

WORLD GIVING REPORT

# GIVING IN UGANDA

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 explores public attitudes and behaviours towards giving and charity in Uganda. It is the result of our partnership with the Charities Aid Foundation (CAF) and forms part of the [World Giving Report](#) 2025 (WGR). The WGR represents a global collaboration between the Charities Aid Foundation, CivLegacy Foundation, and other leading social purpose organisations. Together, we surveyed over 55,000 people across 101 countries to gain deeper insights into global giving trends and how individual countries, including Uganda, compare.

At CivSource Africa, we are passionate about shaping philanthropic practice in Uganda and beyond. Research and the continuous expansion of knowledge on philanthropy are therefore central to our mission. Aligned with our vision — *philanthropy that works and civil society that thrives*, the findings of this study offer a valuable opportunity to better understand the dynamics of local giving. This enables charitable organisations and individual givers to thrive in a more informed and supportive environment.

The report reveals that a significant majority of Ugandans actively participate in giving in various forms including; volunteering, helping neighbours and strangers, or donating to community-based initiatives. This demonstrates a strong sense of community and social responsibility. However, it also highlights the need for innovative, sustainable ways to connect givers with diverse channels for their generosity. Despite the high level of informal giving, many Ugandan givers remain unaware of the work being done by formal charitable organisations. This disconnect can hinder the effectiveness of philanthropic efforts and points to a need for stronger community engagement, co-created solutions, and improved communication to build trust among stakeholders.

The challenges and opportunities identified in this study propel us to deepen our efforts to build a vibrant and inclusive movement of givers in Uganda and beyond. Our initiatives such as strengthening community foundations movement, the annual Gathering of Givers, telling stories of African philanthropy aim to catalyse the growth of local philanthropy that is organic, community-owned, and community-led.

We hope that the insights presented in this report will inspire meaningful action and positive change.



**Jacqueline Asimwe**  
CEO, CivSource Africa

**“We must intentionally invest in understanding local givers, never taking their generosity for granted.”**

# About us

## CivLegacy Foundation

CivLegacy Foundation (CLF) is a feminist, Afrocentric philanthropy support organisation and an operational vehicle for CivSource Africa. CLF has a three-strand approach that is committed to ensuring that philanthropy is locally anchored, leadership is ethical and strategic, and advisory services illuminate philanthropists' actions and nurture organisations to navigate complex funding and governance landscapes.

CLF interventions are premised on three core strategies; supporting philanthropy, building strength and facilitating narrative shaping: To deliver on these interventions, the CivLegacy Foundation focuses on the following program areas; the Mopane Leadership, philanthropy, and the advisory program.

The Mopane Leadership Program aims to support leadership development and the wellness of leaders. The Philanthropy Program aims to celebrate and champion local giving and the spirit of African generosity. The Advisory Program provides advisory and grants management support services to philanthropists and funders through a range of bespoke products and services to both donors and partner organisations.

**Philanthropy that works and Civil Society that thrives.**

## 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 sand is a light tan color, and the water is a pale greenish-yellow. 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 walking, and some are sitting on the sand. The overall scene is one of a busy, active beach day.

## 02 THE GLOBAL CONTEXT

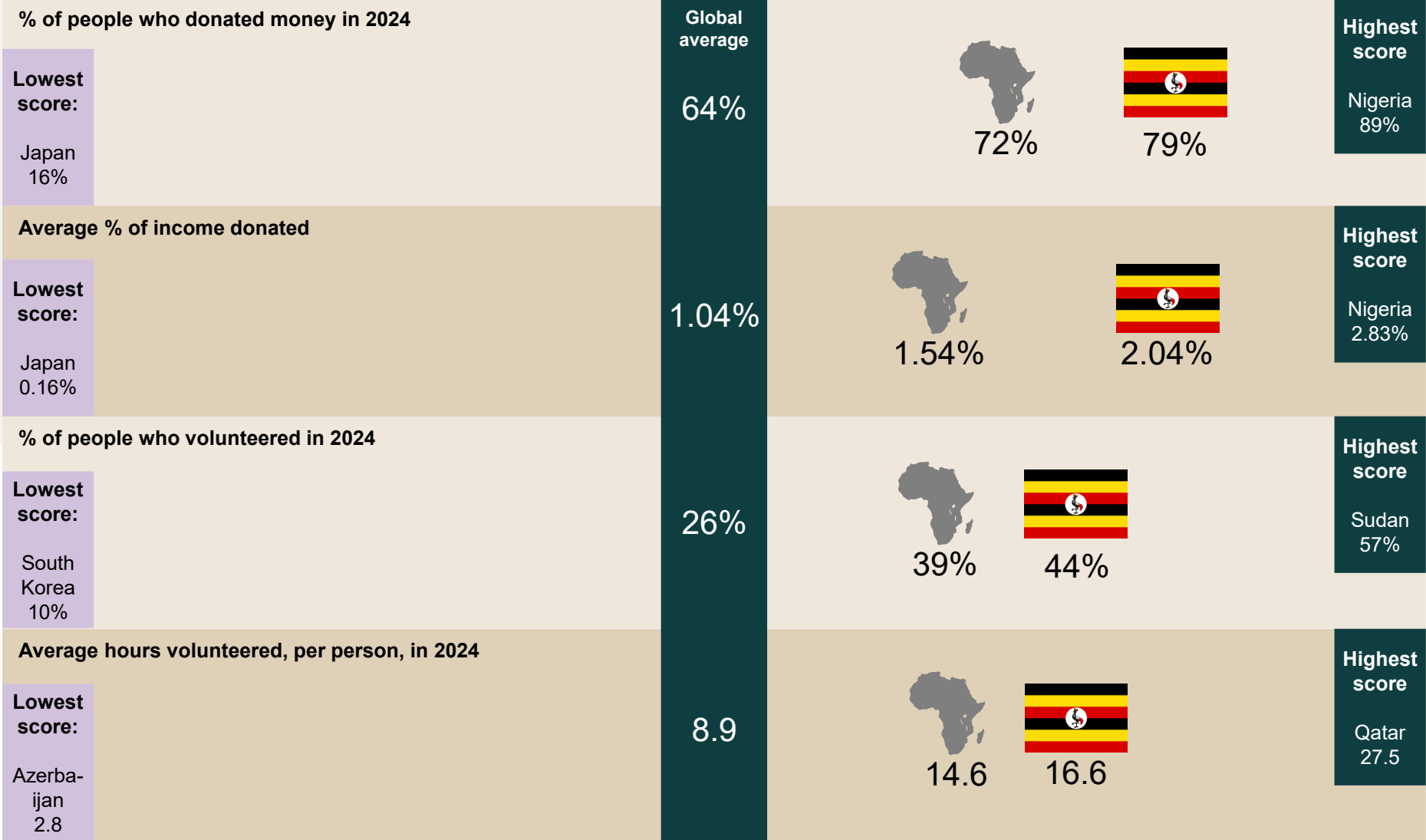


# Giving money and giving time: Worldwide and within the continent.

The results indicate that Ugandans are actively engaged in philanthropic activities, both in terms of donating money and volunteering their time.

Ugandans give, on average, 2.04% of their income away and nearly half of the country have engaged in volunteering in the last year.

This is a testament to a strong culture of generosity and community involvement in Uganda.



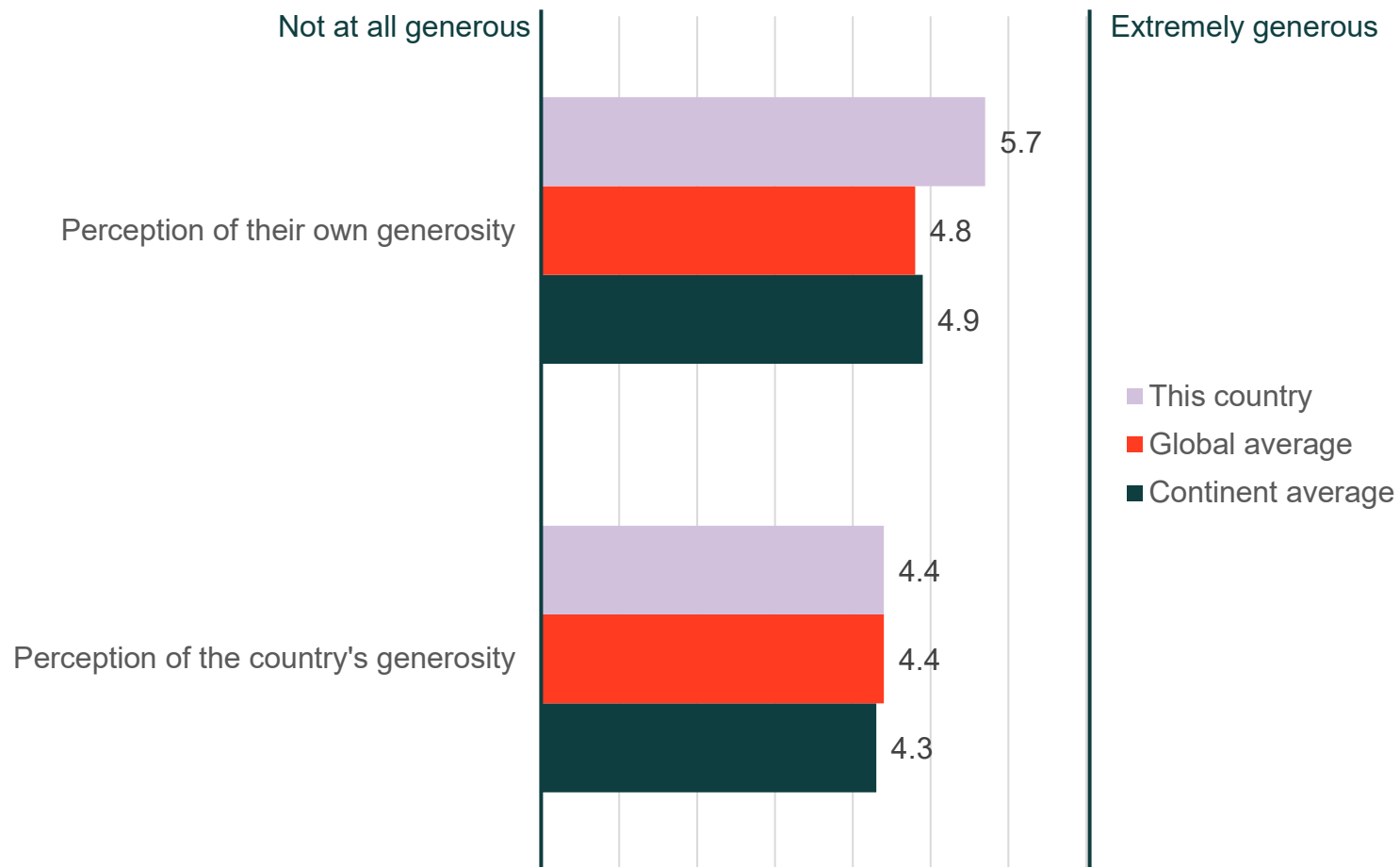
Base: All (982)

