

WORLD GIVING REPORT

MEXICO — CHARITY INSIGHTS

2025

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A high-angle, close-up photograph of a group of young children, likely of Southeast Asian descent, smiling and making peace signs (V-signs) with their hands. The children are gathered closely together, with some in the foreground and others slightly behind. They are wearing casual clothing, including a white shirt, a striped shirt, and a red shirt. The background shows a reddish-brown tiled wall and a rough, textured ground. The overall mood is joyful and positive.

01 INTRODUCTION

Welcome.

This report provides a snapshot of the current state of charitable organizations in Mexico. It is the result of our collaboration with the Charities Aid Foundation (CAF) and forms part of the World Giving Report 2025.

Earlier this year, CAF published ‘Giving in Mexico’, focused on the generosity of the general public with their time and money. Now, this new report looks at the state and resilience of the third sector based on insights from 171 organizations across the country.

The findings reveal a sector with a long history, strong social participation, and local and national presence, dedicated primarily to children and young people, health, poverty relief, and education. Organizations play a vital role in addressing pressing social needs and strengthening the social fabric. However, they face challenges, such as ensuring financial sustainability, navigating a shrinking civic space, recruiting and retaining staff, and demonstrating their contribution effectively.

For civil society in Mexico, these findings underline the need to communicate the sector’s work more clearly and transparently, improve access to resources, and expand cross-sector collaboration. At Cemefi, we are committed to addressing these and other issues by fostering collaborations, strengthening organizational capacities and amplifying knowledge and tools that enable charities and other institutions to enhance their resilience and contribution.



**Ana María Sánchez
Rodríguez**

Director of Philanthropy and
Services, Cemefi

**“The findings reveal
a sector with a long
history, strong social
participation, and
local and national
presence”**

About us.

Cemefi

The Mexican Center for Philanthropy (Cemefi) is a cross-sector collaborative community of organizations, businesses, and individuals committed to advancing social responsibility, philanthropy and citizen participation for fair social change. Founded in 1988 as a space for dialogue and collective action, Cemefi has grown into a network that connects and strengthens diverse actors across sectors.

With more than 1,500 members — including foundations, associations, universities, companies, and individuals — and over 5,000 users of its services, Cemefi provides a platform for collaboration. It also works with 19 allied organizations in 21 states across Mexico, supported by over 70 collaborators and 130 volunteers in its governing bodies.

Cemefi enables knowledge creation and exchange, develops tools for organizations and enterprises' measurement and evaluation, convenes initiatives, strengthens capacities and fosters synergies. Through these efforts, it seeks to amplify the contribution of social actors and advance shared causes with a sense of responsibility and solidarity.

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 organizations around the globe.

As a leading charity operating in the UK, US and Canada, alongside an international network of partners, CAF works at the center of the giving world. We collaborate 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 organizations 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 captures the public's attitudes and behaviours around giving in 101 countries across the world and — working with local partners — the state of the charity landscape in 27 of these countries.

- This report is one of 16 country-specific Charity Insights reports and is produced by CAF in partnership with leading social purpose organizations around the world.
- You can access all our global and country-specific insights — from both donors and charities — at: www.worldgivingreport.org

Our methodology.

The results described in this report were collected as part of the Charity Landscape aspect of the World Giving Report between March and June 2025.

All fieldwork was conducted by CAF's co-author of this report. Partners reached out to charities in their countries with an online survey. Sometimes, the partners encouraged responses by conducting telephone or face-to-face interviews and simultaneously (or subsequently) completing an online response that accorded to the answers given in person. Surveys were available in the predominant local language or English.

The sample collected is an indicative snapshot of charity perspectives in this country as, in most cases, there is no data on the sample universe with which to guide any sampling or post-hoc weighting.

A note on 'Charity'

Across the report, we use the words 'charity' and 'charities' to represent any organization that works to try and improve issues that are affecting individuals, communities, animals or the natural environment, and society as a whole.

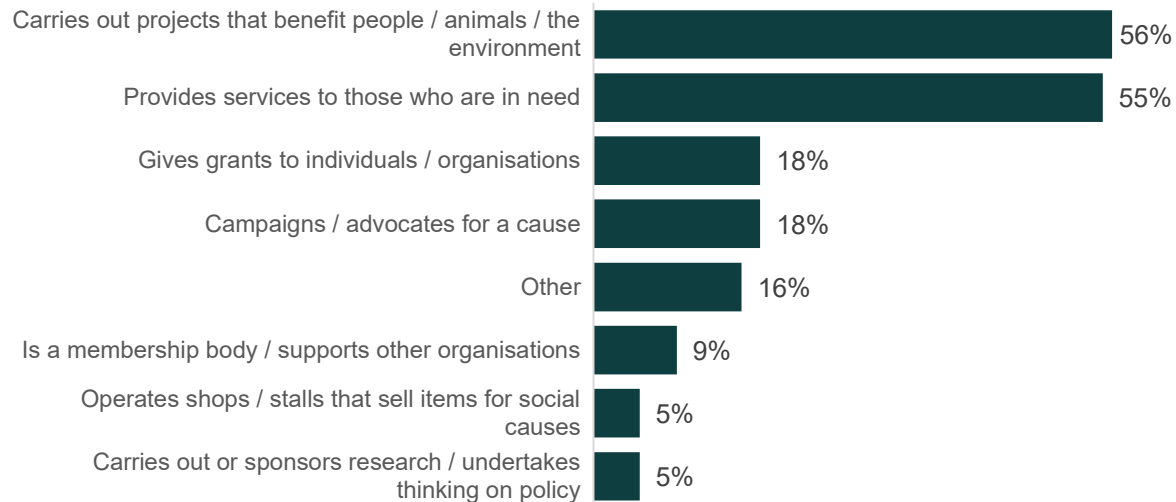
In doing so, we recognize that these terms and their definitions differ around the world, with this type of organization also described as: non-governmental organizations (NGOs), non-profit organizations (NPOs), community organizations, social purpose organizations, associations and other names.

www.worldgivingreport.org

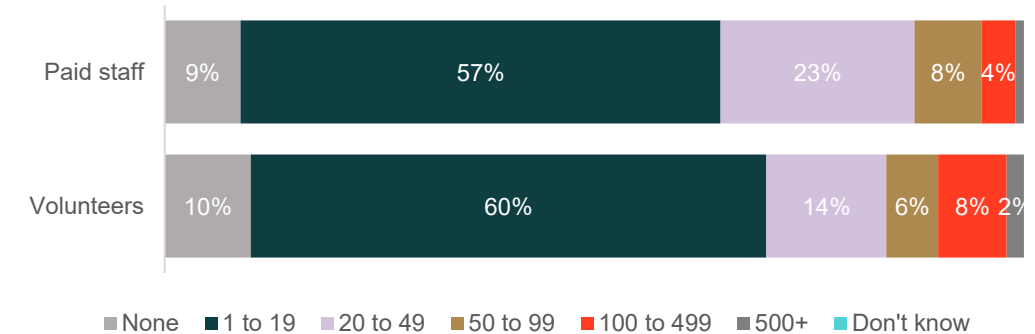


The organizations in the sample: 171 in total.

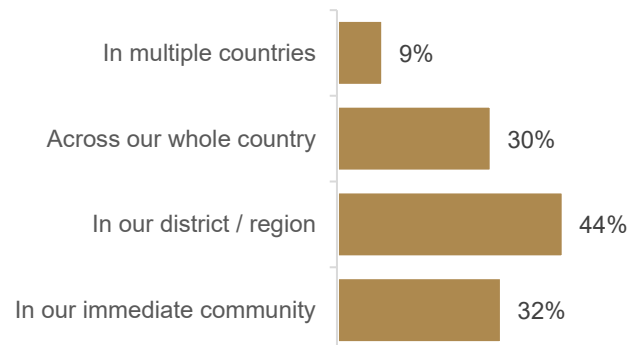
The role of the organization:



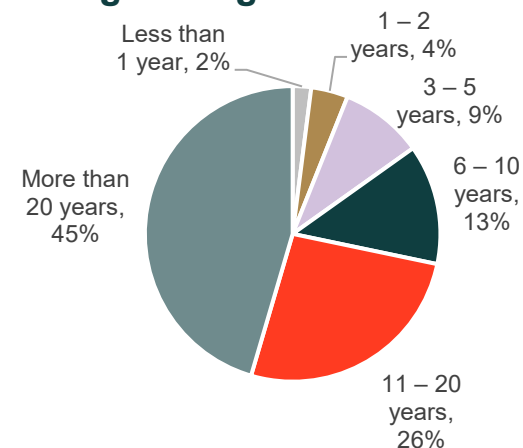
Size of organization:



The scope of their work:



How long the organization has operated:



The main cause area supported:

15 different main cause areas were represented within the sample, with the five most common being:

1. Children or young people (24%)
2. Health (inc. cancer, dementia, etc.) (15%)
3. Poverty relief (11%)
4. Education (9%)
5. Other (9%)

A photograph of three men from behind, looking out at a city at night. They are wearing bright yellow t-shirts with a decorative graphic and the word 'VOLUNTEERS' printed on the back. The background is a blurred cityscape with lights and buildings.

02 THE HEALTH

OF THE SECTOR

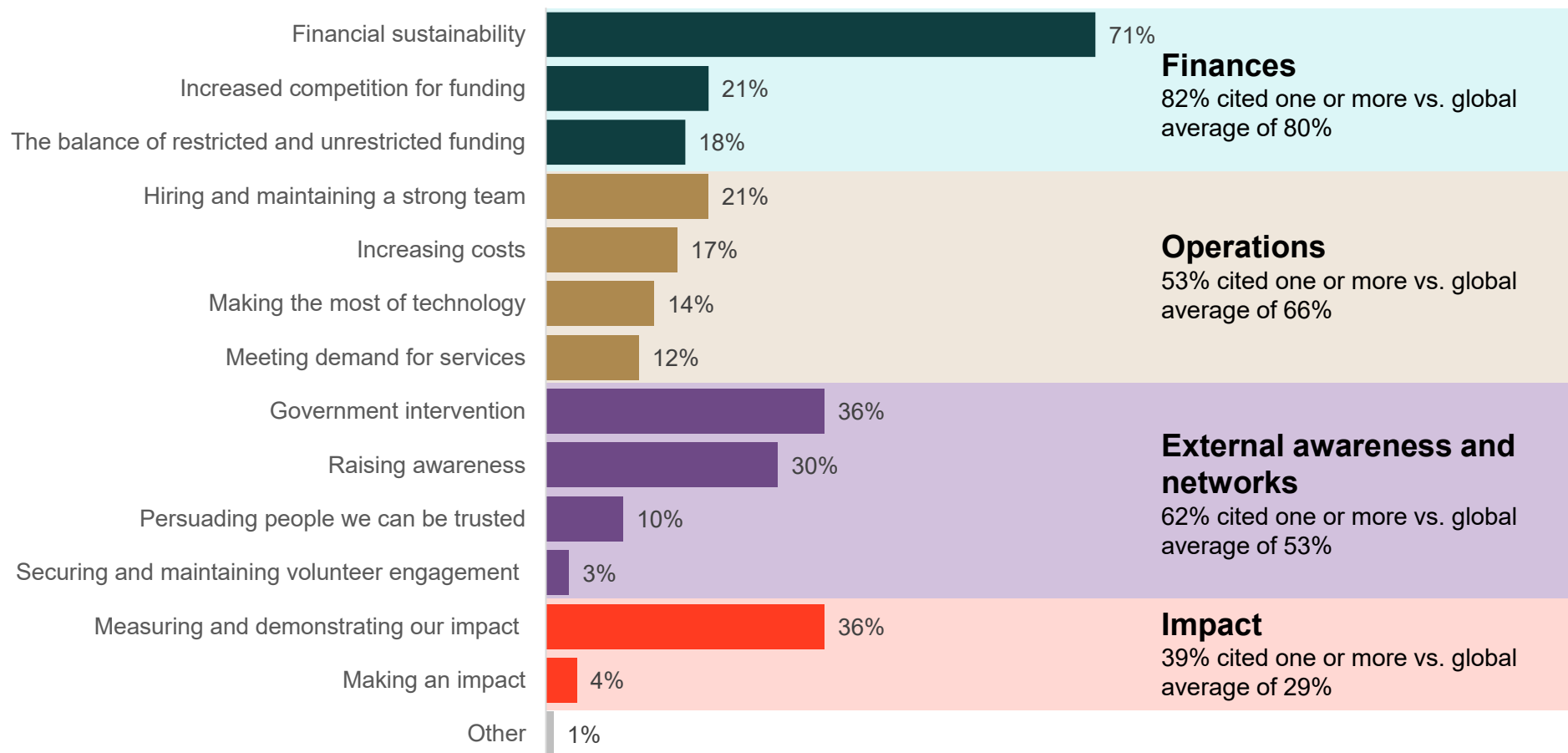
The biggest challenges for the sector.

