



# World Giving Index 2022

*A global view of giving trends*

# About CAF

The Charities Aid Foundation is a leading charity operating in the UK and internationally. Our work connects and enables the vital organisations, institutions and individuals working together to ensure that everyone has a stake in the future. We believe that the agency of lasting change lies across sectors and borders, in the hearts, minds and hands of those driven to make a difference. We exist to **accelerate progress in society towards a fair and sustainable future for all.**

## In this report

- 3 Foreword
- 4 About this report
- 5 Solidarity across the globe
- 6 Key findings
  - 7 1.0 The CAF World Giving Index
    - 7 1.1 Overview
    - 8 1.2 The world's 10 most generous countries
    - 11 1.3 The world's lowest scoring countries
  - 12 2.0 Global scores over time
    - 12 2.1 Comparisons by income level
  - 14 3.0 Risers and fallers
  - 16 4.0 Helping a stranger
  - 18 5.0 Donating money
  - 19 6.0 Volunteering time
- 20 Methodology
- 21 CAF World Giving Index full table
- 24 CAF international network
- 25 Surveyed countries

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## FOREWORD

This year's Charities Aid Foundation World Giving Index provides insights into the global giving landscape as we emerged from the initial stages of the pandemic and began to live with Covid-19 in 2021. This report shows the impact that the health crisis and other social and geopolitical pressures have had on human behaviour worldwide.

Giving takes different forms around the globe, and even the definitions of what constitutes charity and generosity differ across cultures. Our World Giving Index aims to measure generosity with three cross-cultural human behaviours. Encouragingly, the overall Index score has increased, indicating that people around the world have been engaging more in the actions measured than during the previous year. In whatever form it may take, the desire to help others has grown in most instances, despite fewer opportunities during some stages of the pandemic. There was an especially marked increase in people who said they had helped a stranger with approximately half a billion more people reporting that they had helped someone they didn't know.

The concern and care for neighbours that so many of us witnessed during the pandemic appears to have transcended borders, as shown by the high scores for helping strangers in Central and South American countries. As these regions faced uncertain political situations and high levels of migration, personal responsibility to help others came to the fore. This community spirit has since been echoed in Europe's response to the humanitarian crisis in Ukraine – a country which came out 10th in our Index, showing the strength of civil society in Ukraine before the invasion.

Covid-19 has affected the world's poorest and vulnerable the most, disrupting progress towards the UN Sustainable Development Goals. Private donors and businesses are likely to be called upon to fill funding gaps and charities will need to work out how best to direct their limited funding for the greatest impact. However, in the wake of two difficult years and with further challenges likely to come, we continue to observe great instances of global generosity.

The world is facing an increasingly unstable geopolitical environment: there are fears of a global recession and climate change is affecting food supply, migration and natural disasters. Against this uncertain backdrop, we hope the insights captured in this edition of the World Giving Index improve understanding about global giving, and encourage conversations on how the work of individuals, charities, businesses, and governments can help to build stronger and more sustainable societies.

One of the privileges of working for the Charities Aid Foundation is having the opportunity to see how generosity contributes to stronger charities, communities, and societies. We aim to build towards a fair and sustainable future for all – which is why we take pride in helping individuals as well as businesses give anywhere safely to support those in need.



**Neil Heslop, OBE**  
Chief Executive, Charities Aid Foundation



# About this report

## Background

CAF has been producing its World Giving Index for more than a decade. The first CAF World Giving Index was published in the wake of the global financial crisis, offering insights into generosity in times of tumult. Now this long-running study has given us the opportunity to look not only at how the Covid-19 pandemic has impacted giving around the world, but also how the global community is engaging with giving as we seek to establish a new sense of normalcy.

This report provides insight into the scope and nature of giving around the world by examining three aspects of giving behaviour. The questions at the heart of the report are:

Have you done any of the following in the past month?

- Helped a stranger, or someone you didn't know who needed help?
- Donated money to a charity?
- Volunteered your time to an organisation?

**The report includes the results of 1.95 million individuals interviewed across the globe since 2009.** The result is one of the biggest surveys into giving ever produced.

All fieldwork has been conducted by the market research firm, Gallup<sup>1</sup>, as part of its World Poll initiative<sup>2</sup>. The findings in this report are based on the published World Poll dataset as of 31st March 2022.

## CAF World Giving Index 2022 – about the data

For this edition, data has been included for 119 countries, representing more than 90% of the global adult population.

## CAF World Giving Index ranking and scores

In order to establish a rounded measure of giving behaviour across the world, the CAF World Giving Index relies on a simple averaging of the responses from the three key questions asked in each country. Each country is given a percentage score and countries are ranked based on these scores. In 2019, CAF published a ten-year anniversary issue of the Index which aggregated the survey's findings over the course of a decade.

## About us

For over 95 years, we've acted as a meeting point for companies, private philanthropists, fellow foundations, governments, charities and not-for-profit enterprises. Our independence, expertise and international reach enable hundreds of millions of pounds each year to move across sectors and borders and arrive safely with thousands of charities to make a greater impact.

[www.cafonline.org](http://www.cafonline.org)

1 Gallup website: [www.gallup.com/home.aspx](http://www.gallup.com/home.aspx)

2 Gallup World Poll website: <https://news.gallup.com/topic/world-poll.aspx>



# Solidarity across the globe

The CAF World Giving Index offers a unique insight into global trends in generosity. It enables us to understand where people are most likely to engage in social activities for the benefit of their communities and to champion the growth of global giving.

Giving is changing, not least on an individual level as people around the world emerge from pandemic restrictions with new considerations and challenges. However, the existence of generosity and civil society worldwide is a constant. What the World Giving Index shows is that the act of giving exists in all societies.

This reality makes the value of CAF's work and the charities it supports even more apparent. A key priority for CAF is highlighting the value of cross-border giving: we enable donors to give safely and effectively across borders to charities. In the last financial year, CAF helped deliver almost £1bn to over 100,000 charities in 110 countries and around a fifth of those donations moved across borders, originating from our offices in the UK, the United States and Canada.

CAF has consistently called for governments, policy makers and international funders to ensure the building blocks are in place to enable cross-border giving and local giving structures to build sustainability. To arrive there;

Governments need to:

- make sure that civil society organisations are **regulated in a fair, consistent and open way**
- **make it easy for people to give** and offer incentives for giving where possible
- **promote civil society** as an independent voice in public life and **respect the right** of not-for-profit organisations to speak out on important issues

International funders need to:

- provide **funding for organisations which provide support to donors and civil society organisations** to build infrastructure that can continue to generate funds for civil society even after aid ends
- **fund local organisations directly** to improve the accountability and efficiency of aid
- recognise the importance of **helping grantees to build sustainable domestic support** and fund accordingly

Civil Society organisations need to:

- **ensure good governance and be transparent about impact** to build public trust
- meaningfully **engage local communities in decision-making** so civil society becomes locally owned
- recognise and **build on traditional forms of giving** to create organisations and a culture of giving which works to the strengths of the local context



## Key findings



### MORE THAN THREE BILLION PEOPLE HELPED SOMEONE THEY DIDN'T KNOW IN 2021

More people than ever (62%) reported that they helped a stranger last year, which is the highest score recorded since 2009. The need created by the pandemic, and the subsequent feelings of community and solidarity, were likely behind this upward trend. Except for the United States, the countries in the top 10 for helping a stranger are all located in Africa and South and Central America.



### INDONESIA IS THE MOST GENEROUS COUNTRY IN THE WORLD FOR THE FIFTH YEAR IN A ROW

Indonesia tops the World Giving Index for a fifth year with a score of 68%. The country has the highest rates of donating and volunteering in the world. During 2021, more than eight in ten people donated money and more than six in ten (63%) volunteered time.



### PARTICIPATION AND GIVING IN HIGH-INCOME COUNTRIES HAVE BOUNCED BACK TO HISTORIC LEVELS

Many high-income countries saw a steep decline in scores in 2018 which continued and even accelerated during the first year of the pandemic. But during 2021, this trend was largely reversed with some of those countries now returning to the top 10, albeit some with lower Index scores. However, low-and-middle-income countries tended to see increased scores during the first year of the pandemic, with further rises in 2021, most notably for volunteering and helping a stranger.



