

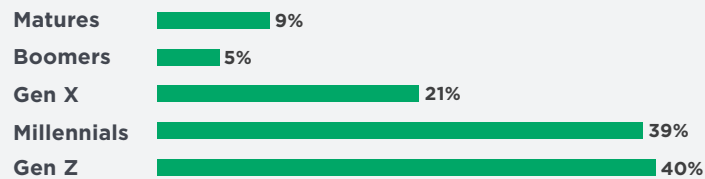


Younger respondents, people of color, and LGBTQ+ participants are more likely to...



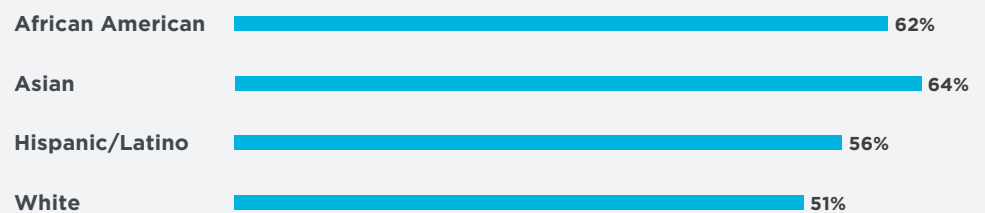
For example, while 22% of respondents heard about a specific charity having a lack of DEI during 2021...

Report hearing about a specific charity having lack of DEI:



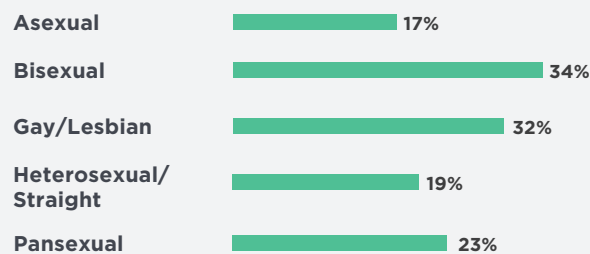
For example, while 54% of participants assume that a charity having a diverse, equitable and inclusive board and staff has a positive effect on how trustworthy a charity...

Report positive associations related to a charity having diverse, equitable, and inclusive board and staff:



For example, while 20% of respondents consider representation of sexual orientation in the community served to be "highly important" in their giving decision...

Place high importance on representation on a charity's board and staff:



Reaching a diverse set of donors requires a deliberate strategy to connect with their preferences, language, and culture.

