

## PRESS RELEASE

## For Immediate Release

**IN 2024, KENYANS WERE MORE GENEROUS, SURPASSING AFRICAN AND GLOBAL AVERAGES**

**Nairobi, Kenya, July 22, 2025** - In 2024, 21% of Kenyan givers donated 12 or more times, which was above the African/continental (17%) and global (13%) averages, according to the Charities Aid Foundation (CAF) and the Kenya Community Development Foundation (KCDF). This indicated a higher frequency of giving among Kenyans compared to global and continental trends.

The World Giving Report, previously known as the World Giving Index, is a survey by the Charities Aid Foundation (CAF) in partnership with its partner social purpose organisations that captures the attitudes and behaviours of the general public regarding giving in 101 countries and territories worldwide. In Kenya, KCDF partnered with CAF to collect data and produce the report. This year's report seeks to define giving by reflecting on different types of generosity in order to capture the true scope of generosity around the world. The report projects the findings of people's giving behaviour in three different ways: giving directly to a person or a family in need, giving to a charity, and giving to a religious organisation. Across the report, the words 'charity' and 'charities' represent any organisation that works to improve issues affecting individuals, communities, animals or the natural environment, and society as a whole.

According to the report, nearly half of Kenyans volunteered, going towards an average of 20.6 hours per person overall. Kenyan volunteers showed higher commitment than global and continental averages. Most Kenyans volunteered 3–5 times (38%), highlighting regular community engagement.

The research also reports that 86% of Kenyans gave money to different causes, ranging from donating to religious organisations to charity and families or individuals in need. This was higher than the global (64%) and continental (72%) averages. This reflects Kenya's strong culture of community solidarity, local and religious giving, and active civic participation.

Kenyans perceive donating money primarily as a choice, suggesting that giving is often a conscious decision. According to the report, Kenyans give money because they care about the cause and want to make a difference, because their religion encourages giving, because they want to support their local community, and because they want to set an example for others, including children.

To significantly increase donations in Kenya by 2025, charitable organisations<sup>1</sup> must prioritise transparency and accountability. 61% of Kenyans desire information on impact to motivate them to give more, and 47% desire to give after knowing that the charity sector is well-regulated.

This year's World Giving Report reflects Kenya's culture of generosity, compassion, and the power of collective action. It provides valuable insights into how individuals and communities continue to support one another, despite the current high cost of living. It also inspires philanthropy and

<sup>1</sup> Are organizations that Carries out or sponsors research / undertakes thinking on policy (e.g. a 'think tank'), Campaigns / advocates for a cause, Gives grants to individuals / organisations, Is a membership body or association / supports other organisations, Provides services to individuals / groups / animals who are in need, Carries out projects in communities that benefit people / animals / the natural environment, Operates shops / stalls that sell items for social causes

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encourages greater participation in acts of kindness through donations, volunteering, or simply helping a stranger.

These findings suggest a robust and evolving civil society, with increased community involvement and a promising future driven by youth engagement. This trend highlights the potential for sustainable growth in the giving environment.

For the last 28 years, KCDF has supported communities and duty-bearers in sustainably organising and addressing systemic barriers that perpetuate power imbalances, social injustice, and poverty, hindering sustainable development. We believe that lasting change is possible when communities initiate and drive their development agenda, including giving towards development.

Under the Community Philanthropy pillar, we promote local resource mobilisation by cultivating a culture of giving within our communities. The aim is to reduce reliance on external aid by empowering Kenyan communities and promoting sustainable, community-led development will reduce reliance on external aid.

As KCDF, we remain committed to nurturing this positive trend by promoting social justice and the sustainable development of our communities. We will continue working closely with our partners to promote local giving and provide capacity development to enhance local fundraising.

**Ends//**

**Grace Maingi, Executive Director – KCDF**

## **About KCDF**

Kenya Community Development Foundation (KCDF) is a public charitable foundation founded in 1997 that supports sustainable community-driven development in Kenya. KCDF believes complete and lasting change is possible when communities initiate and drive their development agenda with little external support.

KCDF enhances community growth and sustainability through capacity development, community philanthropy, and local giving. We invest significant resources to build, strengthen, and sustain our communities' core capacities by developing thoughtful, long-term collaborations with other actors, including governments, non-profit organisations, the private sector, and individuals, to advance social justice.

## **About Charities Aid Foundation (CAF)**

CAF is a group of charitable organisations in the UK and North America operating globally. 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 charities around the globe.

As a leading charity operating in the UK and internationally, 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 charities to strengthen their resilience and do more of their life-changing work, through our 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.

## **Annexes:**

1. World Giving Report 2025
2. World Giving Report 2025 – Kenya Report

For more information, visit: <https://caf-wgr.webflow.io/>

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