

WORLD GIVING REPORT

# GIVING IN COLOMBIA

2025

CONTENTS

<b>01.</b>	<b>INTRODUCTION</b>	<b>4</b>
	Welcome	5
	About us	6
	Our methodology	7
<b>02.</b>	<b>THE GLOBAL CONTEXT</b>	<b>8</b>
	How Colombia compares on key indicators of generosity	9
<b>03.</b>	<b>ASPECTS OF GENEROSITY</b>	<b>11</b>
	Giving money away	12
	Volunteering	21
	Helping people	24
<b>04.</b>	<b>PUBLIC PERCEPTIONS OF CIVIL SOCIETY</b>	<b>25</b>
	On charities	26
	On the Government	29



An aerial photograph of a large crowd of people participating in a marathon or triathlon. The participants are spread across a wide asphalt road and a grassy area. Many are wearing colorful athletic gear. A red banner with white text is overlaid on the left side of the image.

# 01 INTRODUCTION



# Welcome

This report presents the attitudes and behaviours of the Colombian public regarding generosity, volunteering, and the role of civil society. It forms part of the *World Giving Report 2025*, a global initiative led by the Charities Aid Foundation (CAF), in partnership with Donar Online and other key regional organisations.

Findings from Colombia reveal a society that perceives itself as generous and upholds meaningful acts of solidarity, particularly through direct person-to-person support. However, challenges persist around the low formalisation of giving and moderate engagement with structured philanthropic models.

These insights invite us to rethink how generosity is channelled in Colombia. At Donar Online, we believe that building trust, transparency, and emotional connection with social causes is essential to creating a more active and sustainable giving ecosystem. We hope this report contributes to that shared vision.



**JUAN LAPETINI**

Regional Director –  
Partnerships and  
Institutional Relations  
Donar Online

**"Colombia believes in generosity and lives it daily, yet still faces the challenge of turning it into an organised and sustained force."**

# About us

## Donar Online

Donar Online is a platform that empowers civil society organisations in Latin America by facilitating safe, recurring, and transparent online donations.

Since 2013, we have worked with over 9,000 organisations across seven countries — including many in Colombia — to help them diversify their funding, connect with new supporters, and build long-term financial sustainability.

We believe technology is only a tool. What truly builds trust is a consistent, human-centred experience that strengthens the connection between people and causes.

Through strategic partnerships, training, and digital innovation, Donar Online is proud to be part of a growing ecosystem that supports a more connected, resilient, and generous civil society in Colombia and across the region.

**We strengthen the Latin American social sector by connecting causes with people who want to make a difference.**

## CAF

The Charities Aid Foundation (CAF) exists to accelerate progress in society towards a fair and sustainable future for all. Over the last 100 years, we have led the way in developing innovative approaches to giving. Annually, we distribute over £1 billion to social purpose organisations around the globe.

As a leading charity operating in the UK, US and Canada, CAF works at the centre of the giving world. We partner with corporate and individual donors to enable them to give more effectively, strategically and impactfully. This includes connecting them to charities globally and providing access to our in-depth sector knowledge, governance expertise and innovative giving solutions.

We help social purpose organisations to strengthen their resilience and do more of their life changing work, through strategic advisory services from our Impact Accelerator, tools to support charities' fundraising activities, and charity financial services from CAF Bank Limited and CAF Financial Solutions Limited. Using our research, policy and campaigns work, we understand and influence the wider environment for charities and donors.

**Together, we give more.**

## The World Giving Report (WGR) is a survey that captures the public's attitudes and behaviours around giving in 101 countries around the world.

- Access our global insights hub at: [www.worldgivingreport.org](http://www.worldgivingreport.org)
- This report is one of over 20 country-specific giving reports that uses the WGR data and is produced by CAF in partnership with leading social purpose organisations around the world.

## Later this year, we are also publishing:

- Insights on the world charity landscape from partner-led surveys of social purpose organisations in over 20 countries (September).
- Country-specific charity insights reports (winter).

# Our Methodology

The results described in this report were collected as part of the World Giving Report survey in January 2025.

All fieldwork was conducted online by our partners, Focaldata. The data was weighted, post-hoc to be representative of the population. All sample sizes are specified throughout the report, where relevant.

## A note on 'Charity'

Across the report, we use the words 'charity' and 'charities' to represent any organisation that works to try and improve issues that are affecting individuals, communities, animals or the natural environment, and society as a whole.

In doing so, we recognise that these terms and their definitions differ around the world, with this type of organisation also described as: non-governmental organisations (NGOs), non-profit organisations (NPOs), community organisations, social purpose organisations, associations and other names.

You can find further details about our methodology at [www.worldgivingreport.org](http://www.worldgivingreport.org)





An aerial photograph of a crowded beach. The foreground is filled with hundreds of people and their surfboards, which are scattered across the wet sand. The surfboards are in various colors, including blue, green, yellow, red, and black. The people are mostly small figures from this high angle. In the background, the ocean waves are breaking onto the shore, creating white foam. The water is a murky greenish-brown color. A red banner with white text is overlaid on the left side of the image.

## 02 THE GLOBAL CONTEXT



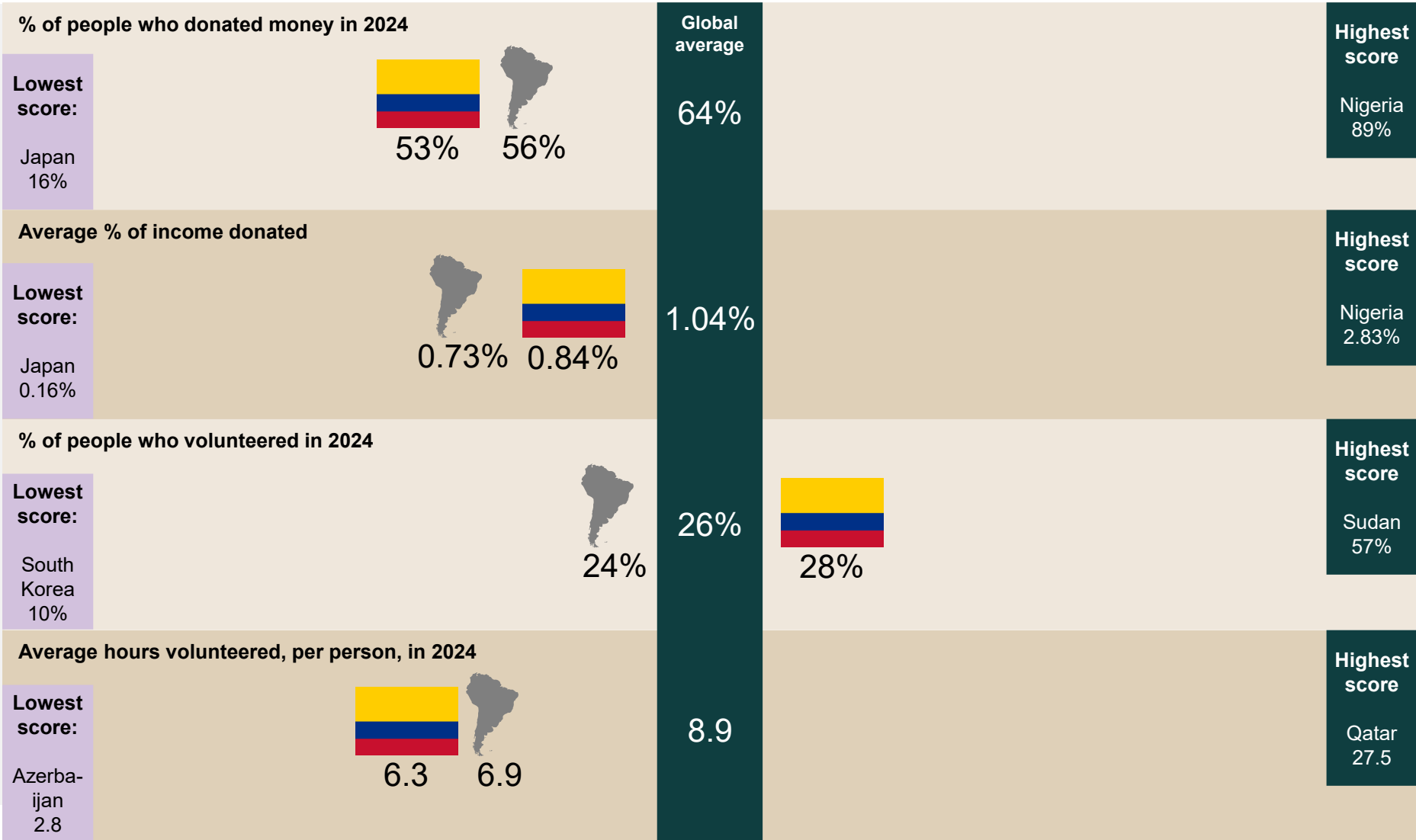
# Giving money and giving time: Worldwide and within the continent.

Colombia presents a mixed profile in global generosity rankings. In 2024, 53% of people donated money — below both the global average (64%) and the regional average (56%).

Volunteering, however, was slightly stronger: 28% of Colombians volunteered, above the global (26%) and regional (24%) rates.

Despite this willingness to participate, the average share of income donated was just 0.84%, ranking Colombia 52nd worldwide.

These results highlight a society with a strong inclination to help others, but where generosity is still mostly informal or occasional. The challenge ahead is to build mechanisms that make giving easier, more sustained, and more impactful over time.



