

WORLD GIVING REPORT

GIVING IN GREECE

2025

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An aerial photograph of a large crowd of people participating in a marathon or triathlon. The participants are spread across a wide asphalt road and a grassy area. Many are wearing colorful athletic gear. A red banner with white text is overlaid on the left side of the image.

01 INTRODUCTION

Welcome

This report reveals public attitudes and behaviours in Greece towards giving and charity. It is the result of our partnership with the Charities Aid Foundation (CAF), and part of the World Giving Report 2025 (WGR).

The WGR represents a global collaboration between CAF, HIGGS, and more than 20 civil society partners to survey over 55,000 people across 101 countries. It enables us to understand Greece's giving landscape in more detail, and to compare our context with international trends.

In Greece, we observe that generosity often takes informal forms — through direct giving and personal support — while formal giving to charities remains limited. Trust in charities is lower than the global average, and most people say they would give more if they better understood how their donations are used.

At HIGGS, we work to strengthen the non-profit sector by offering capacity-building, access to funding, and strategic guidance. This report reinforces the need to increase transparency, build trust, and promote structured giving, so that philanthropy in Greece can reach its full potential and better support social transformation.



Sotiris Petropoulos
Cofounder, HIGGS

"This report underlines the need to build trust and transparency in Greece's philanthropic landscape."

About us

HIGGS |Higher Incubator Giving Growth & Sustainability|

HIGGS is based in Athens, Greece, founded in 2016 with the vision to strengthen Civil Society in the country through education, capacity-building, and collaboration.

HIGGS core mission is to support charities and social enterprises in becoming more effective, sustainable, and impactful in their missions. We believe that social change is driven by empowered organisations that have access to knowledge, resources, and strategic partnerships.

We deliver accelerator and incubator programmes, offer expert mentoring, and facilitate access to funding and partnerships. HIGGS also promotes a culture of philanthropy, civic participation, and collaboration between the non-profit, public, and private sectors.

Since its founding, HIGGS has supported more than 245 organisations across Greece, helping them grow their capacity, strengthen their voice, and increase their social impact. Through research, innovation, and advocacy, we aim to contribute to a more inclusive and resilient society.

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





02 THE GLOBAL CONTEXT

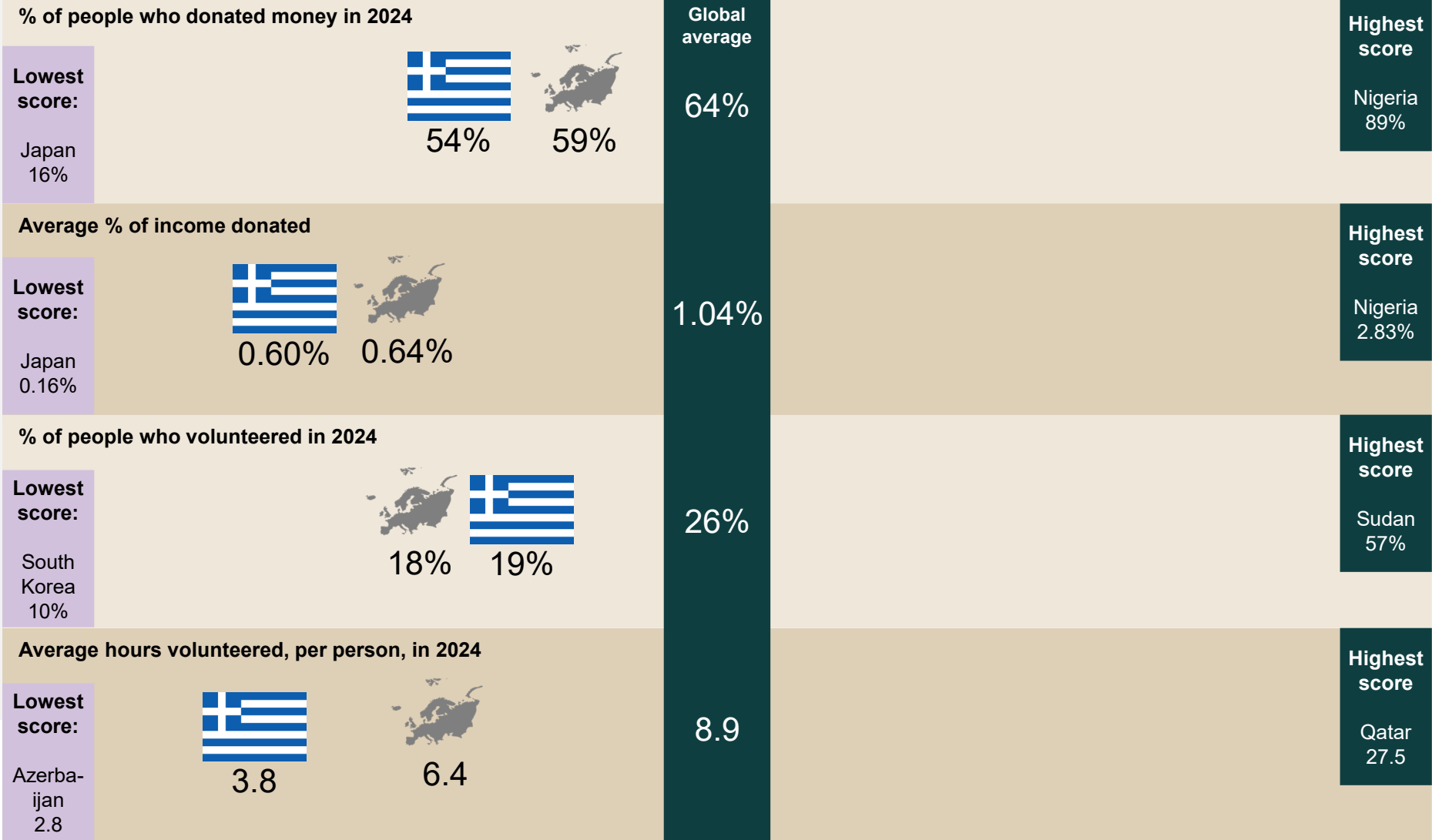
Giving money and giving time: Worldwide and within the continent.

Greeks are found to donate less than the global or the European average, a result consistent with the lack of trust in charities.

These low levels of trust, in combination with minimal tax incentives for giving, are likely to be dampening donations.

Greeks tend to be volunteering at around the same rate as the European average, but they devote fewer hours. This is likely due to the lack of a volunteering culture, but also of volunteering management systems on the part of Greek charities.

Across the different age groups those aged 18 to 24 tend to volunteer more, a trend that is also noted among the 55 to 64 age group.



Base: All (1,015)

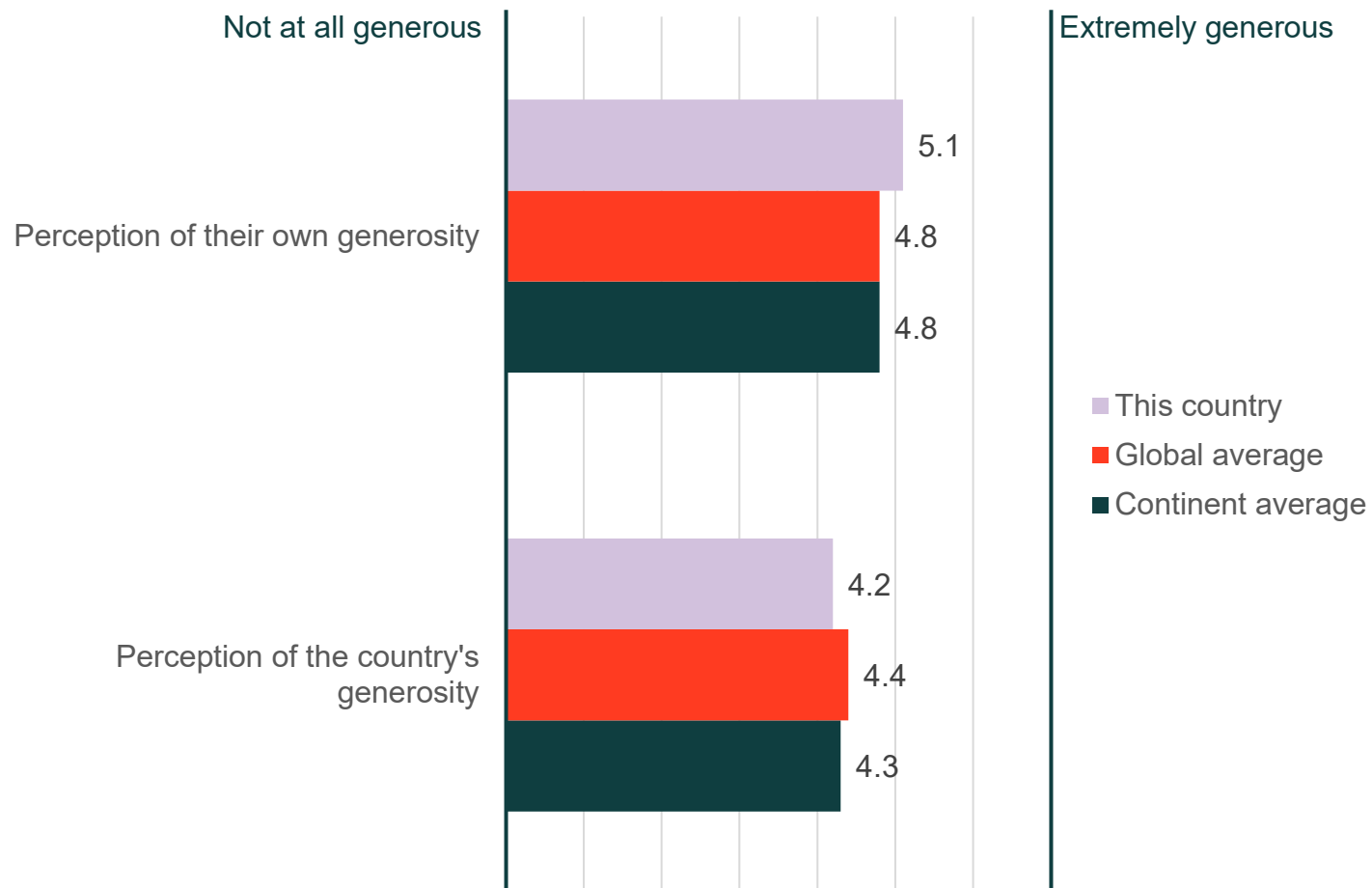
Perceptions of our own generosity.

