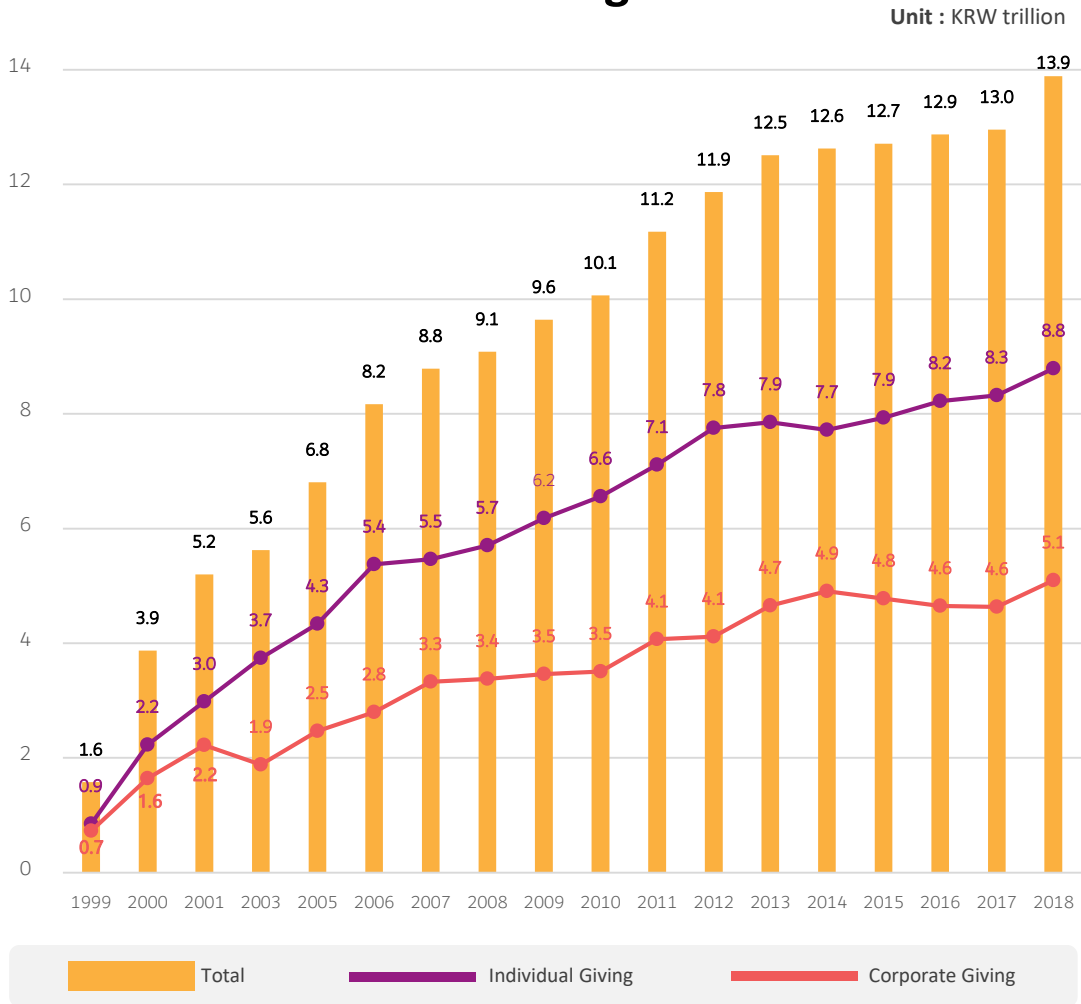




Find out the trends and perceptions of Koreans on charitable giving through the 20 years of research and study of Giving Korea, and see where Korea stands on a global scale.

