



Changes in South Korea's Scale of Giving As Shown in the 2024 Data

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Overview

- The index in this material is the 'Giving Index' that provides comprehensive information on the scope and scale of giving in South Korea
 - The index presents an objective picture of the philanthropic culture and trend in South Korean society and serves as the basic data needed to set up policies and strategies on charitable giving in the future
1. Comprehensive use of data on giving
 2. Use of reliable data source: National Tax Service (NTS) statistics, Giving Korea, disclosed corporate information, NTS disclosure of public interest corporations, etc.
 3. Gauging of multilateral scales of giving: individual, corporation, public interest corporation
 4. Inflation-adjusted analysis
 5. Tracking of changes through time series analysis

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I. Outline of Donation in South Korea

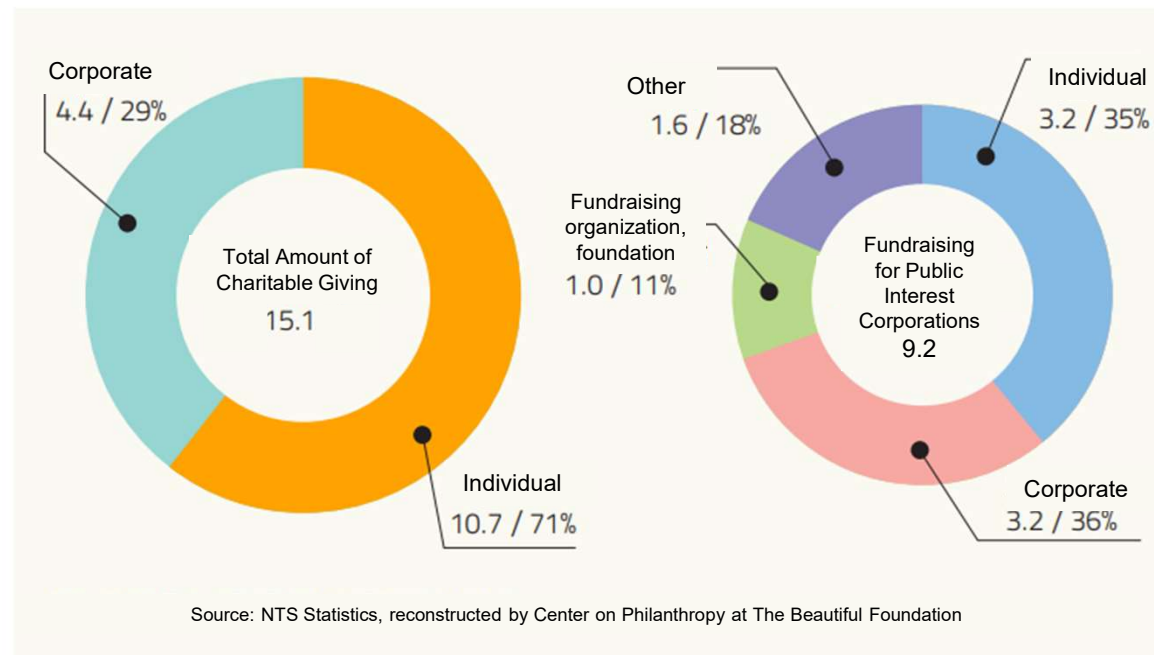


1. Scale and scope of Charitable Giving in South Korea

In 2022, the total amount of charitable giving was KRW 15.1 trillion, and the total amount of fundraising for public interest corporations was KRW 9.2 trillion

- Individual giving made up a higher proportion than corporate giving, with the total of individual giving amounting to KRW 10.7 trillion (71%) and total of corporate giving amounting to KRW 4.4 trillion (29%)
- Total amount of fundraising for public interest organizations was KRW 9.2 trillion, with the percentage of fundraising sources standing at corporate (36%), individual (35%), other (18%), fundraising organization (11%)

Unit: KRW trillion

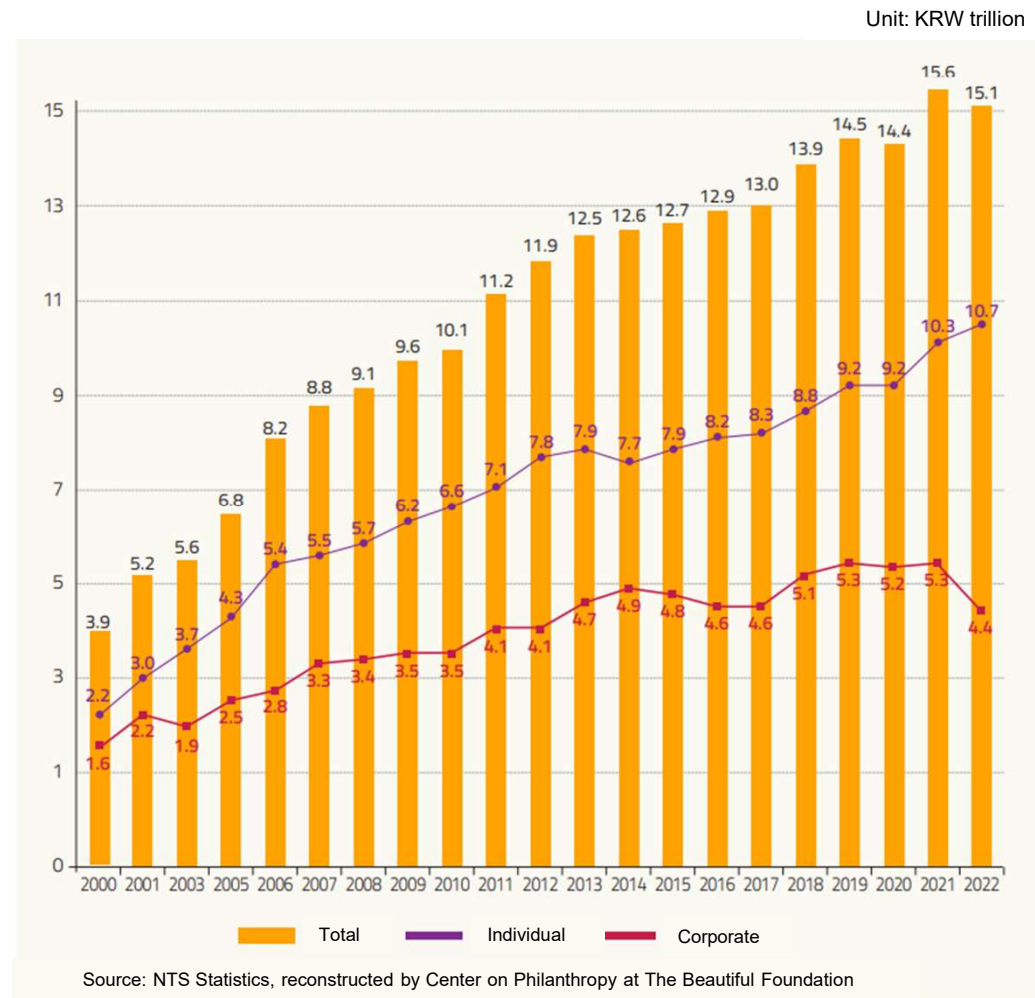




2. Total Amount: Changes by Year

The total amount of charitable giving was KRW 15.1 trillion, which is KRW 0.5 trillion less than KRW 15.6 trillion in 2021

- There was a sharp increase in the early 2000s, followed by a trend of steady increase, then a slight decrease or stagnation since 2014
- The first decrease in total amount was in 2020 during the COVID-19 pandemic, but 2021 recorded the largest amount of donations with KRW 15.6 trillion
- The average percentage of individual giving to corporate giving is 65% individual, 35% corporate, but in 2022 it was 71% individual and 29% corporate with corporate giving showing a noticeable decline

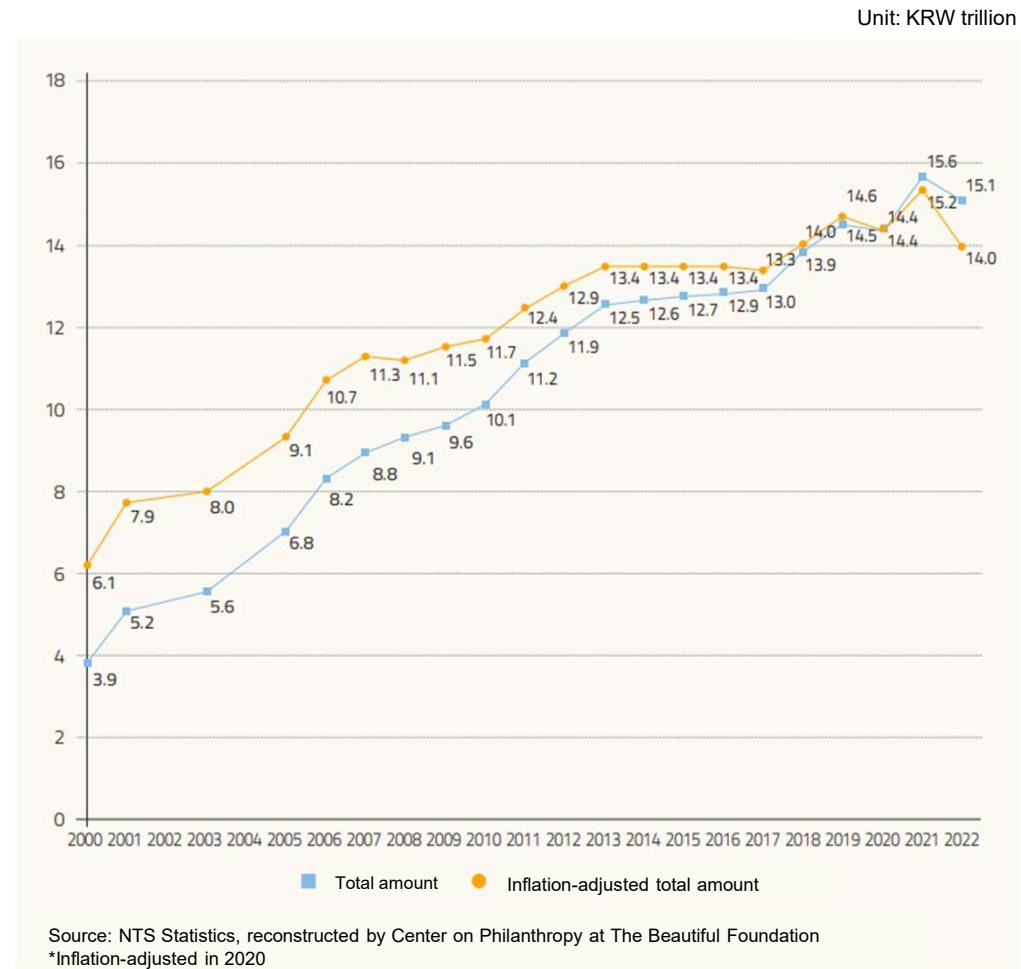




3. Total Amount: Adjusted for Inflation

When adjusted for inflation, there is sharp decline from 2022 compared to 2021

- Between 2021 and 2022, nominal donations decreased by 2.9% from KRW 15.6 trillion to KRW 15.1 trillion, but real donations decreased by 7.6% from KRW 15.2 trillion to KRW 14 trillion, which is the largest decrease since the year 2000. This reflects the negative impact of the prolonged pandemic and economic uncertainty

