

2025

# **WORLD GIVING REPORT**

**METHOD STATEMENT**

### SUMMARY

The **World Giving Report 2025 (WGR)** is an annual study by the Charities Aid Foundation (CAF) that is split into two parts. The first part — **Donor Insights** — explores the attitudes and behaviours of people around giving and charity and provides insight into the scope and nature of global giving behaviours, highlighting trends in generosity around the world. The second part — **Charity Insights** — explores the challenges social purpose organisations around the world are facing and looks at trends across these. Overall, the research offers governments, nonprofits, and researchers a comparative view of charitable activity worldwide. The study has evolved from the World Giving Index which was published from 2010-2024.

### EXPANDED SCOPE

In 2025, we developed a new methodology to our global generosity study to provide a deeper understanding of behaviours and attitudes. The **Donor Insights** survey has expanded from three ‘yes / no’ questions to 28 questions in total. Please note that comparisons between the World Giving Report and previous iterations which used Gallup’s World Poll, are therefore inadvisable.

The **Charity Insights** survey is brand new for 2025. A 30-question survey was developed by CAF and distributed by our partners across 27 countries.

### DATA COLLECTION

**Donor Insights:** Data was collected through online surveying with Focaldata, an award-winning market research agency. CAF commissioned Focaldata to conduct nationally representative polls in 101 countries, capturing responses from 55,836 respondents. These were carried out from the 6<sup>th</sup> to the 31<sup>st</sup> January 2025, with broad geographic coverage. The raw data collected by Focaldata was provided to CAF for analysis and reporting.

- We conducted all fieldwork simultaneously (at the start of 2025) and asked about the whole of 2024. Generosity goes through peaks and troughs throughout a year and some countries will be much more generous in certain months (e.g. during an important religious festival / period).
- We acknowledge that expanding the question set from asking about behaviour in the last month to behaviour in the last year will increase the amount of error in recall. However, this recall error is likely to be similar in all countries and so — in our view — is a trade-off worth making to ensure that we capture the ebb and flow of generosity over a whole year.

**Charity Insights:** Data was collected through online surveying. CAF created and scripted a 30-question survey aimed at social purpose organisations and translated this into the first language of each country (respondents had the option to take it in this language or in English).

The responses were collected between March and June 2025 when fieldwork was conducted by CAF’s partners who reached out to charities in their countries with a link to the survey. CAF worked with 20 partners (organisations similar to CAF who promote a strong civil society), who covered 27 countries around the world. Due to local conditions, some partners followed up in-person or via telephone and completed some interviews this way (e.g. they asked questions to the respondent and input the responses to the online survey as they went along).

### SURVEY DESIGN

**Donor Insights:** CAF created the new donor survey in-house, with input from our in-country partners. The survey asked about a range of pro-social behaviours (including giving to charity, volunteering and helping a

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stranger), but also included masking options which we weren't as inherently interested in reporting on, but which provided socially desirable answers. In other words – the “right” answer was made less obvious than in a ‘yes / no’ question and people could find behaviours that they had done, thus minimising the need to tick something that they *wish* they'd done (but may actually not have done).

We expanded the options about donating money to three separate answer codes, with the aim of better reflecting how generosity manifests around the world. We asked, “During 2024, did you do any of the following...”:

- Give money to a charity
- Give money to a person or a family in need (not including your family or friends)
- Give money to a religious organisation or for a religious cause (for example: at church, through zakat, tithing, ma'aser or daana, etc.). This includes any money you give voluntarily, even if it is collected by your government.

To further contextualise responses, the survey captured the actual amounts given and the respondents take-home income as well as hours of volunteering completed. This year, we wanted to find out not only whether people have done one of these pro-social behaviours, but also their level of commitment, in context with their circumstances.

The survey was translated into the primary language for each country surveyed.

**Charity Insights:** CAF also created the new charity survey in-house, with input from our in-country partners. The survey was designed to mirror the donor survey where applicable (e.g. trust questions) as well as looking at attitudes and capabilities of charities.

A primary informant of the design was CAF's six resilience characteristics, which we collected data on in order to score charities on a scale developed in-house.

