

2020 Giving Korea Survey on Individual Giving



The Beautiful Foundation, the First Community Foundation of Korea

The Beautiful Foundation is a nonprofit organization on sharing led by the voluntary participation of citizens in South Korea. It was established in August 2000 as a national community foundation with the purpose of creating and promoting a mature philanthropic culture among the general public, ultimately building a sustainable and systematic culture of giving at all levels of society. Through diverse campaigns and philanthropic programs, the Foundation reaches out to people in the dark, isolated parts of society. By focusing on eight different areas — education, environment, health, residence, labor, safety, culture, and society — the Foundation supports the marginalized groups as well as the efforts for public benefit, which expedite the realization of shared hopes and happiness in a thriving community. Additionally, the Foundation conducts research to facilitate a sustainable culture for charitable philanthropy. Through the dedication of its staff, who are experts from different backgrounds, the projects and programs of the Foundation contribute to the efforts for public benefit. The synergy of transparency, fair management, and devoted staff is creating a new model of a public foundation.



The Beautiful Foundation

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The Center on Philanthropy at the Beautiful Foundation

Set up in 2001, The Center on Philanthropy at The Beautiful Foundation is the first research hub in Korea wholly dedicated to the study of philanthropy and the nonprofit sector. The Center facilitates the creation and maturation of a philanthropic culture in Korea through research, educational programs, publication, and forming networks. For research, the Center focuses on the projects as follows:

1. Giving Korea: Conducted since 2000, Giving Korea is a data-driven study of the giving trends of South Korea. It aims to better promote a giving culture and make solid policy recommendations regarding donations in South Korea.
2. Special Research: Every year, the Center conducts research projects on specific themes that raise society's awareness of giving, improve the capabilities of nonprofits, and provide more efficient policies.
3. Global Projects: The Center also follows international trends in research on philanthropy and participate in collaborative research projects with organizations across the globe, including the Doing Good Index by the Centre for Asian Philanthropy and Society and the Global Philanthropy Index by Indiana University Lilly Family School of Philanthropy to further advance the efforts for a mature giving culture.
4. Other Papers: The Center provides papers and translated works on topics relevant for practitioners and the body of philanthropy research.



The Beautiful Foundation

The Center on Philanthropy

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Table of Contents

1. Overview
 2. Key Findings
 - 1) Total amount of donations
 - 2) Comparison of giving participation rates and donation amounts by uses of contribution
 - 3) Key findings regarding the donor groups
 3. Are donors and volunteer workers happy?
 - 1) Life satisfaction and well-being
 - 2) Trust in our society
 - 3) Relationship between the donation/volunteer work experience and life satisfaction & well-being
 - 4) Relationship between trust and donation, volunteer work, life satisfaction, and well-being
 4. How does the public recognize the transparency of non-profit organizations?
 - 1) Difference between the public's actual behaviors and perception
 - 2) Difference in the awareness of transparency between the public and organizations
 5. Donations by Koreans during the COVID-19 pandemic: Are disaster relief donations and general donations different?
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Key Findings

Main survey results on personal donations

1. The total value of all donations in Korea has been steadily increasing since 2000, rising from 6.1 trillion in 2000 to 11.5 trillion in 2010 and 13.9 trillion in 2018. And, since 1998, individual giving has accounted for 65% of total giving and corporate giving has accounted for 35%, indicating that personal donations have surpassed corporate giving.
 2. Since 2013, the giving participation rate has been declining, and it was 45.6 percent in 2019.
 3. Between 2017 and 2019, the total amount of donations increased, but the rate of donation participation decreased by 7%. This is because the proportion of regular donations increased while the proportion of temporary donations decreased significantly.
 4. The highest participation rates were in local charity, non-governmental organizations, and international affairs. People who both give and volunteer donate a greater amount in almost all fields of giving, indicating a correlation between the amount of giving and volunteering.
 5. Since 2003, the most frequently cited reason for giving has been compassion, followed by social responsibility, personal happiness, religious belief, and tax benefits. However, in 2019, it was changed to social responsibility, indicating that donations are motivated by social responsibility rather than emotion.
 6. While both donors and volunteers bear civic responsibilities, those who give and volunteer tend to feel fulfilled when assisting others, whereas those who give only out of compassion do so.
 7. The most frequently used criteria for selecting an organization to donate to are transparency and trust, both of which are growing in popularity.
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Key Findings

Life satisfaction and transparency

1. Individuals who participated in either giving or volunteering reported a high level of life satisfaction, and those who engaged in both giving and volunteering reported a higher level of well-being than those who engaged in either giving or volunteering alone.
 2. Trust in Korean society varied according to whether the individual engaged in giving and volunteering, and overall trust in society was high for those who engaged in both giving and volunteering, as well as for those who engaged in giving alone.
 3. To increase the public's life satisfaction and well-being, efforts should be made to strengthen society's trust and to encourage people to give and volunteer.
 4. The general public tends to view an NPO's public disclosure of their information as a sign of transparency, which NPOs actively pursue. However, the public does not consider the NPOs to be transparent in terms of suggestions and reflection.
 5. Donors rated higher than non-donors on all measures and perceptions of transparency. This demonstrates that donors value the vision, goals, challenges, and solutions provided by non-profit organizations.
 6. NPOs believe they are more transparent than the general public, which is because the general public is unaware of or unable to confirm that NPOs adhere to their information disclosure policies properly.
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Key Findings

Giving by individual during the COVID-19 pandemic in South Korea

1. The giving participation rate to support COVID-19 relief was 16.7% in May and 15.1 percent in August, both of which are lower than the rates in 2019 and 2018. However, given the characteristics of certain disaster relief donations, it's difficult to argue that this is a low rate.
 2. In terms of where to give, more than half went to vulnerable groups; 37.6 percent went to medical supplies and hospitals; and 1.8 percent went directly to COVID-19 victims. Direct donations are insignificant in comparison to natural disasters such as typhoons. The low percentage is explained by the public perception that victims are partially responsible for the spread of the infectious disease by believers of a particular religion, as well as the fact that the private sector's intervention is limited in the public medical system.
 3. Cash donations amounted KRW 75,916 and in-kind donations amounted KRW 115,398, both of which are less than the annual average of KRW 263,864. However, the fact that the donations were made in response to a disaster should be taken into account.
 4. Individual donors tended to reduce their regular giving in order to contribute to the disaster, with 21.5 percent responding "reduced," 14.6 percent responding "increased," and 64 percent responding, "no change."
 5. Donors who stopped all donations in response to COVID-19 accounted for 15.2 percent, while those who continued their regular donations but did not initiate new ones accounted for 54.5 percent, indicating no significant change in their giving.
 6. Donors who had previously donated continued to do so despite the difficult situations, and donors' household income had no effect on their giving to the COVID-19 relief effort, but it did on their regular donations. In other words, despite a high household income, giving participation may have decreased due to financial concerns.
 7. When compared to donors in their 40s and 50s, those in their 20s and 30s increased both the number of recipients and the dollar amount made a donation.
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2020 Giving Korea

1. Overview

1) Giving Behavior in 2019

- Giving participation, Amount of donations, Motivations of giving
- Trust and transparency in NPOs
- Life satisfaction

2020 Main Issues

Are donors and volunteers happy?



How does the public think about the transparency of NPOs?



How does the public donate during the COVID-19 pandemic?



2) Overview of General Public Survey



- **Primary survey (online survey)**

Respondent: 1000 adults aged 19 or older

Period: May 11 to 14

Contents: Giving related to the COVID-19 (February to the beginning of May)

- **Secondary survey (online survey)**

Respondent: 2006 adults aged 19 or older

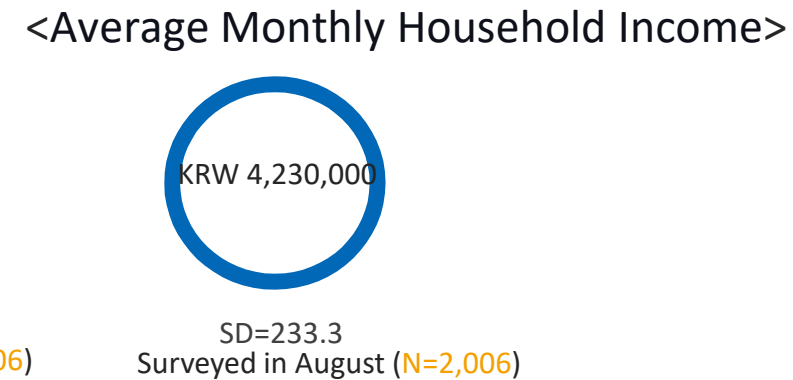
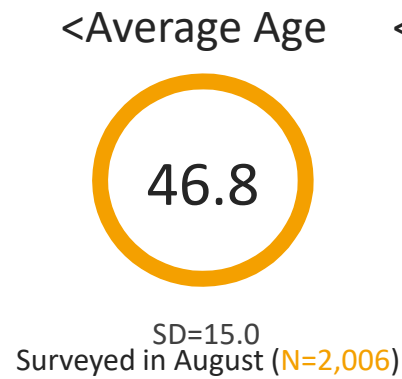
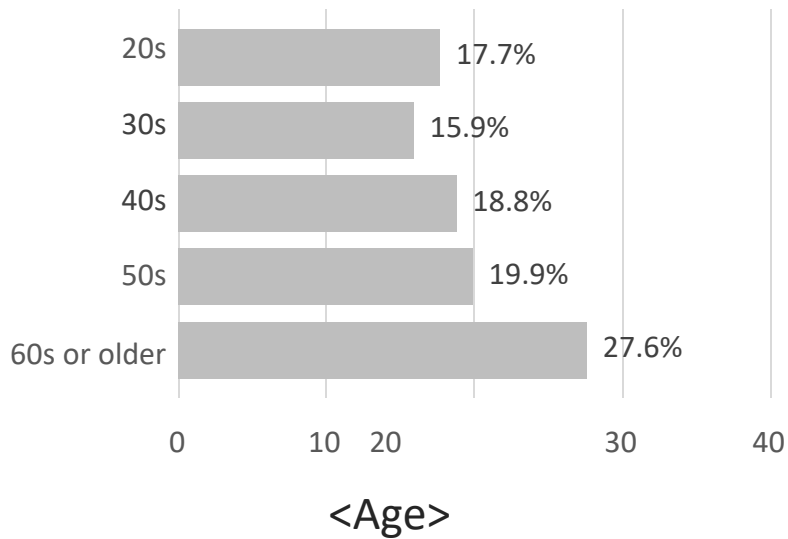
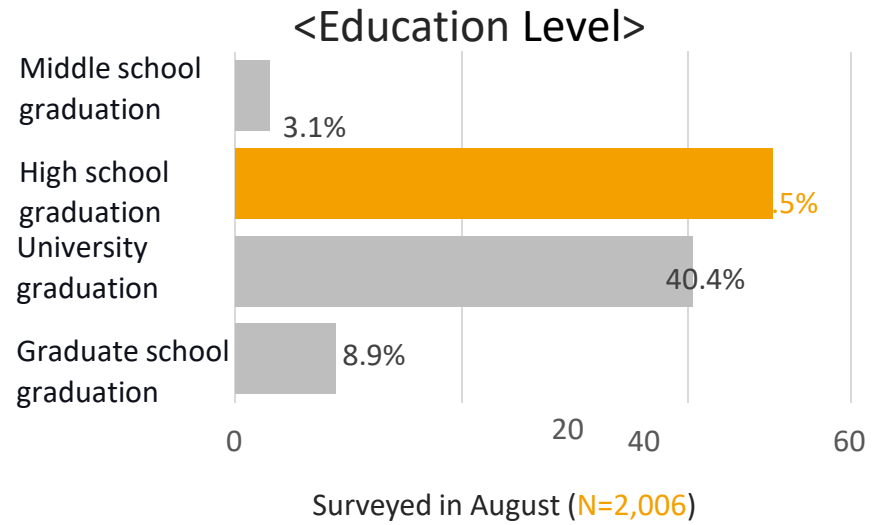
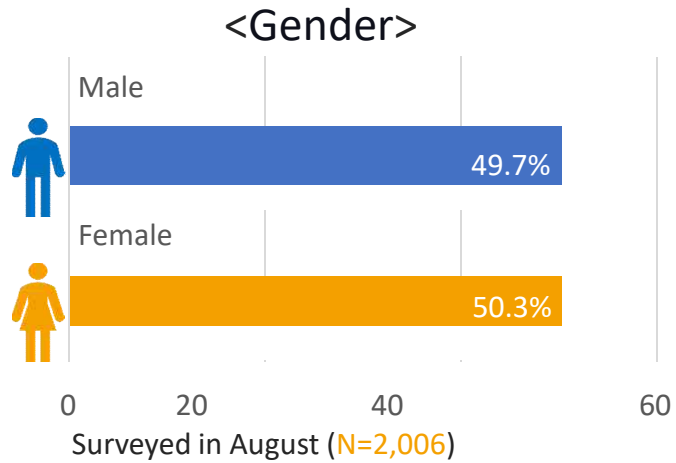
Period: August 12 to 22

Contents: Giving in 2019, NPO transparency, Giving related to the COVID-19 (February to July)

Comparison data: Survey results by 297 public corporations (2019 Giving Korea)



3) Respondents' Demographic Characteristics



4) Survey Items



Contents	Survey items
General Giving Behavior	Giving participation, where to donate, the amount of donation, the periods of the donation, Giving intention, prior giving experience, motivation for giving, the criteria for selecting an organization to give to, giving vehicles and ways to collect information, and Reasons not to give
Perception of NPOs (trust, transparency, role, and sharing the vision)	Social trust, evaluation and perception of NPOs' transparency, trust in NPOs, perception of the role of NPOs, and sharing the vision
Giving during COVID19 pandemic	Giving to support COVID-19 Relief (In-kind and cash, the donation amount, times of giving, where to give, changes to the organizations that can donate and the amount of the donation, perception of the COVID-19 pandemic, response to the pandemic, and participation in charitable activities in response to the COVID-19
Respondents' characteristics	General characteristics of respondents (gender, age, education level, household income, employment status, marital status, number of family members, presence of children, religions, and place of residence), life satisfaction and happiness, altruism, participation in social activities

2020 Giving Korea

2. Key Findings

2. Key Findings

1) Total Amount of Donations



- 6.1 trillion in 2000, 11.5 trillion in 2010, and 13.9 trillion in 2018
- Since 1998, the total amount of personal donations has exceeded that of corporate donations.
- The average amount of individual giving is 65% and that of corporate giving is 35% for the last 20 years.



