

Giving Korea 2014

The 14th Symposium on Giving Culture



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2014



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

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

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A series of stylized orange leaves of various sizes and orientations are scattered across the upper half of the page, creating a sense of movement and natural beauty.

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at the Beautiful Foundation

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Opening Remarks

Greetings! I am Jong-suk Ye, the Chairman of the Beautiful Foundation.

I want to thank all who supported and participated in the 14th International Symposium on Giving Culture, Giving Korea 2014. The Beautiful Foundation was established in 2000 to promote the culture of giving in Korea, and has produced the Giving Korea Index since 2001 to diagnose the current status of Korea's donation culture and propose future directions. Looking back, it wasn't easy to carry out donation-related research regularly and produce standardized index. However, thanks to the selfless dedication, support and understanding of numerous sponsors, and the passion of citizens and related institutes in the development of Korea's giving culture, we are able to announce this year's index.

Giving Korea has performed comprehensive analysis on the changes and development of Korea's giving culture, and has evolved continuously to spread Korean-style culture of giving. This year, on top of the research we have been carrying out, we have added research on inheritance donation and behavior analysis of uniquely Korean mutual-aid giving to discuss detailed ways to advance Korea's giving culture. Many people have worked diligently for Giving Korea 2014. First, Professor Gi-beom Nam who has led

the research on private donation index in the arts and culture sector, President Seong-gyu Kim, legislative researcher Hwi-jeong Kim, and President Yong-kyu Hwang participated as panelists. I also want to take this opportunity to thank Professor Chul-hee Kang and Dong-woo Han, who have planned and carried out the research for many years, and Hankook Research for its support in status research. My gratitude also extends to Director Yoon-hee Won and Deputy Director Seong-yeon Park of the Center on Philanthropy at the Beautiful Foundation who served as moderator and host of the discussion every year. Last but not least, I'd like to thank the Board of Directors and researchers of the Center on Philanthropy at the Beautiful Foundation.

Our role of releasing the research results is complete. Now it's your turn to find new ways to develop the culture of giving. I hope forward-looking and diverse ideas are created through Giving Korea 2014.

Jong-suk Ye

Chairman of the Beautiful Foundation

A handwritten signature in black ink, reading 'Jongsuk Ye' in a cursive style.

발 간 사

안녕하십니까? 아름다운재단 이사장 예종석입니다.

아름다운재단 <제14회 기부문화심포지엄 기빙코리아 2014>에 관심을 갖고 참여해 주신 여러분께 진심으로 감사드립니다. 한국의 기부문화 활성화를 위해 2000년에 설립된 아름다운재단은 2001년부터 우리 기부문화의 현실을 진단하고 나아가야할 방향을 제시하기 위하여 기빙코리아 인덱스를 꾸준히 발표해 왔습니다. 돌이켜보면 정기적으로 기부관련 조사를 시행하고 표준화된 인덱스를 생산한다는 것이 결코 쉬운 일은 아니었습니다. 그러나 아름다운재단 기부문화연구소 연구자들의 아낌없는 헌신과 많은 후원자들의 도움과 이해, 그리고 한국 기부문화의 발전에 열정을 가진 시민들과 관련기관의 뜨거운 관심이 있었기에 가능할 수 있었던 일이라고 생각합니다.

그동안 <기빙코리아>는 우리 기부문화의 변화와 성장을 종합적으로 분석해왔고 한국형기부문화의 확산을 위해 지속적으로 변화를 시도해 왔습니다. 올해는 그동안 이어오던 연구 외에 특별히 유산기부의 현주소를 살펴보고 우리의 독특한 기부문화형태인 상호부조에 대한 행동 분석을 통해 한국 기부문화의 성장을 위한 구체적인 방안을 함께 논의하는 기회를 마련하였습니다. 오늘 심포지엄을 위해 노고를 아끼지 않은 많은 분들이 계십니다. 우선 문화예술분야

의 개인기부지수 발표를 위해 연구를 맡아주신 남기범 교수님과 토론의 패널로 참석하여 주신 김성규 대표님, 김희정 입법조사관님, 황용규 대표님께 감사드립니다. 여러 해 동안 계속 연구를 기획하고 진행해주신 강철희 교수님, 한동우 교수님과 실태조사를 지원해 주신 (주)한국리서치에도 이 자리를 빌려 고마움을 전합니다. 또한 매년 토론의 좌장과 행사 사회를 맡아서 애써주시는 아름다운재단 기부문화연구소의 원윤희 소장님과 박성연 부소장님께도 깊은 감사의 뜻을 전합니다. 마지막으로 아름다운재단 기부문화연구소 운영이사회와 연구위원 분들께도 심심한 사의를 표하는 바입니다.

오늘 발표되는 연구가 아름다운재단의 역할이라면 이를 토대로 우리 기부문화의 성장을 위한 새로운 방안을 모색하는 것은 여러분 모두의 몫이라 생각합니다. 이 자리를 통해 다양하고 발전적인 아이디어가 생산되길 기대하며 오늘 오신 참석자분들을 진심으로 환영하고 감사드립니다.

아름다운재단 이사장

예종석



01

GIVING INDEX : Analysis of Giving in Korea 2013



01

GIVING INDEX : Analysis of Giving in Korea 2013

Chul-hee Kang

Professor, School of Social Welfare, Yonsei University

Researcher, The Center on Philanthropy at the Beautiful Foundation

Chapter I. 2013 Giving Index

1. Research design

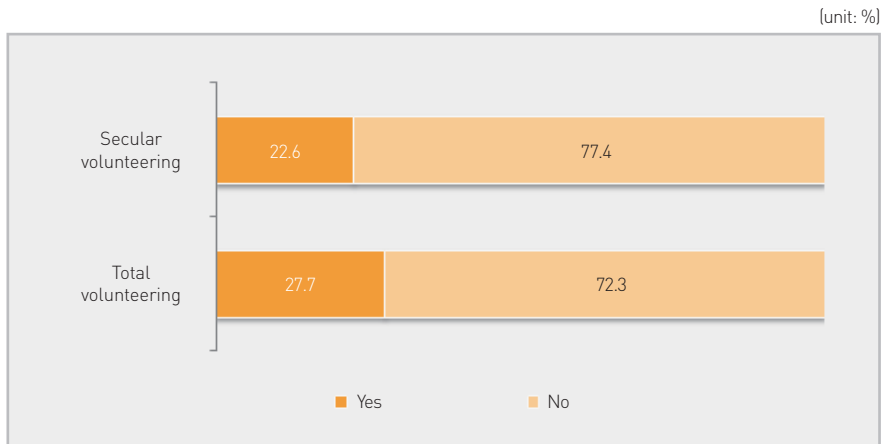
Item	Content
Respondents	Men and women over age 19, nationwide
Sample	1,007 persons
Sampling method	Phase 1: Multi-stage area sampling -survey point selection Phase 2: Quota sampling by region, gender, and age -interviewee selection
Standard error	In condition of random sampling, confidence rate 95% $\pm 3.1\%$
Survey methodology	Face-to-face interviews
Survey tool	Structured questionnaire
Research period	June 24, 2014-August 6, 2014
Research agency	Hankook Research

Chapter II. Result Analysis

1. Secular & Religious Volunteering

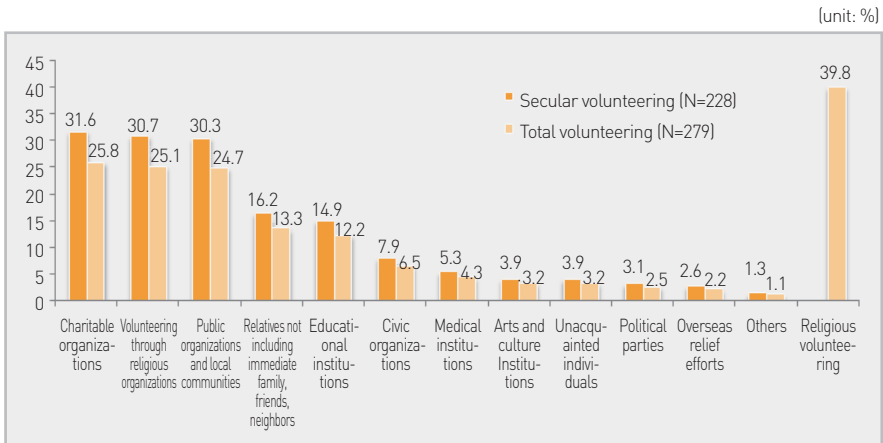
1) Participation in volunteering

- 22.6% participated in secular volunteering (3.9%P decrease from 26.5% in 2011).
- 27.7% including religious volunteering.



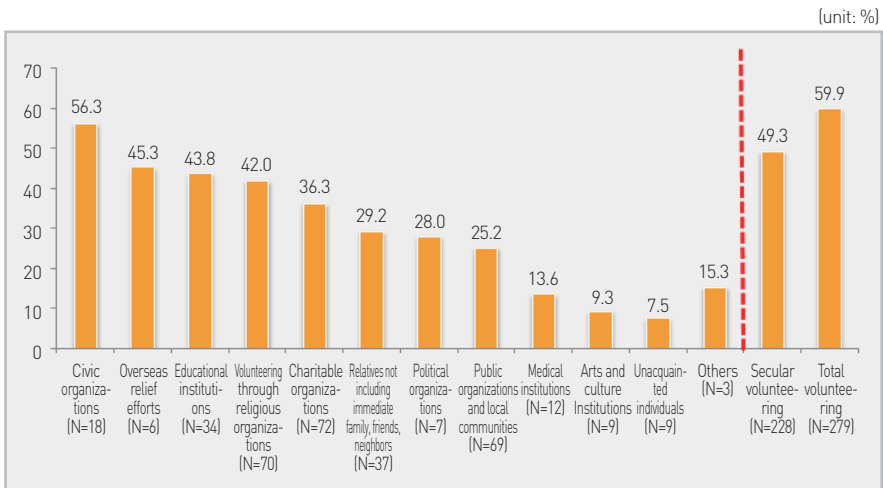
2) Place of volunteering

- 31.6% of secular volunteering took place at charity organizations, followed by religious volunteering(30.7%), volunteering for public organizations or community(30.3%), and volunteering for relatives, friends, or neighbors.



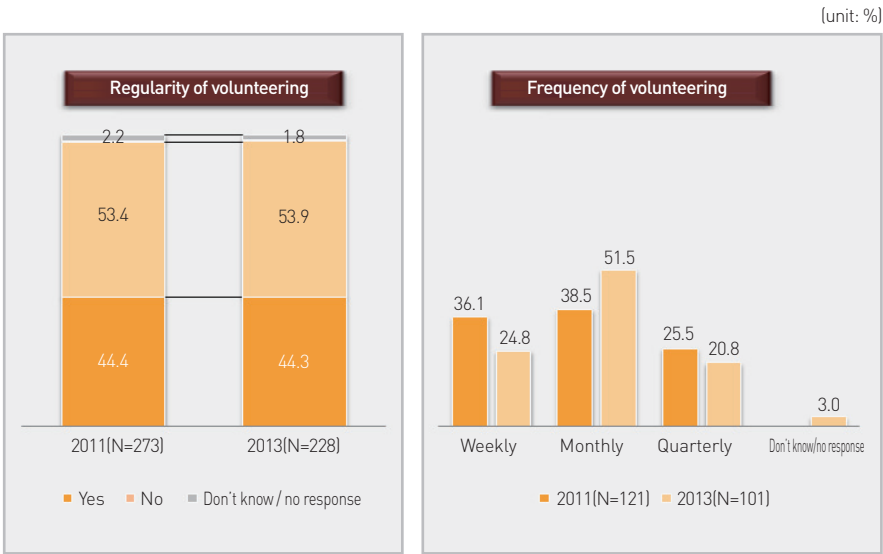
3) Volunteering hours

- Average volunteering hours of secular volunteers were 49.3 hours, and average hours of total volunteers(secular & religious) were 59.9 hours.
- According to volunteering hours at organizations, civic organizations recorded the highest at 56.3 hours.



4) Regularity and Frequency of volunteering

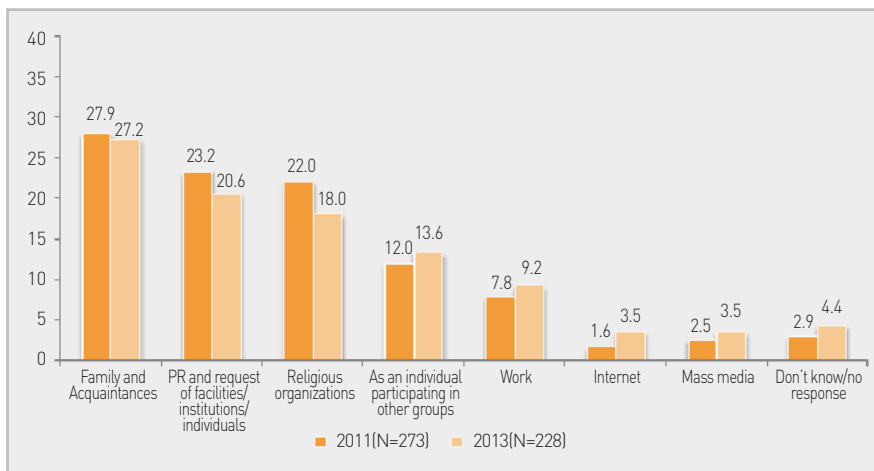
- 44.3% of the secular volunteers were involved regularly, which was similar to the figures of 2011.
- Of the regular volunteers, 51.5% participated monthly, 24.8% weekly, and 20.8% quarterly



5) Awareness channels of volunteering

- Family and acquaintances, PR of volunteer organizations, and religious organizations were important awareness channels.
- Personal networks(40.8%), including family, acquaintances and private gatherings, were important channels.

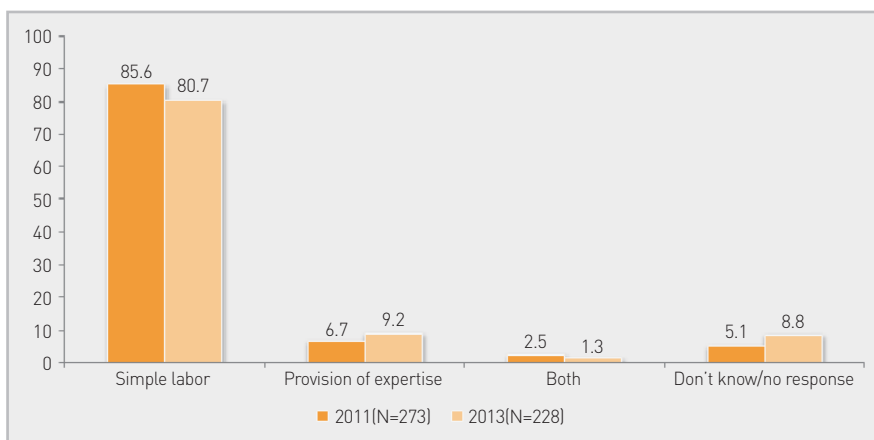
(unit: %)



6) Type of volunteer activity

- Simple labor volunteering was the most sought after type of activity at 80.7%.
- Compared to 2011, simple labor volunteering decreased by 4.9%P, and expert volunteering increased slightly by 2.5%P.

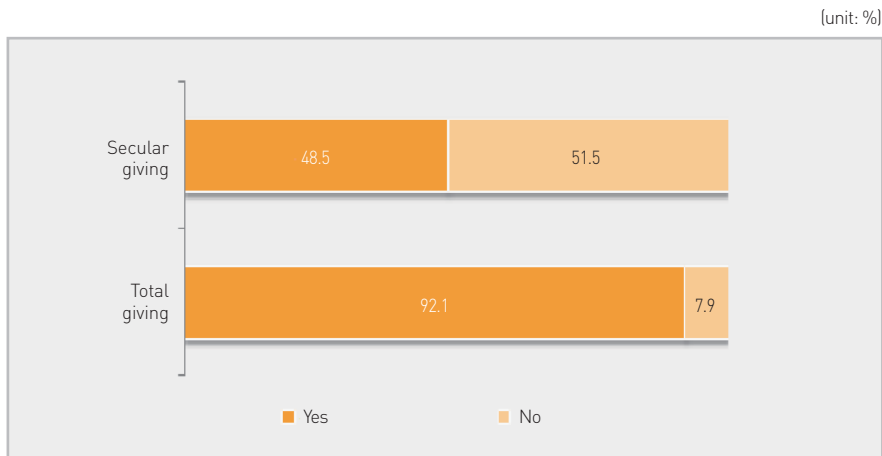
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2. Giving : Focused on Secular Giving

1) Participation in giving

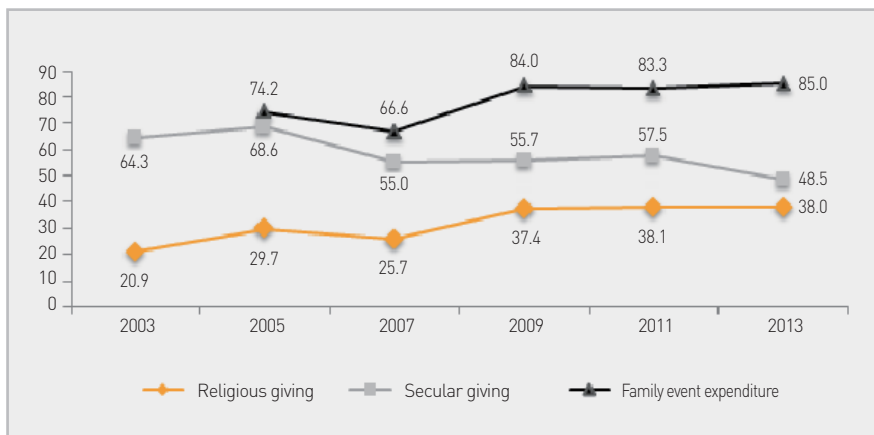
- 48.5% of respondents participated in secular giving.
- 92.1% of respondents participated in total giving, which includes religious giving and mutual-aid giving.



2) Changes in participation of donation

- Participation rate of secular giving decreased by 9.0%P from 2011.
- Participation rate of religious giving was similar to 2011, and that of family event expenditure was increased by 1.7%P.

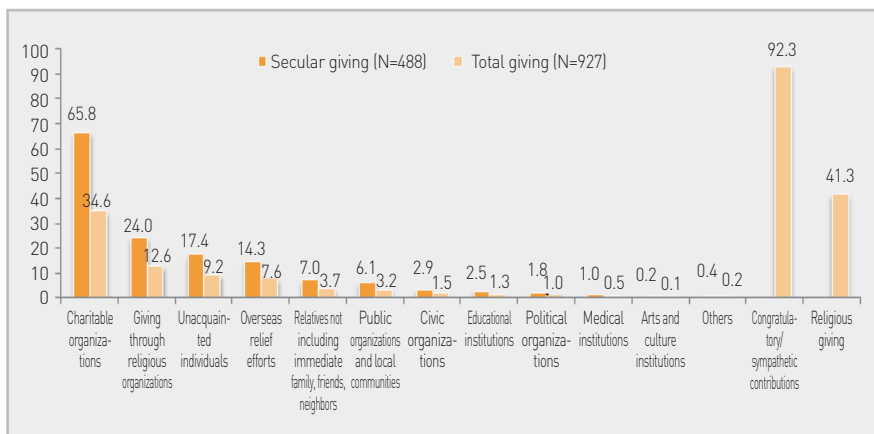
(unit: %)



3) Recipients of giving

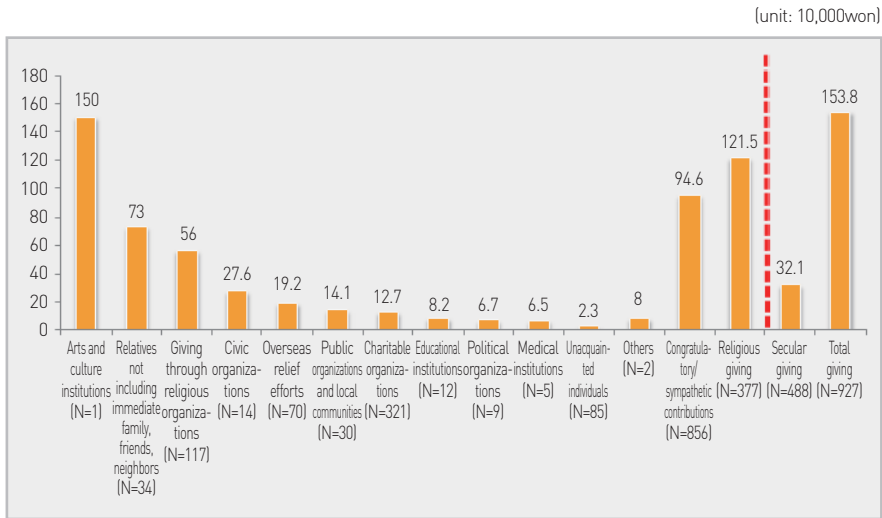
- 65.8% of secular donors donated to charitable organizations, 24.0% through religious organizations, 17.4% to unacquainted individuals, 14.3% to overseas relief organizations, and 7.0% to relatives, friends and neighbors.

