

WORLD GIVING REPORT

GIVING IN PERU

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 presents the attitudes and behaviours of the Peruvian public toward giving, volunteering, and civil society engagement. It is part of the 2025 World Giving Report, a global initiative led by the Charities Aid Foundation (CAF), in collaboration with Donar Online and other regional partners working to strengthen the culture of generosity in Latin America.

The findings from Peru reveal a context where generosity is present, but not always structured. People are willing to help, often giving directly to individuals, yet engagement with formal organisations remains limited. Volunteering is infrequent, and trust in the non-profit sector is modest. The percentage of income donated remains low, and sustained support is rare.

Many say they would give more if they had greater financial stability or better understood the impact and functioning of social organisations.

These results offer a valuable opportunity to reflect on how generosity can evolve, from isolated acts to a more sustained and strategic force for change. At Donar Online, we believe that trust, visibility, and simple tools are essential to make that shift possible. We hope this report supports that transition and deepens collective efforts to build a more engaged and supportive society.



JUAN LAPETINI
Regional Director –
Partnerships and
Institutional Relations
Donar Online

“Peru has the will to give. The challenge is to turn that will into connection, trust, and long-term commitment.”

About us

Donar Online

Donar Online exists to strengthen civil society in Latin America by making digital giving more accessible, trustworthy, and human. Since 2013, we have supported over 9,000 nonprofit organisations in Argentina, Brazil, Chile, Colombia, Ecuador, Mexico, Peru, and Uruguay.

As a leading social tech platform in the region, Donar Online enables charities to receive donations online in a secure and transparent way.

We work with individual donors, companies, and foundations to promote more effective, strategic and community-centred giving.

We provide tools, advice, and research to help nonprofits grow their supporter base, improve donor retention, and build long-term sustainability. Through partnerships, data-driven strategies, and ongoing training, we help social purpose organisations become stronger, more resilient, and more connected to their local communities.

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
- 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 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 white. The people are mostly standing or wading in the shallow water. The ocean is visible in the background, with waves breaking onto the shore. A red banner is overlaid on the left side of the image, containing the text '02 THE GLOBAL CONTEXT' in white.

02 THE GLOBAL CONTEXT

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

54% of people in Peru donated money in 2024, slightly below the global average (64%) and nearly equal to the regional average (56%).

The share of income donated was 0.78%, which fell short of the global (1.04%) benchmark but was slightly ahead of the regional one (0.73%).

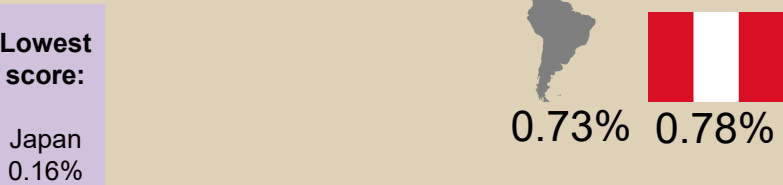
27% of people volunteered, placing Peru above the global average (26%). However, the average number of volunteer hours (6.3) remained well under both the global (8.9) and regional (6.9) levels — indicating that while participation exists, it tends to be light and occasional.

These indicators reflect a willingness to give, but also highlight the need to foster more consistent and sustained engagement.

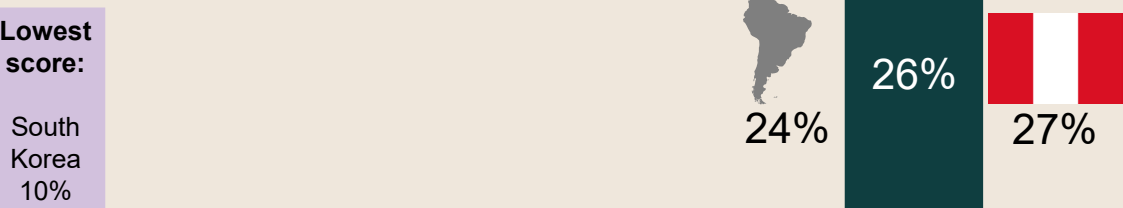
% of people who donated money in 2024



Average % of income donated



% of people who volunteered in 2024



Average hours volunteered, per person, in 2024



Global average

64%

1.04%

26%

8.9

Highest score

Nigeria 89%

Highest score

Nigeria 2.83%

Highest score

Sudan 57%

Highest score

Qatar 27.5

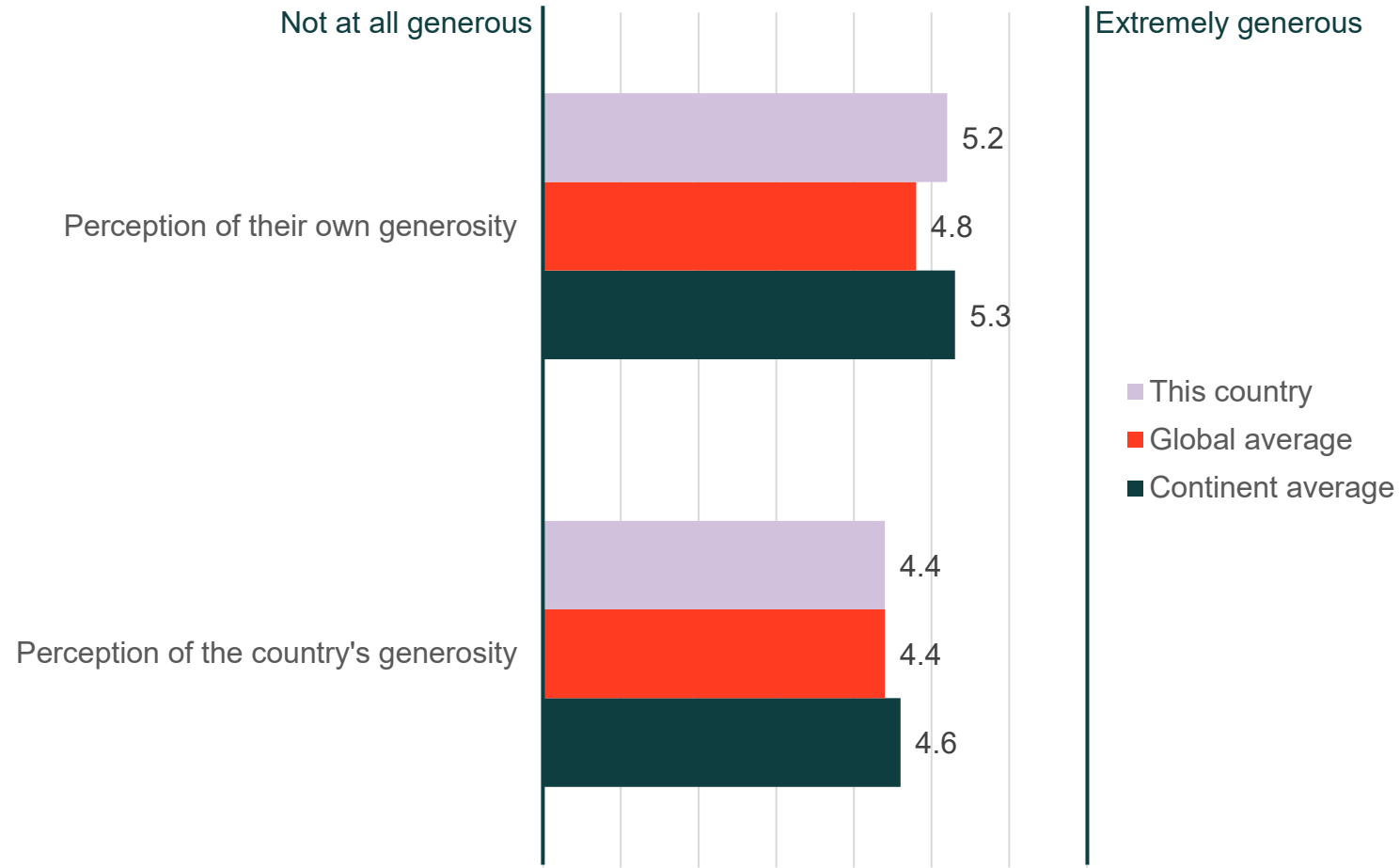
Perceptions of our own generosity.

People in Peru rated their generosity at 5.2 out of 10, slightly above the global average (4.8) and close to the regional benchmark (5.3).

When asked how generous they think the country is as a whole, the score dropped to 4.4, matching the global figure and falling slightly below the continental average (4.6).

These results reveal a contrast between personal identity and collective perception: while individuals tend to see themselves as generous, they view the broader society as less so.

This gap may reflect a lack of visibility around giving behaviours or a disconnect between intention and action — and highlights the opportunity to promote narratives that build public confidence and social recognition around generosity.



Peru ranks 59th out of 101 countries for how generous we think we are.

We are 58th in terms of the proportion of income we donate.

