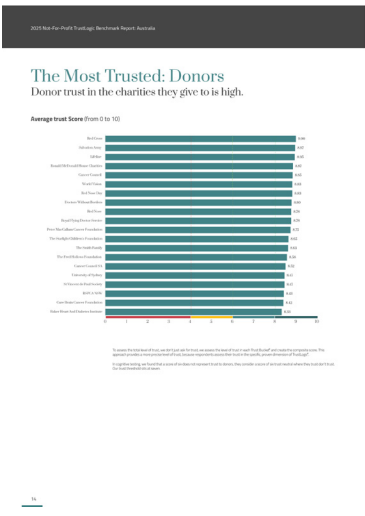


# 2025 Not-For-Profit TrustLogic Benchmark Report: Australia

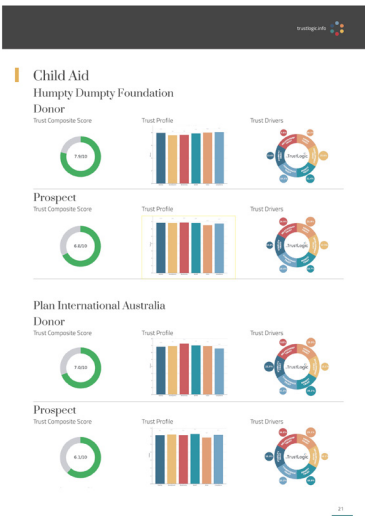


‘Trust is like a gentle giant who can see far into the future and has the means to get us there.’

–Professor Wilhelm Salber during the development of TrustLogic®



The Most Trusted Not-for-Profits



What their trust consists of and what drives it

# Contents

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6	Trust is the critical success factor for Not-for-Profits	16	The Most Trusted: Prospects
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## Methodology

Online survey

Gen pop 18+

N=903

Error margin 3.27%

Confidence level 95%

'!' denotes indicative sample only

Donor: Have donated to the organisation in the last 12 months

Prospect: Aware of the organisation

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# Introduction

We're delighted to present the 2025 TrustLogic® Benchmark Report for over 50 not-for-profit organisations in Australia. Developed in collaboration with Marlin, a leading fundraising agency, this report offers strategic insights for enhancing connections with your supporters. Over the past 20 years, our expertise has spanned more than 40 countries, aiding charities in securing vital funding and effectively engaging their communities, with measurable results.

Our innovative tools, such as TrustAnalyser and Trustifier.AI®, have empowered organisations such as AXA and World Vision boosting advocacy, brand strength, engagement, loyalty, and fundraising outcomes. By delving

into this report, you can uncover tailored strategies that navigate the ever-evolving philanthropic landscape with assurance.

If your organisation is not included among the more than 50 brands featured in this report, we encourage you to contact us to discuss how we can tailor strategies to meet your specific needs. For further details and support, please visit [TrustLogic.info](https://TrustLogic.info).

Stefan Grafe



The 2025 NFP  
TrustLogic®  
Benchmark Report:  
Australia was  
conducted in  
partnership  
with Marlin  
Communications.

“

As a marketing and brand leader I have worked with TrustLogic since 2004 in many of my brand and value proposition developments in global commodities, agriculture and retail, global education and the Not-for-Profit sector. It's a powerful method to understand the audience's trust desires and to deliver better on them.

- Ben Holgate  
Former Head of Brand/Marketing/Fundraising  
Plan International Australia, MS+

**marlin**

For more detailed information including lapsed supporters, NPS, Loyalty, consideration and reputation drivers, please contact:

**Jenni@marlincommunications.com** or **Denice at intouch@TrustLogic.info**





# Trust is the critical success factor for Not-for-Profits

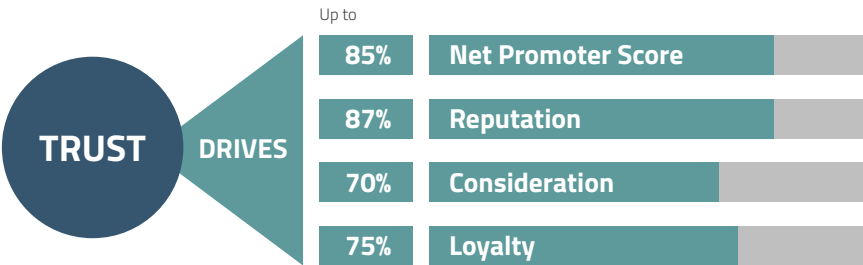
*'The more I trust you, the more I am likely to recommend you, advocate for you, donate (more) to you and be loyal.'*

Whether it's individual giving, major or grant supporters, trust in you is what determines your mission's success more than anything else.

## Trust determines all your KPIs

Most KPIs are result scores or proxies for trust. It's therefore not surprising that trust is responsible

for the vast majority of these scores. Up to 87%. In statistics, that's practically a hundred percent.



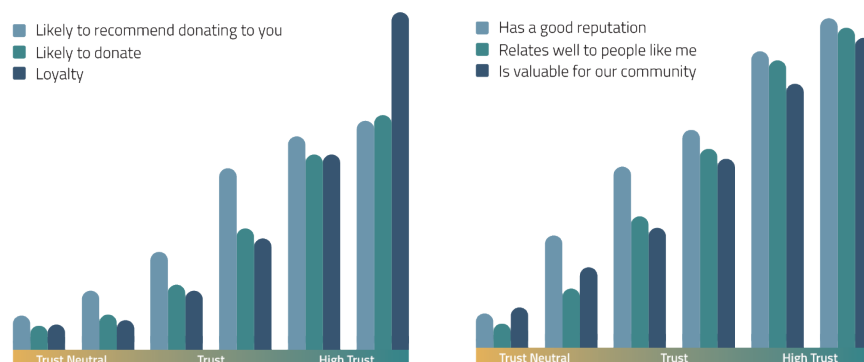
In social sciences values of over 70% are rare and indicate a very sound connection.

# “Trust isn’t binary. Even a small increase or decrease in trust can make a significant impact.”

With every point of increased trust, your supporters’ positive behaviours double. They become twice as likely to recommend you, consider donating to you, and remain loyal to you.

Crucially, loyalty almost doubles again, rising from 9 out of 10 to 10 out of 10. That’s difficult to achieve, but it’s undeniably worth it.

The same pattern applies to your reputation. With greater trust, you are perceived as having a much stronger reputation, relating well to your audience, and being exponentially more valuable to our community



## Let's use TrustLogic®



Trust in an appealing relationship.



Trust in a vision and mission I can relate to.



Trust in a strong and stable foundation.



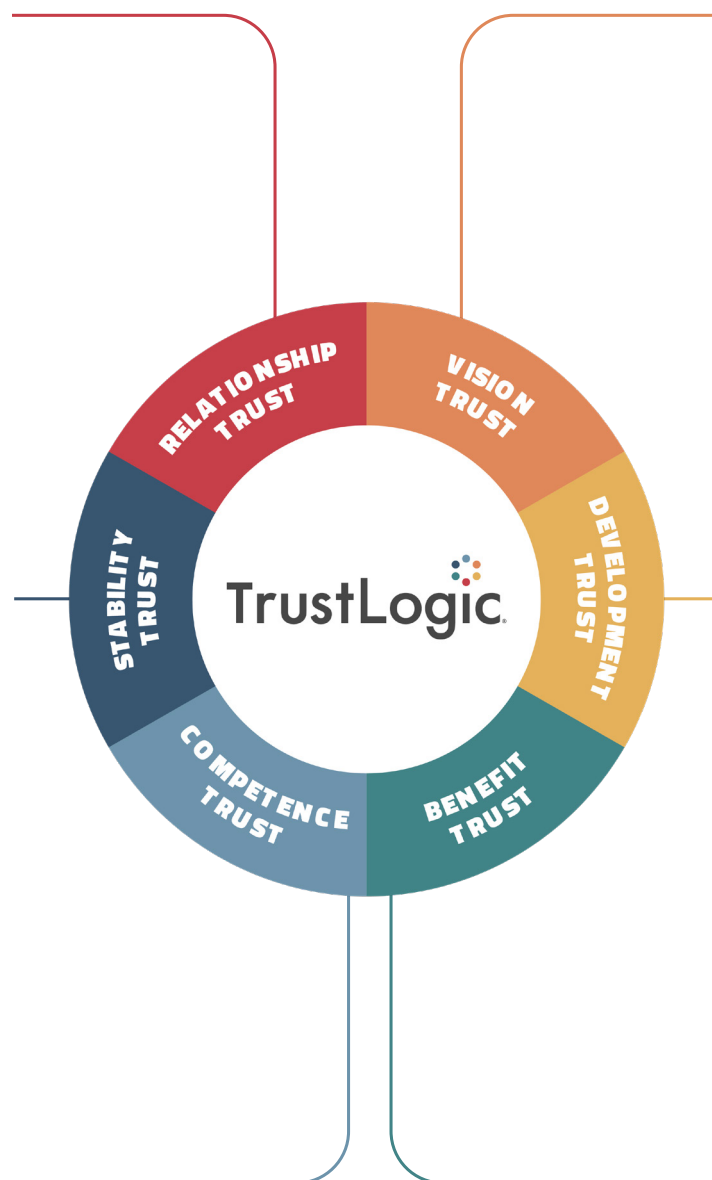
Trust in future success.



Trust in a capable and competent organisation.



Trust in valuable benefits.



# TrustLogic®

## scientifically proven

Trust has evolved into our most essential sense for making the best decisions to prosper—that's why we always choose who we trust most.

But trust doesn't just happen; we can only trust for specific reasons. Naturally, our minds have developed a clear logic to evaluate these reasons—within six distinct categories of trust.



Think of these as the Six Buckets of Trust® you need to fill.

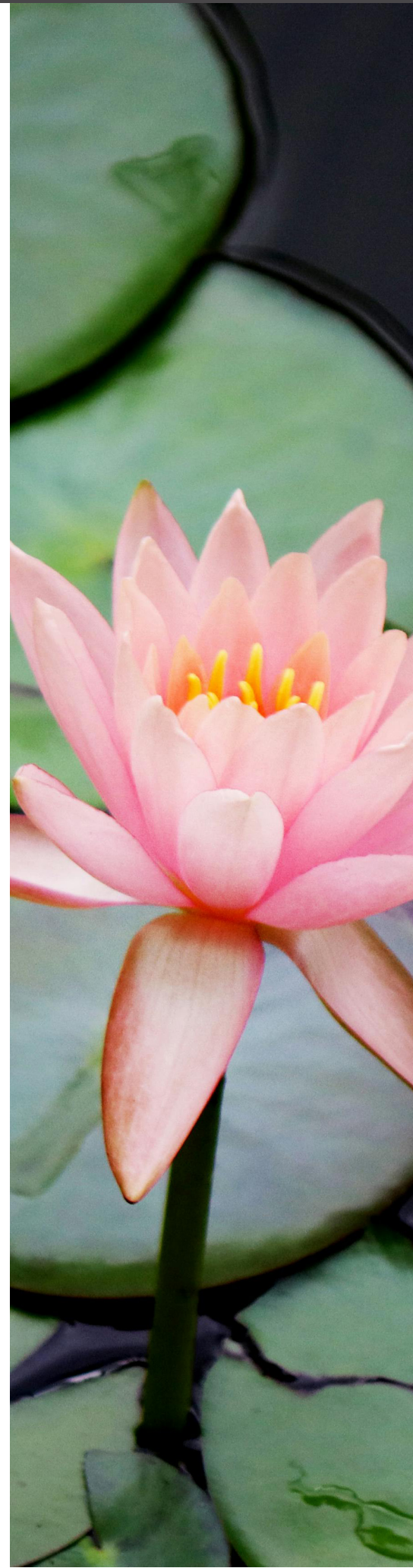


To build and manage trust effectively, we must understand these Trust Buckets®, identify which ones matter most, and determine which of your trust reasons fill them best.

## The million dollar question: 'How do I build and manage trust?'

As Head of Strategy & Insight at one of the largest marketing consultancies in the world, our founder, Stefan Grafe, looked with clients at the trust data, but they couldn't answer this very question. Scientifically or practically. All the conventional literature about trust in academia, marketing, psychology, sociology, and anthropology didn't provide much scientific value or practical guidance. So, when going out on his own, he engaged the late Professor Wilhelm Salber, the father of the most modern psychology, and his psychology mentor, Barbara Grohsgart, to find out. The objective wasn't to develop a tool.

The objective was to understand the psycho:logic of trust. How we experience and form trust in people, brands and organisations. It just so happened that the result, TrustLogic®, was so logical, intuitive and practically effective that it became one of the leading tools to understand trust and build it.



# Proven in practice

## Brand, Experience and Marketing

TrustLogic® is a powerful framework for developing brands, enhancing experiences, and implementing strategies in communications, marketing, and fundraising.

