

WORLD GIVING REPORT

GIVING IN KENYA

2025

CONTENTS

01.	INTRODUCTION	4
	Welcome	5
	About us	6
	Our methodology	7
02.	THE GLOBAL CONTEXT	8
	How Kenya compares on key indicators of generosity	9
03.	ASPECTS OF GENEROSITY	11
	Giving money away	12
	Volunteering	21
	Helping people	24
04.	PUBLIC PERCEPTIONS OF CIVIL SOCIETY	25
	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

We are honoured to partner with the Charities Aid Foundation (CAF) in the 2025 [World Giving Report](#). Our continued collaboration reflects our shared commitment to promoting a culture of giving in Kenya and globally.

This year's report mirrors global solidarity, compassion, and the power of collective action. It provides valuable insights into how individuals and communities continue to support one another, especially in times of crisis. It also inspires philanthropy and encourages greater participation in acts of kindness through donations, volunteering, or simply helping a stranger. We are proud to contribute to this critical global conversation and remain committed to fostering a more giving and inclusive society.

This report aims to present the key findings of our country's giving behaviours, as part of the broader [World Giving Report](#). By examining our local data within the context of global trends, we can better understand our unique position and contributions to global philanthropy.

In this year's report, Kenya has seen a high-level of volunteer activities, indicating a growing commitment to community support. Further, we can see how generous Kenyan's are as a proportion of their income.

These findings suggest a robust and evolving civil society, with increased community involvement and a promising future driven by youth engagement. This trend highlights the potential for sustainable growth in the giving environment.

As KCDF, we reiterate our commitment to nurturing this positive trend by promoting social justice and the sustainable development of our communities. We will continue working closely with our partners to promote local giving and providing capacity development to enhance local fundraising.



GRACE MAINGI
Executive Director,
Kenya Community
Development Foundation

**“This year’s
report mirrors
global
solidarity,
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and the power
of collective
action.”**

About us

Kenya Community Development Foundation (KCDF)

KCDF is a public charitable foundation founded in 1997 that supports sustainable community-driven development in Kenya. KCDF believes complete and lasting change is possible when communities initiate and drive their development agenda.

KCDF enhances community growth and sustainability through capacity development, community philanthropy, and local giving. We invest resources to build, strengthen, and sustain our communities' core capacities by developing thoughtful, long-term collaborations with other actors, including governments, non-profit organisations, the private sector, and individuals, to advance social justice.

People, giving and working together.

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 black. The people are mostly standing or wading in the shallow water. The overall scene is one of a busy, active beach day.

02 THE GLOBAL CONTEXT

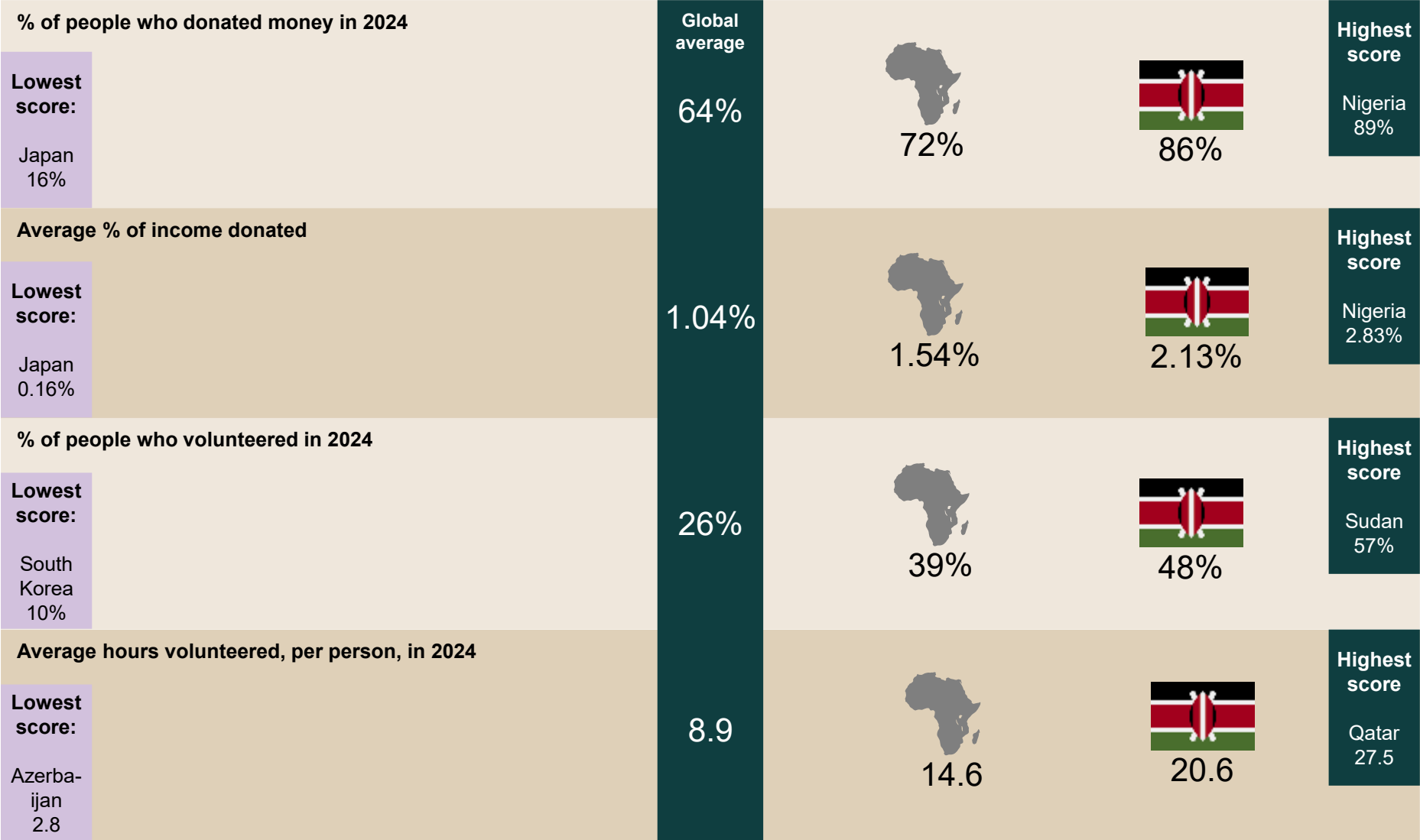
Giving money and giving time: Worldwide and within the continent.

In 2024, Kenya was generous, surpassing African and global averages.

86% of Kenyans donated money, contributing to an average of 2.13% of income donated overall.

Nearly half of Kenyans volunteered, going towards an average of 20.6 hours per person overall.

This reflects Kenya's strong culture of community solidarity, local and religious giving, and active civic participation.



Base: All (1,083)

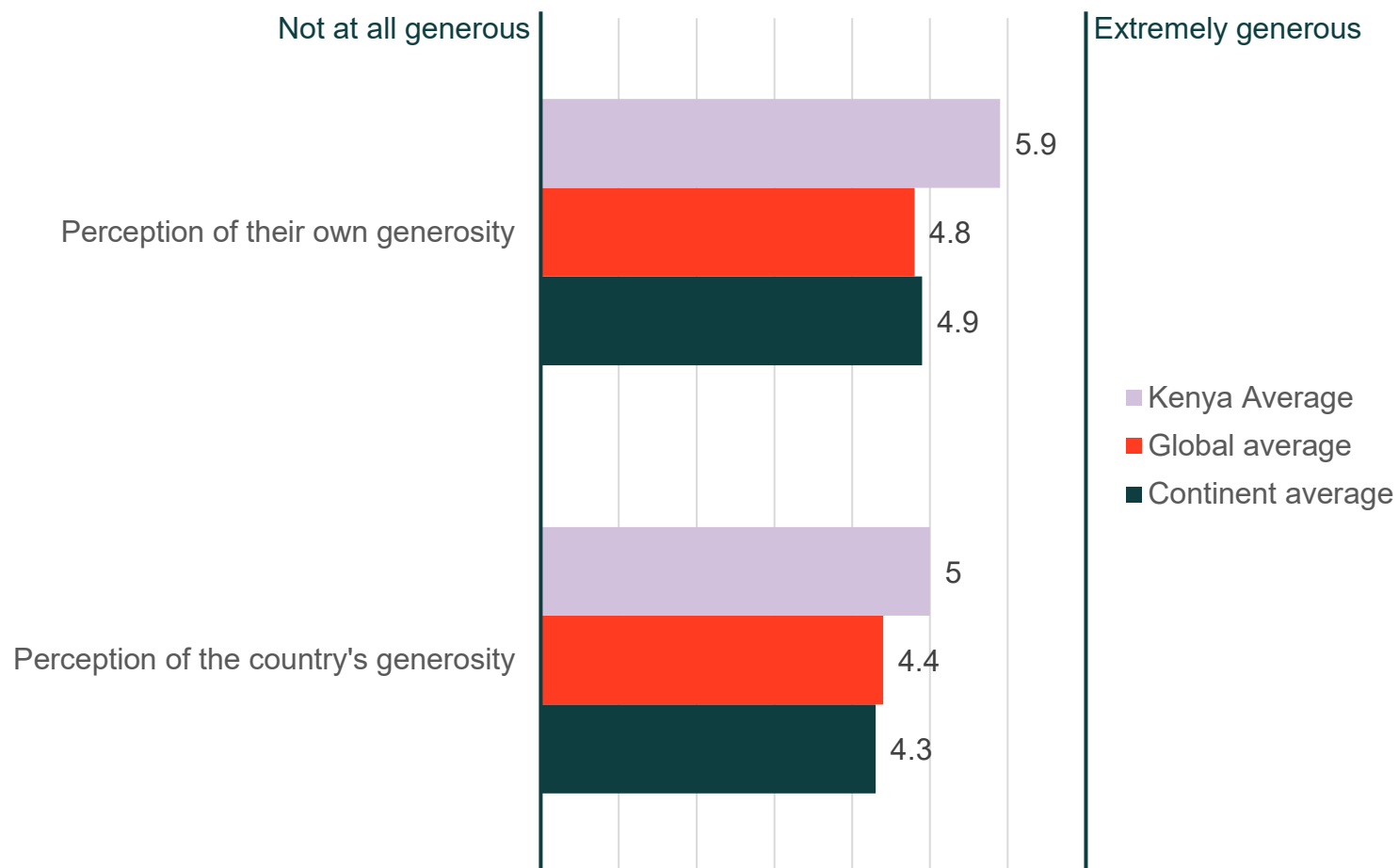
Perceptions of Kenya's generosity.

