

WORLD GIVING REPORT

# GIVING IN AUSTRALIA

2025

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An aerial photograph of a large crowd of people participating in a marathon or triathlon. The participants are spread across a wide asphalt road and a grassy area. Many are wearing colorful athletic gear. A red banner with white text is overlaid on the left side of the image.

# 01 INTRODUCTION



# Welcome

This report reveals public attitudes and behaviours in Australia towards giving and charity. It is the result of Workplace Giving Australia's partnership with the Charities Aid Foundation (CAF), and part of the World Giving Report 2025 (WGR).

The WGR represents a global collaboration between the Charities Aid Foundation, Workplace Giving Australia, and leading social purpose organisations to survey over 55,000 people across 101 countries. This enables us to understand Australia's giving landscape in more detail and see how we compare internationally.

Australia's findings paint a nuanced picture. Participation in giving remains high, with 67% of Australians donating money and strong engagement in volunteering for causes close to home. Yet the proportion of income donated lags behind the global average, and trust in charities is mixed, particularly for national and international organisations.

Australia's generosity is deeply rooted in care for causes close to home, and this presents an opportunity to grow its depth and impact by encouraging more regular and sustained giving.

At Workplace Giving Australia, we believe these insights are both a reflection of our nation's values and a call to action. By building on Australians' strong sense of community and connection to local causes, we can strengthen the culture of generosity and ensure contributions create meaningful change.



**Nikki Kinloch**  
CEO, Workplace Giving  
Australia

**“Australia’s generosity is deeply rooted in care for causes close to home and the opportunity is to grow its depth and impact.”**

# About us

## Workplace Giving Australia

Workplace Giving Australia (WGA) exists to inspire a stronger culture of giving across the country by making giving part of everyday life. As the leading voice on workplace giving, we bring together employers, employees, and charities to create powerful partnerships that drive social change.

Through our programmes and initiatives, WGA empowers Australians to give regularly and sustainably, ensuring donations have a lasting impact on communities. We collaborate with businesses and charities to embed generosity into workplace cultures, making giving easy, meaningful, and impactful.

WGA provides a range of products and services designed to help organisations build and grow successful workplace giving programmes. This includes strategic consulting, programme design and implementation, employee engagement activities, and access to our Good2Give workplace giving platform. We also deliver insights and benchmarking tools that enable employers to track performance and demonstrate their social impact.

Our work also includes providing insights and research into giving behaviours, advocating for policies that make giving easier, and supporting charities to build resilience and scale their impact.

## CAF

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 organisations around the globe.

As a leading charity operating in the UK, US and Canada, CAF works at the centre 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 organisations 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.

**Together, we give more.**

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

- Access our global insights hub at: [www.worldgivingreport.org](http://www.worldgivingreport.org)
- This report is one of over 20 country-specific giving reports that uses the WGR data and is produced by CAF in partnership with leading social purpose organisations around the world.

## Later this year, we are also publishing:

- Insights on the world charity landscape from partner-led surveys of social purpose organisations in over 20 countries (September).
- Country-specific charity insights reports (winter).

# 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 organisation 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 organisation also described as: non-governmental organisations (NGOs), non-profit organisations (NPOs), community organisations, social purpose organisations, associations and other names.

You can find further details about our methodology at [www.worldgivingreport.org](http://www.worldgivingreport.org)





An aerial photograph of a crowded beach. The sand is a light tan color, and the water is a murky greenish-brown. Numerous people are scattered across the beach, many holding colorful surfboards. The surfboards are in various colors, including blue, yellow, red, and white. The people are mostly concentrated in the middle of the beach, with some standing near the water's edge. The overall scene suggests a busy day at a popular beach destination.

## 02 THE GLOBAL CONTEXT



# Giving money and giving time: Worldwide and within the continent.

Australia shows strong participation in giving, with 67% donating money in 2024 — above both the global (64%) and Oceania (66%) averages.

Yet the average share of income donated (0.73%) lags behind the global average (1.04%), highlighting an opportunity to grow the depth of giving.

Volunteering rates are lower, with only 20% of Australians volunteering, below Oceania (22%) and global (26%) levels.

However, those who volunteer give more time on average (9.4 hours) than the global norm (8.9 hours).

These findings point to opportunities for Australia to grow structured giving and volunteering participation, supported by policy reforms and initiatives that build trust and inspire deeper engagement.

% of people who donated money in 2024

Lowest score:

Japan 16%

Global average

64%



66%

67%

Highest score

Nigeria 89%

Average % of income donated

Lowest score:

Japan 0.16%



0.73%

0.75%

1.04%

Highest score

Nigeria 2.83%

% of people who volunteered in 2024

Lowest score:

South Korea 10%



20%

22%

26%

Highest score

Sudan 57%

Average hours volunteered, per person, in 2024

Lowest score:

Azerbaijan 2.8

8.9



9.4

9.9

Highest score

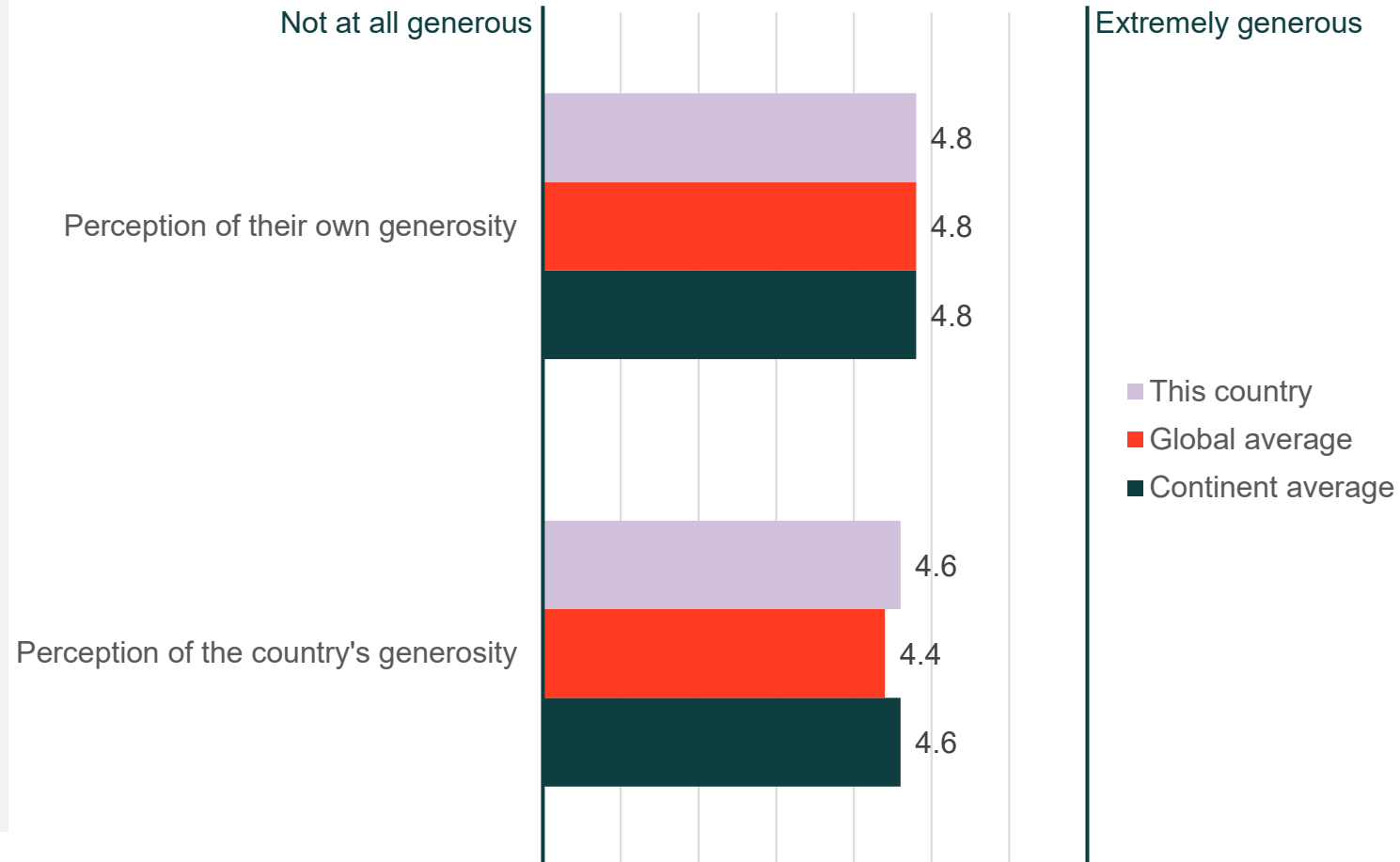
Qatar 27.5

## Perceptions of our own generosity.

**Australia's strong culture of responding to crises and significant events like bushfires and floods elicit widespread, visible generosity, reinforcing a national identity of benevolence.**

However, the emphasis on immediate, high-profile responses may overshadow the importance of meaningful, regular contributions, leading to an inflated perception of overall generosity.

Addressing this perception gap requires fostering a culture that values consistent, higher-value, long-term giving alongside spontaneous acts of kindness. Encouraging structured giving mechanisms can help align Australia's generous spirit with sustained philanthropic impact.



**Australia ranks 52<sup>nd</sup> out of 101 countries for how generous we think we are.**

**We are 68<sup>th</sup> in terms of the proportion of income we donate.**



An aerial photograph of a community event held on a concrete basketball court. A large group of people, mostly wearing blue shirts, are gathered in the center of the court, forming a large circle. To the left and right of the central group are two white pop-up tents. The tent on the right has a basketball hoop and backboard attached to its frame. Along the top edge of the court, a row of white folding chairs is set up. The court floor has yellow and red painted areas, including a large semi-circle on the right side. The surrounding area is grassy.

