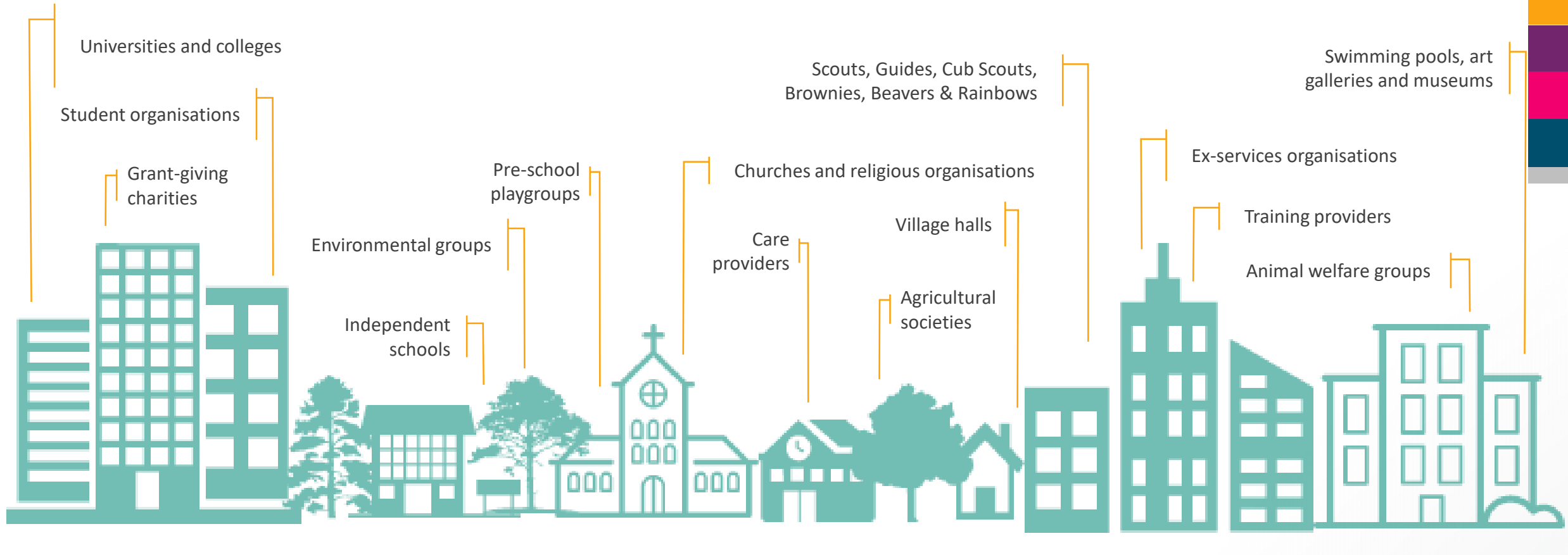


Trust in Charities

Judith Turbyne, Senior Manager Policy and
Sector Improvement

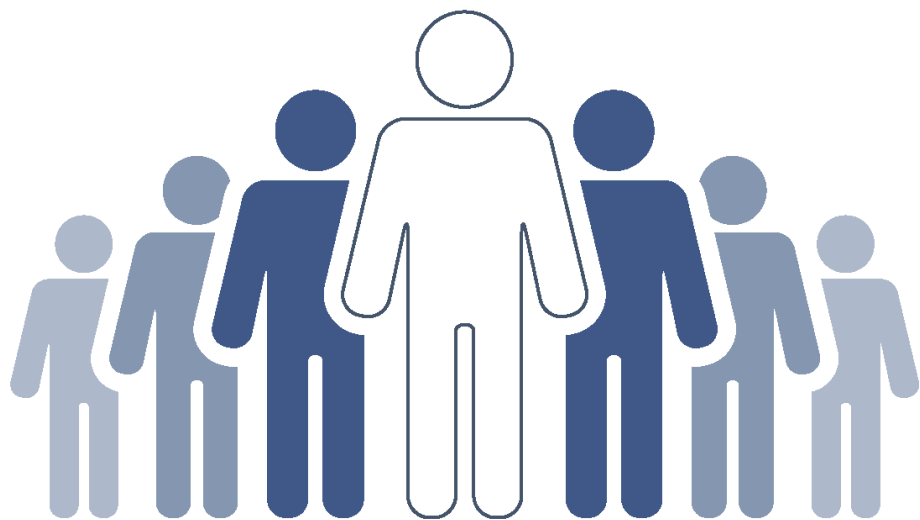
Challenges of measuring of trust

Big names to community groups...