Total Amount of Charitable Giving



Source: NTS Statistical Yearbook *Reflecting the inflation rate of 2018

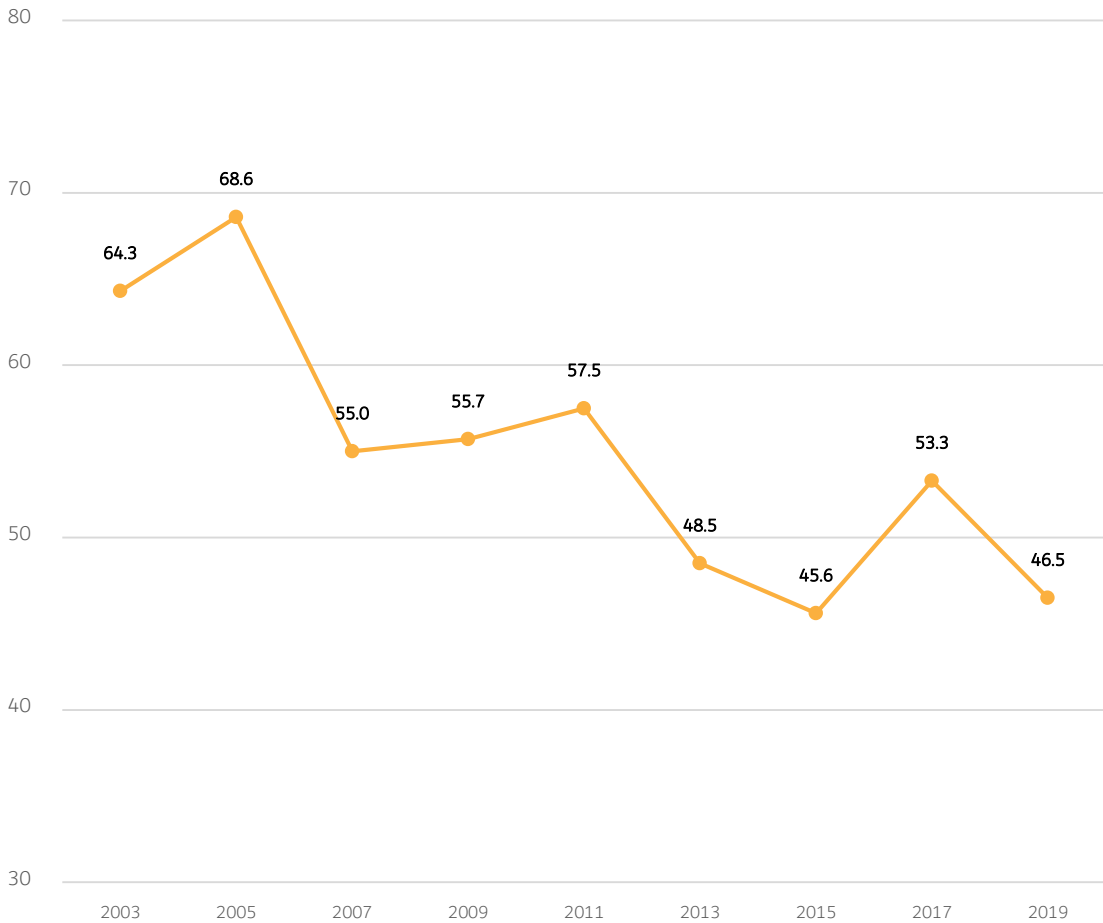
- The total amount of charitable giving can be calculated by looking at the individual donations and corporate donations reported to the National Tax Service. This does not include amounts unreported to receive tax benefits.
- The total amount of charitable giving was KRW 6.1 trillion in 2000, KRW 11.5 trillion in 2010, and KRW 13.9 trillion in 2018.
- The average amounts of individual giving and corporate giving for the past 20 years were 65% and 35%, respectively, and the total amount of individual giving has been exceeding the total amount of corporate giving since 1998.