## 03 ASPECTS OF GENEROSITY



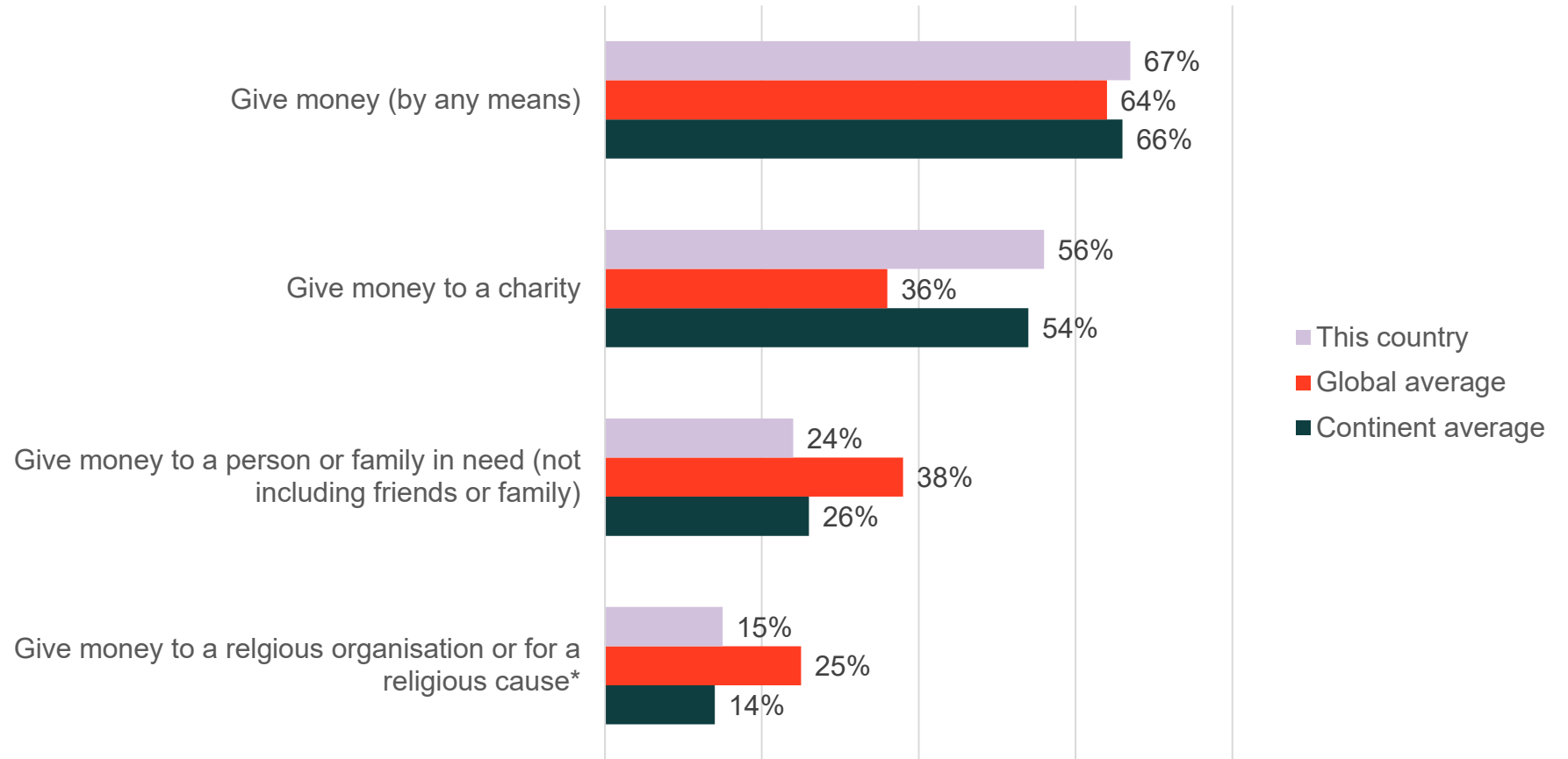
## The proportion of people who give money in different ways.

**Australians are more likely than the global average to donate to registered charities (56% vs 36%) and less likely to give directly to individuals (24% vs 38%) or religious organisations (15% vs 25%).**

This preference for formal giving channels reflects Australia's cultural and demographic landscape. With 38.9% of Australians identifying as having no religion and Christianity declining to 43.9% in 2021, (ABS 2021 Census), the nation's secular trend may influence the lower rates of religious giving.

Additionally, Australia's robust regulatory framework, including tax incentives for donations to registered charities, likely encourages structured giving.

Q: During 2024, did you do any of the following? (All, n = 1,032)



\*The full answer code was worded, 'Give money to a religious organisation 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'.

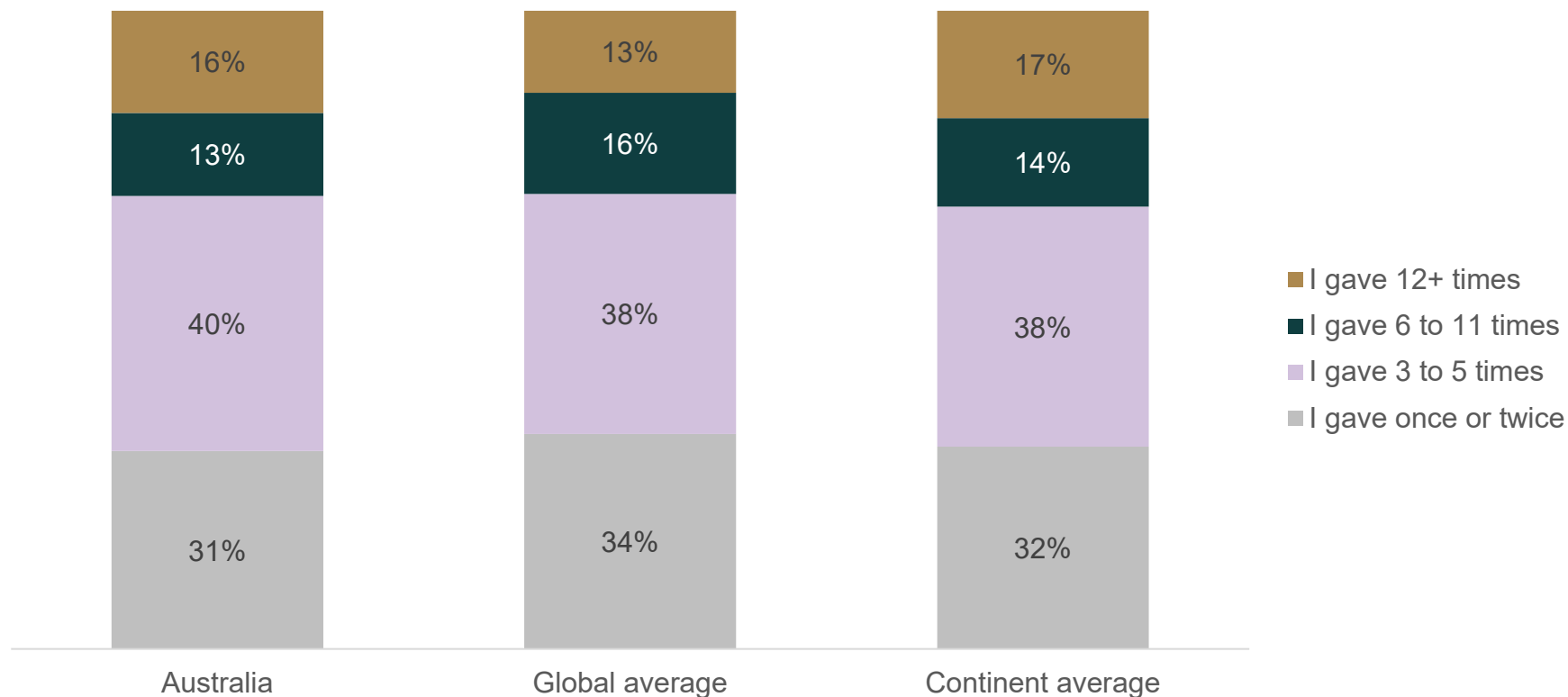


## How frequently people gave.

**Australians who give tend to do about as frequently as global and continental averages.**

Further strengthening mechanisms for regular donations, such as monthly giving or workplace programs, could help shift occasional donors into consistent supporters and build longer-term impact.

**Q: How often did you give money away in 2024, either to charity, a person or family in need, or to a religious organisation?** *(People who had given money, n = 690)*



## Share of donations.

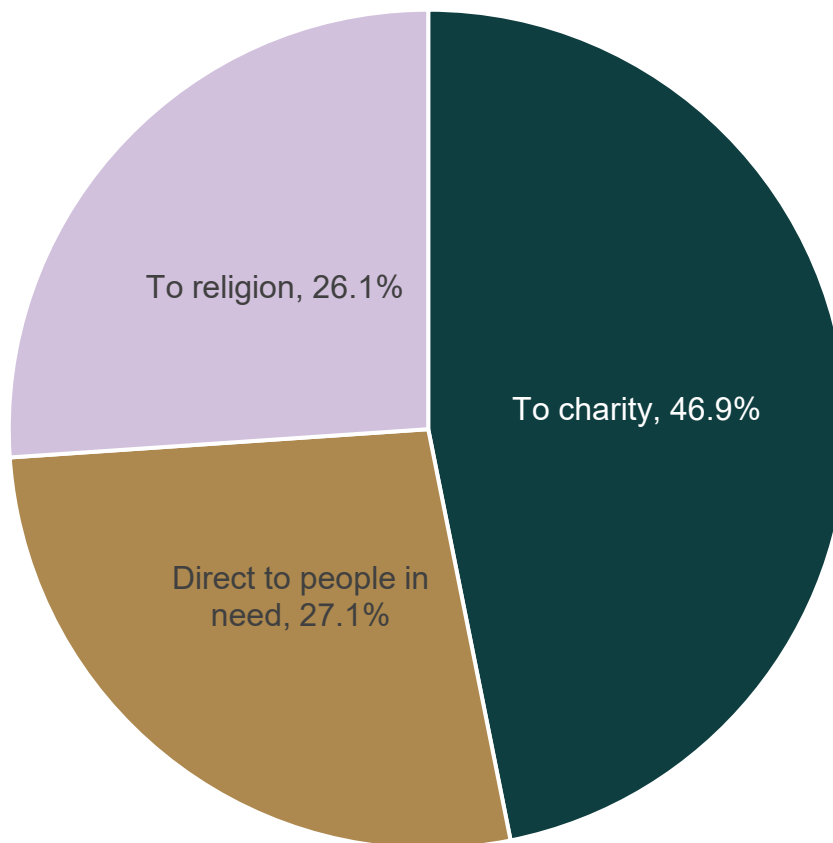
**Nearly half of the value of all donations in Australia (47%) were made to registered charities, higher than the global average (36%) and in line with the continental trend (48%).**

This underscores Australians' strong preference for formal giving channels.

