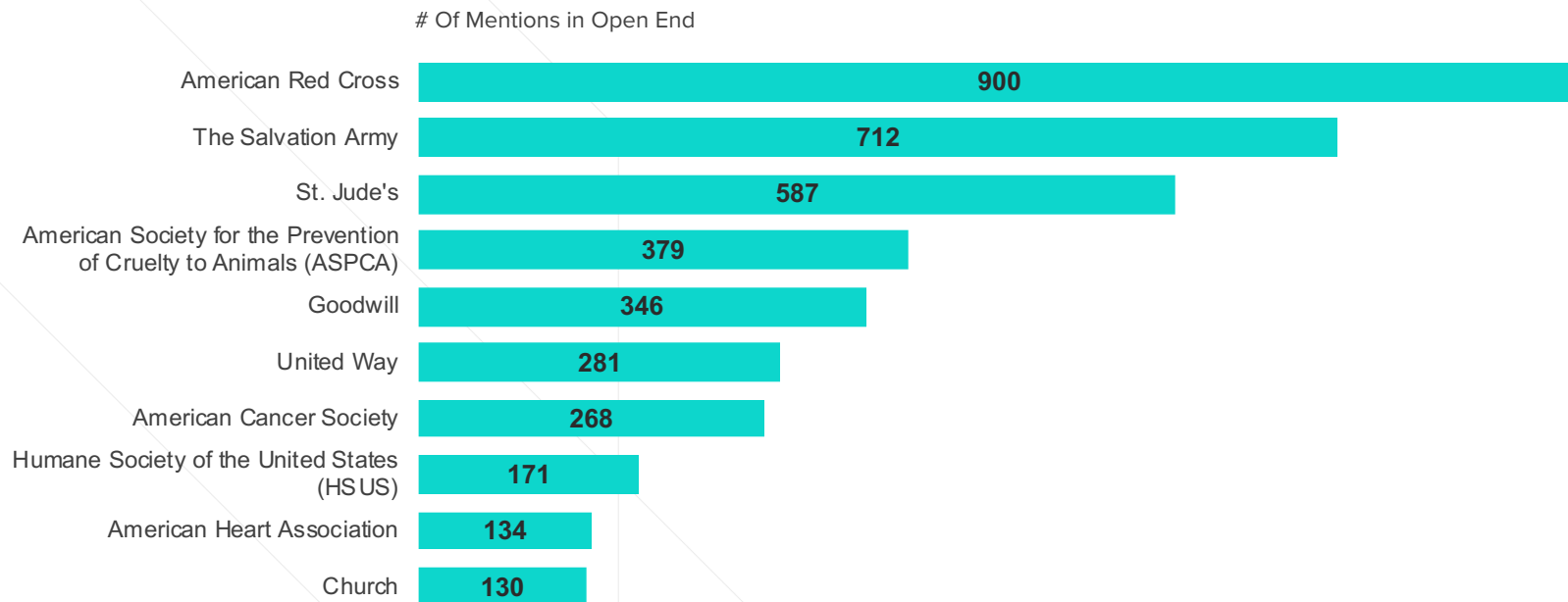
3

Better Understanding
Donation Behavior

Top 10 Most **Known** Nonprofits

Before diving into questions that asked respondents to rate nonprofits and charities on specific metrics, they were asked to write-in the names of top-of-mind organizations. This reveals which nonprofits and charities have the highest unaided identification.

When you think of charities and nonprofits, what are the organizations that come to mind? [open end]



#1 Most Loved Nonprofit



INDEX SCORE **280**

FAVORABILITY

■ Very Favorable ■ Somewhat Favorable



Net Favorability

+84

TRUST

■ A Lot ■ Some



Net Trust

+78

IMPACT

■ Very Positive ■ Somewhat Positive



Net Impact

+79

DONATION CONSIDERATION

■ Absolutely Certain ■ Very Likely



Net Consideration

+39

Top 10 Most Loved Nonprofits



St. Jude Children's
Research Hospital

SCORE: 280



Make-A-Wish
Foundation

243



Ronald McDonald
House Charities

239



American Heart
Association

224



American Cancer
Society

220



Habitat for
Humanity

218



American Red
Cross

209



The Salvation Army

207



Special Olympics
International

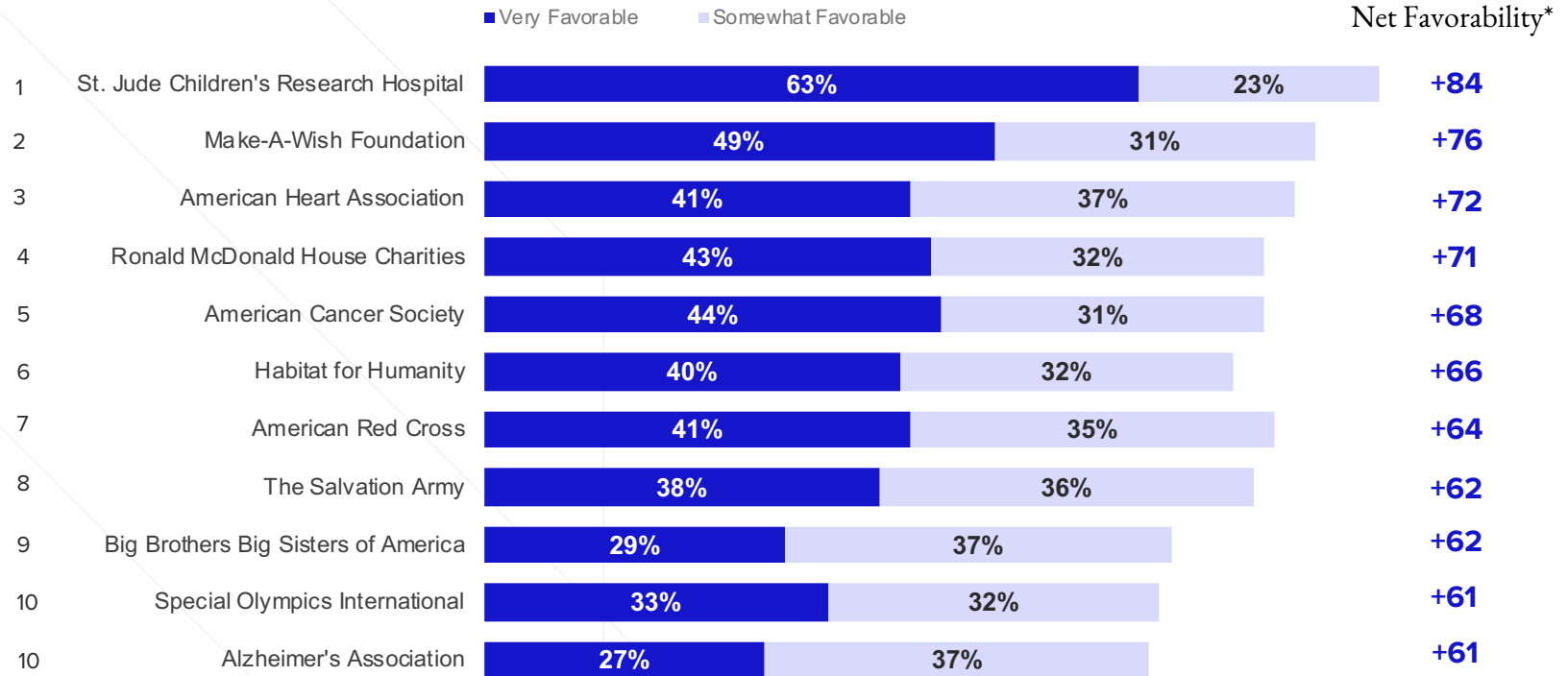
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Alzheimer's
Association

