



CHARITY BRAND BAROMETER

An analysis of the UK charity sector using Vision One
proprietary Brand Equity and Momentum metrics

08.06.2026





Contents

3. Introduction
4. The Top 50 Charity Brands by Brand Equity
5. Executive Summary
6. Top 10 Charity Brands
7. Top 11 - 30
8. Top 31 - 50
9. **Key Observations from the Top 50**
10. Momentum vs Brand Presence
11. Power Brands
12. Mainstream Brands
13. Breakout Brands
14. **Understanding the Charity Brand Landscape**
15. Health Care & Disability Brands
16. Health Research Brands
17. Children's Brands
18. Animal Brands
19. Poverty & Refuge Brands
20. Environment Brands
21. Armed Forces Brands
22. International Brands
23. **How We Help Charities**
24. **Final Thoughts**

The strongest charity brands are not simply the most recognised. They are the brands that continue to build brand equity and PERCEIVED growth.

Introduction

The UK charity sector is one of the most recognisable and emotionally significant sectors in the country. With the numerous measurement metrics out there it's easy to confuse where charities rank against one another; overall, by sector or by target audience. While they have their benefits within certain sections of the business, brand love, awareness, visibility, satisfaction, loyalty and Net Promotor Score all make it harder to actually pinpoint an overall performance in the market. Today's strongest charity brands are those able to combine broad awareness with emotional connection, cultural relevance and a sense of forward momentum.

The Key Barometer Metrics

The Charity Brand Barometer has been developed by our experts at Vision One Research to definitively rank the UK Charities market to explore how leading charity brands are performing across our proprietary metrics:

- Brand Equity: the overall measure of momentum and brand strength
- Momentum: the percentage of people who believe a charity is growing
- Brand Strength: the overall measure of a brand's resonance and presence

By combining these metrics, Equity, like a vector, shows performance and direction.

Report highlights

- The UK's leading charity brands by Brand Equity
- High momentum charities building future relevance
- Category leaders across key charity sectors
- Emerging patterns shaping the wider charity landscape

Tony Lewis says...

“Many of the highest performing charities combine heritage and familiarity with a clear sense of ongoing relevance. Momentum is increasingly becoming a defining characteristic of stronger modern charity brands.

While the individual metrics work well for individual teams to optimise, i.e. customer service teams optimising for customer satisfaction and NPS, or Marketing teams for awareness and customer sentiment, these do not work for the top level business executives. They need a snapshot, an all-in-one metric that tells the full picture of brand performance AND direction.”



Tony Lewis, CEO

TOP 50

CHARITY BRANDS BY BRAND EQUITY

1	 CANCER RESEARCH UK	2	 MACMILLAN CANCER SUPPORT	3	 British Heart Foundation	4	 RSPCA.	5	 Mind
6	 ALZHEIMER'S RESEARCH UK FOR A CURE	7	 Marie Curie	8	 PROSTATE CANCER UK	9	 NSPCC	10	 Dogs Trust
11	 BBC Children in Need	12	 Guide Dogs	13	 SAMARITANS	14	 Save the Children	15	 GREAT ORMOND STREET HOSPITAL CHARITY
16	 DIABETES UK KNOW DIABETES. FIGHT DIABETES.	17	 British Red Cross	18	 BATTERSEA HERE FOR EVERY DOG AND CAT	19	 age UK	20	 Make-A-Wish. UNITED KINGDOM
21	 unicef	22	 ROYAL BRITISH LEGION	23	 SHELTER	24	 CAMPAIGN AGAINST LIVING MISERABLY	25	 MNO Association
26	 Crisis	27	 YOUNGMINDS fighting for young people's mental health	28	 women's aid until women & children are safe	29	 The Wildlife Trusts	30	 HELP for HEROES
31	 pdsa SAVING PETS CHANGING LIVES	32	 RSPB	33	 St John Ambulance	34	 Lifeboats	35	 National Trust
36	 CATS PROTECTION	37	 Stroke Association	38	 Rethink Mental Illness	39	 COMIC RELIEF	40	 WOODLAND TRUST
41	 RNIB See differently	42	 WWF	43	 National Autistic Society	44	 MOVEMBER® FOUNDATION	45	 THE DONKEY SANCTUARY
46	 WaterAid	47	 The Children's Society	48	 Barnardos Because childhood lasts a lifetime	49	 BLUE CROSS	50	 CAF Charities Aid Foundation

Executive Summary

The UK charity sector is one of the most diverse and competitive sectors in the country, with thousands of organisations competing for public attention, support and funding. Yet despite this crowded landscape, public awareness and Brand Equity remain concentrated among a relatively small number of nationally recognised charities. The strongest brands have built their positions over many years, combining visibility, trust and emotional connection to create lasting relationships with the public.

