

KOREA 한국

Doing Good Index 2026

Aligning Systems To Strengthen Asia's Social Sectors
아시아 소셜섹터 강화를 위한 시스템 연계

June 17, 2026

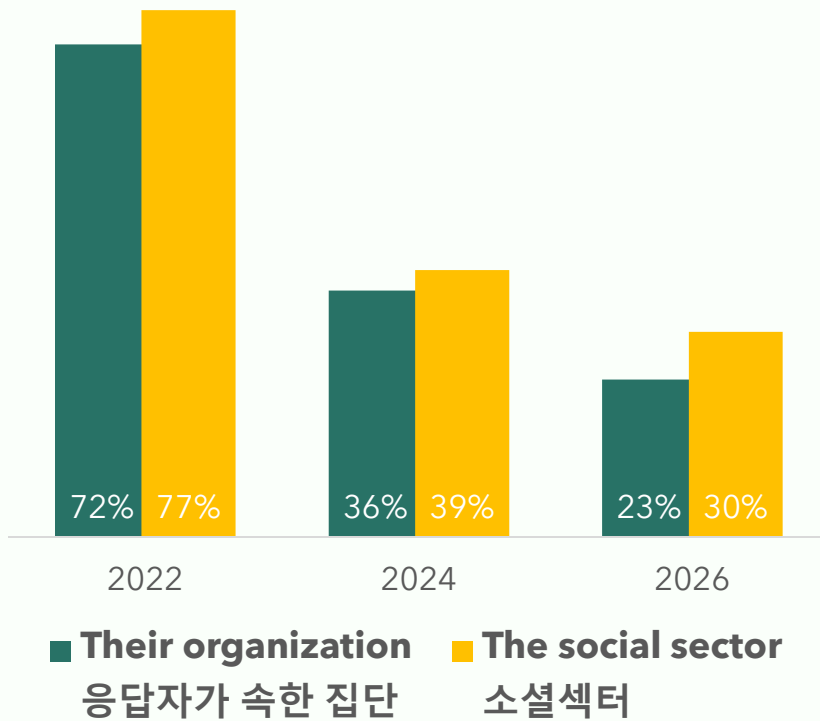
Dr. Annelotte Walsh

Director of Research, Centre for Asian Philanthropy and Society (CAPS)

Korea's social sector: A persistent trust gap

한국 소셜섹터: 계속되는 신뢰의 격차

% of Korean SDOs feeling optimistic about:
다음에 대해 낙관적이라고 응답한 한국 SDO 비율



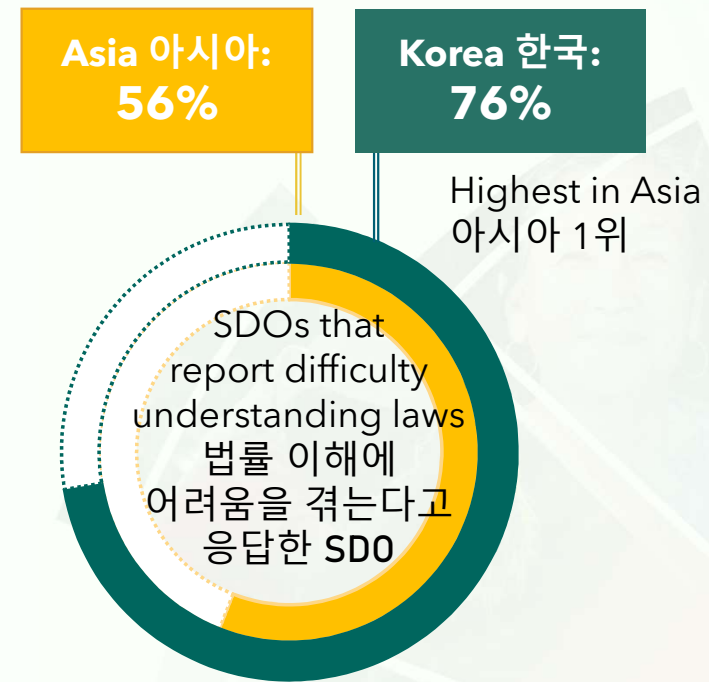
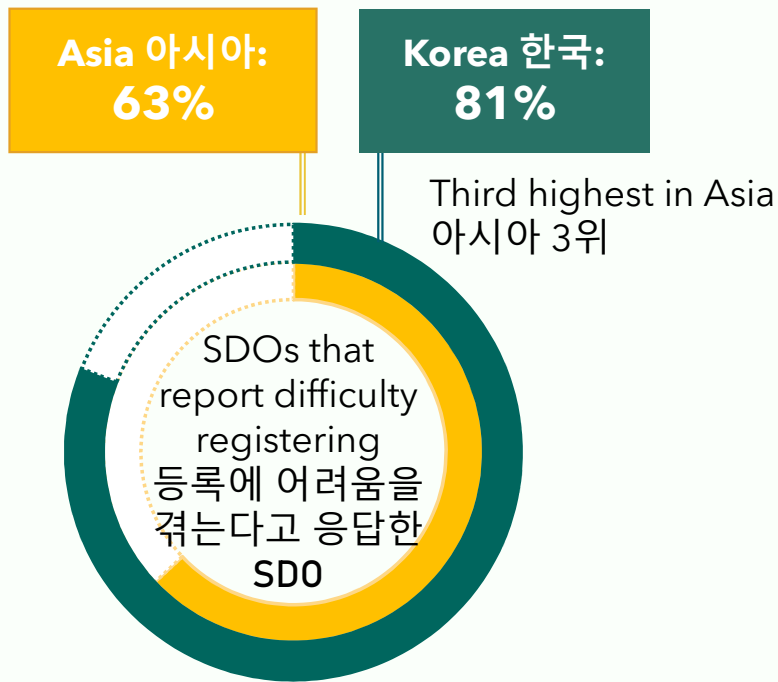
Asia 아시아:
36%

