



CAF

WORLD GIVING REPORT

2026

CHARITY INSIGHTS

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Introduction

The Charities Aid Foundation's (CAF) World Giving Report series explores the trends shaping generosity and civil society around the world.

In June, our 2026 Donor Insights Report revealed more in-depth detail about the attitudes and behaviours of charitable donors, and notably the powerful role that belonging plays in generosity.

Now, this 2026 Charity Insights Report explores the global trends and challenges for the social sector. We look at the global funding landscape, the role of lived experience in charity sector recruitment, and how charities around the world are responding to emerging challenges.

The report covers a range of implications for charities, policymakers and funders as the sector as a whole grapples with how to meet ever-increasing demand with often decreasing resources.

Find out more at worldgivingreport.org.

A global community

Thank you to our partner organisations that contribute to the World Giving Report series. Working together, we combine local insight with global evidence to build a richer picture of the charity landscape across 33 countries.

Our report highlights the challenging environment facing charities around the world. More than two thirds of charities have seen an increase in demand in the past year. Understanding how they are navigating this, where support is needed and where the opportunities lie is essential to strengthening their resilience and enabling more of their life-changing work.

We are proud to belong to a global community working to deepen our collective understanding and support more generous cultures of giving around the world. To find out more about our partners and global charity landscapes, 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.





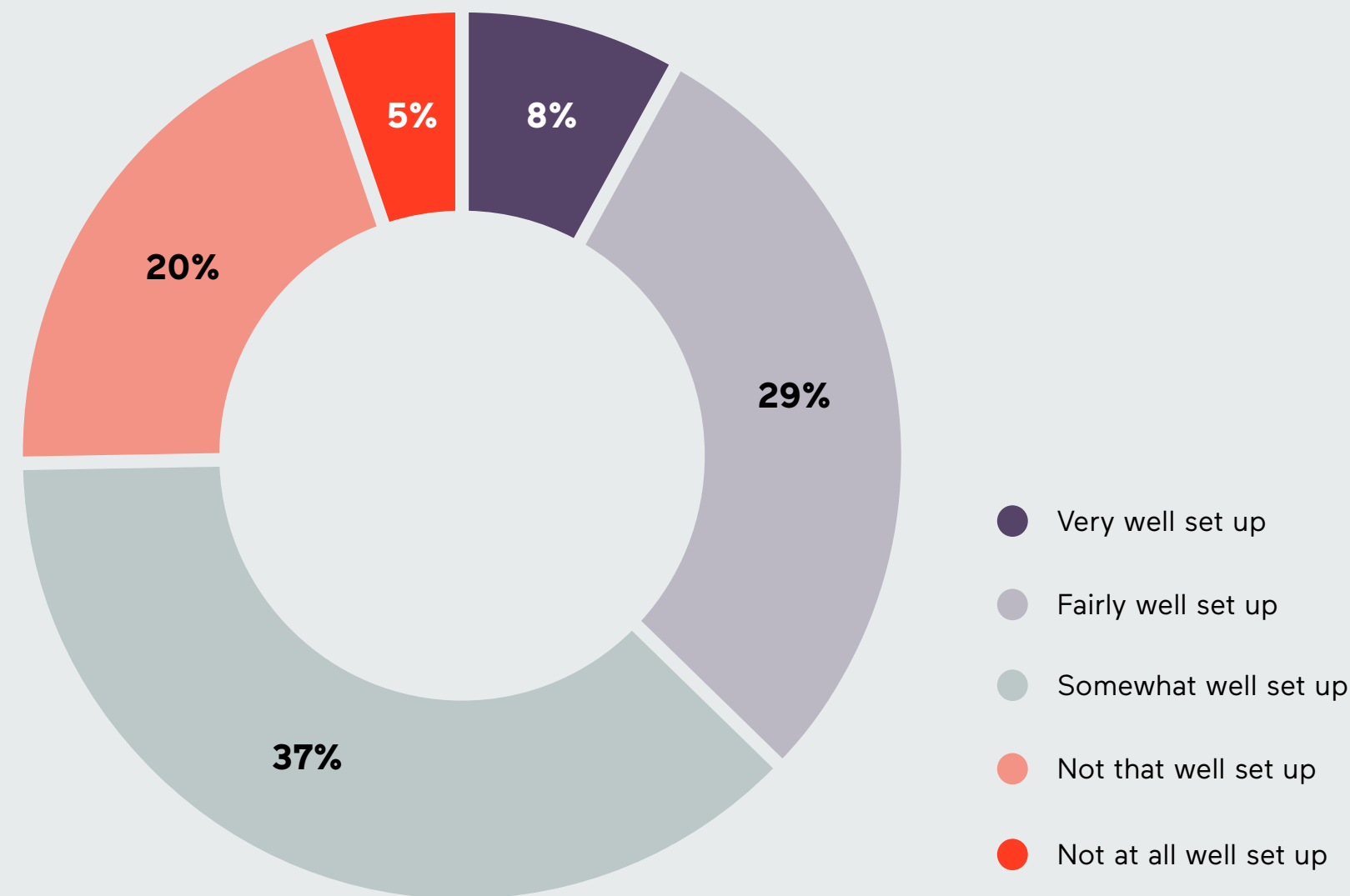
Fewer than two in five charities feel well set up for future success.

We asked charities around the world whether they feel financially and operationally set up for success over the next three years — fewer than two in five of them responded positively, and fewer than one in ten feel ‘very well set up’ for future success.

Larger charities, with over 50 employees, are more confident than their smaller counterparts, while those organisations that work on the frontline — providing crucial services — are among the most pessimistic.

Globally, there is no continent where the majority of charities feel well set up for the coming years. However, the outlook is more positive for those based in North America, Oceania, and Asia, where over 40% feel well set up. However, in South America, it falls to just 26%.

Figure 1. Proportion of charities feeling set up for financial and operational success in the next three years, globally.



Base: All respondents (N=4,138).



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 these organisations as:

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



Charities in lower-income countries are more confident in their future success.



Smaller charities and those on the frontline working directly with people in need are less confident in their future success.



Charities working in arts and culture, environmental, human rights, and mental health causes are less confident they are well set up for success.



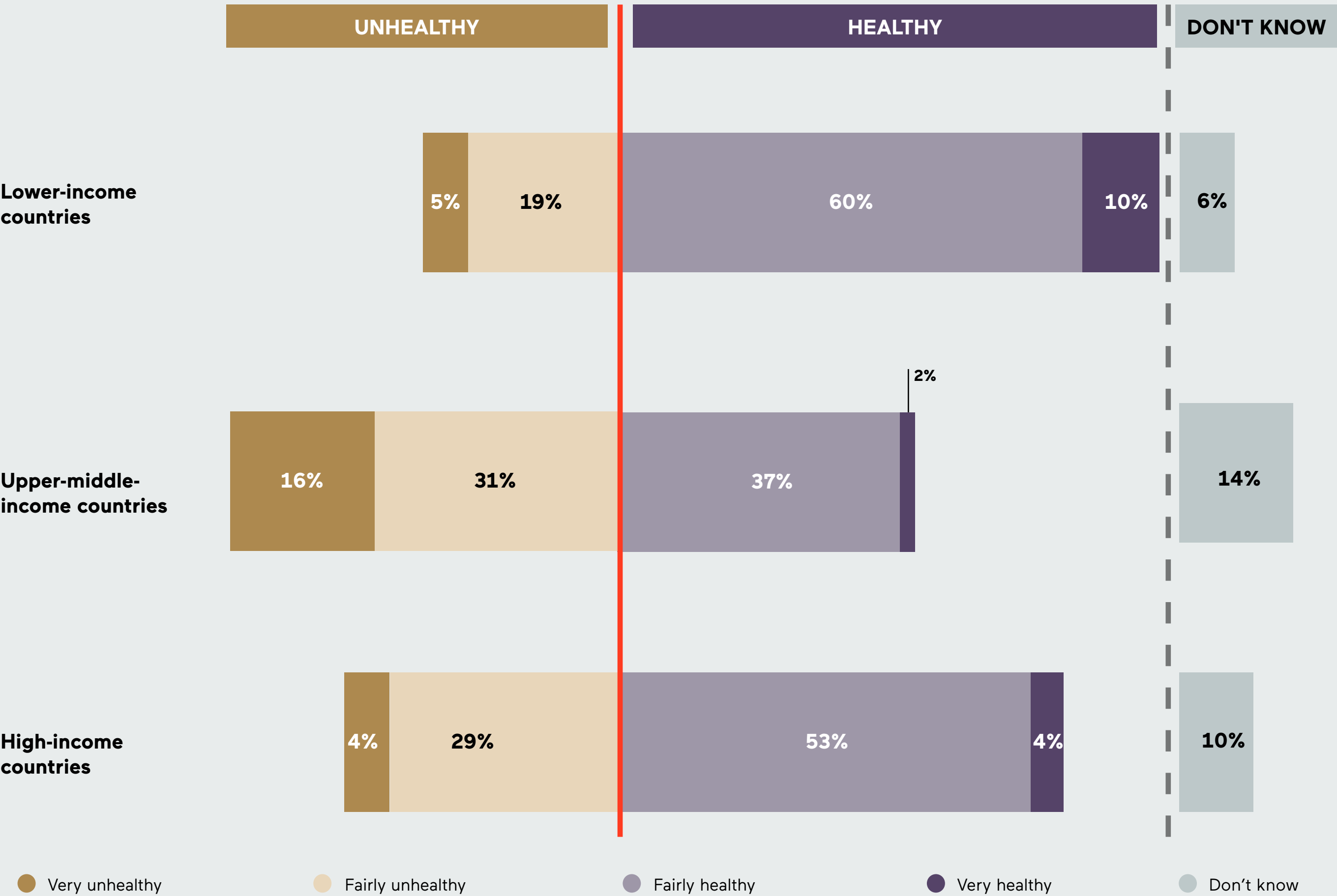
Charities in lower-income countries are most likely to say their sector is healthy.

Globally, more than half of charities say the charity sector in their country is either very or fairly healthy (56%), while 34% say it is very or fairly unhealthy, and 10% say they do not know.

Charities in Oceania, Africa, and Asia perceive their sectors to be the healthiest. Europe and South America report less positive perceptions of health, on average. In general, charities in lower-income countries are the most positive — 70% say their sector is healthy, compared to 57% in high-income countries, and as little as 39% in upper-middle-income countries.

Larger charities (with over 50 employees) and those that work in multiple countries are more likely to say that their sector is healthy (70% and 65% respectively), as well as health and religious charities (66% and 67% respectively).

Figure 2. Charity leaders’ perspective on the health of the charity sector, by economy type.

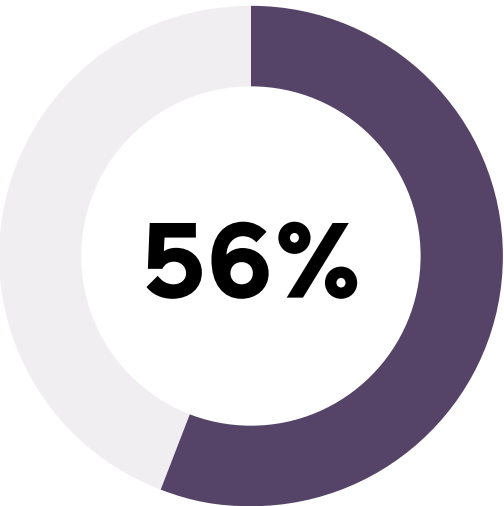


Base: All respondents (Lower-income countries, N=1,013; Upper-middle-income countries, N=894; High-income countries, N=2,257).

