

WORLD GIVING REPORT

GIVING IN NIGERIA

2025



African
Philanthropy Forum

CAF
Charities Aid Foundation

CONTENTS

01.	INTRODUCTION	4
	Welcome	5
	About us	6
	Our methodology	7
02.	THE GLOBAL CONTEXT	8
	How Nigeria compares on key indicators of generosity	9
03.	ASPECTS OF GENEROSITY	11
	Giving money away	12
	Volunteering	21
	Helping people	24
04.	PUBLIC PERCEPTIONS OF CIVIL SOCIETY	25
	On charities	26
	On the Government	29

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 towards philanthropy and charity in Nigeria. It is the result of our collaboration with the Charities Aid Foundation (CAF) and forms part of the World Giving Report 2025 (WGR).

The WGR is a collaboration between the Charities Aid Foundation, African Philanthropy Forum, and other leading social purpose organisations. It draws on insights from over 55,000 people across 101 countries, providing a view of the global giving landscape while also allowing us to take a closer look at how Nigerians engage in acts of generosity in comparison with other parts of the world — whether through donating money or volunteering time.

One of the most striking findings in this report is that, based on the proportion of income donated, **Nigerians rank as the most generous globally — yet we perceive ourselves to be only the 22nd most generous out of 101 countries.** Findings such as these underscore the unique interplay between social norms and giving, and what entry points to shift giving positively might be.

These insights suggest both opportunities and imperatives for civil society. To strengthen the giving environment, there is a need to build platforms that scale informal generosity and maximise trust-based approaches that rely on how communities already care for one another.

At African Philanthropy Forum, our work focuses on strengthening strategic giving across the continent and nurturing the next generation of African philanthropists to lead Africa's transformation. Through our conferences, convenings and initiatives like StartPoint, we aim to support African-led organisations and philanthropists in translating generosity into long-term, sustainable impact. We hope this report contributes to a deeper understanding of Nigeria's giving culture and inspires collective action to unlock its full potential.



MOSUN LAYODE

Executive Director,
African Philanthropy
Forum

“Nigeria’s generosity stands to reason when you consider how highly valued friendship, community, and familial ties are.”

About us

African Philanthropy Forum

African Philanthropy Forum (APF) is a vibrant community of partners who through their strategic giving, investments, and influence, foster shared prosperity on the African continent.

Leveraging its convening power, APF brings together philanthropists, funders, and social sector leaders to facilitate knowledge sharing, peer learning, and collaboration through high-level forums, research publications, and strategic engagement opportunities.

APF is recognised as the go-to, tried and trusted partner for philanthropic efforts in Africa.

Since 2014, APF has reached over 3,500 philanthropists, social investors, and key stakeholders in the philanthropic space across Africa and the world. We have also established a strong presence on the Continent, with footprints in 14 African countries, namely, Cameroon, Côte d'Ivoire, Egypt, Ethiopia, Ghana, Kenya, Malawi, Morocco, Nigeria, Rwanda, South Africa, Tanzania, Uganda, and Zimbabwe through high-impact convenings and activities.

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
- 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



An aerial photograph of a crowded beach. The top of the image shows the ocean with gentle waves washing onto the shore. The beach is filled with hundreds of people, many of whom are holding or standing next to colorful surfboards. The surfboards are in various colors, including blue, green, yellow, red, and white. The people are scattered across the sand, some standing in small groups and others alone. The overall scene depicts a busy, recreational day at the beach.

02 THE GLOBAL CONTEXT

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

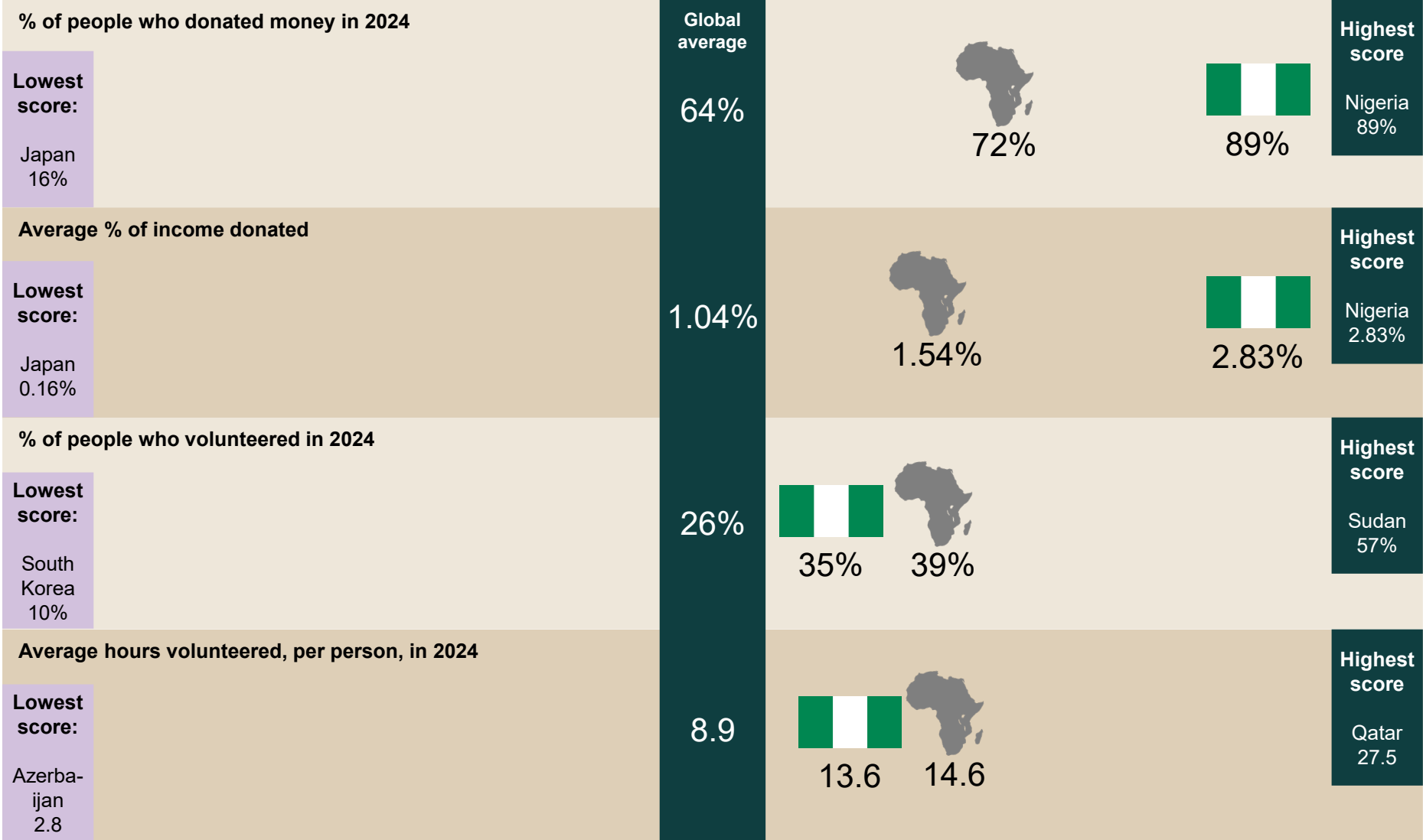
Nigeria is the most generous country in the world.

It ranks first globally in the proportion of the people who give money (89%) and also in the proportion of income they give away (2.83%).

This is driven by deep-rooted cultural expectations of generosity.

A popular Nigerian adage goes: ‘It is in hard times that you know your friends’. In the face of need, regardless of tribe, Nigerians are known to actively display generosity and solidarity — not out of abundance, but out of necessity and the desire to put loved ones and family first.

However, urban life constraints — especially in cities such as Lagos are possible factors that limit time-based volunteering among the working-age population.



Base: All (998)

