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Executive **Summary**

Sexual harassment stories have made headlines over the past few years, shedding light on both incidents from the past and ones happening across society now. With nonprofits accounting for more than 10% of private sector employment in the United States,¹ it is not surprising to see allegations of sexual harassment emerge from within the sector.

In fact, several charities have been engulfed in sexual harassment scandals over the past few years. During 2017, news spread in Europe that Oxfam International (not to be confused with Oxfam America) staff allegedly used prostitutes while working on Haiti's 2010 earthquake relief effort. Later, other Oxfam International employees claimed they were harassed by senior charity officials.² Another global relief organization, Save the Children in the United Kingdom, similarly faced accusations of sexual abuse and misconduct by senior staff.³ These stories ignited a conversation about harassment in aid organizations more broadly, and donors in the United Kingdom took note. On February 20, 2018, a headline in *The Guardian* read: "Oxfam loses 7,000 donors since sexual exploitation scandal."⁴ Later that year, the House of Commons in the United Kingdom published a report stating that "[t]he aid sector, collectively, has been aware of sexual exploitation and abuse by its own personnel for years, but the attention that it has given to the problem [has] not matched the challenge." The report called for an active response to sexual exploitation in aid organizations and recommended action based on empowerment, reporting, accountability, and screening.⁵

Soon after, news channels in the United States began reporting instances of sexual harassment or misconduct at well-regarded U.S. charities, including the Boy Scouts of America,⁶ the Humane Society of the United States,⁷ Mercy Corps,⁸ and The Nature Conservancy.⁹

It is worth noting that, since these allegations became public, many of the cited charities have conducted investigations and implemented corrective measures to address the concerns raised.

With growing awareness of sexual harassment, a rise in victim willingness to speak is to be expected across sectors. Adding to that, the power dynamics of the charitable sector may be particularly corrosive. As described by *The Guardian*, "Rife with power, gender, race and class imbalances, the aid sector has long been a hotbed of abuse and misconduct."¹⁰ According to a professional harassment survey by The Association of Fundraising Professionals (AFP) and *The Chronicle of Philanthropy*, "almost half of all fundraisers have

some sort of personal experience with sexual harassment... and 13 percent feel that their organization places a greater value on the loyalty of donors than the safety of its staff."

To maintain public trust and protect their mission work, charities must be prepared to appropriately address sexual harassment claims and concerns from employees, board members, communities they serve, and donors alike. As noted by *The Chronicle of Philanthropy* in a recent article about next steps for nonprofits, "to move forward, nonprofits must realize that sexual harassment is not about a handful of people acting badly but a pervasive problem in our workplaces, boards, and donor pools."

Our *Special Report on Sexual Harassment in the Charitable Sector* aims to shed light on how allegations of sexual harassment can strain the relationship between donors and charities in the United States and Canada. The BBB Wise Giving Alliance commissioned an electronic survey of more than 2,100 adults across the United States, and more than 1,000 adults in Canada. Below are our key findings.

Do potential donors believe sexual harassment is a problem in charities?

- When comparing different workplaces, relatively few respondents believe sexual harassment is a common problem for charities (15.8% in U.S./13.1% in Canada), as compared to houses of worship (24.2% in U.S./28.1% in Canada), businesses (39.3% in U.S./33.2% in Canada), or government (40.5% in U.S./26.5% in Canada). Notably, more respondents say they do not know whether sexual harassment is a problem for charities (20.8% in U.S./28.8% in Canada) as compared to other sectors (with 6.4% to 13.7% for other sectors in U.S. and Canada).
- Still, close to 50% of U.S. and Canadian respondents say they believe sexual harassment is a common problem, or sometimes a problem, in charity workplaces.
- Relatively few respondents heard about sexual harassment involving a charity during 2019 (22.7% in U.S./18.8% in Canada). Participants who report being employed by a charity themselves were much more likely to say that they heard about sexual harassment at a charity (52.0% in U.S./44.3% in Canada).
- Participants more frequently heard about sexual harassment at a house of worship (42.8% in U.S./41.7% in Canada). Older participants were more likely to report hearing about sexual harassment at a house of worship, with more than 50% of Matures and Baby Boomers aware of such news reports in the United States and Canada.
- Religious, arts and culture, and environmental donors were most likely to report hearing about sexual harassment allegations. Specifically, 45.0% of religious donors

report hearing about sexual harassment at a house of worship. Similarly, 36.1% of arts and culture donors, and 36.1% of environmental donors, report hearing about sexual harassment at a charity.