The economy-type classifications are based on World Bank income groupings. Only three low-income country were included in our research (Ethiopia, Mozambique and Uganda). Charity responses collected in these three countries have been added to those collected in lower-middle-income countries in a group we have called 'lower-income countries' throughout the report.

How charities perceive sector health.

HEALTHY



of charities say the charity sector in their country is healthy.

Top three reasons given:

- Visible impact through essential services and community support.
- Charities are resilient and adaptive despite challenges.
- A strong culture of generosity and volunteering in the country.

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Organisations consistently step in to fill critical gaps, and collaboration during crises demonstrates adaptability. While challenges remain, the sector continues to play a vital role in sustaining communities.

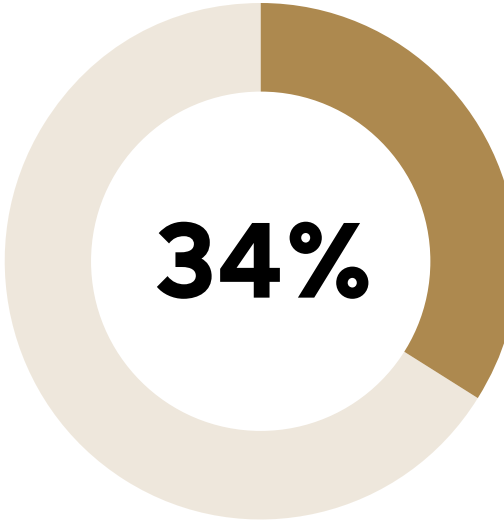
Community development charity in South Africa

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Demand for services remains strong, and organisations are finding new ways to innovate, engage supporters, and sustain their work. This resilience and ability to evolve show that the sector is active, responsive, and positioned for long-term impact.

Health charity in the Philippines

UNHEALTHY



of charities say the charity sector in their country is unhealthy.

Top three reasons given:

- Funding shortages and financial instability.
- Government hostility, political interference, and shrinking civic space.
- Low public trust, poor reputation, and a lack of recognition.

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An essential factor is trust. Part of society continues to view NGOs with scepticism, often due to insufficient information about their role or because of negative public narratives.

This makes both fundraising and the engagement of volunteers and partners more difficult.

Children and young people’s charity in Bulgaria

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There is increasing competition for shrinking funding pools. Many organisations are heavily dependent on short-term, project-based grants, which creates financial instability and discourages long-term planning and institutional strengthening.

While accountability is essential, excessive reporting requirements can divert time and resources away from community impact and toward paperwork and donor management.

Community development charity in Pakistan

Base: All respondents who say the sector is healthy and gave a reason why (N=1,680).

Base: All respondents who say the sector is unhealthy and gave a reason why (N=1,380).

Two thirds of charities have seen an increase in demand — most of them are finding it hard to cope.

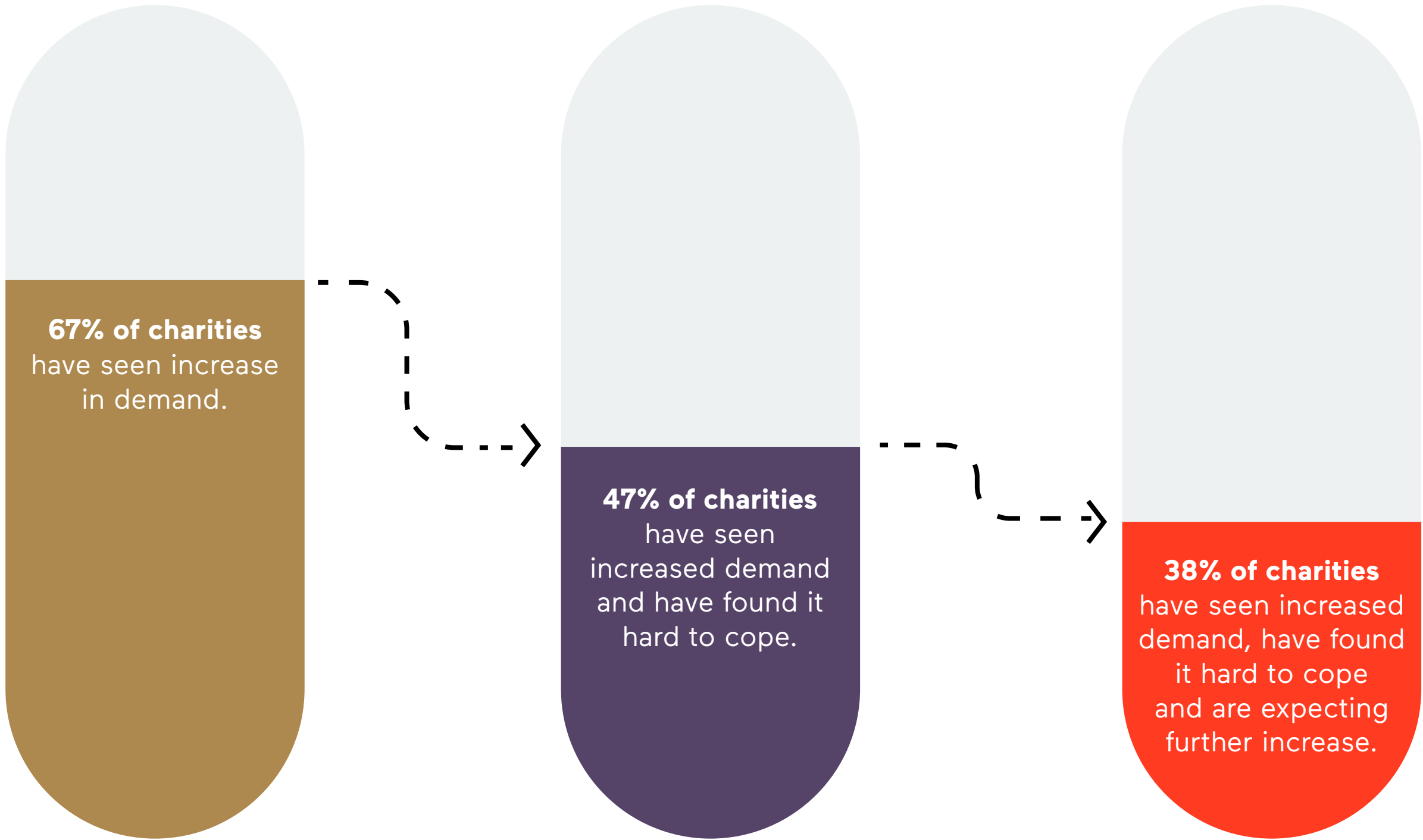
In the past year, demand has increased for almost seven out of ten charities (67%), and over a third say that demand has increased ‘a lot’ (36%).

Figure three shows that most charities who have seen an increase in demand have found it difficult to cope, and the vast majority of them are expecting a further increase. Overall, almost two in five charities (38%) are in this challenging position.

Charities in lower-income countries have seen the greatest increase in demand, and they are also most likely to have found it difficult to cope with the increase. By cause, homelessness charities have been hit hardest by increased demand, with 77% experiencing an increase and 83% of those finding it difficult to cope.



Figure 3. How increased demand is affecting charities globally.



Base: All respondents (N=5,451).



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To cope with increased demand, our organisation conducts ongoing needs assessments, which we use to strategically review and prioritise the services we are offering, to target new activities, and to develop innovative solutions to service gaps.

Education charity in Canada

The characteristics that help a charity be resilient.

At CAF, we define resilience as the ability of charities to recover and learn from setbacks and be prepared for challenges and opportunities.

As we navigate challenging environments, finding practical ways to build resilience is crucial. Through CAF's research and consultancy work with charities, we have defined six key characteristics of resilience. These serve as a useful framework for charities when thinking about their resilience.

Our research explores how charities are faring in each of these areas and how organisations are innovating and adapting to challenges. We believe that funders and policy-makers can do more to support the resilience of charities and civil society more broadly.



Ashling Cashmore
Head of Impact,
Charities Aid Foundation

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Charities are increasingly aware of the need to invest in themselves to build their organisational resilience and be prepared for future challenges and opportunities. However, finding funds for resilience work is difficult as this is often labelled as 'overheads' and can be a harder sell than direct delivery work with communities and people. Funders investing in resilience are giving charities the capacity to strengthen and drive their impact.



Purpose

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



Financially and operationally fit

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



Evidencing impact

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



People and culture

Having the right employees and prioritising their development and wellbeing, supported by effective leadership.



Well networked

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



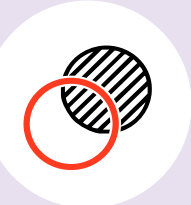
External awareness

Awareness of the political, economic, local and national context. Scanning the horizon for threats and opportunities.

Many charities are struggling for funding, resources or people.

Across the world, charities are facing a variety of challenges that affect their resilience for the future. Issues around finances are almost twice as common as any other, with eight in ten charities mentioning at least one financial challenge — rising to 85% in lower-income countries.

Operational challenges are prevalent across the globe, while charities in higher-income countries are more likely to list issues around purpose and impact.



