

# World Giving Index 2023

Global trends in generosity



# FOREWORD

“Giving is about building a connection with those around us, whether they are across the street or on the other side of the world. It brings us together – and that helps us to understand each other more.”



**The 2023 Charities Aid Foundation (CAF) World Giving Index gives us reasons for hopeful optimism against a backdrop of global instability. It shows that the increased generosity we saw as a result of the Covid-19 pandemic was broadly maintained at a global level. That means that almost three-quarters of humanity did something to help others in the course of 2022.**

Now in its thirteenth year, the CAF World Giving Index is one of the largest studies into giving and charitable activity ever undertaken, with millions of people now interviewed since 2009. This year we look particularly at insights on the role of religion in giving, the role of giving in happiness, and whether people who migrated have different giving habits.

But looking at the bigger picture, it has never been more important to demonstrate that generosity is so innate to human behaviour. It is something that binds us together as a global community. And the diversity of countries leading the index this year serve to highlight this: they cover the spectrum of wealth and economic development, geography, governance, language, religion, and culture.

Giving is about building a connection with those around us, whether they are across the street or on the other side of the world. It brings us together – and that helps us to understand each other more.

That is why this year we are calling on governments to do more to support those who can to give money and time and to foster vibrant, engaged civil society organisations, which are dealing with social and environmental challenges and the fallout from conflict and displacement. And charities too must do their bit to help further build trust in and engagement with their work.

At CAF, we are committed to playing our part by using a special year ahead for us - 2024 will be our 100th - to expand our global network of partners and by championing cross-border collaboration. When it comes to giving, there is so much we can all learn from each other.

**Neil Heslop, OBE**  
Chief Executive

# About CAF

The Charities Aid Foundation exists to accelerate progress in society towards a fair and sustainable future for all. We are a leading charity operating in the UK and internationally. Our giving and impact services help people and businesses support the causes they care about. For charities, we provide tailored advice, fundraising tools and financial services, freeing them up to concentrate on the real work of making a difference. We also understand and influence the wider environment for charities and donors across the UK and beyond via our research, policy and campaigns work.

# Introduction to the World Giving Index



147,186

people were surveyed  
by Gallup in 2022



142

countries from around the world  
are ranked in the index



2 million+

people have been included in the  
research since 2009



As well as collecting key demographics  
and social attitudes, we asked

3 key  
questions

about what people had done in  
the past month

Have you donated money  
to a charity?



Have you helped a stranger or  
someone you didn't know who  
needed help?



Have you volunteered your time  
to an organisation?



An average of the positive  
responses is calculated for  
each country, giving an index  
score and a global ranking.  
A higher score indicates that  
more of the population is  
engaged with giving. The  
lowest possible score is zero  
and the highest possible score  
is 100.



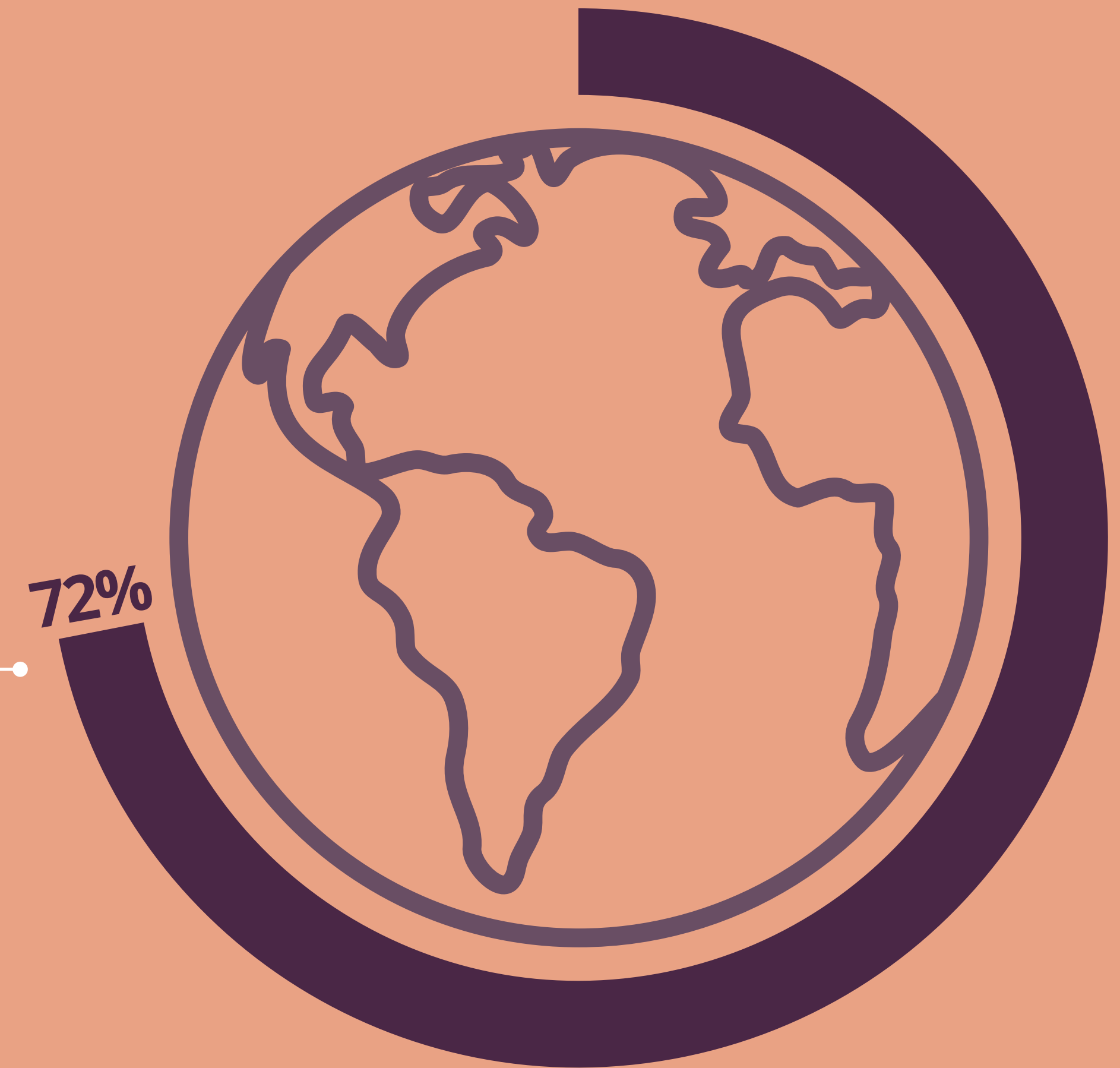


# Worldview



4.2 billion people gave  
money, time, or helped  
someone they didn't  
know in 2022

