

WORLD GIVING REPORT

# GIVING IN BULGARIA

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

We are proud to share Bulgaria's participation in the World Giving Report 2025 — the new, expanded form of CAF's World Giving Index, which since 2009 has presented an annual picture of generosity around the world.

The [World Giving Report](#) 2025 (WGR) is the result of a global collaboration between the Charities Aid Foundation (CAF) in the UK, BCause Foundation in Bulgaria and dozens of other leading organisations around the world, working for the public good. Data was collected from more than 55,000 people in 101 countries.

The survey, the results of which we present in this report, examines giving behaviour in Bulgaria during 2024. It puts Bulgaria 61st in generosity out of 101 countries in the ranking. But more importantly, it allows us to understand in greater depth the philanthropic picture in our country, as well as to compare ourselves with international trends. From experience, we have seen that data helps us understand processes and has the power to inspire policies, provoke civic initiatives and contribute to building a culture of giving — part of our mission over the past 30 years.

The World Giving Report 2025 indicates that the attitudes and behaviors related to giving in Bulgaria are consistent with those observed in other European countries. It shows that Bulgarians have a tendency to underestimate their propensity for generosity, and while trust in charities is relatively high, more transparency, accountability, and information about the results of campaigns would strengthen the position of the sector.

We believe that the results of this study will provoke sincere conversations and inspire new initiatives for the benefit of society.



**Elitsa Barakova**  
Executive Director,  
BCause Foundation

**“The first World Giving Report presents us with a treasure of data that will challenge and inspire philanthropists and civil society organisations in Bulgaria as well as the world.”**

# About us

## BCause Foundation

BCause Foundation is a leading Bulgarian organisation with nearly 30 years of experience in developing philanthropy and social investment.

We help people and companies support causes they care about through secure and easy ways to give — whether it's money, time, or skills. Our platforms for workplace giving, online donations, DMS campaigns, and volunteering connect donors with trusted and effective organisations.

Each year, we distribute around 4.5 million Bulgarian leva to support Bulgarian charities, civic organisations, and public institutions — including schools and libraries. We also provide high-value support to social entrepreneurs and social impact investors through our Rinker Centre's programmes.

BCause plays a key role in shaping Bulgaria's giving culture. We lead national campaigns such as Giving Tuesday, promote research, and work with media, celebrities, donors, and non-profits to raise awareness of the power of giving.

Through advocacy, consulting, and strategic communications, we influence policies that support a stronger, more generous Bulgaria.

## 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 murky greenish-brown. Numerous people are scattered across the beach, many holding colorful surfboards. The surfboards are in various colors, including blue, yellow, red, and black. The people are mostly standing or wading in the shallow water. The overall scene is one of a busy, active beach day.

## 02 THE GLOBAL CONTEXT



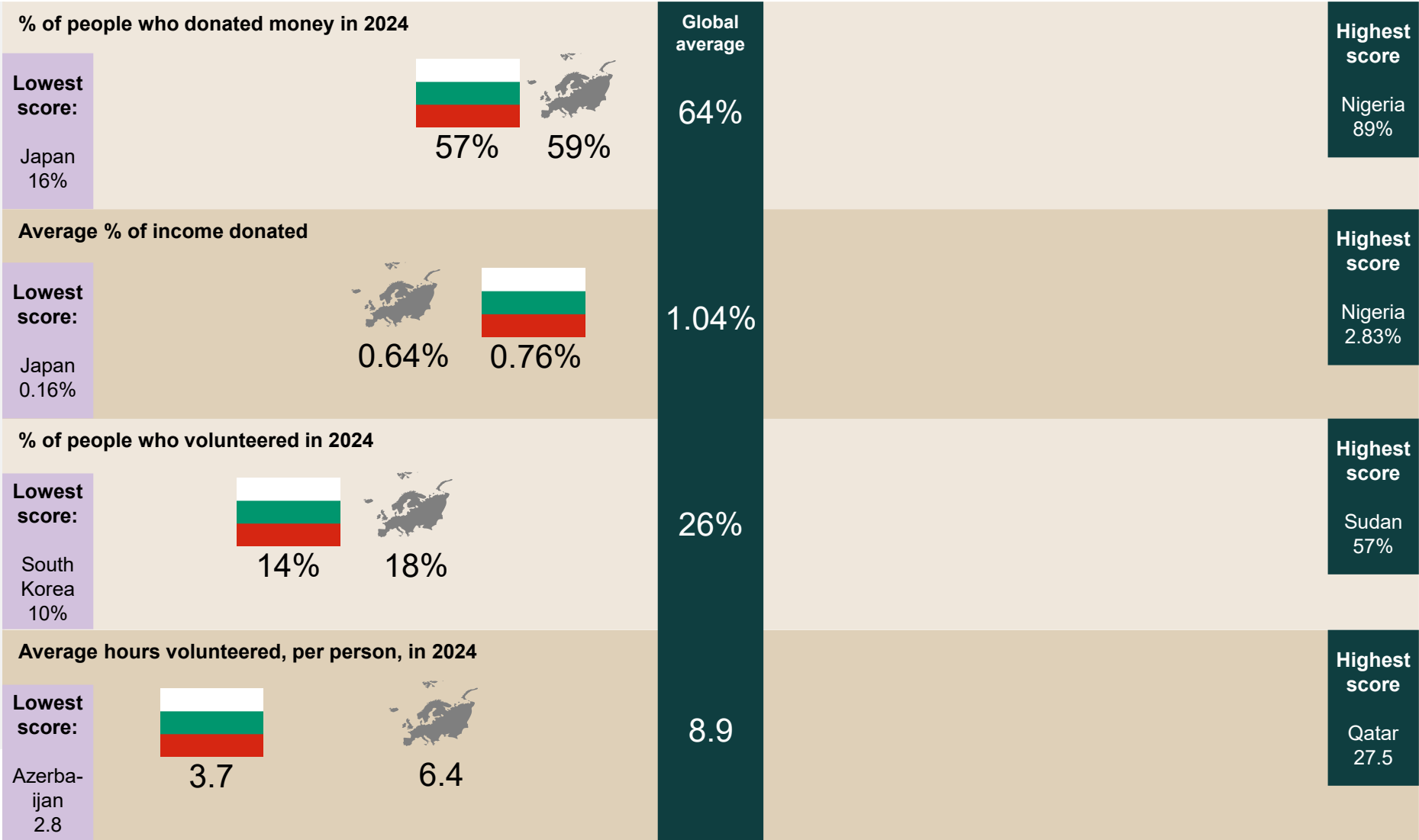
# Giving money and giving time: Worldwide and within the continent.

**More than half (57%) of people in Bulgaria donated money to good causes in 2024.**

They directed their funds to one or more of three types of recipients – a charity, directly to people in need, or to a religious organisation. This puts us very close to average European levels of generosity (59%).

However, Bulgarians give a slightly higher percentage of their income (0.76%) than the European average (0.64%). This may be explained by gaps in public provision, such as for health and social services.

Volunteering in our country is at lower levels, both in terms of the proportion participating and the number of hours they give up.



Base: All (1,017)

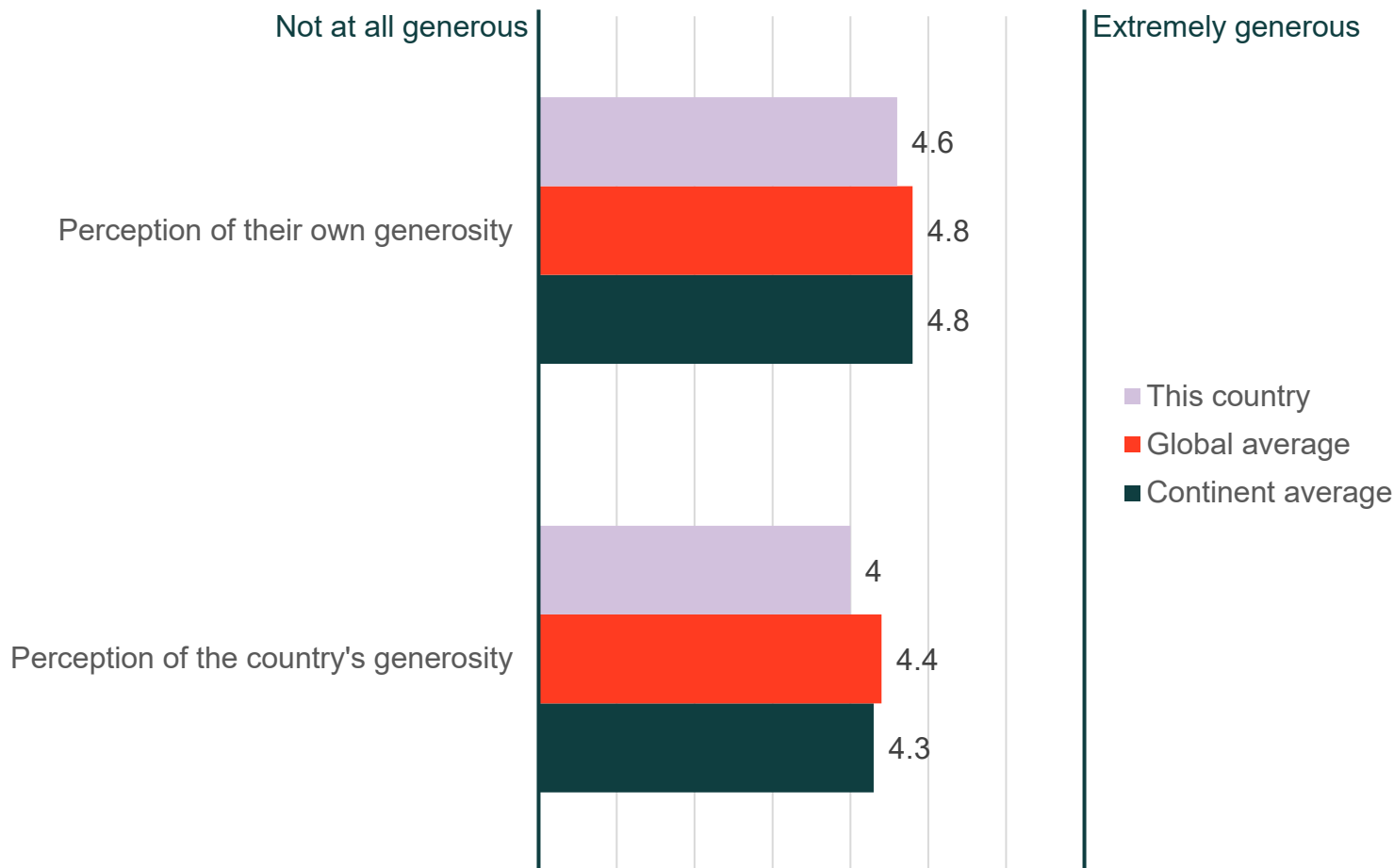
## Perceptions of our own generosity.