Kenya ranks 20th out of 101 countries in self-perceived generosity.

Kenyans perceive themselves as more generous (5.9) than both the global (4.8) and continental (4.9) averages.

Similarly, the perception of Kenya's overall generosity (5.0) exceeds global (4.4) and continental (4.3) averages.

Kenya ranks 5th globally for the proportion of income donated.



Kenya ranks 20th out of 101 countries for how generous we think we are.

We are 5th in terms of the proportion of income we donate.

An aerial photograph of a community event held on a large outdoor basketball court. In the center, a large group of people, mostly wearing blue shirts, are arranged in a circular formation. To the left and right, there are white pop-up tents. The right tent has a basketball hoop attached to it. Along the top edge of the court, a row of white folding chairs is set up. The court floor is made of concrete with yellow and red painted areas. The surrounding area is grassy.

03 ASPECTS OF GENEROSITY

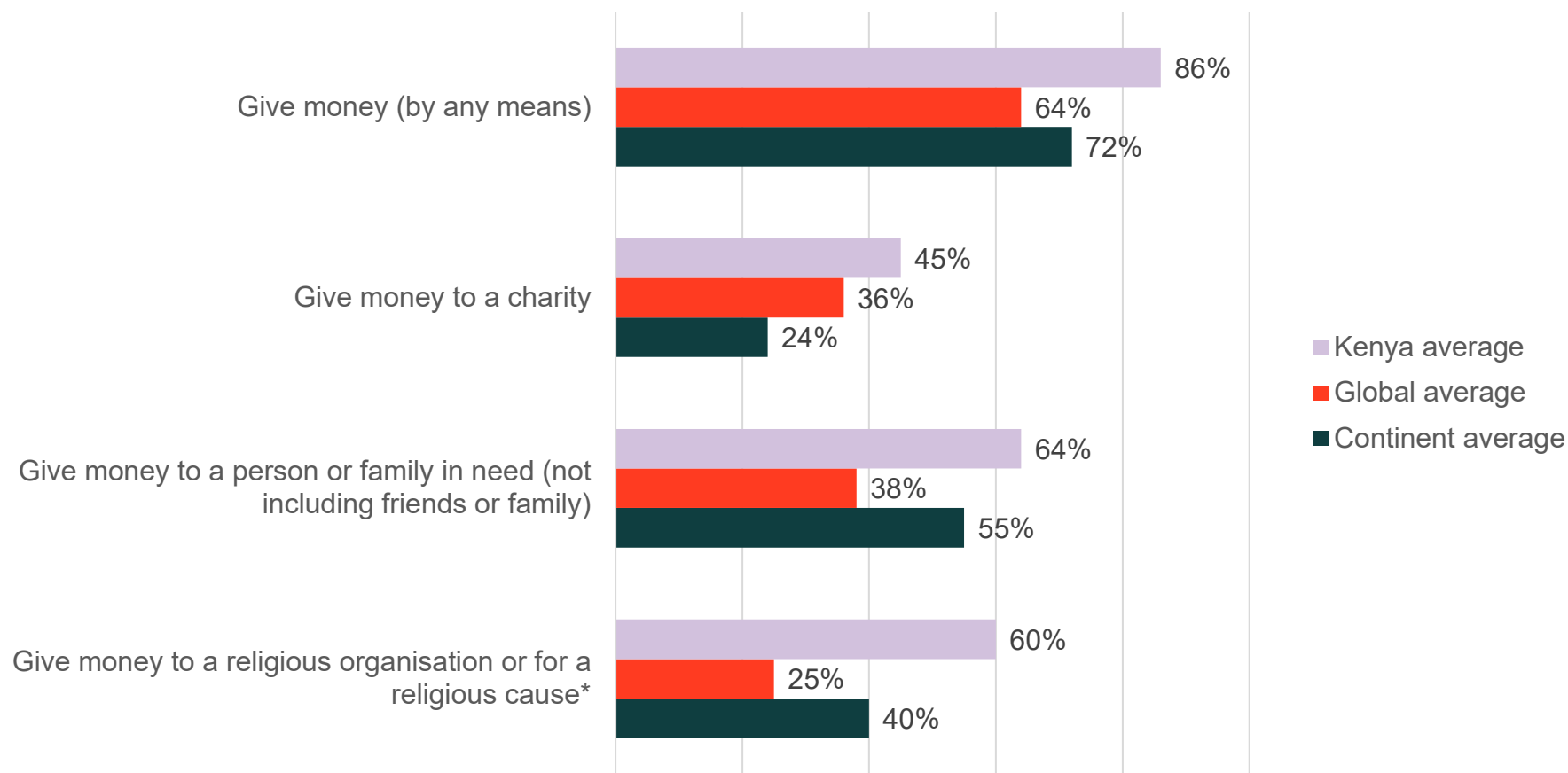
The proportion of Kenyans who give money in different ways.

In 2024, 86% of Kenyans gave money, surpassing global (64%) and continental (72%) averages.

While 45% gave to charity, 64% gave directly to individuals/families in need.

A significant 60% donated to religious organizations or causes, exceeding global (25%) and continental (40%) averages, highlighting the prominent role of religious giving in Kenya.

Q: During 2024, did you do any of the following? (All, n = 1,083)



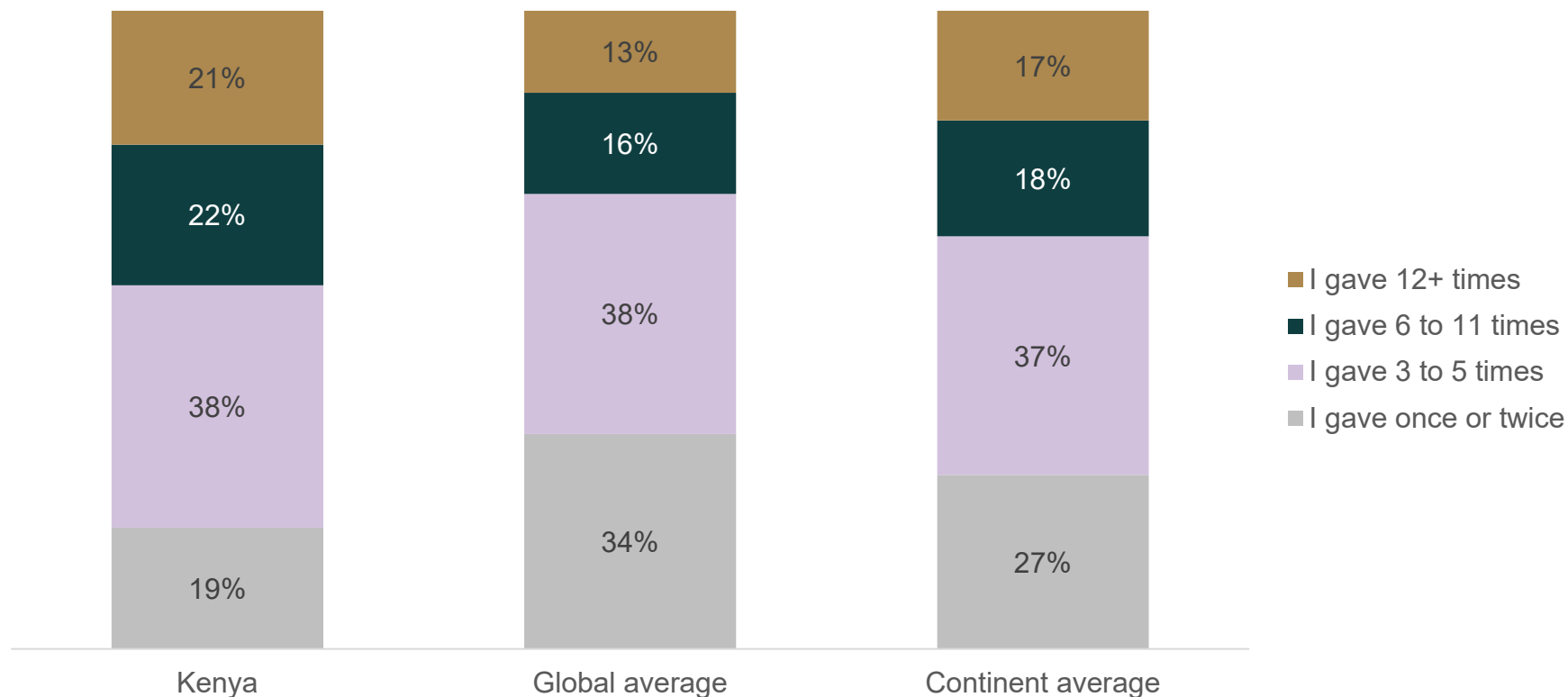
*The full answer code was worded, 'Give money to a religious organisation or for a religious cause' (for example: at church, through zakat, tithing, ma'aser or daana, etc.). This includes any money you give voluntarily, even if it is collected by your government'.