Scottish charities are well supported

What motivates people in Scotland to support charities?

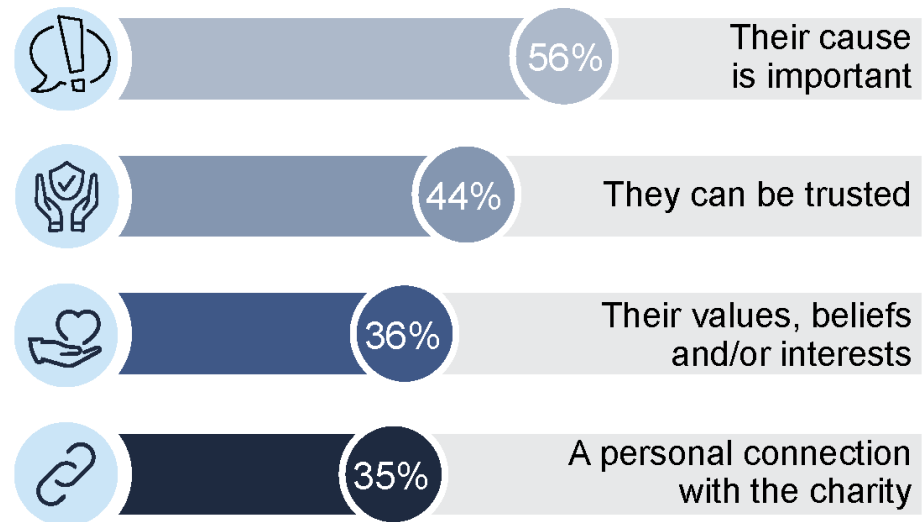


93%

of Scottish Adults have given money, time or goods to a charity in the last year

(Base: Scottish public 1,010)

The top reasons the Scottish Public gave for giving to a charity were:



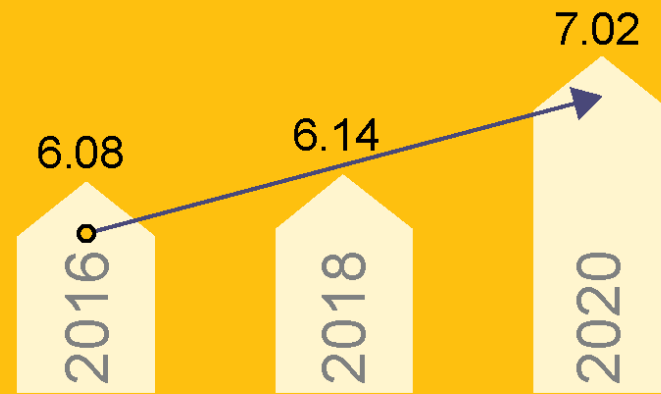
Respondents asked to name top three reasons for donating
(Base: Scottish public who have given to charity 933)

