



**CAF**

# WORLD GIVING REPORT

**2025**

**Donor Insights**

SEE MORE, CHANGE MORE

## REDEFINING THE WORLD'S UNDERSTANDING OF GENEROSITY

Since 2009, the World Giving Index from the Charities Aid Foundation (CAF) has provided an annual snapshot of generosity around the world.

We know through experience that the more we understand about giving and generosity, the better we can support, encourage and celebrate it.

So, this year, the World Giving Index has evolved into the World Giving Report.

It digs deeper than ever before into the attitudes and behaviours of the public to reveal ground-breaking insights on the nature of generosity across 101 countries and territories around the world. We explore a range of measures that show generosity, such as donating money in charitable and religious ways and volunteering.

Our intention is for this deeper insight to help understanding and prompt conversations, from policymakers to personal networks.

This is just the first part of a year of new CAF research on worldwide giving. For the first time, we have partnered with civil society organisations to cover multiple countries around the world.

Alongside Giving Reports for each of those countries, this collaboration is supporting a widespread survey of charitable organisations, and will produce the first World Charity Landscape Report, to be published in September 2025.

By telling both sides of the story — that of donors and that of charities — our findings will be valuable to governments, policymakers, charities themselves and all types of givers.

We hope you enjoy reading this as much as we have enjoyed putting it together.



**Alex Plumb**

Head of Research  
Charities Aid Foundation



**Marijana Sevic**

Head of International  
Charities Aid Foundation

## ABOUT CAF

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 charities around the globe.

As a leading charity operating in the UK and internationally, 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 charities to strengthen their resilience and do more of their life-changing work, through our 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.**

## INTRODUCTION

### WHAT IS THE WORLD GIVING REPORT?

A survey that captures the attitudes and behaviours around giving from the general public in 101 countries and territories around the world

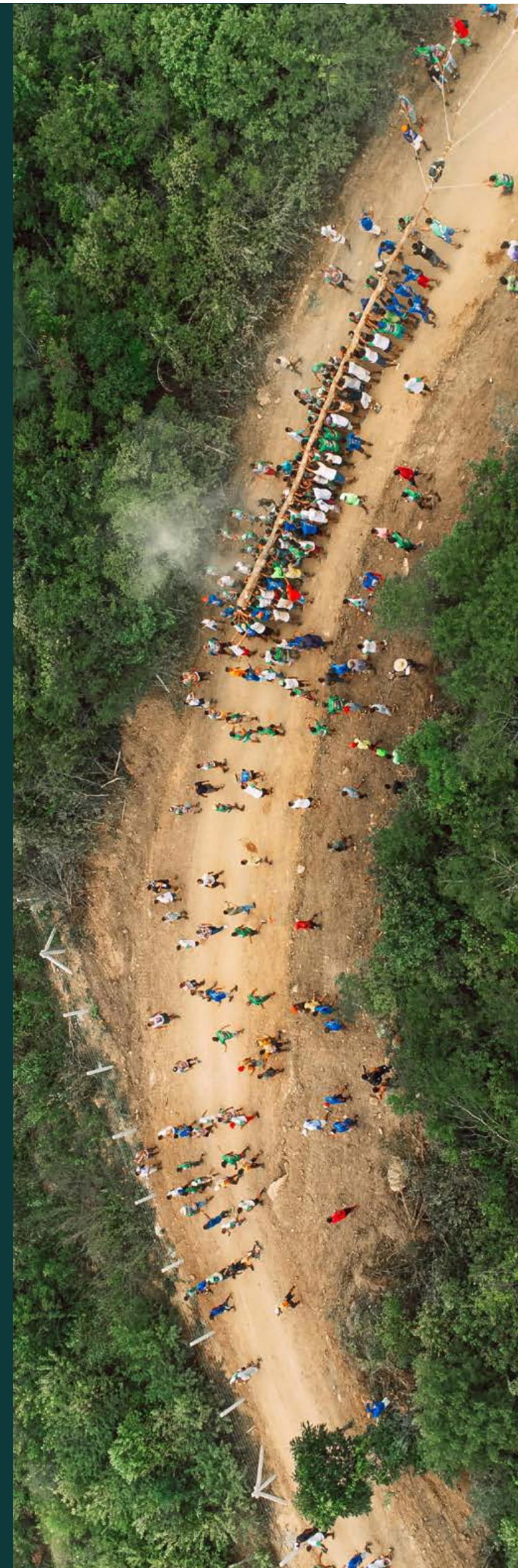
Global insights at [worldgivingreport.org](https://worldgivingreport.org)

Country-specific giving reports produced in collaboration with our partners

Country-wide surveys of social purpose organisations, led by our partner organisations

Insights on the world charity landscape, coming in September 2025

Country-specific charity insights, coming end of 2025



### GLOBAL COLLABORATION FOR GIVING

We are privileged to lead a global collaboration of partners across 28 countries, united in the aim of increasing understanding on giving and charity through this project.



Be part of the World Giving Report 2026. If you lead a civil society organisation that could facilitate access to charitable organisations in your country, please email the Research Team to discuss becoming a partner ([research@cafonline.org](mailto:research@cafonline.org)).

## FOREWORD

### WHY GENEROSITY MATTERS MORE THAN EVER

Welcome to CAF's enhanced World Giving Report, the first global generosity study of our Charity's second century. We have long known that giving is a universal and unifying impulse, and the extensive new data we present in this research shines a light on the similarities and differences in giving habits and cultures at a global and local level.

Around the world, social purpose organisations are facing severe financial headwinds. Consequently, traditional funding models need to change as patterns of behaviour evolve and governments cut back on their aid and development spending with philanthropy seeking to respond. In an unstable geopolitical environment, humanitarian needs continue to grow and community charities are relied on more than ever before to tackle increasingly complex social problems.

It has, therefore, never been more important for individual giving to remain the cornerstone of generosity. Yet there is wide disparity, with the most dynamic cultures of giving often in countries where the populations are also much in need.

From the richness of new insights in this report, it is notable that giving does not necessarily correlate with wealth or even security, but rather on the perception of necessity — and very often we perceive those closest to us to be most in need.

In an increasingly divided world, this research speaks to the shared concerns — for children and young people, poverty and humanitarian aid — as well as the simplicity of our motivations, with two-thirds of us saying that we give trying to make a difference.

It is striking to see the important role that governments play in creating the environment for giving, with people reporting that they give more in places where their governments encourage it.

During these challenging times, there is much to hearten us in this new World Giving Report, but also much from which we must learn about the power of connection, the nature of compassion for our fellow citizens, whether they be across the street or around the world.



**Neil Heslop OBE**

Chief Executive  
Charities Aid Foundation





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## A NOTE ON “CHARITIES”

Throughout this report, we use the word “charity / charities”. By “charity”, we mean any organisation that works to try and improve issues that are affecting individuals, communities, society as a whole, animals or the natural environment. You might know them as Non-Governmental Organisations (NGOs), Non-Profit Organisations (NPOs), community organisations, social purpose organisations, associations, or by a range of other names.

# 1

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# 1 GLOBAL GENEROSITY OVERVIEW



THE RESEARCH DEFINED GIVING TO FAIRLY AND INCLUSIVELY REFLECT DIFFERENT TYPES OF GENEROSITY

In order to capture the true scope of generosity around the world, our research asked people about three different ways of giving money:

- Directly to a person or a family in need
- To a charity
- To a religious organisation or for religious reasons (for example, at church, through Zakat, tithing, ma’aser or daana)

We believe asking about giving in these ways provides a fairer and more inclusive measure of global generosity than has been previously available.



ALMOST TWO-THIRDS OF PEOPLE AROUND THE WORLD DONATED MONEY IN 2024

Almost two-thirds (64%) of people globally gave money to good causes in 2024.

People were most likely to donate by giving money directly to people in need (38% of people globally) or to charities (36%). A quarter of people (25%) around the world gave to a religious organisation or for religious reasons. Most donors (59%) gave through only one of these routes, but one in ten gave in all three ways.

Religious giving and giving directly to those in need were most prevalent in Africa (40% and 55% of people respectively), while giving to charity was most common in Oceania (54%).

- Overall % who gave money
- Give money to a person or family in need
- Give money to charity
- Give money to a religious organisation

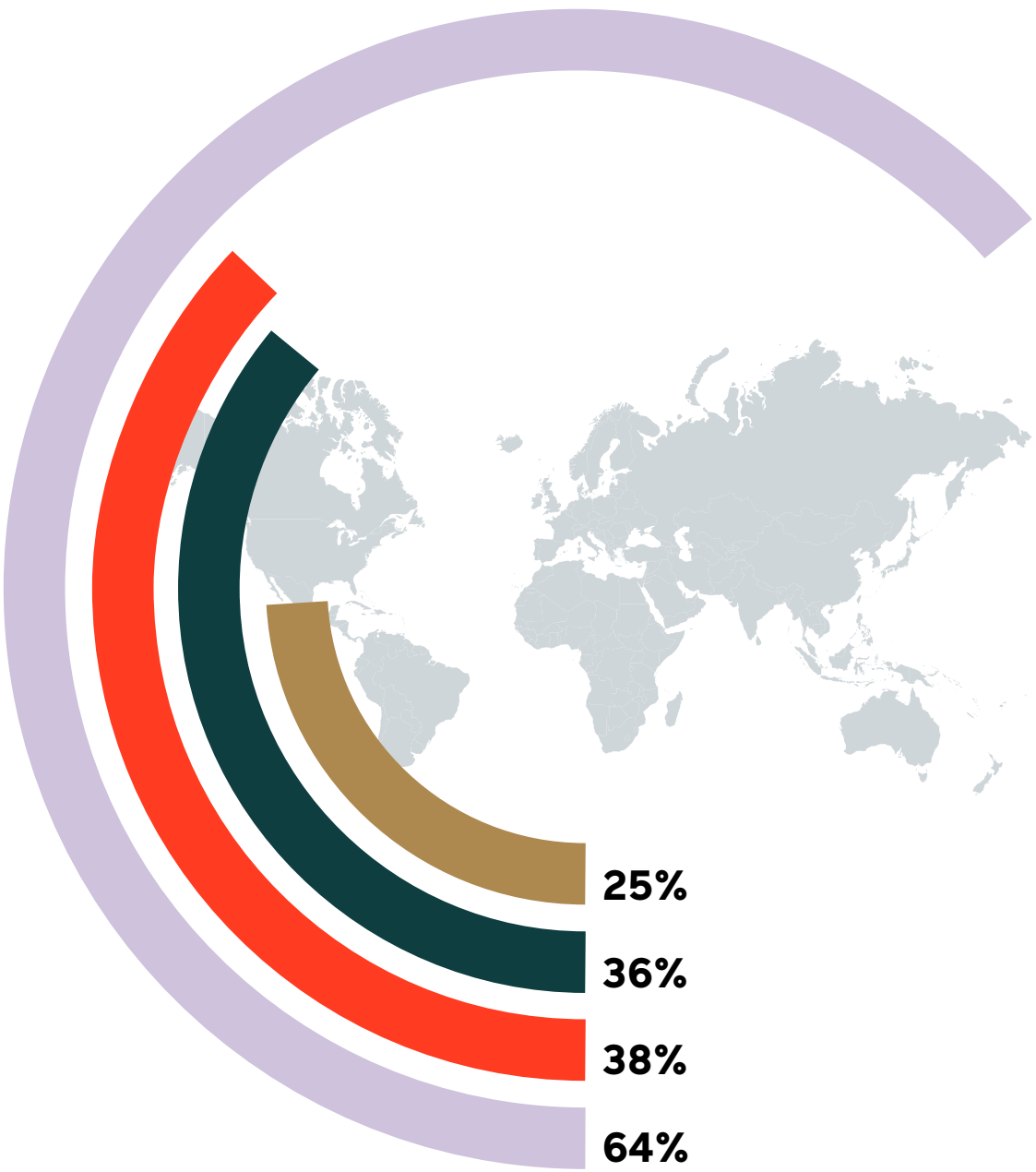
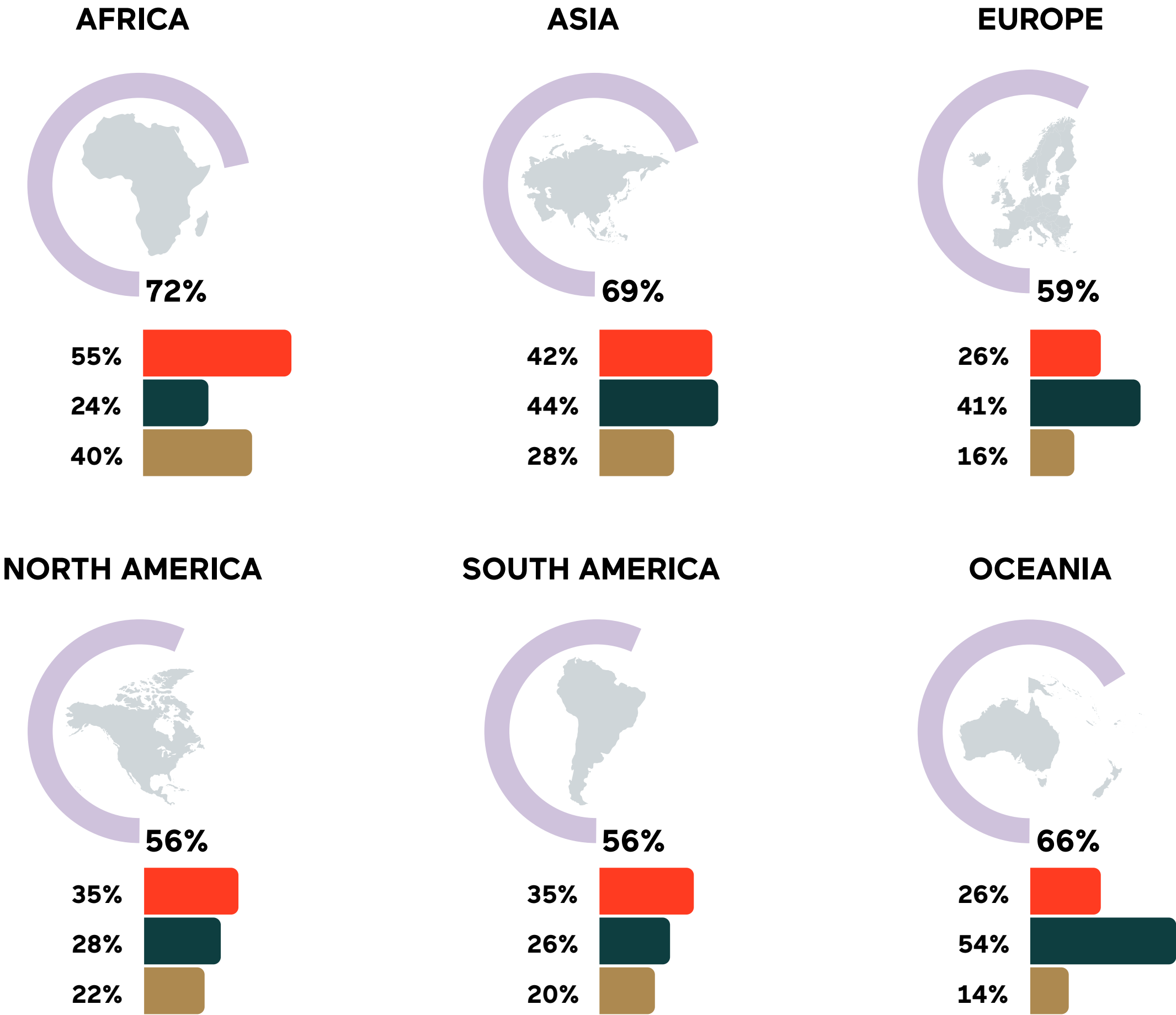


Figure 1: Proportion of people who donated money by continent.