How frequently Kenyans gave.

In 2024, 21% of Kenyan givers donated 12 or more times, higher than the global (13%) and continental (17%) averages. A further 22% gave 6-11 times.

This indicates a higher frequency of giving among Kenyans compared to global and continental trends.

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, $n = 935$)



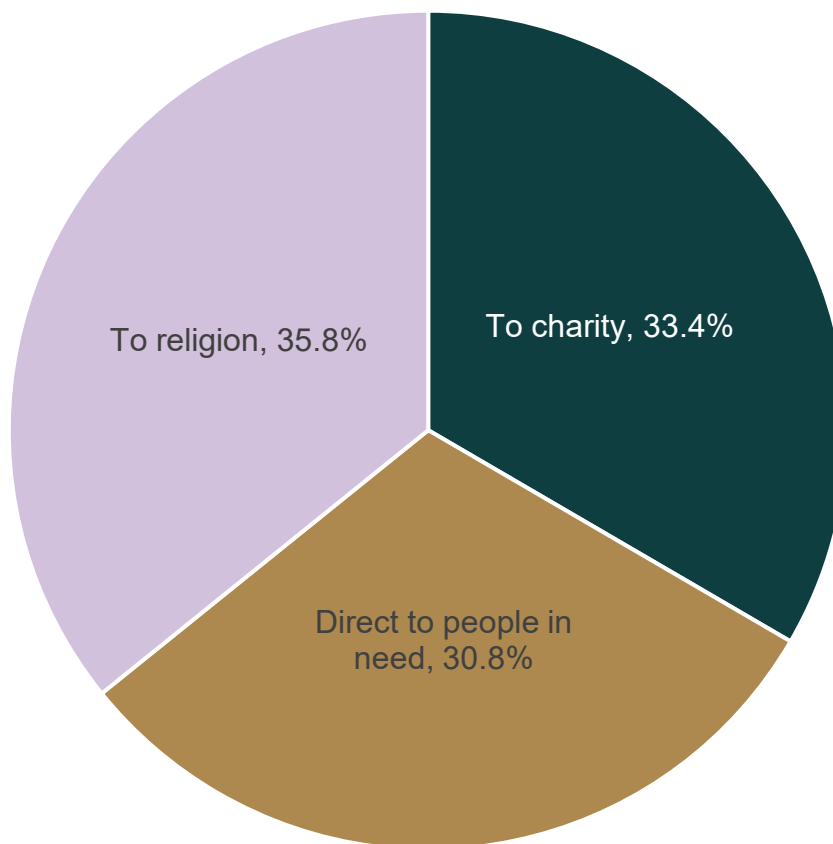
Share of donations.

In Kenya, donations in 2024 were split fairly evenly between the three main donation routes.

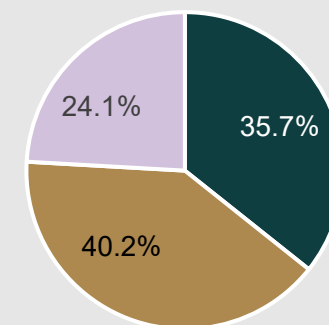
This contrasts with global trends where direct to people in need (40.2%) dominates, and continental trends where direct to people in need (48.6%) is also highest.

Kenya's religious giving stands out compared to global (24.1%) and continental (32.4%) averages.

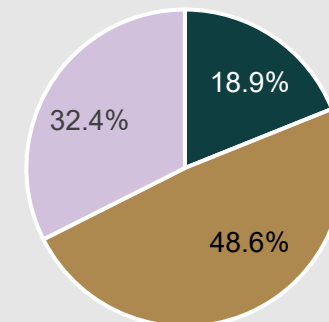
The share of the value of all donations made in 2024, across the three different routes. *(People who had given money, n = 935)*



Global average



Continent average



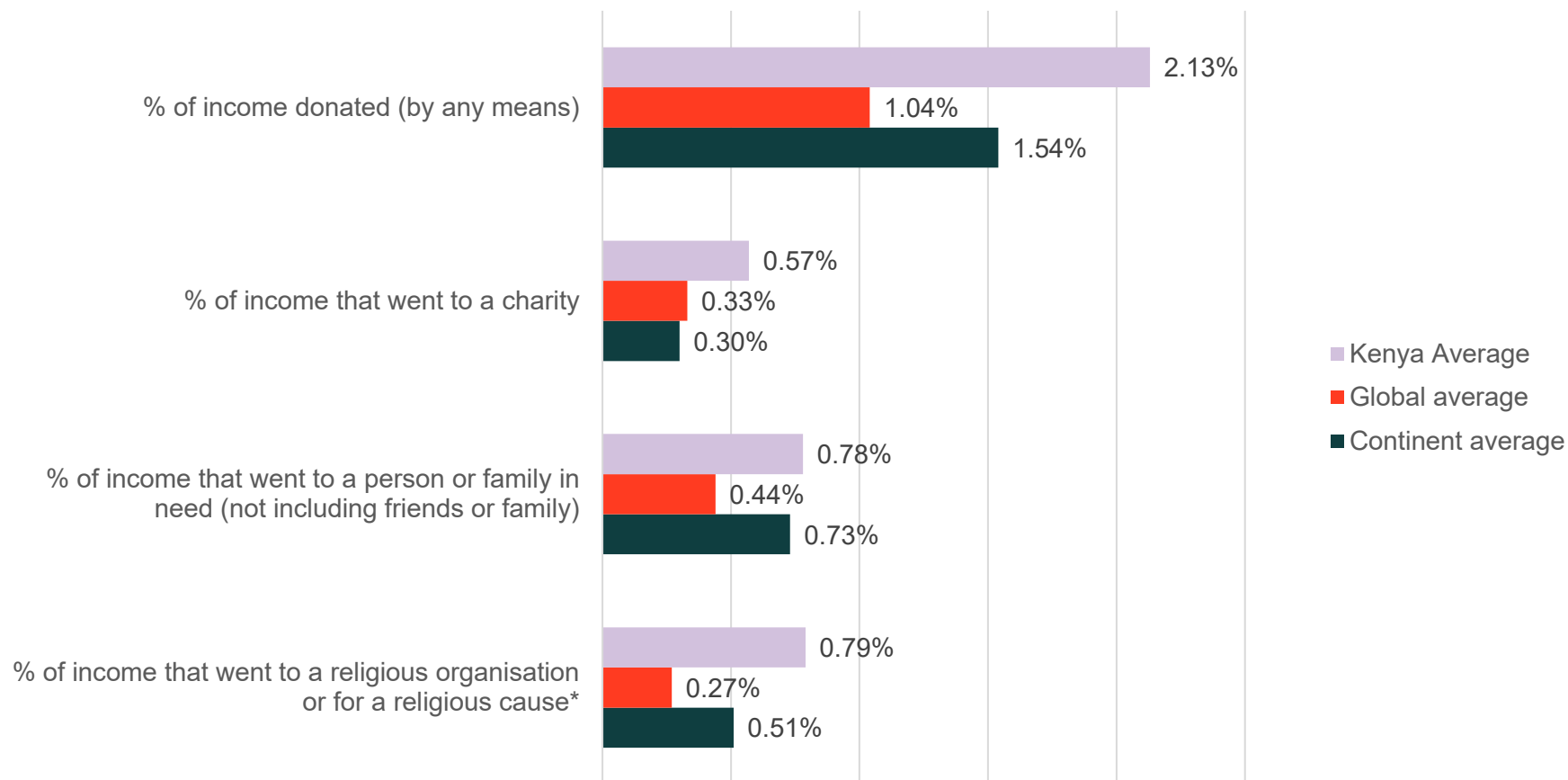
Donations as a proportion of income.

Kenyans donated 2.13% of their income overall, significantly higher than the global (1.04%) and continental (1.54%) averages.

A notable 0.79% of income went to religious organisations, higher than the global (0.27%) and continental (0.51%) averages.

Donations to individuals (0.78%) and charities (0.57%) also surpassed global and continental figures, highlighting Kenya's strong giving culture.

The average proportion of income people gave to each of the three donation routes, and overall. (All, including those donating zero, $n = 1,083$).



