

# CAF WORLD GIVING INDEX 2015

*A global view of giving trends*

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**CAF** Charities Aid  
Foundation

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## Foreword

The CAF World Giving Index is known around the world as the leading comparative measure of generosity across the globe. By measuring three kinds of generosity – giving money, giving time and helping a stranger – it provides a simple but universally understood picture of global generosity.

The impulse to give, to help others if you can, is a natural human instinct. Many factors affect the capacity and willingness of people to give. The World Giving Index continues to confound attempts to generalise about what makes a nation generous. The aim of the Index is to track how rates of giving change year by year and to stimulate debate about why rates of giving differ between nations and how we can encourage more people to give, in whatever way they can, to help others and strengthen society.

Against a backdrop of continuing global economic uncertainty, it is particularly heartening that the willingness of people to donate money has increased this year. While many Western economies have seen only modest growth in recent years, other economies are experiencing profound and transformative growth. In this context, it is more important than ever that we seize the once-in-a-generation opportunity to encourage those enjoying decent incomes for the first time to support good causes.

That means more than just asking them to give. It means building trusted institutions, good regulation, open and transparent organisations and strong governance so that people can give easily and with confidence.

This applies not just to the developing world, but also to the developed world, where civil society needs constantly to earn people's trust, so they feel confident that money and time freely given will have the maximum social impact.

Throughout the history of the World Giving Index, we have been surprised and humbled by how people in countries which have suffered adversity continue to score highly, and even give more in some instances – an indication that people really do rally round in times of need. This empathetic reaction is also evident in the reaction to natural and humanitarian disasters which continue to drive giving, even across borders.

In a world still riven by conflict, war and uncertainty, that natural desire of people to help others is something which we should cherish, and nurture.

Dr John Low  
Chief Executive  
Charities Aid Foundation



# About this report

## Background

The aim of the CAF World Giving Index is to provide insight into the scope and nature of giving around the world. In order to ensure that giving is understood in its various forms, the report looks at three aspects of giving behaviour. The questions that lie 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?

Fieldwork is conducted by the market research firm, Gallup,<sup>1</sup> as part of its World Poll initiative<sup>2</sup> that operates in more than 140 countries.

## CAF World Giving Index 2015

This sixth edition of the World Giving Index again presents giving data from across the globe over a five year period (2010-2014). The World Giving Index 2015 includes data from 145 countries across the globe that was collected throughout the calendar year of 2014. A full explanation of the methodology used is included in the appendices.

## CAF World Giving Index ranking and scores

The method used to calculate World Giving Index scores remains identical to previous years. In order to establish a rounded measure of giving behaviour across the world, the 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 on the basis of these scores.

## About us

Charities Aid Foundation (CAF) is a leading international charity registered in the United Kingdom, with nine offices covering six continents. Our mission is to motivate society to give ever more effectively and help transform lives and communities around the world. We do this by working globally to increase the flow of funds to the charity and non-profit sectors through the provision of philanthropy advice and services.

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

2 Gallup World Poll website: [www.gallup.com/strategicconsulting/worldpoll.aspx](http://www.gallup.com/strategicconsulting/worldpoll.aspx)





## Key findings and conclusions

### *Myanmar tops the CAF World Giving Index*

As well as maintaining its top ranking for donating money, Myanmar also secures first place for volunteering time – the first country to be placed top for two of the three ways of giving since 2010. As highlighted previously, Myanmar's strong culture of Theravada Buddhism,<sup>3</sup> in which devotees practice *Sangha Dana*,<sup>4</sup> continues to drive high levels of giving. Myanmar deserves to be lauded for its culture of generosity but sadly, the achievement will inevitably be contrasted to the continuing plight of the Rohingya people within the country.

### *Religious practices are also at the root of some of the other changes seen within the Index*

In addition to the impact of Theravada Buddhism in Myanmar, religious holidays are seen to have an impact elsewhere. Muslim populations are responsible for the significant improvement in world rankings this year for Kyrgyzstan and Kazakhstan<sup>5</sup> (up sixty-five and forty-five places respectively). For this year's report, both countries were surveyed either during or just after Ramadan, when generosity is particularly encouraged, and both countries experienced a year-on-year increase for all three ways of giving, but most notably donating money.

### *The cultural heritage of a country can also impact on giving behaviours*

Turkmenistan, previously ranked number one for volunteering in every year surveyed for the World Giving Index, dropped to sixty-sixth position this year. This reflects the cancellation of 'Saturday subbotniks' in Turkmenistan during 2014. Subbotniks – the giving up of a Saturday to volunteer or perform unpaid labour, sometimes by mandatory instruction – are widespread in many former Soviet States and, as highlighted in previous reports, are likely to inflate volunteering levels reported in these countries.<sup>6</sup>

### *And disruptive events continue to have an influence*

As the World Giving Index demonstrates repeatedly, across all different geographies and cultures, people universally appear to respond to those in need. The proportion of people donating money in Ukraine more than quadrupled in 2014 compared to the previous year, likely due to fundraising efforts for those affected by the conflict.<sup>7</sup> Iraq comes top in helping a stranger for the first time despite continuing security concerns in the country. Indeed, the remarkable resilience of generosity in Iraq, which has a strong and diverse culture of religious, tribal and community giving, may well be in some part a response to increased need. Finally, Croatia, Montenegro, Serbia and Bosnia and Herzegovina all experienced notable increases in donating money, reflecting the fundraising efforts following extensive flooding throughout Southern Europe in May 2014.

### *At a global level, donating money is up this year*

Almost a third (31.5%) gave money to a charity in the month prior to interview – a rise of 3.2 percentage points since 2013. Encouragingly, participation levels for donating money have increased across all world economy types, where previously developed and developing economies had experienced marginal declines in giving money between 2012 and 2013.

3 Approximately 89% of Myanmar are Buddhist <https://www.cia.gov/library/publications/the-world-factbook/geos/th.html>

4 *Sangha* defined as 'ordained monks and nuns', *Dana* defined as 'charitable giving', resulting in a broad definition of 'charity to the community of monks'. Myanmar has an estimated 500,000 monks (the highest proportion of monks to population of any Buddhist country), all receiving support from lay devotees.

5 The majority of the population in these countries is Muslim: Kazakhstan 70%, Kyrgyzstan 75%  
Source: <https://www.cia.gov/library/publications/resources/the-world-factbook/>

6 World Giving Index 2014, section 2.3.1: [https://www.cafonline.org/pdf/CAF\\_WGI2014\\_Report\\_1555AWEFinal.pdf](https://www.cafonline.org/pdf/CAF_WGI2014_Report_1555AWEFinal.pdf)

7 <http://www.eurasianet.org/node/70816> and <http://www.bbc.co.uk/news/world-europe-28459772> and <http://www.reuters.com/article/2014/12/18/us-ukraine-crisis-volunteers-idUSKBN0JW26Z20141218>



*Although, behaviour in a few very large countries can impact significantly on the number of people giving worldwide*

Despite an increase in average global participation levels for donating money and helping a stranger, the actual number of people taking part in all three ways of giving has fallen. This is due to a number of large countries, most notably India and China, where decreased participation translates to tens of millions fewer people giving. Indeed, of the world's ten most populous countries (which constitute sixty per cent of the world's population aged 15 and over),<sup>8</sup> seven rank outside of the World Giving Index Top 50 this year, with five even outside of the Top 100.

*For the first time since 2008, men are more likely to give money than women*

Whilst women in developed economies still remain more likely to donate money than men, the differential has narrowed to the smallest gap ever recorded by the World Giving Index. This, combined with the already higher participation level of men in both transitioning and developing economies, means that, at a global level, men are now marginally ahead of women in terms of donating money.

*Having fallen back last year, there has been a recovery in younger people giving this year*

Those in the youngest age group (15-29) increased participation in all three ways of giving the most, with donating money more than recovering the ground lost in 2013.

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<sup>8</sup> World Population Prospects, the 2012 Revision, June 2013, United Nations Department of Economic and Social Affairs: <http://esa.un.org/wpp/>



## *Universal recommendations*

Governments around the world should:

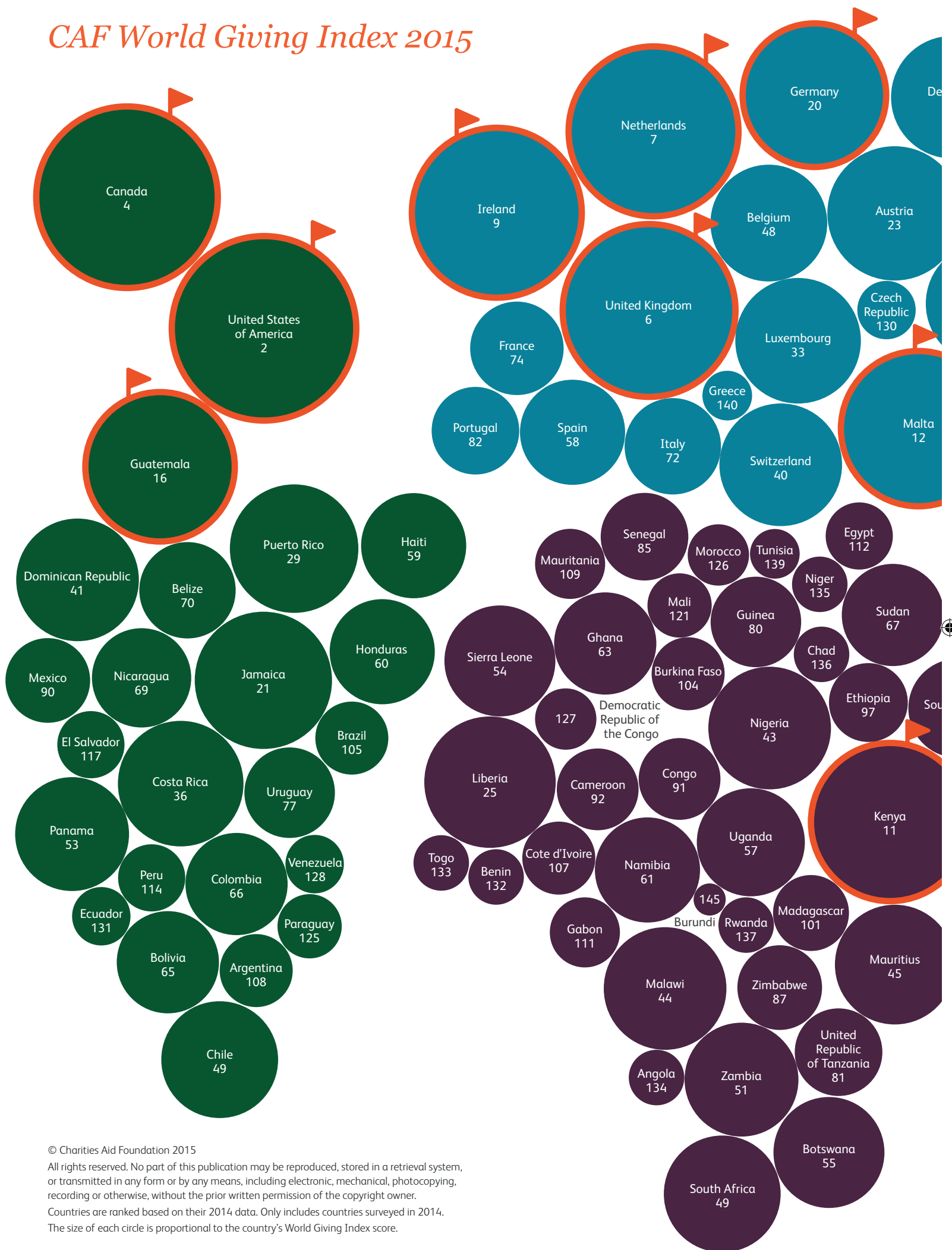
- make sure not-for-profit organisations are regulated in a **fair, consistent and open way**
- **make it easy for people to give** and offer incentives for giving where possible
- **promote civil society** as an independent voice in public life and **respect the right** of not-for-profit organisations to campaign
- **ensure not-for-profit organisations are transparent** and inform the public about their work
- **encourage charitable giving** as nations develop their economies, taking advantage of the world's growing middle classes.

Through our Future World Giving programme, we have developed a framework of more detailed recommendations that, if followed by governments, should future proof the growth of generosity and provide an enabling environment for improved civil society.

Further information on CAF's Future World Giving programme can be found at:

<http://futureworldgiving.org>

# CAF World Giving Index 2015



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Countries are ranked based on their 2014 data. Only includes countries surveyed in 2014.

The size of each circle is proportional to the country's World Giving Index score.







# 1 Global view

## 1.1 The CAF World Giving Index Top 20

Myanmar is ranked first in the World Giving Index for 2015, having previously shared this position with the United States last year. The score of 66% achieved is the highest on record (see Table 1). Myanmar once again records the highest incidence of donating money (92%), and this year it also leads the world in terms of volunteering (50%) – the first country to come top in two of the three ways of giving since Liberia in 2010.

As highlighted in last year's report, the majority of Myanmar people are highly devout Theravada Buddhists, regularly giving money and time to ordained monks and nuns, and for the upkeep of temples. Such charitable giving is integral to religious observance among Theravada Buddhists and whilst, in many cases, the amounts given will be very small, they still have significant religious meaning and so individuals give regularly, sometimes even on a daily basis. By topping the World Giving Index ranking Myanmar will likely, and rightly, receive a lot of attention, not least because as a country classified by the World Bank as Lower Middle Income, it confounds assumptions about the association between wealth and generosity. Inevitably, such an achievement will be contrasted with recent reports about the suffering, and contested rights of the Rohingya people. At this point, it is important to remember that the World Giving Index measures only the charitable activities of the general population within a country, and does not take wider issues affecting society into account. As such, we make no attempt to rationalise negative or mitigating factors in the World Giving Index ranking.

The United States is now placed second in the World Giving Index, with an overall score of 61%. This is directionally down from the 64% reported in last year's report, which appears to be driven primarily by a fall in the proportion of people donating money (63% vs. 68%), with a drop from ninth to twelfth position in the world for this behaviour.

The countries which comprise the Top 10 remain largely the same as those reported in 2014. Following its first ever placement outside of the Top 10 last year, the Netherlands reappears in seventh place, with uplifts reported across all three ways of giving.

Malaysia and Kenya, both among the most improved countries last year, have maintained these increases in giving to remain in the Top 20 for 2015.

Bahrain, United Arab Emirates, Guatemala and Kyrgyzstan are all in the Top 20 for the first time, whilst Norway, Thailand and Germany have returned to the Top 20 having featured in previous years. Rankings result from a mix of improved performance, countries new to the survey entering the Index, and other countries not being surveyed this year.<sup>9</sup>

Kyrgyzstan has experienced the second biggest move up the rankings, rising sixty-five places to eighteenth thanks largely to a fourfold increase in donating money compared to the previous year. This is due, at least in part, to interviewing occurring during the month of Ramadan at which time followers of Islam are encouraged to give money and to help those in need. In previous years Kyrgyzstan has usually been surveyed before Ramadan has begun, so it would not have affected giving levels.