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Rate of Participation in Charitable Giving

Unit : %



Source: Giving Korea

*The years 2003~2011 include direct giving to individuals such as relatives, homeless people, etc. This category has been excluded since 2013

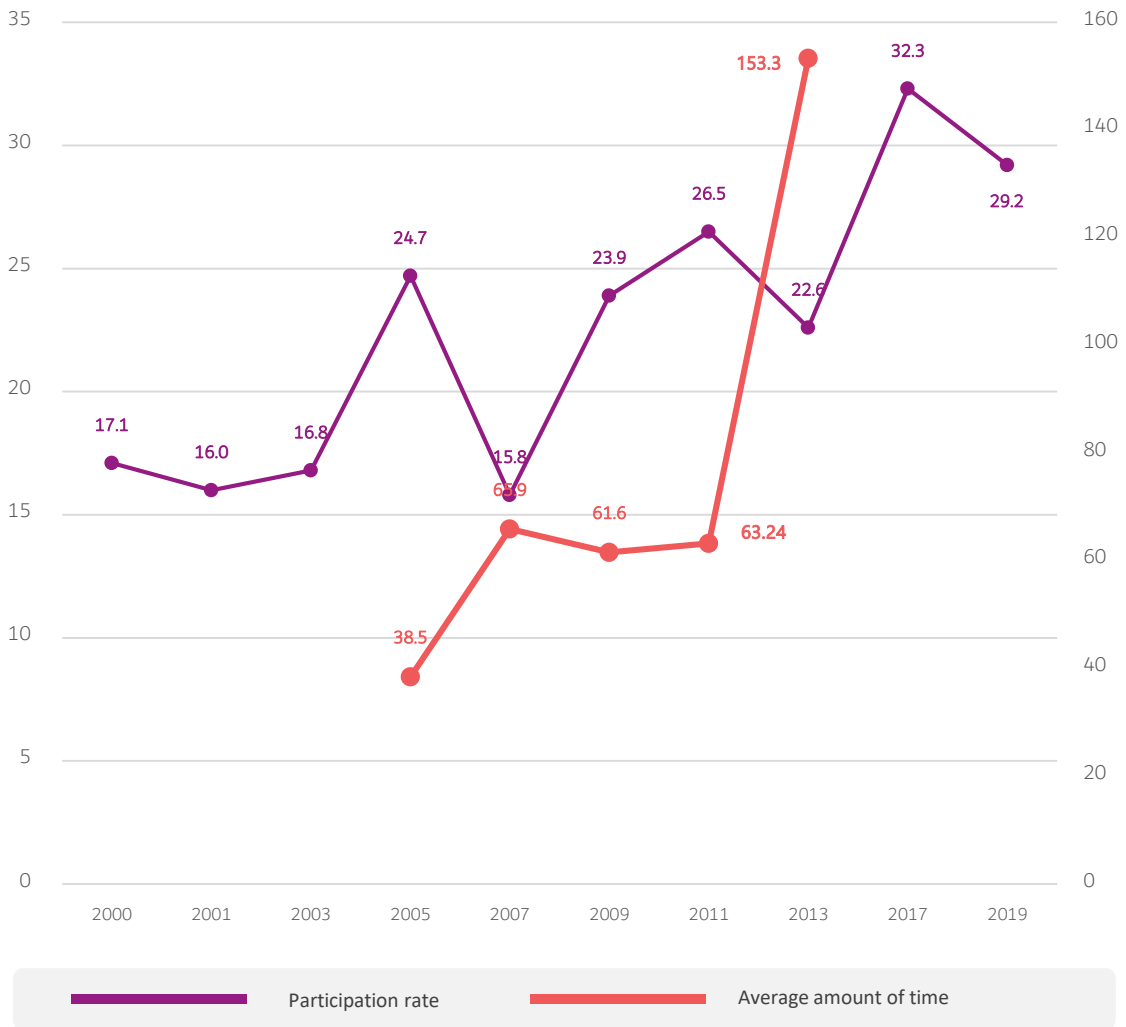
- The highest rate of participation in charitable giving was 68.6% in 2005, and it declined to below 50% in 2013.