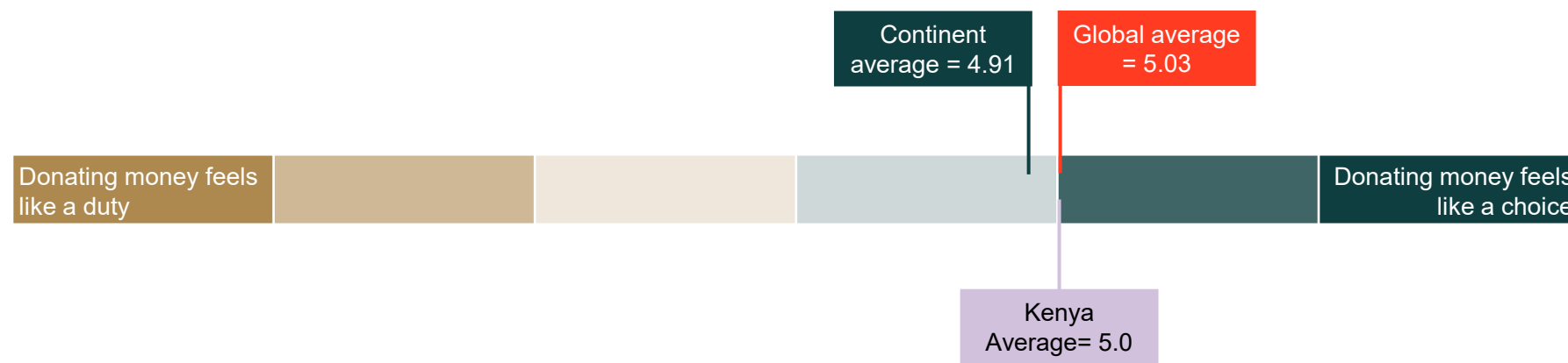
*The full answer code was worded, 'Give money to a religious organisation or for a religious cause, (for example, at church, through zakat, tithing, ma'aser or daana, etc.). This includes any money you give voluntarily, even if it is collected by your government'.

How Kenyans feel about giving money.

Kenyans perceive donating money primarily as a choice, with an average score of 5.0.

This perception aligns closely with the global average of 5.03 and is slightly higher than the continental average of 4.91, suggesting that for Kenyans, giving is often a conscious decision.

The average score when people were asked how donating money feels.
(People who had given money, $n = 935$).



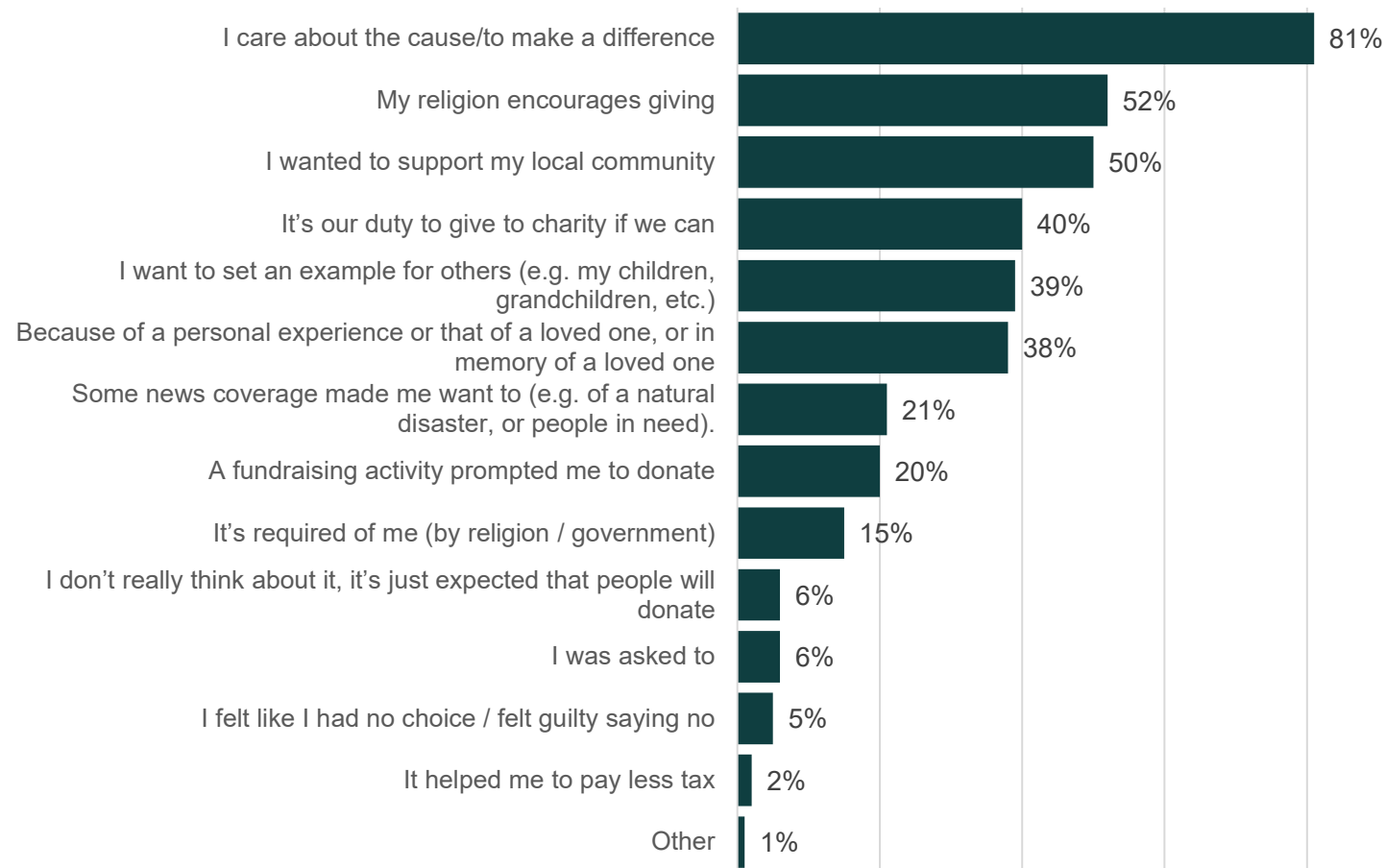
Why Kenyans give money.

Kenyans primarily give because they care about the cause/to make a difference (81%).

That their religion encourages giving (52%) is also a major factor, aligning with the continental top 3 and surpassing the global top 3.

Supporting local community is the third highest at 50% further highlighting Kenya's unique giving motivations.

Which of the following, if any, are reasons that you gave away money in 2024?
(People who had given money, n = 935).



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

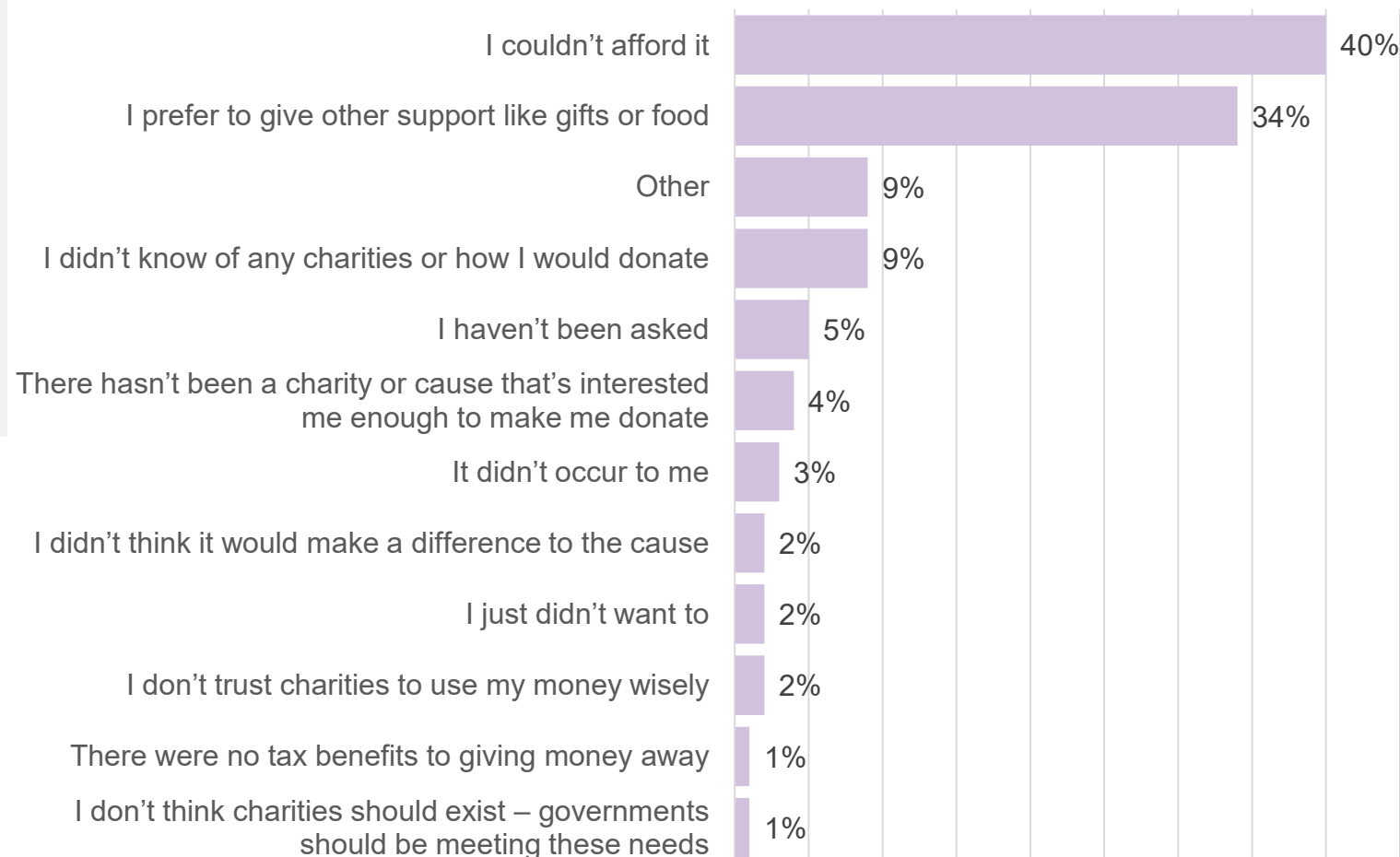
1. I care about the cause/to make a difference (69%)
2. My religion encourages giving (52%)
3. It's our duty to give if we can (38%)

Reasons for Kenyans not giving money.

