



CAF

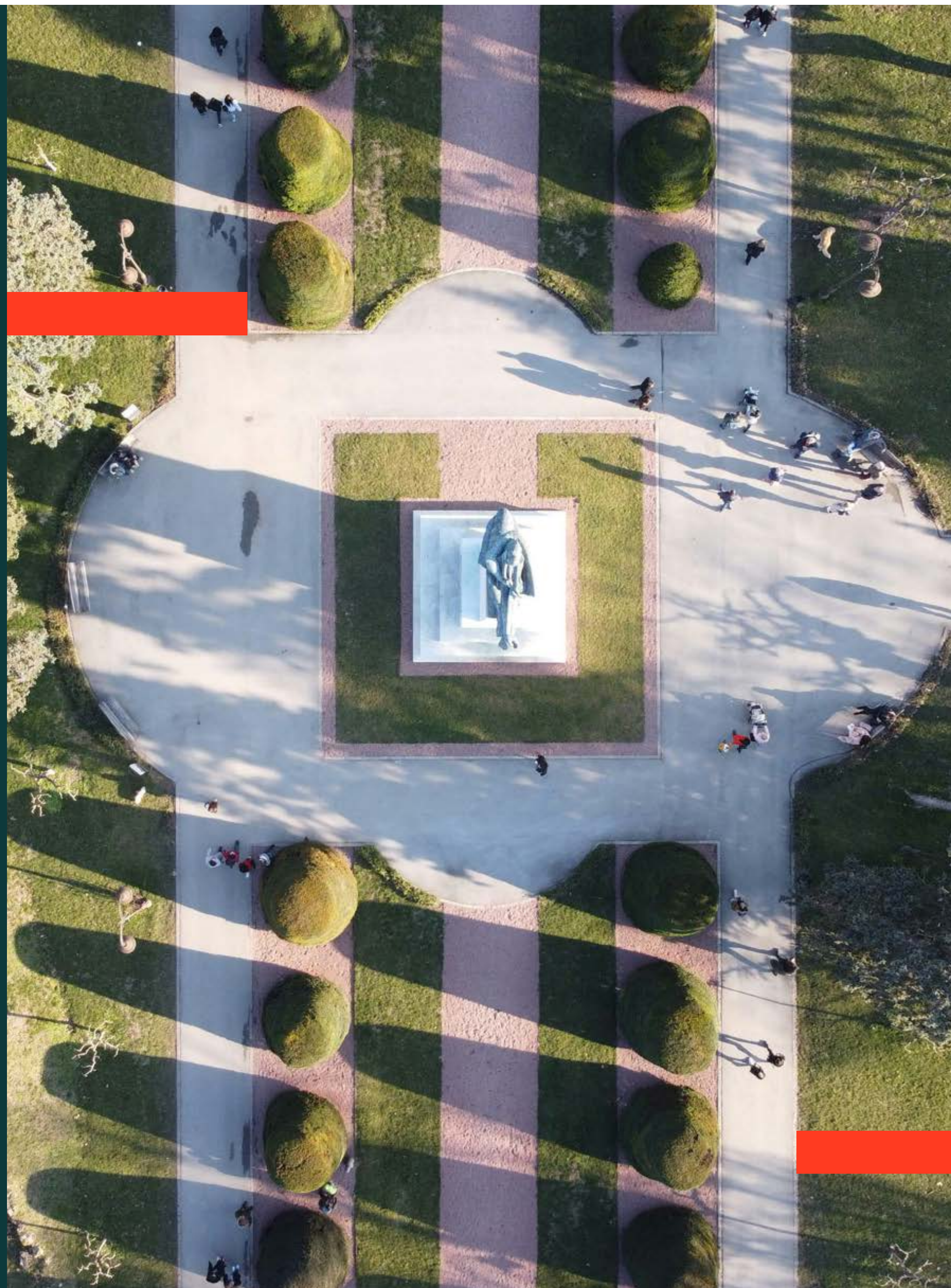
# WORLD GIVING REPORT

2026

DONOR INSIGHTS

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## Introduction

Every year, Charities Aid Foundation's (CAF) World Giving Report series explores the trends shaping generosity and civil society around the world through two reports.

- This **Donor Insights Report** tracks people's attitudes and behaviours towards giving in more than 100 countries and territories around the world.
- The next edition of the **Charity Insights Report** will be published in September 2026 and will examine trends facing social purpose organisations in civil societies around the world, thanks to the work of our partners.

We partner with organisations across every continent for the World Giving Report series. By combining local expertise with global research, we aim to produce a more in-depth understanding of generosity, with the aim of supporting and encouraging greater and more impactful giving. We believe that sharing knowledge is essential to developing resilient organisations and thriving philanthropic ecosystems.

In this report, we explore how people give in countries around the world and what influences giving so that we can take steps to nurture and build generosity.

You can find more at [worldgivingreport.org](https://worldgivingreport.org)

# A global community

“Thank you to our 31 partner organisations who contribute to our World Giving Report series. Working together, we combine local insight with global evidence to build a richer, more actionable picture of generosity across 105 countries and territories.

“Our report highlights that a strong sense of belonging to a community is key in unlocking greater generosity. We are proud to belong to a global community of partners working to deepen our collective understanding of global philanthropy, and enable more effective, strategic and impactful giving.”

To find out more about our partners and their perspectives, view their [country deep-dives](#).



**Marijana Sevic**  
Head of International,  
Charities Aid Foundation

CAF has partnered with the following organisations to create the World Giving Report 2026.





# GLOBAL GENEROSITY OVERVIEW



# How we define giving

Our research hopes to fairly and inclusively reflect different types of giving, and capture the true scope of generosity around the world.

In our global survey, we 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).



## How we measure generosity



To measure generosity across all countries, we asked each respondent their income and the amount of money they donated in 2025 through each of our three ways of giving. Combining these figures allows us to calculate a donation as a proportion of income for every respondent.

By calculating an average donation as a proportion of personal income for each country, we can understand generosity on a global scale.<sup>1</sup>

<sup>1</sup>Among the total global sample, 89% confirmed that they receive a personal income, either from a job, pension, welfare benefits, or savings. For 11% of the sample, their income comes from someone else in their household (for example, a spouse). For the purposes of our calculations, we have counted this as if it were the respondents' own personal income or savings.

## What we mean by '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.

Among other names, you might know them as:

- Non-governmental organisations (NGOs).
- Non-profit organisations (NPOs).
- Community organisations.
- Social purpose organisations.
- Associations.

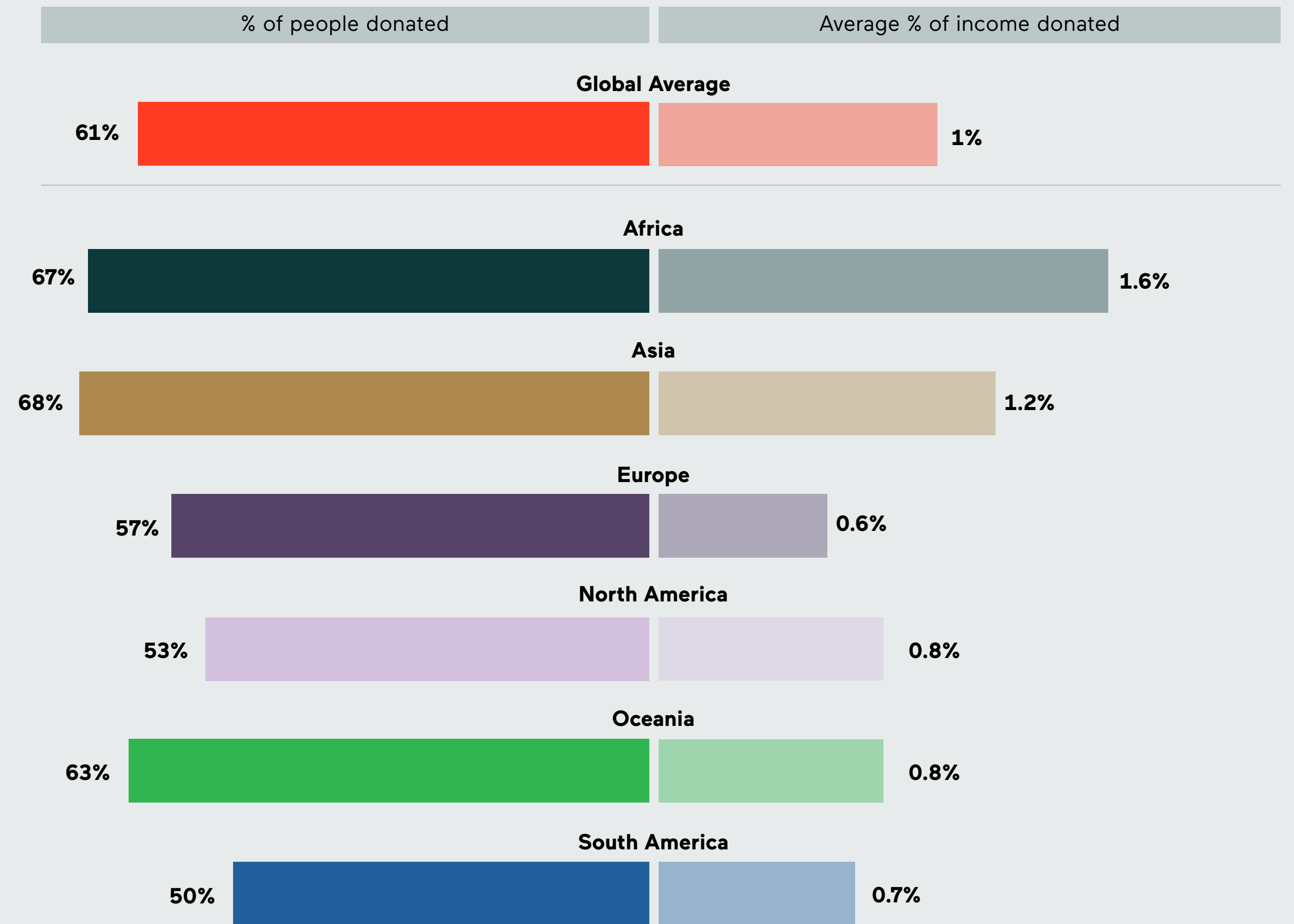
# Six in ten people around the world donated money in 2025.