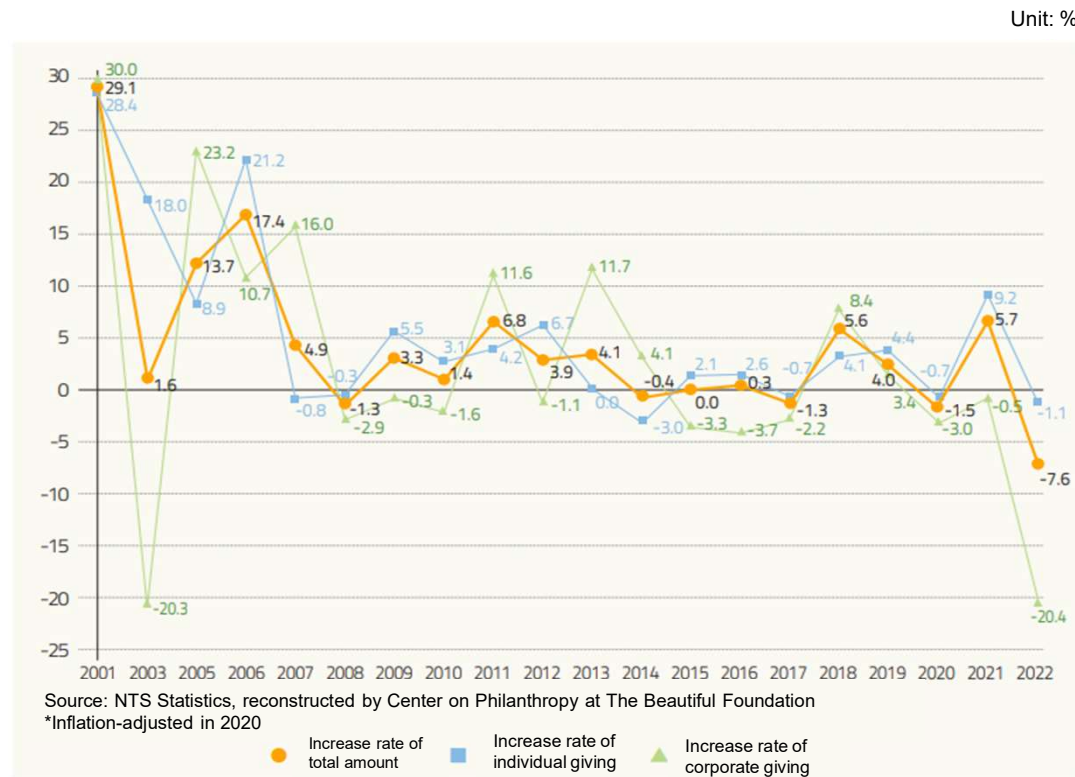




4. Analysis of Fluctuation in Total Amount

The total amount of donation has grown with some fluctuation, with corporate giving showing more fluctuation than individual giving

- Corporate giving in 2022 recorded a large fluctuation (-20.4%) reflecting a susceptibility to economic and political changes
- Individual giving showed a more stable trend compared to corporate giving



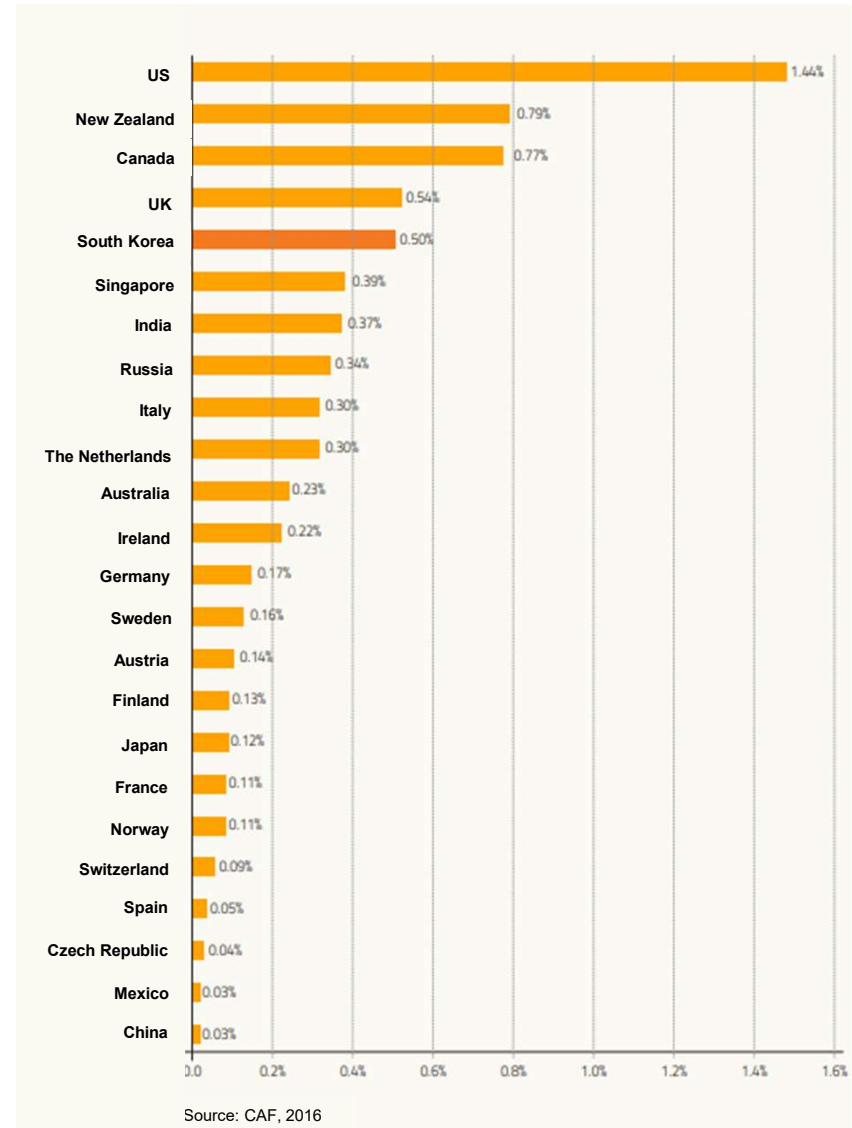


5. Donation Total Compared to GDP

In 2022, the percentage of charitable giving to GDP was 0.65%

- The percentage of charitable giving to GDP shows the development level of philanthropy compared to the economic size, and the percentages of countries can be compared on a global scale
- South Korea's percentage is lower than that of the US (2.0%) but above the middle when compared with other developed countries

