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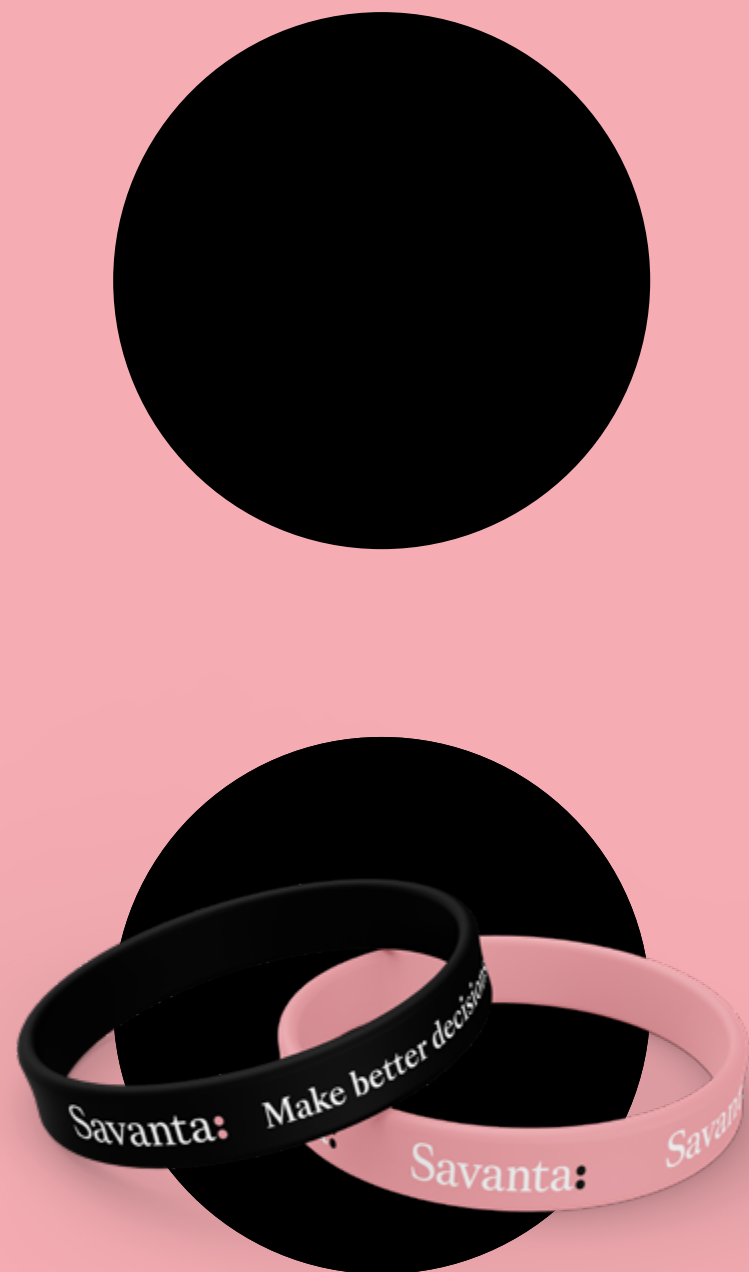
The Top 100 Most Loved Charity Brands 2021

Who is winning the hearts of UK charity supporters?

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Savanta:
THE 100
MOST LOVED
CHARITY BRANDS
2021

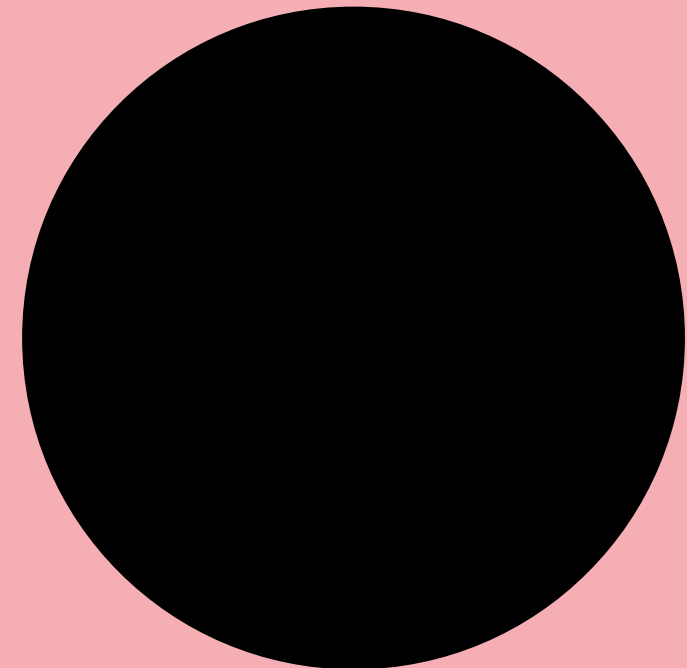
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Introduction

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The power of love

Welcome to the Top 100 Most Loved Charity Brands – a recognition and celebration of the most emotively connected brands within the third sector.

We know that people’s most deeply held relationships with charities are emotional by default. Whether based on a connection to a specific cause or driven by a desire to help others, relationships with charities are full of personal meaning.

However, the relationship between supporters and charities is like a bridge. It requires thoughtful design, sturdy construction and regular maintenance.

The potential result is an emotional connection between a charity and its

supporters that is highly personal, valued and can last for decades.

Within this report we reveal the most loved charity brands, and the leaders within nine categories: animal welfare, healthcare, children & family, social justice, international aid, environmental protection, disability, armed forces and mental health.

These rankings are based on 60,000 interviews collected over the past year, through Savanta’s market intelligence platform BrandVue Charities: the largest and most comprehensive brand, audience and supporter tracking engine in the market.

How does brand love manifest among charities?

Love can serve as a vehicle to increase both financial and in-kind support for a specific charity and improve its key brand metrics.

Consumers who love the top three charities in each category are five times as likely to have supported them in the past 12 months (5.1x) compared to people with lower affinity.

Furthermore, people who love any of the top three charities have 3.3 times higher understanding of the charities and their cause or mission (73%) compared to those who are more lukewarm towards these charities (22%).

