



CAF

WORLD  
GIVING  
REPORT

2025

Where the World Giving Index offered a glimpse, the new World Giving Report reveals the full picture of global generosity.

Uncover deeper insights into what, how and why people give — so you can shape smarter strategies, inspire greater generosity and drive more change.

Get a better view of global generosity



WORLD GIVING INSIGHTS



WORLD CHARITY LANDSCAPE  
INSIGHTS

COMING SEPTEMBER 2025

**TWO-THIRDS  
OF THE  
WORLD  
DONATED  
MONEY IN  
2024**

To capture the true scope of the world's generosity, we asked about three different types of giving:

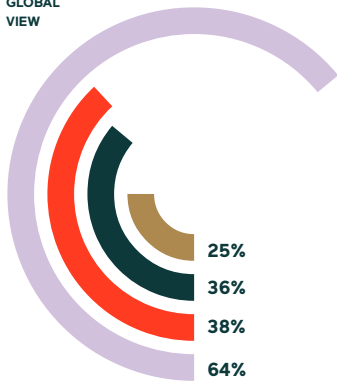
- Direct giving (to people and families in need, but not your family or friends).
- Charitable giving (i.e. direct to charities, NGOs, etc.).
- Religious giving (e.g. at church, through zakat, ma'aser, etc.).

Across the world, we found out more about the views of people who had done none, one, or a combination of any of these three types of giving.

Globally, giving money directly to those in need is the most common way to give (38% of people), followed by donating to charities (36%) and religious giving (25%).

Religious giving and giving directly to those in need were most prevalent in Africa, while giving to charity was most common in Oceania.

GLOBAL  
VIEW



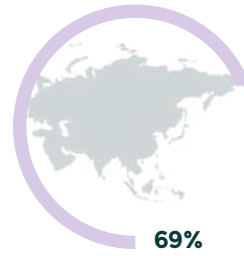
Overall % who gave money  
Give money to a person or family in need  
Give money to charity  
Give money to a religious organisation

