



아름다운재단
The Beautiful Foundation



기빙코리아
Giving Korea

Giving Korea: The Scale of Korea's Giving

YoonJoo Jang

Research & Publication

Team The Beautiful

Foundation

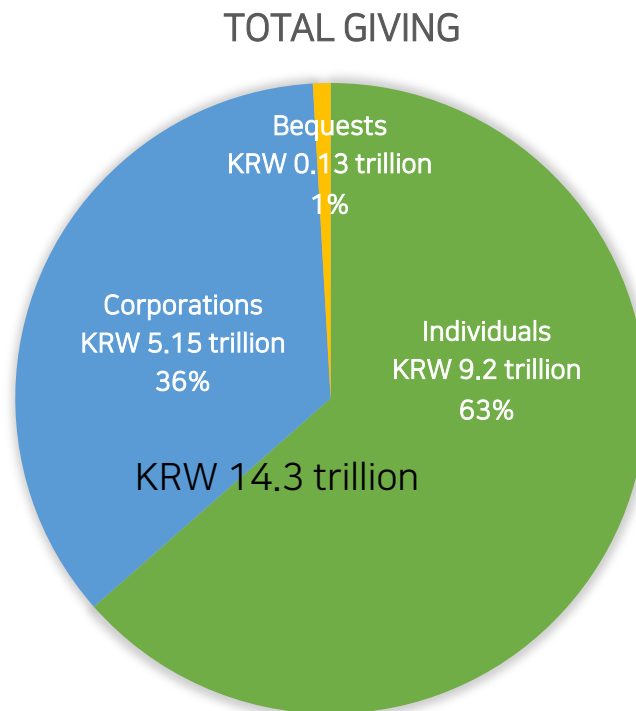
Overview

- 🍷 **Changes in Korea's Donation Scale Over 20 Years from Domestic Data** measures the scope and size of Korea's giving to provide an index on giving.
- 🍷 Giving USA conducts a longitudinal survey on four sources: individuals, corporations, foundations, bequests.
- 🍷 For Korea, it is difficult to completely distinguish these four sources, but they are cited as the main sources for measuring the size of donations.
- 🍷 The most trustworthy data – **National Tax Service (NTS) Statistics, Giving Korea, and Financial Supervisory Service's Data Analysis, Retrieval and Transfer System (DART)** – were used to gauge the scope and size of Korea's giving.
- 🍷 Other resources, including Social Survey, Financial Panel, and Federation of Korean Industries (FKI) White Paper on Social Contribution, were also examined to explain the limitations and overlap of data for each source.

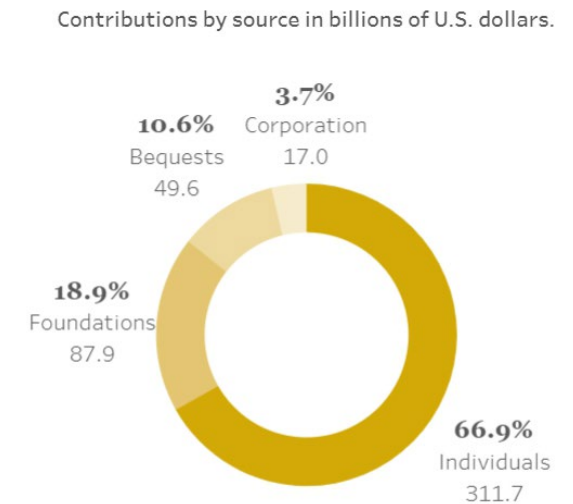
1. Current Status of Giving

1_1. Source & Size of Giving

- 🍷 According to NTS Statistics, the total amount of giving in 2020 was KRW 14.4 trillion
- 🍷 Individual giving: KRW 9.2 trillion; Corporate giving: KRW 5.15 trillion (Individual 63%, Corporate 36%)
- 🍷 Average of individual giving: KRW 1.41 million, Average of corporate giving: KRW 6.2 million
- 🍷 Bequests amounted to KRW 130 billion, which is 0.09% of the total amount of giving and 1.42% of individual giving



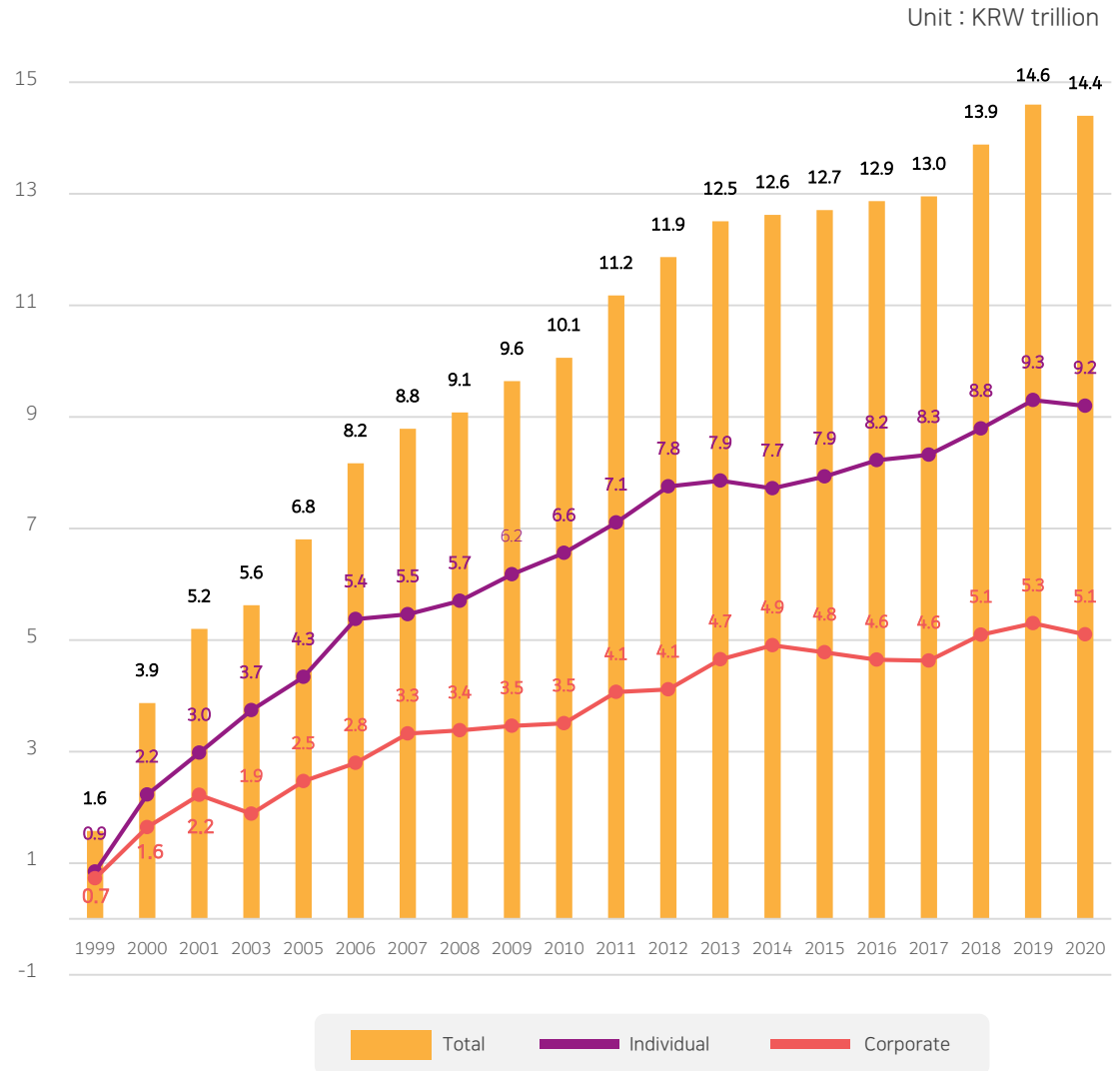
Source: NTS Statistics (2020)



Source : Giving USA
<https://givingusa.org>

1_2. Total Giving – Changes By Year

- 🍷 Total amount of giving in 2020 was KRW 14.4 trillion, a decrease from KRW 14.6 trillion in 2019
- 🍷 Average percentage of individual and corporate giving in last 20 years is 65% and 35%, respectively
- 🍷 Since 1998, total amount of individual giving exceeds corporate giving

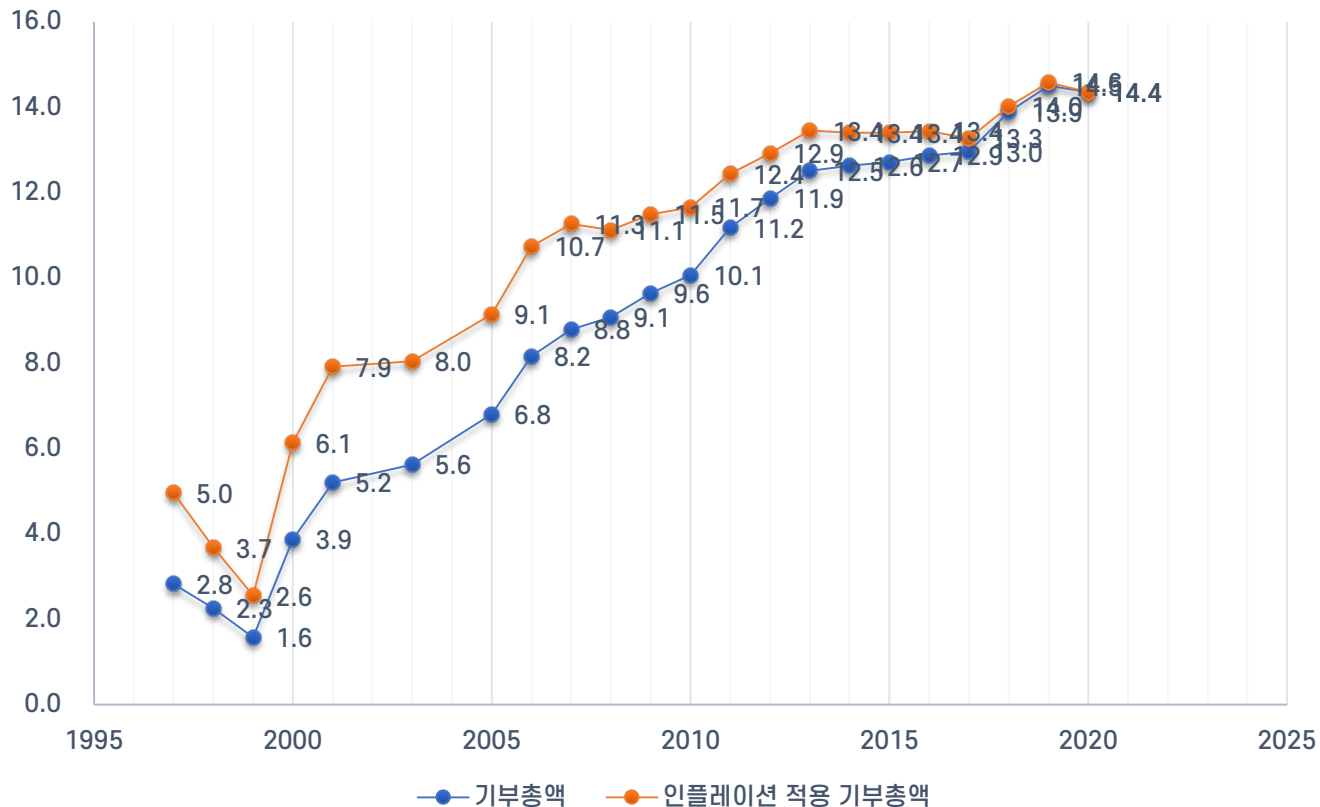


Source: Reconstruction of NTS Statistics data by Center on Philanthropy *Inflation-adjusted in 2020

1_3. Total Giving – Adjusted for Inflation

- After a sharp increase in the early 2000s, there was a consistent rise then stagnation or slight drop since 2014
- There was another upturn after 2017, then a slight decrease in 2020 due to the pandemic
- Total giving between 2013~2017 appear to increase slightly at KRW 12.5, 12.6, 12.7, 12.9, 13 trillion, respectively, but when adjusted for inflation they show stagnation or decrease at KRW 13.4, 13.4, 13.4 13.4, 13.3 trillion

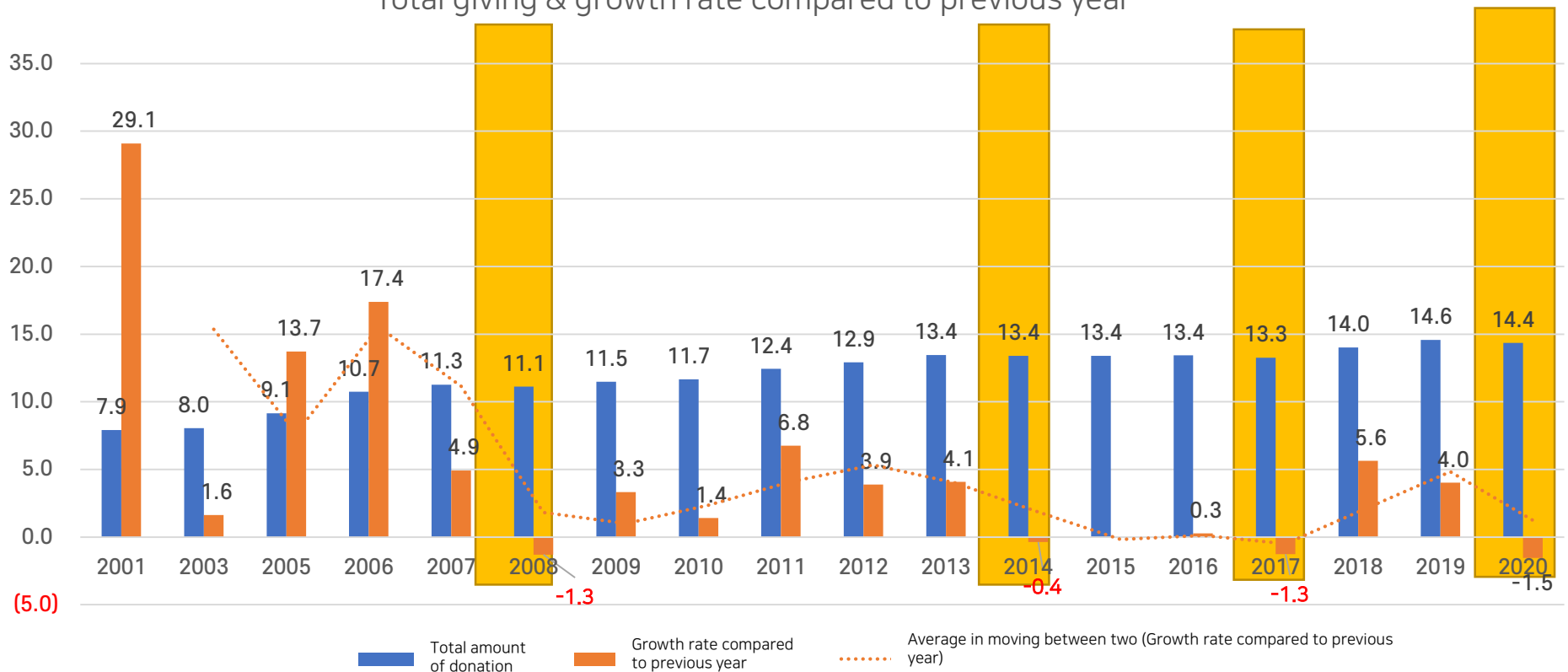
Changes in total giving



1_4. Fluctuation in Total Giving

- Total giving maintained a high increase rate with 14.2% in 2000, 29.1% in 2001, and 13.7% in 2005, then between 1.4~6.8% in the early 2010s and between 0.3~5.6% since the latter 2010s
- Growth rate continued to decrease compared to the previous year, with negative growth rates in 2008, 2014, 2017 and 2020
- The economic crisis in 2008 and COVID-19 pandemic in 2020 led to a 0.4% and 1.5% decrease in those years
- 2014 saw the impact of the change in the tax system for individual giving from income tax deduction to tax credit
- 2017 was affected by the launch of the new administration after the impeachment of the president along with the foundation scandals related to the previous administration and corporate giving policies of the new administration

Total giving & growth rate compared to previous year

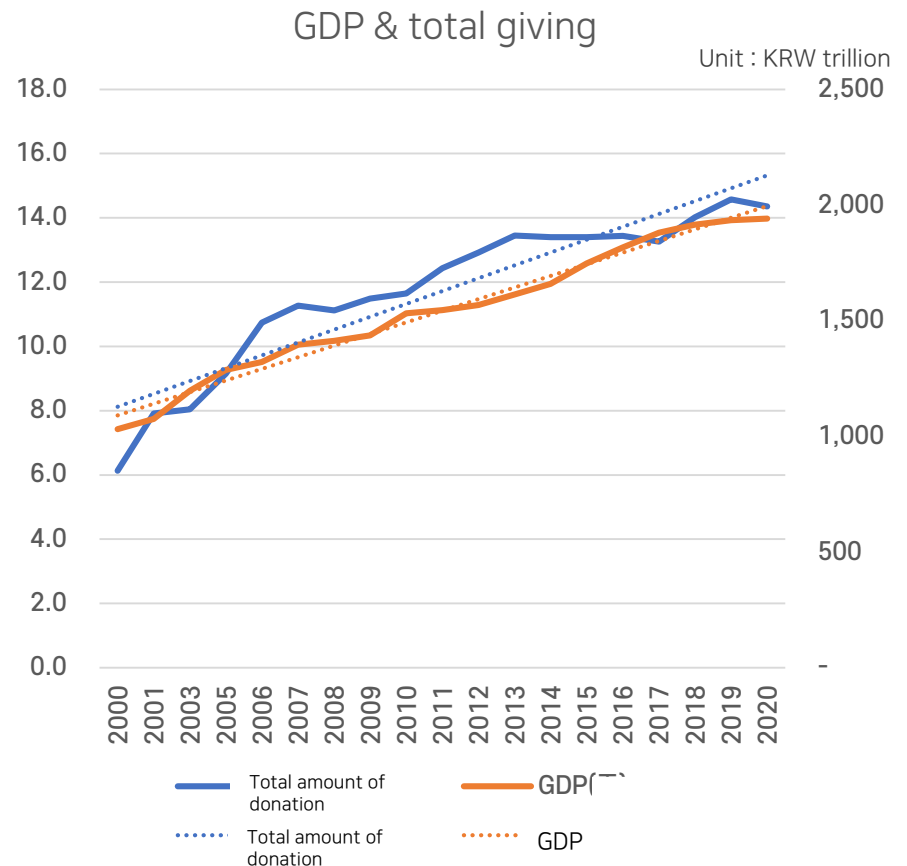


Source: Reconstruction of NTS Statistics data by Center on Philanthropy * Inflation-adjusted in 2020

1_5. Total Giving Compared to GDP

- 🍷 Percentage of giving to GDP is 0.6~0.8%
- 🍷 In 2020, GDP rose by 0.3% but giving dropped by 1.4% with the percentage of giving to GDP at 0.7%
- 🍷 For the same period in the US, the percentage of giving to GDP was 1.9%~2.2%

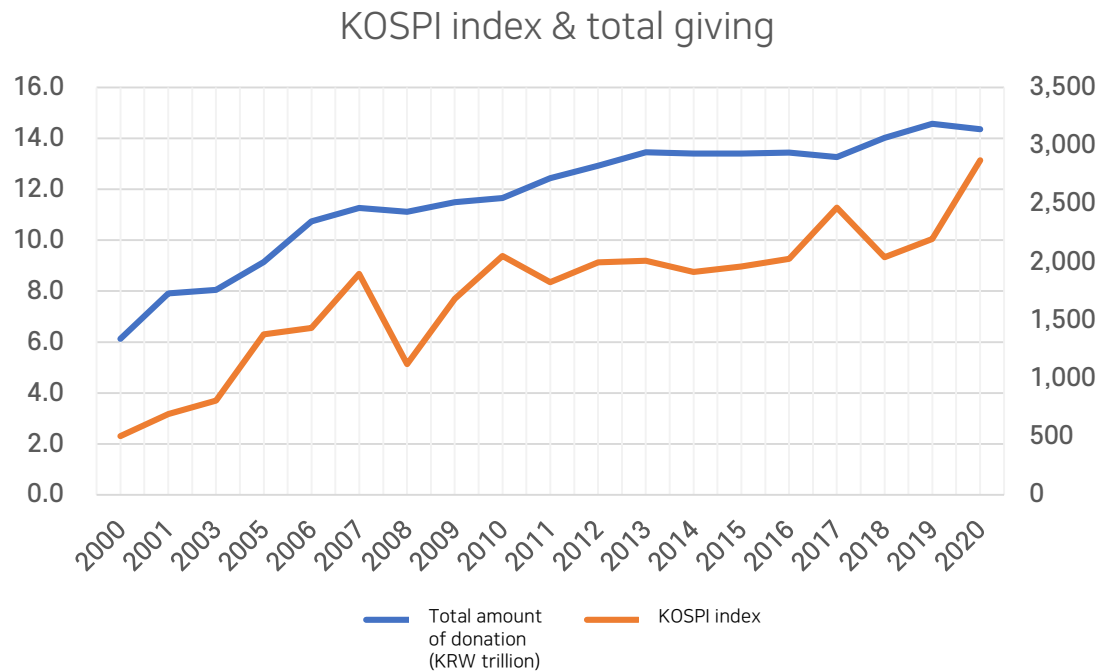
Year	Total giving (KRW trillion)	GDP (KRW trillion)	Percentage of giving to GDP (%)
2000	6.1	1,032	0.6
2001	7.9	1,076	0.7
2003	8.0	1,198	0.7
2005	9.1	1,287	0.7
2006	10.7	1,322	0.8
2007	11.3	1,397	0.8
2008	11.1	1,413	0.8
2009	11.5	1,436	0.8
2010	11.7	1,531	0.8
2011	12.4	1,546	0.8
2012	12.9	1,568	0.8
2013	13.4	1,614	0.8
2014	13.4	1,659	0.8
2015	13.4	1,748	0.8
2016	13.4	1,817	0.7
2017	13.3	1,880	0.7
2018	14.0	1,916	0.7
2019	14.6	1,935	0.8
2020	14.4	1,941	0.7



1_6. KOSPI Index & Total Giving

- 🍷 KOSPI and giving show a similar smooth upward trend
- 🍷 In 2020, KOSPI rose 31% and giving dropped 1.4%

Year	Total giving (KRW trillion)	KOSPI index
2000	6.1	504.62
2001	7.9	693.70
2003	8.0	810.71
2005	9.1	1,379.37
2006	10.7	1,434.46
2007	11.3	1,897.13
2008	11.1	1,124.47
2009	11.5	1,682.77
2010	11.7	2,051.00
2011	12.4	1,826.00
2012	12.9	1,997.05
2013	13.4	2,011.34
2014	13.4	1,915.59
2015	13.4	1,961.31
2016	13.4	2,026.46
2017	13.3	2,467.49
2018	14.0	2,041.04
2019	14.6	2,197.67
2020	14.4	2,873.47

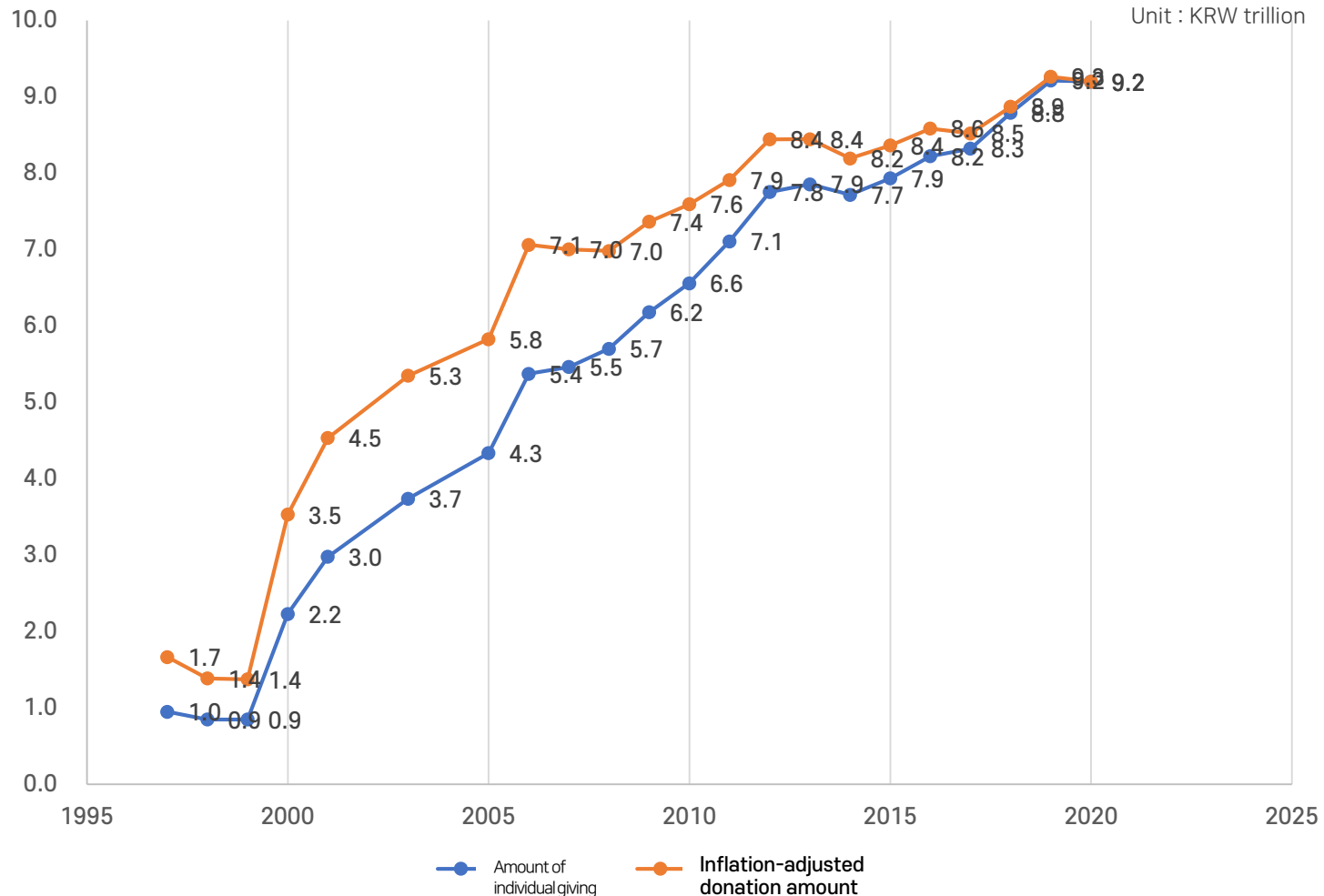


2. Individual Giving

2_1. Total Giving of Individuals

👉 Total giving of individuals was KRW 9.2 trillion in 2020, a slight decrease from KRW 9.3 trillion in 2019

Changes in amount of individual giving

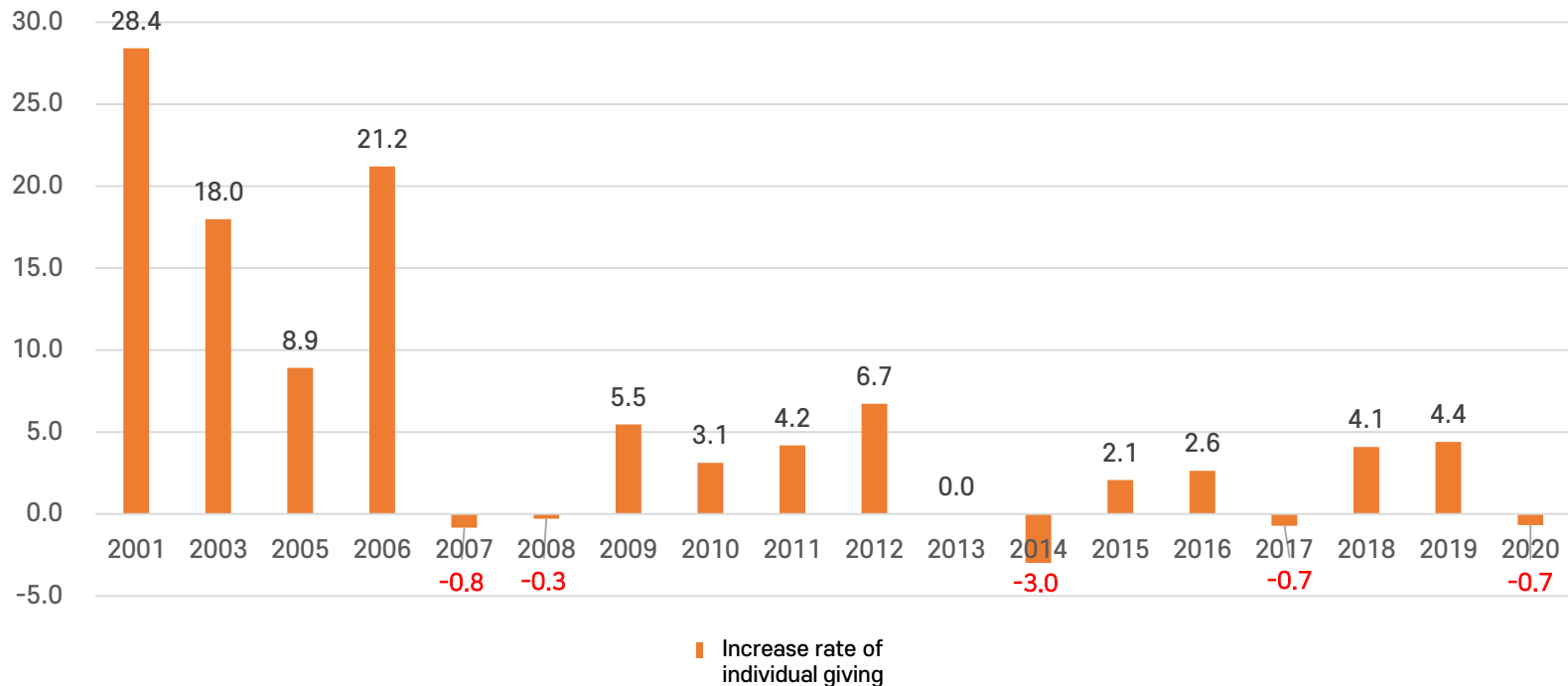


Source: Reconstruction of NTS Statistics data by Center on Philanthropy *Inflation-adjusted in 2020

2_2. Fluctuation of Total of Individual Giving

- 👉 The increase rate of the total of individual giving is decreasing over time
- 👉 There was a large increase in the early 2000s followed by a slow increase rate since 2013
- 👉 Years that saw negative growth were 2007 (Great Recession) and 2020 (COVID-19 pandemic)
- 👉 In 2013, the change in the tax system on individual giving from income tax deduction to tax credit led to a decrease in giving
- 👉 Individual giving shows trend of negative growth followed by growth the next year

Increase rate of individual giving compared to previous year

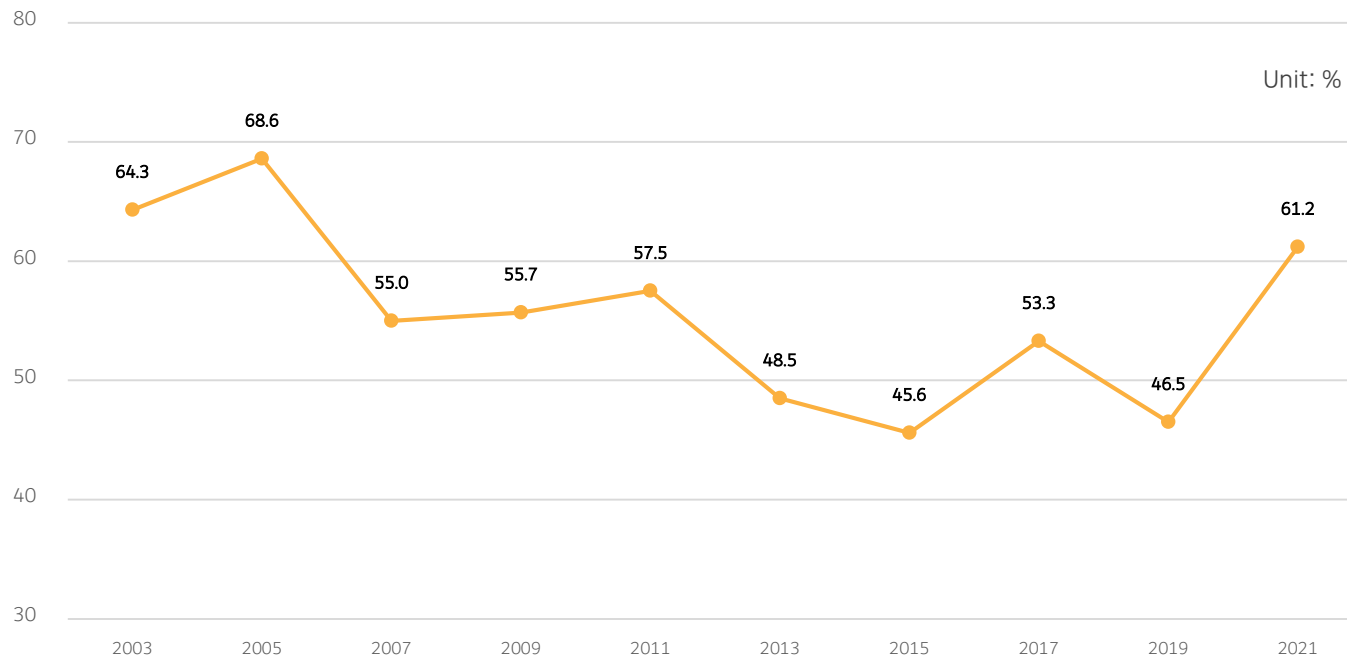


Source: Reconstruction of NTS Statistics data by Center on Philanthropy *Inflation-adjusted in 2020

2_3. Participation Rate in Individual Giving

- 👉 Participation in giving has shown a gradual downward trend over the last 20 years, with the participation rate dropping to below 50% in 2013
- 👉 Participation rate in 2021 was 61.2%, a large increase from 46.5% in 2019
- 👉 Participation rate during the COVID-19 pandemic has been high