However, understanding these metrics is not enough; trust is a necessary ingredient for establishing a healthy relationship with a charity – and we see that loved charities are significantly more trusted by

the public. Based on BrandVue data, we see that an average of eight out of ten respondents who love the top three most loved charities trust them (81%). This share is three times higher compared to people with lower affinity (27%).

Love is also the force which deepens support for a specific charity and turns their relationship into a long-lasting one. This logic can be demonstrated in patterns of engagement with various channels of a charity. People who love the top three charities are more likely to have engaged with all tested channels of engagement in the past 12 months.

Engagement with more modes of support translates into loyalty.

These channels include financial donations (both individual and regular), interpersonal word-of-mouth and endorsement on social media, purchase of branded merchandising and volunteering, and engagement with charity shops.

Monetary forms of support are crucial elements that help ensure longevity of a charity. Our data shows that the average growth of regular financial donations amongst people who love the top three charities is up by +4% compared to those who feel less passionate about them. Purchasing items from charity shops amongst the same group of top three charity lovers are up by +3% on average. Similarly, donating items to charity shops grows by +4% amongst those who love the top three brands. These findings confirm the conversion of love into loyalty.

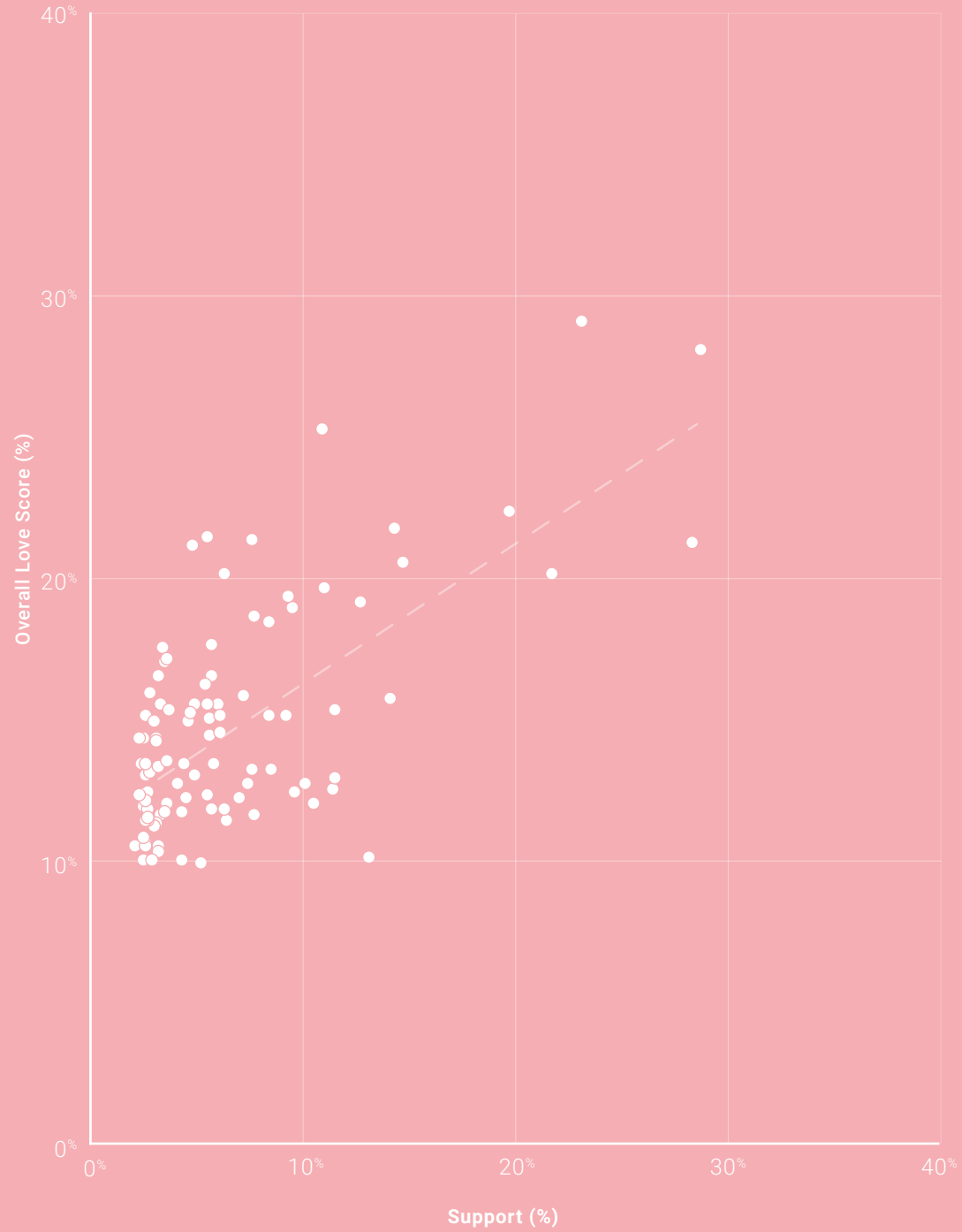
Equally important is the power of word of mouth: the propensity to take on the role of informal

brand ambassadors and to support organisations in personal interactions as well as online grows by +5% and +4% respectively amongst those who love the top three charities.

There is a strong positive relationship between love and support ($r=0.7$) as visible in the chart on the next page, with the average level of support for the most loved brand from each sector considerably above average. Inspiring love among the general public is in the interest of each charity that operates in a saturated sector and competes with other organisations for supporters.

With an abundance of organisations and causes clamouring for their attention, people need a compass to navigate this increasingly complex sector. Only charities that succeed in creating an emotional bond can cut through the noise. This anchor point is love.

The more a charity is loved, the more supporters it has



The importance of love in a post-COVID world



The COVID-19 pandemic has been a challenging time for the charity sector. Many have seen their incomes dramatically impacted by reduced donations from their supporters, many of whom have suffered from smaller pots of disposable income. This has been further compounded by charities' limited ability to use established fundraising mechanisms such as charity shops, events, and on-street fundraisers.

The result is a sector that has faced significant challenges to their financial resilience and at a time when many charity services have seen a dramatic increase in demand.

