

WORLD GIVING REPORT

# GIVING IN THE PHILIPPINES

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 the Philippines 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 the Charities Aid Foundation, Association of Foundations (AF), and leading social purpose organisations to survey over 55,000 people across 101 countries, that enables us to understand our country's giving landscape in more detail, as well as how we compare internationally.

The Philippines continues to demonstrate the spirit of a “**giving nation**,” with a higher proportion of Filipinos donating money and contributing a greater share of their income compared to global and continental averages.

The top reasons cited when asked, '*What would increase donations?*' point to the importance of transparency, accountability, and integrity, underscoring the continuing relevance of AF in promoting good governance and excellence in the non-governmental organisation (NGO) sector. Through our newly approved strategic plan, AF also reaffirms its commitment to strengthening collaboration within and beyond our membership. At the same time, as the study also shows that Filipinos volunteer fewer hours compared to global and continental averages, AF will support and build a stronger culture of volunteerism through the Philippine Coalition on Volunteerism.

As the largest network of foundations and NGOs in the Philippines, we look forward to harnessing the deep-rooted giving spirit of Filipinos, grounded in **bayanihan** (spirit of communal unity and cooperation) and **kapwa** (shared identity and connectedness with others), to help build a more equitable, compassionate, and resilient nation.



**OMAN JIAO**

Executive Director,  
Association of  
Foundations

**“We look to the future with hope, grounded on the strength of Filipino generosity.”**

# About us

## AF

The Association of Foundations (AF) is the Philippines' largest network of heterogeneous non-government organisations (NGOs) and foundations with over 250 reputable developmental non-profits in its roster.

Established in 1972, we have over five decades of experience in working within and beyond the sector for equitable, inclusive, and sustainable development.

Our collective mission is to continuously enhance the members' capacities for good governance and social impact, and collaborate with other stakeholders to attain the development agenda of the Philippines.

Our work focuses on five interconnected and mutually reinforcing Key Result Areas:

- Membership
- Capacity building
- Collaboration
- Strategic communications and knowledge management
- Institutional sustainability

**We are foundations built on strength.**

## 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)





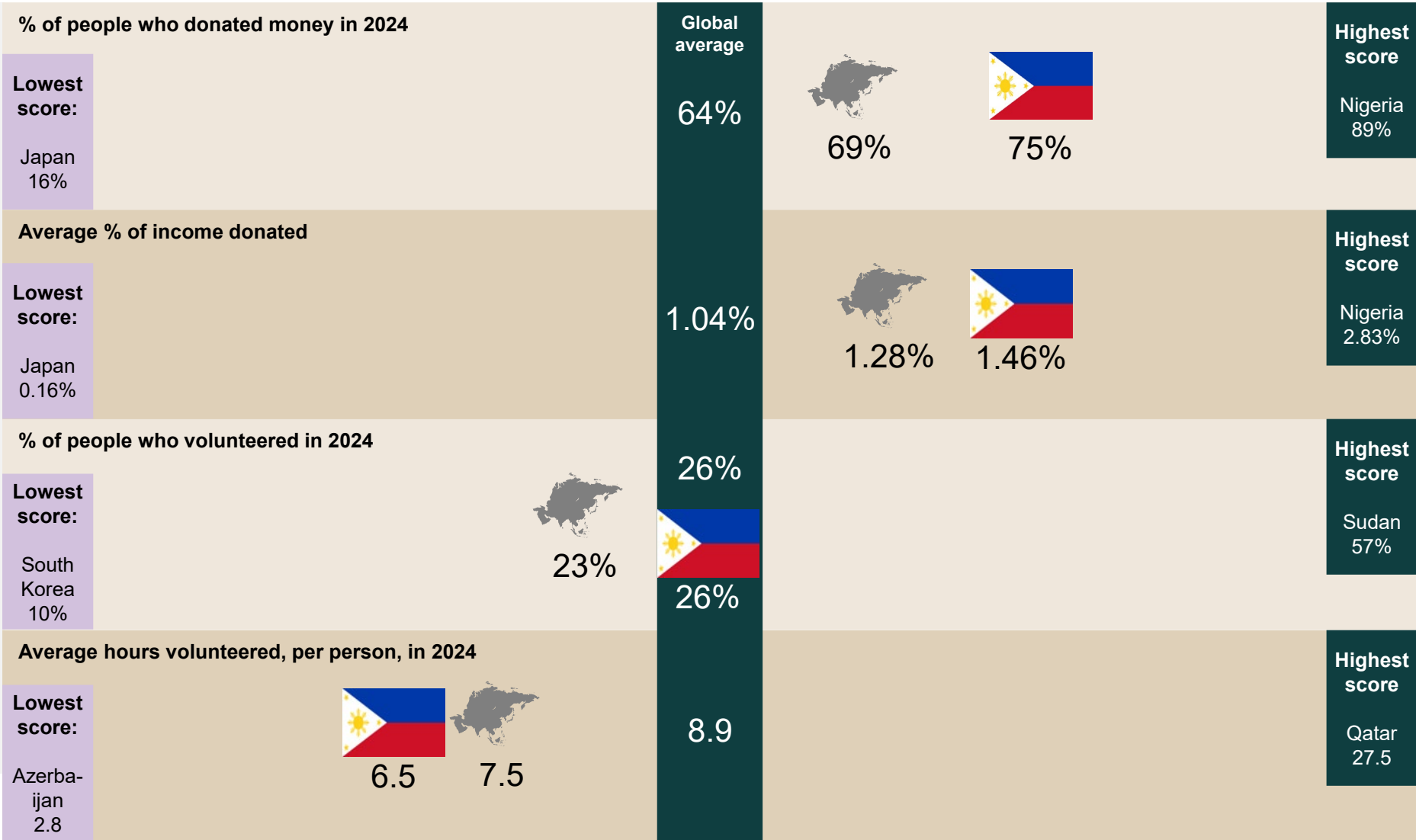
An aerial photograph of a crowded beach. The sand is a light tan color, and the water is a murky greenish-brown. Numerous people are scattered across the beach, many holding colorful surfboards. The surfboards are in various colors, including blue, yellow, red, and black. The people are mostly standing or wading in the shallow water. 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.

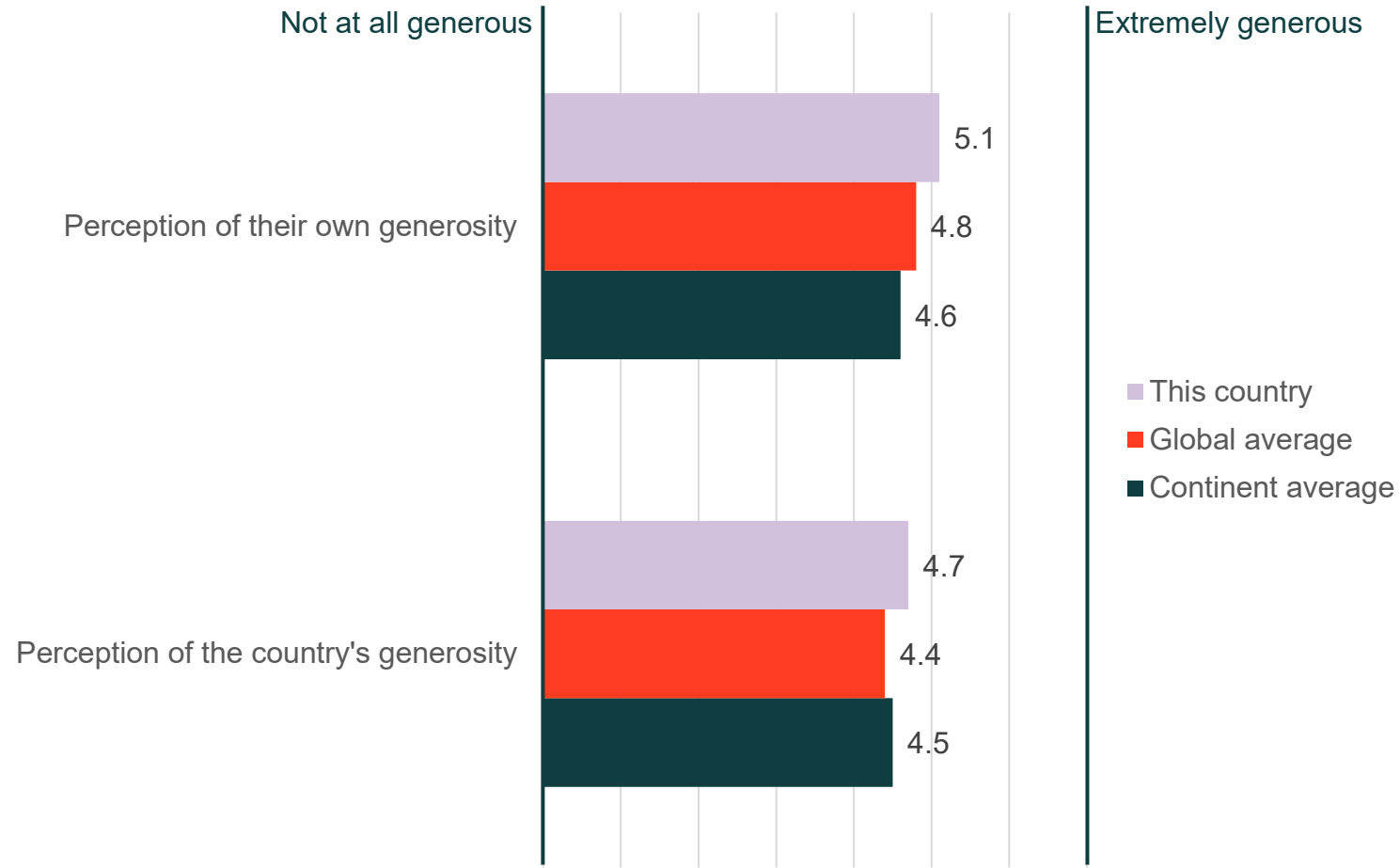
- It can be said that the Philippines is a “**giving nation**,” as a higher percentage of Filipinos donate money and contribute a greater share of their income compared to global and continental averages.
- The **average hours volunteered by Filipinos is lower** than the global and continental averages.
- Volunteerism in the Philippines faces challenges, such as long work hours, and poor work-life balance, which **limit people’s time and energy to volunteer**. These issues are compounded by **limited volunteer opportunities** outside urban areas and low public awareness — highlighting the **need for more accessible and well-communicated options for volunteering**.