Participation rate in individual giving

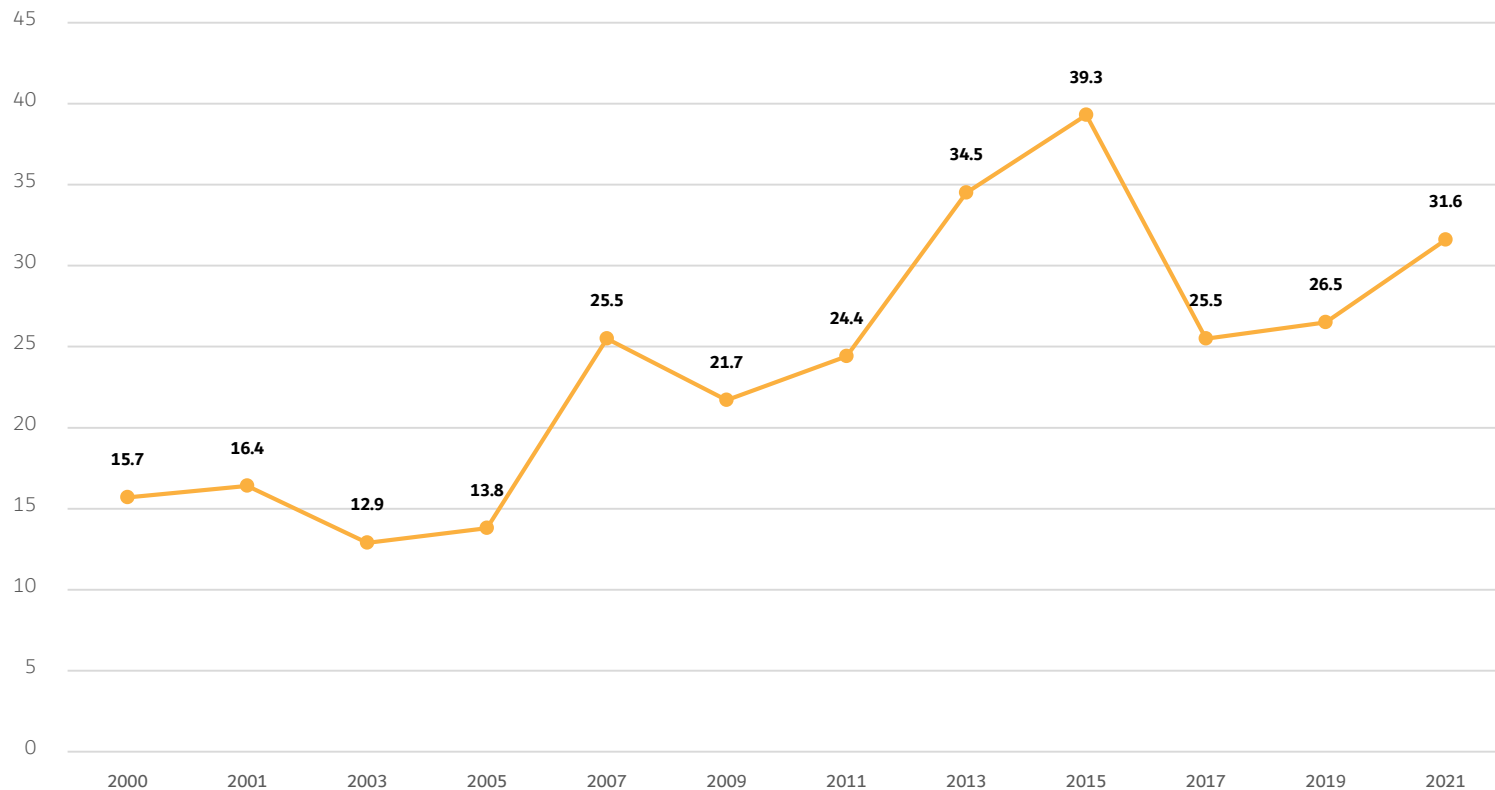


Source: Giving Korea

*2003~2011 include direct giving to individuals such as relatives and homeless people; direct giving to individuals has been excluded since 2013

2_4. Average Donation Amount of Donors

- 👉 Average donation amount of donors in 2021 was KRW 316,000 (KRW 324,000)
- 👉 Amidst a trend of decreasing participation rate in giving but generally increasing average donation amount, 2021 saw a rise in both participation rate and average amount

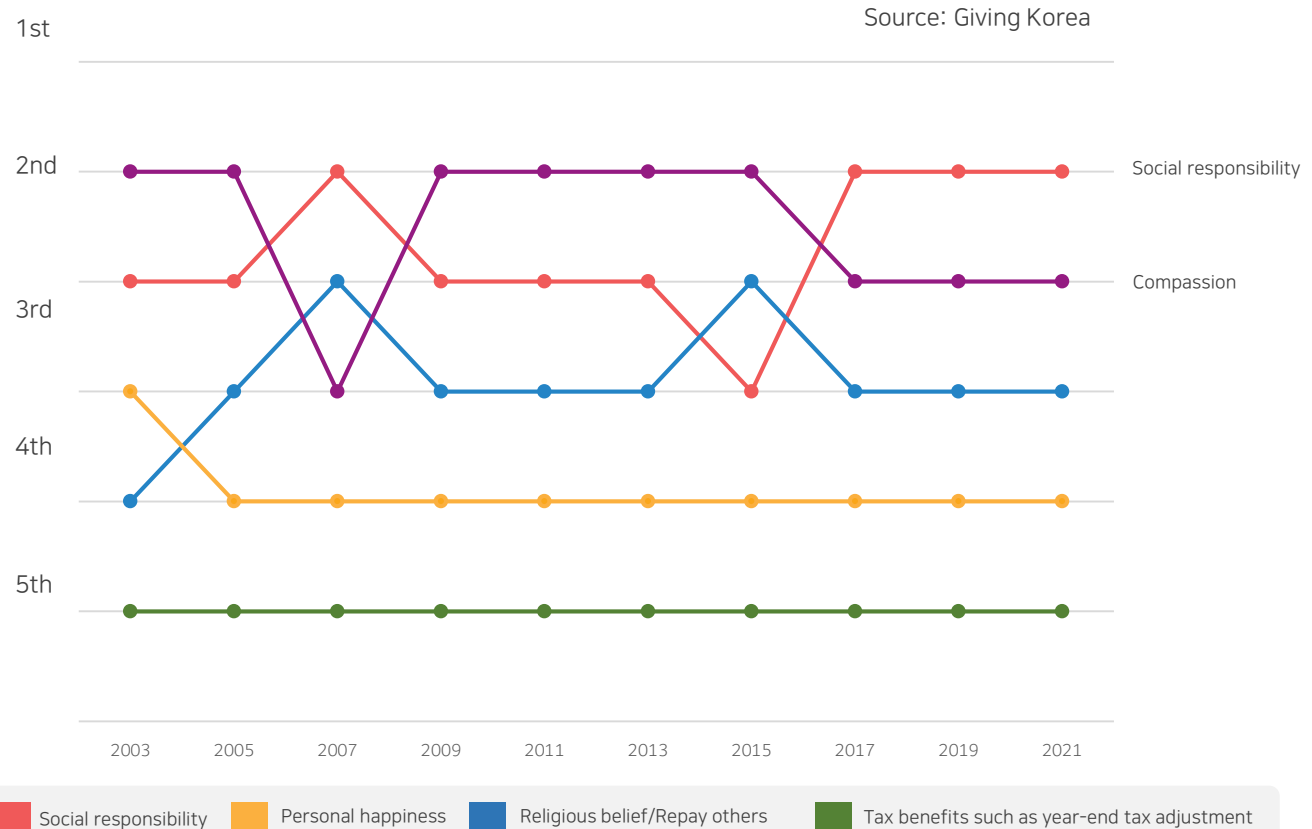


Source: Giving Korea
*Inflation-adjusted in 2020

*Apart from 2015, there were no respondents who donated more than KRW 100 million in any year
The amount for 2015 has excluded donors of KRW 100 million or more. If they are included, the average donation amount is KRW 568,000

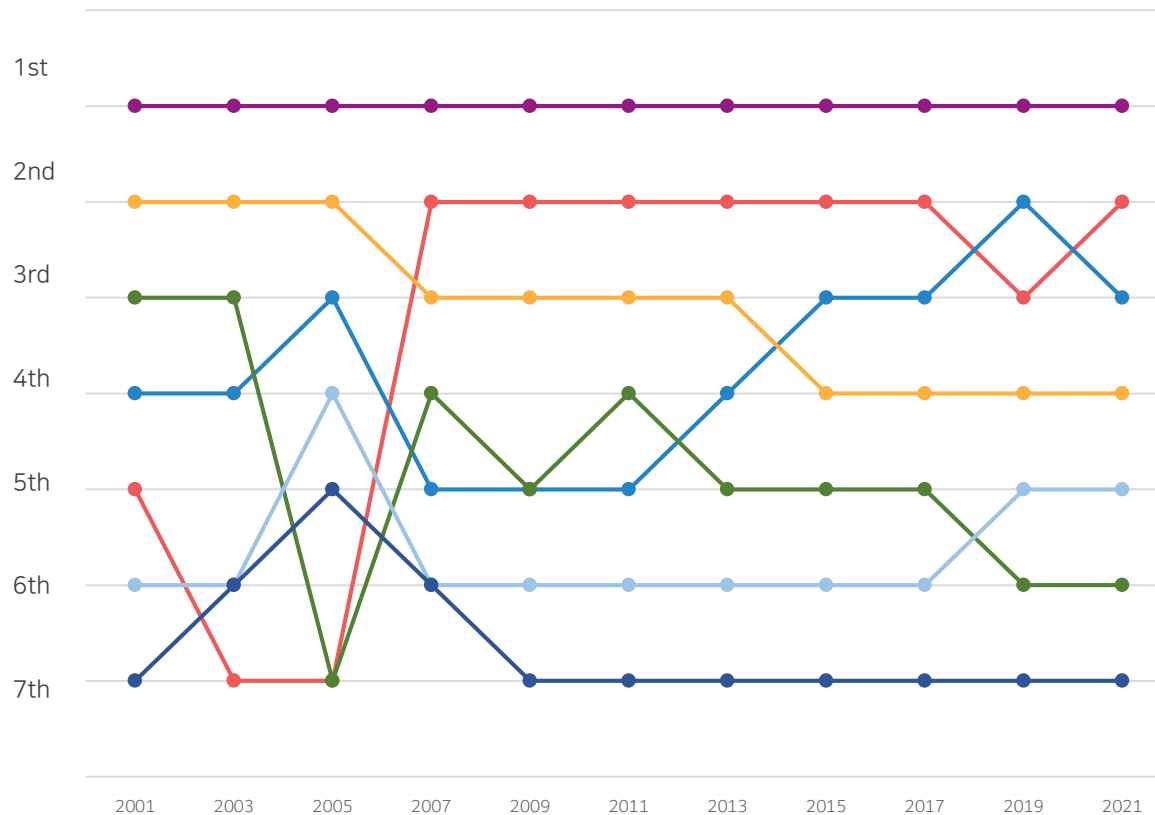
2_5. Motives for Giving

- 👉 Motives for giving are generally in the order of Compassion > Social responsibility > Personal happiness > Religious belief > Tax benefits
- 👉 In the early 2000s, compassion was by far the biggest motive at 64.6%, an 18%p difference with social responsibility at 26.6%. But in 2017 and 2019, social responsibility was the biggest motive at 31.3% and 30.8%, respectively



2_6. Areas of Giving

- Of the areas of giving, charitable organizations place 1st by a large margin every year, followed by overseas aid, local communities, civil groups, education, medicine, and culture & arts
- Overseas aid quickly rose to 2nd place after 2007
- Civil groups continued to rise each year and showed a vast increase in 2015 to reach 2nd in 2019 and 3rd in 2021

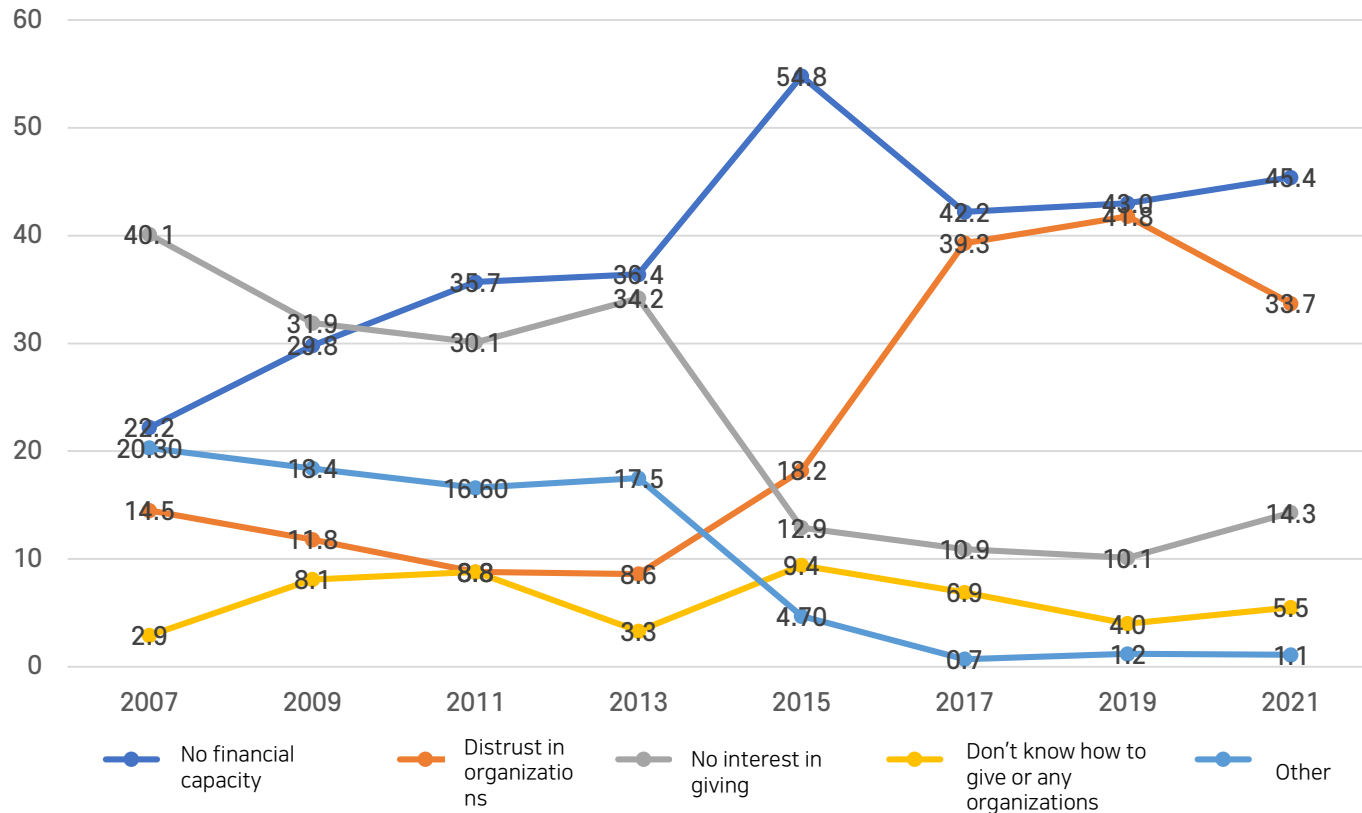


Source: Giving Korea

Charitable organizations Local communities Education Civil groups Overseas aid Medicine Culture & arts

2_7. Reasons For Not Giving

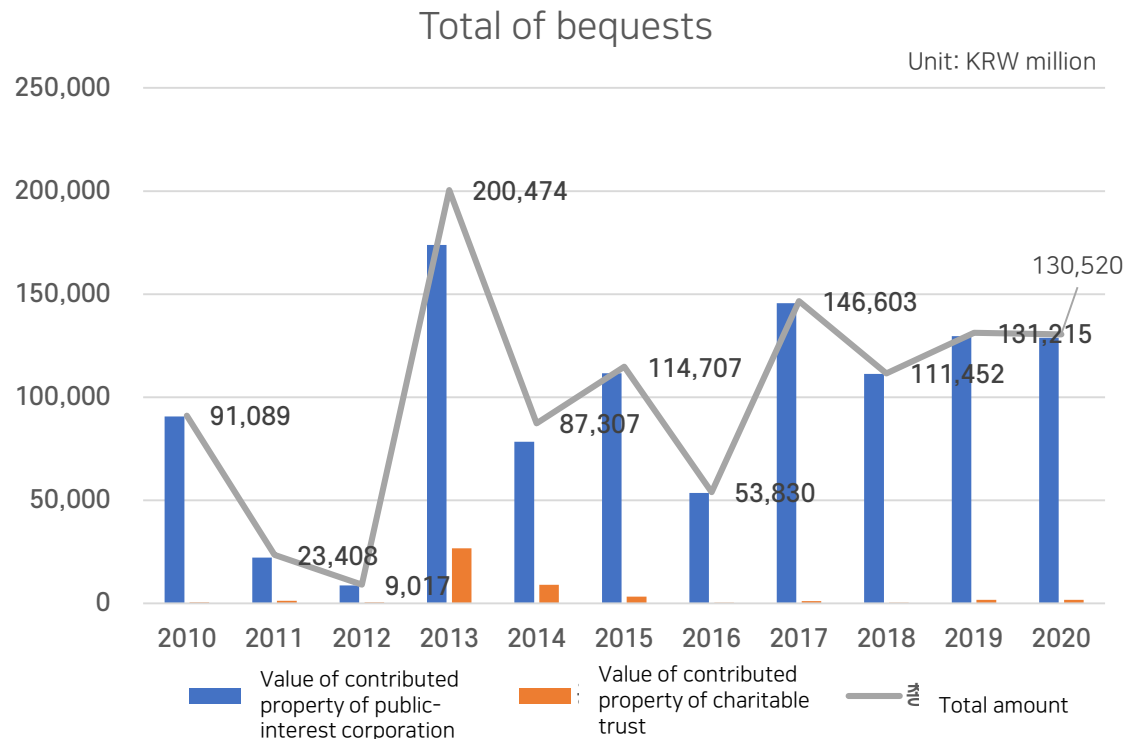
- Reasons for not giving were (in the order of) No financial capacity > Distrust of organizations > Uninterested in charitable giving > Don't know how to give, any organizations
- 'Uninterested in charitable giving' is decreasing but 'Distrust of organizations' is increasing



Source: Giving Korea

2_8. Bequests

- 👉 A bequest is the total of the contributed property of public-interest corporation and contributed property of charitable trust within the non-deductible amount of taxable value in the declared amount of inheritance tax
- 👉 Thus, it is an amount excluded from taxation by giving it as an inheritance to a public-interest corporation or charitable trust
- 👉 In the last five years, bequests in Korea saw a continuous rise amidst fluctuations to reach KRW 130.5 billion in 2020
- 👉 The reason the volume of bequests differs by year is because once a bequest is made, a large amount is donated

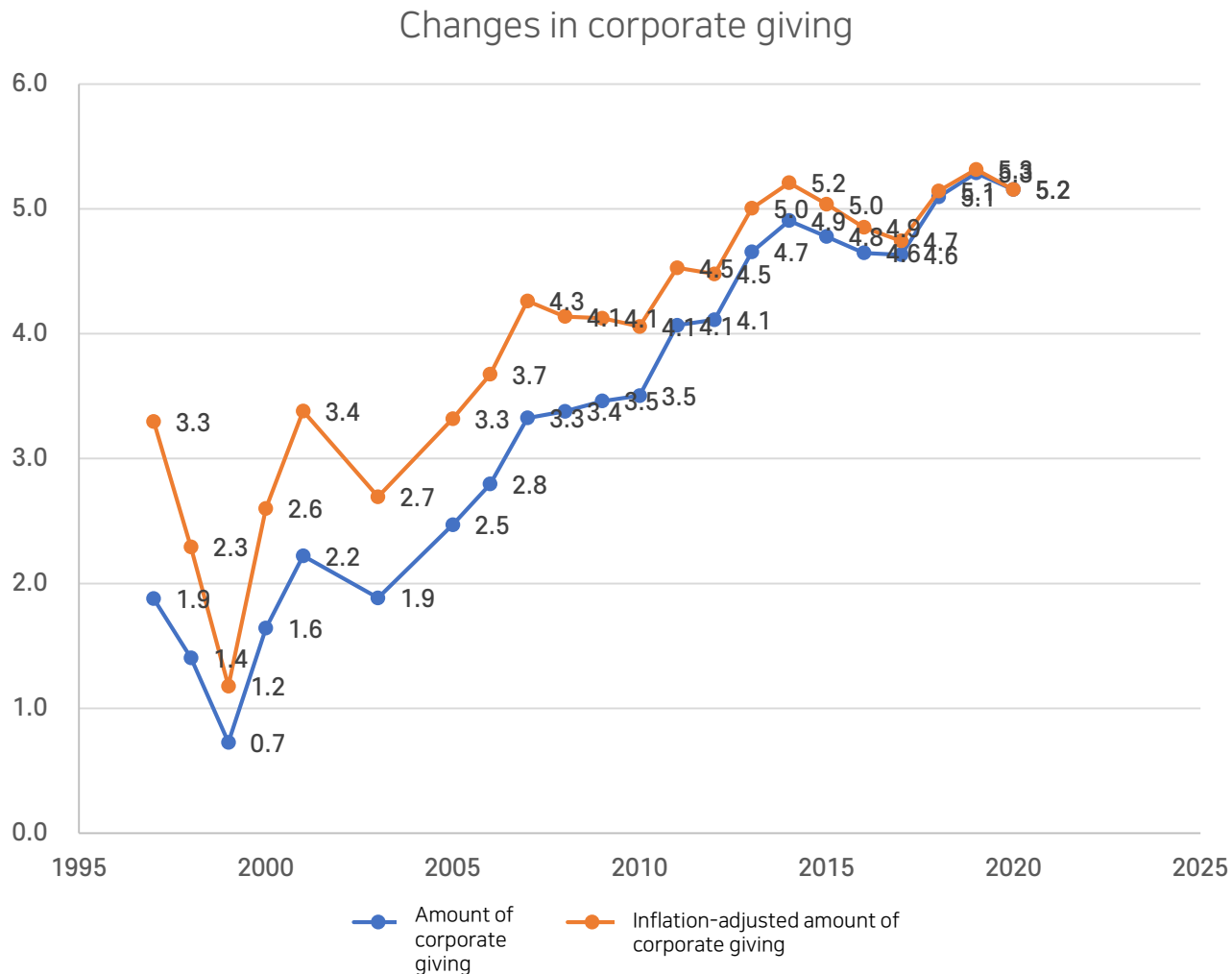


Source: Reconstruction of NTS Statistics data by Center on Philanthropy *Inflation-adjusted in 2020

3. Corporate Giving

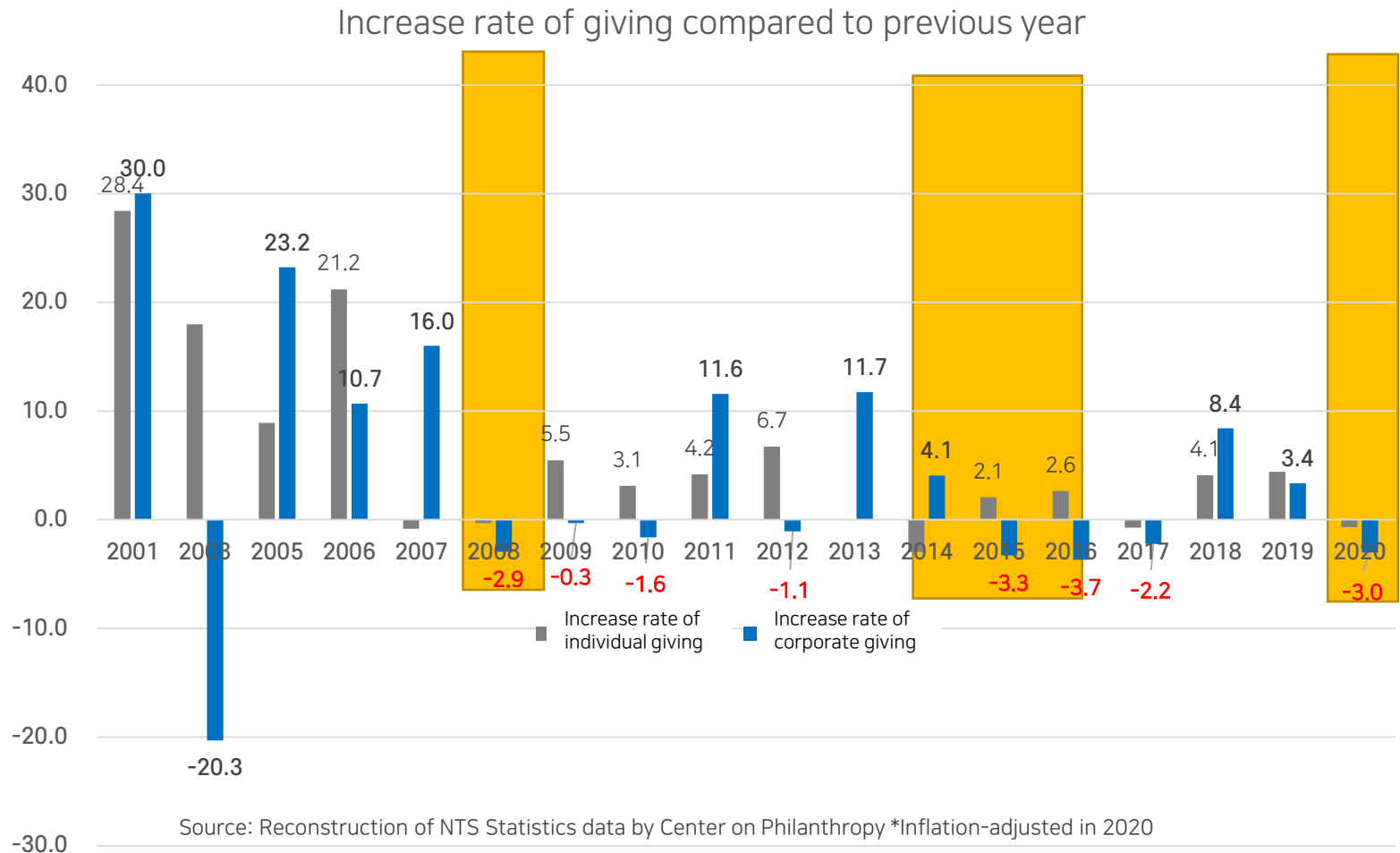
3_1. Total Amount of Corporate Giving

- Total amount of corporate giving in 2020 was KRW 5.2 trillion, a slight drop from KRW 5.3 trillion in 2019



3_2. Fluctuation Rate of Corporate Giving

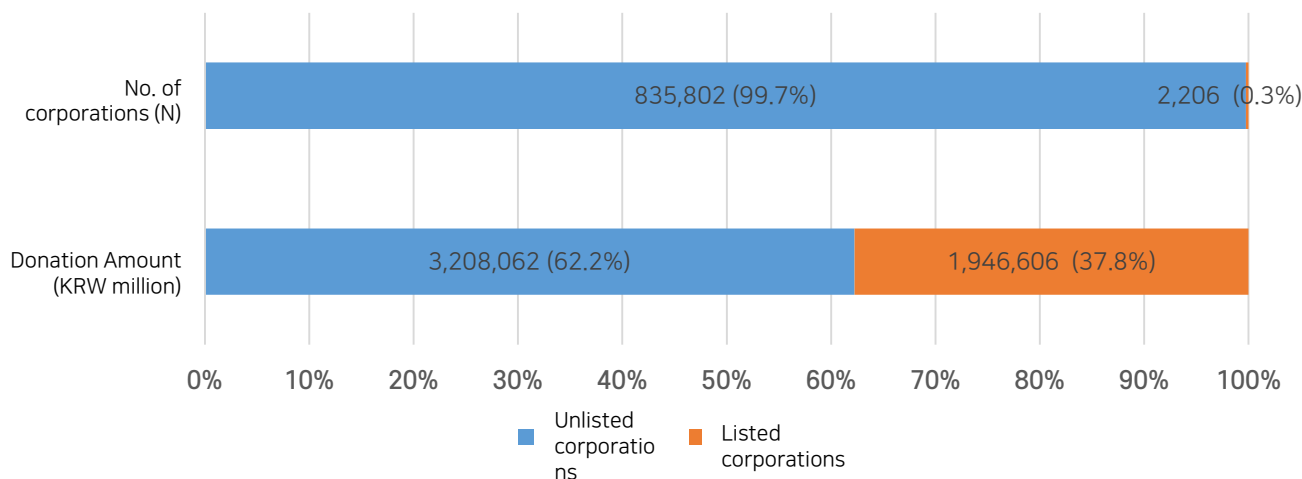
- As with the total amount of giving, corporate giving shows a slowdown in increase rate over time from the early 2000s, 2010s, 2020s
- There was a 3% drop in the years 2008~2010 and 2015~2017 due to economic downturns and 2020 due to the COVID-19 pandemic
- Corporate giving tends to have a larger fluctuation than individual giving
- After a drop, individual giving recovers the following year but corporate giving recovers after 3~4 years



3_3. Average Amount of Corporate Giving: Listed Companies & Unlisted Companies

- 🍷 A total of 838,008 corporations are registered on NTS of which 2,206 (0.3%) are listed and 835,802 (99.7%) are unlisted
- 🍷 Total amount of giving is KRW 5.2 trillion: Listed corporations – KRW 3.2 trillion (62%), Unlisted corporations – KRW 1.9 trillion (38%)
- 🍷 The percentage of listed corporations is only 0.3% but their percentage of giving is 37.8% of the total amount
- 🍷 The average amount of giving per corporation in 2020 was KRW 6.2 million: KRW 880 million for listed companies and KRW 3.8 million for unlisted companies

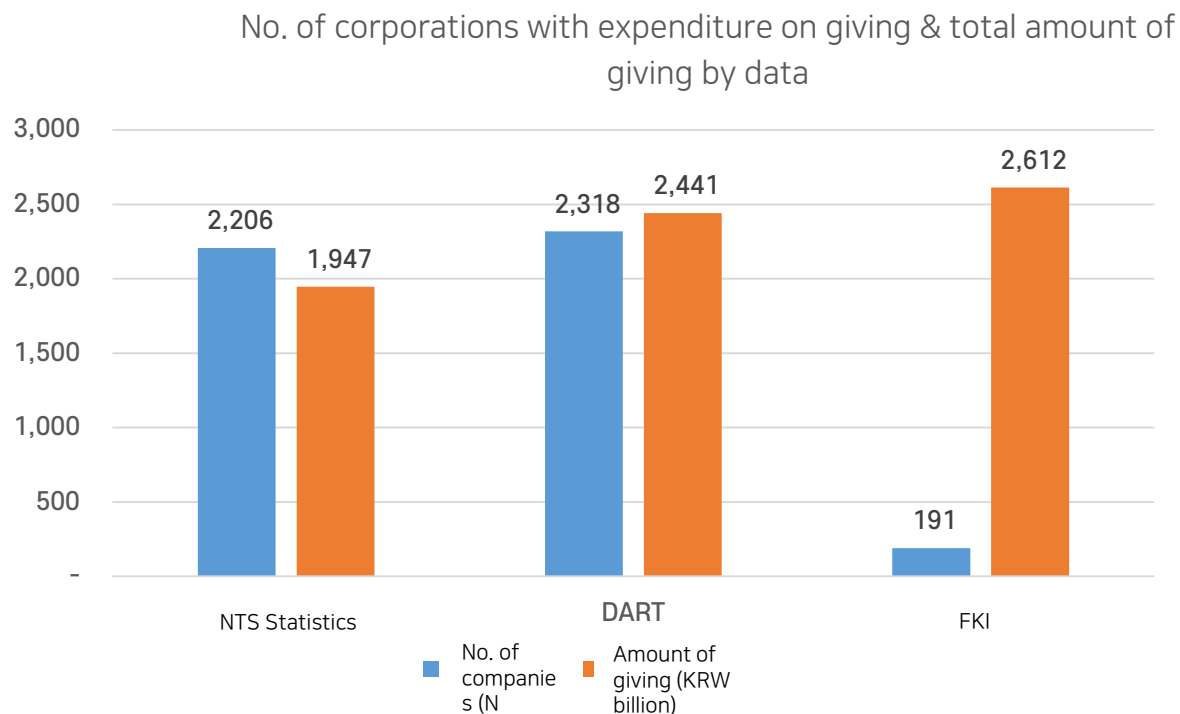
Percentage of listed corporations to total of corporations



	Unlisted Corporations	Listed Corporations	Total Amount
Donation Amount (KRW million)	3,208,062	1,946,606	5,154,668
No. of Corporations (N)	835,802	2,206	838,008
Average Amount of Corporate Giving	3.8	882.4	6.2

3_4. Comparison of Data on Total Amount of Giving of Listed Companies

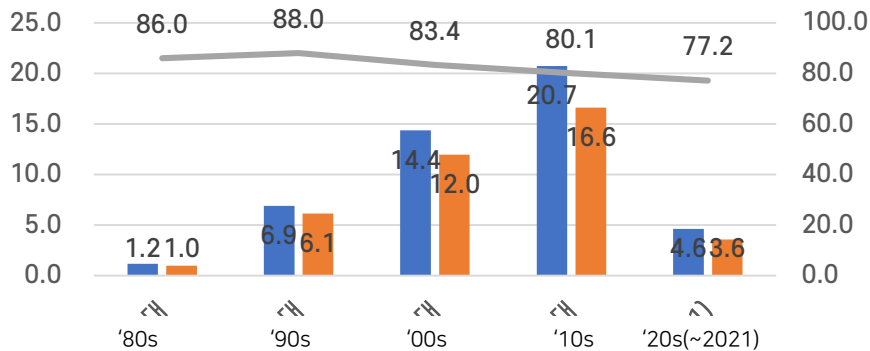
- Comparison of NTS Statistics on listed companies, DART, and FKI data
- FKI data is the response of its 191 member companies, but the total amount of giving is larger than NTS Statistics or DART. This could be because it includes corporate social contribution costs and also because the top 100 companies make up a significant proportion



3_5. Percentage of Donations of Top 50, 100 Companies

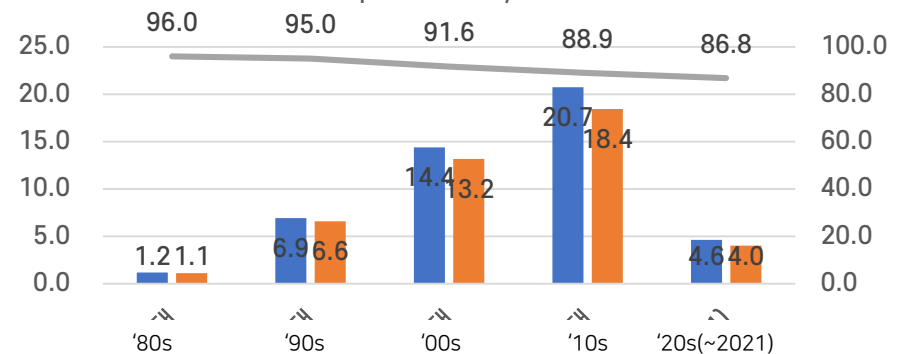
- Looking at the percentage of donations from the top 50 and top 100 companies in relation to the total amount of giving, between the years 2000~2021 the top 50 companies took up an average of 81% and the top 100 companies took up 90%. In other words, of the 39,588 companies, 0.13% (50) gave 81% and 0.25% (100) gave 90% of the donations
- The top 100 companies gave 96% in the '80s, 95% in the '90s, 92% in the '00s, and 89% in the '10s, while the top 50 companies gave 86% in the '80s, 88% in the '90s, 83% in the '00s, and 80% in the '10s with both showing a gradual decrease
- This means donations of companies other than the top 50 and 100 are increasing

Percentage of donations of top 50 companies by decade



— Total amount of giving
— Donations of top 50 companies
— Percentage (%) of donations of top 50 companies to total amount of giving