For Kenyans who didn't give money in 2024, the main reason was "I couldn't afford it" (40%), consistent with global (40%) and continental (47%) trends.

"I prefer to give other support like gifts or food" (34%) was a higher reason for Kenyans than globally (20%) or continentally (18%), highlighting a preference for in-kind support.

What would you say are the main reasons that you did not give money away in 2024? (People who had not given money, n = 148).



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?

To significantly increase donations in Kenya for 2025, charities must prioritise transparency and accountability.

61% of Kenyans desire more information on impact, so clear communication on results is crucial.

Message to charities:

- Building trust through evidence of effective regulation and insights into operational efficiency will also encourage more giving.
- Leverage the existing strong local giving and religious giving culture with enhanced transparency to unlock greater philanthropic potential.
- Sharing more feedback with current and potential givers on your work/results, and impact.

The top three reasons that would make the respondent likely to give more money, goods or time to charities in 2025. (All, $n = 1,083$)

61%

Knowing more about the results and impact of the charity

47%

Knowing the charity sector is well regulated

40%

Knowing more about how a charity is run

The causes Kenyans support through donating.

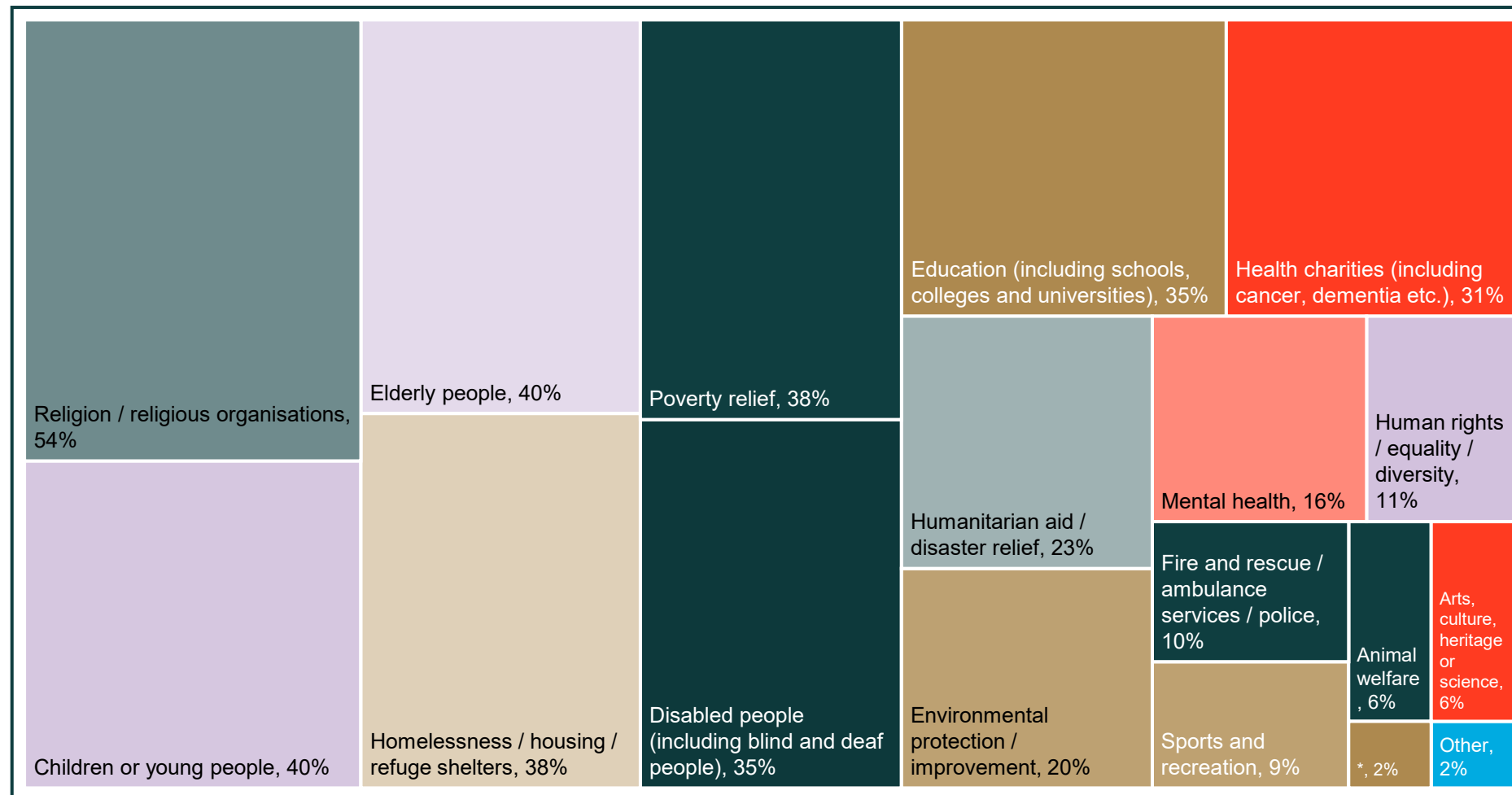
In Kenya, 2024 data shows that most donations supported **religious organizations (54%)**, followed by **children and youth (40%)**.

Elderly care (40%), poverty relief (38%), and education (35%) also received significant support.

This reflects Kenya's strong faith-based giving culture, intergenerational solidarity, and growing awareness of social welfare issues.

With increased climate shocks and economic strain in 2024, donations to disaster relief (**23%**) and environmental protection (**20%**) were also high, underscoring a shift toward community resilience and sustainability in local giving trends.

Which cause(s) did you give money to in 2024? (People who had given money, n = 935)



*Armed forces (including veterans)

Frequency of volunteering, per person.

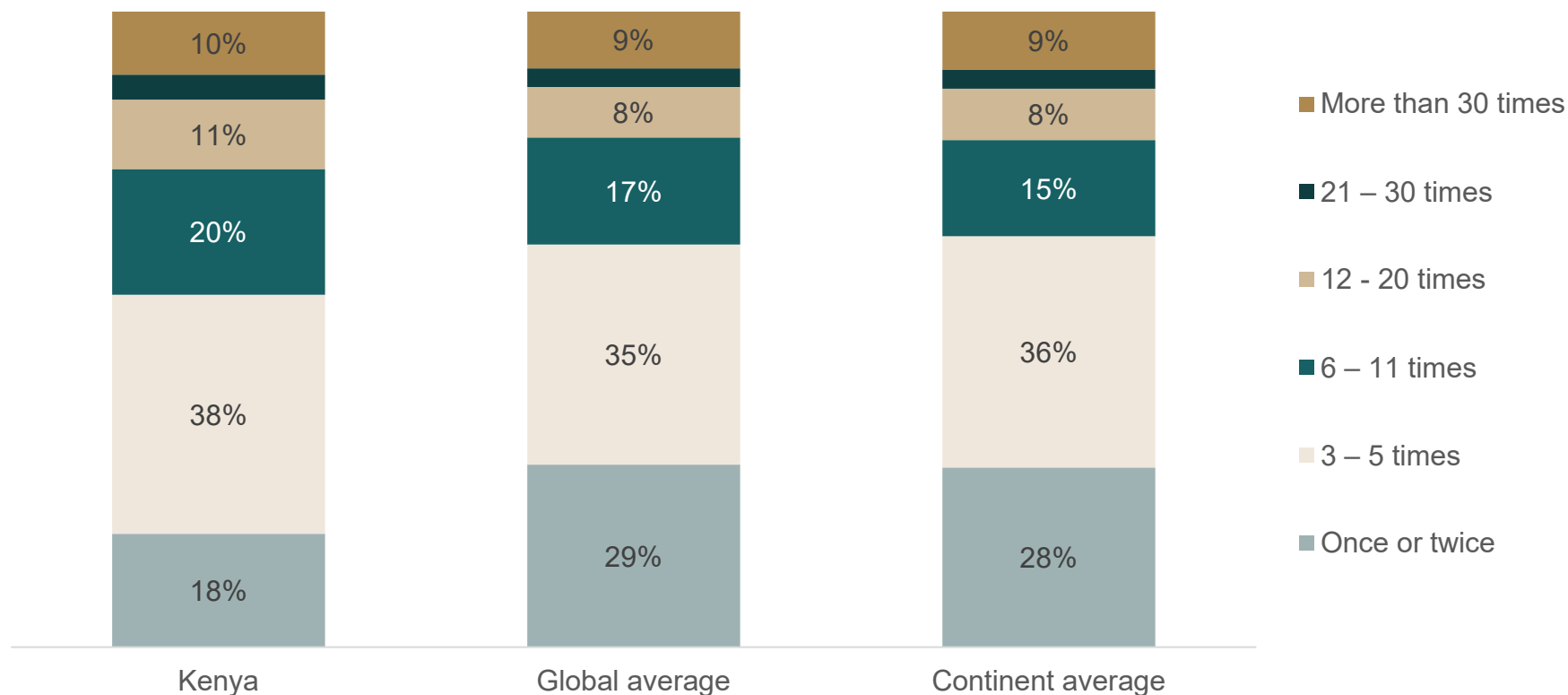
In 2024, Kenyan volunteers showed higher commitment than global and continental averages.

Most Kenyans volunteered 3–5 times (38%), highlighting regular community engagement.

Common shift lengths were 3–4 hours (44%), reflecting structured, purposeful service.

