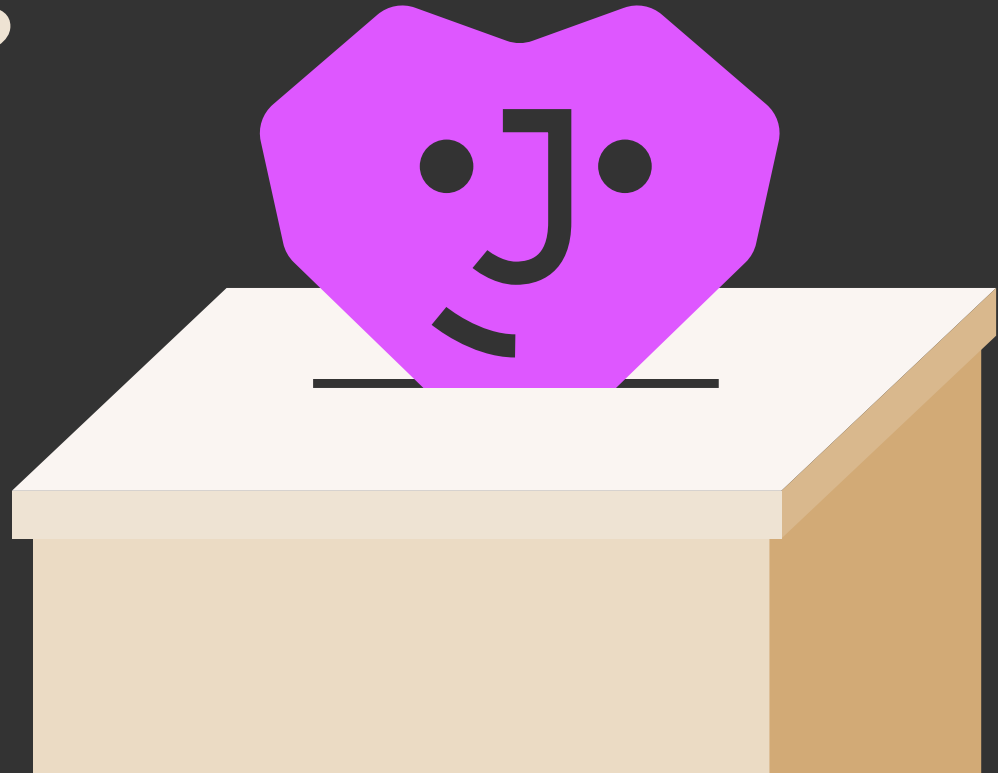


# Jgive's Annual Israeli Giving Report 2025



”All Israel is responsible for one another“

# Far more than a quote

## A Personal Note

The idea to establish Jgive was born in 2014, during my military service in Operation Protective Edge. I saw then how many people wanted to help, but everything was chaotic, uncoordinated, and sometimes did not even reach those who truly needed it.

In my life, I encountered up close the gap between the desire to give and the ability to do so in a simple, organized, and effective way. From that place came the desire to create a Givingplace that connects donors with charities and allows giving to happen as it should. That is Jgive.

For more than a decade, we have been connecting donors with charities and making giving more accessible. Now, we are proud to launch, for the first time, the Israeli Giving Report, which tells the cultural story behind our giving habits.

The numbers before you are evidence of a society that does not remain indifferent. But what is even more interesting than the statistics are the individuals behind them: every donation reflected in this data is one person's decision to be there for someone else.

