

Giving
Korea 2008



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 2008

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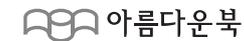
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Giving Korea 2008



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Foreword

The Beautiful Foundation, an organization which pursues social change by means of supporting a culture of philanthropy, is publishing its eighth Giving Korea.

Giving Korea is a research report on South Korean giving culture. It alternates between publishing the results of research on individual giving and on corporate social responsibility. The research data accumulated over the past eight years show the trends in South Korea's philanthropic tendencies and are widely used as the country's main giving index.

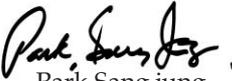
Giving Korea 2008 consists of two parts: survey results on South Koreans' giving and volunteering in 2007 and analysis of South Koreans' giving and volunteering behaviors. This research reveals that although popular participation in giving has declined due to the sluggish economy, the average amount of donation and volunteering hours has increased, demonstrating that the culture of philanthropy as a daily practice is taking root in society. More people are participating in giving from a sense of social responsibility rather than out of sympathy, indicating that the country is in a transitional period towards a more mature philanthropic culture.

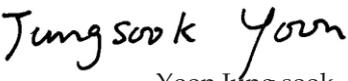
The results of this research, along with trends and prospective of the philanthropic culture of five other countries, were presented at the 8th International

Symposium "Giving Korea 2008". The International Symposium provided the first chance to compare the giving culture of a group of nations and seek methods for further development.

We hope this English language version of Giving Korea 2008 is used as a guide by those who hope to learn more about South Korea's giving practices and also that it contributes to the further development of global philanthropic culture.

Finally, we would like to extend our deep gratitude to Yuhan-Kimberly, who co-hosted the International Symposium "Giving Korea 2008," and to Research and Research, who contributed to the survey for this project.


Park Sang jung
Chairperson


Yoon Jung sook
Executive Director

발 간 사

나눔을 통해 사회의 변화를 추구하는 ‘아름다운재단’은 어느새 8번째 기빙코리아(Giving Korea) 연구보고서를 발간하게 되었습니다.

한국의 기부현황을 진단하는 연구인 기빙코리아(Giving Korea)는 한국인 기부지수와 기업사회공헌활동에 대한 연구결과를 격년으로 발표하고 있습니다. 올해로 8년 동안에 걸쳐 축적된 연구 자료는 우리나라의 기부문화 트렌드를 보여주며 한국의 대표적인 기부지수로 활용되고 있습니다.

더욱 정교해진 기빙코리아 2008(Giving Korea)은 ‘2007년도 한국인의 기부 및 자원봉사에 대한 국민여론조사결과’와 ‘한국인의 기부 및 자원봉사 행동에 관한 분석’으로 구성되어 있습니다. 연구를 통해 경제악화로 기부참여율은 감소하였으나 평균 기부금액과 자원봉사시간의 증가하여 일상생활 속의 실천으로서 기부문화가 자리 잡아감을 발견하였고, 사회적 책임에 기반한 기부참여의 증가는 한국사회가 동정심에 기인한 기부에서 진일보, 성숙한 기부문화를 형성해가는 시기임을 진단할 수 있었습니다.

기빙코리아2008의 연구결과는 ‘국제기부심포지엄 Giving Korea 2008’에서 해외 5개국의 기부문화에 대한 현황, 전망과 함께 발표되었는데, 이는 세계기부문화를 한 자리에서 비교, 함께 발전방안을 모색한 최초의 시도로 의미했다는 평가를 받고 있습니다.

이번 영문으로도 발간된 기빙코리아 2008(Giving Korea2008)이 한국사회의 기부문화를 세계에 알리고 한국을 넘어 전 세계기부문화 발전에 이바지하는데 도움이 되길 기대해봅니다.

마지막으로 ‘국제기부심포지엄 Giving Korea 2008’을 공동주최로 아낌없는 지원을 해주신 (주)유한김벌리와 기빙코리아 연구조사비를 협찬해주신 (주)리서치앤리서치에 진심으로 감사를 드립니다.

아름다운재단 이사장
박상중

아름다운재단 상임이사
윤정숙



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)

Chapter 1. Overview

1. Objective

To explore the status and public awareness of giving and volunteering in South Korea in 2007, help establish a healthy culture of philanthropy, and generate useful data as references for developing policies related to philanthropy.

2. Design and Fieldwork

Respondents	Men and women over age 19, nationwide (except Jeju Island)
Sample	1,016 persons
Standard Error	Confidence level 95% \pm 3.1%
Survey Method	Face-to-face interviews
Sampling	Phase 1: Multi-stage area sampling - survey point selection Phase 2: Quota sampling - interviewee selection Refer to Section 3, Sampling Method for details
Research Period	June 16, 2008-July 20, 2008
Research Agency	Research & Research, Inc. (CEO No Kyu-hyung)

3. Sampling Methodology

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, myun)

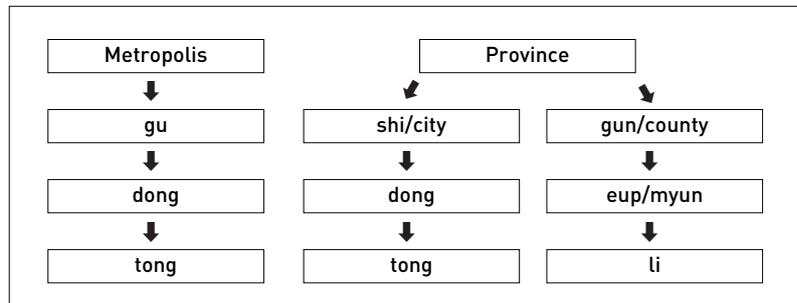
■ Population-Proportionate Allocation

- Number of sampling points (guideline: ten persons per sampling point) per region calculated by consideration of the population of each stratified region

■ Multi-stage area sampling

- Through three stages, randomly selected dong/ri, which constitute sampling points

Processed automatically by the R&R Sampler program



■ Occupation-Proportionate Allocation

- Allocation by occupation, referring to December 2007 Demographics and Employment Trends for Q3 2006 (Ministry of Labor)

- Performed to avoid over-sampling of particular occupations, such as housewives,

Occupation	%
Agriculture, Fishery, and Forestry	5
Self-employed	15
Blue collar	20
White collar	20
Housewife	25
Student	5
Unemployed/other	10

who may be more likely to be present in the home.

Phase 2: Quota sampling

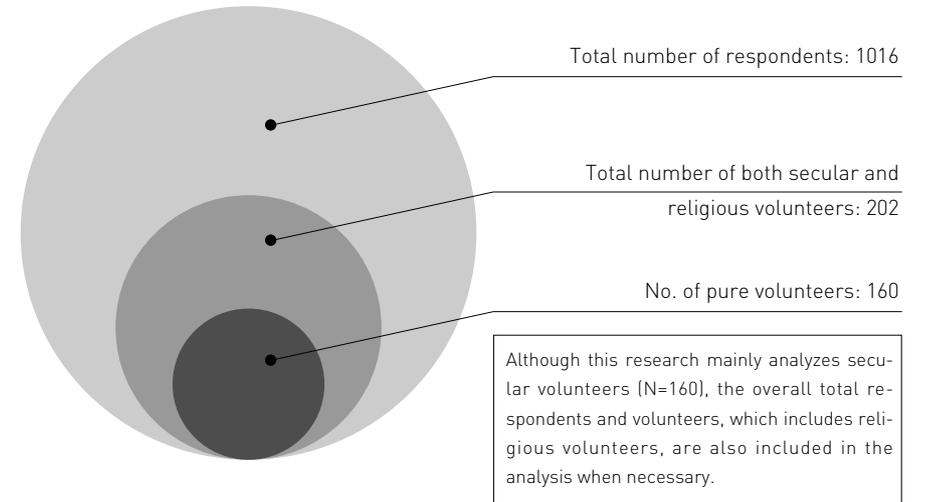
■ At the sampling points, the final respondents were selected by quota sampling stratified by gender, age, and population proportion.

4. Composition of Sample

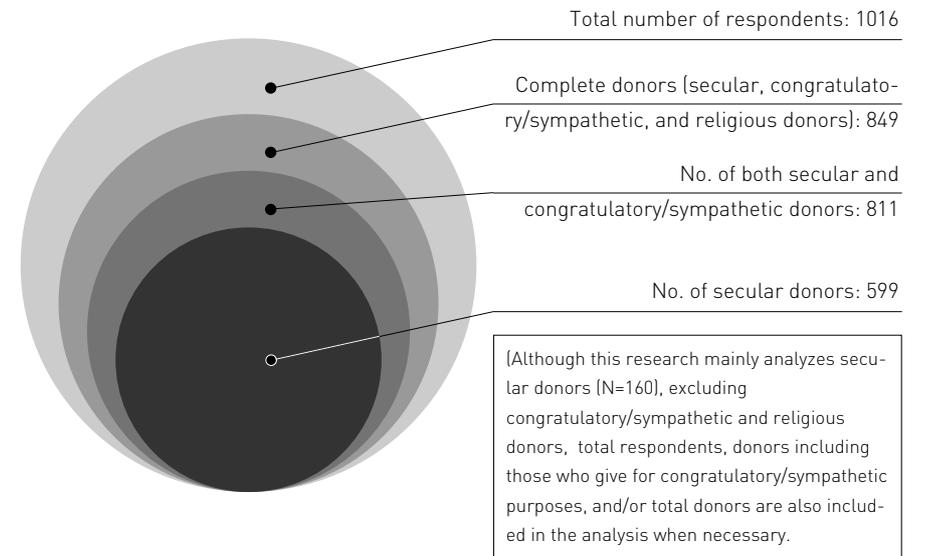
	Total	No. of Cases	%
		1,016	100.0%
Sex	Male	497	48.9%
	Female	519	51.1%
Age	20-29	211	20.8%
	30-39	233	22.9%
	40-49	232	22.8%
	50 and over	340	33.5%
Education	Junior high or below	139	13.8%
	High school	460	45.7%
	College and above	408	40.5%
Occupation	Agriculture/Forestry/Fishery	51	5.0%
	Self-employed	156	15.4%
	Blue collar (labor)	201	19.8%
	White collar (clerical)	202	19.9%
	Housewife	256	25.2%
	Student	54	5.3%
	Unemployed/other	96	9.4%
Place of Residence (region)	Seoul	220	21.7%
	Incheon/Gyeonggi	255	25.1%
	Busan/Ulsan/Gyeongnam	98	9.6%
	Daegu/Gyeongbuk	135	13.3%
	Gwangju/Jeolla	109	10.7%

	Daejeon/Chungcheong	165	16.2%
	Gangwon	34	3.3%
Personal Income	0.49 mil. Won/mo. and below	12	1.9%
	0.5-0.99 mil. Won/mo.	44	6.9%
	1.0-1.99 mil. Won/mo.	240	37.5%
	2 mil. Won and over/mo.	344	53.8%
Household Income	0.99 mil. Won/mo. and below	22	2.2%
	1.0-1.99 mil. Won/mo.	96	9.7%
	2.0-2.99 mil. Won/mo.	243	24.6%
	3 mil. Won and over/mo.	628	63.5%
Family Size	1person	42	4.1%
	2persons	125	12.3%
	3persons	210	20.7%
	4persons	501	49.3%
	5 or more persons	138	13.6%
Economically active family members	1person	465	46.8%
	2persons	414	41.7%
	3persons	84	8.5%
	4persons	25	2.5%
	5 or more persons	5	0.5%
Place of Residence (size)	Metropolis	481	47.3%
	Mid/small sized city	344	33.9%
	Gun/town	191	18.8%
Marital Status	Single	245	24.1%
	Married	737	72.6%
	Divorced/Widowed	33	3.3%
Religion	Protestant Christian	224	22.2%
	Catholic	68	6.7%
	Buddhist	226	22.4%
	None	491	48.7%

※ Composition of volunteers by recipients of volunteering



※ Composition of donors by recipients of giving



5. Guide to Statistical Tables

Significance testing program was used

- Tables show differences among groups → Maximize the benefits of tables

【 표 2 】 ARS 사용 관리성

문 2 | ARS의 사용관리성, 즉 사용결과 등의 편리한 정도에 대해 어느 정도 만족하십니까?

구분	체	(N)	만족도		만족률 (%)		[만족률만]		[만족률만]		[만족률만]	
			매우만족	만족	매우만족	만족	매우만족	만족	매우만족	만족	매우만족	만족
전체	■	(600)	61.88	52.5	2.2	14.5	30.8	30.7	13.8			
지역별	■											
수도권	■	(200)	61.13	48.0	3.0	10.5▼	38.5▲	35.0	13.0			
대도시	■	(100)	61.50	52.0	4.0	14.0	30.0	36.0	16.0			
중대도시	■	(100)	61.50	53.0	2.0	14.0	31.0	42.0	11.0			
지방	■	(100)	60.75	53.0	1.0	20.0↑	26.0	41.0	12.0			
비수도권	■	(100)	65.25	61.0↑	.0	18.0	21.0▼	43.0	18.0			
성별	■											
남자	■	(296)	62.42	53.4	1.7	14.9	30.1	38.9	14.5			
여자	■	(304)	61.35	51.6	2.6	14.1	31.6	38.5	13.2			
연령별	■											
10대	■	(89)	73.03▲	74.2▲	1.1	6.7▼	18.0▼	47.2↑	27.0▲			
20대	■	(345)	62.25	51.6	1.4	12.2↓	34.8	39.1	12.5			
30대	■	(107)	58.18	45.8	3.7	19.6↑	30.8	31.8	14.0			
40대 이상	■	(59)	49.58▼	37.3▼	5.1↑	30.5▲	27.1	35.6	1.7▼			
이용시기	■											
요금	■	(300)	60.25	50.0	3.3↑	14.3↓	32.3	38.0	12.0			
비요금	■	(300)	63.50	55.0	1.0↓	14.7	29.3	39.3	15.7			
문의내용	■											
통화	■	(43)	57.56	51.2	7.0▲	15.3	25.6	41.9	9.3			
요금	■	(178)	60.39	51.1	3.4	18.0	27.5	36.0	15.2			
정보/서비스	■	(87)	63.79	51.7	.0	13.8	34.5	34.5	17.2			
담당기관	■	(38)	64.47	55.3	.0	13.2	31.6	39.5	15.8			
변경	■	(199)	62.94	54.8	1.5	12.6	31.2	42.2	12.6			
행복카드발행	■	(39)	60.26	46.2	.0	10.3	43.6↑	41.0	5.1			
기타	■	(16)	64.06	56.3	6.3	12.5	25.0	31.3	25.0			

Interpretation

▲/▼: show significant difference at the significance level of 0.05

↑/↓: show significant difference at the significance level of 0.10

- Data tables contain a comprehensive amount of data but are often overlooked; one of the main reasons is that it is difficult to examine the numerical differences between the data, let alone their statistical significance.
- The Significance Check-up Program developed by Research & Research uses extensive data, including ratios, mean values and the number of samples in order to bring to light any significant difference among groups and produce the results in the Output section.)

Chapter 2. Summary

Volunteering in 2007

- While only 15.8% of the respondents participated in secular volunteering, 80.1% stated they had not. The percentage of both secular volunteers and religious volunteers was 19.9%. The proportion of those who volunteered had increased by 7.9 percentage points between the 16.8% recorded in 2003 and the 24.7% in 2005; however, the 2007 figure, 15.8%, shows a drop of 8.9 percentage points since 2005.
- According to a question allowing multiple answers as to the recipients of volunteer activities, the areas most favored by secular volunteers (N=160) were “charitable organizations (36.9%)”, followed by “public organizations/local communities (29.4%)”, activities through “religious institutions (12.5%)”, “educational institutions (10.6%)”, “environmental groups (9.4%)”, and “neighbors (8.1%)”.
- The average hours spent volunteering by secular volunteers (N=160) was 52.1 hours in 2007, an increase of 13.3 hours compared to 2005, when the figure approached 40 hours. The average volunteering hours per capita increased by 2.2 hours from 7.4 hours in 2003 to 9.6 hours in 2005. However, the figure decreased by 1.4 hours to 8.2 hours in 2007.

- ⊙ Those who participated in volunteer work spent the highest average volunteering hours for religious organizations, with 78.8 hours, and then for charitable organizations with 49.5 hours, educational institutions with 44.0 hours, public organizations/local communities with 43.1 hours, volunteer activities through religious organizations with 35.6 hours, acquaintances (excluding family) with 18.8 hours, and environmental groups with 17.9 hours.
- ⊙ While 39.5% of secular volunteers (N=160) replied that they volunteered regularly (weekly 9.4%; monthly 16.3%; quarterly 13.8%), 56.9% reported themselves to be volunteering “irregularly”. 3.6% did not respond to the question. The 2007 number of regular volunteers showed a 6.9 percentage point increase compared to 2005, demonstrating a continuous increase since 2001.
- ⊙ As to channels of awareness of the recipients of where secular volunteers (N=160) spent the most hours volunteering, PR and requests from facilities/institutions/groups (25.6%) was the most common, followed by acquaintances (24.4%), personal meetings (16.3%), work or employers (8.8%), religious organizations (8.1%), family (5.6%), and mass media (5.0%). 6.3% did not respond.
- ⊙ Regarding the types of activities secular volunteers (N=160) performed at the location where they spent the most volunteering hours, “simple labor (85.6%)” was the most common response. Only 4.4% answered “provision of expertise” and 1.3% “both”. “No response” tallied 8.8%.

Giving in 2007

- ⊙ Secular donors amounted to 55.0% of total respondents, a decrease of 13.6 percentage points from 2005. Those giving, including religious and congratulatory/sympathetic contributions, were 83.5%.
- ⊙ The most favored recipient of secular donors (N=559, multiple answers) was charitable organizations (71.2%), followed by unacquainted individuals (19.7%), donations through religious organizations (16.5%), acquaintances excluding family (9.5%), overseas relief efforts (9.3%), and public organizations/local communities (6.8%). If including religious and congratulatory/sympathetic donors, congratulatory/sympathetic contributions took up 79.7% and religious donations 30.7%.
- ⊙ 66.7% of the respondents (N=1,016) made congratulatory/sympathetic donations, a 7.5 percentage point decrease from 2005. Participation in religious giving also fell by 4.0 percentage points since 2005 to 25.7%.
- ⊙ The average amount of giving in 2007 was 199,000 Won (N=559), which makes the average amount of giving per capita (N=1016) to be 109,000 Won. Compared to 2005, secular donations increased by 96,000 Won and per capita giving by 39,000 Won. The average amount of giving including congratulatory/sympathetic contributions was 686,000 Won (N=811); if religious donations are included, the figure reaches 934,000 Won (N=849).
- ⊙ Among all donations by type, including secular, religious, and congratulatory/sympathetic contributions, religious donations were 30.7%.

tory/sympathetic contributions, religious giving was the highest with 906,000 Won, followed by congratulatory/sympathetic giving at 658,000 Won, acquaintances excluding family at 481,000 Won, giving through religious organizations at 324,000 Won, political institutions at 248,000 Won, overseas relief efforts at 139,000 Won, educational institutions at 127,000 Won, environmental protection at 124,000 Won, charitable organizations at 84,000 Won, medical institutions with 63,000 Won, public organizations/local communities with 61,000 Won, unacquainted individuals such as beggars at 23,000 Won, and other with 139,000 Won.

- ⊙ When asked about the percentage of their income that they would be willing to donate for charitable purposes outside of religious and congratulatory/sympathetic contributions, the respondents reported that they were willing to donate 2.13% of their income on average.
- ⊙ The top three recipients of secular donations were charitable organizations (30.29%), donations through religious organizations (26.88%), and acquaintances (22.96%). Overseas relief efforts received 6.50% of secular giving, political organizations 3.13%, unacquainted individuals such as beggars 2.29%, public organizations 2.10%, educational institutions 1.37%, environmental groups 0.67%, medical institutions 0.23%, and arts and culture groups 0.20%. The proportion of secular giving in total donations including religious and congratulatory/sympathetic purposes was 14.0%.
- ⊙ When compared to 2005, congratulatory/sympathetic contributions rose by 134,000 Won and religious contributions by 399,000 Won.

- ⊙ 16.6% of secular donors (N=559) replied that they gave regularly (weekly 0.5%; monthly 12.2%; quarterly 3.9%), while 80.4% reported themselves to be giving on an irregular basis. The no response rate was 3.0%. This result shows that the number of regular donors has decreased since 2003.
- ⊙ Regarding the channels by which they became aware of the recipients to whom they gave most frequently, 27.9% of secular donors (N=559) pointed to “ mass media ”. To the same question, 9.5% answered “ family ”, 9.3% “ acquaintances ”, 6.6% “ religious groups ”, 4.7% “ as an individual participating in other groups ”, 3.0% “ work ”, and 0.9% “ Internet ”. 12.9% answered “ Don ’t know ”.
- ⊙ In methods of giving by secular donors (N=559), “ directly in person ” was the top selection with 42.8%, followed by “ ARS call ” (22.2%), “ GIRO ” (16.3%), “ CMS wire transfer ” (6.3%), “ online ” (3.6%), “ automatic deduction from wages ” (1.3%), and “ donation of rice ” (0.2%). 7.5% did not respond to the question.
- ⊙ As for internal reasons for giving, 26.8% of the secular donors (N=559) reported that they gave because of “ responsibility towards the society ”. The next most common answer was “ because of the philanthropic traditions of my family ” (24.7%), followed by “ to help needy, underprivileged people ” (20.8%), “ for personal satisfaction ” (15.9%), and “ religious belief ” (10.7%). 0.2% gave miscellaneous answers and 0.9% none or no response. Compared to 2005, the answer “ to help needy, underprivileged people ” decreased by 13.9 percentage points while “ the philanthropic traditions of family ” in-

creased by 6.4 percentage points.

- ⊙ When asked about external factors that influenced secular donors (N=559) about giving, 46.0% answered “ requested by organizations/institutions ”, 23.4% “ stimulus from someone I care about ”, 17.4% “ because people around me donate ”, 8.9% “ financial affordability ”, and 2.5% “ tax benefits ”.
- ⊙ Non-giving respondents (N=207) were queried about their reasons for not giving. The top response, which scored 40.1%, was “ not interested in donation ”. The next highest answer was “ have insecure present and future income ” with 22.2%, followed by “ couldn't trust the donation recipients ” at 14.5%, “ haven't been asked directly for donation ” with 12.1%, “ don't think it's my obligation ” with 7.7%, and “ didn't know how and where to donate ” with 2.9%. No response rate was 0.5%.
- ⊙ 66.3% of the respondents stated they intend to donate within the next one year, which is more than double the figure of those who do not intend to do so (29.1%). 4.5% did not respond to the question. At the same time, secular donors (N=559) showed greater willingness to donate, 85.2%, higher by a margin of 18.9%.
- ⊙ The willingness to give marks a decrease of 9.1 percentage points from 75.4% in 2005.
- ⊙ In a question about considerations for donation, “ reliability of organiza-

tions/institutions requesting donation ” received 75.4 points on a 100 point scale; “ the recipients ” earned 75.1, “ choice of a donation amount ” 75.0, “ effectiveness of the donation on improving society ” 68.3, and “ simplicity, convenience of donation process ” 68.3.