Financial sustainability is the dominant challenge, cited by most charities.

External factors — especially government intervention and visibility — are more pressing locally than globally.

Operational issues are less acute, but difficulties in measuring and demonstrating impact remain notably high, underscoring a demand for stronger accountability and evaluation capacity.

Q. Below is a list of challenges that charities might be facing. Please select the three that are most pressing for your organization: (All charities answering, n = 135)



Perceptions on overall sector health.

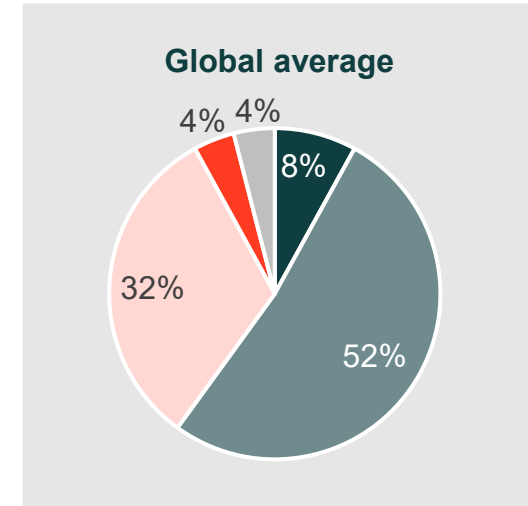
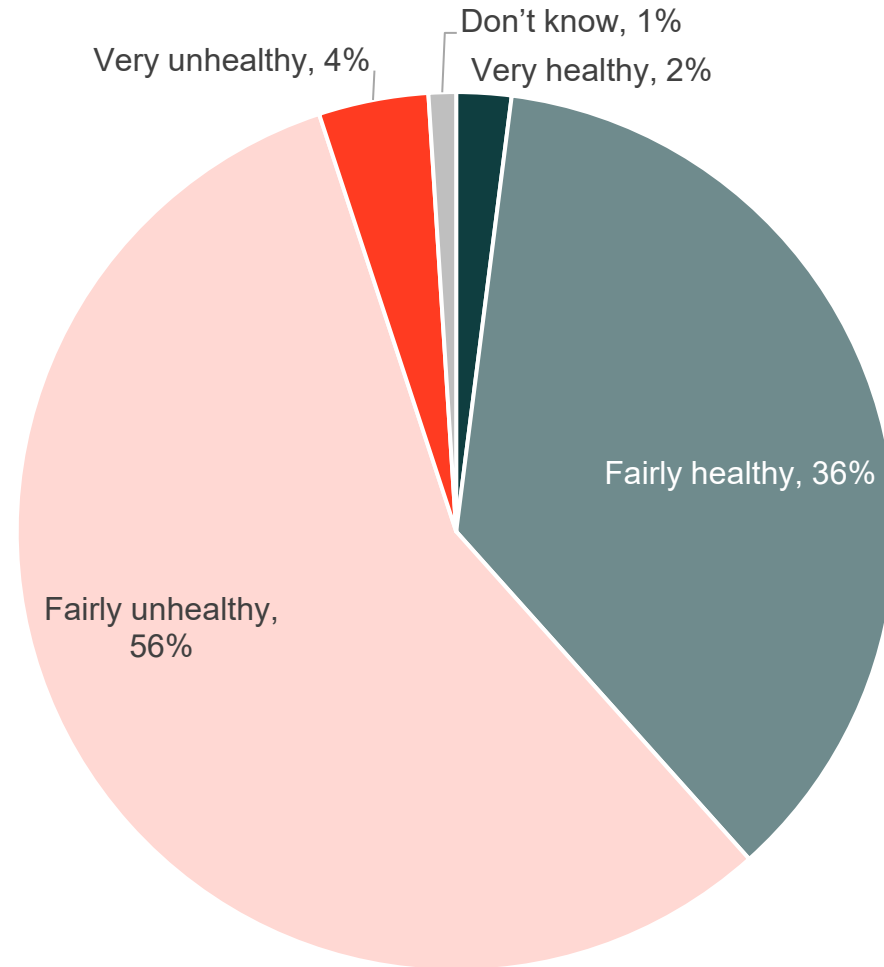
Mexican charities view their sector as significantly less healthy than the global average.

While 56% rate it as “fairly unhealthy”, only 36% see it as “fairly healthy”, compared to 52% globally.

Optimism is lower locally, with just 2% calling it “very healthy”.

This suggests regional challenges or concerns not felt as strongly worldwide.

Q. Overall, would you say the charity sector in your country is... *(All charities answering, n = 140)*



Deep dive: sector health.

From Mexican charities' point of view, the perceived poor health in the sector is rooted in different causes — such as lack of collaboration, no recognition from society and a lack of governmental support. For some charities, there is a genuine interest for more professionalism.

This is what some charities that we spoke to say about this:

“I think the sector is healthy when we collaborate — for instance, in times of emergency — but in other situations, each organization tends to pursue its own interests and projects.”

Women's Fund

“The sector will not be healthy until it manages to become embedded in society.”

Community Foundation

“It's a well-organized sector, genuinely concerned with social causes, striving for professionalism and compliance”

Corporate Foundation

“The sector's aches have to do with restrictive government frameworks, internal segmentation, and a lack of both resources and trust.”

Independent Foundation



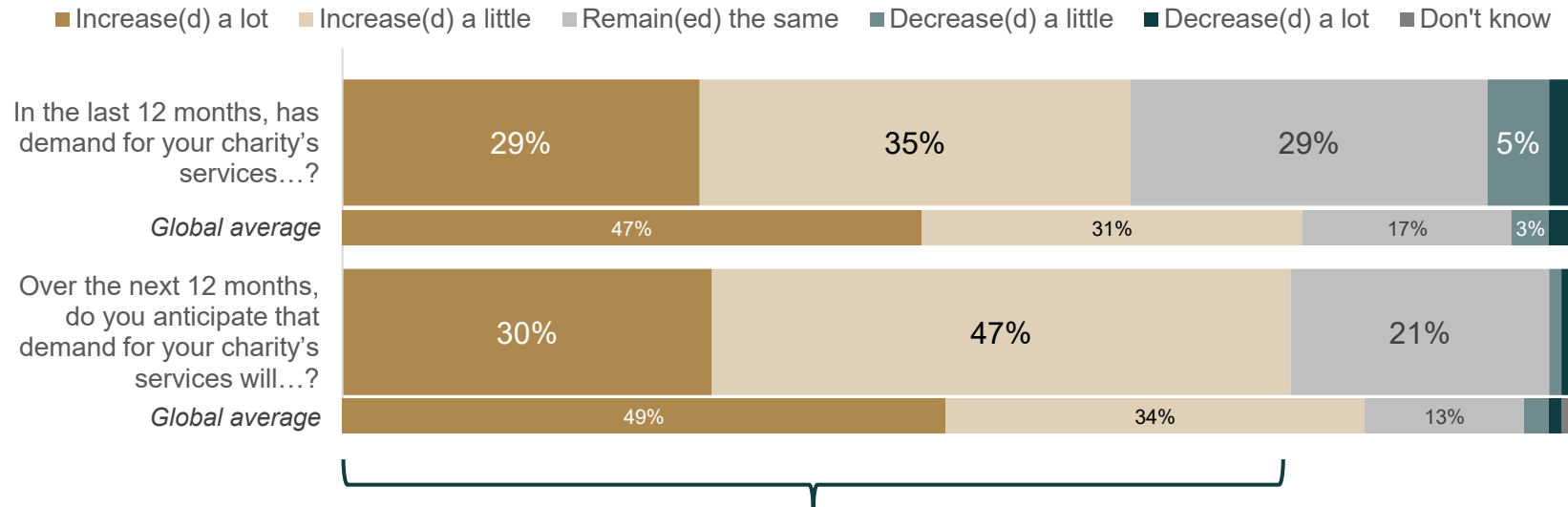
Photo by Tim Mossholder

Demand for services.

Nearly two-thirds of charities report stable or rising demand, with expectations of continued growth over the next year, though below global averages.

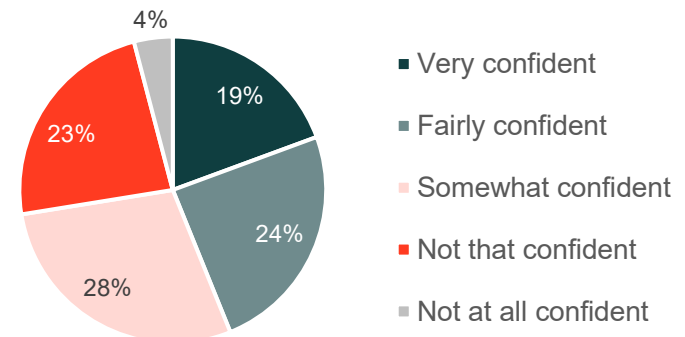
Confidence in meeting this demand is moderate: only 43% feel very or fairly confident, while nearly half express uncertainty or doubt, revealing pressure on capacity despite steady or increasing service needs.

Perceptions of demand: (Charities that provide services, give grants and / or do project work, n = 150)



How confident are you that your charity will be able to meet this increased demand?

(Charities that expect demand to increase, n = 115)



Optimism for the future.

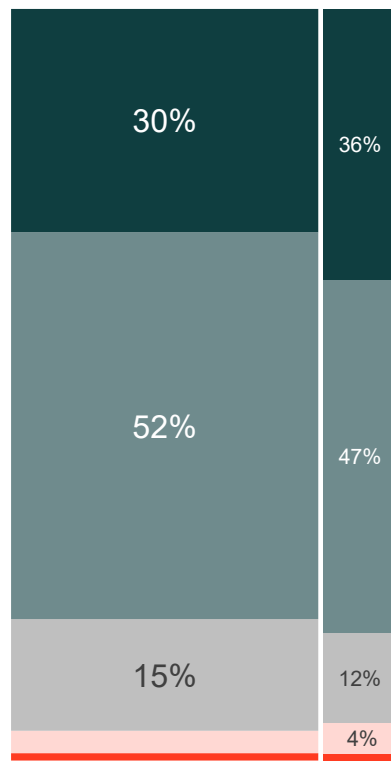
Charities are markedly more optimistic about their own future than about the sector's overall outlook.

Around 82% express optimism regarding their organization, surpassing global levels, while confidence in the sector is lower and closer to the global trend.

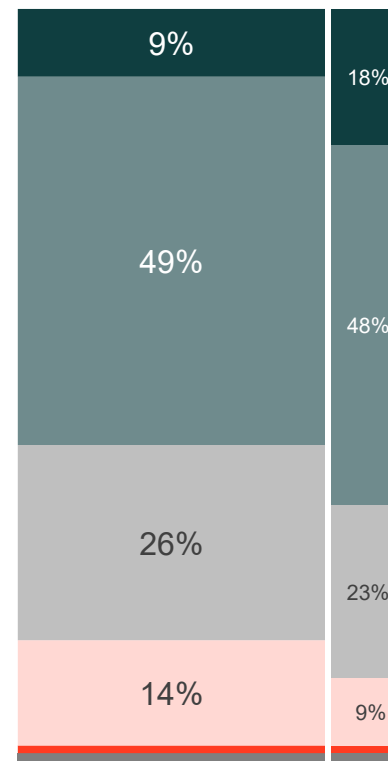
This suggests local resilience and self-assurance despite broader concerns about the sustainability of the charitable ecosystem.