**For more than 10 years, Bulgaria has been at the bottom of several rankings (including the World Giving Index) and the public and media tone has been self-critical.**

However, there have been a number of successful emergency campaigns which have encouraged a positive and motivating picture to emerge. For example, those offering relief in the wake of emergencies such as the Turkey-Syria earthquake and the invasion of Ukraine.

Although below global and European rates, Bulgarians perceive both themselves and the country as a little more generous than not.

Some of the results from this survey — for example, the proportion of income we donate on average — suggest that Bulgarians may, in fact, underestimate their generosity.



**Bulgaria ranks 83<sup>rd</sup> out of 101 countries for how generous we think we are.**

**We are 61<sup>st</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, there is a white canopy tent with a basketball hoop attached to its side. To the right, another white canopy tent is set up, with a long white table and several white chairs underneath it. Along the top edge of the court, a row of white folding chairs is set up. The court has yellow and red painted areas, including a large yellow semi-circle on the right side. The surrounding area is grassy.

## 03 ASPECTS OF GENEROSITY



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

**The share of Bulgarian citizens who donate to charities is the same as the European average — 41%.**

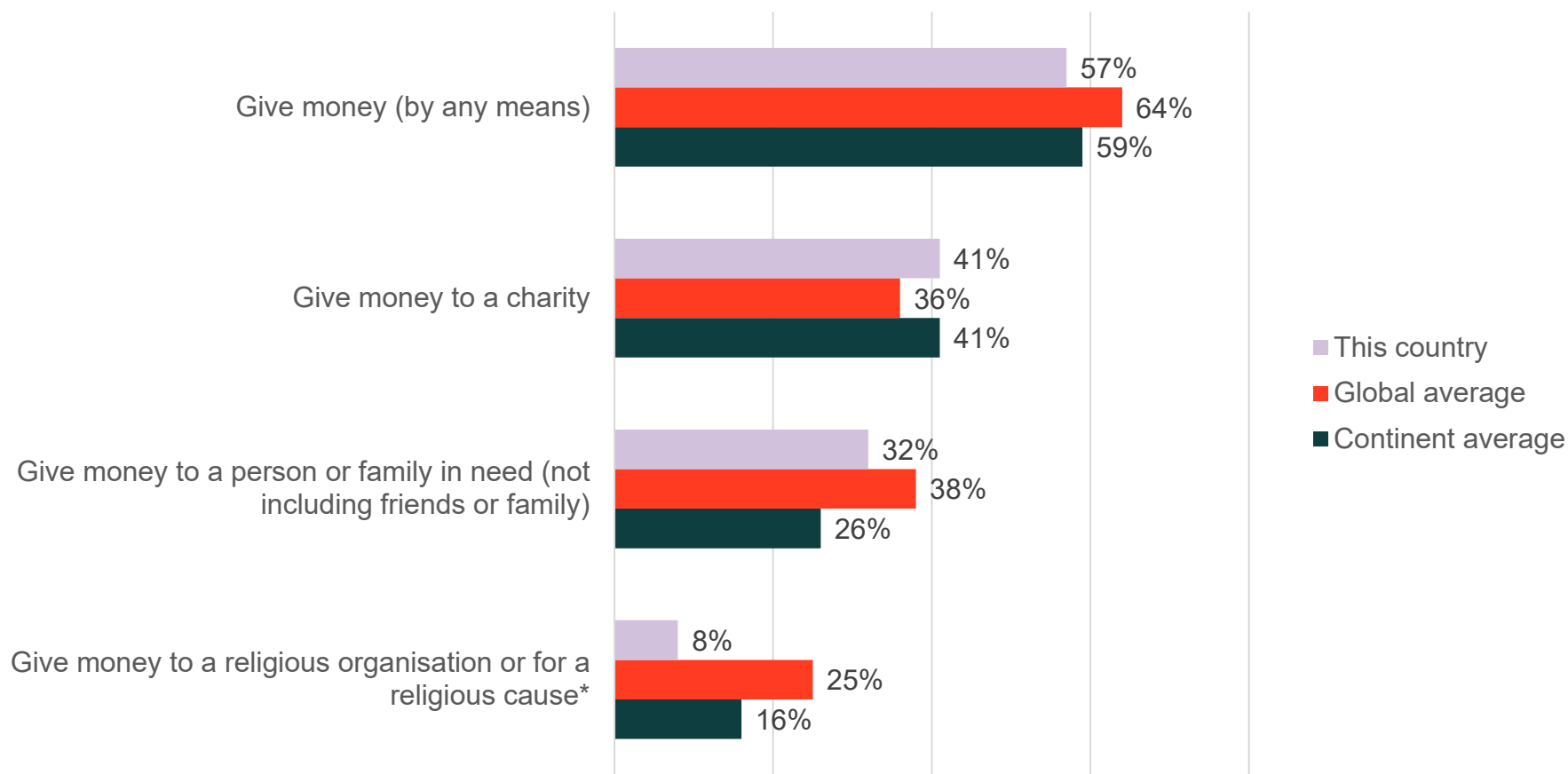
Civic organisations in Bulgaria cover almost all spheres of life — from fighting forest fires to assisted reproduction.

The proportion of people who donate directly to people in need is relatively high for Europe, at 32%.

Religious institutions and causes are the least likely to attract donations (8%), according to the survey. This is confirmed by our observations from the donation tools that BCause manages.

There is considerable overlap in the ways people give, with some using all three routes.

Q: During 2024, did you do any of the following? (All, n = 1,017)



\*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'.

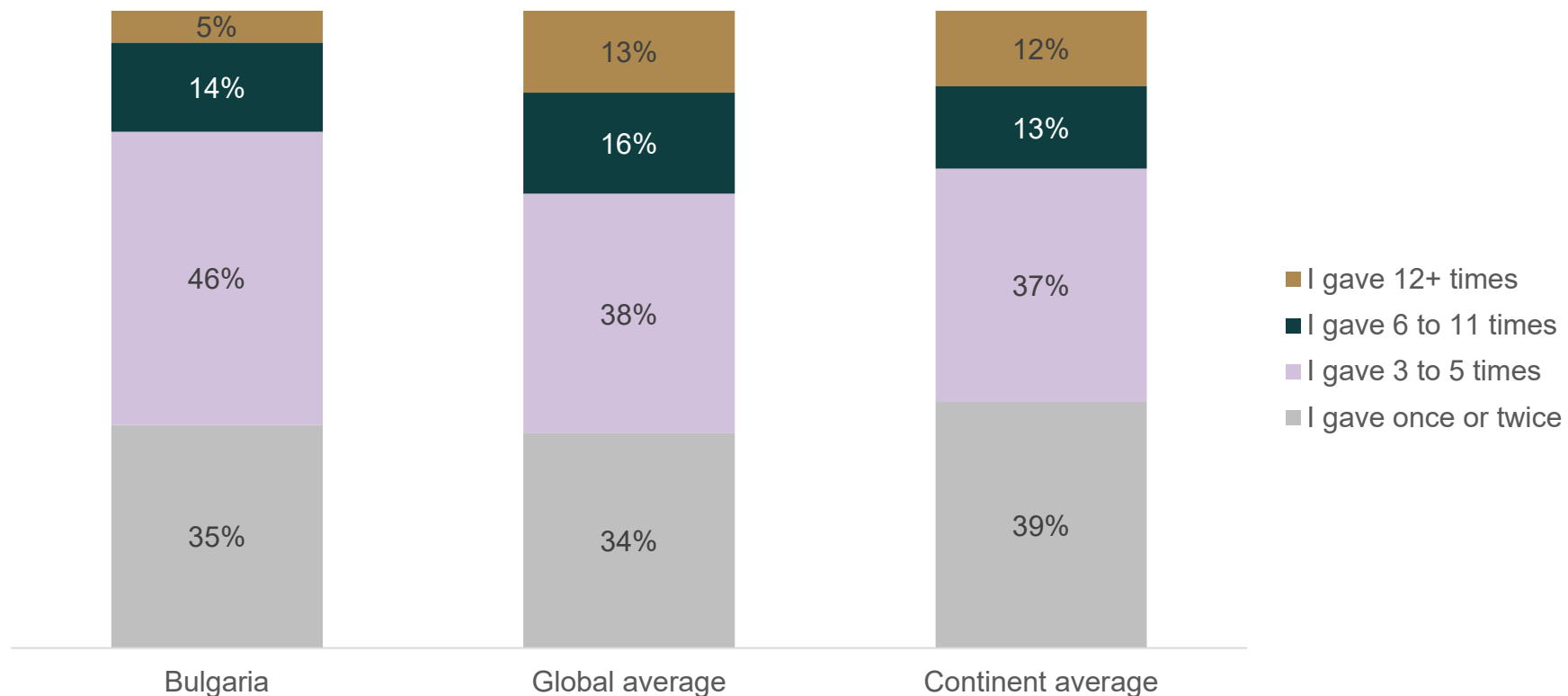


## How frequently people gave.

**Only 5% of Bulgarian citizens donate more than 12 times a year, which is significantly lower than the European and global averages.**

With technological solutions — such as online subscriptions and in-house platforms — the hope is that the number of regular givers will slowly increase.

