## Are Americans Aware of Challenges Faced by Charities in 2025?



42%

In 2025, charities faced a uniquely challenging year marked by significant reductions in federal funding, new federal interpretations of DEI policies and funding criteria, and rising demand for services, all compounded by political polarization and a declining donor base. Yet, **only 32% of participants were** 

aware of these federal funding cuts.

In fact, younger respondents were more likely to believe that charities received increased government funding during 2025.

Gained government funding

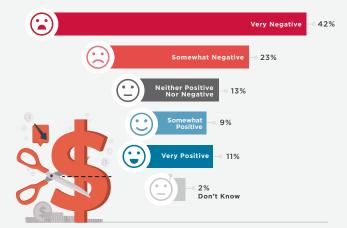
Lost government funding

37% 36% 26% 26% 26% 26% 17% 24% 17% Gen Alpha Gen Z Millennial Gen X Boomers Matures

39%

Among those who reported being aware of these cuts, most viewed the reductions as either very negative (42%) or somewhat negative (23%).





Similarly, when asked whether the federal government issued any guidance or interpretation linking federal funding to charity DEI policies, only 32% said yes. Reactions to the DEI-related changes were more mixed.

Among those aware of such changes, just over half (53%) viewed the new federal guidance on DEI negatively, while 44% view it positively.







