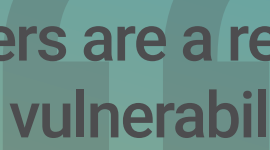




Give.org Donor Trust Special Report:

Disaster Relief Donor Expectations



Disasters are a reminder of our vulnerability and interdependence. They call for the involvement of government, corporations, foundations, charities, and the public alike. But with the rising frequency and severity of disasters, and the likely surge in natural disasters ahead, demands related to relief spending likely will increase the number of requests to potential individual donors.”

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Executive Summary

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.¹ These surveys are the foundation of our Give.org Donor Trust Reports,² which aim to shed light on the dynamic relationship between donors and charities, with the goal of strengthening their bond. **In this special report on *Disaster Relief Donor Expectations*, we hone in on attitudes related to disaster relief appeals. We also survey U.S.-based disaster relief charities to compare their self-reported practices and experiences against donor attitudes.** Disconnects between donor expectations and charity practices can lead to donor distrust and may impact fundraising efforts. Through this report, BBB's Give.org wants to shed light on disaster relief donor attitudes that may not be understood by the sector and to identify gaps between the donating public and disaster relief charities.

Disasters are a reminder of our vulnerability and interdependence. They call for the involvement of government, corporations, foundations, charities, and the public alike. But with the rising frequency and severity of disasters, and the likely surge in natural disasters ahead,³ demands related to relief spending likely will increase the number of requests to potential individual donors. **Fundraising appeals are central to the relationship between donors and charities, and they may be the sole trigger for giving.** That is why BBB's Give.org (through some of the *BBB Standards for Charity Accountability*) works to ensure charity representations to the public are accurate, complete, and respectful. In this report, we widen our focus to assess public conceptions about disaster relief fundraising appeals more broadly.

Individuals continue to represent close to 80% of total giving in the United States,⁴ and we know that they face increasing and evolving forms of online donation requests.⁵ In the context of disaster relief and episodic events, online appeals are particularly prevalent and effective.⁶

So, how do donors interpret their contribution alternatives? What are the assumptions and expectations of donors related to their contributions? What are the strongest influences on donors? We commissioned an electronic survey of more than 2,100 adults across the United States and found that:

Donors most frequently give directly to a disaster relief charity, but crowdfunding by individuals and celebrity appeals are also popular among younger donors.

- When it comes to disaster relief contributions in 2018, almost 46% of respondents say that they gave directly to a charity, 27.3% contributed to an individual requesting funds on a crowdfunding site, and 17.8% contributed to a celebrity's fundraiser.
- In all three categories (giving to charity, on a crowdfunding site, and to a celebrity's appeal), men report higher incidence of giving. For example, more than 23% of males say they contributed to a celebrity's fundraiser, as opposed to only 13.0% of women.
- Crowdfunding and celebrity fundraisers are much more important to younger donors. For instance, while 42.6% of Gen Z's say they contributed to a crowdfunding campaign, only around 10.5% of matures report doing the same.

Disaster-related appeals are not "very clear" about what disaster response activities the charity will carry out.

- Only 24.1% of potential donors say charity disaster relief appeals are "very clear." This opinion is particularly marked for women and older generations. Only 19.9% of women, and only 12.6% of matures, say appeals are "very clear."
- Potential donors of all ages say they seek out information on what specific disaster response services a charity will provide.

Specifying what disaster response services the charity will can make a charity appeal stronger. Donors have different opinions about which disaster relief services are most important and want appeals to clearly explain what disaster response activity they are contributing towards.

- Food and water distribution, temporary shelter, and distribution of clothing, toiletries and other goods, are most frequently chosen as the most important disaster response services, but opinions are varied and include a wider set of services.
- 54.0% of respondents say they seek out information on what specific disaster response services a charity will provide.

Expectations about how quickly charities should spend collected funds and how they should use any contributions remaining after completing relief activities are not uniform.

- Potential donors frequently assume that charities will spend contributions as quickly as possible (33.6%). This preference is particularly marked among males (36.9%) and matures (37.8%). However, others assume funds will be spent carefully over time (24.0%) or that some money will be spent for immediate needs and some for long-term needs (17.7%).
- Expectations about how a charity should use contribution money after it has completed relief activities are also varied, with 34.7% of potential donors assuming money will be used for other disasters, 34.0% assuming money will be spent in the affected community, and 12.6% saying charities should use the funds as they see fit (including other programs).

Contributions to celebrity disaster relief efforts are motivated by fandom and donors report that these contributions replace contributions that would be made to other relief efforts.

- By far, the most popular reasons cited for having donated to a celebrity's disaster relief fundraiser were being "a fan of the celebrity" and trust in the celebrity's ability to choose, followed by responding to the passion in the celebrity's plea. For instance, 46.2% of men and 30.3% of women said the main reason they gave to the celebrity's appeal is that they are a fan of the celebrity.
- 83.0% of respondents who gave to a celebrity's disaster relief effort say they would have otherwise made that donation to other relief efforts.

News media is reported to be the strongest influencer on disaster response giving. For younger donors, friends and social media follow closely behind.

- When asked to choose the most influential factor in their disaster response giving decision, 43.2% of potential donors chose news media. The influence of news media is most dominant in older generations, with 53.3% of baby boomers and 59.4% of matures choosing news media as the most influential factor.
- In contrast, among generation Z respondents, friends (29.5%), social media (27.9%), and news media (26.2%) have similar influence.

To better understand how disaster relief donor expectations compare with charities' disaster relief practices and requests for donations, we also asked charities to share their experiences. BBB's Give.org and some Better Business Bureaus across the United States distributed the survey among national, regional, and local charities. We heard from 68 disaster relief charities and learned that:

In the wake of natural disasters, charities provide a wide range of services to help communities in need. Most of these services are concentrated in the period after the first 72 hours and within the first two years of a disaster, but charities remind us that funding for disaster preparedness and longer-term needs is also important.

- The most frequently reported services are: clothing, toiletries, and other goods distribution (60.0%), long-term rebuilding and recovery programs (54.6%), and food and water distribution (49.1%). However, the range of disaster relief activities offered is wide and includes direct financial assistance (38.2%), temporary shelter (29.1%), urgent medical care (12.7%), emergency rescue (7.3%), and animal rescue (7.3%). In addition, charities report providing other services (45.5%), including: mental health services, access to laundry, assistance with relocation, car repair, education and awareness programs, home repairs, medical care, support to local organizations, and coordination services, among others. We should note that this is not a statement about the portion of funds allocated to each service area but rather the nature of services provided by charities of all sizes.
- In aggregate, charities report spending more of the donations they receive in the period after the first 72 hours and within the first two years. When we asked charities what they wish the donating public would better understand about charity disaster relief efforts, the most frequent responses focused on understanding the need for disaster preparedness and longer-term relief efforts.

While most charities say their disaster relief appeals identify the specific disaster relief service that will be provided, 23.5% report that their appeals do not.

- When asked about their disaster-related appeals distributed in 2018, 76.5% of charities report that their appeal identified the specific disaster relief services that would be provided and 27.9% specified how the charity's relief efforts differed from those of other charities. 64.7% of charities say their appeal specified whether the donation would be

earmarked for a specific disaster or whether funds were for general disaster relief, and 22.1% of charities report that the appeal specified what would happen with any disaster contribution money left after the charity completed related relief activities.

At least one quarter of charities that reported raising funds for disaster relief in 2018 did not have a policy addressing how to spend any money remaining after completing a specific disaster response.

- 55.9% of charities report having a policy to address how any money remaining after completing a specific disaster response can be spent. Of these charities, 43.2% say the policy allows for money to be spent in the affected area, and 54.1% say that their policy allows for money to be spent on other disaster relief efforts. 18.9% of charities say their policy allows for remaining funds to be spent on other program areas within their organization.

To most disaster relief charities, it is not clear that crowdfunding sites increase the total amount of funds donated to charities.

- Only 14.8% of charities say crowdfunding sites help increase the total amount of funds donated to charities. Most frequently, charities say they do not know whether crowdfunding sites help increase total donations to charities (50.0%) or say that such sites do not have a significant effect on charity donations (18.5%). The remaining 16.7% of charities say crowdfunding sites divert donations from charities to other forms of giving.
- Only 9.1% of charities in this survey partnered with a celebrity during 2018 to bring attention to their disaster relief efforts in a fundraising appeal.

Charities consider news media to be the most important influence on disaster response giving.

- When asked to select which factor most influenced donors' disaster response giving decisions during 2018, 56.6% of charities reported that news media was most influential. 26.4% of charities considered social media to be most influential.
- 59.3% of the charities in this survey say they were featured in the media during 2018, mostly in positive ways.

Through the donor survey, we aim to better understand the beliefs and expectations that the donating public brings to the disaster relief giving process. To be successful, charities must understand the way people want to engage in making a difference and how to responsibly elicit trust and donations.

Through the charity survey, we aim to identify better ways to reach donors. Charities shape the way donors feel toward the sector and benefit from an environment in which charities are trusted. We hope to identify ways in which the donating public can better understand disaster relief efforts and go about making wise giving decisions.

The focus of this report is on disaster relief efforts but much of what we hear from donors and charities affects the charitable sector more broadly. Through these reports, we hope to strengthen the bond between charities and their individual supporters.

¹ 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 preferences, assumptions and expectations.

² The Give.org Donor Trust Report: An in-depth Look into the State of Public Trust in the Charitable Sector was released in 2018 as the first of its series. That report included data points from the (delete 2017) Give.org Donor Trust Survey and surveys conducted in 1993 (Trend from Gallup Organization for Council of Better Business Bureaus) and 2001 (Princeton Research Associates BBB Wise Giving Alliance Donor Expectation Survey).