- ⊙ Regarding responses to a question asking about considerations for donation through charities or fundraising organizations, “ financial and operational transparency of the organization ” earned 77.0 on a 100 point scale. “ Beneficiaries of the organization's services ” received 74.5, “ significance of the organization's activities in improving society ” 72.2, “ reputation, significance of the organization ” 65.7, “ continuous updates on the use of donated resources, organization information ” 65.5, and “ benefits offered to donors ” 57.4. “ Financial and operational transparency of the organization ” similarly topped the list for determining donations in the 2004 and 2006 surveys.
- ⊙ When asked about desired areas for their donations to support (multiple answers), 80.5% answered “ charitable and social service fields ”, 38.2% “ medical field ”, 32.8% “ local community development ”, 18.7% “ education and research ”, 14.9% “ environment and species conservation ”, 9.5% “ overseas relief ”, and 5.0% “ culture and artistic development ”.
- ⊙ When the desired areas for support were limited to the social service sector, “ children's welfare ” was the most favored with 33.4%, followed by “ seniors' welfare ” 21.8%, “ underprivileged households ” 18.4%, “ the disabled ” 17.9%, “ youth services ” 5.9%, and “ women's welfare ” 2.1%.

- ⊙ In terms of the issues they prefer to support, 55.4% of respondents pointed to “ issues of the local community ”, 29.5% “ domestic social issues ”, 11.0% “ issues of the communities to which I am related ”, and 3.8% “ pressing issues in the international community ”. 0.2% did not respond.

Bequest donation in 2007

- ⊙ Asked if they are willing to donate some part of their estate, 19.2% answered yes while 67.6% said no.
- ⊙ Compared to 2005, the proportion of those who replied positively was reduced, while no response increased by 7.7 percentage points from 5.5% to 13.2%.
- ⊙ Those who showed willingness to donate by bequest said they might donate about 28.8% of their total bequest, on average.

Philanthropy education in 2007

- ⊙ Considering only those who had experienced giving from elementary school through college (N=896), 70.3% answered they had helped individuals with cash or property. 66.0% saw their parents donate to needy people; 63.1% received philanthropy education at school or from organizations; 57.9% saw their parents volunteer for needy people; and 56.7% par-

ticipated in obligatory volunteering or donations at school.

- ⊙ In a question targeting who is responsible for philanthropy education, “ parents or at home ” received 70.2 on a 100 point scale, “ the school system ”68.4, “ mass media ”67.6, and “ the communities ”66.2.

Online donation

- ⊙ Asked if they have ever practiced online donation, only 2.6% said yes while 97.4% answered no, demonstrating that online donation remains uncommon.
- ⊙ 65.4% of those who have experience with online donation (N=26) said online donation is useful because of the simple donation procedure. 34.6% liked it for choice of small donations, 19.2% for availability of diverse payment methods, 3.8% for transparency, and another 3.8% for easy access to a wide range of beneficiaries. 3.8% did not answer the question.
- ⊙ Among those who confessed they had experienced a change after practicing online donation (N=21), 19.0% said they came to give more and 38.1% said they gave more often. 100.0% said they would continue to give over the Internet.
- ⊙ As to reasons for not giving online, 39.6% of those with no experience of online donation (N=990) answered “ not interested in online donations or

haven't had a chance. 25.4% said they do not trust the information on the beneficiaries provided on the Internet while 17.3% replied that it is because they are more familiar with existing donation methods. 13.6% showed concerns about theft of private information.

South Korea's giving culture

- ⊙ The survey respondents were generally positive about South Korea's giving culture. Among the statements given, in particular, "Korea's giving culture has been more active in general compared to years ago" obtained 64.5 on a 100 point scale. On the other hand, the statement "My donations have increased in general compared to years ago" received 51.3 points.
- ⊙ Asked about what is most needed to further promote Korea's giving culture, 25.2% said Korea needs to "promote philanthropy education". "Increase cases of model donations" was the second most common response with 23.4%, followed by "increase transparency and reliability of nonprofit organizations" 19.6%, "expand systematic support" 16.1%, "diversify donation methods" 9.4%, "increase donation requests from nonprofit organizations" 3.1%, and "raise awareness of giving" 3.1%. No response rate was 0.2%.
- ⊙ Regarding level of trust towards organizations/institutions, charitable organizations received the highest score with 70.0 on a 100 point scale, followed by educational institutions (60.1), social service organizations (59.5),

civil organizations (57.9), medical institutions (56.4), arts and culture institutions (52.3), religious organizations (52.1), media enterprises (49.0), judicial institutions (46.6), and local governments (43.6).

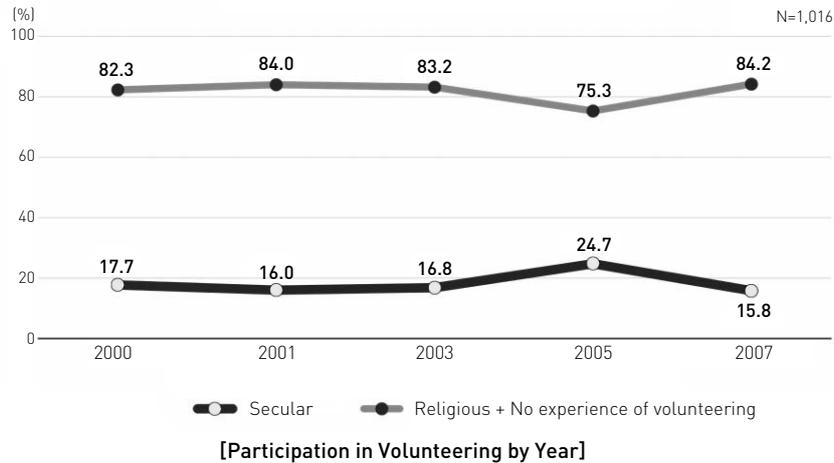
- ⊙ Among the top eight organizations/institutions, public trust in charitable organizations, civil organizations, and medical institutions has been on the rise over the years while trust in social service organizations and media enterprises remains constant. However, trust in religious organizations seems to be deteriorating.
- ⊙ Considering the bottom eight organizations/institutions, trust in judicial institutions has risen significantly and trust in local and central governments has also gone up to some extent. Trust in large corporations and small and medium enterprises has dropped.

Chapter 3. Result Analysis

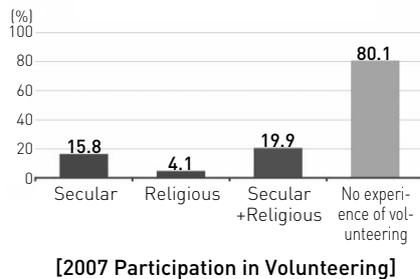
I . Volunteering

1. 2007 Participation in Volunteering

Q) Have you participated in "volunteer activities" in the past year - from January through December of 2007?



Only 15.8% of respondents participated in secular volunteer work, while 80.1% did not. Participation in combined secular and religious volunteering was 19.9%.



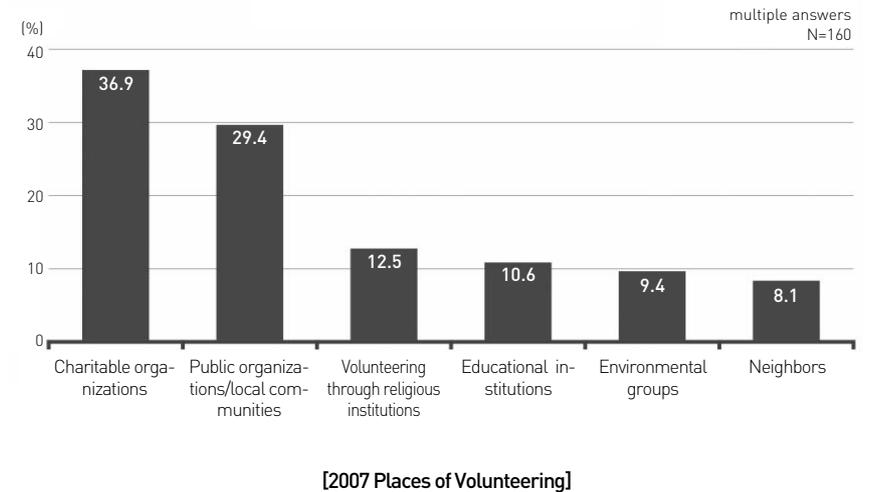
Participation in secular volunteering increased by 7.9 percentage points from 16.8% in 2003 to 24.7% in 2005 before falling to 15.8% in 2007.

Socio-demographic analysis

The response "Yes" was relatively frequent among the following respondents: people in their 40s (20.3%), the college and above educated (19.6%), and households with two economically active members (19.1%).

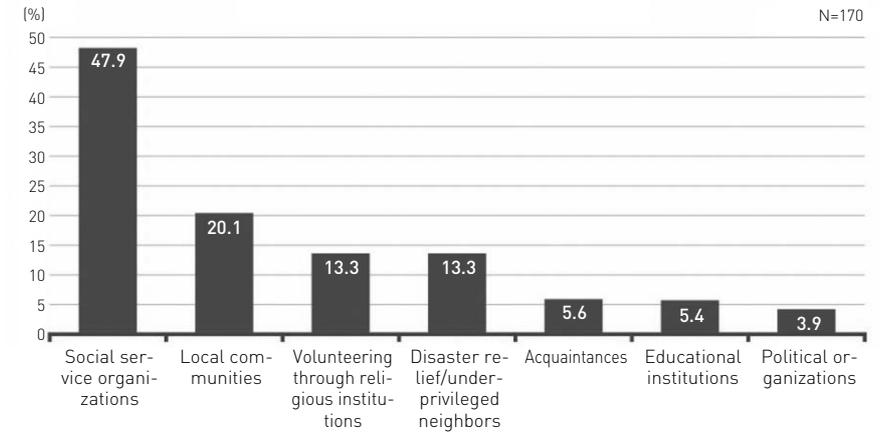
2. 2007 Places of Volunteering

Q) Please tell us all the organizations/institutions/individuals you have "volunteered" for during the last year (Jan-Dec 2007). (multiple answers)



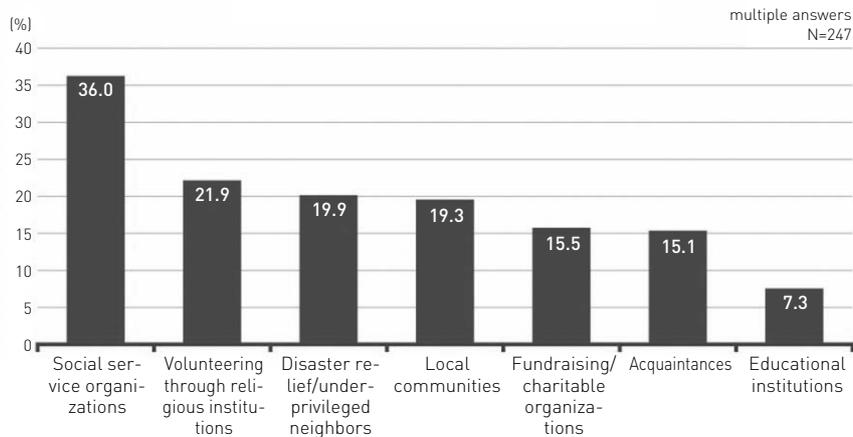
◎ “Charitable organizations” (36.9%), followed by “public organizations/local communities” (29.4%), volunteering “through religious institutions” (12.5%), “educational institutions” (10.6%), “environmental groups” (9.4%), and “neighbors” (8.1%), were the most favored responses among secular volunteers (N=160) (multiple answers).

Places of Volunteering	%	Places of Volunteering	%	Places of Volunteering	%
Volunteering for religious institutions	30.2	Environmental protection	7.4	Unacquainted individuals	2.5
Charitable organizations	29.2	Neighbors	6.4	Overseas relief efforts	2.0
Public organizations/local communities	23.3	Arts and culture institutions	4.0	Political organizations	2.0
Volunteering through religious institutions	9.9	Medical institutions	3.5	Other	4.5
Educational institutions	8.4	*The table is based upon the complete volunteer pool (N=202).			



[2003 Places of Volunteering]

- ◎ In 2005, social service organizations (36.0%) were the most favored as places of volunteering, followed by volunteering through religious institutions (21.9%), and disaster relief/helping needy neighbors (19.9%).
- ◎ As for places of volunteering in 2003, social service organizations (47.9%) were the top selection, followed by local communities (20.1%), volunteering through religious institutions (13.3%), and disaster relief/helping needy neighbors (13.3%).

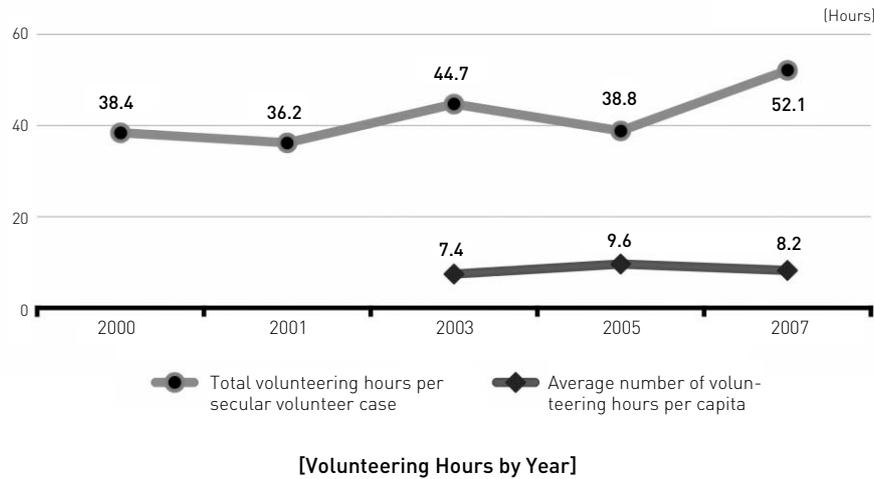


[2005 Places of Volunteering]

[Note] With the 2008 survey questionnaire revised from the 2004 and 2006 surveys, difficulties are encountered in making a direct comparison with the previously asked questions.

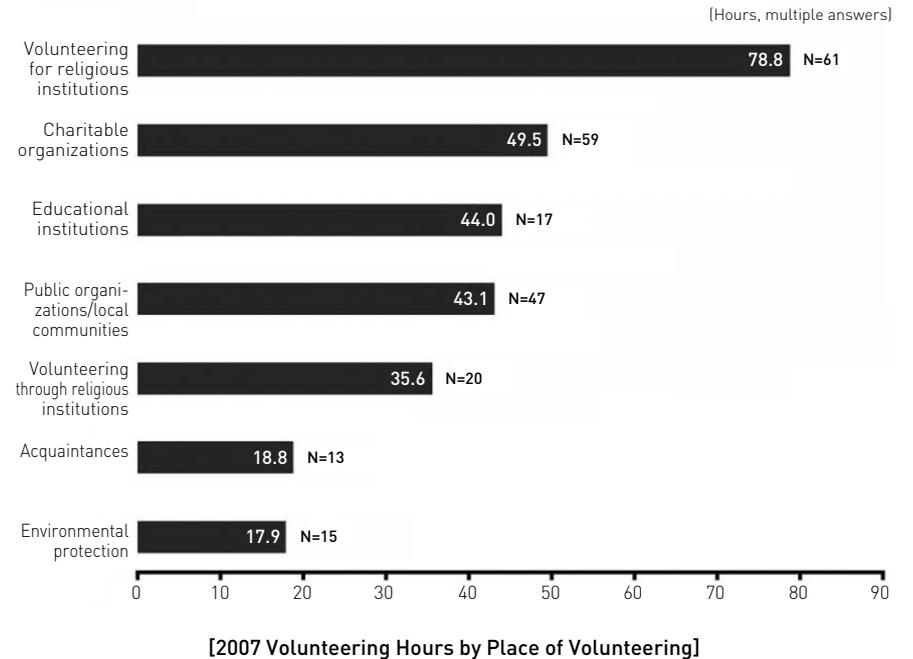
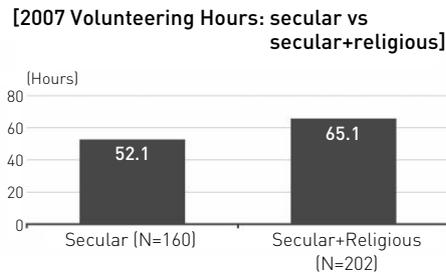
3. 2007 Volunteering Hours

Q) How many hours of volunteer work have you done for these organizations/institutions/individuals in the last year (Jan-Dec 2007)?



◎ The average volunteering hours per secular volunteer case (N=160) in 2007 was 52.1, an increase of 13.3 hours compared to 2005. The figure hovered around 40 hours until 2005.

◎ The average number of volunteering hours per capita in 2005 was 9.6, an increase of 2.2 hours from the 7.4 hour average found in 2003. In 2007, however, it slid by 1.4 hours to 8.2 hours.

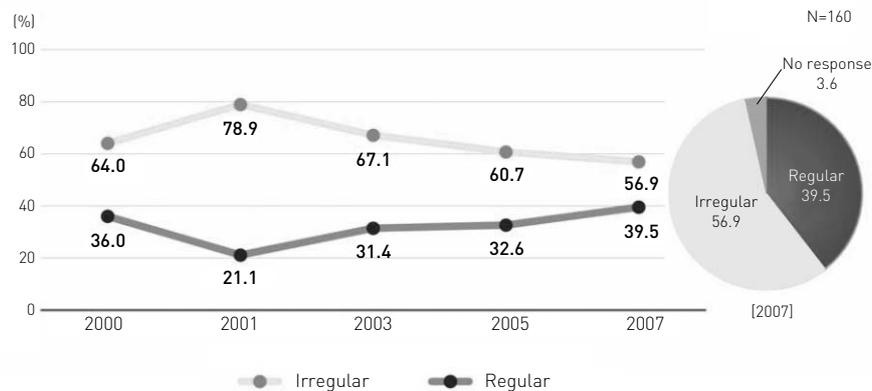


◎ When considering both secular and religious volunteer cases (N=202), South Koreans spent 78.8 hours volunteering for religious organizations. Average volunteering hours for other organizations/institutions/individuals are: 49.5 hours for charitable organizations, 44.0 hours for educational institutions, 43.1 hours for public organizations/local communities, 35.6 hours for volunteer activities through religious organizations, 18.8 hours for acquainted individuals excluding family, and 17.9 hours for environmental protection. Although volunteering hours for medical institutions recorded 112.9, the category received less than ten responses.

Places of Volunteering	Hour	N	Places of Volunteering	Hour	N	Places of Volunteering	Hour	N
Volunteering for religious institutions	78.8	61	Acquainted individuals	18.8	13	Arts and culture institutions	13.4	8
Charitable organizations	49.5	59	Environmental protection	17.9	15	Overseas relief efforts	8.5	4
Educational institutions	44.0	17	Medical institutions	112.9	7	Unacquainted individuals	3.2	5
Public organizations/local communities	43.1	47	Political organizations	26.8	4	Other	41.0	7
Volunteering through religious institutions	35.6	20						

4. 2007 Regularity/Irregularity of Volunteering

Q) Have you “volunteered” for any of the organizations/institutions/individuals on a regular basis?



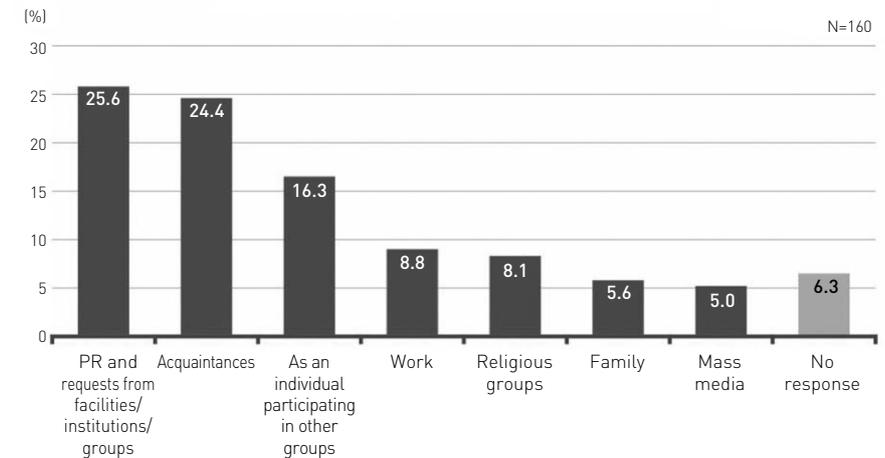
[Regularity/Irregularity of Volunteering by Year]

As to regularity/irregularity of volunteering, 39.5% of secular volunteers (N=160) claimed to be volunteering “regularly” (weekly 9.4%, monthly 16.3%, quarterly 13.8%). 56.9% described themselves as “irregular” and 3.6% did not respond.

The rate of regular volunteering, which has been on the rise since 2001, increased by 6.9 percentage points in 2007 compared to 2005.

5. 2007 Awareness Channels of Volunteering

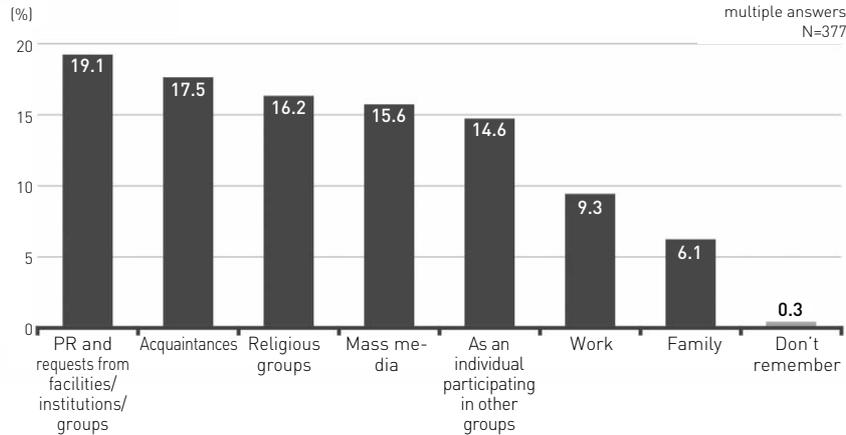
Q) How did you become aware of the organizations/institutions/individuals for which you volunteer most?