After all, your brand is defined by what it is trusted for – and TrustLogic® identifies the brand values you need to establish a genuine connection with your audience.

Brand experiences are the tangible touchpoints of your brand. They are essential for building and managing trust throughout the customer

journey. TrustLogic® empowers your teams to define these experiences along the journey and create trust-effective interactions.

In marketing, fundraising, and communications, these touchpoints are brought to life through specific, trust-driven messages.

## Insight2Action

One of the first questions clients often ask is whether all six Trust Buckets® are equally important. Psychologically, yes. Situationally, no. I might already trust you highly for Stability or Benefit Trust, while Development Trust—trusting you

to grow and succeed in the future—could be more important to me.

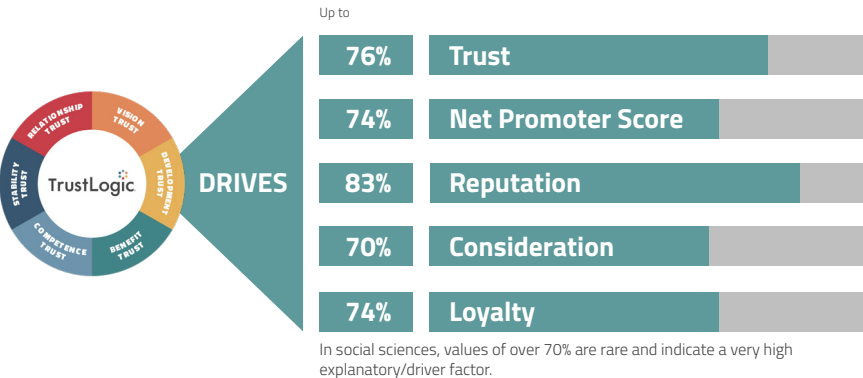
The Trust Driver Analysis reveals what matters most to your supporters. It identifies which Trust Buckets® are most critical and pinpoints the exact TrustBuilders®—the attributes and messages—that are most effective in filling those

Trust Buckets®.

This understanding gives you a clear focus, enables you to align your activities, and equips you to practically build trust in every interaction and across every channel.

## Statistical Validity

Trust is proven to drive the vast majority of your performance indicators. If TrustLogic® provides the correct understanding of trust, it must drive these indicators to a similar degree—and this has been proven. You can, therefore, use TrustLogic® with confidence.



## The correct Trust Equation:

$$\frac{\text{Stability Trust} + \text{Development Trust} + \text{Relationship Trust} + \text{Benefit Trust} + \text{Vision Trust} + \text{Competence Trust}}{6} = \text{Your Trust}$$

## Volkswagen Owner Example

Try the interactive demo!

The analysis reveals:

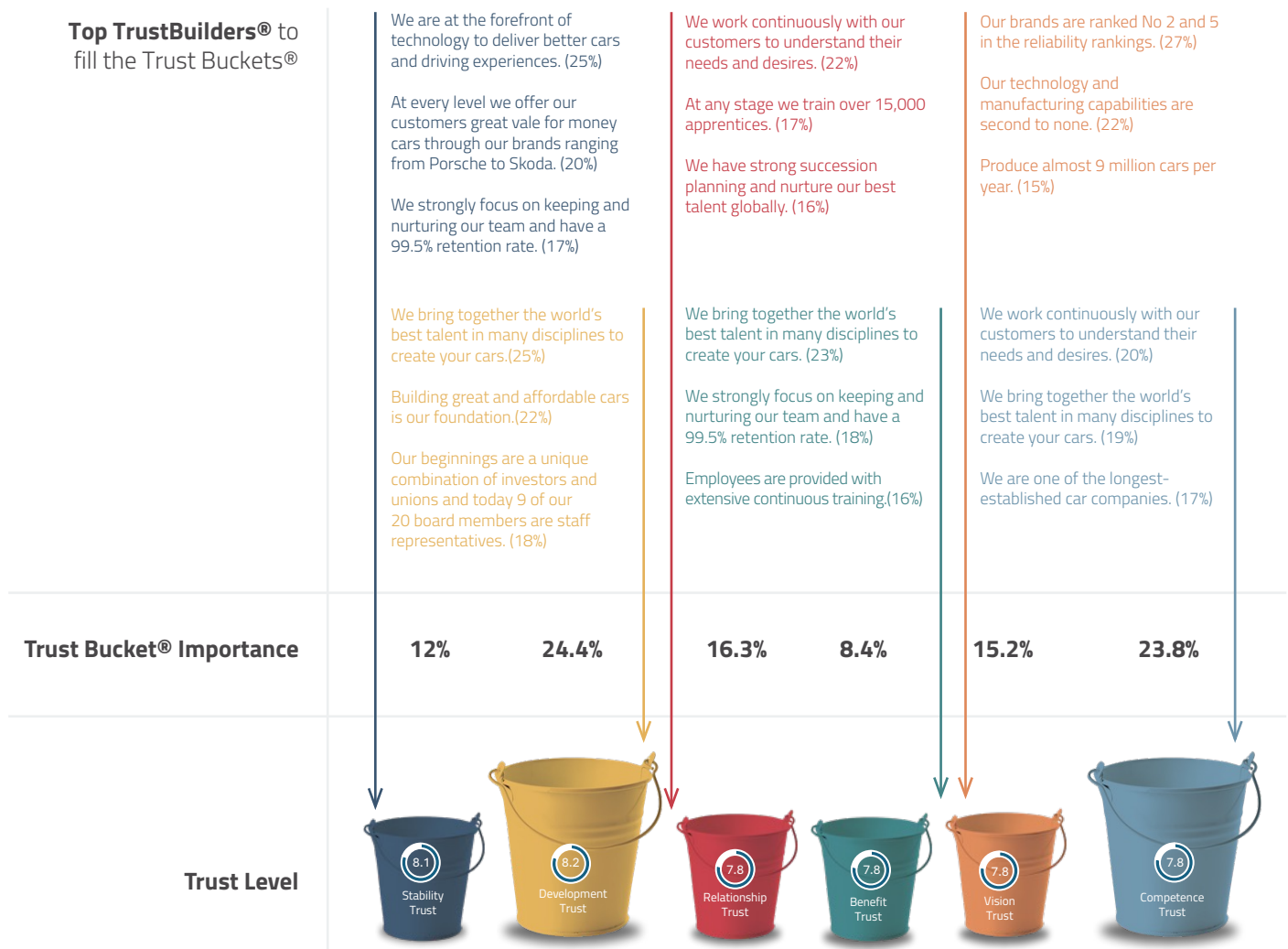
- Which Trust Buckets® are most important.
- Which types of TrustBuilders® are most effective in filling them.

To what extent Volkswagen is already trusted in each Trust Bucket®—enabling progress tracking.

In the same study, we saw that the importance of the Trust Buckets®

varies significantly for prospects. Even when the same Trust Bucket® was prioritised, the TrustBuilders® that resonated were often different—allowing for precise trust building tailored to specific segments and personas.

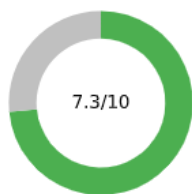
Top TrustBuilders® to fill the Trust Buckets®



# Building Trust is not just theory

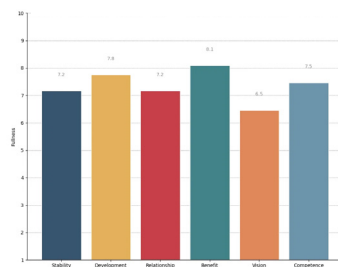
## Precision insight

### Trust Composite Score



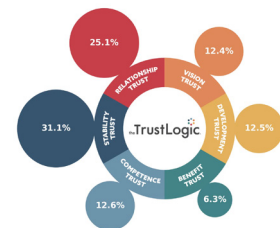
Your average score across The Six Buckets of Trust®

### Trust Profile



Know your trust levels and what your trust consists of.

### Trust Drivers



Know what's most important to your donors and what drives your trust and KPIs.

## Seamlessly from Insight2Action

### Trust Composite Score

This analysis shows you the average score across the Six Buckets of Trust®. Because respondents assess their trust more granular in each Trust Bucket®, the Trust Composite Score is more accurate than just asking for 'Trust'.

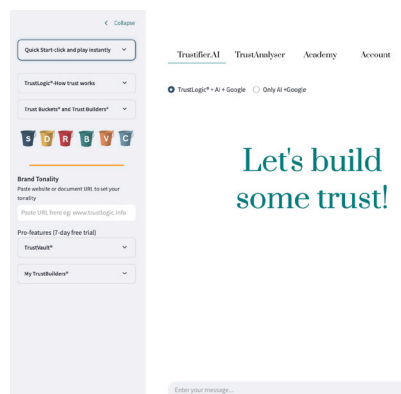


### Trust Profile

This analysis shows how strongly you are trusted in each of the Six Buckets of Trust®. You can also compare this against competitors.

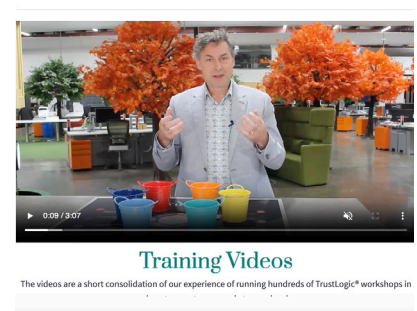


Automated Trust and KPI analysis. Use it internally with your research partners or with the TrustLogic® and Marlin team.



A powerful AI trained to build more trust in every interaction easily. Find your hidden trust equity and activate it, create any high trust content, automatically integrate your Trust and KPI analysis into the AI.

### Download the TrustLogic® Book



### Training Videos

The videos are a short consolidation of our experience of running hundreds of TrustLogic® workshops in

All the tools to empower you and your team to become fluent trust builders.

**Try it for free at Trustifier.AI  
(no CC required)**

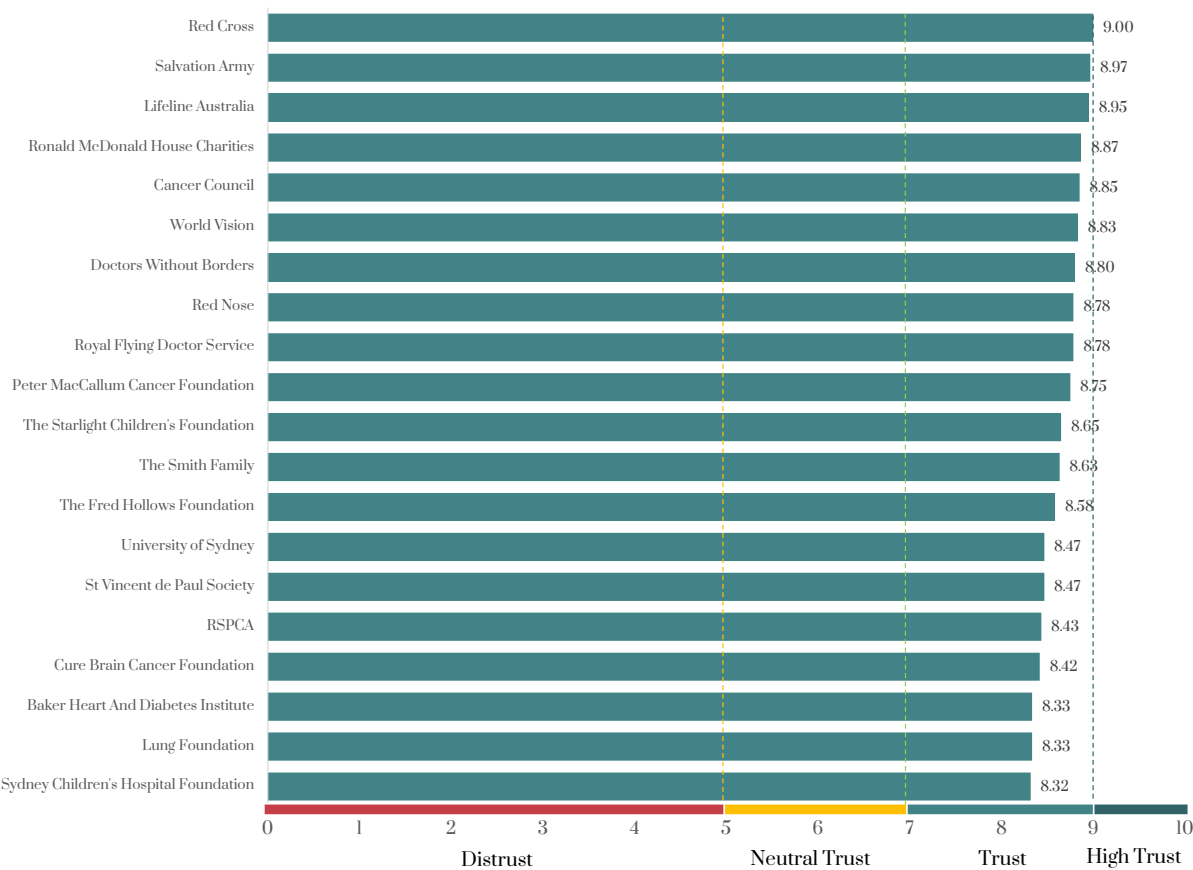
# The Most Trusted



# The Most Trusted: Donors

Donor trust in the charities they give to is high.