Trust matters

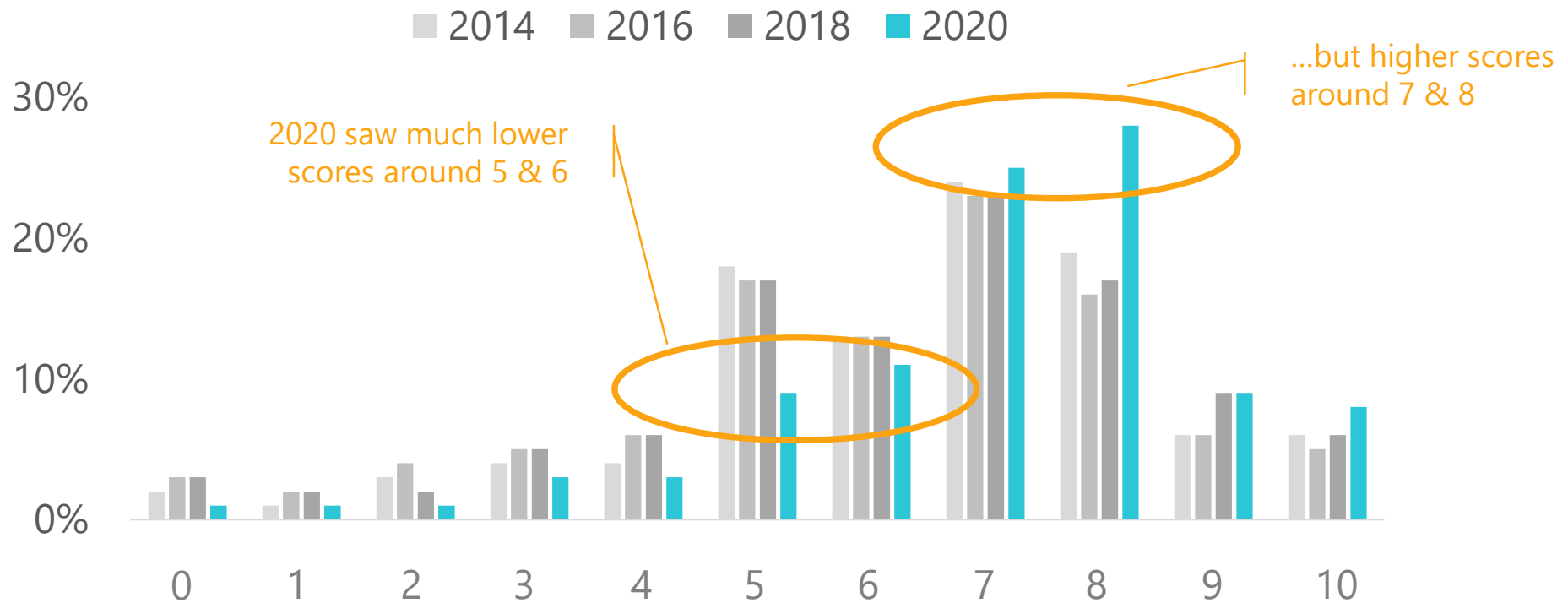
Does the Scottish public trust charities?

The overall level of trust and confidence in charities in Scotland has gone up since 2018
(mean score out of 10)

(Base: Scottish public 1,010)

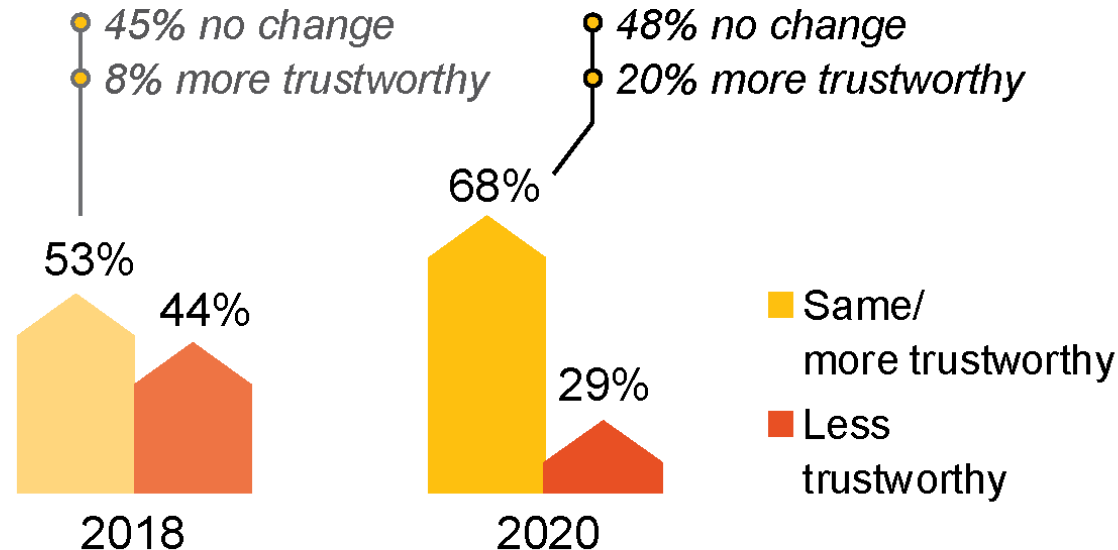


Trust scores out of 10



More people have the same or increased trust...