³ National Climate Assessment.

⁴ As reported in Giving USA 2018, individual contributions represented 70% (\$286.65 billion) of total giving in the United States during 2017. Giving by bequest, another form of individual giving, represented an additional 9% (or 35.7 billion) of total contributions during that year.

⁵ Giving USA 2018.

⁶ Giving When Disaster Strikes.

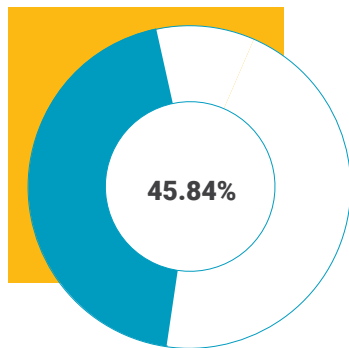


Giving in the Wake of a Disaster:

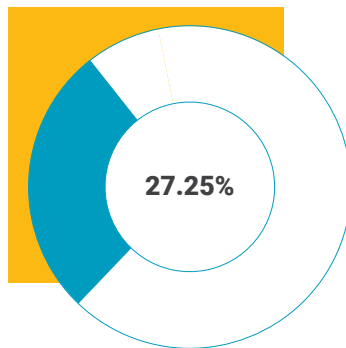


Where People Give - Charities, Crowdfunding, and Celebrity Efforts

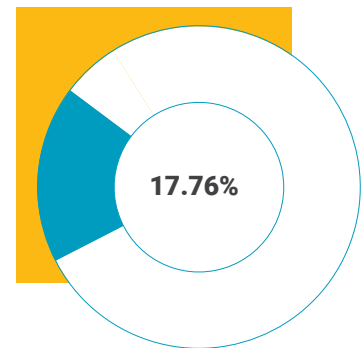
Donors most frequently contribute directly to charitable organizations but crowdfunding and celebrity appeals are also important. When it comes to disaster relief contributions in 2018, respondents say:



Gave directly to a charity

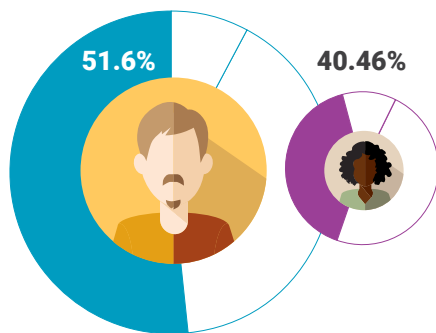


Contributed to an individual on a crowdfunding site

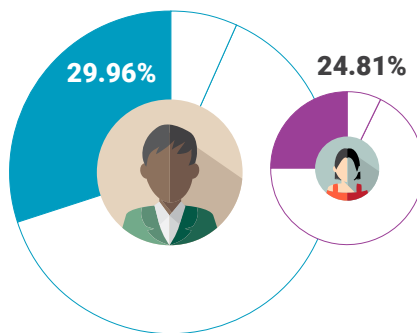


Contributed to a celebrity's fundraiser

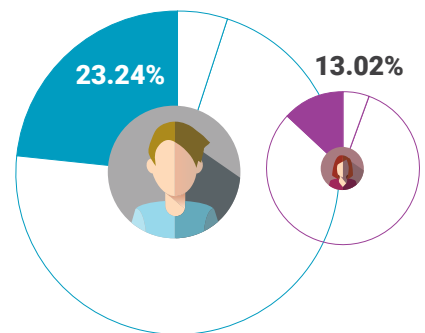
For all categories, self-reported disaster relief giving was higher among male respondents.



Charity

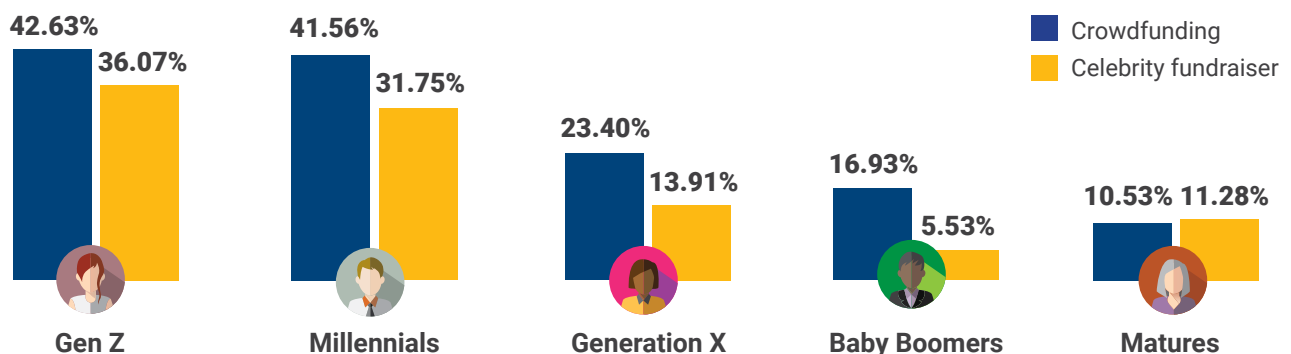


Individual on Crowdfunding Site



Celebrity Fundraiser

Crowdfunding and celebrity fundraisers are of particular importance to younger donors.



Not Clear

Not Sure



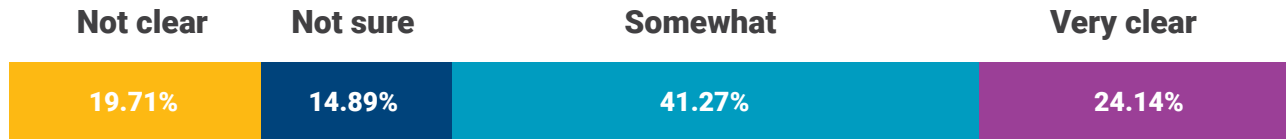
Somewhat

Very Clear



Giving in the Wake of a Disaster: Clarity of Charity Appeals

Only 24% of potential donors say charity disaster relief appeals are “very clear.”



Only 20% of women, and only 12.5% of matures, say appeals are “very clear.”



Women



Gen Z



Millennials



Generation X

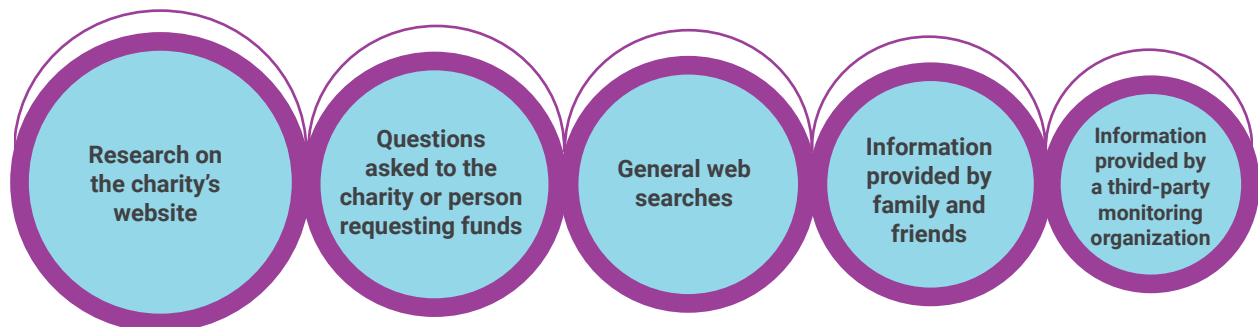


Baby Boomers



Matures

When looking for information on a charity’s specific disaster response activities, donors say they seek additional information:



Food & Water



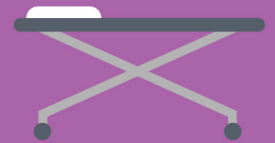
Clothing, toiletries & other goods distribution



Urgent Medical Care



Emergency Rescue



Temporary Shelter



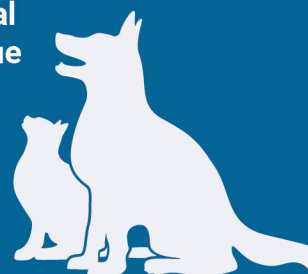
Direct Financial Assistance to Needy Individuals



Long-term Rebuilding & Recovery Programs



Animal Rescue



Other

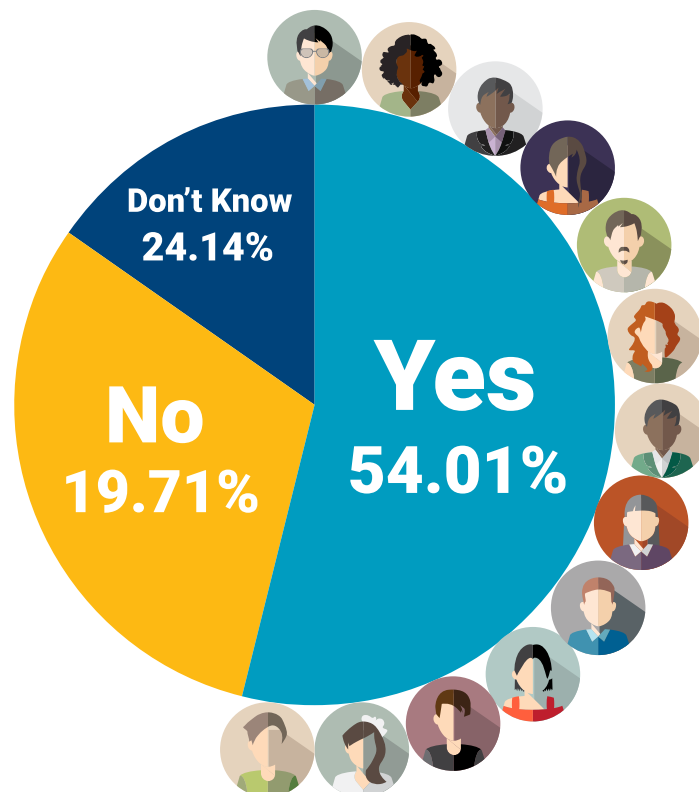


Giving in the Wake of a Disaster: Donor Preferences in Relief Services

Donors have different opinions about which disaster relief services are most important:



Potential donors of all ages say they seek out information on what specific disaster response services a charity will provide:



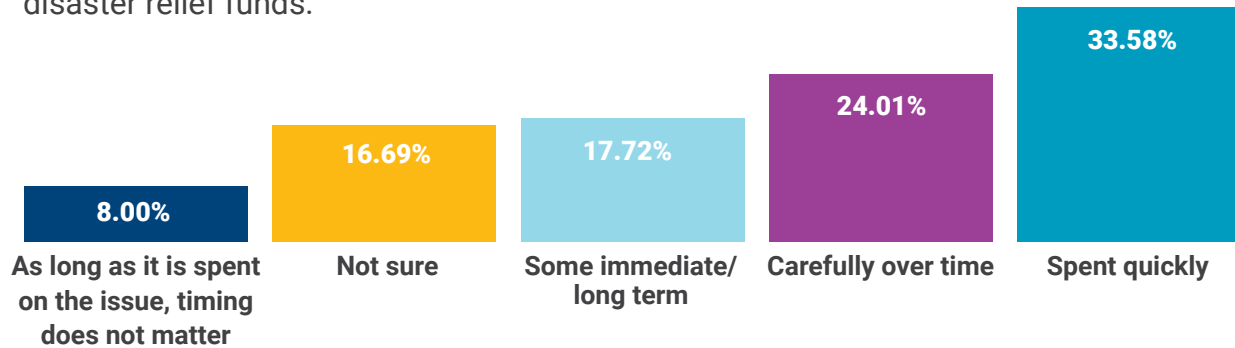


Giving in the Wake of a Disaster:

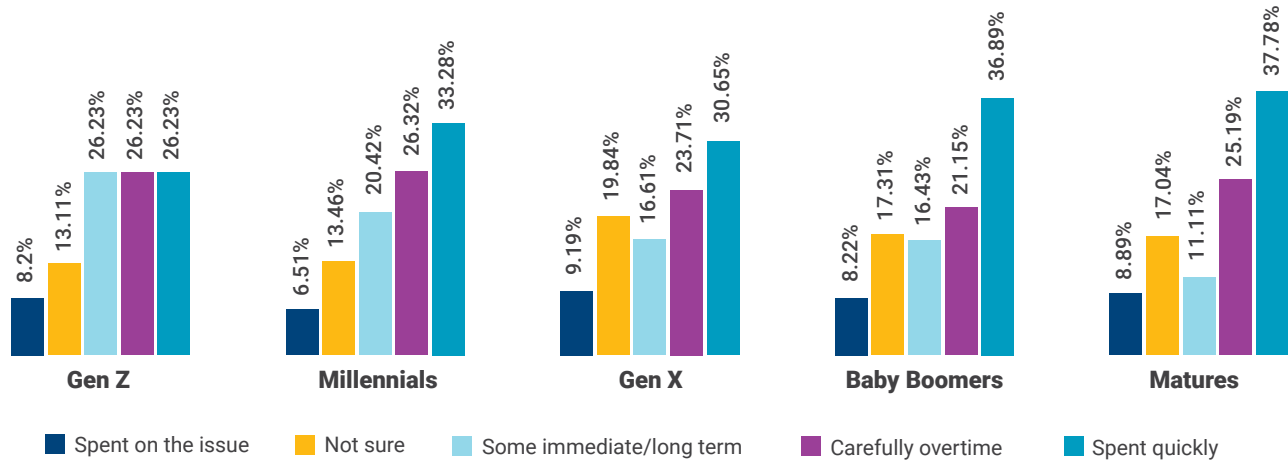


Donor Expectations on Timing and Use of Funds

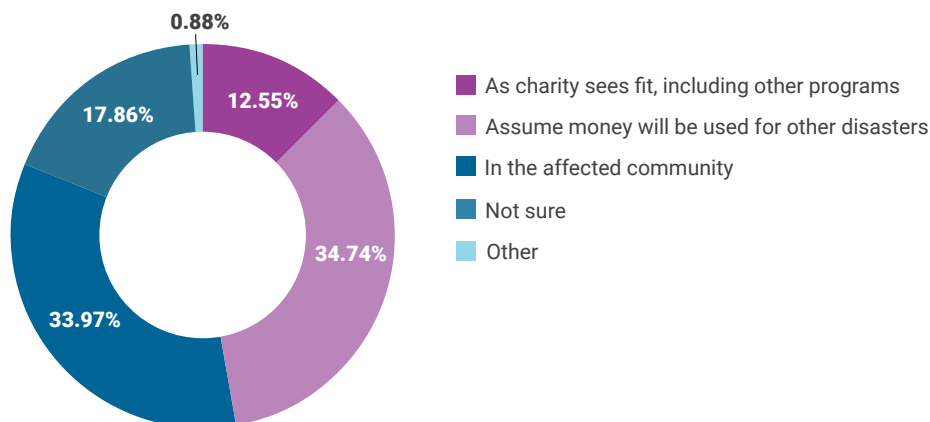
Potential donors have different expectations about how quickly charities should spend disaster relief funds:



Older donors are more likely to expect a charity to spend disaster relief contributions quickly.



Assumptions about how charities should use any contribution funds remaining after completing relief activities are also diverse:



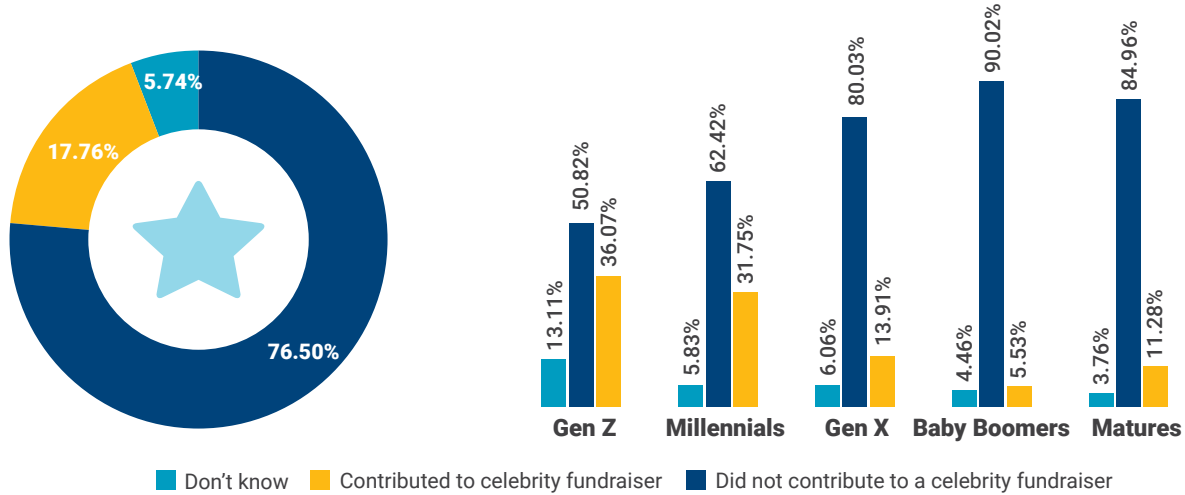
Most popular reasons for giving to a celebrity's fundraising effort



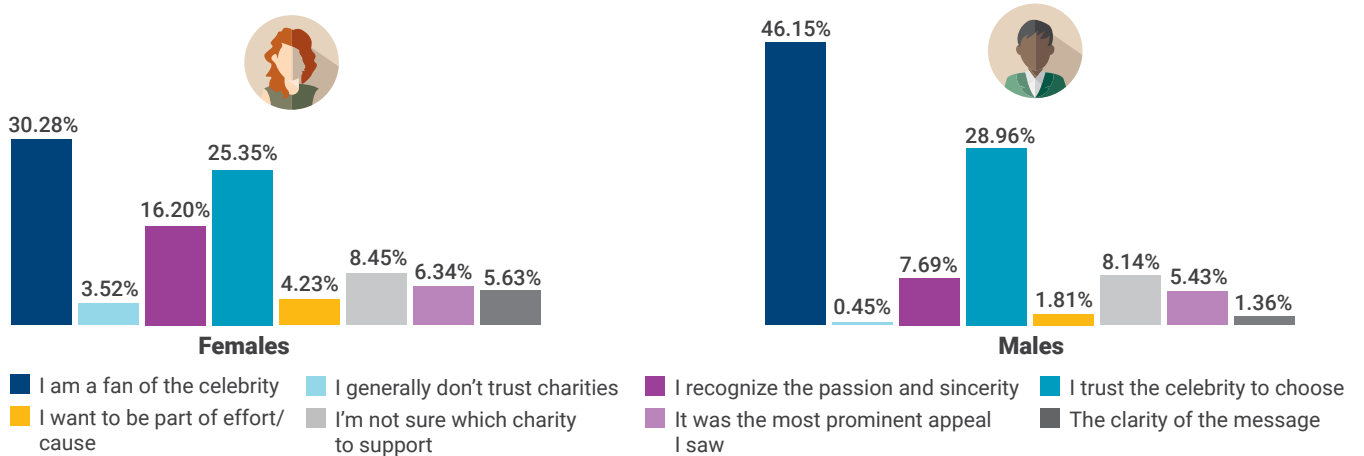


Giving in the Wake of a Disaster: Celebrity Fundraising Efforts

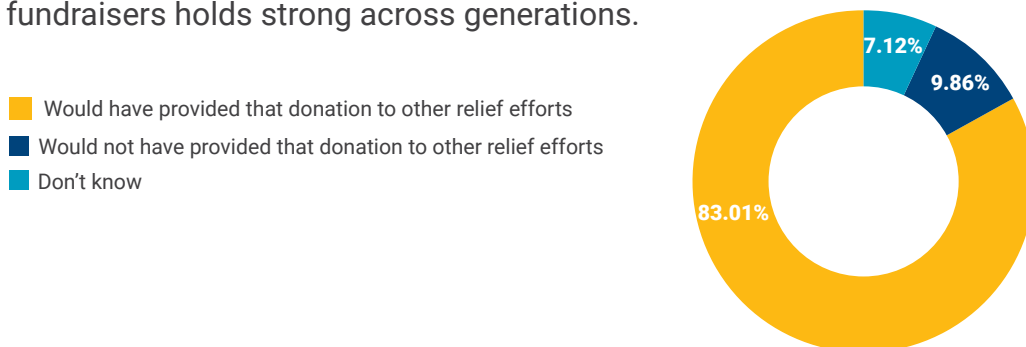
Giving money to a celebrity's disaster relief fundraiser is more popular among younger generations.



