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## **Canada ranks 6<sup>th</sup> in new global giving study**

### **But research points to a concerning downward trend in giving**

Toronto, Canada: Canada has emerged as the world's 6<sup>th</sup> most generous country in a new study that looks at global giving trends over 10 years.

The Charities Aid Foundation (CAF) World Giving Index 10<sup>th</sup> anniversary edition examined aggregate data for countries during the decade between 2009-2018, drawing on surveys of more than 1.5 million people in 127 countries, in order to identify longer term trends.

While consistently high numbers of Canadians reported that they have helped a stranger, donated money or volunteered their time in the weeks prior to being surveyed each year over the course of the decade, the report also identifies a recent downward trend in donations in some of the world's wealthiest countries. Among these are Canada, the USA, and the United Kingdom, where levels of individual giving are now lower.

In Canada, the World Giving Index found that giving has been in steady decline since 2014. Canada's place in the Index's top 10 is particularly dependent on the country's giving patterns during the first five years of the study between 2009-2013.

The World Giving Index this year also identified the 10 most generous countries over the decade of research, along with the 10 least generous. It also lists the biggest risers over the course of the study and those countries that have dropped the most during that time.

This year's examination of a decade of giving is being released in the run up to #GivingTuesday – December 3 – the global day of giving that follows Black Friday and Cyber Monday and encourages people to give their time, money or voice to a good cause.

### **Other key findings:**

- Worldwide, more than 2.5 billion people helped a stranger over the past decade, with Canada ranking 9<sup>th</sup> in the world.
- Myanmar came second in the overall Index (Practising Buddhists account for 90% of the population, 99% of which are followers of Theravada branch of the religion which mandates giving)

- The bottom 10 countries over the past decade include Russia and two other former Soviet bloc countries, places with significant political or economic strife such as Yemen and Greece. China was ranked as the least generous country.

**John Low, Chief Executive of the Charities Aid Foundation, an international charity which helps people and companies to give worldwide, said:**

“We are once again reminded of the kindness and generosity of people across the world as they dig deep despite uncertain times and significant geo-political unrest to give their time and money to help others.

“In taking a step back and looking at giving trends over 10 years, we have created what we hope will serve as a roadmap to continue the grow giving in all its forms across the globe. There are areas of concern, but also key moments of hope in parts of the world that have overcome true hardship.

“We know that there is no single solution to success. It is about hard work, shared values and knowing in ourselves the inherent benefit to all of us when we work to improve the lives of our friends and neighbours, and strangers who need our help.”

**Ted Hart, President of CAF Canada, said the country’s place in the top 10 points to what the team sees on the ground.**

“Since 2013, CAF Canada has been working to expand the culture of giving by making it easy, reliable and effective for Canadians to give both internationally and domestically. Today, CAF Canada’s reach expands beyond \$14 million and we see the Canadian generosity in action on a daily basis.

“We are very proud to play our part in enabling Canadian donors to have a lasting, positive impact on the individuals and communities they support throughout the world.”

**Notes to editors:**

**CAF World Giving Index over 10 years - North America**

Countries ranked by 10 year aggregate CAF World Giving Index score

	Region Ranking	CAF World Giving Index ranking	CAF World Giving Index score	Helping a stranger	Donating money	Volunteering time
United States of America	1	1	58%	72%	61%	42%
<b>Canada</b>	<b>2</b>	<b>6</b>	<b>55%</b>	<b>64%</b>	<b>63%</b>	<b>37%</b>
Mexico	3	73	28%	45%	20%	18%



**Methodology**

The CAF World Giving Index 10<sup>th</sup> anniversary edition is primarily based upon data from Gallup’s World Poll, which is an ongoing research project carried out in more than 140 countries.

It represents around 95% of the world’s population (around 5.2 billion people) and this year’s CAF report captures the cumulative responses of more than 1.5 million people. The survey asks questions on many different aspects of life today including giving behaviour. The countries

surveyed and questions asked in each region varies from year to year and is determined by Gallup. More detail on Gallup's methodology can be viewed online.

### **About CAF**

The Charities Aid Foundation (CAF) is a leading international charity registered in the United Kingdom, with nine offices covering six continents. We exist to make giving go further, so together we can transform more lives and communities around the world. We are a charity, a bank and a champion for better giving, and for over 90 years we've been helping donors, companies, charities and social organisations make a bigger impact.

[We are CAF and we make giving count.](#)

### **About CAF Canada**

Since 2013, CAF Canada (Charities Aid Foundation of Canada) has been assisting corporations, foundations, and individuals on making strategic, effective, and tax-advantaged gifts internationally and domestically. Whether supporting organizations working in developing countries, assisting Canada's diaspora in supporting projects benefiting their country of origin, providing swift responses to major disasters, or helping build connections between global communities, CAF Canada turns donors' visions into impact.

More information about [CAF Canada](#)