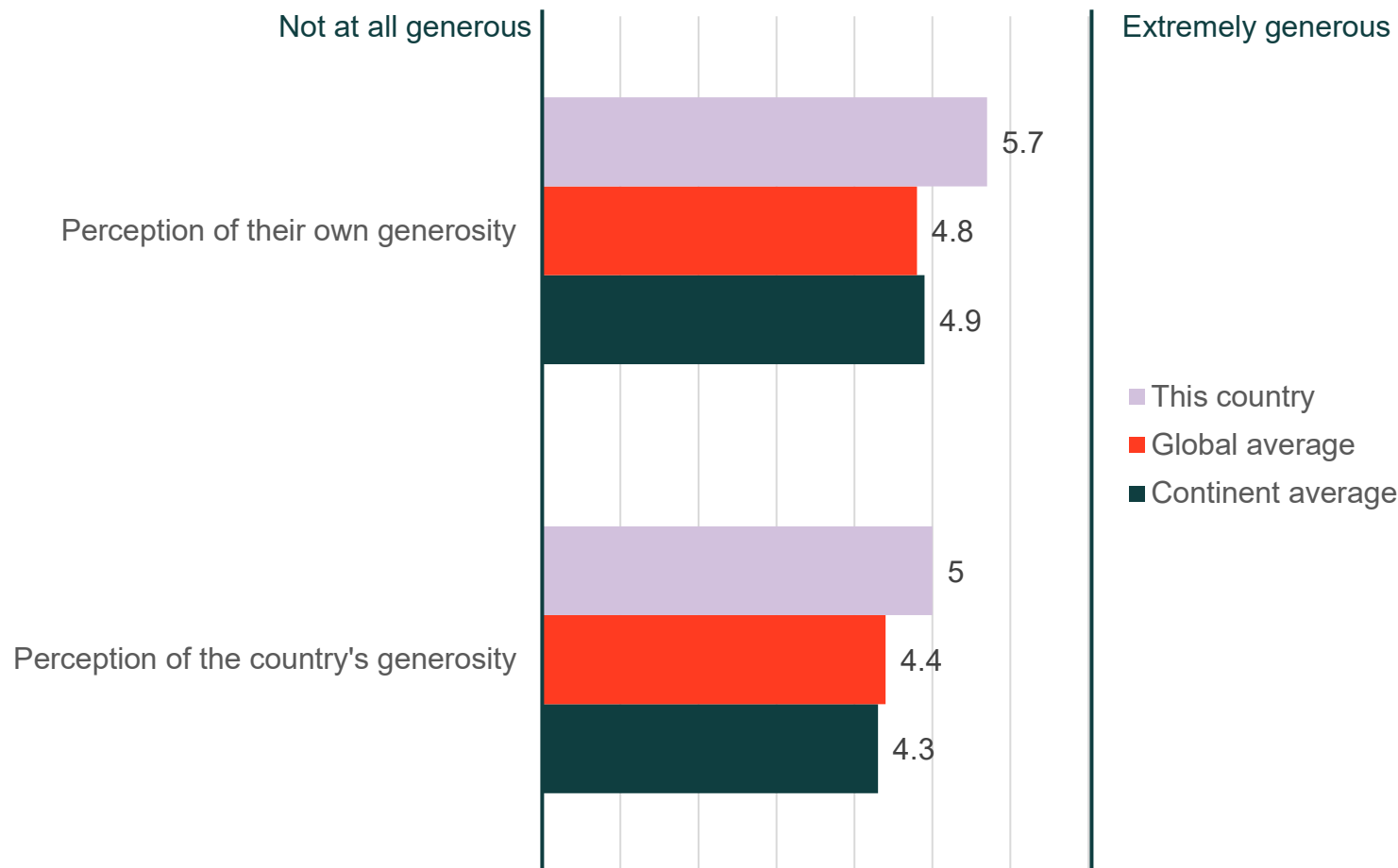
Perceptions of our own generosity.

The contrast between the perception and practice of generosity is striking.

While Nigerians rank 22nd in how generous they believe they are, the data tells a different story — placing us first globally in the proportion of income donated.

This suggests that generosity in Nigeria is so deeply embedded in daily that it is not easily recognised by those who engage in it.

It also indicates that generosity may not always align with self-perception, and social norms, more than objective desire play a huge role in giving from the Nigerian context.



Nigeria ranks 22nd out of 101 countries for how generous we think we are.

We are 1st in terms of the proportion of income we donate.

An aerial photograph of a community event on a concrete basketball court. A large group of people, mostly wearing blue shirts, are arranged in a circular formation in the center of the court. To the left, there is a white canopy tent with a table and chairs underneath. To the right, another white canopy tent is set up, with a long table and chairs in front of it. Along the top edge of the court, a row of white folding chairs is set up. The court has yellow and red painted areas. The surrounding area is grassy.

03 ASPECTS OF GENEROSITY

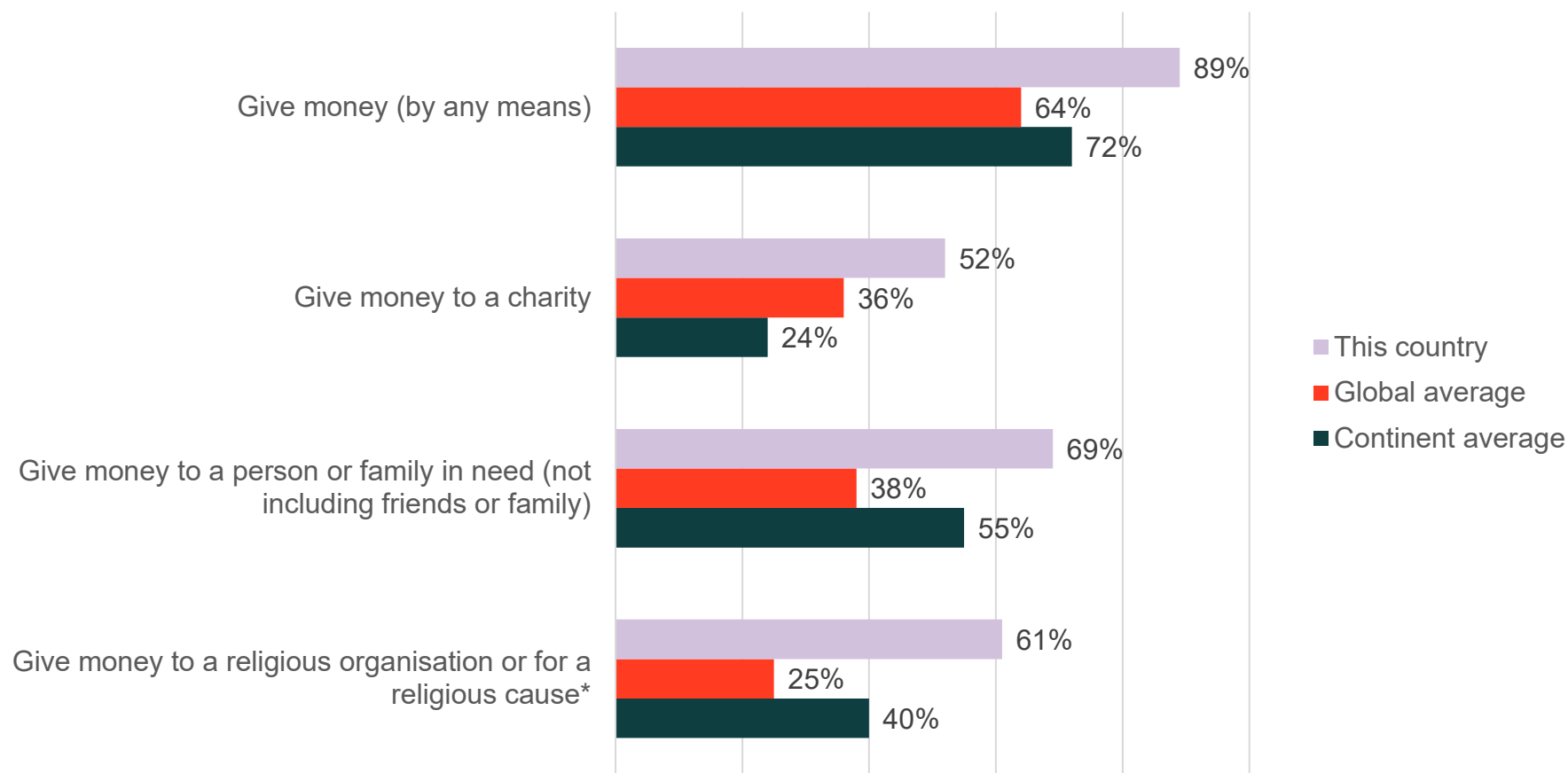
The proportion of people who give money in different ways.

Nigerians are significantly more likely to donate across all three types of giving than either regional or global averages.

In many cultures in Nigeria, it is considered bad manners to put a cap on giving.

This cultural expectation often overrides economic constraints, emphasising that generosity is seen as a moral act rather than a financial calculation.

Q: During 2024, did you do any of the following? (All, n = 998)



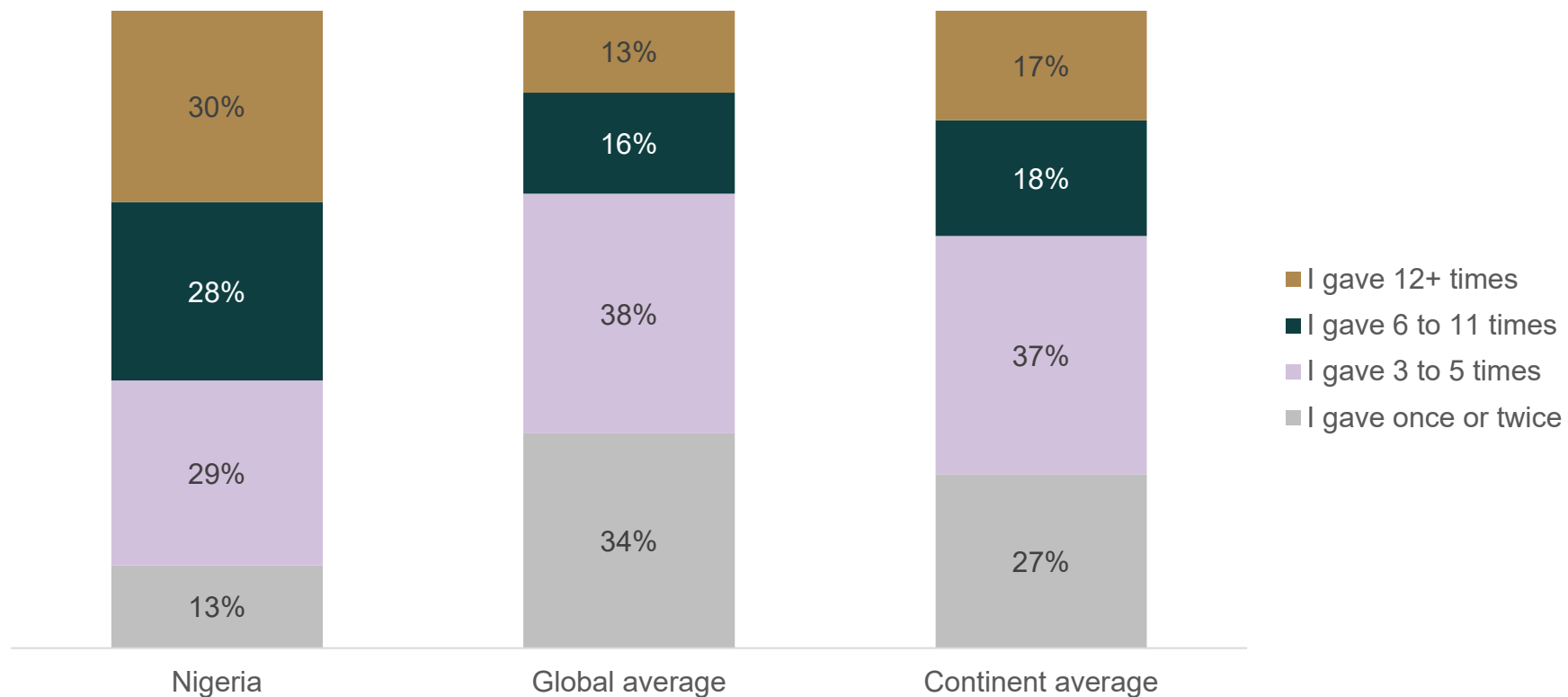
The full answer code was worded, 'Give money to a religious organisation or for a religious cause' (for example: at church, through zakat, tithing, ma'aser or daana, etc.). This includes any money you give voluntarily, even if it is collected by your government.