Ranked eighteenth in last year's report, Denmark has fallen twenty-one places to thirty-ninth in the World Giving Index this year, reflecting a 10 percentage point drop in the proportion of people donating money, returning it to the level recorded in 2012.

<sup>9</sup> Countries in the Top 20 for the 2014 report that were not surveyed for this 2015 report are Trinidad and Tobago, and Iceland. Countries that are in the Top 20 for 2015, but were not surveyed for the 2014 report are Norway, Bahrain and the United Arab Emirates





Table 1 Top 20 countries in the World Giving Index, with score and participation in giving behaviours

	 CAF World Giving Index ranking	 CAF World Giving Index score (%)	 Helping a stranger score (%)	 Donating money score (%)	 Volunteering time score (%)
Myanmar	1	66	55	92	50
United States of America	2	61	76	63	44
New Zealand	3	61	65	73	45
Canada	4	60	69	67	44
Australia	5	59	66	72	40
United Kingdom	6	57	63	75	32
Netherlands	7	56	59	73	36
Sri Lanka	8	56	60	59	48
Ireland	9	56	59	67	41
Malaysia	10	52	62	58	37
Kenya	11	52	74	39	43
Malta	12	51	50	78	26
Bahrain	13	51	71	51	30
United Arab Emirates	14	50	69	59	22
Norway	15	49	55	60	32
Guatemala	16	49	68	38	41
Bhutan	17	49	53	55	38
Kyrgyzstan	18	49	53	57	36
Thailand	19	48	44	87	14
Germany	20	47	61	49	32

Only includes countries surveyed in 2014.

Data relate to participation in giving behaviours during one month prior to interview.

World Giving Index scores are shown to the nearest whole number but the rankings are determined using two decimal points.

Analysis covering the five-year period 2010-2014<sup>10</sup> (Table 2) shows that nine countries are included in the five-year Top 20 that do not appear in this year's list: Qatar, Indonesia, Hong Kong, Iran, Denmark, Liberia, Austria, Jamaica and Cyprus. These countries were either not surveyed during 2014, were displaced by new entrants or were found not to have engagement levels as high as in previous years.

Myanmar, with its consistently strong performance since joining the Index in 2012, debuts at number one in this average over-time Top 20 list.








Only five of the countries appearing in this five-year average Top 20 are also members of the Group of Twenty (G20), one less than last year. This group is made up of the world's largest economies plus a representative from the European Union.<sup>11</sup>

<sup>10</sup> Relates to the year that surveying took place – equates to 2011-2015 World Giving Index reports

<sup>11</sup> Members of the G20 are; Argentina, Australia, Brazil, Canada, China, France, Germany, India, Indonesia, Italy, Japan, the Republic of Korea, Mexico, Russia, Saudi Arabia, South Africa, Turkey, the United Kingdom, the United States of America plus the European Union. Turkey is not featured in this year's World Giving Index



Table 2 Top 20 countries in the 5 year World Giving Index, with score and participation in giving behaviours

	 CAF World Giving Index 5 year ranking	 CAF World Giving Index 5 year score (%)	 Helping a stranger 5 year average (%)	 Donating money 5 year average (%)	 Volunteering time 5 year average (%)	 CAF World Giving Index 1 year score (%)	 Difference between 1 and 5 year score (%)
Myanmar	1	63	50	89	48	66	3
United States of America	2	61	75	63	44	61	1
Ireland	3	58	64	73	38	56	-3
New Zealand	4	58	68	66	41	61	3
Canada	5	58	66	67	41	60	2
Australia	6	58	66	70	37	59	1
United Kingdom	7	55	62	75	29	57	1
Netherlands	8	54	54	72	36	56	2
Sri Lanka	9	51	56	51	47	56	5
Qatar	10	47	71	55	16	n/a	n/a
Malta	11	47	45	72	25	51	4
Indonesia	12	46	38	68	32	46	0
Hong Kong	13	46	57	66	15	45	0
Iran	14	46	61	52	24	43	-3
Denmark	15	45	53	60	22	42	-3
Thailand	16	45	42	78	15	48	3
Liberia	17	45	78	10	45	45	1
Austria	18	45	53	53	28	46	2
Jamaica	19	44	71	25	35	47	3
Cyprus	20	43	55	47	26	42	-1

Five-year score and averages: data represents average participation in countries surveyed in three or more different calendar years in period 2010–2014.

One-year score: only includes countries surveyed in 2014.

Data relate to participation in giving behaviours during one month prior to interview.

CAF World Giving Index and difference scores are shown to the nearest whole number but the rankings are determined using two decimal points.

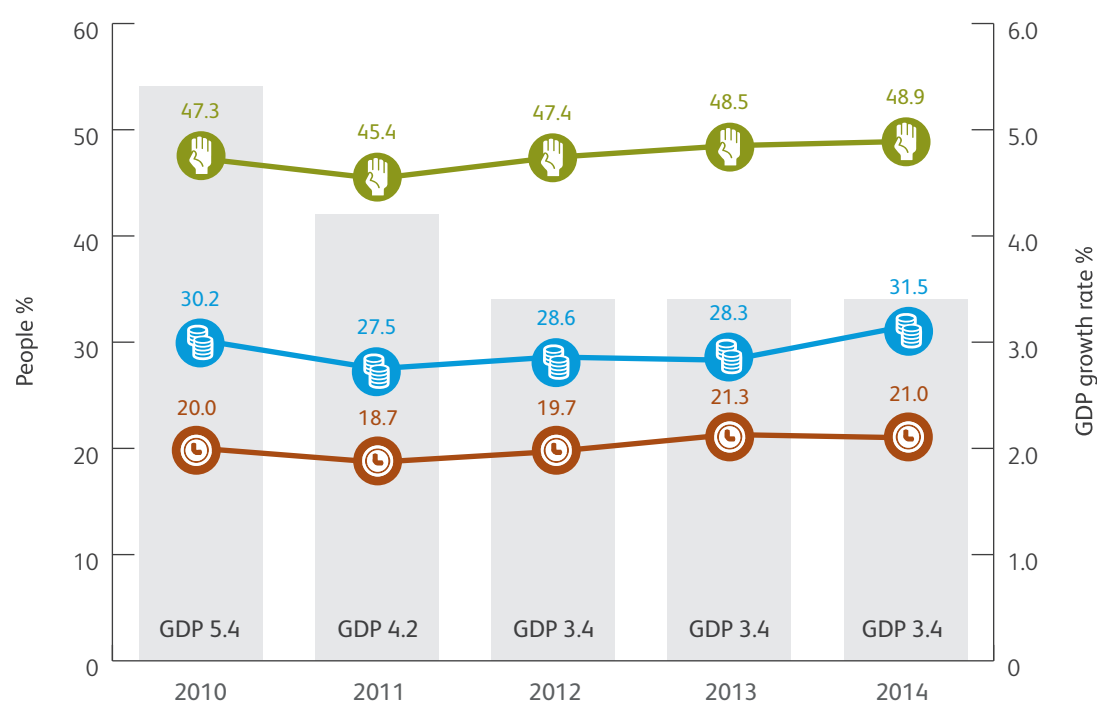


## 1.2 Global trends across behaviours

Globally, the most notable movement in giving is for donating money, with an uplift of 3.2 percentage points between 2013 and 2014 (see Figure 1). This follows a marginal decline in participation between 2012 and 2013, with increased donation levels potentially a result of the stabilisation in GDP growth following a decline in 2012.

Helping a stranger has seen a small uplift this year, whilst volunteering time experiences a small downturn.

Figure 1 Global gross domestic product (GDP) growth rate and global participation in donating money, volunteering time and helping a stranger, over 5 years



Data represents average participation in countries surveyed in three or more different calendar years in period 2010-2014.

Data relate to participation in giving behaviours during one month prior to interview.

GDP data is sourced from the International Monetary Fund's World Economic Outlook database. Data is given in terms of constant year-on-year prices.

Reviewing giving by broad economic groups<sup>12</sup> (see Figure 2), shows that donating money has increased across all economy types, but most notably those countries classified as 'in transition' from a Soviet-style planned economy to a market economy (up 11.5 percentage points year-on-year). Of the 17 countries comprising this group, only four failed to report an increase in donating money participation between 2013 and 2014.

A number of countries in this group were surveyed during or just following Ramadan when charitable giving is particularly encouraged, whilst others corresponded with fundraising efforts for the unprecedented flooding which affected countries including Bosnia and Herzegovina and Serbia in May-June 2014.<sup>13</sup> In addition, the proportion of people donating money in Ukraine more than quadrupled in 2014 compared to the previous year, where fundraising efforts for those affected by the conflict ran

<sup>12</sup> Based on UN classifications, countries are classified into three broad categories: developed economies, economies in transition and developing economies. These groups reflect basic economic conditions in the country and are mutually exclusive for the purposes of analysis. 'Developing' describes economies that are generally in the process of industrialisation with less infrastructure and lower living standards than a 'developed' economy. 'Transitioning' economies are those that, while they may also be looking to develop, are in the process of transitioning from a Soviet-style planned economy to a market economy. Full list available: [http://www.un.org/en/development/desa/policy/wesp/wesp\\_archive/2015wesp-stats-en.pdf](http://www.un.org/en/development/desa/policy/wesp/wesp_archive/2015wesp-stats-en.pdf)

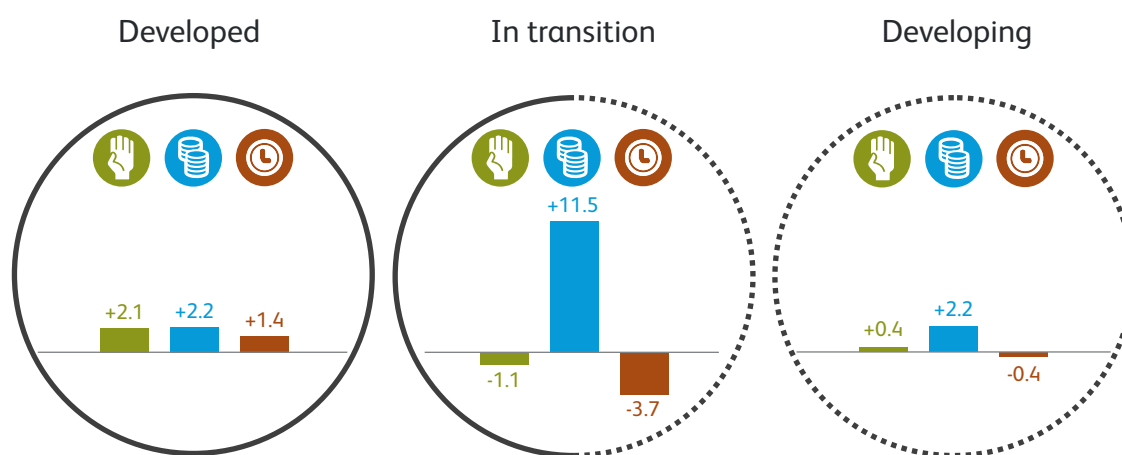
<sup>13</sup> <http://www.bbc.co.uk/news/world-europe-27501401>



from Spring 2014,<sup>14</sup> and coincided with the survey timeline. As we have explored previously in the World Giving Index,<sup>15</sup> conflict or civil unrest can impact on a country's giving behaviours, with an increase in giving to help those affected often recorded. Further details on individual countries reporting increased participation for donating money can be found in Section 2.2.

The overall drop in volunteering in transitioning economies coincides with the cancellation of 'Saturday subbotniks' in Turkmenistan. 'Subbotniks', the giving up of a Saturday to volunteer or perform unpaid labour, are widespread in many former Soviet states, with instances of mandatory subbotniks even being introduced to fill gaps in services. As highlighted in the 2014 World Giving Index report, such practices are likely to inflate the 'volunteering' levels recorded in these countries.<sup>16</sup> Turkmenistan previously ranked number one for participation in volunteering in every year it has been surveyed for the World Giving Index, however, following the cancellation of subbotniks in 2014, the incidence of volunteering reported in the country has more than halved.<sup>17</sup>

Figure 2 Percentage point changes in scores for each behaviour from 2013 to 2014, by economy status



Data represents average participation in countries surveyed in three or more different calendar years in period 2010-2014.  
Data relate to participation in giving behaviours during one month prior to interview.

The BRICS countries,<sup>18</sup> identified as a new generation of emerging economies, have shown little improvement this year. Of the five countries, both China and India have seen decreases in all three kinds of giving compared to last year, while Brazil, Russia and South Africa have remained relatively stable overall.

These examples once again illustrate that the individual nature of a country is central to driving charitable behaviour, rather than it being driven purely by economic conditions.

Despite an increase in global participation levels for donating money and helping a stranger, the actual number of people taking part in all three ways of giving has fallen (Figure 3). This is due to a number of large countries, most notably India and China, the world's two most populous nations, where decreased participation translates to tens of millions fewer people participating in each kind of giving.<sup>19</sup>

<sup>14</sup> <http://www.eurasianet.org/node/70816> and <http://www.bbc.co.uk/news/world-europe-28459772> and <http://www.reuters.com/article/2014/12/18/us-ukraine-crisis-volunteers-idUSKBN0JW26Z20141218>

<sup>15</sup> World Giving Index 2014, section 5.2: [https://www.cafonline.org/pdf/CAF\\_WGI2014\\_Report\\_1555AWEbFinal.pdf](https://www.cafonline.org/pdf/CAF_WGI2014_Report_1555AWEbFinal.pdf)

<sup>16</sup> Ibid section 2.3.1

<sup>17</sup> 'Volunteering time' participation in Turkmenistan fell from 53% for the 2013 survey year, to 21% for 2014. If we exclude Turkmenistan, the fall in volunteering in transitioning economies is half as great (-1.9 percentage points)

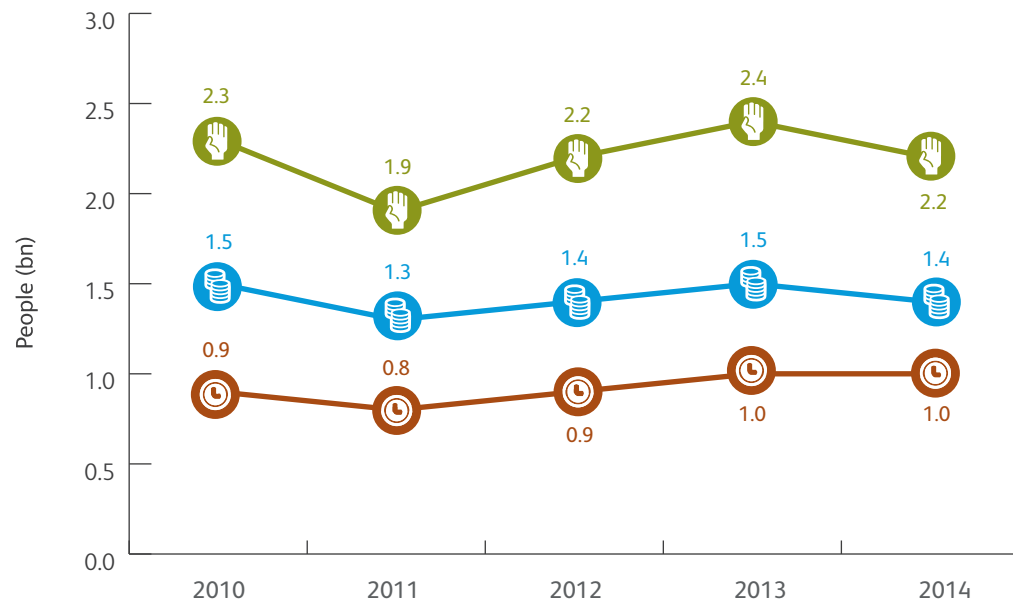
<sup>18</sup> BRICS refers to a grouping of countries – Brazil, Russia, India, China and South Africa – identified as a new generation of emerging economies

<sup>19</sup> Between 2013 and 2014 for just China and India combined, the fall in the number of people helping a stranger is 159m, for donating money is 128m and for volunteering time is 45m





Figure 3 Global number of people donating money, volunteering time and helping a stranger, over 5 years



Calculated using UN adult population numbers.