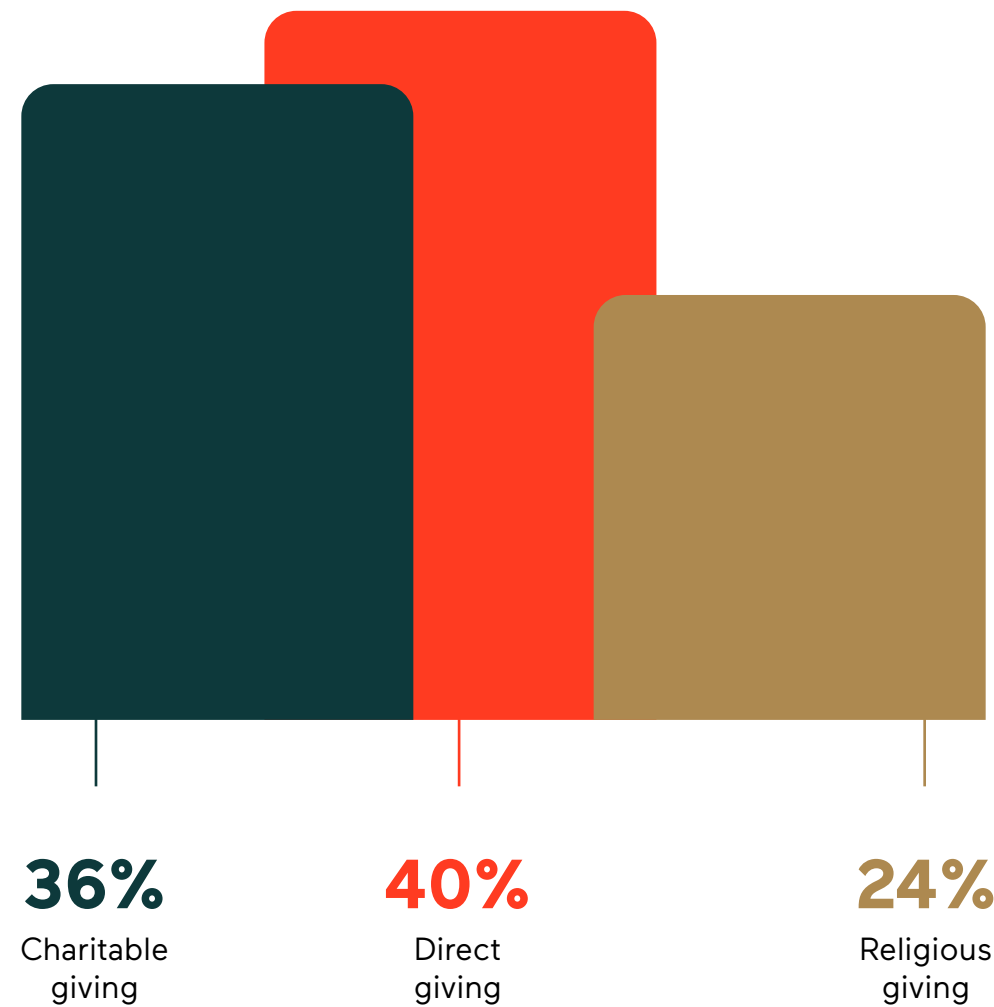
Base: All respondents (Africa, N=13,084; Asia, N=12,493; Europe, N=17,608; North America, N=5,115; South America, N= 6,002 Oceania, N=1,534).

Please note, throughout the report, global averages are calculated across all countries equally — that is, not up or down-weighting countries by size of population.

THE LARGEST SHARE OF DONATIONS IS GIVEN DIRECTLY TO PEOPLE IN NEED

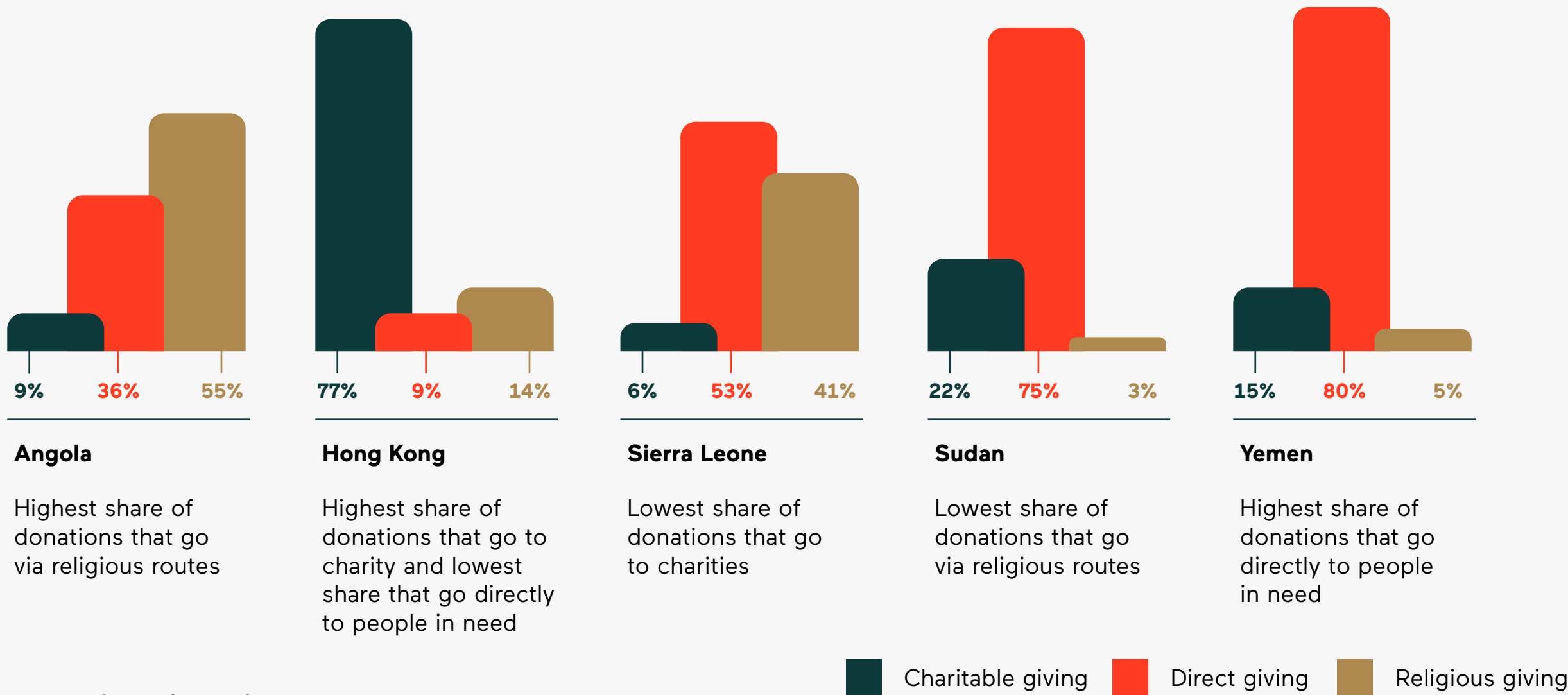
In Figure 1, we showed the proportion of people who are giving. In this section, we turn to the value of those donations, and how that is split across the three types of giving this research covers — charitable giving, direct giving, and religious giving.

Figure 2: Share of the value of donations made through each type of giving.



Base: All respondents (N= 55,836).

Figure 3: Share of the value of donations made through each type of giving, shown for countries with the highest and lowest shares.



Base: All respondents in each country.  
For details of individual country base sizes see [method statement](#).

THE HIGHEST AND LOWEST SHARES

Giving differs dramatically around the world, with Figure 3 highlighting the most extreme examples. Hong Kong is both the highest in terms of the share of donations that goes through charity and the lowest in terms of the share that goes directly to people in need. The most supported charitable cause in Hong Kong in 2024 was children and young people.

Yemen has the highest proportion of direct giving (80%) and very low proportions going via charities or formal religious routes. Sudan follows a similar pattern but with the lowest proportion of religious giving of any country (3% of money given in this way).

However, the vast majority of donors in Yemen and Sudan said they donated because their religion encourages giving (78% and 70% respectively). Perhaps, the high share of direct giving reflects the state of formal giving structures, like religious organisations and charities, due to ongoing conflict in both countries.

Angola is the country where the largest share of donations was made via religious giving, despite being ranked 37th for total donors giving in this way.

This is because the 27% of Angolans who did religious giving donated disproportionately large amounts in comparison to those in their country giving by the other two routes.

AFRICA IS THE WORLD’S MOST GENEROUS CONTINENT

For the first time, CAF introduces a measure of generosity that can be applied fairly across all countries. This provides a more sophisticated measure than was possible with the data collected as part of the World Giving Index, from which this new study has evolved.

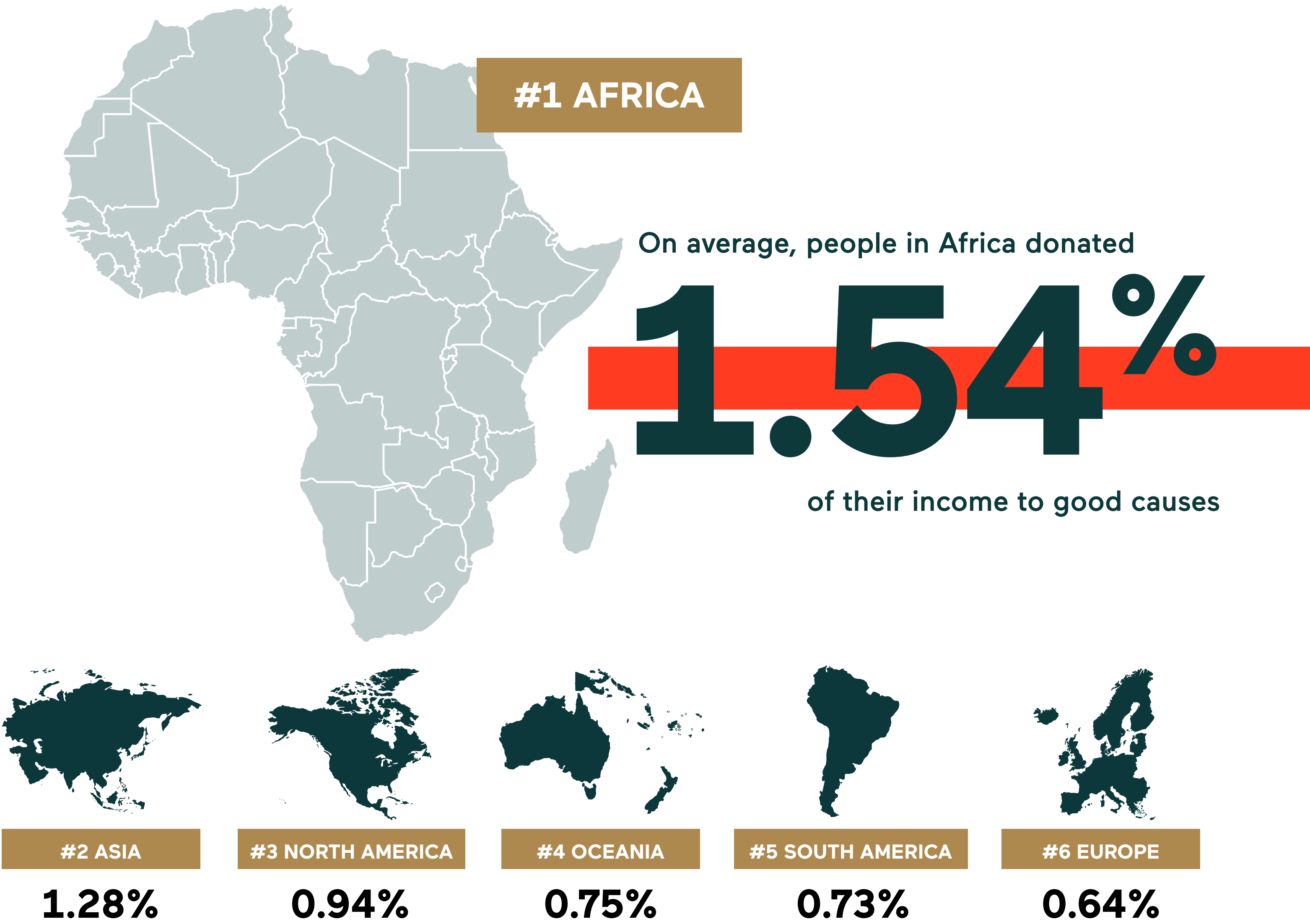
We asked all respondents their income and the amount of money they donated in 2024 for each of the three ways of giving outlined on page 7. Combining these reported figures gives the average proportion of income donated per country.

Globally, the average person donated 1.04% of their income through any combination of the three routes in 2024.<sup>1</sup>

Both in terms of the number of people who donated and how much they gave away relative to income, Africa sits at the top of the global rankings. On average, people in Africa donated 1.54% of their income to good causes, while those in Europe gave only 0.64%.

In terms of the proportion of income donated, African countries make up six of the top 10 and 17 of the top 30 countries. Only two countries (Sudan and Mozambique) are in the bottom half of the table at 63rd and 65th respectively.

Figure 4: Average percentage of income donated by continent.