Two thirds of the public feels that the charity sector is as trustworthy, or more trustworthy, than two years ago, up from only a half in 2018

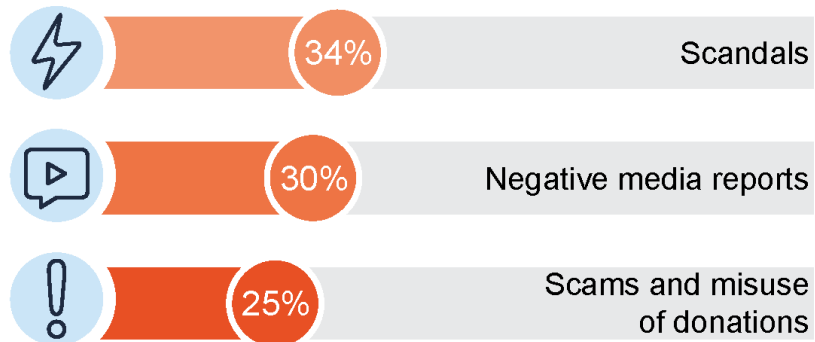


(Base: Scottish public 2020 1,010, 2018 1,010)

For the following types of charity, how do you feel their trustworthiness has changed in the last couple of years, if at all? Much more trustworthy, a little more trustworthy, no change, a little less trustworthy, much less trustworthy. Charities overall.

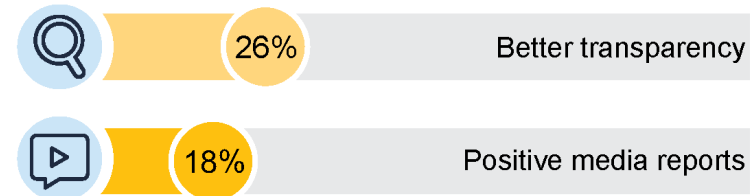
External factors, such as the media, have a huge influence on perceived trust

The primary reasons for members of the Scottish public feeling that the sector was less trustworthy than two years ago revolved around scandals and other negative stories in the media



(Base: Scottish public who felt charities are less trustworthy 283)

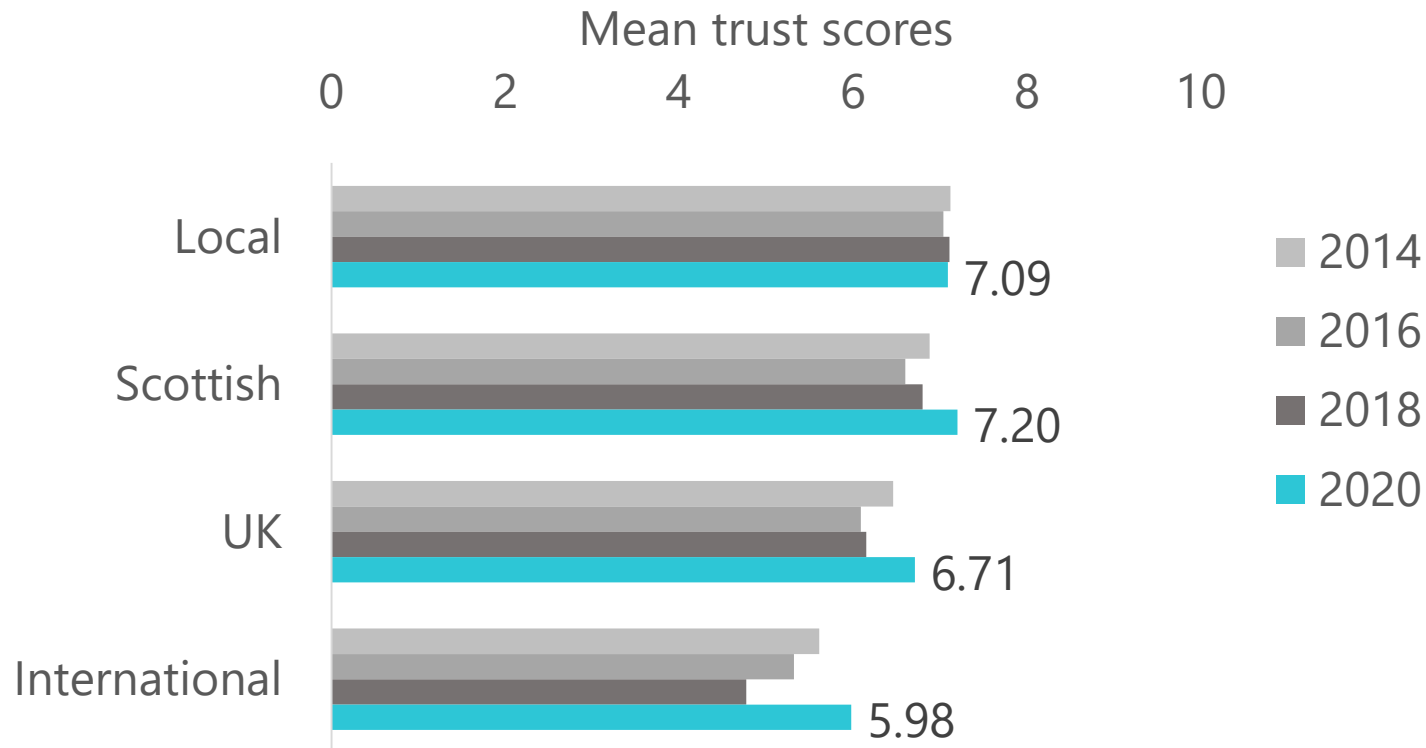
For those who believed that the sector was more trustworthy than two years ago, better transparency was the most common reason, followed by good news stories in the media