**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 = 575)**



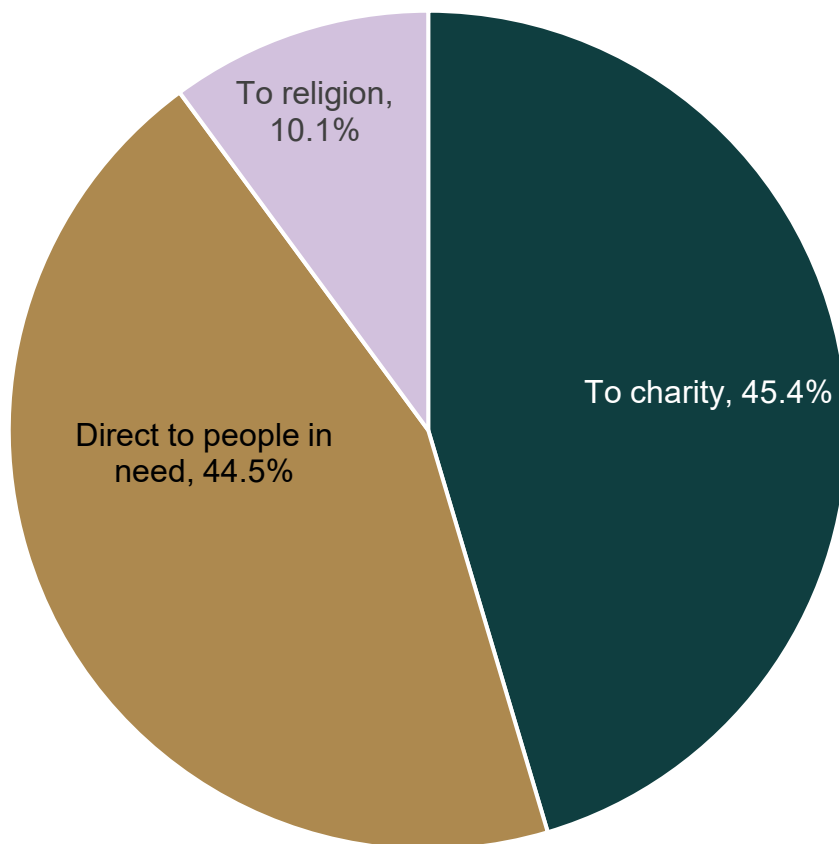
## Share of donations.

**Bulgaria ranks among the most secular and least religious countries in Europe.**

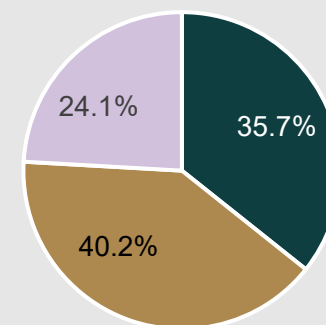
According to official data from the National Statistics Institute, the majority (about 70%) self-identify as Orthodox Christians, but only about 7% regularly attend religious services.

Increasing secularisation is reflected in donation practices and explains the relatively low share (10.1%) of the volume of donations that goes via religious causes and institutions.

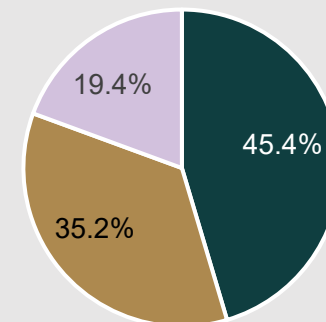
The share of the value of all donations made in 2024, across the three different routes. *(People who had given money, n = 575)*



Global average



Continent average





## Donations as a proportion of income.

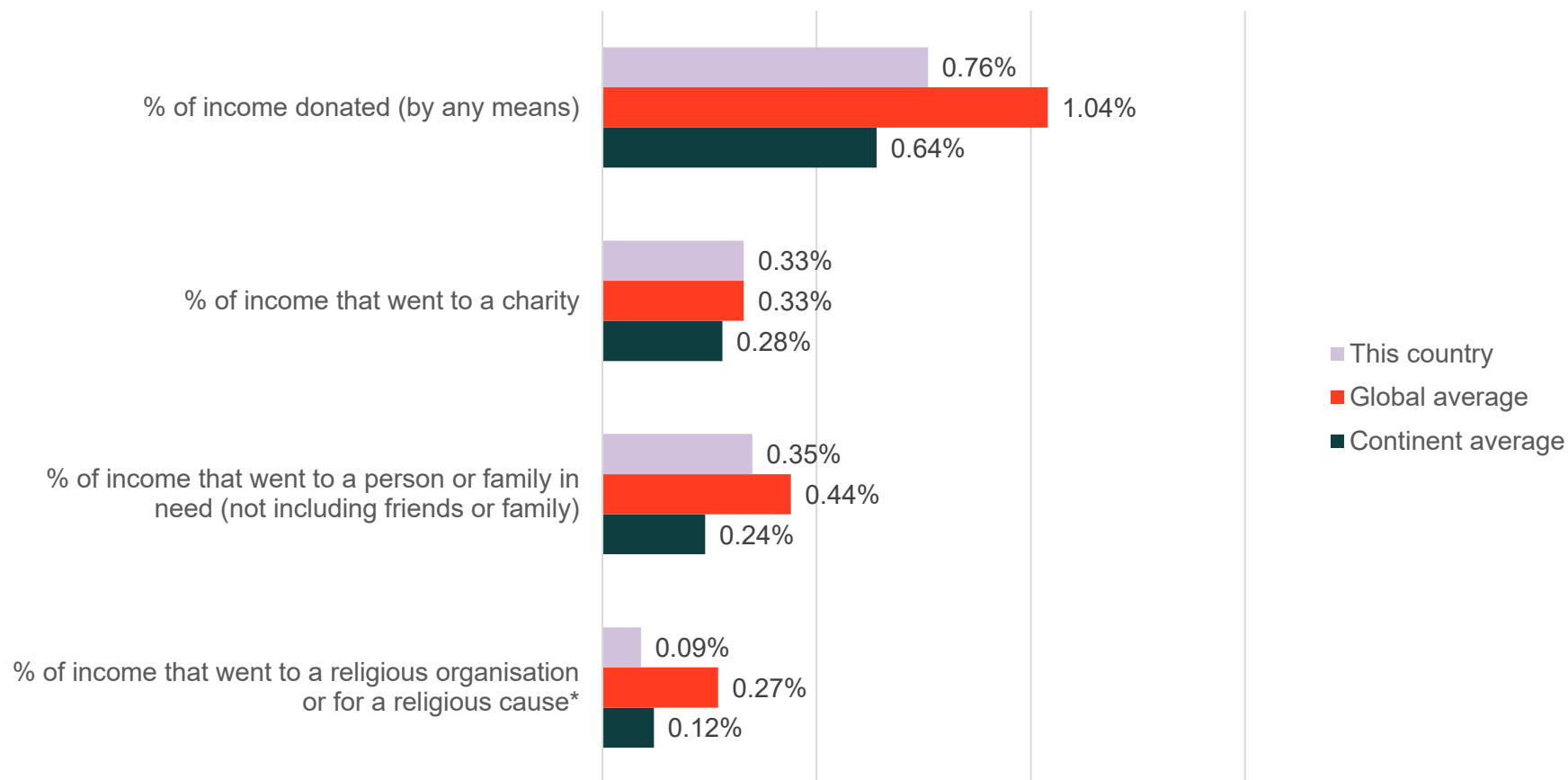
**Bulgarians donate, on average, 0.76% of their annual incomes to good causes. This is below the global average, but higher than the European average.**

As we saw on page 12, more people give to charity (41%) than directly to people in need (32%).

However, each gets an almost equal share of donations (0.33% and 0.35% respectively), suggesting that donations to charity tend to be smaller than donations which are made directly to the people who need them.

Very little goes to religious organisations or for a religious cause (0.09%).

The average proportion of income people gave to each of the three donation routes, and overall. (All, including those donating zero,  $n = 1,017$ ).



