



WORLD GIVING REPORT

GIVING IN THE U.S.

2025

IN PARTNERSHIP WITH





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INTRODUCTION



WELCOME

REDEFINING THE WORLD'S UNDERSTANDING OF GENEROSITY

At a time when global narratives often highlight division, the generosity of the American people tells a different story: one of resilience, compassion, and commitment to community.

CAF America is proud to present the U.S. Country Report as part of the 2025 World Giving Report. Drawing on insights from more than 100 countries, this data reveals not only how Americans give, but why. From monetary donations and in-kind gifts to volunteering and mutual aid, Americans consistently show up to support others, often quietly and more generously than they realize.

This year's report arrives at a moment of renewed urgency and opportunity. More than 77 percent of U.S. adults participated in some form of charitable behavior in 2024, yet many remain unsure of their impact or hesitant to give internationally. As political, economic, and environmental pressures continue to rise, the need for informed, confident, and trust-based giving has never been greater.

CAF's role is to bridge that gap. At CAF America, we provide the infrastructure, insight, and integrity that allow generosity to flow where it is needed most. By working with individuals, institutions, and corporations, we help donors connect with vetted charities worldwide in a way that is meaningful, strategic, and secure.

Together, we can redefine what generosity looks like and ensure that every act of giving, large or small, moves us closer to a more compassionate and connected world.



JESSIE KRAFFT

President and CEO
Charities Aid Foundation America



INTRODUCTION

ABOUT US

The Charities Aid Foundation (CAF) exists to accelerate progress in society towards a fair and sustainable future for all. Over the last 100 years, we have led the way in developing innovative approaches to giving. Annually, we distribute over £1 billion to social purpose organizations around the globe.

As a leading charity operating in the U.K., U.S., and Canada, CAF works at the center of the giving world. We partner 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 organizations to strengthen their resilience and do more of their life changing work, through strategic advisory 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.

CAF AMERICA

In the U.S., CAF operates as CAF America, promoting greater and more impactful giving around the world. CAF America is a global grantmaking organization. We provide the expert insight and infrastructure necessary for high quality, regulatory-compliant grantmaking, and maintain a worldwide network of fully vetted charity partners.

Annually, working together across CAF, we donate over USD\$1.4 billion to charities around the globe on behalf of donors.

TOGETHER WE GIVE MORE.



INTRODUCTION

WHAT IS THE WORLD GIVING REPORT?

The World Giving Report (WGR) is a survey that captures the public's attitudes and behaviors around giving in 101 countries around the world.

Access our global insights hub at:
www.worldgivingreport.org

This report is one of 28 country-specific giving reports that uses the WGR data and is produced by CAF in partnership with leading social purpose organizations around the world.

Later this year, we are also publishing:

Insights on the world charity landscape from partner-led surveys of social purpose organizations in 28 countries (September)

Country-specific charity insights reports (Winter 2025)



WELCOME

OUR METHODOLOGY

The results described in this report were collected as part of the World Giving Report survey in January 2025.

All fieldwork was conducted online by our partners, Focaldata. The data was weighted, post-hoc to be representative of the population. All sample sizes are specified throughout the report, where relevant.

A note on 'Charity'

Across the report, we use the words 'charity' and 'charities' to represent any organization that works to try and improve issues that are affecting individuals, communities, animals or the natural environment, and society as a whole.

In doing so, we recognise that these terms and their definitions differ around the world, with this type of organization also described as: non-governmental organizations (NGOs), nonprofit organizations (NPOs), community organizations, social purpose organizations, associations and other names.

You can find further details about our methodology at www.worldgivingreport.org.



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THE GLOBAL CONTEXT



GIVING MONEY AND GIVING TIME:

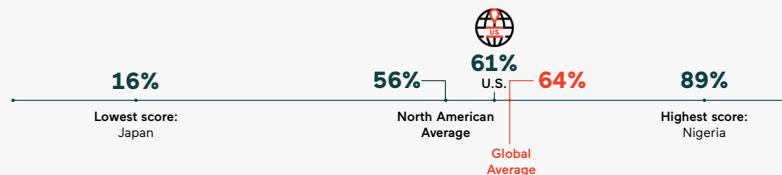
Worldwide and within the continent

Donating is quite commonplace in the U.S. About seven-in-ten American adults made donations in 2024, with monetary gifts being more common than in-kind donations (61% vs. 40%).

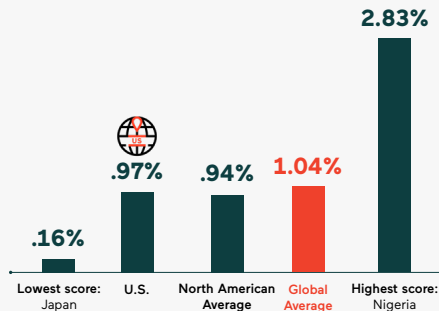
While the U.S. falls below the global average for rates of monetary donations, they exceed the average for in-kind donations. When accounting for both types of donations, the U.S. is statistically similar to the global average.

Overall, roughly eight-in-ten U.S. adults (77%) engaged in some type of charitable behavior in 2024, be it donating money or goods, volunteering their time, fundraising for a charity, or other charitable acts.

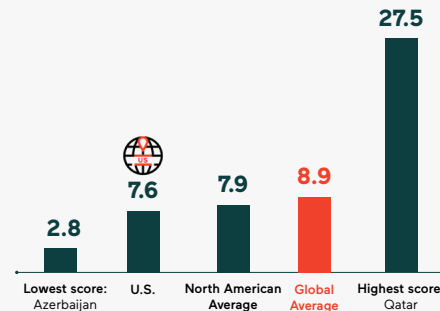
% OF PEOPLE WHO DONATED MONEY IN 2024



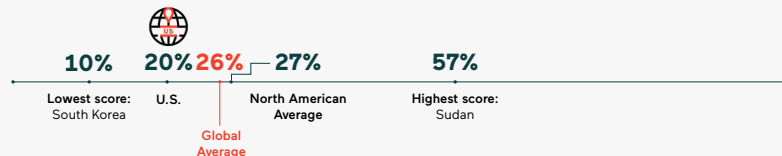
AVERAGE % OF INCOME DONATED



AVERAGE HOURS VOLUNTEERED, PER PERSON, IN 2024



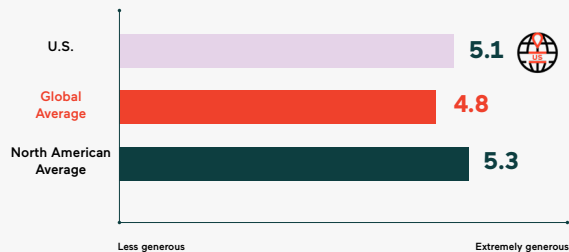
% OF PEOPLE WHO VOLUNTEERED IN 2024



PERCEPTIONS OF OUR OWN GENEROSITY

Like many other nations, we underestimate our generosity. We are somewhat more generous as a nation than we give ourselves credit for.

