

WORLD GIVING REPORT

GIVING IN GHANA

2025

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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 reveals public attitudes and behaviours in Ghana towards giving and charity. It is the result of our partnership with the Charities Aid Foundation (CAF), and part of the World Giving Report 2025. In Ghana, philanthropy is ingrained in the nation's civic, religious, and cultural traditions. It reflects a long history of social responsibility, communal togetherness, and support for one another.

The WGR represents a global collaboration between the Charities Aid Foundation, the Ghana Philanthropy Forum and leading social purpose organisations to survey over 55,000 people across 101 countries, that enables us to understand our country's giving landscape in more detail, as well as how we compare internationally.

The results demonstrate Ghanaians' pride in lending a hand to others and point to a promising area for developing long-term charitable projects. Ghana ranks 14th out of 101 countries in terms of self-perceived generosity, indicating that its citizens consider themselves to be extremely giving. In terms of the percentage of income contributed, Ghana is ranked fourth in the world. This self-perception is consistent with the high levels of actual giving that were documented in 2024, indicating a society that is focused on faith-based giving, collective responsibility, and the custom of helping others in times of need.

Furthermore, the results confirm the importance of creating enabling environments for philanthropy, including fair regulation, incentives for giving, and robust civil society engagement. The Ghana Philanthropy Forum (GPF) aligns with these findings through its initiatives to strengthen Ghana's philanthropic ecosystem.



Dr. Ben Ocra
President, Ghana
Philanthropy Forum

“Give, not out of abundance, but out of compassion to lift the vulnerable, empower our youth, and shape a future we want.”

About us

Ghana Philanthropy Forum

The Ghana Philanthropy Forum (GPF) is a nonprofit organization dedicated to fostering a robust culture of giving and community development throughout Ghana. Established with the vision of galvanizing philanthropic efforts for sustainable community development, GPF has grown into a central hub for philanthropy, civil society actors, and community foundations across the country.

GPF aims to build a strong ecosystem of peer philanthropy-serving organizations and communities by leveraging unique assets, sharing knowledge and resources, increasing trust in philanthropy, and ultimately advancing the greater good. The organization is committed to promoting participatory development, effective resource mobilization, and advocating for good governance.

Recognizing the need for a structured philanthropic environment, GPF has been instrumental in advocating for the development of a regulatory framework to promote accountability, standardization, and incentivization in the philanthropic sector.

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
- 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



An aerial photograph of a crowded beach. The sand is a light tan color, and the water is a murky greenish-brown. Numerous people are scattered across the beach, many holding colorful surfboards. The surfboards are in various colors, including blue, yellow, red, and white. The people are mostly standing or wading in the shallow water. 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.

In 2024, Ghana demonstrated a strong culture of giving, with 82% of people reporting that they donated money — significantly above the global average of 64%.

This positions Ghana among the top-performing countries in Africa and globally when it comes to financial generosity. Ghanaians also donated a higher-than-average proportion of their income, with an impressive 2.19% of earnings given away, placing the country behind Nigeria, the highest at 2.83%.

Overall, Ghana’s performance on both monetary giving and volunteering demonstrates a philanthropic culture rooted in solidarity, community values, and religious teachings. These findings highlight Ghana's growing capacity for civic engagement and the potential for further investment in structured giving and volunteer systems.

% of people who donated money in 2024

Lowest score:
Japan
16%

Average % of income donated

Lowest score:
Japan
0.16%

% of people who volunteered in 2024

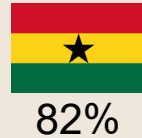
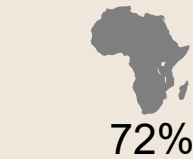
Lowest score:
South Korea
10%

Average hours volunteered, per person, in 2024

Lowest score:
Azerbaijan
2.8

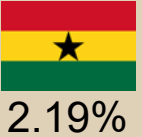
Global average

64%



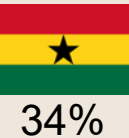
Highest score
Nigeria
89%

1.04%



Highest score
Nigeria
2.83%

26%



Highest score
Sudan
57%

8.9



Highest score
Qatar
27.5

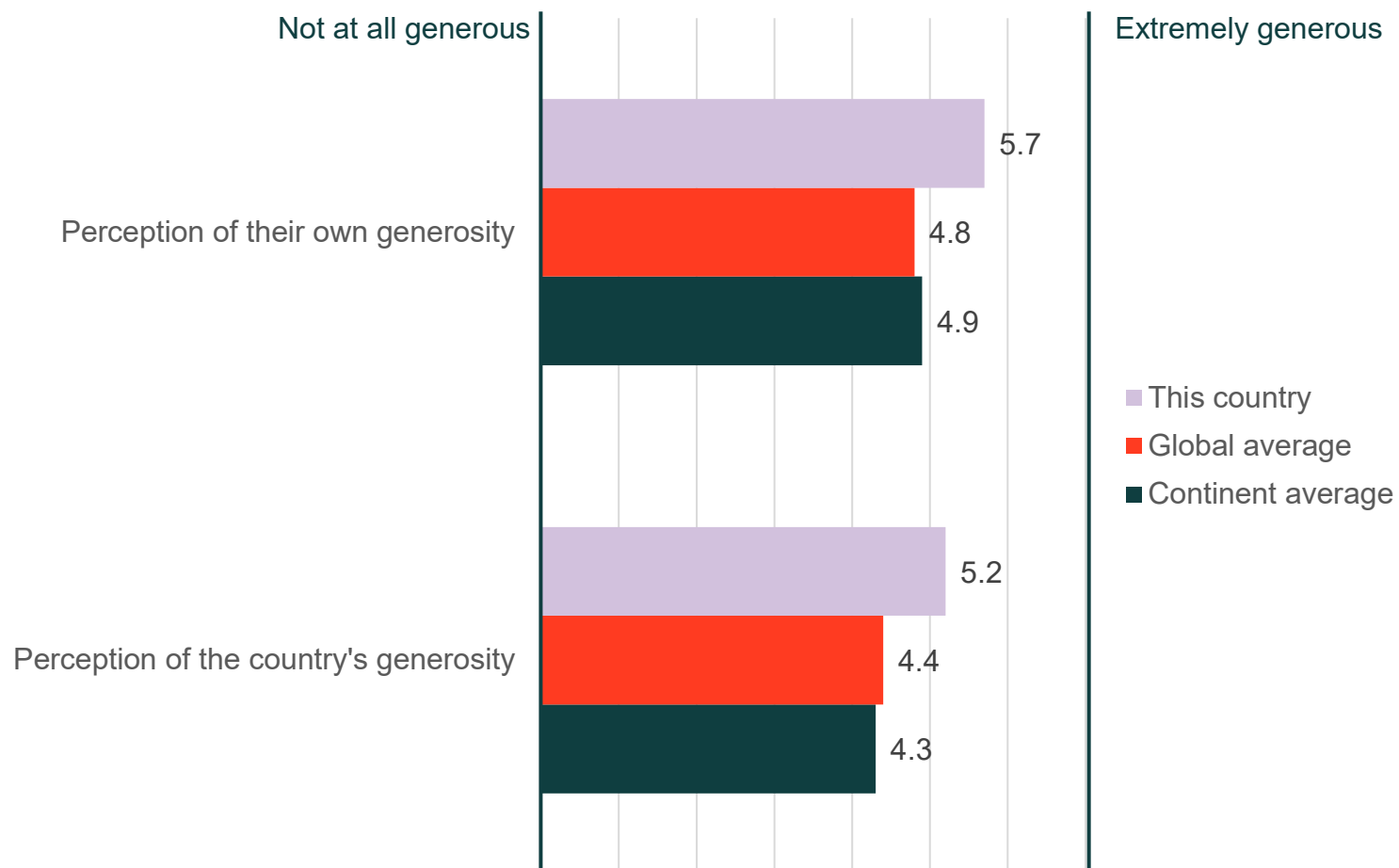
Base: All (1,060)

Perceptions of our own generosity.

Ghanaians view themselves as highly generous, with the country ranking 14th out of 101 nations for self-perceived generosity.

Ghana ranks 4th globally in terms of the proportion of income donated. This self-perception aligns with the high levels of actual giving recorded in 2024, reflecting a culture centred on communal responsibility, faith-based giving, and the tradition of supporting others during hardship.

These findings highlight the pride Ghanaians take in helping others and suggest a fertile ground for creating long-term philanthropic initiatives.



Ghana ranks 14th out of 101 countries for how generous we think we are.

We are 4th in terms of the proportion of income we donate.

An aerial photograph of a community event on a concrete basketball court. A large group of people, mostly wearing blue shirts, are arranged in a circular formation in the center of the court. To the left and right of the circle are two white pop-up tents. The left tent has a basketball hoop and backboard attached to its side. The right tent also has a basketball hoop and backboard. Various items like chairs, bags, and boxes are scattered around the court. A red banner with white text is overlaid across the middle of the image.

03 ASPECTS OF GENEROSITY

The proportion of people who give money in different ways.