(Base: Scottish public who felt charities are more trustworthy 207)

Why do you feel that charities have become [more or less] trustworthy in the past couple of years? OE response

A close connection to a charity's work appears to be important for building trust



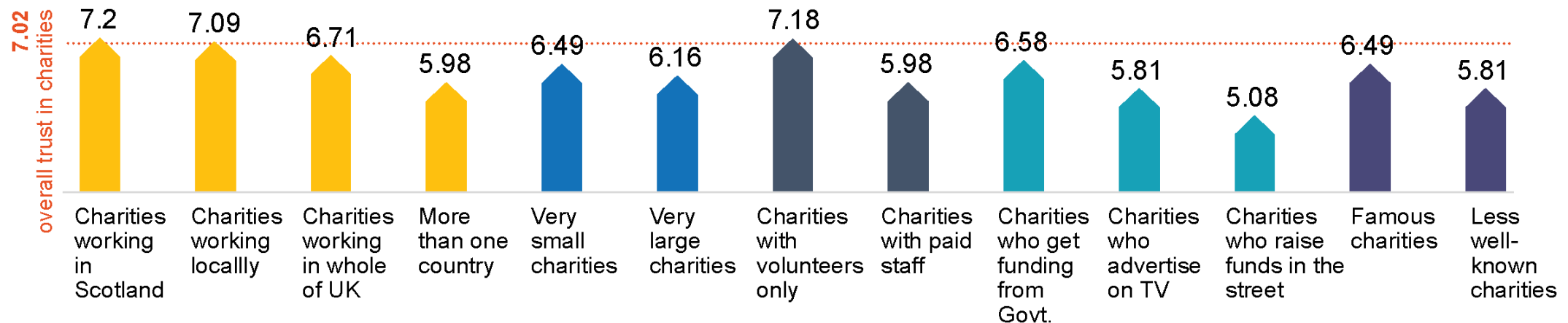
In 2020 we asked 'Now, thinking about different types of charities, how trustworthy are the following? (on a scale of 0-10). Charities that work in your local area (and nowhere else); charities that work across Scotland (and nowhere else). Charities that work across the whole of the UK (and nowhere else). Charities that work across more than one country. Slightly different wording was used 2014-2018.

But a close connection is not the only factor



Charities working in Scotland, as well those working in local communities were more trusted than those with a UK-wide or international reach

While smaller charities were more trusted than larger ones, the size of a charity was less influential on its assumed trustworthiness than its geographical scope



(Base: Scottish public who answered each question – variable 916-968)

What increases trust?

Transparency is vital...

35%

When given no prompting, the Scottish public viewed transparency as the quality that would most inspire trust in a charity