There is a difference between the established perception of generosity and the reality, especially when compared with other countries' results.

Greeks tend to see themselves as rather generous people who are active in social causes — with women being far more sure of their own generosity.

The results reveal that when asked about generosity at the country level, Greeks see the wider country as a little less generous than themselves personally, and roughly in line with our positioning among other countries when it comes to the percentage of income that we tend to donate.

Younger people tend to rate Greece's generosity lower than other age groups.



Greece ranks 73rd out of 101 countries for how generous we think we are.

We are 82nd in terms of the proportion of income we donate.

An aerial photograph of an outdoor basketball court. A large group of people, all wearing blue t-shirts, are arranged on the court to form a large heart shape. The court has a red key and a yellow three-point arc. Two white tents are set up on the left and right sides of the court. A row of white chairs is lined up along the top edge of the court. The surrounding area is grassy.

03 ASPECTS OF GENEROSITY

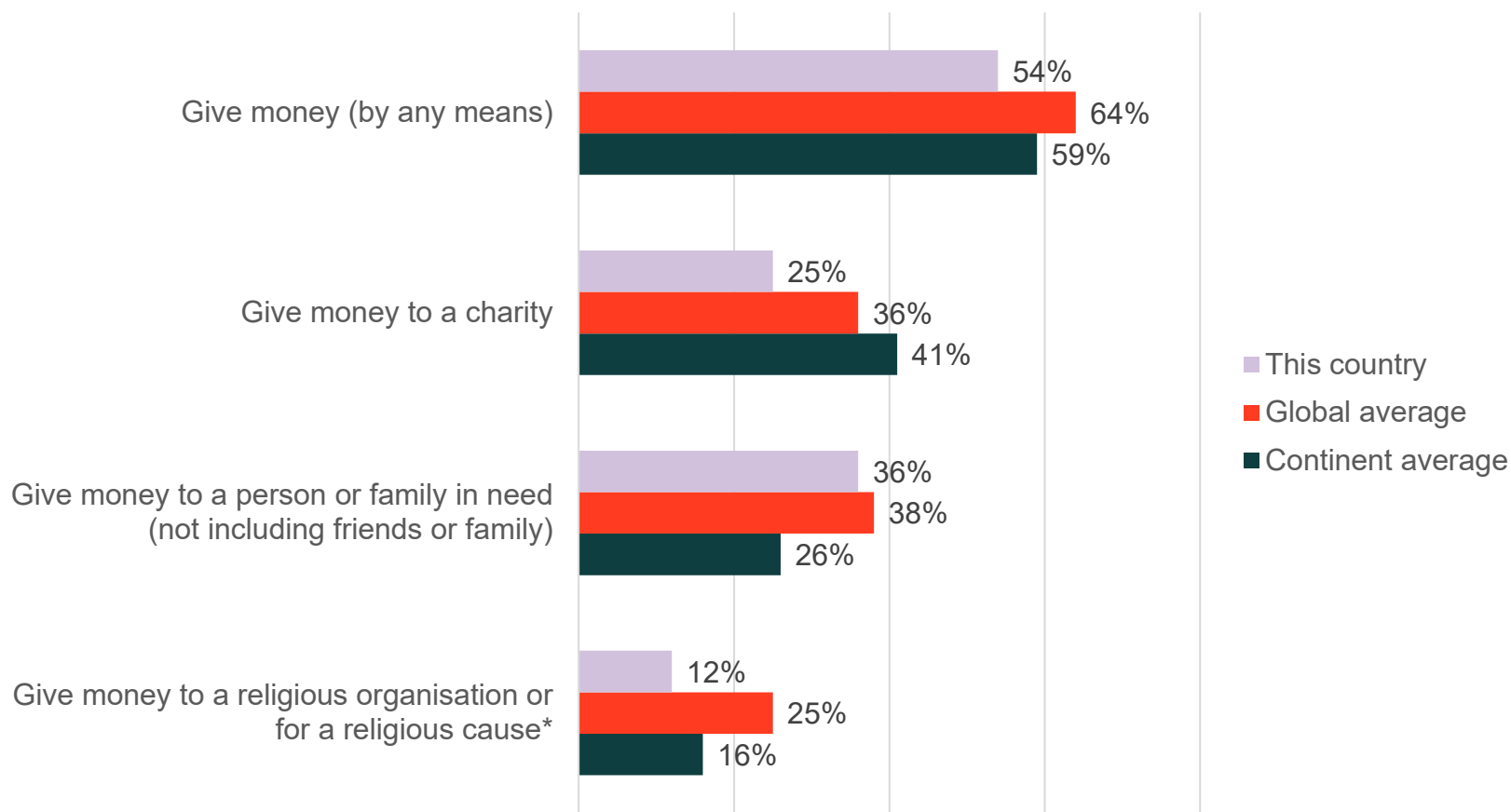
The proportion of people who give money in different ways.

Distrust over charities' work has likely led to lower levels of donating to such organisations. In particular, charities are not performing well with young people (18- to 24-year-olds).

Overall, Greeks are slightly more likely to donate to people and families in need compared to the European average, highlighting a culture of strong community ties.

On the other hand, contrary to general national beliefs, they are far less likely to support religious causes, although this is less so for older people — who do tend to give more to initiatives that are connected to religion.

Q: During 2024, did you do any of the following? (All, n = 1,015)



*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.

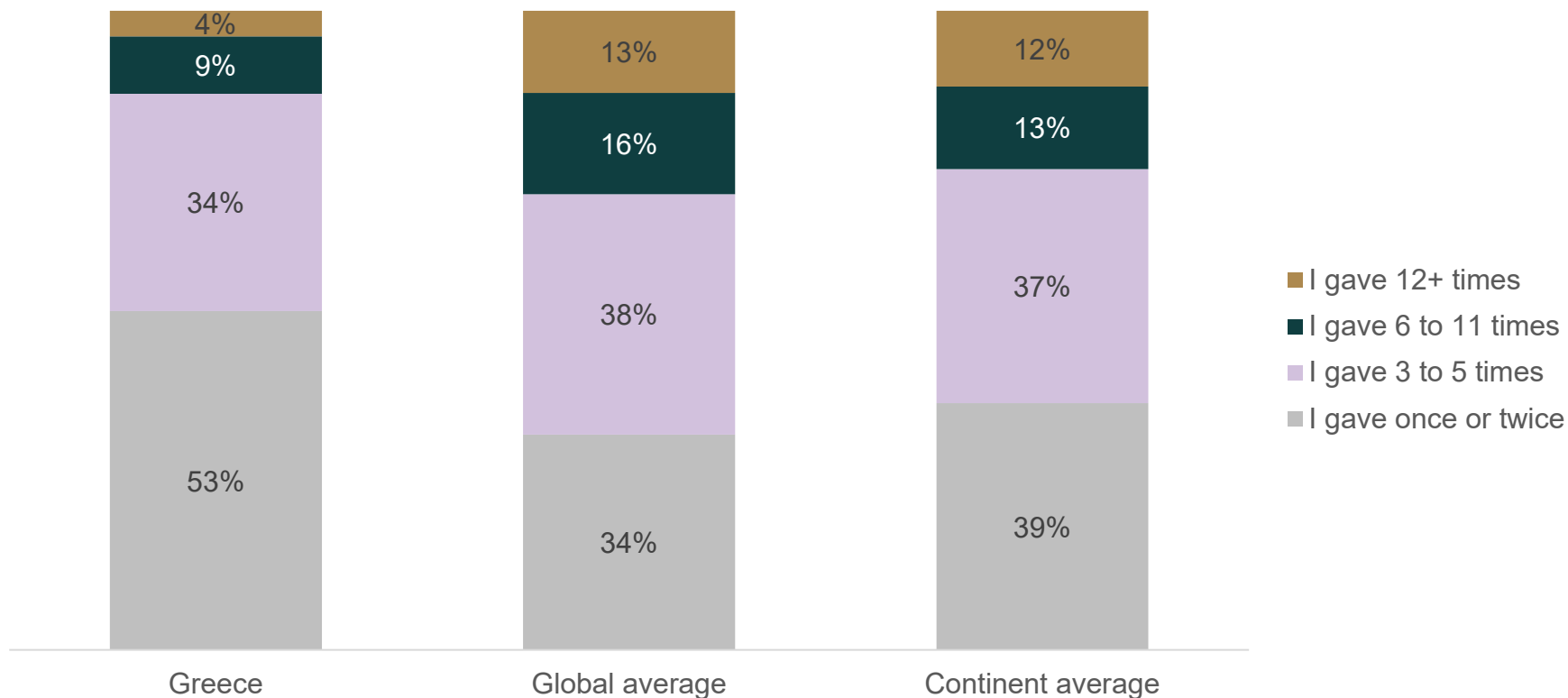
Compared to global and continental averages, Greeks tend to be less consistent with donating.