Ratio of donation total to GDP by country:
CAF World Giving Index 2016

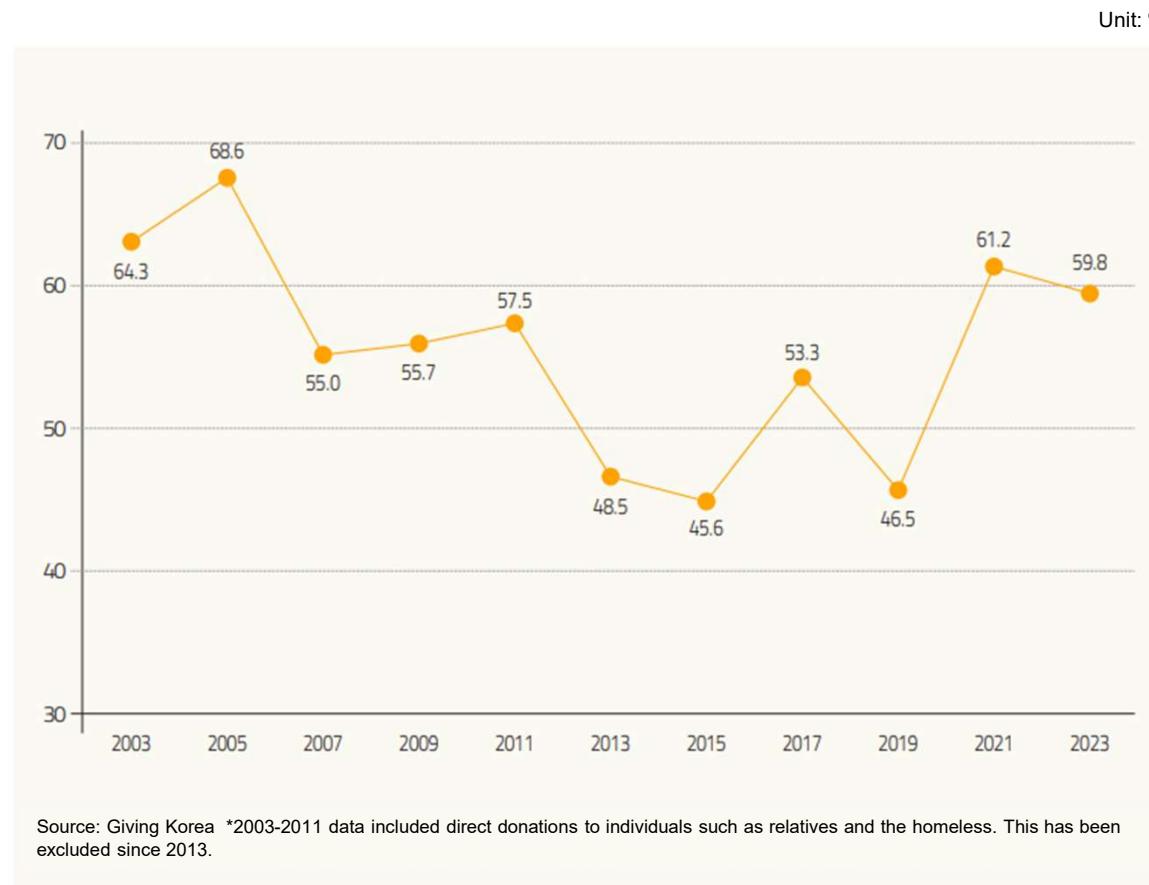


II. Individual Giving



1. Participation Rate in Individual Giving

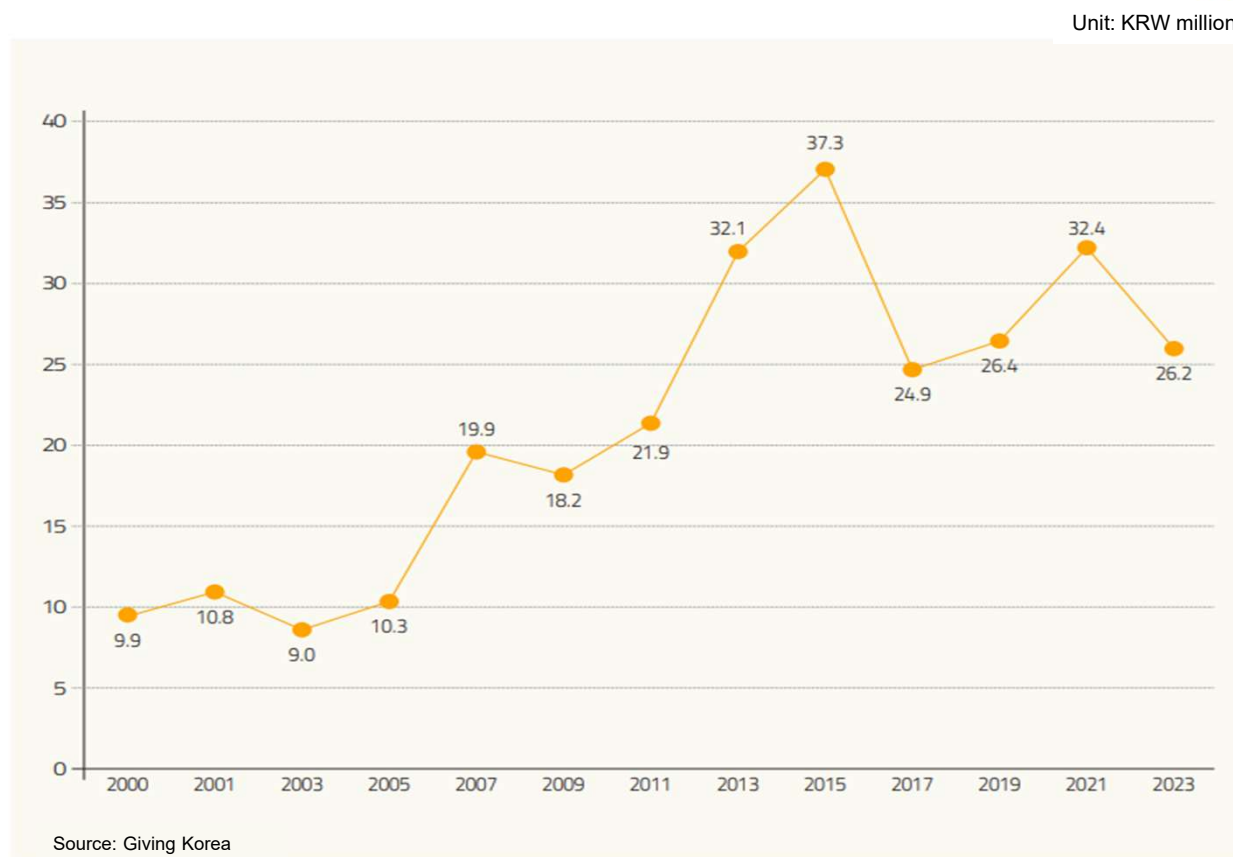
- The participation rate in individual giving showed a decline over the past two decades, with the rate falling below 50% for the first time in 2013. But this downward trend has been making a turn around in the last few years





1. Average Amount of Individual Giving

- Unlike the decline of participation in individual giving, the average amount continued to rise, and in 2021 participation rate and average amount both showed an increase. In 2023, both the participation rate and the average amount slightly decreased





3. Motives for Giving

Social responsibility > Compassion > Personal happiness > Repay others > Tax benefits

- Long-term trends: Motives for charitable giving are changing with time. Initially, compassion has by far the main motive, but social responsibility has gradually risen as an important motive

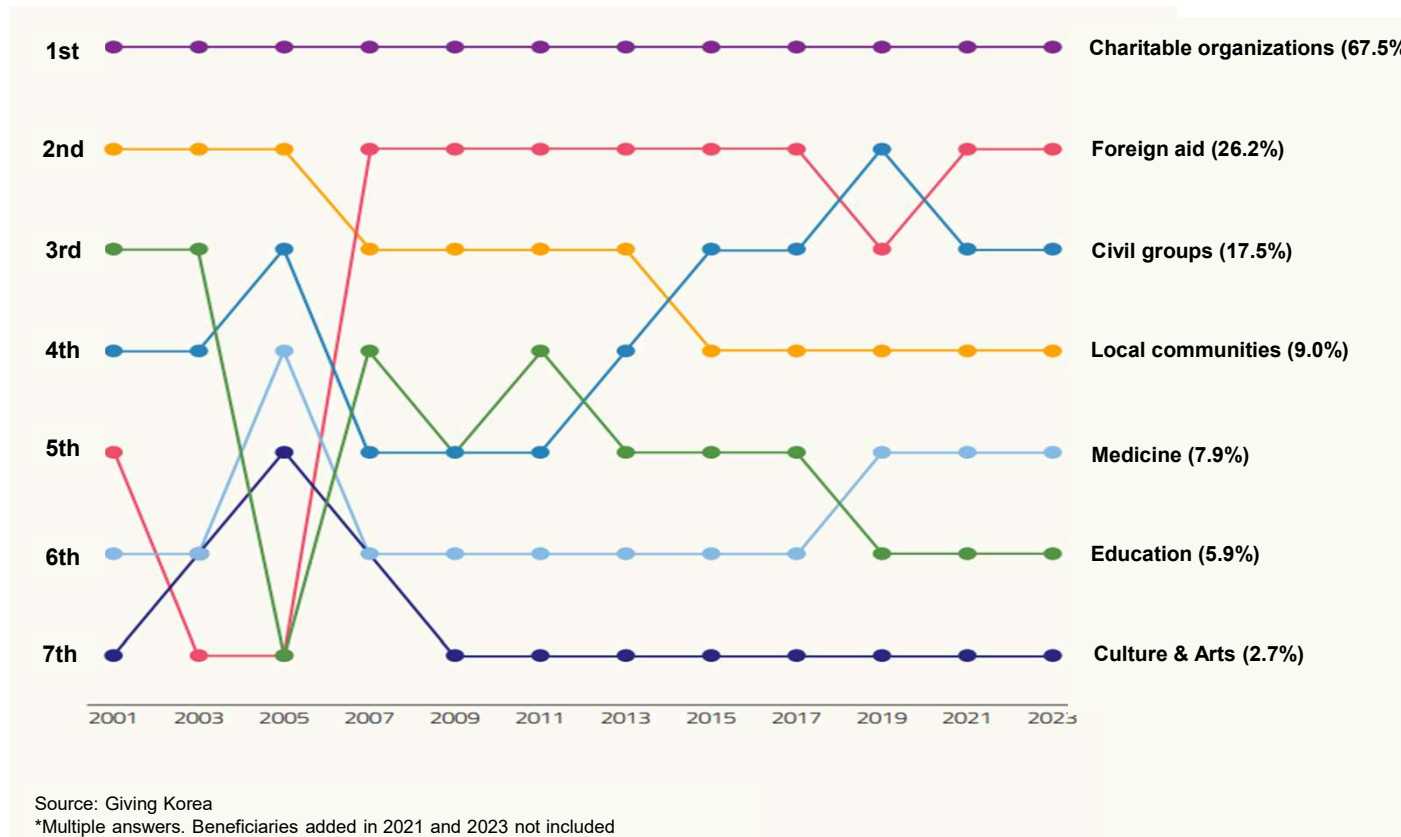




4. Areas of Giving

Charitable organizations > Foreign aid > Civil groups > Local communities > Medicine > Education > Culture & Arts

- Charitable organizations have maintained first place throughout 2001 to 2023. This reflects the ongoing perception that charitable organizations are effective in fulfilling the different desires of giving

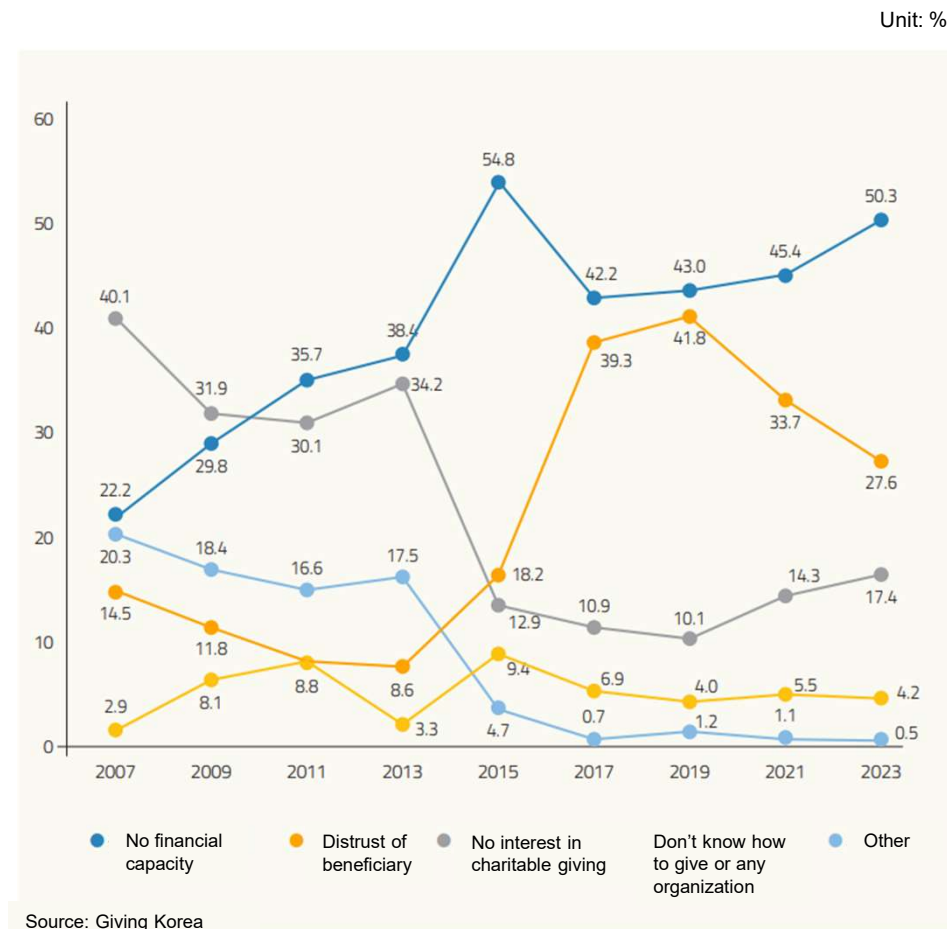




5. Reasons for Not Giving

No financial capacity > Distrust of NPO > No interest in charitable giving > Don't know how to give or any organization

- Lack of financial capacity has continued to be a major reason since 2011 and maintains 40-50% since 2015
- Distrust of beneficiary rose rapidly from 8.6% in 2013 to 41.8% in 2019, began to drop thereafter
- No interest in giving has shown a consistent decrease from 40.1% in 2007 to 10.1% in 2019

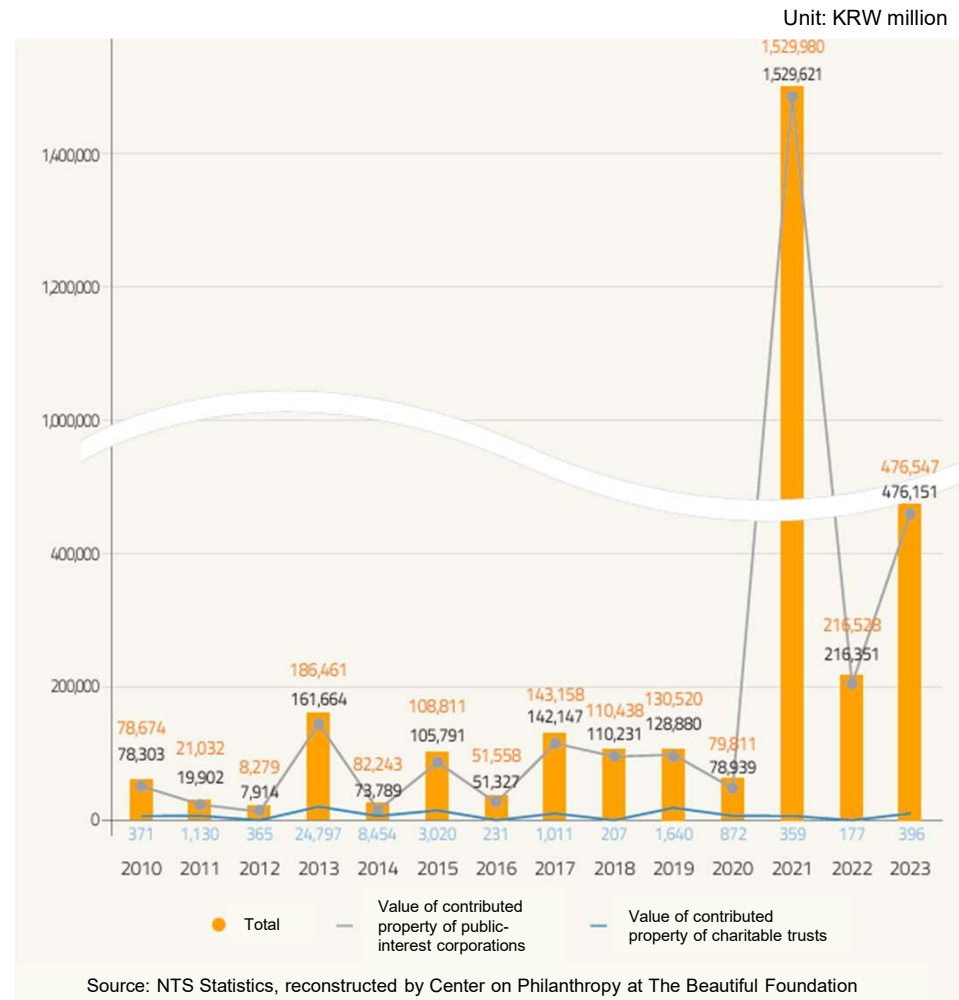




6. Bequests

The total amount of bequests in 2023 was KRW 476.6 billion, with KRW 476.2 billion in public interest corporations and KRW 0.4 billion in charitable trusts

