

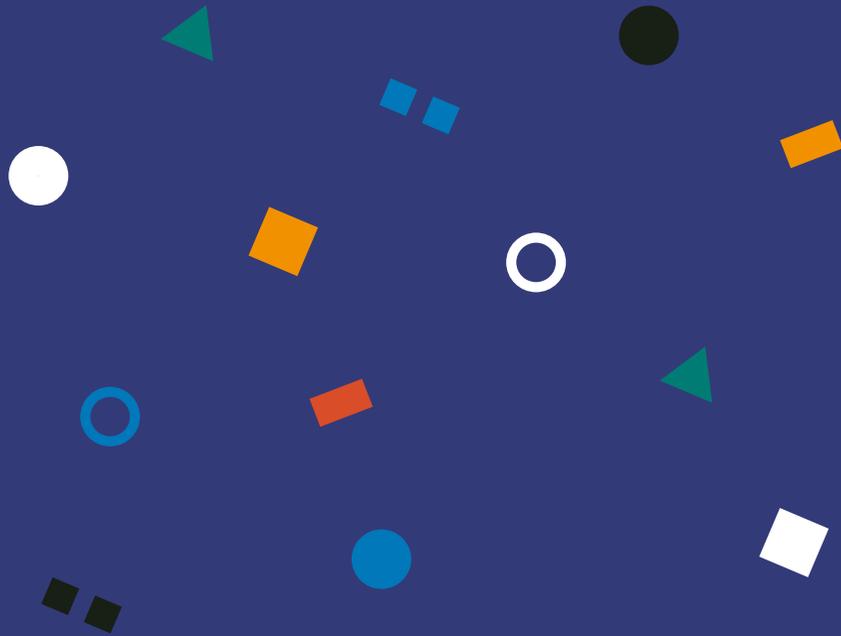


# PERCEPTIONS OF SMALL AND LARGE NGOS & CORPORATE PARTNERSHIPS

- / 18 November 2021
- // GB Partner Meeting
- /// [www.developmentcompass.org](http://www.developmentcompass.org)
- [@DevEngageLab](https://twitter.com/DevEngageLab)

Jennifer Hudson  
David Hudson  
Paolo Morini

# CORPORATE PARTNERSHIPS



What is the public's view of charities partnering with corporations? What are perceptions by segment or age? Is there scepticism of corporates among young people?

# PERCEPTIONS OF CORPORATE PARTNERSHIPS



## 46%

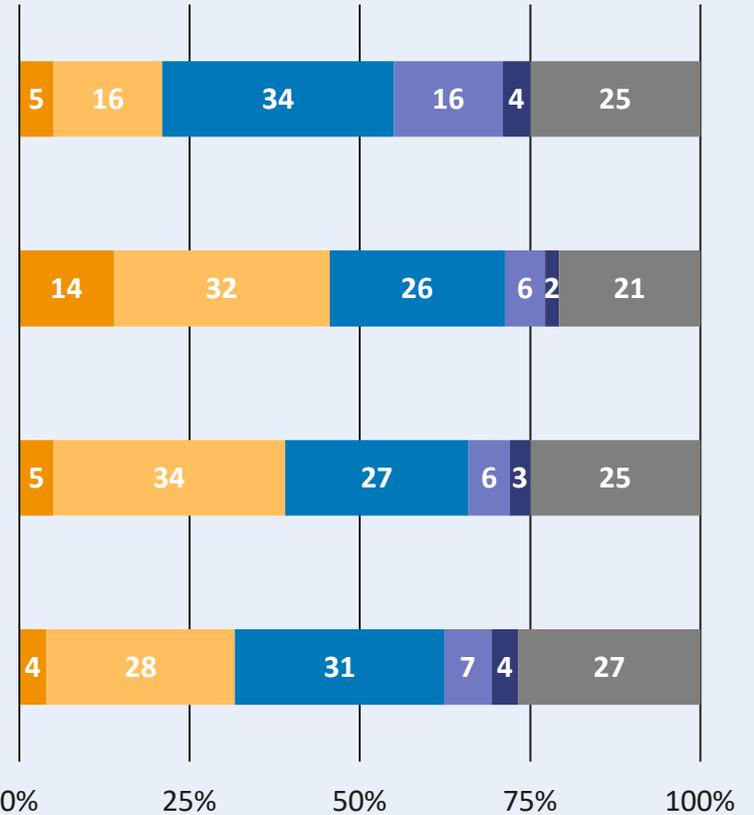
agree that partnerships between corporations and NGOs are just trying to boost reputation and brand image

The most agreed with statement was that **businesses that partner with charities are trying to boost their reputation** (46% agree).

But that doesn't mean these organisations are perceived as less trustworthy. The public says that it does not see partnerships with private sector businesses as damaging; **only 21% agree that business partnerships compromise organisations.**

Note that around 1 in 4 don't know, so uncertainty is high.

Charities that partner with private sector corporations are compromised and less-trustworthy



■ Strongly agree 
 ■ Agree 
 ■ Neither agree nor disagree 
 ■ Disagree 
 ■ Strongly disagree 
 ■ Don't know

Question: Below are statements about corporate partnerships between private sector businesses and charities. Please indicate the extent to which you agree or disagree with the following statements.

Sample size n=8,281 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 23 Sep – 25 Oct 2021



# WHO IS MORE CYNICAL, SCEPTICAL, OR CAN SEE THE POTENTIAL BENEFITS?

- There are almost no significant and not any meaningful differences by age groups
- Women are slightly more sceptical than men:
  - 51% of women agree businesses just trying to boost brand with partnerships with charities (cf. 40% of men agree)
  - 26% of women agree business partnerships damage trustworthiness of charities (cf. 17% of men agree)
- University education appears to boost perceptions that partnerships can be effective in increasing resources and harnessing power of business (see next slide)
- More engaged segments are both more sceptical and more convinced of the potential of partnerships (see slide after next)

