

EFFECTIVE GIVING GUIDE 2025

The latest research to inform your
charitable donations

**mieux
donner.**



How to give so it really matters

The very best charities are **100 times more effective than the average**. That means that while an average charity might save two lives with your donation, the very best charities can save 200 lives with the same amount.

The world is full of tough problems, from climate change to inequality and diseases. Charitable giving is a powerful way to make a difference. But with so many charities out there, how do you know where your donation will do the most good? **High-impact giving** focuses on the impact of every euro you give, and could mean the difference between helping a little and completely transforming lives.



Think about how we approach other important financial decisions. When we make a purchase, we compare options to find the best value. When we invest, we look for the highest returns. Yet, when it comes to charity, we often don't apply the same level of care, even though the stakes are high. After all, the lives and well-being of others are on the line. So asking, "**Where can my money do the most good?**" ensures your donation creates the greatest possible impact.

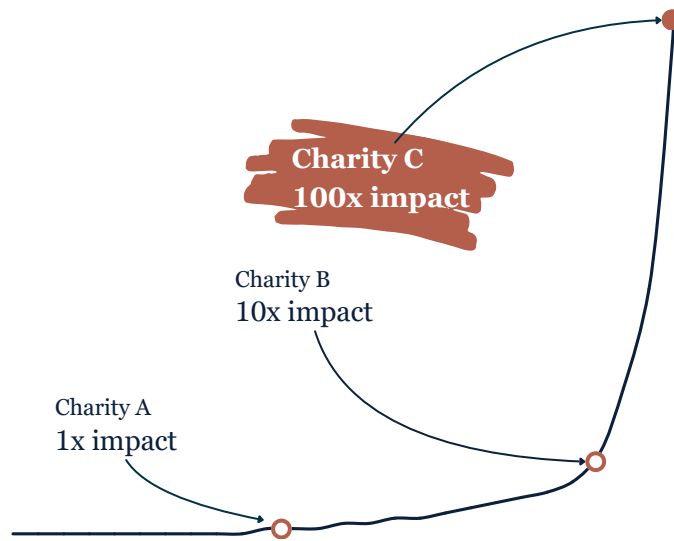
Some charities are **vastly more effective than others**.

If our goal is to make the **biggest difference possible**, we need to focus on charities that make the most of our giving. We might assume that our instincts will guide us to the best charities. After all, won't we just *feel* where our money is needed most? Unfortunately, this isn't always the case, and the most emotionally salient interventions aren't usually the most effective. Charities often have compelling stories, polished marketing, and inspiring missions, but this doesn't necessarily mean they're making a real, measurable difference. In some cases, they might even cause harm despite their best intentions.



Read: '[The Wrong Donation Can Accomplish Nothing](#)'. It's the story of **PlayPumps**, a water initiative that failed despite its innovative idea.

Let's talk about something that might surprise you: when it comes to charitable giving, [research shows](#) that the most effective charities can be 100 times more impactful than the average. This means that, by donating to an 'average' charity, you could be leaving 99% of your potential impact on the table!



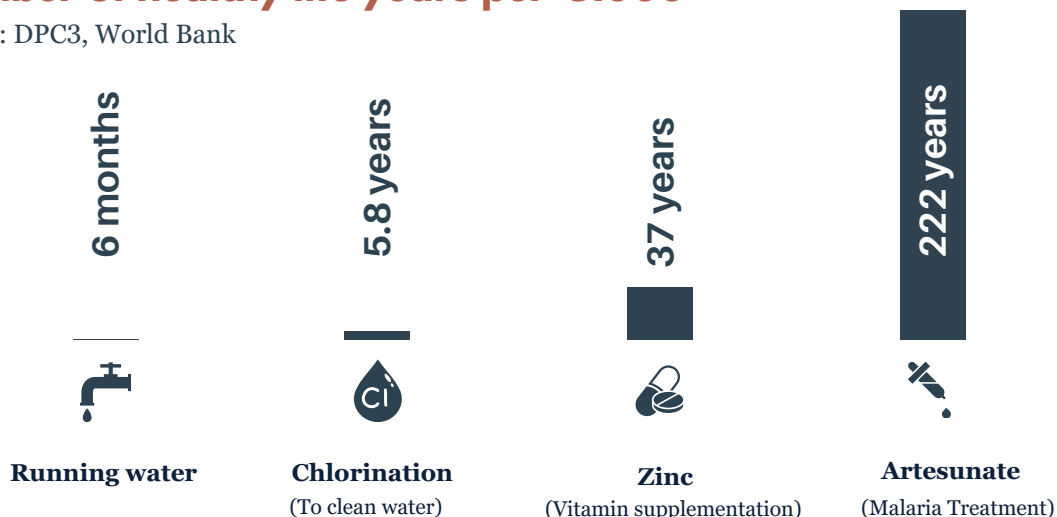
For some cause areas, such as animal welfare, the difference in impact is even more stark. Supporting the right charity can mean the [difference between helping one animal or thousands](#) with the same donation.