The majority of people gave just once or twice in 2024, and only a very low percentage (4%) gives more than 12 times.

Older people tend to give more frequently than other age groups.

These results could be attributed to the lack of a giving culture, as well as the absence of regular giving systems employed by the majority of charities.

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 = 549)



Share of donations.

More than 50% of the value of donations was given directly to people and families in need.

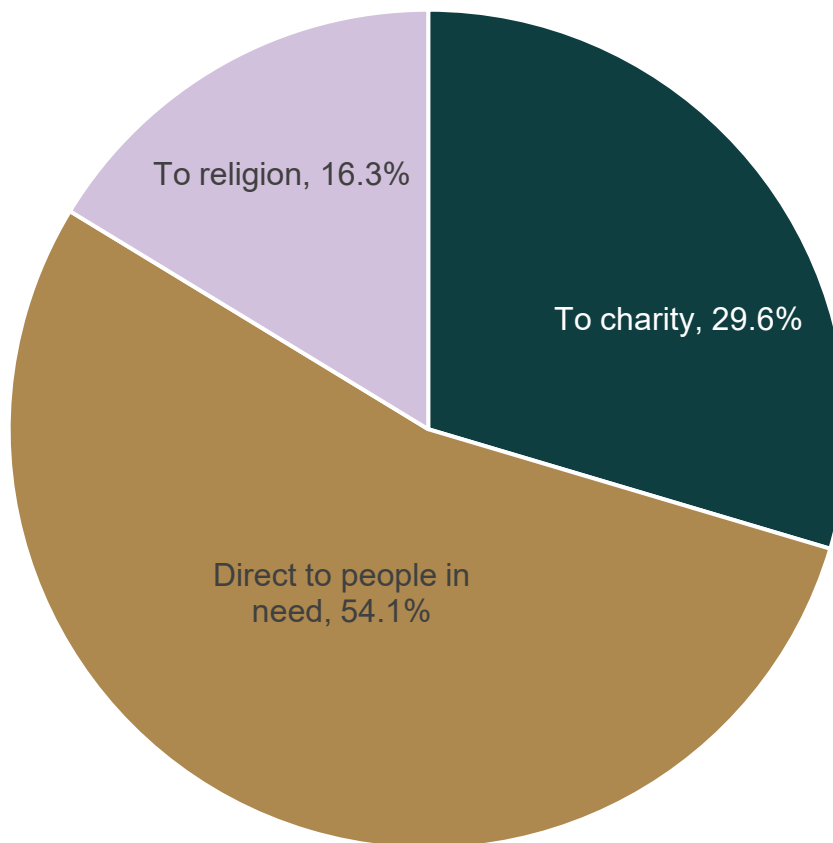
This approach signals a less structured model of giving and highlights the importance of personal connections/ties with what people are more open to supporting.

Giving through charities is ranked second, but it is well below the global — and especially the European — average.

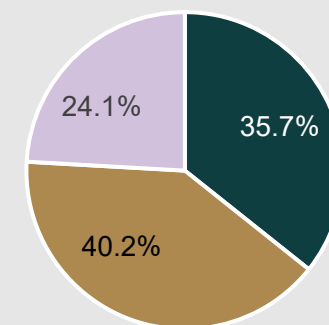
Giving through religious routes gathers far less funding than in other areas of the world.

Nevertheless, people around the periphery of Greece tend to be more connected to religious affairs than the average.

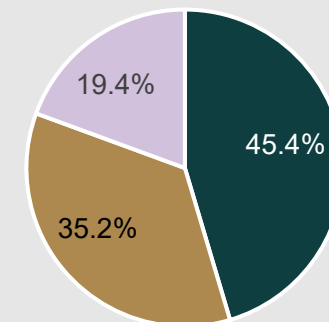
The share of the value of all donations made in 2024, across the three different routes. *(People who had given money, n = 549)*



Global average



Continent average



Donations as a proportion of income.

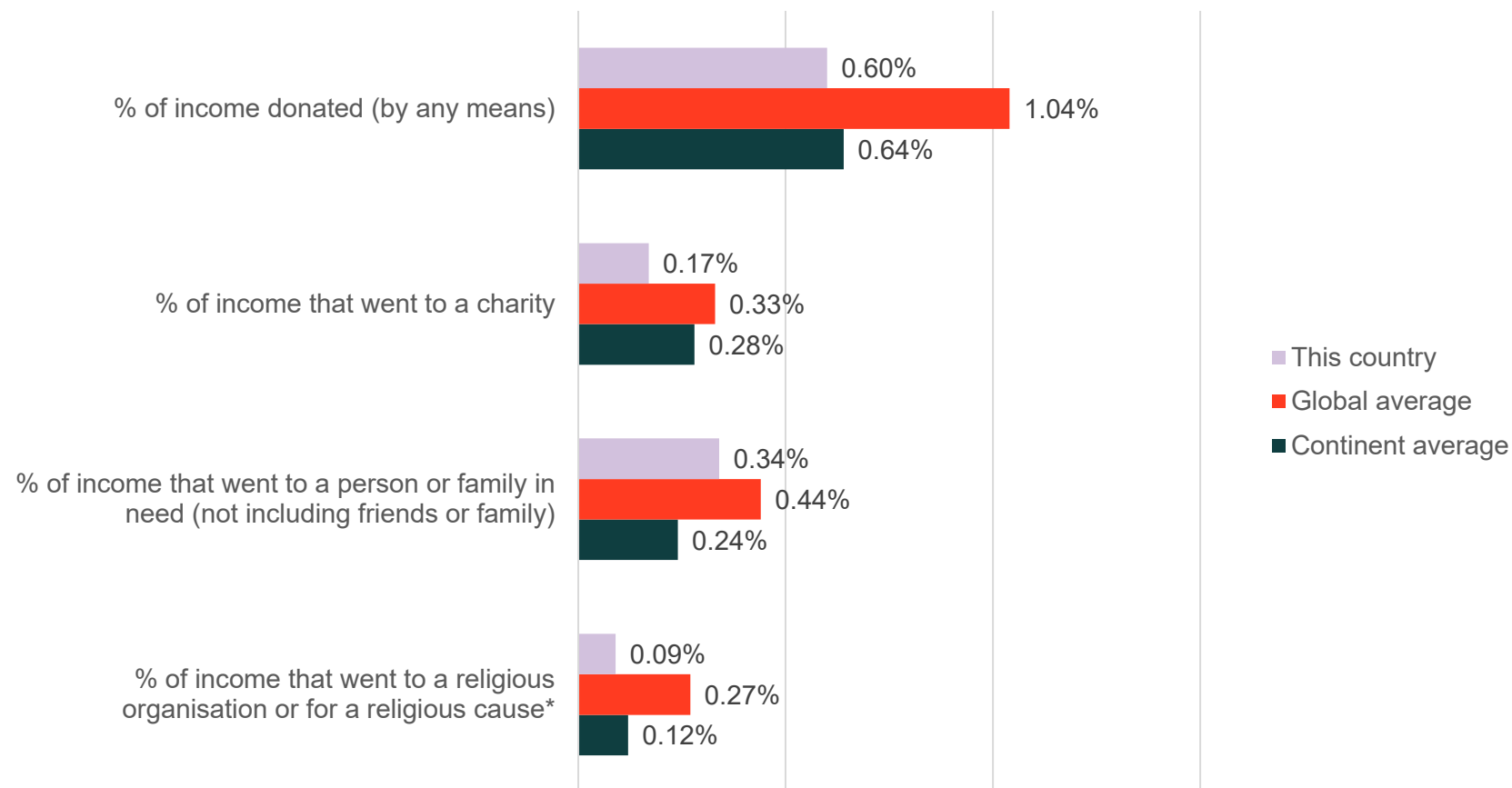
In terms of income, Greeks tend to be less generous, donating on average around 0.6% of their total during 2024 — well below the global average, including countries with lower income levels overall.

The low levels of trust and connection to charities are reflected in the low percentage of income being donated through them.

Individuals and families in need received the largest share of donations — a significant difference between Greece and global/continental averages.

Overall, women tend to donate a larger proportion of their income across all donation types.

The average proportion of income people gave to each of the three donation routes, and overall. (All, including those donating zero, $n = 1,015$).



*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.