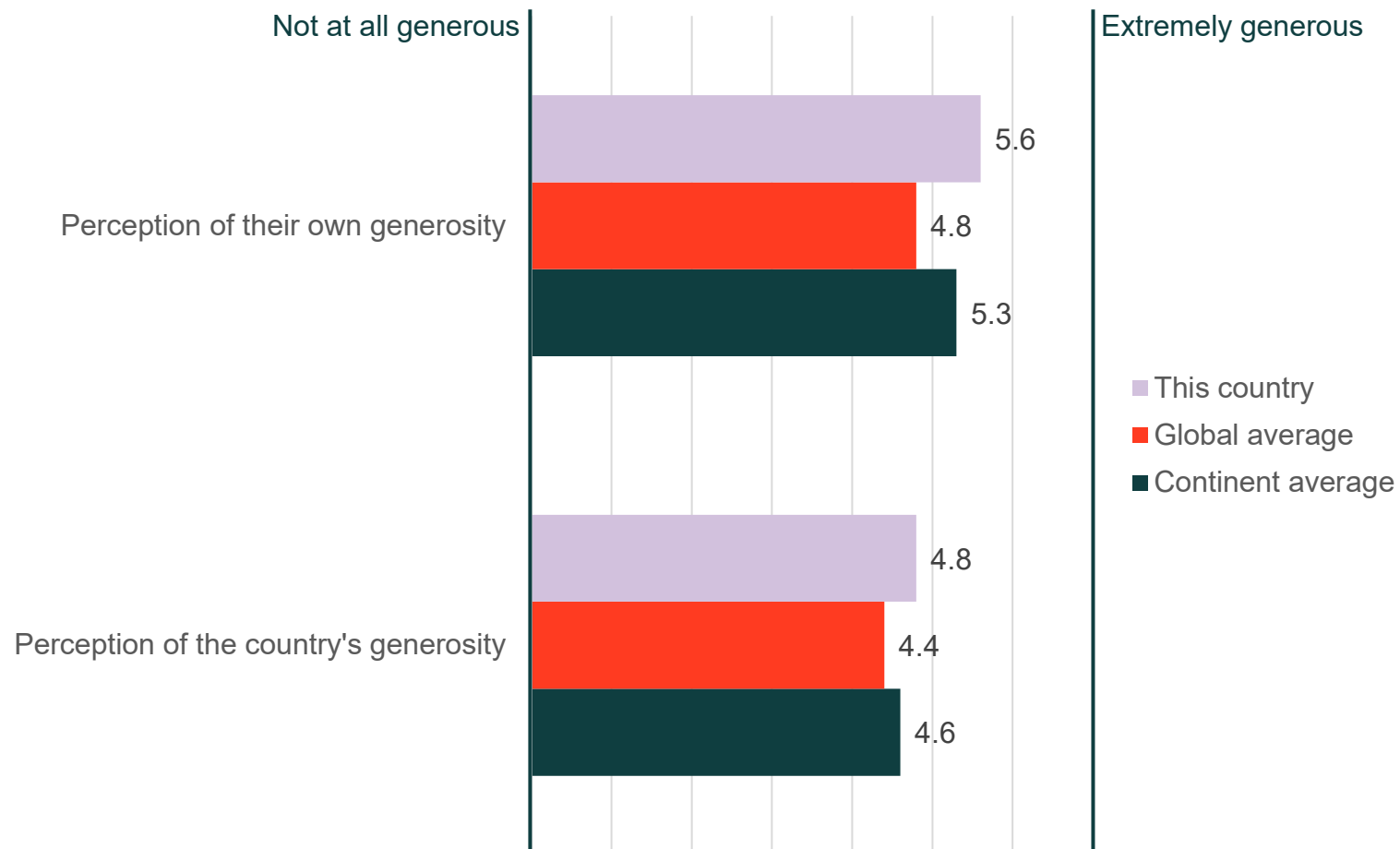
Base: All (999)

## Perceptions of our own generosity.

**Colombians perceive themselves as generous — ranking 29th out of 101 countries in self-assessed generosity. However, in terms of income donated, Colombia ranks 52nd, revealing a gap between intention and actual financial contribution.**

The average perception score of Colombia's generosity was 4.8 out of 7, matching the global and continental averages. When rating their personal generosity, Colombians scored themselves slightly higher (5.6), suggesting that generosity is part of the national self-image.

This contrast signals an opportunity: to align perception with practice through initiatives that build trust, promote recurring giving, and show tangible impact. Turning generosity into action is the next step.



**Colombia ranks 29<sup>th</sup> out of 101 countries for how generous we think we are.**

**We are 52<sup>nd</sup> in terms of the proportion of income we donate.**



03

# ASPECTS OF GENEROSITY





## The proportion of people who give money in different ways.

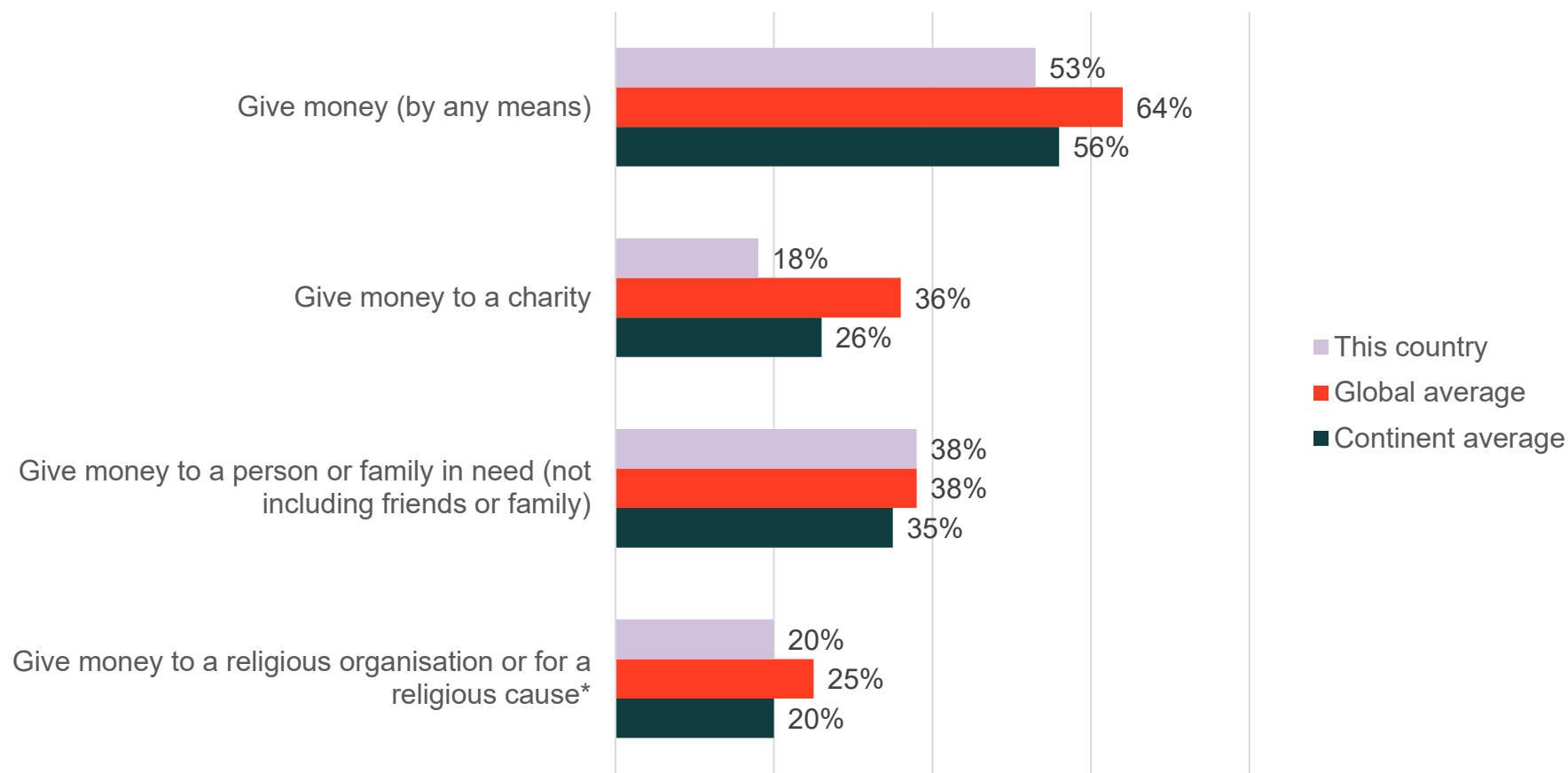
**In Colombia, 53% of respondents gave money in some way in 2024, well below the global average (64%) and slightly below the continental average (56%).**

Only 18% donated to a charity, placing Colombia significantly behind both global (36%) and regional (26%) benchmarks.

In contrast, giving directly to people in need (38%) is more common and aligns with global trends, highlighting the importance of informal solidarity networks in the country.

These results show that while generosity is present, it still takes largely informal forms. Strengthening trust and visibility around NGOs could help formal giving grow.

Q: During 2024, did you do any of the following? (All, n = 999)



\*The full answer code was worded, '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'.



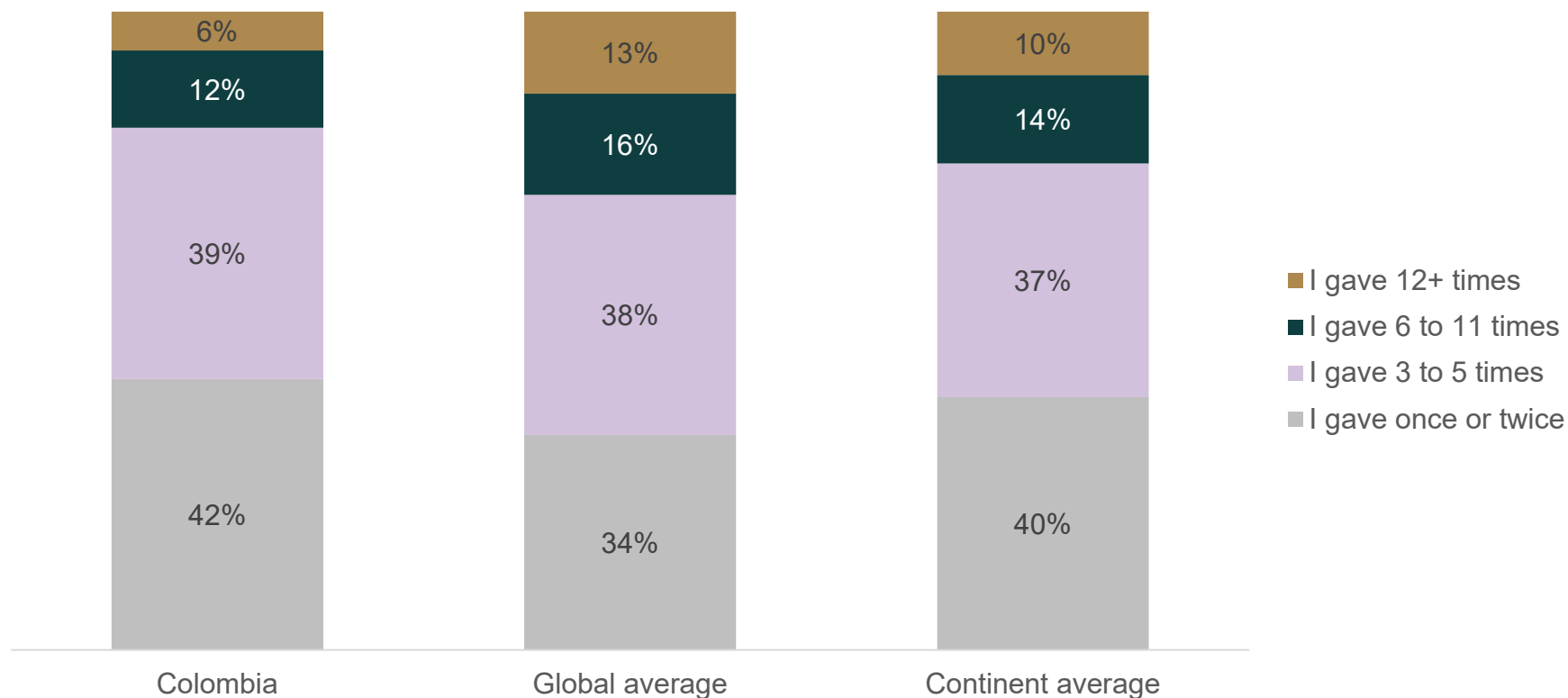
## How frequently people gave.

