

WORLD GIVING REPORT

GIVING IN ITALY

2025

Fondo
Filantropico
Italiano



CAF
Charities Aid Foundation

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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

The Italy Giving Report reveals the attitudes and behaviours of the Italian public toward donations and charities. It is the result of our collaboration with the Charities Aid Foundation (CAF) and is part of the [World Giving Report 2025](#) (WGR).

The World Global Report represents a global collaboration between the Charities Aid Foundation, Fondo Filantropico Italiano and leading charitable organisations to survey more than 55,000 people in 101 countries. This international effort provides critical insight into the Italian giving landscape and offers valuable comparisons with global trends.

One of the key findings of this year's report highlights how systemic economic pressures affect traditional giving habits. Volunteering and acts of kindness remain part of Italian culture, but they indicate a commitment that is not constant, with results highlighting that civic engagement tends to be more occasional than regular.

These findings present challenges and opportunities for Italian civil society. The changing nature of public engagement highlights the need for a more inclusive and flexible approach to giving that values time, expertise, and advocacy alongside financial contributions. It also reinforces the importance of building trust, transparency and impact-based narratives within the philanthropic sector.

Fondo Filantropico Italiano, in this difficult context, continues to expand its efforts to support a more organised, concrete and effective philanthropy.



Marcello Gallo

President, Fondo Filantropico Italiano

“In Italy, the fragmentation of the Third Sector — mirroring the country’s landscape of very small enterprises — influences donor behaviour, traditionally oriented toward small-scale giving. However, we are now witnessing a period of evolution and cultural growth that is opening new pathways for the development of philanthropy.”

About us

Fondo Filantropico Italiano

Fondo Filantropico Italiano (FFI) is one of the leading organizations for philanthropic advice in Italy.

FFI has been established to support visionary individuals in creating value for society, the environment, and future generations. FFI is the ideal partner for transforming the donor's commitment into unique and concrete projects: action for the common good.

It was created by a group of highly-successful Italian entrepreneurs, driven by the belief that their extensive experience in the non-profit sector and personal commitment can greatly improve society and generate progress.

FFI supports major donors, companies and non-profit organizations in grant-making and managing donations in Italy and abroad through donor advised funds and philanthropy advisory.

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. A red banner with white text is overlaid on the left side of the image.

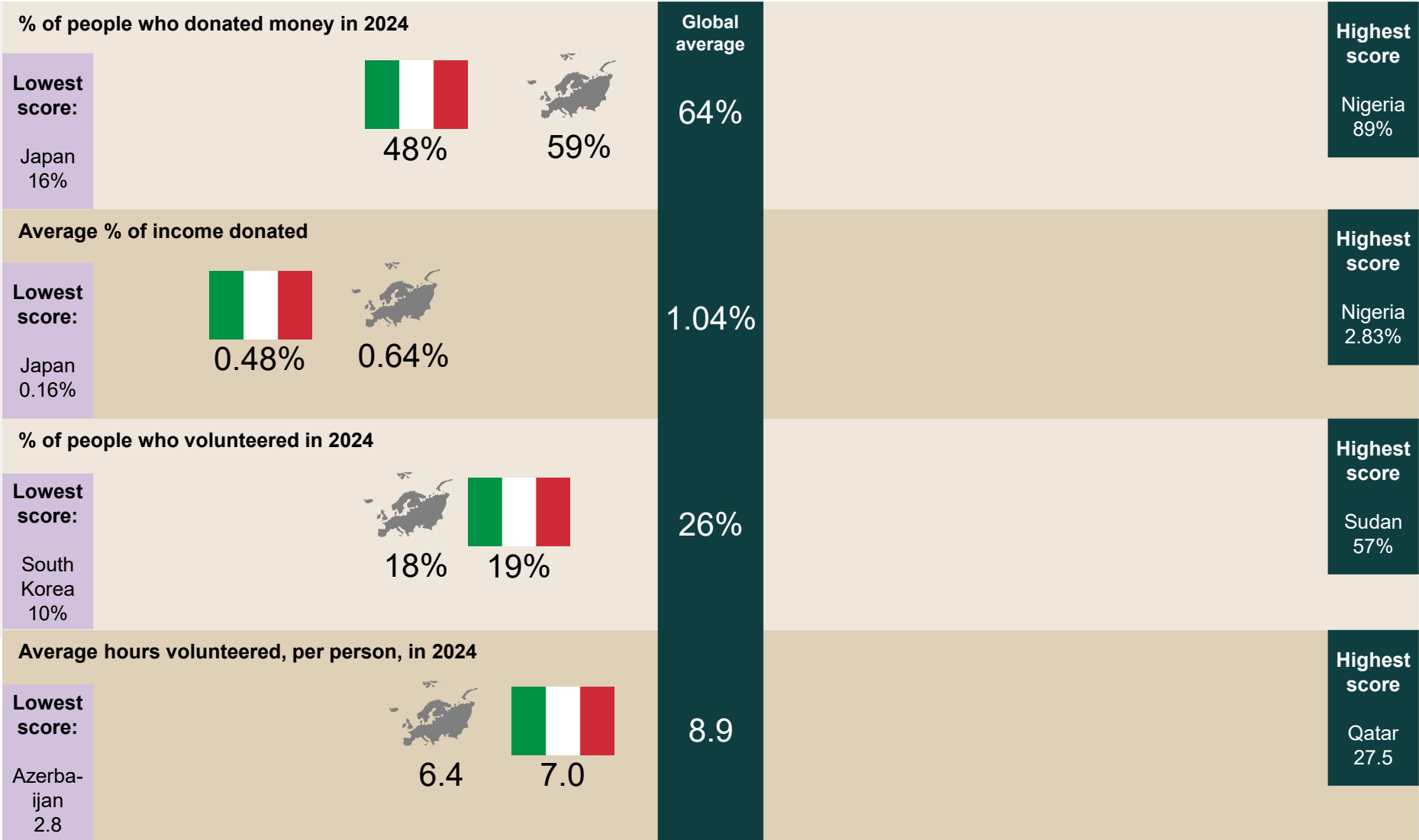
02 THE GLOBAL CONTEXT

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

In Italy, and Europe more widely, donation and volunteering rates are below the global average, as is the average number of hours volunteered per person.

The results may reflect a structural deficiency in the promotion of volunteering and donating in Western countries, despite their high levels of relative wealth.

It is interesting to underline how countries often perceived as less developed, such as Nigeria and Sudan, dominate the rankings, defying stereotypes and underlining that generosity is not necessarily linked to material wealth.



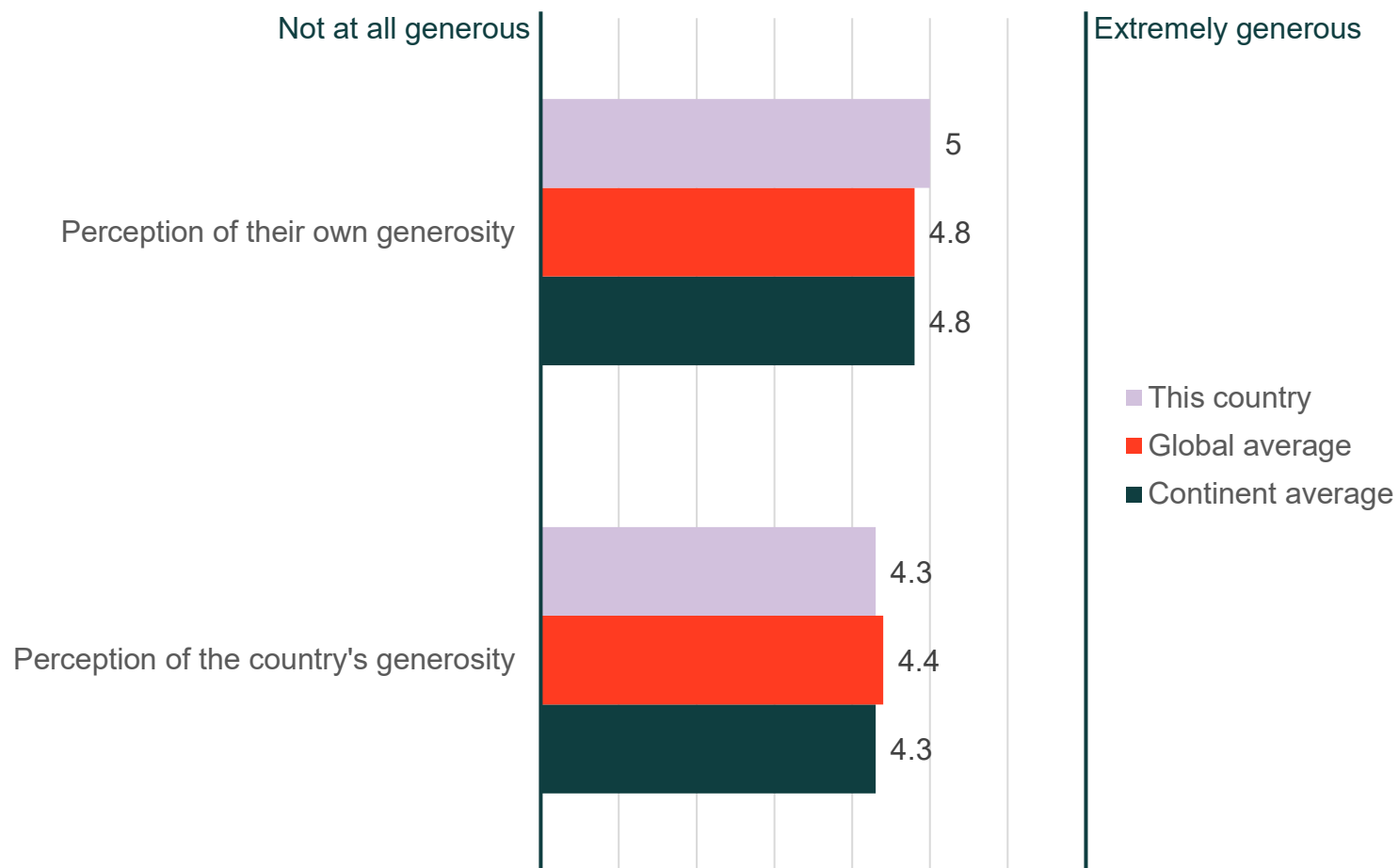
Base: All (1,025)