Average trust Score (from 0 to 10)









To assess the total level of trust, we don't just ask for trust, we assess the level of trust in each Trust Bucket® and create the composite score. This approach provides a more precise level of trust, because respondents assess their trust in the specific, proven dimension of TrustLogic®.

In cognitive testing, we found that a score of six does not represent trust to donors, they consider a score of six trust neutral where they trust don't trust. Our trust threshold sits at seven.

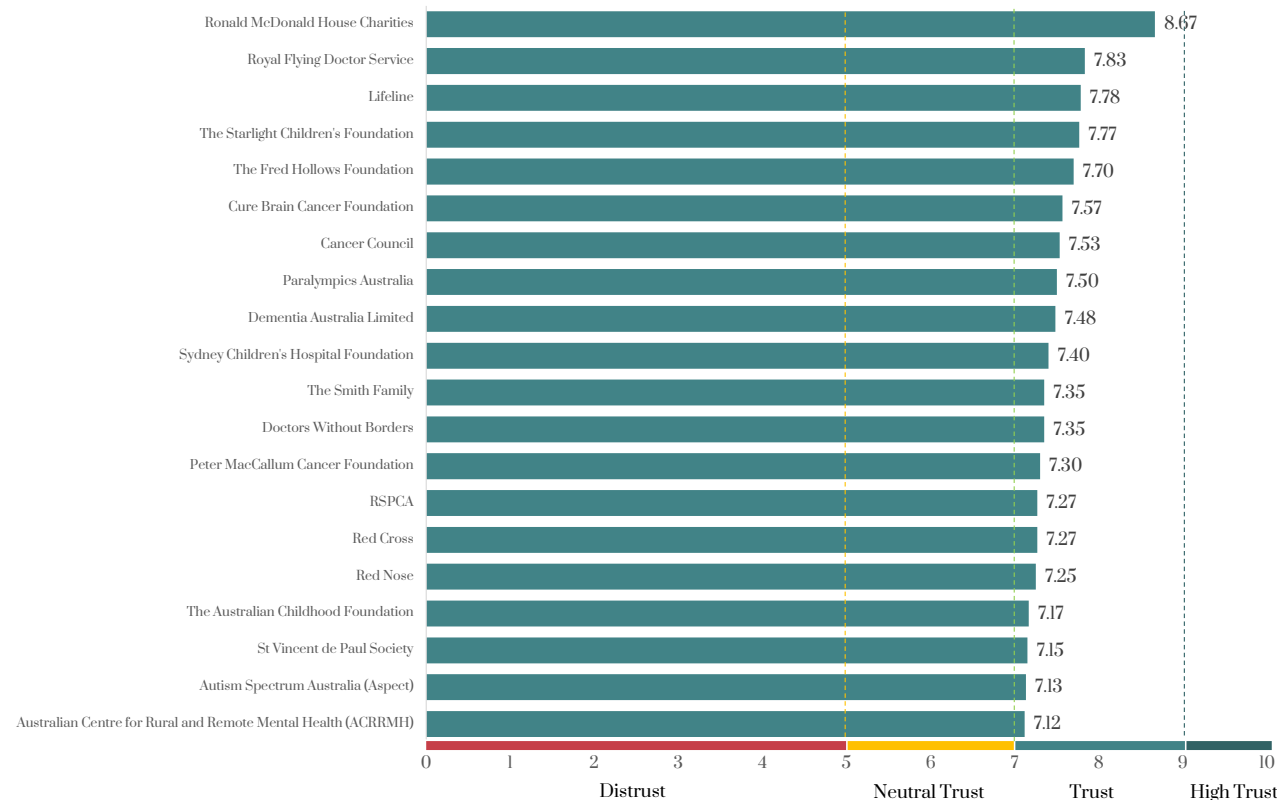
# The Most Trusted - by Trust Bucket®

To manage your trust, you need to know what you are trusted for. For example if your Development Trust isn't high enough, it means donors question if you are well placed to be successful in the future.

Trust Bucket	1	2	3	4	5
	Red Cross <b>SCORE 9.1</b>	Salvation Army <b>SCORE 9.1</b>	Lifeline <b>SCORE 9.1</b>	Ronald McDonald House Charities <b>SCORE 9.0</b>	Cancer Council <b>SCORE 8.9</b>
	Doctors Without Borders <b>SCORE 9.4</b>	Salvation Army <b>SCORE 8.9</b>	Lifeline <b>SCORE 8.9</b>	Peter MacCallum Cancer Foundation <b>SCORE 8.9</b>	Cancer Council <b>SCORE 8.9</b>
	Salvation Army <b>SCORE 9.0</b>	Red Cross <b>SCORE 9.0</b>	Ronald McDonald House Charities <b>SCORE 8.9</b>	Lifeline <b>SCORE 8.9</b>	Cancer Council <b>SCORE 8.8</b>
	Red Cross <b>SCORE 9.2</b>	Salvation Army <b>SCORE 9.0</b>	Lifeline <b>SCORE 9.0</b>	Ronald McDonald House Charities <b>SCORE 8.9</b>	Cancer Council <b>SCORE 8.9</b>
	Lifeline <b>SCORE 9.1</b>	Red Cross <b>SCORE 8.9</b>	Salvation Army <b>SCORE 8.8</b>	Cancer Council <b>SCORE 8.8</b>	World Vision <b>SCORE 8.8</b>
	Red Cross <b>SCORE 9.0</b>	Salvation Army <b>SCORE 9.0</b>	Lifeline <b>SCORE 8.9</b>	World Vision <b>SCORE 8.9</b>	Ronald McDonald House Charities <b>SCORE 8.9</b>

# The Most Trusted: Prospects

Average trust Score (from 0 to 10)



# The Most Trusted - by Trust Bucket®

Trust Bucket	1	2	3	4	5
	Ronald McDonald House Charities <b>SCORE 8.9</b>	Lifeline <b>SCORE 8.0</b>	Royal Flying Doctor Service <b>SCORE 7.9</b>	The Starlight Children's Foundation <b>SCORE 7.9</b>	The Fred Hollows Foundation <b>SCORE 7.9</b>
	Ronald McDonald House Charities <b>SCORE 8.6</b>	Royal Flying Doctor Service <b>SCORE 7.9</b>	The Starlight Children's Foundation <b>SCORE 7.8</b>	Lifeline <b>SCORE 7.7</b>	The Fred Hollows Foundation <b>SCORE 7.7</b>
	Ronald McDonald House Charities <b>SCORE 8.7</b>	The Starlight Children's Foundation <b>SCORE 7.9</b>	Royal Flying Doctor Service <b>SCORE 7.8</b>	Lifeline <b>SCORE 7.8</b>	The Fred Hollows Foundation <b>SCORE 7.7</b>
	Ronald McDonald House Charities <b>SCORE 8.7</b>	Royal Flying Doctor Service <b>SCORE 8.0</b>	The Starlight Children's Foundation <b>SCORE 7.9</b>	Lifeline <b>SCORE 7.9</b>	The Fred Hollows Foundation <b>SCORE 7.8</b>
	Ronald McDonald House Charities <b>SCORE 8.4</b>	Royal Flying Doctor Service <b>SCORE 7.6</b>	Lifeline <b>SCORE 7.6</b>	Cure Brain Cancer Foundation <b>SCORE 7.5</b>	The Starlight Children's Foundation <b>SCORE 7.4</b>
	Ronald McDonald House Charities <b>SCORE 8.7</b>	Royal Flying Doctor Service <b>SCORE 7.8</b>	Lifeline <b>SCORE 7.7</b>	The Starlight Children's Foundation <b>SCORE 7.7</b>	The Fred Hollows Foundation <b>SCORE 7.7</b>

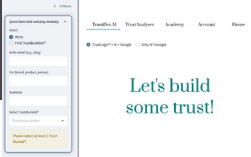


# TrustLogic®

## Driver Analysis By Brand



See what fills your priority Trust Buckets® at [trustifier.ai](https://trustifier.ai)

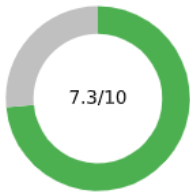


# Animal

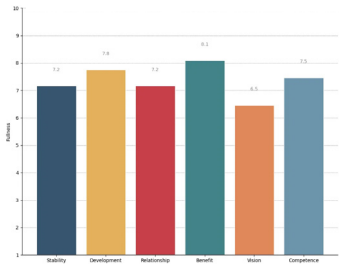
## Royal Society for the Protection of Birds (Birdlife Australia)

### Donor!

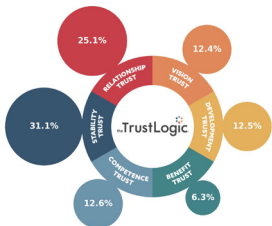
Trust Composite Score



Trust Profile

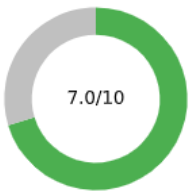


Trust Drivers

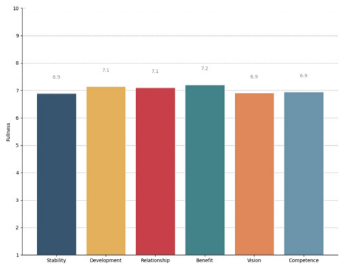


## Prospect

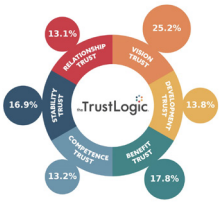
Trust Composite Score



Trust Profile



Trust Drivers



## RSPCA

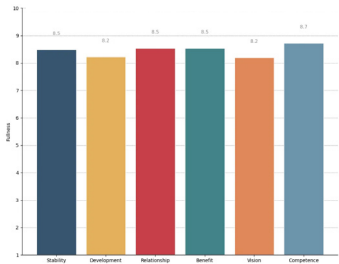
Between Donors and Prospects, the key Trust Drivers show a notable shift. For Donors, over half of their trust is rooted in Stability and Relationship Trust. In contrast, Prospects are more influenced by a blend of Vision, Benefit, and Relationship Trust.

### Donor

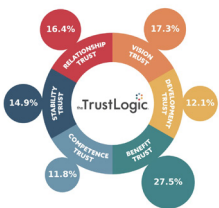
Trust Composite Score



Trust Profile

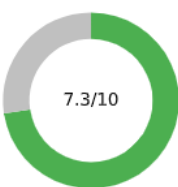


Trust Drivers

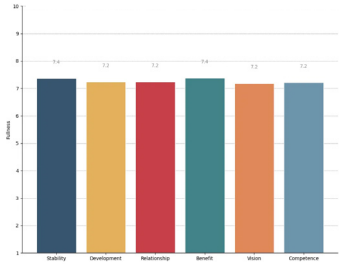


### Prospect

Trust Composite Score



Trust Profile



Trust Drivers



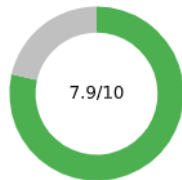
- Stability Trust: Trust in a strong and stable foundation.
  - Development Trust: Trust in future success.
  - Relationship Trust: Trust in an appealing relationship.
  - Benefit Trust: Trust in valuable benefits.
  - Vision Trust: Trust in a vision and mission I can relate to.
  - Competence Trust: Trust in a capable and competent organisation.
- ! Indicative sample only

# Child Aid

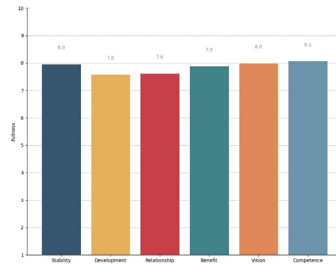
## Humpty Dumpty Foundation

### Donor!

Trust Composite Score



Trust Profile



Trust Drivers

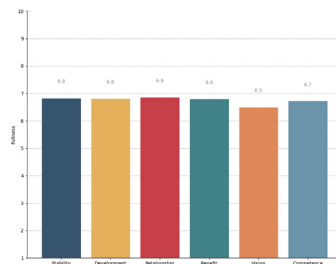


## Prospect

Trust Composite Score



Trust Profile



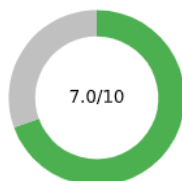
Trust Drivers



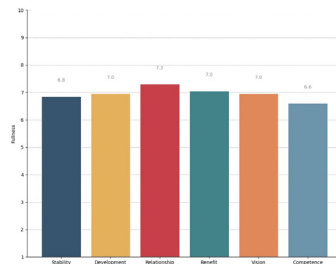
## Plan International

### Donor!

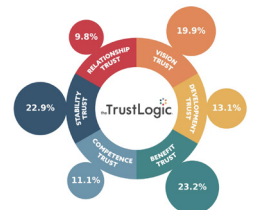
Trust Composite Score



Trust Profile

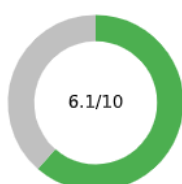


Trust Drivers

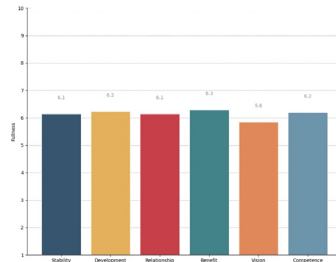


## Prospect

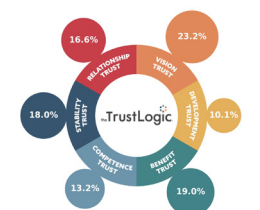
Trust Composite Score



Trust Profile



Trust Drivers

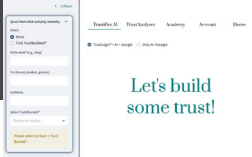


● Stability Trust: Trust in a strong and stable foundation.  
 ● Benefit Trust: Trust in valuable benefits.  
 ! Indicative sample only

● Development Trust: Trust in future success.  
 ● Vision Trust: Trust in a vision and mission I can relate to.