This strong civic spirit mirrors Kenya's cultural values of communal support and the influence of religious and youth-led initiatives and community organising, which positions Kenya ahead in volunteerism and social responsibility.

How often did you do unpaid, voluntary work in 2024 that benefitted people other than your family or friends? *(those who volunteered, n = 516)*



Average time spent volunteering, per person.

Kenyans volunteered a high amount, averaging 20 hours 30 minutes, which was higher than the global average of 9 hours and the continental average of 14 hours 30 minutes.

This highlights Kenya's robust culture of civic engagement and community participation.

The high volunteer hours suggest deeply embedded traditions of collective action and support, possibly through faith-based initiatives and grassroots development efforts, demonstrating a remarkable dedication to contributing time to societal well-being.

20 hours **30** minutes

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

(All, n = 1,083) [nb – this is overall, so includes all those who did nothing within the average]

9 hours

Global average

14 hours **30** minutes

Continent average

Causes Kenyans supported through volunteering.

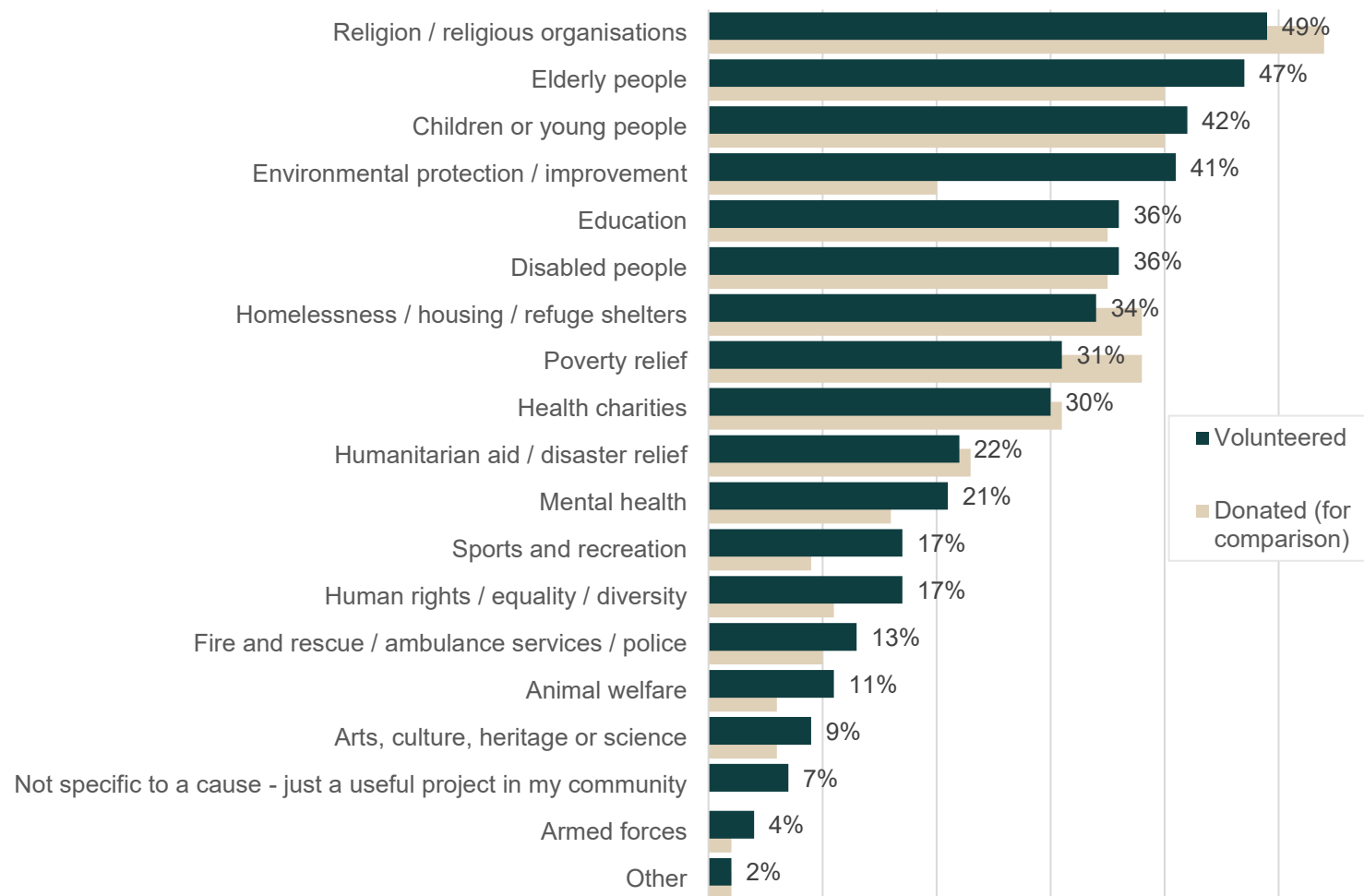
In 2024, Kenya's philanthropy landscape was vibrant, with volunteering and donations playing key roles.

Causes like Religion (49%) elderly care (47%), children/young people (42%), and environmental protection (41%) saw strong support, reflecting societal priorities.

Religious organizations (40%) remained central, while education (36%) and poverty relief (31%) highlighted ongoing challenges.

Kenya's philanthropy leaned toward grassroots initiatives, with a mix of traditional and modern causes, showcasing a collective effort to address inequality, environmental issues, and social welfare through volunteerism and donations.

Which cause(s) did you do unpaid voluntary work for in 2024? *(People who had volunteered, n = 516)*



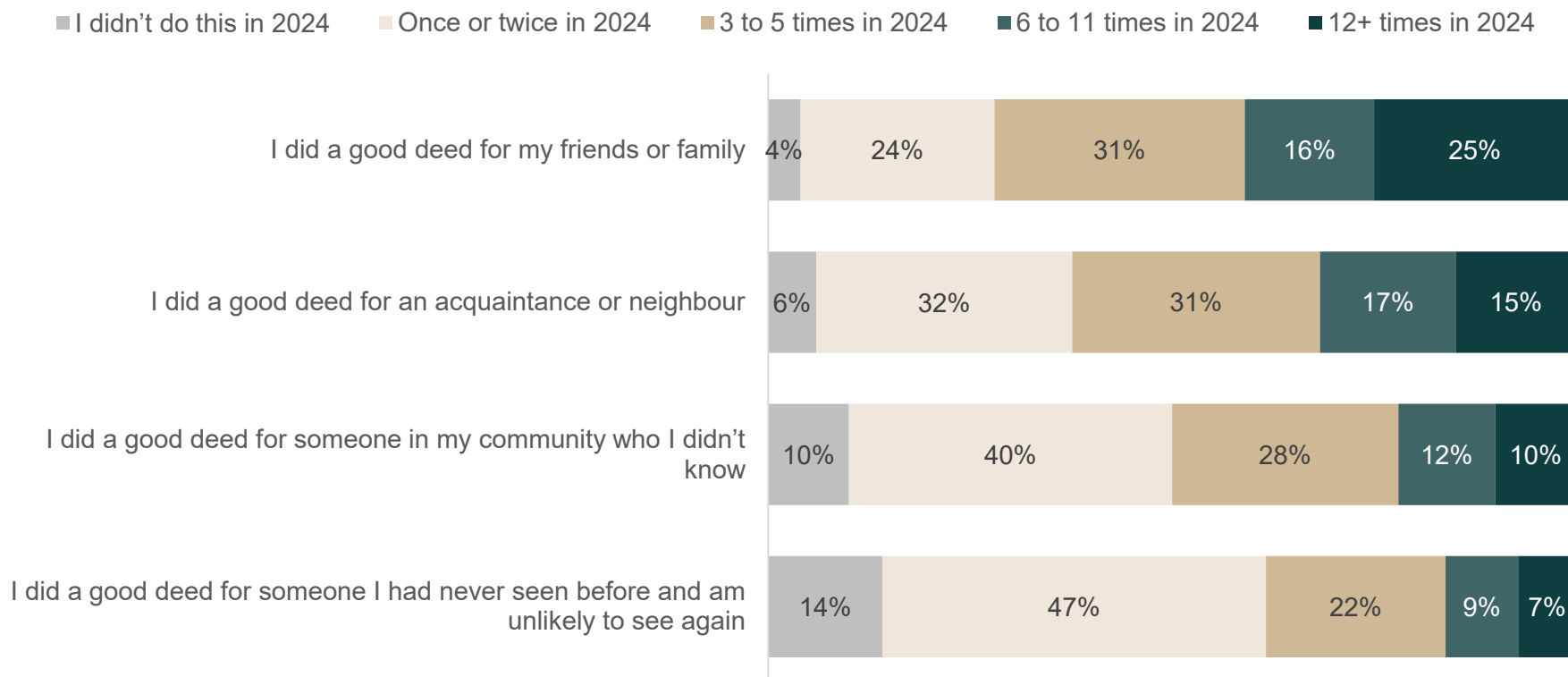
How Kenyans are helpful to others.

In 2024, Kenya's civic spirit was strong, with many engaging in frequent acts of kindness. While 10% did no good deeds, 25% helped friends/family 12 or more times, and 15% assisted neighbours 6–11 times.

Community support was notable, with 40% aiding strangers once or twice, reflecting a culture of solidarity. However, fewer (7%) repeatedly extended help to unknown individuals, suggesting sporadic generosity.

Compared to global trends, Kenyans prioritised close-knit networks. They embraced communal giving, highlighting a blend of traditional Ubuntu values and modern philanthropy, driven by grassroots efforts to address local needs through everyday kindness.

