
The 16th Symposium on Giving Culture

Giving Korea 2016



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.

Giving Korea 2016

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The 16th Symposium on Giving Culture

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The Center on Philanthropy at The Beautiful Foundation





GIVING KOREA

2016

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Giving Korea 2016

GIVING INDEX : Analysis of Giving in Korea



The 16th Symposium on Giving Culture
Giving Korea 2016

GIVING INDEX : Analysis of Giving in Korea 2016

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In order to find out the status of individual donation, 2,500 people above the age of 19 years old were interviewed via wired and wireless phone around the country. Donation was defined as followed. “Donation is a voluntary giving of money or goods to an individual or organization that is not directly related to oneself without the intention of return.” The phone interview began with the explanation of the concept of donation and asking whether they have donated in the past year. The answer was limited to donation to organizations, and did not include expenses for congratulations and condolences, religious offering, and Buddhist alms.

<Research Method>

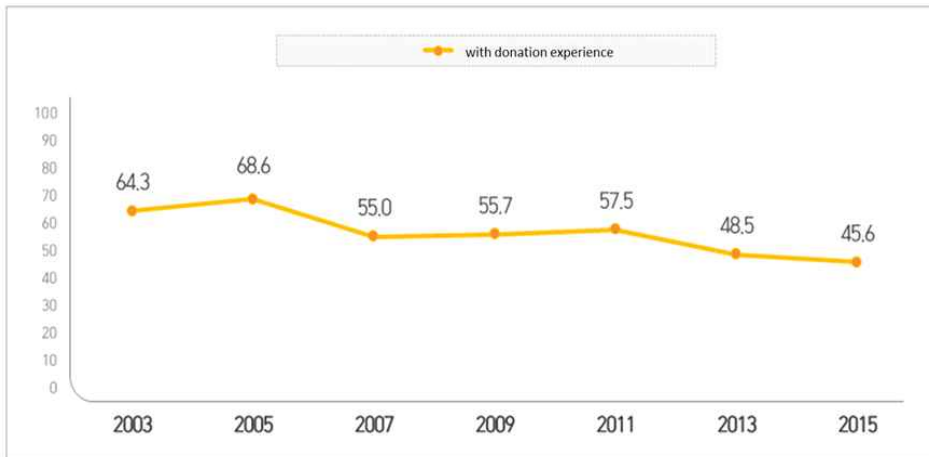
Research Design

| | |
|---------------------------------|--|
| Respondents | Men and women over age 19, nationwide |
| Survey Methodology | Wired and wireless phone interview (Wired 49.0%, wireless 51.0%) |
| Survey Tool | Wired and wireless phone number (RDD) |
| Sample | 2,500 persons |
| Sampling Method | RDD after allocating gender, age and location |
| Selection Method of Respondents | Quota sampling method according to gender, age and location |
| Method of Weight Application | Contacted via wired and wireless phone, revised percentage, then applied weight according to gender, age and location (cell weight; registered population of Ministry of Interior as of end of January, 2016) |
| Standard error | In condition of random sampling, Confidence rate 95% ±2.0%p |

1. Amount of donation and participation

Donation participation rate was 45.61% in 2015. Donation rate has risen slightly near the beginning of the research in 2003, but is overall decreasing since then.