Percentage of donations of top 100 companies by decade

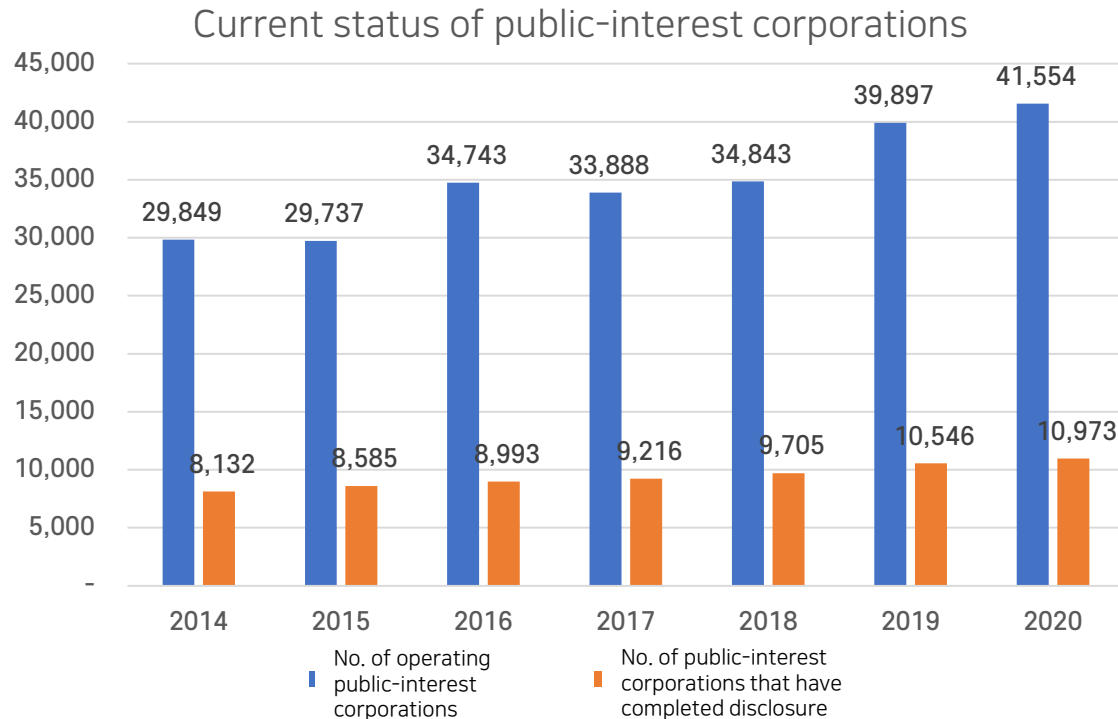


— Total amount of giving
— Donations of top 100 companies
— Percentage (%) of donations of top 100 companies to total amount of giving

4. Fundraising Amount of Public-Interest Corporations

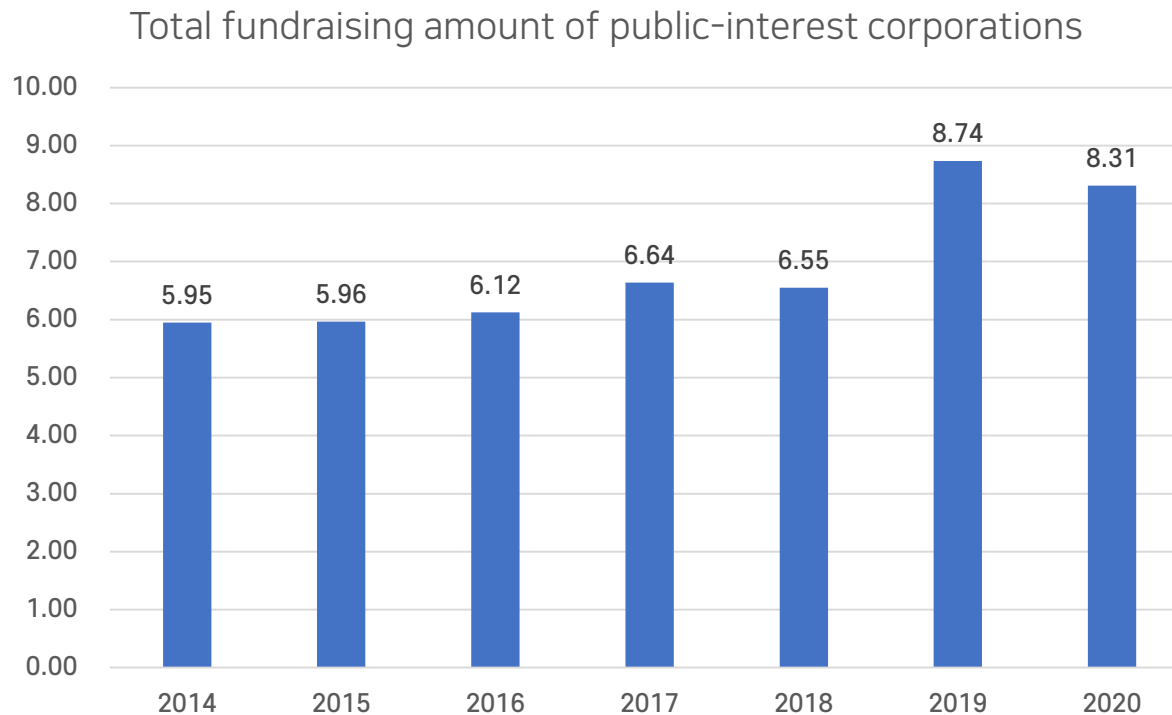
4_1. Current Status of Public-Interest Corporations

- 🍷 The number of public-interest corporations in Korea has been increasing with 29,849 in 2014, 34,743 in 2016, and 39,897 in 2019
- 🍷 The number of operating public-interest corporations in 2020 was 41,554 of which 10,973 completed NTS disclosure
- 🍷 Since 2019, the standard for public-interest corporations subject to NTS disclosure has expanded from those with an asset of KRW 300 million or fundraising amount of KRW 500 million to include all public-interest corporations, which led to the increase in number of corporations that completed disclosure from 9,705 in 2018 to 10,546



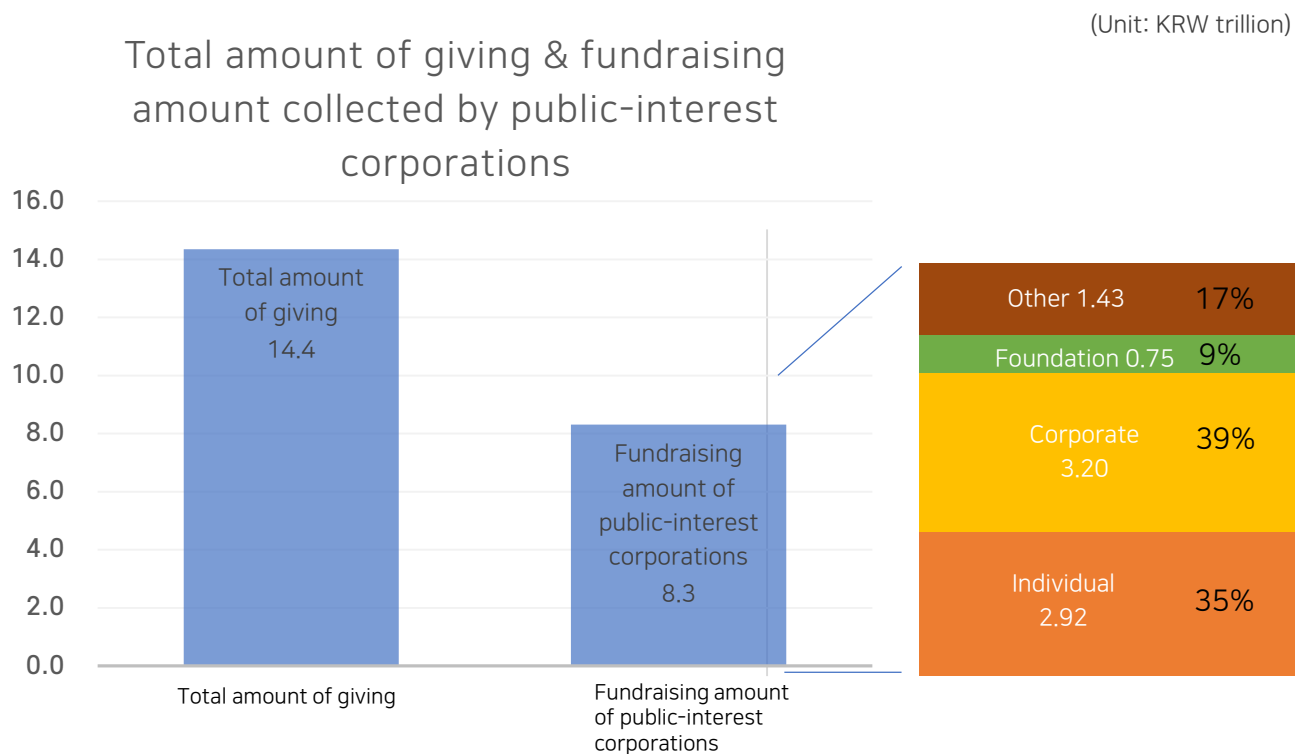
4_2. Fundraising Amount of Public-Interest Corporations

- 👉 Total fundraising amount of public-interest corporations increased from KRW 5.95 trillion in 2014 to KRW 6.55 trillion in 2018, and further increased to KRW 8.74 trillion in 2019 with the NTS's expansion of subjects of disclosure
- 👉 In 2020, the total amount of donations collected by 10,973 public-interest corporations was KRW 8.31 trillion, which is 57.9% of KRW 14.35 trillion declared as donations by individuals and corporations. This is because there are more corporations that have not completed the NTS disclosure than those that have, and it does not include individual or corporate giving to organizations that have not made a disclosure



4_3. Comparison of Total Amount of Giving to Fundraising Amount of Public-Interest Corporations

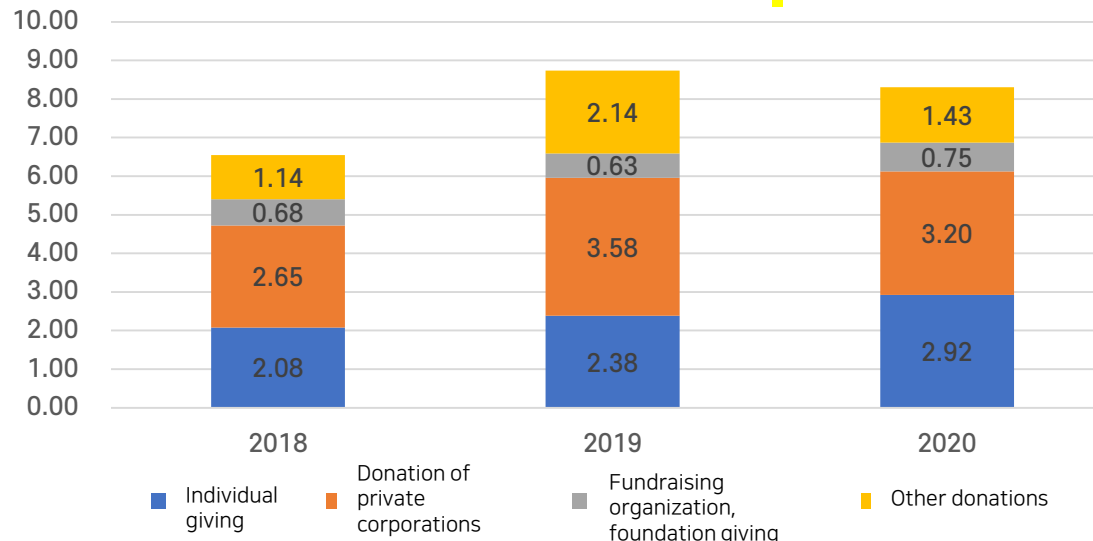
- 🍷 Fundraising amount of public-interest corporations in 2020 was KRW 8.3 trillion, which is 57.6% of the total amount of giving
- 🍷 This amount comprises 35% individual, 39% corporate, 17% other, and 9% foundation



4_4. Changes in Ratio of Fundraising Sources of Public-Interest Corporations

- Individual giving gradually increased from KRW 2.08 trillion in 2018, KRW 2.38 trillion in 2019, to KRW 2.92 trillion in 2020
- Corporate fundraising increased from KRW 2.65 trillion in 2018 to KRW 3.58 trillion in 2019, then decreased to KRW 3.2 trillion in 2020
- In 2020, individual fundraising increased but the large drop in corporate fundraising resulted in the decrease of the total amount
- Percentage of foundations or intermediary support organizations is only 0.75% of the total amount of giving, which means intermediary support organizations or grant-making organizations make up an insignificant proportion

Fundraising amount by sources of public-interest organizations



Giving Korea 2022: Survey Overview

Yeonhee Roh

Subcommittee on the Center on Philanthropy ,
The Beautiful Foundation

Professor of Social Welfare, Catholic University of Korea

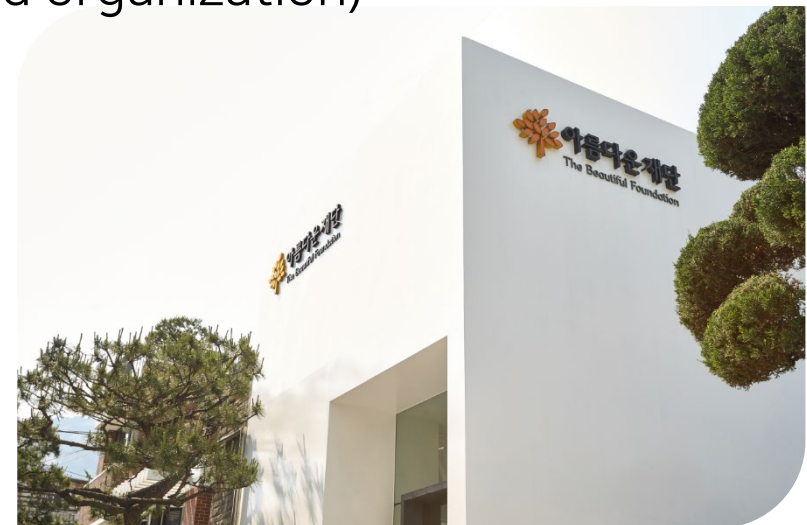
Focus & Methodology

1) Main Issues

- How are the giving behaviors of the general public changing?
- Are there differences in giving based on gender or age group?
- Is there a connection between generosity and giving behavior?
- Is there a connection between social participation and giving behavior?
- Do giving behaviors differ based on donation types (Regular v One-off; Large organization v Small and medium-sized organization)

2) Survey Method

- Respondents: 2,500 adults aged 18 or older
- Period: June 22 – July 6, 2022



Survey Items

Topics	Items
General giving behaviors	Participation in giving, areas & amount of donation, number of donations & donated organizations, current status of regular and one-off donations, names of nonprofits donated to or known, intention to give, prior giving experience
	Motivation for giving, reason for choosing donated organization, means of giving & method of collecting information, reason for not giving
	Participation in volunteer work, number of times volunteered, types of volunteer experience
Perception of & Trust in NPOs	Level of trust in society (5 questions) & institutions (5 questions), perception of transparency of specific nonprofits (10 questions) & transparency in general (2 questions), trust in a particular NPO (5 questions) & in NPOs in general (5 questions)
Attitude on giving & Social participation	Social participation activities (1 question), attitude towards social participation (4 questions), altruistic values (5 questions), generosity (10 questions)
Respondents' characteristics	General characteristics (gender, age, education level, household income, changes in household income, reason for change in household income, employment status, marital status, family size, presence of children, religion, region of residence, political affiliation & supporting political party)

Respondents' Demographics

Category		Frequency (N)	Percentage (%)	Category		Frequency (N)	Percentage (%)
Gender	Women	1,235	49.4	Religion	Protestant	555	22.2
	Men	1,260	50.4		Catholic	289	11.6
	Other	5	0.2		Buddhist	340	13.6
	Total	2,500	100.0		Other	16	0.6
Age	10s	62	2.5	None	1,300	52.0	
	20s	384	15.4		Total	2,500	100.0
	30s	404	16.2	Education	Elementary school	16	0.6
	40s	484	19.4		Middle school	32	1.3
	50s	513	20.5		High school	483	19.3
	60s	462	18.5		Bachelor's degree	1,596	63.8
	70s +	191	4.6		Master's degree +	373	14.9
	Total	2,500	100.0		Total	2,500	100.0
Age (N=2,500)		Ave. 46.7 (SD = 15.3)					
Average monthly household income (N=2,500)		Ave. KRW 4.69 million (SD = 305.7)					

Giving Behaviors

Giving behavior		Frequency (N)	Percentage (%)
Giving in 2021	Donated	1,529	61.2
	Not donated	971	38.8
Experience in giving	Yes	2,100	84.0
	No	400	16.0
Intention to give	Yes	1,366	55.5
	No	1,112	44.5
Total		2,500	100.0
Donation amount (non-donors included)		Ave. KRW 198,355 (SD = 1,149,403)	
Donation amount (donors only)		Ave. KRW 324,321 (SD = 1,455,948)	
No. of recipient organizations (donors only)		Ave. 1.91 (SD = 1.716)	

Same Purpose, Small Difference

Giving Behaviors by Gender

Young Ju Lee
Team Head, Research & Publication Team, The
Beautiful Foundation
October 27, 2022

Research Background

- Issues that South Koreans view as social problems in 2022 (Triplelight & Center for Social Value Enhancement Studies, CSES)
 - ✓ **Social problems the people are paying attention to now and will do so in the future: Continuously worsening issues of discrimination and conflict**
 - ✓ **Social problems that Millennials and Gen Z are paying attention to: Issues of discrimination and conflict, burden of housing, social safety net**
 - ✓ **Social polarization, inequality, discrimination and hatred**
- Are giving behaviors different depending on people, age, experience, values?
- In particular, are giving behaviors of men and women different? And if so, how?
- **Accumulation of data to lead the strategies and changes of charitable organizations**

Studies in Korea

- **Ku, Ji Youn (2013)** *An Exploration on the Gender Difference in Charitable Giving*
 - Influence of resource and motivation factors by gender
 - Participation in giving '**Men<Women**', Donation amount '**Men>Women**'

- **Kwon, Jae Ki (2021)** *Longitudinal Changes in Mental Health through Latent Transition Analysis (LTA) of Korean Adult Sharing Behavior*
 - Derived 10 group types such as 'continued sharing behavior', 'no experience in sharing behavior', 'continued volunteering'
 - Example 1: Group with 100% no volunteer or donation experience – '**women**' workers in agriculture, forestry, and fisheries industry
 - Example 2: Group with no experience/decrease in continued sharing behavior for 14 years – '**men**' with high education level, permanent position at work, managerial position in professional or office job

- **Jeong, Hyewook (2021)** *Gender Differences in Consumers' Responses to Relationship-Based Giving*
 - Women are more favorable towards relationship-based giving, and men are more favorable towards general donation methods
 - Participation in giving '**Men<Women**', Donation amount '**Men>Women**'

Studies Abroad: Women's Philanthropy Institute

Women's Philanthropy Institute

- Established in 1991 (started as the National Network of Women as Philanthropists)
- Dedicated to "furthering the understanding of gender and philanthropy through research, education, and knowledge dissemination"
- Understanding of donors in general by analyzing social factors of gender, ethnicity, age, region, and education

▪ Women Give 2021

- Study based on question, "Who decides about charitable giving in household?" (Man, Woman, Jointly, Separately)
- Demographics, Motivations, Giving Behaviors, Contributions, Findings
- When one partner makes decision to give: Woman 15.3%, Man 12.1%; When separately deciding the amount: **Man > Woman**

▪ COVID-19, Generosity, and Gender

- Single women, married/partnered couples increased their charitable giving (Overall giving decreased compared to pre-COVID-19)

▪ Gender and Crowdfunding

- Women tend to resonate with giving based on connection and trust
- Interested in giving to remedy issues that are close to them and to give back to their community

Survey Items

Category	Items
Giving	Participation in giving, areas of giving, amount of donation by area, number of recipient organizations, social causes donated to, main reason for deciding to give, most important factor when deciding to give, various donation activities, number of regular & one-time donations and types of activities
	Level of agreement on operation of charitable organizations
	Level of agreement on recipients and approach methods
	Intention to give in 2022
Attitude towards society and giving, mode of participation	Level of agreement on society and giving, level of agreement on activities of charitable organizations
	Experience participating in online/offline activities, use of online mediums, level of agreement on perception of social communities, level of agreement on surrounding networks and relationships, level of agreement on social contributions, level of agreement on unofficial contributions
Volunteering	Volunteer experience, time

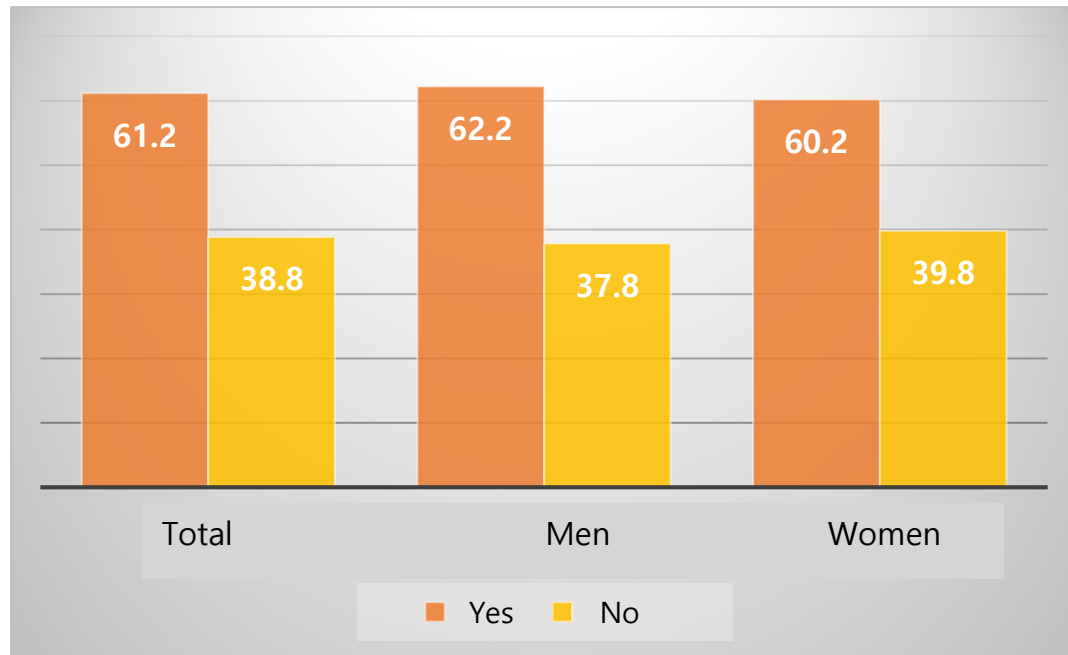
Overview of Charitable Giving

🍌 A special thanks to intern Heejin Choi from the Graduate School of Social Welfare at Yonsei University for the assistance in this study.

Giving: Participation in Charitable Giving

- 🌐 Of the 2,500 respondents, 1,529 had experience in giving
- 🌐 No. of recipient organizations: Both men and women gave to 1+
- 🌐 No significant difference based on gender

Participation in Charitable Giving (Unit: %)



Frequency

	Yes	No	Total
M	784	476	1,260
W	743	492	1,285

Giving: All Areas of Charitable Giving

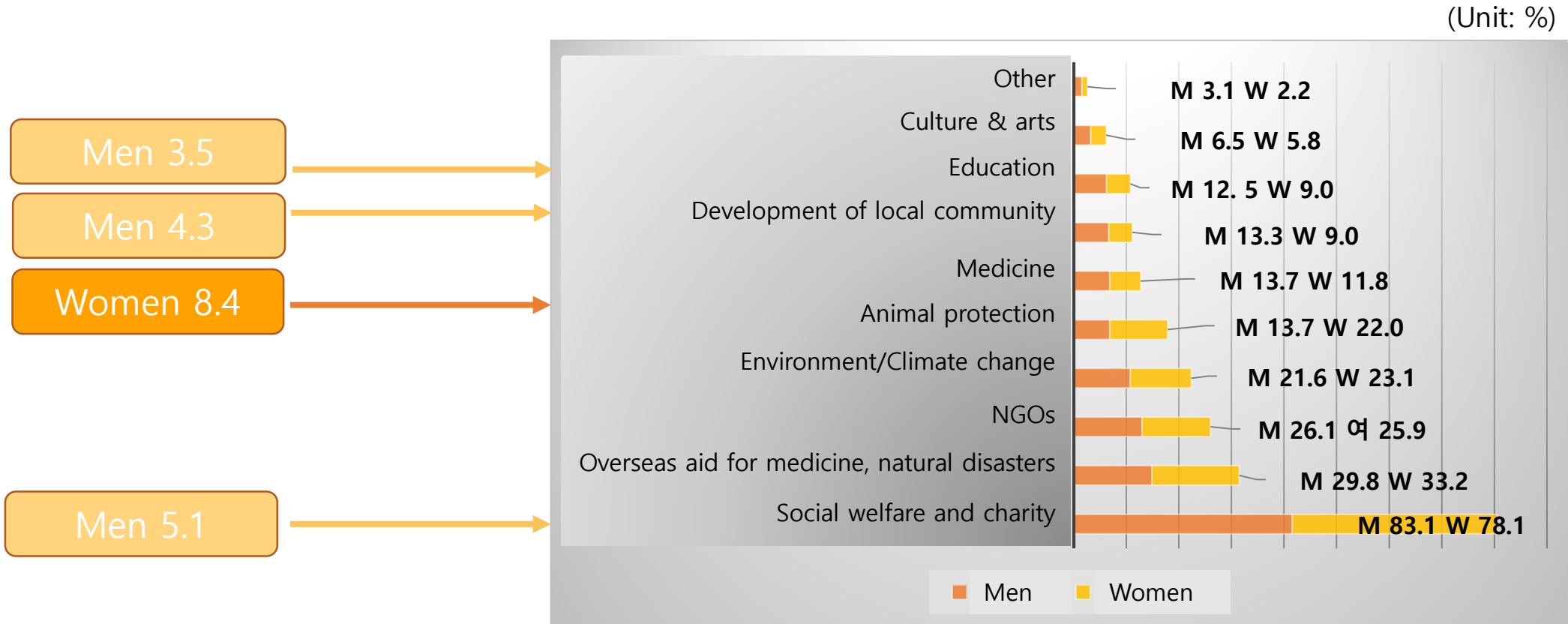
- 🌐 Social welfare or charity came 1st place by a large margin
- 🌐 Overseas aid went 3rd → 2nd

(Unit: %)

Rank	Areas of Giving	%
1	Social welfare or charity	80.6
2	Overseas aid for medicine, natural disasters (hurricane, earthquake, etc.)	31.5
3	NGOs such as organizations for social rights and interests (People's Solidarity for Participatory Democracy, Human Rights Center for the Disabled, etc.)	26.0
4	Area related to environment/climate change	22.4
5	Animal protection	17.8
6	Medicine (hospitals, etc.)	12.8
7	Development of local community (local libraries, village communities, etc.)	11.2
8	Education (elementary/middle/high schools, university, etc.)	10.8
9	Culture & arts (art galleries, culture foundations, museums, etc.)	6.1
10	Other	2.6

Giving: Areas with Significant Difference Based on Gender

- Men: Social welfare or charity, development of local community such as local libraries and village communities, education
- Women: Animal protection



Giving: Difference in Donation Amount to Areas Based on Gender

- 🍎 No significant difference
- 🍎 *Women Give* report: When men decide separately, donation amount ↑
- 🍎 *Areas where women gave more

(Unit: KRW)

Areas of Giving	Difference in Amount
Education (elementary/middle/high schools, university, etc.)	178,969
Medicine (hospitals, etc.)	100,143
Development of local community (local libraries, village communities, etc.)	91,004
Social welfare or charity	73,564*
Other	54,617*
Overseas aid for medicine, natural disasters (hurricane, earthquake, etc.)	38,625
Animal protection	34,439
NGOs such as organizations for social rights and interests (People's Solidarity for Participatory Democracy, Human Rights Center for the Disabled, etc.)	31,196*
Area related to environment/climate change	1,485*
Culture & arts (art galleries, culture foundations, museums, etc.)	1,186*

Giving: All Social Causes

🌐 In 1st – 3rd place are issues related to children and youth, eradication of poverty overseas or overseas disaster relief, disaster relief for natural disasters or COVID-19

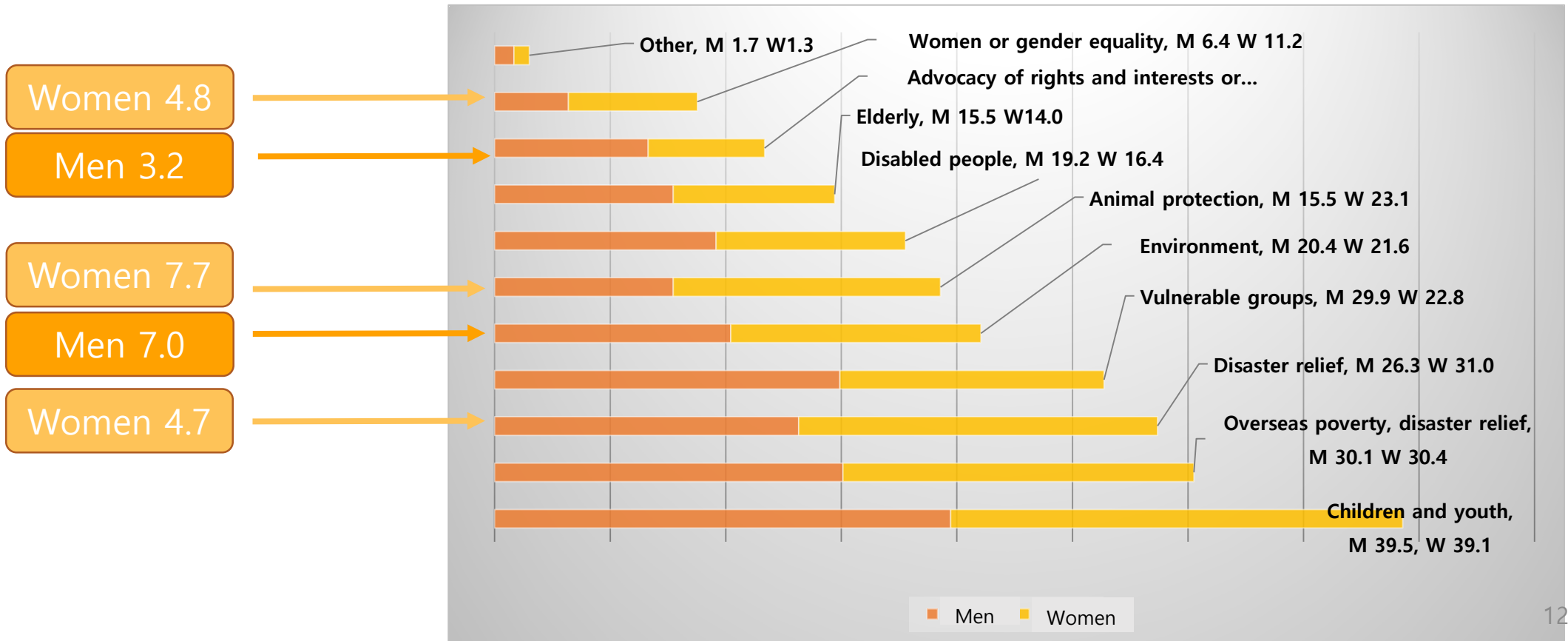
(Unit: %)

Rank	Social Causes	%
1	Issues related to children and youth	39.3
2	Eradication of poverty overseas or overseas disaster relief	30.2
3	Disaster relief for natural disasters (forest fire, hurricane, earthquake, etc.) or COVID-19	28.6
4	Resolve problems of vulnerable groups (migrant workers, female marriage migrants, homeless people, etc.)	26.5
5	Issues related to environment (climate change, etc.)	21.0
6	Animal protection (protection of abandoned animals, endangered animals, etc.)	19.2
7	Issues related to disabled people	17.8
8	Issues related to the elderly	14.7
9	Advocating for rights and interests or social (regional) issues	11.8
10	Issues related to women or gender equality	8.7

Giving: Social Causes with Significant Difference Based on Gender

- 🌐 **Women:** Issues related to women or gender equality, disaster relief for natural disasters or COVID-19, animal protection issues
- 🌐 **Men:** Vulnerable groups, advocacy of rights and interests or social issues

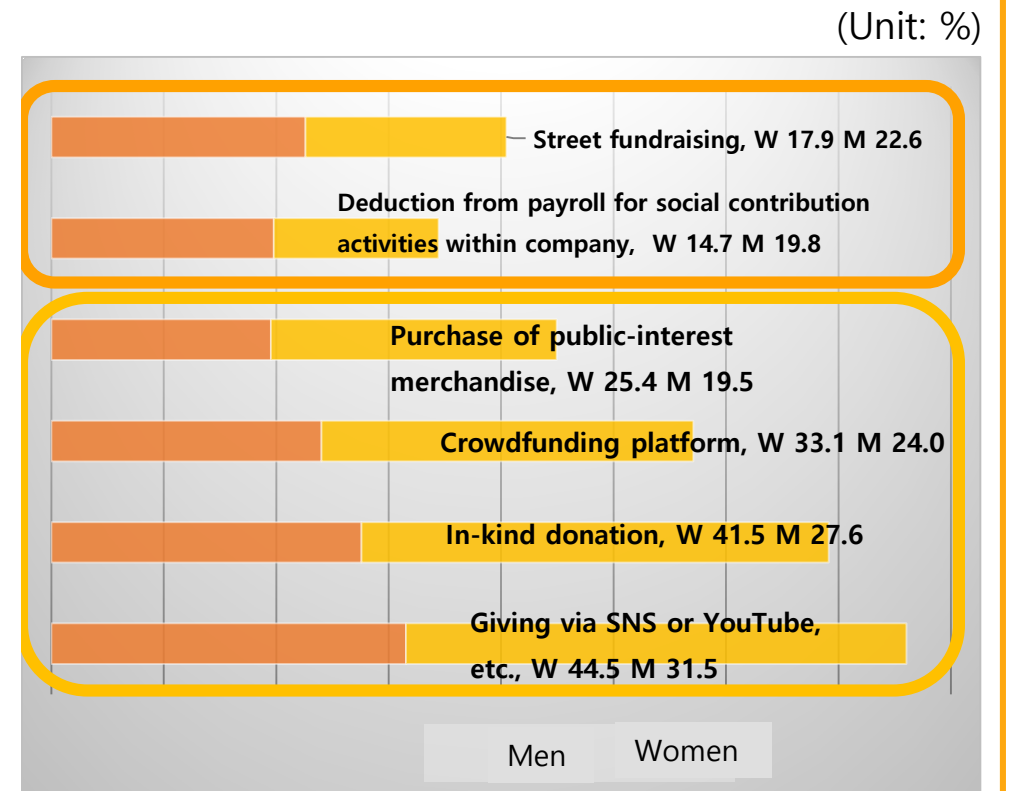
(Unit: %)



Giving: Giving Methods with Significant Difference Based on Gender

- 🍷 Donate points or mileage (53.5), regular support or one-time support to charitable organization (40.8), giving via post on SNS or YouTube, etc. (37.9)
- 🍷 Women: Giving via post on SNS or YouTube, in-kind donation, giving via crowdfunding platform on portal site, donation via purchase of public-interest merchandise
- 🍷 Men: Payroll deduction, street fundraising