## THE PROPORTION OF PEOPLE WHO DID EACH TYPE OF GIVING

### AFRICA



### ASIA



### EUROPE



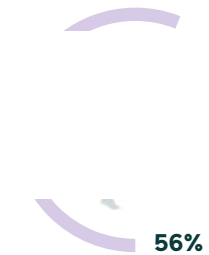
### NORTH AMERICA



### OCEANIA



### SOUTH AMERICA



VISIT THE CAF WEBSITE

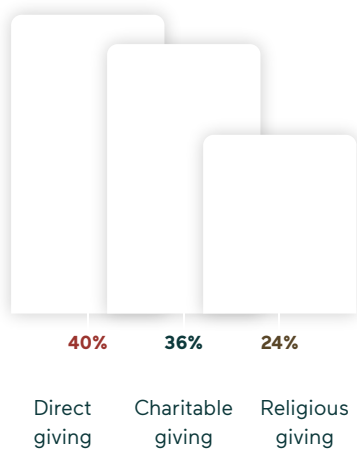
WORLD  
VIEW

EXPLORE THE  
DATA

WHAT IT  
MEANS

ABOUT

# DIRECTLY TO THOSE IN NEED



## THE SHARE OF DONATIONS MADE THROUGH EACH TYPE OF GIVING

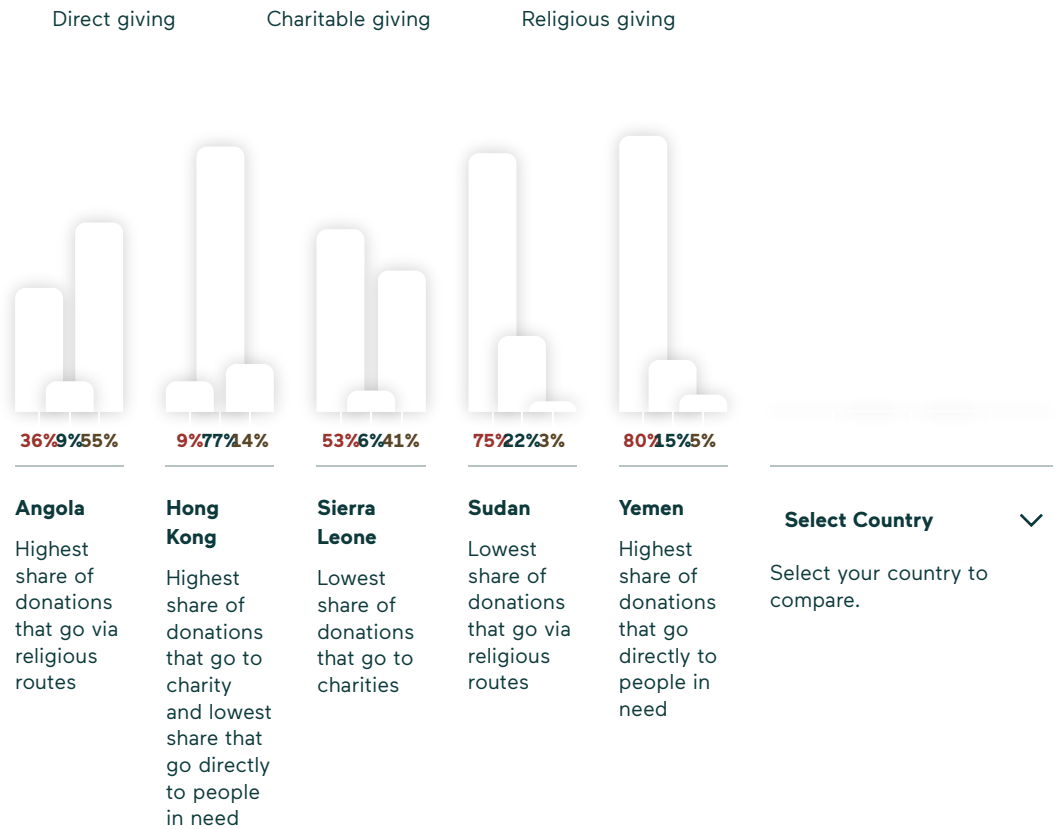
In this section, we turn to the value of donations, and how that is split across the three types of giving this research covers – charitable giving, direct giving, and religious giving. On average across the world, people give 40% of the value of their donations directly to people in need, 36% to charities, and 24% to religious organisations, with donations through each route tending to be at similar levels (in other words, people who give through one route are no more generous than those who give through another).

## THE HIGHEST AND LOWEST SHARES OF EACH TYPE OF GIVING

People in Hong Kong give the largest share of their donations to charities (77%), while people in Sierra Leone give the lowest (6%).

In Angola, people give the highest amounts via religious routes, with more than half (55%) of the value of donations taking place in this way. However, in Sudan just 3% of the value of donations is made via religious routes.

In Yemen, people prioritise direct giving more than anywhere else in the world, with 80% of the value of their donations made in this way, compared with just 9% in Hong Kong.



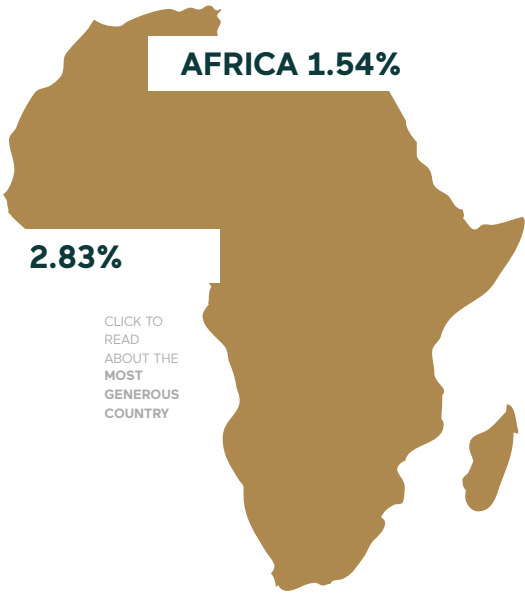
# AFRICA IS THE WORLD'S MOST GENEROUS CONTINENT

Africans give an average of **1.54%** of their income to good causes, while those in Europe only give **0.64%**.

