

Trends in Giving Behaviors Among Young Generations

**Insights from Giving Korea,
2001-2022**

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2024. 6. 21**



Key Issues: Insights from Giving Korea

1. How do giving behaviors during disasters like Covid-19 differ from typical charitable donations?
2. Does the MZ generation engage in charitable giving differently compared to older generations?
3. Do the giving behaviors of the current young generation, including both MZ and Alpha generations, show a significant difference from trends observed in previous surveys?



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Giving Korea, 2001-2024

- First launched in 2001 by the Beautiful Foundation
- Bi-annual, with 12 surveys over 22 years, ongoing until 2024
- Most-frequently-cited dataset on Giving Behaviors in Korea
- Provides general descriptions of the trends in giving behaviors in Korea
- Attempts to reflect social and demographic situations





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Background: Understanding Generational Giving Behaviors

- **Age effect:** Individuals aged 40 and over show the highest participation and donation amounts.
- **The Emergence of the MZ Generation:** There's been a notable increase of practical interests in Giving Behaviors among the young MZ generation since the 2010s.
 - **Generational Difference:** The MZ generation are completely different from older generations, including Baby Boomers, as consumers and donors.
 - **No Big Growth of Giving:** The primary givers, representing the older generations, have maintained a consistent level of charitable contributions without significant growth.



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Background: Understanding Generational Giving Behaviors

- **Fundraisers Observations**

- Consumer, not giver: Giving behaviors as Buying behaviors
- Engagement in social participation or movements by supporting social issues
- Life Style: "Show and share my life itself and experiences with others"
- One-time Giving driven by My own Interest or cause: Jumping into my own issues

- **Researcher's Observation (2020)**

- General charitable giving: Age effect
- Disaster-related giving: Increase in giving by the young generation during Covid-19
- Emerging clues for understanding the distinct giving behaviors of the MZ generation



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First Issue: Giving Behaviors in the Covid-19 Pandemic

- Specific questions:
 - In what ways did the pandemic lead to changes in the giving behaviors of Koreans?
- Categorization of Givers and their behaviors
 - By participation in disaster-related donation: non-donors, new donors, retained donors, and habitual donors
 - By change in amount of donations: no-change, increase in amount, decrease in amount
- Comparison of Changes in Giving Behaviors by Age Groups



First Issue: Giving Behaviors in the Covid-19 Pandemic

- Changes in Giving Behaviors of during the COVID-19 pandemic

		Cases	Percentage
Type of giving behaviors of general public	Non-donors (donated previously: x, donated for COVID-19: x)	334	16.7
	New donors (donated previously: x, donated for COVID-19: o)	12	0.6
	Retained donors (donated previously: o, donated for COVID-19: x)	1,369	68.2
	Habitual donors (donated previously: o, donated for COVID-19: o)	291	14.5
Total number of participants		2,006	100.0
Change in donation amounts	No-change	843	63.9
	Increase in amount	192	14.6
	Decrease in amount	284	21.5
Total number of donors		1,319	100.0

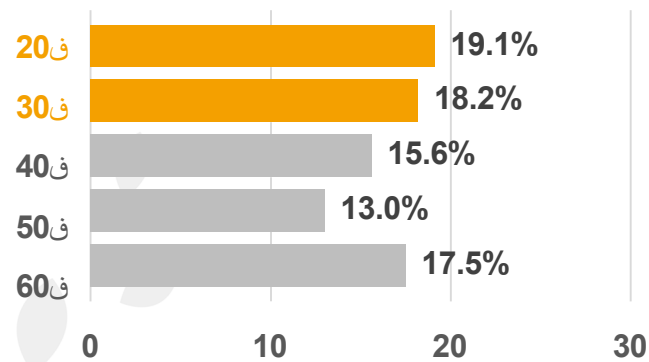


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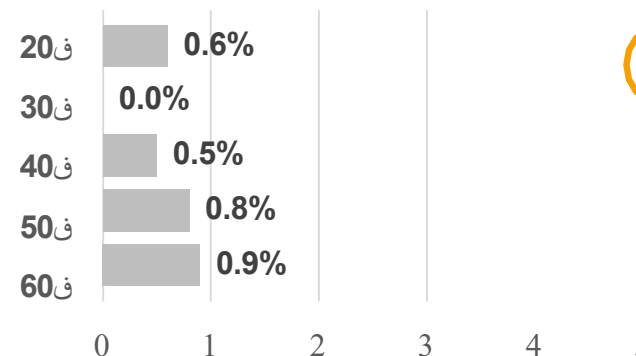
Second Issue: Giving Behaviors and Generations