Base: All (1,056)

## Perceptions of our own generosity.

- The Philippines ranks higher than the global and continent averages on the perceptions of their own generosity and the country's generosity.
- Filipinos are known for their strong sense of community, often described by the concept of **kapwa** (shared identity and connectedness with others), as well as **bayanihan** (spirit of communal unity and cooperation). These cultural values may be why many Filipinos perceive generosity as a shared trait among their fellow citizens.



The Philippines ranks 44<sup>th</sup> out of 101 countries for how generous we think we are.

We are 24<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 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.

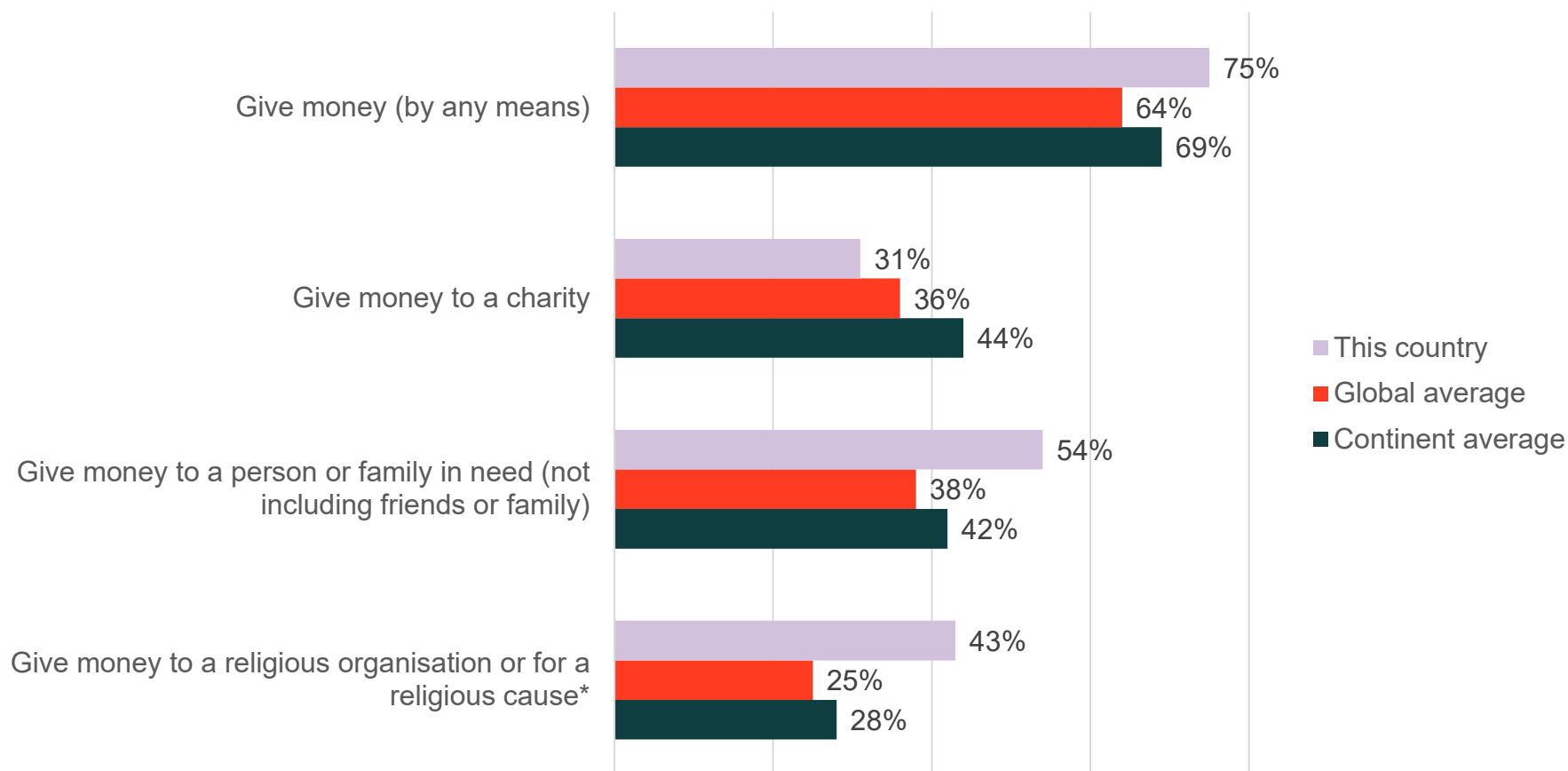
# 03 ASPECTS OF GENEROSITY



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

- While a higher percentage of Filipinos donate money by any means compared to global and continental averages in 2024, more respondents **gave to people or families in need and to religious organisations and causes**, rather than to institutional charities.
- The high incidence of giving to a person or family in need may have been influenced by the series of **climate-related disasters** the country experienced last year, including six consecutive tropical cyclones — three of which were super typhoons — between late October and mid-November 2024.
- Giving to religious institutions is closely linked to the Philippines' **strong religious culture**. While Catholics are not required to give, it is highly encouraged. In other churches and faiths, tithing is a common practice.

Q: During 2024, did you do any of the following? (All, n = 1,056)



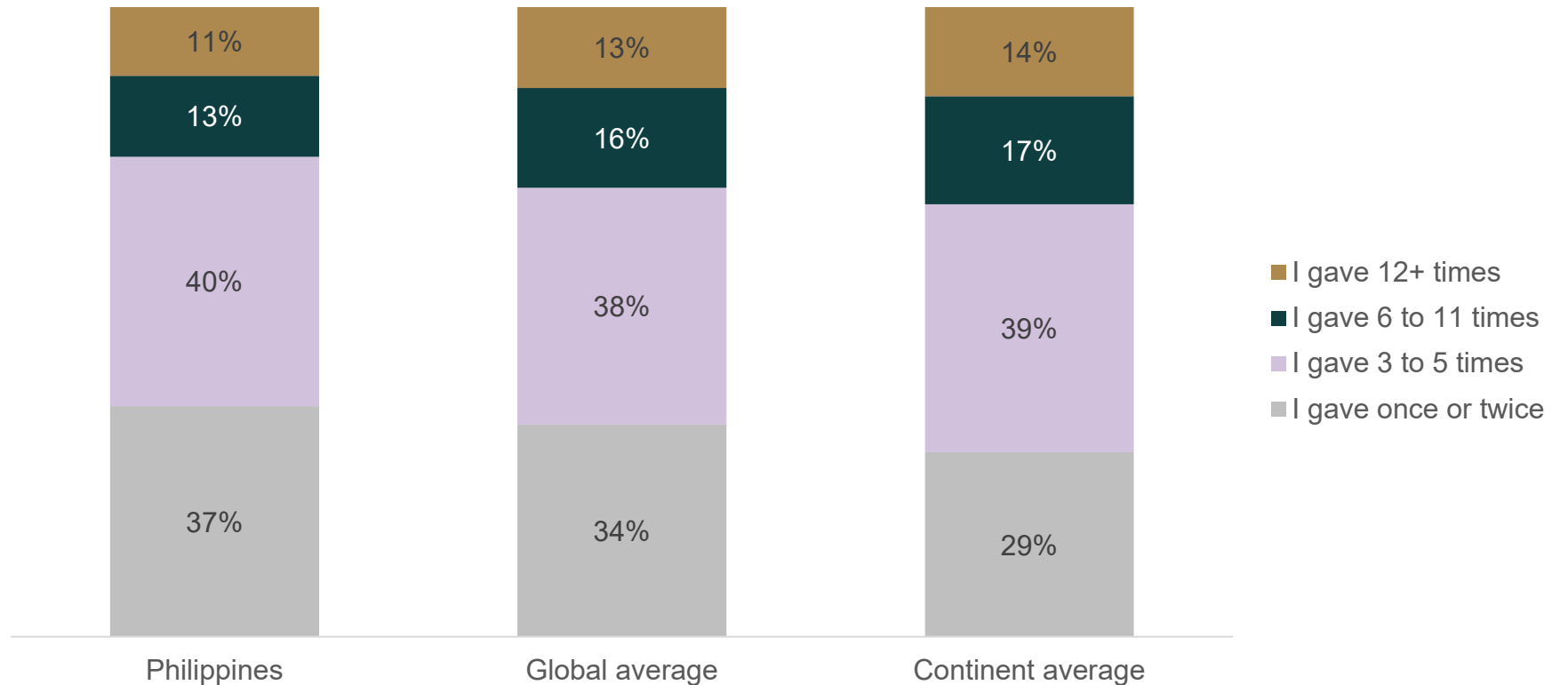
\*The full answer code was worded, 'Give money to a religious organisation or for a religious cause' (for example: at church, through zakat, tithing, ma'aser or daana, etc.). This includes any money you give voluntarily, even if it is collected by your government'.