Data represents the number of people participating in giving behaviours in countries surveyed in every calendar year, in period 2010-2014.

Data relate to participation in giving behaviours during one month prior to interview.

## 2 Three giving behaviours



### 2.1 Helping a stranger

#### 2.1.1 Top 10 countries for helping a stranger, by participation and population

The two tables below show the countries with the highest percentage of people helping strangers and the countries with the highest actual number of people doing so.

Iraq ranks first for participation in helping a stranger for the first time, displacing the United States which falls to third place.

Iraq's position consolidates the uplift reported last year, when it moved from ninetieth to second place for participation in helping a stranger. Iraq has a rich cultural, religious and tribal heritage and informal giving has long been integral within communities across the country. It is remarkable that Iraqis continue to exhibit such generosity amidst ongoing security concerns. Indeed, it may even be that the recent increase in helping a stranger is a response to growing need.

Namibia, Kuwait, Malawi and South Africa enter the participation Top 10 for the first time. This is the first time Namibia has featured in the World Giving Index, having not been surveyed previously. Kuwait has not been surveyed since 2010 when it was placed forty-ninth for participation, while Malawi's previous highest ranking was twenty-sixth in 2012.

For the second consecutive year South Africa has seen a notable increase in the proportion of people 'helping a stranger' in the month prior to interview – rising by a further nine percentage points, following the ten percentage point increase already reported last year. This increase sees South Africa appear in the Top 10 for the first time for any of the three ways of giving, and further supports the belief that 'ubuntu' – the interconnectedness between people which underpins charitable giving – is still a strong motivator within South Africa.<sup>20</sup>

**Table 3 Top 10 countries by participation in helping a stranger**

Helping a stranger country and ranking		People (%)
Iraq	1	79
Liberia	2	78
United States of America	3	76
Namibia	4	76
Jamaica	5	76
Kenya	6	74
Kuwait	7	74
Malawi	8	73
Saudi Arabia	9	73
South Africa	10	73

Only includes countries surveyed in 2014.

Data relate to participation in helping a stranger during one month prior to interview.

**Table 4 Top 10 countries by the number of people helping a stranger**

Helping a stranger country and ranking		People (m)
India	1	335
China	2	262
United States of America	3	198
Bangladesh	4	69
Nigeria	5	68
Brazil	6	64
Indonesia	7	63
Germany	8	44
Pakistan	9	44
Mexico	10	39

Calculated using UN adult population numbers.

Only includes countries surveyed in 2014.

Data relate to participation in helping a stranger during one month prior to interview.

20 'I believe I can make a difference – Individual Giving by 'Ordinary People' living in Gauteng Province, South Africa', CAF Southern Africa <https://www.cafonline.org/about-us/publications/2015-publications/individual-giving-south-africa.aspx>





Kenya's helping a stranger score has risen every year since the first World Giving Index. This year saw the biggest year-on-year increase in that time, at seven percentage points.

China ranks second from bottom for helping a stranger this year, due to participation falling by 13 percentage points, which translates to almost 150 million fewer people lending a helping hand. As a result, and despite China being more populous, India is now placed first in terms of the number of people who have helped a stranger in the last month (Table 4).

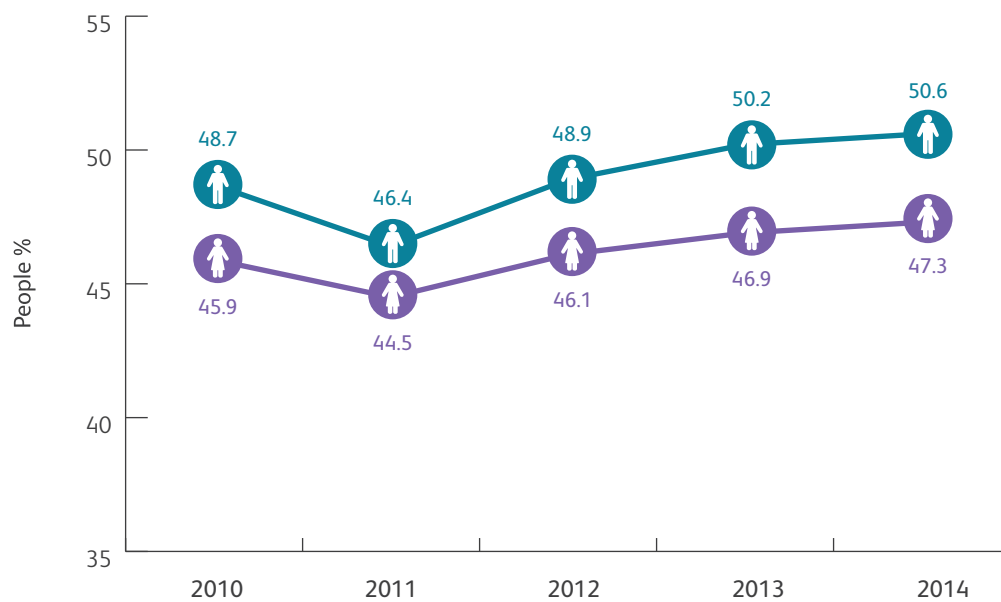
The countries comprising the Top 10 by number of people remains largely the same as last year, with the United States the only country appearing in both this and the participation Top 10. Russia no longer appears in the Top 10 having been surpassed by Mexico for the number of people helping a stranger.

### 2.1.2 Helping a stranger and gender

Reflecting the overall uplift, the proportion of both men and women who have helped strangers in the last month has increased marginally by 0.4 percentage points. This continues the improving trend seen since 2011, with the participation rates of 50.6% for men and 47.3% for women the highest levels recorded to date.

Men have always reported higher levels of helping a stranger, and this continues to be the case, with their participation 3.3 percentage points higher than women.

Figure 4 Global participation in helping a stranger, by gender, over five years



Data represents average participation in countries surveyed in three or more different calendar years in period 2010-2014.  
Data relate to participation in helping a stranger during one month prior to interview.



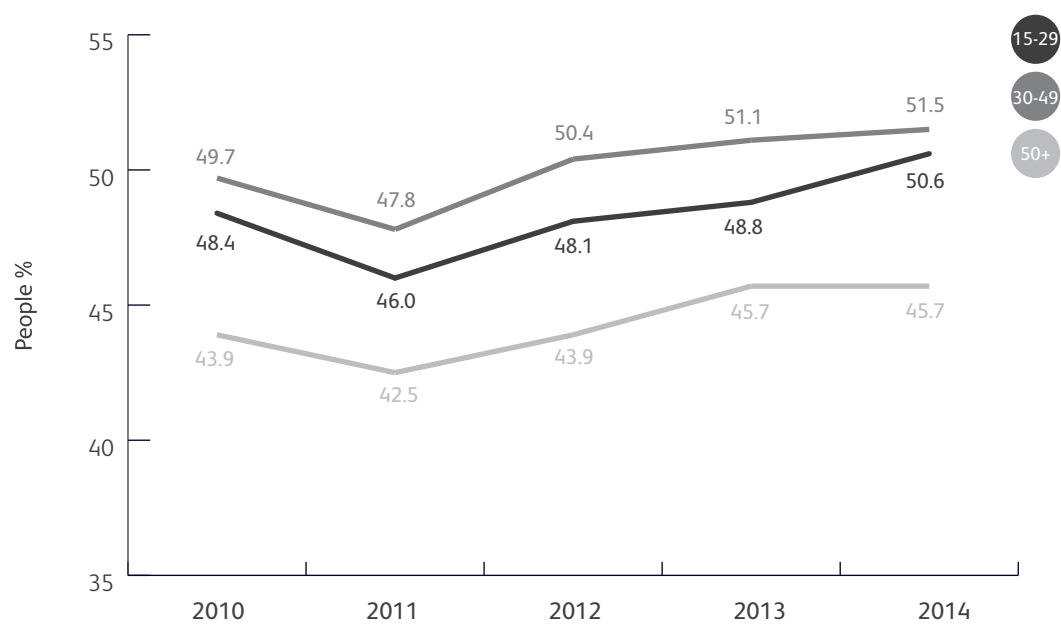


### 2.1.3 Helping a stranger and age

With an increase of 1.8 percentage points, the youngest age group (15-29) have experienced the greatest uplift in the proportion of people helping a stranger in the previous month. Just over half of young people now participate in this charitable behaviour - the highest level ever recorded by the Index amongst this group.

Amongst those aged 50 and over, participation has remained static this year, with 45.7% having helped a stranger in the month prior to interview.

Figure 5 Global participation in helping a stranger, by age, over five years



Data represents average participation in countries surveyed in three or more different calendar years in period 2010-2014.  
Data relate to participation in helping a stranger during one month prior to interview.





## 2.2 Donating money to a charity

### 2.2.1 Top 10 countries for donating money, by participation and population

Table 5 shows the ten highest ranked countries in terms of the percentage of people who donated money to charity in the last month, and Table 6 shows the countries with the largest actual number of people donating money to charity.


For the third year running, Myanmar tops the participation table, with 92% of people (equating to 37 million individuals) having donated money. A ten percentage point rise in participation sees Thailand move from third to second place. As highlighted before, both Myanmar and Thailand have a high proportion of Theravada Buddhists<sup>21</sup> practising *Sangha Dana*<sup>22</sup> which drives this high donation rate.

The United States has dropped out of the Top 10 for participation in donating money this year, falling from ninth to twelfth place due to a participation decline of five percentage points. Elsewhere, both Ireland and Canada have moved down the rankings, with falls of seven and four percentage points respectively compared to the previous year.

New Zealand is the only new entry in the Top 10 for participation, with an 11 percentage point increase moving it from thirteenth to sixth place.

In terms of the actual number of individuals, the countries comprising the Top 10 remain largely the same as reported last year, apart from Germany replacing Brazil due to a seven percentage point increase in the former's participation and a two percentage point decline in the latter's.


Table 5 Top 10 countries by participation in donating money

		
Donating money by country and ranking		People (%)
Myanmar	1	92
Thailand	2	87
Malta	3	78
United Kingdom	4	75
Netherlands	5	73
New Zealand	6	73
Australia	7	72
Ireland	8	67
Indonesia	9	67
Canada	10	67

Only includes countries surveyed in 2014.

Data relate to participation in donating money during one month prior to interview.

Table 6 Top 10 countries by the number of people donating money

		
Donating money by country and ranking		People (m)
India	1	184
United States of America	2	164
Indonesia	3	121
China	4	92
Thailand	5	48
Pakistan	6	45
United Kingdom	7	39
Myanmar	8	37
Germany	9	35
Iran	10	32

Calculated using UN adult population numbers.

Only includes countries surveyed in 2014.

Data relate to participation in donating money during one month prior to interview.

21 Approximately 89% of Myanmar and 94% of Thailand populations are Buddhist <https://www.cia.gov/library/publications/the-world-factbook/geos/th.html>

22 *Sangha* defined as 'ordained monks and nuns', *Dana* defined as 'charitable giving', resulting in a broad definition of 'charity to the community of monks'



In addition to India and the United States, Indonesia now also has more individuals who have given money to charity in the last month than China. This is despite having a much smaller adult population than China (181 million vs. 1,142 million respectively),<sup>23</sup> and reflects the participation differential, 67% for Indonesia compared to 8% in China, which equates to a difference of approximately 29 million people.

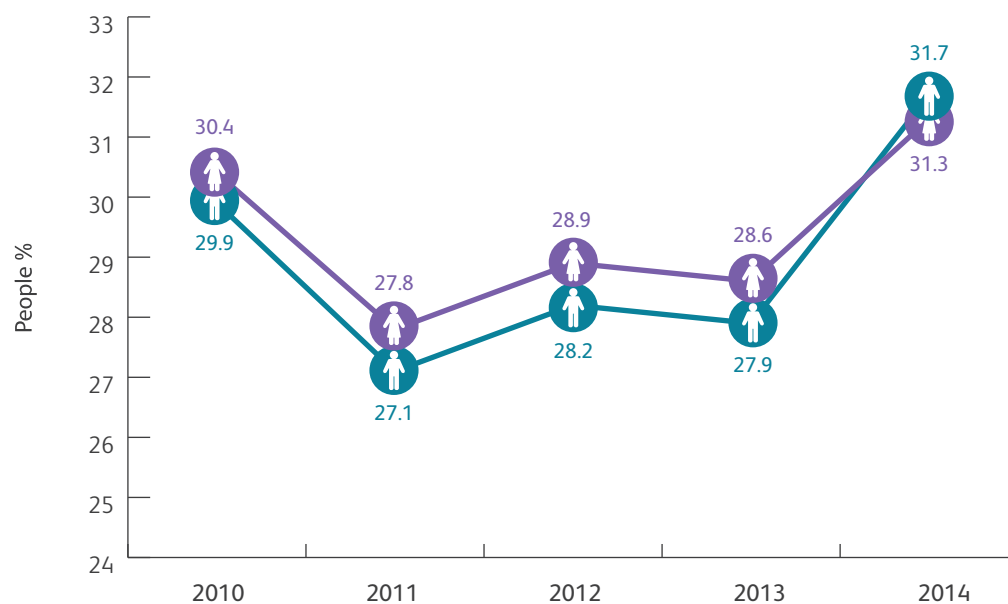
With a population of 40.5m, Myanmar is the least populous country to appear in any of the Top Tens for the number of people participating.

### 2.2.2 Donating money and gender

Last year we noted that, despite a higher global participation rate, women were actually only more likely to donate money than men in developed economies, with men recording higher participation in both transitioning and developing economies.

