

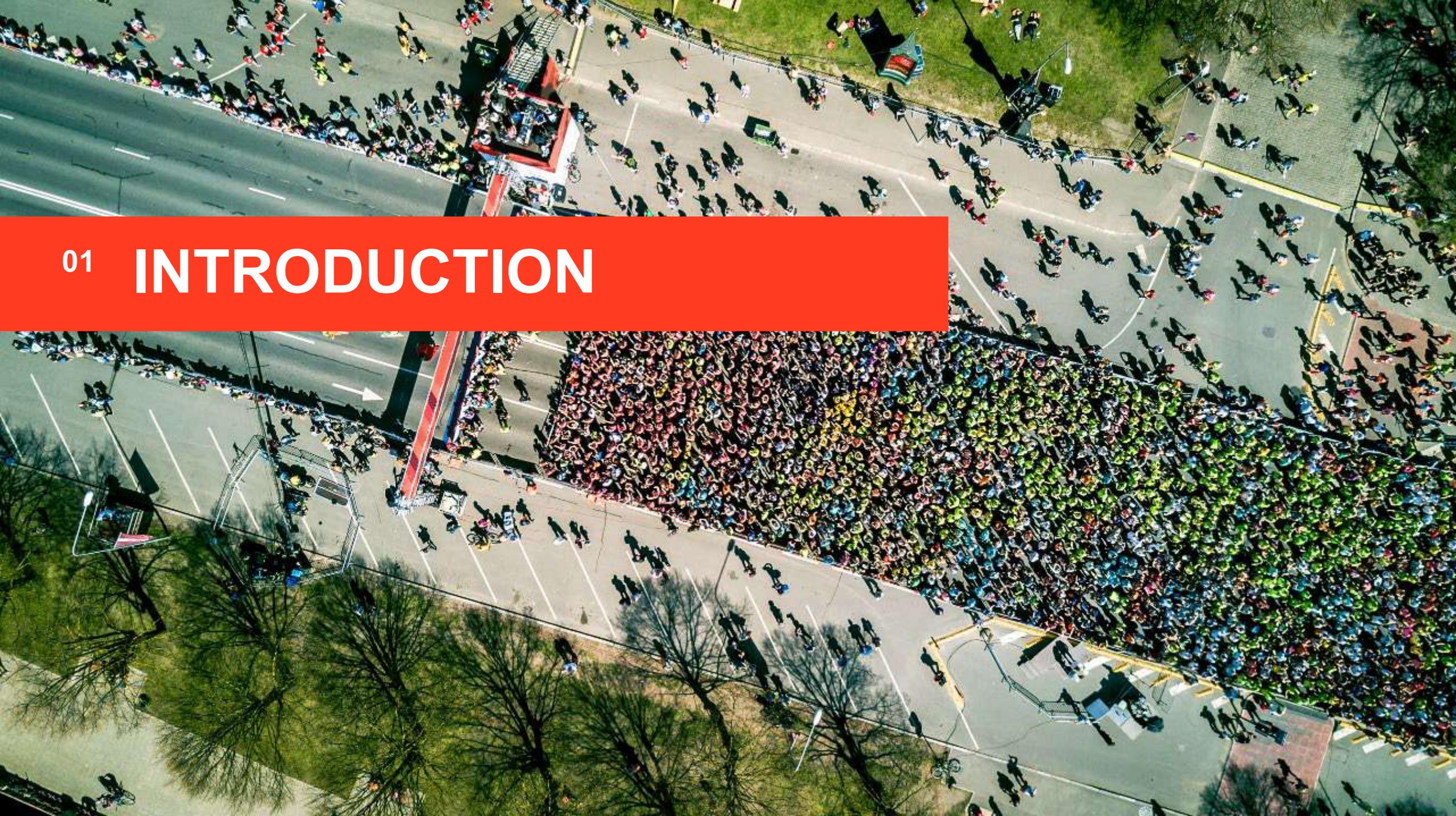
WORLD GIVING REPORT

GIVING IN MEXICO

2025

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01 INTRODUCTION

01. INTRODUCTION

Welcome

This report presents the attitudes and behaviours of the Mexican public toward giving, volunteering, and civil society engagement. It is part of the 2025 World Giving Report, a global initiative led by the Charities Aid Foundation (CAF), in collaboration with Donar Online and other regional partners working to strengthen the culture of generosity in Latin America.

The findings from Mexico reveal a dynamic, yet complex picture: a country where generosity is deeply rooted in day-to-day life, but where formal giving — both in time and money — remains inconsistent. People often give directly to individuals or communities, and view themselves as generous, yet long-term support to structured organisations remains limited. Trust in charities is moderate, and the average percentage of income donated is below global levels.

Volunteering exists, but is mostly occasional, and few people report sustained participation. Many say they would give more if they had more resources, or if they better understood how organisations work and what impact they achieve.

These results offer a valuable opportunity to reflect on how generosity can become not just a cultural trait, but a systemic driver of inclusion and change. At Donar Online, we believe in the power of civil society when it is trusted, visible, and supported by accessible technology. We hope this report sparks dialogue and shared action toward a more resilient, connected, and generous Mexico.



JUAN LAPETINI
Regional Director –
Partnerships and
Institutional Relations
Donar Online

**“Mexico sees
itself as generous
and the challenge
is to make it
lasting.”**

01. INTRODUCTION

About us

Donar Online

Donar Online exists to strengthen civil society in Latin America by making digital giving more accessible, trustworthy, and human. Since 2013, we have supported over 9,000 nonprofit organisations in Argentina, Brazil, Chile, Colombia, Ecuador, Mexico, Peru, and Uruguay.

As a leading social tech platform in the region, Donar Online enables charities to receive donations online in a secure and transparent way.

We work with individual donors, companies, and foundations to promote more effective, strategic and community-centered giving.

We provide tools, advice, and research to help nonprofits grow their supporter base, improve donor retention, and build long-term sustainability. Through partnerships, data-driven strategies, and ongoing training, we help social purpose organisations become stronger, more resilient, and more connected to their local communities.

We strengthen the Latin American social sector by connecting causes with people who want to make a difference.

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.

01. INTRODUCTION

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).

01. INTRODUCTION

Our Methodology

The results described in this report were collected as part of the World Giving Report survey in January 2025.

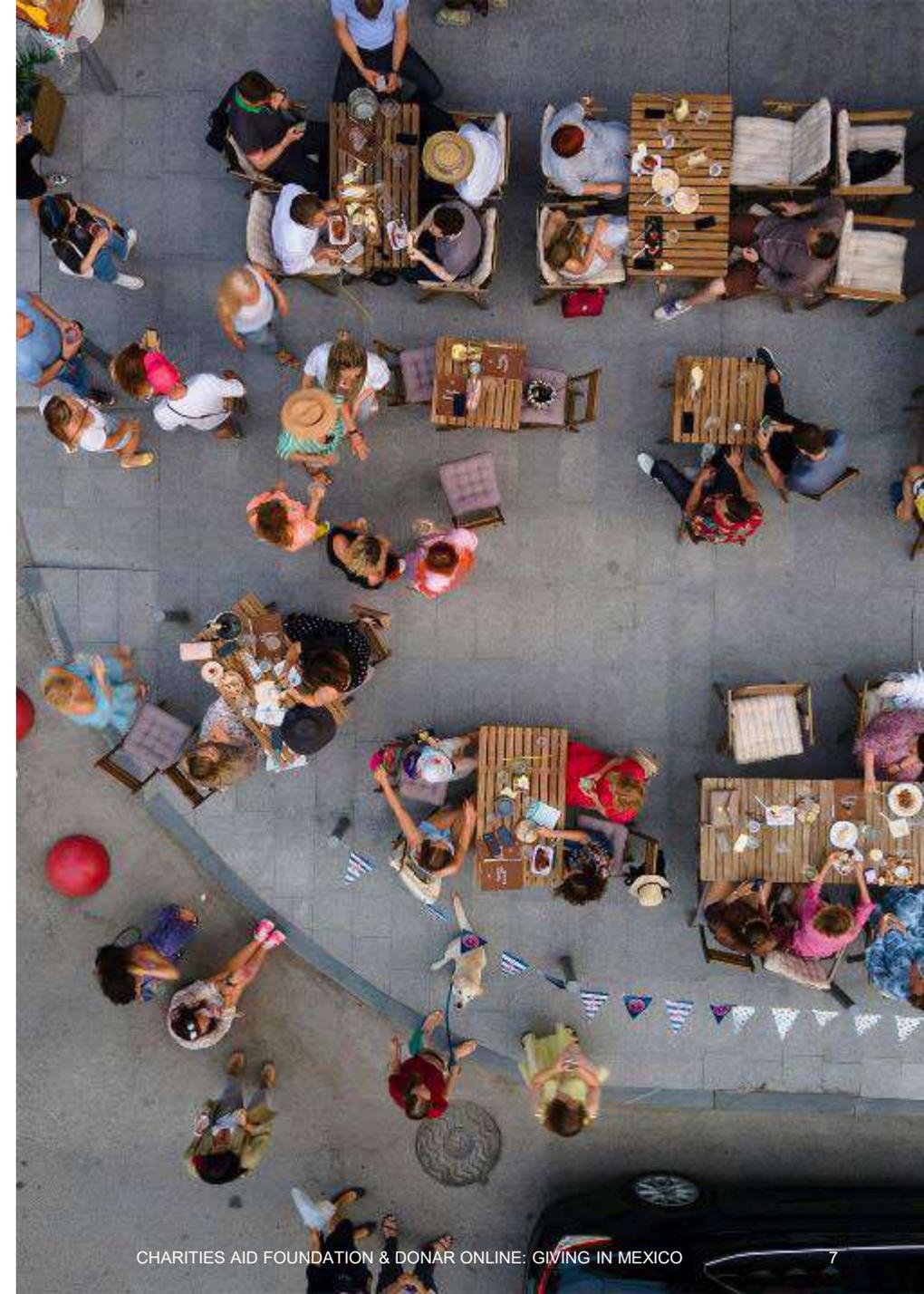
All fieldwork was conducted online by our partners, Focldata. The data was weighted, post-hoc to be representative of the population. All sample sizes are specified throughout the report, where relevant.

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 portion of the image shows the ocean with gentle waves washing onto the shore. The middle and bottom portions show a wide expanse of golden sand covered with hundreds of people and their surfboards. The surfboards are in various colors, including blue, green, red, and white, and are scattered across the beach and in the shallow water. The overall scene is one of a busy, active beach day.