(unit: %)



4) Amount of giving

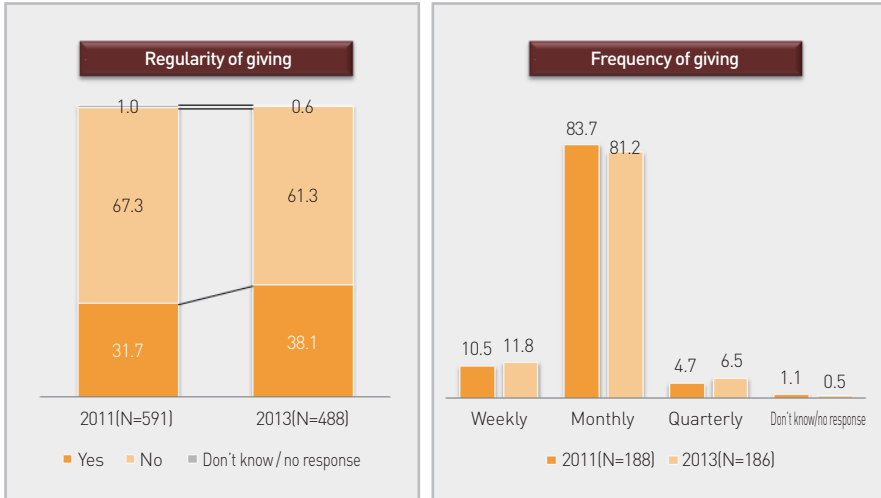
- Average amount of secular donation was KRW321,000, and total donation KRW1,538,000
- Average amount of family event giving was KRW946,000, and religious giving KRW1,215,000



5) Regularity and Frequency of giving

- 38.1% of secular donors were involved in regular donation, which was a 6.4% increase from 2011.
- 81.2% of the regular donors were involved monthly and 11.8% quarterly, which was similar to the figures of 2011.

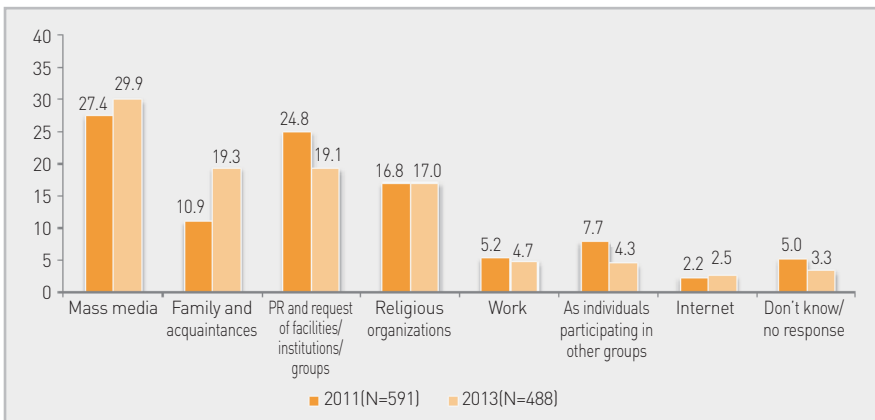
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6) Awareness channels of giving

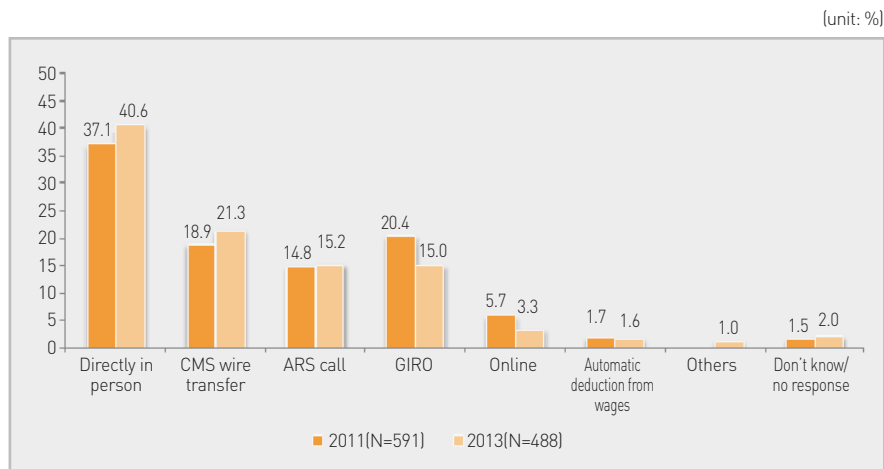
- The awareness channel of giving that ranked the highest was mass media at 29.9%.
- Respondents who replied “Family and acquaintances” increased by 8.4%P, but those who said “PR and request of organizations” decreased by 5.7%P.

(unit: %)



7) Method of giving

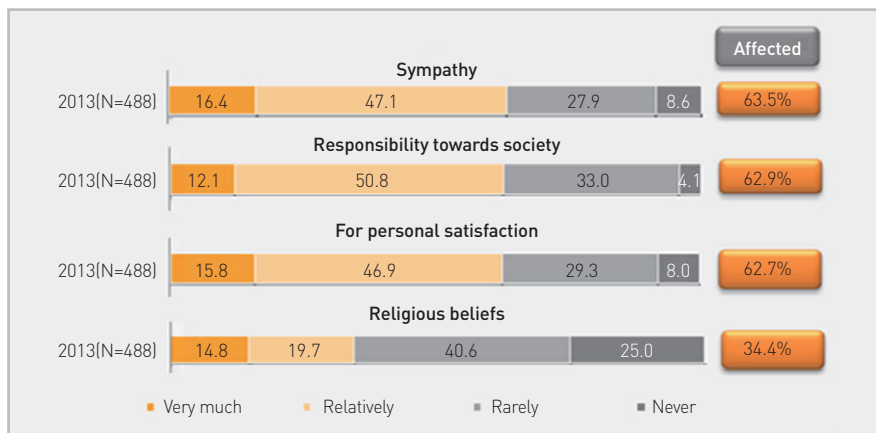
- The most sought after method of giving was direct delivery to individual or organizations at 40.6%.



8) Internal reasons for giving

- Regarding internal reasons for giving, donation arising from sense of sympathy was the highest.
- Compared to 2011 results, donation due to responsibility towards society increased, while religious beliefs decreased.

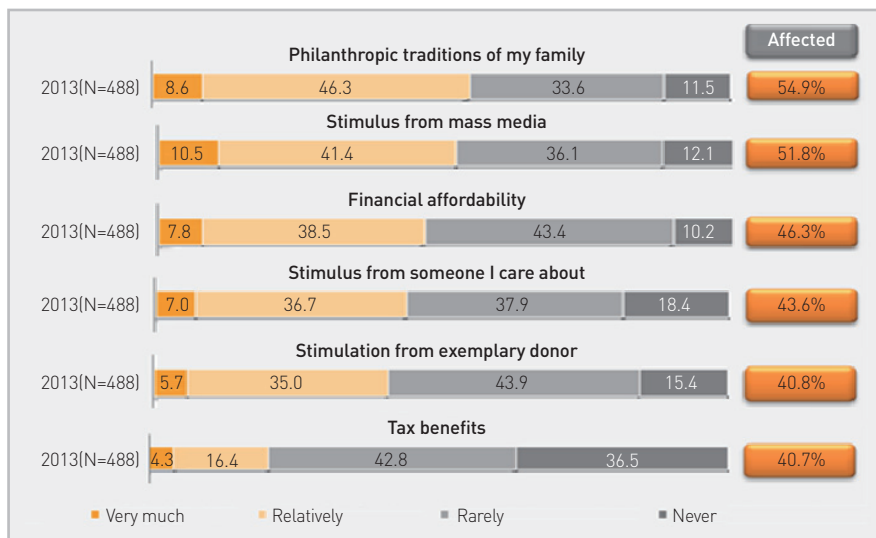
(unit: %)



9) External factors for giving

- Philanthropic traditions of own family was the greatest external factor of giving.
- Compared to 2011 results, all external factors affected donation more.

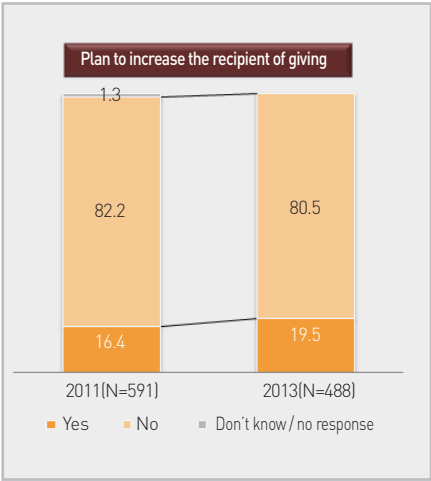
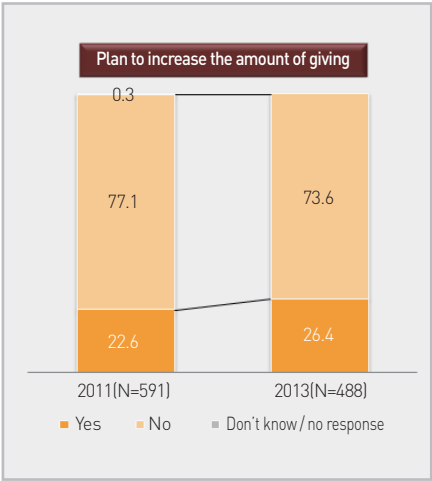
(unit: %)



10) Plan to increase the amount and recipient

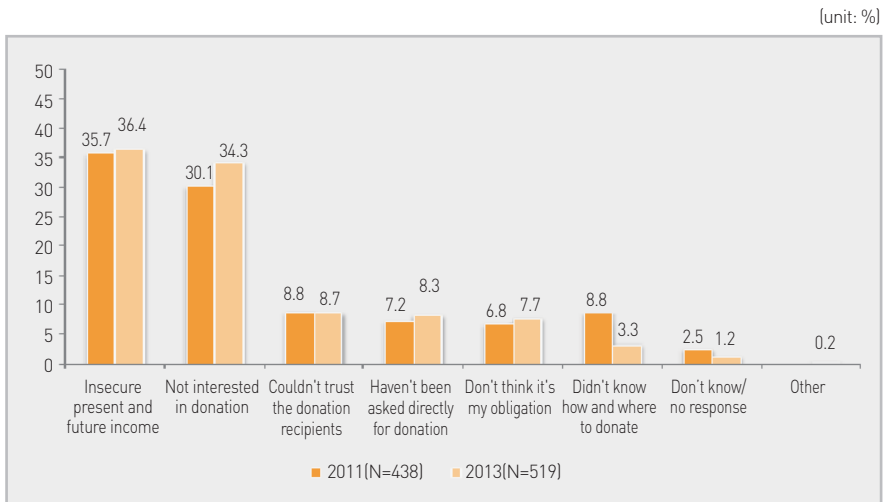
- Compared to 2011 results, rate of respondents replying they have plans to increase donation amount and the number of organizations increased slightly.

(unit: %)



11) The main reasons for not giving

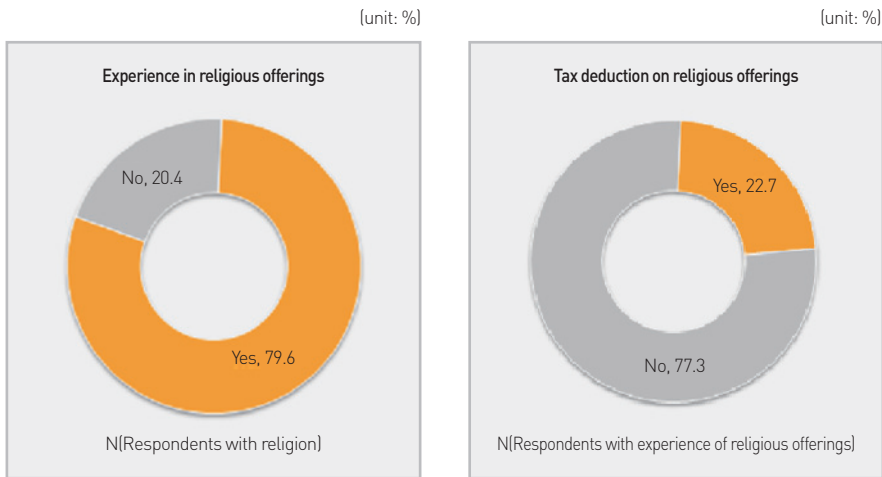
- Main reasons for not giving were present and future financial insecurity, and lack of interest in donation.
- Compared to 2011 figures, indifference towards giving increased by 4.2%P, but lack of information on method of giving decreased by 5.5%P. The number of people who are not donating because they don't know how is decreasing.



3. Religious Giving

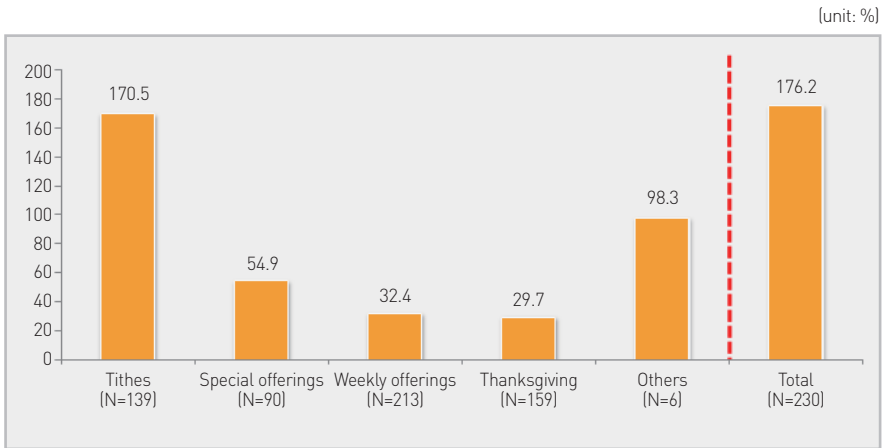
1) Experience in religious donation (church offerings and temple offerings) and availability of tax deduction

- 8 out of 10 people with religion replied they had experience in religious giving.
- 22.7% answered they are receiving tax deduction for their religious offerings.



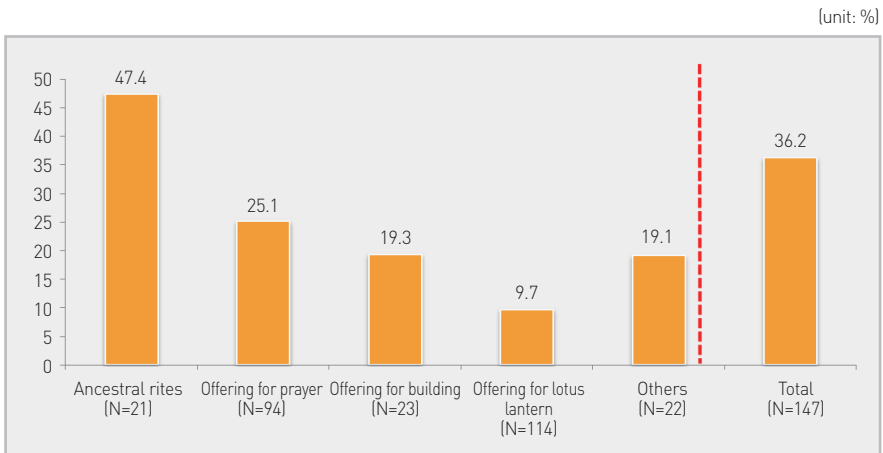
2) Amount of religious offerings(Protestants and Catholics)

- Average amount of religious offerings was KRW1.762 million for Protestants and Catholics.
- Of the types of religious offerings, tithes ranked the highest with an average of KRW 1.705 million.



3) Amount of religious offering(Buddhists)

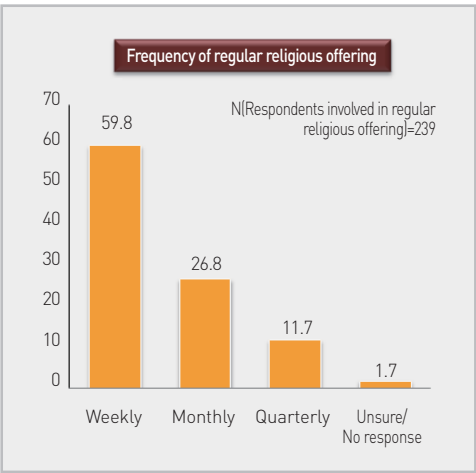
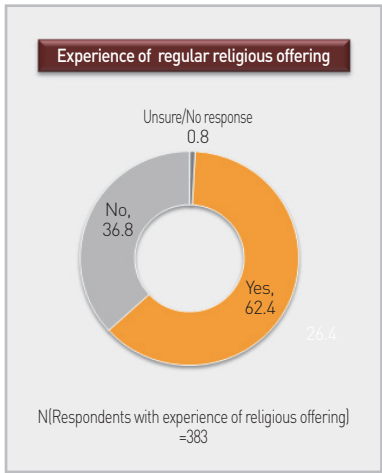
- For Buddhists, average amount of religious offerings was KRW362,000.
- Of the types of religious offerings, ancestral rites offering was the highest at KRW474,000.



4) Experience and frequency of regular religious offering

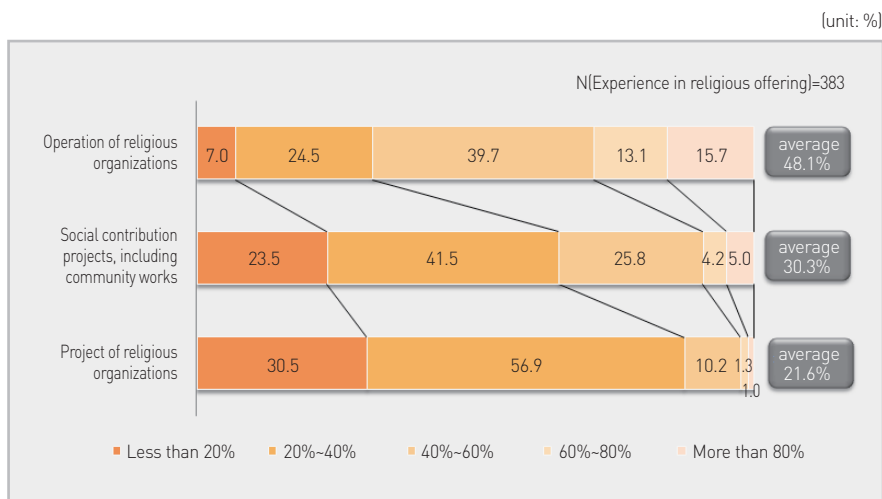
- 62.4% of the respondents who make religious offerings do it regularly
- Weekly offerings were the most sought after method at 59.8%

(unit: %)



5) Preferred usage of religious offerings

- 48.1% of the respondents involved in religious offerings replied they wanted their donations to be used in the operation of religious organizations, 30.3% social contribution projects, and 21.6% projects carried out by religious organizations.

