

WORLD GIVING REPORT

GIVING IN INDONESIA

2025

CONTENTS

01.	INTRODUCTION	4
	Welcome	5
	About us	6
	Our methodology	7
02.	THE GLOBAL CONTEXT	8
	How Indonesia compares on key indicators of generosity	9
03.	ASPECTS OF GENEROSITY	11
	Giving money away	12
	Volunteering	21
	Helping people	24
04.	PUBLIC PERCEPTIONS OF CIVIL SOCIETY	25
	On charities	26
	On the Government	29

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 presents an inspiring overview of giving behaviours and civic values in Indonesia, developed through a meaningful collaboration between the Charities Aid Foundation (CAF) and Filantropi Indonesia. As part of the World Giving Report 2025, this national insight celebrates Indonesia's vibrant philanthropic spirit — where religious giving, community solidarity, and informal support systems are deeply woven into cultural and spiritual life.

Indonesia consistently ranks among the most generous nations in the world. The report reaffirms this, while also highlighting exciting opportunities to further energise and expand the philanthropic ecosystem. There is growing momentum to enhance volunteering, increase trust in formal organisations, and build more inclusive platforms for giving.

We remain optimistic about the future. We believe that a more resilient, impactful, and accountable giving ecosystem can be achieved through enabling policies, strong civil society capacity, and greater public trust. Through our national networks, learning platforms, and advocacy, we are working hand-in-hand with partners to advance philanthropy as a force for sustainable development and social equity.

We hope this report inspires governments, NGOs, funders, and communities to take bold, collaborative steps toward a stronger philanthropic future in Indonesia.



Rizal Algamar
Chairperson of the
Executive Board
Filantropi Indonesia

“This report highlights Indonesia’s vibrant philanthropic spirit and the exciting opportunities to build a more resilient, impactful, and inclusive giving ecosystem for sustainable development and social equity”

About us

Filantropi Indonesia

In 2023, a number of individuals and non-profit organisations set up the Philanthropy Strengthening Initiative network in Indonesia. From this, in 2007, Filantropi Indonesia was formed.

Filantropi Indonesia operates as an independent philanthropic organisation dedicated to improving the philanthropic sector to promote social justice and the Sustainable Development Goals (SDGs) in Indonesia. Committed to advocating for the interests of philanthropists, Filantropi Indonesia embraces principles such as partnership, equality, diversity, justice, universality of philanthropy, and a strong sense of Indonesian nationality.

Filantropi Indonesia presents as the Philanthropy Hub, a central platform for philanthropists and thought leaders to advance sustainable development in Indonesia. Our primary objective is to enhance the philanthropic capacity, accountability, and sustainability of organisations while promoting networking, **co-creation, collaboration, and collective action** in order to strengthen the philanthropic ecosystem.

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. The overall scene is one of a busy, active beach day.

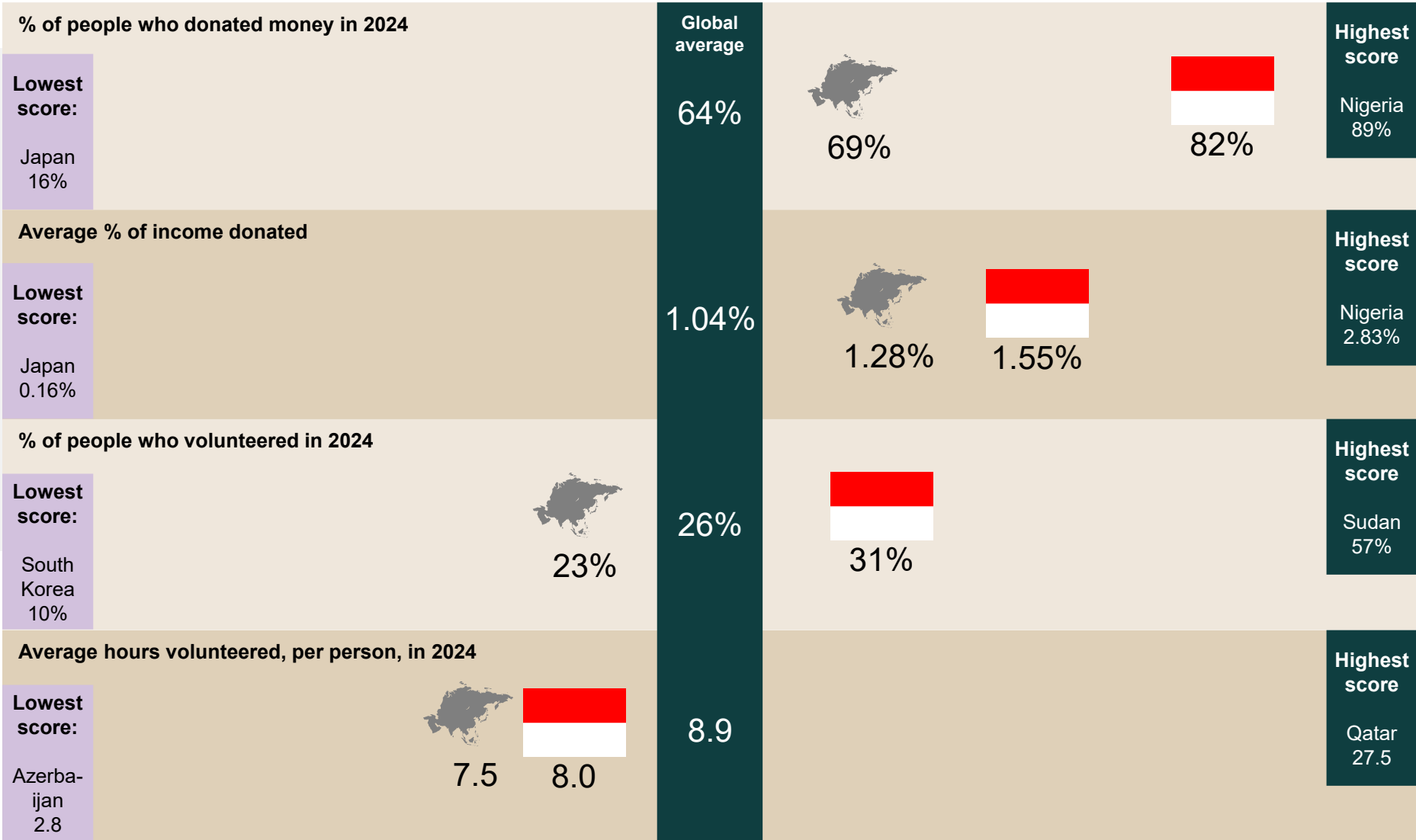
02 THE GLOBAL CONTEXT

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

Indonesia consistently demonstrates strong generosity indicators, especially in monetary donations.

A very high proportion of the population donate (82%), giving an average of 1.55% of their income — comfortably higher than the global and continental averages.

Volunteering behaviours are more on a par with continental and global comparators, with the average Indonesian doing 8 hours of volunteering a year.



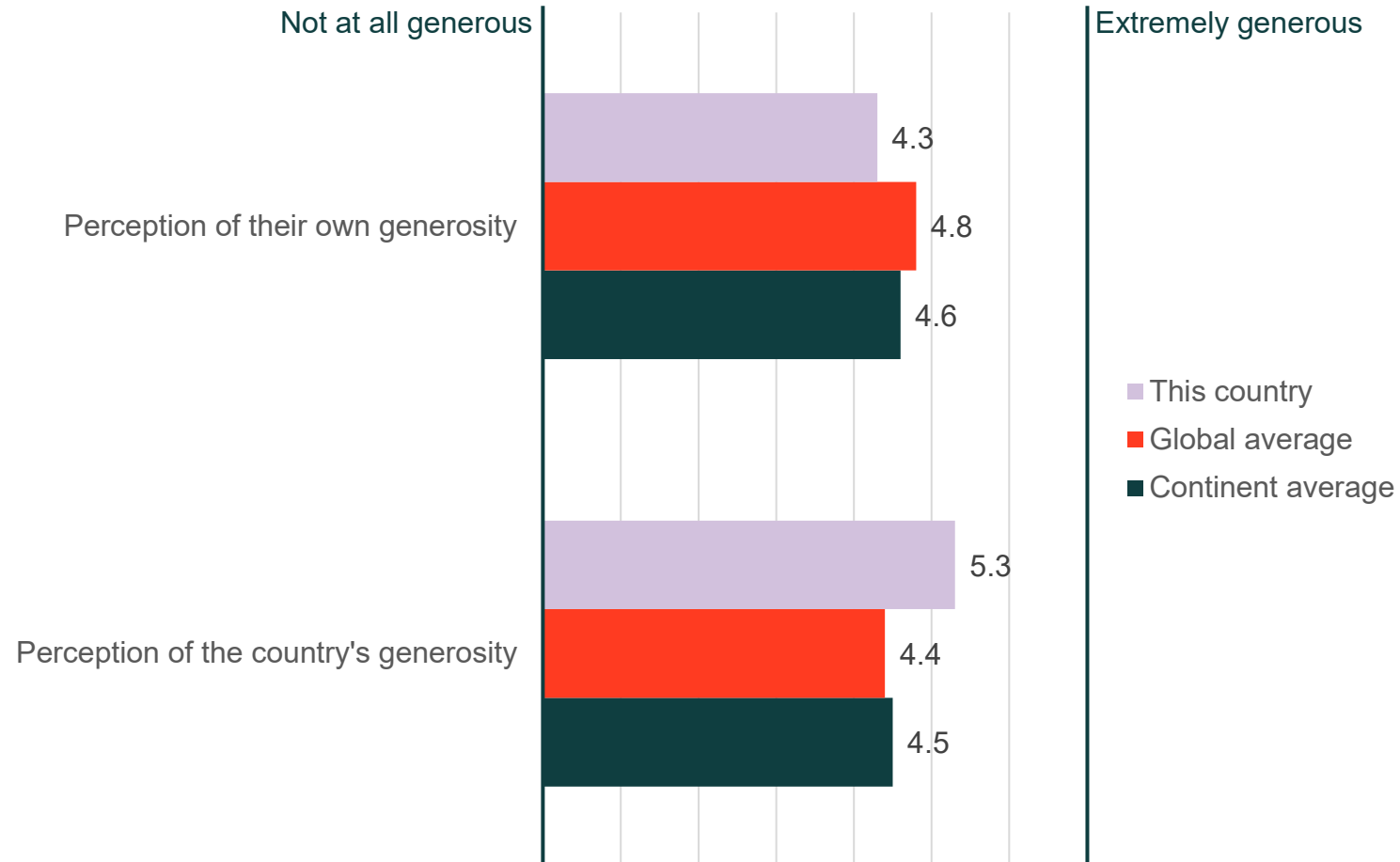
Base: All (1,004)

