



# MOST TRUSTED NONPROFITS 2026





# ABOUT THIS REPORT

Morning Consult's Most Trusted Nonprofits is the definitive guide on which nonprofit organizations have earned Americans' confidence, based on tracking of brand trust across key audiences.

For every nonprofit organization tracked by Morning Consult, survey respondents are asked: "How much do you trust this brand to do what is right?" Morning Consult's Most Trusted Nonprofits rankings were determined by net trust — the share of respondents who said they trust each brand to do the right thing "a lot" and "some" minus the share who said "not much" and "not at all."

Interviews were conducted online among a nationally representative sample of U.S. adults between October 1, 2025, and June 30, 2026, with responses weighted to be representative of the U.S. adult population. Sixty-eight nonprofit organizations were tracked over this period; per-organization sample sizes ranged from roughly 500 to more than 50,000 respondents. For demographic breakouts, any organization with fewer than 500 respondents in a given demographic was excluded from that demographic's ranking. Where an organization is tracked under multiple related brand entities (for example, American Red Cross and American Red Cross Blood Services), only the primary parent brand is reported to avoid duplication.



# Key takeaways

**St. Jude Children's Research Hospital remains in a class of its own.** The hospital ranks No. 1 across all 12 demographic cuts. And while net trust softened slightly for most organizations this year, St. Jude's score held firm (60.7, up from 60.3), widening its lead over the field to more than six points.

**Girl Scouts of the USA is the year's biggest riser.** The organization climbed into the Top 15 across many demographics it didn't rank last year — from nonprofit donors and Gen Z to Gen X, boomers, and higher-income households — making it the most-improved brand in this year's rankings.

**Below the top five, the field is a logjam.** After a clear leading tier, differentiation collapses: nine organizations — from Special Olympics (No. 6) to Girl Scouts (No. 14) — sit within roughly two points of net trust (47.7 down to 45.6). Modest year-over-year movement in this band says more about how tightly bunched the field is than about any single organization's momentum.

**Trust softened broadly, even where the rankings held.** Most nonprofits slipped one to two points in net trust year over year, and the upper tier reshuffled modestly: American Heart Association edged past American Cancer Society, while Ronald McDonald House Charities fell several spots.

# Key takeaways (cont.)

**Trust scales with income.** Net trust climbs steadily from lower- to higher-income households for nearly every organization, but the effect is most extreme for Mayo Clinic and Special Olympics. Mayo ranks 15th in the sub-\$50K top 15 (37.4) yet jumps to No. 3 among financial elites (63.7) — a 26-point swing. Special Olympics makes the same leap: No. 14 among lower-income households, No. 2 among both \$100K+ earners and financial elites. These are affluence brands more than mass-trust brands.

**Women trust nonprofits more than men.** Women register higher net trust than men for almost every organization (St. Jude 62.8 vs. 58.6; Habitat 50.0 vs. 44.7; Humane World for Animals 49.5 vs. 43.3). Ronald McDonald House Charities shows the sharpest split, cracking women's top five (52.0) but missing men's top 15 entirely.

**The generational divide runs deeper than the Gen Z gap.** Trust rises with every age cohort, and the spread is enormous — enough that boomers' least-trusted top-15 brand (the VFW, 58.9) still outscores Gen Z's most-trusted brand (St. Jude, 43.9). St. Jude alone climbs 32 points across the age curve, from 43.9 with Gen Z to 76.2 with boomers.

# The Most Trusted Nonprofits in the U.S.

*Ordered by net trust (the share who trust minus the share who distrust)*

1  **St. Jude Children's Research Hospital**  
Finding cures. Saving children.  
**St. Jude Children's Research Hospital** 60.7 Net Trust

2  **Make-A-Wish**  
**Make-A-Wish Foundation** 54.2

3  **American Red Cross**  
**American Red Cross** 53.2

4  **American Heart Association**  
**American Heart Association** 50.2

5  **American Cancer Society**  
**American Cancer Society** 49.7

6  **Special Olympics**  
**Special Olympics** 47.7

7  **Habitat for Humanity**  
**Habitat for Humanity** 47.4

8  **Ronald McDonald House Charities**  
Keeping families close®  
**Ronald McDonald House Charities** 47.3

