

Giving Korea 2006



Researched, Written and Published at
The Center on Philanthropy
at the Beautiful Foundation

The Beautiful Foundation was founded in 2000 as a national community foundation. The purpose of the foundation is to create and promote philanthropy among the general Korean public as a way to establish a sustainable and systematic culture of giving at all levels of society.

The Center on Philanthropy at the Beautiful Foundation, by conducting research and study and by running educational programs, strives to boost the level of expertise and professionalism of non-profit practitioners, and hopes to become a cornerstone in the effort to raise the standard of the culture of giving.

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Giving Korea 2006

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Foreword

This year's publication marks the sixth Giving Korea report since the launch of the program in 2001. The Center on Philanthropy at the Beautiful Foundation undertakes a yearly research project, alternating between the topics of individual giving and corporate social responsibility. Giving Korea 2006 investigates the trends and culture of individual giving.

If tradition of philanthropy is considered to be giving as part of culture and daily practice, it has a relatively short history in Korea. Since few studies have been done in this field, Giving Korea is crucial to further promoting the culture of philanthropy in Korea. Over the years it has served as a credible index of Korea's philanthropic trends, and has been frequently referred to by the media, academics, and NPO activists.

Giving Korea is not just an academic exercise, it also helps philanthropic culture take root in people's daily lives. The Beautiful Foundation identifies changes in people's awareness and trends of giving through this project and shapes its future plans and activities.

Giving Korea 2006 has evolved from the 2002 and 2004 publications through modified survey methods and expanded scope. For this project, about 1,000 subjects were selected based on their demographic diversity and interviewed in person over the course of one month. Questions about philanthropy education and bequest donation were included for the first time as major survey items.

Research on philanthropy education is of particular importance in line with the Foundation's fundamental belief that our children must be raised as a new generation of philanthropists. Nearly all respondents to the survey agreed on the importance and need


of philanthropy education, further highlighting the urgency of developing and implementing systematic philanthropy education.

Investigations into bequests have produced very meaningful results as well, showing that bequest donation is an area ripe for cultivation in a Korean society with a strong tradition of limiting inheritance to direct offspring.

This year's Giving Korea has also examined congratulatory and sympathetic contributions, a well-established giving tradition among Koreans, as an attempt to shed light on Korean giving from a cultural perspective.

We hope this English edition of Giving Korea will be a valuable basis for comparison for overseas researchers and other interested parties as well as a useful tool for bulwarking philanthropic culture worldwide.

Finally, we would like to extend my sincere gratitude to Yuhan-Kimberly who funded the international symposium "Giving Korea 2006" and to Research and Research for their pivotal role in conducting the survey for this project.



Park Sang Jung
Chairperson



Yoon Jung Sook
Executive Director

발간사

2001년부터 시작된 기빙코리아(Giving Korea)연구가 벌써 여섯 번째 보고서를 발간하게 되었습니다. 아름다운재단의 기부문화연구소는 개인기부문화와 기업사회공헌을 주제로 매년 번갈아 연구해왔으며, Giving Korea 2006은 개인기부문화를 주제로 하였습니다.

한국사회에서 기부가 하나의 시민문화이자 개인의 일상적 습관으로 받아들여지기 시작한 역사는 매우 짧습니다. 이와 관련한 연구 또한 아직 활성화되지 못한 상황에서 기빙코리아 연구는 매우 의미 있고 소중한 작업이라 생각합니다. 해를 거듭하면서 이 연구는 한국의 기부문화를 이해하는 데 중요한 지표가 되고 있으며, 언론과 학계 그리고 NPO 영역에서 신뢰받는 레퍼런스로 자주 인용, 보도되어 왔습니다.

‘연구는 실천이다’라고 해도 무리가 아닐 정도로 기빙코리아는 학문적 성과를 넘어서 나눔과 기부를 하나의 시민참여의 풀뿌리 실천으로 뿌리내리는 데 기여하고 있습니다. 아름다운재단은 연구를 통해 기부에 대한 시민의식과 기부방식의 변화를 파악하면서 새로운 계획과 참여방식을 새로 디자인하고 있습니다.

기빙코리아 2006이 이전 연구와 다른 점은 조사 방식의 변화와 조사 ‘영역’의 확대입니다. 조사는 다양한 인구학적 특성을 변수로 하여 한 달동안 전국의 성인 1천여명을 직접 면접(face to face interview)하는 방식으로 진행되었습니다. 이 외에 이전과 또 다른 점은 조사에서 나눔교육 및 유산기부를 주요 항목으로 첨가한 것입니다.

나눔교육에 관한 연구조사는 ‘미래세대를 나눔의 세대로 키워야한다는 아름다운재단의 철학’ 때문입니다. 조사결과 응답자의 거의 대부분이 나눔 교육의 중요성과 필요성에 동의한다고 하여, 나눔 교육의 사회화와 체계화가 기부문화의 활성화에 중요하다는 결론을 얻게 되었습니다. 또한 처음 시도한 ‘유산기부’에 관한 의식조사도 매우 의미 있는 시도였습니다. 역사적으로 혈연중심의 상속문화가 매우 강한 한국사회에서 유산기부에 대한 조사 결과는 향후 유산나눔이 기부문화의 새로운 영역이 될 것이라는 것을 예측을 가능케 합니다. 이 외에도 기빙코리아 2006에서는 한국의 독특한 기부문화인 ‘경조사비’에 대한 조사도 추가하여 문화적 측면에서의 기부에 대해 새로이 조명해보았습니다.

2004년 이후 세 번째 발간하는 기빙코리아 영문판이 한국 기부문화의 현황을 세계에 알리면서 각국 간 비교를 통해 서로가 이정표가 되어 이해하고 소통하면서 기부문화를 견실하게 확산시키는 데에 도움이 되기를 기대합니다.

마지막으로, 기빙코리아 2006을 공동주최하여 아낌없이 지원해주신 유한김벌리(주)와 기빙인덱스 연구조사비를 협찬해주신 (주)리서치앤리서치에 진심으로 감사드립니다.

아름다운재단 이사장
박상중

아름다운재단 상임이사
윤정숙

01 Yuhan-Kimberly Giving Index of Korea

01

Yuhan-kimberly Giving Index of Korea

Research Agency Research & Research, Inc
Research Design The Center on Philanthropy at the Beautiful Foundation
Researcher Chul Hee Kang
 (School of Social Welfare, Yonsei University)

1. Research Objective

To explore the status and public awareness of giving and volunteering in Korea in 2005, help establish a healthy culture of philanthropy, and generate data useful as references for developing policies related to philanthropy.

2. Research Design & Fieldwork

Respondents	Males & females over age 19, nationwide (except Jeju Island)
Sample	1,005 persons
Standard Error	Confidence level 95% $\pm 3.09\%$
Survey Method	Face-to-face interviews
Sampling	Phase 1: Multi-stage area sampling/survey point selection Phase 2: Quota sampling/interviewee selection - Refer to Chapter 3. Sampling Method for details
Research Period	July 10 2006-August 11 2006
Research Agency	RESEARCH & RESEARCH, Inc. (CEO No Kyu hyung)

3. Sampling Method

Phase 1: Multi-stage area sampling

Regional Stratification

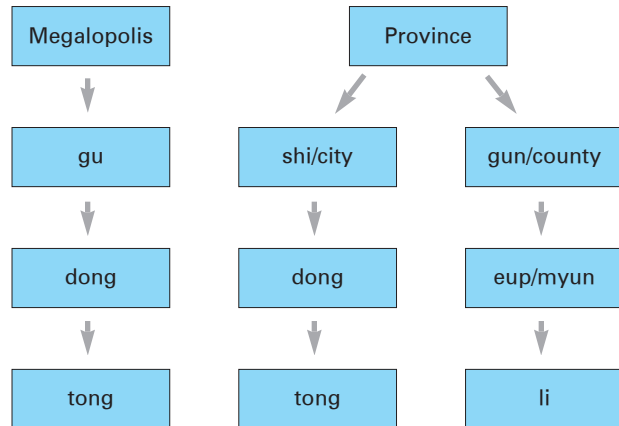
- Allocation by seven metropolitan areas and eight provinces (excluding Jeju Island) further stratified into city and town (eup, myeon)

Population-Proportionate Allocation

- Calculated the number of sampling points (guideline: ten persons per sampling point) per region considering the population of each stratified region.

Multi-stage area sampling

- Through three stages, randomly selected tong/li, which are sampling points
 → Processed automatically by R&R Sampler program



Phase 2: Quota sampling

At the sampling points, the final respondents are selected by quota sampling stratified by sex, age, and population proportion.

4. Sample Composition

		No. of Cases	%
Total		1,005	100.0%
Gender	Male	496	49.4%
	Female	509	50.6%
Age	19-29	223	22.2%
	30-39	240	23.9%
	40-49	227	22.6%
	50 and over	315	31.3%
Education	Junior high and below	148	14.8%
	High school	416	41.4%
	College and above	436	43.4%
Occupation	Agriculture/Forestry/Fishery	21	2.1%
	Self-employed	255	25.4%
	Blue collar (labor)	191	19.0%
	White collar (clerical)	279	27.8%
	Housewife	147	14.6%
	Student	84	8.4%
	Unemployed/other	27	2.7%
Place of Residence (region)	Seoul	218	21.7%
	Incheon/Gyeonggi	271	27.0%
	Busan/Ulsan/Gyeongnam	166	16.5%
	Daegu/Gyeongbuk	109	10.8%
	Gwangju/Jeolla	108	10.7%
	Daejeon/Chungcheong	103	10.2%
	Gangwon	30	3.0%
	Metropolis	483	48.1%
Place of Residence (size)	Mid/small sized city	336	33.4%
	Gun/Town	186	18.5%

		No. of Cases	%
Total		1,005	100.0%
Marital Status	Single	259	25.8%
	Married	692	68.9%
	Divorced/Widowed	52	5.2%
Religion	Buddhist	223	22.2%
	Protestant Christian	219	21.8%
	Catholic	90	9.0%
	Other	3	0.3%
	None	460	45.5%
Personal Income	below 0.49 mil. won	249	24.8%
	0.5-0.99 mil. won	85	8.4%
	1.0-1.99 mil. won	301	30.0%
	over 2 mil. won	367	36.6%
	don't know	2	0.2%
Household Income	below 0.99 mil. won	32	3.2%
	1.0-1.99 mil. won	141	14.0%
	2.0-2.99 mil. won	270	26.9%
	over 3 mil. won	558	55.6%
	don't know/no response	4	0.4%
Form of Housing	Own home	780	77.6%
	Full-deposit rental	194	19.3%
	Monthly rental/other	32	3.2%
Family Size	1person	61	6.1%
	2persons	124	12.3%
	3persons	195	19.4%
	4persons	461	45.8%
	more than 5 persons	165	16.4%

Summary

Giving in 2005

- ▶ 68.6%, nearly 2/3 of the respondents, answered that they have given. This is a higher level than the survey revealed in 2001 (48.0%) and in 2003 (64.3%).
- ▶ The average amount of giving (including goods) per person but excluding religious giving, is 70,305 won*, an increase of 21.5% from 2003 (57,859 won).
- ▶ Considering only the respondents who gave, the average amount given in each incidence is 58,490 won and by individual 102,550 won, a slight decrease in case by case giving and an increase in individual giving compared to 2003 (61,860 won, 90,401 won respectively).
- ▶ Regarding annual congratulatory and sympathetic contributions, a new item introduced in this year's survey, 74.2% of the respondents spent money for this purpose in 2005. 39.2% of them answered 200,000-490,000 won to a question asking the average amount spent. It shows that the scale of these contributions is significant compared to charitable giving.

Volunteering in 2005

- ▶ 24.7% of the respondents answered that they have volunteered, which is an increase from 16.8% in 2003.

Average Volunteering Hours

- ▶ Average volunteering hours (excluding religious volunteering) per person is 9.58 hours, a 29.8% increase from 7.38 hours in 2003.
- ▶ Considering only the respondents who have volunteered, the average hours spent per case is 26 hours and 38.8 hours per individual, a slight decrease from 2003 (31.2 hours and 36.2 hours, respectively).

Philanthropy education and bequest donation

- ▶ Asked if they agree about the importance of philanthropy education, 96.4% answered yes.
- ▶ Regarding methods of conducting philanthropy education, "Programs or campaigns that encourage the practice of giving should be carried out through the media" received the highest score (96.1%), followed by "Philanthropy education needs to be provided at school" (93.7%), "Philanthropy education needs to be done at home" (91.9%), and "The importance of the practice of giving should be emphasized at work" (87.1%).
- ▶ As for the willingness to donate by bequest, 25.7% said "Yes" while 68.6% answered "No". Asked how much of the total bequest they are considering for donation, 27.0% answered "10 to less than 30%".

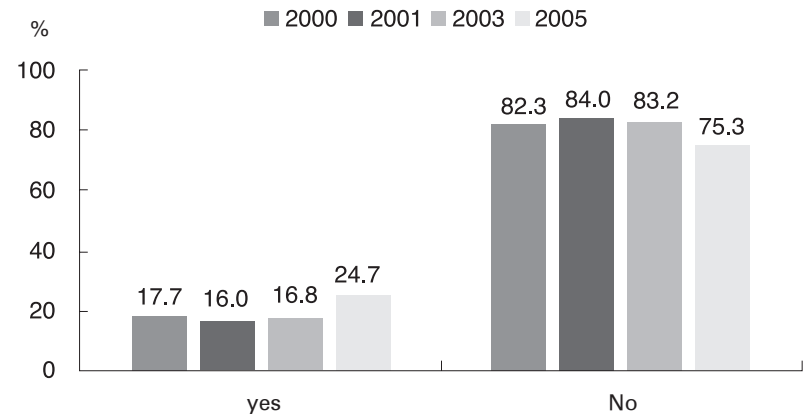
* USD 1.00=930.60 won (December 1, 2006)

Result Analysis

1. 2005 Participation in Volunteering

Q) Have you participated in "volunteer activities" [in any of the places on Example Card 1] in the last year - from January through December of 2005?

- In the question on volunteering in 2005, 24.7% answered "Yes" (I participated). -an increase from 16.8% in 2003 and 16.0% in 2001.



• Socio-demographic Analysis

- ▷ The response, "Yes", was relatively high among the following respondents: people in their 40s (30.6%), students (35.7%), residents of Busan/Ulsan/Gyeongnam (31.3%), as well as Protestant Christians (31.0%) and Catholics (36.8%).

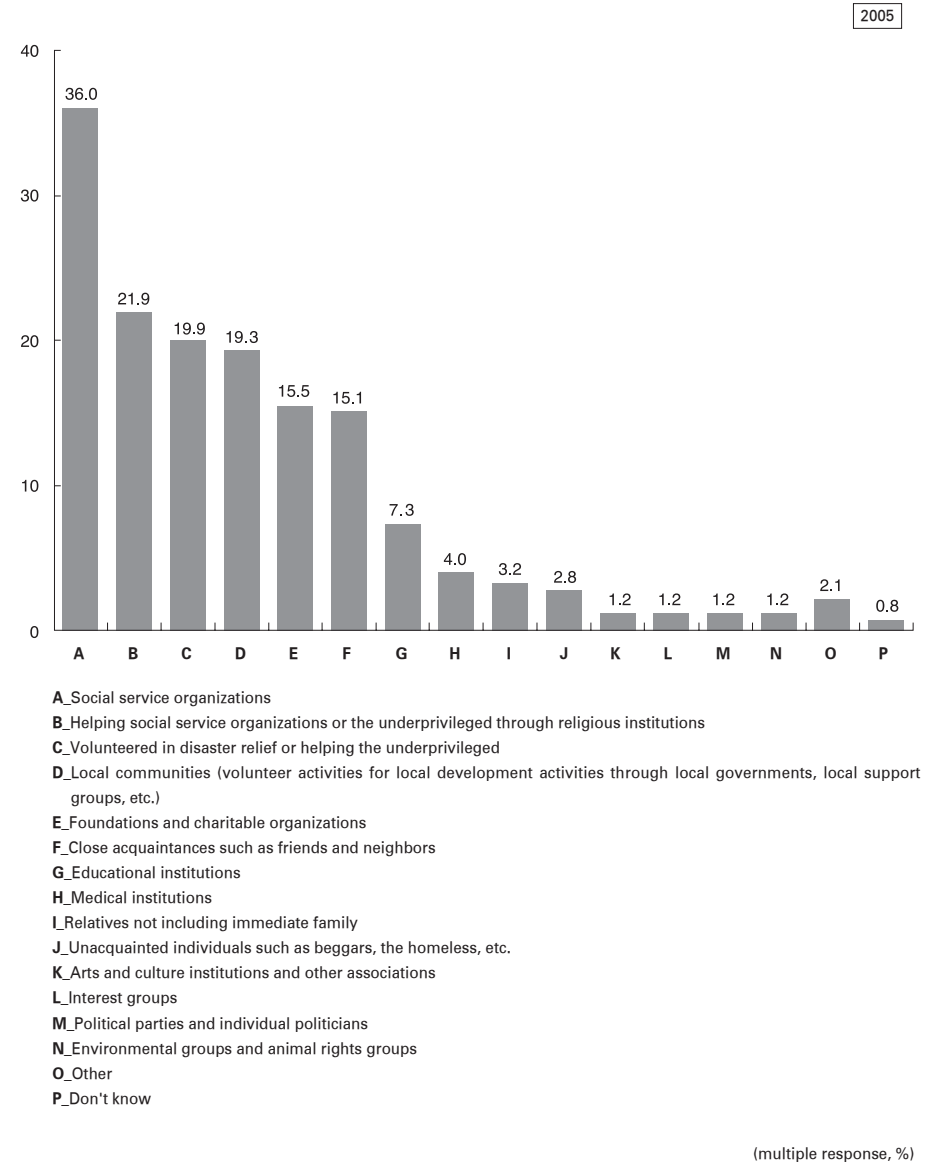
▷ The response "No", was relatively high among the following respondents: junior high school and below education (82.1%), no religion (82.2%), and household income between 1.0-1.99 million won (82.3%).

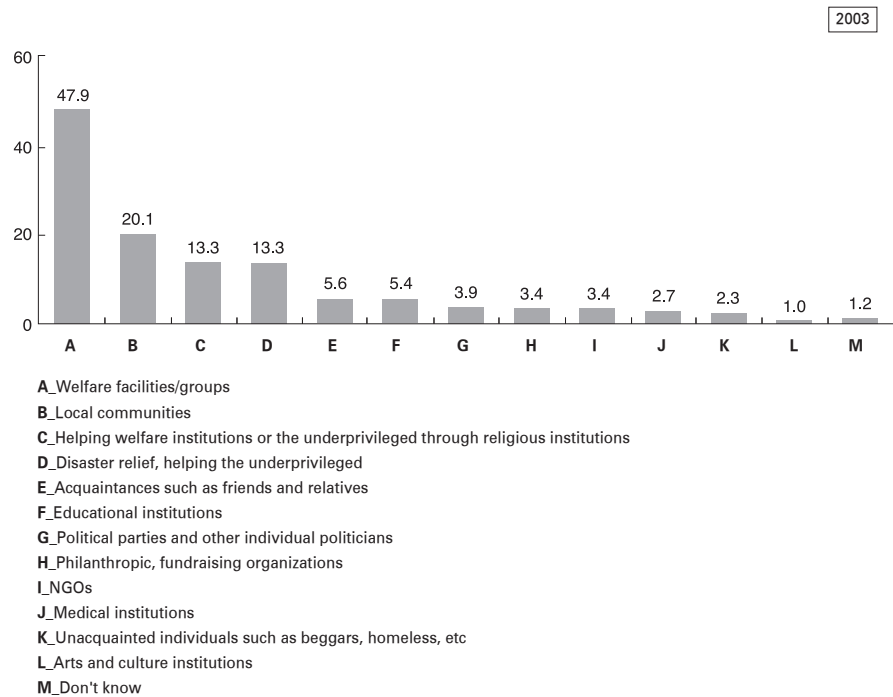
1-1. 2005 Places of Volunteering

Q) Please tell us all the organizations/institutions/individuals you have "volunteered" for during the last year (Jan-Dec 2005).

- "Welfare facilities/groups (36.0%)", followed by "volunteer activities for the needy in the community or at social welfare organizations through religious groups (21.9%)", were most favored among the 247 respondents who had volunteered (multiple response; n=247).
- "Welfare facilities/groups" was also the top selection in 2003 (47.9%).

[Ref.] As a result of discussion, some revisions have been made from the 2004 questionnaire. Since it is difficult to make a direct comparison between the previous questions and the revised questions, the graphs show the results separately. This applies to all questions including this one.





• Socio-demographic Analysis

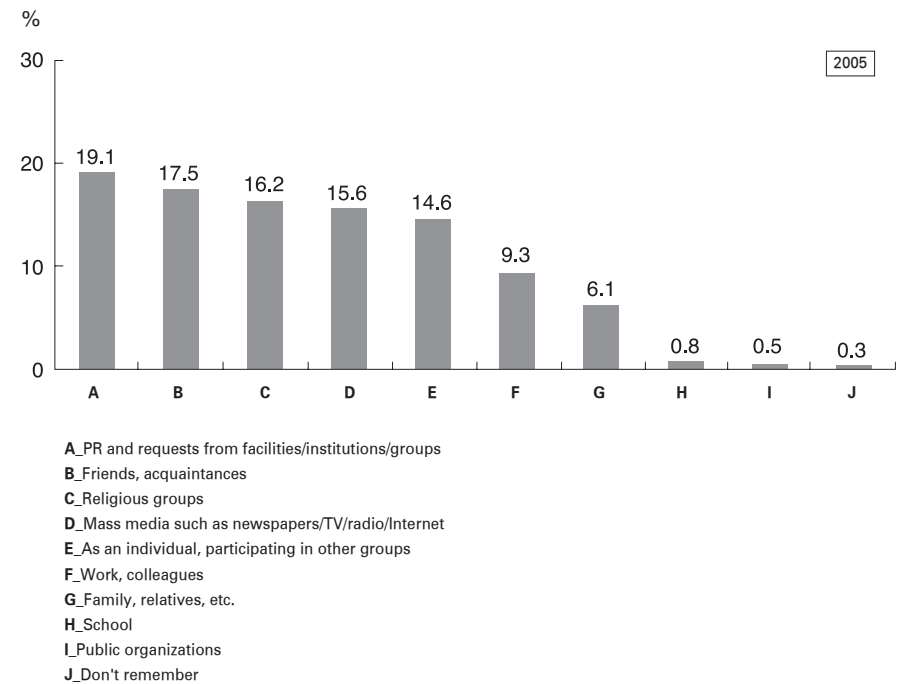
- ▷ The proportion of volunteering in "social welfare facilities/groups" was relatively high among people in their 20s (68.2%), college and above educated (44.3%), students (75.1%), residents of Incheon/Gyeonggi (49.2%), single people (50.9%), and respondents with household income below 0.49 mil won (46.6%).
- ▷ "Volunteer activities for the needy in the community or at social welfare organizations through religious groups" was relatively high among residents of Incheon/Gyeonggi (35.1%), Protestant Christians (40.7%) and Catholics (47.9%), and people with household income below 0.99 mil. won (59.7%).

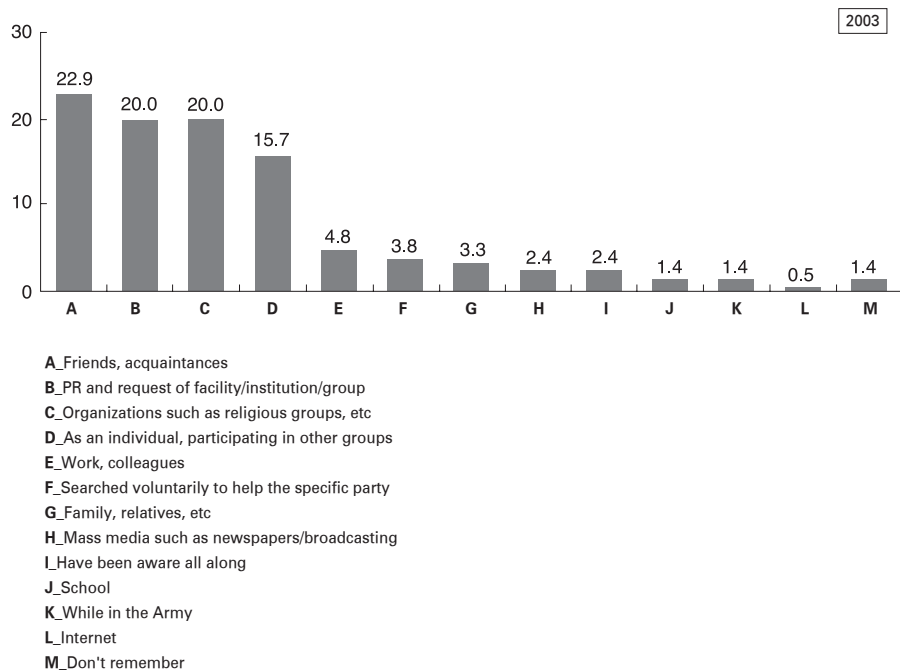
1-2. 2005 Awareness Channels of Volunteering

Q) How did you become aware of the "organizations/institutions/individuals"?
Choose one manner of gaining awareness for each "organization/institution/individual".

- "PR and requests from facilities/institutions/groups" (19.1%) ranked as the top awareness channel for place for volunteering, followed by "friends and acquaintances" (17.5%) and "religious groups" (16.2%). (response base; n=377).

[Ref.] Response base is the number of each response (numerator), calculated based on total number of responses (denominator) excluding "no response" and "don't know". The total number of responses to this question is 377.





• Socio-demographic Analysis

▷ The response, "PR and requests of facilities/institutions/groups", was relatively high among people aged 50 and over (32.1%), housewives (27.6%), residents of Seoul (28.2%) and Gwangju/Jeolla (33.3%), as well as Daejeon/Chungcheong (35.7%), residents of metropolises (24.8%), Buddhists (29.3%), people with household income between 2.0-2.99 mil. won (26.8%), and those who own their home (21.5%).

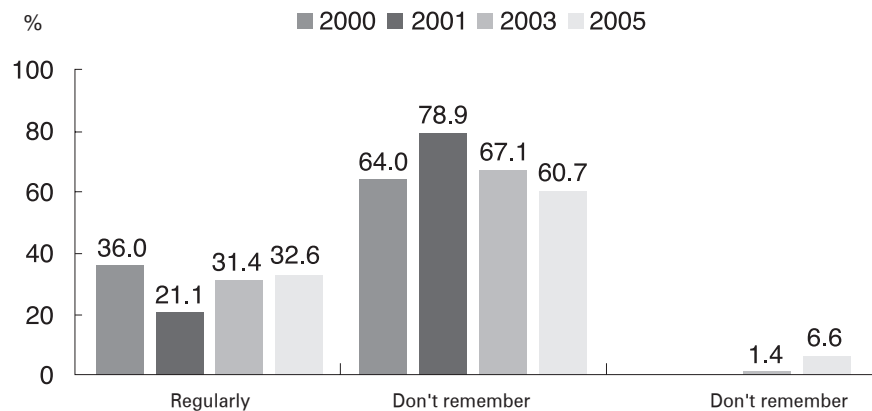
▷ The response, "friends and acquaintances" was relatively high among college and above educated people (21.8%), residents in metropolises (22.4%), and single people (25.6%).

