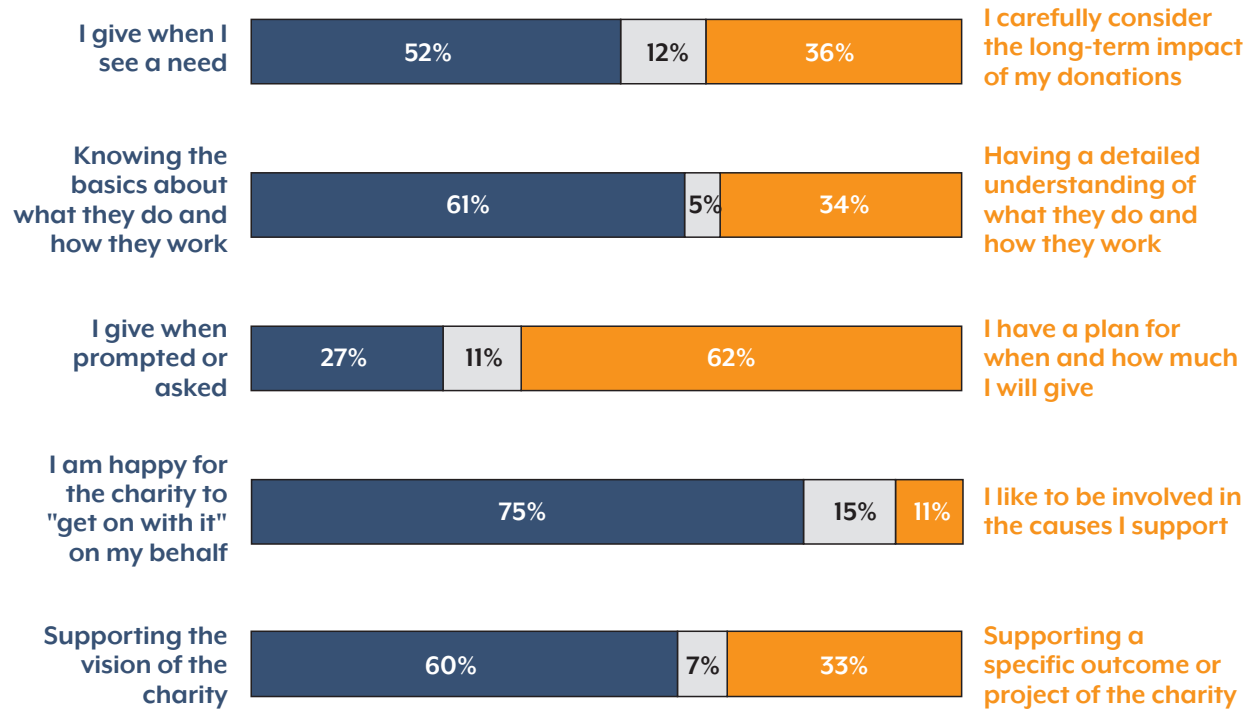
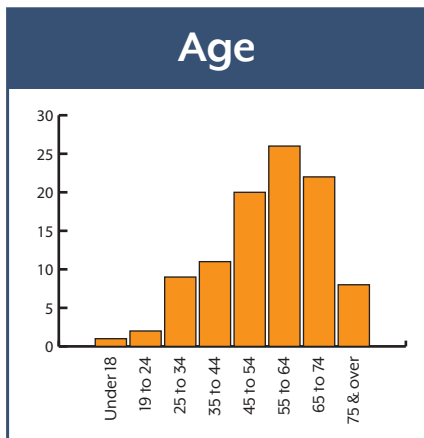
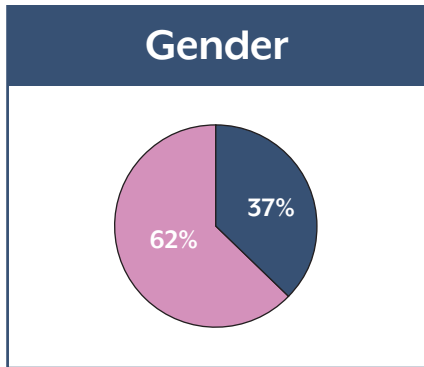
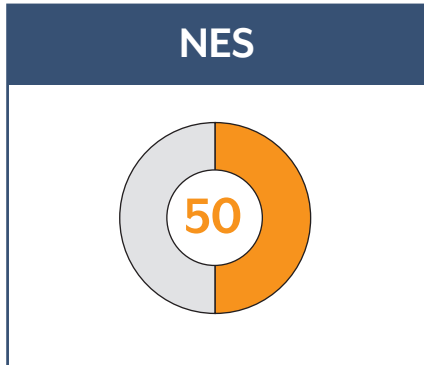


Trusting Delegates



Engagement Needs

They most want:

- less than others
- impact report
- future plans
- scheduled commitment

Bequest Attitudes

They are more likely than others to:

- need to write or update their Will
- say their Will reflects their current wishes

Communications

More likely to: always read appeals

An icon of an open envelope with a document inside, representing communications.

Beliefs

Want to look after physical needs

Connection

Compared to others, more likely to:

- want to know the leaders
- give to the same organisations each year
- have received a call of thanks

Views of Charities

- Highest for ethical and honest and being well run
- Highest for believing there are too many charities