- Type of giving behaviors by Age Groups in the Covid-19 Pandemic

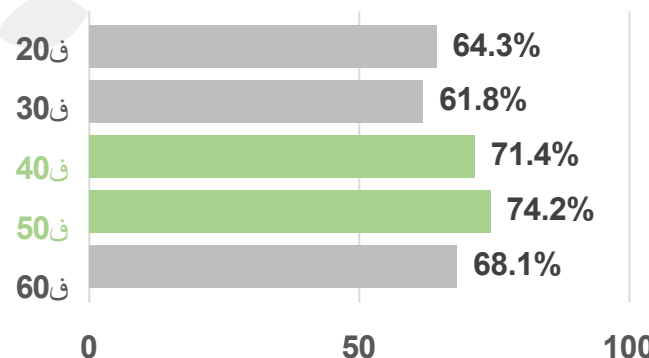
Non-donors



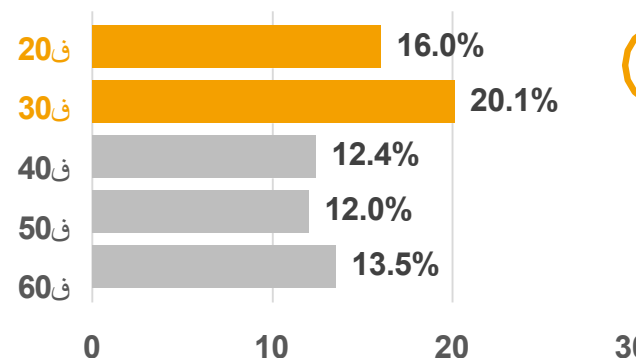
New donors



Retained donors



Habitual donors

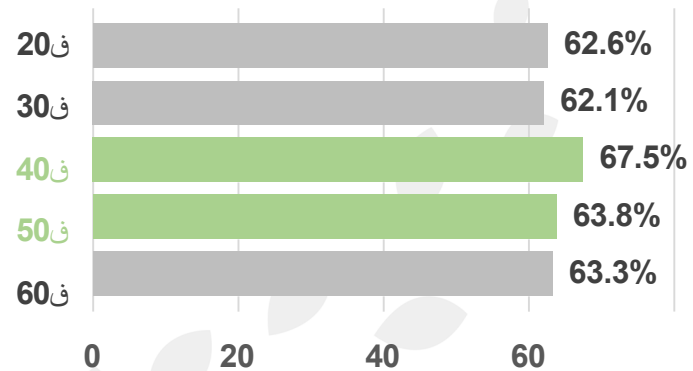




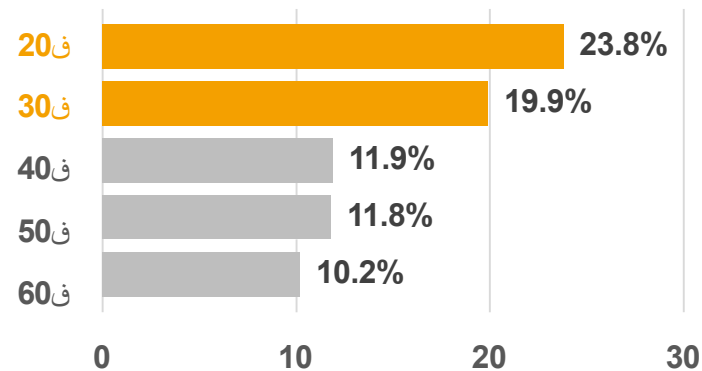
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Second Issue: Giving Behaviors and Generations