The survey was translated into the primary language for each country surveyed.

## SAMPLE DESIGN

**Donor Insights:** Each country's sample was nationally representative – typically ranging from n=250 to n=1,000 respondents per country, using quotas of age (18+), gender and region to attain appropriate representation. Some countries only had a sample of circa n=250 where the limitations of online research meant that respondents were hard to reach

Although there was a good representation of nationally representative samples across most countries, in non-OECD markets, the profile of online panellists skewed towards more urban, higher educated people. This means that, even with age and gender quotas, the profile of the sample in these markets' skews to more urban and higher educated.

**Charity Insights:** Given the challenging nature of collecting data from charities, the sample collected is an indicative snapshot of charity in each country as, in most cases, there is no data on the sample universe with which to guide any sampling or post-hoc weighting of the data.

The headline figures from all charities combined weights each participating country equally and, while this gives us a 'world view', CAF does not claim that this is representative of all the world's charitable organisations.

The total number of charities who took part was 3,115. Countries covered were as follows: Brazil, Mexico, Chile, Colombia, Peru, USA, UK, Canada, Ghana, South Africa, France, Argentina, Dominican Republic, Indonesia, Pakistan, Kenya, Bulgaria, Italy, Greece, Germany, India, Australia, Uganda, Nigeria, Philippines, Saudi Arabia, United Arab Emirates.

## DATA VALIDATION AND QUALITY CONTROL

**Donor Insights:** Focaldata implemented rigorous data validation and quality control. Data validation rules were applied across the results from each country, and attention check questions were included to ensure high data quality. There were four rounds of data checks made, as follows:

### Round 1

- Q2 - Among those who receive an income, the top five percentile of monthly income were removed
- Q2 - Among those who receive an income, the bottom two percentile of monthly income were removed
- Q6 there were two checks:
  - Respondents with an income: if average donation percent was above 10% of annual income, respondents were removed
  - Respondents without an income: if average donation percent was above 10% of average annual income (average annual income was determined from desk research), respondents were removed
- Attention check questions:
  - Q5 or Q14, if stated, “I ticked the wrong box before, I didn’t donate any money in 2024”, removed from the data
  - Q13 – off-topic attention check question – if respondent did NOT tick motorbike, removed from the data
  - Q30 - If respondent stated their exact age is different to the initial banded age question (A1), removed from the data

### Round 2

For markets which still either had a high average income to median income ratio, or had an uneven log distribution for average income data, further respondents were removed by doing the following:

- take the data between the 10th and 90th percentile (strict outlier removal)
- fit a lognormal distribution to the mean and standard deviation of that subsample (not perfect, but decent approximation and easy to handle)
- Divide the (full) data into  $n / 20$  bins
- For each bin, if there is  $<5\%$  probability of observing that many responses, compare the observed number of responses to the predicted number of responses given a 'perfect' distribution, and randomly sample them down until it's in line

### Round 3

If the income data still had an abnormal log distribution, respondents which still had abnormally high-income data were removed manually to have a more realistic average income – median income ratio

### Round 4

Repeat of round 1 data checks for ‘top-up’ respondents collected to ensure full sample is clean.

Across all markets, data was weighted to age, gender and region to ensure a nationally representative sample – this meant results were not skewed by any over- or under-sampled groups where possible. As mentioned

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previously, however, there is a limitation to online polling which means respondents are sometimes skewed to urban and educated in certain markets.

**Charity Insights:** Duplicate responses were removed (primarily via IP addresses), as were any charities that didn't make it past Q10. From there, we accepted partial responses and so some base sizes do vary towards questions later in the questionnaire.

Poor quality responses i.e. those failing a straight-lining test and / or writing nonsense in an open ended question were also removed.

## LIMITATIONS

**Donor Insights:** While this provides a wealth of data, several methodological limitations should be acknowledged. Coverage of countries is very high but not absolute – both CAF and Focaldata determined which countries could be surveyed for 2025, and there are naturally some limitations to the countries covered due to online survey panel limitations. The 2025 survey includes 101 countries (together representing ~91% of the world's population).