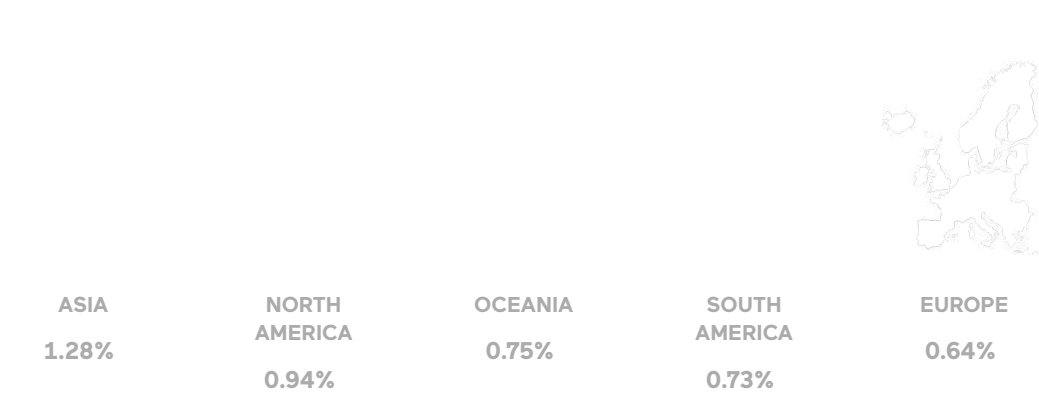
For the first time, CAF is introducing a measure of generosity that we believe can be applied fairly across all countries and territories — giving as a share of income. This metric is based on responses to our survey, which collected data about respondents' take-home income and the amount they donated in 2024.

Africa is the world's most generous continent, both by how much donors gave as a share of their incomes (1.54%) but also by the percentage of people who donated (72%).

Globally, people donated 1.04% of their income on average. This included giving to charities, giving directly to people in need, and giving to religious organisations or for religious reasons.



## Percentage of income donated by continent:



# COUNTRIES WITH MORE MONEY ARE LESS GENEROUS

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

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



## Percentage of annual income donated:

**LOW-INCOME  
COUNTRIES ON  
AVERAGE  
DONATED**

**1.45%**

The average share of income donated is highest in low-income countries (1.45%). Among this group of countries, people in Uganda (2.04%), Malawi (1.80%) and Tanzania (1.69%) donate the most.

**LOWER-MIDDLE-  
INCOME  
COUNTRIES ON  
AVERAGE  
DONATED**

**1.43%**

The average proportion given remains steady in lower-middle-income countries (1.43%). Among this group of countries, people in Nigeria (2.83%), Egypt (2.45%) and Ghana (2.19%) donate the most.

**UPPER-MIDDLE-  
INCOME  
COUNTRIES ON  
AVERAGE  
DONATED**

**1.02%**

The average proportion given drops sharply among upper-middle-income countries (1.02%). Among this group of countries, people in China (2.19%), Turkey (1.77%) and Botswana (1.48%) are the most generous.

**HIGH-INCOME  
COUNTRIES ON  
AVERAGE  
DONATED**

**0.70%**

The most generous high-income countries are Qatar (1.92%), UAE (1.92%) and Saudi Arabia (1.13%), pulling up the overall average for this group of countries. In almost all of the 39 high-income countries in our research,

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

For the first time, we asked people around the world about the causes they supported.

Alongside asking people about the different ways in which they give — charitable giving, religious giving, and direct giving (to people and families in need) — we also asked them about the end causes they supported through their giving.

Only children and young people make the top five causes on every continent. In Africa, religious organisations are the most popular, while in Asia it is poverty relief, and in Europe it is humanitarian aid and disaster relief. Homelessness is among the top supported causes across the whole of the Americas, while Health charities come top in Oceania.

The numbers shown here for religious organisations differ to those in our earlier results. That is because not everyone who did religious giving then went on to say that the end cause itself was a religious organisation. As many as 37% of religious givers only gave to causes that were not overtly religious — showing the extent to which religion inspires giving more widely, such as to poverty relief, homelessness, or humanitarian aid.



## AFRICA

#1 Religious organisations

- Religious organisations (43%)
- Children/young people (34%)
- Poverty relief (34%)
- Older people (30%)
- Disabled people (29%)

## ASIA

#1 Poverty relief

- Poverty relief (36%)
- Humanitarian aid (34%)
- Religious organisations (29%)
- Children/young people (27%)
- Older people (27%)

## EUROPE

#1 Humanitarian Aid

- Humanitarian aid (27%)
- Children/young people (27%)
- Health charities (25%)
- Poverty relief (25%)
- Animal welfare (22%)

## NORTH AMERICA

#1 Homelessness

- Homelessness: (31%)
- Children/young people: (29%)
- Older people: (29%)
- Religious organisations: (28%)
- Humanitarian aid: (24%)

## SOUTH AMERICA

#1 Children and young people

- Children/young people (31%)
- Homelessness (30%)
- Older people (25%)
- Humanitarian aid (25%)
- Religious organisations (24%)