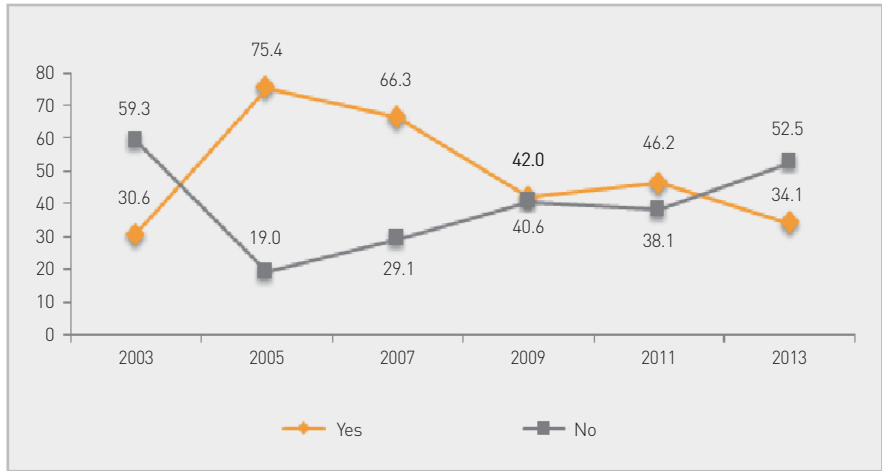


4. Intentions and plans for donation

1) Changes in intentions for donation

- Respondents who replied “Yes” for intention to donate within 1 year decreased 12.1%p to 34.1% from 2011. Those who replied “No” increased 14.4%p to 52.5%.

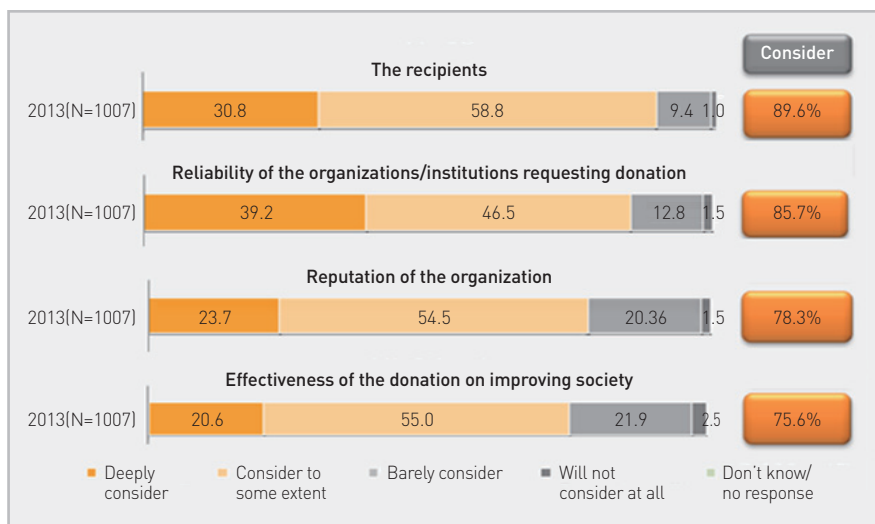
(unit: %)



2) Considerations when participating in giving

- When making decision on giving, 89.6% replied they consider the recipients of donation(children, disabled, elderly, poor, etc.).
- Reliability of the organizations, reputation of the organizations, effectiveness of giving on social improvement followed suit.

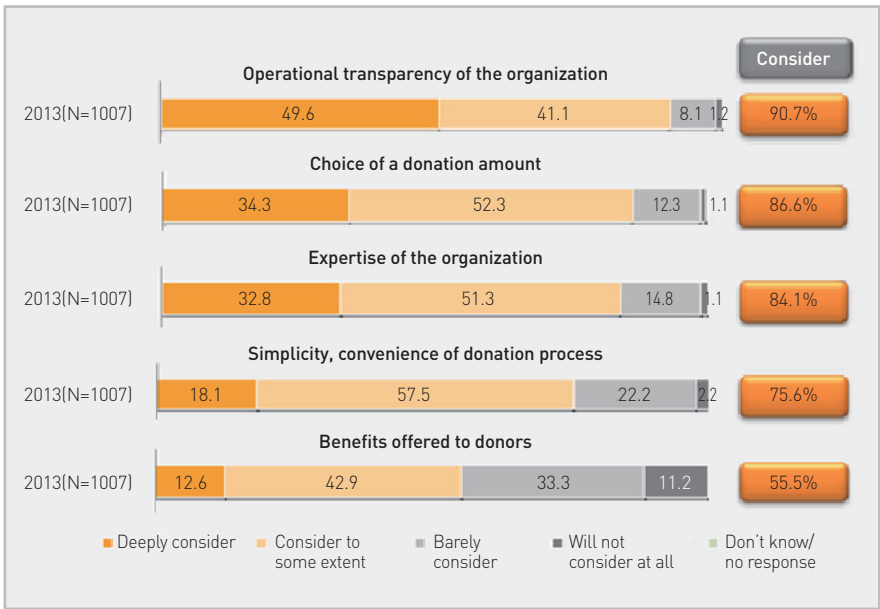
(unit: %)



3) Considerations when giving to charities or fundraising organizations

- When donating to an organization, the biggest consideration was the operational transparency of the organization at 90.7%. Also respondents considered the possibility of choosing donation amount and expertise of the organizations as important criteria.
- Not a lot considered the benefits and treatment of donors.

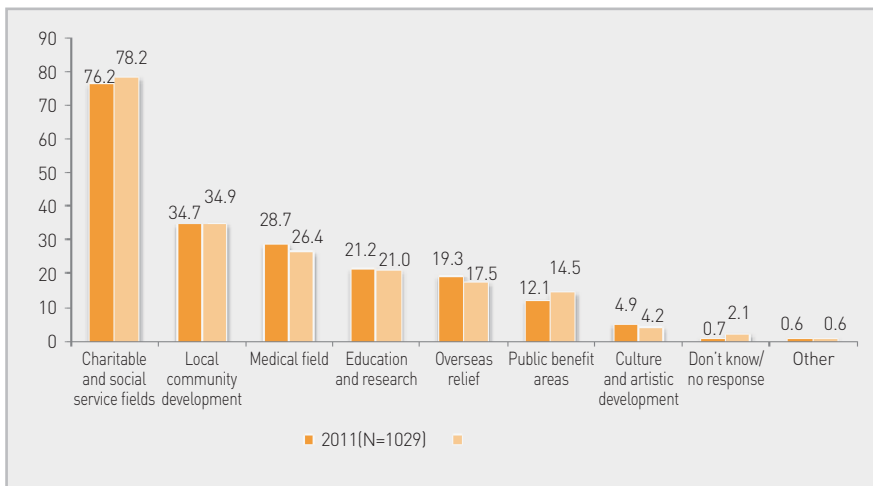
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4) Desired purpose of giving

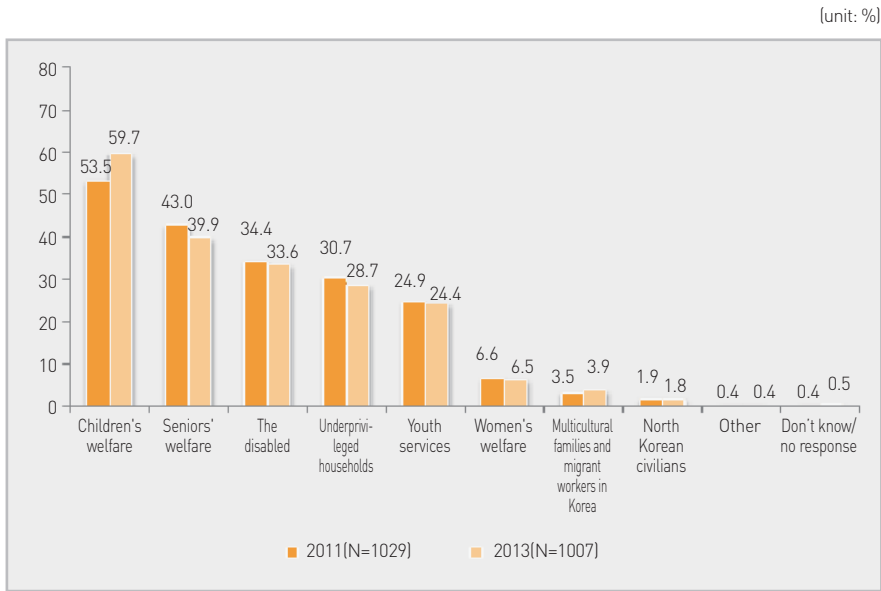
- The highest ranking wish of donation usage was still charity and social service fields at 78.2%.
- Local community development, medical field, education and research, and overseas relief followed.

(unit: %)



5) Desired recipient of giving

- For desired recipient of donation, children ranked the highest at 59.7%, followed by elderly, disabled, impoverished family, and youth.
- Proportion of people wishing to donate to multicultural family, migrant workers, and North Korean civilians were still very low.

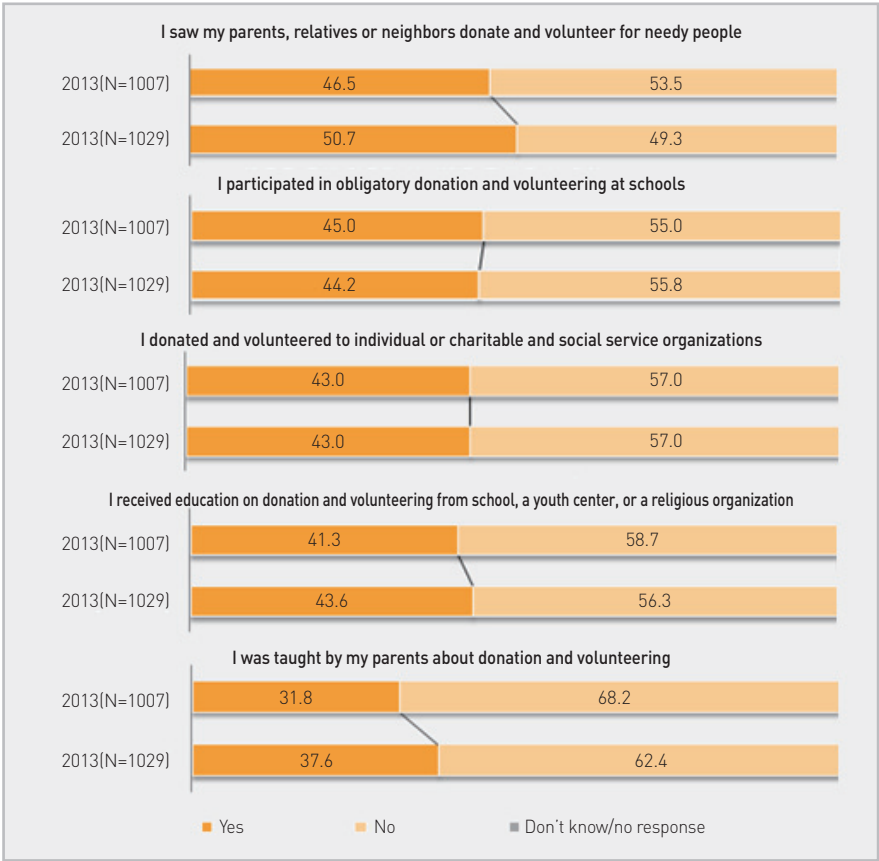


5. Philanthropy education and social capital

1) Philanthropy education: early experience with philanthropy

- Regarding experience of philanthropy education during preschool/elementary/middle/high school/university, more than 40% replied they had parents, relatives, neighbors, etc. who participated in donation or volunteering activities.
- Compared to 2011, overall philanthropy education has been slightly reduced.

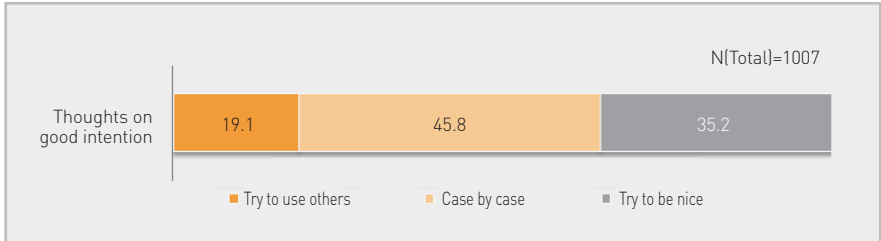
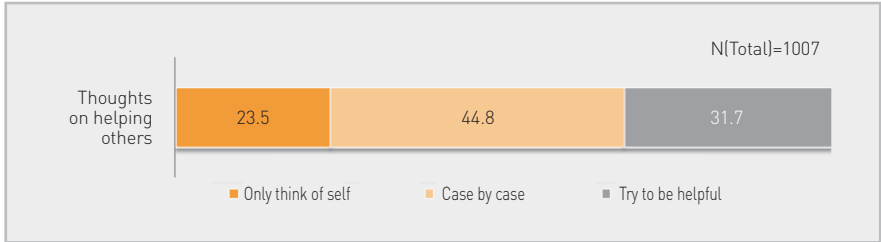
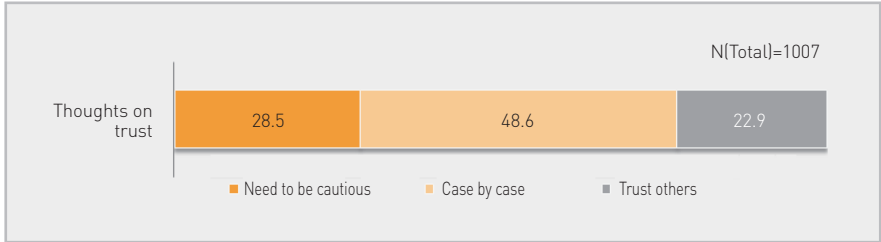
(unit: %)



2) Social capital (Trust)

- Regarding trust,
 - slightly more respondents replied “Need to be cautious” rather than “Can trust.”
 - However, 8.2%P more respondents answered “People try to help others” rather than “People only care for themselves.”
 - 16.1% more respondents answered “People try to be good to them” rather than “People try to use them.”

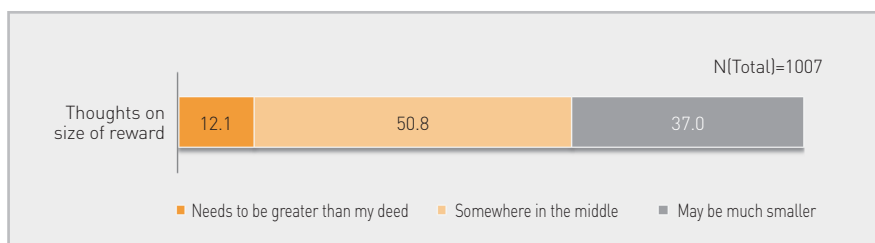
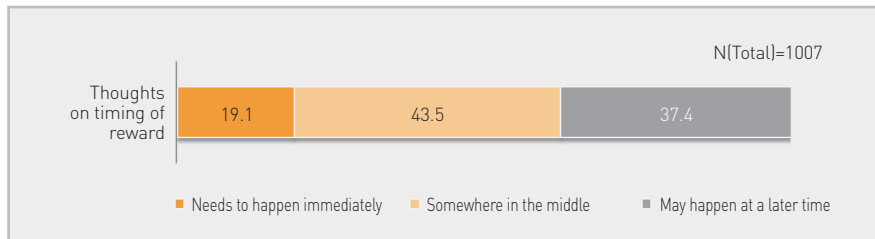
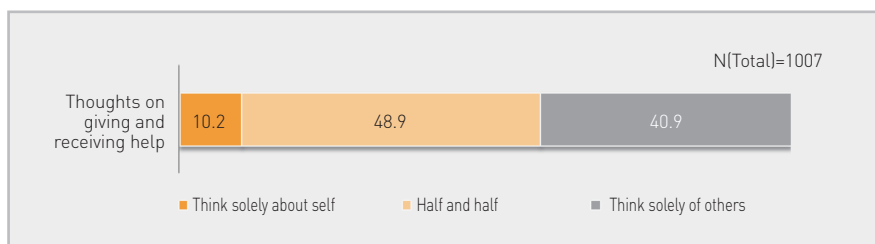
(unit: %)



3) Social capital (Reciprocity)

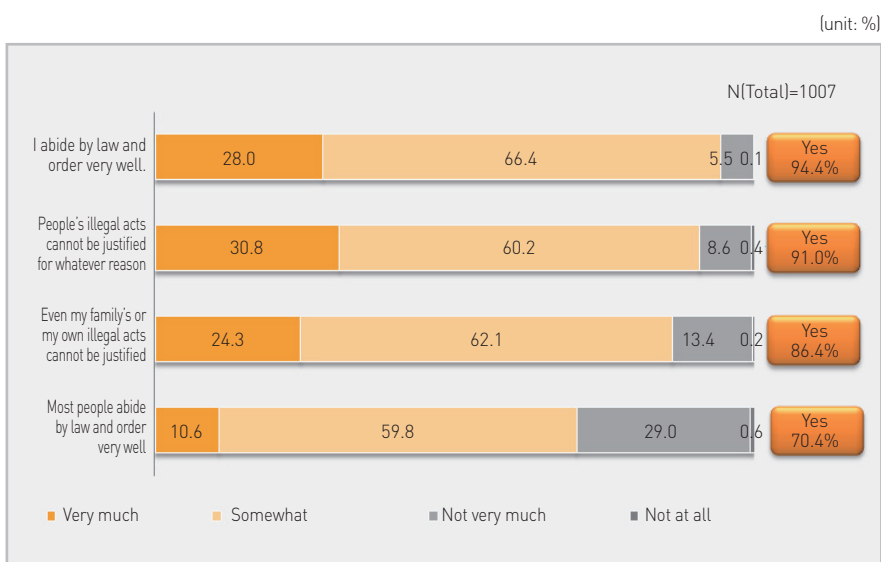
- Regarding reciprocity,
 - More respondents replied they consider other's stance rather than their own.
 - More people thought their good intentions may be rewarded later rather than immediately.
 - More respondents replied their reward may be smaller than the good deed they performed rather than greater.

(unit: %)



4) Social capital (Norms)

- Regarding perception on social norms,
 - 94.4% replied they follow social norms very well, while only 70.4% replied others abide by the rules very well.
 - On the question of justification of other people’s illegal acts, 91.0% answered “No,” while only 86.4% replied negatively on justification of family member’s or own illegal acts.



6. Comparative analysis of donation statistics – Giving Index 2013 and Social Survey 2013

1) Giving Index 2013 VS. Social Survey 2013 – Survey Outline

	Giving Index 2013	Social Survey 2013
Survey period	July 2014	May 2013
Subject period	Donation and volunteering activities from January to December, 2013	Donation and volunteering activities from May 11, 2012 to May 10, 2013
Subject area	Nationwide	Nationwide
Subject population	1,007	37,648 [17,664 households]
Subject age group	19 years +	13 years +
Survey items	Participation in philanthropic donation and amount – cash or in-kind (In-kind donation converted to money for survey)	Participation in philanthropic donation and amount – cash or in-kind (In-kind donation only factored in as number of donation)
	Participation in volunteering and volunteer hours	Participation in volunteering and volunteer hours
	Participation in religious offerings and amount	X
	Participation in religious volunteering and volunteer hours	X

2) Giving Index 2013 vs Social Survey 2013

- Comparison of donation and volunteering results

	Giving Index 2013	Social Survey 2013 (only for subjects older than 19 years)
Participation rate	48.5%	34.9%
Average donation amount per capita (For cash donation only)	About KRW147,000	About KRW69,000
Volunteering participation	22.6%	13%
Average volunteering time per capita	About 10.9 hours	About 4 hours

- Overall, Giving Index had higher figures.
- Even if the survey of 13~18 years old are included in the Social Survey, Giving Index showed greater tendency of participation.

