

WORLD GIVING REPORT

PHILIPPINES — CHARITY INSIGHTS

2025

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01

INTRODUCTION



Welcome.

This report reveals the landscape for charitable organisations in the Philippines. It is the result of our partnership with the Charities Aid Foundation (CAF), and part of the [World Giving Report 2025](#) (WGR).

Earlier in 2025, we published Giving in the Philippines, a report that focused on the generosity of the Filipino general public — through both their time and their money. Now, we look at the state of the third sector and its resilience.

The Philippines Charity Insights Report finds that demand for charitable services is expected to rise in the coming years, even as many organisations continue to face financial strain due to declining international support. Yet, there is strength to be found in the generosity of Filipinos themselves, as underscored by the Giving in the Philippines Report.

With this report also revealing how well-networked charities are across the country, we, at the Association of Foundations, are reminded of what it means to be a network of Foundations Built on Strength — harnessing and developing one another’s capacities through learning, collaboration, information exchange, and shared resources to address systemic challenges together.

Understanding the landscape of giving also calls us to lead our organisations with transparency, accountability, and integrity, with the communities we serve at the forefront of what we do. With this, we ensure that the country’s third sector remains a steadfast force for positive change.



OMAN JIAO

Executive Director,
Association of
Foundations

“Together, the generosity of Filipinos and the commitment of charities build an ecosystem of care for our communities.”

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, alongside an international network of partners, CAF works at the centre of the giving world. We collaborate 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 captures the public's attitudes and behaviours around giving in 101 countries across the world and — working with local partners — the state of the charity landscape in 27 of these countries.

- This report is one of 16 country-specific Charity Insights reports and is produced by CAF in partnership with leading social purpose organisations around the world.
- You can access all our global and country-specific insights — from both donors and charities — at: www.worldgivingreport.org

Our methodology.

The results described in this report were collected as part of the Charity Landscape aspect of the World Giving Report between March and June 2025.

All fieldwork was conducted by AF. Partners reached out to charities in their countries with an online survey. Sometimes, the partners encouraged responses by conducting telephone or face-to-face interviews and simultaneously (or subsequently) completing an online response that accorded to the answers given in person. Surveys were available in the predominant local language or English.

The sample collected is an indicative snapshot of charity perspectives in this country as, in most cases, there is no data on the sample universe with which to guide any sampling or post-hoc weighting.

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.

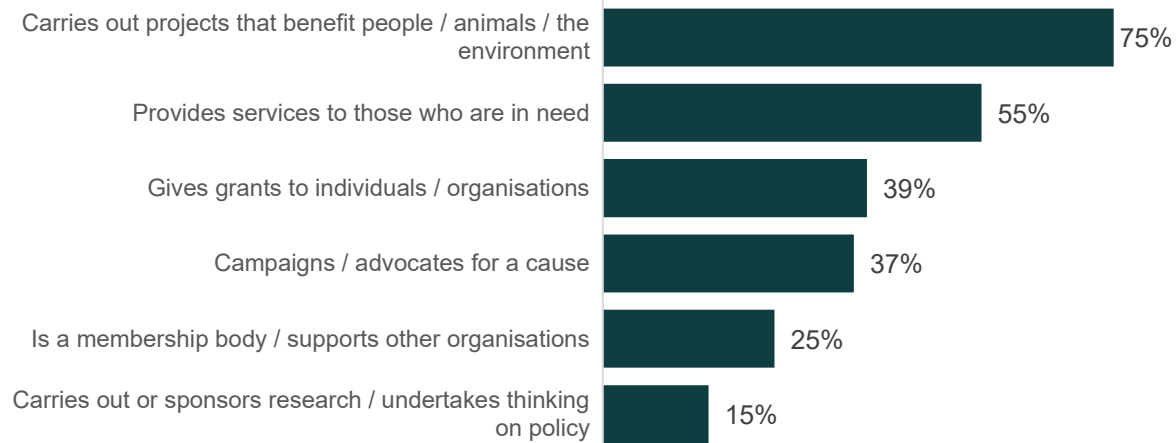
In doing so, we recognise that these terms and their definitions differ around the world, with this type of organisation also described as: non-governmental organisations (NGOs), non-profit organisations (NPOs), community organisations, social purpose organisations, associations and other names.

www.worldgivingreport.org

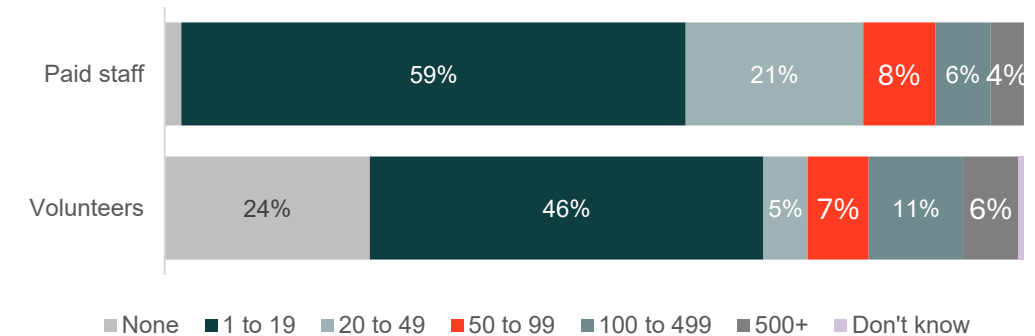


The organisations in the sample: 155 in total.

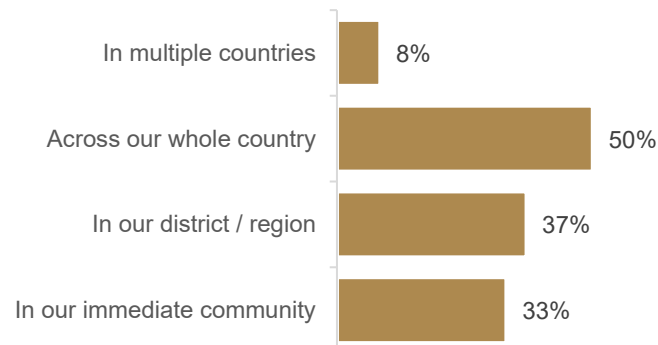
The role of the organisation:



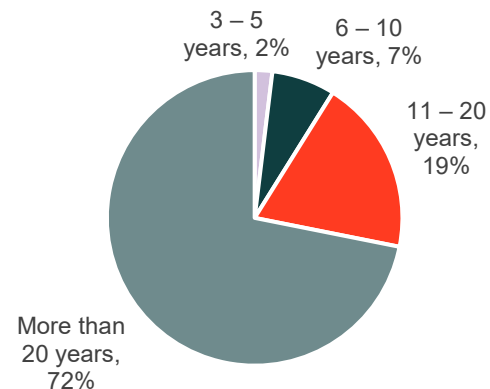
Size of organisation:



The scope of their work:



How long the organisation has operated:



The main cause area supported:

In total, 15 different main cause areas were represented within the sample, with the five most common being:

1. Education (27%)
2. Children or young people (18%)
3. Other (11%)
4. Poverty relief (10%)
5. Health (8%)

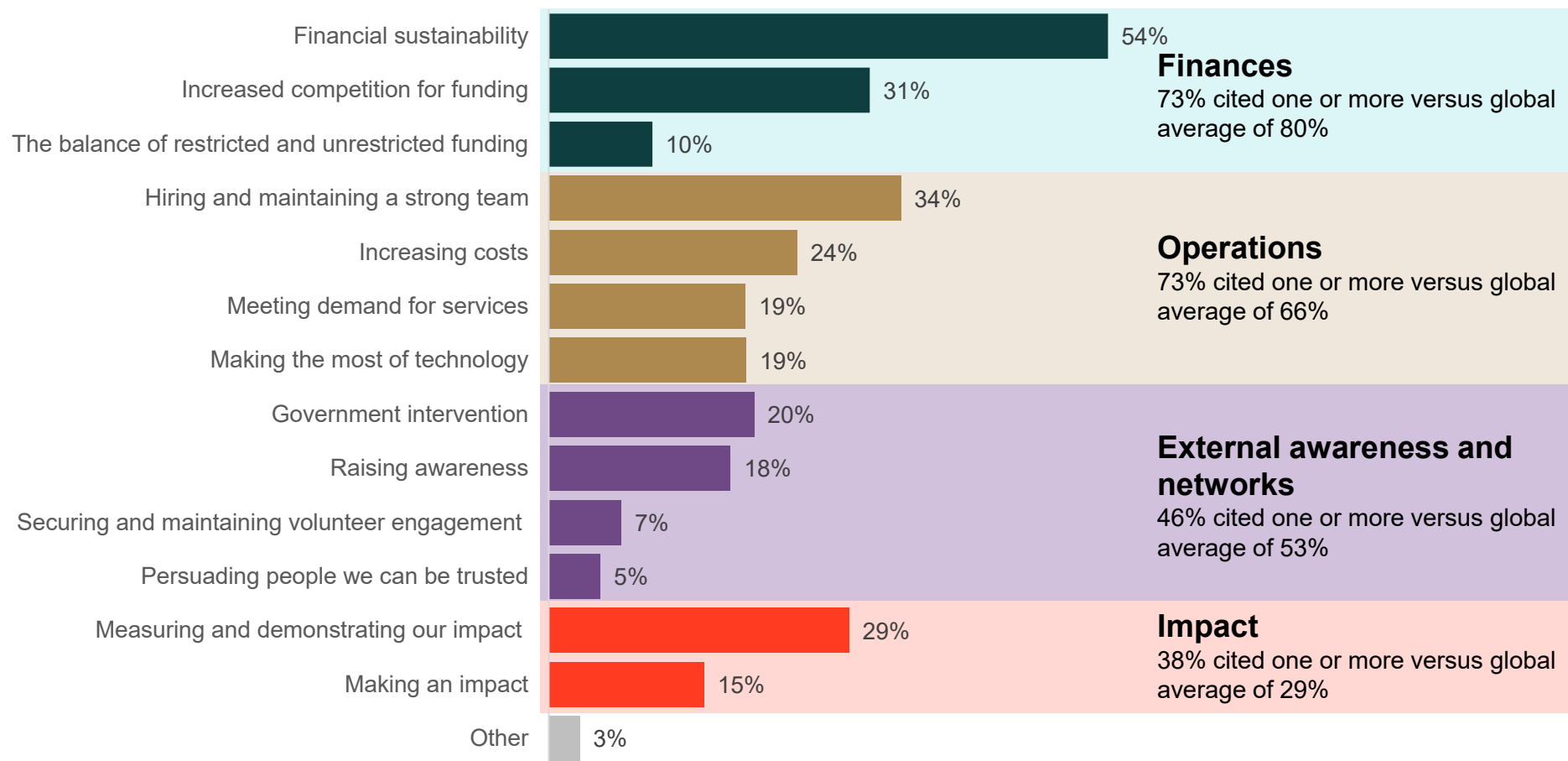


02 THE HEALTH OF THE SECTOR

The biggest challenges for the sector.

- **Financial and operational challenges are the most common, indicating concerns around organisational sustainability.**
- Financial stability remains a key concern, as reduced bilateral and multilateral funding combined with project-based reliance leads to increased competition for local funding, given the limited number of local grantmaking institutions.
- Staffing challenges are also common, particularly in retaining younger employees.
- Challenges in impact measurement are slightly higher than the global average. The Philippines Donor Insights Report notes that donors are more likely to give when impact is clearly communicated.
- Few charities reported challenges in trust. Likewise, the Philippines Donor Insights Report suggests relatively high trust in charities.

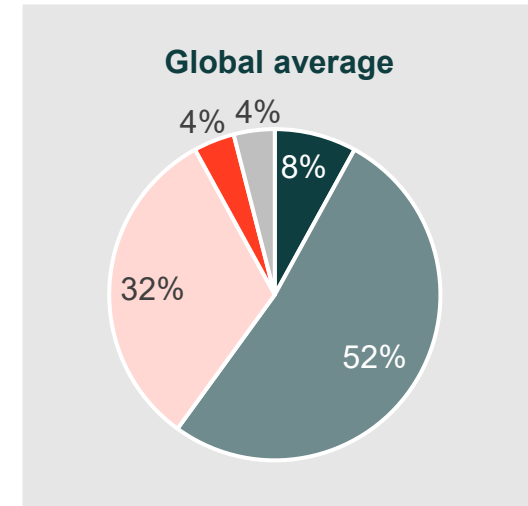
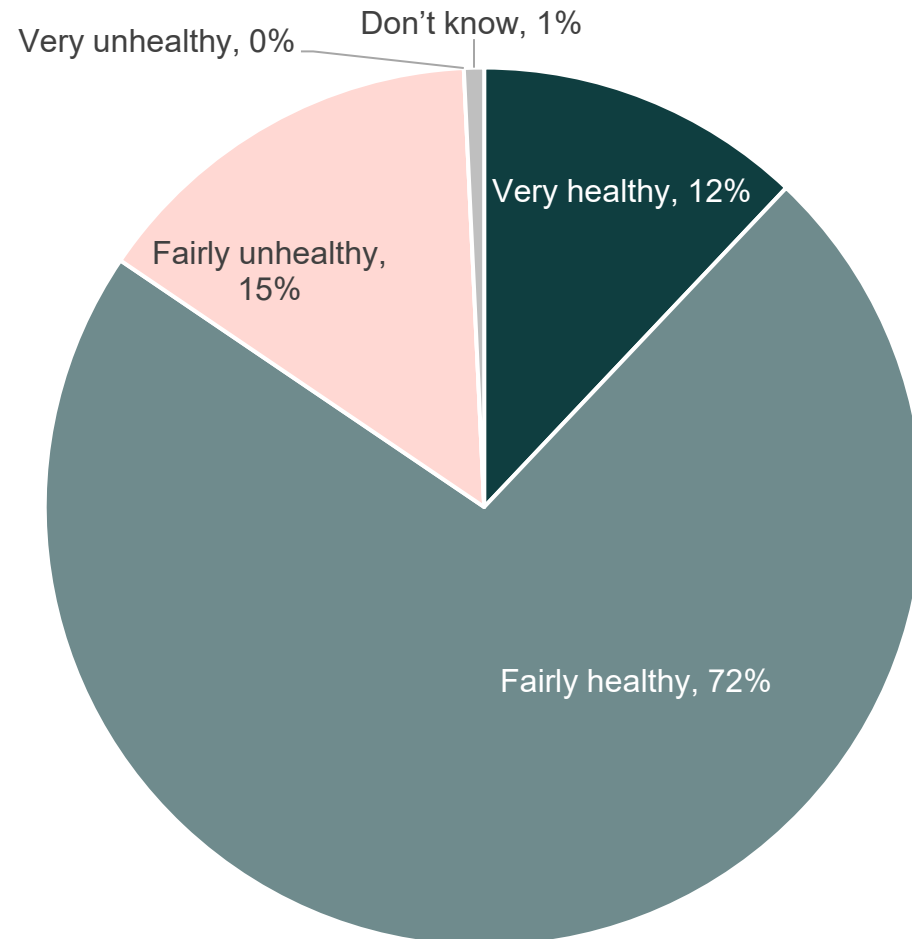
Q. Below is a list of challenges that charities might be facing. Please select the three that are most pressing for your organisation: (All charities answering, n = 131)



Perceptions on overall sector health.