The most frequently cited reasons for giving to a celebrity's fundraising effort were fandom and trust in the celebrity's ability to choose.



83% of people who donated to a celebrity's disaster relief fundraiser say they would have otherwise donated the money to other relief efforts. The opportunity cost of celebrity fundraisers holds strong across generations.





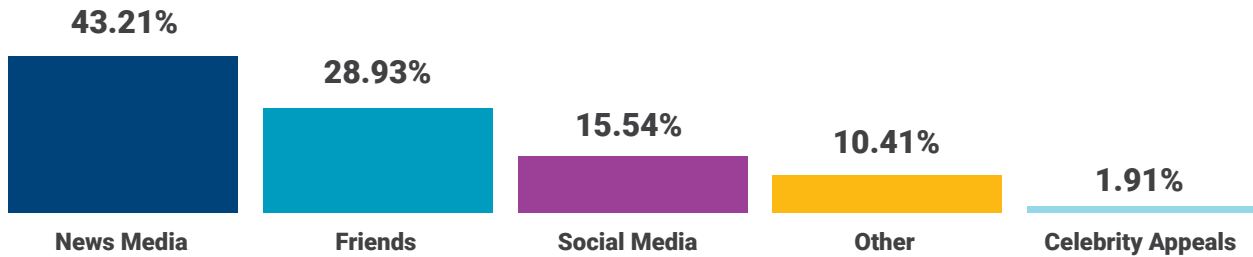
**News media is
most influential
in disaster
giving decisions.**



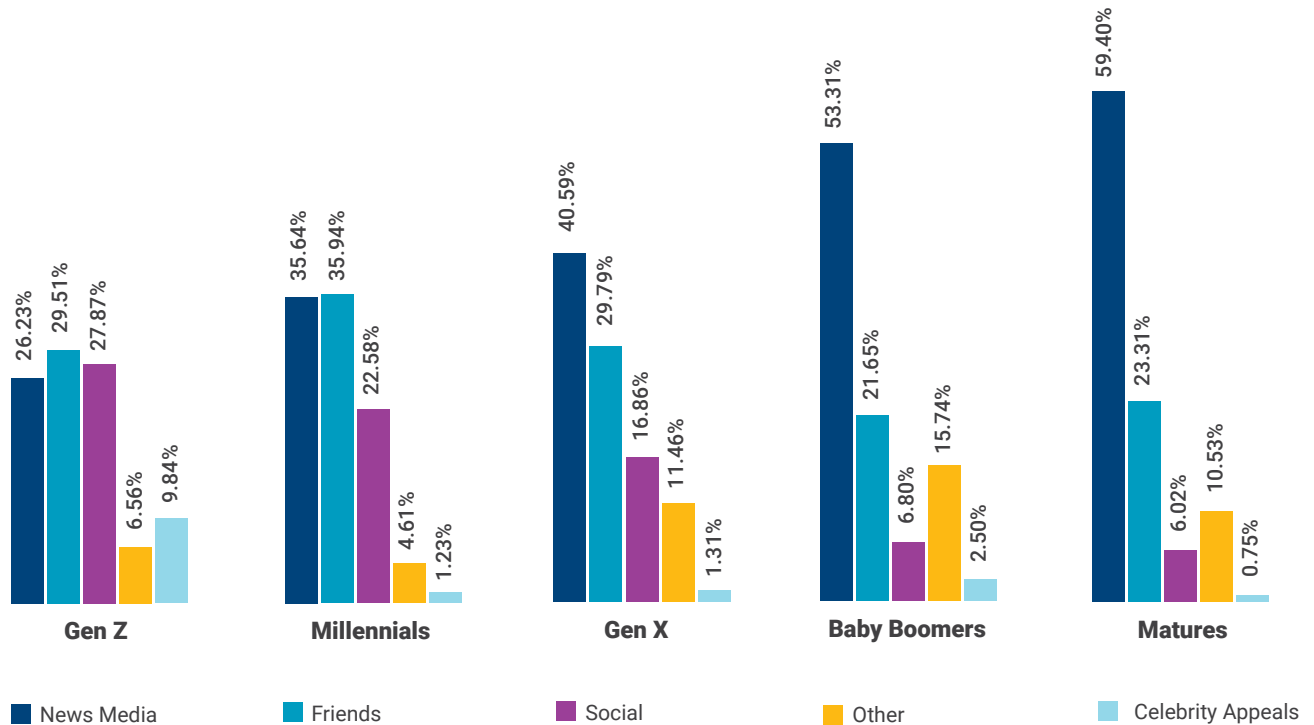


Giving in the Wake of a Disaster: What Influences Donors to Give

News media is most influential in disaster giving decisions.



The influence of news media is particularly marked among baby boomers and matures.



In contrast, among younger generations, friends, social media, and news media have similar importance.

Clothing, toiletries & other goods distribution



Food & Water



Direct Financial Assistance to Needy Individuals



Temporary Shelter



Long-term Rebuilding & Recovery Programs



Other

Urgent Medical Care



Emergency Rescue



Animal Rescue



Disaster Relief Efforts:

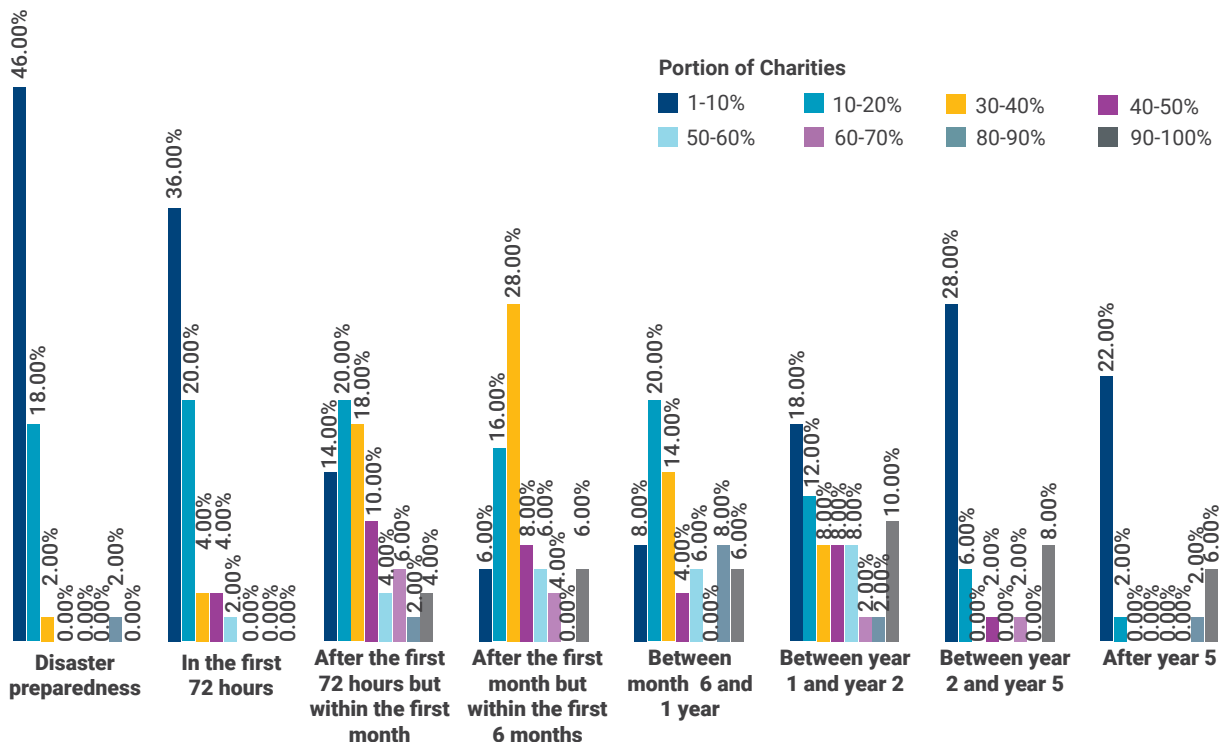


Use of Contributed Funds: Services and Timing

In the wake of a natural disaster, charities provide a wide range of services to help communities in need. As reported by charities, the following services were most frequently offered in 2018:



While some charities report spending significant donations immediately following a disaster, many more report spending after the first 72 hours and within the first 2 years of a disaster. Charities remind us that disaster preparedness and longer-term needs are also important.