● Relationship Trust: Trust in an appealing relationship.  
 ● Competence Trust: Trust in a capable and competent organisation.

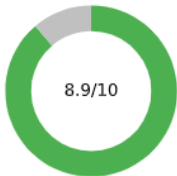
See what fills your priority Trust Buckets® at [trustifier.ai](https://trustifier.ai)



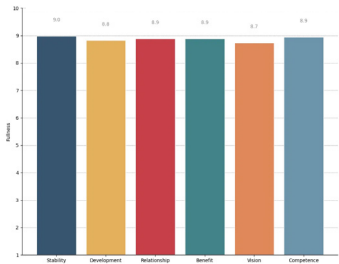
# Ronald McDonald House Charities

## Donor

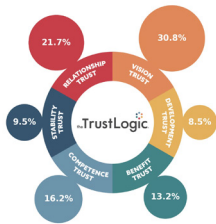
Trust Composite Score



Trust Profile

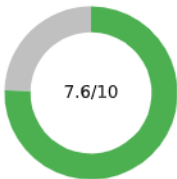


Trust Drivers

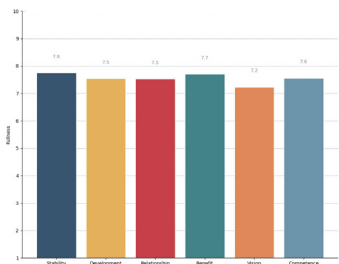


## Prospect

Trust Composite Score



Trust Profile



Trust Drivers

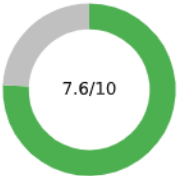


# The Australian Childhood Foundation

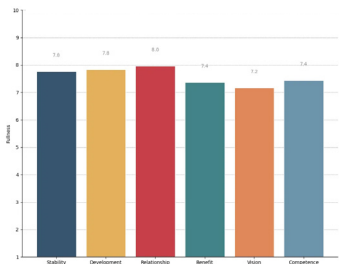
While Stability and Vision Trust are most important to Donors, Competence Trust is most important for Prospects.

## Donor!

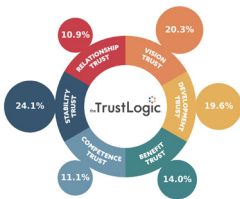
Trust Composite Score



Trust Profile

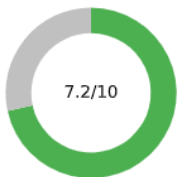


Trust Drivers

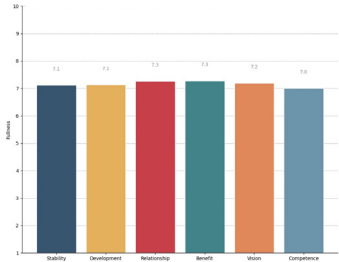


## Prospect

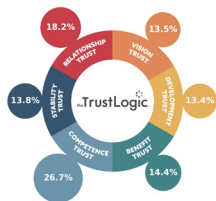
Trust Composite Score



Trust Profile



Trust Drivers

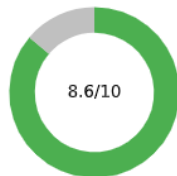


- Stability Trust: Trust in a strong and stable foundation.
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- ! Indicative sample only

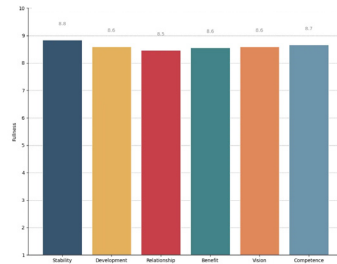
## The Smith Family

### Donor

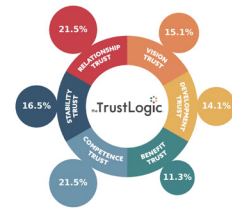
Trust Composite Score



Trust Profile

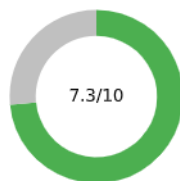


Trust Drivers

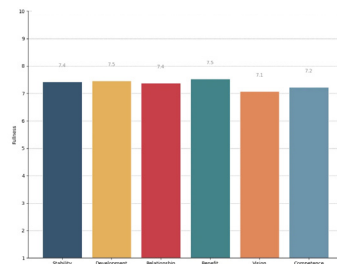


## Prospect

Trust Composite Score



Trust Profile



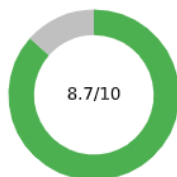
Trust Drivers



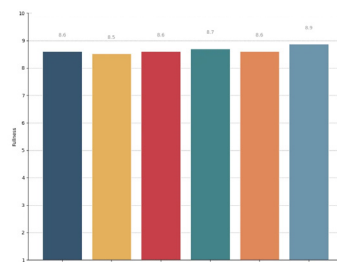
## The Starlight Children's Foundation

### Donor

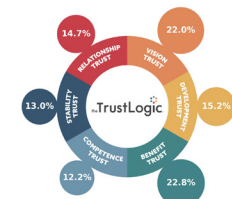
Trust Composite Score



Trust Profile

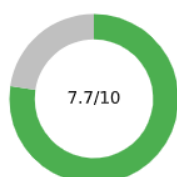


Trust Drivers

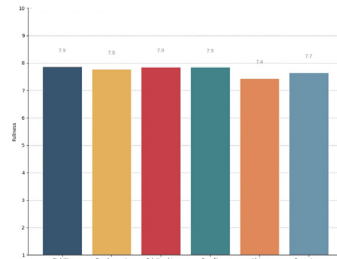


## Prospect

Trust Composite Score



Trust Profile



Trust Drivers

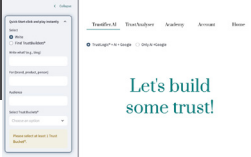


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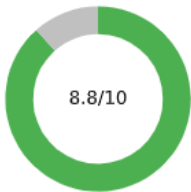
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See what fills your priority Trust Buckets® at [trustifier.ai](https://trustifier.ai)

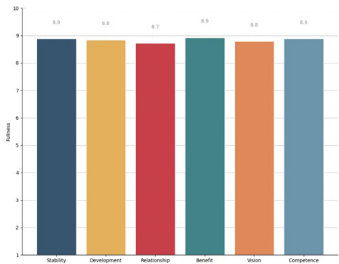


# World Vision Donor

Trust Composite Score



Trust Profile

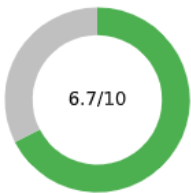


Trust Drivers

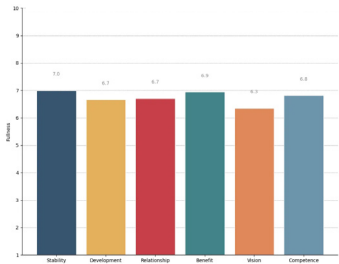


# Prospect

Trust Composite Score



Trust Profile

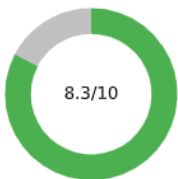


Trust Drivers

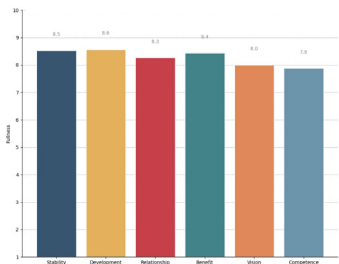


# Environmental Australian Conservation Foundation Donor!

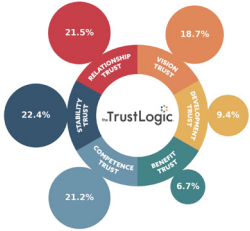
Trust Composite Score



Trust Profile

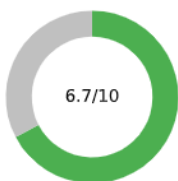


Trust Drivers

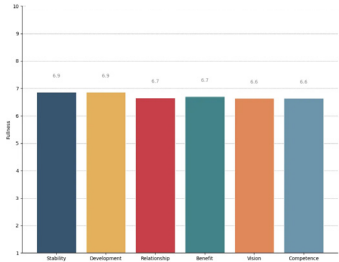


# Prospect

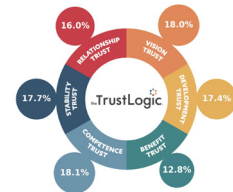
Trust Composite Score



Trust Profile



Trust Drivers



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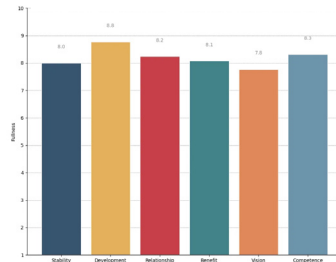
## Australian Marine Conservation Society (AMCS)

### Donor!

Trust Composite Score



Trust Profile



Trust Drivers

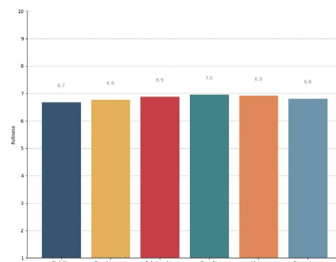
Sample too small to be indicative.

### Prospect

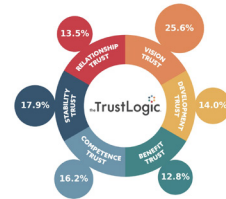
Trust Composite Score



Trust Profile



Trust Drivers



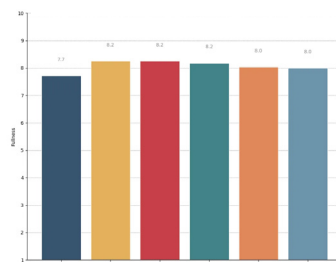
## Bush Heritage

### Donor!

Trust Composite Score



Trust Profile

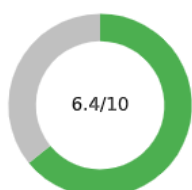


Trust Drivers

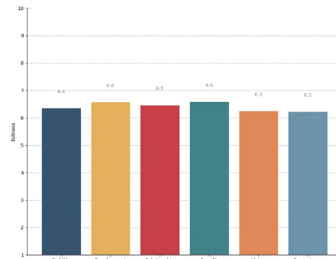


### Prospect

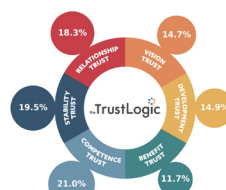
Trust Composite Score



Trust Profile



Trust Drivers

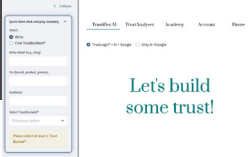


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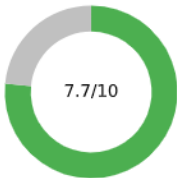
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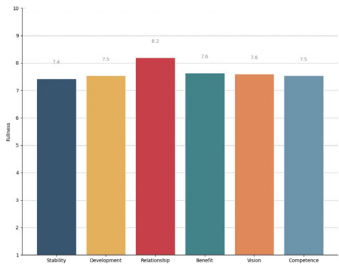
# Great Barrier Reef Foundation

## Donor!

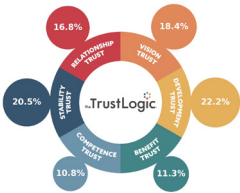
Trust Composite Score



Trust Profile



Trust Drivers

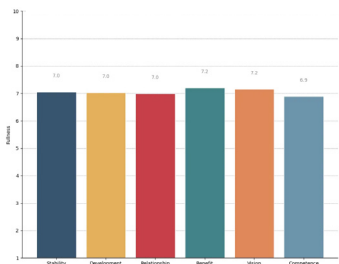


## Prospect

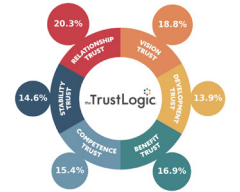
Trust Composite Score



Trust Profile



Trust Drivers



# Greenpeace

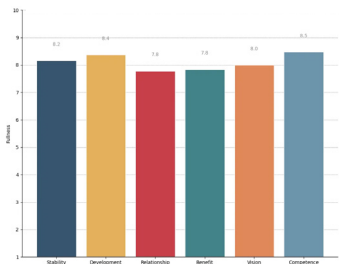
While Stability and Relationship Trust are most important to Donors, Vision Trust is most important for Prospects.