## How frequently people gave.

- Generally, the Philippines gives as frequently as the global and continental averages. In 2024, nearly 80% of Filipinos donated five times or fewer.
- This highlights both opportunities and challenges to **make giving easier and more accessible to cultivate a culture of regular, sustained generosity.**

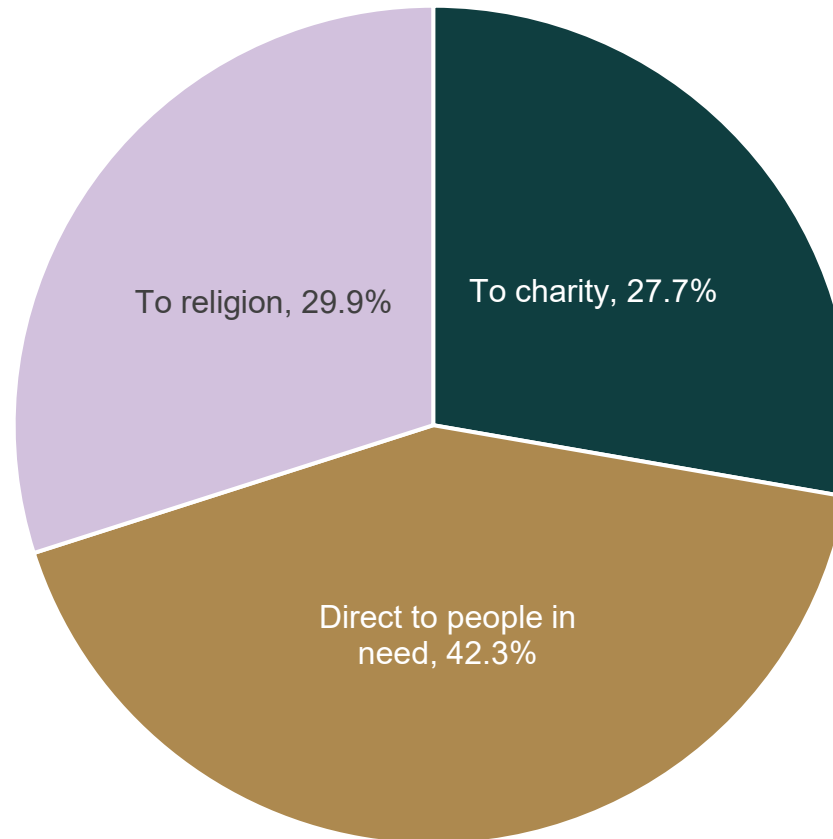
**Q: How often did you give money away in 2024, either to charity, a person or family in need, or to a religious organisation?** *People who had given money, n = 795)*



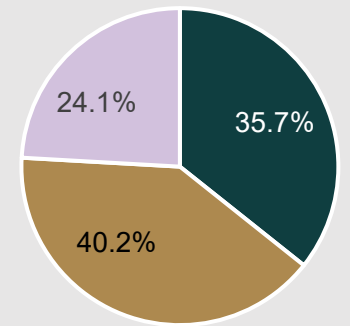
## Share of donations.

- The share of donations to charities in the Philippines is lower than both global and continental averages, pointing to a **preference for direct giving** to families and individuals in need.
- This may also reflect **lack of awareness and visibility** of charities and the causes they support, as well as the **accessibility of their donation channels** to the general public.

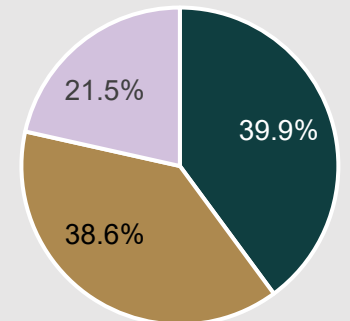
The share of the value of all donations made in 2024, across the three different routes. (People who had given money,  $n = 795$ )



Global average



Continent average

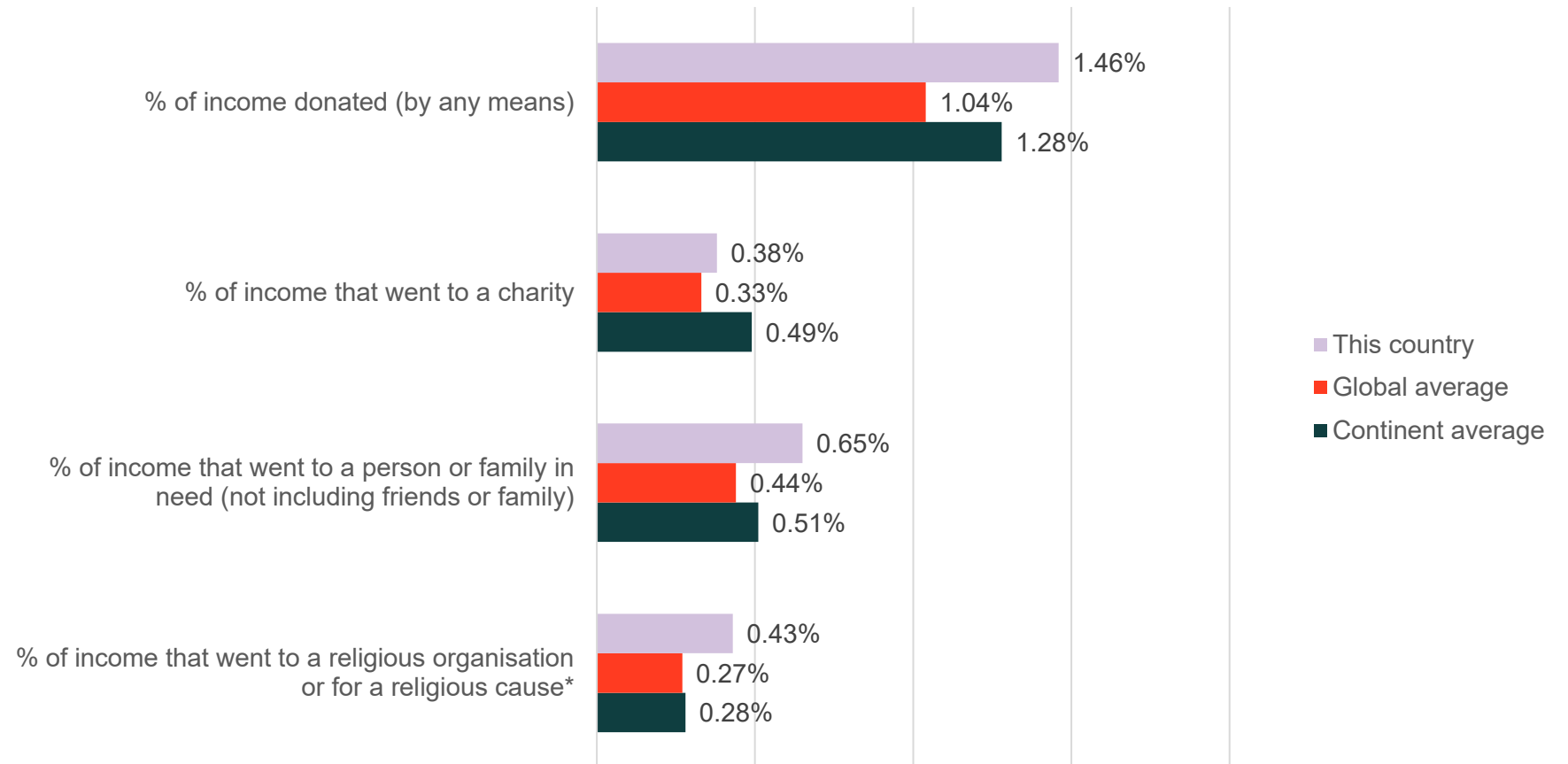




## Donations as a proportion of income.

- The average proportion of income people donate is generally **higher** than the global and continent average, suggesting a willingness among Filipinos to allocate more to charitable giving despite other financial commitments.

The average proportion of income people gave to each of the three donation routes, and overall. (All, including those donating zero,  $n = 1,056$ ).

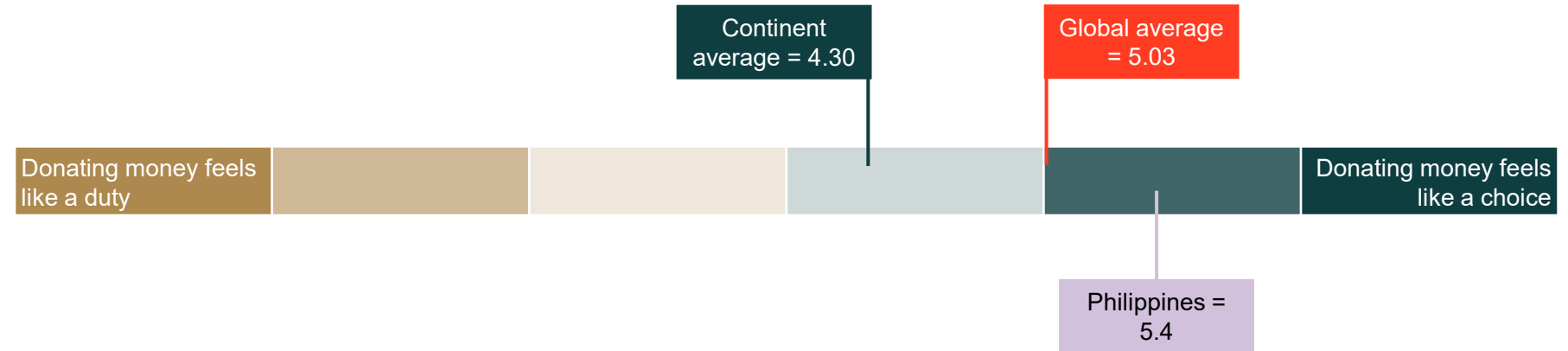


\*The full answer code was worded, 'Give money to a religious organisation or for a religious cause, (for example, at church, through zakat, tithing, ma'aser or daana, etc.). This includes any money you give voluntarily, even if it is collected by your government'.

## How people feel about giving money.

- Filipinos scored **higher** than the global average in **viewing giving as a choice rather than a duty**.
- This may be linked to the Filipino cultural value of ***malasakit*** (compassion, concern and care for others), which is more closely tied to human and emotional connection to others than an obligation to help out.

The average score when people were asked how donating money feels.  
(People who had given money,  $n = 795$ ).