**THAT'S 72%  
OF THE WORLD'S  
ADULT POPULATION**

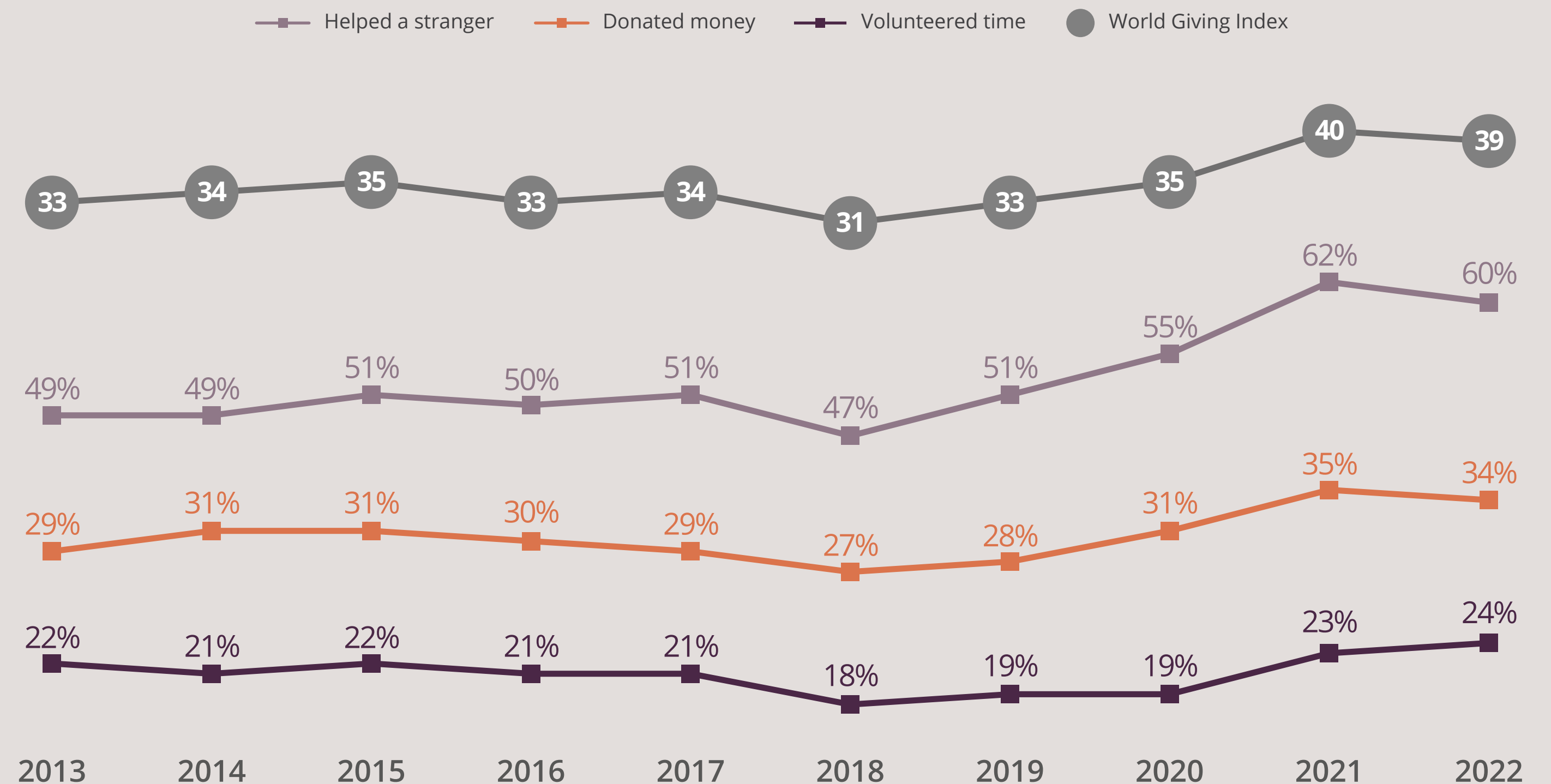






The global World Giving Index score is 39, just one point lower than the high recorded in 2021. The results indicate that the increase in global giving seen during the pandemic has been broadly maintained.

# World Giving Index scores over time





# Indonesia is the world's most generous country

Indonesia ranks #1 on the index for the sixth year in a row, although it no longer holds the top spot for any of the three individual giving behaviours. **Ukraine (this year's highest climber) and Kenya round out the top 3.**

“The contribution of philanthropy is crucial to bridging the financing gap in achieving the sustainable development goals, and to mitigating the effects of climate change in Indonesia. By engaging in co-creation and collaboration through the Indonesian tradition of “Gotong Royong”, (or “the joint bearing of burdens”), we can bring stakeholders together to create a better impact for society.”

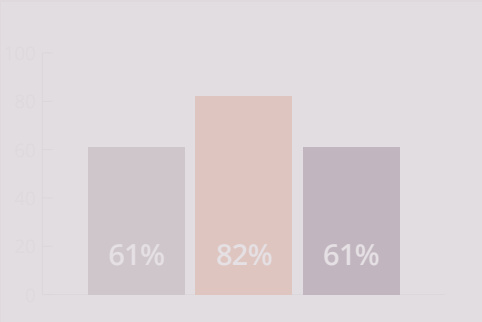
**Dinda Sonaloka Asghar**  
Filantropi Indonesia

“Kenya’s position in the World Giving Index is both impressive and encouraging considering the nation’s battle with a rising cost of living and growing unemployment. As a nation with a young population, the high ranking on volunteering and the willingness to help a stranger is a positive indicator of the “utu” spirit which signifies humanity. Kenyans’ actions around donating money also indicate how important it is to help with what one has.”

**Grace Maingi**  
Kenya Community Development Foundation

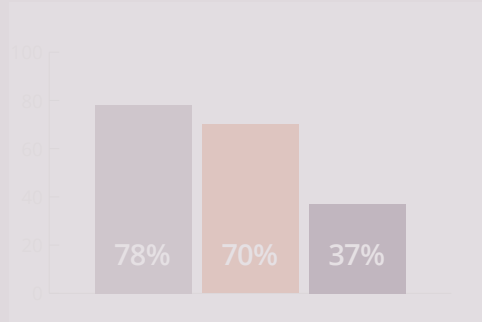
## #1 INDONESIA

Index score: 68  
Index Composition



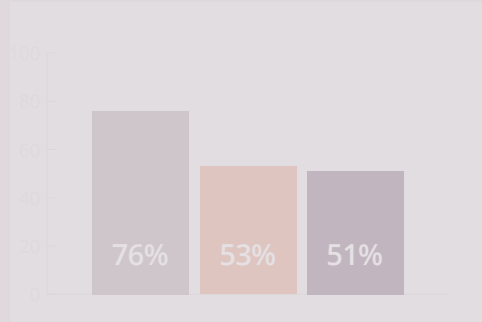
## #2 UKRAINE

Index score: 62  
Index Composition



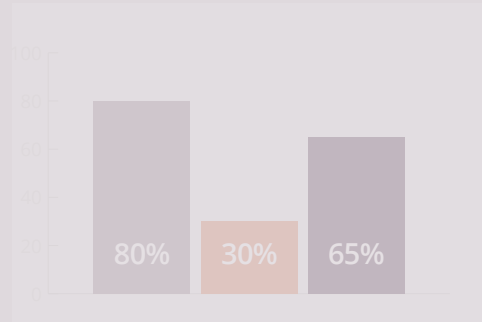
## #3 KENYA

Index score: 60  
Index Composition



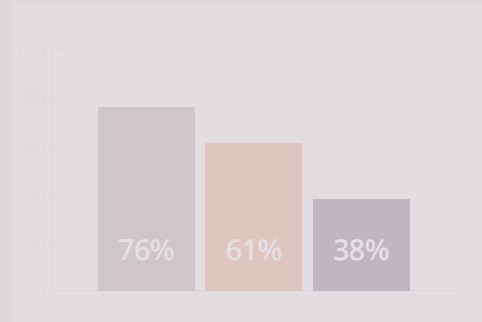
## #4 LIBERIA

Index score: 58  
Index Composition



## #5 UNITED STATES

Index score: 58  
Index Composition



## WORLD GIVING INDEX TOP 10

Mean score (0=lowest possible score, 100=highest possible score)

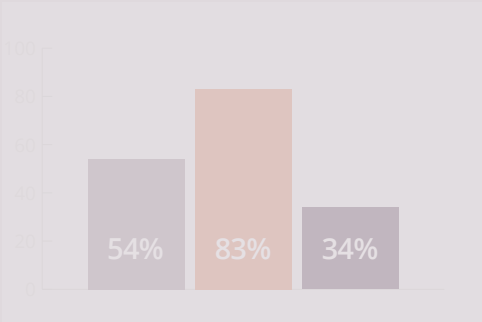
- Helped a stranger
- Donated money
- Volunteered time