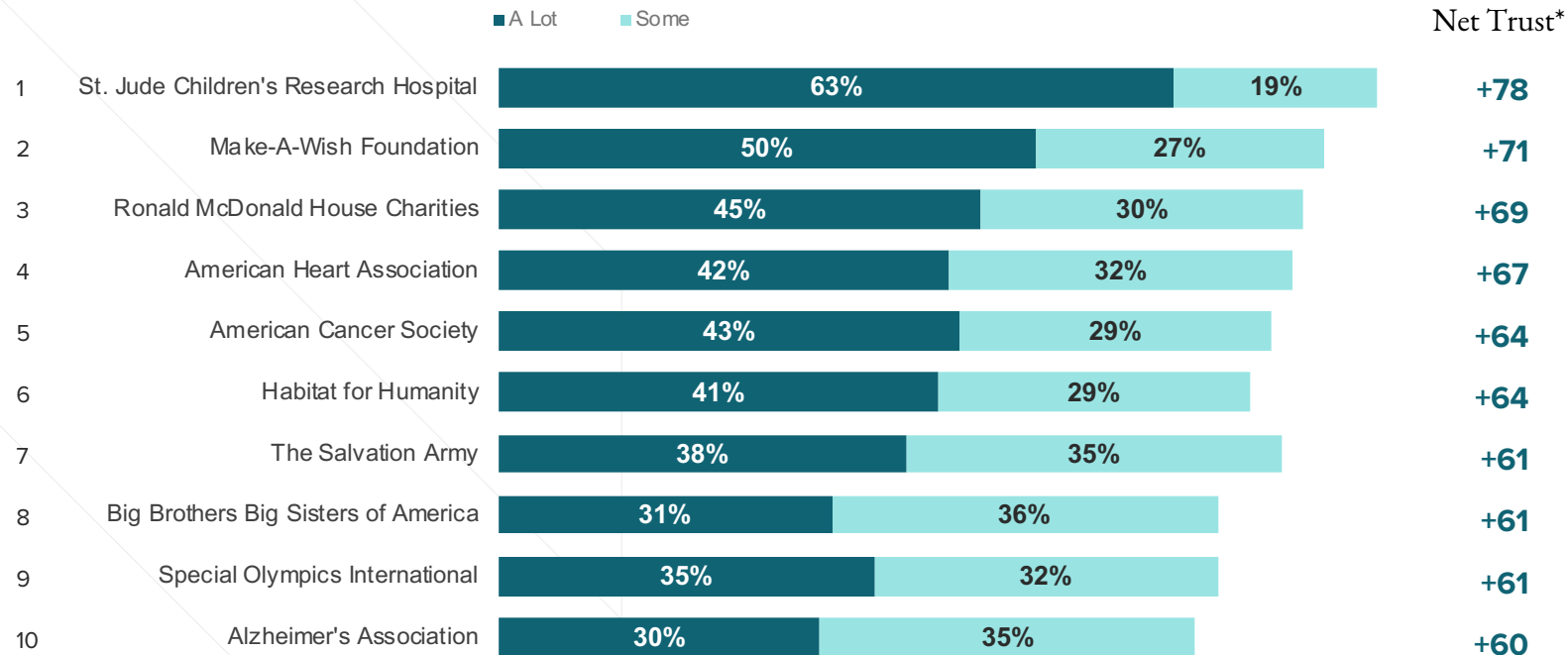
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Top 10 Most **Favorable** Nonprofits



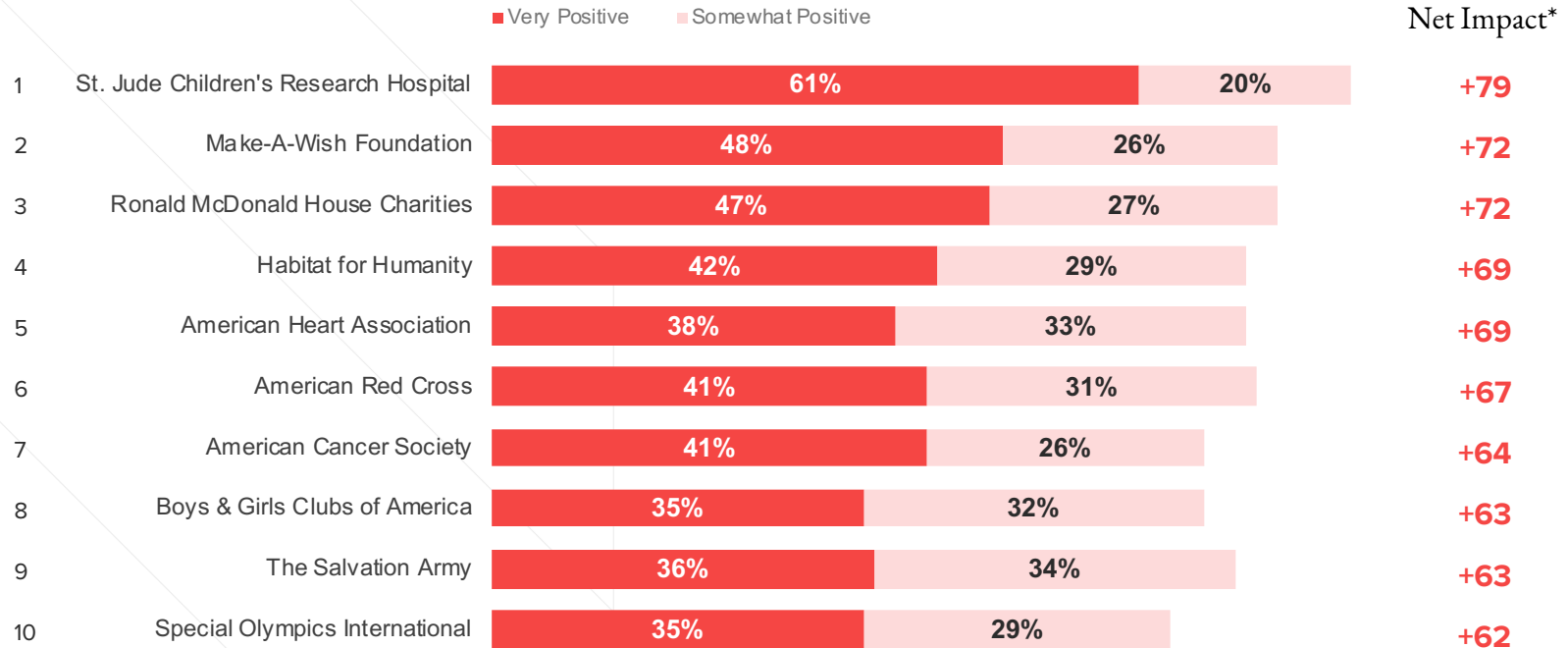
*Net Favorability = Total Favorable – Total Unfavorable. Rankings are based on Net Favorability.

Top 10 Most **Trusted** Nonprofits



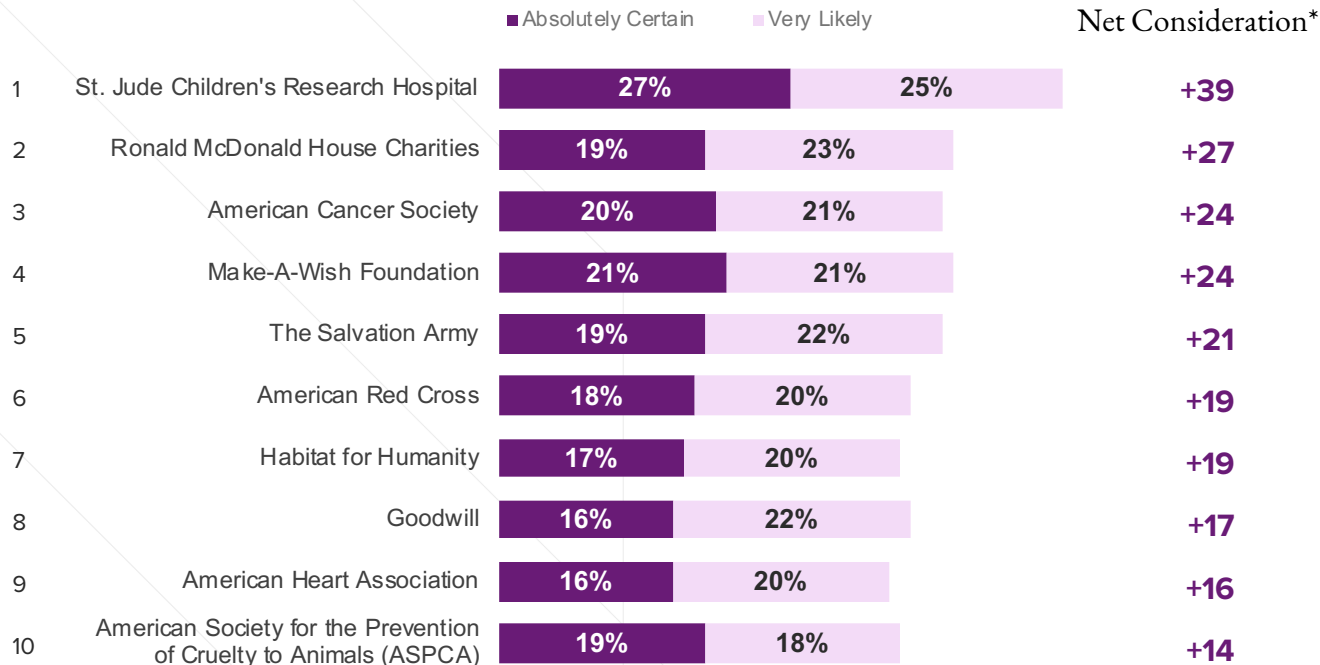
*Net Trust = Total Trust – Total Do Not Trust. Ranking are based on Net Trust.