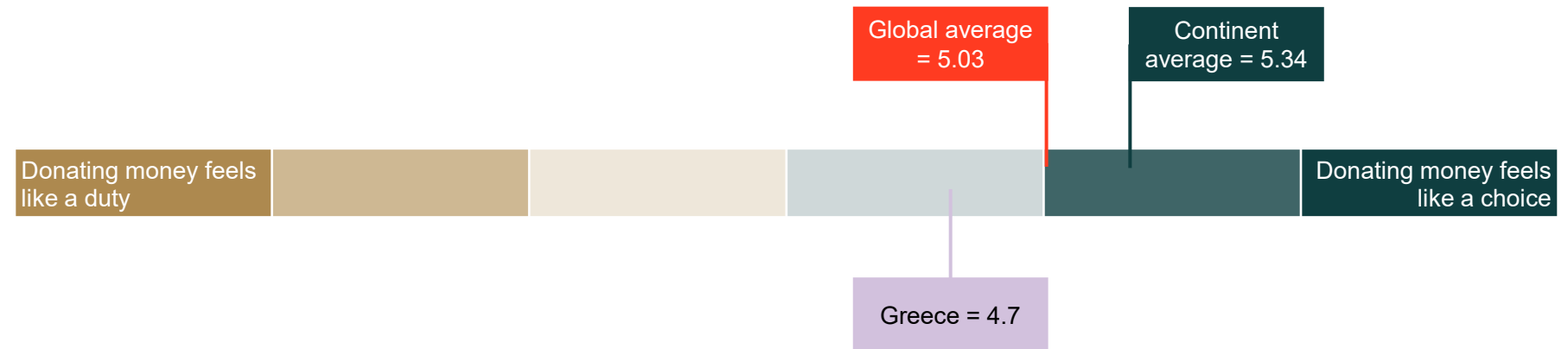
Overall, Greeks understand donating as a slightly more of a choice than a duty.

Nevertheless, when compared with global and continental averages, the dimension of giving as a duty is revealed as a factor in Greek society.

Younger people, as well as women generally, are the most likely to see donating as more of a choice than a duty.

Interestingly, those who choose to give more through the religious routes tend to score slightly lower in recognising the duty aspect of their giving practices.

The average score when people were asked how donating money feels.
(People who had given money, $n = 1,015$).



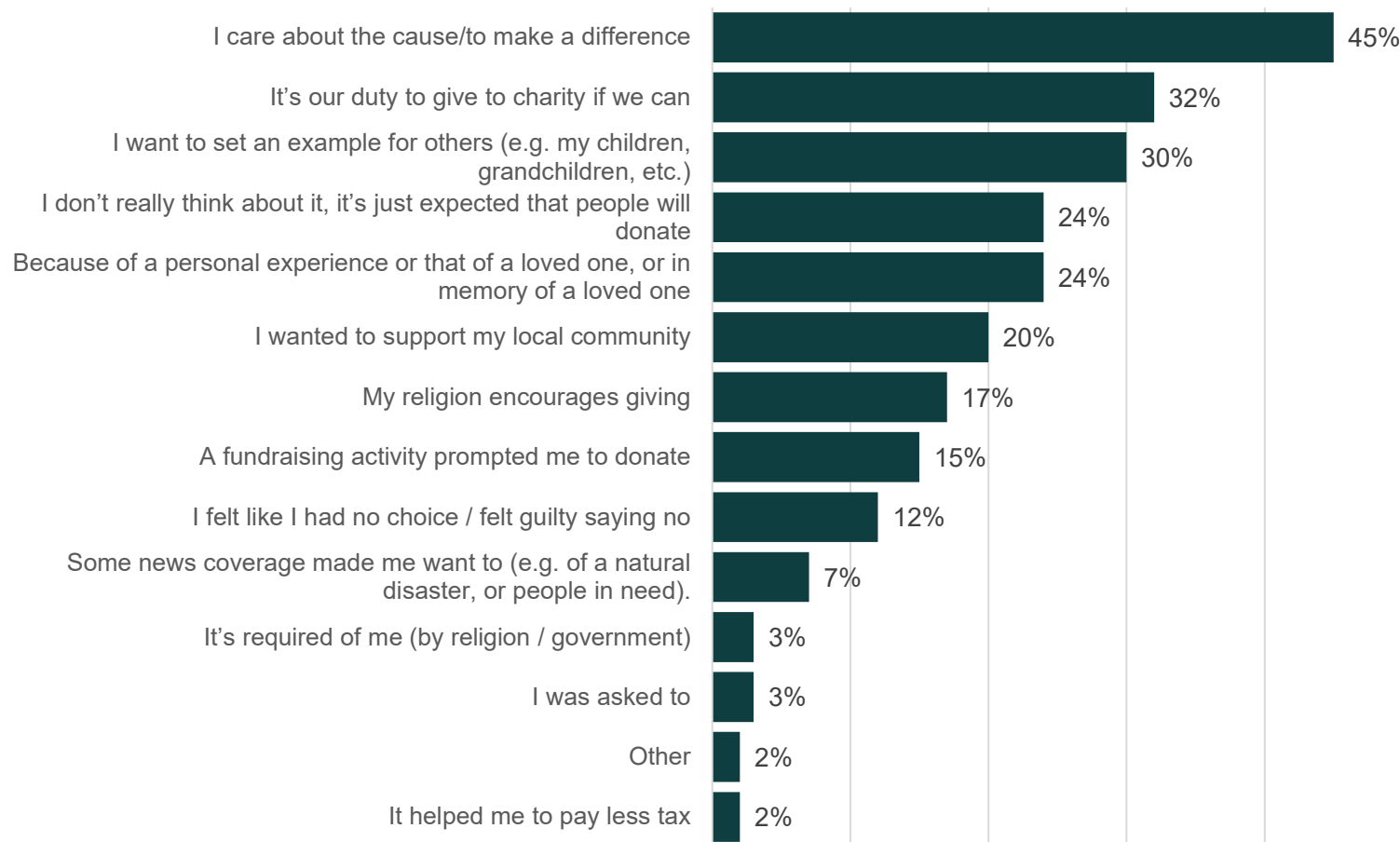
Reasons for giving money.

Donors' reasons for giving are similar to those reported from Europe more widely, and around the world.

However, Greeks tend to be much less connected to causes or to making a difference.

Interestingly, Greeks are less likely than average to be motivated to give due to religious reasons.

Which of the following, if any, are reasons that you gave away money in 2024?
(People who had given money, *n* = 1,015).



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%)

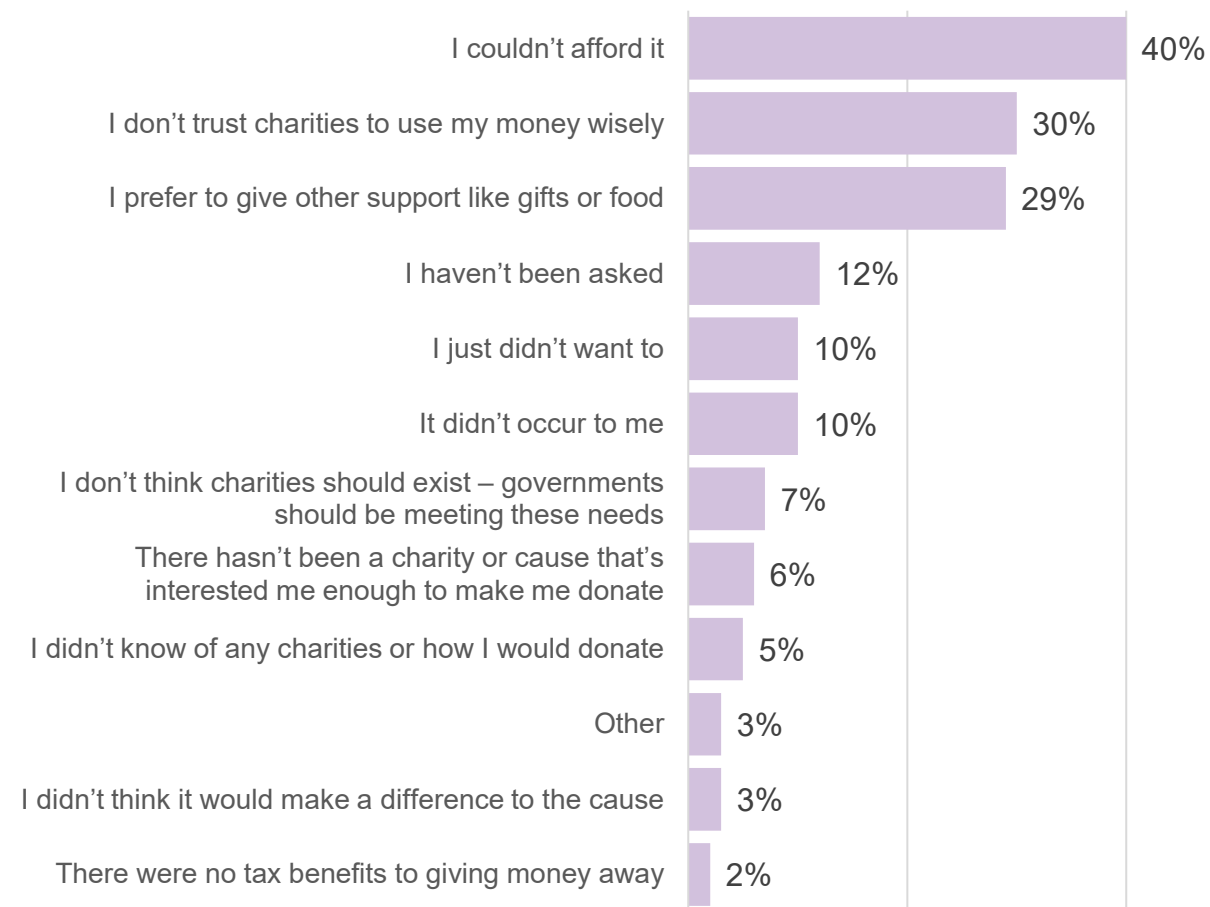
Reasons for not giving money.