▷ The response, "mass media such as newspapers, TV or radio", was relatively high among residents of Incheon/Gyeonggi (36.8%) and those who own their home (18.0%).

1-3. 2005 Regularity/Irregularity of Volunteering

Q) Was your volunteer work for the facilities/institutions/groups/individuals regular or irregular?

- On the regularity/irregularity of volunteering, 32.6% claimed to be volunteering "regularly". (response base; n=377).
- The proportion of regular volunteering in the survey (32.6%) shows an increase from 2003 (31.4%).



- Socio-demographic Analysis

▷ The response of "regular" volunteering was relatively higher among the following respondents: married (35.7%), personal income over 2.0 mil. won (40.4%), and household income over 3.0 mil. won (37.1%).

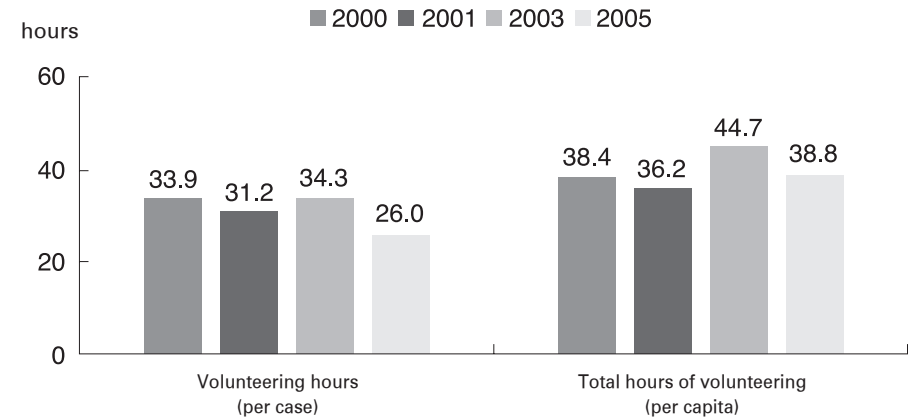
▷ Respondents with relatively high proportion of "irregular" volunteering were students (81.6%), residents of Daejeon/Chungcheong (82.1%), residents of eup and myeon (73.2%), and single people (73.2%).

1-4. 2005 Volunteering Hours

Q) How many hours of volunteer work have you done for the facilities/institutions/groups/individuals in the last year (Jan.-Dec. 2005)?

- When considering only the respondents who volunteered, the average volunteering hours per volunteer case is 26.0 hours, reduced by 8.3 hours from 2003 (34.3 hours) and the average individual volunteering time is 38.8 hours, reduced by 5.9 hours from 2003 (44.7 hours).

- Average number of volunteering hours per capita is 9.58 hours, a 27.6% increase from 2003 (7.38 hours).

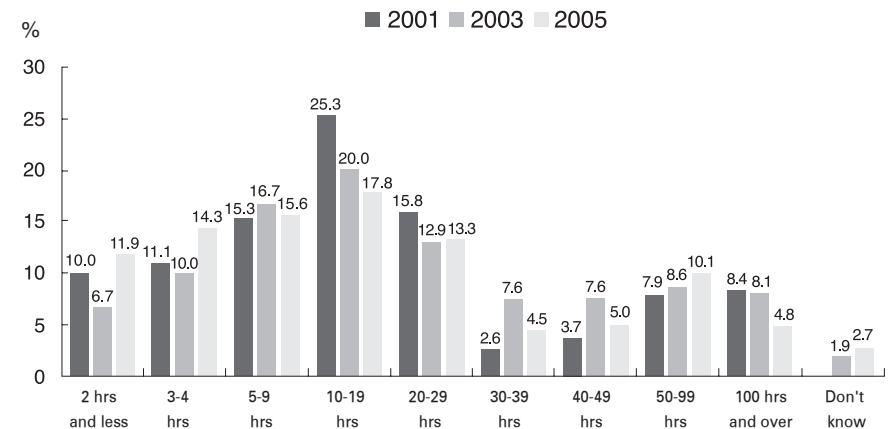


<Graph> Average volunteering hours

- Socio-demographic Analysis

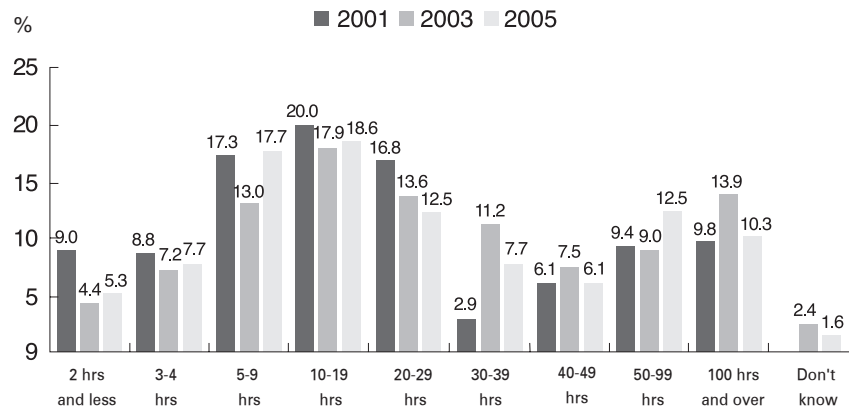
▷ Respondents with relatively high individual volunteering hours are residents of Incheon/Gyeonggi (53.0 hours).

- The response "10-19 hours" was the most common at 17.8%, for the number of volunteering hours per case, followed by "5-9 hours" at 15.6%.



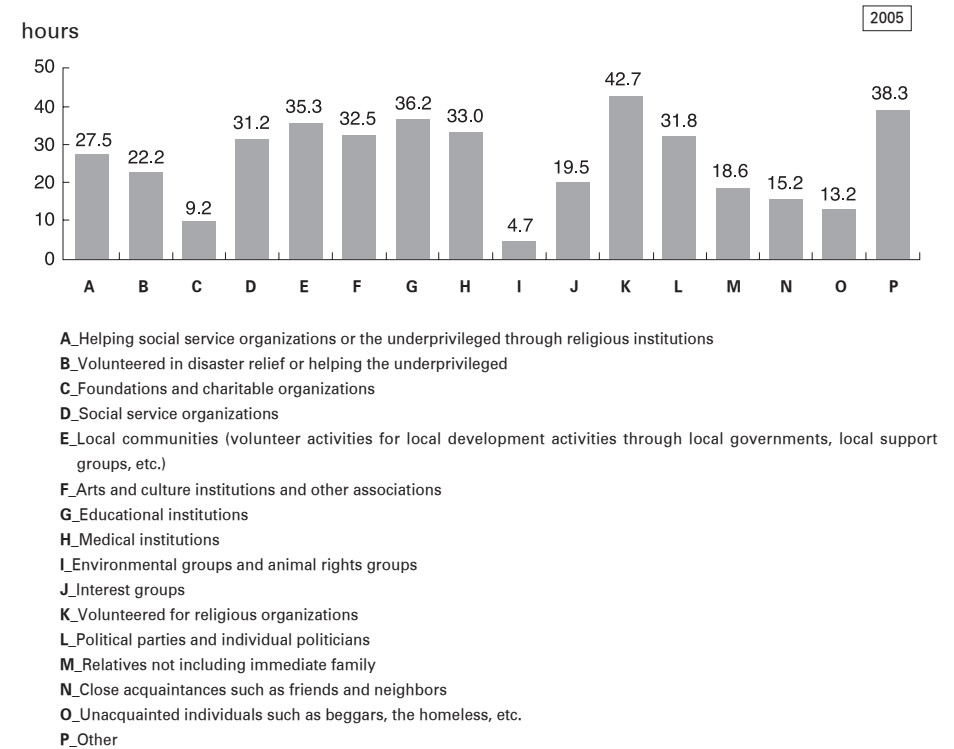
<Graph> Volunteering hours (per case)

- The response, "10-19 hours" was the most common in the average volunteering hours of volunteer participants with 18.6%, followed by "5-9 hours" (17.7%), "20-29 hours" (12.5%) and "50-99 hours" (12.5%).



<Graph> Volunteering hours (per capita)

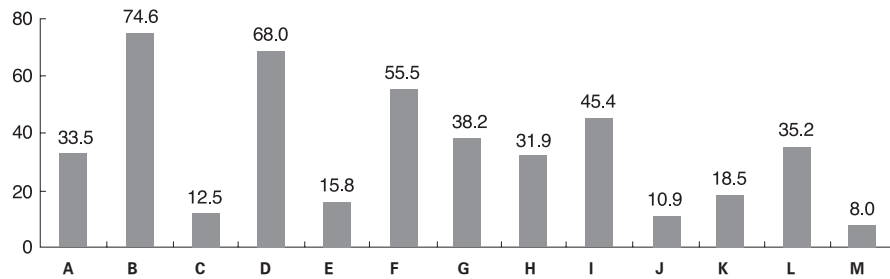
- Volunteering hours by facility/institution/group/individual are: "religious institutions" (n=54) with 42.7 hours, "educational institutions" (n=18) 36.2 hours, "welfare facilities/groups through local community groups" (n=48) 35.3 hours, and "social service organizations" (n=87) 31.2 hours.
- The sample size for other facilities/institutions/groups/individuals are smaller than 10, thus it is difficult for them to have significance.



- A_Helping social service organizations or the underprivileged through religious institutions
- B_Volunteered in disaster relief or helping the underprivileged
- C_Foundations and charitable organizations
- D_Social service organizations
- E_Local communities (volunteer activities for local development activities through local governments, local support groups, etc.)
- F_Arts and culture institutions and other associations
- G_Educational institutions
- H_Medical institutions
- I_Environmental groups and animal rights groups
- J_Interest groups
- K_Volunteered for religious organizations
- L_Political parties and individual politicians
- M_Relatives not including immediate family
- N_Close acquaintances such as friends and neighbors
- O_Unacquainted individuals such as beggars, the homeless, etc.
- P_Other

2003

mean hours



- A_Welfare facilities/groups (n=75)
- B_NGOs (n=5)
- C_Arts and culture institutions (n=2)
- D_Philanthropic fundraising organizations (n=5)
- E_Education institutions (n=12)
- F_Medical institutions (n=4)
- G_Political parties and other individual politicians (n=5)
- H_Local communities (n=32)
- I_Disaster rescues, helping the underprivileged (n=25)
- J_Acquaintances such as friends and relatives (n=12)
- K_Unacquainted individual such as beggars, homeless, etc. (n=4)
- L_Helping welfare institutions or the underprivileged through religious institutions (n=27)
- M_Don't know (n=2)

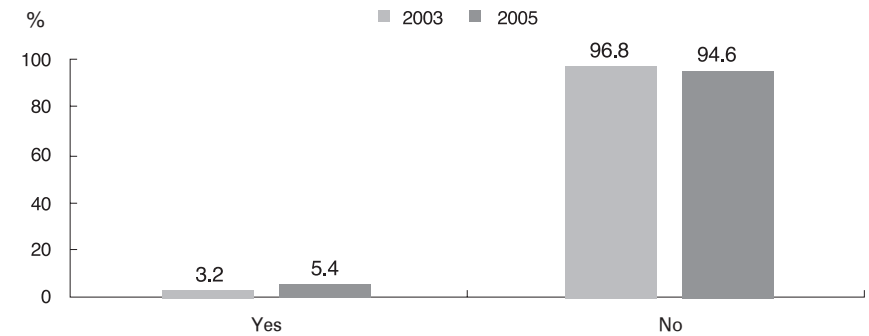
<Graph> Number of volunteering hours (average), by facility/institution/group/individ

1-5. 2005 Participation Rate of Volunteering in Religious Institutions, Volunteering Hours

Q) Have you participated in volunteering for religious institutions in the last year (Jan-Dec 2005)?

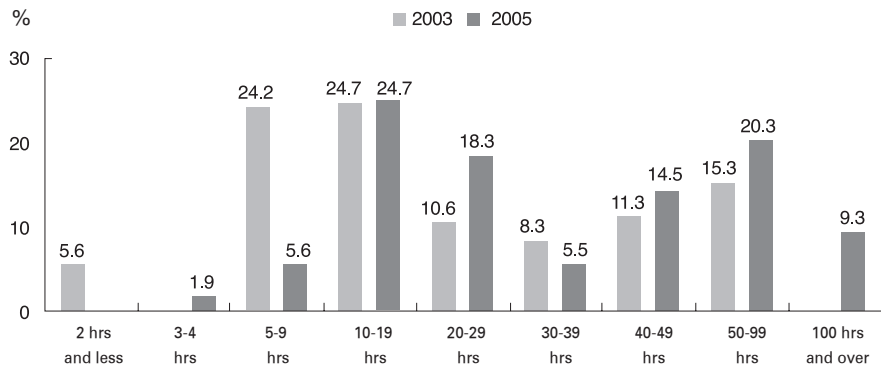
Q) How many hours of volunteer work have you done for the facilities/institutions/groups/individuals in the last year (Jan-Dec 2005)?

- In 2005, 5.4% of the total 1,015 respondents volunteered for religious institutions, a 2.2% increase from 2003.

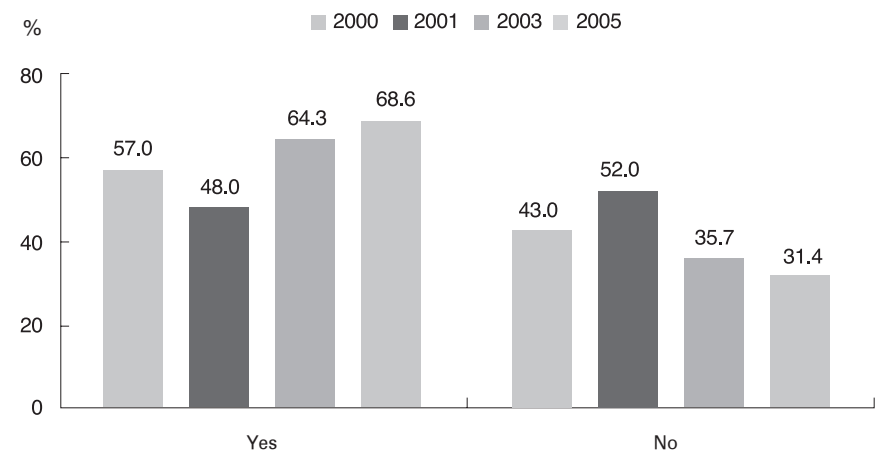


<Graph> Volunteering participation rate for religious institutions

- Considering only the 54 respondents who have volunteered for religious institutions, "10-19 hours" (24.7%) was the most common response for the number of volunteering hours in religious institutions, followed by "50-99 hours" (20.3%) (n=54).



<Graph> Volunteering hours in religious institutions



• Socio-demographic Analysis

- ▷ The answer "yes" was relatively higher among: females (71.7%), people in their 40s (74.6%), self-employed (76.2%), white collar workers (74.1%), residents of Incheon/Gyeonggi (77.6%), married (72.4%) and personal income over 2.0 mil. won (75.1%).
- ▷ The answer "no" was relatively higher among: males (34.7%), people in their 20s (43.2%), students (53.5%), residents of Seoul (37.2%) and Daejeon/Chungcheong (43.0%), single (43.0%), no religion (36.2%), and personal income below 0.49 mil. won (40.9%).

2. 2005 Participation in Giving

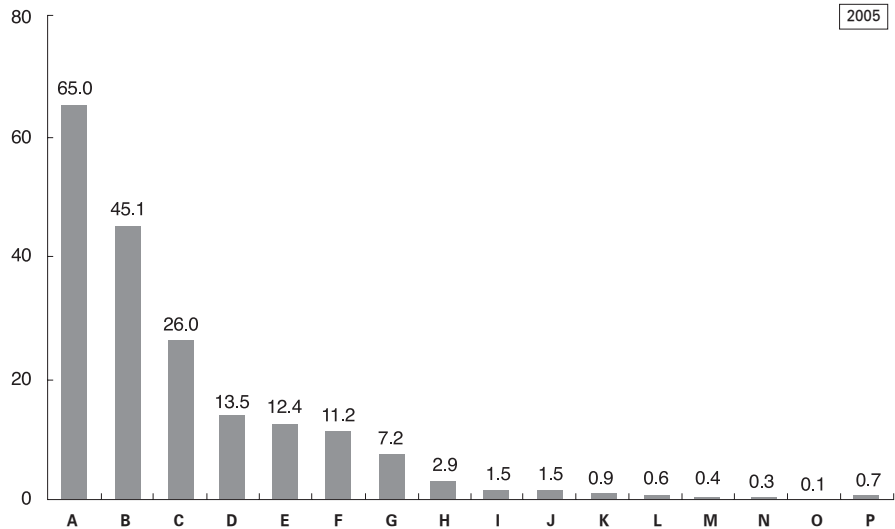
Q) Have you made donations [to any of the places on Example Card 2] during the last year - from January through December of 2005? This includes donations via ARS calls, Red Cross membership fees, donating property, etc. Not only organizations/institutions/individuals but helping acquaintances and relatives (excluding immediate family such as parents or siblings) or unacquainted individuals should be included. Tell us in a broad sense.

- In 2005, 68.6% of the respondents answered "yes", to the question asking whether they have given.
 - It is a 20.6% and a 4.3% increase when compared to the surveys in 2001 (48.0%) and 2003 (64.3%).

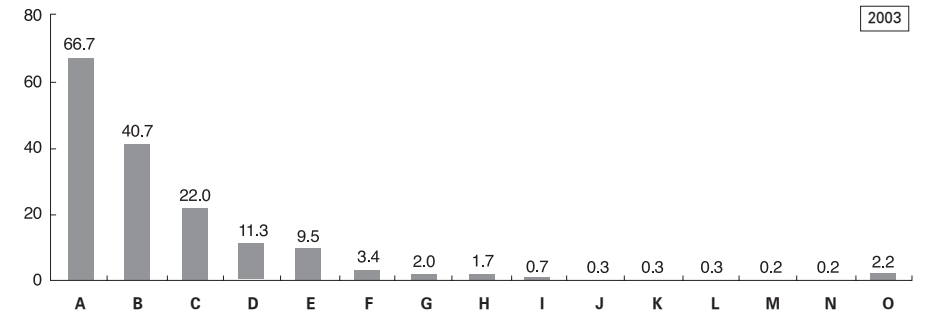
2-1. 2005 Recipients of Giving

Q) Please tell me all the facilities/institutions/groups/individuals you have given to in the last year (Jan-Dec 2005).

- Among the 688 respondents that had given, most giving was made for "disaster rescue and helping the underprivileged" with 65.0%, followed by "philanthropic and fundraising organizations" (45.1%) and "unacquainted individuals such as beggars, homeless, etc." (26.0%) (n=688).



- A_Volunteered in disaster relief or helping the underprivileged
 - B_Foundations and charitable organizations
 - C_Unacquainted individuals such as beggars, the homeless, etc.
 - D_Helping social service organizations or the underprivileged through religious institutions
 - E_Social service organizations
 - F_Close acquaintances such as friends and neighbors
 - G_Relatives not including immediate family
 - H_Local communities (volunteer activities for local development activities through local governments, local support groups, etc.)
 - I_Educational institutions
 - J_Political parties and individual politicians
 - K_Environmental groups and animal rights groups
 - L_Medical institutions
 - M_Interest groups
 - N_Arts and culture institutions and other associations
 - O_Other
 - P_Don't know
- (multiple response, %)



- A_Disaster relief, helping the underprivileged
 - B_Philanthropic, fundraising organizations
 - C_Unacquainted individuals such as beggars, homeless, etc
 - D_Helping welfare institutions or the underprivileged through religious institutions
 - E_Welfare facilities/groups
 - F_Local communities
 - G_Acquaintances such as friends and relatives
 - H_Education institutions
 - I_NGOs
 - J_Political parties and other individual politicians
 - K_Medical institutions
 - L_Arts and culture institutions
 - M_Interest groups, business/professional associations
 - N_Others
 - O_Don't know
- (multiple response, %)

• Socio-demographic Analysis

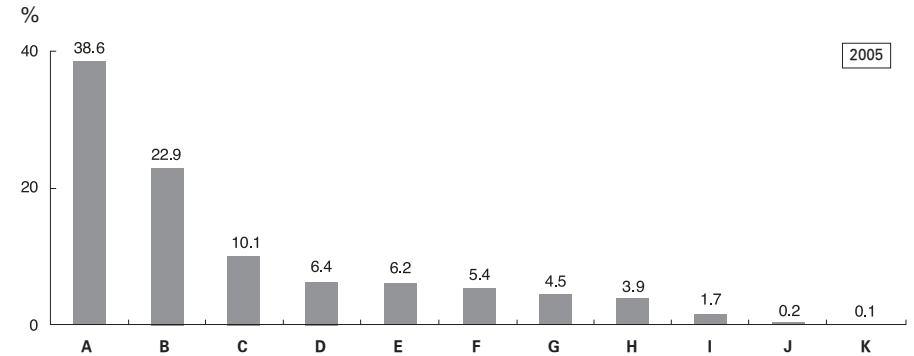
- ▷ The proportion of "disaster rescue and helping the underprivileged" was relatively high among people in their 30s (73.5%), white collar workers (70.7%), residents of Busan/Ulsan/Gyeongnam (73.6%), and single people (72.0%).
- ▷ The ratio of giving to "philanthropic and fundraising organizations" was relatively high among the following respondents: residents of Daegu/Gyeongbuk (60.3%) and Gwangju/Jeolla (69.7%), small town residents (61.7%), married (51.1%), and household income between 1.0-1.99 mil. won (61.6%).

▷ Giving to "unacquainted individuals such as beggars, homeless, etc." was relatively high among residents of Seoul (32.8%) and Incheon/Gyeonggi (40.5%), metropolis residents (30.7%), and household income with over 3.0 mil. won (30.2%).

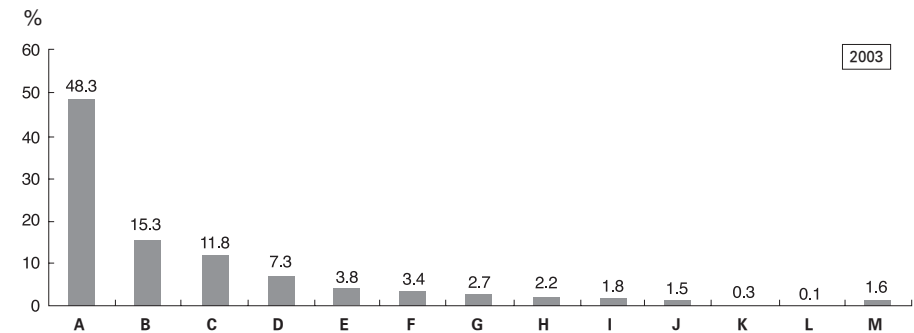
2-2. 2005 Awareness Channels of the Recipient

Q) How did you become aware of the "organizations/institutions/individuals"?
Choose one for each "organization/institution/individual".

- In the channel of awareness for the organization/institution/individual to give to, "mass media such as newspapers/broadcasting" was the highest with 38.5%, followed by "PR and request of facilities/institutions/groups" (22.9%), and "came across in the street (or subway)" (10.1%). (response base; n=1,303).
 - The influence of mass media was also the top response in the 2003 survey (48.3%).
 - "PR and request of facilities/institutions/groups" shows an 11.1% increase compared to 2003 (11.8%).



A_Mass media such as newspapers/TV/radio/Internet
 B_PR and requests from facilities/institutions/groups
 C_On the street (or subway)
 D_Family, relatives, etc.
 E_Religious groups
 F_Friends, acquaintances
 G_As an individual, participating in other groups
 H_Work, colleagues
 I_Was visited at home/work
 J_Don't remember
 K_Public organizations

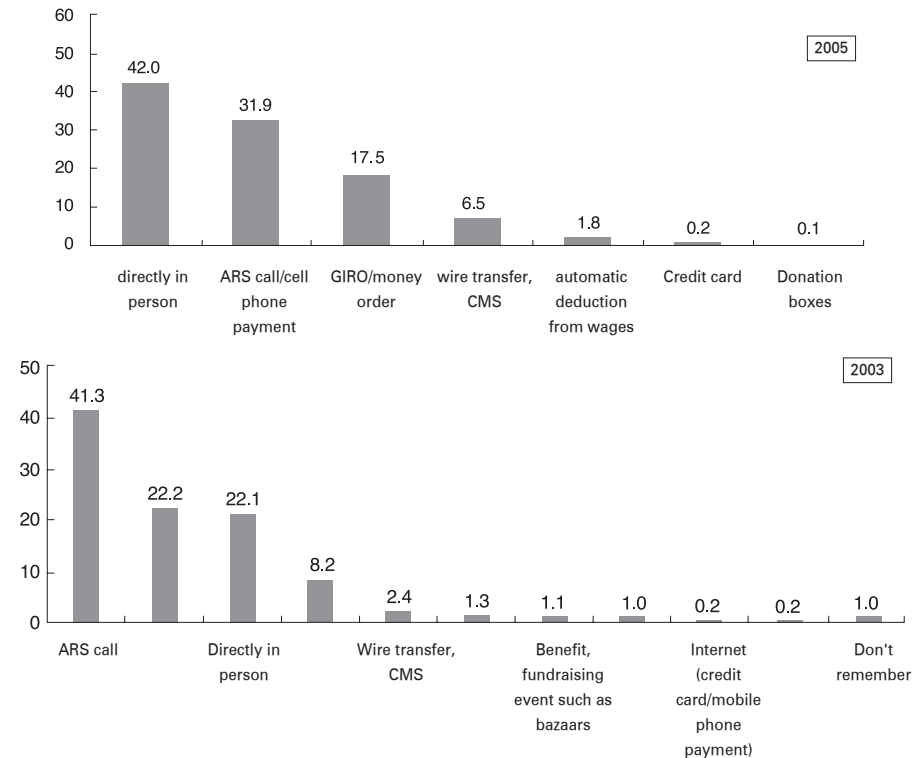


A_Mass media such as newspapers/broadcasting
 B_Have been aware all along
 C_PR and request of facility/institution/group
 D_Organizations such as religious groups, etc
 E_Friends, acquaintances
 F_As an individual, participating in other groups
 G_Encounters on the street
 H_Work, colleagues
 I_Family, relatives, etc.
 J_Searched voluntarily to help the specific party
 K_Was approached and requested
 L_Internet
 M_Don't remember

2-3. 2005 Method of Giving

Q) How did you donate to the "organizations/institutions/individuals"?

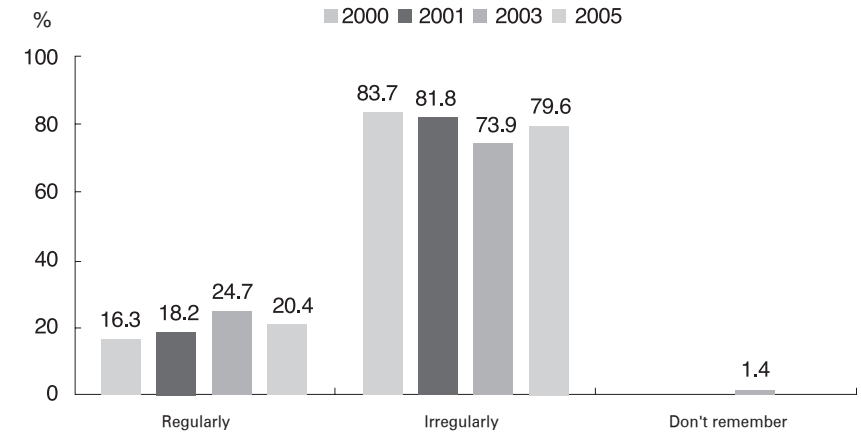
- "directly in person to the organizations or individuals", with 42.0%, was the most used method of giving, followed by "ARS call" with 31.9% and "GIRO/money order" 17.6%. (response base; n=1,303).
- ARS call was the highest in the 2000 (38.8%) and 2001 (42.1%) surveys.
- Giving directly in person doubled in 2005 compared to the 2003 survey (21.1%).