Top 10 Most **Impactful** Nonprofits



*Net Impact = Total Positive Impact – Total Negative Impact. Rankings are based on Net Impact.

Top 10 Most **Considered for Donation** Nonprofits



*Net Consideration = Total Likely to Donate – Total Not Likely to Donate. Rankings are based on Net Consideration.

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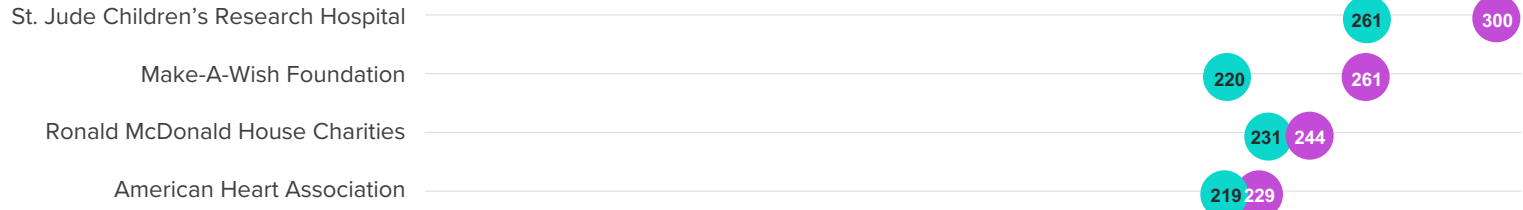
Most Loved Nonprofits by Gender

Rank	Female	Male
1	St. Jude Children's Research Hospital Score: 300	St. Jude Children's Research Hospital 261
2	Make-A-Wish Foundation 261	Ronald McDonald House Charities 231
3	Ronald McDonald House Charities 244	Make-A-Wish Foundation 220
4	Habitat for Humanity 239	American Heart Association 219
5	American Cancer Society 230	The Salvation Army 217
6	American Heart Association 229	American Cancer Society 211
7	American Red Cross 216	American Red Cross 200
8	Special Olympics International 214	Habitat for Humanity 193
9	Alzheimer's Association 208	Goodwill 184
10	Big Brothers Big Sisters of America 203	Big Brothers Big Sisters of America 178

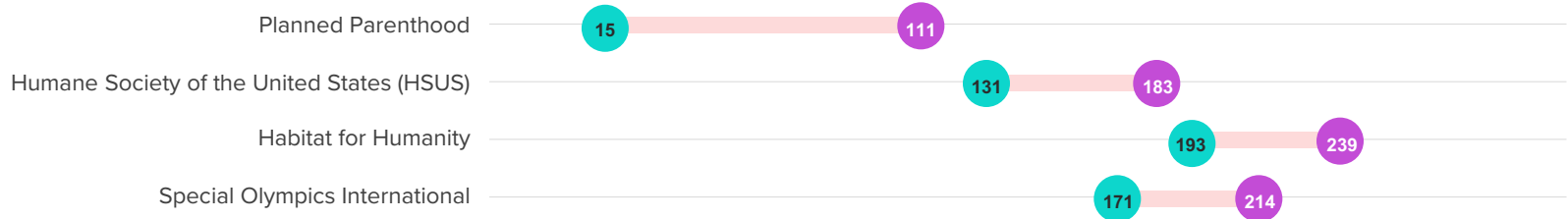
Most Loved Nonprofits by Gender

Female Male

Most Loved Across Gender



Highest Disparities Across Gender



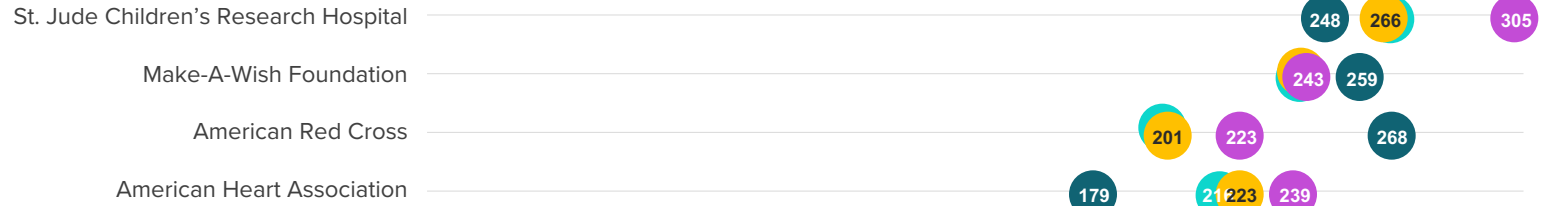
Most Loved Nonprofits by Generation

Rank	Gen Z (18-22)	Millennial (23-38)	Gen X (39-54)	Boomer (55-73)
1	American Red Cross Score: 268	St. Jude Children's Research Hospital 267	St. Jude Children's Research Hospital 266	St. Jude Children's Research Hospital 305
2	Make-A-Wish Foundation 259	Make-A-Wish Foundation 240	Ronald McDonald House Charities 251	Ronald McDonald House Charities 266
3	St. Jude Children's Research Hospital 248	American Heart Association 216	Make-A-Wish Foundation 241	Habitat for Humanity 257
4	ASPCA 211	Ronald McDonald House Charities 209	American Cancer Society 228	The Salvation Army 251
5	Alzheimer's Association 205	American Cancer Society 207	American Heart Association 223	Make-A-Wish Foundation 243
6	Planned Parenthood 180	American Red Cross 200	Habitat for Humanity 215	American Cancer Society 241
7	American Heart Association 179	ASPCA 191	The Salvation Army 214	American Heart Association 239
8	World Wildlife Fund 177	Special Olympics International 187	Alzheimer's Association 203	American Red Cross 223
9	The National Geographic Society 174	Habitat for Humanity 187	American Red Cross 201	Special Olympics International 217
10	American Cancer Society 169	Feeding America 183	Big Brothers Big Sisters of America 199	Alzheimer's Association 203

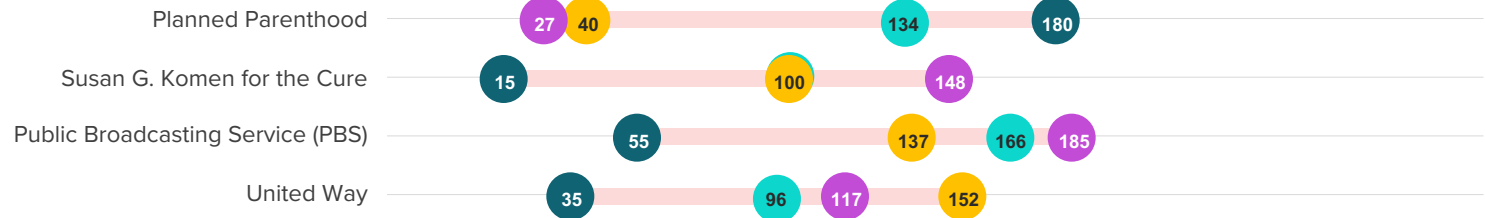
Most Loved Nonprofits by Generation

■ Gen Z (18-22) ■ Millennial (23-38) ■ Gen X (39-54) ■ Boomer (55-73)