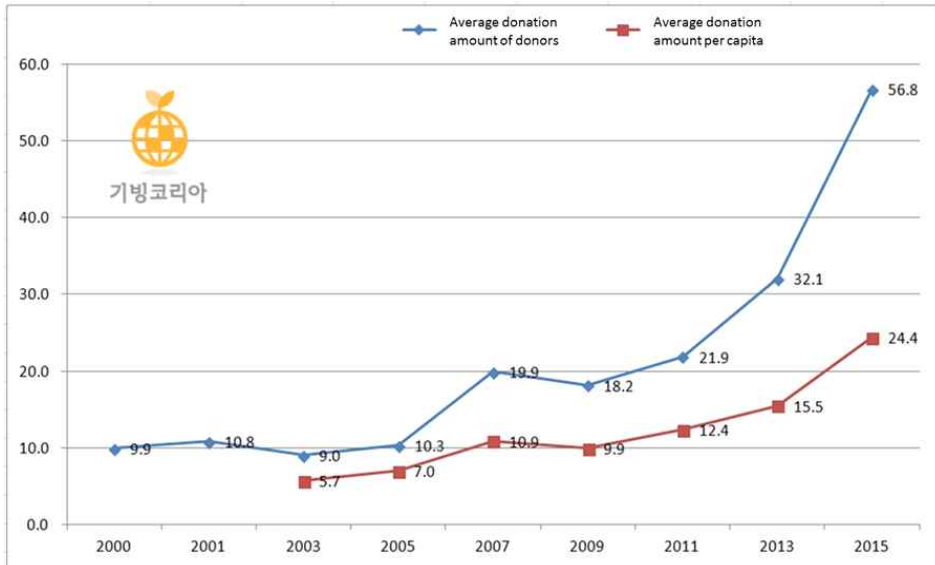
<Changes in participation of donation>



The average amount of donation has continuously increased since the beginning of the research with the average amount of donation of the respondents at KRW243,800 and the average of the overall donors at KRW567,600. The reason why the average donation amount had dramatically increased in 2015 compared to 2013 was because the research method had changed. Face to face research of 2014 has changed to phone survey in 2016, and two persons donated more than KRW100million (there was no donor who donated more than KRW100million during social research and before the 2014 Giving Korea research). When the two major donors are excluded, the average amount drops to KRW373,000 and shows similar pace of increase as before. However, there are major donors in Korea, so it is only right to include their amount in calculating the average donation amount.

< Changes in the average donation amount >

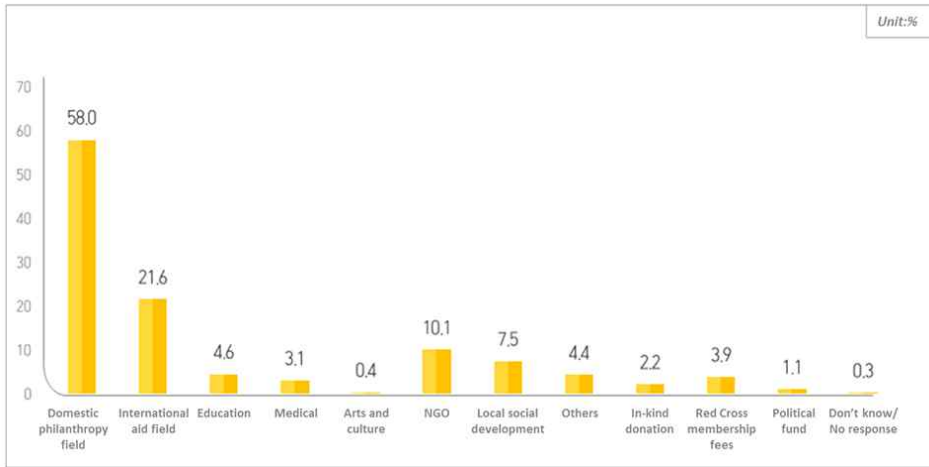
(Unit: KRW10,000)



2. Major field of donation

Domestic philanthropy ranked No.1 among donation fields at 58%, followed by international aid and NGO. The terms “aid organization,” “international aid,” “citizen organization” that was used until 2014 has been changed to “domestic philanthropy field,” “international aid field,” and “NGO.” As overlapping recipient organizations has been consolidated, the previous “domestic philanthropy field” that ranked first with 65~70% has been reduced to 58% while “international aid” which was at 9.3%~16.4% has increased. “NGO” has been increased to 10% range while it was around 3% when it was “citizen organization.” These changes seem to have occurred because of the changes in classifications, the interviewer asked whether they have donated and in what amount among different fields, and thoroughly explained about “NGO” field which was somewhat difficult to understand. Donation rate of “international aid field” and “NGO” seem to have increased since the previous research.