This year, men in developed economies have narrowed the differential in participation rates to four percentage points (compared to the seven recorded previously), which is the smallest gap recorded in the last five years of the World Giving Index. This smaller differential, combined with the continued higher participation in both transitioning and developing economies, means that for the first time since 2008 men have overtaken women in terms of the proportion that donate money globally.

Figure 6 Global participation in donating money, by gender, over five years



Data represents average participation in countries surveyed in three or more different calendar years in period 2010-2014.  
Data relate to participation in donating money during one month prior to interview.

<sup>23</sup> World Population Prospects, the 2012 Revision, June 2013, United Nations Department of Economic and Social Affairs: <http://esa.un.org/wpp/> for those aged 15+



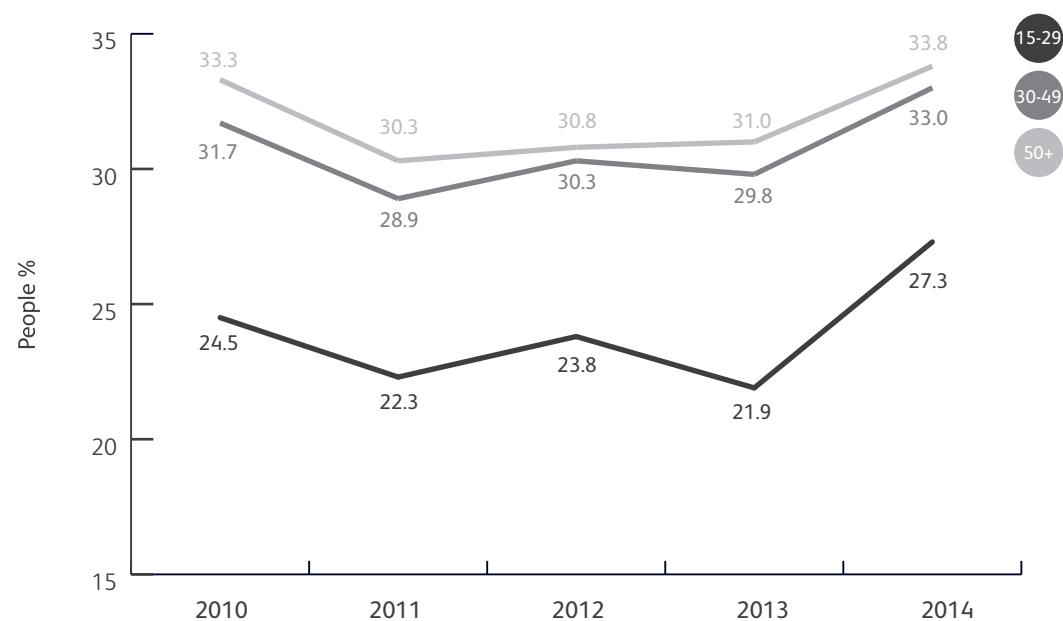
### 2.2.3 Donating money and age

As has been the case since the World Giving Index was first published in 2010, older people are more likely to give money to charitable causes. At 33.8% this year's global participation rate amongst those aged 50 and older is the highest recorded to date.

The global uplift in donating money seen this year is experienced across all of the age groups. Most notable is the apparent uplift of 5.4 percentage points amongst the youngest age group. It is worth noting that some of this uplift is due to differences in the age-by-country data available in 2013 and in 2014, but even when conducting analysis on a matched year-on-year sample, participation still increases by 3.1 percentage points for this age group. This uplift more than recovers the ground lost between 2012 and 2013.

The increase is strongest in Oceania and Europe, with both continents reporting a ten percentage point uplift in donating money amongst this youngest age group.

Figure 7 Global participation in donating money, by age, over five years



Data represents average participation in countries surveyed in three or more different calendar years in period 2010-2014.  
Data relate to participation in donating money during one month prior to interview.



## 2.3 Volunteering time

### 2.3.1 Top 10 countries for volunteering time, by participation and population

The Top 10 highest-ranked countries in terms of the proportion of people who volunteer are shown in Table 7, whilst Table 8 shows the ten countries with the highest number of individuals volunteering.

Only six of this year's Top 10 for participation also featured last year: Myanmar, Sri Lanka, New Zealand, Canada, the United States of America and Uzbekistan, with Turkmenistan, Tajikistan, Bhutan, Ireland, Malaysia and Nigeria all leaving the Top Ten.<sup>24</sup>

Of these, the most notable is Turkmenistan which had topped the volunteering table since 2011, but has fallen dramatically (by 32 percentage points) to now find itself ranked sixty-sixth. As highlighted already in Section 1.2, this reflects the cancellation of 'Saturday subbotniks' during 2014. This practice of giving up a Saturday to volunteer or perform unpaid labour, in some cases under a mandatory instruction, was likely to inflate 'volunteering' levels and so their cancellation has naturally led to this corresponding fall.

Liberia re-enters the Top 10 with a notable increase of 12 percentage points, moving from twenty-first to third place, although participation at 46% still remains below the country's high of 55% previously recorded in 2011.

As with helping a stranger, China ranks second from bottom for the proportion of people volunteering time.

Table 7 Top 10 countries by participation in volunteering time

Volunteering time		
country and ranking		
People (%)		
Myanmar	1	50
Sri Lanka	2	48
Liberia	3	46
New Zealand	4	45
Canada	5	44
United States of America	6	44
Uzbekistan	7	43
Kenya	8	43
Philippines	9	42
Guatemala	10	41

Only includes countries surveyed in 2014.

Data relate to participation in volunteering time during one month prior to interview.

Table 8 Top 10 countries by the number of people volunteering time

Volunteering time		
country and ranking		
People (m)		
India	1	157
United States of America	2	115
Indonesia	3	68
China	4	47
Nigeria	5	32
Japan	6	29
Philippines	7	28
Russia	8	23
Germany	9	23
Brazil	10	21

Calculated using UN adult population numbers.

Only includes countries surveyed in 2014.

Data relate to participation in volunteering time during one month prior to interview.

<sup>24</sup> Last year a number of countries tied for both fifth and tenth place in the top ten countries by participation in volunteering time, so the list featured 12 countries in total



The Top 10 for the number of individuals volunteering their time remains much as last year, but with Germany now replacing Myanmar in the countries represented (see Table 8). Germany has moved into the Top 10 through a seven percentage point year-on-year increase in the proportion who had volunteered in the month prior to interview. Although no longer in the Top Ten, Myanmar has almost as many individuals volunteering as Brazil (20.3m vs. 20.8m respectively) despite having only a quarter of the population.

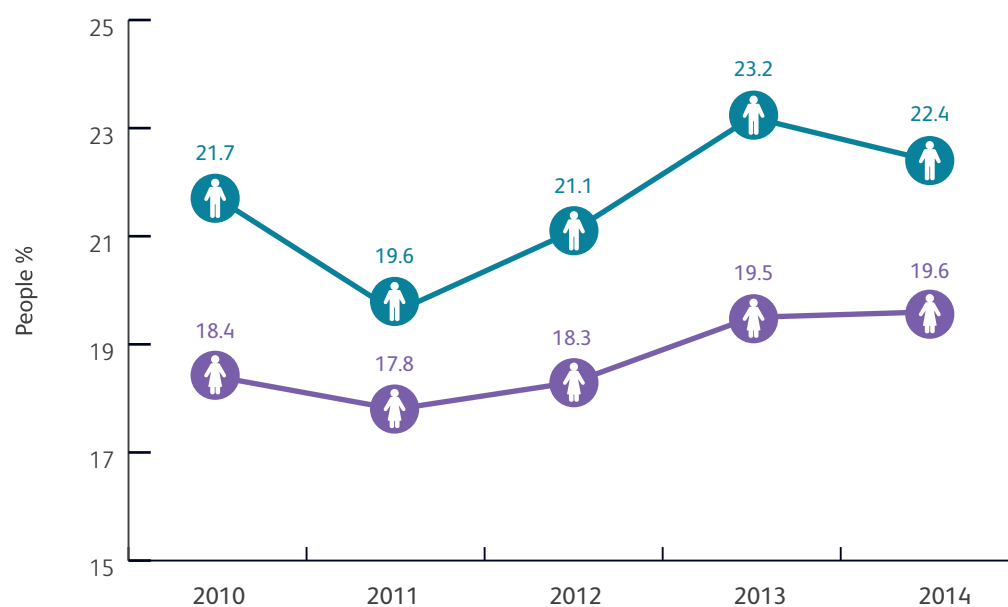
### 2.3.2 Volunteering time and gender

Globally, volunteering time has remained relatively stable this year. Indeed, in developed economies, volunteering is at its highest level for both men and women, with women having increased participation by almost two percentage points to now match men (24%).

However, participation has fallen by at least three percentage points for both men and women in economies which are 'in transition'. This will be due, at least in part, to the cancellation of 'subbotniks' within Turkmenistan (see Section 2.3.1). Within developing economies volunteering has remained relatively stable for both men and women.

In the last year, 25 countries have seen a fall of five percentage points or more for volunteering by men, whilst women have only experienced such falls in 12 countries.

Figure 8 Global participation in volunteering time, by gender, over five years



Data represents average participation in countries surveyed in three or more different calendar years in period 2010-2014. Data relate to participation in volunteering time during one month prior to interview.



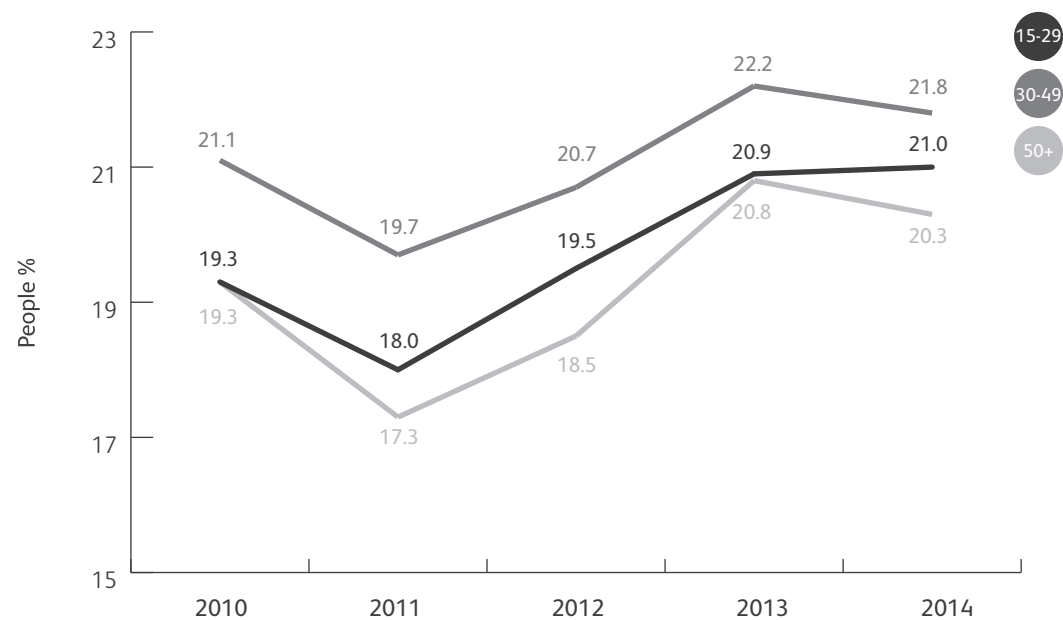
### 2.3.3 Volunteering time and age

Despite a small decline in volunteering levels this year, those aged between 30 and 49 remain the most likely to give their time.

As with gender, year-on-year changes in volunteering differ dependent on economy type. Developed economies experience an increase in volunteering across all age groups (up 1.4 percentage points overall), but of most note is the four percentage point rise amongst those aged 15-29.

In contrast, both transitioning and developing economies have experienced a fall in volunteering across all three age groups. In developing countries, the fall is between 0.4 and 0.9 percentage points, but in transitioning economies volunteering has fallen by at least two percentage points for each age group.

Figure 9 Global participation in volunteering time, by age, over five years



Data represents average participation in countries surveyed in three or more different calendar years in period 2010-2014. Data relate to participation in volunteering time during one month prior to interview.





## 3 Continental comparisons

### 3.1 Continental World Giving Index scores

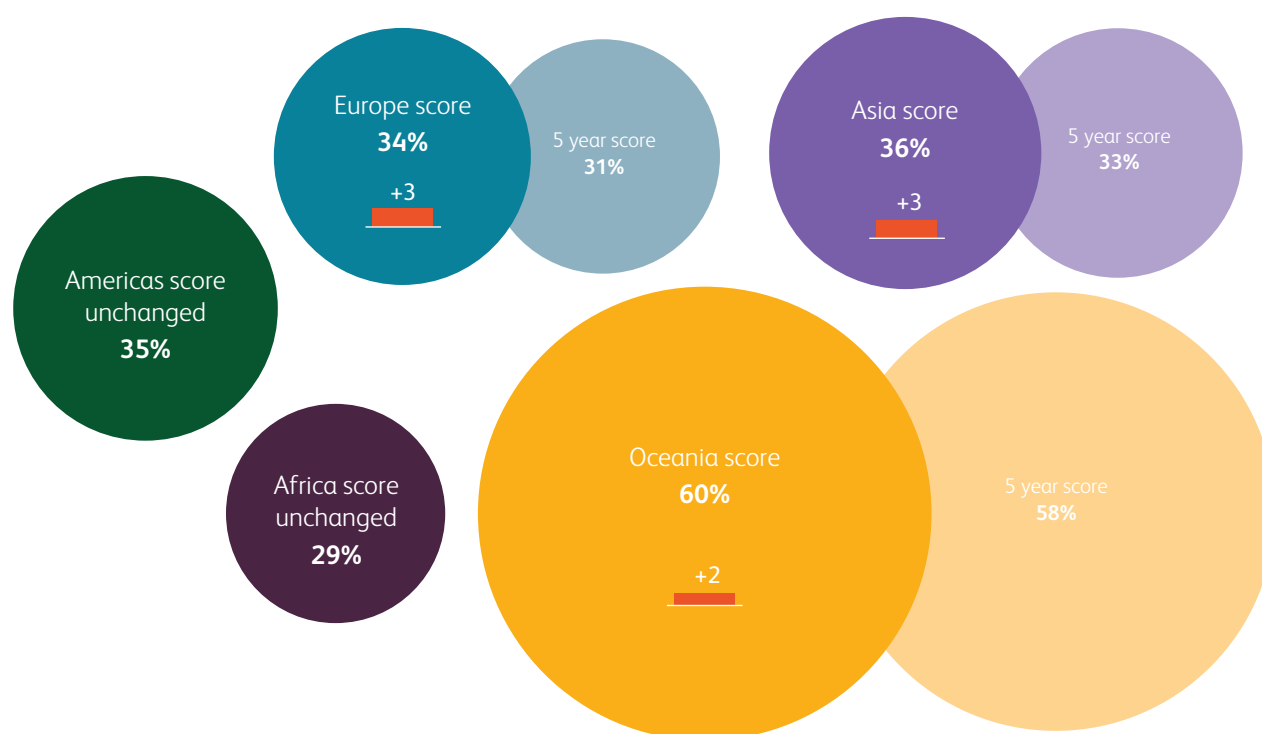
Figure 10 contrasts this year's World Giving Index score for each continent with the average score over the past five years. The purpose of the chart is to expose any long-term trends. If the one-year view is higher than the five-year score this suggests an increasingly positive giving environment, and vice versa.