Perceptions of our own generosity.

The data clearly indicates an overestimation of one's generosity by Italians, perhaps linked to a culture of the “good heart” that is more declared than practiced.

It could reflect a form of optimistic self-perception or the desire to appear to be supportive, but without a corresponding concrete commitment, especially financial.

This discrepancy between subjective perception and actual behaviour may be a symptom of a broader social problem: the tendency to lose a sense of civic duty and solidarity, fundamental characteristics of a cohesive society.



Italy ranks 70th out of 101 countries for how generous we think we are.

We are 91st 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. The court has yellow and red painted areas. 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.

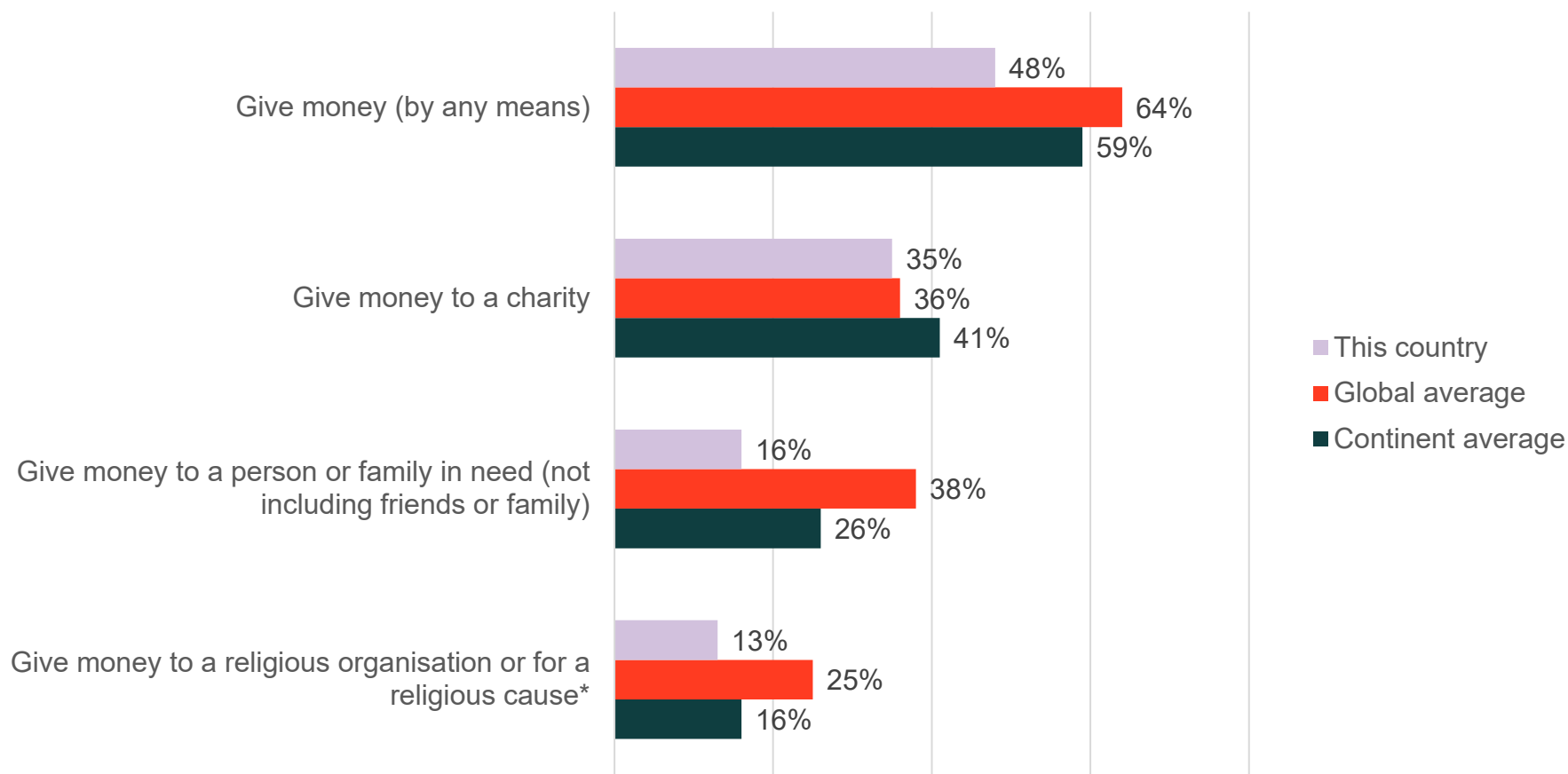
Italy is systematically below the global and continental average in all forms of donation analysed.

The data confirms a gap between the perception of Italian generosity and actual behaviour.

Particularly striking is the limited support to religious organisations, perhaps indicative of a weakening of trust. The results may reflect a less structured donation culture, a distrust of charitable institutions or simply a lower awareness of the social role of donation.

Strengthening solidarity education, transparency of organisations and civic sense can be an important lever to reverse the trend.

Q: During 2024, did you do any of the following? (All, n = 1,025)



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.