**In Colombia, giving is mostly occasional. Among those who donated in 2024, 42% gave once or twice, and 39% gave 3 to 5 times. Just 12% donated 6 to 11 times, and only 6% gave 12 or more times, showing low levels of sustained engagement.**

This pattern differs from the global average, where more people give regularly. In Colombia, generosity remains episodic and reactive, often tied to urgent situations or emotional triggers.

To foster stronger giving habits, civil society must focus on building trust and making recurring donations easier, reinforcing the long-term impact of consistent support.

**Q: How often did you give money away in 2024, either to charity, a person or family in need, or to a religious organisation? (People who had given money, n = 528)**



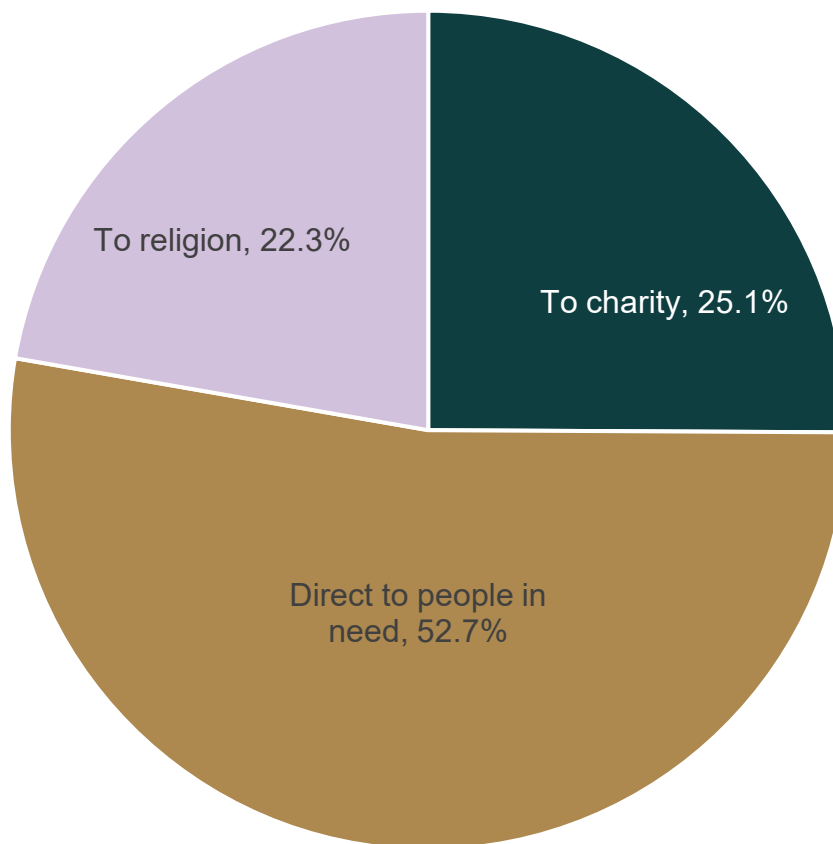
## Share of donations.

**In Colombia, most of the donated value goes directly to people in need (52.7%), far above the global (40.2%) and continental (42.7%) averages. Only 25.1% goes to charities and 22.3% to religious causes.**

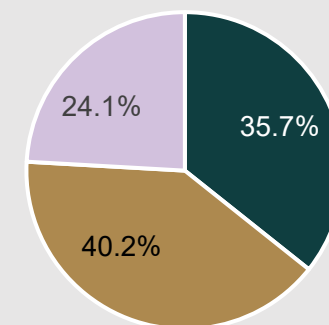
This reflects a giving culture built on personal ties and direct help, rather than institutional support. While solidarity is strong, formal philanthropy receives a smaller share of resources.

The challenge is to channel this generosity through non-profits, by increasing visibility, demonstrating impact, and earning public trust — turning informal help into sustained, organised support.

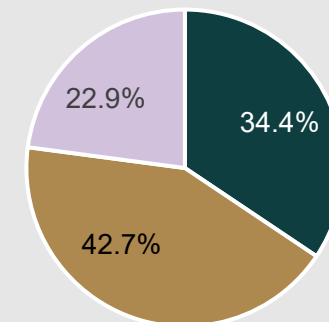
The share of the value of all donations made in 2024, across the three different routes. *(People who had given money, n = 528)*



Global average



Continent average





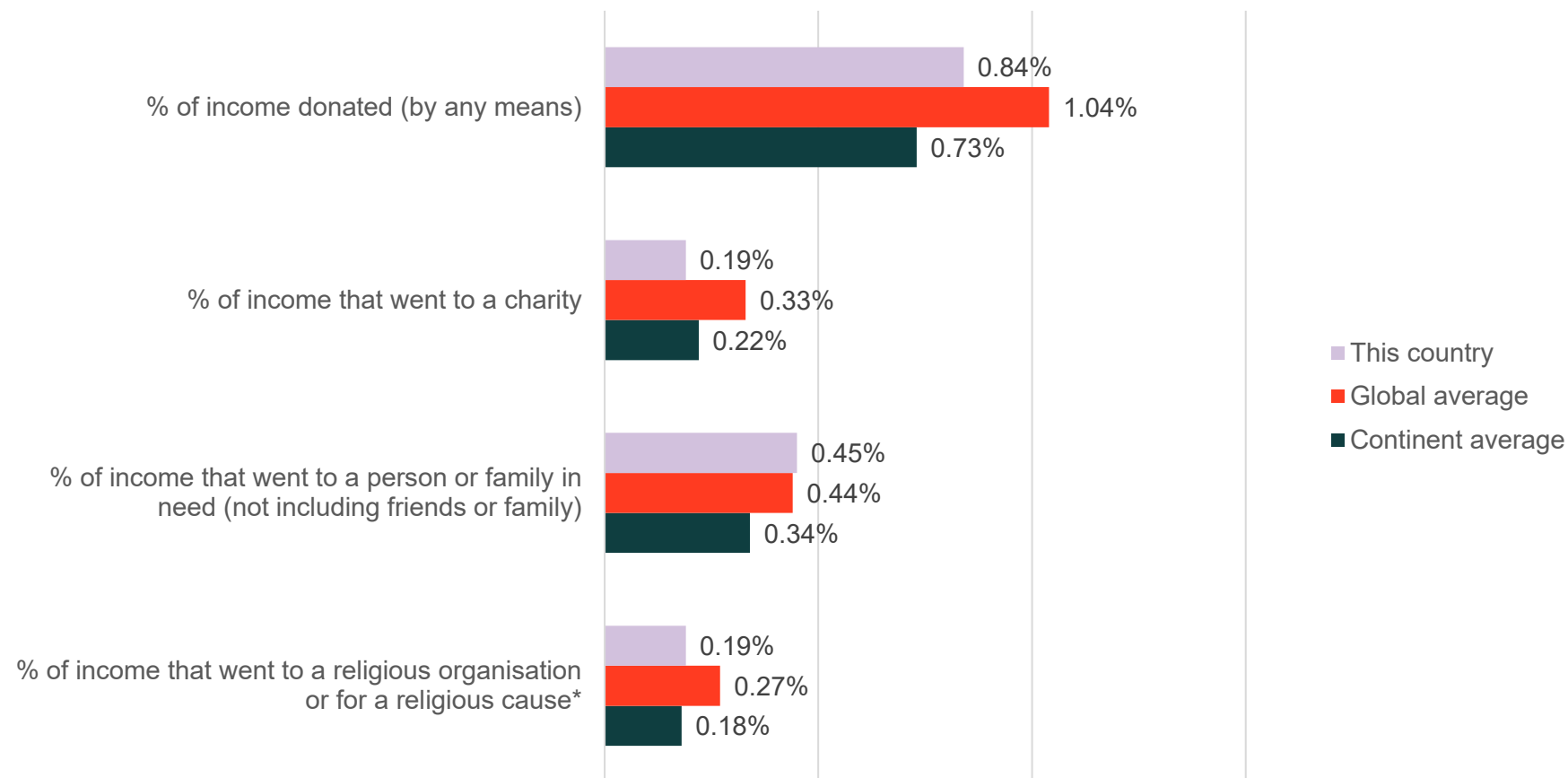
## Donations as a proportion of income.

**In Colombia, people donated 0.84% of their income in 2024 — below the global average (1.04%) but above the regional figure (0.73%).**

Most of that giving went to people in need (0.45%), while only 0.19% went to charities, and 0.18% to religious causes. This confirms a pattern of personal and informal giving, where institutional philanthropy remains marginal.

Boosting donation levels requires a cultural shift: from spontaneous giving to planned, sustained contributions, supported by trust, transparency, and better fundraising strategies.