02 THE GLOBAL CONTEXT

02. GLOBAL CONTEXT

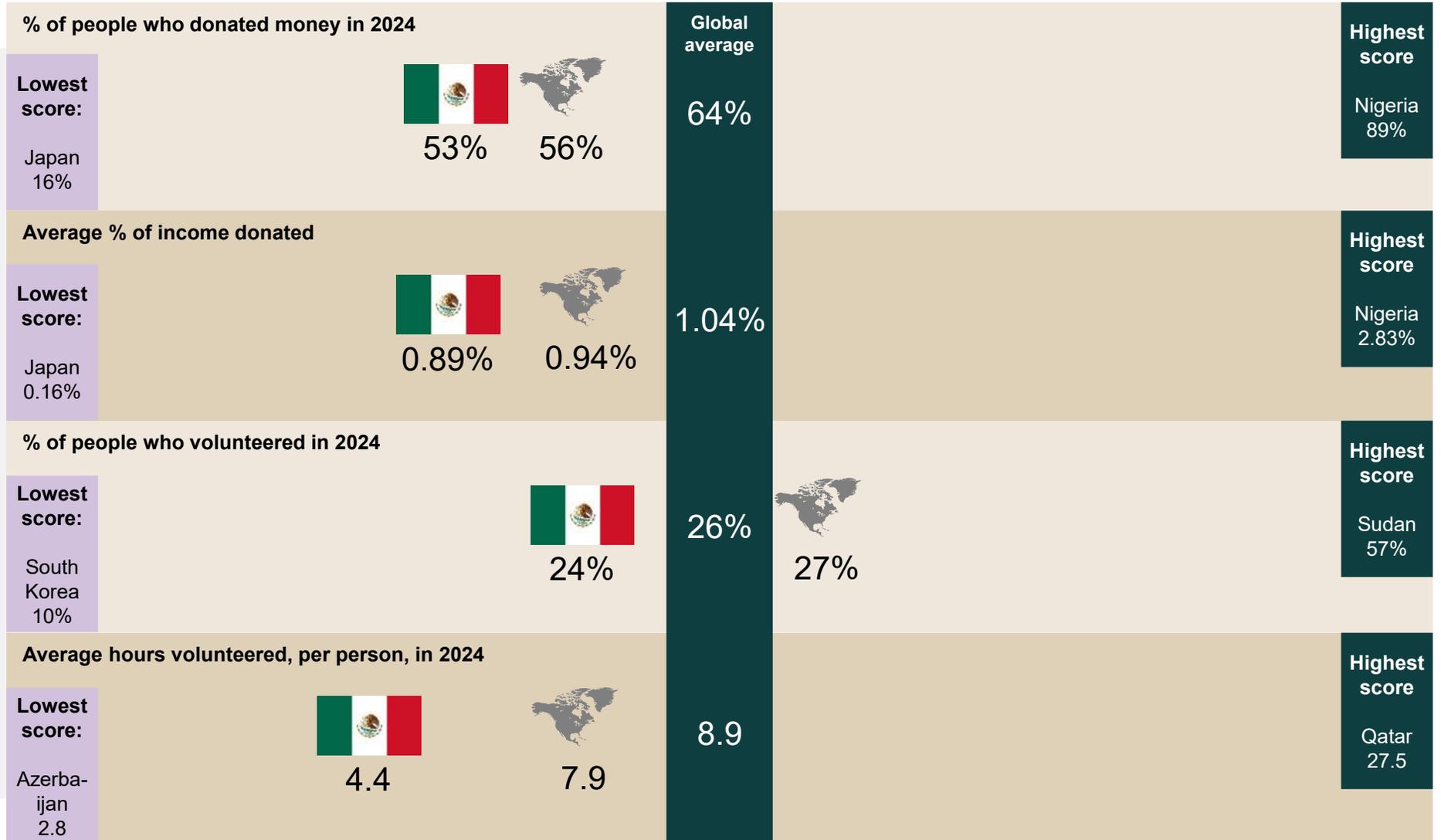
Giving money and giving time: Worldwide and within the continent.

In 2024, 53% of people in Mexico donated money, placing the country below the global average (64%) but close to the regional average (56%).

The share of income donated (0.89%) was slightly below both the global (1.04%) and continental (0.94%) averages.

24% of people volunteered, slightly under the global and regional benchmarks. However, the average number of volunteer hours (4.4) was significantly lower than both (8.9 global, 7.9 regional), suggesting that engagement was limited in duration.

Mexico demonstrates a broad willingness to give, but the challenge is to build longer-term, more sustained participation.



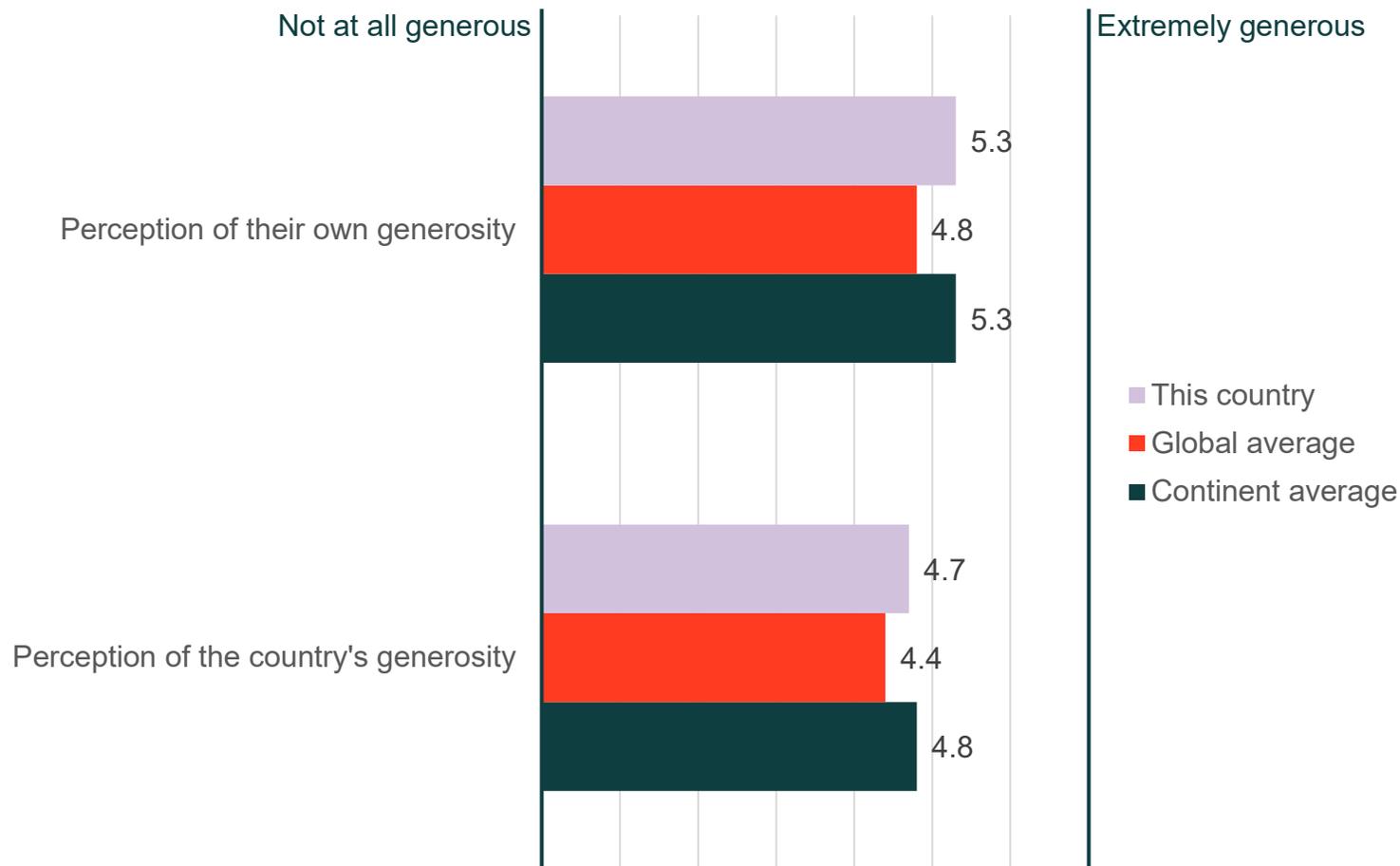
Base: All (n =1,014)

02. GLOBAL CONTEXT

Perceptions of our own generosity.

Mexico ranks 39th out of 101 countries in how generous people believe the country is, with a score of 4.7 out of 7. This is slightly above the global average.

In contrast, when evaluating their own generosity, people gave themselves a higher score (5.3) — a consistent pattern seen across countries.



Mexico ranks 39th out of 101 countries for how generous we think we are.

We are 51st in terms of the proportion of income we donate.



03 ASPECTS OF GENEROSITY

03. ASPECTS OF GENEROSITY

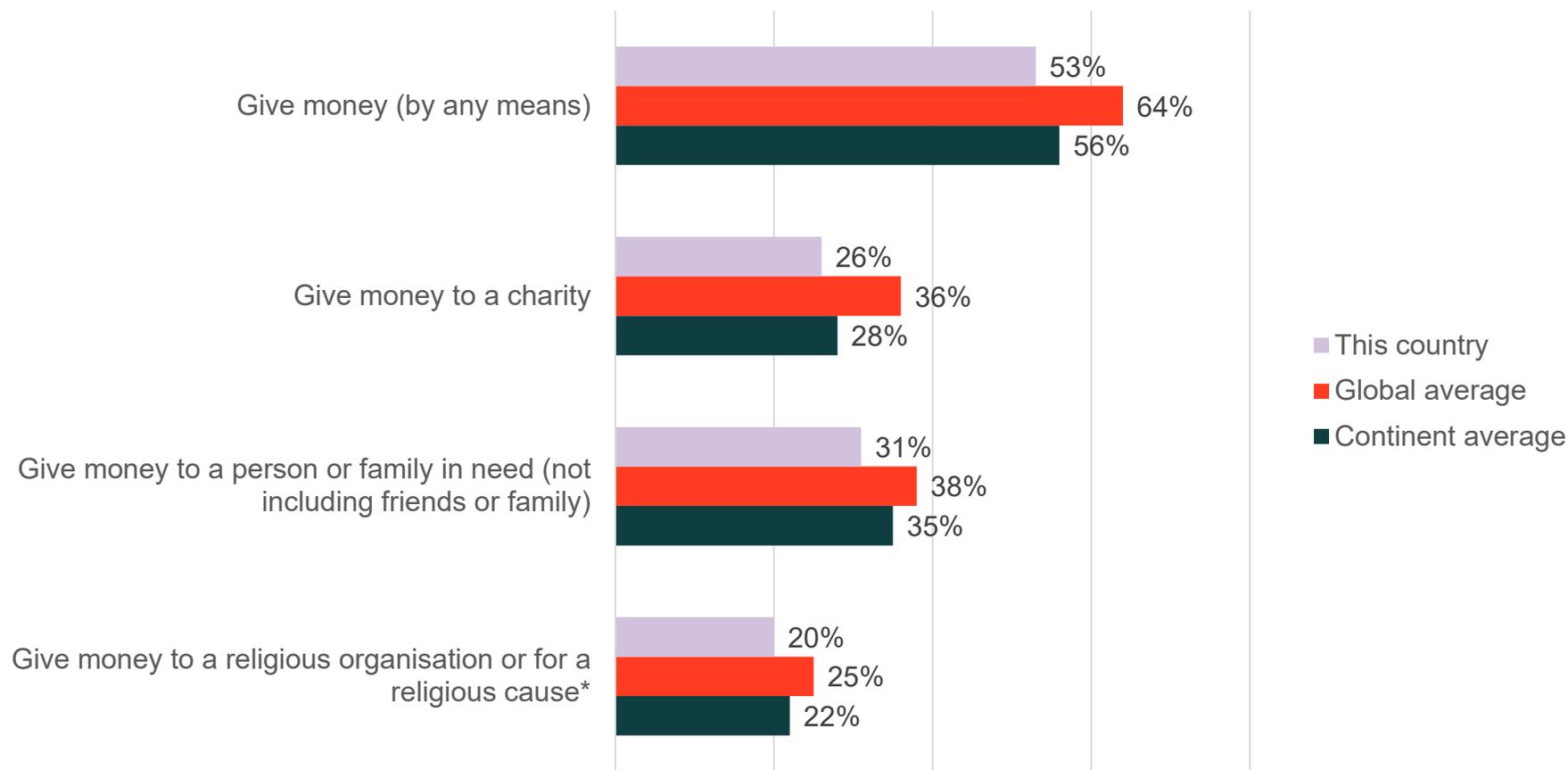
The proportion of people who give money in different ways.