Same donation, different impact

The examples below illustrate how **interventions can vary by orders of magnitude in terms of cost effectiveness**. For example, per €1000 spent on health interventions, malaria treatment (artesunate) provides 222 years of additional years of healthy life, compared to just 5.8 years for water chlorination. This doesn't mean that we shouldn't invest in clean water but, rather that, when resources are limited, we should **prioritise funding interventions that save or improve the most lives per euro spent**.

Number of healthy life years per €1000

Source: DPC3, World Bank



Your guide to high impact giving

We help you find the best charities so that you can make a real difference

If you've ever asked yourself, 'How can I make the world a better place?', 'Which charities will have the greatest impact with my donations?' - you're in the right place.

Your guide to charitable donations

Our mission is to empower you with the knowledge to make thoughtful, high-impact donations that align with your values.

Fully Independent

We operate independently, supported by philanthropic grants. This allows 100% of your donation to go directly to your chosen charities and ensures that our recommendations remain unbiased.

Research driven

Identifying truly impactful charities can be time-consuming and challenging, especially when it's hard to know which sources to trust. We've collated thousands of hours of research from the top charity evaluators in the world to help you do as much good as possible with every euro you donate.

Looking for personalised advice?

Schedule a free advice call



We'd love to talk to you! [Schedule a call](#) or [send us an email](#) to receive tailored charity recommendations aligned with your interests and values through our extensive network of world-class research organizations.

Happy giving!

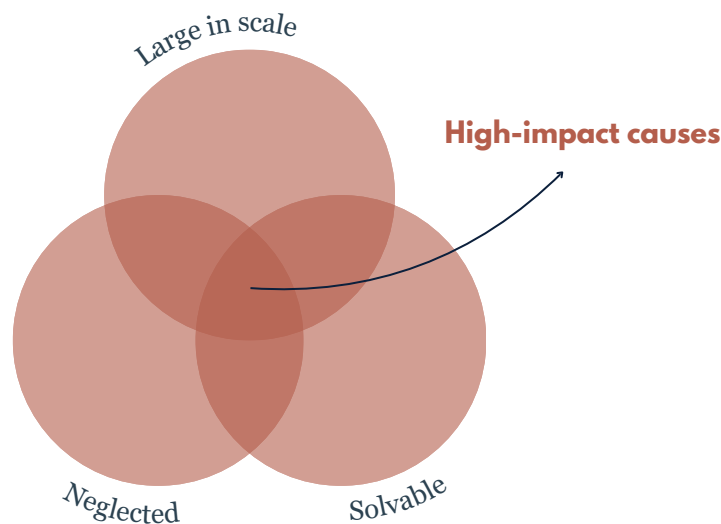
Romain and Jennifer, Co-founders of Mieux Donner
info@mieuxdonner.org



5 Tips to optimise your giving for impact

1. Choose a high-impact cause

No matter how wealthy we are, it's impossible to support every worthy cause. This means we have to make **thoughtful decisions** about which causes to give to. But how do we determine **which causes have the greatest impact?** At Mieux Donner, we use the following guidelines to narrow down opportunities for high impact giving:



Large in scale

Some problems impact a handful of individuals, while others affect millions. Some are mere inconveniences, while others can be life-threatening. The greater the scale of a problem, the more significant the benefit when we find a solution.