Q. How optimistic or pessimistic are you about...? (All charities answering, n = 135)

The future of your organization



The future of the charity sector in general



- Very optimistic
- Optimistic
- Neither optimistic nor pessimistic
- Pessimistic
- Very pessimistic
- Don't know

Global average

CAF's six characteristics of a resilient charity.

Through our extensive research and advisory work with charities, we have identified six characteristics that show an organization has the potential to be resilient.



Purpose



Understanding what the organizational purpose is, and just as importantly, what it is not.

Evidencing impact



The ability to identify and communicate the needs being met, and the impact that is having.

Well networked



Being well connected and able to get support from working in partnership with others.

Financially & operationally fit



Being financially and operationally fit with sufficient income from a diverse range of sources.

People & culture



Having the right staff and prioritizing their development and wellbeing with effective leadership.

External awareness



Awareness of the political, economic, local and national context. Horizon scanning for threats and opportunities.

The questionnaire included a number of questions that, when taken together, give each organization a score for each of the six characteristics. Please see page 16 for the scores for this country.

Levels of resilience.

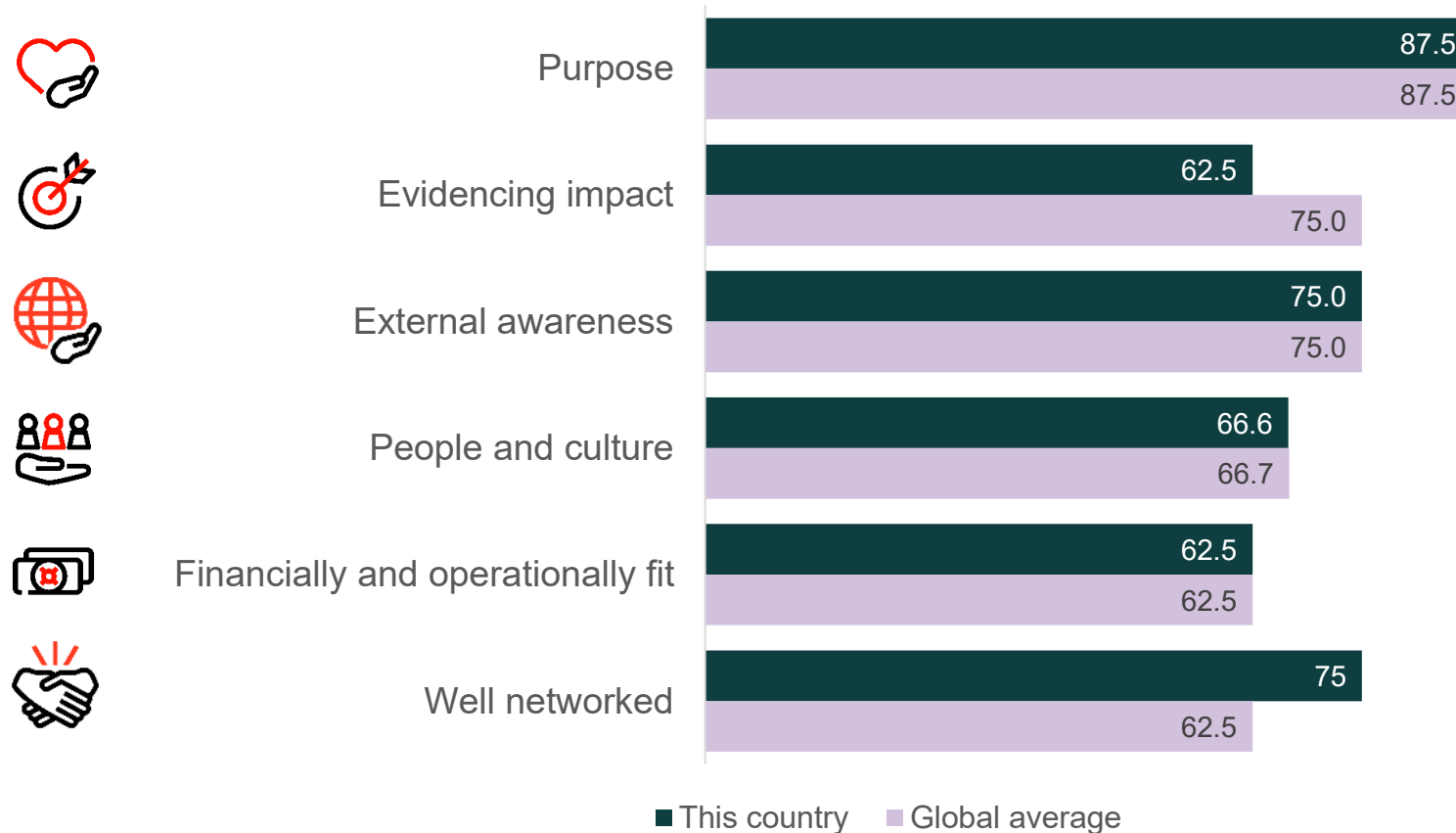
Mexican charities match the global average in purpose and financial fitness but lag in evidencing impact and external awareness.

They only slightly trail in people and culture but excel in networking compared to the global average.

This suggests strong mission clarity and connections, with room to grow in demonstrating effectiveness and understanding external trends.

Strategic improvements could boost overall resilience.

Resilience scores showing the median score for each aspect: *(All charities answering, n = 147)*



03 FINANCIAL AND OPERATIONAL FITNESS



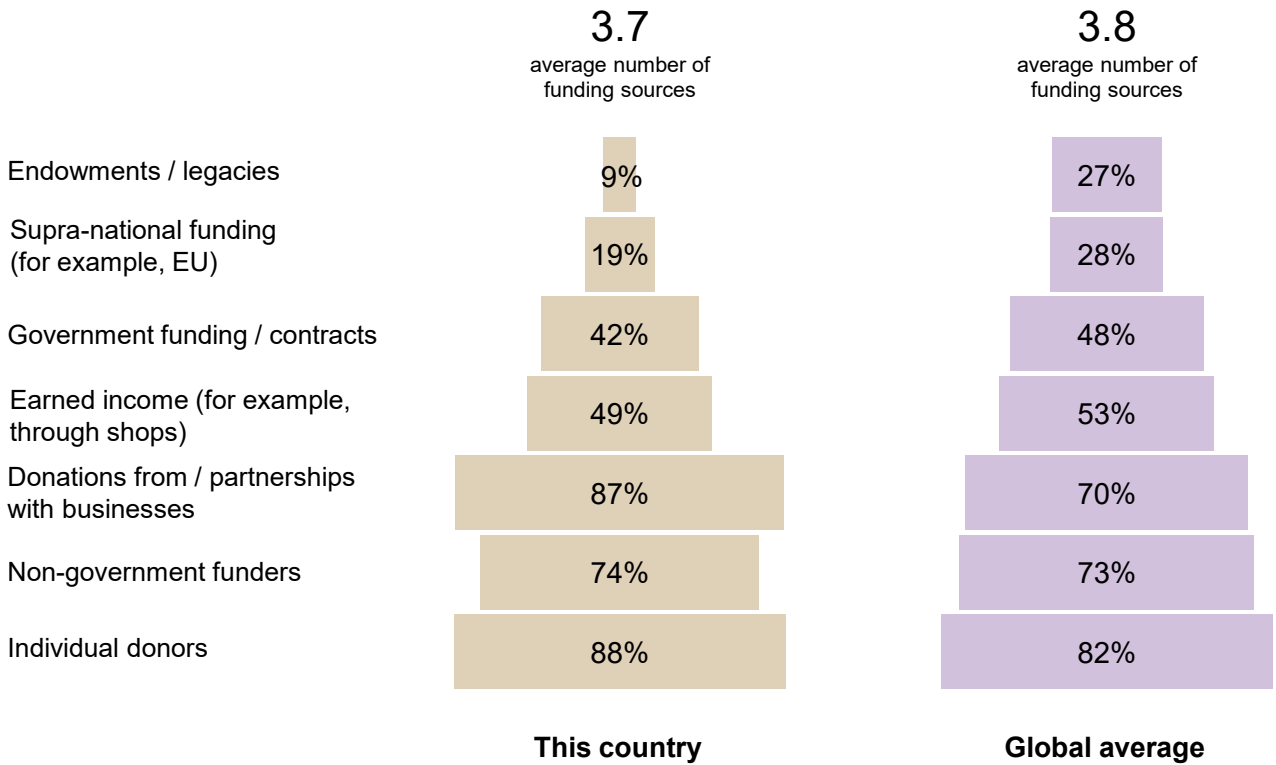
Diversity of income streams.

Mexican charities rely heavily on individual and business donations, showing strong community engagement.

Institutional support, such as government or supra-national funding, plays a smaller role compared to global trends.

This suggests a decentralized funding landscape, where grassroots contributions are vital, and formal funding structures are less prominent in sustaining non-profit activities.

The proportion of charities that receive each type of funding: *(All charities answering, n = 162 - 164)*



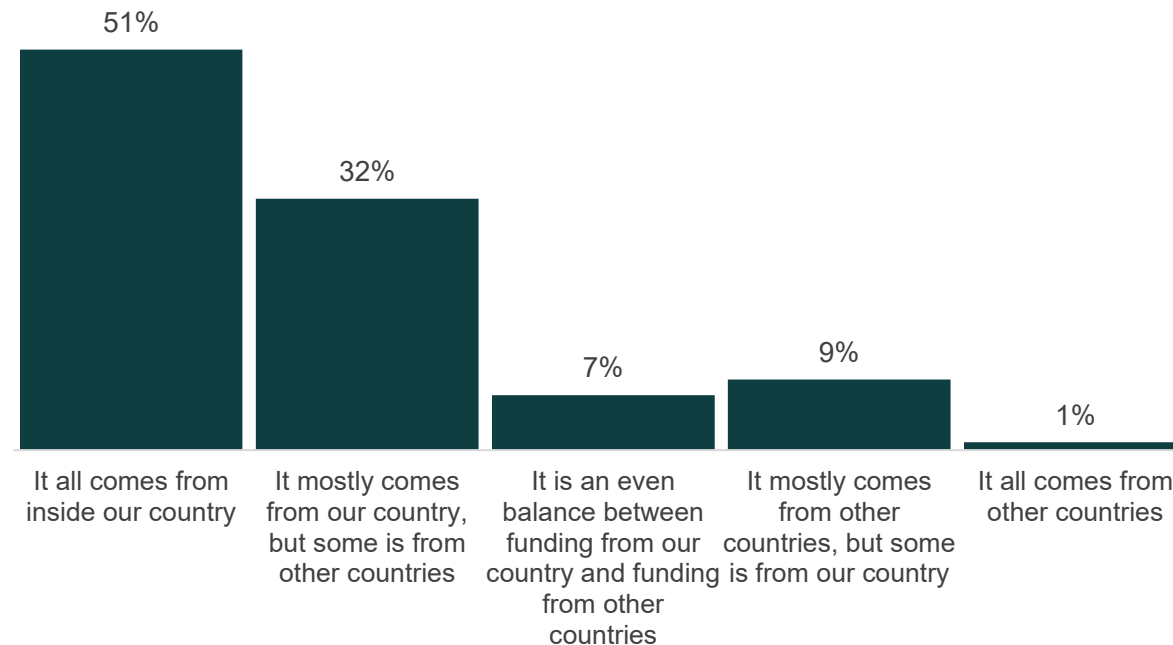
Where funding comes from geographically.

Most charities are funded domestically, with 51% relying solely on national sources and 32% receiving mainly local support with some foreign aid.

Only a small fraction (17%) benefit from balanced or predominantly international funding.

This indicates a strong internal financial base, with limited dependence on global contributions for sustaining charitable operations.

