

CHARITY BRAND INDEX

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The logo for Harris Interactive features the word "harris" in a lowercase, sans-serif font. A thin, curved line arches over the top of the letters "i", "s", and "i". Below "harris" is the word "INTERACTIVE" in a smaller, uppercase, sans-serif font.

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The top 125 charity brands

Over the following two pages we list the top 105 charity brands as ranked by the results of the 2012 Charity Brand Index survey. In brackets is their position in the 2011 Charity Brand Index. All the charities listed here are featured in the 2012 Charity Brand Index.

Charity	Rank 2011	Rank 2012	2012-2011 Difference	Sector
Cancer Research UK	1	1	0	Medical research
Macmillan Cancer Support	5	2	3	Health care
Royal British Legion / Poppy Appeal	3	3	0	Military
BBC Children in Need	6	4	2	Children
Comic Relief / Sport Relief / Red Nose Day	12	5	7	Social Affairs
British Heart Foundation	7	6	1	Medical research
St John Ambulance	9	7	2	Public safety
British Red Cross	15	8	7	Overseas
Help for Heroes	4	9	-5	Military
RSPCA	2	10	-8	Animals
Marie Curie Cancer Care	14	11	3	Health care
NSPCC / ChildLine	8	12	-4	Children
Great Ormond Street Hospital Children's Charity	13	13	0	Health care
RNLI / Royal National Lifeboat Institution	10	14	-4	Public safety
The Salvation Army	17	15	2	Religious
Oxfam	11	16	-5	Overseas
Guide Dogs for the Blind Association	16	17	-1	Disability
Samaritans	21	18	3	Health care
Save the Children	24	19	5	Overseas
Breast Cancer Care	27	20	7	Health care
UNICEF UK	29	21	8	Children
The National Trust	22	22	0	Heritage
PDSA	26	23	3	Animals
Battersea Dogs & Cats Home	20	24	-4	Animals
Citizens Advice	25	25	0	Advice and guidance
RSPB	23	26	-3	Animals
Age UK	31	27	4	Elderly
Barnardo's	18	28	-10	Children
WWF UK	28	29	-1	Animals
RNIB	19	30	-11	Disability
Breakthrough Breast Cancer	39	31	8	Medical research
The Prince's Trust	30	32	-2	Children
Mencap	36	33	3	Disability
Amnesty International UK	34	34	0	Human rights
Alzheimer's Society	32	35	-3	Disability
Dogs Trust	38	36	2	Animals
Shelter	33	37	-4	Homelessness
Scope	51	38	13	Disability
Christian Aid	35	39	-4	Overseas
The Wildlife Trusts	40	40	0	Animals
Diabetes UK	46	41	5	Health care
Mind	53	42	11	Health care
The Donkey Sanctuary	43	43	0	Animals
Cats Protection	42	44	-2	Animals
MS Society / Multiple Sclerosis Society	55	45	10	Medical research
Arthritis Research UK	59	46	13	Medical research
Friends of the Earth	45	47	-2	Environment
Woodland Trust	44	48	-4	Environment
The Stroke Association	58	49	9	Disability
The Children's Society	61	50	11	Children
The Children's Trust	NEW FOR 2012	51		Children
YMCA England	37	52	-15	Children
WSPA / World Society for the Protection of Animals	57	53	4	Animals

The top 125 charity brands

Charity	Rank 2011	Rank 2012	2012-2011 Difference	Sector
WaterAid	41	54	-13	Overseas
WWT / Wildfowl & Wetlands Trust	65	55	10	Environment
Prostate Cancer UK	NEW FOR 2012	56		Medical research
Action for Children	73	57	16	Children
SSAFA Forces Help	71	58	13	Military
Children with Cancer UK	72	59	13	Medical research
The Blue Cross	50	60	-10	Animals
Sue Ryder	47	61	-14	Social Care
Eden Project / Eden Trust	60	62	-2	Environment
Kidney Research UK	66	63	3	Medical research
Motability	62	64	-2	Disability
Anthony Nolan Trust	52	65	-13	Health care
WCRF UK / World Cancer Research Fund	67	66	1	Medical research
Asthma UK	74	67	7	Health care
MSF UK / Medecins sans Frontieres	56	68	-12	Overseas
WRVS	54	69	-15	Social Affairs
RAFBF / The Royal Air Force Benevolent Fund	68	70	-2	Military
Victim Support	63	71	-8	Public safety
Royal Marsden Cancer Charity	84	72	12	Medical research
The Scout Association	49	73	-24	Children
Parkinson's UK	85	74	11	Disability
HelpAge International	NEW FOR 2012	75		Elderly
Centrepoint	93	76	17	Homelessness
CLIC Sargent	76	77	-1	Health care
St Dunstan's	91	78	13	Military
Leukaemia & Lymphoma Research	77	79	-2	Medical research
ActionAid	79	80	-1	Overseas
THT / Terrence Higgins Trust	70	81	-11	Health care
CF / Cystic Fibrosis Trust	75	82	-7	Medical research
The Zoological Society of London	NEW FOR 2012	83		Animals
World Vision UK	88	84	4	Overseas
Wood Green Animal Shelters	95	85	10	Animals
YHA (England and Wales)	69	86	-17	Other
The National Autistic Society	78	87	-9	Disability
Girlguiding UK / The Guide Association	86	88	-2	Children
Sightsavers	92	89	3	Overseas
Disasters Emergency Committee	NEW FOR 2012	90		Overseas
Action for Blind People	NEW FOR 2012	91		Disability
Sense	89	92	-3	Disability
Redwings Horse Sanctuary	102	93	9	Animals
The Gurkha Welfare Trust	103	94	9	Military
Crisis	81	95	-14	Homelessness
Papworth Trust	NEW FOR 2012	96		Disability
The Outward Bound Trust	97	97	0	Children
NDCS / National Deaf Children's Society	80	98	-18	Disability
Leonard Cheshire Disability	83	99	-16	Disability
VSO / Voluntary Service Overseas	87	100	-13	Overseas
MNDA / Motor Neurone Disease Association	90	101	-11	Medical research
Marie Stopes International	94	102	-8	Health care
CARE / Care International	106	103	3	Overseas
Cafod / Catholic Agency for Overseas Development	100	104	-4	Overseas
International HIV/AIDS Alliance	NEW FOR 2012	105		Health care