Neglected

Certain causes receive far less funding or attention than their scale warrants. By allocating your resources to these underfunded areas, you can tackle issues where your support will have a greater impact, often addressing "**low-hanging fruit**" problems that are relatively easy or inexpensive to solve.

Solvable

This refers to causes where progress is realistically achievable. The **most impactful causes have clear, evidence-based solutions** or opportunities for improvement.

2. Consult the latest research

Once you've chosen a cause, the next step is finding a charity that's truly effective in making progress on it. However, **identifying high-impact charities can be challenging** and not always easy to do on your own.

We work closely with **expert charity evaluators** who have been conducting extensive and in-depth research on the subject for many years. These experts are completely **independent** and work at the **cutting edge of charity evaluation** in their respective cause areas. They conduct rigorous tests on hundreds of charities to find out as precisely as possible how much good their programs achieve per euro spent.

We collate this research and **compare the cost effectiveness** of the charities recommended by these evaluators to bring you a **short list of the most effective charities**.

3. Consider giving outside of Europe

If you're looking to maximize the impact of your donation, **giving to charities that work in low-income countries is one of the most effective choices you can make**. While France and other developed nations still have pockets of extreme poverty, it's much more difficult and expensive to address effectively compared to the challenges faced in developing countries.



Living in extreme poverty means living on **less than \$2.15 per day** – and that number is already adjusted for the fact that goods and services are vastly cheaper in low-income countries.



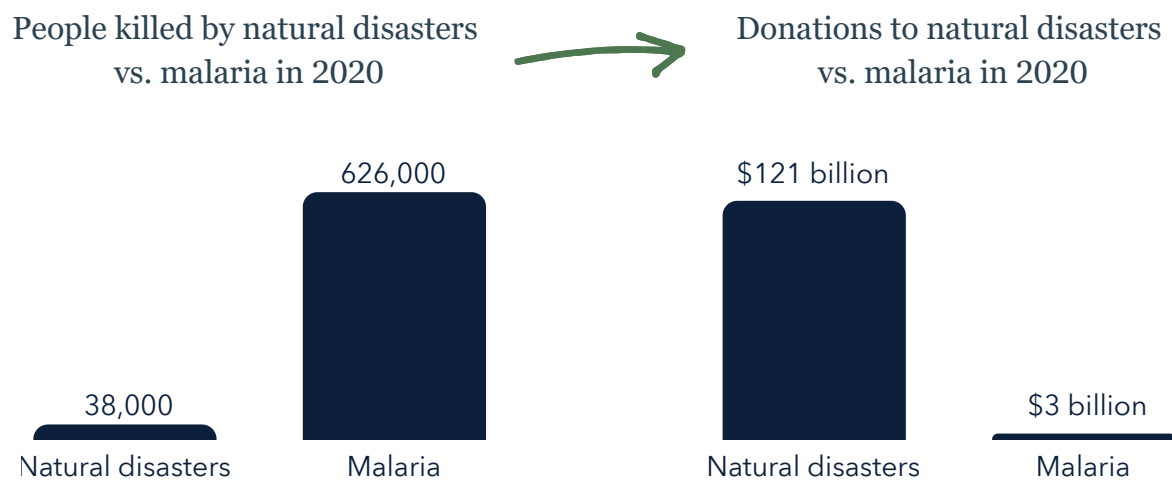
The poorest Europeans, despite their hardships, often have access to healthcare, education, and social safety nets that are far superior to what's available in low-income countries. While giving to local charities is commendable and can feel like the right thing to do, **if your goal is to make the biggest difference possible, your donations should target the places where needs are greatest**. Whether it's reducing child mortality, preventing illness, or improving access to clean water, your contribution can have a much larger impact when directed toward areas of extreme need.

4. Go beyond disaster relief

In the aftermath of hurricanes and earthquakes, many people feel a strong urge to donate to disaster relief efforts. While this generosity is admirable, it's important to take a step back and consider where donations can have the greatest **long-term impact**.