Six in ten people globally gave money to good causes in 2025, whether directly to people in need, to charity, or for religious reasons. People in Asia and Africa were the most likely to give money, while those in South America were the least likely.

On average, people donated 1% of their incomes in 2025. However, this varied between continents, with Africans donating the highest percentage of their incomes (1.6%) and Europeans donating the lowest (0.6%).



**Figure 1.** Percentage of people who made a donation in 2025, shown with average share of personal income donated.



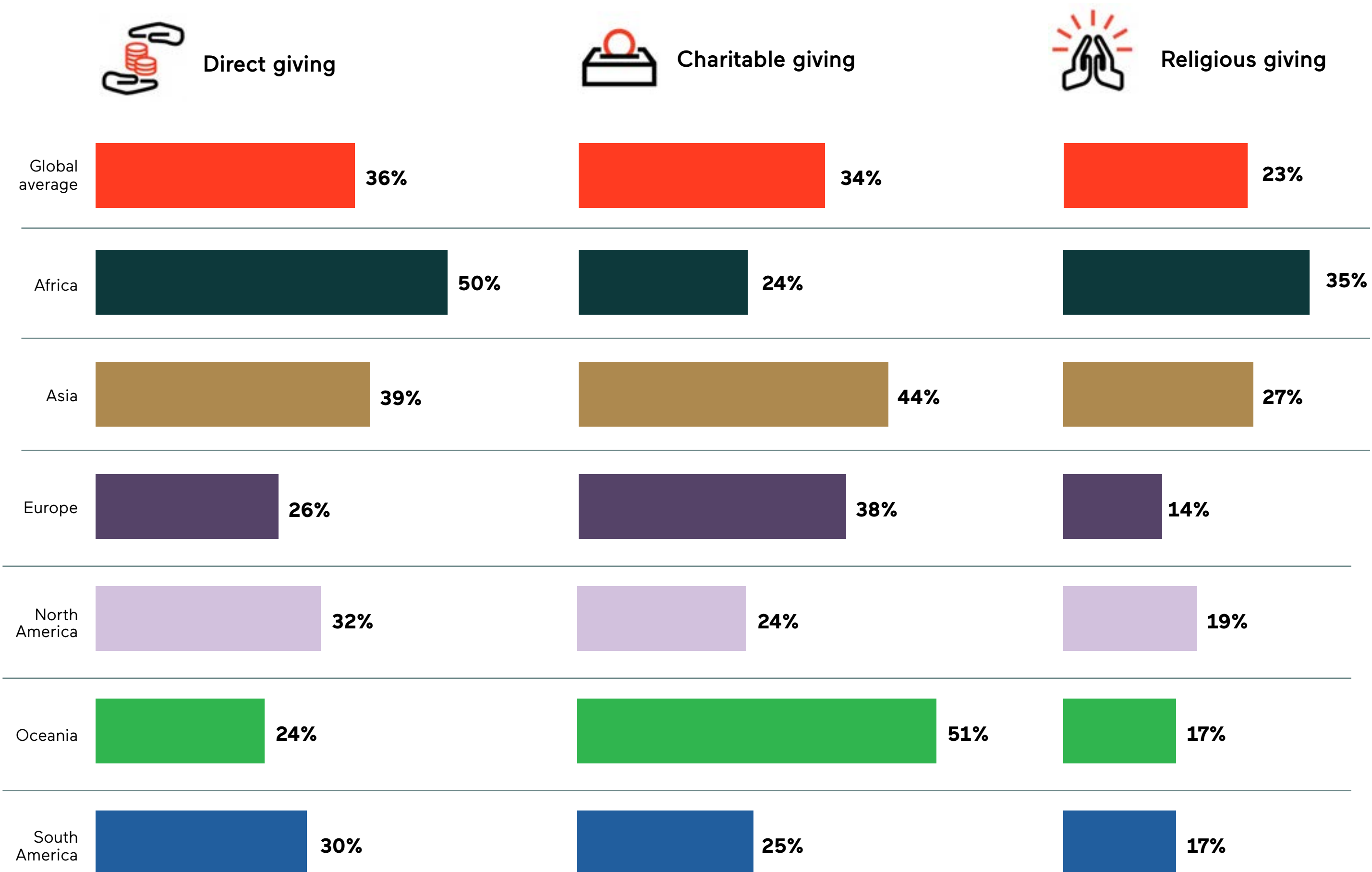
Base: All respondents (Africa, N=12,937; Asia, N=15,335; Europe N=19,984; North America, N=4,950; Oceania, N=1,521; South America, N=5,806).

# People were most likely to give directly to those in need.

People were most likely to donate by giving money directly to people in need (36% of people globally) or to charities (34%). Around a quarter of people (23%) gave to a religious organisation or for religious reasons. Religious and direct giving were most prevalent in Africa, while giving to charity was most common in Oceania.



Figure 2. Percentage of people who made each kind of donation, shown by continent.



Base: All respondents (Africa, N=12,937; Asia, N=15,335; Europe N=19,894; North America, N=4,950; Oceania, N=1,521; South America, N=5,806).

# Religion, children, and poverty relief are the most popular causes.

Religion, children and young people, and poverty relief are the most widely supported causes globally – with children and young people being the only cause area appearing in the top five for every continent.

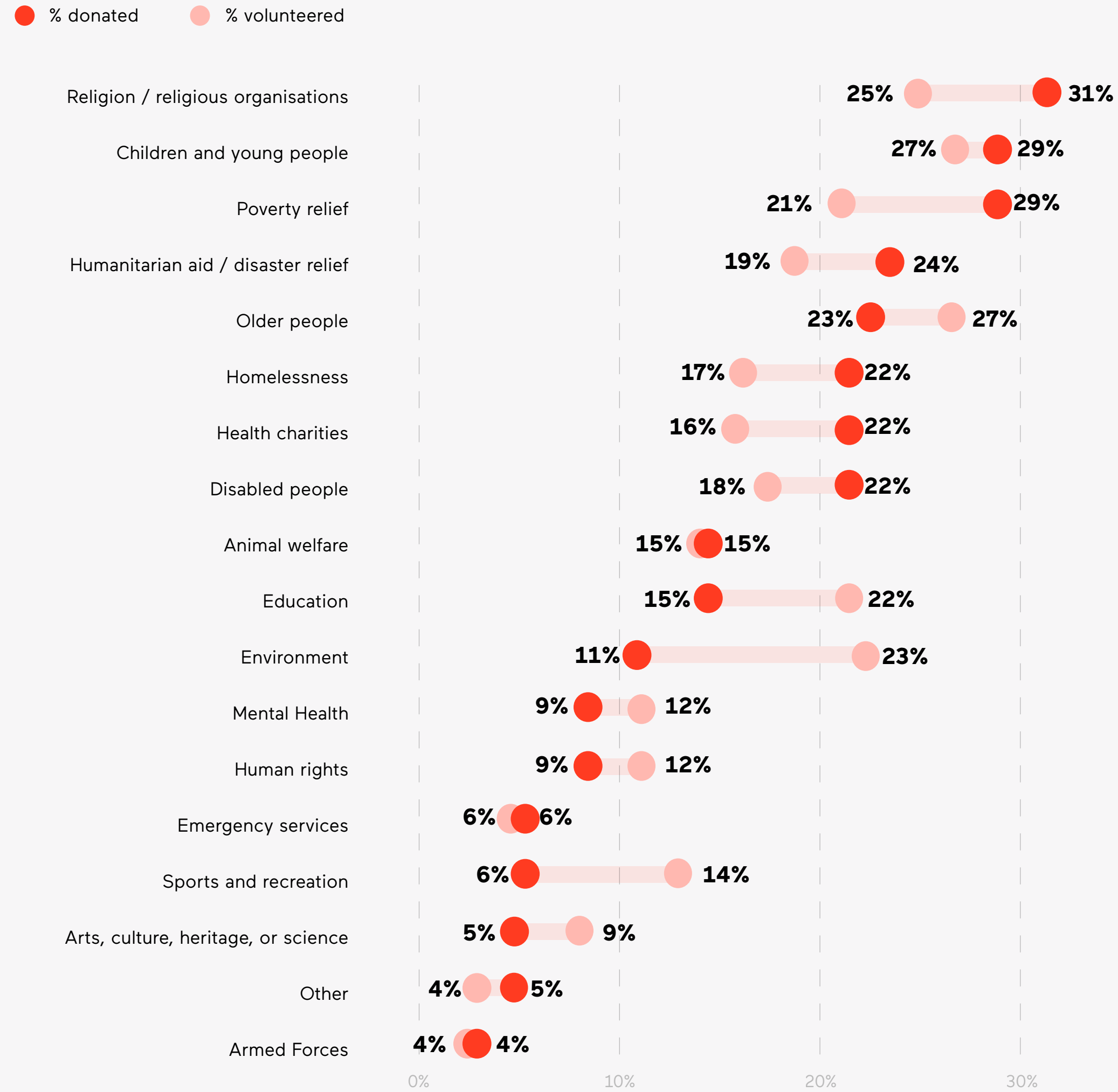
The average donor gave to three causes in 2025, with donors in Asia supporting the widest range (3.3) and those in Europe the narrowest (2.5).

Donating money is much more widespread than volunteering time. A quarter (24%) of people globally did unpaid voluntary work in 2025, either in their community or further afield.

The top causes to volunteer for are older people (27% of volunteers) and children and young people (27%). Both causes are also popular with donors.