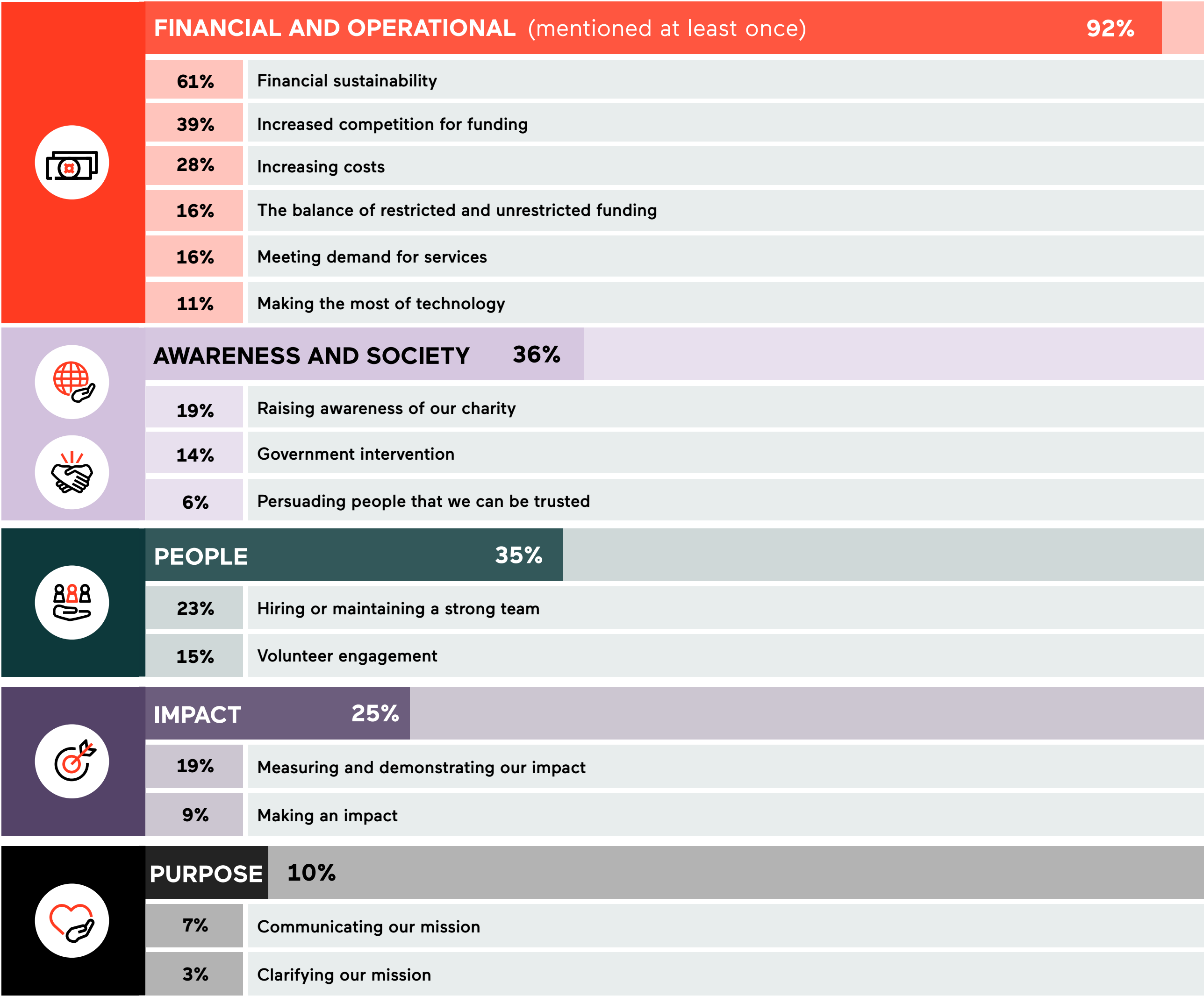
Are charities undervaluing transparency and impact communications?

Although relatively few charities list measuring impact or winning trust among their key challenges (19% and 6% respectively), data from donors suggests that they may be underestimating the importance of these issues.

For the 2026 World Giving Report: Donor Insights, we asked people how charities could encourage them to donate. Transparency and impact communications were the most commonly selected responses, with 63% of people choosing one of those options.



Figure 4. Key challenges facing charities globally.



Base: All respondents (N=5,482). 'Other challenges: 1%' is not displayed on the chart.



FINANCIAL FITNESS

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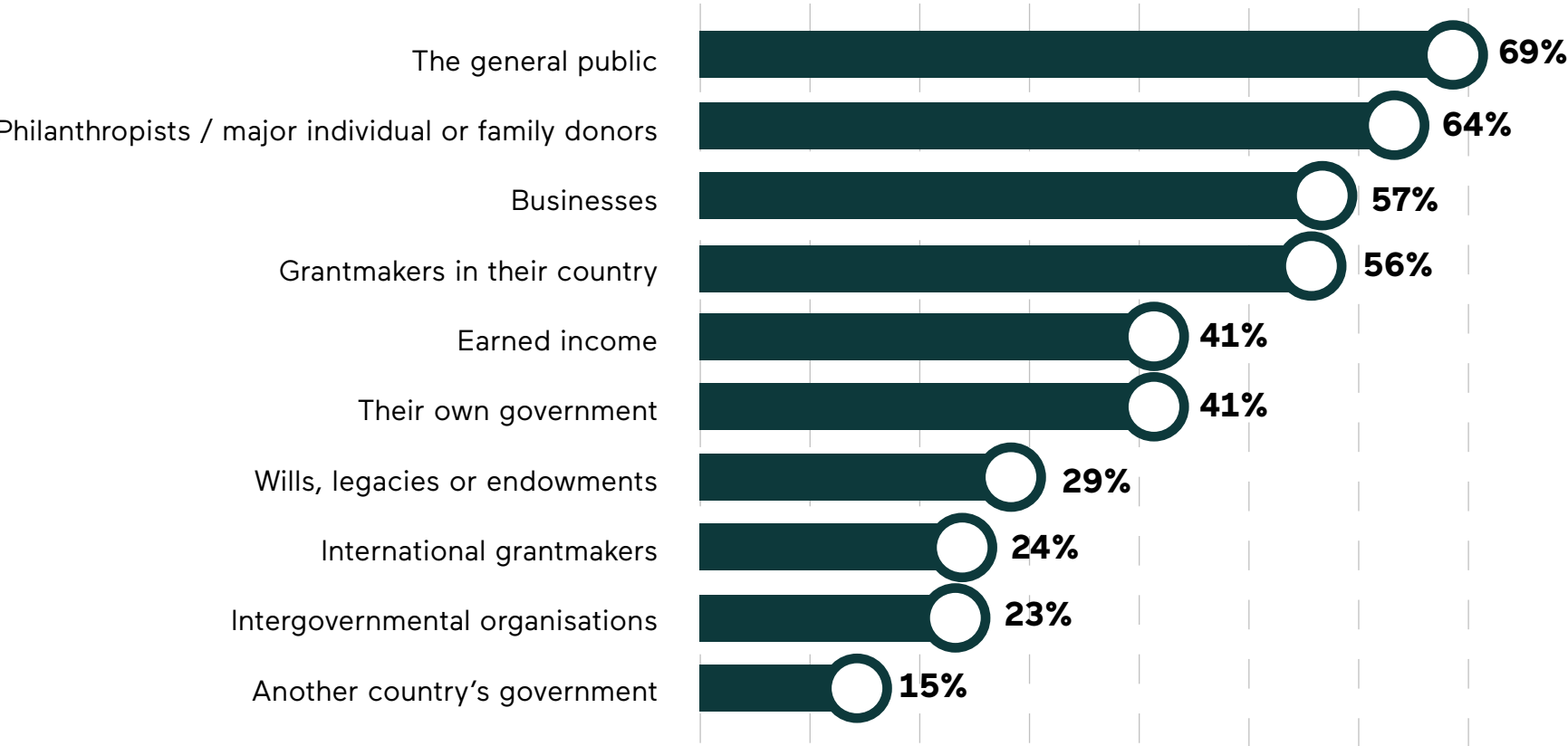
Charities in lower-income countries receive most funding from outside their country.

Charities receive funding from an average of four sources, but this is higher for charities that are larger in size (more than 50 employees) or located in high-income countries. Donations from the general public are the most widely received source of funding in high-income countries and upper-middle-income countries. In lower-income countries, there is more reliance on major donors.

Only one in five charities (22%) feel confident that their income streams are diverse enough to cope with a sudden decrease from any one of these streams, while almost half (44%) also projected they would not be able to last more than six months if external funding stopped.

Charities that receive any income from wills, endowments and legacies are the most likely to feel well set up for the future (50% feel well set up versus 38% global average).

Figure 5. Proportion of global charities that receive each type of funding.



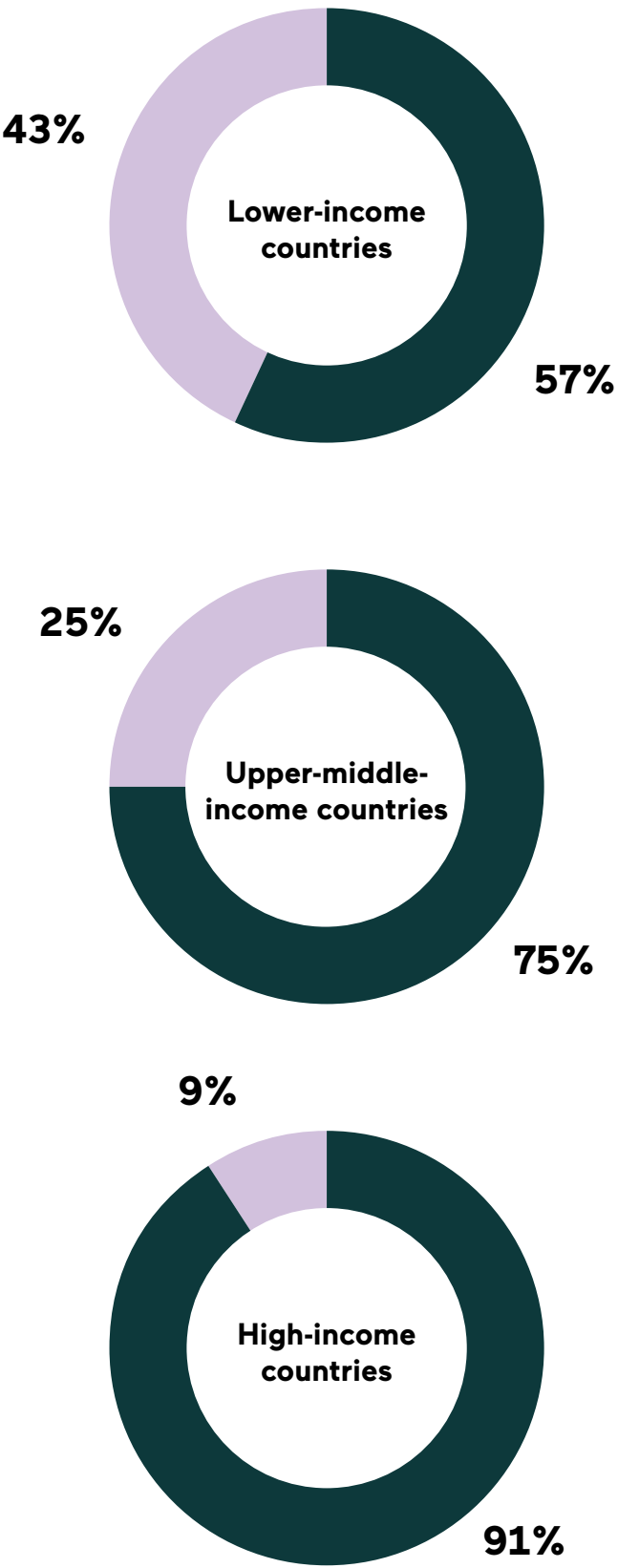
Base: All respondents (N=4,979).



Charities in lower-income countries receive almost five times as much funding from outside their country compared to high-income countries.

Figure 6. Average proportion of funding from inside versus outside their country, shown by country income grouping.