*The inflation as of 2018 was applied.

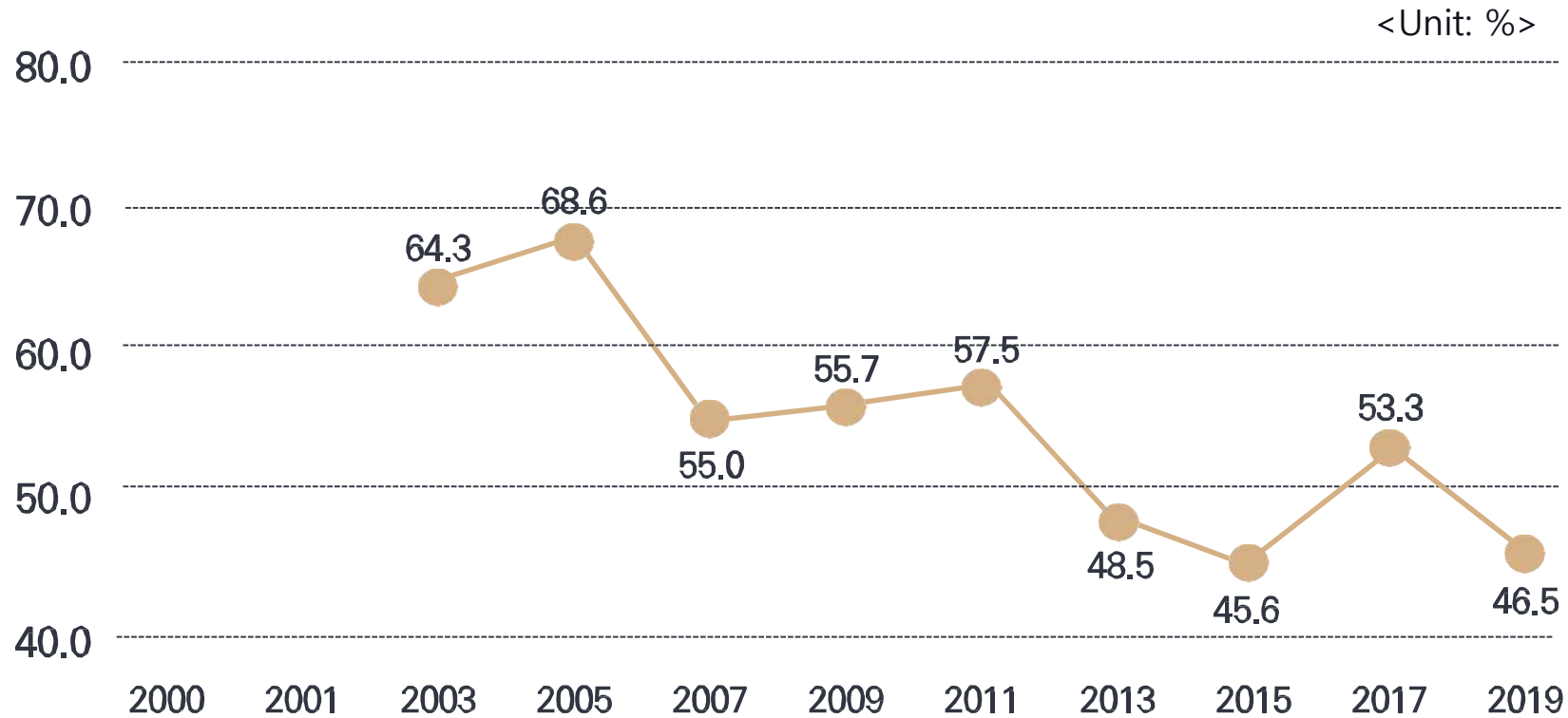
Source: statistical yearbook by the National Tax Service

2. Key Findings

1) Total Amount of Donations



- The total amount of donations peaked at 68.6 percent and began to decline below 50% in 2013.



Source: Giving Korea

* Peer to peer giving (giving to family and the homeless) is included in the 2003–2011 statistics, but is not included in the 2013 data.

2. Key Findings

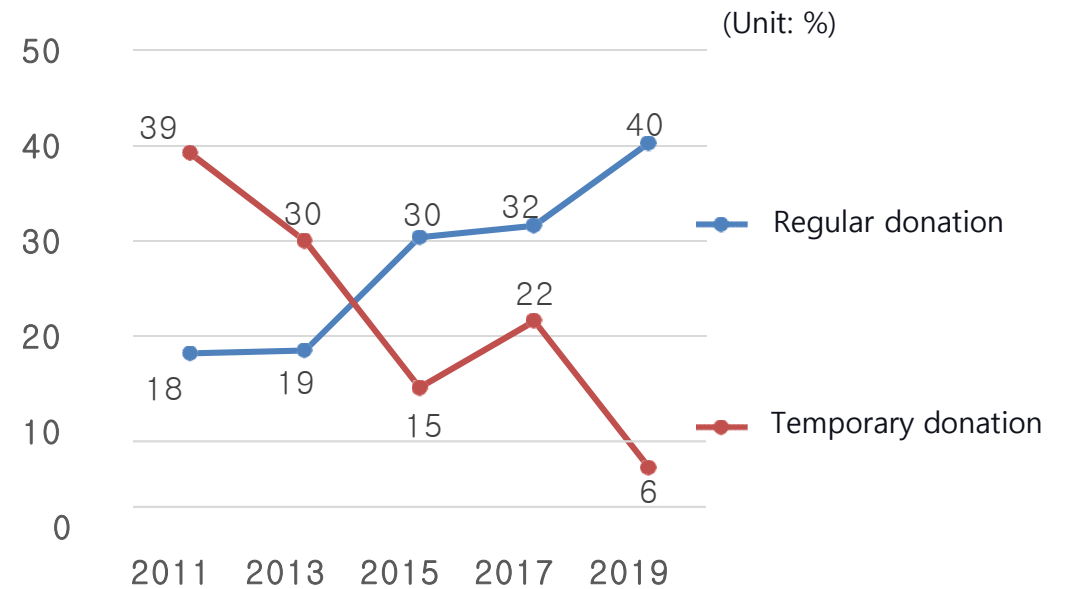
1-1) Giving Participation Rate



- Between 2017 and 2019, the section's giving participation rate decreased by 7% but the total amount of donations increased.
- This is because the rate of regular donations increased, whereas the rate of temporary donations declined significantly.

	2011	2013	2015	2017	2019
All	1,029	1,007	2,500	2,011	2,006
Donor	591	488	1,140	1,072	933
Regular donor	187	186	751	637	809
Temporary donor	404	302	365	435	124
Non-donor	438	519	1,360	939	1,073

Detailed classification of giving participation rate

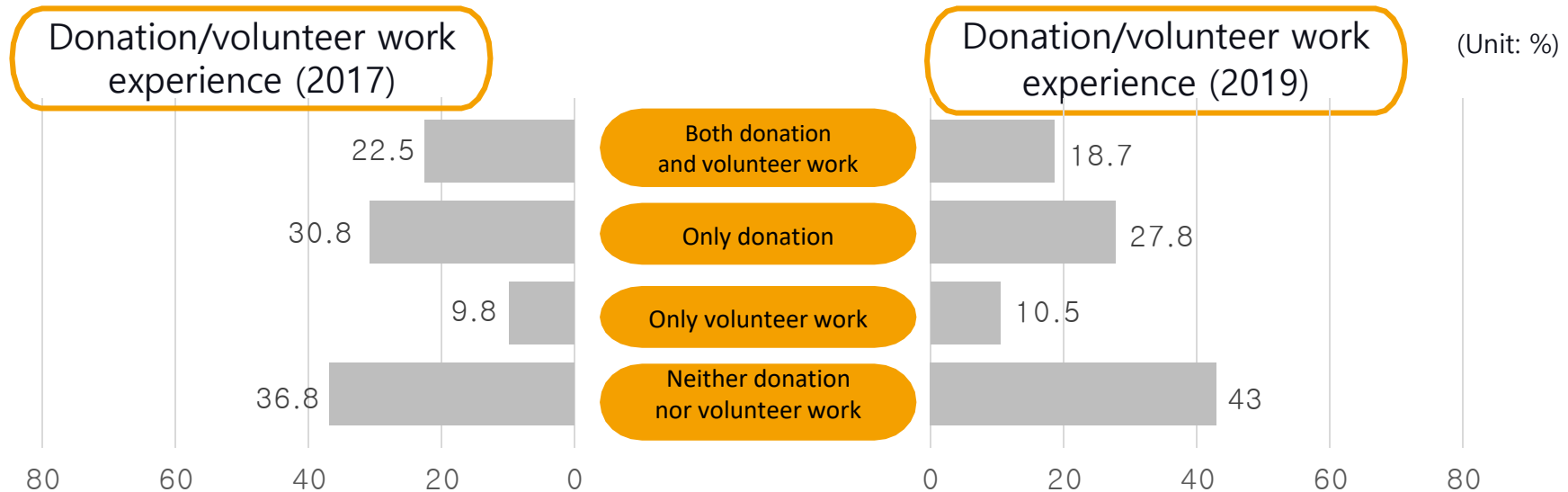


Classification of regular/temporary donation rates by year

*Although the number of donors was 1,140 in 2015, questions on regular/temporary donations were asked to 1,116 cash donors.

2. Key Findings

2) Comparison between the Giving Participation Rate and the Donation/Amount by Uses of Contribution



- In 2019, the number of people with experience in both donation and volunteer work, as well as those with exclusively donation experience, declined.
- The number of individuals with experience only in volunteer work increased, as did the proportion of those with no experience in either donation or volunteer work.
- Those who had experience in both donation and volunteer work were likely to donate and do volunteer work regularly.

2. Key Findings

2) Comparison between the Giving Participation Rate and the Donation/Amount by Uses of Contribution



- Local charity, NGO, and international affairs were the fields with the highest participation rates. In all three sectors, those with only donation experience > those with both contribution and volunteer experience.
- Education, Health, Culture and Art, and Local Community fields

In the three fields, the participation rate of people who had experience both in donation and volunteer work > that of those who had experience only in donation (Many of these donors participated in both donation and volunteer work.)

(Unit: Number of people (%))

	Both donation and volunteer work (N=376)	Only donation (N=557)	All respondents (N=933)
Local charity	252 (27.0)	350 (37.5)	602 (64.5)
International Affairs	103 (11.0)	126 (13.5)	229 (24.5)
NGO	126 (13.5)	169 (18.1)	295 (31.6)
Education	32 (3.4)	22 (2.4)	54 (5.8)
Health	33 (3.5)	27 (2.9)	60 (6.4)
Culture and Art	16 (1.7)	13 (1.4)	29 (3.1)
Local Community	65 (7.0)	33 (3.5)	98 (10.5)
Others	18 (1.9)	41 (4.4)	59 (6.3)

2. Key Findings

2) Comparison between the Giving Participation Rate and the Donation/Amount by Uses of Contribution



- In practically every category of donation, those with expertise in both donating and volunteer work donated more.
- Donations to International Affairs, Health, NGO, and the Local Community, in particular, were twice as large.
- The conclusion reveals that there is a correlation between the amount of the donation and the volunteering.