Perceptions of our own generosity.

An interesting pattern appears in Indonesians' self-perceptions of generosity.

Typically, Indonesians tend to be modest or down-to-earth when asked to rate themselves on personal attributes such as intelligence, kindness, or generosity. This cultural modesty may partly explain why Indonesians rate their own generosity at 4.3, slightly below the global average of 4.8.

However, when asked about their perception of the country's overall generosity, the score rises significantly to 5.3 — placing Indonesia 8th out of 101 countries. This suggests that while individuals may understate their personal giving, they are much more confident about the generosity of Indonesian society as a whole.



Indonesia ranks 8th out of 101 countries for how generous we think we are.

We are 21st 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 and backboard. To the right, there is another white canopy tent, also with a basketball hoop and backboard. A long white table with chairs is set up near the right tent. Along the top edge of the court, a row of white folding chairs is set up. The court has yellow and red painted areas. The surrounding area is grassy.

03 ASPECTS OF GENEROSITY

The proportion of people who give money in different ways.

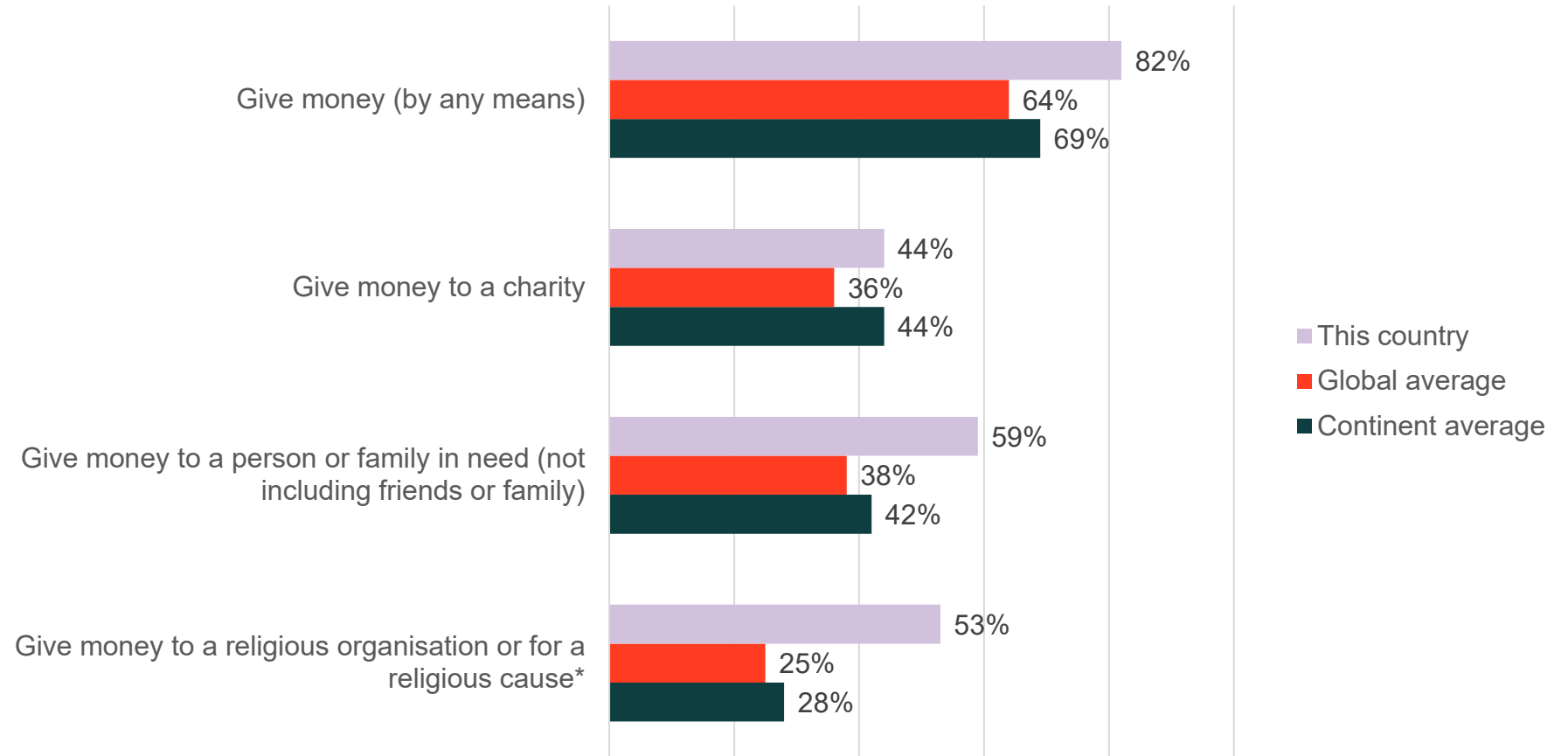
Indonesians tend to donate primarily through religious channels and informal giving mechanisms.

Direct giving to a person or family in need is exceptionally high compared to the global average (53% vs 25%).

This monetary giving data reflects a strong sense of community-based generosity, strong cultural norms of personal giving, embedded in religious giving (such as in the forms of zakat and tithe).

Religious institutions and local communities continue to play a central role in the giving ecosystem, and they represent a significant opportunity to strengthen inclusive and impactful philanthropy in Indonesia.

Q: During 2024, did you do any of the following? (All, n = 1,004)



*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'.

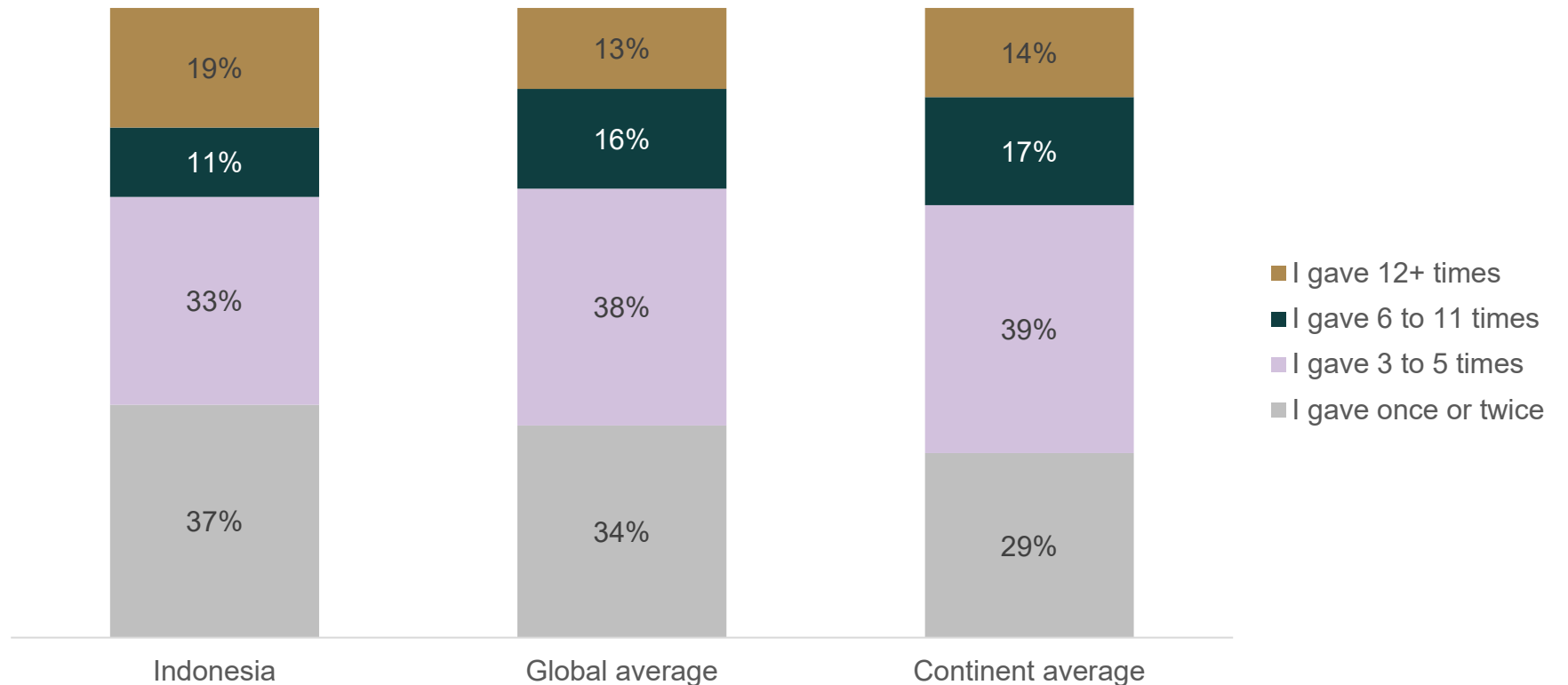
How frequently people gave.