2-4. 2005 Regularity/Irregularity of Giving

Q) Was your donation for the organizations/institutions/individuals regular or irregular?

- On the regularity/irregularity of volunteering, 20.4% answered to be volunteering "regularly". (response base; n=1,303).
- The proportion of regular volunteering, which showed an increase from 2001 (18.2%) to 2003 (24.7%), decreased in 2005; however, irregular volunteering increased by 5.7% from 2003.



• Socio-demographic Analysis

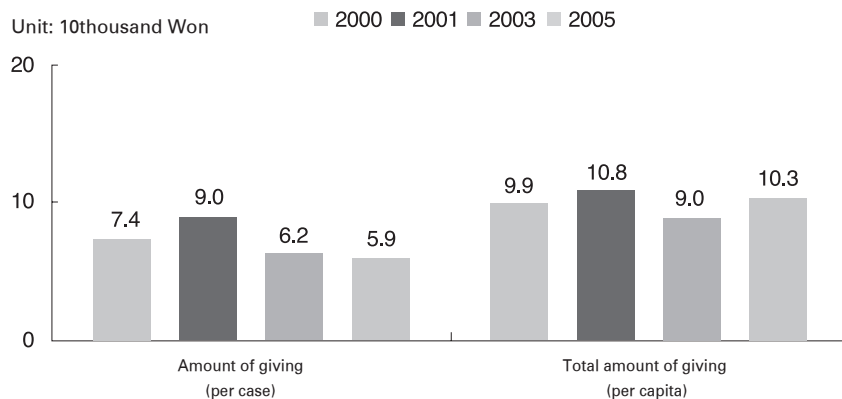
- ▷ The response of "regular" volunteering was relatively high among the following respondents: people in their 40s (24.4%), junior high and below education (28.7%), workers in agriculture/forestry/fishery (60.0%), residents of Daegu/Gyeongbuk (36.8%), residents of eup and myeon (32.3%), married (22.7%), and household income of 1-1.99 mil. won (28.5%).

▷ Respondents with relatively high proportion of "irregular" volunteering were people in their 20s (86.5%), students (96.5%), residents of Seoul (84.0%) and Incheon/Gyeonggi (84.6%), residents in metropolises (83.1%), and single people (88.2%).

2-5. 2005 Amount of Giving

Q) How much have you donated to the "organizations/institutions/individuals" in the last year (Jan-Dec 2005)? Please tell us separately in cash (money) and in kind (property), and please convert the goods to their monetary value

- When examining the amount of giving of only the respondents who gave in 2005, the average amount of giving per case was 58,490 won, and the average amount of giving per individual was 102,550 won.
 - When religious giving is excluded, the average amount of giving per capita is 70,305 won, a 21.5% increase from 57,859 won in 2003.



<Graph> Amount of giving

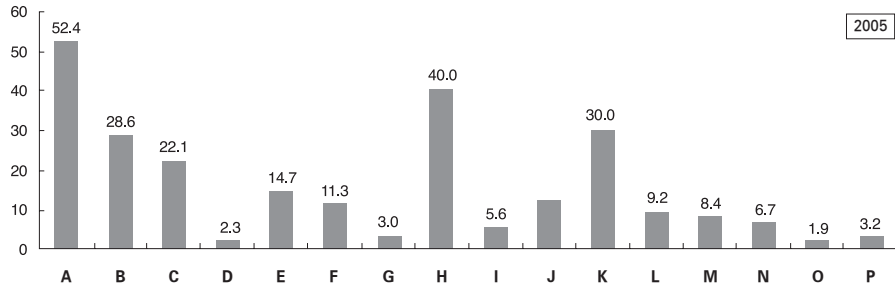
• Socio-demographic Analysis

▷ The respondents with relatively high amount of giving per case are: females (64,000 won), people in their 30s (68,000 won), people over 50 (64,000 won), college and above educated (70,000 won), self-employed (78,000 won), residents of Incheon/Gyeonggi (66,000 won) and Gangwon (102,000 won), residents of metropolises (70,000 won), married (64,000 won), Protestant Christians (84,000 won) and Catholics (85,000 won), personal income of 1-1.99 mil. won (67,000 won), household income over 3.0 mil. won (71,000 won), and people living in their own homes (63,000 won).

- The receiving parties of the giving were; "congratulatory and sympathetic contributions" (n=628) 524,000 won, "welfare institutions or the underprivileged through religious institutions" (n=83) 286,000 won, "welfare facilities/groups" (n=82) 147,000 won, "friends and acquaintances" (n=47) 67,000 won, "philanthropic and fundraising organizations" (n=301) 23,000 won, and "unacquainted individuals such as beggars and the homeless" (n=178) 19,000 won.

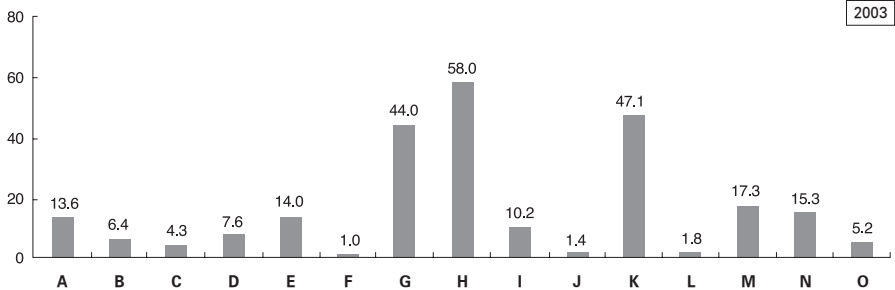
- Other recipients had less than 10 cases, which makes it difficult to be meaningful.

Unit: 10thousand Won



- A_Congratulatory and sympathetic contributions (n=628)
- B_Helping social service organizations or the underprivileged through religious institutions (n=83)
- C_Volunteered in disaster relief or helping the underprivileged (n=440)
- D_Foundations and charitable organizations (n=301)
- E_Social service organizations (n=82)
- F_Local communities (volunteer activities for local development activities through local governments, local support groups, etc.) (n=19)
- G_Arts and culture institutions and other associations (n=1)
- H_Educational institutions (n=8)
- I_Medical institutions (n=4)
- J_Environmental groups and animal rights groups (n=5)
- K_Interest groups (n=2)
- L_Political parties and individual politicians (n=10)
- M_Relatives not including immediate family (n=19)
- N_Close acquaintances such as friends and neighbors (n=47)
- O_Unacquainted individuals such as beggars, the homeless, etc. (n=178)
- P_Don't know (n=5)

Unit: 10thousand Won

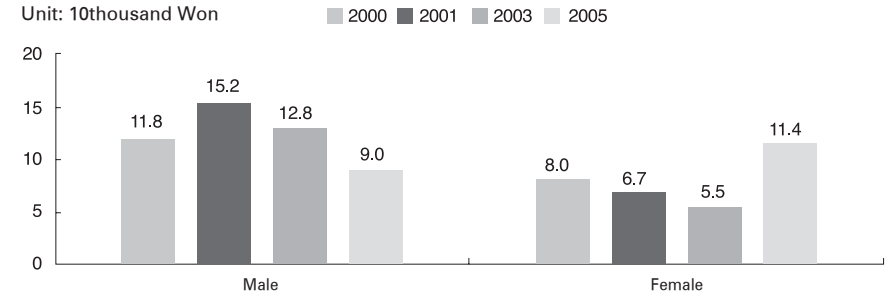


- A_Welfare facilities/groups (n=75)
- B_NGOs (n=5)
- C_Arts and culture institutions (n=2)
- D_Philanthropic, fundraising organizations (n=277)
- E_Education institutions (n=13)
- F_Medical institutions (n=2)
- G_Political parties and other individual politicians (n=3)
- H_Interest groups, business/professional associations (n=2)
- I_Local communities (n=25)
- J_Disaster rescues, helping the underprivileged (n=449)
- K_Acquaintances such as friends and relatives (n=15)
- L_Unacquainted individuals such as beggars, homeless, etc. (n=135)
- M_Helping welfare institutions or the underprivileged through religious institutions (n=74)
- N_Others (n=2)
- O_Don't know (n=14)

<Graph> Amount of giving by recipient

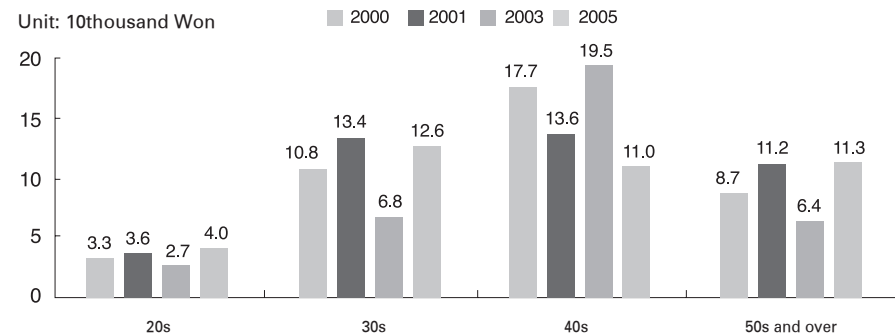
• Socio-demographic Analysis

- Comparing the genders, males gave more than females, which is the opposite of the previous survey.



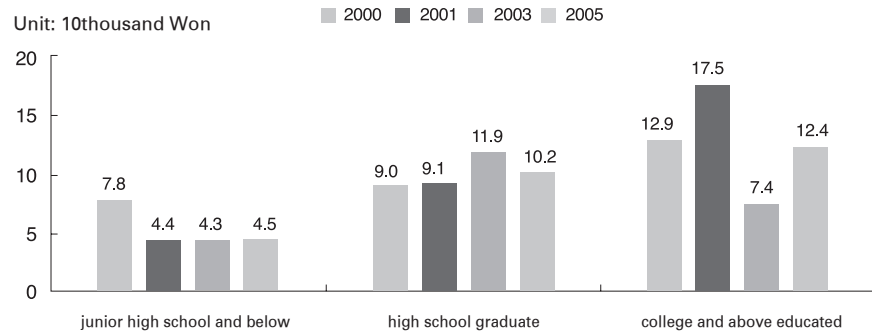
<Graph> Amount of giving by gender

- People in their 20s gave least, while other age groups show little difference.



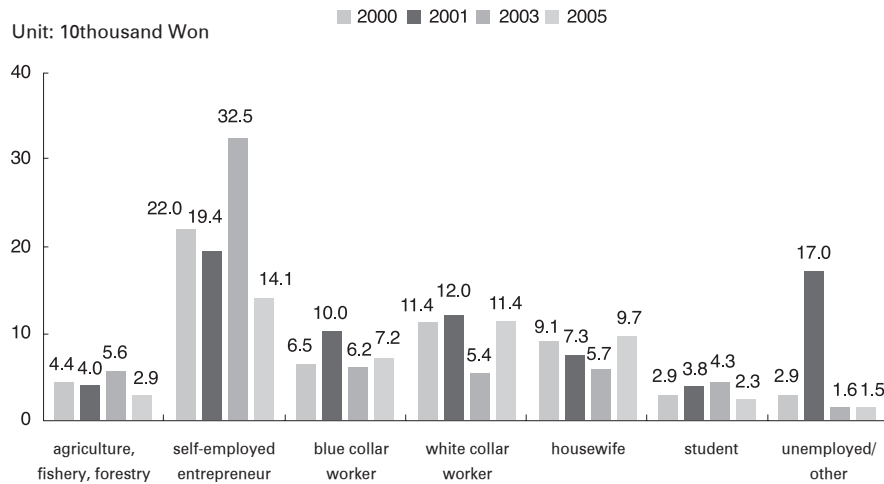
<Graph> Amount of giving by age

- The increase of amount of giving was proportionate to the level of education.



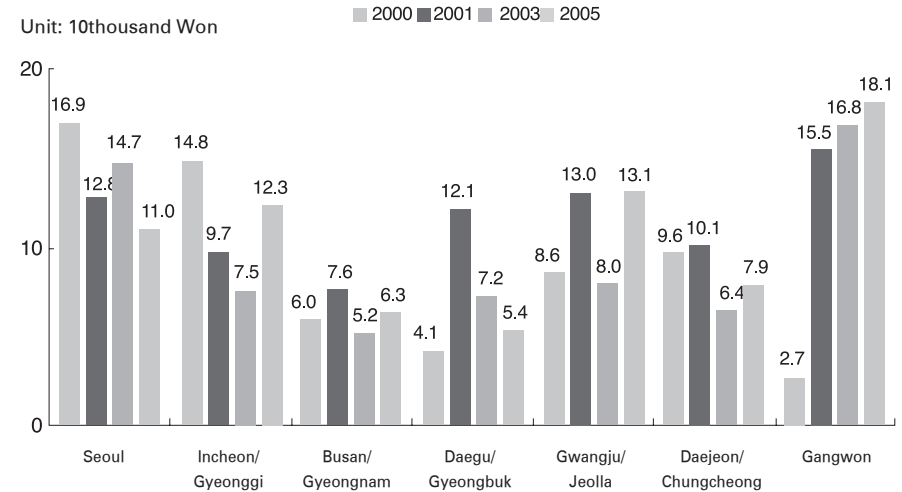
<Graph> Amount of giving by level of education

- Among occupations, the amount given by self-employed people dropped significantly, while the giving by white collar workers doubled.



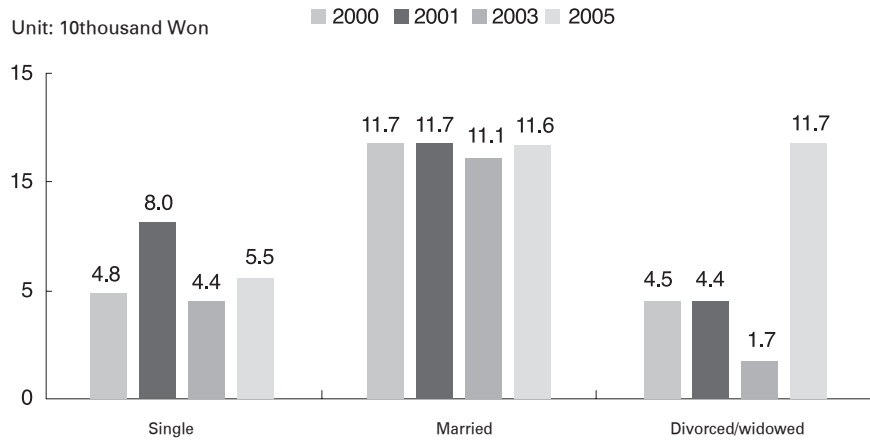
<Graph> Amount of giving by occupation

- Giving in Incheon/Gyeonggi and Gwangju/Jeolla Provinces showed a significant increase compared to 2003. Gangwon Province had only 22 cases, making it difficult to be meaningful.



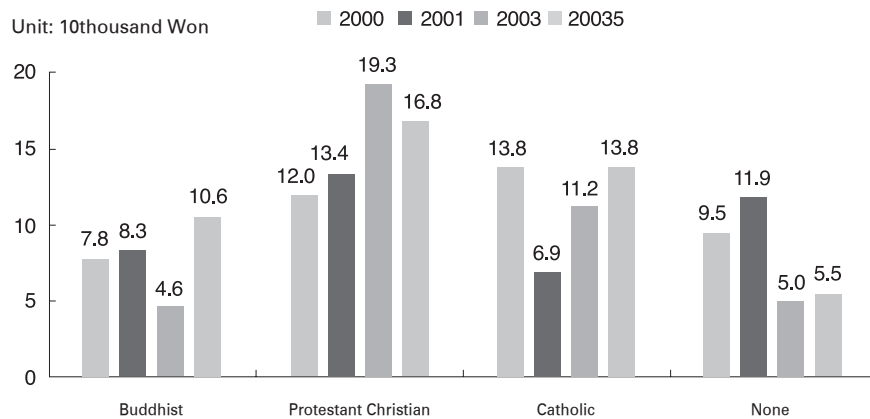
<Graph> Amount of giving by region

- By marital status, single people gave less relative to other groups. Compared to 2003, the amount of giving by the divorced/widowed group increased significantly.



<Graph> Amount of giving by marital status

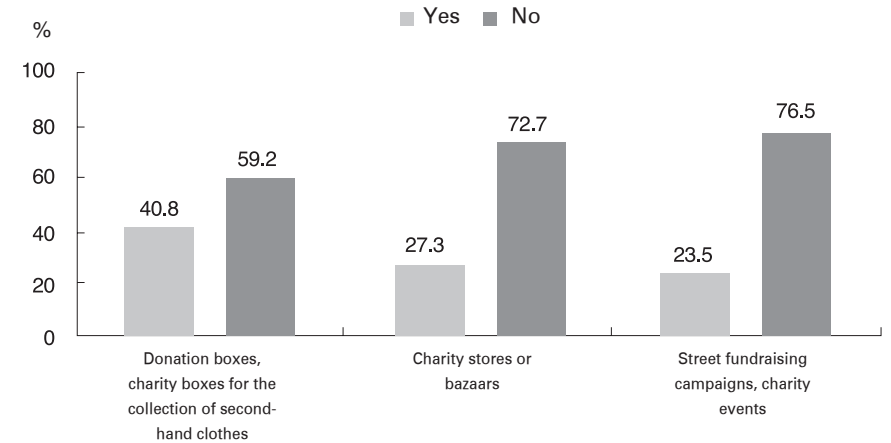
- By religion, the progression is Protestant Christians > Catholics > Buddhists > no religion. Compared with the 2003 results, the giving by Buddhists increased significantly, while that of Protestant Christians slightly decreased.



<Graph> Amount of giving by religion

2-6. 2005 Participation in charity and donation events

- Q) Have you ever made donations to the following events or donation campaigns?
- ① Donated to donation boxes in subway stations or supermarkets, or to charity boxes for the collection of second-hand clothes
 - ② Donated by buying things at charity stores or bazaars
 - ③ Donated in street fundraising campaigns or charity events



• Socio-demographic Analysis

- ▷ The response of "Donated to donation boxes or charity boxes for the collection of second-hand clothes" was relatively high among females (46.8%), people in their 30s (47.5%), residents of Seoul (49.8%), Incheon/Gyeonggi (49.0%), Daegu/Gyeongbuk (51.3%), Gwangju/Jeolla (52.4%), metropolis residents (46.4%), and Protestant Christians (48.7%).

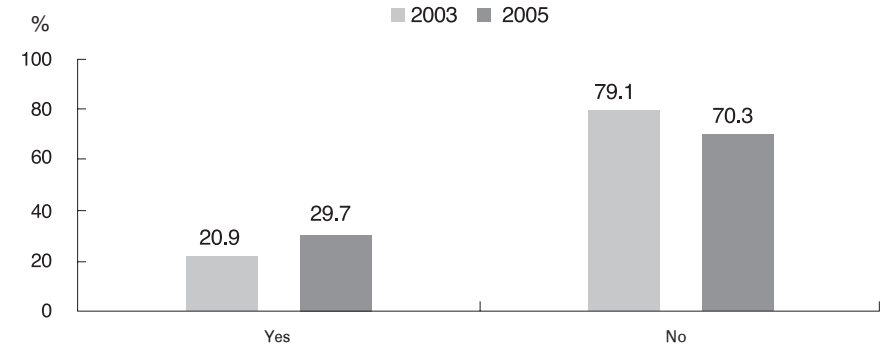
▷ The number of respondents who participated in "charity stores or bazaars" was relatively high among females (36.5%), people in their 40s (34.4%), high school educated (31.8%), housewives (46.0%), Incheon/Gyeonggi residents (37.6%), metropolis residents (31.3%), married (31.3%), Catholics (35.8%), and household income over 3.0 mil. won (31.6%).

▷ Responses to "Donated in street fundraising campaigns or charity events" was relatively high among college and above educated (30.3%), Seoul residents (31.3%), metropolis residents (27.5%), and household income over 3.0 mil. won (29.0%).

2-7. 2005 Participation in Religious Giving, Amount of Religious Giving

Q) How much have you given to the "facilities/institutions/groups/individuals" last year (Jan-Dec 2005)? Please tell us separately, in cash(money) and goods (property), and please convert the goods to their monetary value.

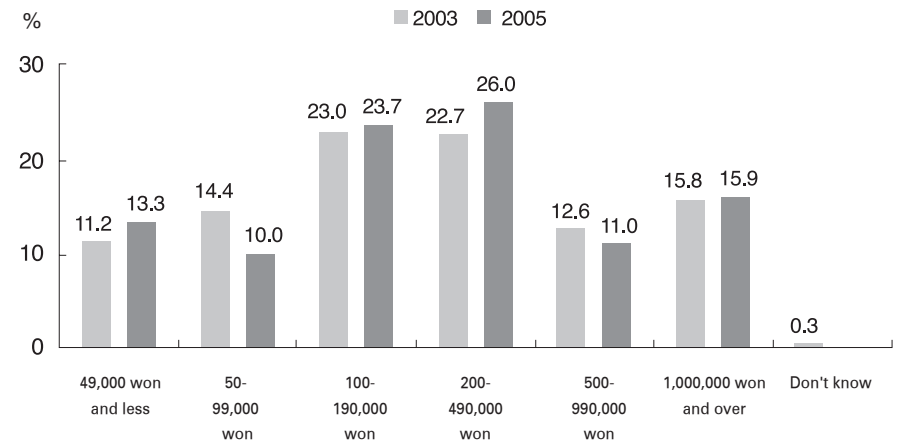
■ In 2005, 29.7% of the total 1,005 respondents answered "yes", when they were asked if they have given to religious institutions such as churches and temples for religious purposes.



<Graph> Participation rate of religious giving

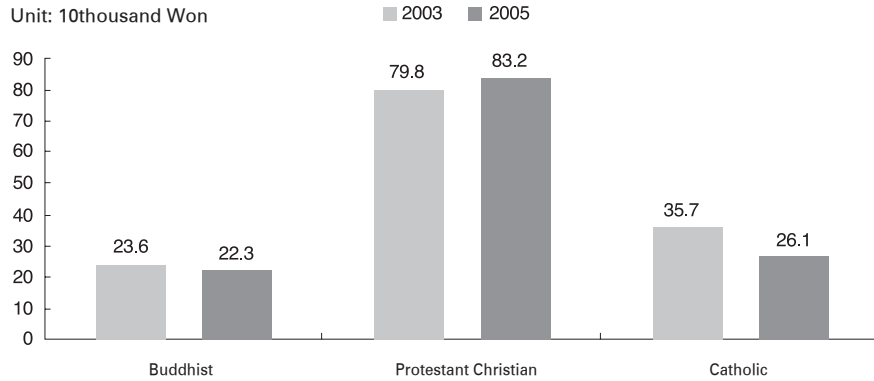
■ Regarding the amount of religious giving, among the 260 respondents who participated "200-490,000 won" (26.0%) was the most popular answer, followed by "100-190,000 won" (23.7%) (n=260).

- The mean amount of religious giving was 507,000 won.



<Graph> Amount of religious giving

- Compared to 2003, Protestant Christians gave more with 832,000 won (798,000 won in 2003), while other religious groups gave slightly less.
- Responses "others" (n=2) and "none" (n=1), are not shown in the graph.



<Graph> Amount of religious giving by religion

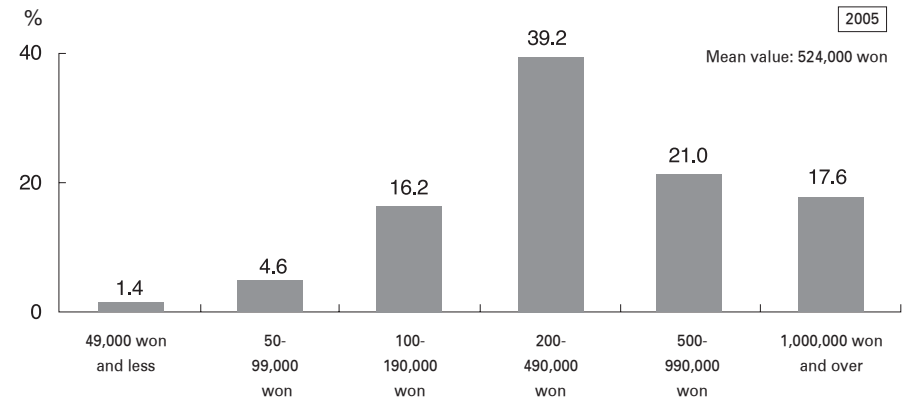
2-8. 2005 Participation in Congratulatory and Sympathetic Contributions, Amount of the Contributions

Q) Have you donated for congratulatory and sympathetic causes in the last year (Jan-Dec, 2005)? How much have you given to the "facilities/institutions/groups/individuals"? Please tell us separately, in cash (money) and in kind (property), and please convert the goods to their monetary value.

- 74.2% of the respondents answered that they had made congratulatory and sympathetic contributions in 2005, mostly within the range of 200-490,000 won (39.2%).



<Graph> Participation in congratulatory and sympathetic contributions



<Graph> Amount of congratulatory and sympathetic contributions

• Socio-demographic Analysis

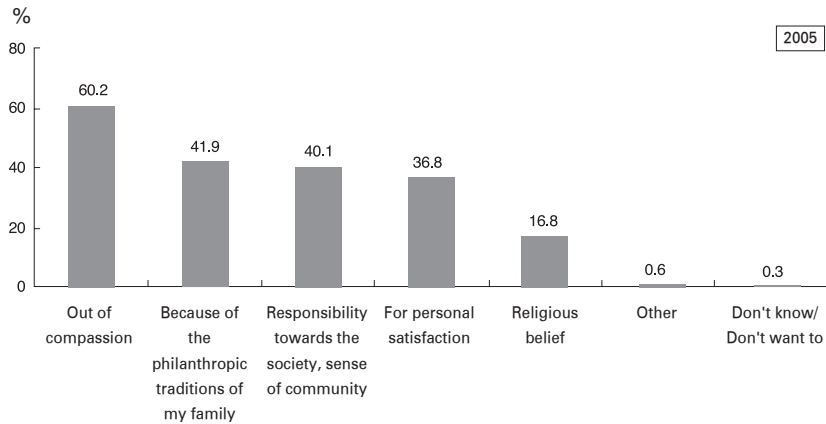
- ▷ The number of the respondents who made congratulatory and sympathetic contributions was relatively high among people in their 30s (79.7%), 40s (83.6%), 50s and over (84.8%), junior high and below educated (81.8%), high school educated (81.7%), workers in agriculture/forestry/fishery (95.2%), self-employed (86.0%), white collar workers (78.9%), Daegu/Gyeongbuk residents (86.2%), residents in eup and myeon (88.2%), married (86.0%), and personal income over 2.0 mil. won (85.3%).

▷ The response, "200,000 won-490,000 won", was relatively high among people in their 30s (47.3%) and blue collar workers (47.0%).