3) Giving Index 2013 vs Social Survey 2013

– Model estimation of decisive factors for philanthropic giving

Participation in philanthropic giving (Cash donation)		Giving Index 2013		Social Survey 2013 (Age≥19)	
V Number of household member		-	x	-	0
V Location (Seoul and metropolitan area=1, others=0)		+	x	+	0
V Occupation (ref. wage worker)	Self-employed	+	x	-	0
	Students, housewives, unemployed, etc.	-	x	-	0
Marital status (Single=0, married=1)		+	0	+	0
Age		+	0	+	0
V Gender (female=0, male=1)		-	x	-	0
Education (ref. below middle school graduates)	High school graduates	+	0	+	0
	Above college enrollment	+	0	+	0
Average monthly household income log (ref. 0~KRW1million)	V KRW1~2million	+	x	+	0
	KRW2~3million	+	0	+	0
	KRW3~4million	+	0	+	0
	KRW4~5million	+	0	+	0
	Above KRW5million	+	0	+	0

- In participation to philanthropic giving, the 2 surveys showed similar tendency in terms of marital status, age, education, and most of the income brackets, but in terms of number of household member, location, occupation, gender and income(KRW1~2million), the 2 showed differences.

4) Giving Index 2013 vs Social Survey 2013 – Model estimation of decisive factors for amount of philanthropic giving

Participation in philanthropic giving (Cash donation)		Giving Index 2013		Social Survey 2013 (Age≥19)	
V Number of household member		-	x	-	0
V Location (Seoul and metropolitan area=1, others=0)		-	x	+	0
V Occupation (ref. wage worker)	Self-employed	-	x	-	0
	Students, housewives, unemployed, etc.	-	x	-	0
Marital status (Single=0, married=1)		+	0	+	0
Age		+	0	+	0
V Gender (female=0, male=1)		+	x	-	0
(ref. below middle school graduates)	High school graduates	+	0	+	0
	Above college enrollment	+	0	+	0
Average monthly household income log (ref. 0~KRW1million)	V KRW1~2million	+	x	+	0
	KRW2~3million	+	0	+	0
	KRW3~4million	+	0	+	0
	KRW4~5million	+	0	+	0
	Above KRW5million	+	0	+	0

- In amount of philanthropic giving, the 2 surveys showed differences in 4 criteria; number of household member, location, occupation, gender and income(KRW1~2million). However, in terms of marital status, age, education, and most of the income brackets, the 2 showed similarities.

5) Giving Index 2013 vs Social Survey 2013 – Model estimation of decisive factors for participation of philanthropic volunteering

Participation of philanthropic volunteering		Giving Index 2013		Social Survey 2013 (Age≥19)	
Number of household member					
Location (Seoul and metropolitan area=1, others=0)		-	0	+	0
V Occupation (ref. wage worker)	Self-employed	-	x	+	0
	Students, housewife, unemployed, etc.	+	x	-	0
V Marital status (single=0, married=1)		-	0	+	x
V Age		+	0	-	x
V Gender (female=0, male=1)		+	x	-	0
Education (ref. below middle school graduates)	V High school graduates	+	x	+	0
	Above college enrollment	+	0	+	0
Average monthly household income log (ref. 0~KRW1million)	KRW1~2million	+	0	+	0
	KRW2~3million	+	0	+	0
	KRW3~4million	+	0	+	0
	V KRW4~5million	+	x	+	0
	Above KRW5million	+	0	+	0

- In participation of philanthropic giving, the 2 surveys showed differences in 4 criteria; occupation, marital status, age, gender, and partially in education(high school graduates) and income(KRW4~5million).

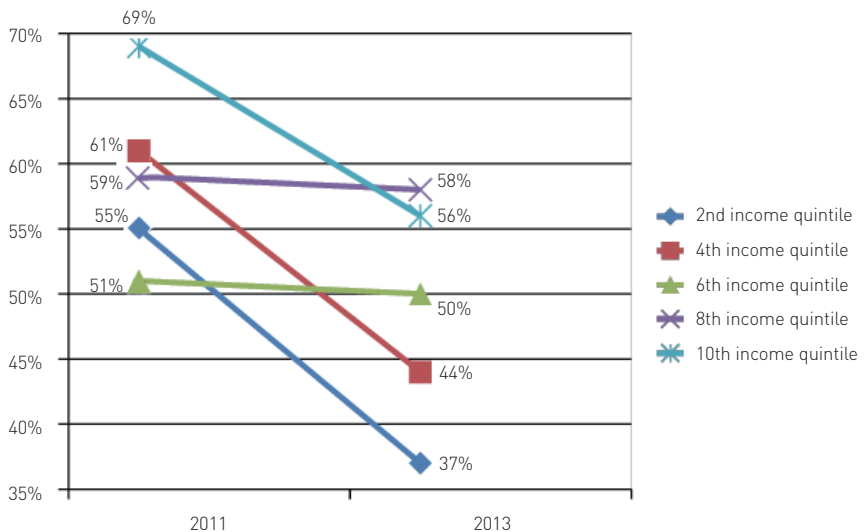
Chapter II. Research Results

- First, due to economic downturn, donation base has slightly contracted.
- Second, although the donation base has somewhat shrunk, the intensity of participation(in terms of regularity, amount of donation, and time) showed positive changes.
- Third, although the overall donation base has decreased, noticeable changes in areas, such as religious offerings and mutual-aid giving, have not been detected.
- Fourth, the results of Giving Korea and Social Survey were somewhat different. There can be 2 reasons behind this.
First, the type of survey(generalist survey vs. specialist survey) was different.
Second, the size of survey(the extensivity of the number and age of respondents) was different.
- Fifth, regarding the act of giving, marital status(+), age(+), education(+), and household income(+) had consistent impacts.
- Sixth, overall it is evaluated that Korean society is on a stable path towards becoming a giving society. Possibility of positive changes in the future will be determined by economic situations and trends of major giving.

1. Participation and amount of giving according to income levels

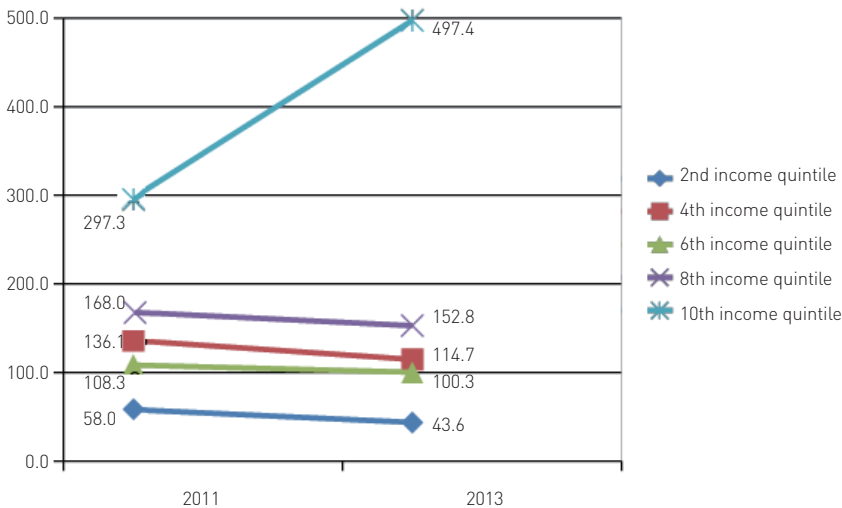
1) Changes in average donation participation according to income levels

Donation participation rate	2011	2013	2011 > 2013
2 nd income quintile	55%	37%	-18%P
4th income quintile	61%	44%	-17%P
6th income quintile	51%	50%	-1%P
8th income quintile	59%	58%	-1%P
10th income quintile	69%	56%	-13%P



2) Changes in average donation amount according to income levels

Donation amount	2011	2013	2011 > 2013
2 nd income quintile	58.0	43.6	-14.4
4th income quintile	136.1	114.7	-21.3
6th income quintile	108.3	100.3	-8.0
8th income quintile	168.0	152.8	-15.2
10th income quintile	297.3	497.4	200.1

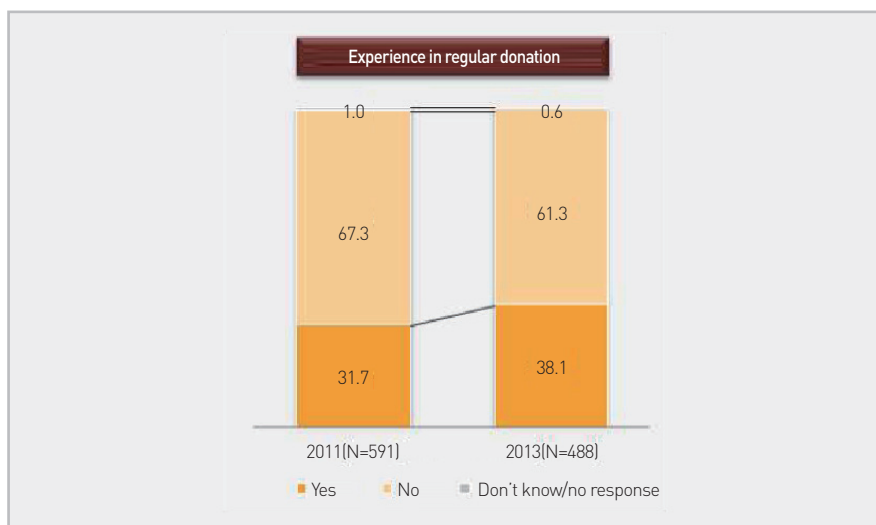


- Classification of income level – Korean Statistical Information Service(KOSIS)’s classification of 10 household income quintiles

2. Comparison of participation and amount of donation between regular and non-regular donors

- Compared to 2011, the proportion of regular donors among total donors increased by 6.4%P.
- Average donation amount of regular donors increased by KRW95,000 to KRW625,000 in 2013 from that of 2011.

[unit: %]



Average donation amount	2011	2013	2011 > 2013
Regular donor	KRW530,000	KRW625,000	KRW95,000 ↑
Non-regular donor	KRW85,000	KRW132,000	KRW47,000 ↑



02

Korean's Inheritance Donation

Chul-hee Kang

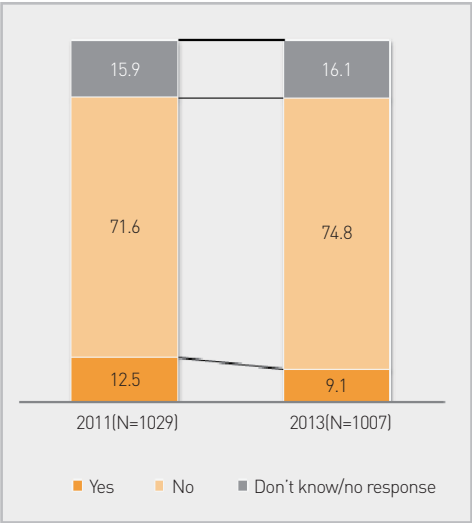
Professor, Department of Social Welfare, Yonsei University

Researcher, The Center on Philanthropy at the Beautiful Foundation

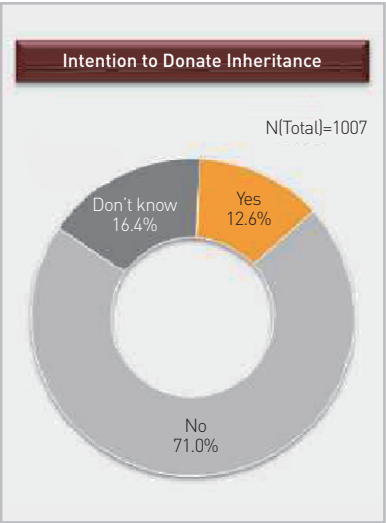
1. Korean's Inheritance Donation

- In Giving Korea 2013, intentions for inheritance donation questions were divided into intention to donate own wealth upon death, and intention to donate inheritance from family members.
- On the question of intentions to donate own wealth, 74.8% replied “No,” while 9.1%(92 out of 1007) replied “Yes,” which was a 3.4%P decrease from 2011.
- 12.6%(127 out of 1007) replied they had intention to donate inheritance received from family member, which is slightly higher than intention to donate own wealth.

(unit: %)



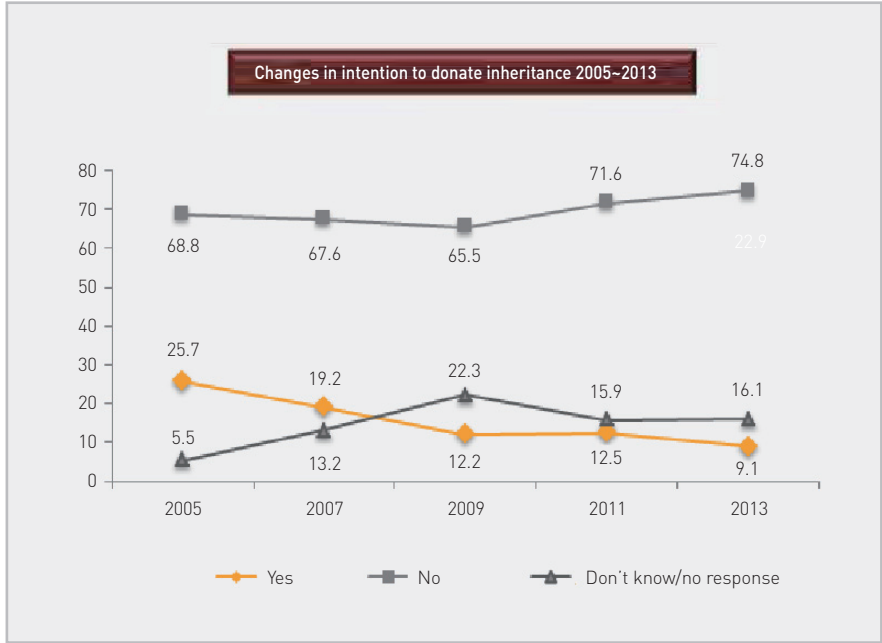
[Intention to Donate Own Wealth]



2. Changes in intention to donate inheritance

- Changes in intention to donate inheritance, except for a slight increase(0.3%P) in 2011, have decreased continuously.
- Since the changes were recorded in 2005, 2013 figures were the lowest.
- It is interpreted that economic situation has been reflected in the changes.

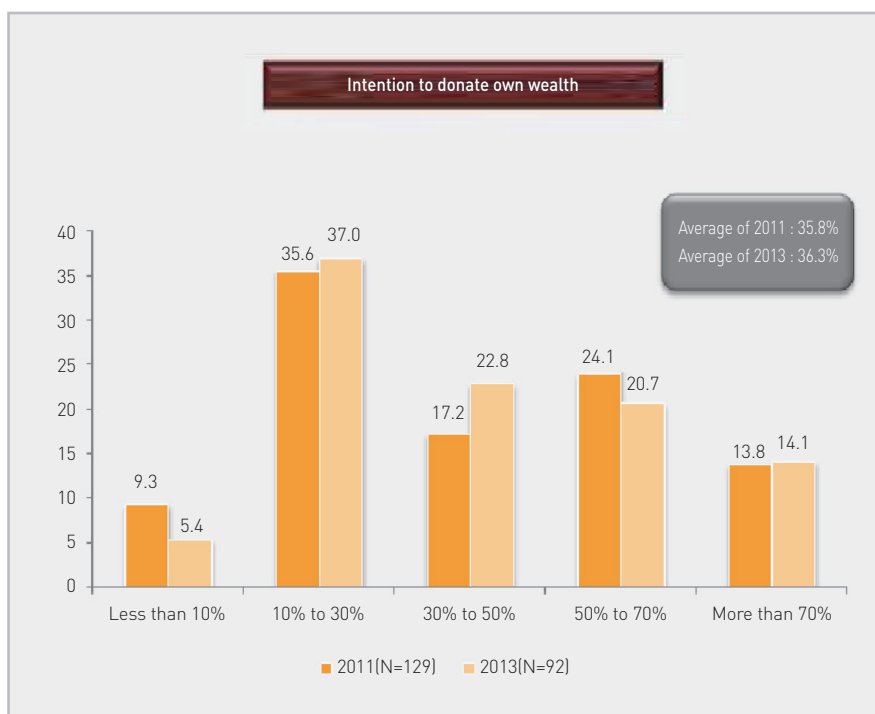
(unit: %)



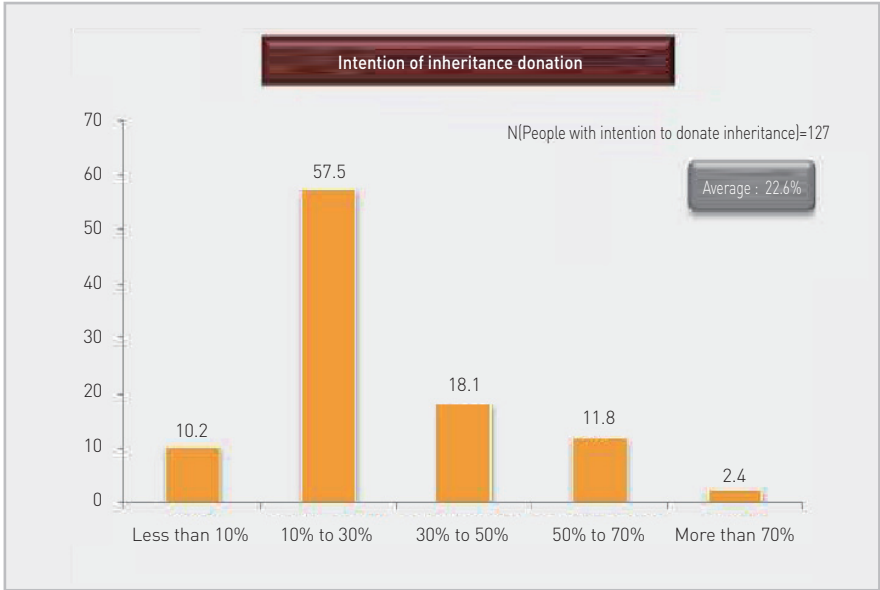
3. Proportion of donation of inheritance

- When those who expressed positive intentions for inheritance donation were asked how much they were willing to donate from the inheritance, average figure was 36.3%. There was almost no change from 35.8% of 2011.
- Most of the prospective inheritance donors wished to donate 10% to 30% of their inheritance.
- Respondents positive to donating inheritance from family members wished to donate 22.6% of their inheritance, which was lower than the amount donors of their own wealth wished to give.

(unit: %)



(unit: %)



4. Socio-demographic characteristics of respondents with intention to donate inheritance

- People with better educational background and higher perception of one's social status tended to reply that they had intentions to donate their inheritance. Men(9.7%), 40~49 years old(13.3%) persons, people with household income of more than KRW5 million(13.2%), people living in neighborhoods(administrative entity called "dong") of small to mid-size cities(14.0%), single(11.7%), religious persons(12.7%), relatively happy people(10.0%), people with retirement plans(10.1%), and liberals(16.6%) had slightly higher intention to donate inheritance.
- On the other hand, people with inferior educational background, conservatives, people with lower perception of one's social status had less intention to donate inheritance. Women(76.1%), people older than 60 years old(80.7%), people with household income from KRW1million to 1.99million(82.3%), married/divorced/bereaved(78.0%), non-religious persons(79.4%), less happy people(79.5%), financially secure persons(75.8%), and people without retirement plans(75.1%) tended to reply negatively towards inheritance donation.