03

ASPECTS OF GENEROSITY



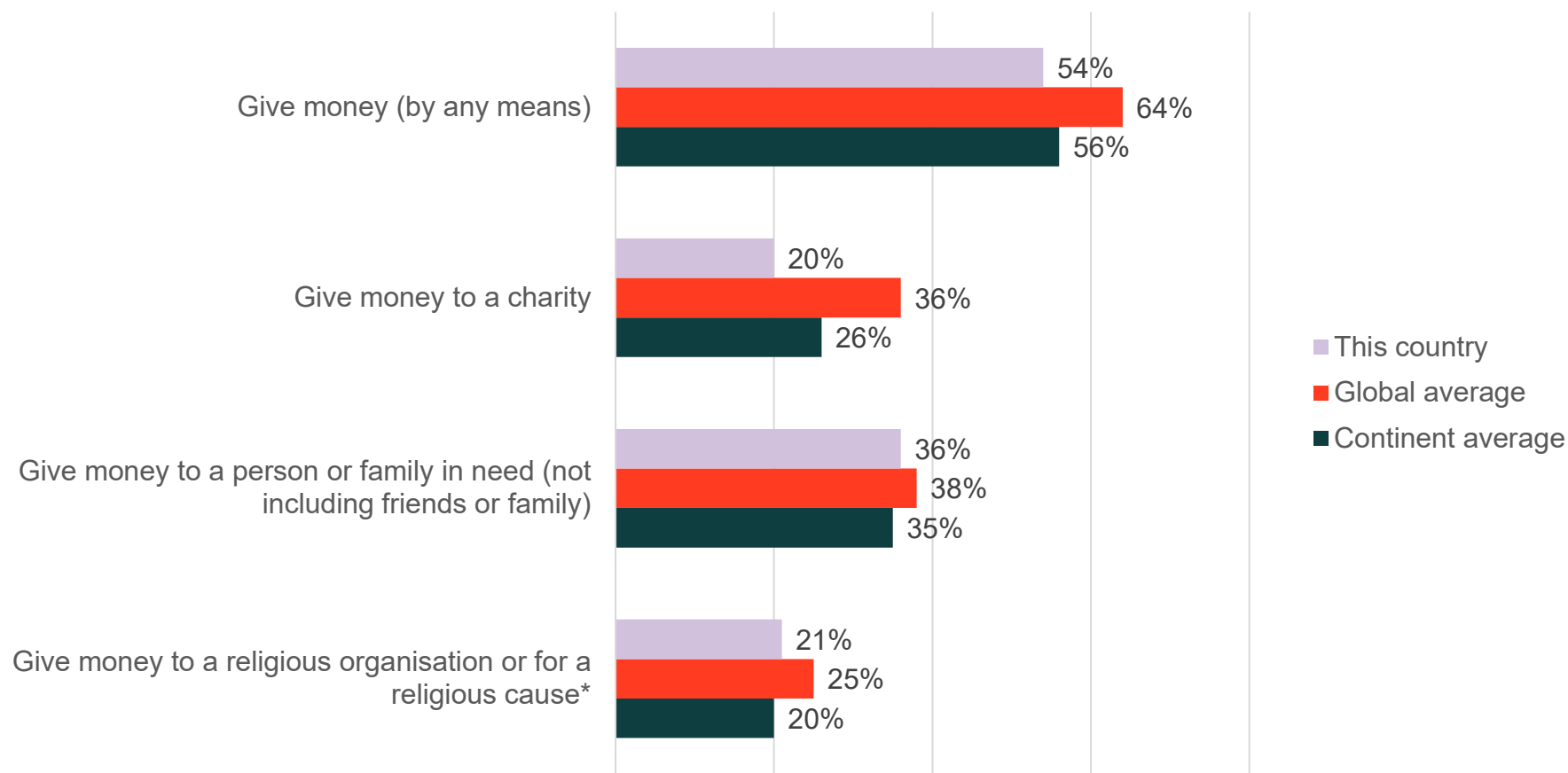
The proportion of people who give money in different ways.

In Peru, 54% of people reported giving money by any means in 2024, slightly below the global average (64%) and close to the continental benchmark (56%).

Direct giving dominated: 36% gave to a person or family in need, 21% to a religious organisation, and just 20% to a charity — well under the global figure (36%). This confirms a strong reliance on informal giving channels, reflecting a culture of interpersonal solidarity rather than institutional trust.

The relatively low engagement with charities points to the need to strengthen the visibility, credibility, and relevance of non-profit organisations as trusted vehicles for impact.

Q: During 2024, did you do any of the following? (All, n = 1,044)



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.

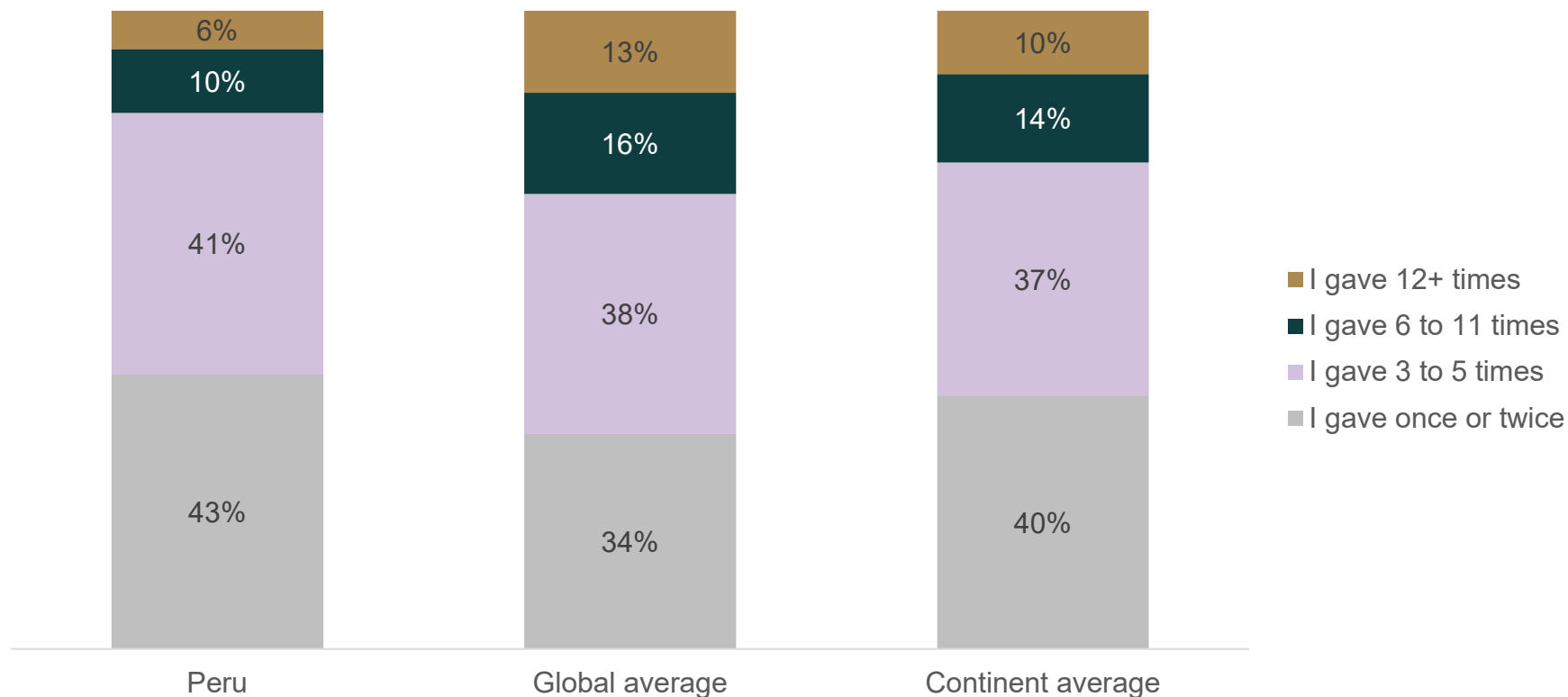
How frequently people gave.

In Peru, 43% of people who donated gave only once or twice, and 41% gave between 3 and 5 times. Just 10% donated 6 to 11 times, and only 6% gave 12 times or more — well below the global average of 13%.

Compared to global and regional benchmarks, this reflects a strong tendency toward occasional or one-off giving, rather than ongoing financial support.

This low frequency underlines the importance of promoting recurring donation models and improving organisational trust and connection to help shift generosity from spontaneous to sustained.

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 = 562)



Share of donations.

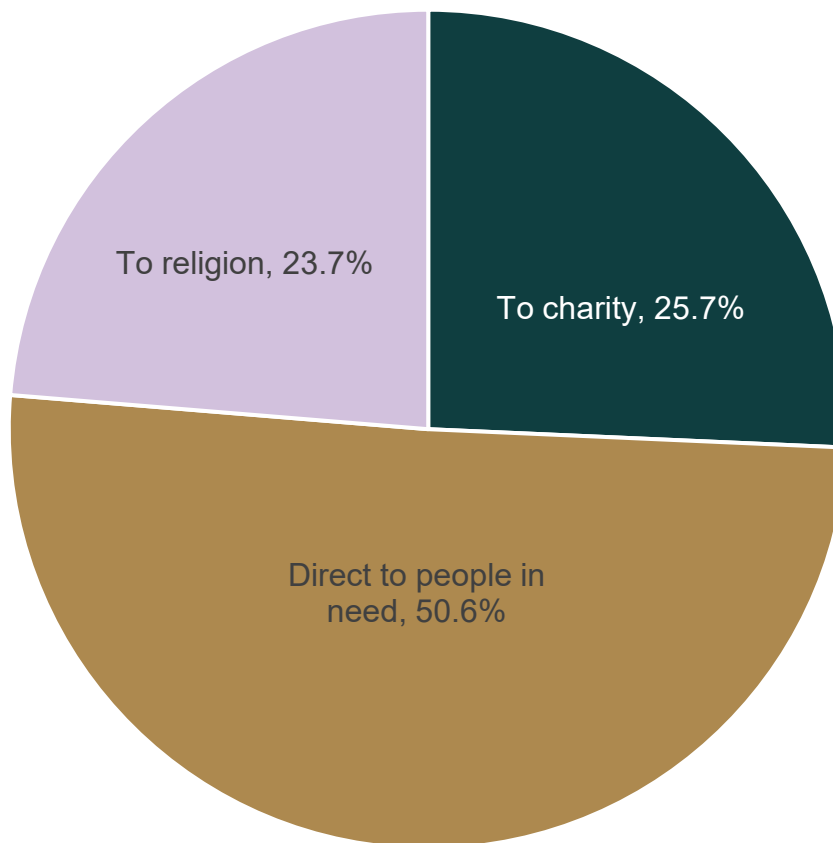
In Peru, 50.6% of all donations went directly to people in need, followed by 25.7% to charities, and 23.7% to religious organisations.