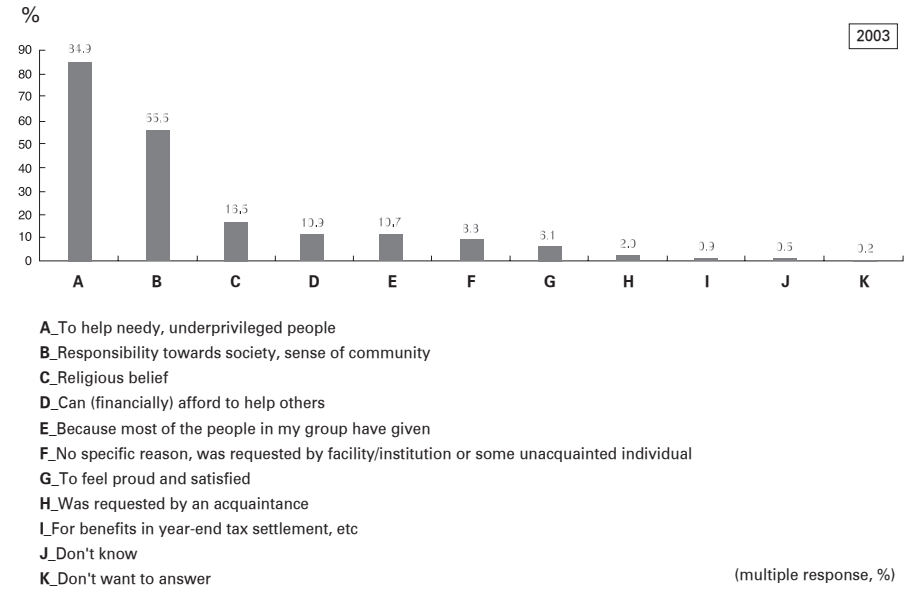
3. Reasons for Giving

Q) What were your reasons for donating? From the reasons given below, choose the two most important reasons for donating.

■ In 2005, among the 689 respondents who gave, the most popular answer for the purpose of giving was "to help needy, underprivileged people" with 60.29%, followed by "because of the philanthropic tradition of my family" with 41.9% (multiple response; n=689).



<Graph> Reasons for Giving



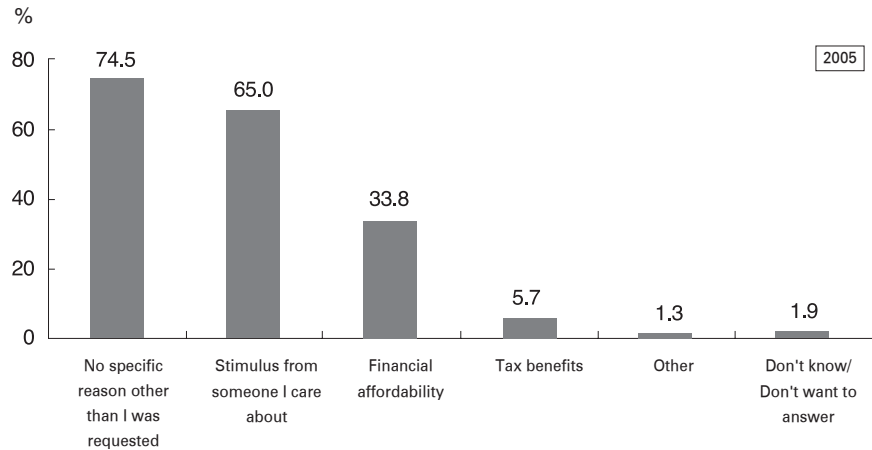
• Socio-demographic Analysis

▷ "To help needy, underprivileged people" was the most popular response among Incheon/Gyeonggi residents (67.2%), single people (67.4%), and people with no religion (64.6%).

4. Factors that affect the decision to give, other than reasons for giving

Q) Apart from the above reasons for donating, which factors had the biggest influence on your decision to donate? From the factors given below, choose the two most important ones.

- The most popular answer for the factors that affect giving, other than motivation to give, was "no specific reason but when requested by organization/institution or some unacquainted individual" with 74.5%, followed by "stimulus from someone I care about" with 65.0% (multiple response; n=689).



<Graph> Factors that affect the decision to give

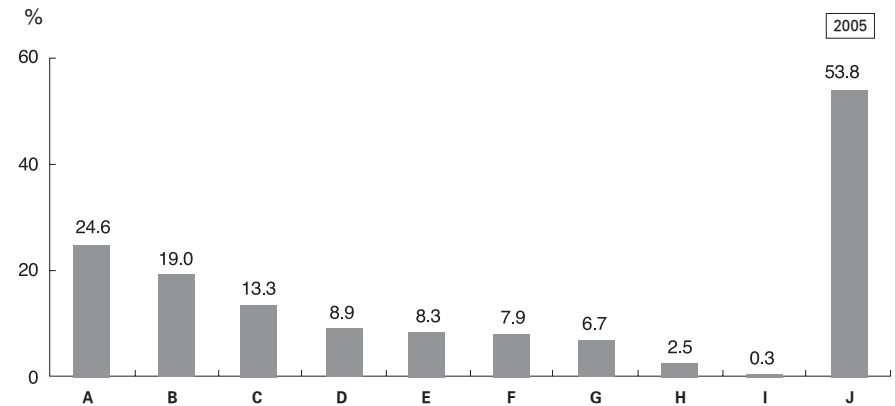
• Socio-demographic Analysis

- ▷ The answer "no specific reason but when requested by organization/institution or some unacquainted individual" was relatively high among Daegu/Gyeongbuk residents (89.7%) and residents of eup and myŕn (82.5%).
- ▷ "stimulus from someone I care about" was relatively high among Daejeon/Chungcheong residents (81.2%) and Catholics (77.8%).

5. Reasons for Not Giving (non-giving respondents only)

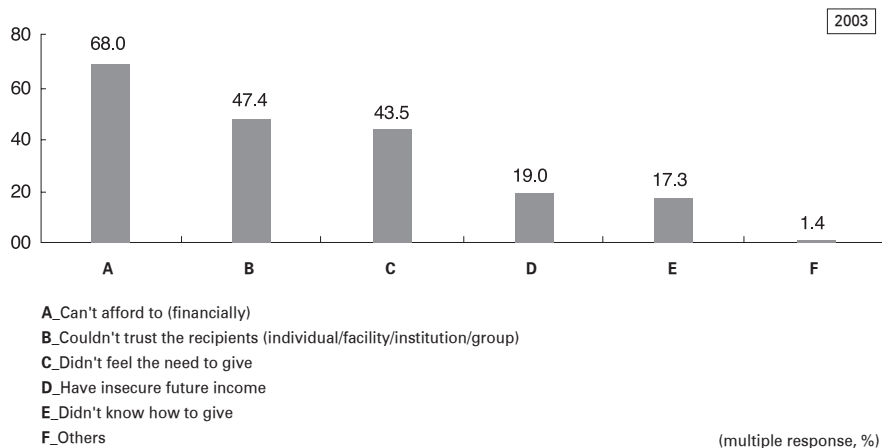
Q) What were the reasons for not making any donations? From the reasons given below, choose the two most important reasons for not donating.

- In 2005, among the 316 respondents who had not given, 53.8% said "Don't know" declining to disclose the reason. "not interested in donation" was the next main reason for not giving with 24.6%, followed by "can't afford to (financially)" with 19.0% (multiple response; n=361).



- A_Not interested in donation
- B_Can't afford to (financially)
- C_Haven't been asked directly for donation
- D_Couldn't trust the donation recipients (individual/organizations/institutions)
- E_Didn't know how and where to donate
- F_Don't think it's my obligation
- G_Have insecure future income
- H_Participate in volunteering instead of donation
- I_Don't have time to do it
- J_Don't know

(multiple response, %)



• Socio-demographic Analysis

▷ The proportion of the response, "not interested in donation", was relatively high among: people in their 20s (41.6%), College and above educated (35.0%), students (46.6%), single people (38.7%), and personal income below 0.49 mil. won (35.3%).

▷ The response, "can't afford to (financially)", was relatively high among: people in their 20s (29.2%), College and above educated (27.6%), students (40.0%), single people (28.9%), and no religion (24.1%).

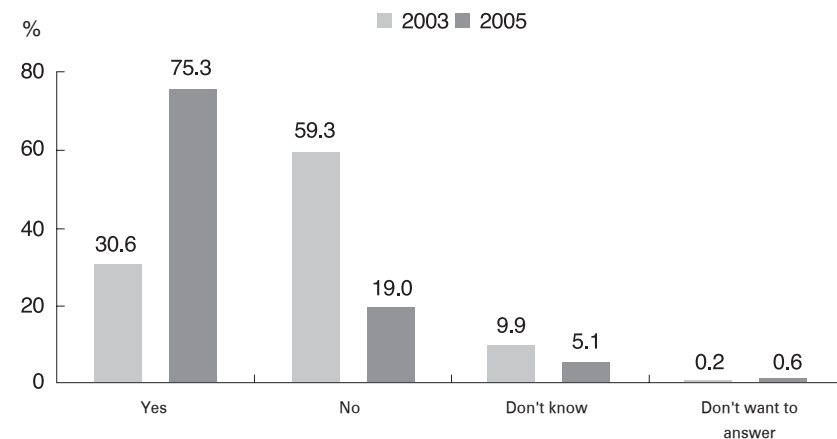
▷ "Haven't been asked directly for donation" was relatively high among: people in their 20s (25.0%), College and above educated (20.9%), Incheon/Gyeonggi residents (24.7%), single people (26.1%), and household income above 3.0 mil. won (18.6%).

6. Intentions to Give Within One Year

Q) Do you intend to donate within the next year?

■ In 2005, among the respondents who did not participate in giving, 75.4% answered "yes", which has doubled since the 2003 survey. (Note: This question in the 2003 survey was only asked to non-giving respondents.)

— The questions were answered by the full 1,005 respondents.



• Socio-demographic Analysis

▷ The intention to give was relatively high among: females (78.3%), white collar workers (79.8%), Incheon/Gyeonggi residents (79.9%), Daegu/Gyeongbuk residents (84.4%), Protestant Christians (82.3%), personal income over 2.0 mil. won (79.7%), and household income over 3.0 mil. won (78.4%).

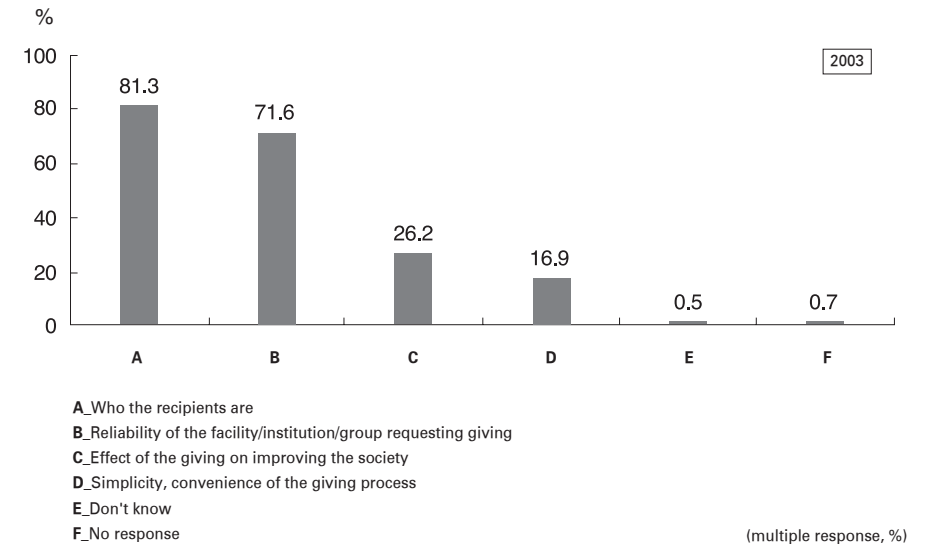
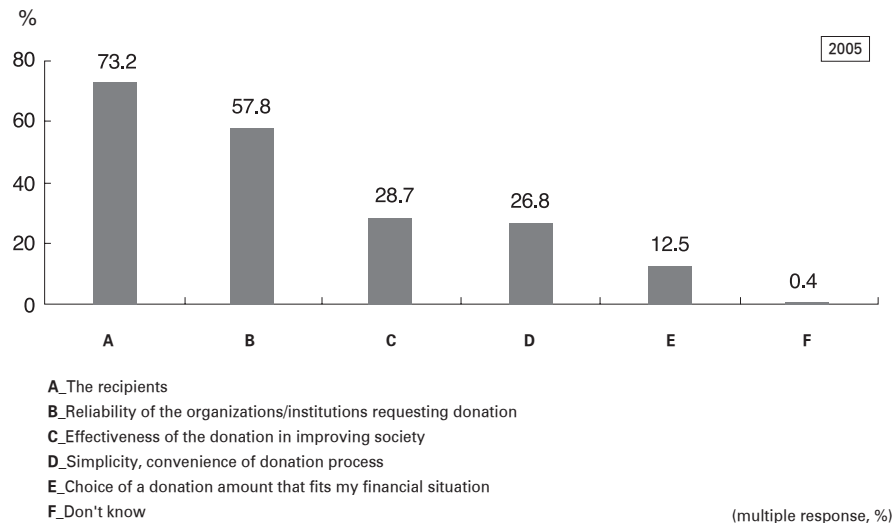
▷ The proportion of respondents who did not intend to give was relatively high

among: junior high and below education (26.8%), blue collar workers (26.0%), residents of Busan/Ulsan/Gyeongnam (25.3%) and Daejeon/Chungcheong (34.3%), no religion (23.8%), and household income with 1.0~1.99 mil. won (25.8%).

7. Considerations When Participating in Giving

Q) If you decided to donate in the future, what would be the most important aspect to consider? What is the next most important aspect?

- "Who the recipients are" (73.2%), was the most popular response for the considerations for the decisions on giving, followed by "reliability of the facility/institution/group requesting giving" (57.8%) (multiple response).



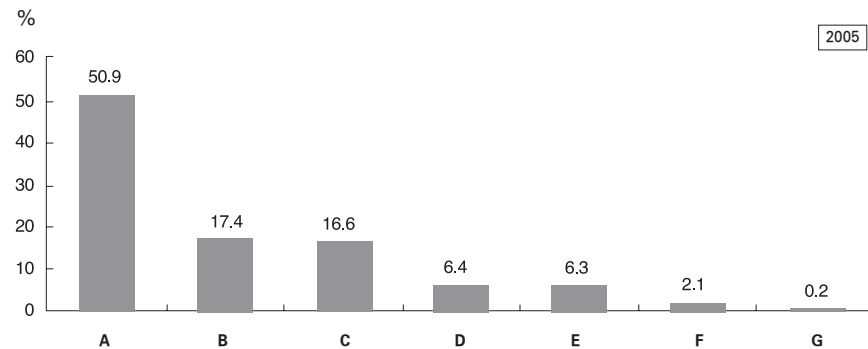
• Socio-demographic Analysis

- ▷ The response, "who the recipients are", was relatively high among: residents of Daegu/Gyeongbuk (83.5%) and Gwangju/Jeolla (85.8%).
- ▷ The response "reliability of the facility/institution/group requesting giving" was relatively high among: residents of Seoul (65.6%), Daegu/Gyeongbuk (70.6%) and metropolises (62.1%), and people living in full-deposit rentals (64.5%).

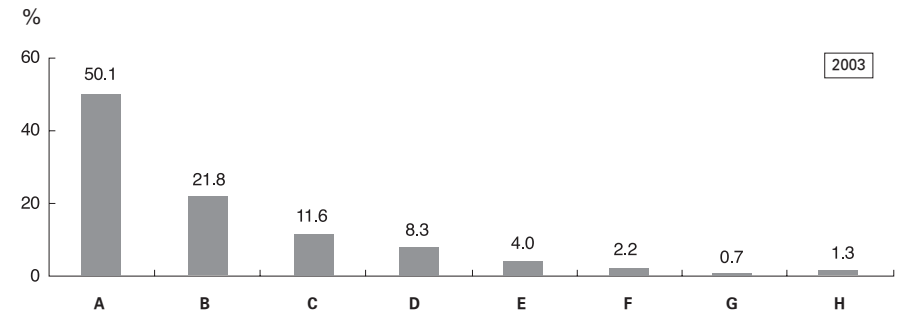
8. Considerations When Giving to Welfare/Fundraising Organizations

Q) If you were to give through charities or fund-raising organizations, what is the most important aspect that you would consider?

- Regarding the considerations for giving to charities or fundraising organizations, "financial, operational transparency of the organization" was the most popular response with 50.9%.



A_Financial and operational transparency of the organization
 B_Beneficiaries of the organization's activities
 C_Significance of the organization's activities in improving society
 D_Continuous updates on the use of donated resources, organization information
 E_Reputation, significance of the organization
 F_Benefits offered to donors
 G_Don't know



A_Financial, operational transparency of the organization
 B_Beneficiaries of the organization's activities
 C_Continuous updates on the use of given resources, organization information
 D_Fame, significance of the organization
 E_Significance of the organization's activities in improving the society
 F_Size of the organization
 G_Representative of the organization (leader of the organization, goodwill ambassadors, etc)
 H_Don't know

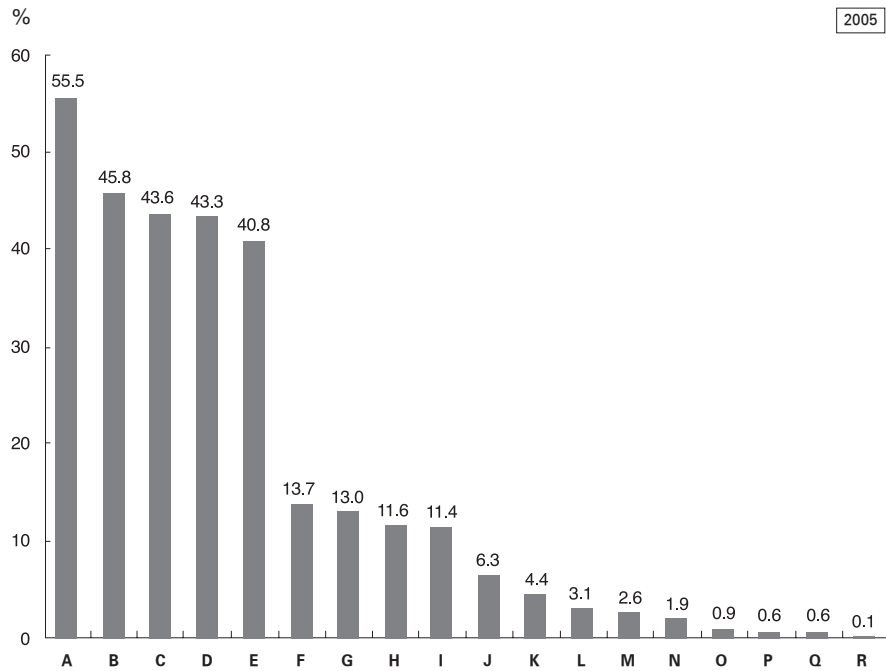
• Socio-demographic Analysis

- ▷ The response "financial, operational transparency of the organization" was relatively high among: Daegu/Gyeongbuk residents (61.5%) and no religion (54.6%).

9. Desired Purpose of Giving

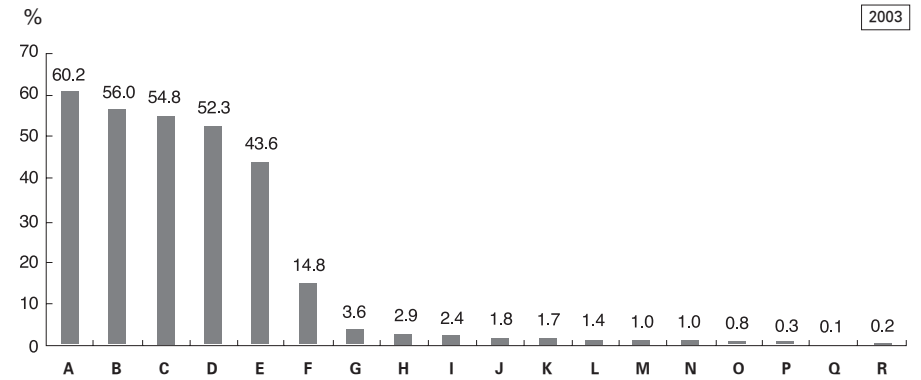
Q) If you donate money or goods, what purpose do you want your donations to support? Choose three in order of significance.

- "Support children's welfare" was the most desired use for giving, with 55.5%, followed by "support underprivileged households" (45.8%), "support seniors" (43.6%), "support the disabled" (43.3%), and "support emergency relief" (40.8%). (multiple response, maximum 3)



- A_Support children's welfare
- B_Support underprivileged households
- C_Support seniors' welfare
- D_Support the disabled
- E_Support emergency relief
- F_Support youth services
- G_Support local community development
- H_Support the medical field
- I_Support women's welfare
- J_Support education and research
- K_Support the environment and species conservation
- L_Support religious outreach
- M_Support culture and artistic development
- N_Support overseas relief
- O_Support migrant workers in Korea
- P_Support political parties, interest groups
- Q_Support North Korean civilians
- R_Support bereaved families from car accidents

(multiple response, %)

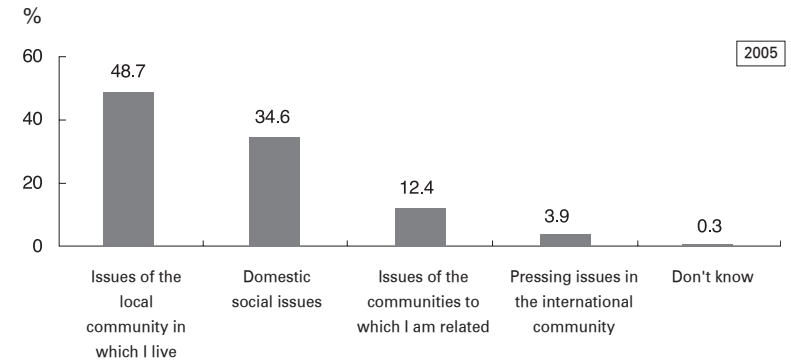


- A_Support the minor-aged heads of households
- B_Feed undernourished children
- C_Support underprivileged seniors
- D_Support the disabled who are underprivileged
- E_Support children in facilities(orphanage)
- F_Support underprivileged households
- G_Support the medical field
- H_Support women's associations
- I_Environment conservation
- J_Support North Korean civilians
- K_Support local development
- L_Support foreign workers in Korea
- M_Support academic institutions
- N_Support NGO, human rights organizations
- O_Support overseas relief
- P_Support culture & arts development
- Q_Support political parties, interest groups
- R_Don't know

• Socio-demographic Analysis

▷ The response, "support children's welfare ", was relatively high among: females (59.5%), junior high school and below (69.7%), housewives (68.8%), residents of Daegu/Gyeongbuk (69.7%), personal income below 0.49 mil. won (61.1%), household income between 2.0-2.99 mil. won (60.6%), and people living in full-deposit rentals (61.9%)

- ▷ The response, "support underprivileged households", was relatively high among: residents of Incheon/Gyeonggi (52.0%), Daejeon/Chungcheong (62.1%), and eup and myeon (52.5%).
- ▷ The response, "support seniors", was relatively high among: people in their 50s and over (50.1%), self-employed (50.4%), residents of Incheon/Gyeonggi (50.6%) and Daegu/Gyeongbuk (53.2%), married (46.8%), and those who own their own home (45.3%).
- ▷ The response, "support the disabled" was relatively high among: junior high school and below education (51.5%), Busan/Ulsan/Gyeongnam residents (51.2%), and personal income of 2.0-2.99 mil. won (49.1%).



• Socio-demographic Analysis

- ▷ The response, "issues of the local community in which I live", was relatively high among: people in their 50s and over (54.9%), residents of Daegu/Gyeongbuk (67.0%), Gangwon (68.3%), and mid/small-sized towns (53.3%), and household income of 1.0-1.99 mil. won (56.9%).
- ▷ The response, "domestic social issues" was relatively high among: people in their 20s (63.2%), people in their 30s (40.9%), residents of Incheon/Gyeonggi (40.6%) and metropolises (39.7%).

10. Desired Issues (Categories) to be Solved by Giving

Q) If you donate money or goods, which issues below do you want your donations to support?

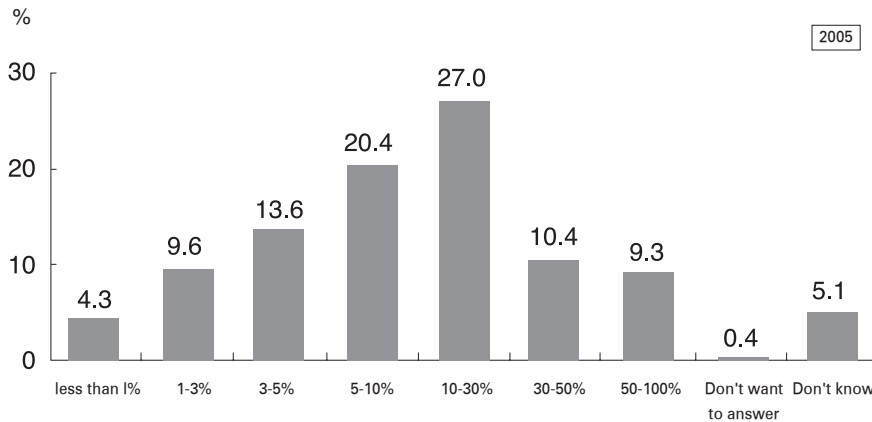
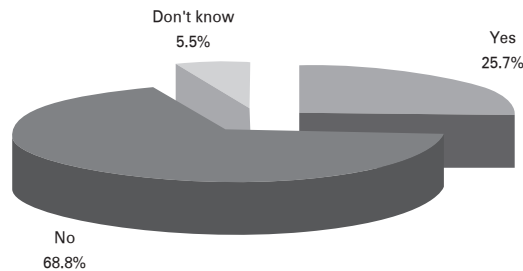
- Regarding issues to be solved by giving, "issues of the local community in which I live" was the most popular answer with 48.7%, followed by "domestic social issues" with 34.6%, and "issues of the communities to which I am related" with 12.4%.

11. Willingness to Give Part of Bequest

Q) Are you willing to donate part of your estate to the organizations/institutions/individuals listed in Example Card 2?

- 25.7% respondents answered "Yes" on the question asking whether they are willing to donate part of their estate, while 68.8% said "No".

When asked what percentage of their estate they are willing to donate, "10%-30%" was the most popular reply with 27.0% (n=258).



● Socio-demographic Analysis

▷ The response, "Yes" was relatively high among: people in their 30s (30.8%), college and above educated (31.4%), white collar workers (34.5%), residents of

Incheon/Gyeonggi (31.3%) and Gangwon (51.7%), single people (32.4%), Protestant Christians (37.6%), personal income over 2.0 mil. won (31.4%), household income over 3.0 mil. won (29.0%), and people living in full-deposit rentals (32.3%).