Hover over rankings to highlight details

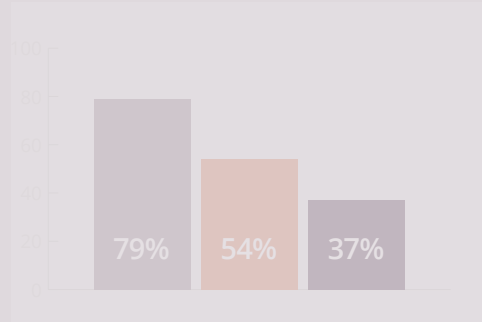
## #6 MYANMAR

Index score: 57  
Index Composition



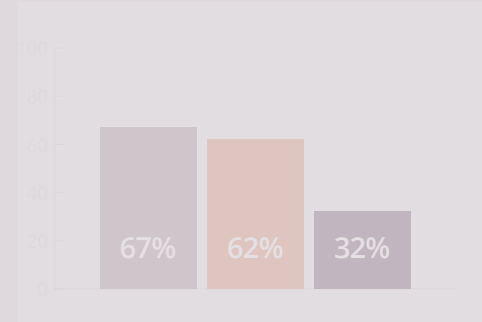
## #7 KUWAIT

Index score: 57  
Index Composition



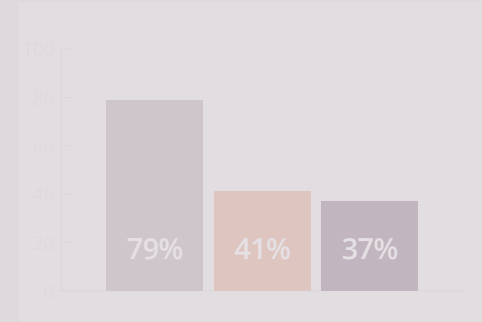
## #8 CANADA

Index score: 54  
Index Composition



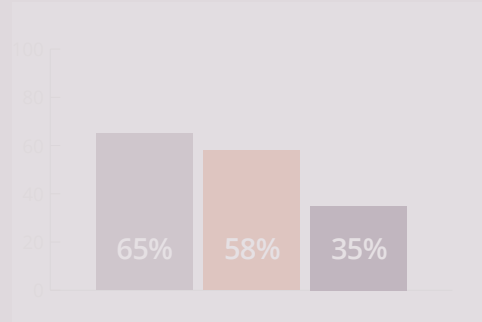
## #9 NIGERIA

Index score: 53  
Index Composition



## #10 NEW ZEALAND

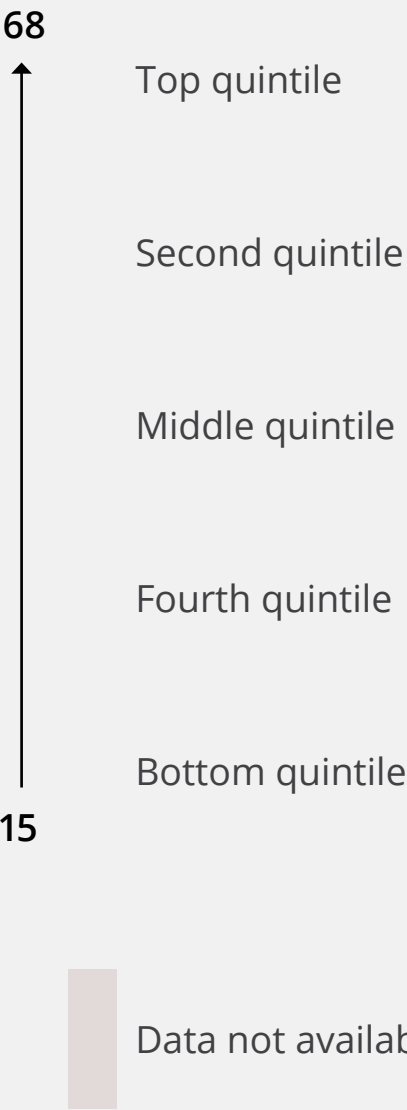
Index score: 53  
Index Composition



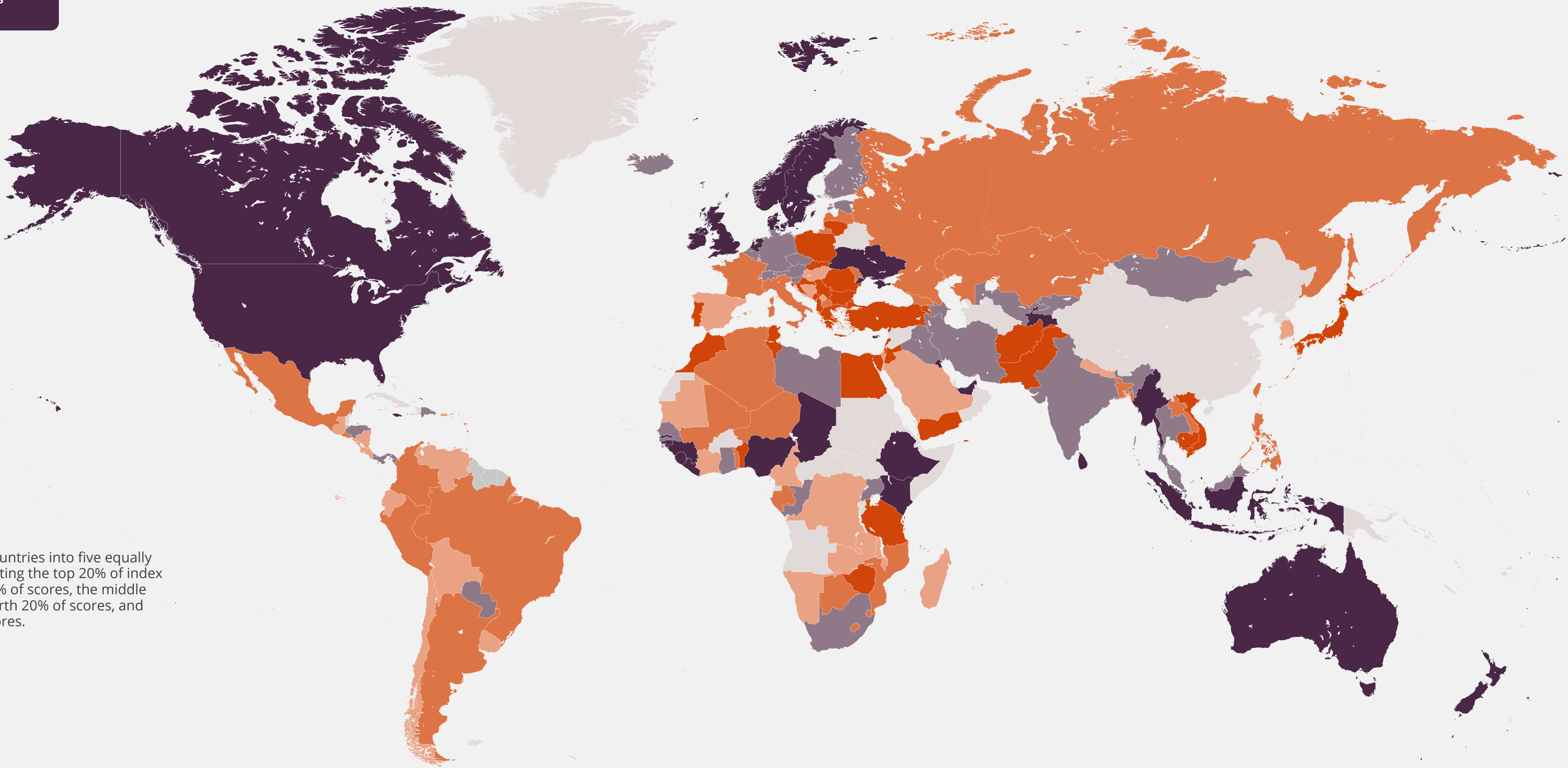


# Countries grouped by index ranking

Hover over quintiles  
to show details



Quintiles group the countries into five equally sized groups representing the top 20% of index scores, the second 20% of scores, the middle 20% of scores, the fourth 20% of scores, and the bottom 20% of scores.