- There is an overall rising trend in bequests but large deviations by year
- Bequests through public interest corporations make up over 95% of the total
- Bequests through charitable trusts saw a temporary increase when the Public Trust Act was enacted in 2012, but has had an overall decreasing trend since

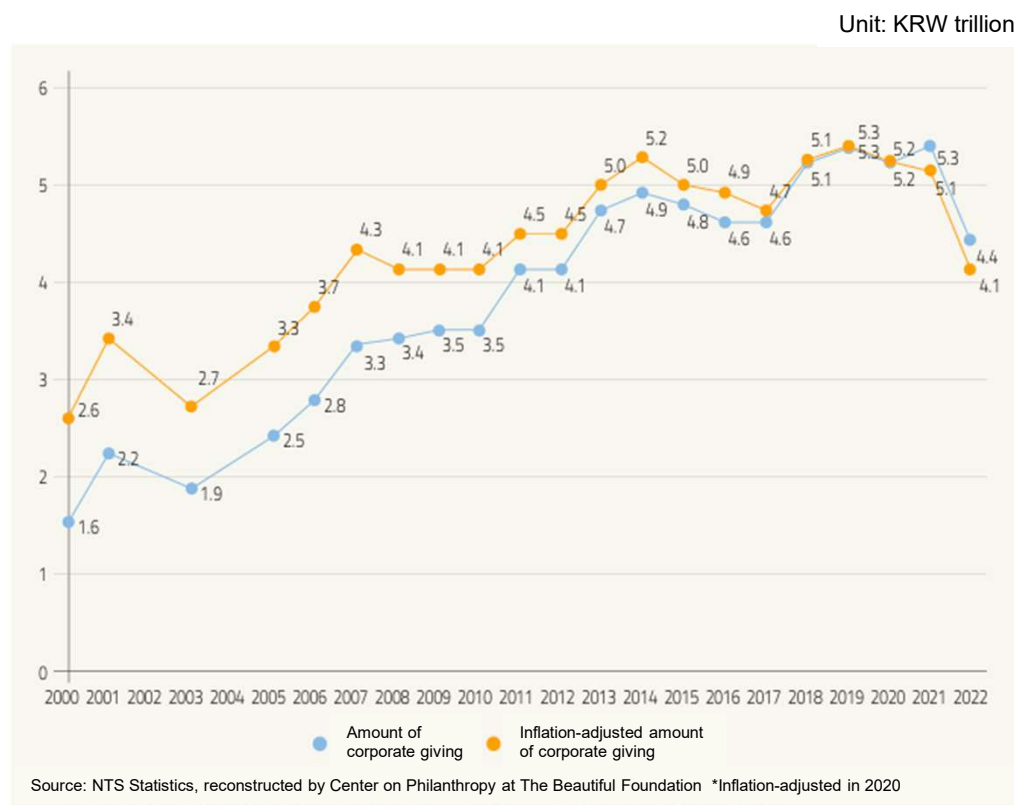


III. Corporate Giving

1. Total Amount of Corporate Giving

The total amount of corporate giving in 2022 was KRW 4.4 trillion which is the largest decrease since its calculation

- The pandemic period of 2020-2021 maintained a relatively stable level. In 2022, there was a rapid decline of 19.8% that seems to be the result of multiple factors, including economic instability, high inflation rate, and global economic recession

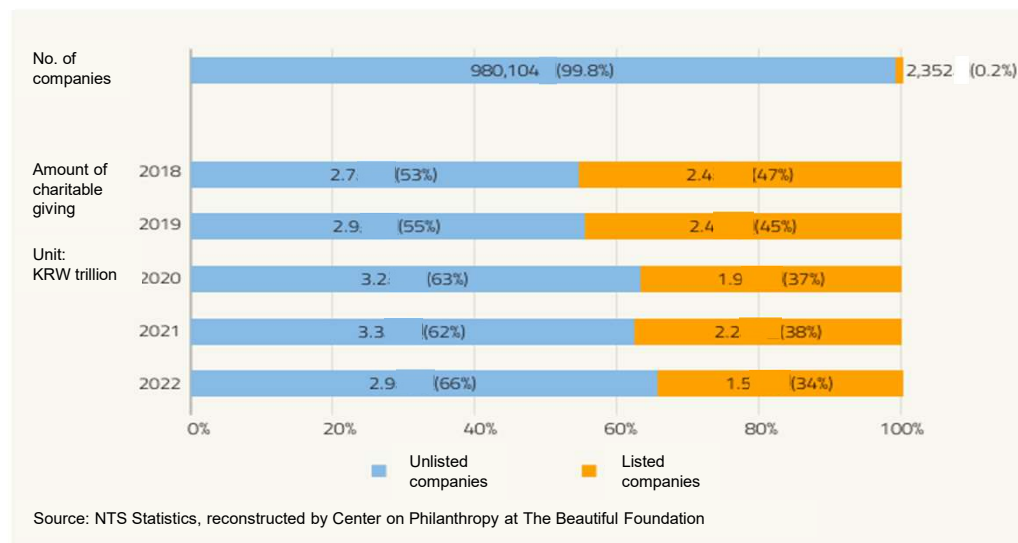




2. Average Amount of Corporate Giving: Listed Companies & Unlisted Companies

The donation amount of 2,352 listed companies (0.2%) was KRW 1.5 trillion (34%), and the donation amount of 980,104 unlisted companies (99.8%) was KRW 2.9 trillion (66%)

- The numbers of both listed companies and unlisted companies has continued to rise, including during the COVID-19 pandemic period
- The percentage of listed companies' total amount of charitable giving in 2020 was 37%, which was a sharp decrease, then recorded 34% in 2022
- The average amount of donation of listed companies was KRW 1.17 billion in 2018, KRW 0.86 billion in 2020, and fell to KRW 0.64 billion in 2022. The average amount of unlisted companies was KRW 3.7 million in 2018, a small increase to KRW 3.8 million in 2020, then a decrease to KRW 3 million in 2022

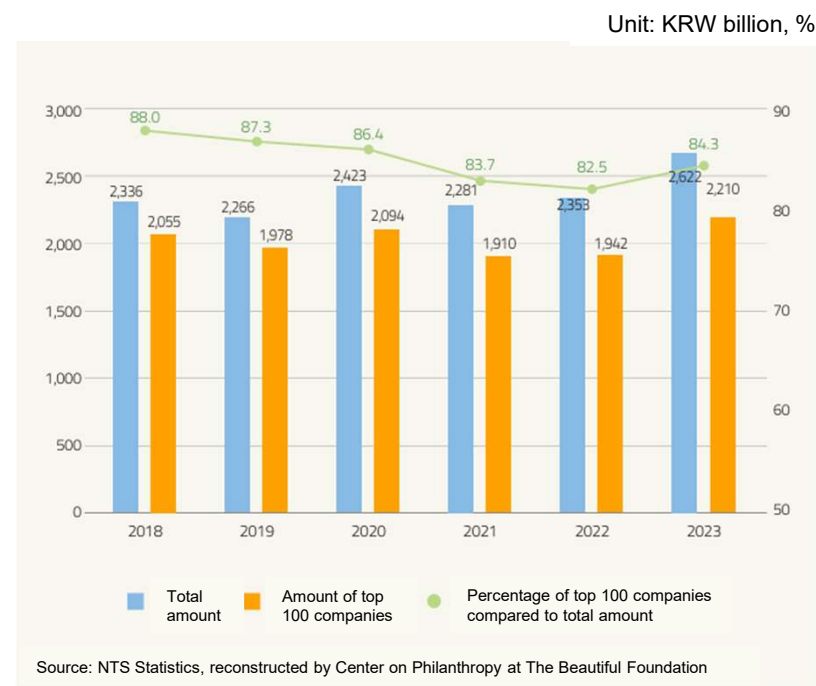
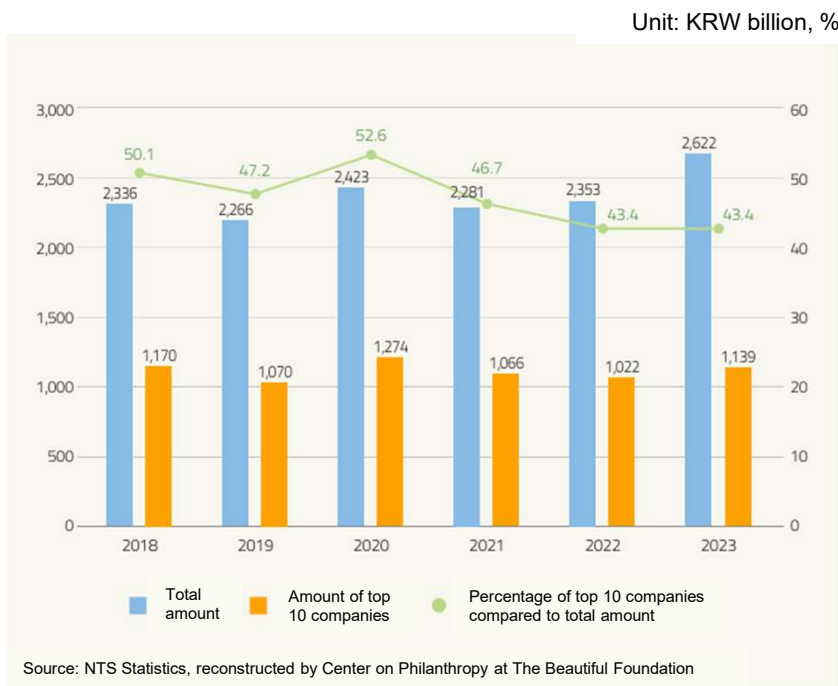




3. Percentage of Donations of Top 10, Top 100 Companies

The total amounts of donation of the top 10 companies and top 100 companies comprise 43.3% and 84.3% of the total amount, respectively

- Of the 2,548 companies disclosed on the Data Analysis, Retrieval and Transfer System (DART) of the Financial Supervisory Service in 2023, 1,787 companies donated more than KRW 1, meaning 70% of the companies have experience in making a donation
- Both top 10 companies and top 100 companies are showing a decrease in their donation amount. This implies that the top companies are relaxing their focus on donations