The Charity Brand Barometer reveals that successful charity brands are rarely built on awareness alone. Instead, support is driven by a combination of personal relevance, emotional resonance and cultural visibility. Charities that connect directly with people's lives, experiences and values are significantly more likely to build strong Brand Equity and attract ongoing support.

Our research also highlights that charitable giving is shaped by a number of key factors:

Personal connection matters most

Direct experience of a cause is the single strongest driver of support, with family and friend connections also playing a significant role.

Emotion drives engagement

Causes linked to health, wellbeing, children and animals benefit from strong emotional relevance and broad public appeal.

Generational priorities differ

Older audiences are more likely to support healthcare and animal welfare causes, while younger generations show greater interest in mental health, environmental and global issues.

Visibility must be matched by relevance

Established charities benefit from familiarity and trust, but future growth depends on remaining connected to emerging public concerns.

Competition is intensifying

With **66% of the public feeling overwhelmed by charity appeals**, charities must work harder than ever since **a third of those asked (33%) admitted that they have reduced or stopped their charity donations** altogether due to financial pressures.

The findings demonstrate that the strongest charity brands successfully balance long-term trust with continued relevance, ensuring they remain both familiar and important in the minds of the public.

Top 10 Charity Brands

How the top UK charity brands rank by Brand Equity and Momentum

Momentum scores: ▲ = 75 and above ■ = 65 to 74 ▼ = 64 and below

Rank	Charity	Category	Brand Equity	Momentum
1	 CANCER RESEARCH UK	Health Research	80	87 ▲
2	 MACMILLAN CANCER SUPPORT	Health Care	79	89 ▲
3	 British Heart Foundation	Health Research	78	86 ▲
4	 RSPCA.	Animals	72	80 ▲
5	 mind	Health Care	71	86 ▲
6	 ALZHEIMER'S RESEARCH UK FOR A CURE	Health Research	71	85 ▲
7	 Marie Curie	Health Care	71	81 ▲
8	 PROSTATE CANCER UK	Health Research	71	86 ▲
9	 NSPCC	Children	70	81 ▲
10	 DogsTrust	Animals	70	80 ▲

Top 11-30 Charity Brands

Rank	Charity	Category	Brand Equity	Momentum
11	Children in Need	Children	70	75 ▲
12	Guide Dogs	Health Care	70	79 ▲
13	Samaritans	Health Care	69	80 ▲
14	Save the Children	Children	69	79 ▲
15	Great Ormond Street Hospital	Children	68	81 ▲
16	Diabetes UK	Health Care	68	83 ▲
17	British Red Cross	Emergency	67	72 ■
18	Battersea Dogs & Cats Home	Animals	66	73 ■
19	Age UK	Health Care	65	74 ■
20	Make a Wish	Children	64	75 ▲
21	UNICEF	Children	64	72 ■
22	Royal British Legion	Armed Forces	64	72 ■
23	Shelter	Poverty	63	76 ▲
24	CALM	Health Care	63	86 ▲
25	MND Association	Health Care	63	81 ▲
26	Crisis	Poverty	63	79 ▲
27	Young Minds	Health Care	63	81 ▲
28	Women's Aid	Poverty	63	76 ▲
29	The Wildlife Trusts	Environment	63	74 ■
30	Help for Heroes	Armed Forces	63	70 ■

Top 31-50 Charity Brands

Rank	Charity	Category	Brand Equity	Momentum
31	PDSA	Animals	62	72 ■
32	RSPB	Environment	61	72 ■
33	St John Ambulance	Emergency	61	68 ■
34	RNLI	Emergency	61	69 ■
35	National Trust	Culture	61	66 ■
36	Cats Protection	Animals	61	71 ■
37	The Stroke Association	Health Care	61	76 ▲
38	Rethink Mental Illness	Health Care	60	81 ▲
39	Comic Relief	Poverty	60	61 ▼
40	Woodland Trust	Environment	60	71 ■
41	RNIB	Health Care	60	71 ■
42	WWF	Environment	59	61 ▼
43	National Autistic Society	Health Care	59	77 ▲
44	Movember Foundation	Health Research	59	75 ▲
45	The Donkey Sanctuary	Animals	59	69 ■
46	WaterAid	International	59	68 ■
47	The Children's Society	Children	58	69 ■
48	Barnado's	Children	57	60 ▼
49	Blue Cross	Animals	57	67 ■
50	Charities Aid Foundation	Poverty	57	77 ▲

CHARITY BRAND STRENGTH VS MOMENTUM MATRIX



Top 50 Observations

1. Established health charities continue to dominate the UK's top 10 charity brands. Organisations such as Cancer Research UK, Macmillan Cancer Support and British Heart Foundation demonstrate exceptionally strong Brand Equity, highlighting the enduring interest and emotional connection that health-focused charities have built.