- A higher proportion of respondents view the Philippine charity sector as healthy compared to the global average.
- This reflects a robust sector characterised by a significant number of active charitable organisations that help fill service gaps and complement government initiatives.

Q. Overall, would you say the charity sector in your country is... *(All charities answering, n = 136)*



The six Rs shaping the health of the Philippine charity sector.

A summary of key perspectives on the sector's strengths and challenges, shared anonymously by practitioners.



Responsibility

Charities help fill gaps in social services, complementing government efforts and demonstrating the sector's strong sense of shared responsibility for community well-being.



Reach

Thousands of charities serve diverse communities across the Philippines, connected through networks and partnerships that expand their reach to geographically isolated and disadvantaged areas.



Results

Charitable organisations increasingly deliver measurable impact by addressing unmet needs in areas such as disaster response, education, and community development. These efforts drive long-term improvements in people's lives.



Religion

Rooted in the Christian values of compassion and generosity, faith-based giving remains a major driver of charity in the Philippines. However, many church-led initiatives are still working to strengthen their governance and operational efficiency.



Regulation

Credibility and accountability are strengthened through compliance with government requirements and self-regulatory mechanisms like the Philippine Council for NGO Certification (PCNC). Some note, however, the requirements can be duplicative.



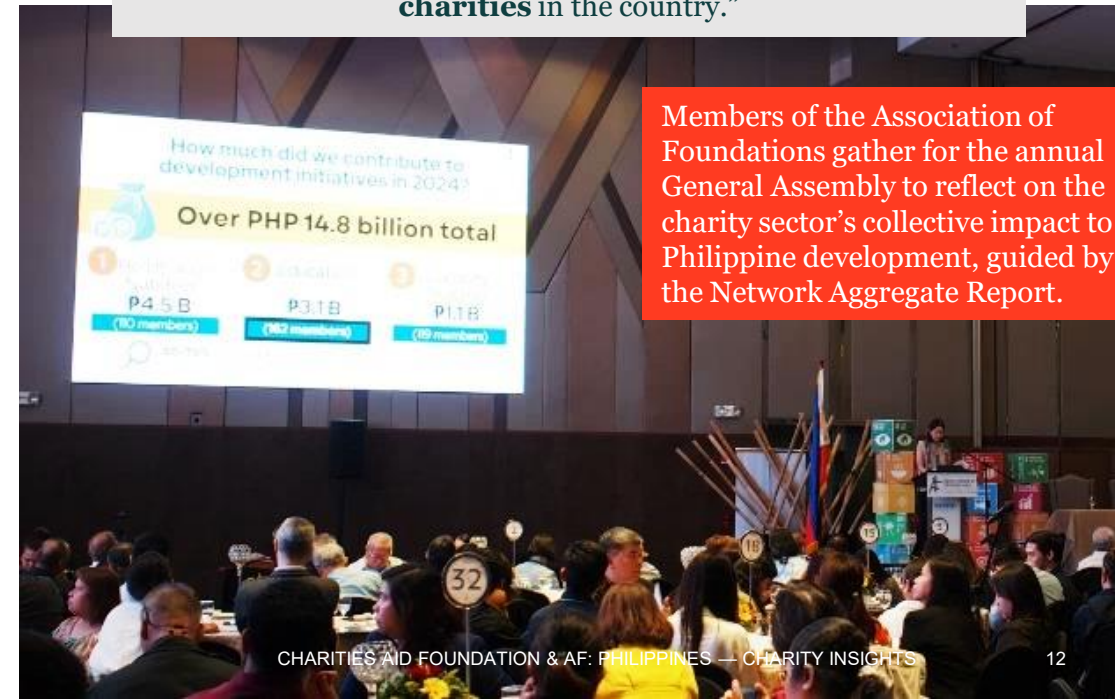
Resources

The sector often depends on external support due to limited operational and financial sustainability, though increased generosity and volunteer involvement are helping fill these gaps.

“I would say the charity sector is perceived well but **not celebrated enough**. At times there are **overlaps with the functions expected** of private charities with the Government.”

“While funding stability and workforce retention remain significant challenges for the sector, it continues to be a **source of dedicated leaders** who are passionate about making a difference.”

“While not as much as before, there are still **many active charities** in the country.”

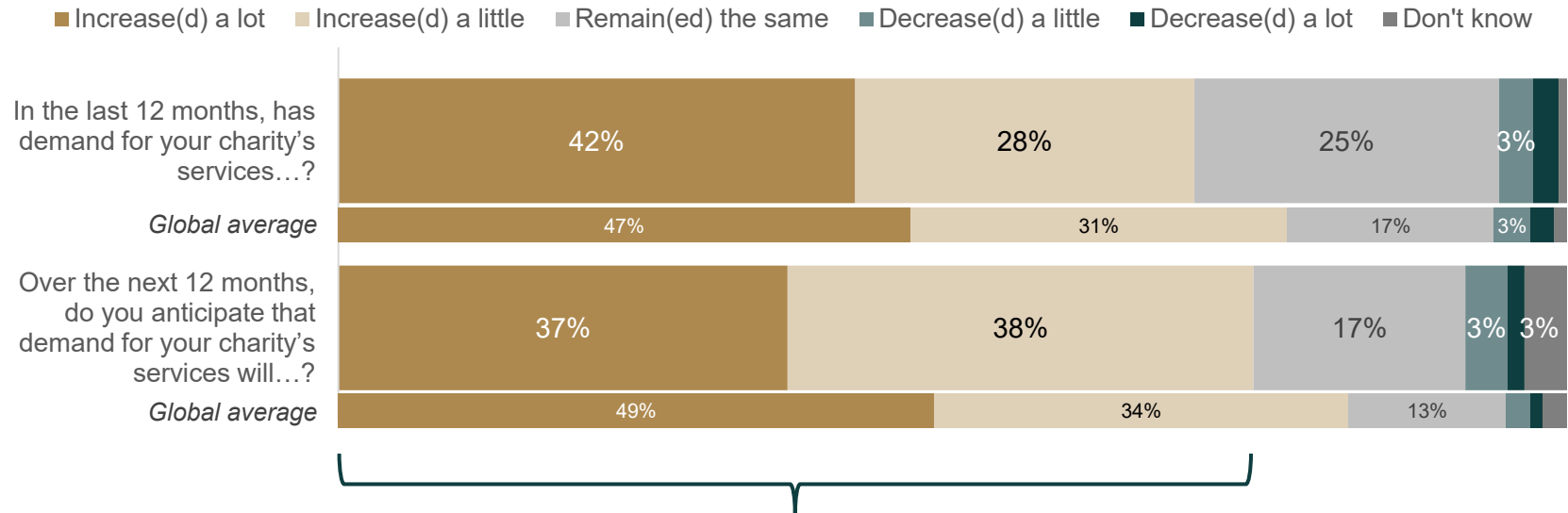


Members of the Association of Foundations gather for the annual General Assembly to reflect on the charity sector's collective impact to Philippine development, guided by the Network Aggregate Report.

Demand for services.

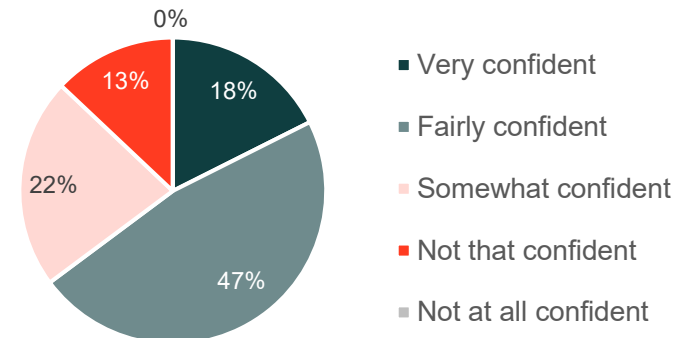
- As 2030 approaches, the SDGs' emphasis on multi-stakeholder collaboration is creating avenues for charities to work with other sectors. At the same time, setbacks in SDGs 3 and 13* and persistent socio-economic issues are increasing the need for charity services.
- In 2024, the Second Congressional Commission on Education (EDCOM II) released its report on the Philippines' education crisis, which may have contributed to heightened demand for education charities, which comprise around one quarter of respondents.
- Disasters in 2024 also intensified the need for services.
- Meeting this growing demand also requires resource planning, stronger organisational systems, and wider collaboration.

Perceptions of demand: (Charities that provide services, give grants and / or do project work, n = 145)



How confident are you that your charity will be able to meet this increased demand?

(Charities that expect demand to increase, n = 108)

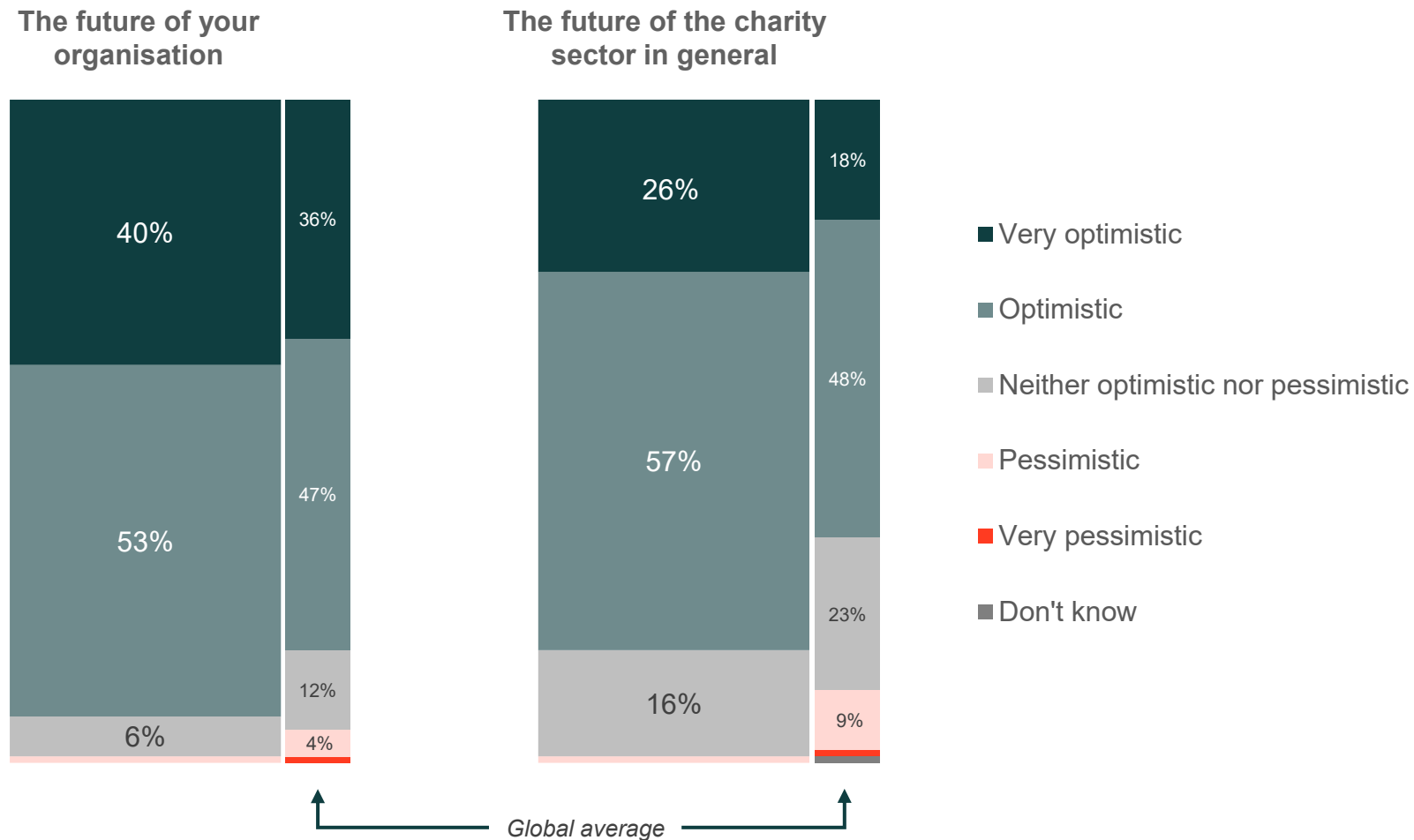


*Data from the Philippine Statistics Authority (PSA)

Optimism for the future.