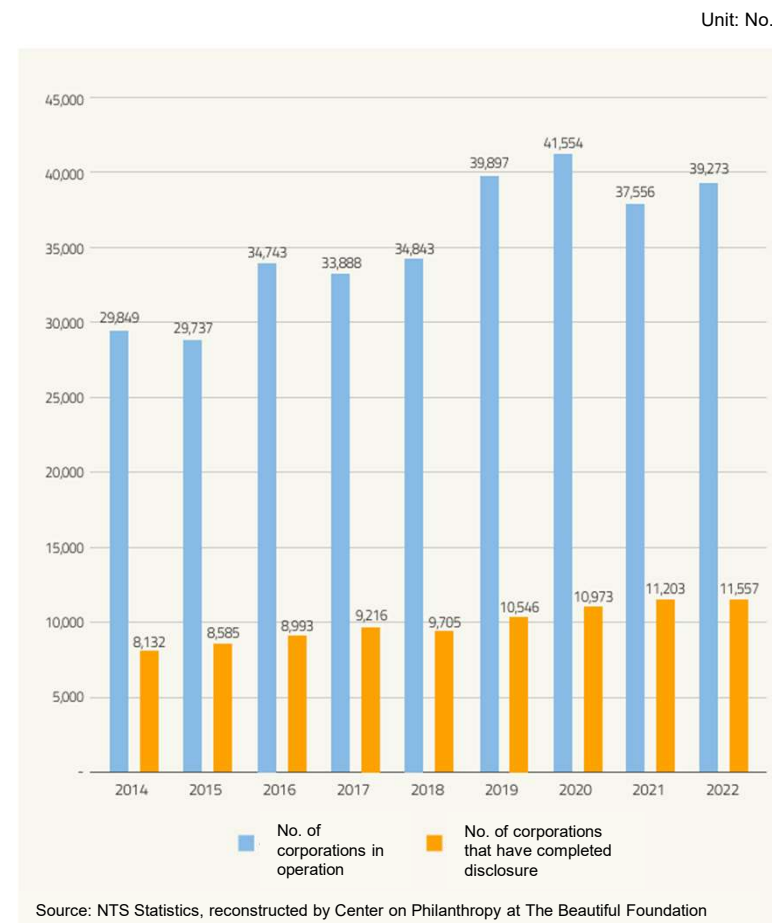
IV. Collected Donation Amount of Public Interest Corporations



1. Outline of Public Interest Corporations

There are all together 39,273 public interest corporations, including 11,727 public interest corporations that have completed their disclosure

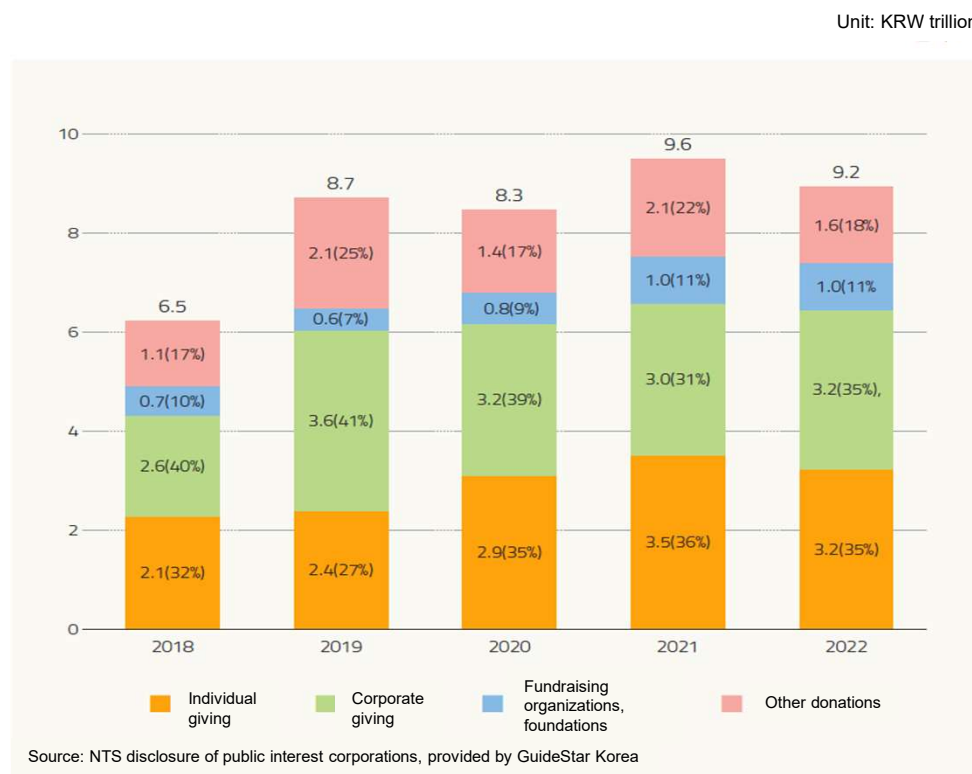
- The number of corporations hit a high in 2020 with 41,554, then decreased to 37,556 in 2021 but rose again to 39,273 in 2022
- This reflects the impact of economic hardship on the management of public interest corporations during the pandemic and at the same time the growing emphasis of the need for public interest activities



2. Sources of Collected Donation of Public Interest Corporations

The percentage of the fund sources to public interest corporations in 2022 were corporate (36%), individual (35%), other (18%), fundraising organization (11%)

- Prior to the COVID-19 pandemic, the rate of corporate giving to public interest corporations was high, but the rate of individual giving rose during the pandemic
- During the pandemic period (2020-2022), individual giving recorded a sharp increase of 7.3% near the start of the pandemic in 2020, then a 1.6% increase in 2021, and a slight decrease of 0.7% in 2022. Corporate giving showed a large decrease of 7.3% in 2021 compared to the previous year, then increased by 3.5% in 2022. Fundraising organizations increased by 2.7% in 2020, 0.8% in 2021, and 0.5% in 2022 compared to the previous years, respectively, showing a small but continuous increase

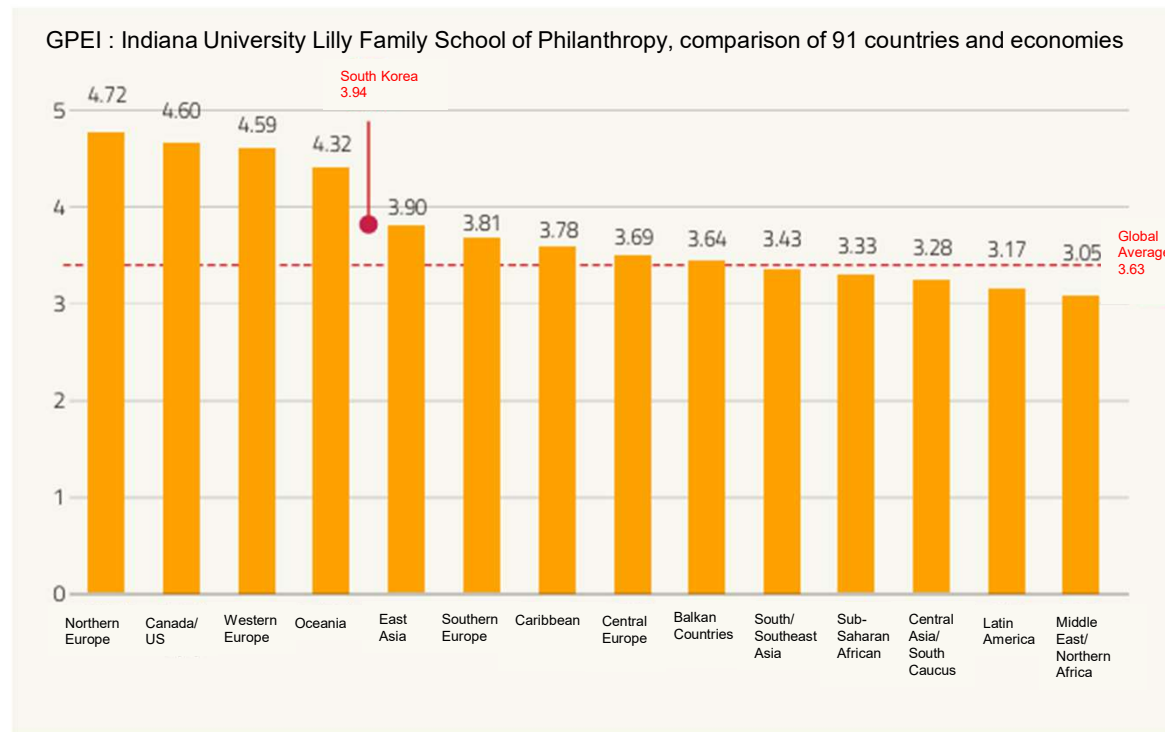


Global Comparators



1. Global Philanthropy Environment Index (GPEI) 2022

The global average score is 3.63, South Korea's score 3.94, which is above the average and in the mid/high-level group overall



Six Factors Measuring the Philanthropic Environment

1. Ease of operating a philanthropic organization: Mid/low-level group
2. Tax incentives on giving: Mid/high-level group
3. Cross-border philanthropic flows: High-level group
4. Political environment: Mid-level group
5. Economic environment: Mid/low-level group
6. Socio-cultural environment for philanthropy: Mid-level group

2. Doing Good Index (DGI) 2024

South Korea is in the 'Doing Better' cluster out of four performance clusters

Four sub-indexes of the DGI



DGI: The Centre for Asian Philanthropy and Society (CAPS).

17 economies, 2,183 social delivery organizations (SDOs) surveyed,

140 experts consulted

NOT DOING ENOUGH			
Bangladesh	DOING OKAY		
	Cambodia	DOING BETTER	
	India	China	DOING WELL
	Indonesia	Hong Kong	Chinese Taipei
	Nepal	Japan	Singapore
	Pakistan	Korea	
	Sri Lanka	Malaysia	
	Thailand	Philippines	
	Vietnam		

Source: The Centre for Asian Philanthropy and Society (CAPS), Doing Good Index 2024

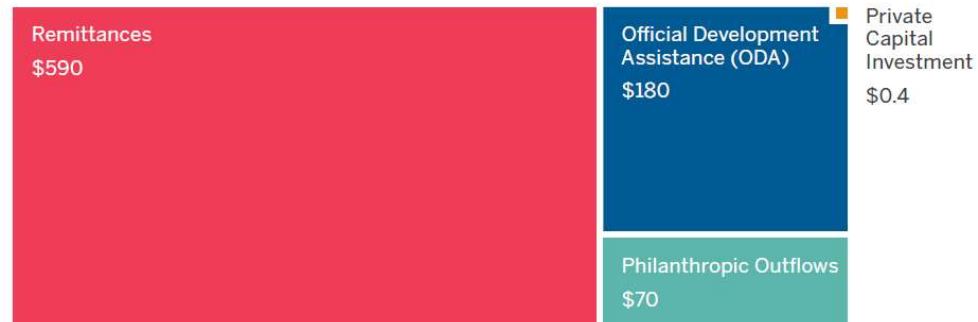
3. Global Philanthropy Tracker (GPT) 2023

South Korea came at 9th place out of the 32 high-income countries for total amount of cross-border resource flows, which is in the higher rank, and the percentage of cross-border resource flows compared to gross national income (GNI) is 0.04%

GPT : Indiana University Lilly Family School of Philanthropy, Comparison of 47 countries