Most Loved Across Generations



Highest Disparities Across Generations



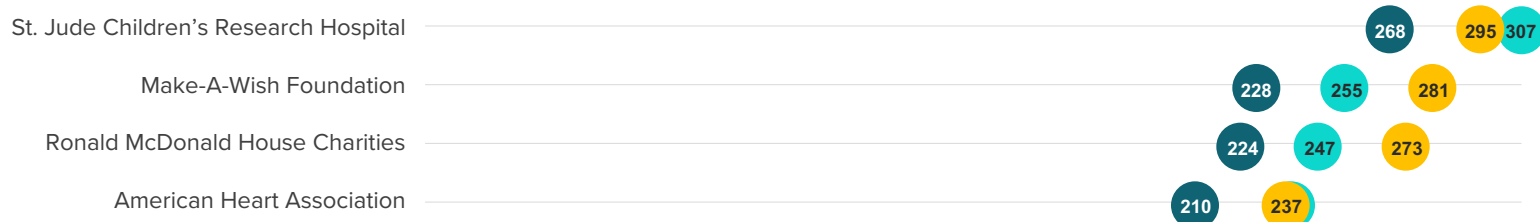
Most Loved Nonprofits by Income

Rank	Income: Under 50k	Income: 50k-100k	Income: 100k+
1	St. Jude Children's Research Score: 268	St. Jude Children's Research 307	St. Jude Children's Research 295
2	Make-A-Wish Foundation 228	Make-A-Wish Foundation 255	Make-A-Wish Foundation 281
3	Ronald McDonald House Charities 224	Ronald McDonald House Charities 247	Ronald McDonald House Charities 273
4	American Heart Association 210	American Heart Association 239	American Cancer Society 263
5	American Cancer Society 206	Habitat for Humanity 235	Habitat for Humanity 251
6	American Red Cross 206	American Cancer Society 231	American Heart Association 237
7	The Salvation Army 203	Special Olympics International 225	Special Olympics International 230
8	Habitat for Humanity 201	The Salvation Army 214	American Red Cross 221
9	ASPCA 188	American Red Cross 206	The Salvation Army 215
10	Big Brothers Big Sisters of America 185	Big Brothers Big Sisters of America 205	Alzheimer's Association 207

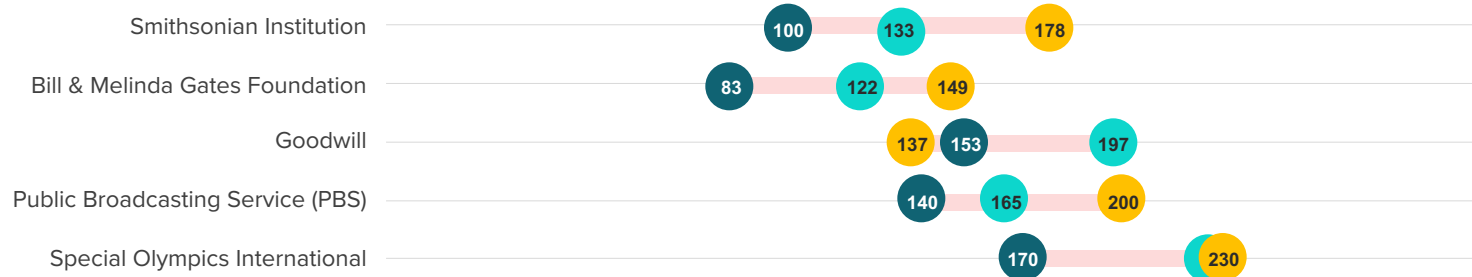
Most Loved Nonprofits by Income

■ Income: Under 50k ■ Income: 50k-100k ■ Income: 100k+

Most Loved Across Income



Highest Disparities Across Income



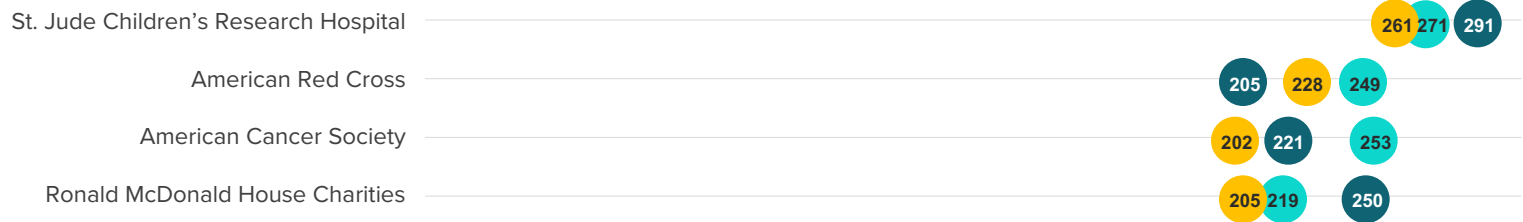
Most Loved Nonprofits by Race

Rank	White	Black	Hispanic
1	St. Jude Children's Research Score: 291	St. Jude Children's Research 271	St. Jude Children's Research 261
2	Ronald McDonald House Charities 250	Goodwill 254	Make-A-Wish Foundation 239
3	Make-A-Wish Foundation 249	American Cancer Society 253	American Red Cross 228
4	American Heart Association 225	American Red Cross 249	American Heart Association 215
5	Habitat for Humanity 224	The Salvation Army 248	Boys and Girls Club of America 210
6	American Cancer Society 221	Big Brothers Big Sisters of America 225	Ronald McDonald House Charities 205
7	American Red Cross 205	Habitat for Humanity 224	Habitat for Humanity 204
8	The Salvation Army 202	ASPCA 221	American Cancer Society 202
9	Special Olympics International 195	Ronald McDonald House Charities 219	ASPCA 192
10	Alzheimer's Association 194	Special Olympics International 219	World Wildlife Foundation / Alzheimer's Association 192

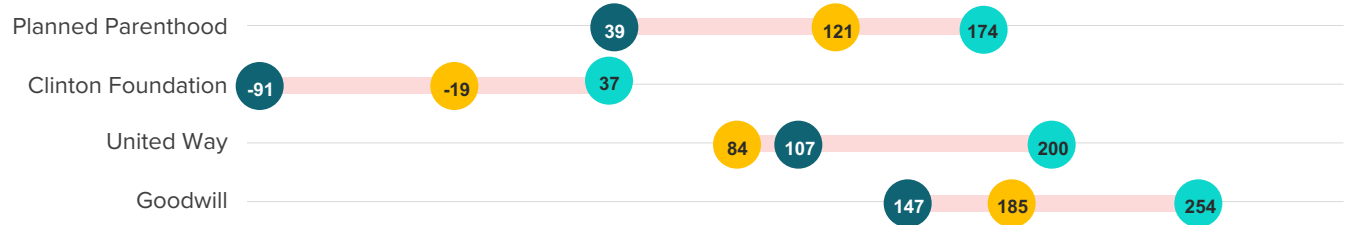
Most Loved Nonprofits by Race

■ White ■ Black ■ Hispanic

Most Loved Across Race



Highest Disparities Across Race



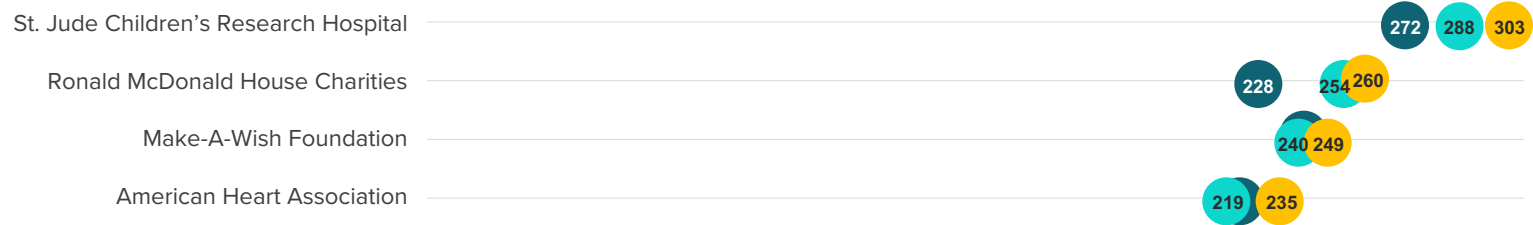
Most Loved Nonprofits by Education

Rank	Less than College	Bachelor's Degree	Post-graduate
1	St. Jude Children's Research Score: 272	St. Jude Children's Research 288	St. Jude Children's Research 303
2	Make-A-Wish Foundation 242	Ronald McDonald House Charities 254	Habitat for Humanity 262
3	Ronald McDonald House Charities 228	Make-A-Wish Foundation 240	Ronald McDonald House Charities 260
4	American Heart Association 223	Habitat for Humanity 228	American Cancer Society 249
5	American Cancer Society 220	American Heart Association 219	Make-A-Wish Foundation 249
6	American Red Cross 211	Special Olympic International 217	American Heart Association 235
7	The Salvation Army 211	American Cancer Society 215	American Red Cross 213
8	Habitat for Humanity 207	The Salvation Army 206	Special Olympics International 210
9	ASPCA 191	Doctors without Borders 205	Big Brothers Big Sisters of America 210
10	Big Brothers Big Sisters of America 188	American Red Cross 202	Alzheimer's Association 208