“

We know people are generous and want to do everything they can to help after a disaster. However, donations of clothing and household items divert resources away from our mission. **Financial donations can be used right away to directly help those affected.**

- American Red Cross -

”

“

It is important to build capacity to handle disasters both through education and training, and by maintaining the proper infrastructure.

- The Humane Society of the United States -

There are needs that are ongoing and long-lasting for those who have been gravely affected financially, physically and mentally that take months to years to provide for. It's not only in the immediate aftermath, when all media and the public's attention is on the affected area and people.

- West Houston Assistance Ministries -

”

Disaster relief is ongoing... and often focuses on resiliency-building as an area struck by one disaster is highly likely to be hit with the same type of disaster again... **The public can further their effectiveness by [giving] in the long-term relief phase... or [establishing] a recurring donation.**

- Operation USA -

“

The news media rarely covers the hard work that is necessary to help communities rebuild and recover after the initial life-saving operations. **The road to recovery is long and donations usually dwindle as the cameras leave the scene.** It's crucial to provide support throughout the recovery process - to build healthier and more resilient communities.

-GlobalGiving-

”

“

Recovery following a major disaster takes years, and the spiritual, emotional and psychological restoration of affected people can take decades. Full recovery and restoration can include costs not normally considered by the general public. And as soon as the next major disaster hits, the focus of the nation moves on, leaving victims to largely fend for themselves without much attention—if not for the effective long-term recovery programs of nonprofits.

-The Lutheran Church - Missouri Synod-

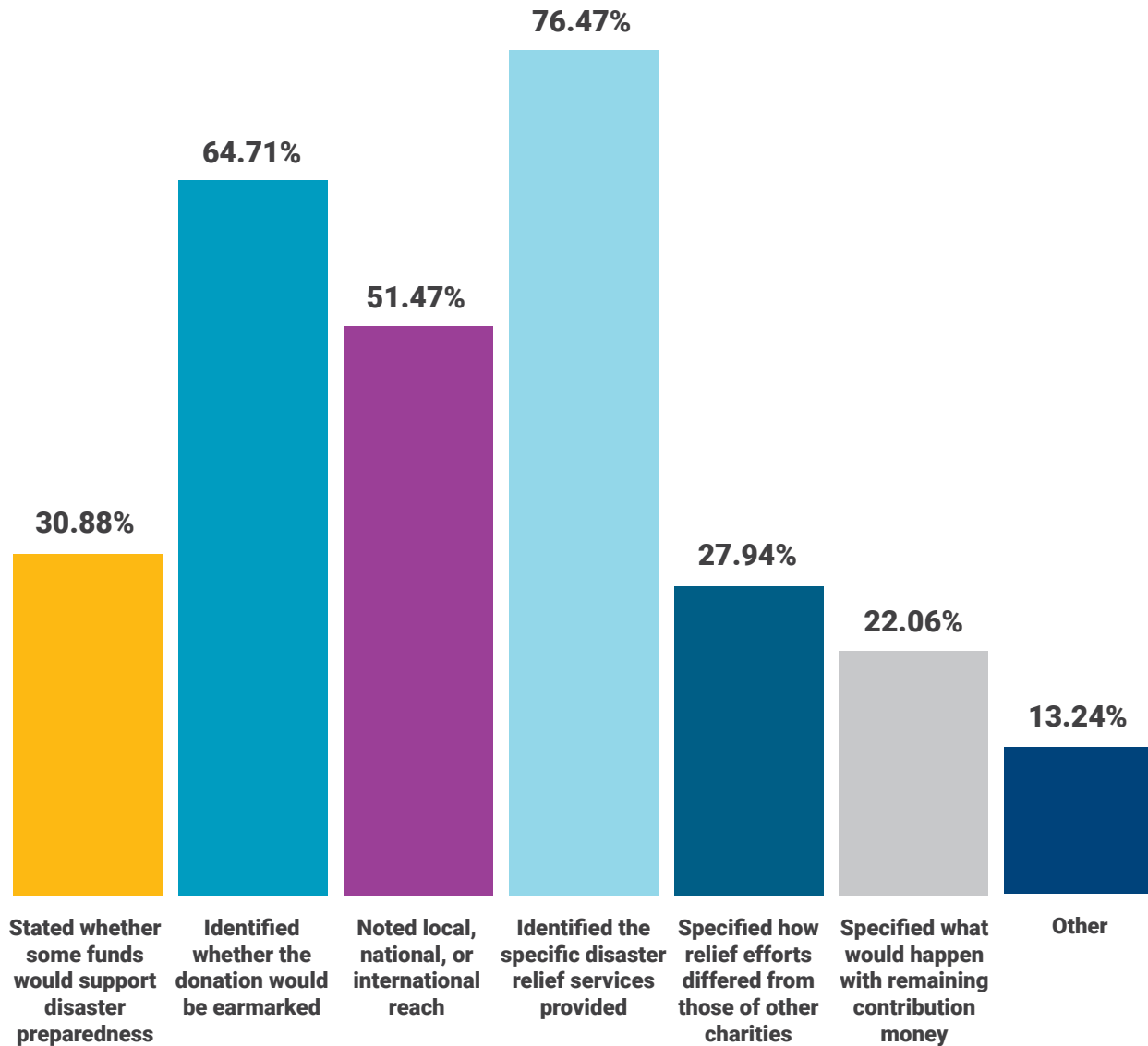
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Disaster Relief Efforts:



Charity Disaster Relief Appeal Components

Charities report including the following components in their 2018 disaster relief appeals:

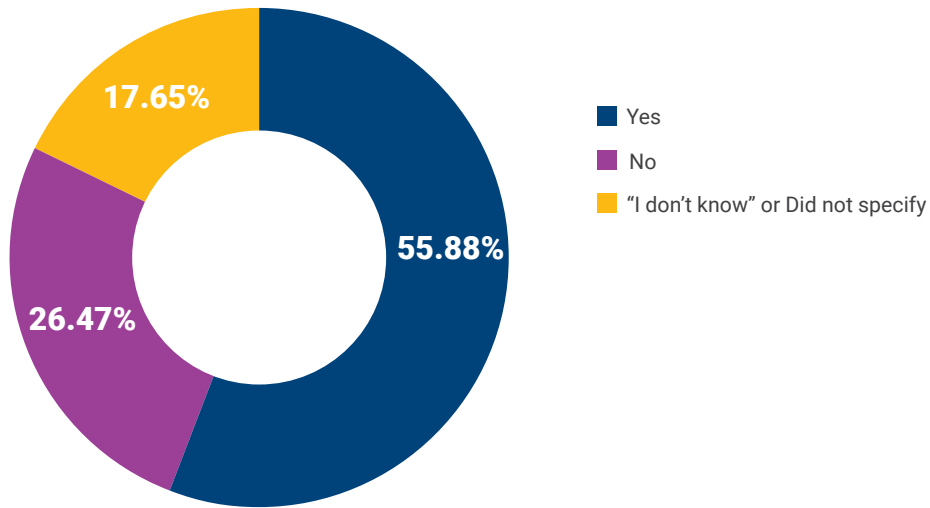




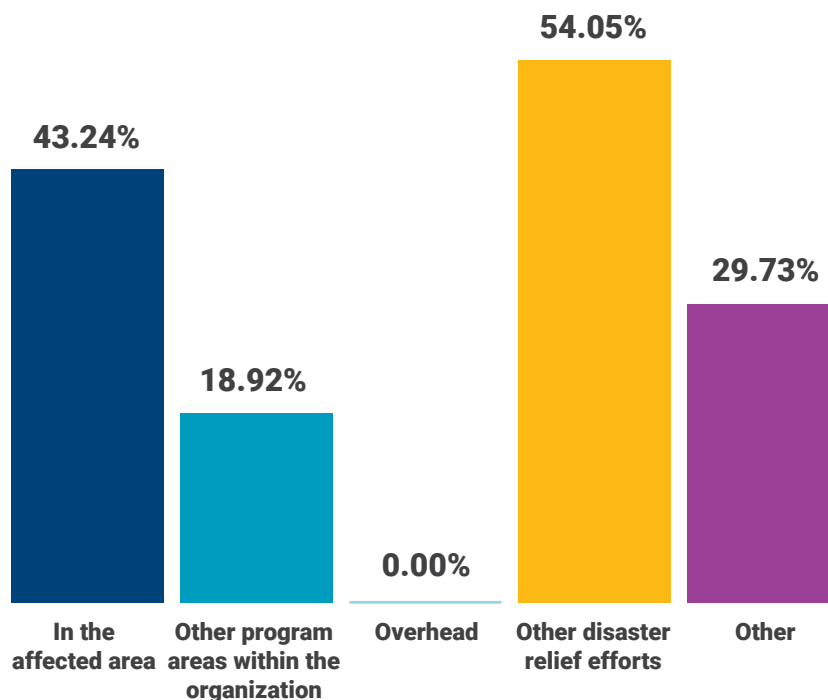


Disaster Relief Efforts: Charity Remaining Funds Policy

At least one quarter of charities that report raising funds for disaster relief in 2018 do not have a policy addressing how to spend any money remaining after completing a specific disaster response.