The average proportion of income people gave to each of the three donation routes, and overall. (All, including those donating zero,  $n = 999$ ).



\*The full answer code was worded, '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'.

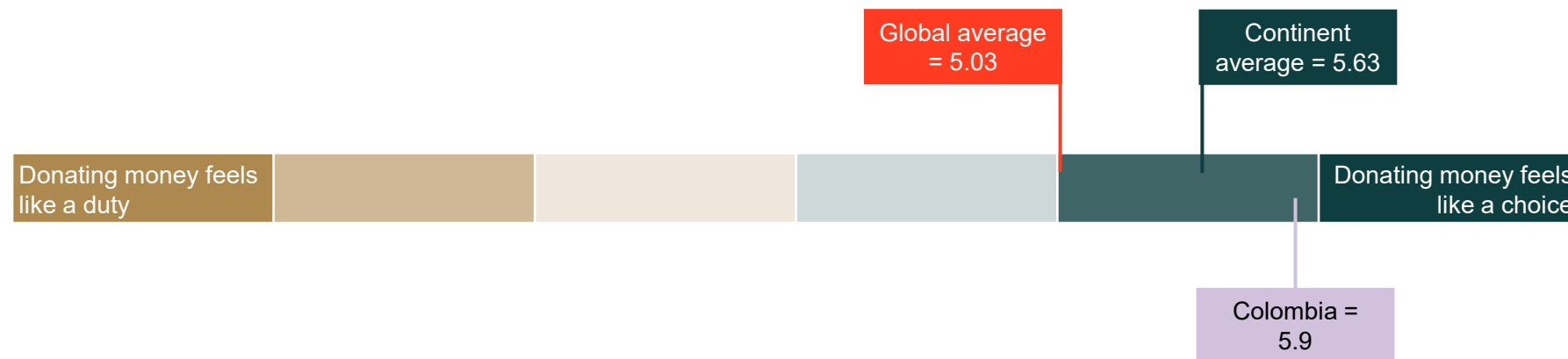
## How people feel about giving money.

**In Colombia, donating money feels more like a personal choice than a duty. Donors gave it a score of 5.9 out of 7, above both the global average (5.03) and the regional one (5.63).**

This emotional connection suggests that people in Colombia are motivated by empathy, not obligation. Giving tends to be voluntary, spontaneous, and often tied to individual causes or needs.

The opportunity lies in reinforcing this connection — by showing how donations translate into impact — and building a culture of proud, intentional giving.

**The average score when people were asked how donating money feels.**  
(People who had given money,  $n = 528$ ).





# Reasons for giving money.

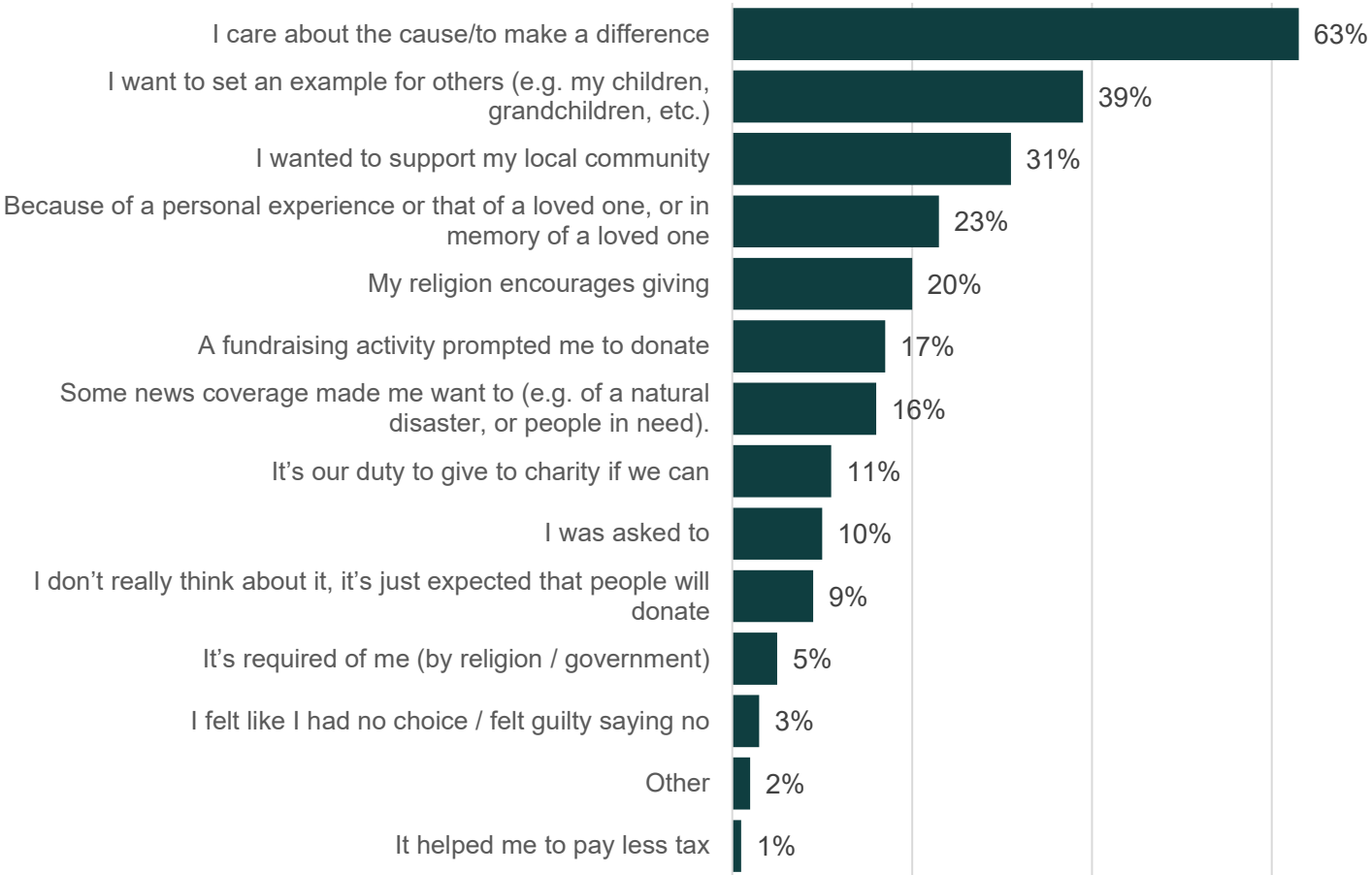
**In Colombia, the leading reason to give in 2024 was caring about the cause and wanting to make a difference (63%).**

This was followed by the desire to set an example for others (39%) and supporting one's local community (31%).

Religious or tax motivations were far less common, showing that giving in Colombia is driven by personal conviction and civic values.

These findings reveal a chance to connect more deeply with donors — through storytelling, impact visibility, and reinforcing that generosity builds community.

**Which of the following, if any, are reasons that you gave away money in 2024?**  
(People who had given money, n = 528).



**Global top 3**

- 1. I care about the cause/to make a difference (65%)
- 2. It's our duty to give to charity if we can (31%)
- 3. My religion encourages it (29%)

**Continental top 3**

- 1. I care about the cause/to make a difference (66%)
- 2. I want to set an example for others (31%)
- 3. I wanted to support my local community (25%)

## Reasons for not giving money.

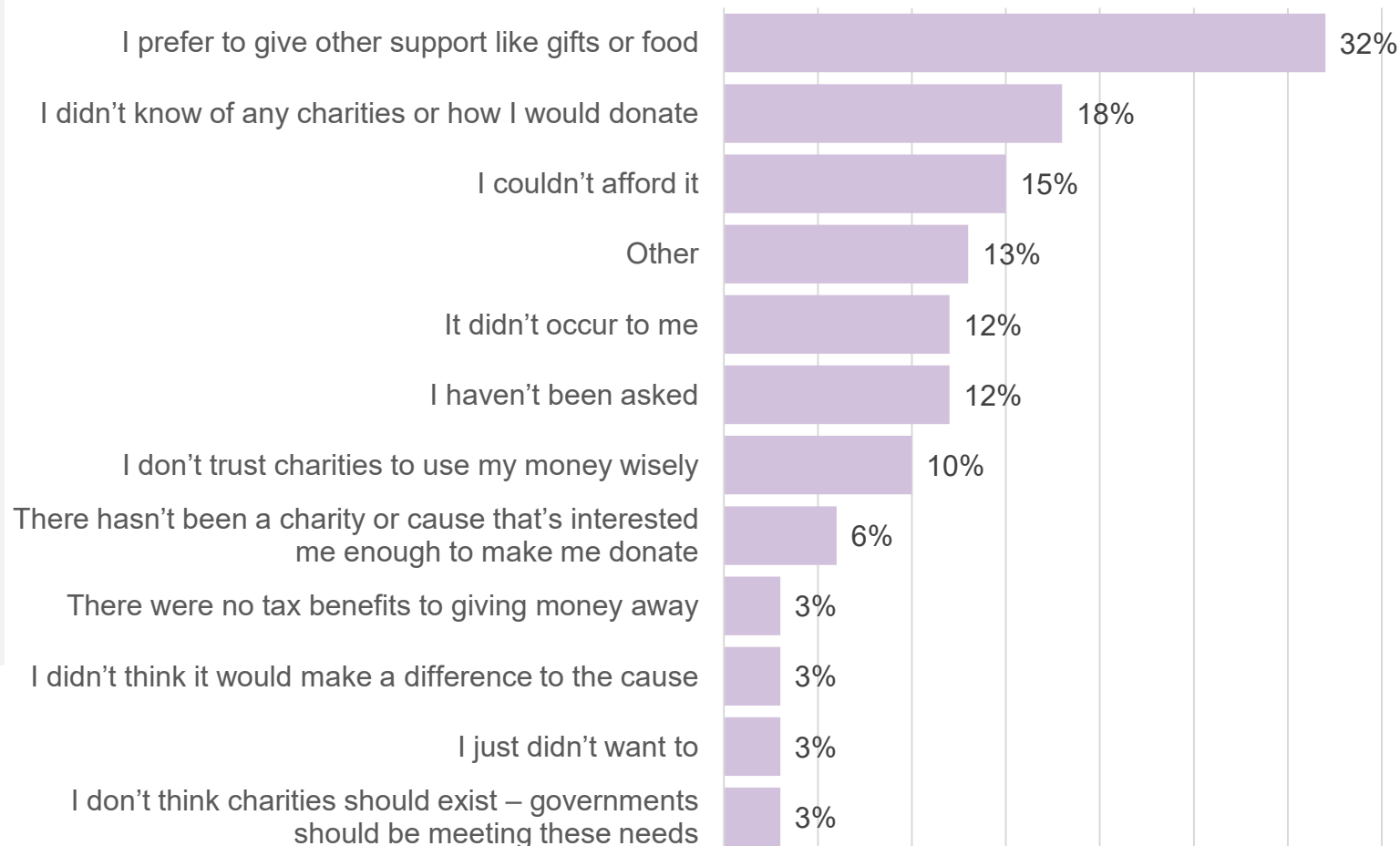
**For Colombians who didn't donate in 2024, the top reason was preferring to give support in other forms, like goods or food (32%).**

Others said they didn't know how or where to donate (18%) or that they couldn't afford it (15%).