The proportion of Indonesians who donated more than 12 times in a year is much higher than the continental and global averages.

The frequency of donations may be influenced by religious ritual activities, such as weekly donations at places of worship.

Encouraging more consistent and planned giving throughout the year may help increase both the volume and impact of donations.

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 = 823)*



Share of donations.

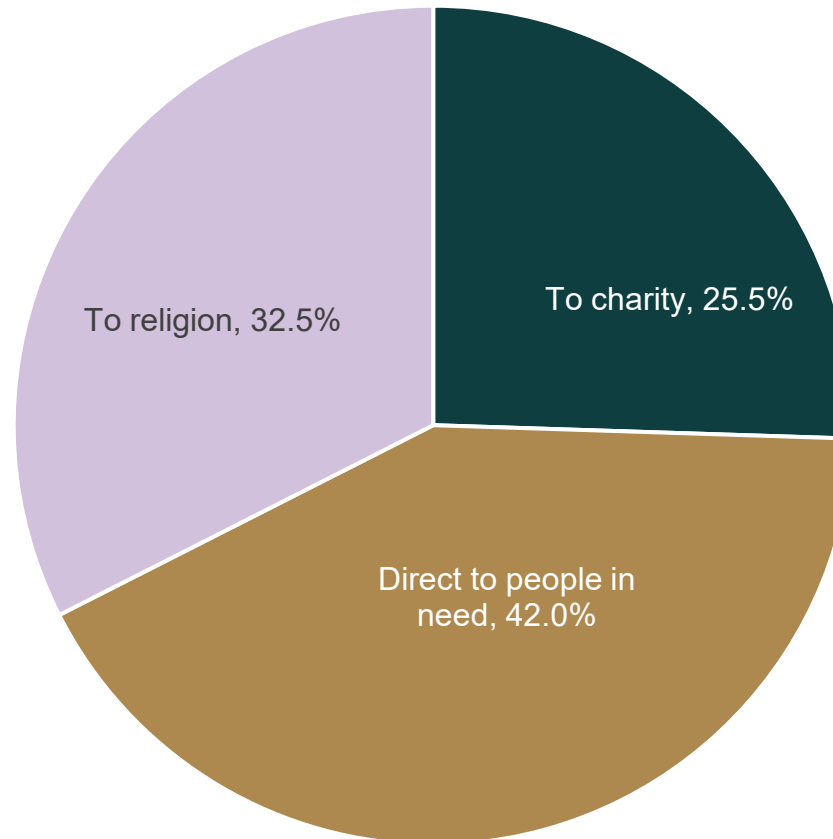
Direct support to individuals accounts for the largest share of total donated value, followed by religious giving and then donations to formal charities.

To explain this picture: Indonesia's legal framework heavily regulates religious philanthropy (such as the Law of Zakat Management, The Law of Waqf), while broader charity laws for non-religious giving are still limited in scope and endorsement.

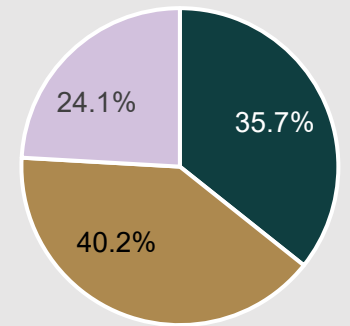
Secondly, cultural and community-based giving is strong where people prefer to give to their neighbours and people they know, in preference to charitable organisations they don't know as well.

Finally, donations to charity are not as accessible in all country districts and villages, especially to lower-middle income and the rural population.

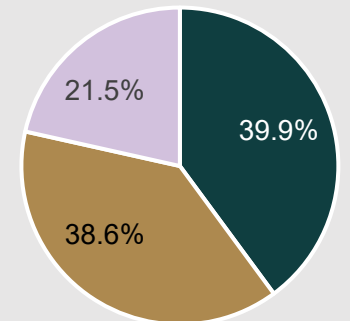
The share of the value of all donations made in 2024, across the three different routes. *(People who had given money, n = 823)*



Global average



Continent average



Donations as a proportion of income.

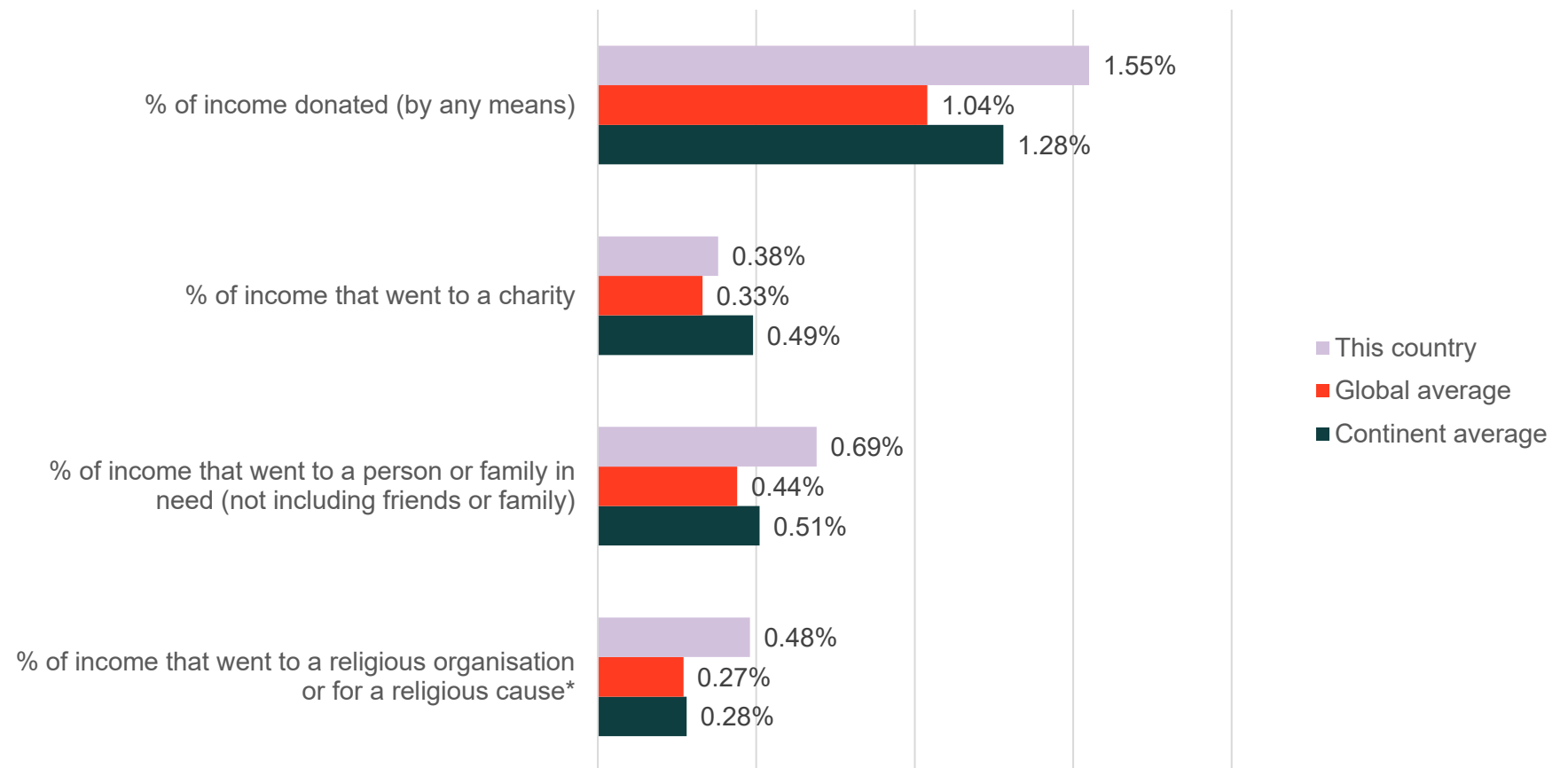
Compared to the global average, Indonesia's donation as a proportion of income appears relatively high. However, this figure remains modest for a country with a large Muslim population and a strong culture of giving.