PERCEPTION OF THEIR OWN GENEROSITY



PERCEPTION OF THE COUNTRY'S GENEROSITY



The U.S. ranks 57th out of 101 countries for how generous we think we are.

We are 47th in terms of the proportion of income we donate.



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ASPECTS OF GENEROSITY



THE PROPORTION OF PEOPLE WHO GIVE MONEY IN DIFFERENT WAYS

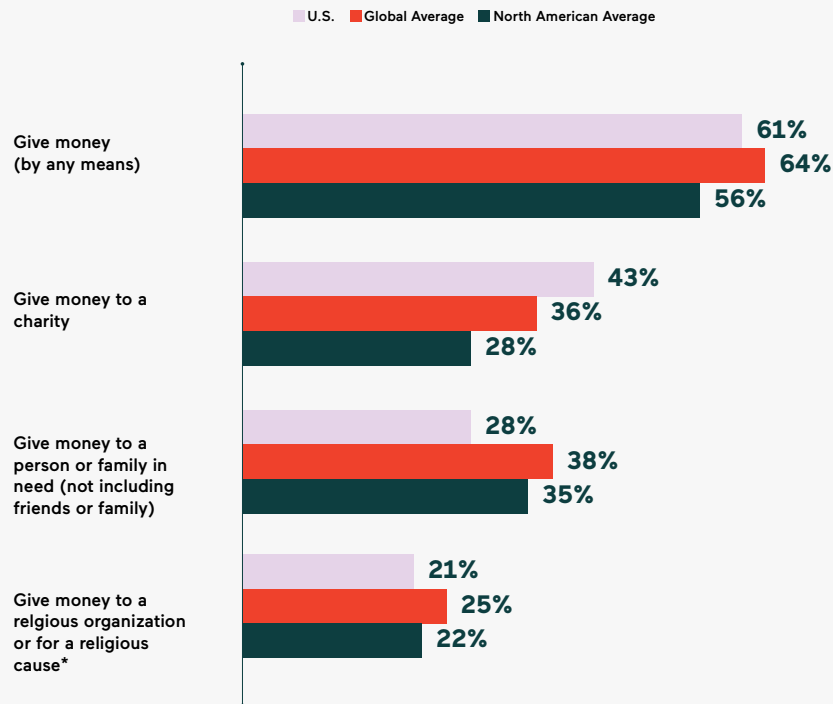
A majority of Americans donate money, with charities being the most common recipient. Giving directly to others or through religious outlets are less common avenues for giving. In fact, we lag behind the global average on these metrics.

Giving money directly to people in need is typically more common or about as common as giving to charity around the globe. However, this is not the case in the U.S. – Americans favor giving through established organizations.

Donating goods, also known as in-kind donations, is less common than donating money. Globally, 36% donated goods in 2024; by comparison, the U.S. excelled on this front with 40% of the population making in-kind donations.



Q: DURING 2024, DID YOU DO ANY OF THE FOLLOWING (All, U.S. n = 1,020)



The full answer code was worded, 'Give money to a religious organization or for a religious cause' (for example: at church, through zakat, tithing, ma'aser or daana, etc.). This includes any money you give voluntarily, even if it is collected by your government.

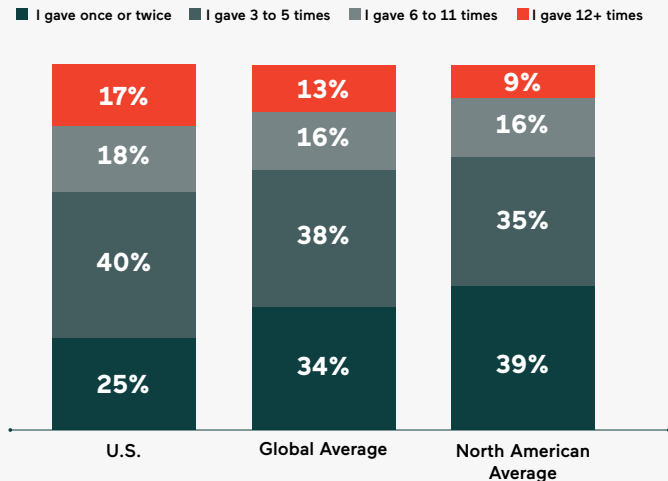


HOW FREQUENTLY PEOPLE GAVE

American donors give more frequently than the global average. They tend to spread their generosity across multiple charitable gifts, giving regularly throughout the year.

Certain times of year bring about more donations – both in number and value. Prior CAF America research finds that [the holiday season is often a key time of year for charitable donations](#). People who do not otherwise donate consider doing so during November and December.

Q: HOW OFTEN DID YOU GIVE MONEY AWAY IN 2024, EITHER TO CHARITY, A PERSON OR FAMILY IN NEED, OR TO A RELIGIOUS ORGANIZATION
(People who had given money, U.S. n = 618)



SHARE OF DONATIONS

The total value of all donations to charity outweigh the values of religious or direct monetary donations. However, average total value of donations to religious organizations in a year is much higher than the average for charities (\$746.50 vs. \$486.10 | median values: \$300 vs \$200)

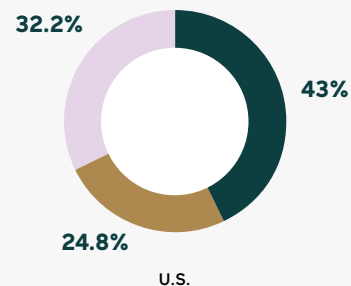
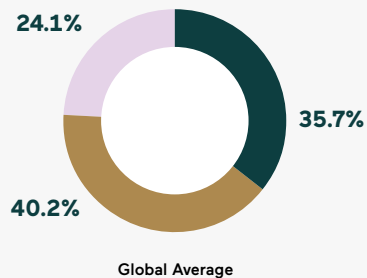
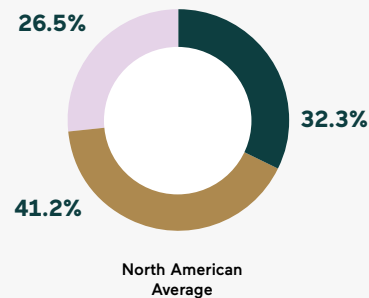
Religious donors' generosity extends to other domains. As discussed in the global report, religious giving does not take away from other forms of giving but rather opens the door to greater generosity. Religious donors give more to charities than other donors, they donate a greater percentage of their income, and they are more likely to volunteer their time.