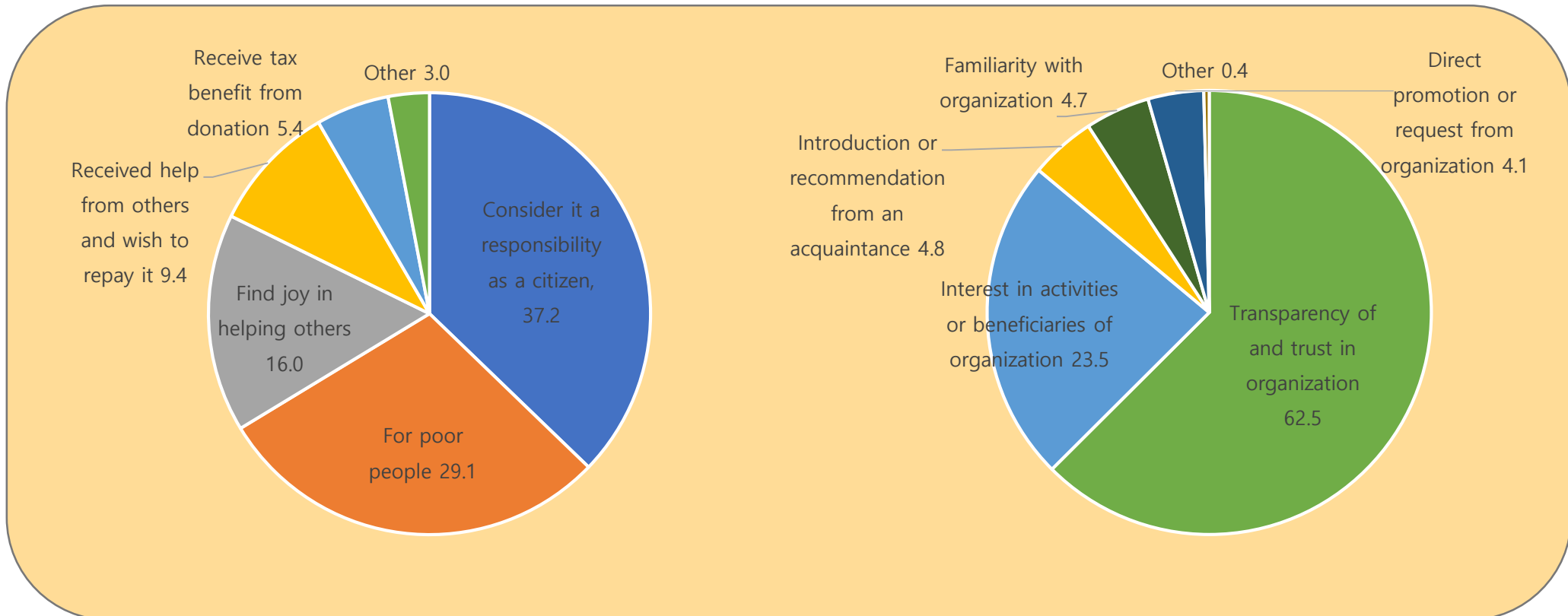
Giving Method	M	W
Donate points or mileage	51.6	55.5
Regular support or one-time support	39.6	42.1
Special donation related to disaster (COVID-19, natural disaster, etc.)	21.3	23.9
Giving after watching/listening to TV or radio program	21.3	23.1
Direct giving to individual or unofficial group	21.7	20.0
Participation in planning and carrying out fundraising campaign	20.4	16.9
Giving via participation in event/campaign	17.6	19.4
Fandom donation	6.5	8.5
Giving via blockchain based platform	6.9	6.6
Giving via kiosk	7.0	6.3
Donation of cryptocurrency	5.4	4.4
Major giving/legacy giving	4.3	3.1



Giving: Major Factors for Motivation to Give & Choosing Charitable Organization

- 🌐 Responsibility as a citizen
- 🌐 Transparency of and trust in charitable organization
- 🌐 No significant difference

<Major factors for motivation & choosing recipient organization> (Unit: %)



Other

- 🍎 **Level of agreement on operation (Item 15): Men** *“Recipient organization is transparent and open in terms of its activities and communication process”*
- 🍎 **Means of encountering recipient organization:**
 - **Men:** Social contribution activity within company
 - **Women:** Fundraising campaign in donation platform of portal site + advertisement on TV or radio program, recommendation of friend or acquaintance
- 🍎 **Intent to give in 2022: No significant difference**
- 🍎 **Reasons for no experience in giving: No significant difference**
 - **Men:** Uninterested in giving
 - **Women:** Don't have the financial capacity to give

Attitude Towards Society & Giving

Attitude: Level of Trust in Society

- 🌐 Level of agreement to each question was asked with the options of *'Completely disagree – Slightly disagree – Generally agree – Strongly agree'* on a 4-point scale and the average given as below
- 🌐 Questions on level of trust in society, government, judiciary, corporations, media, religious organizations
- 🌐 Level of trust in surrounding: Response that surrounding can be trusted and physical environment is safe
- 🌐 Level of trust in sectors: Media received lowest score

(Unit: Points)

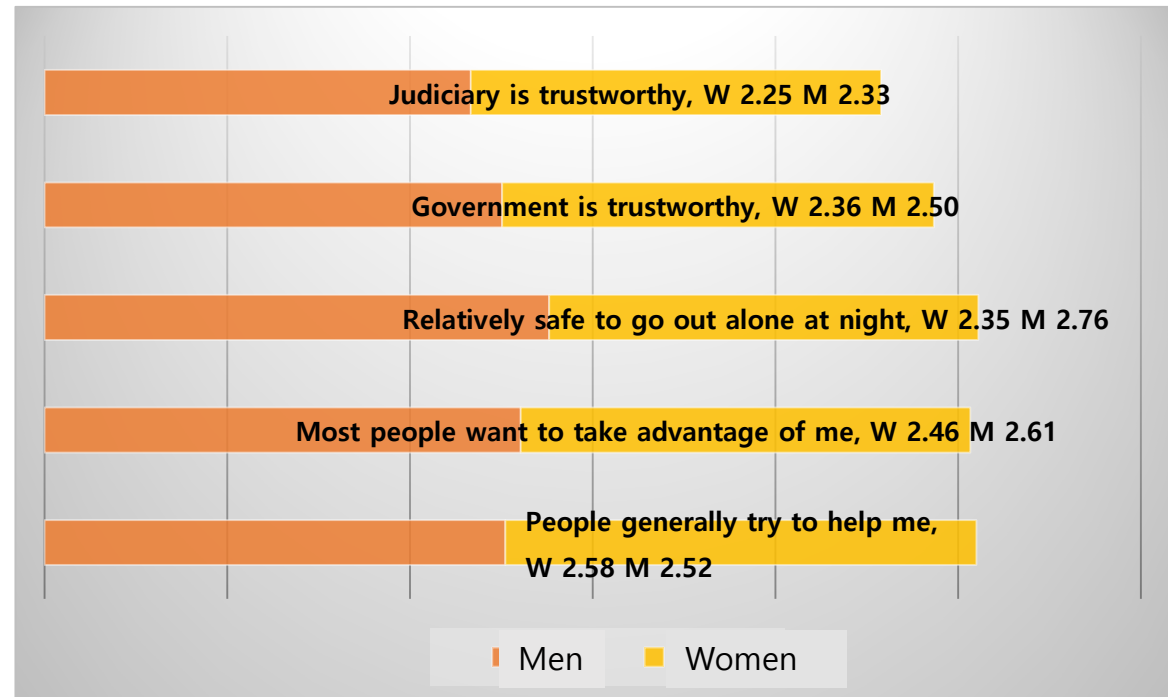
Items	Average
In general, most people are trustworthy	2.58
People in general try to help me	2.55
When given the opportunity, most people try to take advantage of me	2.53
It is relatively safe to go outside alone at night	2.56
In general, the government (central & local governments) is trustworthy	2.43
In general, the judiciary (court, prosecution) are trustworthy	2.29
In general, corporations are trustworthy	2.37
In general, the media is trustworthy	2.10
In general, religious organizations are trustworthy	2.16

Attitude: Level of Trust in Society with Significant Difference Based on Gender

- 🌐 **Women: People generally try to help me**
- 🌐 **Men: When given the opportunity, people try to take advantage of me;** It is relatively safe to go outside alone at night; In general, the government (central & local governments) is trustworthy
- 🌐 There is a significant difference

(Unit: Points)

Level of trust in society	M	W
In general, most people are trustworthy	2.59	2.58
In general, corporations are trustworthy	2.39	2.36
In general, the media is trustworthy	2.10	2.09
In general, religious organizations are trustworthy	2.17	2.15



Attitude: Level of Trust in Charitable Organizations

- 🍇 No significant difference
- 🍇 Transparent and open in terms of activities and communication process → Mode and number of times of communication

(Unit: Points)

Items	Average
In general, charitable organizations contribute to the development of society overall	2.79
In general, charitable organizations use donations appropriately	2.58
In general, charitable organizations carry out fundraising activities in an appropriate way	2.72
In general, charitable organizations operate ethically	2.60
In general, charitable organizations are trustworthy	2.54
In general, charitable organizations are transparent and open in terms of their activities and communication process	2.47
In general, charitable organizations adhere well to the relevant laws (institutions)	2.62

Attitude: Types of Social Participation

- 🍷 Survey on different types of social participation apart from giving
- 🍷 **Boycott of specific product or service received the most response at 49.9% followed by Petition on social issue and Online support or opposition**

(Unit: %)

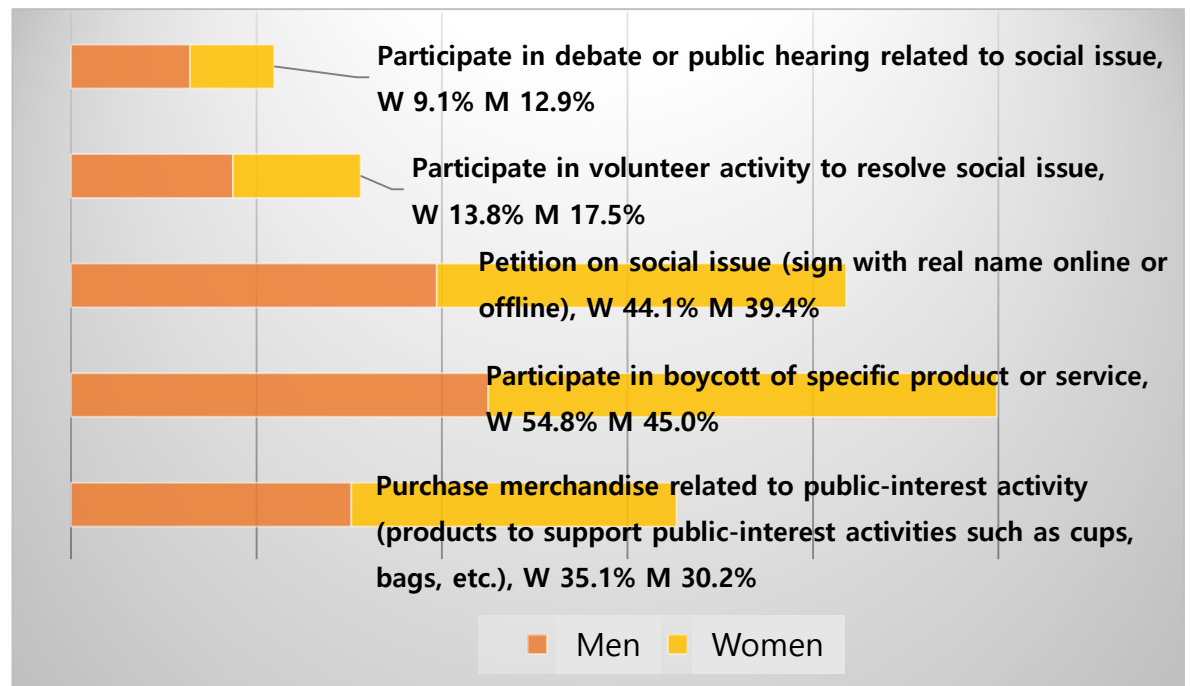
Rank	Items	%
1	Participate in boycott of specific product or service	49.9
2	Petition on social issue (sign with real name online or offline)	41.8
3	Online support or opposition of social issue	39.8
4	Purchase merchandise related to public-interest activity (products to support public-interest activities such as cups, bags, etc.)	32.6
5	Post views on social issues on SNS, etc.	22.9
6	Participate in volunteer activity to resolve social issue	15.6
7	Participate in demonstration or rally related to social issue	15.3
8	Hold membership in civil society, local community, political organization related to social issue	15.1
9	Call, text, or email (write letter) person or organization related to social issue	12.9
10	Participate in debate or public hearing related to social issue	11.0

Attitude: Types of Social Participation with Significant Difference Based on Gender

- 🌐 Women: Participate in boycott of specific product or service, purchase merchandise related to public-interest activity (products to support public-interest activities such as cups, bags, etc.), petition on social issue (sign with real name online or offline)
- 🌐 Men: Participate in volunteer activities to resolve social issue, participate in debate or public hearing related to social issue
- 🌐 There is significant difference

(Unit: %)

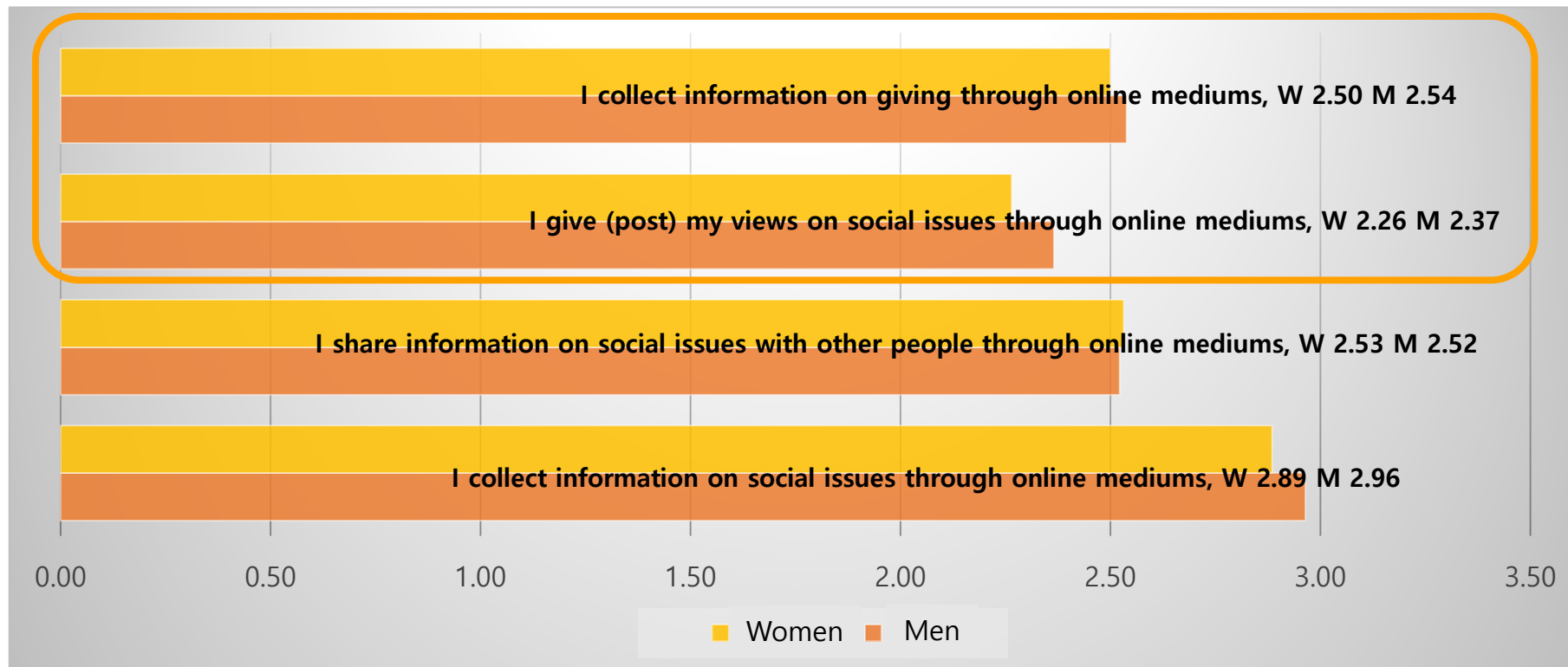
Type of Social Participation	M	W
Online support or opposition of social issue (share online news, write reply, add hashtag, etc.)	40.3	39.3
Participate in demonstration or rally related to social issue	16.7	13.9
Hold membership in civil society, local community, political organization related to social issue	15.9	14.3
Post views on social issues on SNS, etc.	24.1	21.7
Call, text, or email (write letter) person or organization related to social issue	14.0	11.7
Other	0.9	0.7



Attitude: Preference of Use of Online Mediums with Significant Difference Based on Gender

- Accelerated Changes in Spaces for Activity Since COVID-19 (Offline → Online)
- Men: 'I give my views on social issues through online mediums' & 'I collect social information'**
- Significant difference

(Unit: Value)

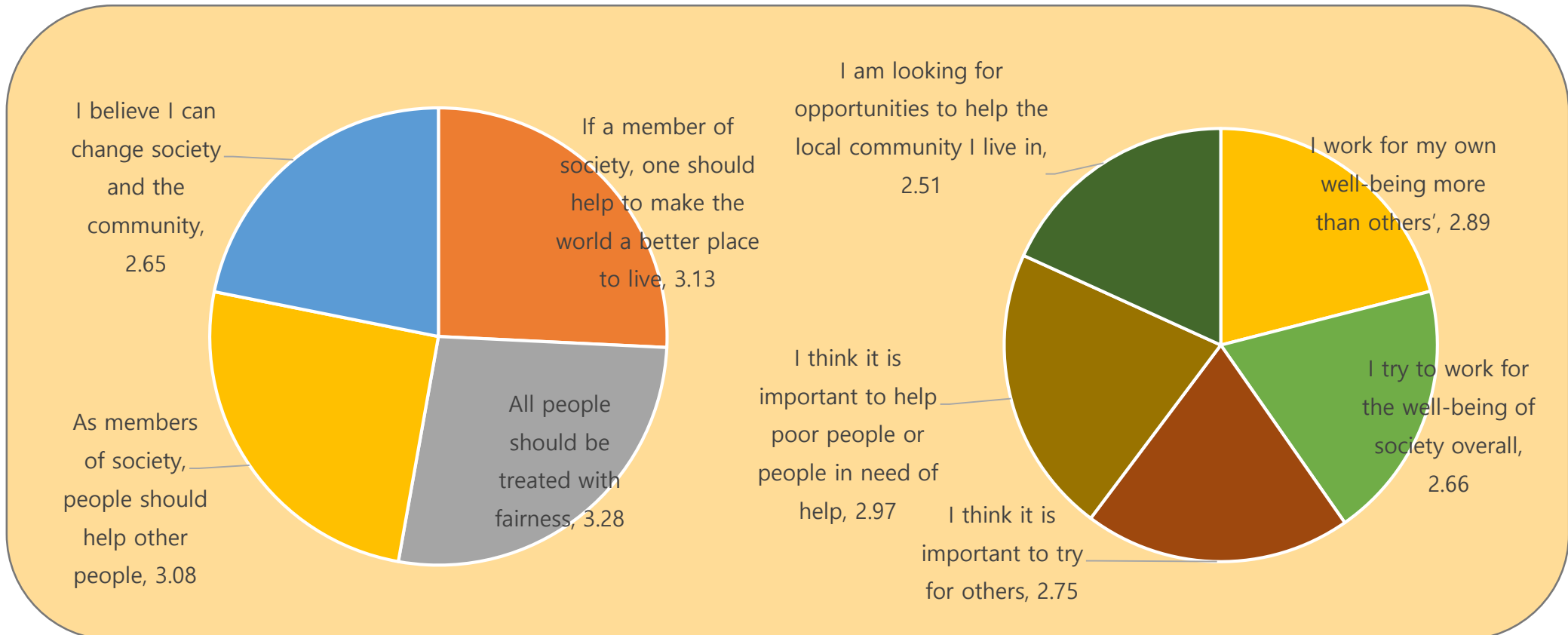


Attitude: Efficacy, Altruism

- 🌐 All people should be treated with fairness
- 🌐 I think it is important to help poor people or people in need of help
- 🌐 No significant difference

<Efficacy & Altruism>

(Unit: Points)



Attitude: Generosity

 No significant difference

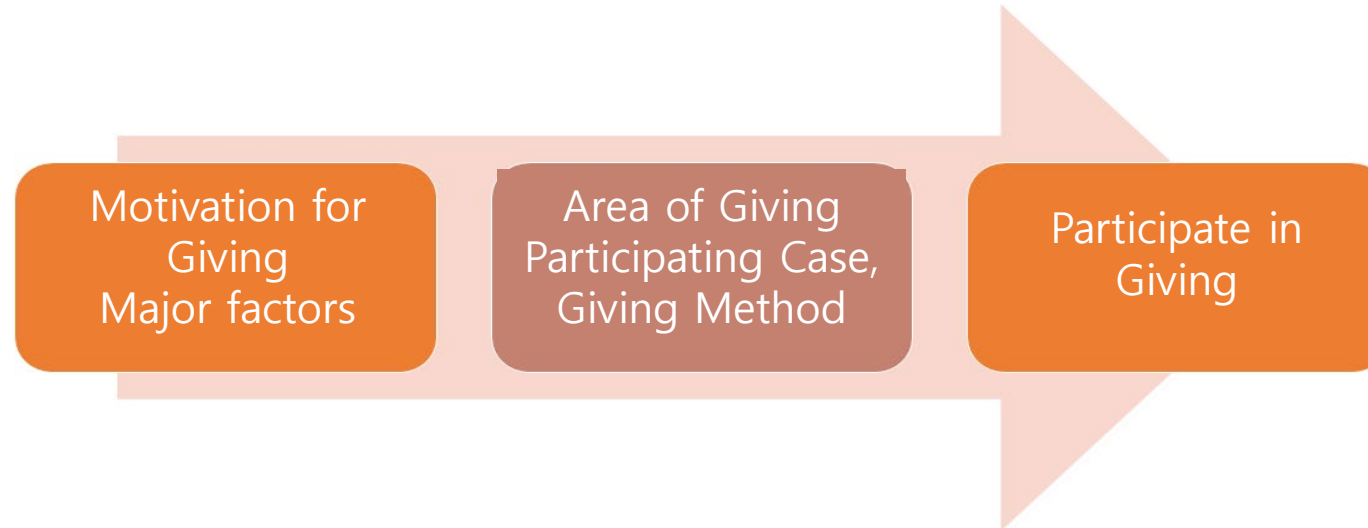
(Unit: Value)

Items	M	W
When I am helping people in difficult situations, I generally don't mind my own emotions getting hurt	2.50	2.37
It is important for me to let my friends and family know how much I love and appreciate them	2.79	2.73
If someone around me needs my attention, I try to spend my time on them rather than my work	2.71	2.69
People around me know me as someone who can give time for others	2.73	2.76
I am someone who readily puts in 'more effort' to look after friends, relatives, acquaintances	2.79	2.77
When a friend or family is going through a hard time, I try to treat them better than normal	3.03	3.05
I am on the generous side when building relationships with people	2.83	2.81
I am happy when I do something that someone else needs	2.95	2.92
It is important for me that the people around me are as happy and living in plenty as I am	2.86	2.87
When I decide something, I often take interest in the welfare of other people	2.64	2.64

Conclusion & Implications

Conclusion & Implications

- 🌐 **Men = Women:** Participation in giving, motivation for giving, reason for giving, no. of recipient organizations, donation amount for each area, no. of regular giving & one-time giving, intention to give in 2022
- 🌐 **Men ≠ Women:** Area of donation, social cause, donation method, perception of recipient organization, means of encountering recipient organization



- 🌐 Have one heart about good causes, don't have much difference in motivation and outcome, have difference in method and preference
- 🌐 Unnecessary discussion of right and wrong based on gender, age, region, etc.

Conclusion & Implications

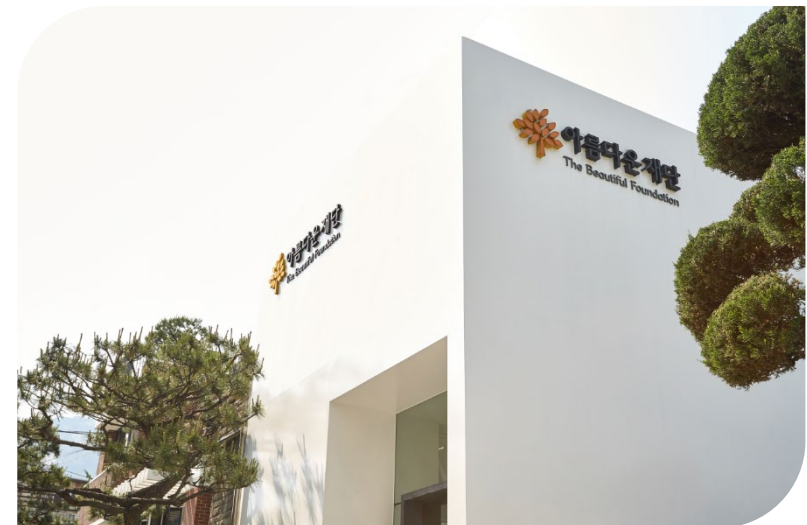
- 🌐 Difference in process → Diverse attempts for social change
- 🌐 **“Diversity leads change”**
- 🌐 Grasp information on types of donors to bring in donors with shared goals
- 🌐 Ultimately, it is necessary to discuss the establishment of a strategy on what area and method for communication

An Analysis of Generational Differences in Giving Behavior

Min - young Lee | Subcommittee on the Center on Philanthropy,
The Beautiful Foundation
Professor of Social Welfare, The Cyber University of Korea

Main Issues

1. Giving behaviors by age group
2. Differences in giving behavior based on generational characteristics
3. Relationship between generosity and giving behavior



Question 1.

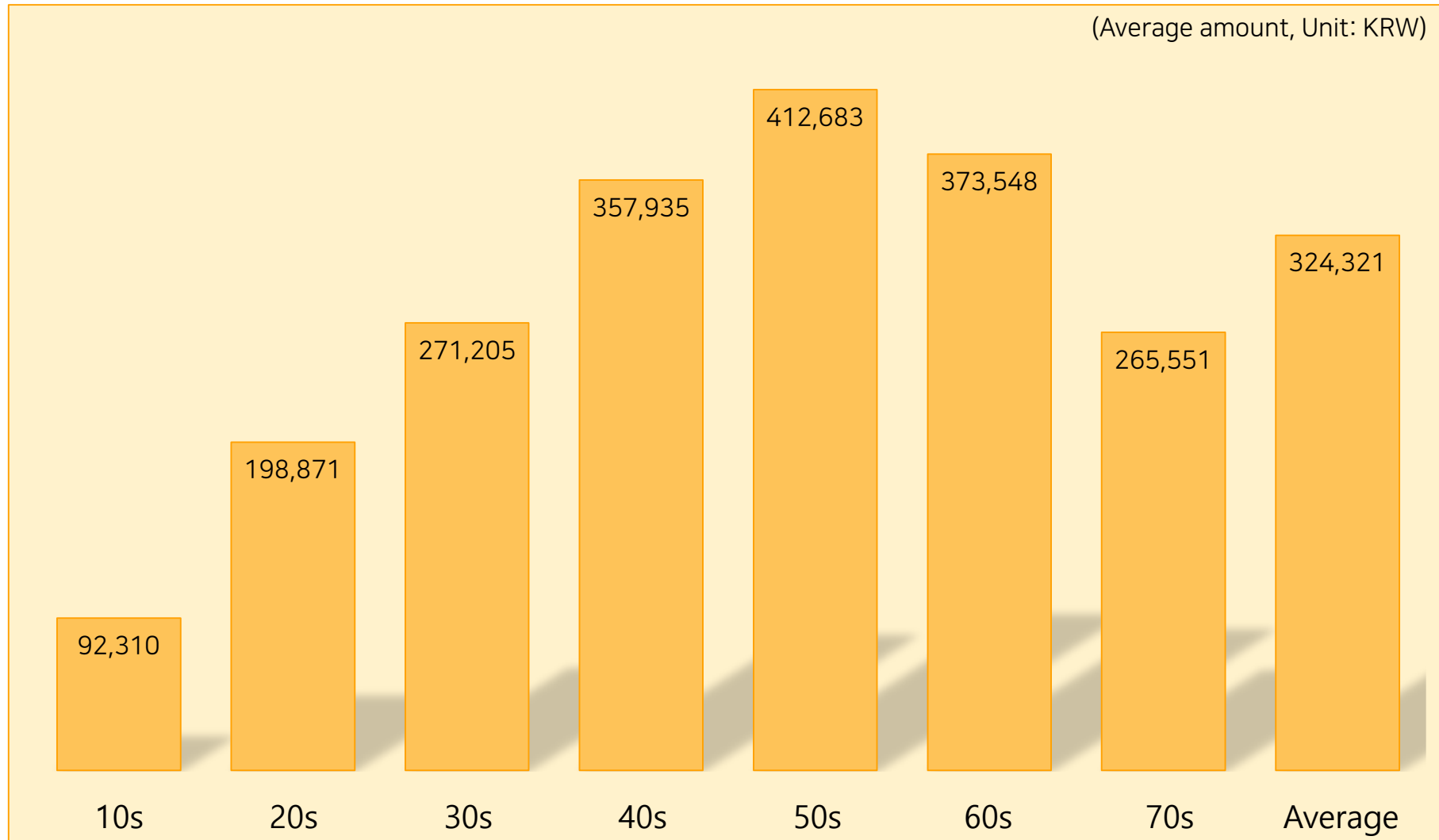
How do giving behaviors
differ by age group?

Participation in Giving by Age Group

Age group		Not donated	Donated	Total
10s	Frequency	41	21	62
	%	66.1	33.9	100
20s	Frequency	163	221	384
	%	42.4	57.6	100
30s	Frequency	137	267	404
	%	33.9	66.1	100
40s	Frequency	179	305	484
	%	37.0	63.0	100
50s	Frequency	181	332	513
	%	35.3	64.7	100
60s	Frequency	187	275	462
	%	40.5	59.5	100
70s	Frequency	83	108	191
	%	43.5	56.5	100
Total	Frequency	971	1,529	2,500
	%	38.8	61.2	100

$\chi^2=31.342^{***}$

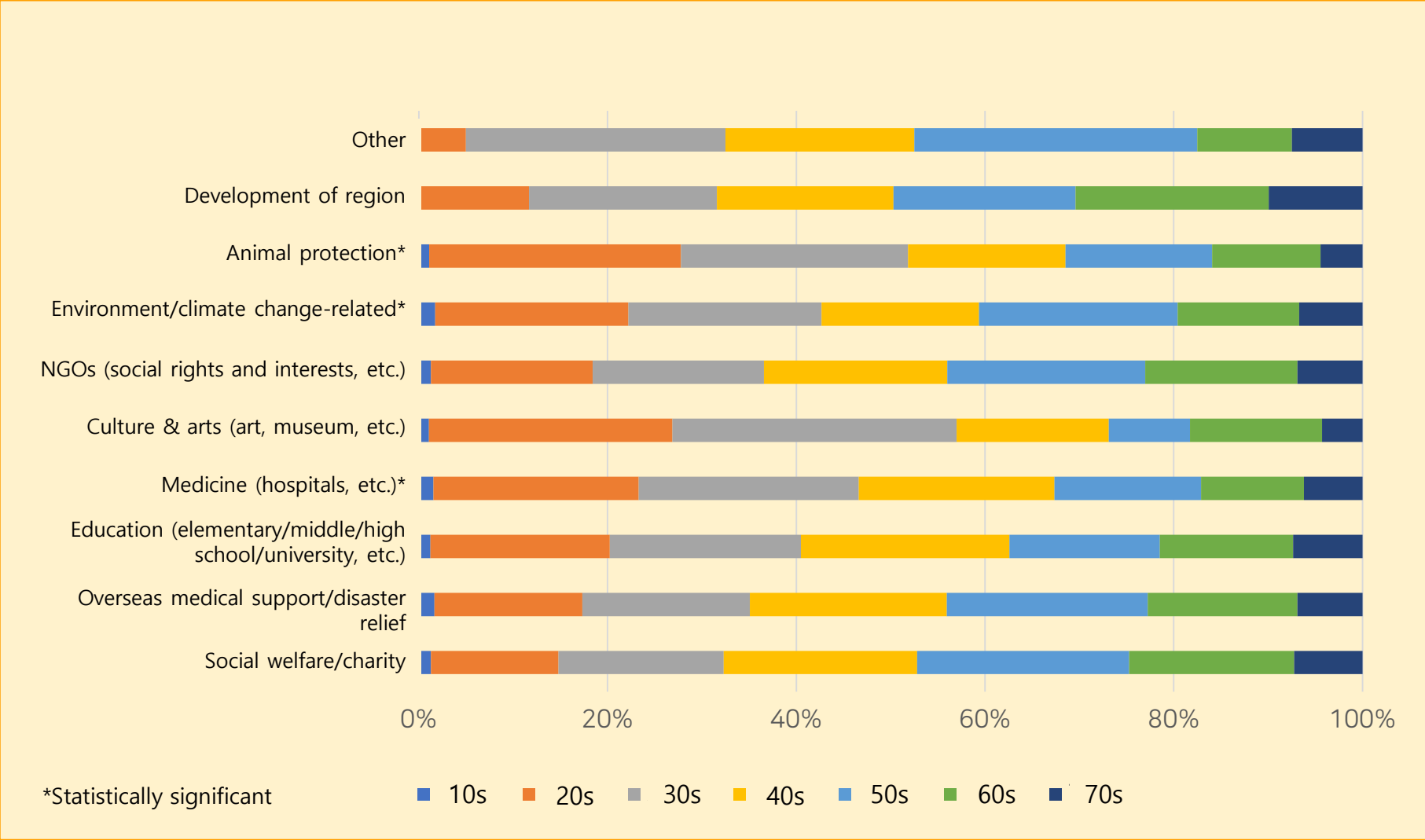
Amount of Donation by Age Group



Number of Recipient Organizations & Donation Types by Age Group

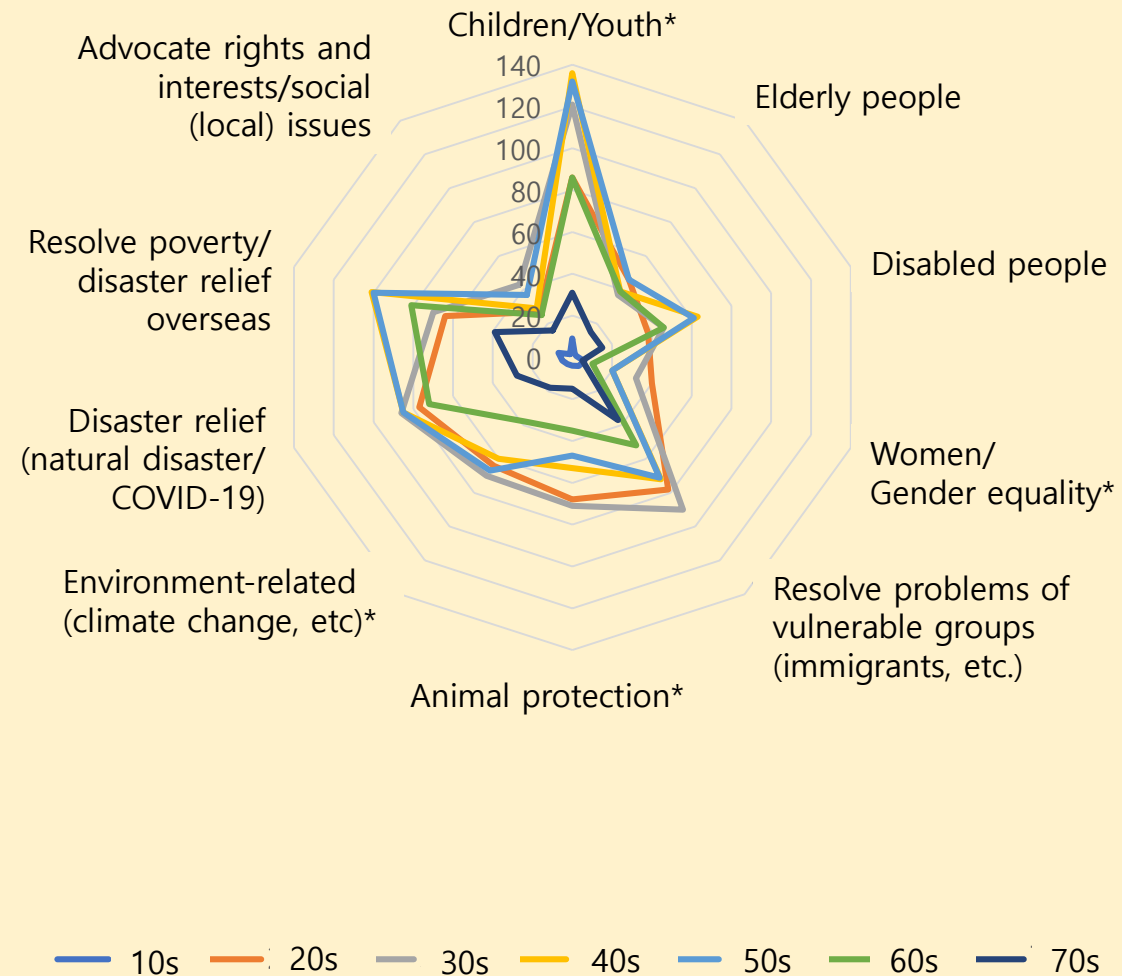
Age group	N	No. of recipient organizations	No. of regular donations	No. of one-time donations
10s	62	1.67	3.19	2.43
20s	384	1.9	5.29	3.81
30s	404	1.99	6.13	3.66
40s	484	1.85	7.2	3.79
50s	513	1.91	6.8	3.5
60s	462	1.71	6.65	3.17
70s	191	2.39	5.69	3.37
Total		1.91	6.39	3.55
		F=39.757*	F=1.386	F=.249