Greeks highlighted that the main reason for not giving money is that they could not afford it — the top reason across both global and continental averages.

The issue of trust towards charities is the second most common reason. This is similar to Europe overall, although Greeks are less trusting of charities in general than other Europeans or global citizens.

A substantial minority of non-donors prefer to give in-kind donations, which might be considered a safer way to give if you do not trust the recipients.

What would you say are the main reasons that you did not give money away in 2024?
(People who had not given money, n = 1,015).



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?

Greeks seem to be willing to donate more if they have more money in their hands. This is especially important for female donors and older people.

Knowing more about how their money is spent is also a crucial factor in deciding to give more. This is consistent with the lack of trust and the low levels of engagement with charities. Interestingly, having volunteered does not decrease the emphasis on sharing more relevant information.

Impact has been growing as a requirement for enhancing donations, with women and older age groups placing more emphasis on it.

The top three reasons that would make the respondent likely to give more money, goods or time to charities in 2025. (All, $n = 1,015$)

55%

Having more money myself

49%

Knowing more about how my money would be spent

37%

Knowing more about the results and impact that a charity has

The causes people support through donating.

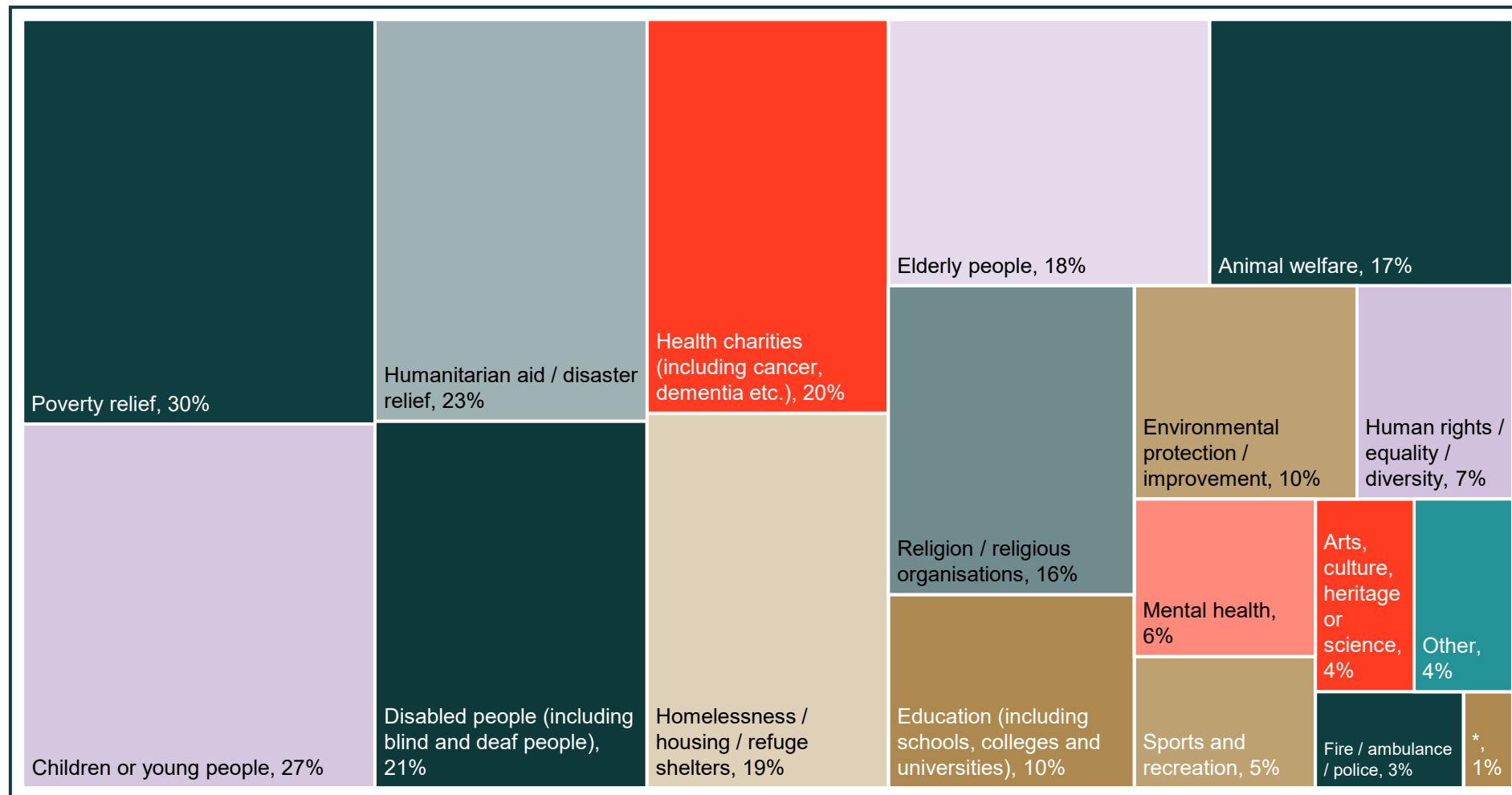
The survey revealed support of a wide number of causes, with poverty relief gathering the most interest at 30%, followed by support for children or young people at 27%.

Among those donating to humanitarian aid, 85% gave to crises within the country, while 42% gave to crises outside the country (meaning a number of people did both).

Elderly people's initiatives are gaining the support of the 55–64 age group more intensively than any other age group.

Interestingly, environmental protection, despite the big push on climate change issues, did not rank among the top five causes. It was not even the top cause among the 18–24 age group, which prioritised animal welfare above all other causes.

Which cause(s) did you give money to in 2024? (People who had given money, $n = 1,015$)



* Armed forces (including veterans)

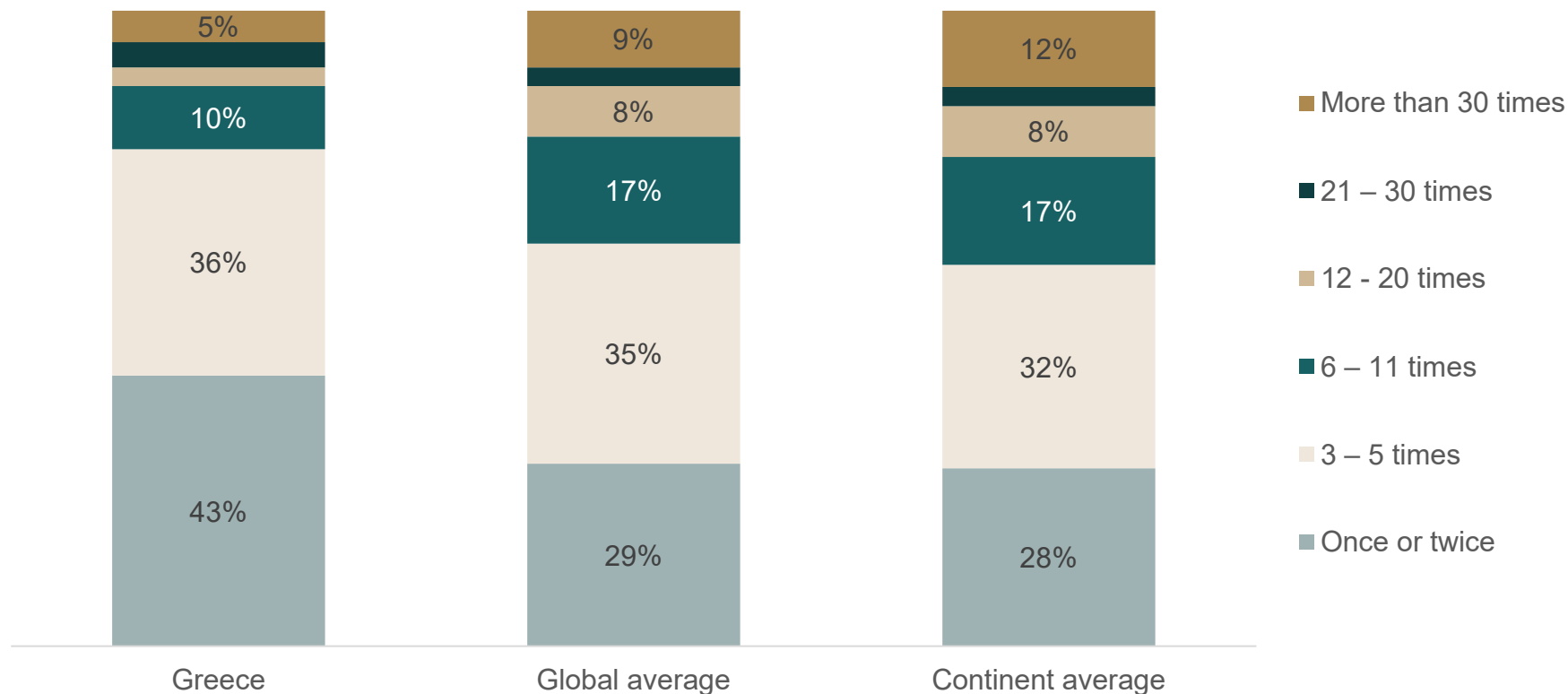
Frequency of volunteering, per person.