Charities that report having a “remaining funds” policy say their policy allows for:



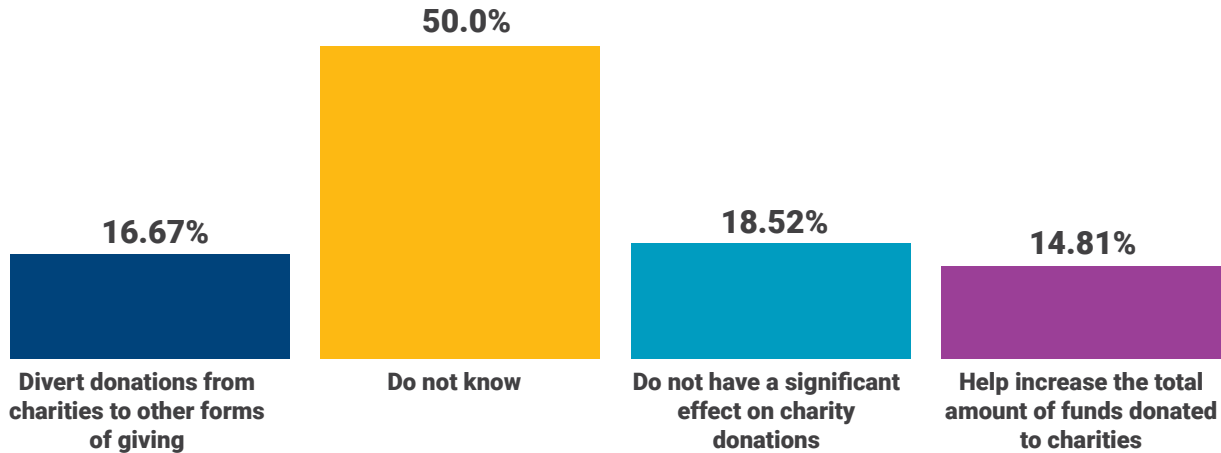


Disaster Relief Efforts:

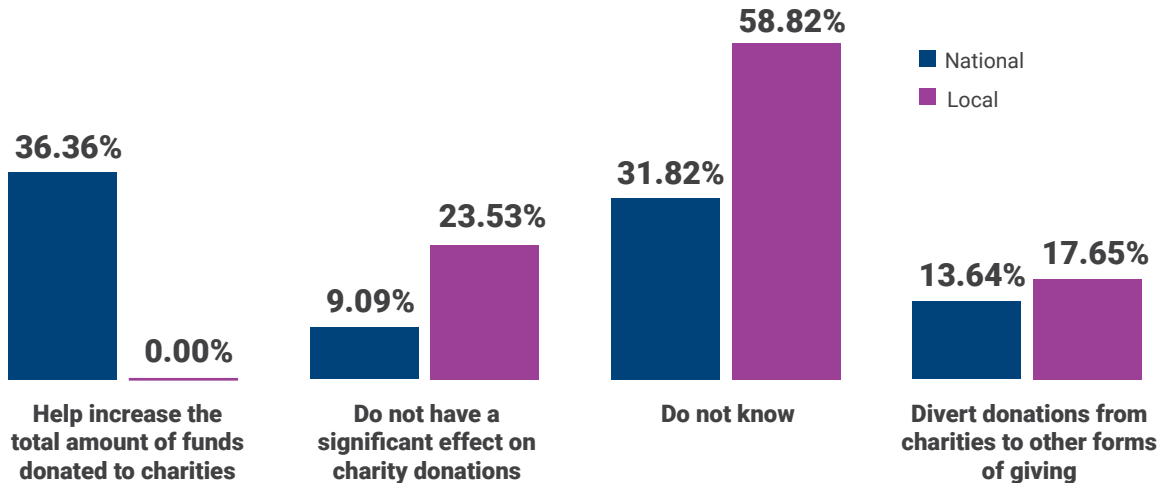


Charity Perception of Crowdfunding Sites and Celebrity Appeals

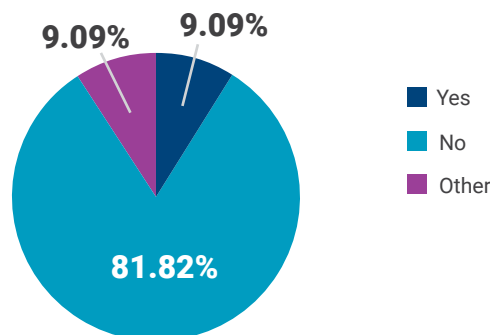
Disaster relief charities say, in their experience, crowdfunding sites:



Local disaster relief charities in particular do not think crowdfunding sites increase the total amount of funds donated to charities.



Only 9% of charities reported partnering with celebrities to bring attention to their disaster relief efforts in 2018:





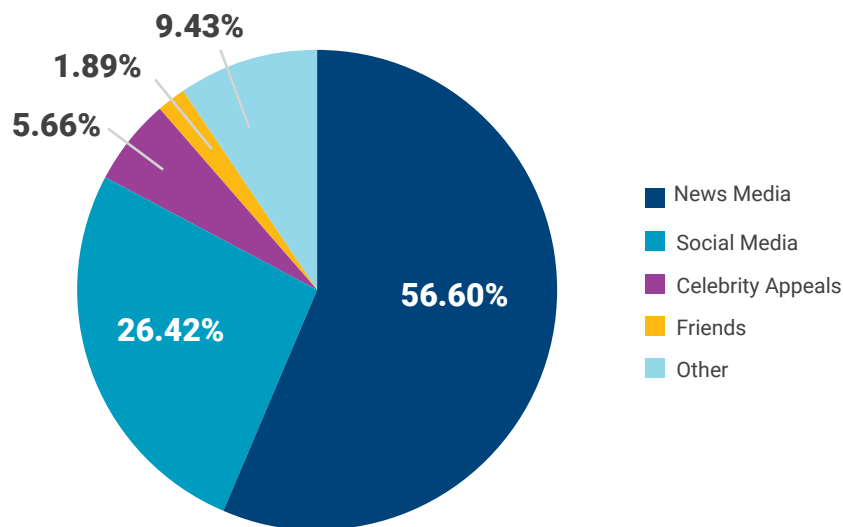
**News media
is most
influential in
disaster
response
giving.**



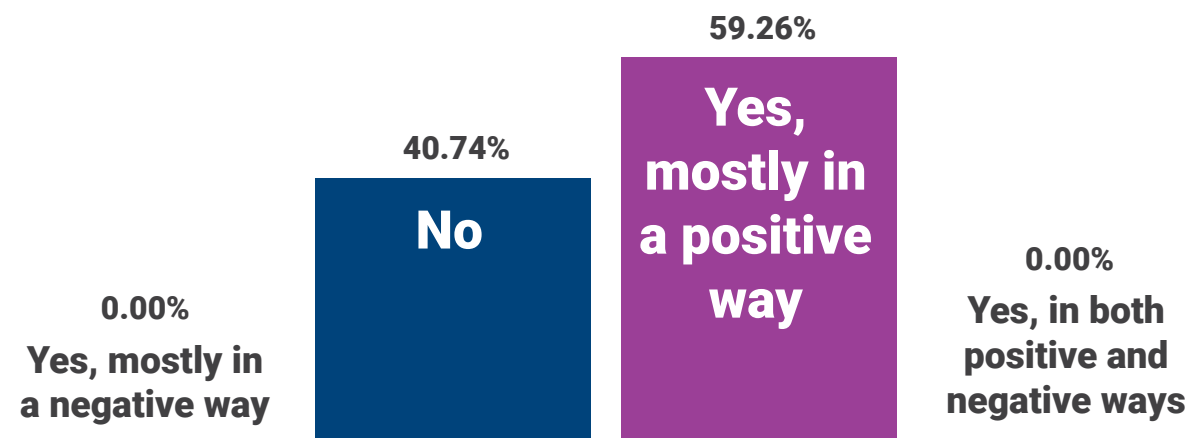


Disaster Relief Efforts: Influence on Potential Donors

Charities consider news media to be the most important influence on disaster response giving. When asked about which factors most influenced donors' disaster response giving decisions during 2018, charities said:



Charities report being featured in the news and mostly in positive ways.