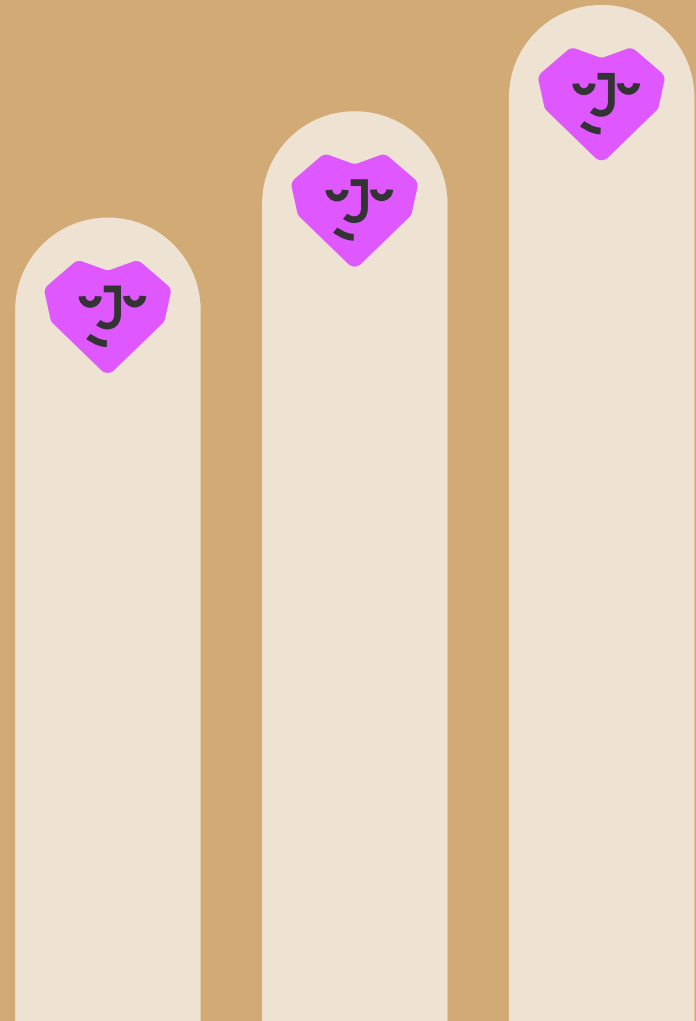
### Ori Ben Shlomo

CEO and Founder, Jgive

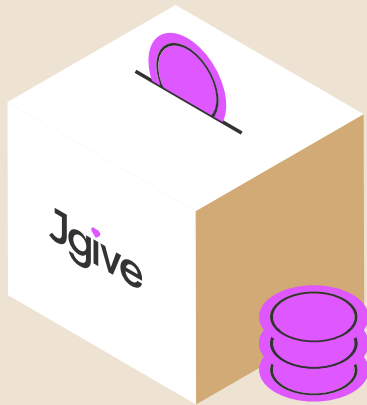


More than a decade after it all began, **that is still what drives us.**

# Giving That Runs Through Our Veins



# In 2025, we donated more than 1M NIS every day



**More than 400 million NIS was  
donated through Jgive**

In 2025, more than 400 million NIS was donated through Jgive, averaging over 1 million NIS in charitable giving every day.

This is the story of all those who care for Israel, each with their own reason and their own moment when they decided to give. We can certainly look around and see the change, but that is not enough. To truly understand what giving to Israel looks like, we needed research-based evidence.

Now, for the first time, thanks to the Giving Report by Jgive's Research Department, we can genuinely understand how we give; not only how much, but why, what drives it and what actually happens in practice.

# Three Lenses That Have Never Been Connected **Before**

Our report is based on three research methods and represents the widest, most holistic overview on Israeli giving culture.

**01**

## **A Decade of Data Analysis**

We conducted an in-depth analysis of all donations made through Jgive over more than a decade, at the level of each individual donation.

**02**

## **A 10,000 Donors Survey**

We asked more than a quarter of a million active Jgive donors\* how and why they chose to donate.

**03**

## **International Indicators and External Data**

We combined data from Israel's Central Bureau of Statistics, Guidestar (The Ministry of Justice's central website for information on corporations in Israel), and international indices.

\*The survey was distributed only among active Jgive donors - those who donated at least once in 2024 or 2025.

# Giving as a Mechanism of Social Resilience

For years, giving was an act that required mediation: tzedakah boxes, door-to-door fundraising, traditional campaigns. The path to giving passed through time, place, and often complexity.

Digital giving shortened the distance between the desire to help and the ability to actually do so. Digital donation options expanded our ability to give, changed the pace of giving, and revealed something deeper about the immediate impact that giving has on donors themselves.

With the outbreak of the war in 2023, the amount donated through Jgive more than doubled,

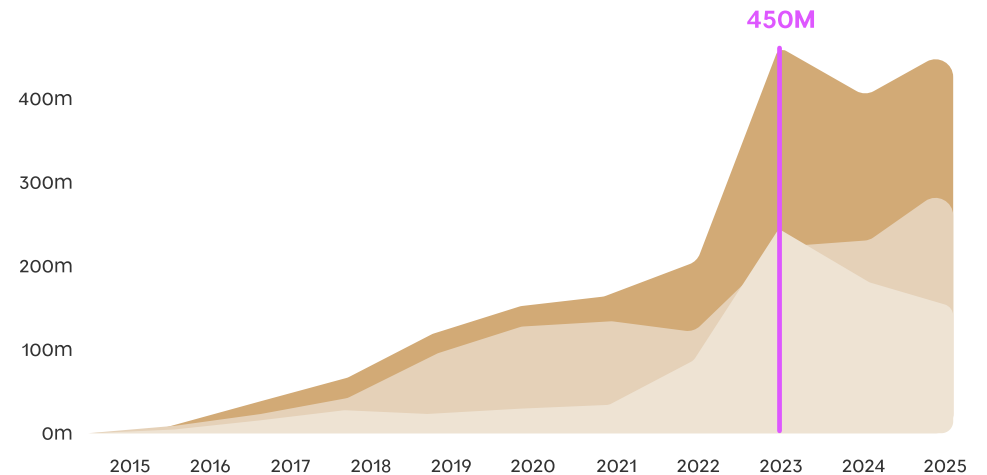
rising by a factor of **2.26\***

Since then, the trend has continued, and the total amount donated has kept growing.

\*Compared to the total funds raised in 2022

**Total Donations in NIS  
Between 2015-2025**

● Total Donations ● Israeli Donors ● Foreign Donors



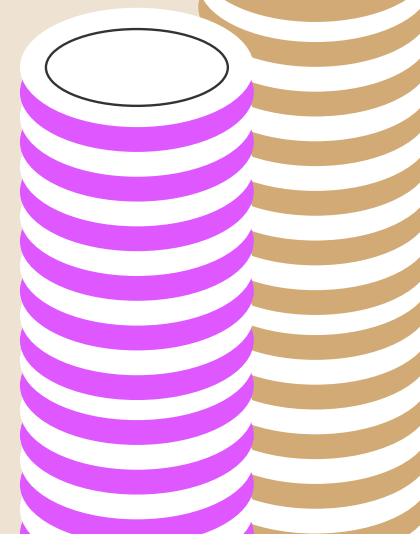
Since October 7th, there has been a significant increase in donor mobilization from abroad, rising by nearly 200%.