Compared to global and regional figures, Peru shows a significantly higher preference for direct, person-to-person giving.

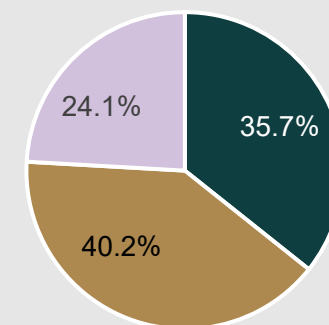
This suggests a cultural pattern where help is offered through informal or interpersonal channels, often bypassing institutional frameworks. While this reinforces social solidarity, it may also limit the potential for strategic, long-term impact.

A key challenge is helping people see formal organisations not as intermediaries, but as trusted partners that amplify generosity.

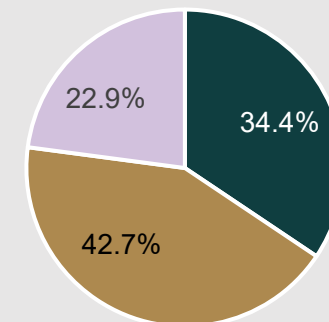
The share of the value of all donations made in 2024, across the three different routes. *(People who had given money, n = 562)*



Global average



Continent average



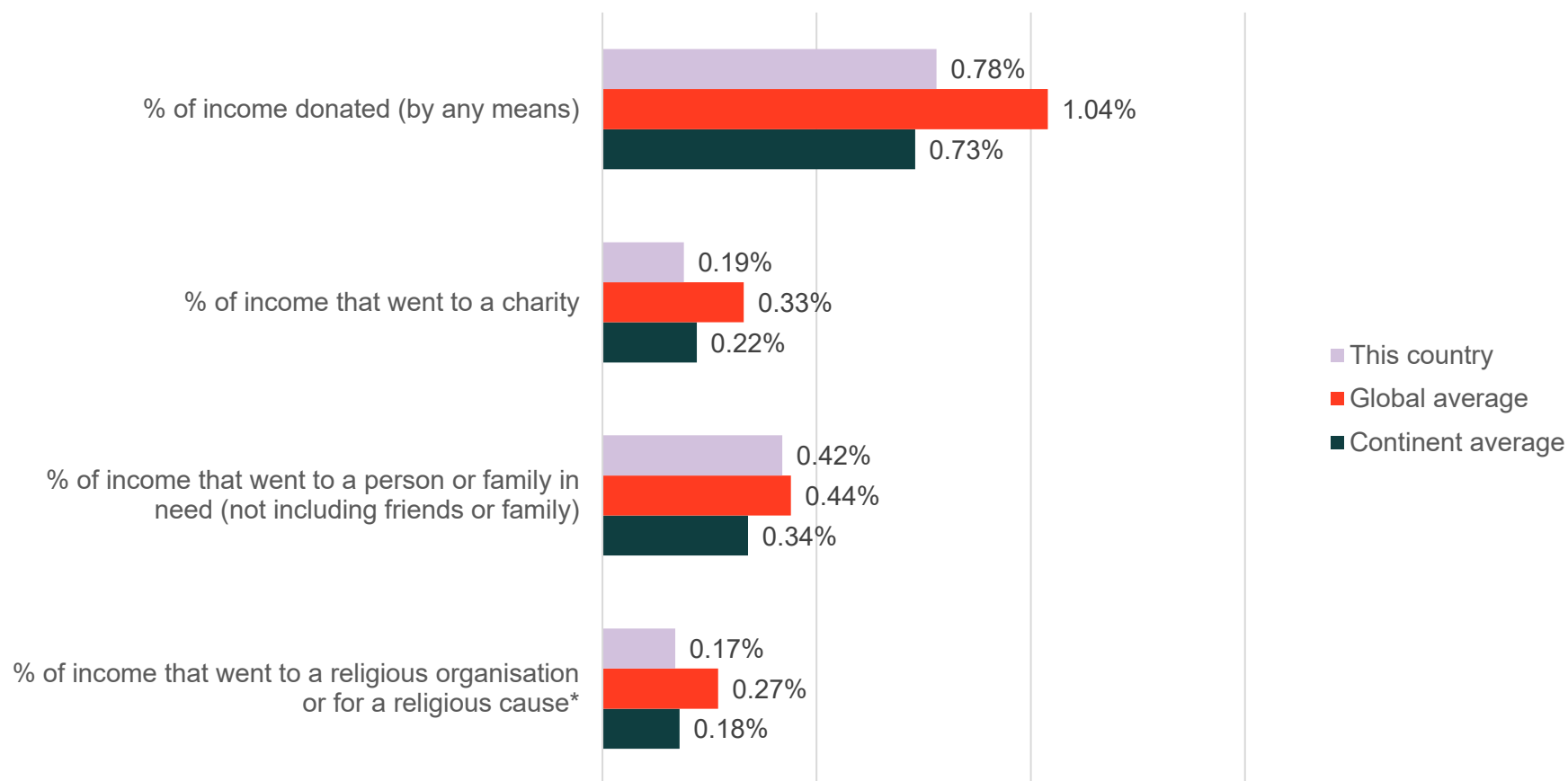
Donations as a proportion of income.

In Peru, 0.78% of income was donated in 2024, below the global average (1.04%) but slightly above the continental figure (0.73%).

Most of this giving went to people in need (0.42%), followed by charities (0.19%) and religious organisations (0.17%). Compared to global patterns, institutional giving remains modest, reinforcing the preference for direct, interpersonal generosity.

This low share directed to charities highlights the challenge of positioning organisations as trusted, high-impact channels for generosity, capable of turning individual giving into systemic change.

The average proportion of income people gave to each of the three donation routes, and overall. (All, including those donating zero, $n = 1,044$).



*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'.

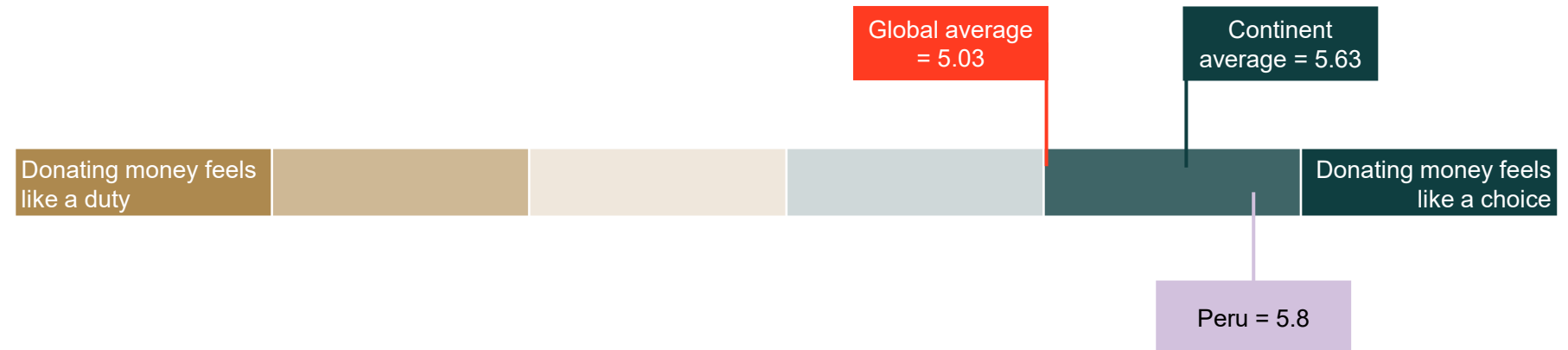
How people feel about giving money.

Giving in Peru feels far more like a choice than a duty.

In the main World Giving Report we've seen how powerful social norms can be in encouraging giving, and how these can often be associated with a stronger sense of duty around giving.

This is far less present in Peru and may go some way to explaining the relatively low levels of generosity.

The average score when people were asked how donating money feels.
People who had given money, n = 562).