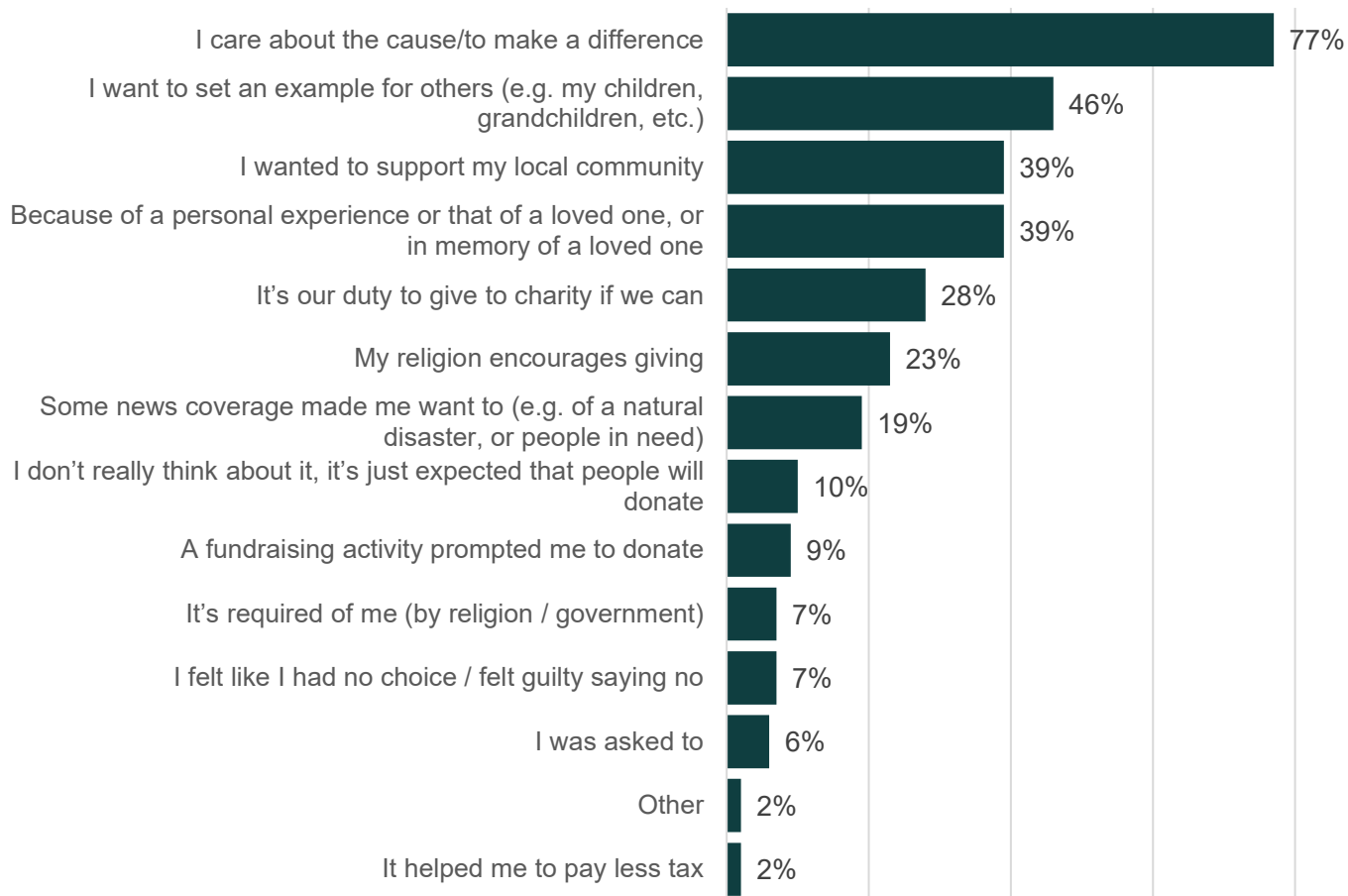




## Reasons for giving money.

- While Filipinos share the top reason with global and continent counterparts, “**I want to set an example**” and “**I want to support my local community**”) are far more important.
- This reflects the strong Filipino orientation toward **localism**. As the Philippines is characterised by diverse cultures, languages, and histories in different localities/regions, Filipinos often feel a **strong sense of identity and belonging tied to their own communities**. This deep-rooted connection fosters a natural tendency to give to their own localities first.
- A tangible manifestation of this is during **local fiestas or community festivals**. In most cases, neighbours come together to contribute food, time, and resources to celebrate the patron saint of their locality. This spirit of collective action reflects the Filipino value of **bayanihan** (spirit of communal unity and cooperation).
- The top two reasons may both be tied to **kapwa** (shared identity and connectedness with others), where giving money to others is sharing a part of themselves as well.
- These motivations also reflect the strong sense of **familial closeness** in Filipino culture, where acts of generosity are rooted in personal relationships.

Which of the following, if any, are reasons that you gave away money in 2024?  
(People who had given money, n = 795).



### 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%)

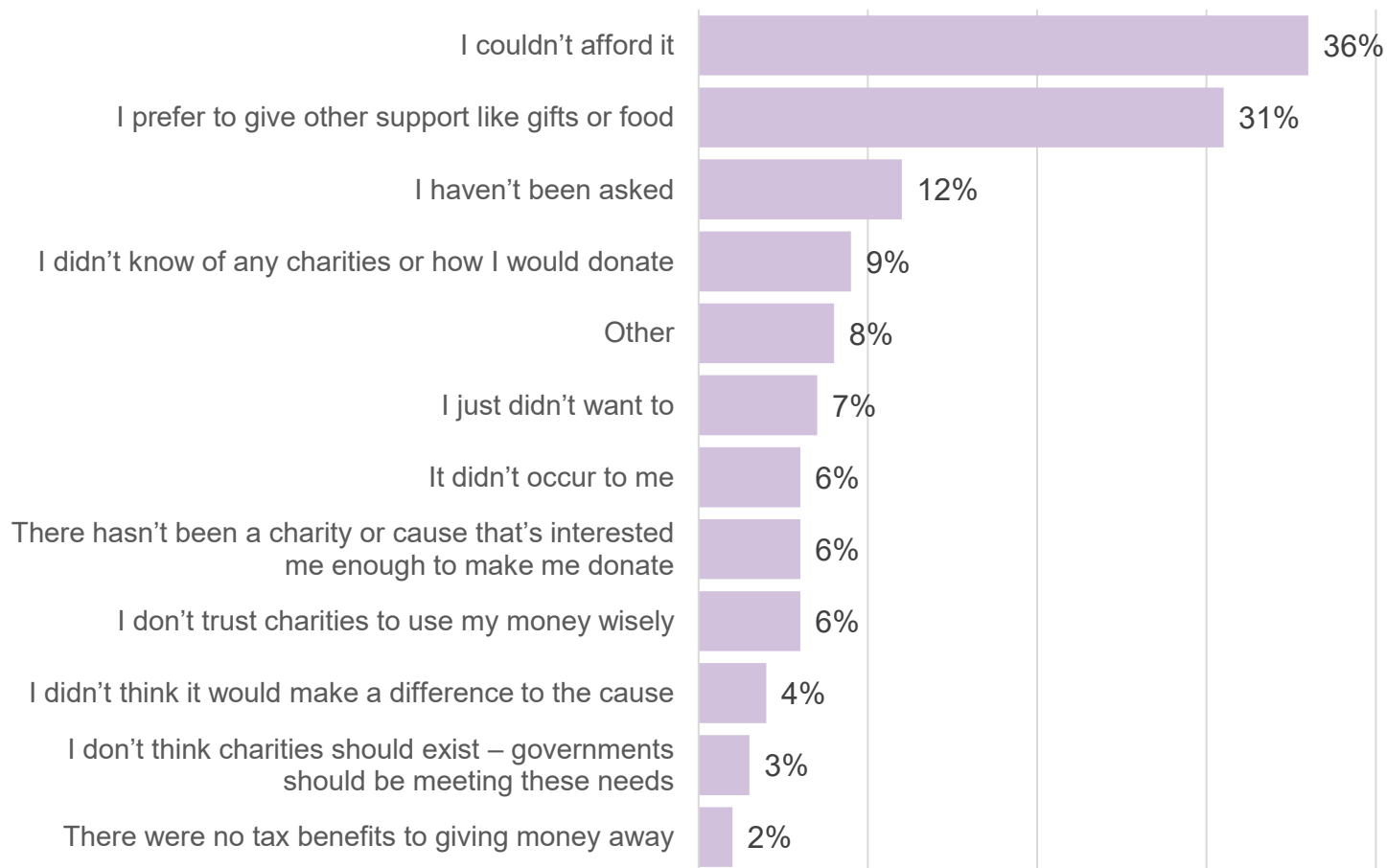
### Continental top 3

1. I care about the cause/to make a difference (62%)
2. It's our duty to give if we can (39%)
3. My religion encourages giving (37%)

## Reasons for not giving money.

- Reasons three and four (“**I haven’t been asked**” and “**I don’t know of any charities or how I would donate**”) stand out for the Philippines.
- This suggests a **gap in the awareness of the public on charities/NGOs**, rather than a lack of willingness to give — highlighting the opportunity for charities/NGOs to increase giving or engagement with donors through more strategic communication efforts.
- Aside from possible lack of awareness of charities, some may be willing to give but **have not been approached by someone they trust or consider credible**.
- For some, non-monetary resources may be **what they can afford** to offer. For example, those in the provinces give away excess produce from their farms to those in need.
- For others, the preference to give non-monetary resources instead of cash may reflect **concerns about how money is used**, preferring in-kind contributions to **ensure their help goes directly to those in need**.

What would you say are the main reasons that you did not give money away in 2024? (People who had not given money, n = 261).