<sup>1</sup> Income was reported by respondents as a personal monthly income figure after tax.

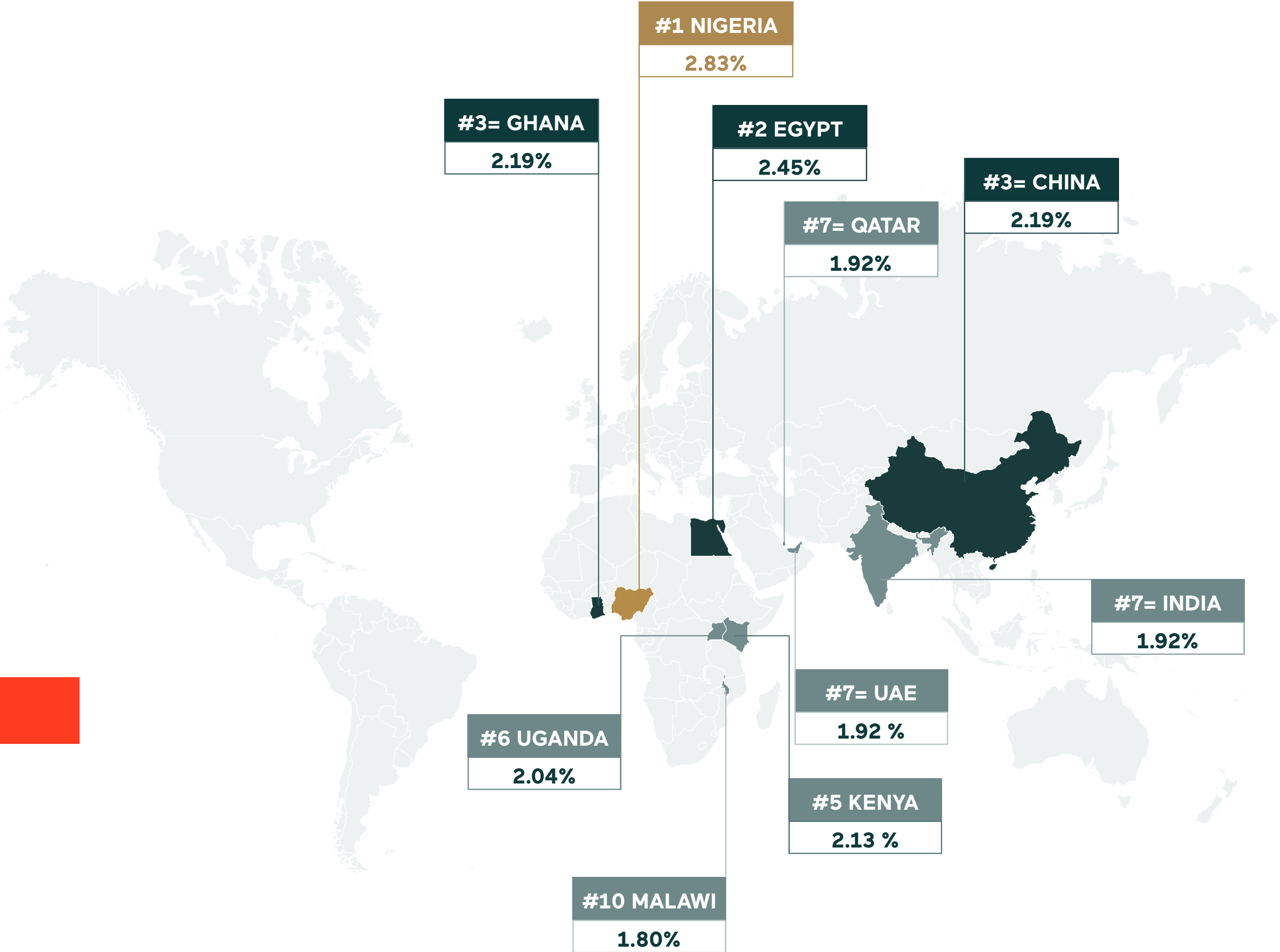
Base: All respondents (Africa, N=13,084; Asia, N=12,493; Europe, N=17,608; North America, N=5,115; South America, N= 6,002; Oceania, N=1,534).

## NIGERIA IS THE WORLD’S MOST GENEROUS COUNTRY

People in Nigeria reported giving an average of 2.83% of their personal income in 2024. This included to charities, to religious organisations, and directly to people in need. Egypt, China, Ghana and Kenya complete the top five most generous countries, with people in those countries reporting donations of over 2% of their income on average.

The proportion of income donated peaks at age 35 to 44. Across the world, this age group donated almost 1.5 times as much as over 55-year-olds, who gave the least as a proportion of their income (1.18% vs. 0.83% respectively). Up to the age of 55, people gave a greater share of their donations through direct giving than any other route, while over 55-year-olds gave more of their income through charitable giving.

Figure 5: The world's ten most generous countries by average percentage of income donated.



Base: All respondents in each country.  
For details of individual country base sizes see [method statement](#).



## A STRONG SENSE OF COMMUNITY UNDERPINS GENEROSITY IN NIGERIA

In Nigeria, donors gave similar amounts to charities, via religious routes, and directly to those in need. In total, 34% of the total value of donations went directly to people and families in need, 32% was given to charities and 33% was in the form of religious giving.

Our partners, the African Philanthropy Forum reflected on Nigeria's results, "Nigeria's generosity stands to reason when you consider how highly valued friendship, community, and familial ties are.

"A popular Nigerian adage goes, 'It is in hard times that you know your friends'. In the face of need, regardless of tribe, Nigerians are known to actively display generosity and solidarity — not out of abundance, but out of necessity and the desire to put loved ones and family first.

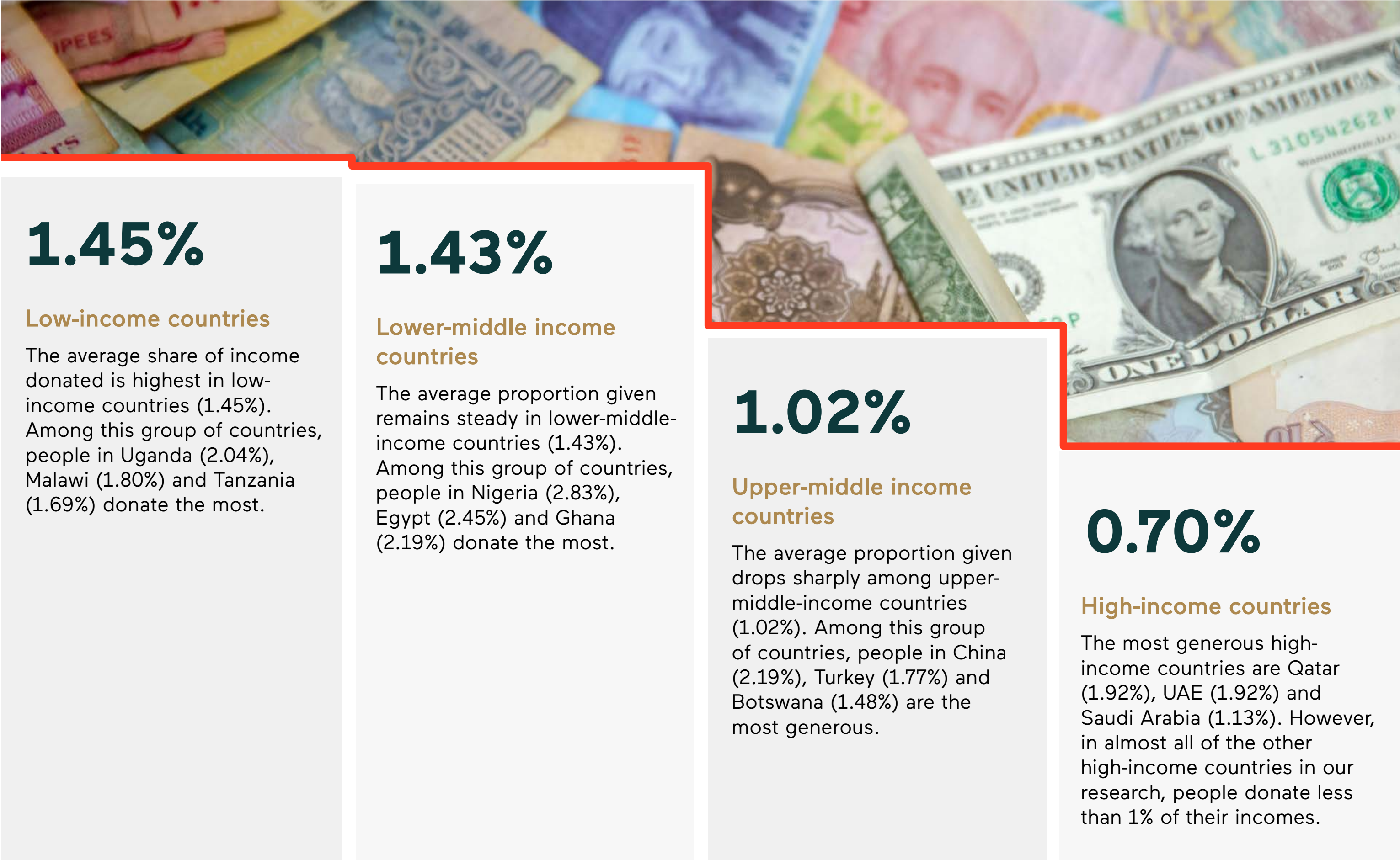
"There are over 300 ethnic groups in Nigeria, yet every one of them is quick to unite under emergencies because of the countrywide belief that true wealth and prosperity cannot exist in isolation and that the well-being of individuals is connected to the well-being of the community."

Figure 6: Average percentage of income donated by economy classification.

COUNTRIES WITH MORE MONEY ARE LESS GENEROUS

People in high-income countries tend to donate less as a proportion of their annual incomes, giving away just 0.7% on average. This is around half the proportion given in low-income countries, where people donate on average 1.45% of annual incomes.

Of the five least generous countries in the world, three are G7 countries — France, Germany and Japan. Indeed, Japan is the least generous country in our survey, where only 16% of people donate and they give just 0.16% of their income to good causes on average. This is nearly 18 times less as a proportion of income than people in Nigeria.



Base: All respondents (Low-income, N=4,033; Lower-middle income, N=14,632; Upper-middle income, N=14,991; High-income, N=22,180).



## CHILDREN AND YOUNG PEOPLE ARE THE CAUSE WE ALL CARE ABOUT

Donors supported a wide range of causes in 2024. The only cause that appears among the top five for each continent is children and young people, with three in ten donors supporting the cause globally.

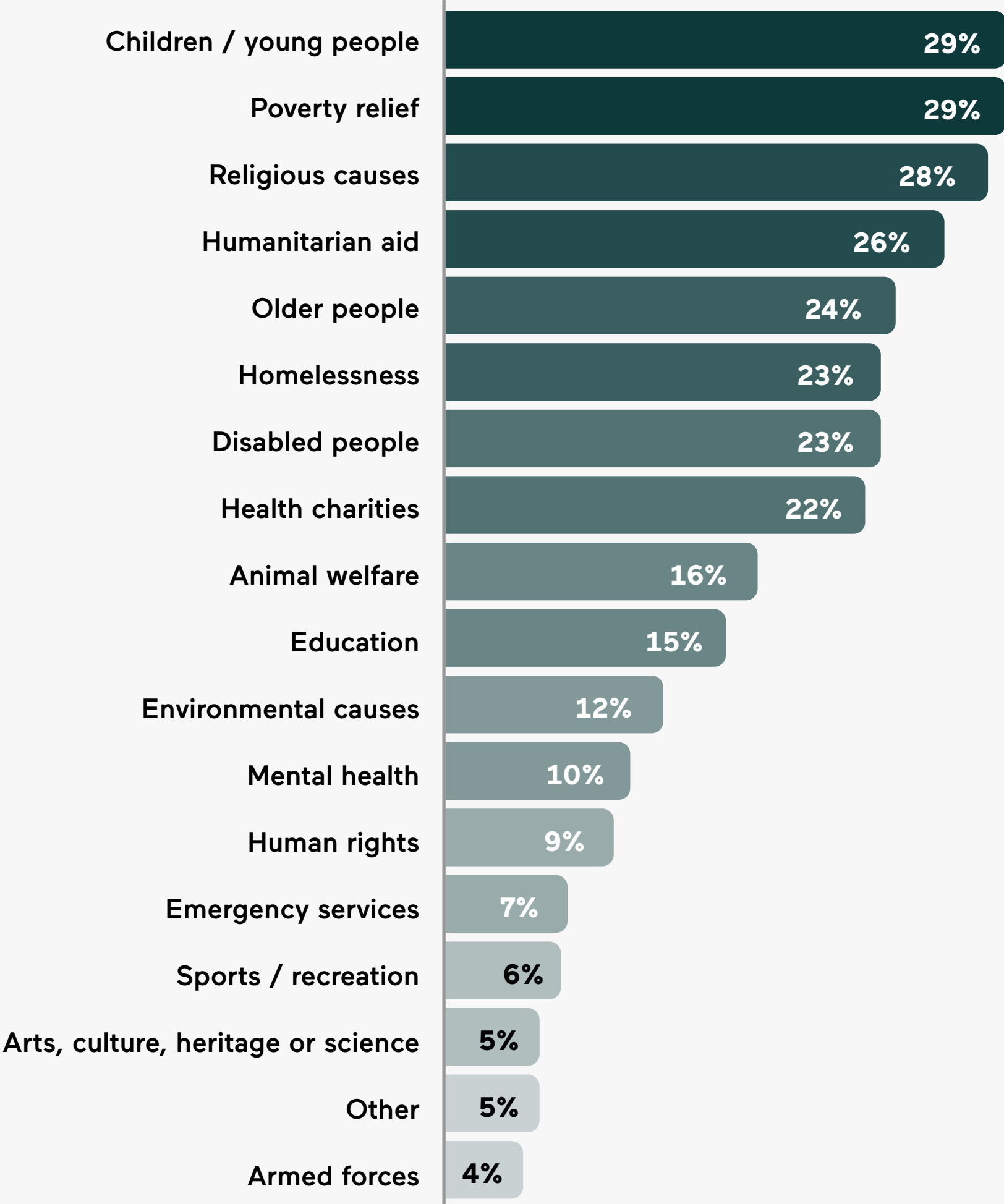
The least popular causes globally are the armed forces, arts, culture, heritage or science, and sports and recreation, which were supported by 4%, 5% and 6% of donors respectively.