< Donation participation rate for different fields 2015>



(Unit: %)

< Donation rate of different fields 2007~2013 from Giving Korea 2014>

(Unit: %)

| 2013(N=488) | | 2011(N=591) | | 2009(N=577) | | 2007(N=160) | |
|-----------------------------------|------|-----------------------------------|------|-----------------------------------|------|-----------------------------------|------|
| Recipient | % | Recipient | % | Recipient | % | Recipient | % |
| Charity organization | 65.8 | Charity organization | 72.2 | Charity organization | 67.0 | Charity organization | 71.2 |
| Religious organization | 24.0 | Religious organization | 21.6 | Vagabond | 29.2 | Vagabond | 19.7 |
| Vagabond | 17.4 | Vagabond | 19.6 | Religious organization | 24.8 | Religious organization | 16.5 |
| International aid | 14.3 | International aid | 16.4 | International aid | 15.3 | Relatives, friends, neighbors | 9.5 |
| Relatives, friends, neighbors | 7.0 | Public institutions and community | 7.3 | Relatives, friends, neighbors | 9.7 | International aid | 9.3 |
| Public institutions and community | 6.1 | Relatives, friends, neighbors | 6.1 | Public institutions and community | 5.7 | Public institutions and community | 6.8 |

| | | | | | | | |
|-------------------------------|-----|-------------------------------|-----|-------------------------------|-----|--|--|
| Citizen organization | 2.9 | Political organization | 4.3 | Political organization | 3.3 | | |
| Education institution | 2.5 | Education institution | 4.1 | Education institution | 3.2 | | |
| Political organization | 1.8 | Citizen organization | 3.2 | Citizen organization | 3.2 | | |
| Medical institution | 1.0 | Medical institution | 1.3 | Medical institution | 0.7 | | |
| Arts and culture organization | 0.2 | Arts and culture organization | 0.5 | Arts and culture organization | 0.2 | | |
| Others | 0.4 | Others | 0.8 | | | | |

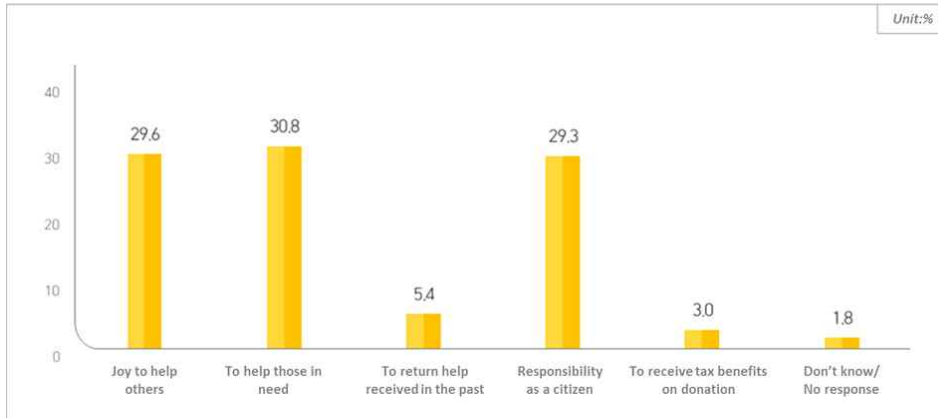
In summary, “domestic philanthropy field” continues to rank first but shows signs of decrease, while “international aid field” and “NGO” field are increasing noticeably.

3. Major research result of donation groups

Major reasons why people donate, which were “to help those in need,” “to experience joy to help others,” and “to fulfill responsibility as a citizen,” showed similar proportions. “Tax benefits” and “to return help received in the past” ranked low among the responses.

< Donation motivation >

(Unit: %)

