

The Trend of Individual Volunteering and Giving in Hong Kong

Hong Kong is a generous city. In the period from 2009 to 2014, Hong Kong was ranked 10th on the World Giving Index's 5 Year Ranking. While the World Giving Index has three components, namely, donating money, giving time, and helping a stranger, this presentation focuses on the first two components. We will first examine the trend of individual volunteering and giving in the last decade. Then, using data collected from a door-to-door survey in 2013, we will consider the reasons for individuals to (and not to) volunteer and give. Furthermore, we will discuss the implications on future actions by analyzing the types of organizations that people volunteered at and gave to, the means from which they learned about volunteering activities and the channels through which their donations were made.