Area of Giving by Age Group



Social Cause by Age Group

(Respondents = 1,529 | Unit: Persons)



*Statistically significant

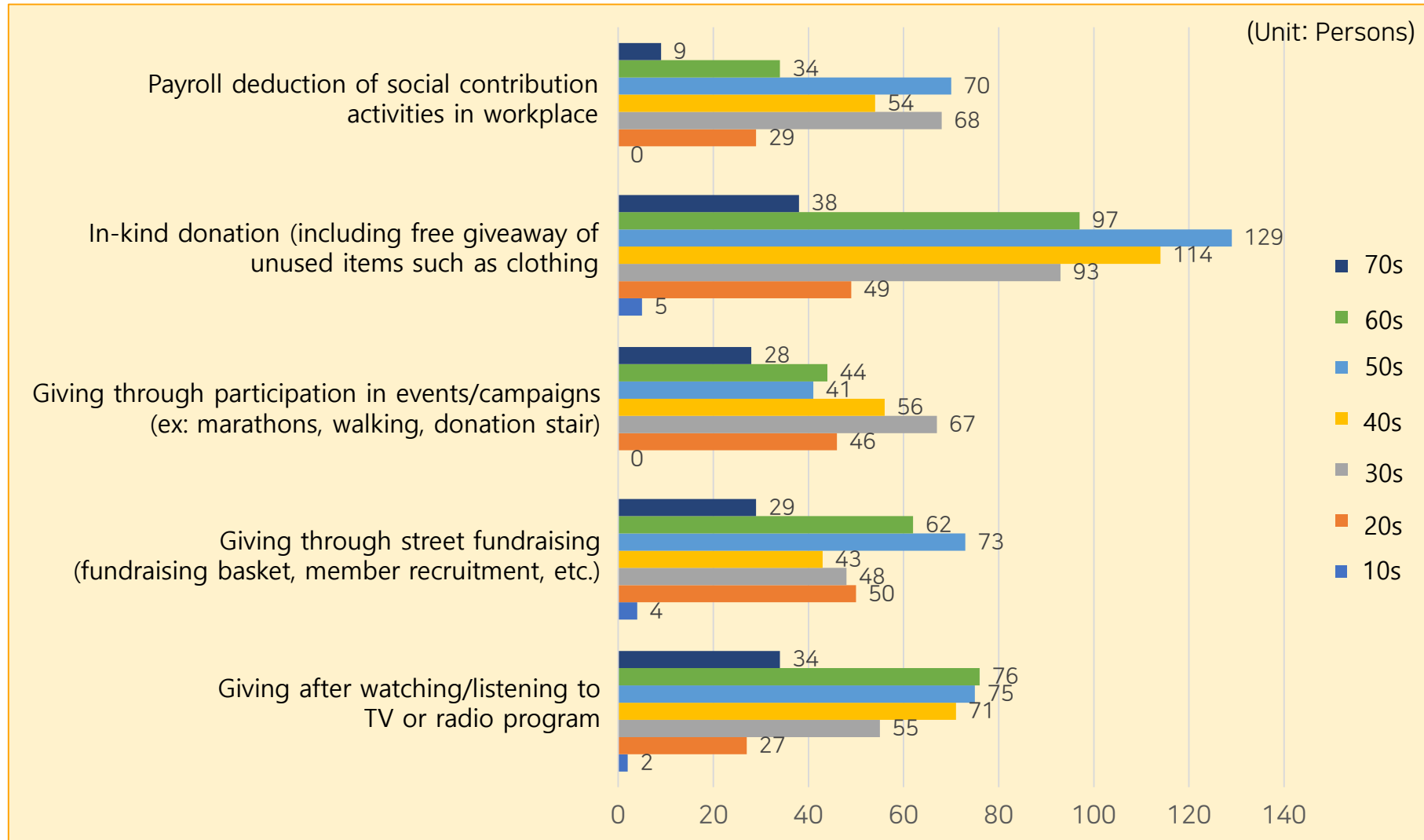
Social Cause by Age Group

(Unit: Persons)

Social Cause	10s	20s	30s	40s	50s	60s	70s	Total	Percent age
Children/Youth*	9	86	121	136	132	86	31	601	39.3%
Elderly people	2	46	37	39	46	39	15	224	14.7%
Disabled people	2	38	46	63	61	46	15	271	17.7%
Women/Gender equality*	6	40	32	20	20	10	5	133	8.7%
Resolve problems of vulnerable groups (immigrants, etc.)*	5	78	90	72	71	52	37	405	26.5%
Animal protection*	4	68	71	53	47	35	15	293	19.2%
Environment-related (climate change, etc.)*	4	64	70	60	67	38	18	321	21.0%
Disaster relief (natural disaster/COVID-19)	5	77	86	85	85	72	28	438	28.6%
Resolve poverty/disaster relief overseas	7	64	70	101	100	81	39	462	30.2%
Advocate rights and interests/social (local) issues	2	27	43	29	37	25	16	179	11.7%
Other	0	1	5	5	2	7	3	23	2.0%

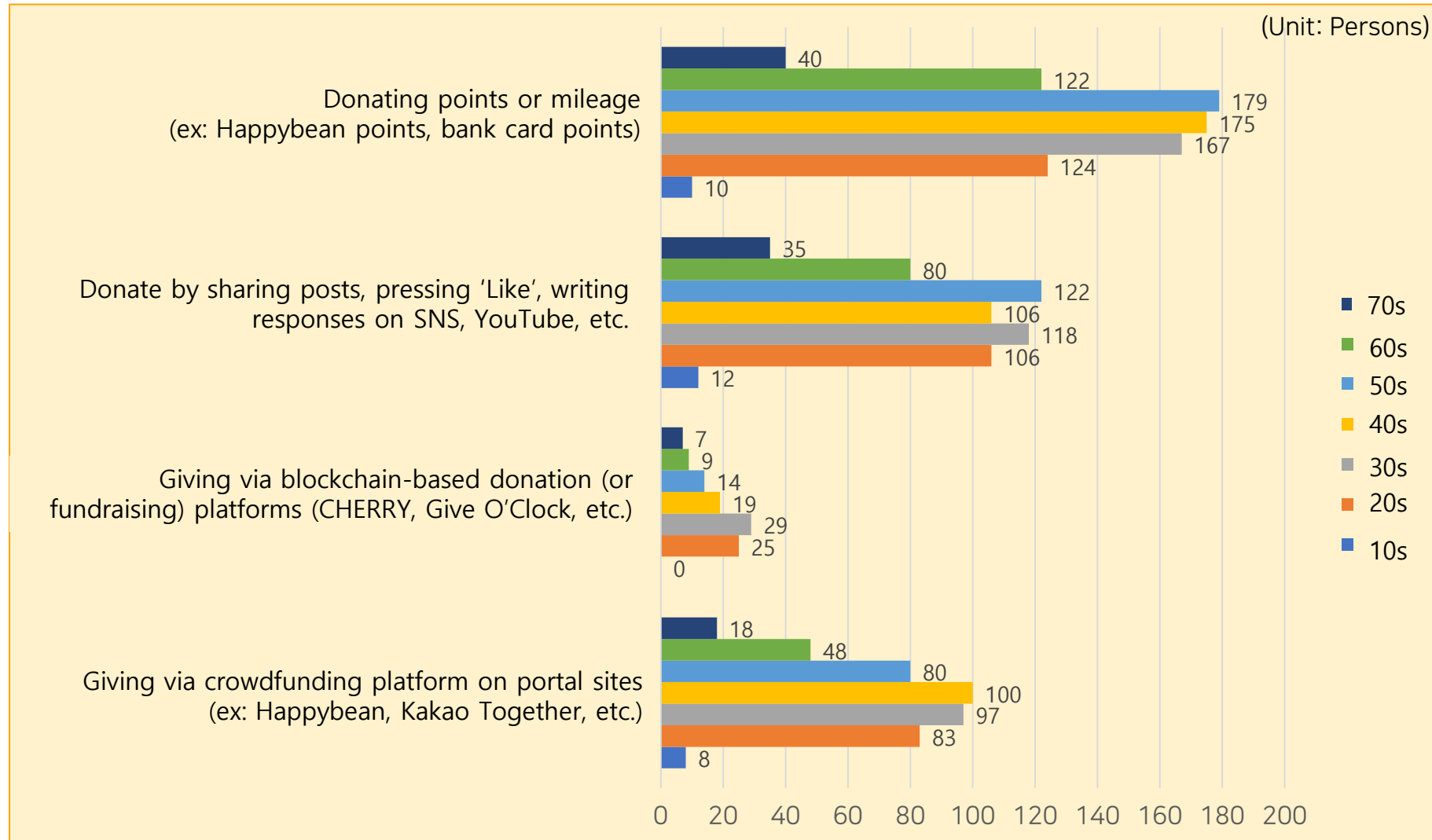
*Statistically significant

Mode of Participation by Age Group : Traditional Method*



*Statistically significant

Mode of Participation by Age Group : Latest Method*



*Statistically significant

Motivation for Giving By Age Group

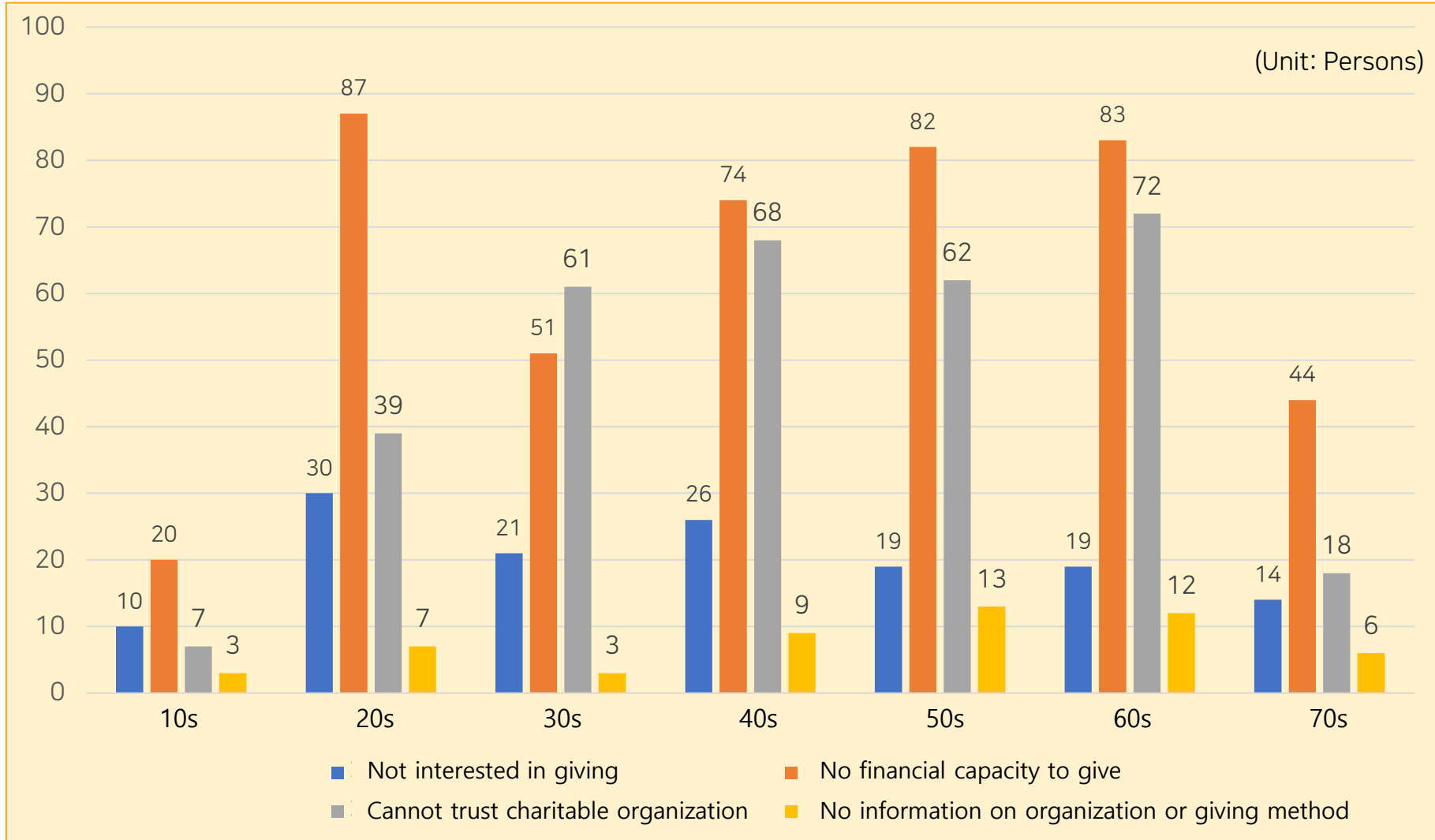
Age Group		Find joy in helping others	For poor people	Received help from others and wish to repay it	Consider it a responsibility as a citizen	Receive tax benefit	Other
10s	Frequency	3	11	1	5	1	0
	%	14.3	52.4	4.8	23.8	4.8	0.0
20s	Frequency	34	58	31	74	14	10
	%	15.4	26.2	14.0	33.5	6.3	4.5
30s	Frequency	27	79	31	98	24	8
	%	10.1	29.6	11.6	36.7	9.0	3.0
40s	Frequency	46	96	30	105	17	11
	%	15.1	31.5	9.8	34.4	5.6	3.6
50s	Frequency	61	104	22	123	14	8
	%	18.4	31.3	6.6	37.0	4.2	2.4
60s	Frequency	48	69	16	126	10	6
	%	17.5	25.1	5.8	45.8	3.6	2.2
70s	Frequency	25	28	13	37	2	3
	%	23.1	25.9	12.0	34.3	1.9	2.8
Total	Frequency	244	445	144	568	82	46
	%	16.0	29.1	9.4	37.1	5.4	3.0

$\chi^2=56.607^{**}$

Intent to Give & Volunteer Experience by Age Group

Age group	N	2021 Giving experience	2022 Intention to give	2021 Volunteer experience
10s	62	21 (33.9%)	24 (38.7%)	21 (33.9%)
20s	384	221 (57.6%)	180 (46.9%)	67 (17.4%)
30s	404	267 (66.1%)	216 (53.5%)	59 (14.6%)
40s	484	305 (63.0%)	268 (55.4%)	70 (14.5%)
50s	513	332 (64.7%)	326 (63.5%)	77 (15.0%)
60s	462	275 (59.5%)	265 (57.4%)	85 (18.4%)
70s	191	108 (56.5%)	109 (57.1%)	37 (19.4%)
Total	2,500	1,529 (61.2%)	1,388 (55.5%)	416 (16.6%)
		$\chi^2=31.324^{***}$	$\chi^2=33.616^{***}$	$\chi^2=19.353^{**}$

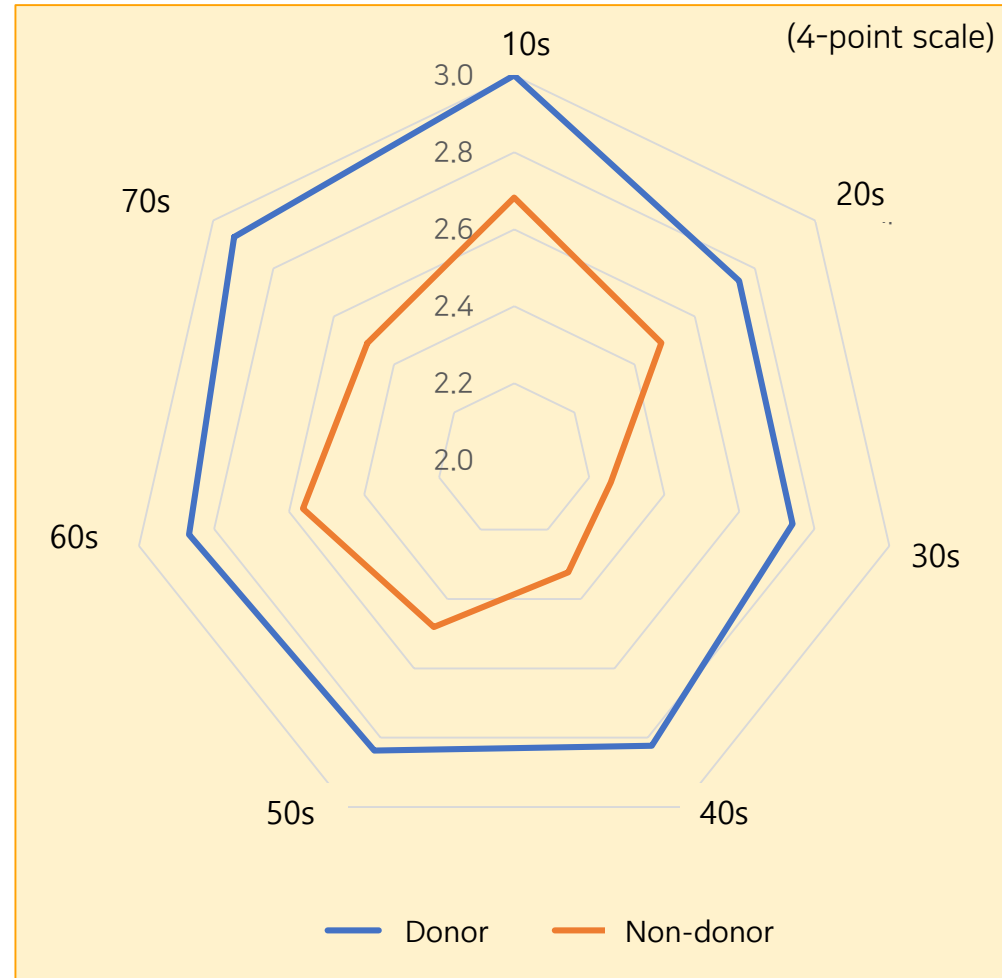
Reason for Not Giving by Age Group*



*Statistically significant

Level of Trust in Nonprofit Sector of Donors & Non-donors by Age Group*

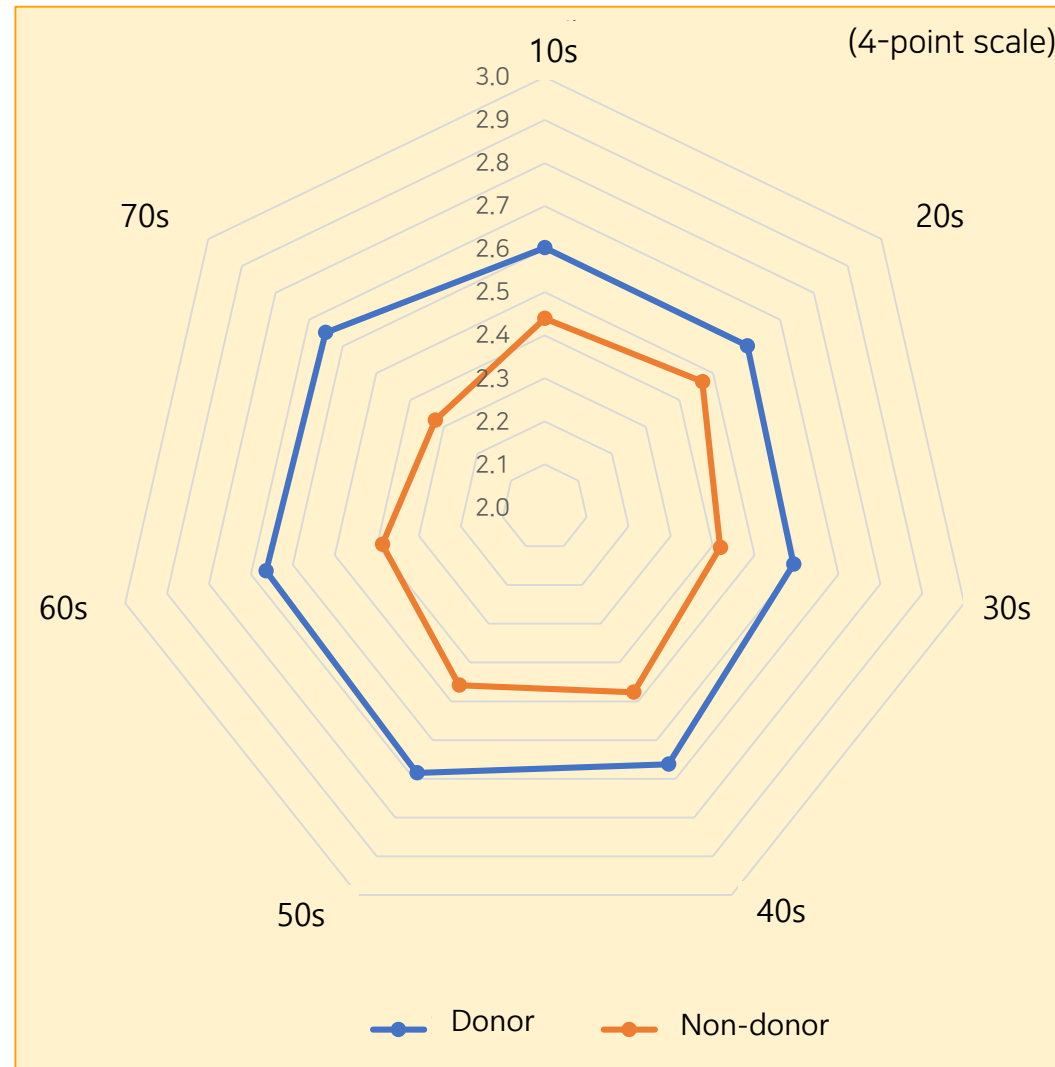
Age	Donor	Non-donor
10s	3.00	2.68
20s	2.74	2.48
30s	2.74	2.25
40s	2.82	2.32
50s	2.83	2.48
60s	2.86	2.56
70s	2.93	2.48
Total	2.81	2.44



*Statistically significant

Level of Trust in Society of Donors & Non - donors by Age Group*

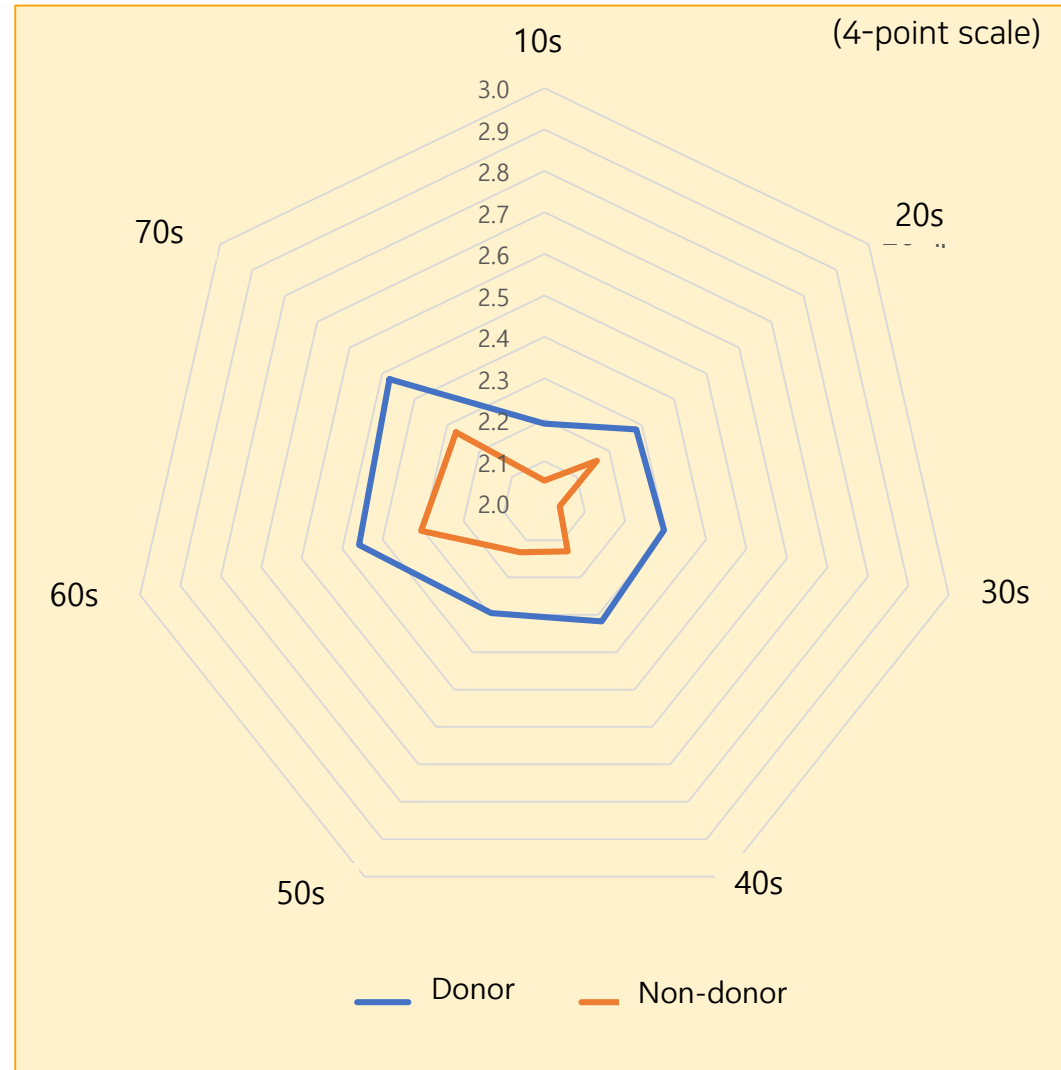
Age	Donor	Non-donor
10s	2.60	2.43
20s	2.60	2.46
30s	2.59	2.41
40s	2.66	2.47
50s	2.68	2.45
60s	2.66	2.38
70s	2.65	2.32
Total	2.64	2.43



*Statistically significant

Level of Trust in Institutions of Donors & Non - donors by Age Group*

Age	Donor	Non-donor
10s	2.19	2.05
20s	2.28	2.16
30s	2.29	2.03
40s	2.31	2.12
50s	2.29	2.13
60s	2.45	2.30
70s	2.47	2.27
Total	2.33	2.16



*Statistically significant

Question 2.

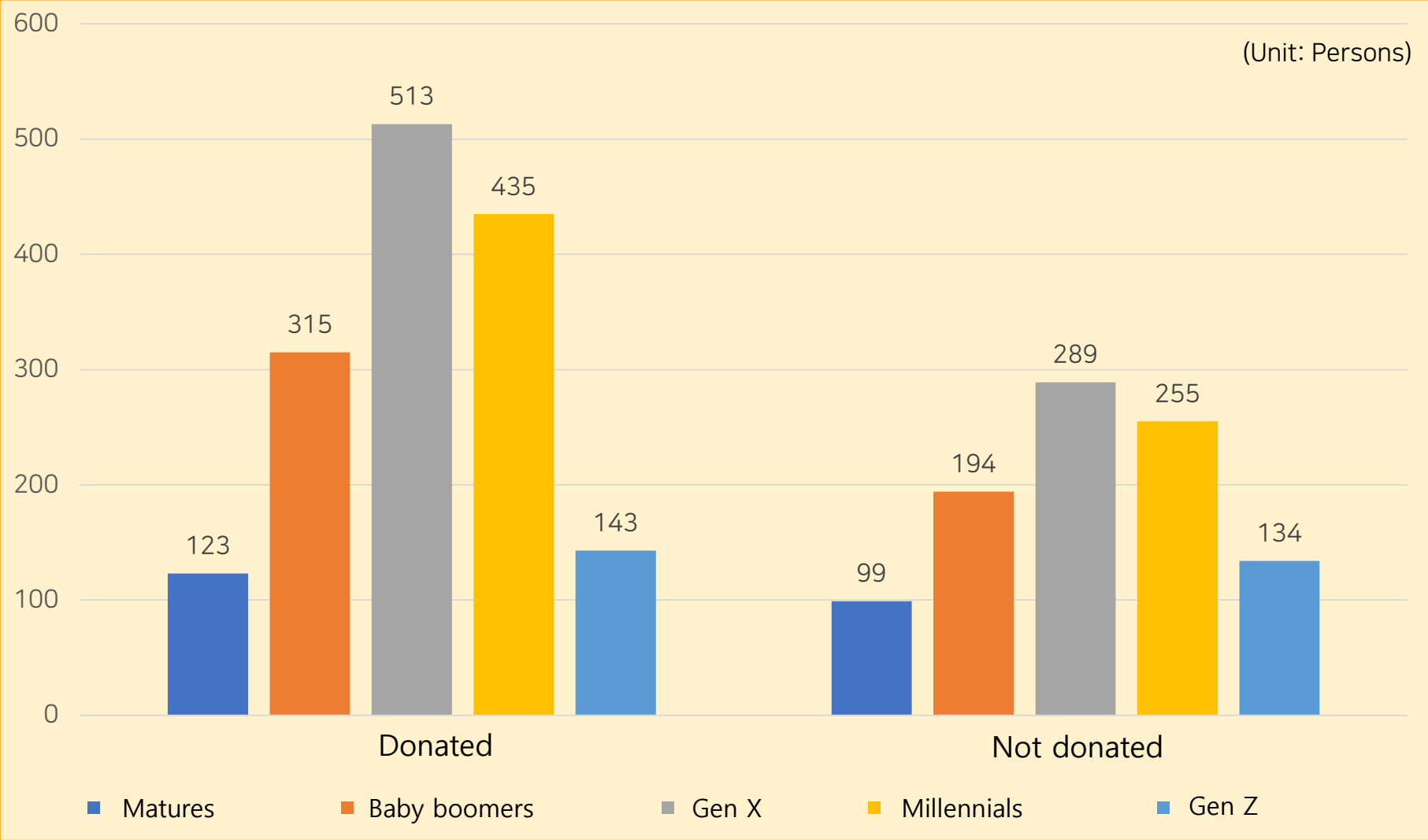
Are there differences in giving behavior based on generational characteristics?