- **Optimism for the charity sector is above the global average, aligning with perceptions of the sector's health, perceptions of increased demand, and charities being well-networked. Optimism for the future of one's own organisation is even higher.**
- Organisations are optimistic about their future driven by a strong sense of mission and confident leadership from Boards and Executive Directors. However, concerns about the funding landscape continue to weigh on long-term sustainability.
- At the sector level, economic conditions, the level of government support, and the ability to leverage social media and artificial intelligence are key factors influencing expectations for the future.

Q. How optimistic or pessimistic are you about...? (All charities answering, n = 130)



CAF's six characteristics of a resilient charity.

Through our extensive research and advisory work with charities, we have identified six characteristics that show an organisation has the potential to be resilient.



Purpose



Understanding what the organisational purpose is, and just as importantly, what it is not.

Evidencing impact



The ability to identify and communicate the needs being met, and the impact that is having.

Well networked



Being well connected and able to get support from working in partnership with others.

Financially & operationally fit



Being financially and operationally fit with sufficient income from a diverse range of sources.

People & culture



Having the right staff and prioritising their development and wellbeing with effective leadership.

External awareness



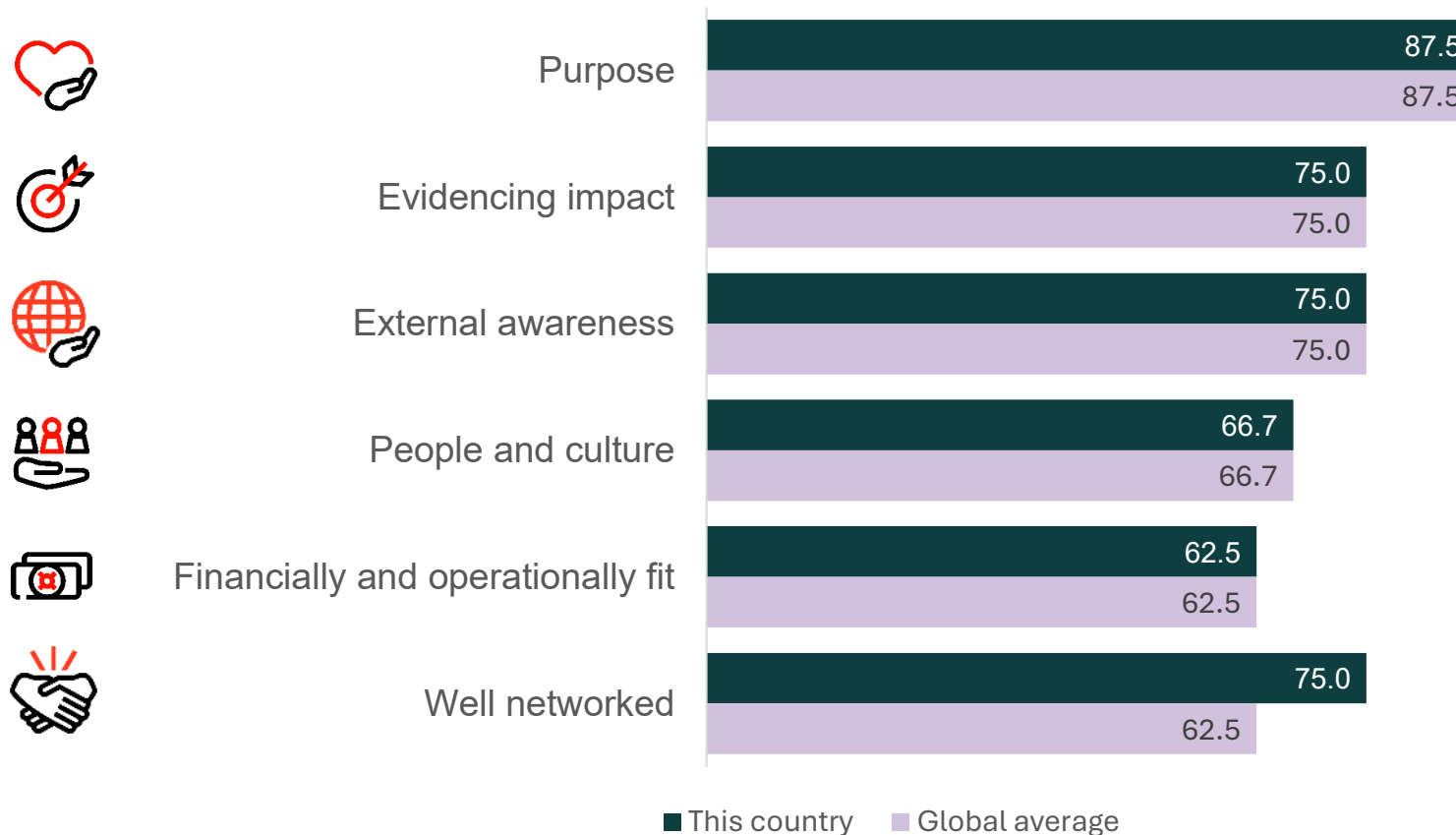
Awareness of the political, economic, local and national context. Horizon scanning for threats and opportunities.

The questionnaire included a number of questions that, when taken together, give each organisation a score for each of the six characteristics. Please see page 16 for the scores for this country.

Levels of resilience.

- Resilience scores are on par with global averages. Notably, the Philippines scores higher in having “well-networked” charities.
- This reflects the sector’s strong culture of collaboration, rooted in the Filipino spirit of *bayanihan* — a spirit of communal unity and cooperation.
- Area-based, national and tertiary-level networks of charities reinforce these ties, creating opportunities for partnership and knowledge sharing. However, challenges in networks’ capacity to fully support their members continue to pose risks to the sector’s future.
- The country’s archipelagic geography and limited funding also encourage charities to collaborate in reaching underserved areas.

Resilience scores showing the median score for each aspect: (All charities answering, n = 138-142)



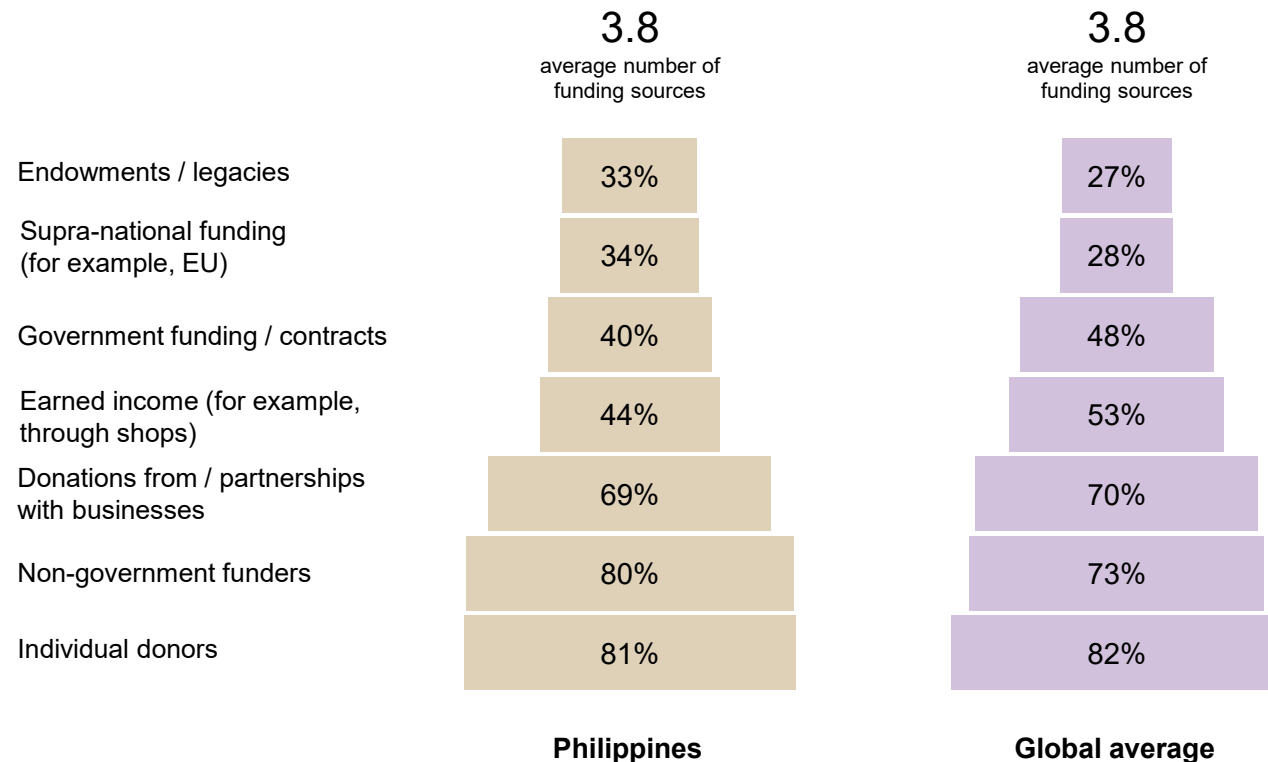
03 FINANCIAL AND OPERATIONAL FITNESS



Diversity of income streams.

- **Patterns of funding sources are generally aligned with global averages. A higher number of charities receive support from non-government funders, which may be attributed to having well-networked charities.**
- Government funding is lower than the global average, likely due to challenges in accessing public funds.
- Higher levels of international support are expected for a Global South country. While multilateral funding has declined, supranational funding remains relatively high, particularly for climate change initiatives, an area of high vulnerability for the Philippines.
- Earned income tends to be lower, which may be due to tax constraints on revenue from shops and enterprises.

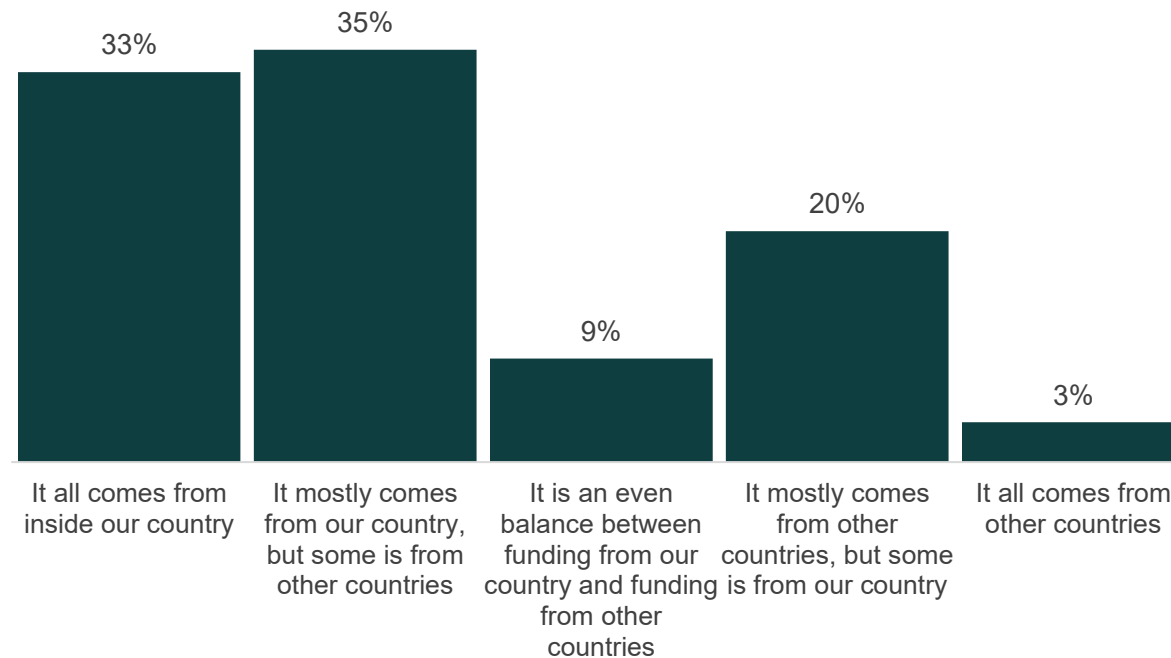
The proportion of charities that receive each type of funding: *(All charities answering, n = 148-149)*



Where funding comes from geographically.

- Results suggest that many charities are relying on mostly domestic funding. This may reflect the shift in recent years from traditional aid to locally led development and resource mobilisation.
- Likewise, the Giving in the Philippines Report shows that there is great potential in tapping into domestic giving.