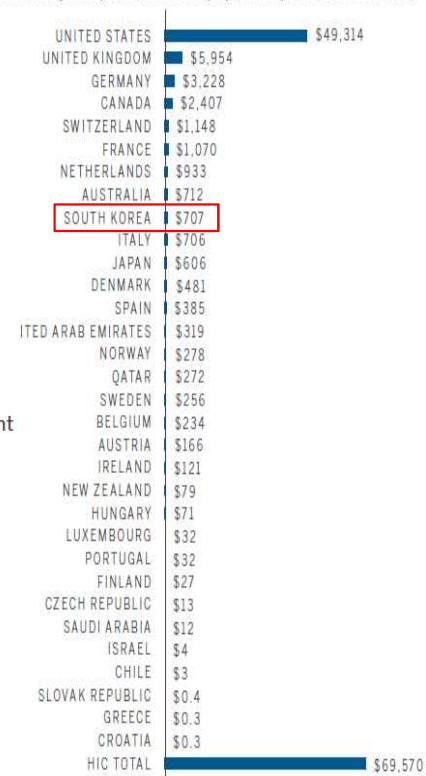
Total Cross-Border Resource Flows of Four Types of Financial Outflows

Total Amount: USD 841 Billion

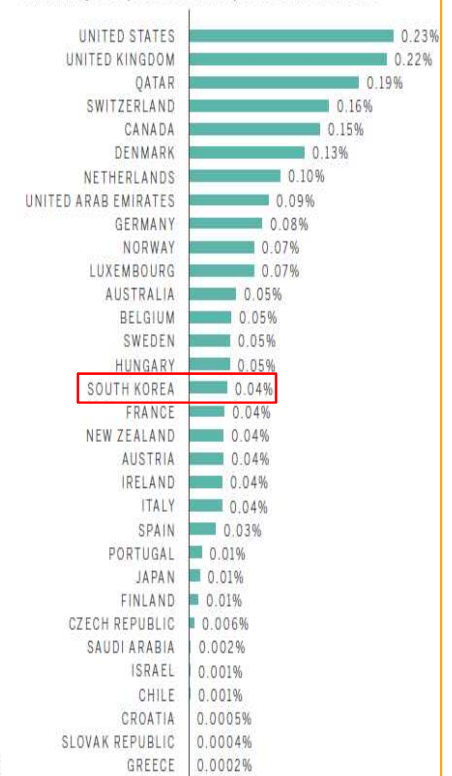


Source: Indiana University Lilly Family School of Philanthropy, 2023 Global Philanthropy Tracker

Philanthropic Outflows (in millions of inflation-adjusted 2020 US dollars)



Philanthropic Outflows as a Share of Gross National Income



Source: Indiana University Lilly Family School of Philanthropy, 2023 Global Philanthropy Tracker



Giving Korea 2024

The Activities and Development of South Korea's Philanthropy

Outcome of Individual Giving Index 2023
& Survey on Perception of Philanthropy

October 25, 2024

Kim Mi Hee (Professor, Department of Social Welfare at Myongji College)
Kim Hae Jung (Professor, Graduate School of Public Policy & Civic Engagement at Kyung
Hee University)



Outline of Giving Korea 2024

1. Questions & Background of Giving Korea 2024
2. Research Method
3. Characteristics of Survey Participants

Giving Korea 2024 Questions

Individual Giving

- What are the types of giving behavior in South Korean society and their changes?

Perceptions of Philanthropic Environment

- How do the citizens perceive NPOs and the philanthropic environment?

Changes in Perception Through giving

- What kind of social changes do donors expect through their giving?
 - *Do the efforts of donors and NPOs (ex. PR and communication strategies) have an impact on the perception of social change through giving?*



Why focus on changes in donors' perception?

- Views of researchers
 - Existing studies focused on “What kind of people donate?”
 - Mainly focused on donor's dimension such as their demographics (age, gender, income, previous experience in donating, etc.) and motive (internal, external)
 - There is a lack of exploration of the donation process, orientation with NPOs (information, communication), effect of giving from the perspective of the donors (satisfaction in giving, immersion in giving, loyalty, social change)
- Views of NPO practitioners
 - Do donors expect social change through giving?
 - Are donors interested in the activities and performance of NPOs?
 - Are the ways NPOs deliver their message to donors working efficiently?



Research Method

1. Online Survey (Citizens)

- ⑩ Online survey carried out by Gallup Korea
Used the Gallup Korea panel that factors in region, gender, etc.
- ⑩ Random sampling of 2,500 adults aged 18 and over
- ⑩ Questions on philanthropic activities in 2023
- ⑩ Survey period: June 3rd-17th, 2024

2. Use of results from the Doing Good Index 2024 survey

- ⑩ Use survey on philanthropic environment of NPOs in South Korea
- ⑩ Compare the views of the citizens and NPOs on the philanthropic environment
- ⑩ Survey period of NPOs: May-June 2023



Research Method: Survey Content



Survey Composition		
General giving behaviors		Participation in giving, areas and amount of donation, number of donations and NPOs, regular & one-time donations, name of NPO donated to or known, intention to donate, prior experience in giving
		Motive of donation, reason for choosing recipient organization, methods of giving and collecting information, reasons for not giving, reasons for stopping donation
		Participation in volunteer work, amount of volunteer time, perception of the Hometown Love Donation System & whether donated
Perception of NPOs	Credibility, Transparency	Perceptions of transparency of specific NPO & nonprofit sector in general, credibility of specific NPO & nonprofit sector in general
	Philanthropic environment	Outlook of philanthropic environment, perception of legal system, perceptions of overhead costs/administrative costs
Changes through giving		Satisfaction from giving, orientation with NPO, loyalty, degree of social change through giving
		Efforts of donors (frequency of requesting information from NPO; time taken until decision; request for information on performance)
Characteristics of participants		General characteristics (gender, age, education level, household income, change in household income, reason for change in household income, employment status, marital status, household size, presence of children, religion, area of residence)

Research
Method:
Method of
Analysis

Survey

- SPSS, Mplus, MS Excel
- Descriptive statistics, t-test, chi-square test, ANOVA
- Latent Profile Analysis (LPA)
- Multinomial Logistic Regression Analysis



Demographics of Survey Participants



Characteristic	Percentage (%)	Characteristic	Percentage (%)
Gender	Women 1,230(50.5%)	Religion	Protestant 580(23.2%)
	Men 1,263(49.2%)		Buddhist 379(15.2%)
	Other 7(0.3%)		Catholic 283(11.3%)
Age	10s 57(2.3%)		None 1,249(50.0%)
	20s 393(15.7%)		Other 9(0.1%)
	30s 408(16.3%)	Participation in giving	Donated in 2023 59.8%
	40s 476(19.0%)		Experience donating before 2023 20.8%
	50s 508(20.3%)		Never donated 19.4%
	60s 483(19.3%)	Region	Seoul 468(18.7%)
	70s 175(7.0%)		Gyeonggi/Incheon 798(31.9%)
Marital status	Not married 940(37.6%)		Daejeon/Sejong/Chungcheong 270(10.8%)
	Married 1,408(56.3%)		Gwangju/Jeolla 240(9.6%)
	Separated/Divorced/Widowed 152(6.1%)		Daegu/Gyeongbuk 242(9.7%)
Children	Have children 1,436(57.4%)		Busan/Gyeongnam/Ulsan 372(14.9%)
	Don't have children 1,064(42.6%)		Gangwon/Jaeju 110(4.4%)
Education level	Elementary school or below 4(0.2%)	Age	Ave. 47.97 (SD = 15.20)
	Graduated middle school 15(0.6%)		
	Graduated high school 456(18.2%)		
	Graduated university 1,593(63.7%)		
	Above Master's 432(17.3%)		
Employment status	Employed worker 1,527(61.1%)	Average monthly household income	Ave. KRW 4.6 million (SD= KRW 5.06 million)
	Self-employed 218(8.7%)		No change in income 1,423(59.9%)
	Student 155(6.2%)		Less than previous year 502(20.1%)
	Homemaker 300(12.0%)		More than previous year 575(23.0%)
	Redundant/Unemployed 139(5.6%)		
	Retired 161(6.4%)		

I. Individual Giving Index 2023: Reality of South Koreans' Giving

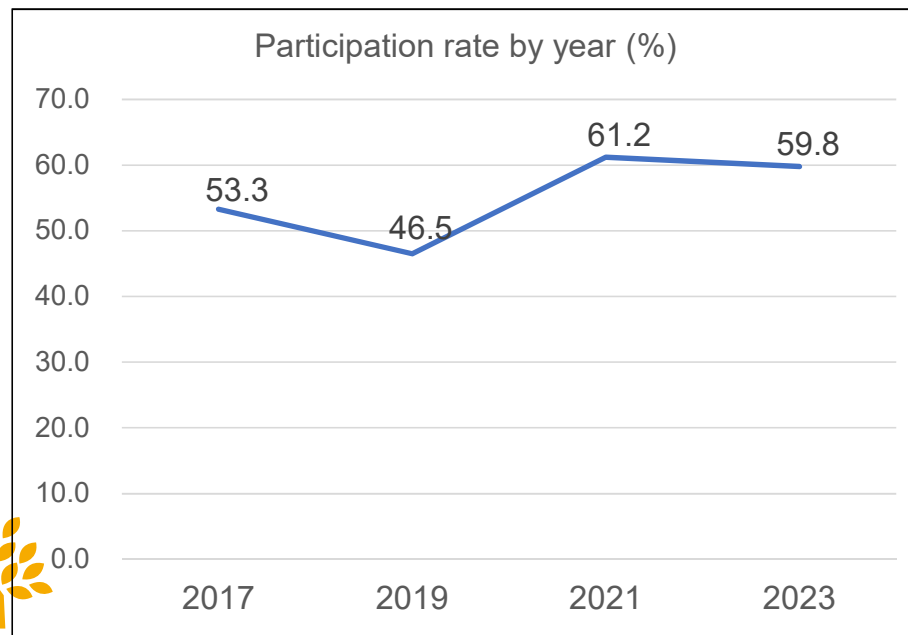
1. Outline of Monetary Donations
2. Topics Related to Monetary Donations
3. Characteristics of Giving Behavior
4. Discussion

1. Outline of Monetary Donations

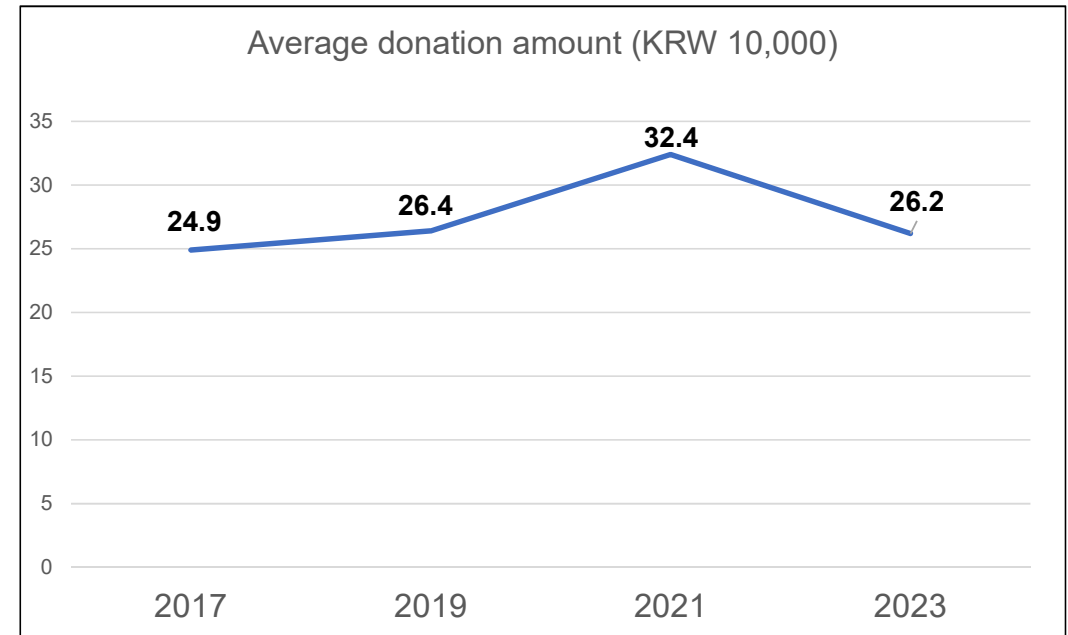
1) Rate of Participation in Giving & Average Donation Amount

- The rate of participation in giving in 2023 was 59.8%, a slight decrease from 61.2% in 2021. By gender, the participation rates of men and women were 61.2% and 58.5%, respectively, making the rate of men slightly higher. By age, people in their 30s donated the most at 66.1%, followed by 50s and 40s at 64.7% and 63%, respectively.
- The average donation amount in 2023 was KRW 262,000, a slight decrease from KRW 324,000 in 2021. It appears that the participation rate in giving and average donation amount both decreased in general along with more austerity in household economics.

