

# THE CHRONICLE OF PHILANTHROPY

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## Two Health Charities Rank as America's Most-Trusted Nonprofit Brands



Susan G. Komen for the Cure

St. Jude Children's Research Hospital and Susan G. Komen for the Cure are the two most trusted nonprofit brand names in America, according to a new survey by Harris Interactive.

While St. Jude, in Memphis, placed first as the most-trusted nonprofit brands, ahead of No. 2 Komen, the organizations' rankings were reversed in the category of brand equity, or overall brand value.

The survey also found that Komen, a Dallas group that raises money for breast-cancer research, is the charity to which people say they are most likely to donate money.

Harris Interactive, a market research firm, surveyed more than 19,000 U.S. consumers online in January, asking respondents about more than 1,100 brands. The study compiled results on which brands were most trusted by the public, which ranked highest in brand equity (or overall brand value), and asked which nonprofit brands were most likely to garner donations.

### Trust and Giving

Only three organizations that made the top 10 among the most-trusted brands—Doctors Without Borders (No. 5), the Smithsonian Institution (No. 6), and Habitat for Humanity

International (No. 8)—did not also make the list of the 10 charity brands that people said were most likely to earn their gifts.

In descending order, the 10 brands to which respondents said they would be most likely to donate were: Susan G. Komen for the Cure, American Cancer

Society, St. Jude Children's Research Hospital, Goodwill Industries, Salvation Army, Cleveland Clinic, Heifer Project International, Make-a-Wish Foundation, Mayo Clinic, and American Red Cross.

Komen has held the top spot in this category for two straight years.

The poll also found that respondents' overall likelihood of donating to charity has increased this year over previous Harris surveys. That increase "is perhaps due to the desire of Americans to reach out to help those who are suffering as a result of the poor economic conditions," said Justin Greeves, senior vice president of public affairs and policy at Harris Interactive, in a statement.

For full results from Harris Interactive's "2010 EquiTrend" study, contact the company's corporate communications department at (212) 539-9600.

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St. Jude's Children's Research Hospital

### Highest Ranked in Trust

1. St. Jude's Research Hospital
2. Susan G. Komen for the Cure
3. Mayo Clinic
4. Cleveland Clinic
5. Doctors without Borders
6. The Smithsonian
7. Make-a-Wish Foundation
8. Habitat for Humanity International
9. Heifer Project International
10. Salvation Army

### Highest Rated in Brand Equity

1. Susan G. Komen for the Cure
2. St. Jude's Research Hospital
3. American Red Cross
4. Cleveland Clinic
5. American Cancer Society
6. Salvation Army
7. Mayo Clinic
8. The Smithsonian
9. Make-a-Wish Foundation
10. Goodwill Industries

### 10 Non-Profits To Which People Are Most Likely to Donate

1. Susan G. Komen for the Cure
2. American Cancer Society
3. St. Jude's Research Hospital
4. Goodwill Industries
5. Salvation Army
6. Cleveland Clinic
7. Heifer Project International
8. Make-a-Wish Foundation
9. Mayo Clinic
10. American Red Cross

Source: MarketWatch, March 4, 2010