How frequently people gave.

The frequency of giving in Nigeria reflects how habitual an act it is.

Nigerians were three times more likely than the rest of the world to give on 12 or more separate occasions in 2024.

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 = 893)*



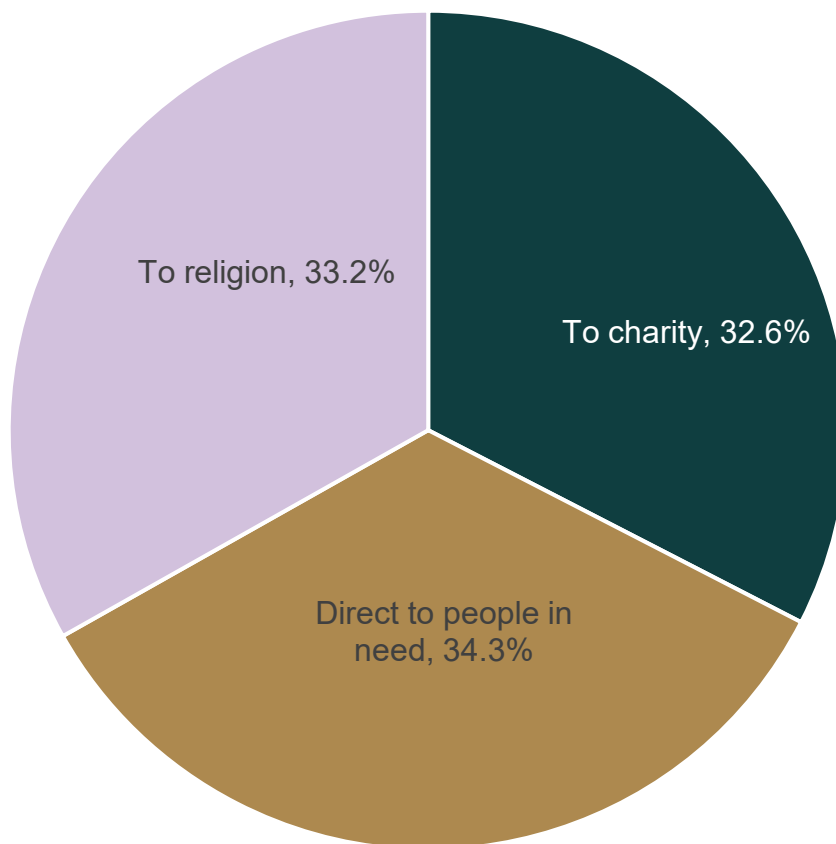
Share of donations.

By value, Nigerian donations are shared almost equally across all three giving routes.

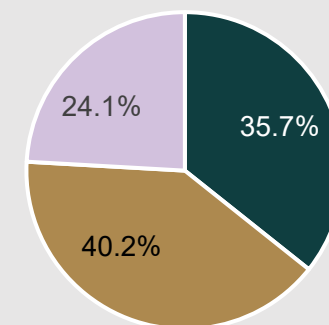
When compared with the global average, a significant share of giving is directed to religious entities and motivated by religion — given that Nigerians, as with most other African nationals, are religious and largely conservative.

The pattern underscores a trust-based model of philanthropy rooted in relational proximity as well as institutional visibility.

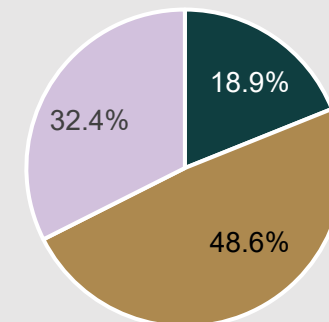
The share of the value of all donations made in 2024, across the three different routes. *(People who had given money, n = 893)*



Global average



Continent average



Donations as a proportion of income.

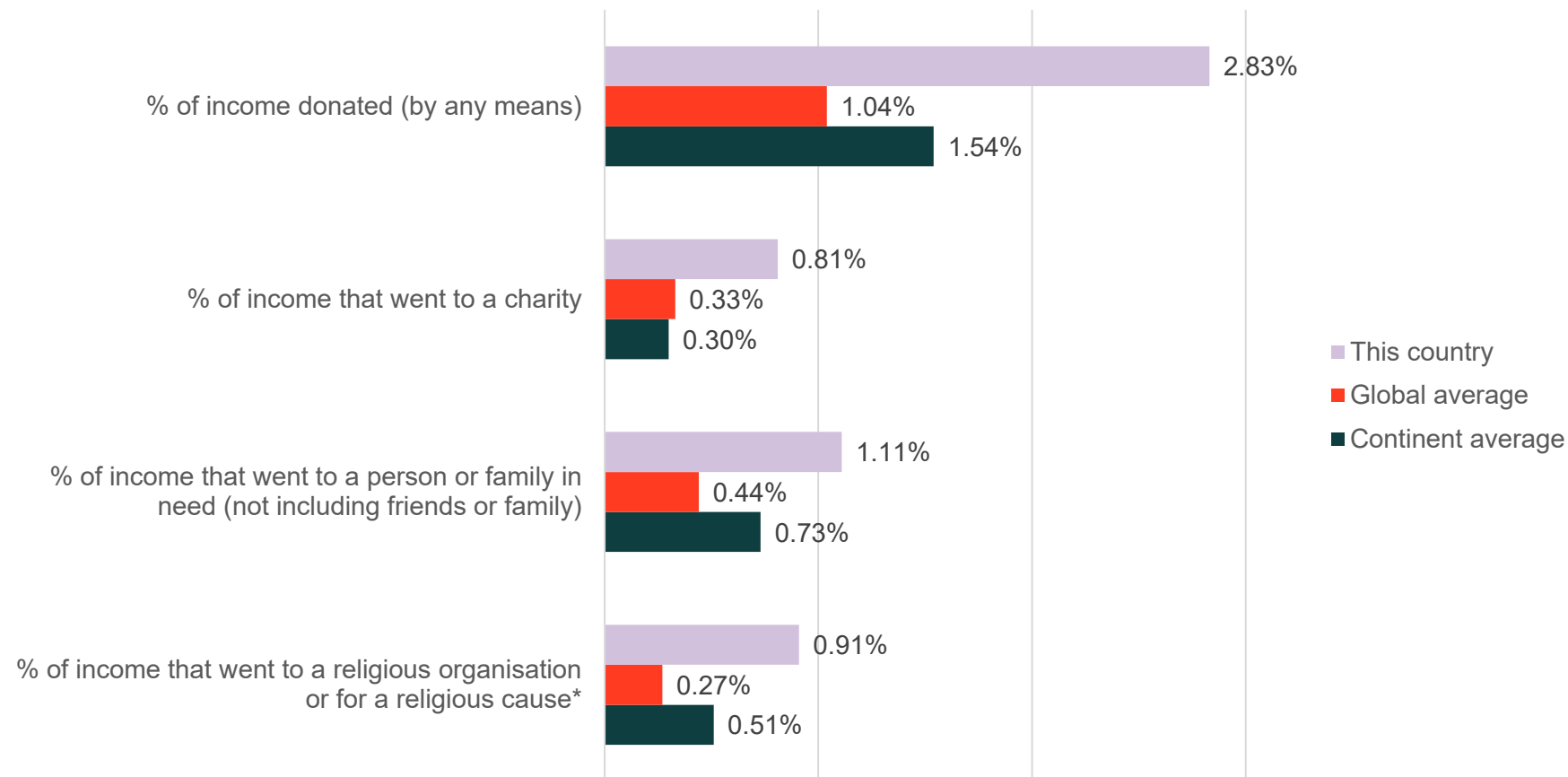
With an average of 2.83% of income donated, Nigerians are positive outliers globally.

Even younger respondents report significant giving, challenging assumptions that generosity scales with wealth.

These findings suggest that monetary giving in Nigeria is less about surplus and more about social obligation and religious fulfillment.

Tapping into this widespread sentiment bodes well for the future of philanthropy in the country.

The average proportion of income people gave to each of the three donation routes, and overall. (All, including those donating zero, $n = 998$).



*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'.