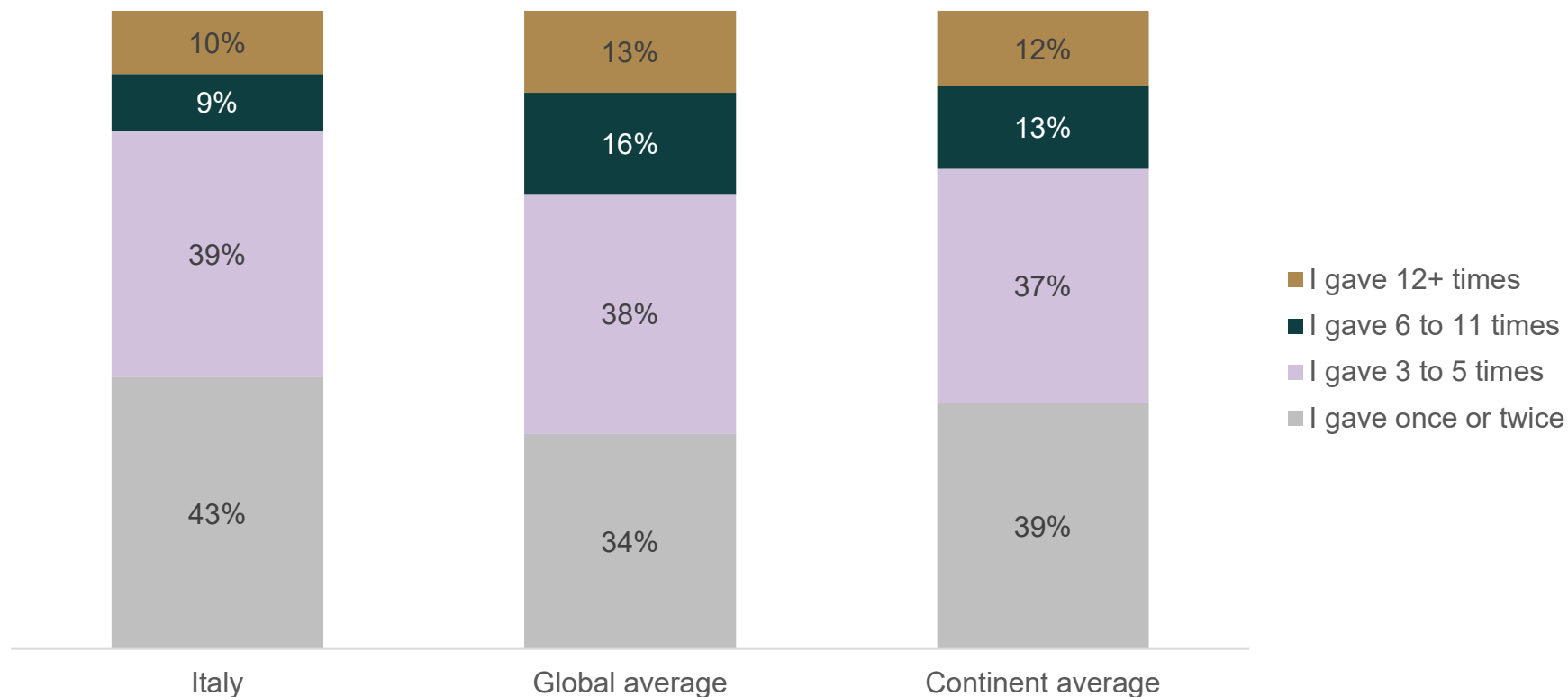
How frequently people gave.

The data collected reinforces the idea that in Italy, donating is often an occasional gesture rather than an ongoing practice.

There appears to be a lack of a strategic or planned donations, which may stem from cultural or economic factors, or from the perception that “donating once in a while” is enough.

Promoting greater continuity in the gesture of solidarity — even with regular micro-donations — could have a significant impact both on the non-profit sector and on building a more solidarity-based society.

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 = 496)



Share of donations.

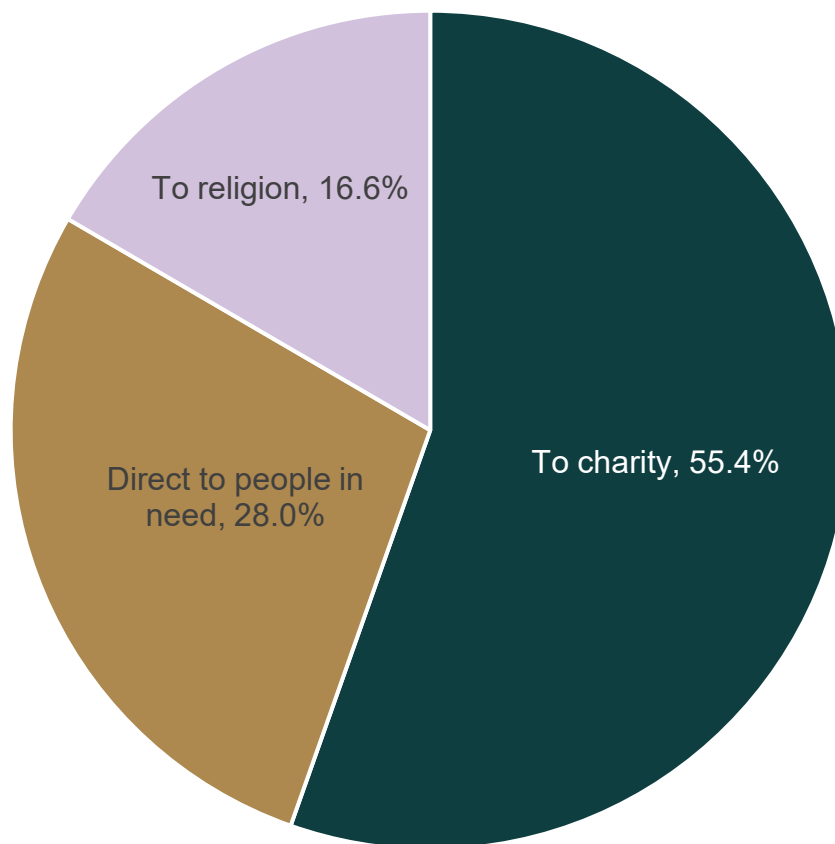
The vast majority of the value of Italian donations go to charities.

The Italian attitude seems to differ significantly from the global and continental average data.

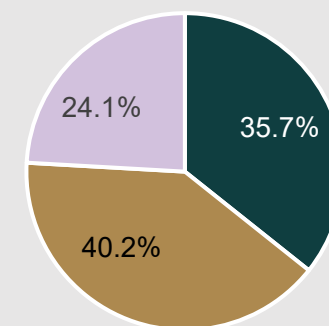
The data may indicate a greater trust in structured organisations than in direct support, perhaps due to a perception of greater effectiveness, transparency or necessity.

This clear preference may have emerged because of a perception of religious organisations as sufficiently 'rich' and, therefore, not in need of additional funds, and because of a lack of trust in "people in need", with the impossibility of verifying their real need holding back this form of direct aid.

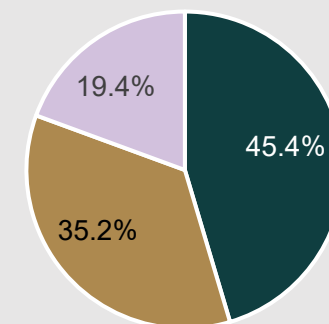
The share of the value of all donations made in 2024, across the three different routes. (People who had given money, $n = 496$)



Global average



Continent average



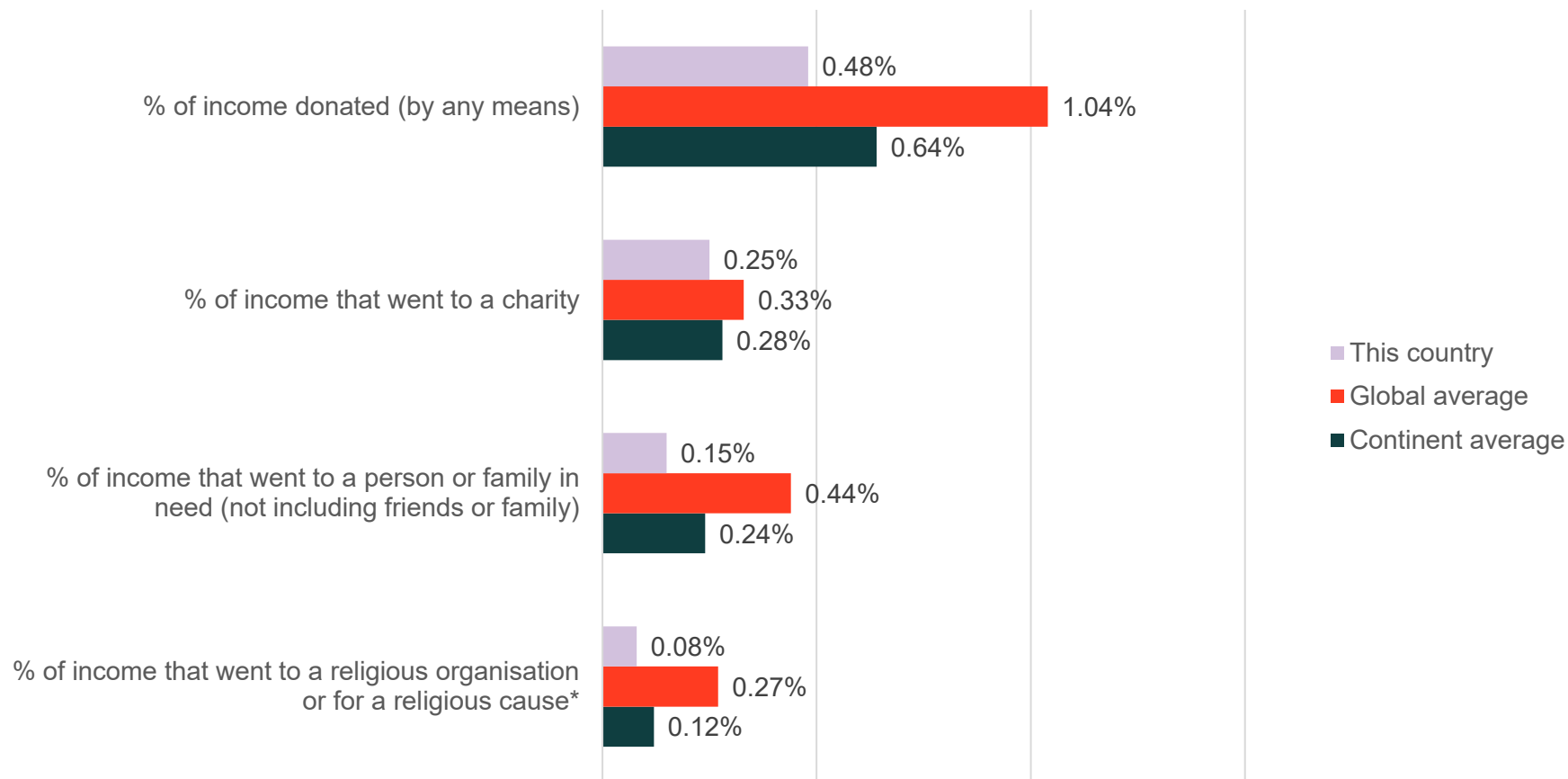
Donations as a proportion of income.