*Unprompted
(Base: Scottish public 1,010)*



Direct transparency

Seeing a positive impact made using donations

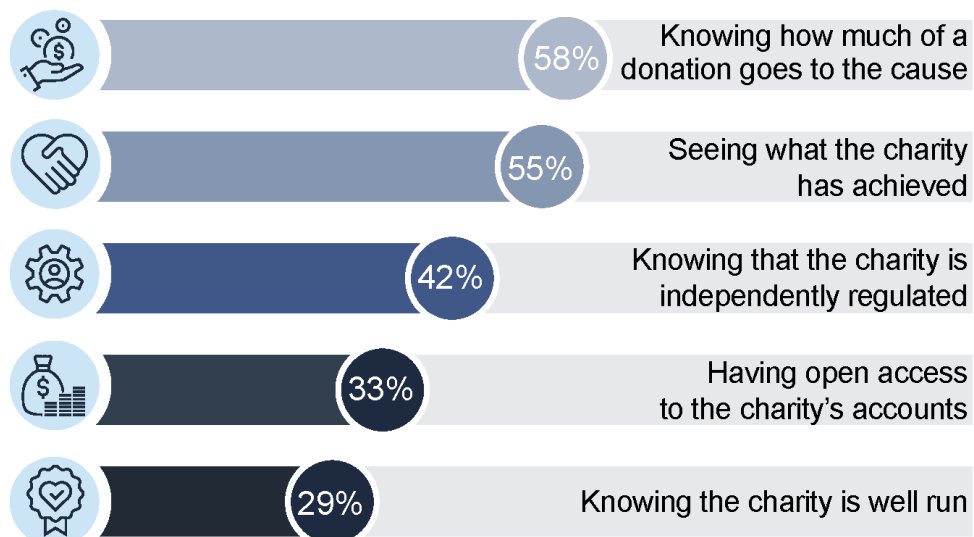


Administrative accountability

Being open with accounts and internal processes

And even when given a range of options to choose from, being transparent about the charity's impact and use of funds was important for perceived trustworthiness:

*Respondents asked to name three options most likely to increase perceived trustworthiness
(Base: Scottish public 1,010)*



42%

...feel **knowing that the charity is independently regulated** is important for trustworthiness

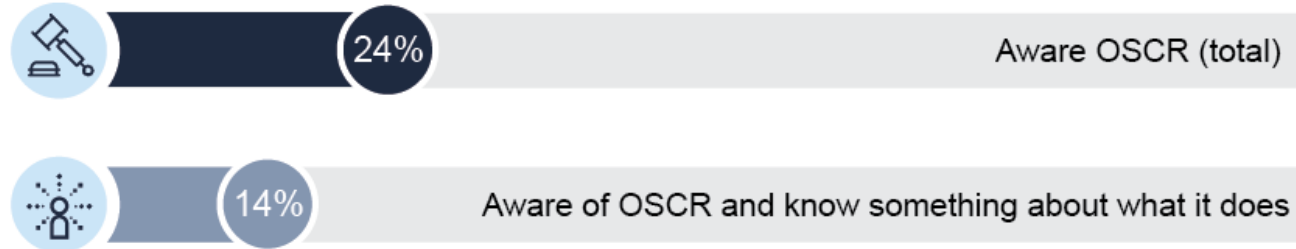
The role of awareness...

Awareness of charity regulation and of the Scottish Charity Regulator

In general, there is a **low level of awareness** among the Scottish public of charity regulation in Scotland and of OSCR itself

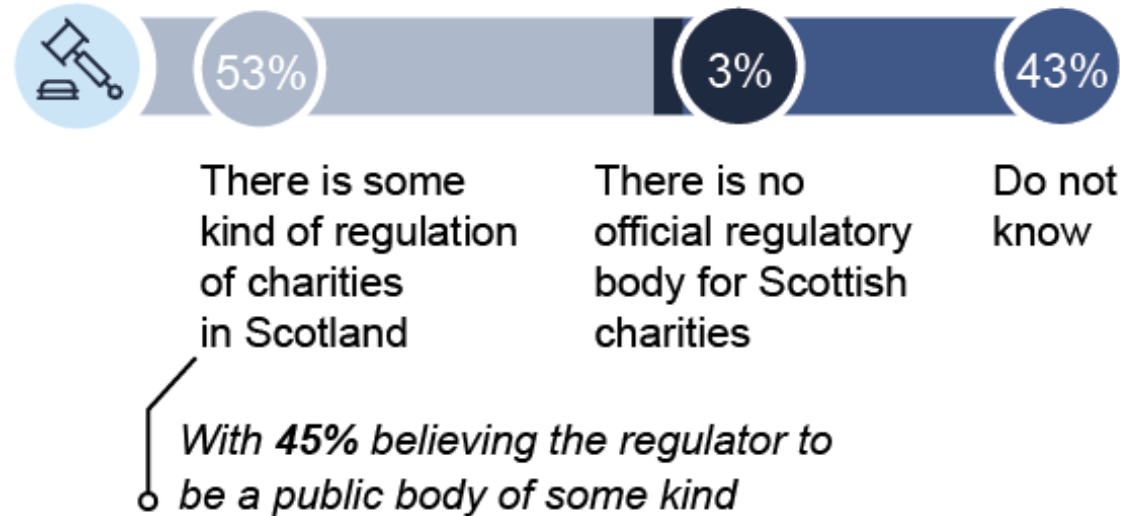
A quarter of the Scottish public recognised the name of 'the Scottish Charity Regulator' or 'OSCR' when prompted

(Base: Scottish public 1,010)



Assumption of some sort of regulation

However, even where members of the public had not heard of OSCR specifically, there was a widespread belief the sector is regulated



(Base: Scottish public 1,010)

What is important for trustworthiness?