Q. Geographically, where does your funding come from? *(All charities answering, n = 162)*



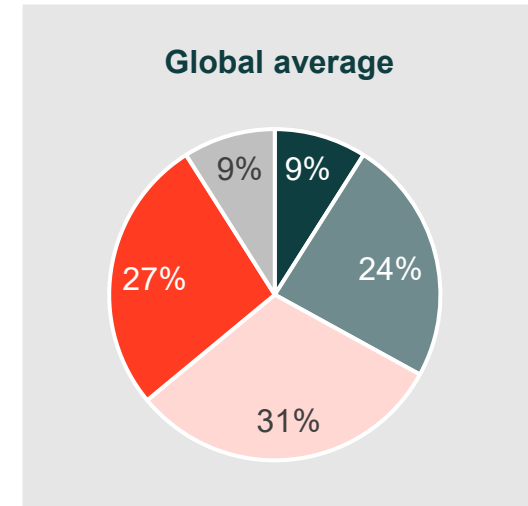
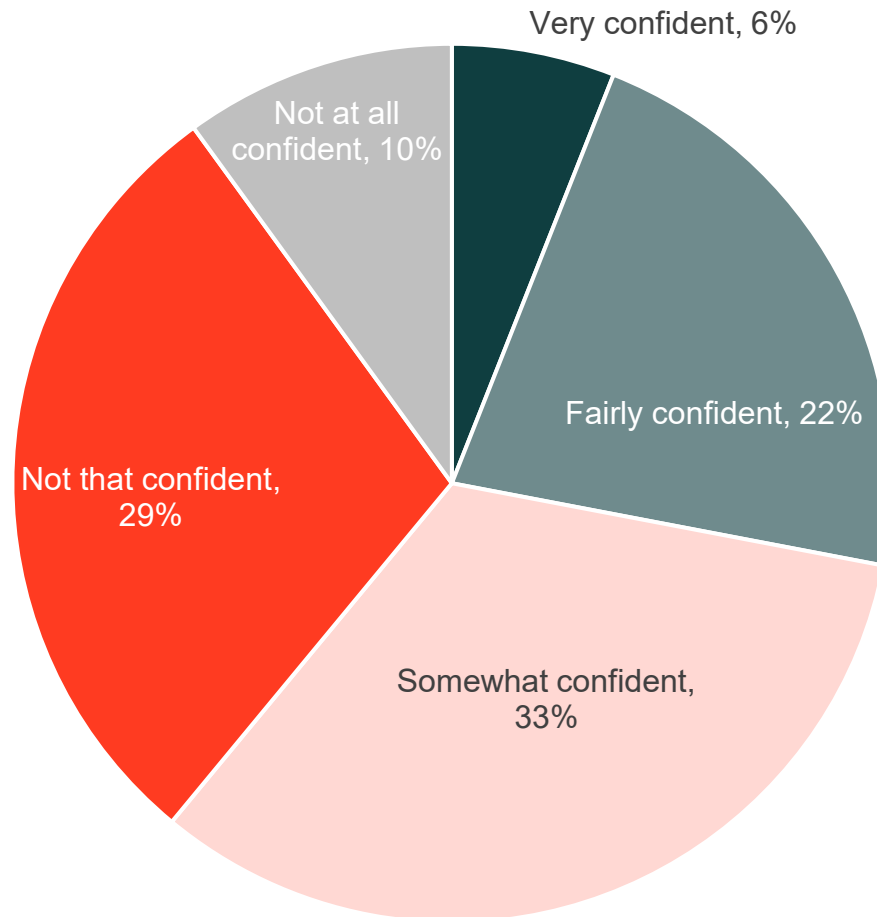
Confidence in the diversity of income streams.

Most Mexican charities feel only moderately secure about their income diversity.

A majority expressed limited confidence, with just 6% feeling very confident.

Compared to the global average, local organizations show slightly less assurance overall, suggesting potential vulnerability to funding disruptions and a need for more resilient financial strategies.

Q. How confident are you that your income streams are diverse enough to cope easily with sudden decreases from any one of them? *(All charities answering, n = 171)*



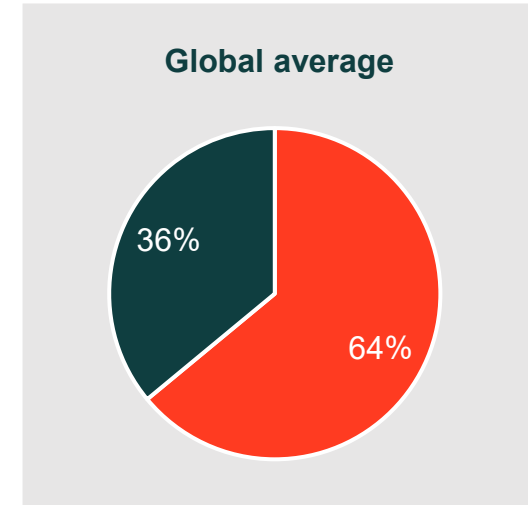
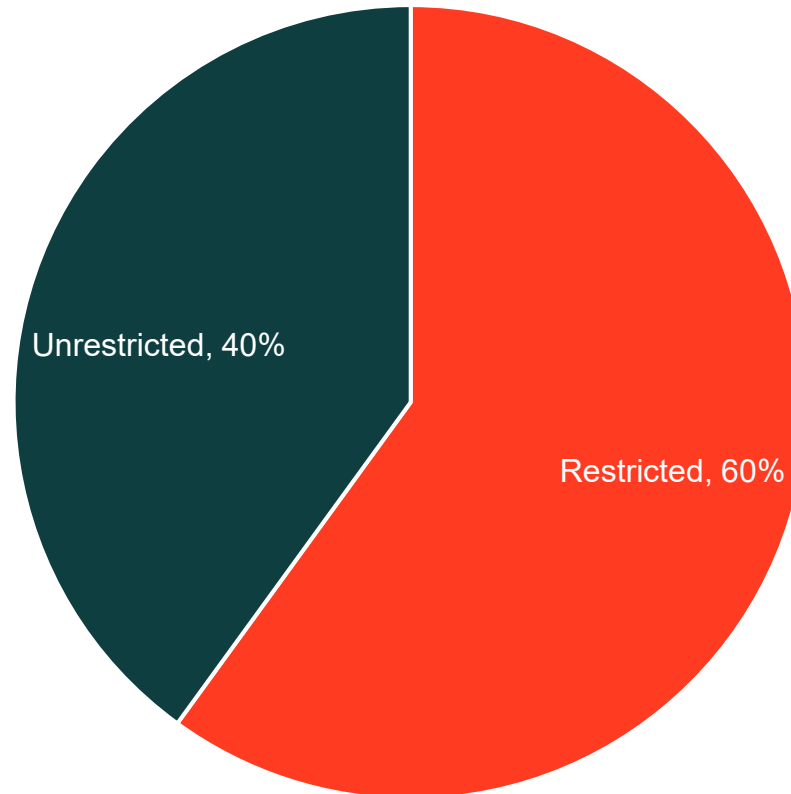
Restricted versus unrestricted funding.

Mexican charities receive 60% of their funding as restricted, slightly below the global average of 64%.

This indicates a common challenge: most financial support is tied to specific projects, limiting flexibility.

The relatively higher share of unrestricted funds locally may offer some room for strategic or operational adaptability, compared to global counterparts.

Q. How much of your funding is given as 'restricted' funds (for example, only able to be spent on a specific project / purpose)? (Charities that were able to provide an answer, n = 139)



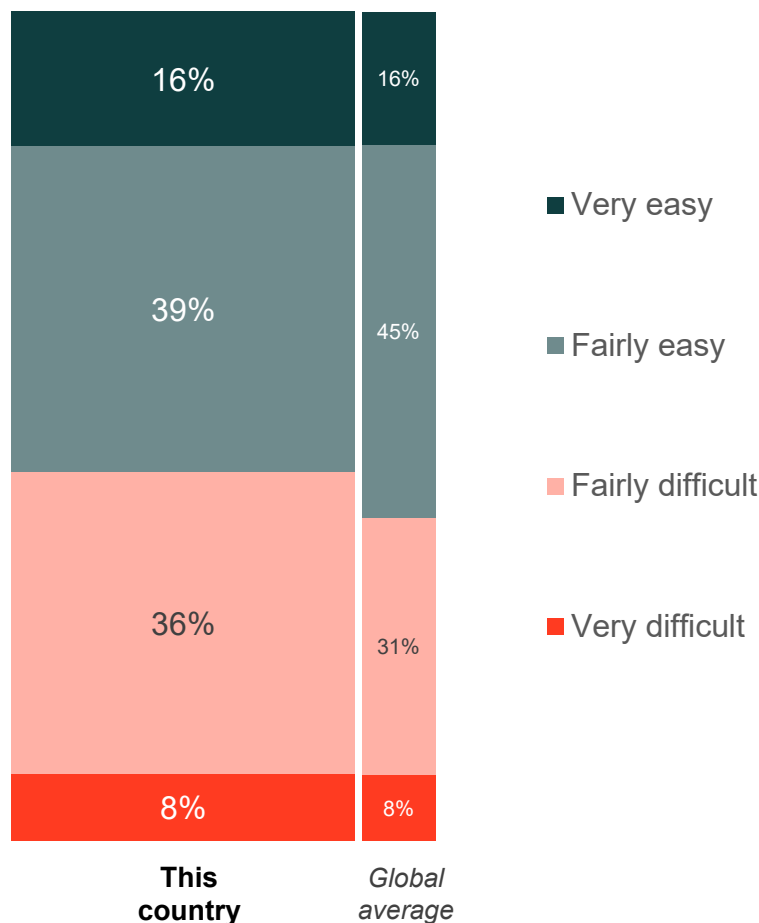
Satisfaction with their funding mix.

In Mexico, most charities find their funding mix moderately supportive, with only 16% saying it's very easy to achieve goals.

A significant portion (44%) experience difficulty, slightly above global levels.

This suggests that while some flexibility exists, many organizations face challenges in aligning funding sources with their mission-driven objectives, potentially limiting impact and strategic growth.

Q. Does this mix of funding make it easy or difficult for you to achieve your goals? (All charities answering, n = 147)



“Flexible funds appeal to an organization’s maturity, trusting it to use resources in the best possible way.”

Community Foundation

“Flexible funds make it easier to achieve objectives because they allow for decision-making, while restrictive ones make it easier to monitor, verify, and ensure accountability.”

Corporate Foundation

“Restricted funds fail to recognize the people doing the work, and overlook the fact that organizations have operational needs to cover.”

Community Foundation

Operational fitness to meet demand.

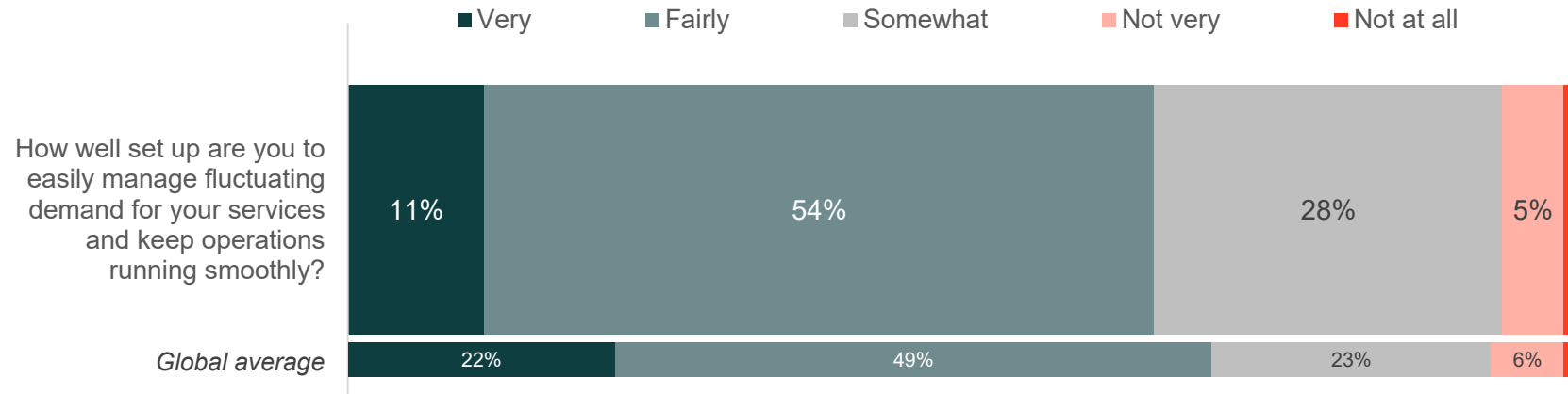
Most charities in Mexico feel moderately prepared to handle fluctuating service demand.