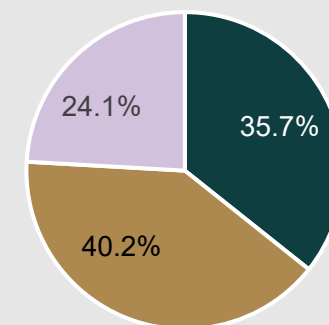
What is notable though is how generosity differs across the routes. Just 15% of Australians gave through religious routes, yet these donations make up just over a quarter of the total value.

Conversely, while 56% of the population gives to charity, it only made up 47% of the value of all donations. This suggests that the amounts given to charity are far lower than those given in religious settings.

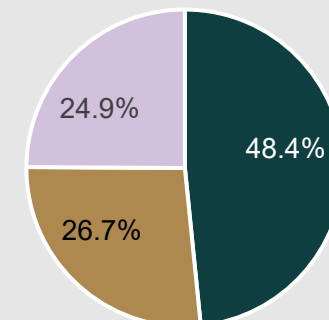
The share of the value of all donations made in 2024, across the three different routes. *(People who had given money, n = 690)*



Global average



Continent average





## Donations as a proportion of income.

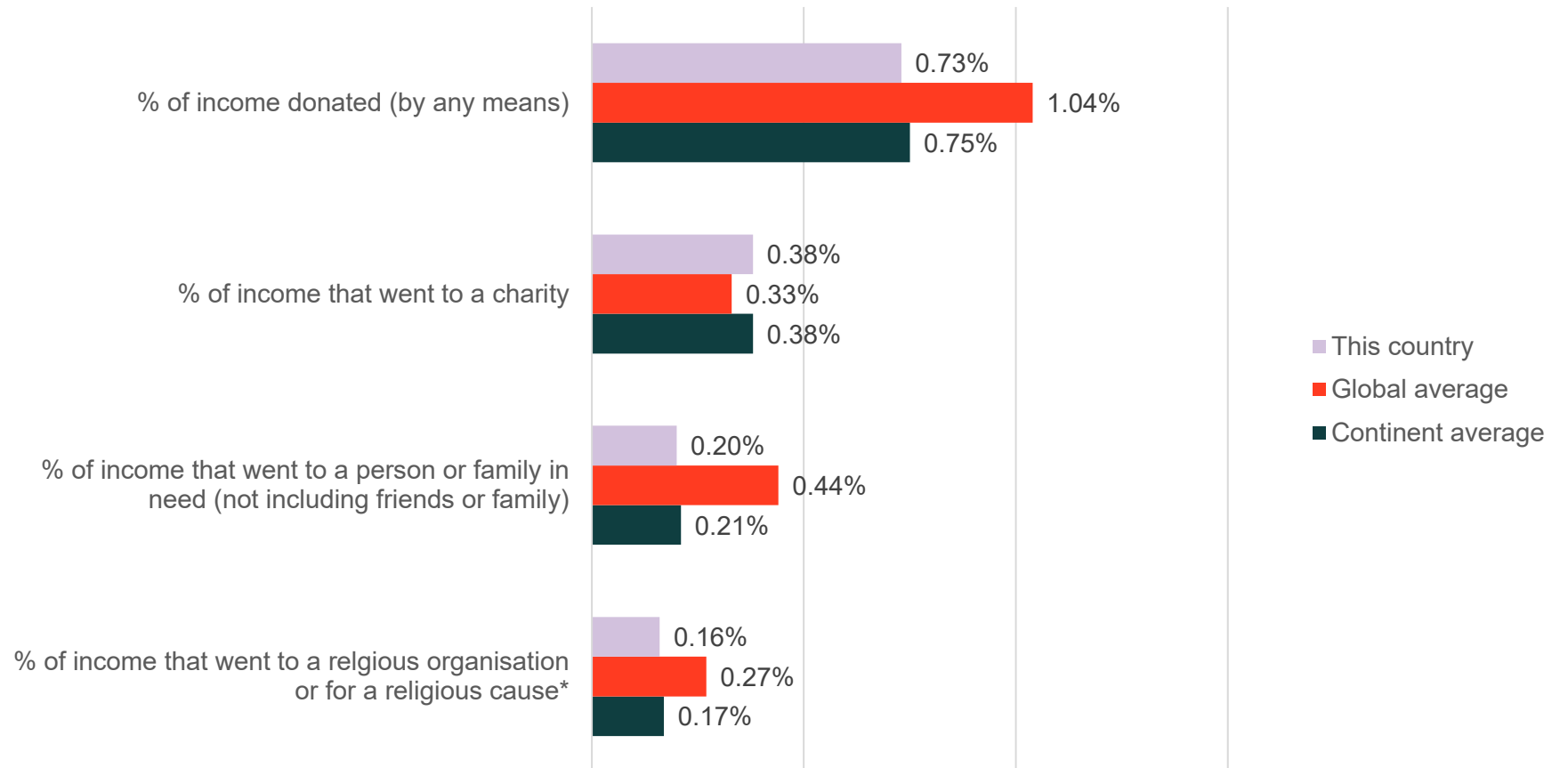
**Australians donated an average of 0.73% of their income in 2024, below the global average (1.04%) and slightly under the Oceania figure (0.75%).**

Most giving went to registered charities (0.38%), while direct (0.20%) and religious giving (0.16%) were notably lower than global rates.

Given the high and frequent participation levels, this finding confirms the trend for relatively small donation amounts (in the context of income).

This may be shaped by Australia's high cost of living, which impacts disposable income and limits capacity for donations.

**The average proportion of income people gave to each of the three donation routes, and overall. (All, including those donating zero, n = 1,032).**



\*The full answer code was worded, 'Give money to a religious organisation 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.

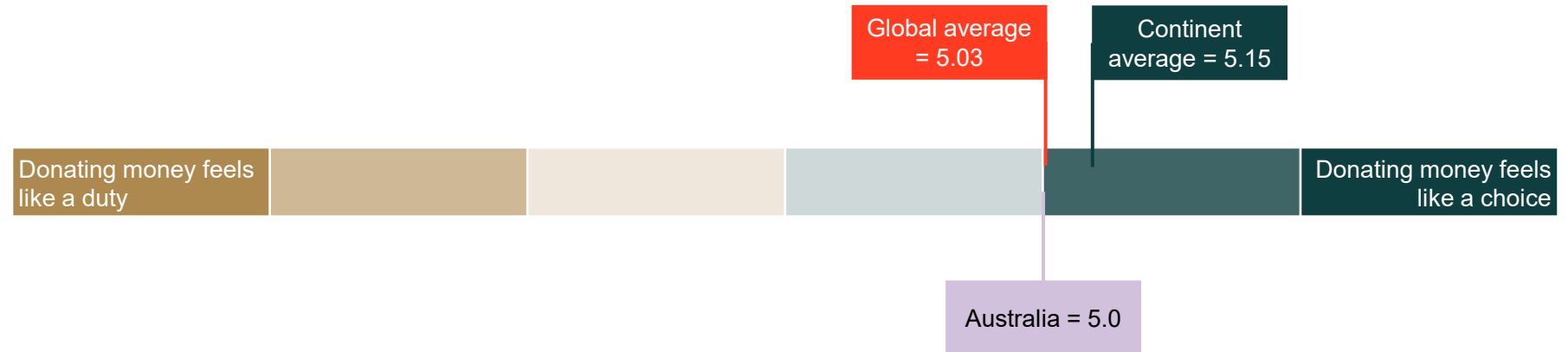
**Australians scored 5.0 (out of 7) when asked whether giving feels like a duty or a choice, sitting at the global average.**

In countries where giving is seen more as a duty — often driven by cultural or religious norms — donations tend to account for a higher share of income.

For example, Nigeria and Egypt, where duty-based giving is strong, lead the world in generosity as a proportion of income.

Australia's more neutral position reflects its secular, individualistic culture, where giving is framed as a personal choice. Growing generosity may require strengthening social norms around giving while also inspiring Australians to see their donations as impactful and rewarding.