Overall, the average donor gave to around three different causes last year, with people in Asia giving to the widest range of causes (3.3) and Europeans to the narrowest (2.5).

Nigerians, who gave the most as a percentage of their income, also supported the widest variety of causes, averaging 4.3 causes per donor.

Donors that give to education and environmental causes tended to give the most as a percentage of their income overall (average 2.3%).

Figure 7: Proportion of donors who support each cause area.



Base: All donors (charitable, direct or religious), N=36,493.

DONORS IN ASIA AND AFRICA WERE THE MOST LIKELY TO SUPPORT ENVIRONMENTAL CAUSES

In Asia, one in six charity donors supported environmental causes (16%), while in Africa the figure was 13%. In all other continents, however, only an average of 10% or less used their donations to support the environment.

Among the top five countries where people were most likely to donate to this cause, four are lower-middle income economies, all are emerging markets, and among them are some of the world’s biggest polluters.

Vietnam is where donors are most likely to support environmental causes (37%). The country has grown from one of the world’s poorest economies, to a middle-income country in just one generation. With aspirations to be a high-income economy by 2045, it has pledged to grow its economy in a greener way by reducing emissions and halting deforestation.

Figure 8: Countries where donors are most likely to support environmental causes, shown as a percentage of donors.



Base: All donors (charitable, direct, or religious). Vietnam, N=408; China, N=388; India, N=865; Nigeria, N=890; Egypt, N=426.

ONE IN FOUR DONORS AROUND THE WORLD SUPPORTED HUMANITARIAN AID AND DISASTER RELIEF

Bosnia and Herzegovina, which saw deadly floods in October 2024, was the only country where the majority of the population supported humanitarian aid and disaster relief (59%).

The countries where people are most likely to donate to crises outside of their country are UAE (32%), Saudi Arabia (29%), and Norway (28%), while countries where people are the least likely to donate to a crisis outside of their country include Israel, Sri Lanka, Zambia, and Sudan (all 1%).

In terms of donating to crises at home, Bosnia and Herzegovina are, again, the highest givers to this specific cause. All of the 59% of the population who gave to aid overall, gave to aid and disaster relief within the country (a third of these donors also gave to aid overseas). Indonesia (47%) and Vietnam (45%) are also highly likely to give to aid and disaster relief within their own countries.

The countries where people are most likely to donate abroad to support humanitarian aid and disaster relief:



## SUPPORT IS MOST LIKELY TO BE GIVEN TO LOCAL CHARITIES

Yemen is the country where the highest proportion of charity donors gave locally (99% of donors gave in this way). In Africa, 87% of charity donors gave to local organisations, making it the continent where local giving was most common.

Europeans are most likely to support international charities of any type that work outside their own country — 15% give to these organisations, nearly double the 8% that do so in South America.

Of donors around the world, one in ten (9%) gave to all types of charities. This diverse giving is most common in Angola, where 36% of donors support all three kinds of charity.

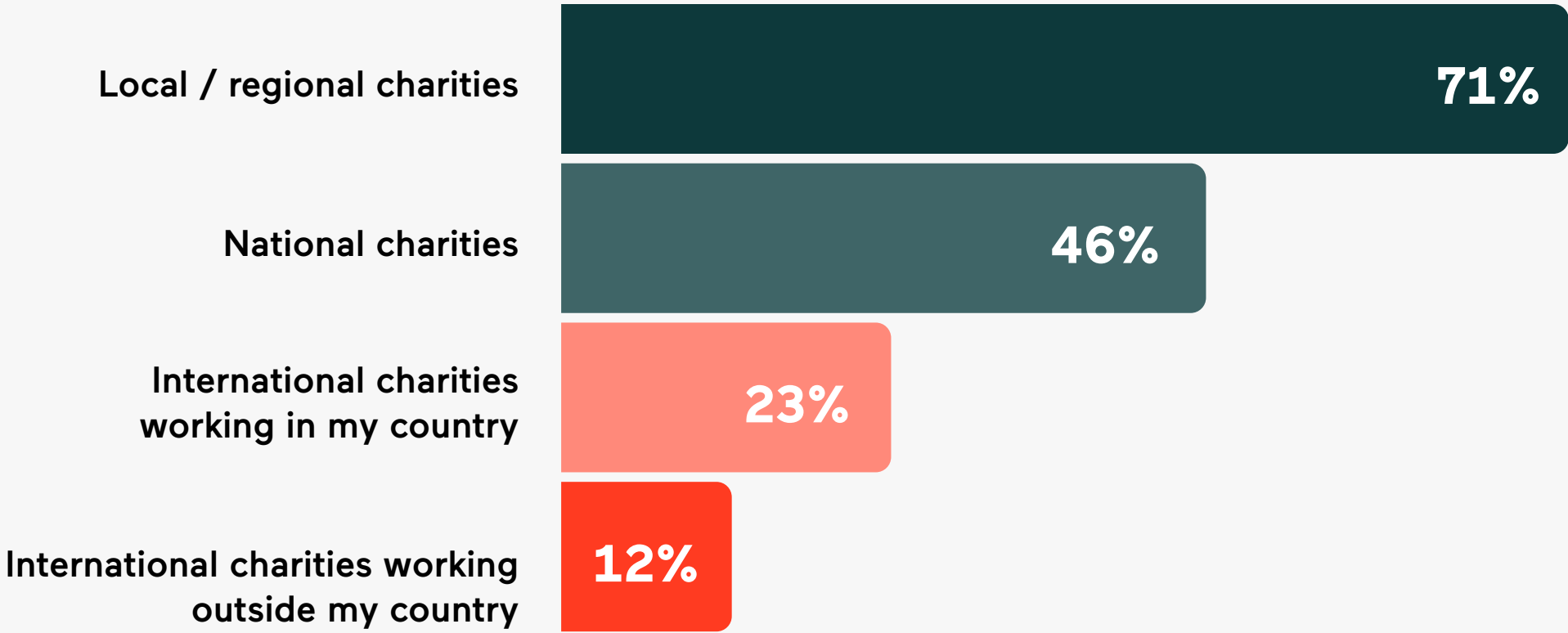
## SOCIAL MEDIA IS THE TOP WAY GLOBALLY THAT DONORS DISCOVERED CHARITIES

Social media is an important fundraising tool across the world, with 14% of donors globally discovering a charity in this way. Indeed, it is one of the top ways people find out about charities in nearly every continent. It is highest in Asia, where nearly a fifth of donors said they discovered a charity on social media.

Other ways people are most likely to discover a charity include through an organisation’s local presence (11% of donors) and through word-of-mouth (10%).



Figure 9: The types of charities that donors gave money to in 2024.



Base: All charity donors (N=21,084).

## CARING ABOUT THE CAUSE AND WANTING TO MAKE A DIFFERENCE ARE UNIVERSAL MOTIVATIONS FOR GIVING

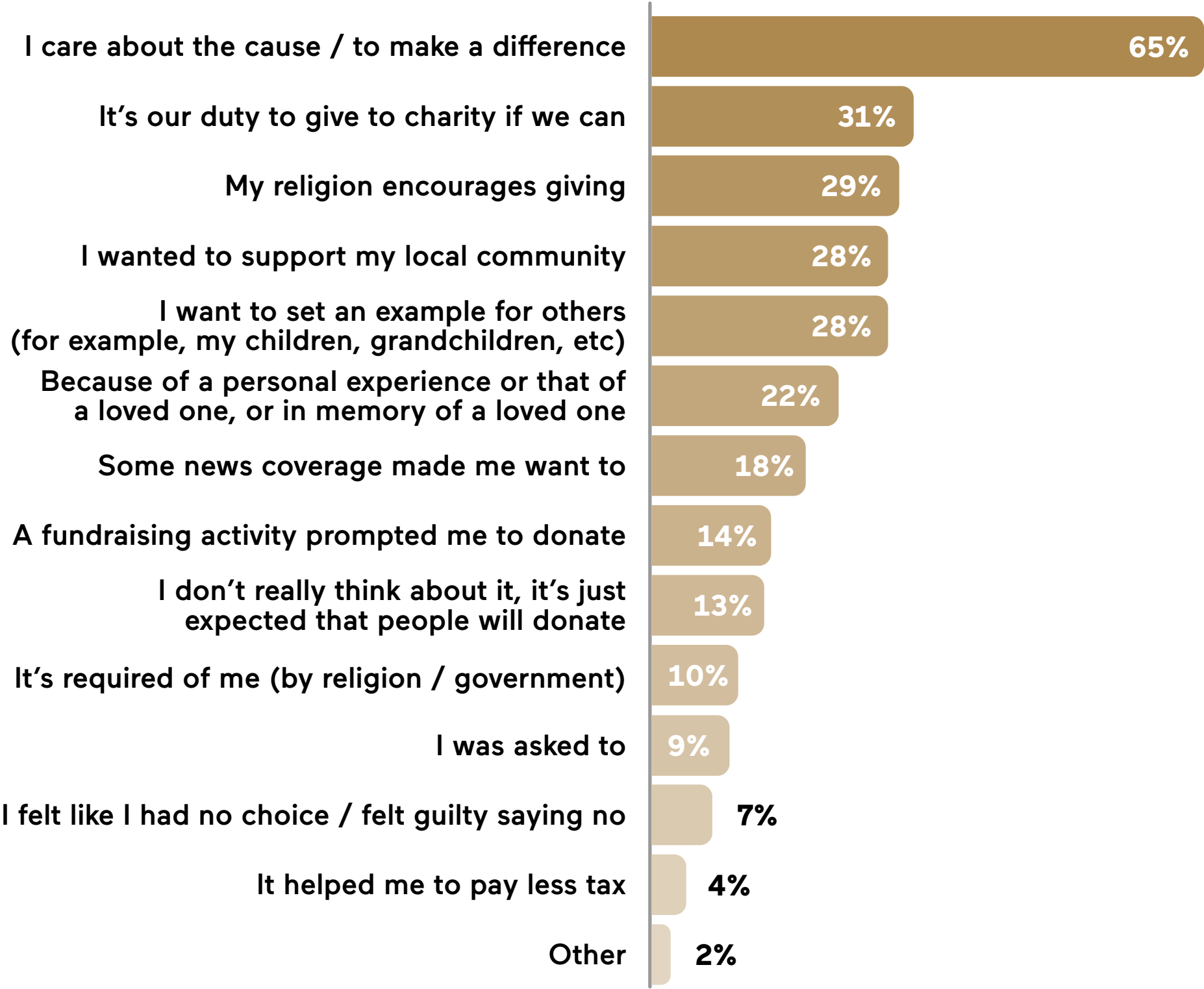
Caring about a cause is by far the most common reason people cited for donating money (65% of donors).

Donors in Africa and Asia were more than twice as likely to say that donating is a duty than those in North and South America (38% and 39% vs. 14% and 13%).

Instead, donors were more likely to be prompted by fundraising activities in North and South America (19% & 18% respectively), compared to Asia (13%) and Africa (12%).



Figure 10: Reasons for giving money away.



Base: All donors (charitable, direct, or religious), N=36,494.

NOT BEING ABLE TO AFFORD IT WAS THE TOP REASON GIVEN FOR NOT DONATING MONEY

Not being able to afford it was the main reason people said they did not donate last year, particularly in Oceania and Africa (67% and 47% of non-donors respectively). In North and South America, however, it was less important a reason, with only around a quarter of non-donors saying this was why they had not donated money (27% and 26% respectively). For them, it was just as much about preferring to give other types of support, like gifts or food.

The three things most likely to encourage donations

1

If I had more money myself (45%)

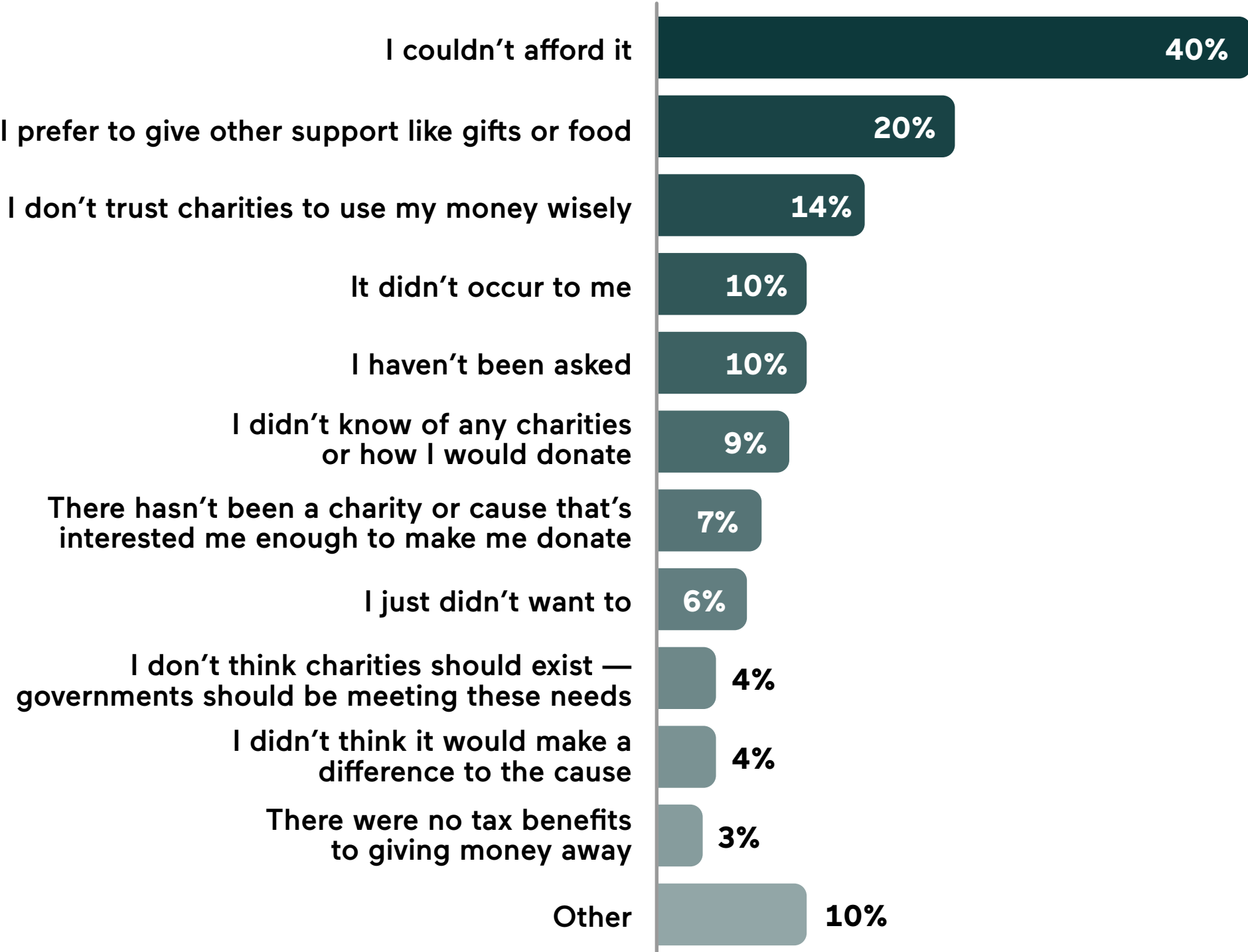
2

Knowing more about how my money would be spent (36%)

3

Knowing more about the results and impact that a charity has (35%)

Figure 11: Reasons for not donating.