## Perceptions of our own generosity.

**The findings highlight that Ugandans view themselves as highly generous but are less sure that the country as a whole is generous.**

This generosity reflects deep-rooted cultural and Ubuntu values that emphasise community support and social responsibility.

As it turns out — Uganda is the 6<sup>th</sup> most generous country in the world, and so calls into question the view that we have of our society as a whole (rating ourselves 62<sup>nd</sup> most generous).



**Uganda ranks 62<sup>nd</sup> out of 101 countries for how generous we think we are.**

**We are 6<sup>th</sup> 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, there are white pop-up tents. Along the top edge, a row of white folding chairs is set up. The court has yellow and red painted areas. The background shows a grassy field and some trees.

## 03 ASPECTS OF GENEROSITY



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

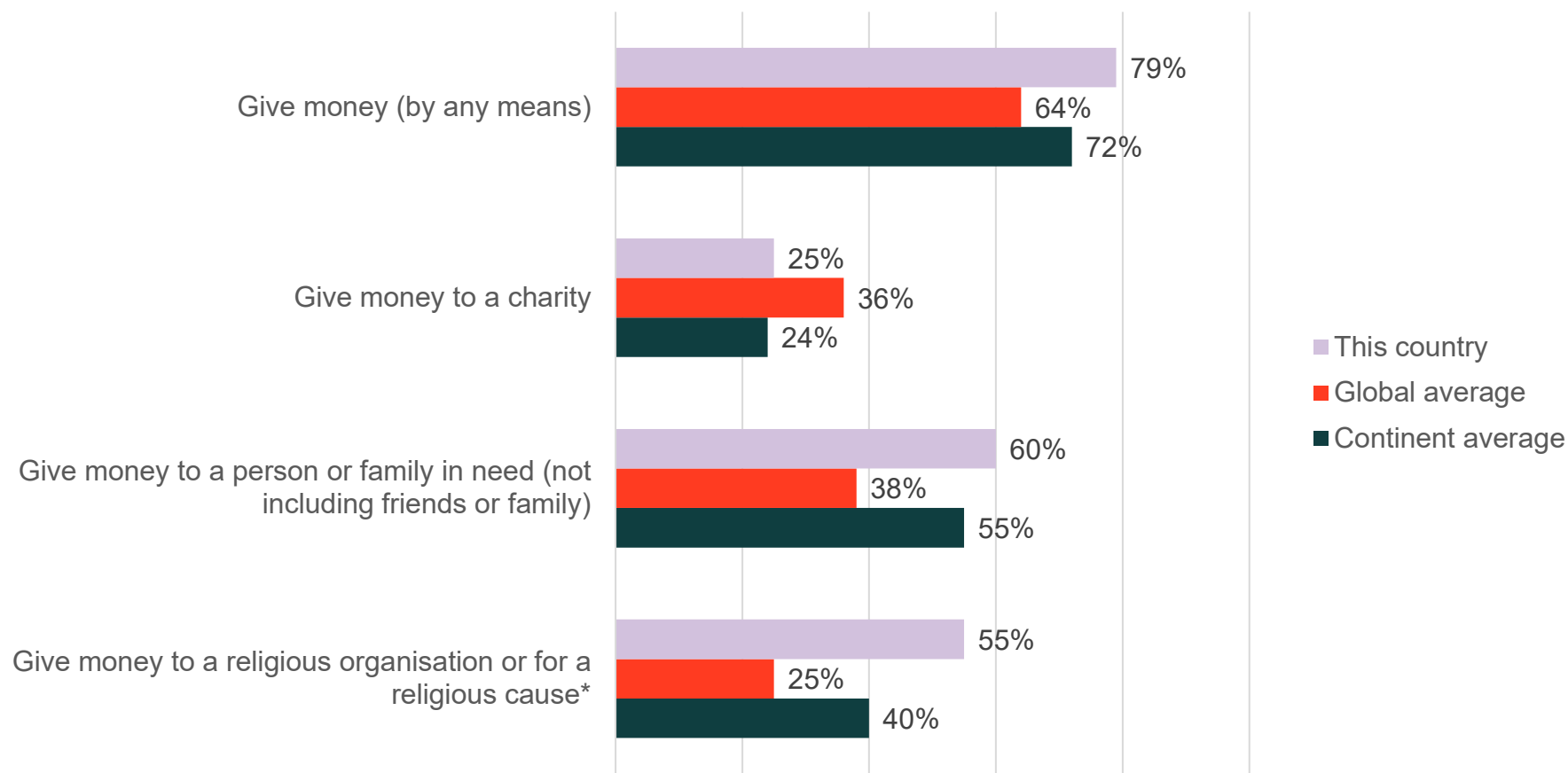
**The findings suggest that people in Uganda are more likely to give money directly to individuals or families in need, or to religious organisations and causes, rather than to formal charities.**

This preference may be influenced by a range of factors, including cultural and religious beliefs, personal relationships, and a lack of trust in charitable institutions.

These insights highlight the need to raise public awareness about the value of charitable giving and its potential to address social challenges.

Charitable organisations must also work to build trust with local givers by demonstrating transparency, accountability, and measurable impact.

Q: During 2024, did you do any of the following? (All, n = 982)



\*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'.

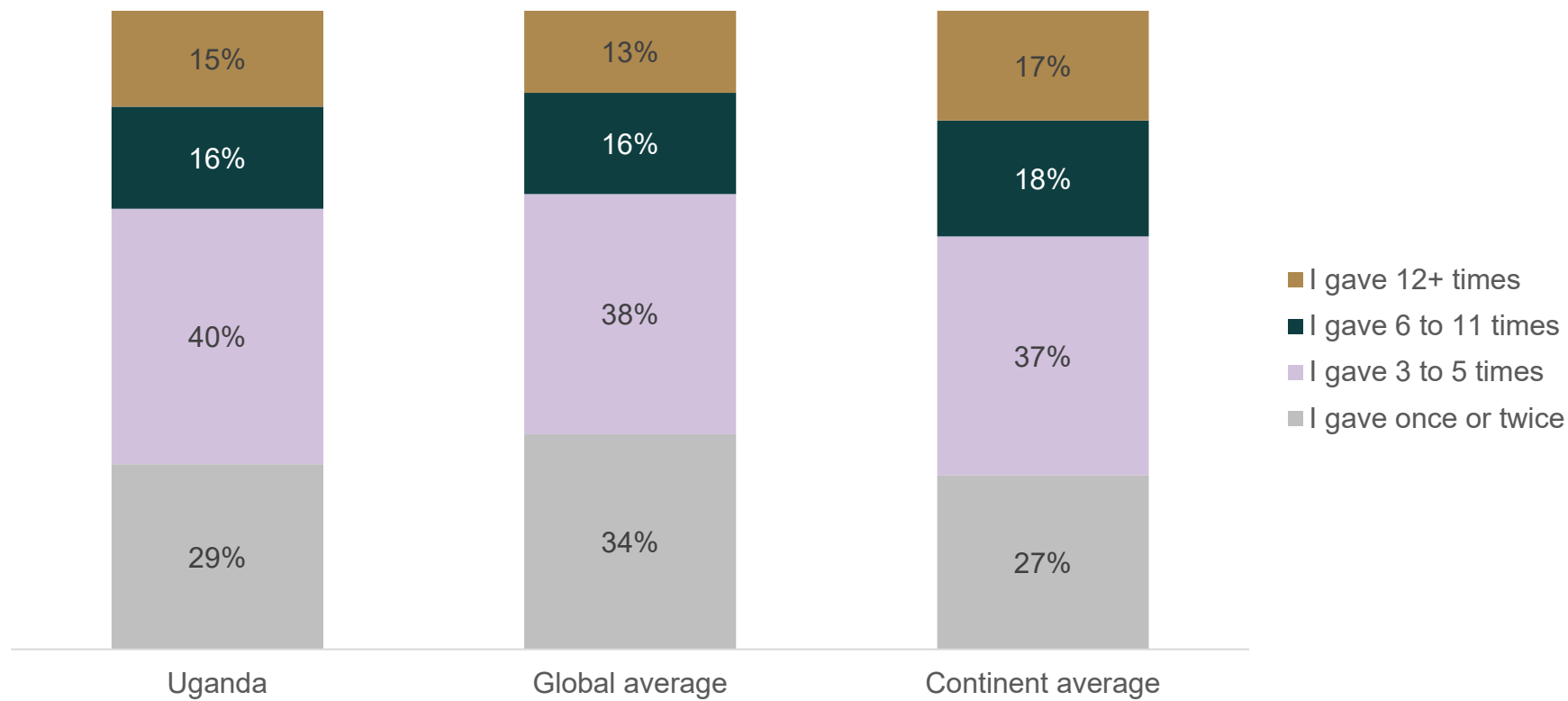


# How frequently people gave.

**In terms of the frequency of giving, Ugandan behaviour is broadly on a par with global and continental averages.**

What tips us into being more generous is that the pool of givers is larger — 79% are givers vs 64% globally.