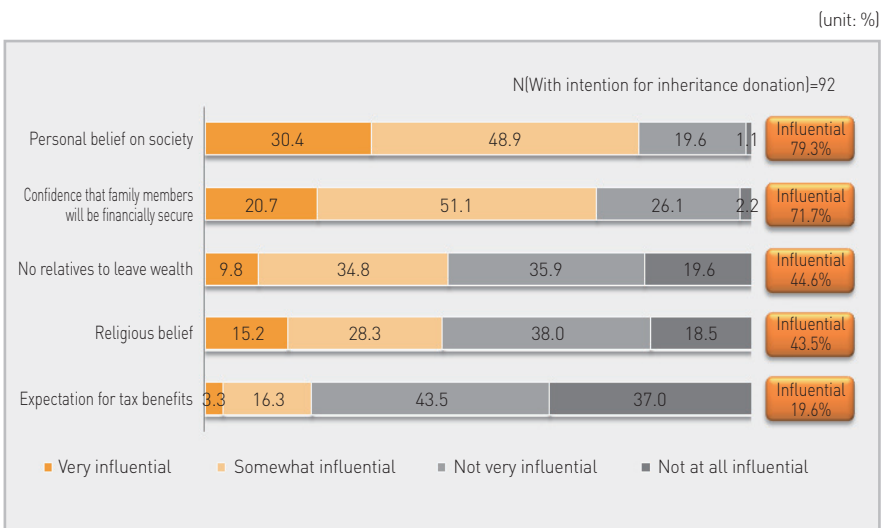
(unit: %)

Base=Total	Number of people	Yes	No	Unsure	Total
Total	(1,007)	9.1	74.8	16.1	100.0
Gender					
Male	(497)	9.7	73.4	16.9	100.0
Female	(510)	9.6	76.1	15.3	100.0
Age					
19~29	(178)	9.6	65.7	24.7	100.0
30~39	(195)	10.3	75.9	13.8	100.0
40~49	(218)	13.3	70.6	16.1	100.0
50~59	(198)	6.1	79.8	14.1	100.0
Above 60	(218)	6.4	80.7	12.8	100.0
Education					
Below middle school graduates	(200)	4.0	86.0	10.0	100.0
High school graduates	(377)	6.4	81.2	12.5	100.0
Above college enrollment	(426)	13.8	63.8	22.3	100.0
Don't know/ no response	(4)	25.0	75.0	0.0	100.0
Household income					
Less than KRW990,000	(54)	5.6	74.1	20.4	100.0
KRW1~1.99million	(124)	4.8	82.3	12.9	100.0
KRW2~2.99million	(162)	11.1	75.3	13.6	100.0
KRW3~3.99million	(224)	6.7	75.4	17.9	100.0
KRW4~4.99million	(186)	9.1	76.9	14.0	100.0
More than KRW5million	(235)	13.2	70.2	16.6	100.0
Don't know/ no response	(22)	9.1	54.5	36.4	100.0
Size of city					
Big city	(462)	6.9	80.3	12.8	100.0
Small to mid-size city/ neighborhood(dong)	(371)	14.0	65.2	20.8	100.0
Small to mid -size city/ towns(eup) and township(myeon)	(174)	4.6	80.5	14.9	100.0

Marital status					
Single	(240)	11.7	64.6	23.8	100.0
Married/divorced/bereaved	(762)	8.4	78.0	13.6	100.0
Don't know/ no response	(5)	0.0	80.0	20.0	100.0
Religion					
Yes	(481)	12.7	70.8	17.0	100.0
No	(515)	5.8	79.4	14.8	100.0
Unsure/ no response	(11)	9.1	54.5	36.4	100.0
Happiness					
Unhappy	(200)	5.5	79.5	15.0	100.0
Happy	(807)	10.0	73.6	16.4	100.0
Financial stability					
Stable	(528)	9.1	75.8	15.2	100.0
Not stable	(479)	9.2	73.7	17.1	100.0
Retirement preparations					
Prepared	(473)	10.1	74.4	15.4	100.0
Not prepared	(534)	8.2	75.1	16.7	100.0
Political stance					
Liberal	(247)	16.6	66.4	17.0	100.0
Neutral	(466)	5.6	77.5	17.0	100.0
Conservative	(294)	8.5	77.6	18.9	100.0
Social status					
Upper	(34)	17.6	61.8	20.6	100.0
Middle	(585)	11.8	72.6	16.1	100.0
Lower	(388)	5.2	79.1	15.7	100.0

5. Correlation factors of intention for inheritance donation

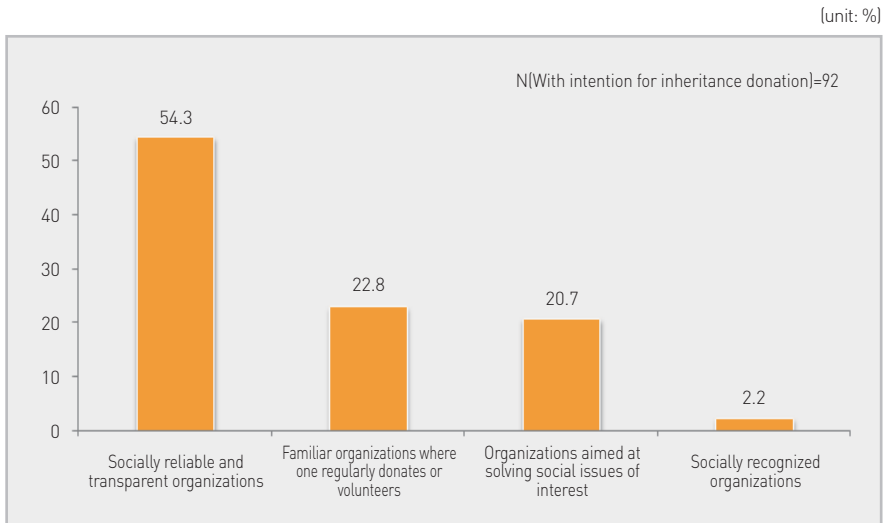
- Of those who replied they had intentions to donate their inheritance, personal belief at 79.3% was the highest correlation factor, followed by belief that their family will be financially stable(71.7%).
- Having no family to leave wealth(44.6%) and religious belief(43.5%) followed suit. Expectation for tax benefits(19.6%) was a comparatively weak factor.



Correlation factors of Intention for Inheritance Donation

6. Characteristics of recipient institutions for inheritance donation

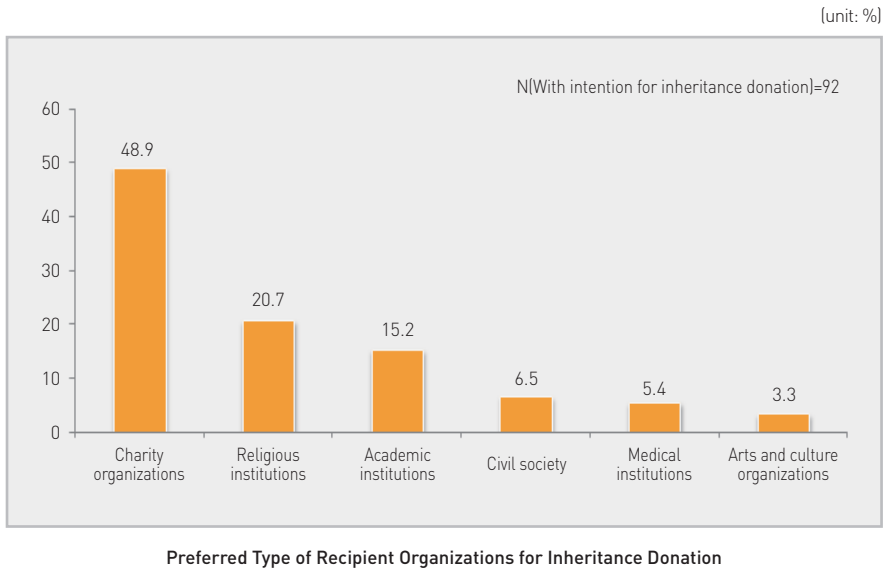
- Characteristics of preferred destination institutions of respondents with intention to donate their inheritance were socially reliable and transparent organizations(54.3%), familiar organizations where one regularly donate or volunteer(22.8%), organizations aimed at solving social issues close to one's heart(20.7%), and socially recognized organizations(2.2%). Trust and transparency were the most important characteristics.
- People with higher education background, higher social status, and liberals showed comparatively higher preference to donate to socially reliable and transparent organizations, while people with lower education background and conservatives tended to prefer organizations they regularly donate to or volunteer.



Characteristics of Destination Institutions for Inheritance Donation

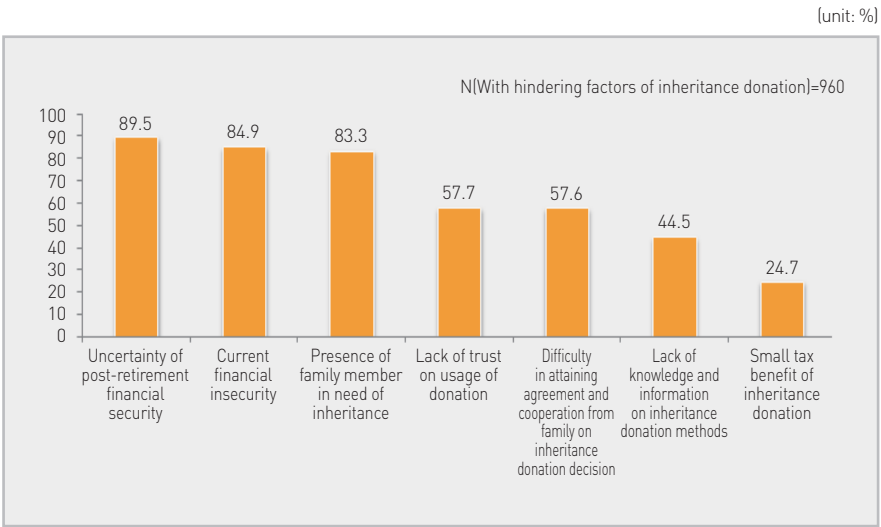
7. Preferred type of recipient organizations for inheritance donation

- Among respondents with intention to donate inheritance, preferred recipient donation organizations were charity organizations(48.9%), religious institutions(20.7%), academic institutions(15.2%), civil society(6.5%), medical institutions(5.4%), and arts and culture organizations(3.3%). Charity organizations ranked the highest.
- People with higher education background and liberals tended to prefer charity organizations. Men(52.1%), 19~29 years old(52.9%), single(53.6%), people with no religion(66.7%), financially stable(50.0%), middle class(51.5%) showed comparatively higher percentage in preferring charity organizations.



8. Hindering factors of inheritance donation

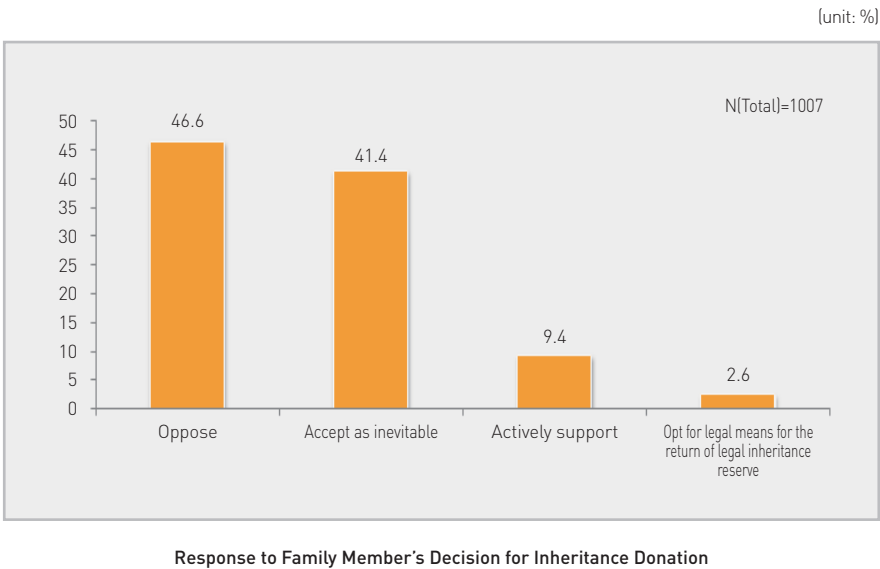
- On the greatest hindering factors in considering inheritance donation, uncertainty of post-retirement financial security ranked the highest at 89.5%, followed by current financial insecurity(84.9%), and presence of family member in need of inheritance(83.3%).
- This shows the decision of inheritance donation is closely related to the prospective donor’s present and future financial security.



Hindering Factors of Inheritance Donation

9. Response to family member’s decision to donate inheritance

- Lastly, on the question of how they will respond to a family member’s decision to donate their wealth, 47%(about 5 out of 10 citizens) replied they will oppose.
- However, the number of respondents who replied they will actively oppose the decision by opting for legal means, such as the demanding the return of the legal inheritance reserve, was comparatively small.
- However, only 9.4%(95 out of 1,007) replied they will actively support their family member’s decision for inheritance donation.



10. Model estimation of decisive factors for inheritance donation

1) Intention of inheritance donation

- Research results of the Logistics Regression Analysis of Koreans' decisive factors for inheritance donation, education background higher than college enrollment(+), small to mid-size city/neighborhood(+), Protestants(+), Catholics(+), people with indirect experience of sharing, such as philanthropic education(+), amount of charitable giving(+), and social capital(+) were factors affecting intentions for inheritance donation.

	Variables		coef.	p > Z
Socio-demographic variable	Age		.0021682	0.907
	Gender		-.0324318	0.915
	Marital status (single=0, married=1)		-.6397031	0.155
	Education (ref. below middle school graduates)	High school graduates	.2076092	0.717
		Above college enrollment	1.165233	0.068*
	Size of residence area (ref. small to mid-size city/town, township)	Small to mid-size city/neighborhood	1.383052	0.003***
		Big city	.1140239	0.814
	Number of household members		-.154782	0.302
	Financial state	Monthly household income(log)	-.0502029	0.878
		Financial asset(log)	-.0671828	0.124
		Real estate asset(log)	.0098461	0.774
		Debt	-.4143219	0.228

Socio-demographic variable	Religion (ref. non-believers)	Protestants	.8298286	0.028**
		Catholics	.8877283	0.068*
		Buddhists	.2540125	0.541
		Others	1.559817	0.113
Potential factors of donors	Experience of giving - indirect		.2964311	0.043*
	Experience of giving - direct		-.1401402	0.509
	Openness of donation usage (from local community to international community)		.0412656	0.759
	Religious fervor (Monthly religious offering compared to monthly household income)		.4370312	0.130
Donation experience factor of donors	Charity donation amount(log)		.1854735	0.003***
	Charity volunteer hours(log)		.0459697	0.625
Others	Perception of social status		.0546946	0.626
	Happiness		.144137	0.135
	Financial stability		-.0383659	0.674
	Post-retirement preparation		-.0483199	0.548
	Ideological orientation(conservative-liberal)		.0723514	0.358
	Social capital (Trust, reciprocity, norm)		.110255	0.011**
cons			-5.935275	0.023

2) Proportion of potential inheritance donors

- Tobit Analysis results of decisive factors of the rate of Koreans' wish to donate their inheritance showed that small to mid-size city/neighborhood(+), financial asset(+), Protestants(+), amount of charity donation(+), social capital(+) factors affect donation desire.

	Variable		coef.	p>t	ME
Socio-demographic variable	Age		-.0705026	0.895	
	Gender		2.068926	0.814	
	Marital status(single=0, married=1)		-17.95824	0.182	
	Education (ref. below middle school graduates)	High school graduates	1.907688	0.904	
		Above college enrollment	27.39841	0.135	
	Size of residential area (ref. small to mid-size city/town, township)	Small to mid-size city(neighborhood)	31.49226	0.017**	2.08
		Big city	.9073496	0.946	
	Number of household member		-5.892472	0.183	
	Financial status	Monthly household income(log)	4.660821	0.637	
		Financial asset(log)	-2.877675	0.030**	0.38
		Real estate asset(log)	.8219256	0.428	
		Debt	-11.00665	0.271	

Socio-demographic variable	Religion (ref. non-believer)	Protestant	25.1666	0.022**	1.66
		Catholic	20.3154	0.171	
		Buddhist	7.489262	0.525	
		Others	52.39054	0.122	
Potential factors of donors	Experience of giving - indirect		6.579841	0.128	
	Experience of giving - direct		-7.033832	0.271	
	Openness of donation usage (From local community to international community)		3.484109	0.381	
	Religious fervor (Monthly religious offering compared to monthly household income)		15.61402	0.034**	1.73
Donation experience factor of donors	Charity donation amount(log)		4.504624	0.017**	0.5
	Charity volunteer hours(log)		.7900319	0.777	
Others	Perception of social status		.2543639	0.939	
	Happiness		4.277375	0.136	
	Financial stability		.3496657	0.895	
	Post-retirement preparation		-1.582211	0.508	
	Ideological orientation(conservative-liberal)		1.177552	0.597	
	Social capital (Trust, reciprocity, norm)		4.040025	0.002***	0.45
cons		-233.546	0.003		

11. Conclusion

- First, economic uncertainty has a significant effect on people's intention for inheritance donation.
- Second, after one receives his/her inheritance, their behavior change towards inheritance donation did not occur greatly(3.5%P difference).
- Third, negative perception on family member's inheritance donation was still very high at 46.6%.
- Fourth, with the acceleration of aging and early retirement, more people are suffering from financial insecurity. Therefore, it is evaluated that inheritance donation is not a preferred form of donation.
- Fifth, such preference pattern of inheritance donation shall continue for a long time before the social conditions dealing with the fundamental problem of one's own and family's future financial security is changed.
- Sixth, religion, current philanthropic giving activities, and social capital play decisive roles in influencing intention for and level of inheritance donation. This shows that similar to the findings of other countries, religion, current philanthropic giving activities, and level of trust towards society may be important channels of inheritance donation.
- Seventh, in order to spread inheritance donation in Korean society, promoting religious channels, current philanthropic activities, and social capital channels may be primary means.



03

Behavior Analysis of Korean's Mutual-aid Giving



Behavior Analysis of Korean's Mutual-aid Giving

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1. Research overview

- Objective: Research on status of Korean mutual-aid giving
Center on Philanthropy at the Beautiful Foundation started this research in 2014 as a feature survey
- Method: Addition of mutual-aid giving questionnaire to existing Giving Korea survey
 - Research sample and resource collection method was identical with Giving Korea Index research
- Research analysis: Statistical analysis using SPSSWIN

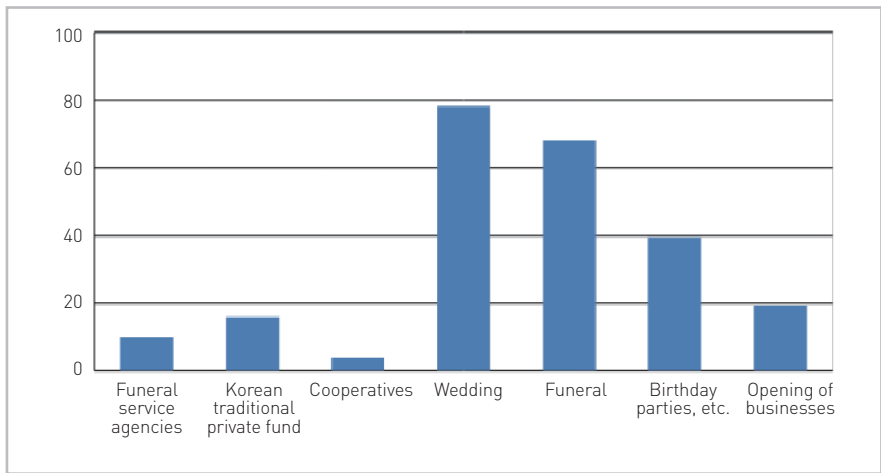
2. Classification of mutual-aid giving

Mutual-aid giving	Expenditure to mutual-aid giving organization	In-kind	Funeral service agencies
			Korean traditional private fund
			Cooperatives
		Cash	Funeral service agencies
			Korean traditional private fund
			Cooperatives
	Family events expenditure	In-kind	Wedding
			Funeral
			Birthday parties, etc.
			Opening of businesses
		Cash	Wedding
			Funeral
			Birthday parties, etc.
			Opening of businesses

3. Experience of mutual-aid giving

1) Participation rate

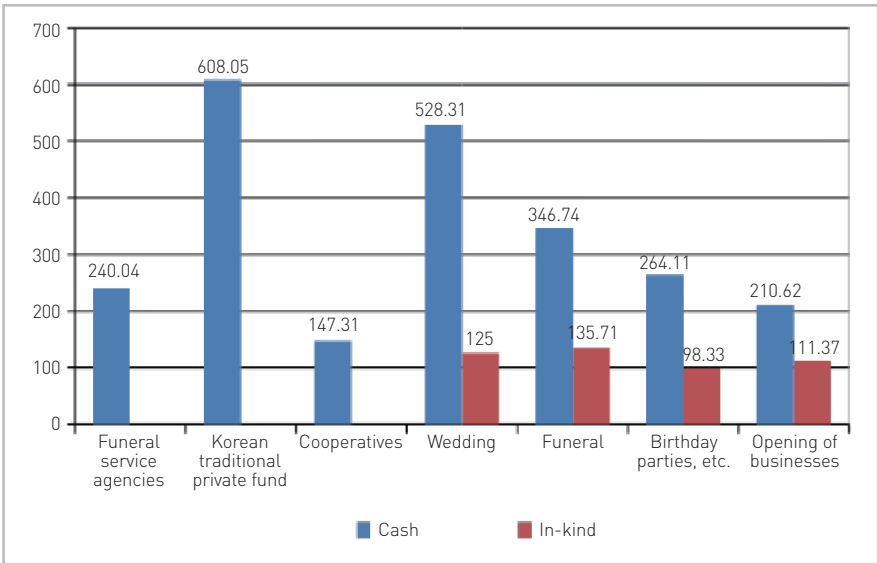
- Participation rate to mutual-aid giving organizations, including funeral service agencies, are around 10%. For family event expenditure, wedding money gifts ranked first at 78% and funeral money gifts 68%, which were comparatively greater than other expenses.