Savanta's polling has shown that the not-for-profit sector has been more likely than the private sector to have been negatively impacted by COVID-19, with greater proportions of charities reporting adverse impacts such as a decline in income than private sector organisations.

Alongside declines in income, Savanta's BrandVue shows that support declined very soon after the start of the pandemic and it remains significantly below pre-pandemic levels, with only slight signs of improvement during the Spring. Given the restrictions in place since March 2020, it is unsurprising to see the most significant impacts have been to the support of charity shops and fundraisers. All charity types have seen an impact to support, with animal welfare, disability, and armed forces being the most affected.

Given the proven link between love and support, love becomes ever more important to improving support levels and revert back to normal.

So, how can charities adapt their supporter, fundraising, and campaign strategies and provide new reasons to love among current and potential supporters?

1

Flexibility: Savanta's qualitative research indicates that charity supporters appreciate donation mechanisms that suit a range of circumstances, from ad-hoc one-off donations to regular ones. Full flexibility to donate at a frequency that suits individuals is preferred.

2

Keep it local: The research also indicates that there is more interest in supporting local causes, reflecting an increased sense of community spirit. Additionally, our BrandVue data has shown an increase in volunteering since the start of the pandemic and, if anything, an unmet desire to offer voluntary support. Allowing people to feel like they are personally contributing to their communities is likely to build affinity.

3

Make digital easy: People have gotten used to adapting many aspects of their lives to operating online over the past year. It is how people expect to be engaged with, even increasingly for older people. This means that there is wider potential reach for charities. With an increase in cashless giving and online fundraising, making it easy to support through digital means will allow charities to find love online.

Which charities are the top performers?

- 09 Top 3 category medallists
- 09 Animal welfare
- 10 Healthcare
- 10 Children & families
- 11 Social justice
- 11 International aid
- 12 Environmental protection
- 12 Disability
- 13 Armed forces
- 13 Mental health



Top 3 category medallists


Context is everything. While there are valuable insights to be seen in how the charity sector operates as a whole, brand associations, engagement and support vary by sub-sector.

We have compiled a top three of charity brand love across the following sub-sectors: animal welfare, healthcare, children & families, social justice, international aid, environmental protection, disability, armed forces, and mental health.

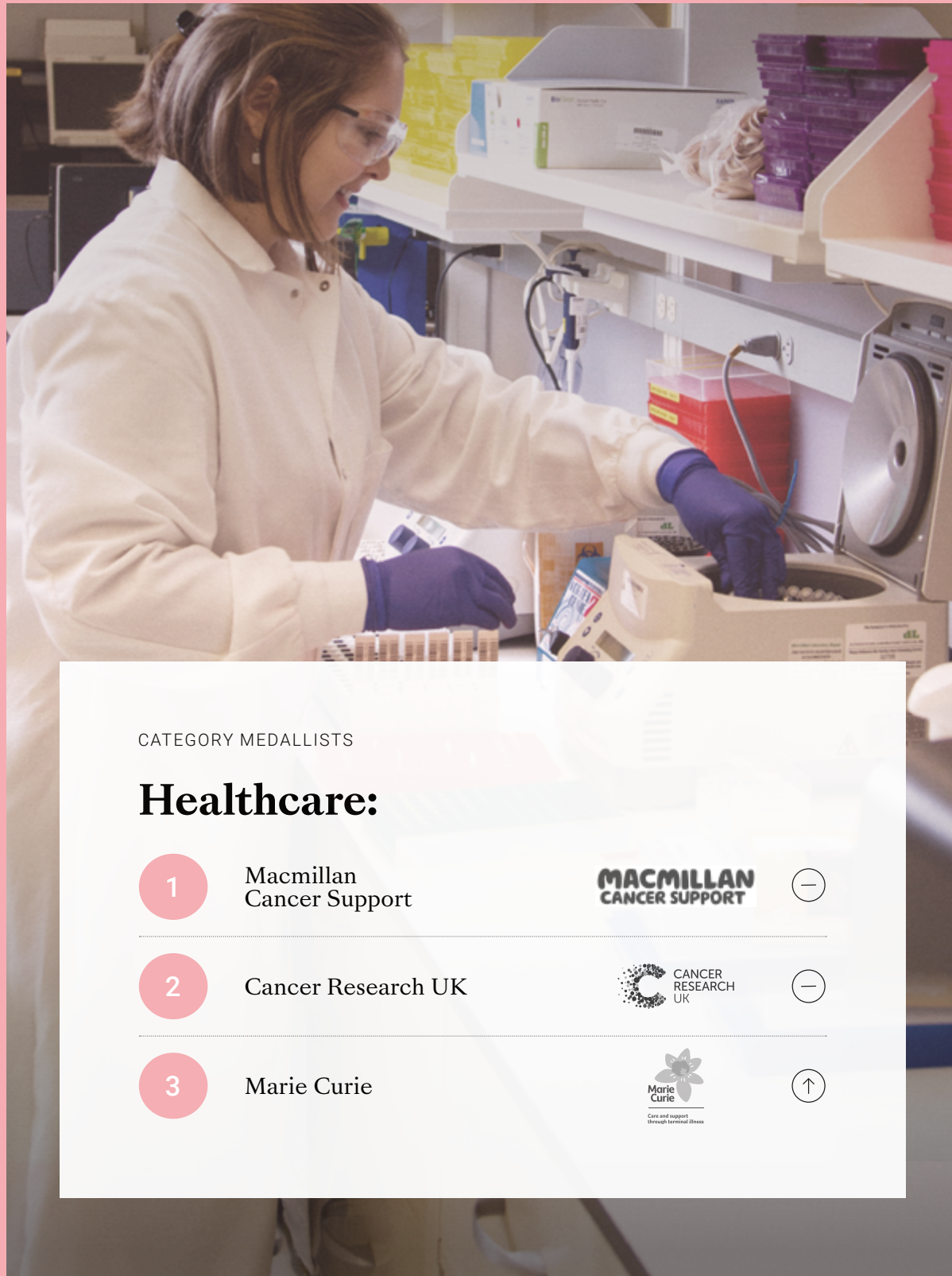


CATEGORY MEDALLISTS

Animal welfare:







- 1** Dogs Trust  
- 2** RSPCA  
- 3** Battersea Dogs & Cats Home  

Which charities are the top performers?