(Unit: KRW 10,000)

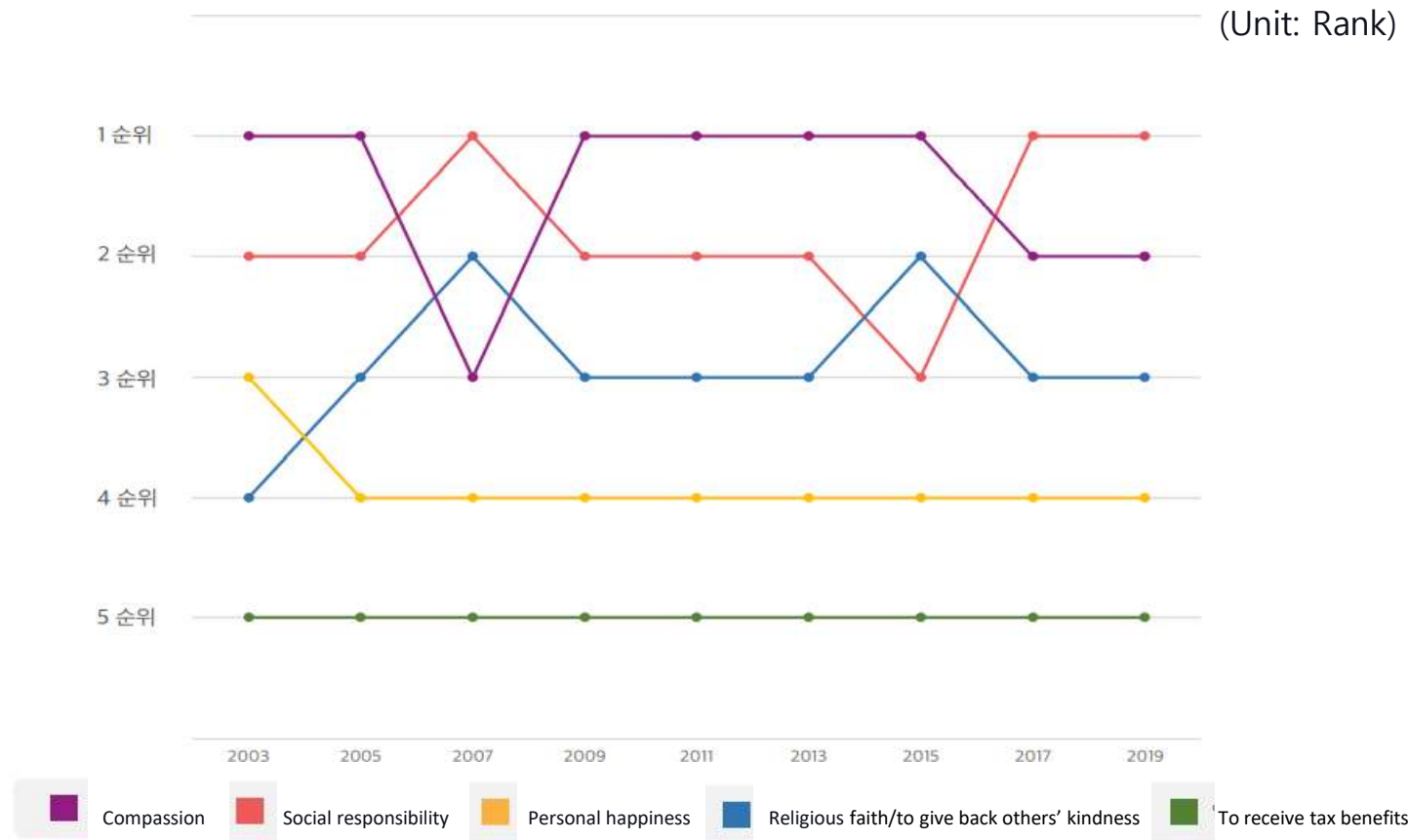
	Both donation and volunteer work (N=376)	Only donation (N=557)	All respondents (N=933)
Local charity	16.32	16.39	16.36
Overseas relief	21.03	12.74	16.47
NGO	22.83	10.72	15.89
Education	25.53	25.00	25.31
Medical care	27.24	14.26	21.40
Culture and art	10.81	10.15	10.52
Local community	26.88	7.42	20.33
Others	26.84	17.56	10.50
Average donation amount	35.57	20.18	26.39

2. Key Findings

3) Key Findings Regarding the Donor Groups



- Compassion was the primary motivation for giving, followed by societal responsibility, personal happiness, religious faith, and tax benefits.
- In 2017 and 2019, social duty was placed top, indicating that giving is motivated by social responsibility rather than emotion.
- Tax benefits increased from 3.0% to 5.30%, indicating that donors may be more aware of the tax benefits due to the increase in regular donation.



Source: Giving Korea

2. Key Findings

3) Key Findings Regarding the Donor Groups



(Unit: %)

	2013	2015	2017	2019
1st rank	Compassion (63.5)	To help the poor (30.8)	I feel responsible as a citizen (31.3)	I feel responsible as a citizen (30.8)
2nd rank	Social Responsibility (62.9)	I feel happy to help others (29.6)	To help the poor (28.9)	To help the poor (29.3)
3rd rank	Personal happiness (62.7)	I feel responsible as a citizen (29.3)	I feel happy to help others (20.6)	I feel happy to help others (20.5)
4th rank	Religious faith (34.4)	To give back others' kindness (5.4)	To give back others' kindness (9.6)	To give back others' kindness (8.8)
5th rank		To receive the tax benefits (3.0)	To receive the tax benefits (3.0)	To receive the tax benefits (5.3)
6th rank			Others (5.4)	Others (5.5)
7th rank			Suggestion/influence of other people or organizations (1.1)	

*Multiple answers were possible for the survey in 2013.

2. Key Findings

3) Key Findings Regarding the Donor Groups



- Individuals with experience in both donation and volunteer activities have different motivations for giving than those with only donation experience
- While both groups felt responsibility as citizens, those with experience in both donation and volunteer work expressed happiness in assisting others, while those with only donation experience did so out of compassion

(Unit: %)

	Both donation and volunteer work (N=376)	Only donation (N=557)
1st rank	I feel responsible as a citizen (33.5)	To help the poor (34.1)
2nd rank	I feel happy to help others (23.4)	I feel responsible as a citizen (28.9)
3rd rank	To help the poor (22.1)	I feel happy to help others (18.5)
4th rank	To pay back others' kindness (10.9)	To repay others' kindness (7.4)
5th rank	To receive the tax benefits (6.4)	Others (6.6)
6th rank	Others (3.7)	To receive the tax benefits of donation (4.5)

2. Key Findings

3) Key Findings Regarding the Donor Groups



- Transparency and reliability of the organization were the most frequently used criteria for selecting a nonprofit to donate to, and this trend has continued to increase
- Individuals with experience in both donation and volunteering tend to favor the organization's reliability.

(Unit: %)

	All respondents (N=933)	Both donation and volunteer work (N=376)	Only donation (N=557)
1st rank	Transparency and reliability of the organization (58.9)	Transparency and reliability of the organization (61.4)	Transparency and reliability of the organization (57.3)
2nd rank	Interest in the organization's field of activities and beneficiaries (24.5)	Interest in the organization's field of activities and beneficiaries (22.9)	Interest in the organization's field of activities and beneficiaries (25.7)
3rd rank	Organization recognition (6.4)	Organization recognition (6.6)	Organization recognition (6.3)
4th rank	Introduction or suggestion of the organization by an acquaintance (5.3)	Introduction or suggestion of the organization by an acquaintance (6.4)	Advertisement or request from the organization (5.0)
5th rank	Advertisement or request from the organization (4.0)	Advertisement or request from the organization (2.4)	Introduction or suggestion of the organization by an acquaintance (4.5)
6th rank	Others (0.9)	Others (0.3)	Others (1.3)

2020 Giving Korea

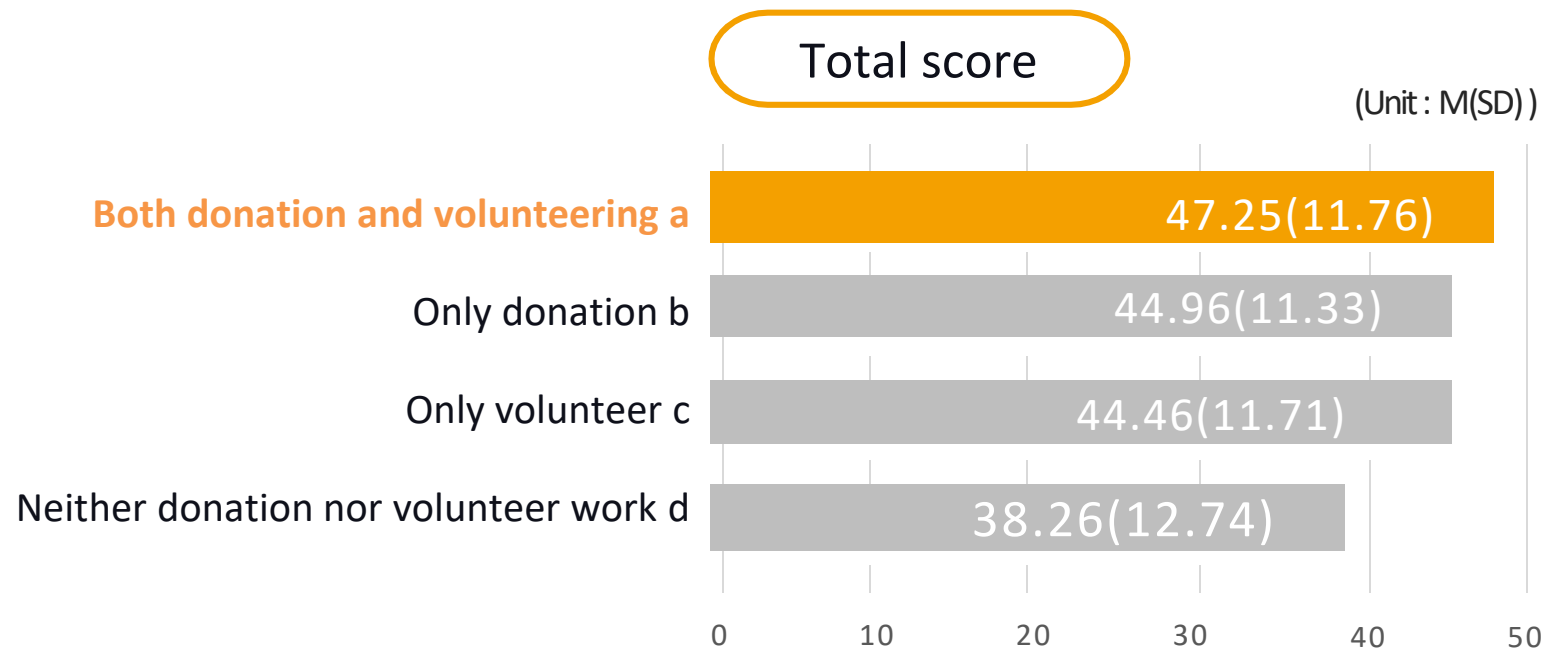
3. Are Donors and Volunteers Happy?

3. Are Donors and Volunteers Happy?

1) Life Satisfaction and Well-being



- The total score of life satisfaction and well-being was 42.45 out of 70.
- Donors and volunteers who had previously participated in these activities received the highest scores, while those who hadn't participated in either had the lowest.
- Life satisfactions and well-being depends on whether participated in volunteering or giving.



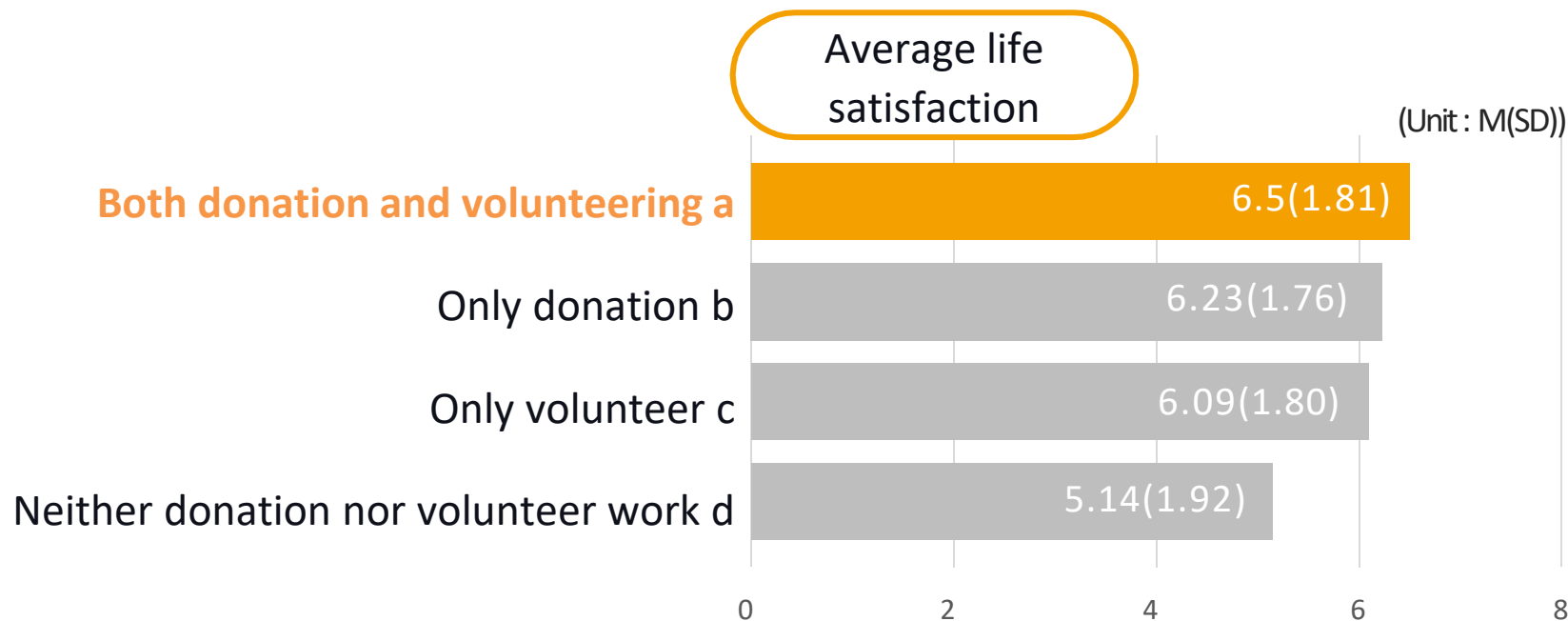
* F: 64.432*** / Scheffe: a>b>d,c>d(2020)

3. Are Donors and Volunteers Happy?

1) Life Satisfaction and Well-being



- Life satisfaction differed depending on the experiences of donors and volunteers.
- Individuals who have donated and volunteered in the past = exclusively in philanthropy = exclusively in volunteering > neither donating nor volunteering
- For life satisfaction, the experience in either giving or volunteering was important.