	South Korea (Giving Korea)	USA
1	Matures (Before 1954)	Matures (Before 1946)
2	Baby boomers (1955-64)	Baby boomers (1946-1964)
3	Gen X (1965-1980)	Gen X (1965-1980)
4	Millennials (1981-1995)	Millennials (1981-1995)
5	Gen Z (After 1996)	Gen Z (After 1995)

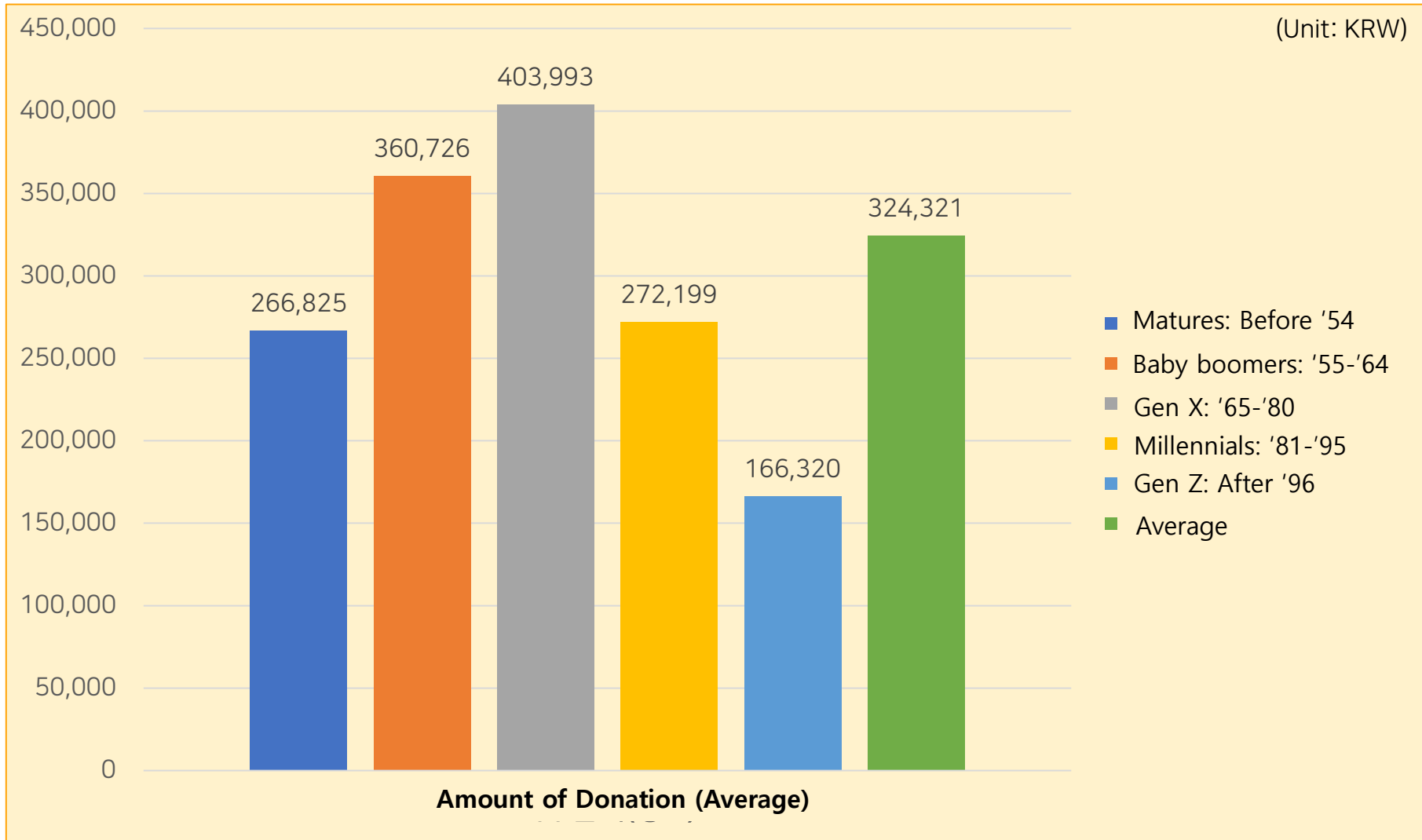
Rate of Participation in Giving by Generation

Generation		Not donated	Donated	Total
Matures: Before 1954	Frequency	99	123	222
	%	44.6	55.4	100
Baby boomers: 1955-1964	Frequency	194	315	509
	%	38.1	61.9	100
Gen X: 1965-1980	Frequency	289	513	802
	%	36.0	64.0	100
Millennials: 1981-1995	Frequency	255	435	690
	%	37.0	63.0	100
Gen Z: After 1996	Frequency	134	143	277
	%	48.4	51.6	100
Total	Frequency	971	1,529	2,500
	%	38.8	61.2	100
		$\chi^2=17.497^{**}$		

Participation in Giving by Generation

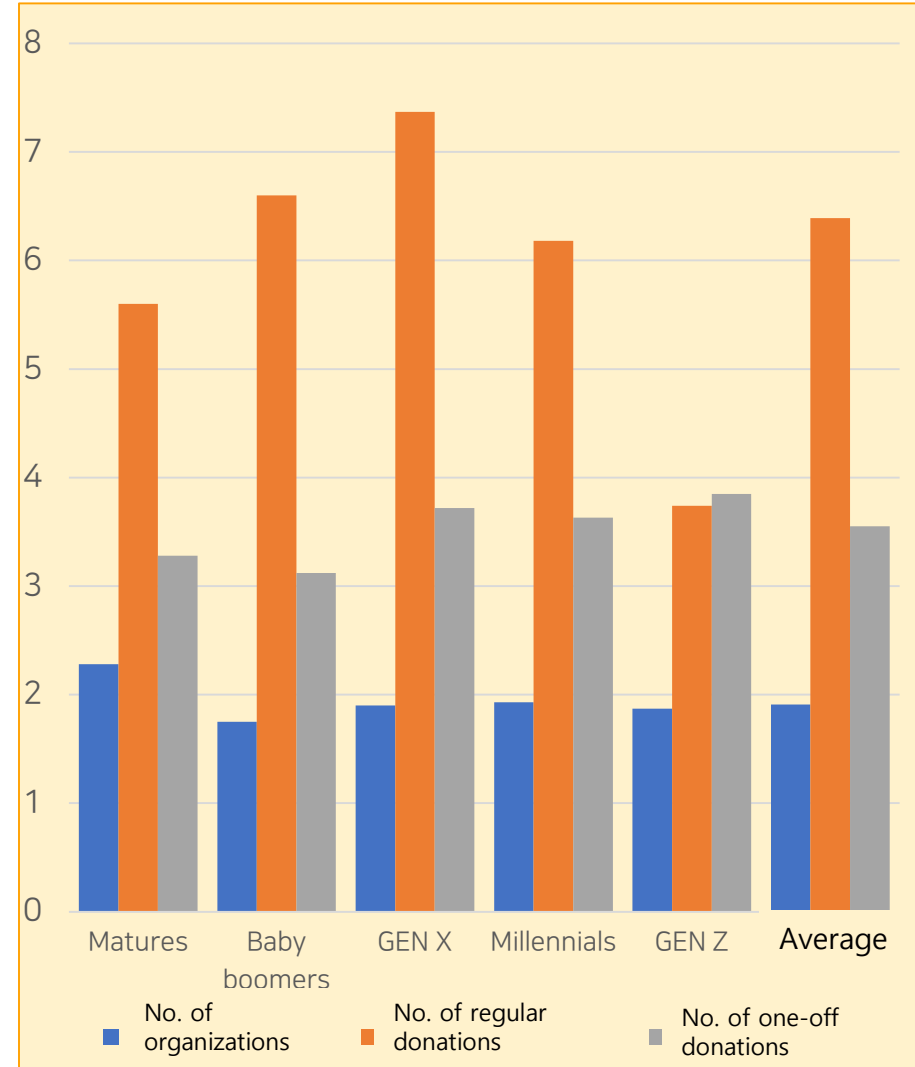


Amount of Donation by Generation



Number of Recipient Organizations & Type of Donation by Generation

Generation	N	No. of organizations	No. of regular donations	No. of one-time donations
Matures: Before 1954	222	2.28	5.6	3.28
Baby boomers: 1955-1964	509	1.75	6.6	3.12
Gen X: 1965-1980	802	1.9	7.37	3.72
Millennials: 1981-1995	690	1.93	6.18	3.63
GenZ: After 1996	277	1.87	3.74	3.85
Average		1.91	6.39	3.55
		F=25.703	F=4.037**	F=.336

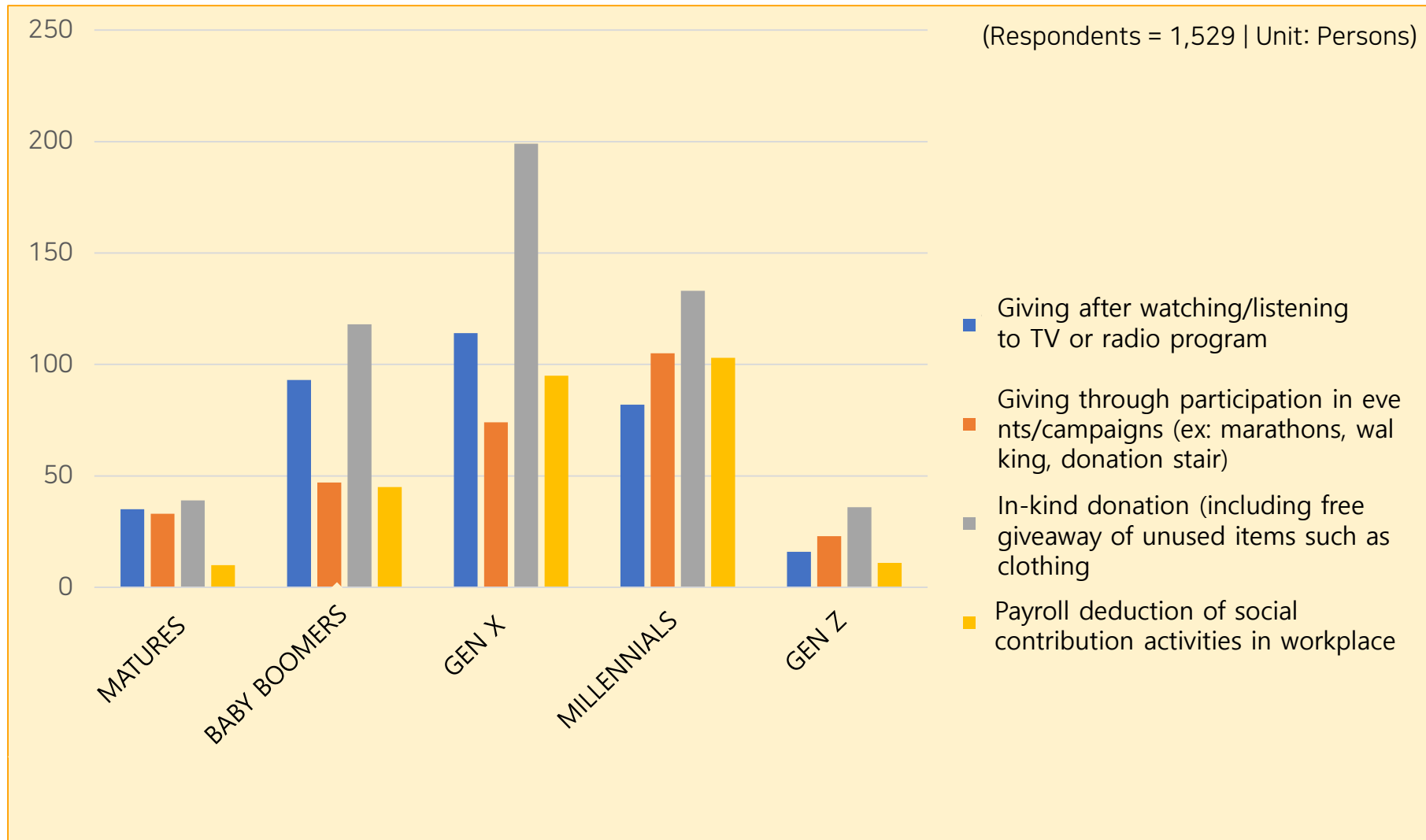


Area of Giving by Generation

(Unit: Persons)

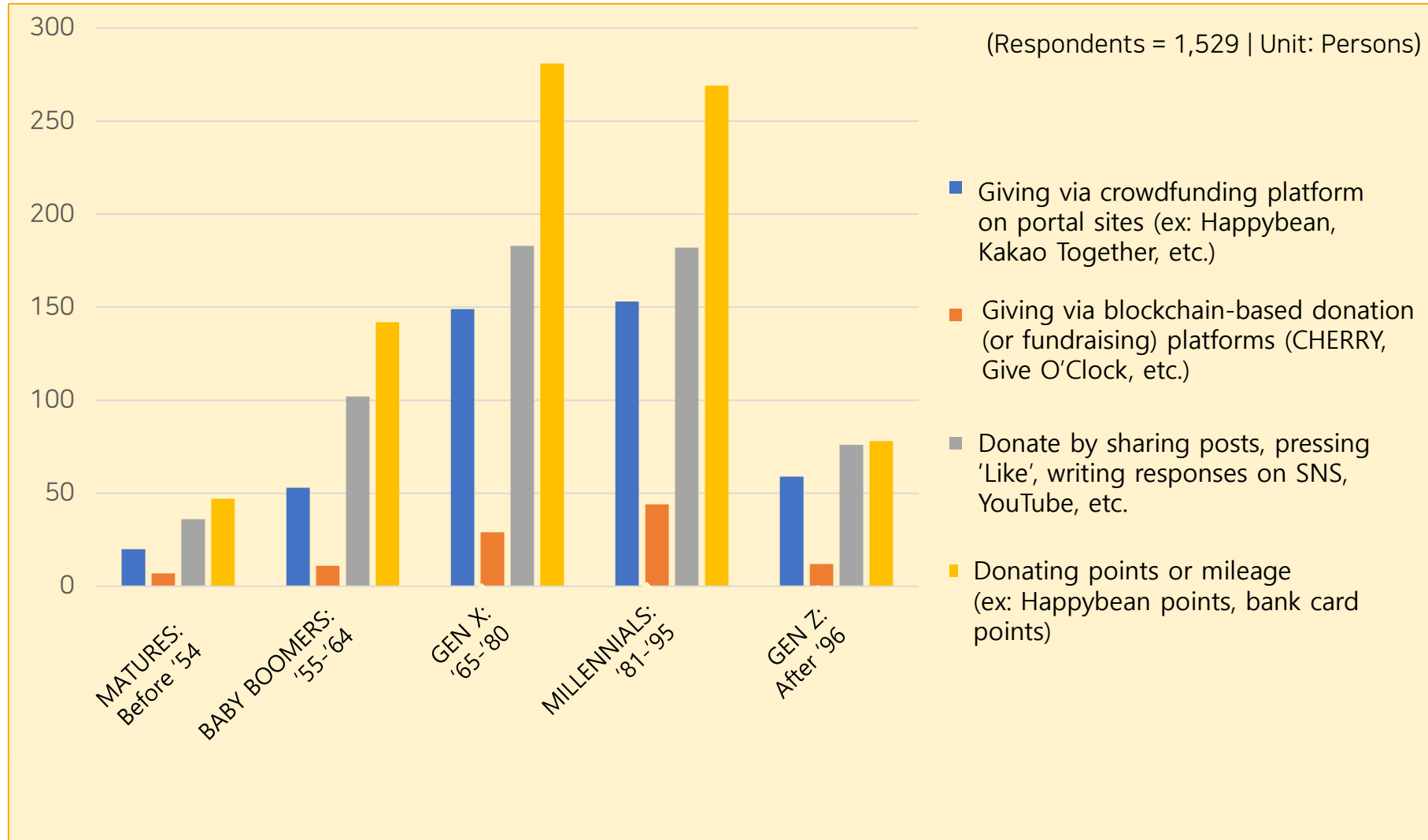
Area of Giving	MATURES: Before 1954	BABY BOOMERS: 1955-1964	GEN X: 1965-1980	MILLENNIALS: 1981-1995	GEN Z: After 96	Total
Social welfare/charity	99	252	425	345	108	1,229
Overseas medical support/disaster relief	37	90	164	134	54	479
Education (elementary/middle/high school, university, etc.)	12	28	50	53	20	163
Medicine (hospitals, etc.)	13	24	55	75	26	193
Culture & arts (art, museum, etc.)	4	16	16	42	15	93
NGO (social rights & interests organization, etc.)	30	72	126	118	45	391
Environment/Climate change	25	55	106	112	44	342
Animal protection	12	40	67	106	45	270
Development of region (library, community, etc.)	20	42	46	52	11	171
Other	4	5	17	13	1	40

Mode of Participation in Giving by Generation : Traditional Method*



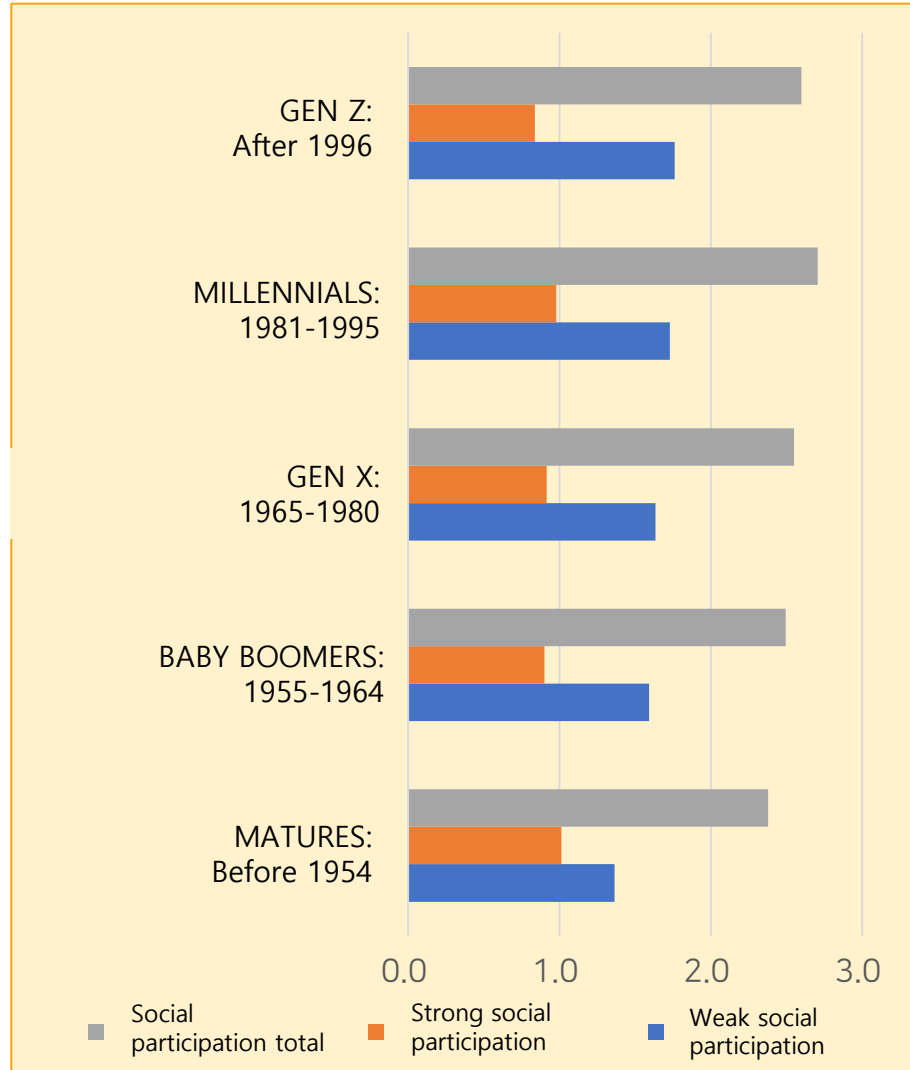
*Statistically significant

Participation Method by Generation : Latest Method*



*Statistically significant

Level of Social Participation by Generation *

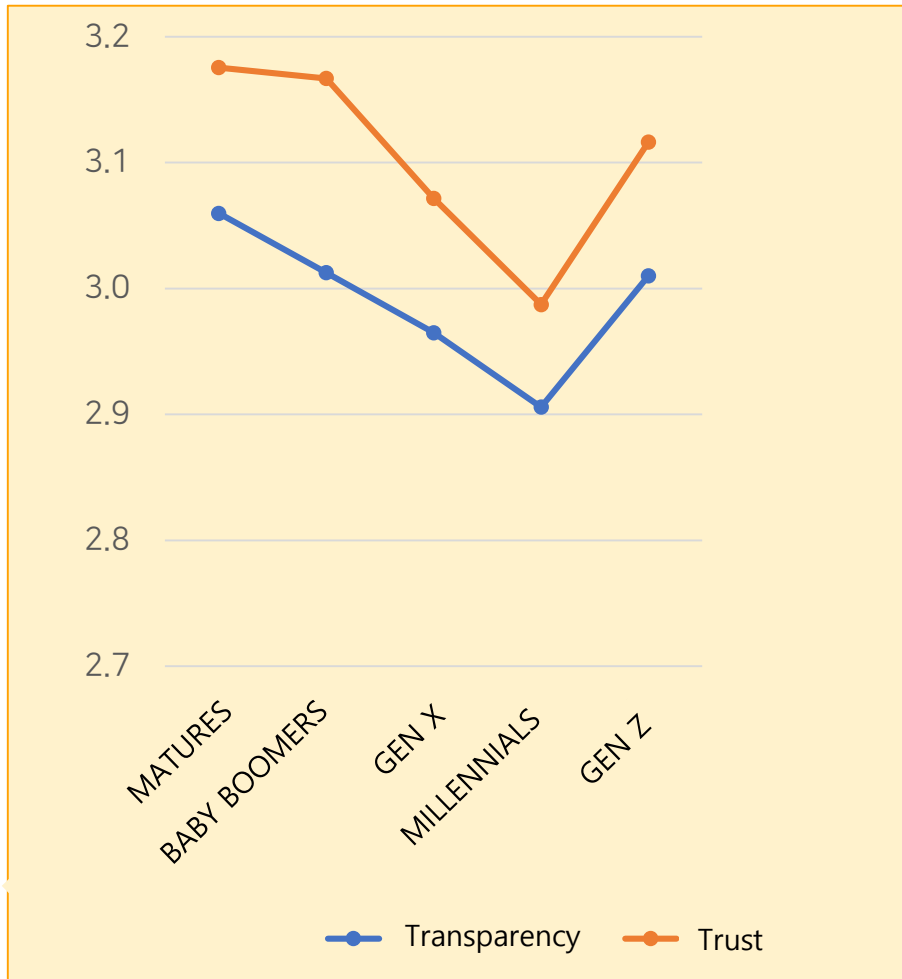


(No. of cases | Respondents = 2,500)

Generation	Weak participation	Strong participation	Participation total
Matures: Before 1954	1.36	1.01	2.37
Baby boomers: 1955-1964	1.59	.90	2.49
Gen X: 1965-1980	1.63	.91	2.55
Millennials: 1981-1995	1.72	.97	2.70
Gen Z: After 1996	1.76	.83	2.59
Total	1.64	.93	2.57
	F=3.891**	F=0.766	F=1.109

*Statistically significant

Transparency & Level of Trust in Charitable Organization by Generation *



(4-point scale | Respondents = 1,908)

Generation	Transparency	Level of Trust
Matures: Before 1954	3.05	3.17
Baby boomers: 1955-1964	3.01	3.16
Gen X: 1965-1980	2.96	3.07
Millennials: 1981-1995	2.90	2.98
Gen Z: After 1996	3.01	3.11
Total	2.97	3.08
	F=4.095**	F=7.678***

*Statistically significant

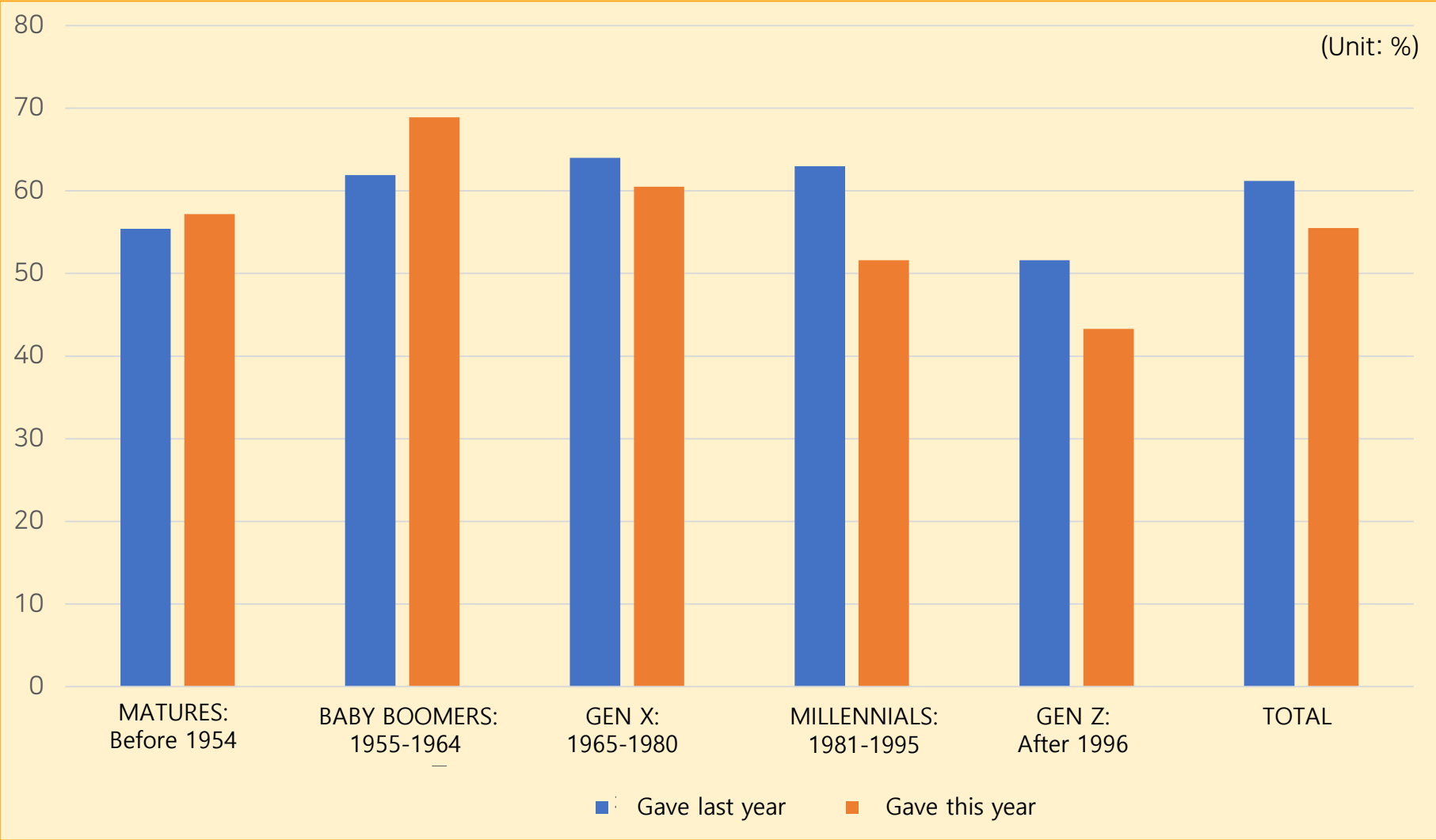
Fluctuations of Giving Over 22 Years by Generation

Generation	N	Decrease	Same	Increase
Matures: Before 1954	222	32 (16.0%)	162 (8.3%)	28(8.2%)
Baby boomers: 1955-1964	509	44 (22.0%)	406 (20.7%)	59(11.6%)
Gen X: 1965-1980	802	59 (29.5%)	656 (33.5%)	87(25.5%)
Millennials: 1981-1995	690	41 (20.5%)	539 (27.0%)	120(35.2%)
Gen Z: After 1996	277	24 (12.0%)	206 (10.5%)	47(13.8%)
Total	2,500	200 (100.0%) (8.0%)	1,959 (100.0%) (78.4%)	342(100.0%) (13.6%)
		$\chi^2=34.566^{***}$		

Intention to Give & Volunteer Experience by Generation

Generation	N	Giving experience	Intention to give	Volunteer experience
Matures: Before 1954	222	124 (55.4%)	127 (57.2%)	41 (18.5%)
Baby boomers: 1955-1964	509	315 (61.9%)	300 (68.9%)	96 (18.9%)
Gen X: 1965-1980	802	513 (64.0%)	485 (60.5%)	120 (15.0%)
Millennials: 1981-1995	690	435 (63.0%)	356 (51.6%)	89 (12.9%)
Gen Z: After 1996	277	143 (51.6%)	120 (43.3%)	70 (25.3%)
Total	2,500	1,529 (61.2%)	1,388 (55.5%)	416 (16.6%)
		$\chi^2=17.497^{**}$	$\chi^2=31.633^{***}$	$\chi^2=25.810^{***}$

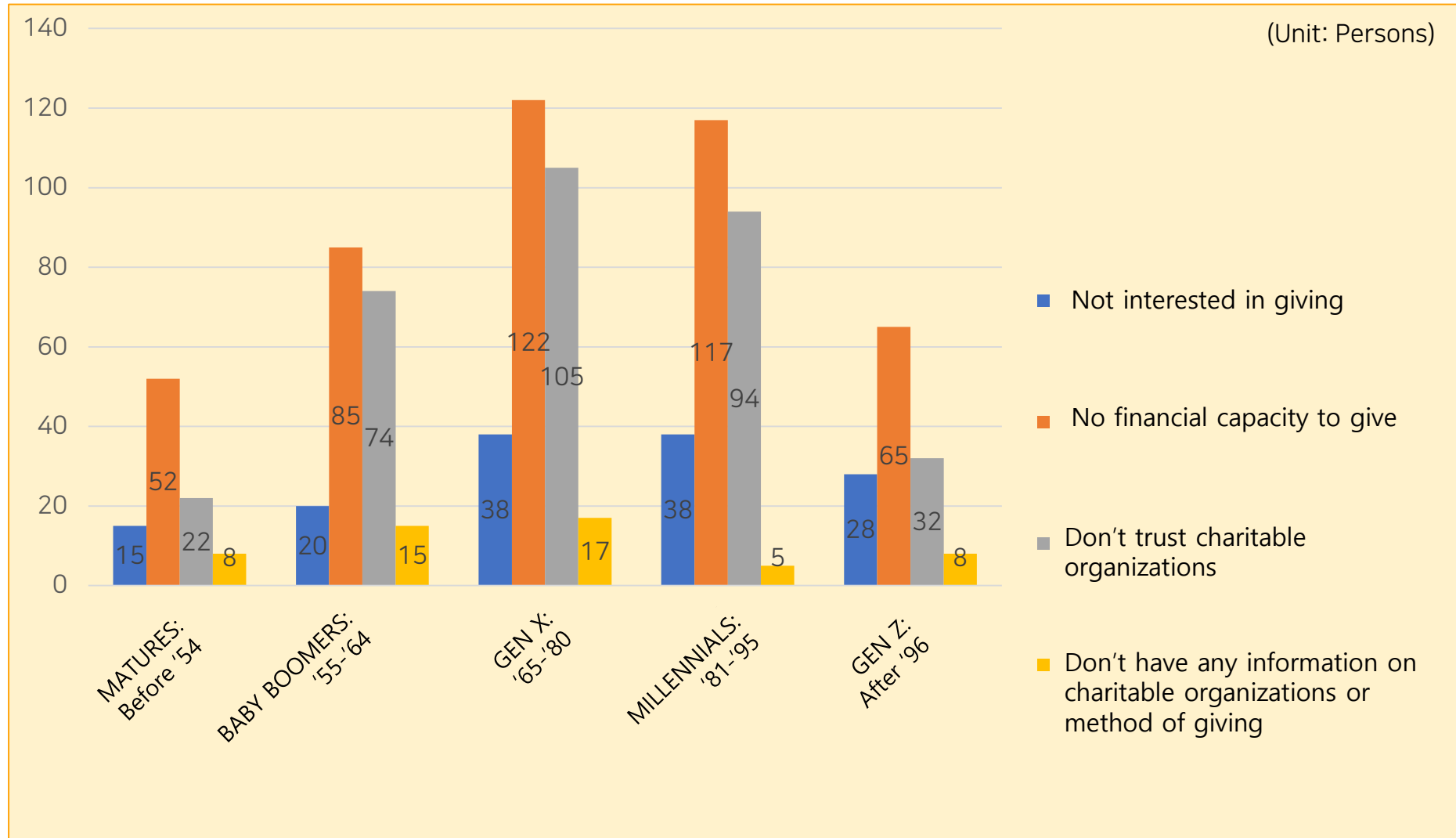
Giving Experience & Intention to Give by Generation



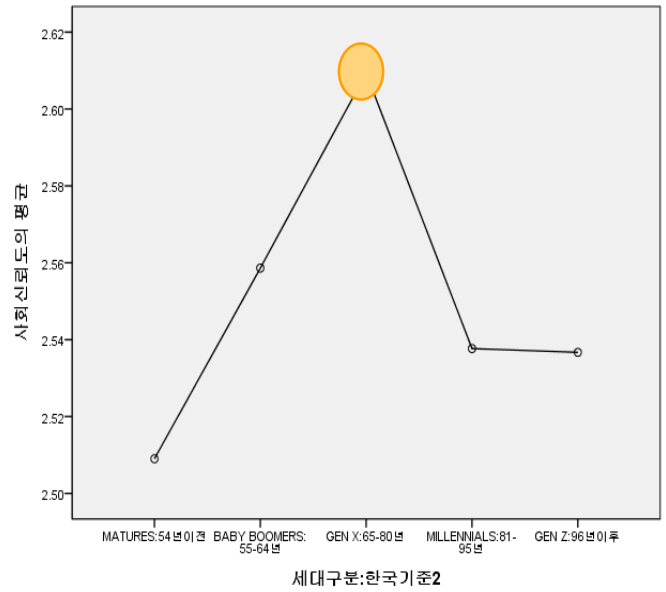
Expectation to Give by Generation : Difference Between Last Year & This Year



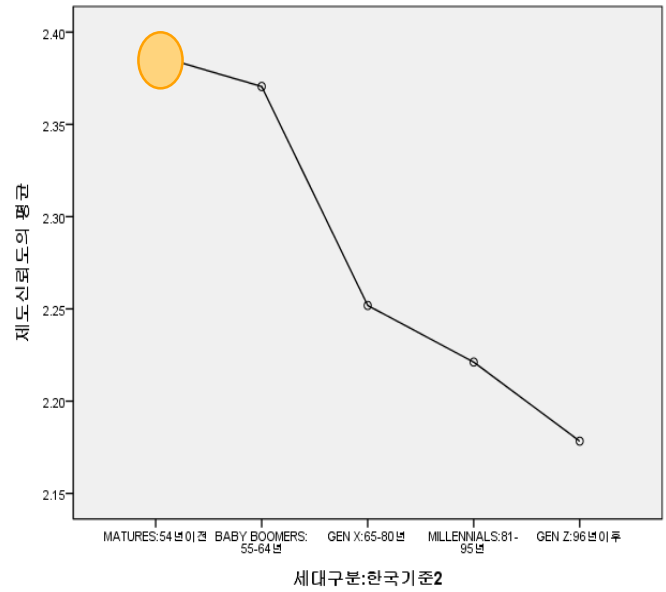
Reasons for Non-donors by Generation



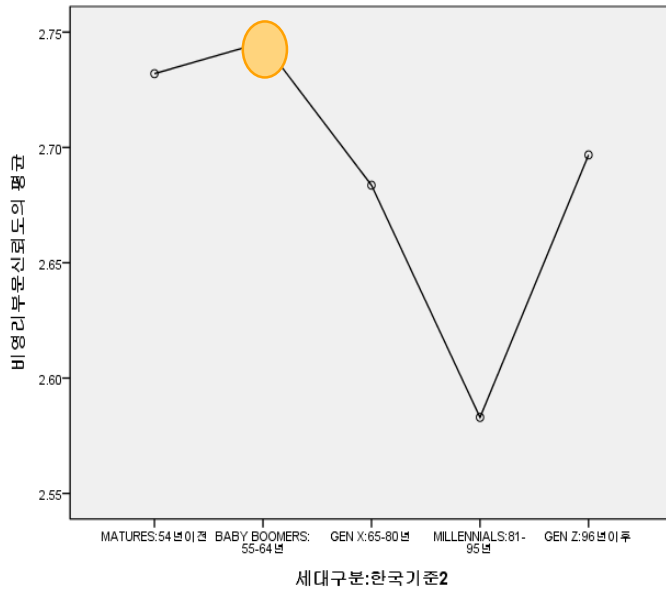
Difference in Level of Trust by Generation *



Trust in society:
Gen X



Trust in institution:
Matures



Trust in nonprofit sector:
Baby boomers

*Statistically significant

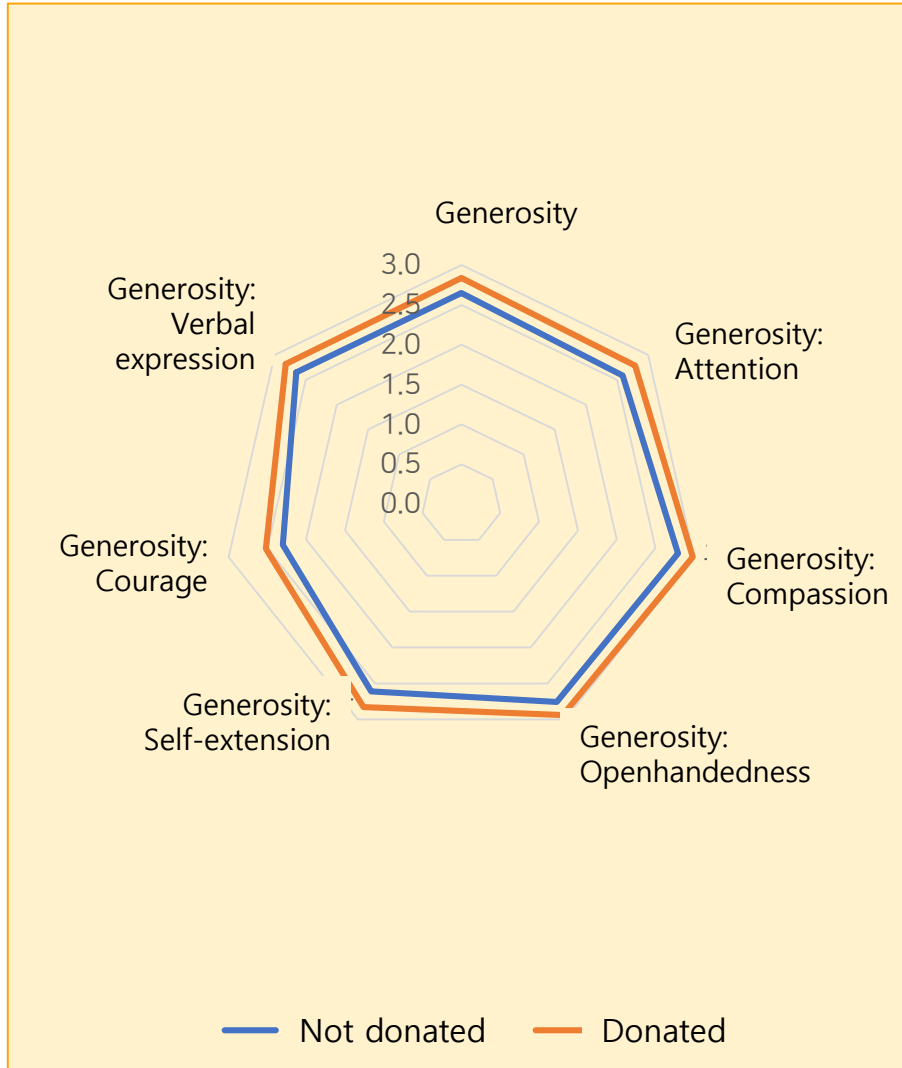
Question 3.