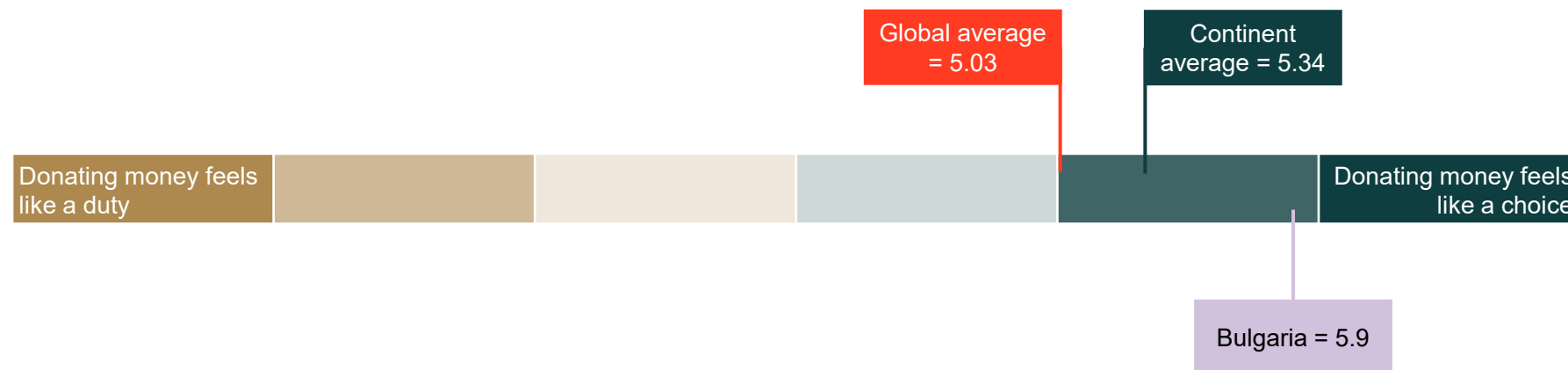
\*The full answer code was worded, 'Give money to a religious organisation or for a religious cause, (for example, at church, through zakat, tithing, ma'aser or daana, etc.). This includes any money you give voluntarily, even if it is collected by your government'.

## How people feel about giving money.

**Bulgarian citizens tend to experience philanthropy as something that is a matter of personal choice or freedom, rather than an activity driven by societal expectations or religious duty.**

Bulgaria is among the countries furthest towards the “choice” end of the scale.

The average score when people were asked how donating money feels.  
(People who had given money,  $n = 575$ ).





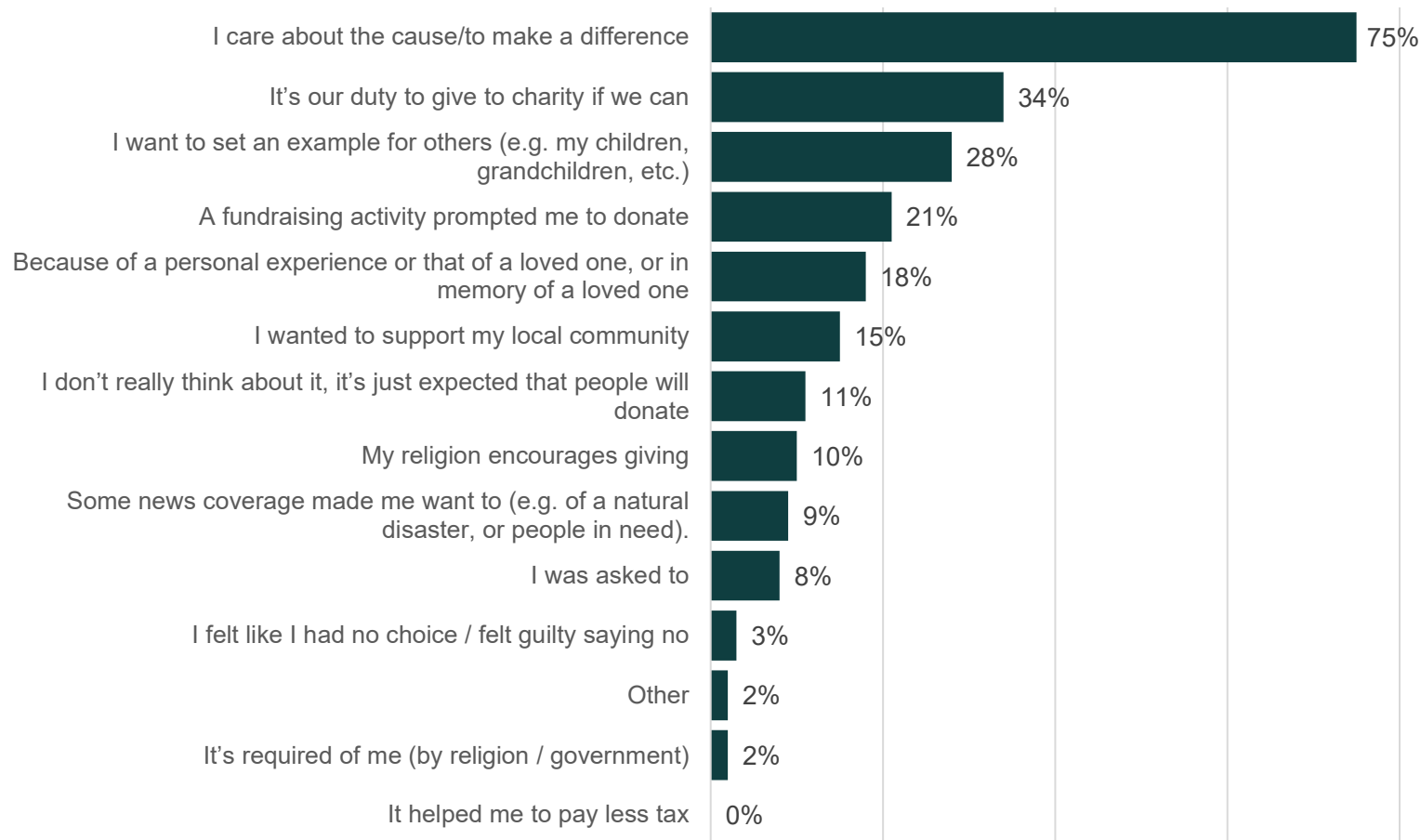
## Reasons for giving money.

**The top reason for giving is caring about the cause and wanting to make a difference. This was cited by 75% of donors, which is higher than the European and global averages.**

As we saw on page 16, donors see their choice to give as a free and independent one. But at the same time, individual motivations to donate also relate to the unwritten rules of society, where many also feel that it is our duty to give if we can (34%), and that it is important to set an example for others (28%). These answers highlight the importance felt by many to live up to expected community standards.

The association of giving behaviour with belonging to the local community is relatively low (15%). Even weaker is the connection to the customs of a religious community (10%) or its requirements (2%).

**Which of the following, if any, are reasons that you gave away money in 2024?**  
(People who had given money, n = 575).



### 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.

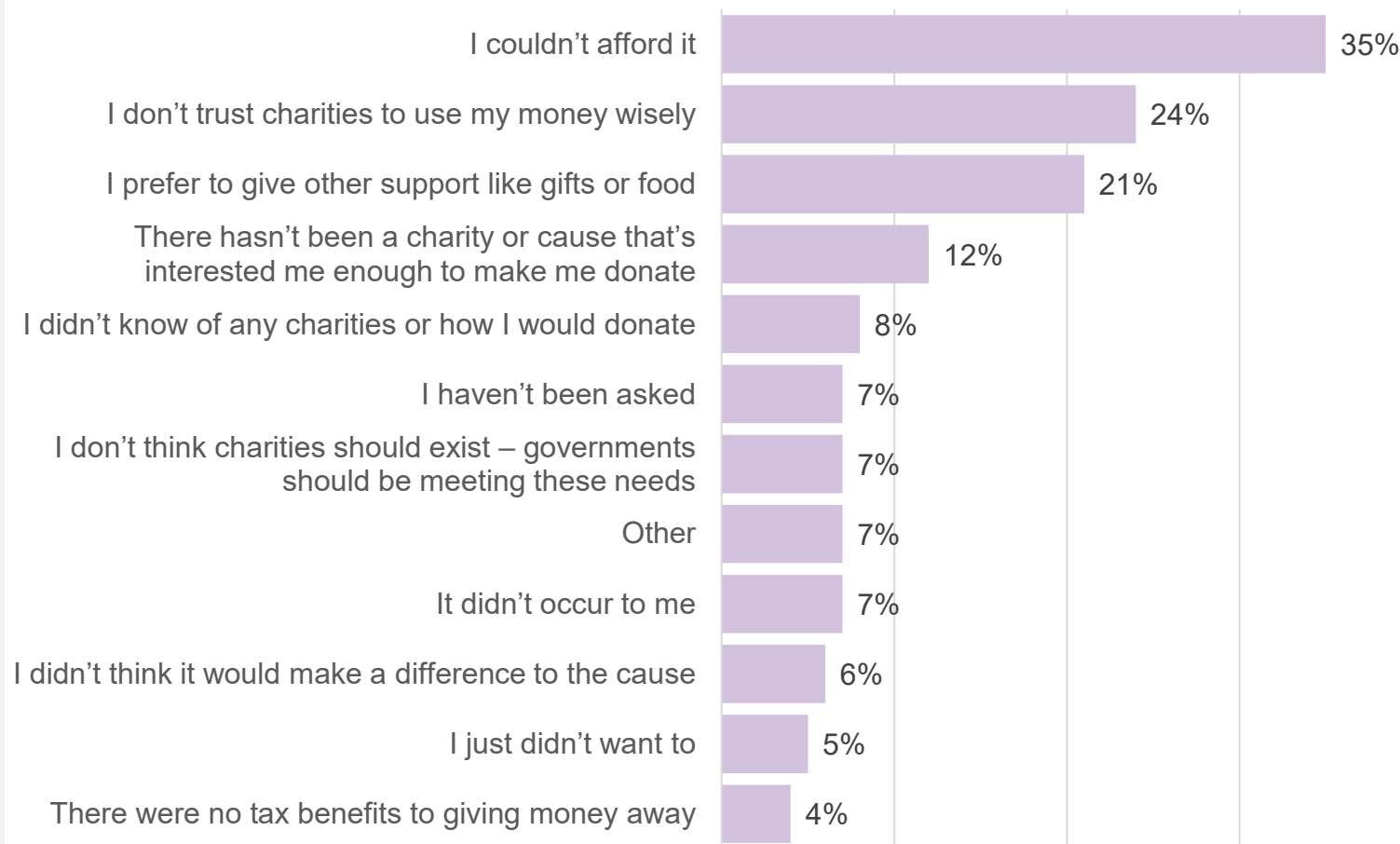
**In Bulgaria, as in Europe and the world generally, the top reason for not donating money is a lack of affordability (35% of non-donors).**

Doubts about the way that money would be used is the second most common reason for not donating at 24% of non-donors. This is slightly higher than the European average (21%) and significantly higher than the global average (14%).