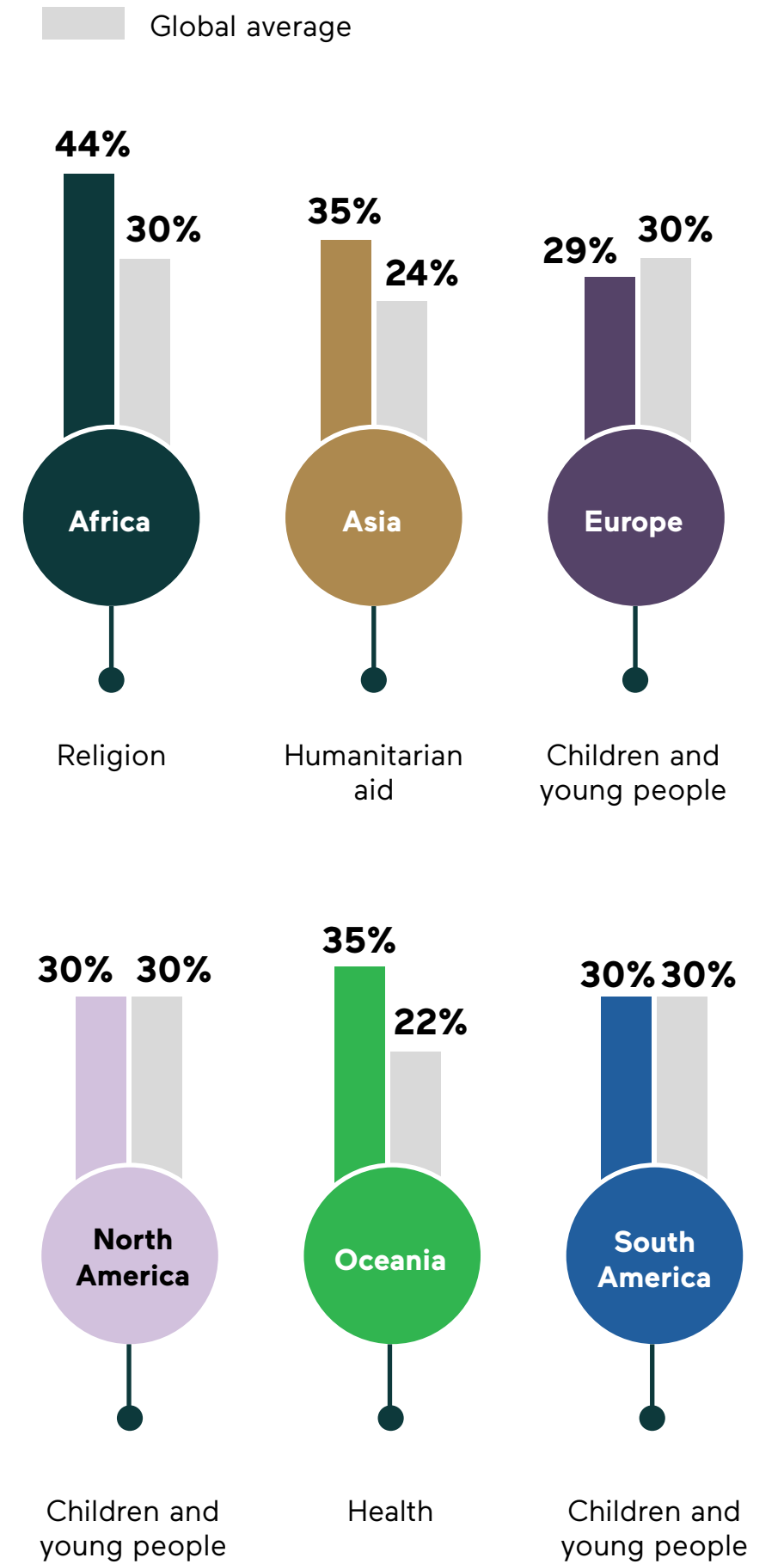
Some of the least supported causes among donors are much more popular with volunteers (for example, sports and recreation, and the environment).

**Figure 3.** Percentage of donors who gave money versus percentage of volunteers who gave time.



Base: All donors (N=38,331); all volunteers (N=14,281).

**Figure 4.** Most popular cause by continent, shown as % of combined donors and volunteers.



Base: All who volunteered or donated (Africa, N=10,314; Asia, N=11,423; Europe N=12,545; North America, N=3,252; Oceania, N=1,050; South America, N=3,649).

# Giving to charities working locally is most common.

We asked donors what types of charities they give to, with options for charities that “only work locally”, “work across my whole country” and “work in many countries around the world”. We found that donors were most likely to give to charities that work locally to them (56%) and charities that work nationally (55%).

While considerably lower, more than one fifth of donors (22%), supported charities that work across multiple countries. Supporters of these types of charities are most likely to be found in Europe, with Norway and Sweden being the only countries where more than half of donors give to organisations working internationally (57% and 53% of donors, respectively).

Supporting all three types of charity is rare, with just 6% of donors doing this. Figure 5 looks at the subsequent question, which asked donors how they split their donations across the types of charity they supported.

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“To build local, national, and global civil society resilience, funds must reach those who need it most, when and where they need it, and in the forms that are most effective for their local purpose.

This is increasingly important in the context of declining government aid and development financial contributions. By working collaboratively with local organizations, the international philanthropic community can enable a thriving environment for local, national, and cross-border giving — CAF’s World Giving Report and our International Network are examples of this in practice.”

**Jessie Krafft**

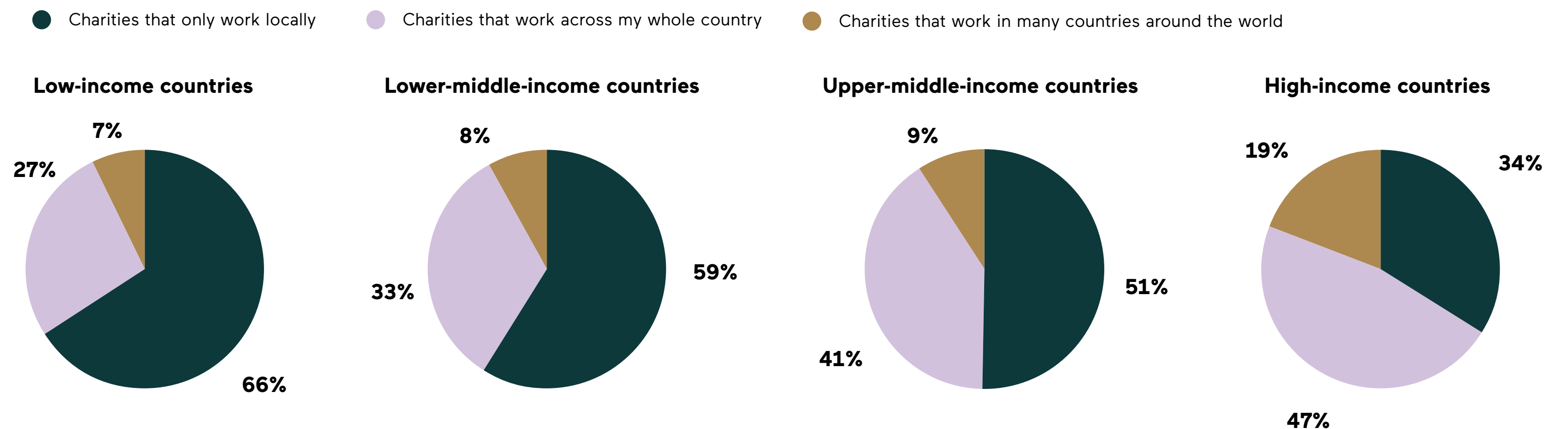
President and CEO, CAF America

## In wealthier countries, people donate a smaller share to charities that only work locally.

Charity donors estimated the share of their donations that went to each of the three different types of charities in 2025.

As a country’s income increases, charity donors give a greater share of their donations to charities working nationally and across multiple countries, while the share that goes to those that only operate locally decreases. Compared to low-income countries, those in high-income countries give around twice as much to charities that work across multiple countries — and half as much to those working locally — as a share of total donations.

**Figure 5.** Estimated share of the value of donations given to different types of charities.



Base = charity donors in low-income countries (N=904), lower-middle-income countries (N=4,774), upper-middle-income countries (N=5,188), high-income countries (N=11,568).













## The 10 most generous countries

As outlined on page five, we use the average share of personal income donated in the past 12 months as our measure of a country's generosity. This includes money donated directly to those in need, to charity, or to a religious cause.

Eight of the top 10 most generous countries are located in Africa, while two are in Asia. All of them are low-income or lower-middle-income countries. In these top 10 countries, people were much more likely to donate (80% versus 61% global average), and they tended to donate much more as a proportion of their incomes (2.1% versus 1% global average).

Donors in these countries gave nearly half (45%) of all of the money they donated directly to people and families in need, on average.

**Figure 6.** Top 10 countries where people donate the highest share of their incomes.

Rank	Country	Donation as a proportion of income
1	 <b>Nigeria</b>	2.8%
2	 <b>Ghana</b>	2.4%
3	 <b>Egypt</b>	2.3%
4	 <b>Kenya</b>	2.1%
5	 <b>India</b>	2.0%
6	 <b>Uganda</b>	1.9%
7	 <b>Pakistan</b>	1.9%
8	 <b>Zambia</b>	1.8%
9	 <b>Tanzania</b>	1.8%
10	 <b>Zimbabwe</b>	1.7%

# INFLUENCES ON GENEROSITY



# Why people are generous

Our data shows that generosity is positively influenced by a range of factors, operating at different levels.

We have divided these into three groups, although they can impact on each other:

- Personal factors that are innate to individuals.
- Factors that charities are able to directly affect themselves, although issues like trust are highly nuanced and involve a number of other actors, like the media.
- Aspects of society that encourage or discourage greater generosity.

We would encourage governments, charities and other changemakers to understand these factors and consider how each can be leveraged to encourage greater generosity.

Across pages 13 to 23, we explore in detail the three sets of influences signposted throughout this section.