**The average score when people were asked how donating money feels.**  
(People who had given money,  $n = 690$ ).



## Reasons for giving money.

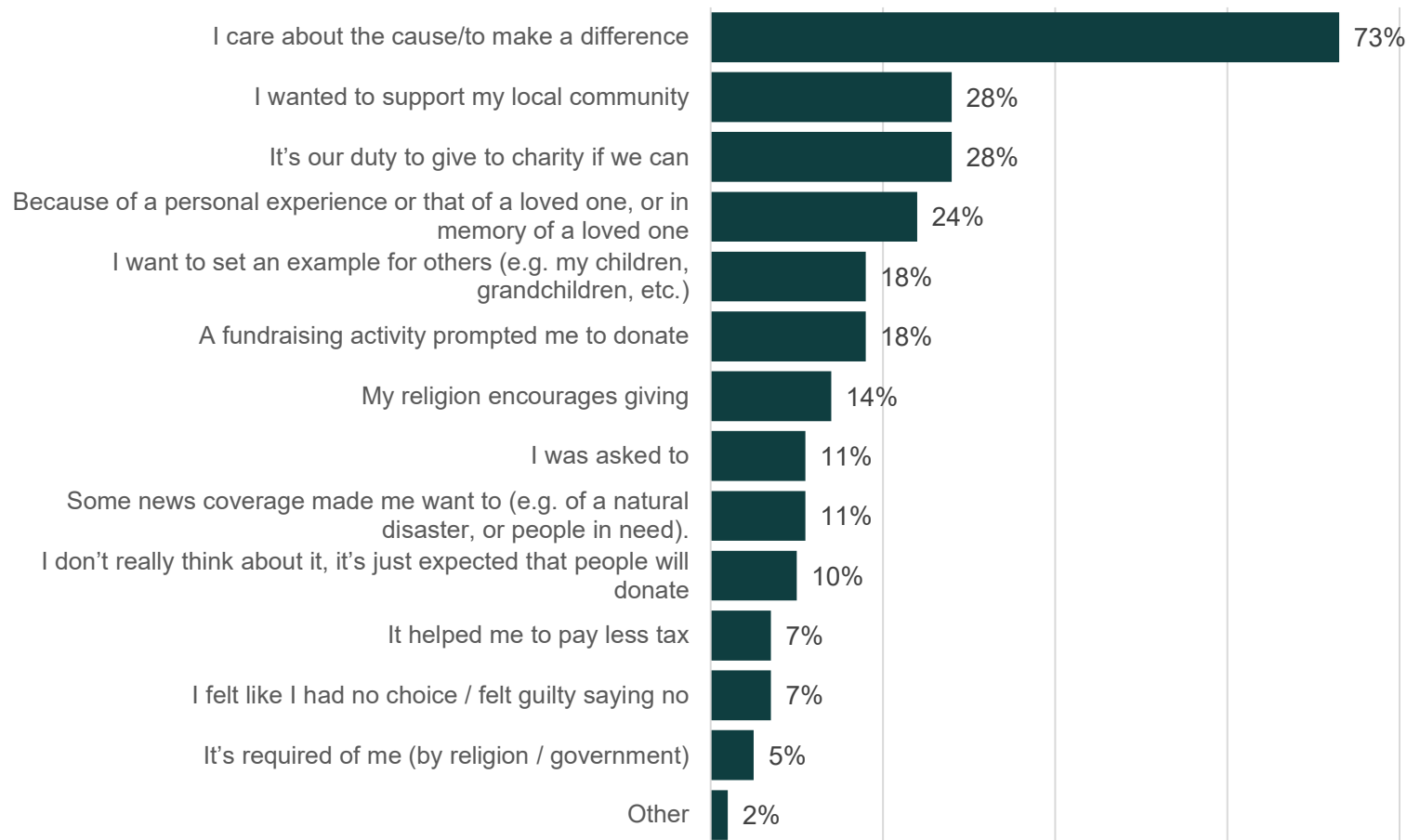
**Australians are strongly motivated by caring about a cause (73%) and supporting their local community (28%), with personal experiences (24%) also driving engagement.**

These results highlight a deeply values-based approach to giving, rooted in empathy and connection to issues that feel close to home.

To leverage this, charities can focus on storytelling that personalises impact and connects donors to tangible outcomes in their communities.

Strengthening these emotional ties and showing how individual actions make a difference could help convert occasional donors into more regular, long-term supporters.

**Which of the following, if any, are reasons that you gave away money in 2024?**  
(People who had given money, n = 690).



### Global top 3

1. I care about the cause/to make a difference (65%)
2. It's our duty to give to charity if we can (31%)
3. My religion encourages it (29%)

### Continental top 3

1. I care about the cause/to make a difference (74%)
2. I wanted to support my local community (33%)
3. Because of a personal experience or that of a loved one (27%)



## Reasons for not giving money.

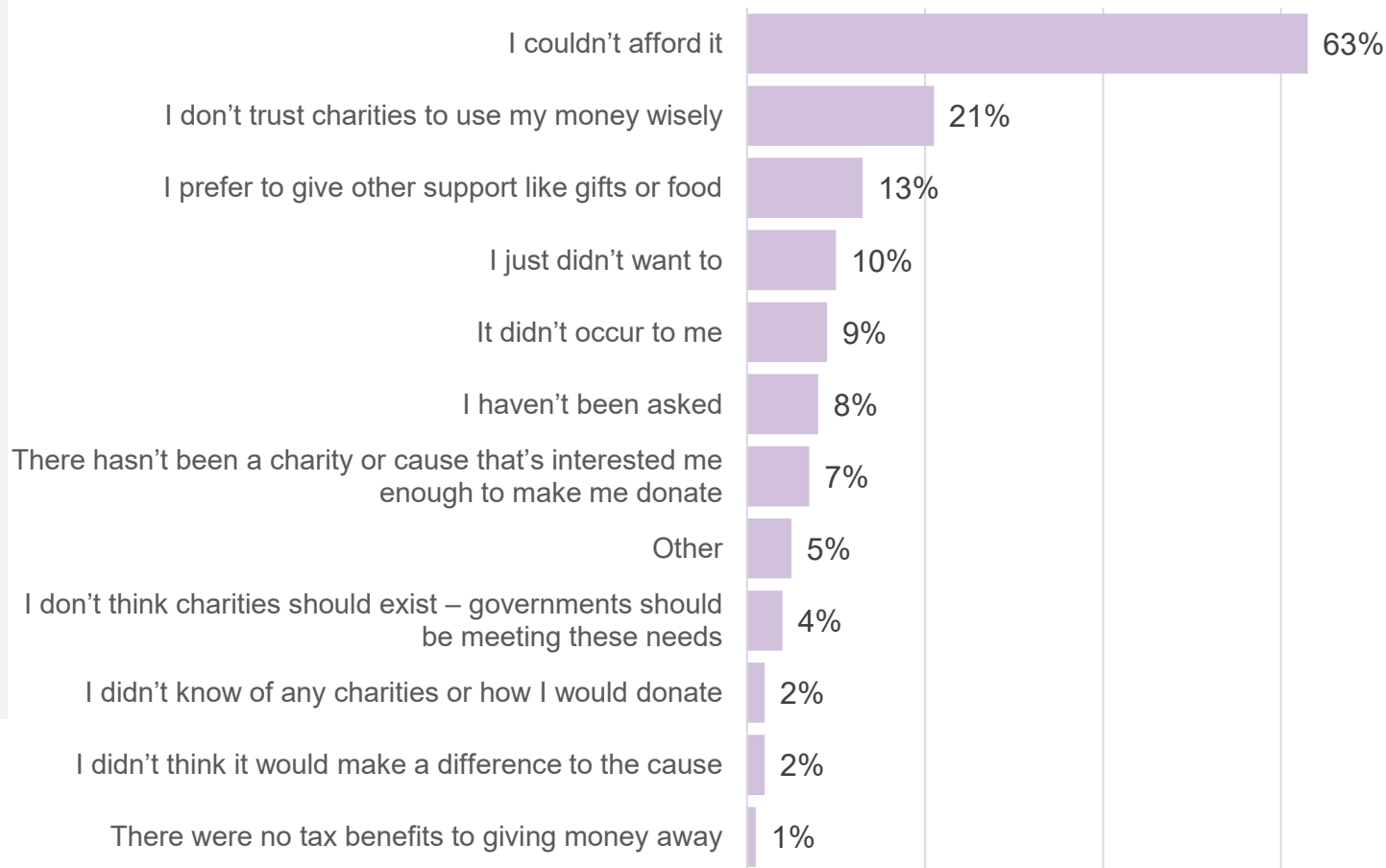
**Affordability is the most cited reason for not giving in Australia (63%), much higher than the global average (40%).**

This likely reflects broader economic pressures, with Australia's high cost of living and housing stress reducing disposable income for many households.

Trust also emerges as a barrier, with 21% of non-donors saying they don't believe charities use money wisely.

This sentiment, higher than the global figure, may stem from increased public scrutiny of the sector and rising expectations for transparency and impact reporting.

**What would you say are the main reasons that you did not give money away in 2024? (People who had not given money, n = 342).**



### Global top 3

1. I couldn't afford it (40%)
2. I prefer to give other support like gifts or food (20%)
3. I don't trust charities to use my money wisely (14%)

### Continental top 3

1. I couldn't afford it (67%)
2. I don't trust charities to use my money wisely (17%)
3. I prefer to give other support like gifts or food (14%)

## What would increase donations?

**The top factors that would increase donations in Australia reflect both economic realities and a desire for transparency.**

Nearly half (49%) say they would give more if they had more disposable income, underscoring how cost-of-living pressures constrain generosity.

A further 44% want to understand how their money would be spent, and 37% seek clarity on the results and impact charities achieve.

This highlights the importance Australians place on trust and accountability in the sector and their preference for evidence of meaningful outcomes.