Korea 한국:
14%

SDOs that feel
trusted by the
government
정부로부터
신뢰받는다고
느끼는 SDO

A persisting challenge: Regulatory complexity

지속되는 과제: 복잡한 규제 환경



Most fragmented regulatory system: 43 oversight bodies
가장 분절된 규제 체계: 43개 감독 기관

Measuring the environment for Doing Good

공익활동을 위한 환경 측정

Four interdependent pillars 상호 연결된 네 가지 핵심 축



Social sector insights 소셜섹터 인사이트

2026 theme: SDGs
2026 테마: 지속가능개발목표

Funding
재원

Technology
기술

Mongolia profile
몽골 프로필

2026: Strong components, weak alignment

2026: 강한 구성 요소, 약한 연계



Regulations are publicly available
규제는 공개되어 있으나

But difficult to understand
이해하기 어렵다

Tax incentives exist
세금 혜택은 있으나

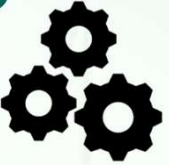
But often too complex to claim
신청하기엔 너무 복잡하다

Procurement exists
공공 조달 제도는 있으나

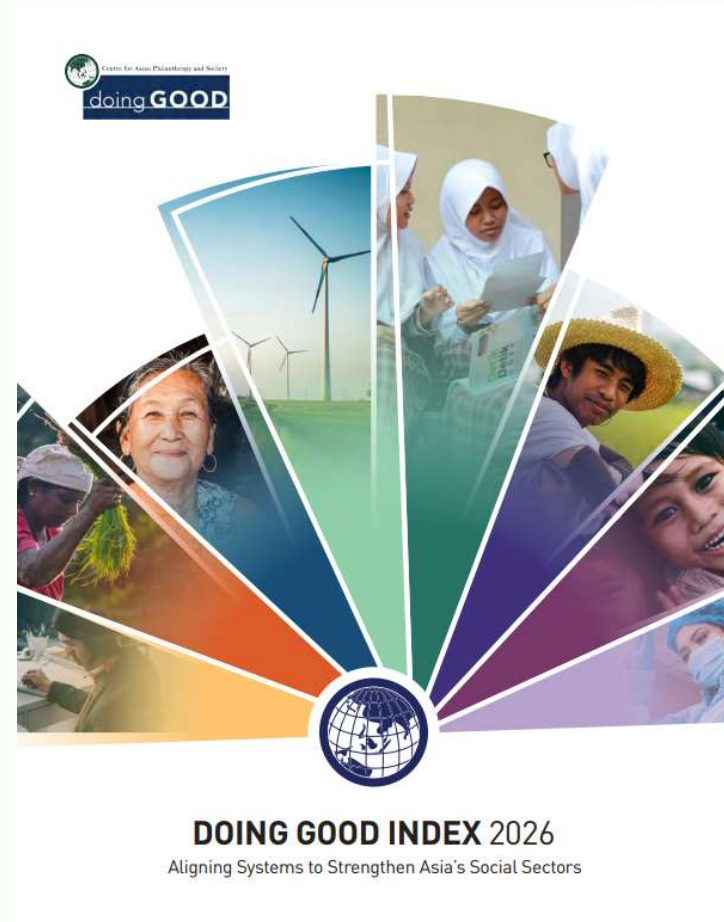
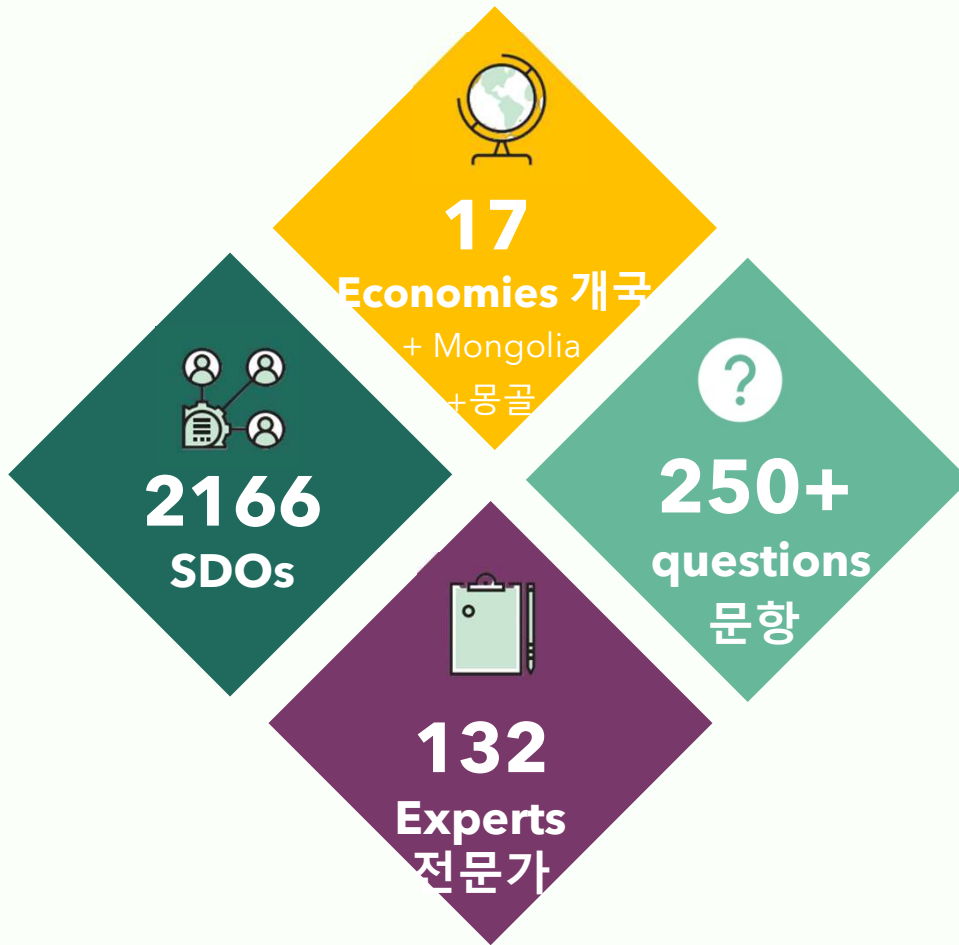
But opportunities inaccessible
기회를 얻기 어렵다

People want to work for SDOs
SDO에서 일하고 싶어하지만

But compensation is inadequate
보수가 충분하지 않다



Doing Good Index 2026



Doing Good Index 2026: Economy Performance

Doing Good Index 2026: 국가별 결과

Doing Good Index 2026: Five clusters 다섯 개 클러스터

NOT DOING ENOUGH	DOING OKAY	DOING BETTER	DOING WELL	DOING EXCELLENT
– Bangladesh	– Cambodia	– Chinese Mainland	– Chinese Taipei	▲ Singapore
▼ Nepal	– India	– Hong Kong SAR		
▼ Pakistan	– Indonesia	– Japan		
	▼ Malaysia	– Korea		
	– Sri Lanka	– Philippines		
	– Thailand			
	– Viet Nam			

▲ ▼ – indicates movement between clusters 2026 vs 2024

*Economies in each cluster are arranged alphabetically.