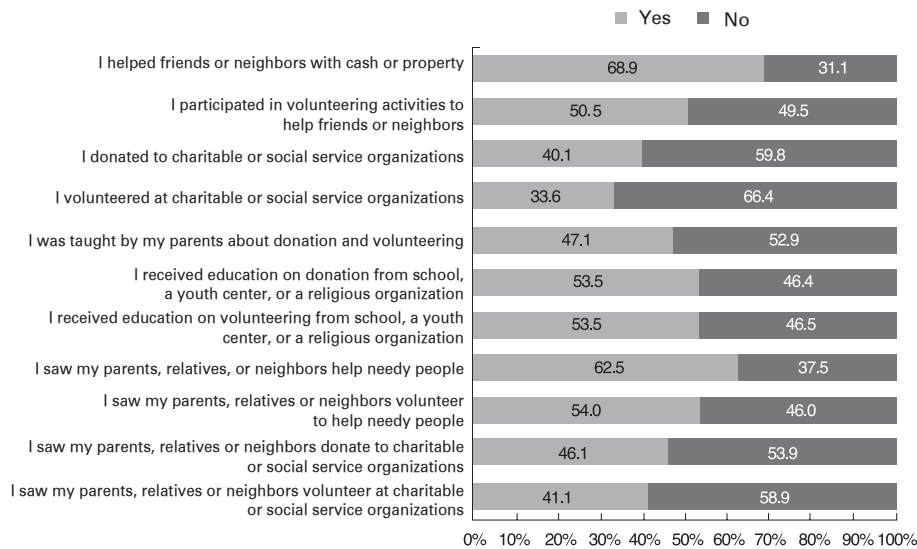
▷ The response, "No", was relatively high among: people in their 50s and over (78.2%), junior high school and below education (82.6%), blue collar workers (77.0%), residents of Busan/Ulsan/Gyeongnam (82.5%) and Gwangju/Jeolla (80.6%), married (71.1%), no religion (73.6%), personal income below 0.49 mil. won (74.2%), and those who own their own home (70.6%).

▷ The number of respondents who answered they are willing to donate "10-30%" of their estate was relatively high among Busan/Ulsan/Gyeongnam residents (48.3%).

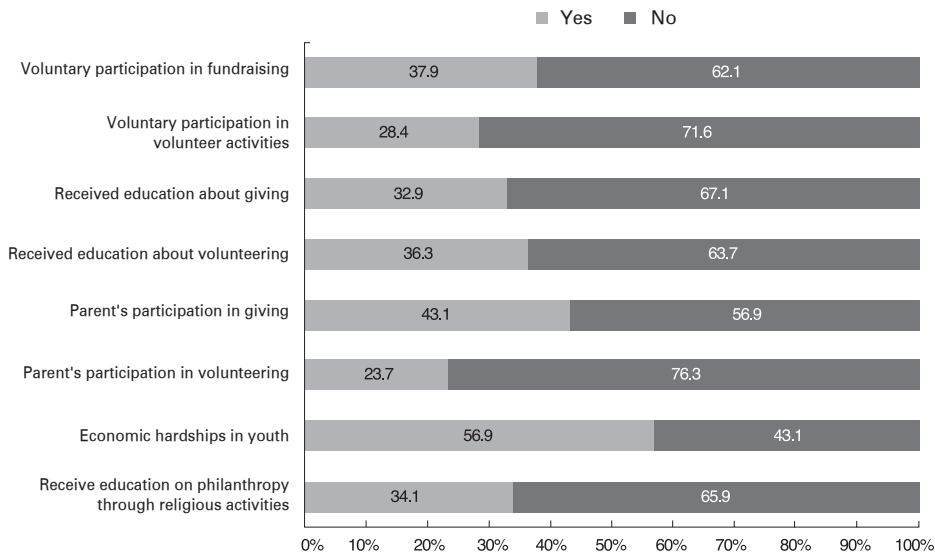
12. Youth Experience

Q) From elementary school through high school, have you experienced the following?

- On the question asking if they experienced or received education about volunteering and donation in their youth, "I helped friends or neighbors with cash or property" was the most popular answer with 68.9%, followed by "I saw my parents, relatives or neighbors help needy people" with 62.5%, and "I saw my parents, relatives or neighbors volunteer to help needy people" with 54.0%.



<Youth Experience in 2005 Survey>



<Youth Experience in 2003 Survey>

• Socio-demographic Analysis

- ▷ The response, "I helped friends or neighbors with cash or property", was relatively high among: people in their 30s (74.7%), college and above educated (73.4%), white collar workers (73.6%), residents of Incheon/Gyeonggi (76.5%) and metropolises (74.8%), single people (75.5%), Protestant Christians (80.6%), and household income over 3.0 mil. won (73.1%).
- ▷ The response, "I saw my parents, relatives or neighbors help needy people", was relatively high among: college and above educated (67.3%), residents of Incheon/Gyeonggi (68.1%), Daegu/Gyeongbuk (72.5%) and Gwangju/Jeolla (73.1%), and Buddhists (68.1%).
- ▷ The response, "I saw my parents, relatives or neighbors volunteer to help needy people", was relatively high among: Daegu/Gyeongbuk residents (69.7%), and married people (56.3%).

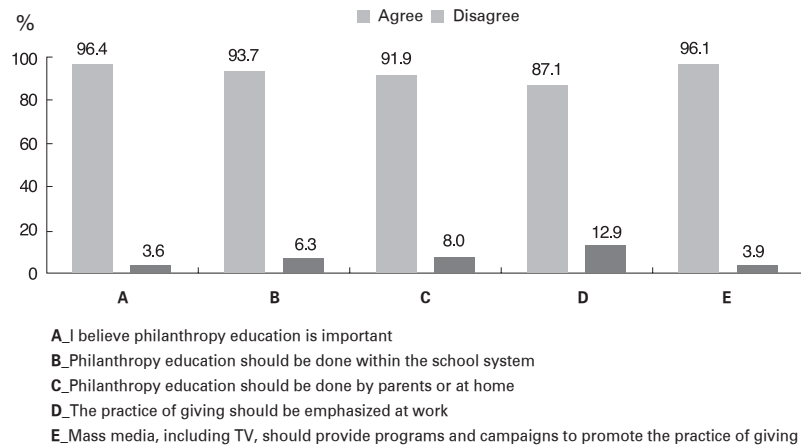
13. Degree of Agreement on Philanthropy Education

Q) Regarding philanthropy education, to what extent do you agree to each statement below?

- Respondents showed a high level of agreement on most of the statements related to philanthropy education.
 - 96.4% agreed that philanthropy education is important. Regarding the methods of philanthropy education, 93.7% said it should be done "within the school system"; 91.9% "by parents or at home"; 87.1% "at work"; and 96.1% "through

mass media, including TV".

- While a 4-point scale was used with "Strongly disagree", "Disagree to some extent", "Agree to some extent", and "Strongly agree", the graph below shows only "agree" and "disagree" as the proportion of "disagree" is relatively smaller.



• Socio-demographic Analysis

- ▷ The response, "I believe philanthropy education is important", was relatively highly agreed with among: people in their 40s (98.7%), and residents of eup and myeon (99.5%).
- ▷ The response, "Philanthropy education should be done within the school system", was relatively highly agreed with among: people in their 40s (96.5%), and college and above educated (95.6%).
- ▷ The response, "Philanthropy education should be done by parents or at home", was relatively highly agreed with among: people in their 40s (95.2%), white

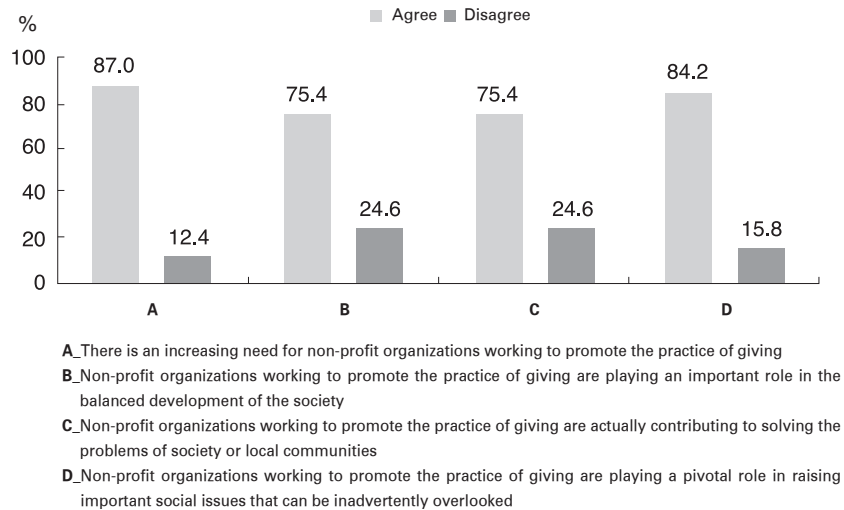
collar workers (95.3%), residents of Seoul (95.9%), Incheon/Gyeonggi (95.6%) and Gwangju/Jeolla (97.2%), and household income over 3.0 mil. won (94.8%).

- ▷ The response, "The practice of giving should be emphasized at work", was relatively highly agreed with among: females (89.2%), people in their 40s (91.2%), self-employed (92.8%), Seoul residents (91.3%), and married (88.6).
- ▷ The response, "Mass media, including TV, should provide programs and campaigns to promote practice of giving", was relatively highly agreed with among people living in full-deposit rentals (99.0%).

14. Consciousness of Social Contribution and Roles of Non-profit Organizations

Q) What do you think about the following statements?

- On the question asking about the activities of non-profit organizations working to promote the practice of giving, 87.6% agreed that "There is an increasing need for non-profit organizations"; 75.4% agreed with "Non-profit organizations are playing an important role in the balanced development of the society"; 75.4% felt "Non-profit organizations are actually contributing to solving the issues of the society or local communities"; and 84.2% agreed "Non-profit organizations are playing a pivotal role in raising important social issues that can be inadvertently left out".



• Socio-demographic Analysis

▷ The response, "There is an increasing need for non-profit organizations", was relatively highly agreed with among: Daegu/Gyeongbuk residents (94.5%), and people living in full-deposit rentals (92.3%).

▷ The response, "Non-profit organizations are playing an important role in the balanced development of society", was relatively highly agreed with among: white collar workers (81.3%), residents of Incheon/Gyeonggi (83.5%) and metropolises (79.0%), Protestant Christians (84.6%), and household income over 3.0 mil. won (80.6%).

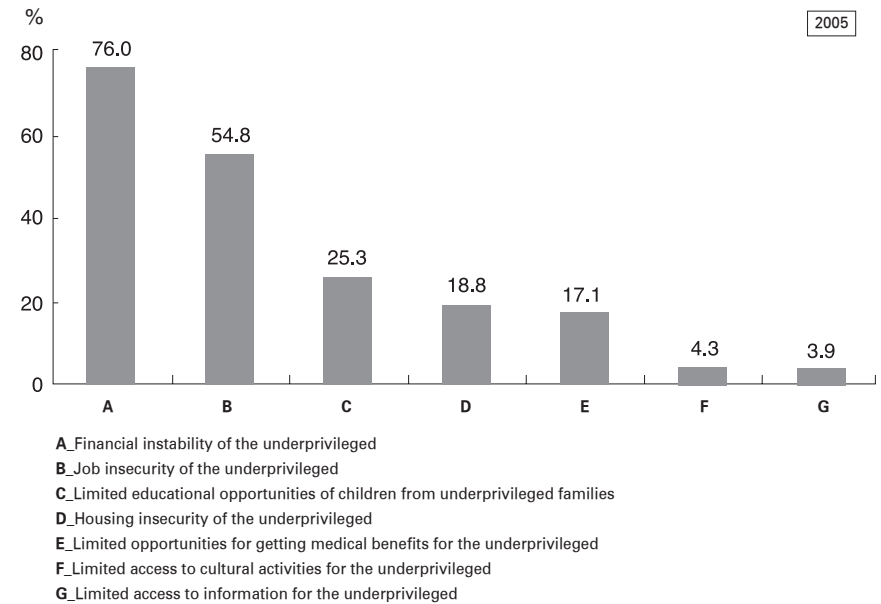
▷ The response, "Non-profit organizations are actually contributing to solving the issues of society or local communities", was relatively highly agreed with among: females (78.7%), residents of Incheon/Gyeonggi(80.9%) and metropolises (78.7%), and household income over 3.0 mil. won (78.6%).

▷ The response, "Non-profit organizations are playing a pivotal role in raising important social issues that can be inadvertently left out.", was relatively highly agreed with among: residents of Incheon/Gyeonggi(88.2%) and metropolises (87.0%).

15. Awareness of Serious Issues in Korean Society

Q) What do you think is the most serious problem in current Korean society?

■ Regarding serious problems in Korean society, 76.0% chose "financial instability of the underprivileged", 54.8% "job insecurity of the underprivileged", and 25.3% "limited educational opportunity of children from underprivileged families" (multiple responses).



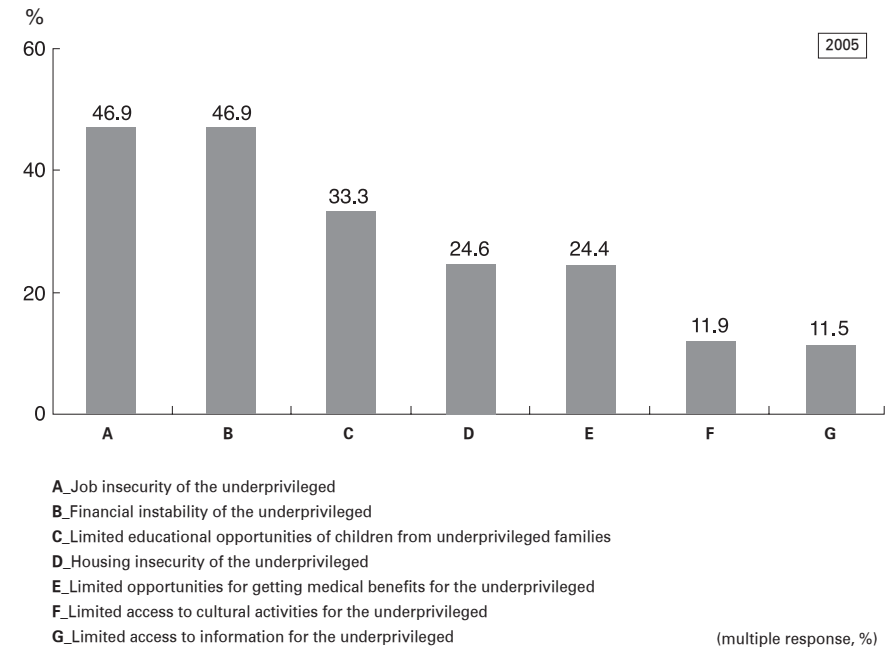
- Socio-demographic Analysis

- ▷ The response, "financial instability of the underprivileged", was relatively common among males (78.7%) and Daejeon/Chungcheong residents (85.4%).
- ▷ The response, "job insecurity of the underprivileged", was relatively high common white collar workers (60.5%) and Gwangju/Jeolla residents (69.9%).
- ▷ The response, "limited educational opportunity of children from underprivileged families", was relatively common among residents of Seoul (30.4%) and mid and small-sized towns (29.4%).

16. Problems that Require Participation (in Practice of Giving) of the Private Sector

Q) What sort of problems do you think require participation (practice of giving) of the private sector (citizens, businesses, religious organizations, etc.) to solve?

- "Financial instability of the underprivileged" and "job insecurity of the underprivileged" were chosen by 46.9% of the respondents each as problems that require participation of the private sector in practice of giving; 33.3% chose "limited educational opportunity of children from underprivileged families".



- Socio-demographic Analysis

- ▷ The response, "job insecurity of the underprivileged", was relatively common among Daegu/Gyeongbuk(65.1%) residents.
- ▷ The response, "financial instability of the underprivileged" was relatively high among people in their 50s and over (54.2%), junior high school and below education (55.6%), workers in agriculture/forestry/fishery (76.2%), housewives (54.7%), residents of Daegu/Gyeongbuk (56.0%), Daejeon/Chungcheong (76.7%), Gangwon (70.0%) and eup and myeon (55.5%), divorced and widowed respondents (65.5%), Buddhists (55.5%), personal income below 0.49 mil. won (53.1%), and household income below 0.99 mil. won (84.5%).

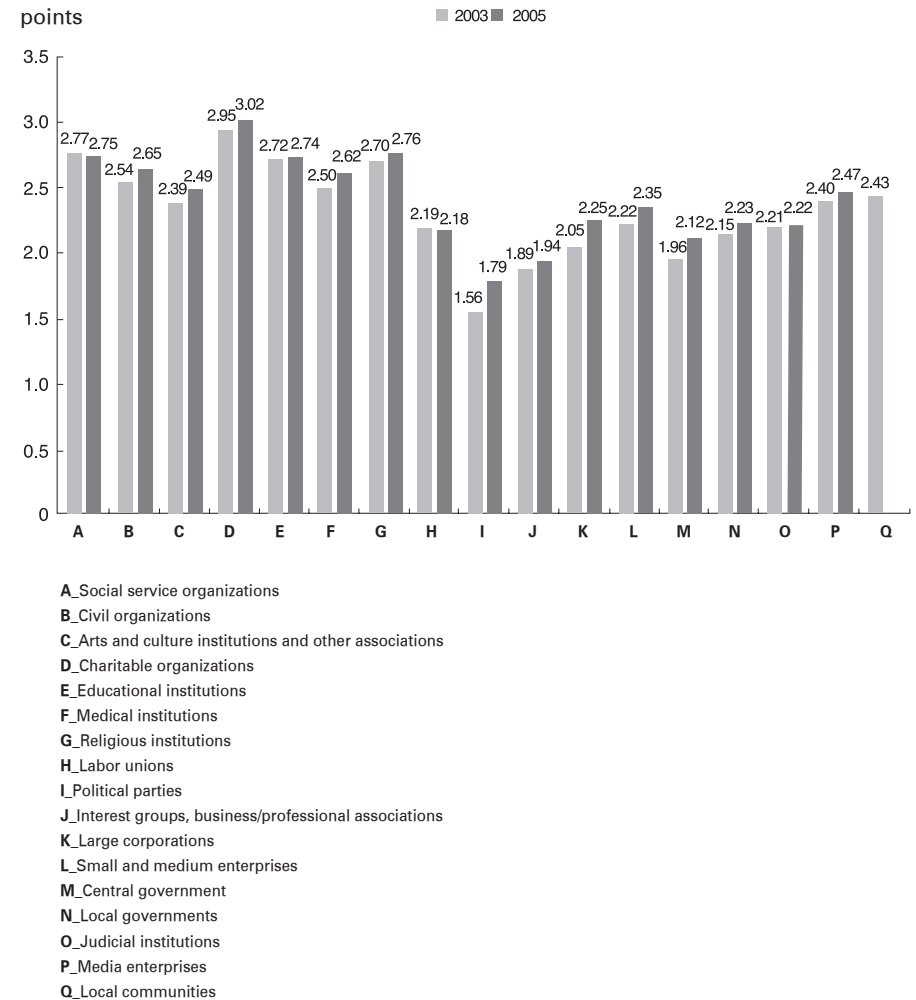
▷ The response, "limited educational opportunity of children from underprivileged families", was relatively common among Seoul residents (40.9%).

17. Degree of Trust in Organizations/Institutions/Individuals

Q) How much do you trust the following organizations/institutions/individuals? or how much do you distrust them? Please circle the number that best describes your view.

- In the degree of trust towards organizations/institutions/individuals, "philanthropic and fundraising organizations" scored highest with 3.02 points in a scale of four points, followed by "religious institutions" (2.76 points), "social welfare facilities/groups" (2.75 points), and "educational institutions" (2.74 points).

— The four point scale is calculated by the average of the following: 1 point for "not trust at all", 2 points for "not trust", 3 points for "trust" and 4 points for "strongly trust".

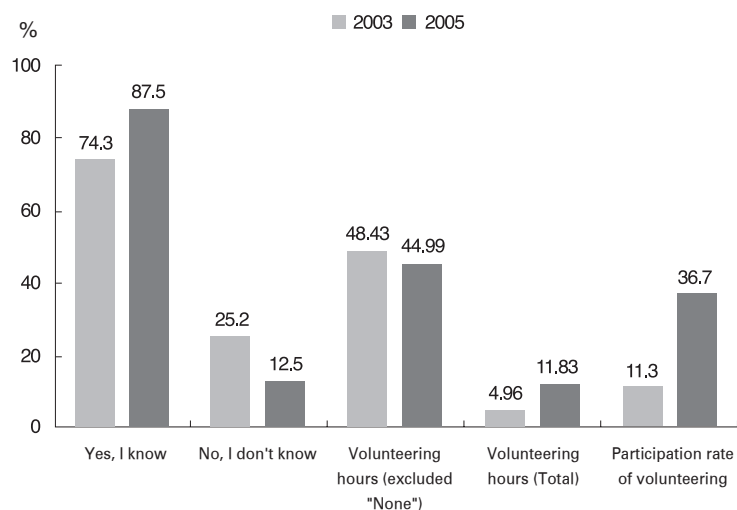


18. 2005 Spouse's Volunteering Hours

Q) Do you know how much your spouse (husband or wife) has participated in volunteering activities (in any of the places ①-⑰ in the Example Card 1) during the last year -from January through December of 2005? Note that "①-1 volunteering for religious institutions (churches, temples, etc.)" on Example Card 1 is not included.

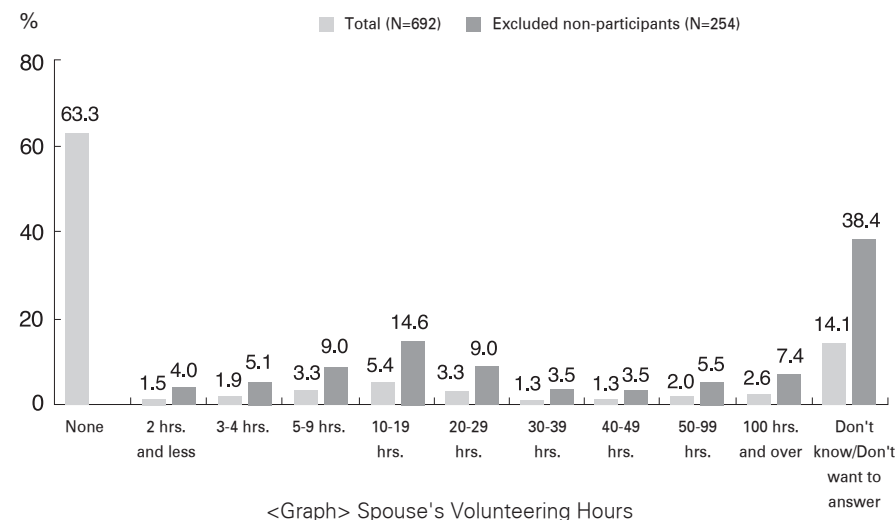
Q) How many hours of volunteer work has your spouse (husband or wife) done in the last year? Note that "①-1 volunteering for religious institutions (church, temple, etc.)" of Example Card 1 is not included.

- Among the 692 married respondents, 87.5% were aware of the volunteering hours of their spouse (n=692).
 - Compared to the 2003 survey, the awareness of the volunteering activities of their spouse (87.5%) shows an increase and the total volunteering hours have also increased to 11.83 hours.



<Graph> Awareness of Spouse's Volunteering Activities

- Among the spouses of the 692 respondents, 36.7% volunteered in 2005 (not volunteered totals 63.3%). This figure is almost double the 2003 volunteering rate of 11.3% (not volunteering 88.7%).
- The top responses on the volunteering hours of the spouses were "10-19 hours" (14.6%), when excluding "Don't know".
- The mean volunteering hours for all spouses (n=692) is 11.83 hours, and the mean for only the spouses that volunteered (n=261) is 44.99 hours; compared to the 2003 survey, this is an increase from 4.96 hours of the mean for all spouses, and a decrease from 48.43 hours of the mean for volunteered spouses.



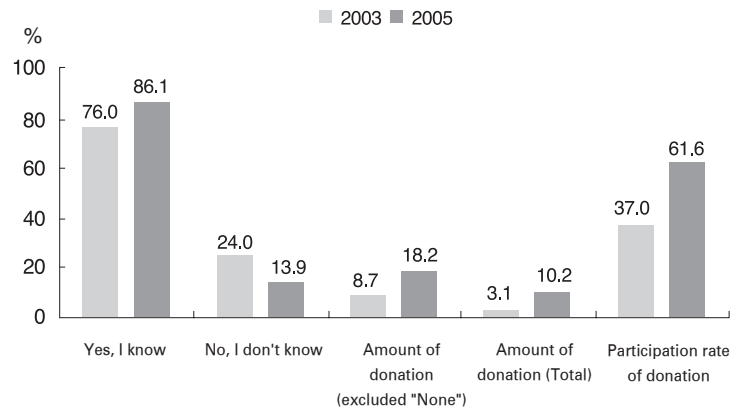
<Graph> Spouse's Volunteering Hours

19. 2005 Spouse's Amount of Giving

Q) Do you know how much your spouse (husband or wife) has donated (o any of the places ①-⑱ in Example Card 2) during last year -from January through December of 2005? Note that "②-1 donating to religious institutions (churches, temples, etc.)" of Example Card 2 is not included.

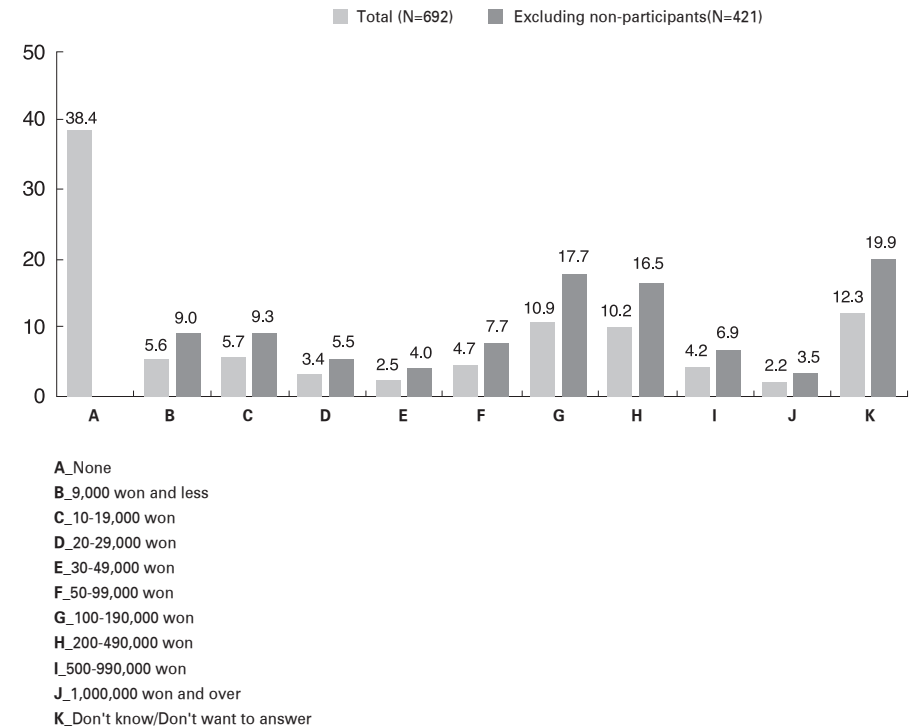
Q) How much has your spouse (husband or wife) donated in the last year? Note that "②-1 donating to religious institutions (church, temple, etc)" of [Example Card 2] is not included.

- Among married respondents in the 2005 survey, the awareness of the amount of donation made by their spouse (86.1%) was increased by 10.1% compared to the last survey (n=692).