● % of funding from inside country ● % of funding from outside country



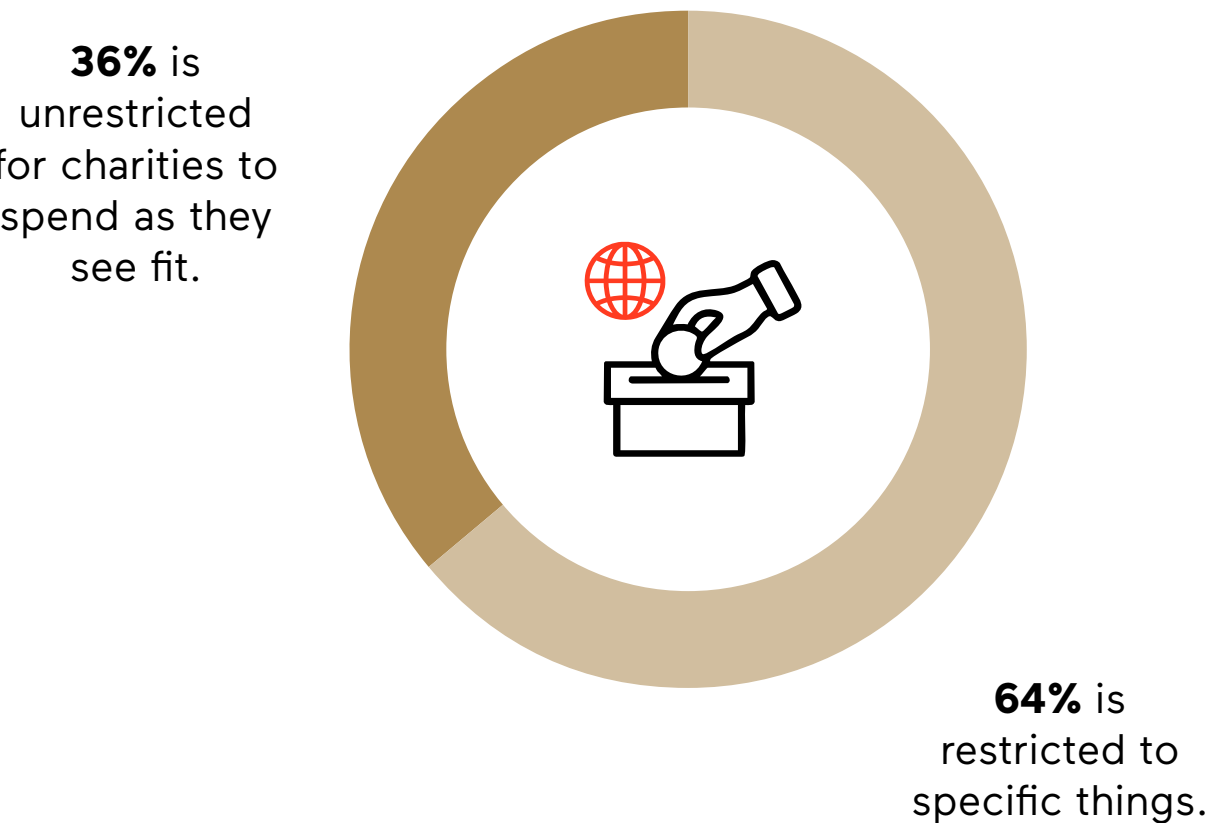
Base: All respondents (Lower-income countries, N=1,273; Upper-middle-income countries, N=1,063; High-income countries, N=2,676).

Half of charities say their funding balance makes it difficult to achieve their goals.

Charities estimate that almost two thirds of their funding is restricted, on average and only half of them have a mix of funding that makes it easy to achieve their goals.

Charities that have the most restricted funding are those that receive any income from other countries' governments, intergovernmental organisations and international grantmakers (all of them receive over 72% average restricted funding).

Figure 7. The balance of funding received by charities globally.



Funding in high-income countries allows charities more freedom. On average, 43% is unrestricted compared to 31% elsewhere.

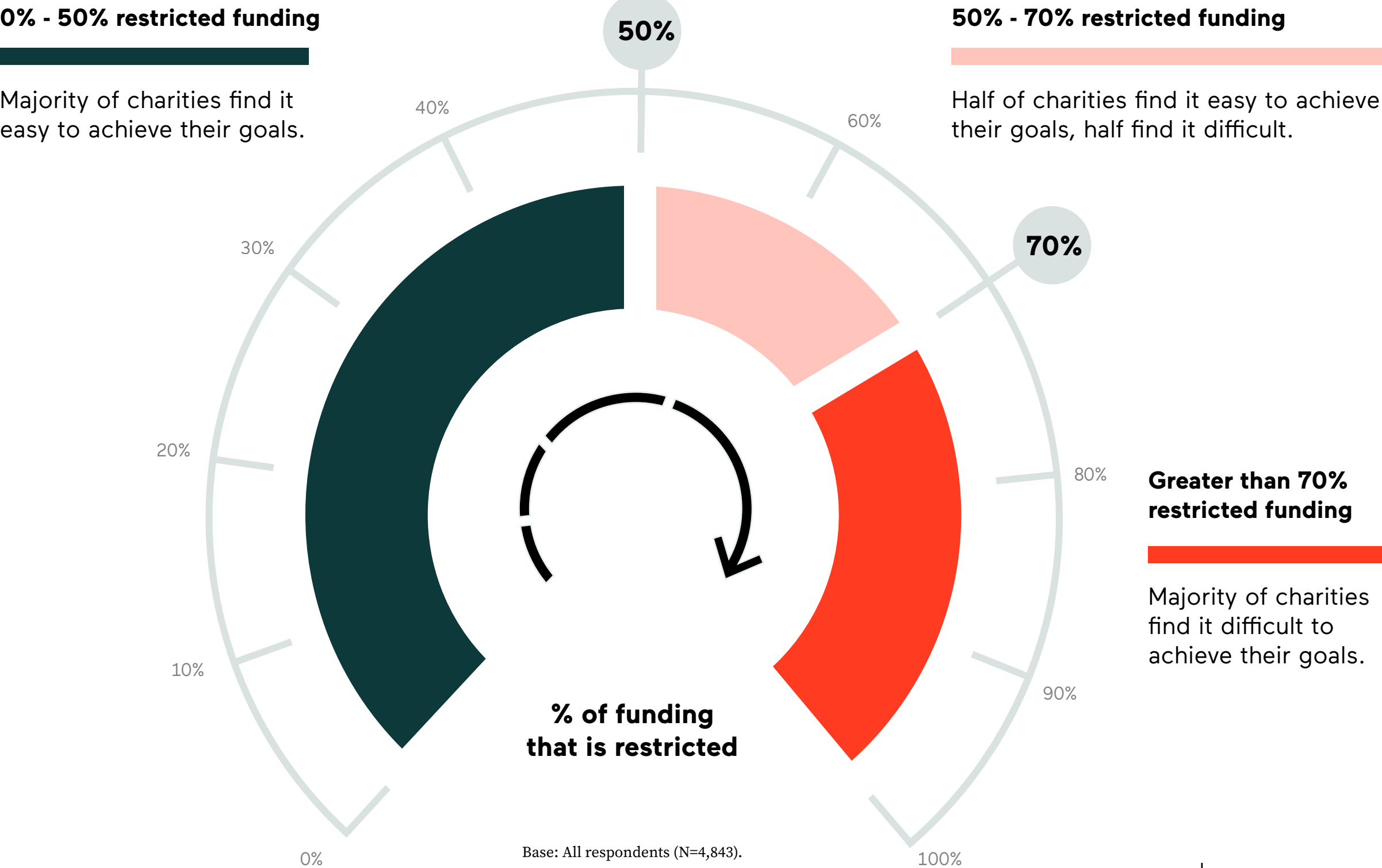


Trust organisations more and give them space to decide where funds should go. Organisations need true decision-making power.

Children and young people’s charity in Nigeria

Figure eight shows that if restricted funding climbs to 70% or more, most charities find it difficult to achieve their goals (64% on average). When average restricted funding is 50% or below, the majority of charities find it easy to achieve their goals with their balance of funding.

Figure 8. The effect of restricted funding on a charity’s success.





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Delivered alongside unrestricted or flexible funding, when rooted in strong relationships and tailored to the organisation’s needs, capacity building support can be a highly effective means of investing in a charity and building their resilience.

Ashling Cashmore

Head of Impact,
Charities Aid Foundation

Almost all charities want funders to support capacity building.

Nine in 10 charities (92%) say there is at least one way funders can do more to support them, rising to 96% of charities that receive funding from international governments, intergovernmental organisations or international grantmakers.

Almost two thirds of charities would like funders to facilitate more networking and learning opportunities — the only option chosen by the majority. Smaller charities are more likely to ask for strategic advice from funders, while their larger counterparts lean towards research and learning.

Charities in high-income countries are more than twice as likely to ask funders to be less demanding with their asks (46% in high-income countries compared to 20% in lower-income countries). Meanwhile, double the proportion of charities in lower-income countries would like leadership coaching (57% versus 23% in high-income countries).

Figure 9. How funders could empower charities to do more globally.



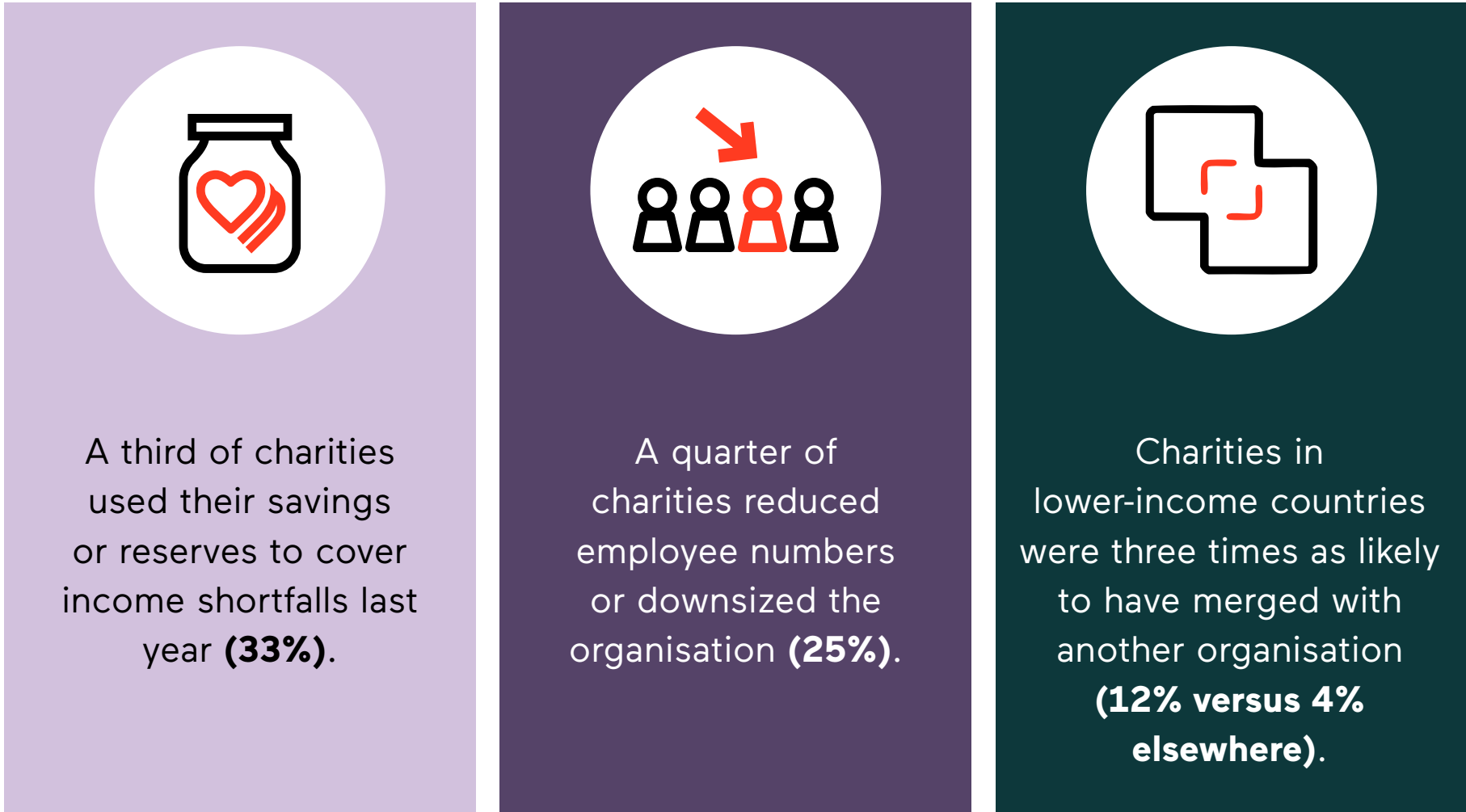
Base: All respondents (N=4,745).