CATEGORY MEDALLISTS







Healthcare:

- 1** Macmillan Cancer Support  
- 2** Cancer Research UK  
- 3** Marie Curie  



CATEGORY MEDALLISTS

Children & families:

- 1** BBC Children in Need  
- 2** Great Ormond Street Hospital Children's Charity  
- 3** Make-a-Wish  



CATEGORY MEDALLISTS

Social justice:



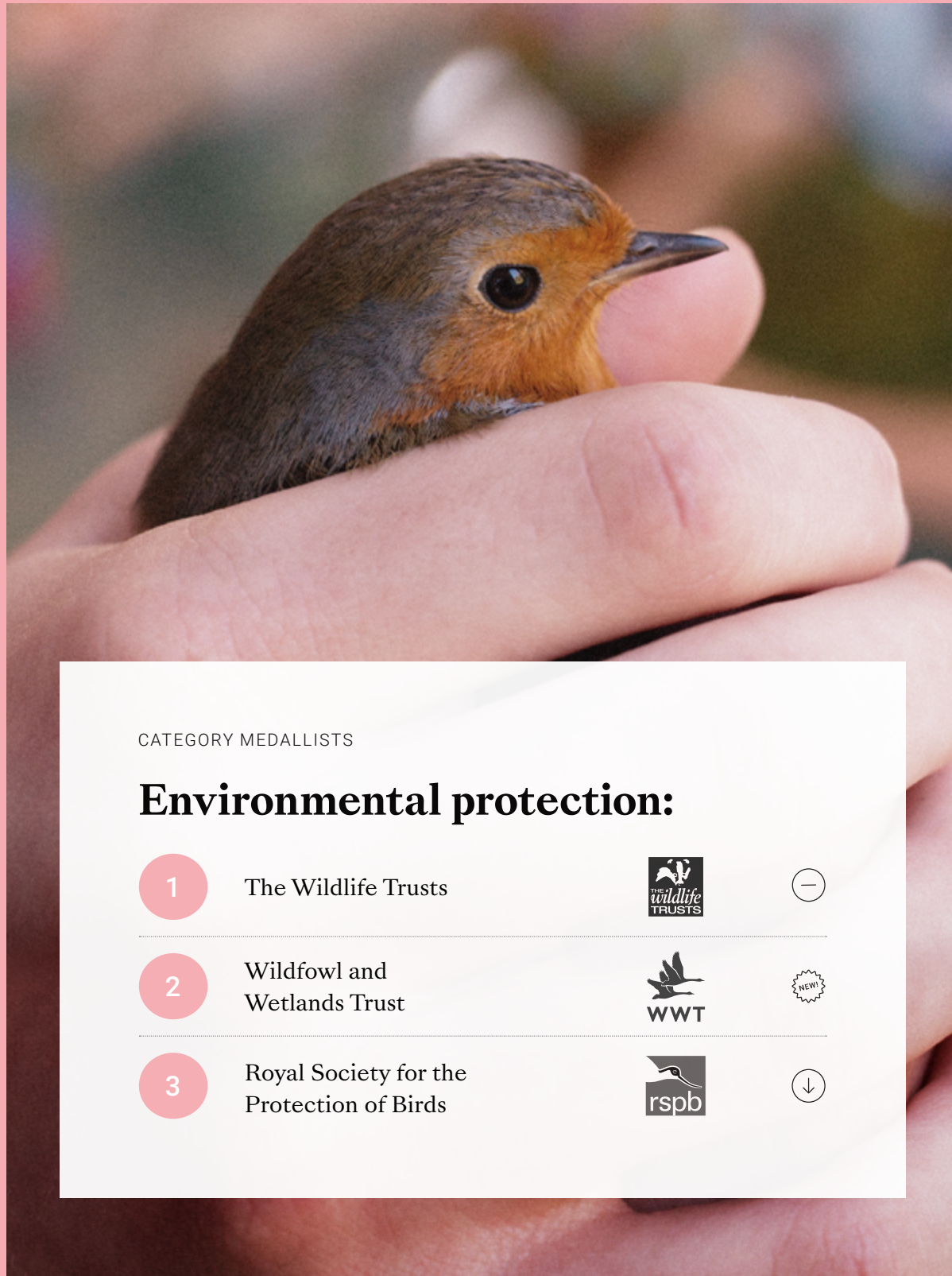
- 1** Women's Aid
- 2** The Trussell Trust
- 3** Hospice UK



CATEGORY MEDALLISTS


International aid:

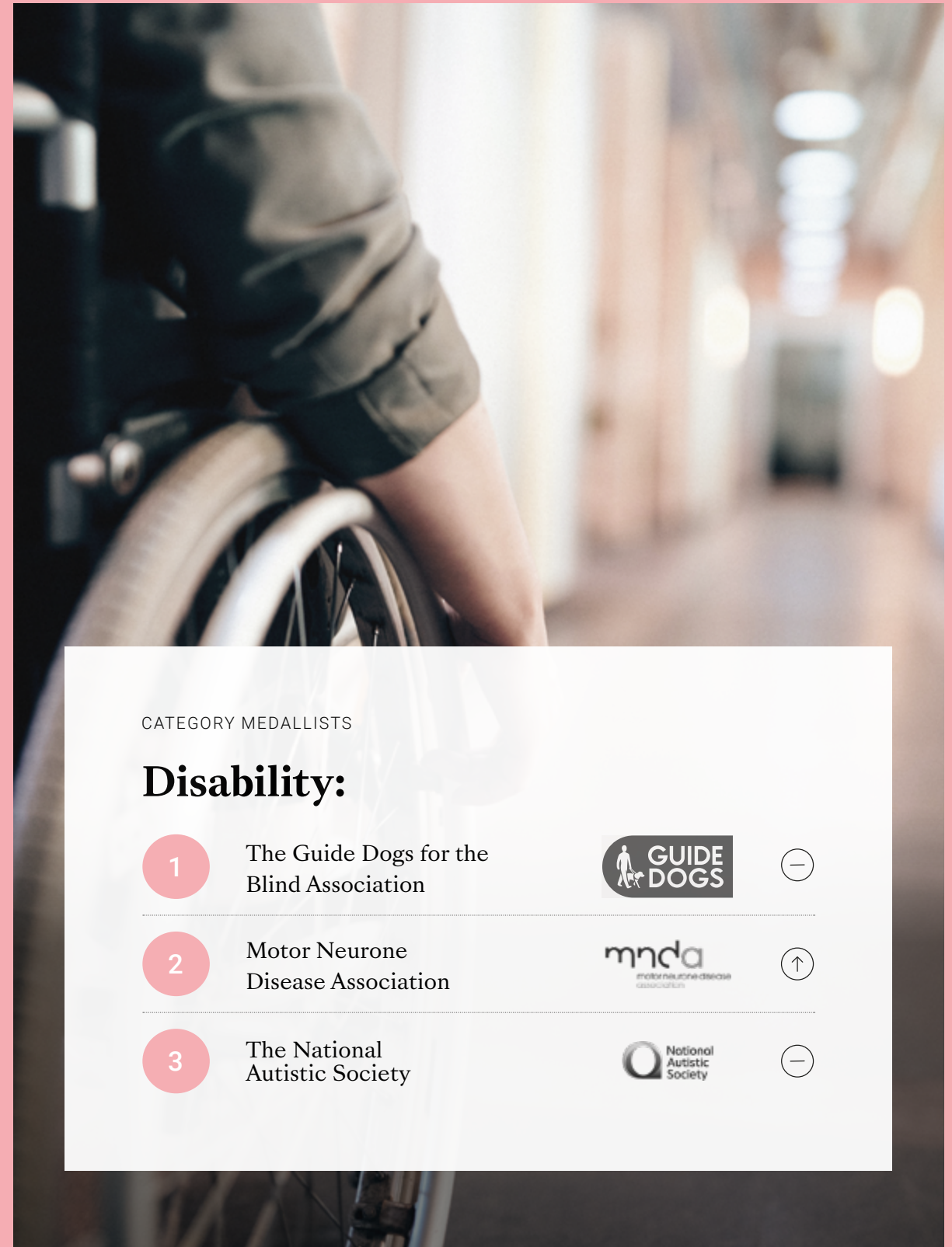
- 1** Islamic Relief Worldwide
- 2** Muslim Aid
- 3** Comic Relief



CATEGORY MEDALLISTS




Environmental protection:

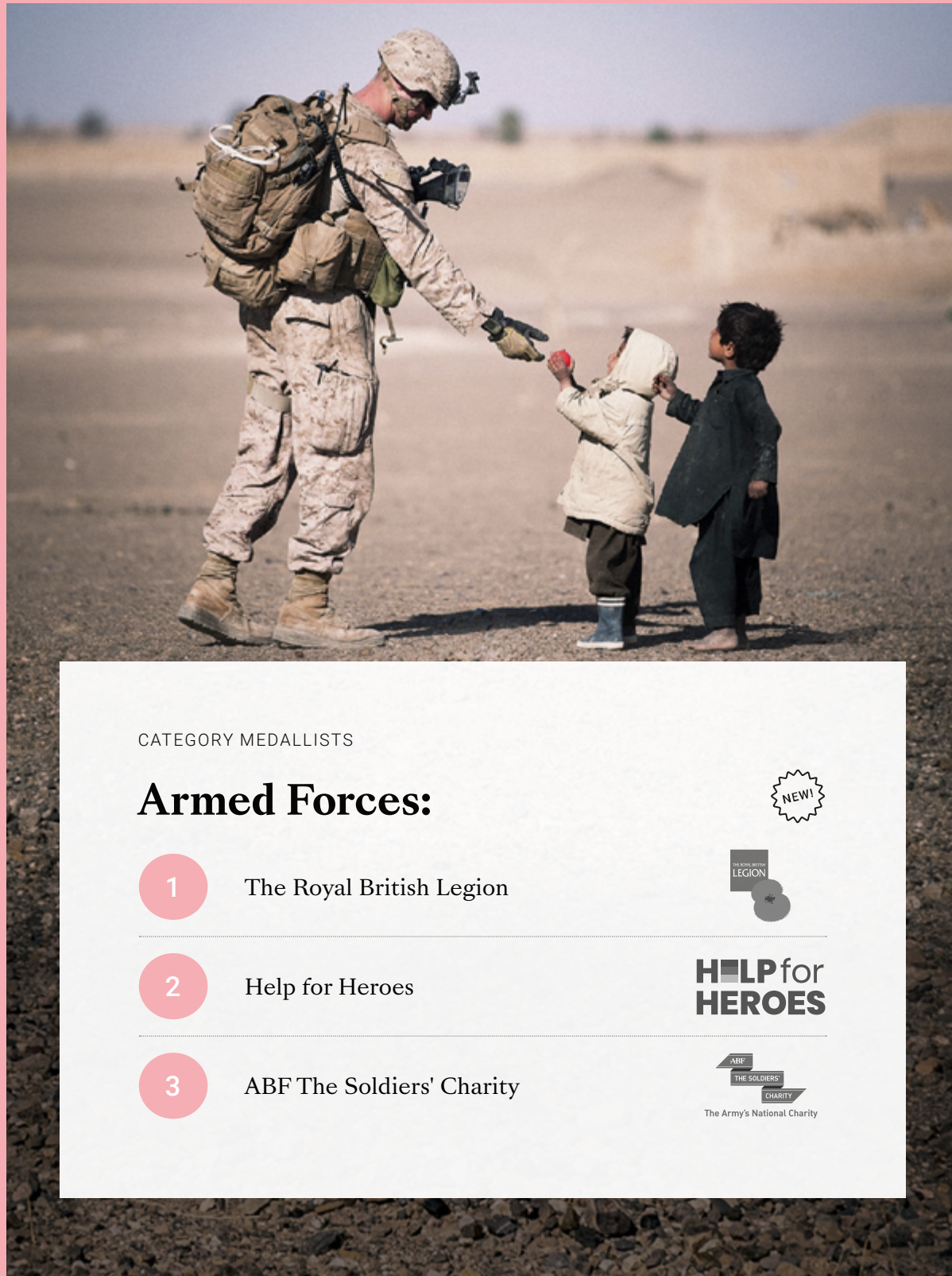
- | | | | |
|---|---|---|------|
| 1 | The Wildlife Trusts |  | ⊖ |
| 2 | Wildfowl and Wetlands Trust |  | NEW! |
| 3 | Royal Society for the Protection of Birds |  | ⬇ |