**In 2025, total  
donations received  
from abroad reached**

**125M** NIS



Representing 31%  
of all donations  
through Jgive.





“I Gave at Home” – Really?

# Characteristics of the Israeli Donor

Israelis excel in caring, concern for others, and mutual responsibility. Now it shows in the data too.

# 1 in 2 Israelis donate **at least** **once a year**

In international comparison, Israel ranks 23rd out of 142 countries according to the 2024 World Giving Index\*, which measures giving, volunteering, social resilience, and care for others.

In 2015, only one quarter of the donations received in Israel were “blue and white”\*\*, meaning Israeli-sourced. Today, approximately half of all donations come from within Israel itself. For Israelis, giving is a connection to roots, community, and values.

\*The World Giving Index is an annual global ranking published by the Charities Aid Foundation (CAF), based primarily on data from the Gallup World Poll.

\*\*Based on data from the Israeli Central Bureau of Statistics.



# 1 in 5 donors chooses to donate online

And this is only the beginning. Over the past five years, the number of donors on Jgive increased by 70%, and the total amount donated increased by 167%.

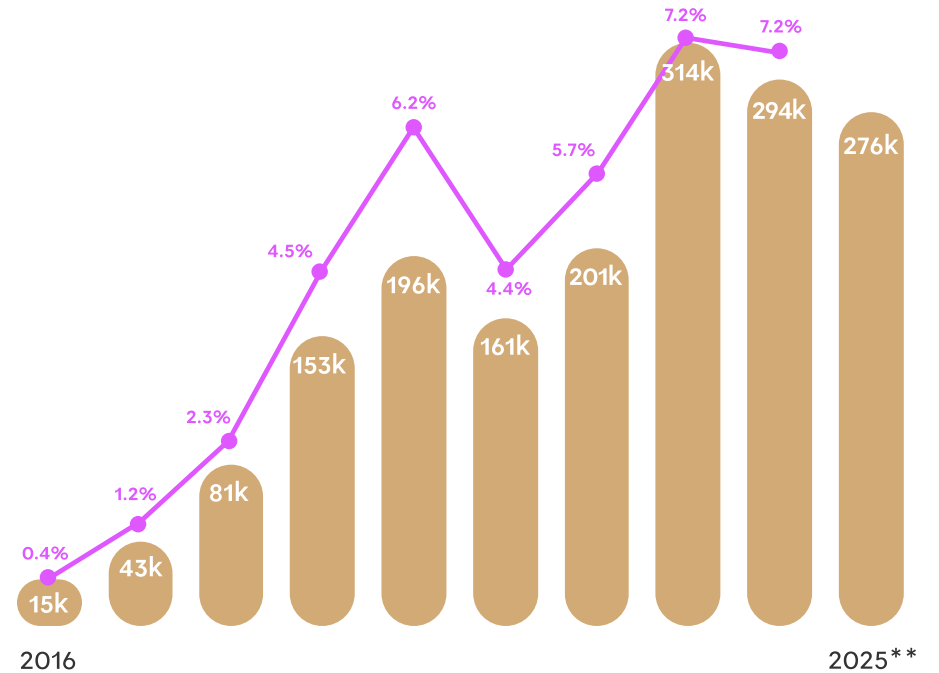


\*Israeli Central Bureau of Statistics. (n.d.). Social Survey Data Tables Generator.

\*\*The number of donors for 2025 has not yet been published, therefore the Jgive donor rate for this year was not calculated.

## Online Donor Rate in Israel, 2015–2025\*

- Number of donors on Jgive in a given year
- Jgive donors as a share of total donors in Israel



# When Both Sides Meet

Giving has become synonymous with mobilization, assistance, and rescue. But the change did not happen only on the donors' side.

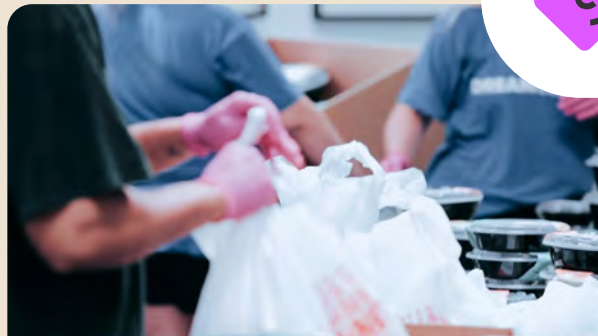
Charities are also operating faster, with greater precision and flexibility. They were able to launch campaigns in real time, adapt them to needs emerging from the field, and reach the public directly.



The number of charities that raised funds through Jgive

**grew from 500 to  
more than 3,000  
within seven years**

an average annual **growth rate of approximately 29%**.



**When both sides move at the same speed, giving does not merely grow. It becomes a mechanism of resilience and response for an entire society, building social strength.**

# Who Are Israel's New Donors?



**Many of Israel's donors are not who you thought they were.**

They are younger than you might have imagined, not necessarily from the center of the country, and not necessarily degree holders.