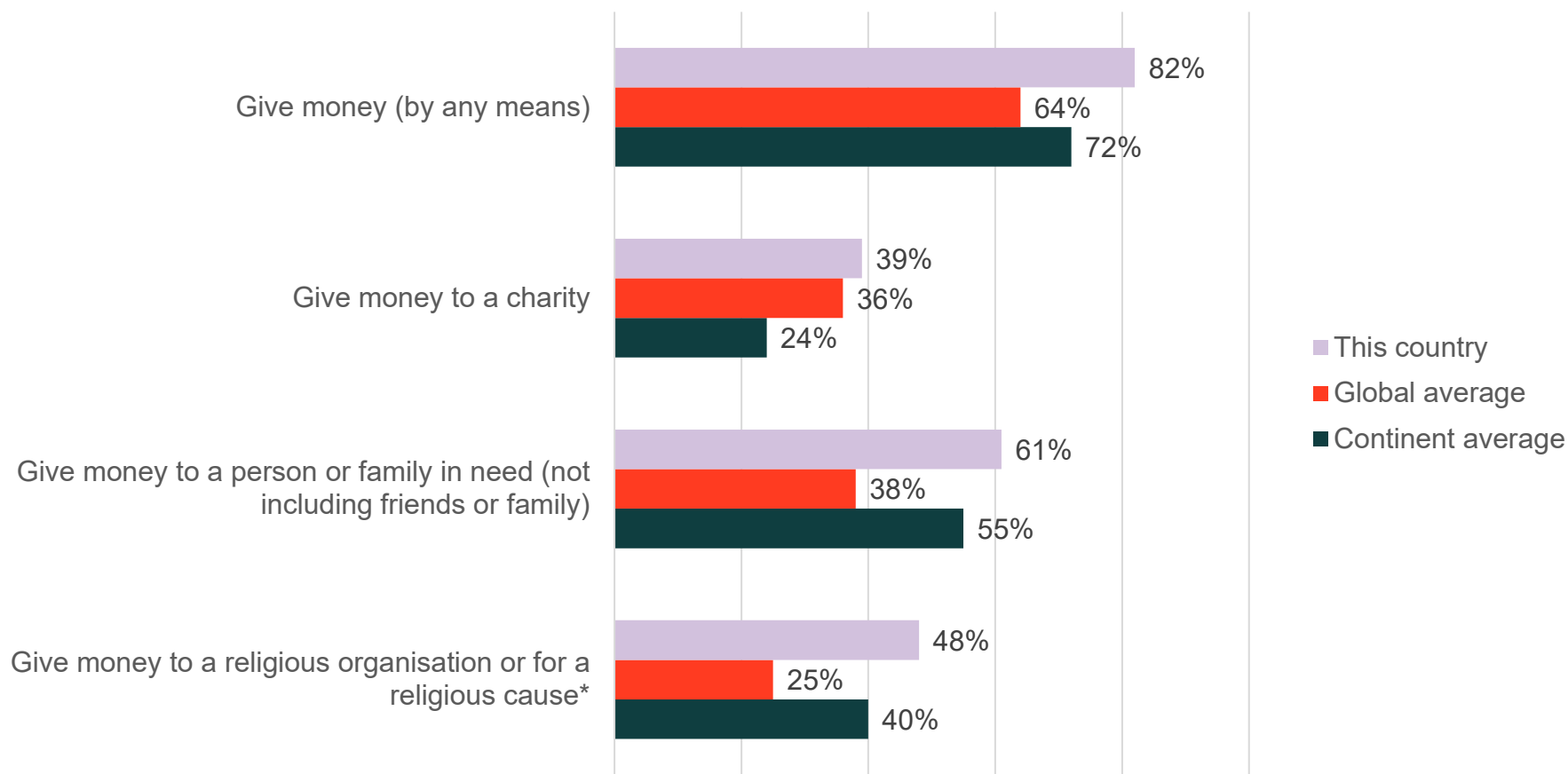
Ghana's giving patterns reflect a strong bias towards religious and community-based giving.

A significant portion of the population gave money through religious organisations or for religious causes — unsurprising in a country where faith plays a central role in daily life.

Giving to individuals and families in need was also prevalent, showing the importance of direct interpersonal support within communities.

These provide opportunity for formal charities to tap into these informal giving channels by building trust and demonstrating impact.

Q: During 2024, did you do any of the following? (All, n = 1,060)



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.

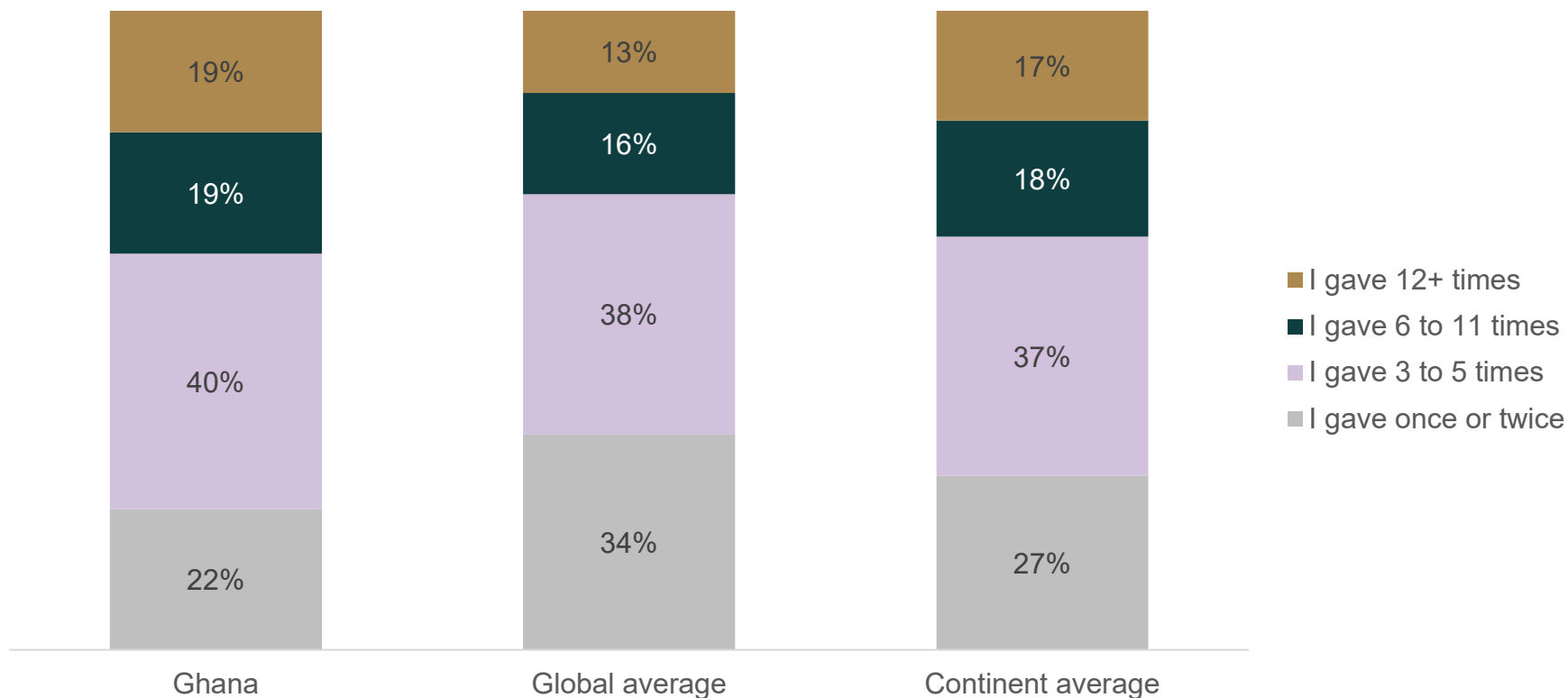
Ghanaians are not only generous but consistent in their giving.

Among those who gave money in 2024, a majority gave once or twice, and a substantial number gave even more frequently.

This frequency underscores the integration of giving into daily and weekly routines, often aligned with religious practices or social obligations.

The culture of routine giving offers charities and civil society organisations a foundation to build structured and sustainable fundraising strategies.

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 = 868)



Share of donations.