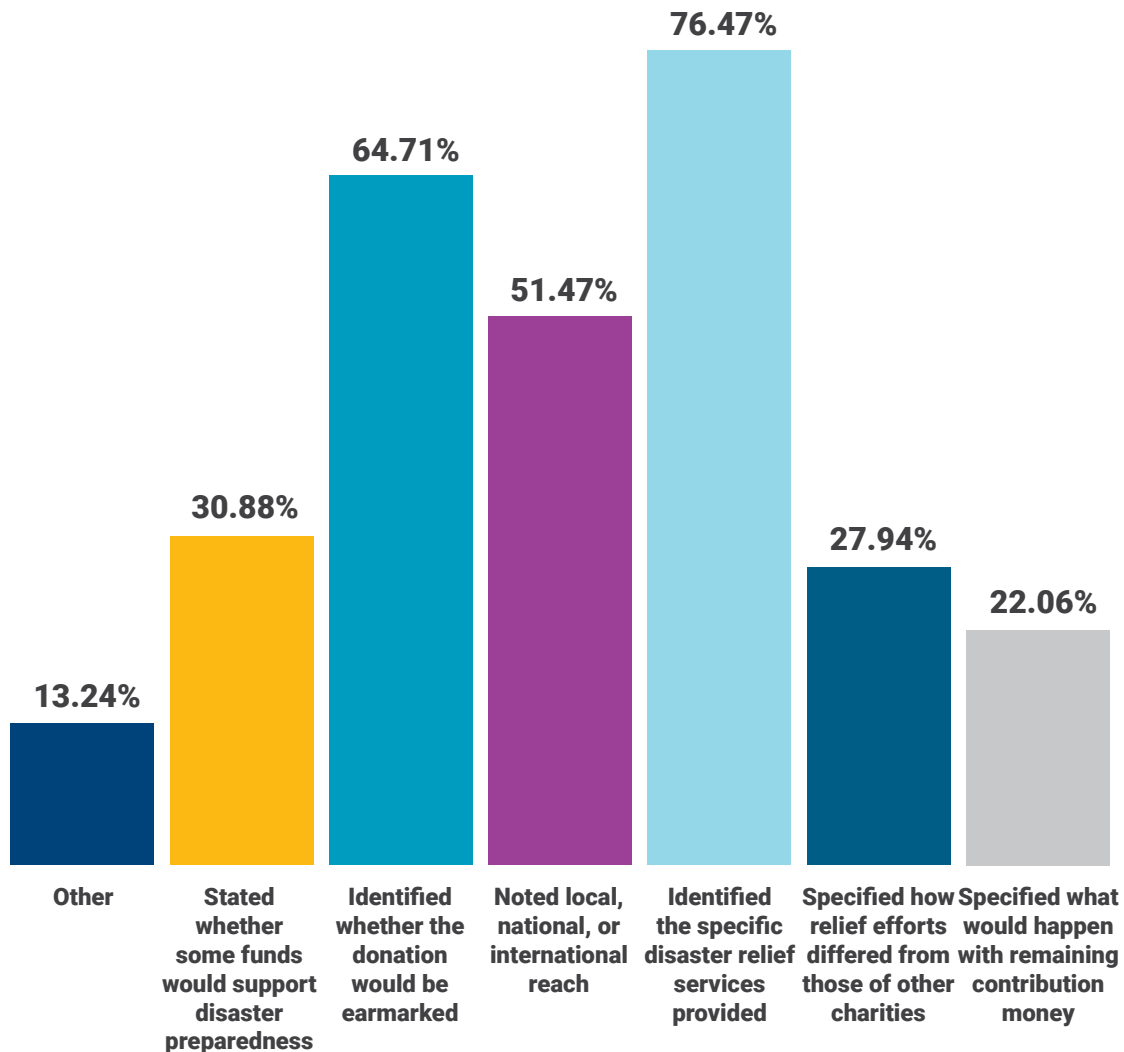


Donor & Charity

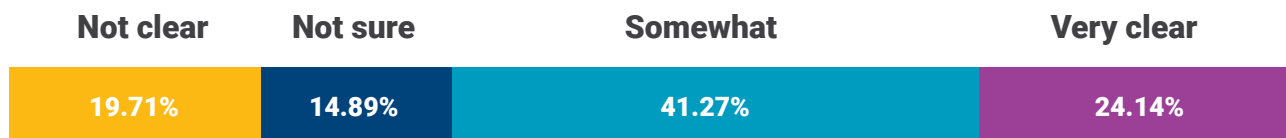
Outlook

Disaster Relief Appeals

Charities report including the following components in their most widely distributed 2018 disaster relief appeal:



Few donors say charity disaster relief appeals are “very clear.”



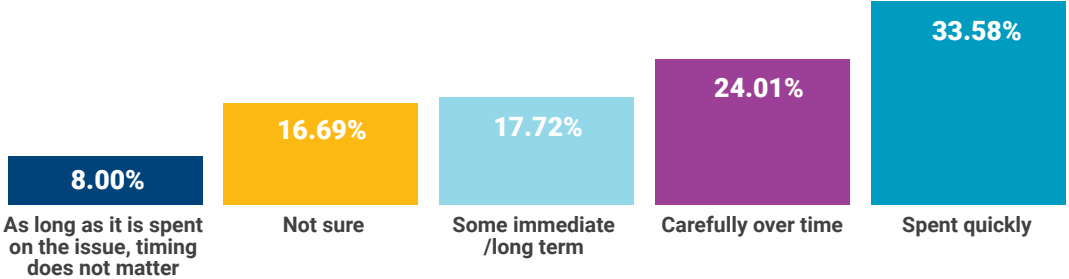
Requests for donations are often the most meaningful contact between donors and charities, making transparency in disaster relief appeals important to building trust.

Timing and Use of Funds

Donors have diverse opinions about which disaster relief services are most important:



And different expectations about how quickly charities should spend disaster relief funds:



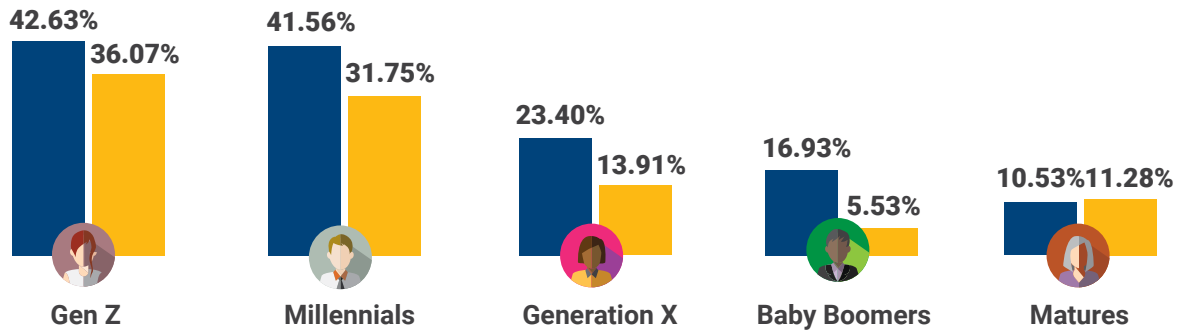
In the wake of a natural disaster, charities provide a wide range of services to help communities in need. As reported by charities, the following services were most frequently offered:



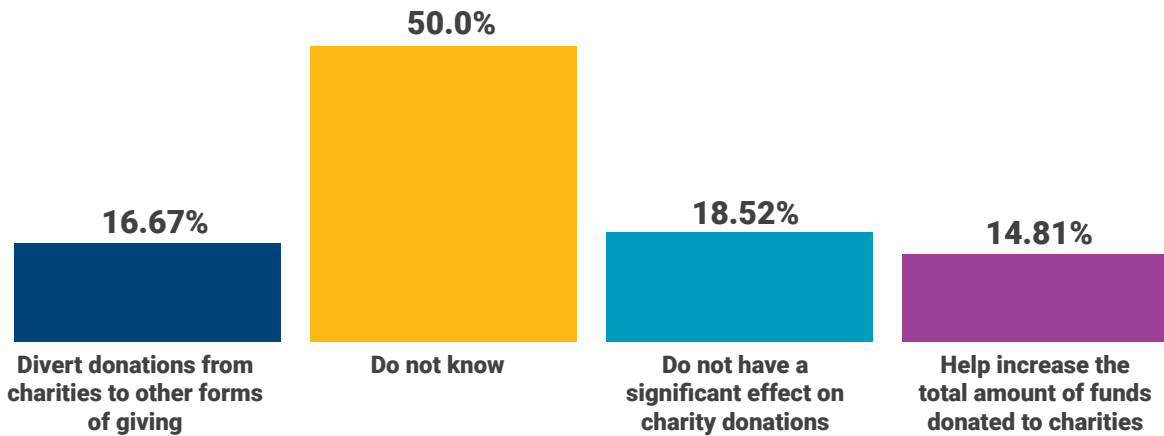
Charity spending is most frequently concentrated in the period after the first 72 hours and within the first two years. But charities want donors to know that support for disaster preparedness and longer-term needs is also important.

Crowdfunding

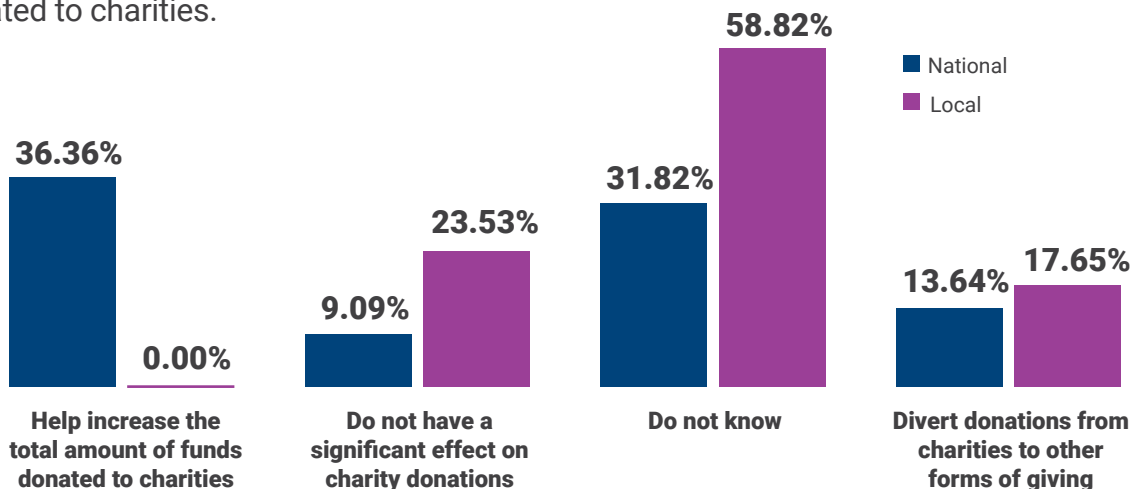
Crowdfunding and celebrity fundraisers are of particular importance to young donors. Many young donors report donating through a crowdfunding site or celebrity fundraiser during 2018:



Disaster relief charities say that crowdfunding sites:

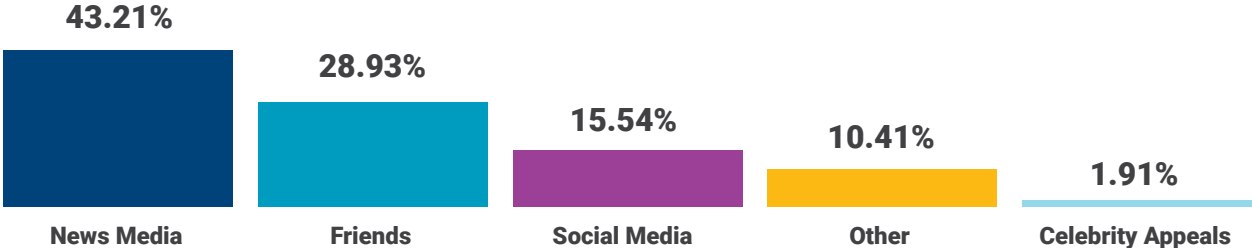


Local disaster relief charities in particular do not think crowdfunding sites increase the total amount of funds donated to charities. In contrast, more than one-third of national charities think crowdfunding sites mostly help increase the total amount of funds donated to charities.