**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 = 772)**



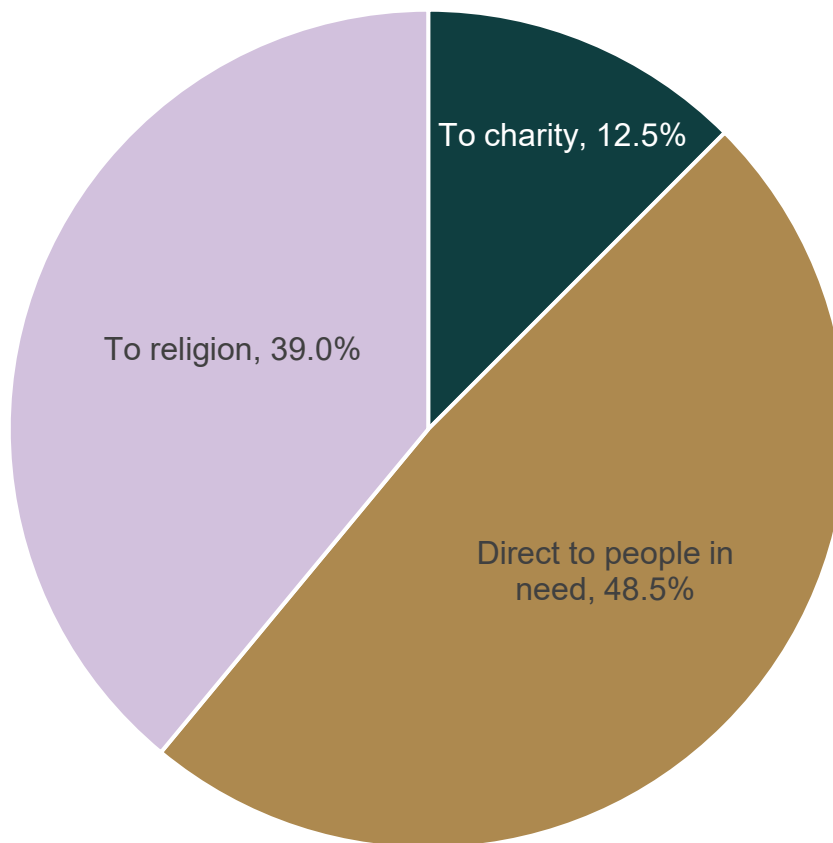
## Share of donations.

**Compared to global and continental averages, the total value of donations in Uganda is skewed strongly away from the support of formal charitable causes.**

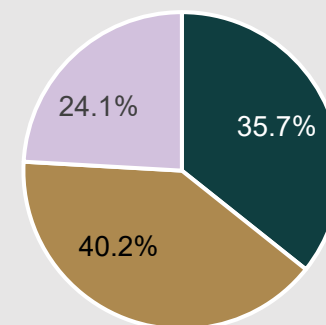
This pattern suggests that givers prioritise personal connections and a direct, tangible impact.

This may also reflect a lack of awareness or trust in these institutions, or a preference for giving that yields immediate and visible results.

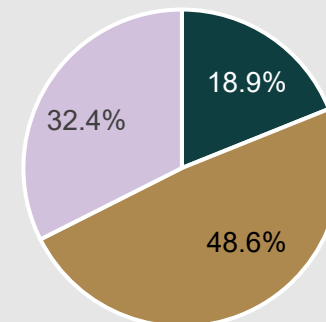
The share of the value of all donations made in 2024, across the three different routes. *(People who had given money, n = 772)*



Global average



Continent average





## Donations as a proportion of income.

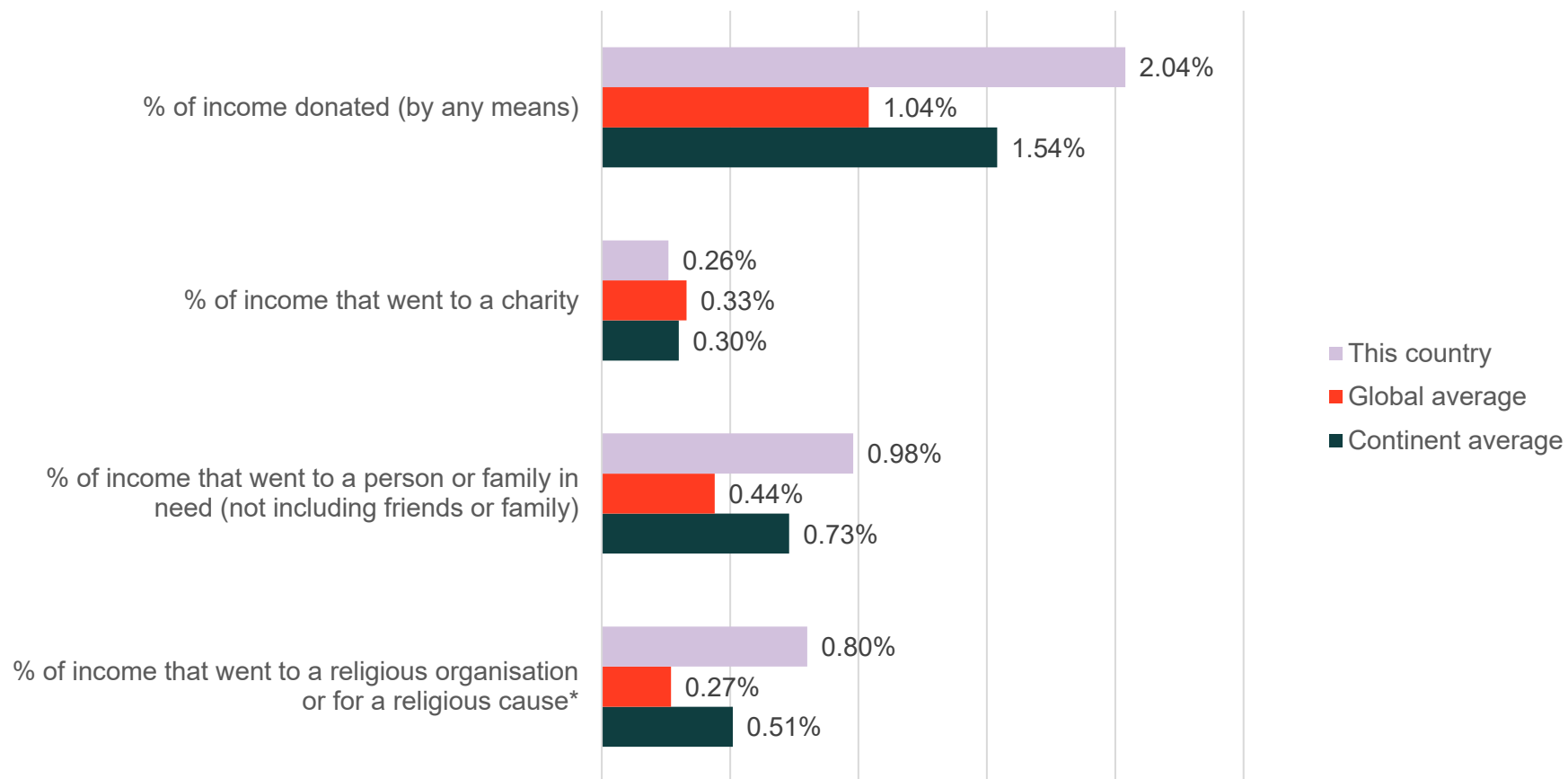
**Although Ugandans may give less frequently to formal charities, they show a strong preference for supporting individuals in need and religious organisations.**

This tendency is perhaps influenced by the Ubuntu spirit and the significant role of religion in shaping giving behaviours.

Consequently, organisations and fundraisers should emphasise the direct impact of donations on individuals' lives.

The contrast between Ugandan giving patterns and global or continental averages highlights the need to understand local contexts and tailor fundraising strategies accordingly.

**The average proportion of income people gave to each of the three donation routes, and overall. (All, including those donating zero, n = 982).**



\*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'.