Giving in Israel is a culture. Just as we have seen the younger generation mobilize to defend the homeland through combat, civilian volunteering, and social initiatives, we also see them mobilizing in the world of giving.

# General Data

**61%**

Under the age of 50

Without an  
academic degree

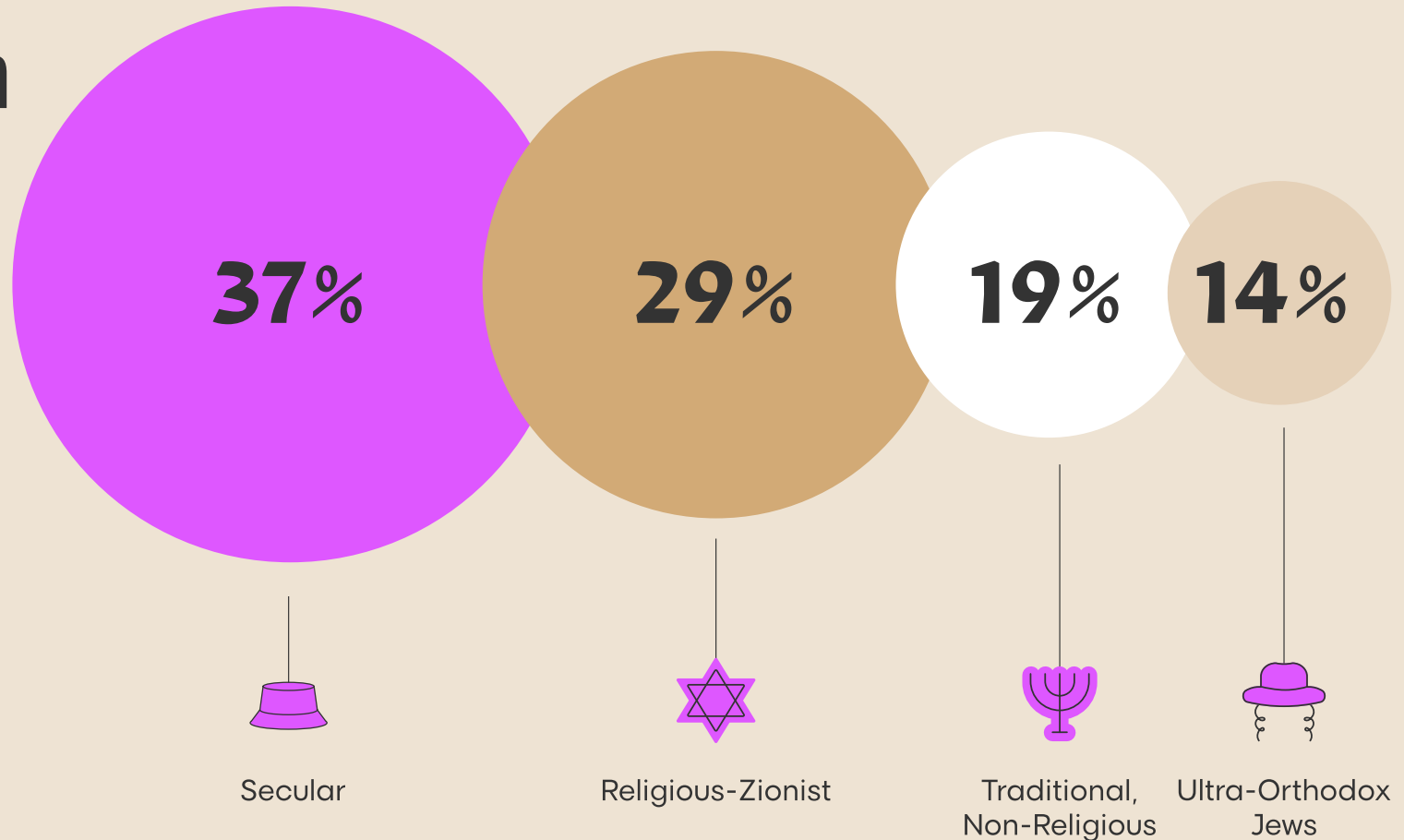
**60%**

**41%**  
of donors come  
from the major  
cities: Tel Aviv, Haifa,  
and Jerusalem

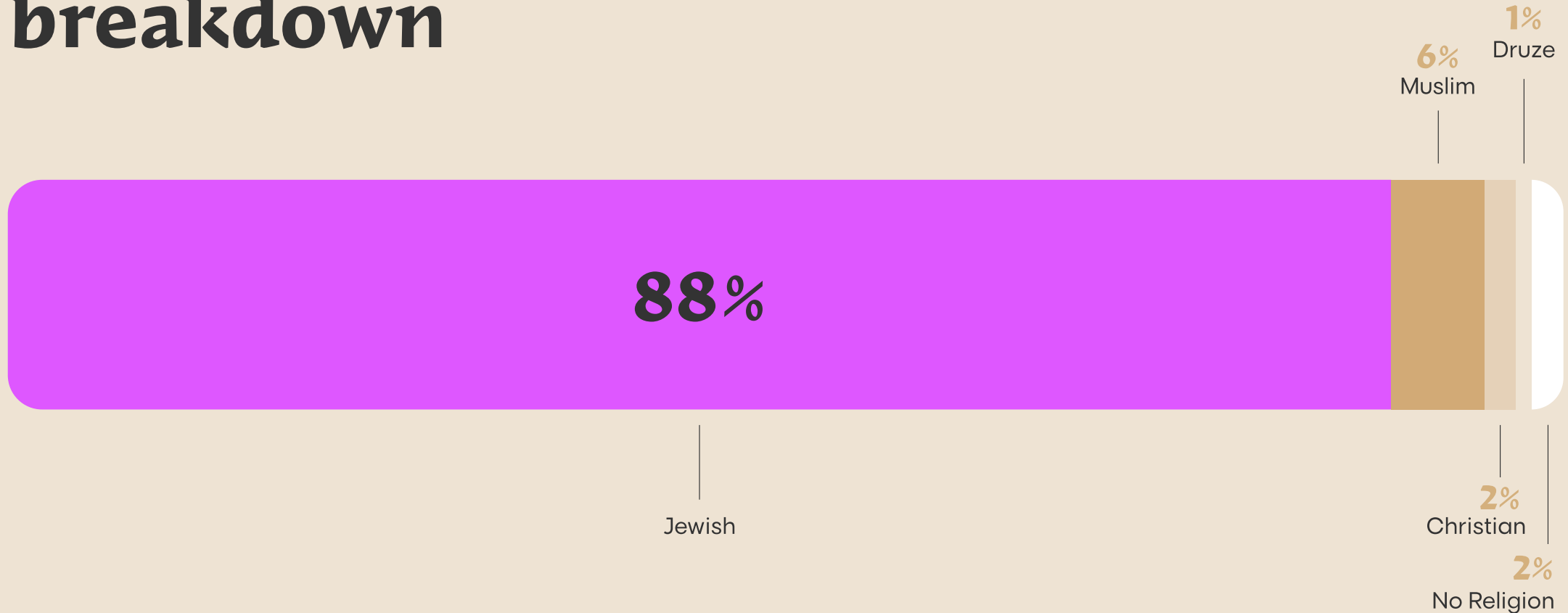
**56%**

Above-median  
income earners

# Sectoral breakdown



# Sectoral breakdown



# Sectoral breakdown

41%

**Of donors come from the major cities:**  
Tel Aviv, Haifa, and Jerusalem



Central  
District



Northern  
District



Southern  
District



Judea and  
Samaria



# Men **vs.** Women

According to the report, when it comes to giving, there is almost no difference between men and women, with women showing a slightly higher rate of giving. The desire to help crosses gender lines, and both groups donate at similar rates.