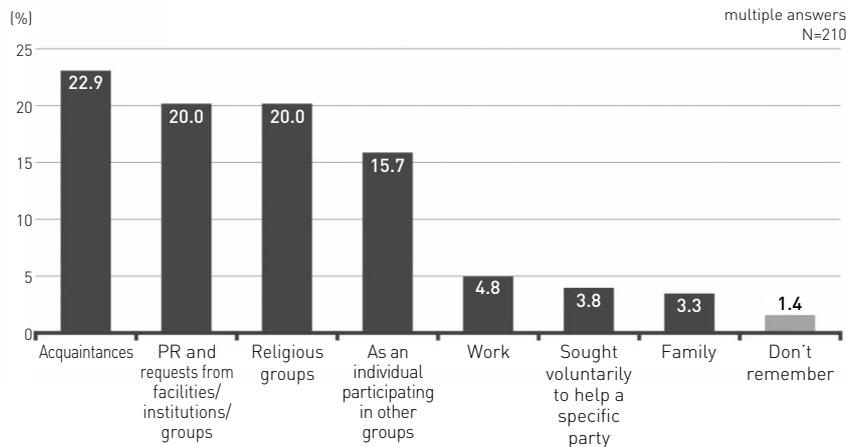
[2007 Awareness Channels of Volunteering]

Secular volunteers (N=160) selected “PR and requests from facilities/institutions/individuals for which you volunteer most” as the primary awareness channel.

tutions/groups ”(25.6%) as their top channel of awareness for place of volunteering, followed by “ friends and acquaintances ” (24.4%), “ as an individual participating in other groups ” (16.3%), “ work ” (8.8%), “ religious groups ” (8.1%), “ family ” (5.6%), and “ mass media ” (5.0%). No response rate was 6.3%.



[2005 Awareness Channels of Volunteering]



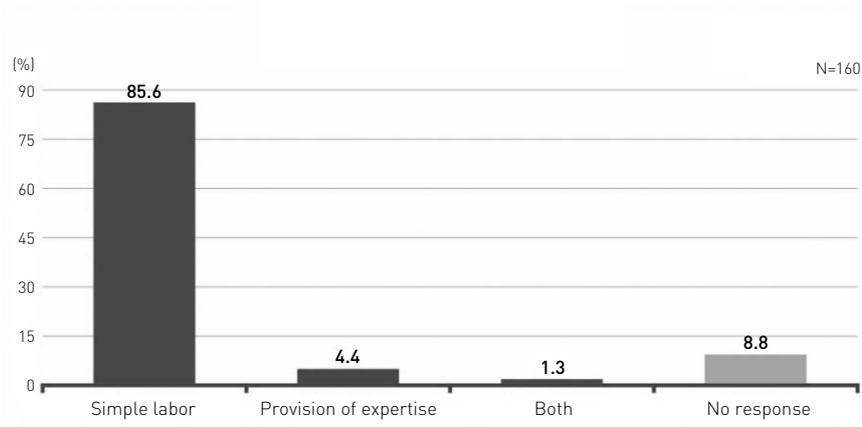
[2003 Awareness Channels of Volunteering]

- ⊙ In 2005, common responses to the similar question (multiple answers) were: “ PR and requests from facilities/institutions/groups ” (19.1%), “ friends and acquaintances ” (17.5%), “ religious groups ” (16.2%), “ mass media ” (15.6%), and “ as an individual participating in other groups ” (14.6%).
- ⊙ In 2003, the responses tallied “ friends and acquaintances ” (22.9%), “ PR and requests from facilities/institutions/groups ” (20.0%), “ religious groups ” (20.0%), “ mass media ” (15.6%), and “ as an individual participating in other groups ” (15.7%).
- ⊙ Although “ PR and requests from facilities/institutions/groups ” as an awareness channel for place for volunteering was lower than “ friends and acquaintances ” in 2003, within the range of error, it topped the latter in both 2005 and 2007.

[Note] With this question revised from the 2004 and 2006 surveys (multiple answers changed to single answer), it is difficult to make a direct comparison with the previously asked questions.

6. 2007 Type of Volunteer Activity

Q) What was the major type of activity you did for the organizations/ institutions/ individuals?



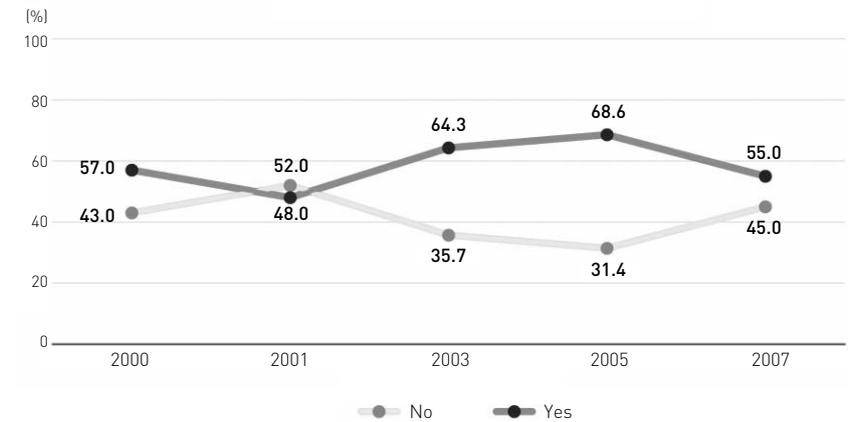
[2007 Type of Volunteer Activity]

- Secular volunteers (N=160) chose “ simple labor ” (85.6%) as their most common type of volunteer activity. “ Provision of expertise ” was limited to 4.4% and “ Both ” was 1.3%. 8.8% did not respond.

II. Giving

1. 2007 Participation in Giving

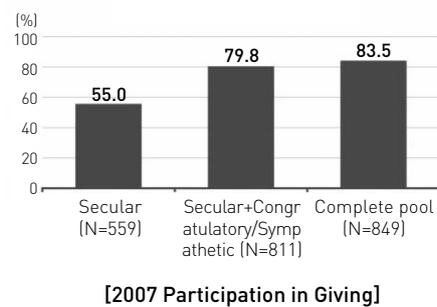
Q) Have you made donations during the last year - from January through December of 2007? This includes donations via ARS calls, Red Cross membership fees, donating property, etc. Not only organizations/ institutions/ individuals but helping acquaintances and relatives (excluding immediate family such as parents or siblings) or unacquainted individuals should be included. Tell us in a broad sense.



[Participation in Giving by Year]

- The proportion of secular donors in 2007 was 55.0%, a decrease of 13.6 percentage points when compared to 2005.

◎ Donors including those who practiced religious and congratulatory/sympathetic contributions (N=849) amounted to 83.5%.

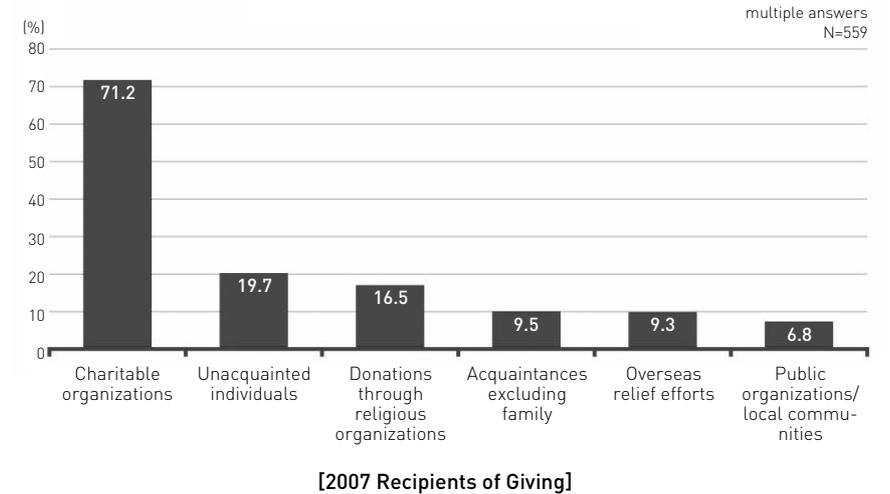


◎ Socio-demographic analysis

Secular donations were relatively higher among the following respondents: people in their 40s (65.1%), the self-employed (63.5%), residents of Incheon/Gyeonggi (63.9%) and Seoul (63.6%), residents of metropolises (59.9%), Protestant Christians (65.2%) and Buddhists (61.5%), married people (59.8%), those with monthly personal income of 2.0 million Won/month or above (62.2%), and those with monthly household income with 3.0 million Won or over (60.2%).

1-1. 2007 Recipients of Giving

Q) Please tell us all the organizations/institutions/individuals you have "donated" to, in the last year (Jan-Dec 2007). (multiple answers)



◎ Considering only secular donations (N=559, multiple answers), the majority of giving was performed for charitable organizations (71.2%), followed by unacquainted individuals such as beggars (19.7%), donations through religious organizations (16.5%), acquaintances excluding family (9.5%), overseas relief efforts (9.3%), and public organizations/local communities (6.8%).

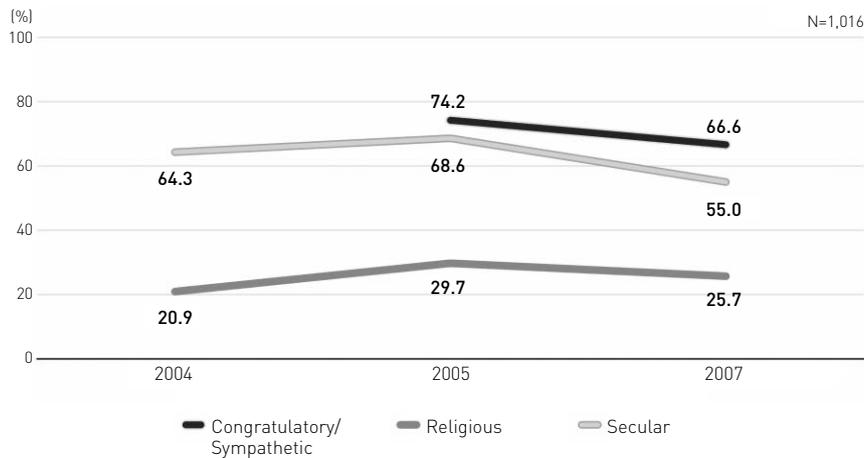
◎ If the complete donor pool is considered (N=849), congratulatory/sympathetic contributions reached 79.7% and religious donations 30.7%. Refer to the table below for other recipients.

Recipient	%	Recipient	%	Recipient	%
Congratulatory/sympathetic contributions	79.7	Acquaintances excluding family	6.2	Environmental protection	0.7
Charitable organizations	46.9	Overseas relief efforts	6.1	Medical institutions	0.5
Religious donations	30.7	Public organizations/local communities	4.5	Arts and culture institutions	0.5
Unacquainted individuals	13.0	Political organizations	1.6	Other	3.2
Donations through religious institutions	10.8	Educational institutions	1.4		

※ The table is based on the complete donor pool (N=849).

◎ Socio-demographic analysis

The respondents who gave to charitable organizations were: people in their 40s (55.8%), residents of Incheon/Gyeonggi (59.6%) and Seoul (59.5%), married (49.5%), those with a personal income of 2.0 million Won/month or above (52.8%), and those with a household income of 3.0 million Won/month or above (50.5%).

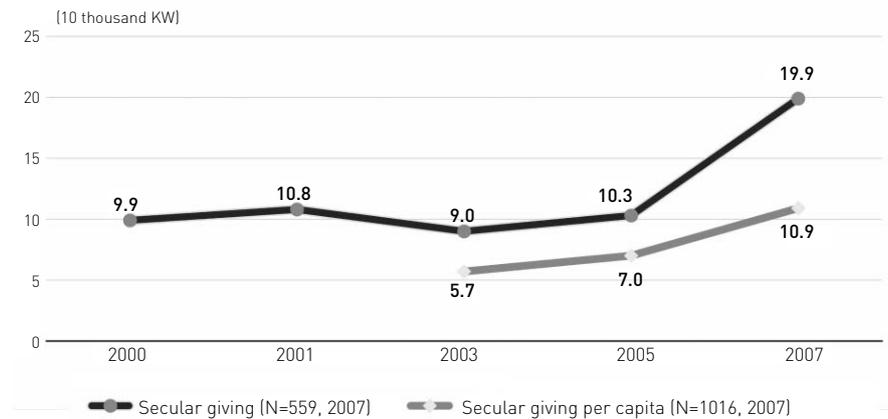


[Participation in Secular, Congratulatory/Sympathetic, and Religious Giving by Year]

- ◎ The participation rate of congratulatory/sympathetic giving in 2007 (N=1,016) was 66.7%, a decrease of 7.5 percentage points from 2005. That of religious giving also fell, by 4.0 percentage points to 25.7%.

1-2. 2007 Amount of Giving

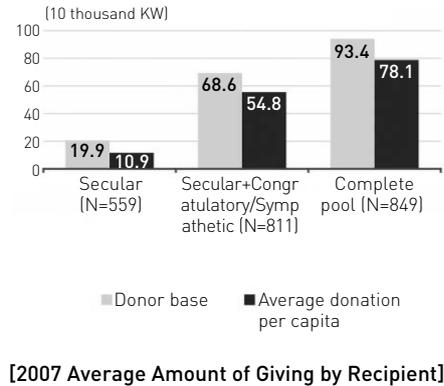
Q) How much have you “donated” to the organizations/institutions/individuals in the last year (Jan-Dec 2007)? Please tell us separately, in cash (money) and in kind (property), and please convert the goods to their monetary value (Please tell us purely your own donations).



[Amount of Secular Giving by Year]

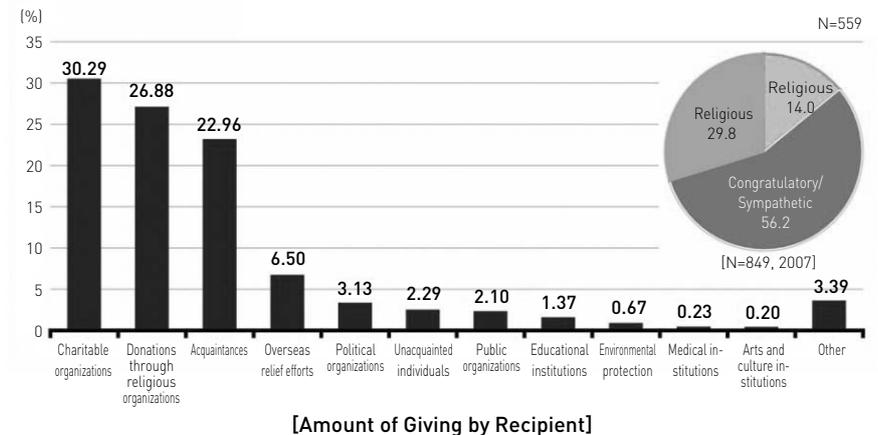
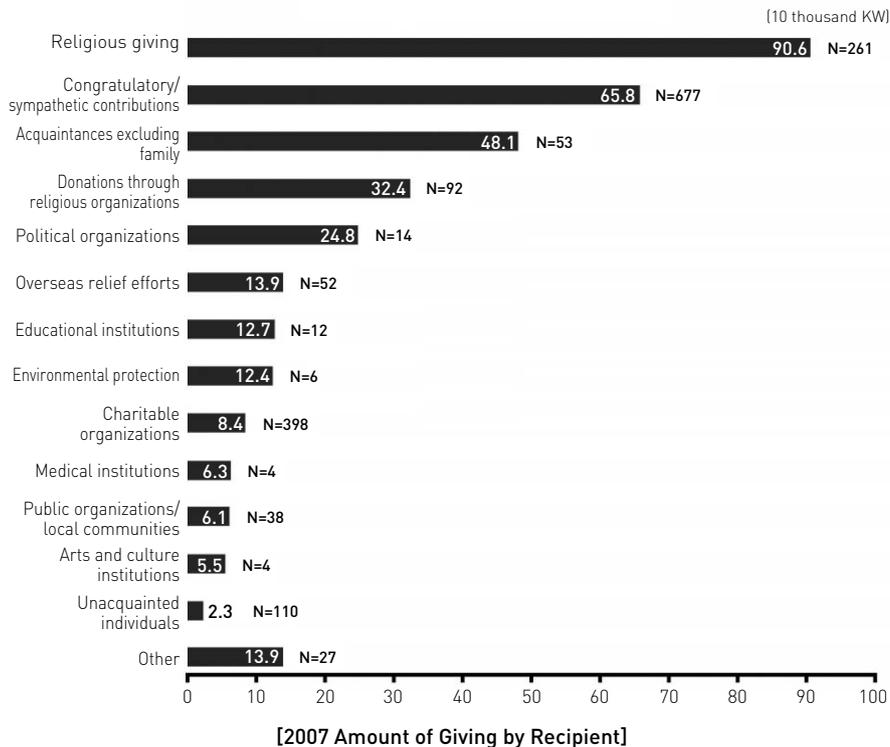
- ◎ The average amount of secular giving in 2007 (N=559) was 199,000 Won, while the average amount per capita (N=1016) was 109,000 Won.

Compared to 2005, secular giving increased by 96,000 Won and per capita giving saw a bump of 39,000 Won. With congratulatory/sympathetic contributions included, the average amount of giving becomes 686,000 Won (N=811). If the complete donor pool, which includes religious giving as well, is considered, the figure rises to 934,000 Won (N=849).

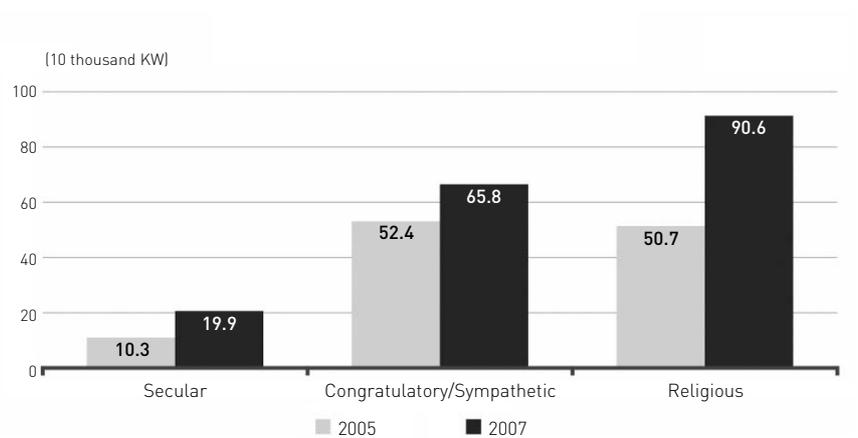


When examining amount of giving by the complete donor pool, including secular, congratulatory/sympathetic, and religious donations, the amount of religious giving was largest with 906,000 Won. This was followed by congratulatory/sympathetic contributions with 658,000 Won, acquaintances excluding family with 481,000 Won, donations through religious organizations with 324,000 Won, political organizations with 248,000 Won, overseas relief efforts with 139,000 Won, educational institutions with 127,000 Won, environmental protection with 124,000 Won, charitable organizations with 84,000 Won, medical institutions with 63,000 Won, public organizations/local communities with 61,000 Won, arts and culture institutions at 55,000 Won, unacquainted individuals such as beggars with 23,000 Won, and other with 139,000 Won.

Asked about the percentage of their income they would dedicate to charitable purposes, excluding religious and congratulatory/sympathetic contributions, the respondents claimed to be willing to give 2.13% of their income on average.



◎ The recipients of secular giving were: charitable organizations (30.29%), donations through religious organizations (26.88%), acquaintances (22.96%), overseas relief efforts (6.50%), political organizations (3.13%), unacquainted individuals such as beggars (2.29%), public organizations (2.10%), educational institutions (1.37%), environmental protection (0.67%), medical institutions (0.23%), and arts and culture institutions (0.20%). Meanwhile, secular giving took up 14.0% of total giving, which includes religious and congratulatory/sympathetic contributions.

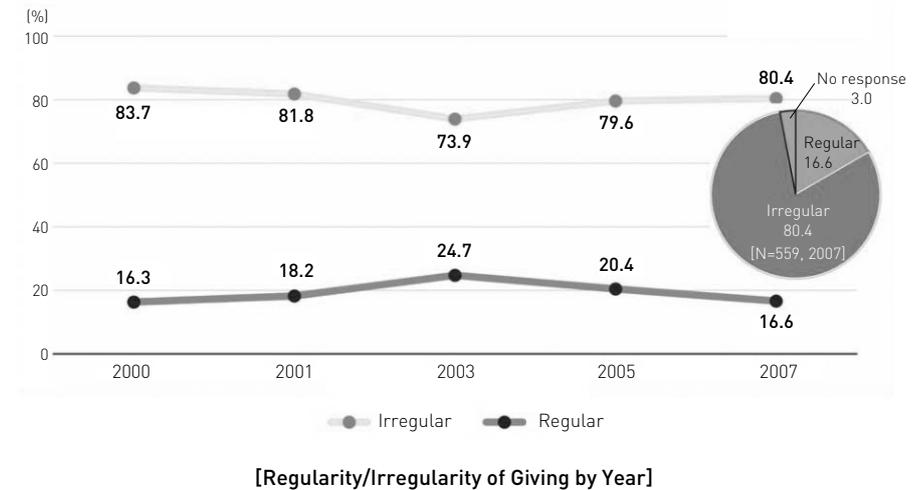


[Average Amount of Giving by Recipient by Year]

◎ Compared to 2005, the amount of congratulatory/sympathetic contributions rose by 134,000 Won and religious giving by 399,000 Won.

1-3. 2007 Regularity/Irregularity of Giving

Q) Have you donated to any of these organizations/institutions/individuals on a regular basis? (Here, "regular" means more than four times per year. Religious and congratulatory/sympathetic donations are excluded.)



◎ 16.6% of secular donors (N=559) claimed to be giving "regularly" (weekly 0.5%, monthly 12.2%, and quarterly 3.9%), while 80.4% described themselves as irregular donors. 3.0% did not respond.