Charities are diversifying income, but still a third used reserves to cover shortfalls.

The most common action charities have taken in response to the current funding environment is to diversify — 37% have broadened their income streams in the past year. Alongside this, 21% generated income through investments.

Charities that feel confident in the diversity of their income streams are over three times more likely to feel well set up for future success (68% feel well set up versus 21% of those who are not confident in their income diversity).

Although these are positive shifts towards diversification, results show that other actions have also been necessary:



CASE STUDY

The PULSE Foundation has 27 years of experience in violence prevention and in providing comprehensive support programmes for people affected by violence in Bulgaria. Over the years of its existence, PULSE has supported more than 14,000 children and adults through its therapeutic, crisis, social and community programmes.

A few years ago, the charity went through a serious financial crisis — several project proposals did not receive funding and donations were minimal. Their work depended to a very large extent on project-based financing, which by its nature was periodic and unpredictable. This crisis became an important turning point. PULSE began to invest more in fundraising, individual and corporate giving, and in planning the diversification of funding sources as a long-term strategy.

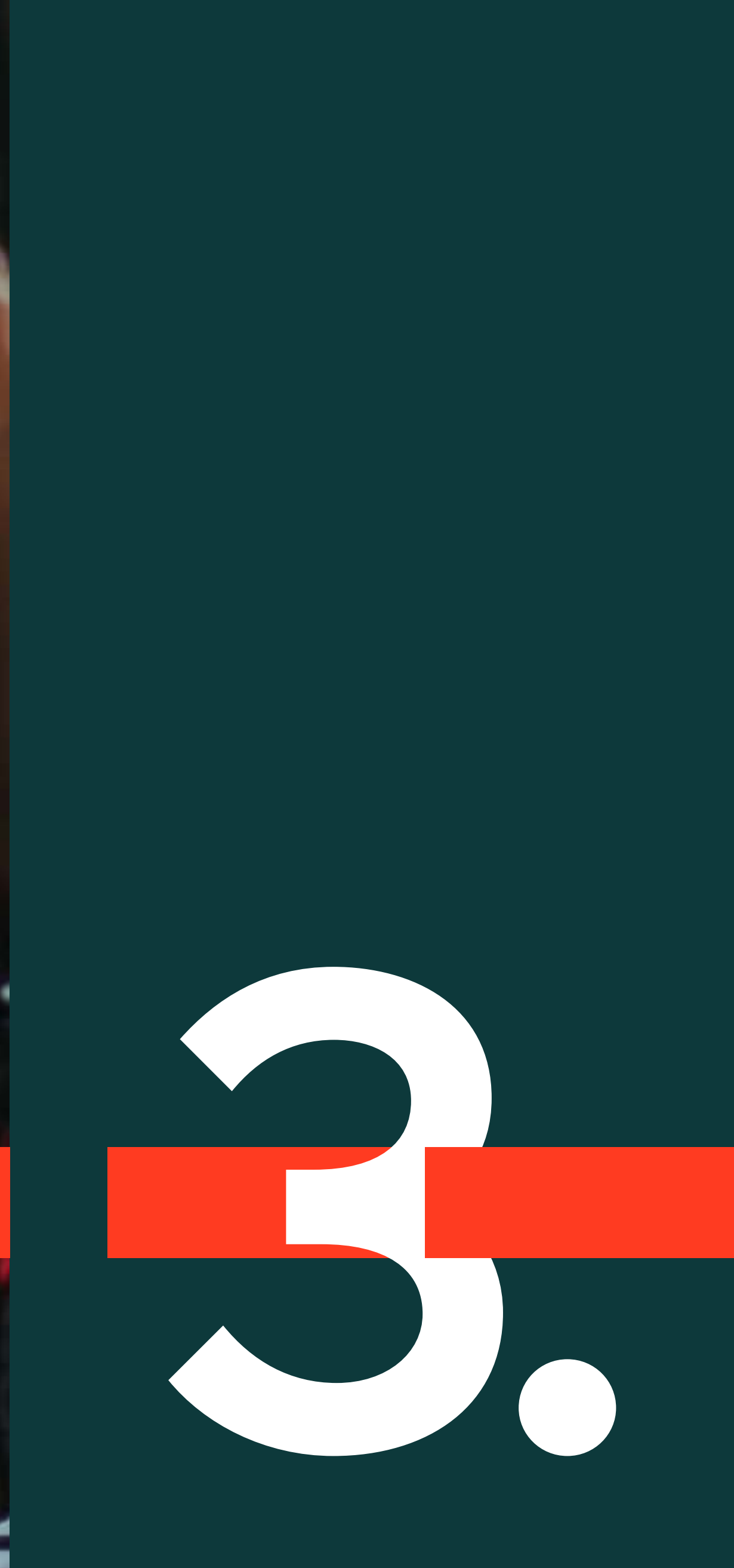
Since then, PULSE has developed various opportunities for corporate partnership. One of their successful approaches is creative charity workshops in which company employees make different products themselves, such as decorations, handmade tulips and other items.

In parallel, they run thematic donation campaigns aimed at the specific and immediate needs of the people they support. This allows them not only to raise additional funds but also to show clearly and understandably how donor support turns into real help.

Another important part of PULSE's sustainability strategy is the development of a social enterprise for women who have experienced violence. Through it, they aim to create opportunities for employment, practical skills, financial independence, and a more sustainable path toward an autonomous life. This year, they are preparing for the next important step — opening a pastry shop as part of the social enterprise.

This model makes PULSE more resilient because it reduces their dependence on a single source of funding, allowing greater flexibility and the ability to continue providing support even when a particular source of funds ends or is insufficient. For PULSE, diversification is not only a financial strategy, it is also a way to build a broader community of people and organisations who share their mission for a life free from violence.





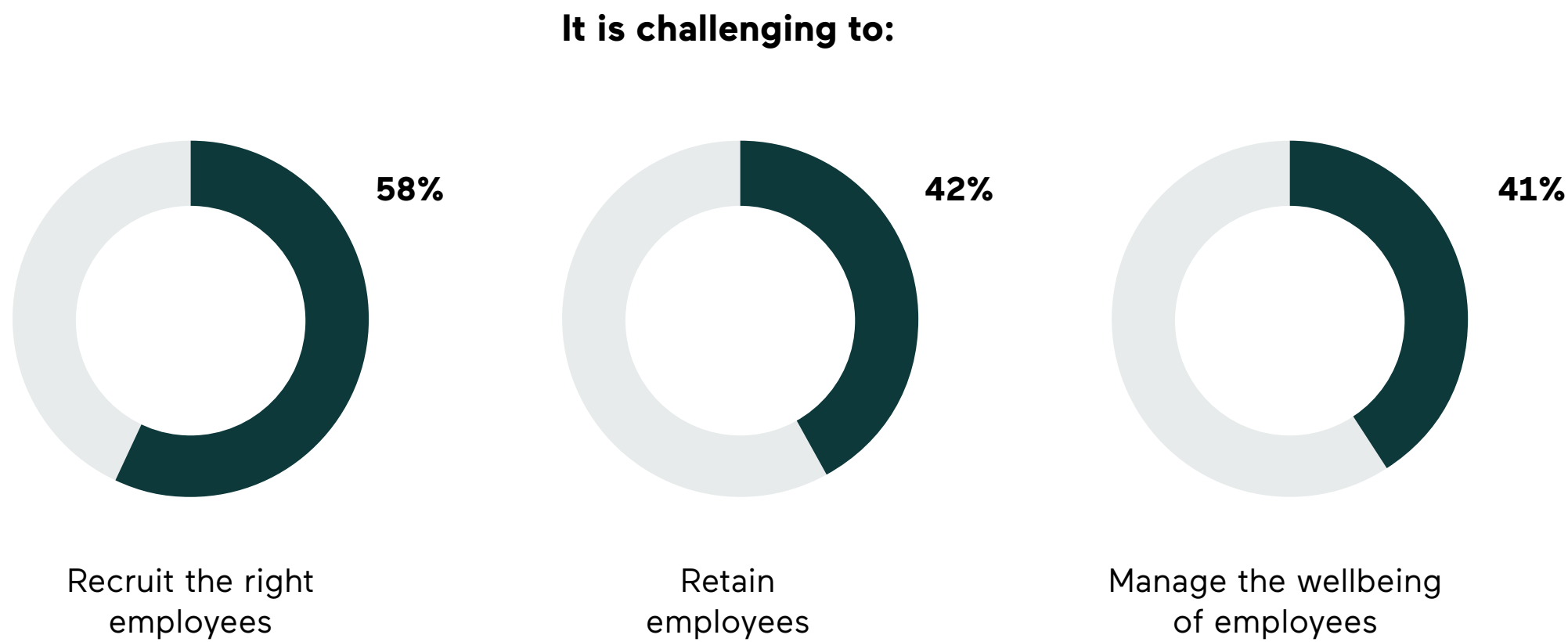
PEOPLE AND CULTURE

Three quarters of charities say lived experience is important when hiring.

Almost three quarters of charities (73%) consider a candidate’s lived experience of their cause areas to be important when hiring for relevant roles. This rises to 80% in lower-income countries, where almost half say it is ‘essential’ (45%). Humanitarian aid and community development charities also place particular importance on lived experience (81% and 79% respectively).