How does sexual harassment affect donor trust and giving in charities and houses of worship?

- Among donors who heard about sexual harassment at a specific charity (excluding houses of worship),
 - 22.3% in the United States (29.5% in Canada) report no longer contributing to that organization; and 17.1% in the United States (16.3% in Canada) report reducing their support.
 - Of those who reduced or stopped supporting a specific charity, 47.8% of U.S. donors (42.1% in Canada) reported replacing their donation with a donation to another charity in the same cause area; 13.3% in the United States (21.1% in Canada) reported replacing the donation outside the cause area; and 38.9% in the United States (36.8% in Canada) reported not replacing the donation.
- Among donors who learned about sexual harassment at a specific house of worship,
 - 26.2% in the United States (30.4% in Canada) report no longer contributing to that organization; and 16.1% in the United States (14.0% in Canada) report reducing their support.
 - Of those who reduced or stopped supporting a specific house of worship, 35.3% of U.S. donors (30.8% in Canada) reported replacing their donation with a donation to another charity in the same cause area; 18% in the United States (21.5% in Canada) reported replacing the donation outside the cause area; and 46.7% in the United States (47.7% in Canada) reported not replacing the donation.
- Donors who increased or maintained support for a specific charity or house of worship after learning about sexual harassment allegations most frequently chose "the actions of a few bad actors do not represent the organization as a whole" and/or "the cause is more important" as reasons to continue giving.
- When asked to consider how seven different sexual harassment allegation scenarios might influence a donor's willingness to donate, respondents frequently say they will not donate to a charity or house of worship upon learning of the allegations (between 44% and 61% say they would not donate, depending on the scenario). Approximately 10% of respondents consistently say they would likely continue to support across all allegation types.

How do donors expect charities to prepare and react to sexual harassment allegations?

- Roughly half of participants would expect a charity facing sexual harassment allegations to (a) conduct an internal investigation (53.7% in U.S./58.6% in Canada), (b) have and enforce a sexual harassment policy (48.2% in U.S./52.4% in Canada), and (c) hire a third party (such as a lawyer) to review the incident and report to the charity's board (46.0% in U.S./50.4% in Canada).
- Positively for charities, many donors are willing to resume support for the charity or house of worship after proper corrective actions are taken. When asked to imagine that the charity takes actions to address the sexual harassment problem, 38.1% of U.S. and 35.1% of Canadian participants say they would resume normal level of support as soon as they believe the charity reacted appropriately. Only 8.7% of U.S. and 11.7% of Canadian respondents claim they would never again resume normal support.

In addition to producing evaluative reports on charities, BBB's Give.org tracks donor beliefs, feelings, and behavioral intentions related to charity trust and generosity through annual donor surveys.¹² These surveys are the foundation of Give.org Donor Trust Reports. Our *Special Report on Sexual Harassment in the Charitable Sector* aims to shed light on how allegations of sexual harassment in the charitable sector can strain the relationship between donors and charities.

We recognize that survey responses reflect donor perception and intent rather than action. Still, our findings confirm that sexual harassment is relevant in the donor decision-making process. While the actual giving behavior may not ultimately be affected as significantly as donors report — partly because many people never find out about sexual harassment allegations and partly because donors don't always carry through with their intentions — these findings strongly suggest that the issue has the potential to erode public trust in charities. Instances of sexual harassment in the United States and Canada should be treated with care by charities for both ethical and practical reasons.