<Graph> Awareness on the Amount of Spouse's Giving

- Among the spouses of the 683 respondents, 61.6% (421 persons) gave in 2005 (did not give 38.4%).
- Among the spouses that gave, the top responses on the amount of giving were "100,000 won-190,000 won" (17.7%), followed by "200,000 won-490,000 won" (16.5%).
- The mean of the amount of giving for all spouses (n=683) is "102,000 won", and the mean for only the spouses that gave (n=421) is "182,000 won".



<Graph> Spouse's Amount of Giving

02 Analysis of Giving and Volunteering of Koreans

Analysis of Giving and Volunteering of Koreans

Analysis Using Heckman Selection Model and Simultaneous Equation Model

Chul Hee Kang

(Professor, School of Social Welfare, Yonsei University)

I. Introduction

Giving can be partitioned into two principle divisions: the provision of cash and goods and the contribution of time. The former is conventionally known as donation and the latter volunteering. This paper will analyze Koreans' degrees of both participation in and effort toward giving and identify predictive factors related to participation in and effort toward giving while identifying the correlation between giving effort and trust.

Broad participation of citizens is a critical factor in societal inclination toward giving. Given that the formation of social solidarity is facilitated by escalating engagement in giving activities, it is advantageous to analyze participation in such activities. The next crucial element is level of participation. A society will see more stable and sustainable development when a wider range of people participates in giving and the degree of engagement grows. Therefore, it is essential to focus on the promotion of participation and foster engagement in giving. To this end, examination of the current status of participation in and effort toward giving of Koreans is imperative.

The consequence of philanthropy education has been a recent focus in the promotion of greater participation and engagement in giving. "Charity begins at home," a commonly cited phrase, currently implies that a predilection to give tends to stem from education and practice at home. Parental influence is significant in the initiation of giving habits but if philanthropy education is systematically provided at school, it will have an augmentative effect. Furthermore, if this education permeates deeply into religious and community organizations, future generations will benefit from a more substantial and enduring giving culture.

There is a concern that ongoing demographic shifts may increasingly destabilize Korean society. A shrinking population could result in a significant decrease in the labor force and a simultaneous increase of the financial burden on working age people to fund pensions for retirees. This may entail financial vulnerability on the part of the government and a deterioration of social cohesion. One of the social imperatives for our present and future may be the expansion and amplification of the spirit and practice of social unity. This mandates both expanding and consolidating our giving culture through socialization at home, schools, religious organizations, and communities. Considering this vital social undertaking, it is crucial to investigate the effect of the socialization of giving on participation in and effort toward giving.

Trust is considered a deciding factor in predicting giving and the investigation of its effect on aspects of giving such as philanthropic participation is pivotal. The relationship between trust and giving, however, can be bilateral. Trust can have an impact on giving behaviors while giving may influence the creation of trust. Although the latter hypothesis, which was argued by Robert Putnam, has not been explored in depth in empirical research, it sheds light on social evolution. If the argument were established empirically, it would suggest a new approach for trust-building. Simply put, while studies prove that participation in giving activities tends to increase as trust grows, Putnam and others indicate that involvement in social activities - such as donation and volunteering - is effective in trust-building. When seeking the efficacious promotion of giving culture and building trust in the society, it would be revelatory to investigate whether the relationship between the effort toward giving and trust is bilateral or unilateral.

Finally, it has been questioned whether the two components of giving, donation and volunteering, tend to be practiced simultaneously or independently. That is, it is

debated whether they are complementary or alternatives to one another. In this regard, our research will additionally discuss the correlation between donation and volunteering. Empirical findings on this relationship will be useful in developing strategies for giving programs in conjunction with societal development.

II. Research Materials and Analysis

1. Research Materials

This research is based on a nation-wide survey of donation and volunteering by Koreans conducted in 2006 by the Center on Philanthropy at the Beautiful Foundation in Korea. Samples were collected across the nation between July 10 and August 11, 2006 on men and women in their 20s and over, using multiple stage area sampling and taking into account the socio-demographic distribution of Koreans. The survey used interview techniques focusing on the donation and volunteering experience of individuals during the year 2005. The sample size for the 2006 survey is 1,005 subjects. The sample is considered a proper representation of socio-demographical features of South Koreans with one exception: the economic upper class might be under-represented.

2. Variables and Measurement of Variables

The variables used for technical analysis in this research are the following: donation experience, regularity of donation, annual contribution to religious organizations, annual congratulatory and sympathetic contributions, annual philanthropic donation, annual amount of philanthropic donation by people who regularly give money, percentage of philanthropic donation (excluding religious contribution) in

household income, volunteering experience, regularity of volunteering, annual amount of time spent in volunteering, annual amount of time spent in volunteering of people who regularly give time, and degree of trust in societal institutions (this variable measured on a 4-point scale).

In this paper, the salient thing is the conceptualization and operationalization of donation-related variables; donation and volunteering is relatively strictly defined. In general, researchers in other countries include religious contribution and volunteering. Some researchers also include financial assistance to relatives. Research conducted in Korea is inclined, on the contrary, to distinguish religious contribution from secular donation. This paper separately analyzes religious donation and volunteering and donation and volunteering without religious purpose, following the established practice of philanthropy research in Korea.

Measurement of donation and volunteering is another issue in the study of donation and volunteering. Input measurement and output measurement are commonly used techniques regarding accuracy in the measurement of amount of donation and volunteering. This research uses input measurement, which is adopted by many researchers for efficiency despite relative limitations in accuracy. The input approach measures the scale of donation and volunteering by showing the interviewee lists of specific recipients of donation and volunteering and asking if the interviewee has donated to or volunteered for each recipient. When a subject responds affirmatively, the subject is asked how much money or time he/she contributed to that recipient.

In this research, the following variables are taken into account: income level, exposure to donation and volunteering education in the public school system, donation and volunteering habits of the subjects' parents, learning of donation and

volunteering at religious or community organizations, religion, and level of education. In the subsequent analysis, experiences with education and practice of donation and volunteering within the home, schools, religious organizations, and communities will be combined as the socialization variable of giving and further segmented into socialization of donation and socialization of volunteering.

3. Analysis Methods

Heckman's selection model and simultaneous equation model are selected in this research, along with descriptive analysis of each variable. Heckman's selection model is used for the estimation of participation in giving and the level of giving effort, while simultaneous equation models are used to investigate bilateral relationships between effort toward donation and trust and between effort toward volunteering and trust.

The Heckman selection model is considered useful in this research on several grounds. A possible error might be found in estimating the donation scale or philanthropic effort toward donation of individuals; thus, analysis might focus only on people who give money with using Ordinary Least Squares (OLS) estimation.

It is problematic as it excludes the effort toward donation of people who do not donate. In particular, it may result in an error of over-representativeness by ruling out potential operations that may influence the choice of donation. For example, donation can be estimated for its potential relationship with variables such as trust. Estimation only subjected to people who give money may have selectivity bias in this regard. In addition, it may not obtain accurate OLS estimation when it fails to consider possible linear relations from people who do not give. Heckman makes the following suggestions regarding these issues, particularly focusing on the first case.

Initially, a procedure can be performed to obtain information on potential operations that may influence effort toward donation by using an equation to estimate people's choice of donation. Researchers can collect data showing the degree of influence of a specific variable on the decision of individuals who choose to donate over not to donate. This information may lead to more accurate prediction of an individual's degree of donation or effort toward donation. For example, an estimation equation can be created for effort toward donation using data obtained about people who might have donated had they had trust in the recipient. Heckman's selection model corrects the selectivity bias described in the previous paragraph by estimating a second equation reflecting data of potential operations of which effort toward donation is presumed over 0. This method of estimating potential operations takes an approach that statistically corrects selection bias by reflecting the correlations of error terms between the two equations in the second estimation equation.

Regarding the efficacy of simultaneous equation model, many empirical analyses have adopted models that simply enable analysis of unilateral relationships. For example, qualitative response models such as regression analysis, probit and logit models, the Tobit model that takes into account sample selection bias or truncation which discards values below 0, or Heckman's two stage least squares are considered attempts to resolve issues of inconsistency in estimation that rise from estimation bias or model mis-specification. However, these estimation models depend on unilateral relationships, which may prevent them from providing proper explanations of causality. There also remains an issue of model mis-specification that needs to be addressed.

This paper adopts a multiple equation model, specifically simultaneous equation model, which enables not only identification of causalities to a certain degree

through a bilateral analysis but also a lucid interpretation of each estimation equation.

When using a simultaneous equation model, this research assumes that values are determined through interactions between philanthropic effort toward donation and trust and between effort toward volunteering and trust - that is, values are determined when philanthropic effort toward donation and trust and effort toward volunteering and trust have achieved a certain equilibrium.

4. Research Questions

This paper attempts to answer the following questions:

First, what is the degree of participation and effort of Koreans regarding giving? In other words, what is their level of participation and level of effort in donation? What is their level of participation and level of effort in terms of volunteering?

Second, what are the identifiable factors that influence Koreans' participation and effort in donation? What are they in terms of participation and effort in volunteering?

Third, do philanthropic effort toward donation and trust have a bilateral relationship?

Fourth, do effort toward volunteering and trust have a bilateral relationship?

III. Data from Technical Analysis

1. Technical analysis of volunteering

<Table 1> Time spent volunteering per year by total subjects

(unit: hours)

	Average	Median	Standard deviation
Time spent volunteering	9.5005	0.0000	32.75895

According to responses about time spent volunteering, the subjects spent 9.5 hours on average per year. This figure excludes volunteering for religious purposes. A relatively small number of people participate in volunteer activities and the distribution of the time spent is positively skewed.

<Table 2> Time spent volunteering per year by subjects who participated in volunteering

(unit: hours)

	Average	Median	Standard deviation
Time spent volunteering	38.5	16.0000	56.93074

When considering only those who actually volunteered, an annual average of 38.5 hours is calculated, roughly three hours per month.

<Table 3> Time spent in religious volunteering per year by total subjects

(unit: hours)

Variable	Average	Standard error to average	Median	Standard deviation
Time spent volunteering for religious organizations	2.2976	0.4807	0.0000	15.23734

In the meantime, people spent 2.3 hours on average volunteering for religious organizations such as churches and temples for religious purposes. Given the total time spent in volunteering for secular purposes is 9.5 hours, the scale of religious volunteering appears to be relatively large.

2. Technical analysis of donation

The total amount of charitable donation, defined as donation of cash and goods made only for charitable purposes excluding religious donations and congratulatory and sympathetic contributions, is the following.

<Table 4> Annual donations by total subjects

(unit: 1,000 won)

Variable	Average	Median	Standard deviation
Cash	63.8438	10.0000	256.59589
Goods	6.0398	0.0000	54.1508
Cash+Goods	69.8836	10.0000	262.03957

As shown in Table 4, the subjects gave 69,884 won in cash and goods on average last year for charitable causes. The average amount of cash is 63,844 won, while for goods it is 6,040 won.

Based on the fact that the standard deviation for the average of cash donation per year is large and the median value shows distance from the average value, it can be concluded that the overall distribution of donation is considerably skewed in a positive direction.

The average value of donations made in goods is about a tenth of that for cash

donations, reflecting its relative frailty in Korea.

The following table shows the annual donations made by the subjects who actually donated.

<Table 5> Annual donation by those who donated

(unit: 1,000 won)

Variable	Average	Median	Standard deviation
Cash	93.1248	25.0000	305.53532
Goods	8.8099	0.0000	65.22796
Cash+Goods	101.9350	30.0000	311.33702

As indicated in Table 5, total size of charitable donation, excluding religious donations and congratulatory and sympathetic contributions, is 101,935 won on average with cash averaging 93,125 won and goods averaging 8,810 won. It indicates that Koreans who engaged in donation gave an average of about 8,500 won every month exclusively for charitable purposes. The distribution of the amount of donation by people who donated also shows a significantly positive skew.

Table 6 shows the "philanthropic effort toward donation" of individuals. Philanthropic effort toward donation is defined as the amount of individual donation relative to economic capability. In this paper, the proportion of individual donation to personal income and to household income are investigated separately. According to Table 6, the individual donation in cash (cash donation relative to personal income) averages 0.4154%, 0.4619% when cash and goods together are considered. This signifies individual Koreans on average donate 0.4154% and 0.4619% of their income in cash and in cash and goods combined, respectively.

In terms of household income, Koreans' philanthropic effort in cash averages 0.2095%, and in cash and goods combined 0.2280%.

<Table 6> Proportion of giving effort

(unit: %)

Variable	Average	Median	Standard deviation
Cash to personal income	0.4154	0.0750	1.92602
Cash+goods to personal income	0.4619	0.0833	1.95008
Cash to household income	0.2095	0.0400	0.72408
Cash+goods to household income	0.2280	0.0400	0.73776

The combined donation and giving effort of a married couple could also be made explicit in cases when the subjects were aware of the donations made by their partner. It is charted in Table 7.

<Table 7> Combined donation and giving effort of married couples

(unit: 1,000 KW, %)

Variable	Average	Median	Standard deviation
Combined donation of married couples	175.0318	50.0000	398.48741
Combined giving effort of married couples	0.5514	0.1667	1.05294

As shown in Table 7, the average amount of donation made over one year by the subjects and their partners is 175,032 won; and their combined giving effort by household income is around 0.5514%, slightly higher than the 0.4619% average of individual giving effort.

<Table 8> Religious donation of total subjects

(unit: 1,000 won)

Variable	Average	Median	Standard deviation
Religious donation in cash	130.0684	0.0000	524.4011
Religious donation in goods	1.0283	0.0000	12.2353

Total religious donation, which is often included in the total amount of donation in overseas research, averages 130,068 won. As for goods donation, around one thousand won is given on average to religious organizations. The combined total is more than double the total donation for secular charitable causes.

When only individuals who performed religious donation are considered, their yearly religious donation amounts to 437,742 won, as shown in Table 9. This number is over quadruple the size of average secular charitable donation of those who performed charitable donation.

<Table 9> Donation only by individuals who gave for religious purposes

(unit: 1,000 won)

Variable	Average	Median	Standard deviation
Religious donation in cash	437.7416	140.0000	890.2497
Religious donation in goods	3.4608	0.0000	22.2836

<Table 10> Congratulatory and sympathetic contributions by the subjects

(unit: 1,000 won)

Variable	Average	Median	Standard deviation
cash	324.4047	150.0000	576.3664
goods	3.4819	0.0000	31.3362

It is a common practice in South Korea for people to make cash contributions when they attend weddings or funerals. This research shows that the subjects spent an average of 324,405 won in 2005 for congratulatory and sympathetic contributions. This is about five times the size of charitable donation.

Table 11 demonstrates the average amount of congratulatory and sympathetic contributions calculated by considering only those who actually made a donation. It is around 437,339 won, more than four times the average amount of charitable donation of those .

<Table 11> Congratulatory and sympathetic contributions by the individuals who made a donation

(unit: 1,000 won)

Variable	Average	Median`	Standard deviation
cash	437.3389	300.0000	631.3034
goods	4.6941	0.0000	36.3121

3. Technical Analysis of other variables: trust and socialization of giving

<Table 12> Degree of trust

Variable	Average	Min.value	Median	Max.value	Standard deviation
Trust	38.5830	16.00	39.0000	64.00	7.1959

The degree of trust in social institutions, which is considered to have a significant impact on donation and volunteering, is compiled in Table 12. Overall, the average value is 38.58 and the median is 39, close to 40, the midpoint of the total range. It is seen based on these results that people's trust in social institutions is slightly lower than the middle value of the total range. Overall, however, the degree of trust lies

nearly at the halfway point between 'trust' and 'do not trust'.

<Table 13> Degree of socialization of giving

Variable	Average	Min.value	Median	Max.value	Standard deviation
Total value of the socialization of giving	5.5055	0.00	6.0000	11.00	3.3137
Socialization of giving in the family	2.5075	0.00	2.0000	5.00	1.8395
Socialization of volunteering	2.3264	0.00	2.0000	5.00	1.6595
Socialization of donation	3.1815	0.00	3.0000	6.00	1.8836

Table 13 explains the degree of socialization of giving and its sub-elements as emphasized in many countries, including South Korea. These sub-elements are socialization of giving in the family, socialization of volunteering, and socialization of donation. First, the degree of socialization of giving averages 5.5, slightly short of the median value of 6 of the total score. The socialization of giving in the family, at 2.5, also falls short of the median value of 3 of the total score. Finally, the socialization of volunteering and the socialization of donation stand at 2.33 and 3.18, respectively, both of which show distance from the median values of their total scores (3 and 3.5, respectively). In general, it is believed that the subjects have some limited education and experience with the socialization of giving.

IV. Analysis of the practice and the level of practice of charitable donation and volunteering using Heckman's selection model

1. Analysis of charitable donation using Heckman's selection model

Heckman's selection model was used to identify predictive factors related to people's participation in donation as well as the level of engagement in donation. Tables 14 and 15 illustrate the results of Heckman's two-step model. This analysis uses a total of 759 cases, with Wald being 132.07, proving the statistical significance of the results.

First, Table 14 shows the relation between selected variables and participation in charitable donation, an analysis using a probit model as the first step of Heckman's two-step selection model. According to the table, the socio-demographic variables that affect participation in charitable donation with statistical significance are age and occupation, especially the categories self-employed, production-line workers, white collar workers, and housewives. Also, interest in participation in volunteer activities, socialization of donation, and interest in the transparency of charitable organizations are statistically significant factors. The effectiveness of the organization's activities in improving the society shows a marginal significance.

In conclusion, older people, self-employed entrepreneurs, production-line workers, white collar workers, and housewives seem to be more likely to donate for charitable causes. Participation in donation is also more probable among those who do volunteering than among those who do not. Furthermore, the more a participant was socialized about donation and the more interested they were in the transparency of social organizations, the more likely they were to donate. Lastly, people's concern about the impact of their donation on the society and participation in donation show a positive relation: people who care about how much impact their donation would make on improving the society are more likely to consider donation.

**<Table 14> Analysis of participation in charitable donation using a probit model:
first step analysis of Heckman's selection model**

	Coef.	Std.Err.	z	P>z	[95% Conf. Interval]	
Age	.0285381	.0047905	5.96	0.000	.019149	.0379273
Participation in volunteering	.4514659	.1309434	3.45	0.001	.194821	5.7081104
Protestant Christian	.0387308	.1221062	0.32	0.751	-.200593	.2780547
Buddhist	.0401931	.1299749	0.31	0.757	-.2145531	.2949393
Self-employed	1.113061	.2018331	5.51	0.000	.7174757	1.508647
Production-line worker	.8599953	.2081718	4.13	0.000	.451986	1.268004
White collar worker	1.18235	.2066037	5.72	0.000	.7774142	1.587286
Housewife	1.008649	.2116665	4.77	0.000	.5937902	1.423507
Trust in social organizations	.0109232	.0506368	0.22	0.829	-.088323	.1101694
Household income	.0004247	.0003964	1.07	0.284	-.0003523	.0012017
Perceived closeness with the beneficiary of the giving	.0566194	.051602	1.10	0.273	-.0445188	.1577575
Family size	.083577	.0538807	1.55	0.121	-.0220273	.1891813
Socialization of donation	.1053827	.0277459	3.8	00.000	.0510016	.1597637
Willingness to donate	.1692817	.1228659	1.38	0.168	-.0715311	.4100945
Transparency of the organization	.2207276	.1121668	1.97	0.049	.0008848	.4405705
Social impact of donation	.2926436	.1534869	1.91	0.057	-.0081852	.5934724
Constant	-3.077113	.3838611	-8.02	0.000	-3.829467	-2.324759

The next table is regarding the relations between variables and people's effort toward donation. This analysis is the second step of Heckman's two-step model and uses an OLS regression. As shown in Table 15, most of the socio-demographic variables other than Protestant Christianity are not statistically significant in relation to philanthropic effort toward donation. On the other hand, Protestants apparently have a tendency to practice a higher level of philanthropic effort compared to other people. Perceived closeness with the beneficiary of the donation has a significant influence on philanthropic effort toward donation, reflecting that the more accepting they are toward the beneficiary the more likely it is they will make giving effort.

<Table 15> OLS regression analysis in relation to philanthropic effort toward donation: the second step analysis of Heckman's selection model

	Coef.	Std.Err.	z	P>z	[95% Conf. Interval]	
Age	.0037543	.0081572	0.46	0.645	-.0122335	.0197422
Participation in volunteering	.0014629	.0013395	1.09	0.275	-.0011625	.0040882
Protestant Christian	.2698865	.100601	2.68	0.007	.0727123	.4670608
Buddhist	.1509746	.1087387	1.39	0.165	-.0621494	.3640985
Self-employed	.176465	2.3909916	0.45	0.652	-.5898643	.9427947
Production-line worker	.0354953	.3600603	0.10	0.921	-.6702099	.7412005
White collar worker	.1420416	.4237215	0.34	0.737	-.6884373	.9725205
Housewife	.0155379	.3869788	0.04	0.968	-.7429265	.7740024
Trust in social organizations	-.0002222	.0415064	-0.01	0.996	-.0815733	.0811289
Household income	6.08e-06	.0002475	0.02	0.980	-.0004789	.0004911
Perceived closeness with the beneficiary of the giving	.1274087	.0424438	3.00	0.003	.0442204	.2105971
Donation by partner	-.0674642	.1255626	-0.54	0.591	-.3135624	.178634
Family size	.0158077	.0535055	0.30	0.768	-.0890611	.1206765
Socialization of donation	.0471918	.0359085	1.31	0.189	-.0231875	.1175712
Willingness to donate	.0458269	.1013018	0.4	50.651	-.1527211	.2443748
Transparency of the organization	-.0743571	.1061953	-0.70	0.484	-.282496	.1337819
Social impact of donation	.0007051	.1408594	0.01	0.996	-.2753742	.2767845
Constant	-.5451732	1.201394	-0.45	0.650	-2.899863	1.809516

In summary, age, a handful of occupations (self-employed, production-line workers, white collar workers, and housewives), participation in volunteering, socialization of donation, and concern about the transparency of the organization and the impact of the donation on social improvement appear to be associated with participation in donation but the relations with effort toward donation seem to be not significant, with the exception of Protestant Christianity and the level of perceived closeness of the beneficiary of the giving. Particularly noticeable among these results is the relation between effort toward donation and both the effect of the socialization of donation and participation in volunteering. It appears that experience and education in their childhood or adolescence related to giving, given at home, schools, religious institutions, and local communities, might have a long-term influence on people's decision to participate in donation. Therefore, it can be said that activities that increase access to giving practices, education on giving, and opportunities to practice giving at home and communities might play a pivotal role in promulgating a philanthropic culture in Korea. Participation in volunteering is also related to the likeliness of participation in donation in the positive direction, which signifies they are complementary rather than alternatives to each other: the fact that people who volunteer tend to donate as well indicates the two are synergistic.

2. Analysis of volunteering using Heckman's selection model

Tables 16 and 17 demonstrate the results of the analysis, using Heckman's two-step selection model, of participation and hours spent in volunteering. This analysis uses a total of 681 cases and has 100.62 of Wald , indicating its results are statistically significant.

First, Table 16 shows the results of the first step analysis of Heckman's two-step model, with its focus on participation and non-participation in volunteering; a

probit model was employed to examine related variables.

<Table 16> Analysis of participation in volunteering using a probit model: the first step of Heckman's selection model

volunteering	Coef.	Std.Err.	z	P>z	[95% Conf. Interval]	
Age	.0078017	.0066262	1.18	0.239	-.0051853	.0207888
Participation in donation	.5200943	.1408751	3.69	0.000	.2439842	.7962043
Protestant Christian	.4762243	.1370983	3.47	0.001	.2075166	.744932
Buddhist	.4150178	.1463787	2.84	0.005	.1281208	.7019147
Self-employed	-.3094952	.3322992	-0.93	0.352	-.9607897	.3417993
Production-line worker	-.1871379	.3398879	-0.55	0.582	-.8533061	.4790302
White collar worker	.1090563	.3487486	0.31	0.755	-.5744783	.7925909
Housewife	-.2972847	.34292	5-0.87	0.386	-.9694054	.374836
Trust in social organizations	.0801908	.0569798	1.41	0.159	-.0314875	.1918691
Personal income	-.0012326	.0006453	-1.91	0.056	-.0024974	.0000322
Perceived closeness with the beneficiary of the giving	-.1864884	.059644	-3.13	0.002	-.3033884	-.0695883
Family size	.1941807	.0655714	2.96	0.003	.0656631	.3226983
Participation of the partner in volunteering	-.2263487	.1707832	-1.33	0.185	-.5610775	.1083801
Socialization of volunteering	.2310386	.0353317	6.54	0.00	0.1617897	.3002874
Constant	-2.109548	.5831101	-3.62	0.000	-3.252423	-.9666735

In relation to participation in volunteering, as indicated in Table 16, participation in donation, Protestant Christians, Buddhists, the level of perceived closeness of the beneficiary of the giving, family size and socialization of volunteering appear statistically significant. Personal income is marginally significant. According to the probit analysis, people who donate, people with religions such as Protestant Christianity and Buddhism, and people with a higher level of perceived closeness of the beneficiary of their giving are more likely to practice volunteer activities. In addition, the bigger the family size and the higher the socialization of volunteering, the higher the probability of participation in volunteering, reflecting their positive (+) relation. Lastly, it turns out that people with less personal income show higher potential to participate in volunteer activities: the two factors have a negative (-) relation.

The second step analysis of Heckman's two-step model, shown in Table 17, attempts to analyze the relations of variables to hours of volunteering through OLS regression analysis. As Table 17 indicates, none of the variables are significantly related to the hours of volunteering. Participation in donation, Protestant Christians, Buddhists, the level of perceived closeness of the beneficiary of the giving, family size, socialization of volunteering, and personal income, which all demonstrate statistical significance in relation to participation in volunteering, do not show significance in terms of hours of participation.

<Table 17> Analysis of the hours of volunteering using OLS regression: the second step of Heckman's selection model

Newtime	Coef.	Std.Err.	z	P>z	[95% Conf. Interval]	
Age	.272192	.5496868	0.50	0.620	-8051744	1.349558
Individual effort toward donation	10.25808	6.677314	1.54	0.124	-2.829217	23.34537
Protestant Christian	-4.905354	13.94654	-0.35	0.725	-32.24007	22.42936
Buddhist	-15.44287	13.73353	-1.12	0.261	-42.3601	11.47436
Self-employed	20.15884	24.7874	0.81	0.416	-28.42358	68.74126
Production-line worker	3.677226	24.16028	0.15	0.879	-43.67605	51.0305
White collar worker	-5.261091	24.36844	-0.22	0.829	-53.02235	42.50017
Housewife	22.495	25.03345	0.90	0.369	-26.56966	71.55967
Trust in social organizations	1.624769	4.130526	0.39	0.694	-6.470913	9.720451
Personal income	.0594932	.0538136	1.11	0.269	-.0459796	.1649659
Perceived closeness with the beneficiary of the giving	-.2151545	5.745478	-0.04	0.970	-11.47608	11.04577
Participation of the partner in volunteering	14.78956	11.82512	1.25	0.211	-8.387252	37.96638
Family size	-5.585066	6.214028	-0.90	0.369	-17.76434	6.594205
Socialization of volunteering	4.160099	5.656169	0.74	0.462	-6.92579	15.24599
Constant	-1.480202	73.78252	-0.02	0.984	-146.0913	143.1309

In conclusion, drawn from Tables 16 and 17, participation in donation, Protestant Christians, Buddhists, the level of perceived closeness of the beneficiary of the giving, family size, socialization of volunteering, and personal income appear associated with participation in volunteering, but have little relation with the hours of volunteering.