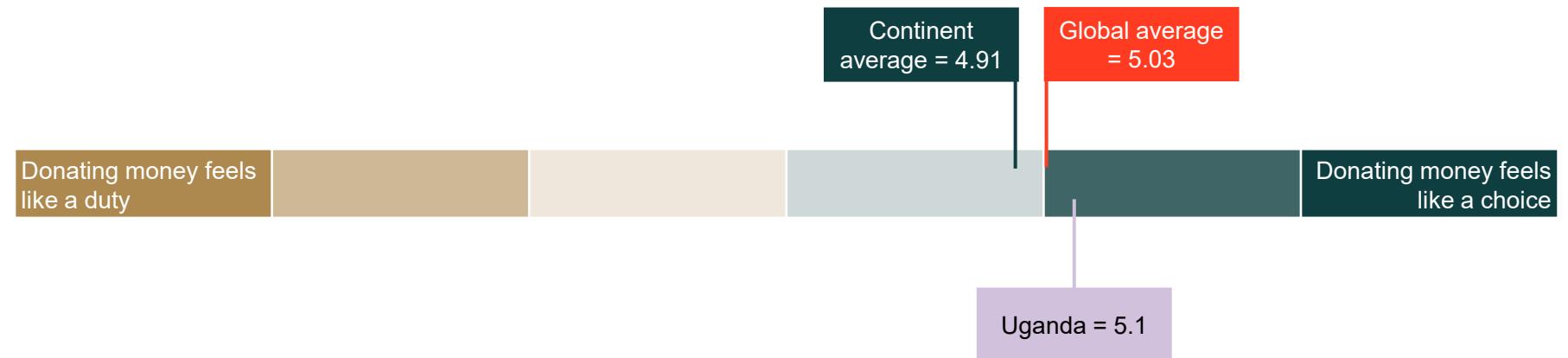
## How people feel about giving money.

**The findings suggest that people in Uganda tend to view donating as far more of a choice than a duty.**

Policymakers may wish to explore ways to incentivise more formal charitable giving through targeted frameworks.

Additionally, charitable organisations should seek to understand public attitudes toward donating in order to tailor their fundraising strategies and encourage greater support for their initiatives.

**The average score when people were asked how donating money feels.**  
(People who had given money,  $n = 772$ ).





## Reasons for giving money.

**The findings reveal that the main motivation for giving money is to create a positive impact on specific causes.**

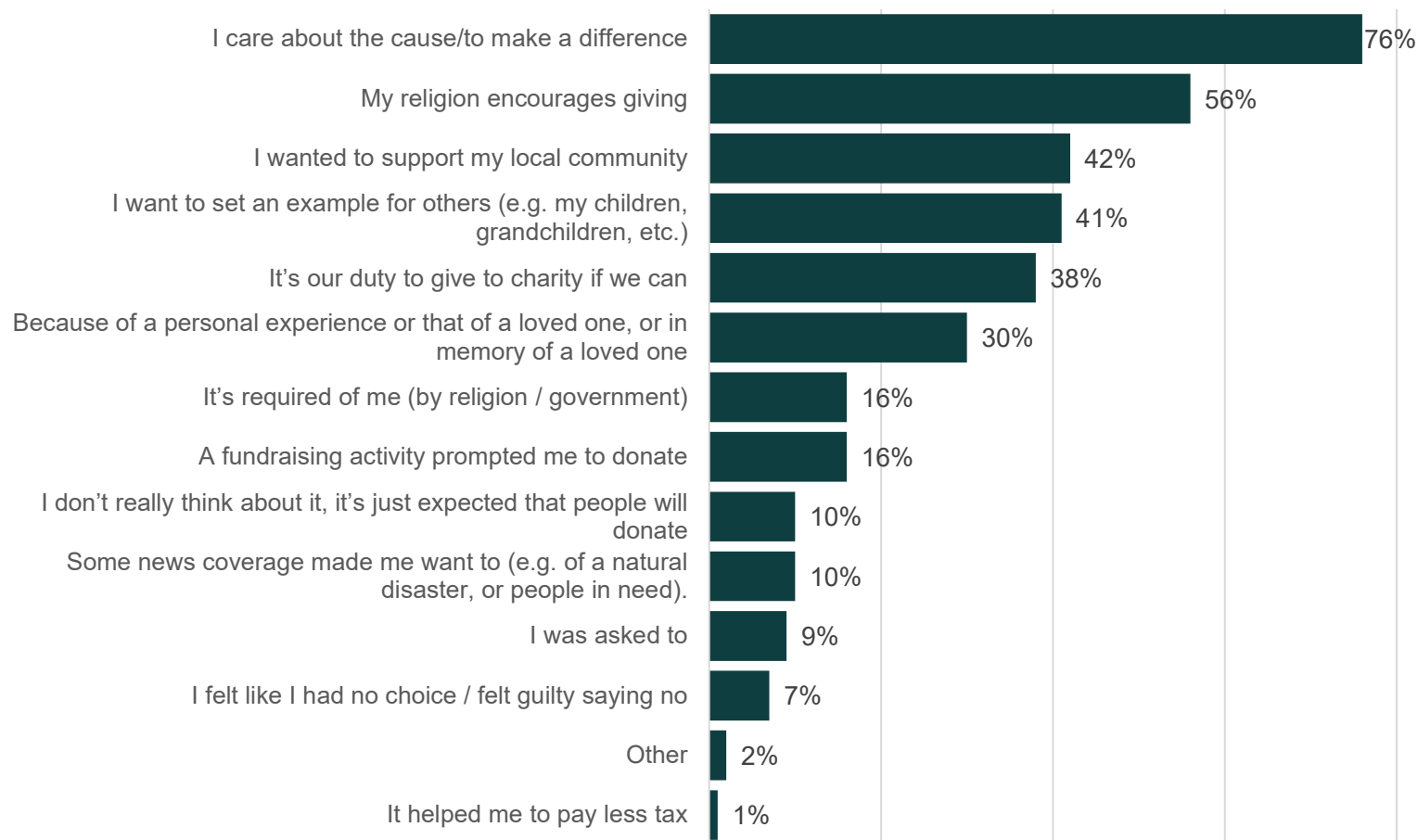
In Uganda, religious beliefs, particularly the emphasis on “*love for the neighbour*” play a significant role in inspiring generosity.

Additionally, the strong sense of community and the desire among Ugandans to lead exemplary lives and build lasting legacies further encourage giving.

Overall, the core driver behind donations is the aim to make a meaningful difference within their communities.

To unlock the full potential of local giving, charitable organisations should focus on designing causes that resonate deeply with these values.

**Which of the following, if any, are reasons that you gave away money in 2024?**  
(People who had given money, n = 772).



### 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.

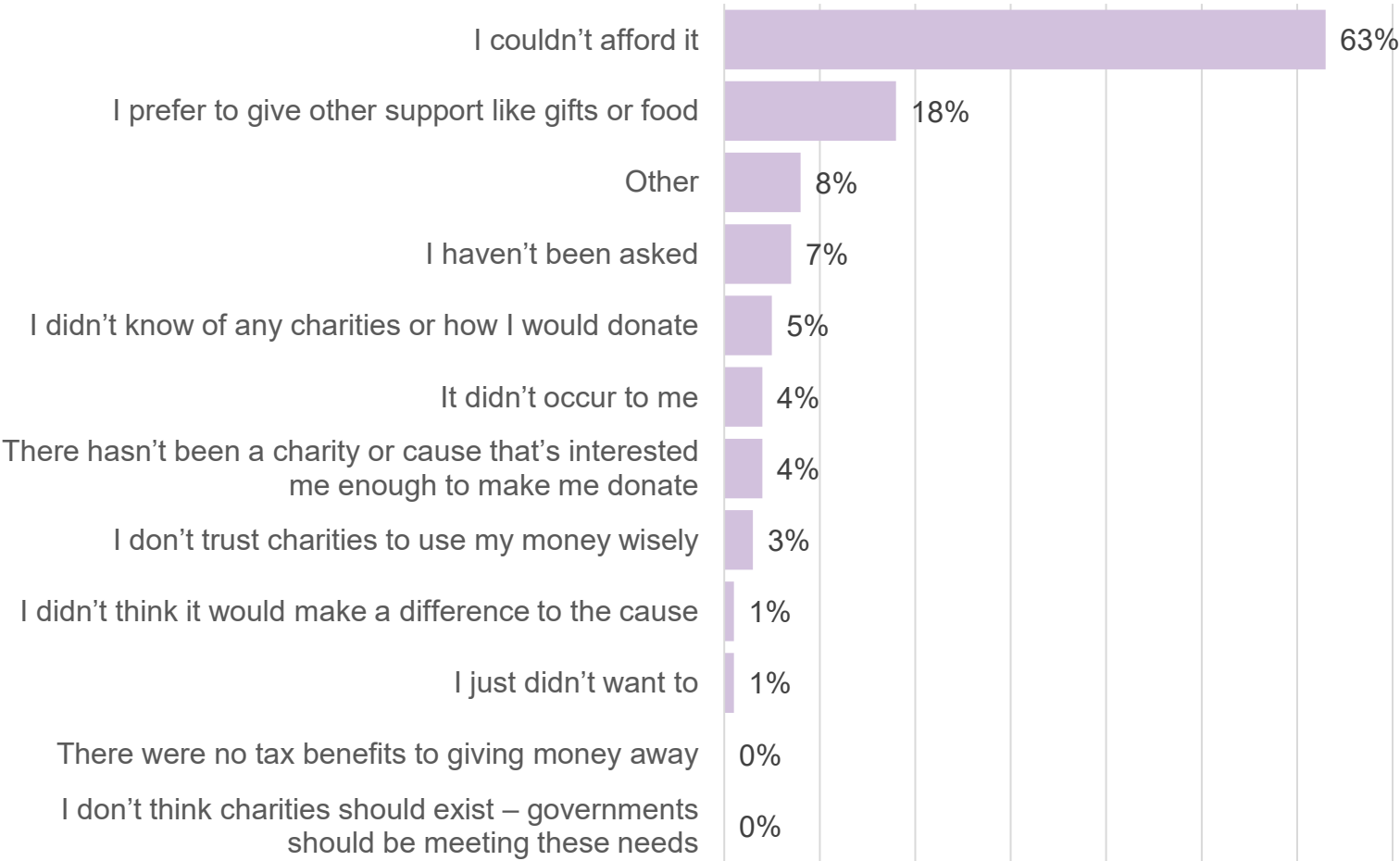
**The findings reveal that the primary reason people do not donate money is financial constraints, with 63% of respondents citing this as their main barrier.**

Additionally, 18% prefer to offer support in non-monetary ways.