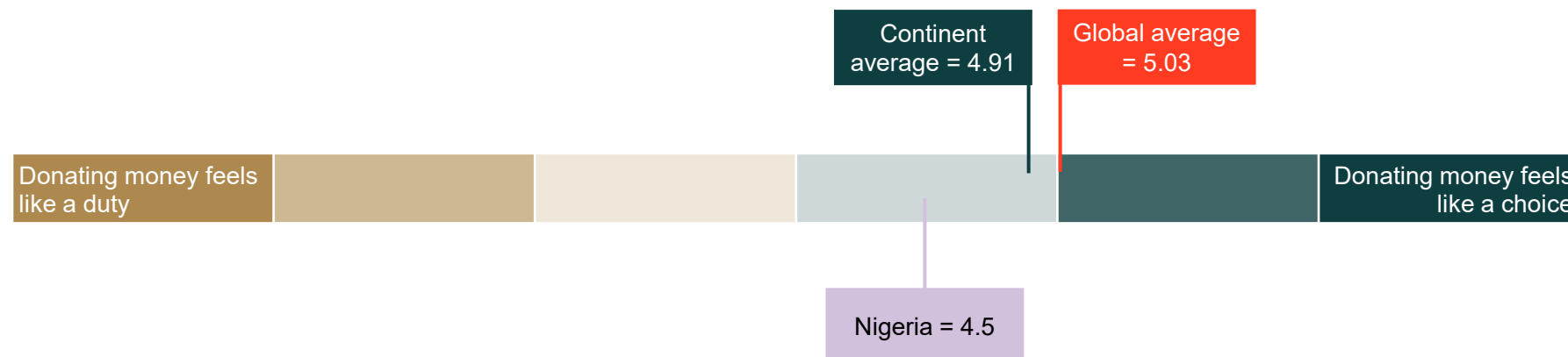
How people feel about giving money.

Giving in Nigeria is slightly more towards the “duty” end of the scale than in other countries.

In the main World Giving Report, we’ve seen how powerful social norms can be in encouraging giving, and how these can often be associated with a stronger sense of duty around giving.

That this is slightly more present in Nigeria may go some way to explaining the high levels of generosity.

The average score when people were asked how donating money feels.
(People who had given money, $n = 893$).

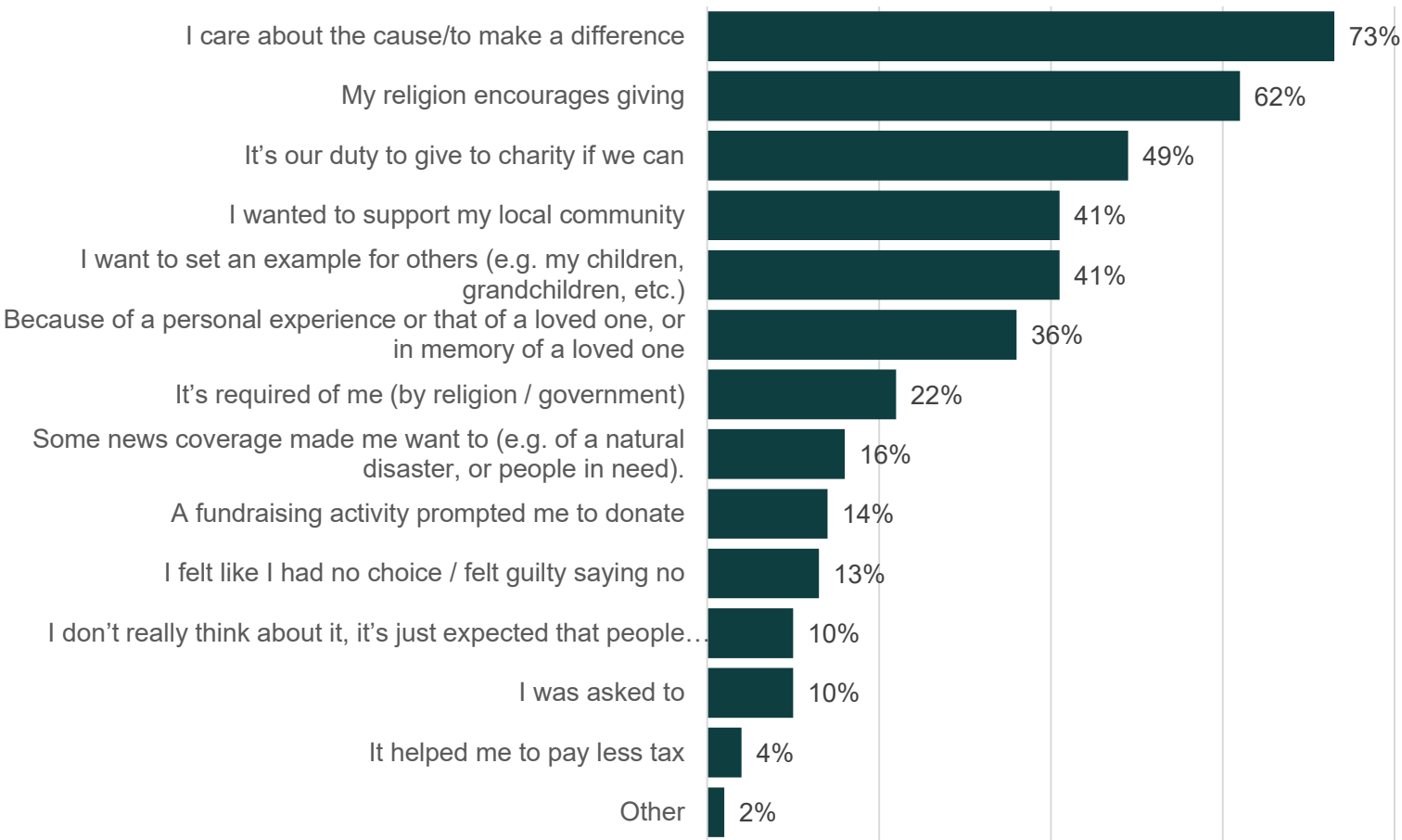


Reasons for giving money.

In Nigeria, the primary motivations for giving are care for the cause (73%), religious encouragement (62%), and moral duty (49%).

This buttresses the fact that religion is a strong driver for the pattern of high generosity observed in the Nigerian context.

Which of the following, if any, are reasons that you gave away money in 2024?
(People who had given money, n = 893).



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 (69%)
2. My religion encourages giving (52%)
3. It's our duty to give if we can (38%)

Reasons for not giving money.

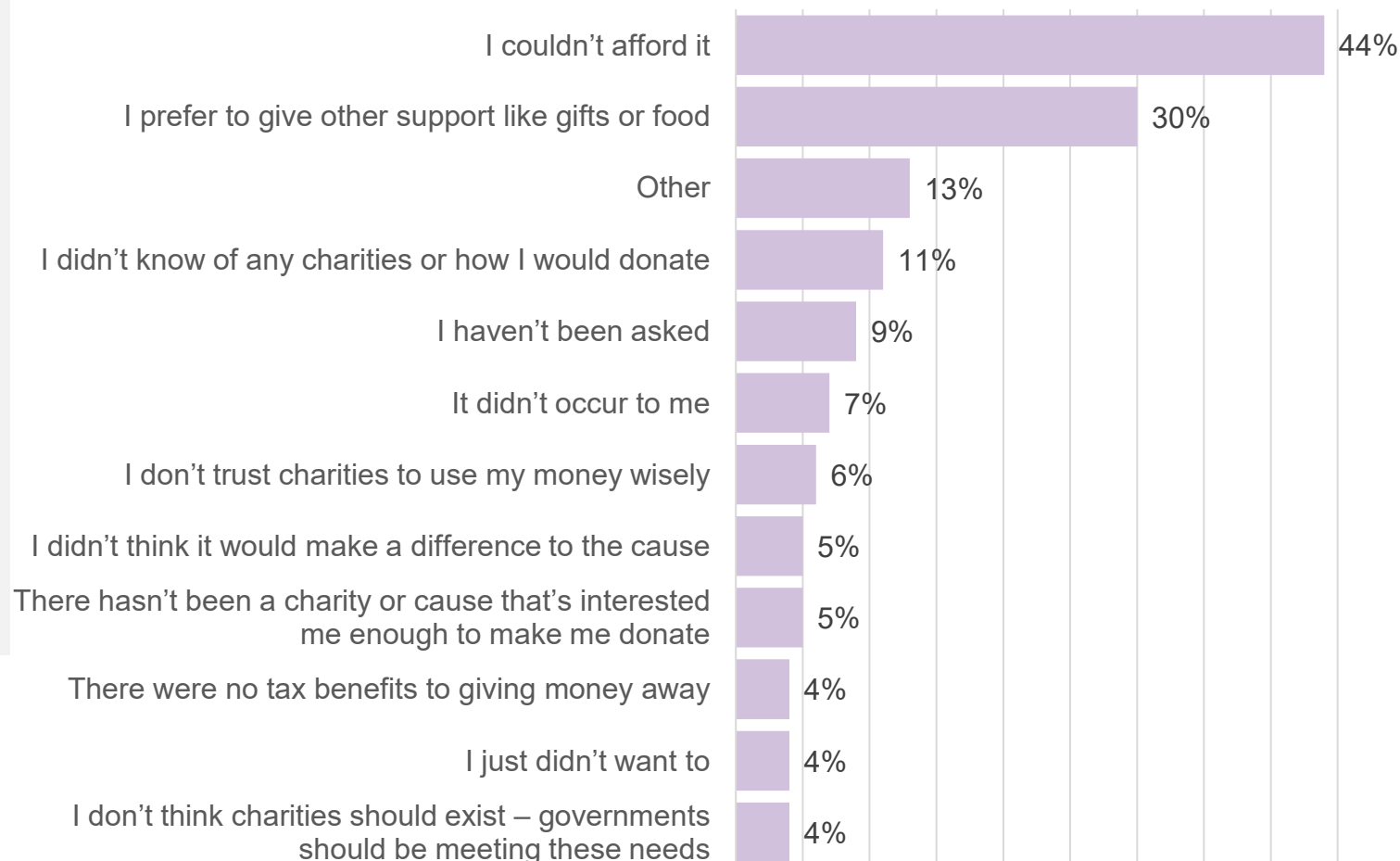
The top reason cited for not giving money in Nigeria was affordability (47%), mirroring world and regional answers.