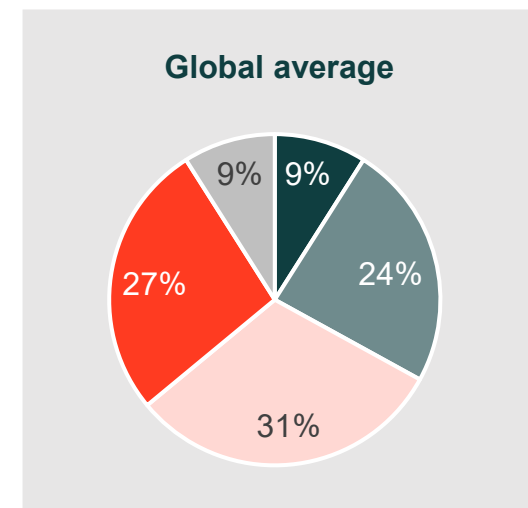
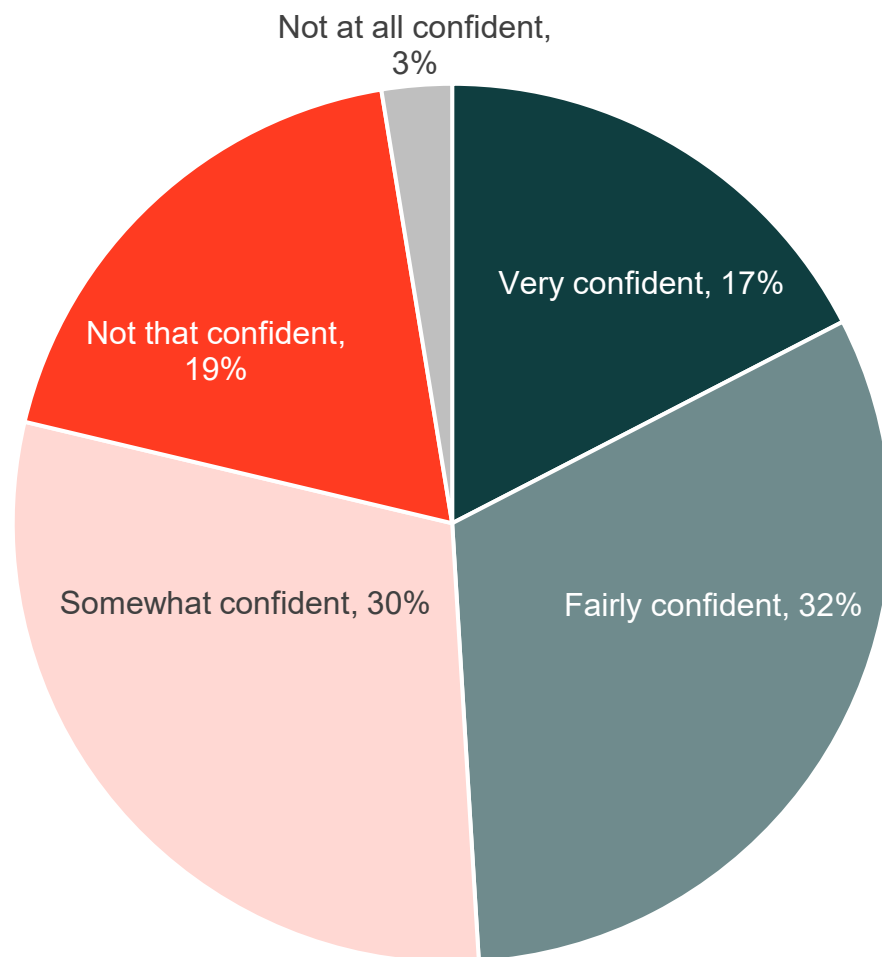
Q. Geographically, where does your funding come from? *(All charities answering, n = 148)*



Confidence in the diversity of income streams.

- **A higher proportion of respondents are confident in the diversity of their income streams compared to the global average.**
- With 72% of the respondents have operated for over 20 years, many are likely to be sustainable and have diversified income streams.
- With the Philippines expected to attain upper-middle-income status by 2026 or 2027, international funding is likely to decline.
- Therefore, charities will need to strengthen and diversify their domestic funding sources.

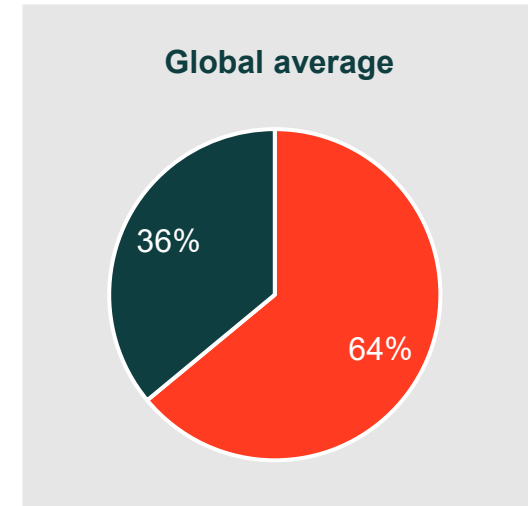
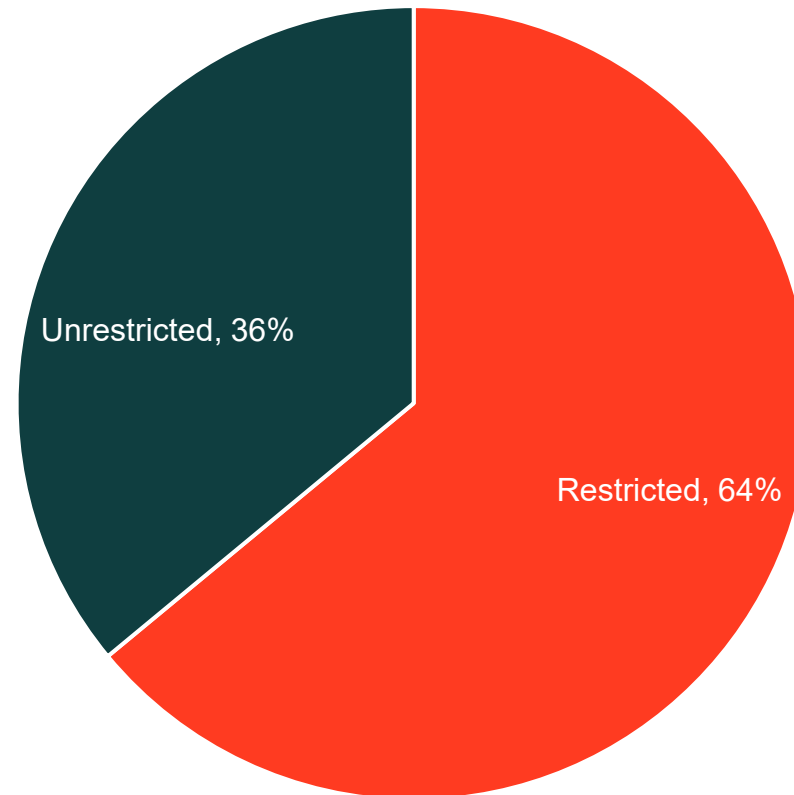
Q. How confident are you that your income streams are diverse enough to cope easily with sudden decreases from any one of them? *(All charities answering, n = 155)*



Restricted versus unrestricted funding.

- Many charities rely on **restricted, project-based funding**, which makes **long-term planning and covering administrative expenses a continuing challenge**.
- The top income streams — such as businesses, non-government funders, and individual donors — tend to offer limited flexible support.

Q. How much of your funding is given as ‘restricted’ funds (for example, only able to be spent on a specific project / purpose)? *(Charities that were able to provide an answer, n = 133)*

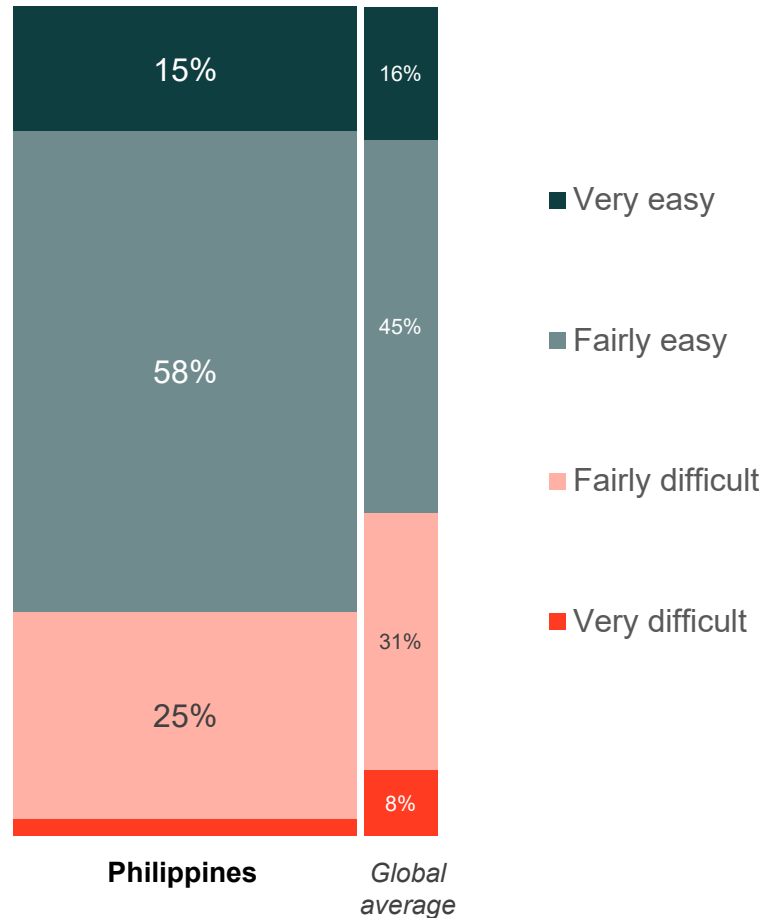


Satisfaction with their funding mix.

- 73% say that their current mix of funding makes it fairly or very easy to achieve their goals. This sentiment generally aligns with their confidence in the diversity of their income streams.
- Many Philippine charities draw resources from diverse sources that help sustain their core programmes. However, some of these funds are project-based and restricted, limiting long-term planning and investment in organisational growth.

Q. Does this mix of funding make it easy or difficult for you to achieve your goals?

(All charities answering, n = 134)



*“Having a mix of funding sources helps us stay resilient if one source dries up — this is the easy part. The challenge comes when **sometimes we chase funding that doesn’t fully align with our goals, just to stay afloat.**” – Service Delivery NGO*

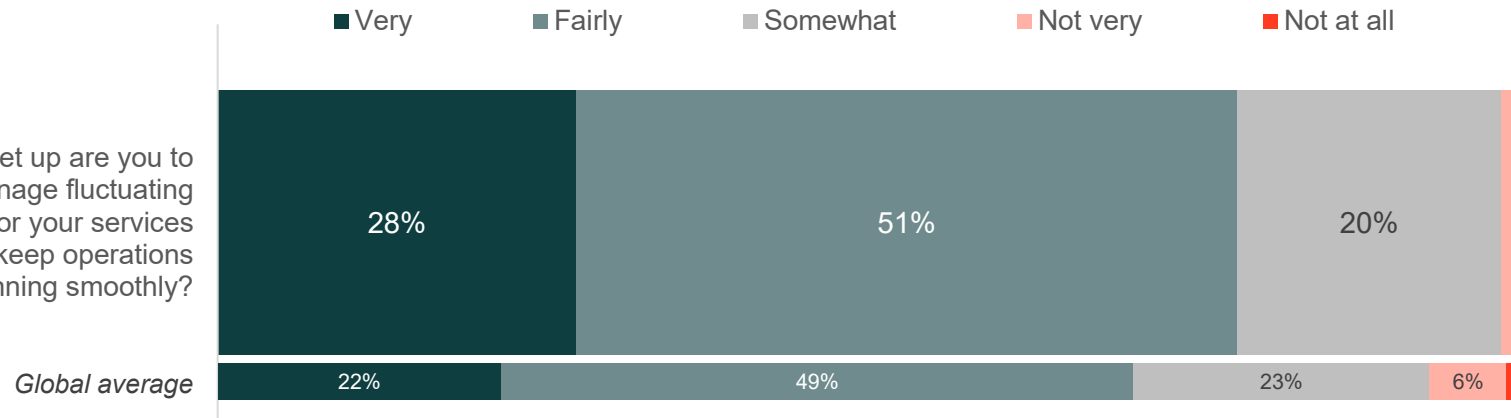
*“Our funding mix **both empowers us and challenges us.** It ensures that we are not reliant on a single source, yet it requires **careful stewardship, strategic planning, and continuous resource mobilisation** to sustain our impact and achieve our goals.” – Civic Organisation*

Operational fitness to meet demand.

- The perception of operational fitness to meet demand is higher than the global average.
- This may be due to availability of capacity building opportunities, confidence in the diversity of income sources, and organisational maturity.

How they would rate their charity: (All charities answering, n = 138)

How well set up are you to easily manage fluctuating demand for your services and keep operations running smoothly?



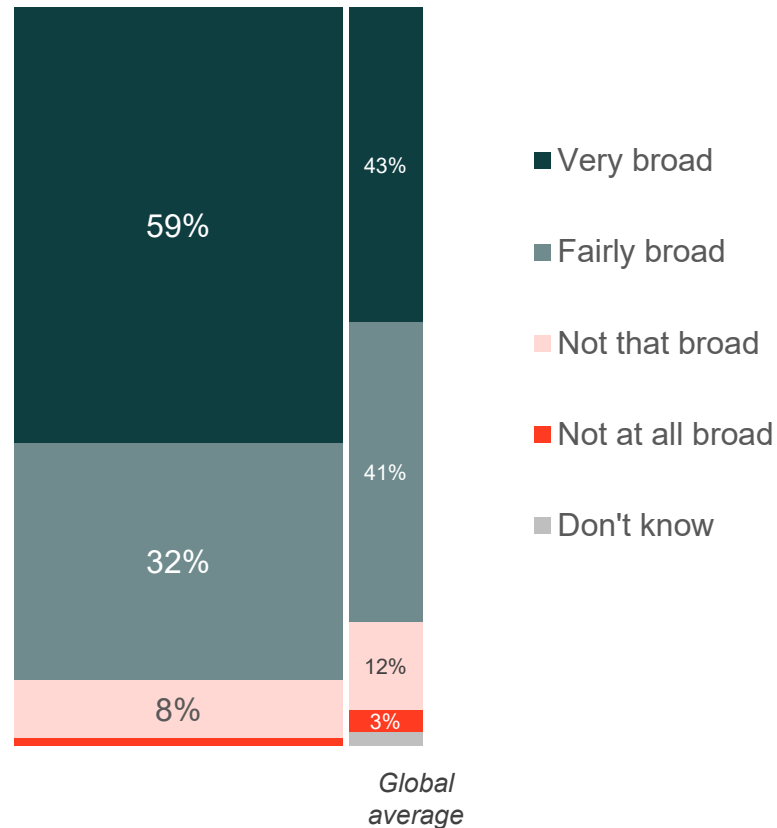
04 PEOPLE AND CULTURE



The senior team.