Overall, Italian citizens donate less than the global and continental average, both overall and through each of the three donation routes.

The preference for charity as the main route remains clear, but the financial commitment remains limited.

This should cause us to reflect on the need to encourage Italians to be more socially committed, and to build a society that values everyone's contribution to the common good.

The average proportion of income people gave to each of the three donation routes, and overall. (All, including those donating zero, n = 1,025).



*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.

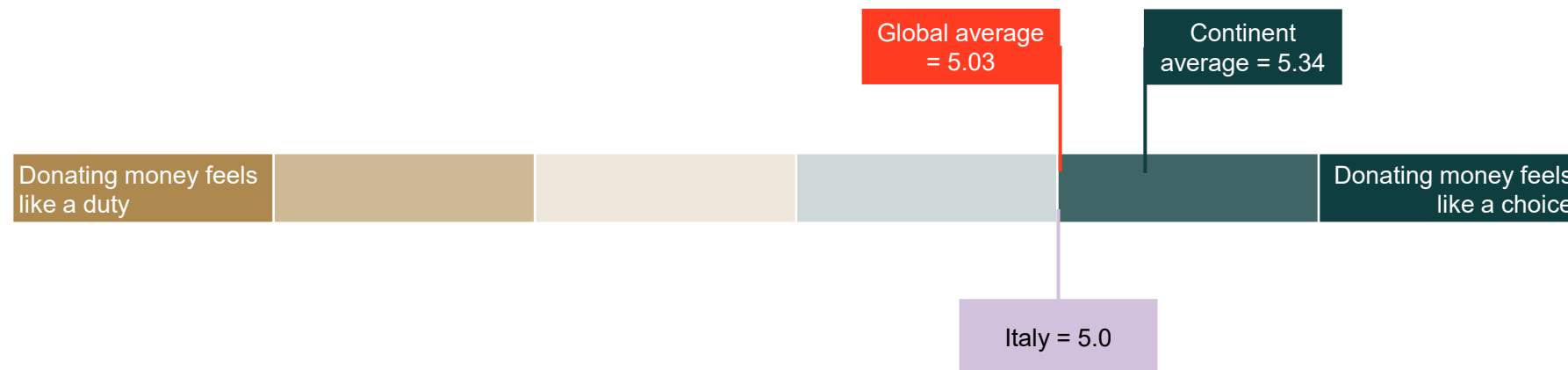
Italians experience gift-giving neither as a particular obligation, nor as a totally free choice.

This finding is much in line with Europe as a whole, as well as the wider world.

This perception may reflect a culture in which the act of donating is recognised as socially important, but not experienced in a deeply spontaneous way.

The average score when people were asked how donating money feels.

People who had given money, n = 496).



Reasons for giving money.

Almost half of those interviewed said they donated because they felt they wanted to make a difference or because they identified with the cause: it underlines a deep and personal drive, rooted in a desire to positively affect the world.

The effect of information is also interesting: 23% say they donated as a result of media coverage, for example, of natural disasters. This is a clear sign of how much the media still have the power to stir consciences and concrete actions, at least when it comes to emergencies.

Which of the following, if any, are reasons that you gave away money in 2024?
(People who had given money, n = 496).



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 (64%)
2. It's our duty to give if we can (30%)
3. I want to set an example for others (23%)

Reasons for not giving money.

The main barrier to donating money in Italy in 2024 was lack of affordability, in line with global and continental data.

However, also striking is the distrust towards charitable organisations and the preference for alternative forms of support, such as gifts or food.

Data suggests that a lack of trust and the need for a more concrete or personal involvement hold many people back from donating money.

Philanthropy, therefore, still seems to be perceived as something distant or opaque, rather than a practice of active and conscious participation.

What would you say are the main reasons that you did not give money away in 2024? (People who had not given money, n = 529).



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 (43%)
2. I don't trust charities to use my money wisely (21%)
3. I prefer to give other support like gifts or food (19%)

What would increase donations?

Data underlined two key factors in order to increase donations: individual economic well-being and the transparency of charities.

This reflects a twofold need: on the one hand, personal economic security as a precondition for generosity; on the other hand, a growing demand for accountability and responsibility on the part of the Third Sector.

The desire of donors to know more about the concrete impact of donations is also evident, confirming that emotion alone is not enough: people want tangible proof of the effectiveness of their gesture.

The top three reasons that would make the respondent likely to give more money, goods or time to charities in 2025. (All, n = 1,025)

44%

Having more money myself

42%

Knowing more about how my money would be spent

32%

Knowing more about the results and impact that a charity has

The causes people support through donating.

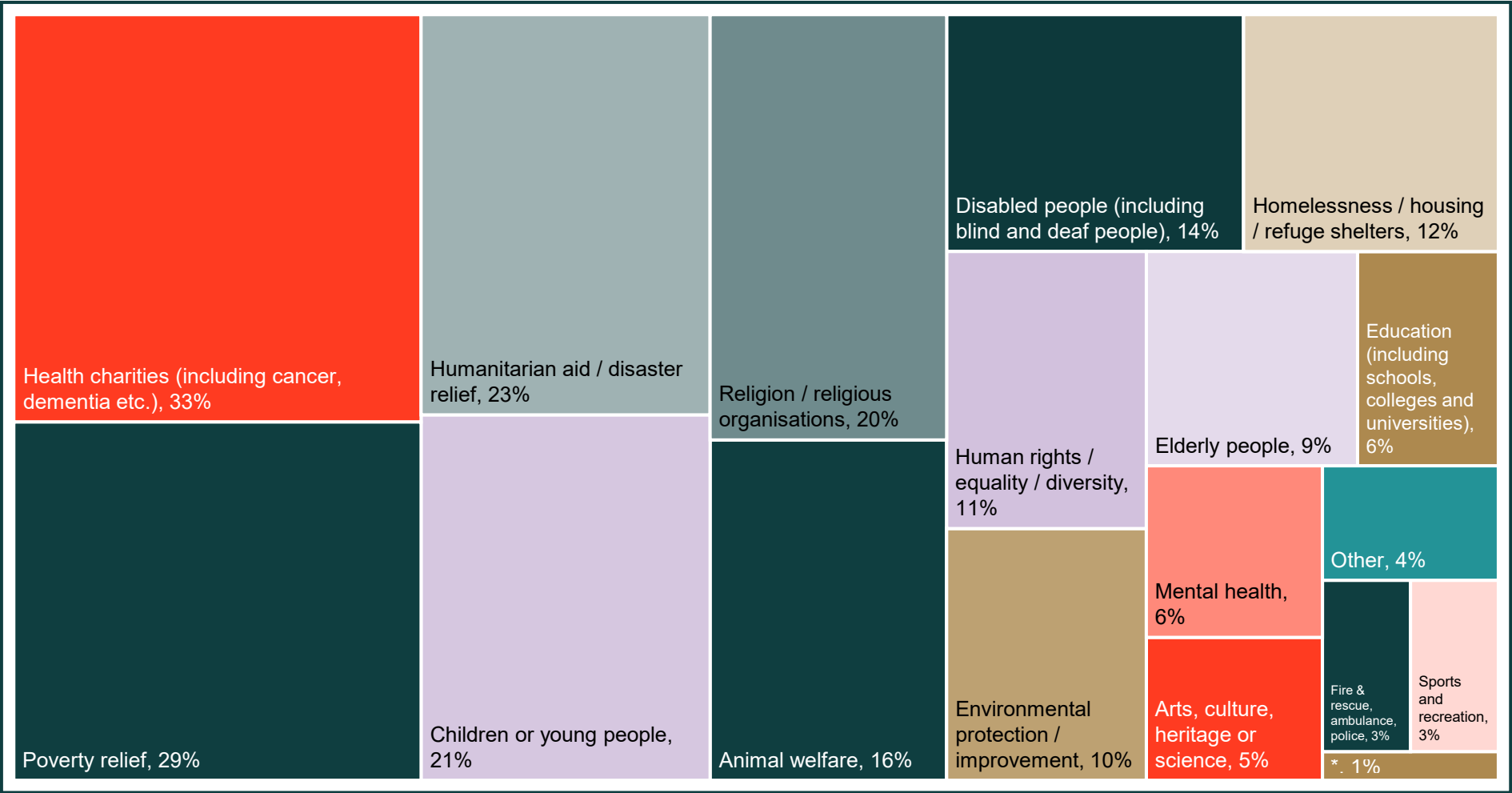
Data shows a clear preference of donors for causes perceived as urgent or emotionally engaging.