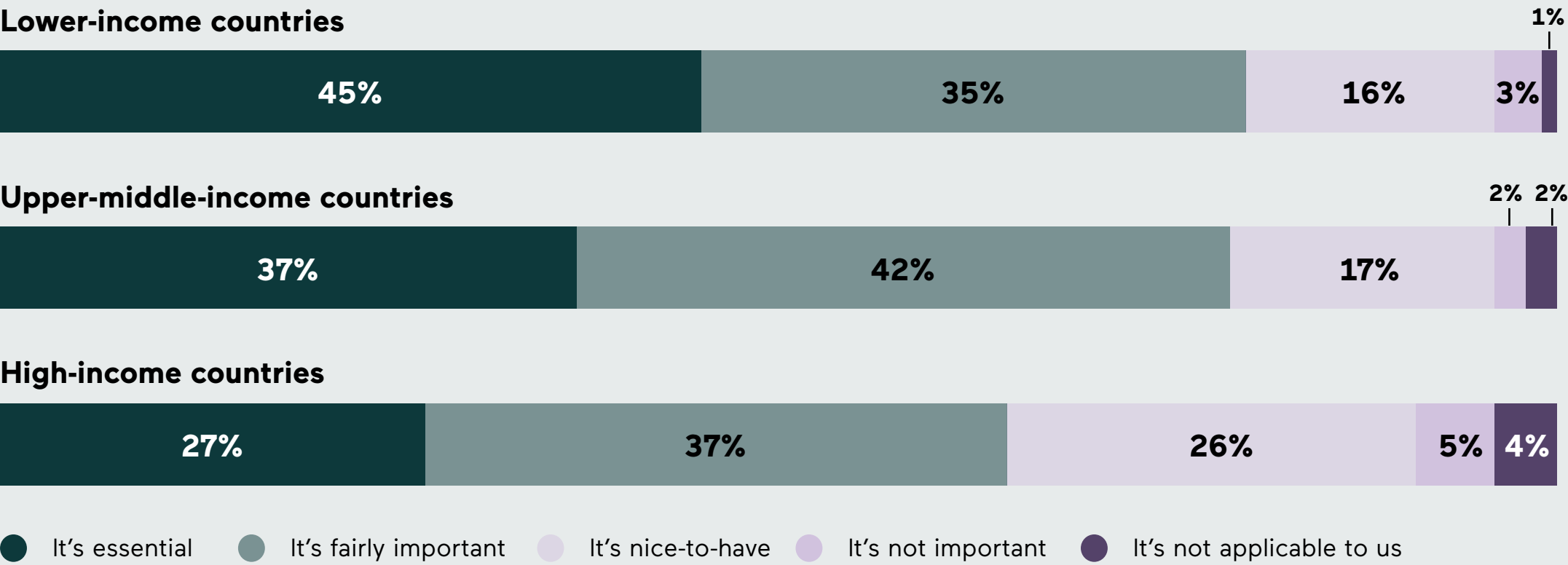
However, most charities find it challenging to recruit the right employees, more so than retaining them or managing their wellbeing. Frontline charities, local and regional charities and those in lower-income countries are all more likely to find recruitment challenging.

Figure 10. Challenges around people and culture.



Base: All respondents (N=4,572).

Figure 11. Importance of a candidate’s lived experience when hiring, by economy type.



Base: All respondents (Lower-income countries, N=1,070; Upper-middle-income countries, N=899; High-income countries, N=2,164).



Charity leaders spend most of their time on operational rather than strategic tasks.

On average, charity leaders spend 64% of their time doing day-to-day tasks that keep the organisation running, rising to 69% in high-income countries. Most leaders would like to spend more time on strategic work, particularly future planning and fundraising.

Leaders of charities that feel well set up for the future still spend the majority of their time on day-to-day tasks (62% on average). However, regardless of the pressures on their time, they are less likely than other leaders to deprioritise looking for funding.

Figure 12. How the average charity leader spends their time globally.



Base: All charity leaders (N=3,335).



of charity leaders would like to have more time to spend on strategic work for the longer-term.

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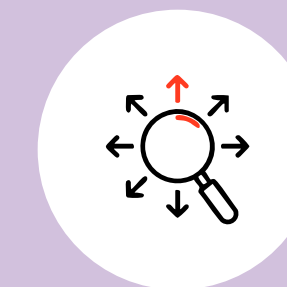
We need to professionalise the management of the organisation while continuing to manage tasks. I am aware that this is a vicious circle, but as soon as I let go of daily management, I get overwhelmed by everything that needs to be done.

| **Poverty relief charity in France**

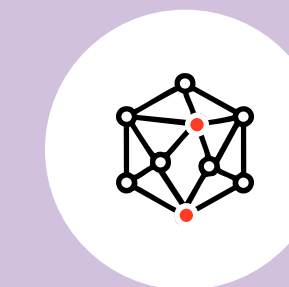
What gets deprioritised?



Planning for the future and strategising



Looking for funding or writing funding applications



Networking and collaborating with other charities

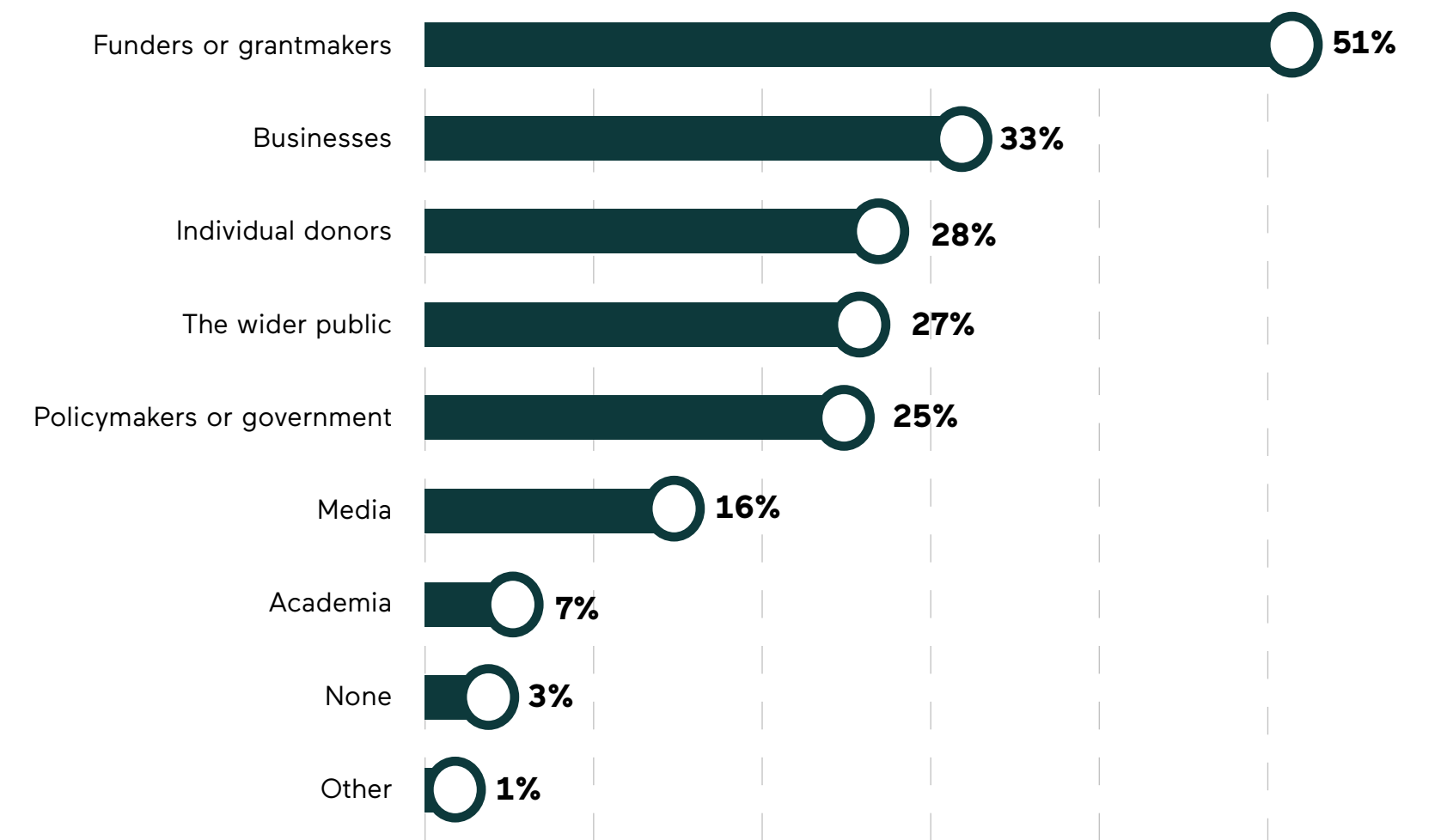


Most charities are clear on their mission, but would like to engage funders better.

As many as 85% of charities say their mission is clear to internal stakeholders, with 50% saying that it is ‘very clear’. Charities find it more challenging to communicate with external stakeholders, but the majority still feel confident in the clarity of their mission (71%).

Although most charities say they communicate clearly to external stakeholders, nearly all (97%) said there was at least one audience who they would like to do a better job of engaging, with funders and grantmakers at the top of the list.

Figure 13. Who charities would like to do a better job of engaging globally.



Base: All respondents (N=4,479).



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We want to better engage businesses and other funders because achieving our mission requires long-term, sustainable investment and broader partnerships that can amplify our reach and impact. However, this has been difficult because we have not previously engaged businesses, and there is often a gap between how grassroots, community-led work is communicated and what businesses are used to seeing. We are still learning how to translate our impact into language, models, and opportunities that resonate with the private sector, while staying true to our values and the lived realities of the girls we serve.

Children and young people's charity in South Africa

Defining purpose: charities recommend simplicity, consistency and broad engagement.

We asked charities with clear missions to give one piece of advice to help others do the same. These are their top three insights:

Keep the mission simple, brief and easy to understand.

“

Define your mission and vision in a way that a small child can understand and relate to, and then communicate it consistently across every platform and interaction, both internally and externally. When your mission is simple and consistently demonstrated, external stakeholders don't just hear it — they see it in action and can trust it.

| Sports and community development charity in Nigeria

Communicate the mission consistently and repeatedly across all channels.

“

A clear mission becomes meaningful when it is consistently translated into simple, human language and demonstrated through action. We found that aligning all communications (from leadership messaging to field activities) around a single, concise purpose helps stakeholders immediately understand who we serve, why we exist and what impact we seek to create.

| Education charity in Pakistan

Engage stakeholders and communities in shaping, sharing or owning the mission.

“

A clear mission comes from truly listening to the community. We build our projects together with the community through listening sessions, visits and discussion circles, ensuring that everyone feels part of it.

| Community development charity in Brazil

Charities with a formal framework are three times more confident at capturing their impact.

Charities are much more likely to feel confident that they capture their impact effectively when using a formal framework to do so (76% feel confident compared to 26% of charities who do not use a framework and have no plans to do so).

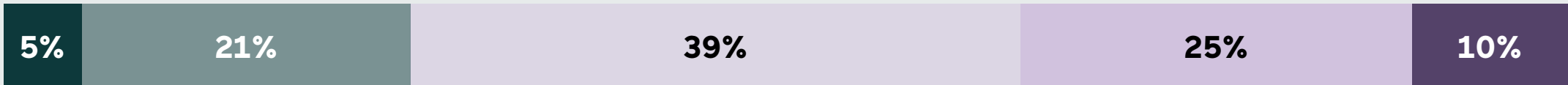
Most charities either have a formal framework in place (43%) or are in the process of developing one (39%). This leaves 14% of charities globally with no formalised way of capturing the impact their organisation is making. Charities in low-income countries — where funding often comes from abroad and more of it is restricted — are the most likely to have a framework in place already.

Charities that capture their income well also tend to be confident in how they communicate it. Ultimately, charities that both capture and communicate their impact clearly feel better set up for the future.