### MORE PEOPLE THAN EVER DONATED MONEY IN 2021

Despite a global pandemic and the economic hardship experienced by many communities worldwide, people continued to donate money to charity. In high-income economies, the rate of donations sharply increased by 10%. With the exception of Indonesia and Myanmar - which have strong traditions of religious giving - high-income countries made up the top 10 for this measure.





# 1.0 | The CAF World Giving Index

## 1.1 Overview

The pandemic and its economic impact do not seem to have dampened our enthusiasm for giving. On the contrary, the global World Giving Index score for 2021 now stands at 40%, having recorded its largest ever annual increase of five percentage points. Participation and giving levels increased substantially for each of the three measures included in the Index. The global increase is most marked amongst high-income countries, many of which first recorded a decline in 2018 that was sustained until 2021.

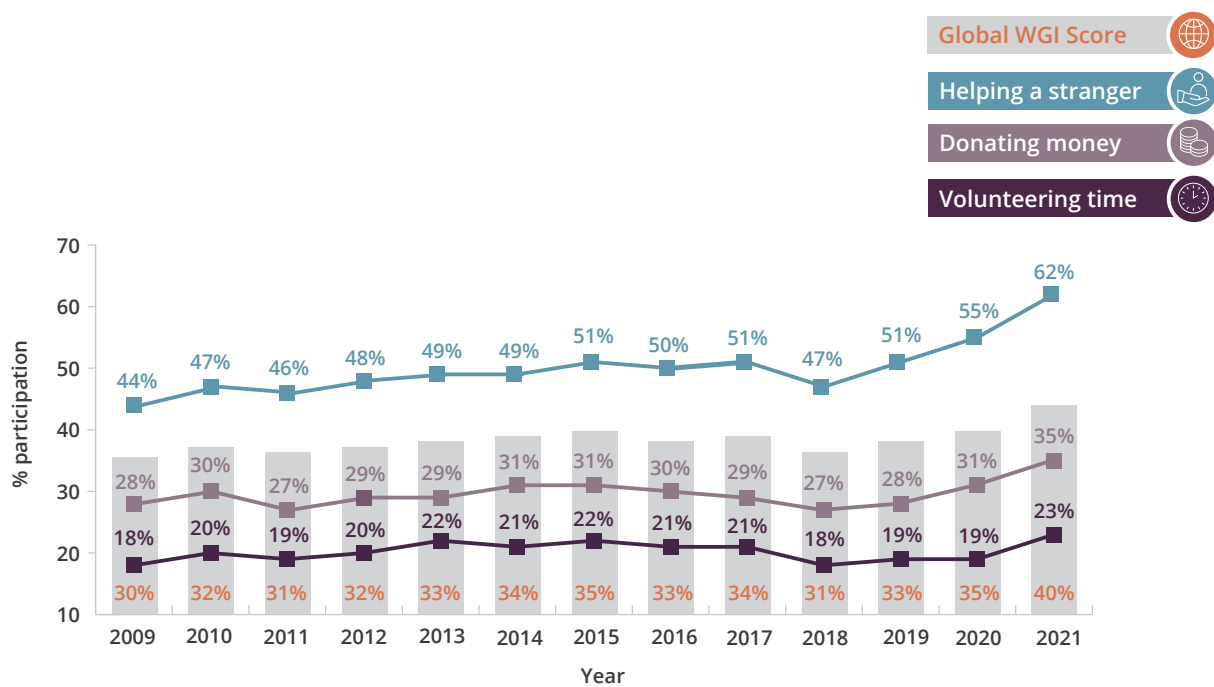


Figure 1: Global scores over time

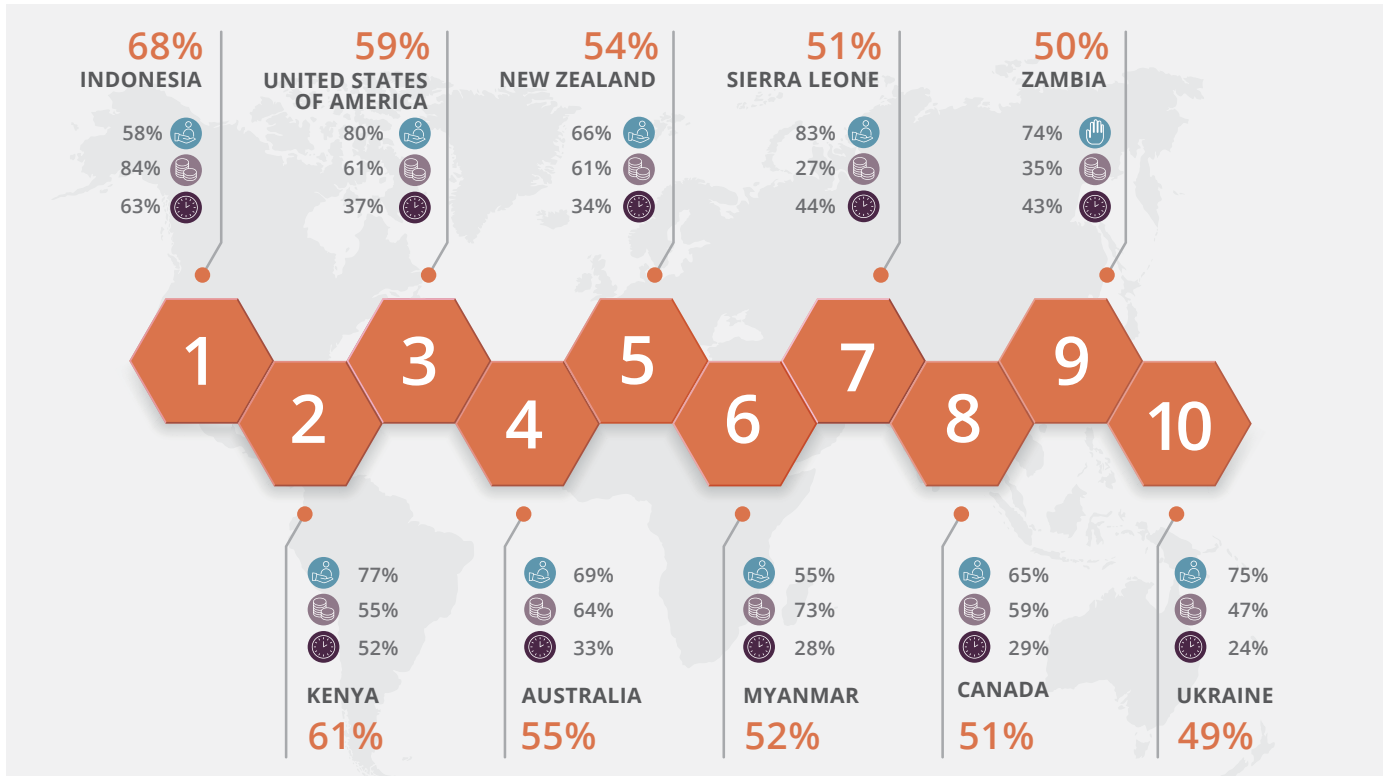
Helping a stranger reached its highest recorded level in 2021, with three out of five (62%) adults helping someone they didn't know, up from 55% in 2020. This equates to 3.5 billion people<sup>3</sup>, compared to almost three billion in 2020, and represents the highest ever global score across any of the three measures recorded in the CAF World Giving Index. In particular, low- and middle-income countries from Central and South America increased their scores for helping a stranger, with five of these countries featuring in the top 10 for this measure.

Similarly, more people than ever reported donating to charity in 2021, rising to more than one in three (35%) individuals around the world. There was also an increase in volunteering to almost one in four people globally (23%), up from one in five in 2020 (19%).

3 The population data are calculated using the official United Nations population estimates and projections for 2021, and includes all adults aged 15 and over. United Nations population website: <https://population.un.org/wpp/>

## 1.2 The world's 10 most generous countries

Figure 2: Highest scoring 10 countries in 2021



Indonesia has the highest World Giving Index score for the fifth year in a row. The country maintains its top ranking with an Index of 68%, largely unchanged since 2020 (69%). Indonesia has the highest rate of donating (84%) and volunteering (63%) in the world.

Kenya follows with an Index score of 61%, up from 58% in 2020. All three of Kenya's scores increased in 2021. The country has a much higher than average score for helping a stranger – 77% of Kenyans helped someone they didn't know in 2021, compared to the global average of 62%.