^"Hong Kong SAR" and "Korea" refer to the Hong Kong Special Administrative Region, China; and the Republic of Korea.

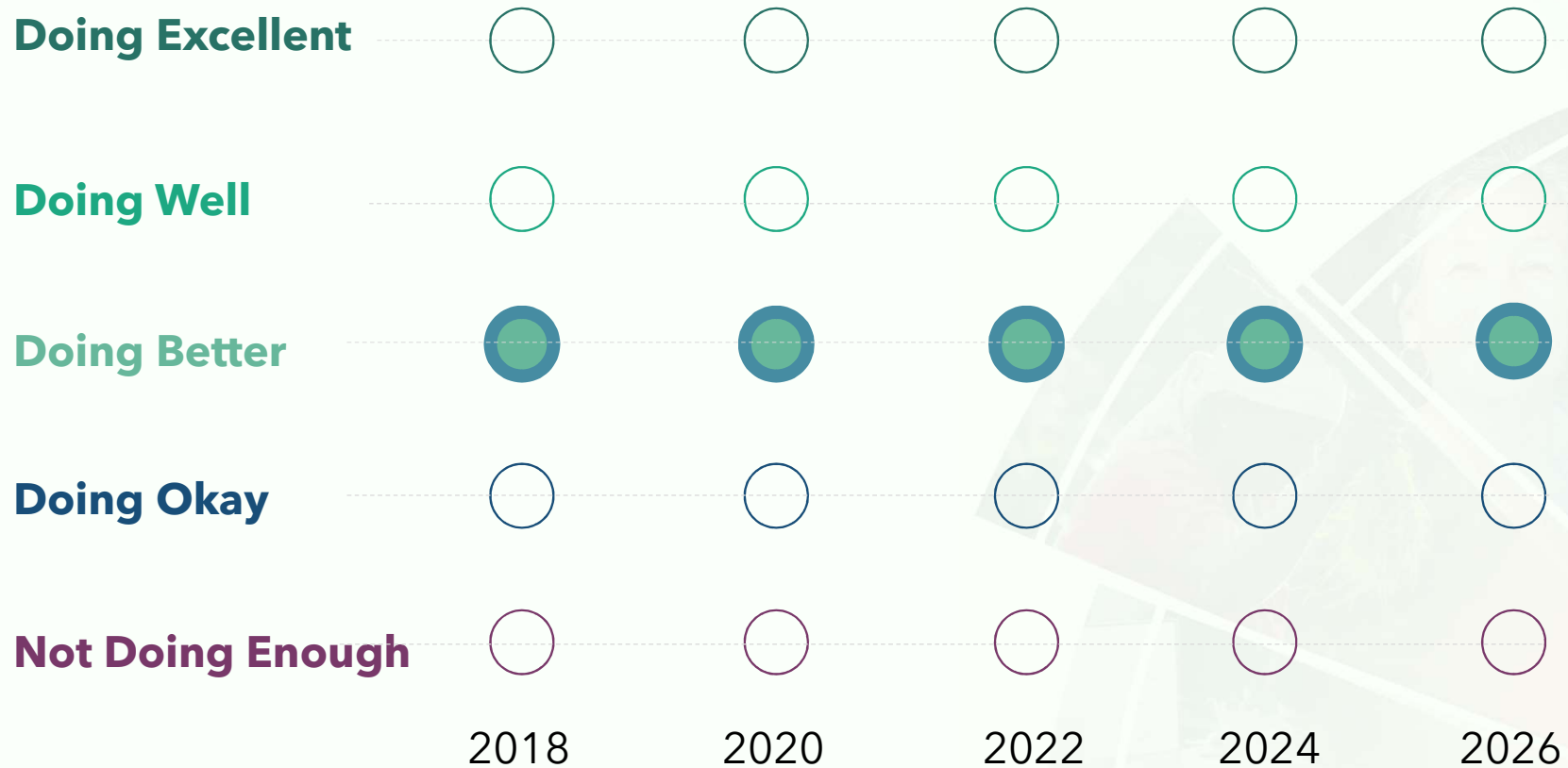
Doing Good Index: Korea's Performance

Doing Good Index: 한국의 결과



Korea Is "Doing Better"