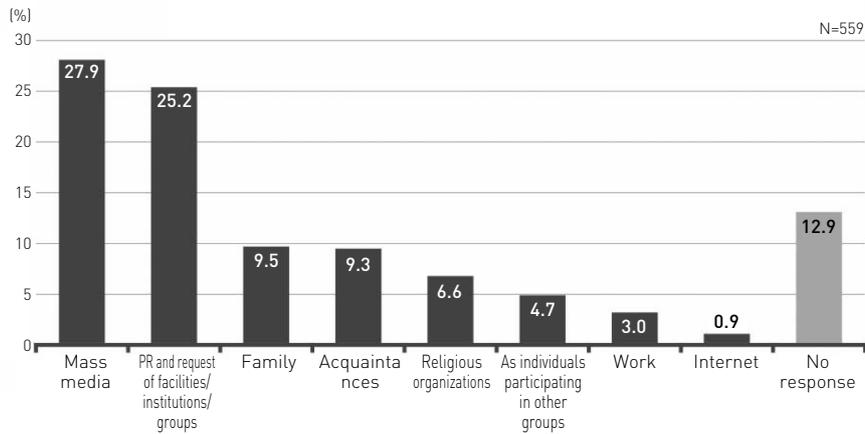
◎ The proportion of regular donations has been on the decline since 2003.

◎ Socio-demographic analysis

The response of “ regular ”volunteering was relatively higher among the following respondents: males (20.4%), blue-collar workers (23.4%), residents of Incheon/Gyeonggi (22.7%), and those with personal income of 2.0 million Won/month or over (24.3%).

1-4. 2007 Awareness Channels for Preferred Recipient

Q) How did you become aware of the “organizations/institutions/individuals” to which/whom you have donated the most, excluding religious and congratulatory/sympathetic donations?



[2007 Awareness Channels for Preferred Recipient]

◎ As to the channel of awareness of the recipient to which people gave most (N=559), “ mass media ” was the most common response with 27.9%, followed by “ PR and request of facilities/institutions/groups (25.2%) ”, “ fam-

ily (9.5%) ”, “ acquaintances (9.3%) ”, “ religious organizations (6.6%) ”, “ as individuals participating in other groups (4.7%) ”, “ work (3.0%) ”, and “ the Internet (0.9%) ”. 12.9% answered “ Don ’t know ”.

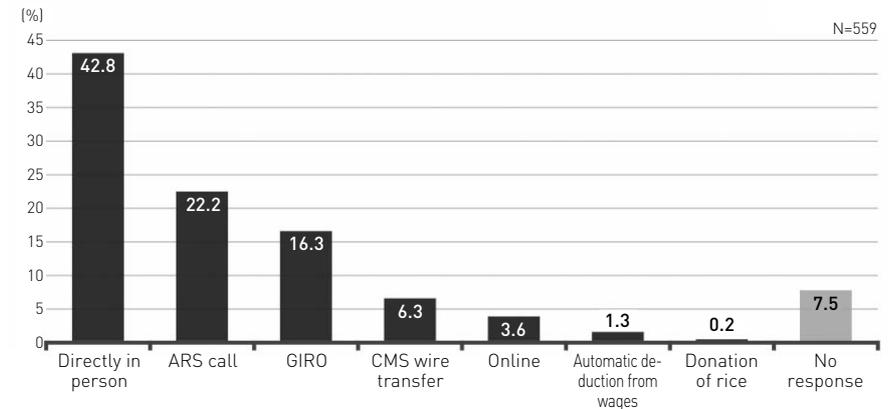
◎ Socio-demographic analysis

The response, “ mass media ”, was relatively higher among residents of Incheon/Gyeonggi (35.0%) and Daegu/Gyeongbuk (41.5%), and small town residents (35.2%).

The response, “ PR and request of facilities/institutions/groups ”, was relatively higher among people with junior high school education or below (39.7%), and residents of Busan/Ulsan/Gyeongnam (35.1%).

1-5. 2007 Method of Giving to Preferred Recipient

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



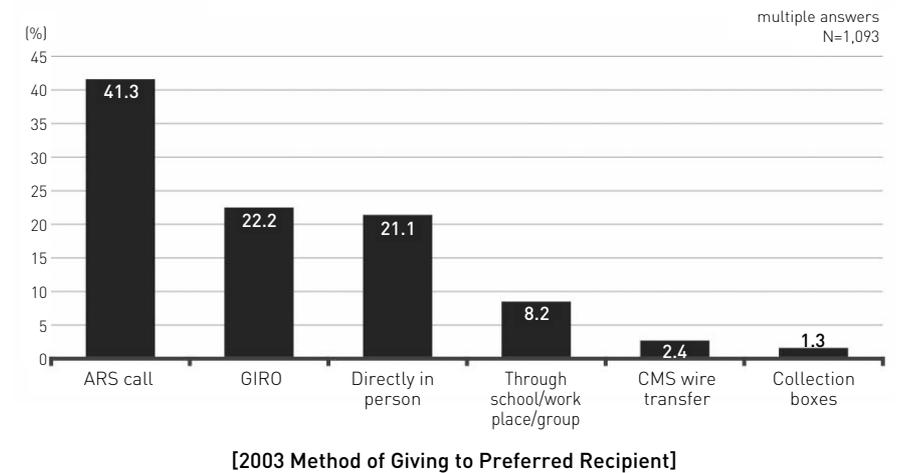
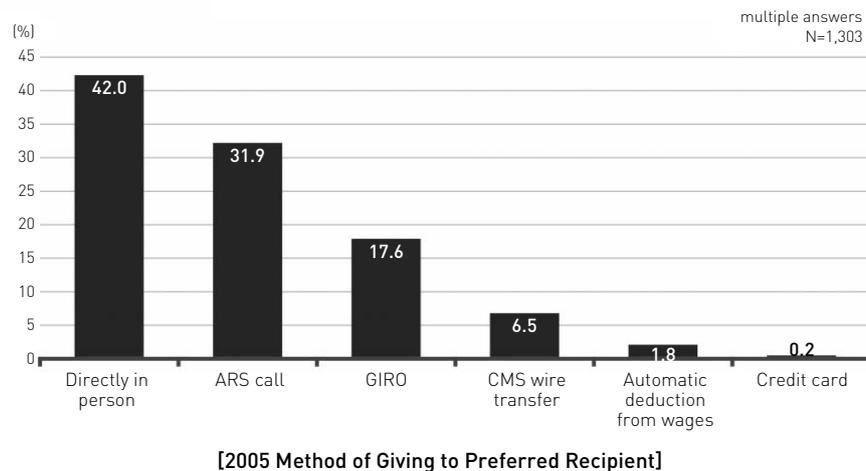
[2007 Method of Giving to Preferred Recipient]

◎ The most common method of giving practiced by secular donors (N=559) was “ directly in person ” (42.8%), followed by “ ARS call ” (22.2%), “ GIRO ” (16.3%), “ CMS wire transfer ” (6.3%), “ online ” (credit card, cell phone payment) (3.6%), “ automatic deduction from wages ” (1.3%), and “ donation of rice ” (0.2%). No response rate was 7.5%.

◎ Socio-demographic analysis

“ Directly in person ” was the most popular response among residents of Busan/Ulsan/Gyeongnam (63.6%), residents of gun (61.5%), and those with a personal income of 0.5-1.0 million Won / month (62.5%).

The proportion responding “ ARS call ” was relatively higher among residents of Incheon/Gyeonggi (31.3%) and Daegu/Gyeongbuk (36.9%), and small town residents (30.6%).



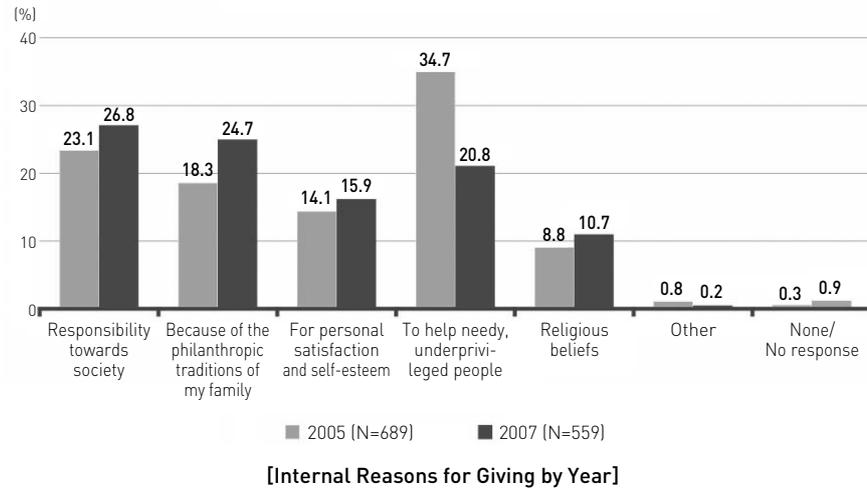
◎ In 2005, the most common method of giving was “ directly in person ” with 42.0%, followed by “ ARS call ” (31.9%) and “ GIRO ” (17.6%).

◎ In 2003, “ ARS call ” was the most frequent response with 41.3%, followed by “ GIRO ” (22.2%) and “ directly in person ” (21.1%).

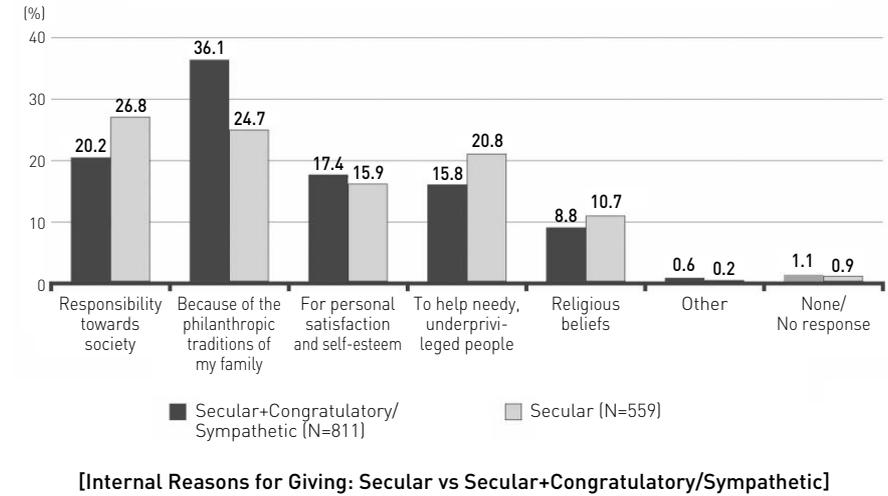
[Note] With the 2008 survey questionnaire revised from the 2004 and 2006 surveys (multiple answers changed to single answer), it is difficult to make a direct comparison with the previously asked questions.

2. Internal Reasons for Giving

Q) What is your main internal reason for donating?



- As for internal reasons for giving, secular donors (N=559) chose “ responsibility towards society ” (26.8%), “ because of the philanthropic traditions of my family ” (24.7%), “ to help needy, underprivileged people ” (20.8%), “ for personal satisfaction and self-esteem ” (15.9%), “ religious belief ” (10.7%), and “ other ” (0.2%). 0.9% offered “ none ” and no response.



- Compared to 2005, the reply of “ to help needy, underprivileged people ” declined by 13.9 percentage points, while “ because of the philanthropic traditions of my family ” rose by 6.4 percentage points.

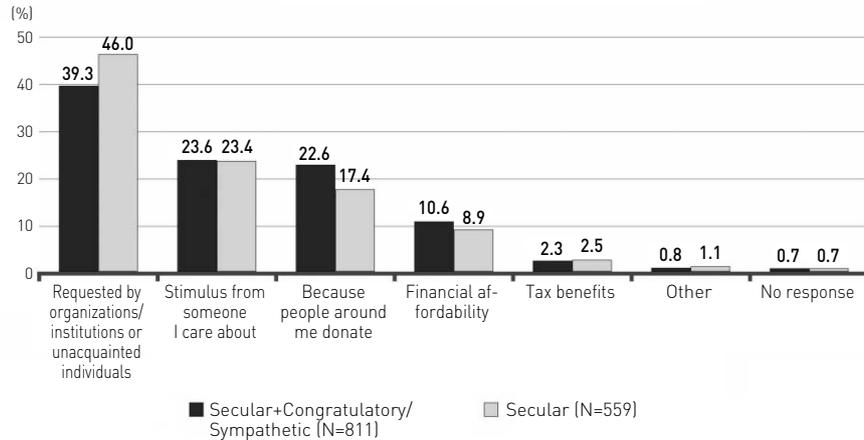
© Socio-demographic analysis

“ Responsibility towards society ” was relatively high among blue-collar workers (36.9%), along with residents of Seoul (32.9%) and Incheon/Gyeonggi (32.5%).

The response, “ because of the philanthropic traditions of my family ”, was elevated among the high school educated (28.6%), and residents of Busan/Ulsan/Gyeongnam (40.3%).

3. External Factors for Giving

Q) Apart from the above reasons for donating, which external factor has the biggest influence on your decision to donate?



[2007 External Factors for Giving]

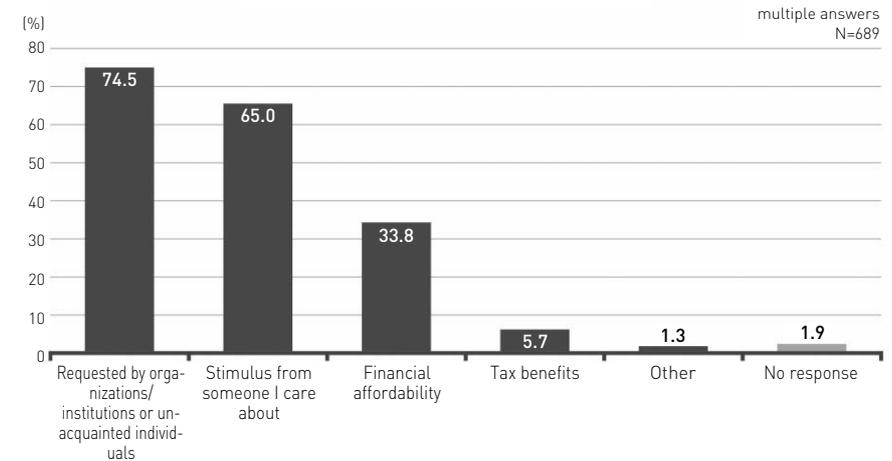
- ⊙ “Requested by organizations/institutions or some unacquainted individuals” was the main external factor for secular donors (N=559) to give, with 46.0%, followed by “stimulus from someone I care about” (23.4%), “because people around me donate” (17.4%), “financial affordability” (8.9%), and “tax benefits” (2.5%).

⊙ Socio-demographic analysis

The response of “Requested by organizations/institutions or some unacquainted individuals” was relatively higher among residents of

Daegu/Gyeongbuk (63.1%), residents of metropolises (49.7%), and Buddhists (53.2%).

“Stimulus from someone I care about” was most popular among people in the age 19-29 bracket (28.0%) and Protestant Christians (29.5%).



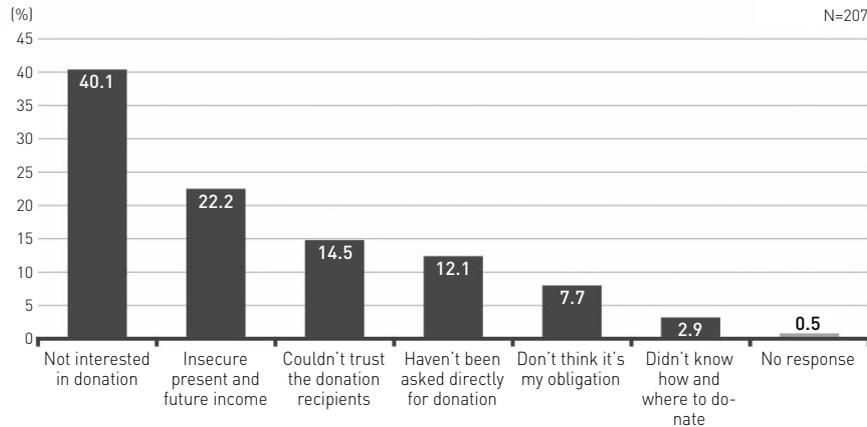
[2005 External Factors for Giving]

- ⊙ “Requested by organizations/institutions or some unacquainted individuals” was the top response in the 2006 survey (multiple answers) with 74.5%, followed by “stimulus from someone I care about (65.0%)” and “financial affordability (33.8%)”.

[Note] Internal reasons and external factors are mixed in the question on the 2004 survey while the question in the 2006 survey allows multiple answers. For this reason, it is difficult to make a direct comparison with the previously asked questions.

4. The Main Reason for Not Giving

Q) What was “the biggest reason for not making any donations”?



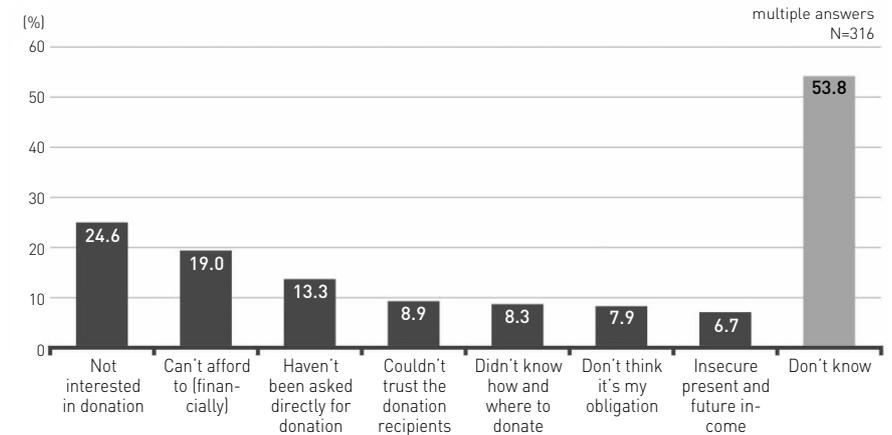
[2007 Main Reason for Not Giving]

© Considering only those who have not practiced giving (N=207), “not interested in donation” (40.1%) was selected as the primary reason for not giving, followed by “insecure present and future income” (22.2%), “couldn't trust the donation recipients” (14.5%), “haven't been asked directly for donation” (12.1%), “don't think it's my obligation” (7.7%), and “didn't know how and where to donate” (2.9%). No response rate was 0.5%.

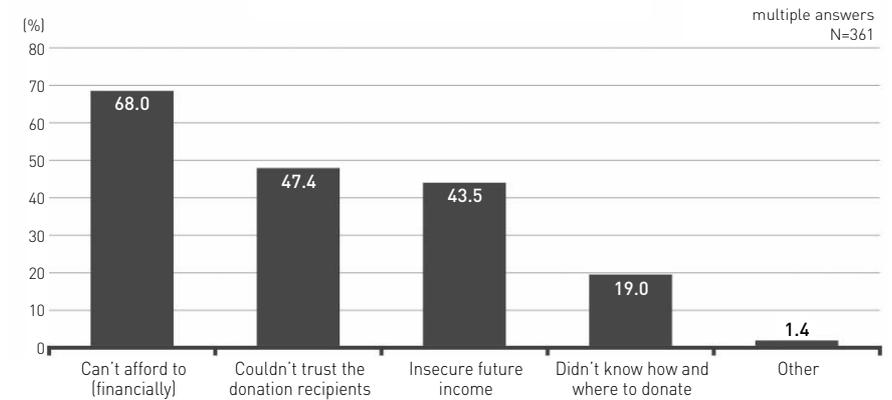
© Socio-demographic analysis

The response, “not interested in donation”, did not show specific distinctions among respondents.

“Insecure present and future income” was a more common response among the following respondents: people in their 50s or older (33.3%), housewives (36.4%), married (28.3%), and households with one economically active person (29.3%).



[2005 Main Reason for Not Giving]



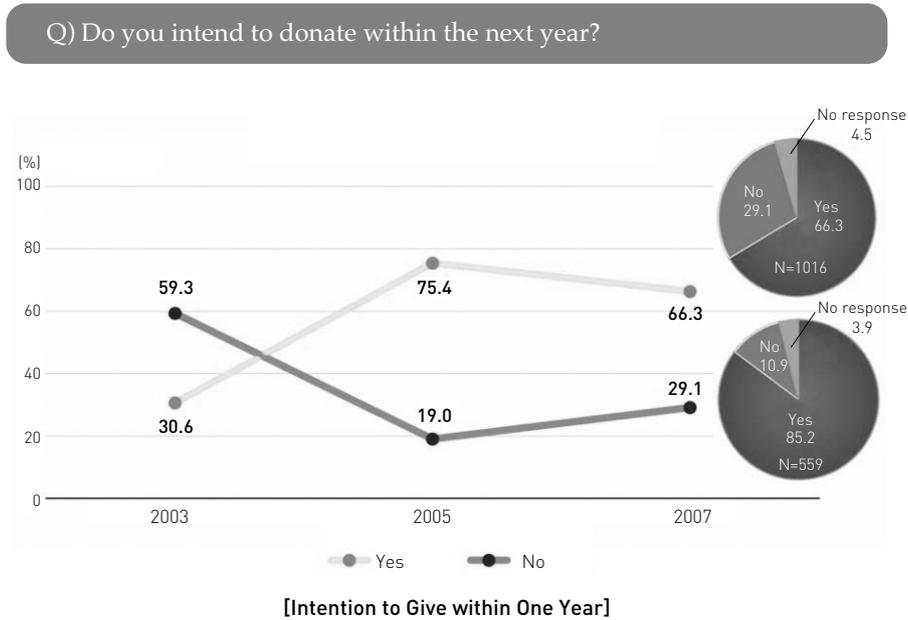
[2003 Main Reason for Not Giving]

◎ In the 2006 survey (multiple answers), “not interested in donation” marked 24.6%, followed by “can’t afford to (financially)” (19.0%), and “haven’t been asked directly for donation” (13.3%). “Don’t know” was 53.8%.

◎ In the 2004 survey (multiple answers), “can’t afford to (financially)” (68.0%) was the most common reason for not giving, followed by “couldn’t trust the donation recipients” (47.4%), “insecure future income” (43.5%), and “didn’t know how and where to donate” (19.0%).

[Note] With this question revised from the 2004 and 2006 surveys (multiple answers changed to single answer), it is difficult to make a direct comparison with the previously asked questions.

5. Intention to Give within One Year



◎ 66.3% of respondents said “Yes” to the question asking whether they intend to donate within the next year, about double the number of those who said “No” (29.1%). 4.5% did not respond. The intention to give was highest among secular donors (N=559) with 85.2%.

◎ The rate of responding “Yes” in 2007 is lower by 9.1 percentage points compared to 75.4% in 2005.