To address this, charitable organisations should provide flexible donation options to make giving more accessible.

Trust does not seem like a barrier — just 3% of non-donors cited this (0.6% of people overall).

**What would you say are the main reasons that you did not give money away in 2024?** *(People who had not given money, n = 210).*



**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 findings show that most respondents are motivated to donate more when they clearly understand a charity's achievements and impact.**

Additionally, 39% believe that having greater personal financial resources would enable them to give more, while 34% are more likely to donate when they have confidence in the charity sector's regulatory framework.

These insights highlight the importance of prioritising transparency and accountability within the sector by regularly sharing updates on outcomes and impact.

There is also a need to explore diverse ways of supporting initiatives beyond monetary donations. Finally, charities and government should collaborate to promote a well-regulated sector that assures donors their contributions are being used effectively.

The top three reasons that would make the respondent likely to give more money, goods or time to charities in 2025. (All, n = 982)

52%

Knowing more about the results and impact that a charity has

39%

Having more money themselves

34%

Knowing the charity sector is well regulated



# The causes people support through donating.

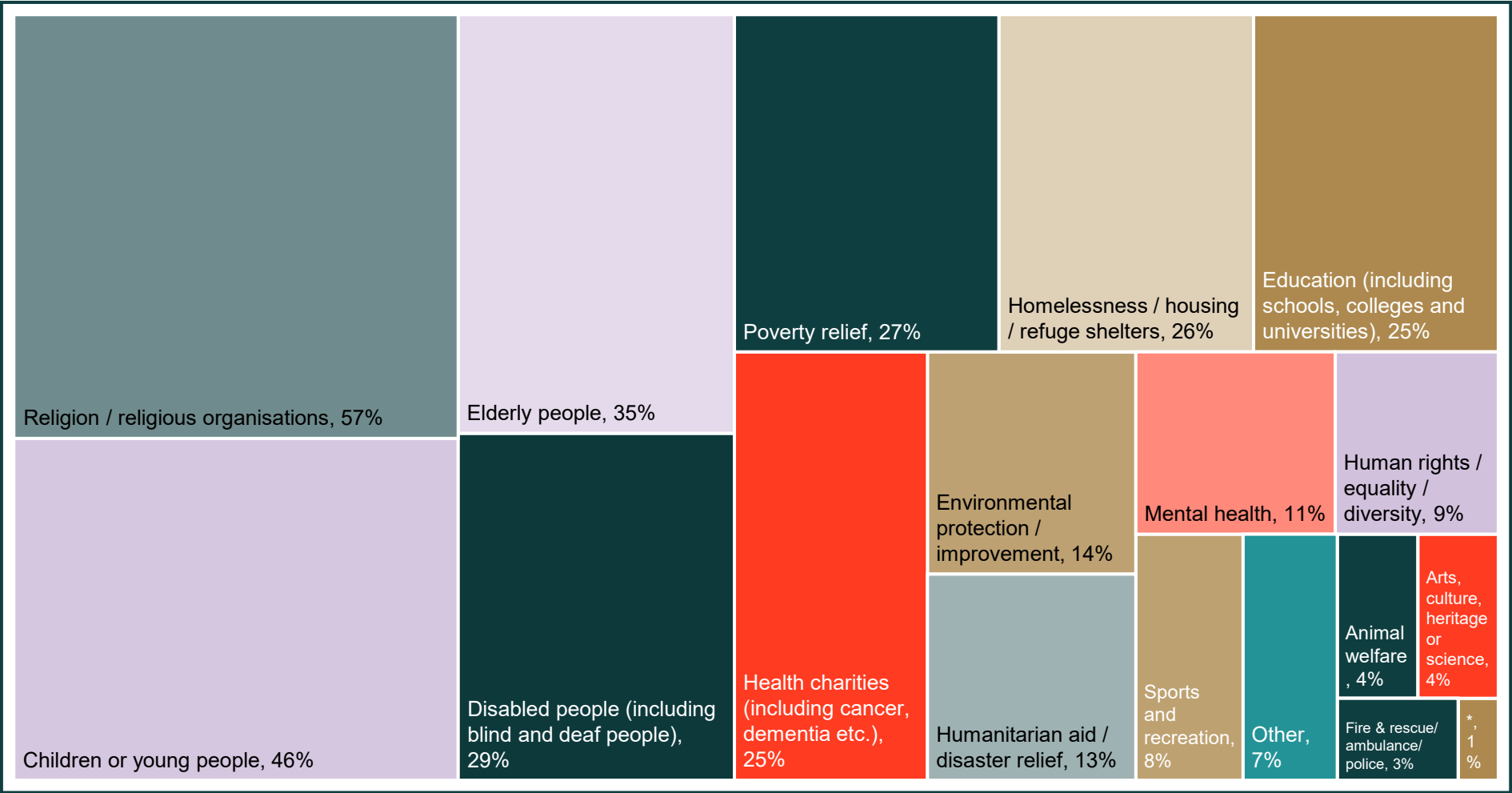
The data shows that religious organisations are the main beneficiaries of donations, with 57% of respondents contributing to faith-based causes.

This indicates that many Ugandans prioritise supporting their religious institutions over other charitable sectors.

The comparatively lower donor concentrations for other causes suggests they may be less visible or urgent to donors.

Therefore, charitable organisations should explore diverse strategies to raise public awareness and encourage more widespread support for these causes.

Which cause(s) did you give money to in 2024? (People who had given money, n = 772)



\*Armed forces (including veterans)

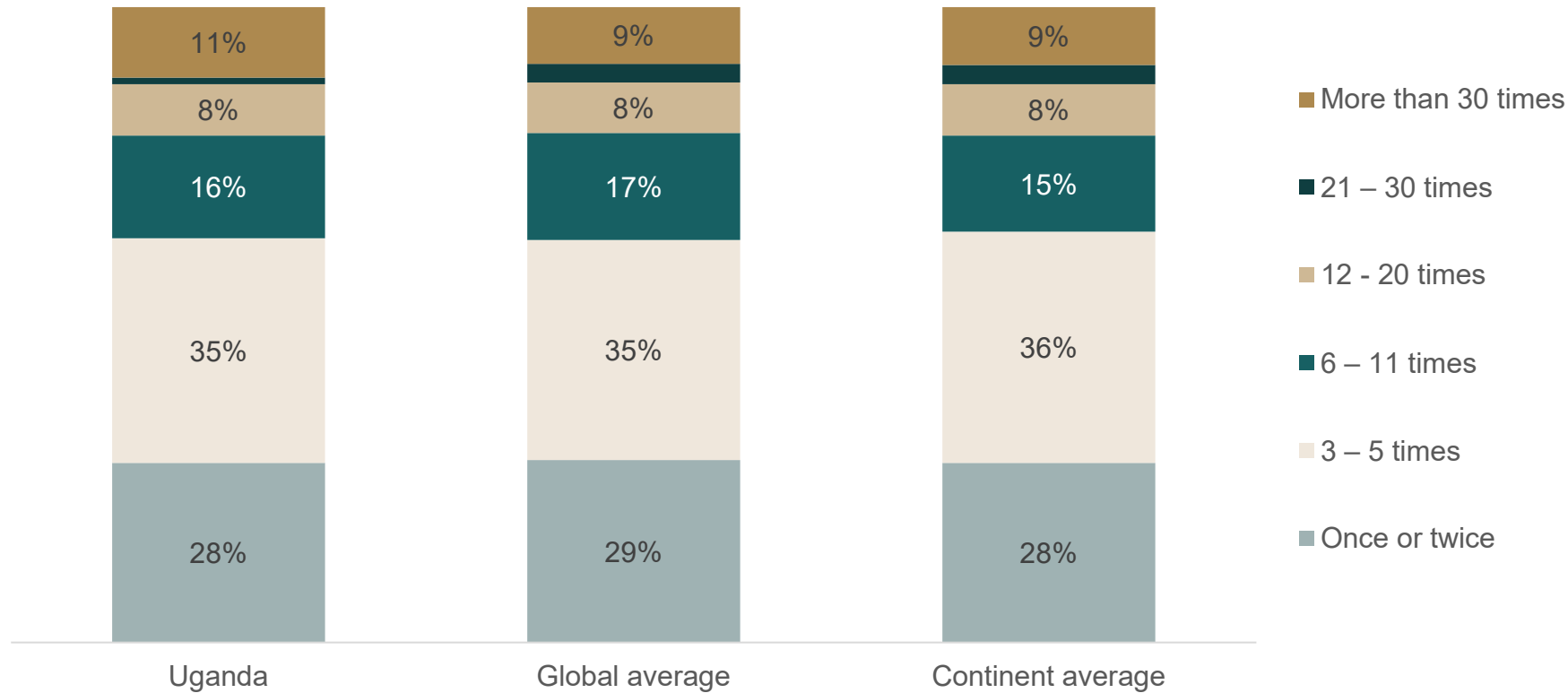
# Frequency of volunteering, per person.