9  **The Salvation Army**  
**The Salvation Army** 46.9

10  **Humane World for Animals**  
**Humane World for Animals** 46.5

11  **Shriners Hospitals for Children**  
**Shriners Hospitals for Children** 46.2

12  **Goodwill**  
**Goodwill** 45.8

13  **ASPCA**  
**American Society for the Prevention of Cruelty to Animals (ASPCA)** 45.7

14  **girl scouts**  
**Girl Scouts of the USA** 45.6

15  **MAYO CLINIC**  
**Mayo Clinic** 43.7

# Most Trusted Nonprofits: Nonprofit donors

*Ordered by net trust (the share who trust minus the share who distrust)*

| Nonprofit                                                         | Net trust |
|-------------------------------------------------------------------|-----------|
| St. Jude Children's Research Hospital                             | 67.4      |
| Make-A-Wish Foundation                                            | 63.0      |
| American Red Cross                                                | 59.8      |
| American Cancer Society                                           | 58.1      |
| Special Olympics                                                  | 58.0      |
| American Heart Association                                        | 57.6      |
| Habitat for Humanity                                              | 57.1      |
| Humane World for Animals                                          | 54.8      |
| American Society for the Prevention of Cruelty to Animals (ASPCA) | 53.6      |
| Girl Scouts of the USA                                            | 52.3      |
| The Salvation Army                                                | 52.2      |
| Ronald McDonald House Charities                                   | 51.5      |
| Mayo Clinic                                                       | 51.2      |
| Goodwill                                                          | 50.8      |
| Shriners Hospitals for Children                                   | 50.4      |

***Note:** Nonprofit Donors are defined as consumers who have donated \$25 or more to one nonprofit or school (excluding religious or political organizations).*

We track thousands of demographics, psychographics, behaviors and economic indicators

Our consumer and audience data provide a deep understanding of who your consumers are, their motivators and how to reach them. Nonprofit donors is just one of many different audiences you can build. We track:

- Key demographics**

  - General (age, gender, ethnicity)
  - Home & Family
  - Work & Education
  - Income & Finance
  - Health
- Consumer Sentiment**

Index of consumer sentiment built on five core questions measuring:

  - Personal Finances
  - Business Conditions
  - Buying Conditions
- Attitudes & Beliefs**

  - Psychographics
  - Political Leanings
- Media Consumption**

  - Social Media
  - News Services
  - Streaming
- Behaviors & Habits**

  - Shopping Habits
  - Leisure & Entertainment
  - Travel & Hospitality
  - Life Events
  - Health & Exercise
  - Finance Habits
  - Food & Alcohol
  - Transportation
  - Sports, Work and Automotive

Learn More

# Most Trusted Nonprofits: Men and women

*Ordered by net trust (the share who trust minus the share who distrust)*

## MEN

| Nonprofit                                                         | Net trust |
|-------------------------------------------------------------------|-----------|
| St. Jude Children's Research Hospital                             | 58.6      |
| American Red Cross                                                | 52.9      |
| Make-A-Wish Foundation                                            | 52.6      |
| American Cancer Society                                           | 49.1      |
| American Heart Association                                        | 48.5      |
| Goodwill                                                          | 48.2      |
| Special Olympics                                                  | 47.8      |
| The Salvation Army                                                | 46.0      |
| American Society for the Prevention of Cruelty to Animals (ASPCA) | 44.8      |
| Habitat for Humanity                                              | 44.7      |
|                                                                   | 44.5      |
| Shriners Hospitals for Children                                   |           |
| Girl Scouts of the USA                                            | 44.0      |
| Mayo Clinic                                                       | 43.4      |
| Humane World for Animals                                          | 43.3      |
| National Geographic Society                                       | 43.0      |