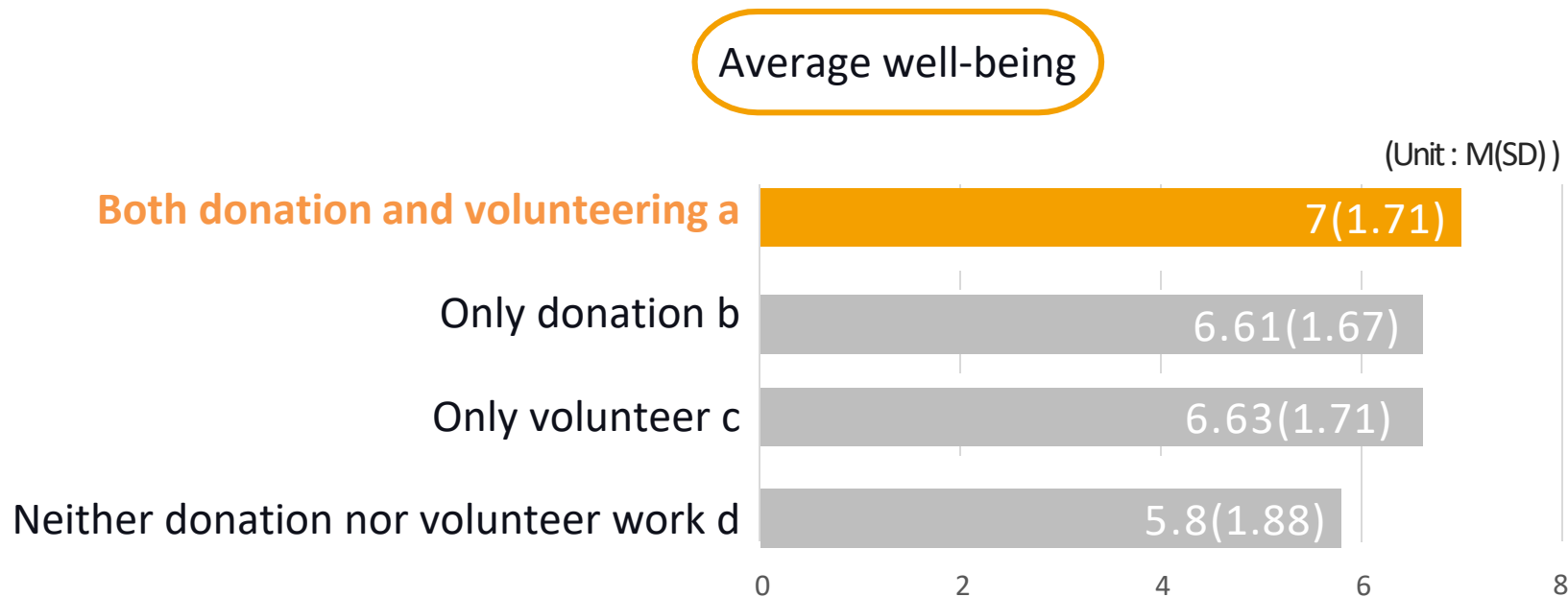
* F: 66.586*** / Scheffe: a=b<c>d (2020), a>b<c>d (2018)

3. Are Donors and Volunteers Happy?

1) Life Satisfaction and Well-being



- Well-being differed depending on the experiences of donors and volunteers.
- Individuals who have donated and volunteered in the past > exclusively in philanthropy > exclusively in volunteering > neither donating nor volunteering
- The score for overall well-being was higher in those who had experience with both donation and volunteer work than in those who had only experience with donation.



* F: 49.522*** / Scheffe: a>b>c>d (2020)

3. Are Donors and Volunteers Happy?

2) Trust in Our Society



- Trust in major organizations, the government, judicial agencies, religious institutions, and non-governmental organizations (NPOs), with the exception of the press, varied according to experience with giving and volunteering.
- Because trust in the organization has a larger effect on giving, those who have experience in both donation and volunteer work, as well as those who have only donation experience, have a higher level of trust in society than those who have no experience in either donation or volunteer work and those who only volunteer.

Items	Scheffe	F
Social trust (trust in main organizations)	$a=b>d$	21.611***
Trust in the government (central + local)	$a=b>c=d$	8.910***
Judicial agencies (prosecutor's office and court)	$a=c>d, b<c$	8.999***
Corporates	$a=c>d$	8.090***
Religious institutions	$a=b=c>d$	7.517***
NPOs	$a=b>c=d$	81.091***
Press	–	0.526

a = Both donation and volunteer work
 b = Only in donation
 c = Only in volunteer work
 d = Neither donation nor volunteer work

3. Are Donors and Volunteers Happy?

3) The Relationship between Giving/Volunteering Experience and Life Satisfaction and Well-being



- Individuals with experience of giving and volunteering reported high levels of life satisfaction and well-being.
- To improve the public's sense of well-being, efforts should be made to encourage and promote giving and volunteer opportunities, as well as to discover potential donors and volunteers.

Classification	Giving and volunteer experience	b	S.E.	β	R2	Adj R2	F
Life satisfaction	Both giving and volunteering	1.071***	.112	.216	.167	.164	44.620** *
	Only giving	.813***	.099	.188			
	Only volunteering	.921***	.137	.146			
Well-being	Both giving and volunteering	.940***	.108	.200	.143	.139	37.028** *
	Only giving	.560***	.095	.136			
	Only volunteering	.777***	.132	.129			

*p<.05,**p<.01, ***p<.001

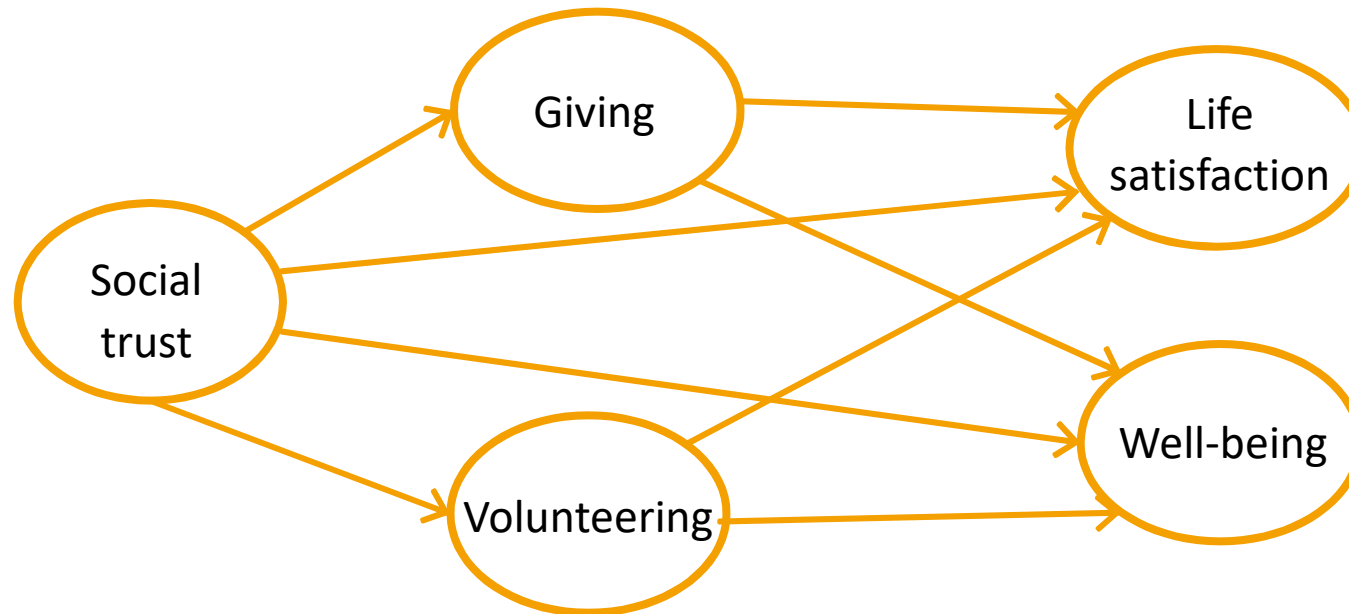
*Control variables: Gender, age, education, household income, religion, employment status

3. Are Donors and Volunteers Happy?

4) Relationship between the Trust in Society, Life Satisfaction, and Well-being



- The Structural Equation Modeling (SEM) method was used to analyze the influence of society's trust on life satisfaction and well-being in connection to giving and volunteering.



*Control variables: Age, education, and household income

	χ^2	df	p	CFI	RMSEA	SRMR
Structural model	878.218	104	.000	.955	.061	.064

3. Are Donors and Volunteers Happy?

4) Relationship between the Trust in Society, Life Satisfaction, and Well-being



Pathway			Estimate		S.E.	Est./S.E.
			B	β		
Social trust	→	Giving	1.038	.227	.028	8.099***
Social trust	→	Volunteering	.115	.131	.025	5.212***
Social trust	→	Life satisfaction	.914	.202	.024	8.482***
Social trust	→	Well-being	.954	.216	.024	8.950***
Giving	→	Life satisfaction	.224	.227	.029	7.800***
Giving	→	Well-being	.188	.195	.030	6.557***
Volunteering	→	Life satisfaction	.693	.134	.024	5.510***
Volunteering	→	Well-being	.702	.139	.025	5.578***

*p<.05, **p<.01,***p<.001

3. Are Donors and Volunteers Happy?

4) Relationship between the Trust in Society, Life Satisfaction, and Well-being

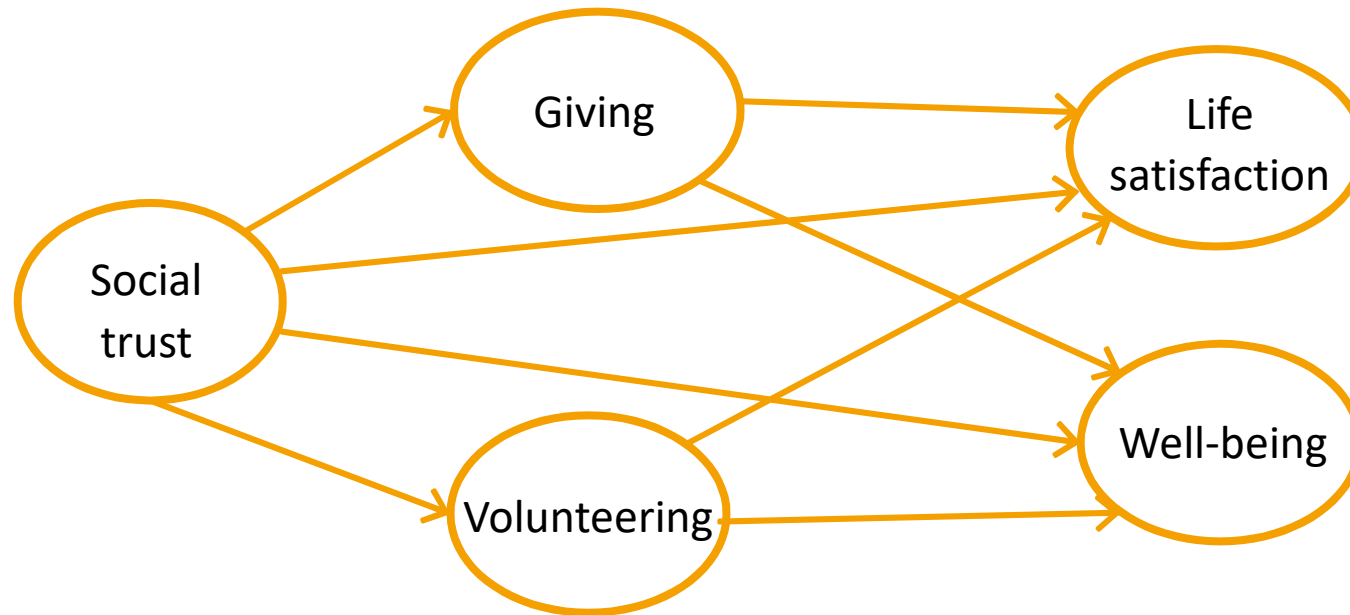


Pathway	B	β	S.E.	Boothstrapping 95% CI	
				Lower bound	Upper bound
Social trust → Giving →Life satisfaction	.234***	.052	.049	.126	.380
Social trust → Volunteering →Life satisfaction	.080***	.018	.023	.030	.146
Social trust → Giving →Well-being	.196***	.044	.043	.099	.321
Social trust → Volunteering →Well-being	.081***	.018	.023	.031	.146

*p<.05, **p<.01,***p<.001

3. Are Donors and Volunteers Happy?

4) Relationship between the Trust in Society, Life Satisfaction, and Well-being



- The experience of giving and volunteering, as well as social trust, all had an effect on life satisfaction and well-being.
- In other words, a high level of social trust promotes giving and volunteering, which enhances a person's life happiness and well-being.
- As a result, actions to enhance confidence in society, giving, and volunteering are necessary to increase life satisfaction and well-being.