The findings indicate that volunteering is a widespread practice in Uganda, with participation rates above both global and continental averages.

44% of Ugandans volunteered in 2024 compared to 26% globally.

This strong culture of volunteering is deeply rooted in a love for community support. It is evident in the many community initiatives such as sports clubs, religious associations, and cooperative unions, among others.

How often did you do unpaid, voluntary work in 2024 that benefitted people other than your family or friends? (Those who volunteered, n = 431)



## Average time spent volunteering, per person.

**The average time spent volunteering per person in Uganda is 16 hours and 30 minutes, significantly exceeding the global average of 9 hours.**

This demonstrates that Ugandans are highly engaged in volunteering, actively contributing to the country's social and economic development.

Uganda's average also surpasses the continental average of 14 hours and 30 minutes, highlighting the nation's strong commitment to community service.

These statistics underscore the vital role volunteering plays in Uganda and its positive impact on communities. These findings align closely with CivSource Africa's philosophy of giving through Time, Talent, and Treasure.

**16** hours **30** minutes

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

*(All, n = 982) [nb – this is overall, so includes all those who did nothing within the average]*

**9** hours

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Global average

**14** hours **30** minutes

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Continent average



# The causes people supported through volunteering.

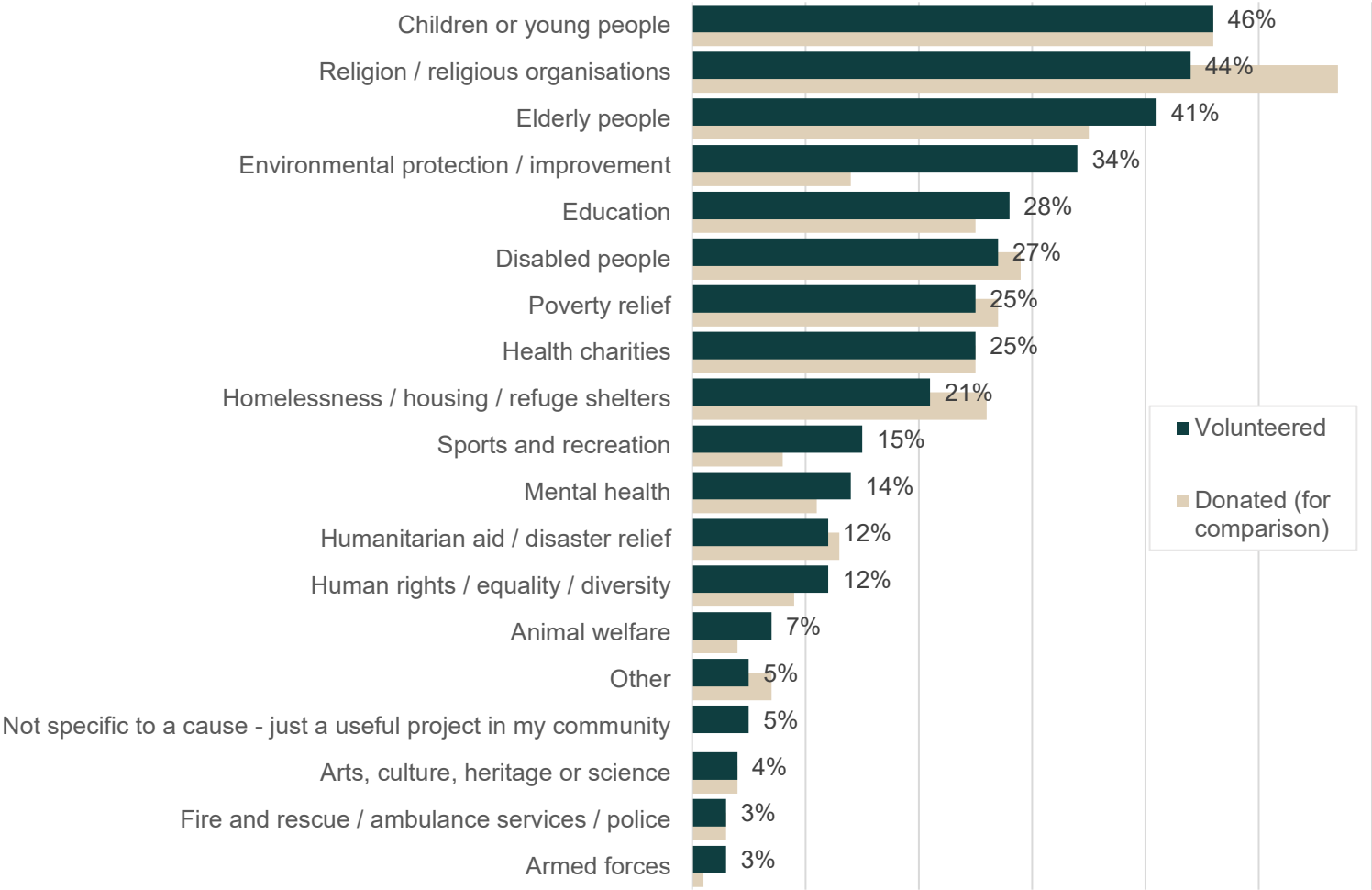
The data reveals that most volunteers concentrate their efforts on supporting vulnerable groups such as children, the elderly, and persons with disabilities.

Environmental protection and education also stand out as key areas of focus.

There is a notable gap between these top causes and others, highlighting a strong concentration of volunteer activity in these fields.

This suggests that volunteers are motivated by a desire to make a positive impact on their communities, particularly by aiding those most in need. Additionally, the data reflects the passions that drive volunteers' commitment.

Which cause(s) did you do unpaid voluntary work for in 2024? (People who had volunteered, n = 431)



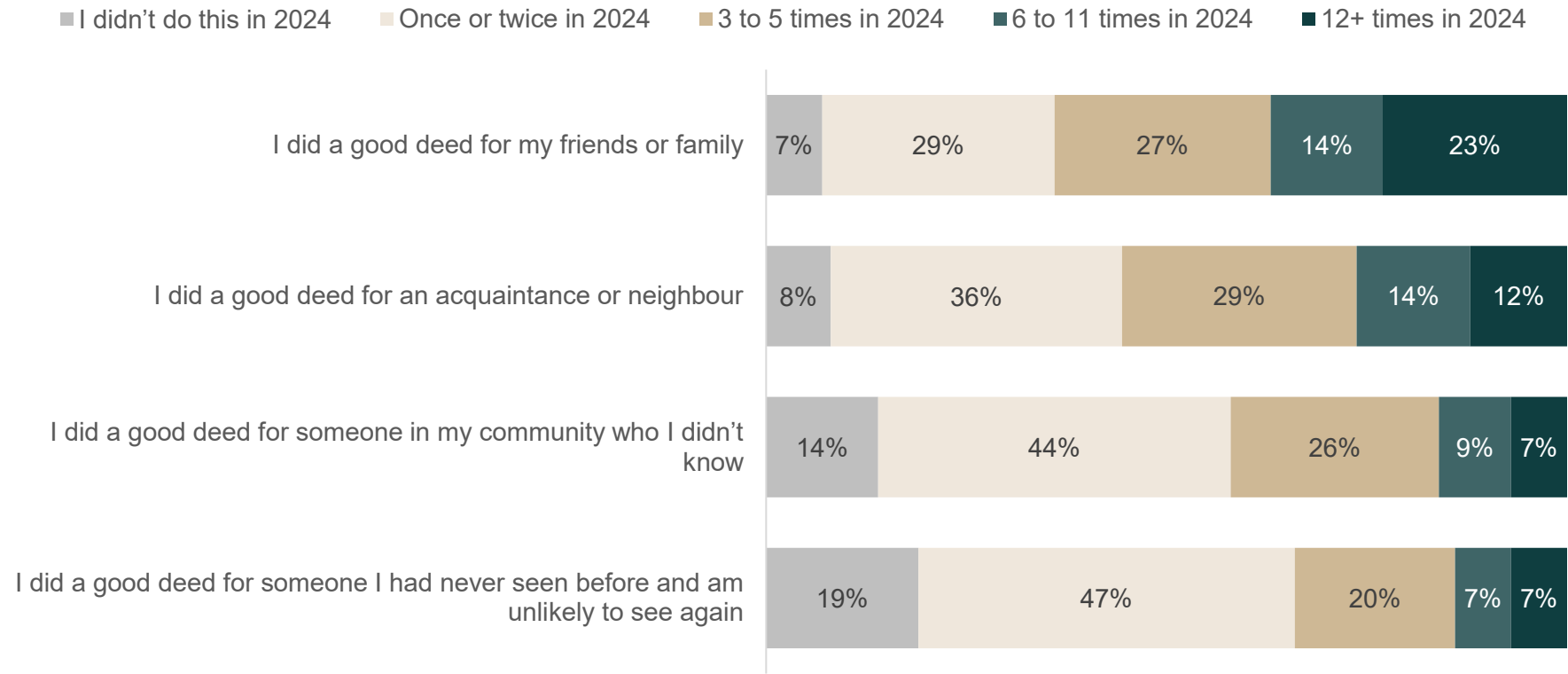
# How helpful people are to others.

The findings reveal that individuals are more likely to perform good deeds for people they know, such as friends and family, than for acquaintances, neighbours, or strangers.

Notably, 23% of respondents reported performing good deeds for friends or family more than 12 times in 2024, compared to only 12% who did so for acquaintances or neighbours.

This data suggests that while Ugandans primarily focus their generosity within their social circles, they also extend acts of kindness beyond familiar relationships.