Experience of Mutual-aid Giving: Participation Rate(% , N=1,007)

2) Annual amount

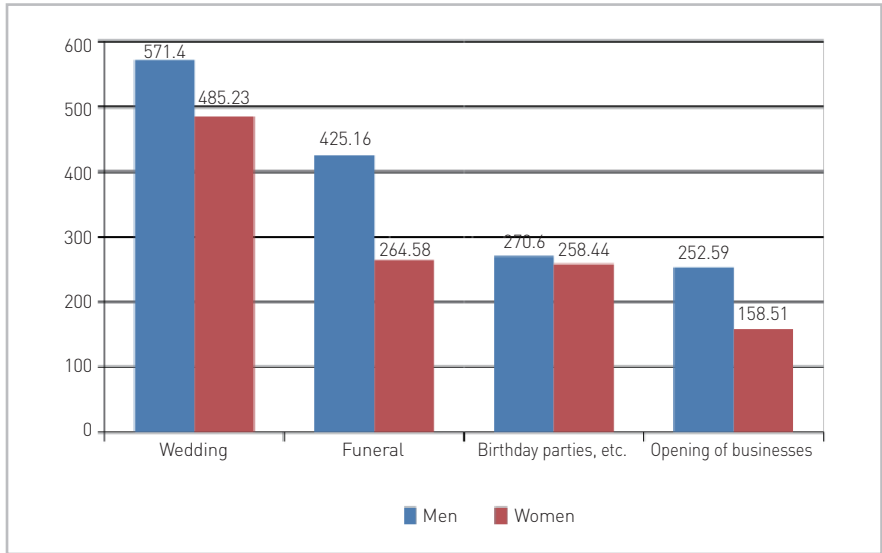
- The greatest amount of money provided to mutual-aid giving organizations were to Korean traditional private funds at KRW608,000 annually, and the greatest money gifts to family events were to weddings at KRW528,000.



Experience in Mutual-aid Giving: Average Annual Amount(KRW1,000)

4. Amount of family event expenditure according to gender

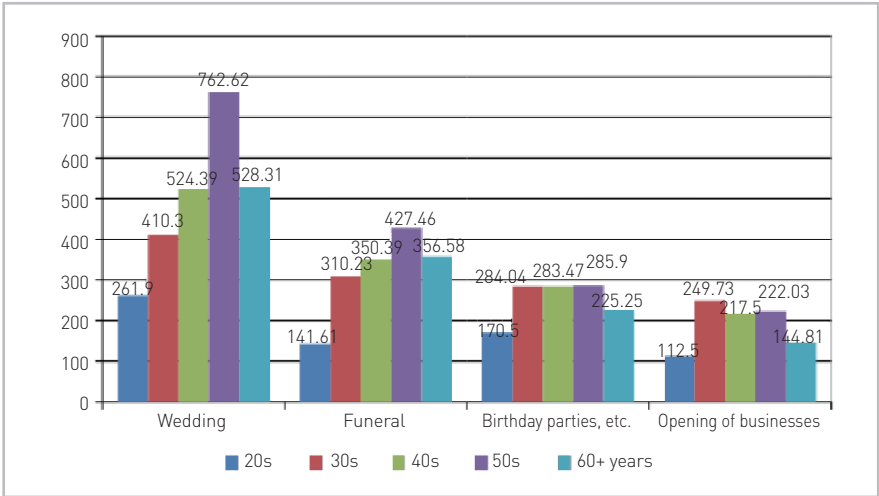
- Mostly, men spend more on family events, but in money gifts for birthday parties, the 2 showed little difference.



Amount of Family Event Expenditure according to Gender(KRW1,000)

5. Amount of family event expenditure according to age groups

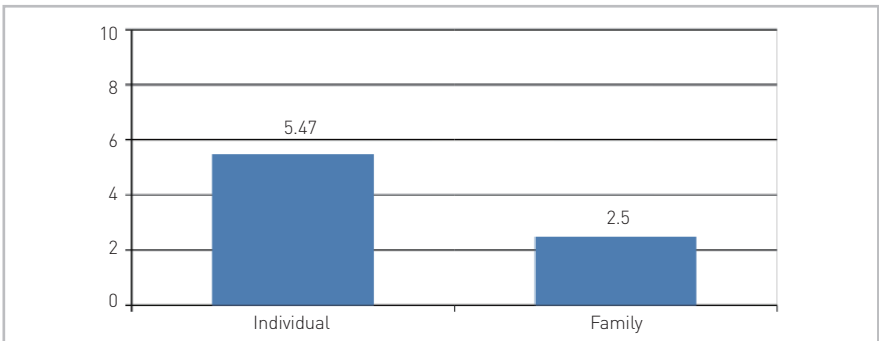
- The older age groups tend to spend more on family events, and the peak was at the 50s age group. However, the difference in money gifts for birthday parties and opening of businesses was insignificant.



Amount of Money Gifts according to Age Groups(KRW1,000)

6. Proportion of family event expenditure to average personal and household annual income

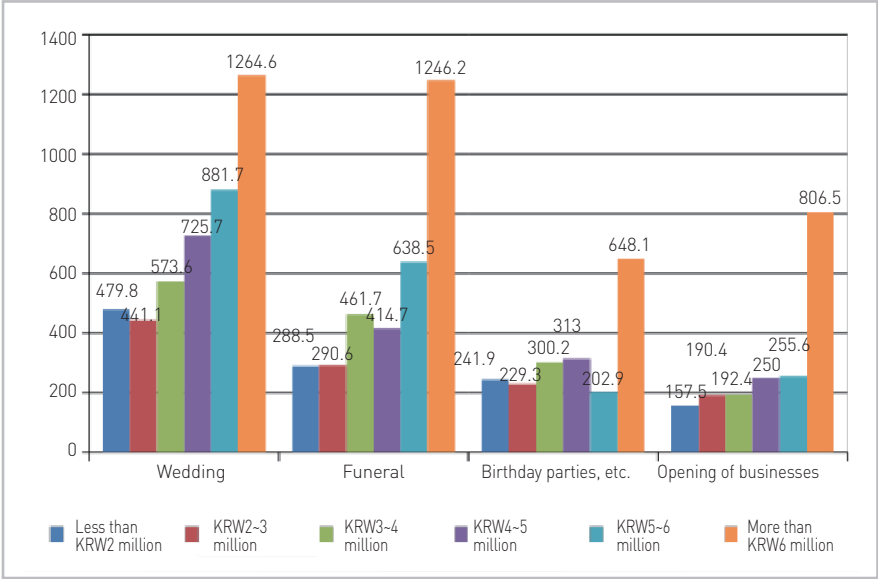
- Proportion of family event expenditure to income was 5.47% in the case of personal income and 2.5% of household income.



Proportion of family event expenditure to average personal and household annual income(%)

7.Amount of family event expenditure according to average monthly income

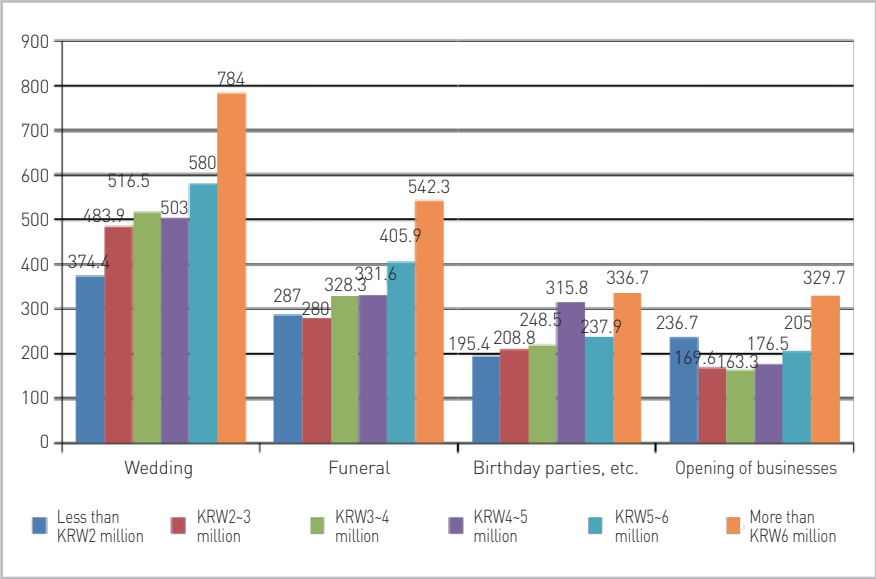
- Generally, the more personal income one had, the more his/her family event expenditure was.



Amount of Family Event Expenditure according to Monthly Income (KRW1,000)

8. Amount of family event expenditure according to average monthly household income

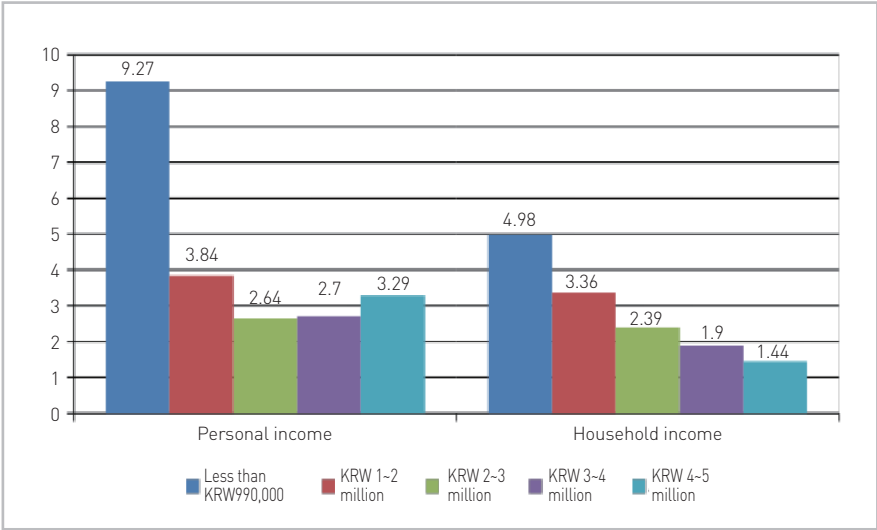
- Generally, the more household income one had, the more they paid for family events.



Amount of Family Event Expenditure according to Monthly Household Income (KRW1,000)

9. Proportion of family event expenditure according to income brackets

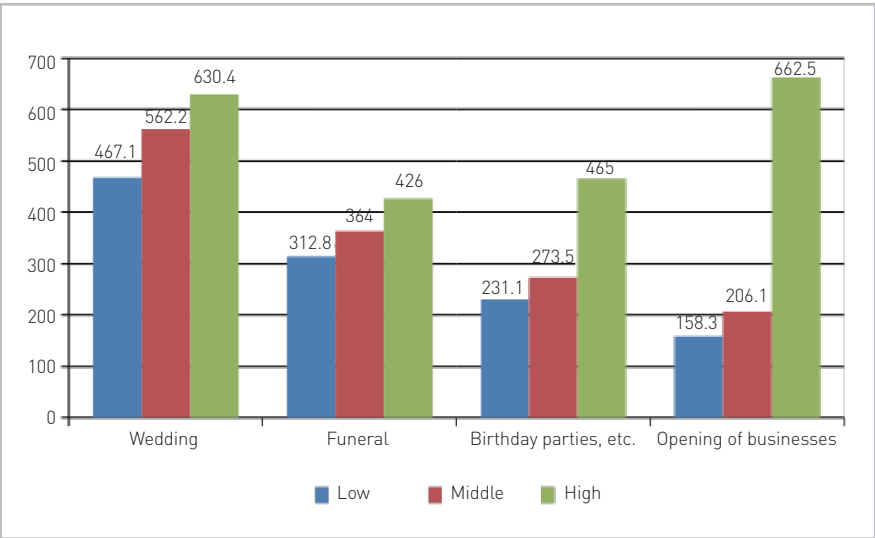
- Generally, the less one's income was, the proportion of family event expenditure increased.



Proportion of Family Event Expenditure according to Income Brackets[%]

10. Family event expenditure according to one’s subjective perception of social status

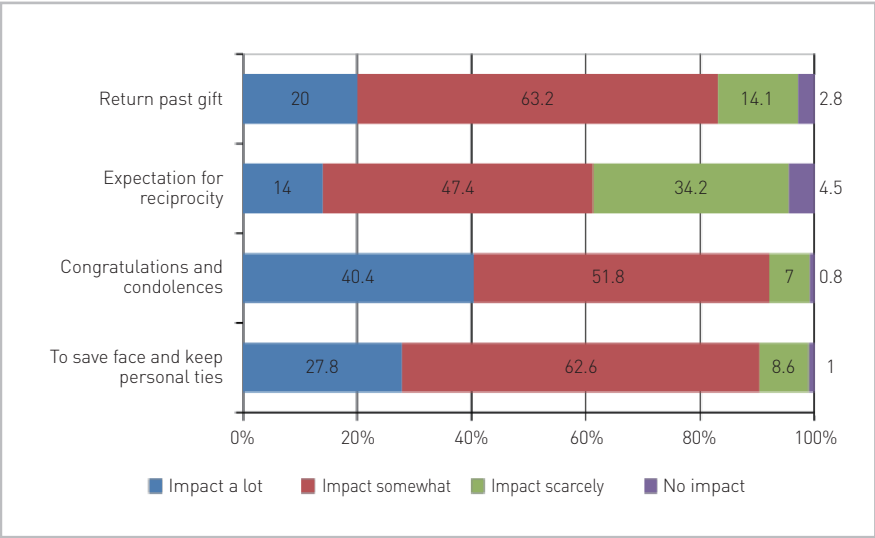
- The higher one’s perception of social status was, family event expense increased.



Family Event Expenditure according to One’s Subjective Perception of Social Status (KRW1,000)

11. Family event expenditure according to one’s subjective perception of social status

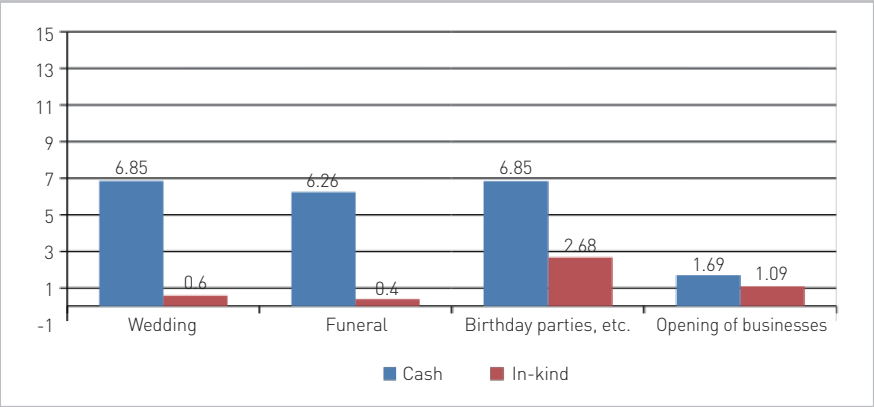
- Family event money gifts were made to save face, keep personal ties, congratulate and condole people, but expectation of the gift being reciprocated had a comparatively little impact.



Attitude towards Family Event Expenditure (N=1,007, %)

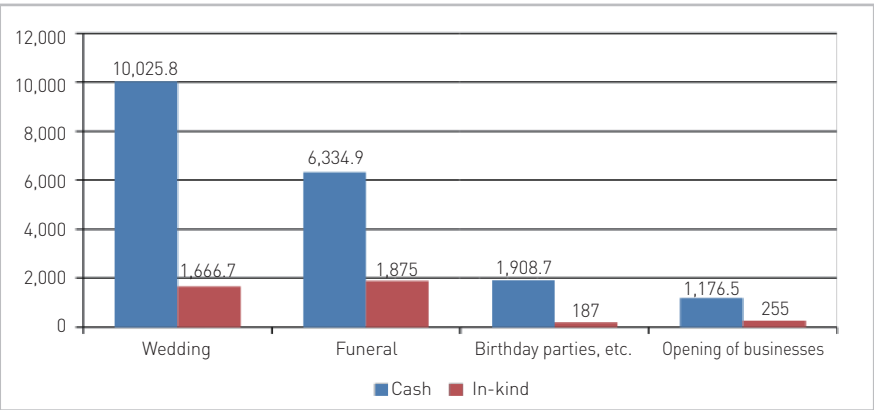
12. Experience of receiving family event gifts: Past 3 years

- Experience of receiving family event gifts in the past 3 years was around 7%, and gifts for opening of businesses were less than 2%.



Experience of Receiving Family Event Gifts: Past 3 years (% , N=1,007)

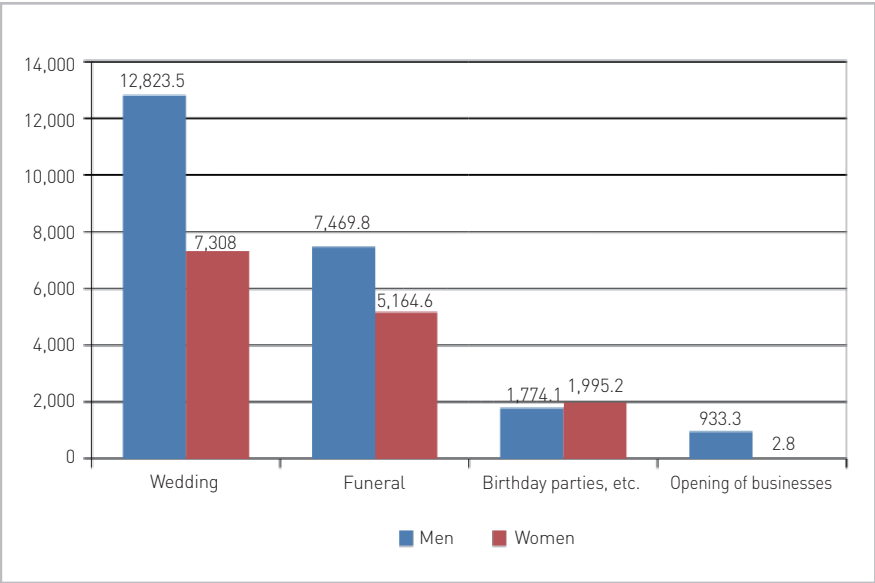
- Of the family event gifts, wedding money gifts was the greatest at KRW10 million, followed by funeral money gifts.