2020 Giving Korea

4. How Does the Public Understand the Transparency of NPOs?

4. How Does the Public Understand the Transparency of NPOs?

1) Difference between the Public's Actual Behavior and Perception Related to Transparency



Contents	Classification	Survey items
A vision or goals	Actual behavior	I check the NPO's vision and goals.
	Perception	NPOs present a specific vision and goals.
Financial Information	Actual behavior	I check the financial information provided by NPO's (Information about donation, spending, budgeting and settlement, and financial auditing, etc.)
	Perception	NPOs disclose financial information properly. (Information about donation, spending, budgeting and settlement, and financial auditing, etc.)
Performance Information	Actual behavior	I check performance information provided by NPO's (The project goal, project process, and performance, etc.)
	Perception	NPOs disclose project performance properly. (The project goal, project process, and performance, etc.)
Operating Information	Actual behavior	I check general operational information provided by NPO's. (Employee information, board, policies, or management process, etc.)
	Perception	NPOs disclose information on their management properly. (Employee information, board, policies, or management process, etc.)

4. How Does the Public Understand the Transparency of NPOs?

1) Difference between the Public's Actual Behavior and Perception Related to Transparency



Contents	Classification	Survey items
Diversification of public disclosure approaches	Actual behavior	I use a variety of methods to verify information about the NPO (Mail, phone call, email, bulletin board on the website or social media, public comment, and visit, etc.)
	Perception	NPOs use a variety of methods to disclose and deliver information. (Email, newsletter, message, and website notification, etc.)
Suggestion and acceptance of opinions	Actual behavior	I express my perspective on the NPO's activities.
	Perception	NPOs reflect the opinions of the general public, including donors.
Responses to inquiries	Actual behavior	I directly inquire about the NPO's activities and information about donations.
	Perception	NPOs provide accurate responses to all inquiries from the general public, including donors.

4. How Does the Public Understand the Transparency of NPOs?

1) Difference between the Public's Actual Behavior and Perception Related to Transparency



- There was a difference between the actual behavior and perception in all items, excluding information on the NPO's management.

Items	Classification	All respondents (N=2,006)		Donors (N=933)		Non-donors (n=1,073)	
		M(SD)	t	M(SD)	t	M(SD)	t
A vision or goals	Actual behavior	2.56(0.75)	11.083***	2.78(0.66)	8.129***	2.37(0.77)	7.656***
	Perception	2.35(0.73)		2.57(0.72)		2.16(0.69)	
Financial Information	Actual behavior	2.20(0.77)	6.128***	2.41(0.75)	3.897***	2.02(0.75)	4.733***
	Perception	2.08(0.77)		2.30(0.78)		1.89(0.70)	
Performance Information	Actual behavior	2.30(0.79)	5.943***	2.51(0.74)	4.099***	2.11(0.77)	4.309***
	Perception	2.18(0.75)		2.39(0.75)		1.99(0.70)	
Operating Information	Actual behavior	2.14(0.73)	1.574	2.32(0.73)	0.153	1.99(0.71)	1.992*
	Perception	2.11(0.74)		2.31(0.74)		1.94(0.69)	

*p<.05, **p<.01, ***p<.001

4. How Does the Public Understand the Transparency of NPOs?

1) Difference between the Public's Actual Behavior and Perception Related to Transparency



Items	Classification	All respondents (N=2,006)		Donors (N=933)		Non-donors (n=1,073)	
		M(SD)	t	M(SD)	t	M(SD)	t
Diversification of public disclosure approaches	Actual behavior	2.25(0.80)	-4.707***	2.47(0.77)	-3.248***	2.07(0.77)	-3.409***
	Perception	2.35(0.79)		2.56(0.77)		2.16(0.75)	
Suggestion and acceptance of opinions	Actual behavior	1.99(0.74)	-11.675***	2.18(0.75)	-7.974***	1.83(0.69)	-8.524***
	Perception	2.21(0.72)		2.41(0.71)		2.05(0.69)	
Responses to inquiries	Actual behavior	1.99(0.77)	-8.074***	2.17(0.79)	-5.761***	1.84(0.72)	-5.656***
	Perception	2.15(0.73)		2.34(0.74)		1.99(0.68)	

*p<.05, **p<.01, ***p<.001

4. How Does the Public Understand the Transparency of NPOs?

1) Difference between the Public's Actual Behavior and Perception Related to Transparency



Items	Classification	N	M(SD)	t
Overall transparency	The public	2,004	2.17(0.69)	-27.700***
	Organization	275	3.39(0.63)	
Level of information disclosure	The public	2,004	2.12(0.69)	-29.074***
	Organization	275	3.40(0.60)	
Proactiveness of information disclosure	The public	2,004	2.35(0.79)	-21.169***
	Organization	275	3.28(0.67)	
Proactiveness of interactions	The public	2,004	2.30(0.75)	-17.644***
	Organization	275	3.12(0.72)	

*p<.05, **p<.01, ***p<.001

4. How Does the Public Understand the Transparency of NPOs?

1) Difference between the Public's Actual Behavior and Perception Related to Transparency



- The organization's perception of transparency is higher than the public's in all areas .
- The general public is therefore unaware of non-profit organizations' efforts to promote transparency.

Items	Classification	N	M(SD)	t
Responsiveness (Answers to questions)	The public	2,004	2.15(0.73)	-22.725***
	Organization	275	3.20(0.65)	
Responsiveness (Reflection of opinions for the NPO's activities)	The public	2,004	2.21(0.72)	-25.603***
	Organization	275	3.23(0.60)	
Compliance with regulations	The public	2,004	2.26(0.74)	-33.580***
	Organization	275	3.51(0.55)	
Contribution to social development	The public	2,004	2.48(0.73)	-28.699***
	Organization	275	3.54(0.55)	

*p<.05, **p<.01, ***p<.001

Conclusion



Donation and volunteer work

Synergy

A synergy is formed when a giving is combined with volunteering.

What is good?

Life satisfaction and well-being are improved when participating in giving and volunteering.



기빙코리아
Giving Korea

Donor

When compared to non-donors, donors have a higher level of awareness and proactive behaviors.

Non-profit organizations and the public

Difference in thoughts

In fundraising, NPOs prioritize the organization's recognition and suggestions, whereas the public values transparency and reliability more.

Level of expectation

Although NPOs think of themselves as transparent, their efforts fall short of the public's expectations.

2020 Giving Korea

5. Giving by Koreans during the COVID19 Pandemic: What is the Difference between Disaster Relief and General Giving?

Factors Affecting Disaster Relief Donations



- **Personal factors**

Demographical, social, and economic factors (gender, age, education levels, religion, and income)

- **Personal Perceptual Factors**

Social responsibility, moral norms of giving, trust in NPOs, and trust in society, etc.

- **Disaster Factors**

The extent of the damage, the victims' perceptions, the government's response, prior giving experience, and the press's attention, etc.

Questions Related to Giving During the COVID-19 Pandemic

- How does the public donate during the COVID-19 pandemic?
- Is giving to support COVID-19 Relief comparable to general giving?

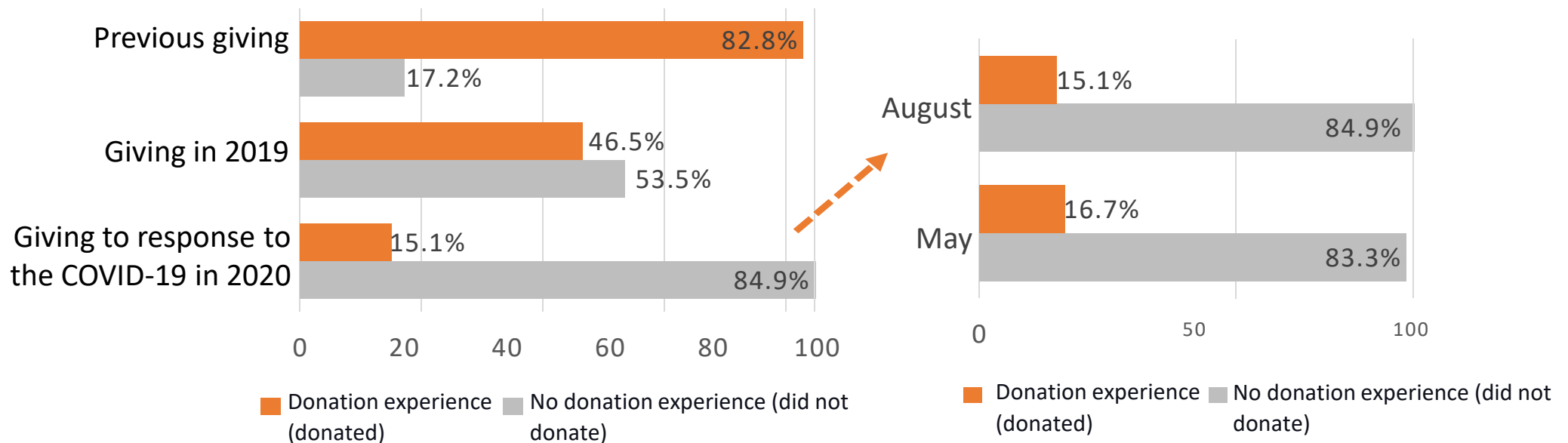
Is it distinct?

- What factors contribute to the participation and amount of donation to support COVID-19 Relief ?
-

Giving to Support COVID19 Relief



- In 2019, 46.5 percent of people made a donation, and prior to 2020, 82.8 percent of people donated, which is quite a high rate, which is quite a high rate.
- In May, the COVID-19 donation rate was 16.7 percent, and in August, it was 15.1 percent. While participation rates were lower than in 2019, it's difficult to argue that the results were insignificant given the characteristics of certain disaster donations.

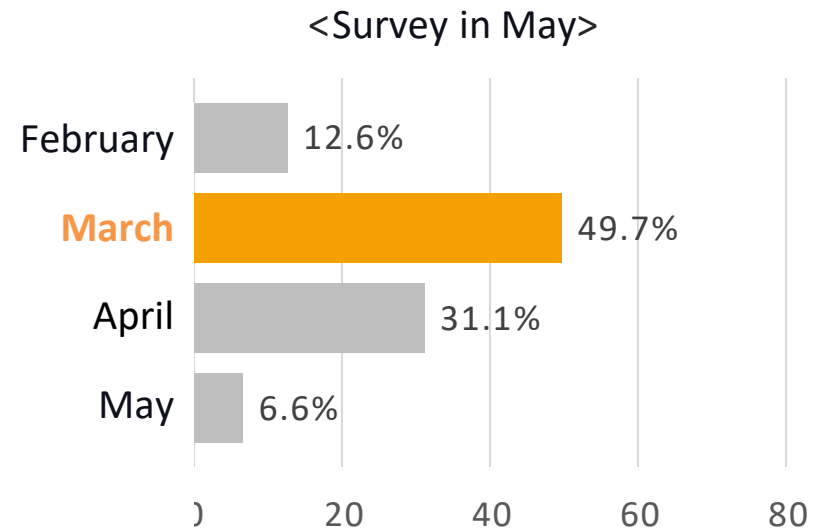
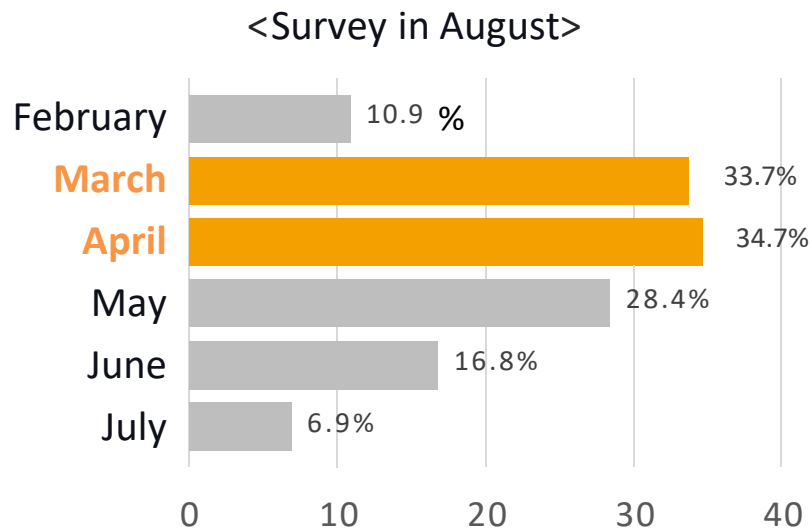


Fields and Time of Giving to Support COVID19 Relief



- Donations to support COVID-19 Relief were concentrated in the early stages of the pandemic, in March and April.
- It is possible that the sense of crisis has weakened as the disaster has progressed since May, as well as that difficulties caused by restrictions on economic activities have increased.