Research, including a [World Bank report](#), shows that disaster relief is often not the most cost-effective form of aid. In the aftermath of the 2010 Haiti earthquake, the American Red Cross (ARC) raised nearly \$500 million for relief efforts. However, [investigations](#) have raised **concerns about the effectiveness and transparency** of how these funds were utilised. For instance, \$10 million allocated for cholera projects lacked proper evaluation, and at least one partner mismanaged funds without the ARC's knowledge.

Rather than focusing on highly publicised disasters, **consider giving to underfunded global crises that are less visible**. Every day, over [1,100 children die from malaria](#), and [1,000 die of diarrhea](#) - issues that receive far less media attention but can be tackled with **highly cost-effective, proven interventions**.



Data sources: [ourworldindata.org](#) | [disasterphilanthropy.candid.org](#) | [globalfund.org](#)

5. Diversify your giving



Charities you are passionate about



Charities recommended by experts

Many of us already have favourite charities or causes that are close to our hearts, and that's a great thing. **Giving isn't an either-or decision** - you don't have to choose between supporting a cause you're personally connected to and donating to the most effective global charities. **You can do both by diversifying your giving.**

Our 2025 giving recommendations

Our recommended charities for 2025 have been rigorously evaluated by some of the best-in-class charity evaluators. They are some of the most effective charities in the world, achieving outstanding results for every euro donated.



AGAINST MALARIA FOUNDATION

Distribution of insecticide-treated mosquito nets to protect against malaria.

[Donate](#)



New Incentives

Financial support for Nigerian families to vaccinate their children.

[Donate](#)



HELEN KELLER INTL

Distribution of vitamin A supplements to children under 5.

[Donate](#)



CA TF
CLEAN AIR TASK FORCE

Advocacy, policy reform and technological innovation to fight climate change.

[Donate](#)



gfi / Good Food Institute

Promotes alternative proteins to fight climate change and help farm animals.

[Donate](#)



THE HUMANE LEAGUE

Corporate and legal advocacy to improve farmed animal welfare.

[Donate](#)

Do you want to help children in need?

We collaborate with top charity evaluator, [GiveWell](#), for our global health recommendations. GiveWell spends 50,000+ hours of research reviewing hundreds of charities each year. Only four, including Against Malaria Foundation, Helen Keller International and New Incentives currently meet it's high bar.



Donate

Against Malaria Foundation

Over 1,100 children die from malaria daily, mostly in sub-Saharan Africa. Against Malaria Foundation combats this by distributing insecticide-treated bed nets to people at risk. To date, they've delivered 250 million nets, protecting over 500 million people.



For just €5, provide a mosquito net that will [protect up to two people against malaria](#) for two years.



Donate

Helen Keller Intl

According to the World Health Organization, vitamin A deficiency leads to blindness in 250,000 to 500,000 and half of them die within 12 months. Helen Keller Intl supports government programs that provide high-dose vitamin A capsules to at-risk infants.



For just €2, provide a child with vitamin A supplementation for a year, [saving their eyesight](#) and potentially their life.



Donate

New Incentives

Each year, [700,000 children under five die](#) from preventable diseases like tetanus and measles. New Incentives boosts vaccination rates by offering small financial incentives to Nigerian families to take their children to clinics for routine vaccinations.



For just €20, enrol a child in New Incentives' vaccination programme [reducing mortality](#) from vaccine-preventable diseases [by 50%](#).

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Recommended charities 2025

Do you want to help animals?

We work closely with leading charity evaluators, including the EA Funds Animal Welfare Fund and Animal Charity Evaluators, to provide well-informed animal welfare charity recommendations. Their expert teams - comprising animal welfare scientists, economists, and charity evaluation specialists - dedicate countless hours each year to analysing research and identifying the most impactful interventions.



Tax deductible in
Switzerland

Donate

The Humane League

Explosive demand for meat and animal products has led to an industry where 80 billion land animals are raised and slaughtered every year. The Humane League (THL) aims to end the abuse of food animals by persuading companies to adopt higher animal welfare standards. Over the past decade, THL has successfully secured commitments from more than 400 companies to cease battery egg production.