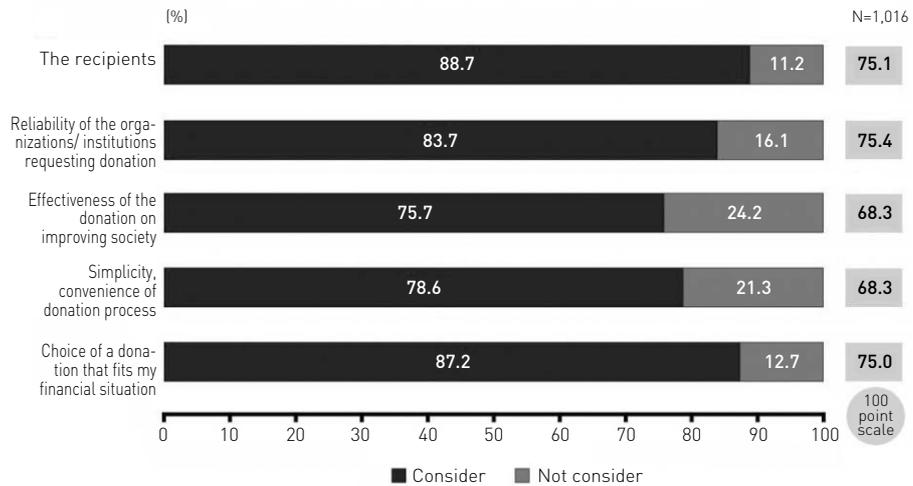
◎ Socio-demographic analysis

“Yes” was relatively high among the following respondents: people in their 40s (73.3%), white-collar workers (76.2%), residents of Busan/Ulsan/Gyeongnam (80.6%), Protestant Christians (78.1%), Buddhists (80.1%), and married (69.7%).

The respondents who offered “No” were people in the age 19-29 bracket (35.1%), those with junior high school or below education (38.1%), residents of Gwangju/Jeonla (49.6%), small town residents (33.1%), people with no religion (39.5%), those with household income with below 1.0 million Won/month (63.6%), and single-member households (45.2%).

6. Considerations When Participating in Giving

Q) If you decided to donate in the future, how much would you consider each of the following aspects of donation?



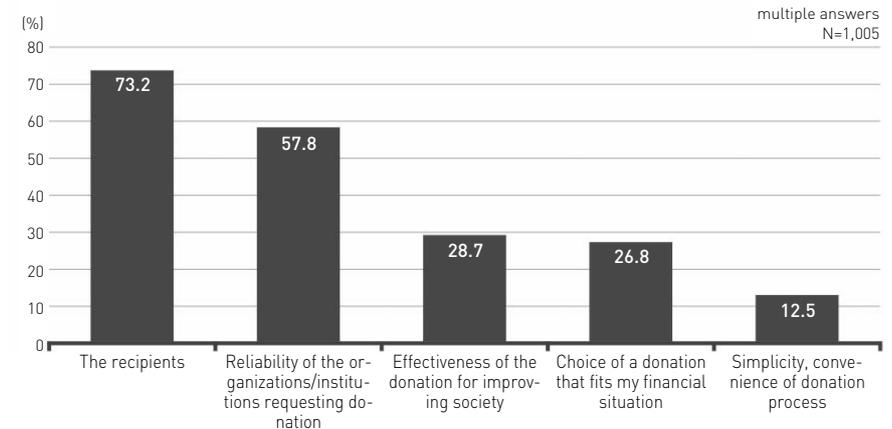
[2007 Considerations When Participating in Giving]

© Among the considerations for decisions on giving, “reliability of the organizations/institutions requesting donation” earned 75.4 on a 100 point scale. “The recipients” received 75.1, “choice of a donation that fits my financial situation” 75.0, “effectiveness of the donation on improving society” 68.3, and “simplicity, convenience of donation process” 68.3. As to “the recipients”, the proportion of the respondents who would consider them to some degree amounted to 88.7% (“Deeply consider” 23.9%; “Consider to some extent” 64.8%), while those who do not consider recipients totaled 11.2% (“Do not consider at all” 1.2%; “Rarely consider” 10.0%). As to “reliability of the organizations/institutions requesting donation”, the proportion of the respondents who would consider it to some degree amounted to 83.7% (“Deeply consider” 34.9%; “Consider to some extent” 48.7%), while those who do not consider it recorded 16.1% (“Do not consider at all” 1.3%; “Rarely consider” 14.9%).

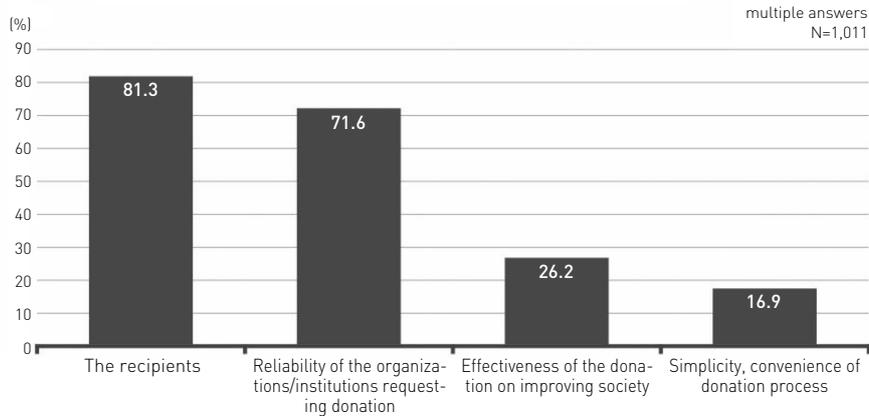
As to “effectiveness of the donation on improving society”, the proportion of the respondents who would consider it to some degree amounted to 75.7% (“Deeply consider” 22.8%; “Consider to some extent” 52.9%), while the proportion of those who do not consider it was 24.2% (“Do not consider at all” 1.3%; “Rarely consider” 22.9%).

As to “simplicity, convenience of donation process”, the proportion of the respondents who would consider it to some degree amounted to 78.6% (“Deeply consider” 16.6%; “Consider to some extent” 62.0%), while that of those who do not consider it was 21.3% (“Do not consider at all” 1.0%; “Rarely consider” 20.3%).

As to “choice of a donation that fits my financial situation”, the proportion of the respondents who would consider it to some degree amounted to 87.2% (“Deeply consider” 26.0%; “Consider to some extent” 61.2%), while that of those who do not consider it was 12.7% (“Do not consider at all” 0.8%; “Rarely consider” 11.9%).



[2005 Considerations When Participating in Giving, multiple answers]



[2003 Considerations When Participating in Giving, multiple answers]

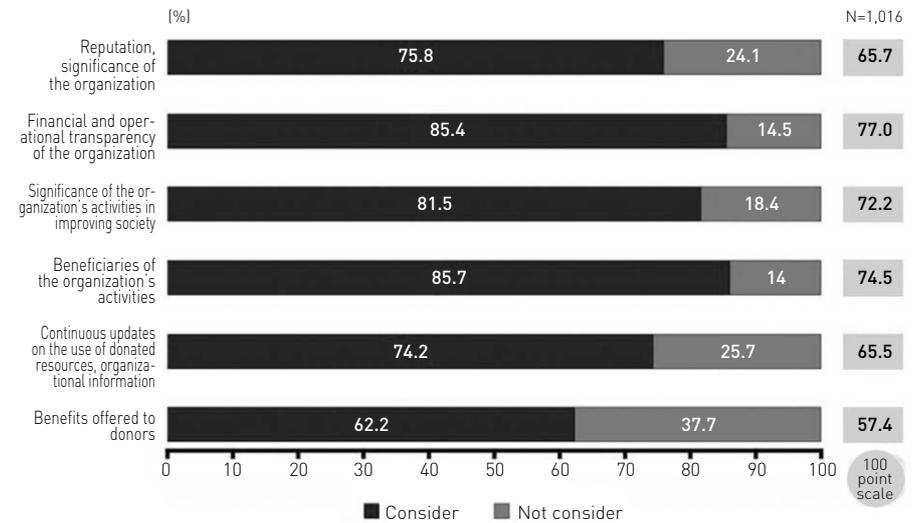
© In 2005 (multiple answers), “the recipients” (73.2%) was the most important aspect to consider in the decisions to give, followed by “reliability of the organizations/institutions requesting donation” (57.8%), “effectiveness of the donation on improving society” (28.7%), “choice of a donation that fits my financial situation” (26.8%), and “simplicity, convenience of donation process” (12.5%). The response, “Don’t know”, tallied 0.4%.

© Similarly, in 2003 (multiple answers), “the recipients” (81.3%) was the most highly considered factor in the decisions to give, followed by “reliability of the organizations/institutions requesting donation” (71.6%), “effectiveness of the donation on improving society” (26.2%), and “simplicity, convenience of donation process” (16.9%). “Don’t know” scored 0.5%.

[Note] With this question revised from the 2004 and 2006 surveys (multiple answers changed to single answer), it is difficult to make a direct comparison with the previously asked questions.

7. Considerations When Giving to Charities or Fundraising Organizations

Q) If you were to donate through charities or fundraising organizations, how much would you consider each of the following aspects?



[2007 Considerations When Giving to Charities or Fundraising Organizations]

© When converted into a 100 point scale, “financial and operational transparency of the organization” earned the highest score with 77.0, followed by “beneficiaries of the organization’s activities” (74.5), “significance of the organization’s activities in improving society” (72.2), “reputation, significance of the organization” (65.7), “continuous updates on the use of donated resources, organizational information” (65.5), and “benefits offered to donors” (57.4). “Financial and operational transparency of the organization” was the top selection in both 2003 and 2005.

As to “reputation, significance of the organization”, 75.8% of respondents answered that they would consider it in some degree (“Deeply consider” 13.6%; “Consider to some extent” 62.2%). 24.1% said they would not consider it (“Do not consider at all” 2.6%; “Rarely consider” 21.6%).

As to “financial and operational transparency of the organization”, the rate of those who would consider it was 85.4% (“Deeply consider” 37.6%; “Consider to some extent” 47.8%), while that of those who would not was 14.5% (“Do not consider at all” 0.7%; “Rarely consider” 13.8%).

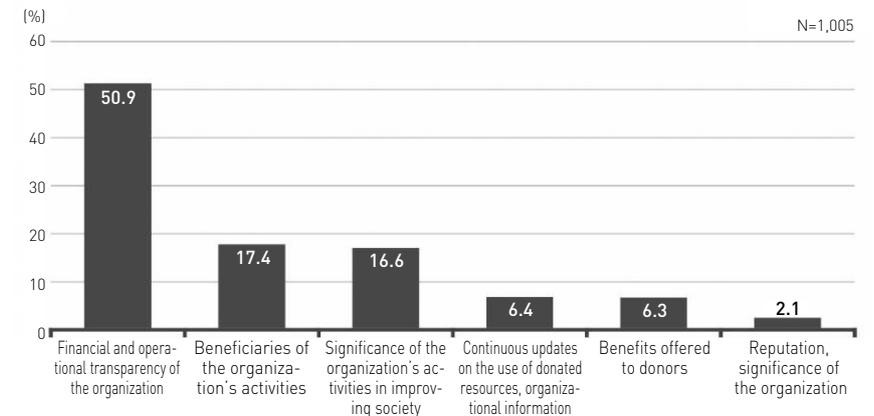
When asked if they would consider “significance of the organization’s activities in improving society”, 81.5% replied that they would (“Deeply consider” 26.7%; “Consider to some extent” 54.8%), while 18.4% replied they would not (“Do not consider at all” 1.2%; “Rarely consider” 17.2%).

As to “beneficiaries of the organization’s activities”, 85.7% responded they would consider it (“Deeply consider” 26.1%; “Consider to some extent” 59.6%), while 14.0% said they would not (“Do not consider at all” 0.3%; “Rarely consider” 13.7%).

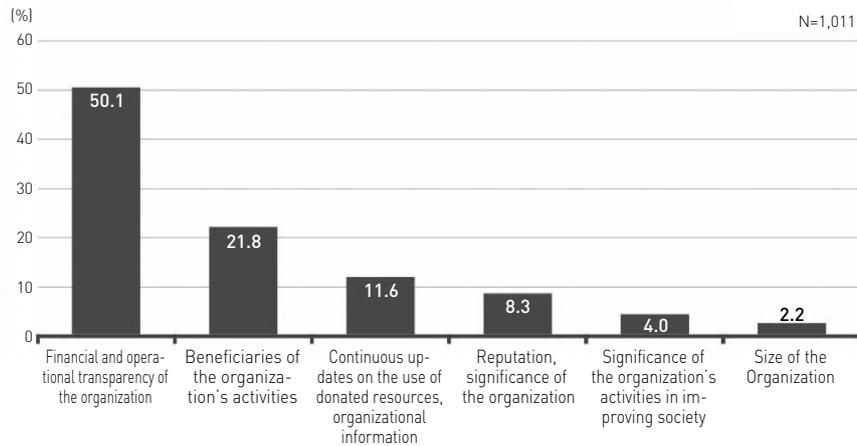
When it comes to “continuous updates on the use of donated resources, organizational information”, the proportion of those who would consider it was 74.2% (“Deeply consider” 15.6%; “Consider to some extent” 58.7%), while that of those who would not was 25.7% (“Do not consider at all” 2.1%; “Rarely consider” 23.6%).

Finally, regarding “benefits offered to donors”, 62.2% of respondents replied that they would consider them when giving through charities or fundraising organizations (“Deeply consider” 12.1%; “Consider to some extent” 50.1%), while 37.7% responded negatively (“Do not consider at all” 7.1%; “Rarely consider” 30.6%).

- In 2005, 50.9% of respondents chose “financial and operational transparency of the organization” as the most important aspect to consider when donating to charities or fundraising organizations. “Beneficiaries of the organization’s activities” and “significance of the organization’s activities in improving society” were 17.4% and 16.6%, respectively.



[2005 Considerations When Giving to Charities or Fundraising Organizations]



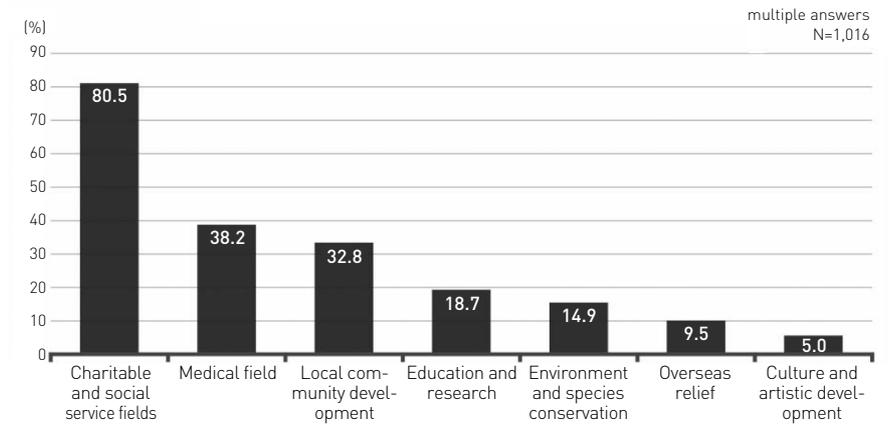
[2003 Considerations When Giving to Charities or Fundraising Organizations]

⊙ In 2003, “ financial and operational transparency of the organization ” was the top response, with 50.1%, followed by “ beneficiaries of the organization ’ s activities ” (21.8%) and “ continuous updates on the use of donated resources, organizational information ”(11.6%).

[Note] It is difficult to make a direct comparison between the previous questions as this question in the 2004 and 2006 surveys offers several statements and allows the respondents to choose the single most important for consideration.

8. Desired Purpose of Giving

Q) If you donate money or goods, to what purpose do you want your donations to go? Choose two in order of significance. (multiple response)



[2007 Desired Purpose of Giving]

⊙ “ Charitable and social service fields ” was the most desired use for donations, with 80.5%, followed by “ medical field ”(38.2%), “ local community development ” (32.8%), “ education and research ” (18.7%), “ environment and species conservation ”(14.9%), “ overseas relief ”(9.5%), and “ culture and artistic development ”(5.0%).

⊙ Socio-demographic analysis

The response, “ charitable and social service fields ”, was relatively higher among residents of Daegu/Gyeongbuk (90.8%) and residents of metropolises (83.4%).

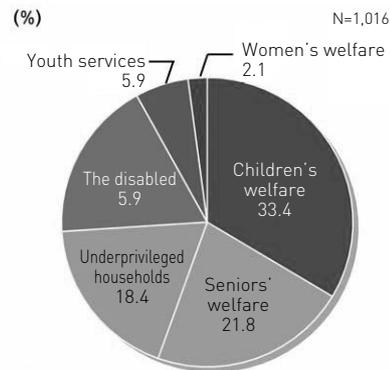
“ Medical field ” was relatively higher among: people with junior high school education or below (50.4%), residents of Daegu/Gyeongbuk

(54.1%), and small town residents (43.6%).

Finally, “ local community development ” was relatively high among: the self-employed (42.3%), residents of Daejeon/Chungcheong (41.8%) and Busan/Ulsan/Gyeongnam (40.6%), residents of gun (42.4%), Buddhists (39.4%), and married individuals (34.7%).

Desired Target Purpose of Giving in the Social Service Field

Q) The following question is limited to the social service field. If you donate money or goods, to what purpose do you want your donations to go? Choose one.



[Desired Target Purpose of Giving in the Social Service Field]

◎ The most popular answer when the question is limited to the social service field was “ children ’ s welfare ” (33.4%), followed by “ seniors ’ welfare ” (21.8%), “ underprivileged households ” (18.4%), “ the disabled ” (17.9%), “ youth services ” (5.9%), and “ women ’ s welfare ” (2.1%).

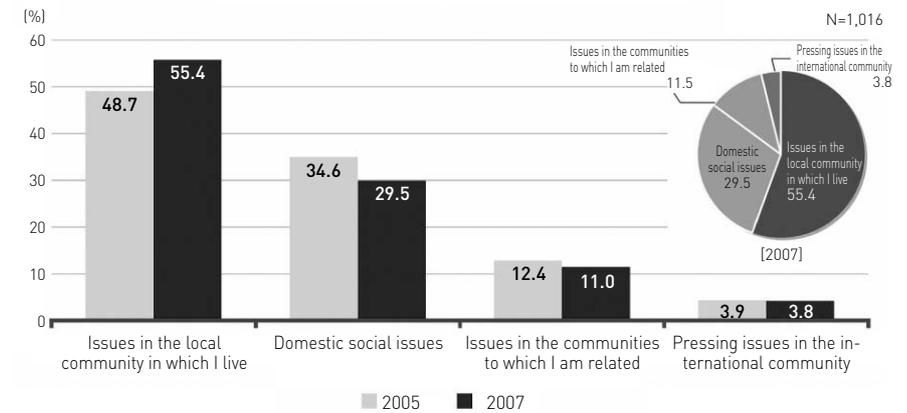
◎ Socio-demographic analysis

“ Children ’ s welfare ” scored relatively highly among females (37.2%) and the college and above educated (38.0%), as well as among residents of Daegu/Gyeongbuk (46.8%) and Gangwon (52.9%).

“ Seniors ’ welfare ” was relatively highly considered among: males (24.9%), people in their 50s or older (30.9%), those with junior high school education or below (32.4%), Buddhists (27.0%), the married (23.7%), and those with household income of 1.0-1.99 million Won/month (30.2%).

9. Desired Issues to be Solved by Giving

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



[2007 Desired Issues to be Solved by Giving]

◎ Regarding issues to be solved by giving, “ issues in the local community in which I live ” was the most popular answer with 55.4%, followed by “ domestic social issues ” with 29.5%, “ issues in the communities to which I am related ” with 11.0%, and “ pressing issues in the international community ” with 3.8%. 0.2% did not respond to the question.

◎ Compared to the 2006 survey, the proportion of the response, “ issues in the local community in which I live ”, increased by 6.7 percentage points, from 48.7% to 55.4%, while the response, “ domestic social issues ”, declined by 5.1 percentage points from 34.6% to 29.5%.

◎ Socio-demographic analysis

“ Issues in the local community in which I live ” was relatively high among the following respondents: people in their 50s or older (60.0%), those with junior high school education or below (68.3%), workers in agriculture/forestry/fishery (80.4%), residents of Daejeon/Chungcheong (76.5%) and Daegu/Gyeongbuk (73.4%), residents of gun (75.9%), Buddhists (67.7%), those with personal income of 1.0-1.99 million Won/month (61.3%), and households with four economically active members (72.0%).

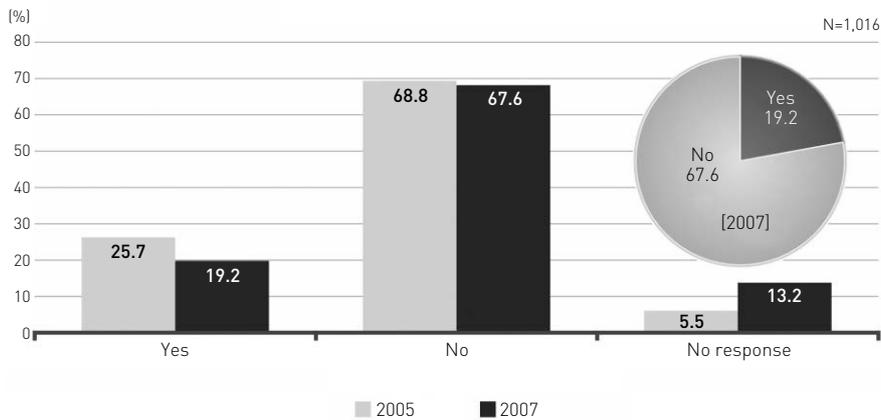
“ Domestic social issues ” was relatively high among the following respondents: people in the 19-29 year old age bracket (36.0%), the college and above educated (33.3%), students (44.4%), residents of Seoul (35.5%) and Incheon/Gyeonggi (41.6%), small town residents (36.6%), Protestant Christians (35.7%), those with personal income of 2.0 million

Won/month or over (33.4%), those with household income of 3.0 million Won/month or over (32.6%), and single-member households (31.0%).

III. Bequest Donation

1. Willingness to Give Part of Estate

Q) Are you willing to donate part of your estate to organizations/institutions?



[2007 Willingness to Give Part of Estate]

- ◎ 19.2% respondents answered “ Yes ” to the question asking whether they are willing to donate part of their estate, while 67.6% indicated “ No ”.
- ◎ Compared to 2005, the number of those who expressed a willingness to make a bequest donation reduced, while the no response rate increased by 7.7 percentage points from 5.5% to 13.2%.

- ◎ When asked what percentage of their estate they are willing to donate, 28.8% was the average amount.