Time of giving to support
COVID-19 Relief

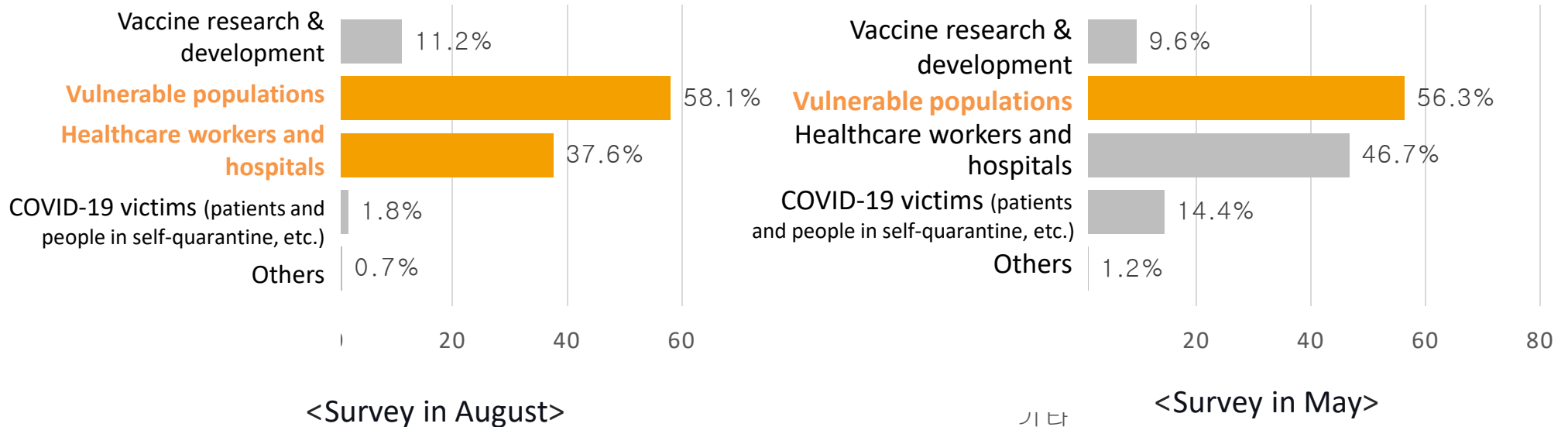


Fields and Time of Giving to Support COVID19 Relief



- Over half of all donations linked to the COVID-19 went to vulnerable populations, 37.6 percent to medical staff and hospitals, and 1.8 percent directly to COVID-19 victims.
- Donations shows different trend in the aftermath of natural disasters. This is because the public perceives the victims as partially responsible for the spread of the infectious disease by believers of a certain religion, and because the private sector's engagement in the public healthcare system is limited.

Fields of Giving to support COVID-19 Relief



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Amount of Donation to Support COVID19 Relief



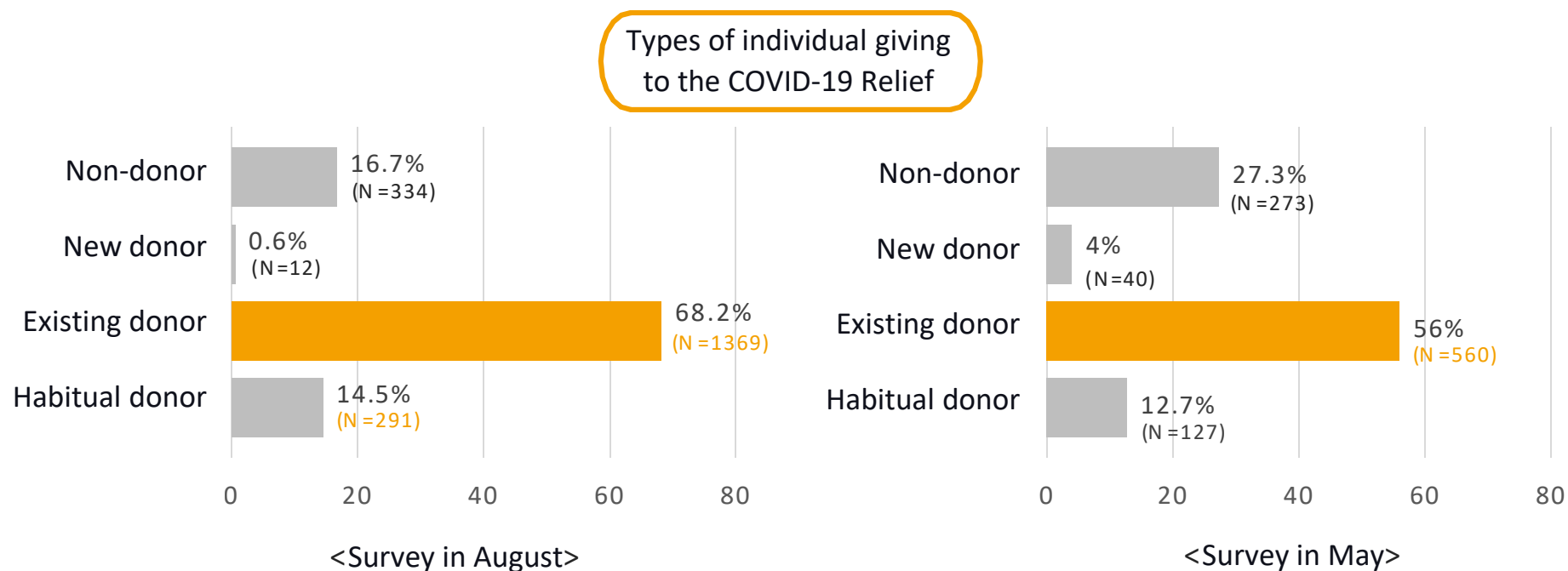
- Cash donations were KRW 75,916 to support COVID-19 relief, while in-kind donations were KRW 115,398.
- In comparison to the average gift amount in 2019, KRW 263,864, the six-month donation amount appears low.
- However, the fact that these were one-time or twice-a-year gifts.
- In August, the amount of in-kind donations was increased.

	Type	Mean	SD	Min	Max
Survey in August	Cash (N=246)	75,916.6	387,090.8	1000	5,500,000
	In-kind (N=81)	115,397.9	406,518.3	1000	2,500,000
Survey in May	Cash (N=119)	70,888.0	97,968.4	1000	500,000
	In-kind (N=499)	63,336.7	58245.1	1000	200,000
2019	Cash	263,864 (About 21,989 a month)	697371	1000	10,330,000

Types of Individual Giving to the COVID19 Relief



- Existing donors were 68.2%, non-donors were 16.7%, habitual donors were 14.5%, and new donors were 0.6%.
- The percentages of current donors and non-donors who have not changed their donating patterns increased in comparison to the May survey results.
- The giving trend did not significantly change as a result of the unusual disaster situation.



Non-donors: People who had no experience in donation and did not make donations to the COVID-19 Relief

New donors: Those who had no experience in donation but made donations to the COVID-19 Relief

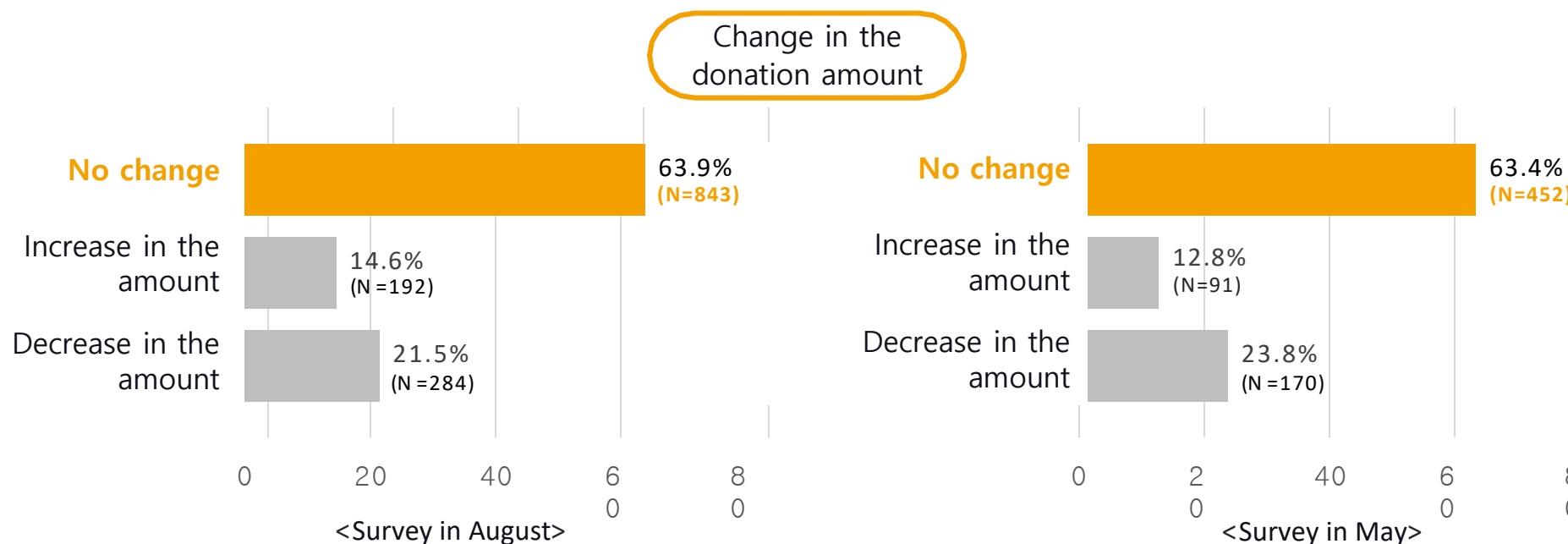
Existing donors: Those who had experience in donation but did not make donations to the COVID-19 Relief

Habitual donors: Those who had experience in donation and made donations to the COVID-19 Relief

Types of Individual Giving to the COVID19 Relief



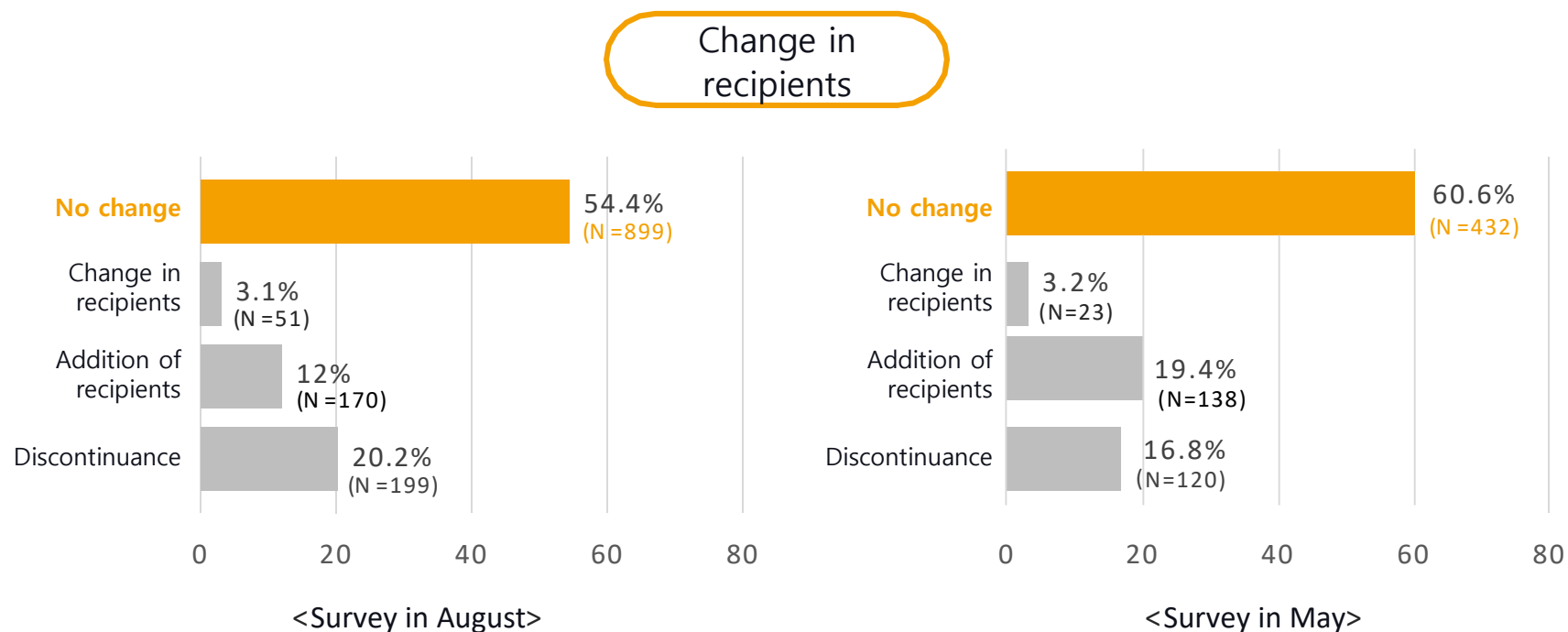
- No change accounted for 64%, reduced accounted for 21.5%, and increased accounted for 14.6%, which means that individual donors reduced their regular donation amounts in order to contribute to the disaster relief effort.