Over the past five years, Indonesia and Kenya have seen increased levels of participation and giving. Since religion has traditionally been a key driver for giving, a possible explanation for these findings could be their large religious populations. These results could also be driven by community-focused cultural traditions such as Indonesia's *gotong-royong* and Kenya's *harambee*, which unite people in times of increased need, including during the Covid-19 pandemic.





## Indonesia

“Indonesia’s philanthropic culture of collective actions – or, as we call it, gotong royong – has always been evident within Indonesia, and it is a pleasure to see it being recognised for its strengths and sparking interest abroad as well.

Religious giving strongly influences Indonesia’s giving culture, with zakat driving the philanthropic work of many. Zakat defines giving to the vulnerable and needy as a religious duty for all Muslims who meet the necessary wealth criteria. This practice also applies to other religions in Indonesia. Indonesia is the world’s most populous Muslim-majority country and is home to 231 million Muslims.

The younger generations in Indonesia also have significant interest and support for charity and philanthropy activities. Young people are driving uptake of digital giving platforms, which help donation processes operate more quickly, safely, and easily. The growing private wealth of many Indonesians has likely also contributed to an observable increase in philanthropic activity across the country – not just in the capital city but also at the regional level from east to west. Indonesia’s philanthropic eco-system is also growing increasingly sophisticated and diverse with collaboration and collective action as its heart.”

**Rizal Algamar, Chairman of the Executive Board, Indonesia Philanthropy Association**



## Kenya

“Kenyan’s high levels of solidarity and giving, despite the difficulties experienced over the past year due to the COVID-19 pandemic and rising cost of living, is truly encouraging. The underpinnings of our culture and religious influence continue to contribute to actions around giving and therefore it is important for us to strengthen these positive values. My hope is that our giving and solidarity will permeate to non-traditional areas such as social justice. It is also critical that more avenues are opened to support Kenyans who give and make it easier for Kenyans to give in an organised manner that ensures transparency and accountability.”

**Grace Maingi, Executive Director, Kenya Community Development Foundation**

Following a substantial fall to rank #19 in 2020, the United States rose to #3 in 2021. It now has an Index score of 59%, an increase of 16 percentage points, which is the highest score for the country since 2016. The United States is the only country that features in the top 10 ranking for all three aspects of giving. Australia and New Zealand made the top five countries in this year’s Index. Both countries recorded a significant increase of around 10 percentage points for helping a stranger and donating money.



## Australia

“It is great to see Australia in the top 5 most generous countries again this year. As lockdown restrictions eased and more in-person events began to take place, Australians found themselves with more opportunities to participate in civil society, which may have contributed to the increased numbers of Australians helping strangers or donating money. Many Australians also have a great deal of pride in our national cultural value of mateship, which embodies loyalty and friendship particularly in times of need. This cultural value and desire to create a fair society may well underpin Australians’ ongoing desire to give.

From here, we would love to see even more of this generosity funnelled through workplace giving as this is one of, if not the most efficient way to maximise the impact this spirit has on making a difference. If we can rapidly get the most significant amount of the money committed to where it is being used, we can best help those in need and support the many causes about which Australians evidently feel so passionate.”

**David Mann, CEO, Good2Give**

Canada has returned to the top 10, recording a very large jump from rank #35 in 2020 to #8, and an Index score of 51%, up from 38% in 2020. After a year when Western countries that usually occupied the top rankings were adversely influenced by the effects of the pandemic, in 2021 their scores returned to pre-pandemic levels. However, some of these Western top-ranking countries (such as the United Kingdom, Ireland, the Netherlands) did not place in the top 10 most generous countries in the world, due in large part to the unusually increased levels of giving in previously lower ranking countries.

Two new countries entered the top 10 most generous countries in the world: Zambia and Ukraine. In fact, Ukraine is the only European country occupying a place in the top 10, moving up the rankings from #20 in 2020 to #10 in 2021.

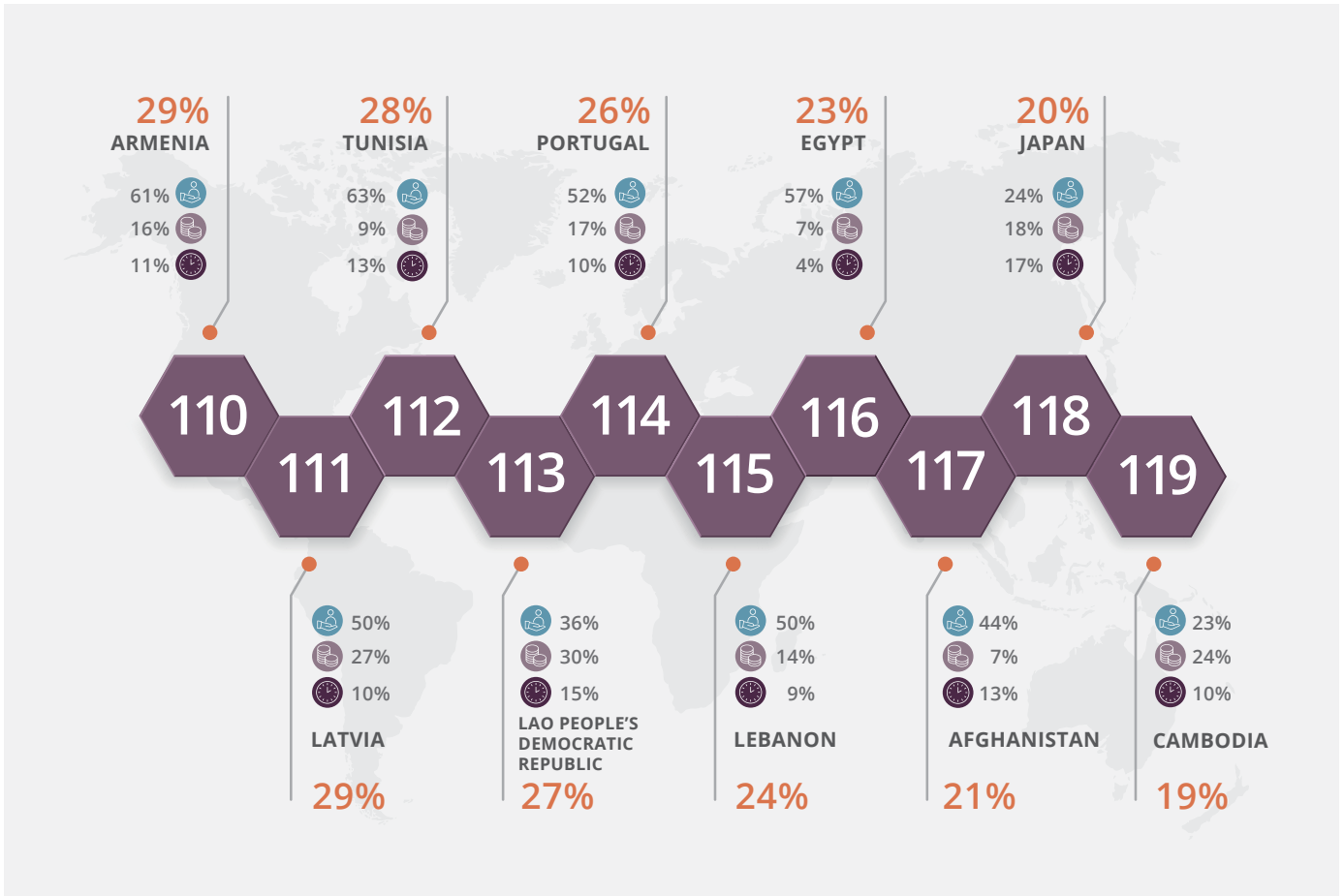
Ukraine’s increase across all three individual measures may be due in part to the country’s socio-economic growth and the cultural shifts that were taking place in the years before the war. Research on Ukrainians’ perception of charitable giving suggests that factors such as rising living standards, the implementation of new and more creative modes of charitable activities, and the increased need for giving due to the Covid-19 pandemic triggered this growth in giving and participation<sup>4</sup>.

As first noticed in last year’s report, the pandemic has been changing the landscape of global giving behaviour. In 2018, seven out of the 10 most generous countries were classed by the United Nations as high-income countries. However, in 2020, during the height of the pandemic, seven out of the top 10 were low- and middle-income economies. This trend continued in 2021. Only four of this year’s top 10 most generous countries are classed by the United Nations as high-income countries, and six are low- and middle-income countries.