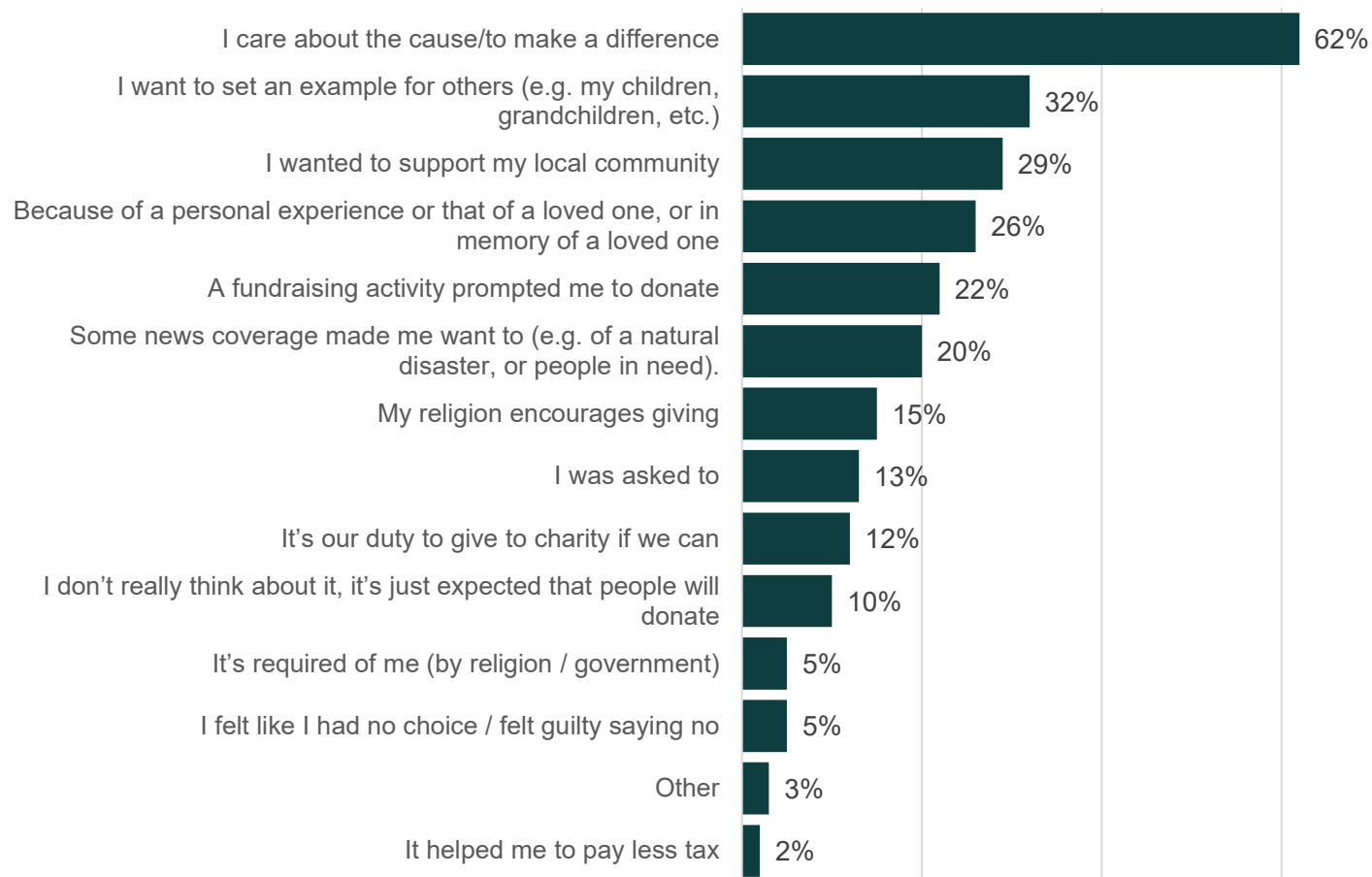
Reasons for giving money.

The main motivation for giving in Peru was caring about the cause and wanting to make a difference (62%), in line with global and regional trends. Other top drivers included setting an example for others (32%) and supporting the local community (29%).

A second tier of reasons shows more situational or emotional triggers: personal experiences (26%), fundraising prompts (22%), and news-driven motivation (20%).

Religious, social, or external expectations were less frequently cited. These patterns suggest that purpose-driven and emotionally resonant appeals — especially those connected to community and personal values — are the most effective in Peru's giving landscape.

Which of the following, if any, are reasons that you gave away money in 2024?
(People who had given money, n = 562).



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%)

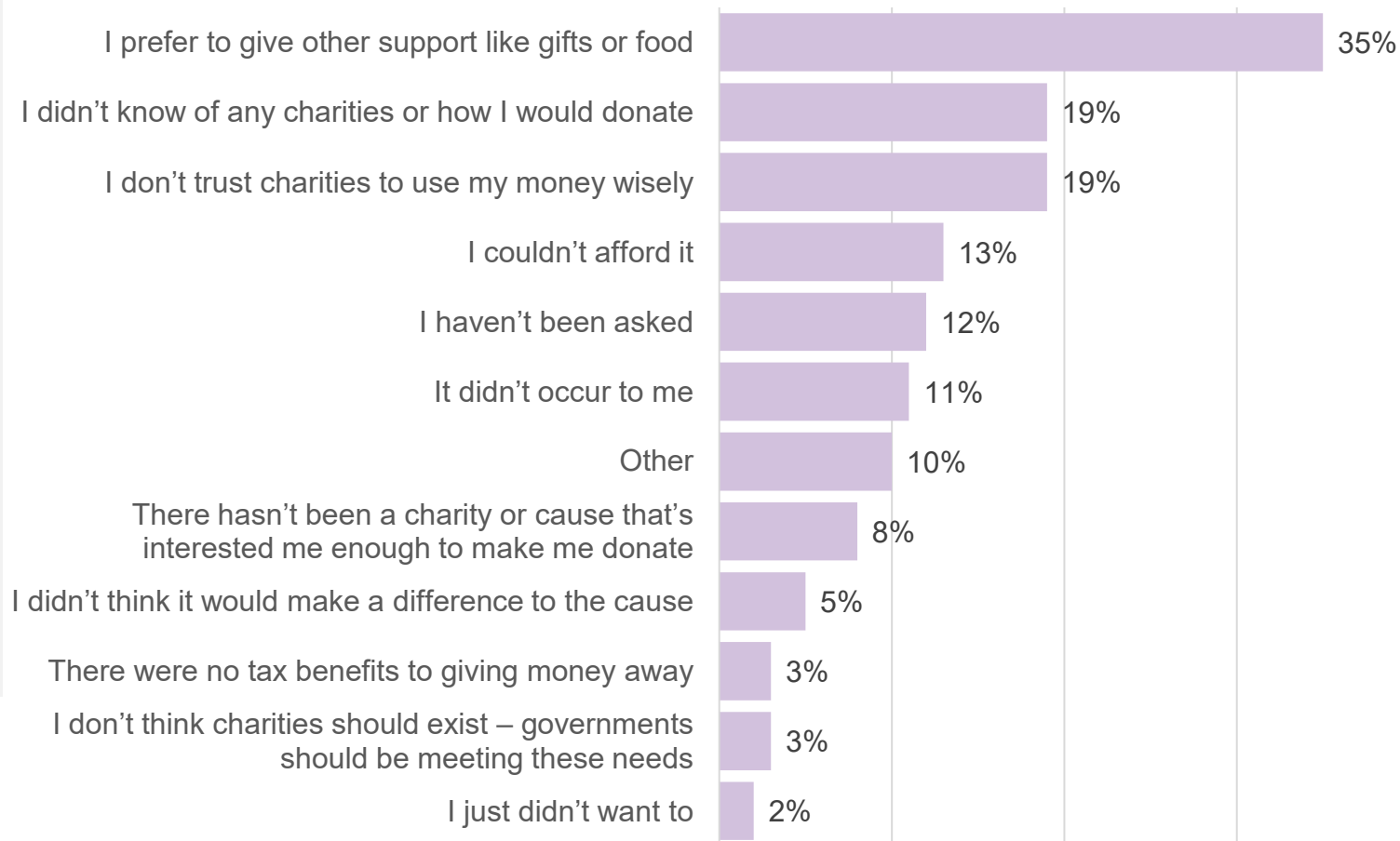
Reasons for not giving money.

The leading reason for not donating in Peru was a preference for giving other types of support, such as food or gifts (35%). This was followed by lack of information about how or where to donate (19%) and lack of trust in how charities use money (19%).

Lower-ranked barriers included not being asked (12%), not thinking of it (11%), or feeling unable to afford it (13%) — all indicating a mix of practical, informational, and emotional factors.

These results show that improving trust, visibility, and simple pathways to give could significantly reduce friction for would-be donors.

What would you say are the main reasons that you did not give money away in 2024? (People who had not given money, $n = 482$).



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?

The top factor that would encourage greater giving in Peru is having more money (44%), reflecting economic constraints as a primary barrier.

Beyond income, people also indicated that they would be more likely to donate if they had more clarity about a charity's results and impact (42%), and more information about how their money would be used (38%).

Together, these insights highlight that transparency and demonstrated effectiveness are nearly as important as financial capacity.

Improving communication, feedback loops, and clarity of purpose could help unlock more consistent and confident giving, even in challenging economic contexts.

The top three reasons that would make the respondent likely to give more money, goods or time to charities in 2025. (All, n = 1,044)

44%

Having more money myself

42%

Knowing more about the results and impact that a charity has

38%

Knowing more about how my money would be spent

The causes people support through donating.