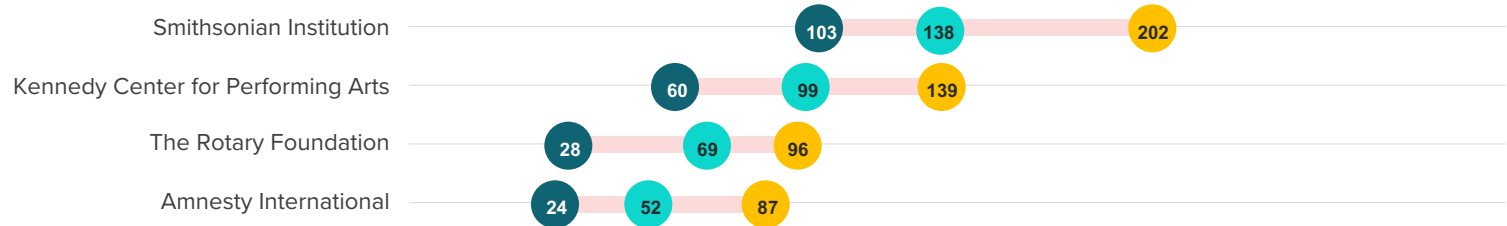
Most Loved Nonprofits by Education

■ Less than College ■ Bachelor's Degree ■ Post-graduate

Most Loved Across Educations



Highest Disparities Across Education



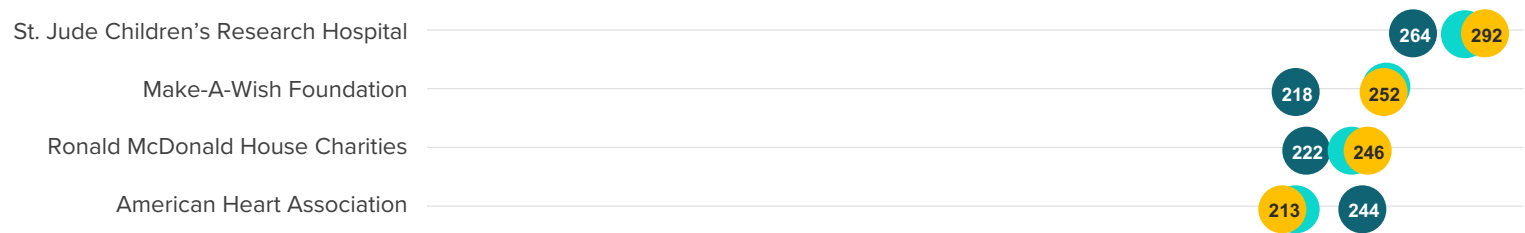
Most Loved Nonprofits by Community Type

Rank	Urban	Suburban	Rural
1	St. Jude Children's Research Score: 264	St. Jude Children's Research 283	St. Jude Children's Research 292
2	American Heart Association 244	Make-A-Wish Foundation 253	Make-A-Wish Foundation 252
3	Ronald McDonald House Charities 222	Habitat for Humanity 241	Ronald McDonald House Charities 246
4	American Cancer Society 219	Ronald McDonald House Charities 240	The Salvation Army 222
5	Make-A-Wish Foundation 218	American Cancer Society 240	American Heart Association 213
6	American Red Cross 206	American Heart Association 218	American Red Cross 201
7	Habitat for Humanity 204	American Red Cross 215	Habitat for Humanity 199
8	ASPCA 203	The Salvation Army 206	Special Olympics International 193
9	The Salvation Army 203	Big Brothers Big Sisters of America 203	American Cancer Society 192
10	Feed the Children / Special Olympics International 192	Alzheimer's Association 201	Wounded Warrior Project 185

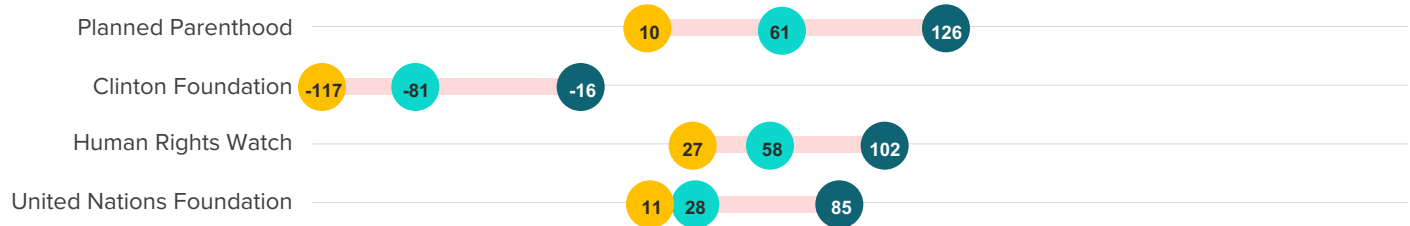
Most Loved Nonprofits by Community Type

■ Urban ■ Suburban ■ Rural

Most Loved Across Community Type



Highest Disparities Across Community Type



Most Loved Nonprofits by Census Region

Rank	Northeast	South	Midwest	West
1	St. Jude Children's Research Score: 298	St. Jude Children's Research 284	St. Jude Children's Research 281	St. Jude Children's Research 258
2	Make-A-Wish Foundation 248	Ronald McDonald House Charities 249	Make-A-Wish Foundation 253	Make-A-Wish Foundation 229
3	American Cancer Society 239	Make-A-Wish Foundation 244	Ronald McDonald House Charities 237	Ronald McDonald House Charities 224
4	Ronald McDonald House Charities 234	American Cancer Society 242	The Salvation Army 232	Habitat for Humanity 208
5	American Heart Association 230	American Heart Association 233	American Heart Association 224	American Heart Association 202
6	American Red Cross 216	Habitat for Humanity 221	Habitat for Humanity 223	The Salvation Army 192
7	Big Brothers Big Sisters of America 216	The Salvation Army 219	American Red Cross 220	American Red Cross 187
8	Habitat for Humanity 215	American Red Cross 216	American Cancer Society 216	ASPCA 187
9	Special Olympics International 212	Alzheimer's Association 194	Special Olympics International 206	Special Olympics International 185
10	Alzheimer's Association/ ASPCA 205	Big Brothers Big Sisters of America 189	Big Brothers Big Sisters of America 204	American Cancer Society 182

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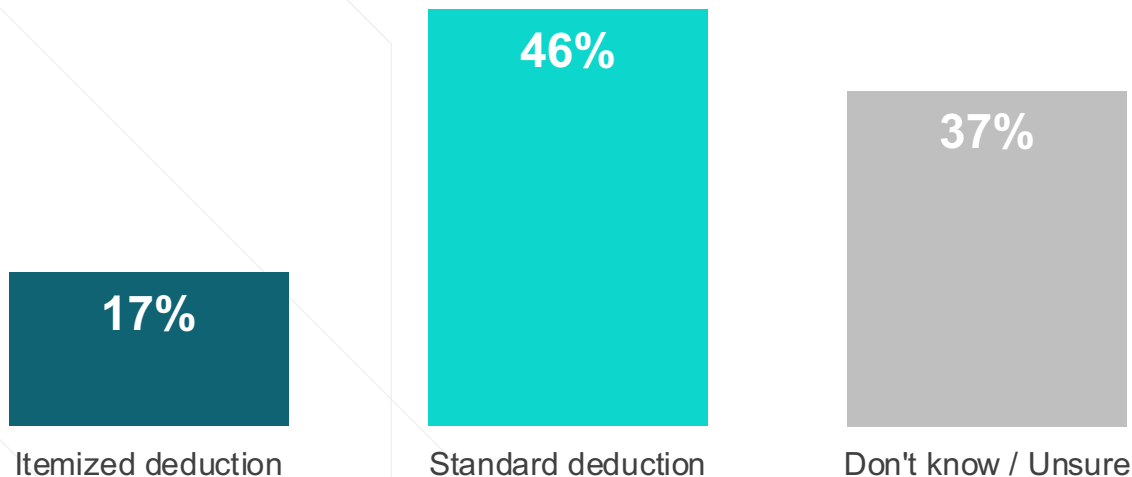
Top 10 Nonprofits by
Demographics