# EDUCATION BOOSTS PERCEIVED BENEFITS

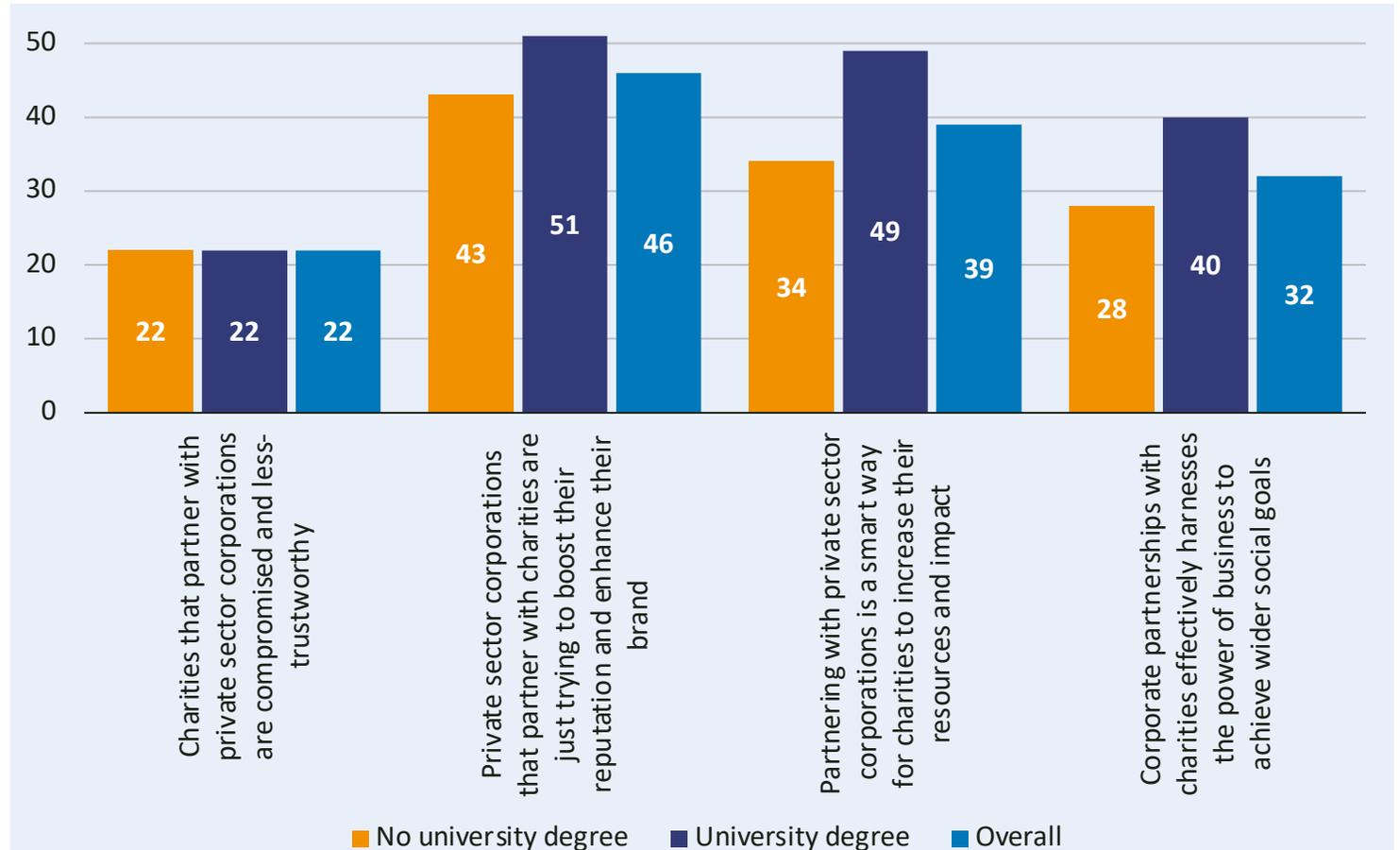


## 51%

Of university degree holders think respondents NGO-private partnerships are all about the image and reputation

Although university education appears to increase cynicism about brand boosting, it also **boosts perceptions that partnerships can be effective** in increasing resources and harnessing power of business.

There were no meaningful differences in these latter two items among age groups and gender, but university education accounts for 15 and 12 percentage point gaps.



# GREATER ENGAGEMENT IS BAD AND GOOD

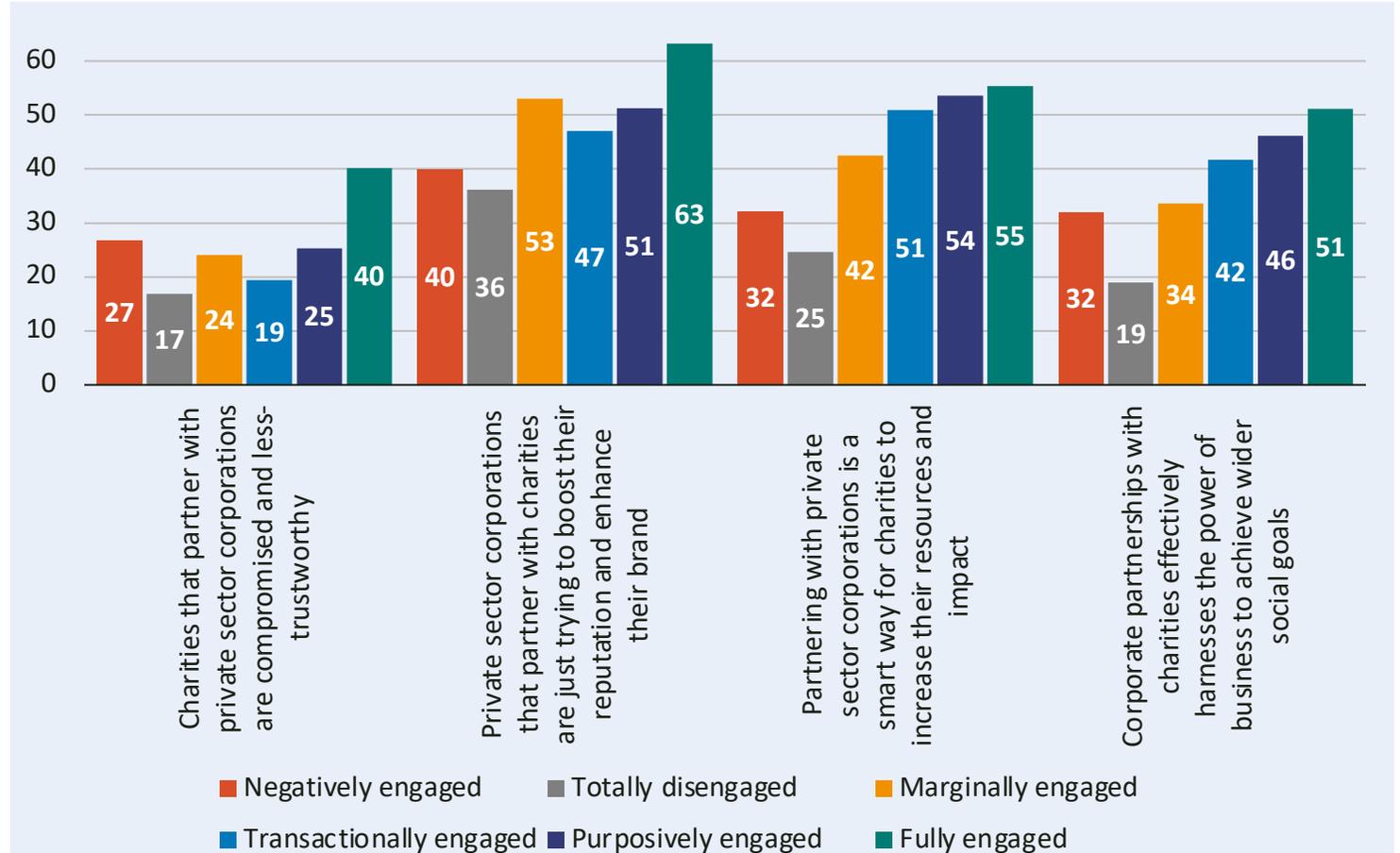


## 63%

Of fully engaged respondents think partnerships are all about the image and reputation

There tends to be a gradual increase in agreement across all four items as respondents are more engaged. Like education, **engagement appears to increase both cynicism and perceived benefits.**

The broadly linear relationship has two exceptions: there is greater agreement among the Negatively Engaged (especially around organisations being compromised) and the **Marginally Engaged are more cynical than all but the highest engagement segments.**



Question: Below are statements about corporate partnerships between private sector businesses and charities. Please indicate the extent to which you agree or disagree with the following statements (% who agree)

Sample size n=8,281 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 23 Sep – 25 Oct 2021