Particularly noticeable is the relation between participation in volunteering and both the effect of the socialization of volunteering and participation in donation. As shown in the discussion of the analysis of donation above, the socialization of giving in childhood and adolescence may have a great impact on the future decision of whether or not to participate in philanthropic activities: experience and education related to volunteering in childhood and adolescence at home, school, religious institutions, in and local communities can have a long-term influence on participation in volunteering.

Based on these findings, it is concluded that activities that increase access to volunteering, education on the meaning and importance of volunteering, and opportunities to participate in volunteering provided at home and in communities might play a pivotal role in promoting volunteering in society. As also mentioned, participation in donation has a relation in the positive direction with the likeliness of participation in volunteering. It tells us that the two factors are complementary rather than alternatives to each other, and synergistic: it is highly likely that people who donate also take part in volunteering. This indicates the two are mutually stimulating.

V. Analysis of the relations between trust within society and both philanthropic effort toward donation and effort toward volunteering using a simultaneous equation model

1. Analysis of the relations between trust within society and philanthropic effort toward donation

Table 18 shows the relations between trust and philanthropic effort toward donation, explored by using a two-stage least squares approach. Given the results gained from each equation of effort toward donation and trust, which are the two endogenous variables considered most important, the influence of trust on effort toward donation is not statistically significant, however, the effort toward donation has a significant influence on trust. That is, the equations on the effort toward donation and trust suggest only the influence of the effort toward donation on trust is significant. Unlike the assumption made at the beginning of this research that philanthropic effort toward donation and trust might have a bilateral relationship, this result shows that simultaneous equilibrium is not made at a significant level.

<Table 18> Analysis of the relations between philanthropic effort toward donation and trust using a two-stage least squares estimation

Endogenous variable	Category	Coef.	Std.Err.	t-value	p-value
Philanthropic effort toward donation	Trust	1.420	1.250	1.14	0.257
	socialization of donation	0.014	0.030	0.45	0.653
	Level of education	-0.073	0.196	-0.37	0.711
	Protestant Christian	-0.257	0.443	-0.58	0.563
	Buddhist	-0.084	0.206	-0.41	0.685
	Household income	-0.000	0.000	-1.1	20.265
	Self-employed	0.256	0.189	1.35	0.176
	Production-line worker	0.374	0.251	1.49	0.136
	White collar worker	0.029	0.232	0.13	0.900
	Housewife	0.234	0.199	1.17	0.242
	Constant	0.264	0.412	0.64	0.522
Trust	Philanthropic effort toward donation	0.880	0.260	3.38	0.001
	Participation in volunteering	0.009	0.099	0.10	0.924
	Constant	-0.199	0.064	-3.11	0.002

In detail, the equation on philanthropic effort toward donation does not exhibit any statistically significant variables. Conflicting with the hypothesis that assumed positive relations between philanthropic effort toward donation and both trust and socialization of donation as factors that may be predictive of effort toward donation, no such significant relations are observed.

In terms of the trust model, participation in volunteering does not demonstrate a significant influence on trust. When combined with the results gained from Heckman's selection model, it might be interpreted this way: first, participation in charitable donation and participation in volunteering can be supplementary; in

terms of trust, however, the variable "participation in volunteering" is not statistically significant.

Given all this, it is indicated that the "effort" aspect, in terms of the effort toward donation, might show significant influence on trust.

2. Analysis of the relations between trust and volunteering effort

The relations between trust and philanthropic effort toward volunteering, analysed through a two-stage least squares method, are summarized in Table 19. The equations on the two most salient endogenous variables "trust" and "volunteering effort" do not show any significant influence of trust, with only the influence of volunteering effort being significant, as in the relations between trust and effort toward donation. The fact that the equation on effort toward volunteering and trust suggests significance only in the influence of volunteering effort on trust indicates that the relations between effort toward volunteering and trust might not be bilateral and might fail to establish a simultaneous equilibrium at a significant level.

<Table 19> Analysis of the relations between volunteering effort and trust using a two-stage least squares estimation

Endogenous variable	Category	Coef.	Std.Err.	t-value	p-value
Volunteering effort (hours)	Trust	76.833	74.670	1.03	0.304
	socialization of volunteering	3.110	1.647	1.89	0.059
	Level of education	-9.868	11.520	-0.86	-.392
	Protestant Christian	-21.934	26.474	-0.83	0.408
	Buddhist	-10.262	11.928	-0.86	0.390
	Household income	-0.013	0.022	-0.59	0.555
	Self-employed	-4.609	10.019	-0.46	0.646
	Production-line worker	6.263	13.696	0.46	0.648
	White collar worker	-13.233	13.037	-1.02	0.310
	Housewife	-1.057	10.327	-0.10	0.918
	Constant	22.950	23.096	0.99	0.321
Trust	TrustVolunteering effort (hours)	0.013	0.005	2.36	0.019
	Participation in donation	0.036	0.083	0.43	0.666
	Constant	-0.143	0.064	-2.20	0.028

In the meantime, socialization of volunteering turns out to be the only variable that shows marginal significance in the equation on volunteering effort, implying that effort toward volunteering is likely to be significantly affected by the environmental aspects that provide access to and education regarding volunteering, which are compounded as the socialization of volunteering.

Finally, the trust model shows, as in the model between philanthropic effort toward donation and trust, that participation in donation does not have statistically significant relationship with trust. When these results are interpreted in connection with the results from Heckman's selection model, as discussed in the relations

between philanthropic effort toward donation and trust, participation in donation and participation in volunteering might have a supplemental relation; but, in terms of trust, participation in donation might not have statistically significant influence. Again, it implies that the effort aspect of the hours of volunteering might have a significant influence on trust.

VI. Conclusion and Discussion

This research used “2006 National Survey on Giving and Volunteering of Koreans”, conducted by the Beautiful Foundation in Korea, to define the degree of participation in and effort toward giving of Koreans. Along with descriptive analysis of the survey results, Heckman’s selection model was employed to identify factors that may influence participation in and effort toward giving. In addition, an empirical analysis was attempted by using a simultaneous equation model to determine bilateral relationships between philanthropic effort toward donation and trust and between effort toward volunteering and trust.

The average annual time spent volunteering was 9.5 hours (excluding volunteering for religious purposes), while volunteering for religious organizations took an average of 2.3 hours. The annual amount of time for volunteering among people who do regular volunteer works averaged 38.5 hours. Overall, the time spent for volunteering has reduced slightly compared to past years; the change is not statistically significant, however.

Additionally, there seems to be little change in donation. This research revealed that the average annual philanthropic donation of Koreans of combined cash and goods amounted to about 69,884 won (US \$70), with an average of 101,935 won (\$102)

for people who give money regularly. As a percentage of personal and household income, donation comes to 0.46% of personal income and 0.23% of household income, on average. In addition, focusing on giving efforts of a married couple who were aware of his/her partner’s donation, it amounted to about 0.55% of household income.

When compared with the scale of philanthropic donation, the average religious cash contribution of 130,000 won (\$130) was more than double that of philanthropic donation; the annual average of about 437,742 won (\$438) of combined cash and goods given for religious purposes by people who donate regularly for religious reasons was more than four times that contributed by people who give for philanthropic reasons.

As to congratulatory and sympathetic gifts, which were included for the first time in this study because of strong continuity of the traditional custom, the amount of cash given for the purpose per year reached 324,405 won (\$ 324) in average. When considering only for people who give for the traditional reasons, the average was 437,339 won (\$ 439) when cash and goods are combined. This demonstrates that more than five times the average cash philanthropic donation is contributed for the causes such as mutual assistance. Such donation (437,339 won) is more than four times as large as philanthropic donation made by people who give for philanthropic reasons.

In summary, participation in and effort toward giving of Koreans have not significantly changed. As a proportion of contributions made for religious purposes and mutual assistance, philanthropic donation was one-half to one-quarter of the respective amounts.

There are several findings derived from Heckman's selection model. Regarding participation in giving, the factors of age, participation in volunteering, occupation, socialization of donation, concern for the transparent operation of organizations, and social impact of the cause turned out to be statistically significant in the positive (+) direction. In terms of effort towards donation, however, only membership in a Christian religion and general social acceptability (distance) on the recipients demonstrated statistical significance in the positive direction. In sum, those factors seem to have some influence on people's participation in donation, but they are insufficient for influencing effort towards donation.

It is noticeable; however, that socialization of donation, which was mentioned in the introduction of this paper, has a significant influence in philanthropic participation. This implies that although socialization does not have a significant impact on people's effort to philanthropic causes, it may have a significant influence on whether or not someone participates in philanthropic donation. Meanwhile, participation in volunteering also appeared to have a positive correlation with participation in donation, which indicates that donation and volunteering can correspond to one another.

As for participation in volunteering, participation in donation (+), religion (+), personal income (-), general social acceptability (distance) on recipients of donation (-), family size (+), and socialization of volunteering (+) showed statistically significant results. On the other hand, none of the factors were significant in relation to the effort (hours) to volunteer. Those factors seem to be somewhat influential in participation in volunteering, but have little effect, if any, on the effort to volunteer.

As mentioned above and in the introduction, socialization stimulates participation

in volunteering. Although it appears not to be perceptibly influential in the effort to volunteer, socialization variables, such as socialization of volunteering, may have a significant influence on the decision whether or not to participate in volunteering. Furthermore, as shown with donation, participation in donation also demonstrates a positive correlation with participation in volunteering, indicating that donation and volunteering can be complementary.

It is also shown that religion is likely to be an influential factor in participation in volunteering, but not in participation in donation. The potential influence of religious teachings indicates that socialization of giving needs to be approached from diverse directions.

Lastly, this research attempted to determine whether trust influences social participatory behaviors and vice versa by assuming a bilateral relationship between the philanthropic effort toward donation and trust and between the effort to volunteer and trust by employing a simultaneous equation model in order to overcome the restrictions that the existing unilateral approach may present. While the outcome did not confirm the expected bilateral relationship, an interesting result was evidenced. Many researchers have argued that trust can be a primary influence on the positive decision to engage in social activities through donation or volunteering. The results of our research, however, suggested the reverse might be true as well. It underscores Robert Putnam's argument that social participation through donation and volunteering helps create and strengthen people's trust toward the society and its members.

This research presents two significant points for review. First, it has proven that the socialization through giving at home and philanthropy education identified as important in other countries by previous studies can have a similarly positive effect

in Korea. The results of our research that empirically show the encouraging effect of socialization of giving based on the expanded notion “Charity begins at home” can indicate a possible initial step in fostering a sustainable philanthropic culture in our society. Simply put, given that the practice of giving learned inside and outside of home can have a significant influence in philanthropic participation, it is pivotal in the long run for us to make an effort to create a sustainable philanthropic culture through the socialization of giving. Therefore, it will be necessary for schools, religious organizations, civic groups and social welfare institutions to provide an array of philanthropic education programs that teach the importance of practicing altruism at home, in schools, and in communities.

Second, unlike to the general assertion that trust can be a causal variable in philanthropic donation and volunteering, this research implies that the reverse can be more influential. While many papers have established that trust-building needs to come before encouraging donation or volunteering, this research has indicated that participation in donation and volunteering could have the additional effect of accelerating trust-building. It can be argued using this finding that promoting increased participation in philanthropic donation and volunteering will be an effective strategy in the endeavor toward trust-building in civil society and the augmentation of non-profit sector resources. In conclusion, considering the relationship between philanthropic donation, volunteering, and trust, making an effort to accelerate, attract and maintain public participation in donation and volunteering can be an effective strategy that intensifies a virtuous circular relationship. Finally, further research is required to revisit these findings and following research efforts need to be made with applying more specified methods for their practical application.

03 Yuhan-Kimberly Giving Index of Korea Questionnaire

Public Opinion Poll on Donation

Hello,

My name is _____, and I am an interviewer for "Research & Research", a public polling research institute.

Our institute is conducting a nationwide public survey on donation commissioned by The Beautiful Foundation, a group established to encourage the culture of philanthropy and support the disadvantaged.

The purpose of this survey is to establish a healthy giving culture. We want to understand the status and public awareness of donation in Korea. The collected data will be used as a framework for developing policies related to donation in Korea.

There are no right or wrong answers for the questions on this survey and your answers will be compiled into statistical data such as "X% of the population had a certain opinion". Based on Article 13 of the Statistics Act, the collected information will be protected under strict confidentiality.

Your valuable answers will provide useful information for establishing a healthy giving culture in Korea.

We thank you for taking time for our survey.

DBID

The Beautiful Foundation

Chair: Park Sang Jung

Address: 16-3 Gahoedong, Jongrogu, Seoul, Korea

Tel: (02) 766-1004

Staff: Hong Joo eun, The Center on Philanthropy at the Beautiful Foundation

Research and Research, Inc.

CEO: No Kyu Hyung

Address: SL Bldg. 46-3, Jamwondong, Seochogu, Seoul, Korea

Tel: (02) 3484-3000

Staff: Bae Jong chan, Senior researcher, Political & Social Research Division

Notice for Interviewers : Fill out the blanks below after finishing the survey!

Interviewee Information	Interviewer Information
Name :	Date : / /2006 (M/d/Y)
Address :	Name :
Telephone : () -	Interviewer (ID) :
Mobile : () -	Contact No.: () -

SQ1. Place of residence -region

- ①Seoul ②Busan ③Daegu ④Gwangju ⑤Incheon ⑥Daejeon
 ⑦Ulsan ⑧Gyeonggi ⑨Gangwon ⑩Chungbuk ⑪Chungnam
 ⑫Jeonbuk ⑬Jeonnam ⑭Gyeongbuk ⑮Gyeongnam

SQ2. Place of residence -size ①metropolis ②mid/small-sized cities ③towns

SQ3. Gender ①male ②female

SQ4. Excuse us for asking, but how old are you?

years old → stop when younger than 19 yrs.

First, here are some questions regarding "Volunteer" activities.

"Volunteer" activities are things done voluntarily, for other people or for public benefit, for a certain period of time without expecting anything in return. They include volunteering at social service organizations, philanthropic institutions, local community groups, schools, and hospitals, as well as volunteering for fundraising campaigns or international events. Activities for religious institutions (like teaching Sunday school, church choir, missionary work) are not included, but activities for welfare institutions (like facilities for children, seniors or the disabled) that take place through religious communities are included in volunteer activities.

☞ Interview instructions: hand [Example Card 1] to the interviewee and have them refer to it in this section (questionnaire pages 2-3)

1. 1. Have you participated in "volunteer activities" [in any of the places in Example Card 1] in the last year - from January through December of 2005?

- ①Yes ②No → go to Q2 of page 4

☞ Interview instructions: check "② No" in question No.1 if the interviewee chose only "①-1) volunteer activities for religious institutions" and if the interviewee chose another answer along with "①-1)", (e.g. ①-1) and ③, etc.), check "①Yes" in question no.1. Even if question No.1 was checked "② No", when only "examples ①-1)" is chosen, ask questions 1-1 and 1-4!

For questions 1-1 to 1-4, please answer in the table on page 3.

1-1. [Show Example Card 1] Please tell us all the organizations/institutions/individuals you have "volunteered" for during the last year (Jan-Dec, 2005). ☞ — check in the table in page 3

1-2. [Show Example Card 1-2] How did you become aware of the "organizations/institutions /individuals"? Choose one manner of gaining awareness for each "organization/institution/ individual". ☞ — check in the table in page 3

- ①mass media such as newspapers/TV/radio/Internet ②family, relatives, etc.
 ③friends, acquaintances ④PR and requests from facilities/institutions/groups
 ⑤work, colleagues ⑥religious groups
 ⑦as an individual, participating in other groups ⑧other:
⑨ Don't remember ⑩ Don't want to answer ⑪ Don't know → don't read these to the interviewee!

1-3. [Show Example Card 1-3] Was your volunteer work for the organizations/institutions/ individuals regular or irregular? ☞ — check in the table in page 3

- ①volunteered regularly (regularly)
 ②volunteered irregularly, whenever possible (irregularly)
③ Don't remember ④ Don't want to answer ⑤ Don't know → don't read these to the interviewee!

1-4. [Show Example Card 1] How many hours of volunteer work have you done for the organizations/institutions/individuals in the last year (Jan-Dec, 2005)? ☞ — check in the table in page 3

☞ Interview instructions: if the interviewee answers "don't remember", "don't want to answer", "don't know", etc, write it down verbatim

Q 1-1) place of volunteering	Q 1-2) Manner of awareness	Q 1-3) Regular/ Irregular	Q 1-4) Hours of volunteer work
①Helping social service organizations or the underprivileged through religious institutions (excluding volunteer activities for religious institutions of ①-1)			
①-1) Volunteer activities (teaching, catering, parking, etc.) for religious institutions (church, mosque, temple, etc.)	X		
②Volunteered in disaster relief or helping the underprivileged (such as in restoration work in flooded areas)			
③Foundations and charitable organizations (Red Cross, Korea Food For the Hungry International, The Beautiful Foundation, Community Chest of Korea, World Vision, Salvation Army, etc.)			

Q 1-1) place of volunteering	Q 1-2) Manner of awareness	Q 1-3) Regular/ Irregular	Q 1-4) Hours of volunteer work
④ Social service organizations (orphanage, senior home, welfare center, etc., including unauthorized facilities)			
⑤ Local communities (volunteer activities for local development activities through local governments, local support groups, etc.)			
⑥ Arts and culture Institutions and other associations (art galleries, cultural foundations, museums, etc.)			
⑦ Educational institutions (elementary/Jr. high/high schools, universities, etc.)			
⑧ Medical institutions (hospitals, medical research centers, etc.)			
⑨ Environmental groups and animal rights groups (Green Korea, Korean Federation For the Environmental Movement, etc.)			
⑩ Interest groups (including labor unions, business associations, etc.)			
⑪ Political parties (Uri Party, Grand National Party, Democratic Labor Party, etc.) and individual politicians			
⑫ Relatives not including immediate family			
⑬ Close acquaintances such as friends and neighbors			
⑭ Unacquainted individuals such as beggars, the homeless, etc.?			
⑮ Don't know (do remember volunteering but don't remember or don't know where)			
⑯ Other (write: _____)			

Next, here are some questions about 'donations'.
The act of 'donating' is giving money (assets) or goods voluntarily, for the benefit of others or the public. For example, contributing money or goods to: children living without guardians, children or families in poverty, beggars, or North Koreans; public institutions such as universities or museums; philanthropic institutions; or overseas humanitarian aid groups. Donating money or assets to religious institutions such as churches and temples for religious reasons is excluded.

☞ Interview instructions: Hand <Example Card 2> to the interviewee and have them refer to it in this section (questionnaire pages 4-5)

2. Have you made donations [to any of the places on Example Card 2] during the last year - from January through December of 2005? This includes donations via ARS calls, Red Cross membership fees, donating property, etc. Not only organizations/institutions/individuals but helping acquaintances and relatives (excluding immediate family such as parents or siblings) or unacquainted individuals should be included. Tell us in a broad sense.

- ① Yes
- ② No → go to Q5 of page 6

☞ Interview instructions: check "② No" in question No. 2 if the interviewee chose only "②-1) donate to religious institutions" and if the interviewee chose another answer along with "②-1)", (for example ②-1) and ④, etc), check "① Yes" in question no. 2
Even though question No.1 was checked "② No", when only "⑤ is chosen, ask questions 2-1 and 2-5

[For questions 2-1 to 2-5, please check the table on page 5.]

2-1. [Show Example Card 2] Please tell us all the organizations/institutions/individuals you have donated to, in the last year (Jan-Dec, 2005). ☞— check on the table on page 5

2-2. [Show Example Card 2-2] How did you become aware of the "organizations/institutions/individuals"? Choose one for each "organization/institution/individual". ☞— check on the table on page 5

- ① mass media such as newspapers/TV/radio/Internet
- ② family, relatives, etc.
- ③ friends, acquaintances
- ④ PR and requests from organizations/institutions
- ⑤ work, colleagues
- ⑥ participating in religious groups, etc.
- ⑦ as an individual, participating in other groups
- ⑧ other (write: _____)
- ⑨ Don't remember
- ⑩ Don't want to answer
- ⑪ Don't know ☞ don't read to the interviewee

2-3. [Show Example Card 2-3] How did you donate to the "organizations/institutions/individuals"?

- ① directly in person
- ② GIRO/money order
- ③ wire transfer, CMS
- ④ Credit card
- ⑤ ARS call/cell phone payment
- ⑥ automatic deduction from wages
- ⑦ other (write: _____)
- ⑧ Don't remember
- ⑨ Don't want to answer
- ⑩ Don't know → don't read to the interviewee

2-4. [Show Example Card 2-4] Was your donation for the organizations/institutions/ individuals regular or irregular? ☞— check on the table on page 5!

- ① donated regularly, on a planned basis (regularly)
- ② donated irregularly, whenever possible (irregularly)
- ⑦ Don't remember ⑧ Don't want to answer ⑨ Don't know → don't read to the interviewee!

2-5. [Show Example Card 2] How much have you donated to the "organizations/institutions/ individuals" in the last year (Jan-Dec 2005)? Please tell us separately, in cash (money) and in kind (property), and please convert the goods to their monetary value. ☞— Careful of the units (thousand KW)! Check on the table on page 5

2-5-1. cash (thousand KW) 2-5-2. property(thousand KW)

☞ Interview instructions: if the interviewee answers "don't remember", "don't want to answer", "don't know", etc., write it down verbatim

2-6. Have you ever made donations to the following events or donation campaigns?

Method of Donation	Yes	No
① Donated to donation boxes in subway stations or supermarkets, or to charity boxes for the collection of second-hand clothes	1	2
② Donated by buying things at charity stores or bazaars	1	2
③ Donated in street fundraising campaigns or charity events	1	2

Q2-1) Place of donation	Q2-2) Manner of awareness	Q2-3) Method of donation	Q2-4) Regularity	Q2-5) Amount	
				2-5-1) Cash	2-5-2) goods
① congratulatory and sympathetic contributions				<input type="text"/>	<input type="text"/>
② Donated to social service organizations or the underprivileged through religious institutions (excluding donations solely for religious institutions of ②-1))				<input type="text"/>	<input type="text"/>
②-1) Donations solely for religious institutions (church, temple, etc.)				<input type="text"/>	<input type="text"/>
③ Donation campaigns for helping disaster relief or the underprivileged (through mass media including TV, radio, and newspapers, or through ARS calls advertised on TV, collective donation made by companies or schools)				<input type="text"/>	<input type="text"/>

Q2-1) Place of donation	Q2-2) Manner of awareness	Q2-3) Method of donation	Q2-4) Regularity	Q2-5) Amount	
				2-5-1) Cash	2-5-2) goods
④ Foundations and charitable organizations (Red Cross, Korea Food For The Hungry International, the Beautiful Foundation, Community Chest of Korea, World Vision, Salvation Army, etc., as well as donation boxes)				<input type="text"/>	<input type="text"/>
⑤ Social service organizations (orphanage, senior home, welfare center, etc.; including unauthorized facilities)				<input type="text"/>	<input type="text"/>
⑥ Local communities (volunteer activities for local development activities through local governments, local support groups, etc.)				<input type="text"/>	<input type="text"/>
⑦ Arts and culture Institutions and other associations (art galleries, cultural foundations, museums, etc.)				<input type="text"/>	<input type="text"/>
⑧ Education institutions (elementary/jr. high /high schools, universities, etc.)				<input type="text"/>	<input type="text"/>
⑨ Medical institutions (hospitals, medical research centers, etc.)				<input type="text"/>	<input type="text"/>
⑩ Environmental groups and animal rights groups (Green Korea, Korean Federation For Environmental Movement, etc.)				<input type="text"/>	<input type="text"/>
⑪ Interest groups (including labor unions, business associations, etc.) (only donations outside membership fees are included)				<input type="text"/>	<input type="text"/>
⑫ Political parties (Uri Party, Grand National Party, Democratic Labor Party, etc.) and other individual politicians (only donations other than membership fees are considered)				<input type="text"/>	<input type="text"/>
⑬ Relatives not including immediate family				<input type="text"/>	<input type="text"/>
⑭ Close acquaintances such as friends and neighbors				<input type="text"/>	<input type="text"/>
⑮ Unacquainted individuals such as beggars, the homeless, etc.				<input type="text"/>	<input type="text"/>
⑯ Don't know (do remember volunteering but don't remember or don't know where)				<input type="text"/>	<input type="text"/>
⑰ Other (write:)				<input type="text"/>	<input type="text"/>

3. [Show Example Card 3] What were your reasons for donating? From the reasons given below, choose the two most important reasons for donating.

3-1. Primary reason ()

3-2. Second most important reason ()

- ① responsibility towards the society ② religious belief
- ③ out of compassion ④ for personal satisfaction and self-esteem
- ⑤ because of the philanthropic traditions of my family
- ⑥ other (write: _____)
- ⑦ Don't remember ⑧ Don't want to answer ⑨ Don't know → don't read to the interviewee

4. [Show Example Card 4] Apart from the above reasons for donating, which factors had the biggest influence on your decision to donate? From the factors given below, choose the two most important.

4-1. Primary factor ()

4-2. Second most important factor ()

- ① financial affordability ② tax benefits
- ③ stimulus from someone I care about
- ④ no specific reason other than requested by organization/institution or some unacquainted individual
- ⑤ other (write: _____)
- ⑦ Don't remember ⑧ Don't want to answer ⑨ Don't know → don't read to the interviewee

⇒ Interview instructions : Q5 is for interviewees who did not make any donations last year

5. [Show Example Card 5] (Only for those who answered ② 'No' in Q2) What were the reasons for not making any donations? From the reasons given below, choose the two most important reasons for not donating.

5-1. Primary reason ()

5-2. Second most important reason ()

- ① not interested in donation
- ② don't think it's my obligation
- ③ couldn't trust the donation recipients (individual/organizations/institutions)
- ④ can't afford to (financially)
- ⑤ have insecure future income
- ⑥ didn't know how and where to donate

- ⑦ haven't been asked directly for donation
- ⑧ participate in volunteering instead of donation
- ⑨ other (write: _____)
- ⑨7 Don't remember ⑨8 Don't want to answer ⑨9 Don't know → don't read to the interviewee

⇒ Interview instructions : Regardless of whether they donated or not, the remaining questions should be asked to ALL INTERVIEWEES!

6. Do you intend to donate within the next year?

- ① Yes ② No
- ⑧ Don't want to answer ⑨ Don't know → don't read to the interviewee

⇒ Interview instructions (Q7-10): Regardless of whether they donated or not, the questions should be asked to ALL INTERVIEWEES.

7. [Show Example Card 7] If you decided to donate in the future, what would be the most important aspect to consider? What is the next most important aspect?

7-1. Most important aspect () 7-2. Second most important aspect ()

- ① the recipients (for example: children, the disabled, seniors, education, medical sector, the environment, etc.)
- ② reliability of the organizations/institutions requesting donation
- ③ effectiveness of the donation on improving society
- ④ simplicity, convenience of donation process
- ⑤ choice of a donation amount that fits my financial situation
- ⑥ other (write: _____)
- ⑧ Don't want to answer ⑨ Don't know → don't read to the interviewee

8. [Show Example Card 8] If you were to donate through charities or fund-raising organizations, what is the most important aspect that you would consider?