Which three functions are the most important for OSCR to maintain, protect and enhance the trustworthiness in the Scottish charity sector? Public N= 1,010 Charities N= 1,102.



CHARITY COMMISSION
FOR ENGLAND AND WALES

Regulating in the public interest

Jo Edwardes – Head of Insight

What the public expects of charities



CHARITY COMMISSION
FOR ENGLAND AND WALES

1. That a high proportion of charities' money is used for charitable activity
2. That charities are making the impact they promise to make
3. That the way they go about making that impact is consistent with the spirit of 'charity'
4. That all charities show a collective responsibility to each other in adhering to the above

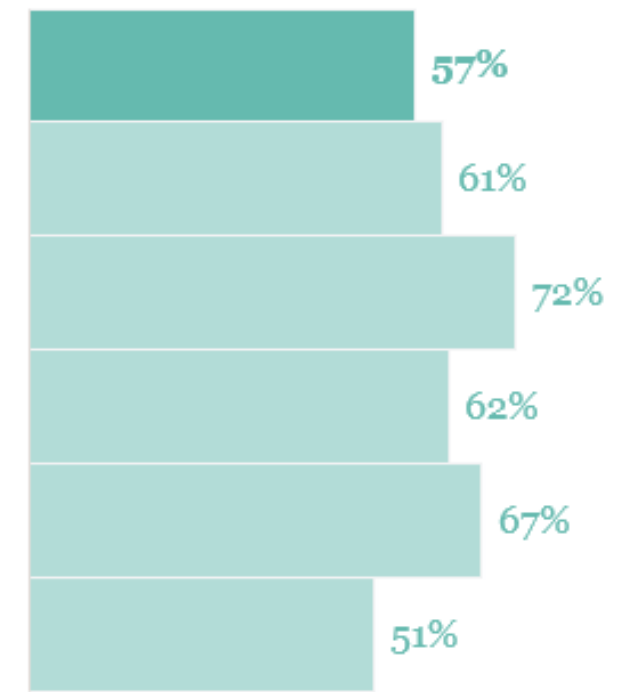
Factors of trustworthiness

Funds reaching the end cause, impact and ethical standards are the most important factors to public trust – the public think there is some room for improvement

Most important factors when it comes to the way a charity operates (select up to three)



% who say charities they know about are doing each of these ['very much so' + 'to some extent']