Health and anti-poverty charities clearly prevail, suggesting a strong focus on primary and immediate needs.

Humanitarian aid in emergency situations and support for children and youth are also supported by a wide number of donors.

Italian donors' choices appear to be guided above all by empathy: charities closer to the donors' experience are favoured.

Which cause(s) did you give money to in 2024? (People who had given money, n = 496)



*Armed forces (including veterans)

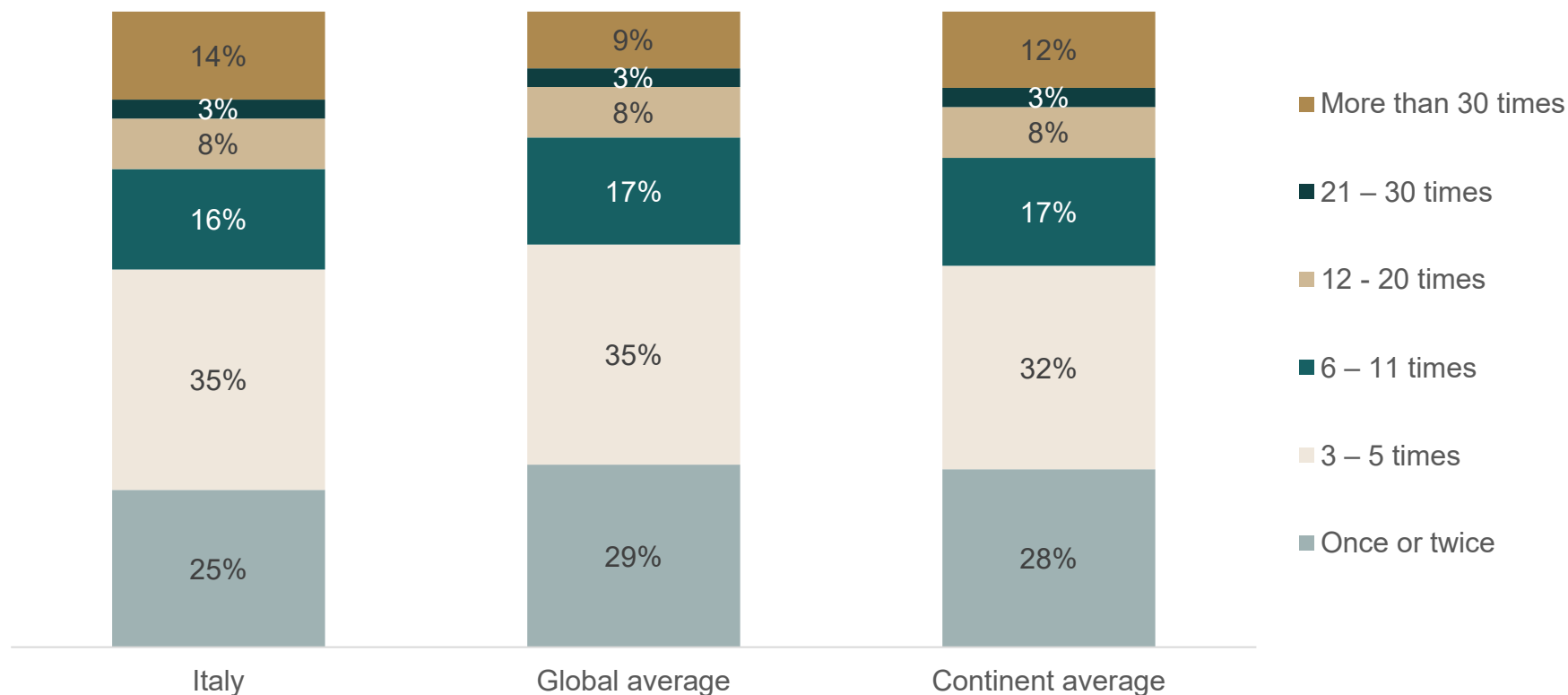
Frequency of volunteering, per person.

Data reveals that participation in volunteering is largely occasional.

The higher incidence in the “Once or twice” bracket reinforces the idea of a non-continuous commitment.

The results highlight the need for policies that incentivise regular commitment to volunteering, which will in turn enhance its impact.

How often did you do unpaid, voluntary work in 2024 that benefitted people other than your family or friends? *(Those who volunteered, n = 200)*



Average time spent volunteering, per person.

The seven hours per year dedicated to volunteering in Italy is rather modest.

Although this value is slightly higher than the continental average, it suggests that volunteering is not yet a practice widely rooted in the daily activities of the Italian population.

This below-average participation highlights both an under-exploited potential, and the need for policies and initiatives that encourage more frequent and continuous involvement.

There is, therefore, ample scope for promoting the culture of “time giving”, making volunteering more accessible, visible and socially recognised.

7 hours

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

(All, n = 1,025) [Please note – this is overall, so includes all those who did nothing within the average].

9 hours

Global average

6 hours **30** minutes

Continent average

The causes people supported through volunteering.

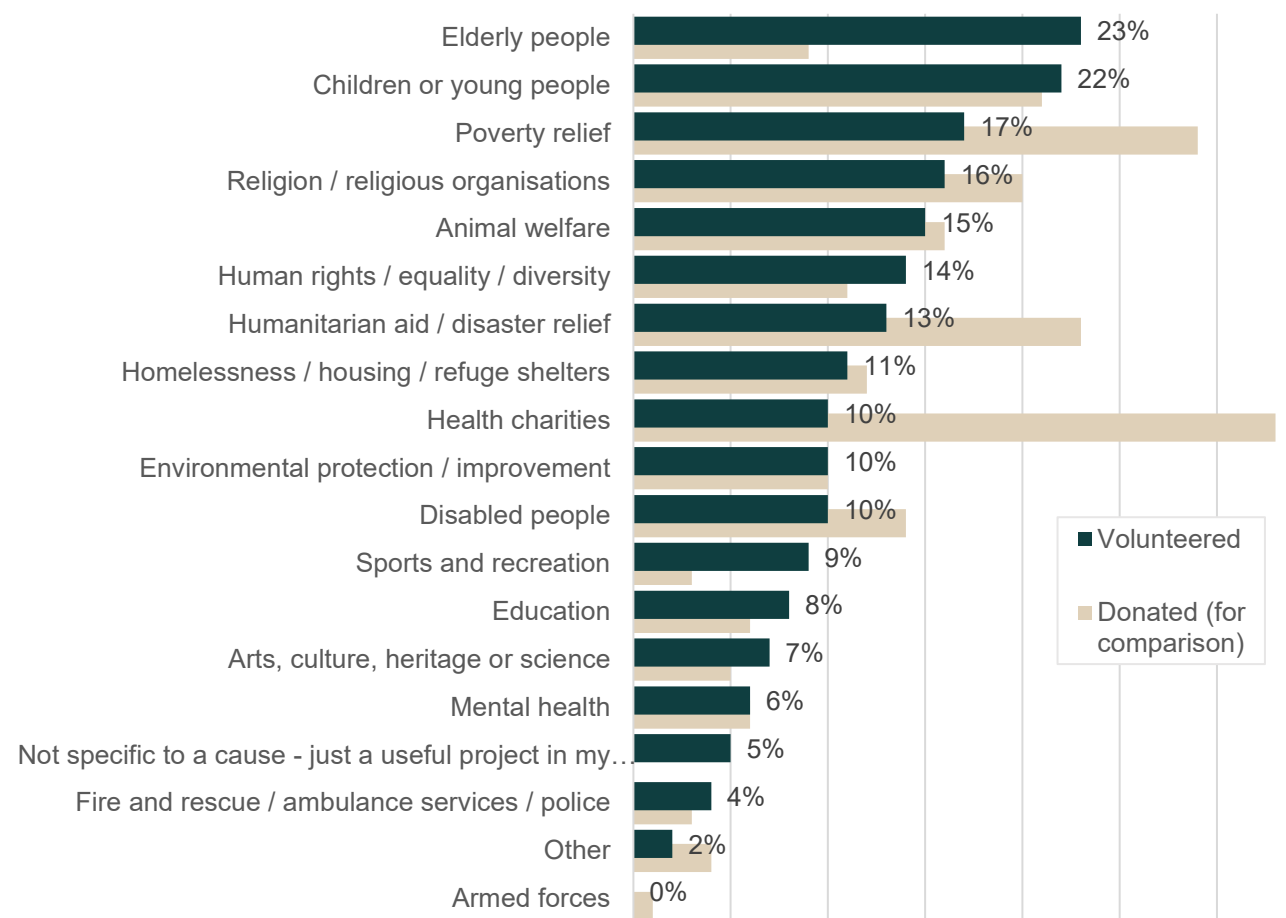
It is possible that many volunteers give their time to the elderly, children or young people and those in poverty, because these situations seem closer and more tangible in everyday life.