Experience of Receiving Family Event Gifts: Average Amount of Past 3 years KRW1,000]

13. Amount of family event gifts received according to gender: Average amount of past 3 years

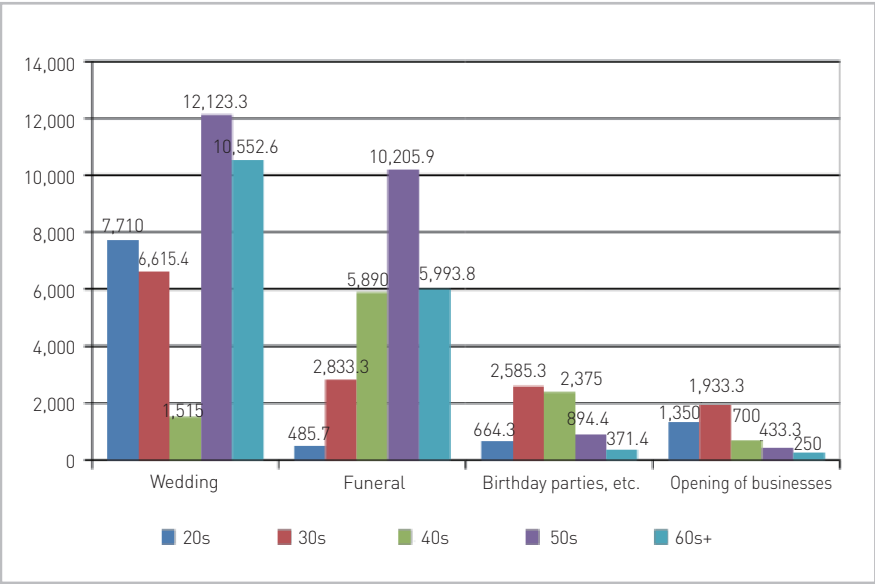
- Generally, men received more family event gifts than women, but in the case of birthday gifts, the difference was insignificant.



Amount of Family Event Gifts Received according to Gender: Average Amount of Past 3 years (KRW1,000)

14. Amount of family event gifts received according to age groups: Average amount of past 3 years

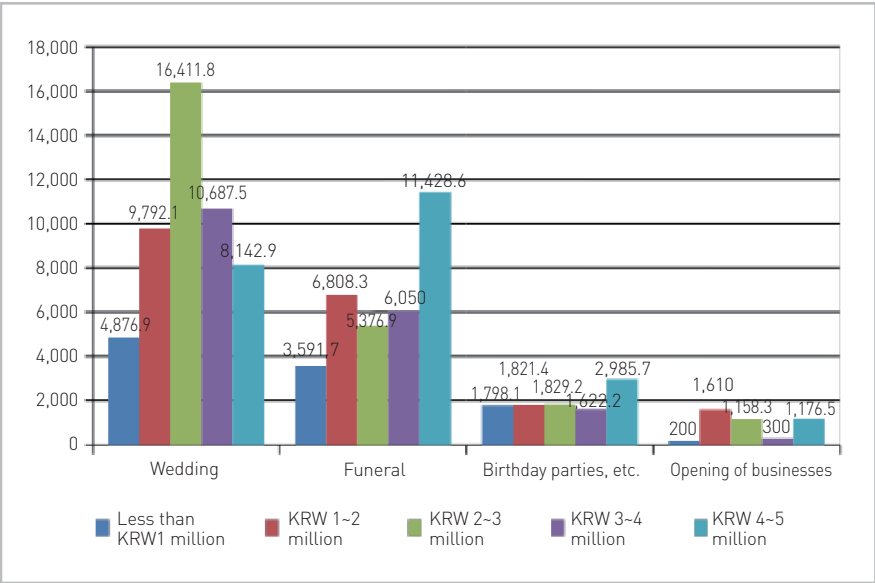
- Generally, people in their 50s received the greatest amount, but in the case of birthday gifts and opening of businesses gifts, those in their 30s received the greatest amount.



Amount of Family Event Gifts Received according to Age Groups: Average Amount of Past 3 years (KRW1,000)

15. Amount of family event gifts received according to average monthly income

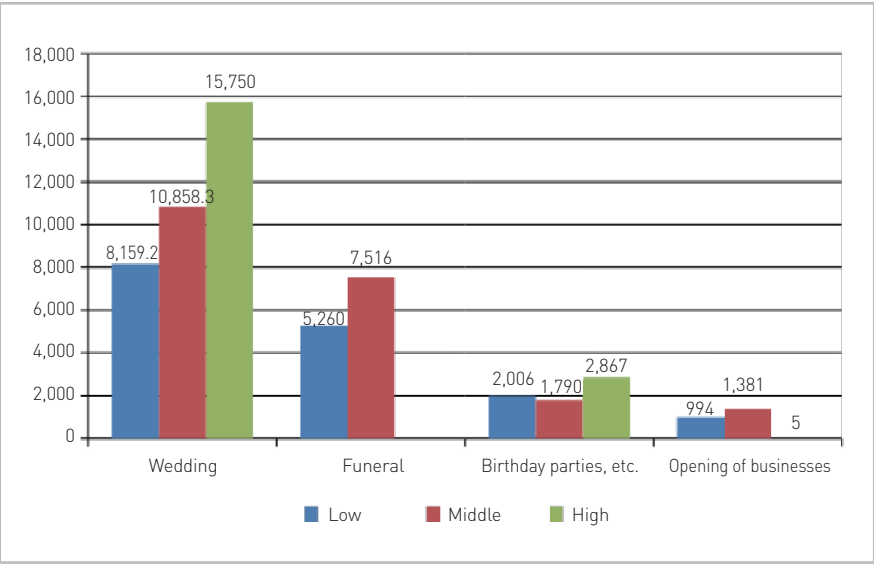
- Wedding gifts was the greatest in middle income group, but other gifts including funeral gifts were greater the older one was.



Amount of Family Event Gifts Received according to Average Monthly Income (KRW1,000)

16. Amount of family event gifts received according to one's subjective social status

- Generally, the higher one perceived their social status to be, the more one's family event gifts were.



Amount of Family Event Gifts Received according to One's Subjective Social Status(KRW1,000)

17. Summary

- Experience of family event expenditure was very high with 78% of wedding gifts and 68% of funeral gifts.
- Average family event expenditure per person was highest for wedding gifts at KRW653,000(including in-kind), followed by funeral gifts at KRW452,000.
- Generally, men spent more on family events than women.
- People in their 50s spent the most in family events.
- Proportion of family event expenditure compared to income was 5.5% of personal income and 2.5% of household income.
- The more one's income was, the more he/she spent at family events.
- The less one's income was, the proportion of family event expenditure per income was higher.
- The higher one's subjective perception of social status was, the higher the family event expenditure was.
- The reasons for family event expenditure were saving face, keeping personal ties, and to congratulate and condole. The average family event gift received in the past 3 years was KRW11.7 million for weddings.
- Funeral gift was KRW8.2 million.
- Generally, men received more gifts than women in family events.
- People in their 50s received the most.
- Wedding gifts was the highest in middle income brackets, but other family event gifts were greater as the income of the recipient increased.
- The higher one's subjective perception of social status was, the greater one received in family event gifts.



04

Giving Index of Korea Questionnaire



04

Questionnaires

Survey on Korean's Perception on Donation

ID				
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Greetings on behalf of Hankook Research, a professional research agency. I am ____.

This study is designed to investigate the current status, perception and attitude of Korean's donation. This survey will contribute greatly to promoting sound culture of giving, and establishing donation related policies.

Your responses will be kept strictly confidential in accordance with Article 33 of the Statistics Act, and it will not be used for any other purposes than statistical compilation along with other respondents' survey results.

We would greatly appreciate a moment of your time to answer the following questions.

Hosting Organization



Research Institute



Contacts : The Center on Philanthropy at the Beautiful Foundation

Team Manager Yoon-Joo Chang

(02) 6930-4564

Social-political Research Division of Hankook Research

Manager Hyeon-jeong Sung

(02) 3014-0168

Name		Contact number	- -
Gender	① Male ② Female	Age	_____
Region	① Seoul ② Busan ③ Daegu ④ Incheon ⑤ Gwangju ⑥ Daejeon ⑦ Ulsan ⑧ Gyeonggi ⑨ Gangwon ⑩ Chungbuk ⑪ Chungnam ⑫ Jeonbuk ⑬ Jeonnam ⑭ Gyeongbuk ⑮ Gyeongnam ⑯ Jeju ⑰ Sejong		
Size of residential area	① Big City(greater than metropolitan city) ② Small to mid-size city/neighborhood(dong) ③ Small to mid-size city/town(eup), township(myeon)		
Occupation	① Agriculture/forestry/fishery ② Self employed ③ Sales/service ④ Production/elementary occupations ⑤ Administration/management/professional ⑥ Housewife ⑦ Student ⑧ Unemployed/retired/others ⑨ Don't know/no response		
Address	_____ city/province _____ county/district _____ town/township/neighborhood		
Date of survey	____ month ____ day ____ time	Survey period	_____ minutes
Name of interviewer		Survey result	

A. Status of Volunteer Activities

※ For A1~A2, please answer in the table below.

A1. Please check on all organizations, institutes, and individuals that you have volunteered for in the past year(January~December, 2013).

Volunteer activities are voluntary activities that one partakes in without expecting payment for others or public interest in a consistent manner for a certain period of time. Volunteering at welfare facilities, charity organizations, children study groups, schools, and hospitals, helping at fundraising campaigns or international events, and serving as board members for civic groups are included in this category. Volunteer activities performed at other organizations, such as orphanages and nursing homes, through religious organizations are included, while activities performed in religious organizations, such as Sunday school teacher and Buddhist monk, are not included here.

A2. Please check on the time you volunteered at organizations, institutes, and for individuals in the past year(January~December, 2013). Please answer the volunteer hours of the past year only.

→ If you answered ‘②No’ for A1, please go to A6.

Volunteering organizations	A1. Volunteer experience	A2. Volunteer hours
(1) Volunteering at social welfare facilities through religious organizations(Protestant church, Catholic church, Buddhist temple, etc.), helping underprivileged neighbors, special volunteering to overseas relief organizations and others(excluding volunteering through religious organizations)	① Yes ② No	_____hours
(2) Volunteering through charity organizations(helping underprivileged neighbors, volunteering at social welfare organizations, fundraising organizations, etc.)	① Yes ② No	_____hours
(3) Volunteering through overseas relief organizations(natural disaster relief activities, such as typhoon and earthquakes, medical volunteering in Africa, etc.	① Yes ② No	_____hours
(4) Volunteering for educational institutes(elementary/ middle/high/university)	① Yes ② No	_____hours
(5) Volunteering for medical institutes(hospitals, research institutes, etc.)	① Yes ② No	_____hours
(6) Volunteering for arts and culture institutes(art gallery, culture foundations, museums, etc.)	① Yes ② No	_____hours
(7) Volunteering for civic groups(public interest organizations, environment and animal protection agencies, etc.)	① Yes ② No	_____hours
(8) Volunteering for public institutes and local communities	① Yes ② No	_____hours
(9) Volunteering for relatives, excluding immediate family, friends, and neighbors	① Yes ② No	_____hours
(10) Volunteering for unacquainted street vagabonds, homeless, etc.	① Yes ② No	_____hours
(11) Volunteering for elections, political groups, politicians, etc.	① Yes ② No	_____hours
(12) Others ()	① Yes ② No	_____hours

A3. When you volunteered at an organization, institute, or for an individual, were any of them regular activities?

Regularly means at least 4 times a year.

- ① Yes(There is a place I regularly volunteered at.) → Go to A3-1
- ② No(All volunteering activities were one-time when opportunity arose.→ Go to A4
- ③ Don't know/ no response → Go to A4

A3-1. If you are involved in regular volunteering, how often do you volunteer?

- ① Weekly
- ② Monthly
- ③ Quarterly
- ④ Don't know/ no response

A4. How did you learn about the organization, institute, individual that you volunteer the most? Please choose only one.

If your family, relative, friend, acquaintance belongs to the organization or institute, and you started volunteering through their request, please choose '④ Through direct PR or request of organizations and institutes.'

- ① Through mass media, such as newspaper, TV, and radio
- ② Through the Internet
- ③ Through family or acquaintances
- ④ Through direct PR or request of organizations and institutes(visit, mail, phone, etc.)
- ⑤ Through workplace(corporate activities or employers)

A7. Have you volunteered at religious organizations last year(from January to December, 2013)? If you have answered yes, how long have you volunteered last year? Please add up all the hours of volunteering for the past year.

Content	A7-1. Experience	A7-2. Volunteer hour
(1) Volunteering for religious organizations(Protestant church, Catholic church, Buddhist temple, etc.) (Sunday school teacher, cafeteria volunteer, parking volunteer, etc.)	① Yes ② No	_____ hours

B. Status of Donation

※ Please answer B1~B2 in the table.

B1. Please check on all organizations, institutes, and individuals that you have donated to in the past year(January~December, 2013).

Donations are voluntary offering of cash and goods for charity and public interest without expectation of a reward. For example, giving money or goods to children breadwinners, poorly fed children, children from impoverished family, homeless, North Korean refugees, etc, donating money, assets, goods to institutes, such as university and museums, fundraising organizations, or participating in overseas aid are all donation activities. Donation through ARS, Red Cross membership fees, goods donations are also included. Helping

relatives who are not immediate family members, acquaintances, homeless and other unfamiliar persons are also included. However, family event expenditure(wedding, funeral, baby's first birthday party, etc.), and religious offerings are not included.

B2. What is the amount of donation you have made to organizations, institutes, individuals in the past year(January~December, 2013)? Please add up the amount of donation for the past year.

Please differentiate cash and goods donation when you answer. For goods, please calculate in current monetary value rather than value at the time of purchase. Please answer on what you have donated only.

→ If you answered '㉔No,' for all questions in B1, please go to B10.

B3. Do you have plans to increase donation amount this year or next year?

- ① Yes
- ② No

B4. Do you have plans to donate to another organizations apart from the current one?

- ① Yes
- ② No

B5. Did you ever regularly donate to any organization, institute, or individual?

Regularly means at least 4 times a year.

- | | |
|-------------------------------------------------|--------------|
| ① Yes (Have regularly donated) | → Go to B5-1 |
| ② No (Have only donated when opportunity arose) | → Go to B6 |
| ③ Don't know/ no response | → Go to B6 |

B5-1. If you donated regularly, how often was it?

- ① Weekly
- ② Monthly
- ③ Quarterly
- ④ Don't know/ no response

B6. How did you learn about the organization, institute, individual that you donate the most? Please choose only one.

If your family, relative, friend, acquaintance belongs to the organization or institute, and you started donating through their request, please choose ‘④ Through direct PR or request of organizations and institutes.’

- ① Through mass media, such as newspaper, TV, and radio
- ② Through the Internet
- ③ Through family or acquaintances
- ④ Through direct PR or request of organizations and institutes(visit, mail, phone, etc.)
- ⑤ Through workplace(corporate activities or employers)
- ⑥ Through religious organizations
- ⑦ Through other social gatherings(interest groups, etc.)
- ⑨ Don't know/ no response

B7. What is the main method of donation to the organization, institute, or for individual that you are involved in the most?

- ① Direct transfer to organizations or individuals
- ② ARS call
- ③ Online transfer(credit card, mobile payment)
- ④ GIRO
- ⑤ CMS wire transfer
- ⑥ Automatic deduction from wages
- ⑦ Others ()
- ⑨ Don't know/ no response

B8. When you made donations, how much did the following influence your decision?

Content	Very much	Somewhat	Not very much	Not at all
(1) Responsibility towards society	①	②	③	④
(2) Religious beliefs	①	②	③	④
(3) Sympathy	①	②	③	④
(4) For personal satisfaction	①	②	③	④

B9. When you made donations, how much did the following influence your decision?

Content	Very much	Somewhat	Not very much	Not at all
(1) Financial affordability	①	②	③	④
(2) Tax benefits, such as year-end tax adjustment	①	②	③	④
(3) Stimulus from someone I care about (friends, colleague, etc.)	①	②	③	④
(4) Stimulus from mass media (TV, radio, newspaper, magazine, etc.)	①	②	③	④
(5) Stimulus from exemplary donor	①	②	③	④
(6) Philanthropic traditions of my family	①	②	③	④

→ Go to C1

B10. (For those who answered all questions ② in B1) What is the biggest reason you do not donate?

- ① Not interested
- ② Don't think is my responsibility
- ③ Can't trust recipients or recipient organizations, institutes
- ④ Unsure of personal financial situation
- ⑤ Don't know how or where to donate
- ⑥ Haven't received direct request
- ⑦ Others ()
- ⑨ Don't know/ no response

C. Religious Donation

※ CI~C9 are questions on your experience of religious donations.

C1. What is your religion?

- | | |
|-----------------------------------|------------|
| ① Protestant | → Go to C2 |
| ② Catholic | → Go to C2 |
| ③ Buddhist | → Go to C2 |
| ④ Others () | → Go to C2 |
| ⑤ No religion | → Go to D1 |
| ⑨ Don't know/ no response | → Go to D1 |

C2. How actively are you involved in the following religious activities?

Religious activities	Very active	Relatively active	Not very active	Not active at all
(1) Regular religious events (Sunday service, mass, or Buddhist service)	①	②	③	④
(2) Non-regular religious events (special prayer meeting, or special Buddhist service)	①	②	③	④
(3) Small group gathering aimed at enhancing one's faith	①	②	③	④
(4) Volunteering for religious organizations (parking helper, meal preparation, child care and teaching, etc.)	①	②	③	④
(5) Missionary works	①	②	③	④

C3. Did you giving offerings to religious organizations last year(January~December, 2013)?

- ① Yes → Protestants or Catholics go to C4
→ Buddhists go to C5
- ② No → Go to D1

C4. (For those who answered ①, ② in C1, and ① in C3) Do you have experience in donating for the following items? If your answer is yes, what is the amount of donations you have made last year(January~December, 2013)?

Religious offering items (Protestants and Catholics)	C4-1. Experience	C4-2. Donation amount	
		C4-2-1. Cash	C4-2-2. Goods
(1) Tithes	① Yes ② No	KRW_____	KRW_____
(2) Weekly offerings	① Yes ② No	KRW_____	KRW_____
(3) Thanksgiving	① Yes ② No	KRW_____	KRW_____
(4) Special offerings(missionary, building, relief offerings, etc.)	① Yes ② No	KRW_____	KRW_____
(5) Others	① Yes ② No	KRW_____	KRW_____

C5. (For those who answered ③ in C1, and ① in C3) Do you have experience in donating for the following items? If your answer is yes, what is the amount of donations you have made last year(January~December, 2013)?

Religious offering items (Buddhists)	C5-1. Experience	C5-2. Donation amount	
		C5-2-1. Cash	C5-2-2. Goods
(1) Prayer(lightning lantern in front of Buddha, prayer to Bodhisattva, etc.)	① Yes ② No	KRW_____	KRW_____
(2) Ancestral rites(Cheondojae ritual, 49 days ritual, etc.)	① Yes ② No	KRW_____	KRW_____
(3) Offering for building(temple, celebration installations)	① Yes ② No	KRW_____	KRW_____
(4) Lotus lanterns	① Yes ② No	KRW_____	KRW_____
(5) Others	① Yes ② No	KRW_____	KRW_____

C6. (For those who answered ① for C3) Do you make religious offerings regularly?

Regularly means at least 4 times a year.

① Yes → Go to C7

② No → Go to C8

③ Don't know/ no response → Go to C8

C7. How often do you make religious offerings?

① Weekly ② Monthly

③ Quarterly ④ Don't know/ no response

C8. Do you receive tax deduction for religious offerings? This also includes tax deduction of other family member for your religious offering.