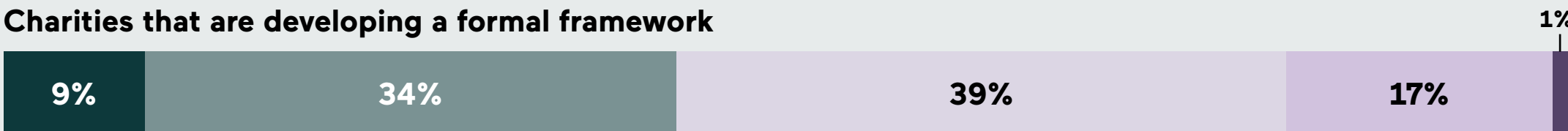
Figure 14. How effectively charities, with different impact frameworks, capture their impact.

Very effectively Fairly effectively Somewhat effectively Not very effectively Not at all effectively

Charities with no formal framework



Charities that are developing a formal framework



Charities that already use a formal framework



Base: All respondents (Charities with no formal impact framework, N=726; Charities developing a formal impact framework, N=1,720; Charities that already use a formal impact framework, N=1,707).





Most charities say networks are important to their success.

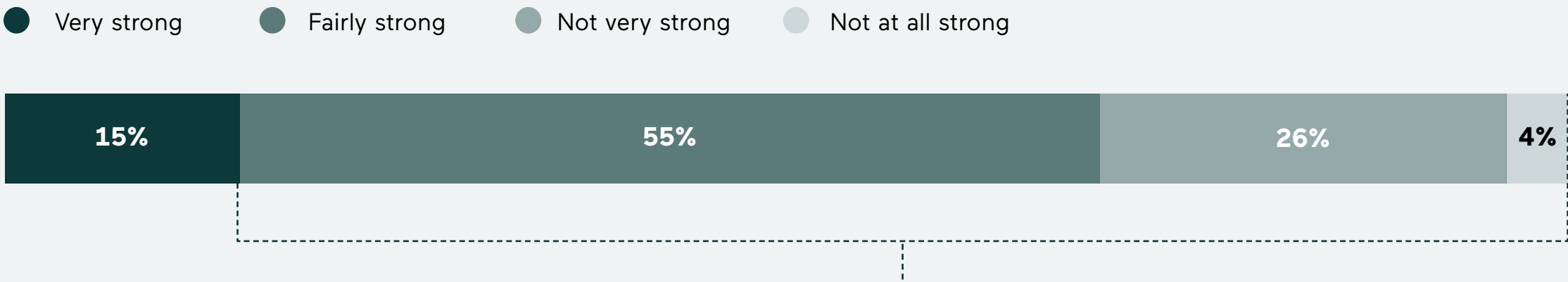
Seven out of 10 charities (70%) say that they have strong networks with other organisations across civil society. Advocacy organisations are especially well connected (80% have strong networks), as well as charities in lower-income countries (74%).

Almost all charities that have strong networks (91%) say that those connections are important in helping them achieve their goals.

For those that find networking challenging in high-income countries, the main barrier is limited time. Charities in lower-income countries face a wider range of barriers. They are at least twice as likely to struggle with a lack of networking opportunities, geographical barriers, and technological obstacles than those in high-income countries.



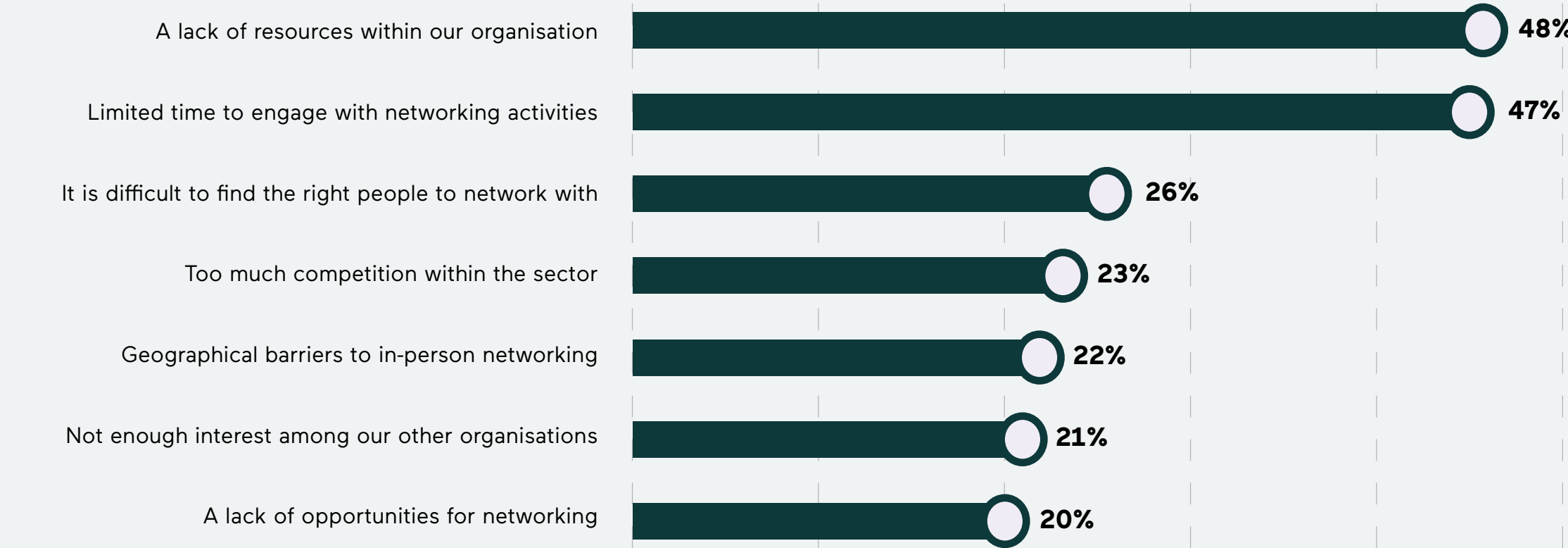
Figure 15.1. The strength of charities' civil society networks globally.



Most charities say a lack of time and resources are the main barriers to networking.

Base: All respondents (N=4,380).

Figure 15.2. The top barriers to developing civil society networks globally.¹



Base: Respondents with networks that are fairly strong, not very strong, or not at all strong (N=3,744).

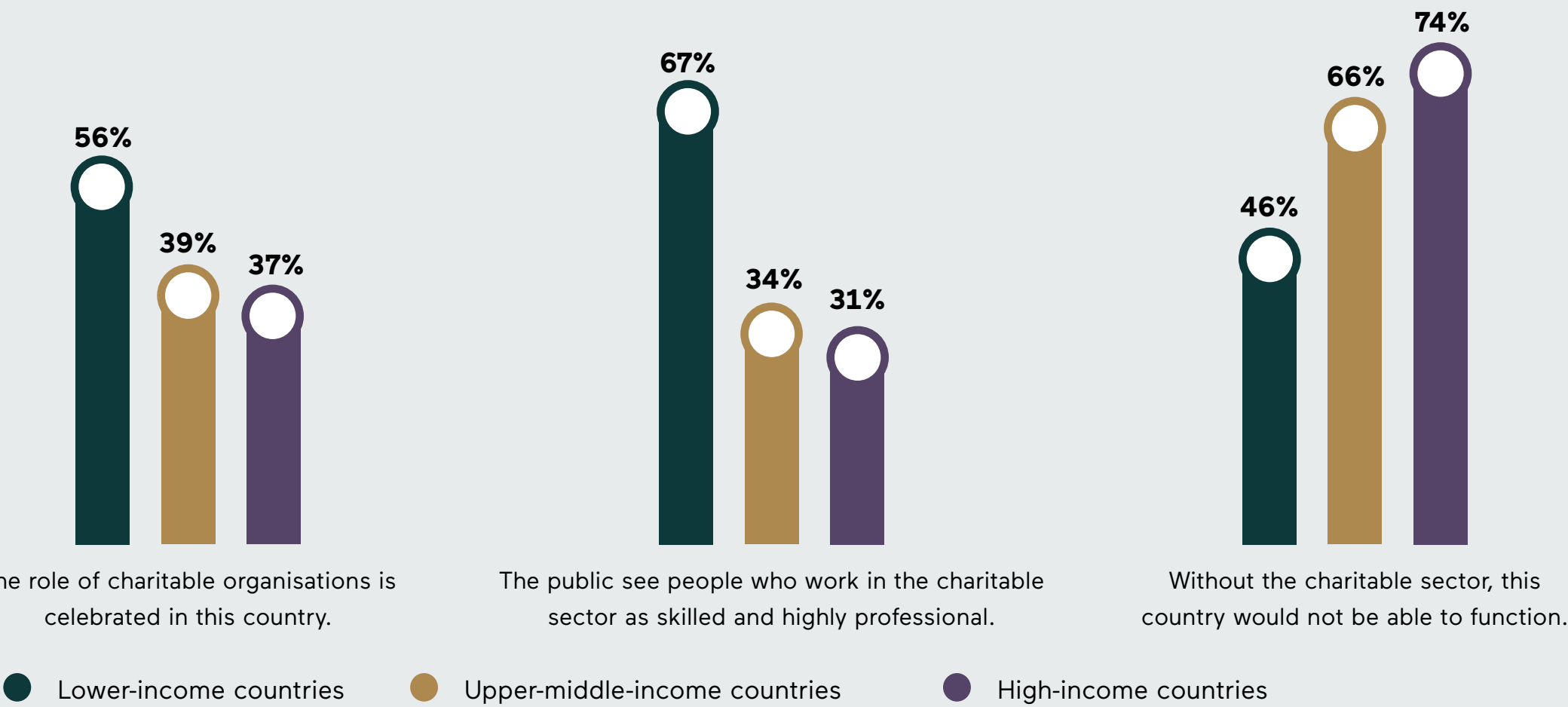
¹ The top seven answers only are shown. These answers are not displayed on the chart: Hard to justify as a priority, 13%; Lack of trust, 10%; Technological/digital barriers to online networking, 9%; There are no barriers, 7%; Something else, 3%.

Charity leaders in high-income countries feel that the sector is undervalued by the public.

In high-income countries, three quarters of charity leaders (74%) say that the country depends on the charity sector, but only 37% feel that the role of charities is celebrated. An even smaller proportion — under a third — think people working in the sector are seen as skilled and highly professional (31%). The picture is similar in upper-middle-income countries.

In lower-income countries, where charities are also more likely to say that the sector is healthy, the majority feel celebrated and respected by the public.