CATEGORY MEDALLISTS




Disability:

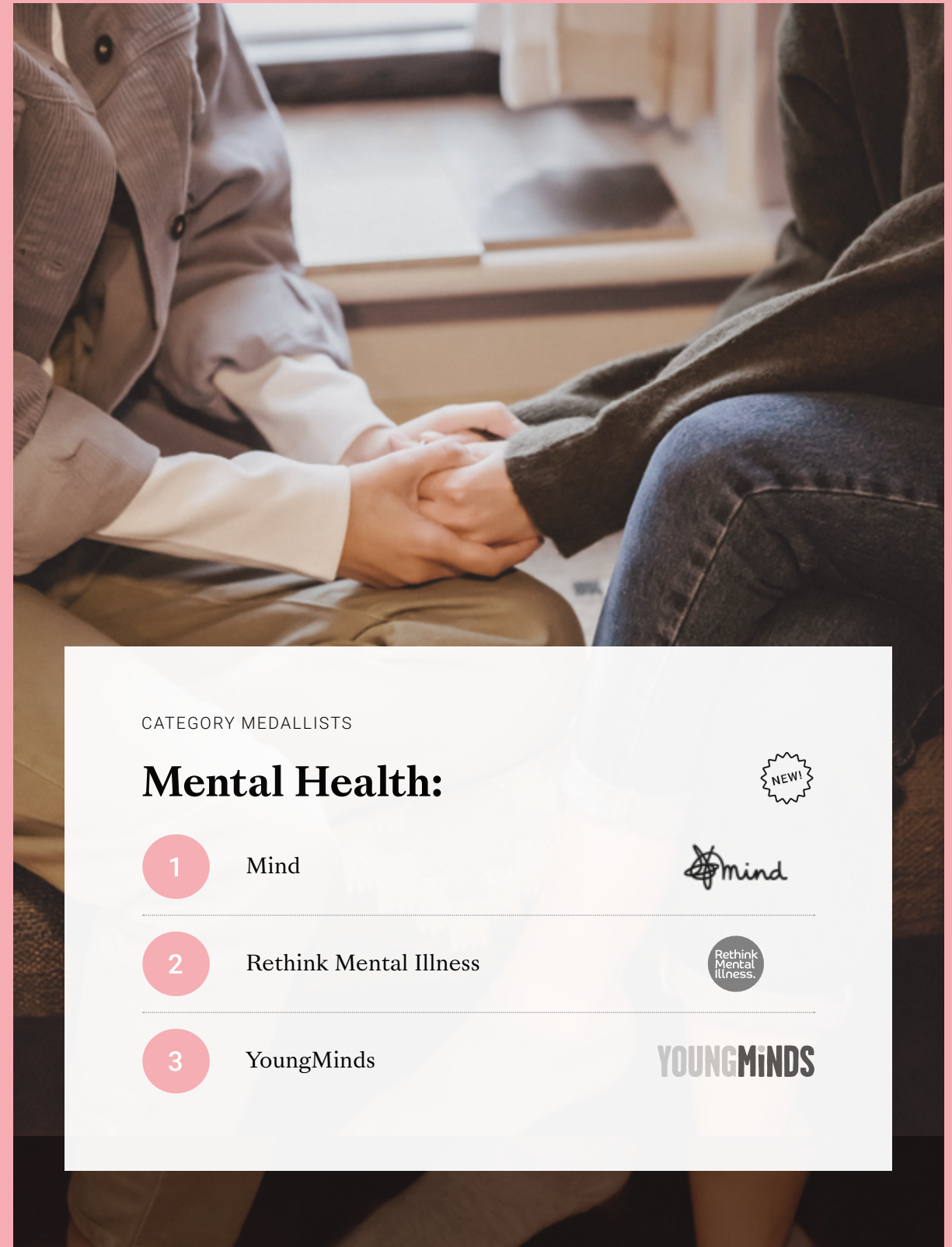
- | | | | |
|---|--|---|---|
| 1 | The Guide Dogs for the Blind Association |  | ⊖ |
| 2 | Motor Neurone Disease Association |  | ⬆ |
| 3 | The National Autistic Society |  | ⊖ |



CATEGORY MEDALLISTS




Armed Forces:

- 1 The Royal British Legion 
- 2 Help for Heroes 
- 3 ABF The Soldiers' Charity 



CATEGORY MEDALLISTS

Mental Health:

- 1 Mind 
- 2 Rethink Mental Illness 
- 3 YoungMinds 

Applying the lessons

18 Three ways charities can
inspire love from supporters



Three ways charities can inspire love from supporters

1 Build a personal connection

Personal connections are important for building love, and often charitable support is driven as much by personal resonance as by perceived need.

Our BrandVue data shows that having a personal interest in the charity's work is the most common reason for supporting charities.

When it comes to charitable giving, people want to know that their donations are making an impact; a personal connection to a charity or cause also enables a better understanding of charitable work.

People feel connected to charities that focus on issues which are close to themselves or loved ones.

This connection can also be connected to an issue which an individual may not necessarily have experienced first-hand but believes is important.

While personal connections are commonly considered at the micro level, these can also be fostered at the macro level whereby charities create a connection through a shared community, such as through British heritage or being part of a faith community.

2 Build awareness through communities

From our BrandVue data we know that there is correlation between awareness, love and support, highlighting the importance of continually building and maintaining awareness of a charity and its aims.

Building awareness through existing communities, whether physical or online, improves depth of connection of that engagement. Local presence allows charities to engage with supporters at a grassroots level, and to build a more intimate relationship.

Charities can embed themselves into the infrastructure of a community through the presence of shops and centres, and by encouraging supporters to engage with

campaigns at a local level through fund-raisers, coffee mornings or volunteering opportunities.