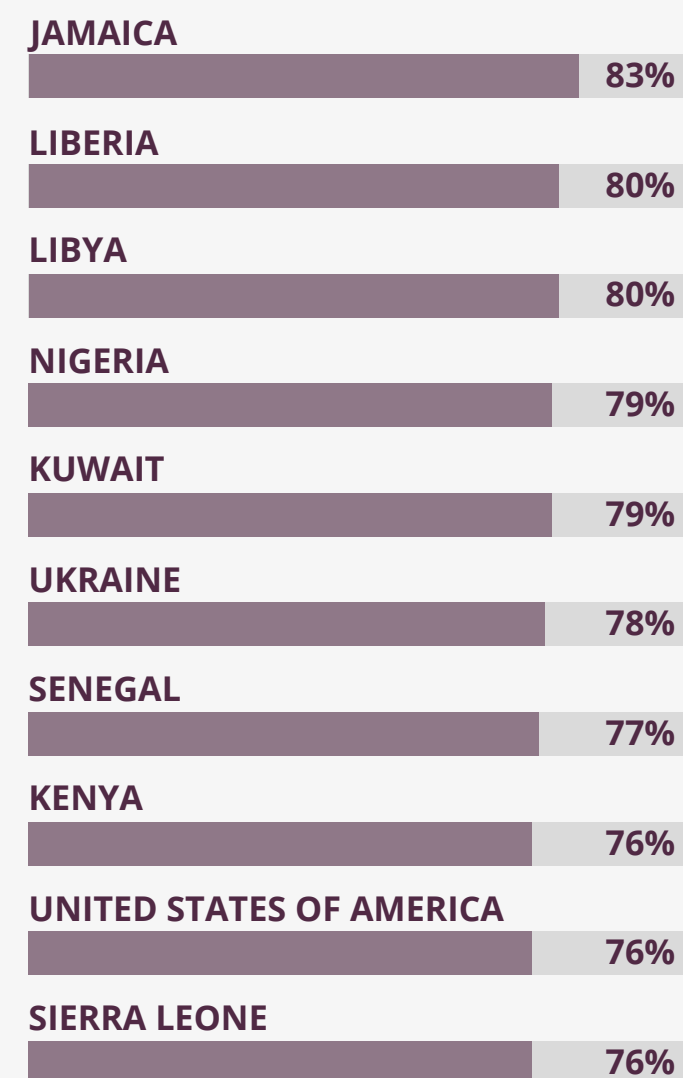


# Top and Bottom 10: the three measures ranked

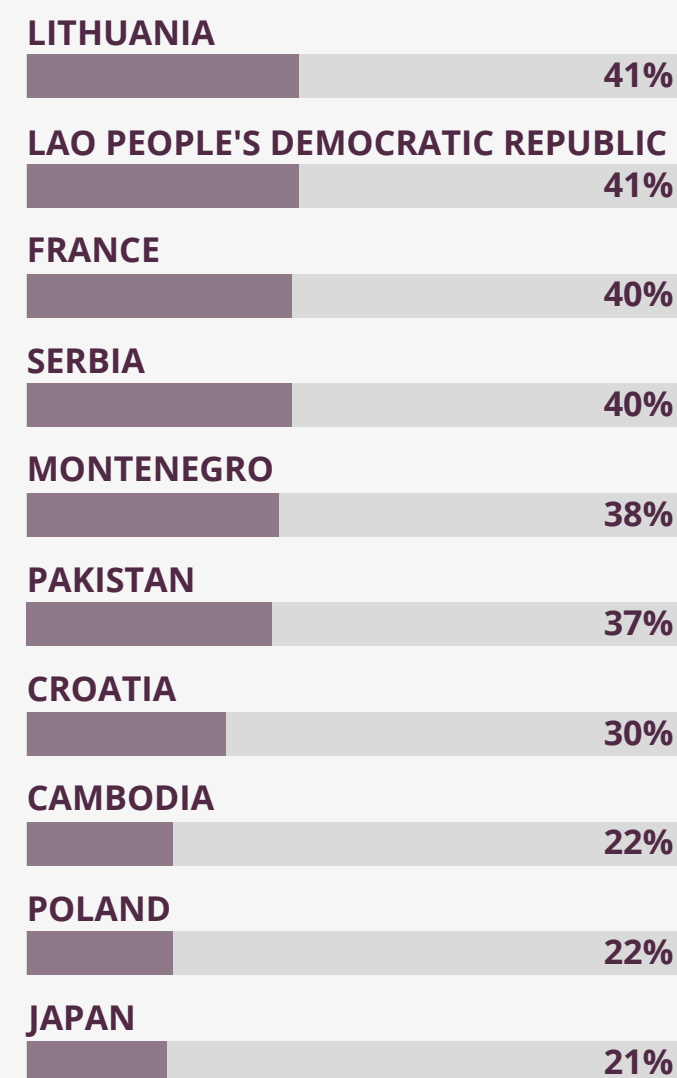


## Helped a stranger

### Top 10

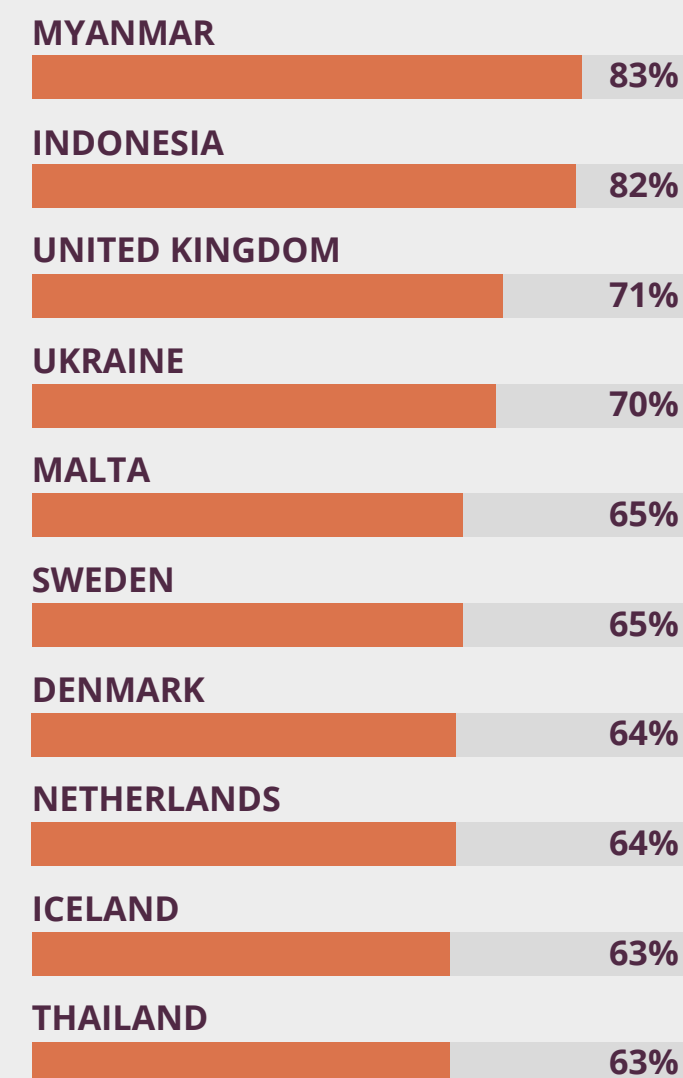


### Bottom 10



## Donated money

### Top 10

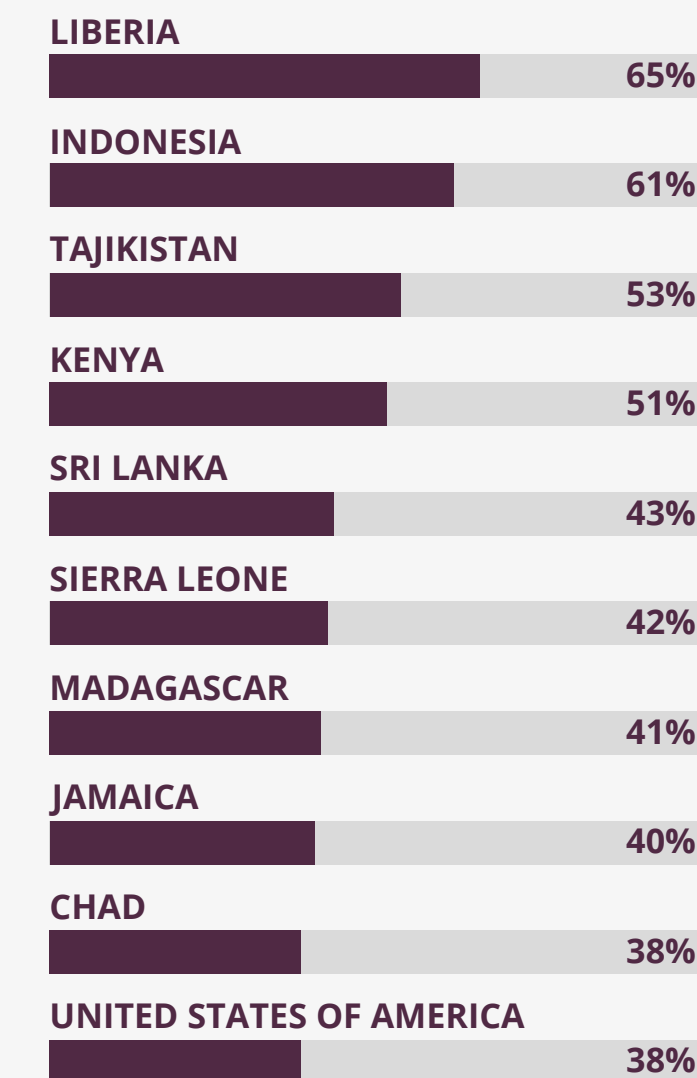


### Bottom 10

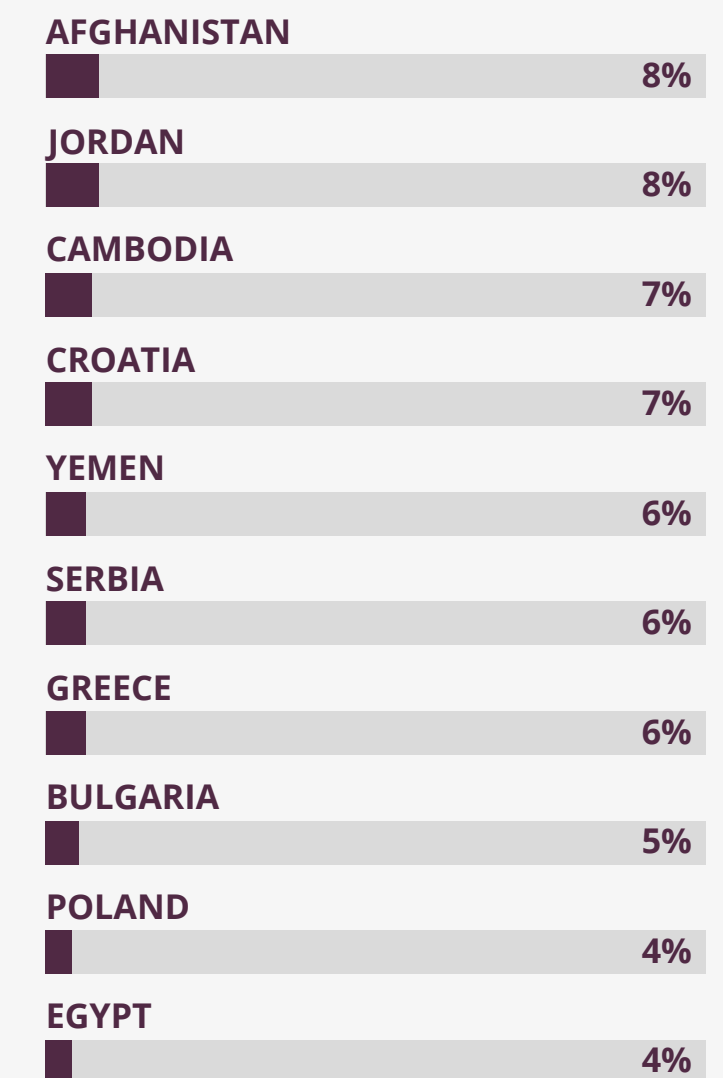


## Volunteered time

### Top 10



### Bottom 10





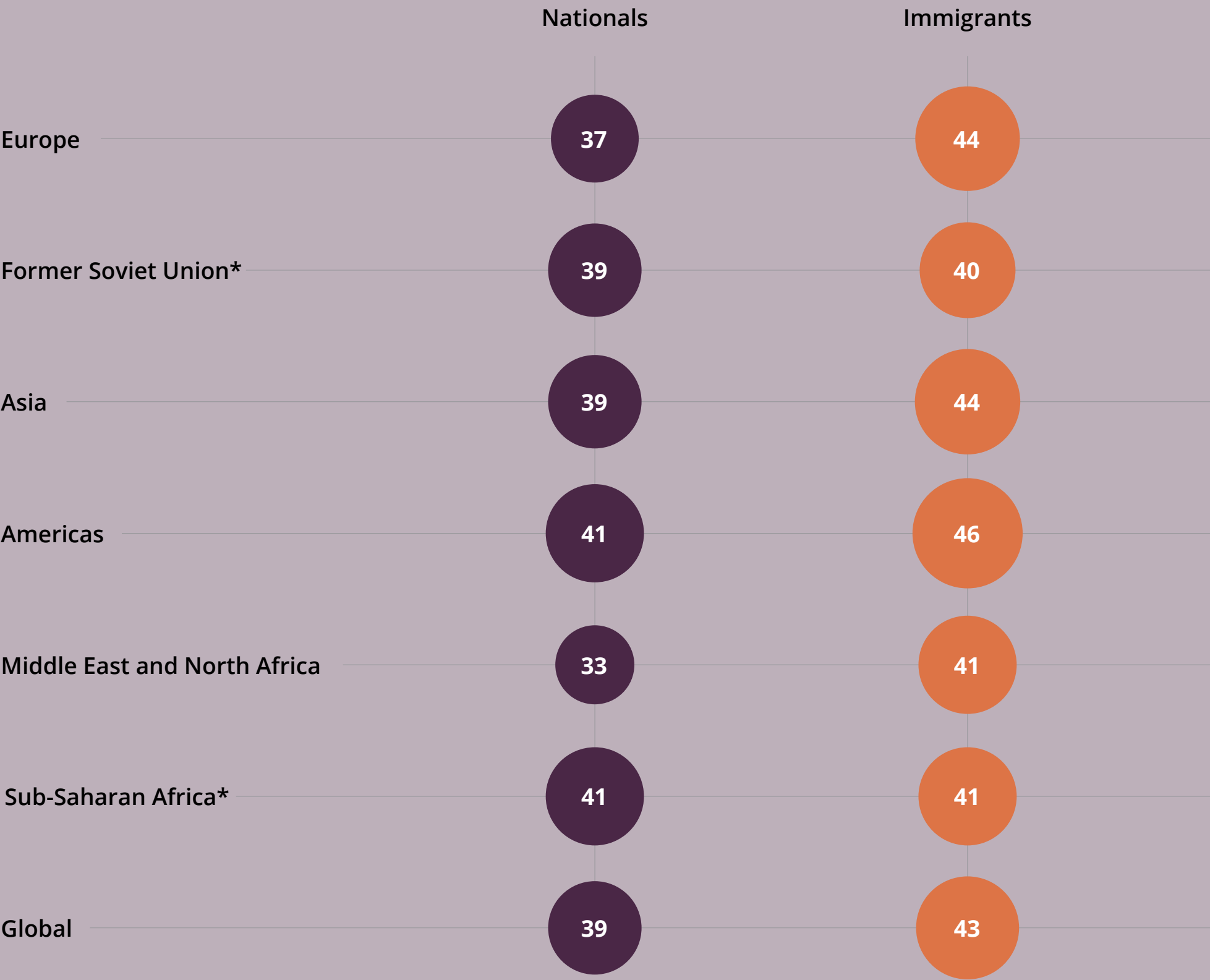


# Behind the rankings



# Immigrants more likely to give than nationals

On average across the world, those who say they were born in another country have a higher overall index score than nationals. This is most pronounced in the Middle East and North Africa (41 vs. 33) and Europe (44 vs. 37).



\*Difference is not statistically significant at the 0.05 level.

## GIVING BACK TO YOUR ROOTS – THE IMPORTANCE AND GROWTH OF DIASPORA GIVING

Diaspora Giving is the flow of money back to a home country from people who have moved abroad, or by those overseas who align with the national heritage of that country. As people maintain close ties with their native communities, remittances to low- and middle-income countries have grown to an estimated £513 billion\*, while cross-border philanthropy totals an estimated £57 billion\*\*.

However, giving internationally can be difficult, presenting challenges around due diligence and legal issues. CAF has almost a hundred years of experience in helping donors of all types give to charities all over the world. Rigorous checking and verification means that we know these are charities who understand how to operate in places affected by sanctions, wars and natural disasters. This ensures that every penny of the cross-border donations that we handle – which was £271 million last year - have the greatest impact possible.