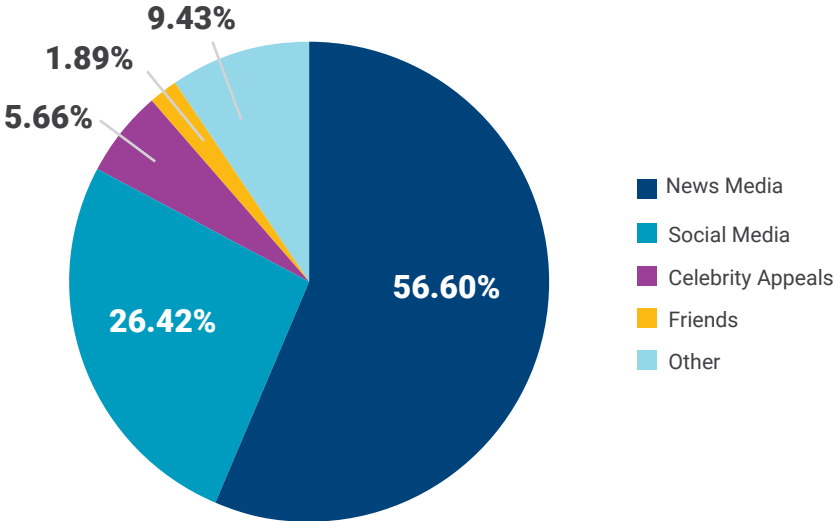


News Media

Donors and charities agree that the most important influence on disaster relief givers is news media. Donors say news media is the strongest influence on their disaster giving decisions:



And, when asked about which factors most influenced donors' disaster response giving decisions during 2018, charities said:



Conclusion

Charities and donors, in partnership, provide vital help to communities in need in the wake of a disaster; but disconnects between donors and charities can lead to donor distrust, weakening their bond. This report aims to shed light on the dynamic relationship between donors and charities. We hope that sharing information about donor expectations and their disaster relief giving process will help charities better communicate with donors, ultimately building trust.

Survey results confirmed that donor preferences about disaster relief services, and their expectations about how quickly contributions should be spent, are diverse. We also learned that only 24% of donors say charity disaster relief appeals are “very clear,” underscoring the importance of transparency and specificity in disaster relief appeals.

While recognizing the importance of eliciting an emotional response in charitable appeals, our findings suggest that donors also respond to specificity. For instance, they seek clarity about what disaster relief services the charity will provide and whether donations are earmarked for a specific disaster, location, or period of time. To build trust, charities should avoid vague language and unrealistic claims. When partnering with celebrities or raising funds through crowdfunding sites, charities should be particularly careful to maintain transparency and clarity in their fundraising.

Crowdfunding is particularly popular among younger generations and cannot be ignored as an important new arena for the sector. However, crowdfunding is a double-edged sword. On one hand, crowdfunding sites facilitate a fresh form of engagement that can reach younger and episodic donors. On the other hand, vetting is still limited in this arena, making it a fertile ground for fraud and ineffective giving. When we asked charities their views on crowdfunding, only 14.8% of charities said it helps increase the total amount of funds donated to charities. In fact, most charities say they do not know whether crowdfunding sites help increase total donations to charities (50%) or think crowdfunding does not have a significant effect on charity donations (18.5%). What is more, 16.7% of charities said crowdfunding sites divert donations from charities to other forms of giving – forms of giving that are often less effective or efficient.

One conclusion both donors and charities reported, is that news media is the most important influence on disaster relief givers. Charities appreciate coverage of disasters and news media's ability to ignite public concern and action. Given this power, news media also has an opportunity to better serve both charities and the public. For instance, charities point out that news media could pay more attention to longer term disaster recovery efforts, painting a more complete picture of the multi-phased issue. To better serve the public, news media can also tone down its emphasis on crowdfunding and keep in mind that some crowdfunding platforms have very little control over individuals who decide to solicit assistance after a disaster. Instead, to promote effective and trustworthy support, news media can guide donors to charities that have been vetted by experts, have invested in disaster preparedness, have on-the-ground presence, and are transparent about the services that will be provided.

Disaster relief efforts have received high public attention in recent years and are poised to become even more relevant and ever present. But if disaster relief giving is too heavily based on eliciting a sense of emergency, donors may become desensitized to appeals. When disaster strikes, the public is reminded that tragedy can affect anyone, leaving us at the mercy of our larger community and social safety nets. The empathy created in those moments can elicit the best in our humanity; but building public understanding of the support needed in preparation for disasters and in the longer term, may be the key to sustainable disaster relief aid.

After hearing from both charities and donors, we are encouraged by the empathy and passion driving disaster relief efforts. We also see space to align the efforts of charities, news media, and donors to strengthen disaster relief efforts. To build trust, we encourage all charities to establish clear policies about how, where and when to use disaster relief contributions; and then to be specific, accurate, and respectful in their fundraising appeals. We also encourage donors to assert their giving preferences by supporting charities that are specific about the services provided, but also to realize that donor support is important in preparation for a disaster and over the long haul. Finally, given that charities and donors agree that the most important influence on disaster relief givers

is news media, we encourage news media to positively build on their influence by being more specific about services provided by featured charities and spreading awareness of long-term disaster relief needs. News media should be particularly careful about featuring individual crowdfunding efforts - and even celebrity appeals - that are not associated with well-vetted charities or clear about the intended use of funds, because, while entertaining to contemplate, these appeals can divert resources from more trustworthy efforts.

Methodology

We commissioned an electronic survey of more than 2,100 adults across the United States during December 2018 and early January 2019 (see Table 1).

Table 1 – Profile of Respondents

By Age		By Ethnicity		By Annual Household Income (in Thousands)	
18-35	30.47%	Other	1.6%	< 30	18.22%
36-45	18.06%	Asian	2.3%	30-59	31.71%
46-55	20.42%	Hispanic/Latino	12.5%	60-89	20.24%
56-65	14.34%	African American	12.2%	90-119	10.93%
> 65	16.71%	White	71.4%	120-149	7.19%
				150 or more	11.72%

By Education		By Religion Attendance		By Gender	
Graduate	20.39%	Never	24.31%	Female	53.70%
Bachelor's	28.28%	Rarely	23.12%	Male	46.30%
Associate's	18.24%	Frequently	28.41%		
High School	33.09%	Occasionally	24.16%		

By Region	
Northeast	18.78%
Southeast	26.61%
Southwest	11.93%
Midwest	21.10%
West	21.58%

Through our survey, 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 and gain 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 2).

Table 2 – Generational Ranges

Generation	Year Born	Age (in 2018)
Generation Z (18 and older)	1998 - 2000	18 - 20
Millennial Generation	1981 - 1997	21 - 37
Generation X	1965 - 1980	38 - 53
Baby Boomers	1946 - 1964	54 - 72
Silent Generation	1928 - 1945	73 - 90

We recognize there are differences among people of the same gender 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 America 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 ways to better serve donors, furthering trust in the sector and generosity.

To better understand how disaster relief donor expectations compare with charity disaster relief practices and requests for donations, we distributed a sister survey among charities. 68 charities that raised funds for disaster relief efforts during 2018 shared their experiences and perceptions. BBB Wise Giving Alliance distributed the charity survey among charities soliciting funds nationally (registered to raise funds in multiple states). To ensure that local and regional charities were also represented, some Better Business

Bureaus across the United States distributed the survey to charities serving their local communities. Of the 68 charities that submitted information in response to the survey, 23 are national and 45 are local or regional.

While all participating charities raised funds for disaster relief during 2018, they had a diverse set of missions (including disaster relief, human services, animal protection, and the environment, among others). They also varied in size. Table 3 shows charity size based on contribution ranges.

Table 3 – Charity Sizes

Contribution	Portion of Respondents
Unknown	4.41%
< \$1 Million	10.29%
\$1M - \$4.9M	30.88%
\$5M - \$9.9M	13.24%
\$10M - \$49.9M	11.76%
\$50M - \$99.9M	11.76%
\$100M - \$499M	11.76%
\$500M and up	5.88%

The disaster relief charity survey intends to identify disconnects between donor expectations and charity practices, shedding light on the dynamic relationship between donors and charities.

⁷Our report joins other studies that have recognized untapped opportunities by the philanthropic community in engaging racial minorities and younger generations. For instance, Giving USA Foundation and the Lilly Family School of Philanthropy at Indiana University highlight that younger generations differ from older people in the way they prefer electronic communication, express different values, and value experiences and voicing their opinions. *Diversity in Giving: The Changing Landscape of American Philanthropy* (a 2015 report by Blackbaud) found that White donors are overrepresented, and that donor values and habits differ by ethnic or racial groups. A study by *The Chronicle of Philanthropy* found that giving patterns vary by location and income level, with red states more generous than blue states and the middle class giving a larger portion of their income than the rich.

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