Each **€0.85** donated drastically improves the welfare of **one farmed animal**



Tax deductible in
France & Switzerland

Donate

Good Food Institute

Promotes the development and marketing of alternatives to conventional meat. In order to establish these alternatives on the market, the aim is for them to be at least equal in terms of taste, price and availability. Their aim is to create a fairer, healthier food system, while reducing animal suffering and the ecological footprint of food production.



Each **€1** donated saves approximately **five animals** from factory farming.



Each **€3** donated also mitigates **one ton of carbon** = more emissions than a transatlantic flight.

Do you want to combat climate change?

We collaborate with top charity evaluator, [Giving Green](#), for our global health recommendations. Giving Green is a nonprofit research team made up of climate scientists, economists and impact evaluation experts with decades of experience working at the intersection of evidence-based policy and the environment.



CLEAN AIR TASK FORCE

Tax deductible in
Switzerland

Donate

Clean Air Task Force

Works to reduce air pollution, combat climate change and promote clean energy solutions through scientific advocacy, policy reform and technological innovation. They have an outstanding track record, including working with the EU to ensure the bloc adopted its first major methane regulations in 2024. This regulation alone has the potential to reduce more than 30% of global methane emissions from the oil and gas sector, which represents 7% of all man-made emissions globally.



For just €1, [mitigate one ton of carbon](#) = more emissions than a transatlantic flight.



Tax deductible in
France & Switzerland

Donate

Good Food Institute

Livestock farming is already responsible for about [20% of global greenhouse gas emissions](#). The Good Food Institute promotes the development and marketing of alternatives to conventional meat. In order to establish these alternatives on the market, the aim is for them to be at least equal in terms of taste, price and availability.



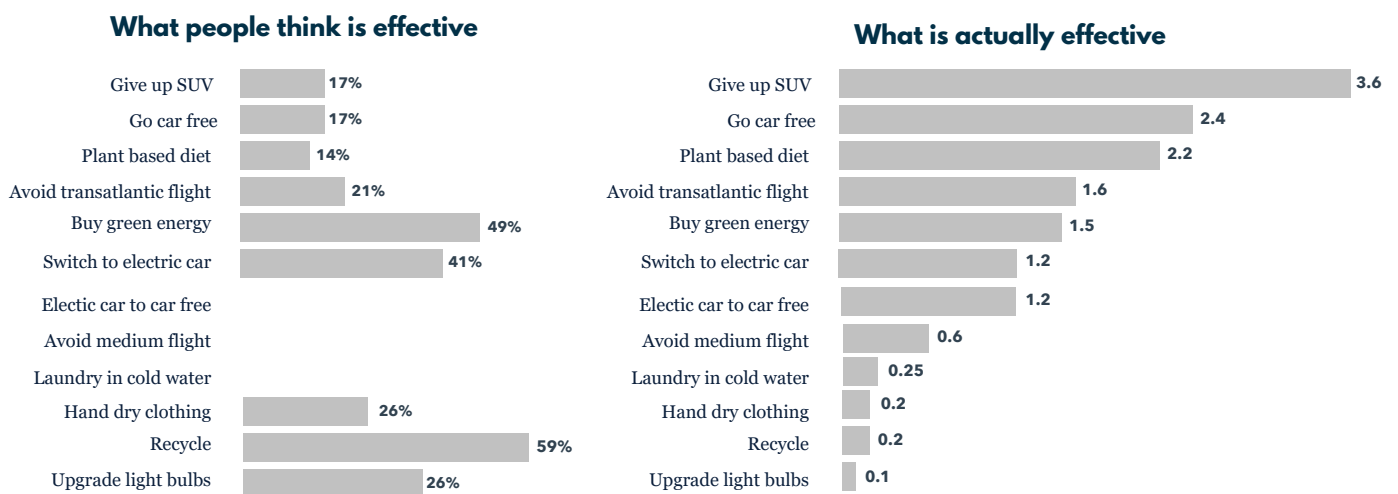
For just €3, mitigate [one ton of carbon](#) = more emissions than a transatlantic flight.