Types of Individual Giving to the COVID19 Relief



- 54.4% neither stopped their donations nor started new donations, which is no significant change like the amount of donation.
- 15.2% stopped their donations due to the COVID-19, which included economic difficulties.



Comparison of Factors that Influence General Giving and Giving to COVID19 Relief (August)



Factors		Giving in 2019		Giving to COVID-19 Relief 1	
		exp(b)	S. E	exp(b)	S. E
Personal factors	Age	1.000	.003	.986**	.005
	Gender (female=0)	1.041	.099	.966	.131
	Household income	1.001***	.000	1.000	.000
	Education Level (university graduation=0)	.588***	.099	.570***	.135
	Religion (none=0)	1.075	.101	1.373	.135
Donation factors	Social responsibility	1.684***	.103	2.429***	.137
	Trust in NPO	2.557***	.108	1.446**	.140
	Social trust	.954	.088	.841	.117
loglikelihood		2462.94		1592.329	
Pseudo R2		.142		.054	

Reference group: Those who did not give **p<.01 ***p<.001

Comparison of Factors that Influence General Giving and Giving to COVID19 Relief (August)



- General Giving : The higher a person's household income is, the higher their educational level is, and the deeper his or her feeling of social duty is, the more likely he or she is to donate.
- Giving to COVID-19-Relief: The younger a person is and the higher their educational level, the more likely he or she is to donate
- Household income has an impact on general donations, but it has no impact on COVID-19 donations.
- Individual donors' involvement may have been limited due to financial concerns, even when the household income is high.
- In contrast, an international study found that the older a person gets, the more likely he or she is to participate in giving. It has to do with the ability to donate through online platforms and social media.

Comparison between Factors Affecting the Participation of General Donation and the COVID19 Related Donation (August)



Factors		COVID donation participation 2+		Amount of COVID donations++		
		exp(b)	S.E	B	S.E	t값
Personal factors	Age	.993	.005	-.003	.008	-.345
	Gender (female=0)	1.000	.950	-.167	.220	-.758
	Household income	1.000	.000	.000	.000	.427
	Education Level (collage graduation=0)	.634**	.141	-.230	.227	-1.011
	Presence of religion	1.348	.141	-.196	.223	-.878
Personal Perceptual Factors	Social responsibility	1.938***	.146	-.026	.220	-.120
	Trust in NPOs	.944	.152	-.302	.213	-1.416
	Social trust	.782	.123	.222	.183	1.210
Environment factors	Evaluation of government response	.912	.090	.185	.141	1.308
	Impacts of the COVID-19	2.136***	.112	-.201	.128	-1.571
	Others' donation	1.131	.080	-.003	.172	-.016
	Previous donation experience	3.836***	.156	.251	.265	.948
log likelihood/F value		1449.302		.795		
Pseudo R2		.119		.033		

+Reference group: Those who did not participate in donation; ++Amount of product + cash donations

** p<.01 *** p<.001

Comparison between Factors Affecting the Participation of General Donation and the COVID19 Related Donation (August)



- In every situation, one's level of education is critical.
 - People who have been affected by the COVID-19 are more likely to donate.
 - Despite the challenging situation, people who have donated before engage in donations.
 - Factors that are commonly thought to influence disaster donations have little bearing on the amount donated to the disaster.
 - Under the uncertainty of the situation, the result reflects the characteristics of unplanned and temporary giving.
-



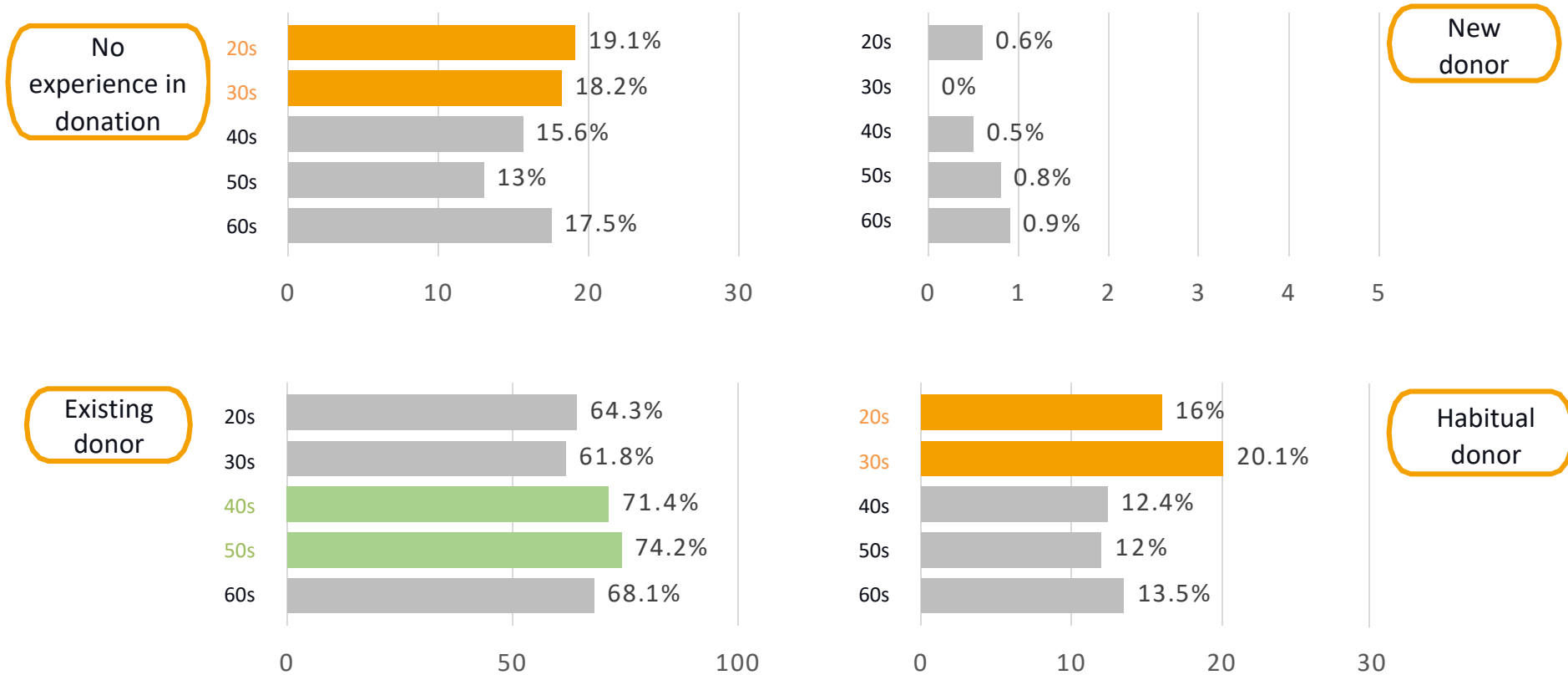
The Millennial Generation Finally Showed Up?

- Age-related effects on giving: The older generation is the major donor generation. (40s or older? 50 years of age or older)
- Interest in Millennials: Different patterns of giving from the previous generation
- What is the Millennial generation's definition of giving?
Sustaining support and interest in social issues (social participation?) as an integral element of life (consumption, play, and expression of an interest)
- Participation in charitable donations in 2019: There is no correlation between age VS Giving to COVID-19 Relief: Younger generations have a higher rate of participation.
- Has the Millennial Generation shown up in a natural disaster like the COVID-19 Pandemic?

Types of Public's Giving During the COVID19 Pandemic by Age Group



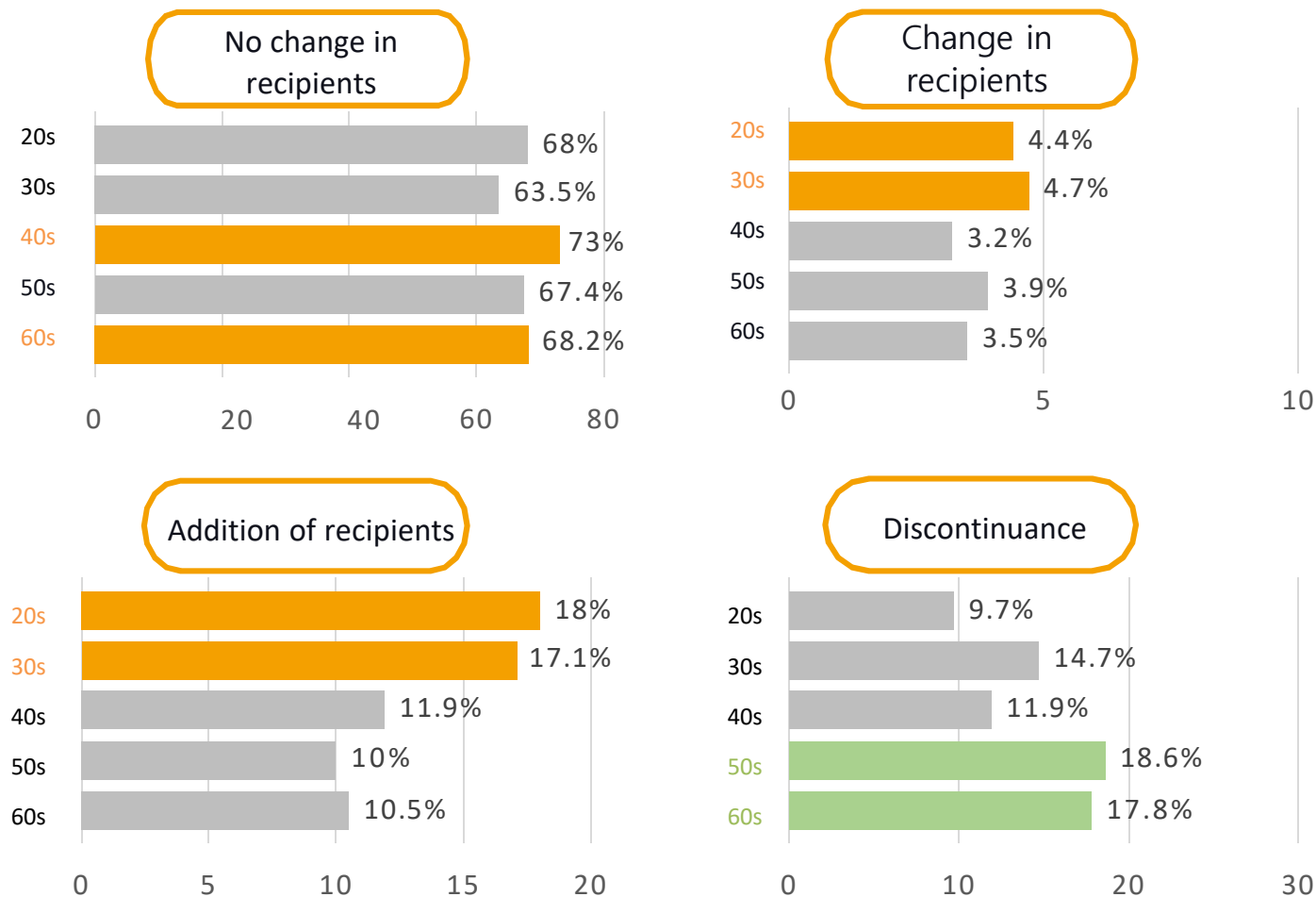
- Among those who previously donated, those who did not donate to COVID-19 relief were mainly in their 40s and 50s. And among those who previously did not donate, they were mainly in their 20s and 30s.
- People in their 20s and 30s who had previously donated and given to COVID-19 relief were mostly in their 20s and 30s.



