In an open-ended question, participants identified what makes them trust a charity. Top-of-mind reasons, by order of frequency were:

1. **Charity Finances**
2. **Charity Reputation**
3. **Honesty & Transparency**

When presented with scenarios that might deter participants from donating, most respondents point to a financial concern:

- **A high portion of every dollar received last year was spent on fundraising and management expenses.** 33%
- **You are not sure what the charity will do with the money you donate.** 25%
- **The charity does not share clear recent accomplishments.** 19%
- **Charity executives receive high salaries.** 18%
- **The charity is holding large amount of money in reserves.** 5%

But financial accountability does not mean the same to everyone. Younger generations are more likely to say they will not donate if they are not sure what the charity will do with the money or when a charity does not share clear recent accomplishments. On the flip side, older generations are more likely to be discouraged when a high portion of every dollar is spent on fundraising and management activities or when charity executives have high salaries.