(1) Participation Rate by Year



(2) Average Donation Amount by Year



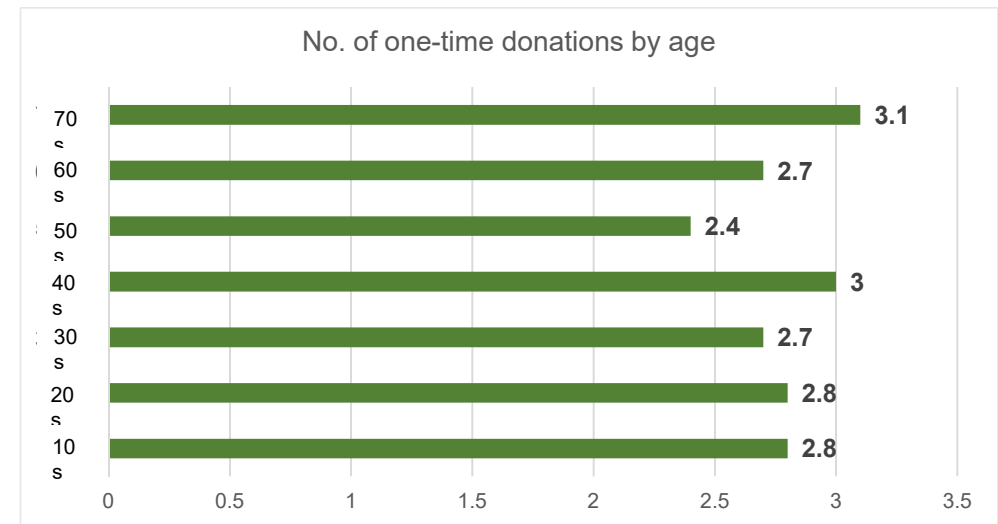
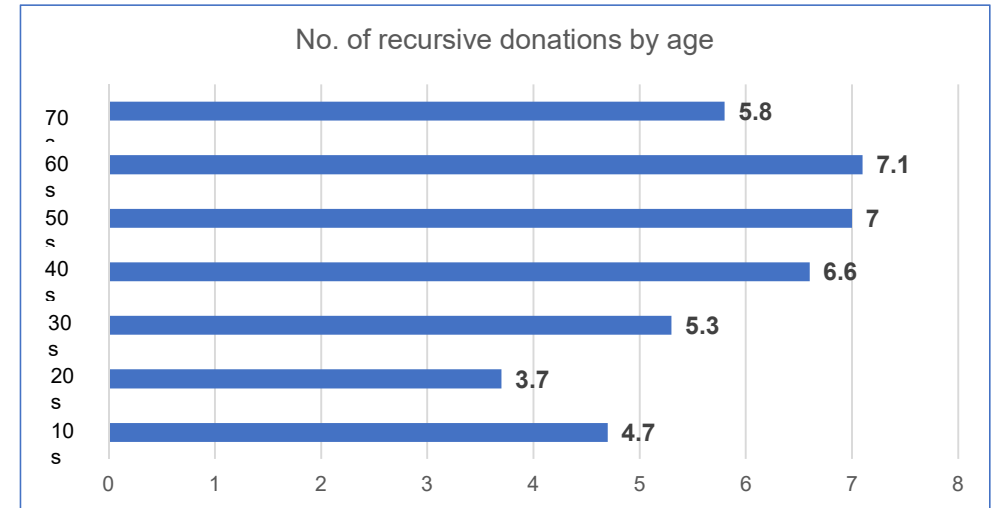
1. Outline of Monetary Donations

2) Number of Donations/Other Donations

- The average number of recursive donations made in 2023 is 6.02 times, which is a decrease from 6.39 times in 2021. The average of one-time donations is 2.72 times which is a decrease from 3.55 times in 2021. The average amount of donations through points/mileage is KRW 57,013.
- By age, people in their 40s, 50s, and 60s make recursive donations more often on average.

(1) Average no. of recursive donations/one-time donations, average amount of donations through points/mileage in 2023

Item	No. of respondents	Average
No. of recursive donations in 2023	1,492	6.02 times
No. of one-time donations in 2023	1,492	2.73 times
Donations through points/mileage in 2023	510	57,013 (KRW)



1. Outline of Monetary Donations

3) Experience in Giving by Area

- When looking at the rates of giving in the ten areas in 2023, social welfare or charity showed an overwhelmingly high rate, followed by foreign aid (such as medical aid and natural disaster relief) and NGOs (such as organizations for social rights and interests)

Area	Participation rate (Multiple answers)
1. Social welfare or charity in South Korea	1,006 (67.4%)
2. Foreign aid such as medical aid, natural disaster relief (hurricane, earthquake, etc.) (ex : Medical aid to Africa)	391 (26.2%)
3. NGOs such as organizations for social rights and interests	261 (17.5%)
4. Environment/climate change	195 (13.1%)
5. Animal protection	175 (11.7%)
6. Development of local community such as local library, village community	135 (9.0%)
7. Medicine such as hospitals	105 (7.0%)
8. Education such as elementary/middle/high school, university	88 (5.9%)
9. Other	48 (3.2%)
10. Culture & arts such as art gallery, cultural foundation, museum	40 (2.7%)



1. Outline of Monetary Donations

4) Average Donation Amount by Area

- Of ten areas of giving in 2023, the average amount of donation to the 'Domestic social welfare and charity' area was the highest, followed by 'Other' and 'Education.' In 2021, 'Education' such as elementary/middle/high school and university had the highest average, followed by 'Other', 'Domestic social welfare and charity.'
- Looking at the areas with highest average donation amount by age, for teens it was 'Environment/Climate,' for 20s it was 'Foreign aid,' for 30s it was 'Other' and 'Animal protection,' for 40s it was 'Domestic social welfare and charity,' for 50s it was 'Education,' for 60s it was 'Culture & arts,' and for 70s it was 'Education.'
- By gender, for men the highest average was in the order of 'Education' and 'Domestic social welfare and charity,' and for women it was 'Animal protection' and 'Other.'

2021	Amount (KRW)
1. Education such as elementary/middle/high school, university	355,294
2. Other	193,480
3. Social welfare or charity in South Korea or overseas	177,088
4. Medicine such as hospitals	137,768
5. NGOs such as People's Solidarity for Participatory Democracy, Human Rights Center for the Disabled	126,899
6. Animal Protection	121,577

2023	Amount (KRW)
1. Social welfare or charity in South Korea or overseas	189,997
2. Other	189,390
3. Education such as elementary/middle/high school, university	167,876
4. Animal Protection	156,832
5. Foreign aid (ex: medical aid to Africa) such as support for medicine overseas, natural disasters (hurricane, earthquake, etc.)	156,259
6. Development of local community such as local library, village community	118,923

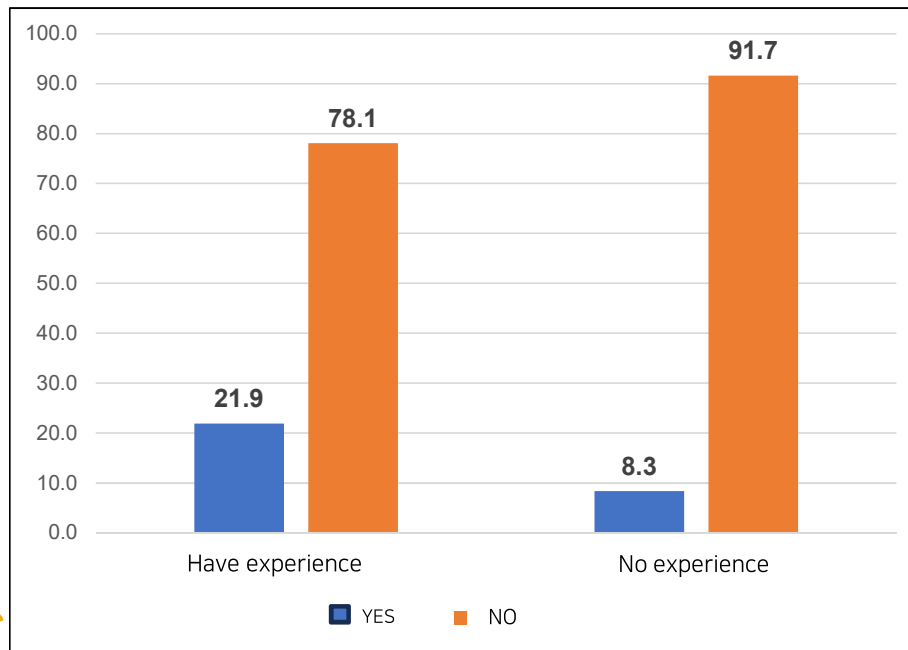


2. Topics Related to Monetary Donations

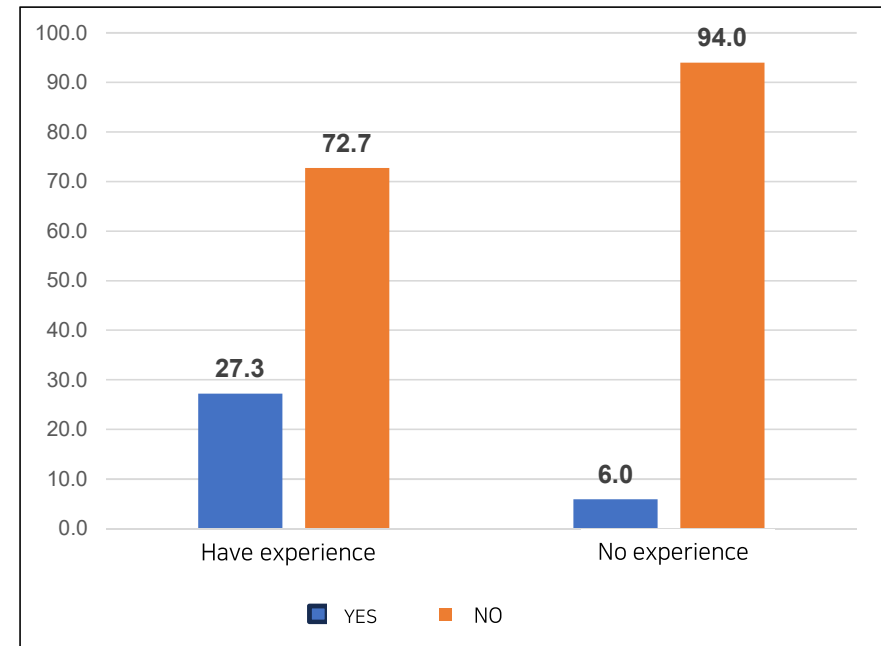
1) Giving Experience Compared to Volunteer Work

- The rate of participation in volunteer work in 2023 was 23.1% which is higher than 16.6% in 2021 but lower than 29.1% in 2019.
- Of the people with experience in giving, participation rate in volunteer work was 21.9% in 2021 but increased to 27.3% in 2023. In other words, there was an increase in the percentage of people that participated in volunteer work who have experience in giving.