As last year, Africa registers no difference in their one-year and five-year giving scores, suggesting at best a consistent, and at worst a stagnating, giving picture for the continent.

Asia and Europe both record a three percentage point positive differential, and of the twenty most improved countries over time (see Section 4.2), nine are within Asia and five within Europe.

As has been the case since the inception of the World Giving Index, Oceania remains by far the most generous continent. It should be remembered, however, that Oceania is only comprised of two countries (Australia and New Zealand) which both have developed economies and relatively wealthy populations.

Figure 10 Continental World Giving Index score and 5 year score



World Giving Index one-year score: calculated using countries surveyed in 2014 only.

World Giving Index five-year score: data represents average participation in countries surveyed in three or more different calendar years in period 2010-2014. Data relate to participation in giving behaviours during one month prior to interview.

### 3.2 Continental giving behaviour scores

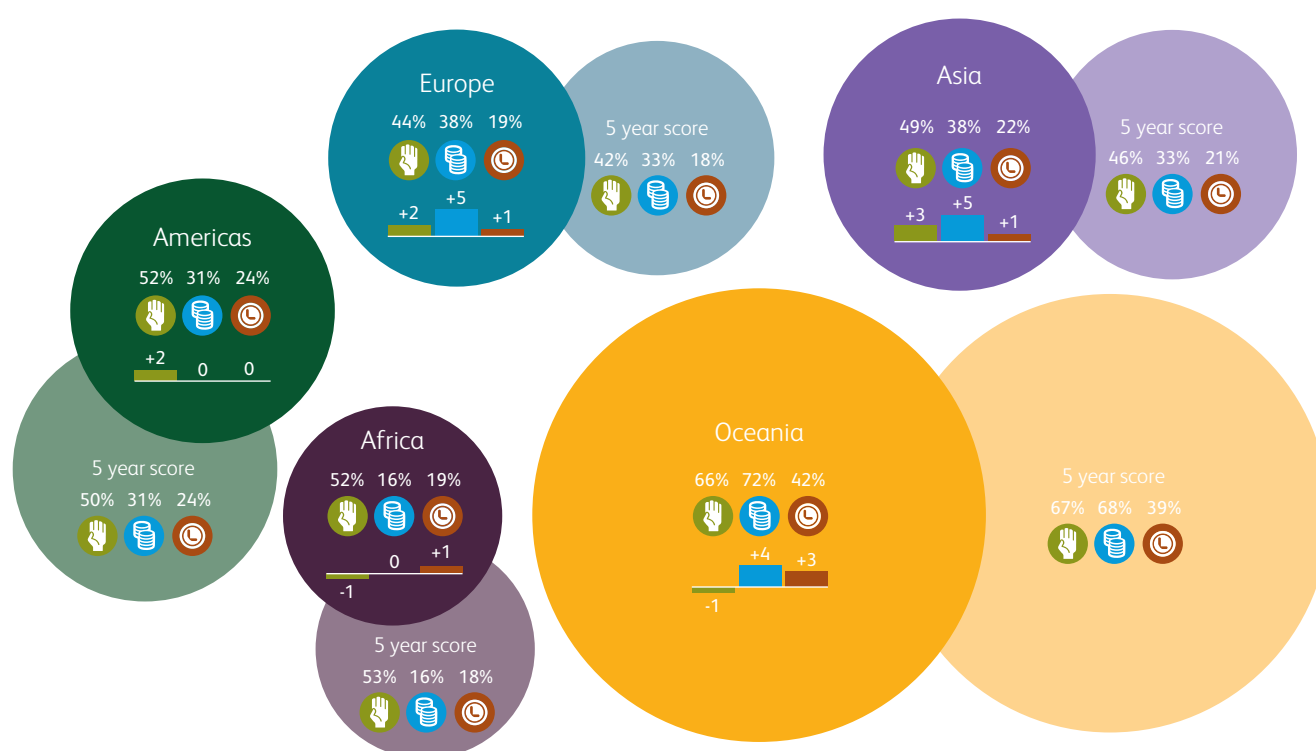
Figure 11 explains how people of different continents are generous in different ways.

Across all continents, except Oceania, helping a stranger is the most common way of giving.

In Oceania, donating money is the most common behaviour, with seven in ten people having given in the last month – this is almost double that reported in Europe and Asia, and over four times more than in Africa. Oceania also records the largest positive differential between the one-year and five-year average in volunteering time, suggesting that participation in this activity is increasing over time.

All continents report a positive differential between the current year and long term average for giving money, with the most notable differences being in Asia and Europe (both increasing by 5 percentage points).

Figure 11 Continental participation in donating money, volunteering time and helping a stranger, and 5 year participation



Participation one-year score: calculated using countries surveyed in 2014 only.

Participation five-year score: data represents average participation in countries surveyed in three or more different calendar years in period 2010-2014.

Data relate to participation in giving behaviours during one month prior to interview.

## 4 Most improved countries

### 4.1 Most improved for 2015

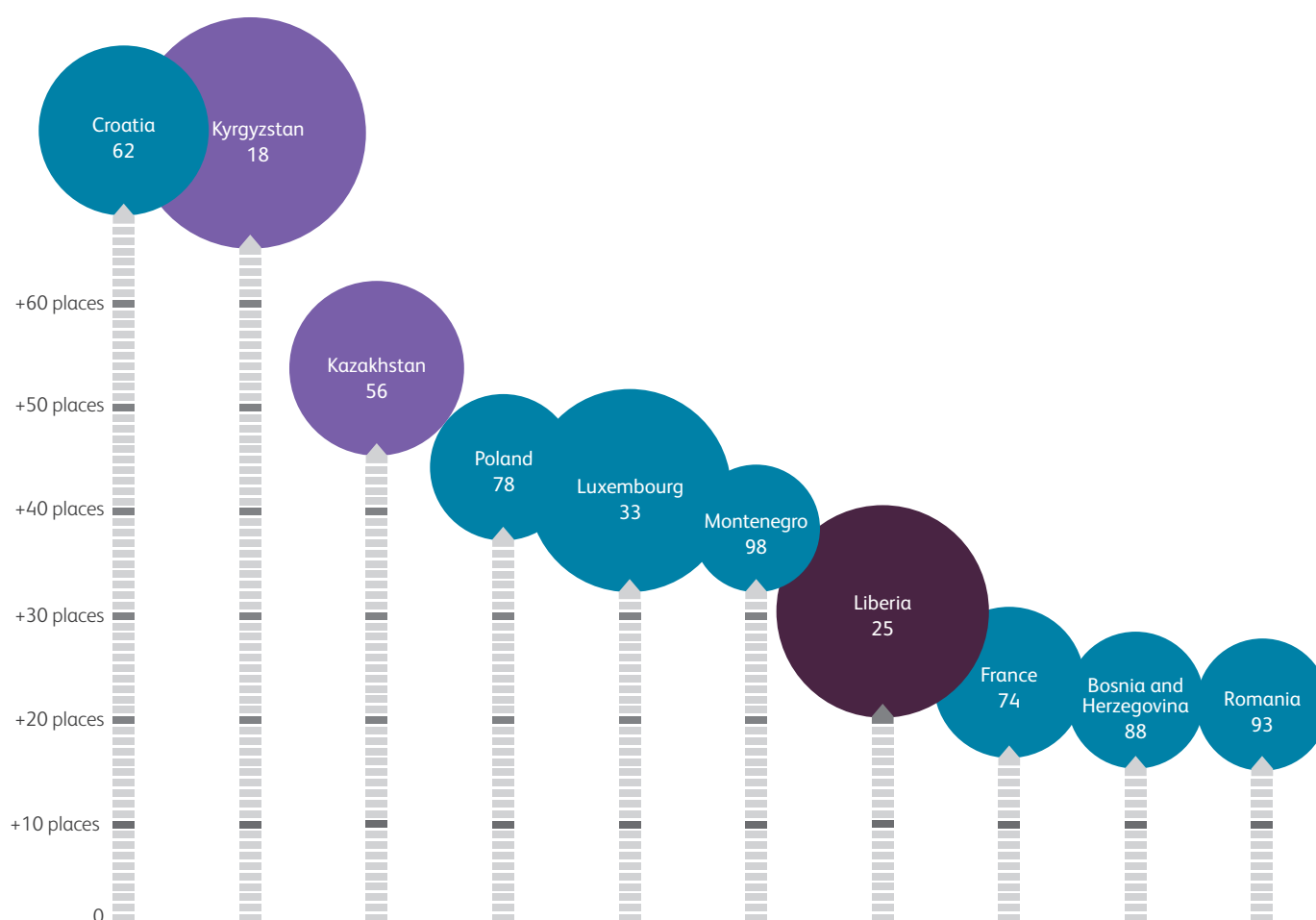
In terms of the most improved Top 10 (see Figure 12), Croatia, with the second largest increase in score this year, saw the biggest move up the rankings, rising sixty-eight places. Croatia, along with Montenegro and Bosnia Herzegovina (which appear at number six and nine in this most improved list), all experienced notable increases in donating money. It is likely that the fundraising efforts following extensive flooding throughout Southern Europe in May 2014 are reflected in these raised giving levels: well-organised fundraising efforts, with a prevalence of mobile phone use and SMS donations, particularly in Croatia and Montenegro meant that a high proportion of people were able to donate to relief efforts.

Kyrgyzstan and Kazakhstan were surveyed during or just after Ramadan, when generosity is particularly encouraged, and both countries experienced a year-on-year increase for all three ways of giving, but most notably donating money.<sup>25</sup>

Romania places tenth on this list due to a 14 percentage point increase in helping a stranger year-on-year, which helped the country achieve its highest ever Index score.

Other countries appearing in this Top 10 – Poland, Luxembourg, Liberia and France – have merely recovered their more usual levels of charitable giving, having experienced a dip last year.

Figure 12 Ten biggest movers since 2013



Data represents scores and rankings for countries surveyed in both 2013 and 2014.  
Data relate to participation in giving behaviours during one month prior to interview.

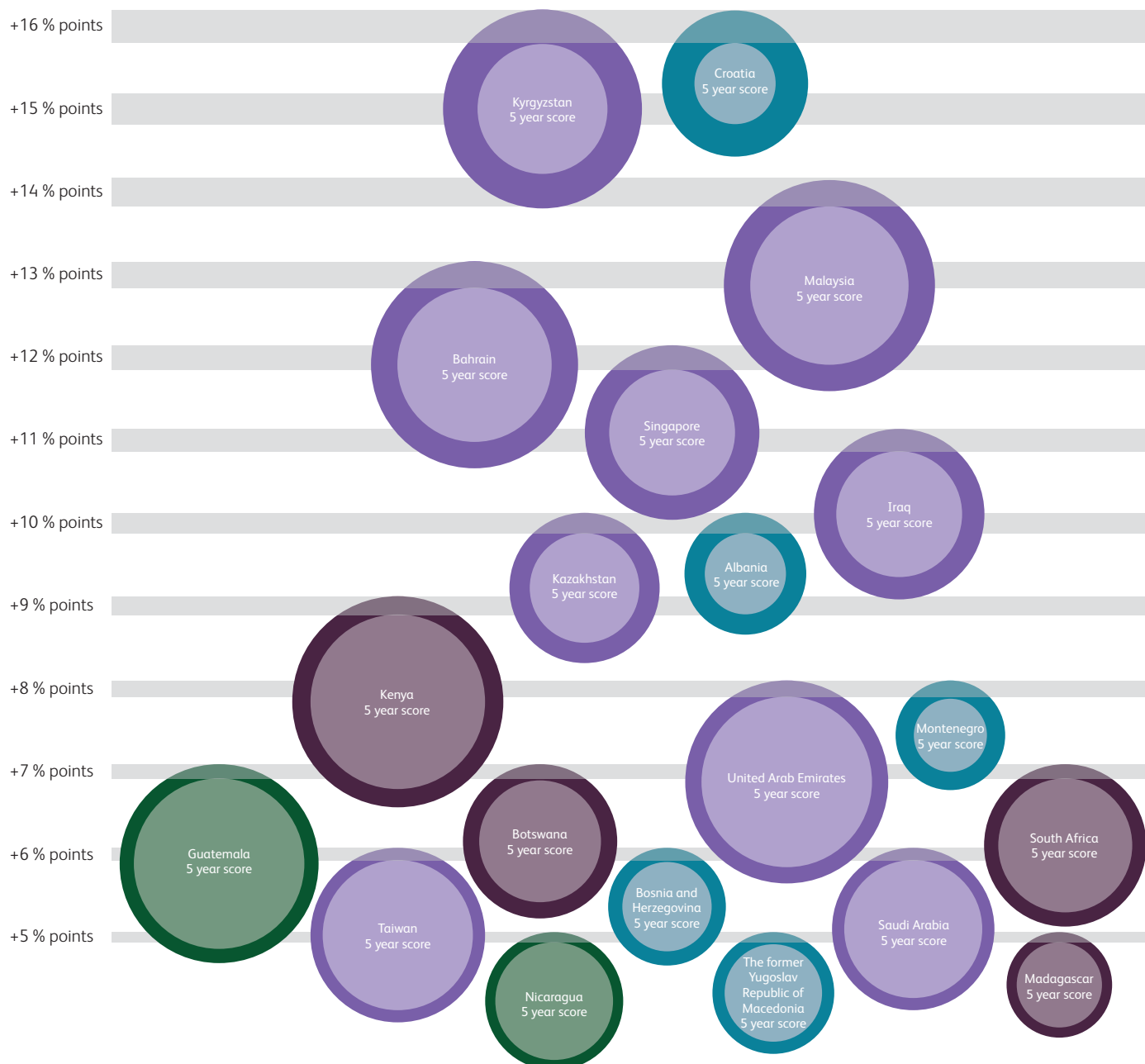
<sup>25</sup> The majority of the population in these countries is Muslim: Kazakhstan 70%, Kyrgyzstan 75% Source: <https://www.cia.gov/library/publications/resources/the-world-factbook/>

## 4.2 Most improved over time

Whilst the year-on-year picture is interesting and can pinpoint charitable responses to specific events occurring within the survey year, a five-year view helps to expose any longer-term trends.

Twenty countries have a 2014 score at least five percentage points higher than their average five-year score, which points to an increasingly positive giving environment (see Figure 13). Of these twenty, 13 are developing economies, six are transitioning and one is developed. Regionally, nine are in Asia, five in Europe, four in Africa, and two in the Americas.