Bulgarian NGOs need not only to be more accountable to citizens, but also to seek their support more actively, since 8% of respondents said they did not know of any NGOs, 7% said they had never been asked for donations, and 12% said that no organisation had interested them enough.

The preference to donate food, clothes and other items instead of money is shared by a fifth of Bulgarians. On one hand, this type of donation may be preferred by people who cannot give cash, but on the other hand, it could also reveal fears about the potential misuse of donated money.

**What would you say are the main reasons that you did not give money away in 2024? (People who had not given money, n = 442).**



### 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?

**The factor that would lead to an increase in philanthropy in Bulgaria is an increase in personal income, according to 54% of respondents.**

The need for NGOs to work purposefully to gain people's trust is revealed in the other two responses. Citizens want to know more about how their money will be used (47%) and to know more about the results and impact of their donations (34%).

Engaging people in the work, telling stories about changing lives, transparency and communication would help NGOs meet this expectation and attract more donations.

The top three reasons that would make the respondent likely to give more money, goods or time to charities in 2025. (All,  $n = 1,017$ )

54%

Having more money myself

47%

Knowing more about how my money would be spent

34%

Knowing more about the results and impact that a charity has



## The causes people support through donating.

### Bulgarian citizens supported 2 to 3 causes in 2024.

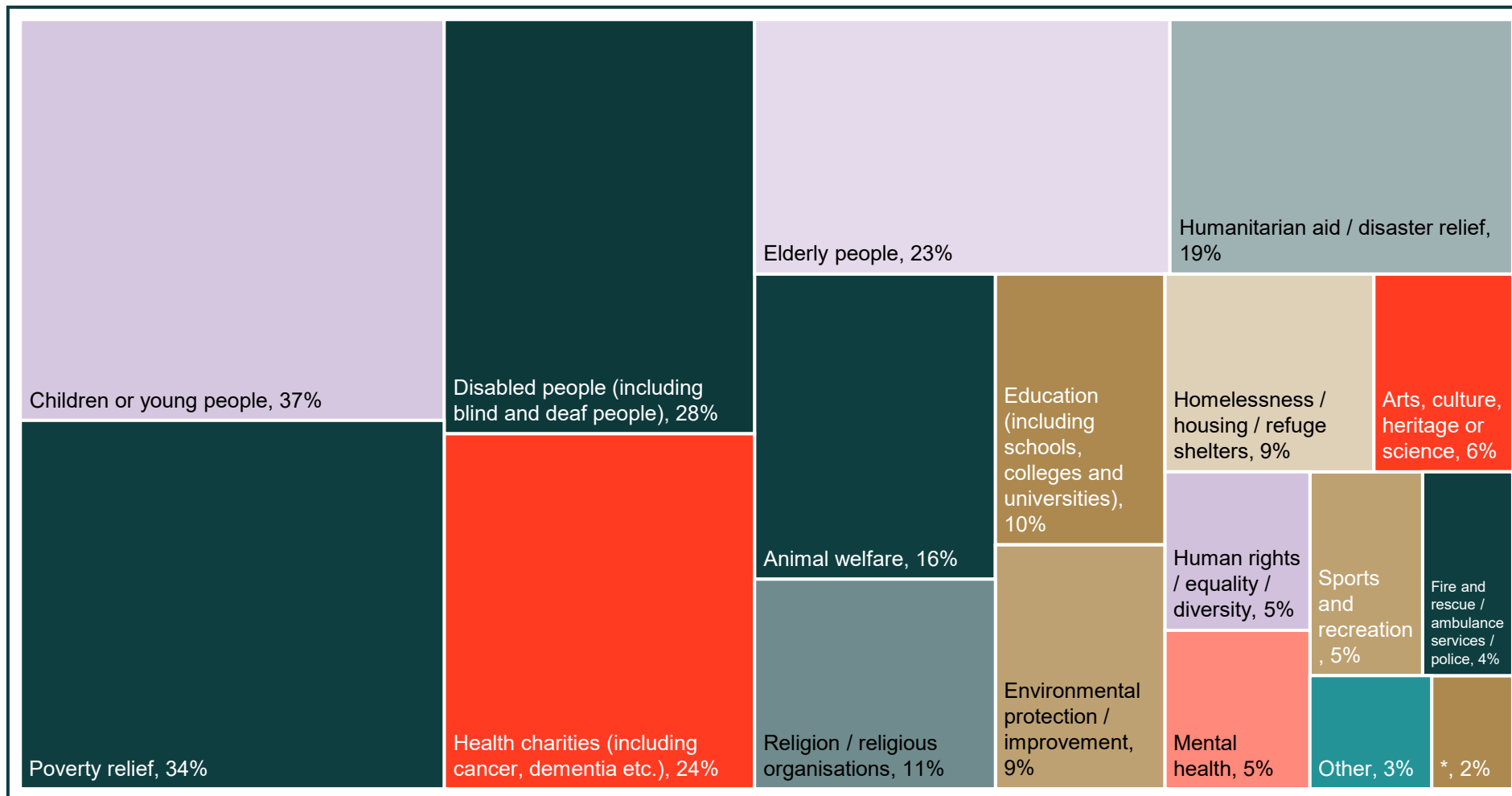
The only cause in the top 5 on every continent is children and young people, with almost 30% of donors supporting this cause globally.

In Bulgaria, more than a third (37%) of donors supported causes related to children, while older people were the focus for nearly a quarter (23%).

In general, donors in Bulgaria are predominantly oriented towards those in need, and are less likely to donate to the arts, science or civil rights. Only 9% of donors chose to support environmental protection.

Almost all (91%) of those who gave to humanitarian aid did so within Bulgaria, while 33% donated also to crises around the world.

### Which cause(s) did you give money to in 2024? (People who had given money, n = 575)



\*Armed forces (including veterans)

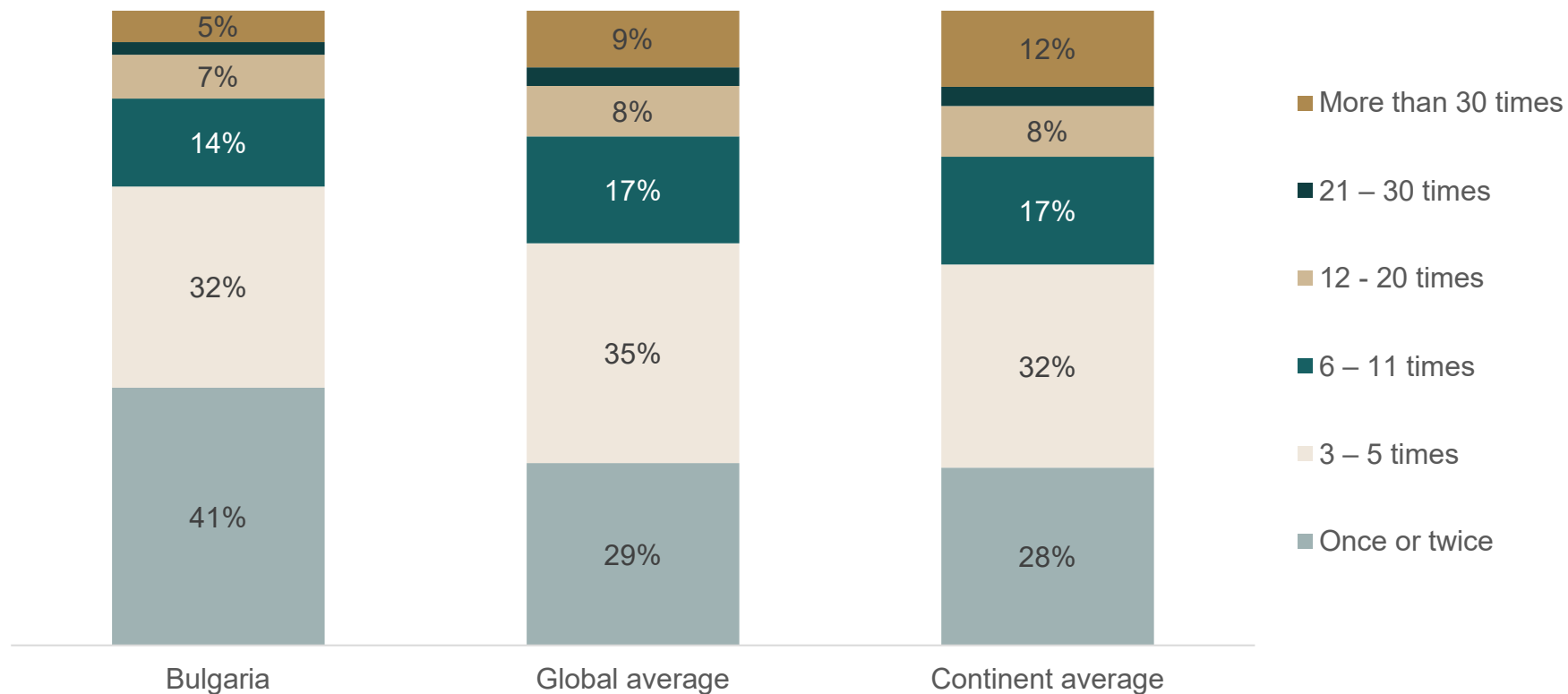
## Frequency of volunteering, per person.