In Mexico, 53% of people gave money by any means, compared to 64% globally and 56% regionally. However, only 26% donated to a charity, falling well below the global average of 36%.

Giving to individuals in need (31%) and religious organisations (20%) also remained under global benchmarks. These results confirm that informal and relational giving is more common than structured philanthropy.

To unlock greater social impact, civil society needs to build trust, relevance, and emotional connection, making institutional giving feel as direct and meaningful as informal support.

Q: During 2024, did you do any of the following? (All, n = 1,014)



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.

03. ASPECTS OF GENEROSITY

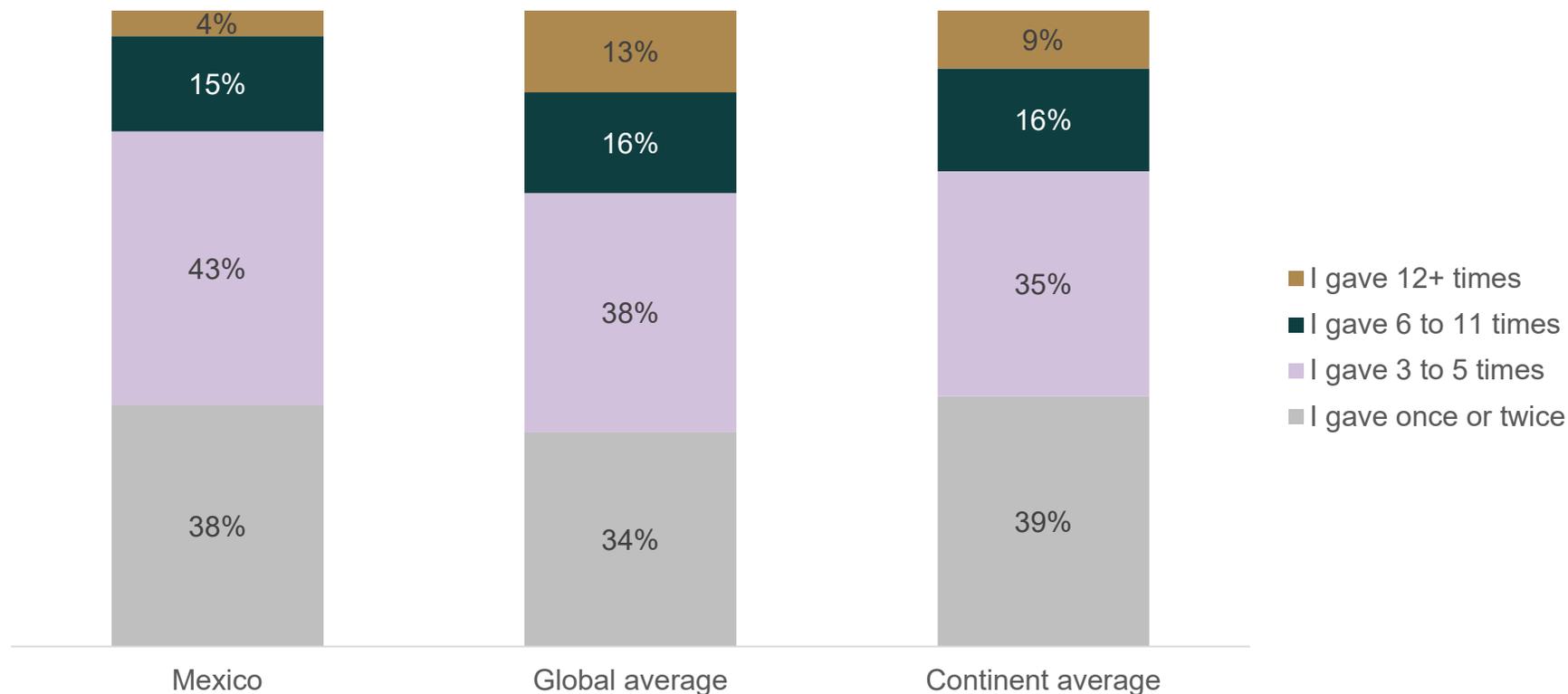
How frequently people gave.

In Mexico, donations were mostly occasional. 43% of donors gave 3 to 5 times, and 38% gave only once or twice in 2024 – both above the global and regional averages.

Only 4% gave 12 or more times, a much lower rate than the global benchmark of 13%. This confirms that giving in Mexico is mostly episodic, rather than habitual.

The opportunity lies in turning this willingness to give into recurring, sustained support, by making regular donations feel accessible and impactful.

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 = 537)



03. ASPECTS OF GENEROSITY

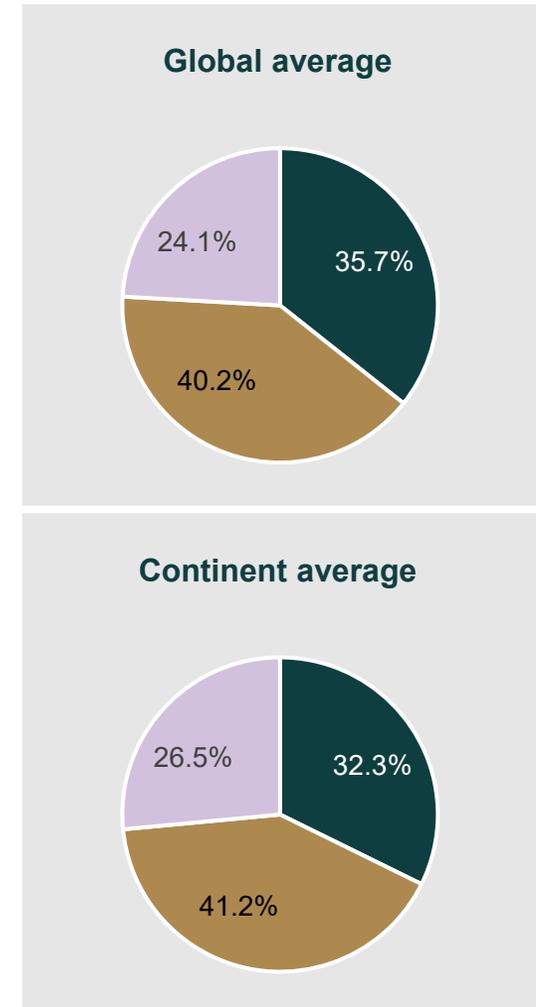
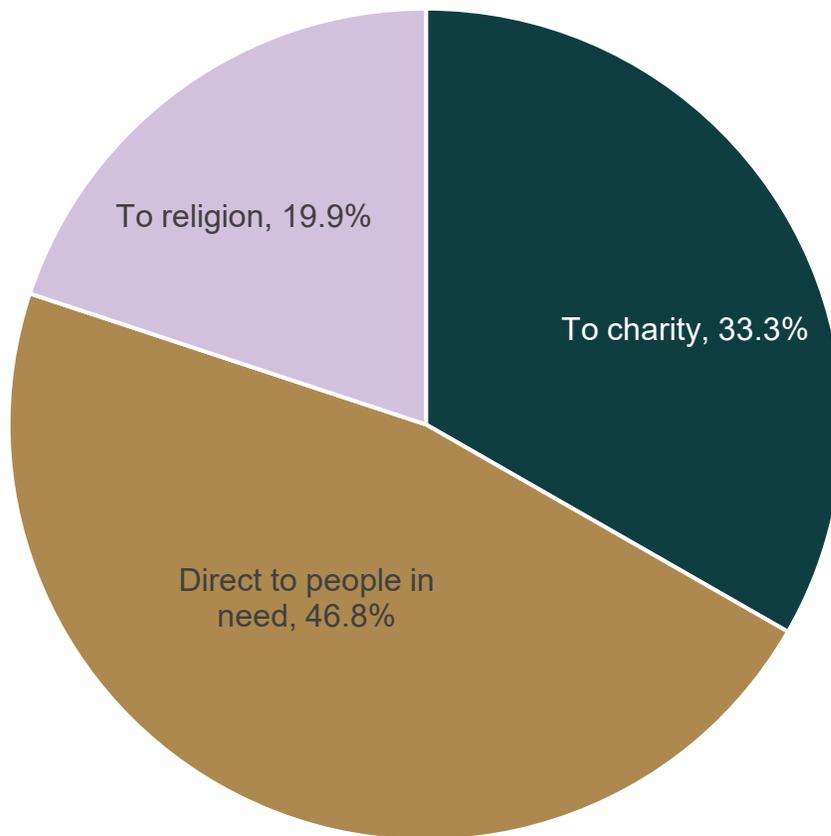
Share of donations.

In Mexico, nearly half of all donation value (46.8%) went directly to people in need – above both the global and regional averages. Donations to charities represented 33.3%, in line with other regions, while only 19.9% went to religious causes.

These figures highlight a culture of direct, person-to-person generosity, where institutional and religious channels play a secondary role.

The challenge is to channel this generosity into more structured pathways, reinforcing that giving through organisations can be just as immediate and impactful.