## OCEANIA

#1 Health charities

- Health charities (38%)
- Children/young people (28%)
- Homelessness (26%)
- Animal welfare (25%)
- Religious organisations (18%)

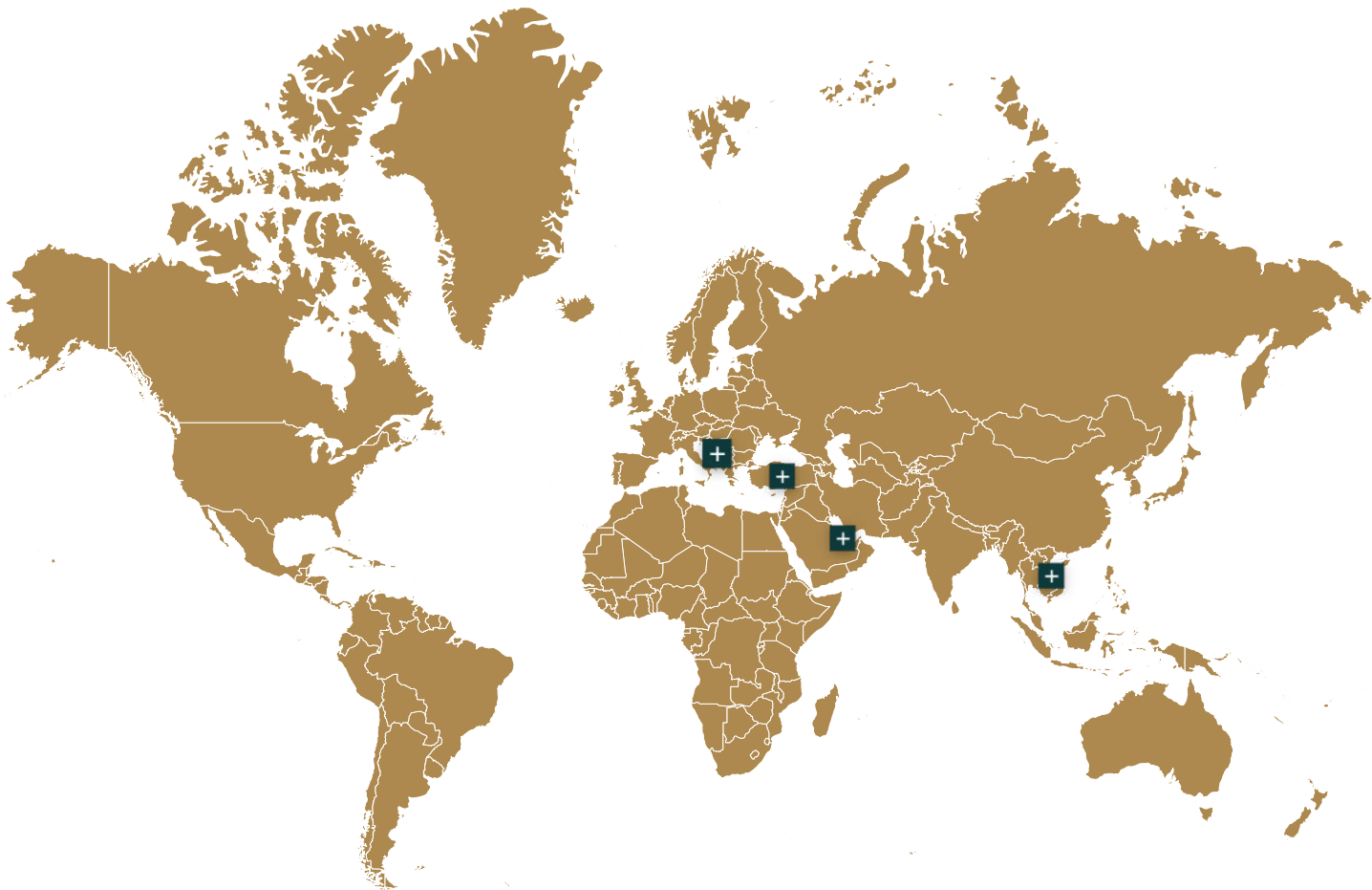


# THE COUNTRIES THAT CARE MOST ABOUT PEOPLE AND PLANET

People around the world care deeply about humanitarian and environmental causes. Use the tabs below to see which countries give the most to each.