## Donation Rates by Gender:

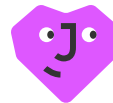
♀ Women

**52%**

♂ Men

**48%**

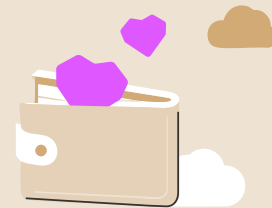
# What Kind of Donors Are We?



If you have ever sent money to someone who posted a campaign on WhatsApp, you are in good company. **You are among the 77% of Jgive donors who give this way.**

77%

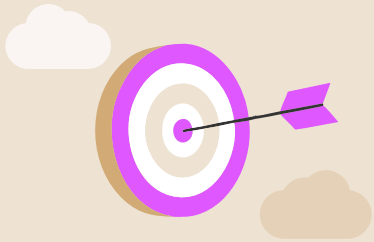
of Israeli donors are “spontaneous donors”



They give when they encounter a cause, **campaign, or project that touches their heart** and decide to help. Their donations are usually spread across different charities and causes over an unlimited period of time.

23%

of Israeli donors are “strategic donors”



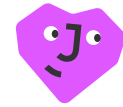
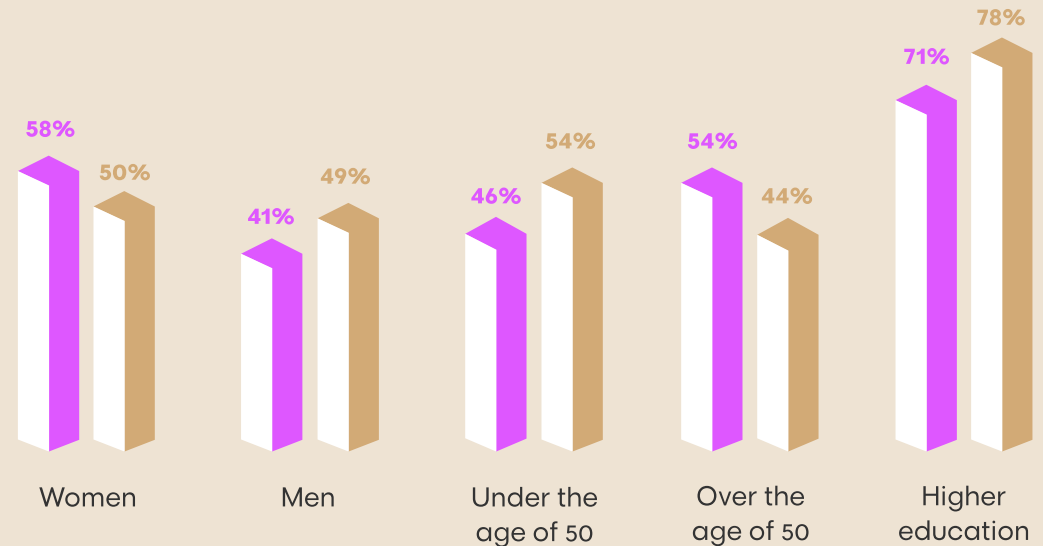
They choose to return and donate to the same cause, organization, or charity **at least twice in the same year**, turning giving into a regular, managed routine.