## Three types of influences on generosity

### Personal

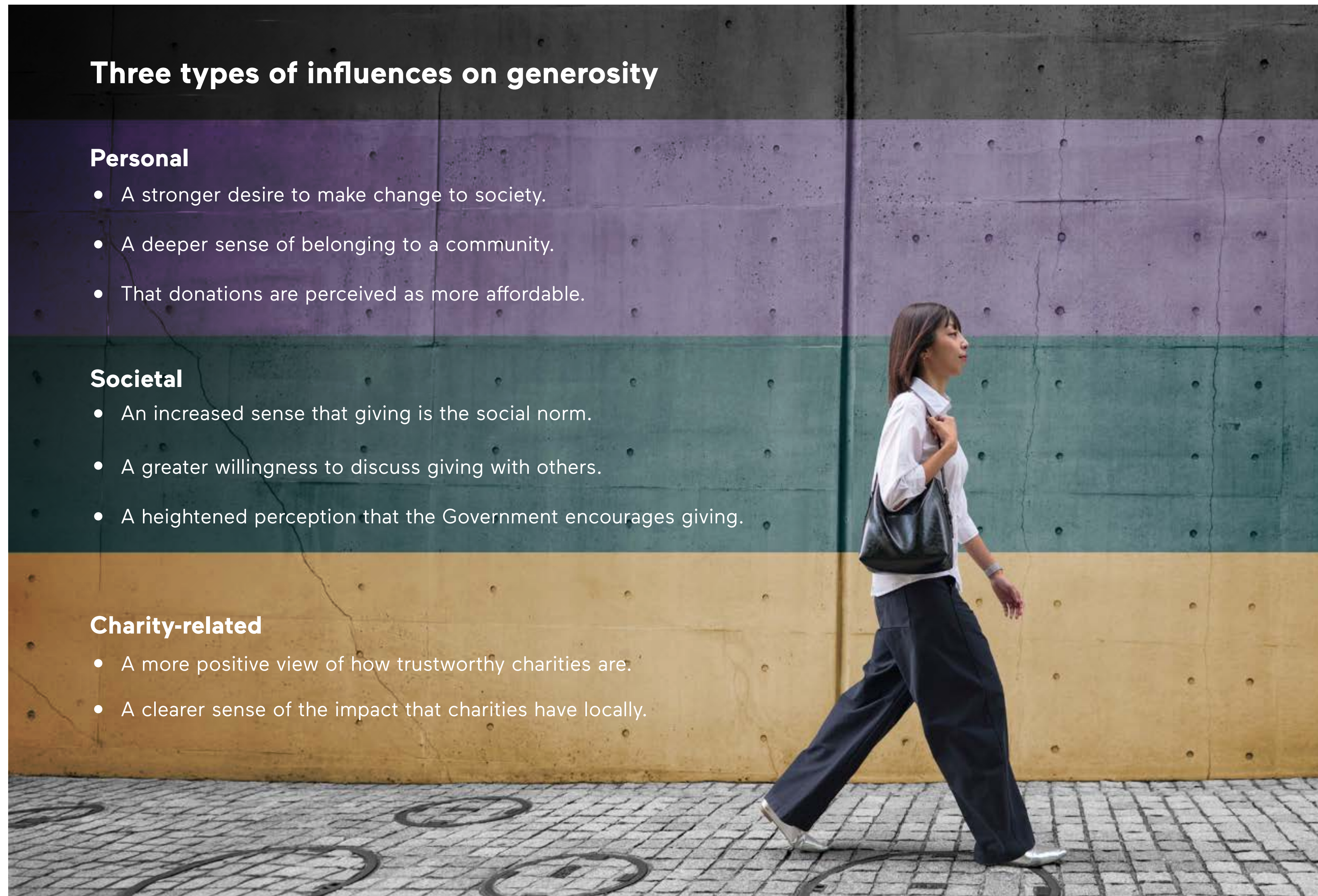
- A stronger desire to make change to society.
- A deeper sense of belonging to a community.
- That donations are perceived as more affordable.

### Societal

- An increased sense that giving is the social norm.
- A greater willingness to discuss giving with others.
- A heightened perception that the Government encourages giving.

### Charity-related

- A more positive view of how trustworthy charities are.
- A clearer sense of the impact that charities have locally.



# Countries where people feel a strong sense of belonging are three times more generous.

Most people around the world feel a strong sense of belonging to their local community (66%), including a quarter (24%) who feel a very strong sense of belonging.

Countries where more than 80% of the population feels a strong sense of belonging to their local community are more generous, giving on average three times as much as countries with a lower sense of belonging. These countries donate 1.7% of their income on average, and all 24 in this cohort are in Africa or Asia.

Countries where less than half the population feels a strong sense of belonging are less generous, donating just 0.6% of their income, on average. No African countries appear in this group of 19, while 11 European countries do. Ukraine is the slight outlier in this group as it gives 1.2% of income.

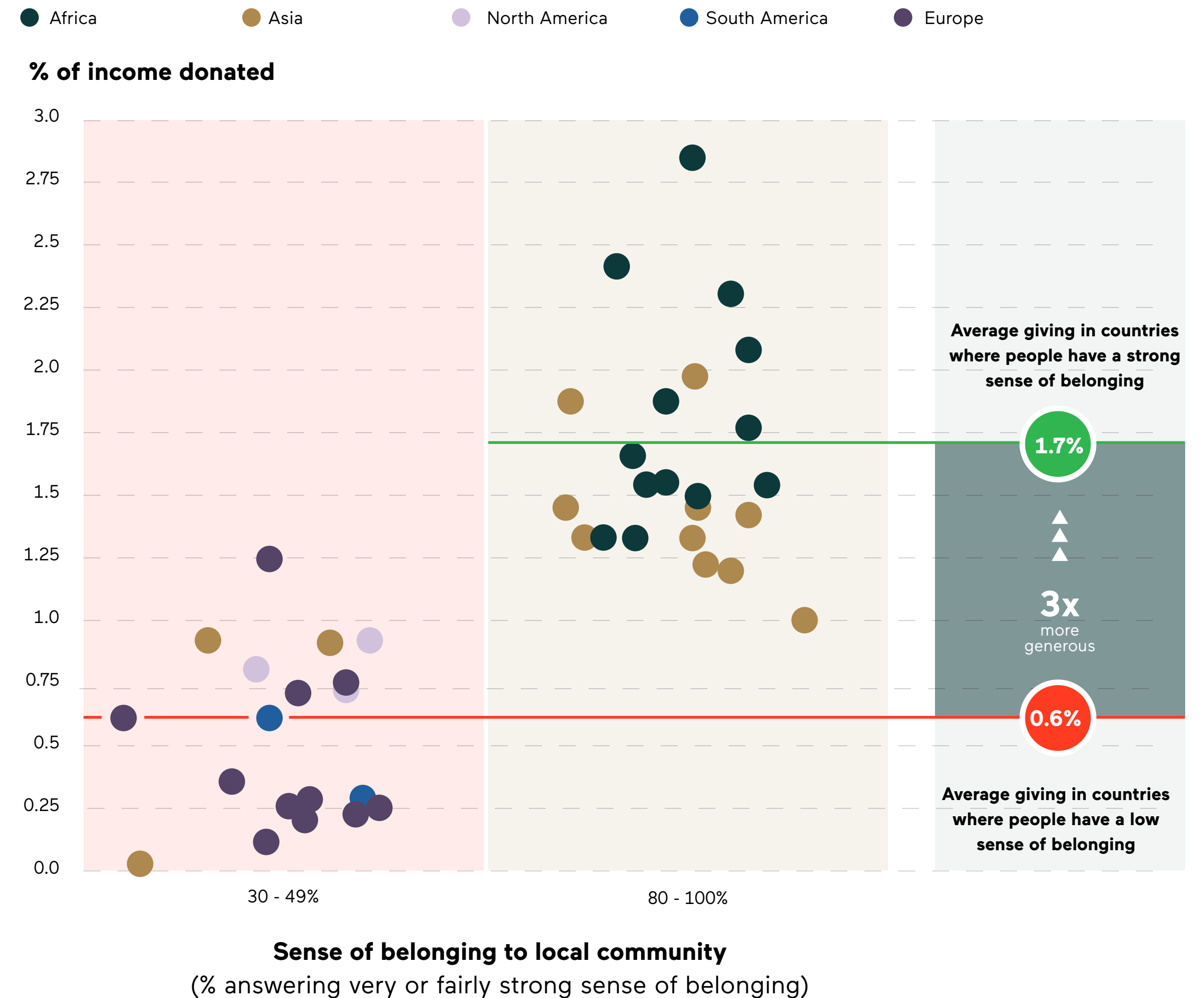
The effect of belonging on generosity is not limited to local communities. Whether people participate in local, religious or online communities, they all have a positive connection to generosity.



## Demographic insight

Younger people are much more likely than older people to say that community plays a large role in their life, whether local, religious or online (54% of the under 34s compared to 31% of the over 55s).

Figure 7. Relationship between sense of belonging to local community and share of income donated.<sup>2</sup>



Base: All respondents (N=60,443).

<sup>2</sup> Countries in Oceania are not shown as they have a sense of belonging between 50% and 80%.

## CASE STUDY

# Kenya

In 2025, eight out of the 10 most generous countries were in Africa. Fourth in the world is Kenya, where 93% of people feel a strong sense of belonging to their local community.



In the harsh landscape of Yatta in Machakos County, local progress is underpinned by community ties and a shared determination to improve livelihoods. Mango farming is the backbone of the area's agricultural economy, and residents have channelled their pride and mutual support into collective action.

That sense of belonging inspired over 800 farmers from Yatta and Masinga sub-counties to come together and form the Yatta Multipurpose Farmers' Cooperative Society (YMFCs). Drawing from 11 community clusters, the farmers demonstrated how communities become stronger when people identify with a shared purpose and invest in each other's future.



Image: YMFCs

Patrick Muli, programmes manager, worked with local opinion leaders to mobilise residents to reactivate self-help groups and community clusters. This demonstrated an important truth within Kenyan communities: generosity grows where there is trust, participation, and a sense that people are building something together.

This spirit became evident when YMFCs set out to revive its juice processing factory and it faced a familiar barrier: finance. Rather than waiting for external assistance, members organised a special meeting and chose to contribute their own resources first. Over 800 farmers collectively raised KES 2 million, which CAF's partner organisation, Kenya Community Development Foundation (KCDF), matched, unlocking a KES 4 million investment.

This was more than fundraising. It was local philanthropy in action — ordinary people generously contributing what they could because they believed in their cooperative, their neighbours, and the future of their community.

According to Caesar Ngule, KCDF's Programmes Director, the initiative has helped nurture a local philanthropy ecosystem where communities increasingly support their own development rather than relying entirely on external donors.

The success of the cooperative today is rooted in this strong community spirit. Since production began in February 2024, YMFCs has sold 2,675.9 litres of

juice, generating KES 374,626 in revenue. Many farmers contributed mangoes as shares, showing that generosity is not always about money; it is also about contributing what one has for the benefit of all.

The story of YMFCs illustrates how Kenya's strong sense of belonging and community spirit can directly fuel generosity and development. When people feel connected to their local institutions and trust one another, they become more willing to contribute resources, support collective action, and invest in long-term community transformation.



### Demographic insight

In Kenya, two thirds of people say that being part of a religious community plays an important role in their life, and this remains true across all demographic groups. This is nearly twice the global average.