Base: All who did not donate in 2024, (N=19,351).

2

## ASPECTS OF GENEROSITY



DEEP DIVE: SOCIAL NORMS AROUND GIVING

Social norms are the unwritten rules of a society that help define the accepted or expected actions for people living within it. Our questionnaire contained six reasons for donating money that can be considered as being driven by — and, therefore, also as reinforcing — social norms.

The answer options listed below are all rooted in the norms associated with what we perceive others to do and our desire to maintain our social fabric. Please see page 22 to understand how these correlated with generosity.

"I wanted to set an example for others."

" I felt like I had no choice / felt guilty saying no."

"I didn't really think about it, it's just expected that people will donate."

"My religion encourages giving."

"I wanted to support my local community."

"It's our duty to give to charity if we can."





## WHY SOCIAL NORMS AROUND GIVING ARE CRITICAL

The graph shown highlights just how powerful these social norms are in how clearly they correlate with the percentage of income donated.

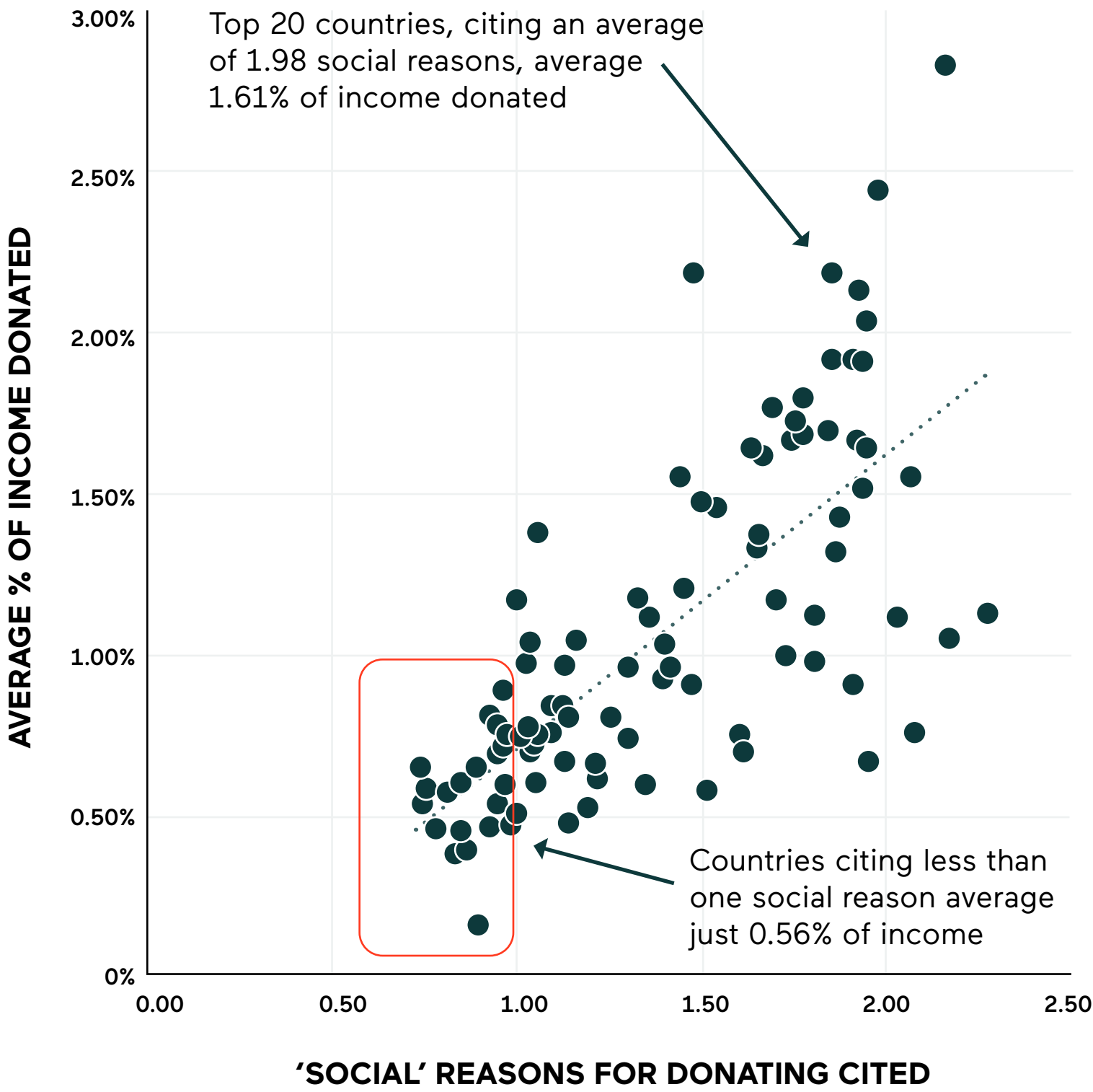
When adding together the total times these six answers were mentioned, we are able to see which countries feel more bound by social norms.

The range is huge. Those in Saudi Arabia are most bound by social norms, with each donor citing an average of 2.27 of the reasons listed on page 21. Conversely, those in Sweden and Switzerland cite an average of just 0.74 of those reasons.

In countries where people cite an average of less than one ‘social reason for giving’, the average percentage of income donated is just 0.56% — around half the global average. By contrast, the top 20 countries (where people cite an average 1.98 social reasons) give on average 1.61% of their income — nearly three times higher.

While charities can change how they communicate to inspire greater empathy with a cause, how they impact social norms is far more complicated. To preserve charity in the long-term, we need to pay attention to how we encourage these sentiments to remain part of all of our cultures.

Figure 12: Number of social reasons for donating by average percentage of income donated.



Percentage of income donated: Base, all respondents per country.  
Social reasons for donating cited: Base, all donors (charitable, direct or religious) per country.  
For details of individual country base sizes see [method statement](#).

RELIGIOUS GIVING ACTIVATES OTHER KINDS OF GIVING

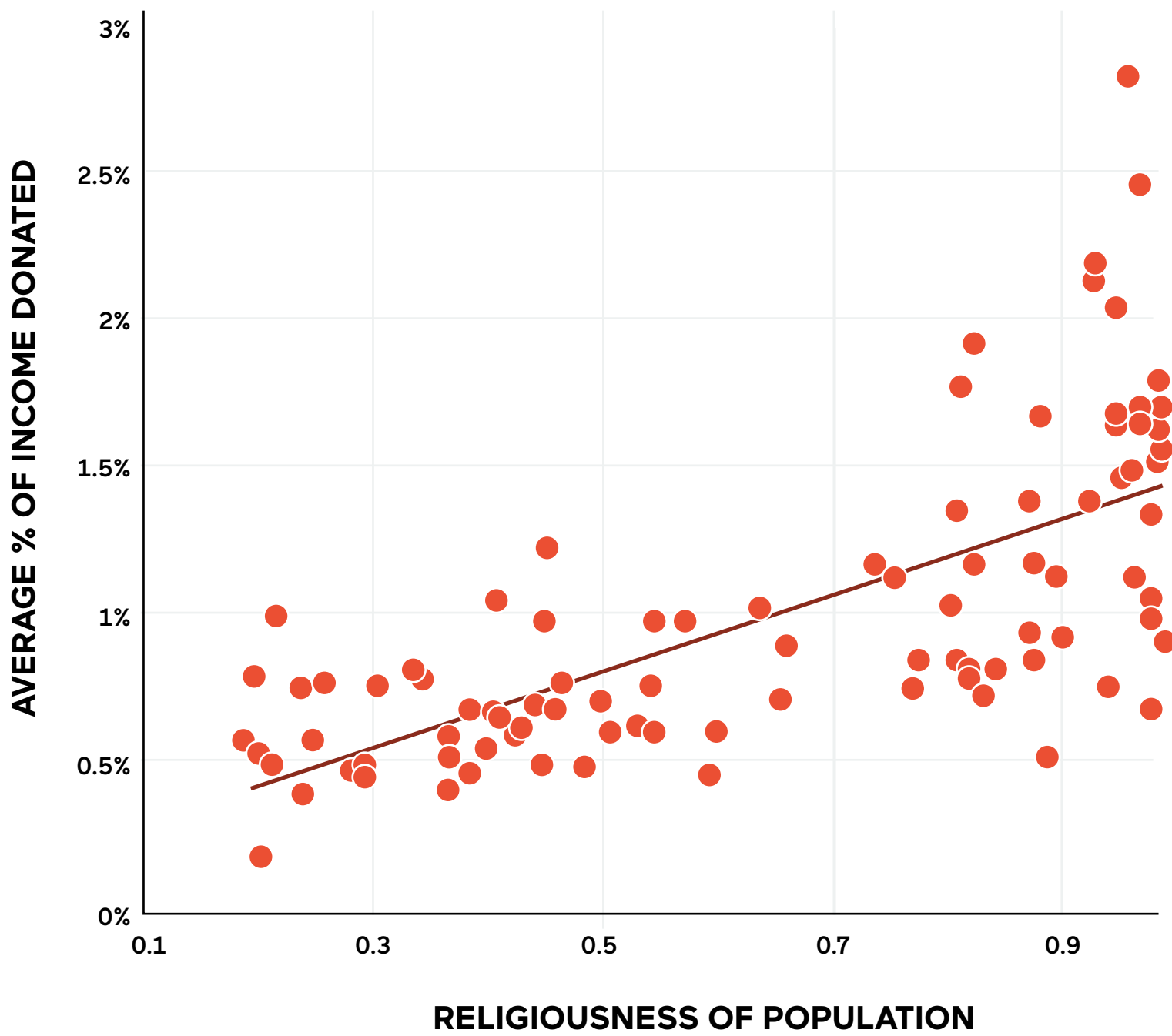
Our results show that religious giving activates rather than takes away from other giving.

Almost all individuals who say that religion is a driver of their giving (94%) also gave to other causes besides religious ones, and 43% only gave to other causes. In other words, just because money is collected through a church collection or as part of Zakat, it does not mean the cause that benefits is a religious one.

The average number of causes supported by donors who say their religion encourages giving is significantly higher than the global average (3.9 vs. 2.6). In addition, the percentage of income they donated on average was 2.2%, compared to 1.4% among donors who did not say that religion was a reason for giving.

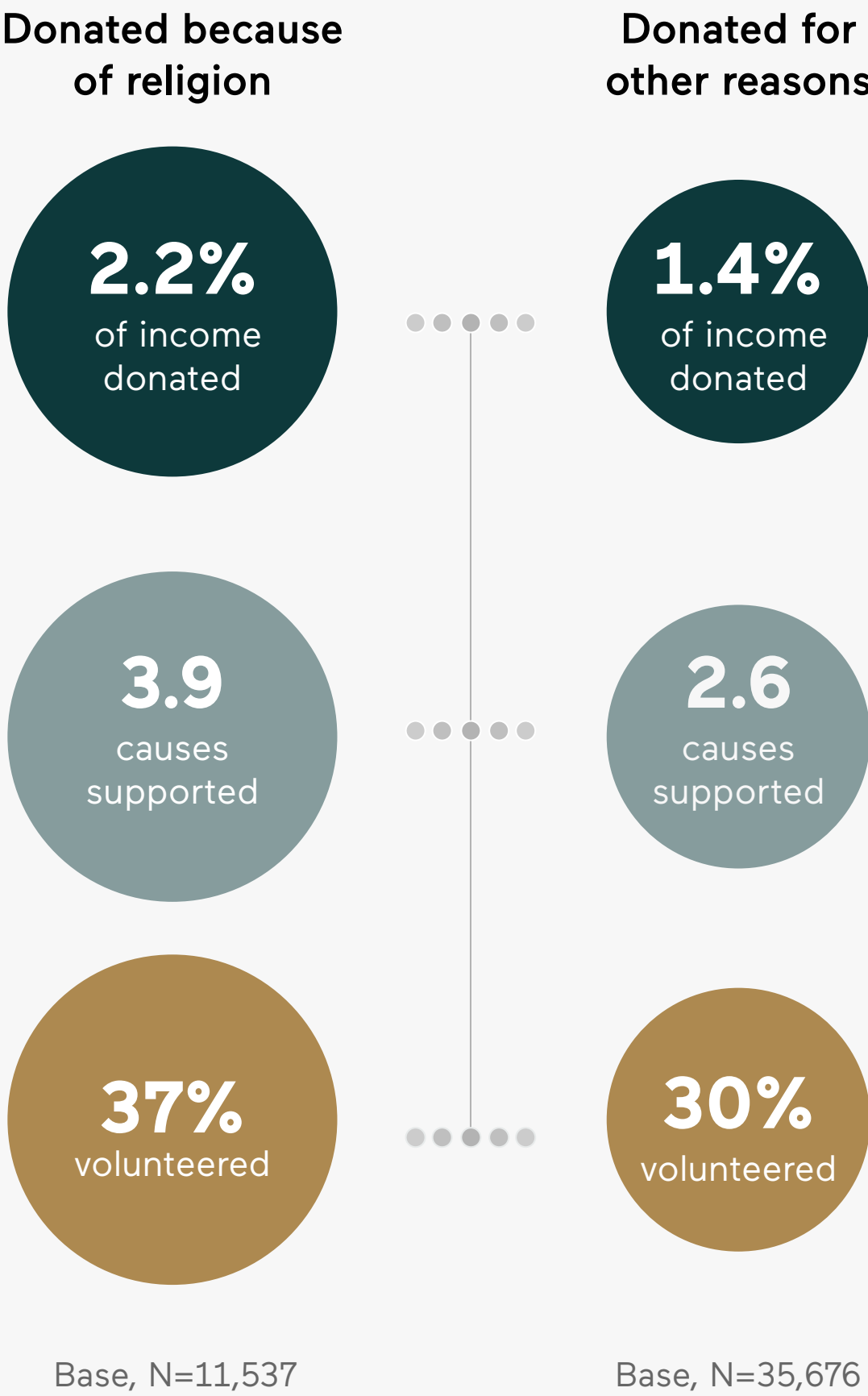
At the national level, there is a strong positive correlation between the importance of religion to a country’s population and their donation as a percentage of income, as the graph shows:

Figure 13: Religiousness of a population by average percentage of income donated.