### 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 (35%)
2. I prefer to give other support like gifts or food (20%)
3. I don't trust charities to use my money wisely (14%)

## What would increase donations?

- The top reasons highlight the importance of transparency, accountability, and good governance in the charity sector. The leading reason, **“Knowing more about the results and impact of a charity”**, also points to the **need for clear and well-defined measurements, targets, and outcomes** for programs and projects.
- The top reasons suggest that the charity sector can strengthen its **donor management and strategic communications** efforts by more clearly demonstrating the impact and outcomes of their work. This further underscores the importance of consistent engagement to foster trust.
- Notably, with 40% of respondents saying they would increase donations if they knew that the charity sector is well regulated suggests a **potential lack of trust on how the Government regulates the charity sector**.
- Interestingly, the Philippines is one of the few countries where the charity sector has established its own self-regulatory mechanism. The **Philippine Council for NGO Certification (PCNC)** stands as the duly designated accrediting entity by the Philippine Government to ensure that charities meet established standards for good governance and management and comply with existing regulatory requirements.

The top three reasons that would make the respondent likely to give more money, goods or time to charities in 2025. (All, n = 1,056)

**51%** Knowing more about the results and impact that a charity has

**40%** Knowing more about how my money would be spent

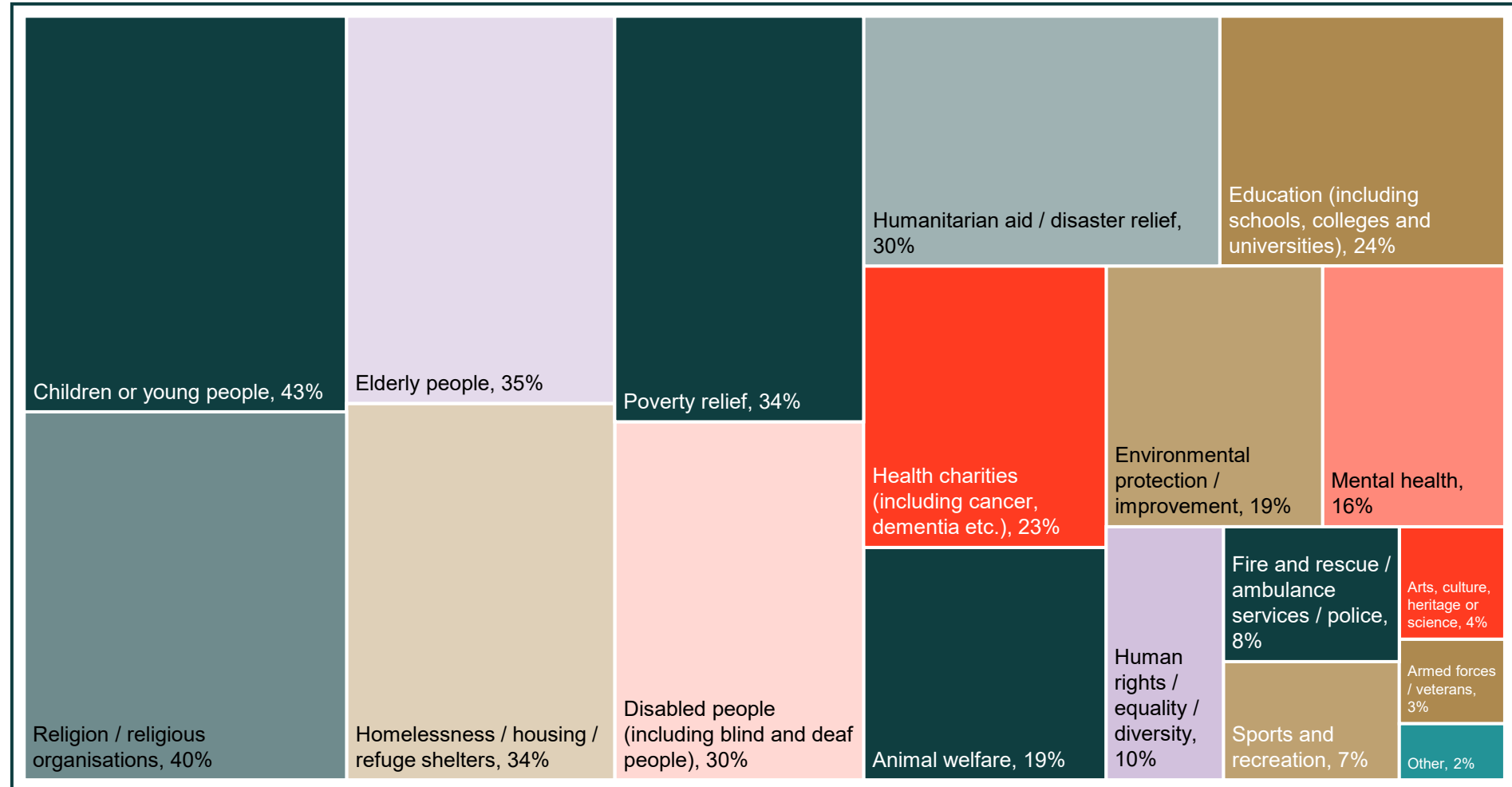
**40%** Knowing the charity sector is well regulated



## The causes people support through donating.

- Filipinos tend to support causes where they can see **immediate and tangible impact**, often driven by compassion or *malasakit* (compassion, concern and care for others) for **vulnerable groups** like children, the elderly, and persons with disabilities.
- These causes are those that evoke a strong emotional response, and may be linked to the notion of *kapwa* (shared identity and connectedness with others).
- Religion** also plays a significant role, with 40% donating to religion / religious organisations.

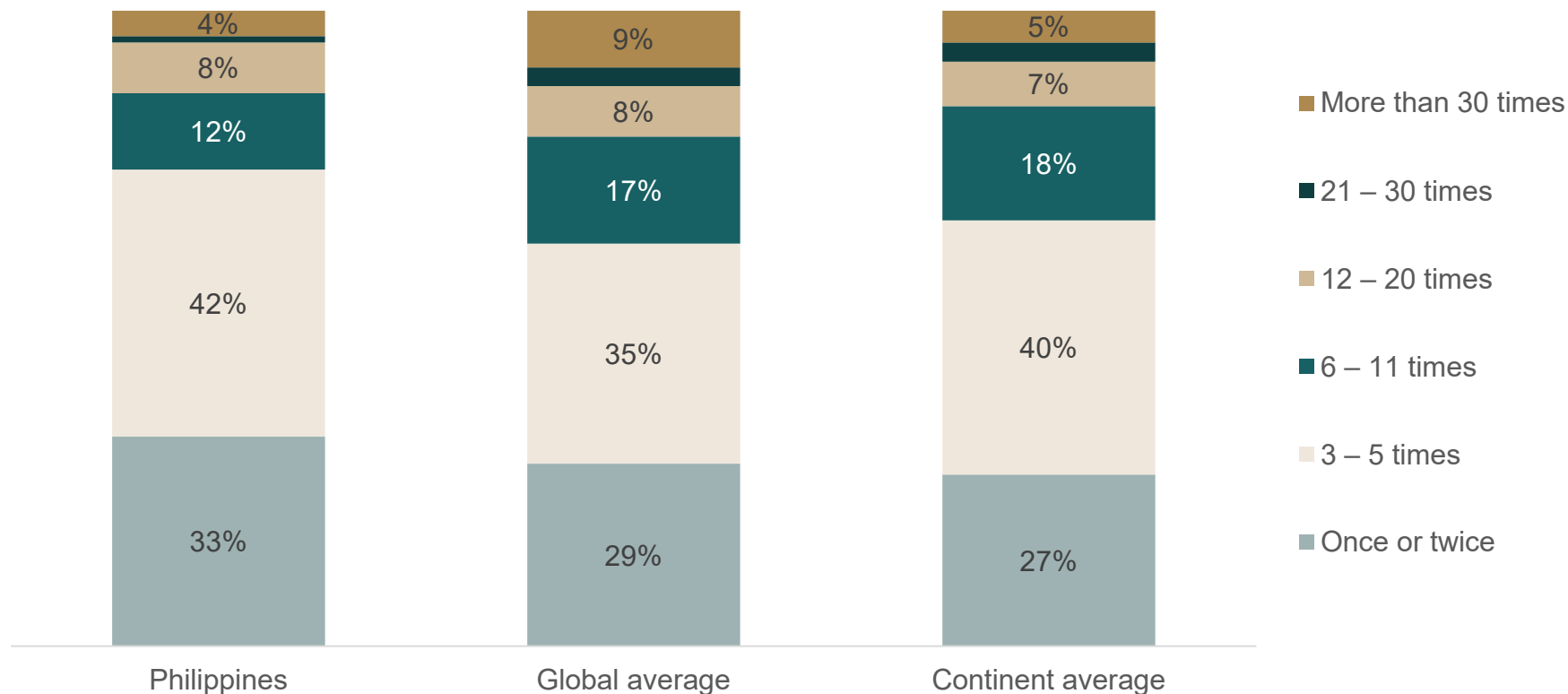
Which cause(s) did you give money to in 2024? (People who had given money, n = 795)



## Frequency of volunteering, per person.

- This question is based just on the quarter of Filipinos (26%, see slide 9) who volunteered in 2024.
- In general, volunteering frequency patterns in the Philippines mirror global and continental patterns, albeit with a slightly lower proportion of very frequent volunteers (13% active 12+ times in 2024 vs . 20% of volunteers globally).
- This may indicate a need for more accessible platforms or greater awareness of **opportunities that encourage more and more regular volunteer engagement.**
- Companies and organisations may also need to consider incorporating volunteerism into their employee engagement and school activities.
- Volunteering may possibly be **occasion-based**, linked to events like birthdays, the Christmas season, or times of disaster.

How often did you do unpaid, voluntary work in 2024 that benefitted people other than your family or friends? *(Those who volunteered, n = 279)*



## Average time spent volunteering, per person.

- One of the major challenges in volunteerism is **offering appropriate options for volunteering** and ensuring that potential volunteers perceive these opportunities as viable and accessible.
- Many **organised volunteer opportunities are concentrated in urban centres**, leaving those in the provinces with limited opportunities to volunteer.
- In addition, there may be a **lack of awareness** of Filipinos on organisations they can volunteer with, presenting challenges and opportunities for volunteer organisations to have more robust strategic communication efforts.
- Beyond access and awareness, **practical barriers** may also limit volunteer participation. In 2024, the Philippines ranked 59th of 60 countries in in the [Global Life-Work Balance Index](#) 2024 of human resource platform Remote. **Long work hours, heavy workload and inflexible schedules** may make it difficult for Filipinos to commit to additional responsibilities like volunteering. Many Filipinos also take on side jobs or extra work to support their families, leaving **little time or energy for volunteering**.