Only 11% rate themselves as very well set up, compared to 22% globally.

While over half (54%) feel fairly equipped, a notable portion remains only somewhat confident.

This suggests operational resilience is present but could be strengthened to match global standards.

How they would rate their charity: *(All charities answering, n = 147)*



04 PEOPLE

AND CULTURE



The senior team.

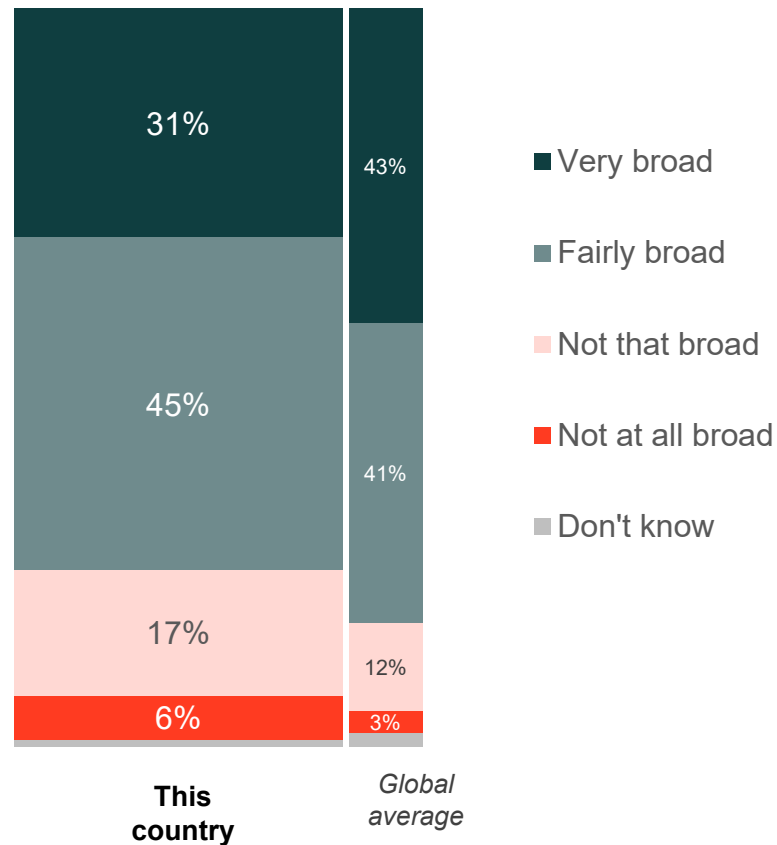
Senior leadership teams in Mexican charities show fairly broad experience, though less than the global average.

Only 31% report very broad skills, compared to 43% globally.

Additionally, leaders spend most of their time solving immediate problems (63%), with less focus on long-term strategy (37%).

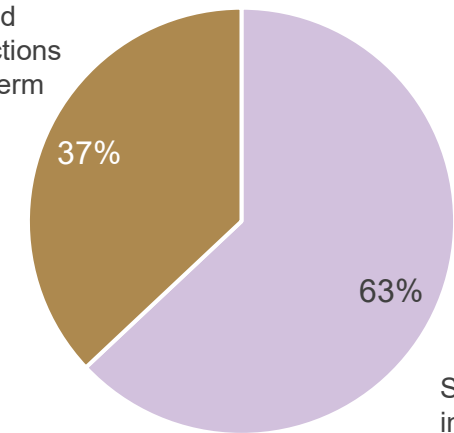
This reflects a reactive operational approach, potentially limiting strategic development.

How broad are the skills and experience of the most senior leadership team in your organization? In some cases, this might be your Board, an external Board of Trustees or a C-suite team (e.g. CEO, CFO, etc.) (All charities answering, n = 144)

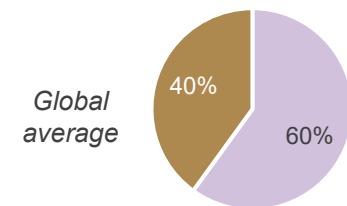


Roughly speaking, what proportion of time does your senior team spend on each of the following? (All charities answering, n = 141)

Thinking and planning more strategically and making connections for the longer-term



Solving day-to-day, immediate problems that ensure we can keep operating



Recruitment and retention.

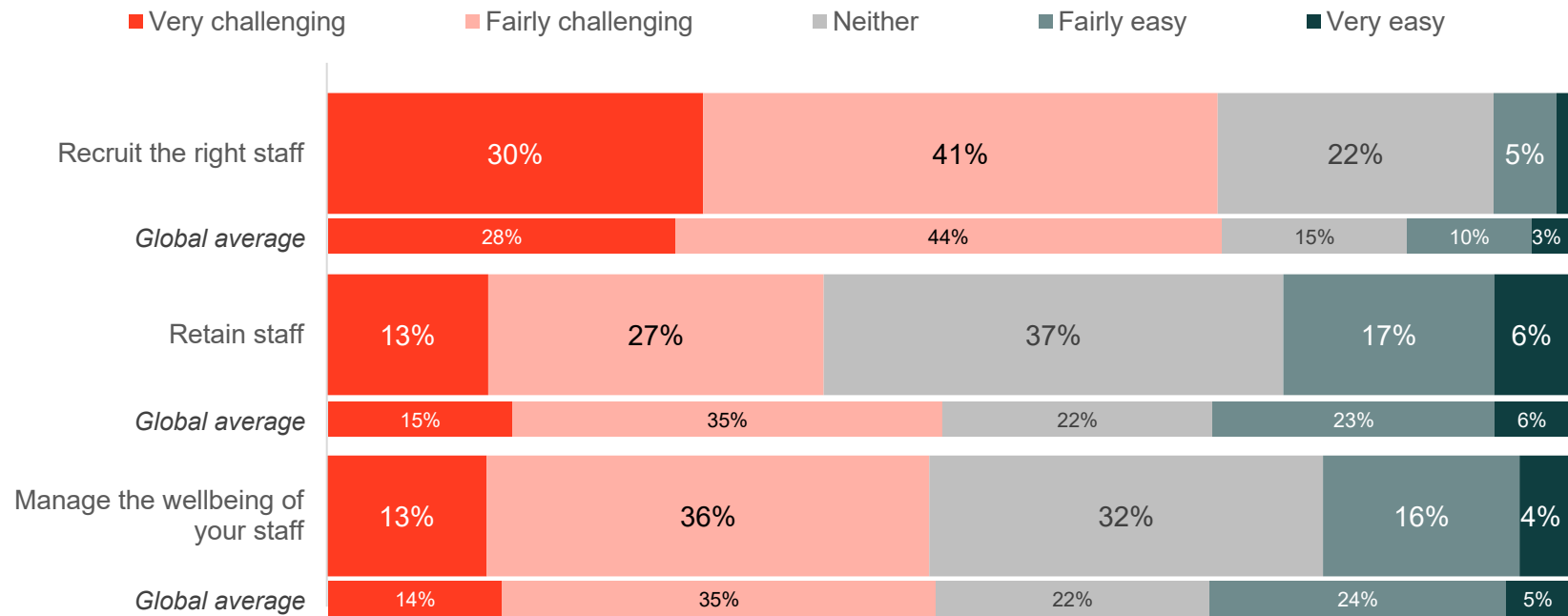
Mexican charities face notable staffing challenges.

Recruiting the right staff is especially difficult, with fewer organizations finding it easy compared to global averages.

Retention and wellbeing management also present obstacles, though slightly less severe.

Overall, staffing issues appear more pressing in Mexico, suggesting a need for stronger support systems and strategies to attract and sustain non-profit talent.

How challenging is it to do the following? (All charities answering, n = 141)



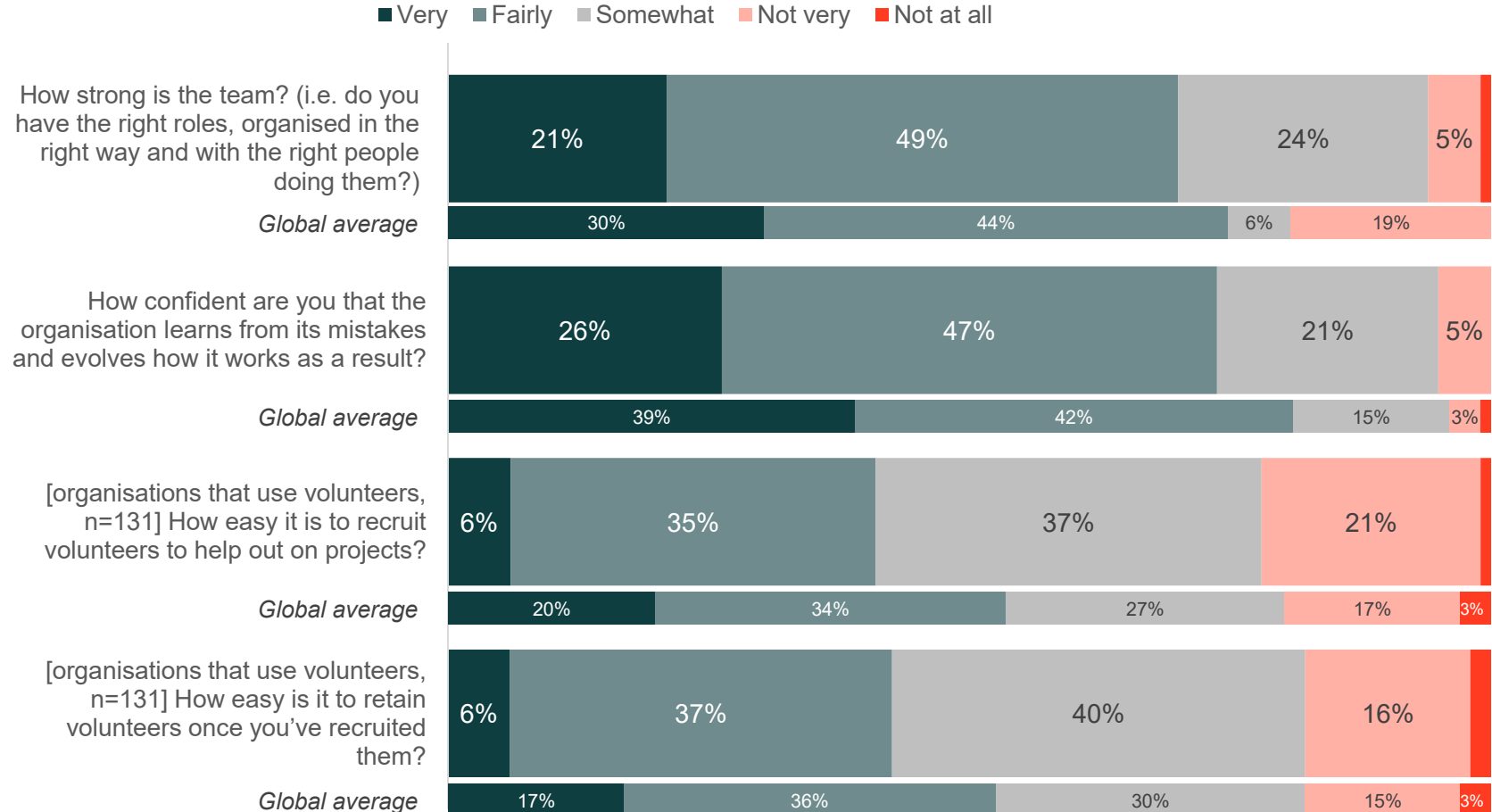
Strength and depth of the team.

Charities in Mexico report moderate team strength and learning capacity, with fewer rating themselves “very strong” or “very confident” compared to global averages.

Volunteer recruitment and retention are also challenging, with only a small percentage finding it very easy.

These insights suggest room for improvement in organizational structure, adaptability, and volunteer engagement strategies.

How they would rate their charity: (All charities answering, n = 131 - 151)



Deep dive: the importance of the right people.

Here is what some Mexican charities are doing to ensure they have strong, skillful teams that are well supported:

“We’re committed to deep learning experiences through courses, facilitation spaces, labs, and formal training programs.”

Community Foundation

“A practice that really strengthens the team is a transparent 360 peer evaluation, paired with a development plan that includes incentives.”