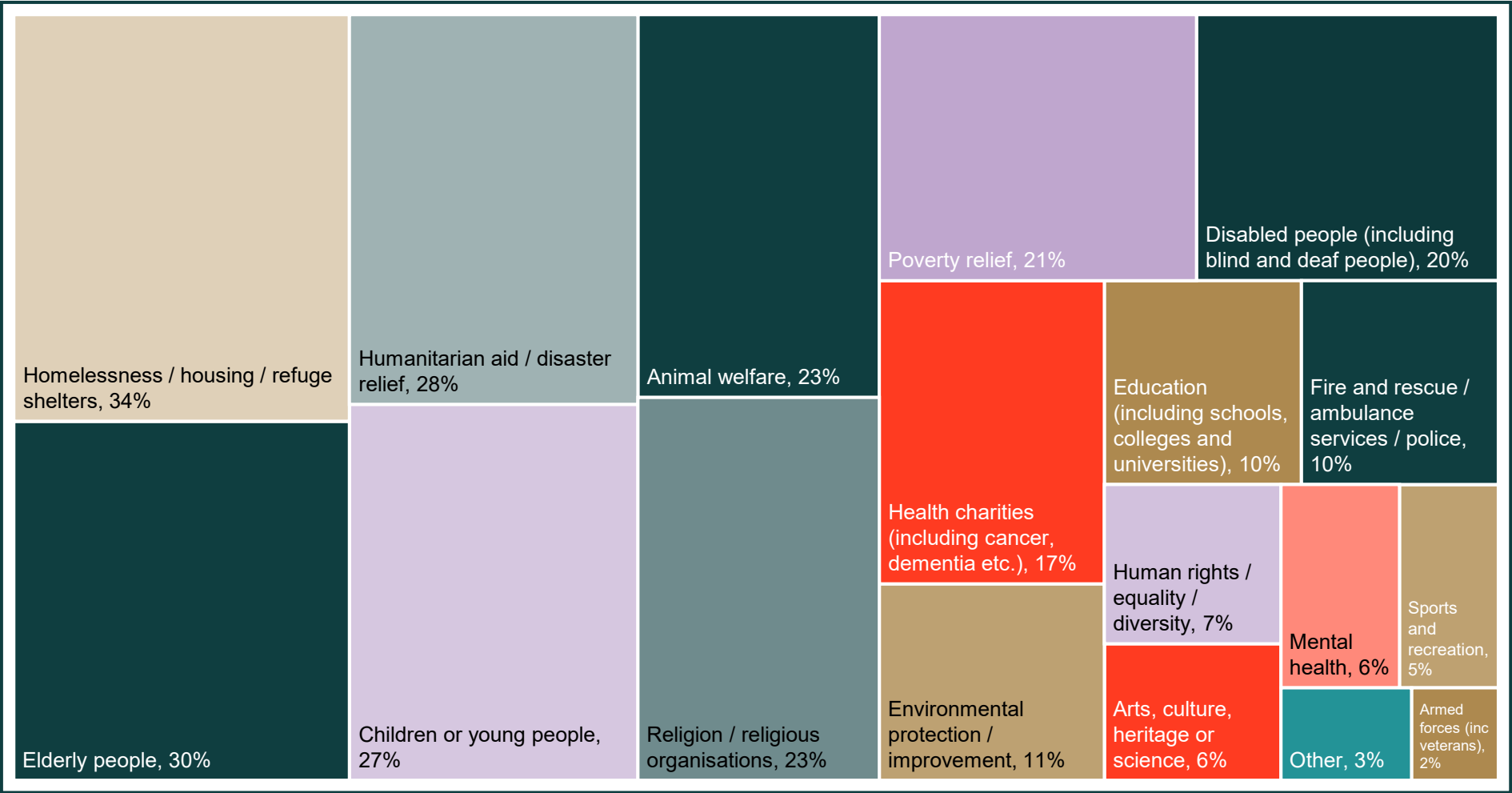
In 2024, donations in Peru primarily supported homelessness (34%), elderly people (30%), and disaster relief (28%).

Other frequently supported causes included children and youth (27%), animal welfare (23%), and religious organisations (23%).

Smaller shares went to poverty relief (21%), health-related causes (17%), and education (10%). Causes such as mental health, the arts and culture, and human rights received significantly less support.

This distribution highlights a focus on basic needs and humanitarian responses, reflecting a donor base driven by empathy and visible urgency rather than advocacy or systemic issues.

Which cause(s) did you give money to in 2024? (People who had given money, n = 562)



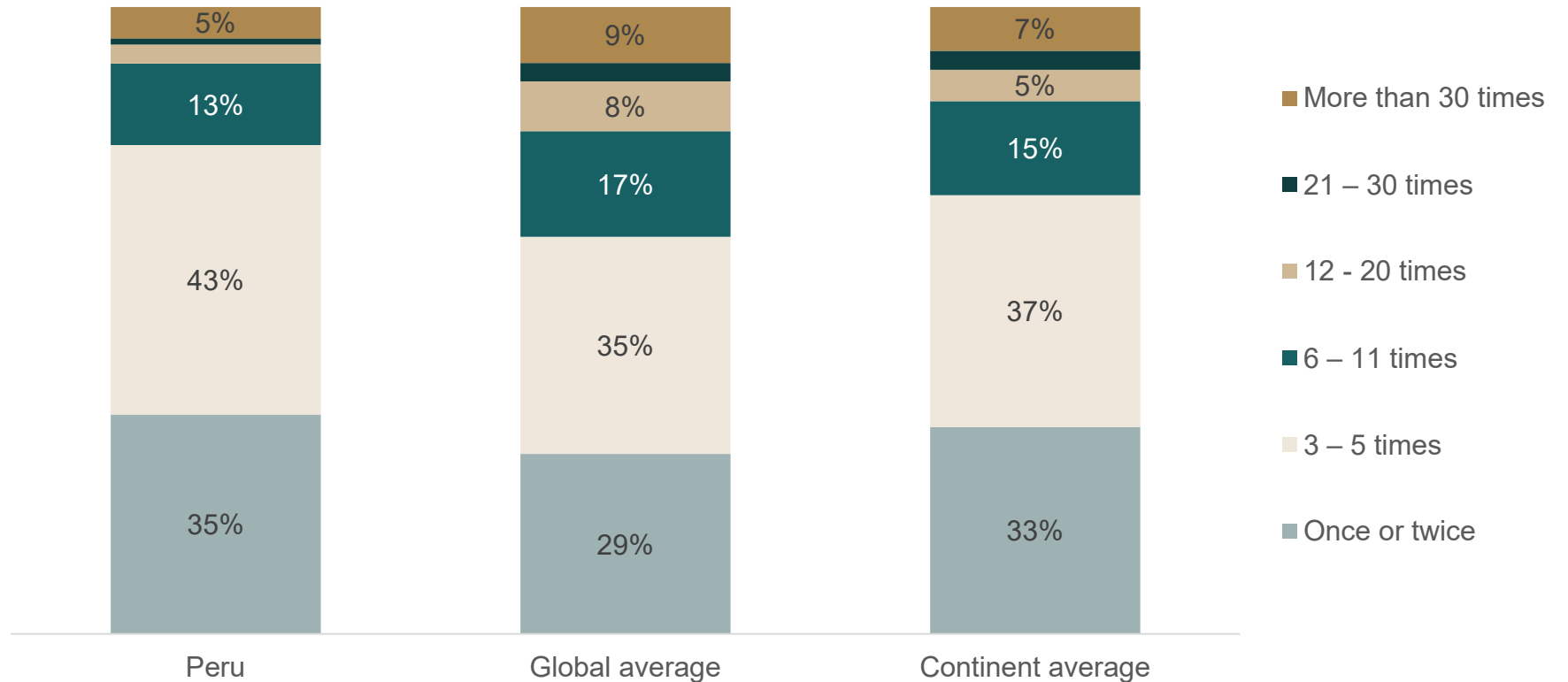
Frequency of volunteering, per person.

Among Peruvians who volunteered in 2024, 35% did so once or twice, and 43% volunteered 3 to 5 times. Only 13% reached 6 to 11 times, while 5% volunteered more than 30 times, showing lower intensity compared to global patterns.

These figures place Peru slightly below both the global and regional averages in regular volunteering, with most engagement occurring at a sporadic or short-term level.

The data suggests a willingness to help, but highlights the opportunity to promote structured volunteer programs that encourage ongoing, higher-frequency involvement.

How often did you do unpaid, voluntary work in 2024 that benefitted people other than your family or friends? *(Those who volunteered, n = 284)*



Average time spent volunteering, per person.

In 2024, people in Peru spent an average of 6 hours and 15 minutes volunteering, below both the global average (9 hours) and the regional average (7 hours).

To raise this baseline, organisations may benefit from offering clearer pathways, structured roles, and recurring opportunities, turning interest in helping into regular, time-committed action.