# Spontaneous Donors vs. Strategic Donors

When comparing the characteristics of strategic donors with those of spontaneous donors, the findings are especially interesting:

- Women tend to make giving decisions more spontaneously than men, who tend to give more strategically.
- Younger donors tend to give more spontaneously, while older donors tend to give more strategically.
- Among older donors, those with higher education tend to give more strategically. In addition, religious donors tend to give more strategically than secular donors, who tend to give more spontaneously.

● Spontaneous ● Strategic

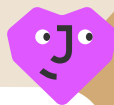


Average donation amount:  
Spontaneous **314 NIS**  
Strategic **441 NIS**

But the important finding is this:  
**The share of strategic donors increased by nearly**

**50%**

**between 2019  
and 2025**



More and more Israelis are turning giving into a way of life: a systematic, intentional, and planned action.

The 126% surge in donations on October 7 was not merely a passing emotional increase. It accelerated a structural shift, and it is possible that some of the spontaneous donors of 2023 became the strategic donors of 2025.

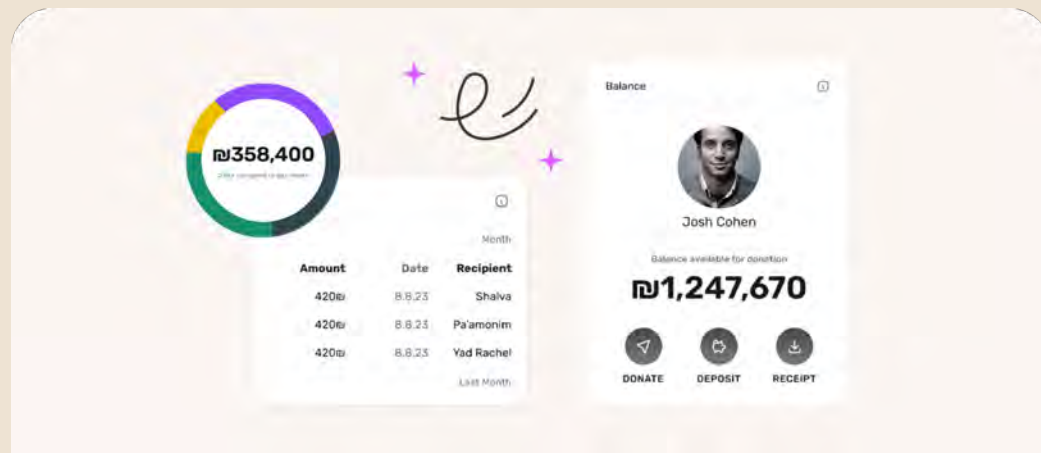
# Strategic Donors Have Tools

Today, strategic donors have advanced technological tools that allow them to plan and manage their giving with the same simplicity with which they manage the rest of their expenses.



## Personal donation management area

Donate to any cause you choose, easily track your donations and receive all your receipts in one place.



## Donor-Advised Fund (DAF)

Deposit cash or stock. Receive immediate tax recognition in Israel, the US, or the UK. Grow your funds in our investment tracks. Grant to any Israeli cause you care about, on your own timeline.