## WOMEN

| Nonprofit                                                         | Net trust |
|-------------------------------------------------------------------|-----------|
| St. Jude Children's Research Hospital                             | 62.8      |
| Make-A-Wish Foundation                                            | 55.8      |
| American Red Cross                                                | 53.5      |
| American Heart Association                                        | 52.0      |
| Ronald McDonald House Charities                                   | 52.0      |
| American Cancer Society                                           | 50.3      |
| Habitat for Humanity                                              | 50.0      |
| Humane World for Animals                                          | 49.5      |
| The Salvation Army                                                | 48.2      |
| Shriners Hospitals for Children                                   | 47.6      |
|                                                                   | 47.6      |
| Special Olympics                                                  |           |
| Girl Scouts of the USA                                            | 46.9      |
| American Society for the Prevention of Cruelty to Animals (ASPCA) | 46.4      |
| Mayo Clinic                                                       | 43.9      |
| Goodwill                                                          | 43.5      |

# Most Trusted Nonprofits: Gen Z and millennials

*Ordered by net trust (the share who trust minus the share who distrust)*

## GEN Z

| Nonprofit                                                         | Net trust |
|-------------------------------------------------------------------|-----------|
| St. Jude Children's Research Hospital                             | 43.9      |
| Make-A-Wish Foundation                                            | 42.8      |
| Goodwill                                                          | 33.9      |
| American Red Cross                                                | 32.9      |
| American Society for the Prevention of Cruelty to Animals (ASPCA) | 30.2      |
| The Salvation Army                                                | 28.2      |
| Girl Scouts of the USA                                            | 26.8      |
| American Heart Association                                        | 26.7      |
| American Cancer Society                                           | 26.2      |
| Special Olympics                                                  | 25.1      |
| National Geographic Society                                       | 24.4      |
| Planned Parenthood                                                | 23.1      |
| Humane World for Animals                                          | 22.4      |
| Ronald McDonald House Charities                                   | 21.4      |
| Feeding America                                                   | 21.2      |

## MILLENNIALS

| Nonprofit                                                         | Net trust |
|-------------------------------------------------------------------|-----------|
| St. Jude Children's Research Hospital                             | 52.7      |
| American Red Cross                                                | 47.9      |
| Make-A-Wish Foundation                                            | 45.6      |
| American Heart Association                                        | 43.6      |
| American Cancer Society                                           | 43.0      |
| Goodwill                                                          | 42.1      |
| American Society for the Prevention of Cruelty to Animals (ASPCA) | 41.3      |
| Girl Scouts of the USA                                            | 41.1      |
| Habitat for Humanity                                              | 40.4      |
| Humane World for Animals                                          | 40.3      |
| Special Olympics                                                  | 39.0      |
| The Salvation Army                                                | 38.4      |
| Feeding America                                                   | 37.5      |
| Ronald McDonald House Charities                                   | 37.4      |
| Boys & Girls Clubs of America                                     | 36.6      |

# Most Trusted Nonprofits: Gen X and boomers

*Ordered by net trust (the share who trust minus the share who distrust)*

## GEN X

| Nonprofit                             | Net trust |
|---------------------------------------|-----------|
| St. Jude Children's Research Hospital | 65.7      |
| American Red Cross                    | 60.4      |
| Ronald McDonald House Charities       | 59.0      |
| Make-A-Wish Foundation                | 57.4      |
| American Heart Association            | 56.6      |
| American Cancer Society               | 56.0      |
| Special Olympics                      | 55.0      |
| Habitat for Humanity                  | 55.0      |
| Shriners Hospitals for Children       | 53.8      |
| The Salvation Army                    | 52.9      |
| Humane World for Animals              | 52.8      |
| Goodwill                              | 51.1      |
| Alzheimer's Association               | 49.1      |
| Girl Scouts of the USA                | 47.7      |
| Mayo Clinic                           | 47.7      |

## BOOMERS

| Nonprofit                             | Net trust |
|---------------------------------------|-----------|
| St. Jude Children's Research Hospital | 76.2      |
| Shriners Hospitals for Children       | 71.8      |
| Make-A-Wish Foundation                | 69.2      |
| Mayo Clinic                           | 68.4      |
| American Heart Association            | 67.9      |
| Habitat for Humanity                  | 67.3      |
| American Red Cross                    | 66.3      |
| American Cancer Society               | 66.2      |
| Ronald McDonald House Charities       | 65.8      |
| Special Olympics                      | 65.2      |
| Humane World for Animals              | 63.9      |
| The Salvation Army                    | 62.7      |
| Girl Scouts of the USA                | 61.5      |
| Wounded Warrior Project               | 60.7      |
| Veterans of Foreign Wars (VFW)        | 58.9      |