The top three reasons that would make the respondent likely to give more money, goods or time to charities in 2025. (All, n = 1,032)

49%

Having more money myself

44%

Knowing more about how my money would be spent

37%

Knowing more about the results and impact that a charity has

## The causes people support through donating.

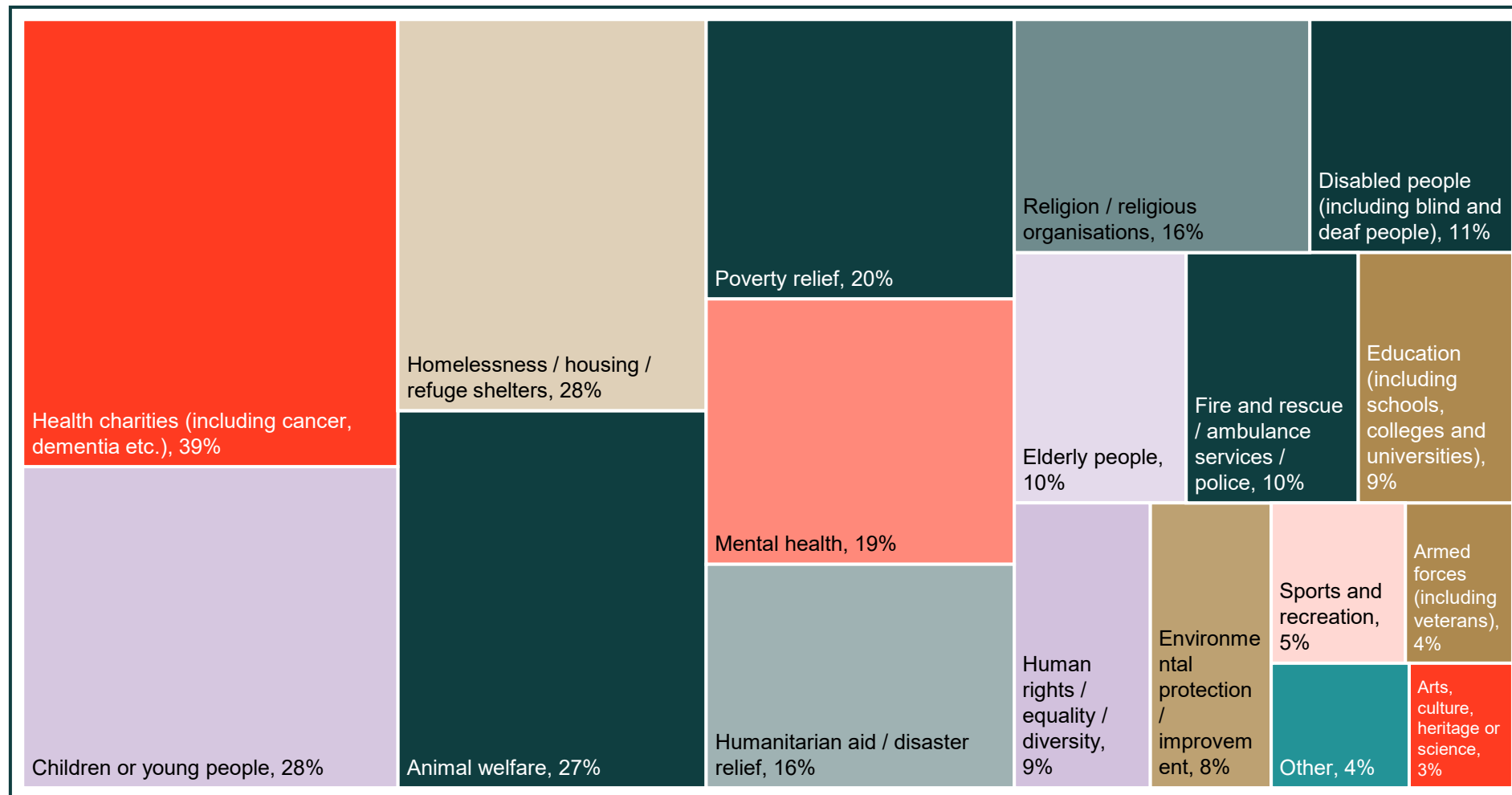
**Australians show strong support for health-related causes (39%), homelessness (28%), and children or young people (28%).**

Animal welfare (27%) and mental health (19%) also rank highly, reflecting a focus on issues that feel immediate and personally relevant.

Interestingly, Australians who give to humanitarian causes (16%), split their donations almost equally between domestic and overseas crises (77% vs 73%), showing both a local and global sense of responsibility.

This emphasis on tangible, people-centred causes highlights the importance of demonstrating clear, relatable impact to engage donors.

Which cause(s) did you give money to in 2024? (People who had given money, n = 690)





# Frequency of volunteering, per person.

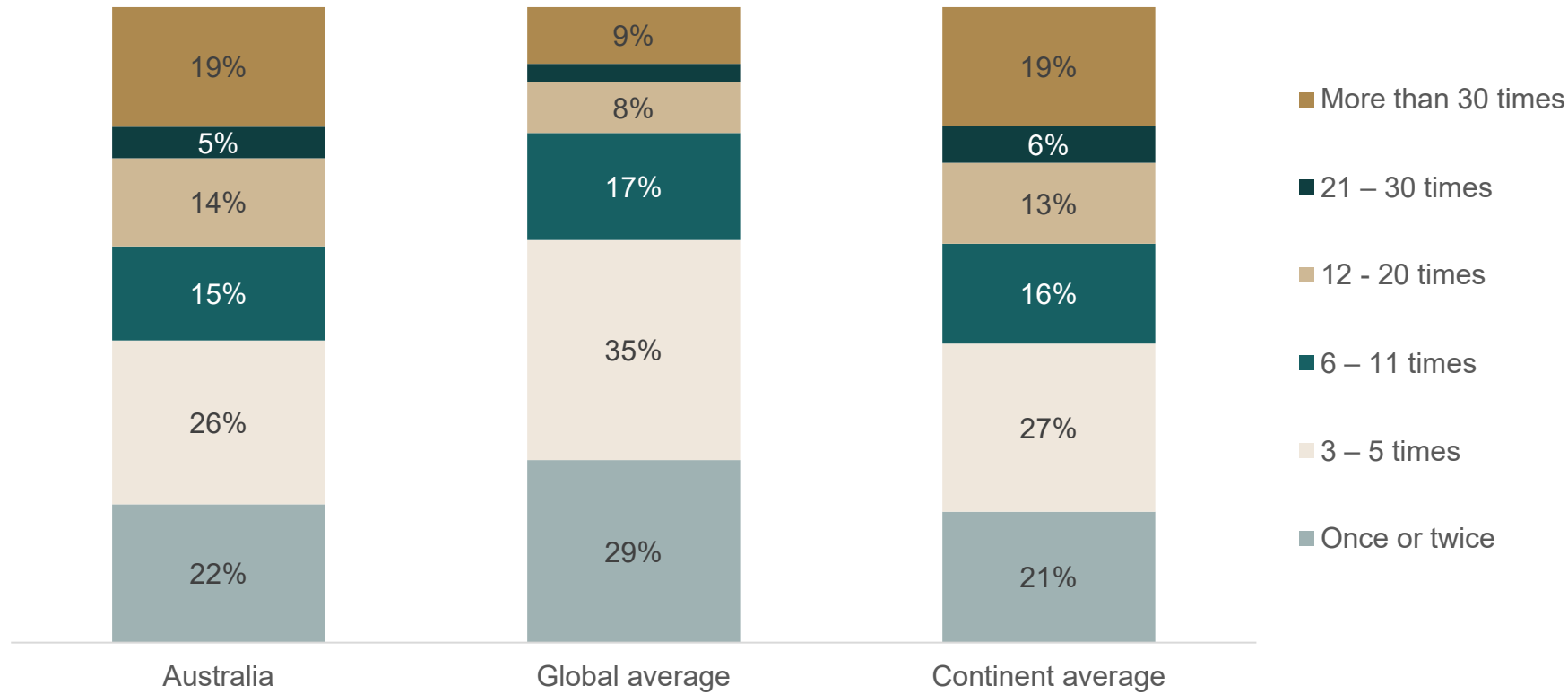
**The fifth of Australians who do volunteer tend to do so with greater frequency than the global average.**

Nearly one in five (19%) volunteered more than 30 times in 2024, more than double the global figure (9%).

Fewer Australians volunteered only once or twice (22% vs 29% globally), suggesting that when people engage in volunteering, they are highly committed.

This pattern reflects a core strength in Australia’s volunteer culture: those involved give their time generously and consistently, contributing significant value to communities and organisations.

How often did you do unpaid, voluntary work in 2024 that benefitted people other than your family or friends? *(Those who volunteered, n = 209)*



## Average time spent volunteering, per person.

**Australians spent an average of 9 hours 30 minutes volunteering in 2024, slightly above the global average (9 hours) but just below the continental average (10 hours).**

This figure includes all respondents, even those who did no volunteering, suggesting the total contribution of active volunteers is even more significant.

Australia's strong culture of volunteerism is supported by large-scale organisations such as the NSW Rural Fire Service and Surf Life Saving Australia, which rely on thousands of committed individuals. These institutions highlight the country's capacity for sustained, community-driven efforts.