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Volunteering Rate & Time

Unit : %, time



Source : Giving Korea

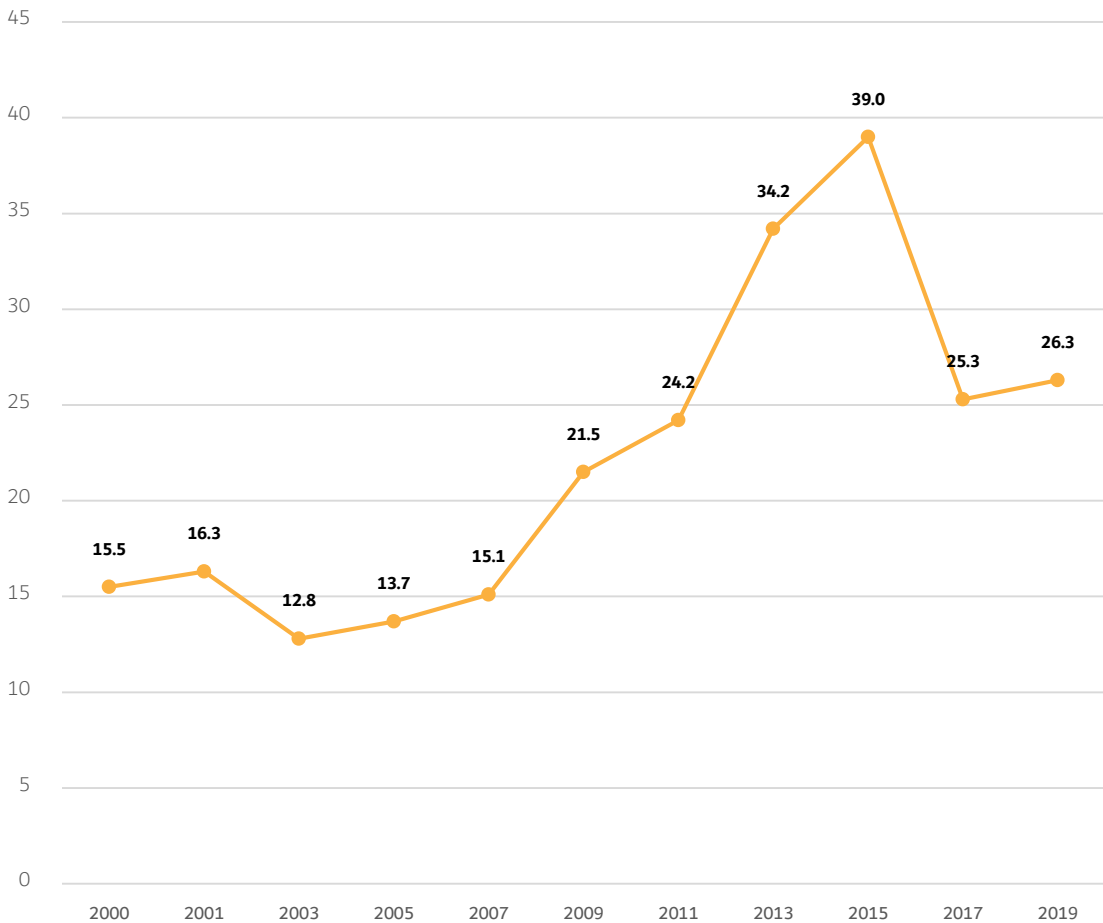
- The rate of volunteering increased from 17.1% in 2000 and 24.7% in 2005 to 32.3% in 2017 and 29.2% in 2019.
- The annual average of volunteering time also increased from 38.5 hours in 2005 and 65.9 hours in 2007 to 153.3 hours in 2013.



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Average Amount of Charitable Giving

Unit : KRW 10,000



Source : Giving Korea *Reflecting the inflation rate of 2018

*Apart from 2015, for every year there were no respondents with over KRW 100 million.

The average for 2015 has excluded donors of over KRW 100 million.

The average with these donors included is KRW 568 thousand.