Corporate Foundation

“We have a co-leadership model to show that power and decision-making are shared.”

Women’s Fund

“Investing in local people and helping them build professional skills makes a huge difference.”

Community Foundation

“Our feminist framework includes self-care days, days for caring for others, paid leave for administrative procedures, abortion-related leave, and more — a broad set of compensatory days.”

Women’s Fund

“We have a committee with representatives from all areas and management levels to make decisions on team-related matters.”

Independent Foundation

“We’ve transformed the way we work, adopting a more results-oriented approach.”

Independent Foundation



Photo by Shelby Murphy Figueroa

05

EXTERNAL AWARENESS AND NETWORKS



External awareness & partnerships.

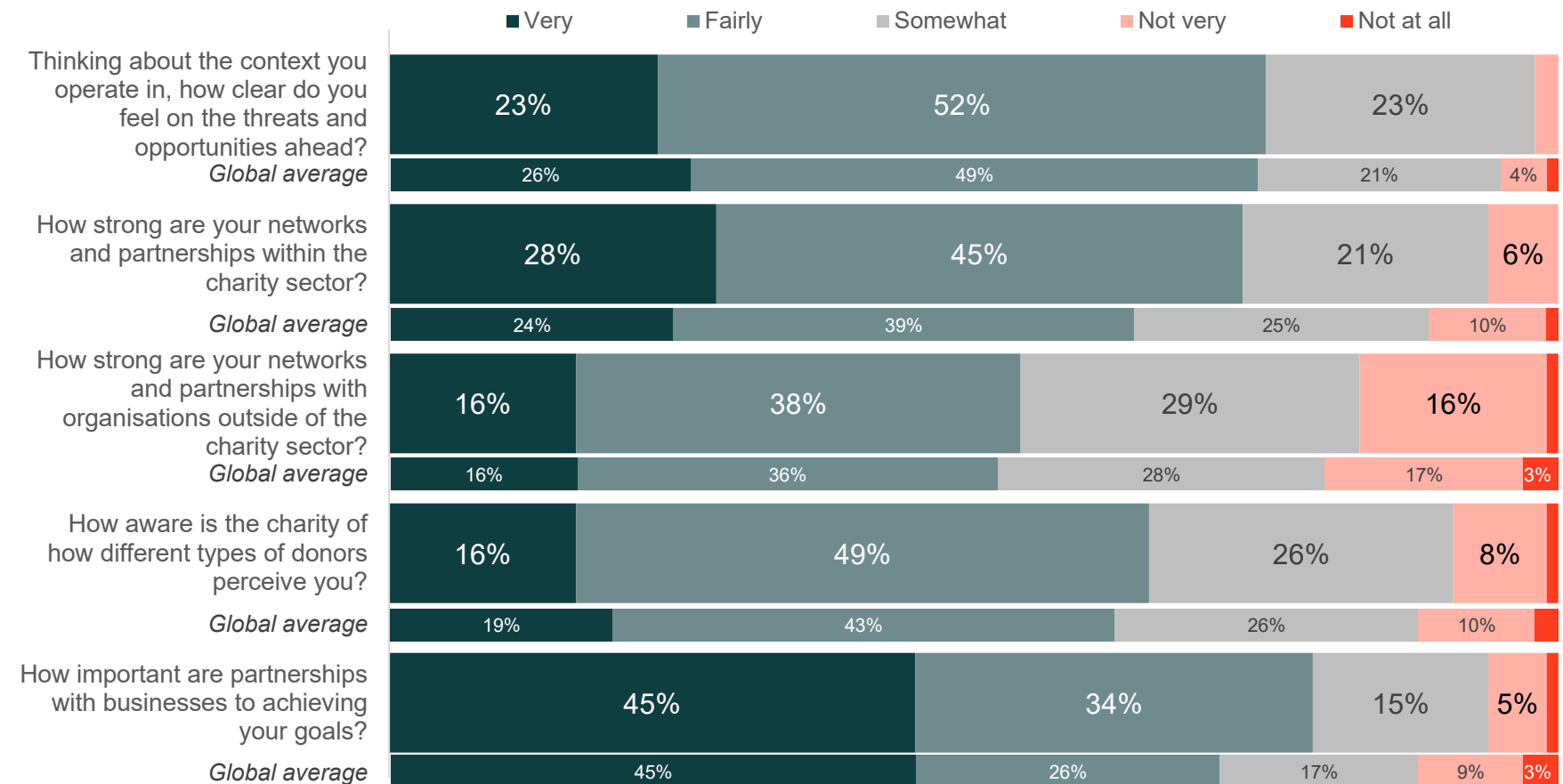
Mexican charities show strong clarity on future threats and opportunities, with 75% feeling fairly or very clear.

Internal sector partnerships are robust, but connections outside the sector are weaker.

Nearly two-thirds believe business partnerships are crucial to achieving goals.

Donor perception awareness is moderate, suggesting room for improvement in external communication and strategic outreach.

How they would rate their charity: (All charities answering, n = 147- 154)

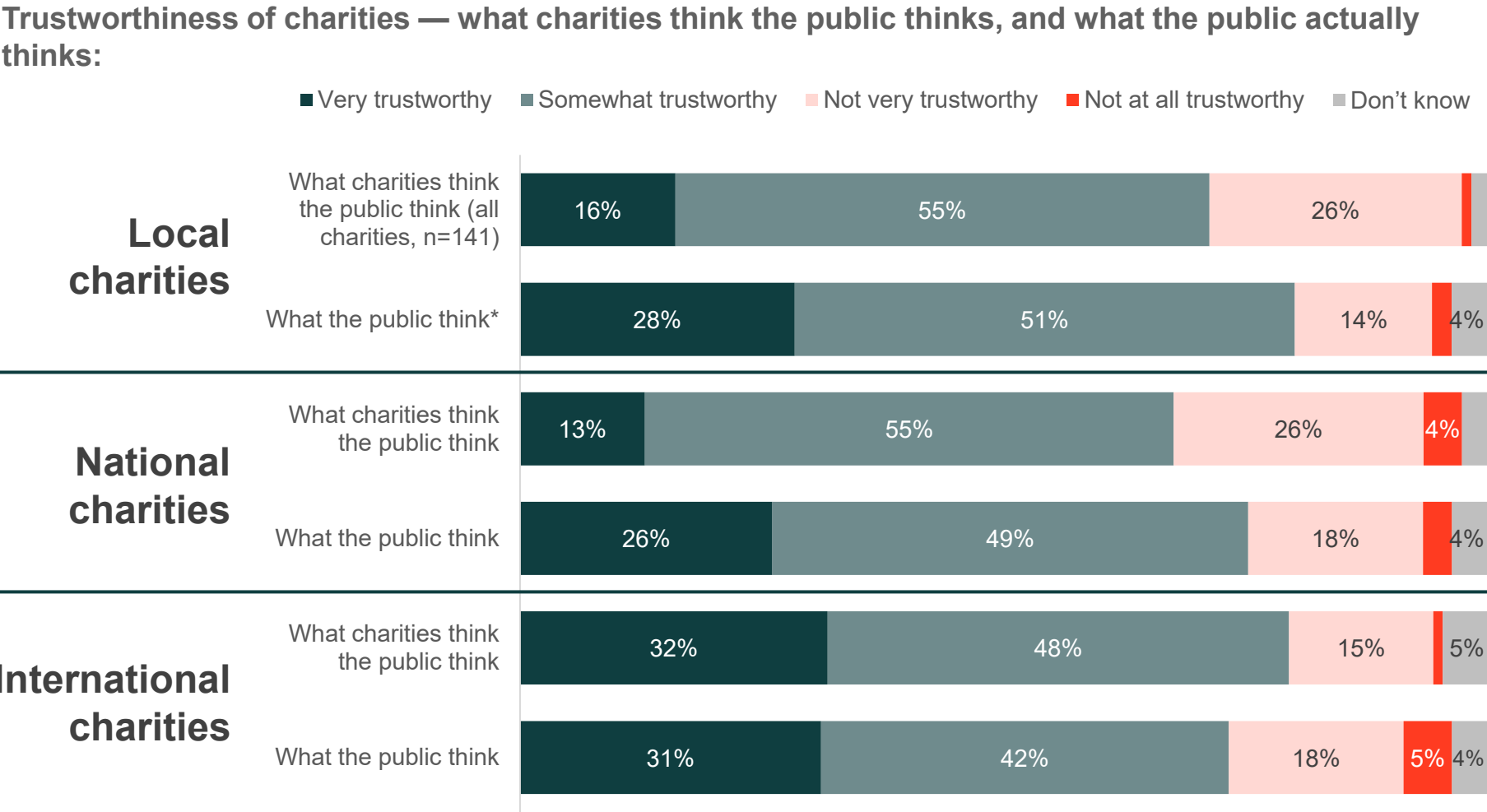


Trust in charities.

Charities in Mexico tend to underestimate public trust.

While many believe the public sees them as only somewhat trustworthy, actual public perception is more favorable, especially for local and international organizations.

This gap suggests a need for improved confidence and communication strategies within the sector to better align internal assumptions with external realities.



*Data from CAF World Giving Report – Donor Insights, 2025.

Deep dive: building trust.

Rooted in transparency with donors and funders, charities in Mexico shared the following practices to build trust:

“We use evaluation and certification tools such as Charity Navigator, Candid, and the Accreditation for Institutionalization and Transparency (AIT), with the aim of fostering trust among donors, investors, and partner organizations.”

Independent Foundation

“Accountability is central to our work, especially through our detailed annual report, which includes certifications, seals, and evaluations.”

Corporate Foundation

“We have an open-door accountability system that allows donors to visit the projects directly.”

Women’s Fund

“One of our key practices has been building closer alliances.”

Community Foundation



Photo by Randy Fath

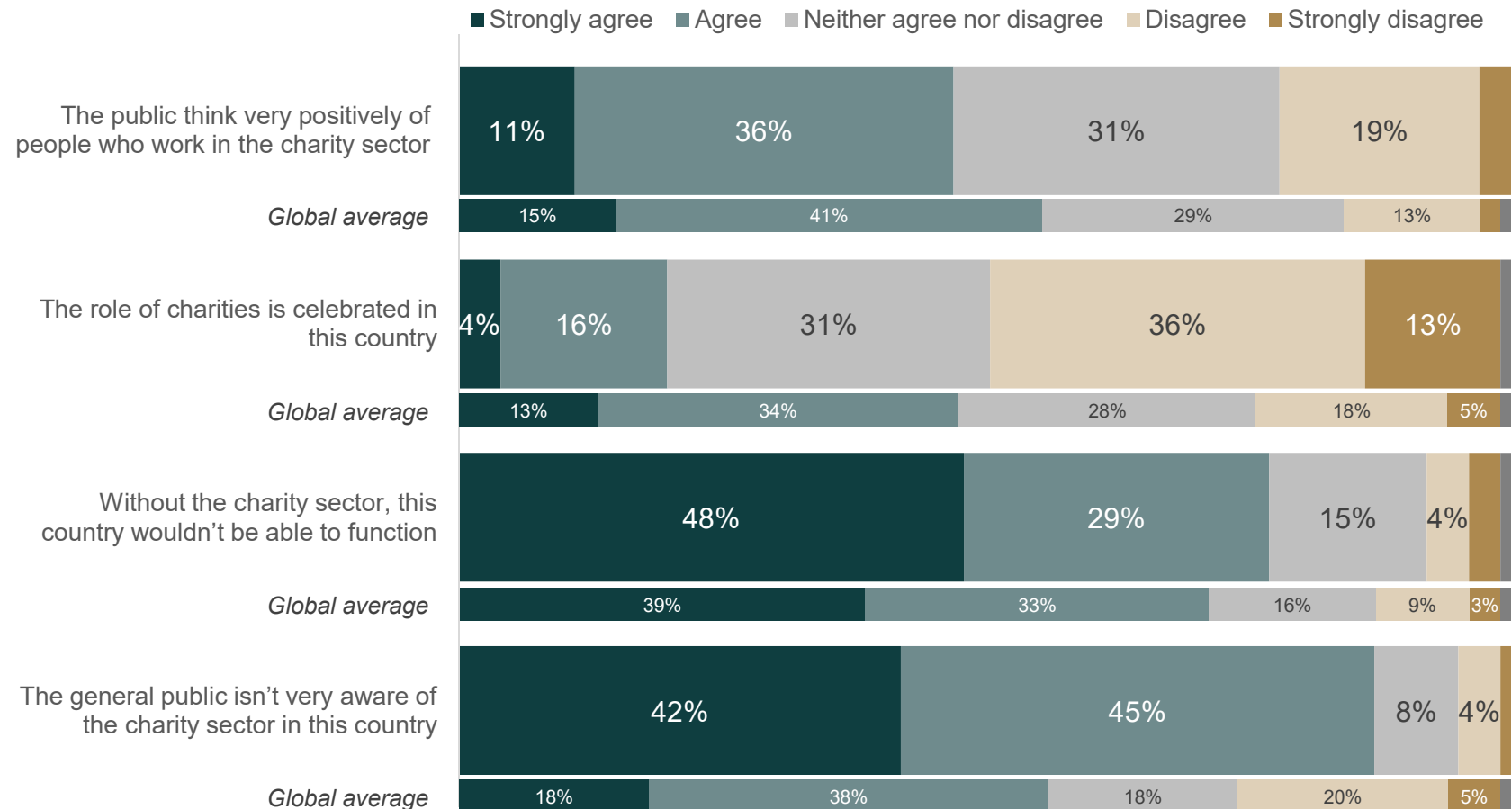
Charities' perceived role and reputation.