**9** hours **30** minutes

**On average, people in Australia spent this time volunteering in 2024**

*(All, n = 1,032) [nb – this is overall, so includes all those who did nothing within the average]*

**9** hours

Global average

**10** hours

Continent average

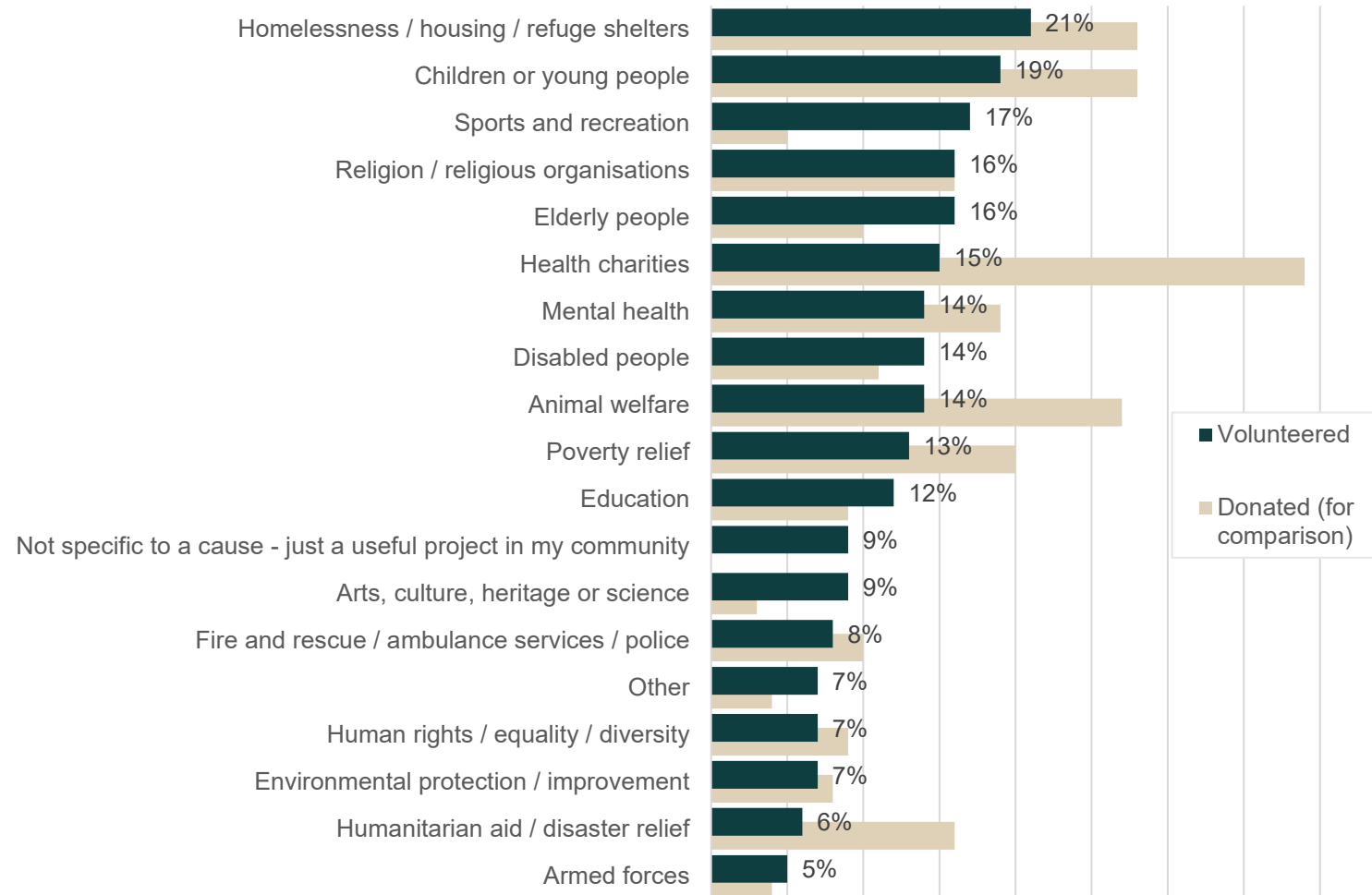
## The causes people supported through volunteering.

**Australians are more likely to volunteer for homelessness services (21%), children and young people (19%), and sports and recreation (17%), while donations are more concentrated on health charities (39%) and animal welfare (27%).**

This divergence suggests people choose to volunteer in areas where direct, hands-on support feels most impactful or where community connections are strongest, such as local shelters or youth programmes.

Conversely, causes like health and humanitarian relief often require specialist expertise or resources, making financial contributions the more practical way to support them.

Which cause(s) did you do unpaid voluntary work for in 2024? *(People who had volunteered, n = 209)*





# How helpful people are to others.

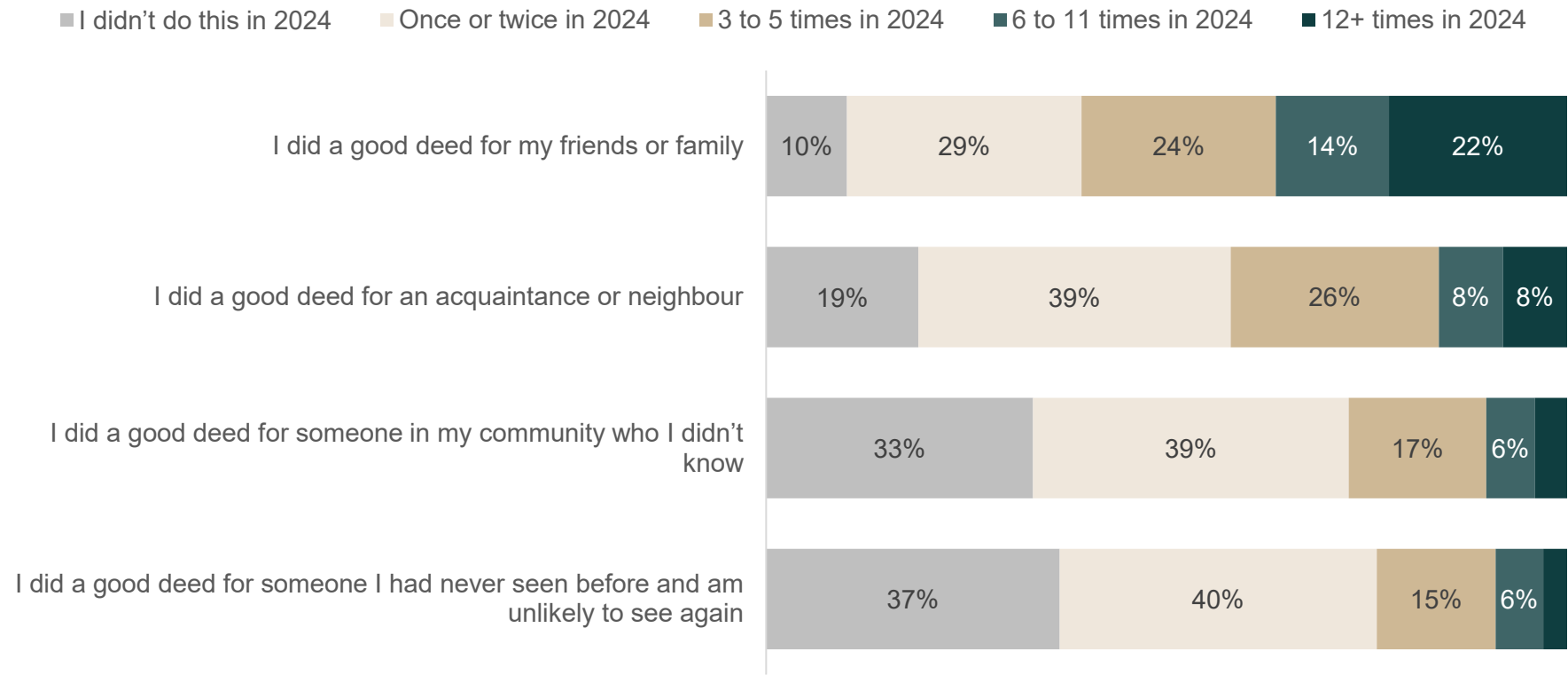
**Australians are highly likely to help those within their personal networks, with 90% reporting they did a good deed for friends or family in 2024.**

Acts of kindness for acquaintances or neighbours were also common (81%), highlighting the strength of local community ties.

However, helpfulness drops as the social distance increases: only 63% said they helped someone they didn't know in their community, and even fewer (57%) extended a good deed to a stranger they are unlikely to see again.

This suggests that Australians' generosity is most often expressed within familiar or nearby circles.

**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 = 1,032)







# 04 PERCEPTIONS OF CIVIL SOCIETY



## How much the public trusts charities.

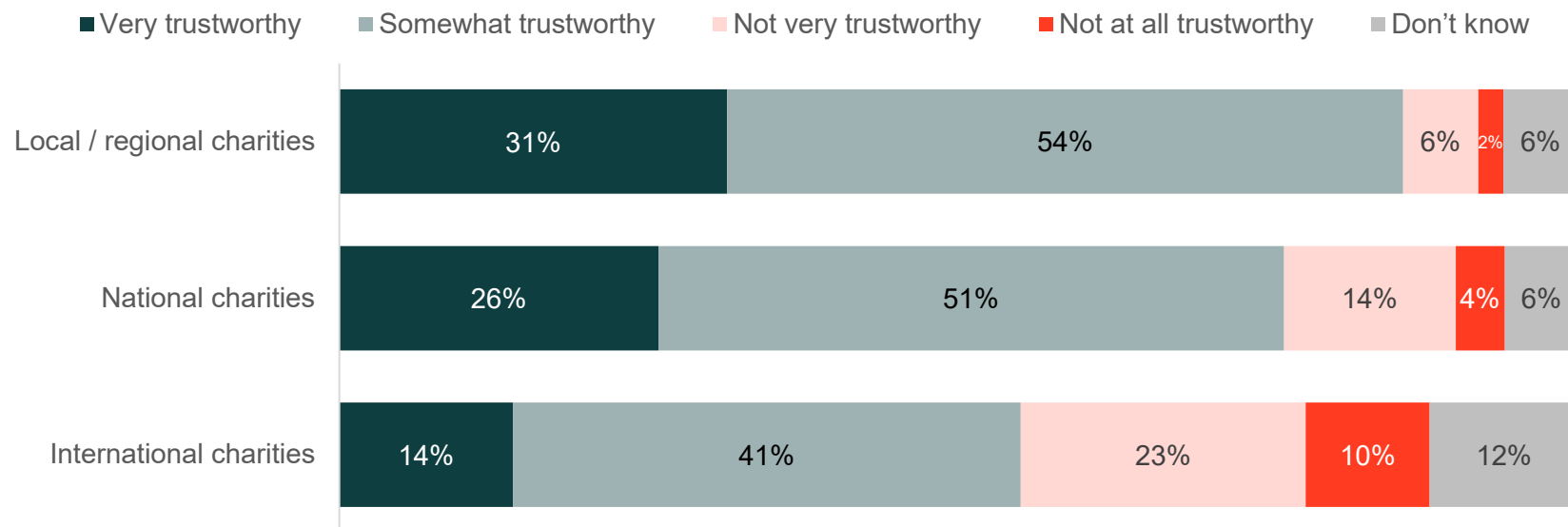
**Australians trust local and regional charities most, with 31% rating them as very trustworthy and only 8% expressing low trust.**

Trust decreases with scale: just 14% rate international charities as very trustworthy, while one-third (33%) see them as not very or not at all trustworthy.