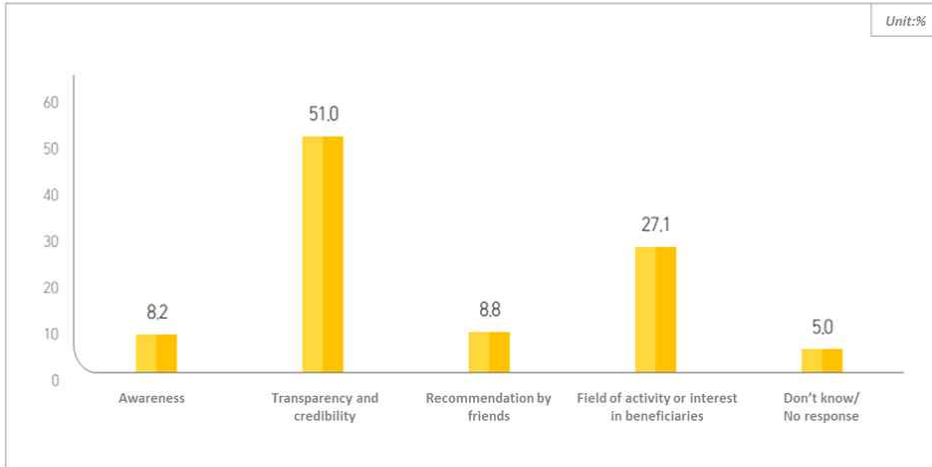


The most important selection criteria for donation organization was “transparency and credibility,” followed by “field of activity or interest in beneficiaries of organizations.” The fact that the greatest weight was placed on “transparency and credibility” shows that donors don’t know much about donation organizations. In other words, people are not aware of what activities the organizations carry out, how they implement them, how the donation is used, so they prefer organizations that have this information accessible. Since it is unlikely for donors to put in efforts to learn about the transparency and credibility of organizations, it shows that donation organizations should endeavor to communicate their virtues.

On the other hand, “transparency and credibility,” “project effectiveness,” “awareness,” etc. are used interchangeably, so it is important to research on people’s definition of “transparency.” Also it should be noted that people may have answered “transparency and credibility” is important because they have been socially trained to do so.

< Selection criteria of donation organizations >

(Unit: %)



4. Reason for not donating

64% of people who do not donate responded that they have donated in the past. So it can be inferred that the previous donation experience has affected one's attitude in donation. Please refer to the following graph. Both the people who don't donate but have experience donating and potential donors showed similar interest in donation, while those who have donated answered they didn't donate due to the reasons "lack of faith in aid organizations, or "lack of information on donation method" at higher proportion than potential donors. This shows that it can be cautiously presumed that the people with donation experience are hesitant in donating due to lack of trust in aid organizations because of previous experience and inconvenience in finding organizations of their preference.

< Reasons why people don't donate >

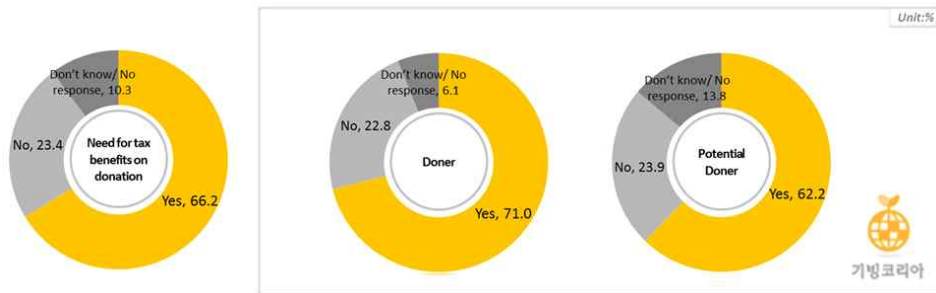
(Unit: %)

| | With experience of donation | No experience |
|--|-----------------------------|---------------|
| Not interested in donation | 13.55 | 12.01 |
| Financially unable to donate | 51.12 | 63.77 |
| Lack of faith in aid organization | 20.85 | 11.39 |
| Lack of information on aid organization or donation method | 10.25 | 7.66 |
| Think tax money should be used | 1.88 | 2.07 |
| Don't know/ No response | 2.36 | 3.11 |
| Total | 100 | 100 |

5. Tax benefits on donation

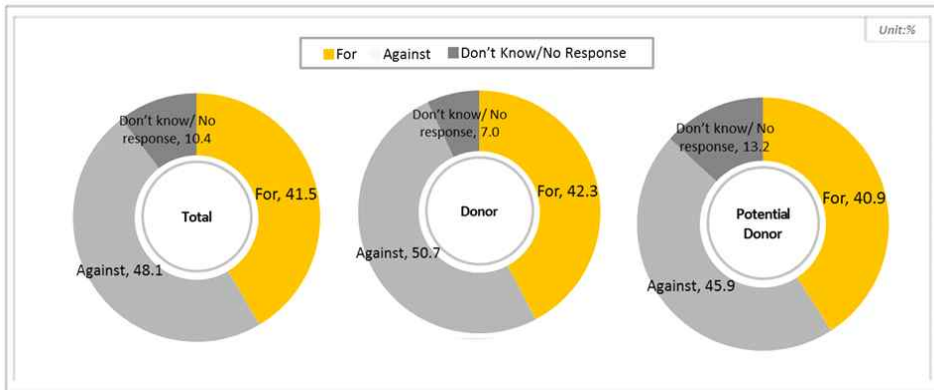
66% of the respondents agreed that donors' should get tax benefits since they are doing the government's work while 23% said no since it is an individual's choice. The responses were similar among donors and potential donors.