Figure 16. How charities feel perceived by the public, by economy type. Percentage agreeing with the following statements:



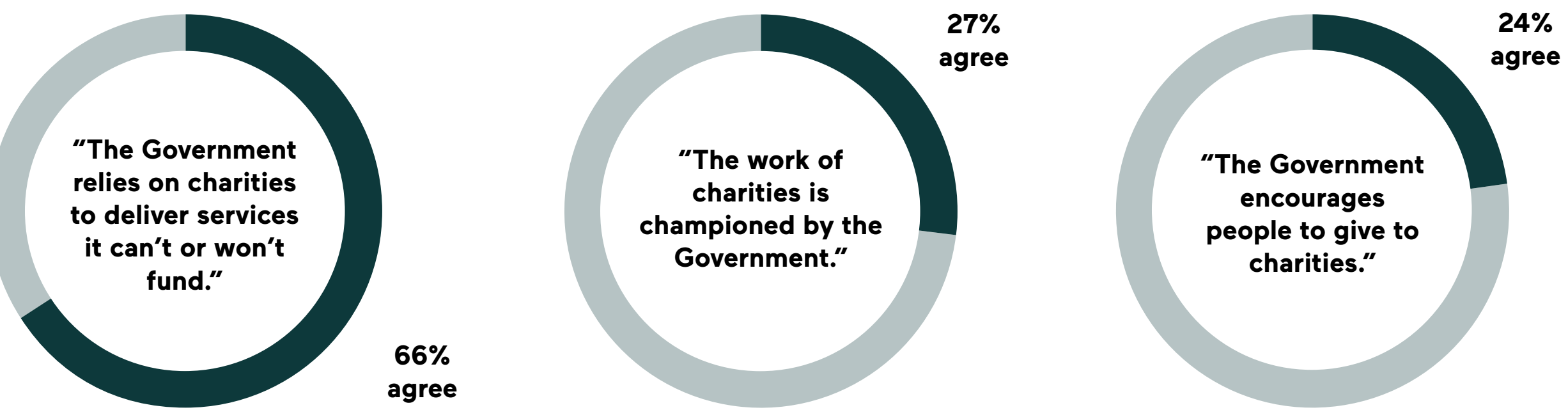
Base: All respondents (Lower-income countries, N=1,019; Upper-middle-income countries, N=901; High-income countries, N=2,276).



Charities all over the world say that governments rely on charities, but do not champion their work.

While two thirds of charities (66%) feel that their governments depend on them to deliver services, only around a quarter agree that those governments champion the work of charities or encourage people to donate. Those in Asia are much more likely to say the Government encourages people to donate (40%), particularly compared to South American charities (9%).

Figure 17. Charities' views on government involvement in the sector, globally.



Base: All respondents (N=4,168).



83% of charities who think their government has a positive effect on the charity sector in their country say that it is healthy at the moment.

Perception of government influence on the sector

We asked charities whether their government has a positive or negative influence on the charity sector in their respective countries. Although the most common answer was that government influence is mixed, there are some differences when comparing charities across economy types.

In lower-income countries, 26% of charities said that government has a positive influence on the sector, compared to 14% elsewhere. Unfavourable views were more prevalent in upper-middle-income countries. Here, 31% of charities said government influence on the sector is negative, compared to just 15% in other countries.



Positive views of government influence are more common in lower-income countries.



Negative views of government influence are more common in upper-middle-income countries.





IMPLICATIONS

Implications for charities



"Charity leaders who are able to step back and prioritise strategic work, feel most optimistic and secure for the future."

Mark Greer

Managing Director, Charities Aid Foundation

Funding pressures, rising demand, shrinking civic spaces, pressure on charity workforces and digital transformation are just some of the many factors that characterise the challenging operating environment for charities.

Financial health and income generation are understandably the primary focus of many charity leaders. However, our research here and our work with charities has shown that financial and operational health, positive internal culture, clear impact reporting, strong external relationships and clarity of purpose are all equally important in building long-term organisational resilience.

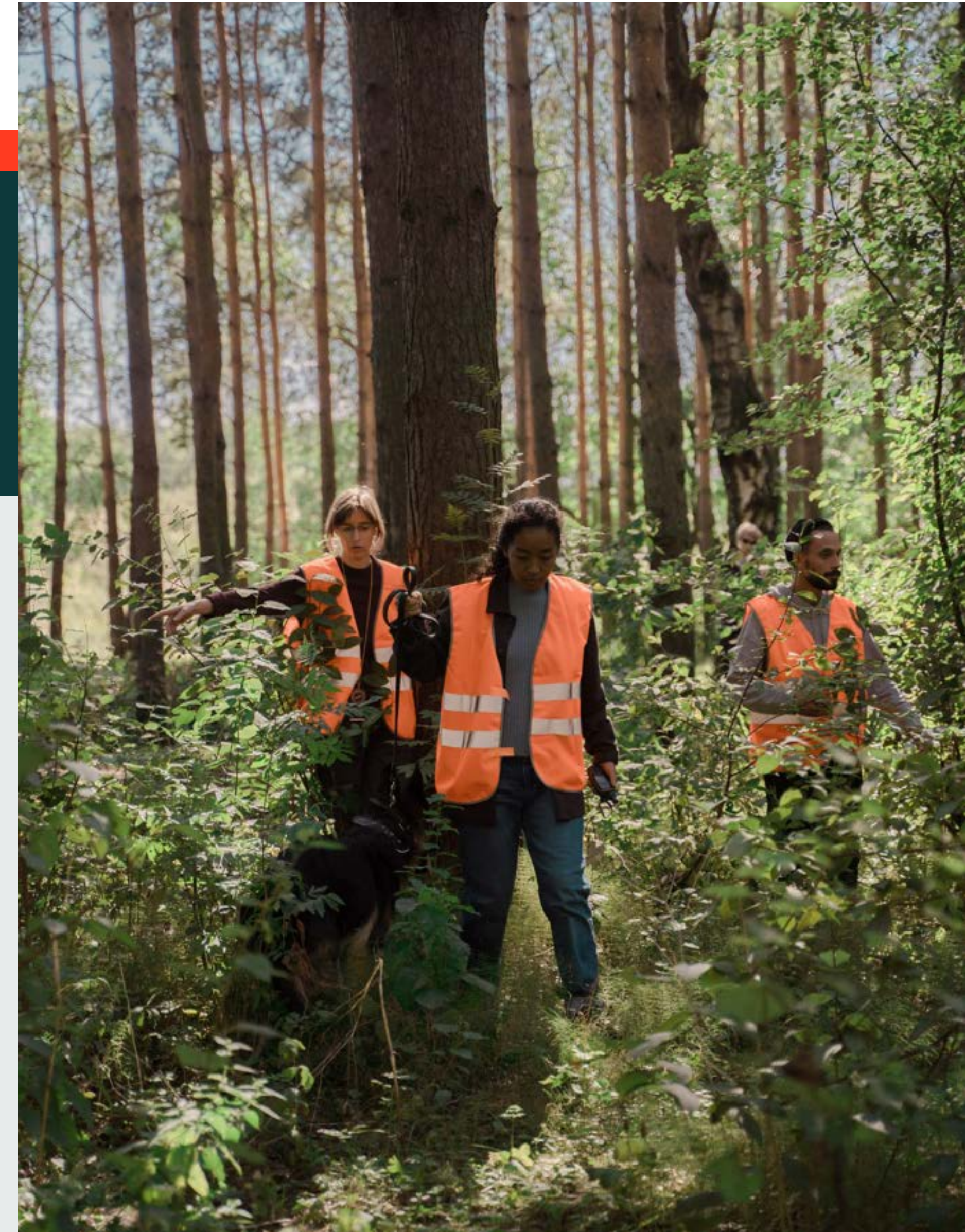
Indeed, this research clearly highlights that a considerable amount of charity leaders' time is taken up by the demands of the day-to-day running of their organisations, with less time than they would like on strategic long-term thinking. This is a common tension we observe among the charities we advise and support. Yet, leaders who are able to step back and prioritise strategic work, are also those that feel most optimistic and secure for the future.

Throughout this report, there are numerous examples of charities taking steps to improve their wider organisational resilience. This includes developing impact reporting frameworks, which can help

to improve their confidence and sense of long-term sustainability, or making the decision to diversify their income, which 37% did in the last year.

The data also points to potential opportunities for resilience-building that can be a blind spot for charity leaders. For instance, very few see communicating their impact (19%) and building trust (6%) as key issues facing their organisations, compared to 63% of people who see these as important considerations in their giving. While this research finds that external networking can also be de-prioritised, the evidence remains strong that collaborating with peers and partners is a major protective factor in terms of organisational resilience and sustainability.

Finally, I was particularly encouraged to see lived experience coming through as a key trend in the research. This is something we feel strongly about at CAF, and it is great to see it mentioned as a priority in recruitment — particularly in humanitarian and development contexts. It is a real asset for charities in shaping and owning their organisational mission.



Implications for the philanthropy sector



“It's incumbent on all of us within the sector to work out how we can be better partners to each other. The connections we can make, the knowledge we can share, and the stories we publicise would help to further the impact we all want to see.”

Jessie Krafft

President and CEO, CAF America

This year's Charity Insights report brings the day-to-day reality for charities around the world into clearer view. The stories behind the data call on those who influence the environment in which charities operate to listen closely. Funders, policymakers, government leaders, and others whose decisions influence charitable work will find not just data in this report, but a clear message from charity leaders about what they need to succeed.

The findings are sobering. Fewer than two in every five charities around the world feel well positioned for future success, and the vast majority identify financial challenges among their most pressing concerns. More — and more reliable — funding matters. However, the findings are a reminder that while funding matters, partnership, trust, flexibility, and recognition matter too.

So, the question becomes: what would stronger partnership look like across the philanthropic ecosystem? The challenges explored in this report cannot be solved by any one group acting alone. Progress depends on charities, funders, policymakers, and communities working together to create the conditions in which social purpose organizations can thrive.

Two-thirds of charities say that funders could better support them by facilitating opportunities for networking and learning. For some funders, opening a door, making an introduction, convening peers,

or sharing useful knowledge may be a practical way to extend support beyond the grant itself.

The data also invites donors to examine how funding is structured. Charities with higher levels of restricted funding can find it harder to achieve their goals. Where circumstances allow, greater flexibility and a clearer understanding of the true costs and broader inputs needed to deliver the work can give charity leaders more room to respond, adapt, and enable their strategy.

The report also asks us to listen closely to charity leaders who say they feel undervalued. Championing their role and providing recognition could serve to not only galvanise their efforts, but also to generate increased donations. Public platforms can be used to acknowledge the expertise and contribution of charities, share evidence of their impact, and help strengthen public understanding of their role. Our accompanying Donor Insights report suggests that when people perceive that their government is supportive of charities, that confidence can also drive public generosity.

None of these actions is a complete answer, and not every action will be right in every context. They are an invitation to begin with what is in our reach. This report underlines that the connections we can make, the knowledge we can share, and the stories we publicize would help to further the impact we all want to see.



About the research

The World Giving Report 2026: Charity Insights is an annual study by CAF that covers global trends and challenges for the charity sector. It is the second part of the World Giving Report Series, following the Donor Insights Report released in June 2026.

Data is collected through a survey that captures information and opinions from charities in 33 countries. The results described in this report were collected between February and June 2026. During this time, CAF’s partners invited charities in their countries to complete an online survey.

The sample collected is an indicative snapshot of charity in each country as, in most cases, there is no data on the sample universe with which to guide any sampling or post-hoc weighting of the data. Throughout the report, averages at the global, continental, and economy type levels are calculated across all countries equally — that is, not up or down-weighting countries by size of population. While this gives us a ‘world view’, CAF does not claim that this is representative of all the world’s charitable organisations. The total number of charities that took part was 5,483.

Read the [full methodology](#).



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 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