Each €1 donated also saves approximately [five animals](#) from factory farming.

Spotlight on effective climate action

The majority of climate charities people donate to don't live up to their claims. In fact, [90% of offsetting projects](#) fail to meet their offsetting targets, and even [40% of UN carbon credits](#) have been shown to be ineffective.



Source: Hannah Ritchie, Not the End of the World

There are concrete, evidence based actions we can all take to reduce our carbon footprint, but there's a lot of conflicting information online leading to a huge mismatch between what most people think is effective, and what's actually effective.

If you were to follow the top three most effective lifestyle choices and you gave up your car, switched to a plant based diet and avoided one transatlantic flight, you would save approximately **6.2 tons of carbon per year**. All of these actions are great initiatives and set a positive example for a better future. But **what if you could do even more?**

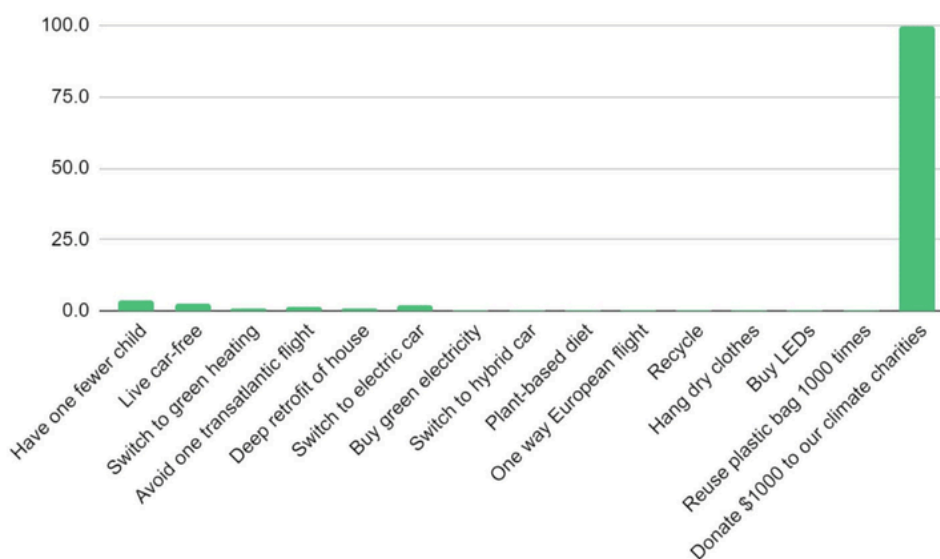
Donations to effective charities are the biggest lever to address climate change

By far the biggest levers we have to enact systemic change are voting, effective advocacy and donating to climate charities. Unfortunately, the majority of climate charities people donate to don't live up to their claims. In comparison, highly impactful climate charities enact policy change and technological innovation which can impact millions of people, or even entire continents.

As an example, one of the most effective climate charities, The Clean Air Task Force worked closely with the European Commission to pass the landmark EU Methane Regulation in 2024. It's estimated that regulations like this could achieve a huge **30% reduction in emissions from the oil and gas industry.**

Another example of a highly effective charity is The Good Food Institute, who promote the development of plant based and lab grown meats. Alternative proteins are a particularly promising way of addressing climate change because livestock farming is responsible for around **20% of global greenhouse gas emissions.** By capturing just **11 percent of the protein market** by 2035, alternative proteins can cut greenhouse gases on a scale roughly equal to **decarbonizing the entire aviation industry.**

Relative impact of lifestyle choices compared to donating to effective climate charities
(tons of CO2)



(Source: Founders Pledge – [Climate and lifestyle report](#)).