The share of the value of all donations made in 2024, across the three different routes. *(People who had given money, n = 537)*



03. ASPECTS OF GENEROSITY

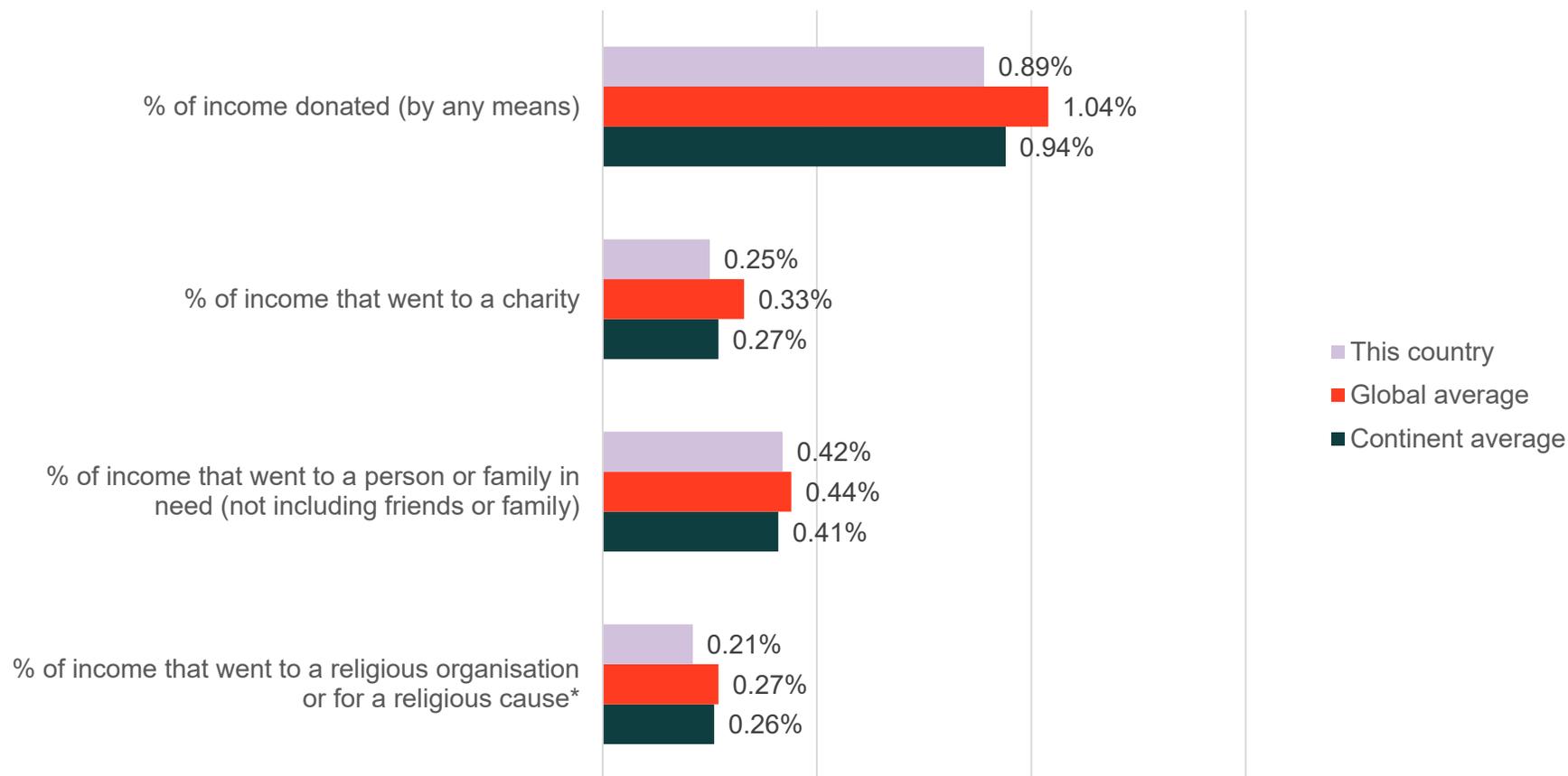
Donations as a proportion of income.

In Mexico, people donated an average of 0.89% of their income in 2024 — below the global average (1.04%) but close to the regional benchmark (0.94%).

Most of this giving went to people in need (0.42%), followed by charities (0.25%) and religious causes (0.21%). These proportions are similar to those observed across Latin America, reinforcing a pattern of modest but balanced giving.

To increase these levels, organisations must focus on building trust, showcasing impact, and making regular giving feel both possible and valuable.

The average proportion of income people gave to each of the three donation routes, and overall. (All, including those donating zero, n = 1,014).



*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'.

03. ASPECTS OF GENEROSITY

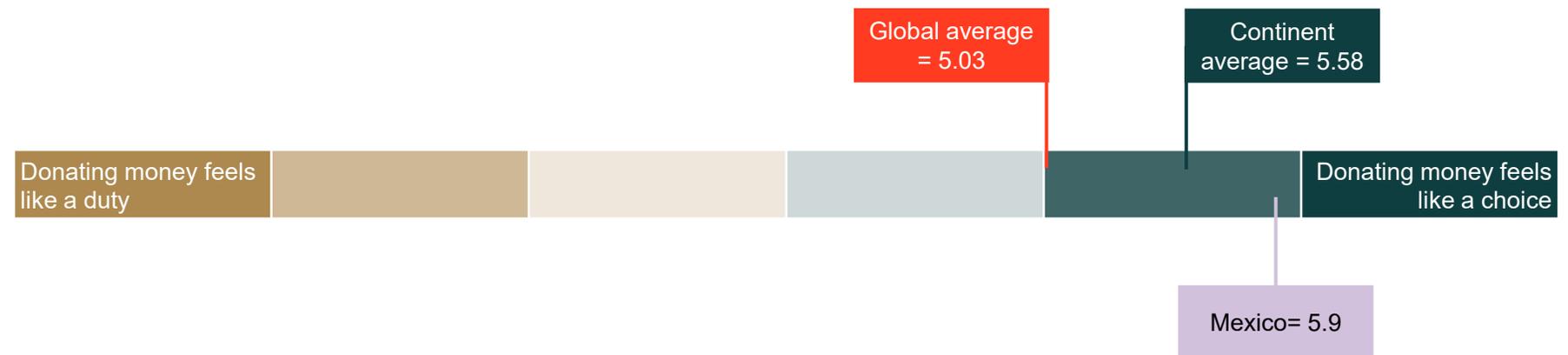
How people feel about giving money.

Giving in Mexico feels far more like a choice than a duty.

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.

This is far less present in Mexico and may go some way to explaining the relatively low levels of generosity.

The average score when people were asked how donating money feels.
(People who had given money, $n = 537$).



03. ASPECTS OF GENEROSITY

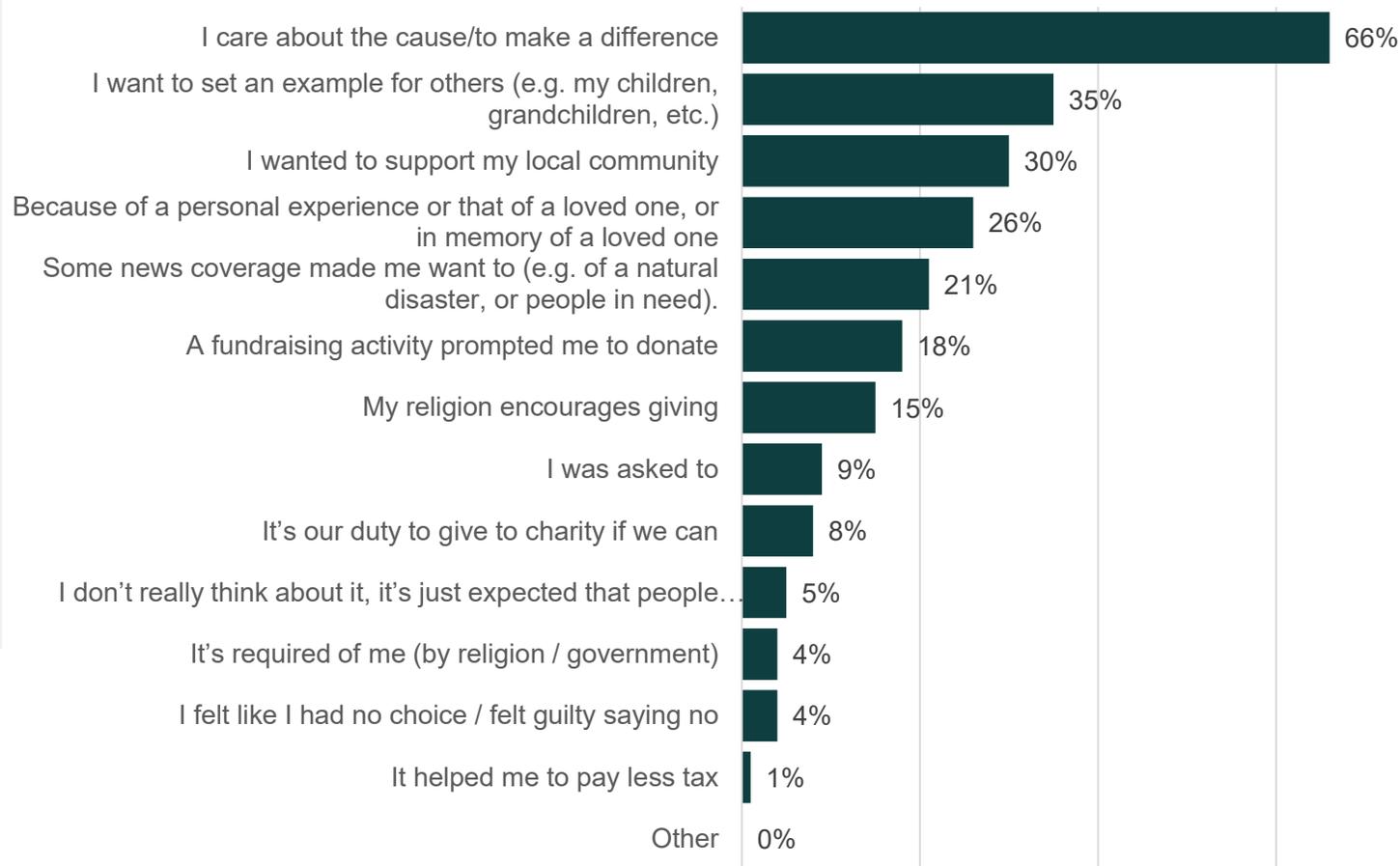
Reasons for giving money.

In Mexico, the leading reason for giving was “I care about the cause” (66%), followed by “I want to set an example” (35%) and “I want to support my local community” (30%).

Emotional and value-driven motivations ranked much higher than obligation-based reasons. Only 15% cited religion, and just 8% felt it was a duty.

This highlights a culture where personal conviction and social identity play a stronger role than institutional or normative pressures — an opportunity to frame giving around impact, empathy, and community pride.

Which of the following, if any, are reasons that you gave away money in 2024?
(People who had given money, n = 537).