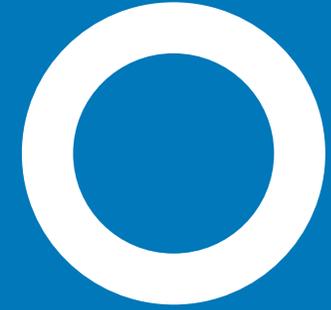
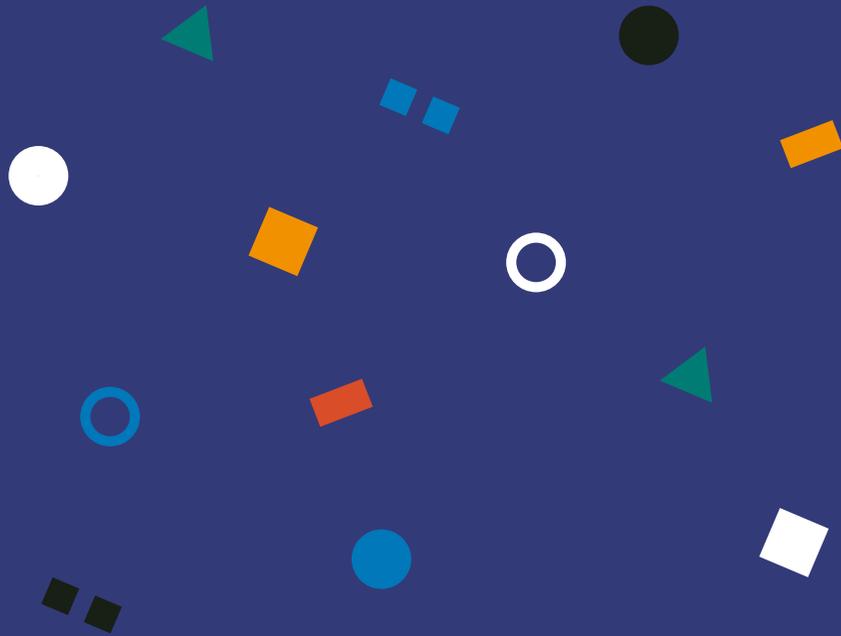


# KEY INSIGHTS

- In general, the public don't have a strong stated aversion to charity-business partnerships.
- But, there is cynicism about the motives of private sector corporations.
- It is only with university education or higher levels of engagement that the public sees the benefits of such partnerships.
  - But also greater cynicism and concerns about integrity – such partnerships appear to be a double-edged sword to be managed among supporters.



# SMALL & LARGE NGOS



Public perceptions of small and large NGOs/charities (effectiveness, efficacy, trustworthiness and honesty) and propensity to give / take action given certain characteristics

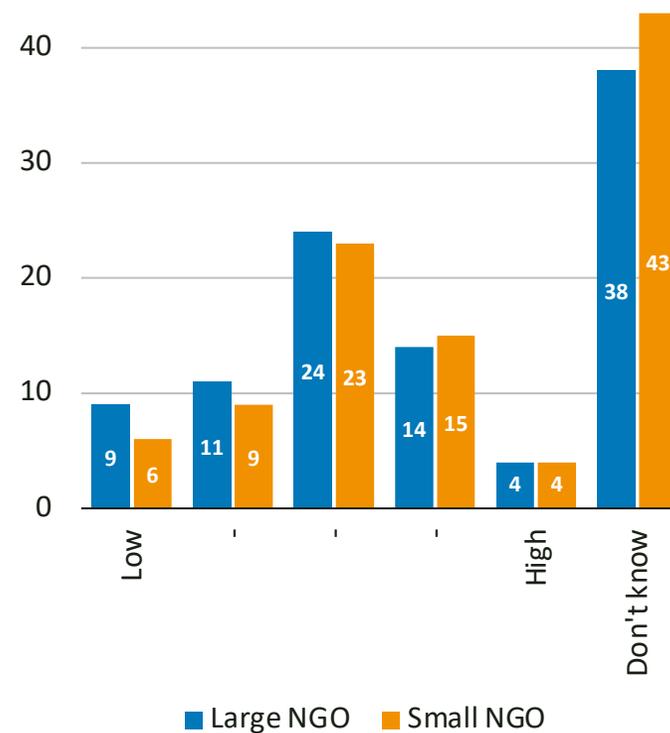
# PERCEPTIONS OF LARGE/SMALL NGOS: EFFECTIVENESS & EFFICIENCY

On average, the British public see only small differences between large and small NGOs effectiveness and efficiency in terms of reducing poverty in poor countries.

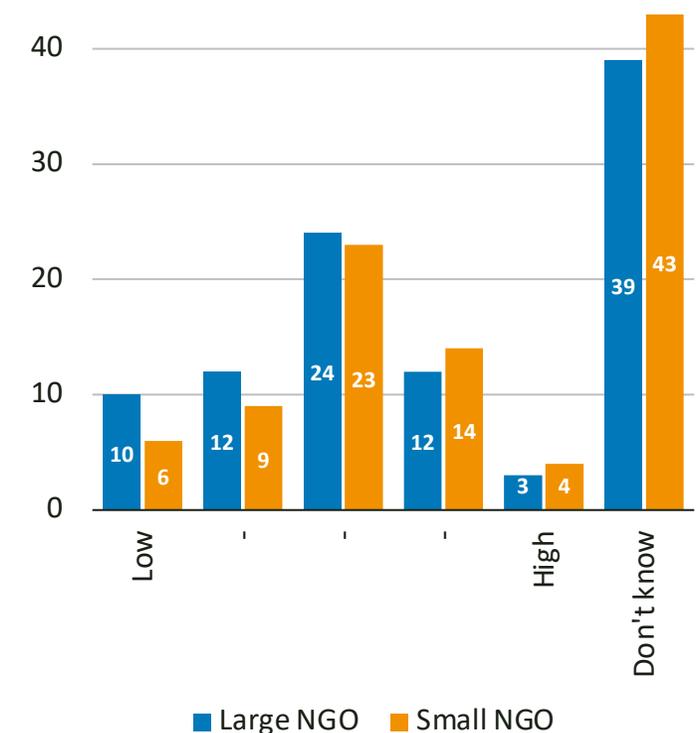
A significant proportion of the GB public don't have views on the effectiveness efficiency of large/small NGOs.

The large percentage of Don't knows suggests that this is an area can improve communications on: more effective and efficient are better more generally, size isn't a determining factor.

## EFFECTIVENESS



## EFFICIENCY

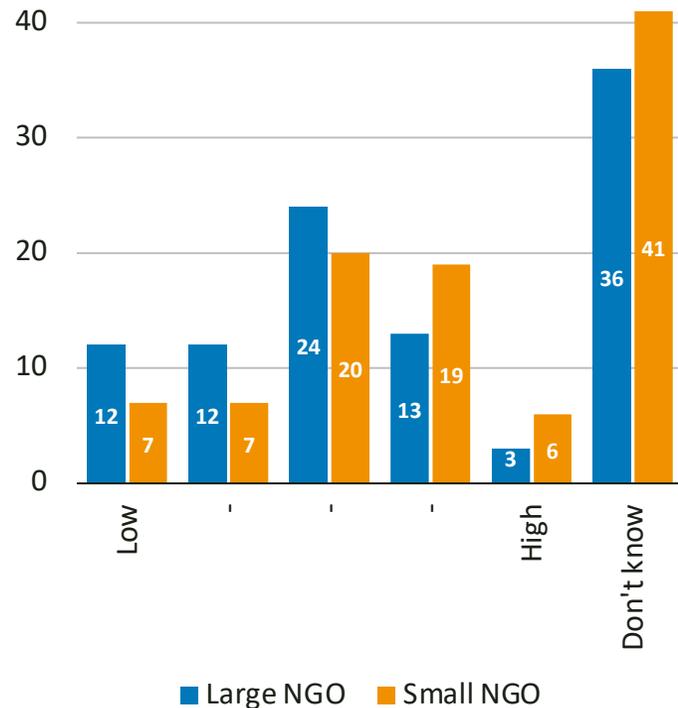


Question: There are very large development NGOs/charities that work in poor countries and some very small ones. Thinking about small/large development NGOs/charities that work to reduce poverty in poor countries, please rate these NGOs/charities on the following criteria using scale where 1 is low and 5 is high. Sample size n=8,281 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 23 Sep – 25 Oct 2021