These findings point to informational and economic barriers, as well as a cultural norm of informal help.

To expand financial giving, organisations must improve visibility, explain how to give, and show that every contribution — however small — makes a difference.

**What would you say are the main reasons that you did not give money away in 2024? (People who had not given money, n = 471).**



### Global top 3

1. I couldn't afford it (40%)
2. I prefer to give other support like gifts or food (20%)
3. I don't trust charities to use my money wisely (14%)

### Continental top 3

1. I prefer to give other support like gifts or food (26%)
2. I couldn't afford it (26%)
3. I didn't know of any charities or how I would donate (16%)

## What would increase donations?

**For Colombians, the top incentive to give more in 2025 is simple: having more money (50%). But just behind it are deeper drivers — knowing more about the charity's impact (38%) and understanding how it operates (32%).**

This shows that beyond economic capacity, people seek transparency and clarity about how their support is used.

Organisations must communicate better, highlight real results, and make giving feel worthwhile. The key lies in building trust through impact.

The top three reasons that would make the respondent likely to give more money, goods or time to charities in 2025. (All, n = 999)

50%

Having more money myself

38%

Knowing more about the results and impact that the charity has

32%

Knowing more about how a charity is run



# The causes people support through donating.

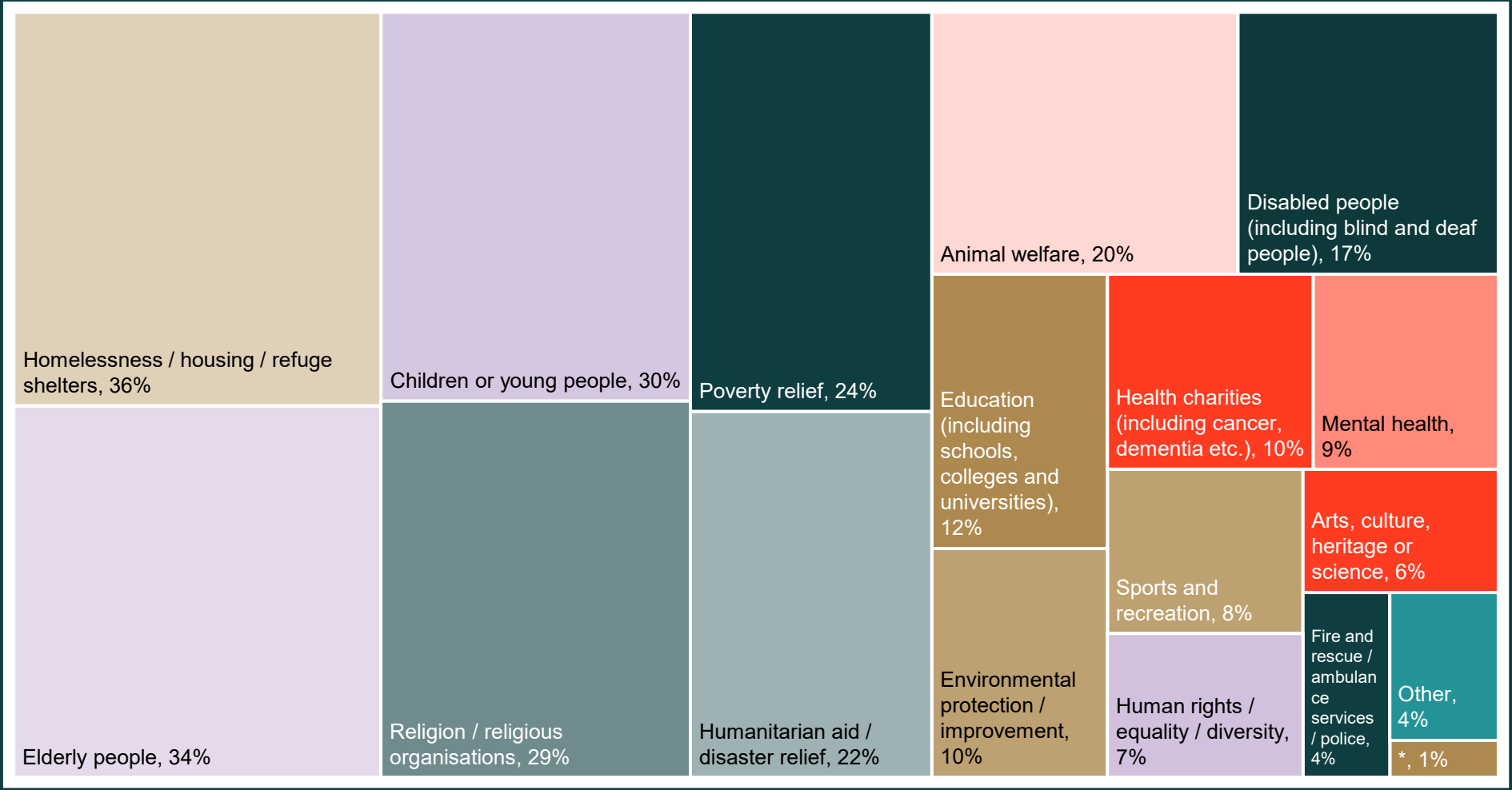
In Colombia, the top causes supported with donations in 2024 were homelessness and housing (36%), elderly people (34%), and children and youth (30%). Religion, poverty relief, and disaster aid also ranked highly.

This reflects a donor culture rooted in immediate human needs, with strong support for the most vulnerable.

Causes like mental health, the arts, and the environment received less attention.

There is an opportunity to promote cause diversity, and to elevate underfunded issues by linking them to people's values and lived experiences.

Which cause(s) did you give money to in 2024? (People who had given money, n = 528)



\*Armed forces (including veterans)

# Frequency of volunteering, per person.

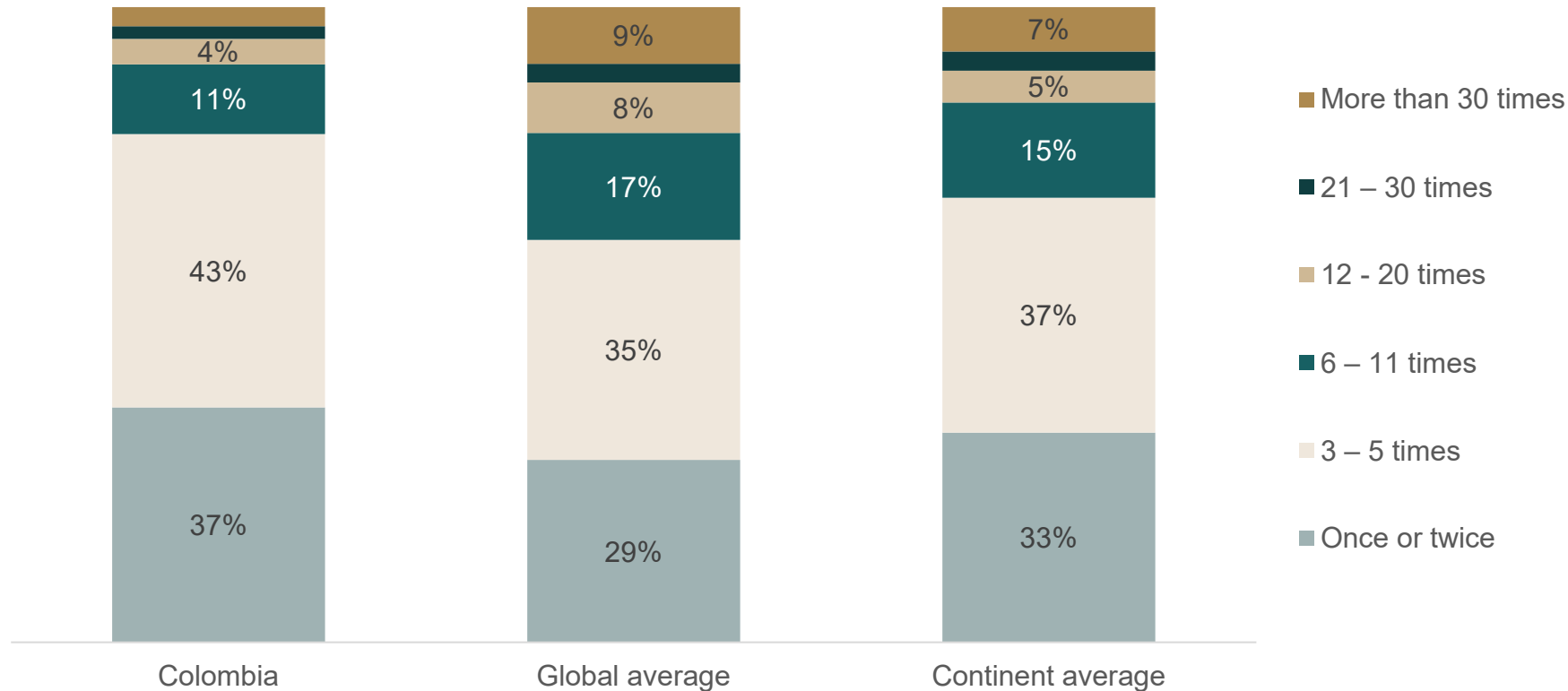
**In Colombia, volunteering is mostly occasional and short-term. In 2024, 43% of volunteers did so 3 to 5 times and 37% did it just once or twice.**

Only 4% participated more than 30 times, and just 1% volunteered between 21 and 30 times.