한국은 "Doing Better"에 있다



Korea has strong building blocks

한국은 탄탄한 기반을 갖추고 있다

High-income economy
고소득 경제

Unrestricted funding flows
제약 없는 자원 흐름

Strong digital infrastructure
견고한 디지털 인프라



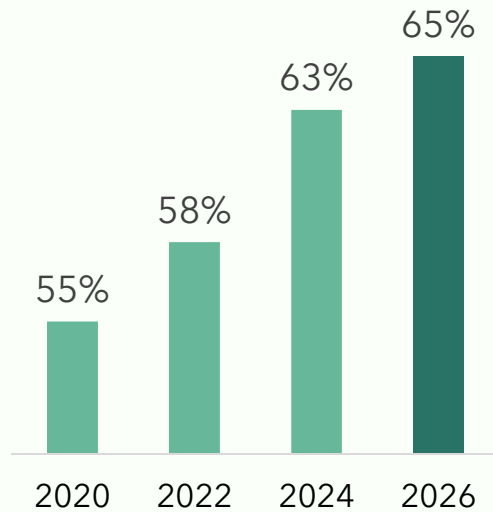
Active corporate sector
활발한 기업 부문

Strong civic engagement
활발한 시민 참여

Active corporate & civic engagement

활발한 기업·시민 참여

SDOs that receive
corporate funding
기업 기부를 받는 SDO



Asia average 아시아 평균 (2026): **57%**

Asia 아시아:
78%

Korea 한국:
87%



Korea is **1 of 7**
economies with a nationwide
"Giving Day"
전국 단위 "기부의 날"을
운영하는 국가

Korea has **awards** for
philanthropy, SDOs and CSR
activities
한국에는 필란트로피·SDO·CSR
활동 관련 시상 제도가 있다

Strong technology adoption

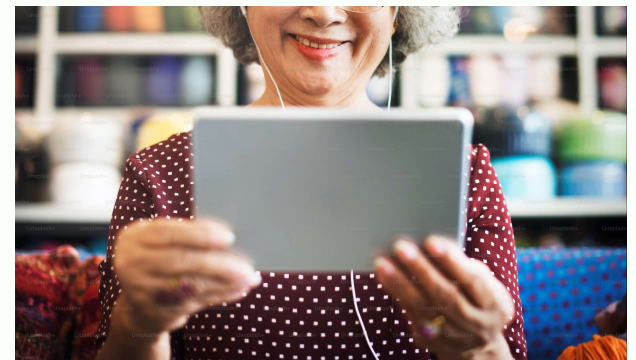
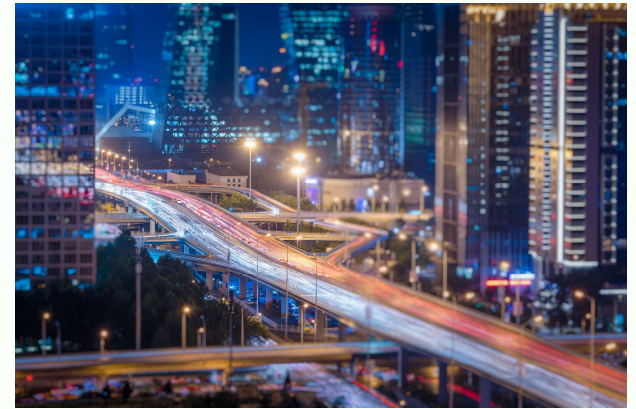
활발한 기술 도입

57% have increased **services offered online**
온라인으로 제공하는 서비스를 확대했다

61% have increased use of online platforms for **collaboration**
협업을 위한 온라인 플랫폼 사용을 확대했다

64% have increased use of social media for **dissemination**
정보 확산을 위한 소셜미디어 사용을 확대했다

71% have increased the incorporation of technology in **day-to-day operations**
일상 업무에 기술 활용도를 높였다



Korea's Opportunity

한국의 기회



How can Korea "Do Well"?

한국이 어떻게 "좋은 일을 할" 수 있을까?