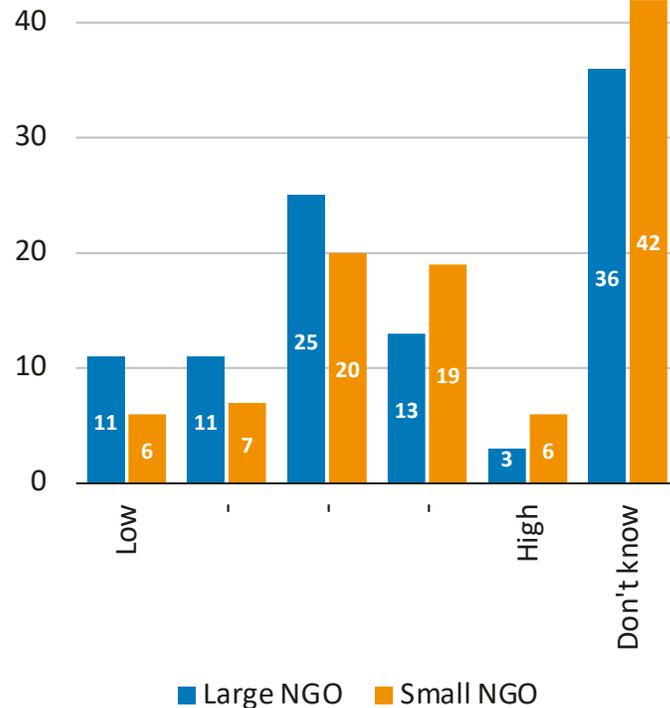


# PERCEPTIONS OF LARGE/SMALL NGOS: TRUSTWORTHINESS & HONESTY

## TRUSTWORTHINESS



## HONESTY



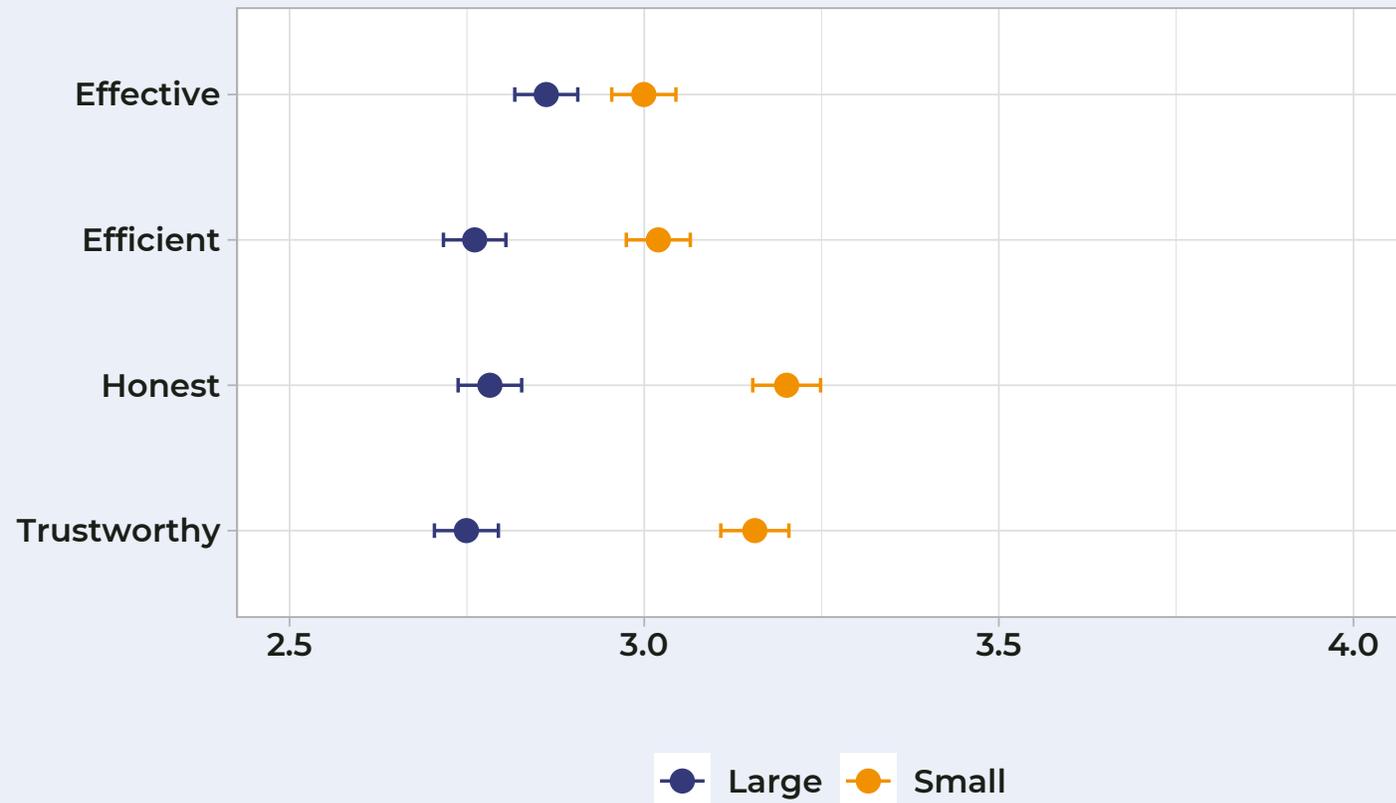
The data here show a clear (and significant) relationship between size and trustworthiness and honesty: large organisations are seen as less trustworthy and honest than small organisations.

Similar to effectiveness and efficiency, roughly 4 in 10 British respondents say they Don't know on trustworthiness and honesty.

There is a communications opportunity here for all NGOs, but particularly larger organisations.



# KEY TAKEAWAY: SMALL DIFFERENCES BETWEEN LARGE AND SMALL ORGS, BUT DRIVEN BY TRUST/HONESTY JUDGEMENTS



It's worth reiterating that the differences between large and small NGOs on effectiveness and efficiency are small.

The public see large and small organisations differently when evaluating NGOs on trustworthiness and honesty.

Question: There are very large development NGOs/charities that work in poor countries and some very small ones. Thinking about small/large development NGOs/charities that work to reduce poverty in poor countries, please rate these NGOs/charities on the following criteria using scale where 1 is low and 5 is high. Sample size n=8,281 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 23 Sep – 25 Oct 2021

# PERCEPTIONS ARE NOT DRIVEN BY ENGAGEMENT



Breaking this down by DEL's audience segments, perceptions of large and small organisations is related to engagement. On balance, more engaged audiences rate both large and small orgs more positively (right of mid-scale).

Large and small orgs are not seen differently in terms of effectiveness by any audience group.

The largest differences are for honesty and trustworthiness, especially for Marginally, Transactionally and Purposively Engaged audiences.

The Fully Engaged audience perceive no differences between large and small NGOs on effectiveness and efficiency, and relatively small differences on honesty and trustworthiness.