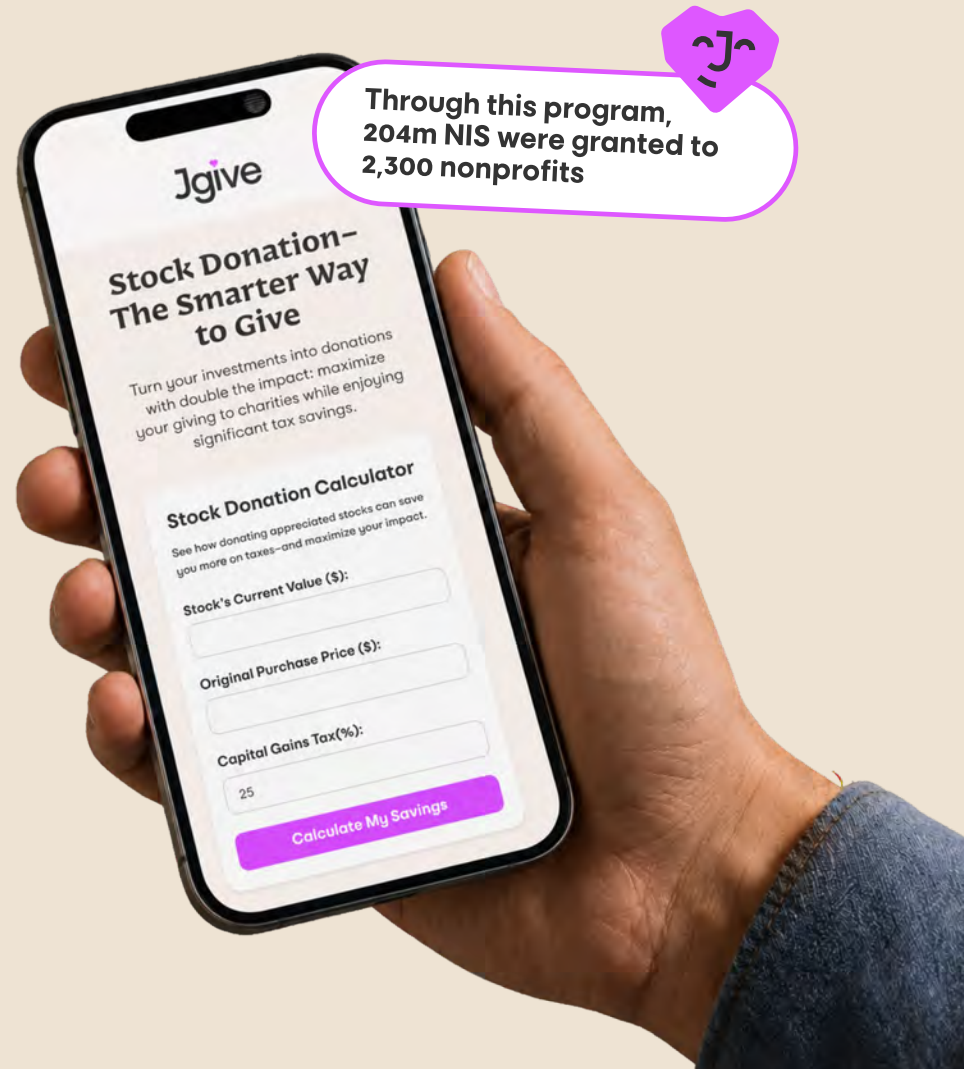
During 2025, 667 Jgive Platinum members\*

**donated approximately 302M NIS,  
of which 85M NIS was through  
stock donations.**

Impactful giving became possible thanks to the regulatory process led by Jgive with the Israel Tax Authority (ITA), which established the ability to benefit from a full exemption from capital gains tax, which stands at 25% of the gain, in addition to a tax credit of 35% of the donation amount.

As a result of this process, everyone benefits: donors can donate the full value of the stock, the charity receives the maximum value of the donation, and the state benefits from strengthened social resilience among its citizens.

\*The Jgive Platinum track is designed for donors giving more than NIS 50,000 per year, who receive unique benefits and tools.



# When an Exit Meets Giving

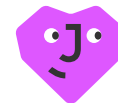
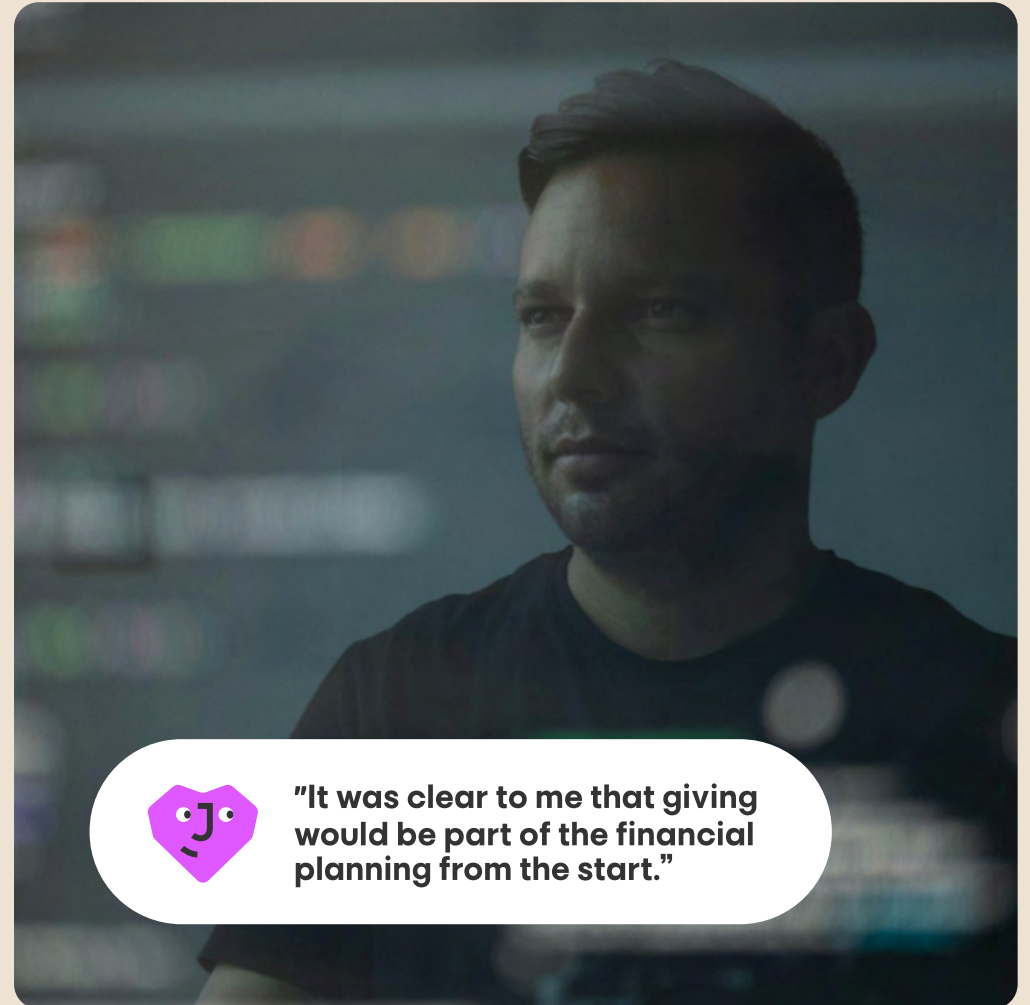
In April 2025, an Israeli entrepreneur made his second exit. Before the deal closed, he transferred \$3.5 million in company shares to his personal giving fund. He received a 35% tax credit on their full value, with no capital gains tax. The charities he then chose to support received the full amount.