# The social norms motivating 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. These six answer options — which were listed among 15 answer choices in total, as shown in figure 8 — are all rooted in the norms associated with what we perceive others to do and our desire to maintain our social fabric. The six are:

“I feel like I had no choice / felt guilty saying no.”

“I wanted to set an example for others.”

“I didn’t really think about it, it’s just expected that people will donate.”

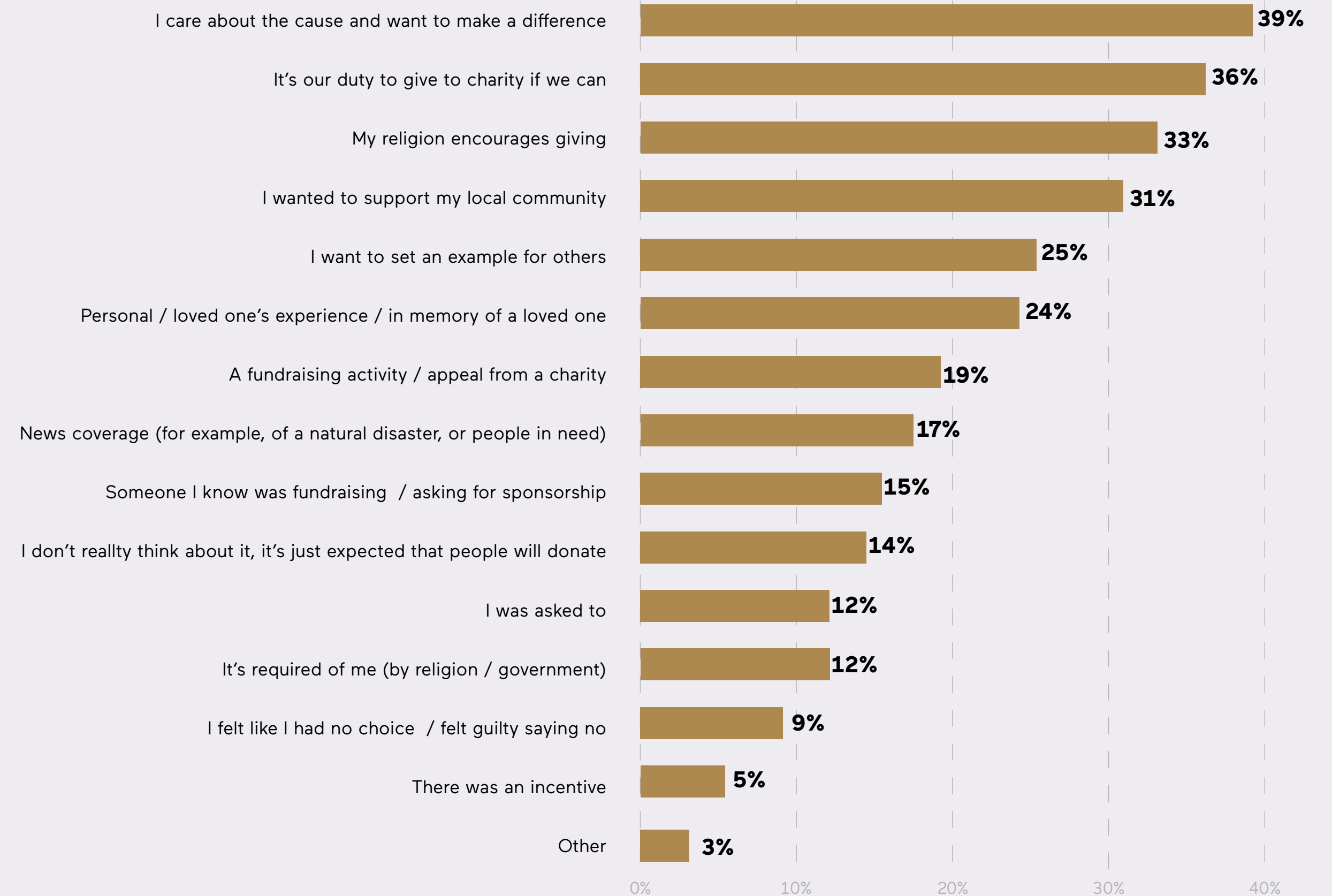
“My religion encourages giving.”

“I wanted to support my local community.”

“It’s our duty to give to charity if we can.”

On page 16, our results show how powerful these social norms are, through the correlation with the proportion of income donated.

Figure 8. The reasons donors gave away money in 2025.



Base: All donors (N=38,332)

# The more social pressure there is to donate, the more generous people are.

When adding together the total number of times respondents mentioned the six social reasons for giving (detailed on page 15), we can see which countries feel more (and less) bound by social norms. Donors who cite an average of two or more social norms as reasons for giving donate around twice as much as a proportion of income (2.1% versus 1.1% among those who cite none).

Figure 9 presents countries ranked in order of the number of social norms — from Nigeria at the top, where each person cites an average of 2.3 social norms, clockwise back to Japan where each person cites just 0.7 of the six, on average. The height of the bars denotes the level of generosity, showing each country's donation as a proportion of income.

The decreasing bar height the further round the diagram demonstrates how generosity decreases as the influence of social norms weakens. In Asia and Africa — whose countries occupy the top 37 places when ranked by the influence of social norms — around half of all donors reported that their giving is motivated by two or more social norms, compared to under a third in all other continents.

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Charitable giving, like all social behaviour, is complex. People have various motives for giving, which operate in constellation. As such, there is no simple answer to the question of why people give. We know that factors like empathy, values, personal experiences, costs, and reputation all shape giving. Culture, religion, and social norms also have a role to play.

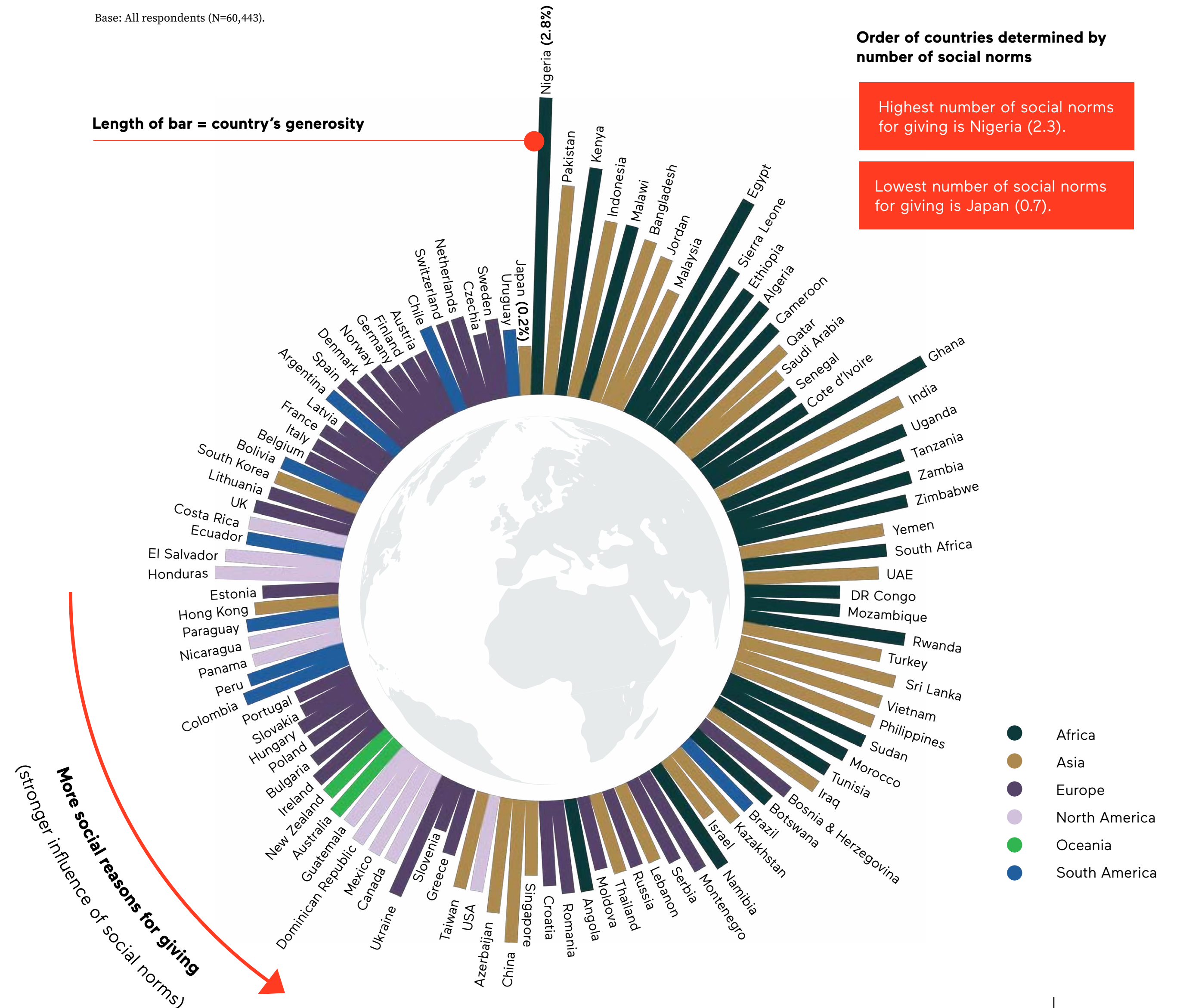
Whatever each person's reasons to give may be, humans seem to be hard-wired to be generous and care for one another.”

**Dr Cassandra Chapman**

Associate Professor of Marketing and specialist in donor psychology.  
University of Queensland

**Figure 9.** Countries ranked by number of social norms around giving, from 1st to 105th (Nigeria to Japan). The length of bar represents average donation as a proportion of income.

Base: All respondents (N=60,443).



## Where donations are motivated by stronger social norms, there are more conversations about giving.

Donors who feel the pressure of social norms more acutely are more likely to talk about giving frequently and those people who discuss it often are also more generous (1.5% of their income given on average, versus 0.7% among those who discuss it rarely or never).

Elsewhere in the survey, we found that speaking up publicly about societal issues is seen as one of the key ways that people can help to bring about change, whether that is in person with family and friends or online. However, although most donors (67%) would find it acceptable for someone to talk about their giving, only one in three (33%) of those people said they themselves tend to talk about their own giving frequently.