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

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

*(All, n = 1,056) [nb – this is overall, so includes all those who did nothing within the average]*

**9** hours

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**Global average**

**7** hours **30** minutes

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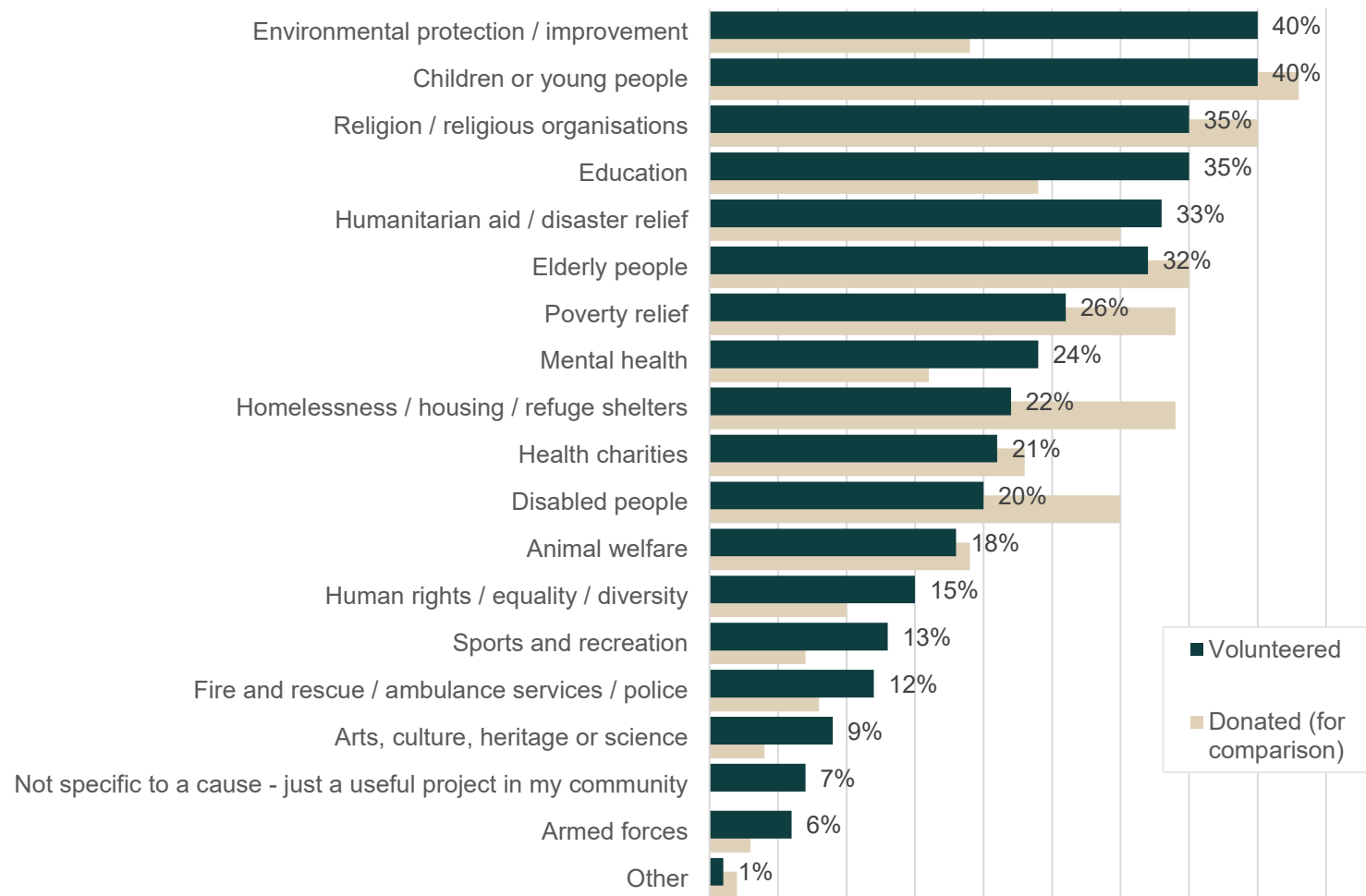
**Continent average**



## The causes people supported through volunteering.

- There is a notable gap between the percentage of Filipinos who support **environmental** causes through donations (19%) versus volunteering (40%). This suggests that while financial contributions may be lower, many are willing to offer their time for activities like clean-up drives or tree planting.
- A similar pattern is seen in **education**, where people may prefer volunteering, such as tutoring or helping with school-related events, over donating money.
- Environment and education efforts offer **visible, tangible impact**, making volunteer contributions feel more meaningful and accessible.

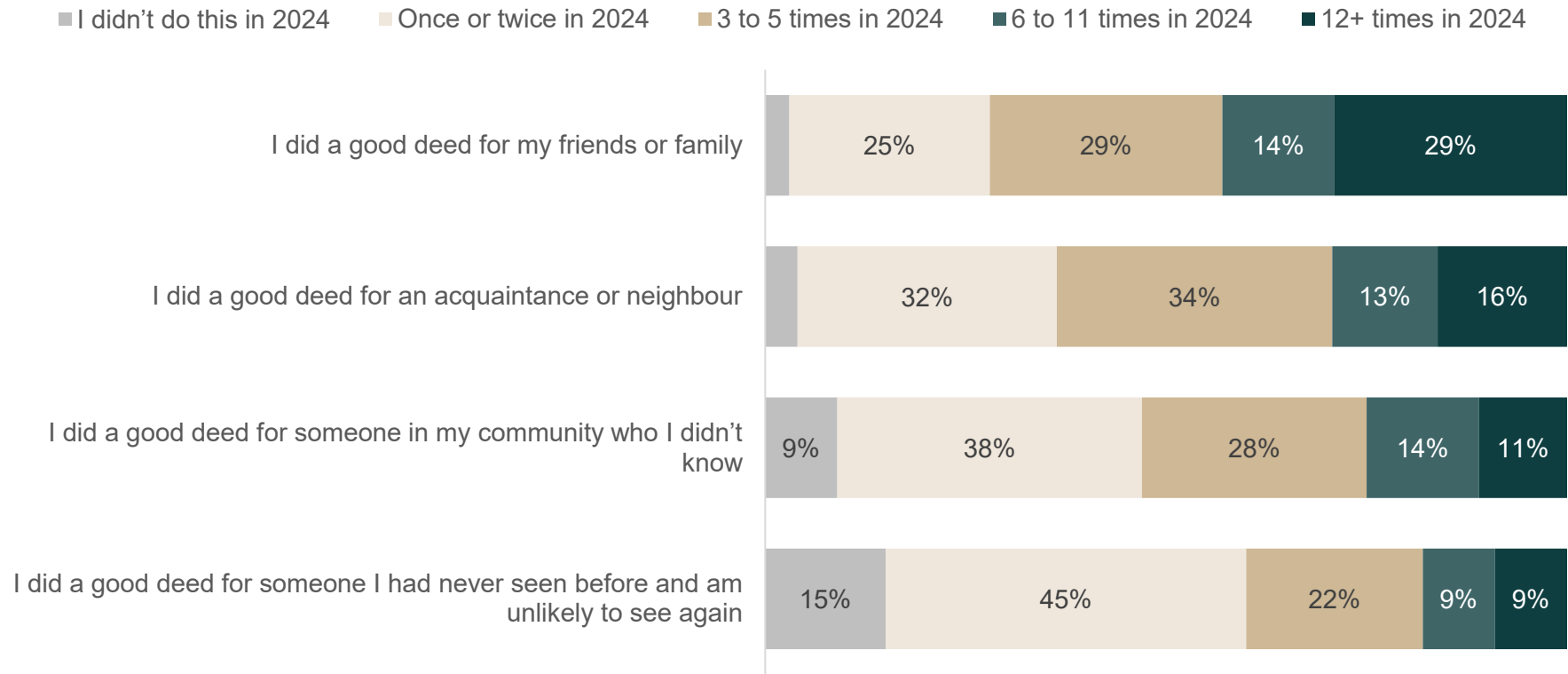
Which cause(s) did you do unpaid voluntary work for in 2024? (People who had volunteered, n = 279)



# How helpful people are to others.

- Doing good deeds for friends or family, or for an acquaintance or neighbour, was reported more frequently than for someone they did not know.
- This reflects the deeply rooted Filipino values of being **family-oriented**, where generosity and care are extended to those within one's immediate social circle or community.

**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 = 1,056)





An aerial, top-down view of a large crowd of people gathered on a paved surface at night. The scene is illuminated by numerous small, glowing yellow lanterns or lights that are arranged in patterns on the ground. People are seen sitting or standing, some looking towards the camera and others looking down at the lights. The overall atmosphere is festive and communal.