It is easier, and perhaps more rewarding on a human level, to interact directly with those in need, rather than, for example, dealing with environmental or health issues, which require specific skills or appear more distant.

What is striking, however, is the clear gap with financial donations. Health-related causes, in particular, receive a lot of funds but attract fewer volunteers.

It is also notable that important topics such as mental health, culture or education are much less chosen for volunteering. This may be because they are less visible, or less recognised as areas where “a helping hand is needed”. However, precisely these areas could benefit greatly from more direct involvement from people.

Which cause(s) did you do unpaid voluntary work for in 2024? (People who had volunteered, n = 200)



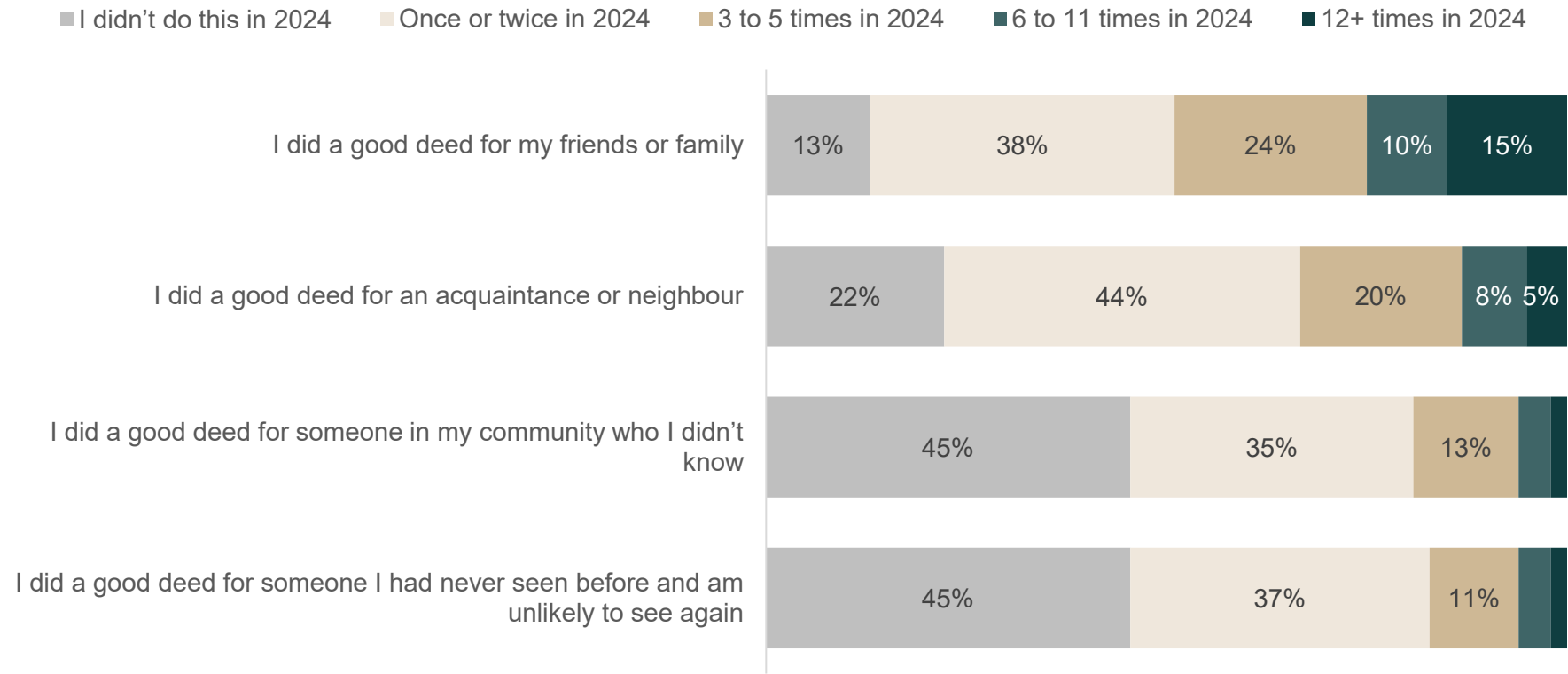
How helpful people are to others.

While about four out of 10 people did a good deed for friends or family members at least three times during the year, far fewer went beyond their closest circle.

Almost half of the sample stated that they had never done a good deed for someone unknown in their community or met by chance. This suggests a certain reluctance or perhaps disregard for those who are ‘other’ than ourselves: a symptom, of a society that is increasingly individualistic, or in any case less accustomed to acting for the collective good without a direct connection.

This dynamic raises important questions about the sense of community and the type of civic and social education that is transmitted: is it possible to stimulate a culture of solidarity that is not limited only to one's own social circle?

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 = 1,025)





04 PERCEPTIONS OF CIVIL SOCIETY

How much the public trusts charities.

Data shows a lack of trust of the Italian public towards charities, particularly those with an international reach.

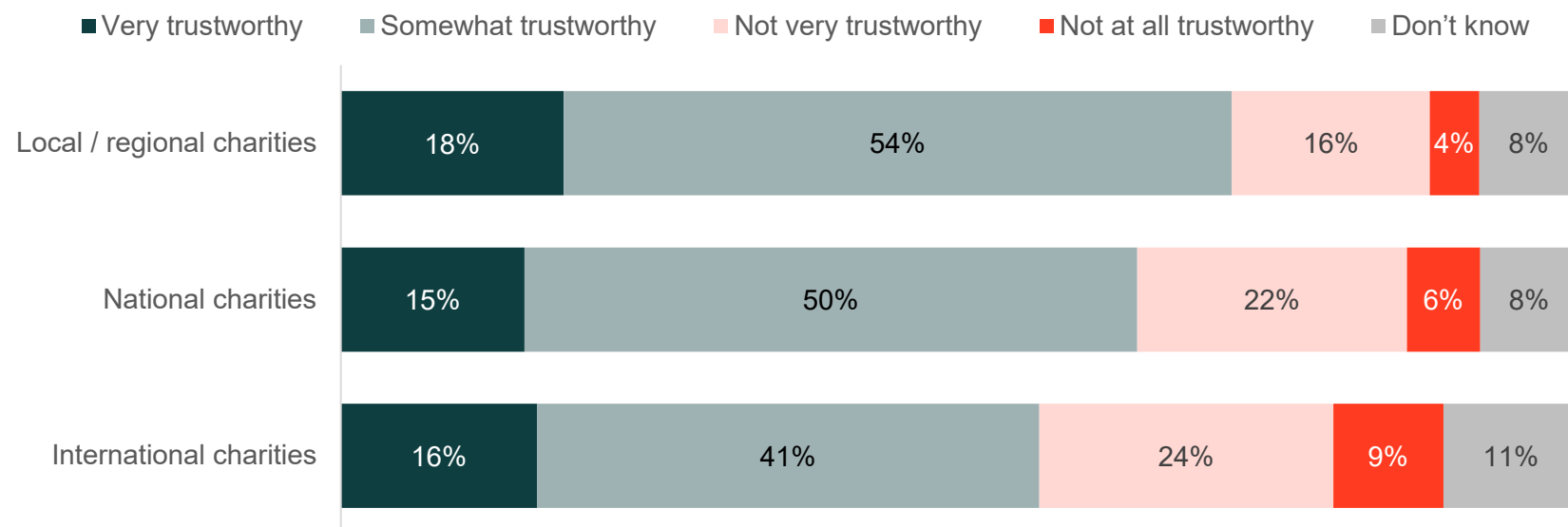
This distrust grows as the organisations' scope of action widens: local/regional organisations are more trusted than national and international ones.