Figure 13 Most improved countries over time



World Giving Index one-year score: calculated using countries surveyed in 2014 only.

World Giving Index five-year score: data represents average participation in countries surveyed in three or more different calendar years in period 2010-2014.

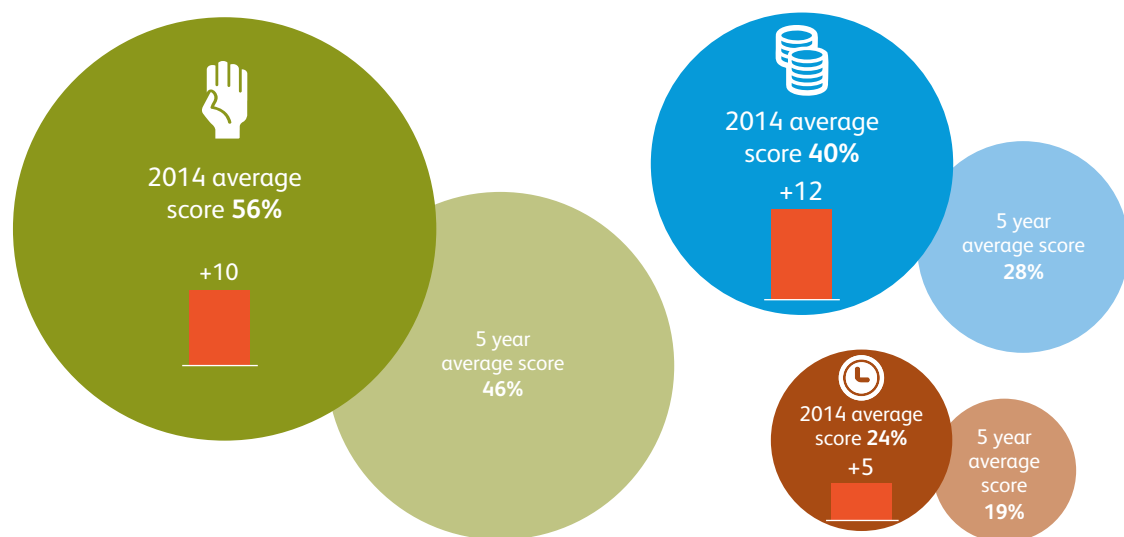
Data relate to participation in giving behaviours during one month prior to interview.



Seven of these countries were also among the most improved countries in last year's report<sup>26</sup> with many either sustaining or improving upon their overall World Giving Index performance this year and so ensuring a strong positive differential against the long term average.

Donating money is the activity that has seen the most improvement. Across the twenty most improved countries, participation increased by an average of 12 percentage points. This is followed by the proportion who had helped a stranger in the previous month, with an average uplift across these countries of ten percentage points.

Figure 14 Average 2014 vs 5 year scores for the 20 most improved countries (%)



World Giving Index one-year score: calculated using countries surveyed in 2014 only.

World Giving Index five-year score: data represents average participation in countries surveyed in three or more different calendar years in period 2010-2014.

Data relate to participation in giving behaviours during one month prior to interview.

26 Malaysia, Iraq, Albania, South Africa, Kenya, Saudi Arabia and the former Yugoslav Republic of Macedonia (World Giving Index 2014, section 4)

# Appendices

## 1 Alphabetical CAF World Giving Index full table

Country	Region	Ranking	Score(%)	Country	Region	Ranking	Score(%)
Afghanistan	Southern Asia	84	30	Estonia	Northern Europe	99	26
Albania	Southern Europe	83	30	Ethiopia	Eastern Africa	97	27
Angola	Middle Africa	134	19 ▼	Finland	Northern Europe	31	43
Argentina	South America	108	25 ▼	France	Western Europe	74	32 ▲
Armenia	Western Asia	138	19	Gabon	Middle Africa	111	24 ▼
Australia	Australia and New Zealand	5	59 ▲	Georgia	Western Asia	112	23 ▲
Austria	Western Europe	23	46	Germany	Western Europe	20	47 ▲
Azerbaijan	Western Asia	122	22 ▼	Ghana	Western Africa	63	35
Bahrain	Western Asia	13	51	Greece	Southern Europe	140	17 ▼
Bangladesh	Southern Asia	95	27	Guatemala	Central America	16	49 ▲
Belarus	Eastern Europe	103	26	Guinea	Western Africa	80	31 ▼
Belgium	Western Europe	48	40 ▲	Haiti	Caribbean	59	36 ▼
Belize	Central America	70	33	Honduras	Central America	60	36 ▲
Benin	Western Africa	132	19 ▼	Hong Kong	Eastern Asia	26	45
Bhutan	Southern Asia	17	49 ▼	Hungary	Eastern Europe	124	22 ▼
Bolivia	South America	65	35	India	Southern Asia	106	25 ▼
Bosnia and Herzegovina	Southern Europe	88	29 ▲	Indonesia	South Eastern Asia	22	46 ▼
Botswana	Southern Africa	55	38 ▲	Iran	Southern Asia	32	43 ▼
Brazil	South America	105	25	Iraq	Western Asia	38	42 ▲
Bulgaria	Eastern Europe	115	23 ▲	Ireland	Northern Europe	9	56 ▼
Burkina Faso	Western Africa	104	25	Israel	Western Asia	75	32 ▼
Burundi	Eastern Africa	145	11	Italy	Southern Europe	72	33 ▲
Cambodia	South Eastern Asia	100	26 ▲	Jamaica	Caribbean	21	47
Cameroon	Middle Africa	92	28 ▼	Japan	Eastern Asia	102	26
Canada	North America	4	60	Jordan	Western Asia	118	23
Chad	Middle Africa	136	19	Kazakhstan	Central Asia	56	37 ▲
Chile	South America	49	40 ▲	Kenya	Eastern Africa	11	52
China	Eastern Asia	144	12 ▼	Kosovo	Southern Europe	116	23 ▼
Colombia	South America	66	35	Kuwait	Western Asia	24	46
Congo	Middle Africa	91	28 ▲	Kyrgyzstan	Central Asia	18	49 ▲
Costa Rica	Central America	36	43	Latvia	Northern Europe	110	24
Cote d'Ivoire	Western Africa	107	25 ▼	Lebanon	Western Asia	96	27 ▼
Croatia	Southern Europe	62	36 ▲	Liberia	Western Africa	25	45 ▲
Cyprus	Western Asia	42	42	Lithuania	Northern Europe	142	17 ▼
Czech Republic	Eastern Europe	130	20	Luxembourg	Western Europe	33	43 ▲
Democratic Republic of the Congo	Middle Africa	127	21	Madagascar	Eastern Africa	101	26 ▲
Denmark	Northern Europe	39	42 ▼	Malawi	Eastern Africa	44	42 ▲
Dominican Republic	Caribbean	41	42	Malaysia	South Eastern Asia	10	52
Ecuador	South America	131	20	Mali	Western Africa	121	22
Egypt	Northern Africa	112	23	Malta	Southern Europe	12	51
El Salvador	Central America	117	23	Mauritania	Western Africa	109	24
				Mauritius	Eastern Africa	45	41
				Mexico	Central America	90	29
				Mongolia	Eastern Asia	52	39

## 1 Alphabetical CAF World Giving Index full table continued

Country	Region	Ranking	Score(%)
Montenegro	Southern Europe	98	27 ▲
Morocco	Northern Africa	126	21
Myanmar	South Eastern Asia	1	66
Namibia	Southern Africa	61	36
Nepal	Southern Asia	76	32 ▼
Netherlands	Western Europe	7	56 ▲
New Zealand	Australia and New Zealand	3	61
Nicaragua	Central America	69	34 ▲
Niger	Western Africa	135	19 ▼
Nigeria	Western Africa	43	42
Northern Cyprus	Western Asia	30	43 ▲
Norway	Northern Europe	15	49
Pakistan	Southern Asia	94	28 ▼
Palestinian Territory	Western Asia	141	17
Panama	Central America	53	39
Paraguay	South America	125	22 ▼
Peru	South America	114	23 ▼
Philippines	South Eastern Asia	46	40
Poland	Eastern Europe	78	31 ▲
Portugal	Southern Europe	82	30
Puerto Rico	Caribbean	29	44
Republic of Korea	Eastern Asia	64	35
Republic of Moldova	Eastern Europe	120	23
Romania	Eastern Europe	93	28 ▲
Russian Federation	Eastern Europe	129	20
Rwanda	Eastern Africa	137	19 ▼
Saudi Arabia	Western Asia	47	40
Senegal	Western Africa	85	30
Serbia	Southern Europe	118	23
Sierra Leone	Western Africa	54	38 ▲
Singapore	South Eastern Asia	34	43
Slovakia	Eastern Europe	123	22 ▼
Slovenia	Southern Europe	37	42
South Africa	Southern Africa	49	40
South Sudan	Northern Africa	68	34
Spain	Southern Europe	58	36 ▲
Sri Lanka	Southern Asia	8	56
Sudan	Northern Africa	67	35
Sweden	Northern Europe	28	44 ▲
Switzerland	Western Europe	40	42
Taiwan	Eastern Asia	35	43 ▲
Tajikistan	Central Asia	73	33 ▼
Thailand	South Eastern Asia	19	48 ▲
The former Yugoslav Republic of Macedonia	Southern Europe	86	30

Country	Region	Ranking	Score(%)
Togo	Western Africa	133	19
Tunisia	Northern Africa	139	17 ▼
Turkmenistan	Central Asia	71	33 ▼
Uganda	Eastern Africa	57	37 ▼
Ukraine	Eastern Europe	89	29 ▲
United Arab Emirates	Western Asia	14	50
United Kingdom	Northern Europe	6	57
United Republic of Tanzania	Eastern Africa	81	30 ▲
United States of America	North America	2	61
Uruguay	South America	77	31
Uzbekistan	Central Asia	27	44
Venezuela	South America	128	20 ▲
Vietnam	South Eastern Asia	79	31
Yemen	Western Asia	143	15
Zambia	Eastern Africa	51	39
Zimbabwe	Eastern Africa	87	29 ▲

Countries' scores indicate a rise or fall in score of 3 percentage points or more since the 2013 survey.

▲ Scores have increased by at least three percentage points.









▼ Scores have decreased by at least three percentage points.

Scores in plain text have seen a change of less than three percentage points either way, or were not surveyed in 2013.

Only includes 2014 data.









World Giving Index scores are shown to the nearest whole number but the rankings are determined using two decimal points.

## 2 CAF World Giving Index full table









Country	 Ranking	 Score (%)	 Ranking	 Score (%)	 Ranking	 Score (%)	 Ranking	 Score (%)
Myanmar	1	66	47	55	1	92	1	50
United States of America	2	61	3	76	12	63	6	44
New Zealand	3	61	22	65	6	73	4	45
Canada	4	60	14	69	10	67	5	44
Australia	5	59	21	66	7	72	12	40
United Kingdom	6	57	25	63	4	75	28	32
Netherlands	7	56	41	59	5	73	18	36
Sri Lanka	8	56	33	60	16	59	2	48
Ireland	9	56	37	59	8	67	11	41
Malaysia	10	52	27	62	17	58	17	37
Kenya	11	52	6	74	45	39	8	43
Malta	12	51	73	50	3	78	46	26
Bahrain	13	51	11	71	27	51	35	30
United Arab Emirates	14	50	15	69	15	59	60	22
Norway	15	49	45	55	14	60	32	32
Guatemala	16	49	17	68	48	38	10	41
Bhutan	17	49	58	53	22	55	13	38
Kyrgyzstan	18	49	60	53	19	57	19	36
Thailand	19	48	90	44	2	87	98	14
Germany	20	47	30	61	30	49	30	32
Jamaica	21	47	5	76	74	28	14	38
Indonesia	22	46	123	35	9	67	15	38
Austria	23	46	46	55	25	52	31	32
Kuwait	24	46	7	74	31	48	92	15
Liberia	25	45	2	78	123	11	3	46
Hong Kong	26	45	43	57	11	63	90	15
Uzbekistan	27	44	38	59	62	31	7	43
Sweden	28	44	51	55	13	60	84	17
Puerto Rico	29	44	20	67	44	39	49	26
Northern Cyprus	30	43	32	60	38	43	45	26
Finland	31	43	36	60	43	39	34	30
Iran	32	43	69	50	23	54	55	24
Luxembourg	33	43	108	38	21	56	22	34
Singapore	34	43	89	44	18	57	42	27
Taiwan	35	43	40	59	29	49	69	20
Costa Rica	36	43	19	67	56	34	39	27
Slovenia	37	42	71	50	40	42	21	35
Iraq	38	42	1	79	69	29	79	18
Denmark	39	42	61	53	26	52	62	21
Switzerland	40	42	64	51	32	48	43	27
Dominican Republic	41	42	28	62	66	29	20	35
Cyprus	42	42	42	58	39	43	52	25
Nigeria	43	42	16	68	79	25	29	32
Malawi	44	42	8	73	102	18	26	33
Mauritius	45	41	106	39	28	51	24	34
Philippines	46	40	49	55	82	24	9	42
Saudi Arabia	47	40	9	73	59	32	89	15
Belgium	48	40	53	54	42	40	50	26
Chile	49	40	82	47	20	56	88	16
South Africa	49	40	10	73	101	19	38	28



## 2 CAF World Giving Index full table continued

Country								
	Ranking	Score (%)	Ranking	Score (%)	Ranking	Score (%)	Ranking	Score (%)
Zambia	51	39	13	69	98	20	37	29
Mongolia	52	39	103	39	37	44	23	34
Panama	53	39	76	49	50	36	33	31
Sierra Leone	54	38	12	70	95	20	53	25
Botswana	55	38	23	65	91	22	48	26
Kazakhstan	56	37	68	51	51	35	51	25
Uganda	57	37	18	67	105	18	54	24
Spain	58	36	52	54	52	35	71	20
Haiti	59	36	101	40	36	44	56	24
Honduras	60	36	70	50	79	25	27	33
Namibia	61	36	4	76	128	10	64	21
Croatia	62	36	93	43	33	47	81	17
Ghana	63	35	44	56	89	23	40	27
Republic of Korea	64	35	74	50	55	34	63	21
Bolivia	65	35	54	54	70	28	59	22
Colombia	66	35	26	63	90	22	74	20
Sudan	67	35	24	65	112	15	58	23
South Sudan	68	34	35	60	100	19	57	24
Nicaragua	69	34	81	47	53	35	72	20
Belize	70	33	84	46	71	28	47	26
Turkmenistan	71	33	85	45	57	33	66	21
Italy	72	33	75	50	58	32	83	17
Tajikistan	73	33	97	41	99	19	16	37
France	74	32	102	39	76	27	36	30
Israel	75	32	139	27	34	47	68	21
Nepal	76	32	112	37	63	30	41	27
Uruguay	77	31	72	50	78	26	80	18
Poland	78	31	67	51	65	29	100	13
Vietnam	79	31	57	53	81	25	95	14
Guinea	80	31	55	54	107	18	72	20
United Republic of Tanzania	81	30	77	49	68	29	102	13
Portugal	82	30	66	51	85	24	91	15
Albania	83	30	59	53	77	27	122	9
Afghanistan	84	30	63	51	72	28	120	9
Senegal	85	30	34	60	113	15	97	14
The former Yugoslav Republic of Macedonia	86	30	86	45	54	35	127	9
Zimbabwe	87	29	49	55	121	12	67	21
Bosnia and Herzegovina	88	29	140	26	24	53	131	8
Ukraine	89	29	122	35	47	38	103	13
Mexico	90	29	88	44	88	23	78	18
Congo	91	28	31	61	126	11	96	14
Cameroon	92	28	39	59	116	14	106	12
Romania	93	28	56	54	84	24	137	7
Pakistan	94	28	121	36	49	36	107	12
Bangladesh	95	27	29	62	125	11	118	10
Lebanon	96	27	91	43	60	31	129	8
Ethiopia	97	27	87	44	86	23	101	13
Montenegro	98	27	134	30	41	42	134	7
Estonia	99	26	104	39	92	21	77	19