< Need for tax benefits on donation >



Related to tax benefits on donation made to religious donations, more people were against it, which was a meaningful finding. What is interesting is that donors were against tax benefits more than potential donors. This seems to be because there may be a lot of donors who don't donate to religious institutions and donors who believe religious offerings are personal choices while religious offerings and Buddhist alms were excluded from the category in this research. However, it is questionable whether this result is representative of all the donors.

< Opinions on tax benefits of religious donations >



6. Overhead proportion in aid organizations

When asked how much proportion they think overhead cost, which is an administrative expense related to donations, takes up in total donation raised by aid organizations, general citizens predicted a little more than 30% and answered the appropriate level to be 20%. Although it is difficult to conclude, the response reflects people's negative perception on aid organizations using more operating expense than appropriate.

< Projection of aid organization's overhead proportion >

(Unit: %, person)

| | Average | Standard deviation | Median value | Sample size |
|-----------------|---------|--------------------|--------------|-------------|
| Donor | 20.79 | 0.49 | 20.00 | 911 |
| Potential donor | 19.11 | 0.55 | 20.00 | 903 |



Giving Korea 2016

A Comparison of fundraisers' and donors' perception toward Giving in Korea



The 16th Symposium on Giving Culture
Giving Korea 2016

A Comparison of fundraisers' and donors' perception toward Giving in Korea

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1. Purpose of Research

Donation is made by the donor, but on the other side, there is an NGO that systemizes the act of private donation. Considering the role a fundraising NGO plays as a mediator, it is meaningful to research on how fundraising takes place within the organization in order to find out how donations are made. Therefore, Giving Korea researched in 2016 on the perception of working-level fundraisers on the act of donation and the giving environment and made a comparative analysis with the results of the research on the perception of general citizens on the act of donation.

2. Research Method

- Research on perception of working-level fundraisers on fundraising environment and donation: email survey carried out to 207 working-level fundraisers(purposive sampling) of NGOs
- Research on the perception of general citizens on donation: phone survey carried out to 2500 general citizens

3. Features of respondents' organization (25432107 working-level fundraisers)

- Dedicated fundraising department: Yes(67%), No(37%)
- Scope of donors: nationwide(63%) > local(25%) > global(12%)
- Scope of beneficiaries: nationwide(44%) > global(33%) > local(23%)

< Scope of donors and beneficiaries of fundraising organizations>

(Unit: %)

| Scope | | Frequency | Ratio(%) |
|------------------------|-----------------------------|-----------|----------|
| Scope of donors | Community residents of NGOs | 51 | 24.6 |
| | Nationwide citizens | 131 | 63.3 |
| | Global citizens | 25 | 12.1 |
| | Total | 207 | 100.0 |
| Scope of beneficiaries | Community | 48 | 23.2 |
| | Nationwide | 90 | 43.5 |
| | Global | 69 | 33.3 |
| | Total | 207 | 100.0 |

4. Projection of fundraising environment by fundraisers

Respondents answered on a scale of 4 (good/slightly good/slightly bad/bad) on the question of actual donation amount, fundraising environment, and economic circumstances of the next year.

The average score on actual donation amount of this year and the next year was 2.56, which is in between “slightly bad” and “slightly good.” On the question of fundraising environment within and outside of the organization, the average score was 2.17, which is closer to “slightly bad.” On economic circumstances, the average was low at 1.78, below “slightly bad.”