① Yes ② No

C9. Your religious offerings may be used in various areas. Considering that your donation is used in the following 3 areas, by what proportion do you want your donation to be used? Please answer in percentage.

Areas	Proportion
(1) Operation of religious organization	_____ %
(2) Projects of religious organizations(missionary works)	_____ %
(3) Social contribution projects, including community works(social welfare, etc.)	_____ %
Total	100%

D. Mutual-aid Giving

※ DI~D9 are questions on your experience of mutual-aid giving.

D1. How much were you involved in mutual-aid giving activities last year(January ~December, 2013)?

- * Poomasi activities are communal sharing of labor, such as childrearing, education, preparing meals, among neighbors and friends,
- * Cooperatives are voluntary organizations established and operated by people with similar interests. There are consumer cooperatives, medical cooperatives, credit cooperatives, consumer associations and etc.
- * Self-help group activities are voluntary non-professional activities carried out by people with common issues for a common objective. All the members receive help from the group, and there are patient groups, immigrant women group, elderly living alone group, alcoholic groups, etc.

Mutual-aid activities	D1-1. Experience	D1-2. Participation hours
(1) Poomasi (ex. Childrearing, education, preparing meal, etc.)	① Yes ② No	___days ___hours
(2) Cooperatives (ex. Consumer cooperative, medical cooperative, credit cooperative, etc.)	① Yes ② No	___days ___hours
(3) Self-help groups (ex. Patient, immigrant women, elderly living alone)	① Yes ② No	___days ___hours

→ If you answered ‘②No’ for all question of D1, go to D3.

- ① For own benefit(ex. organic food, medical service, etc.)
- ② Desire to experience and practice alternative way of living
- ③ Upon request from neighbors
- ④ To prepare for future difficulties
- ⑤ To form relationships with neighbors
- ⑥ Others ()

Mutual-aid expenditure	D3-1. Experience	D3-2. Amount of expenditure	
		D3-2-1. Cash	D3-2-2. Goods
(1) Corporate funeral service agency membership fee (certain amount is automatically transferred from wage in a company level)	① Yes ② No	KRW_____	KRW_____
(2) Korean traditional private fund	① Yes ② No	KRW_____	KRW_____
(3) Investment and membership fee of cooperatives	① Yes ② No	KRW_____	KRW_____

D4. Do you have experience in family event expenditure for the following items last year(January~December, 2013)? If your answer is yes, what is the amount of each items?

Family events	D4-1. Experience	D4-2. Amount of expenditure	
		D4-2-1. Cash	D4-2-2. Goods
(1) Wedding	① Yes ② No	KRW_____	KRW_____
(2) Funeral	① Yes ② No	KRW_____	KRW_____
(3) Birthday parties (baby's first birthday party, 70th birthday party, 80th birthday party, etc.)	① Yes ② No	KRW_____	KRW_____
(4) Opening of businesses	① Yes ② No	KRW_____	KRW_____

D5. How much do the following influence you when you spend for family events?

Reason for family event expenditure	Very much	Some what	Not very much	Not at all
(1) To save face and keep personal ties	①	②	③	④
(2) To congratulate and condole others	①	②	③	④
(3) Expectation of reciprocity	①	②	③	④
(4) To return past gift	①	②	③	④

D6. Do you think you need to reciprocate on people who have given you gifts for family events?

- ① Very much
- ② Somewhat
- ③ Not so much
- ④ Not at all

D7. How much of a burden is family event expenditure on your finances?

- ① Very much
- ② Somewhat
- ③ Not so much
- ④ Not at all

D8. Have you received family event gifts for the following events in the past 3 years(January, 2011~December, 2013)?

* Please only answer on the gifts received from your own acquaintances for your family members' or your wedding, funeral, first birthday party, opening of businesses, etc.

* For example, in the case of money gifts received at your own wedding, respond according to the amount of money gifts received from your own acquaintances, not money gifts received by acquaintances of parents or siblings.

Content	D8-1. Reception of money gifts	D8-2. Received amount	
		D8-2-1. Cash	D8-2-2. Goods
(1) Wedding	① Yes ② No	KRW_____	KRW_____
(2) Funeral	① Yes ② No	KRW_____	KRW_____
(3) Birthday parties (first birthday party, 70th birthday party, 80th birthday party, etc.)	① Yes ② No	KRW_____	KRW_____
(4) Opening of businesses	① Yes ② No	KRW_____	KRW_____

D9. We give and receive gifts to and from our acquaintances for family events. Do you expect to receive gifts comparable to the gifts you have spent on others' family events? Please compare between the spent gift amount and expectant gift amount to be returned to answer the following question.

Will be smaller
than what I have
spent ←

Will be similar to
what I have spent

→ Will be greater
than what I have
spent

①	②	③	④	⑤

E. Intentions and Plans of Donation

※ E1~E6 are questions about your intentions and plans of donation.

E1. Do you have plans to donate within 1 year?

- ① Yes
- ② No
- ③ Don't know/ no response

E2. (All respondents) If you have decided to donate in the future, how much would you consider the following items?

Content	Very much	Somewhat	Not very much	Not at all
(1) Recipients (children, disabled, elderly, underprivileged, etc.)	①	②	③	④
(2) Reliability of organizations, institutes requesting donation	①	②	③	④
(3) Reputation of the organization	①	②	③	④
(4) Effectiveness of the donation on improving society	①	②	③	④

E3. (All respondents) If you donate to an organization or institutions, how much will you consider the following items?

Content	Very much	Somewhat	Not very much	Not at all
(1) Simplicity and convenience of donation process	①	②	③	④
(2) Choice of donation amount	①	②	③	④
(3) Expertise of the organization	①	②	③	④
(4) Operational transparency of the organization	①	②	③	④
(5) Benefits offered to donors	①	②	③	④

E4. (All respondents) If you are to donate, where do you wish your donation(cash or goods) to be used? Please choose 2 according to level of wish.

1st place	2nd place
-----------	-----------

- ① Charitable and social service fields
- ② Education and research (schools, etc.)
- ③ Medical field
- ④ Art and culture field
- ⑤ Public benefit areas (civic groups, etc.)
- ⑥ Overseas relief
- ⑦ Local community development (local library, local youth center, etc.)
- ⑧ Others ()
- ⑨ Don't know/ no response

E5. (All respondents) If you are to donate, for whom do you wish your donation(cash or goods) to be used? Please choose 2 according to level of wish.

1st place	2nd place
<input type="radio"/> ① Children’s welfare(general, poorly fed, institutionalized, child breadwinners, etc.)	
<input type="radio"/> ② Youth welfare(general, impoverished, institutionalized youth, etc.)	
<input type="radio"/> ③ Disabled welfare(general, institutionalized, impoverished, etc.)	
<input type="radio"/> ④ Senior’s welfare(general, senior’s with no dependents, institutionalized elderly, etc.)	
<input type="radio"/> ⑤ Women’s welfare(general, working women, housewives, female household heads, etc.)	
<input type="radio"/> ⑥ Underprivileged households welfare(unemployed, working poor, etc.)	
<input type="radio"/> ⑦ North Korean refugees welfare	
<input type="radio"/> ⑧ Multicultural families(married immigrant women, etc.) and migrant workers support	
<input type="radio"/> ⑨ Others ()	
<input type="radio"/> ⑩ Don’t know/ no response	

E6. (All respondents) If you are to donate, where do you want your donation(cash or goods) to be used?

<input type="radio"/> ① For local community development
<input type="radio"/> ② For groups related to me(alma mater, hometown, etc.)
<input type="radio"/> ③ For domestic social issues
<input type="radio"/> ④ For international social issues(earthquakes, tsunami, poverty in third world countries)
<input type="radio"/> ⑤ Don’t know/ no response

F. Inheritance Donation

※ F1~F9 are questions about your thoughts and intentions of inheritance donation.

F1. Do you have intentions to donate your wealth in the form of inheritance donation?

Inheritance donation is the act of donating rights to one's money, real estate, possession, etc. to certain individuals, organizations, institutes after his or her death according to their will.

- ① Yes → Go to F2 ② No → Go to F6
 ③ Don't know → Go to F6

F2. (For those who answered ① in F1 only) If you have intentions to donate your wealth, how much percentage of your wealth do you intend to donate? _____ %

F3. (For those who answered ① in F1 only) If you have intentions for donate your wealth, how much do you think the following items will influence your decision?

Factors that affect intention of inheritance donation	Very much	Some what	Not very much	Not at all
(1) No relatives to leave wealth	①	②	③	④
(2) Confidence that family members will be financially secure	①	②	③	④
(3) Personal belief on society (ex. wish to end life in a meaningful manner)	①	②	③	④
(4) Religious belief	①	②	③	④
(5) Expectation for tax benefits	①	②	③	④

F4. (For those who answered ① in F1 only) If you have intentions to donate your wealth, to whom do you want to donate it to?

- ① Familiar organizations where I regularly donate or volunteer
- ② Socially reliable and transparent organizations
- ③ Socially recognized organizations
- ④ Organizations aimed at solving social issues of interest

F5. (For those who answered ① in F1 only) To what specific organization do you want to donate your wealth?

- ① Religious institutions(Protestant church, Catholic church, Buddhist temple)
- ② Academic institutions (elementary, middle, high school, university)
- ③ Medical institutions (hospital, research institutes)
- ④ Art and culture institutions (art gallery, culture foundation, museum, etc.)
- ⑤ Civil society(social interest groups, environment and animal protection groups)
- ⑥ Charity organizations(Community Chest, World Vision, Childfund, Good Neighbors, Beautiful Foundation, etc.)
- ⑦ Others ()

F6. Considering the following elements, what are stumbling blocks to inheritance donation? Please answer the hindering factors of donating your wealth.

Hindering factors of donating wealth	Yes	No
(1) Presence of family member in need of inheritance	①	②
(2) Current financial insecurity	①	②
(3) Difficulty in attaining agreement and cooperation from family on inheritance donation decision	①	②
(4) Uncertainty of post-retirement financial security	①	②
(5) Lack of knowledge and information on inheritance donation methods	①	②
(6) Small tax benefit of inheritance donation	①	②
(7) Lack of trust on usage of donation	①	②

F7. If you receive inheritance from your parents, spouse, etc., do you have intentions to donate part of the inheritance?

- ① Yes → Go to F8
 ② No → Go to F9
 ③ Don't know → Go to F9

F8. If you have intention to donate your inheritance, how much percentage of the inheritance do you intend to donate?

_____ %

F9. If your parents, spouse, or family member decide to donate their wealth, how will you respond?

- ① Actively support ② Accept as inevitable ③ Oppose
 ④ Opt for legal means for the return of legal inheritance reserve

G. Experience of Philanthropic Education

※ G1 is to learn about your experience of philanthropic education.

G1. Did you experience the following when you were in kindergarten, elementary, middle, high school or university?

Mandatory middle and high school volunteer activities are considered to be (5).

Content	Yes	No
(1) I received education on donation and volunteering from school, youth center, or religious organization.	①	②
(2) I was taught by my parents about donation and volunteering.	①	②
(3) I saw my parents, relatives, or neighbors donate and volunteer(including fundraising) for needy people.	①	②
(4) I donated and volunteered to individual(friend, neighbor, etc.) or charitable and social service organizations.	①	②
(5) I participated in obligatory donation and volunteering(student volunteering, social volunteering as elective subjects) at schools.	①	②

H. Social Capital

※ H1~H3 is to learn about how you feel about other people. Please choose the answer that best describes what you feel.

H1. Do you generally think you can trust most people, or do you think you need to be cautious with others?

Need to be cautious ← Case by case → Can trust

①	②	③	④	⑤

H2. Do you think people generally try to help others, or do you think they only think of themselves?

Only think of themselves ← Case by case → Try to help others

①	②	③	④	⑤

H3. Do you think most people try to use you whenever possible or do you think they try to be nice?

Try to use me ← Case by case → Try to be nice

①	②	③	④	⑤

※ H4~H6 are questions about your thoughts on giving and receiving help to and from other people. Please choose the answer that best describes your feelings.

H4. When you exchange help with others, do you think about your own situation? Or do you think about the other's situation?

Think solely of myself ← Half and half → Think solely of others

①	②	③	④	⑤

H5. When do you think your good deed needs to be returned?

As soon as possible ← Somewhere in the middle → May happen at a later time

①	②	③	④	⑤

H6. How great do you think your good deed should be reciprocated?

Needs to be greater than my deed ← Somewhere in the middle → May be much smaller

①	②	③	④	⑤

H7. Next is on social norms. How much do you agree with the following social norms? Please choose the answer that best describes your feelings.

Perception on social norms	Very much	Some what	Not very much	Not at all
(1) I abide by law and order(4 obligations of Koreans, basic order, etc.) very well.	①	②	③	④
(2) Most people abide by law and order very well.	①	②	③	④
(3) Even my family's or my own illegal acts cannot be justified.	①	②	③	④
(4) People's illegal acts cannot be justified for whatever reason.	①	②	③	④

I. Questions for Statistical Classifications

※ I1~I13 are questions for statistical classifications.

I1. Please choose the number that best describes how you generally feel about your life.

I am very
unhappy.

←

→

I am very happy.

①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩

I2. How stable do you think you are in terms of financial situation?

Very stable



Not at all stable

[illegible]

I3. How prepared do you think for post-retirement life?

Very well prepared



Not at all
prepared

[illegible]

14. Generally, do you think you are closer to conservatives or liberals? Extreme liberals are No.1 and extreme conservatives No.10. Please choose where you stand.

Liberal



Neutral



Conservative

[illegible]

15. How much did you complete your education?

Dropping out does not qualify as graduation.

- ① Below elementary school graduation
- ② Middle school graduation

- ③ High school graduation
- ④ University(including college) enrollment
- ⑤ University graduation
- ⑥ Above graduate school enrollment
- ⑨ Don't know/ no response

16. What is your average monthly salary? Please answer the figure before tax.

KRW _____

17. What is the average total monthly income of your household members? Please answer the monthly average figure by adding bonuses, interests, rental income, etc. before tax.

KRW _____

18. Do you have real estates or financial assets under your name? If so how much? Please answer in current value. If you have none, please write 0.

1) Real estate : KRW _____ (Current value of land, house, building)

2) Financial asset : KRW _____ (Savings, stock, bond, insurance, cash, etc.)

19. Do you have debt under your name? If so how much?

① Yes → Go to I19-1

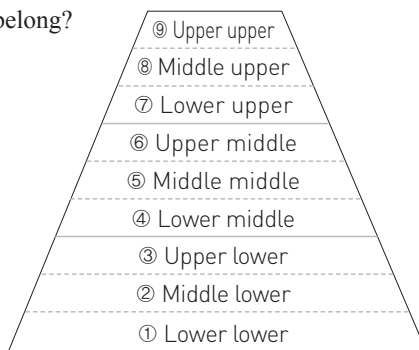
② No → Go to I10

I9-1. How much is your total debt if you have any?

KRW _____

I10. In which social class do you think you belong?

Please answer according to the following pyramid.



I11. How many members are in your household? _____

I12. What is your marital status

- ① Single ② Married (currently have a spouse)
③ Divorced ④ Bereaved
⑤ Don't know/ no response

I13. Before you participated in this survey, have you heard about the Beautiful Foundation?

- ① Yes ② No

♣ Thank you for your participation.



05

Researchers



Researchers

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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, Professor, School of Social Welfare at Yonsei University

Publications

"A Cross-cultural Examination of Student Volunteering: Is It All About Resume Building?", *Nonprofit and Voluntary Sector Quarterly*, June, 2010, vol. 39-3.
"Who Leaves, Who Stays, and Where They Go: Turnover and Retention in Nonprofit Organizations" *Nonprofit and Voluntary Sector Quarterly*, forthcoming, 2013.

Project

300,000 US Dollars for 3 years under the title of "Nonprofit Organizations' Profit Seeking Behaviors and Profit Organizations' Philanthropic Behaviors" under the Social Science Korea Project by the Ministry of Education, Korea.
Principal Research Investigator of the Law for Promoting Giving in Korea, 2012..

Research & Lecture

Lectures

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

Research

Citizen's Giving and Volunteering, Giving Behavior on Different Information: Field Experiments, Wealthy People's Giving Behavior

Current Academic Activities

Chief Editor in Korean Social Welfare Research

Editorial Board Member of Nonprofit and Voluntary Sector Quarterly

Current Social Activities

Board Member

ARNOVA

Korean United Way

Korean Social Security Council Government Committee

Seoul Welfare Foundation (Metropolitan City of Seoul)

JungBu Welfare Foundation

Kyungwon Cultural Foundation



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Education

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August 1989	M.A., Department of Social Welfare, Yonsei University, South Korea
August 1995	Ph.D, Department of Social Welfare, Yonsei University, South Korea

Recent Positions

March 2000-present	Researcher, Social Welfare Research Institute, Kangnam University
December 1998-present	Member, Social Welfare Committee, People's Solidarity for Participatory Democracy
June 1999-present	Member of Board of Directors, The Korean Society for Welfare Administration
July 2004-present	Member, Distribution Committee, Korea Foundation for Women
2005-present	Researcher, The Center on Philanthropy at the Beautiful Foundation

Academic Society Memberships

Member, Korean Academy of Social Welfare
Member, The Korean Society for the Welfare Administration
Member, Korea Social Welfare Research Institute
Member, The Korea Association of Community Welfare

Member, The Korea Association of Social Welfare Policy
Member, The Korean Association of Nonprofit Organization Research
Member, Yonsei Social Welfare Research Club

Recent Books

D. W. Han, et al. (2008) Principles and Reality of Social Welfare Studies, Hakjusa, Seoul
D. W. Han, et al. (2003) Social Welfare Administration in South Korea, Hakhyunsa, Seoul
D. W. Han, et al. (2002) Social Welfare in South Korea, Yupoong, Seoul

Recent Papers

D. W. Han (2008) Factors of Governance Structures to Ensure Accountability in a Social Welfare Organization, Korea Nonprofit Research 7:1
D. W. Han, Y. C. Ha, S. Y. Moon, S. J. Cho (2003) The Impact of Corporate Social Responsibility on Businesses with a Focus on Consumer Analysis, Korea Nonprofit Research 2:2, pp. 125-160
D. W. Han (2003) Finances of Social Welfare Centers: Problems and Implications, Korea Nonprofit Research 2:1, pp. 165-198
D. W. Han (2002) Research on the Relationship between Organizational Performance and the Compatibility between Leadership and Organizational Culture, 2002 Spring Academic Conference, The Academy of Critical Social Welfare



Introduction of the Beautiful Foundation



Introduction of the Beautiful Foundation

The Beautiful Foundation, the first community foundation in Korea

The Beautiful Foundation was established by and for the citizens

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

The Beautiful Foundation creates a beautiful giving culture

The Foundation is constantly in need of regular donations and donors rather than temporary acts of compassionate or sympathetic donations. The Foundation tries to spread the culture of giving especially with "The Beautiful 1% Sharing Campaign". A society where all people give money for a good cause is what the Foundation envisions.

The Beautiful Foundation heads for an abundant community

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

The Beautiful Foundation raises public funds

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

The Beautiful Foundation sets a new model

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



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Introduction of the Beautiful Foundation's Center on Philanthropy



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

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

The Center on Philanthropy at the Beautiful Foundation provides:

- **Research on giving culture**

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

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

- **Featured research**

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

- **Giving Korea, an international symposium on giving culture**

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

- **Monitoring of key international research, networking with overseas philanthropic organizations**

The Center tracks international research trends on philanthropy and maintains partnerships with related organizations in order to further improve the quality of our research on giving culture.

The data and other materials publicized by the Center on Philanthropy at the Beautiful Foundation are available through our Knowledge Sharing Archive (www.bfdata.org).

The Center on Philanthropy at the Beautiful Foundation

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	Kim, Jung-wan	CEO & President, Maeil Dairy Industry Co., Ltd.
	Kim, Joong-min	Chair, Staffbank
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