Base: All respondents per country.  
For details of individual country base sizes see [method statement](#).  
Please note, religiousness of population as shown in the graph is sourced from the 2022 World Giving Index.

Figure 14: How religious donors compare.





People in **Qatar** volunteered the most in 2024 – **27.5 hours** on average per person.

On average in 2024, people gave **9** hours of their time

Figure 15: Volunteering by continent.

A QUARTER OF PEOPLE VOLUNTEERED DURING 2024

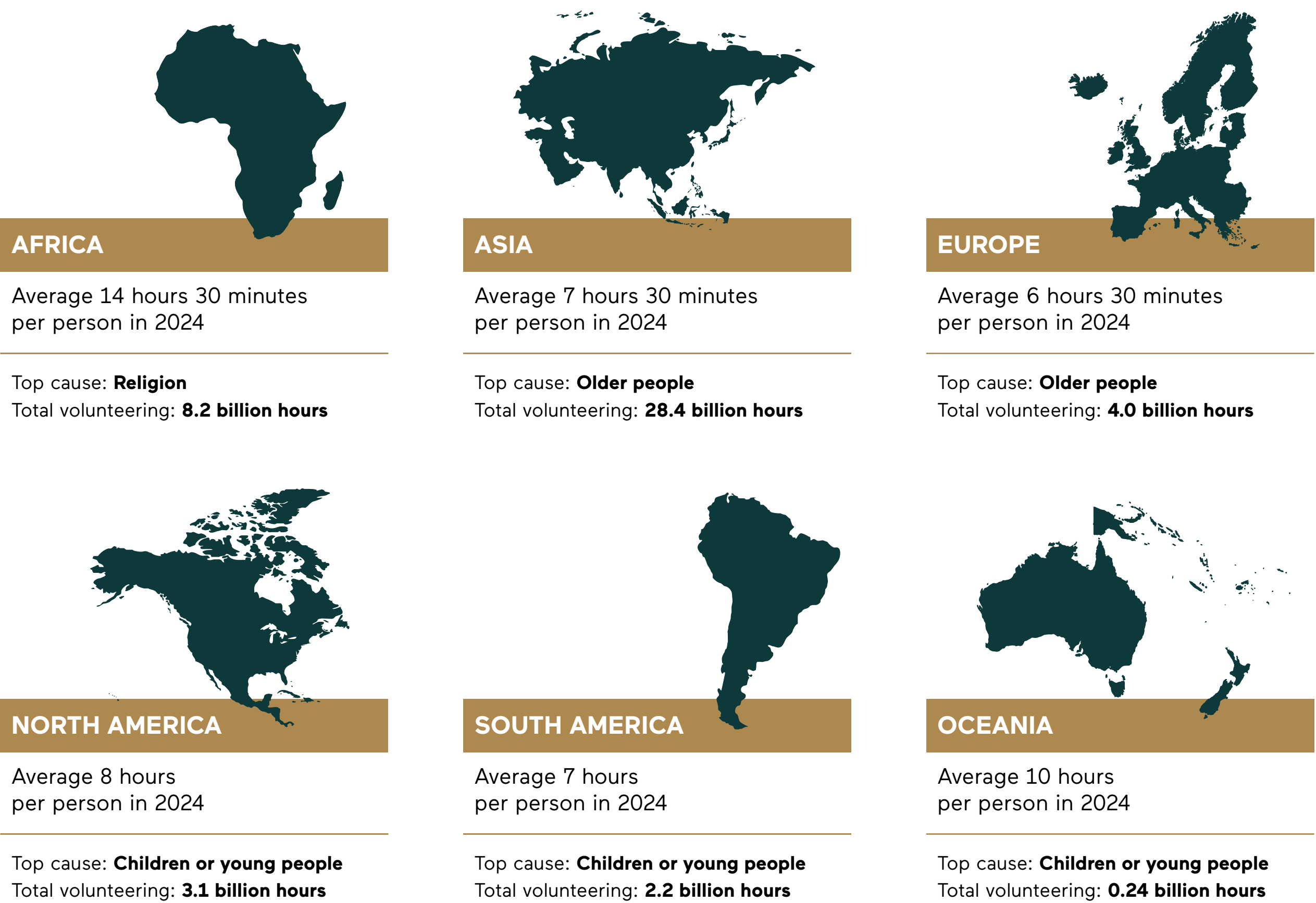
Globally, around one in four (26%) people volunteered in 2024. The average amount of time spent volunteering per person was nine hours across the year.

People in Africa are the most generous with their time, at an average of 14 hours 30 minutes per person, while Europeans are the least generous at just 6 hours 30 minutes.

The proportion of people who volunteer decreases with age, falling from 30% of 18-24-year-olds to 19% of over 55-year-olds. However, the opposite is true of the amount of time spent volunteering, where the average hours given by those who did volunteer increases incrementally with age.

Globally, the most popular causes to volunteer for were children and young people, and older people, with over a quarter (28%) of volunteers globally supporting each cause.

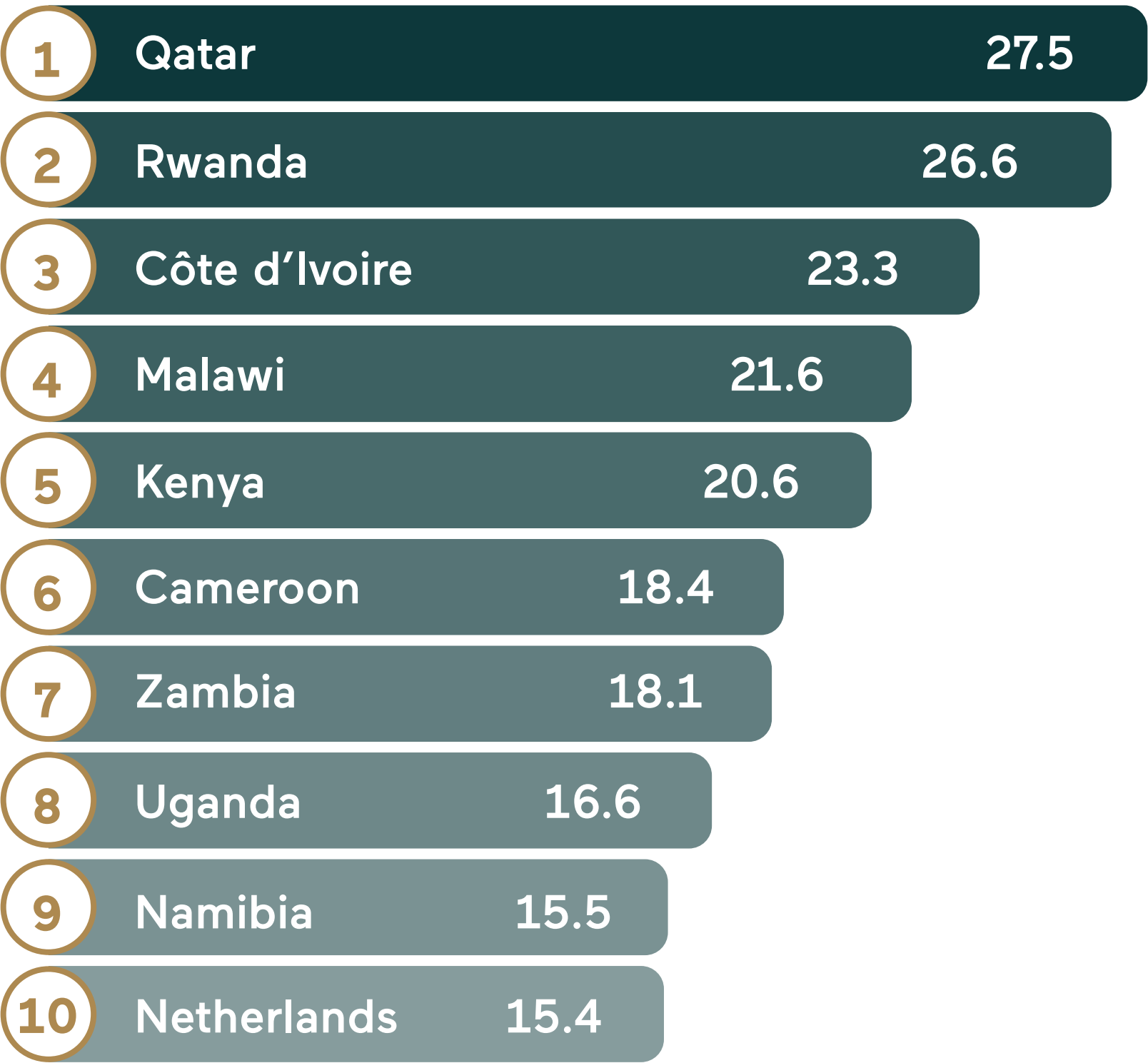
In Africa, where two out of five people volunteered last year (39%), the most popular cause was religious organisations, which were supported by 35% of volunteers, or 14% of the population.



Base: All respondents (Africa, N=13,084; Asia, N=12,493; Europe, N=17,608; North America, N=5,115; South America, N= 6,002; Oceania, N=1,534).

VOLUNTEERING TOP 10

Figure 16: Average hours volunteered per person in 2024.



Base: All respondents in each country.  
For details of individual country base sizes see [method statement](#).



UGANDA’S SPIRIT OF GIVING

“In Uganda, the spirit of ubuntu — ‘I am because you are’ — is deeply ingrained in our way of life, fostering strong communal ties where even raising a child is seen as the responsibility of the entire village. This togetherness is reflected in the Ugandan proverb, ‘Women give birth with fellow women,’ symbolising the deep commitment to mutual support. Religious beliefs further strengthen volunteering, with churches, mosques, and cultural institutions actively mobilising communities for charity. Limited government resources also drive Ugandans to fill gaps in healthcare,

education, and social services. For example, the 2024 Rotary Cancer Run raised funds for a cancer treatment facility at Nsambya Hospital. The nonprofit sector, including organisations like CivSource Africa, plays a key role in sustaining this culture by documenting, celebrating, and amplifying Ugandan philanthropy. Through these and other combined efforts, Ugandans dedicate significant time to volunteering, ensuring the spirit of giving continues for generations.”

**Josephine Atuhaire**  
CivSource Africa



**MOST PEOPLE DID A GOOD DEED FOR SOMEONE IN 2024, INCLUDING FOR PEOPLE THEY DID NOT KNOW**

We asked people whether they had done a good deed in 2024 beyond just good manners or an easy act of kindness, such as picking up a dropped item.

**Helped friends and family**

On average, nine in ten people (90%) helped their friends or family out at least once in 2024. This was highest in Indonesia (98%) and lowest in Japan (68%).

**Helped neighbours or acquaintances**

People were almost as helpful to their acquaintances and neighbours as they were to their friends and family, 87% having done this in 2024. Senegal had the highest result (98%), while Japan had the lowest (57%).

**Helped someone they did not know**

People were only slightly less likely to help someone they did not know (84%). The country where people did this the most was Sudan (97% of people) while people were least likely to do this in Japan (42%).

**People who are generous in one way are usually generous in other ways**

Countries where people help each other more, also have higher levels of giving and volunteering. In the countries where almost everyone (99%) did a good deed at least once, people were significantly more likely to give money (77% vs. 64% global average), and they gave away a larger portion of their incomes (1.54% vs. 1.04% global average). They were also more likely to volunteer their time (32% vs. 26% global average).

77%

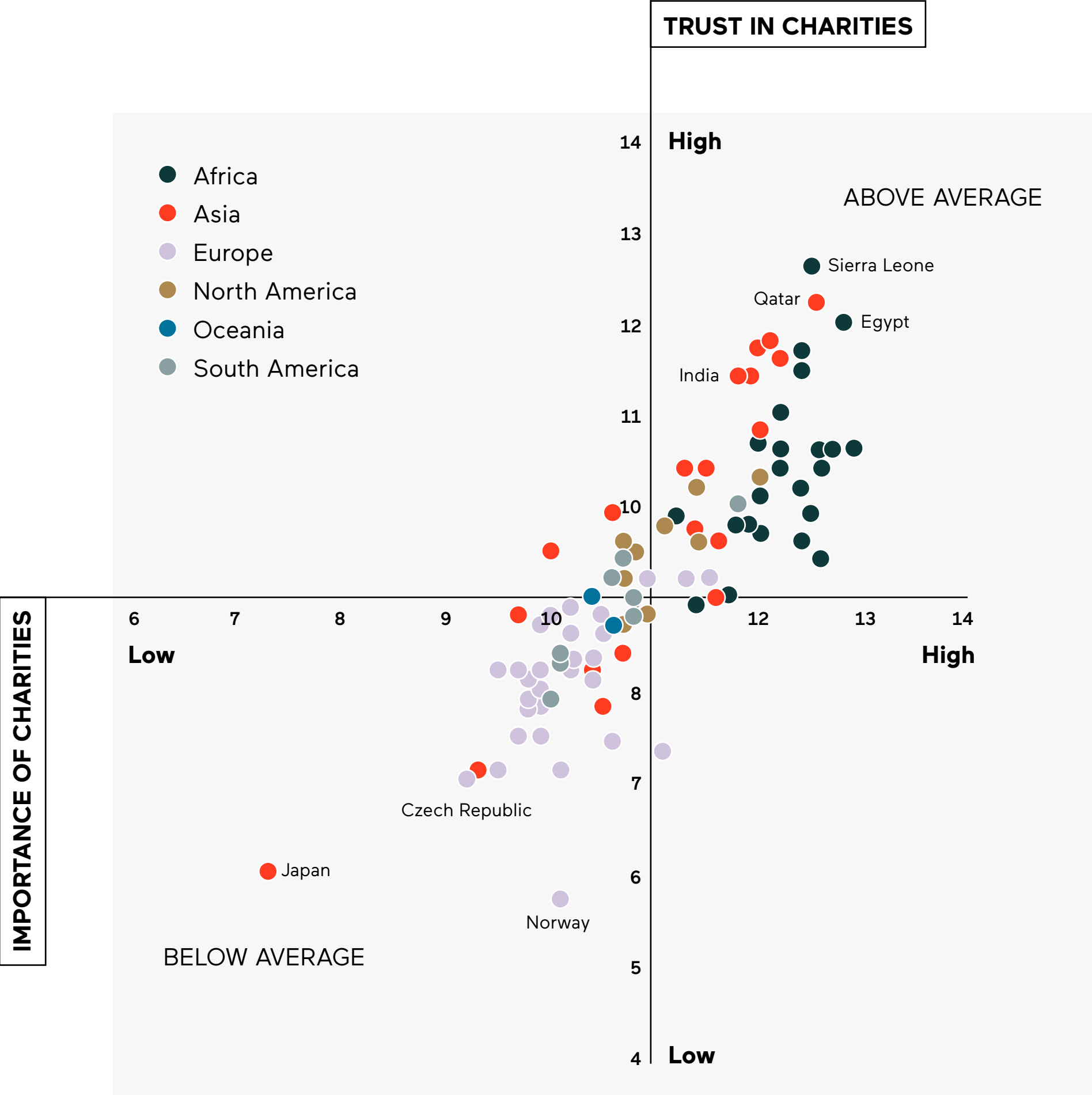
**donated money in countries where people were the most likely to do a good deed**

3

## PERCEPTIONS OF CIVIL SOCIETY



Figure 17: The relationship between trust in charities, and their perceived importance to society.



