

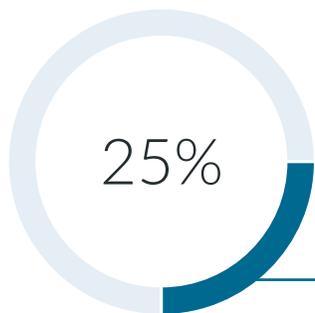


# All eyes on Ukraine

## How Americans are responding to the crisis

The Russian invasion of Ukraine has spawned one of the largest humanitarian crises since World War II. Fidelity Charitable® conducted a survey among a general population of Americans on March 9, 2022, to understand how they are thinking about the war in Ukraine in its early days and how they are supporting those affected. Findings highlight not only how rapidly Americans are responding, but how many are primed for a significant and ongoing response. Key takeaways include:

**One in four Americans have opened their wallets in some way in response to the crisis.**



A quarter of those who are aware of the crisis have **taken action to support Ukraine**, including donations to charity or other forms of economic support.

#### Types of support

Donated to a nonprofit

**54%**

Given directly to affected individuals or families

**26%**

Engaged in other economic support (e.g., supporting a Ukrainian business, purchasing a product with proceeds to benefit Ukraine)

**79%**

*Base: Aware of the situation in Ukraine and have taken action in response*

Donors are primarily concerned for immediate humanitarian needs related to the crisis. Long-term needs are currently a secondary concern.

**What areas do you most want to support with your donations?**

Medical support	60%
Children's issues	58%
Short-term humanitarian aid (e.g., temporary housing, meals, personal supplies)	52%
Rebuilding Ukraine	33%
Economic opportunity for refugees	30%
Mental health	28%
Strengthening democracy	19%

Base: Have already made a monetary donation or may donate in the next few weeks

There is no single dominant source of information for donors to learn where or how to give.

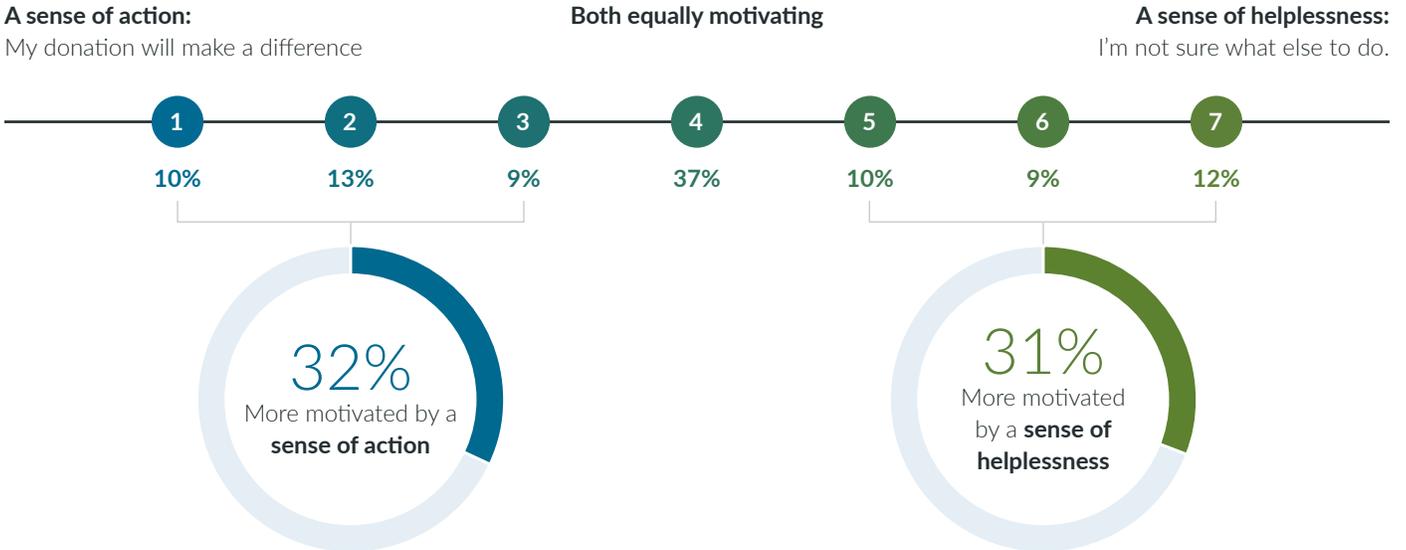
**How did you learn about where to make your donation?**

Friends or family	34%
A news report	33%
Church or community group	33%
A list published by a third party (e.g., news outlet, web publication)	30%
Someone I don't know on social media	29%
A nonprofit I've already given to	22%

Base: Have already made a monetary donation

Donors cite both feelings of action and feelings of helplessness as their motivation to give.

**When you think about your donation to the crisis in Ukraine, which of the following was more motivating to you?**

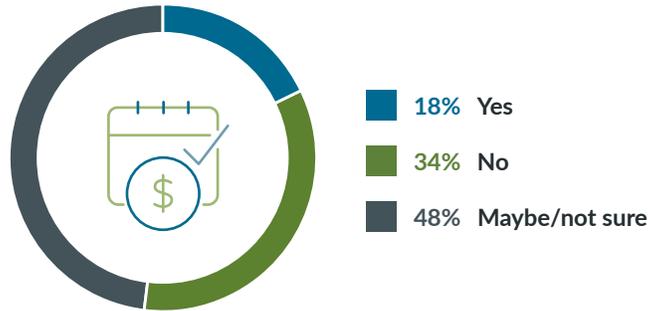


Base: Have already made a monetary donation

## Two-thirds of those who have not donated say they will or may make a donation in the next few weeks. But many are held back by concerns.

### Do you plan to donate to support Ukraine in the next few weeks?

**43%**  
of those who haven't yet donated say they **have seen information about where or how to make donations** to Ukraine.



Base: Have not made a monetary donation

### Are any of the following concerns holding you back from making a donation?

My donation might not reach intended recipients	29%
I want to know how my donation would be used	26%
I want to know my donation would be used right away	21%
Not sure where to donate	16%
I want to wait to understand the long-term impact	10%
I want more information about what is happening on the ground	8%
Something else	19%

Base: Have not made a monetary donation and will not donate or aren't sure about donating

### Methodology

Engine Group, an independent research firm, conducted a research study on behalf of Fidelity Charitable about responses to the humanitarian crisis in Ukraine due to the Russian invasion. 1,006 adults in the U.S. were surveyed on March 9, 2022.