Regulatory processes in Asia

아시아의 규제 절차

Registration process 등록 절차

	Number of clearances 승인 건수	Time required (days) 소요 기간(일)	Regulatory oversight bodies 규제 감독 기관 수
Korea 한국	2	90	43
Japan 일본	2	67	4
Singapore 싱가포르	2	270	7
China 중국	1	30	1
Malaysia 말레이시아	2	9	5

Ease of understanding laws 법률 이해의 용이성

Easiest 가장 쉬움

Singapore, China and Hong Kong SAR

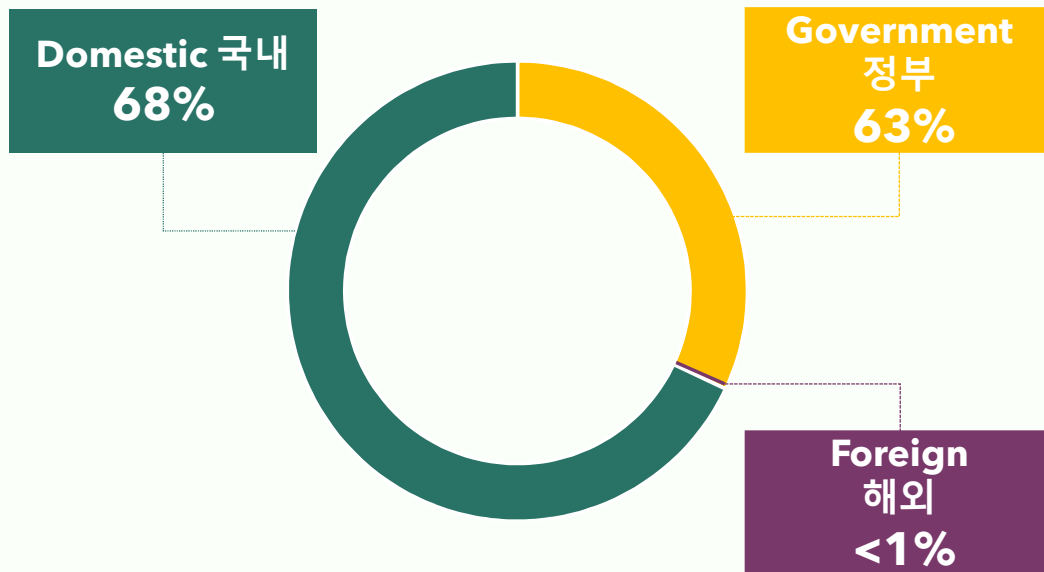
Most difficult 가장 어려움

Korea, Thailand and Cambodia

Unlock domestic giving

국내 기부 활성화

Proportion of SDO budget by funding source
in Korea
한국 SDO의 자원별 예산 비중



80% of SDOs in Korea think that the overall level of domestic funding is low
한국 SDO의 80%는 국내 재정 지원 수준이 전반적으로 낮다고 본다

Main reason: **"People don't trust SDOs"**
주된 이유: "사람들이 SDO를 신뢰하지 않는다"

Strengthen incentives for giving

기부 유인 제도 강화

Tax incentives for charitable donations[^]

Economy	For individuals		For corporations	
	Rate	Limit*	Rate	Limit*
Bangladesh	15%	3%	10%	20%
Cambodia	0%	0%	100%	5%
Chinese Mainland	100%	30%	100%	12%
Hong Kong SAR	100%	35%	100%	35%
India	50%	10%	50%	10%
Indonesia	100%	5%	100%	5%
Japan	#	25%	[Capital x 0.25% + Income x 2.5%]/4	
Korea	15%	30%	100%	10%
Malaysia	100%	10%	100%	10%
Nepal	100%	5%	100%	5%
Pakistan	100%	30%	100%	20%
Philippines	100%	10%	100%	5%
Singapore	250%	100%	250%	100%
Sri Lanka	100%	33%	100%	20%
Chinese Taipei	100%	20%	100%	10%
Thailand	100%	10%	100%	2%
Viet Nam	100%	100%	100%	100%

[^] Eligibility of incentives depends on the nature of the recipient organization as prescribed by each economy.

* Depending on the economy, the limit may act as a percentage of taxable income, tax payable or of the amount donated.

[Total donation - ¥2,000] x 40%

SDOs that say **tax incentives** are important for encouraging donations :
세제 혜택이 기부 장려에 중요하다고 응답한 SDO