Compared to global averages, this reveals a low frequency of sustained engagement, but a broad base of people willing to help occasionally.

To strengthen civic participation, Colombia needs to create more pathways for structured, recurring volunteerism that aligns with people’s availability and motivations.

How often did you do unpaid, voluntary work in 2024 that benefitted people other than your family or friends? *(Those who volunteered, n = 283)*



## Average time spent volunteering, per person.

**In 2024, people in Colombia spent an average of 6 hours and 30 minutes volunteering, slightly below the regional average (7 hours) and well below the global benchmark (9 hours).**

This suggests that while some people volunteer, it is often in short, sporadic sessions, limiting the potential for sustained social impact.

To increase this average, organisations should promote accessible, recurring, and rewarding volunteer experiences that deepen engagement and allow people to contribute meaningfully over time.

**6** hours **30** minutes

**On average, people in Colombia spent this time volunteering in 2024**

*(All, n = 999) [nb – this is overall, so includes all those who did nothing within the average]*

**9** hours

Global average

**7** hours

Continent average



## The causes people supported through volunteering.

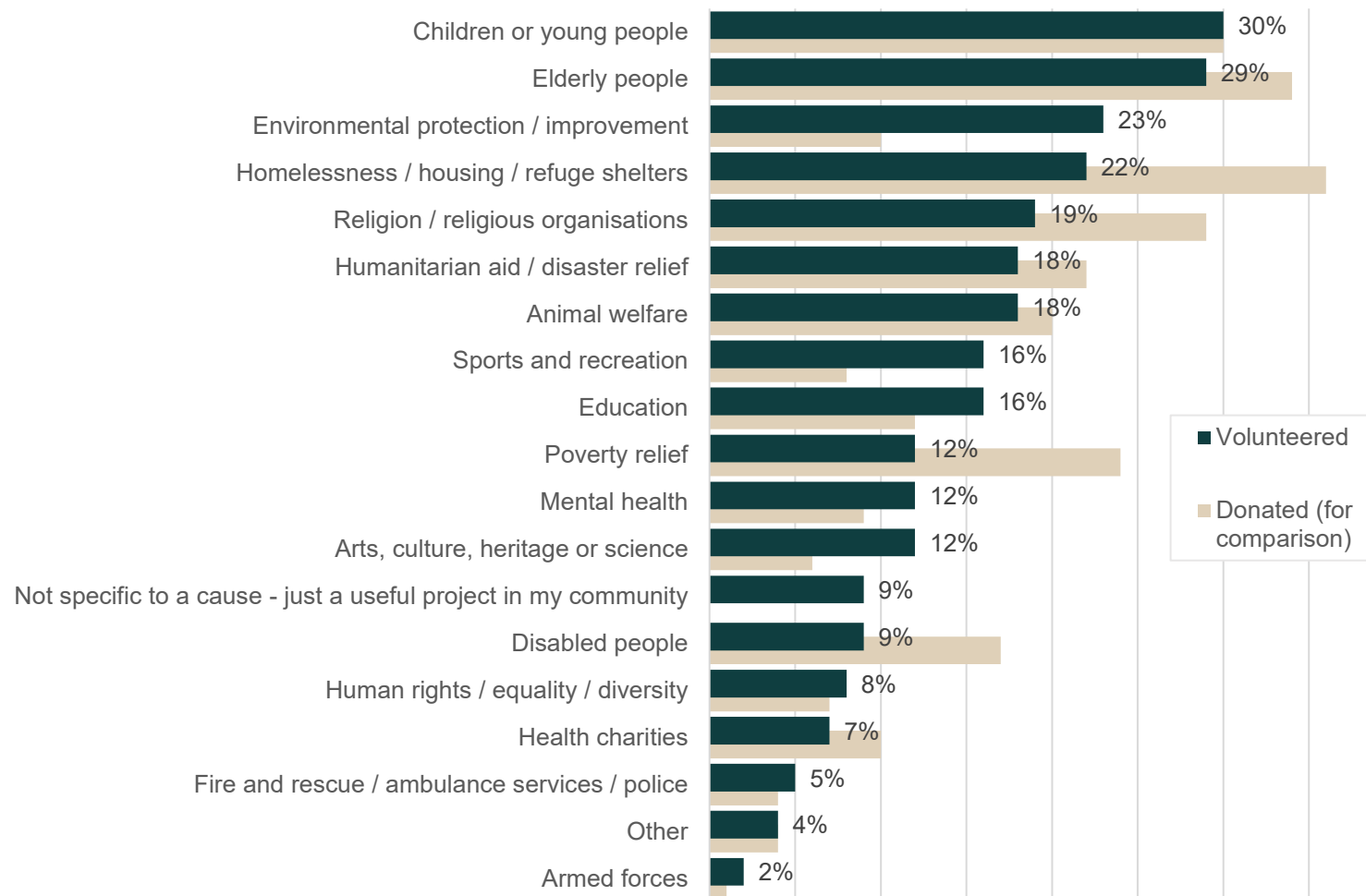
**Colombians who volunteered in 2024 mostly supported children and youth (30%), elderly people (29%), and environmental causes (23%).**

Housing, religion, and disaster relief were also frequent choices.

This highlights a volunteer culture centred on direct, tangible support, often linked to care, vulnerability, and community wellbeing.

To strengthen underrepresented causes — like mental health, education, or advocacy — organisations need to bridge emotional connection and visibility, inspiring more diverse engagement.

Which cause(s) did you do unpaid voluntary work for in 2024? (People who had volunteered, n = 283)



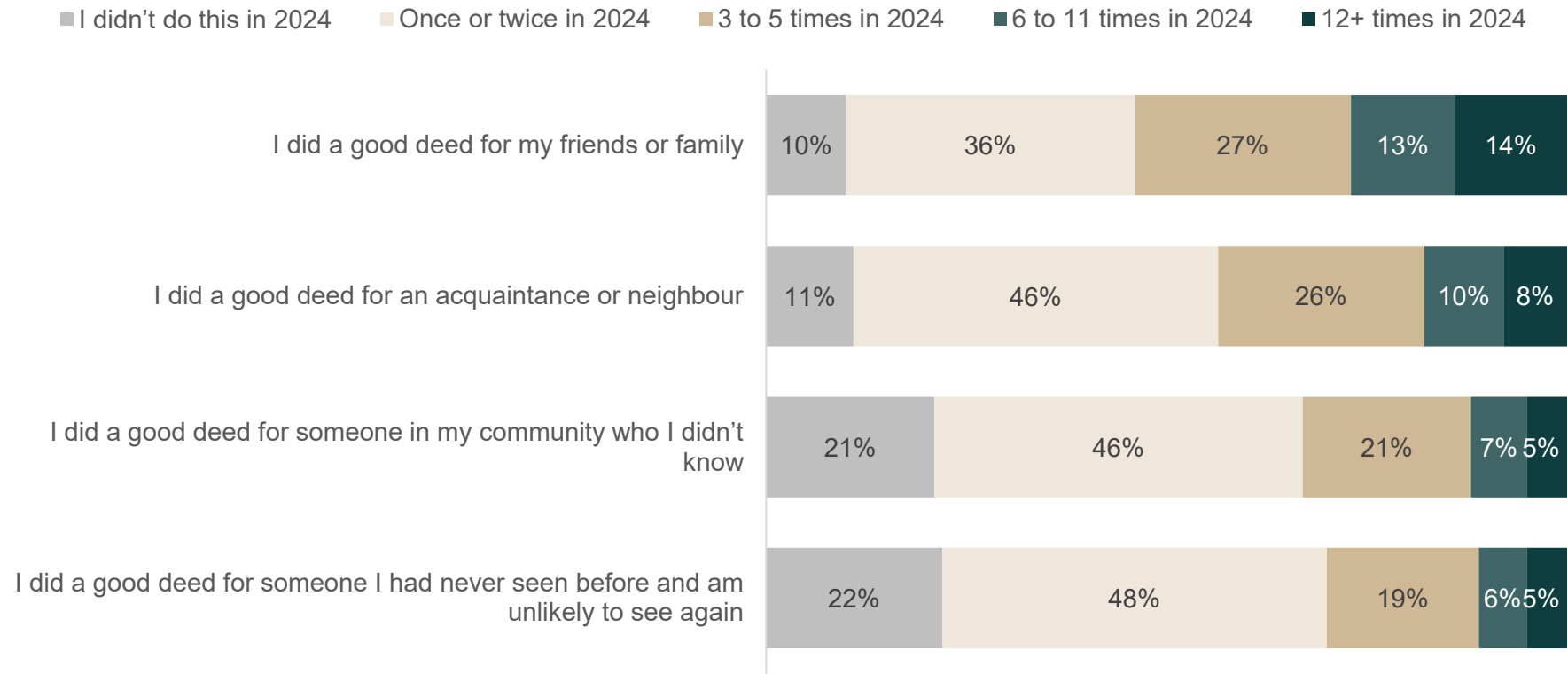
# How helpful people are to others.

**In Colombia, everyday generosity is strong in close circles. In 2024, 54% helped friends or family three or more times, and 44% did the same for neighbours or acquaintances.**

Support toward unfamiliar people was lower: 33% helped someone in their community they didn't know, and 30% helped a complete stranger at least once.

The challenge is to turn this spontaneous kindness into more structured civic engagement — building a culture of consistent, collective action.