Environmental causes

Humanitarian causes



 Preferences

[DOWNLOAD REPORT](#)

# SOUTH EAST EUROPE FLOODS

The country suffered severe flooding in October 2024, along with nearby Montenegro and other countries in the region.

In Bosnia and Herzegovina alone, more than 20 people died and hundreds of buildings were destroyed. Six in 10 people in Bosnia and Herzegovina (59%) supported humanitarian aid, more than anywhere else in the world.

[PREV](#)   [NEXT](#)

## MORE SOCIAL PRESSURE MEANS MORE GENEROSITY

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.

I WANTED TO SET AN  
EXAMPLE FOR  
OTHERS.

I FELT LIKE I  
HAD NO  
CHOICE / FELT  
GUILTY SAYING  
NO.

[PREV](#)   [NEXT](#)

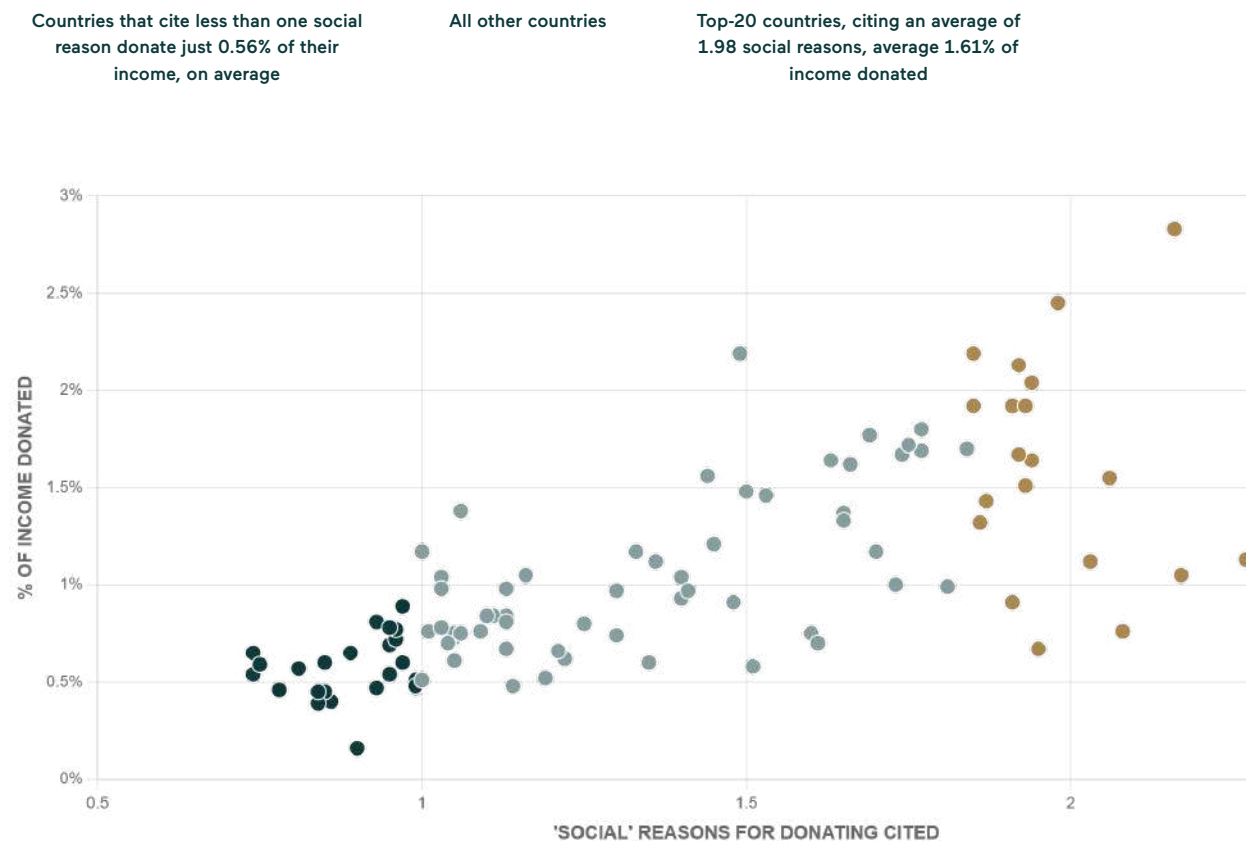


- I felt like I had no choice / felt guilty saying no.
- I wanted to support my local community.
- It's our duty to give to charity if we can.
- My religion encourages giving.
- I didn't really think about it, it's just expected that people will donate.
- I wanted to set an example for others.