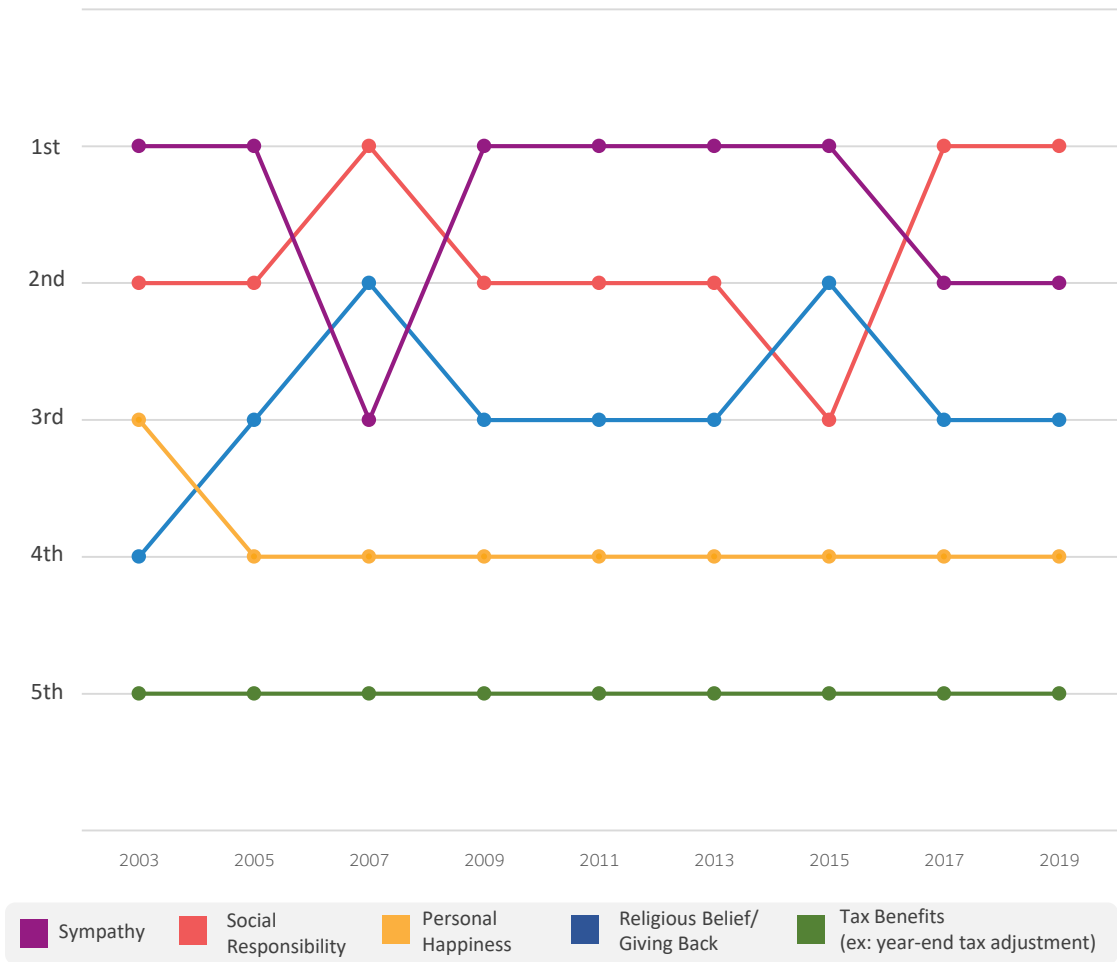
- The average amount of charitable giving was KRW 155-thousand in 2004, which increased to KRW 390-thousand in 2015, then reached KRW 253-thousand in 2017 and KRW 263-thousand in 2019.