This trend suggests that geographical proximity plays an important role in the perception of trustworthiness.

Italians seem to feel closer to, and, therefore, more trusting of, organisations operating in their territory.

International organisations, on the contrary, appear more distant, perhaps perceived as less transparent.

How trustworthy do you tend to find each of these types of charities? (All, n = 1,025)



Overall, the public in Italy gave a score of 7.8/15 for how much they trust charities. This compares to a continental average of 8.09 and a global average of 9.22.

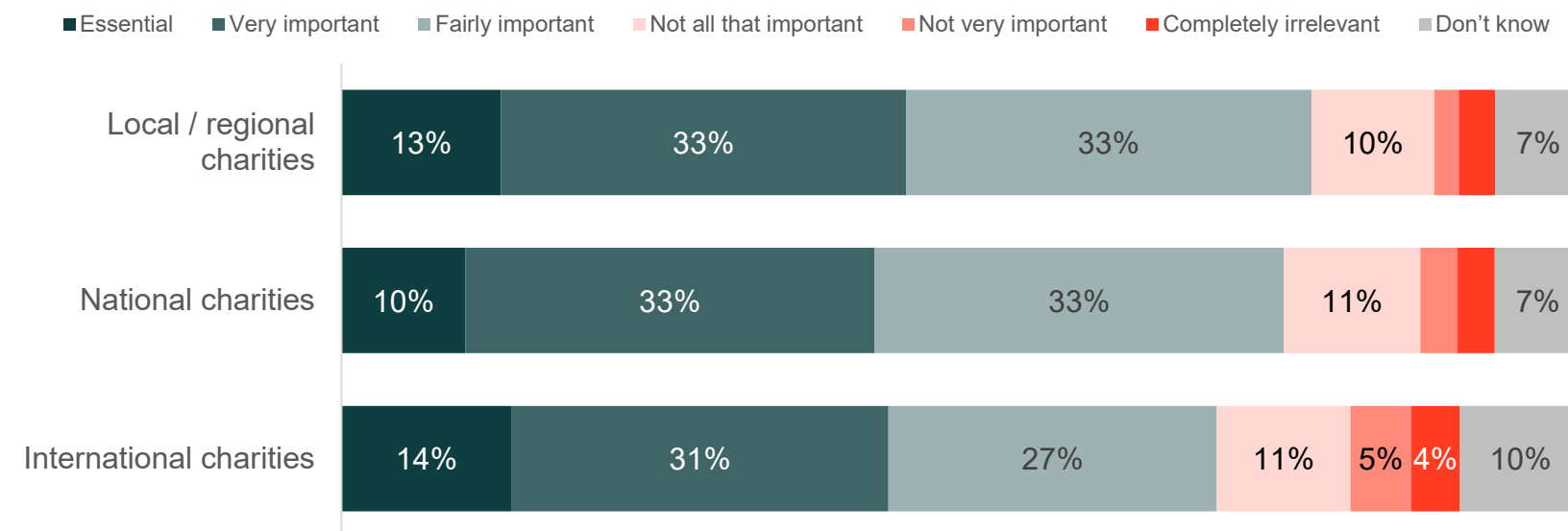
The perceived importance of charities to society.

A large majority of respondents consider all types of charity to be at least fairly important.

Similar to trust levels, the perceived importance of charities decreases with physical distance.

The perception of international charities is somewhat polarised, reflecting a recognition by some people of their global role, while being perceived with distrust by others.

How important, in general, do you believe these different types of charities are to your country's society? (All, n = 1,025)



Overall, the public in Italy gave a score of 9.8/15 for how much they value charities. This compares to a continental average of 10.16 and a global average of 10.98.

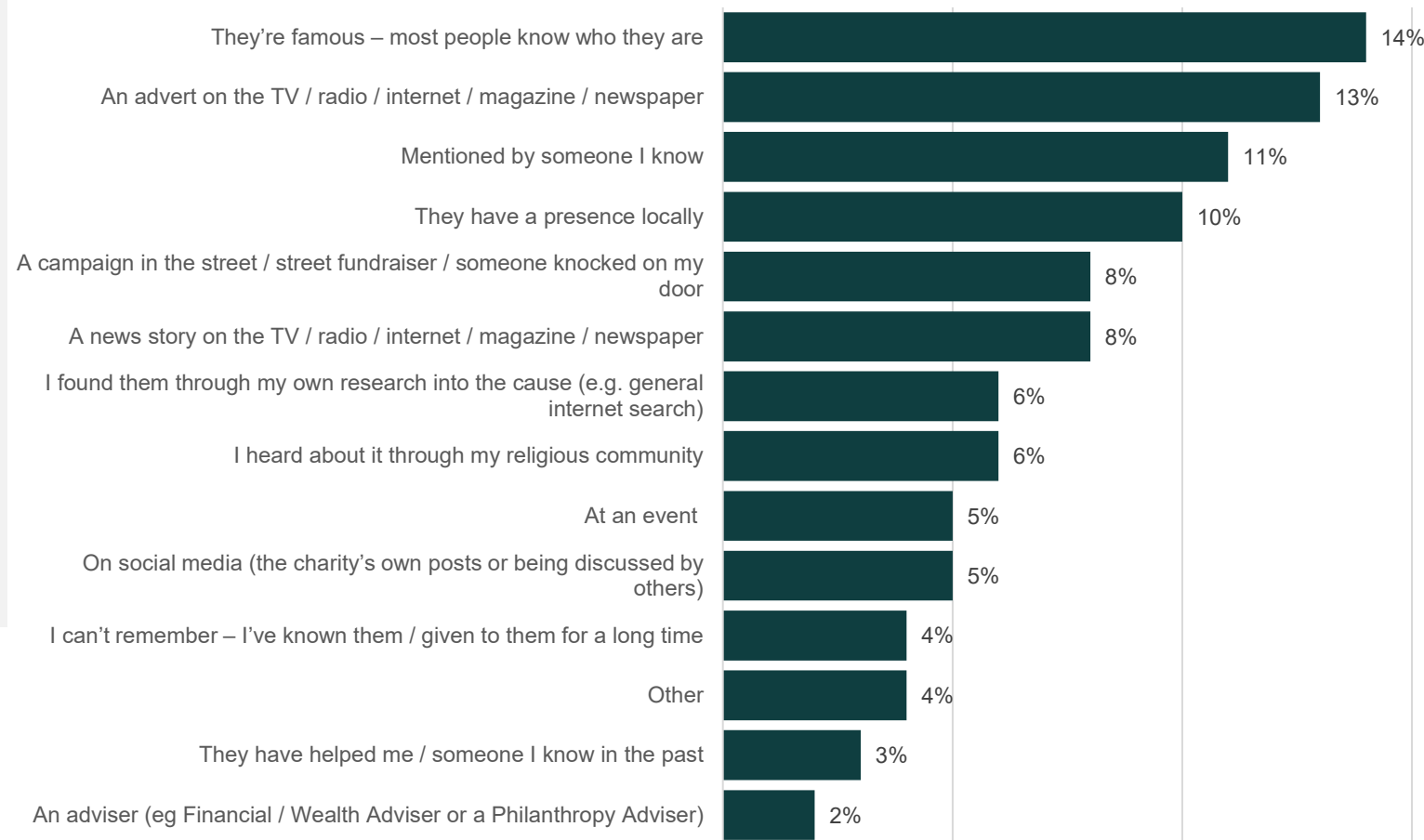
How people discover charities.

Data clearly reveals that brand awareness and traditional communication play a key role in how people discover charities, suggesting how crucial public reputation and recognition are when it comes to attracting donations.

There is also confirmation of the continuing effectiveness of conventional media despite the rise of digital.

The weight of personal social networks is also interesting because highlights the importance of word-of-mouth and a local presence: elements that nurture trust and a sense of proximity.

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 = 496)



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. They're famous – most people know who they are (14%)
2. On social media (13%)
3. A news story on the TV / radio / internet / magazine / newspaper (10%)

Overall influence of government on charities.