◎ Socio-demographic analysis

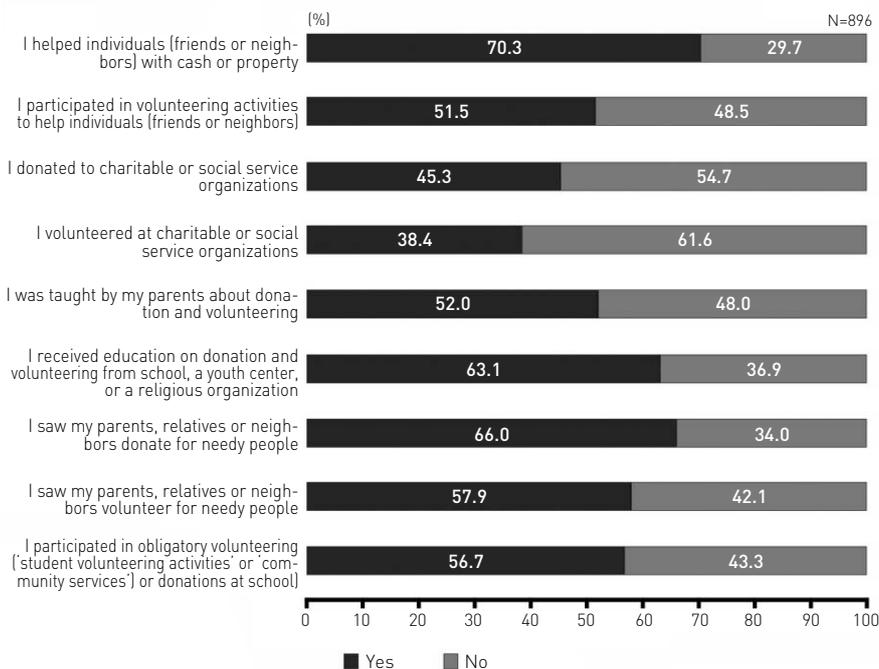
The response, “ Yes ”, was relatively high among: people in the age 19-29 bracket (24.2%), the college and above educated (27.7%), students (31.5%), residents of Seoul (25.5%) and Daejeon/Chungcheong (27.6%), and Protestant Christians (31.7%).

“ No ” was relatively high among: people in their 50s or older (73.8%), the junior high school and below educated (82.7%), workers in agriculture/forestry/fishery (84.3%), residents of Gwangju/Jeolla (80.0%), residents of Daegu/Gyeongbuk (80.7%), residents of Busan/Ulsan/Gyeongnam (74.5%), residents of gun (74.9%), people with no religion (72.1%), the married (69.5%), and those with household incomes of 1.0-1.99 million Won/month (79.2%).

IV. Philanthropy Education

1. Early Experience with Philanthropy

Q) From elementary school through college, have you experienced any of the following?



[2007 Early Experience with Philanthropy]

Considering only those who claimed to have experienced philanthropic activities more than once (N=896), “I helped individuals (friends or neighbors) with cash or property” was the most popular answer with 70.3%, fol-

lowed by “I saw my parents, relatives or neighbors donate for needy people” with 66.0%, “I received education on donation and volunteering from school, a youth center, or a religious organization” with 63.1%, “I saw my parents, relatives or neighbors volunteer for needy people” with 57.9%, and “I participated in obligatory volunteering (‘student volunteering activities’ or ‘community services’) or donations at school” with 56.7%.

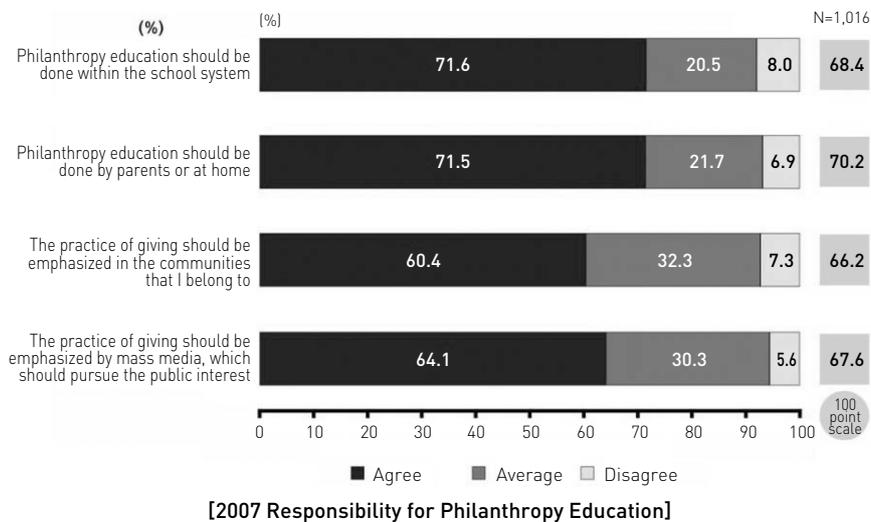
© Socio-demographic analysis

“I helped individuals (friends or neighbors) with cash or property” was relatively high among: residents of Seoul (77.2%), residents of metropolises (74.9%), the married (72.3%), and single-member households (67.6%).

“I saw my parents, relatives or neighbors donate for needy people” was relatively high among: residents of Daegu/Gyeongbuk (75.2%), residents of metropolises (72.4%), and two-member households (69.6%).

2. Responsibility for Philanthropy Education

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



be emphasized at the communities that I belong to " was 60.4% while " No " was 7.3%.

Regarding the statement, " The practice of giving should be emphasized by mass media, which should pursue the public interest ", 64.1% said " Yes " and 5.6% answered " No ".

- Ⓢ When converted into a 100 point scale, the response, " Philanthropy education should be done by parents or at home " received a 70.2, followed by " Philanthropy education should be done within the school system " at 68.4, " The practice of giving should be emphasized by mass media, which should pursue the public interest " at 67.6, and " The practice of giving should be emphasized at the communities that I belong to " with a 66.2.

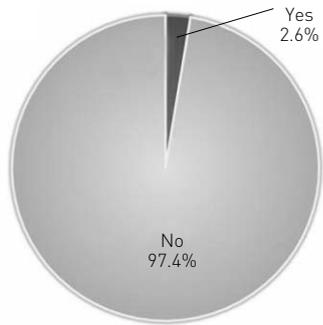
The proportion of those who agreed that philanthropy education should be performed within the school system was 71.6% while that of those who did not was 8.0%. The proportion of those who believed that it should be done by parents was 71.5% while that of those who did not was 6.9%.

The proportion of " Yes " to the statement, " The practice of giving should

V. Online Donation

1. Experience of Online Donation

Q) Did you make any donations using the Internet during the last year?



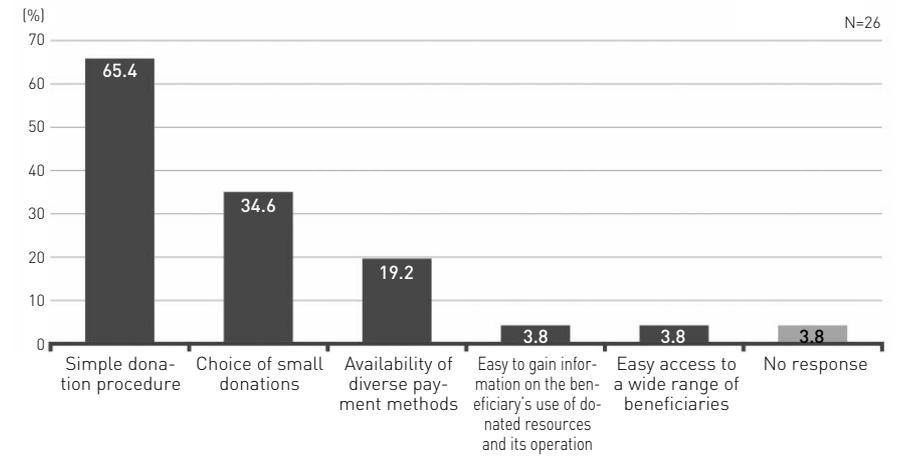
N=1,016

[2007 Experience of Online Donation]

- ◎ With the question asking if they have performed online donation, only 2.6% answered “ Yes ” while 97.4% said “ No ”.

2. Usefulness of Online Donation

Q) Why do you think online donations can be useful? Please choose all the reasons. [multiple answers]

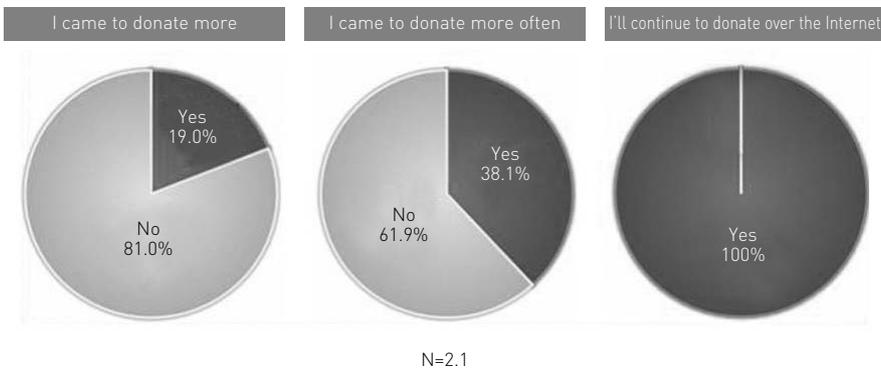


[2007 Usefulness of Online Donation]

- ◎ As to the reasons for the usefulness of online donation, 65.4% of the respondents with experience with online donation (N=26) pointed to “ simple donation procedure ”, followed by “ choice of small donations ” with 34.6%, “ availability of diverse payment methods ” with 19.2%, “ easy to gain information on the beneficiary ’ s use of donated resources and its operation ” with 3.8%, and “ easy access to a wide range of beneficiaries ” with 3.8%. The no response rate was 3.8%.

3. Changes after Experiencing Online Donations

Q) Regarding online donations, please respond to the following statements.

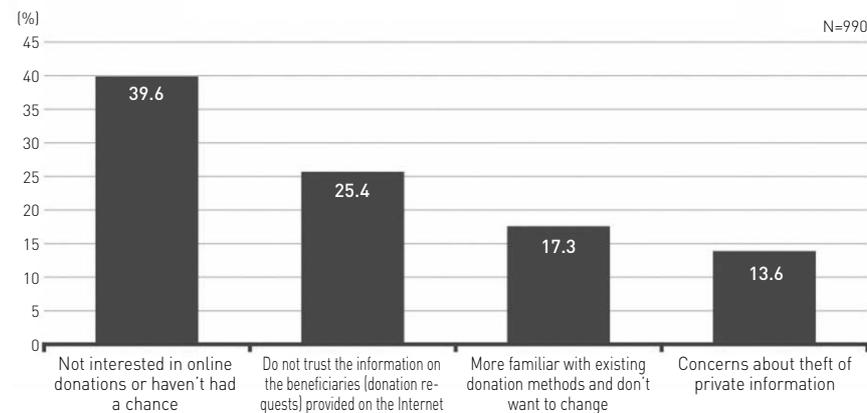


[Changes after Experiencing Online Donations]

⊙ When considering only those who experienced changes after making online donations (N=21), “ I came to donate more ” was 19.0% and “ I came to donate more often ” was 38.1%. 100.0% of those respondents claimed that they would continue to donate over the Internet.

4. Reasons for Not Giving Online

Q) If you do not donate over the Internet, what is the reason?



[2007 Reasons for Not Giving Online]

⊙ Asked about their reasons for not giving online, the non-giving respondents (N=990) pointed to “ not interested in online donations or haven't had a chance ” (39.6%), followed by “ do not trust the information on the beneficiaries (donation requests) provided on the Internet ” (25.4%), “ more familiar with existing donation methods and don't want to change ” (17.3%), and “ concerns about theft of private information ” (13.6%).

⊙ Socio-demographic analysis

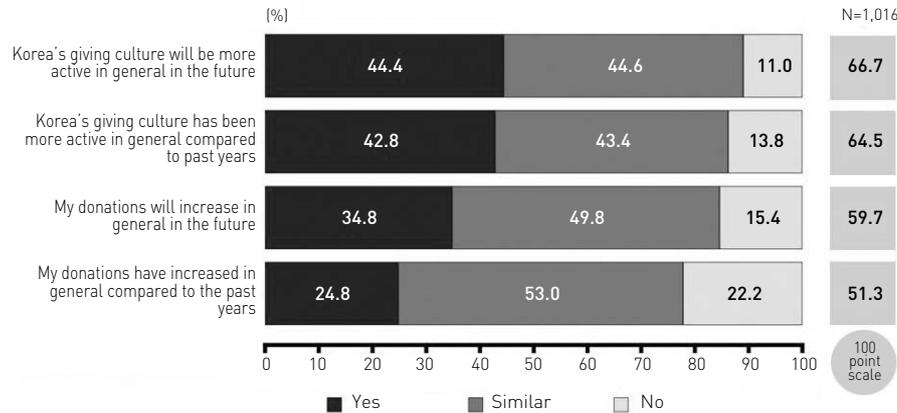
“ Not interested in online donations or haven't had a chance ” was relatively high among the following respondents: the junior high school or below educated (47.5%), residents of Busan/Ulsan/Gyeongnam (48.8%), those with a personal income of 0.5-0.99 million Won/month (58.1%), single-member households (46.3%), people with less than one hour of daily Internet use (39.7%), and those with more than one hour of daily Internet use (36.6%).

“ Do not trust the information on the beneficiaries (donation requests) provided on the Internet ” was relatively high among the following respondents: people in the 19-29 year old age bracket (31.0%), residents of Gangwon (48.4%), two-member households (26.2%), and those with more than one hour of daily Internet use (32.1%).

VI. Giving Culture

1. Evaluations of Korea's Giving Culture

Q) What do you think about the following statements?



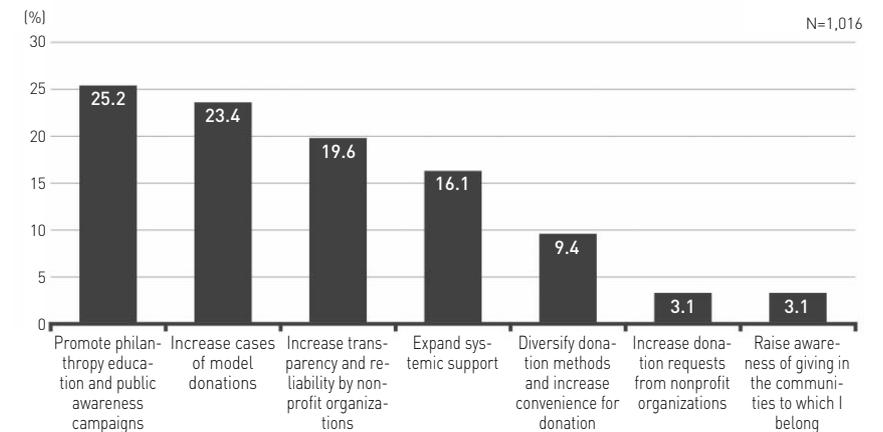
[2007 Evaluations of Korea's Giving Culture]

Overall, the respondents viewed Korea's giving culture positively. In particular, on a 100 point scale, the statement, "Korea's giving culture has been more active in general compared to past years" received a 64.5, a relatively high score. The statement, "my donations have increased in general compared to the past years", earned 51.3. 44.4% of the respondents agreed that Korea's giving culture would be more active in general in the future (within ten years). 11.0% answered they did not agree, while 44.6% thought it would be similar. As to the statement, "Korea's giving culture has been more active in general compared to past years", 42.8% responded "Yes", 13.8% "No", and 43.4% "will be similar". As to "My donations will

increase in general in the future (within ten years)", 34.8% said "Yes", 15.4% "No", and 49.8% "will be similar". Finally, 24.8% claimed that their donations had increased in general compared to the past years, while 22.2% replied they had not. 53.0% said they remained similar.

2. Essential Items to Further Promote Korea's Giving Culture

Q) What do you think our society needs most to further promote giving culture in Korea?



[2007 Essential Items to Further Promote Korea's Giving Culture]

"Promote philanthropy education and public awareness campaigns" scored highest with 25.2%, followed by "increase cases of model donations" with 23.4%, "increase transparency and reliability by nonprofit organizations" with 19.6%, "expand systemic support" with 16.1%, "diversify donation methods and increase convenience for donation" with 9.4%, "increase donation requests from nonprofit organizations" with 3.1%, and "raise awareness of giving in the communities to which I belong" with 3.1%.

“ increase donation requests from nonprofit organizations ” with 3.1%, and “ raise awareness of giving in the communities to which I belong ” with 3.1%. The no response rate was 0.2%.

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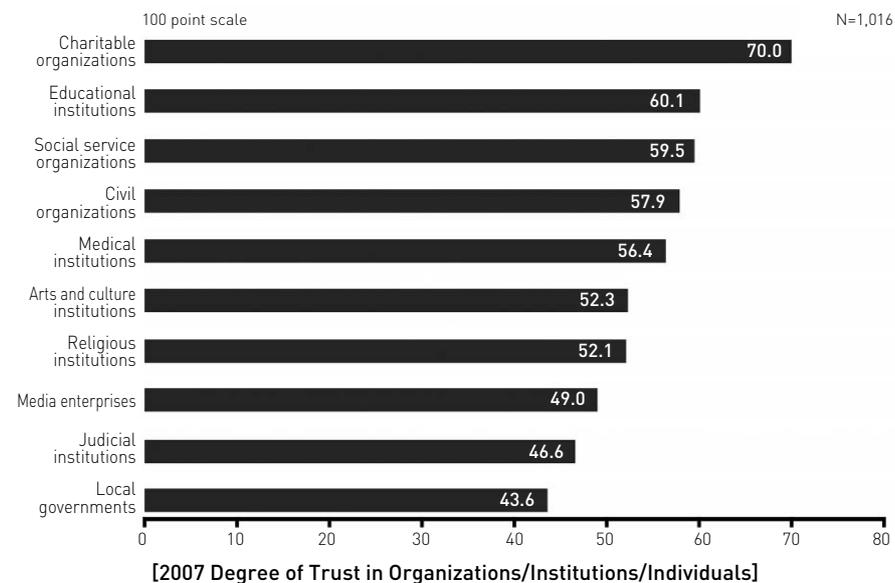
“ Promote philanthropy education and public awareness campaigns ” was relatively popular among residents of Seoul (35.9%) and two-member households (24.8%).

“ Increase cases of model donations ” scored relatively highly among: the high school educated (27.4%), blue-collar workers (29.4%), residents of Busan/Ulsan/Gyeongnam (29.7%), residents of metropolises (26.4%), single-member households (31.0%), and households with four economically active members (32.0%).

“ Increase transparency and reliability by nonprofit organizations ” was picked relatively frequently by: residents of Incheon/Gyeonggi (24.3%) and small town residents (25.6%).

3. 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.

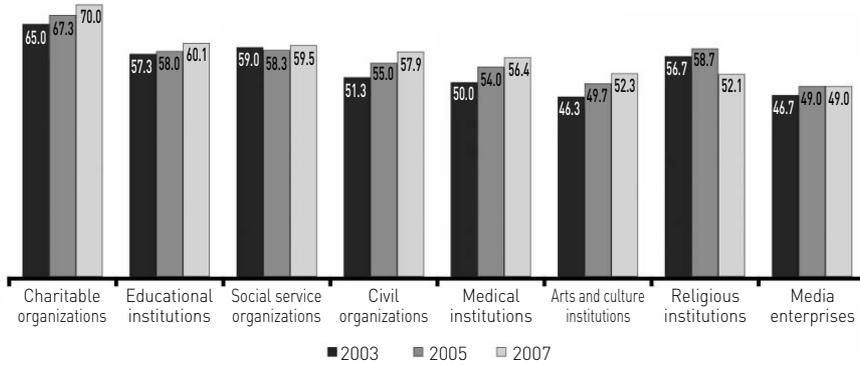


© In the degree of trust towards organizations/institutions/individuals, “ charitable organizations ” scored highest with 70.0 on a scale of 100 points, followed by “ educational institutions ” (60.1), “ social service organizations ” (59.5), “ civil organizations ” (57.9), “ medical institutions ” (56.4), “ arts and culture institutions ” (52.3), “ religious institutions ” (52.1), “ media enterprises ” (49.0), “ judicial institutions ” (46.6), and “ local governments ” (43.6).

Organizations/Institutions	100 points	Organizations/Institutions	100 points	Organizations/Institutions	100 points
charitable organizations	70.0	religious institutions	52.1	labor unions	42.2
educational institutions	60.1	media enterprises	49.0	central government	41.4
social service organizations	59.5	judicial institutions	46.6	large corporations	37.6
civil organizations	57.9	local governments	43.6	interest groups	33.0
medical institutions	56.4	small and medium enterprises	42.4	political parties	29.1
arts and culture institutions	52.3				

100 point scale

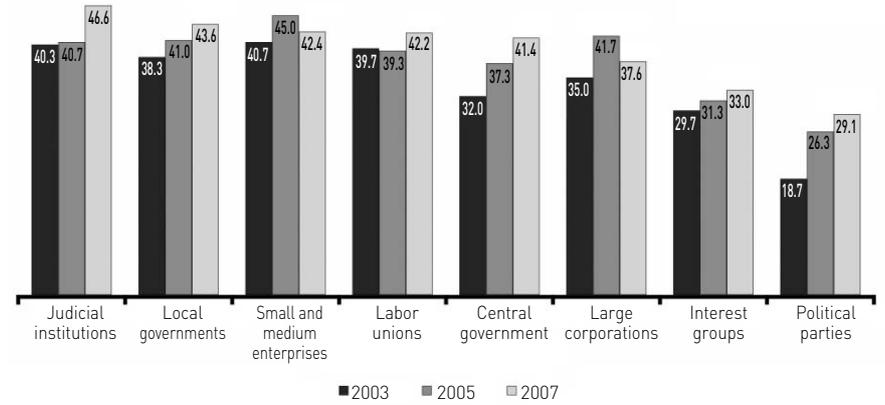
N=1,016



[2007 Degree of Trust in Organizations/Institutions/Individuals: Top Eight Organizations]

100 point scale

N=1,016



[2007 Degree of Trust in Organizations/Institutions/Individuals: Eight Lowest Organizations]

- ⊙ Among the top eight organizations or institutions, the degree of public trust in charitable organizations, civil organizations, and medical institutions has continued to rise over the past years, while people's trust in social service organizations and media enterprises has remained the same. Trust in religious organizations has fallen.
- ⊙ Considering the eight lowest organizations or institutions, judicial institutions enjoyed a relatively large jump in perceived trust. Trust in local and central governments rose slightly, while trust in large corporations and small and medium enterprises fell compared to 2005.