This is important because it is likely that these — currently rare — conversations about giving would both build and reinforce stronger social norms. These conversations play a further role, as — whether online through social media, or in person — they make up two of the top three reasons for how donors find out about charities to donate to (see Figure 10).

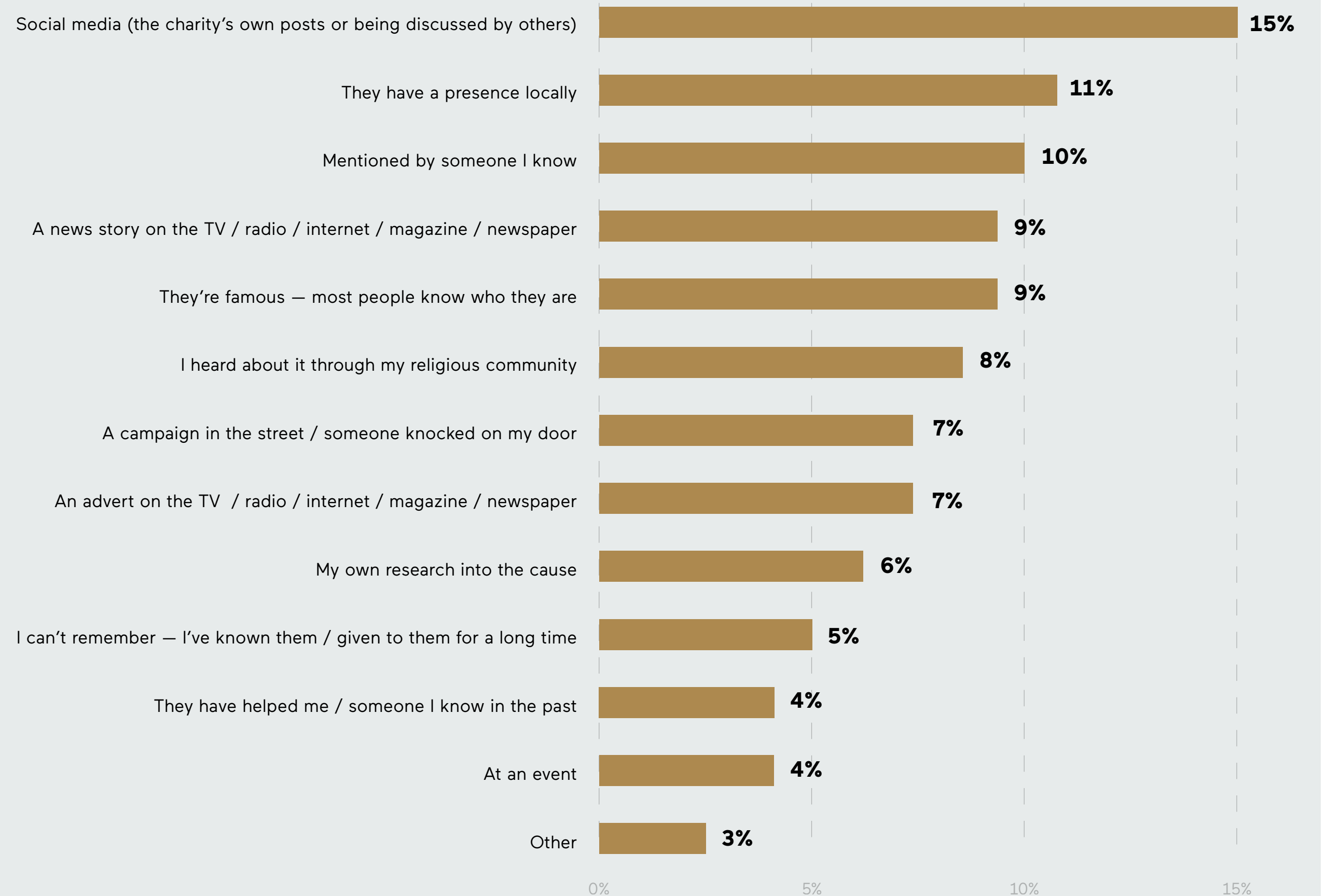


### Geographic insight

People in Africa and Asia have more conversations about giving than elsewhere, with people in Bangladesh and Vietnam the most likely to discuss it (both 56% of their respective populations).

Both countries are at high risk of natural disasters, and Vietnam experienced a record breaking year of disasters in 2025, which caused billions of dollars in damages. With many donors in those countries supporting disaster relief, conversations about the best way to offer support are likely to be widespread.

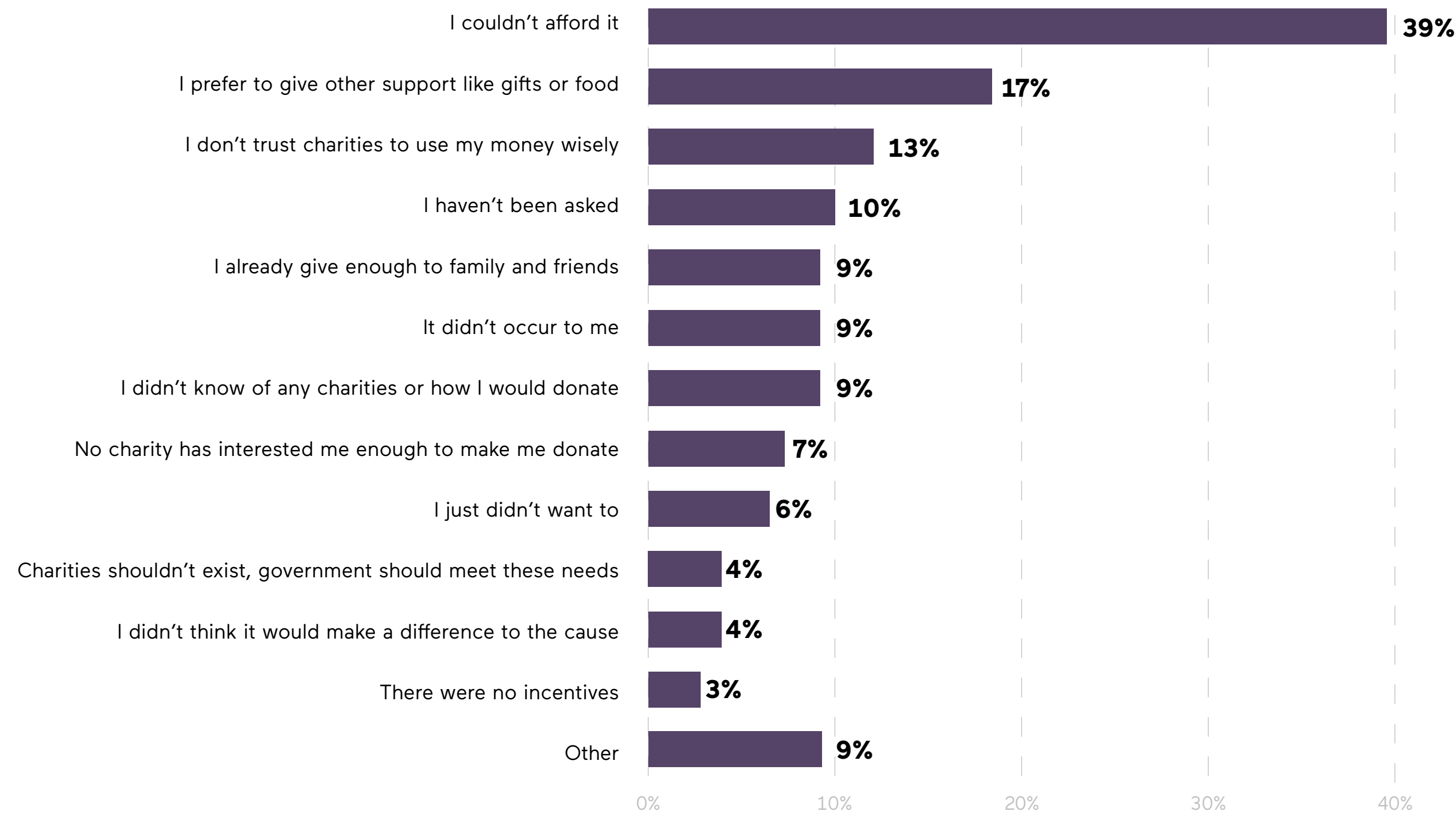
Figure 10. Where donors found out about the last charity they donated to.



Base = All donors (N=22,434).

# People living in high-income countries are more likely to say that they cannot afford to donate.

**Figure 11.** The main reasons donors did not give money away in 2025.



Base = All those who did not donate in 2025 (N=22,485).



Two in five non-donors (39%) say that they did not give because they could not afford it. They were at least twice as likely to choose this option than any other.

Those living in high-income countries were the most likely to say they could not afford to give (44% versus 37% average in other countries). They were also three times more likely to say that they “just didn’t want to” donate (10% versus 3% average in other countries) or that they do not trust charities (18% versus 7% average in other countries).

The second most common reason for not donating was preferring to give support in other ways (17%). Among this group, most said that they had given goods, volunteered or fundraised.

# Transparency is the top way for charities to encourage more donations.

The top two ways charities can drive donations are by being transparent about how they operate and by clearly communicating their impact. These were around twice as popular as any other option, even among those who already donate.

In particular, nearly three quarters of donors to charities that work in many countries around the world (72%) would like more transparency and communication from charities.

Another way charities can encourage people to donate is making it easier for them to give, for example, through easy online donations. Almost a quarter chose this option (23%), rising to 28% in Asia. A strong infrastructure around giving can facilitate donations to good causes, wherever they are in the world.

