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## Information is key to retaining donors, says poll

By Hannah Jordan, Third Sector Online, 1 October 2008

**Nearly a quarter of donors who stop giving do so because they can't see where their money is going, according to a new poll.**

Thirty-five per cent of respondents to the poll, carried out by CCBFastmap, said they had stopped giving to a specific charity at some point. Of those, 22 per cent said they had stopped supporting a charity because it was not clear how their money was being spent. Forty-one per cent...

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