Across all age groups, some respondents cited lack of trust and absence of incentives as ancillary reasons.

These responses suggest a dual barrier of economic pressure and institutional trust gaps.

The data suggests that some respondents chose not to give due to a lack of clarity around impact – signalling that charities need to ensure their messaging is transparent about their work and its impact.

What would you say are the main reasons that you did not give money away in 2024? (People who had not given money, n = 105).



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 (47%)
2. I prefer to give other support like gifts or food (18%)
3. Other (13%)

What would increase donations?

The most cited drivers for increasing giving are personal income (51%), seeing charity impact (51%), and stronger regulation (43%).

The preference for transparency and impact by a fair number of respondents indicates a rising demand for accountability in the sector and a generational shift toward evidence-based giving, which charities and other stakeholders must take into account.

The top three reasons that would make the respondent likely to give more money, goods or time to charities in 2025. (All, n = 998)

51%

Having more money myself

51%

Knowing more about the results and impact that a charity has

43%

Knowing the charity sector is well regulated

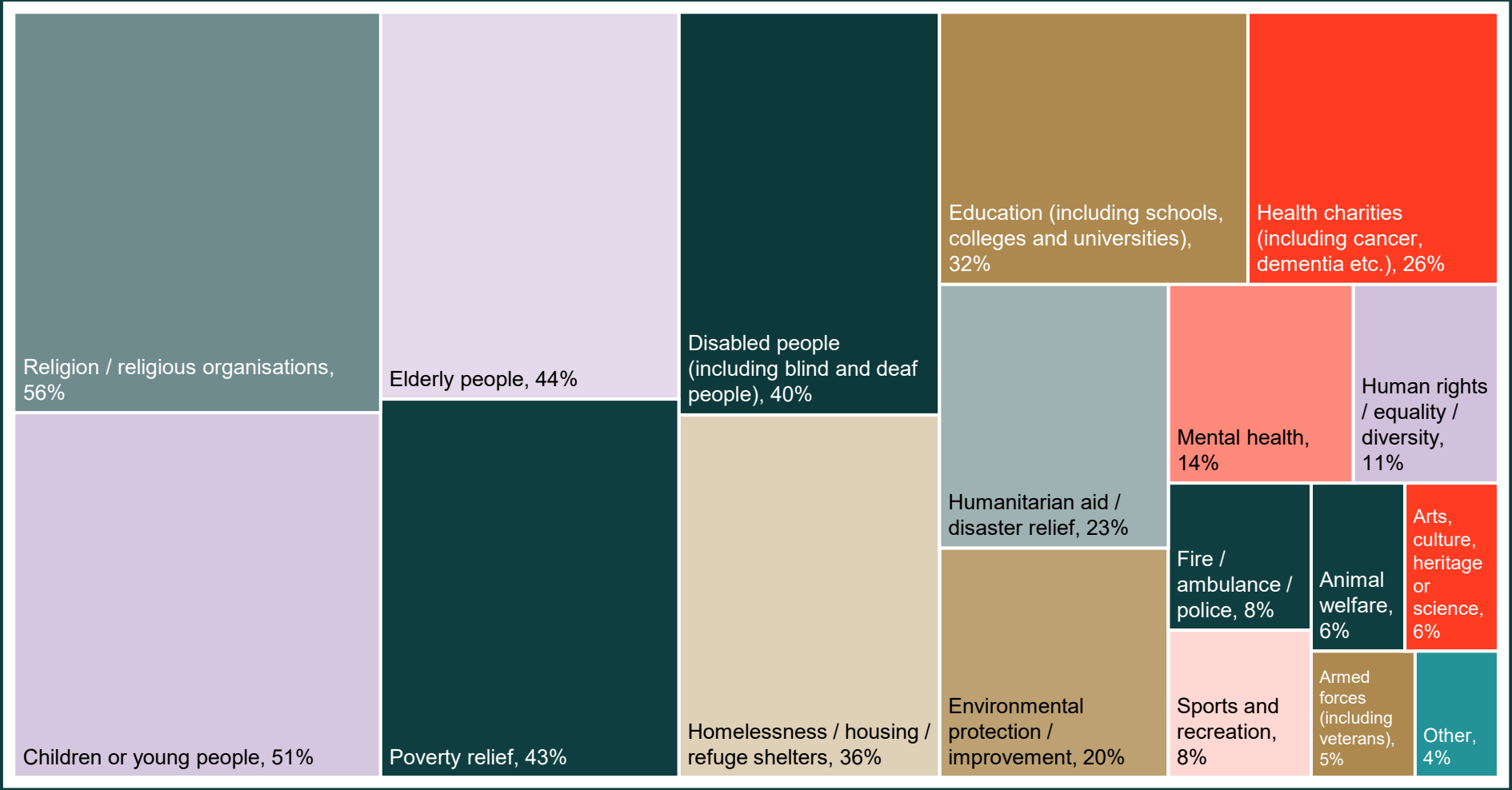
The causes people support through donating.

Nigerians supported the widest variety of causes in our survey, averaging out at 4.3 causes given to per donor.

Religious organisations are most supported, followed by young people. All causes receive some support (whereas in some countries certain causes areas were not donated to at all).

The diversity of causes supported opens fresh areas for discussion, which could help charities better market complementary fundraising needs, in view of the seemingly large appetite of the average Nigerian donor.

Which cause(s) did you give money to in 2024? (People who had given money, n = 893)



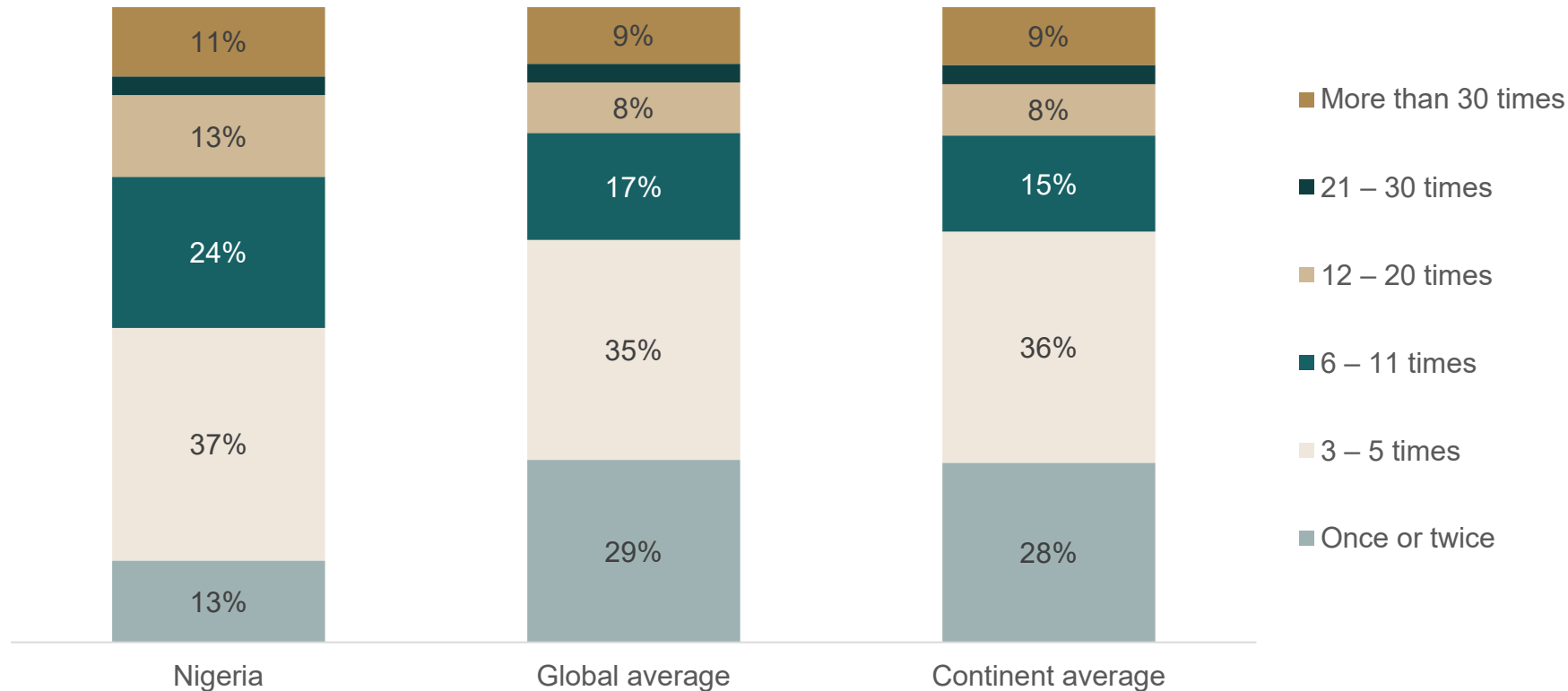
Frequency of volunteering, per person.

A third (35%) of Nigerians volunteered in 2024, with a typical shift being 3.6 hours.

Respondents from urban areas reported lower frequency, likely due to time constraints.