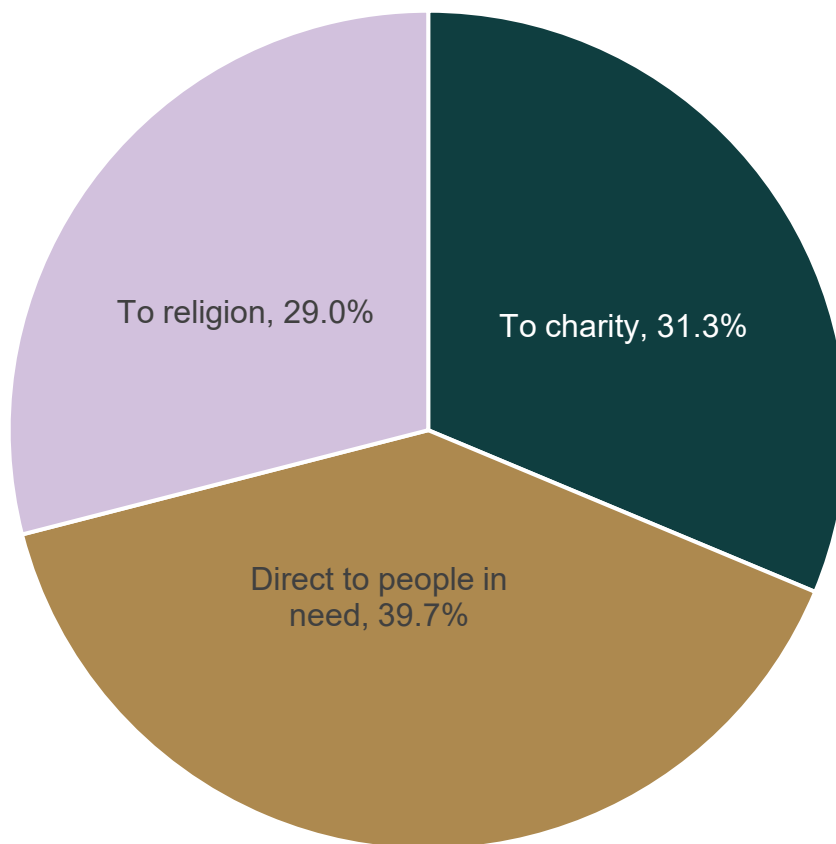
Giving directly to people in need was just prevalent among the share of all donations in 2024, followed by donations to charity, and lastly to religion.

Overall, however, Ghana's giving is very balanced across these routes when compared to the rest of Africa.

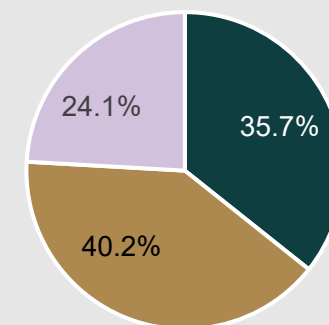
This indicates a strong desire to build personal relationships and to support formal charitable organisations over religious institutions.

For civil society to benefit more from this generosity, there is a need to strengthen public confidence in structured charities and increase visibility and transparency in their work.

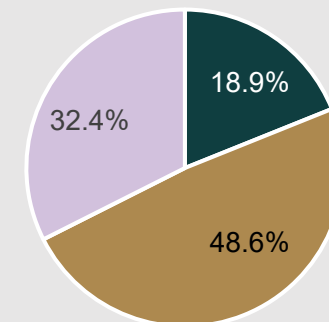
The share of the value of all donations made in 2024, across the three different routes. *(People who had given money, n = 868)*



Global average



Continent average



Donations as a proportion of income.

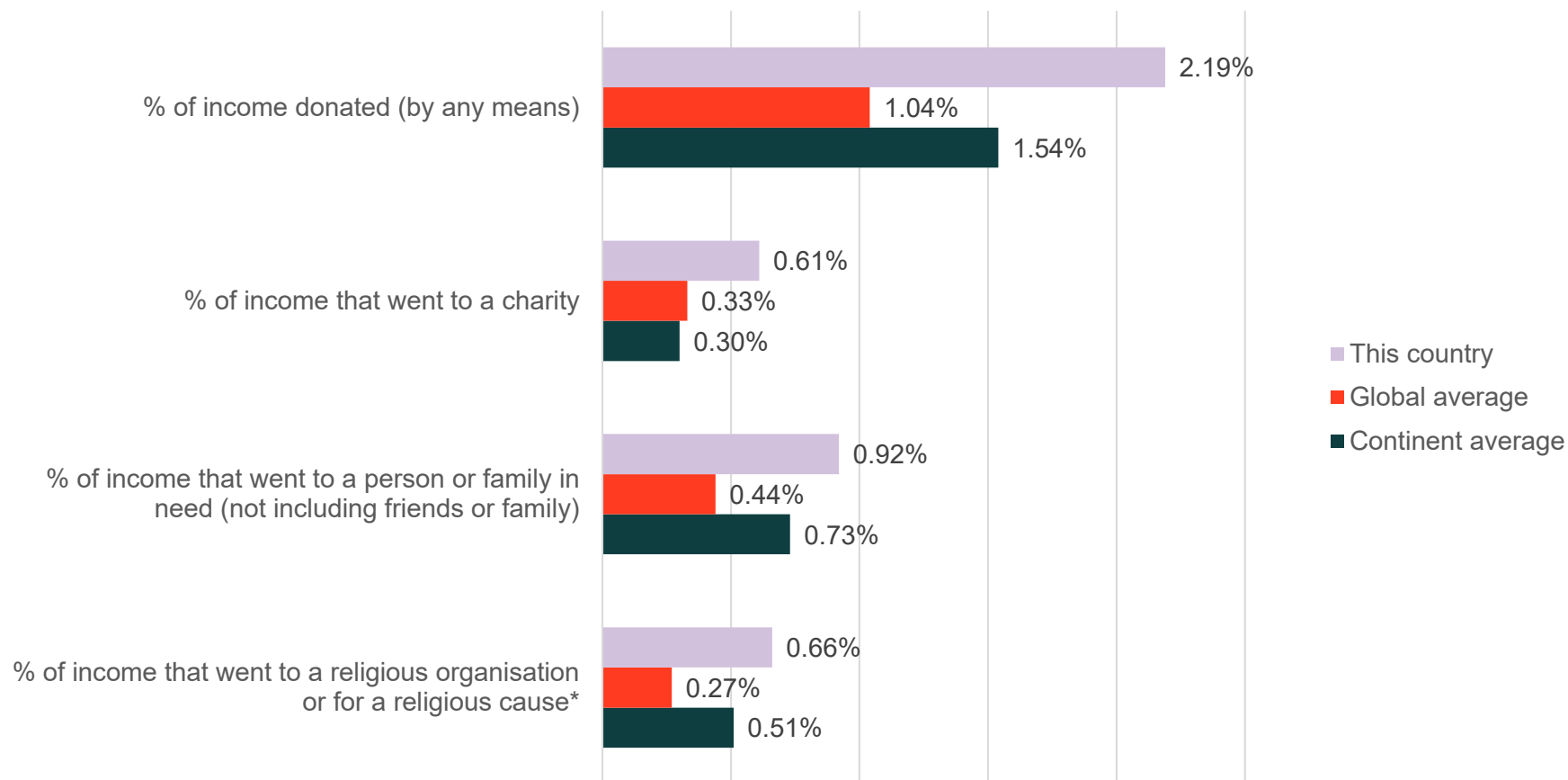
In 2024, Ghanaians donated an average of 2.19% of their income — more than double the global average of 1.04%.

This highlights Ghana's exceptionally generous giving culture.

While donations to registered charities were well above the global average, the results indicates a preference for informal or faith-based giving.

These findings reveal the importance of community and religious structures in Ghana's giving culture and suggest a strong opportunity for civil society organisations to better connect through these channels.

The average proportion of income people gave to each of the three donation routes, and overall. (All, including those donating zero, $n = 1,060$).



*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.

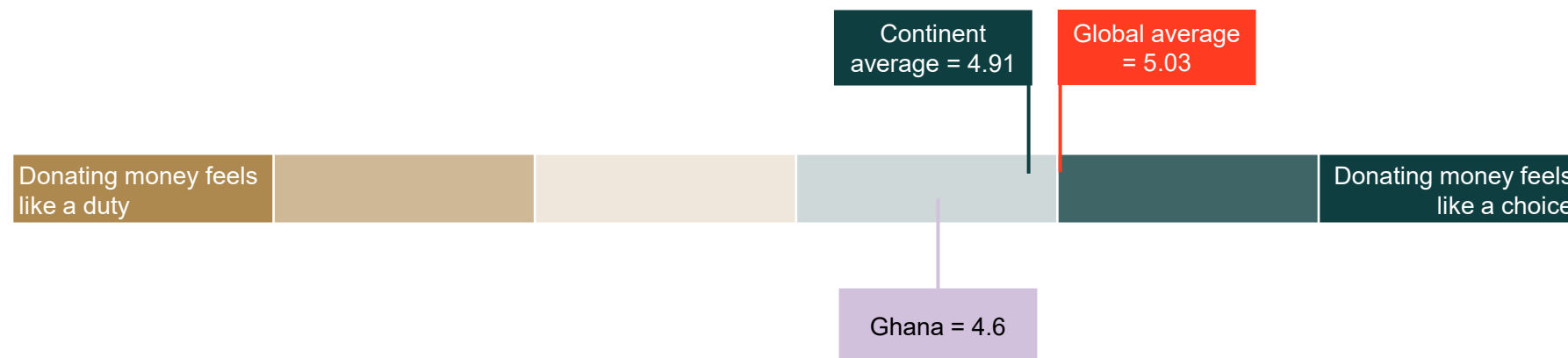
Giving in Ghana is more 'hard-coded' than in other parts of the continent or, indeed, world.

The average score places the majority of donors further towards seeing giving as a duty.

In the global World Giving Report, we saw how important social norms around giving were and how closely they correlated with increased generosity.

It's important to see this result as a positive and ensure we maintain this relationship with giving, to maximise the amount of money going to those in need.