4 <https://zagoriy.foundation/wp-content/uploads/2021/10/charitable-giving-as-viewed-by-ukrainians-in-2021.pdf>

### 1.3 The world's 10 lowest scoring countries

Figure 3: Lowest scoring 10 countries in 2021



Cambodia scores the lowest of all of the countries, with an Index score of 19%, down from 28% last year. It is closely followed by Japan with an Index score of 20%, up from 12% in the previous year. Lebanon, Egypt and Afghanistan make up the rest of the five lowest scoring countries in 2021. The reasons for Japan's very low score are likely to be cultural in nature – what might be perceived as charity in the United States is likelier to be understood as responsibility in Japan. Meanwhile, Afghanistan, Egypt and Lebanon are experiencing widespread poverty or famine, civil unrest or war, and political instability.

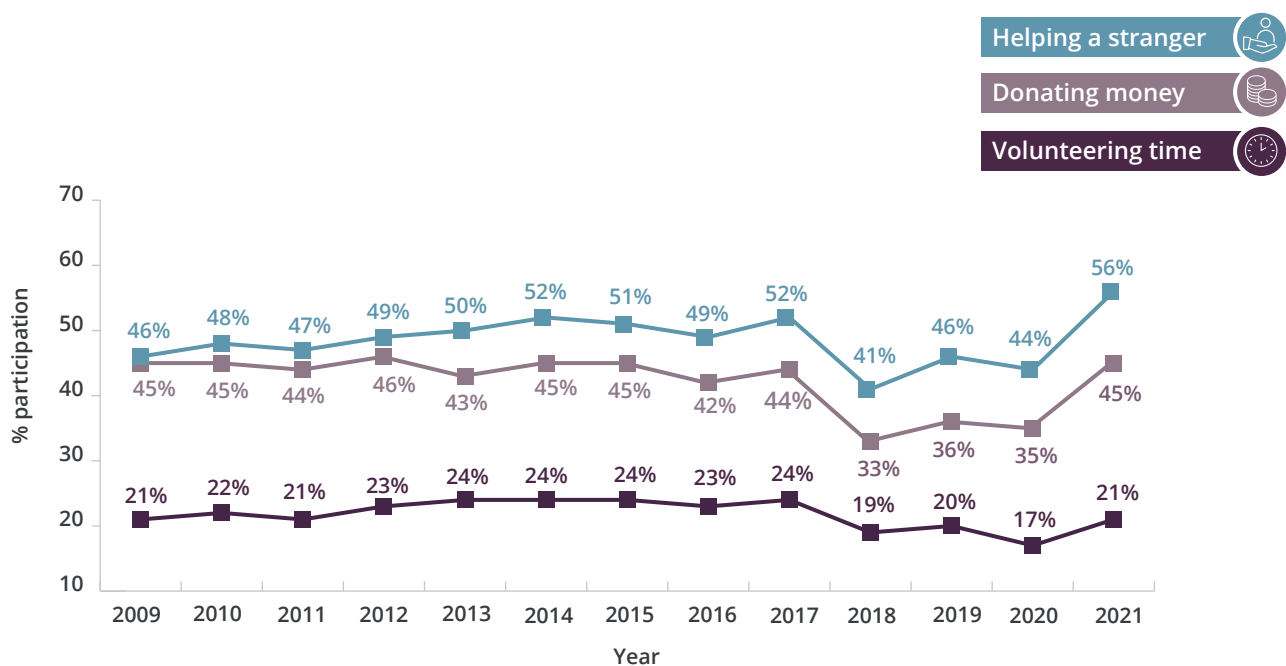


## 2.0 | Global scores over time

### 2.1 Comparisons by income level

Since early 2020, the world has experienced multiple waves of the Covid-19 pandemic, and most countries continued to employ lockdown strategies during 2021. In January 2021, high-income countries started to receive the first shipments of Covid-19 vaccines and lockdowns began to ease, whilst many low- and middle-income countries continued to face pandemic restrictions for a second year in a row.

Figure 4: Global scores over time, high-income countries

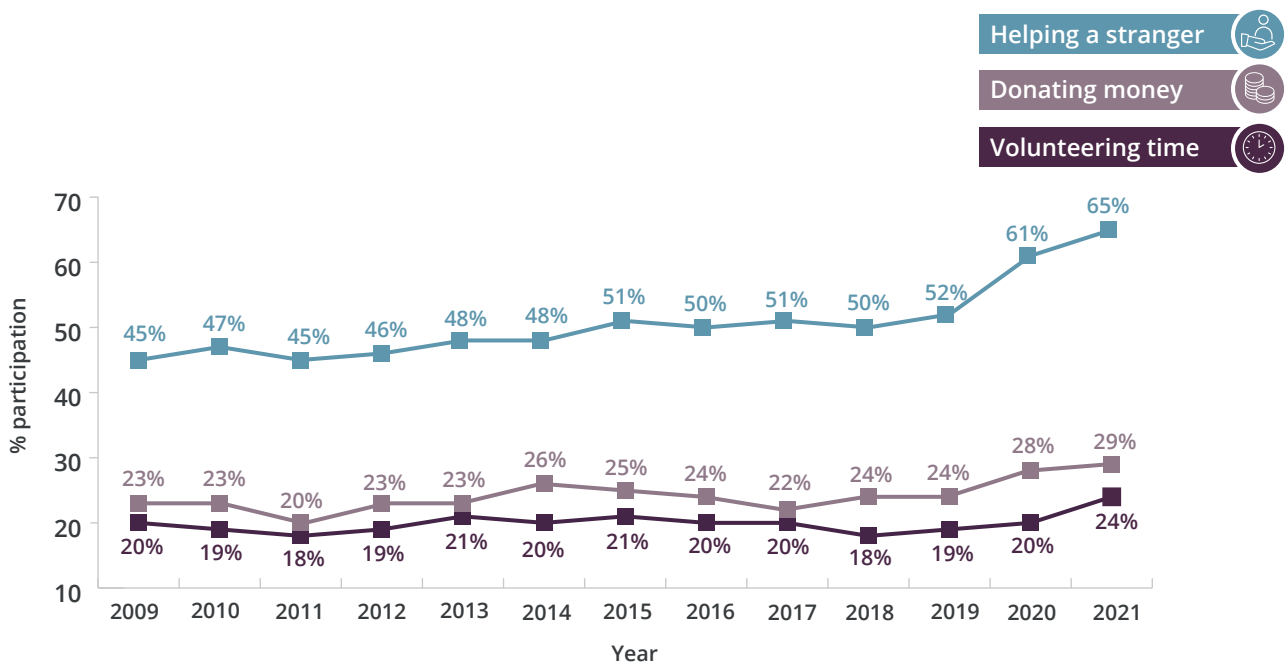


The gradual easing of lockdown policies throughout 2021 led to increased mobility<sup>5</sup> and more opportunities to participate in charitable activities. As Figure 4 shows, there was a substantial increase across high-income countries in two giving behaviours. More people than ever (56%) reported that they helped someone they did not know, an increase of 12 percentage points since 2020. Similarly, the proportion of people who donated increased significantly by 10 percentage points, from 35% in 2020 to 45% in 2021.

<sup>5</sup> <https://www.piiie.com/blogs/realtime-economic-issues-watch/why-has-covid-19-lockdown-compliance-varied-between-high-and>

The global rate of volunteering saw a smaller but significant increase to 21%, from 17% in 2020 when lockdowns likely limited these opportunities. During the first year of the pandemic, volunteering rates were particularly low – but rates have been low since as far back as 2018. The improvement shown in the latest results represents a return to the higher levels of volunteering that were typical in the early and mid-2010s.

Figure 5: Global scores over time, low- and middle-income countries



Like most high-income countries, many low- and middle-income economies (LMICs) employed lockdown restrictions in response to the pandemic. However, the difficulties to obtain vaccines meant these countries tended to impose much longer lockdowns, with social and economic problems more likely as a result<sup>6</sup>. Whilst there is some improvement in the LMICs scores in both helping a stranger and volunteering time, donating money has remained in line with the highest rate which was first recorded in 2020.

Two out of three (65%) adults reported helping a stranger in LMICs, up from 61% in 2020. This score is significantly higher than in high-income countries, indicating increased need, and perhaps solidarity as the pandemic continued. Volunteering in LMICs also increased slightly from 20% to 24%.