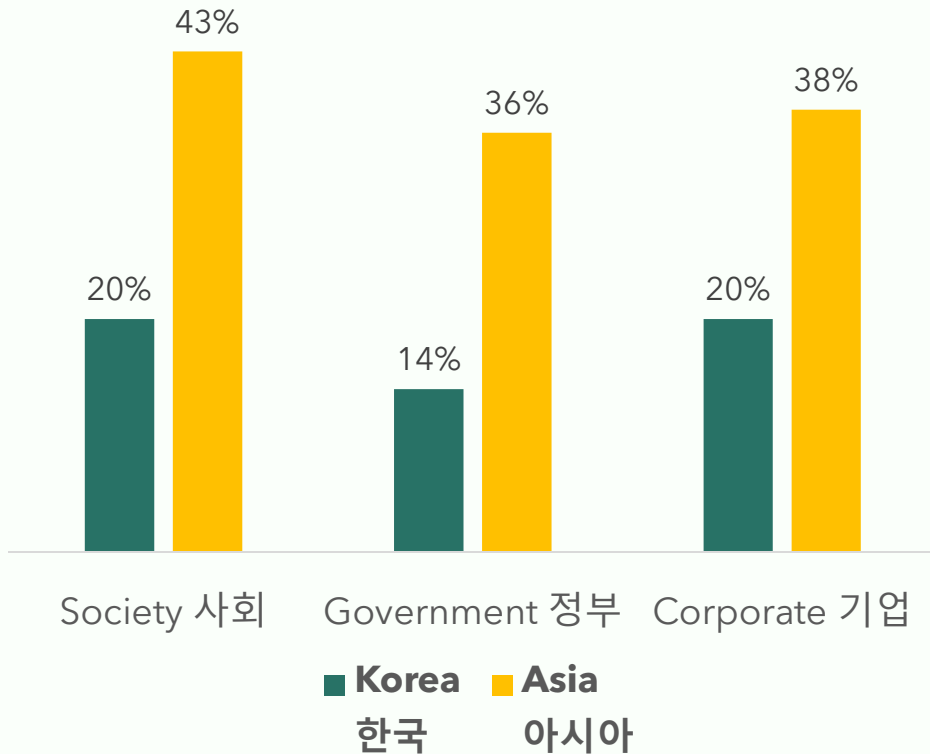
- For **individuals: 86%**
개인 대상
- For **corporates: 89%**
기업 대상

62% of SDOs list move incentives for donations as the most expected regulatory change
SDO의 62%는 기부에 따른 혜택 확대를 가장 원하는 규제 변화로 꼽았다

Korea's persistent trust deficit

계속되는 한국의 신뢰 부족

SDOs that report feeling fully trusted by:
다음 주체로부터 완전히 신뢰받는다고 응답한 SDO



There was at least one **social sector scandal** in the past 2 years
지난 2년간 소셜섹터 관련 스캔들이 최소 1건 발생했다

43%
of SDOs say the scandals negatively impacted their funding
스캔들이 기부금에 부정적 영향을 미쳤다고 응답한 SDO

Building Trust 신뢰 구축

32%

of SDOs report never being involved in **policy consultations** (Asia: 27%)
정책 협의에 한 번도 참여한 적이 없다고
응답한 SDO (아시아: 27%)

42%

of SDOs host **corporate volunteers**
(Asia: 62%)
기업 자원봉사자를 받는 SDO (아시아:
62%)

42%

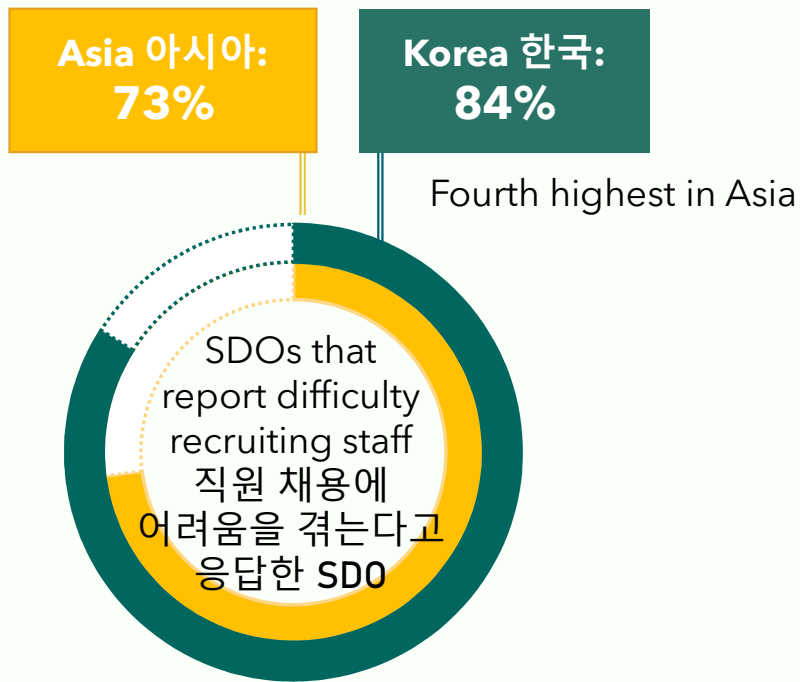
of SDOs rate media coverage of the
SDOs as **negative** (highest in Asia)
SDO에 대한 언론 보도를 부정적으로
평가하는 SDO (아시아 1위)