The average score when people were asked how donating money feels.
(People who had given money, $n = 868$).



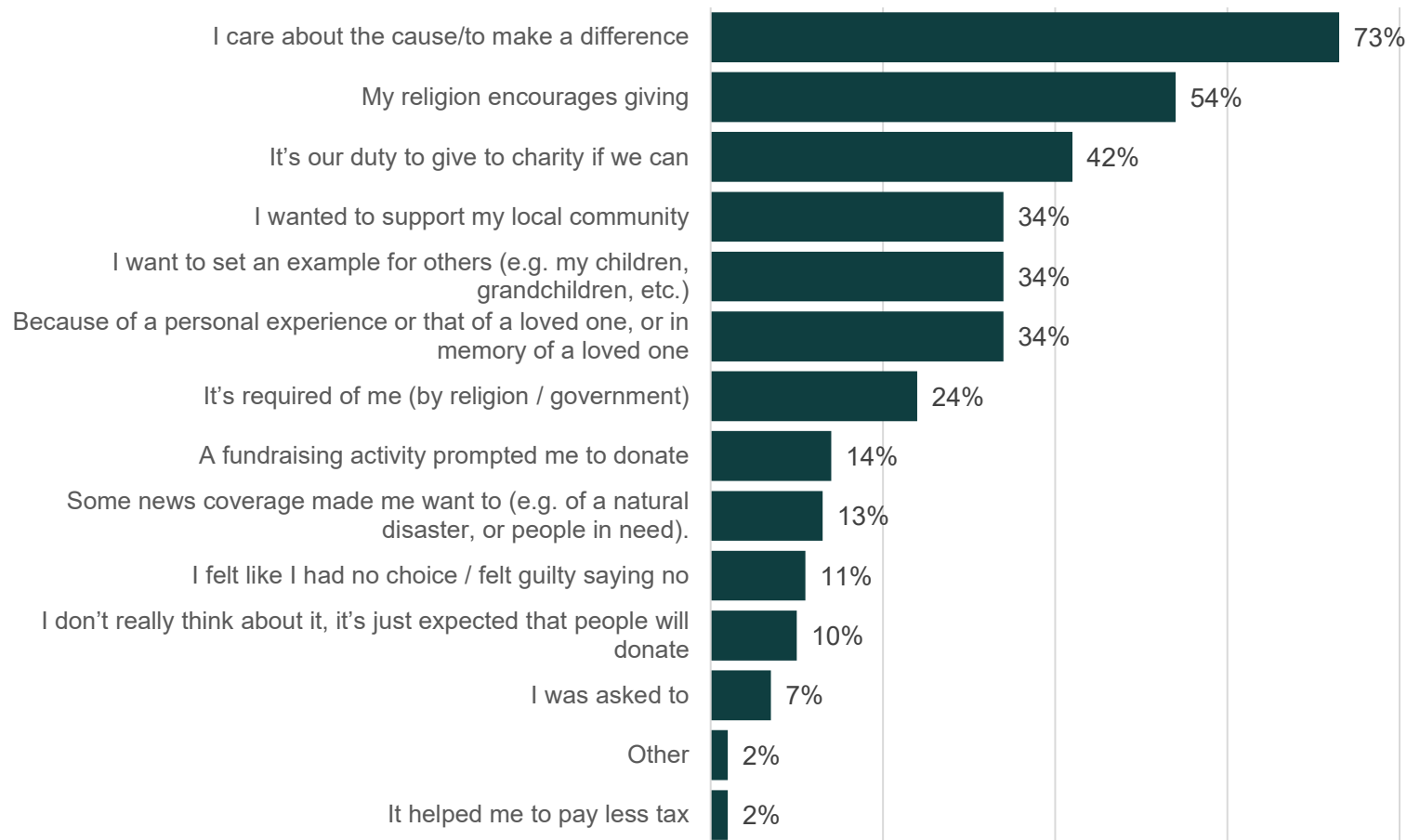
Reasons for giving money.

The most cited reason for giving money in Ghana was care for the cause or a desire to make a difference (73%), followed closely by religious motivation (54%) and a sense of duty (42%).

This shows that both emotional and spiritual drivers ignite generosity in Ghana.

Charitable organisations that can communicate their mission in ways that resonate with these values are likely to gain more sustained support from the public.

Which of the following, if any, are reasons that you gave away money in 2024?
(People who had given money, n = 868).



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

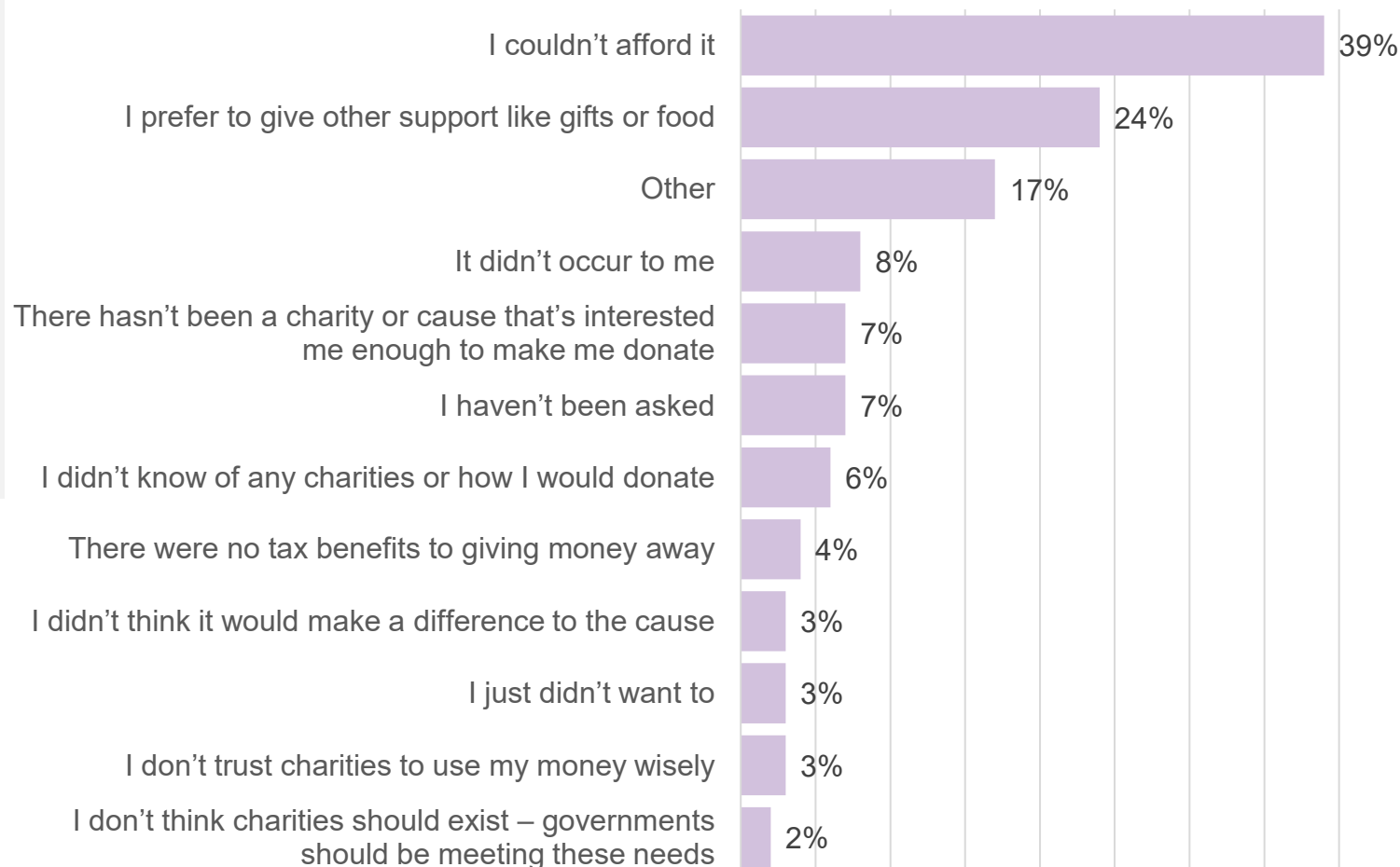
1. I care about the cause/to make a difference (69%)
2. My religion encourages giving (52%)
3. It's our duty to give if we can (38%)

Reasons for not giving money.

For those who did not give money in 2024, affordability was the main barrier (39%), followed by a preference for giving in other forms such as food or gifts (24%).

Lack of trust in charities was far less of a barrier compared to other countries. This indicates that economic constraints are the primary challenge and suggests that alternative giving models like in-kind donations or community-based support might better engage this segment of the population.

What would you say are the main reasons that you did not give money away in 2024? (People who had not given money, n = 192).



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 couldn't afford it (47%)
2. I prefer to give other support like gifts or food (18%)
3. Other (13%)

What would increase donations?

The top factors that would encourage Ghanaians to donate more in 2025 include knowing more about a charity's results and impact (50%), having more disposable income (48%), and knowing that the charity sector is well regulated (39%).

This highlights the public's desire for transparency, accountability, and evidence of tangible outcomes.