The increase in the overall global Index score is likely driven by a combination of high-income countries returning to pre-2018 giving norms, coupled with a more gradual improvement in scores for the low- and middle-income countries.

6 <https://www.nature.com/articles/s41562-021-01096-7>  
<https://journals.sagepub.com/doi/full/10.1177/00194662211023847>



# 3.0 | Risers and fallers

This section outlines which countries have seen the largest increases or decreases in their World Giving Index score over the past five years. Countries which have reported a score for at least four out of the last five years are included in the analysis (2017 to 2021), and they are ranked from the largest score increase to the largest score decrease over that time.

The country with the largest rise in Index score is the Czech Republic, up 29 percentage points compared to 2017. As well as substantially improving its score, the Czech Republic has moved up 75 places in the ranking compared to 2020, and 115 places compared to 2017. Czechs became increasingly generous in 2021 with many more people donating money compared to 2020 (55% in 2021, 25% in 2020).

A possible explanation for this sharp rise in charitable giving is the solid growth of the Czech economy during 2021. This recovery was positively reflected in the labour market, with low unemployment rates – the lowest in the EU – and wage increases<sup>7</sup>. Czechs also turned to new ways of donating. Public polling showed that increased numbers of Czechs donated money online and through text messages in 2021 compared to in 2020<sup>8</sup>.

China and Serbia reported the second (28%) and third (28%) largest increases. Since 2016, when China introduced legislation to regulate Chinese charities, the country's overall Index score and ranking have improved significantly. In 2017, China had an Index score of 14%, and was ranked #138. In 2021, the country moved up to #49 with a score of 42%.

Serbia has also seen a notable leap, moving up the ranking from #132 with a score of 18% in 2017, to #27 in 2021 and a score of 46%. This remarkable increase may be partly due to systematic attempts to revive the practice of charitable giving in Serbia over the last decade<sup>9</sup>. Notably, donation volumes nearly trebled during the pandemic<sup>10</sup>.

Table 1: Biggest Risers and Fallers 2021

## BIGGEST RISERS

▲	1	Czech Republic	29%	▲
•	2	China	28%	▲
•	3	Serbia	28%	▲
•	4	Russia	26%	▲
•	5	Paraguay	24%	▲
•	6	Bulgaria	23%	▲
•	7	Venezuela	22%	▲
•	8	Poland	21%	▲
•	9	Lithuania	21%	▲
•	10	Vietnam	21%	▲

## BIGGEST FALLERS

•	1	Myanmar	13%	▼
•	2	Afghanistan	8%	▼
•	3	South Africa	8%	▼
•	4	Lebanon	7%	▼
•	5	Hong Kong	6%	▼
•	6	Mauritius	5%	▼
•	7	Netherlands	5%	▼
•	8	Japan	5%	▼
•	9	Ireland	5%	▼
•	10	Germany	4%	▼

7 <https://www.parlamentnilisty.cz/arena/nazory-a-petice/Petr-Dufek-Prijemne-prekvapeni-z-ceske-ekonomiky-691474>

<https://www.thestar.com.my/news/world/2022/08/02/record-employment-in-italy-in-june-czech-republic-has-lowest-jobless-rate-in-eu>

8 <https://english.radio.cz/study-czechs-becoming-increasingly-charitable-8735092#:~:text=Most%20people%2C%20nearly%2050%20percent,of%20Europe%20in%20charity%20donations>

9 <https://www.divac.com/philanthropy>

10 <https://izvestaj.srbijadaruje.org/country/Serbia/en/full>

The Serbian Philanthropy Forum<sup>11</sup>, an umbrella organisation of foundations and donors in Serbia, reports that this growth is due in large part to Serbians increasing their donations via SMS to causes relating to healthcare and medical research, as well as natural disasters (e.g. in response to the recent earthquakes in Croatia). Serbia's economic recovery after the first year of the pandemic, alongside significant wage growth, also likely contributed to the high rates of giving and participation.

Other countries which saw an improvement are Russia, Paraguay, Bulgaria, Venezuela, Poland, Lithuania and Vietnam.

At the other end of the spectrum, the country recording the biggest decline was Myanmar, down by 13 percentage points. Although Myanmar still ranks #6 on the overall Index in 2021, the country had previously placed #1 from 2014 to 2017. Over the past five years, there have been shifts in the country's scores and rankings, but it has remained in the top 10, despite significant political unrest.

Half of the countries which declined the most in 2021 are high-income countries, such as Hong Kong, the Netherlands, Japan, Ireland and Germany. Notably, Ireland first saw a decline in 2019. Due to its strong charitable tradition, Ireland usually features in the most generous countries, but it now sits just outside the top 10 at #11.



## Serbia

"Citizens and companies in Serbia have proven that they possess a high degree of responsibility towards the public interest and humanity in relation to individual needs of solidarity. Serbia's rankings in this year's World Giving Index capture this sense of responsibility that Serbians feel towards one another.

Research by non-profit organisation Catalyst Balkans found that Serbians are notably giving more. Citizens donate to non-profit organisations more often than before, and to a greater extent through public fundraising campaigns, particularly via text message. This likely reflects the growing trust that citizens feel towards the philanthropic ecosystem in Serbia.

Serbia also saw an increase in GDP and average salary in 2021, suggesting Serbians may be better placed than in previous years to make donations. Serbia's improved rankings in the World Giving Index also reflect several years of promoting philanthropy, educational programs, and reporting on charities and philanthropy, in particular by the Coalition for Charity. The Covid-19 pandemic also mobilised the support of many citizens who desired to help others in a time of great need."

**Veran Matić, Director, Serbian Philanthropy Forum**

<sup>11</sup> <https://www.srpskifilantropskiforum.org/>



## 4.0 | Helping a stranger

Helping a stranger remained the most widespread giving behaviour and reached record levels.

Sierra Leone achieved the highest proportion of people (83%) who helped someone they did not know. It was closely followed by Venezuela (82%), Jamaica (80%) and the United States (80%). Five of the top 10 countries where the most people helped a stranger were located in South and Central America. The effects of the pandemic and economic hardships likely led to higher levels of charitable engagement in developing countries, as first shown in last year's World Giving Index.

Cambodia and Japan were the countries with the lowest proportion of people who reported helping a stranger (23% and 24% respectively). Half of the countries found in the bottom ten are high-income European countries (France, Switzerland, the Netherlands, Italy, Malta). This is likely due in large part to the function of the welfare state, and the strong social safety nets that are in place in European countries.

Table 2. Top 10 countries for helping a stranger in 2021



 <b>HELPING A STRANGER</b> <b>COUNTRY AND RANKING</b>		<b>PEOPLE (%)</b>
Sierra Leone	1	83%
Venezuela	2	82%
Jamaica	3	80%
United States of America	4	80%
Nigeria	5	79%
Costa Rica	6	78%
Kenya	7	77%
Uganda	8	77%
Colombia	9	76%
Mexico	10	76%

Table 3. Bottom 10 countries for helping a stranger in 2021

 <b>HELPING A STRANGER</b> <b>COUNTRY AND RANKING</b>		<b>PEOPLE (%)</b>
Malta	110	48%
Kazakhstan	111	47%
Afghanistan	112	44%
Italy	113	44%
Netherlands	114	43%
Switzerland	115	40%
France	116	38%
Lao People's Democratic Republic	117	36%
Japan	118	24%
Cambodia	119	23%





## Brazil

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“The increase in giving recorded in Central and South America makes a heartening statement about the generosity present in these regions and their communities. This finding is also not altogether surprising.

Many countries across Central and South America were severely impacted by the coronavirus pandemic, prompting a surge in interpersonal aid – as evidenced by the strong representation of Central and South American nations among the countries ranked highest for helping a stranger. Moreover, tumultuous political situations in various countries across these regions led ordinary people to take responsibility for improving their communities. Indeed, in contexts where the actions of government bodies appeared limited or insufficient in meeting people’s needs, many individuals stepped up to drive aid efforts. This report’s findings indicate that this was certainly the case in Brazil, as well as for many of our neighbours.”

**Paula Fabiani, CEO of IDIS (Brazil)**



## 5.0 | Donating money

More people than ever donated money to charity in 2021.

Indonesia has the highest proportion of people (84%) who donated money to charity in the world. Myanmar follows in second place, with three out five (73%) adults donating money in 2021. As discussed in section 1.2, widespread donating in both countries is due in large part to religious giving and community-based cultural traditions.