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 (68%)
2. I wanted to support my local community (33%)
3. I want to set an example for others (33%)

03. ASPECTS OF GENEROSITY

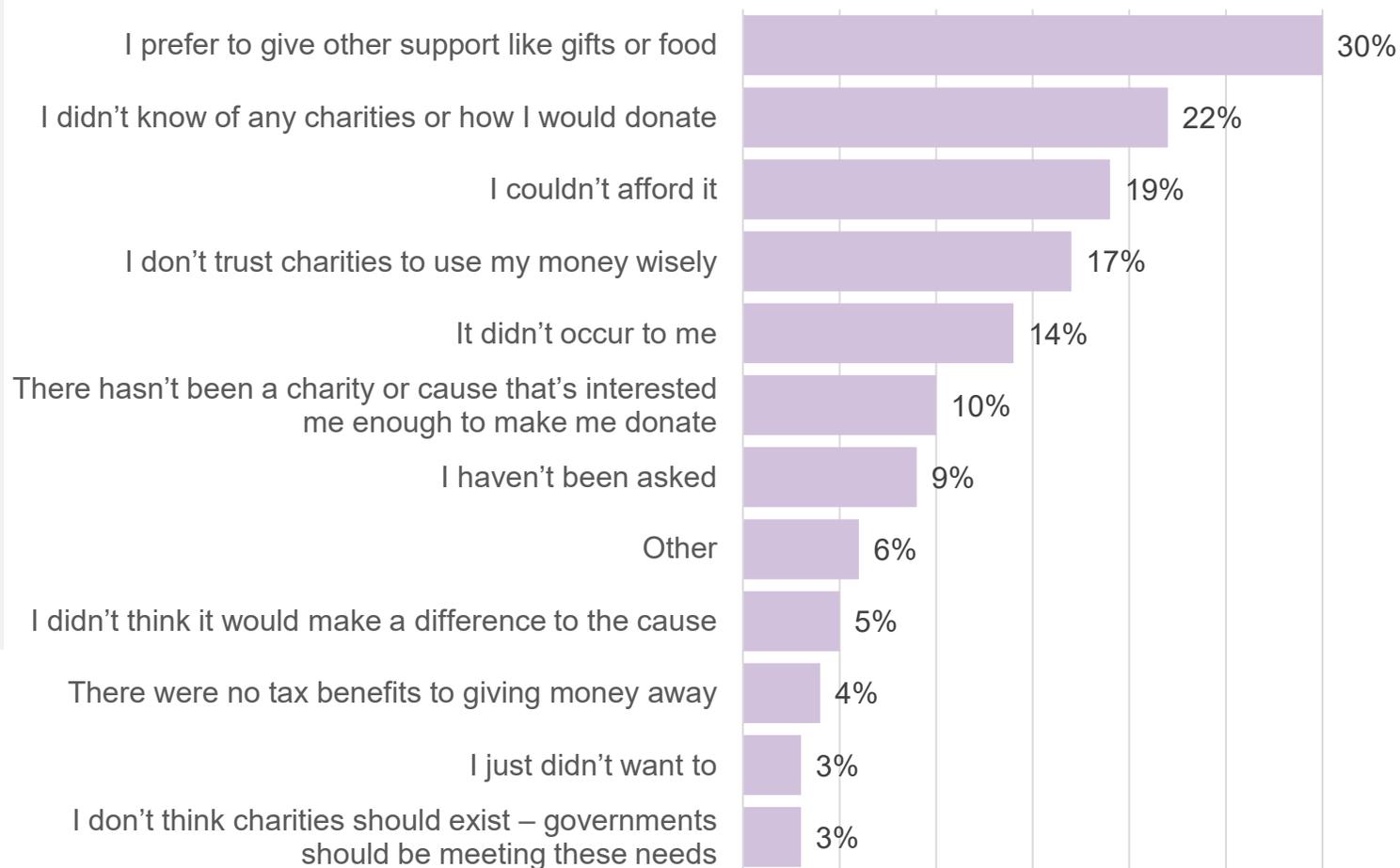
Reasons for not giving money.

The most common reason for not giving in Mexico was a preference for other types of support like gifts or food (30%), followed by lack of awareness about how or where to donate (22%), and not being able to afford it (19%).

Trust also emerged as a barrier: 17% said they don't trust charities to use money wisely. These figures suggest that informality, lack of connection, and limited access continue to shape giving behaviours.

Expanding the reach of charities and offering clear, trustworthy and accessible options could help overcome these obstacles.

What would you say are the main reasons that you did not give money away in 2024? (People who had not given money, n = 477).



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 (27%)
2. I prefer to give other support like gifts or food (26%)
3. I didn't know of any charities or how I would donate (15%)

03. ASPECTS OF GENEROSITY

What would increase donations?

The top reason why people in Mexico said they would donate more is having more money available (49%). Close behind were knowing more about the results and impact of a charity (41%) and understanding how a charity is run (34%).

This shows that both economic and informational gaps influence donation behaviour. Many people want to give — they simply lack resources or clarity about where their money goes.

Bridging this gap means making impact and operations more visible and relatable, while keeping giving simple and accessible.

The top three reasons that would make the respondent likely to give more money, goods or time to charities in 2025. (All, n = 1,014)

49%

Having more money myself

41%

Knowing more about the results and impact that a charity has

34%

Knowing more about how a charity is run

03. ASPECTS OF GENEROSITY

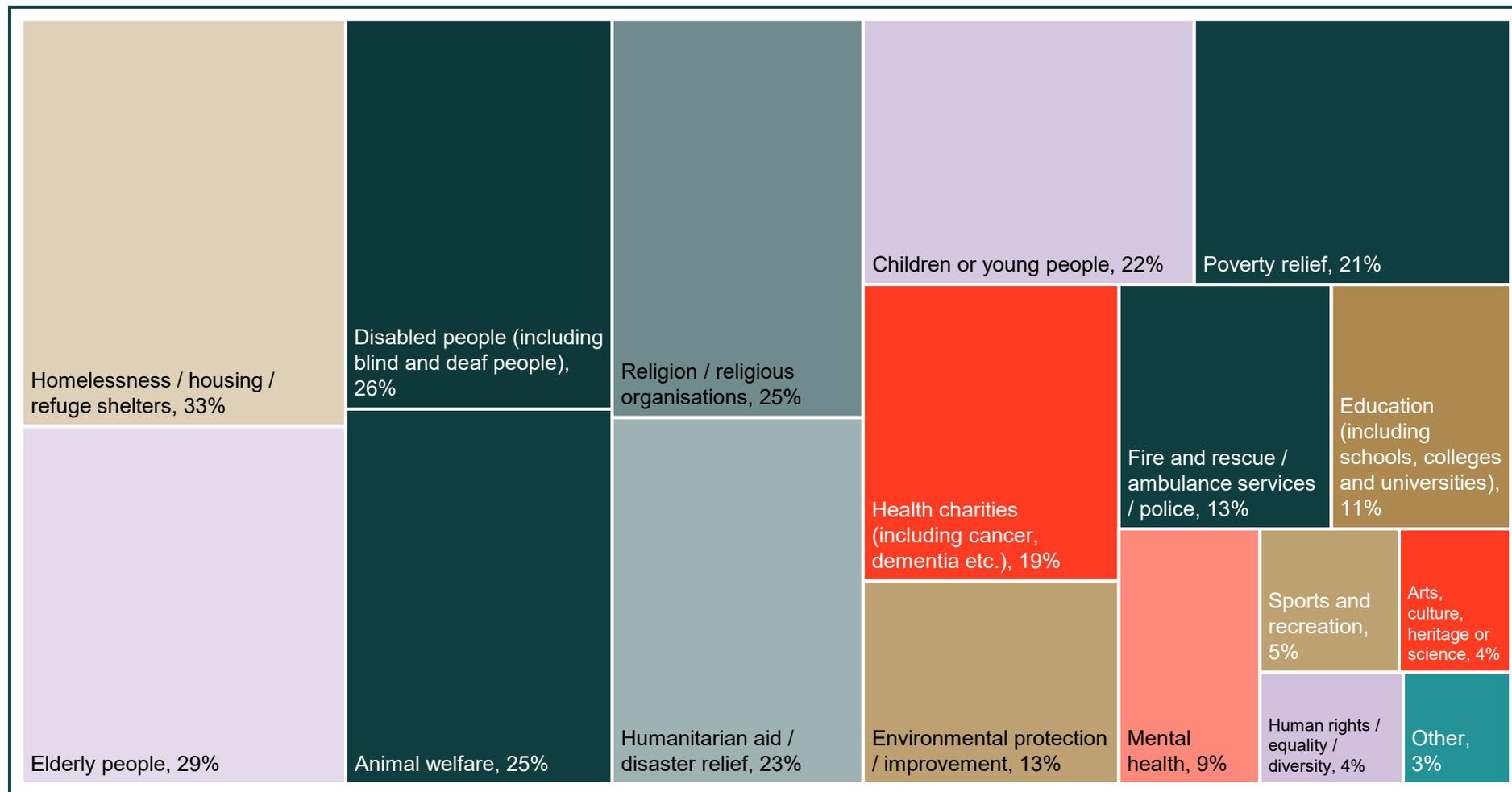
The causes people support through donating.

Mexicans supported a wide range of causes with their donations in 2024. The top ones were homelessness (33%), elderly people (29%), and people with disabilities (26%).

More specialised areas like mental health, the arts, and human rights received much less attention.

This reflects a giving culture focused on basic needs, proximity, and vulnerability — offering an opportunity to increase support for underfunded but vital sectors.

Which cause(s) did you give money to in 2024? (People who had given money, n = 537)