Organisations that proactively share their success stories, report their impact clearly, and operate under visible ethical standards are likely to see greater donor engagement.

The top three reasons that would make the respondent likely to give more money, goods or time to charities in 2025. (All, n = 1,060)

50%

Knowing more about the results and impact that a charity has

48%

Having more money myself

39%

Knowing the charity sector is well regulated

The causes people support through donating.

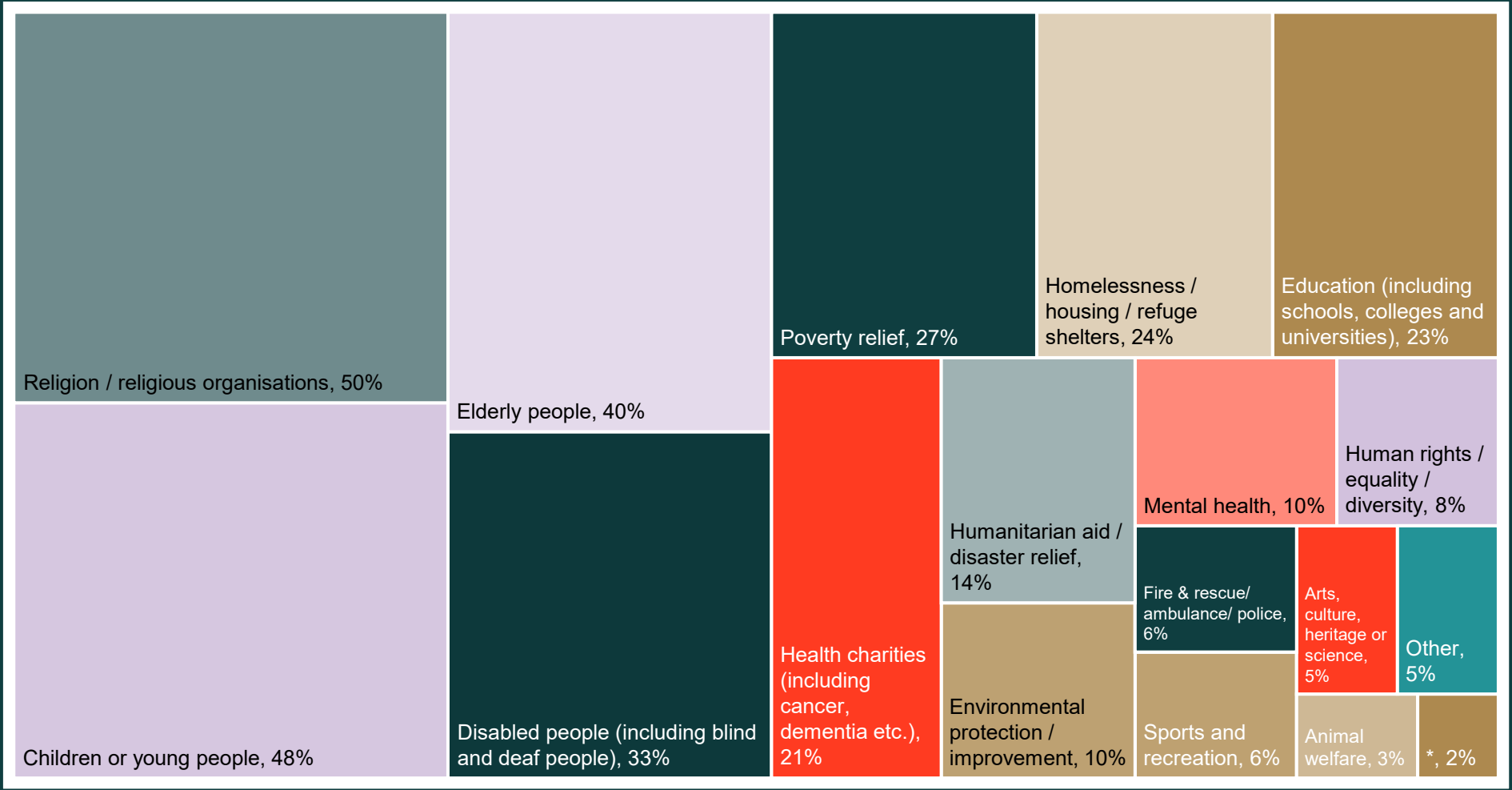
The most popular causes were religious (50% of donors supporting) and children or young people (48%).

Of the 123 people that donated to humanitarian aid, disaster relief — 88% gave to crisis in the country, while 33% donated to crisis outside the country.

This pattern gives a strong sense of national solidarity, with citizens prioritising urgent local needs.

Nonetheless, the willingness to contribute to international crises also reveals an emerging global awareness among Ghanaian donors.

Which cause(s) did you give money to in 2024? (People who had given money, n = 868)



*Armed forces (including veterans)

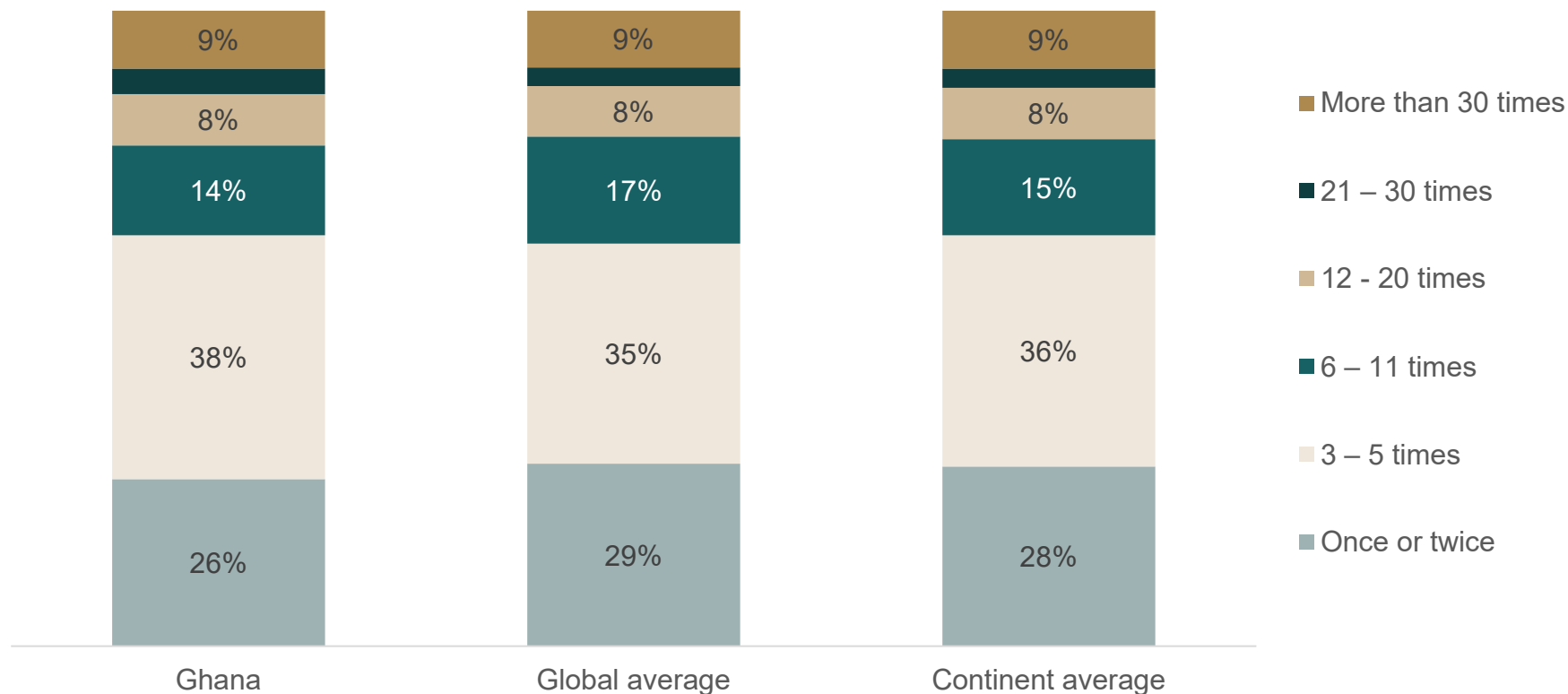
Frequency of volunteering, per person.

Volunteering is alive in Ghana, with many engaging in unpaid work for others beyond their family or friends.

Most volunteers participated several times throughout the year.

This indicates a healthy baseline of civic participation, though efforts could be made to increase the frequency and consistency of volunteer efforts to better support local organisations.

How often did you do unpaid, voluntary work in 2024 that benefitted people other than your family or friends? *(Those who volunteered, n = 356)*



Average time spent volunteering, per person.

While participation rates in volunteering are strong when compared globally, the average number of hours volunteered per person in Ghana was lower than the continental average.

This suggests that while the willingness to help exists, competing demands on time — such as employment or caregiving — may limit deeper engagement.

Charities might explore more flexible or short-term opportunities for volunteers to accommodate busy schedules and expand their base of support.