## 2 CAF World Giving Index full table continued

Country								
	Ranking	Score (%)	Ranking	Score (%)	Ranking	Score (%)	Ranking	Score (%)
Cambodia	100	26	141	25	35	45	126	9
Madagascar	101	26	132	32	120	13	25	34
Japan	102	26	137	28	83	24	44	26
Belarus	103	26	126	34	73	28	86	16
Burkina Faso	104	25	79	48	109	16	110	11
Brazil	105	25	99	41	97	20	99	13
India	106	25	116	37	96	20	82	17
Cote d'Ivoire	107	25	62	52	114	14	130	8
Argentina	108	25	92	43	104	18	105	12
Mauritania	109	24	127	33	103	18	61	22
Latvia	110	24	128	33	61	31	125	9
Gabon	111	24	65	51	122	12	119	10
Egypt	112	23	80	47	111	16	135	7
Georgia	112	23	96	42	140	7	65	21
Peru	114	23	109	38	110	16	87	16
Bulgaria	115	23	111	38	75	27	143	4
Kosovo	116	23	136	28	67	29	107	12
El Salvador	117	23	94	43	137	8	76	19
Jordan	118	23	83	46	106	18	142	5
Serbia	118	23	143	24	46	38	138	6
Republic of Moldova	120	23	120	36	108	17	94	14
Mali	121	22	78	48	117	14	140	5
Azerbaijan	122	22	117	36	127	10	70	20
Slovakia	123	22	131	32	87	23	113	11
Hungary	124	22	124	35	93	20	114	11
Paraguay	125	22	142	25	64	29	116	10
Morocco	126	21	48	55	145	3	141	5
Democratic Republic of the Congo	127	21	125	34	119	13	93	14
Venezuela	128	20	105	39	124	11	111	11
Russian Federation	129	20	130	32	133	9	75	19
Czech Republic	130	20	138	27	94	20	104	13
Ecuador	131	20	119	36	118	13	115	10
Benin	132	19	113	37	130	10	112	11
Togo	133	19	95	43	141	6	124	9
Angola	134	19	135	30	129	10	85	17
Niger	135	19	107	39	135	8	123	9
Chad	136	19	114	37	132	10	121	9
Rwanda	137	19	133	30	115	14	109	11
Armenia	138	19	98	41	138	7	136	7
Tunisia	139	17	100	41	142	6	139	6
Greece	140	17	110	38	139	7	132	7
Palestinian Territory	141	17	118	36	134	9	133	7
Lithuania	142	17	129	33	131	10	128	8
Yemen	143	15	115	37	144	5	145	3
China	144	12	144	23	136	8	144	4
Burundi	145	11	145	16	143	5	117	10

Only includes countries surveyed in 2014.

World Giving Index scores are shown to the nearest whole number but the rankings are determined using two decimal points.

### 3 Helping a stranger full table

Country	Ranking	Score %
Iraq	1	79 ▲
Liberia	2	78 ▲
United States of America	3	76
Namibia	4	76
Jamaica	5	76
Kenya	6	74 ▲
Kuwait	7	74
Malawi	8	73 ▲
Saudi Arabia	9	73 ▲
South Africa	10	73 ▲
Bahrain	11	71
Sierra Leone	12	70 ▲
Zambia	13	69
Canada	14	69
United Arab Emirates	15	69
Nigeria	16	68 ▲
Guatemala	17	68 ▲
Uganda	18	67
Costa Rica	19	67
Puerto Rico	20	67
Australia	21	66
New Zealand	22	65 ▼
Botswana	23	65 ▲
Sudan	24	65
United Kingdom	25	63
Colombia	26	63
Malaysia	27	62
Dominican Republic	28	62
Bangladesh	29	62 ▲
Germany	30	61 ▲
Congo	31	61 ▲
Northern Cyprus	32	60 ▼
Sri Lanka	33	60 ▲
Senegal	34	60 ▲
South Sudan	35	60
Finland	36	60 ▲
Ireland	37	59 ▼
Uzbekistan	38	59
Cameroon	39	59 ▼
Taiwan	40	59 ▲
Netherlands	41	59 ▲
Cyprus	42	58
Hong Kong	43	57
Ghana	44	56 ▼
Norway	45	55
Austria	46	55

Country	Ranking	Score %
Myanmar	47	55 ▲
Morocco	48	55
Philippines	49	55
Zimbabwe	49	55 ▲
Sweden	51	55 ▲
Spain	52	54
Belgium	53	54 ▲
Bolivia	54	54
Guinea	55	54 ▼
Romania	56	54
Vietnam	57	53
Bhutan	58	53
Albania	59	53 ▼
Kyrgyzstan	60	53 ▲
Denmark	61	53
Cote d'Ivoire	62	52 ▼
Afghanistan	63	51 ▲
Switzerland	64	51
Gabon	65	51 ▼
Portugal	66	51 ▲
Poland	67	51 ▲
Kazakhstan	68	51 ▲
Iran	69	50 ▼
Honduras	70	50 ▲
Slovenia	71	50 ▲
Uruguay	72	50
Malta	73	50 ▲
Republic of Korea	74	50 ▲
Italy	75	50
Panama	76	49 ▲
United Republic of Tanzania	77	49 ▲
Mali	78	48 ▲
Burkina Faso	79	48
Egypt	80	47 ▲
Nicaragua	81	47 ▲
Chile	82	47 ▼
Jordan	83	46
Belize	84	46
Turkmenistan	85	45 ▼
The former Yugoslav Republic of Macedonia	86	45 ▲
Ethiopia	87	44 ▼
Mexico	88	44
Singapore	89	44
Thailand	90	44 ▲
Lebanon	91	43 ▼

### 3 Helping a stranger full table continued

Country	Ranking	Score %
Argentina	92	43 ▼
Croatia	93	43 ▲
El Salvador	94	43
Togo	95	43
Georgia	96	42 ▲
Tajikistan	97	41 ▼
Armenia	98	41
Brazil	99	41
Tunisia	100	41 ▼
Haiti	101	40 ▼
France	102	39 ▲
Mongolia	103	39 ▼
Estonia	104	39 ▲
Venezuela	105	39 ▲
Mauritius	106	39
Niger	107	39 ▼
Luxembourg	108	38 ▲
Peru	109	38 ▼
Greece	110	38 ▼
Bulgaria	111	38
Nepal	112	37 ▼
Benin	113	37 ▼
Chad	114	37
Yemen	115	37
India	116	37
Azerbaijan	117	36 ▼
Palestinian Territory	118	36 ▲
Ecuador	119	36 ▲
Republic of Moldova	120	36
Pakistan	121	36 ▼
Ukraine	122	35
Indonesia	123	35 ▼
Hungary	124	35 ▼
Democratic Republic of the Congo	125	34
Belarus	126	34
Mauritania	127	33
Latvia	128	33 ▼
Lithuania	129	33 ▼
Russian Federation	130	32
Slovakia	131	32
Madagascar	132	32 ▲
Rwanda	133	30 ▼
Montenegro	134	30
Angola	135	30 ▼
Kosovo	136	28 ▼
Japan	137	28

Country	Ranking	Score %
Czech Republic	138	27 ▼
Israel	139	27 ▼
Bosnia and Herzegovina	140	26 ▼
Cambodia	141	25 ▲
Paraguay	142	25 ▼
Serbia	143	24 ▼
China	144	23 ▼
Burundi	145	16

Countries' scores indicate a rise or fall in score of 3 percentage points or more since the 2013 survey.

▲ Scores have increased by at least three percentage points.

▼ Scores have decreased by at least three percentage points.

Scores in plain text have seen a change of less than three percentage points either way, or were not surveyed in 2013.

Only includes countries surveyed in 2014.

Data relate to participation in helping a stranger during one month prior to interview.

World Giving Index scores are shown to the nearest whole number but the rankings are determined using two decimal points.

## 4 Donating money full table

Country	Ranking	Score %
Myanmar	1	92
Thailand	2	87 ▲
Malta	3	78
United Kingdom	4	75
Netherlands	5	73 ▲
New Zealand	6	73 ▲
Australia	7	72 ▲
Ireland	8	67 ▼
Indonesia	9	67
Canada	10	67 ▼
Hong Kong	11	63
United States of America	12	63 ▼
Sweden	13	60 ▲
Norway	14	60
United Arab Emirates	15	59
Sri Lanka	16	59
Malaysia	17	58
Singapore	18	57
Kyrgyzstan	19	57 ▲
Chile	20	56 ▲
Luxembourg	21	56 ▲
Bhutan	22	55 ▼
Iran	23	54
Bosnia and Herzegovina	24	53 ▲
Austria	25	52 ▼
Denmark	26	52 ▼
Bahrain	27	51
Mauritius	28	51
Taiwan	29	49 ▲
Germany	30	49 ▲
Kuwait	31	48
Switzerland	32	48
Croatia	33	47 ▲
Israel	34	47 ▼
Cambodia	35	45 ▲
Haiti	36	44
Mongolia	37	44
Northern Cyprus	38	43
Cyprus	39	43 ▼
Slovenia	40	42
Montenegro	41	42 ▲
Belgium	42	40
Finland	43	39 ▼
Puerto Rico	44	39
Kenya	45	39 ▼
Serbia	46	38 ▲

Country	Ranking	Score %
Ukraine	47	38 ▲
Guatemala	48	38 ▲
Pakistan	49	36 ▲
Panama	50	36
Kazakhstan	51	35 ▲
Spain	52	35 ▲
Nicaragua	53	35 ▲
The former Yugoslav Republic of Macedonia	54	35
Republic of Korea	55	34
Costa Rica	56	34
Turkmenistan	57	33 ▲
Italy	58	32 ▲
Saudi Arabia	59	32
Lebanon	60	31
Latvia	61	31
Uzbekistan	62	31 ▲
Nepal	63	30 ▼
Paraguay	64	29 ▼
Poland	65	29 ▲
Dominican Republic	66	29 ▼
Kosovo	67	29 ▼
United Republic of Tanzania	68	29 ▲
Iraq	69	29 ▲
Bolivia	70	28 ▲
Belize	71	28
Afghanistan	72	28 ▲
Belarus	73	28 ▲
Jamaica	74	28
Bulgaria	75	27 ▲
France	76	27
Albania	77	27 ▲
Uruguay	78	26
Honduras	79	25 ▲
Nigeria	79	25 ▼
Vietnam	81	25
Philippines	82	24
Japan	83	24
Romania	84	24 ▲
Portugal	85	24
Ethiopia	86	23 ▲
Slovakia	87	23 ▼
Mexico	88	23 ▲
Ghana	89	23 ▲
Colombia	90	22
Botswana	91	22 ▲

#### 4 Donating money full table continued

Country	Ranking	Score %
Estonia	92	21 ▲
Hungary	93	20 ▼
Czech Republic	94	20
Sierra Leone	95	20 ▲
India	96	20 ▼
Brazil	97	20
Zambia	98	20 ▲
Tajikistan	99	19 ▼
South Sudan	100	19
South Africa	101	19 ▼
Malawi	102	18
Mauritania	103	18
Argentina	104	18 ▼
Uganda	105	18 ▼
Jordan	106	18
Guinea	107	18 ▼
Republic of Moldova	108	17 ▼
Burkina Faso	109	16
Peru	110	16 ▼
Egypt	111	16
Sudan	112	15
Senegal	113	15
Cote d'Ivoire	114	14 ▼
Rwanda	115	14
Cameroon	116	14 ▼
Mali	117	14
Ecuador	118	13
Democratic Republic of the Congo	119	13
Madagascar	120	13
Zimbabwe	121	12 ▲
Gabon	122	12 ▼
Liberia	123	11 ▲
Venezuela	124	11
Bangladesh	125	11 ▼
Congo	126	11
Azerbaijan	127	10 ▼
Namibia	128	10
Angola	129	10 ▼
Benin	130	10
Lithuania	131	10
Chad	132	10
Russian Federation	133	9
Palestinian Territory	134	9
Niger	135	8 ▲
China	136	8 ▼
El Salvador	137	8 ▼

Country	Ranking	Score %
Armenia	138	7
Greece	139	7
Georgia	140	7
Togo	141	6
Tunisia	142	6
Burundi	143	5
Yemen	144	5
Morocco	145	3

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Scores in plain text have seen a change of less than three percentage points either way, or were not surveyed in 2013.

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Data relate to participation in donating money during one month prior to interview.