2. Brand Momentum measures the public's perception of a brand's growth, relevance and future trajectory. The brands with the highest Momentum are not always the largest or most established; rather, they are those successfully capturing public attention and cultural relevance. Mental health charities such as CALM and Mind are strong examples, reflecting the growing societal focus on mental wellbeing.

3. Animal charities, led by the RSPCA (4th) and Dogs Trust (10th), continue to rank among the UK's strongest charity brands, sitting just behind the leading health charities. Their success is driven by the UK's strong affinity for pets and animal welfare, combined with emotionally powerful communications and a clear, universally understood purpose.

4. Brand Strength and ultimately Brand Equity are built over time. Many of the UK's strongest charity brands have spent decades building awareness, credibility and emotional connections with the public, reinforcing the enduring value of heritage in driving Brand Equity. Consistent visibility also matters. BBC Children in Need ranks 4th for Brand Strength, with Comic Relief close behind in 10th, highlighting the lasting impact of high-profile television campaigns in maintaining public awareness and relevance.

Today's vs Tomorrow's Leaders

While Brand Equity reflects the current strength and stature of a charity, Momentum measures the public's perception of its growth and future potential. As such, Momentum can provide an early indicator of future brand success.

Several charities demonstrate exceptionally high Momentum despite comparatively lower overall Brand Equity, suggesting they are gaining traction and strengthening their position in the public mind. This may be driven by:

- Increased media visibility
- Greater cultural relevance
- Rising public engagement
- Higher levels of public conversation
- More distinctive positioning

Top 10 High Momentum Brands

Charity	Momentum
Macmillan Cancer Support	89
Cancer Research	87
Prostate Cancer	86
British Heart Foundation	86
Mind	86
CALM	86
Alzheimer's Research	85
Diabetes UK	83
Marie Curie	81
MND Association	81

Health and mental health charities dominate the Brand Momentum rankings, with Macmillan holding the No.1 position - reflecting the growing importance of wellbeing and support services in contemporary society. The results suggest that Momentum is driven not only by awareness, but also by cultural relevance, visibility and a brand's ability to align with evolving public concerns.



Power Brands

Power Brands combine strong Brand Equity with high Momentum, representing charities that are not only well established but also perceived to be growing and evolving. At the top of the sector sits a small group of nationally dominant organisations, led by Cancer Research UK, Macmillan Cancer Support and the British Heart Foundation.

These charities have built powerful brands through a combination of: high visibility, strong emotional connection, long-term familiarity and trust, distinctive and clear positioning, and consistent communication and engagement.

Top 10 Power Brands

Ranks	Charity	Brand Equity
1	Cancer Research	80
2	Macmillan Cancer Support	79
3	British Heart Foundation	78
4	RSPCA	72
5	Mind	71
6	Alzheimer's Research	71
7	Marie Curie	71
8	Prostate Cancer	71
9	NSPCC	70
10	Dogs Trust	70

The Power Brands category is dominated by health-focused charities, underlining the importance of relevance, salience and emotional connection in building enduring brand strength. These organisations have spent decades establishing awareness, credibility and public support, demonstrating the long-term value of investing in Brand Equity.

Animal charities also perform exceptionally well, benefiting from the UK's strong affinity for animal welfare, combined with memorable brand identities and emotionally engaging communications that resonate with a broad audience.



Top 5 Mainstream Brands



Mainstream Brands are charities with high Brand Equity and awareness but relatively low Momentum. They are well-established, highly recognisable organisations that enjoy strong public trust and familiarity, yet are not currently perceived to be growing or evolving at the same pace as Power Brands.

While these charities have achieved significant scale and presence, their lower Momentum scores suggest that growth perceptions may have plateaued, reflecting mature brands that remain highly relevant but generate less excitement, conversation or perceived change among the public.