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Ranking of Motives for Charitable Giving



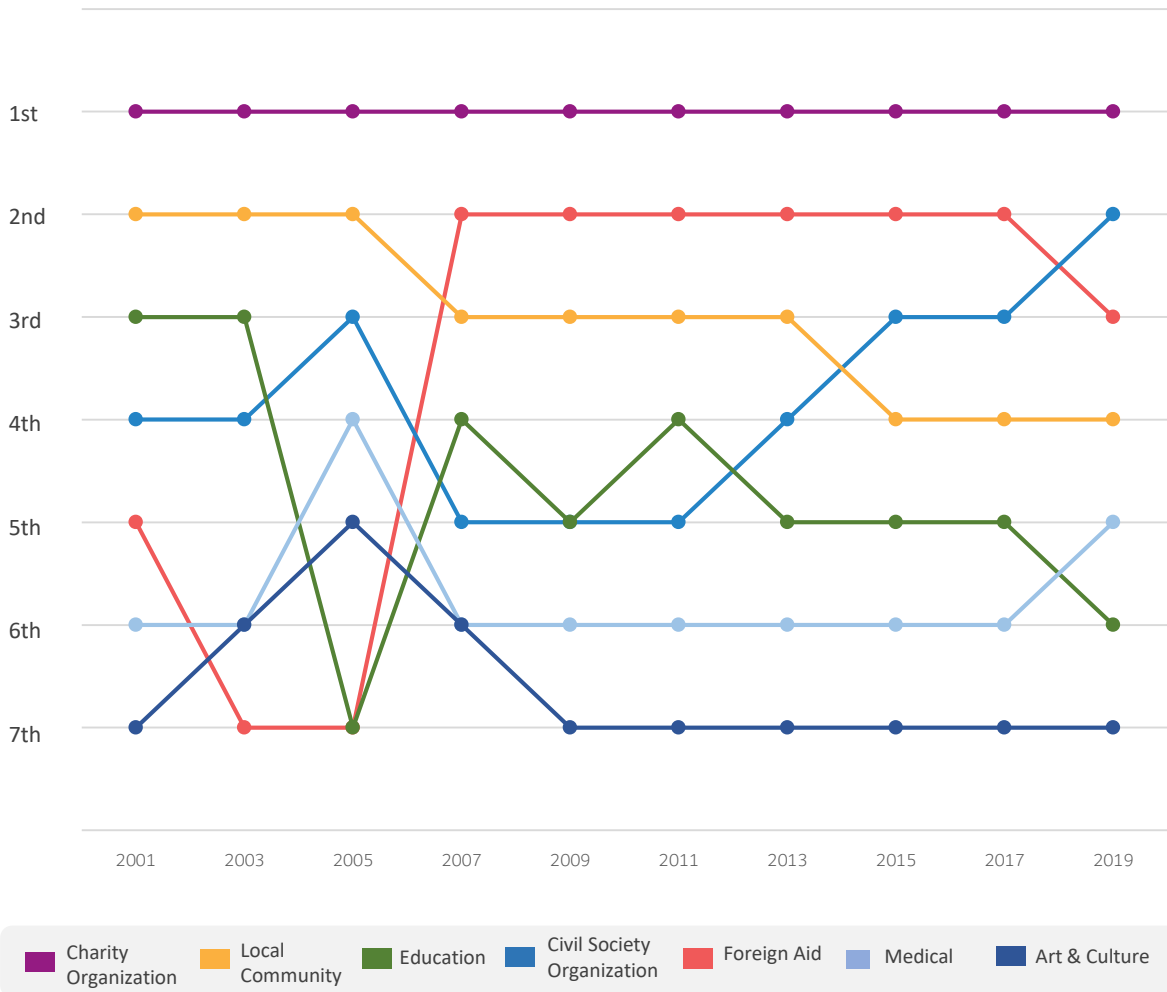
Source : Giving Korea

- Motives for giving ranked in order of strongest to weakest are as follows:
Sympathy > Social Responsibility > Personal Happiness > Religious Belief > Tax Benefits
- Sympathy was by far the strongest motive at 64.6% in early 2000, 18% higher than social responsibility at 26.6%. In 2017 and 2019, social responsibility was the strongest motive at 31.3% and 30.8%, respectively.