The results reflect an ecosystem where giving remains highly informal and community-based, while the institutional philanthropy sector still has significant growth potential.

Most Indonesians donate relatively small amounts. For example, among those earning below IDR 3 million/month, 62% donate less than IDR 50,000/month (IDEAS 2025).

This helps explain why formal donation level appears small when calculated as a share of income, even though the spirit of generosity remains strong.

The average proportion of income people gave to each of the three donation routes, and overall. (All, including those donating zero, n = 1,004).



*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'.

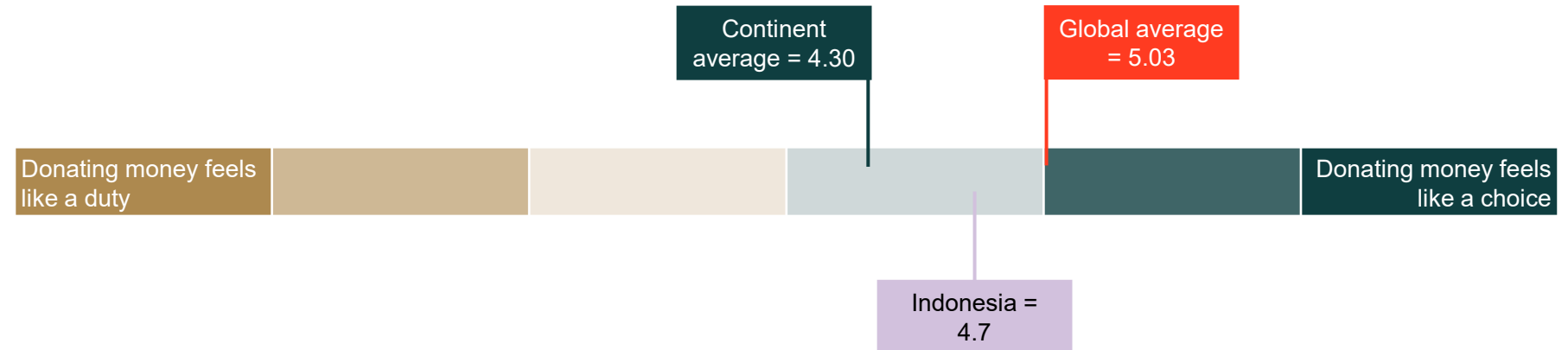
How people feel about giving money.

In countries with strong religious traditions such as Indonesia, giving is often seen as a moral and religious duty, such as the practices of zakat and tithe.

However, the fact that Indonesia's score is slightly more towards “choice”, suggests that while religious obligation remains strong, there is growing internalisation of giving as a personal choice.

By tapping into these positive sentiments, there is a chance to build stronger narratives around charitable giving that emphasise emotional fulfilment and long-term societal impact that donors are active stakeholders in.

The average score when people were asked how donating money feels.
(People who had given money, $n = 823$).



Reasons for giving money.

The primary driver for giving in Indonesia is religious encouragement, cited by 68% of respondents, significantly higher than in many other countries where giving is more often motivated by a sense of purpose or desire to make a difference.

This strong religious foundation is closely tied to Indonesia's social structure, where giving is often institutionalised through ritual and other faith-based obligations.

However, the second most popular reason — caring about the cause or wanting to make a difference — shows that many Indonesians are also beginning to internalise cause-driven motivations, similar to patterns seen globally.

These findings suggest that both empathy and ethics — rooted in personal values and religious beliefs — are central to giving behaviours in Indonesia.

Which of the following, if any, are reasons that you gave away money in 2024?
(People who had given money, n = 823).



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.

The primary barrier to giving in Indonesia remains financial constraints.

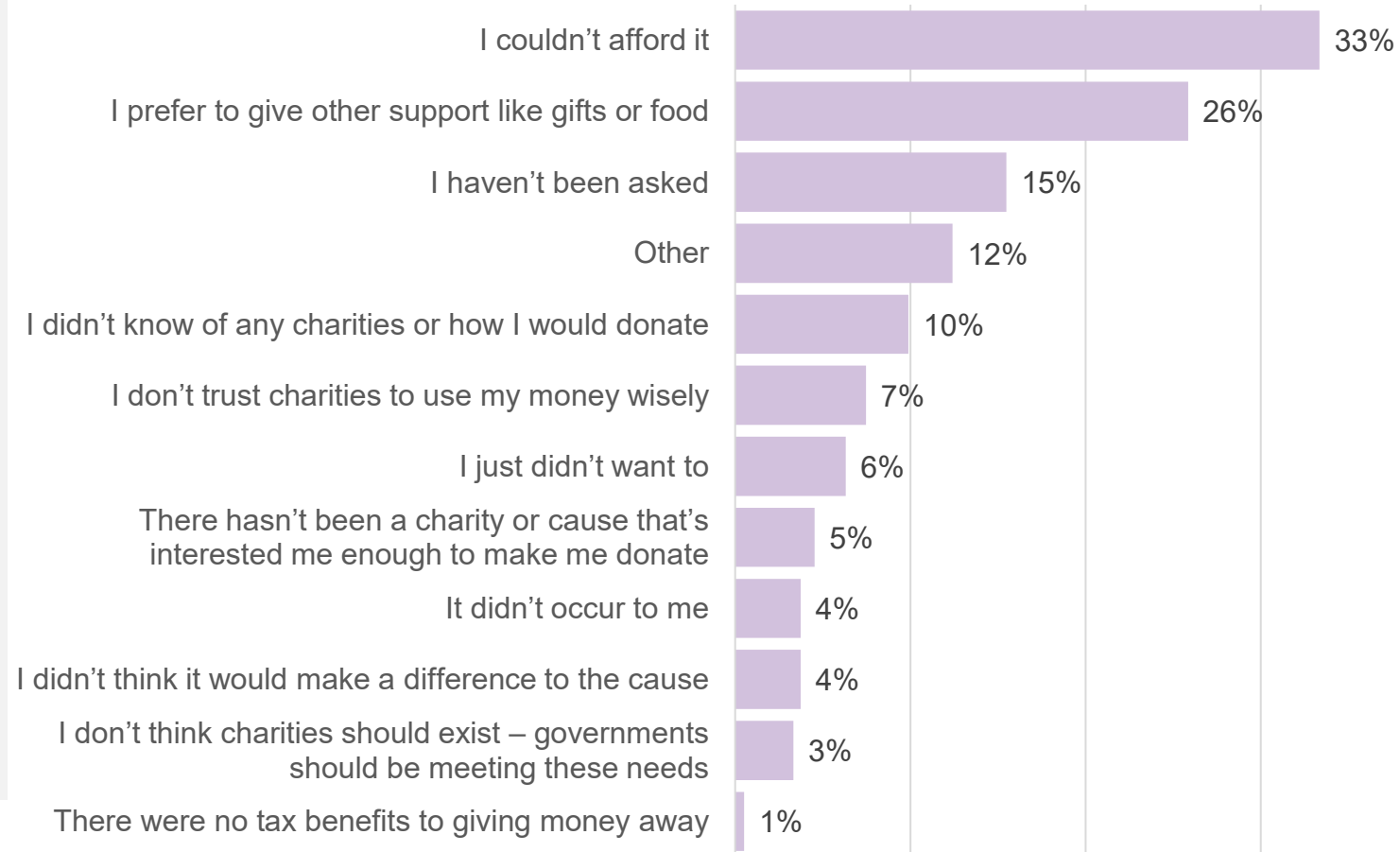
33% of non-donors reported that they simply couldn't afford to give.

A significant portion (26%) also preferred to give in non-cash forms such as gifts or food, reflecting cultural preferences for direct, tangible assistance.

Meanwhile, concerns over trust in charities were reported by only 7%, much lower than global (14%) and continental (14%) averages. This suggests that while trust remains a factor, financial capability is the most critical challenge for many Indonesians.

Any strategies to strengthen giving culture must consider both financial realities and cultural preferences for informal or in-kind support.

What would you say are the main reasons that you did not give money away in 2024? (People who had not given money, n = 181).



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 potential for increased giving in Indonesia is strongly linked to greater financial capacity and better transparency.

The data affirms that greater transparency and improved public understanding of charitable operations are key to growing the volume of and confidence in giving.

The Government as well as associations of philanthropy, such as Filantropi Indonesia, have addressed this issue with several programmes on strengthening accountability — such as financial reporting, public disclosure of programme impact, and certification mechanisms for trusted organisations.

Commitment to enhancing the accountability and communication capacities of CSOs through training and knowledge-sharing is a must.