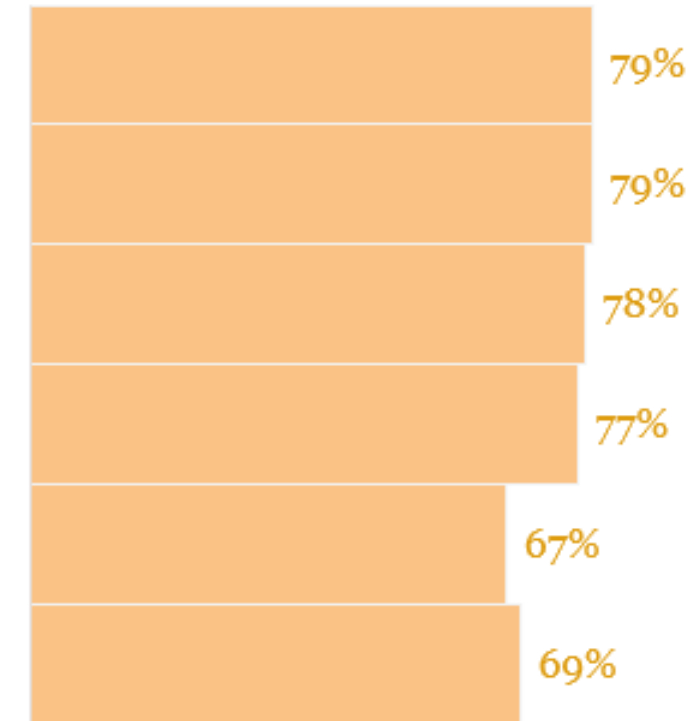
The role of the Regulator in trust

Knowing that a charity is registered gives the public more confidence

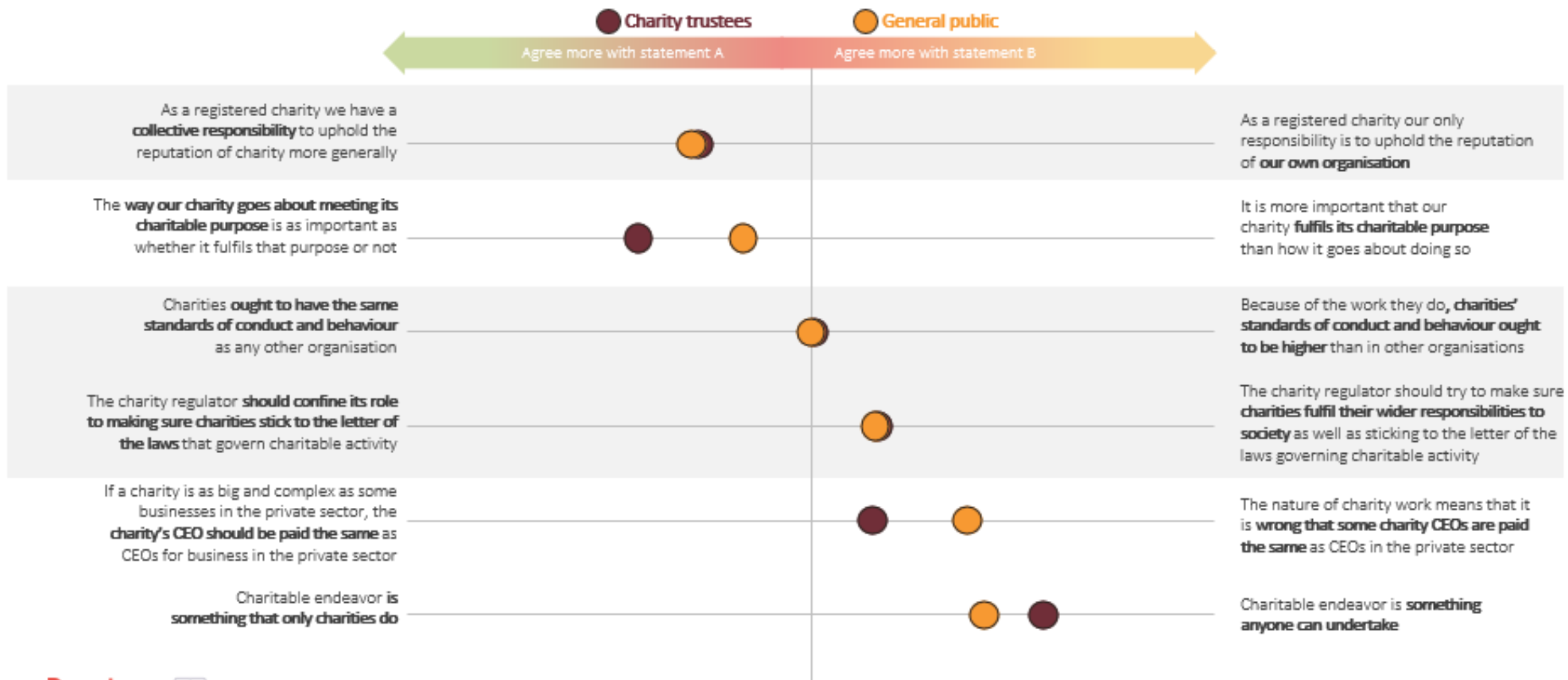
Most important factors when it comes to the way a charity operates (select up to three)



% who say that knowing a charity was registered would make them feel more confident it was delivering on each measure



Charity trustees' views are largely in line with the public's when it comes to what is expected of charities



Key findings for the SoRP



CHARITY COMMISSION
FOR ENGLAND AND WALES

1. Trust in charities and transparency and accountability go hand in hand
2. The public want to know:
 - Is a charity's money well-spent?
 - Is it making a difference?
 - Can I see it?
3. It's not enough to get the numbers right – the numbers need a meaningful narrative to explain them

THANK YOU & QUESTIONS



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OSCR
Scottish Charity Regulator