Question: There are very large development NGOs/charities that work in poor countries and some very small ones. Thinking about small/large development NGOs/charities that work to reduce poverty in poor countries, please rate these NGOs/charities on the following criteria using scale where 1 is low and 5 is high. Sample size n=8,281 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 23 Sep – 25 Oct 2021

# DEVELOPING PARTNERSHIPS WITH THE LOCAL COMMUNITY IS IMPORTANT



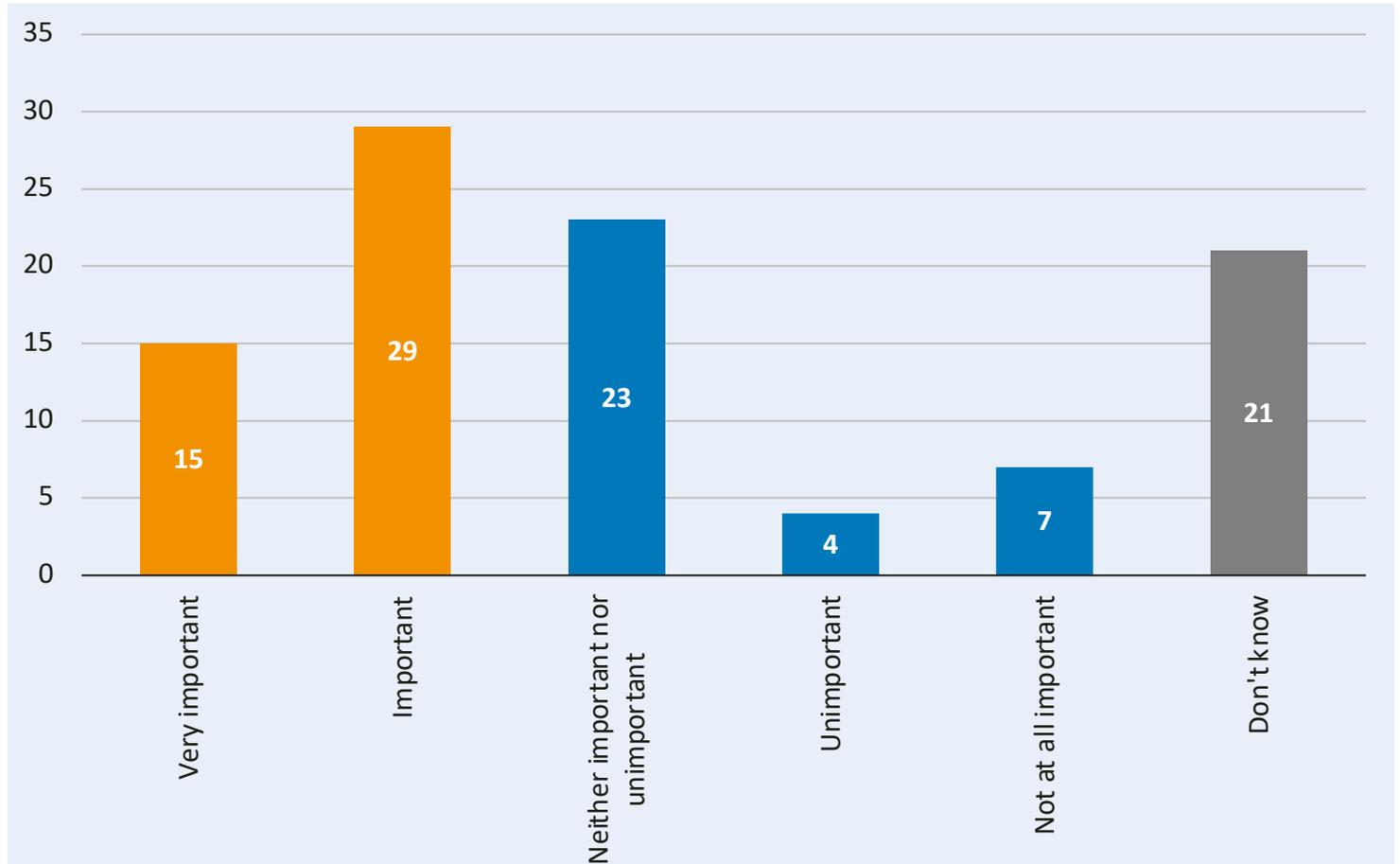
## 44%

think it's important for larger NGOs to partner with local organisations to deliver programmes

Where there is opinion on partnerships, it leans more favourably than not.

A very small percentage (11%) of the British public do not think it is important to develop partnerships with the local community.

However, more than 2 in 10 say neither important or unimportant and a further 2 in 10 say they Don't know.



# DEVELOPING PARTNERSHIPS WITH THE LOCAL COMMUNITY IS DRIVEN BY AUDIENCE ENGAGEMENT



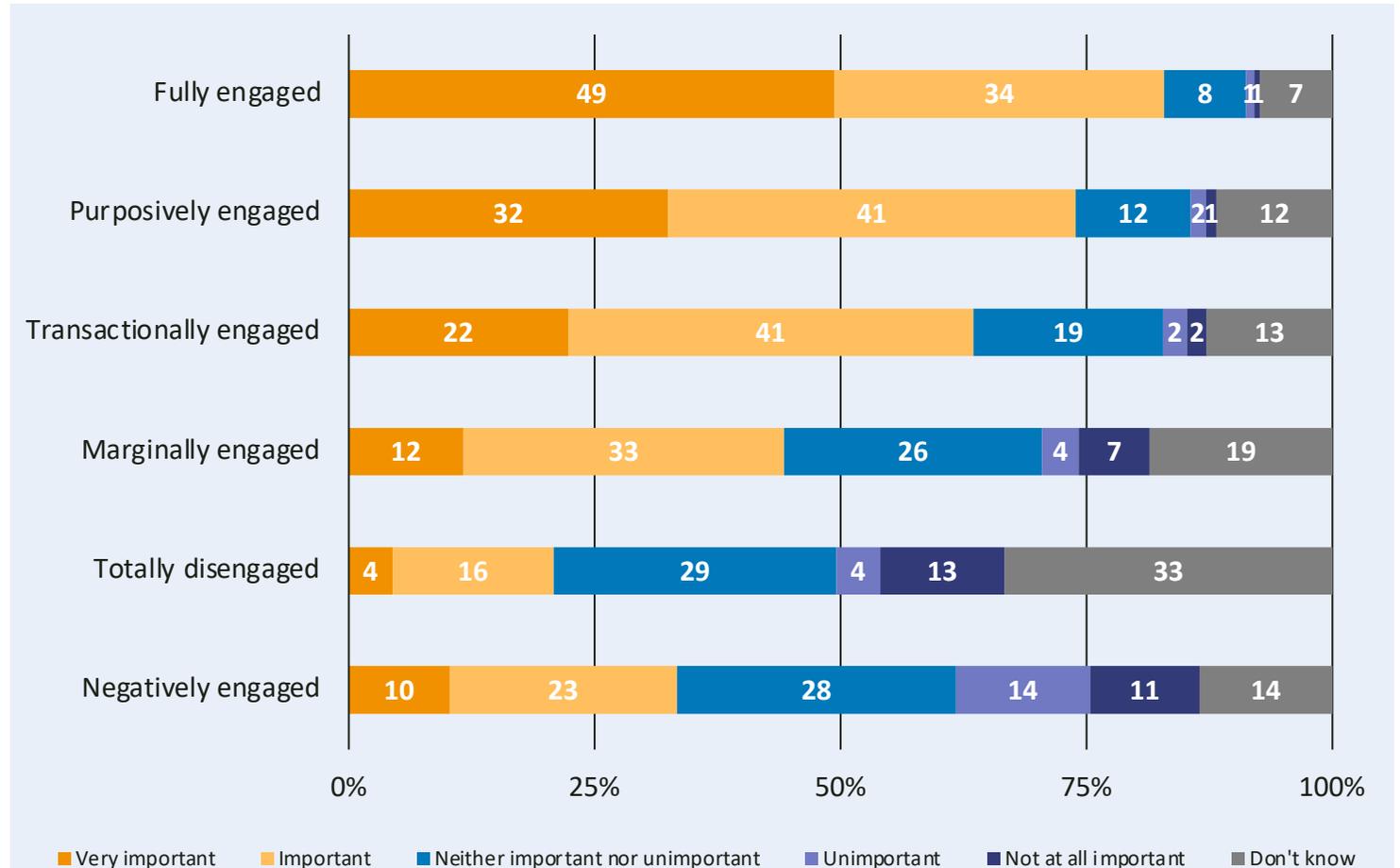
## 83%

of Fully Engaged respondents think it is important for larger NGOs to partner with local organisations to deliver programmes

Very small proportions of engaged audiences think that partnering with NGOs in the local community is unimportant.