## Donor!

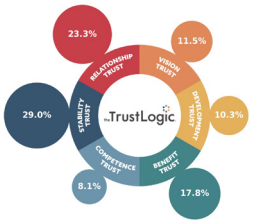
Trust Composite Score



Trust Profile



Trust Drivers

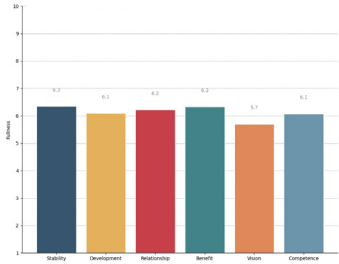


## Prospect

Trust Composite Score



Trust Profile



Trust Drivers



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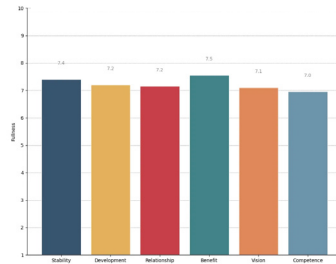
# Rainforest Rescue

## Donor!

Trust Composite Score



Trust Profile

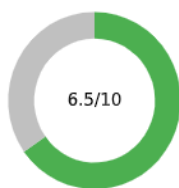


Trust Drivers

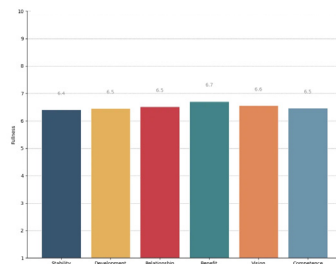


# Prospect

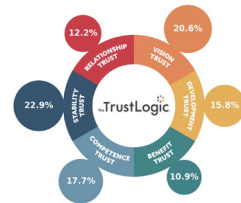
Trust Composite Score



Trust Profile



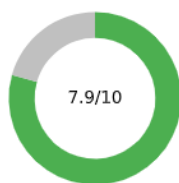
Trust Drivers



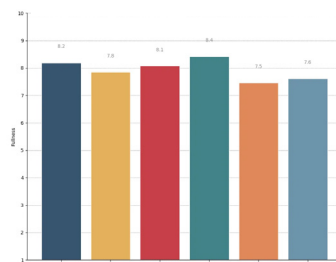
# Sea Shepherd

## Donor!

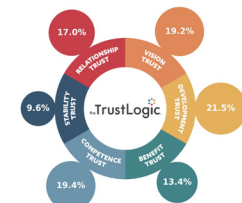
Trust Composite Score



Trust Profile

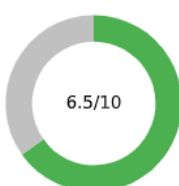


Trust Drivers

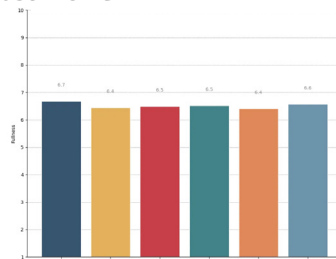


# Prospect

Trust Composite Score



Trust Profile



Trust Drivers

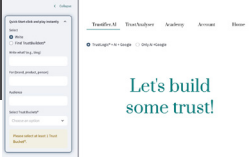


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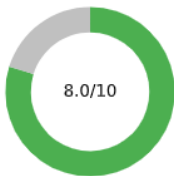
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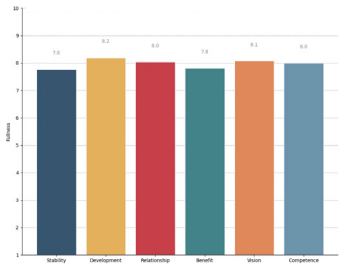
# The Wilderness Society

## Donor!

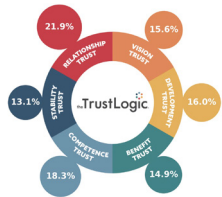
Trust Composite Score



Trust Profile

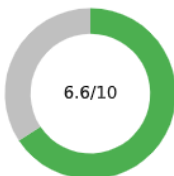


Trust Drivers

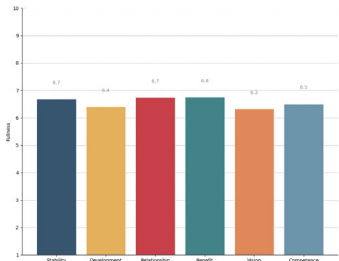


## Prospect

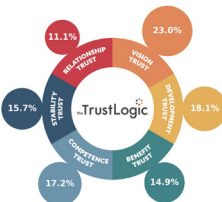
Trust Composite Score



Trust Profile



Trust Drivers



# Health/Medical

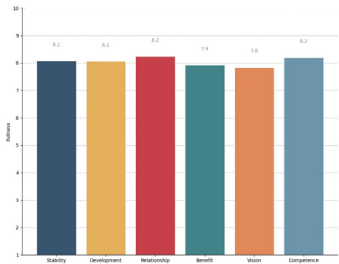
## Autism Spectrum Australia (Aspect)

## Donor

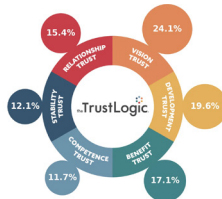
Trust Composite Score



Trust Profile



Trust Drivers

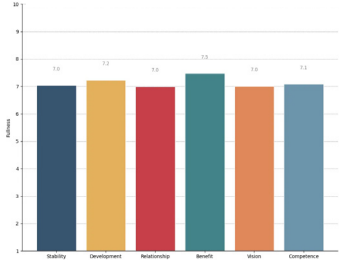


## Prospect

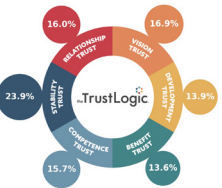
Trust Composite Score



Trust Profile



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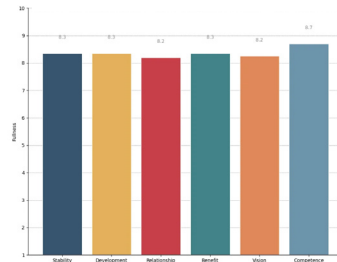
## Baker Heart and Diabetes Institute

### Donor!

Trust Composite Score



Trust Profile

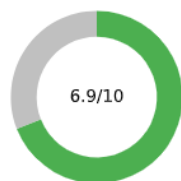


Trust Drivers

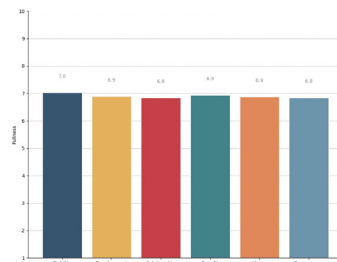
Sample too small to be indicative.

### Prospect

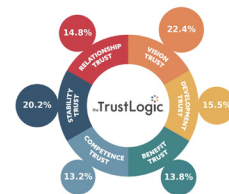
Trust Composite Score



Trust Profile



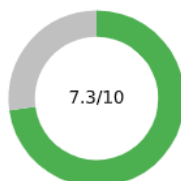
Trust Drivers



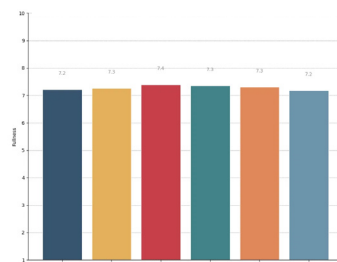
## Burnet Institute

### Donor!

Trust Composite Score



Trust Profile

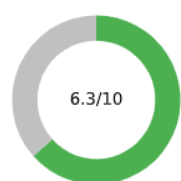


Trust Drivers

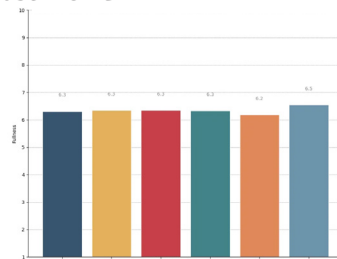
Sample too small to be indicative.

### Prospect

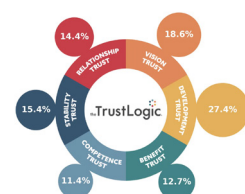
Trust Composite Score



Trust Profile



Trust Drivers

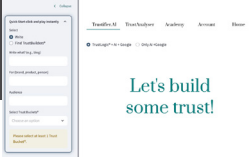


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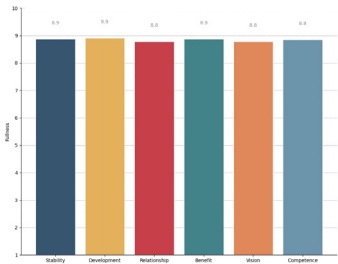


# Cancer Council Donor

Trust Composite Score



Trust Profile

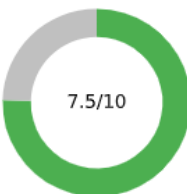


Trust Drivers

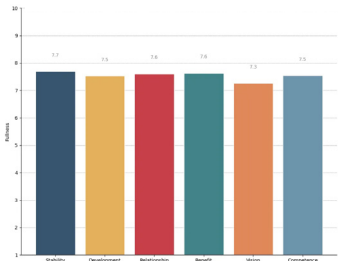


# Prospect

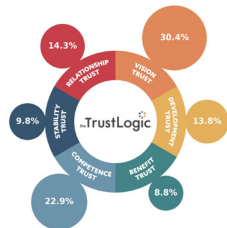
Trust Composite Score



Trust Profile

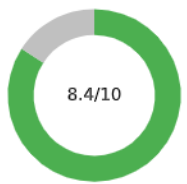


Trust Drivers

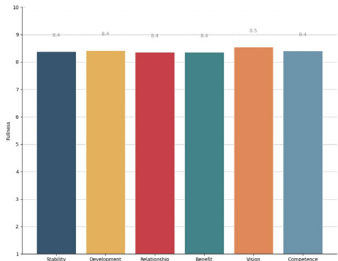


# Cure Brain Cancer Foundation Donor!

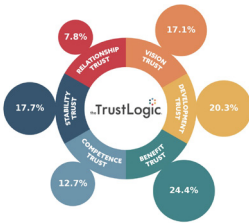
Trust Composite Score



Trust Profile

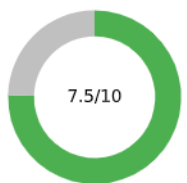


Trust Drivers

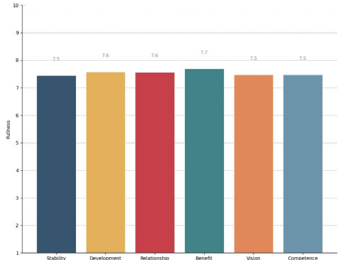


# Prospect

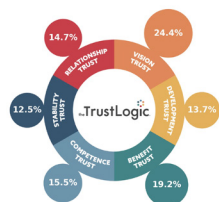
Trust Composite Score



Trust Profile



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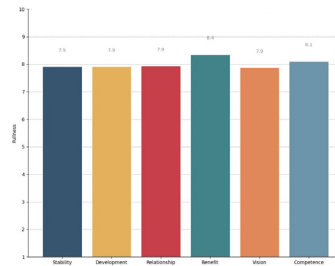
## Dementia Australia Limited

### Donor

Trust Composite Score



Trust Profile

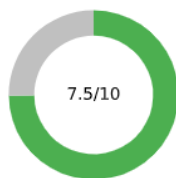


Trust Drivers

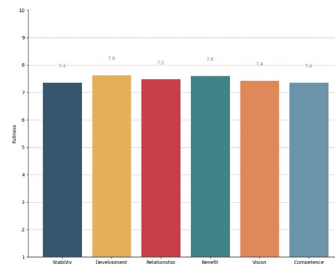
Sample too small to be indicative.