In the following sections, we more comprehensively share survey results. First, we report on whether donors believe sexual harassment is a problem in U.S. charities; second, on how sexual harassment affects donor trust and giving in the United States; and third, on how U.S. donors expect charities to prepare for and react to sexual harassment allegations. Finally, we examine how Canadian sexual harassment donor expectations compare with expectations in the United States.

Do potential donors believe sexual harassment is **a problem in U.S. charities**?







There are small variations across gender and generations.





And among donors to different charity types.







Less than a quarter of respondents heard about sexual harassment at a charity during 2019.





43% of participants report hearing about sexual harassment at a house of worship.



were more likely to report hearing about sexual harassment at a house of worship.

Men, Matures, and Baby Boomers



Participants who report being employed by a charity or a government institution are more likely to say they heard about sexual harassment at a house of worship.



45% of religious donors report hearing news of sexual harassment at a house of worship. Otherwise, arts and culture and environmental donors were most likely to report hearing about sexual harassment allegations at a charity.

How does sexual harassment **affect donor trust and giving** in charities and houses of worship?

Donors who learned about sexual harassment at a specific charity or house of worship said:



With small variations across genders.



37% 38% 25% 24% 19% 19% 17% 16% 3% 2% 0% Gen Z 0% 30% 28% 27% 23% 20% 20% 18% 15% 9% 7% 3% Millennial 0% 31% 31% 23% 23% 19% 18% 16% 14% 13% 10% 1% Gen X 1% 35% 29% 26% 24% 24% 13% 12% 11% 9% 8% 6% 3% **Baby Boomers** 35% 28% 26% 22% 22% 19% 17% 13% 9% 8% **Matures** 2% 0% I increased my support to the organization. I continue to donate as I had before hearing the allegations. I reduced my support of the organization. I no longer contribute to that organization.

Don't know.

Older generations are more likely to discontinue contributions to an organization after learning about sexual harassment allegations.

Other (please specify)

Donors who increased or maintained support for a specific charity or house of worship after learning about sexual harassment allegations expressed:



Donors who reduced or stopped support for a specific charity or house of worship after learning about sexual harassment allegations reported:



Women were more likely than men to discontinue support to a house of worship or to replace a donation with a donation to another organization in the same cause area.



When asked to consider how different allegations might influence willingness to donate to a charity or house of worship, respondents said:

The work culture tolerates sexually suggestive comments and unwelcomed advances from supervisors.



Leaders or staff looked away as donors harassed the fundraising staff.



One or more of the leadership staff members has been accused of sexually harassing subordinates.



An employee sexually harassed adults.





How do U.S. donors expect charities to **prepare and react** to sexual harassment allegations?

When asked to imagine that a charity they personally support is facing sexual harassment allegations, respondents say they expect the charity to:



And many hold charity representatives responsible for addressing the issue.



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When asked to imagine that the charity takes actions to address the sexual harassment problem, participants say they would consider resuming their normal level of support:











Participants who report being employed by a charity themselves are significantly less likely to say that they would resume support as soon as they believe the charity reacted appropriately.



At least a couple of years

8%

How do **Canadian donor expectations** regarding sexual harassment compare?

As with U.S. participants, when comparing different workplaces, relatively few Canadians believe sexual harassment is a common problem in charities; but many say they don't know.



Younger Canadians are more likely to believe sexual harassment is a common problem in Canadian charity workplaces; and less likely to say they don't know.



Not many Canadian participants report hearing about sexual harassment at a charity (excluding houses of worship).





Canadian participants report hearing about sexual harassment at a house of worship.



Men and women are similarly likely to have heard such news.

Baby Boomers and Matures were most likely to report hearing about sexual harassment at a house of worship.



Canadian donors who learned about sexual harassment at a specific charity or house of worship said:

As compared to their American counterparts (below), Canadians are more likely to discontinue support:



Canadian donors who increased or maintained support for a specific charity or house of worship after learning about sexual harassment allegations expressed:



Canadian donors who reduced or stopped support for a specific charity or house of worship after learning about sexual harassment allegations reported:



As U.S. charts show, Canadians were more likely than their American counterparts to replace a donation with another donation to a charity in a different cause area.