The top three reasons that would make the respondent likely to give more money, goods or time to charities in 2025. (All, n = 1,004)

46%

If I had more money myself

40%

Knowing more about how my money would be spent

36%

Knowing more about how a charity is run

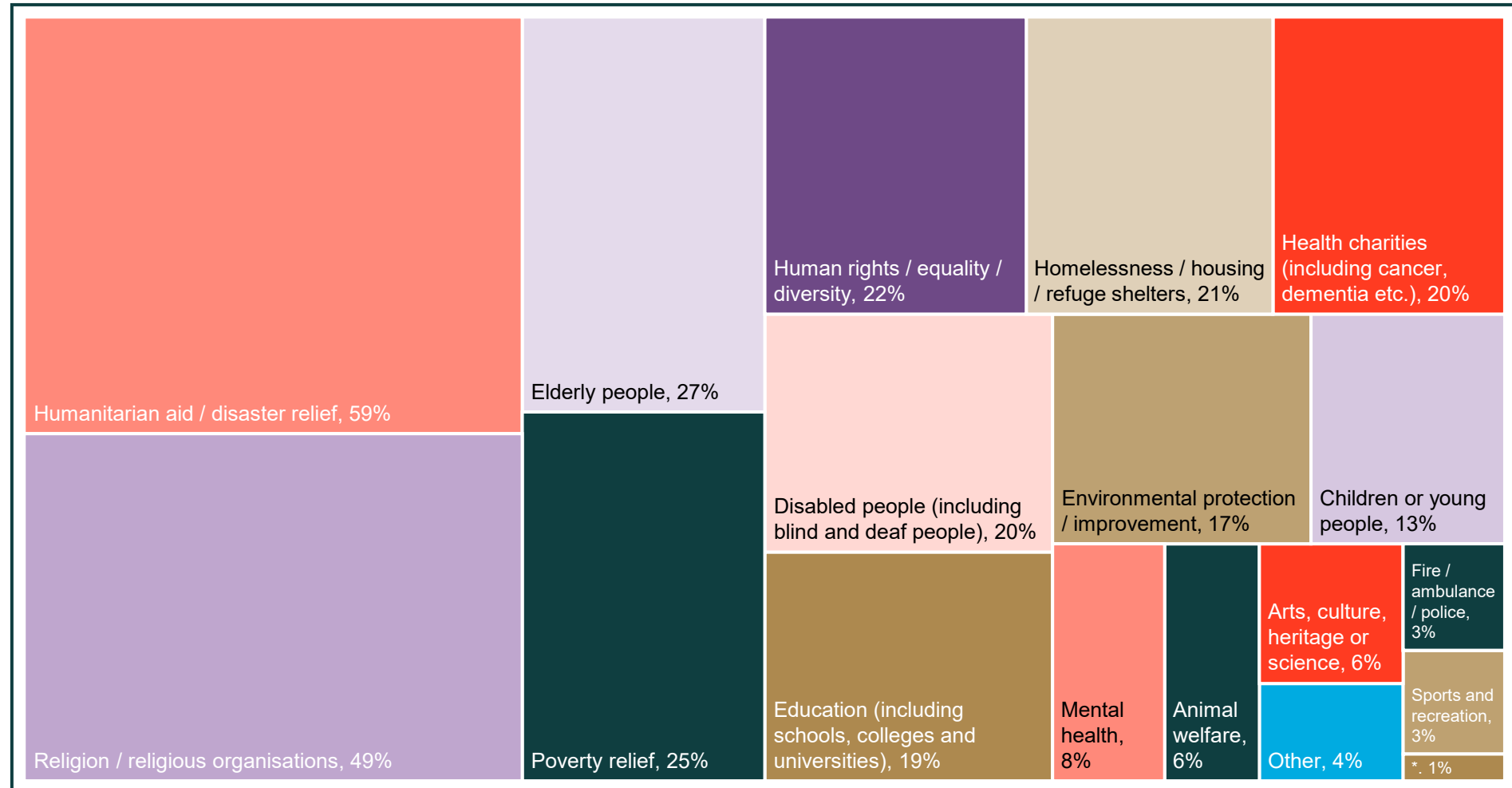
The causes people support through donating.

Humanitarian aid/disaster relief and religious giving dominate as causes that are supported, but newer cause areas — such as human rights, health, education, and environment are also important.

This diversification reflects Indonesia's growing exposure to global issues and the increasing globalisation of its giving behaviour — a phenomenon that was almost absent 20 years ago (Fauzia, 2013, 346).

Globally, many developed countries have long shown a broader distribution across causes. Indonesia is now catching up, with emerging interest in international relief: 46% of donors to humanitarian causes have donated to crises abroad. This growing openness reflects Indonesia's increasingly globalised philanthropic landscape.

Which cause(s) did you give money to in 2024? (People who had given money, n = 823)



* Armed forces (including veterans)

Frequency of volunteering, per person.

Compared to global and continental averages, Indonesia reports slightly lower levels of high-frequency volunteering.

In this report, most Indonesian volunteers engage occasionally:

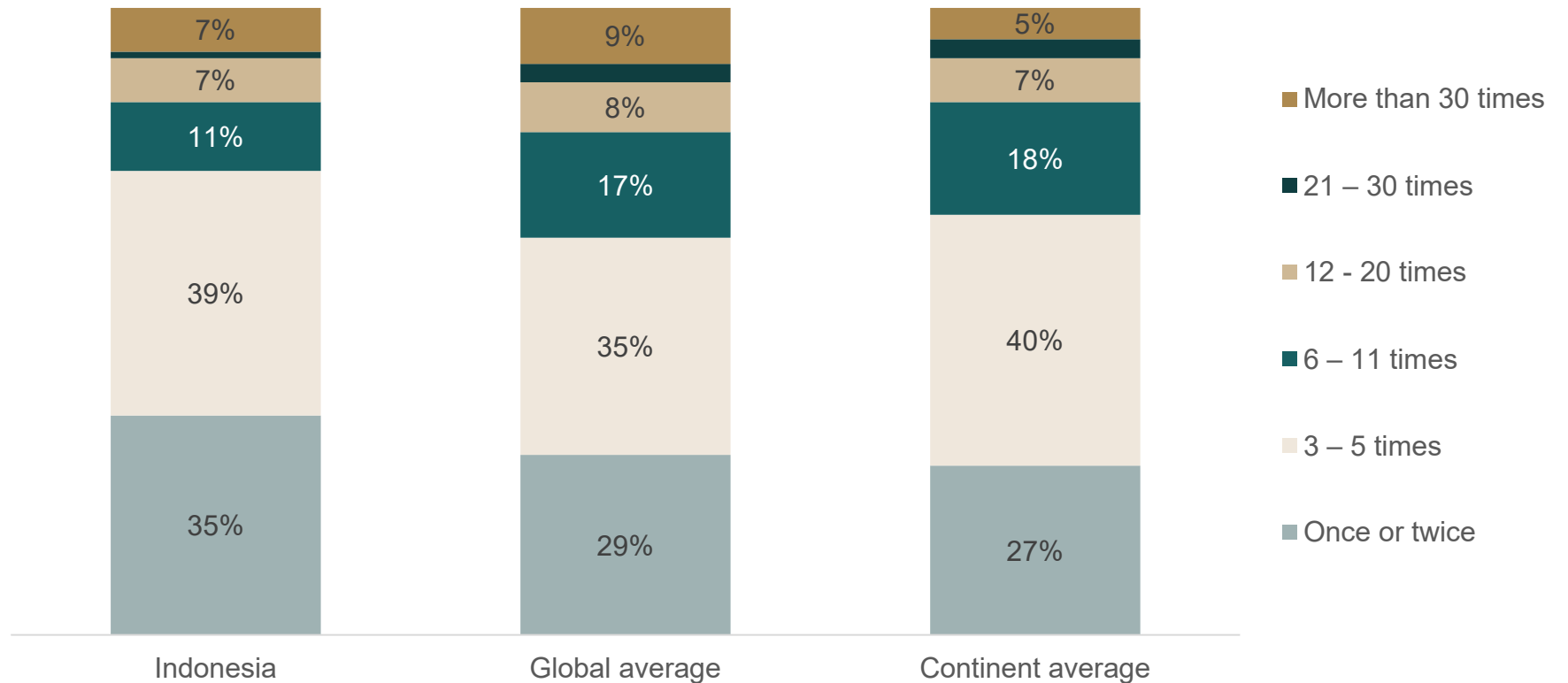
74% volunteer between 1–5 times a year.

Only 14% volunteer more than 12 times annually.

However, these numbers may refer to formal unpaid work as volunteers and may not capture culturally embedded practices like gotong royong — a deeply rooted form of communal mutual aid.

According to National Statistic Bureau data, over 75% of both urban and rural Indonesians regularly participate in neighbourhood work parties and informal mutual help, which are rarely reported as formal volunteering (BPS 2021).

How often did you do unpaid, voluntary work in 2024 that benefitted people other than your family or friends? (those who volunteered, *n* = 312)



Average time spent volunteering, per person.

The average time spent for volunteering is slightly lower than the global average.

Over the last decade, a number of voluntary organisations have leveraged technology and social media for facilitating online volunteering.

Following this trend, Filantropi Indonesia has run programmes in strengthening volunteer management systems, with the aim of pushing this average up in future.