To what extent does
'generosity' explain giving
behavior?

What is 'generosity'?

- Have a big and understanding heart (Standard Korean Dictionary)
- A willingness to give help or support, esp. more than is usual or expected (Cambridge Dictionary)

Generosity of Donors & Non - donors*



(4-point scale)

		N	Ave.	S.D.
GENEROSITY	Yes	1,529	2.84	.39
	No	971	2.65	.42
GE: ATTENTION	Yes	1,529	2.79	.50
	No	971	2.59	.53
GE: COMPASSION	Yes	1,529	2.98	.51
	No	971	2.79	.57
G: OPENHANDEDNESS	Yes	1,529	2.94	.52
	No	971	2.76	.56
GE: SELF-EXTENSION	Yes	1,529	2.83	.53
	No	971	2.61	.56
GE: COURAGE	Yes	1,529	2.52	.73
	No	971	2.30	.66
GE: VERBAL EXPRESSION	Yes	1,529	2.82	.65
	No	971	2.65	.67

*Statistically significant

Correlation with Variables related to Helping in Generosity

Generosity (N=2,500)		
Participation in giving	.230***	
Participation in volunteering	.171***	
Unofficial support	Blood donation	.163***
	In-kind	.232***
	Cash	.274***
	Emotional support	.235***
	Help stranger	.234***

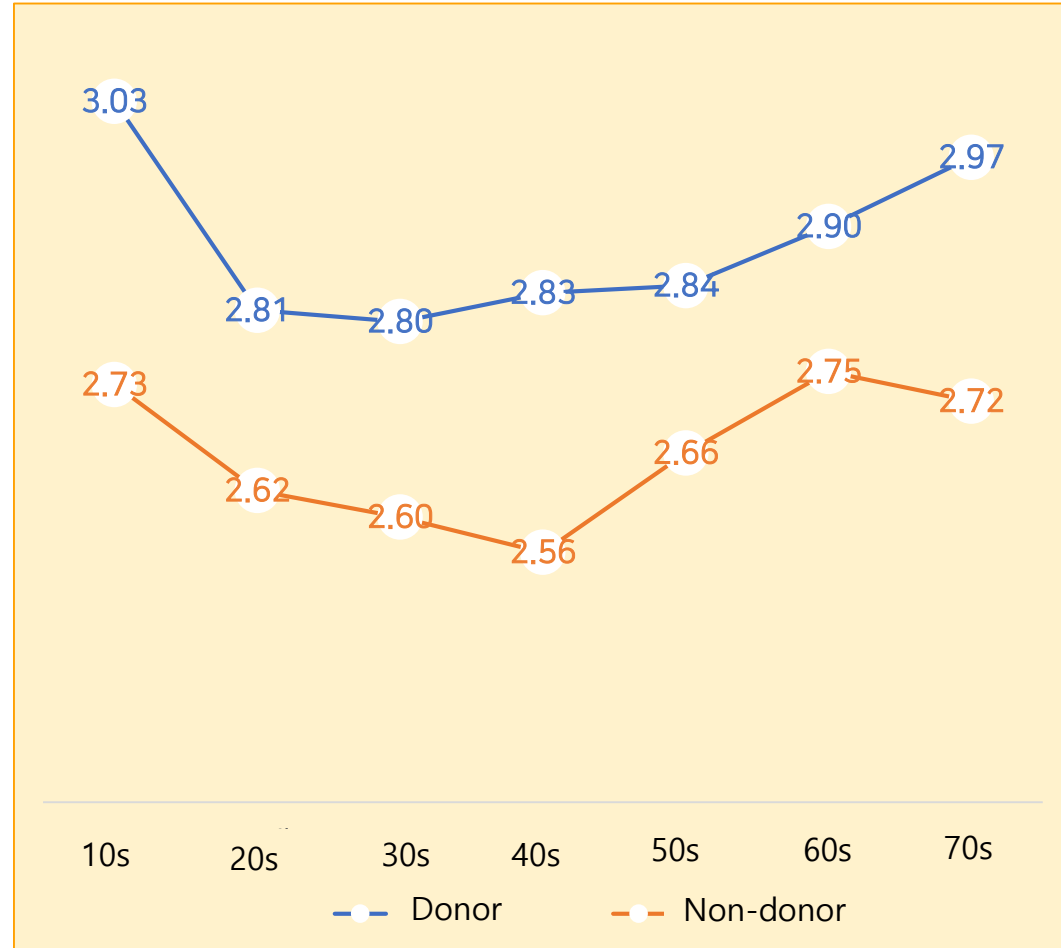
(Unit: Persons)

Frequency of unofficial support	Donate blood	In-kind	Cash	Emotional support	Help stranger
Don't do it	1,591	764	978	463	1,138
Once a year	424	476	561	366	587
2-3 times a year	235	670	600	801	468
Once a month	136	388	241	529	216
Once a week	98	115	90	212	65
More than once a week	16	96	30	129	26
Relationship with generosity	F=18.409** *	F=33.836** *	F=44.081** *	F=29.755** *	F=30.885** *

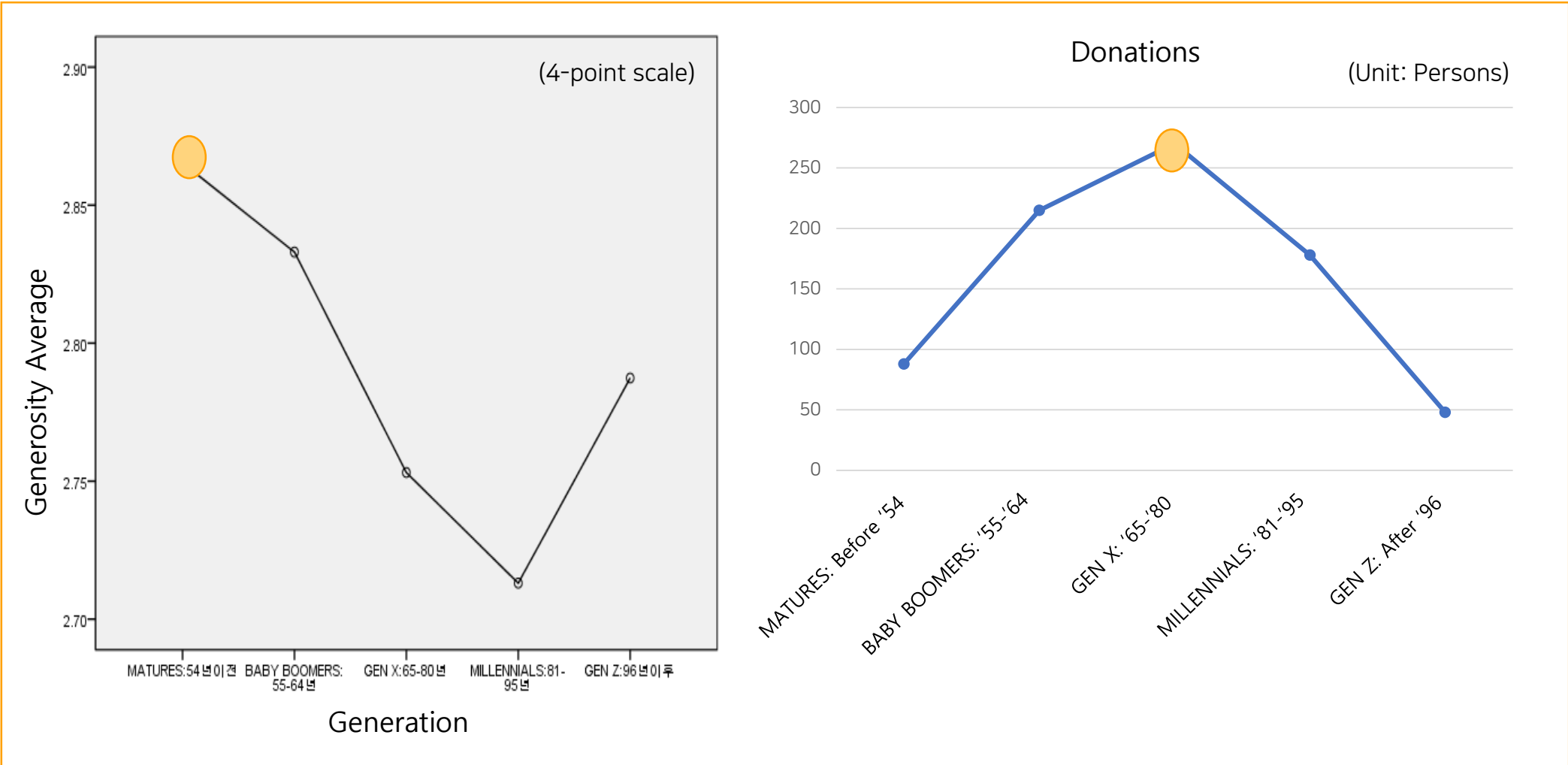
Generosity of Donors & Non - donors by Generation

(4-point scale)

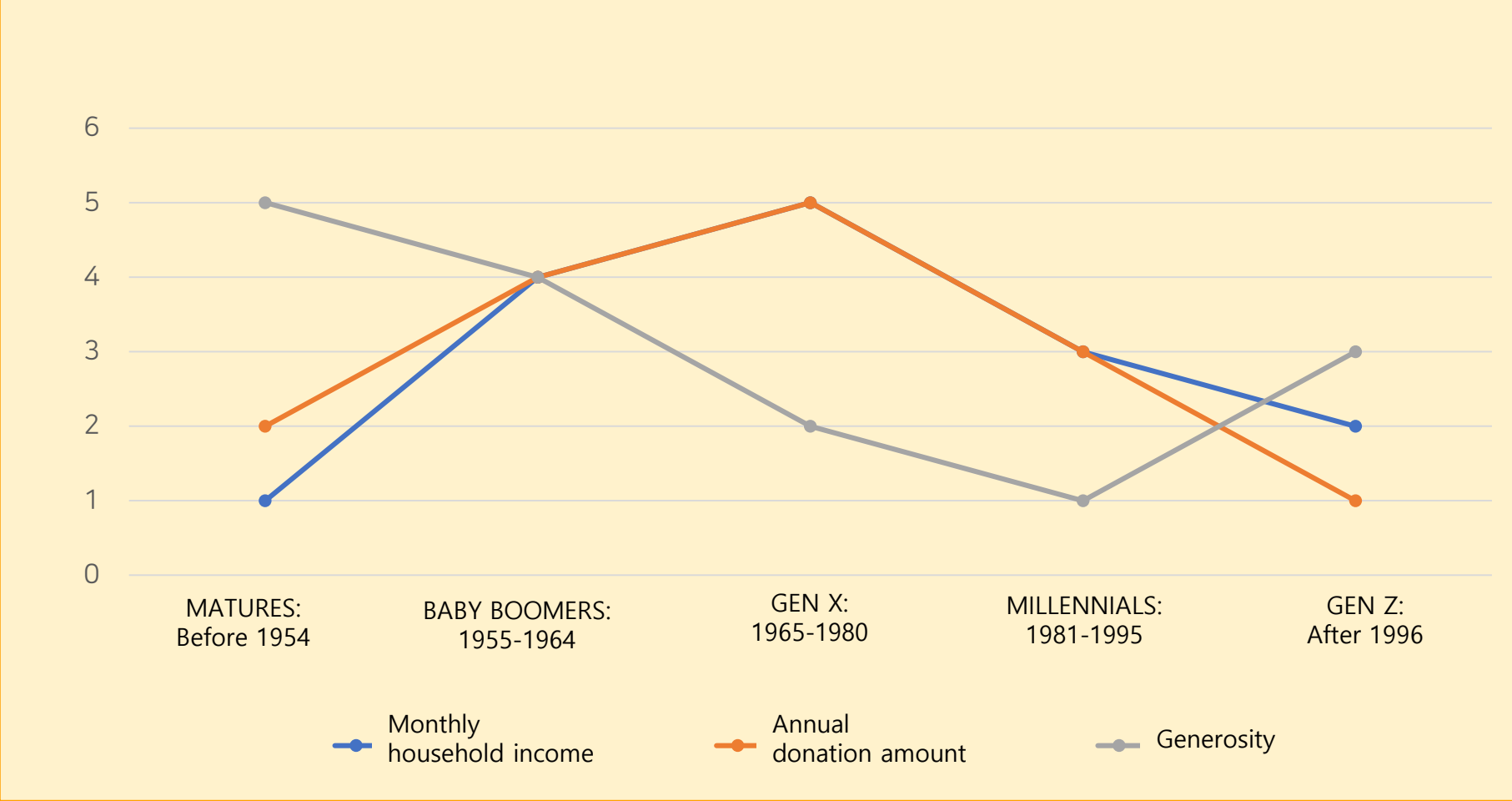
Age	Donor	Non-donor
10s	3.02	2.73
20s	2.81	2.62
30s	2.79	2.59
40s	2.82	2.55
50s	2.83	2.66
60s	2.89	2.74
70s	2.97	2.71
Total	2.84	2.65



Donors' Generosity & Donation Amount by Generation



Comparison of Ranks of Donors' Income, Donation Amount, Generosity by Generation



Summary & Implications

- South Korea's giving shows generational differences.
→ Change in area of interest for donation: Donors in their 20s~30s are more interested in areas related to animals and the environment.
- Approaches need to be made to the generation that showed less intent to give in 2022 than the generation with giving experience in 2021.
- In 2022, expect to see an increase in giving from baby boomers and decrease from Millennials.
- People in their 30s and 40s show a high donation rate but low volunteer rate. Reason for not giving: Need to examine level of trust in NPOs – there was a big difference between donors and non-donors in level of trust in NPOs
- In the case of the US, baby boomers and the previous generation donate the most. In South Korea, Millennials and Gen X donate the most.

Matures	Generous, Altruistic attitude, High social efficacy. Religion percentage high. Use internet a lot so use latest methods.
Baby boomers	Level of social trust is important, active social participation. Intent to give is high.
Gen X, Millennials	Leading generations in giving. Interested in their own children, hospitals, children. Emphasize level of trust in giving. Low levels of generosity and altruistic attitude.
Gen Z	Eyes open to giving after starting to participate in society. High levels of volunteering and generosity. Should carefully observe characteristics of their giving behavior.



Summary & Implications

- For Gen X and Millennials who consider social participation, level of trust, latest methods (each), transparency, etc. as major influencing factors for giving, it is necessary to have approaches that meet their needs to further increase their levels of giving in the future.
- Generosity is an important variable that has a high correlation with sharing behaviors.
- Generosity also showed significant correlations with religion and level of social participation.
- There is a high correlation between generosity and variables related to helping (giving, volunteering, unofficial support, etc.)
- But generosity and donation amount show opposing tendencies when analyzing generational characteristics.
- Use of internet (weak social participation), volunteer experience, etc. were verified as important variables on donation amount
- Unlike the US where generosity, religion, and income level have big influence on the decision to give, in South Korea, more than attitude or value variables (generosity, etc.), actual experience and action, level of trust and transparency of charitable organization seem to be important factors for consideration when deciding to give.
- It is necessary to make approaches based on an in-depth analysis of the factors that determine the giving behaviors of the donors by their characteristics.



An Analysis of Differences in Giving Behaviors by Types of Donations

Yeonhee Roh | Subcommittee on the Center on
Philanthropy, The Beautiful Foundation
Professor of Social Welfare, Catholic University of Korea

Main Questions

- Giving: Are there any differences based on gender, generation, and political affiliation?
- Are regular donors and one-time donors different?
- Are donors of major organizations and donors of small and medium-sized organizations different?





Question 1.

Giving: Are there any differences based on gender, generation, political affiliation?

Participation in Giving Based on Generation

There are differences between generations, but the Matures generation and Gen Z have low participation rates due to higher rates of economic inactivity.

Generational Differences		Not donated	Donated	Total
Matures: Before 1954	Frequency	99	123	222
	%	44.6	55.4	100
Baby boomers: 1955-1964	Frequency	194	315	509
	%	38.1	61.9	100
Gen X: 1965-1980	Frequency	289	513	802
	%	36.0	64.0	100
Millennials: 1981-1995	Frequency	255	435	690
	%	37.0	63.0	100
Gen Z: After 1996	Frequency	134	143	277
	%	48.4	51.6	100
Total	Frequency	971	1,529	2,500
	%	38.8	61.2	100

$\chi^2=17.497^{**}$

Participation in Giving Based on Gender

There is no significant difference in participation rate based on gender.

Gender		Not donated	Donated	Total
Women	Frequency	492	743	1,235
	%	39.8	60.2	100
Men	Frequency	476	784	1260
	%	37.8	62.2	100
Total	Frequency	968	1,527	2,495
	%	38.8	61.2	100
		$\chi^2=1.115$		

Participation in Giving Based on Political Affiliation

There is no significant difference in participation based on political affiliation (ideology).

Political Affiliation		Not donated	Donated	Total
Conservative	Frequency	256	391	647
	%	39.6	60.4	100
Center	Frequency	422	657	1,079
	%	39.1	60.9	100
Liberal	Frequency	221	419	640
	%	34.5	65.5	100
Total	Frequency	899	1,497	2,366
	%	38.0	62.0	100
		$\chi^2=4.508$		

Question 2.

Are regular donors and one-time donors different?

Types of Donations

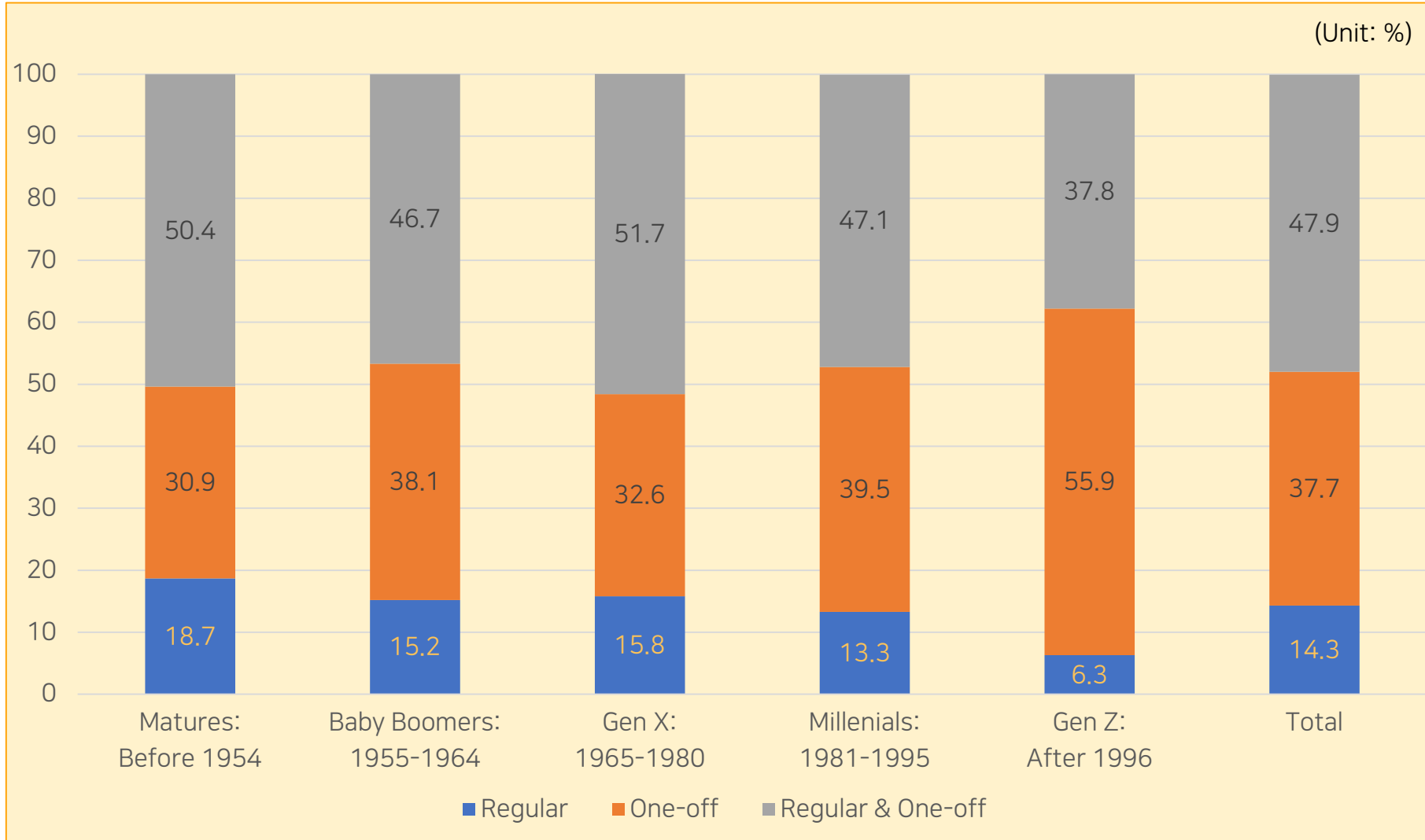
Types	Frequency (N)	Percentage (%)
Non-donor	971	38.8
Regular donor	219	8.8 (14.3)*
one-time donor	577	23.1 (37.7)*
Regular & one-time donor	733	29.3 (47.9)*
Total	2,500	100.0

* Percentage in () is based on 1,529 donors

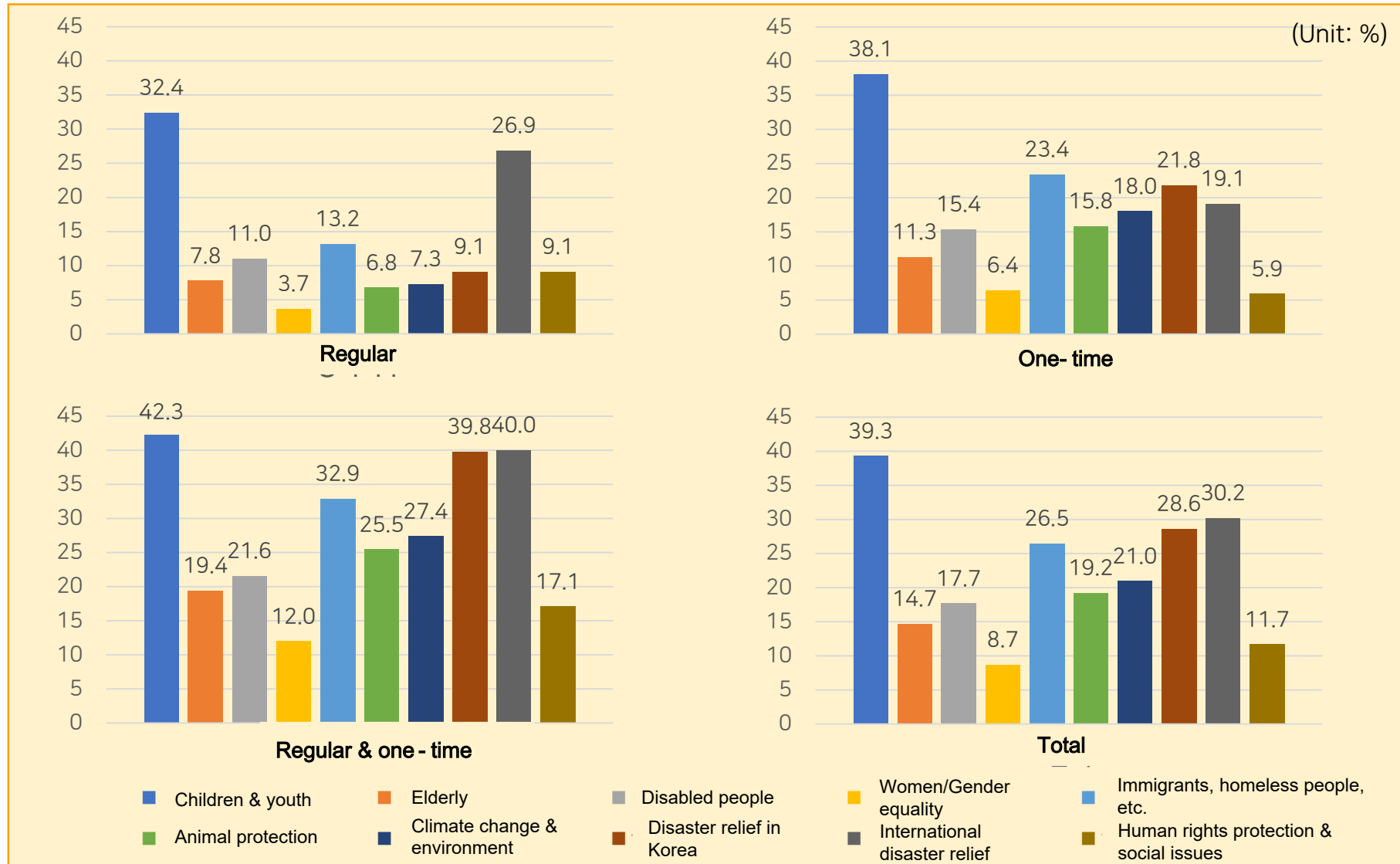
Donation Amount by Types of Donations

Type	N	Average (KRW)	S.D.	F
Regular donor	219	275,800.60	722,476.71	10.505***
one-time donor	577	127,306.59	698,155.85	
Regular & one-time donor	733	493,902.71	1,955,969.80	
Total	1,529	324,321.07	1,455,948.88	

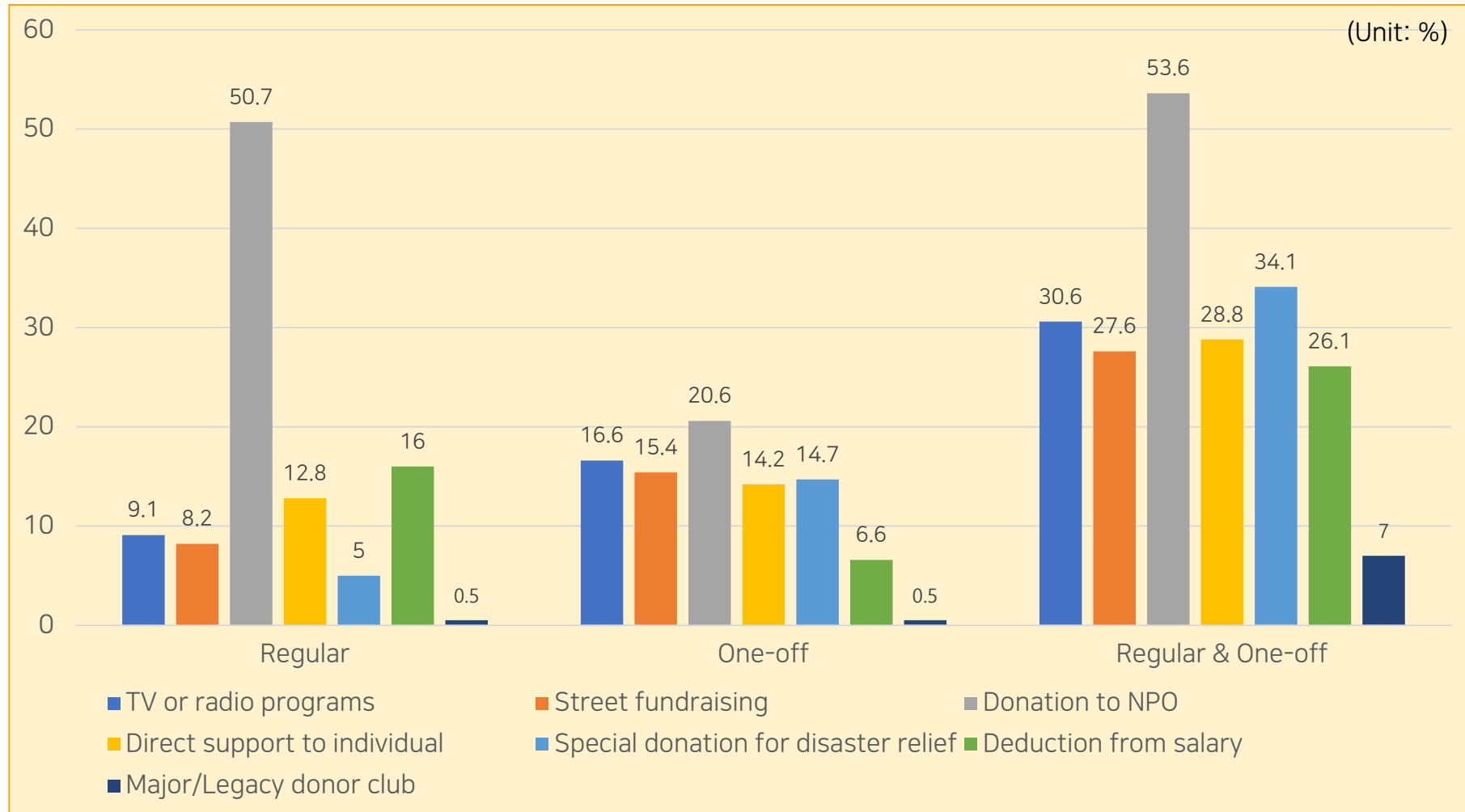
Distribution of Donations Types by Generation



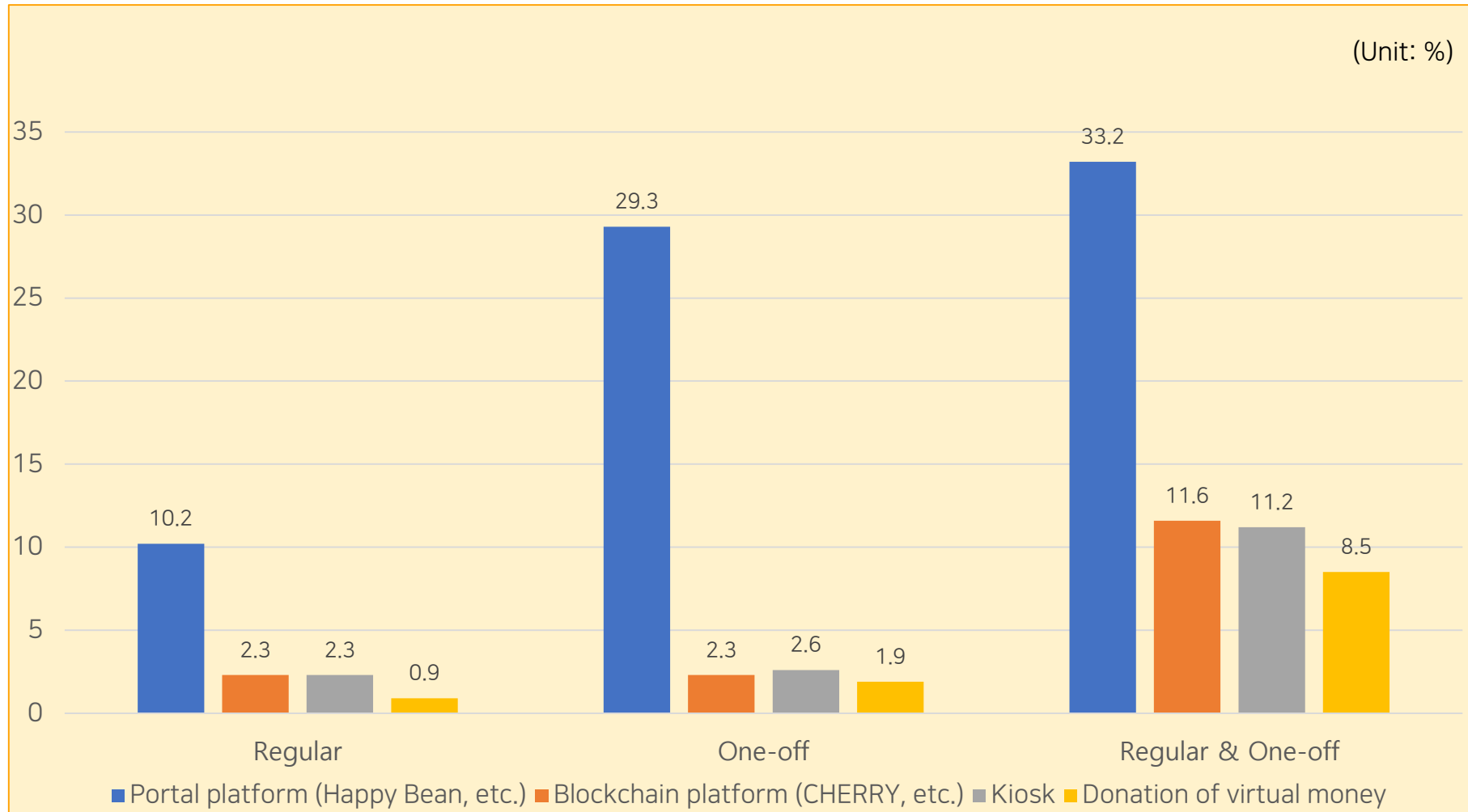
Area of Giving by Types of Donations



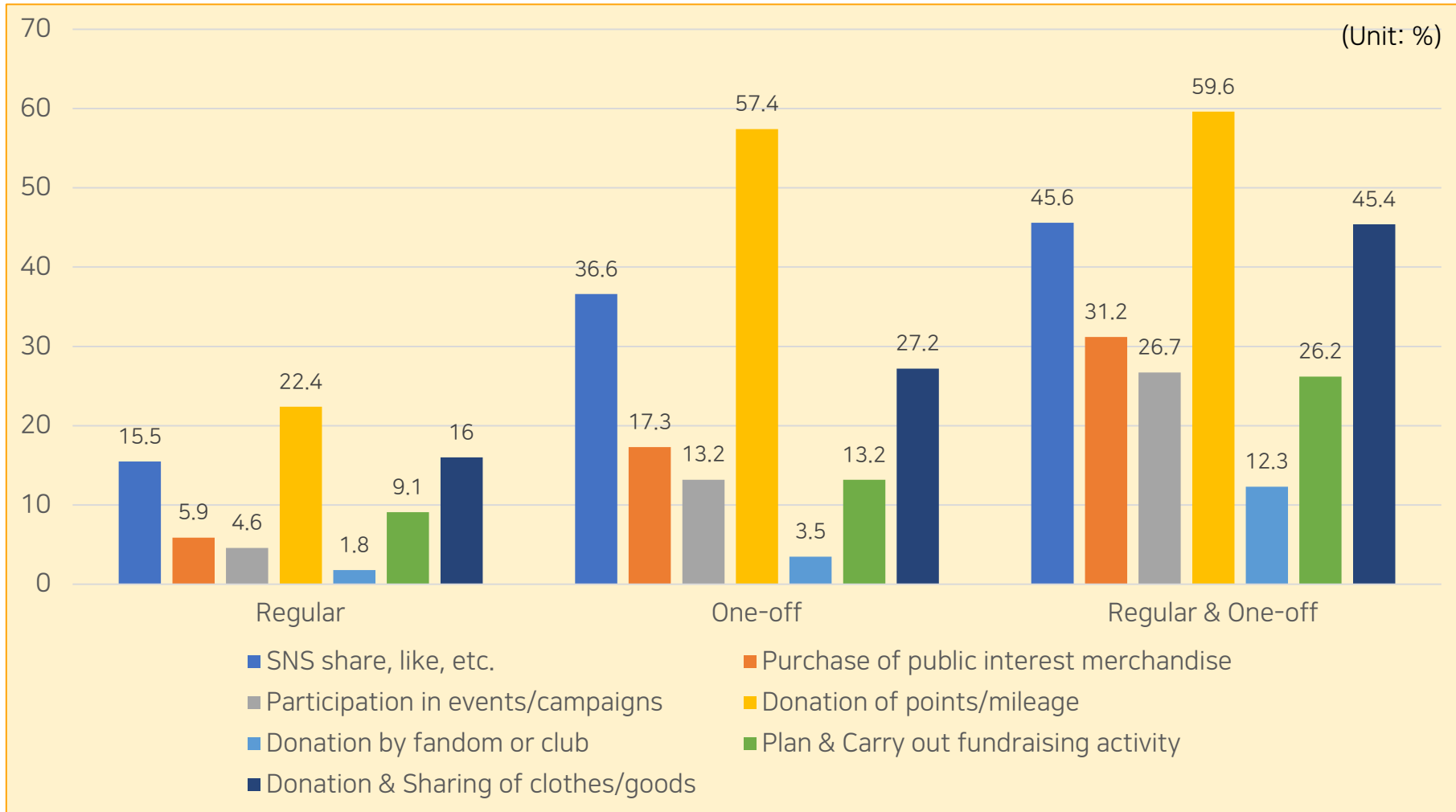
Participation Rate in Traditional Approaches by Types of Donations