< Projection of fundraising environment by fundraisers >

| Type of projection | N | Average | Standard deviation (SD) | Minimum value | Maximum value |
|---|-----|---------|-------------------------|---------------|---------------|
| Projection of donation amount | 207 | 2.65 | .66 | 1.00 | 4.00 |
| Projection of overall fundraising environment | 207 | 2.17 | .68 | 1.00 | 4.00 |
| Projection of impact of economic environment | 207 | 1.78 | .59 | 1.00 | 4.00 |

Although the working-level fundraisers projected negatively on internal and external fundraising environment that affects the fundraising results, especially the economic conditions, they were slightly optimistic on achieving the donation target of this year and next year. This result shows both the positive and negative sides of the fundraising activities of the NGOs. The positive side is that despite the adverse fundraising environment, the respondents have the organizational competency, such as expertise and skills, to achieve stable results. The negative side is that although the respondents are aware of the changes in the environment, they do not understand the importance or the effect of the environment on the fundraising results.

5. Gap in perceptions of fundraisers and general donors

1) Donation preference and required area

On preference of area of donation, fundraisers answered that donors prefer 1) domestic social welfare and 2) international aid, but the area that the fundraisers need the most is NGO operations. This shows there is a gap between the preferred area of donation by donors and actual area that needs the donation the most.

However, considering that donor's behavior can change by the information the NGOs provide to the donors, this result is because the NGOs focused on aid activities for the domestic and international poor when raising funds.

< Perception of fundraisers on donation preference of donors and required area >

(Unit : %)

| Area | Preferred area | Required area | Actual donation area |
|--|----------------|---------------|----------------------|
| Domestic social welfare and philanthropy | 58.5 | 24.2 | 58.0 |
| International aid | 27.1 | 7.2 | 21.6 |
| Education | 3.9 | 5.8 | 4.6 |
| Medical | 1.4 | 6.3 | 3.1 |
| Arts and culture | 0.0 | 3.4 | 0.4 |
| NGO | 5.8 | 40.1 | 10.1 |
| Community development | 0.5 | 8.2 | 7.5 |
| Red Cross | 0.0 | 0.0 | 3.9 |
| Political fund | 0.0 | 0.0 | 1.1 |
| Others | 2.9 | 4.8 | 4.4 |
| Total | 100.0 | 100.0 | - |

2) Motivation for donation

Regarding motivation for donation, donors and fundraisers both replied 1) to help those in need, 2) to experience joy in helping others, and 3) as a fulfillment of responsibility as a citizen.

We need to take cautious note that the perception that people donate out of sympathy is generally stronger among fundraisers than actual donors. However, the perception that people donate out of a sense of social responsibility is somewhat weaker among fundraisers. According to the Giving Korea research, social responsibility is increasing faster in proportion of donation motivation compared to personal sympathy. This shows that fundraisers in the field are partially unaware of the changes in the perception of donor's motivation for donation.

< Comparison on the perception of donation motivation of fundraisers and general donors >

(Unit : %)

| Item | Fundraisers (n=207) | Donors (n=1140) |
|-------------------------------------|------------------------|--------------------|
| Joy to help others | 25.6 | 29.6 |
| To help those in need | 41.1 | 30.8 |
| To return help received in the past | 4.8 | 5.4 |
| Responsibility as a citizen | 23.2 | 29.3 |
| To receive tax benefits on donation | 5.3 | 3.0 |
| Others | 0.0 | 1.8 |
| Total | 100.0 | 99.9 |

3) Selecting organization to donate

On selecting organization for donation, fundraisers responded in the order of 1) credibility, 2) level of awareness, and 3) interest in beneficiaries, while donors responded in the order of 1) transparency and credibility, 2) interest in beneficiaries, and 3) recommendation by friends.

What is interesting is that there was a big difference among fundraisers and donors on the level of awareness and a gap on recommendation by friends. The result shows that NGO fundraisers focus on raising awareness of their organization and increasing recommendation based on personal ties, while donors depend on other criteria when selecting their destination organization. However, both responded that credibility and transparency of organization were important criteria for the selection.