“Our experience is that private philanthropists are often well-placed to take on the financial risks of funding a particular project overseas. They do not have constituents or investors to please with every gift or investment and can be bolder and less traditional in their approach.

Similarly, when corporates partner with non-profits they can have scale and impact over the long term: charities and corporates can grow together, test different strategies, and eventually get them right, in a way that may not always be possible for more risk-averse bodies such as governments. In short, safe cross-border giving is absolutely essential to most modern philanthropic strategies.”

**Mark Greer**  
CAF Managing Director, Giving and Impact

\*Remittances brave global headwinds, Special Focus: Climate Migration. World Bank, November 2022. Foreign exchange calculation (USD to GBP) correct as of 2 October 2023.

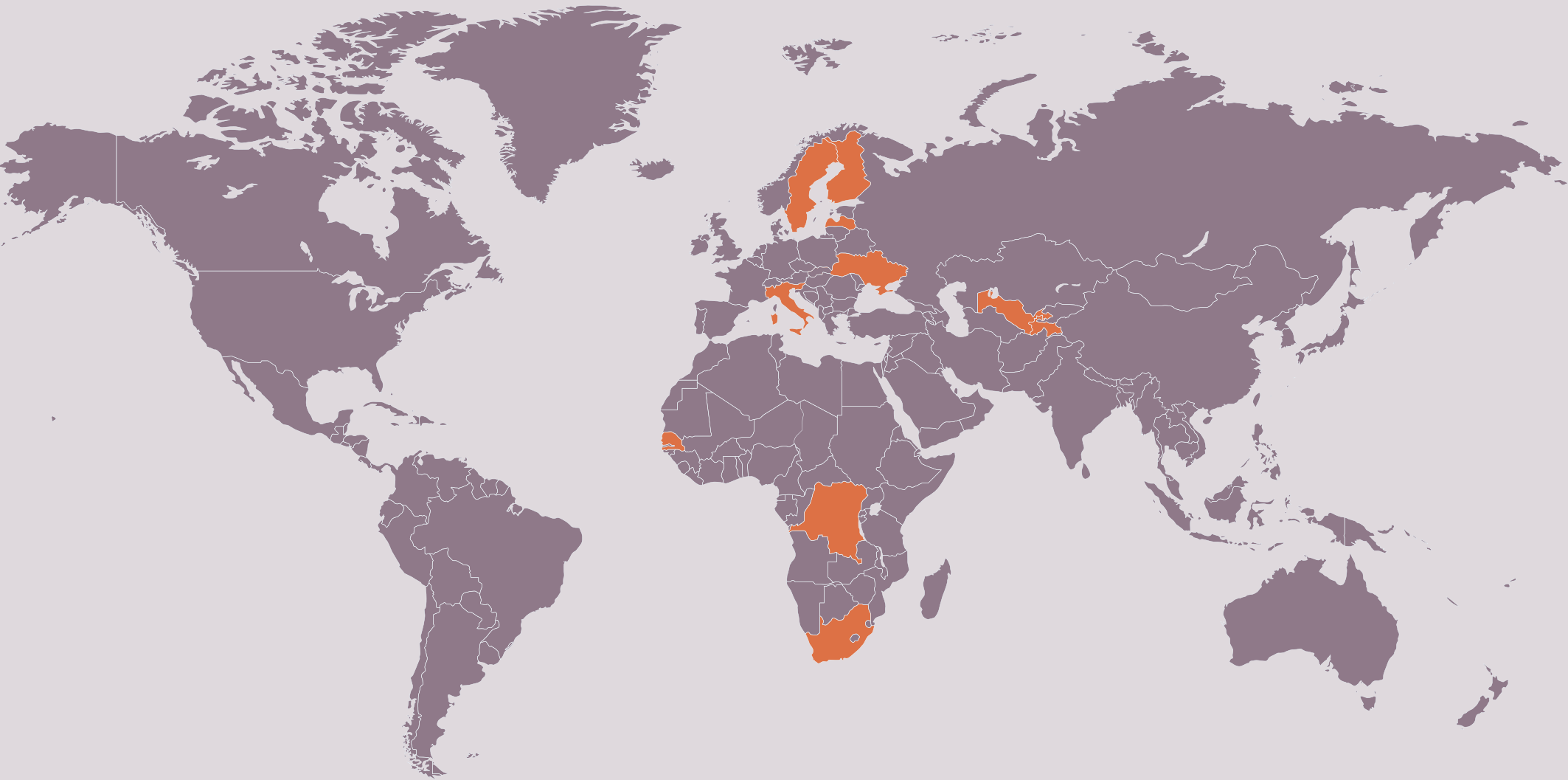
\*\*2023 Global Philanthropy Tracker, Indiana University. Foreign exchange calculation correct as of 2 October 2023.



# Ukraine is this year's biggest riser

Ukraine recorded the world's largest year-on-year increase in index score in 2022.

## TOP 10 COUNTRIES WITH BIGGEST SCORE INCREASE



Index score increase year-on-year (in points)

Ukraine	+13	Tajikistan	+9	Latvia	+8	Italy	+8	Finland	+7
Uzbekistan	+7	South Africa	+6	Senegal	+5	Sweden	+5	Congo	+5

## HUMANITARIAN EMERGENCIES: HOW DONORS CAN RESPOND EFFECTIVELY

When faced with a crisis such as the war in Ukraine, it can be difficult for donors to know the best way to help.

Large international organisations are often experienced in crisis response, such as offering expertise in providing medical aid, experience in the territory, or supporting crisis victims. This kind of support, often at scale, is invaluable particularly in the initial stages of a crisis.

Major donors such as multinational corporations should be prepared to act nimbly, identifying gaps in the response from large bilateral and multilateral funding, and playing a role in developing the strategies needed to support efforts over years to come.

Local charities often have deep networks with the communities affected, and an understanding of the support they need. Local partners on the ground are also often best placed to help communities recover and invest in their communities for the long-term. Giving to these charities strengthens local resilience and empowers communities to rebuild and prepare for the next challenge.

“It is an unfortunate truth that natural disasters and conflict disproportionately harm the poorest and most vulnerable countries in the world. For donors therefore, responding effectively to a disaster requires helping communities to recover and rebuild, but also to improve their resilience and reduce risks over the long-term.

A mix of support, both immediate and long-term, for international charities and local charities, is the key to effective disaster response. At CAF, we have a team of experts who help our clients understand how their funding could best support affected communities strategically for the long-term.”

**Ashling Cashmore**  
CAF Head of Impact and Advisory

“Charitable giving in Ukraine has seen a noticeable increase since 2019, with advocacy, fundraising initiatives and tools driving the culture of generosity. Ukraine has also demonstrated exceptional responsiveness and responsibility in times of crisis, especially in the face of Russia’s full-scale invasion. These remarkable changes highlight the resilience, compassion and unwavering commitment of Ukrainians to supporting those in need, and put Ukraine at the forefront of the global philanthropic scene.”

**Liubov Rainchuk**  
Philanthropy in Ukraine



# People who are religious have a higher giving index

All over the world, religious institutions and organisations play a crucial role in charity and helping others, offering opportunities to donate money or to volunteer.

People who say that religion is an important part of their daily lives have a higher overall giving index than those who say it is not important.

The biggest gap is found in Sub-Saharan Africa (41 vs. 35), while in Europe there is no difference between the groups' giving index scores (each 38).

## GLOBAL AVERAGE INDEX SCORE



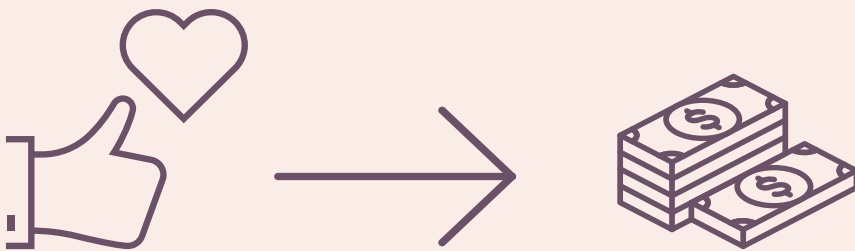
# Our generosity is linked to our life satisfaction

How an individual perceives their current life situation is linked to their likelihood to donate money.