For Transactionally Engaged audiences, nearly 2/3 (63%) say it is important, rising to 83% for the Fully Engaged group.

Even among the Marginally Engaged group, 45% say it is important, but more than a quarter say it is neither (un)important and nearly 2 in 10 say Don't know.

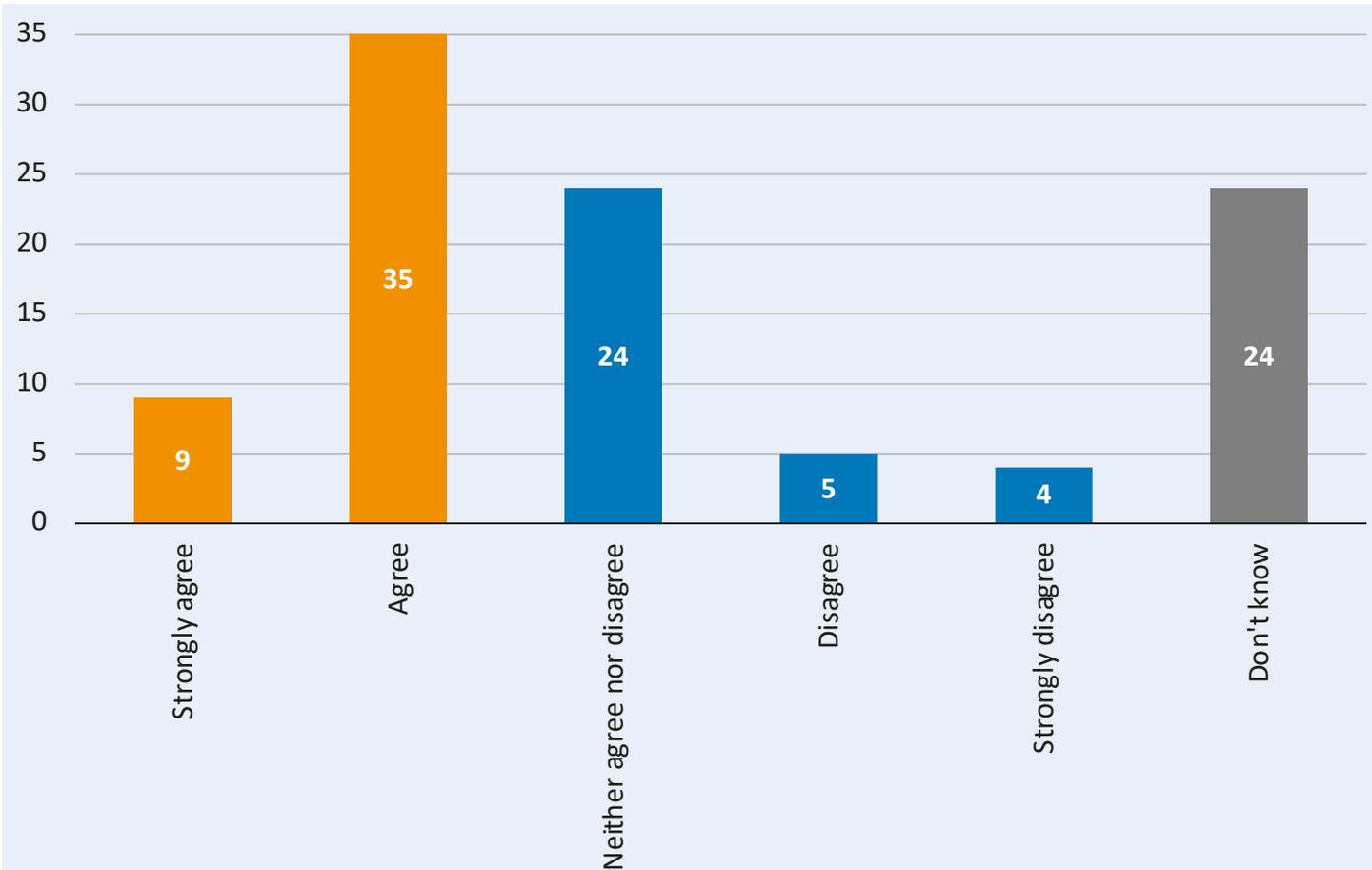


Question: How important is it to you personally that large international development NGOs partner with NGOs that work in the local community to deliver aid programmes and funding?

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# FUNDING NGOS WHO WORK IN POOR COUNTRIES HELPS BUILD CAPACITY AND SELF-SUFFICIENCY IN LOCAL COMMUNITIES



# 44%

think funding NGOs working in poor countries helps build capacity and self-sufficiency in local communities

Only 9% of the British public disagree with the statement that aid programmes helps build capacity and self-sufficiency in local communities.

Nearly a quarter of the public (24%) say they Don't know which suggests there is an opportunity for communicating capacity building work with the public. Likewise, 24% don't have a strong view, so open to influence.

Question: Funding NGOs who work in poor countries to deliver aid programmes helps build capacity and self-sufficiency in local communities  
Sample size n=8,281 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 23 Sep – 25 Oct 2021

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# BUILDING CAPACITY AND SELF-SUFFICIENCY IS DRIVEN BY AUDIENCE ENGAGEMENT