THE SHARE OF THE VALUE OF ALL DONATIONS MADE IN 2024, ACROSS THE THREE DIFFERENT ROUTES

(People who had given money, U.S. n = 618)

■ To charity ■ Direct to people in need ■ To religion



DONATIONS AS A PROPORTION OF INCOME

U.S. donors give hundreds of billions of dollars to charitable causes each year. While the value of Americans' donations is vast, the percentage of our income we give is relatively small.

American donors gave away just shy of 1% of their income (0.97%). The average globally is just over 1% – 1.04%.

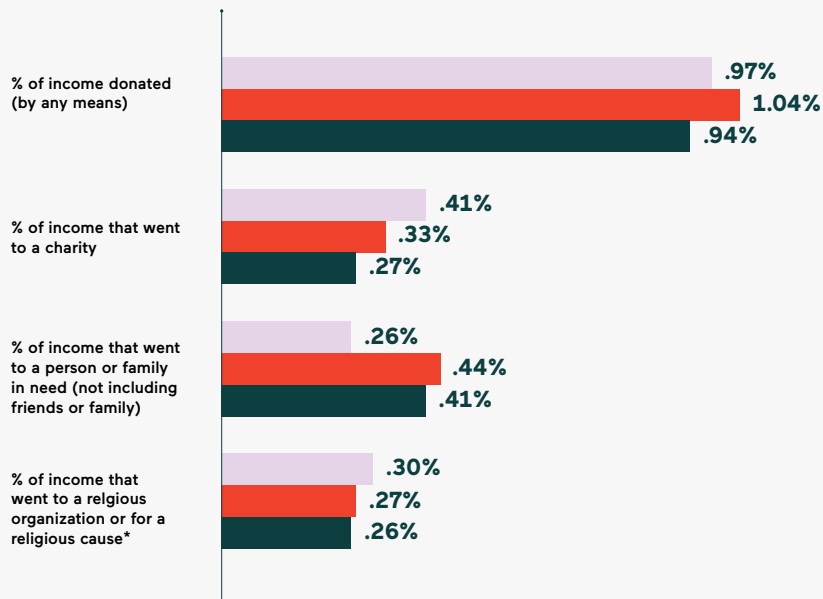
Once again Americans' support of formal charities is greater than the global average, while our support for direct giving falls below the average.



THE AVERAGE PROPORTION OF INCOME PEOPLE GAVE TO EACH OF THE THREE DONATION ROUTES, AND OVERALL

(All, including those donating zero, U.S. n = 1,020)

■ U.S. ■ Global Average ■ North American Average



*The full answer code was worded, 'Give money to a religious organization or for a religious cause, (for example, at church, through zakat, tithing, ma'aser or daana, etc.). This includes any money you give voluntarily, even if it is collected by your government'.

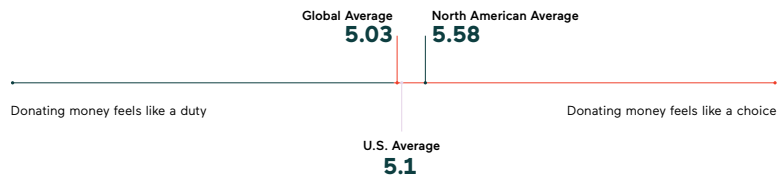
HOW PEOPLE FEEL ABOUT GIVING MONEY

Freedom and individual choice are key tenets of American culture and these views are also applied to our views of charitable giving. U.S. donors tend to feel they are donating money of their own volition – not out of obligation.

Only a fifth of U.S. donors (22%) say donating money feels more like a duty than a choice, while 72% see it as more of a choice.

It is common around the globe for donors who feel obligated to give to be more generous in their donations compared with those who feel it's a choice. However, this pattern does not play out for American donors – who donate similar amounts and shares of their income regardless of their views.

THE AVERAGE SCORE WHEN PEOPLE WERE ASKED HOW DONATING MONEY FEELS.
(People who had given money, n = 618)



REASONS FOR GIVING MONEY

Connection is essential for building lasting philanthropic relationships.

When donors care about a cause, they are more likely to donate, [donate again when asked](#), and become a [recurrent donor](#). Feelings of connection can also foster trust in charities.

Duty best motivates those who see giving as a duty.

Duty ranks third in the list of American donors' motives for giving, but this ranking is heavily influenced by those who see giving as a duty rather than a choice (37% vs. 25%). The third highest motivator for donors who see giving as a choice to give away money is personal experience or that of a loved one (27% for choice donors vs. 22% for duty donors).

The top three global reasons donors gave in 2024:

65%

I care about the cause/to make a difference

31%

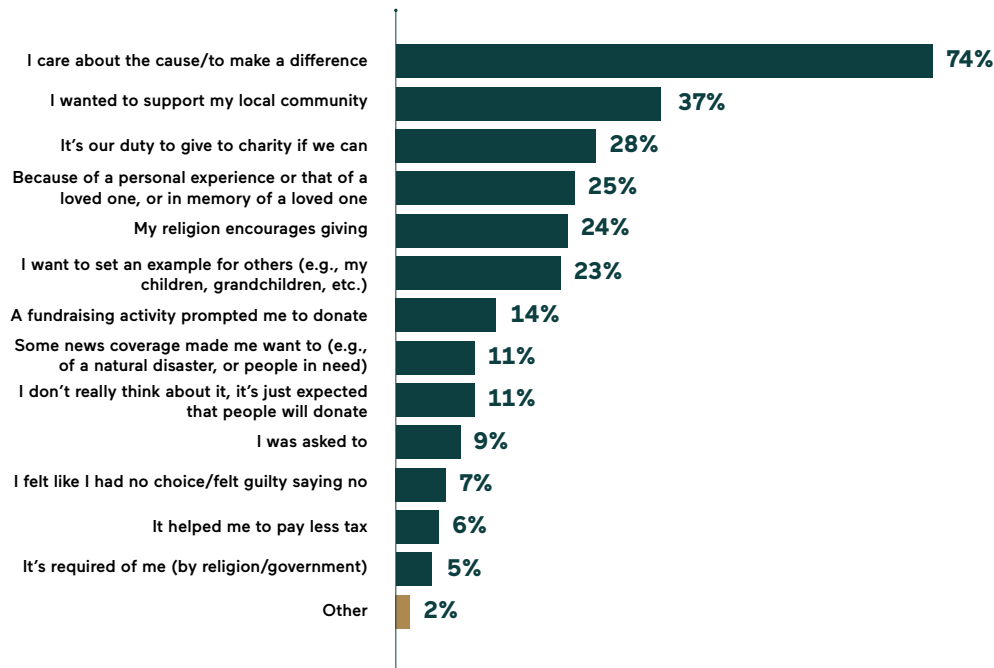
It's our duty to give to charity if we can

29%

My religion encourages it

WHICH OF THE FOLLOWING, IF ANY, ARE REASONS THAT YOU GAVE AWAY MONEY IN 2024?

(People who had given money, n = 618)





SOCIAL NORMS DRIVE GENEROSITY

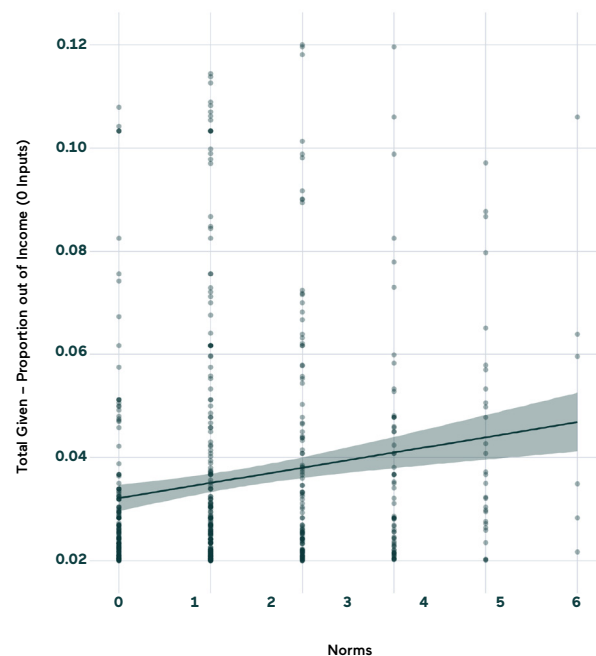
Social norms are the unwritten rules that a society uses to determine what is acceptable or expected behavior. These norms tell us what others expect from us and what we should expect in turn. This research explored six potential social norms that could motivate people to donate money:

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

Donors who report being motivated by any of the six social norms gave 1.29% of their annual income to charity, exceeding the national average of .80%. In fact, the more social norms contribute to a donor's rationale for donating the more of their income they donate.

While feeling like donating is a duty is unrelated to the share of their income a donor gives, it is related to the number of social norms they feel shape their monetary giving.

Check out the [global report](#) for more on how social norms shape giving.



REASONS FOR NOT GIVING MONEY

Most Americans who did not donate money in 2024 say that lack of money to give is what held them back from giving. Relatively few shun the idea of donating money in general. In fact, a tenth share that they choose to give in other ways, such as in-kind donations.

However, there is a cohort of non-donors who simply didn't give because it didn't occur to them or no one asked them to give. And, another group were hesitant to give because they needed more information about how to donate, who they should donate to, if their donation would make a difference, or the tax benefits they'd receive.

The top three global reasons donors did not give in 2024:

40%

I couldn't afford it

20%

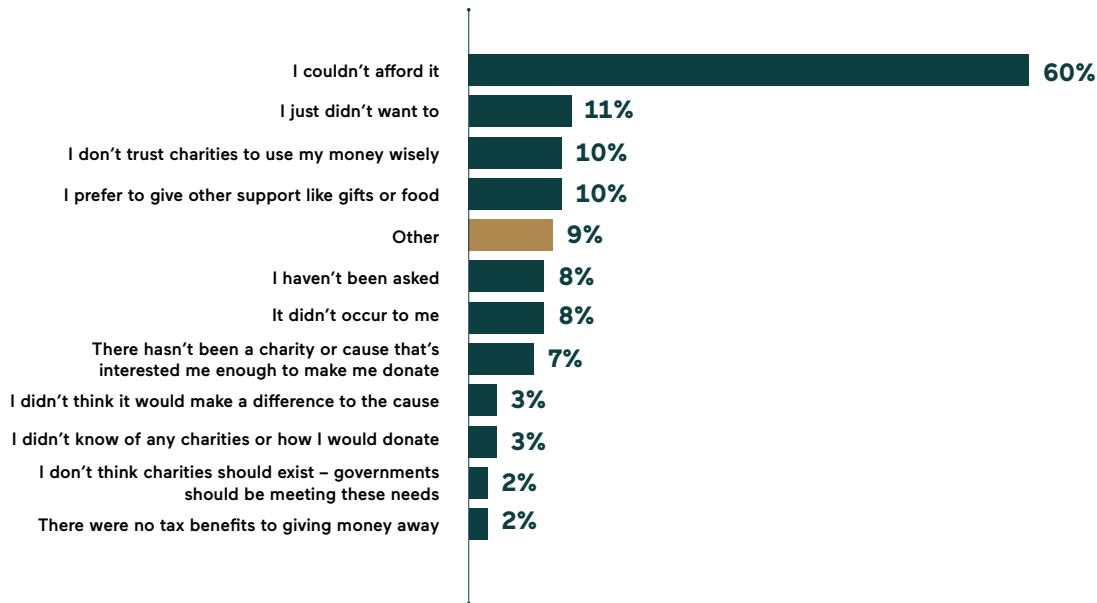
I prefer to give other support like gifts or food

14%

I don't trust charities to use my money wisely

WHAT WOULD YOU SAY ARE THE MAIN REASONS THAT YOU DID NOT GIVE MONEY AWAY IN 2024?

(People who had not given money, n = 402)



WHAT WOULD INCREASE DONATIONS?