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 = 982)







# 04 PERCEPTIONS OF CIVIL SOCIETY



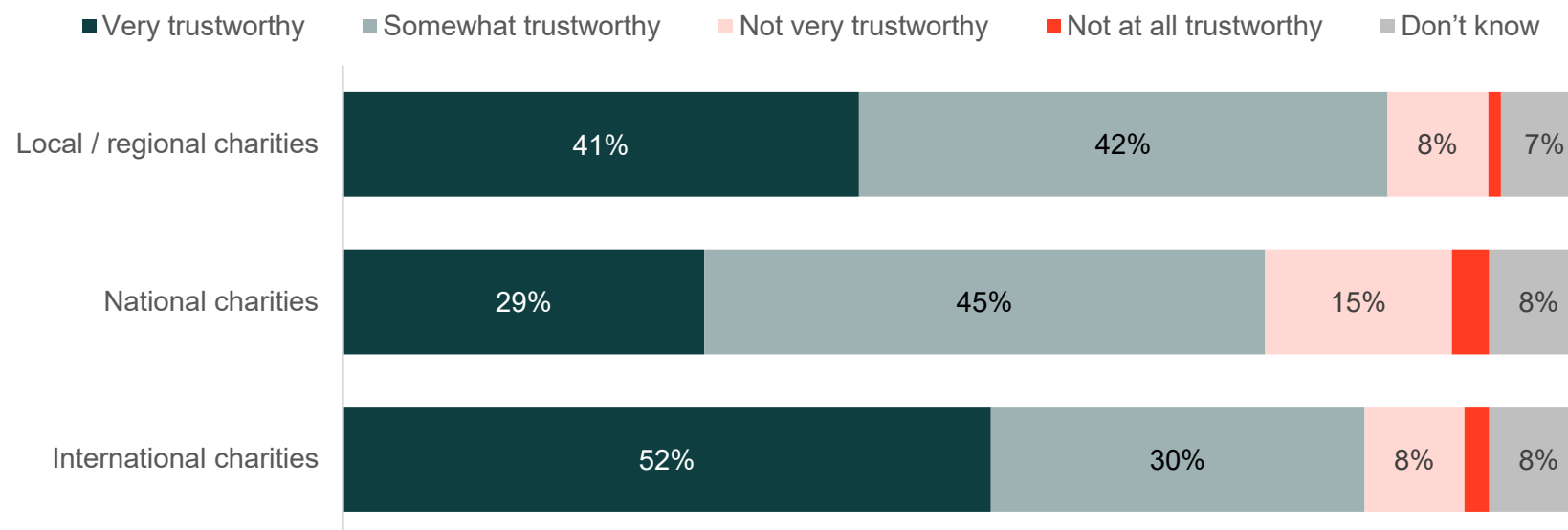
## How much the public trusts charities.

**The data shows that international charities are perceived as the most trustworthy, with 52% of respondents expressing confidence in them, followed by local and regional charities.**

This highlights the need for local and national organisations to prioritise transparency and accountability to build greater trust.

Strengthening governance and internal systems will be essential in boosting public confidence. Meanwhile, international charities can leverage their strong reputation to expand their impact even further.

How trustworthy do you tend to find each of these types of charities? (All, n = 982)



Overall, the public in Uganda gave a score of 10.2/15 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.

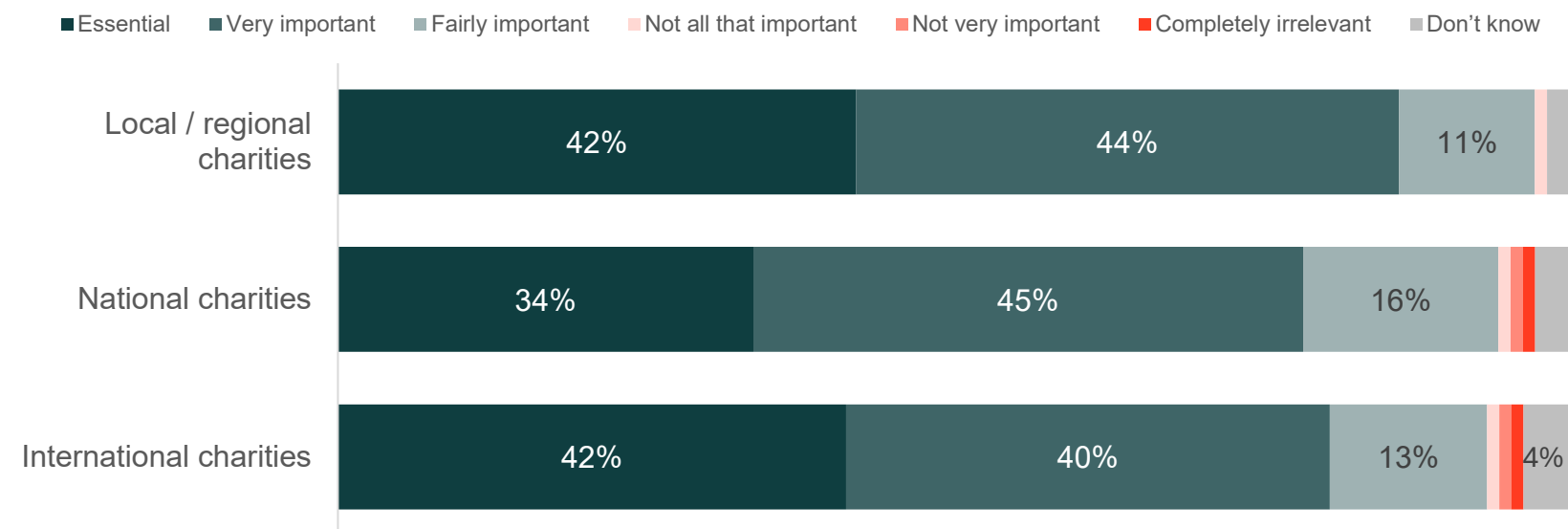
**The findings suggest that charities operating in Uganda are generally well-regarded by the public, with organisations of all sizes seen as vital to their communities.**

This strong connection with the people they serve likely contributes to their high levels of trust.

International charities rank second, possibly due to their ability to bring in external resources and expertise. An overall score of 12.4 out of 15 reflects a strong appreciation for charities in Uganda, rooted in cultural values of community and mutual support.

These results also underscore the importance for charities to nurture and maintain close relationships with the communities they serve, ultimately enhancing their impact.

How important, in general, do you believe these different types of charities are to your country's society? (All, n = 982)



Overall, the public in Uganda gave a score of 12.4/15 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.

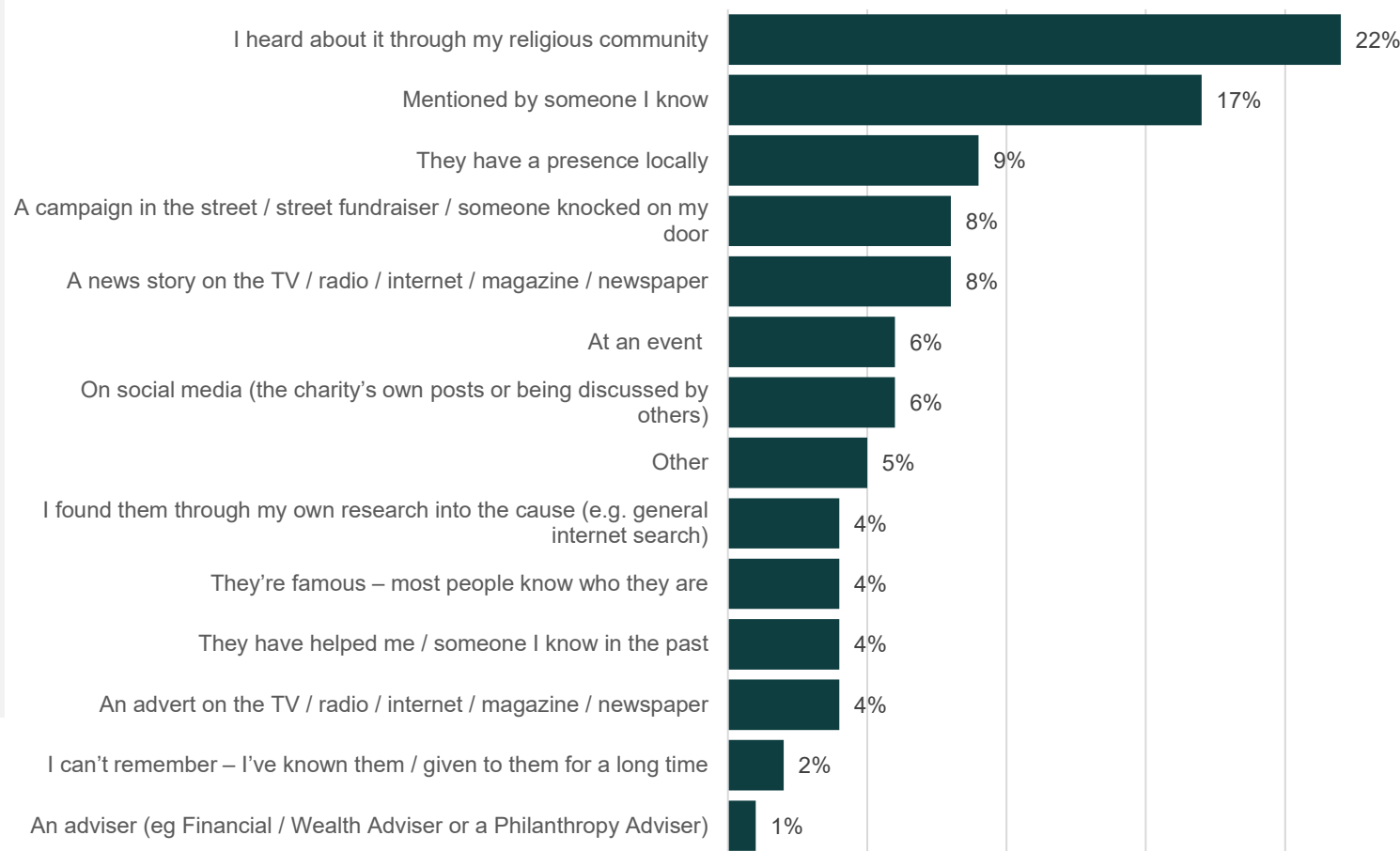
**The findings indicate that the most common ways people learn about charities are through their religious communities (22%), recommendations from someone they know (17%).**

Other notable channels include street campaigns or fundraisers (8%) and news stories on TV, radio, and social media (6%).