Seven out of the top 10 countries for donating money are high-income countries: the Netherlands, the United Kingdom, Australia, New Zealand and the United States remained in the top 10 for this measure.

All countries in the bottom 10 for donating money were low- and middle-income. Georgia had the lowest proportion of people who donated money to a charity (3%). Seven out of the 10 bottom countries are in Africa.



Table 4. Top 10 countries for donating money in 2021

 DONATING MONEY COUNTRY AND RANKING		PEOPLE (%)
Indonesia	1	84%
Myanmar	2	73%
Netherlands	3	68%
Iceland	4	67%
United Kingdom	5	65%
Australia	6	64%
Malta	7	64%
Thailand	8	62%
United States of America	9	61%
New Zealand	10	61%

Table 5. Bottom 10 countries for donating money in 2021

 DONATING MONEY COUNTRY AND RANKING		PEOPLE (%)
Malawi	110	14%
Jordan	111	14%
Namibia	112	13%
Gabon	113	11%
Zimbabwe	114	10%
Tunisia	115	9%
Egypt	116	7%
Afghanistan	117	7%
Morocco	118	7%
Georgia	119	3%

## 6.0 | Volunteering time

Globally, nearly a quarter of all adults volunteer.

Volunteering time saw a small increase from 19% to 23%, returning to pre-pandemic levels, in a similar trend to the other two measures. Despite the barriers produced by the pandemic, this is the highest rate of volunteering reported since 2009.

Indonesia is the country with the highest rate of volunteering. Six out of ten adults (63%) in Indonesia reported that they volunteered in 2021. This is likely due in large part to the Indonesian principle of *gotong royong* (where local communities help and support each other during times of disaster), which revived after the earthquake of 2018<sup>12</sup>. During the pandemic, Indonesia demonstrated high levels of solidarity and a rate of volunteering time 2.7 times higher than the global average.

Kenya is in second place for volunteering with a slightly increased score of 52%, up from 49% in 2020. Sierra Leone, which ranked #1 for helping a stranger, is in third place. As in Indonesia, Kenya's philanthropic tradition and harambee spirit that unites people in times of need, seemed to play a critical role in participation and giving during the pandemic<sup>13</sup>.

The United States is the only high-income country that occupied a place in the volunteering top 10, moving to #7 from #21 in 2020.

The country with the lowest rate of volunteering is Egypt (4%). Egypt has been blighted by poverty, unrest and social injustice<sup>14</sup>. The country saw a steep decline of ten percentage points in its overall Index score, and a six percentage point decline in volunteering in 2021.

Serbia, which is one of the top 3 biggest risers on the overall Index, nevertheless remains in the bottom 10 countries for volunteering. In 2021 it ranked #116, with only 9% of people volunteering time. As discussed in section 3, Serbia recorded a sharp jump in its scores for helping a stranger and donating money over the past five years. However, the country has traditionally been among the lowest ranking nations in terms of volunteering time.

12 <https://www.tandfonline.com/doi/pdf/10.1080/0967828X.2021.1966318?needAccess=true>

<https://www.atlantis-press.com/proceedings/iicis-21/125965481>

13 <https://www.chathamhouse.org/2020/06/kenyas-philanthropic-tradition-tackles-covid-19-challenge>

14 <https://www.france24.com/en/live-news/20201108-egypt-s-gdp-grows-despite-pandemic-but-so-does-poverty>

Table 6. Top 10 countries for volunteering in 2021

 VOLUNTEERED TIME COUNTRY AND RANKING		PEOPLE (%)
Indonesia	1	63%
Kenya	2	52%
Sierra Leone	3	44%
Zambia	4	43%
Tajikistan	5	43%
Philippines	6	39%
United States of America	7	37%
Sri Lanka	8	37%
Jamaica	9	36%
Dominican Republic	10	36%

Table 7. Bottom 10 countries for volunteering in 2021

 VOLUNTEERED TIME COUNTRY AND RANKING		PEOPLE (%)
Bosnia and Herzegovina	110	10%
Pakistan	111	10%
Latvia	112	10%
Portugal	113	10%
Cambodia	114	10%
Jordan	115	9%
Serbia	116	9%
Lebanon	117	9%
Albania	118	8%
Egypt	119	4%

# Methodology

The CAF World Giving Index is based on data from Gallup's World View World Poll,<sup>15</sup> which is an ongoing research project carried out in more than 100 countries and represents more than 90% of the global adult population. The survey asks questions on many different aspects of life today including giving behaviour. The countries surveyed and questions asked in each region vary from year to year and are determined by Gallup. More detail on Gallup's methodology can be viewed online<sup>16</sup>.

In most countries surveyed, one thousand questionnaires are completed by a representative sample of individuals living across the country. The sampling frame represents the entire civilian, non-institutionalised, aged-15-and-older population of the entire country including rural areas. In some bigger countries larger samples are collected. In a small number of countries, the poll covers 500 to 1,000 people but still features a representative sample. The survey is not conducted in a limited number of instances such as where the safety of interviewing staff is threatened, scarcely populated islands in some countries, and areas that interviewers can reach only by foot, animal or small boat. In all, 127,000 people were interviewed by Gallup in 2021. Samples are probability based and were carried out both by telephone and face-to-face<sup>17</sup>. The findings in this report are based on the published World Poll dataset as of 31st March 2022. Country-specific data published after this date is not included in our analysis.

Due to the Covid-19 pandemic, in May 2020, Gallup decided that continuing with face-to-face interviewing (the usual data collection method in Central and Eastern Europe, Latin America, former Soviet states, developing Asia, the Middle East, and Africa) was not safe or appropriate. Gallup initiated its contingency data collection plans and moved to an entirely telephone-based methodology. In each country, all eligible landline and mobile service providers were included in the sample. This change in methodology is not considered to have had a material impact on the findings detailed in this report.

There is a margin of error (the amount of random sampling error) inherent in the results for each country, calculated by Gallup at the 95% confidence level (the level of confidence that the results are a true reflection of the whole population). The maximum margin of error is calculated assuming a reported percentage of 50% and takes into account the design effect.

It is worth noting that in 2018 Gallup made substantial changes to the location of the series of items related to charitable giving within its World Poll questionnaire across all the countries interviewed. Within the countries where interviews were conducted face-to-face, this change did not appear to affect the results. However, in the countries where interviews were conducted via telephone, it is unclear if these changes had some impact. CAF is monitoring subsequent results to determine if they have a substantive impact on longer term giving trends. As a result, we have not published the individual country findings from the polling conducted in 2018.

## Calculation of CAF World Giving Index ranking

The percentages shown in the index and within this publication are all rounded to the nearest whole number or to one decimal place. However, the analysis conducted by CAF uses percentage scores calculated to two decimal places. Due to rounding, there are some occasions in the ranking of countries where two or more countries appear to have the same percentage but are not placed equally. This is because there is a small amount of difference in the numbers to two decimal places.

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15 Gallup's website: <https://news.gallup.com/topic/world-poll.aspx>









16 Gallup World Poll Methodology: <https://news.gallup.com/poll/105226/world-poll-methodology.aspx>  
Details of each country's dataset available: <http://www.gallup.com/services/177797/country-data-set-details.aspx>









17 Gallup World Poll Methodology: <http://www.gallup.com/poll/105226/world-poll-methodology.aspx>  
Details of each country's dataset available: <http://www.gallup.com/services/177797/country-data-set-details.aspx>