8 hours

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

(All, n = 1,004) [nb – this is overall, so includes all those who did nothing within the average]

9 hours

Global average

7 hours **30** minutes

Continent average

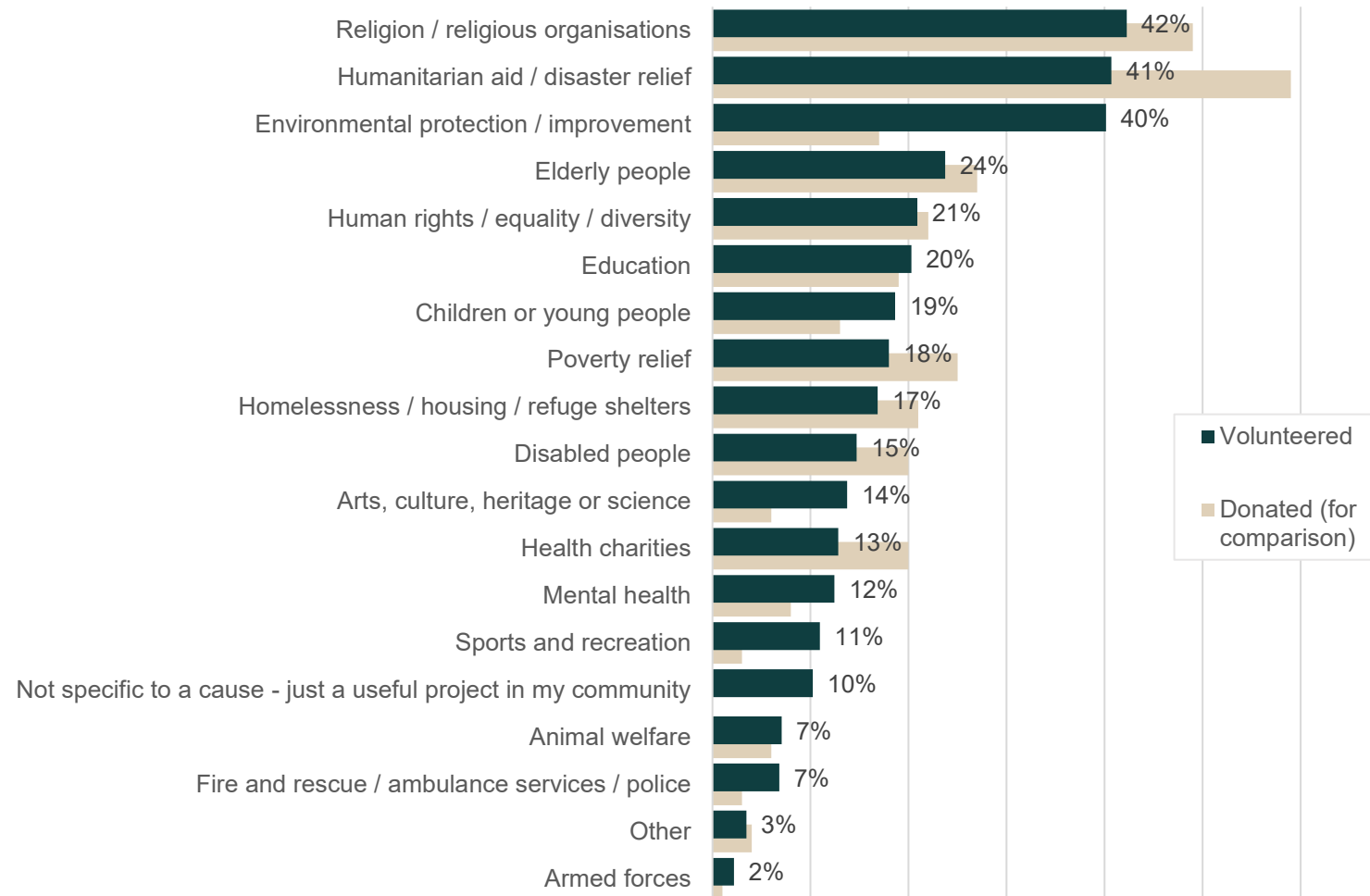
The causes people supported through volunteering.

The causes supported through volunteering in Indonesia closely mirror those seen in giving areas: humanitarian aid/disaster relief and religion remain dominant, reflecting a philanthropic culture that strongly tied to crisis response and religious obligations.

However, Indonesia shows a notable divergence when it comes to environmental protection: 40% of volunteers engage in environmental causes — a significantly higher proportion compared to environmental donations (17%).

This suggests that while environmental causes may attract less financial giving, they inspire considerable volunteer commitment, positioning Indonesia well in addressing global environmental challenges through civic participation.

Which cause(s) did you do unpaid voluntary work for in 2024? (People who had volunteered, n = 312)



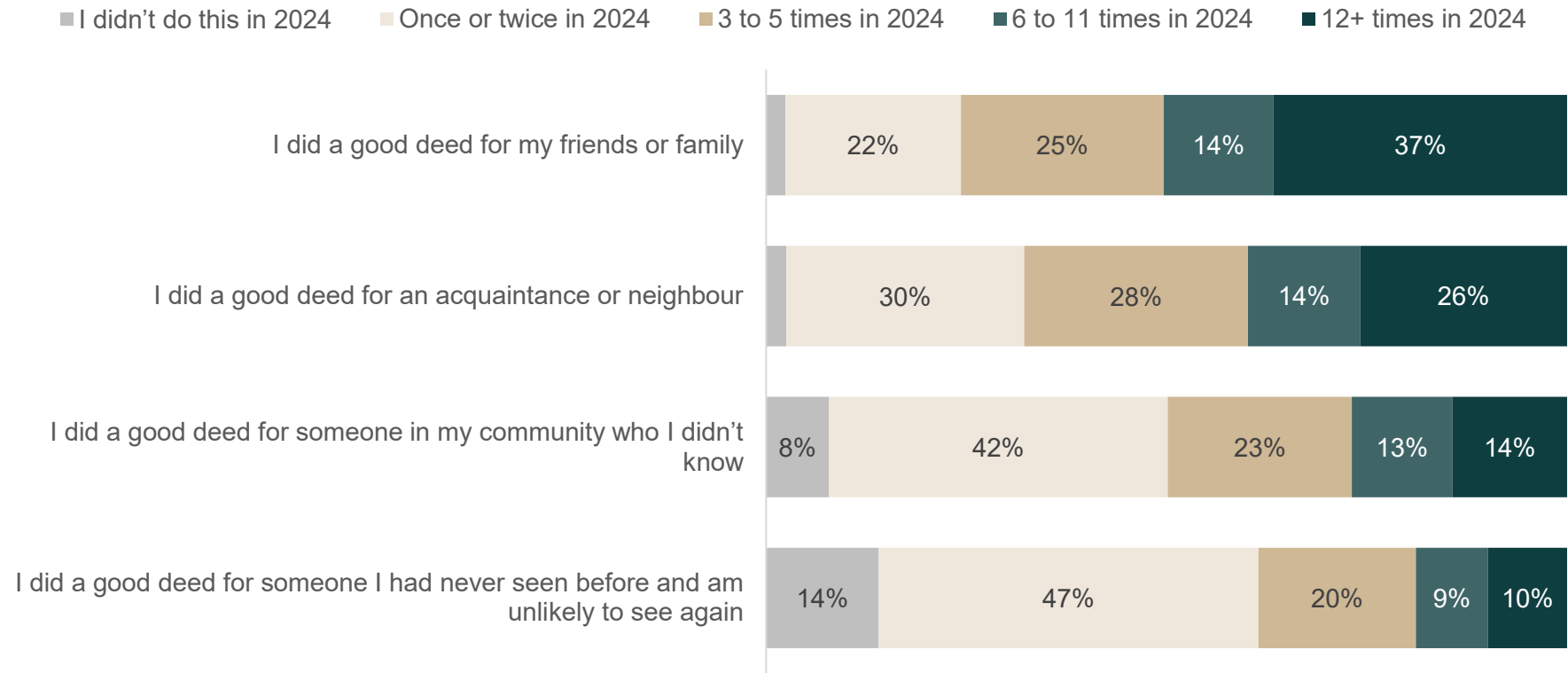
How helpful people are to others.

Indonesians demonstrate a strong willingness to help others. Only 2-3% didn't help their friends or neighbours at least once in 2024.

This reflects a collectivist culture where mutual aid operates strongly within familiar networks.

However, helping strangers is not quite as prevalent, indicating that trust beyond familiar circles remains somewhat of a cultural barrier for broader civic engagement.

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 = 1,004)





04 PERCEPTIONS OF CIVIL SOCIETY

How much the public trusts charities.