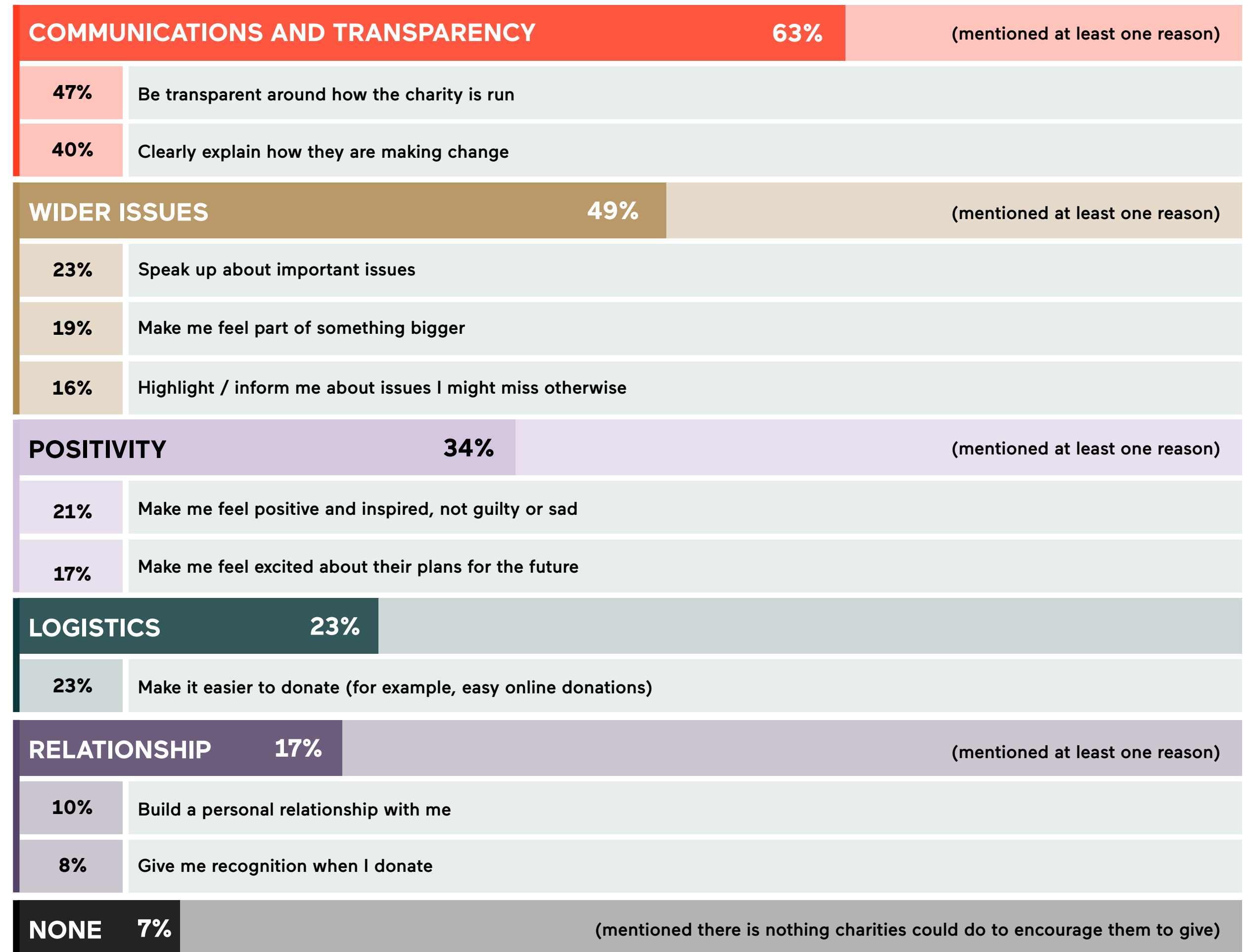
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“People consistently say they are more likely to support charities when they understand how they operate and what difference their contribution makes. For charities, this underscores the importance of clearly telling your story of impact and demonstrating how funding core costs can be central to delivering this.”

**Mark Greer**

Managing Director, Charities Aid Foundation

Figure 12. The ways in which charities could encourage people to donate in 2026.



Base: All respondents (N=60,443).

# People who see the impact of charities in their local area are more generous.

Six in ten (62%) people globally say that charities have had a fairly or very positive impact in their local community, rising to a high of 75% in Africa. In Europe, almost half (48%) of people say that charities make no difference locally, or that it is impossible to tell what the impact is.

Recognising the impact of local charities has a positive connection to many aspects of generosity. Compared to people who think charities have a negative impact, make no difference, or find it impossible to tell, those who see a positive impact donated three times more as a proportion of income, supported twice as many causes, give to more charity types, and are more likely to get involved with making societal change.

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“Where we have seen charities tell impact stories that donors have really connected with, it has been easier to build the kind of trust and engagement that sets them up for longer-term success.”

**Ashling Cashmore**

Head of Impact, Charities Aid Foundation

Figure 13. How evidence leads to action.

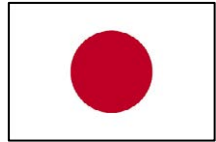

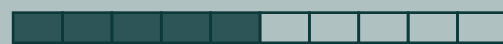
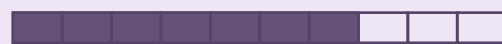

People who recognise the positive impact of charities on local communities are:



Base: All those who say charities have had a positive impact in their local area (N=38,324) compared to those who do not (N=22,118).

# The countries that are the most trusting and least trusting of charities are both in Asia.

Figure 14. Japan and Qatar, compared by average trust in charities and other related attitudes and behaviours.

	 Lowest trust in charities	 Highest trust in charities	
	JAPAN	ASIA AVERAGE	QATAR
<b>Average trust in charities</b>	5/10 	7/10 	9/10 
<b>% recognising positive impact of charities</b>	30%	69%	90%
<b>Average number of social norms (donors only)</b>	0.7	1.7	2.0
<b>% of people who donated to charity</b>	15%	44%	55%
<b>% of income donated to charity</b>	0.1%	0.5%	0.5%

Base: Japan (N=1,019); Asia (N=15,335); Qatar (N=253).



Globally, the majority of people find charities trustworthy. On a scale of one to 10, 61% ranked charities at 7.0 or higher, perceiving local charities to be most trustworthy at an average of 7.3, followed by national charities at 7.0 and international charities at 6.9 out of 10.

People with high trust (over 7.0 out of 10) were four times more likely to give money to charity in 2025 and they were three times more generous overall compared to those with low trust (0-3.0 out of 10).

Japan and Qatar, the countries with the lowest and highest trust in charities respectively, are both high-income countries in Asia. However, a closer look at their motivations and giving behaviours show key differences, as shown in figure 14.

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“Japan’s position as the least trusting country reflects a profound ‘disconnection’ – one where giving remains passive and well below the global average. Despite local charities being the most trusted globally, those in Japan struggle with visibility. To bridge this gap, local charities must ensure rigorous transparency and clearly communicate their tangible results and social value at the community level.”

**Kazuho Tsuchiya**  
Japan NPO Center

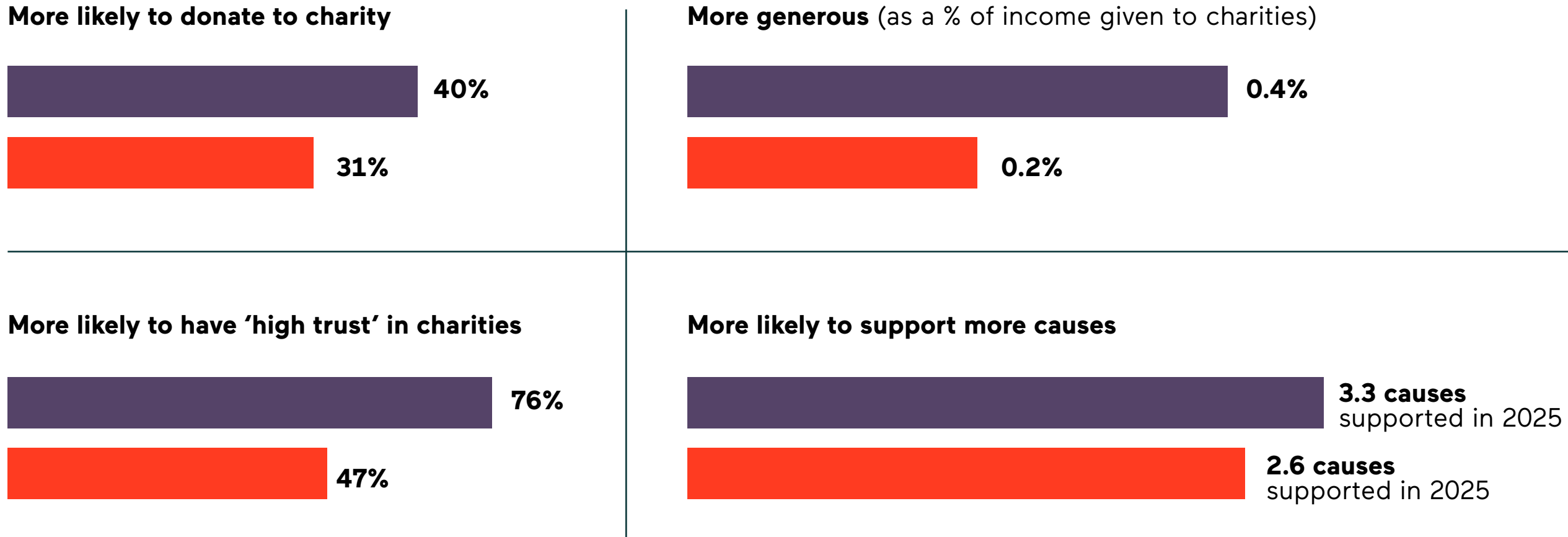
# Governments can unlock more giving.

Governments around the world often support charities through grants, partnerships and policies that favour the charity sector. But they can also unlock more giving, including through offering donor tax incentives, matched funding, and advocating for the sector.

**Figure 15.** Relationship between government encouragement of charitable giving and giving behaviours.

Agree that government encourages giving to charity
  Disagree that government encourages giving to charity

**People who said their government encourages giving were:**



Base: All who agree their government encourages donating to charity (N=24,154) compared to those who disagree (N=14,346).

**We asked people around the world what they thought of their government's support for a culture of giving:**

- 

40% of people globally said that their government encourages giving, with people in Asia (55%) and Africa (51%) being most likely to agree.
- 

In Africa, governments talking positively about charities is the main way people say giving is encouraged (55% of those who think the government encourages giving). This was also the main reason in Europe (40%), North America (43%) and South America (48%), although to a lesser extent.
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In Asia, good charity regulation is the top answer to how government encourages giving (52%), while in Oceania, tax incentives was the most common answer given (48%).



CASE STUDY

# Singapore



## Singapore’s culture of giving has deepened in recent years thanks to collective efforts across society, and government initiatives to bolster philanthropy in the country.