Similar to donation patterns, Greeks do not do voluntary work very often.

Greeks primarily volunteer once or twice per year, far below the global and continental averages.

This finding is also closely connected to the limited resources that charities have for volunteering management systems.

How often did you do unpaid, voluntary work in 2024 that benefitted people other than your family or friends? *(Those who volunteered, n = 188)*



Average time spent volunteering, per person.

Greeks are spending on average less than 4 hours a year volunteering which is less than half of the global average and less than 60% of the continental one.

Older people are providing more hours for volunteering activities, potentially due to having more free time than some other age groups.

3 hours **45** minutes

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

(All, n = 998) [nb – this is overall, so includes all those who did nothing within the average]

9 hours

Global average

6 hours **30** minutes

Continent average

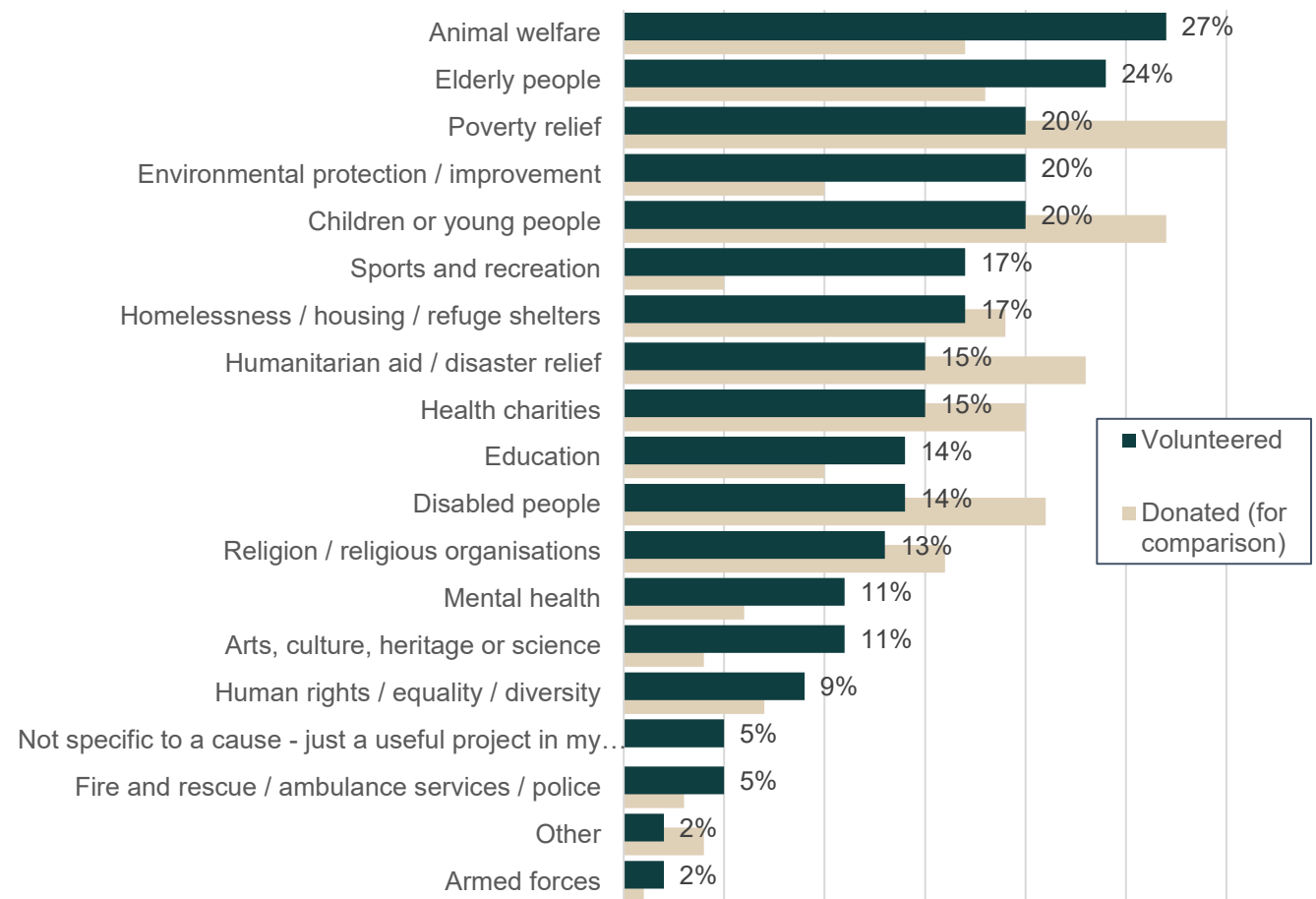
The causes people supported through volunteering.

Overall, where a cause has widespread financial support, it tends to also have widespread volunteering support.

Nevertheless, several causes receive significant financial support that does not translate into more voluntary work, highlighting the difficulties that many charities have in building on the positive stance of people towards their cause.

This situation is reversed when focusing on causes such as animal welfare, older people, fire and rescue, the arts and mental health, where there is stronger support among volunteers than donors. This may be connected to limited funding for such causes, as well as perhaps a deeper-felt connection for their supporters.

Which cause(s) did you do unpaid voluntary work for in 2024? (People who had volunteered, n = 188)



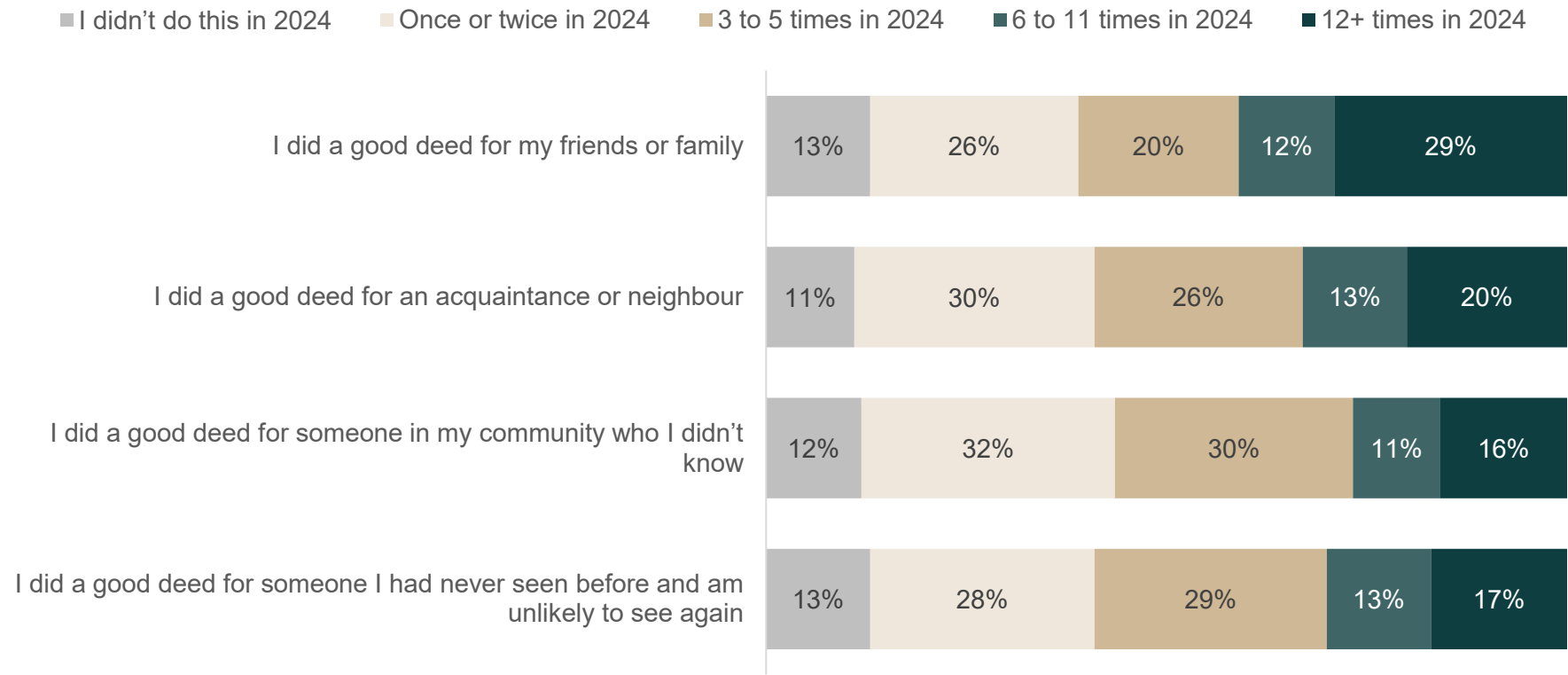
How helpful people are to others.

The survey highlighted the fact that Greeks more consistently support people they are connected with.

For example, 41% of respondents mentioned that they had supported many times (6 or more) during 2024 either friends/relatives or people they know to a certain extent.

People were much less likely to help people in their community that they do not know (27%) or that they have never seen before (30%).

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 = 1,015)





04 PERCEPTIONS OF CIVIL SOCIETY

How much the public trusts charities.