When asked to consider how different allegations might influence willingness to donate to a charity or house of worship, Canadian respondents said:

The work culture tolerates sexually suggestive comments and unwelcomed advances from supervisors.



Leaders or staff looked away as donors harassed the fundraising staff.



I would likely continue to support. I would want to know more. I would not donate. I don't know.

One or more of the leadership staff members has been accused of sexually harassing subordinates.



An employee sexually harassed adults.





A volunteer sexually harassed adults.



I would likely continue to support. I would want to know more. I would not donate. I don't know.





There are reports of overseas sexual harassment associated with the organization.



When asked to imagine that a charity they personally support is facing sexual harassment allegations, Canadian respondents say they expect the charity to:



And many Canadians hold charity representatives responsible for addressing the issue.



When asked to imagine that the charity takes actions to address the sexual harassment problem, Canadian participants say they would consider resuming their normal level of support.



Conclusion

As mission-driven organizations, charities have a special place in the hearts and minds of the public. At the same time, charities can be held to higher ethical standards. If a charity leader is accused of harassing an employee, if a charity's culture allows for mistreatment of staff by donors, or if charity representatives sexually harass people they serve, the trust between the charity and its donors can be fractured.

In the past few years, sexual harassment problems across society have become increasingly visible. The public is more aware of the magnitude of the problem and increasingly alert to potential misconduct. While sexual harassment may occur at any organization, each organization's governance ultimately impacts the organization's cultural expectations and how the organization prepares, reacts, and communicates around the issue.

This report looked into how allegations of sexual harassment at a charity or house of worship affect donor trust and influence behavior. Our findings confirm that donors care about this issue and that they alter their giving behavior accordingly. For instance, among donors who heard about a sexual harassment allegation at a U.S. charity, close to 40% say they stopped or reduced their donation to the organization. (Older generations, which tend to give more, are even more likely to stop or reduce donations upon hearing such news, with close to 35% of Matures and Baby Boomers saying they would stop donating, and another 13% saying they would reduce their donation.) What is more, of donors who stopped or reduced their donation, 39% say they did not replace the donation and another 13% say they replaced their donation outside the cause area. Similarly, when asked to consider how different kinds of sexual harassment allegations might influence their willingness to donate, approximately half of respondents say they would not donate to a charity if they are aware of a sexual harassment issue.

Our results suggest that charities would do well to pay close attention to their organizational culture and to proactively prepare to identify and respond to sexual misconduct within their organizations. Fortunately for charities and for the sector, when asked to imagine that a charity takes actions to address a sexual harassment problem, more than one-third of U.S. and Canadian participants say they would resume a normal level of support as soon as they believe the charity reacted appropriately. With growing awareness of sexual harassment, other victims are likely to come forward over time. As an issue of good governance, charities must strengthen their cultures, be prepared to react in a timely and appropriate fashion, and openly communicate with their donors about the issues and any implemented solutions.

Methodology

We commissioned an electronic survey of more than 2,100 adults across the United States and more than 1,000 adults across Canada during December 2019 (see Tables 1 and 2). The margin of error for the surveys is of 2% for the U.S. (with a 95% confidence level) and 3% for Canada (with a 95% confidence level).

				By Annual Household Income		
By Age		By Ethnicity		(in Thousands)		
	18-35	31.9%	White/Caucasian	66.8%	< 30	20.8%
	36-45	16.7%	African American	14.4%	30-59	33.2%
	46-55	17.0%	Hispanic/Latino	13.3%	60-89	17.8%
	56-65	12.6%	Asian	3.6%	90-119	10.7%
	> 65	21.9%	Other	1.8%	120-149	5.6%
					150 or more	9.9%

Table 1 - Profile of Respondents in the United States

By E	Educat	ion
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35.9%
20.4%
25.6%
15.5%
2.6%

By Religion Attendance			
Never	25.9%		
Rarely	23.8%		
Frequently	24.4%		
Occasionally	22.9%		
Don't know	1.1%		
Prefer not to answer	1.7%		