# CAF World Giving Index full table

## Ranking and scores

COUNTRY								
	RANKING	SCORE	RANKING	SCORE	RANKING	SCORE	RANKING	SCORE
Indonesia	1	68%	76	58%	1	84%	1	63%
Kenya	2	61%	7	77%	20	55%	2	52%
United States of America	3	59%	4	80%	9	61%	7	37%
Australia	4	55%	34	69%	6	64%	20	33%
New Zealand	5	54%	46	66%	10	61%	14	34%
Myanmar	6	52%	83	55%	2	73%	36	28%
Sierra Leone	7	51%	1	83%	76	27%	3	44%
Canada	8	51%	50	65%	13	59%	33	29%
Zambia	9	50%	18	74%	53	35%	4	43%
Ukraine	10	49%	13	75%	29	47%	54	24%
Ireland	11	49%	87	55%	14	59%	21	32%
Thailand	12	48%	58	64%	8	62%	75	19%
Czech Republic	13	48%	54	64%	21	55%	52	24%
Nigeria	14	48%	5	79%	73	29%	13	35%
United Arab Emirates	15	47%	48	65%	18	56%	70	21%
Poland	16	47%	45	66%	26	50%	45	25%
United Kingdom	17	47%	97	52%	5	65%	55	24%
Brazil	18	47%	11	76%	38	41%	48	25%
Guinea	19	47%	26	72%	52	35%	15	33%
Philippines	20	47%	15	75%	79	26%	6	39%
Argentina	21	47%	12	76%	56	33%	24	31%
Uganda	22	46%	8	77%	78	27%	12	35%
Iceland	23	46%	109	50%	4	67%	69	22%
Denmark	24	46%	74	60%	22	55%	61	23%
Mongolia	25	46%	107	50%	24	52%	11	36%
Honduras	26	46%	37	68%	47	36%	17	33%
Serbia	27	46%	39	68%	11	60%	116	9%
Jamaica	28	46%	3	80%	95	20%	9	36%
Netherlands	29	46%	114	43%	3	68%	42	26%
Russian Federation	30	46%	31	71%	35	42%	53	24%
Singapore	31	45%	73	61%	23	52%	57	23%
Norway	32	45%	106	50%	15	59%	41	26%
Austria	33	45%	102	51%	17	57%	38	27%
North Macedonia	34	45%	35	69%	25	51%	96	14%
Malta	35	45%	110	48%	7	64%	60	23%
Venezuela	36	45%	2	82%	87	22%	27	30%
Mexico	37	44%	10	76%	66	30%	37	27%

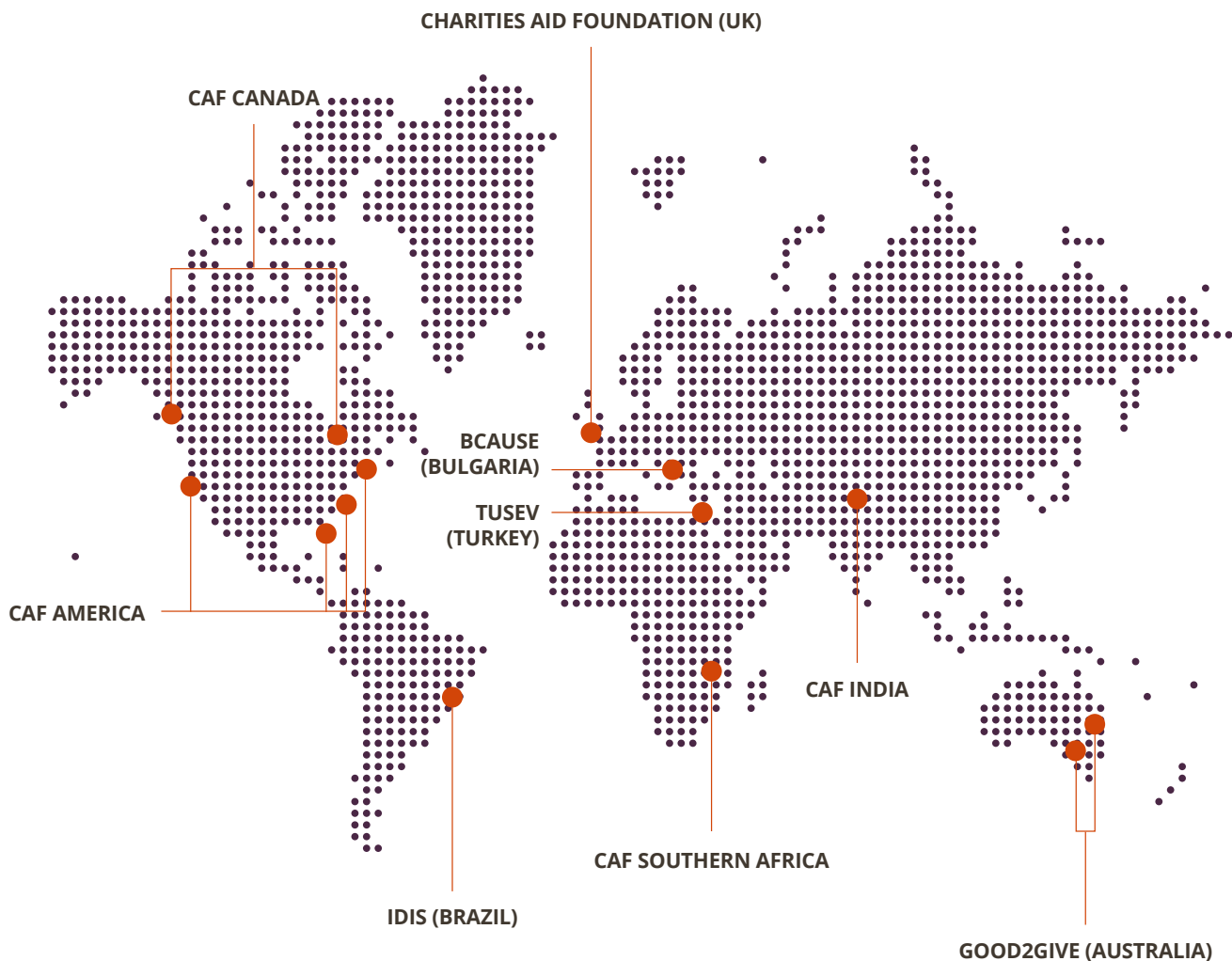
COUNTRY								
	RANKING	SCORE	RANKING	SCORE	RANKING	SCORE	RANKING	SCORE
Dominican Republic	38	44%	25	73%	82	25%	10	36%
Paraguay	39	44%	29	71%	59	33%	31	29%
Sri Lanka	40	44%	44	66%	69	30%	8	37%
Kyrgyzstan	41	44%	47	65%	33	44%	64	23%
Bosnia and Herzegovina	42	44%	66	62%	12	60%	110	10%
Costa Rica	43	44%	6	78%	60	32%	66	22%
Kosovo	44	43%	59	64%	19	56%	106	11%
Bolivia	45	43%	14	75%	90	22%	19	33%
Ghana	46	43%	69	61%	50	35%	16	33%
Vietnam	47	43%	56	64%	39	40%	43	26%
Iran	48	43%	55	64%	27	49%	91	15%
China	49	42%	49	65%	51	35%	35	28%
Sweden	50	42%	101	51%	16	58%	81	17%
Colombia	51	42%	9	76%	80	25%	50	24%
Ecuador	52	42%	17	74%	93	21%	30	30%
Slovakia	53	41%	62	63%	36	42%	77	19%
Bulgaria	54	41%	28	72%	54	34%	80	18%
Germany	55	41%	91	54%	28	48%	72	20%
Nepal	56	40%	85	55%	46	36%	26	30%
India	57	40%	82	57%	61	31%	18	33%
Nicaragua	58	40%	51	64%	75	27%	29	30%
Uruguay	59	40%	27	72%	68	30%	78	19%
Cyprus	60	40%	64	63%	49	35%	65	22%
Senegal	61	40%	30	71%	86	24%	46	25%
Hungary	62	40%	19	73%	55	33%	101	13%
Turkey	63	40%	16	75%	57	33%	104	11%
Estonia	64	40%	84	55%	34	43%	74	20%
Burkina Faso	65	39%	72	61%	83	24%	22	32%
Tajikistan	66	39%	75	60%	108	15%	5	43%
Malawi	67	39%	20	73%	110	14%	28	30%
Peru	68	39%	33	70%	91	22%	51	24%
Slovenia	69	39%	108	50%	37	42%	49	25%
Uzbekistan	70	38%	88	54%	31	45%	90	15%
Chile	71	38%	42	67%	63	30%	86	16%
Congo Brazzaville	72	38%	36	69%	99	18%	43	26%
Mali	73	38%	60	63%	104	18%	23	32%
Finland	74	37%	95	53%	44	37%	63	23%
Iraq	75	37%	22	73%	72	29%	109	10%
Switzerland	76	37%	115	40%	30	45%	40	27%
Cameroon	77	37%	32	71%	98	19%	68	22%
Israel	78	37%	100	51%	42	39%	71	21%