# Most Trusted Nonprofits: Lower- and mid-income households

*Ordered by net trust (the share who trust minus the share who distrust)*

## INCOME: \$50K OR LESS

| Nonprofit                                                         | Net trust |
|-------------------------------------------------------------------|-----------|
| St. Jude Children's Research Hospital                             | 57.5      |
| Make-A-Wish Foundation                                            | 51.0      |
| American Red Cross                                                | 49.0      |
| The Salvation Army                                                | 45.3      |
| Goodwill                                                          | 44.8      |
| American Heart Association                                        | 44.8      |
| American Cancer Society                                           | 44.5      |
| Ronald McDonald House Charities                                   | 43.1      |
| Habitat for Humanity                                              | 43.0      |
| Girl Scouts of the USA                                            | 42.9      |
| American Society for the Prevention of Cruelty to Animals (ASPCA) | 42.6      |
| Shriners Hospitals for Children                                   | 42.5      |
| Humane World for Animals                                          | 42.0      |
| Special Olympics                                                  | 41.0      |
| Mayo Clinic                                                       | 37.4      |

## INCOME: \$50K - \$99K

| Nonprofit                                                         | Net trust |
|-------------------------------------------------------------------|-----------|
| St. Jude Children's Research Hospital                             | 63.3      |
| Make-A-Wish Foundation                                            | 59.6      |
| American Red Cross                                                | 56.3      |
| American Heart Association                                        | 54.0      |
| American Cancer Society                                           | 53.3      |
| Special Olympics                                                  | 52.1      |
| Ronald McDonald House Charities                                   | 51.9      |
| Habitat for Humanity                                              | 50.6      |
| Humane World for Animals                                          | 49.4      |
| Shriners Hospitals for Children                                   | 48.4      |
| The Salvation Army                                                | 48.4      |
| Girl Scouts of the USA                                            | 47.3      |
| American Society for the Prevention of Cruelty to Animals (ASPCA) | 46.8      |
| Boys & Girls Clubs of America                                     | 46.7      |
| Goodwill                                                          | 46.4      |

# Most Trusted Nonprofits: Higher-income and financial elites

Ordered by net trust (the share who trust minus the share who distrust)