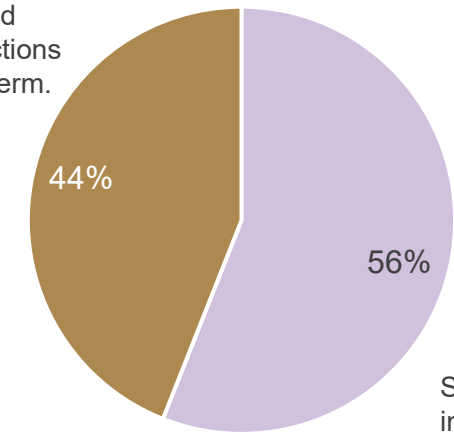
- Nearly six in 10 charities report that their senior teams possess a broad range of skills, suggesting that charity leaders in the Philippines bring diverse expertise to their roles.
- This is expected given the multifaceted nature of charity work in the country, where organisations often address a wide spectrum of social issues.
- The balance between day-to-day management and long-term planning suggests that many senior teams see their charity's work as a sustained, lasting commitment rather than one-off efforts.

How broad are the skills and experience of the most senior leadership team in your organisation? In some cases, this might be your Board, an external Board of Trustees or a C-suite team (e.g. CEO, CFO, etc.) (All charities answering, n = 138)

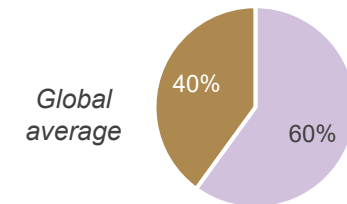


Roughly speaking, what proportion of time does your senior team spend on each of the following? (All charities answering, n = 137)

Thinking and planning more strategically and making connections for the longer-term.



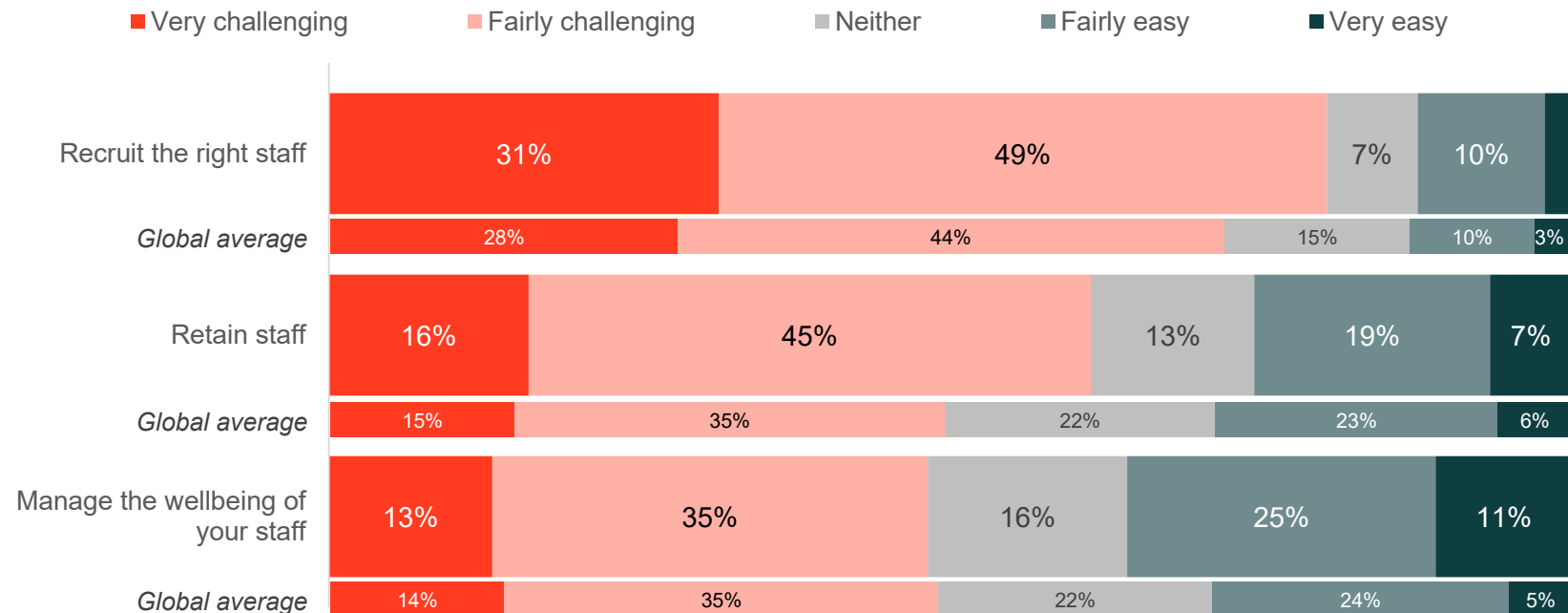
Solving day-to-day, immediate problems that ensure we can keep operating.



Recruitment and retention.

- **Eight out of 10 charities report challenges in recruiting and retaining staff — a concern echoed by charities experiencing frequent turnover, particularly among younger employees.**
- Many organisations struggle to offer salaries and benefits competitive with the private or public sector.
- In addition, charities often operate with lean, flat structures that provide limited opportunities for advancement, further contributing to staff turnover.

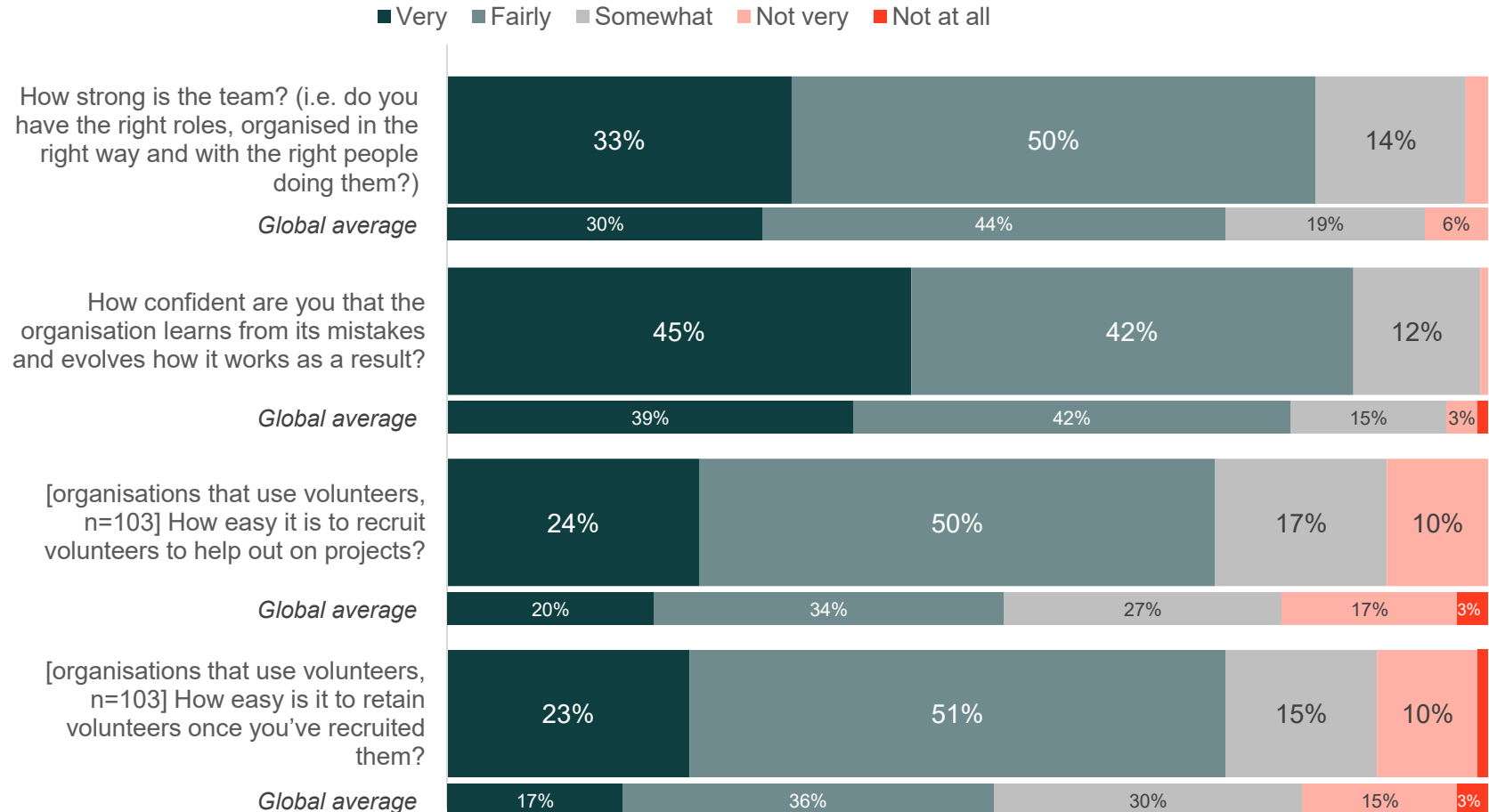
How challenging is it to do the following? *(All charities answering, n = 137)*



Strength and depth of the team.

- Charities in the Philippines have strong teams that are able to adapt and take on different functions. Charities demonstrate a strong sense of *saluhan* – a spirit of catching and supporting one another within teams.
- This shared commitment often sustains organisations through transitions and heavy workloads, reflecting the deeply relational nature of the sector's work.
- Charities in the Philippines that recruit and retain volunteers tend to find it easier to do so compared to the global average. Although overall volunteering levels in the country remain modest, as noted in the Giving in the Philippines Report, many organisations maintain regular pools of volunteers, often drawn from the corporate sector or partner charities.

How they would rate their charity: (All charities answering, n = 139)





Teacher Relinda and her students discussing a traditional stilt house of the Sama-Bajau people.

Walking the talk: Building a culture of co-leadership.

Cartwheel Foundation Inc. is a non-profit organisation that brings culturally relevant and rights-based, education programs to indigenous communities. Rooted in deep respect for the people they serve, Cartwheel's work is grounded in values that Indigenous Peoples (IPs) themselves uphold: **collaboration, integrity, and co-ownership.**

With a lean team of four full-time staff — all under 40 years old — Cartwheel demonstrates how being guided by shared values can make a meaningful difference. True to the principle of “*free, prior, and informed consent*” that guides their engagement with IP communities, the organisation prioritises open communication, transparency, and mutual respect within its own team.

The team operates with a spirit of **co-leadership**, where each member is empowered to contribute ideas, take initiative, and share responsibility for results. This approach mirrors the **participatory, community-led ethos of IP governance**, where every voice matters.

Cartwheel recognises that caring for its own people is integral to sustaining its mission. They **nurture staff well-being** through non-monetary benefits such as hybrid work arrangements, alternate no-work Mondays, and opportunities for continuous learning and development.

Cartwheel's roots trace back to the values of service and solidarity lived out by Jesuit Volunteers. In 1999, Dr. Gina Alfonso, a former Jesuit Volunteer, was approached by Fr. Kit Bautista, SJ to propose the establishment of an indigenous preschool for the Talaandig children in Barangay Miarayon, Talakag, Bukidnon.

Nearly three decades later, Cartwheel's past and present staff — many of whom are also Jesuit Volunteers — carry forward this same spirit of humble service and solidarity, showing that from its roots to the present, the organisation's strength lies in having team members who **model the organisation's advocacy in their everyday work.**

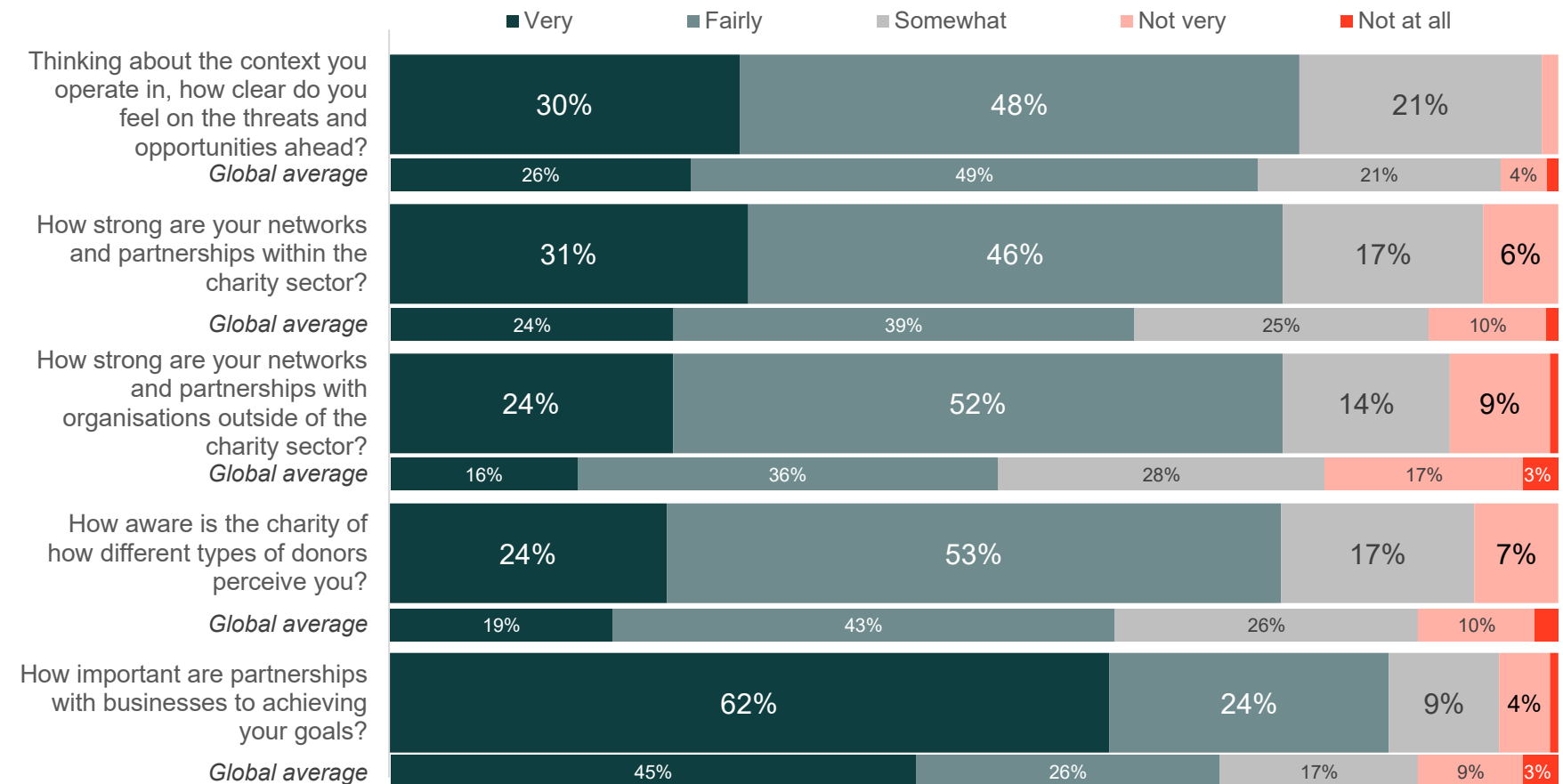
05 EXTERNAL AWARENESS AND NETWORKS



External awareness and partnerships.

