

# Trust and Localisation

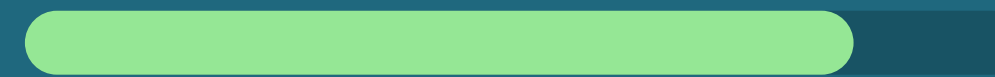
The Link between Local Charities and the Businesses that support them



86%

have a lot of trust in **small local charities**

86% trust local charities a lot



66% trust national charities a lot



42% trust international charities a lot



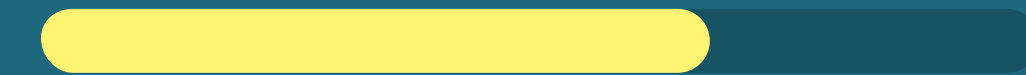
84%

are more likely to trust **businesses** that support small local charities

84% trust businesses more if they support local charities



70% trust businesses more if they support national charities



46% trust businesses more if they support international charities



96%

of people are more likely to support a **company** they trust



Neighbourly is an award-winning giving platform that helps businesses donate time, money and product surplus to local good causes and make a positive social impact.

We're proud to be one of the UK's first B Corporations, using business as a force for good.



YouGov®

Research conducted by Neighbourly, August 2020