Types of Public's Donation Behavior During the COVID19 Pandemic by Age Group



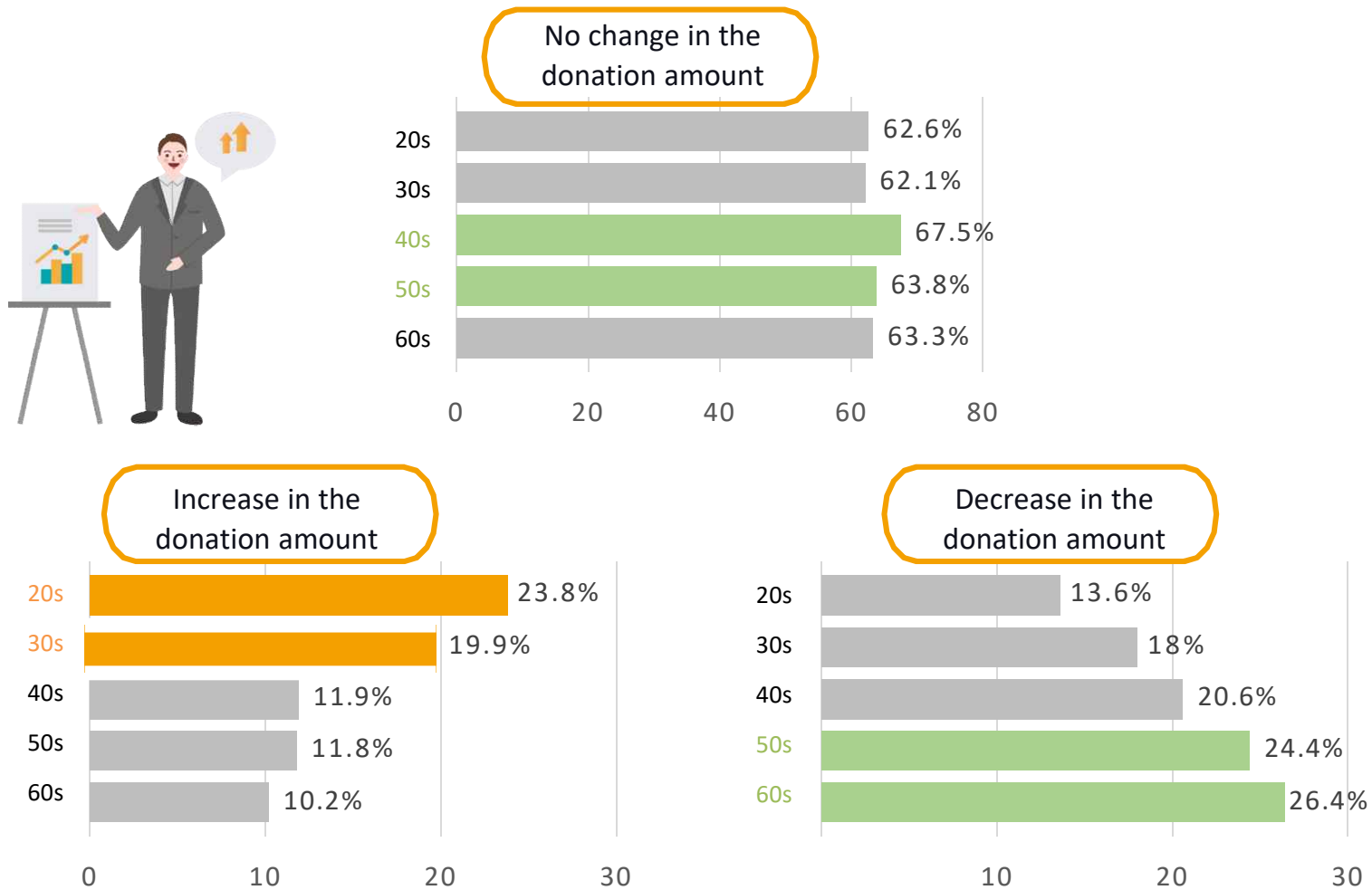
- The percentage of individuals who stopped providing was considerable in the 50s and 60s.
- The generations that changed or added recipients the most were the 20s and 30s.



Types of Public's Donation Behavior During the COVID19 Pandemic by Age Group



- For the donation amount, significant increases occurred in the 20 to 30s and significant declines occurred in the 50 to 60s.





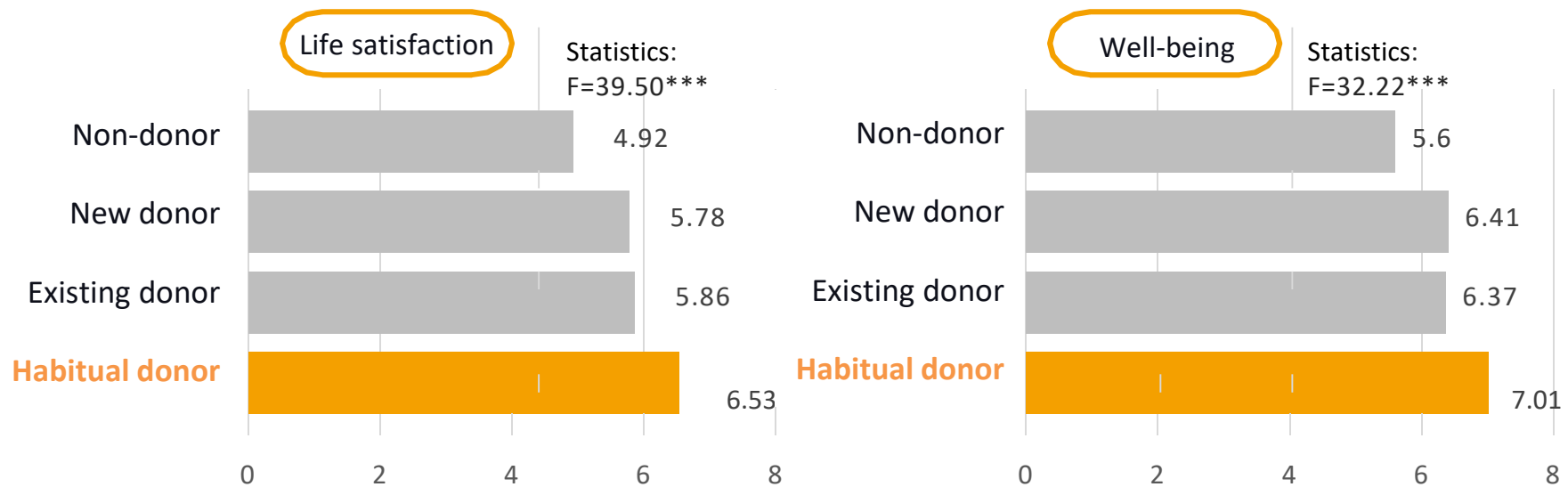
Are Donors Happy during the COVID-19 Pandemic?

- In general, the level of happiness is high in donors and volunteers.
 - Are donors happy during a social crisis such as the COVID-19 pandemic?
 - Is the donor's level of happiness different depending on the type of donation behavior during the pandemic?
-

Life Satisfaction and Well-being During the COVID19 by Type of Donation



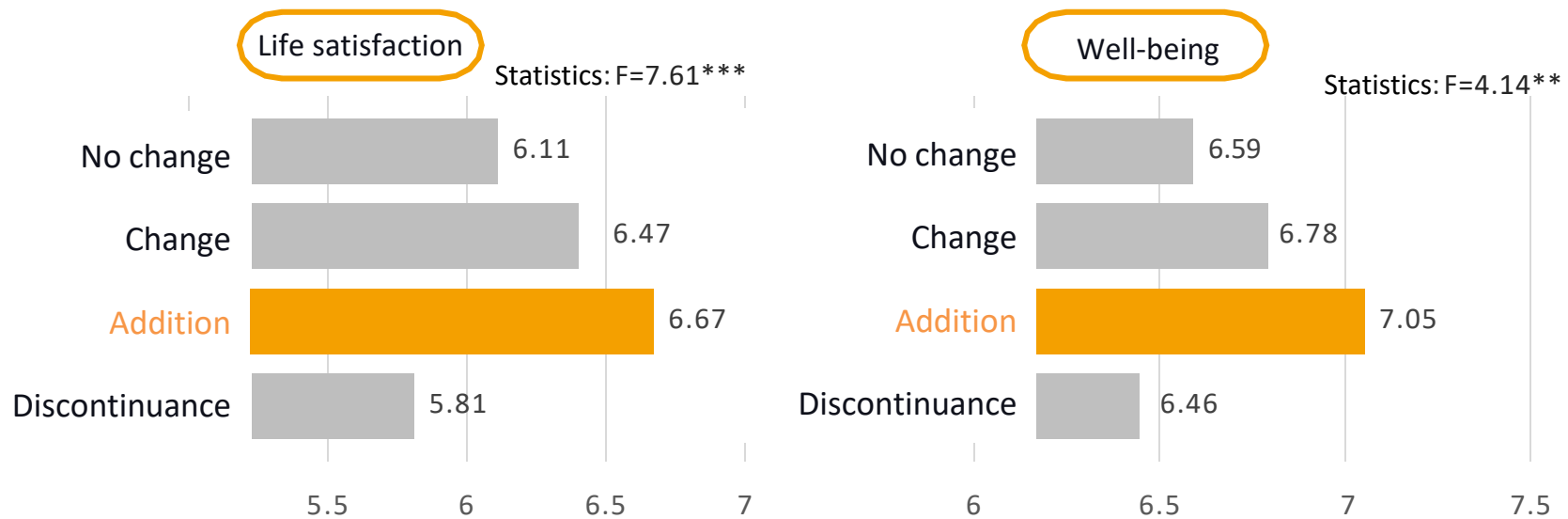
- Habitual donors showed the highest levels of life satisfaction and well-being.



Life Satisfaction and Well-being During the COVID19 by Type of Donation



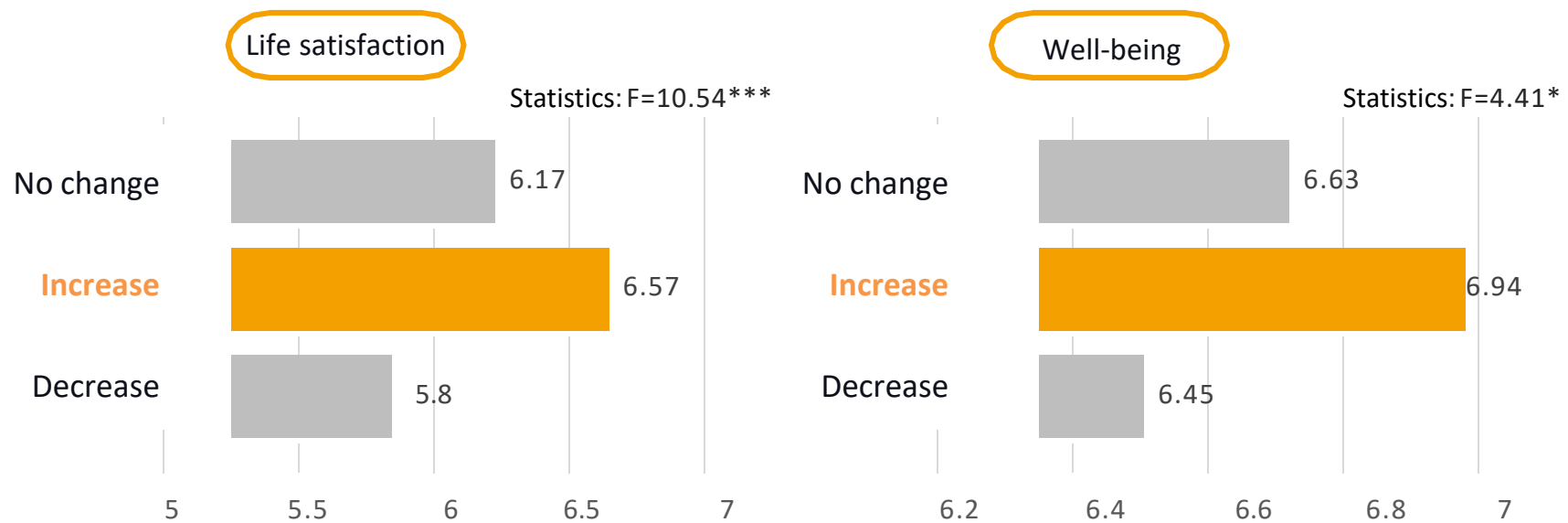
- Individuals who increased the number of recipient in response to the COVID-19 demonstrated the highest levels of life satisfaction and well-being.



Life Satisfaction and Well-being During the COVID19 by Type of Donation



- People who increased the donation amount showed the highest levels of life satisfaction and well-being.



Implication of the Research: Characteristics of Giving During the COVID19

- Are there any new donation opportunities? Do you make regular donations?
 - Are your actions temporary or impulsive? Difficulty estimating the amount of the donation
 - The significance of social responsibility and previous giving experience: The necessity of education
 - Rather than trust in NPOs consider the consequences of a disaster.
 - Participation of the younger generation in giving: Is there an interest in social issues?
Are the elderly unable to participate in activities?
 - Even during a crisis, happy people make generous donations.
 - If economic difficulties persist, how will individual giving change over time?
-

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변화



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