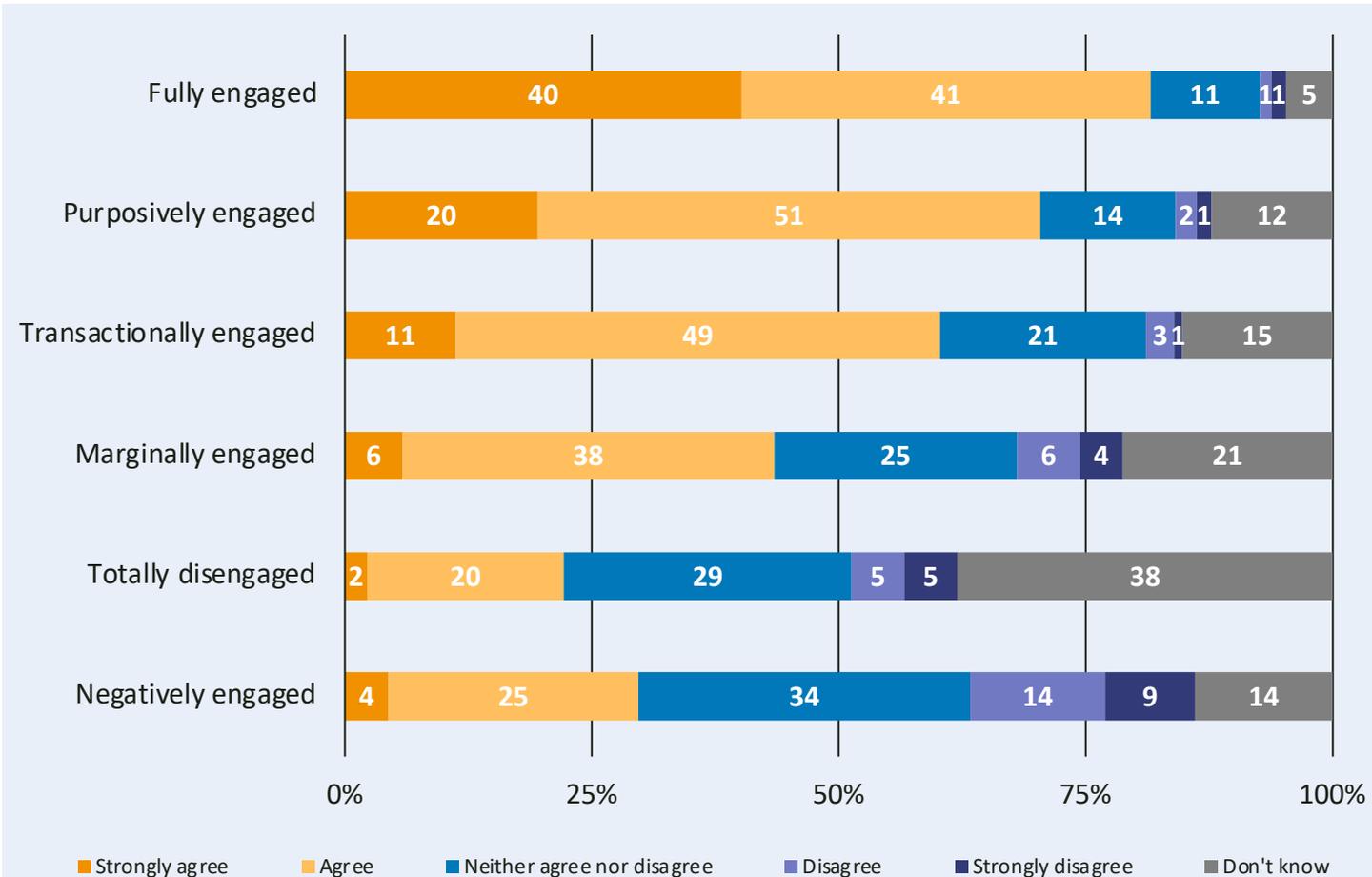
## 81%

of Fully Engaged respondents think funding NGOs working in poor countries helps build capacity and self-sufficiency in local communities

Again, we see a strong relationship between level of engagement and views of capacity and self-sufficiency. It is very important for the most engaged audiences and falls as engagement declines.

It is also clear that the proportion of Don't knows increase as engagement decreases.

**This is an issue that is live and important for engaged audiences.**



Question: Funding NGOs who work in poor countries to deliver aid programmes helps build capacity and self-sufficiency in local communities  
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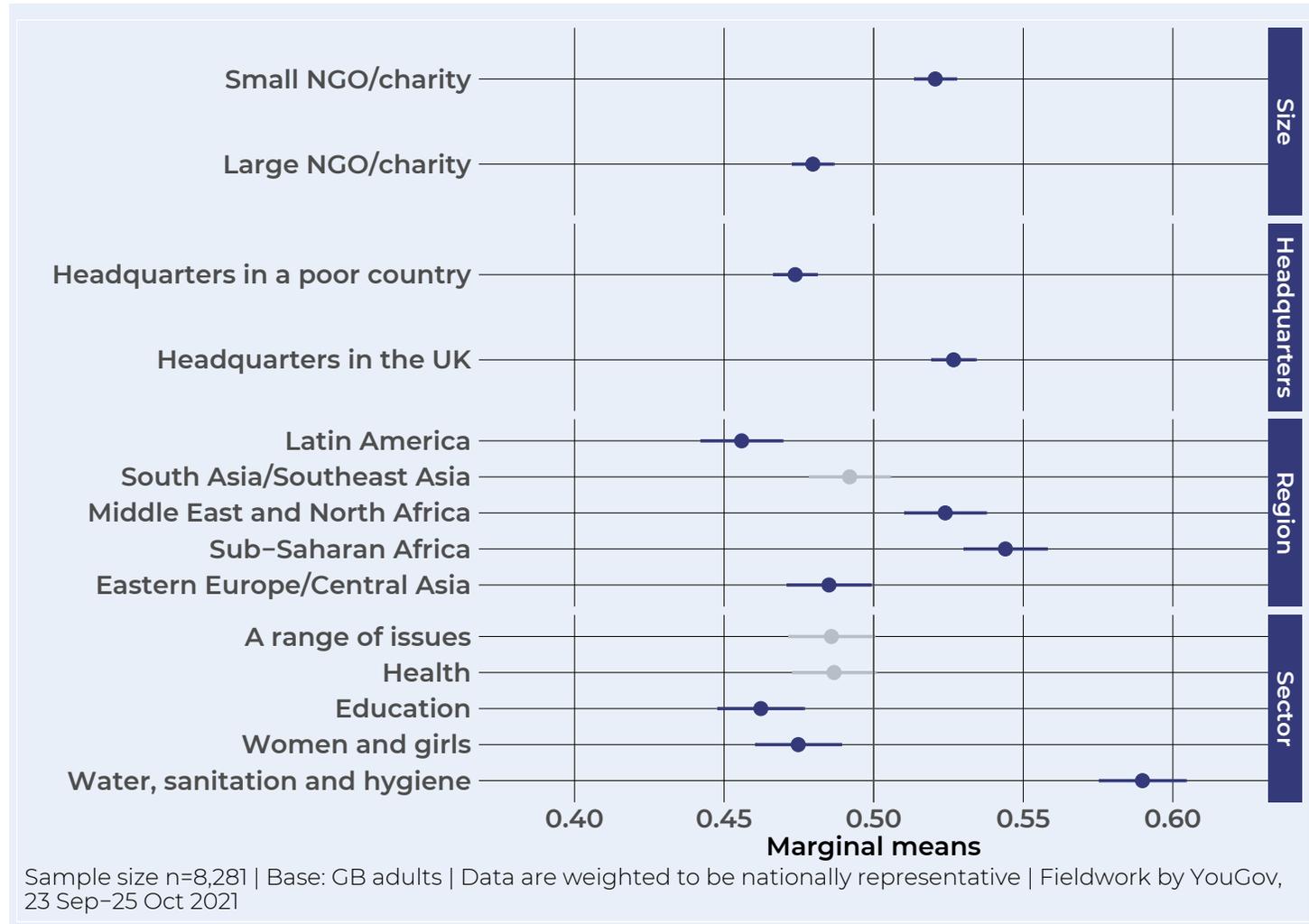
# CONJOINT DESIGN

- We used a conjoint design to test the causal impact of four different dimensions simultaneously. We were primarily interested in the small vs large issue, but asked respondents to consider other factors when deciding whether to
  - Donate
  - Sign a petition
- Dimensions
  - Large or small NGO/charity
  - Headquartered in UK or in developing country
  - Region the NGO/charity worked in
  - Sector / Issue (Health, education, women and girls, WASH, a range)

# CONJOINT DESIGN

- Respondents were assigned to only one of the two outcome measures (i.e. they didn't do both, so no holdover effects between outcomes)
- They saw three random profiles each (power).
- Profiles are fully randomised meaning respondents may have seen small vs large, large vs large, small vs small, or large vs small – the same logic applies to all attributes
- Outcome measures:
  - **Donate:** Thinking about development NGOs/charities that work to reduce poverty in poor countries, we are now going to present to you two NGOs. Please indicate which of the following NGOs/charities you would be more likely to donate to if asked?
  - **Petition:** Thinking about development NGOs/charities that work to reduce poverty in poor countries, we are now going to present to you two NGOs/charities. Please indicate which if the following NGOs/charities you would you be more likely to sign a petition if asked?