COUNTRY								
	RANKING	SCORE	RANKING	SCORE	RANKING	SCORE	RANKING	SCORE
Mauritius	79	37%	90	54%	58	33%	47	25%
Cote d'Ivoire	80	37%	43	67%	85	24%	73	20%
Hong Kong	81	37%	86	55%	32	44%	103	12%
Croatia	82	37%	65	63%	43	37%	108	10%
Lithuania	83	37%	52	64%	77	27%	76	19%
Panama	84	36%	53	64%	88	22%	59	23%
Saudi Arabia	85	36%	57	64%	71	29%	85	16%
El Salvador	86	36%	71	61%	96	20%	39	27%
South Africa	87	35%	67	62%	106	16%	34	28%
South Korea	88	35%	96	53%	45	36%	89	16%
Namibia	89	35%	41	68%	112	13%	62	23%
Moldova, Republic of	90	34%	38	68%	92	22%	100	13%
Taiwan	91	34%	99	51%	41	39%	102	12%
Togo	92	34%	80	57%	89	22%	58	23%
Kazakhstan	93	34%	111	47%	40	39%	87	16%
Mozambique	94	34%	92	53%	101	18%	25	30%
Gabon	95	34%	23	73%	113	11%	83	17%
Albania	96	34%	78	57%	48	36%	118	8%
Tanzania	97	33%	92	53%	64	30%	94	14%
Benin	98	32%	89	54%	97	19%	56	24%
Spain	99	32%	104	50%	62	31%	88	16%
France	100	32%	116	38%	70	30%	32	29%
Jordan	101	32%	21	73%	111	14%	115	9%
Greece	102	32%	79	57%	94	21%	82	17%
Morocco	103	31%	24	73%	118	7%	95	14%
Georgia	104	31%	40	68%	119	3%	67	22%
Zimbabwe	105	31%	63	63%	114	10%	79	19%
Romania	106	30%	68	61%	100	18%	105	11%
Algeria	107	30%	77	58%	102	18%	97	14%
Pakistan	108	29%	94	53%	81	25%	111	10%
Italy	109	29%	113	44%	67	30%	93	14%
Armenia	110	29%	70	61%	107	16%	107	11%
Latvia	111	29%	103	50%	74	27%	112	10%
Tunisia	112	28%	61	63%	115	9%	98	13%
Lao People's Democratic Republic	113	27%	117	36%	65	30%	92	15%
Portugal	114	26%	98	52%	105	17%	113	10%
Lebanon	115	24%	105	50%	109	14%	117	9%
Egypt	116	23%	81	57%	116	7%	119	4%
Afghanistan	117	21%	112	44%	117	7%	99	13%
Japan	118	20%	118	24%	103	18%	83	17%
Cambodia	119	19%	119	23%	84	24%	114	10%

# CAF network

Charities Aid Foundation consists of CAF in the UK, CAF America and CAF Canada. We are also proud to partner with a growing number of independent philanthropic organisations across the world.

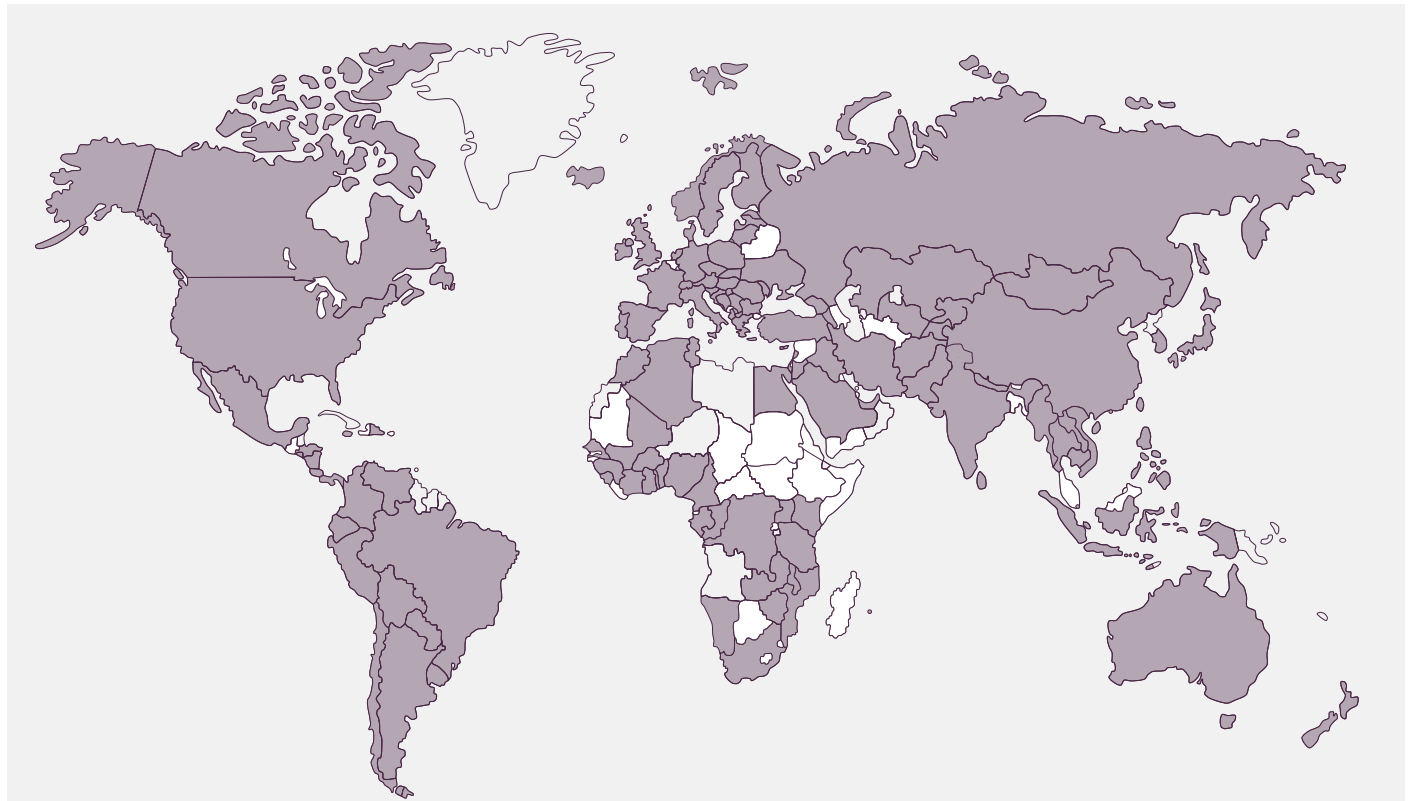
The CAF International Network helps CAF to facilitate cross-border giving and onward grant making of the highest regulatory standard. We also work with Partners to tackle a range of issues impacting the sector in their territories.





# Surveyed countries

CAF World giving Index 2022



Afghanistan	Estonia	Lebanon	Senegal
Albania	Finland	Lithuania	Serbia
Algeria	France	Malawi	Sierra Leone
Argentina	Gabon	Mali	Singapore
Armenia	Georgia	Malta	Slovakia
Australia	Germany	Mauritius	Slovenia
Austria	Ghana	Mexico	South Africa
Benin	Greece	Moldova, Republic of	South Korea
Bolivia	Guinea	Mongolia	Spain
Bosnia and Herzegovina	Honduras	Morocco	Sri Lanka
Brazil	Hong Kong	Mozambique	Sweden
Bulgaria	Hungary	Myanmar	Switzerland
Burkina Faso	Iceland	Namibia	Taiwan
Cambodia	India	Nepal	Tajikistan
Cameroon	Indonesia	Netherlands	Tanzania
Canada	Iran	New Zealand	Thailand
Chile	Iraq	Nicaragua	Togo
China	Ireland	Nigeria	Tunisia
Colombia	Israel	North Macedonia	Turkey
Congo Brazzaville	Italy	Norway	Uganda
Costa Rica	Jamaica	Pakistan	Ukraine
Cote d'Ivoire	Japan	Panama	United Arab Emirates
Croatia	Jordan	Paraguay	United Kingdom
Cyprus	Kazakhstan	Peru	United States of America
Czech Republic	Kenya	Philippines	Uruguay
Denmark	Kosovo	Poland	Uzbekistan
Dominican Republic	Kyrgyzstan	Portugal	Venezuela
Ecuador	Lao People's Democratic	Romania	Vietnam
Egypt	Republic	Russian Federation	Zambia
El Salvador	Latvia	Saudi Arabia	Zimbabwe



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