Social media provides an opportunity to engage in a similarly 'local' way. Charities can reach a wide audience in a highly personalised way, and improve the return on investment by asking supporters to act as advocates in the promotion of a campaign. Stand-out examples of successful supporter led campaigns include Movember, the Ice Bucket Challenge, and the No Makeup Challenge.

BrandVue data also shows that social media is the most popular method for supporters to stay in touch with charities.

3 Build love through boldness

Charities have a shared challenge to stand out in a noisy environment of brands, media, and messages competing for attention.

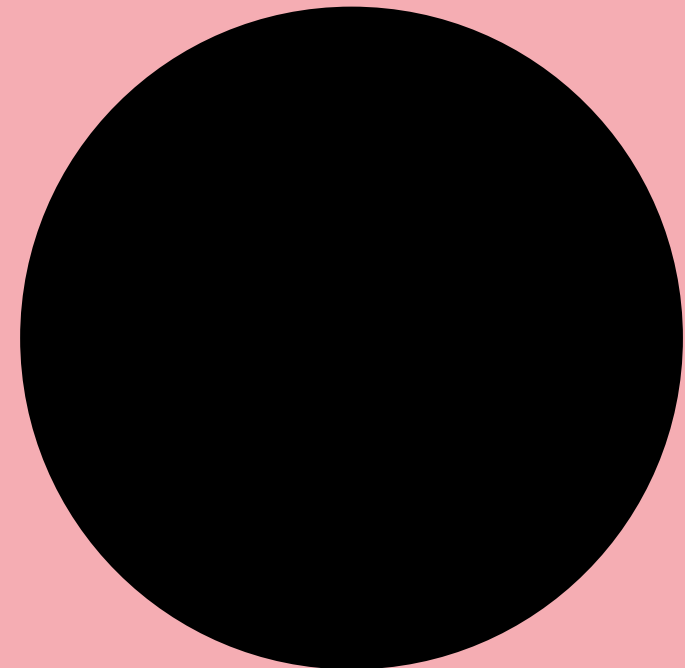
BrandVue data shows that most charities demonstrate certain qualities which people expect them to have: being caring, trusted, and honest. Whilst these are important qualities to uphold, and indeed for driving brand love, these attributes are considered a minimum requirement by supporters.

Our data shows that charities can both drive love amongst supporters and differentiate their voice in the sector by being expert, inspiring and confident.











Charities should consider how they can convey these qualities within their mission, campaigns and interactions with supporters. In so doing, they can both align with traditional charity values, and set themselves apart by showing leadership within their sector.

The league table in full

20 No. 1 – 100



No. 1 – 100

Ranking	Charity	
1	 Macmillan Cancer Support	⊖
2	 Cancer Research UK	⊖
3	 Dogs Trust	⊖
4	 BBC Children in Need	⊕
5	 RSPCA	⊖
6	 Battersea Dogs & Cats Home	⊕
7	 Great Ormond Street Hospital	⊖
8	 The Royal British Legion	⊖
9	 Make-A-Wish	⊕
10	 Marie Curie	⊖

Our methodology




We capture people's love for a charity with the most positive option of our BrandVue affinity question 'How would you describe your opinion of the following charities?'. The top box 'Love' represents the true brand affinity. The table of top 100 charities is created by ranking the organisations by their brand love.

Ranking	Charity	
11	 British Heart Foundation	⊖
12	 St George's Hospital Charity	⊕
13	 Mind	⊕
14	 WWF	⊖
15	 Help for Heroes	⊖
16	 Royal National Lifeboat Institution	⊖
17	 The Guide Dogs For The Blind Association	⊖
18	 Cats Protection	⊕
19	 Children with Cancer UK	⊕
20	 Islamic Relief Worldwide	⊕
21	 Rethink Mental Illness	⊕
22	 Muslim Aid	⊕
23	 World Animal Protection	⊕
24	 Childline	⊖
25	 CLIC Sargent	⊕
26	 Maggie's	NEW
27	 PDSA	⊖
28	 Comic Relief	⊖
29	 YoungMinds	⊕
30	 Samaritans	⊖

Ranking	Charity		
31		World Cancer Research Fund	↑
32		Breast Cancer Now	↑
33		British Red Cross	↓
34		Cash for Kids	NEW
35		Women's Aid	NEW
36		The Trussell Trust	NEW
37		Bliss	↑
38		NSPCC	↓
39		Save The Children	↓
40		The Blue Cross	↓
41		The Donkey Sanctuary	↓
42		Sands	↑
43		St John Ambulance	↓
44		Teenage Cancer Trust	↑
45		The Lullaby Trust	↑
46		Project Hope	↑
47		ABF The Soldiers' Charity	↑
48		Brooke	↑
49		C.A.L.M.	NEW
50		Breast Cancer Care	↓
51		Plan International	↑
52		Blood Cancer UK	NEW
53		Tearfund	NEW
54		SSAFA	NEW
55		Alzheimer's Society	↓

Ranking	Charity		
56		UNICEF	↓
57		Starlight Childrens Foundation	↑
58		SOS Children's Villages	↑
59		Hospice UK	NEW
60		Salvation Army	↓
61		Prostate Cancer UK	↓
62		Sport Relief	↓
63		Action for Children	↓
64		Combat Stress	↑
65		Barnardo's	↓
66		The Smile Train	↑
67		The Wildlife Trusts	↓
68		The Children's Society	↓
69		Shelter	↓
70		Royal Marsden Cancer Campaign	↑
71		Blind Veterans UK	—
72		Age UK	↓
73		CARE International	↑
74		WaterAid	↓
75		Motor Neurone Disease Association	↑
76		Dementia UK	↓
77		Carers UK	↓
78		The National Autistic Society	↓
79		Alzheimer's Research UK	↓
80		Catholic Agency for Overseas Development	↑

The league table in full

Ranking	Charity		
81		Wildfowl and Wetlands Trust	
82		Stonewall	
83		Royal Society for the Protection of Birds	
84		Tommy's	
85		Medecins sans Frontieres	
86		Samaritan's Purse International Limited	
87		Independent Age	
88		King's College Hospital Charity	
89		World Vision	
90		Voluntary Service Overseas	
91		Versus Arthritis	
92		British Lung Foundation	
93		Disasters Emergency Committee	
94		Oxfam	
95		The Stroke Association	
96		The Royal National Institute for Deaf	
97		Royal Society for Blind Children	
98		Diabetes UK	
99		Crisis	
100		Movember	