By Gender

•	
Female	54.4%
Male	43.9%
Non-binary, prefer not to answer, and other	1.7%

Prefer not to answer

1.8%

Bv Region

Northeast	12.5%
Southeast	30.0%
Southwest	10.5%
Midwest	20.3%
West	26.8%

By Place of Employment

A business or other for-profit	27.5%
A charity	5.6%
Other non-profit organization	6.7%
A government institution	8%
Not working (students, retired, etc.)	42.7%
Other	9.5%

By Age			
18-35	29.0%		
36-45	15.8%		
46-55	19.5%		
56-65	20.5%		
> 65	15.1%		
No response	0.1%		

By Ethnicity	
White/Caucasian	76.0%
African American	2.2%
Hispanic/Latino	1.4%
Asian	17.2%
Other	3.3%

By Annual Household Income (in Thousands)

•	· · ·	
	< 30	11.7%
	30-59	27.4%
	60-89	21.8%
	90-119	14.0%
	120-149	7.5%
	150 or more	10.8%

By Education

High School	30.4%
Associate's	21.1%
Bachelor's	31.1%
Graduate	15.1%
Prefer not to answer	2.2%

By Religion Attendance			
Never	34.4%		
Rarely	27.6%		
Frequently	14.8%		
Occasionally	21.2%		
Don't know	0.6%		
Prefer not to answer	1.2%		

By Gender

Female	49.4%
Male	49.6%
Non-binary, prefer not to answer, and other	1.0%

By Region (Canadian regions)

British Columbia	12.5%
Alberta	30.0%
Saskatchewan & Manitoba	10.5%
Ontario	20.3%
Quebec	26.8%
Atlantic Canada	8.4%
Northern Canada	0.3%

By Place of Employment

A business or other for-profit	34.1%
A charity	2.7%
Other non-profit organization	5.8%
A government institution	11.0%
Not working (students, retired, etc.)	36.5%
Other	10.0%

Through our surveys, we seek to measure donor beliefs, feelings, and behavioral intentions toward charity trust and giving. This report identifies some aggregate findings and digs into the heterogeneity of donor perceptions. Specifically, we focus on gender and age to identify differences in donor attitudes related to sexual harassment allegations about a charity or house of worship to gain a better understanding of the diversity of attitudes toward the sector. We use gender as self-reported by survey takers. While there is no one consistent date range for generational divides, the generational ranges used in this report mirror those used by the Pew Research Center and are shown below (see Table 3).

Generation	Year Born	Age (in 2019)
Generation Z (18 and older)	1998 - 2000	18 - 21
Millennial Generation	1981 - 1997	22 - 38
Generation X	1965 - 1980	39 - 54
Baby Boomers	1946 - 1964	55 - 73
Silent Generation	1928 - 1945	74 - 90

Table 3 - Generational Ranges

We recognize there are differences among people of the same gender, race, and generation. By identifying differences in donor preferences and attitudes across these categories, we aim to find untapped opportunities that support the sector's efforts to be in tune with the United States of the present and future, strengthening the bond between donors and charities.

We know that survey responses reflect donor perceptions and are not necessarily an objective measure of a charity's trustworthiness. Still, understanding donor attitudes toward charities and giving can help identify areas of misinformation and better ways to serve donors, furthering trust in the sector and generosity.

To determine whether a charity is accountable and trustworthy, the BBB Wise Giving Alliance (WGA) uses 20 BBB Standards for Charity Accountability, which help individuals verify trust based on charity governance, finances, fundraising practices, and results reporting. We produce reports on charities based on these standards, and the reports are available free of charge to the donating public on Give.org. This report aims, in part, to understand disconnects between self-reported triggers and concerted trust criteria. In addition, we hope to identify opportunities that can help the sector build collective trust and succeed in the future.