38%

of SDOs measure the **impact** created by
their organizations
자기 단체가 창출한 임팩트를 측정하는
SDO

Address the talent challenge

인재 확보 과제 해결



85%

of SDOs believe there is a perception that **nonprofit staff should earn less** (Asia: 69%).

SDO의 85%는 비영리 종사자가 더 적게 받아야 한다는 인식이 존재한다고 본다 (아시아: 69%)

Percentage of SDOs that receive donor support for **capacity building**

역량 강화를 위해 기부자 지원을 받는 SDO 비율

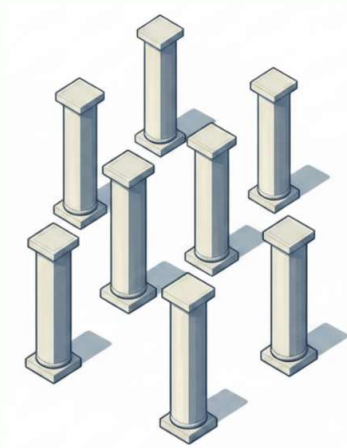


Always 항상 Sometimes 가끔 Never 절대

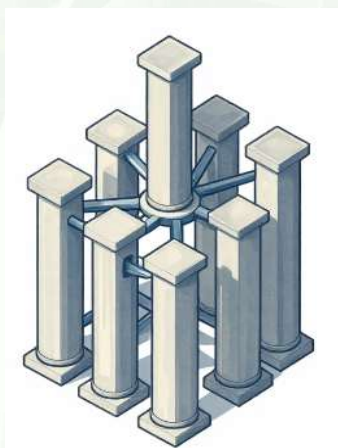
Conclusion

결론

Building blocks
기반 다지기



Build the house
집 짓기





HOME

DATA DASHBOARD

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Aligning Systems to Strengthen Asia's Social Sectors

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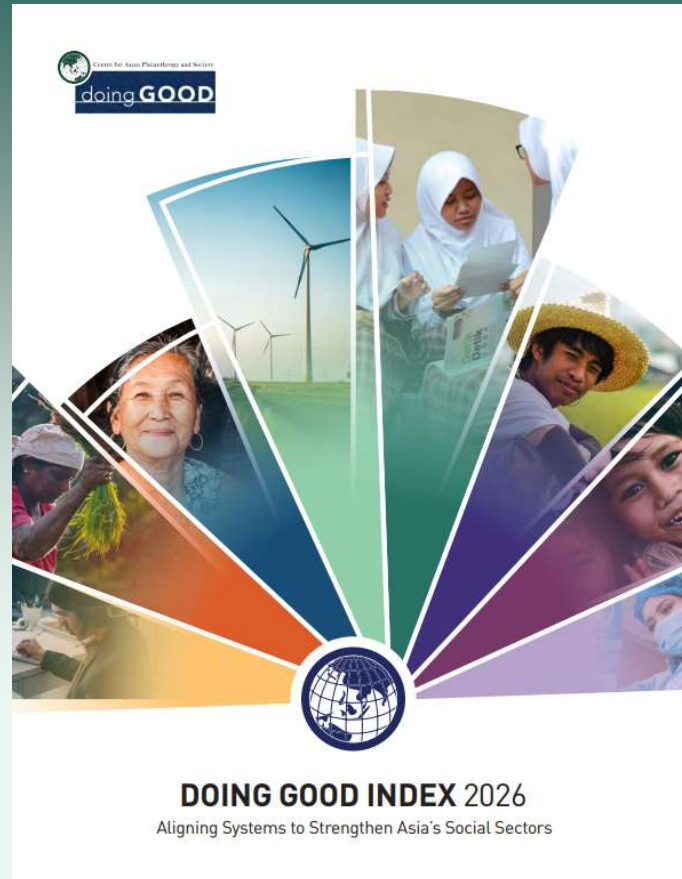
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