It is safe to infer that proximity and opportunity influence volunteer action more than structured commitment.

How often did you do unpaid, voluntary work in 2024 that benefitted people other than your family or friends? *(Those who volunteered, n = 345)*



Average time spent volunteering, per person.

While Nigeria leads the world in monetary generosity, we sit slightly behind the African average in terms of the time spent volunteering.

Respondents between the ages of 35–44 logged the most hours.

This demographic may have more schedule control, allowing for longer involvement.

13 hours **30** minutes

On average, people in Nigeria spent this time volunteering in 2024

(All, n = 998) [nb – this is overall, so includes all those who did nothing within the average]

9 hours

Global average

14 hours **30** minutes

Continent average

The causes people supported through volunteering.

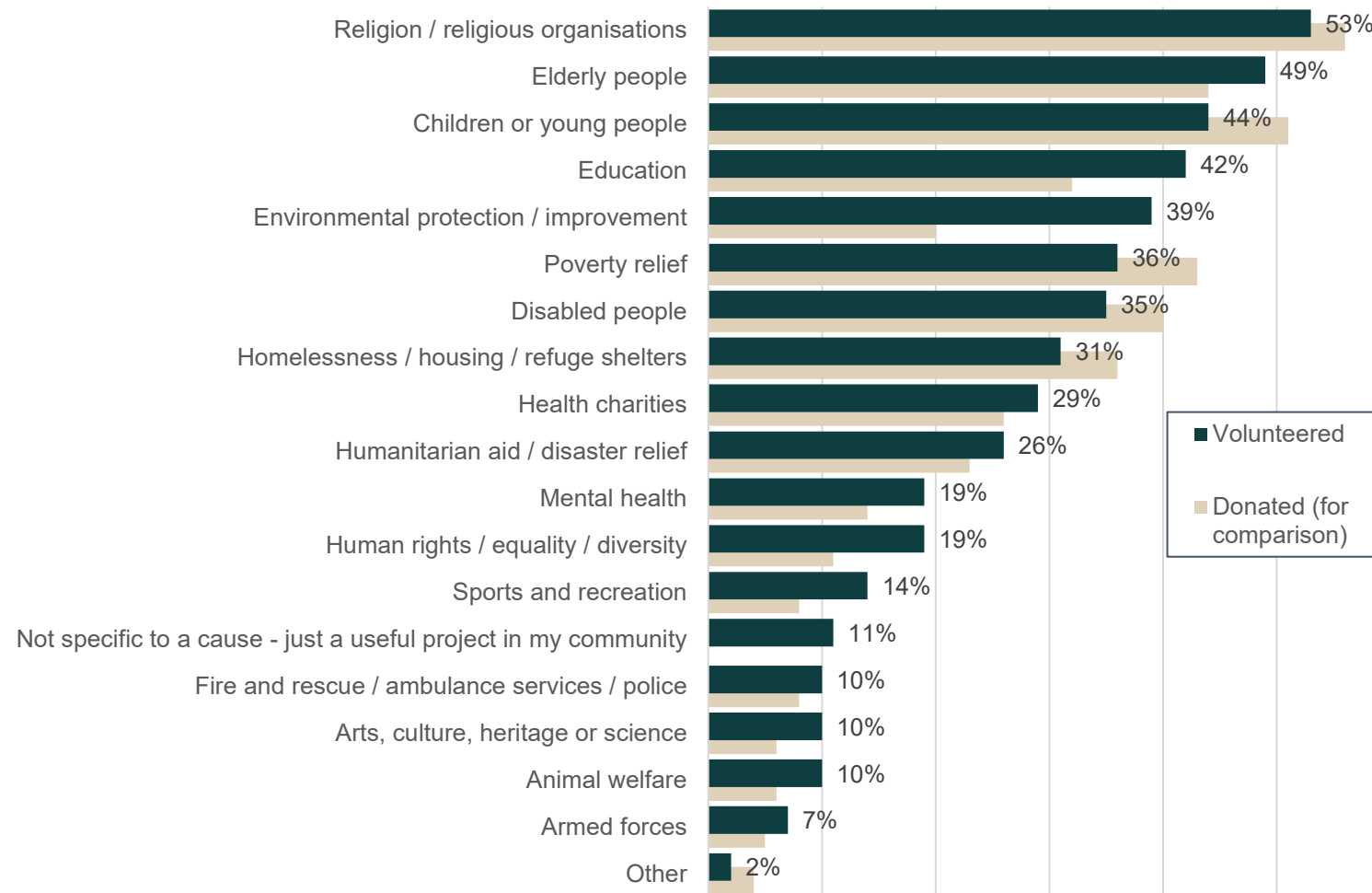
The most volunteered-for causes in 2024 were religious, elderly people and young people.

Across the cause spectrum, volunteering levels largely match donation levels.

However, the environment is a notable exception with far fewer donors when compared to the level of volunteering — showing that Nigerians prefer to be hands-on with this issue.

Women led in education-related causes; men dominated in infrastructure-based ones (eg community building).

Which cause(s) did you do unpaid voluntary work for in 2024? (People who had volunteered, n = 345)



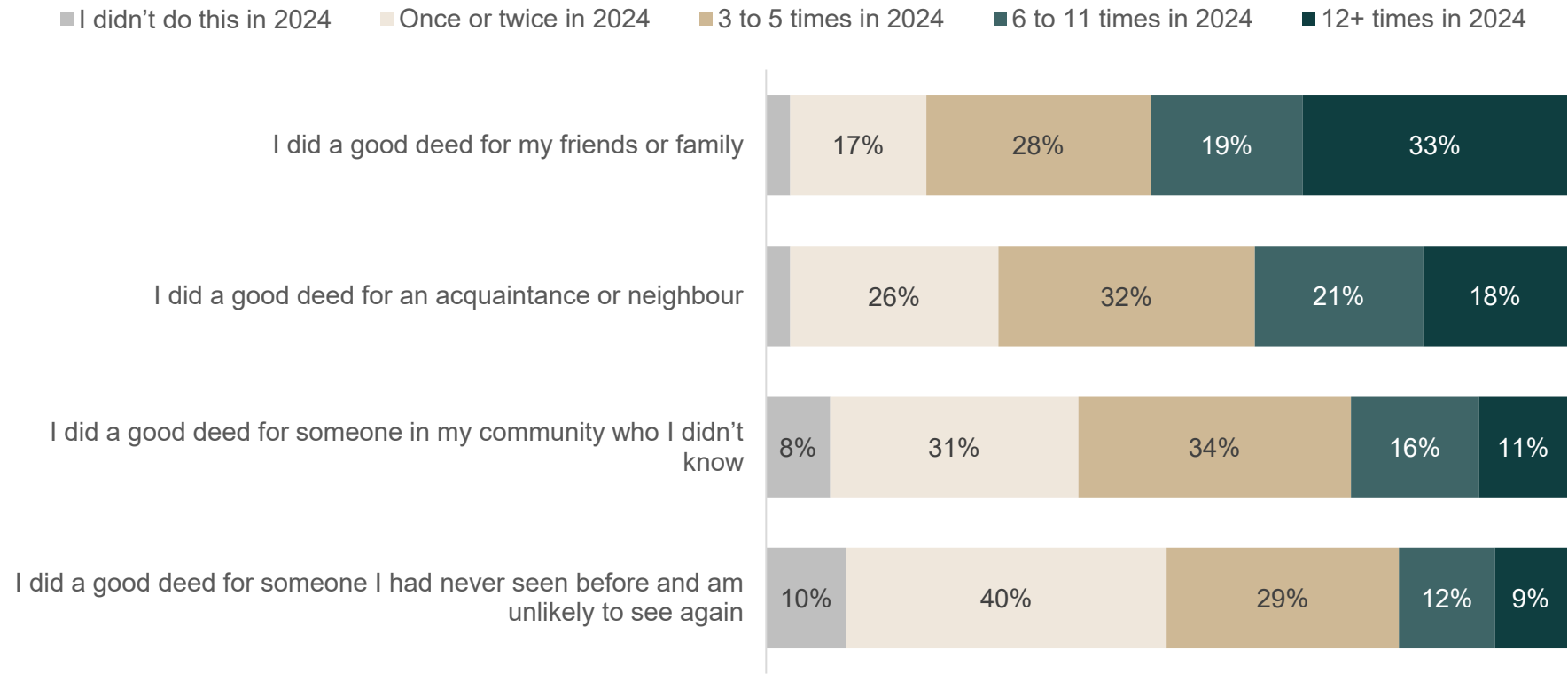
How helpful people are to others.

97% of Nigerians reported helping someone outside their household in 2024.

Younger Nigerians were most likely to help strangers, while older Nigerians focused on family and neighbours.

This reflects a generational shift from kin-based responsibility to broader social solidarity.

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 = 998)



An aerial, top-down view of a large crowd of people gathered on a paved surface at night. The ground is covered with numerous small, glowing yellow-orange lanterns or lights, some arranged in patterns. People are seen from above, wearing various colorful clothing. The scene is festive and crowded.