Notes

¹According to the U.S. Department of Labor: Bureau of Labor Statistics, U.S. Department of Labor, *The Economics Daily*, nonprofits account for 12.3 million jobs, 10.2% of private sector employment. Available at https://www.bls.gov/opub/ted/2018/nonprofits-account-for-12-3-million-jobs-10-2-percent-of-private-sector-employment-in-2016.htm. According to the John Hopkins Nonprofit Economic Data Project's 2019 Nonprofit Employment Report, with 12.3 million paid workers, U.S. nonprofits employed the third-largest workforce of any U.S. industry in 2016, including twice as many workers as the nation's transportation, wholesale trade, and finance and insurance industries.

² For a statement from Oxfam International on response actions, please see: https://www.oxfam.org/en/immediate-response-actions-sexual-misconduct

³ On October 8, 2018, *BBC News* reported that "Almost one in five staff at Save the Children UK has said they experienced harassment or discrimination in the past three years." (Available at: https://www.bbc.com/news/uk-45788872) As of March 5, 2020, BBC News reports the organization has not properly handled the allegations. (Available at: https://www.bbc.com/news/uk-51749168)

⁴ Available at: https://www.theguardian.com/world/2018/feb/20/oxfam-boss-mark-goldring-apologises-over-abuse-of-haiti-quake-victims

⁵ Report by the United Kingdom's House of Commons International Development Committee. Available at https://www.parliament. uk/business/committees/committees-a-z/commons-select/international-development-committee/inquiries/parliament-2017/sexualexploitation-in-aid-sector/

⁶ As reported by *USA Today* on February 18, 2020, after more than a half-century of child abuse claims, Boy Scouts of America filed for bankruptcy protection "amid declining membership and a drumbeat of child sexual abuse allegations." (Available at: https://www. usatoday.com/in-depth/news/investigations/2020/02/18/boy-scouts-bsa-chapter-11-bankruptcy-sexual-abuse-cases/1301187001/)

⁷ On February 1, 2018, *The Washington Post* reported that employees of the Humane Society of the United States alleged that they were sexually harassed by the organization's former chief executive. (Available at: https://www.washingtonpost.com/business/economy/ humane-society-keeps-ceo-after-sexual-harassment-complaints-prompting-seven-board-members-to-resign/2018/02/01/781e9f9c-0769-11e8-b48c-b07fea957bd5_story.html) The Humane Society of the United States then embarked on a corrective path: choosing new leadership, encouraging internal dialog, and strengthening due process within the organization.

⁸ The October 9, 2019, edition of *Newsweek* reported that "the late co-founder of the Portland-based, global nonprofit organization, Mercy Corps, allegedly abused his daughter from preschool until high school." (Available at: https://www.newsweek.com/globalhumanitarian-organization-mercy-corps-overlooked-child-sex-abuse-allegations-against-1464290 and reported by *NPR* at https:// www.npr.org/2019/10/18/771219833/mercy-corps-faces-sexual-abuse-scandal) As reported in *Newsweek*, Mercy Corps leaders allowed the late co-founder to continue working at the organization for more than a decade, despite knowing of his daughter's allegations. "Abuse revelations the third time around led to the resignation of a longtime board member and prompted Mercy Corps' CEO to send a message to donors and employees worldwide." (Available at: https://www.newsweek.com/global-humanitarian-organization-mercycorps-overlooked-child-sex-abuse-allegations-against-1464290)

⁹ On May 29, 2019, *Politico* reported that two senior officials at "The Nature Conservancy, one of the world's most influential environmental groups, have exited the organization after an investigation into allegations of sexual harassment and workplace misconduct." (Available at: https://www.politico.com/story/2019/05/29/the-nature-conservancy-harassment-probe-1488630)

¹⁰ Available at: https://www.theguardian.com/world/2019/oct/14/aid-sector-forced-into-greater-transparency-by-metoo-movement.

¹¹ Available at: https://afpglobal.org/one-quarter-all-female-fundraisers-report-sexual-harassment.

¹² The Donor Trust Survey annually includes a core set of questions intended to measure the health of public trust in the charitable sector and to identify shifts across time. Each year, the survey may also include a set of special questions on a topic of interest. The 2019 Give.org Donor Trust Survey included a set of questions related to disaster relief donor expectations. The 2020 Give.org Donor Trust Survey included a set of sexual harassment.

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