11 hours **15** minutes

On average, people in Ghana spent this time volunteering in 2024

(All, n = 1,060) [nb – this is overall, so includes all those who did nothing within the average]

9 hours

Global average

14 hours **30** minutes

Continent average

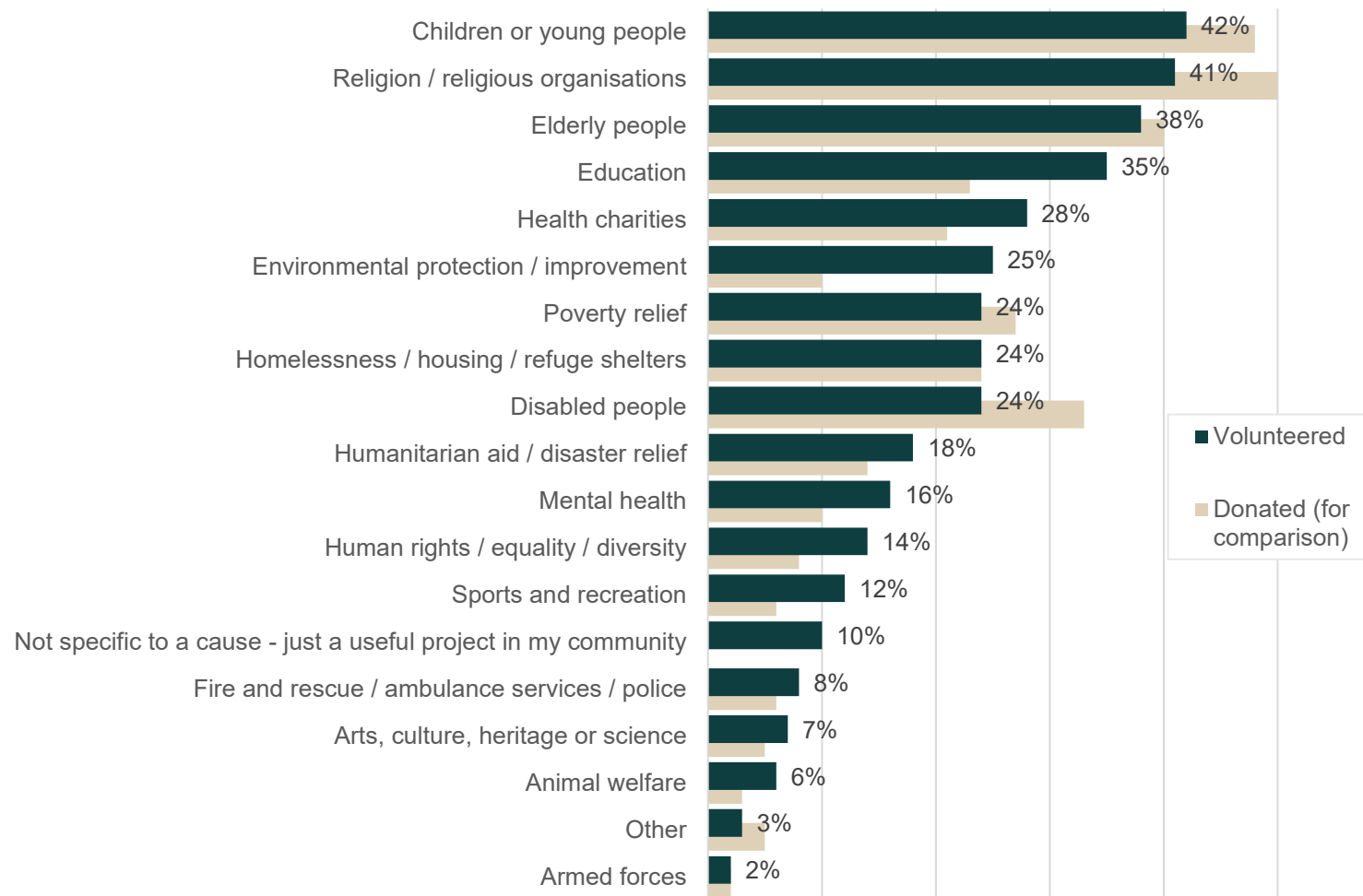
The causes people supported through volunteering.

Most of Ghanaian's volunteer efforts were toward causes related to children and young people, elderly, education, and faith-based activities.

This reflects the country's value system, where local support structures and faith communities are central to daily life.

Volunteering also offers a roadmap for charities to build partnerships with churches, mosques, schools, and local groups to mobilise volunteers more effectively.

Which cause(s) did you do unpaid voluntary work for in 2024? (People who had volunteered, n = 356)



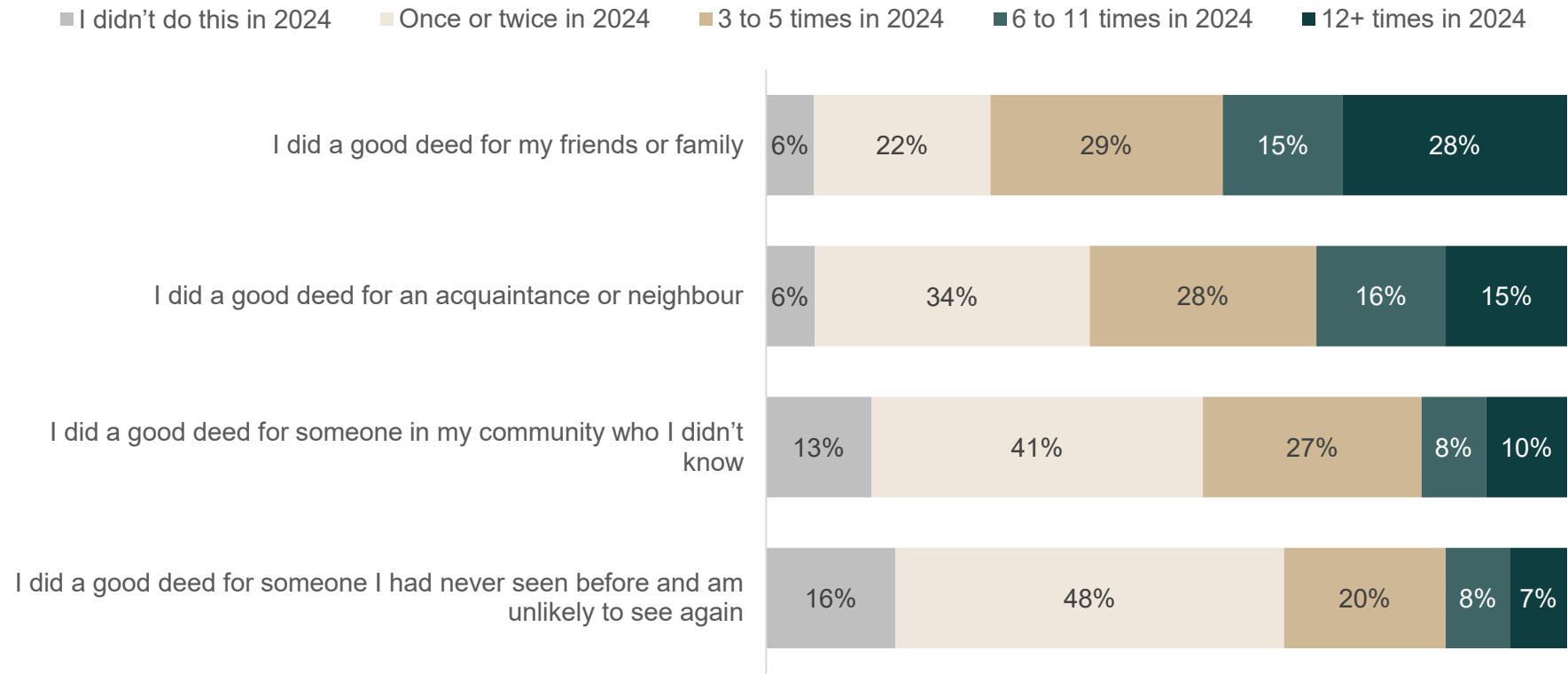
How helpful people are to others.

Acts of kindness are deeply embedded in Ghanaian society.

A significant proportion of people reported doing good deeds in 2024 that went beyond basic manners.

These spontaneous and often informal acts of generosity reflect strong cultural norms around communal care and mutual support.

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 = 1,060)



An aerial, top-down view of a large crowd of people gathered on a paved surface at night. The ground is covered with numerous small, glowing yellow-orange lanterns or lights, some arranged in patterns. People are seen from above, wearing various colorful clothing. The scene is festive and crowded.

