



The
VERITAS
Foundation

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THE STATE OF GLOBAL CHARITABLE GIVING



Mark S. Bonham
PhD (Hon), M.Sc.(Econ), ICD.D, B.Comm

Executive Director
mbonham@theveritasfoundation.com

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EXECUTIVE SUMMARY

This report provides a snapshot of today's state of Global Charity. It examines the size and prevalence of philanthropy worldwide, the characteristics of donors and beneficiaries, the reasons for their giving, and the reasons beneficiaries require assistance.

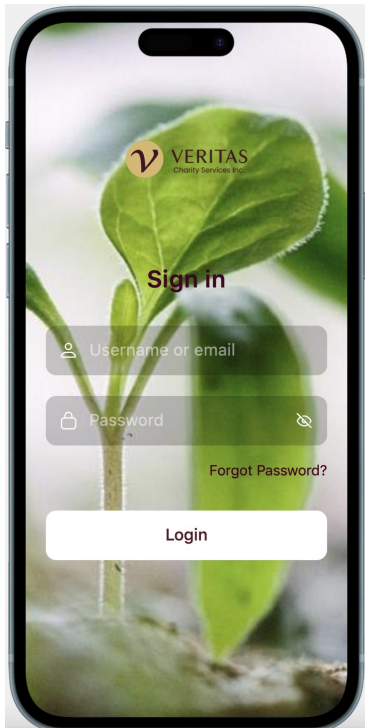
The findings in this report can be utilized by management and development officers of Charitable Organizations when constructing their marketing and donation strategies.

This report should be particularly useful for tailoring campaigns, especially for charitable organizations with an international focus. A clear narrative for giving can be developed by charitable organizations from the material in this report.

This report should be read in conjunction with our earlier report [*Canada's Charities in a Global Context*](#) (March 2024).

Principle conclusions of the Report

- total charitable giving globally (individual and corporate) amounted to \$2.3 trillion in 2024. We provide a breakdown of this giving.
- We provide statistics on:
 - the number and proportion of individuals globally who give to charity;
 - how these funds are distributed amongst different charitable activities;
- Individual giving reaches US\$1.3 trillion every year. This represents 1% of global Gross Domestic Product.
- We use the Charitable Aids Foundation (CAF) Worldwide Charity Index reported for the past ten years as a proxy in assessing the growth of global charity giving for this period. The results show an upward, though volatile, trend which was particularly impacted by the COVID-19 global pandemic.
- Globally, we find that Religion is the largest category of giving at 22%. This is followed by Human Services (15%), Education (14%), and Foundations (12%)
- The CAF reveals that only the children and young people category makes the top five causes on every continent. We reveal the top categories by geographical continent.
- We detail the factors that can influence the decision as to which causes to support.
- An important part of the donation activity is individuals giving of their time as volunteers. We reveal the top reasons for volunteering around the world.
- We detail the top characteristics of individuals who donate. Of particular relevance are demographic and economic characteristics. The report discusses Gender, Age, Education Level, Income Level, and Household Characteristics.
- Caring about the cause is the most frequently cited reason for giving to a charitable organization worldwide. Interestingly, tax policy is ranked very low as a reason to give to charity.
- We provide insight into the reasons for giving on a global basis.



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PREVIOUS RESEARCH REPORTS

July 2025: [The Canadian Charity and Philanthropic Sector, 2025 Update](#)

August 2025: [The Canadian Donor Advised Fund Market 2025 Update](#)

September 2025: [The Role of Technology in Canada's Charities](#)

UPCOMING RESEARCH REPORTS

November 2025: The Veritas500 Fastest Growing Charities

December 2025: Update on Canadian Charity Sector Employment



Our Vision

We will participate in a thriving Canadian philanthropic sector where the most impactful charities with the highest governance standards are celebrated and supported by donor capital.

Our Mission

The Veritas Foundation aims to be Canada's authoritative source for participating in the country's charitable sector and evaluating its effectiveness and impact.



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The Veritas Foundation

TD West Tower
100 Wellington Street West Suite 3110, PO Box 80
Toronto, Ontario, Canada M5K 1E7

416.866.8783 1-866-860-8783
www.theveritasfoundation.com
info@theveritasfoundation.com