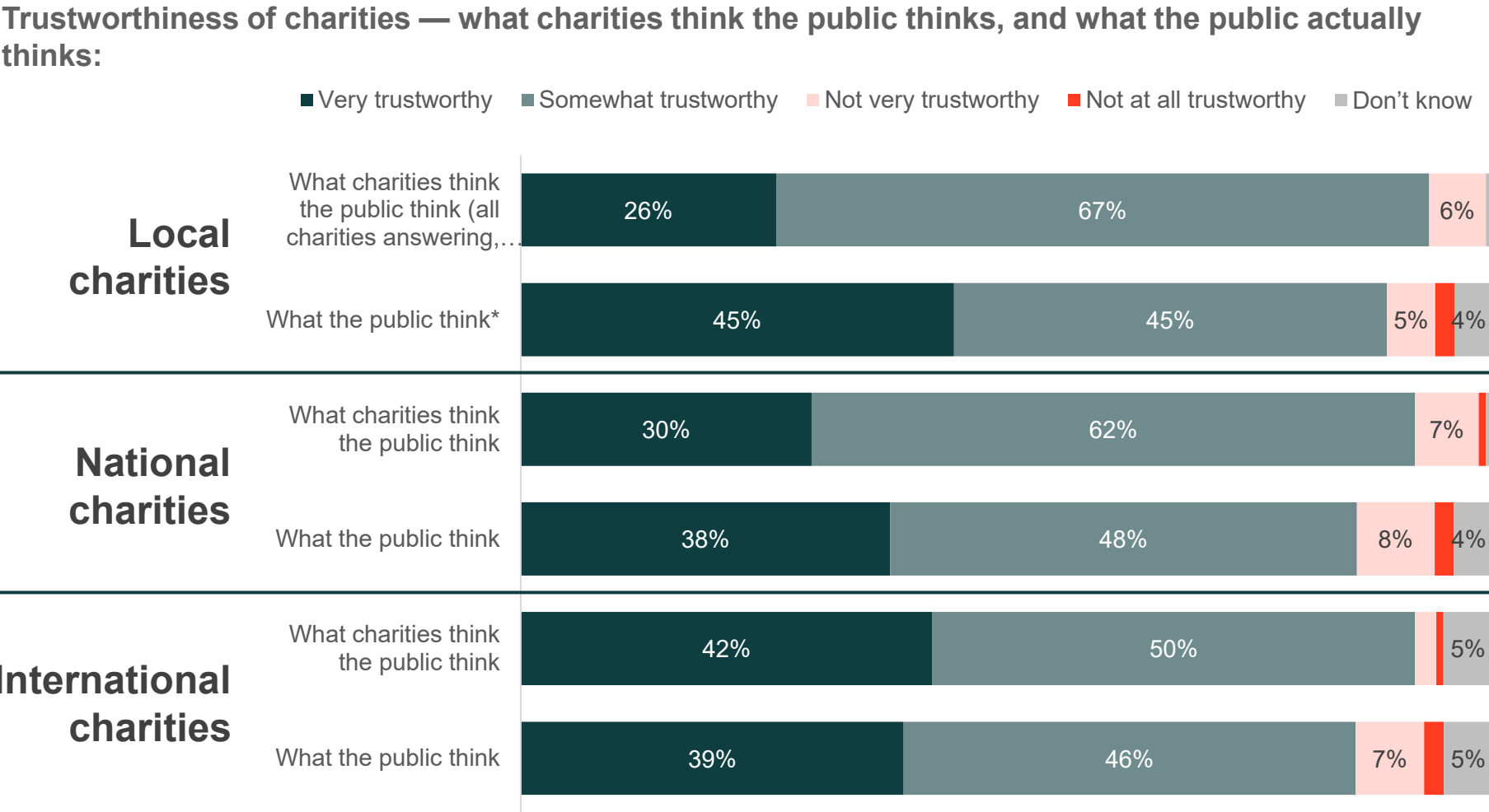
- The Philippines is well-networked both within and beyond the charity sector. Charities also have strong recognition of the importance of partnerships with businesses, which is higher than the global average.
- Charities in the Philippines often go beyond submitting reports to donors by actively seeking feedback to improve their programmes, hence high awareness of donor perceptions.
- Overall, relationship with various types of donors are viewed positively, supported by the timely and comprehensive reporting practices of charities.

How they would rate their charity: (All charities answering, n = 138-140)



Trust in charities.

- The public places strong trust in charities, but charities tend to rate themselves lower. This gap reflects the modest, low-profile approach common in Asian culture.
- For local charities, strengthening pride and visibility could be valuable, as Filipinos show high trust in local organisations, as highlighted in the Philippines Donor Insights report.
- Meanwhile, international charities in the Philippines perceive their trust levels somewhat higher than public perceptions. This is an interesting contrast to the Global Charity Insights Report, where international charities typically underestimate the trust placed in them.



*Data from CAF World Giving Report – Donor Insights, 2025.

It takes a village: building trust for every child's future.



"A world where children fully achieve their rights" — this vision guides A Child's Trust Is Ours to Nurture (ACTION), Inc., a non-profit based in Olongapo City, Zambales. Recognising that children thrive when trust and collaboration unite their caregivers and communities, ACTION works with child-focused stakeholders to help every child reach their full potential.

Building trust means **involving stakeholders at every stage**. When ACTION developed the Training Manual on Houseparenting — now adopted under the Department of Social Welfare and Development's (DSWD's) National Training Program — ACTION ensured that the content was created by and for Filipino social workers and house parents. The same approach guided the creation of the Life Skills Intervention Manual and Toolkit for Children with DSWD, where ACTION **centred the voices of the children they serve**.

When working with local government units (LGUs) to build child-friendly communities, ACTION values **co-ownership and consistency**. In its first meeting with the Olongapo City Government for an approved project, the team was conscious in saying "*approved po ang proposed project natin*" (**our** project proposal was approved), to emphasise the partnership. Trust grew **not through one-off projects but through steady collaboration** — showing up in meetings, offering technical support, and providing venues or human resources. Today, ACTION is recognised as a trusted and respected partner of the Olongapo City Government, which now voluntarily contributes resources for Children's Month celebrations and anti-trafficking and gender-based violence prevention campaigns.

Earning the trust of others also meant **doing a lot of work internally, especially in strengthening financial integrity**. As they started with very limited knowledge, ACTION sought guidance from consultants, auditors, and accountants, and utilised feedback during their Philippine Council for NGO Certification (PCNC) evaluation to improve its financial management practices. The organisation also complies with regular assessments by relevant government agencies such as the DSWD and the Bureau of Internal Revenue (BIR).

Through **proactive improvement and continuous gathering of feedback** from donors, partners, and beneficiaries, ACTION reinforces that nurturing a child's trust is a collective responsibility.



Beyond signatures and transactions: everyday acts of collaboration.

Since its establishment in 1980, the Jaime V. Ongpin Foundation, Inc. (JVOFI) has become one of the leading foundations in the Ilocos Region and the Cordillera Administrative Region (CAR), known for its community-based approaches to environmental protection and rehabilitation. Over the years, it has worked with a diverse range of government, non-government, local and international partners, earning trust and recognition within and outside the country.

In implementing projects, JVOFI **ensures that partnerships are properly documented** through memoranda of understanding (MOUs), partnership agreements, and progress reports. These instruments **provide clarity, ensure continuity even amid personnel changes, and align expectations**, especially when partners seek immediate outcomes while JVOFI's approach emphasises sustainability and long-term impact.

While formal agreements and documents lay the groundwork, JVOFI believes that genuine trust is ultimately **built in the everyday** — in the **consistency of communication, following through on commitments, and maintaining transparency** throughout the process. Regular check-ins, updates, and feedback sessions promote openness and minimise misunderstandings.



Project co-development with fisherfolk organisations in Bacnotan, La Union



MOA signing with stakeholders for the project: Inclusive Solid Waste Management from Ridge to Reef in the Province of La Union

For JVOFI, trust is strengthened not only in formal meetings and official business, but also in **informal moments of connection** — whether attending a partner's event, celebrating a milestone, or *kumustahan* visits to communities to simply listen and check-in. The Foundation invests time and effort in **building rapport even during “quiet periods”** when no major project activities are underway, recognising that trust must be sustained beyond deliverables.

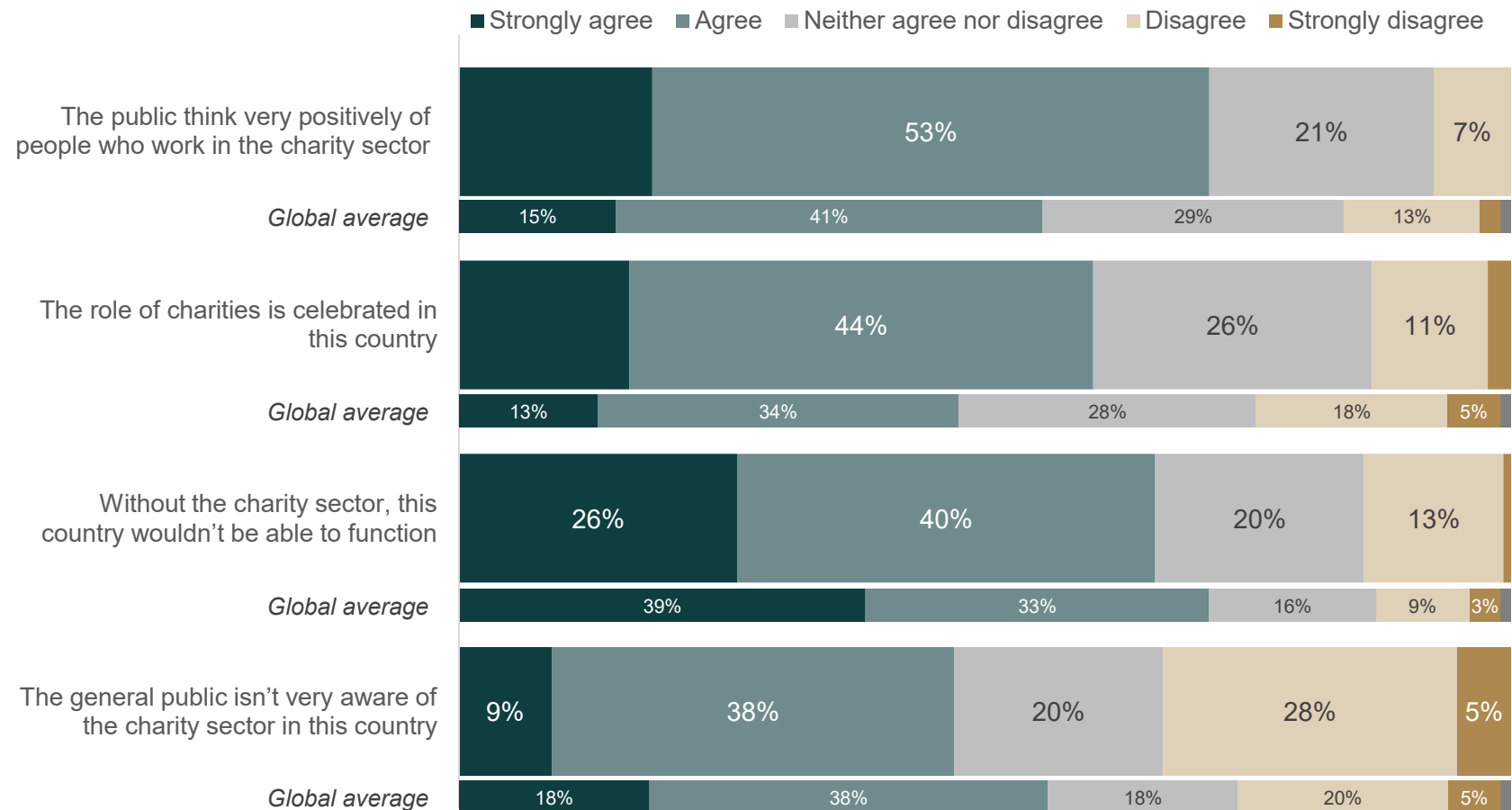
These consistent, everyday practices have built a depth of trust that leads JVOFI's partners to actively involve the Foundation in decision-making, value its inputs, and even **willingly refer its work to others and speak positively about the organisation even without prompting**.