< Comparison on the perception of donation organization selection criteria of fundraisers and general donors >

(Unit : %)

| Item | Fundraisers (N=207) | Donors (n=1140) |
|--|------------------------|--------------------|
| Awareness level of organization | 29.0 | 8.2 |
| Transparency and credibility of organization | 35.7 | 51.0 |
| Introduction or recommendation by friends | 14.0 | 8.8 |
| Field of activity or interest in beneficiaries of organization | 21.3 | 27.1 |
| Others | 0.0 | 5.0 |
| Total | 100.0 | 100.1 |

4) Reason for not donating

There was a gap in the perception of fundraisers and those who do not donate on why people refrain from donating. Fundraisers believed that those people were not interested in donation itself rather than not being financially capable to donate. In the view of NGOs, it is difficult for them to change people's financial conditions or personal views, so their main focus of activities is to promote culture of giving among the general public. However, unlike what the fundraisers think, general citizens do not think they lack information on donation, which shows, this is not a big obstacle in donation.

< Comparison on the perception of reason for not donating of fundraisers and potential donors >

(Unit : %)

| Item | Fundraiser (N=207) | Potential donor (n=1360) |
|--|-----------------------|-----------------------------|
| Not interested in donation | 38.6 | 12.9 |
| Financially unable to donate | 15.0 | 54.8 |
| Lack of faith in aid organization | 20.3 | 18.2 |
| Lack of information on aid organization or donation method | 20.3 | 9.4 |
| Think tax money should be used | 5.8 | 2.0 |
| Don't know | 0.0 | 2.7 |
| Total | 100.0 | 100.0 |

5) Overhead cost of fundraising organization

Regarding overhead, respondents predicted a little more than 30% will be used as overhead cost and answered the appropriate level to be 20%. Fundraisers reported they use about 21% as overhead. This shows that general public is aware that part of their donation is used for the organization's overhead cost, and also that fundraising organizations should enhance trust of the public.

< Actual overhead vs. projection >

(Unit :%)

| Item | Fundraiser | General citizen | | |
|--------------|------------|----------------------|-------------------|--------------------------------|
| | | Subtotal (n=2500) | Donor (n=1140) | Potential donor (n=1360) |
| Actual usage | 20.98 | 33.00 | 32.50 | 33.60 |
| Projection | — | 20.00 | 20.80 | 19.10 |

Introduction : The Beautiful Foundation



The Beautiful Foundation



The Beautiful Foundation

Introduction the Beautiful Foundation

The Beautiful Foundation, the first community foundation in Korea

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 culture of giving especially with "The Beautiful 1% Sharing Campaign". 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.

| | | | |
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Introduction : The Center on Philanthropy at The Beautiful Foundation



The Beautiful Foundation
Center on Philanthropy

The Center on Philanthropy at the Beautiful Foundation, South Korea's first and only research institute focused on philanthropy, is a storehouse of knowledge on giving that offers scientific research and reliable statistics. In addition, it compiles an expansive store of data from other countries safeguarding long-standing traditions of philanthropy.

Through research, education, publications, and information sharing, our center strives to further foster the culture of sharing and empower non-profit organizations in South Korea.

The Center on Philanthropy at the Beautiful Foundation provides:

■ Research on giving culture

Research on giving trends in South Korea: In order to better promote giving culture and craft solid policy recommendations regarding donation, the Giving Index of Korea examines the status of donation and volunteering among South Koreans, as well as their perceptions and attitudes on philanthropy.

Survey on corporate social responsibility: This survey identifies the status of corporate social responsibility among South Korean companies. In order to help encourage CSR, it supports an index tailored to the South Korean business environment.

■ Featured research

The Center also conducts featured research deemed essential to the promotion of giving culture in South Korea, such as research into tax and legal procedures related to philanthropic activities and studies on promoting giving among the wealthy.

■ Giving Korea, an international symposium on giving culture

Giving Korea is a venue for the dissemination of up-to-date trends and models in philanthropy at home and abroad, designed to offer insight for cultivating a more creative and mature giving culture in South Korea. The publications from Giving Korea are also available in English.

■ Monitoring of key international research, networking with overseas philanthropic organizations

The Center tracks international research trends on philanthropy and maintains partnerships with related organizations in order to further improve the quality of our research on giving culture. The data and other materials publicized by the Center on Philanthropy at the Beautiful Foundation are available through our Knowledge Sharing Archive <https://research.beautifulfund.org>

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