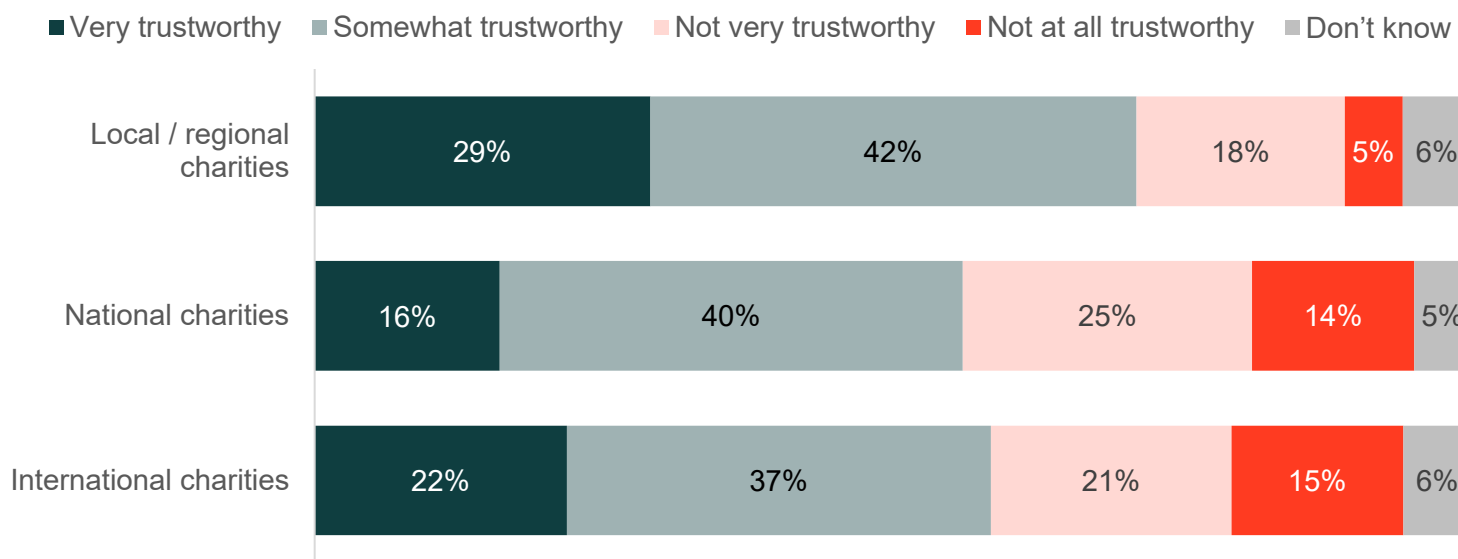
Overall, Greeks tend to be less trusting of charities, scoring well below both the continental and global averages.

Trust is highest for organisations working at the local or regional level, where people are likely to have closer interactions with those organisations and see their work around their communities. This is further supported by the fact that having volunteered is linked to higher trust of charities at the local level.

Women are more trusting of all types of charities than men are, although the difference is smallest for national charities.

In general, younger generations tend to trust charities more, while those aged 55 to 64 are the most sceptical of all the age groups.

How trustworthy do you tend to find each of these types of charities? (All, n = 1,015)



Overall, the public in Greece 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.

Greeks tend to see charities as important, although at slightly lower rates than elsewhere in the world.

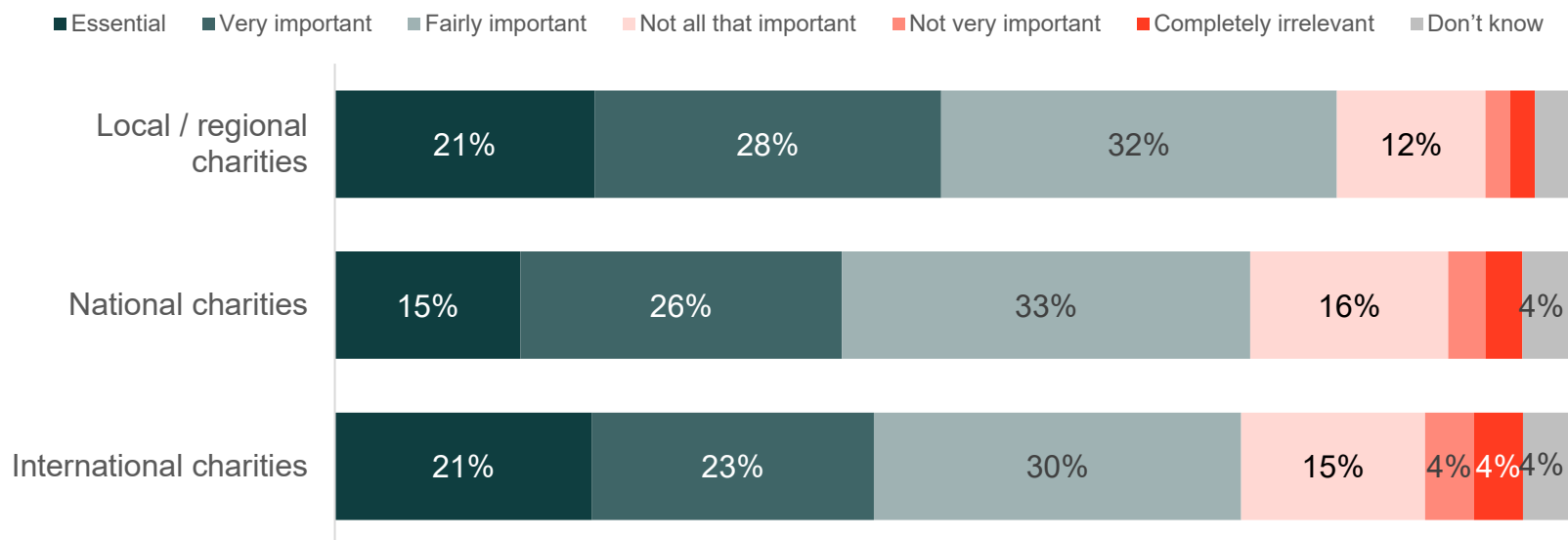
Again, local charities, benefiting from a more direct connection with local communities, enjoy higher levels of recognition for their importance.

Women tend to see more value in charities than men, particularly international charities.

In all categories the 35 to 44 age group is the least positive regarding the importance of charities

Volunteering's positive effect is mainly highlighted in local charities.

How important, in general, do you believe these different types of charities are to your country's society? (All, n = 1,015)



Overall, the public in Greece gave a score of 9.9/15 for how much they value charities. This compares to a continental average of 10.16 and a global average of 10.98.

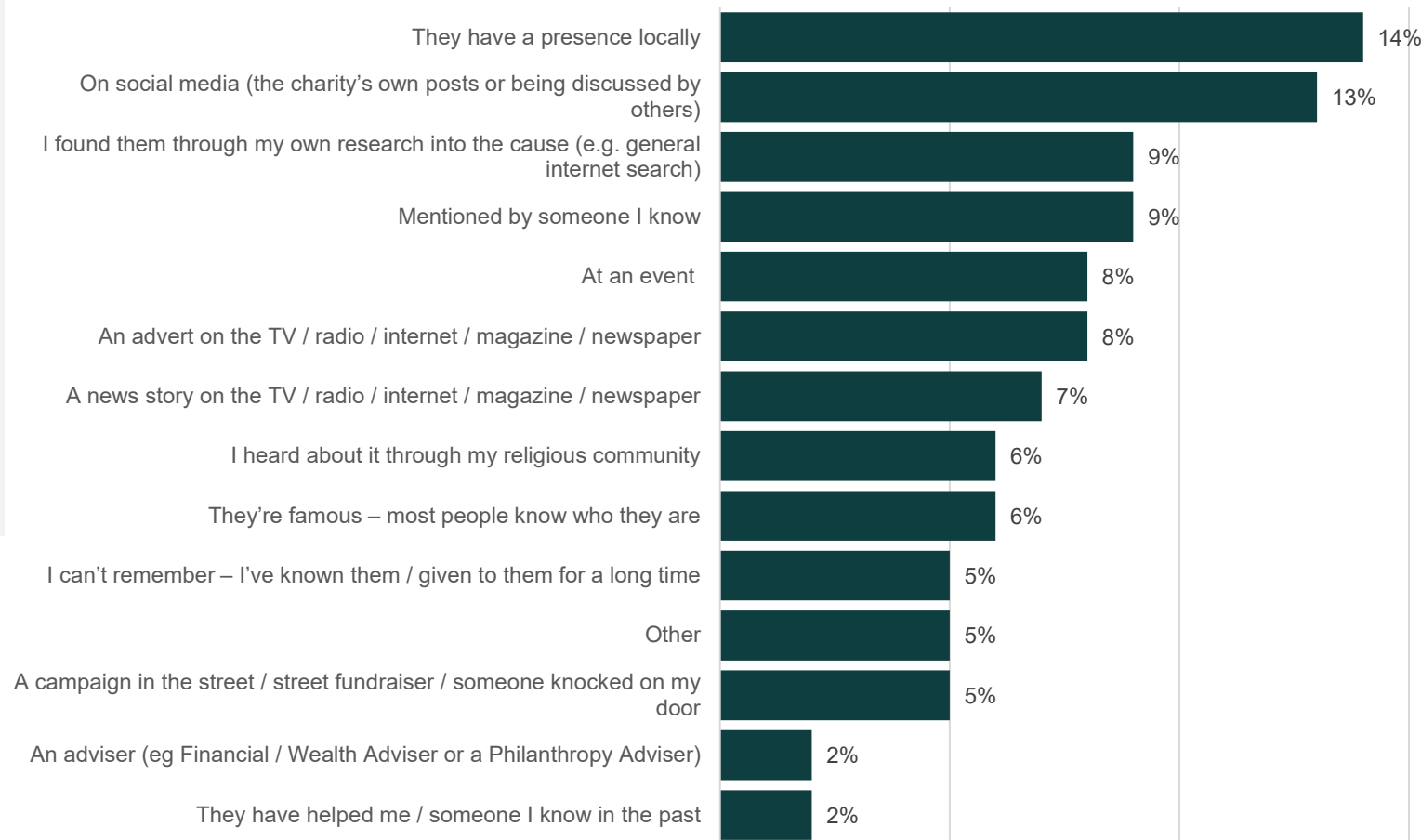
How people discover charities.