In comparison to traditional carbon offsets, which have little independent oversight, the most effective climate charities have been rigorously vetted by the world's leading independent charity evaluators. Both Clean Air Task Force and the Good Food Institute, for example, have been independently evaluated by Giving Green to avoid 1 ton of carbon for every euro donated to them. To put this into context, if you were to donate 170 euros a month to Clean Air Task Force or The Good Food Institute, your annual donation would mitigate more than 2000 tons of carbon in the atmosphere, equivalent to:

- Growing **60,000 trees for a year**
- Avoiding **1,500 transatlantic flights**
- **500 people** going car free for a year



Ready to act?

[Click here to set up a meeting](#) with our climate specialist and co-founder, Jennifer, or email jennifer@mieuxdonner.org

How to donate tax effectively

Against Malaria Foundation, Helen Keller International and Good Food Institute are tax deductible in France. All of our top charity recommendations are tax deductible for Swiss residents. We can offer advice for other tax residents.

How does tax deduction for donations work?

In France, donations to eligible associations entitle you to a reduction in income tax. Here are the key points to remember:

- **Reduction rate:** You receive a tax reduction of 66% of the amount of your donation.
- **Reduction limited to tax due:** The tax reduction cannot exceed the amount of tax you owe. For example, if you owe €2,500 in tax and your reduction is €3,000, you will not be able to claim back the extra €500.
- **Limit of 20% of taxable income:** The total amount of your donations eligible for tax relief cannot exceed 20% of your taxable income (typically for salaries over €45,000 gross taxable income per year).

Example: Triple your donation at no extra cost

Imagine you're considering donating €100 to an eligible charity. Thanks to a 66% tax deduction, the state reimburses you €66 in tax relief. This means your €100 donation effectively costs you just €34. With this in mind, you could increase your donation while staying within the same budget.

- Amount of donation: €300
- Tax reduction: 66% of €300 = €198
- Actual cost after tax reduction: €300 – €198 = €102

Which high impact charities are currently tax deductible in France?

Mieux Donner's recommendations always prioritise the impact of a charity, over its tax deductible status. The only high impact charities we currently recommend that are tax deductible in France are [Against Malaria Foundation](#), [Helen Keller International's Vitamin A program](#) and [Good Food Institute](#). While there are other tax-deductible high-impact funding opportunities in France, we have less confidence in their expected impact and therefore do not feature them on our website. However, we are happy to discuss these options with you during a call.



Book a free tax guidance call

[Click here to set up a meeting](#) with our co-founder, Romain, who is well versed in tax reduction. You can also email romain@mieuxdonner.org

Donations are a superpower

Did you know that if you earn over €40,000 a year and live in France, you're among the **top 2%** of earners globally?

While it may not always feel that way, looking at the bigger picture helps us see the unique position we're in to make a difference. Understanding where we stand globally isn't about guilt—it's about opportunity. While billions of people live on just a few dollars a day, even a small percentage of our income can have a huge positive impact on the lives of others.

"Our ability to donate gives us a kind of superpower: it allows us to support the work of those groups that are most effective in making progress on the issues we want to tackle."

-William MacAskill, philosopher

Join the global generosity movement

Did you know that there is a global generosity movement of almost **10,000 people who have pledged to give away 10% of their income** to the most effective charities?

'I chose to take [the 10% pledge](#) because I want to make the world a better place. Because I want to feel useful and know that I am useful. And because I know that my income is largely the result of luck.' - [Astrid, 10% pledger](#)



Ready to Pledge?

The people who have pledged come from different backgrounds and income brackets - but what they have in common is that they are **achieving extraordinary good** with their generosity. If you are interested in pledging, but can't afford 10%, you can also choose to pledge a lesser amount through the trial pledge. [Read more about The Pledge.](#)

what €100 can achieve if donated effectively



645 animals saved from factory farming

+



75 children without vitamin A deficiency

+



49 tons of CO2 avoided

Considering a donation of 50€ for Helen Keller and 50€ for Good Food Institute (In France - you can triple your impact for the same cost through tax reduction)

“ **The world is changed by your example, not by your opinion** ”

- Paolo Coehlo

Thank You

We hope you find this effective giving guide useful, please don't hesitate to share it with your friends, or to contact us if you have any questions or feedback.

Romain Barbe and Jennifer Stretton

- Co-founders of Mieux Donner



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