04 PERCEPTIONS OF CIVIL SOCIETY

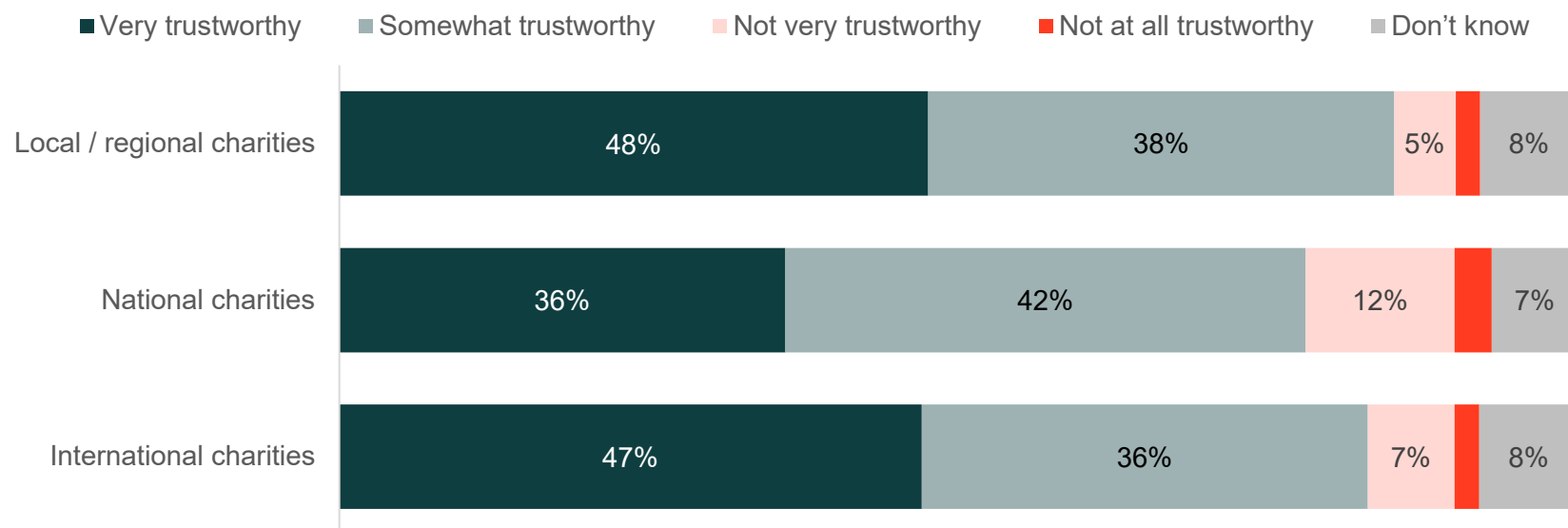
How much the public trusts charities.

Charities in Ghana are perceived as important societal actors, earning a public value score of 10.6 out of 15, on par with the continental average and above the global average.

This recognition reflects the role that non-profits play in supplementing government efforts in education, health, and social welfare.

It also highlights the public's openness to seeing charities as agents of change.

How trustworthy do you tend to find each of these types of charities? (All, n = 1,060)



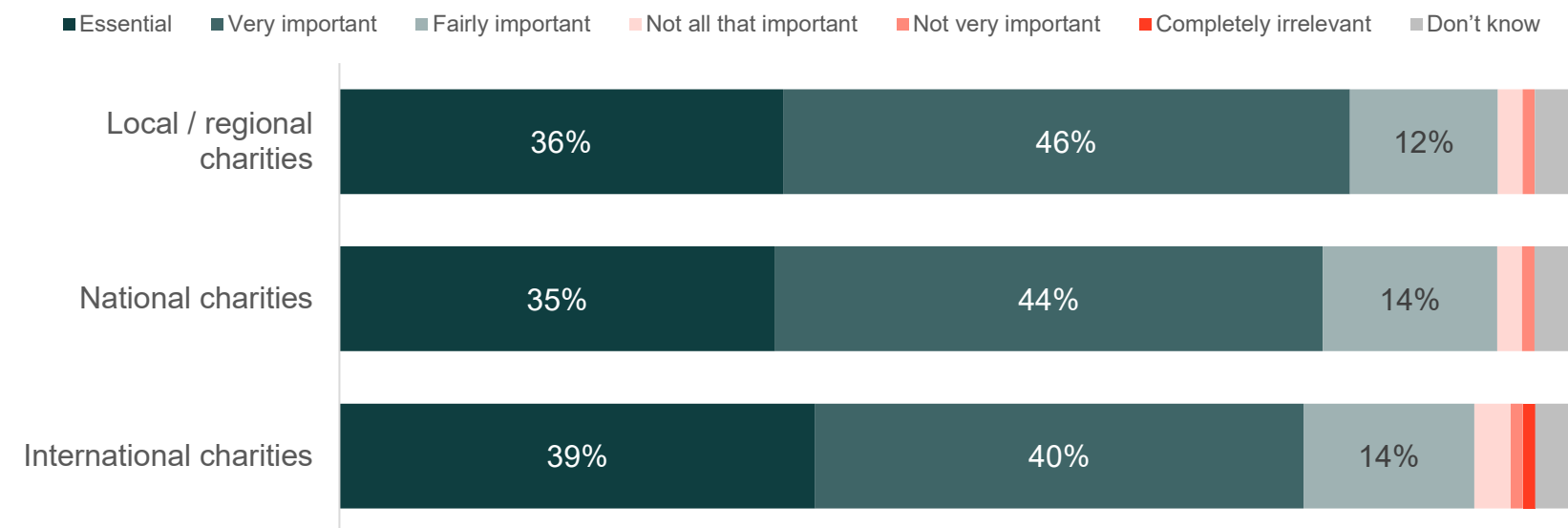
Overall, the public in Ghana gave a score of 10.6/15 for how much they trust charities. This compares to a continental average of 10.36 and a global average of 9.22.

The perceived importance of charities to society.

Charities of all types are seen to play a crucial role in Ghanaian society.

Nobody in the survey said that local or national charities were 'completely irrelevant', demonstrating the healthy foundation of civil society that exists in Ghana.

How important, in general, do you believe these different types of charities are to your country's society? (All, n = 1,060)



Overall, the public in Ghana gave a score of 12.2/15 for how much they value charities. This compares to a continental average of 12.20 and a global average of 10.98.

How people discover charities.

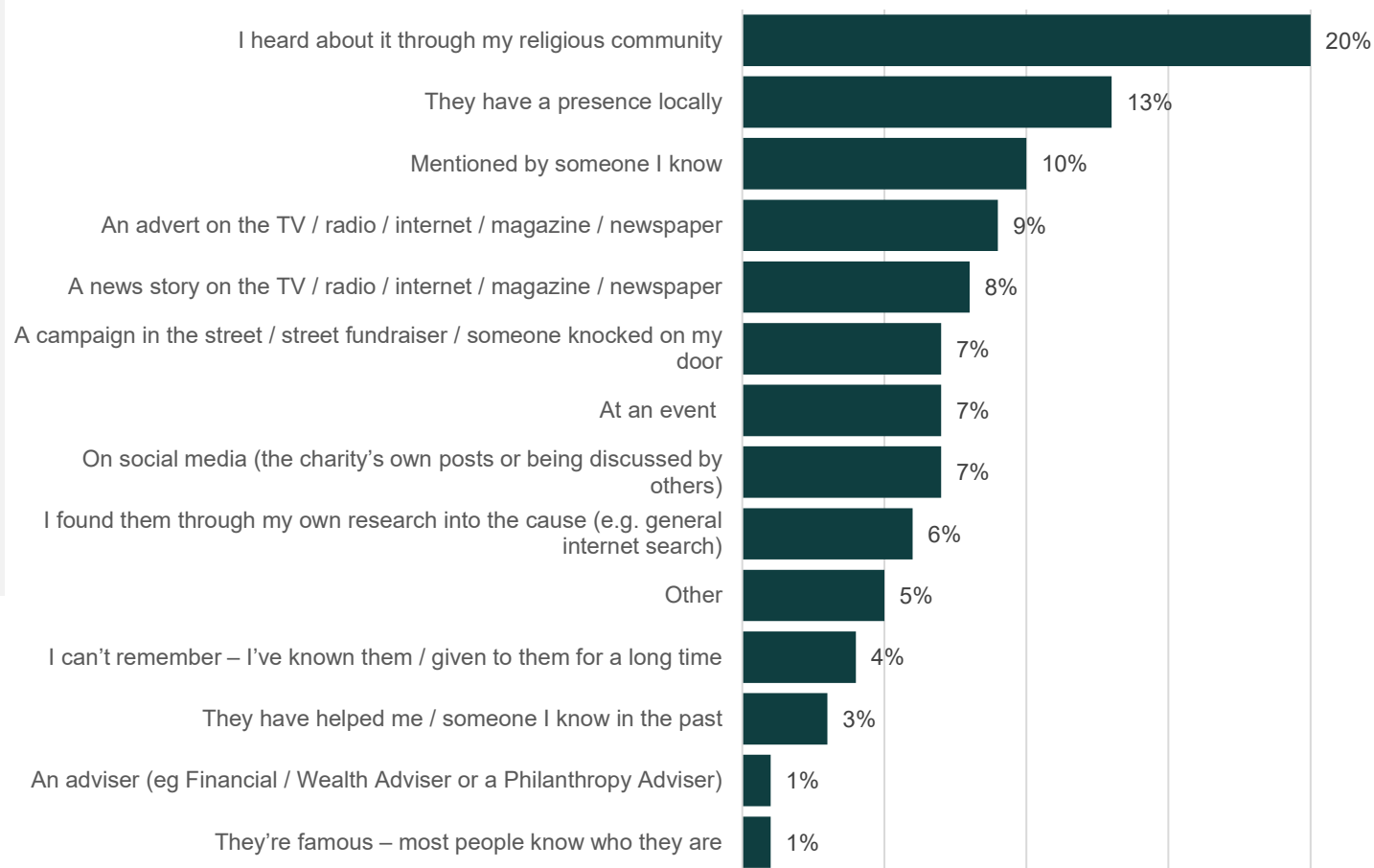
In Ghana, many people find out about charities through their religious communities.