Base: All respondents in each country.  
For details of individual country base sizes see [method statement](#).

## THE PUBLIC RECOGNISE THE IMPORTANCE OF CHARITIES

Worldwide, people strongly recognise the importance of charities to their society and have a degree of trust in them. In addition, there is a strong correlation between these two attitudes.

We asked two questions about respondents' opinions on local, national and international charities. We then combined their answers into a single overall score out of 15 – with zero being very low trust or importance and 15 being very high.

Overall, the average score for importance to society was 10.98, while for trust it was 9.22 – both comfortably above the mid-point on each scale.

Figure 17 shows the relationship between trust and importance, with the countries seeing charities as most trustworthy and important being Sierra Leone, Qatar, and Egypt. Meanwhile, Japan and Norway are at the other end of the scale. On average, Africa trusts and values charities most highly, and Europe the least.

In general, people tended to trust and value local charities the most, followed by national and then international charities. In South America and Africa, however, national charities are the least trusted.

## INDIA'S TRUST IN THE CHARITY SECTOR

"India is among the countries that place significant trust in charities, recognizing their essential role in addressing social challenges. This trust is deeply rooted in India's cultural traditions which emphasize collective welfare and philanthropy.

"Reports, such as the Edelman Trust Barometer, indicate that NGOs in India enjoy relatively high credibility compared to businesses and government institutions.

"Furthermore, studies by organizations like Sattva Consulting highlight the increasing impact of CSR initiatives, grassroots movements, and disaster relief efforts, which have further strengthened public confidence in the charitable sector.

"The growing collaboration between corporates, non-profits, and communities has reinforced the perception that charities play a crucial role in driving social progress. However, ensuring transparency, accountability, and measurable impact remains essential for sustaining this trust in the long term."

**Shubham Thakur**  
OneStage India





## PERCEPTIONS OF HOW GOVERNMENTS ENABLE THE SECTOR

### Governments can encourage charitable giving

Does your government encourage people to give to charity? If it does, it is likely that you live in a more generous country.

In the 42 countries where the majority agreed that their government encourages giving, the population gave 1.7 times as much to charity as a proportion of their income. On top of this, they trust charities more and think of them as more important to society.

In contrast, there are seven countries where more people disagreed than agreed with this statement, with all but one of these being in Europe.

In those seven countries, the population donated less of their income compared to the global average (0.2% vs. 0.33%) and three times less than those countries where giving is encouraged the most (0.2% vs. 0.64%).

But this government encouragement rarely translates as a feeling of a lack of choice.

In the 42 countries where the majority say their government encourages giving to charity, only 18% chose the option ‘it’s required of me by my government/religion’ when asked why they donated money to charity.

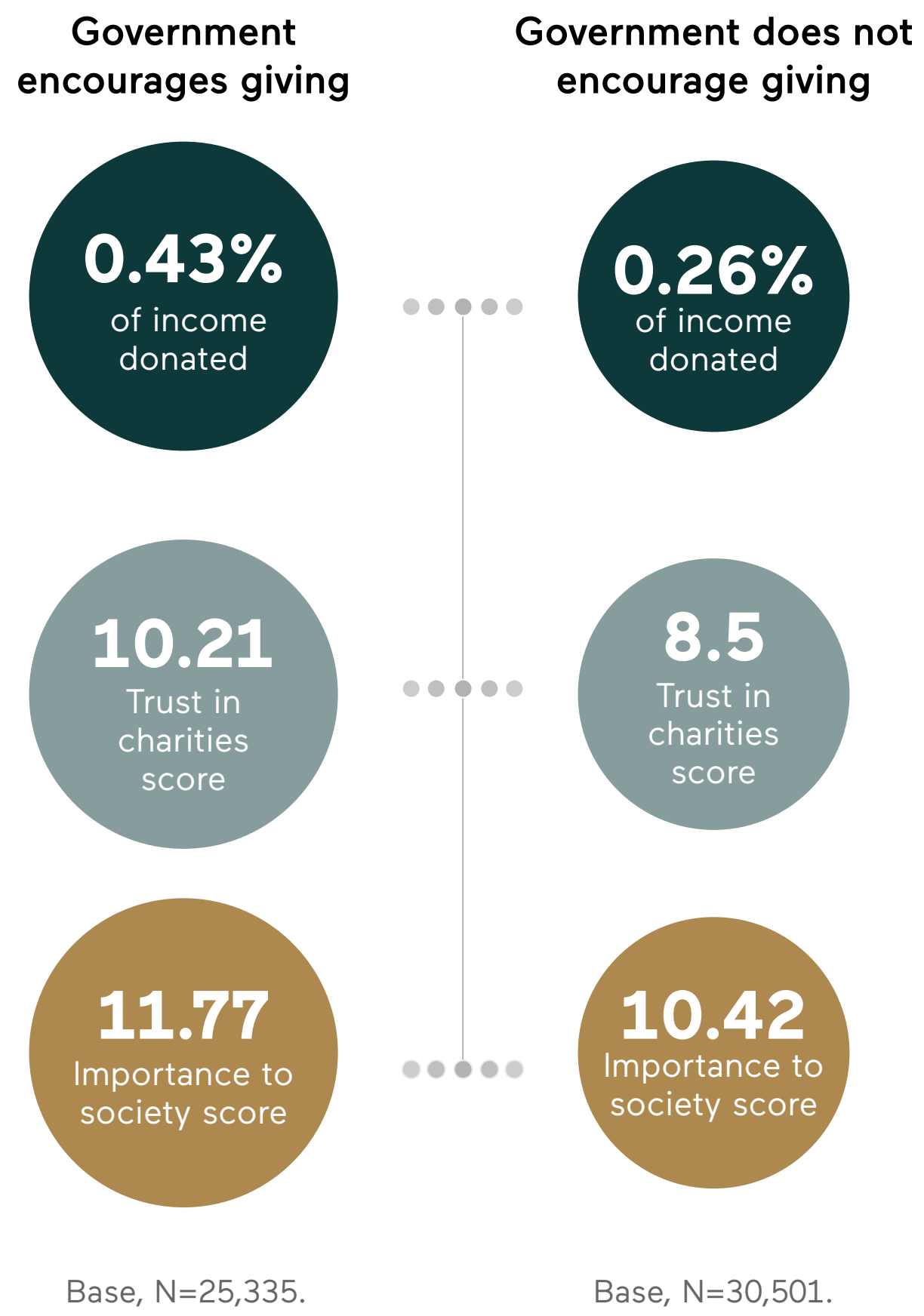
In fact, these 42 are the same countries where the social norms that drive giving are the strongest.

Across these countries, 86% of charity donors gave because of social norms compared to 70% of charity donors in other countries.

We have already demonstrated the positive impact of social norms on donations and these results suggest that government encouragement is likely a key part of setting and maintaining those social norms.

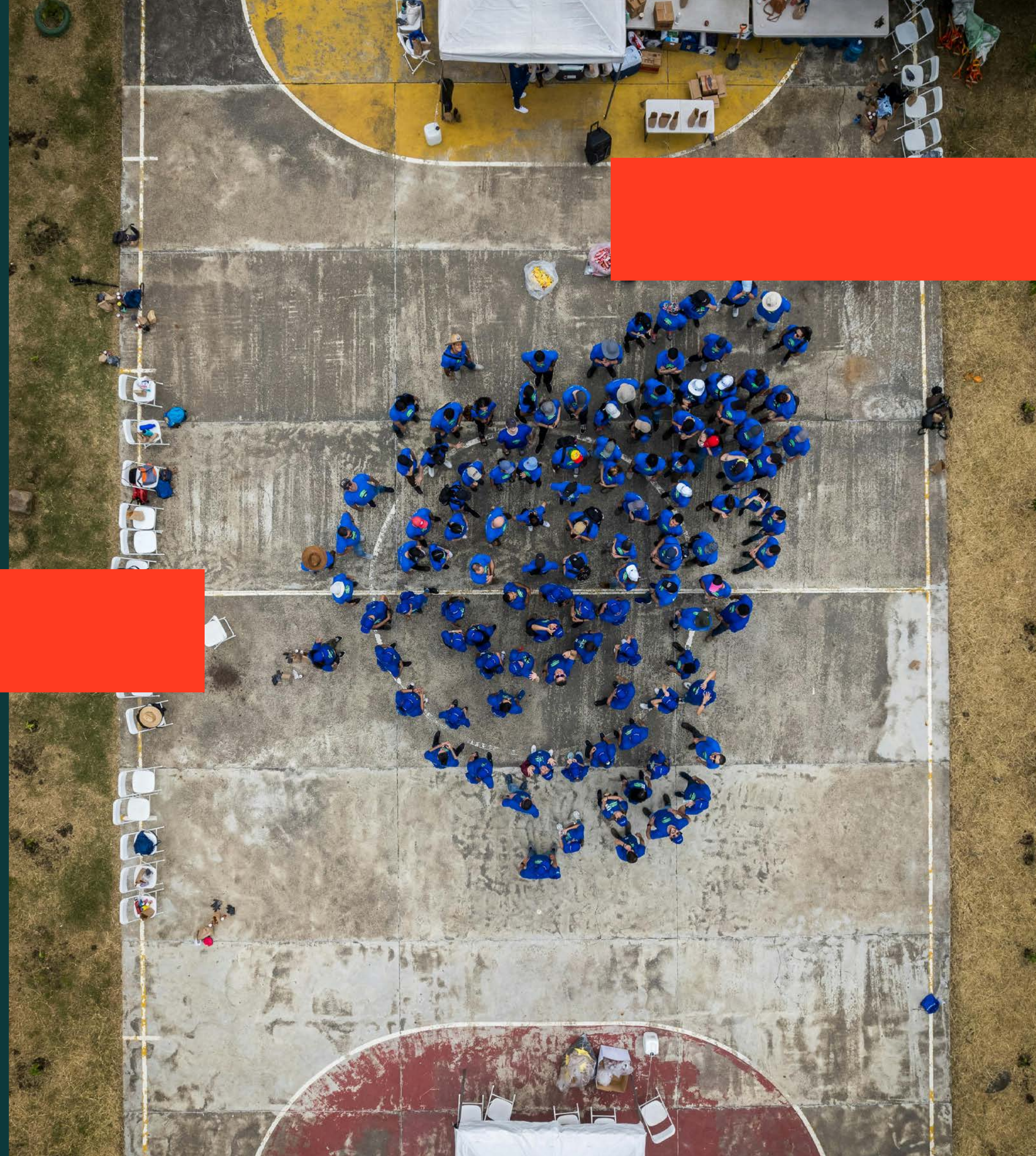
Please note, countries that that “encourage” giving are those where the amount agreeing is >50%. Countries that do not encourage giving are those with <50% agreeing to this statement. Trust in charities and importance to society scores are expressed out of a maximum of 15.

Figure 18: Government impact on giving.



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## IMPLICATIONS



## WHAT DO THE RESULTS MEAN?

### IMPLICATIONS FOR THE PHILANTHROPY SECTOR

This report could not come at a more important time for the philanthropic sector. For years, we have seen governments cutting back on their foreign aid spending, a trend that has escalated significantly in 2025 — while the need for assistance in communities around the world continues to grow. In philanthropy we have all been looking to each other to understand how to move forward together, as core pillars of our ecosystem have shifted under our feet. At CAF, we understand that in the current context, the role of donors and other forms of generosity to support the most vulnerable has never been more important.

Our research offers a window of opportunity as we seek to shape the future of our work. Giving by individuals, a key indicator of the strength of global generosity, remains strong and is thriving in many countries. In particular, the story of giving in Africa — including Nigeria, our most generous country — is extremely positive as the continent suffers from an acute shortage of government aid this year.

The time is right for a vibrant global philanthropy community, such as CAF's International Network, to work in concert with and uplift these vibrant local cultures of giving and bring together context-specific experience to shape and amplify philanthropy's voice. Harnessing localized civil society expertise, including using research like this report, is critical to increasing community resilience for the future.

Now, we have an opportunity to do things differently. The philanthropy sector is uniquely placed in the global social purpose ecosystem. With access to funders and policymakers and strong networks across community contexts, we can use these connections where social norms are weaker to foster more and more impactful giving. We must reflect on how we can work more efficiently and more collaboratively to employ philanthropy's ability to cut across false silos. It is also a time for forging novel relationships between 'unlikely' collaborators, pursuing innovative technologies and different types of development finance.



This report also highlights areas where philanthropy could make a significant difference by taking action where it seems that people are less able to give.

Leveraging the findings of this report, I am confident that philanthropy can continue to be a source of optimism, connection and innovation in times of crisis, uncertainty and change.



**Jessie Krafft**

President and CEO  
CAF America

## WHAT DO THE RESULTS MEAN?

### IMPLICATIONS FOR CHARITIES

People give because they want to make a difference. As this research shows, they also want to know how their money will be used and understand the impact it can have.

Clarity and transparency about how donations are spent can provide confidence, alongside a clear narrative about how the support is helping to change lives. It's also important to explain how core costs — such as salaries and overheads — are essential for securing impact.

The research shows that people respond to needs close to them — the needs of their local community or those they relate to globally — or in their line of sight, such as unfolding humanitarian crises. This reminds us that slow-burning issues and long-standing crises can often become overlooked.