**Bulgarians are less involved in volunteering than elsewhere in Europe or around the world.**

Around one in seven (14%) Bulgarians volunteered in 2024, with most having done so only a handful of times.

Correspondingly, just 5% of people volunteered very regularly (More than 30 times in 2024 — equivalent to most weeks). Bulgarians do less regular volunteer work than Europeans and generally, people globally.

How often did you do unpaid, voluntary work in 2024 that benefitted people other than your family or friends? *(Those who volunteered, n = 144)*



## Average time spent volunteering, per person.

**When volunteering, Bulgarians give only around half the time of the average European.**

People aged 35-54 donated the most time to a cause in 2024 - twice as much as young people aged 18-34.

Twice as much time was volunteered by those who believe that giving is an obligation, but there is no substantial difference between the time volunteered by men and women.

**3** hours **45** minutes

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

*(All, n = 1,017) [nb – this is overall, so includes all those who did nothing within the average]*

**9** hours

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Global average

**6** hours **30** minutes

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Continent average



## The causes people supported through volunteering.

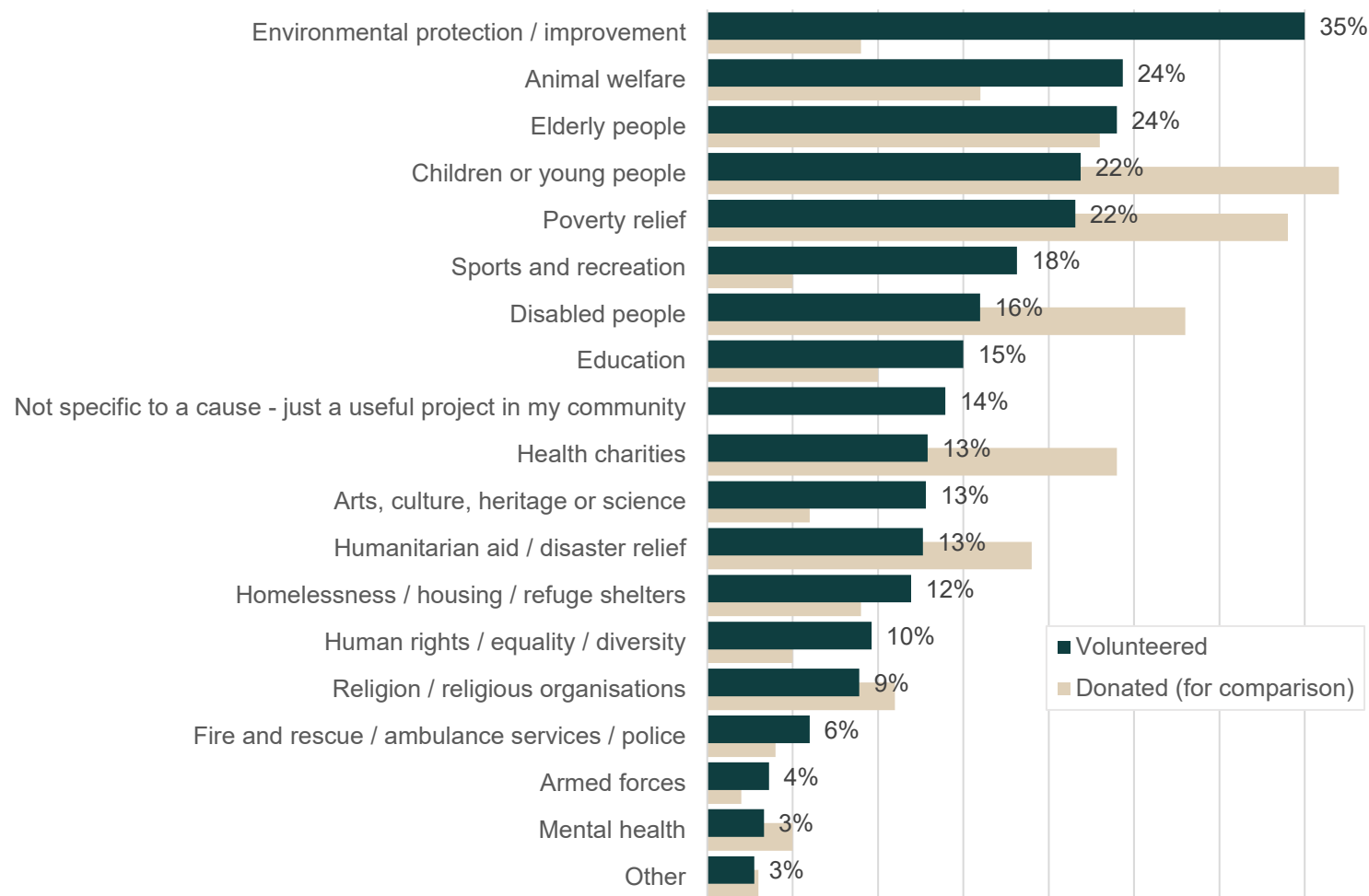
**Protecting the environment is the cause to which volunteers have given the most time in 2024 — 35% — although financial support for it is relatively modest.**

Animal care is second among volunteers' preferences at 24%. This suggests that volunteers may prefer to offer their time outdoors, where corporate volunteering days are often focused.

The next most popular volunteering causes are care of the elderly (24%) and children and young people (22%).

Volunteering is less common for causes which may be perceived as emotionally difficult, or as requiring special skills or public engagement. For example, disabled or sick people, and human rights causes.

Which cause(s) did you do unpaid voluntary work for in 2024? (People who had volunteered, n = 144)



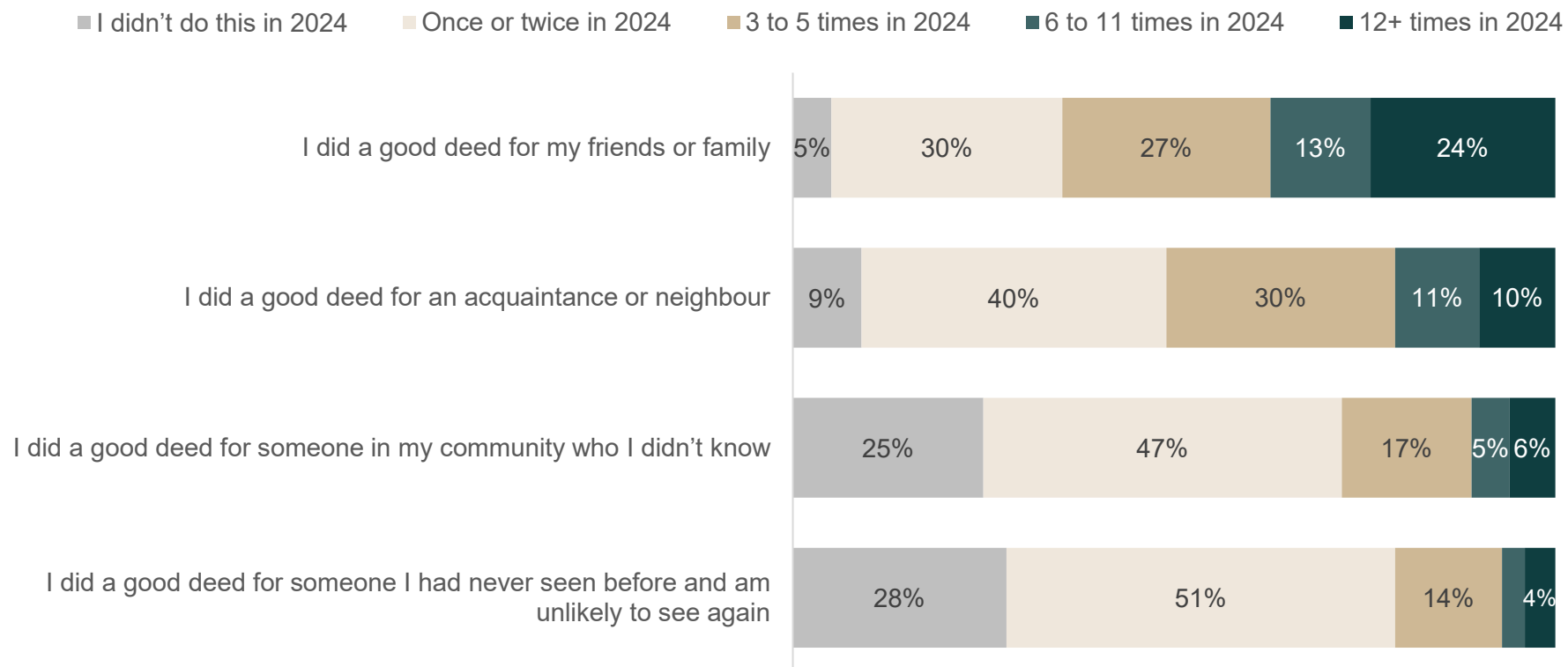
## How helpful people are to others.

**Bulgarian citizens tend to settle for a long time in one place — 86% of the population lives in their own home (according to Eurostat). Although they are more connected to their family and friends than to their neighbours and community — people build bonds of trust.**

24% of respondents have helped relatives and friends more than 12 times a year, 13% — between 6 and 11 times a year, while for neighbourhood relationships these indicators are 10% and 11% respectively.

72% of people have given help to complete strangers once or more, while regular help was far less frequent.