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## 5 Volunteering time full table

Country	Ranking	Score %
Myanmar	1	50
Sri Lanka	2	48
Liberia	3	46 ▲
New Zealand	4	45
Canada	5	44
United States of America	6	44
Uzbekistan	7	43
Kenya	8	43 ▲
Philippines	9	42 ▲
Guatemala	10	41
Ireland	11	41
Australia	12	40
Bhutan	13	38 ▼
Jamaica	14	38
Indonesia	15	38
Tajikistan	16	37 ▼
Malaysia	17	37 ▼
Netherlands	18	36
Kyrgyzstan	19	36 ▲
Dominican Republic	20	35 ▲
Slovenia	21	35
Luxembourg	22	34 ▲
Mongolia	23	34
Mauritius	24	34
Madagascar	25	34 ▲
Malawi	26	33 ▲
Honduras	27	33
United Kingdom	28	32 ▲
Nigeria	29	32 ▼
Germany	30	32 ▲
Austria	31	32
Norway	32	32
Panama	33	31
Finland	34	30
Bahrain	35	30
France	36	30 ▲
Zambia	37	29
South Africa	38	28 ▼
Costa Rica	39	27 ▲
Ghana	40	27
Nepal	41	27
Singapore	42	27
Switzerland	43	27
Japan	44	26
Northern Cyprus	45	26 ▲
Malta	46	26

Country	Ranking	Score %
Belize	47	26
Botswana	48	26
Puerto Rico	49	26
Belgium	50	26
Kazakhstan	51	25 ▲
Cyprus	52	25
Sierra Leone	53	25 ▼
Uganda	54	24 ▼
Iran	55	24
Haiti	56	24 ▼
South Sudan	57	24
Sudan	58	23
Bolivia	59	22 ▼
United Arab Emirates	60	22
Mauritania	61	22 ▲
Denmark	62	21
Republic of Korea	63	21
Namibia	64	21
Georgia	65	21 ▲
Turkmenistan	66	21 ▼
Zimbabwe	67	21
Israel	68	21 ▼
Taiwan	69	20
Azerbaijan	70	20 ▼
Spain	71	20 ▲
Guinea	72	20 ▼
Nicaragua	72	20
Colombia	74	20
Russian Federation	75	19
El Salvador	76	19
Estonia	77	19
Mexico	78	18 ▼
Iraq	79	18
Uruguay	80	18
Croatia	81	17 ▲
India	82	17 ▼
Italy	83	17 ▲
Sweden	84	17 ▲
Angola	85	17
Belarus	86	16 ▼
Peru	87	16
Chile	88	16
Saudi Arabia	89	15 ▲
Hong Kong	90	15
Portugal	91	15
Kuwait	92	15

## 5 Volunteering time full table continued

Country	Ranking	Score %
Democratic Republic of the Congo	93	14
Republic of Moldova	94	14
Vietnam	95	14 ▲
Congo	96	14
Senegal	97	14
Thailand	98	14 ▼
Brazil	99	13
Poland	100	13 ▲
Ethiopia	101	13 ▼
United Republic of Tanzania	102	13
Ukraine	103	13 ▼
Czech Republic	104	13
Argentina	105	12
Cameroon	106	12 ▼
Kosovo	107	12
Pakistan	107	12 ▼
Rwanda	109	11 ▼
Burkina Faso	110	11 ▼
Venezuela	111	11 ▲
Benin	112	11
Slovakia	113	11 ▼
Hungary	114	11
Ecuador	115	10
Paraguay	116	10 ▼
Burundi	117	10
Bangladesh	118	10 ▼
Gabon	119	10 ▼
Afghanistan	120	9 ▼
Chad	121	9 ▼
Albania	122	9
Niger	123	9
Togo	124	9
Latvia	125	9 ▼
Cambodia	126	9
The former Yugoslav Republic of Macedonia	127	9 ▼
Lithuania	128	8 ▼
Lebanon	129	8 ▼
Cote d'Ivoire	130	8
Bosnia and Herzegovina	131	8
Greece	132	7
Palestinian Territory	133	7
Montenegro	134	7
Egypt	135	7
Armenia	136	7
Romania	137	7

Country	Ranking	Score %
Serbia	138	6
Tunisia	139	6
Mali	140	5
Morocco	141	5
Jordan	142	5 ▼
Bulgaria	143	4
China	144	4
Yemen	145	3

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Scores in plain text have seen a change of less than three percentage points either way, or were not surveyed in 2013.

Only includes countries surveyed in 2014.

Data relate to participation in volunteering time during one month prior to interview.

World Giving Index scores are shown to the nearest whole number but the rankings are determined using two decimal points.





## 6 Methodology

This report is primarily based upon data from Gallup's World View World Poll,<sup>1</sup> which is an ongoing research project carried out in more than 140 countries in 2014 that together represent around 96% of the world's population (around 5.1 billion people).<sup>2</sup> The survey asks questions on many different aspects of life today including giving behaviour. The countries surveyed and questions asked in each region varies from year to year and is determined by Gallup. More detail on Gallup's methodology can be viewed online.<sup>3</sup>

In most countries surveyed, 1,000 questionnaires are completed by a representative sample of individuals living across the country. The coverage area is the entire country including rural areas. The sampling frame represents the entire civilian, non-institutionalised, aged 15 and older population of the entire country. In some large countries such as China and Russia samples of at least 2,000 are collected, while 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 including 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, over 150,000 people were interviewed by Gallup in 2014 and samples are probability-based. Surveys are carried out by telephone or face-to-face depending on the country's telephone coverage.

There is of course a margin of error (the amount of random sampling error) in the results for each country, which is calculated by Gallup around a proportion 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.

### *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. In reality though, for the analysis by CAF, the percentage scores are to two decimal places.

Due to rounding therefore, 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. This also affects the calculation of percentage point change across years, which is based on the actual figure to decimal places, rather than the rounded number displayed.

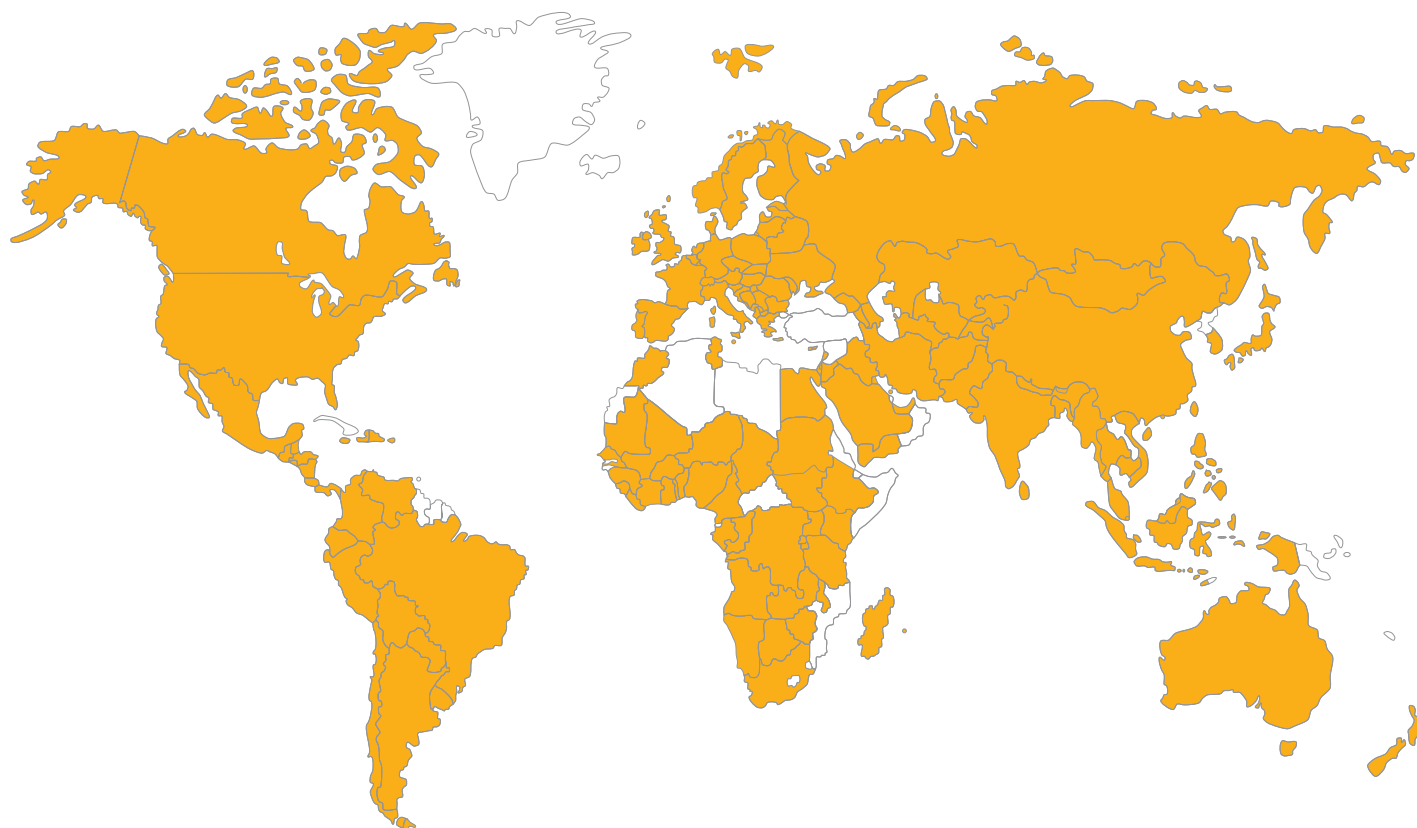
<sup>1</sup> Gallup's website: <http://www.gallup.com/strategicconsulting/en-us/worldpoll.aspx>

<sup>2</sup> World Population Prospects, the 2012 Revision, June 2013, United Nations Department of Economic and Social Affairs: <http://esa.un.org/wpp/> – The United Nations report a world population of 5.35 billion in 2014, for those aged 15 +

<sup>3</sup> Gallup World Poll Methodology, accessed July 2014, Gallup WorldView: <http://www.gallup.com/poll/105226/world-poll-methodology.aspx>  
Details of each country's dataset available: <http://www.gallup.com/strategicconsulting/128171/Country-Data-Set-Details-May-2010.aspx>

# World Giving Index 2015

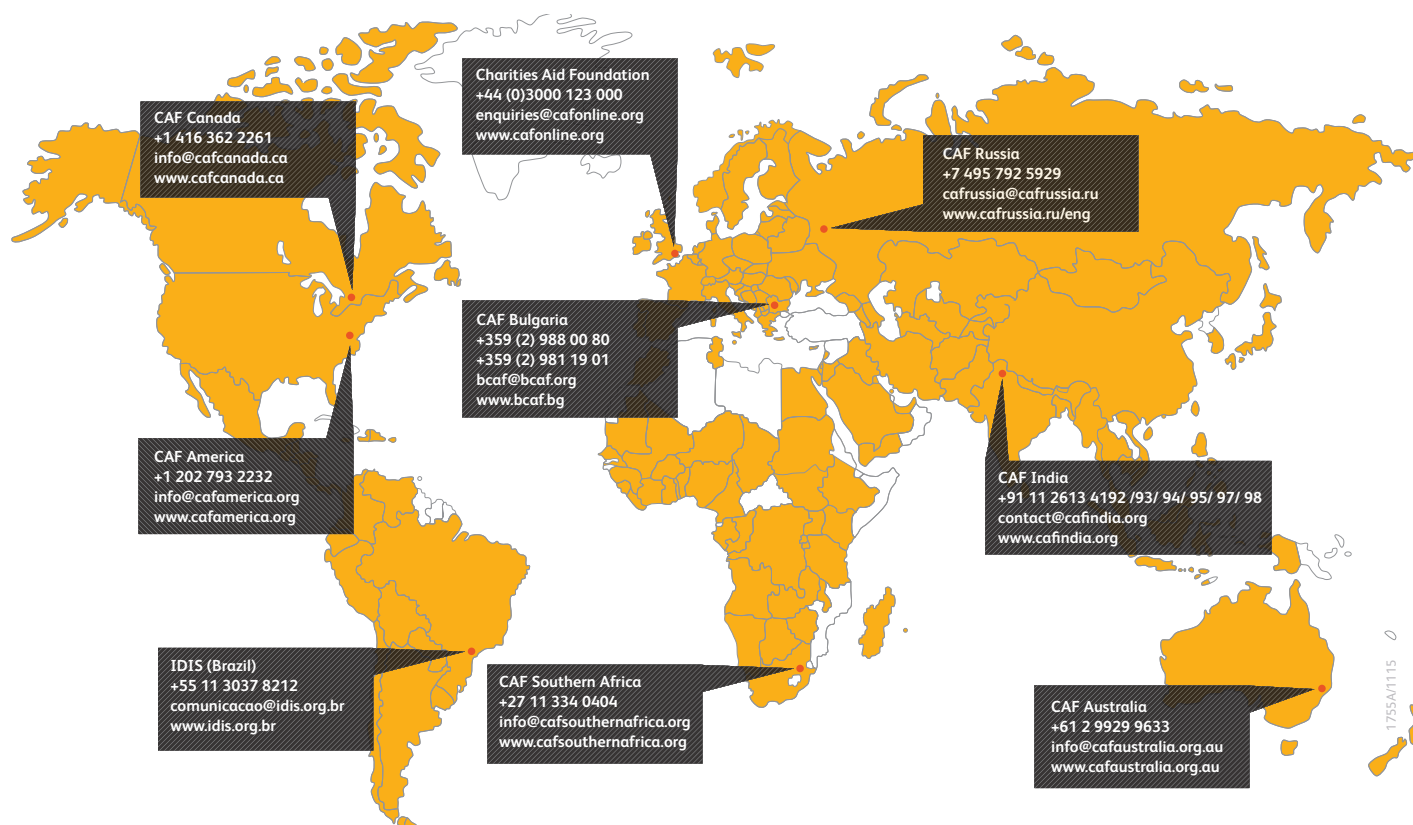
## 7 Surveyed countries



Afghanistan	Chad	Greece	Luxembourg	Peru	Thailand
Albania	Chile	Guatemala	Madagascar	Philippines	The former Yugoslav Republic of Macedonia
Angola	China	Guinea	Malawi	Poland	Togo
Argentina	Colombia	Haiti	Malaysia	Portugal	Tunisia
Armenia	Congo	Honduras	Mali	Puerto Rico	Turkmenistan
Australia	Costa Rica	Hong Kong	Malta	Republic of Korea	Uganda
Austria	Cote d'Ivoire	Hungary	Mauritania	Republic of Moldova	Ukraine
Azerbaijan	Croatia	India	Mauritius	Romania	United Arab Emirates
Bahrain	Cyprus	Indonesia	Mexico	Russian Federation	United Kingdom
Bangladesh	Czech Republic	Iran	Mongolia	Rwanda	United Republic of Tanzania
Belarus	Democratic Republic of the Congo	Iraq	Montenegro	Saudi Arabia	United States of America
Belgium	Denmark	Ireland	Morocco	Senegal	Uruguay
Belize	Dominican Republic	Israel	Myanmar	Serbia	Uzbekistan
Benin	Ecuador	Italy	Namibia	Sierra Leone	Venezuela
Bhutan	Egypt	Jamaica	Nepal	Singapore	Vietnam
Bolivia	El Salvador	Japan	Netherlands	Slovakia	Yemen
Bosnia and Herzegovina	Estonia	Jordan	New Zealand	Slovenia	Zambia
Botswana	Ethiopia	Kazakhstan	Nicaragua	South Africa	Zimbabwe
Brazil	Finland	Kenya	Niger	South Sudan	
Bulgaria	France	Kosovo	Nigeria	Spain	
Burkina Faso	Gabon	Kuwait	Northern Cyprus	Sri Lanka	
Burundi	Georgia	Kyrgyzstan	Norway	Sudan	
Cambodia	Germany	Latvia	Pakistan	Sweden	
Cameroon	Ghana	Lebanon	Palestinian Territory	Switzerland	
Canada		Liberia	Panama	Taiwan	
		Lithuania	Paraguay	Tajikistan	



# CAF Global Alliance



*CAF is a charity working to make giving more effective and charities more successful.*

*Across the world our experience and expertise makes giving more beneficial for everyone.*

Registered charity number 268369

**CAF** Charities Aid Foundation