Charities working on these issues might reflect this by giving more immediacy to their storytelling and linking their work to the personal and local experiences of donors as well as donors' concerns about future generations.

The research underlines the importance for international charities to build partnerships with communities and devolve decision-making to a local level. As well as allowing for greater impact, it could also help to build trust since people tend to have higher levels of trust in local charities.

I was struck by the different ways people give in various countries and how there can be a perceived distinction between generosity and giving to charity. Understanding the local and religious context behind this could help charities to engage potential new donors and tailored approaches could help to build stronger, more trusting relationships with donors.

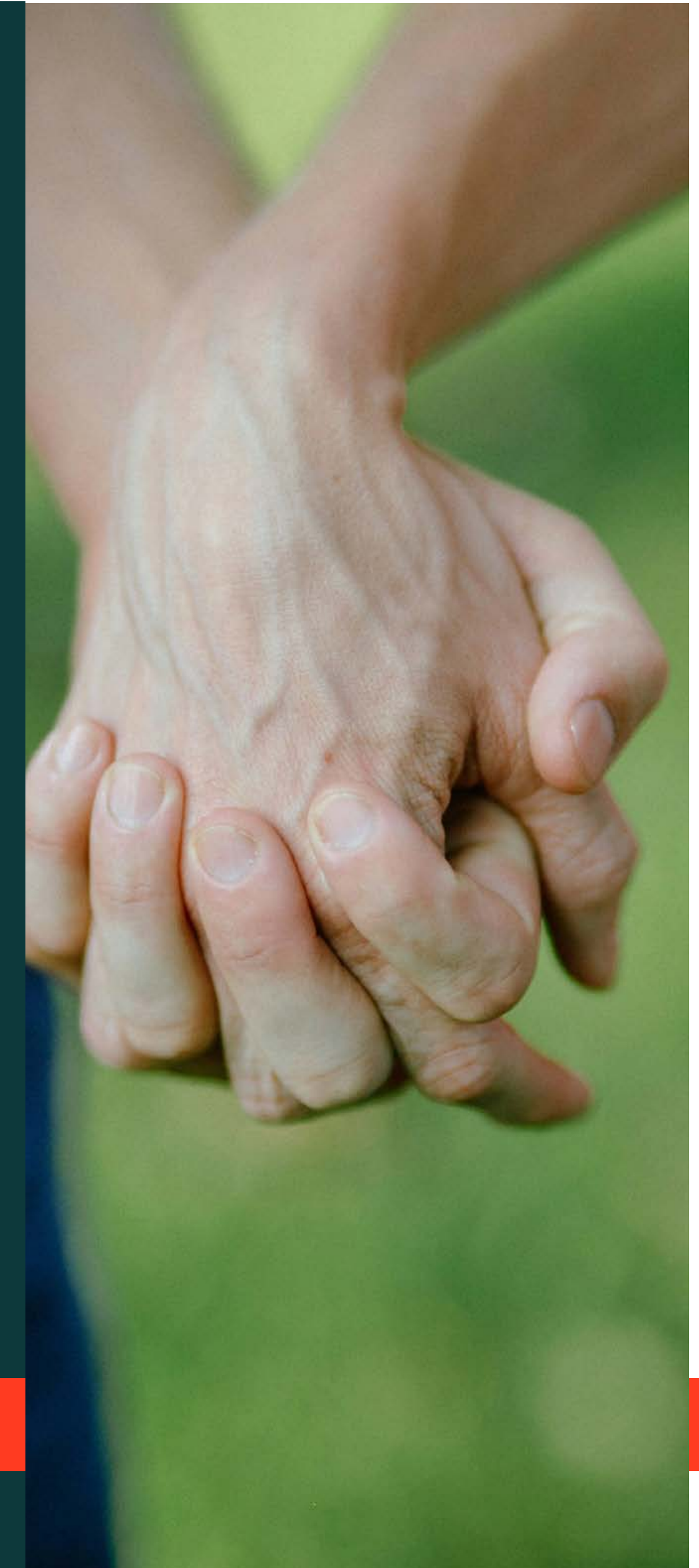
These are valuable insights for charities on how to better connect with donors, emphasise transparency and address both immediate and long-standing needs.

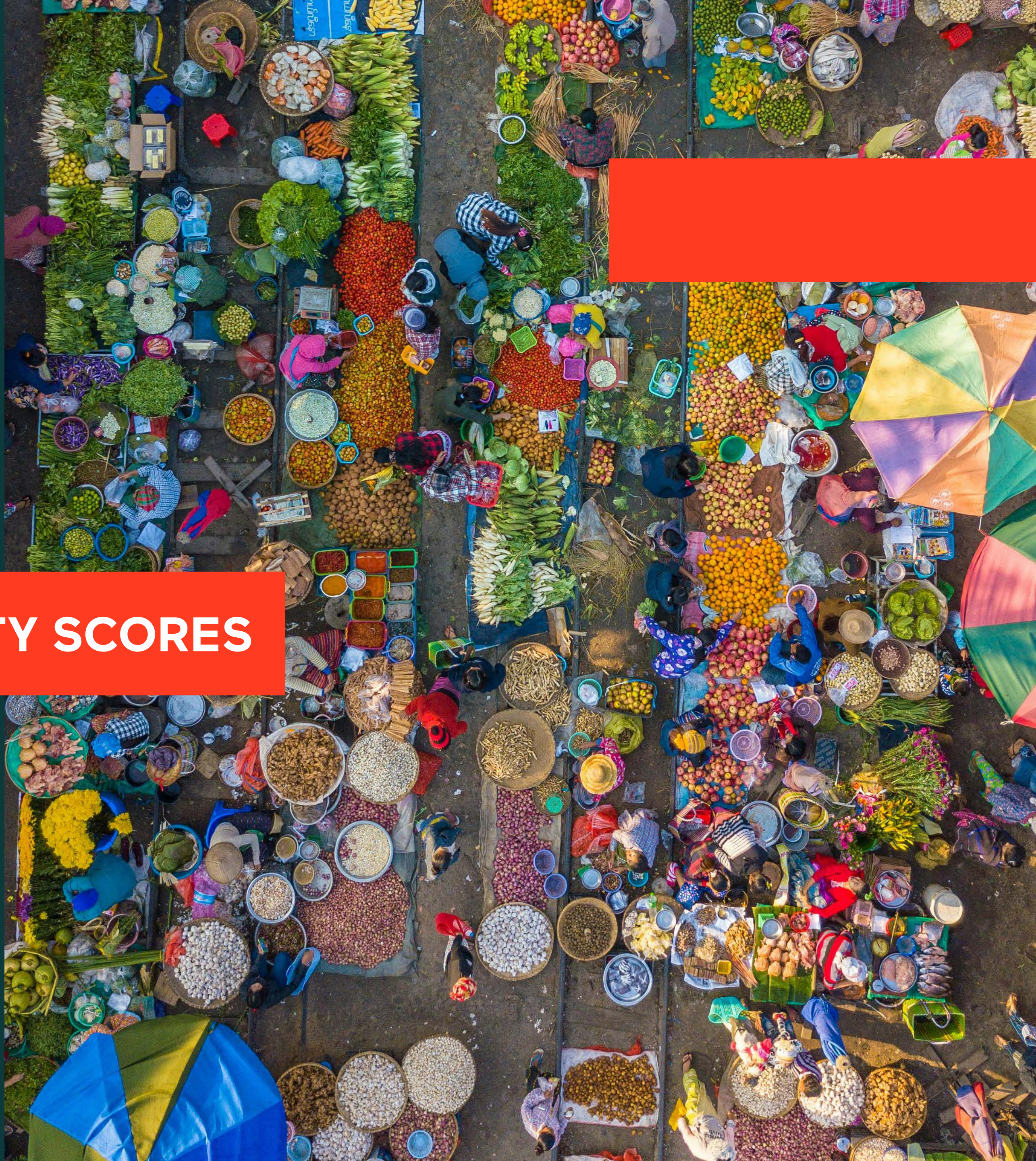
These strategies are vital for fostering trust, organisational resilience and ensuring impactful work in communities around the world.



**Ashling Cashmore**

Head of Impact and Advisory  
Charities Aid Foundation





## APPENDIX: GENEROSITY SCORES



| Countries and territories |               | Average % of income donated <sup>1</sup> |
|---------------------------|---------------|------------------------------------------|
| 1                         | Nigeria       | 2.83%                                    |
| 2                         | Egypt         | 2.45%                                    |
| 3=                        | Ghana         | 2.19%                                    |
| 3=                        | China         | 2.19%                                    |
| 5                         | Kenya         | 2.13%                                    |
| 6                         | Uganda        | 2.04%                                    |
| 7=                        | UAE           | 1.92%                                    |
| 7=                        | Qatar         | 1.92%                                    |
| 7=                        | India         | 1.92%                                    |
| 10                        | Malawi        | 1.80%                                    |
| 11                        | Turkey        | 1.77%                                    |
| 12                        | Vietnam       | 1.72%                                    |
| 13                        | Bangladesh    | 1.70%                                    |
| 14                        | Tanzania      | 1.69%                                    |
| 15=                       | Sierra Leone  | 1.67%                                    |
| 15=                       | Cote d'Ivoire | 1.67%                                    |
| 17=                       | Sri Lanka     | 1.64%                                    |
| 17=                       | Pakistan      | 1.64%                                    |
| 19                        | Zambia        | 1.62%                                    |
| 20                        | Rwanda        | 1.56%                                    |
| 21                        | Indonesia     | 1.55%                                    |
| 22                        | Ethiopia      | 1.51%                                    |
| 23                        | Botswana      | 1.48%                                    |
| 24                        | Philippines   | 1.46%                                    |
| 25                        | Algeria       | 1.43%                                    |
| 26                        | Honduras      | 1.38%                                    |
| 27                        | Cameroon      | 1.37%                                    |

| Countries and territories |                      | Average % of income donated <sup>1</sup> |
|---------------------------|----------------------|------------------------------------------|
| 28                        | South Africa         | 1.33%                                    |
| 29                        | Morocco              | 1.32%                                    |
| 30                        | Kazakhstan           | 1.21%                                    |
| 31=                       | Bosnia & Herzegovina | 1.17%                                    |
| 31=                       | Dominican Republic   | 1.17%                                    |
| 31=                       | El Salvador          | 1.17%                                    |
| 34                        | Saudi Arabia         | 1.13%                                    |
| 35=                       | Tunisia              | 1.12%                                    |
| 35=                       | Zimbabwe             | 1.12%                                    |
| 35=                       | Moldova              | 1.12%                                    |
| 38=                       | Malaysia             | 1.05%                                    |
| 38=                       | Angola               | 1.05%                                    |
| 40=                       | Taiwan               | 1.04%                                    |
| 40=                       | Namibia              | 1.04%                                    |
| 42                        | Montenegro           | 1.00%                                    |
| 43                        | Jordan               | 0.99%                                    |
| 44=                       | Hong Kong            | 0.98%                                    |
| 44=                       | Ukraine              | 0.98%                                    |
| 46=                       | USA                  | 0.97%                                    |
| 46=                       | Singapore            | 0.97%                                    |
| 48                        | Brazil               | 0.93%                                    |
| 49=                       | Thailand             | 0.91%                                    |
| 49=                       | Senegal              | 0.91%                                    |
| 51                        | Mexico               | 0.89%                                    |
| 52=                       | Costa Rica           | 0.84%                                    |
| 52=                       | Colombia             | 0.84%                                    |
| 52=                       | Guatemala            | 0.84%                                    |

| Countries and territories |             | Average % of income donated <sup>1</sup> |
|---------------------------|-------------|------------------------------------------|
| 55=                       | Ecuador     | 0.81%                                    |
| 55=                       | Panama      | 0.81%                                    |
| 57                        | Canada      | 0.80%                                    |
| 58=                       | South Korea | 0.78%                                    |
| 58=                       | Peru        | 0.78%                                    |
| 60                        | Norway      | 0.77%                                    |
| 61=                       | Bulgaria    | 0.76%                                    |
| 61=                       | New Zealand | 0.76%                                    |
| 61=                       | Sudan       | 0.76%                                    |
| 64=                       | Mozambique  | 0.75%                                    |
| 64=                       | UK          | 0.75%                                    |
| 64=                       | Azerbaijan  | 0.75%                                    |
| 67                        | Romania     | 0.74%                                    |
| 68                        | Australia   | 0.73%                                    |
| 69                        | Bolivia     | 0.72%                                    |
| 70=                       | Serbia      | 0.70%                                    |
| 70=                       | Poland      | 0.70%                                    |
| 72                        | Austria     | 0.69%                                    |
| 73=                       | Yemen       | 0.67%                                    |
| 73=                       | Ireland     | 0.67%                                    |
| 75                        | Russia      | 0.66%                                    |
| 76=                       | Lithuania   | 0.65%                                    |
| 76=                       | Switzerland | 0.65%                                    |
| 78                        | Croatia     | 0.62%                                    |
| 79                        | Spain       | 0.61%                                    |
| 80=                       | Chile       | 0.60%                                    |
| 80=                       | Argentina   | 0.60%                                    |

| Countries and territories |                | Average % of income donated <sup>1</sup> |
|---------------------------|----------------|------------------------------------------|
| 80=                       | Greece         | 0.60%                                    |
| 83                        | Uruguay        | 0.59%                                    |
| 84                        | Israel         | 0.58%                                    |
| 85                        | Netherlands    | 0.57%                                    |
| 86=                       | Sweden         | 0.54%                                    |
| 86=                       | Czech Republic | 0.54%                                    |
| 88                        | Nicaragua      | 0.52%                                    |
| 89=                       | Estonia        | 0.51%                                    |
| 89=                       | Slovenia       | 0.51%                                    |
| 91=                       | Latvia         | 0.48%                                    |
| 91=                       | Italy          | 0.48%                                    |
| 91=                       | Slovakia       | 0.48%                                    |
| 94=                       | Denmark        | 0.47%                                    |
| 94=                       | Hungary        | 0.47%                                    |
| 96                        | Belgium        | 0.46%                                    |
| 97=                       | France         | 0.45%                                    |
| 97=                       | Portugal       | 0.45%                                    |
| 99                        | Finland        | 0.40%                                    |
| 100                       | Germany        | 0.39%                                    |
| 101                       | Japan          | 0.16%                                    |

<sup>1</sup> The table shows the average proportion of take-home income donated per person in each country. It combines donations given to charity, directly to people and families in need, and to religious organisations / for religious reasons.

For more information about the methodology, [click here](#)

Registered charity number 268369

**W** [worldgivingreport.org](https://worldgivingreport.org)

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