6 hours **15** minutes

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

(All, n = 1,044) [nb – this is overall, so includes all those who did nothing within the average]

9 hours

Global average

7 hours

Continent average

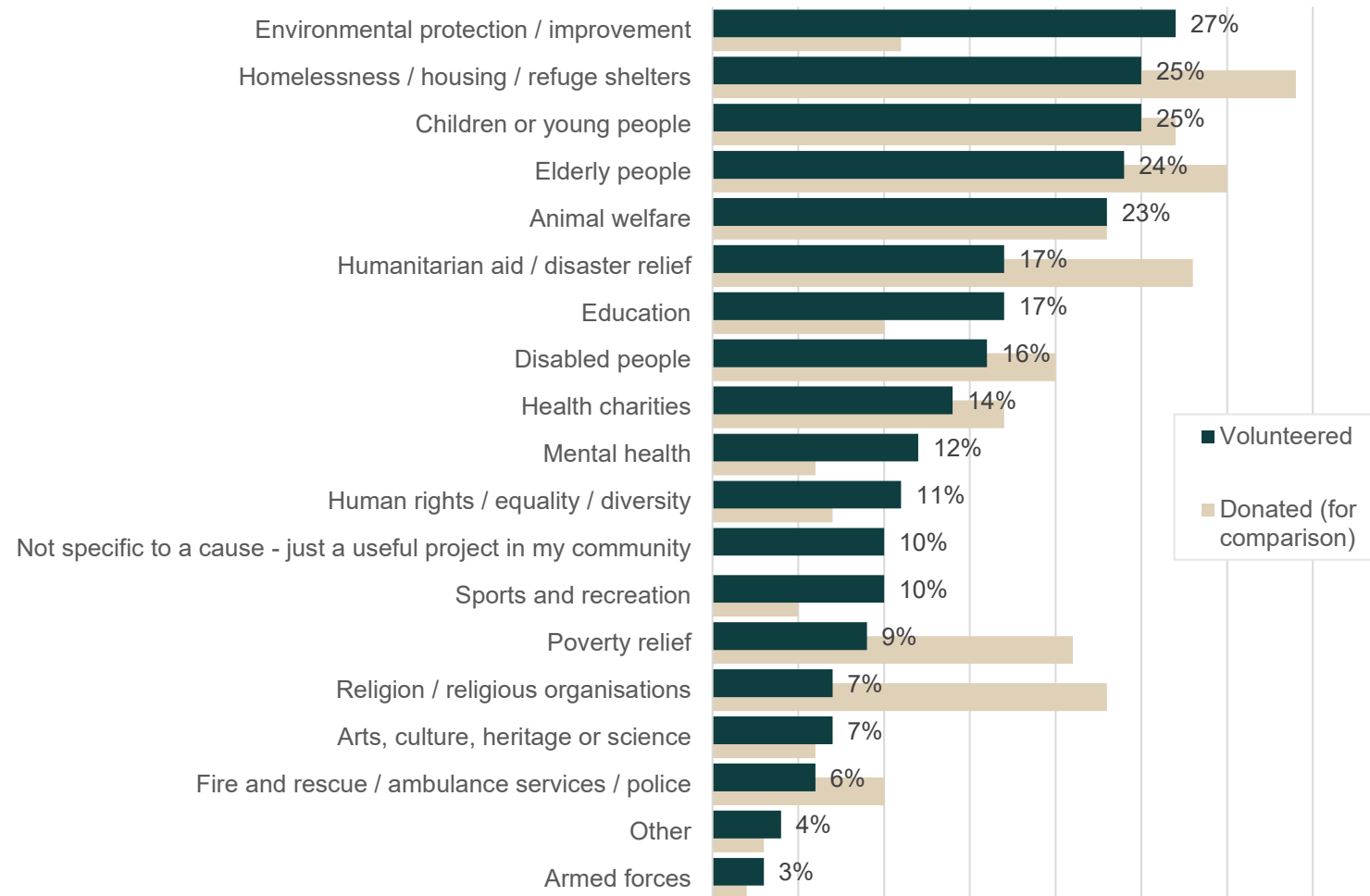
The causes people supported through volunteering.

In 2024, the top causes supported through volunteer work were environmental protection (27%), homelessness and shelter (25%), and children or youth (25%).

Compared to donation trends, some causes — like environment and education — saw higher engagement through time than money, while others — such as religion or poverty relief — had stronger financial than volunteer support.

These patterns suggest that causes perceived as hands-on or requiring direct involvement tend to attract more volunteering, while others may rely more on financial backing.

Which cause(s) did you do unpaid voluntary work for in 2024? (People who had volunteered, n = 287)



How helpful people are to others.

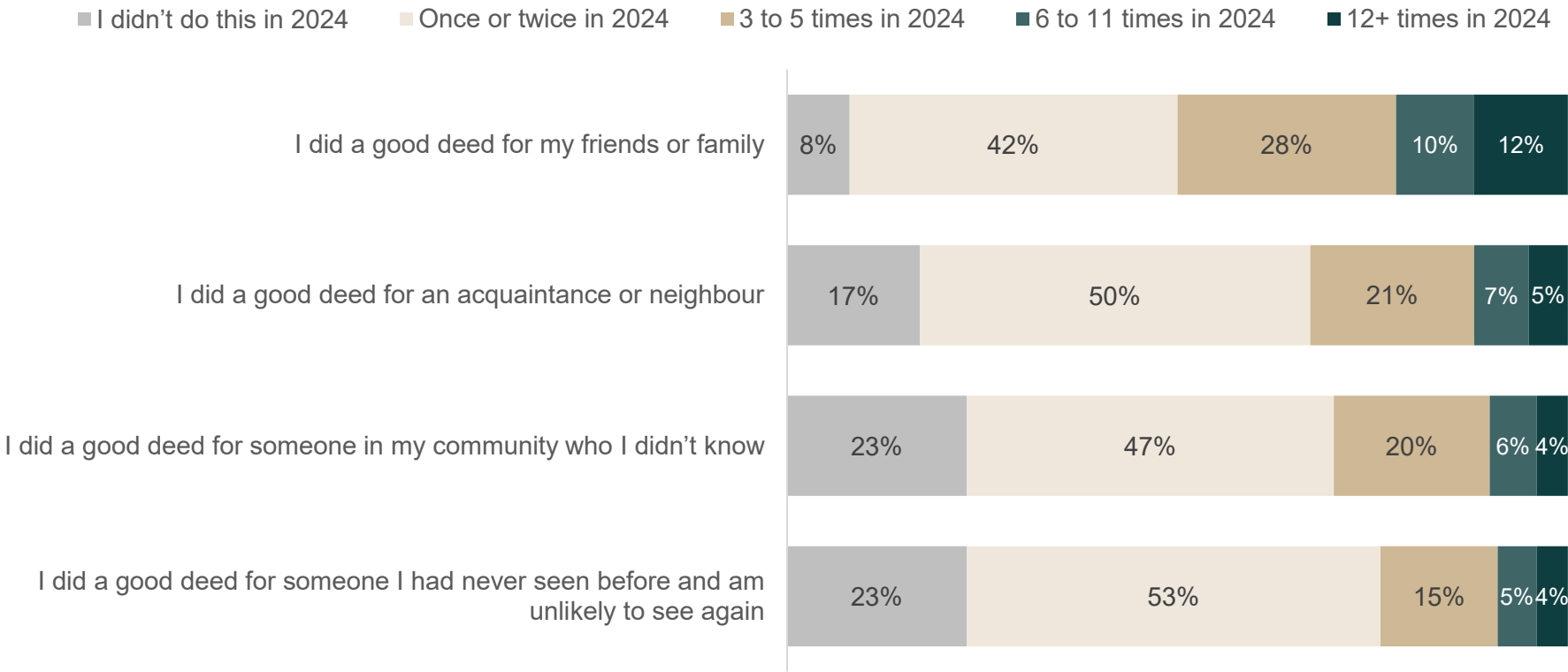
In Peru, 42% of people said they did a good deed for friends or family 1–2 times, while 28% did so 3–5 times, and 22% (10% + 12%) helped more than 6 times.

Support extended beyond close circles: 77% did at least one good deed for someone in their community they didn't know, and the same proportion did so for someone they'd never seen before.

Although the majority of acts were occasional, the data shows a broad willingness to engage in small-scale acts of kindness, even for strangers.

This points to a strong underlying social fabric and suggests that everyday generosity could be a foundation for wider civic engagement.

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 = 1,044)





04 PERCEPTIONS OF CIVIL SOCIETY

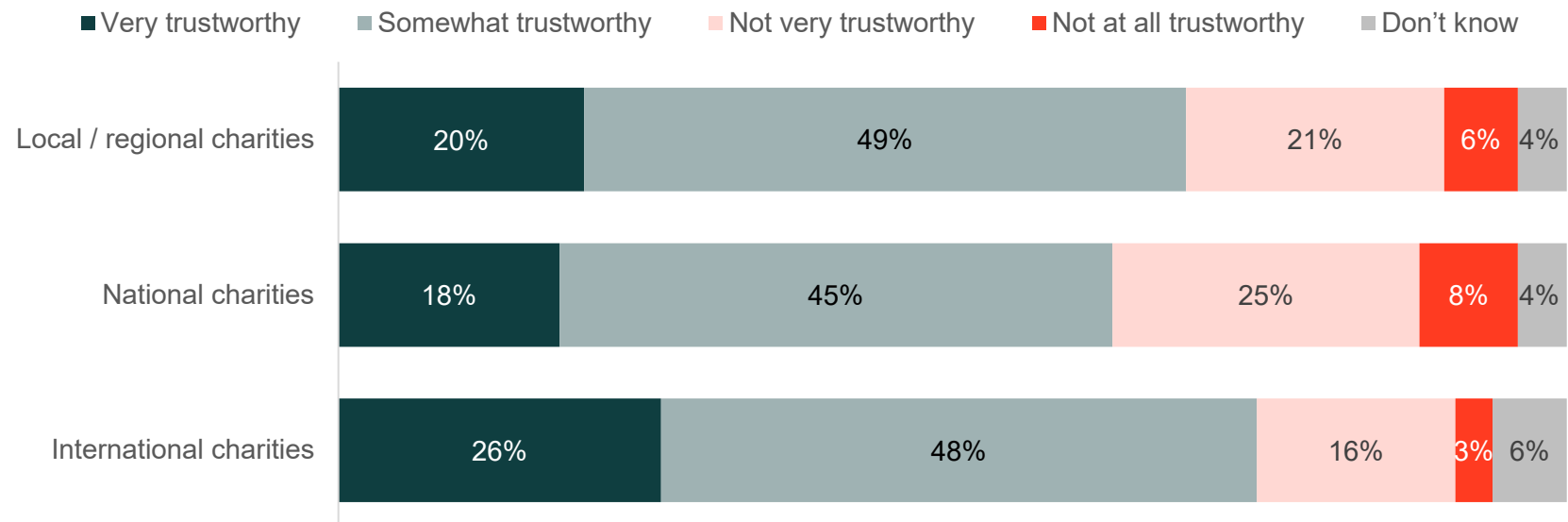
How much the public trusts charities.