Nearly two-thirds of Americans say that they would give more if they knew more about potential charities.

Americans want their monetary donations to have a positive impact. They want to know how their money would be spent, what the results would be, and how the organization operates.

Transparency is key in fundraising, as uncertainty erodes trust.

The clearer an organization is about how they operate and how funds are used, the more trusted they'll be and they'll be more likely to attract American donors.

Half of Americans say that they would give more money to charity if they had more themselves.

This is a common sentiment felt worldwide. It's worth reminding potential American donors that even small donations can have a big impact, especially small recurring donations.

THE TOP THREE REASONS THAT WOULD MAKE THE RESPONDENT LIKELY TO GIVE MORE MONEY, GOODS OR TIME TO CHARITIES IN 2025

(ALL, N = 1,020)

49%

Having more money myself

34%

Knowing more about how my money would be spent

31%

Knowing more about the results and impact that a charity has

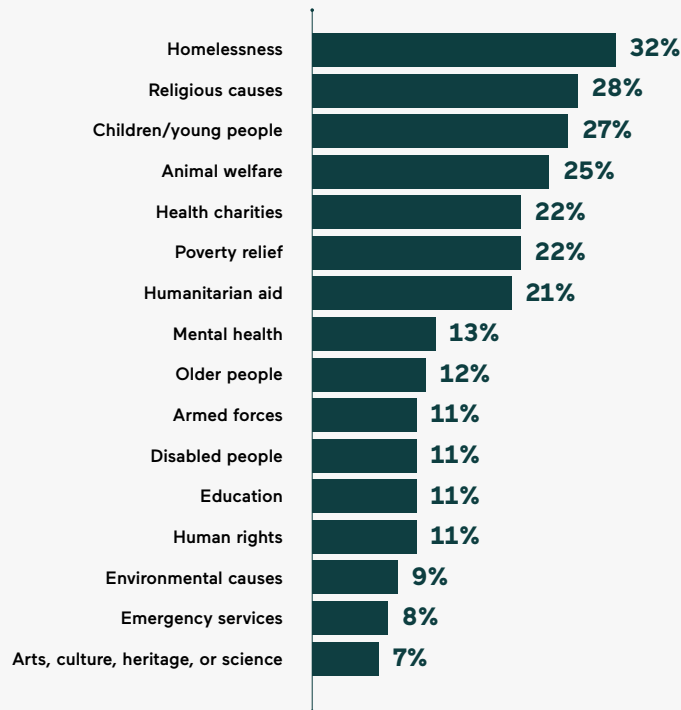
THE CAUSES PEOPLE SUPPORT THROUGH DONATING

Poverty, health, and religion rally the most support in the U.S. More than four-in-ten American donors (44%) supported some form of poverty relief, including food or housing insecurity, while 39% gave to health and wellness initiatives, from cancer treatments to mental health to disability.

While 28% of donors give to religious causes, religion receives the most funding of any cause area according to [Giving USA](#).

The typical American donor supported two-to-three different cause areas in 2024. These findings heavily align with CAF America research from late 2024 where donors projected [what causes they would support at the end of 2024](#).

WHICH CAUSE(S) DID YOU GIVE MONEY TO IN 2024?

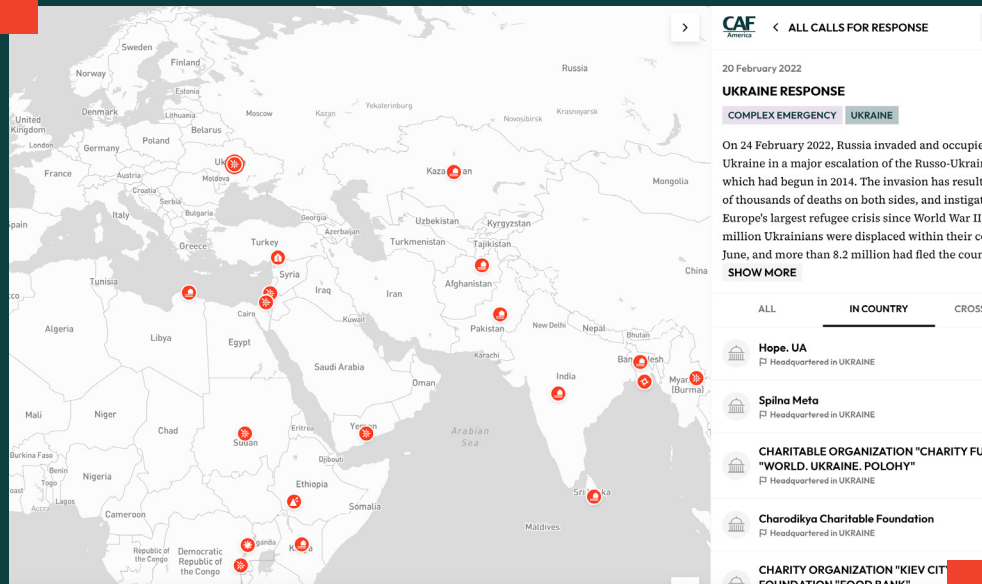


HUMANITARIAN AID

With disasters on the rise around the globe, there is more need for humanitarian aid than ever before. A fifth of U.S. donors (21%) gave money to humanitarian causes in 2024. Among those who gave to a humanitarian cause in 2024:

- 87% gave to an environmental or weather disaster
- 56% gave to a conflict or refugee crisis
- 56% gave to famine, droughts, or disease outbreak
- 92% gave to a crisis occurring in the U.S.
- 41% gave to an international crisis

Compared to donors elsewhere around the globe, American humanitarian donors are more likely to give domestically and less likely to give internationally. This fits with prior CAF America research which finds that many U.S. adults care when crises occur abroad but are hesitant to give directly to the affected areas. Instead, they favor donating to domestic charities over international ones.



The Global Relief Navigator is CAF America's flagship tool for disaster relief and response. This tool presents a map of humanitarian disasters and crises around the globe and a list of charities responding to each. All charities featured on the map are validated by CAF America and have proven track records for responding to crises. Donors can sort and search for organizations located directly in the impacted country and find responding partners that truly have a local and grassroots presence.





WHERE CHARITABLE DOLLARS GO

Outside of times of crisis, American donors often have their focus on causes close to home. Nearly all U.S. donors who gave to charity (95%) donated to a domestic charity, with most focused on charities in their local community (75%). A fifth of charity donors gave to an international charity in 2024. However, that share drops to just 8% when excluding gifts to international charities for projects in the U.S.