Ranks	Charity	Brand Equity	Momentum
1	Children in Need	70	75 ▲
2	Guide Dogs	70	79 ▲
3	Save the Children	69	79 ▲
4	British Red Cross	67	72 ■
5	Battersea Dogs & Cats Home	66	73 ■

Mainstream Brands, led by RNLI and the National Trust, demonstrate that awareness is not the same as growth. While these charities enjoy strong recognition and public trust, lower Momentum scores suggest they are not currently perceived to be advancing as quickly as the sector's leading Power Brands.

History shows that even the most established organisations cannot rely on familiarity alone. As public priorities and behaviours evolve, continued relevance, visibility and engagement become critical to sustaining long-term brand strength.

Top 5 Breakout Brands

DIABETES UK
KNOW DIABETES. FIGHT DIABETES.



Breakout Brands are charities with moderate Brand Equity but exceptionally high Momentum, giving them strong potential (albeit with only moderate Brand Equity). While they may not yet have the scale, awareness or heritage of the sector's leading brands, they are perceived to be growing rapidly and gaining relevance with the public.

Ranks	Charity	Brand Equity	Momentum
1	Diabetes UK	68	83 ▲
2	Shelter	63	76 ▲
3	CALM	63	86 ▲
4	MND Association	63	81 ▲
5	Crisis	63	79 ■

The Breakout Brands are characterised by exceptionally strong Momentum despite more moderate Brand Strength and Equity scores. These charities, led by CALM and Diabetes, are building relevance and visibility at a faster rate than many larger, more established organisations.

A clear theme is the prominence of health, mental health and social welfare causes. With Young Minds and Rethink Mental Illness just outside the top 5, the results suggest that charities addressing issues of growing public concern are well-positioned to build Momentum and become the sector's future leaders.



The Charity Brand Landscape

The UK charity sector is highly fragmented, with thousands of organisations competing for public attention, support and funding. Yet despite this crowded landscape, Brand Equity remains concentrated among a relatively small number of nationally recognised charities.

The strongest brands have built their positions over many years, combining high visibility with deep public trust and emotional connection. Despite operating across diverse causes, the leading charity brands share several common characteristics:

- Strong emotional clarity
- Broad national visibility
- Consistent public communications
- Universally resonant narratives
- Long-term trust and familiarity

However, the rankings also reveal that awareness alone is not enough to guarantee future growth. While established charities continue to dominate Brand Equity, a number of emerging organisations are building Momentum at a faster rate by aligning with evolving public concerns and cultural trends.

The findings suggest that the most successful charity brands balance the strength of established trust with the ability to remain relevant, visible and connected to changing societal priorities.

Sector Insights



Health remains the dominant category

Health charities consistently outperform other categories across Brand Equity and Momentum metrics.



Children's charities maintain strong public connection

Children's charities continue to demonstrate high emotional resonance and broad public familiarity.



Animal charities perform strongly through simplicity and memorability

Animal charities benefit from clear emotional propositions and highly recognisable identities.



Environment brands show growing cultural relevance

Environmental charities demonstrate comparatively strong performance given increasing public awareness around sustainability and climate related issues.

Top 5 Health Care & Disability Brands



Health Care & Disability Brand Average: 72 Brand Equity Ranked **1st** overall

Ranks	Charity	Brand Equity	Momentum
1	Macmillan Cancer Support	79	89 ▲
2	Mind	71	86 ▲
3	Marie Curie	71	81 ▲
4	Guide Dogs	70	79 ▲
5	Samaritans	69	80 ▲

Health Care and Disability ranks as the strongest charity category overall, with the leading five brands achieving an average Brand Equity score of 72. Charities such as Macmillan Cancer Support, Mind and Marie Curie have built powerful brands through a combination of personal relevance, emotional connection and long-term public trust.

Strong Momentum across the category suggests these organisations are not only well-established but also remain highly relevant. As public focus on physical and mental well-being continues to grow, health charities appear well positioned to maintain their leadership in the sector. CALM and Diabetes UK didn't quite make it into the top 4 but both recording high momentum scores.

Top 5 Health Research Brands



Health Research Brands Average: 72 Brand Equity Ranked **2nd** overall

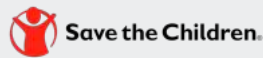
Ranks	Charity	Brand Equity	Momentum
1	Cancer Research	80	87 ▲
2	British Heart Foundation	78	86 ▲
3	Alzheimer's Research	71	85 ▲
4	Prostate Cancer	71	86 ▲
5	Movember Foundation	59	75 ▲

The leading Health Research charities demonstrate exceptional brand strength, with the top five achieving an average Brand Equity score of 72. Cancer Research, The British Heart Foundation and Alzheimer's Research are leading the way, reflecting the powerful combination of public trust, emotional relevance and long-term visibility that comes from addressing conditions that affect millions of people across the UK.