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 = 1,083)





04 PERCEPTIONS OF CIVIL SOCIETY

How much the Kenyan public trusts charities.

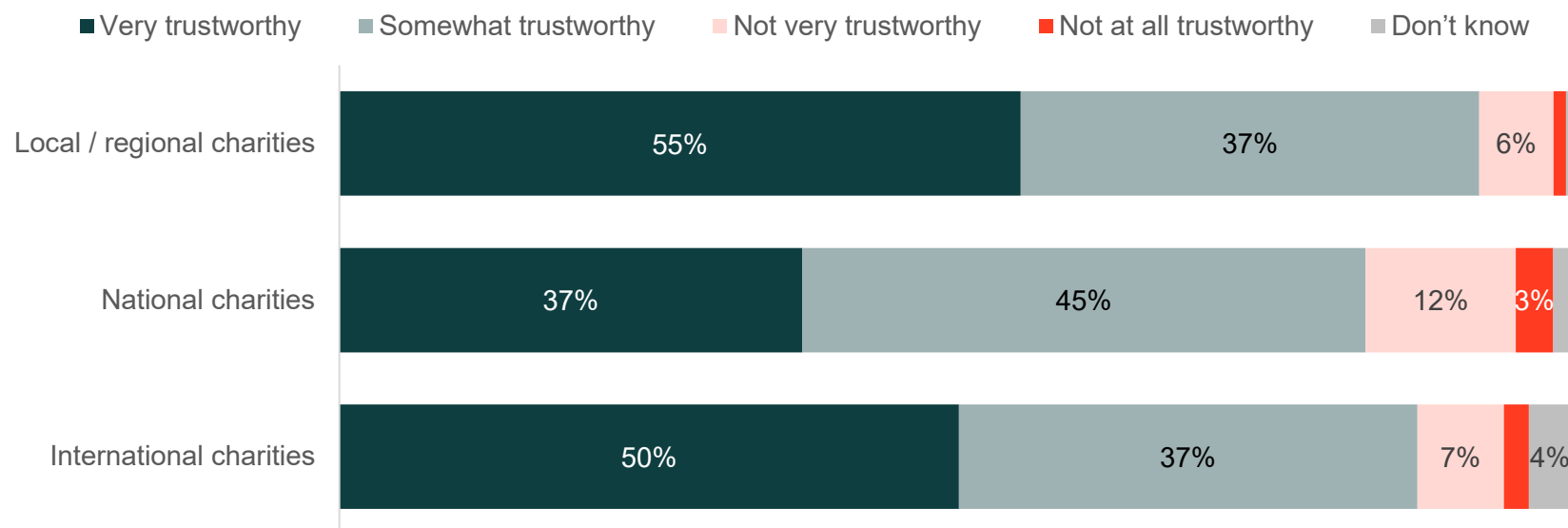
In 2024, Kenyans exhibited strong trust in charities, scoring 11/15 — higher than global (9.22) and continental (10.36) averages.

Local/regional charities were most trusted (55% "very trustworthy"), reflecting confidence in grassroots impact.

National charities saw moderate trust (37%), while international ones scored higher (50%), likely due to their wider geographical reach and scope.

However, scepticism persisted (6-12% "not trustworthy"), hinting at accountability concerns.

How trustworthy do you tend to find each of these types of charities? (All, n = 1,083)



Overall, the public in Kenya gave a score of 11 / 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 Kenya's charities to society.

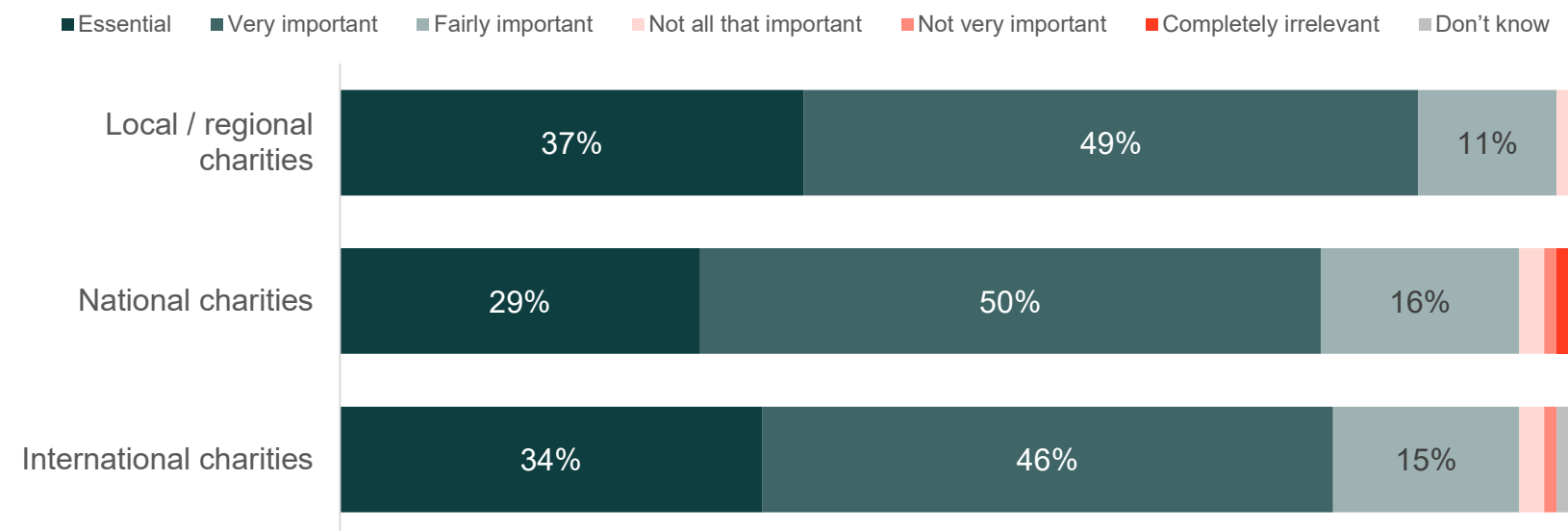
In 2024, Kenyans valued charities' societal role, scoring 12.2/15, matching Africa's average and higher than the global score (10.98).

Local charities were deemed most vital (37% "essential," 49% "very important"), reflecting trust in community-based solutions.

National and international charities also ranked highly (29-34% "essential"), showing appreciation for broader impact.

Only 11-16% viewed charities as less important, indicating widespread recognition of their role in addressing poverty, healthcare, and education gaps.

How important, in general, do you believe these different types of charities are to your country's society? (All, n = 1,083)



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

How Kenyans discover charities.

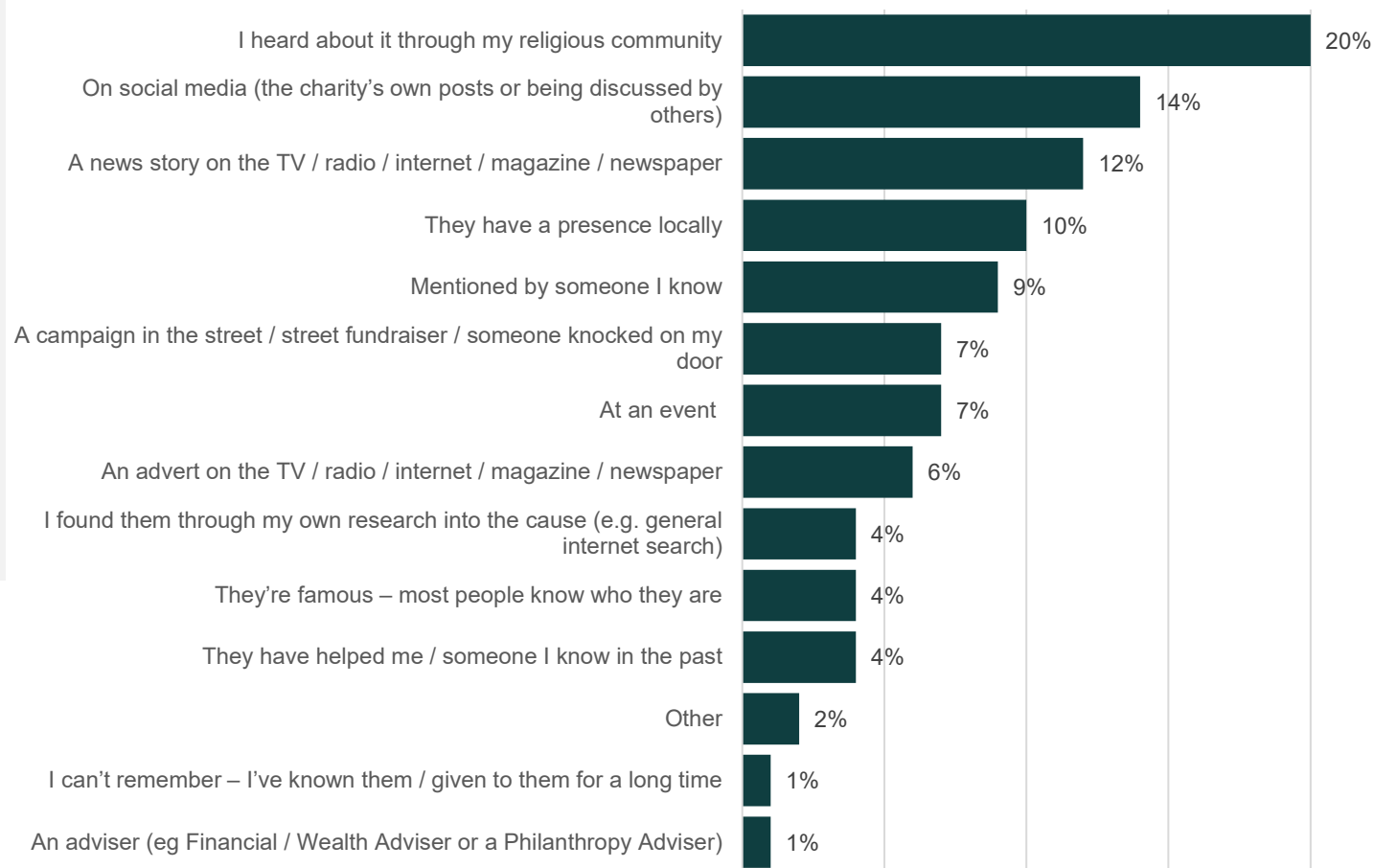
In 2024, 20% of Kenyans identified charities through religious communities which ranked as the most likely route.