**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 = 1,017)







# 04 PERCEPTIONS OF CIVIL SOCIETY



## How much the public trusts charities.

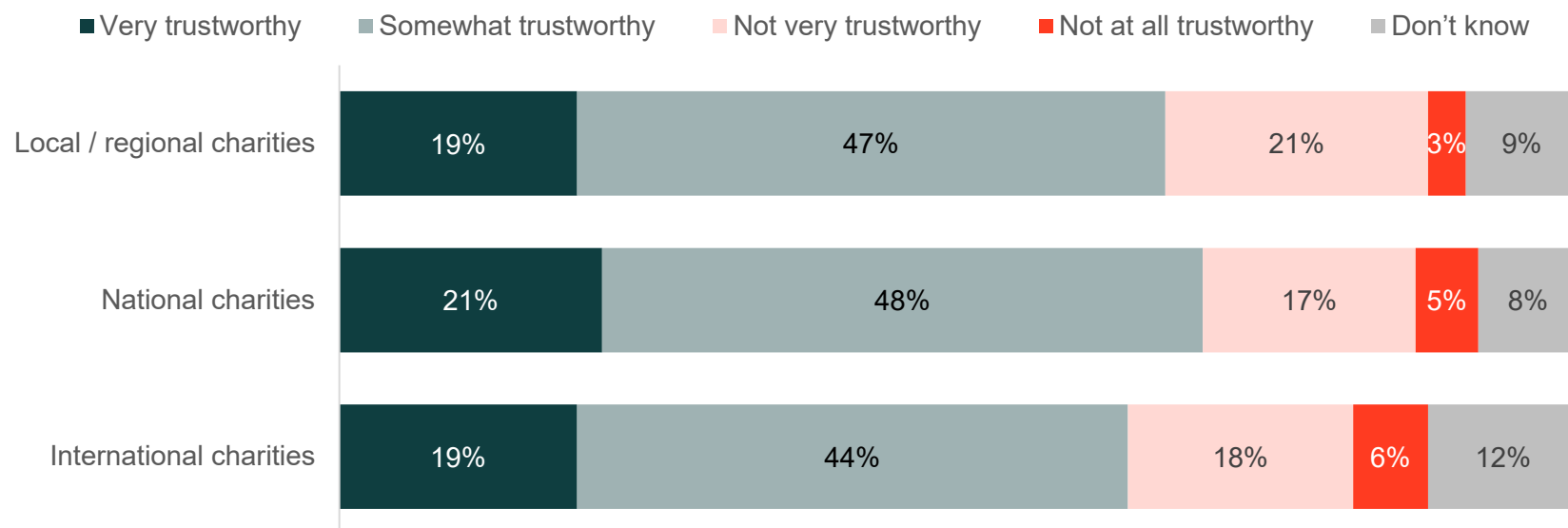
**The survey data refutes the claims of the Bulgarian NGO sector that its credibility is low.**

Bulgarian society's trust in charities is above the European average.

There is little difference in the level of trust the public has in local, national and international charities, with around two-thirds of people saying these organisations are at least somewhat trustworthy.

Levels of people giving a “don’t know” response are relatively high, suggesting a general low-profile among civil society as a whole.

How trustworthy do you tend to find each of these types of charities? (All, n = 1,017)



Overall, the public in Bulgaria gave a score of 8.2/15 for how much they trust charities. This compares to a continental average of 8.09 and a global average of 9.22.

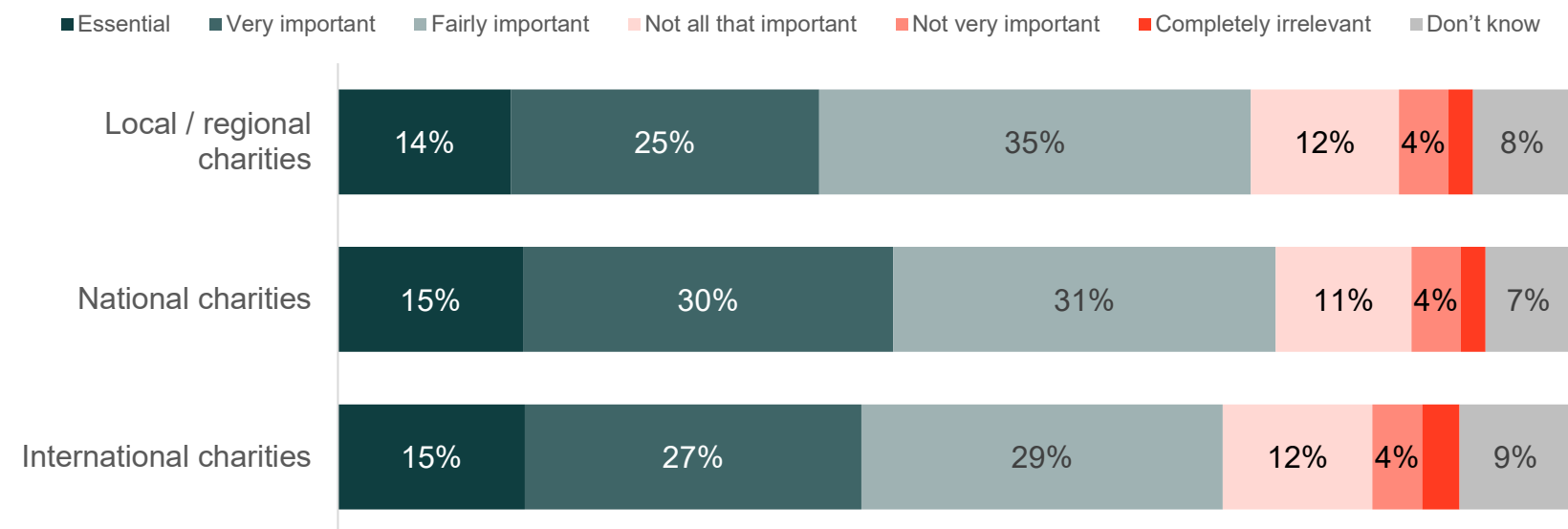
## The perceived importance of charities to society.

**As in the world, so in Bulgaria, people recognise the role of charitable organisations for the betterment of society.**

The survey found a proportional relationship between these two attitudes.

Although the general assessment of the value of NGOs is slightly lower than the European average, respondents nevertheless find the work of these organisations to be important, whether local (74%), national (76%) or international (71%).

How important, in general, do you believe these different types of charities are to your country's society? (All, n = 1,017)



Overall, the public in Bulgaria gave a score of 9.7/15 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.

**Social media is the channel that has the most weight in informing and motivating Bulgarian citizens to donate.**

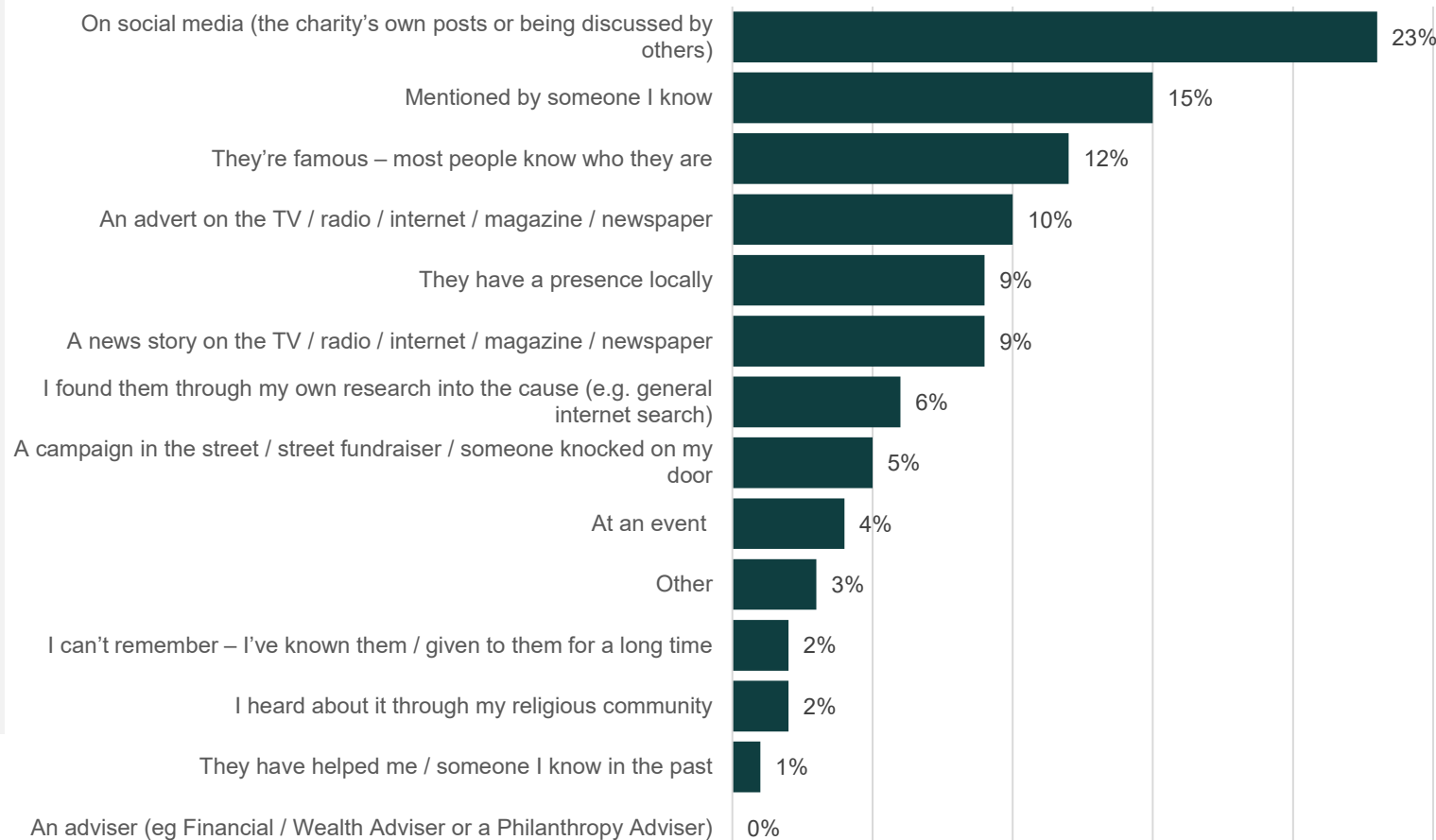
23% of respondents said that they learned about the cause they last donated to in 2024 from conversations online or an NGO post.