Charities' perceived role and reputation.

- The sentiments of charities generally align with the positive perception and trust reflected in the Giving in the Philippines Report.
- However, charities may be overestimating public awareness of their work, as their visibility may be concentrated within specific communities or areas rather than among the general public.

Do you agree or disagree with the following statements about the charity sector?

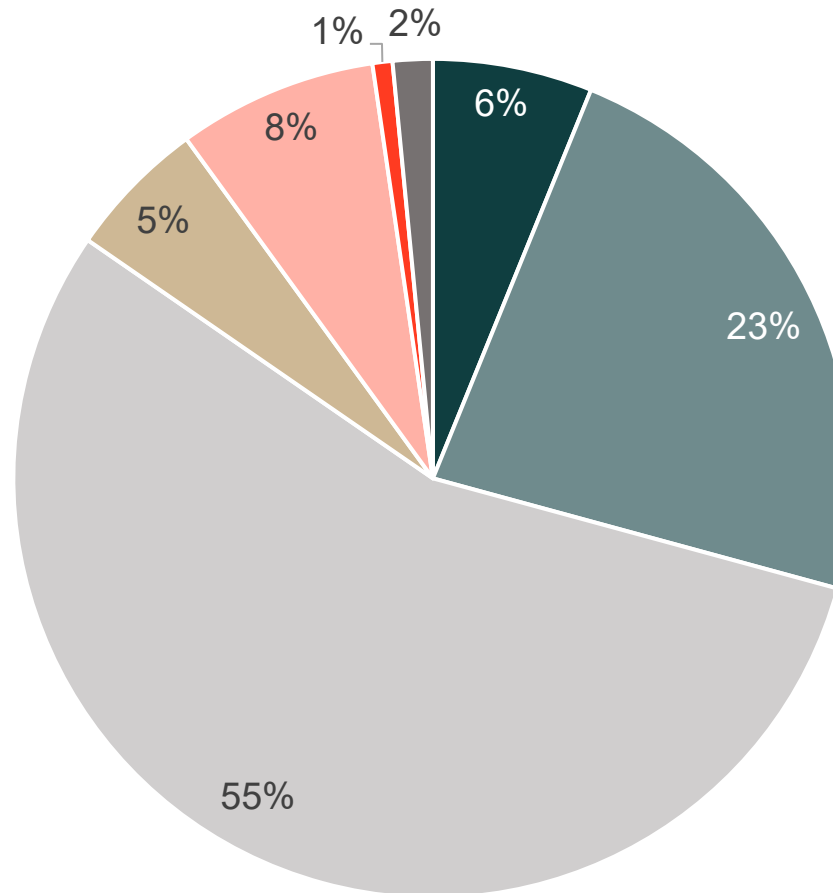
(All charities answering, n = 136)



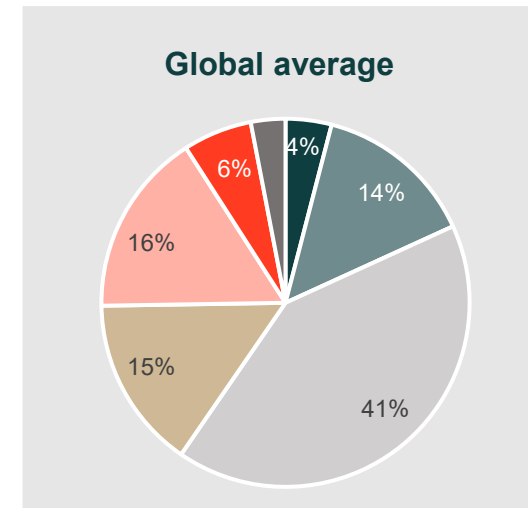
Overall influence of government on charities.

- Charities in the Philippines hold a neutral to positive view of the Government's influence on the sector, slightly more positive than the global average.
- Many maintain partnerships with national government agencies and local government units, supported by enabling policies that promote civil society participation through public consultations and project implementation.
- However, some charities note that certain regulations and political preferences within local special bodies can limit their ability to participate fully.

Overall, do you think the Government is a positive or negative influence on the charity sector? (All charities answering, n = 130)



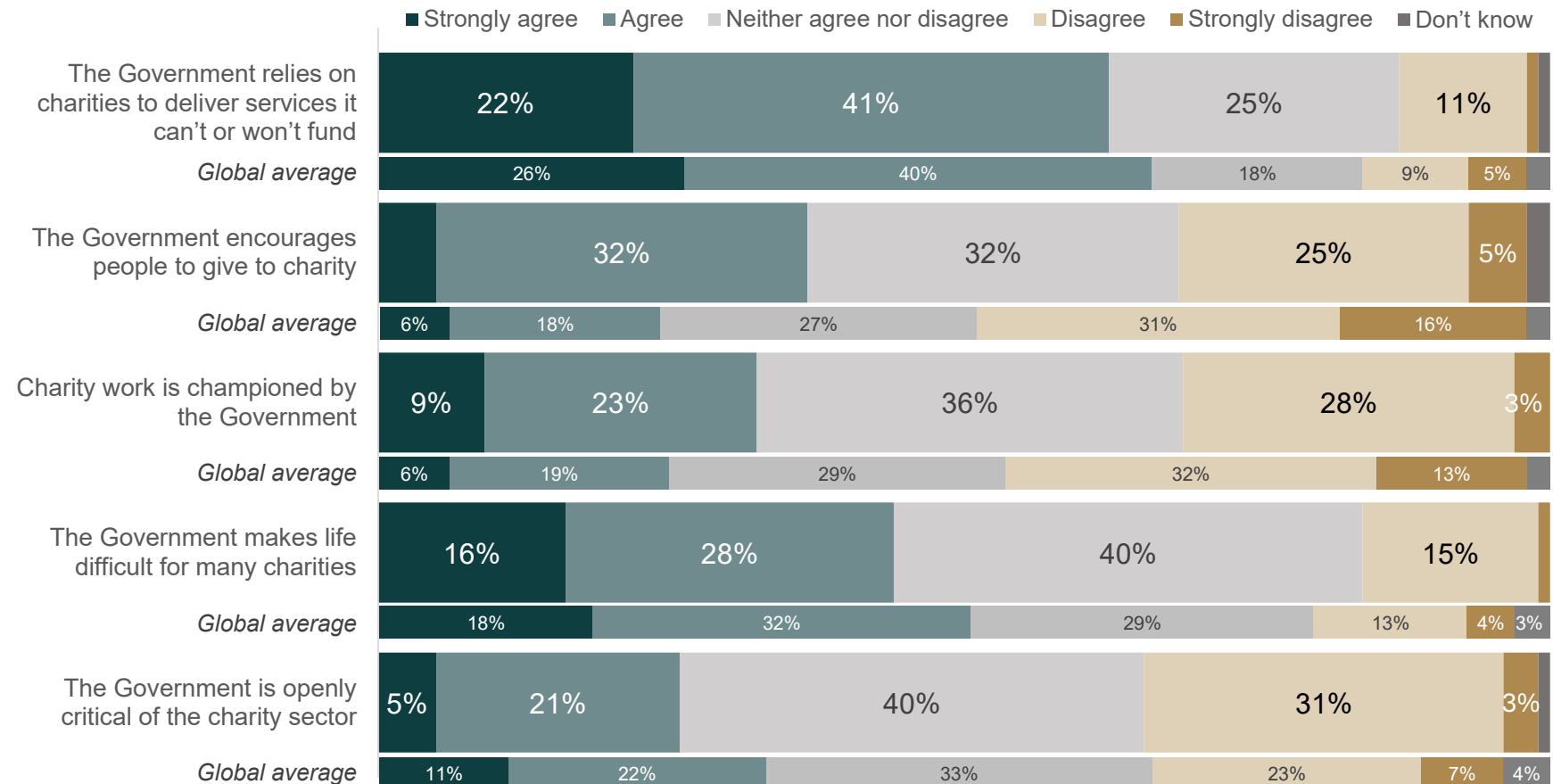
- Very positive
- Positive
- Neutral – they do some good things and some bad things
- Neutral – they don't do anything either way
- Negative
- Very negative
- Don't know



Specific opinions on the role of government.

- Compared to global averages, more Philippine charities agree that the Government encourages charitable giving and champions charity work. Less than half say the Government makes their work difficult — a lower proportion than the global average.
- This suggests that charities and government work are generally seen as complementary, as many partnerships are formed at the local level to facilitate project implementation.

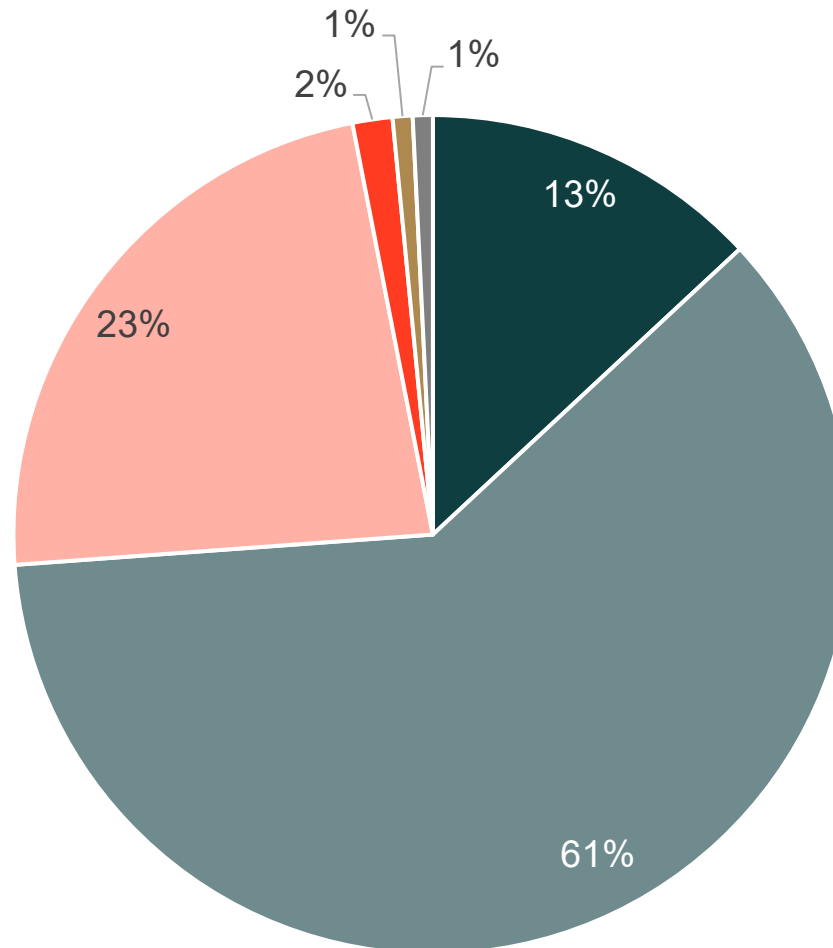
Do you agree or disagree with the following statements about the Government's involvement in the charity sector? (All charities answering, n = 130)



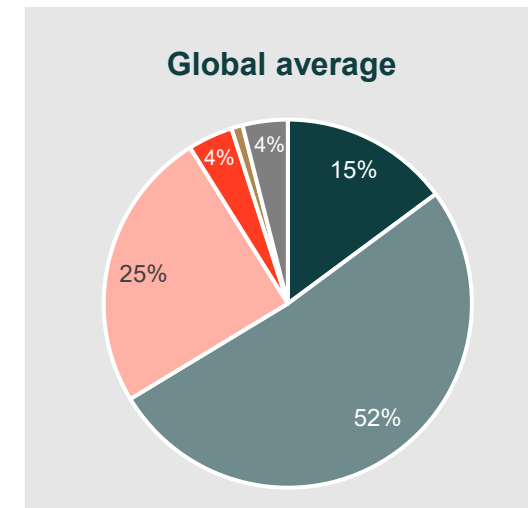
Effectiveness of regulation.

- **Philippine charities operate under a combination of government regulation and self-regulation through the PCNC. Nearly three quarters of charities (74%) consider existing regulatory mechanisms effective.**
- The Department of Social Welfare and Development (DSWD) conducts regular audits of its accredited social welfare agencies, while the Securities and Exchange Commission (SEC) and the Bureau of Internal Revenue (BIR) have recently increased their audit activities among charities recently.