**Beyond easy acts of kindness or simple good manners that do not require much effort, for example, holding open a door or picking up a dropped item, did you do a good deed in 2024?**  
(All, n = 999)







# 04 PERCEPTIONS OF CIVIL SOCIETY



## How much the public trusts charities.

**In Colombia, public trust in charities is moderate and uneven, depending on the type of organisation.**

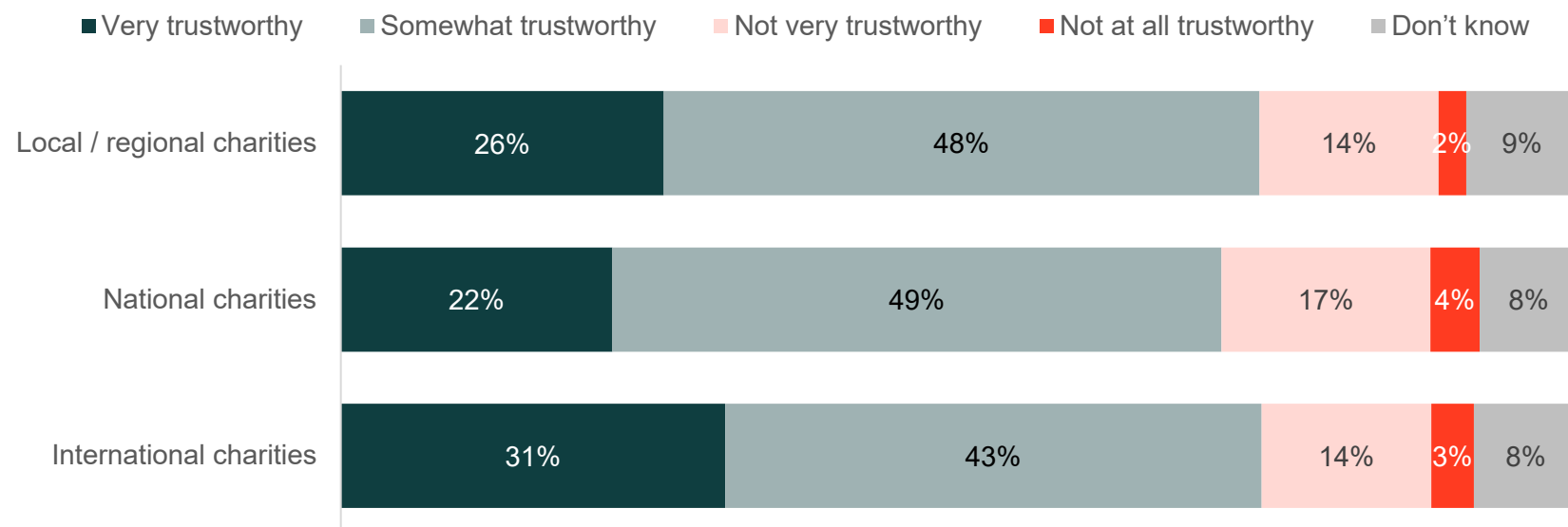
In 2024, 74% of people considered local or regional charities trustworthy, followed by 71% for national charities and 65% for international ones.

The country's overall trust score was 9 out of 15, slightly above the regional average (8.88), but below the global figure (9.22).

These results suggest that while there is a foundation of trust, it remains fragile and segmented.

To deepen engagement, organisations must work to build transparency, credibility, and emotional connection with their communities.

How trustworthy do you tend to find each of these types of charities? (All, n = 999)



Overall, the public in Colombia gave a score of 9/15 for how much they trust charities. This compares to a continental average of 8.88 and a global average of 9.22.

## The perceived importance of charities to society.

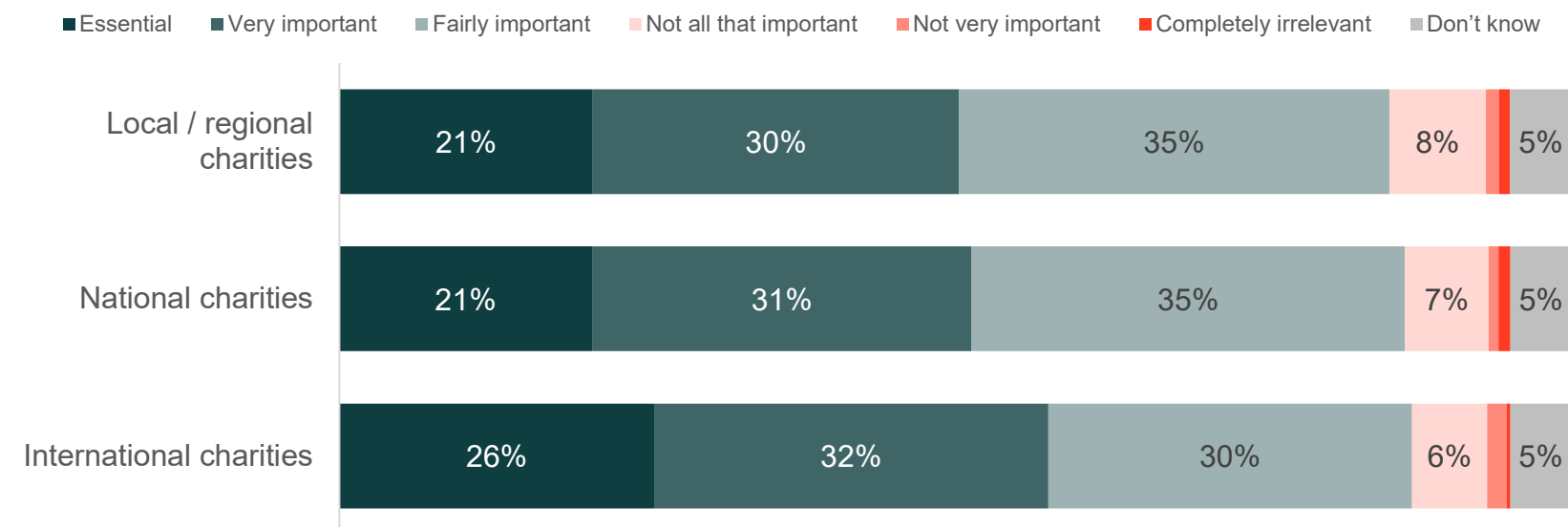
**In Colombia, the public sees charities as relevant but not central actors. In 2024, 58% considered international charities essential or very important, followed by 52% for national and 51% for local or regional organisations.**

The overall score was 10.8 out of 15, slightly higher than the regional average (10.61), but still below the global mark (10.98).

These results reveal a society that acknowledges the sector's role, especially in cross-border or large-scale issues, but where civil society hasn't fully earned a strategic place in the national imagination.

The opportunity lies in making organisations visible, reliable and systemically necessary.

**How important, in general, do you believe these different types of charities are to your country's society? (All, n = 999)**



Overall, the public in Colombia gave a score of 10.8/15 for how much they value charities. This compares to a continental average of 10.61 and a global average of 10.98.

## How people discover charities.

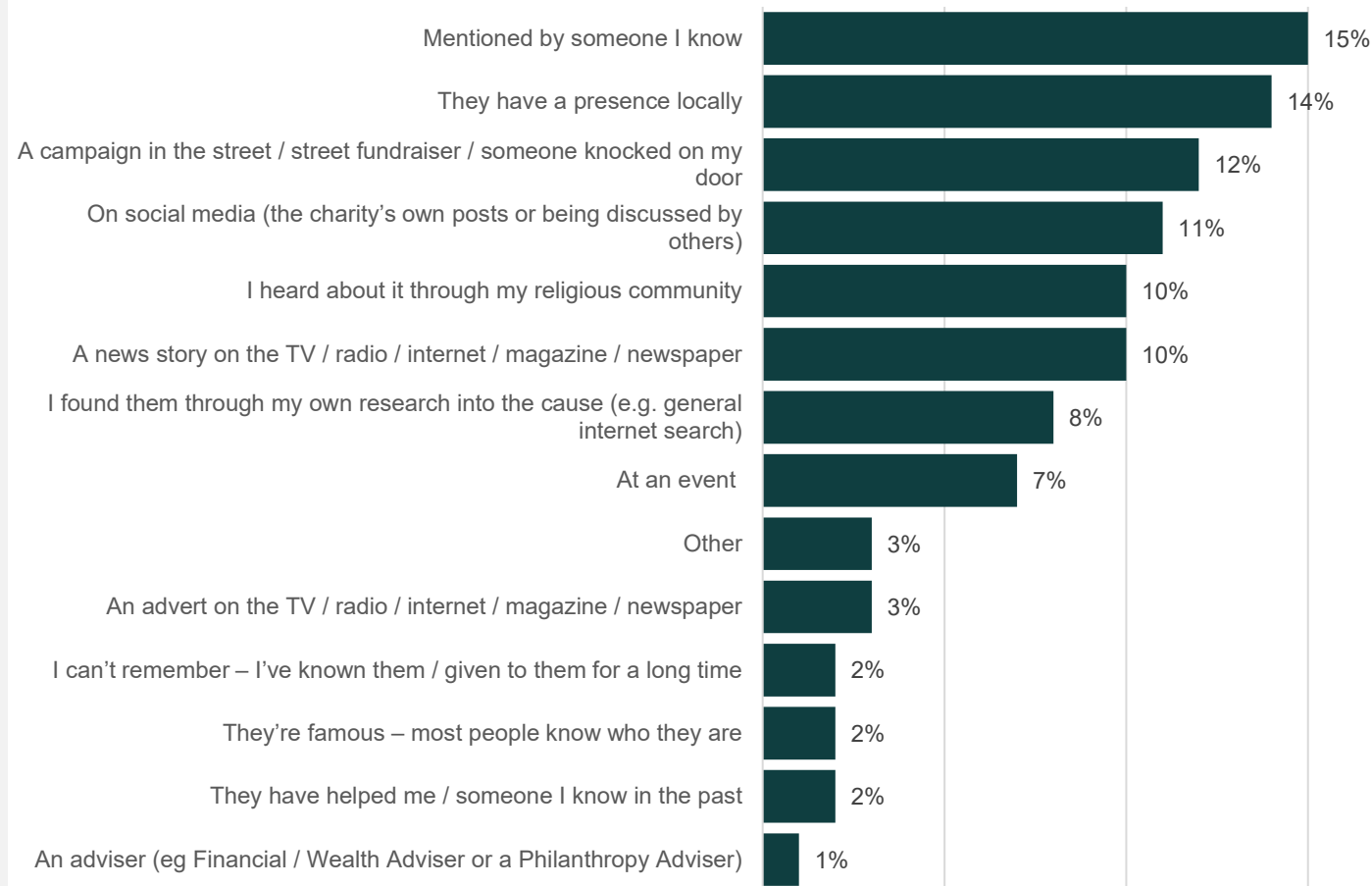
**In Colombia, the most common way people found the last charity they supported was through personal networks: 15% heard about it from someone they knew, and 14% because the organisation had a local presence.**

Street campaigns (12%) and social media (11%) also played key roles.