Social media ranked second (14%), aligning with continental (13%) and global (14%) patterns.

Local presence (10%), word-of-mouth (9%) and news stories (12%) also played key roles.

This reflects Kenya's strong faith-based and community-driven philanthropy culture compared to more digitally-led global discovery methods.

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 = 487)



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.

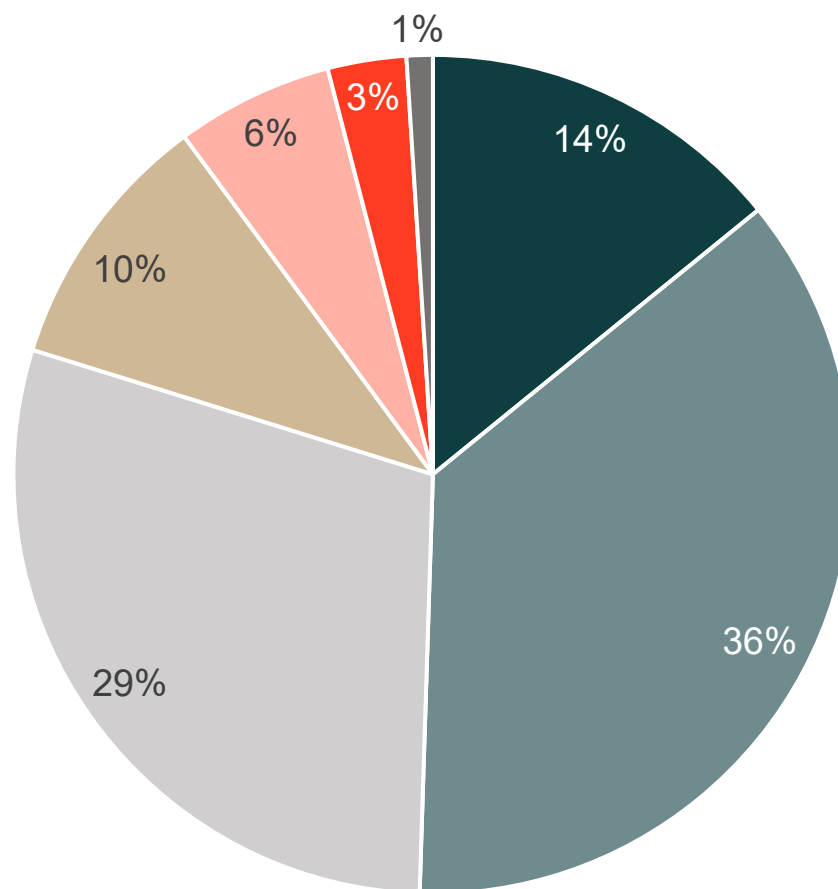
In Kenya, public perception of the Government's influence on charities was mixed but more positive than continental and global averages.

While 39% remained neutral, only 9% viewed the Government as negative.

The data reflects Kenya's evolving philanthropic space where the recently operationalised PBO Act has potential to create an enabling space if implemented fully.

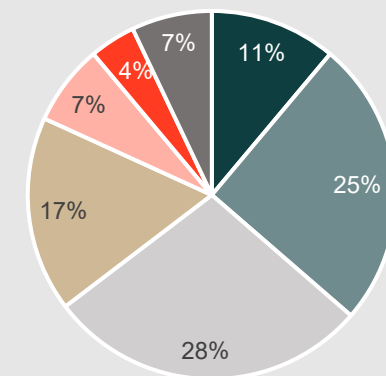
This suggests Kenyans see more constructive government-charity relations compared to other regions, though scepticism persists.

Overall, do you think the Government is a positive or negative influence on the charity sector? (All, n = 1,083)

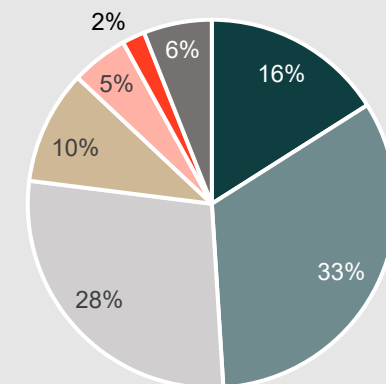


- Very positive
- Positive
- Neutral – they do some good things and some bad things
- Neutral – they don't do anything either way
- Negative
- Very negative
- Don't know

Global average



Continent average



Specific opinions on the role of government.

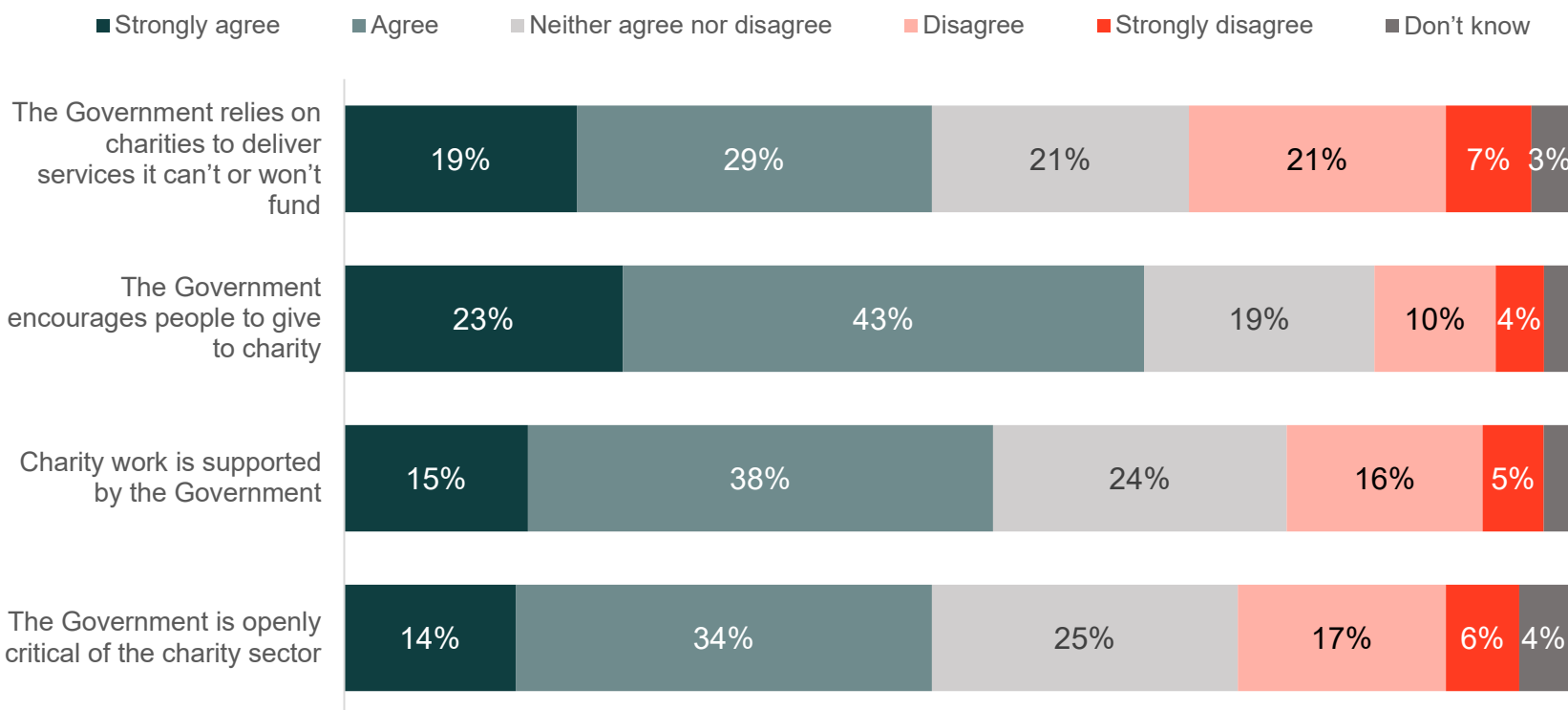
In 2024, Kenyans perceived significant government reliance on charities, with 48% agreeing they fill service gaps (19% strongly agreeing with this statement).

Most (66%) believed the state encouraged donations, while 53% saw active government support for charity work.

However, 48% felt officials were openly critical of NGOs, revealing tensions.

These mixed views suggest Kenya's philanthropy sector operates in a complex partnership with the Government.

Do you agree or disagree with the following statements about the Government's involvement in the charity sector? (All, n = 1,083)



THANK YOU

www.worldgivingreport.org

Charities Aid Foundation registered charity number 268369