3

Better Understanding
Donation Behavior

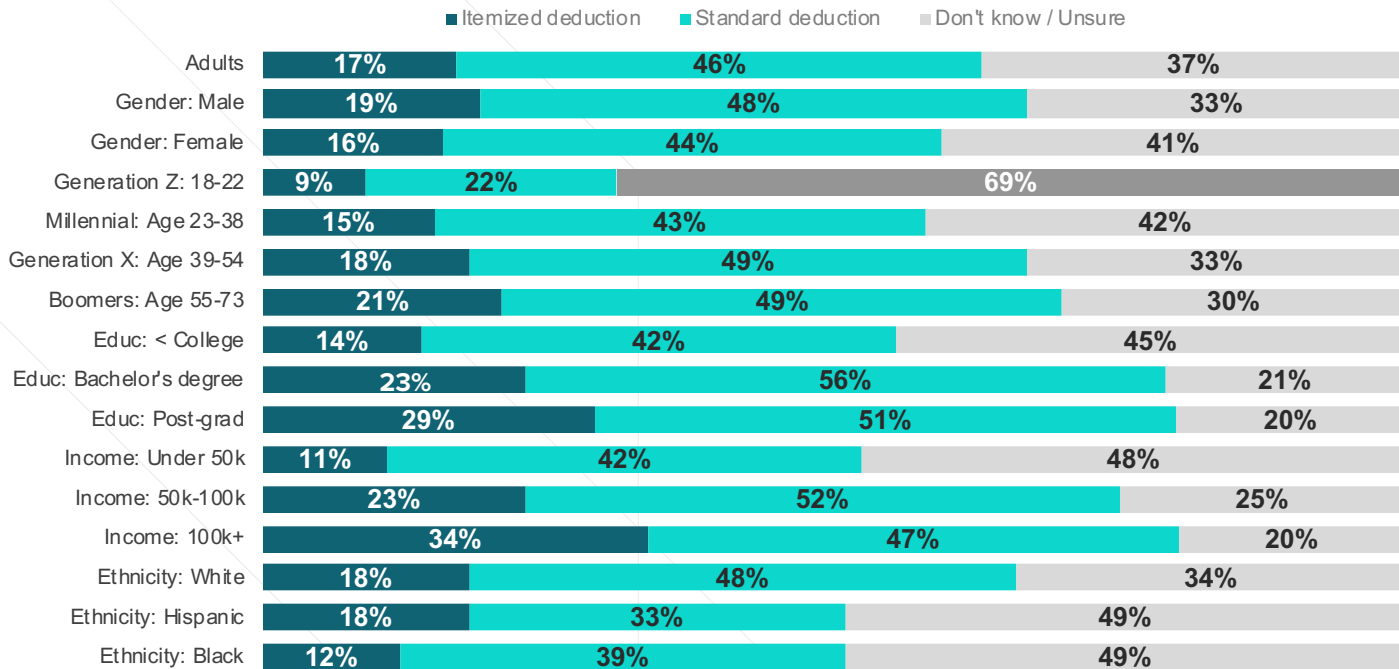
A plurality of adults report they will claim the standard deduction when filing their taxes this year, yet over a third of U.S. adults are unsure how they plan to file, pointing to confusion in the filing process.

In thinking about your upcoming tax filing, due in April 2020, do you plan to claim the standard deduction or itemized deduction to lower your taxable income?



A third of higher-income earners (\$100k+) report they will file their taxes with an itemized deduction rather than the standard deduction.

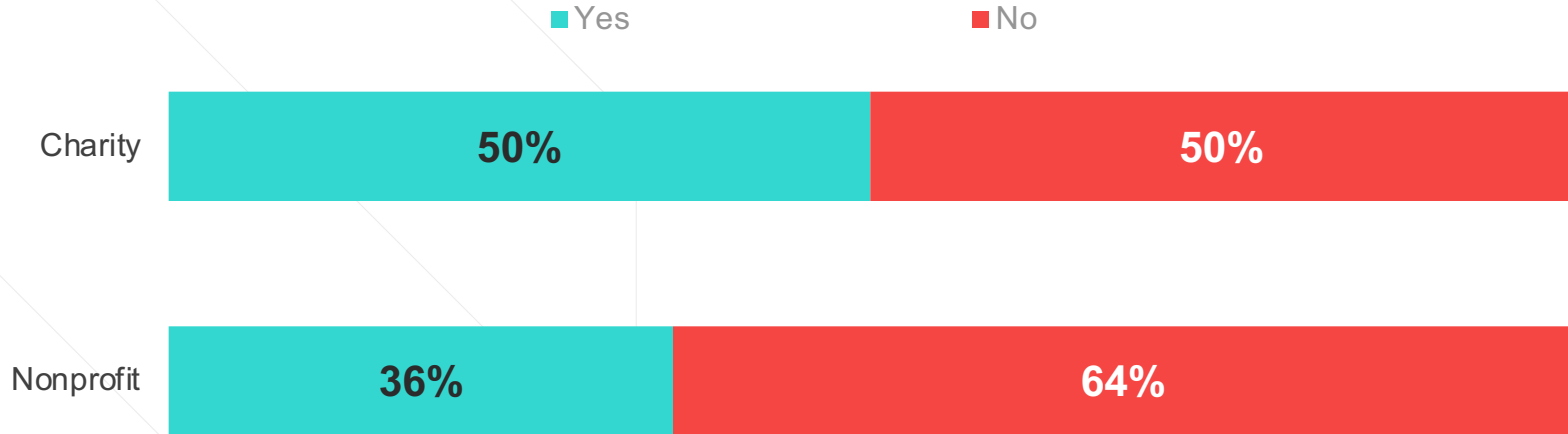
In thinking about your upcoming tax filing, due in April 2020, do you plan to claim the standard deduction or itemized reduction to lower your taxable income?



More than two-thirds of Gen Zers do not know whether they'll file with a standard or itemized deduction, signaling low information.

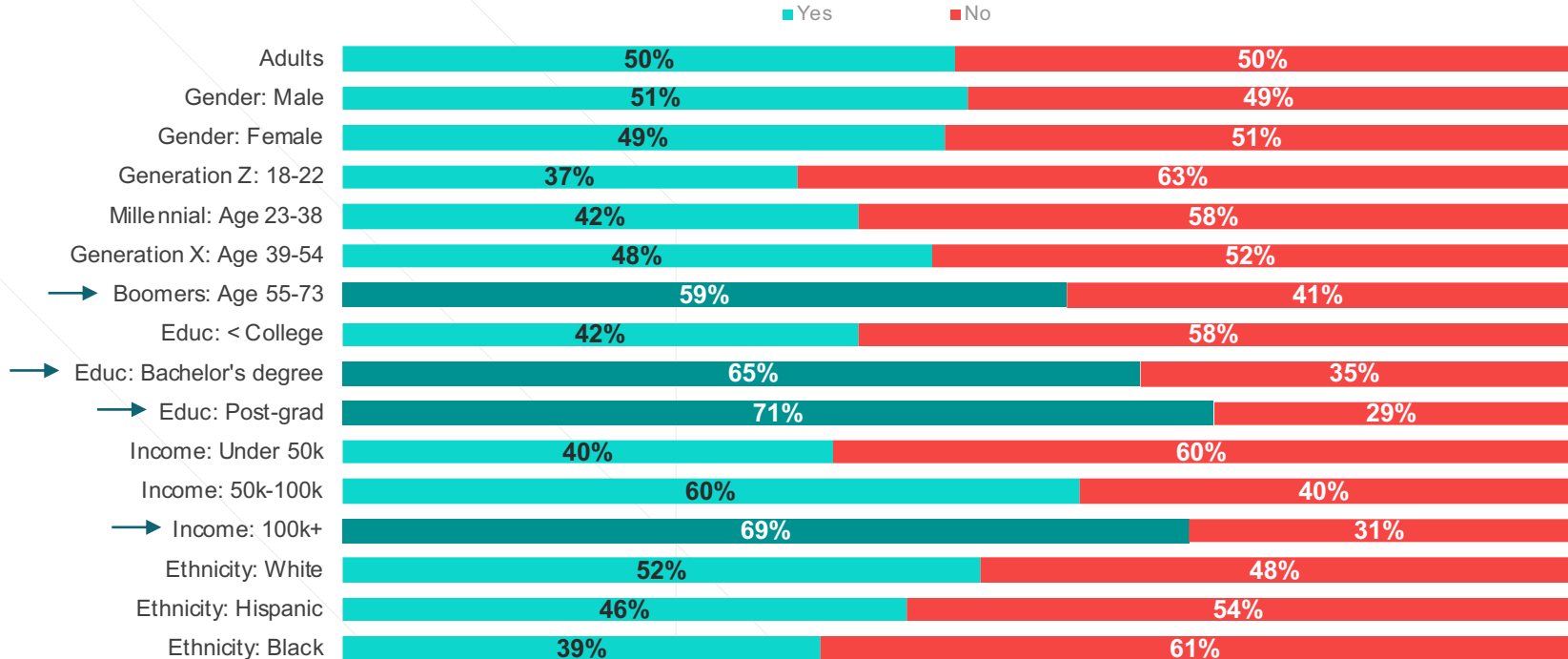
While half of U.S. adults report donating to a charity in the past 12 months, just over a third report that they've donated to a nonprofit.