Singapore operates a generous tax benefit scheme for donations that effectively amounts to a relief rate of 250% — for every dollar that is donated to a government-approved charity, taxable income is reduced by SGD \$2.50. Tax deductions of 100% are also now available for certain donations made to overseas charities and charitable initiatives.

To strengthen the spirit of giving within Singapore, in 2025, the Government announced a SGD \$600 million commitment to match donations and further philanthropic activity. This builds on existing initiatives such as the Change for Charity initiative, which encourages giving as part of daily life by partnering with businesses to enable customers to donate at the point of transaction. The Government further supports this by matching eligible donations.

Singapore’s Corporate Volunteer Scheme also encourages deeper partnerships between charities and businesses through the provision of tax relief for businesses on qualifying costs when employees volunteer with government-approved charities.

“

“Singapore’s giving data reflects both the people’s spirit of generosity and an enabling environment that has been nurtured with intention. While national initiatives, such as tax incentives and matching funds may provide the necessary support, what sustains and enables giving to flourish is a shared belief that everyone has a role to play.

Singapore’s approach shows that culture and policy are not separate levers. When they reinforce each other, giving becomes embedded in our society over time and brings us closer to our vision of Singapore as a City of Good.”

**Tony Soh**

Chief Executive Officer, National Volunteer and Philanthropy Centre, Singapore



# IMPLICATIONS



# Implications for charities



“By understanding the values and experiences that influence donor behaviour, we can learn what drives vibrant cultures of giving to support the resilience of civil society.”

**Mark Greer**

Managing Director, Charities Aid Foundation

Those of us in the sector know that giving is deeply personal based on a multitude of factors including values, circumstances and experiences. By understanding these influences and how they differ around the world, we can learn what drives cultures of giving and how to best nurture them, which is a key part of building the resilience of civil society. For charities, understanding what motivates their donors and any barriers that they might need to overcome is essential to generate support for their cause.

Those who feel a sense of belonging to a community are far more likely to donate. Charities can help to foster this sense of belonging and communicate their relevance at a local level. Many charities are already embedded in communities, but there are lessons for larger organisations here. Providing real examples of change that people can relate to and participate in, could mean people are more likely to engage, either through donating, volunteering or wider social action.

This research also highlights the significant role that trust plays in charitable giving. Although numerous factors shape the public's perceptions of charities — many beyond their direct influence —

the findings show that increased clarity and transparency could help to build the trust of donors and potential donors. People consistently say they are more likely to support charities when they understand how they operate and what difference their contribution makes. For charities, this underscores the importance of clearly telling your story of impact and demonstrating how funding core costs can be central to delivering this.

There are also opportunities for charities from the findings about why people did not donate. While most people cite affordability, around one in ten who do not donate say they haven't been asked or are not aware of charities and how to donate. There is the potential for fundraising strategies to reach new donors by building awareness and helping to make it simple for people to support their cause.

These are valuable insights for charities on how to better connect with donors, confidently pursue their purpose and work with partners and governments to build greater levels of giving and engagement.



# Implications for the philanthropy sector



“To enable greater generosity, we all need to consider how to grow social norms around giving. Effective philanthropy should strengthen the infrastructure of generosity itself so that it becomes more widespread and sustainable.”

**Jessie Krafft**

President and CEO, CAF America

Our World Giving Report explores the state of generosity at a moment when global giving is being shaped by profound shifts in policy, public trust, geopolitics, and greater need.

Philanthropy is well positioned to respond to these shifts and consider how we harness our collective experience to connect social purpose organizations and leaders with opportunities for substantive, sustained, and flexible funding for impact.

In a complex, interconnected world, we believe in the power of collaboration — locally and globally — and this project is a key example of this. We are grateful to our partners and the insights they provide through their networks, so that along with local and global evidence, we can together build a richer, more actionable picture of generosity.

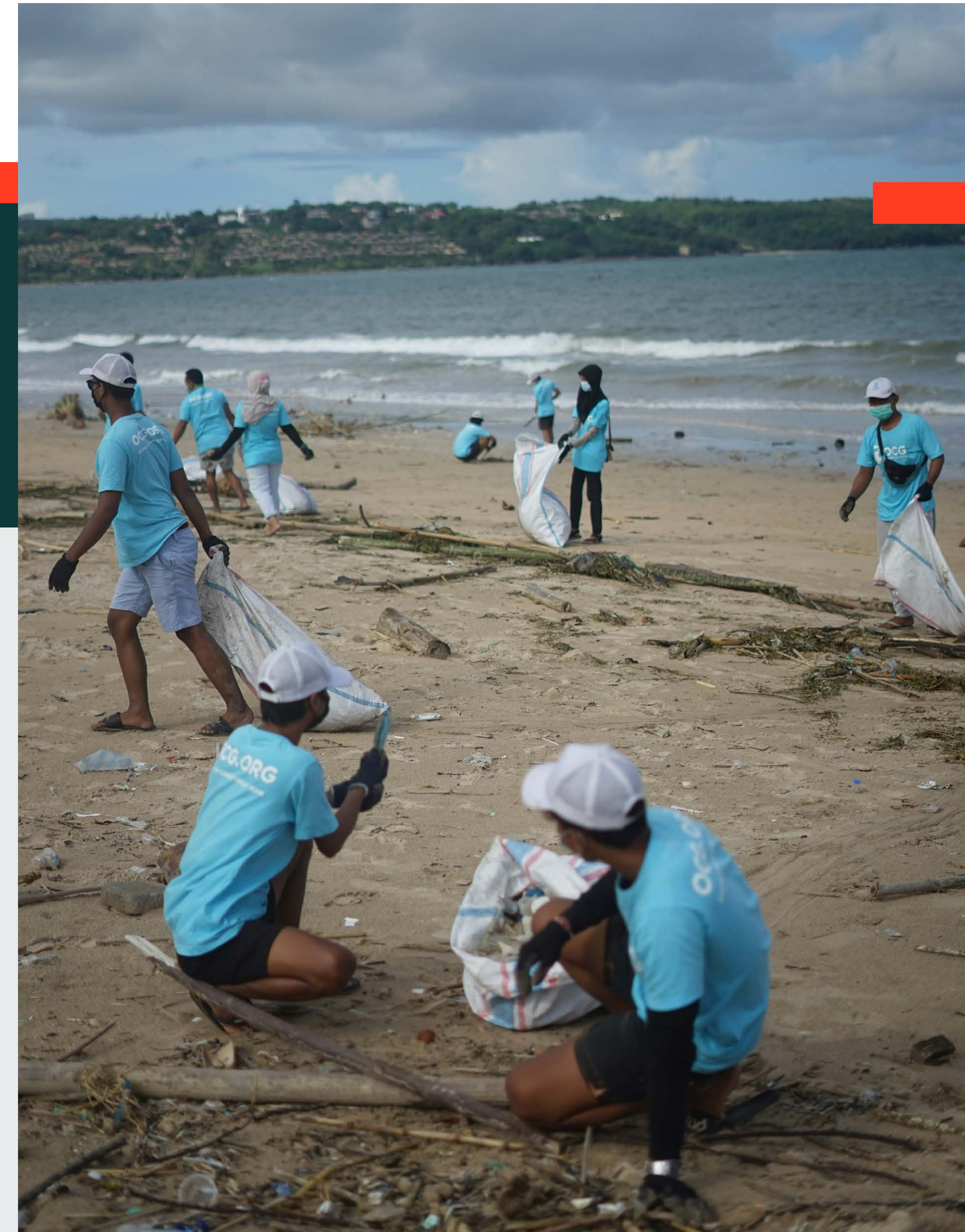
The positive news is that giving is universal. While the scale and routes may differ, most people — on every continent — give. In many places, giving is deeply tied to communal values; where social structures emphasize responsibility to one another, generosity remains strong. This report elevates the collective importance of small acts of generosity around the world, and in doing so, highlights how all types of giving contribute to the global landscape of philanthropy today.

To enable greater generosity, we all need to consider how to grow social norms around giving. Effective philanthropy should strengthen the infrastructure of generosity itself so that it becomes more widespread and sustainable. We can encourage those who can afford to give to give more, and inspire others to join them, by actively participating in and promoting conversations about donors, what their giving enables, and their motivations.

This report is one tool in those conversations.

If we want generosity to thrive in the long run, there are many lessons we can glean from these findings. By understanding what motivates generosity, the sector can work to improve the environment for charities to match expressed interest and expressed need. One illuminating example jumps out from the report: people who have a strong sense of belonging are three times more generous — this tells us that building community locally, nationally, and globally is an important path to increasing support.

We all have a role to play in growing giving. Encouraging conversations, and more importantly, action by individuals and institutions alike, can help build stronger, thriving civil societies.



## About the research

The World Giving Report 2026 — Donor Insights is an annual study by the CAF that explores the attitudes and behaviours of people around giving and charity, and provides insight into the scope and nature of global giving behaviours.

In 2025, we developed a new methodology to our global generosity study to provide a deeper understanding of behaviours and attitudes. The Donor Insights survey expanded from three ‘yes / no’ questions to 28 questions in total. Please note that comparisons between the World Giving Report and previous iterations, which used Gallup’s World Poll, are, therefore, inadvisable. In 2026, the Donor Insights survey was slightly updated again to account for learning from the new 2025 edition.

Data was collected through online surveying with Focaldata. CAF commissioned Focaldata to conduct nationally representative polls in 105 countries, capturing responses from 60,443 respondents. These were carried out from the 5 January to the 18 February 2026, with broad geographic coverage.

We conducted all fieldwork simultaneously (at the start of 2026) and asked about the whole of 2025. Generosity goes through peaks and troughs throughout a year, and some countries will be much more generous in certain months (for example, during an important religious festival / period).

Each country’s sample was nationally representative — typically ranging from n=250 to n=1,000 respondents per country, using quotas of age (18+), gender and region to attain appropriate representation. Throughout the report, averages at the global, continental, and income group levels are calculated across all countries equally — that is, not up or down-weighting countries by size of population.

Read the [full methodology](#).

Image: Clydebank Housing Association



Image: Tapestry Care



Image: Milton Keynes YMCA

## About 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 from 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 impact consulting 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.**

[worldgivingreport.com](http://worldgivingreport.com)