03. ASPECTS OF GENEROSITY

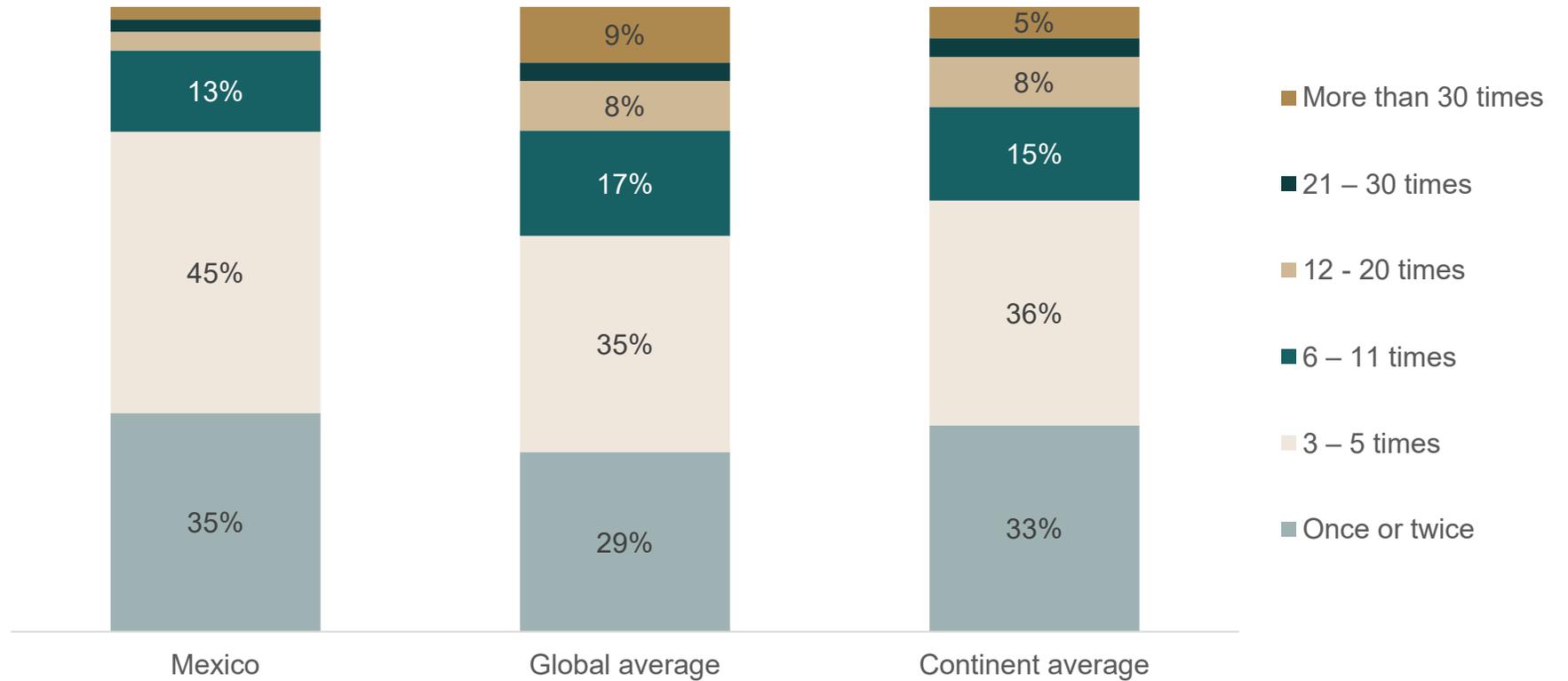
Frequency of volunteering, per person.

In Mexico, 80% of volunteers contributed only 1 to 5 times in 2024 — a much higher share than global and regional averages. Only 2% volunteered more than 20 times, compared to 11% globally.

These figures suggest that volunteering in Mexico is mostly occasional and episodic, rather than sustained. This may reflect limited time, opportunities, or organisational structures to support long-term engagement.

To build a stronger volunteer culture, organisations must offer flexible, meaningful and consistent opportunities that match people’s time and values.

How often did you do unpaid, voluntary work in 2024 that benefitted people other than your family or friends? *(Those who volunteered, n = 242)*



03. ASPECTS OF GENEROSITY

Average time spent volunteering, per person.

In 2024, people in Mexico spent an average of 4 hours and 30 minutes volunteering, a figure well below the global (9 hours) and regional (8 hours) averages.

This number includes people who did not volunteer at all, highlighting how low participation rates bring down the national average.

Encouraging first-time volunteers and providing entry-level opportunities can help raise this average, turning good intentions into regular, meaningful action.

4 hours **30** minutes

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

(All, n = 1,014) [nb – this is overall, so includes all those who did nothing within the average]

9 hours

Global average

8 hours

Continent average

03. ASPECTS OF GENEROSITY

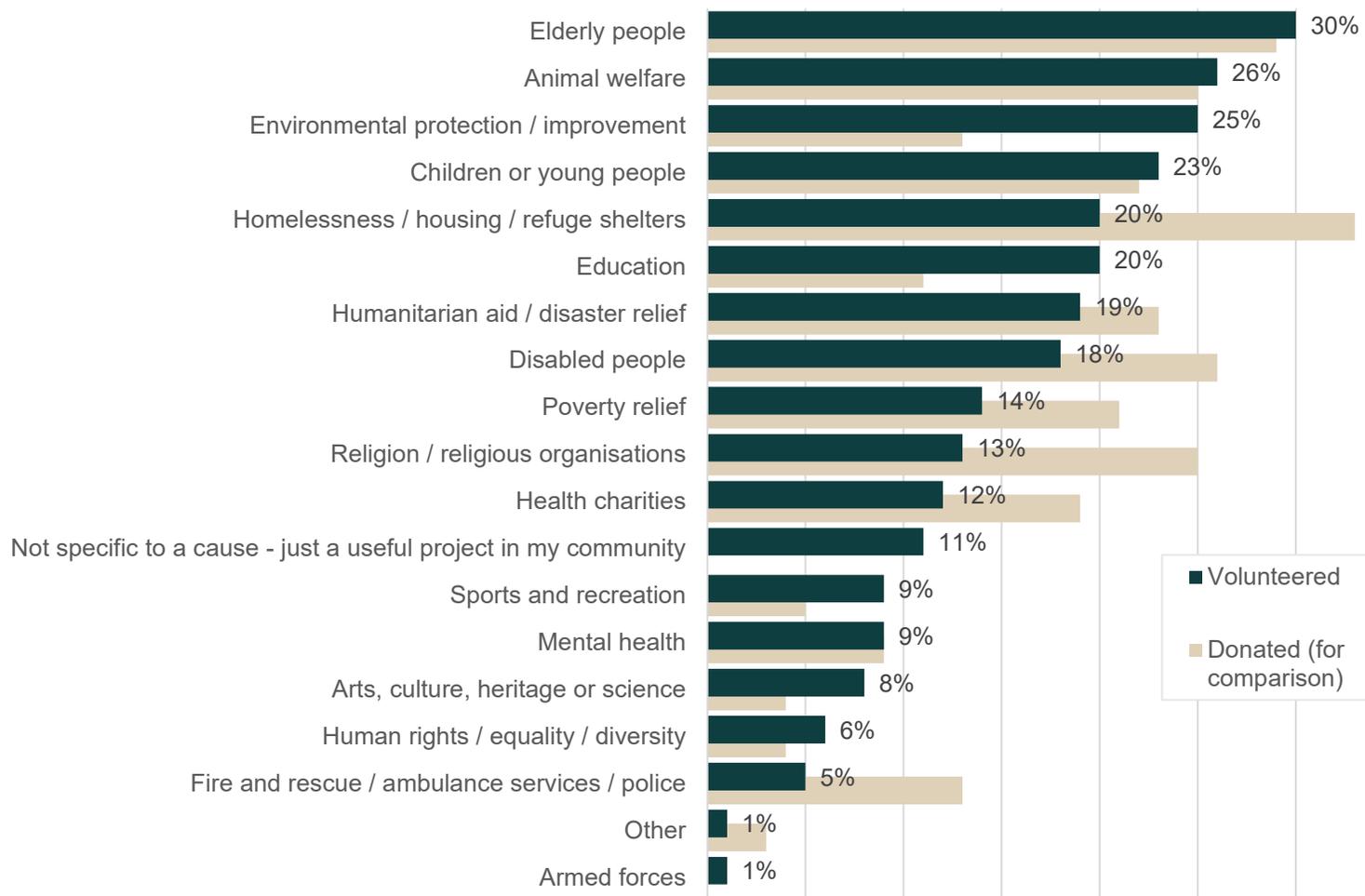
The causes people supported through volunteering.

In Mexico, people volunteered most often for elderly care (30%), animal welfare (26%), and environmental protection (25%) — all higher than donation rates for the same causes.

Notably, causes like education, mental health, and arts had stronger representation through volunteering than financial support. Meanwhile, religious organisations, while highly supported through donations, drew fewer volunteers.

This suggests that volunteering may be guided more by personal interest and hands-on engagement, while donations reflect tradition or social expectation.

Which cause(s) did you do unpaid voluntary work for in 2024? (People who had volunteered, n = 242)



03. ASPECTS OF GENEROSITY

How helpful people are to others.

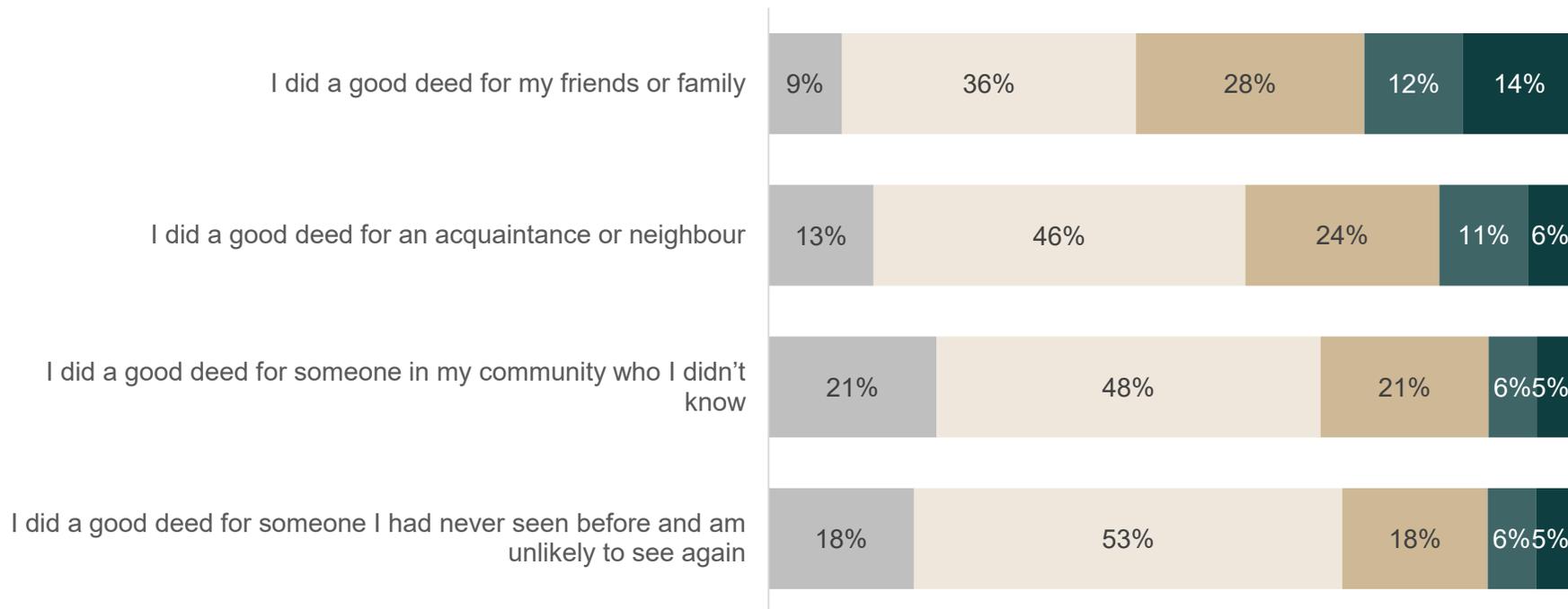
In Mexico, 54% of people did a good deed for friends or family at least three times in 2024, and 41% helped an acquaintance or neighbour with similar frequency.

When it came to strangers, the vast majority had helped at least once.

These findings suggest that solidarity is frequent and not just reserved for close relationships, which may serve as a cultural base for strengthening community-based initiatives.