Having a local presence is confirmed as the top channel for knowing a charity.

This result is consistent with the global-level averages but not the continental ones, potentially highlighting more active marketing ecosystems in Europe than elsewhere.

Likewise, networks and personal research have a stronger positive effect than advertisement and publicity.

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 = 1,015)



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%)

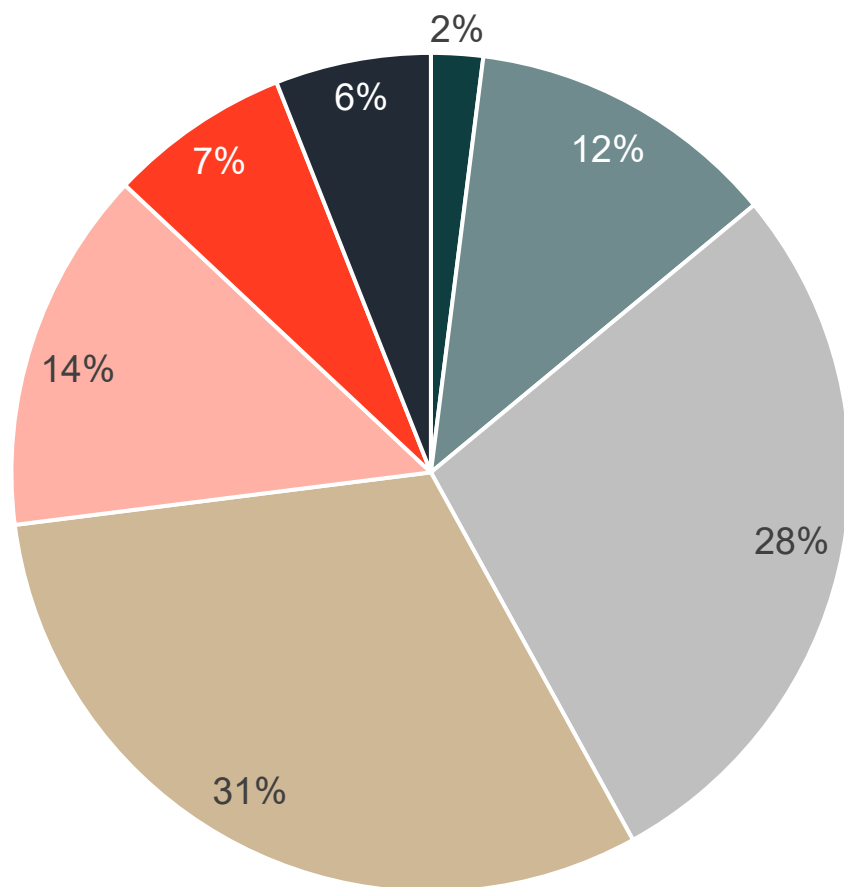
Overall influence of government on charities.

In Greece, the perception of governmental influence over charities is seen as mainly neutral.

Overall, there are significant differences with the global and continental data. For example, just 14% see a positive influence in Greece, as opposed to 23% in Europe.

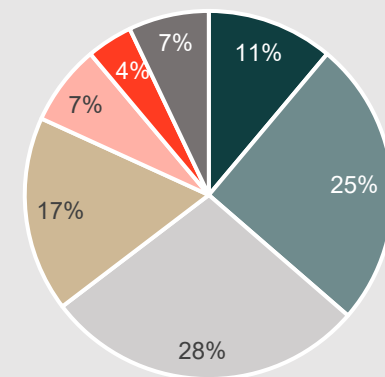
Women are more neutral in their assessment of the Government's position towards charities.

Overall, do you think the Government is a positive or negative influence on the charity sector? (All, n = 1,015)

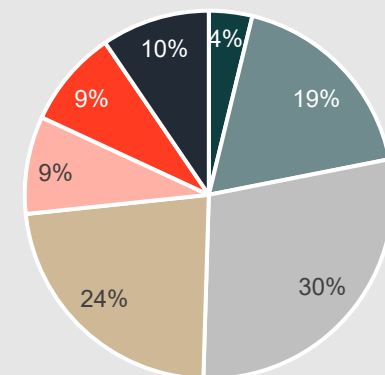


- Very positive
- Positive
- Neutral – they do some good things and some bad things
- Neutral – they don't do anything either way
- Negative
- Very negative
- Don't know

Global average



Continent average



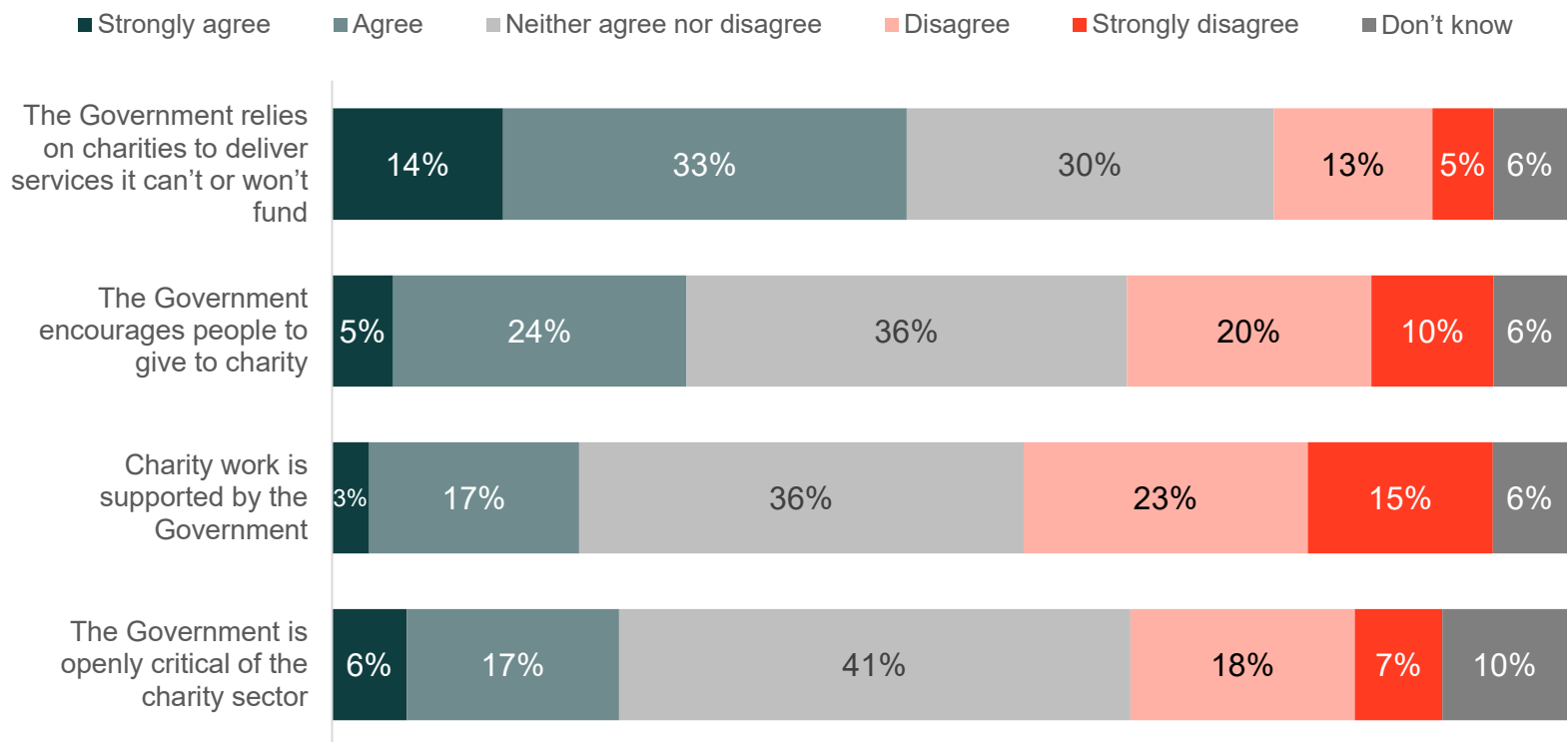
Specific opinions on the role of government.

Almost half (47%) of Greeks acknowledge that the Government relies on charities as service providers. However, they do not see efforts to enhance support to charities.

25% of respondents noted that the Government is openly critical of charities.

This is well connected to the 38% of Greeks pointing out that the government is not supporting charities.

Do you agree or disagree with the following statements about the Government's involvement in the charity sector? (All, n = 1,015)



THANK YOU

www.worldgivingreport.org

Charities Aid Foundation registered charity number 268369