Have you donated to any of the following in the past 12 months?



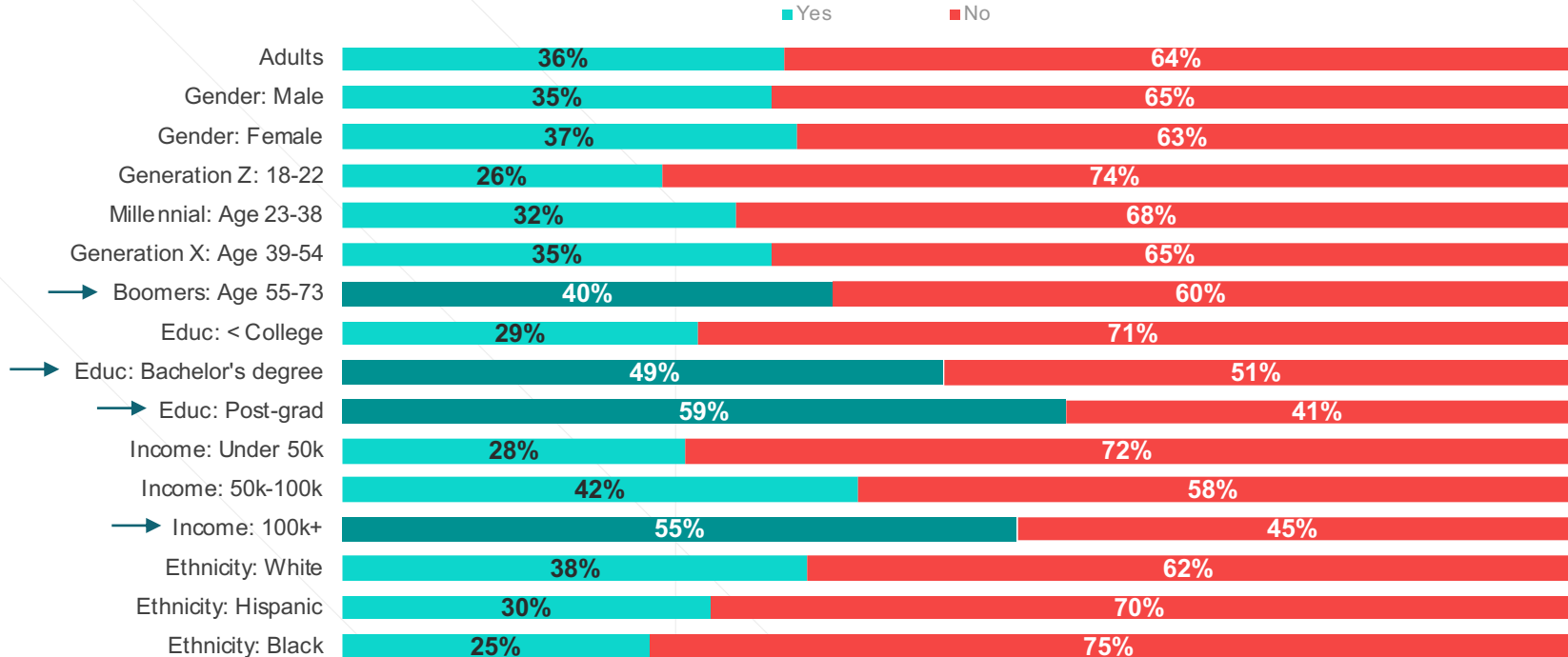
Reported donations to charities increase with age, educational attainment, and income.

*Have you donated to any of the following **charities** in the past 12 months?*



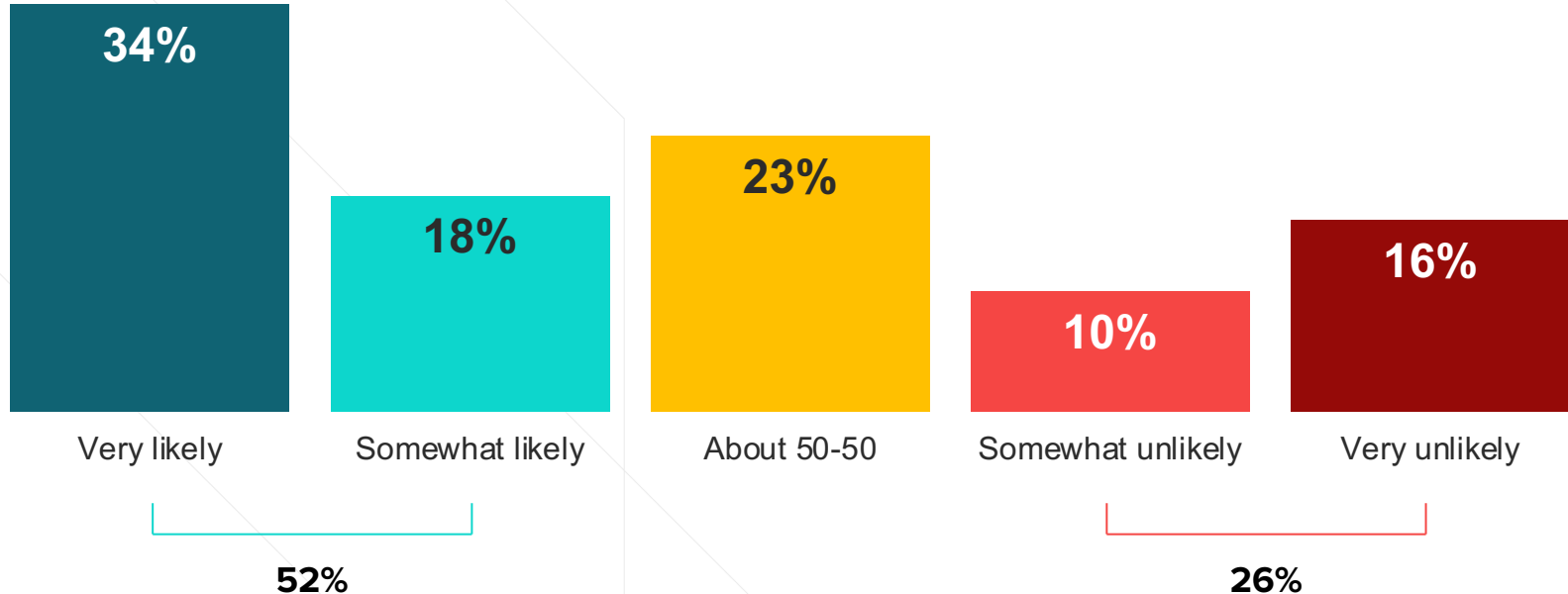
Higher-income adults and adults with higher levels of education are more likely to report donating to nonprofits in the past 12 months.