The donor survey relies on self-reported behaviour within a one-year reference period, which can introduce response biases. Respondents might over- or under-report their charitable activities (due to memory lapses or social desirability bias), and short-term events (e.g. a holiday charity drive during the survey period) can temporarily boost or depress the reported giving rates. As discussed before, changes to the questionnaire and surveying period have aimed to mitigate these as far as possible.

Measuring generosity by the percentage of yearly income donated presents certain challenges. Economic disparities across and within countries (including differences in wealth and local cost of living) mean that an equivalent percentage of income can represent very different levels of personal sacrifice and capacity to give. External factors also play a role: variations in tax incentives and government welfare policies can influence formal donation levels, as these frameworks differ widely across countries.

Online was the only feasible methodology that fitted the time and budget requirements for this work, and we would advise against any direct comparisons with figures collected using other methodologies.

The Donor Insights report is a useful indicator of global generosity and attitudes towards charity, but its findings should be interpreted in context and with an understanding of the survey-based nature of the data.

**Charity Insights:** This work relied heavily on the networks and commitment of partners around the world for collecting data from charities. Accordingly, there is much variability in this, which reflects in the final sample. As there is no sample universe data for charities in many countries, the best that can be done is as wide a call for responses in each country as possible. Naturally – this will exclude some charities.

The Charity Insights report is an indicative snapshot of the 27 countries we were able to sample in and provides useful insights into similarities and differences in charities around the world. That said, care should be taken when interpreting the results as this is not a 'world-wide' sample in a way that the donor sample is far closer to.

## OVERALL SAMPLE FOR DONOR SURVEY

Market	Number of online interviews
ALGERIA	545
ANGOLA	246
AUSTRALIA	1032
AUSTRIA	504
ARGENTINA	1113
AZERBAIJAN	274
BANGLADESH	503
BELGIUM	501
BOLIVIA	271
BOSNIA & HERZEGOVINA	521
BOTSWANA	520
BRAZIL	998
BULGARIA	1017
CAMEROON	502
CANADA	1008
CHILE	1050
CHINA	501
COLOMBIA	999
COSTA RICA	267
COTE D'IVOIRE	251
CROATIA	500
CZECHIA	570
DENMARK	500
DOMINICAN REPUBLIC	743
ECUADOR	251
EGYPT	511
EL SALVADOR	252
ESTONIA	261
ETHIOPIA	510

FINLAND	505
FRANCE	1012
GERMANY	999
GHANA	1060
GREECE	1015
GUATEMALA	258
HONDURAS	112
HONG KONG	254
HUNGARY	508
INDIA	1027
INDONESIA	1004
IRELAND	504
ISRAEL	517
ITALY	1025
JAPAN	497
JORDAN	240
KAZAKHSTAN	239
KENYA	1083
LATVIA	261
LITHUANIA	292
MALAWI	502
MALAYSIA	504
MEXICO	1014
MOLDOVA	258
MONTENEGRO	254
MOROCCO	1004
MOZAMBIQUE	255
NAMIBIA	259
NETHERLANDS	500
NEW ZEALAND	502
NICARAGUA	162
NIGERIA	998

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NORWAY	504
PAKISTAN	1049
PANAMA	279
PERU	1044
PHILIPPINES	1056
POLAND	507
PORTUGAL	501
QATAR	250
ROMANIA	251
RUSSIA	530
RWANDA	267
SAUDI ARABIA	500
SERBIA	264
SENEGAL	263
SIERRA LEONE	216
SINGAPORE	503
SLOVAKIA	250
SLOVENIA	261
SOUTH AFRICA	1057
SOUTH KOREA	499

SPAIN	500
SRI LANKA	508
SUDAN	258
SWEDEN	502
SWITZERLAND	519
TAIWAN	258
TANZANIA	511
THAILAND	505
TUNISIA	249
TURKEY	542
UAE	507
UGANDA	982
UKRAINE	506
UK	1007
URUGUAY	276
USA	1020
VIETNAM	508
YEMEN	249
ZAMBIA	508
ZIMBABWE	527



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