This shows how important faith groups are in spreading messages about giving.

Local visibility, seeing a charity active in the community, also helps build trust — as does a personal recommendation.

These results remind us that in Ghana, personal connection and trust matter. To grow giving, charities should work closely with churches, mosques, community leaders, and be visible both online and in everyday life.

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 = 868)



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. I heard about it through my religious community (16%)
2. On social media (13%)
3. They have a presence locally (12%)

Overall influence of government on charities.

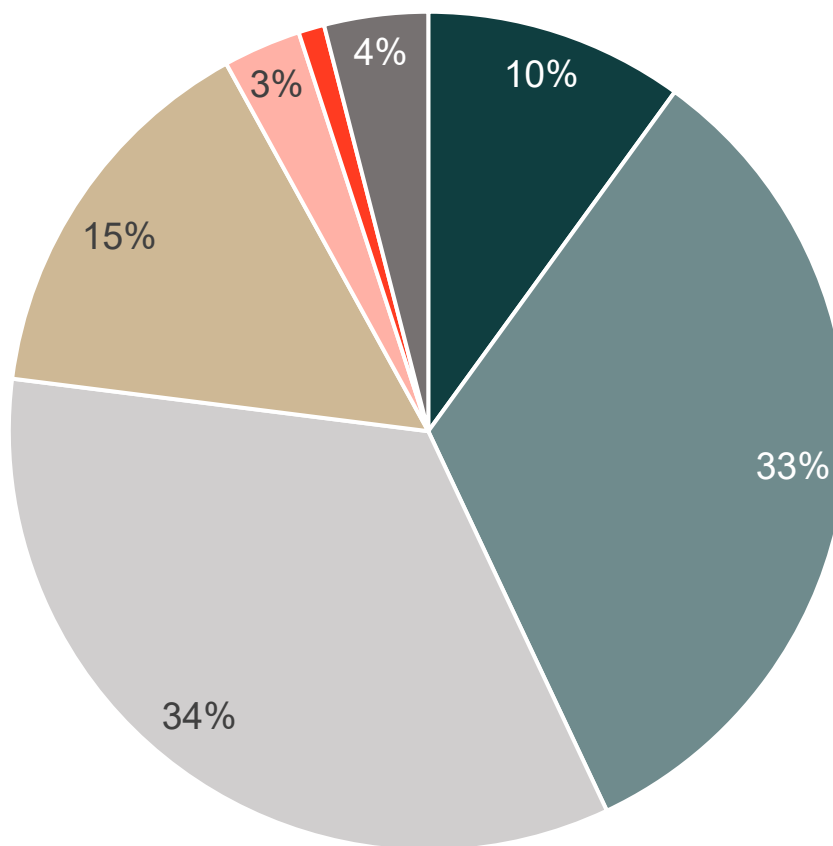
In Ghana, people have mixed opinions about how the Government affects the work of charities.

Some believe the Government helps by providing support and creating the right conditions for charities to grow.

Others think more could be done to make it easier for charities to work and help communities.

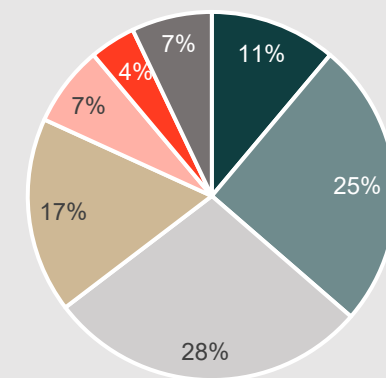
As Ghana plays an important role in philanthropy across Africa, having a government that understands and supports the charity sector will help local giving grow stronger and reach more people in need.

Overall, do you think the Government is a positive or negative influence on the charity sector? (All, n = 1,060)

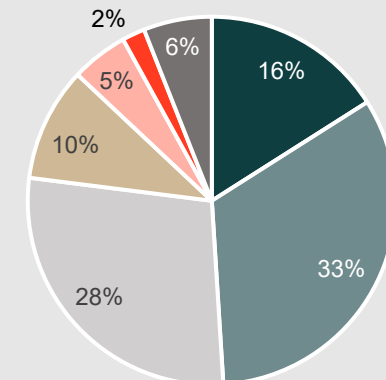


- Very positive
- Positive
- Neutral – they do some good things and some bad things
- Neutral – they don't do anything either way
- Negative
- Very negative
- Don't know

Global average



Continent average



Specific opinions on the role of government.

The survey results show mixed opinions on the role of government.

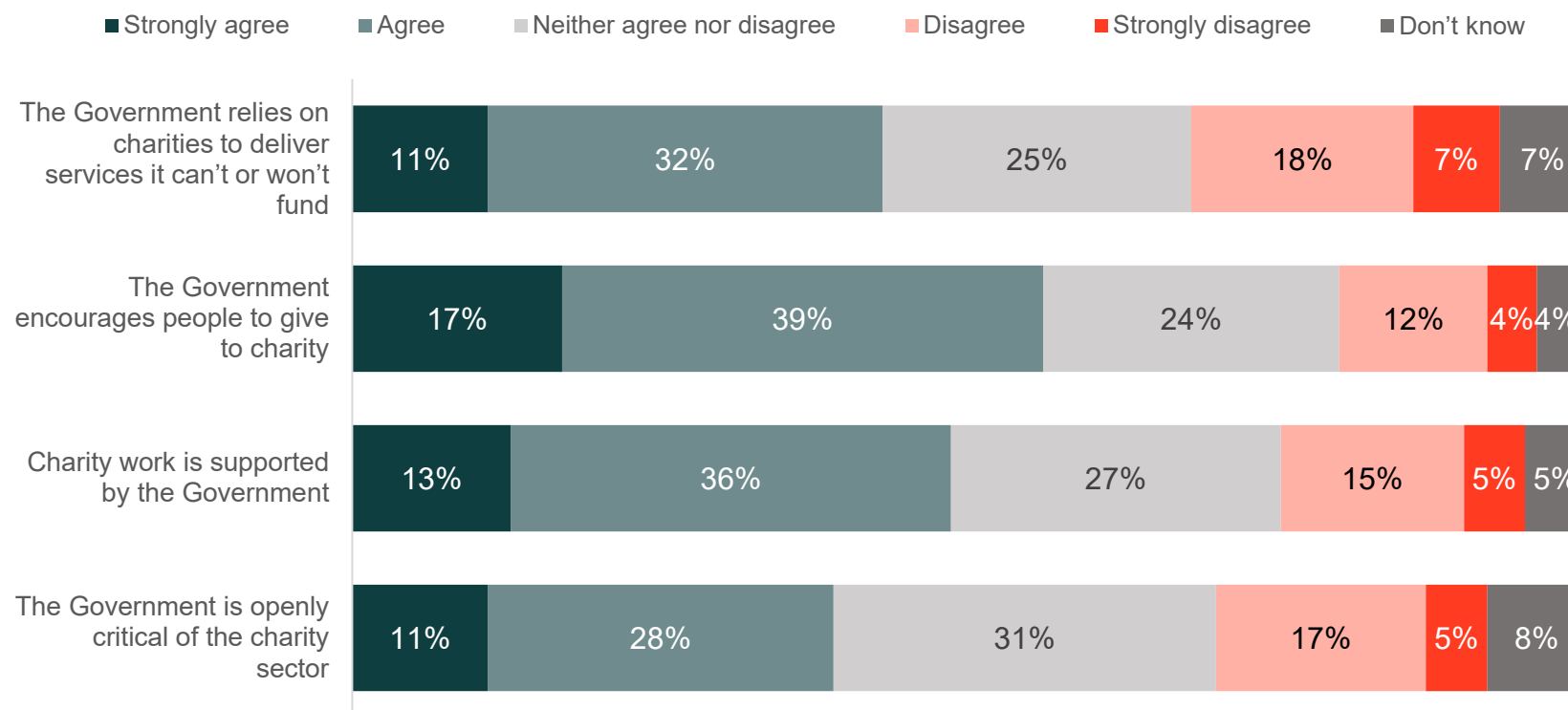
While the small majority believe the Government supports charity work, others disagree and believe the they could do more to support charities — for instance — by giving them funding, tax relief, or clearer regulation.

However, we know there is also concern that too much government control could affect how charities work.

Ghana is a leader in giving and helping others in Africa, so finding the right balance between support and freedom will help charities do their best work.

When the Government and civil society work together, more lives can be changed for the better.

Do you agree or disagree with the following statements about the Government's involvement in the charity sector? (All, n = 1,060)



THANK YOU

www.worldgivingreport.org

Charities Aid Foundation registered charity number 268369