*Have you donated to any of the following **nonprofits** in the past 12 months?*



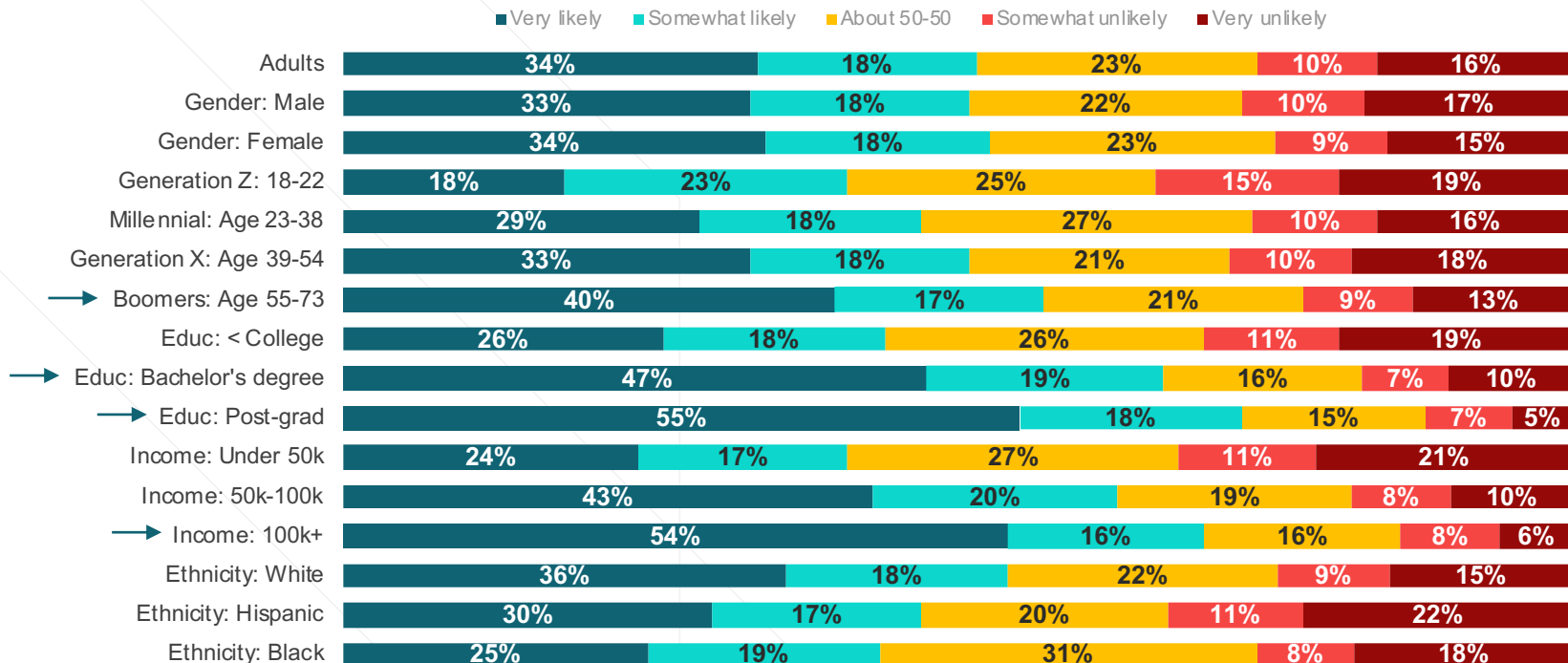
Just over half of U.S. adults report they are likely to donate to a charity in the next 12 months, which reveals that the prospects for donations this year will be comparable to last year (where 50% of adults reported donating to a charity).

How likely or unlikely are you to donate to a charity in the next 12 months?



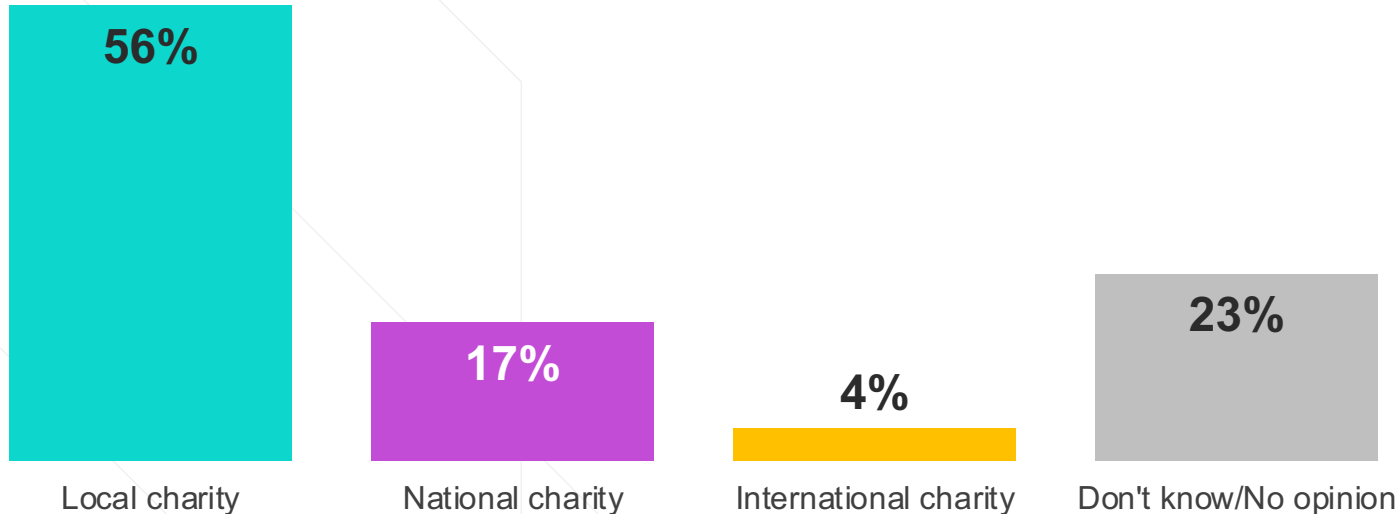
Data suggests those likely to donate in the next 12 months will be demographically similar to those already reporting donation habits.

*Have you donated to any of the following **nonprofits** in the past 12 months?*



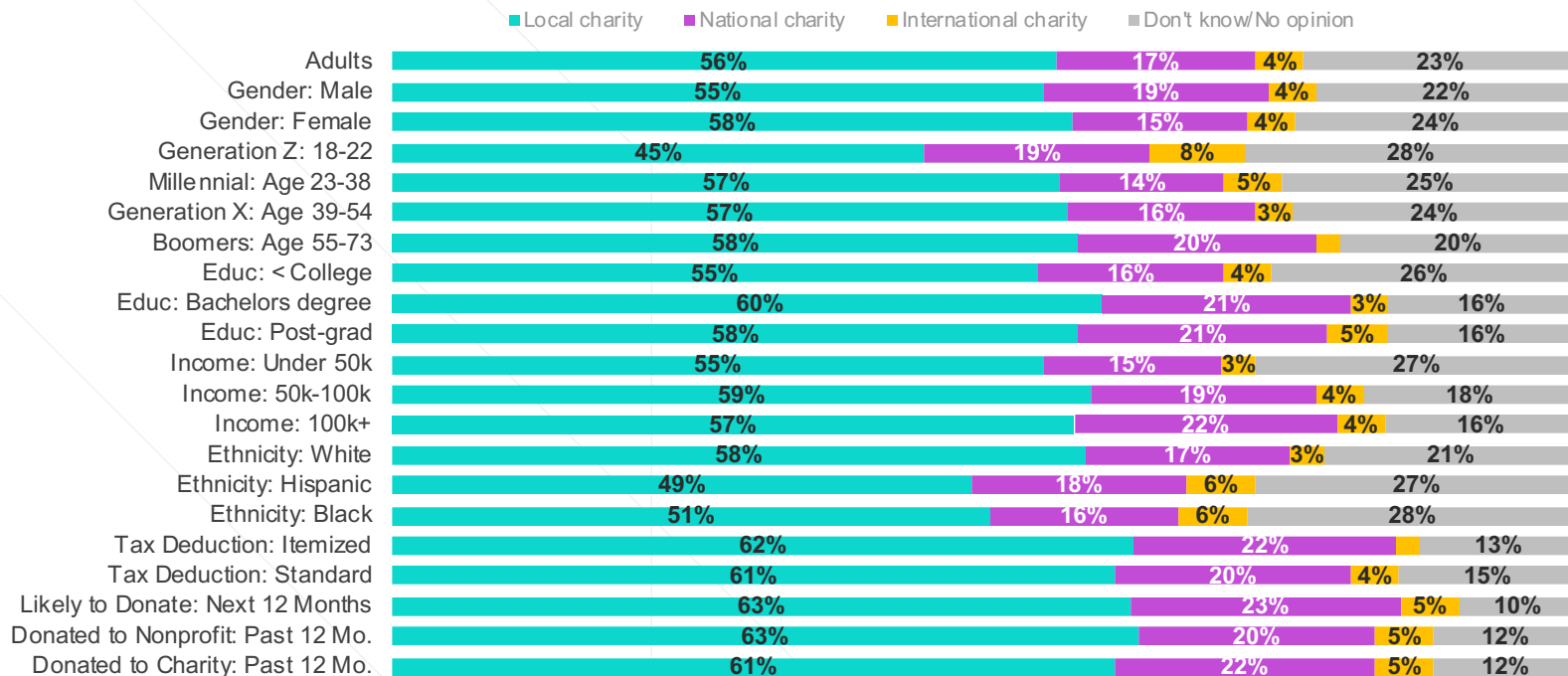
Local charities are preferred over national and international charities, with over half of adults (56%) reporting they are more likely to donate locally.

If you were to donate to a charity, would you be most likely to donate to a local charity, a national charity, or an international charity?



This trend of local donation preference spans demographic groups.

If you were to donate to a charity, would you be most likely to donate to a local charity, a national charity, or an international charity?



Animal, health, and human services are the charity categories with the highest level of donation consideration this year.

If you were to donate to a charity in the next 12 months, which of the following charity categories would you be most likely to donate to?