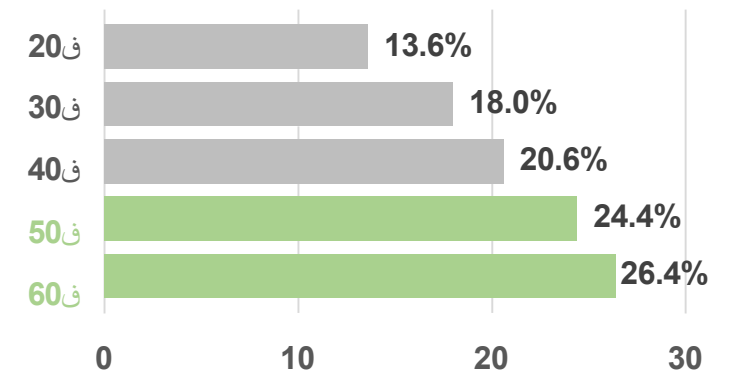
No-change



Increase in amount



Decrease in amount





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Third Issue: Trends of Young Generation's Giving Behaviors

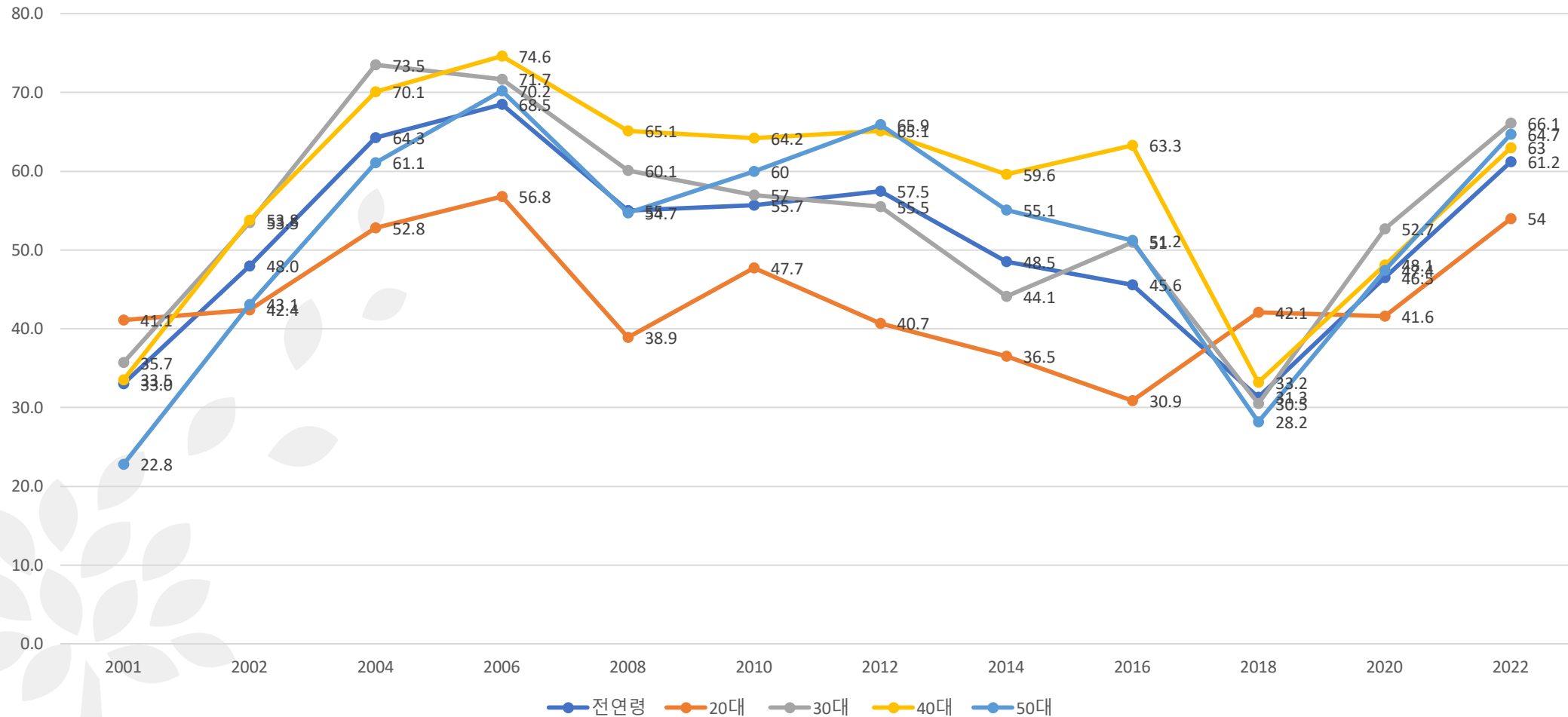
- How has the giving behavior of young generations changed over time?
- Are the current MZ generation's giving behaviors truly different from those of young generations in the past?
- 2001 ~ 2022 Giving Korea Data