All of these options are rooted in the norms associated with what individuals perceive others to do and a collective desire to maintain the social fabric. Our results show how powerful these social norms are, through the correlation with the proportion of income donated. When adding together the total number of times that the six answers were mentioned, we can see which countries feel more bound by social norms.

The range is huge. Those in Saudi Arabia are most bound by social norms, with each donor citing an average of 2.27 of the six reasons. Conversely, those in Sweden and Switzerland cite an average of just 0.74 of those reasons. In countries that cite an average of less than one 'social reason for giving', the average proportion of income donated is just 0.56% — half the overall average. By contrast, the top 20 countries — who cite an average of 1.98 social reasons — have an average proportion of income donated of 1.61%, nearly three times higher.

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



# 9 HOURS

# WAS THE AVERAGE AMOUNT OF TIME SPENT VOLUNTEERING IN 2024

Did you do a long day's volunteering in 2024? If so, you align with the average when compared to the rest of the world.

Overall though, only around one in every four people volunteer (26%), meaning that those who do are likely to be doing around a week's worth of volunteering (34 hours) to make up for those that do not.

Africa is the most generous with their time at an average of 14 hours 30 minutes per person, while Europe is the least generous at just 6 hours and 30 minutes.



## AFRICA

Average 14 hrs 30 mins  
per person in 2024

Top cause: **Religion**  
Total volunteer hours: **8.2 billion**



## ASIA

Average 7 hrs 30 mins  
per person in 2024

Top cause: **Older people**  
Total volunteer hours: **28.4 billion**



## EUROPE

Average 6 hrs 30 mins  
per person in 2024

Top cause: **Older people**  
Total volunteer hours: **4.0 billion**



## NORTH AMERICA

Average 8 hrs  
per person in 2024

Top cause: **Children or young people**  
Total volunteer hours: **3.1 billion**



## SOUTH AMERICA

Average 7 hrs  
per person in 2024

Top cause: **Children or young people**  
Total volunteer hours: **2.2 billion**



## OCEANIA

Average 10 hrs  
per person in 2024

Top cause: **Children or young people**  
Total volunteer hours: **0.24 billion**

## EXPLORE MORE GENEROSTIY TRENDS

Find out where people are the most sceptical of charities. See how people feel about their government's relationship with charities. Discover how religion impacts giving around the world.



Find out where people are the most sceptical of charities

DOWNLOAD THE REPORT



Find out what people think about how governments interact with the charity sector

DOWNLOAD THE REPORT



Find out about the role of religion in giving around the world

DOWNLOAD THE REPORT



We unite people, charities, and companies to transform good intentions into lasting social impact.

#### PERSONAL GIVING

##### Discover effective ways to give

- Get a giving account
- Give through a charitable trust
- Make a large, one-off gift
- Give through your payroll
- Give as a dual US/UK taxpayer
- Leave a legacy gift

##### Maximise your impact

- Get strategic advice
- Provide social investment

##### Services for professional advisers

##### Resources for effective giving

#### CORPORATE GIVING

##### Discover effective ways to give

- Get a company giving account
- Set up payroll giving
- Set up a corporate foundation
- Inspire workplace fundraising

##### Maximise your impact

- Get strategic advice
- Create a grant programme
- Provide social investment

##### Resources for effective giving

#### SERVICES FOR CHARITIES

##### Funding for charities

- Fundraise online
- Manage your CAF donations
- Apply for an unsecured loan
- Apply for a secured loan

##### Charity banking and investments

- Current account
- Savings account
- Loans
- Investments

##### Strategic consultancy

##### Resources for charities

#### INSIGHTS

##### Blogs Research

#### ABOUT US

- 100 Years at CAF
- Partner with us
- Governance & policies
- Press office
- Public affairs and policy
- Careers

---

CONTACT US

[Email us](#)

**Call us:  
03000 123  
000**

INFORMATION

[Sitemap](#)

[Accessibility](#)

[Privacy  
notice](#)

[Cookie  
notice](#)

[Modern  
slavery  
statement](#)

[Gender Pay  
Gap Report](#)

---

**Charities Aid Foundation © 2025** | Registered Charity Number 268369

25 Kings Hill Avenue, Kings Hill, West Malling, Kent ME19 4TA

30 Old Broad Street, London EC2N 1HT

© 2025 Charities Aid Foundation. All rights reserved.

