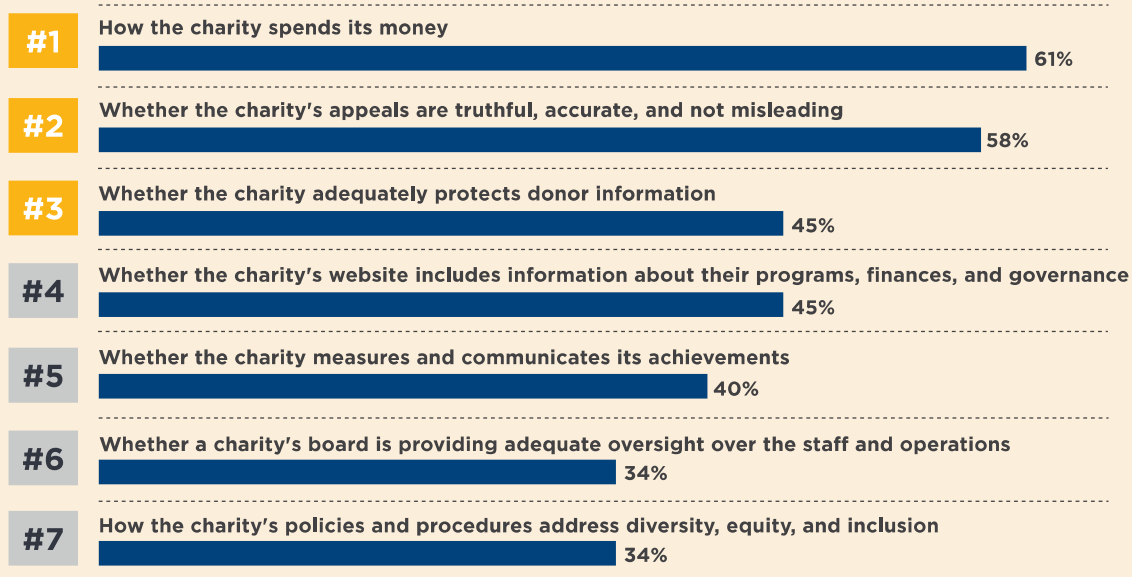


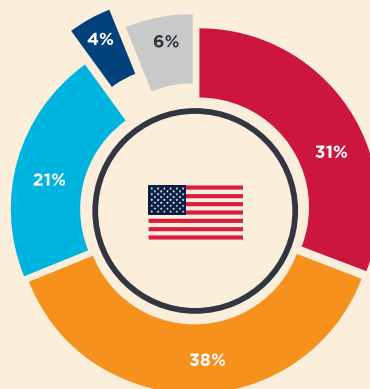
Potential supporters consider data privacy and security to be among the most important accountability elements in their giving process.



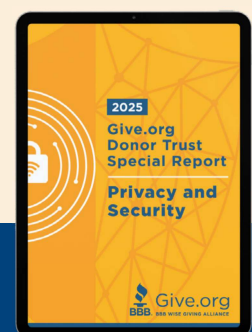
When asked to imagine contributing to a charity they have not supported in the past, participants say they are concerned that the charity may share their information outside the organization.



Most participants also report being concerned that their information may be hacked or stolen.



These concerns reflect broad societal shifts in how personal data is collected, shared, and protected. As charities increasingly depend on digital tools to connect with supporters and carry out their missions, leading with transparency, prioritizing data protection, and communicating clearly about how information is collected and used can strength donor trust and long-term relationships.



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