While social media is ranked first globally and second in Europe in terms of influence, Bulgarian levels are significantly above those averages.

A recommendation from a loved one was persuasive for 15% of donors in Bulgaria.

Only 6% of respondents chose the recipient after purposefully searching for someone to support with their donations.

**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 = 417)



### 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%)

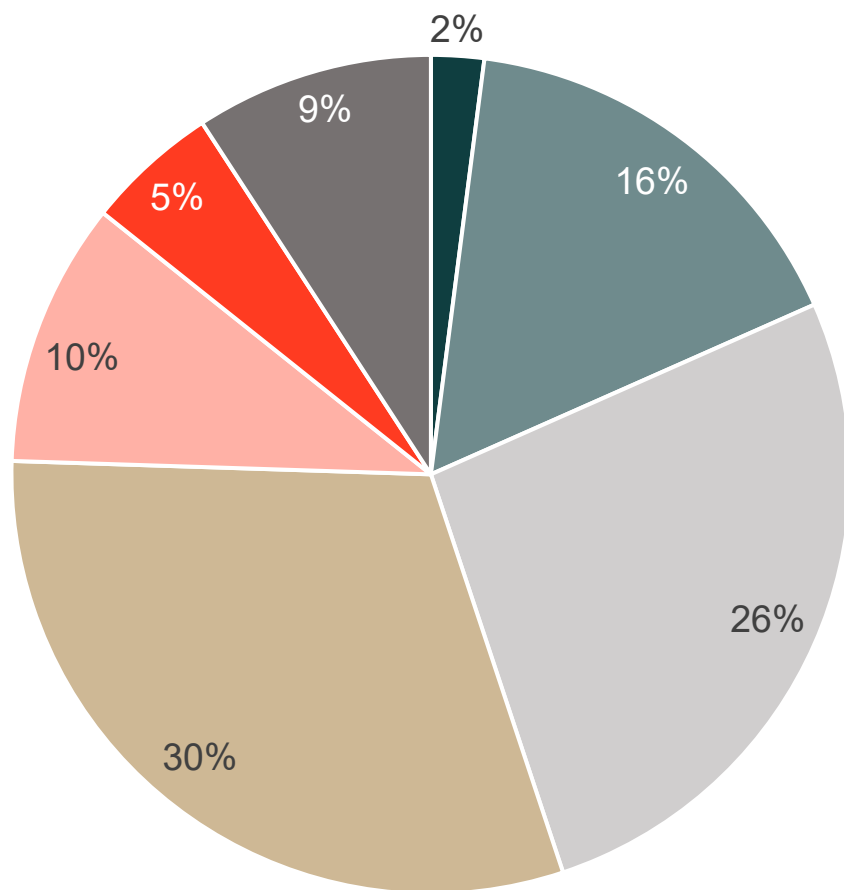


## Overall influence of government on charities.

**In Bulgaria, opinions on the impact of the Government on the NGO sector are almost evenly divided into positive and negative.**

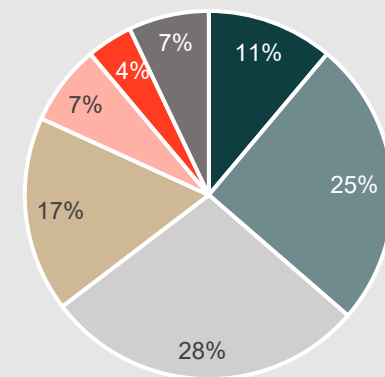
This reflects a divide in public opinion which has been exacerbated by recent political instability, including a series of extraordinary elections, interim governments, and legislative changes.

Overall, do you think the Government is a positive or negative influence on the charity sector? (All, n = 1,017)

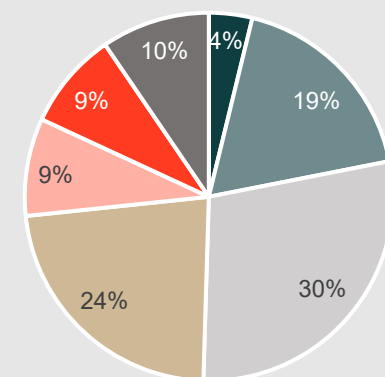


- Very positive
- Positive
- Neutral – they do some good things and some bad things
- Neutral – they don't do anything either way
- Negative
- Very negative
- Don't know

**Global average**



**Continent average**



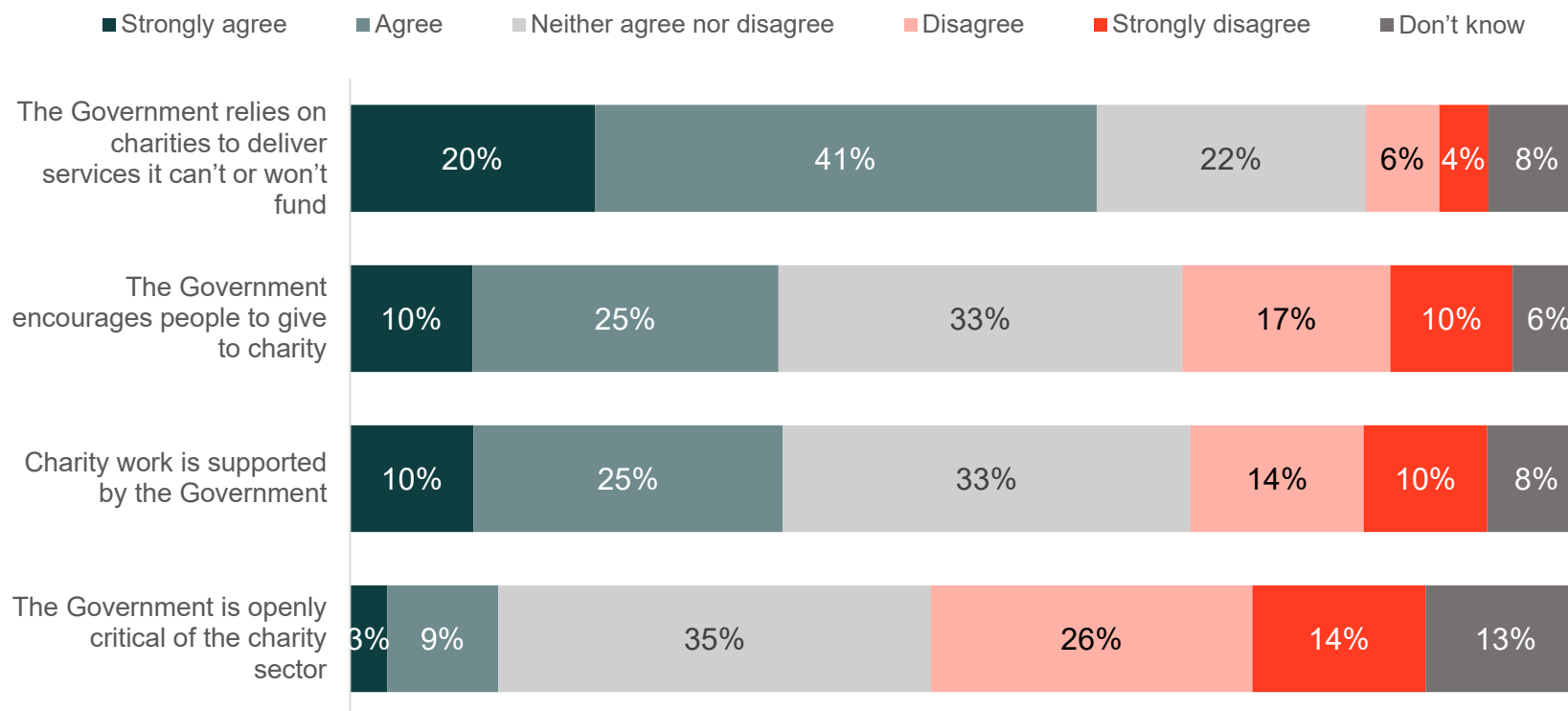
## Specific opinions on the role of government.

**Six in ten (61%) respondents shared the view that the Government relies on NGOs to do work and provide services that it cannot provide, or for which it does not have the resources. Only 10% disagreed with this statement.**

A third (35%) are of the opinion that the state encourages people to donate to NGOs — a level which is difficult to explain given the lack of governmental campaigns or initiatives in this respect and the low impact of tax incentives. On the contrary, public campaigns like the Bulgarian Christmas encourage people to give to the state for redistribution.

The same proportion (35%) believe that the state supports NGOs to at least some extent, possibly because some ministries and municipalities open grant programmes from time to time, with EU or national funding.

**Do you agree or disagree with the following statements about the Government's involvement in the charity sector? (All, n = 1,017)**



# THANK YOU

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

Charities Aid Foundation registered charity number 268369