Religious communities (10%) and news stories (10%) were equally influential, while direct research or events were less common.

These patterns highlight the power of trusted voices, physical presence, and community-based outreach. To grow visibility, organisations must blend digital strategies with personal, place-based engagement.

**For the last charity that you gave money to, how did you first find out about them?**  
(People who had given money to charities, n = 180)



### Global top 3

1. On social media (14%)
2. They have a presence locally (11%)
3. They were mentioned by someone I know (10%)

### Continental top 3

1. On social media (16%)
2. Mentioned by someone I know (13%)
3. They have a presence locally (11%) and A campaign in the street / street fundraiser / someone knocked on my door (11%)



## Overall influence of government on charities.

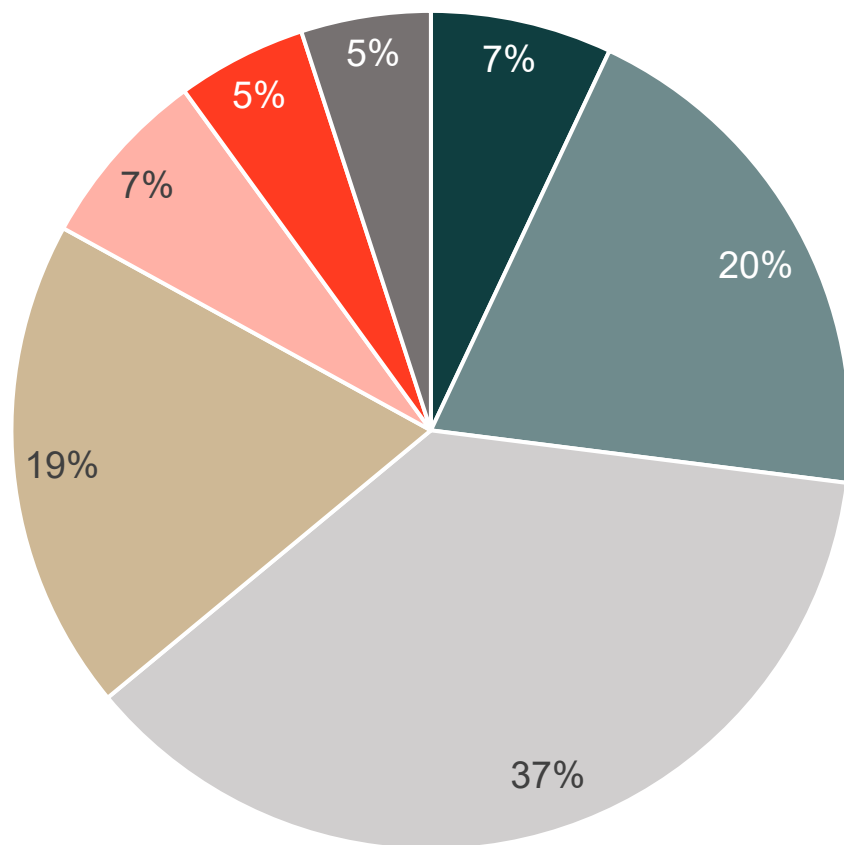
**In Colombia, public opinion on the Government's role in the non-profit sector is mixed and ambivalent. Only 27% see the Government's influence as positive, while 12% view it negatively.**

A significant portion — 56% — see it as neutral, whether due to inaction or a balance of good and bad.

This suggests a limited perception of governmental leadership or interference.

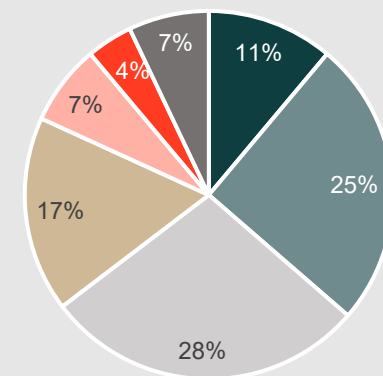
For civil society, this creates both a challenge and an opening: to advocate for clearer, more supportive public policy while remaining independent and community-driven.

Overall, do you think the Government is a positive or negative influence on the charity sector? (All, n = 999)

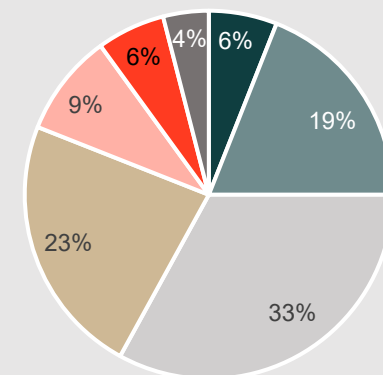


- Very positive
- Positive
- Neutral – they do some good things and some bad things
- Neutral – they don't do anything either way
- Negative
- Very negative
- Don't know

Global average



Continent average



## Specific opinions on the role of government.

**In Colombia, 51% believe the Government relies on charities to deliver services it can't or won't fund.**

48% say the Government supports charity work, while only 42% feel it actively encourages people to donate.

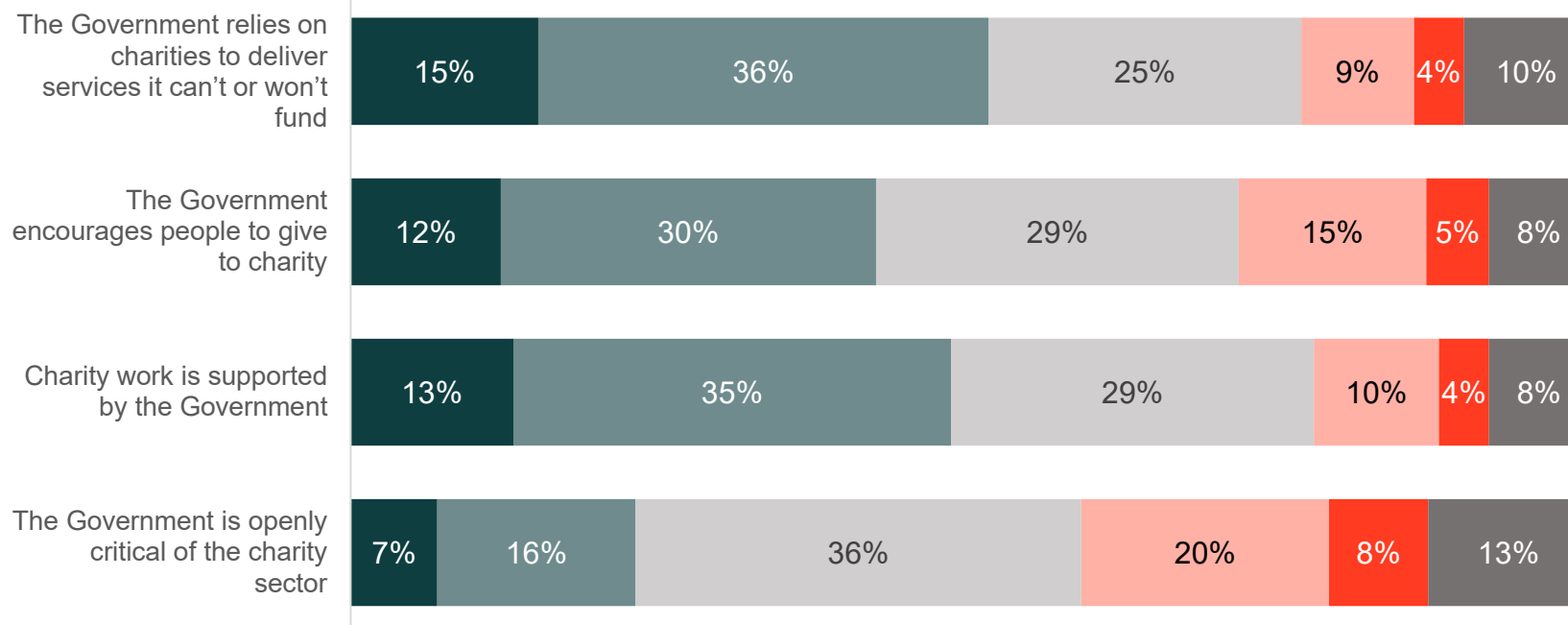
Notably, just 23% believe the Government is openly critical of the sector, indicating that tension is not a dominant perception — but neither is proactive support.

This reflects a dynamic where civil society often fills systemic gaps, yet without strong public policy alignment.

Building a more consistent relationship with the state remains a strategic priority.

**Do you agree or disagree with the following statements about the Government's involvement in the charity sector? (All, n = 999)**

■ Strongly agree ■ Agree ■ Neither agree nor disagree ■ Disagree ■ Strongly disagree ■ Don't know



# Reimagining how Colombia gives

The findings of this report shed light on the complex relationship Colombians have with generosity. While the desire to help is deeply rooted in social connections and cultural values, formal giving — whether in time or money — remains irregular and often disconnected from the work of structured organisations.

Colombians see themselves as generous, and in many ways they are: through informal support, one-time donations, or solidarity in moments of need. Yet this generosity has not fully translated into long-term engagement with civil society.

Trust, participation, and impact remain key challenges.

At Donar Online, we see this as a call to action: to bridge the emotional willingness to help with the organisational systems that allow generosity to scale and endure. We believe in the potential of Colombia's civil society — not only as a response to

unmet needs, but as a driver of systemic change, democratic culture, and inclusive development.

To move forward, we must strengthen the connective tissue between people and causes. This means better storytelling, digital tools that support sustained giving, public frameworks that build trust, and above all, a shared commitment to building a country where generosity is not the exception — but the rule.

This report is not just a snapshot. It is a starting point for dialogue, collaboration and innovation across sectors.

We hope it helps inspire organisations, policymakers and citizens alike to **reimagine how Colombia gives — and what it could become if it gave more boldly, more consistently, and with greater purpose.**



Photo by Tara Winstead via Pexels



# THANK YOU

[www.worldgivingreport.org](http://www.worldgivingreport.org)

Charities Aid Foundation registered charity number 268369