The category also benefits from a strong sense of progress and purpose. High Momentum scores suggest that these charities are not only well-established but also perceived as advancing research, driving breakthroughs and improving outcomes. In a sector where hope, innovation and impact are central to the proposition, maintaining visibility around progress appears to be a key driver of both Brand Equity and Momentum.

Top 5 Children's Brands

NSPCC



Make-A-Wish
UNITED KINGDOM

Children's Brand Average: 68 Brand Equity Ranked 3rd overall

Ranks	Charity	Brand Equity	Momentum
1	NSPCC	70	81 ▲
2	Children in Need	70	75 ▲
3	Save the Children	69	79 ▲
4	Great Ormond Street Hospital	68	81 ▲
5	Make a Wish	64	75 ▲

Children's charities rank third among the strongest-performing charity sectors, with leading brands achieving an average Brand Equity score of 68. Their success is driven by a powerful combination of emotional resonance, broad public appeal and strong levels of trust.

Many of the sector's leading brands also benefit from high-profile fundraising campaigns and regular national media exposure. This sustained visibility helps maintain awareness and engagement, ensuring that charities such as NSPCC, Children in Need and Great Ormond Street Hospital remain firmly embedded in the public consciousness.

Top 5 Animal Brands



Animal Brand Average: 66 Brand Equity Ranked **4th** overall

Ranks	Charity	Brand Equity	Momentum
1	RSPCA	72	80 ▲
2	Dogs Trust	70	80 ▲
3	Battersea Dogs & Cats Home	66	73 ■
4	PDSA	62	72 ■
5	Cats Protection	61	71 ■

Animal charities are the fourth strongest-performing charity sector, with the leading brands achieving an average Brand Equity score of 66. Led by the RSPCA and Dogs Trust, the category benefits from the UK’s strong affinity for pets and animal welfare, creating broad public appeal and emotional connection. The Donkey Sanctuary and Blue Cross also made the top 50.

The sector also demonstrates consistently strong Brand Equity across its leading organisations. Clear missions, memorable brand identities and emotionally engaging communications help animal charities maintain high levels of recognition and support.

Top 5 Poverty & Refuge Brands



women's aid
until women & children are safe



Poverty & Refuge Brand Average: **61 Brand Equity** Ranked **5th** overall

Ranks	Charity	Brand Equity	Momentum
1	Shelter	63	76 ▲
2	Crisis	63	79 ▲
3	Women's Aid	63	76 ▲
4	Comic Relief	60	61 ▼
5	Charities Aid Foundation	57	77 ▲

The Poverty and Refuge sector is characterised by charities addressing some of society's most pressing challenges, including homelessness, financial hardship and domestic abuse. Led by Shelter, Crisis and Women's Aid, the category achieves an average Brand Equity score of 61, reflecting strong public recognition and relevance.

The results highlight the strength of charities with clear, issue-led missions that resonate with the public. Shelter and Crisis demonstrate particularly strong Momentum, while established brands such as Comic Relief and the Charities Aid Foundation continue to benefit from high levels of awareness and trust.

Top 5 Environment Brands



Environment Brand Average: 60 Brand Equity Ranked **6th** overall

Ranks	Charity	Brand Equity	Momentum
1	The Wildlife Trusts	63	74 ■
2	RSPB	61	72 ■
3	Woodland Trust	60	71 ■
4	WWF	59	61 ▼
5	Ocean Conservation	56	72 ■

Environment charities rank sixth overall, with the leading brands achieving an average Brand Equity score of 60. Organisations such as The Wildlife Trusts, RSPB and Woodland Trust benefit from growing public awareness of environmental issues, helping to maintain relevance and engagement with a broad audience.

However, the category’s Momentum scores suggest that increased public concern about sustainability does not always translate into stronger brand growth. The results indicate that while environmental causes remain highly relevant, charities must continue to build visibility and emotional connection to strengthen Brand Equity and drive the sector forward. The WWF’s lower Momentum score may suggest that its evolution from a wildlife charity to a broader environmental organisation has yet to be fully reflected in public perceptions of the brand.