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 = 1,014)

■ I didn't do this in 2024 ■ Once or twice in 2024 ■ 3 to 5 times in 2024 ■ 6 to 11 times in 2024 ■ 12+ times in 2024





04 PERCEPTIONS OF CIVIL SOCIETY

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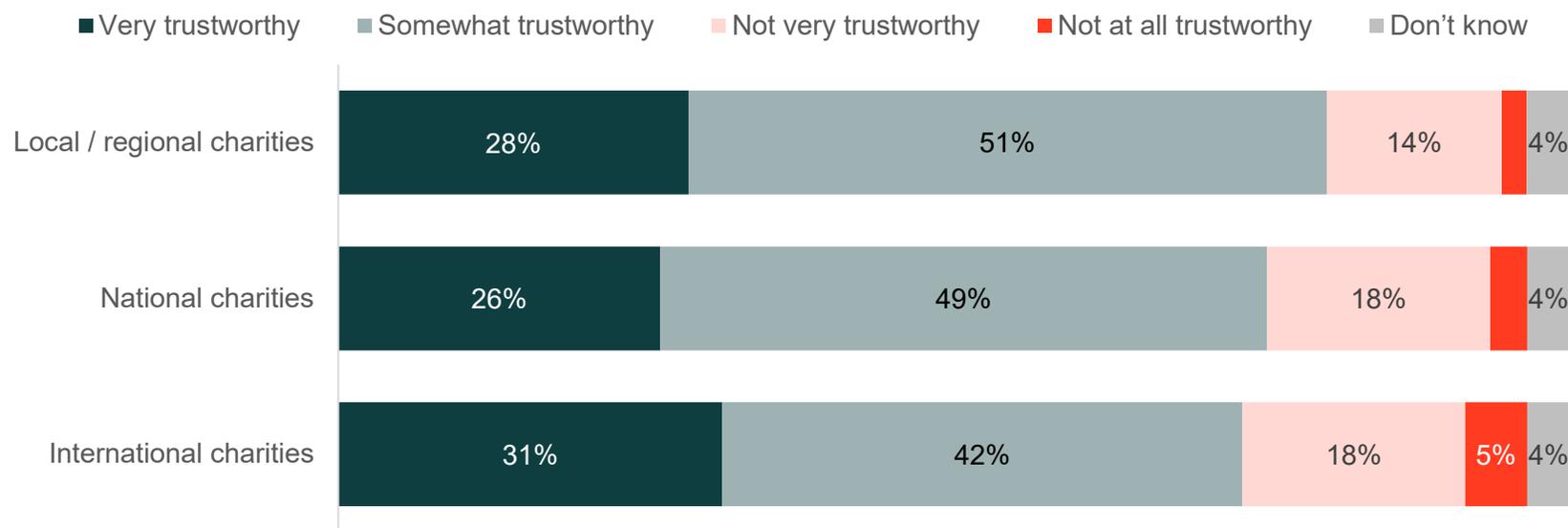
How much the public trusts charities.

In Mexico, public trust in charities (9.2 / 15) is just below the continental average (9.47) and nearly aligned with the global score (9.22).

Local and regional charities received the highest trust levels, with 28% of respondents saying they were “very trustworthy” and 51% saying “somewhat trustworthy.” In contrast, national and international charities faced a bit more scepticism, especially at the “not very” or “not at all” trustworthy levels.

These findings suggest that closeness and familiarity are central to building credibility, and that organisations working nationally or internationally need to invest in visibility, transparency, and local connection.

How trustworthy do you tend to find each of these types of charities? (All, n = 1,014)



Overall, the public in Mexico have a score of 9.2/15 for how much they trust charities. This compares to a continental average of 9.47 and a global average of 9.22.

04. PERCEPTIONS OF CIVIL SOCIETY

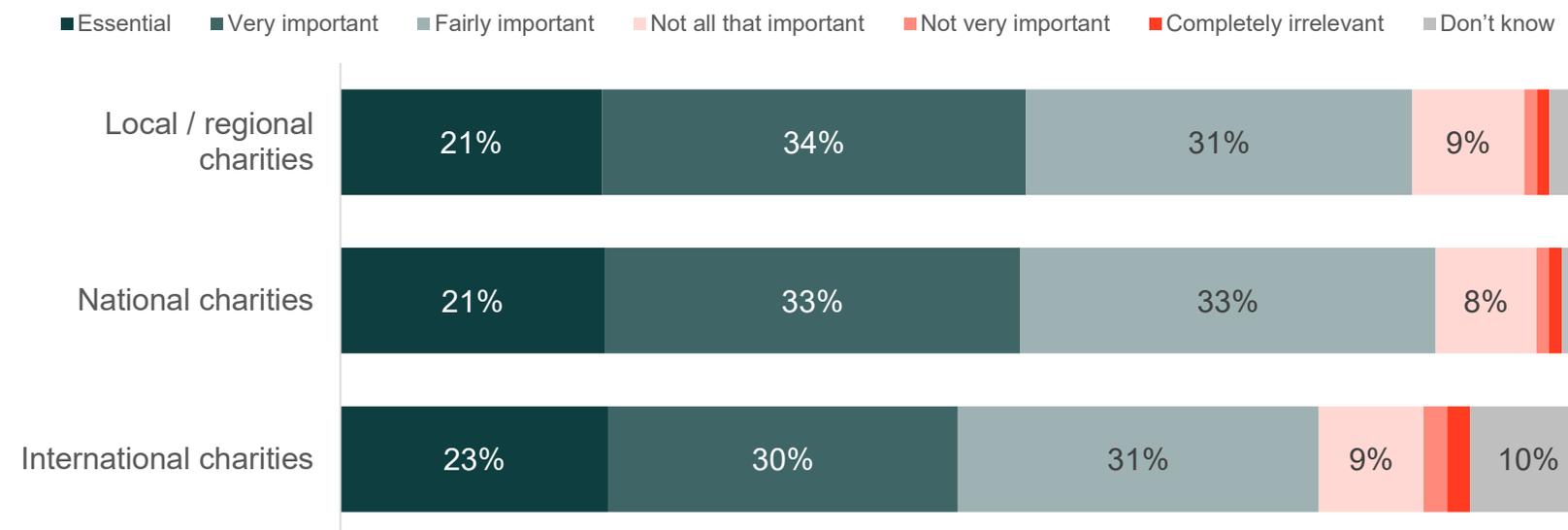
The perceived importance of charities to society.

In Mexico, people rated the importance of charities with an average score of 10.7 out of 15, slightly below both the continental average (11.05) and the global average (10.98).

Local and national charities were equally valued, with 21% of respondents considering them essential and roughly one-third calling them very important. However, international charities received a higher share of “essential” ratings (23%), but also faced the highest levels of perceived irrelevance.

These results reflect a moderate but fragmented perception of the sector’s societal value. To enhance their relevance, charities must clearly communicate their contributions and reinforce their legitimacy at both local and global levels.

How important, in general, do you believe these different types of charities are to your country’s society? (All, n = 1,014)



Overall, the public in Mexico have a score of 10.7/15 for how much they value charities. This compares to a continental average of 11.05 and a global average of 10.98.

04. PERCEPTIONS OF CIVIL SOCIETY

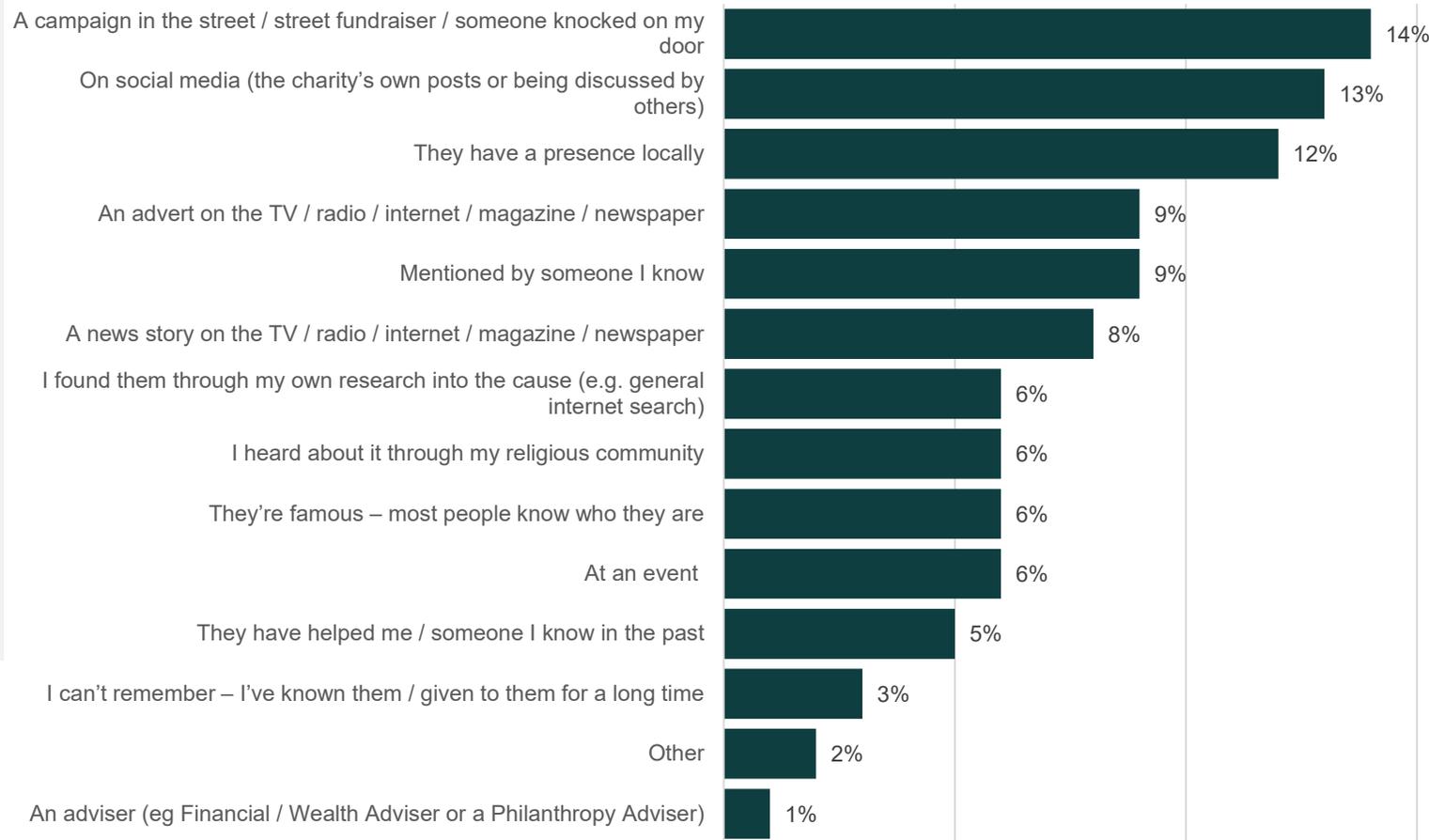
How people discover charities.