These insights suggest that charities can strengthen community connections by leveraging existing networks like religious gatherings.

It is also important for charities to regularly organise local events to increase awareness. Additionally, social media offers a powerful platform to showcase and amplify charitable efforts.

**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 = 982)



### 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.

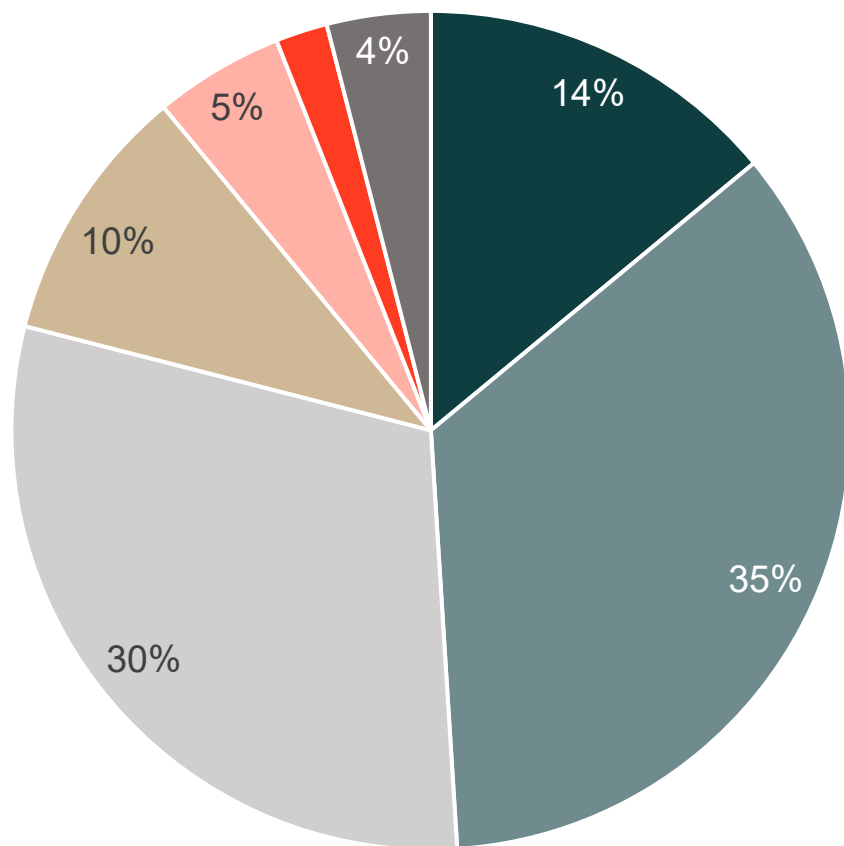
**Fourteen percent of respondents believe the Government has a very positive influence on charities, while 35% view its influence as positive.**

Thirty percent hold a neutral stance, recognising both the positive and negative aspects of government involvement.

Comparatively, the global average shows 11% perceiving government influence as very positive, and the continental average reflects 16% viewing it as positive.

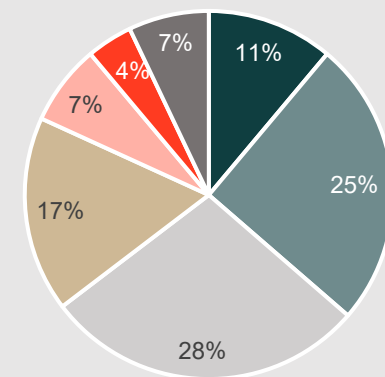
These findings align closely with the current civil society environment, which is characterised by a challenging regulatory framework.

Overall, do you think the Government is a positive or negative influence on the charity sector? (All, n = 982)

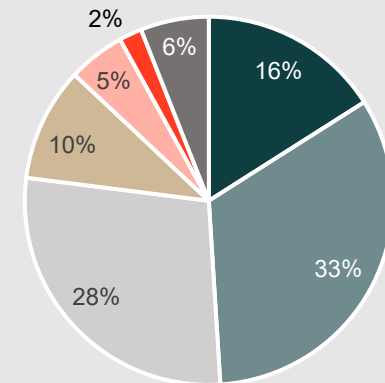


- Very positive
- Positive
- Neutral – they do some good things and some bad things
- Neutral – they don't do anything either way
- Negative
- Very negative
- Don't know

Global average



Continent average



# Specific opinions on the role of government.

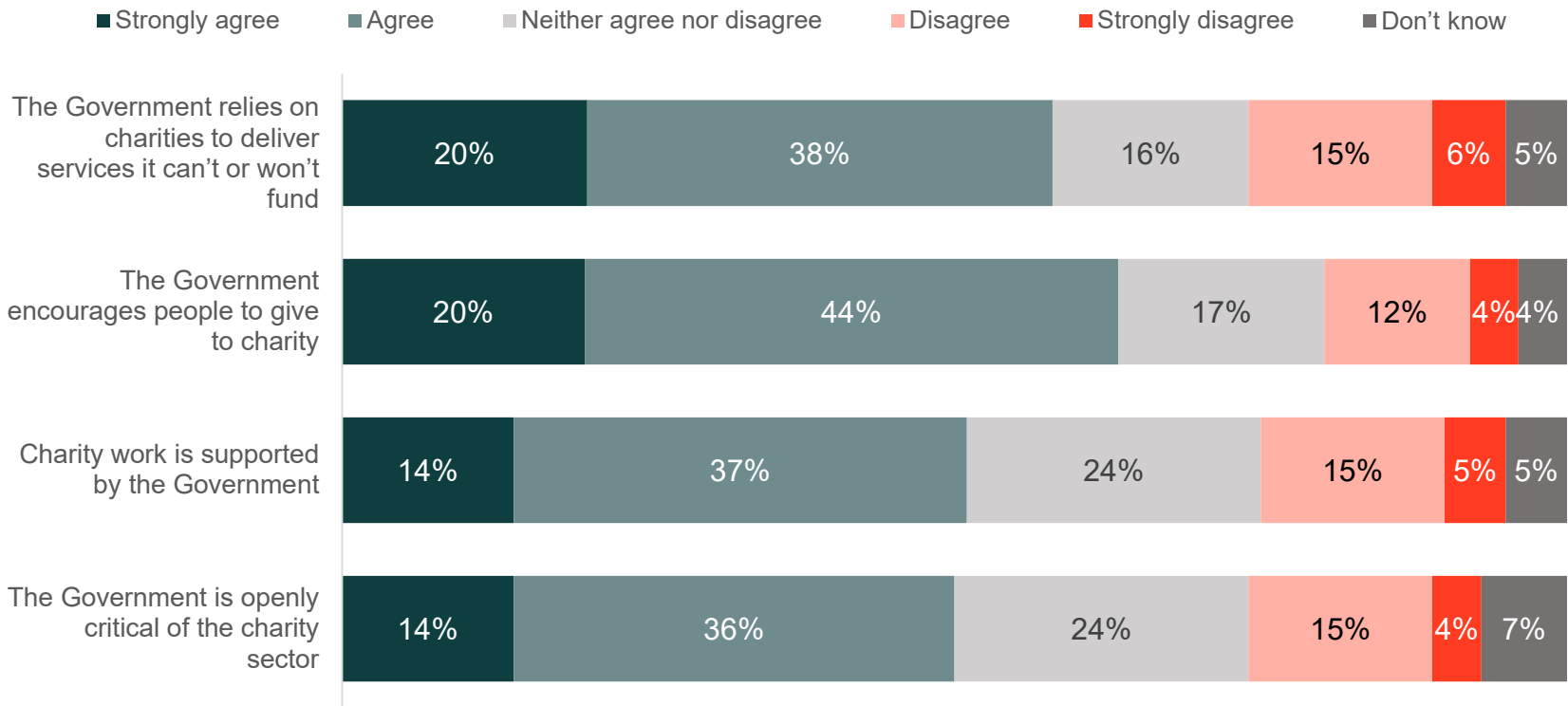
**The findings reveal a complex relationship between the Government and the charity sector in Uganda.**

While many respondents recognise the Government’s reliance on charities and its efforts to promote charitable giving, there is general agreement that the level of support for charity work could be higher.

Additionally, 36% of respondents perceive the Government as being critical of the sector, highlighting the need for improved communication and collaboration.

In response, Uganda has recently adopted quarterly dialogues with the Minister of Internal Affairs, the ministry responsible for regulating the charity sector, as a step toward fostering better engagement.

Do you agree or disagree with the following statements about the Government’s involvement in the charity sector? (All, n = 982)



# THANK YOU

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

Charities Aid Foundation registered charity number 268369