75%

Local charities



53%

National charities



14%

International
charities working
in the U.S.



8%

International
charities working
abroad



AVERAGE TIME SPENT VOLUNTEERING

A fifth of Americans volunteered in 2024. On average, they spent about 37.4 hours volunteering across the year, with an average shift length of 3.8 hours.

Volunteers are more likely to engage in other generous behaviors like donating money or goods (91% vs. 66% of non-volunteers).

Volunteerism is related to age. Young adults (<35 years-old) are more likely to volunteer than older adults (55+; 25% vs. 16%). However, older volunteers spend more time volunteering than their younger counterparts (51.9 hours over the year vs. 29.0 hours). This is a pattern seen globally.



ON AVERAGE, PEOPLE IN U.S. SPENT THIS TIME VOLUNTEERING IN 2024

(All, n = 1,020) [nb – this is overall, so includes all those who did nothing within the average]



Global Average



North American Average

FREQUENCY OF VOLUNTEERING

American volunteers give their time more regularly than is typical globally. About three-in-ten American volunteers do so on average at least once a month while globally 20% of volunteers do the same.

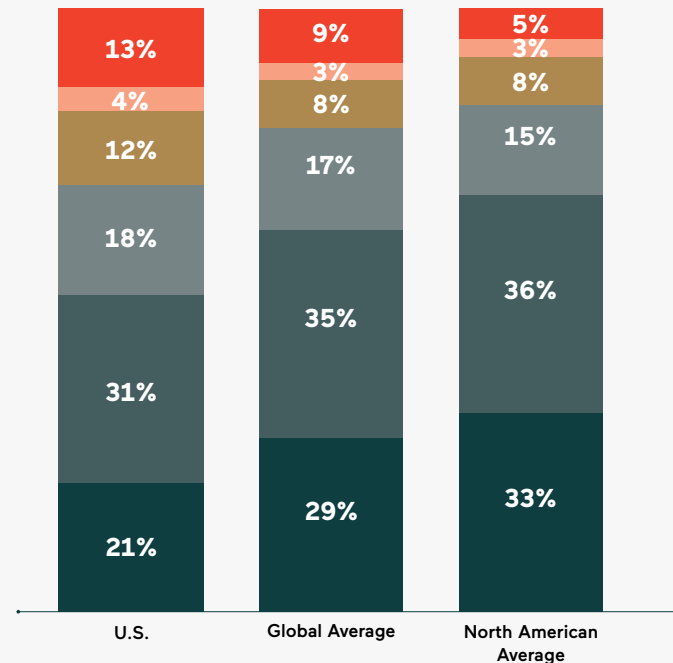
The length of an American volunteer's typical shift looks similar regardless of whether they volunteer about once a year or once a month. This pattern is in contrast to what we see globally: typically the more frequently a person volunteers the longer their typical shift.



HOW OFTEN DID YOU DO UNPAID, VOLUNTARY WORK IN 2024 THAT BENEFITED PEOPLE OTHER THAN YOUR FAMILY OR FRIENDS?

(those who volunteered, n = 208)

■ Once or twice ■ 3 – 5 times ■ 6 – 11 times ■ 12 – 20 times ■ 21 – 30 times ■ More than 30 times



THE CAUSES PEOPLE SUPPORTED THROUGH VOLUNTEERING

Americans largely give their time to similar causes they give their money to. The top four causes are the same for both, albeit in a slightly different order.

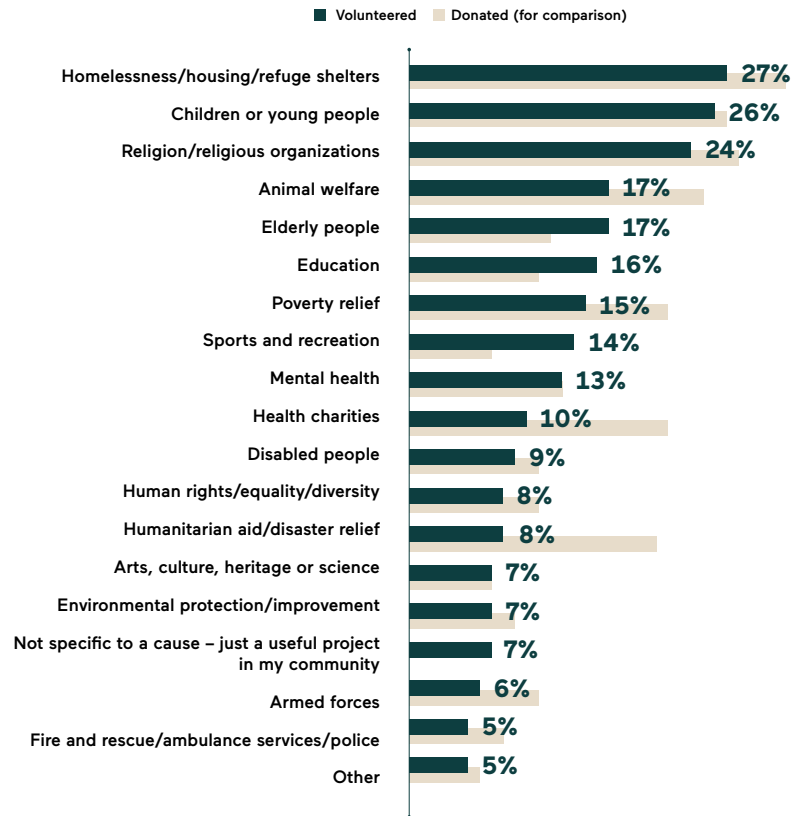
Top causes people volunteer with:



Roughly two-thirds (65%) of American volunteers also donate money to the causes they give their time to.

WHICH CAUSE(S) DID YOU DO UNPAID VOLUNTARY WORK FOR IN 2024?

(People who had volunteered, n = 205)



HOW HELPFUL PEOPLE ARE TO OTHERS

The vast majority of Americans have helped someone in the past year: 92% did a good deed for someone else. Americans were more likely to help people they felt closer social ties to. However, 87% helped at least two different types of people.