How Savanta can help you

24 Supporting charities to adapt for the future

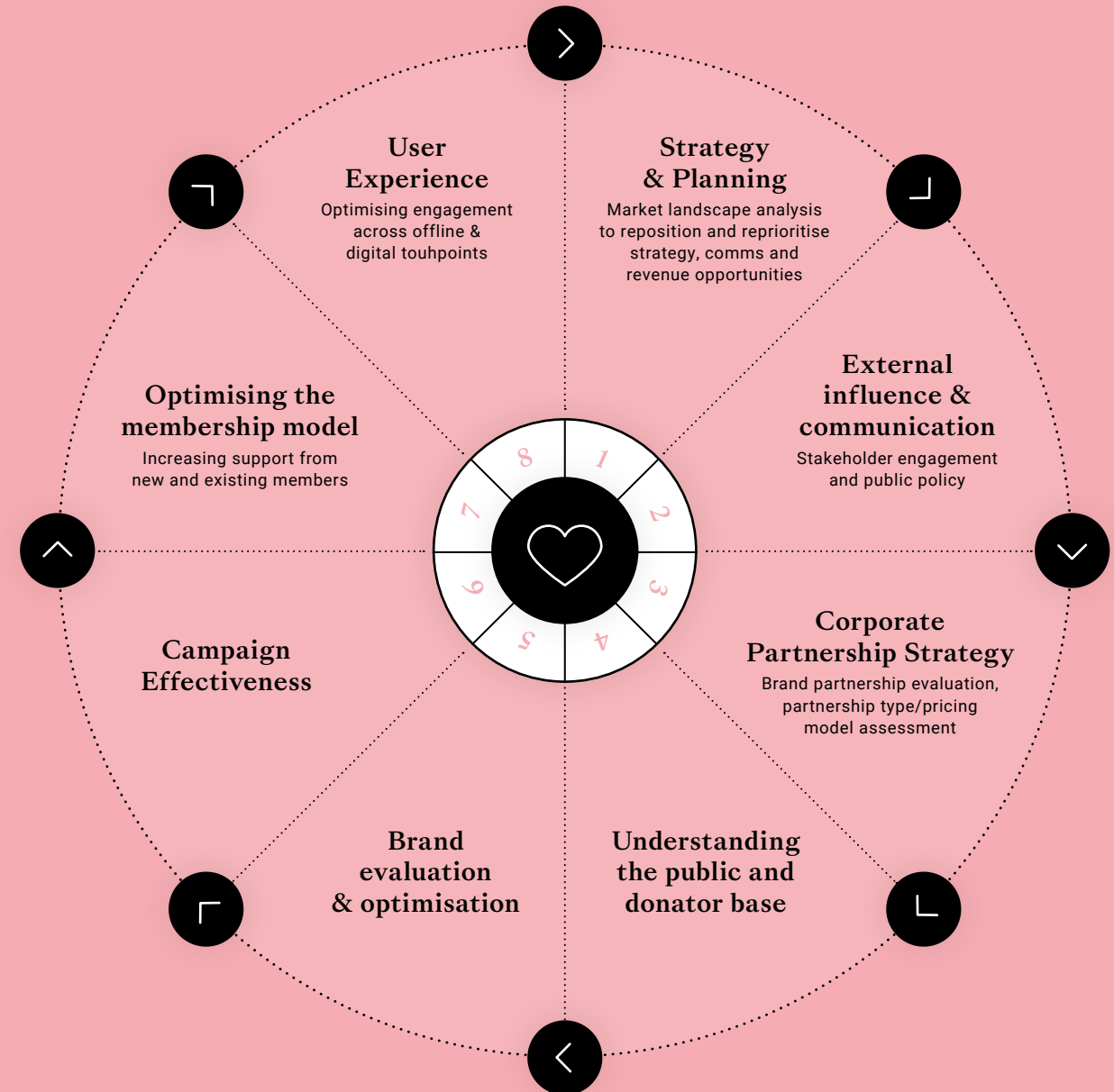
25 How the BrandVue data engine works



Supporting charities to adapt for the future

Helping charities to navigate a changing sector landscape and supporter behaviours

- ✓ Responding to the changed environment through redefined communications and policy positioning
- ✓ Identifying changes to donor behaviours, and how they vary by charity types
- ✓ Understanding changes to supporters' drivers to donate to specific charities and causes
- ✓ Developing wider supporter engagement behaviours and strategies to encourage supporter involvement
- ✓ Defining longer-term strategy while achieving short-term goals



How the BrandVue data engine works

Leveraging the full power of BrandVue for charities



We ask 60,000 people annually



120+ charity brands surveyed



Tracking perceptions daily



Sharing the who and why



Seeing the real-world value



We ask 60,000 people annually

It's important that we can be confident in our results, even when looking at niche groups. That's why we speak to 15 times more people than some Charity Index products offered by other companies. We believe all charities should have access to world-class research no matter how small their audience may be, and BrandVue gives the flexibility to do just this.



120+ charity brands surveyed

No charity operates in isolation, so it's important for us to understand the competitive environment, not just the big brands. We currently track 120 brands and we're always looking for the next charity to add to our list – suggestions welcome.



Tracking perceptions daily

Charities experience fluctuations throughout the year, with seasonal peaks like Christmas, campaigns and external news events. This is why instead of taking readings at one fixed point in time, we run our research continuously, and use averages to get a true reflection of where a charity is at, as well as measuring day by day change.



Sharing the who and why

Many products can tell you which charities the public support, but few can give a read as to why. At Savanta we place a lot of value on the supporter journey – vital to ensuring a customer centric marketing approach and allowing marketers to focus on how to retain and grow supporters.



Seeing real-world value

Creating a strong brand can pay dividends, however it can sometimes be hard for charities to justify the expense. Using our robust data and publicly available records, we have provided a real-world value to charity brands, empowering brand managers and marketers with the information they need to make brand decisions.



Savanta:

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Charities**

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