In Mexico, charities are seen as essential, with 77% agreeing the country could not function without them — well above the global average.

However, public recognition is lacking — only 20% feel the sector is celebrated, and 87% believe the public is unaware of its work.

While charity workers are viewed positively, perceptions trail global sentiment, revealing a need for greater visibility and appreciation.

Do you agree or disagree with the following statements about the charity sector? (All charities answering, n = 140)



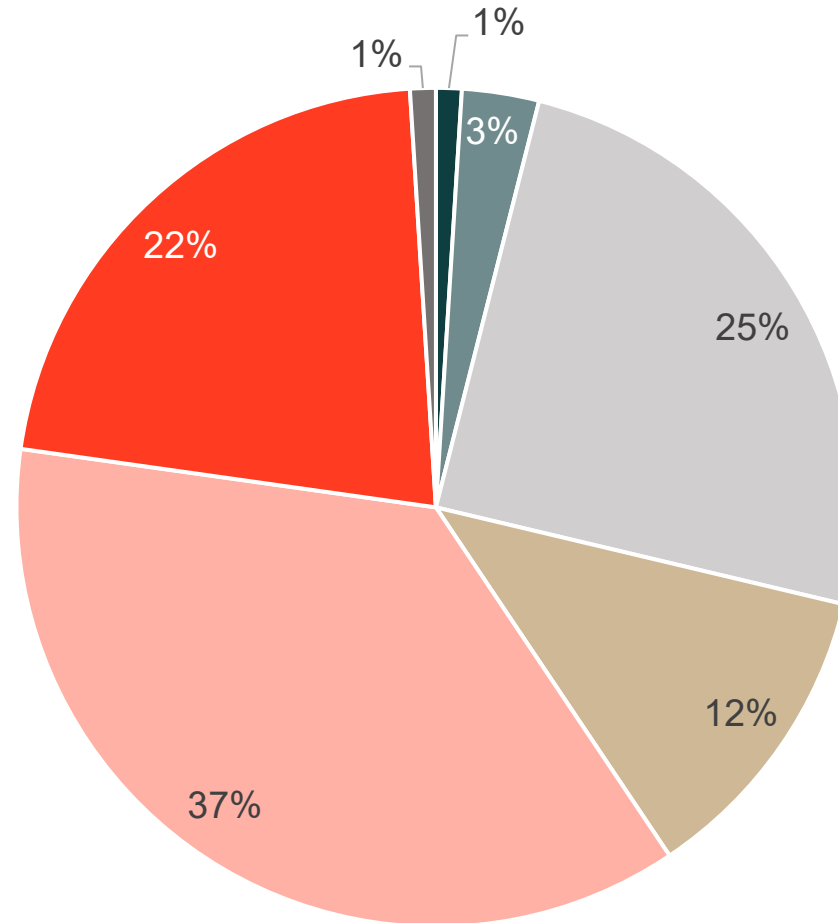
Overall influence of government on charities.

Charities in Mexico view the Government's influence on the sector largely negatively, with 59% rating it as negative or very negative — far higher than the global average of 22%.

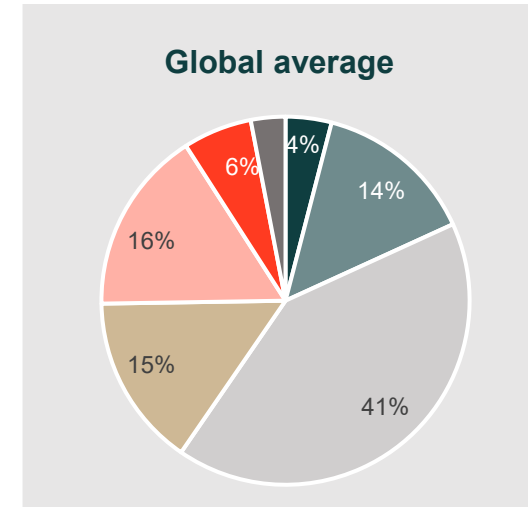
Only 4% see it as positive, compared to 19% globally.

This stark contrast suggests deep dissatisfaction and mistrust toward governmental support or involvement, potentially affecting collaboration, funding, and policy engagement.

Overall, do you think the Government is a positive or negative influence on the charity sector? *(All charities answering, n = 134)*



- 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



Specific opinions on the role of government.

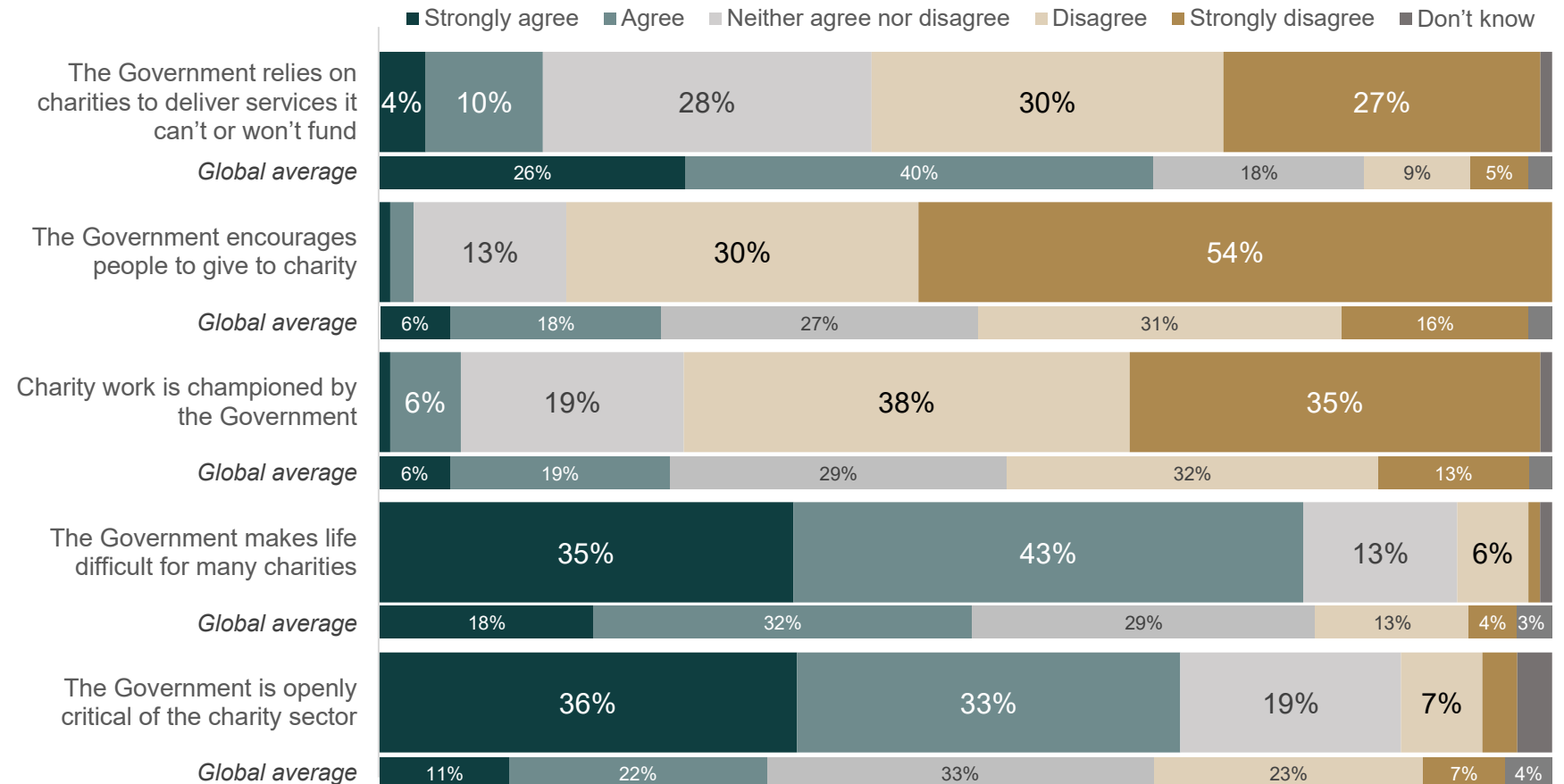
Charities in Mexico largely feel unsupported by the Government.

Most agree that the government relies on them to deliver unfunded services, yet few believe it encourages donations or champions their work.

A significant portion feels the government actively makes operations difficult, with some perceiving open criticism.

Compared to global averages, Mexican charities report more negative experiences, highlighting strained public-sector relationships.

Do you agree or disagree with the following statements about the Government's involvement in the charity sector? (All charities answering, n = 135)



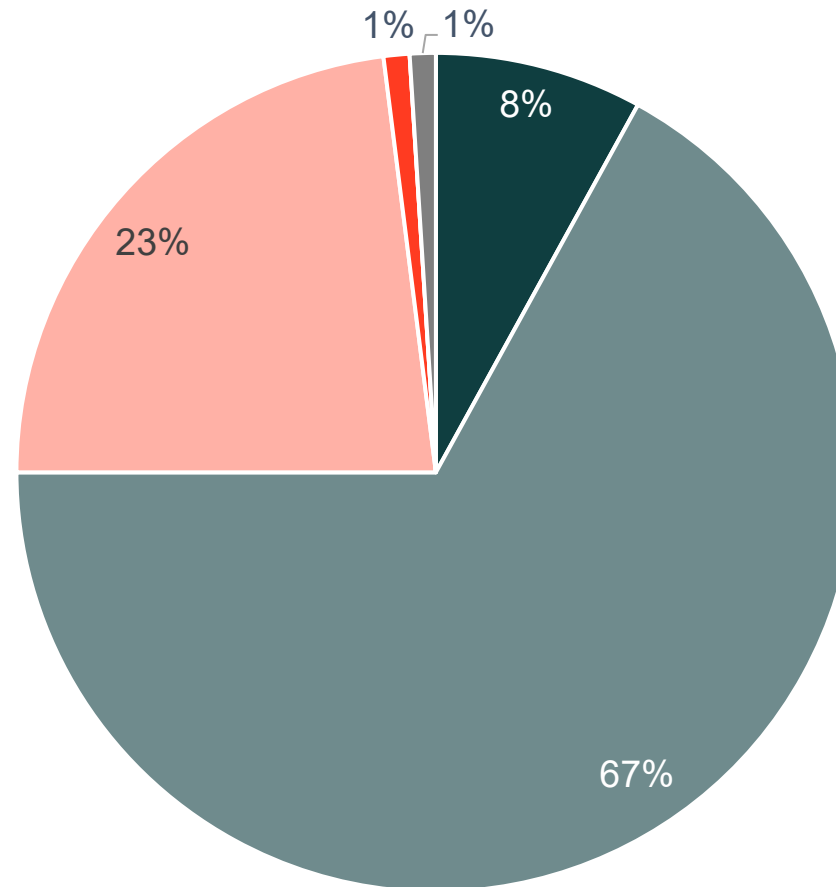
Effectiveness of regulation.