People who rated their life today in positive terms were more likely to have made a gift to charity in the past month, with some of the happiest countries in the world – Sweden, Denmark, Netherlands, and Iceland – ranking in the top 10 for donating money.

Seven of the top 10 countries for donating money have above average happiness levels according to the UN World Happiness report, while among the bottom 10, all but Greece have below average happiness levels.

Indonesia is somewhat of an outlier because although it sits at the top of the World Giving Index, it has a lower happiness level than many of the countries with a lower ranking. Indonesians are, however, much more optimistic than average about their life in five years' time, and that level of optimism has been steadily increasing for the past decade.

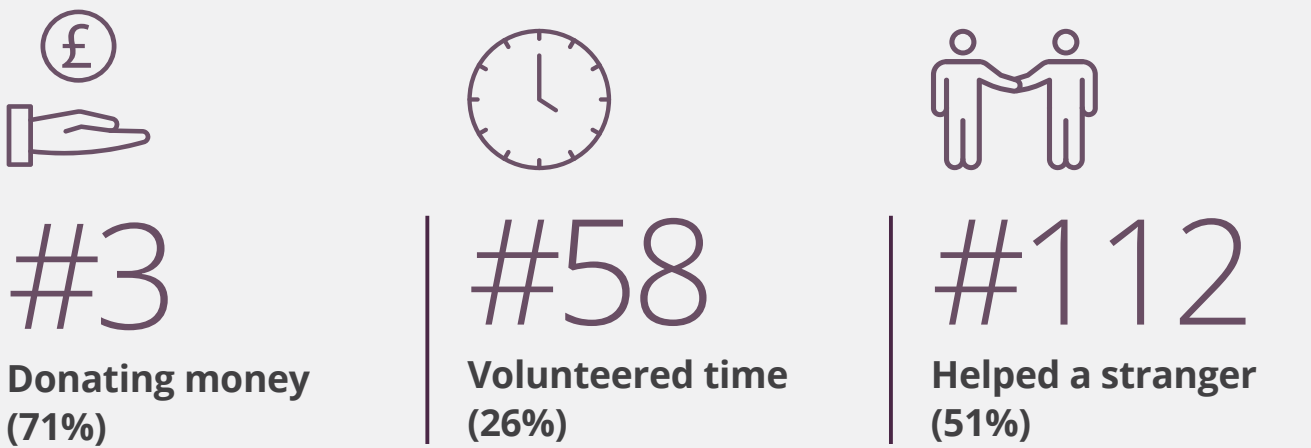


# The UK ranks #3 in the world for donating money

Although it is not in this year's overall top 10, the United Kingdom is now in the top three countries for donating money, with a score of 71% (up six points year-on-year). However, while encouraging, other countries have been able to make bigger improvements, leaving the UK 10 places lower on the index than it was a decade ago. It now ranks #17 in the world with a score of 49, putting it just behind Ethiopia (ranked #16 with an index score of 50).

The UK, which has nearly always featured among the most generous countries in the world, first fell significantly down the rankings during 2020 when the pandemic made it difficult to take part in charity fundraising or to volunteer. In this year's index, the UK is ranked #3 for donating money, #58 for volunteering, and #112 for helping a stranger.

Across the decade, a total of 46 countries have been able to improve their rank, including other European countries such as France (up 2 places), Denmark (up 5 places), Hungary (up 13 places), Sweden (up 15 places) Estonia (up 54 places) and the Czech Republic (up 71 places).







# Growing global giving

The importance of generosity and civil society is a constant for all communities and countries everywhere. CAF's World Giving Index offers a unique insight into larger global trends in generosity. It enables a better understanding about how people engage in social activities for the benefit of their communities and champions the growth of global giving.

Global generosity makes the value of CAF's work and the charities it supports even more apparent. From our offices in the UK, America and Canada, we enable hundreds of millions of pounds each year to move across sectors and borders to arrive safely with thousands of charities and make a greater impact. In the last financial year, CAF distributed more than £1 billion to hundreds of thousands of charities in 119 countries, on behalf of our donors. 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 that local giving structures build and sustain resilience.

## 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 partner with local communities so decision-making is locally owned
- recognise and build on traditional forms of giving to create organisations and a culture of giving which complements the strengths of the local context



# World Giving Index rankings

RANK	COUNTRY	WORLD GIVING INDEX	HELPED A STRANGER (% OF ADULTS)	DONATED MONEY (% OF ADULTS)	VOLUNTEERED (% OF ADULTS)
1	Indonesia	68	61%	82%	61%
2	Ukraine	62	78%	70%	37%
3	Kenya	60	76%	53%	51%
4	Liberia	58	80%	30%	65%
5	United States of America	58	76%	61%	38%
6	Myanmar	57	54%	83%	34%
7	Kuwait	57	79%	54%	37%
8	Canada	54	67%	62%	32%
9	Nigeria	53	79%	41%	37%
10	New Zealand	53	65%	58%	35%
11	United Arab Emirates	52	63%	60%	34%
12	Gambia	52	69%	54%	33%
13	Denmark	51	62%	64%	26%
14	Australia	51	65%	56%	31%
15	Northern Cyprus	50	76%	45%	30%
16	Ethiopia	50	62%	54%	33%
17	Ireland	49	56%	60%	32%
17	United Kingdom	49	51%	71%	26%
19	Norway	49	59%	61%	28%
20	Malta	49	56%	65%	25%
21	Sri Lanka	49	69%	34%	43%
22	Singapore	49	67%	55%	24%
23	Sierra Leone	48	76%	26%	42%
24	Tajikistan	48	69%	22%	53%
25	Sweden	48	55%	65%	23%
26	Chad	47	68%	36%	38%
27	Jamaica	47	83%	20%	40%

RANK	COUNTRY	WORLD GIVING INDEX	HELPED A STRANGER (% OF ADULTS)	DONATED MONEY (% OF ADULTS)	VOLUNTEERED (% OF ADULTS)
28	Netherlands	47	45%	64%	32%
29	Guinea	46	68%	33%	38%
30	Uganda	46	70%	32%	36%
31	Malaysia	46	55%	57%	26%
32	Mongolia	46	49%	51%	36%
33	Ghana	46	67%	36%	34%
34	Kyrgyzstan	45	67%	47%	22%
35	Senegal	45	77%	26%	33%
36	Uzbekistan	45	59%	58%	18%
37	Honduras	45	67%	33%	35%
38	Thailand	45	52%	63%	19%
39	Dominican Republic	45	74%	25%	35%
40	Iran	45	67%	53%	13%
41	Czech Republic	44	63%	49%	22%
42	Finland	44	57%	51%	25%
43	India	44	60%	35%	37%
44	Libya	44	80%	29%	23%
45	Germany	44	64%	49%	19%
46	Austria	44	50%	55%	27%
47	Iceland	44	49%	63%	19%
48	Paraguay	44	69%	30%	32%
49	Estonia	44	58%	52%	21%
50	Congo	43	74%	23%	32%
51	Iraq	42	75%	35%	17%
52	Cyprus	42	63%	40%	24%
53	Slovenia	42	49%	49%	28%
54	Azerbaijan	42	67%	39%	20%



# World Giving Index rankings

RANK	COUNTRY	WORLD GIVING INDEX	HELPED A STRANGER (% OF ADULTS)	DONATED MONEY (% OF ADULTS)	VOLUNTEERED (% OF ADULTS)
55	Belgium	42	52%	50%	24%
56	Switzerland	42	42%	56%	28%
57	South Africa	42	71%	24%	30%
58	Panama	42	68%	25%	32%
59	Hungary	41	74%	37%	12%
60	Uruguay	41	70%	30%	23%
60	Kosovo	41	63%	51%	8%
62	Cameroon	41	71%	24%	27%
63	Nepal	41	49%	37%	37%
64	Luxembourg	41	43%	49%	31%
65	Congo, Democratic Republic of the	41	69%	21%	32%
66	Puerto Rico	40	66%	30%	25%
67	Venezuela	40	75%	16%	31%
68	Costa Rica	40	71%	30%	20%
69	Saudi Arabia	40	67%	37%	16%
70	Chile	40	68%	34%	17%
71	Mauritania	40	63%	23%	34%
72	Guatemala	39	62%	22%	33%
73	Zambia	39	73%	20%	24%
74	Nicaragua	39	63%	25%	29%
75	Madagascar	39	53%	22%	41%
76	Bolivia	39	68%	19%	28%
77	Hong Kong	39	54%	46%	16%
78	Namibia	38	73%	16%	26%
79	South Korea	38	57%	40%	18%
80	Malawi	38	65%	17%	31%
80	Cote d'Ivoire	38	69%	24%	21%