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Recipient Organization



Source : Giving Korea

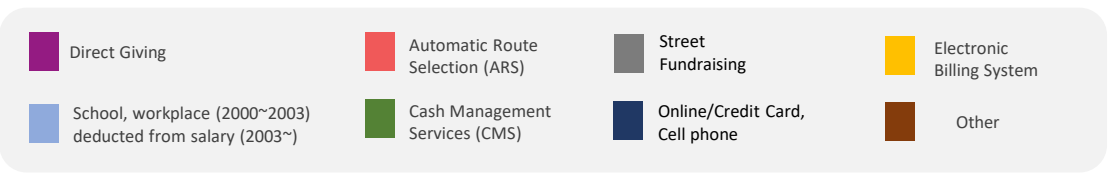
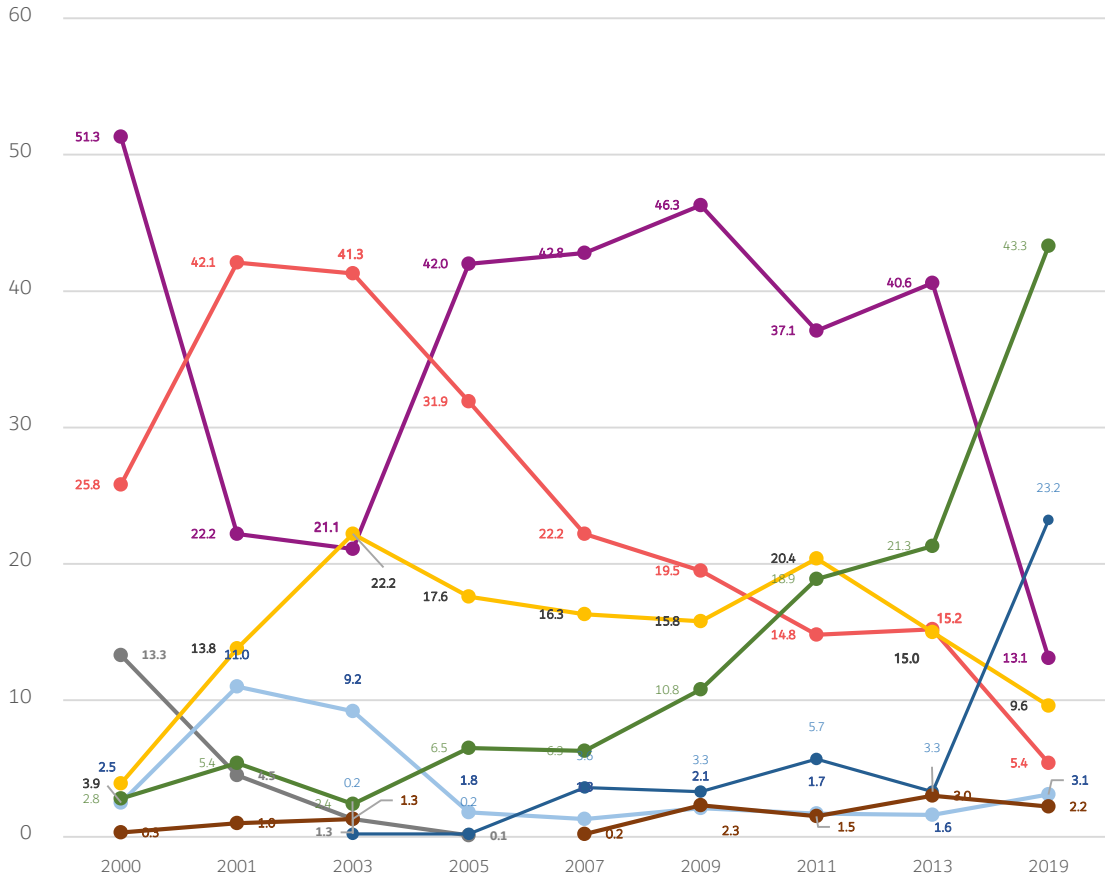
- Of the recipient organizations, charity organizations have consistently ranked first each year, followed by foreign aid, local community, civil society organizations, education, medical, art & culture.
- Foreign aid quickly rose to 2nd place in 2007 and has remained there for the most part.
- Civil society organizations are showing an increase every year, with a rapid rise since 2015 to reach 2nd place in 2019.