Peru scored 8.3 out of 15 in overall trust in charities — below the continental average (8.88) and global average (9.22).

Trust levels were slightly higher for international charities (26% very trustworthy) than for local (20%) or national ones (18%). However, perceptions of “not very” or “not at all” trustworthy were notably high across all types, especially for national charities (33%).

This reflects a general scepticism toward structured organisations, and signals the need to reinforce accountability, transparency, and public visibility to strengthen confidence in the sector.

How trustworthy do you tend to find each of these types of charities? (All, n = 1,044)



Overall, the public in Peru gave a score of 8.3/15 for how much they trust charities. This compares to a continental average of 8.88 and a global average of 9.22.

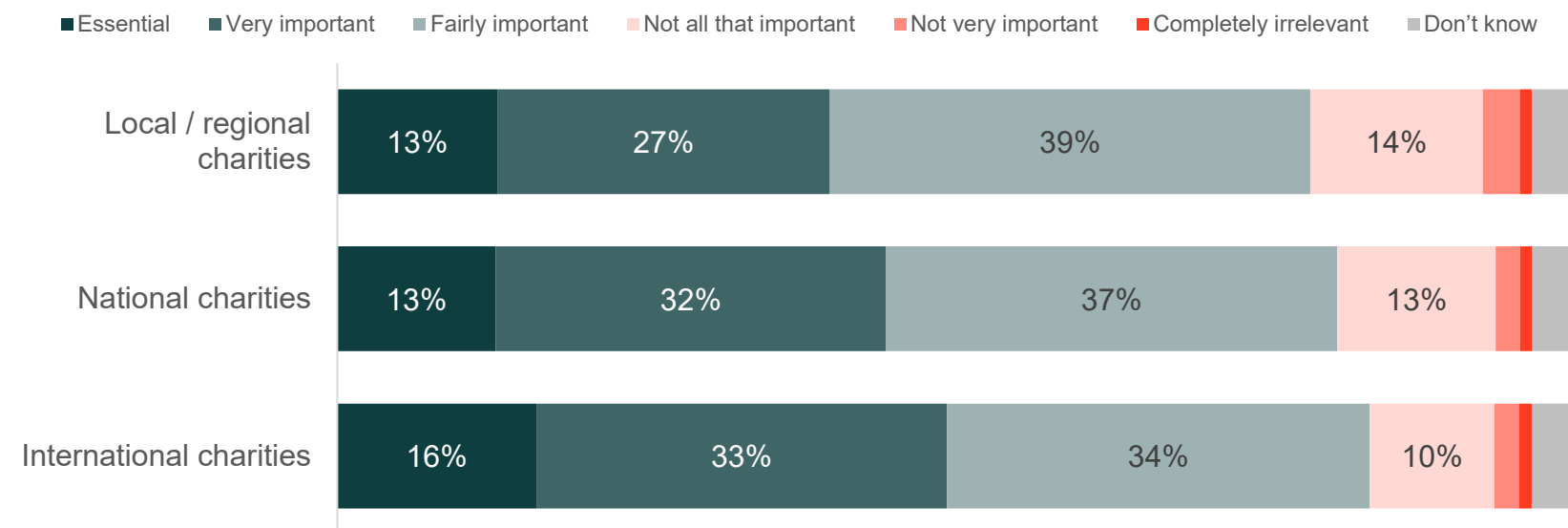
The perceived importance of charities to society.

Peruvians gave a score of 10.1 out of 15 in terms of how important they consider charities to their country — below both the continental average (10.61) and the global average (10.98).

International charities received slightly more recognition, with 49% rating them as essential or very important, compared to 40% for local/regional and 45% for national charities.

This suggests that while there is a general appreciation for the role of charities, many remain ambivalent or detached, underscoring the need to reinforce the relevance and visibility of civil society organisations in people's everyday lives.

How important, in general, do you believe these different types of charities are to your country's society? (All, n = 1,044)



Overall, the public in Peru gave a score of 10.1/15 for how much they value charities. This compares to a continental average of 10.61 and a global average of 10.98.

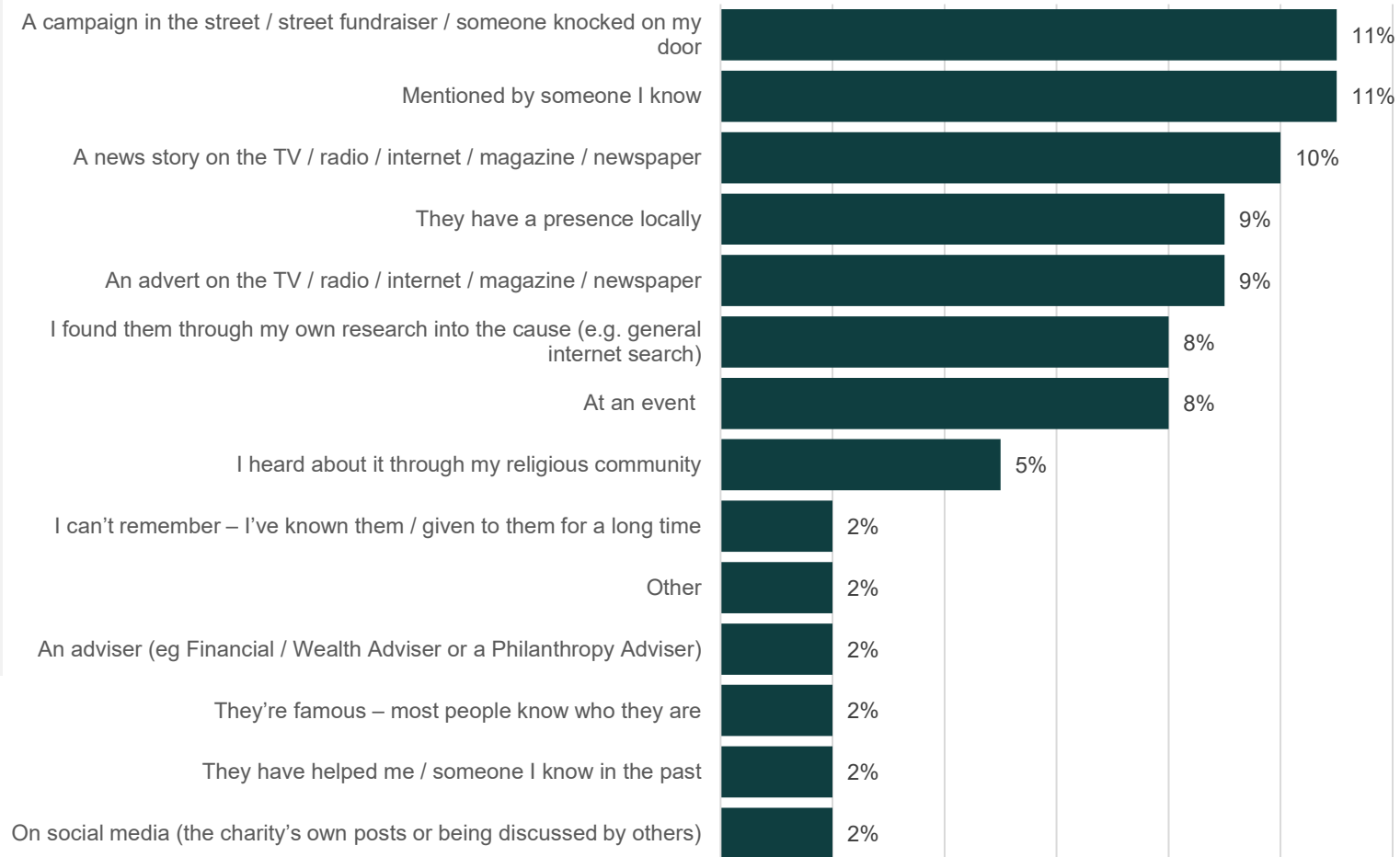
How people discover charities.

In Peru, the most frequent ways people first learned about the charity they last donated to were a campaign in the street (11%), being mentioned by someone they knew (11%), and news coverage in the media (10%).

Advertising and local presence followed closely (9%), while social media appeared at just 2%, well below the global average.

This suggests that traditional and interpersonal channels still dominate discovery, and that digital outreach remains underutilised, especially when compared to other countries in the region.