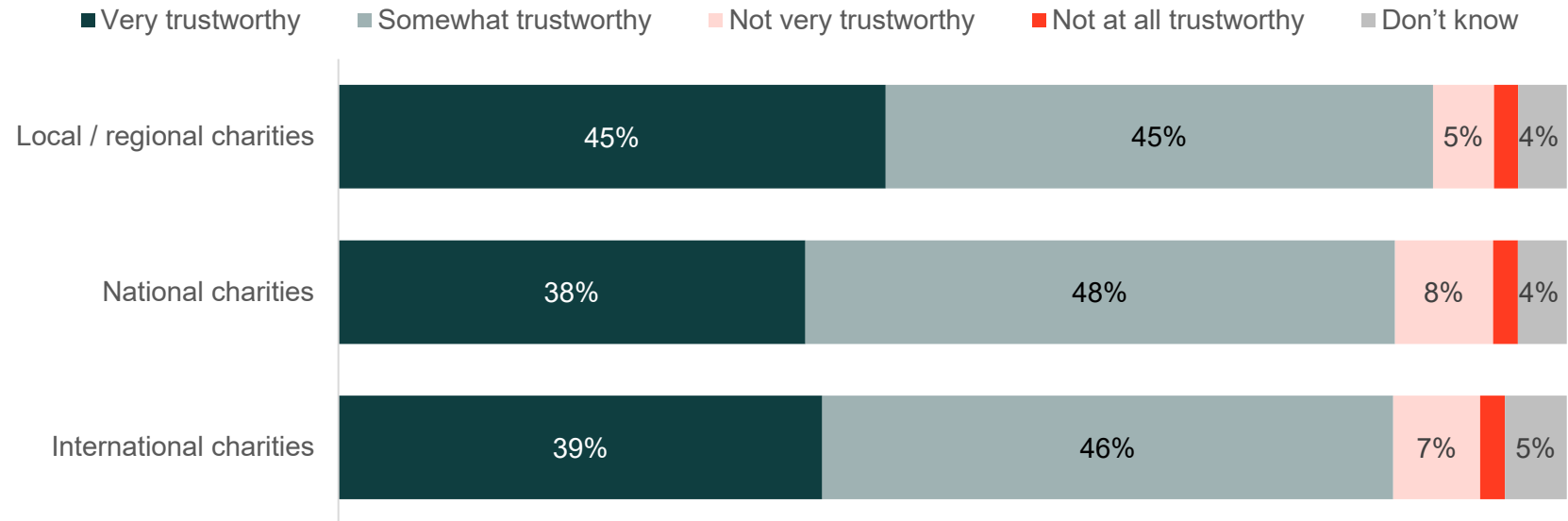
## 04 PERCEPTIONS OF CIVIL SOCIETY



## How much the public trusts charities.

- The trust in charities in the Philippines is **higher** than the global and continental averages.
- Nearly half (45%) viewed local/regional charities as ‘very trustworthy’, higher than those who found national and international charities as “very trustworthy”. This may reflect the influence of **localism** or **regionalism**. This suggests that Filipinos may feel a **stronger connection to charities rooted in their own communities**.

How trustworthy do you tend to find each of these types of charities? (All, n = 1,056)

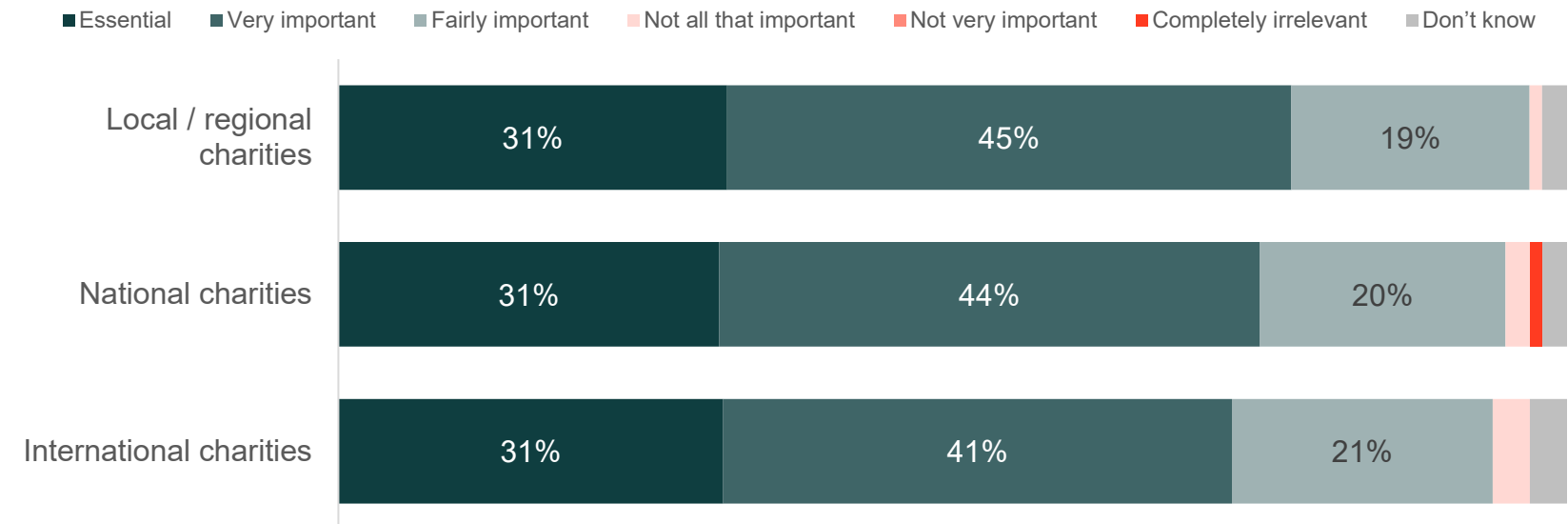


Overall, the public in Philippines gave a score of 10.8 / 15 for how much they trust charities. This compares to a continental average of 9.65 and a global average of 9.22.

## The perceived importance of charities to society.

- The perceived importance of charities to society is **higher** than the global and continental averages.
- In the Philippines, charities may be seen as organised expressions of ***bayanihan*** (spirit of communal unity and cooperation) and ***kapwa*** (shared identity).
- Filipinos may also perceive charities as **key actors responding** to issues they personally encounter and/or have witnessed, such as poverty, disasters, and other social issues.

How important, in general, do you believe these different types of charities are to your country's society? (All, n = 1,056)

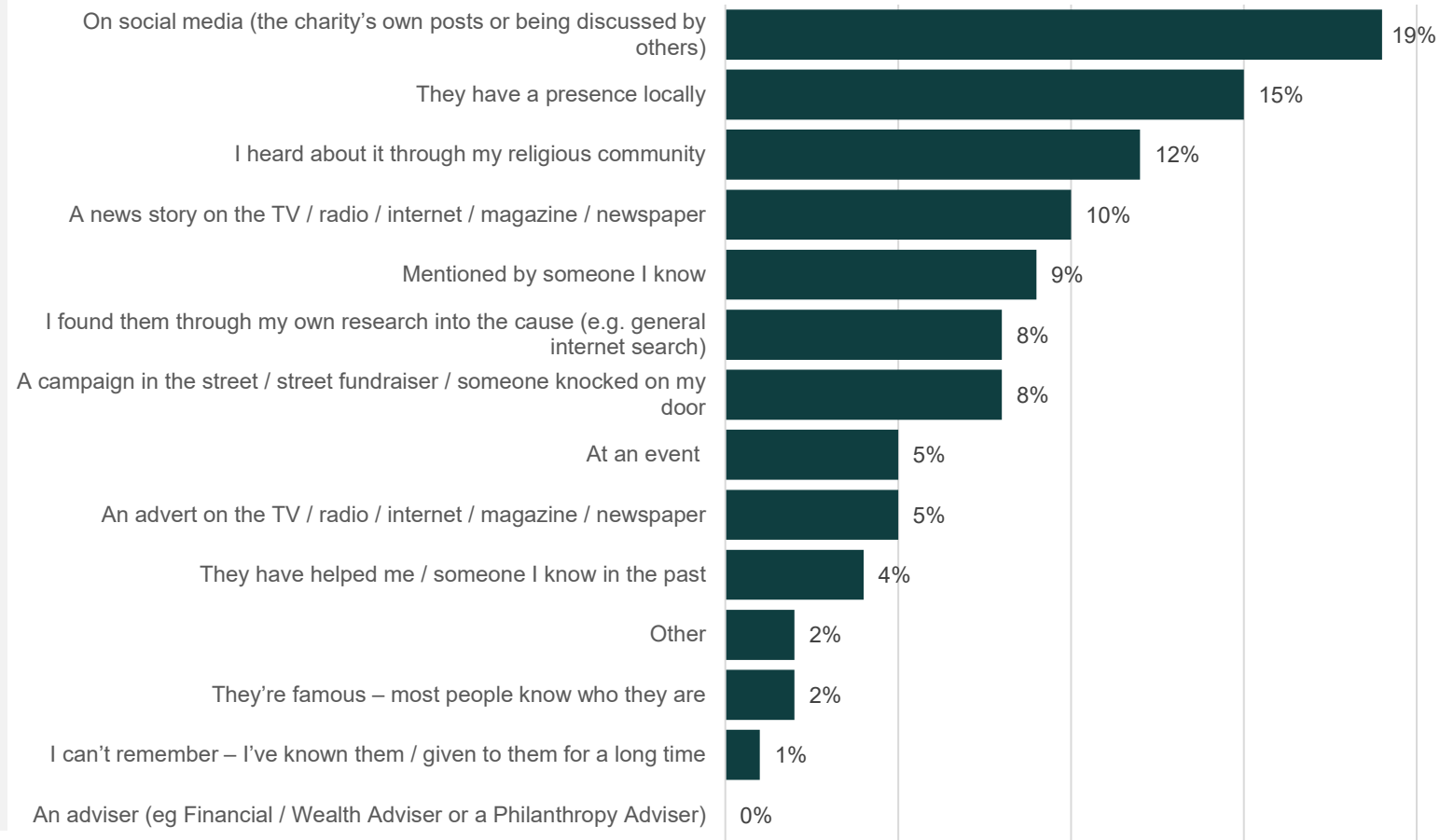


Overall, the public in Philippines gave a score of 12 / 15 for how much they value charities. This compares to a continental average of 11.04 and a global average of 10.98.

## How people discover charities.

- These results suggest that Filipinos primarily learned about charities last year through social media and local presence, with religious communities also playing a significant role.
- The results point to the **growing influence of social media**, alongside enduring traditional drivers of giving, such as religious institutions. This suggests that the **church continues to have strong influence** in sharing information about charitable work.
- Notably, **traditional media** also ranks among the top four sources, suggesting its continued relevance in the Philippine context.
- Beyond these channels, **building trust and visibility of charities** ultimately relies on proof of impact, personal connections, and word of mouth.

