



Brand Awareness Rankings of the 100 Largest U.S. Charities

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INTRODUCTION

Zion & Zion's annual survey to rank Americans' brand awareness of the 100 largest U.S. charities reveals that many of the largest and oldest charities have significant top-of-mind brand awareness by a broad cross section of consumers. This year's survey had 1,053 respondents.

Some of the charities with high brand recognition are predictable due to factors such as public visibility, longevity, advertising, etc. We expected that most people would be familiar with such charities as St. Jude Children's Research Hospital (#1), the Salvation Army (#2), and Boys & Girls Club of America (#3). But longevity alone is no guarantee of strong brand awareness; Easterseals, for example, which was founded in 1919 to assist people with disabilities, ranked 35th in overall brand awareness. The data also reveals surprising differences in brand awareness by gender, age, and income levels. While the primary data from our study is found below, links to related Zion & Zion studies can be found at [Millennials vs. Non: The Generational Divide in Brand Awareness Rankings of the 100 Largest U.S. Charities](#); [High Income Consumers' Brand Awareness Rankings of the 100 Largest U.S. Charities](#); [The Gender Gap in Brand Awareness Rankings of the 100 Largest U.S. Charities](#).

Charity Name	Category	Brand Awareness Rank	Brand Awareness
St. Jude Children's Research Hospital	Medical	1	91%
Salvation Army	Domestic Needs	2	88%
Boys & Girls Club of America	Youth	3	87%
American Heart Association	Health	4	85%
YMCA of the USA	Youth	4	85%
American Cancer Society	Health	6	84%
Goodwill Industries International	Domestic Needs	7	81%
Make-A-Wish Foundation of America	Youth	8	80%
American National Red Cross	Domestic Needs	9	80%
Habitat for Humanity International	International Needs	10	78%
Boy Scouts of America	Youth	11	77%
Wounded Warrior Project	Domestic Needs	12	75%
March of Dimes Foundation	Health	13	75%
World Wildlife Fund	Environment/Animal	14	75%
American Society for the Prevention of Cruelty to Animals (ASPCA)	Environment/Animal	15	72%
Doctors Without Borders USA	International Needs	15	72%
Planned Parenthood Federation of America	Domestic Needs	17	71%
Mayo Clinic	Medical	18	70%
Susan G. Komen for the Cure	Health	19	68%
Humane Society of the United States	Environment/Animal	20	68%
Shriners Hospitals for Children	Medical	21	66%
United States Fund for UNICEF	International Needs	22	66%
United Way Worldwide	Domestic Needs	23	65%
Alzheimer's Association	Health	24	63%
Smithsonian Institution	Cultural	25	60%
Marine Toys for Tots Foundation	Youth	26	60%
Disabled American Veterans	Domestic Needs	27	59%
Public Broadcasting Service	Public Broadcasting	28	58%
Feed the Children	Domestic Needs	29	57%
Metropolitan Museum of Arts	Cultural	30	56%
Save the Children Federation	International Needs	31	53%
Catholic Charities USA	Domestic Needs	32	53%
American Civil Liberties Union and Foundation	Public Affairs	33	51%
Easterseals	Health	34	50%
Museum of Modern Art	Cultural	35	50%
Catholic Relief Services	International Needs	36	50%
Bill, Hillary and Chelsea Clinton Foundation	Public Affairs	37	43%
Rotary Foundation of Rotary International	International Needs	38	42%
National Multiple Sclerosis Society	Health	39	41%
Leukemia & Lymphoma Society	Health	40	40%
Volunteers of America	Domestic Needs	41	39%
Juvenile Diabetes Research Foundation (JDRF)	Health	42	38%
Feeding America	Domestic Needs	43	36%
American Kidney Fund	Health	44	36%
Nature Conservancy	Environment/Animal	45	35%
Environmental Defense Fund	Environment/Animal	45	35%
Paralyzed Veterans of America	Domestic Needs	47	34%
CARE USA	International Needs	47	34%
Junior Achievement USA	Youth	49	34%
Christian Broadcasting Network	Religious	50	31%
Memorial Sloan Kettering Cancer Center	Medical	51	31%
Teach for America	Education	52	30%
Mount Sinai Health Systems	Medical	53	29%
World Vision	International Needs	54	28%
Lutheran Services in America	Domestic Needs	55	28%
Children International	International Needs	56	25%
Helen Keller International	International Needs	57	23%
Smile Train	International Needs	58	21%
United Service Organizations	Domestic Needs	59	21%
New York-Presbyterian Hospital	Medical	60	19%
Dana-Farber Cancer Institute	Medical	61	18%
Food for the Poor	International Needs	62	18%
Samaritan's Purse	Domestic Needs	63	17%
The Arc	Health	64	16%
Young Life	Religious	65	16%
ChildFund International	International Needs	66	15%
Carter Center	International Needs	67	15%
Compassion International	International Needs	68	13%
Scholarship America	Education	69	13%
Americares Foundation	International Needs	70	12%
Midwest Food Bank	Domestic Needs	71	12%
UJA/Federation of New York	Domestic Needs	72	11%
Wycliffe Bible Translators	Religious	73	10%
Step Up for Students	Education	74	9%
PATH	International Needs	75	9%
Task Force for Global Health	International Needs	76	9%
Museum of the Bible	Cultural	77	8%
Houston Food Bank	Domestic Needs	77	8%
International Rescue Committee	International Needs	79	8%
American Jewish Joint Distribution Committee	International Needs	80	8%
Direct Relief	International Needs	81	8%
Cross International	International Needs	82	6%
Cru	Religious	83	6%
Detroit Institute of Arts	Cultural	83	6%
Catholic Medical Mission Board	International Needs	83	6%
Operation Blessing International Relief & Development	International Needs	86	6%
Brother's Brother Foundation	International Needs	87	6%
Mathew 25: Ministries	International Needs	87	6%
Healthwell Foundation	Domestic Needs	89	6%
Patient Access Network Foundation	Health	90	5%
Educational Media Foundation	Religious	90	5%
Good 360	International Needs	92	5%
Delivering Good	Domestic Needs	92	5%
Entertainment Industry Foundation	Health	94	5%
CBM (Christian Blind Mission)	International Needs	95	4%
Project Orbis International	International Needs	96	4%
Population Services International	International Needs	97	4%
Peabody Essex Museum	Cultural	98	3%
Conservation International Foundation	Environment/Animal	99	3%
MAP International	International Needs	100	2%