### Prospect

Trust Composite Score



Trust Profile



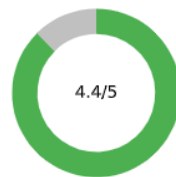
Trust Drivers



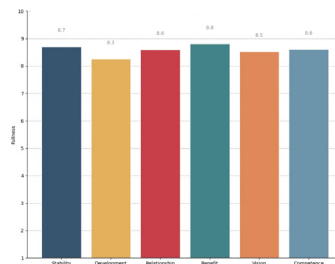
## Fred Hollows Foundation

### Donor

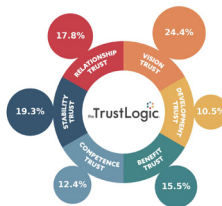
Trust Composite Score



Trust Profile

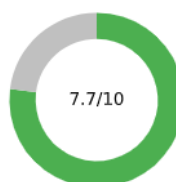


Trust Drivers

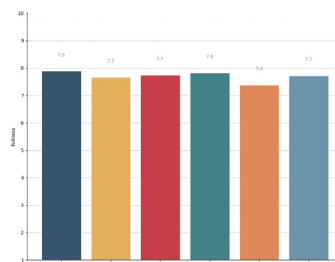


### Prospect

Trust Composite Score



Trust Profile



Trust Drivers

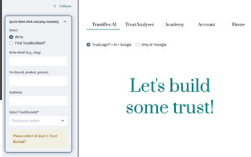


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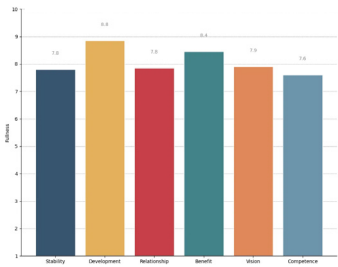
# Hunter Medical Research Institute (HMRI)

## Donor!

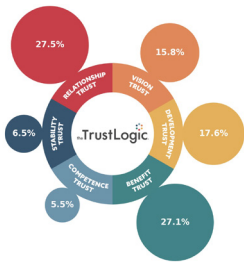
Trust Composite Score



Trust Profile

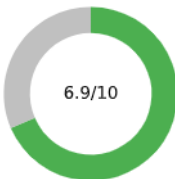


Trust Drivers

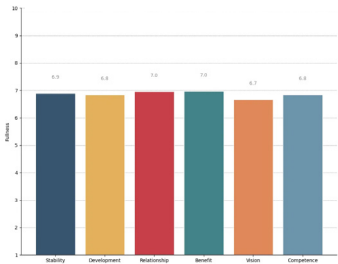


## Prospect

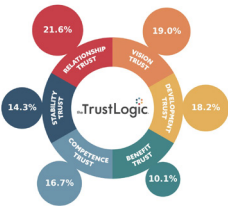
Trust Composite Score



Trust Profile



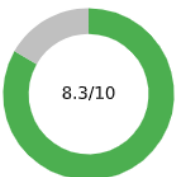
Trust Drivers



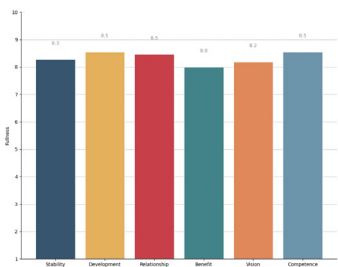
# Lung Foundation

## Donor!

Trust Composite Score



Trust Profile



Trust Drivers

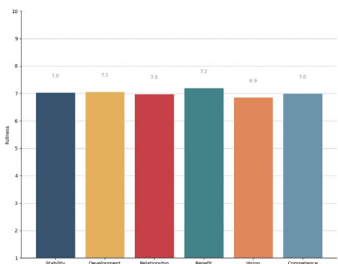
Sample too small to be indicative.

## Prospect

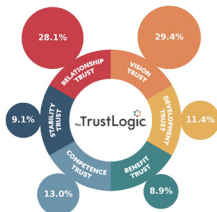
Trust Composite Score



Trust Profile



Trust Drivers



● Stability Trust: Trust in a strong and stable foundation.  
● Benefit Trust: Trust in valuable benefits.  
! Indicative sample only

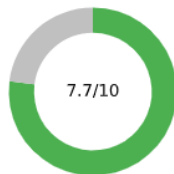
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● Competence Trust: Trust in a capable and competent organisation.

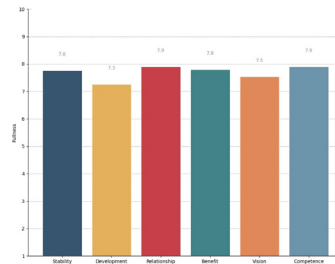
## Macular Disease Foundation

### Donor!

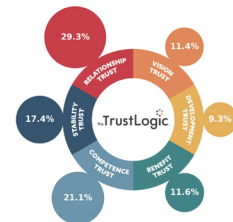
Trust Composite Score



Trust Profile

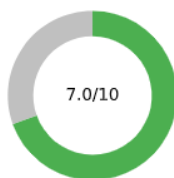


Trust Drivers

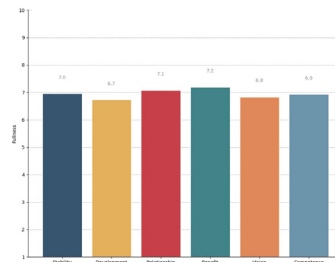


### Prospect

Trust Composite Score



Trust Profile



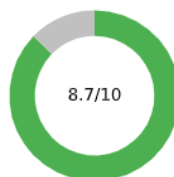
Trust Drivers



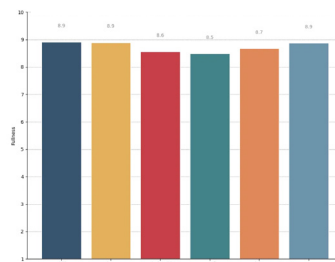
## Peter MacCallum Cancer Foundation

### Donor

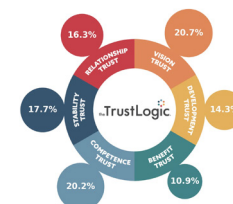
Trust Composite Score



Trust Profile

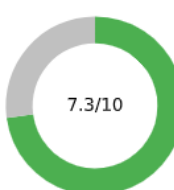


Trust Drivers

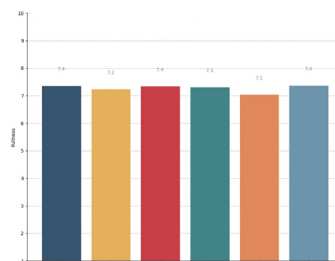


### Prospect

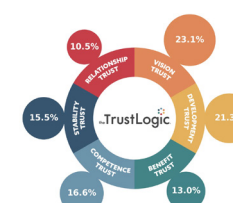
Trust Composite Score



Trust Profile



Trust Drivers

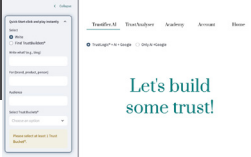


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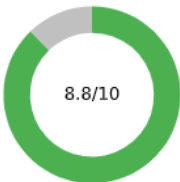


# Royal Flying Doctor Service

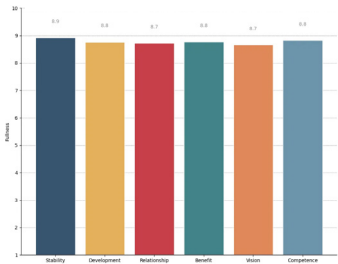
For both Donors and Prospects, Vision and Stability drive trust in the Royal Flying Doctor Service.

## Donor

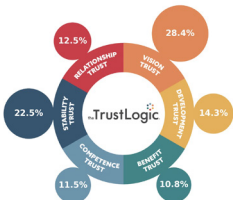
Trust Composite Score



Trust Profile

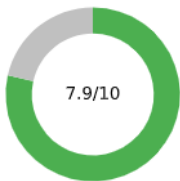


Trust Drivers

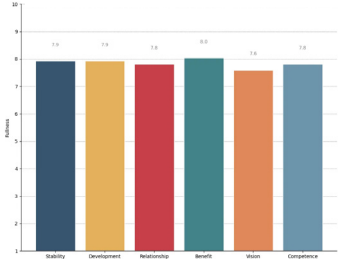


## Prospect

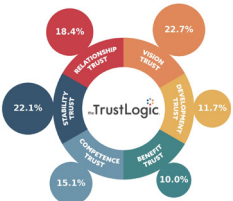
Trust Composite Score



Trust Profile



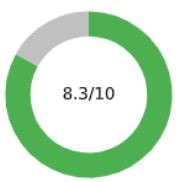
Trust Drivers



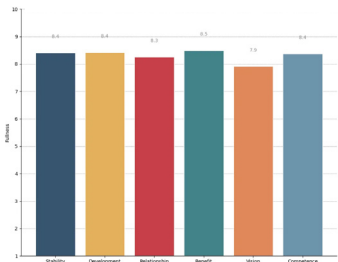
# Sydney Children’s Hospital Foundation

## Donor

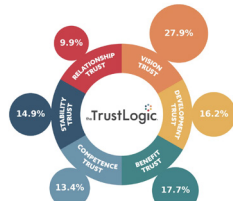
Trust Composite Score



Trust Profile

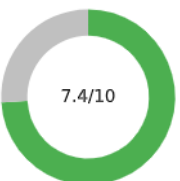


Trust Drivers

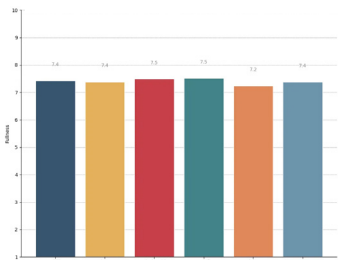


## Prospect

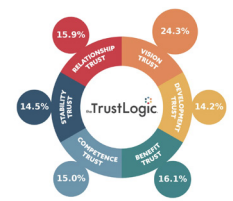
Trust Composite Score



Trust Profile



Trust Drivers



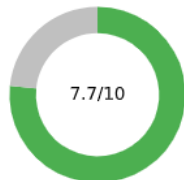
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# Humanitarian

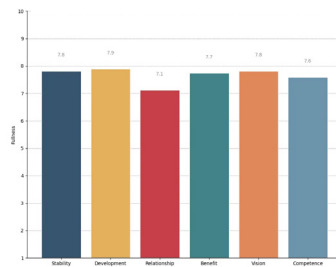
## Aged and Community Services Australia

### Donor!

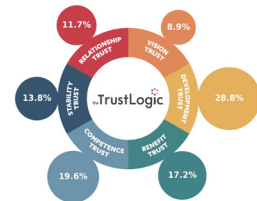
Trust Composite Score



Trust Profile

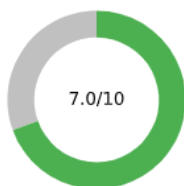


Trust Drivers

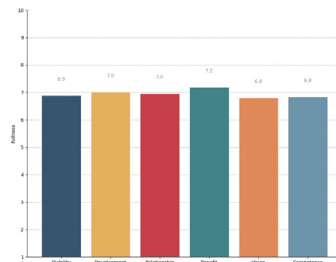


## Prospect

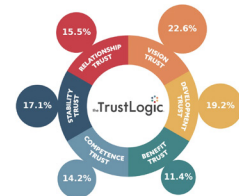
Trust Composite Score



Trust Profile



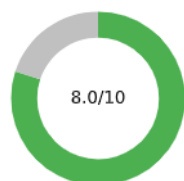
Trust Drivers



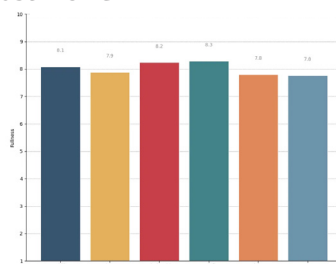
## Amnesty International

### Donor!

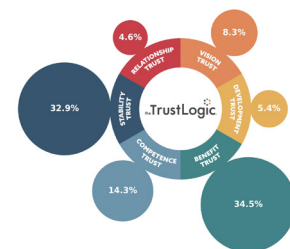
Trust Composite Score



Trust Profile

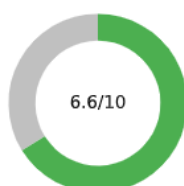


Trust Drivers

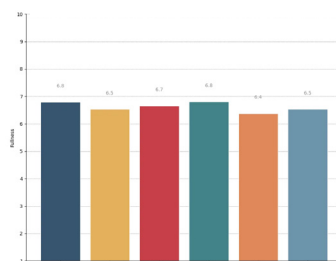


## Prospect

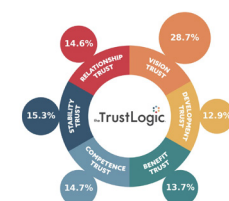
Trust Composite Score



Trust Profile



Trust Drivers

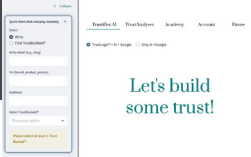


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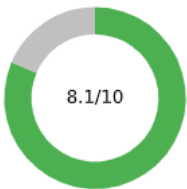
See what fills your priority Trust Buckets® at [trustifier.ai](https://trustifier.ai)