“In my first exit, I gave after the fact. This time it was clear to me that giving would be part of the financial planning from the start.”

The money does not have to move immediately. It is held in the fund, and the donor decides where it goes and when. This makes it possible to plan giving the same way any other significant financial decision is planned.

The 2025 data points in a clear direction: 667 donors deposited 85 million shekels through stock donations, a 240% increase in a single year.

Another clear trend is the growing use of Jgive by international philanthropic foundations, particularly from the United States, that are deeply active in Israel. Increasingly, these foundations are channeling their support through Jgive for a practical reason: direct, efficient access to thousands of verified Israeli charities.



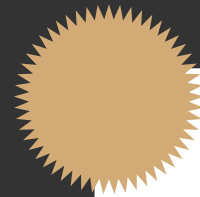
**“It was clear to me that giving would be part of the financial planning from the start.”**

The tax credit most donors don't know they're eligible for

# Only **40%** of All Donors Get Tax Receipts for Their Donations

When Jgive started, that figure stood at just 20%. Through focused awareness efforts by Jgive, it has risen significantly, but there is still room to grow.

Today, at Jgive, receipts are issued immediately and reported automatically to the ITA. So after you make a donation, everything is waiting for you on the ITA website, making it easier than ever to receive your tax refund.



**Tax Credit**

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# When Giving Becomes a Way Of Life, We Become Stronger as a Community and as a People

As the world of giving becomes more precise, accessible, and data-based, our ability to make an impact grows as well.

At Jgive, we will continue connecting donors with charities and building a Givingplace that makes giving simple, safe, and timely.

And to understand what giving looks like when it meets complex reality and daily mission on the ground, here is the story of Soroka Friends.



## Soroka Friends

# When Mission Meets the Right Path

For more than six decades, Soroka has been an anchor of health and resilience for the residents of the Negev. It is the central and only major hospital in the Negev, serving more than one million residents, and a strategic national asset that is always at the forefront of medical care.



“When I wake up in the morning,” says Orna Miara, Director of the Friends of Soroka Association, “something happens in my head, in my heart, and in my stomach. A tremendous excitement for the day’s tasks. We meet people here at the most difficult point in their lives, and we are not only raising money. We are on a life mission.”

## October 7

With the outbreak of the Swords of Iron War, Soroka faced a new and challenging reality, during which more than 4,600 wounded people were treated, 740 of them in the first 24 hours alone.

Then, on June 19th, a ballistic missile from Iran struck the northern hospitalization building and destroyed it completely: eight operating rooms, laboratories, and inpatient departments were destroyed. In addition, departments in adjacent buildings were damaged, causing significant harm to essential infrastructure.

Fortunately, the building had been evacuated the day before because it did not meet protection standards. Many lives were saved, both patients and staff members.



# Rebuilding a Future for the Negev

The charity now stands at the forefront of the effort to rehabilitate the hospital. But behind the plans and budgets lies a deeper vision.

As David Ben-Gurion famously said: “In the Negev, the people of Israel and its state will be tested.”

Here, at the southern edge of the country, between medical innovation and a dedicated team carrying out a public mission every day, modern Zionism comes to life: caring for the health of the Negev’s residents, social responsibility, and community.



# Ambassadors Around the World

The partnership with Jgive allows Soroka's story to be heard not only in Israel, but around the world.

More than a decade ago, the charity chose to work with Jgive, understanding that cross-border fundraising is key to the future.

The Givingplace opened a door: reaching donors abroad, arranging international donations, and providing tax solutions, capabilities that became especially critical during the war. For the charity, this was not just a tool. It was the ability to build a global circle of supporters and continue operating.

For the people of the charity and for all Soroka teams, every donation, of any amount, is first and foremost an embrace, a partnership, and a source of support.



In a changing reality, power is shifting:  
citizens take initiative, communities take action, and impact is created from the bottom up.

**Those who choose to lead  
now have the tools  
to turn impact into reality**



# Want to lead and create real impact?

Whether you are a charity, a private donor, or a philanthropist, in Israel or abroad, at Israel's Givingplace you take an active part in Israel's culture of giving.

[Join the Givingplace](#)

## Disclaimer:

The survey was sent to 250,000 active Jgive donors, who were selected based solely on donation activity, with no criterion related to origin, religion, sector, gender, or any social affiliation. The findings reflect those who chose to respond and the composition of the population that actually uses Jgive's services. As with any study based on outreach to an existing customer base, the findings do not necessarily represent the entire Israeli population, but rather the platform's active donor audience.

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