Analysis of Giving & Volunteering in
Korea: Exploration of predictors

02

Analysis of Giving & Volunteering in Korea: Exploration of predictors

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Introduction

- There can be diverse types of giving such as charitable secular giving, faith-based giving, and mutual aid giving (congratulatory and sympathetic giving).
- It is necessary to explore current giving patterns by citizens related to diverse types of giving because the patterns can be different by societies with different cultures.
- This presentation focuses on degrees of three types of giving in terms of amounts and ratios by family income and attempts to explore predictors on each type of giving (ratio by family income: giving effort).
- This presentation also focuses on volunteering effort in terms of secular volunteering hours and total secular volunteering hours throughout religious organizations and attempts to explore predictors on each type of volunteering effort.

Previous Studies on Giving & Volunteering

1. Demographic Variables in Giving & Volunteering

age, gender, education, religion, income, marital status, occupation, family size, place of residence, etc.

2. Perceptual and Behavioral Variables in Giving & Volunteering

participation in volunteering or giving, trust, socialization on sharing, value on philanthropy, consideration on transparency, acceptance in social distance, awareness of need, etc.

3. New Concerns on Other Types of Giving

faith-based giving and mutual aid giving

Method

Data

- a nation-wide survey of donation and volunteering by Koreans
- conducted by the Center on Philanthropy at the Beautiful Foundation in Korea (June 16 ~ September 20, 2008)
- used interview technique focusing on donation and volunteering behavior and perception of individual citizens during the year 2007(1,016 subjects)
- used input approach (measures the scale of donation and volunteering by showing the interviewee the lists of specific recipients of donation and volunteering and asking if the interviewee has donated to or volunteered for each recipient)

Data Analysis Method

- Tobit Analysis: Estimating an OLS regression equation with the censored data or sample selected data can produce invalid inferences (Smith & Brame, 2003). Tobit estimator is widely accepted as the more reasonable estimator on the censored data.

Variables and Measurements

● Dependent Variables

secular giving effort, faith-based giving effort, mutual giving effort
secular volunteering hours, total secular volunteering hours throughout religion

● Independent Variables

• demographic variables

religion(protestant, catholic, buddhist: ref.: none and others), family income(family income and squared family income), gender, age(age and squared age), marital status(single, married: ref.: none and others), occupation(own small business, housewife, blue collar job, white collar job: ref.: others), education(ordinal measure)

• perceptual and behavioral variables

participation in secular volunteering or giving, socialization on sharing, value on philanthropy, trust on social institutions, acceptance on distant recipient

● Measurements

- **secular giving effort** : ratio of secular giving in family income
- **faith-based giving effort** : ratio of faith giving amount (offerings+charitable contributions through religious organizations) in family income
- **mutual giving effort** : ratio of mutual aid giving amount in family income

- **volunteering hours** : hours for secular volunteering without & throughout religious organizations
- **religious volunteering hours** : hours for religious volunteering
- **secular volunteering** : participation in secular volunteering
- **secular giving** : participation in secular giving
- **socialization on sharing** : giving and volunteering experiences
- **value on philanthropy** : cognition on value of philanthropic education
- **social trust** : degree of trust on charity related institutions
- **acceptance on distant recipient** : permission for distance of recipient by giving

Results

Descriptive Results

	n	%		n	%
gender (n=1,016)			education(1,007)		
male	497	48.9	elementary school	57	5.7
female	519	51.1	middle school	82	8.1
marital status (n=1,015)			high school	460	45.7
single	245	24.1	undergraduate	91	9.0
married	737	72.6	graduate	305	30.3
others	33	3.3	doctorate	12	1.2
religion (n=1,016)			occupation(1,016)		
protestant	224	22.0	own business	156	15.4
catholic	68	6.7	housewife	256	25.2
buddhism	226	22.2	blue collar	229	22.6
others	498	49.0	white collar	227	22.4
			others	147	14.5

Family Income

Variable	Obs	Mean	Std.Dev.	Min	Max
family income	989	335.3943	155.6194	30	1100

Trust on Social Institutions

Variable	Obs	Mean	Std. Dev.	Min	Max
overall trust	1014	39.0927	6.91988	16	64

Variable	Obs	Mean	Std. Dev.	Min	Max
trust(1)	1016	18.8435	2.99097	7	28

Variable	Obs	Mean	Std. Dev.	Min	Max
trust(2)	1014	20.2465	4.84858	9	36

Socialization on Sharing & Value on Philanthropic Education

Variable	Obs	Mean	Std. Dev.	Min	Max
socialization	1015	13.4197	2.914157	9	18
value on sharing	1016	14.89665	2.345134	6	20

Participation in Secular Volunteering

secular giving	Proportion	Std. Err.
no	.8425197	.0114333
yes	.1574803	.0114333

Mutual Giving, Secular Giving, and Faith-based Giving

mutual giving	n	%
no	339	33.4
yes	677	66.6

faith-based giving	n	%
no	755	74.3
yes	261	25.7

secular giving	n	%
no	457	45.0
yes	559	55.0

Total Amount in Giving

Variable	Obs	Mean	Std. Dev.	Min	Max
only secular giving	1016	83.5935	382.6106	0	5306
only faith based giving (offering+thr.religious giving)	1016	262.1368	1076.285	0	20000
only mutual giving	1016	438.5433	680.1417	0	6000
secular+thr.religious giving	1016	109.2569	436.9659	0	5360
only offering	1016	232.7726	1011.063	0	20000

Giving Effort: Ratios by Family Income

Variable	Obs	Mean	Std. Dev.	Min	Max
secular giving effort	1006	0.24549	1.066867	0	16.66667
faith based giving effort	1012	0.7227	2.213686	0	20
mutual giving effort	1000	1.575356	3.041769	0	41.66667
secular+thr. religious giving	1006	0.310773	1.122165	0	14.57143
offering effort	1012	0.645922	2.067185	0	20

Secular Volunteering Effort : Volunteering Hours without & throughout Religious Organizations

Variable	Obs	Mean	Std. Dev.	Min	Max
secular volunteering hours	1016	7.51	38.24	0	540
secular+thr. religious organizations	1016	8.21	39.49	0	540

Religious Volunteering Effort : Volunteering Hours for Religious Organizations

Variable	Obs	Mean	Std. Dev.	Min	Max
religious volunteering hours	1016	0.7	8.39	0	200

Tobit Analysis on Secular Volunteering Effort

Insecularv-e		Coef.	Std. Err.	t	P-> t	[95% Conf. Interval]	
gender	gender	-0.40788	0.5709	-0.71	0.475	-1.528245	0.712489
education	education	0.031995	0.259944	0.12	0.902	-0.4781332	0.542123
age	age	-0.1439	0.161223	-0.89	0.372	-0.4602913	0.172496
	age_sq	0.001019	0.001814	0.56	0.575	-0.0025418	0.00458
family income	family income	-0.00345	0.005009	-0.69	0.491	-0.0132798	0.006379
	family income_sq	4.04E-06	5.04E-06	0.8	0.422	-5.84E-06	1.39E-05
giving	faith giv. effort	-0.10669	0.446929	-0.24	0.811	-0.9837646	0.770392
	secular giv. effort	1.157687	0.655328	1.77	0.078	-0.1283655	2.443739
	mutual giv. effort	0.471557	0.375234	1.26	0.209	-0.2648242	1.207937
socialization & value	socialization	0.36781	0.088176	4.17	0	0.1947682	0.540852
	value cognition	0.112952	0.101665	1.11	0.267	-0.0865613	0.312466
religion	Protestant	0.83989	0.70998	1.18	0.237	-0.5534148	2.233194
	Catholic	1.868911	0.926337	2.02	0.044	0.0510146	3.686807
	Buddism	1.614432	0.613295	2.63	0.009	0.4108677	2.817996
social agency trust	social agency trust	-0.01694	0.035037	-0.48	0.629	-0.0856967	0.051821
dist. acceptance	recipient	0.13981	0.232439	0.6	0.548	-0.316341	0.59596
parti_for_giving	parti_for_giving	0.930236	0.544223	1.71	0.088	-0.1377786	1.99825
occupation	own business	0.580416	0.961947	0.6	0.546	-1.307362	2.468193
	housewife	-0.80517	1.016482	-0.79	0.428	-2.799976	1.189627
	blue collar	0.642284	0.860413	0.75	0.456	-1.046239	2.330807
	white collar	0.601824	0.869399	0.69	0.489	-1.104333	2.307981
marital status	married	0.789625	0.825713	0.96	0.339	-0.8308013	2.410051
religious vol. hour	religious vol. hour	6.515366	1.823924	3.57	0	2.935995	10.09474
	_cons	-8.67953	3.984664	-2.18	0.03	-16.49926	-0.8598
	/sigma	4.674765	0.336635	°°	°°	4.014133	5.335397

Obs. summary : 830 left-censored observations at Insecularvoltime<=0
 146 uncensored observations
 0 right-censored observations

Tobit regression Number of obs = 976, LR chi2(23) = 88.32, Prob -> chi2 = 0.0000,
 Log likelihood = -661.39594, Pseudo R2 = 0.0626

Tobit Analysis on Secular Volunteering Effort

Insecrelvo-e		Coef.	Std. Err.	t	P-> t	[95% Conf. Interval]	
gender	gender	-0.52462	0.541665	-0.97	0.333	-1.587611	0.538377
education	education	0.026568	0.245449	0.11	0.914	-0.4551144	0.508251
age	age	-0.1281	0.152627	-0.84	0.401	-0.4276271	0.171419
	age_sq	0.000912	0.001717	0.53	0.596	-0.0024588	0.004282
family income	family income	-0.00317	0.004732	-0.67	0.503	-0.0124561	0.006115
	family income_sq	3.79E-06	4.76E-06	0.8	0.426	-5.55E-06	1.31E-05
giving	faith giv. effort	-0.01852	0.417931	-0.04	0.965	-0.8386913	0.801653
	secular giv. effort	0.93726	0.623048	1.5	0.133	-0.2854447	2.159965
	mutual giv. effort	0.407034	0.353366	1.15	0.25	-0.2864311	1.100499
socialization & value	socialization	0.346301	0.08285	4.18	0	0.1837121	0.50889
	value cognition	0.114471	0.096183	1.19	0.234	-0.0742837	0.303226
religion	Protestant	0.781162	0.672199	1.16	0.245	-0.5379988	2.100322
	Catholic	1.863496	0.867533	2.15	0.032	0.1610015	3.565991
	Buddism	1.569938	0.579765	2.71	0.007	0.4321749	2.707701
social agency trust	social agency trust	-0.01336	0.032986	-0.4	0.686	-0.078093	0.051375
dist. acceptance	recipient	0.195636	0.218815	0.89	0.372	-0.2337789	0.625051
parti_for_giving	parti_for_giving	0.876267	0.513069	1.71	0.088	-0.1306085	1.883142
occupation	own business	0.583378	0.907681	0.64	0.521	-1.197906	2.364662
	housewife	-0.62471	0.959324	-0.65	0.515	-2.50734	1.257923
	blue collar	0.604876	0.814227	0.74	0.458	-0.9930093	2.20276
	white collar	0.622542	0.822442	0.76	0.449	-0.9914649	2.236549
marital status	married	0.723352	0.779965	0.93	0.354	-0.8072947	2.253998
religious vol. hour	religious vol. hour	10.53553	1.670821	6.31	0	7.256615	13.81444
	_cons	-8.54083	3.768381	-2.27	0.024	-15.93611	-1.14555
	/sigma	4.441629	0.31093	∞	∞	3.831443	5.051814

Obs. summary : 823 left-censored observations at lnsecrelvotime<=0
 153 uncensored observations
 0 right-censored observations

Tobit regression Number of obs = 976, LR chi2(23) = 124.60, Prob -> chi2 = 0.0000
 Log likelihood = -672.32185, Pseudo R2 = 0.0848

Tobit Analysis on Secular Giving Effort

secular giving effort		Coef.	Std. Err.	t	P-> t	[95% Conf. Interval]	
giving effort	mutual giv. effort	0.1175568	0.027423	4.29	0	0.0637412	0.171373
	faith giv. effort	-0.0210328	0.032461	-0.65	0.517	-0.0847355	0.04267
volunteering	secular vol.	0.1152134	0.044999	2.56	0.011	0.0269048	0.203522
socialization & value	socialization	0.0363938	0.00616	5.91	0	0.0243061	0.048482
	value cognition	0.0206588	0.007595	2.72	0.007	0.0057547	0.035563
religion	protestant	0.1363772	0.04975	2.74	0.006	0.0387454	0.234009
	catholic	0.1217923	0.070306	1.73	0.084	-0.0161811	0.259766
	buddhism	0.0569561	0.044281	1.29	0.199	-0.0299436	0.143856
family income	family income	0.0006137	0.000374	1.64	0.101	-0.00012	0.001347
	family income_sq	-5.96E-07	4.00E-07	-1.49	0.136	-1.38E-06	1.89E-07
gender	gender	0.0055895	0.043173	0.13	0.897	-0.0791362	0.090315
age	age	0.0252923	0.012217	2.07	0.039	0.0013172	0.049267
	age_sq	-0.0002458	0.000135	-1.82	0.07	-0.0005114	1.97E-05
marital status	single	-0.0602773	0.125805	-0.48	0.632	-0.307164	0.186609
	married	0.0032944	0.109028	0.03	0.976	-0.210668	0.217257
social agency trust	social agency trust	0.0176019	0.017648	1	0.319	-0.0170313	0.052235
dist. acceptance	recipient	0.0360873	0.016867	2.14	0.033	0.0029867	0.069188
occupation	own business	0.0360095	0.070356	0.51	0.609	-0.102062	0.174081
	housewife	0.0000909	0.072453	0	0.999	-0.142095	0.142277
	blue collar	-0.0915621	0.065263	-1.4	0.161	-0.2196389	0.036515
	white collar	-0.0026148	0.065589	-0.04	0.968	-0.1313308	0.126101
education	education	0.0219494	0.0186	1.18	0.238	-0.0145526	0.058452
	_cons	-1.855491	0.318922	-5.82	0	-2.481362	-1.22962
	/sigma	0.4568527	0.01498	∞	∞	0.427455	0.48625

Obs. summary : 464 left-censored observations at ln_peffort_giv_only_sec_tot<=0
 510 uncensored observations
 0 right-censored observations

Tobit regression Number of obs = 974, LR chi2(22) = 171.31, Prob -> chi2 = 0.0000
 Log likelihood = -577.06799, Pseudo R2 = 0.1292

Tobit Analysis on Mutual Aid Giving Effort

mutual giving effort		Coef.	Std. Err.	t	P→ t	[95% Conf. Interval]	
giving effort	faith giv. effort	0.17927	0.055527	3.23	0.001	0.0703014	0.288238
	secular giv. effort	0.249048	0.086505	2.88	0.004	0.0792866	0.418809
religion	protestant	-0.27389	0.085931	-3.19	0.001	-0.4425241	-0.10526
	catholic	0.015068	0.121354	0.12	0.901	-0.2230823	0.253218
	Buddhism	0.076736	0.072833	1.05	0.292	-0.0661952	0.219666
family income	family income	-0.00147	0.000617	-2.38	0.018	-0.0026762	-0.00026
	family income_sq	9.28E-07	6.71E-07	1.38	0.167	-3.89E-07	2.25E-06
gender	gender	-0.15117	0.072763	-2.08	0.038	-0.2939582	-0.00838
age	age	0.076747	0.020329	3.78	0	0.0368531	0.116641
	age_sq	-0.00062	0.000223	-2.78	0.006	-0.001059	-0.00018
marital status	single	0.129253	0.20591	0.63	0.53	-0.2748302	0.533337
	married	0.192845	0.175796	1.1	0.273	-0.1521426	0.537833
occupation	own business	0.362152	0.118059	3.07	0.002	0.1304684	0.593835
	housewife	0.299753	0.121631	2.46	0.014	0.0610603	0.538445
	blue collar	0.244917	0.107848	2.27	0.023	0.0332733	0.456561
	white collar	0.413638	0.1113	3.72	0	0.1952192	0.632057
education	education	0.03393	0.031129	1.09	0.276	-0.0271586	0.095019
	_cons	-1.59809	0.499423	-3.2	0.001	-2.578171	-0.618
	/sigma	0.825665	0.024562	°°	°°	0.7774643	0.873866

Obs. summary : 327 left-censored observations at ln_peffort_giv_mutual_tot_←=0
 652 uncensored observations
 0 right-censored observations

Tobit regression Number of obs = 979, LR chi2(17) = 228.58, Prob → chi2 = 0.0000
 Log likelihood = -1062.4742, Pseudo R2 = 0.0971

Tobit Analysis on Faith-based Giving Effort

faith giving effort		Coef.	Std. Err.	t	P→ t	[95% Conf. Interval]	
giving effort	mutual giv. effort	0.311176	0.074252	4.19	0	0.1654617	0.45689
	secular giv. effort	-0.03051	0.132369	-0.23	0.818	-0.2902737	0.229256
religion	protestant	2.356598	0.15289	15.41	0	2.056562	2.656635
	catholic	2.128182	0.192963	11.03	0	1.749504	2.506859
	buddhism	1.339123	0.146625	9.13	0	1.051381	1.626865
family income	family income	-0.00137	0.001012	-1.35	0.177	-0.0033523	0.000618
	family income_sq	1.79E-06	1.05E-06	1.71	0.088	-2.68E-07	3.86E-06
gender	gender	0.191507	0.120548	1.59	0.112	-0.0450602	0.428074
age	age	0.020947	0.032845	0.64	0.524	-0.0435084	0.085402
	age_sq	-6.7E-05	0.000362	-0.19	0.852	-0.0007768	0.000642
marital status	single	0.088544	0.337437	0.26	0.793	-0.573654	0.750743
	married	0.08011	0.278479	0.29	0.774	-0.4663858	0.626605
occupation	own business	0.318337	0.205971	1.55	0.123	-0.085867	0.72254
	housewife	0.297329	0.204895	1.45	0.147	-0.1047629	0.699421
	blue collar	0.263193	0.191595	1.37	0.17	-0.1128008	0.639186
	white collar	0.377534	0.196005	1.93	0.054	-0.0071121	0.762179
education	education	0.076855	0.052107	1.47	0.141	-0.0254027	0.179112
	_cons	-3.48594	0.829105	-4.2	0	-5.113004	-1.85888
	/sigma	1.048666	0.04813	°°	°°	0.9542131	1.143119

Obs. summary : 691 left-censored observations at ln_peffort_giv_faith_tot_←=0
 288 uncensored observations
 0 right-censored observations

Tobit regression Number of obs = 979, LR chi2(17) = 442.47, Prob → chi2 = 0.0000
 Log likelihood = -631.93205, Pseudo R2 = 0.2593

Interpretations

Secular Volunteering Effort

1. Secular Volunteering Effort

- **significant predictors**

religious volunteering hour(+), socialization on sharing(+), catholic(+), buddism(+), participation in secular giving(+), secular giving effort(+)

2. Total Secular Volunteering Effort: Inclusion of Religious Secular Volunteering Hours

- **significant predictors**

religious volunteering hour(+), socialization on sharing(+), catholic(+), buddism(+), participation in secular giving(+)

There can be strong relationships between religious volunteering effort and volunteering effort; between religious affiliation and volunteering effort; and between socialization on sharing and volunteering effort.

Secular Giving Effort

- **significant predictors**

mutual aid giving effort(+), volunteering(+), socialization on sharing(+), value(+), protestant(+), age(+) & squared age(-), distance acceptance on

recipients(+)

- **noticeable non-significant predictor**

faith-based giving effort(-)

It may signal that religious giving reflects religious citizens' combined responsibility for neighbors as well as God.

Another interesting finding is that there can be bi-lateral relationship between mutual aid giving effort and secular giving effort.

Mutual Aid Giving Effort

- **significant predictors**

faith-based giving effort(+), secular giving effort(+), protestant(+), family income(-), age(+) & squared age(-), all occupational groups(+)

- **noticeable predictor**

faith-based giving effort(+), secular giving effort(+), family income(-) and age(+) & squared age(-)

As indicated in secular giving effort, there can be bi-lateral relationship between mutual aid giving effort and secular giving effort.

Faith-based involvement can be a source for mutual aid giving among faith-based organizational members.

Faith-based Giving Effort

- **significant predictors**

mutual aid giving effort(+), protestant(+), catholic(+), buddhist(+)

- **noticeable predictor**

mutual aid giving effort(+)

Unlike mutual aid giving effort and secular giving effort, the relationship between mutual aid giving effort and faith-based giving effort is not a bi-lateral relationship; rather, faith-based involvement can be a source for mutual aid giving among faith-based organizational members as interpreted in the previous analysis on mutual aid giving effort.

Among Three Types of Giving

Secular Giving, Faith-based Giving, and Mutual Aid Giving

1. Needs to be further diversely explored on current practice of these different types of giving by different nations and cultural backgrounds
2. Needs to be examined for core predictors on each type of giving with the concern on mutual influences (directions) of different types of giving

3. Needs to be investigated by using a panel data rather than cross-sectional data on these research topics

Secular Volunteering Effort

Secular Volunteering Hours: Without and Throughout Religious Involvement

1. Needs to be further diversely explored with the concern about duration of secular volunteering in the future research
2. Needs to be examined for core predictors on secular volunteering hour with special attention on religious volunteering hour
3. Needs to be investigated by using a panel data rather than cross-sectional data on these research topics for volunteering efforts



Yuhan-Kimberly Giving Index of
Korea Questionnaire

R&R-

ID

Public Opinion Poll on Donation

Hello,

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

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

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

There are no right or wrong answers for the questions on this survey. 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 South Korea.

We thank you for taking time for our survey.

DBID

The Beautiful Foundation	Research and Research, Inc.
Chair: Mr. Park Sang-Jeung Address: 16-3 Gahoedong, Jongrogu, Seoul, South Korea Tel: (02) 766-1004 Staff: Hong Joo-eun, The Center on Philanthropy at the Beautiful Foundation	CEO: Mr. No Kyu-Hyung Address: SL Bldg. 46-3, Jamwondong, Seochogu, Seoul, Korea Tel: (02) 3484-3000 Staff: Kim Bong-sin, Senior Researcher, Political and Social Research Division

※Notice for interviewers : Fill out the blanks below after finishing the survey.

[For questions 1-1 to 1-2, please answer in the table on page 4.]

1-1. [Show Example Card 1] Please tell us all the organizations/institutions/individuals you have "volunteered" for during the last year (Jan-Dec 2007). ☞ check in the table on page 4

1-2. [Show Example Card 1] How many hours of volunteer work have you done for these organizations/institutions/individuals in the last year (Jan-Dec 2007)? ☞ check in the table in page 4

1-3. [Show Example Card 1] Have you "volunteered" for any of the organizations/institutions/individuals on a regular basis? (Here, "regular" means more than four times per year.)

- ① Yes (I have volunteered regularly) ☞ go to Q1-3-1
- ② No (I have volunteered irregularly whenever possible)
- ③ Don't read to the interviewee. Don't know

1-3-1. If yes to Q1-3, how often do you volunteer for the organizations/institutions/individuals?