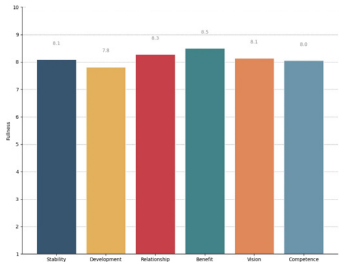
# Australian Centre for Rural and Remote Mental Health (ACRRMH)

## Donor!

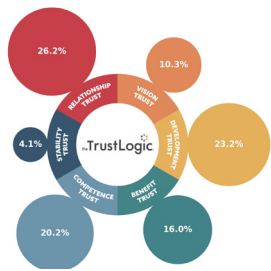
Trust Composite Score



Trust Profile

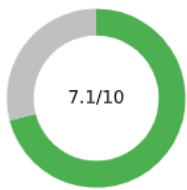


Trust Drivers

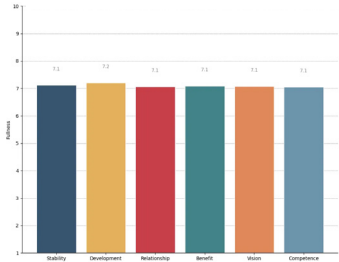


## Prospect

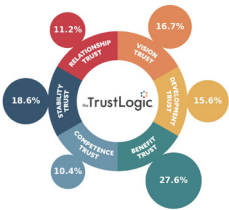
Trust Composite Score



Trust Profile



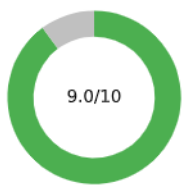
Trust Drivers



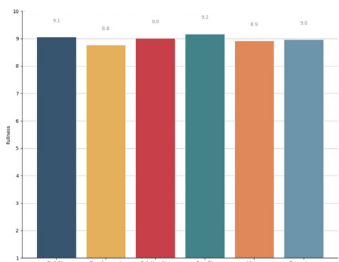
## Red Cross

### Donor

Trust Composite Score



Trust Profile

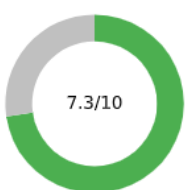


Trust Drivers

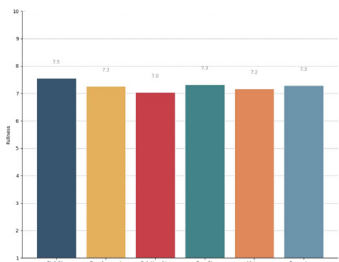


### Prospect

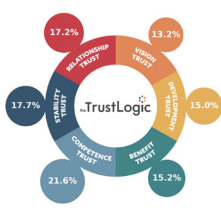
Trust Composite Score



Trust Profile



Trust Drivers



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! Indicative sample only

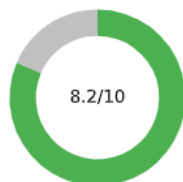
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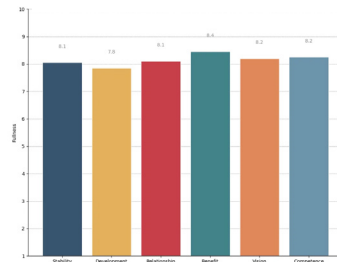
## Bills Crews Foundation

### Donor!

Trust Composite Score



Trust Profile

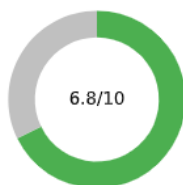


Trust Drivers

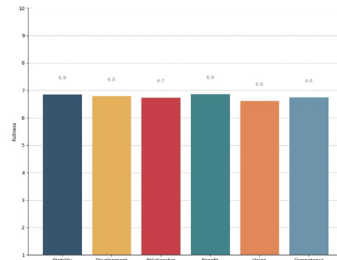
Sample too small to be indicative.

### Prospect

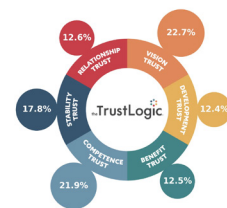
Trust Composite Score



Trust Profile



Trust Drivers



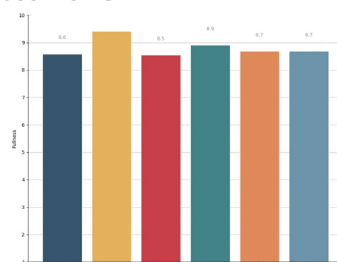
## Doctors Without Borders

### Donor!

Trust Composite Score



Trust Profile

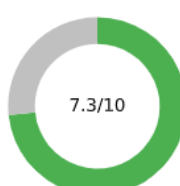


Trust Drivers

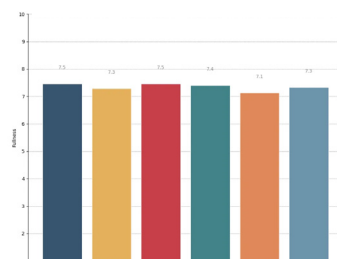
Sample too small to be indicative.

### Prospect

Trust Composite Score



Trust Profile



Trust Drivers

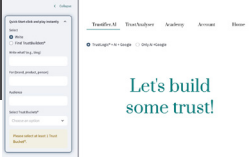


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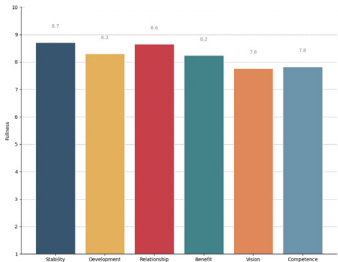


# Expression Donor!

Trust Composite Score



Trust Profile

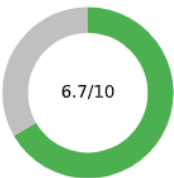


Trust Drivers

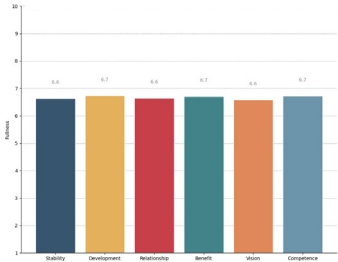
Sample too small to be indicative.

# Prospect

Trust Composite Score



Trust Profile

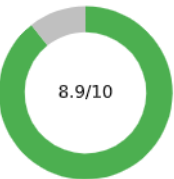


Trust Drivers

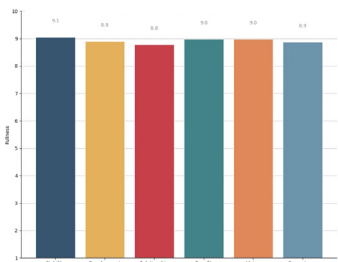


# Lifeline Donor

Trust Composite Score



Trust Profile

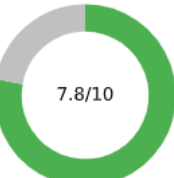


Trust Drivers

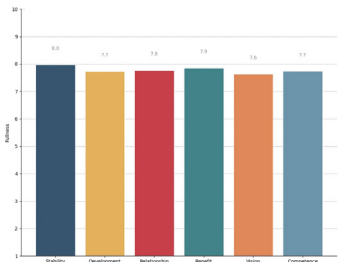


# Prospect

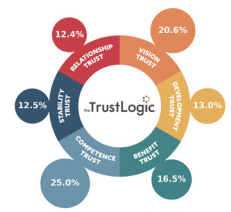
Trust Composite Score



Trust Profile



Trust Drivers



● Stability Trust: Trust in a strong and stable foundation.  
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! Indicative sample only

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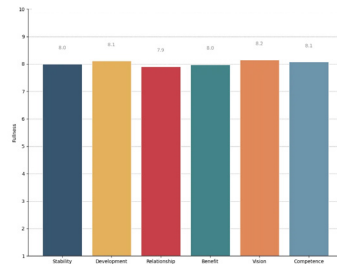
## Mission Australia

### Donor

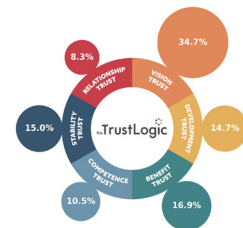
Trust Composite Score



Trust Profile

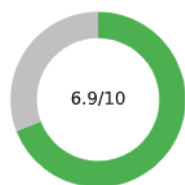


Trust Drivers

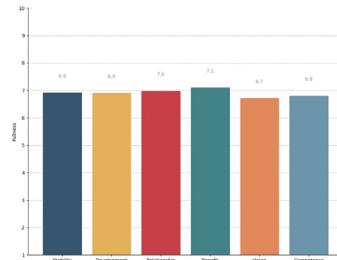


## Prospect

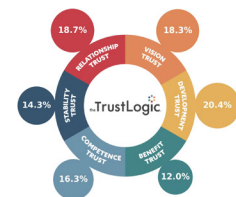
Trust Composite Score



Trust Profile



Trust Drivers



## Oxfam

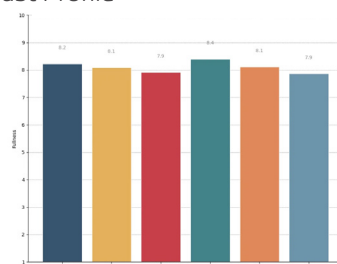
For Donors, more than half of their trust is driven by Benefit and Development trust, while for prospects it is driven by Relationship, Vision and Development trust.

### Donor!

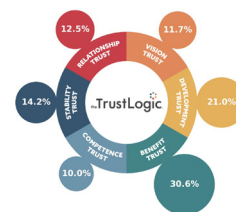
Trust Composite Score



Trust Profile

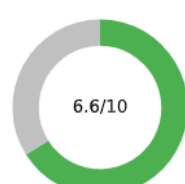


Trust Drivers

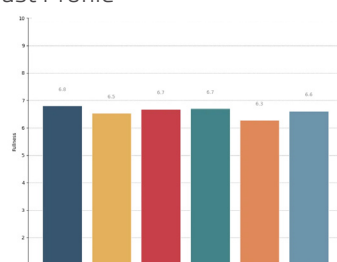


## Prospect

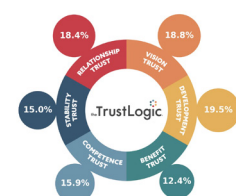
Trust Composite Score



Trust Profile



Trust Drivers

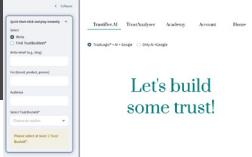


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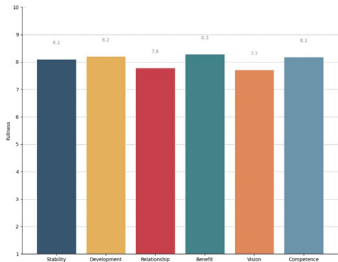
# Paralympics Australia

## Donor!

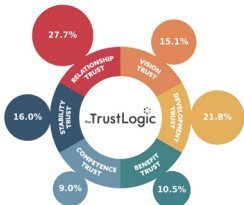
Trust Composite Score



Trust Profile

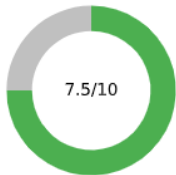


Trust Drivers

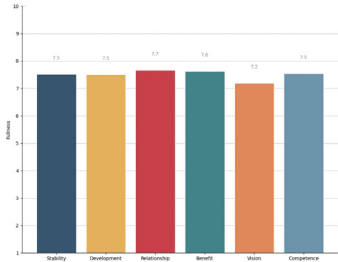


# Prospect

Trust Composite Score



Trust Profile



Trust Drivers



# Red Nose

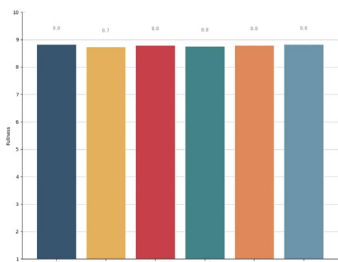
With donors the focus is Relationship Trust. With Prospects, Vision and Benefit Trust.