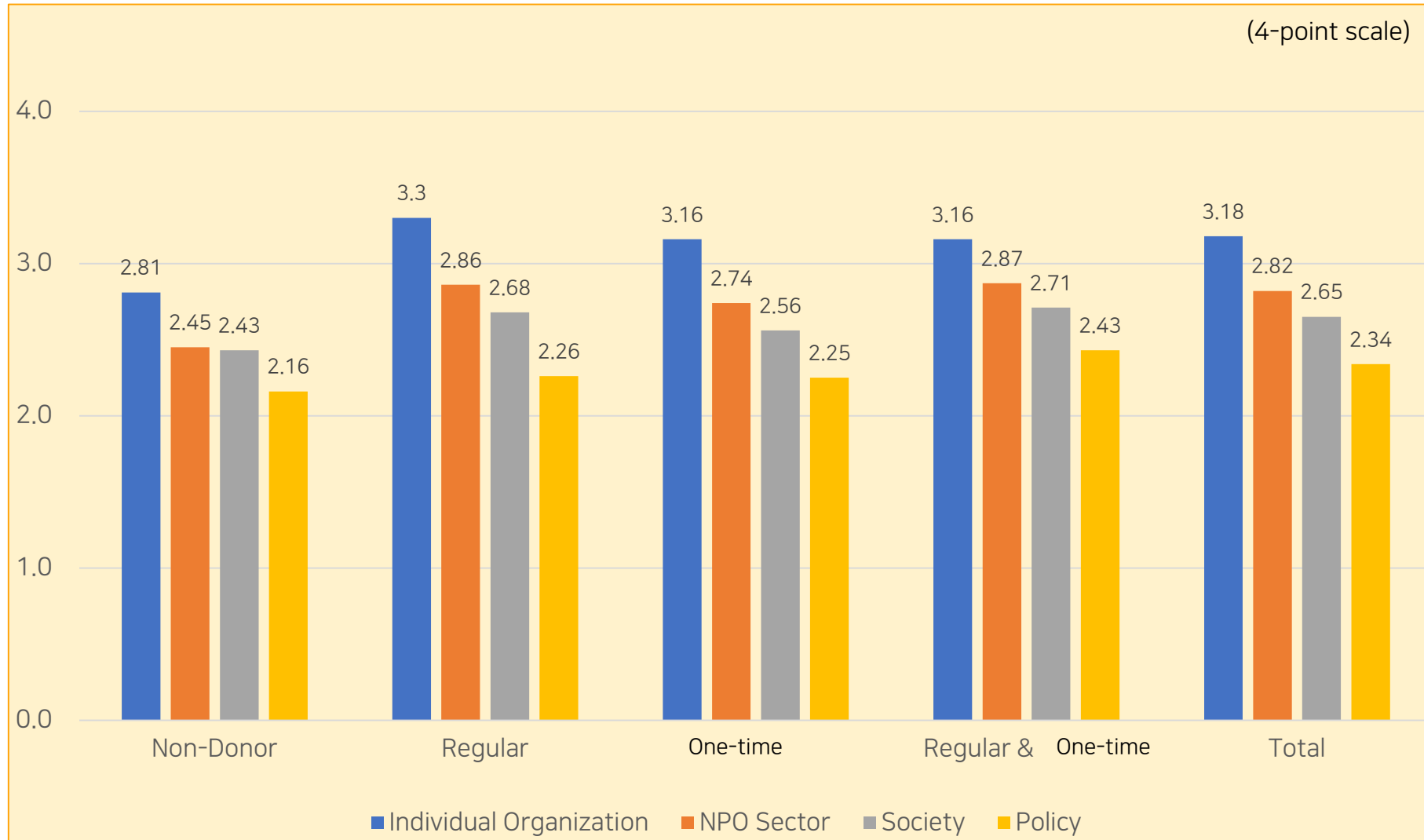
Participation Rate in Latest Methods by Types of Donations



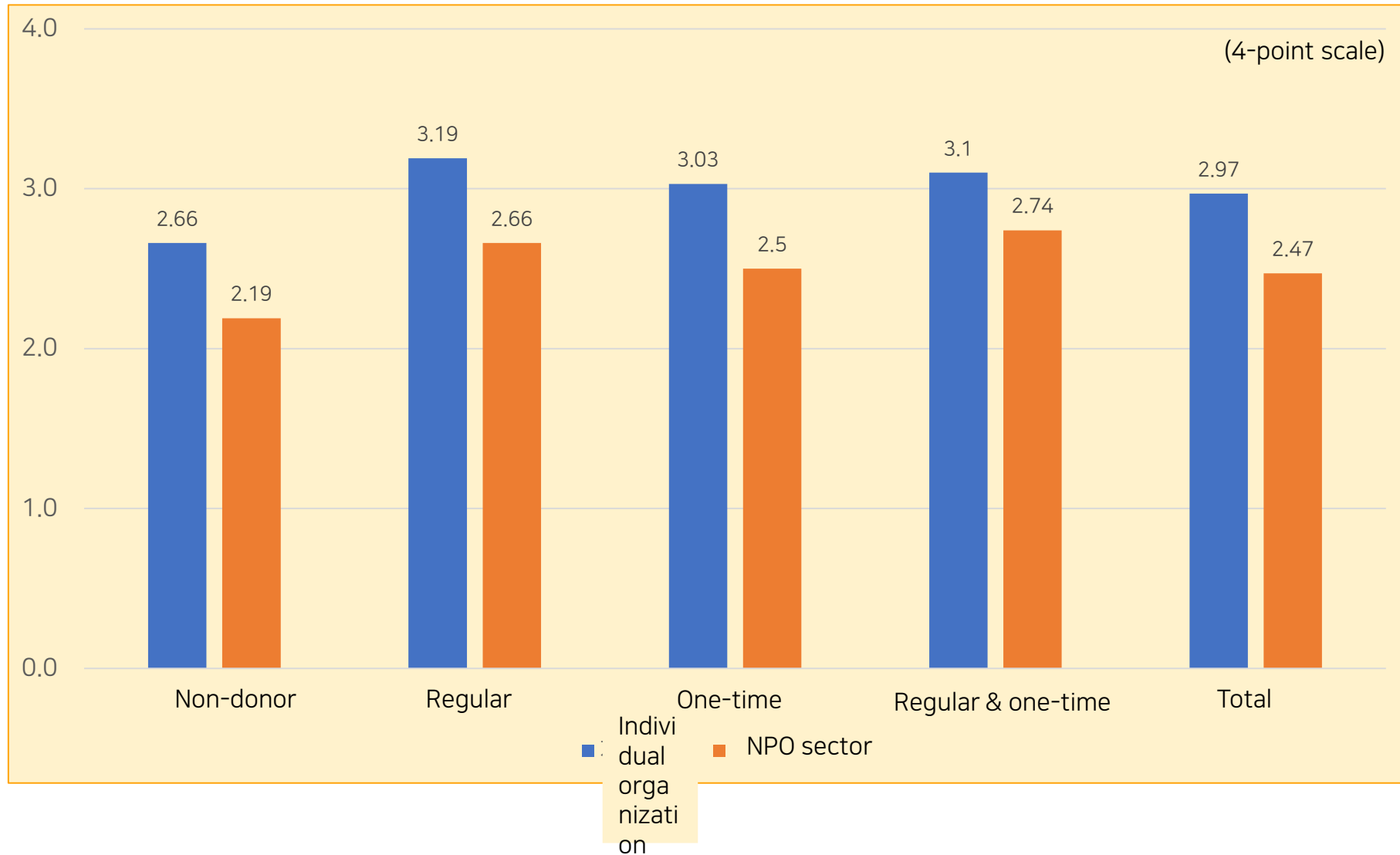
Participation Rate in Participation Methods by Types of Donations



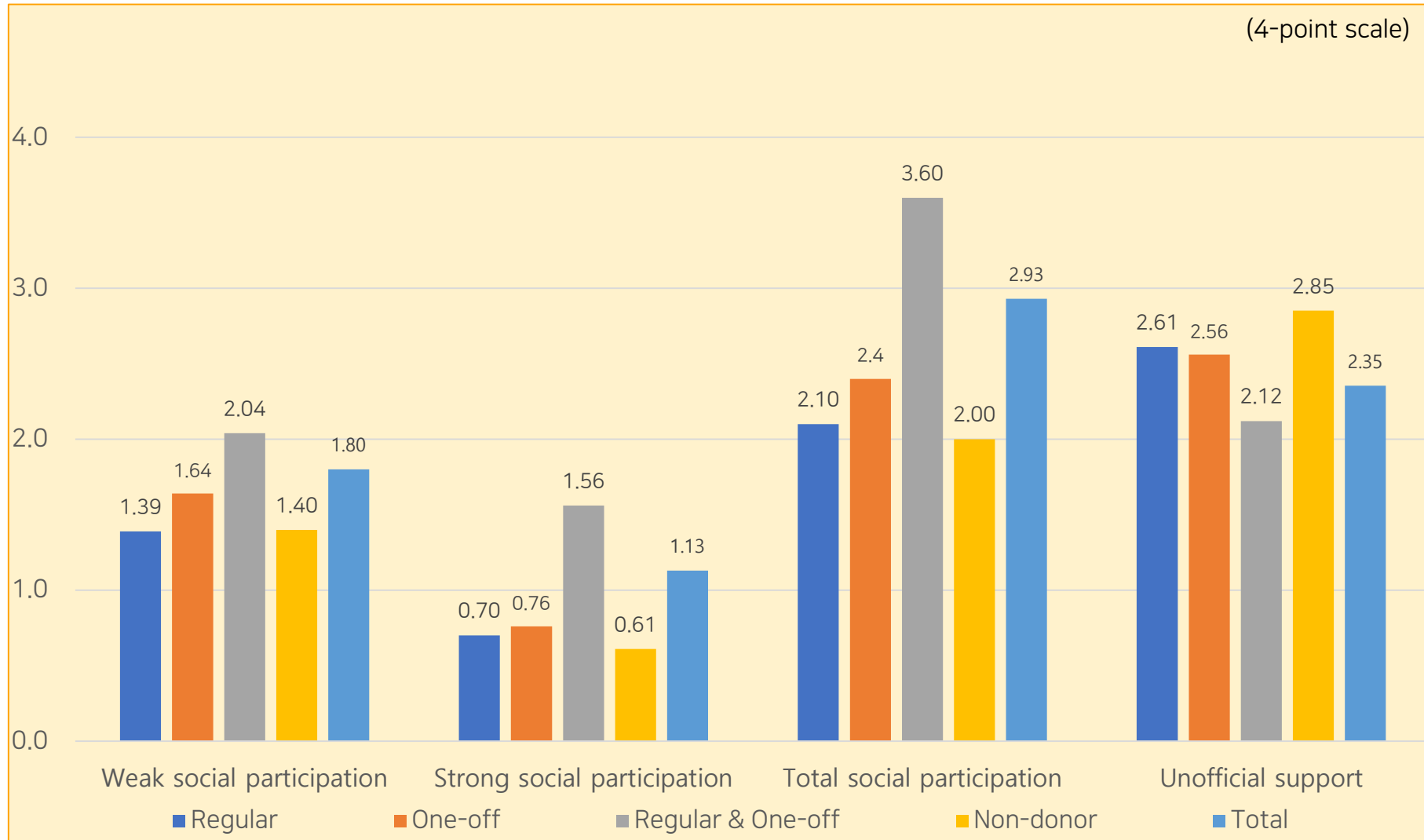
Level of Trust (General Public)



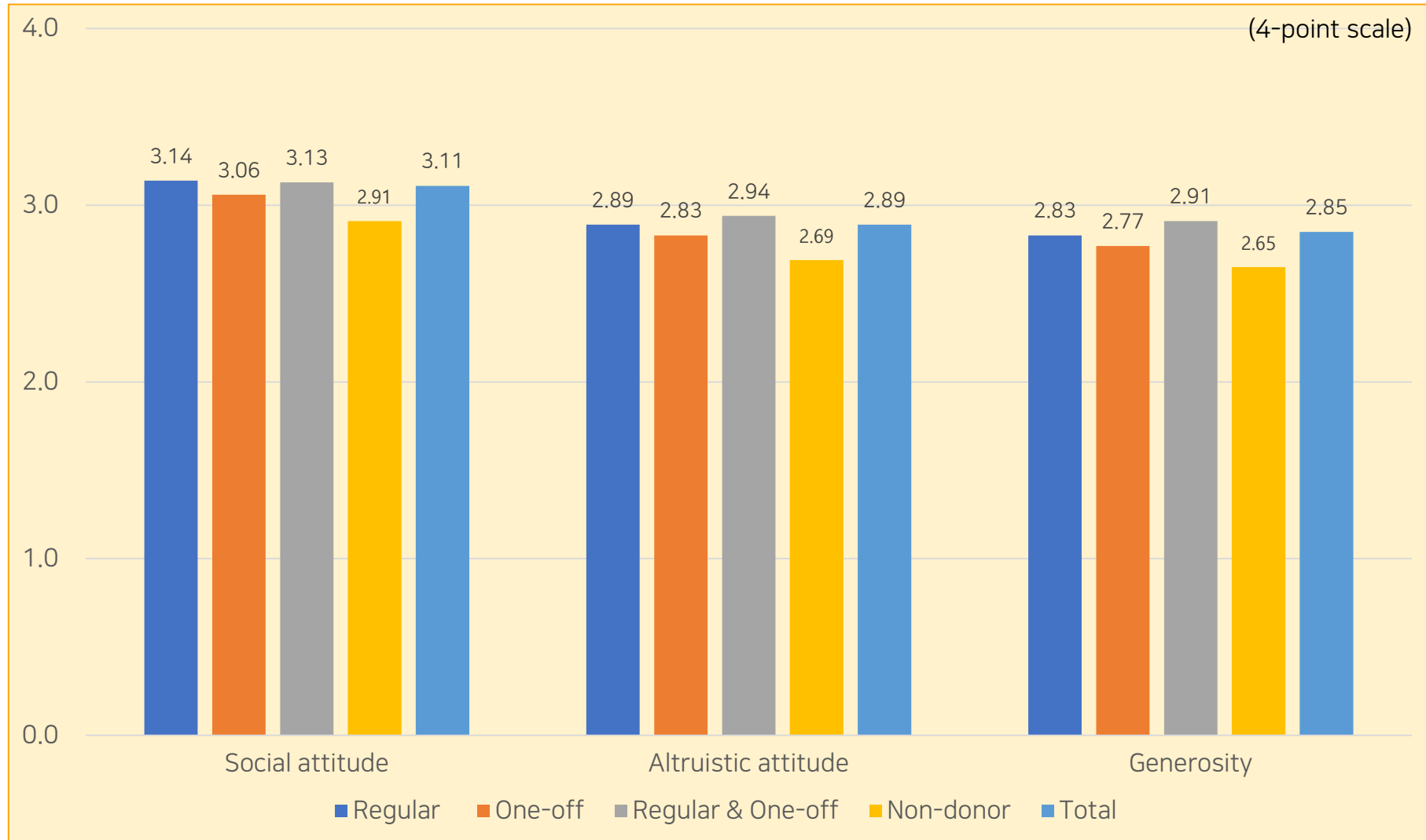
Perception on Transparency (General Public)



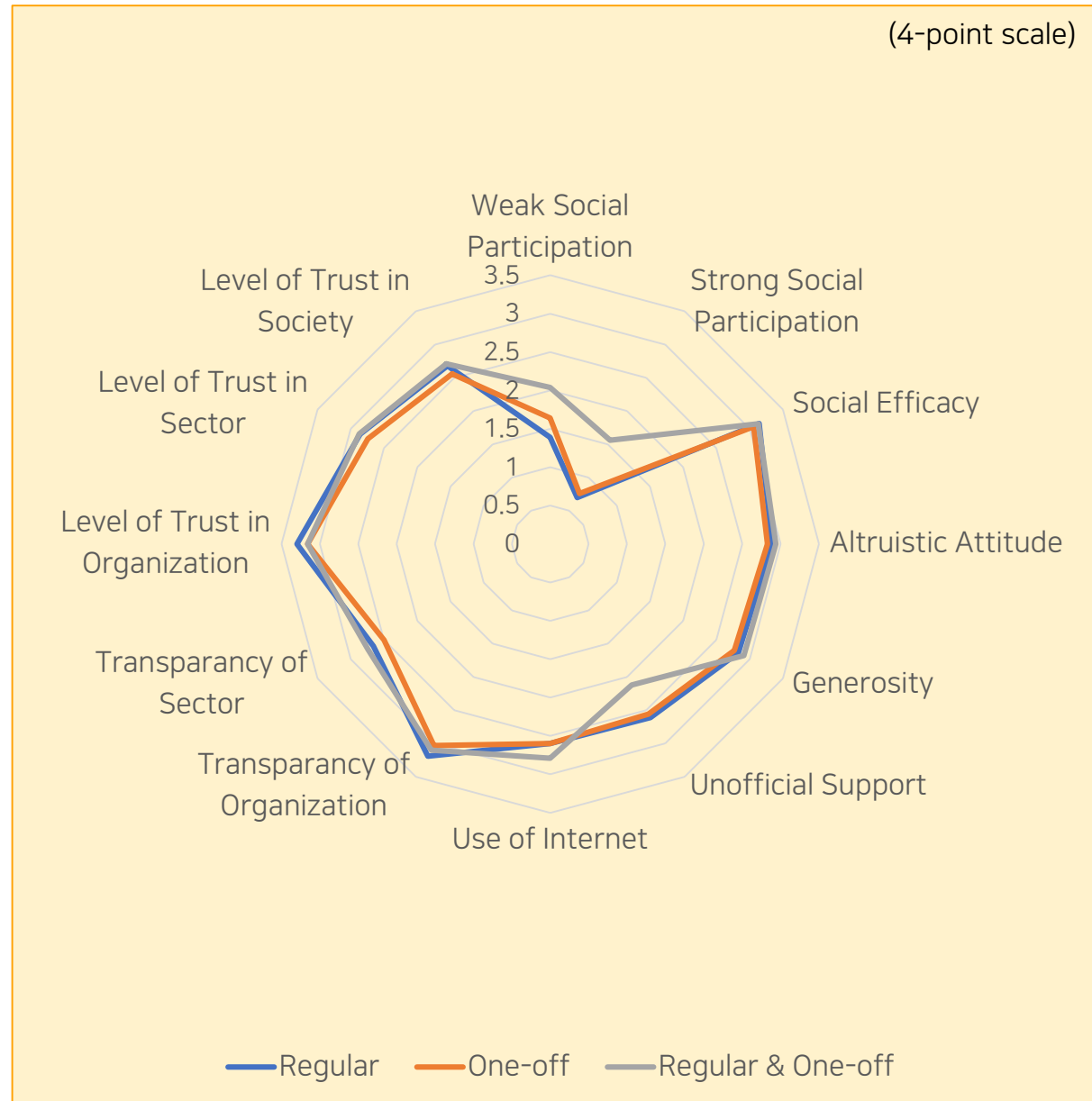
Social Participation Level by Types of Donations



Social Perception Level by Types of Donations



Characteristics of Types of Donations



Question 3.

Are Donors of Major
Organizations & Small and
Medium-sized Organizations
Different?

Percentage of Respondents from Top 10 Organizations

Type of donation		Total respondents (A)	Respondents from Top 10 organizations (B)	Percentage (%) (B/A)
Donor	Regular	952	292	30.67
	one-time	1,310	493	37.63
Non-donor	Previous donor (Stopped)	571	149	26.63
	Never donated	729	230	31.55

Giving to & Perception of Recipient Organization

Organization	Regular		one-time		Previous donor (Stopped)		Non-donor (Perception)	
	No. of Times	Percent age (%)	No. of Times	Percent age (%)	No. of Times	Percent age (%)	No. of Times	Percent age (%)
A	38	4.29	66	5.96	30	10.17	17	7.36
B	41	4.63	52	4.70	32	10.85	27	11.69
C	54	6.10	33	2.98	19	6.44	21	9.09
D	110	12.43	104	9.39	31	10.51	11	4.76
E	62	7.01	56	5.06	30	10.17	17	7.36
F	141	15.93	129	11.65	71	24.06	32	13.85
G	27	3.05	37	3.34	12	4.07	16	6.93
H	14	1.58	3	0.37	-	-	4	1.73
I	10	1.13	10	0.90	3	1.02	-	-
J	12	1.36	3	0.27	-	-	3	1.30
K	22	2.49	25	2.26	7	2.37	3	1.30
L	11	1.24	16	1.45	5	1.69	-	-
M	5	0.56	25	2.26	9	3.05	9	3.90
N	6	0.68	22	1.99	5	1.69	-	-
O	-	-	19	1.72	-	-	-	-
Religious	12	1.36	14	1.26	-	-	5	2.16
Environmental	28	3.16	28	2.53	-	-	-	-
Animal-related	16	1.81	59	5.33	-	-	-	-
Portal platform	9	1.02	94	8.49	-	-	6	2.60
Mentioned 2+ times	125	14.12	175	18.52	16	5.4	16	6.9
Mentioned once	153	17.29	139	12.47	25	8.47	44	19.05
Subtotal	885	100.0	1,107	100.0	295	100.0	231	100.0
Do not know/Cannot remember	67		203				340	

Average Donation Amount of Donors by Organization Size

Organization type	N	Average (KRW)	S.D.	t
Top 10 organizations	378	277,570.63	340,386.49	-3.417***
Other organizations	443	557,074.77	168,1785.92	

Donation Area of Donors by Organization Size

Area	Top 10 organizations (N=443)		Other organizations (N=378)	
	Number (N)	Percentage (%)	Number (N)	Percentage (%)
Children & youth	168	44.4	169	38.1
Elderly**	44	11.6	86	19.4
Disabled people***	50	13.2	106	23.9
Women/Gender equality	30	7.9	52	11.7
Other vulnerable groups (immigrants, homeless)	107	28.3	125	28.2
Animal protection (endangered, abandoned)	71	18.8	106	23.9
Climate change & environment	85	22.5	106	23.9
Disaster relief (natural disasters, COVID-19, etc.)	127	33.6	138	31.2
Global poverty & disaster relief	151	39.9	157	35.4
Human rights advocacy & social issues	51	13.5	74	16.7

Comparison of Levels of Transparency & Trust of Donors by Organization Size

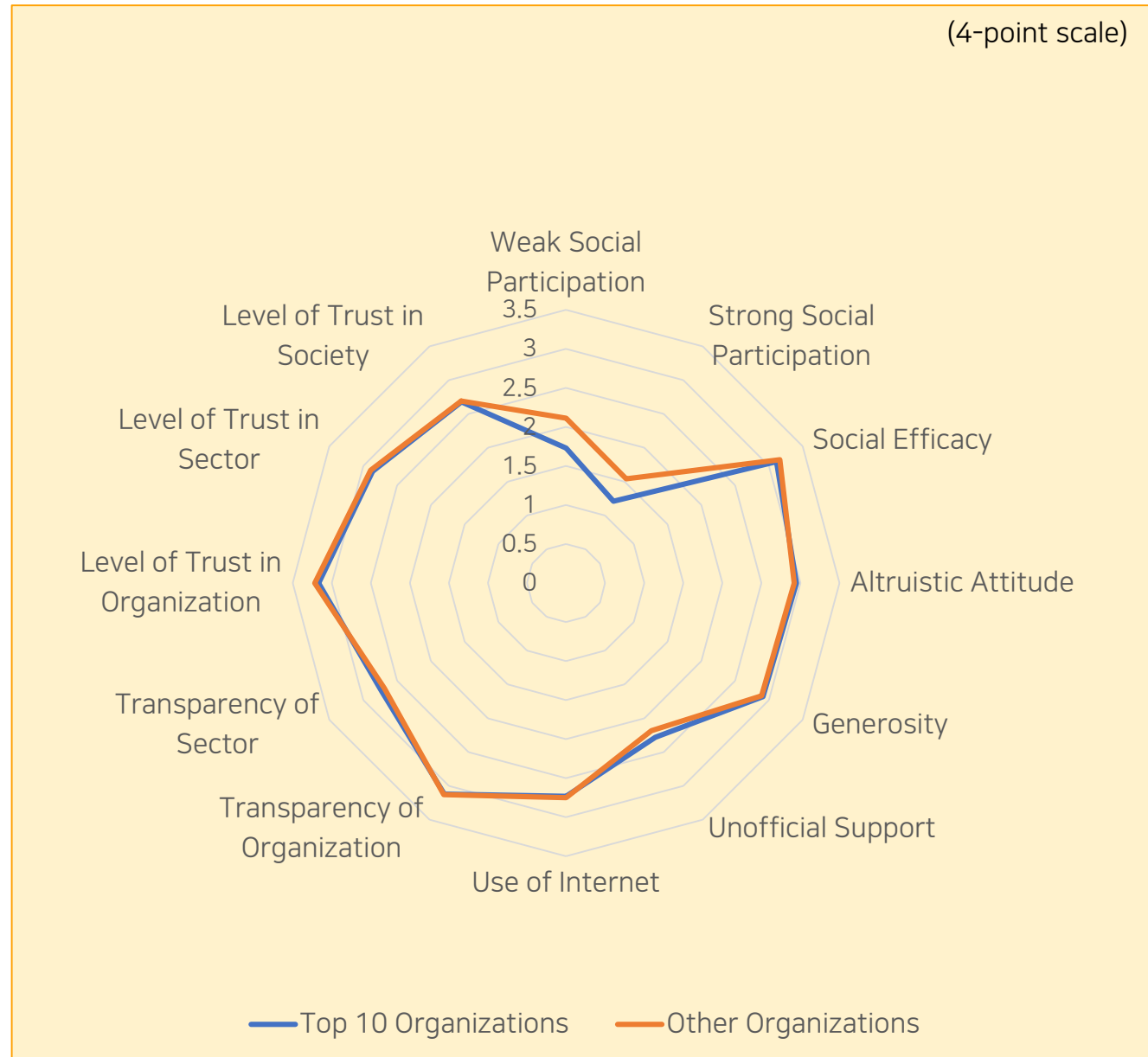
	Organization size	N	Average (4-point scale)	S.D.	t
Transparency of organization	Top 10 organizations: Regular & one-time	378	3.12	.442	.349
	Other organizations: Regular & one-time	443	3.13	.518	
Transparency of NPO sector	Top 10 organizations: Regular & one-time	378	2.74	.740	-.921
	Other organizations: Regular & one-time	443	2.69	.740	
Level of trust in organization	Top 10 organizations: Regular & one-time	378	3.17	.490	.819
	Other organizations: Regular & one-time	443	3.22	.536	
Level of trust in NPO sector	Top 10 organizations: Regular & one-time	378	2.86	.471	.959
	Other organizations: Regular & one-time	443	2.89	.508	
Level of trust in society	Top 10 organizations: Regular & one-time	378	2.68	.497	.296
	Other organizations: Regular & one-time	443	2.69	.488	

* Cases of both regular & one-time donations excluded

Social Participation Level of Donors by Organization Size

Level of social participation	Organization size	N	Average (4-point scale)	S.D.	t
Weak	Top 10 organizations: Regular & one-time	378	1.73	1.34	-4.060***
	Other organizations: Regular & one-time	443	2.11	1.34	
Strong	Top 10 organizations: Regular & one-time	378	1.21	1.56	-2.820**
	Other organizations: Regular & one-time	443	1.53	1.72	
Total	Top 10 organizations: Regular & one-time	378	2.93	2.49	-3.935***
	Other organizations: Regular & one-time	443	3.65	2.62	

Characteristics of Donors by Recipient Organization Size



Question 4.

What Factors Impact Giving Behaviors?

Analysis 1: Do levels of trust, transparency, and social participation impact the general public ' s participation in giving?

Factors		Model of level of trust & transparency		Model of social participation level	
		Exp (b)	S.E.	Exp (b)	S.E.
Individual factors	Age	1.001	.004	1.000	.003
	Gender (Women=0)	.948	.114	1.000	.058
	Monthly household income	1.111**	.038	1.145***	.032
	Education level (Graduate university=0)	1.449**	.140	1.568***	.450
	Religion (None=0)	0.43	.117	1.494***	.402
Transparency	Recipient organization	4.727***	.195	-	-
	Nonprofit sector	1.304	.105	-	-
Level of trust	Recipient organization	.880	.182	-	-
	Nonprofit sector	1.106	.159	-	-
	Society	1.211	.123	-	-
Social participation	Weak	-	-	1.024	.039
	Strong	-	-	1.195***	.040
	Social efficacy	-	-	2.182***	.111
	Amount of use of internet	-	-	1.492***	.085
Constant term		.004***	.507	0.12***	.417
Log likelihood		1,935.563***		3,080.848***	
Pseudo R ² (Cox & Snell R ²)		.148		.103	

Reference Group: Do not donate; ** p<.01 *** p<.001

Analysis 2: Do levels of trust, transparency, and social participation impact the donation amount of donors?

Factors		Model of level of trust & transparency			Model of social participation level		
		B	S.E.	t	B	S.E.	t
Individual factors	Age	.007	.003	2.371	.009	.003	3.022**
	Gender (Women=0)	.161	.087	1.843	.163	.083	1.961
	Monthly household income	.112	.032	3.467**	.137	.031	4.461***
	Education level (Graduate university=0)	.307	.115	2.665**	.256	.108	2.364
	Religion (None=0)	.281	.089	3.136**	.307	.084	3.646***
Transparency	Recipient organization	.207	.153	1.346	-	-	-
	Nonprofit sector	.036	.079	.458	-	-	-
Level of trust	Recipient organization	.067	.145	.460	-	-	-
	Nonprofit sector	.165	.128	1.287	-	-	-
	Society	.142	.094	1.513	-	-	-
Social participation	Weak	-	-	-	.129	.035	3.692***
	Strong	-	-	-	.169	.031	5.418***
	Social efficacy	-	-	-	.352	.102	3.468**
	Amount of use of internet	-	-	-	-.005	.031	-.066
Constant term		8.131	.408	19.917***	8.135	.389	20.906***
R ²		.057			.107		

** p<.01 *** p<.001

Analysis 3: What Factors Impact Giving Behaviors?

Factors		Participation in giving of general public		Donation amount of donors		
		Exp (b)	S.E.	B	S.E.	t
Individual factors	Age	1.001	.004	.008	.003	2.519
	Gender (Women=0)	.909	.116	.171	.086	1.983
	Monthly household income	1.109**	.039	.121	.032	3.831***
	Education level (Graduate university=0)	1.428	.142	.248	.113	2.196
	Religion (None=0)	1.215	.118	.246	.087	2.809**
Transparency	Recipient organization	4.408***	.198	.123	.152	.808
	Nonprofit sector	1.259	.107	.017	.078	.221
Level of trust	Recipient organization	.948	.186	.052	.145	.359
	Nonprofit sector	1.053	.164	.065	.128	.511
	Society	1.115	.128	.045	.094	.473
Social participation	Weak	.947	.051	.129	.037	3.505***
	Strong	1.188**	.051	.147	.032	4.580***
	Social efficacy	1.044	.173	.193	.128	1.508
	Amount of use of internet	1.201	.115	-.111	.088	-1.264
Perception	Generosity	1.134	.204	.247	.153	1.608
	Altruistic attitude	.993	.189	.003	.140	.024
Constant term		.002***	.618	7.594	.465	16.337***
Pseudo R ² , R ²		.157		.106		
Log likelihood, F		1913.953***		10.097***		

** p<.01 *** p<.001

Summary & Implications

- Charitable Giving: Voluntary social activities of solidarity for others and society **regardless of gender and political affiliation**
- **Normative Solidarity vs Practical Solidarity?** : Young generation realize solidarity on a practical level through giving
- **Active donors** who give both regularly and on a one-time basis
 - What is needed to encourage active giving regardless of donor type?
 - Perform **social participation activities through giving**
- Similarities between donors of major organizations and small and medium-sized organizations
 - Donors of small and medium-sized organizations: active in terms of donation size and give through social participation for social change
- Transparency of recipient organizations
 - Transparency is a factor that determines **the general public's participation in giving**
But what about the **donation amount of donors?**
 - Efforts of organizations to **change the general public's perception of transparency**
- Significant relationship between active social participation and giving behaviors
 - **Education on importance of social change and social participation**