## INCOME: \$100K+

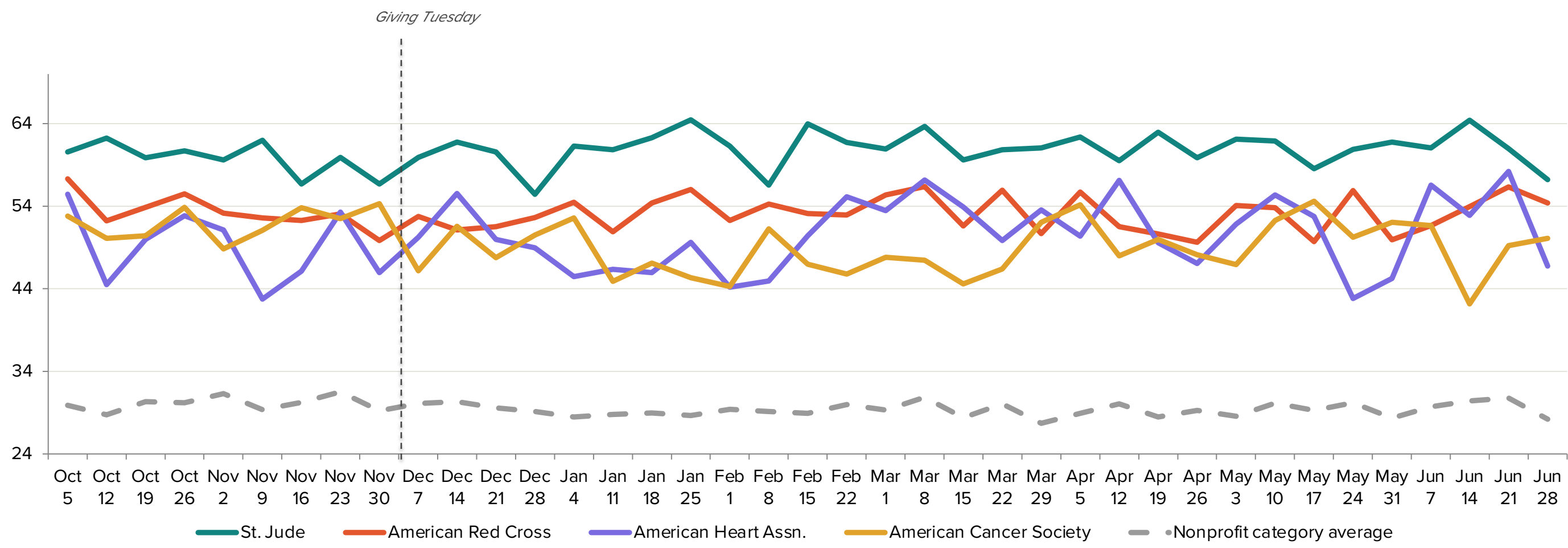
| Nonprofit                                                         | Net trust |
|-------------------------------------------------------------------|-----------|
| St. Jude Children's Research Hospital                             | 66.3      |
| Special Olympics                                                  | 62.0      |
| American Red Cross                                                | 61.0      |
| American Heart Association                                        | 60.5      |
| American Cancer Society                                           | 59.8      |
| Mayo Clinic                                                       | 58.6      |
| Humane World for Animals                                          | 55.9      |
| Habitat for Humanity                                              | 55.8      |
| Make-A-Wish Foundation                                            | 55.8      |
| Shriners Hospitals for Children                                   | 54.0      |
| American Society for the Prevention of Cruelty to Animals (ASPCA) | 53.9      |
| Ronald McDonald House Charities                                   | 53.0      |
| Girl Scouts of the USA                                            | 50.8      |
| National Geographic Society                                       | 50.5      |
| Alzheimer's Association                                           | 50.3      |

## FINANCIAL ELITES\*

| Nonprofit                                                         | Net trust |
|-------------------------------------------------------------------|-----------|
| St. Jude Children's Research Hospital                             | 67.3      |
| Special Olympics                                                  | 65.0      |
| Mayo Clinic                                                       | 63.7      |
| American Red Cross                                                | 63.5      |
| American Heart Association                                        | 63.4      |
| American Cancer Society                                           | 63.1      |
| Shriners Hospitals for Children                                   | 60.0      |
| Habitat for Humanity                                              | 59.2      |
| Humane World for Animals                                          | 58.3      |
| Ronald McDonald House Charities                                   | 57.9      |
| Make-A-Wish Foundation                                            | 57.0      |
| American Society for the Prevention of Cruelty to Animals (ASPCA) | 56.7      |
| Girl Scouts of the USA                                            | 56.6      |
| National Geographic Society                                       | 55.4      |
| Boys & Girls Clubs of America                                     | 54.5      |

\*Financial Elites are defined as consumers who make at least \$100k+ and have more than \$50k invested.

# Giving Tuesday drives giving behavior, not brand trust



Nonprofit giving spikes on Giving Tuesday, but the sector’s net trust does not move with it. Reputation is built over years, so a single high-profile giving day drives action without changing how much people trust these organizations.

Across the category and the most trusted brands, net trust holds flat through Giving Tuesday week. The category average sat at 30.1, right on its norm, and St. Jude and American Red Cross stayed near 60 and 53 with no bump. Giving Tuesday drives donations and traffic; trust is a slower measure that one giving day does not move.

**Where Does This Data Come From?** Net trust tracked weekly via Morning Consult Intelligence among all U.S. adults, Oct 2025 to Jun 2026. The category line averages all tracked nonprofit brands.