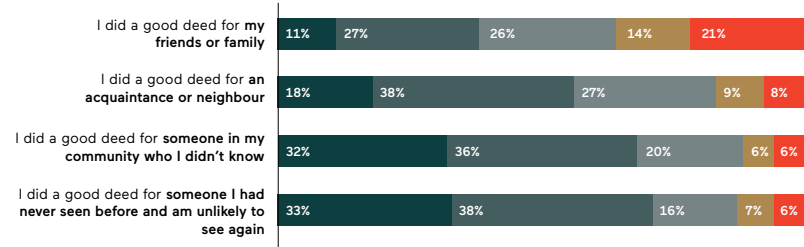
Americans who choose to extend kindness to others, donate more of their income and time to causes they care about. Generosity grows in turn with the kindness Americans show others: the more often people help others, the more time and money they report giving away in 2024.



BEYOND EASY ACTS OF KINDNESS OR SIMPLE GOOD MANNERS THAT DO NOT REQUIRE MUCH EFFORT, FOR EXAMPLE, HOLDING OPEN A DOOR OR PICKING UP A DROPPED ITEM, DID YOU DO A GOOD DEED IN 2024?

(All, n = 1,020)

■ I didn't do this in 2024 ■ Once or twice in 2024 ■ 3 to 5 times in 2024 ■ 6 to 11 times in 2024 ■ 12+ times in 2024



4

PERCEPTIONS OF CIVIL SOCIETY



HOW MUCH THE PUBLIC TRUSTS CHARITIES

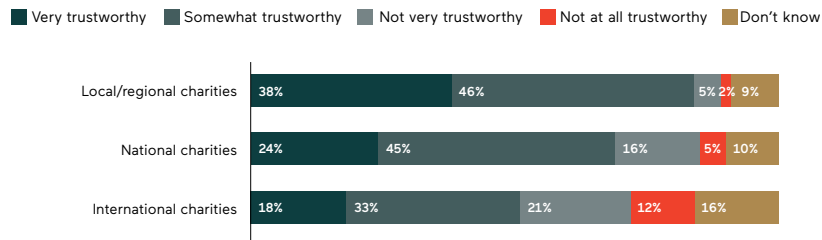
Americans put the most trust in causes close to home. The vast majority (84%) of U.S. adults see charities in their local area as trustworthy. Trust in national charities dips a bit (69%) and drops even more for international charities (51%).

Not all international charities are seen the same way. A separate survey by CAF America recently found that [Americans trust charities in Western, industrialized nations more than those in other regions.](#)

While proximity to a charity appears to be a major factor on first glance, CAF America finds that emotional investment in where a charity operates is a far better predictor of how Americans feel about charities in that region. Thus, emotional closeness is more important than physical closeness in building trust.



HOW TRUSTWORTHY DO YOU TEND TO FIND EACH OF THESE TYPES OF CHARITIES? (All, n = 1,020)



Overall, the public in the U.S. gave a score of 8.7 out of 15 for how much they trust charities. This compares to a North American average of 9.47 and a global average of 9.22.

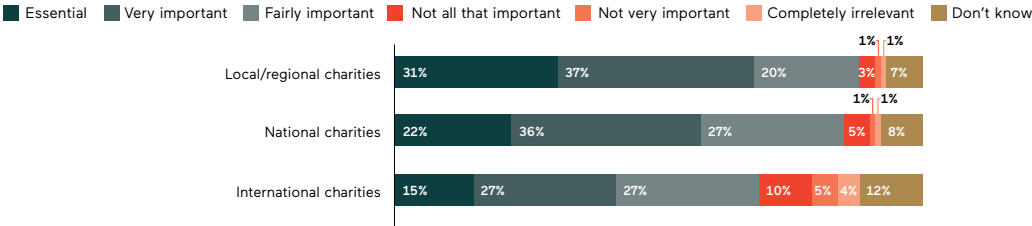


THE PERCEIVED IMPORTANCE OF CHARITIES TO SOCIETY

Americans see charities operating within the U.S. as being more important to our society than those outside of our borders. Once again, local charities are put in a privileged position. Two-thirds of Americans see local charities as highly important to American society, with nearly a third calling them essential.

Overall, 40% of U.S. adults see charity as essential to American society. While that number is largely driven by the value Americans place on local organizations, 11% of the population thinks all three types of charities (local, national, and international) are essential to what makes American society today.

HOW IMPORTANT, IN GENERAL, DO YOU BELIEVE THESE DIFFERENT TYPES OF CHARITIES ARE TO YOUR COUNTRY'S SOCIETY?
(All, n = 1,020)



Overall, the public in the U.S. gave a score of 10.7/15 for how much they value charities. This compares to a North American average of 11.05 and a global average of 10.98.

HOW PEOPLE DISCOVER CHARITIES

Closeness is key in understanding where American donors chose to give their money. They turn to charities in their local area or that people in their social circles vouch for. These charities may already be well known by the donor because of a pre-existing relationship or clear media presence.

The top three global ways donors found out about the last charity they donated to:

14%

On social media

11%

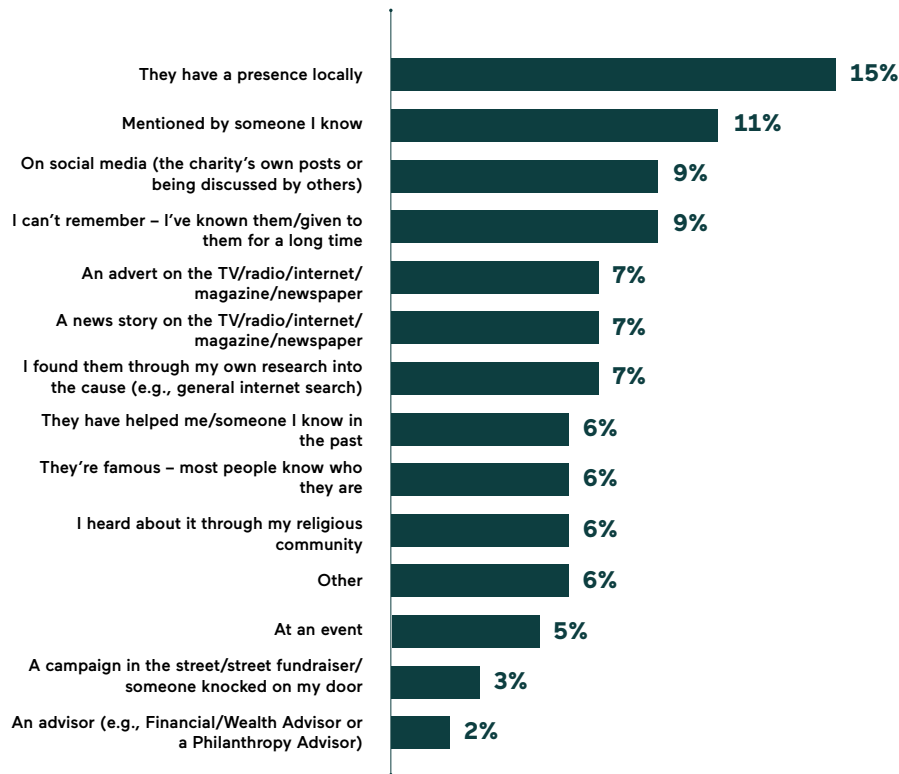
They have a presence locally

10%

They were mentioned by someone I know

FOR THE LAST CHARITY THAT YOU GAVE MONEY TO, HOW DID YOU FIRST FIND OUT ABOUT THEM?

People who had given money to charities, n = 618)





GOVERNMENT AND CHARITY SECTORS

Day One of President Trump's second term in office brought about sweeping changes to how the federal government was engaging with the charitable sector, especially internationally. This survey was in the middle of data collection when President Trump re-took office on January 20, 2025.

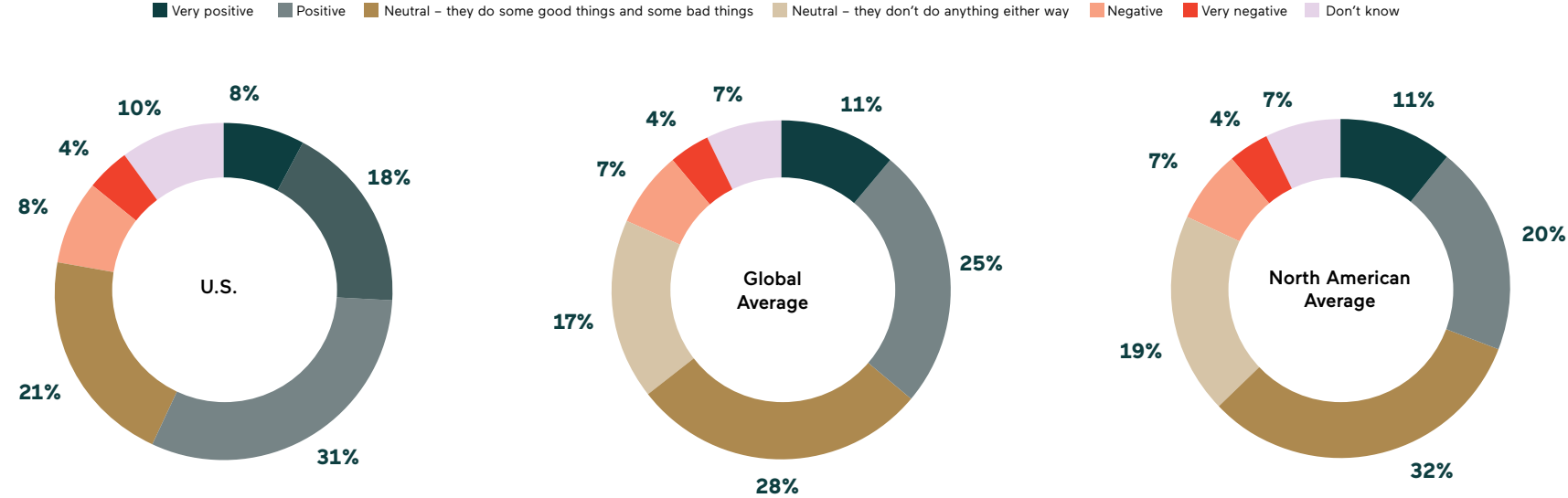
As the government's approach to international aid and the philanthropic sector changed, we felt it was important to explore if Americans' views of the government's effect on charity may have shifted after these changes were announced (after Jan. 20) compared with before (before Jan. 20). For example, we see a 10-percentage point drop in the share of Americans who said international charities are important to American society after the inauguration and the Day 1 executive order pausing foreign aid (from 71% before to 61% after).

The following questions about the government's influence on the charitable sector were asked across all countries in the World Giving Report during the same period of time; it is merely by chance that we had a natural experiment unfold in the United States during this data collection period. These findings should be understood within the context they were collected. It has been several months since these data were collected (January 17-February 6, 2025) so current sentiments may differ.

OVERALL INFLUENCE OF GOVERNMENT ON CHARITIES

Half of Canadians think the government has a neutral effect on the charity sector, while about a quarter say the government has a positive effect. Just 9% say the government has a negative influence on the charity sector.

OVERALL, DO YOU THINK THE GOVERNMENT IS A POSITIVE OR NEGATIVE INFLUENCE ON THE CHARITY SECTOR
(All, U.S. n = 1,020)



SPECIFIC OPINIONS ON THE ROLE OF GOVERNMENT

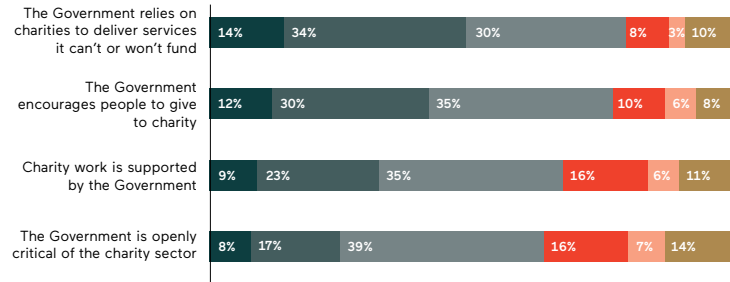
In early 2025, Americans generally felt that the governmental and charity sectors existed in a neutral to harmonious state. Half of U.S. adults felt the government relied on charities to fill the gaps in services it didn't provide, and four-in-ten said the government encouraged people to give to charity. About a third felt the government supported charity work while a fifth felt the government did not support such work. Lastly, a quarter said the government was openly critical of the charity sector.

Of note, no significant differences were seen in these views before and after the inauguration.

DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS ABOUT THE GOVERNMENT'S INVOLVEMENT IN THE CHARITY SECTOR?

(All, n = 1,020)

Strongly agree Agree Neither agree nor disagree Disagree Strongly disagree Don't know





THANK YOU

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