RANK	COUNTRY	WORLD GIVING INDEX	HELPED A STRANGER (% OF ADULTS)	DONATED MONEY (% OF ADULTS)	VOLUNTEERED (% OF ADULTS)
82	Bosnia and Herzegovina	38	54%	51%	9%
83	Israel	37	53%	39%	20%
84	Mauritius	37	48%	31%	32%
85	Ecuador	37	65%	21%	24%
86	Spain	37	55%	39%	17%
87	Italy	37	53%	42%	15%
88	France	37	40%	37%	33%
89	Brazil	37	64%	26%	21%
90	Latvia	37	57%	39%	14%
91	Eswatini	37	71%	14%	25%
92	Argentina	36	66%	22%	21%
93	Comoros	36	58%	19%	32%
94	El Salvador	36	65%	17%	27%
95	Togo	35	59%	18%	28%
96	Niger	35	66%	16%	22%
97	Taiwan	35	55%	38%	11%
98	Philippines	34	57%	12%	34%
99	Mexico	34	62%	22%	19%
99	Colombia	34	66%	16%	20%
101	Moldova, Republic of	34	67%	22%	13%
102	Russian Federation	34	57%	29%	16%
103	Mali	34	59%	16%	27%
104	Georgia	34	72%	7%	22%
105	Bangladesh	33	68%	20%	12%
106	Mozambique	33	53%	18%	29%
107	Kazakhstan	33	49%	38%	13%
108	Botswana	33	73%	10%	15%



# World Giving Index rankings

RANK	COUNTRY	WORLD GIVING INDEX	HELPED A STRANGER (% OF ADULTS)	DONATED MONEY (% OF ADULTS)	VOLUNTEERED (% OF ADULTS)
109	Gabon	33	69%	15%	14%
110	North Macedonia	32	49%	39%	9%
111	Algeria	32	53%	25%	19%
112	Lesotho	32	63%	8%	23%
113	Lao People's Democratic Republic	32	41%	36%	18%
114	Peru	32	64%	13%	18%
115	Portugal	31	53%	24%	15%
116	Zimbabwe	31	61%	11%	20%
117	Tanzania	30	46%	33%	12%
118	Slovakia	30	48%	25%	17%
119	Serbia	29	40%	41%	6%
120	Benin	29	50%	18%	18%
121	Romania	29	56%	20%	10%
122	Armenia	28	59%	17%	10%
123	Albania	28	52%	25%	8%
124	Jordan	28	64%	13%	8%
125	Palestinian Territories	27	61%	11%	9%
126	Türkiye	27	54%	18%	9%
127	Montenegro	27	38%	33%	9%
128	Morocco	26	70%	2%	8%
129	Egypt	25	63%	9%	4%
130	Pakistan	25	37%	25%	12%
131	Tunisia	24	57%	6%	9%
132	Lithuania	24	41%	19%	12%
133	Bulgaria	23	44%	21%	5%
134	Vietnam	23	47%	12%	11%
135	Lebanon	23	42%	18%	10%

RANK	COUNTRY	WORLD GIVING INDEX	HELPED A STRANGER (% OF ADULTS)	DONATED MONEY (% OF ADULTS)	VOLUNTEERED (% OF ADULTS)
136	Cambodia	23	22%	38%	7%
137	Afghanistan	20	44%	7%	8%
138	Greece	18	43%	6%	6%
139	Japan	18	21%	16%	17%
140	Yemen	18	43%	4%	6%
141	Croatia	18	30%	17%	7%
142	Poland	15	22%	18%	4%

Index scores are shown to the nearest whole number but are calculated to two decimal places. This means that some countries which appear to have the same score may rank differently.

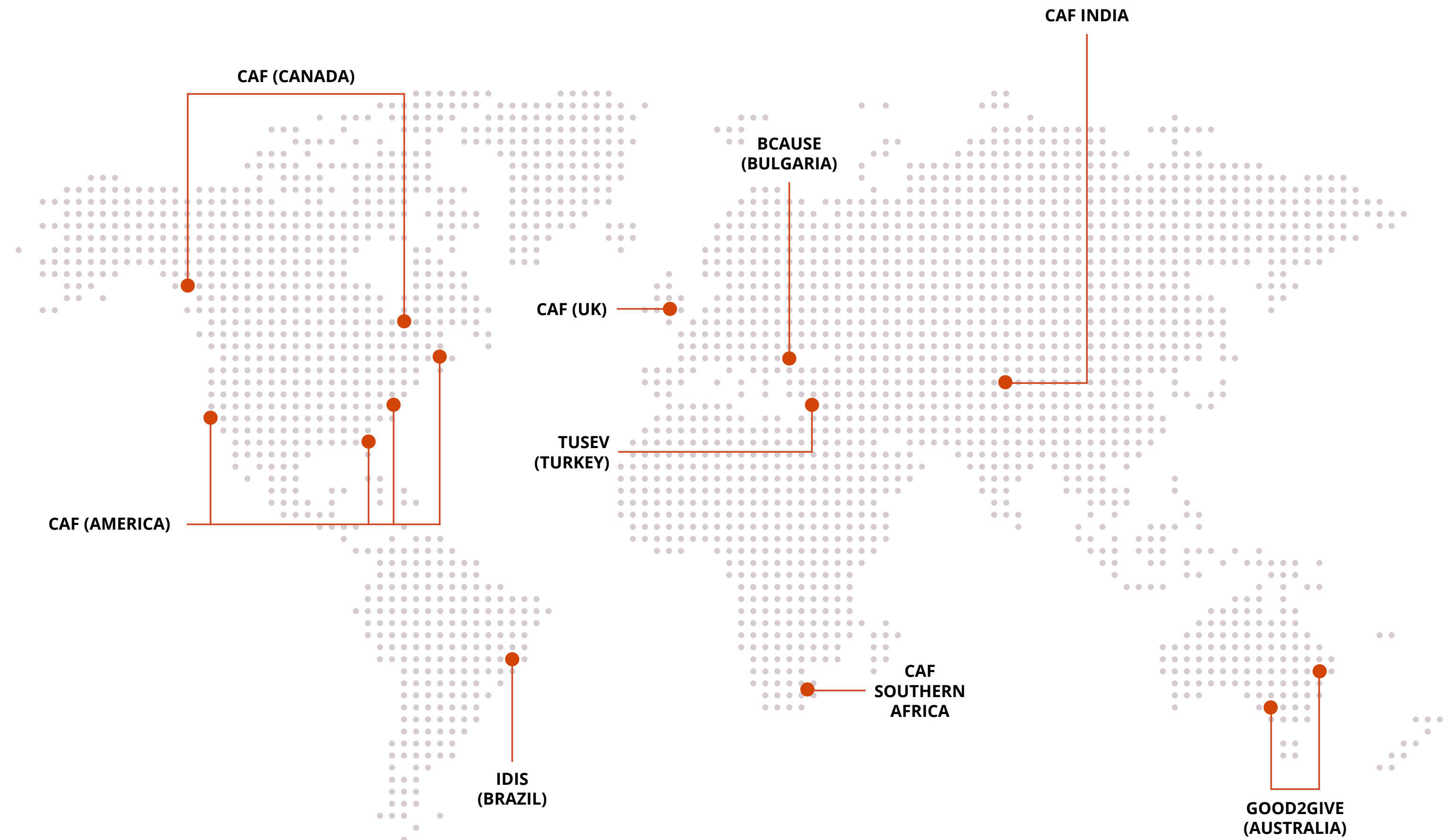
The CAF World Giving Index is based on data from Gallup’s World Poll, which is an ongoing research project carried out in more than 100 countries. For detailed information on the World Poll methodology, click here: <http://www.gallup.com/poll/105226/world-poll-methodology.aspx>



# CAF International 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.







Registered charity number 268369



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