### 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 = 325)



#### Global top 3

1. On social media (14%)
2. They have a presence locally (11%)
3. They were mentioned by someone I know (10%)

#### Continental top 3

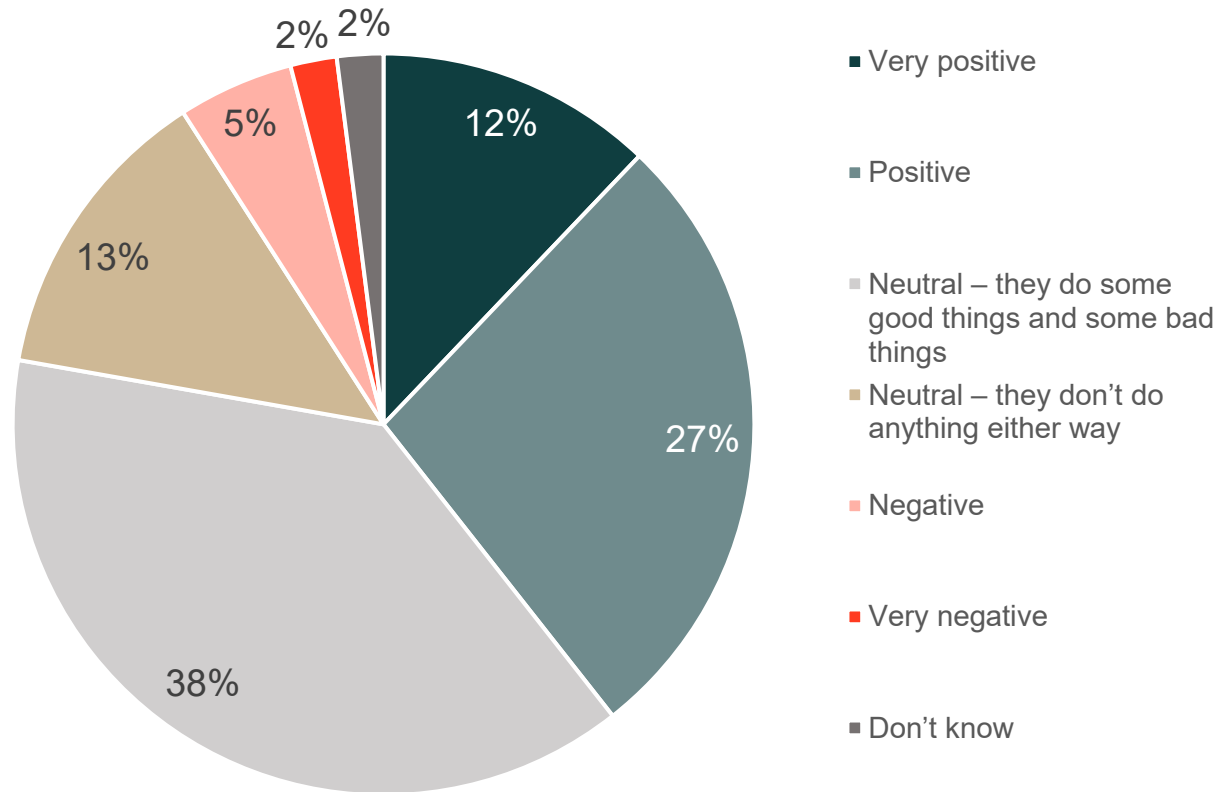
1. On social media (18%)
2. They have a presence locally (12%)
3. Mentioned by someone I know (11%)



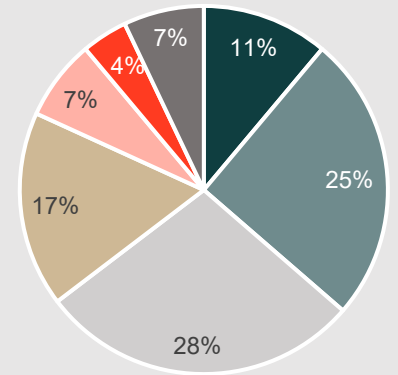
## Overall influence of government on charities.

- The results suggest there is generally a **neutral to positive view** on the Government's influence on the charity sector.
- Given that the **charity sector is generally viewed as autonomous and independent** from the Government, the neutral results are reasonable and expected.
- Respondents may have interpreted "government" as either national government agencies (NGAs) or local government units (LGUs), without distinguishing between the two. **Perceptions may vary depending on respondents' experiences with these bodies.**
- The positive perception may be **shaped by visible collaborations between government and charities**, such as the Department of Social Welfare and Development (DSWD) partnerships on service delivery or disaster response, or local governments working with charitable groups to distribute **ayuda** (material or financial support) to constituents.
- Additionally, the positive view may be **reinforced by the existence of self-regulatory bodies of the charity sector, particularly the Philippine Council for NGO Certification (PCNC)**, which helps build public trust by ensuring that accredited NGOs meet standards of transparency, accountability, and effective service delivery.

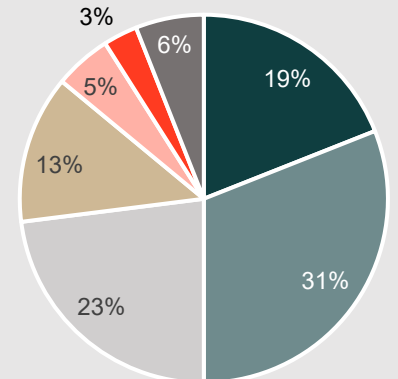
Overall, do you think the Government is a positive or negative influence on the charity sector? (All, n = 1,056)



Global average



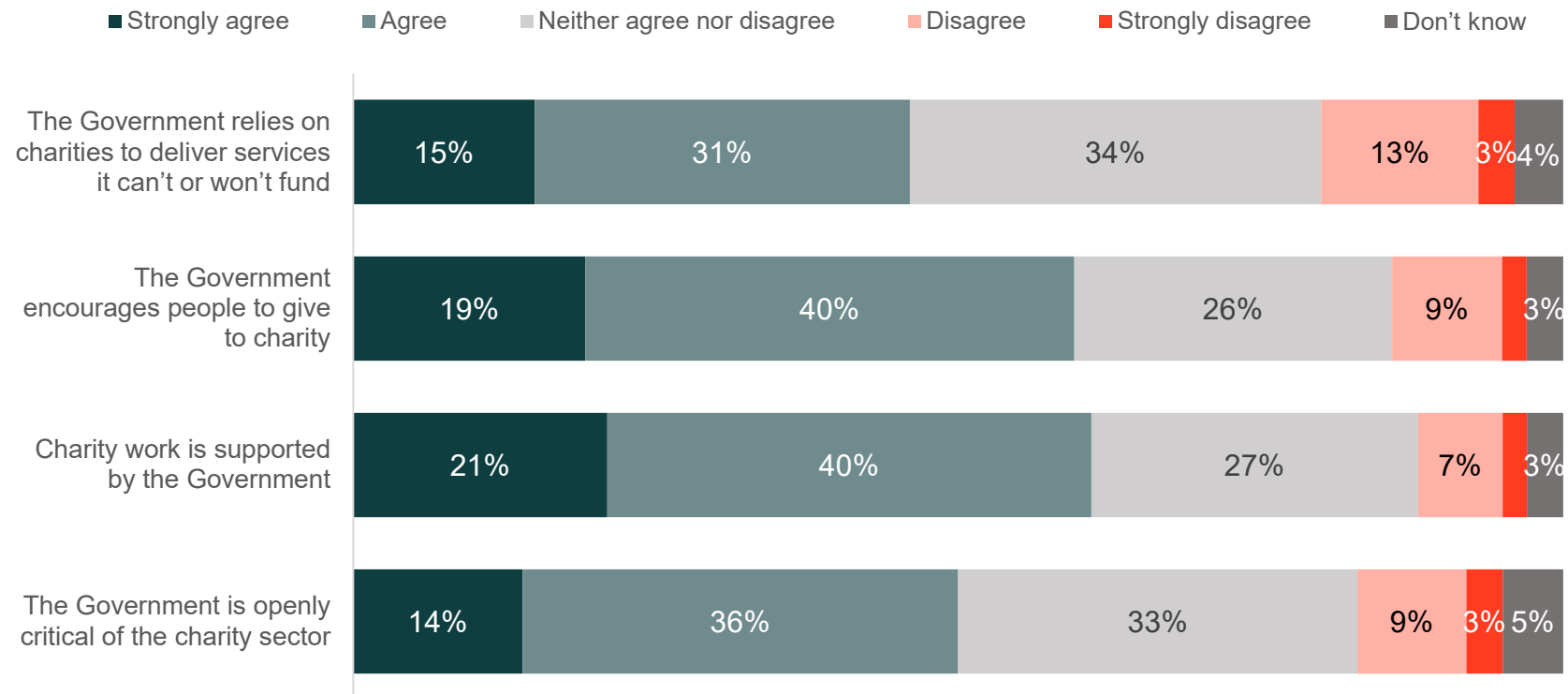
Continent average



## Specific opinions on the role of government.

- It is interesting to note that the combined “Strongly Agree” and “Agree” responses for the second and third statements show that 59% and 61% respectively believe the government encourages and supports charities. This suggests that the public recognises the **Government’s acknowledgment that addressing societal issues is not its burden alone**, and that **charity work is a legitimate and valued contribution** to nation-building.
- However, it is also equally interesting that at the same time, **50% of respondents agree that the Government is critical of charities**.
- This could reflect a lingering distrust of the Government towards the charity sector or perhaps the view that the charity sector serves as a **watchdog**, acting as a **fiscalizer** that holds government to account.

Do you agree or disagree with the following statements about the Government’s involvement in the charity sector? (All, n = 1,056)



# THANK YOU

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

Charities Aid Foundation registered charity number 268369