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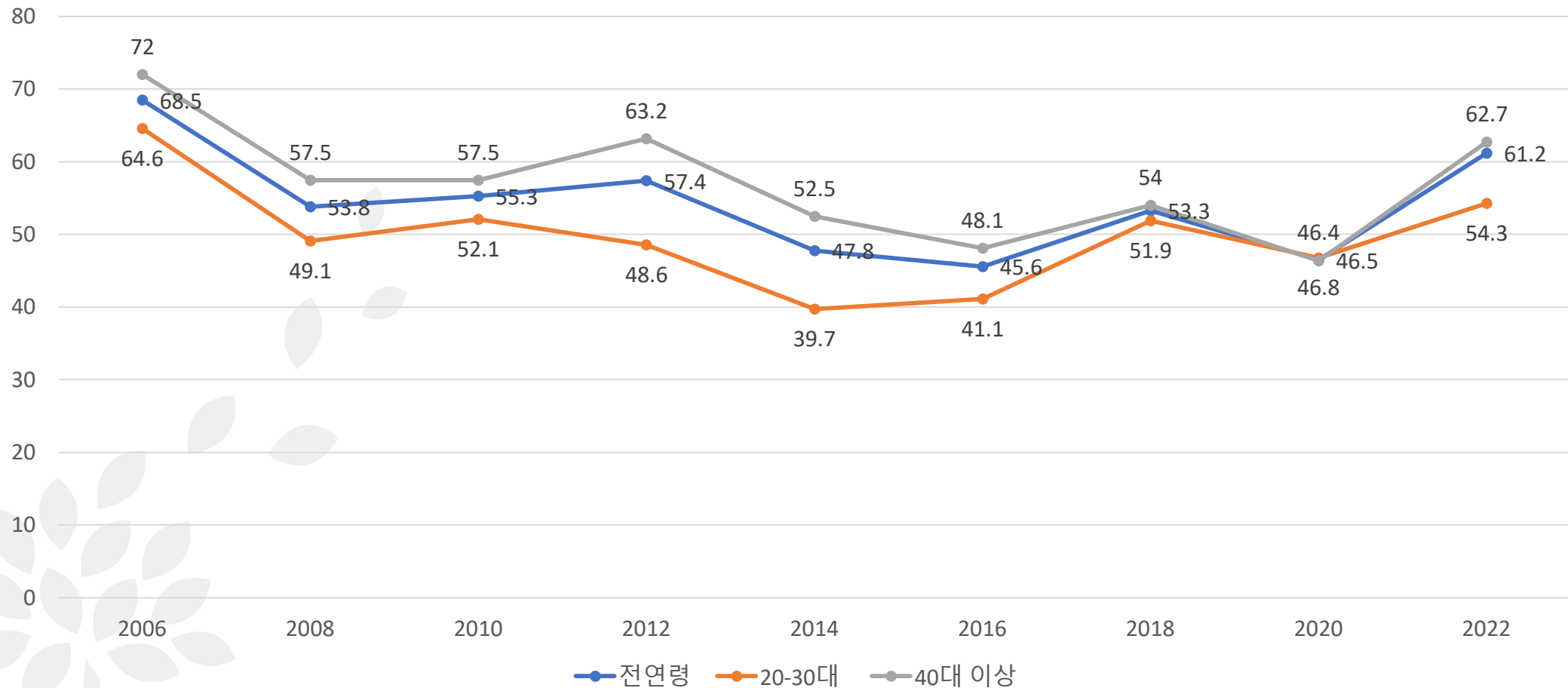
Third Issue: Giving Participation Rate by Generation