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 = 206)



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%)

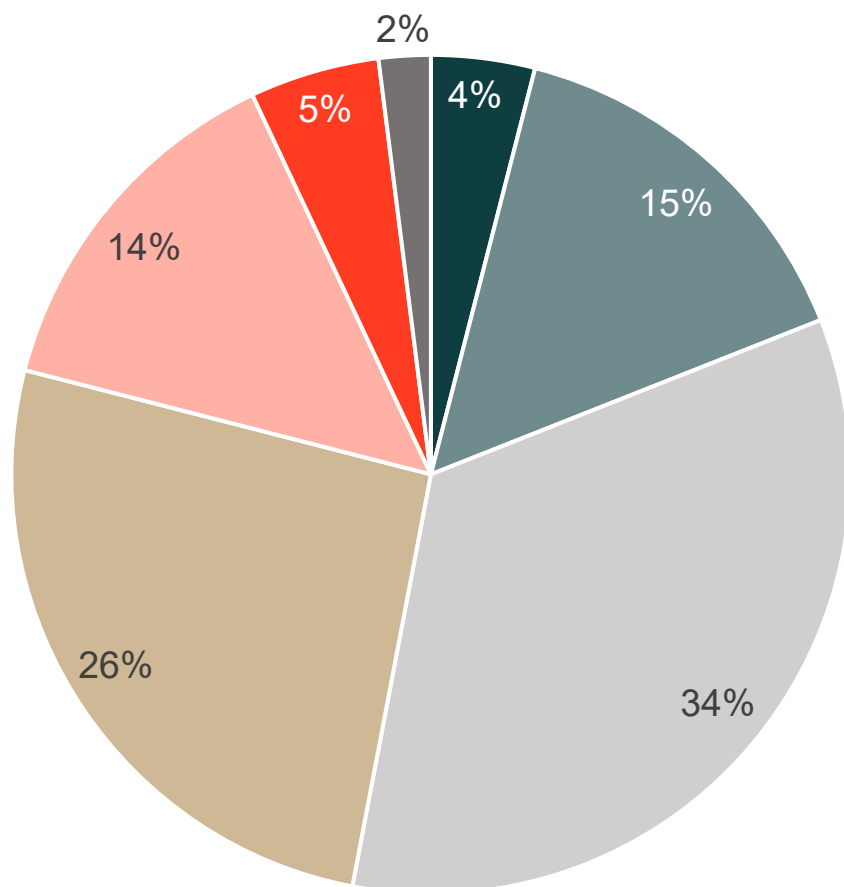
Overall influence of government on charities.

Perceptions of government influence on the charity sector in Peru show a significant degree of neutrality and ambivalence. Only 19% of respondents view the influence as positive, while the same proportion view it as negative.

The largest segments, however, are those who consider the Government to have a neutral influence (26%) or no influence either way (34%), suggesting limited visibility or tangible engagement between the public sector and the nonprofit field.

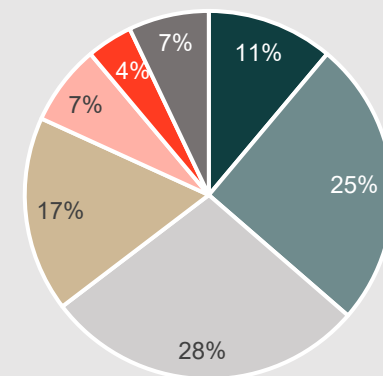
This reflects a context where the Government is not perceived as an active ally in strengthening the charitable ecosystem — a gap that could be addressed through clearer policies, collaborations, and public support for civil society initiatives.

Overall, do you think the Government is a positive or negative influence on the charity sector? (All, n = 1,044)

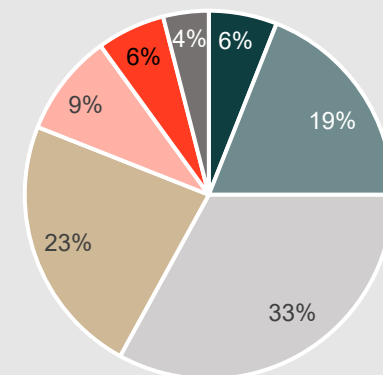


- Very positive
- Positive
- Neutral – they do some good things and some bad things
- Neutral – they don't do anything either way
- Negative
- Very negative
- Don't know

Global average



Continent average



Specific opinions on the role of government.

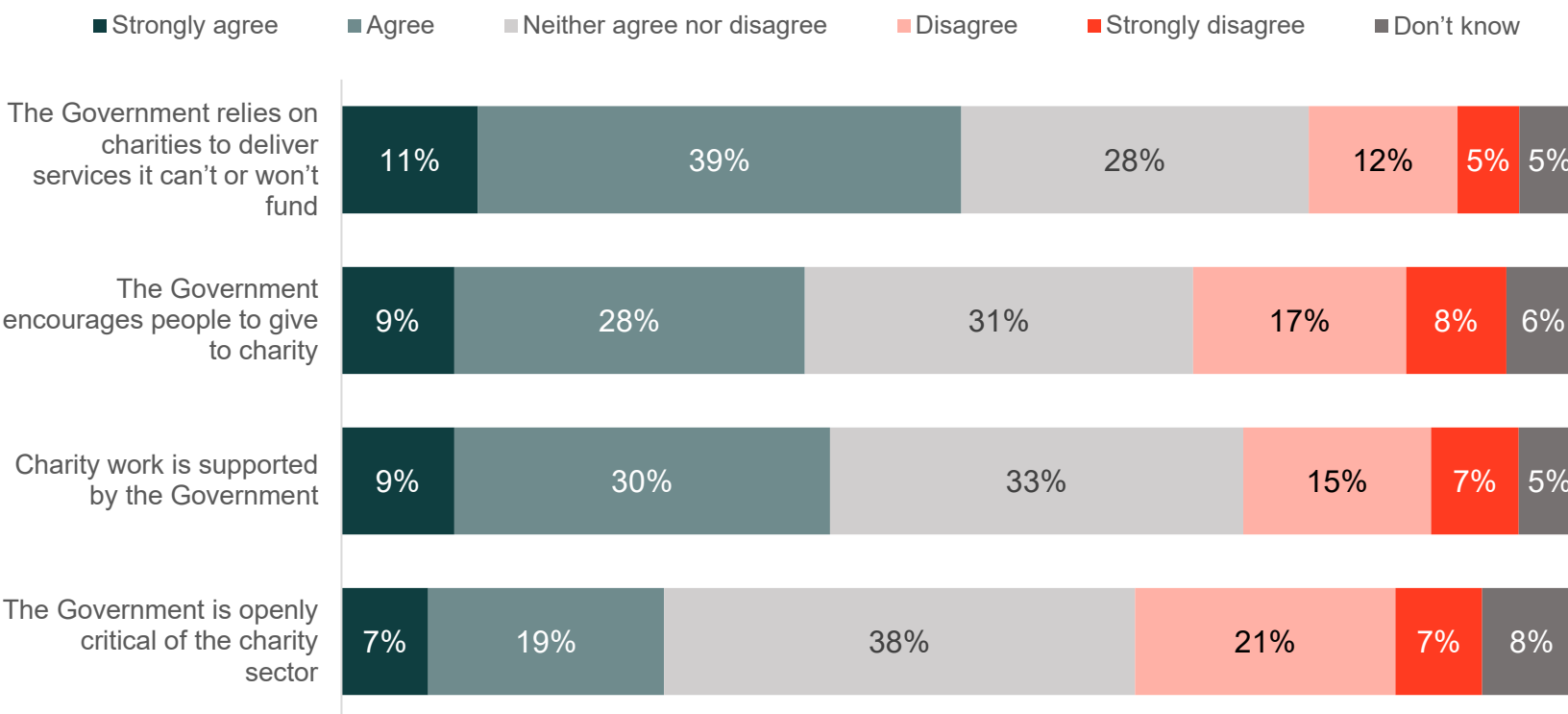
Public opinion reflects a mix of agreement, scepticism and neutrality regarding the Government's role in the charity sector.

Half of respondents (50%) agreed that the Government relies on charities to deliver services it cannot or will not fund — suggesting recognition of institutional gaps.

However, perceptions of encouragement and support are limited. Only 37% believe the Government encourages people to give, and 39% say that charity work is supported.

Overall, the responses reveal ambivalence and fragmentation, underscoring the need for stronger alignment, dialogue and policy coherence between civil society and the State.

Do you agree or disagree with the following statements about the Government's involvement in the charity sector? (All, n = 1,044)



Reimagining how Peru gives

The findings of this report shed light on the complexity of generosity in Peru. While the willingness to help is rooted in culture — visible in acts of kindness, informal support, and solidarity — formal engagement with civil society remains uneven and often underdeveloped.

Many Peruvians perceive themselves as generous — and often are: through direct giving, community support, or helping in times of need.

However, this generosity rarely becomes sustained support for organisations that work collectively and transparently for long-term impact.

At Donar Online, we believe in the power of structured generosity — generosity that is **ongoing, informed, and community-driven**.

Civil society is not merely a complement to the public sector; it is a driver of trust, participation, and meaningful transformation.

To move forward, we must strengthen the bridges between people and causes. That means better communication, inclusive digital tools, public trust, and a regulatory environment that makes giving easier and more empowering.

This report is not just a snapshot. **It is a call to action — and a shared opportunity to imagine how Peru gives, and how we can help generosity flourish.**



Photo by Kaboompics.com via Pexels

THANK YOU

www.worldgivingreport.org

Charities Aid Foundation registered charity number 268369