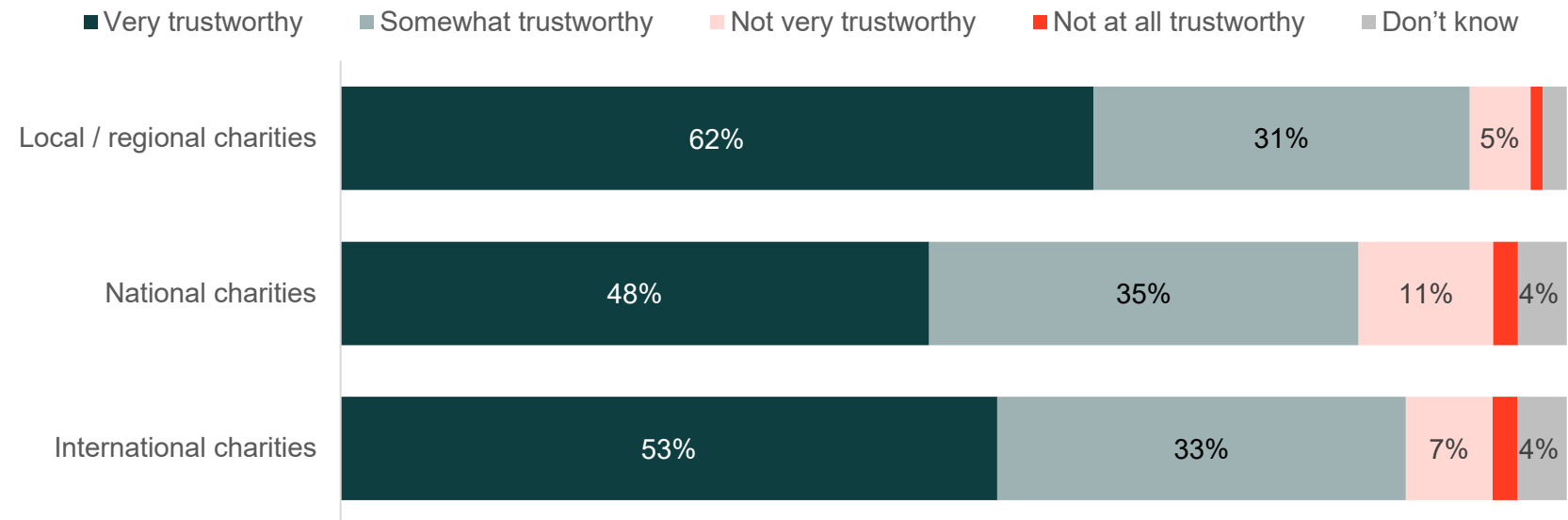
04 PERCEPTIONS OF CIVIL SOCIETY

How much the public trusts charities.

Nigerians broadly trust charitable institutions, especially those that are visible and active in their own communities.

This indicates an opportunity for international as well as national charities to build on this strong baseline of trust by elevating local partners and investing in visibility.

How trustworthy do you tend to find each of these types of charities? (All, n = 998)



Overall, the public in Nigeria gave a score of 11.5 out of 15 for how much they trust charities. This compares to a continental average of 10.36 and a global average of 9.22.

The perceived importance of charities to society.

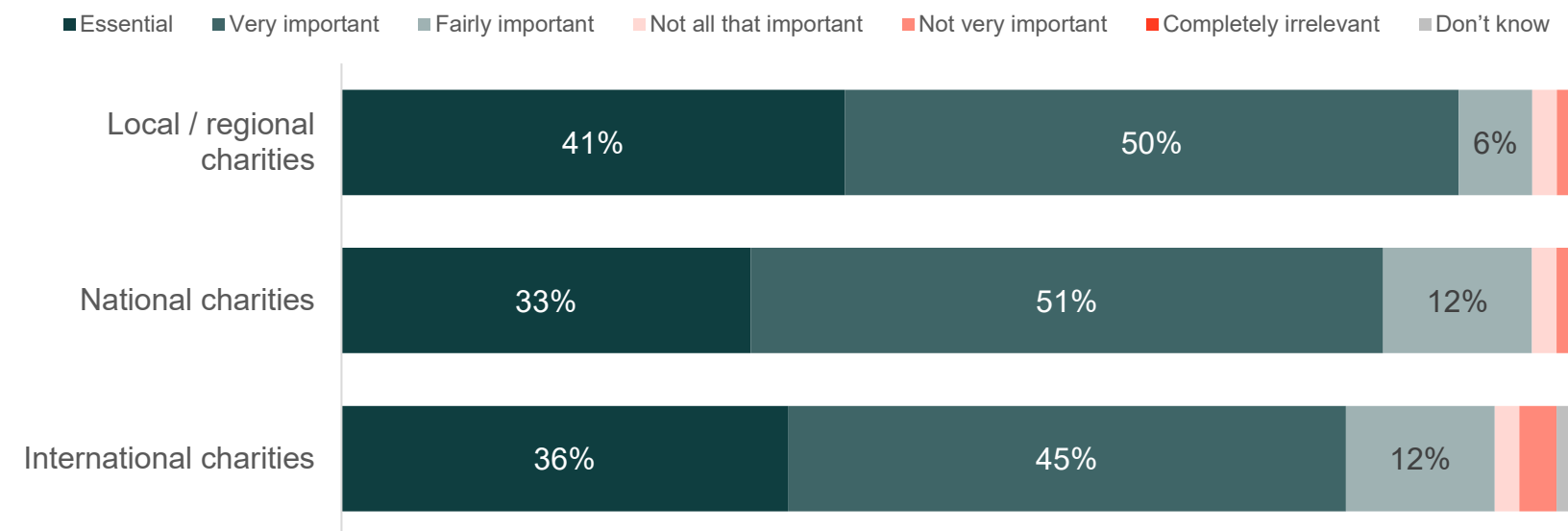
Nigerians hold charities in high-regard and appreciate their value to society.

Local charities were rated the most important across all groups.

Younger adults aged 18 to 34 showed greater appreciation for international charities, likely influenced by global exposure and digital engagement.

This mix of perspectives suggests that local relevance remains key, even as younger populations appear to favour a more global approach to charity.

How important, in general, do you believe these different types of charities are to your country's society? (All, n = 998)



Overall, the public in Nigeria gave a score of 12.4/15 for how much they value charities. This compares to a continental average of 12.20 and a global average of 10.98.

How people discover charities.

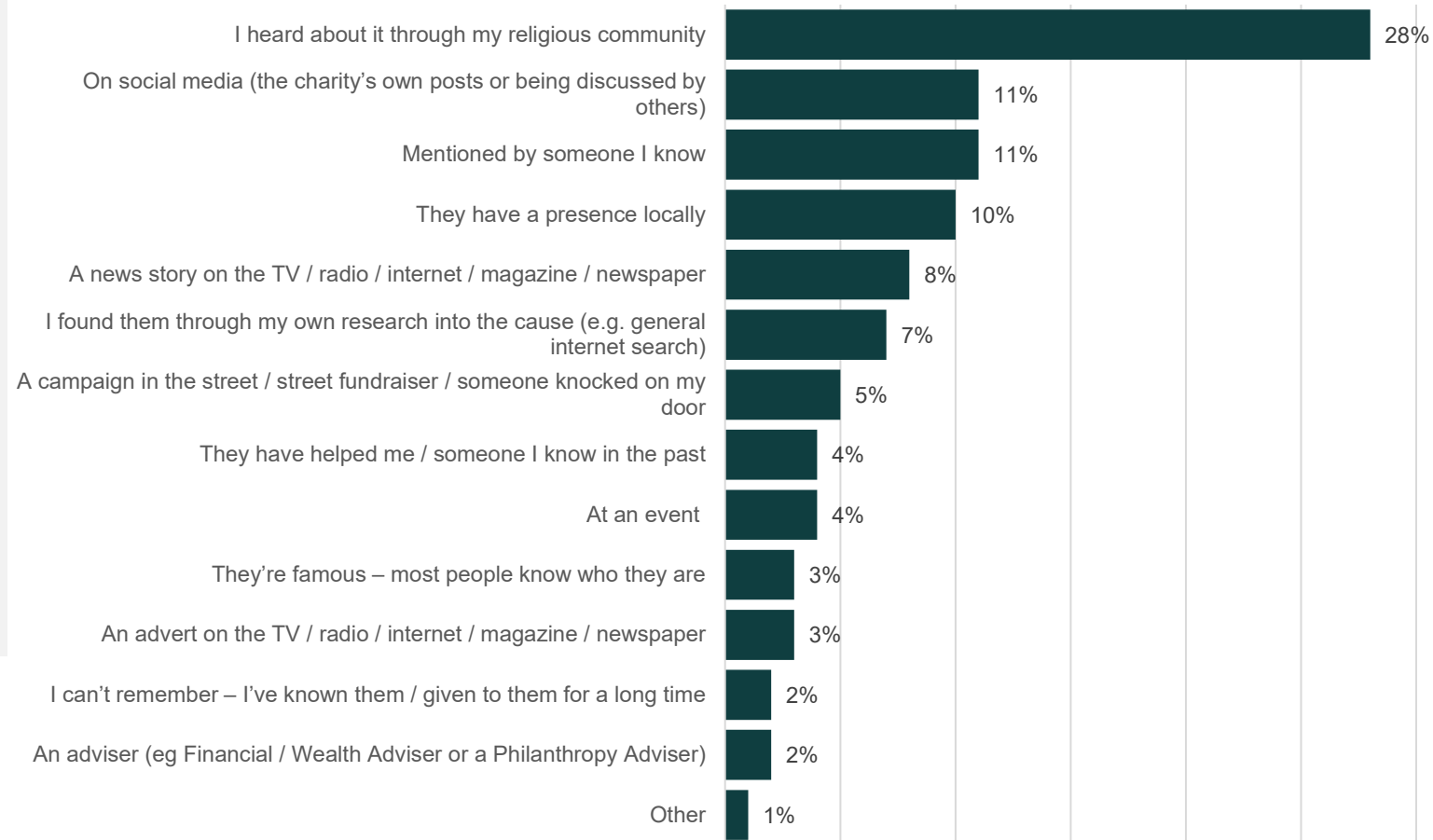
Charities in Nigeria are discovered through a blend of traditional and modern channels.