The most common way people found the last charity they donated to was through a street campaign or door-to-door fundraiser (14%), followed closely by social media (13%) and local presence (12%).

Traditional advertising and personal recommendations both accounted for 9%, while fewer people discovered organisations through news coverage, their own research, or events.

These findings reflect the importance of high-visibility, low-barrier channels, whether physical or digital, and the continued influence of word-of-mouth and proximity in charitable discovery.

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 = 537)



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. On social media (13%)
2. They have a presence locally (12%)
3. A campaign in the street / street fundraiser / someone knocked on my door (10%)

04. PERCEPTIONS OF CIVIL SOCIETY

Overall influence of government on charities.

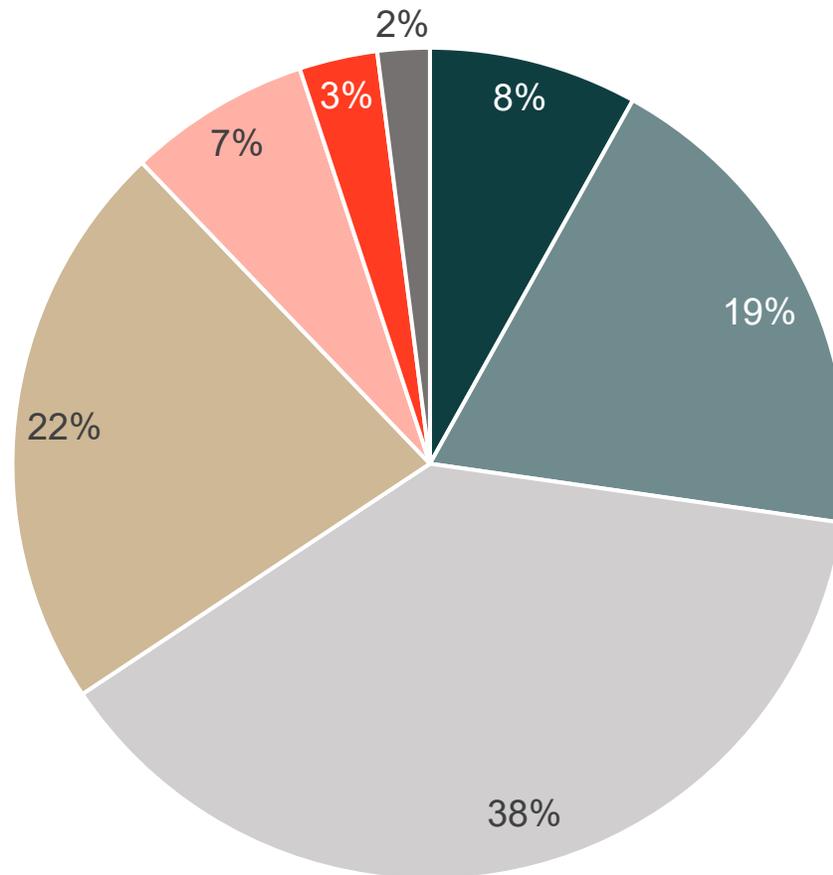
Public opinion appears cautious when it comes to government influence on the charity sector.

While 27% rated the impact as positive or very positive, the majority leaned toward neutrality: 38% said the Government does both good and bad, and 22% felt it does little either way.

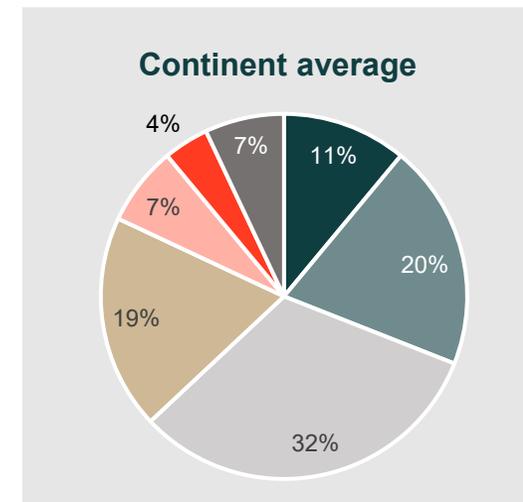
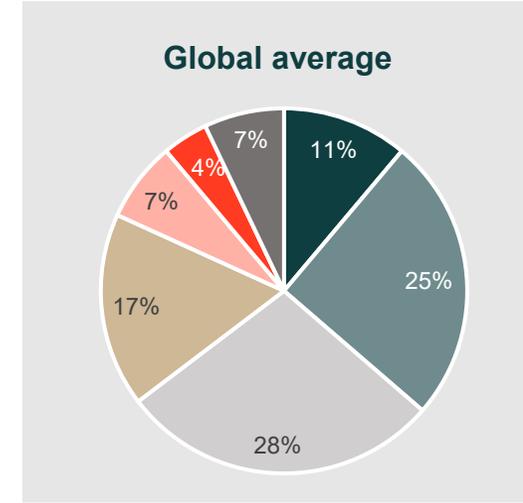
Only 10% perceived the influence as negative or very negative, which is lower than global and continental averages, suggesting frustration, but not overt conflict.

These findings show a need for clearer policies, consistent support, and greater articulation between public institutions and civil society — particularly to move the sector beyond tolerance and into meaningful partnership.

Overall, do you think the Government is a positive or negative influence on the charity sector? (All, n = 1,014)



- Very positive
- Positive
- Neutral – they do some good things and some bad things
- Neutral – they don't do anything either way
- Negative
- Very negative
- Don't know



04. PERCEPTIONS OF CIVIL SOCIETY

Specific opinions on the role of government.

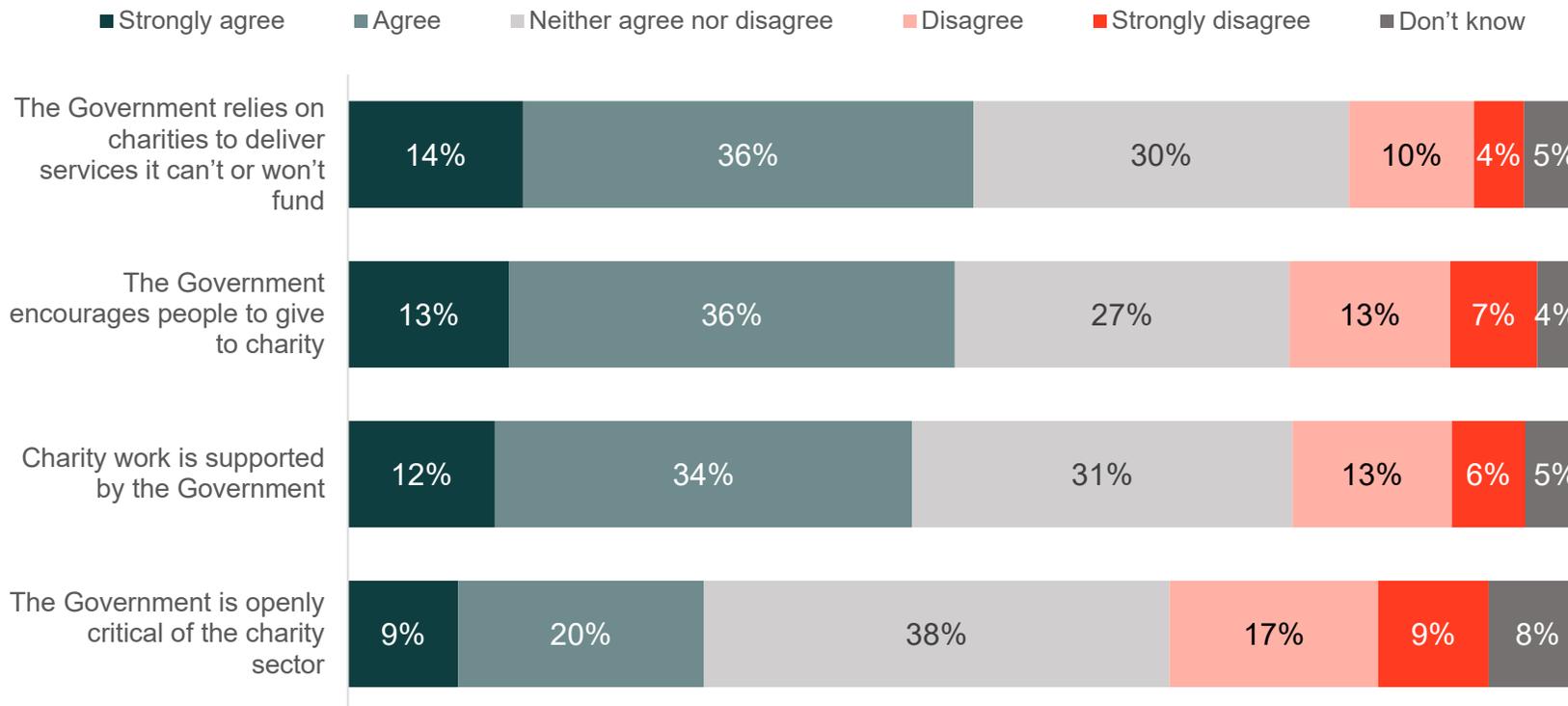
Public opinion shows a nuanced and, at times, sceptical view of how the Government interacts with the charity sector.

A combined 50% agreed that the Government relies on charities to deliver services it cannot or will not fund, suggesting recognition of structural gaps in public provision.

Support and encouragement, however, appear weaker. Only 49% agreed that the Government encourages giving, and 46% believed charity work is supported institutionally — both with sizeable shares of disagreement.

Together, these responses highlight the need for greater policy coherence, dialogue, and shared agendas.

Do you agree or disagree with the following statements about the Government’s involvement in the charity sector? (All, n = 1,014)



04. CONCLUSIONS

Reimagining how Mexico gives

The findings of this report shed light on the complexity of generosity in Mexico.

While the willingness to help is culturally embedded — visible in daily gestures, informal giving, and collective solidarity — formal engagement with civil society remains irregular, fragmented, and often undervalued.

Many people consider themselves generous, and in practice they often are: through spontaneous acts, support to individuals, or participation in moments of crisis.

But this generosity still rarely translates into long-term commitment with organisations that channel impact sustainably and collectively.

At Donar Online, we believe in the power of consistent generosity — generosity that is **intentional, informed, and interconnected**. Civil society is not just

a safety net; it is a builder of trust, participation, and systemic change.

To move forward, we must strengthen the bridges between people and causes. That means better communication, transparent results, inclusive technology, and legal frameworks that make it easier — and more rewarding — to give.

This report is not just a snapshot. **It is a call to action and a shared opportunity to imagine how Mexico gives — and how, together, we can help generosity thrive.**



Photo by Artem Podrez via Pexels

THANK YOU

www.worldgivingreport.org

Charities Aid Foundation registered charity number 268369