This suggests Australians value proximity and transparency, feeling more confident in organisations they perceive as embedded in their communities.

However, overall trust in charities (8.7/15) lags slightly behind global (9.22) and continental (8.85) averages, highlighting room to strengthen public confidence.

How trustworthy do you tend to find each of these types of charities? (All, n = 1,032)



Overall, the public in Australia gave a score of 8.7 / 15 for how much they trust charities. This compares to a continental average of 8.85 and a global average of 9.22.



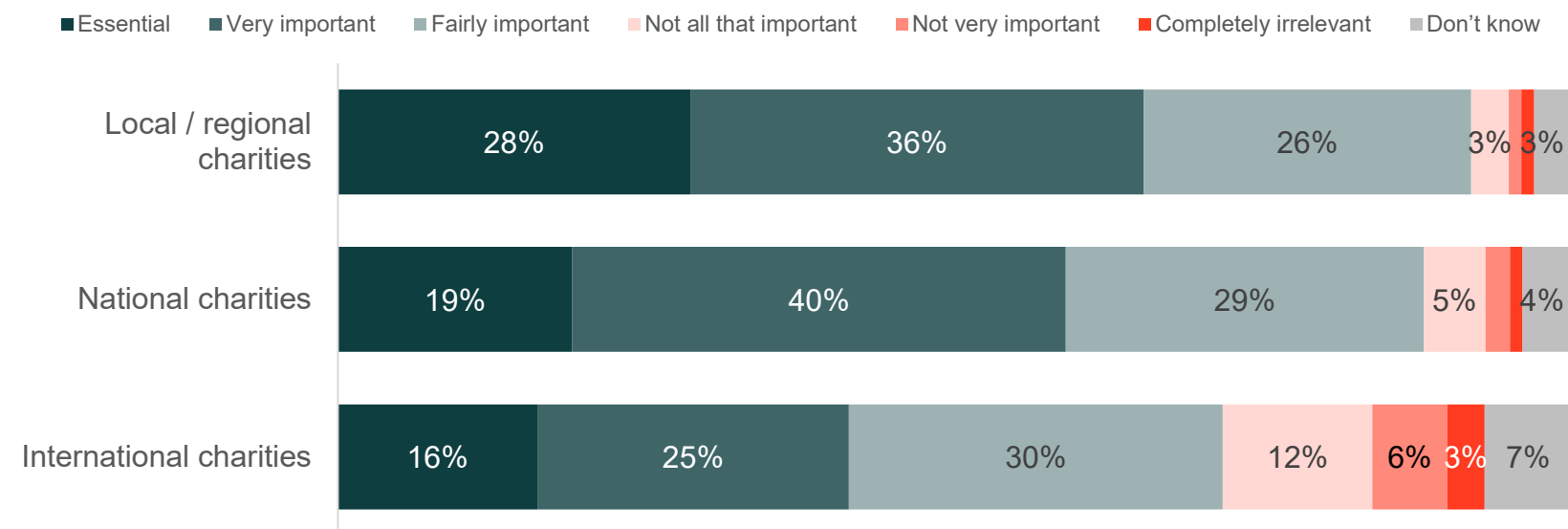
## The perceived importance of charities to society.

**Australians consider local and regional charities most important to society, with 28% rating them as essential and another 36% as very important.**

National charities are viewed slightly less critically (19% essential), while international charities see the lowest perceived importance, with only 16% rating them essential and 9% saying they are not very important or completely irrelevant.

Overall, Australia's importance score (10.6/15) is in line with the continental average but slightly below the global figure (10.98). This suggests a strong appreciation for charities' role domestically, especially those embedded in local communities.

How important, in general, do you believe these different types of charities are to your country's society? (All, n = 1,032)



Overall, the public in Australia gave a score of 10.6 / 15 for how much they value charities. This compares to a continental average of 10.50 and a global average of 10.98.

## How people discover charities.

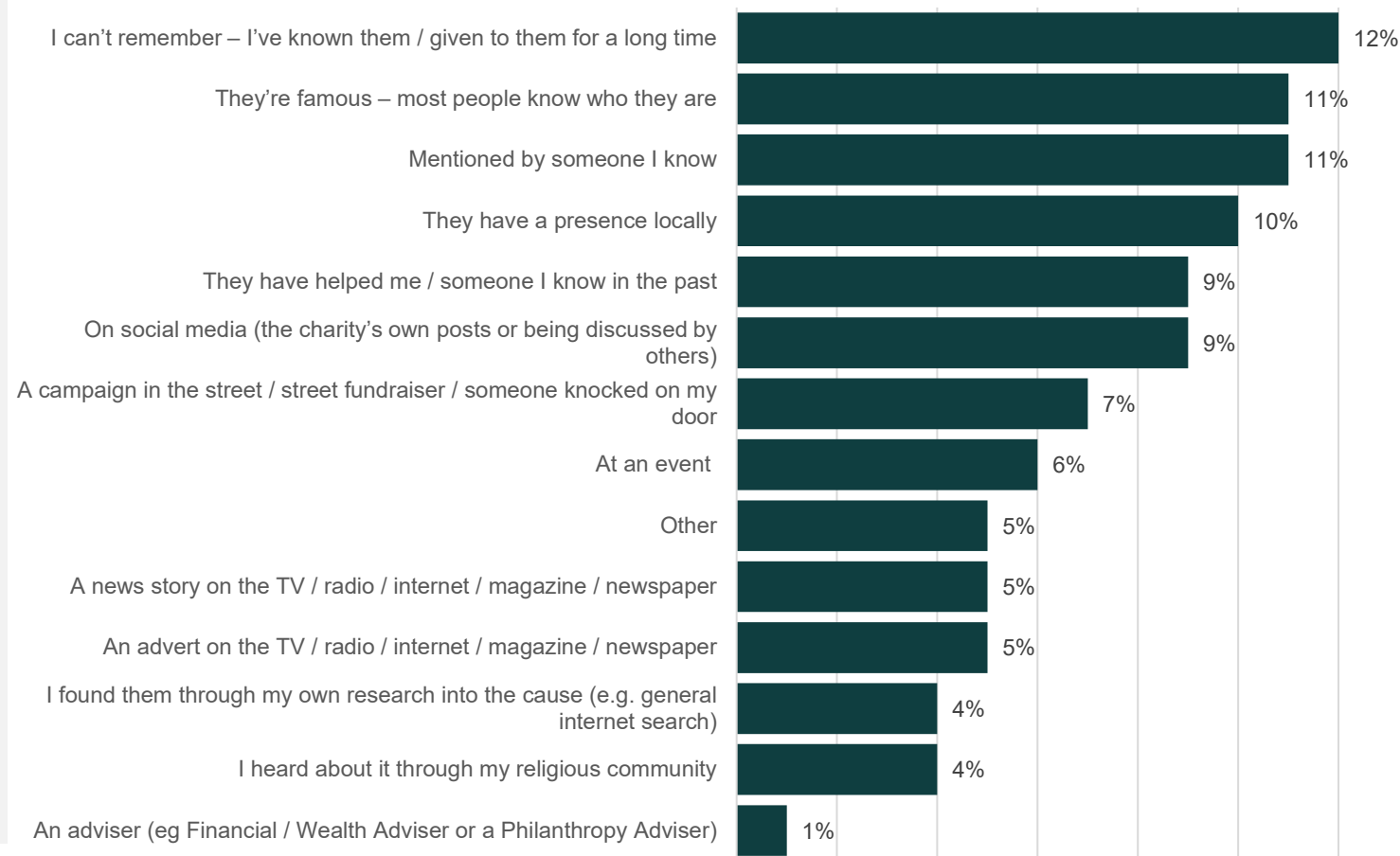
Australians are most likely to support charities they already know, with 12% giving to organisations they've supported for a long time.

Local presence (10%), word of mouth (11%), and personal experiences of being helped (9%) are also key discovery pathways.

Unlike many countries where social media dominates, in Australia it plays a smaller role (9% vs. 14% globally). This suggests that Australians prefer established, trusted relationships and community visibility over digital-first engagement when deciding to give.

For charities, this reflects the importance of building long-term recognition and local relevance in the Australian market, where donors often value familiarity and personal connection over online reach alone.