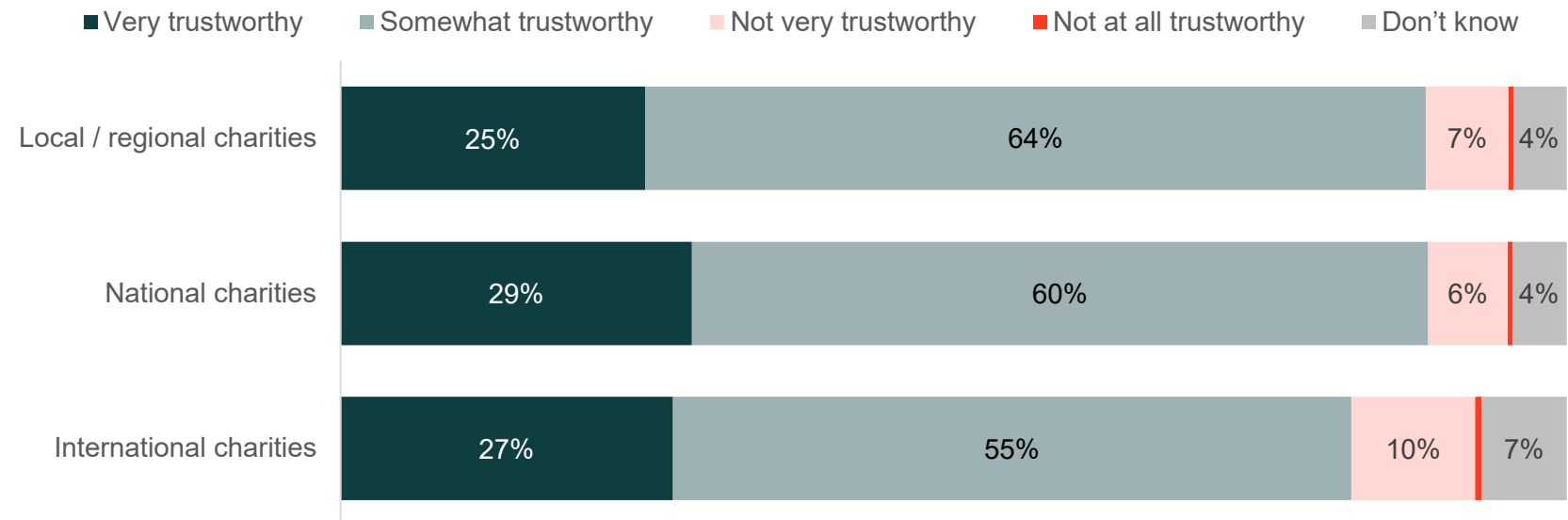
Indonesia's relatively high public trust towards charities is encouraging when seen against the global backdrop.

Looking closely, national and local charities enjoy higher levels of trust compared to international ones.

This pattern reflects a broader global sentiment where proximity and cultural familiarity often correlate with higher trust levels.

Nevertheless, sustaining this positive trust climate requires continuous efforts in accountability, ethical standards, and transparent communication.

How trustworthy do you tend to find each of these types of charities? (All, n = 1,004)



Overall, the public in Indonesia gave a score of 9.9 out of 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.

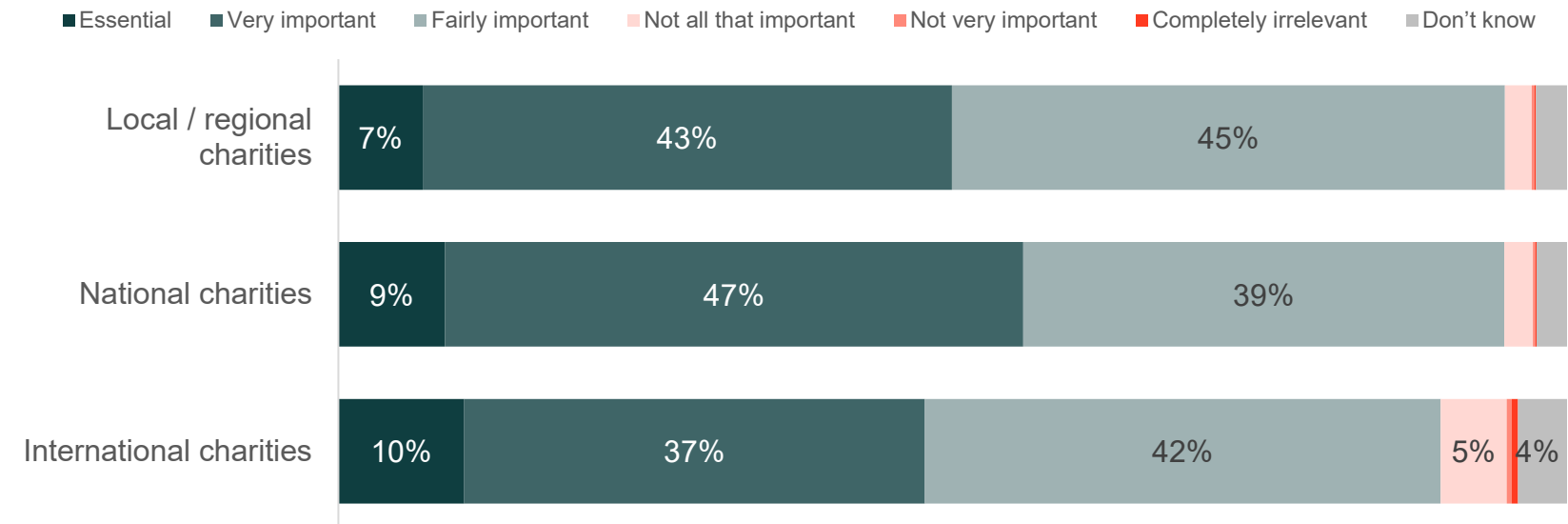
Indonesia's overall perceived importance score for charities stands at 10.6/15 — slightly below both the continental (11.04) and global averages (10.98).

However, when disaggregated, national charities are seen as the most important (56% combining “essential” and “very important”).

This may reflect how state legitimacy and government endorsement play a role in shaping public perceptions of importance.

This highlights a common phenomenon in emerging economies where national-level charities often enjoy greater visibility, formal recognition, and alignment with public policy, compared to local or international actors whose roles may be perceived as more peripheral.

How important, in general, do you believe these different types of charities are to your country's society? (All, n = 1,004)



Overall, the public in Indonesia gave a score of 10.6 out of 15 for how much they value charities. This compares to a continental average of 11.04 and a global average of 10.98.

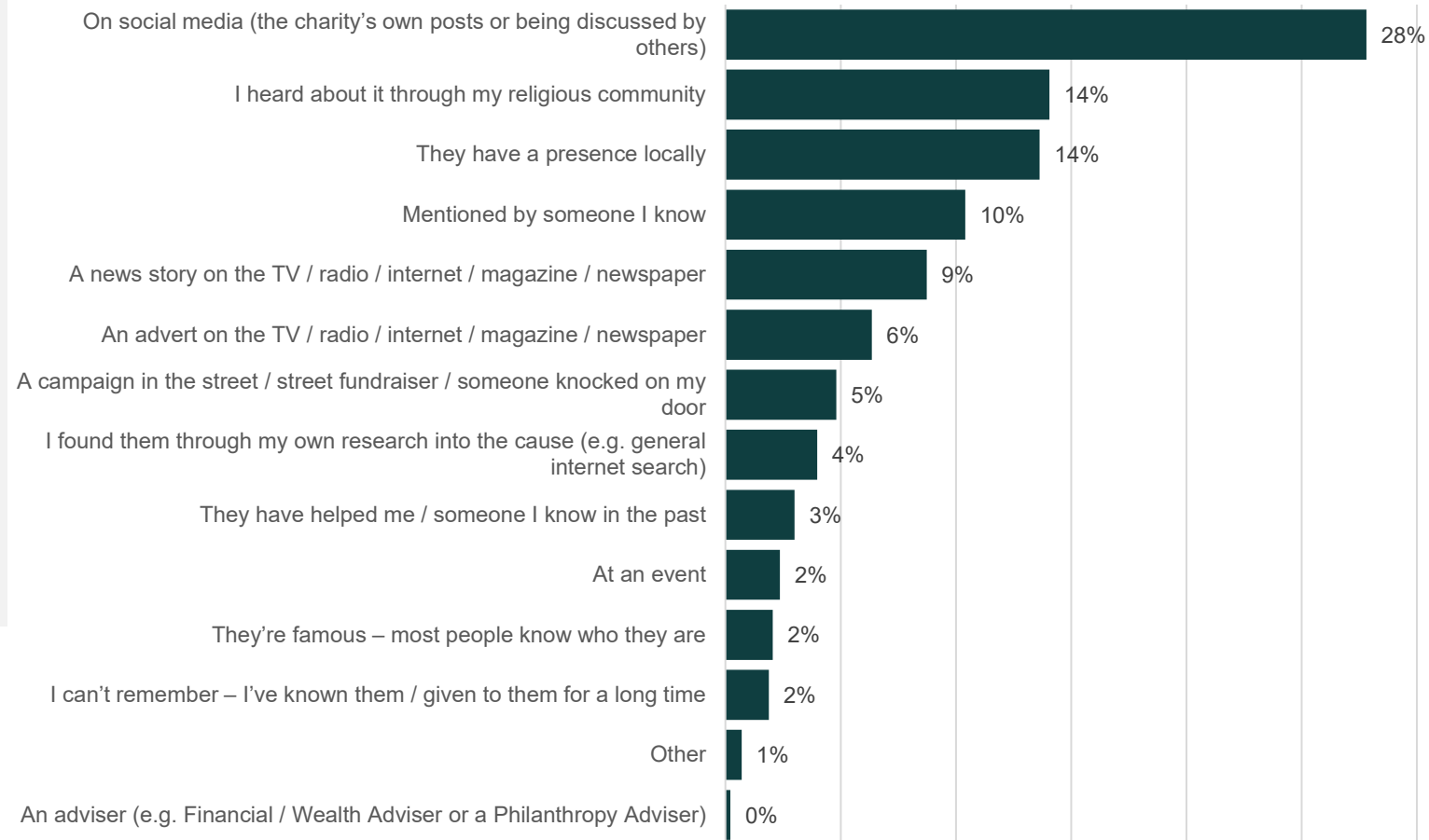
How people discover charities.