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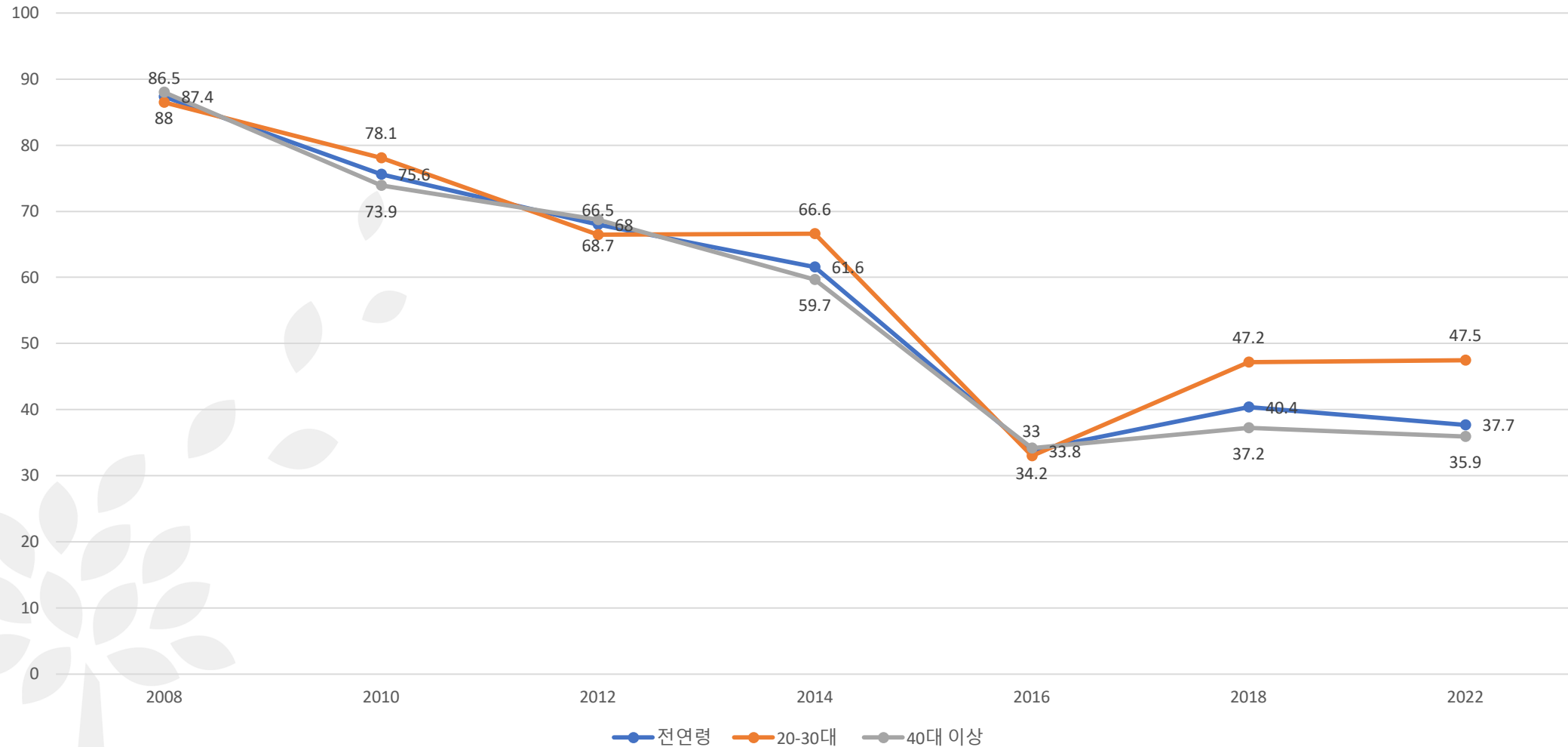
Third Issue: Giving Participation Rate by Generation





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Third Issue: One-time Giving Rate by Generation



Conclusions:

The younger generation is always there, but always new.

- **Consistency Over Time**

- The MZ generation's giving behavior remains largely consistent with previous young generations.
- No significant changes in overall giving behavior observed over the past 22 years.

- **Evolving Methods**

- Specific methods of giving are gradually evolving.
- Younger generations are choosing donation methods that align with their lifestyles.

- **Implications for Fundraisers**

- Fundraisers for non-profit organizations should monitor these subtle shifts in giving patterns.
- Adapting to the evolving preferences of the younger generation is crucial for sustained support.

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| **CHANGE** *for* **ALL** 
CONNECTION *to Change*