### 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 = 579)



#### Global top 3

1. On social media (14%)
2. They have a presence locally (11%)
3. They were mentioned by someone I know (10%)

#### Continental top 3

1. I can't remember – I've known them / given to them for a long time (14%)
2. They have a presence locally (12%)
3. They have helped me / someone I know in the past (11%)

## Overall influence of government on charities.

### Australians are divided on the Government's influence on the charity sector.

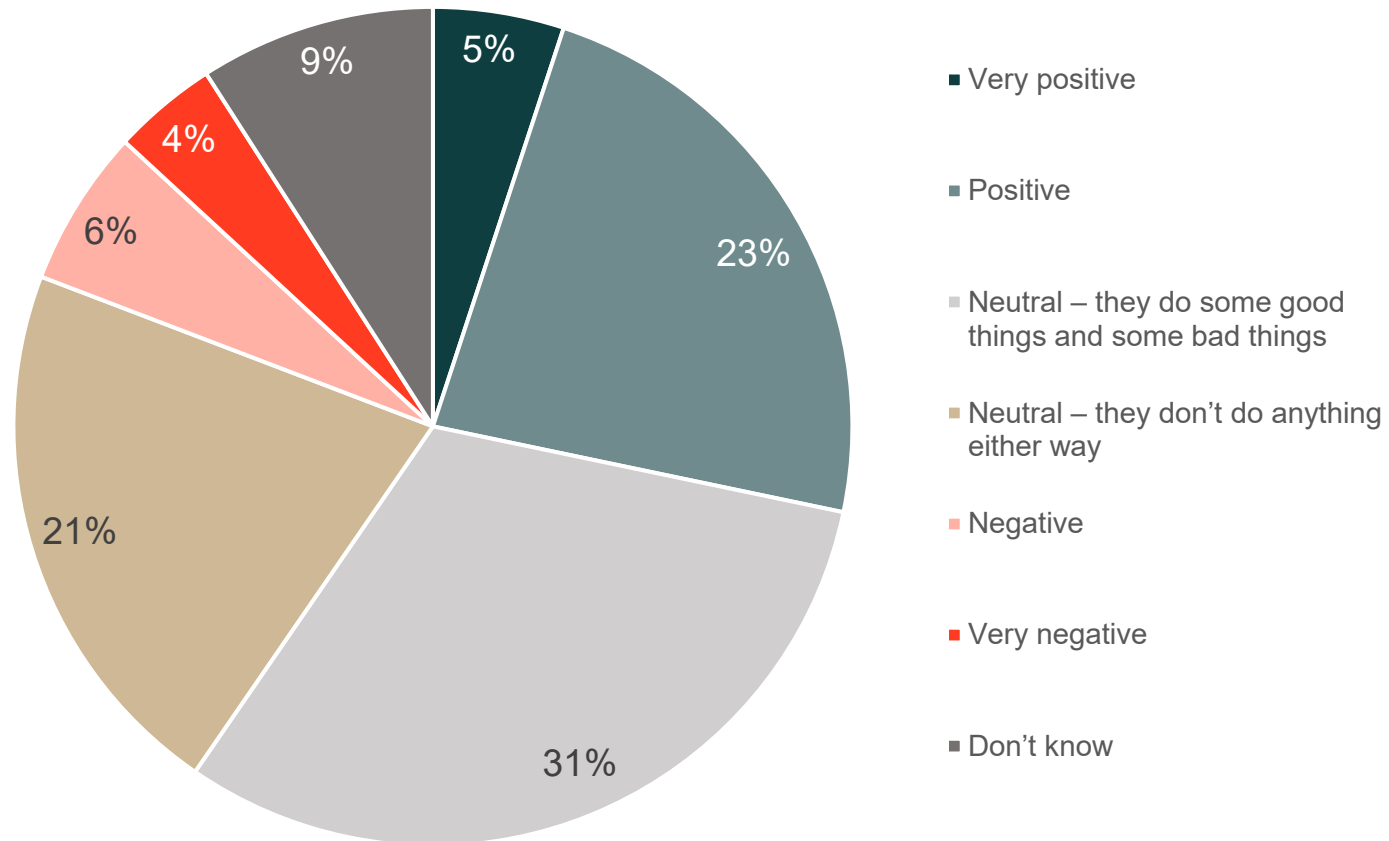
While 28% see it as positive or very positive, over half remain neutral (52%), and 10% view it negatively.

This neutrality may reflect perceptions that government support for the sector is limited or inconsistent.

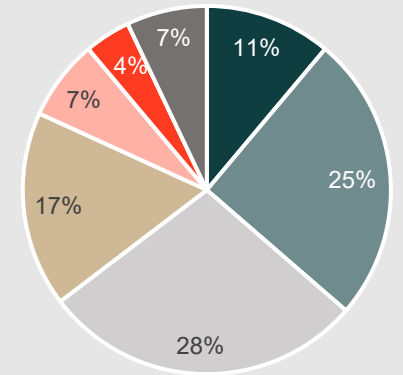
Recent debates, such as the Productivity Commission's 2024 "Future Foundations for Giving" report, have highlighted calls for stronger policy settings to grow philanthropy and build public confidence.

The data suggests Australians expect charities to operate independently but also see potential for government to play a greater enabling role.

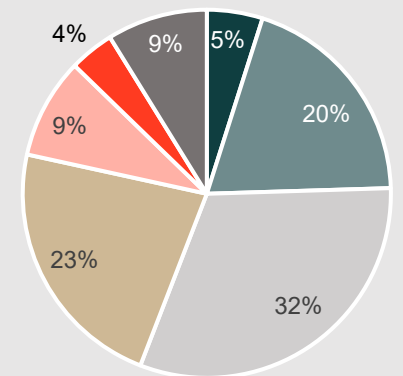
Overall, do you think the Government is a positive or negative influence on the charity sector? (All, n = 1,032)



### Global average



### Continent average



## Specific opinions on the role of government.

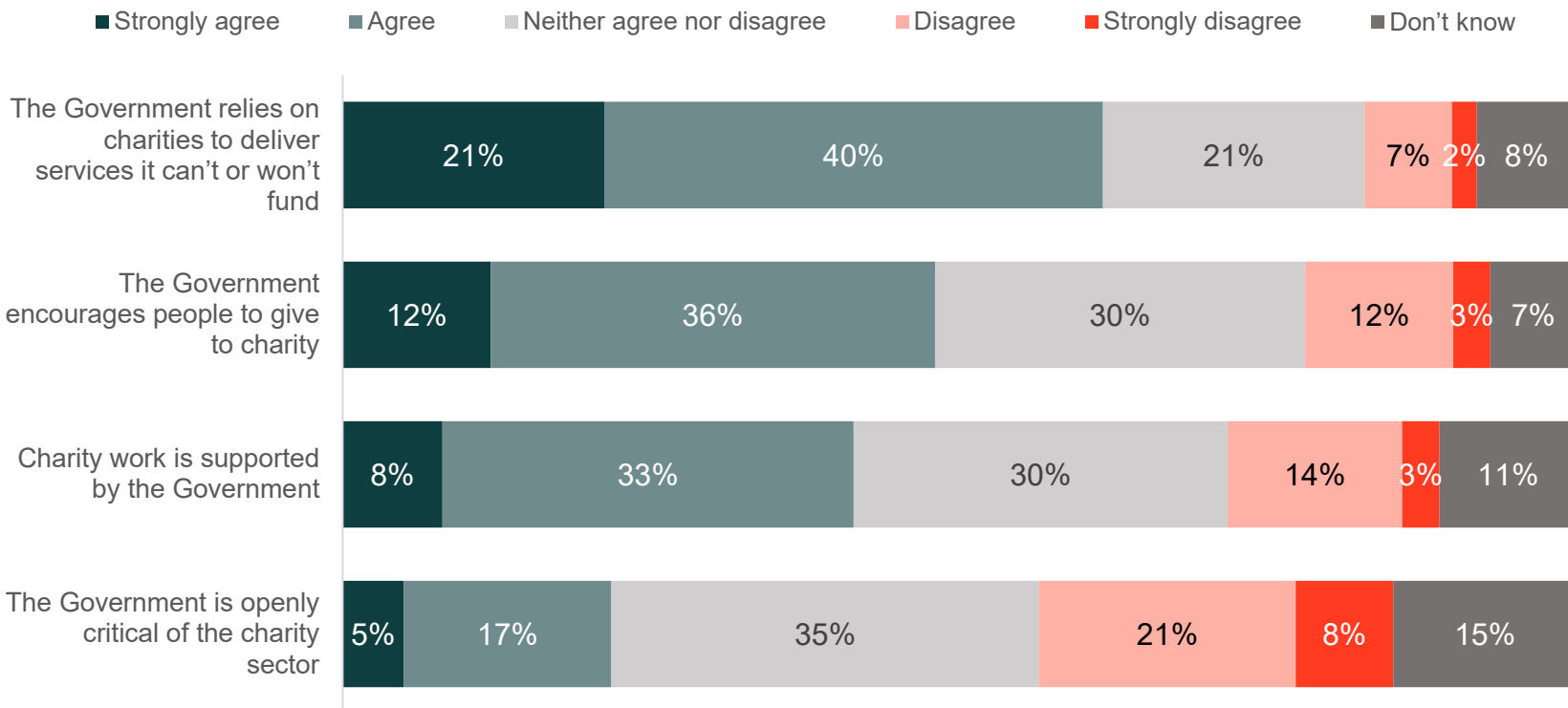
**Australians largely agree that the Government relies on charities to deliver services it cannot or does not fund (61%), highlighting the sector's role in filling social and service gaps.**

However, fewer see the Government as actively encouraging giving (48%) or supporting charity work (41%).

This reinforces earlier findings: Australians perceive charities as operating with a degree of independence from government.

This sentiment suggests an opportunity to strengthen collaboration and policy settings that enable charities to thrive while maintaining their trusted community role.

**Do you agree or disagree with the following statements about the Government's involvement in the charity sector? (All, n = 1,032)**





# THANK YOU

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

Charities Aid Foundation registered charity number 268369