Top 5 Armed Forces Brands



Armed Forces Brand Average: 56 Brand Equity Ranked **7th** overall

Ranks	Charity	Brand Equity	Momentum
1	Royal British Legion	64	72 ■
2	Help for Heroes	63	70 ■
3	SSAFA	51	63 ▼
4	Blind Veterans UK	51	64 ▼
5	ABF	49	64 ▼

Armed Forces charities rank seventh overall, with the leading brands achieving an average Brand Equity score of 56. Led by the Royal British Legion and Help for Heroes, the category benefits from strong public trust, a rich heritage and widespread respect for those who have served in the armed forces.

While Brand Equity remains relatively strong, Momentum scores are more subdued, suggesting that the category is viewed as established rather than fast-growing. The results indicate that heritage and credibility remain key strengths, although continued relevance and visibility will be important for driving future growth.

Top 5 International Brands



OXFAM



actionaid



Sightsavers

International Brand Average: 54 Brand Equity

Ranked 8th overall

Ranks	Charity	Brand Equity	Momentum
1	WaterAid	59	68 ■
2	Oxfam	54	50 ▼
3	Médecins Sans Frontières	52	69 ■
4	ActionAid	52	64 ▼
5	Sight Savers	52	63 ▼

International charities rank eighth overall, with the leading brands achieving an average Brand Equity score of 54. The category is led by WaterAid and Médecins Sans Frontières, both of which have built strong reputations through clear missions and visible global impact.

Despite addressing some of the world’s most pressing challenges and conflicts, the category’s Brand Equity is lower than that of sectors focused on health, children and animal welfare in the UK. This may reflect the difficulty of sustaining public attention to overseas issues, particularly when domestic concerns dominate public discourse.

How We Help

Charities



Vision One Research is an award-winning UK market research and brand strategy agency helping organisations make smarter, more confident decisions through insight.

Working across both commercial and not-for-profit sectors, Vision One combines robust research methodologies with strategic thinking to uncover what truly drives brand performance, growth and public perception.

Charity Sector Expertise

Vision One works with charities, membership organisations and purpose-led brands to help them better understand:

- Brand perception
- Supporter engagement
- Fundraising communications
- Campaign effectiveness
- Trust and reputation
- Sector positioning

The Charity Brand Barometer forms part of Vision One's broader commitment to helping organisations navigate an increasingly competitive and attention-driven landscape.

Start growing your charity brand



Brand Tracking & Brand Health

Ongoing measurement frameworks designed to track perception, awareness, consideration and market movement over time.

BRAND TRACKING SERVICES



Customer Experience & Journey Research

Helping organisations improve experiences across every touchpoint through evidence-led insight.

CUSTOMER EXPERIENCE SERVICES



Audience & Segmentation Research

Understanding the motivations, attitudes and behaviours shaping audience engagement and decision making.

SEGMENTATION SERVICES



Thought Leadership Research

Insight-led reports and studies designed to build authority, generate PR value and support strategic positioning.

THOUGHT LEADERSHIP SERVICES



A Final Word

The Charity Brand Barometer highlights a sector where established brands continue to dominate overall Brand Equity, but where Momentum increasingly provides insight into future growth potential.

The results suggest that:

- Emotional relevance remains a defining driver of brand strength
- Health-related charities continue to lead the market
- Mental health charities are building exceptional Momentum
- Heritage alone is no longer sufficient to sustain relevance
- Momentum may increasingly act as a leading indicator of future Brand Equity growth

3 key trends to look out for:

1. Digital channels offer charities new ways to boost awareness, engagement and donations through social media, advertising and video content.
2. One in three adults has reduced or stopped donating, making volunteers and micro-donations increasingly important.
3. The strongest charity brands attract a disproportionate share of donations, making clear differentiation essential.



Vision One

020 3693 3150

VisionOne.co.uk

The Charity Brand Barometer is based on consumer research and measures public perceptions of charity brands at a specific point in time. The findings, rankings and commentary contained within this report should be interpreted as indicators of Brand Equity, Momentum and public sentiment rather than measures of organisational effectiveness, financial performance or charitable impact.

While every effort has been made to ensure the accuracy of the information presented, Vision One accepts no responsibility for any decisions made based on the contents of this report. All findings reflect survey responses and are subject to the normal limitations associated with market research.

© 2026 Vision One Research Ltd. All rights reserved. The Charity Brand Barometer, Brand Equity, Brand Momentum and associated methodologies remain the intellectual property of Vision One Research Ltd.