## Donor

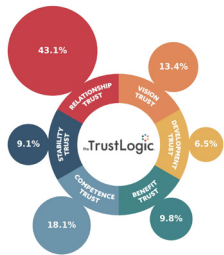
Trust Composite Score



Trust Profile

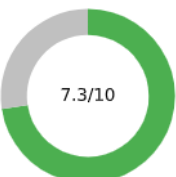


Trust Drivers

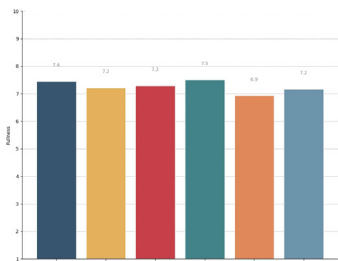


## Prospect

Trust Composite Score



Trust Profile



Trust Drivers

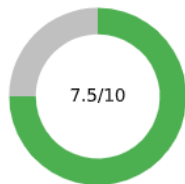


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- ! Indicative sample only

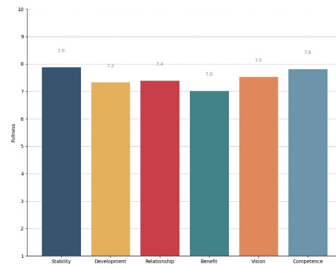
## Refugee Council of Australia (RCOA)

### Donor!

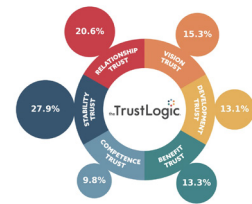
Trust Composite Score



Trust Profile

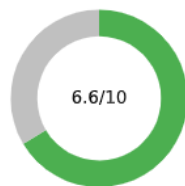


Trust Drivers

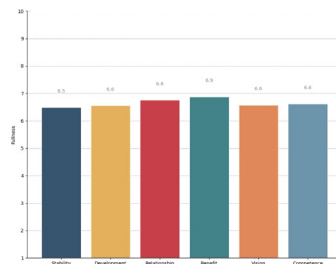


## Prospect

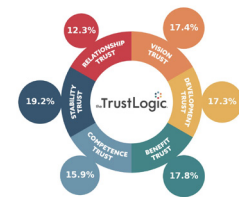
Trust Composite Score



Trust Profile



Trust Drivers

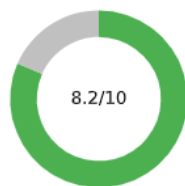


## Royal Far West

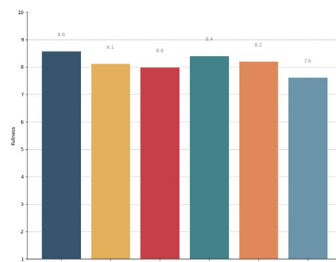
Development Trust is most important for donor trust.

### Donor!

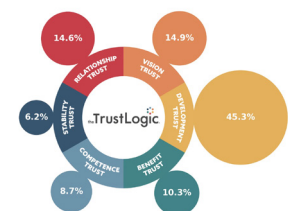
Trust Composite Score



Trust Profile

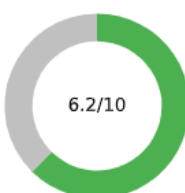


Trust Drivers

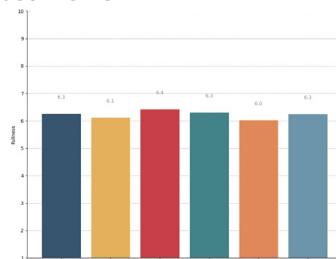


## Prospect

Trust Composite Score



Trust Profile



Trust Drivers

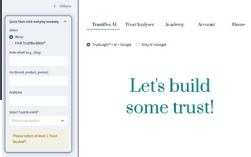


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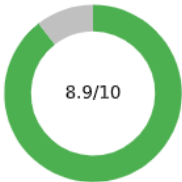
See what fills your priority Trust Buckets® at [trustifier.ai](https://trustifier.ai)



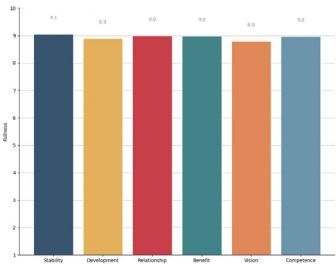
# Salvation Army

## Donor

Trust Composite Score



Trust Profile

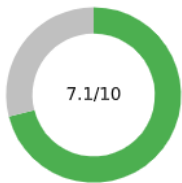


Trust Drivers

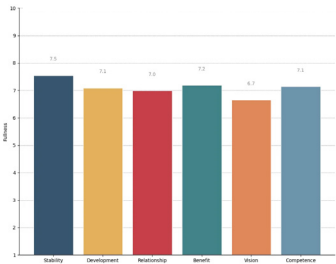


# Prospect

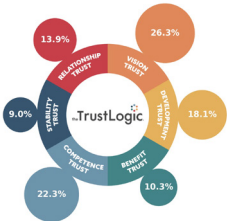
Trust Composite Score



Trust Profile



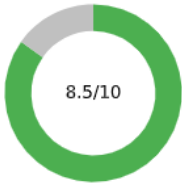
Trust Drivers



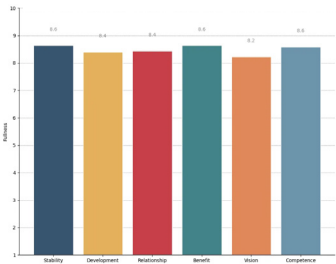
# St. Vincent de Paul Society

## Donor

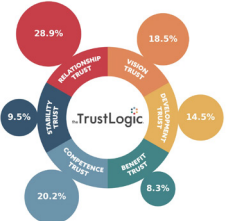
Trust Composite Score



Trust Profile



Trust Drivers

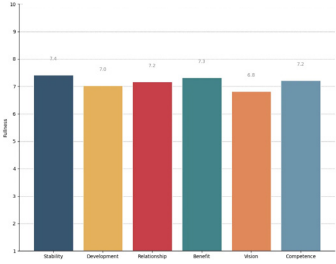


# Prospect

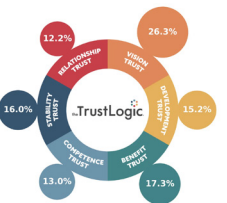
Trust Composite Score



Trust Profile



Trust Drivers



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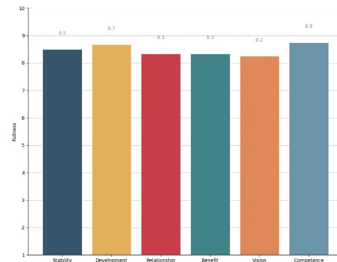
## University of Sydney

### Donor!

Trust Composite Score



Trust Profile



Trust Drivers

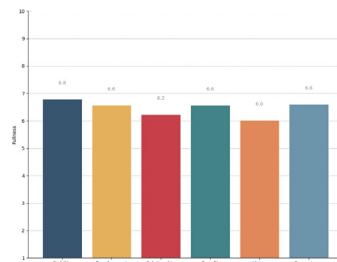
Sample too small to be indicative.

## Prospect

Trust Composite Score



Trust Profile



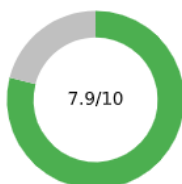
Trust Drivers



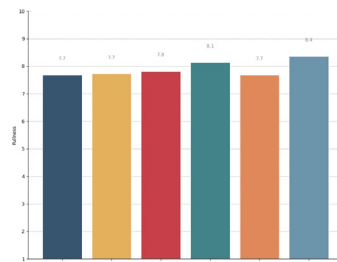
## UNSW

### Donor!

Trust Composite Score



Trust Profile

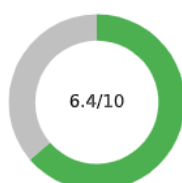


Trust Drivers

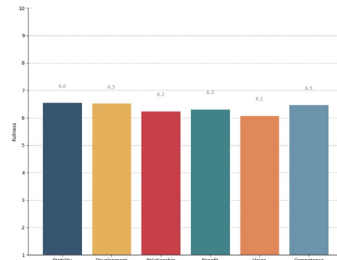
Sample too small to be indicative.

## Prospect

Trust Composite Score



Trust Profile



Trust Drivers

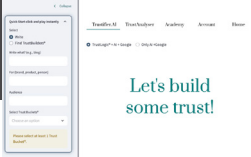


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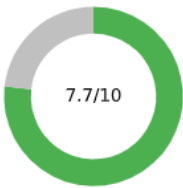
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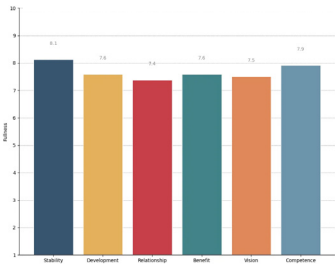


# Wesley Mission Donor!

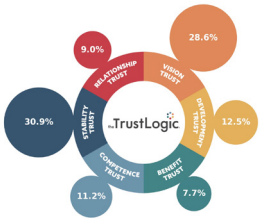
Trust Composite Score



Trust Profile

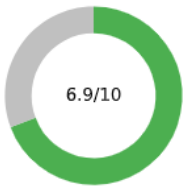


Trust Drivers

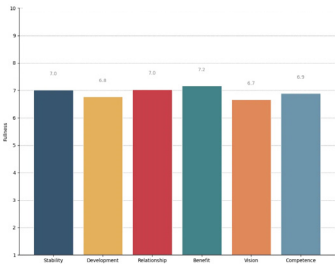


# Prospect

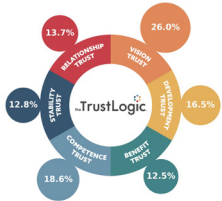
Trust Composite Score



Trust Profile



Trust Drivers



# Social and Political

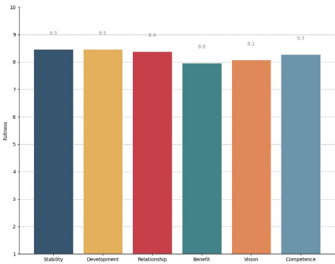
## The International Women’s Development Agency ( IWDA )

# Donor!

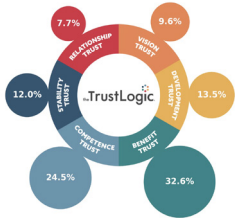
Trust Composite Score



Trust Profile

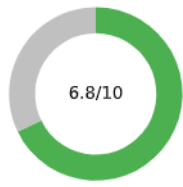


Trust Drivers

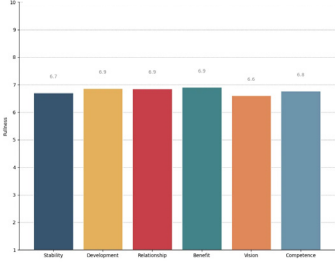


# Prospect

Trust Composite Score



Trust Profile



Trust Drivers

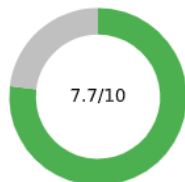


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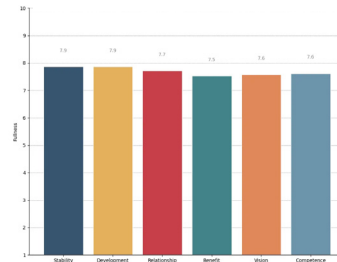
## Creative Australia

### Donor!

Trust Composite Score



Trust Profile



Trust Drivers

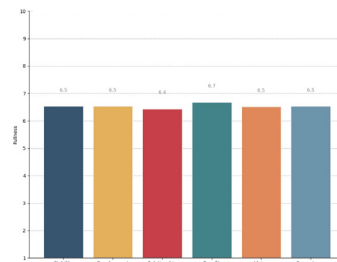
Sample too small to be indicative.

## Prospect

Trust Composite Score



Trust Profile



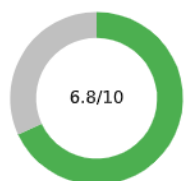
Trust Drivers



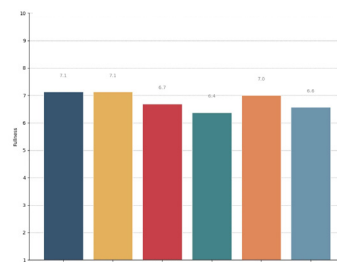
## Public Interest Advocacy Centre

### Donor!

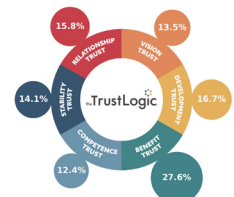
Trust Composite Score



Trust Profile

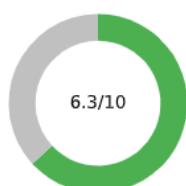


Trust Drivers

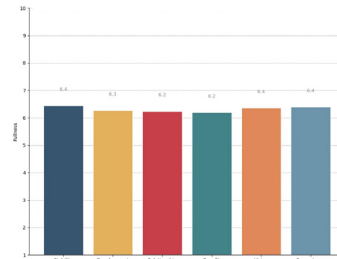


## Prospect

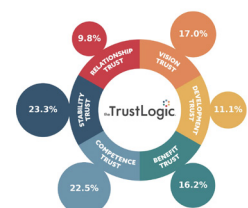
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For more detailed information including lapsed supporters, NPS, Loyalty, consideration and reputation drivers, please contact:

**Jenni@marlincommunications.com** or **Denice at intouch@TrustLogic.info**





**TrustLogic**

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[intouch@trustlogic.info](mailto:intouch@trustlogic.info)

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more about TrustLogic.