The most common way people hear about them is through their religious communities (28%), followed by social media (11%), mentioned by someone I know (11%), and they have a presence locally (10%).

Younger Nigerians are more likely to learn about charities via digital platforms or through friends, while older respondents rely on local presence and religious networks.

These patterns highlight the need for multi-channel communication strategies that reach different age and social groups where they are most engaged.

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 = 893)



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

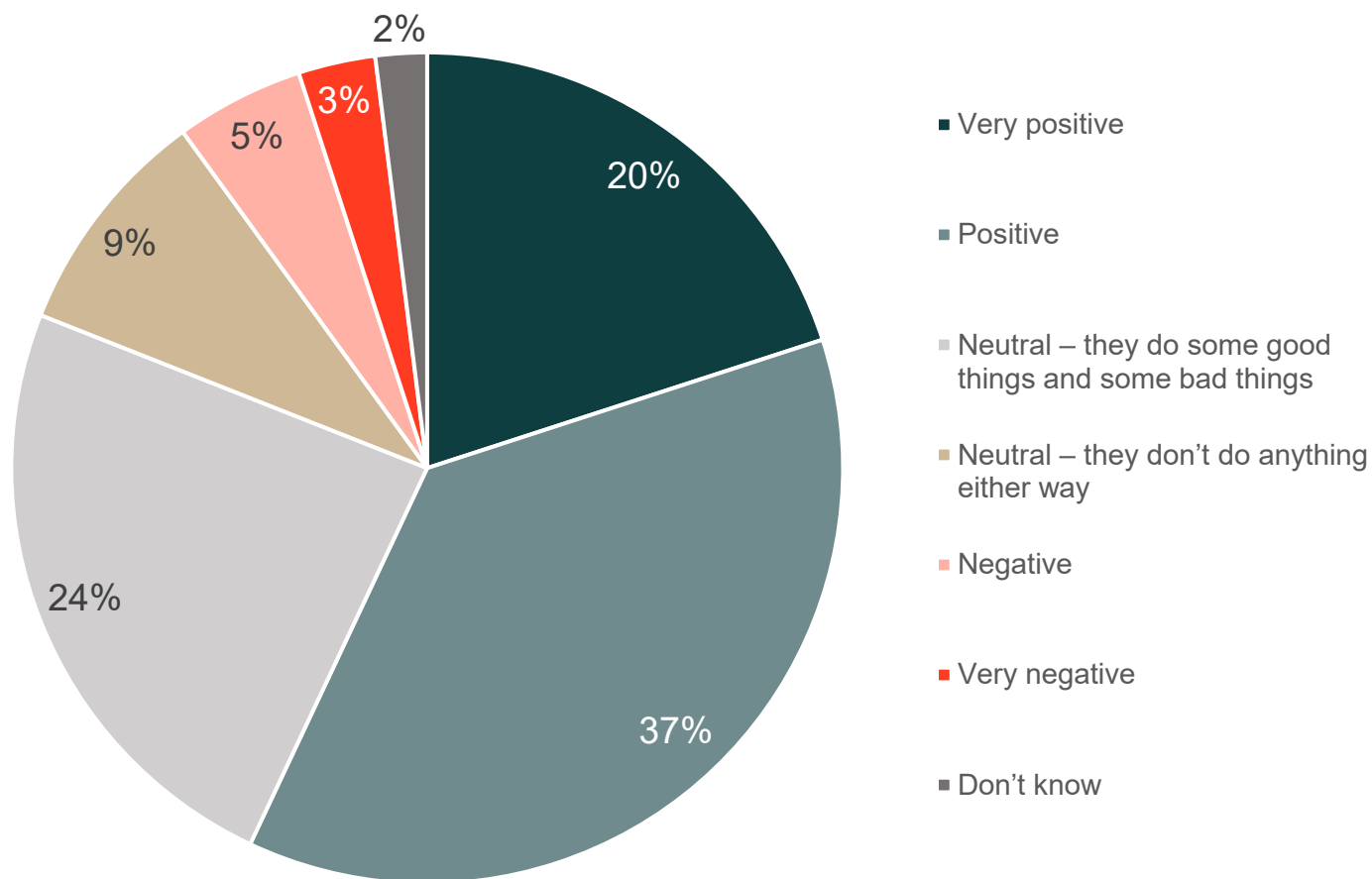
1. I heard about it through my religious community (16%)
2. On social media (13%)
3. They have a presence locally (12%)

Overall influence of government on charities.

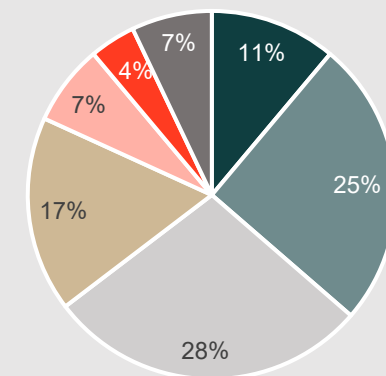
Overall, the public is positive about the Government's influence on the charity sector.

Opinion in Nigeria is slightly more positive when compared to Africa and much more positive when compared to the global average.

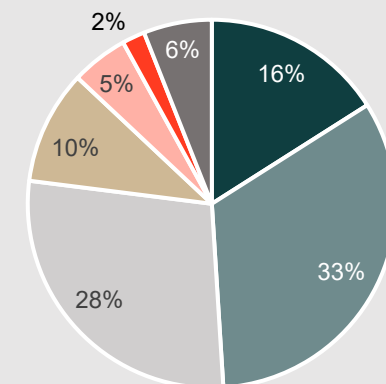
Overall, do you think the Government is a positive or negative influence on the charity sector? (All, n = 998)



Global average



Continent average



Specific opinions on the role of government.

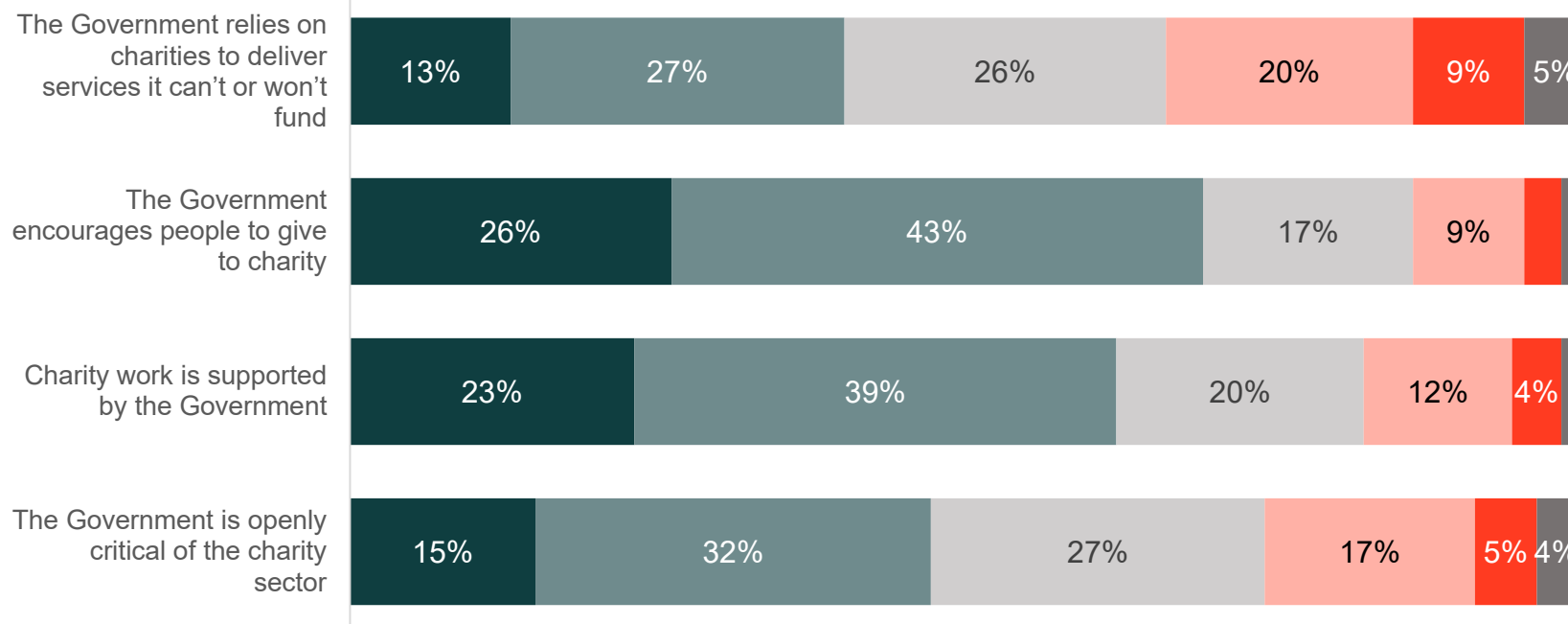
Public opinion on the Government's influence in the charity sector was generally neutral to positive.

The perception that the Government actively encourages charitable giving is not necessarily reflected in the policy and regulatory framework relating to philanthropy. In practice, gaps in those frameworks could be disincentivising charitable giving.

Bridging the gaps between perception among the general populace and policies is an interesting area for exploration by governments, CSOs and charities in Nigeria.

Do you agree or disagree with the following statements about the Government's involvement in the charity sector? (All, n = 998)

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



THANK YOU

www.worldgivingreport.org

Charities Aid Foundation registered charity number 268369