Overall, how effectively do you think charities are regulated in your country?
(All charities answering, n = 130)



- Very effectively
- Fairly effectively
- Not very effectively
- Not at all effectively
- Charities are not regulated here
- Don't know



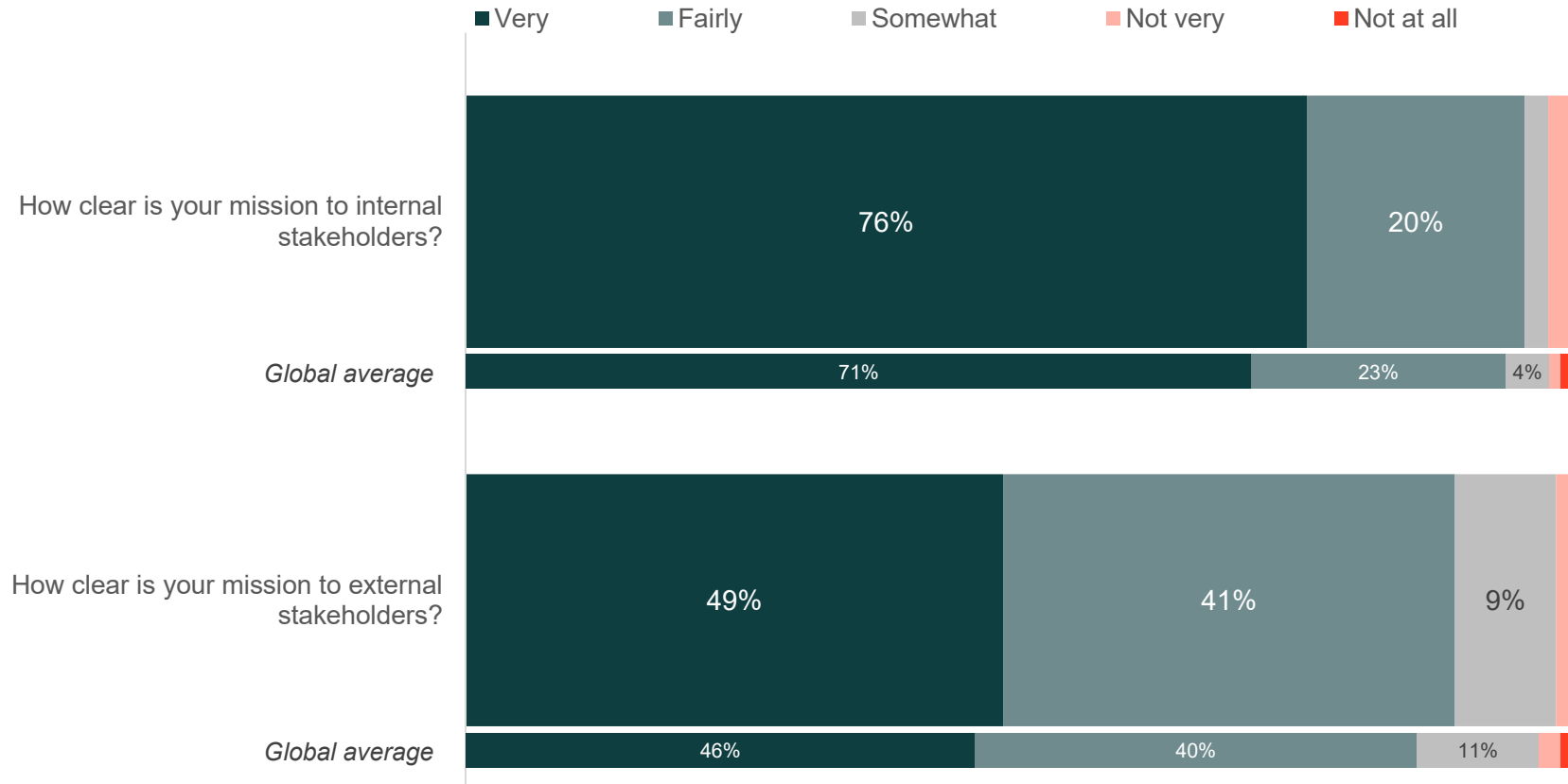
06 PURPOSE AND IMPACT



Clarity of purpose.

- A slightly higher proportion of charities in the Philippines tell us that their mission is clear to both internal and external stakeholders, compared to global averages. This may be attributed to the values-based way many Philippine organisations articulate their purpose, which is easier for stakeholders to connect with.
- This strong clarity of mission also suggests that charities recognise the importance of strategic and long-term planning in guiding their work.
- Fewer charities say they have a very clear mission for external stakeholders, pointing to probable need to tailor communication strategies to particular audiences.

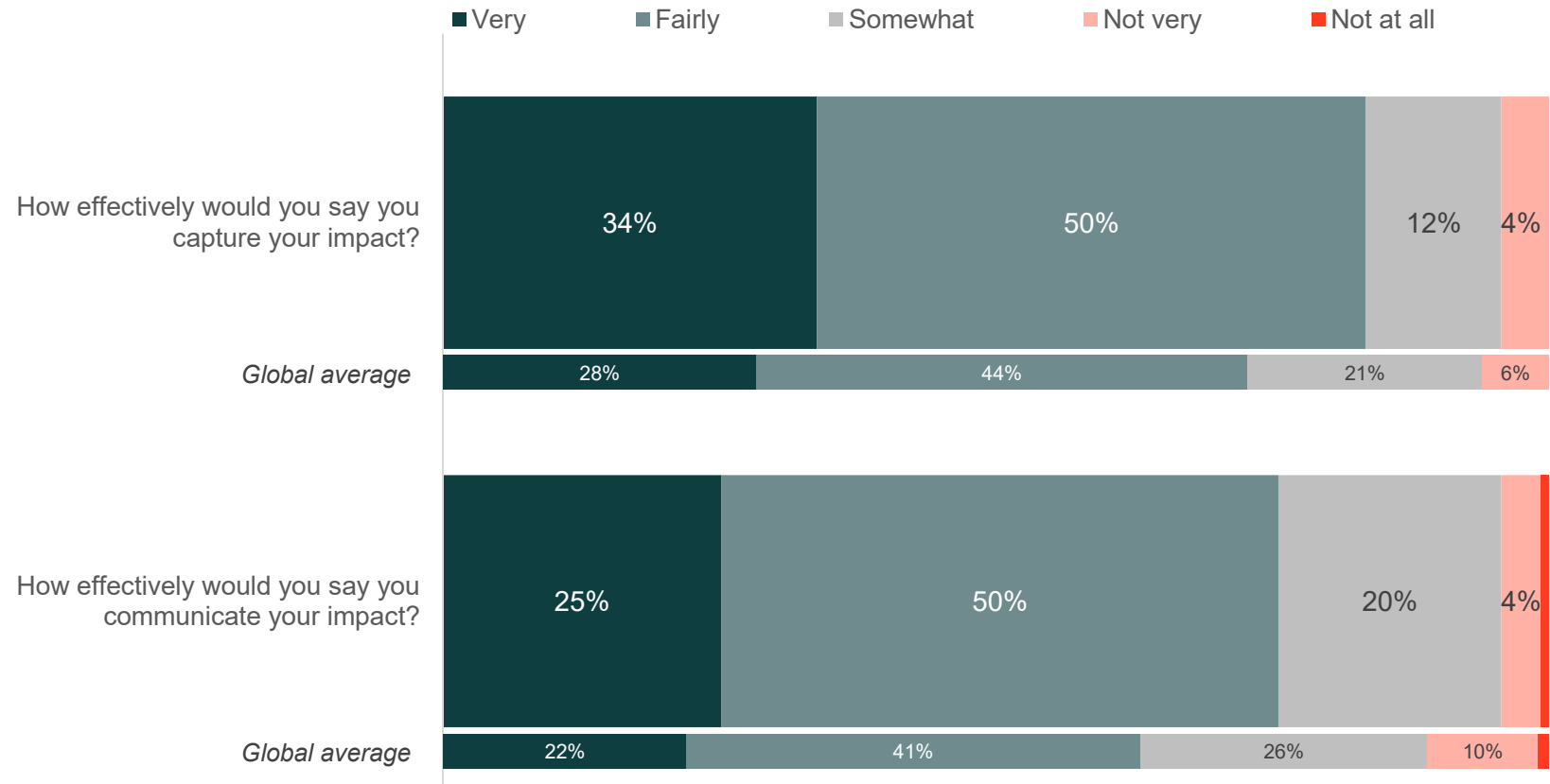
How they would rate their charity: (All charities answering, n = 142)



Translating purpose into impact.

- A higher proportion of Philippine charities report being able to capture and communicate their impact effectively compared to the global average, possibly reflecting access to capacity-building opportunities.
- While not mandated, many charities voluntarily make their annual reports available publicly.
- Slightly fewer, however, say they communicate impact very effectively. This suggests that while many can measure results very effectively, conveying them is another challenge.

How they would rate their charity: (All charities answering, n = 139)



Reclaiming our reach: purpose-driven storytelling on Facebook.

An athlete winning a badminton competition. A proud mother seeing her child compete for the first time. A young leader speaking with confidence at a youth conference. These are the stories of inclusion, hope, and courage you will find on the Special Olympics Pilipinas (SOP) Facebook page. Each one **celebrates the people at the heart of their mission**: children and adults with intellectual disabilities.

Special Olympics Pilipinas is part of a global movement transforming the lives of individuals with intellectual disabilities through free, year-round sports programmes, leadership and advocacy initiatives, and health screenings and education. When the SOP team **mapped their stakeholders**, they realised something striking: no other organisation in the Philippines does quite what they do.

To share their mission with a wider audience, SOP turned to **a strategy rooted in listening — both online and on the ground**. Through **social listening**, they identified Facebook as their main platform for engagement. From this process emerged a unifying theme for their online presence: **“Reclaiming Our Reach.”**

On Facebook, SOP has built an **authentic and data-driven communication approach**. The SOP team was trained to use smartphones effectively for capturing photos and videos. They regularly use insights from Meta Business Suite to understand which types of content resonate most with their audience, then adjust their strategy based on these findings. They also pay close attention to search-friendly captions and keywords to increase visibility, and whenever possible, they localise and translate their posts to Filipino to make the stories more relatable to a wider audience. As a result, SOP’s posts now attract greater interest from companies and individuals, leading to more sponsorships, collaborations, and awareness of their advocacy.

But behind the metrics lies what makes SOP’s storytelling truly powerful: they **listen deeply to the voices of those they serve** — persons with intellectual disabilities, their families, coaches, and teachers. Every story is crafted with care, **highlighting joy, courage, and achievement**, and always portraying individuals with **dignity, respect, and pride**.

For SOP, **Reclaiming Our Reach** reflects both an insight and a commitment. It acknowledges that stories of persons with intellectual disabilities often go unheard or misunderstood, and it commits to reclaiming that space by letting their voices and victories be seen and celebrated. In a world where attention is fleeting, SOP shows how clear and genuine storytelling can build understanding and inspire action.



HOPE index as a living tool for change.

How do we measure hope? Is it possible to measure hope? For the Yellow Boat of Hope Foundation (YBH), the answer is yes.

YBH provides access to education for children in remote and poverty-stricken areas by providing boats to reach their schools. Inspired by Bhutan's Happiness Index, YBH developed the **Yellow Boat HOPE Index** with the help of education experts, community leaders, and a team from Georgetown University in Washington DC. The tool was created to capture how access to education builds confidence, safety, and community spirit. Through it, YBH measures **impact both quantitatively and qualitatively**, allowing donors to see **how their support truly changes lives**.

The HOPE Index amplifies the voices of children, parents, and teachers, sharing stories of courage, dreams, and determination. These narratives show **how their lives have improved** through YBH's programmes, whether that means being able to go to school safely, attending classes more regularly, or simply feeling more confident and hopeful about the future. In doing so, YBH portrays its beneficiaries as partners in creating lasting change, rather than merely receiving help.

YBH continues to improve the HOPE Index every year based on feedback from schools and families. For them, it's not just an impact measurement tool — it is a **way of storytelling to listen better, learn better, and keep hope alive** where it matters most.

“The most meaningful sign is when people tell us they **feel part of the mission** – when our stories **inspire others to spread hope.**”

- Yellow Boat of Hope



The HOPE Index:

- Combines student (Likert-scale surveys) & teacher feedback
- Uses weighted domain scoring (1–5 scale → % conversion)
- Measures psychosocial, academic, and systemic outcomes

Sample Indicators for Students

Domain	Specific Indicator	Weight
Well-being & Happiness	-Student morale -Emotional Safety -Clean water/food access	25%
Education Quality	-Teacher training effectiveness -Resource adequacy -Academic performance	30%
Opportunities for Growth	-Parental involvement -Life skills programs -Student leadership	25%

07 CONCLUSION



Civil society sector in the Philippines.

Rooted in the Filipino spirit of *bayanihan* — a deep tradition of communal unity and cooperation — the Philippine charity sector stands strong, hopeful, and forward-looking.

Organisations anticipate growing demand for their services in the years ahead. While recruitment and retention remain ongoing challenges, charity leaders and practitioners continue to show remarkable skill, adaptability, and commitment.

Many choose to stay in the sector not because the work is easy, but because it is meaningful. They know they are part of something larger than themselves. When organisations nurture their people, share learning openly, and celebrate success together, they build more than teams — they build communities of purpose. This culture of mutual care is what keeps talent rooted and passion alive, sustaining both heart and mission.

The sector is also deeply interconnected, another clear expression of *bayanihan* in action. Charities lift one another up, share resources, and find creative ways to broaden their circle of impact. Yet, to fully harness this collective energy, charities must make their work more visible, deepen public engagement, and inspire more Filipinos to take part in shaping change together.

Findings from the Donor Insights Report highlight this promise: Filipinos donate a higher share of their income than both global and regional averages, ranking the Philippines 24th out of 101 countries. Most charities rely primarily on domestic funding and express satisfaction with their funding mix, a testament to strong local trust and support.

Ultimately, the same spirit that moves Filipinos to give — *bayanihan* — also holds the country's charity sector together. As demand grows, this collective strength will enable organisations not only to endure but to flourish. By harnessing networks of generosity, the quiet power of volunteerism, and a shared belief in collective change, the sector is poised not only to expand its impact but also to shape a more compassionate and inclusive Philippines.

Multi-stakeholder convergences in different parts of the country collaborate under the civil society-led Zero Poverty PH 2030 (ZeP2030), united in a shared mission to improve the incomes and access to essential social services for 100,000 Filipino families.



The Pitch Fest creates a space for *bayanihan* where ZeP2030 Local Convenors and partners explore potential collaborations on programs of mutual interest.

Community stakeholders in ZeP2030 sites come together for visioning and development planning workshops to map out their shared priorities and goals in poverty alleviation.



THANK YOU

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