Indonesia's pattern of discovering charities closely aligns with global trends, but with significantly higher reliance on social media.

While globally only 14% of donors cite social media as their primary discovery channel, in Indonesia this figure reaches 28%, underscoring the country's advanced digital adoption.

The rise of crowdfunding platforms like Kitabisa and the widespread use of QRIS, and other digital channels illustrate how Indonesia's digital ecosystem is shaping philanthropy's future and redefining donor engagement patterns.

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 = 437)



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.

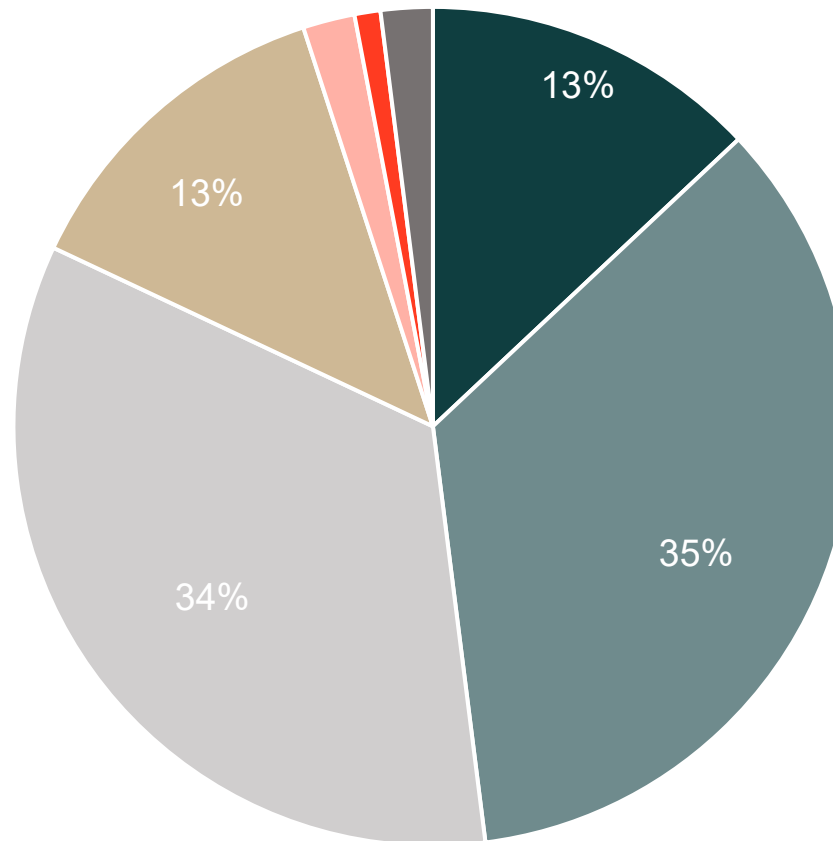
Compared to global and continental averages, public perception of government influence on charities in Indonesia remains relatively positive.

A combined 48% view government influence as "very positive" or "positive", higher than the global average of 34%.

This reflects Indonesia's unique governance landscape where the Government actively involves philanthropy in national development planning, while also maintaining regulatory oversight that sometimes creates operational challenges (GPEI Indonesia 2025; Give2Asia 2022).

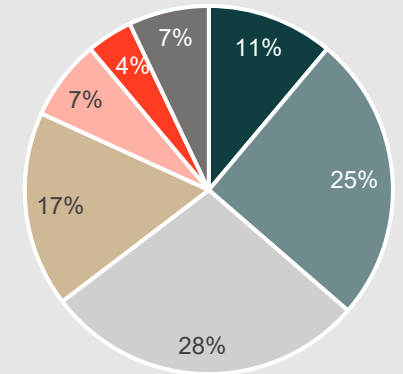
Advocacy to government is important in enhancing constructive engagement that supports civil society, enables innovation and recognises the role of philanthropy in national development.

Overall, do you think the Government is a positive or negative influence on the charity sector? (All, n = 1,004)

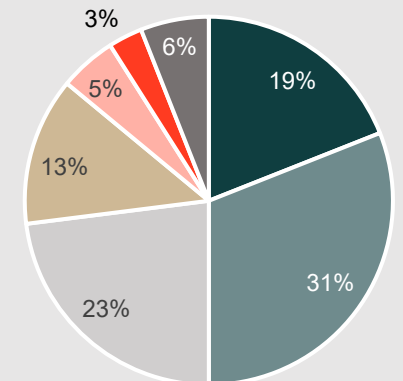


- Very positive
- Positive
- Neutral – they do some good things and some bad things
- Neutral – they don't do anything either way
- Negative
- Very negative
- Don't know

Global average



Continent average



Specific opinions on the role of government.

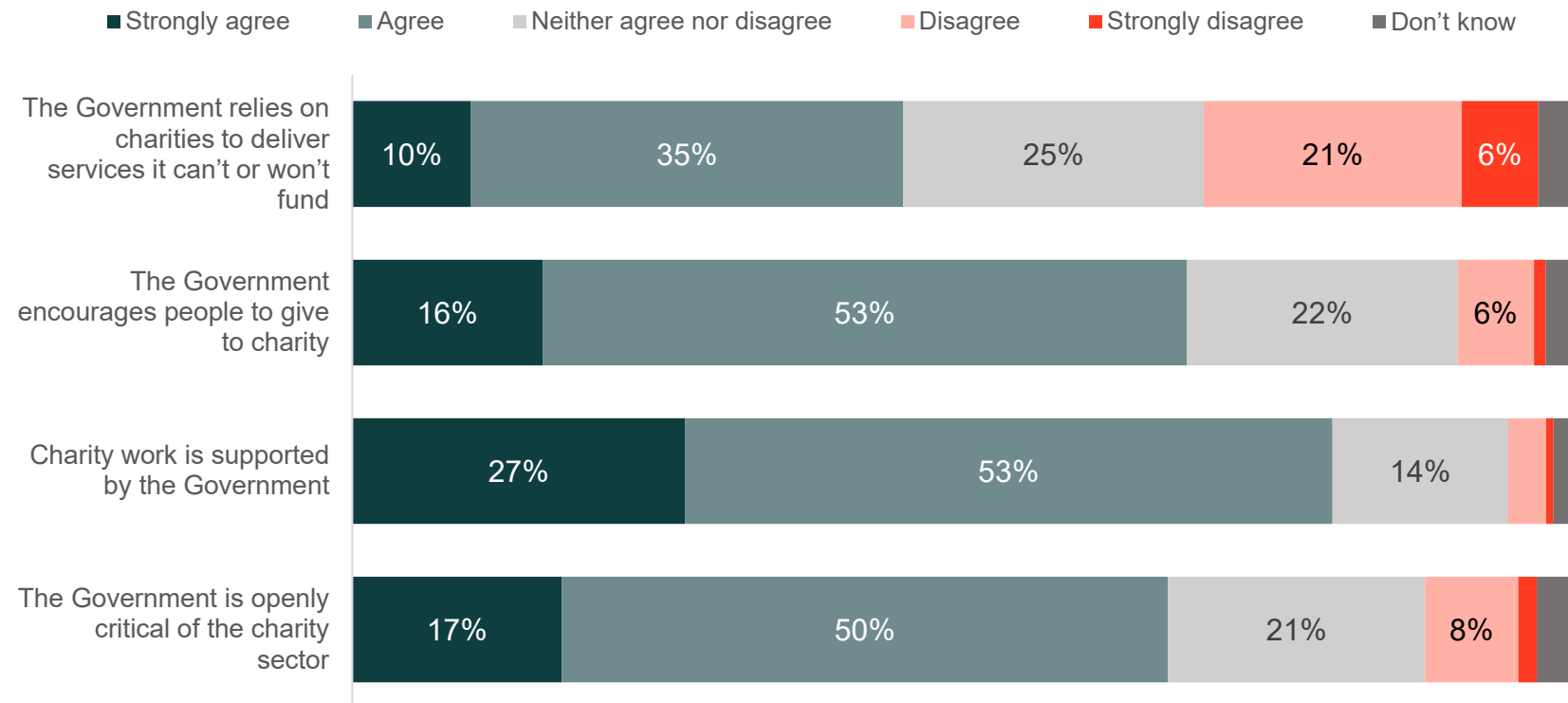
The data reflects a high level of involvement by the Government in the civil sector.

A strong majority (70%) agree that the Government encourages giving, and 80% believe that charity work is supported by the government.

However, two thirds also agree there is criticism of the sector from the Government, showing that the sector is often on the national agenda.

This data needs to be taken into account for how best to collaborate and engage with the Government in multistakeholder platform programs.

Do you agree or disagree with the following statements about the Government's involvement in the charity sector? (All, n = 1,004)



THANK YOU

www.worldgivingreport.org

Charities Aid Foundation registered charity number 268369