- ① weekly ② monthly ③ quarterly ④ Don't read to the interviewee. Don't know

1-4. How did you become aware of the organizations/institutions/individuals for which you volunteer most? [choose one]

- ① mass media such as newspapers/TV/radio/Internet ② Internet
- ③ family, relatives, etc. ④ friends, acquaintances
- ⑤ PR and/or requests from facilities/institutions/groups (door-to-door visits, mails, phone calls, etc)
- ⑥ work or employers ⑦ religious groups
- ⑧ as an individual participating in other groups
- ⑨ Don't read to the interviewee. Don't know

1-5. What was the major type of activity you did for the organizations/institutions/individuals?

- ① simple labor for a specific cause/issue or organization (e.g. doing dishes, bathing, filing, environmental clean-up for the oil spill in the Tae-an area, etc)
- ② provision of expertise for a specific cause/issue or organization (e.g. translation, legal consulting, participating in advisory committee, etc)
- ③ both
- ④ Don't read to the interviewee. Don't know

Q1 place of volunteering	Q1-1) Whether participated or not	Q1-2) Hours of volunteer work
① Helping 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.)		
② Volunteering at charitable organizations (disaster relief or helping the underprivileged, social service organizations, fundraising organizations, etc) (such as in restoration work in flooded areas)		
③ Overseas relief efforts (disaster relief, medical relief efforts in Africa, etc.)		
④ Educational institutions (elementary/junior high/high schools, universities, etc.)		
⑤ Medical institutions (hospitals, medical research centers, etc.)		
⑥ Arts and culture Institutions and other associations (art galleries, cultural foundations, museums, etc.)		
⑦ Environmental groups and animal rights groups		
⑧ Public organizations and local communities		
⑨ Relatives not including immediate family, friends, neighbors		
⑩ Unacquainted individuals such as beggars, the homeless, etc.		
⑪ Elections, political parties and individual politicians		
⑫ Other (write: _____)		
Total		Total _____ hours

☞ Interview instructions: Add up all the hours of volunteer work in the far right column to determine the total hours

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: have the interviewee read [Explanatory Note 2], then hand out [Example Card 2] and have them refer to it in this section.

2. Have you made donations [to any of the places on Example Card 2] during the last year - from January through December of 2007? 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 → go to Q2-1
- ② I donated only for religious purposes → Ask Q①-1 of page 6 and go to Q5 of page 7
- ③ No → go to Q5 of page 7

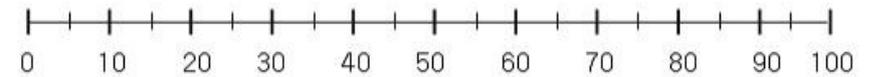
[For questions 2-1 to 2-2, please check the table on page 6.]

2-1. [Show Example Card 2] Please tell us all the organizations/institutions/individuals you have "donated" to, in the last year (Jan-Dec 2007).

→ check on the table on page 6

2-2. [Show Example Card 2] How much have you "donated" to the organizations/institutions/individuals in the last year (Jan-Dec 2007)? Please tell us separately, in cash (money) and in kind (property), and please convert the goods to their monetary value (Please tell us purely your own donations). → be careful of the units [thousand KW]. Check on the table on page 6

2-2-1. (At this point) What percentage of your income would you donate for charitable purposes excluding religious and congratulatory/sympathetic contributions? (_____ %)



2-3. [Show Example Card 2] Have you donated to any of these organizations/institutions/individuals on a regular basis? (Here, "regular" means more than four times per year and religious and congratulatory/sympathetic donations are excluded.)

- ① Yes (donated regularly) → go to Q2-3-1
- ② No (tend to donate irregularly, whenever possible)
- ③ Don't read to the interviewee. Don't know

2-3-1) If yes to Q2-3, how often do you donate (excluding religious and congratulatory/congratulatory/sympathetic donations)?

- ① weekly
- ② monthly
- ③ quarterly
- ④ Don't read to the interviewee. Don't know

2-4. How did you become aware of the "organizations/institutions/individuals" you have donated most excluding religious and congratulatory/sympathetic donations? [single answer only]

- ① mass media such as newspapers/TV/radio/Internet
- ② Internet
- ③ family, relatives, etc.
- ④ friends, acquaintances
- ⑤ PR and requests from facilities/institutions/groups (door-to-door visits, mails, phone calls, etc)
- ⑥ work or employers
- ⑦ religious groups
- ⑧ as an individual participating in other groups
- ⑨ Don't read to the interviewee. Don't know

2-5. How did you donate to the organizations/institutions/individuals? [single answer]

- ① directly in person
- ② ARS call
- ③ online (credit card, cell phone payment)
- ④ GIRO
- ⑤ CMS wire transfer
- ⑥ automatic deduction from wages
- ⑦ Other (write: _____)
- ⑧ Don't read to the interviewee. Don't know

Q2 Place of donation	Q2-1 Whether donated or not	Q2-2 Amount	
		2-2-1 Cash	2-2-1 Cash
⑩ Congratulatory and sympathetic contributions (weddings, funerals, etc)		_____ Won	_____ Won
① Donated to social service organizations or the underprivileged through religious institutions (excluding donations solely for religious institutions of ①-1))		_____ Won	_____ Won
①-1) Donations solely for religious institutions (church, temple, etc.)		_____ Won	_____ Won
② Charitable organizations (disaster relief or helping the underprivileged, social service organizations, fundraising organizations, etc)		_____ Won	_____ Won
③ Overseas relief efforts (disaster relief, medical relief efforts in Africa, etc.)		_____ Won	_____ Won
④ Educational institutions (elementary/ junior high/ high schools, universities, etc.)		_____ Won	_____ Won
⑤ Medical institutions (hospitals, medical research centers, etc.)		_____ Won	_____ Won
⑥ Arts and culture Institutions and other associations (art galleries, cultural foundations, museums, etc.)		_____ Won	_____ Won
⑦ Environmental groups and animal rights groups		_____ Won	_____ Won
⑧ Public organizations and local communities		_____ Won	_____ Won
⑨ Relatives not including immediate family, friends, neighbors		_____ Won	_____ Won
⑩ Unacquainted individuals such as beggars, the homeless, etc.		_____ Won	_____ Won

⑪ Elections, political parties and individual politicians		_____ Won	_____ Won
⑫ Other (write: _____)		_____ Won	_____ Won
Total		_____ Won	_____ Won

☞ Interview instructions: Add up all the donations in the right column to determine the total amount

3. What is your main internal reason for donating? [single answer]

- ① responsibility towards society
- ② religious belief
- ③ to help needy, underprivileged people
- ④ for personal satisfaction and self-esteem
- ⑤ because of the philanthropic traditions of my family
- ⑥ Don't read to the interviewee. other (write: _____)

4. Apart from the above reasons for donating, which external factor has the biggest influence on your decision to donate? [single answer] ☞ go to Q6]

- ① financial affordability
- ② tax benefits
- ③ stimulus from someone I care about
- ④ no specific reason other than requested by organizations/institutions or some unacquainted individuals
- ⑤ because people around me donate
- ⑥ Don't read to the interviewee. other (write: _____)

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

5. (Only for those who answered ② 'No' to Q2) What was "the biggest reason for not making any donations"? [single answer]

- ① not interested in donation
- ② don't think it's my obligation
- ③ couldn't trust the donation recipients (individuals/organizations/institutions)

- ④ have insecure present and future income
- ⑤ didn't know how and where to donate
- ⑥ haven't been asked directly for donation
- ⑦ participate in volunteering instead of donation
- ⑧ Don't read to the interviewee. other (write: _____)

※ 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
- ③ Don't read to the interviewee. Don't know

7. [Show Example Card 3] If you decided to donate in the future, how much would you consider each of the following aspects of donation?

Item	Do not consider at all	Rarely consider	Consider to some extent	Deeply consider
7-1 The recipients (for example: children, the disabled, seniors, education, etc.)	1	2	3	4
7-2 Reliability of the organizations/institutions requesting donation	1	2	3	4
7-3 Effectiveness of the donation on improving society	1	2	3	4
7-4 Simplicity, convenience of donation process	1	2	3	4
7-5 Choice of a donation amount that fits my financial situation	1	2	3	4

8. [Show Example Card 4] If you were to donate through charities or fundraising organizations, how much would you consider each of the following aspects of donation?

Item	Do not consider at all	Rarely consider	Consider to some extent	Deeply consider
8-1 Reputation, significance of the organization	1	2	3	4
8-2 Financial and operational transparency of the organization	1	2	3	4
8-3 Significance of the organization's activities in improving society	1	2	3	4
8-4 Beneficiaries of the organization's activities	1	2	3	4
8-5 Continuous updates on the use of donated resources, organizational information	1	2	3	4
8-6 Benefits offered to donors (for example invitations to events, recognition and expression of appreciation, etc.)	1	2	3	4

9. [Show Example Card 5] If you donate money or goods, to what purpose do you want your donations to go? Choose two in order of significance. First (), Second ()

- ① support charitable and social service fields
- ② support education and research
- ③ support the medical field
- ④ support culture and artistic development
- ⑤ support the environment and species conservation
- ⑥ support overseas relief
- ⑦ support local community development (local libraries, local youth centers, etc.)
- ⑧ Don't read to the interviewee. other (write: _____)
- ⑨ Don't read to the interviewee. Don't know

9-1. [Show Example Card 6] The following question is limited to the social service field. If you donate money or goods, to what purpose do you want your donations to go? Choose one.

- ① support children's welfare (general children's issues, undernourished children, children residing in institutions, children living without guardians, etc.)
- ② support youth services (career development, counseling, extracurricular activities, etc.)
- ③ support the disabled (general disability issues, underprivileged disabled and disabled residing in institutions, etc.)
- ④ support seniors' welfare (general seniors' issues, seniors living alone, seniors residing in institutions, etc.)
- ⑤ support women's welfare (general women's issues, female workers, housewives, female heads of households, etc.)
- ⑥ support underprivileged households (low-income and incomeless households, homeless, etc.)
- ⑦ support North Korean civilians

- ⑧ support migrant workers in South Korea
- ⑨ Don't read to the interviewee. other (write: _____)
- ⑩ Don't read to the interviewee. Don't know

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

- ① issues in the local community in which I live
- ② issues in 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. earthquake in China, poverty in Africa, etc.)
- ⑤ Don't read to the interviewee. Don't know

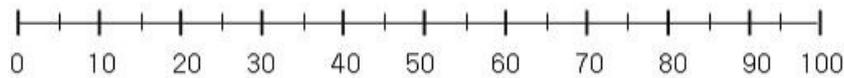
Next, here are some questions about "bequest donation". Bequest donation is making a pledge in your will to donate cash, securities, real estate, or property to organizations/institutions/individuals after you die.

※Interview instructions: have the interviewee read [Explanatory Note 3] before responding to questions.

11. Are you willing to donate part of your estate to organizations/institutions?

- ① Yes ② No → go to Q12
- ③ Don't read to the interviewee. Don't know → go to Q12

11-1. If yes to Q 11, what percentage of your estate are you willing to donate to the society? ➡ Allow the interviewee to answer in percentage ()%



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

Experience	Yes	No
12-1. I helped individuals (friends or neighbors) with cash or property	①	②
12-2. I participated in volunteering activities to help individuals (friends or neighbors)	①	②
12-3. I donated to charitable or social service organizations	①	②
12-4. I volunteered at charitable or social service organizations	①	②
12-5. I was taught by my parents about donation and volunteering	①	②
12-6. I received education on donation and volunteering from school, a youth center, or a religious organization	①	②
12-7. I saw my parents, relatives, or neighbors donate for needy people	①	②
12-8. I saw my parents, relatives, or neighbors volunteer for needy people (including fundraising activities)	①	②
12-9. I participated in obligatory volunteering ('student volunteering activities' or 'community services') or donations at school	①	②

※Interview instructions: volunteering for fundraising should be included in "volunteering activities"

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

※Interview instructions: have the interviewee read [Explanatory Note 4] before responding to questions.

13. Regarding philanthropy education, to what extent do you agree with each statement below?

	Strongly disagree	Strongly disagree	Disagree to some extent	Average	Deeply consider
13-1. Philanthropy education should be done within the school system	①	②	③	④	⑤
13-2. Philanthropy education should be done by parents or at home	①	②	③	④	⑤
13-3. The practice of giving should be emphasized at the communities that I belong to (work, religious organizations, social organizations, etc)	①	②	③	④	⑤
13-4. The practice of giving should be emphasized by mass media, which should pursue the public interest	①	②	③	④	⑤

The following questions are about "online donation". Online donation is making donations on the Internet using credit card and/or cell phone payments.

※Interview instructions: have the interviewee read [Explanatory Note 5] before responding to questions.

14. How many hours on average per day do you use the Internet? (including during working hours)

⇒ _____ hrs _____ min (on average) per day

15. Did you make any donations using the Internet during the last year?

- ① Yes (☞ go to Q16) ② No (☞ go to Q18)

16. Why do you think online donations can be useful? Please choose all the reasons. [multiple answers]

- ① simple donation procedure
- ② availability of diverse payment methods
- ③ choice of small donations
- ④ easy access to a wide range of beneficiaries
- ⑤ immediate confirmation of my donations
- ⑥ easy to gain information on the beneficiary's use of donated resources and its operation
- ⑦ real-time delivery of donor's opinions
- ⑧ Don't read to the interviewee. Don't know

17. Regarding online donations, please respond to the following statements.

(☞ After responding to the statements below, go to Q19)

	Yes	No
17-1. After I had first experienced online donation, I came to donate more often (whether online or offline) (frequency)	①	②
17-2. After I had first experienced online donation, I came to donate more (whether online or offline) (amount)	①	②
17-3. I'll continue to donate over the Internet	①	②

18. If you do not donate over the Internet, what is the reason? [single answer]

- ① concerns about theft of private information
- ② not interested in online donations or haven't had a chance
- ③ more familiar with existing donation methods and don't want to change
- ④ do not trust the information on the beneficiaries (donation requests) provided on the Internet
- ⑤ Don't read to the interviewee. Don't know

Now, the following questions are about "Korea's giving culture". Please tell us what you think about the development of giving culture over the past decade and in the coming ten years.

19. What do you think about the following statements?

	Yes	Similar (will be similar)	No
19-1. My donations have increased in general compared to the past years (within the past ten years)	①	②	③
19-2. My donations will increase in general in the future (within ten years)	①	②	③
19-3. Korea's giving culture has been more active in general compared to past years	①	②	③
19-4. Korea's giving culture will be more active in general in the future (within ten years)	①	②	③

20. [Show Example Card 7] What do you think our society needs most to further promote giving culture in Korea? [single answer]

- ① expand systemic support (increasing tax benefits, etc)
- ② promote philanthropy education and public awareness campaigns
- ③ increase cases of model donations (or increase model donations by the rich and social elites)
- ④ increase transparency and reliability by nonprofit organizations
- ⑤ diversify donation methods and increased convenience for donation (diversity of types and opportunities of donation)
- ⑥ increase donation requests from nonprofit organizations

- ⑦ raise awareness of giving in the communities to which I belong (work, religious groups, etc)
- ⑧ Don't read to the interviewee. Don't know

21. 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.

Item	Do not trust at all	Distrust	Trust	Trust strongly
21-01. Social service organizations (orphanages, senior homes, welfare centers, etc.; including unauthorized facilities)	①	②	③	④
21-02. Civil organizations (People's Solidarity for Participatory Democracy, Citizen's Coalition for Economic Justice, advocacy groups for the environment, women's rights, human rights, etc.)	①	②	③	④
21-03. Arts and culture institutions (museums, etc.) and other associations	①	②	③	④
21-04. 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
21-05. Educational institutions (elementary/junior high /high schools, universities, etc)	①	②	③	④
21-06. Medical institutions (hospitals, etc.)	①	②	③	④
21-07. Religious institutions (churches, temples, etc.)	①	②	③	④
21-08. Labor unions (Federation of Korean Trade Unions, Korean Confederation of Trade Unions, individual labor unions)	①	②	③	④
21-09. Political parties (Grand National Party, Democratic Party, Democratic Labor Party, etc.)	①	②	③	④
21-10. Interest groups, business/professional associations (medical associations, Bar Association, Federation of Korean Industries, Korea Employers Federation)	①	②	③	④
21-11. Large corporations	①	②	③	④
21-12. Small and medium enterprises	①	②	③	④
21-13. Central government	①	②	③	④
21-14. Local governments (province, city, county, district)	①	②	③	④
21-15. Judicial institutions (courts, etc.)	①	②	③	④
21-16. Media enterprises (broadcasting, newspaper, etc.)	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 ⑥ 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 junior high school
- ③ graduated high school
- ④ in university (junior college included)
- ⑤ graduated university
- ⑥ in graduate school/ above master degrees
- ⑦ Don't read to the interviewee. Other (_____)
- ⑧ Don't read to the interviewee. Don't know

DQ3. much is your average personal monthly income?

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

DQ4. How much is your average household monthly income? Please include all of the household's income such as bonuses, interest, rent.

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

DQ5. Including yourself, how many are there in your household?

(_____) persons

DQ6. How many economically active members are there in your household?

(_____) persons

DQ7. What is your marital status?

- ① Single
- ② Married (w / spouse)
- ③ Divorced
- ④ Widowed
- ⑤ (Don't read to the interviewee) Don't know

2008 Giving Index Survey Example Cards



[Explanation 1]

To begin, here are some questions regarding "Volunteer" activities.

"Volunteer" activities are things that are done voluntarily, either for other people or for public benefit, for a certain period of time while expecting nothing in return. This includes 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, or 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.

[Example card 1] Place of volunteering (pages 2-3)

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. Volunteering at charitable organizations (disaster relief or helping the underprivileged, social service organizations, fundraising organizations, etc)

3. Overseas relief efforts (disaster relief, medical relief efforts in Africa, etc.)	4. Educational institutions (elementary / junior high / high schools, universities, etc.)	5. Medical institutions (hospitals, medical research centers, etc.)
6. Arts and culture Institutions and other associations (art galleries, cultural foundations, museums, etc.)	7. Environmental groups and animal rights groups	8. Public organizations and local communities
9. Relatives not including immediate family, friends, neighbors	10. Unacquainted individuals such as beggars, the homeless, etc.	11. Elections, political parties and individual politicians
12. Other		

[Explanation 2]

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.

[Example card 1] Place of volunteering (pages 2-3)

0. Congratulatory and sympathetic contributions (weddings, funerals, etc)	1. 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.)
2. Charitable organizations (disaster relief or helping the underprivileged, social service organizations, fundraising organizations, etc)	3. Overseas relief efforts (disaster relief, medical relief efforts in Africa, etc.)	4. Educational institutions (elementary / junior high / high schools, universities, etc.)
5. Medical institutions (hospitals, medical research centers, etc.)	6. Arts and culture Institutions and other associations (art galleries, cultural foundations, museums, etc.)	7. Environmental groups and animal rights groups
8. Public organizations and local communities	9. Relatives not including immediate family, friends, neighbors	10. Unacquainted individuals such as beggars, the homeless, etc.
11. Elections, political parties and individual politicians	12. Other	

[Example card 3] (page 7)

1. The recipients (for example: children, the disabled, seniors, education, 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 5] (page 8)

1. support charitable and social service fields	2. support education and research	3. support the medical field
4. support culture and artistic development	5. support the environment and species conservation	6. support overseas relief
7. support local community development (local libraries, local youth centers, etc.)	8. Other	

[Example card 4] (page 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, organizational information	6. Benefits offered to donors (for example invitations to events, recognition and expression of appreciation, etc.)

[Example card 6] (page 8)

1. support children's welfare (general children's issues, undernourished children, children residing in institutions, children living without guardians, etc.)	2. support youth services (career development, counseling, extracurricular activities, etc.)	3. support the disabled (general disability issues, underprivileged disabled and disabled residing in institutions, etc.)
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4. support seniors' welfare (general seniors' issues, seniors living alone, seniors residing in institutions, etc.)	5. support women's welfare (general women's issues, female workers, housewives, female heads of households, etc.)	6. support underprivileged households (low-income and incomeless households, homeless, etc.)
7. support North Korean civilians	8. support migrant workers in South Korea	9. Other

[Explanation 3] (page 9)

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

[Explanation 4] (page 9)

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

[Explanation 5] (page 10)

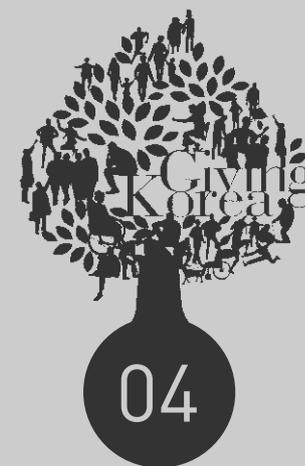
The following questions are about "online donation". Online donation is making donations on the Internet using credit card and/or cell phone payments.

[Example card 7] (page 8)

1. expand systemic support (increasing tax benefits, etc)	2. promote philanthropy education and public awareness campaigns	3. increase cases of model donations (or increase model donations by the rich and social elites)
4. increase transparency and reliability by non-profit organizations	5. diversify donation methods and increased convenience for donation (diversity of types and opportunities of donation)	6. increase donation requests from nonprofit organizations
7. raise awareness of giving in the communities to which I belong (work, religious groups, etc)	8. Others	



Thank you for your valuable time.
Your input will help further promote the culture of giving!



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Educational Backgrounds

B.A. Yonsei University, Seoul, Korea
 M.S.W. Ohio State University, Columbus, Ohio, U.S.A.
 Ph.D. University of Pennsylvania, Philadelphia, PA, U.S.A.

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, School of Social Welfare
at Yonsei University

Current Publications

“A Cross-cultural Examination of Student Volunteering: Is It
All About Resume Building?”,
Nonprofit and Voluntary Sector Quarterly, forthcoming, 2009.
Altruism: Understandings and Implications, Asan Foundation
Press (in press), 2009.

Current Project

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.
Principal Research Designer for the Welfare Panel Data of
Metropolitan City of Seoul, 2009.

Current Academic Activities

Chief Editor in Korean Social Welfare Research.

Current Research & Lecture

Lectures
Charity & Philanthropy, Management in NPOs, Corporate
Philanthropy, Foundations, Research Methodology in Social
Science

Research
Citizen’s Giving and Volunteering in Seoul, Donor Loyalty
for Human Service Organization, Church Members’ Social
Volunteering, Planned Giving, Wealthy People’s Giving
Behavior

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

The Beautiful Foundation, the first community foundation in Korea

“Beyond Charity Toward Change”

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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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 tai-

lored 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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