- ① reputation, significance of the organization
- ② financial and operational transparency of the organization
- ③ significance of the organization's activities in improving society
- ④ beneficiaries of the organization's activities
- ⑤ continuous updates on the use of donated resources, organization information
- ⑥ benefits offered to donors (for example invitations to events, volunteering opportunities, recognition and expression of appreciation, etc.)
- ⑦ other (write: _____)
- ⑧ Don't want to answer ⑨ Don't know → don't read to the interviewee

9. [Show Example Card 9] If you donate money or goods, what purpose do you want your donations to support? Choose three in order of significance.

9-1. First () 9-2. Second () 9-3. Third ()

- ① support education and research ② support the medical field
- ③ support culture and artistic development
- ④ support the environment and species conservation
- ⑤ support emergency relief (disaster victims)
- ⑥ support local community development (local libraries, local youth centers, etc.)
- ⑦ support overseas relief ⑧ support religious outreach
- ⑨ support political parties, interest groups
- ⑩ support children's welfare (children in general, undernourished children, children living without guardians, etc.)
- ⑪ support youth services (career development, counseling, extracurricular activities, etc.)
- ⑫ support the disabled (the disabled in general, underprivileged disabled and disabled residing in institutions, etc.)
- ⑬ support seniors' welfare (seniors in general, seniors living alone, seniors residing in institutions, etc.)
- ⑭ support women's welfare (women in general, female workers, housewives, female heads of households, etc.)
- ⑮ support underprivileged households (low-income and no-income households, homeless, etc.)
- ⑯ support North Korean civilians ⑰ support migrant workers in Korea
- ⑱ other (write: _____)
- ⑲ Don't want to answer ⑳ Don't know → don't read to the interviewee

10. [Show Example Card 10] If you donate money or goods, which issues below do you want your donations to support?

- ① issues of the local community in which I live
- ② issues of the communities to which I am related (e.g. my schools, hometown, etc.)
- ③ domestic social issues
- ④ pressing issues in the international community (e.g. tsunami relief, poverty in Africa, etc.)
- ⑧ Don't want to answer ⑨ Don't know → don't read to the interviewee

Next, here are some questions about "bequest donation". Bequest donation is making a pledge for a donation in your will to donate cash, securities, real estate, or property to organizations/institutions/individuals after you die.

11. Are you willing to donate part of your estate to the organizations/institutions/individuals listed in Example Card 2?

- ① Yes ② No → go to Q12 in page 8
- ③ Don't know (Don't read to the interviewee) → go to Q12 in page 8

11-1. [Show Example Card 11-1] If yes to Q 11, what percentage of your estate are you willing to donate to the society?

- ① less than 1% ② 1%-3%
- ③ 3%-5% ④ 5%-10%
- ⑤ 10%-30% ⑥ 30%-50%
- ⑦ 50%-100%
- ⑧ Don't want to answer ⑨ Don't know → don't read to the interviewee

12. From elementary school through high school, have you experienced any of the following?

	Yes	No
① I helped friends or neighbors with cash or property	1	2
② I participated in volunteering activities to help friends or neighbors (including fundraising)	1	2
③ I donated to charitable or social service organizations	1	2
④ I volunteered at charitable or social service organizations (including fundraising activities)	1	2
⑤ I was taught by my parents about donation and volunteering	1	2
⑥ I received education on donation from school, a youth center, or a religious organization	1	2
⑦ I received education on volunteering from school, a youth center, or a religious organization	1	2
⑧ I saw my parents, relatives, or neighbors help needy people	1	2
⑨ I saw my parents, relatives or neighbors volunteer (including fundraising activities) to help needy people	1	2
⑩ I saw my parents, relatives or neighbors donate to charitable or social service organizations	1	2
⑪ I saw my parents, relatives or neighbors volunteer at charitable or social service organizations	1	2

Here are some questions about "philanthropy education". Philanthropy education means educational activities designed to teach children, teenagers, and adults ways of learning and practicing the joy of giving through donation and volunteering.

13. [Show Example Card 13] Regarding philanthropy education, to what extent do you agree to each statement below?

	Strongly disagree	Disagree to some extent	Agree to some extent	Strongly agree
① I believe philanthropy education is important ¹²³⁴	1	2	3	4
② Philanthropy education should be done within the school system ¹²³⁴	1	2	3	4
③ Philanthropy education should be done by parents or at home	1	2	3	4
④ The practice of giving should be emphasized at work.	1	2	3	4
⑤ Mass media, including TV, should provide programs and campaigns to promote the practice of giving	1	2	3	4

Recently, Korean society is facing deepening social discrepancies such as widening gaps between the rich and poor. Against this backdrop, please answer to the following questions.

14. [Show Example Card 14] What do you think about the following statements?

	Strongly disagree	Disagree to some extent	Agree to some extent	Strongly agree
① There is an increasing need for non-profit organizations working to promote the practice of giving	1	2	3	4
② Non-profit organizations working to promote the practice of giving are playing an important role in the balanced development of the society (such as narrowing the gaps between rich and poor)	1	2	3	4
③ Non-profit organizations working to promote the practice of giving are actually contributing to solving the problems of society or local communities	1	2	3	4
④ Non-profit organizations working to promote the practice of giving are playing a pivotal role in raising important social issues that can be inadvertently overlooked	1	2	3	4

15. [Show Example Card 15] What do you think is the most serious problem in current Korean society?

15-1. The most serious problem ()

15-2. The second most serious problem ()

- ① financial instability of the underprivileged
- ② job insecurity of the underprivileged
- ③ limited educational opportunities of children from underprivileged families
- ④ housing insecurity of the underprivileged
- ⑤ limited opportunities for getting medical benefits for the underprivileged
- ⑥ limited access to cultural activities for the underprivileged
- ⑦ limited access to information for the underprivileged
- ⑧ Don't want to answer
- ⑨ Don't know → don't read to the interviewee

16. [Show Example Card 15] What sort of problems do you think require participation (practice of giving) of the private sector (citizens, businesses, religious organizations, etc.) to solve?

16-1. The area that will see the highest improvement ()

16-2. The area that will see the second highest improvement ()

¹²³⁴ Interview instructions: for the lists for Q16, please refer to the lists for Q15.

17. [Show Example Card 17] How much do you trust the following organizations/institutions/individuals? or how much do you distrust them? Please circle the number that best describes your view.

Question	No trust at all	Distrust	trust	trust Strongly
① Social service organizations (orphanage, senior home, welfare center, etc.; including unauthorized facilities)	1	2	3	4
② Civil organizations (People's Solidarity for Participatory Democracy, Citizen's Coalition for Economic Justice, advocacy groups for environment, women's rights, human rights, etc.)	1	2	3	4
③ Arts and culture institutions (museums, etc.) and other associations	1	2	3	4
④ Charitable organizations (UNICEF, Save the Children, Red Cross, Good Neighbors, World Vision, Community Chest of Korea, the Beautiful Foundation, Salvation Army, etc.)	1	2	3	4
⑤ Educational institutions (elementary/jr. high /high schools, universities, etc)	1	2	3	4
⑥ Medical institutions (hospitals, etc.)	1	2	3	4
⑦ Religious institutions (churches, temples, etc.)	1	2	3	4
⑧ Labor unions (Federation of Korean Trade Unions, Korean Confederation of Trade Unions, individual labor unions)	1	2	3	4
⑨ Political parties (Uri Party, Grand National Party, Democratic Labor Party, etc.)	1	2	3	4
⑩ Interest groups, business/professional associations (medical association, bar association, Federation of Korean Industries, Korea Employers Federation)	1	2	3	4
⑪ Large corporations	1	2	3	4
⑫ Small and medium enterprises	1	2	3	4
⑬ Central government	1	2	3	4
⑭ Local governments (province, city, county, district)	1	2	3	4
⑮ Judicial institutions (courts, etc.)	1	2	3	4
⑯ Media enterprises (broadcasting, newspapers, etc.)1234	1	2	3	4

Finally, here are some questions for statistical data compilation.

DQ1. What is your religion?

- ① Protestant Christian ② Catholic ③ Buddhist
 ④ Other (Write: _____)
 ⑤ None ⑧ Don't want to answer ⑨ Don't know → don't read to the interviewee

DQ2. Which of the following best describes your level of education? (dropping out is not included as having graduated)

- ① no education/graduated elementary school ② graduated jr. high school
 ③ graduated high school ④ in university(jr. college included)
 ⑤ graduated university ⑥ in graduate school/above master degrees
 ⑦ Other (Write: _____)
 ⑧ Don't want to answer ⑨ Don't know → don't read to the interviewee

DQ3. What is your occupation? What type of industry do you work for?

- ① agriculture, fishery, forestry (including family businesses)
 ② self-employed (small scale company or family business with less than nine employees, taxi driver, etc.)
 ③ service, sales worker (sales clerk, etc.)
 ④ technical, production worker (skilled workers -e.g. driver, machinist, carpenter, etc.)
 ⑤ laborer (unskilled worker, guard, etc.)
 ⑥ high level official, executive, manager (above 4th-class public servants, headmasters, above general manager level in corporations)
 ⑦ professional worker (university professor, medical doctor, lawyer, artist, researcher, etc.)
 ⑧ Engineer, semiprofessional worker (engineers, school teacher, 5th-class public servants, etc.)
 ⑨ clerical worker (company employees, below 6th-class public servants, other clerical workers, etc.)
 ⑩ housewife (full-time homemaker) ⑪ student ⑫ unemployed
 ⑬ Other (Write: _____)
 ⑭ Don't want to answer ⑮ Don't know → don't read to the interviewee

DQ4. How much is your average monthly income?

Write: 10 thousand KW (→ be careful of the unit!)

DQ5. How much is your family's average monthly income? Please include all of the family's income such as bonuses, interest, rent.

Write: 10 thousand KW (→ be careful of the unit!)

DQ6. What is your form of housing? Do you live in your own home? Or in rented housing?

- ① own home ② full deposit rental
- ③ monthly rental ④ Other (Write : _____)
- ⑧ Don't want to answer ⑨ Don't know → don't read to the interviewee

DQ7. Including yourself, how many are there in your household?

- ① 1 person ② 2 persons ③ 3 persons ④ 4 persons ⑤ more than 5
- ⑧ Don't want to answer ⑨ Don't know → don't read to the interviewee

DQ8. What is your marital status?

- ① Single ② Married (w/ spouse) → move to DQ9!
- ③ Divorced ④ Widowed
- ⑧ Don't want to answer ⑨ Don't know → don't read to the interviewee

☞ Interview instructions: Interviewees that chose ② in DQ 8 should answer the following questions

※ Show [Example Card 1] to the interviewee

DQ9. (Only for those who answered ② in DQ8) Do you know how much your spouse (husband or wife) has participated in volunteering activities (in any of the places ①- in the Example Card 1) during last year -from January through December of 2005? Note that "①-1 volunteering for religious institutions (churches, temples, etc.)" on Example Card 1 is not included.

- ① Yes, I know ② No, I don't know

DQ9-1. How many hours of volunteer work has your spouse (husband or wife) done in the last year? Note that "①-1 volunteering for religious institutions (church, temple, etc)" of Example Card 1 is not included.

(Write: _____ hrs)

☞ [Note] DQ9-1 should be asked regardless of the answer chosen in DQ9

☞ Interview instructions: if the interviewee cannot answer, ask them to call and check with their spouse

☞ Interview instructions: if they cannot confirm on the spot, make an appointment to call

If the interviewee answers "don't remember", "don't want to answer", "don't know", etc, write it down verbatim

※ Show [Example Card 2] to the interviewee

DQ10. (Only for those who answered ② in DQ8) Do you know how much your spouse (husband or wife) has donated (o any of the places ①- in Example Card 2) during last year - from January through December of 2005? Note that "②-1 donating to religious institutions (churches/temples, etc.)" of Example Card 2 is not included.

- ① Yes, I know ② No, I don't know

DQ10-1. How much has your spouse (husband or wife) donated in the last year? Note that "②-1 donating to religious institutions (church, temple, etc.)" of [Example Card 2] is not included.

Write: thousand KW (→ be careful of the unit!)

☞ [Note] DQ10-1 should be asked regardless of the answer chosen in DQ10

☞ Interview instructions: if the interviewee cannot answer, ask them to call and check with their spouse

☞ Interview instructions: if they cannot confirm on the spot, make an appointment to call

If the interviewee answers "don't remember", "don't want to answer", "don't know", etc, write it down verbatim



Thank you for taking your time to participate in the survey

[Example card 1] Places of Volunteer Activities

(pages 2-3; page 12 DQ 9)

1. Helping social service organizations or the underprivileged through religious institutions (excluding volunteer activities for religious institutions)	1-1). Volunteer activities (teaching, catering, parking, etc.) for religious institutions (church, mosque, temple, etc.)	2. Volunteered in disaster relief or helping the underprivileged (such as in restoration work in flooded areas)	3. Foundations and charitable organizations (Red Cross, Korea Food For the Hungry International, The Beautiful Foundation, Community Chest of Korea, World Vision, Salvation Army, etc.)
4. Social service organizations (orphanage, senior home, welfare center, etc., including unauthorized facilities)	5. Local communities (volunteer activities for local development activities through local governments, local support groups, etc.)	6. Arts and culture Institutions and other associations (art galleries, cultural foundations, museums, etc.)	7. Educational institutions (elementary/jr. high/high schools, universities, etc.)
8. Medical institutions (hospitals, medical research centers, etc.)	9. Environmental groups and animal rights groups (Green Korea, Korean Federation For the Environmental Movement, etc.)	10. Interest groups (including labor unions, business associations, etc.)	12. Political parties (Uri Party, Grand National Party, Democratic Labor Party, etc.) and individual politicians
13. Relatives not including immediate family	14. Close acquaintances such as friends and neighbors	15. Unacquainted individuals such as beggars, the homeless, etc.	

[Example card 1-2]

1. Mass media such as newspapers/TV/radio/Internet	2. Family, relatives, etc.	3. Friends, acquaintances	4. PR and requests from organizations/institutions
5. Work, colleagues	6. Participating in religious groups, etc.	7. As an individual, participating in other groups	

[Example card 1-3]

1. Volunteered regularly (regularly)	2. Volunteered irregularly, whenever possible (irregularly)
--------------------------------------	---

[Example card 2] Place of donation

(pages 4-5; page 12 DQ 10)

1. Congratulatory and sympathetic contributions	2. Donated to social service organizations or the underprivileged through religious institutions (excluding donations solely for religious institutions)	2-1). Donations solely for religious institutions (church, temple, etc.)	3. Donation campaigns for helping disaster relief or the underprivileged (through mass media including TV, radio, and newspapers, or through ARS calls advertised on TV, collective donation made by companies or schools)
4. Foundations and charitable organizations (Red Cross, Korea Food For The Hungry International, the Beautiful Foundation, Community Chest of Korea, World Vision, Salvation Army, etc., as well as donation boxes)	5. Social service organizations (orphanage, senior home, welfare center, etc.; including unauthorized facilities)	6. Local communities (volunteer activities for local development activities through local governments, local support groups, etc.)	7. Arts and culture Institutions and other associations (art galleries, cultural foundations, museums, etc.)
8. Education institutions (elementary/jr. high /high schools, universities, etc.)	9. Medical institutions (hospitals, medical research centers, etc.)	10. Environmental groups and animal rights groups (Green Korea, Korean Federation For Environmental Movement, etc.)	11. Interest groups (including labor unions, business associations, etc.) (only donations outside membership fees are included)
15. Unacquainted individuals such as beggars, the homeless, etc.	12. Political parties (Uri Party, Grand National Party, Democratic Labor Party, etc.) and other individual politicians (only donations other than membership fees are considered)	13. Relatives not including immediate family	14. Close acquaintances such as friends and neighbors

[Example card 2-2]

1. Mass media such as newspapers/TV/radio/Internet	2. Family, relatives, etc.	3. Friends, acquaintances	4. PR and requests from organizations/institutions
5. Work, colleagues	6. Participating in religious groups, etc.	7. As an individual, participating in other groups	

[Example card 2-3]

1. Directly in person	2. GIRO/money order	3. Wire transfer, CMS	4. Credit card
5. ARS call/cell phone payment	6. Automatic deduction from wages		

[Example card 2-4]

1. Donated regularly, on a planned basis (regularly)	2. Donated irregularly, whenever possible (irregularly)
--	---

[Example card 3]

- 1. Responsibility towards the society
- 2. Religious belief
- 3. Out of compassion
- 4. For personal satisfaction and self-esteem
- 5. Because of the philanthropic traditions of my family

[Example card 7]

- 1. The recipients (for example: children, the disabled, seniors, education, medical sector, the environment, etc.)
- 2. Reliability of the organizations/institutions requesting donation
- 3. Effectiveness of the donation on improving society
- 4. Simplicity, convenience of donation process
- 5. Choice of a donation amount that fits my financial situation

[Example card 4]

- 1. Financial affordability
- 2. Tax benefits
- 3. Stimulus from someone I care about
- 4. No specific reason other than requested by organization/institution or some unacquainted individual

[Example card 8]

- 1. Reputation, significance of the organization
- 2. Financial and operational transparency of the organization
- 3. Significance of the organization's activities in improving society
- 4. Beneficiaries of the organization's activities
- 5. Continuous updates on the use of donated resources, organization information
- 6. Benefits offered to donors (for example invitations to events, volunteering opportunities, recognition and expression of appreciation, etc.)

[Example card 5]

- 1. Not interested in donation
- 2. Don't think it's my obligation
- 3. Couldn't trust the donation recipients (individual/organizations/institutions)
- 4. Can't afford to (financially)
- 5. Have insecure future income
- 6. Didn't know how and where to donate
- 7. Haven't been asked directly for donation
- 8. Participate in volunteering instead of donation

[Example card 9]

- | | | | |
|---|--|---|--|
| 1. Support education and research | 2. Support the medical field | 3. Support culture and artistic development | 4. Support the environment and species conservation |
| 5. Support emergency relief (disaster victims) | 6. Support local community development (local libraries, local youth centers, etc.) | 7. Support overseas relief | 8. Support religious outreach |
| 9. Support political parties, interest groups | 10. Support children's welfare (children in general, undernourished children, children living without guardians, etc.) | 11. Support youth services (career development, counseling, extracurricular activities, etc.) | 12. Support the disabled (the disabled in general, underprivileged disabled and disabled residing in institutions, etc.) |
| 13. Support seniors' welfare (seniors in general, seniors living alone, seniors residing in institutions, etc.) | 14. Support women's welfare (women in general, female workers, housewives, female heads of households, etc.) | 15. Support underprivileged households (low-income and no-income households, homeless, etc.) | 16. Support North Korean civilians
17. Support migrant workers in Korea |

[Example card 10]

- | | | | |
|--|--|---------------------------|--|
| 1. Issues of the local community in which I live | 2. Issues of the communities to which I am related (e.g. my schools, hometown, etc.) | 3. Domestic social issues | 4. Pressing issues in the international community (e.g. tsunami relief, poverty in Africa, etc.) |
|--|--|---------------------------|--|

[Example card 11-1]

- | | | | |
|-----------------|------------|-------------|-----------|
| 1. Less than 1% | 2. 1%-3% | 3. 3%-5% | 4. 5%-10% |
| 5. 10%-30% | 6. 30%-50% | 7. 50%-100% | |

[Example card 13-14]

- | | | | |
|----------------------|----------------------------|-------------------------|-------------------|
| 1. Strongly disagree | 2. Disagree to some extent | 3. Agree to some extent | 4. Strongly agree |
|----------------------|----------------------------|-------------------------|-------------------|

[Example card 15-16]

- | | | | |
|---|--|--|--|
| 1. Financial instability of the underprivileged | 2. Job insecurity of the underprivileged | 3. Limited educational opportunities of children from underprivileged families | 4. Housing insecurity of the underprivileged |
| 5. Limited opportunities for getting medical benefits for the underprivileged | 6. Limited access to cultural activities for the underprivileged | 7. Limited access to information for the underprivileged | |

[Example card 17]

1. No trust at all

2. Distrust

3. Trust

4. Trust strongly

04 Researcher



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Educational Backgrounds

B.A. Yonsei University, Seoul, Korea
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History of Employment

1994-1995, Assistant Professor & Arthur K. Whitcomb Professor at University of New Hampshire, Durham, NH, U.S.A.
1995-2004, Assistant Professor & Associate Professor at Ewha Womans University.
Chair of Social Welfare Department
Chair of NGOs Major
Associate Dean of Graduate School of Social Welfare
2004-Current, Associate Professor & Associate Dean of Graduate School of Social Welfare at Yonsei University

Publications

- "Changes in the Structure and Composition of Nonprofit Trustees," Yale University Program on Nonprofit Organizations, No. 173, 1992, 4.
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"A Comparative Study of the Public's Image on Helping Professions: Comparison between Social Welfare Professional and Other Professionals," *Korean Journal of Social Welfare*, Vol. 59 (1), 2007.

"Study of Developmental Process of Wealthy Major Donors' Sharing Lives in Korea," *Korean Journal of Social Welfare*, forthcoming, 2007.

"An Exploration on Individual Giving and Volunteering: Focus on the Relationship with Trust," *Korean Journal of Social Welfare*, forthcoming, 2007.

Books

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Employment and Social Welfare (eds.), Ewha Womans University Press, 2002.

Social Welfare Administration, Huyn-hak Publishing Company, 2003.

Social Welfare Administration in Korea (eds.), Huyn-hak Publishing Company, 2003.

Community Practice in Social Welfare, Nanam Press, 2005.

Altruism: Understandings and Implications, Asan Foundation Press (in press), 2006.

Current Grant

3,500,000 US Dollars for 7 years under the title of "New Risks New Welfare" under the Brain Korea 21 Project by the Ministry of Education, Korea

Academic Activities

Chief Editor in Korean Journal of Social Welfare by Korean Academy of Social Welfare

Former Editor in Chief for Journal of Social Welfare Administration by Korean

Academy of Social Welfare Administration

Former Associate Editor for Korean Journal of Nonprofit Sector by Korean Academy of Nonprofit Sector

Awards

The Best Teaching Award in 2001 at Ewha Womans University

Academic Publication Award in Social Science for Employment and Social Welfare in 2003 by

National Academy of Sciences, Republic of Korea

Interest Areas in Research & Lecture

Lecture

Charity & Philanthropy, Management in NPOs, Marketing for NPOs, Community Practice in Social Welfare, Research Methodology in Social Science

Current Research

Behaviors in Giving and Volunteering, Church Philanthropy, Corporate Philanthropy, Community Foundation

Current Social Activities

Board Member

Seoul Welfare Foundation (Metropolitan City of Seoul)

KBS (Korea Broadcasting Service) Welfare Foundation

JungBu Welfare Foundation

Kyungwon Cultural Foundation

Vice Director

The Center on Philanthropy at the Beautiful Foundation (community foundation)

The Beautiful Foundation,

the first community foundation in Korea



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The Beautiful Foundation was established by and for the citizens

The Foundation is a public organization, run by the participation and assistance of citizens. Independent from any specific individual, company or group, the Foundation is operated for the advancement of a society in which citizens play a pivotal role. All the profits of the Foundation go back to benefit citizens and society.

The Beautiful Foundation creates a beautiful giving culture

The Foundation is constantly in need of regular donations and donors rather than temporary acts of compassionate or sympathetic donations. The Foundation tries to spread the spirit of giving and a culture of contribution. A society where all people give money for a good cause is what the Foundation envisions.

The Beautiful Foundation heads for an abundant community

Many people remain in the dark, suffering from isolation and helplessness. And it is true also that many are dedicating themselves to make society a better place anonymously. The Foundation supports the marginal class as well as the activities for public benefit, which expedite the realization of shared hopes and happiness among an affluent community.

The Beautiful Foundation raises public funds

Not everyone can establish a foundation. However, anyone can keep the money for a good cause in one's own name within the Foundation. The funds from Donors will be maintained within the Foundation in the Donor's name, like a never-drying fountainhead, being perpetually used to support citizens and societal endeavors.

The Beautiful Foundation sets a new model

The Foundation is run by experts from various professional areas, armed with capability and morality. Its operation is most efficient and rewarding as to satisfy the wishes of the Donors. Projects and programs of the Foundation are to support sustainable activities for the public benefit. Transparent, fair management and devoted Staffs have created a new model for a public foundation.

The Center on Philanthropy at the Beautiful Foundation, Korea's first and only research institute specializing in philanthropy

The Center on Philanthropy at the Beautiful Foundation gathers knowledge on giving in order to share scientific research and reliable statistics as well as to compile a copious amount of data from countries with long-standing traditions of philanthropy. The Center strives to further cultivate the culture of sharing and to empower non-profit organizations in Korea through research, education, publication, and information sharing.

The Center on Philanthropy at the Beautiful Foundation was established to

Raise public awareness of philanthropy

The Center holds international symposiums on the culture of giving and performs research to raise awareness and support the culture of giving.

Foster research on philanthropy

The Center conducts and underwrites a broad spectrum of in-depth research and shares data both within and outside Korea.

Hone expertise of grassroots practitioners

The Center provides educational programs including seminars and conferences to help grassroots practitioners further their expertise.

Enrich activities of non-profit organizations

The Center investigates NPO management, fundraising, tax and legal issues related to donation, and publish a range of books and materials. It does this in order to maximize the effectiveness of non-profit organizations in Korea, including the Beautiful Foundation.

The Center on Philanthropy at the Beautiful Foundation conducts

Research on the culture of philanthropy

The Center conducts research on giving trends in Korea. "Yuhan-Kimberly Giving Index of Korea" investigates the status of giving and volunteering among Koreans and their perceptions and attitudes on philanthropy in order to better promote a giving culture and make solid policy recommendations regarding donation.

Research on Corporate Social Responsibility

The Center conducts research on corporate social responsibility. This research identifies the status of corporate social responsibility among Korean companies and develops an index tailored to Korean business culture to help encourage CSR.

Research on tax and legal issues related to donations

The Center conducts research on donation-related legal issues and taxation and facilitates the use of new knowledge to improve relevant practices and policies. This research aims to make social systems more open to the promotion of giving culture.

The Center on Philanthropy at the Beautiful Foundation holds

International symposium on giving culture : Giving Korea

The Center holds an annual international symposium on giving culture entitled "Giving Korea". This symposium shares data on giving and the experience of experts with the public. The symposium disseminates up-to-date trends and models in philanthropy from home and abroad to offer insights into producing a more creative and mature giving culture in Korea.

Educational programs

The Center holds educational programs such as seminars and conferences. In these programs individuals exchange ideas about ways to promote mature philanthropy culture and to help giving take root among Koreans. The Center raises and solves issues regarding donations and offers educational programs on such topics as NPO management and fundraising techniques appropriate to Korea. The overarching aim of the program is to empower grassroots practitioners.

The Center on philanthropy at the Beautiful Foundation produces

Publication of books on philanthropy and NPO management

The Center produces books on philanthropic issues, the operation of nonprofit organizations and fundraising as a way to cultivate the culture of giving and help improve the efficiency of NPO management and promote more effective and scientific fundraising.

The Center on philanthropy at the Beautiful Foundation networks

Network with overseas philanthropy organizations

The Center follows international trends in research on philanthropy and maintains partnerships with related organizations to further advance research and a mature giving culture.

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