# RESPONDENTS SELECT SMALL NGOs TO DONATE TO



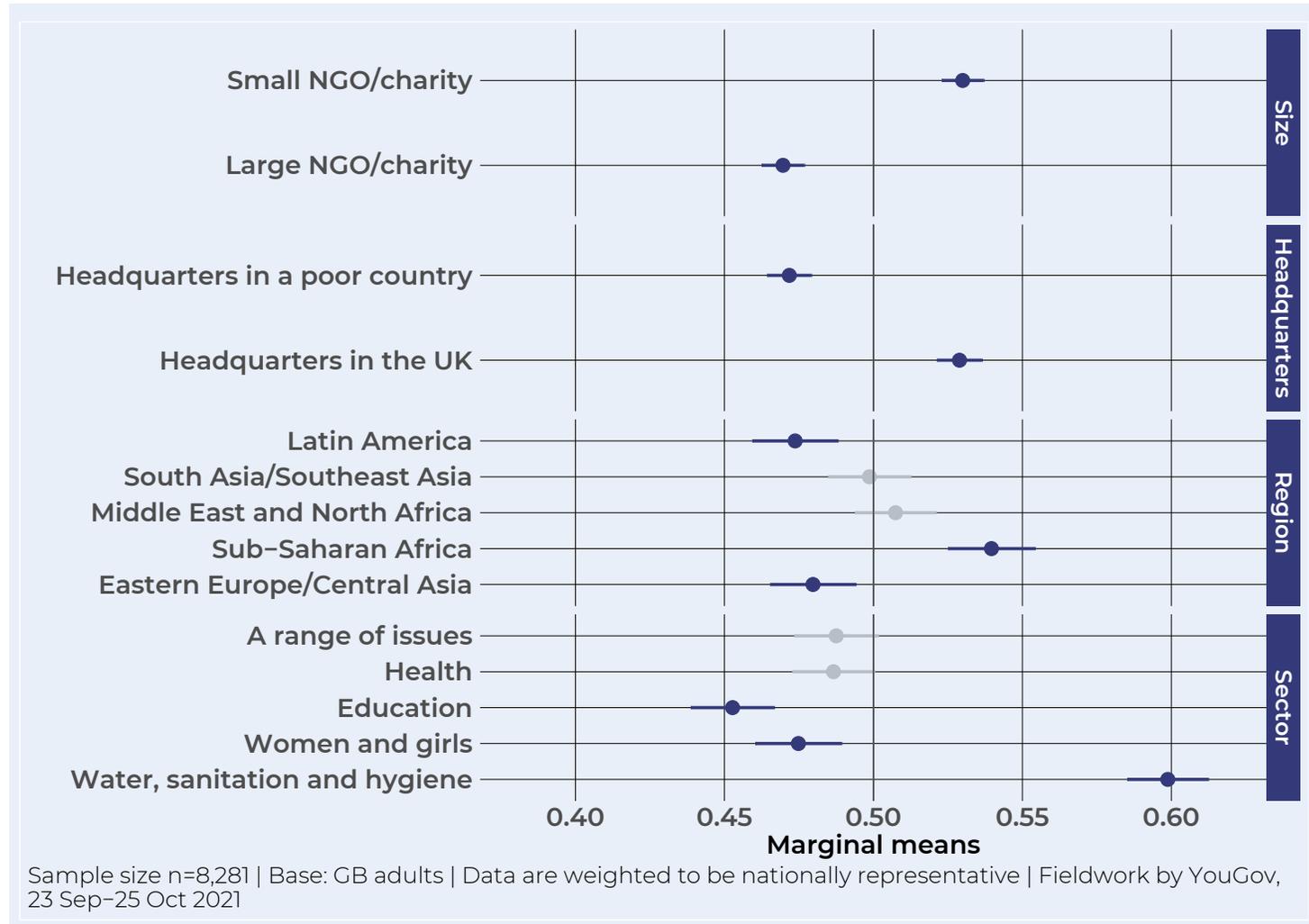
**There is an advantage for small NGOs/charities** when respondents state their preferences.

But **respondents prefer to donate to NGOs/charities that are headquartered in the UK**. Is this casual racism or a signal that the public believes that such organisations are more easily held to account?

The regional preferences make sense in terms of physical and mental geographies of UK aid and developmental need, with a preference for MENA and SSA over the more distant regions.

**WASH is the clear winner** in terms of the issues that people would donate to right now, holding all other dimensions constant. Repeated concerns about focussing on women and girls in the abstract.

# PREFERENCES FOR SIGNING PETITIONS SIMILAR



The startling thing for petitions is that respondents respond in almost identical ways as donations, and remember that these are different groups of respondents so it is not just the same people responding in the same way.

The **dropping out of MENA as positive and significant among the regions is the only substantial change**. Is it that respondents are more wary of organisations asking for petitions in that part of world – more contentious politics, but ok to donate money.

The **advantage of small NGOs/charities over bigger NGOs/charities is ever so slightly greater for petitions than donations, but only marginally so**.

The difference between the two outcomes is well illustrated by flicking back and forth ...

# KEY INSIGHTS



- The British public think that small NGOs are more efficient, effective, honest and trustworthy, but the difference in assessments is larger for trust and honesty, which may be a more accessible heuristic or short-cut when taking decisions.
- Developing partnerships with the local community is important as is the capacity building and self-sufficiency generated by local partnerships. This is strongly driven by engagement levels, but even among the Marginally Engaged, more than 4 in 10 support local partnerships.
- Small NGO/charity boost for donations and petitions, but respondents prefer UK-based organisations that work in SSA, and WASH is the predominant issue to elicit support.

# DATA AND USE

## DATA

The data for this deck come from the DEL October 2021 Panel (base n= 8,281). Data are weighted to be nationally representative. Fieldwork conducted by YouGov, 23 September - 25 October 2021.

## USE

DEL data and analysis are a public good and can be used and shared with the appropriate citation.

## CITATION

Hudson, J., Hudson, D. and Morini, P. 2021. *Perceptions of small and large NGOs & corporate partnerships*. London: Development Engagement Lab.



**DEVELOPMENT  
ENGAGEMENT  
LAB**



**UNIVERSITY OF  
BIRMINGHAM**

The Development Engagement Lab (DEL) is a five-year study of public attitudes and engagement with global development in France, Germany, Great Britain, and the United States (2018-2023).

DEL is a partner focussed research programme, convening and co-producing research and insights with over 30 international development NGOs and government agencies to understand the drivers of engagement and inform development communications.

Fieldwork is carried out by YouGov and surveys are weighted to be a nationally representative of the adult population. DEL is a grantee of the Bill & Melinda Gates Foundation and led by Professor Jennifer Hudson (University College London) and Professor David Hudson (University of Birmingham).

The **Development Engagement Lab**

(Aid Attitudes Tracker Phase 2) has three goals:

1. Co-production of an evidence base for development campaigning
2. Enabling collaboration across the sector
3. Increasing advocacy capacity through the sharing of research and strategic insights

You can find out more information about DEL research at [www.developmentcompass.org](http://www.developmentcompass.org), follow us on Twitter [@DevEngageLab](https://twitter.com/DevEngageLab) or by contacting [del@ucl.ac.uk](mailto:del@ucl.ac.uk).

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