Charities in Mexico perceive regulation as highly effective, with 67% rating it “fairly effective”, significantly above the global average of 52%.

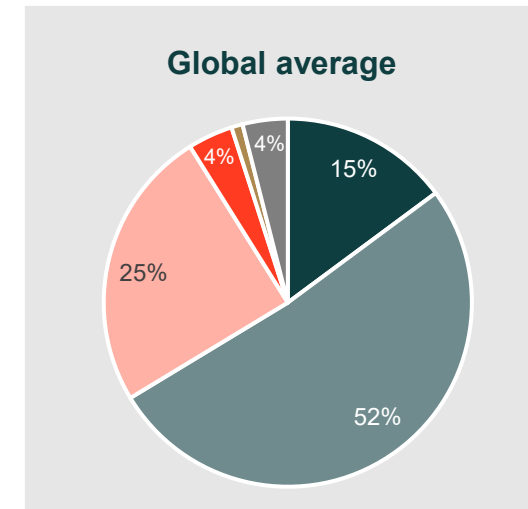
An additional 23% consider it “fairly effective”, leaving only a small minority expressing concerns about regulatory shortcomings.

This strong confidence in oversight suggests a well-established framework that supports transparency and accountability, contributing to sector stability and public trust.

Overall, how effectively do you think charities are regulated in your country?
(All charities answering, n = 135)



- Very effectively
- Fairly effectively
- Not very effectively
- Not at all effectively
- Charities are not regulated here
- Don't know



06

PURPOSE AND IMPACT



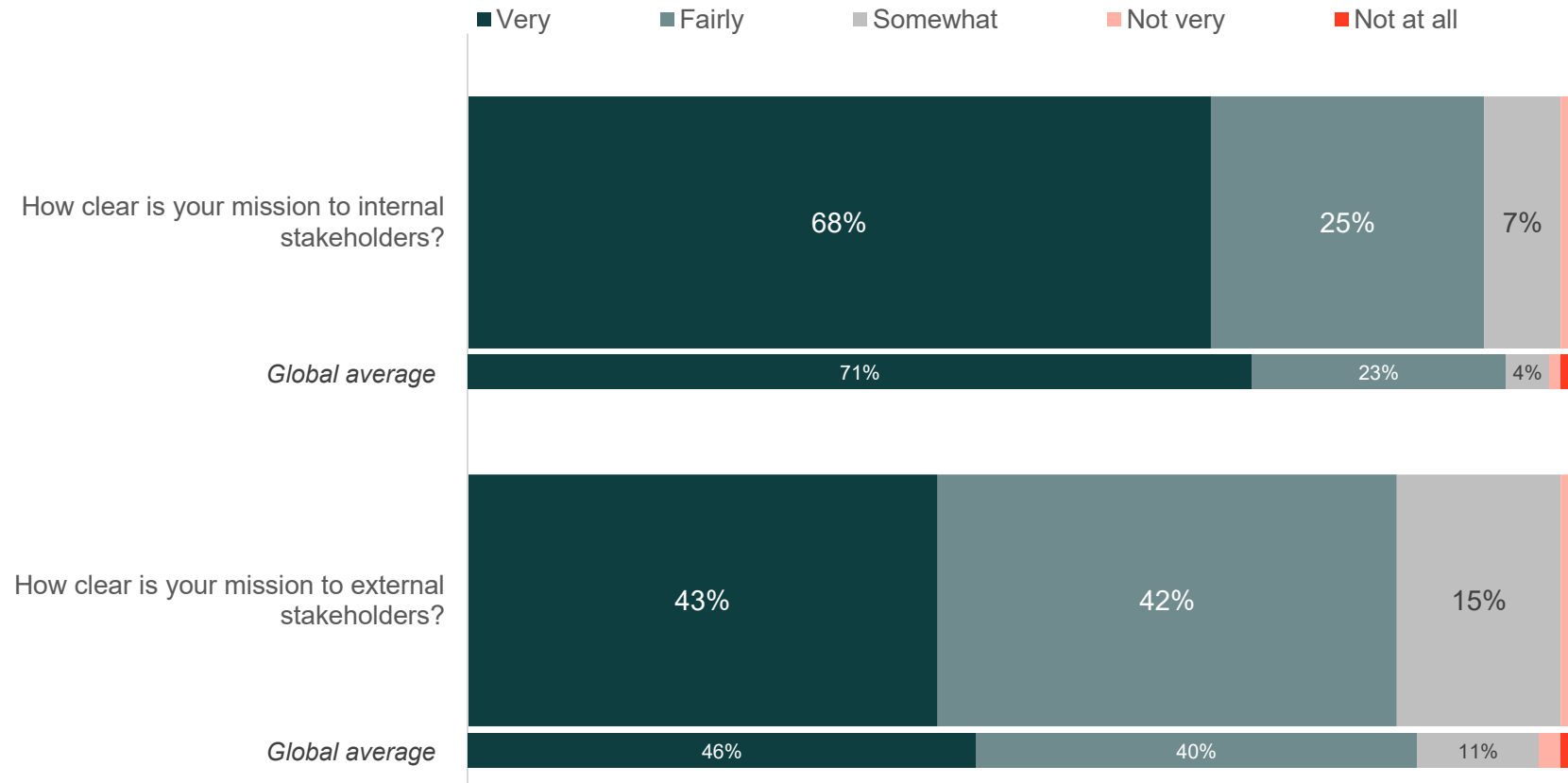
Clarity of purpose.

Charities in Mexico report strong internal clarity of mission, with 93% stating their purpose is very or fairly clear to staff and leadership — closely aligned with global averages.

However, external clarity is slightly lower, with only 43% saying their mission is very clear to outside stakeholders.

This suggests that, while internal alignment is solid, there's room to improve public communication and outreach.

How they would rate their charity: (All charities answering, n = 154)



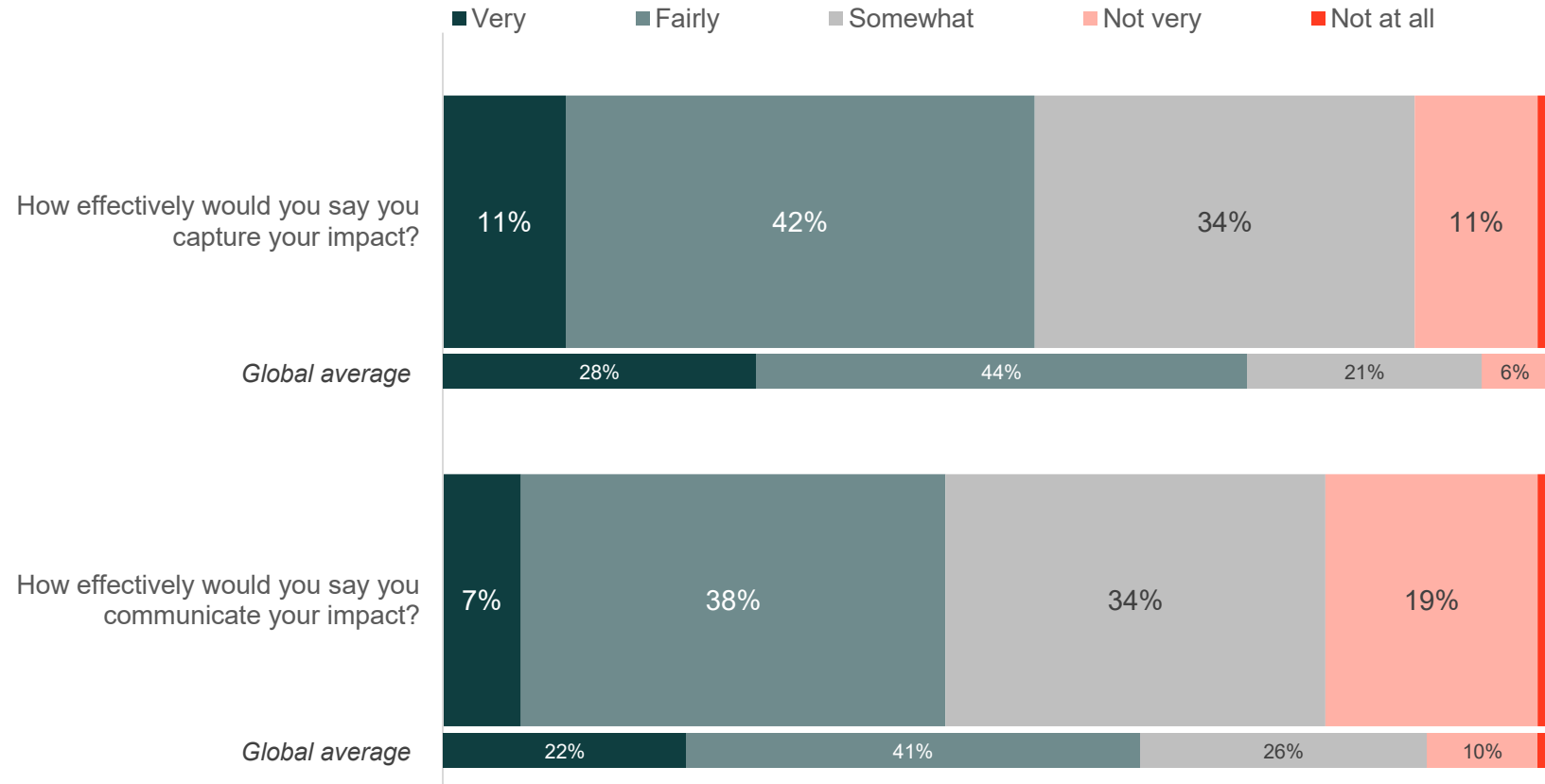
Translating purpose into impact.

Charities in Mexico struggle with capturing and communicating their impact.

Only 11% feel they capture it very effectively, compared to 28% globally.

Communication is even more challenging — just 7% rate themselves as very effective, far below the global average of 22%. A significant portion reports only moderate or poor performance in both areas, suggesting a need for better tools, training, and strategies to demonstrate value and outcomes.

How they would rate their charity: (All charities answering, n = 151)



Deep dive: communicating purpose and impact clearly.

Charities in Mexico shared some of their best practices when it comes to clearly communicating their purpose and impact — including sharing more qualitative insights and communicating less technically:

“Before, our communications were highly quantitative, and we were losing sight of the stories behind the numbers. Now our publications start from people’s testimonies.”

Women’s Fund

“We realized that our communication was mainly about accountability — we were reporting everything we did, but there was little proactivity in communicating who we are and why we do what we do.”

Community Foundation

“We carry out a materiality assessment and design differentiated communication strategies.”

Corporate Foundation

“Our communication includes not only investment data and beneficiary numbers, but also theories of change, impact, and outcome measurement.”

Corporate Foundation

“We realized we were speaking our own language, so the communications team trained to better reach other audiences.”

Women’s Fund



Photo by Elianna Gill

07 CONCLUSION



Civil society in Mexico.

The report provides a balanced overview of Mexico's charitable sector, highlighting its resilience in terms of purpose and community engagement. However, it also notes challenges regarding financial sustainability, government relations, and impact communication. While most organizations demonstrate strong internal clarity and optimism about their own futures, they express concern about the sector's overall health and its visibility in public discourse.

Key implications include the urgent need for diversified funding strategies, improved operational readiness, and stronger leadership development. The sector's reliance on local donations highlights its grassroots strength but also exposes vulnerability to economic shifts. Furthermore, the discrepancy between charities' perceptions and public trust indicates an opportunity to rebuild confidence through transparency and storytelling.

Moving forward, the strategy for Mexico's civil society should focus on collaboration, particularly with businesses and

international partners, to increase impact and resilience. Demonstrating the value of the project and attracting sustained support will be vital, and this can be achieved by enhancing data-driven evaluation and communication.

Finally, fostering a more constructive relationship with government — grounded in mutual respect and shared responsibility — could unlock systemic change. With targeted investment in capacity-building, leadership, and advocacy, Mexico's charitable sector can evolve into a more influential force for equity, inclusion, and sustainable development.

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