Results reveal a widespread attitude of scepticism and disillusionment, with a clear predominance of neutral or critical positions over positive evaluations.

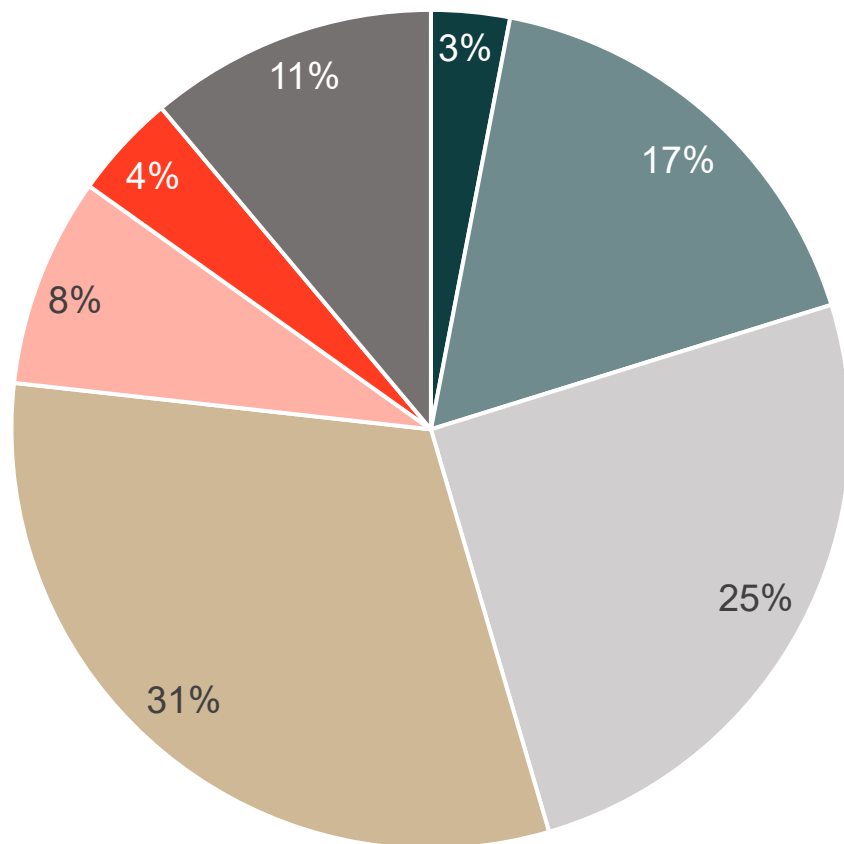
Favourable evaluations are significantly lower than the global and continental average.

This indicates a perceived lack of effectiveness of the Italian Government in supporting the philanthropic sector, or even its systemic irrelevance.

Three in ten respondents emphasise governmental passivity, reflecting a lack of clear or visible public policies to support charities.

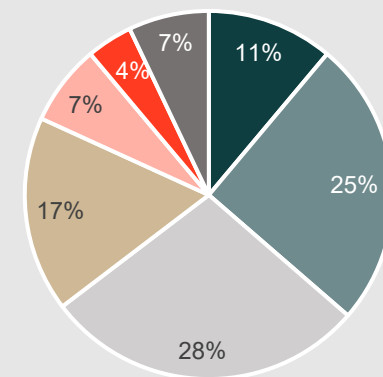
While fully negative perceptions are less widespread than the European average, they remain a warning sign.

Overall, do you think the Government is a positive or negative influence on the charity sector? (All, n = 1,025)

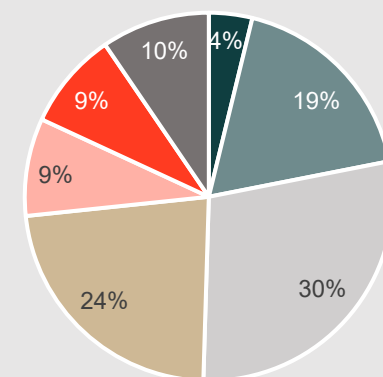


- Very positive
- Positive
- Neutral – they do some good things and some bad things
- Neutral – they don't do anything either way
- Negative
- Very negative
- Don't know

Global average



Continent average



Specific opinions on the role of government.

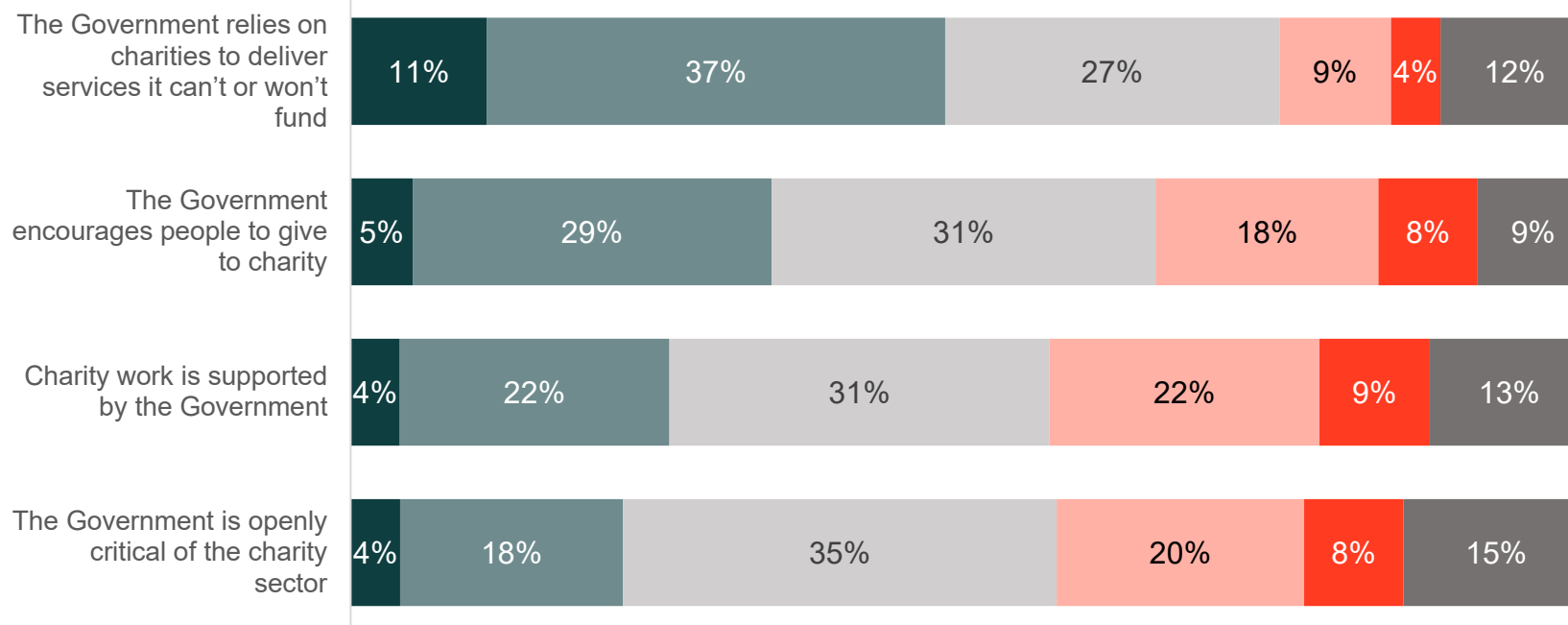
Data confirms the existence of a weak and somewhat controversial relationship between the Government and charities.

Charities are perceived by some as substitutes for the Government rather than supported and valued partners.

The low trust in public action and the high degree of neutrality or disagreement with pro-government statements indicate an urgent need to redefine the role of institutions in supporting the third sector, both in terms of direct funding and in promoting a culture of giving.

Do you agree or disagree with the following statements about the Government's involvement in the charity sector? (All, n = 1,025)

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



The future of Giving in Italy

In Italy, the culture of giving is undergoing a profound transformation.

What was once primarily seen as an act of charity — often occasional and triggered by exceptional circumstances — is now evolving into a more conscious, informed, and personally engaged practice.

More and more Italians are seeking transparency: they want to understand how their contributions are used, what impact they generate, and how they can truly help bring about meaningful change.

Giving is no longer just about offering support; it's about becoming an active participant in driving social progress.

Despite challenging times and the near absence of policies that encourage philanthropy, **giving in Italy is evolving.**

Much remains to be done, and it is up to all of us to help make giving not the exception — but the norm.



THANK YOU

www.worldgivingreport.org

Charities Aid Foundation registered charity number 268369