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Method of Charitable Giving

Unit : %



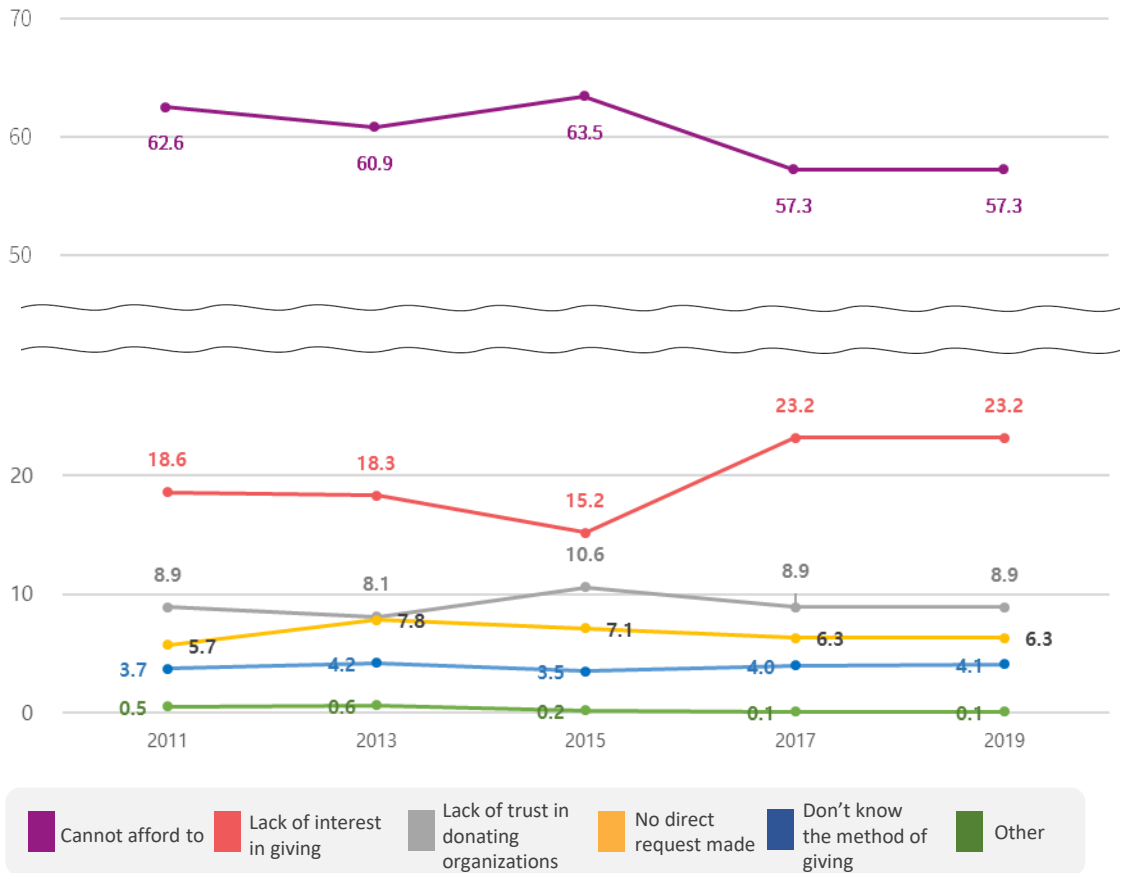
Source: Giving Korea

- Of the methods of giving, direct giving, ARS, street fundraising, and electronic billing system have decreased while CMS, online/credit card, cellphone have increased
- ARS increased from 25.8% in 2000 to 41.3% in 2003, then showed a continuous decrease to 6.2% in 2019.
- CMS has increased the most from 2.8% in 2000 to 50% in 2019.
- Online/Credit card, cellphone increased from 0.2% in 2003 to 24% in 2019.



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Reasons for Not Giving



Source: NTS Social Survey

- Reasons for not giving ranked in the following order:
Cannot afford to > Lack of interest in giving > Lack of trust in donating organizations > No direct request made > Don't know the method of giving