(1) Participation in volunteer work compared to experience in giving (2021)



(2) Participation in volunteer work compared to experience in giving (2023)



2. Topics Related to Monetary Donations

2) Hometown Love Donation System

- On the question about knowledge of the Hometown Love Donation System, 61.5% answered that they knew about it, which is quite a level, but the level of experience in actual participation in giving was low at 14.2% (average rate of participation in giving, 59.8%).
- On the question about how the experience of giving through the Hometown Love Donation System impacted one’s previous donation amount, the highest response at 61.5% was that they were similar followed by an increase from before at 25.7%, making 87.2% of the respondents say their amount was similar or increased.

1) Awareness of/Experience in giving to Hometown Love Donation System

Subject	Perception Percentage (%)	Experience in giving Percentage (%)
Yes	1,534 (61.5%)	218 (14.2%)
No	959 (38.5%)	1,316 (85.8%)
Total	2,493 (100.0%)	1,534 (100.0%)

2) How the Hometown Love Donation System has impacted donation activities

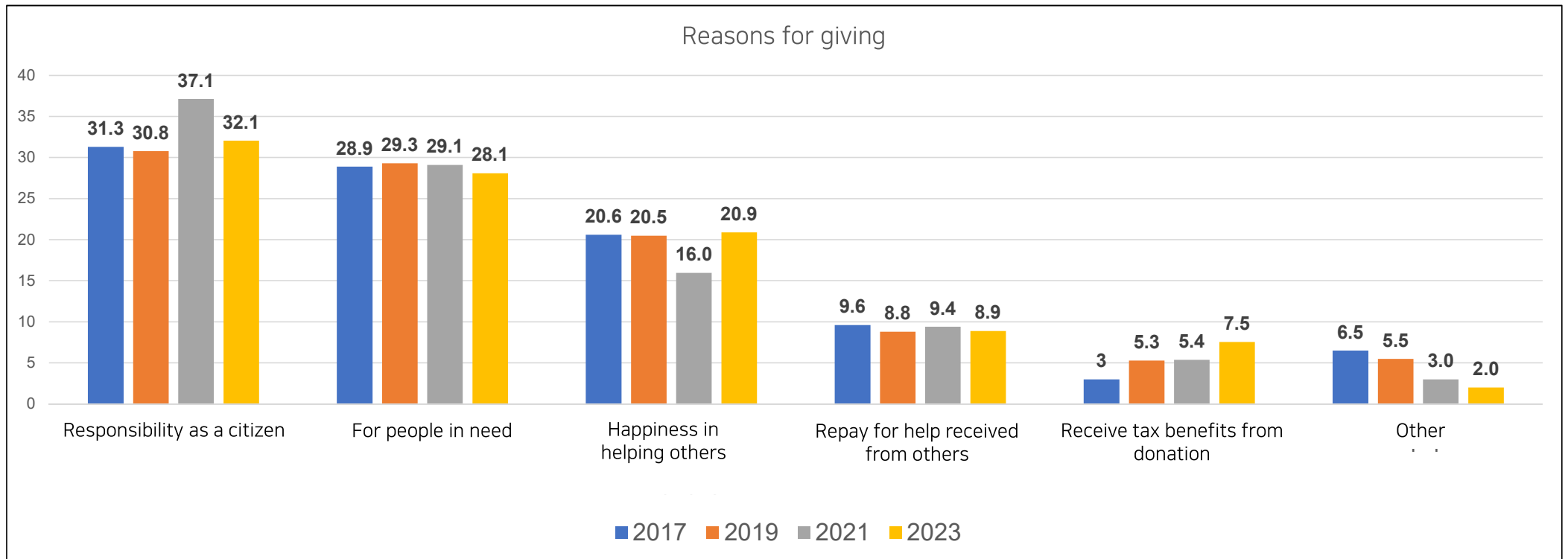
Amount of impact	Percentage (%)
Donation amount has decreased	17 (7.8%)
Donation amount is similar as before	134 (61.5%)
Donation amount has increased	56 (25.7%)
Don’t know if it has had an impact	11 (5.0%)
Total	218 (100.0%)



3. Characteristics of Giving Behavior

1) Reasons for Participation in Giving (Time Series)

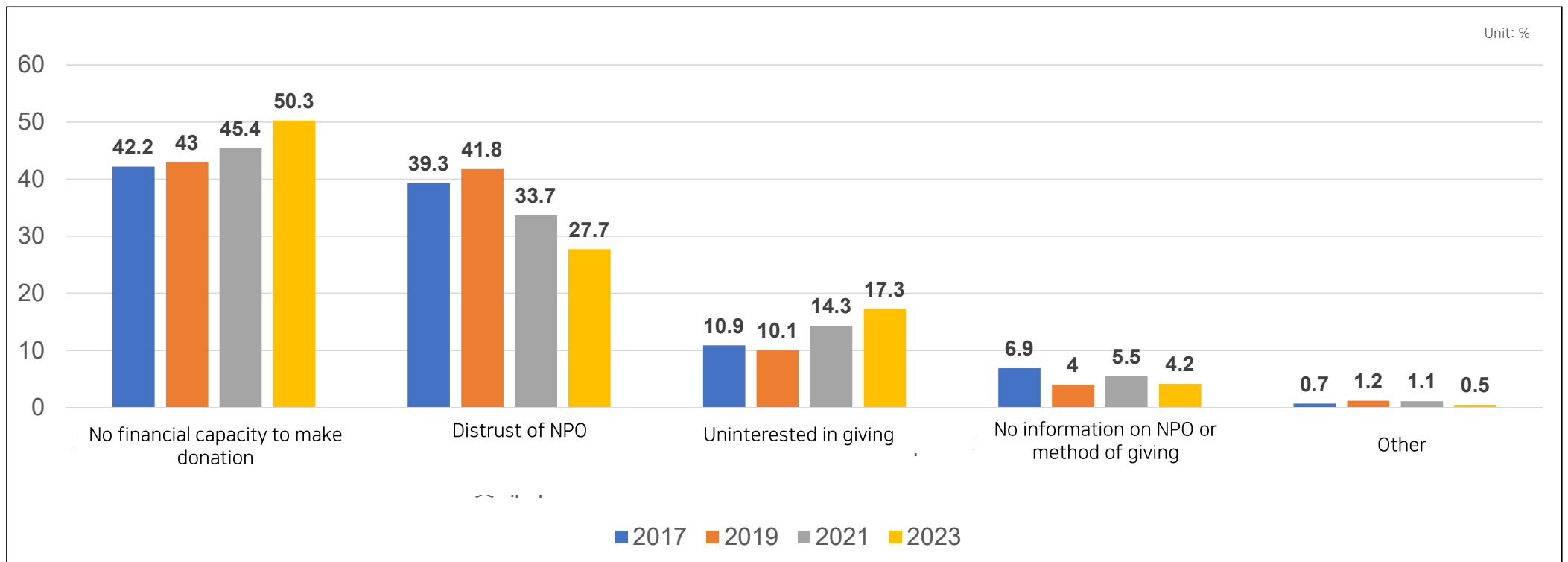
- In every survey, respondents' answers to 'why they give' have been in the order of 'Responsibility as a citizen (32.1%)', 'For people in need (28.1%)', 'Happiness in helping others (20.9%)'. In 2023, the answers 'Happiness in helping others' and 'Receive tax benefits from donation' had higher rates than 2021.



3. Characteristics of Giving Behavior

2) Reasons for Not Giving (Time Series)

- In every survey, respondents' answers for 'why they don't give' have been in the order of 'No financial capacity to give,' 'Distrust of NPOs' and 'Uninterested in giving.' In 2023, the answers 'No financial capacity to give (50.3%)' and 'Uninterested in giving (17.3%)' saw an increase, while the answer 'Distrust of NPOs (27.7%)' saw a decrease.



3. Characteristics of Giving Behavior

3) Reasons for Stopping Donation (Multiple Answers)

- For those who gave in 2022 but stopped giving in 2023, reasons were in the order of 'No financial capacity,' 'Don't like the activities (performance, PR) of the organization I used to donate to,' 'Desire to do volunteer work instead of donating money' and 'Unsatisfied with the communication method (reception) of the organization I used to donate to'
- Of these answers, 'Unhappy with the activities and communication of the organization I used to donate to' received 20% of the answers, reflecting the importance of communication

Topic	Response Frequency (%)
1. No financial capacity	281(54.2%)
2. Unhappy with the activities (performance, PR) of the organization I used to donate to	76(14.7%)
3. Desire to do volunteer work instead of donating money	30(5.8%)
4. Unsatisfied with the communication method (reception) of the organization I used to donate to	29(5.6%)
5. Forgot the fact that I'm donating	26(5.0%)
6. Consider the amount I've donated already as enough	24(4.6%)
7. Wish to donate to an organization other than the one I used to donate to	20(3.9%)
8. The organization I used to donate to doesn't request for me to give	12(2.3%)



3. Characteristics of Giving Behavior

4) Methods of Accessing Information Related to Giving (Multiple Answers)

- For methods of accessing information related to giving, 'Broadcasted program or advertisement on TV or radio, etc.' and 'Fundraising campaign of donation platform on portal sites' came 1st and 2nd place. In 2021, 'Street fundraising or face to face pledge' came 3rd and 'Article or advertisement on newspaper, magazine, etc.' came 6th. But in 2023, 'Information provided by the NPO' and 'Online article and advertisement' came 5th and 6th place. In particular, it is worth noting that in 2023, apart from the 1st answer, 2nd to 6th answers were all online media.

2021	Percentage (%)
1. Broadcasted program or advertisement on TV or radio, etc.	55.2
2. Fundraising campaign of donation platform on portal sites (Happy Bean, Kakao Together, etc.)	51.4
3. Street fundraising or face to face pledge	41.7
4. Fundraising campaigns on social media (Facebook, etc.), YouTube, etc.	35.9
5. Searched on online search engine (Daum, Naver, Google, etc.)	34.0
6. Article or advertisement on newspaper, magazine, etc.	32.8

2023	Percentage (%)
1. Broadcasted program or advertisement on TV or radio, etc.	34.9
2. Fundraising campaign of donation platform on portal sites (Happy Bean, Kakao Together, etc.)	31.7
3. Searched on online search engine (Daum, Naver, Google, etc.)	23.2
4. Fundraising campaigns on social media (Facebook, etc.), YouTube, etc.	20.0
5. Information provided by the organization (email, visit, phone, etc.)	18.5
6. Online article and advertisement (banner, etc.)	18.4

3. Characteristics of Giving Behavior

5) Participated Donation Activities (Multiple Answers)

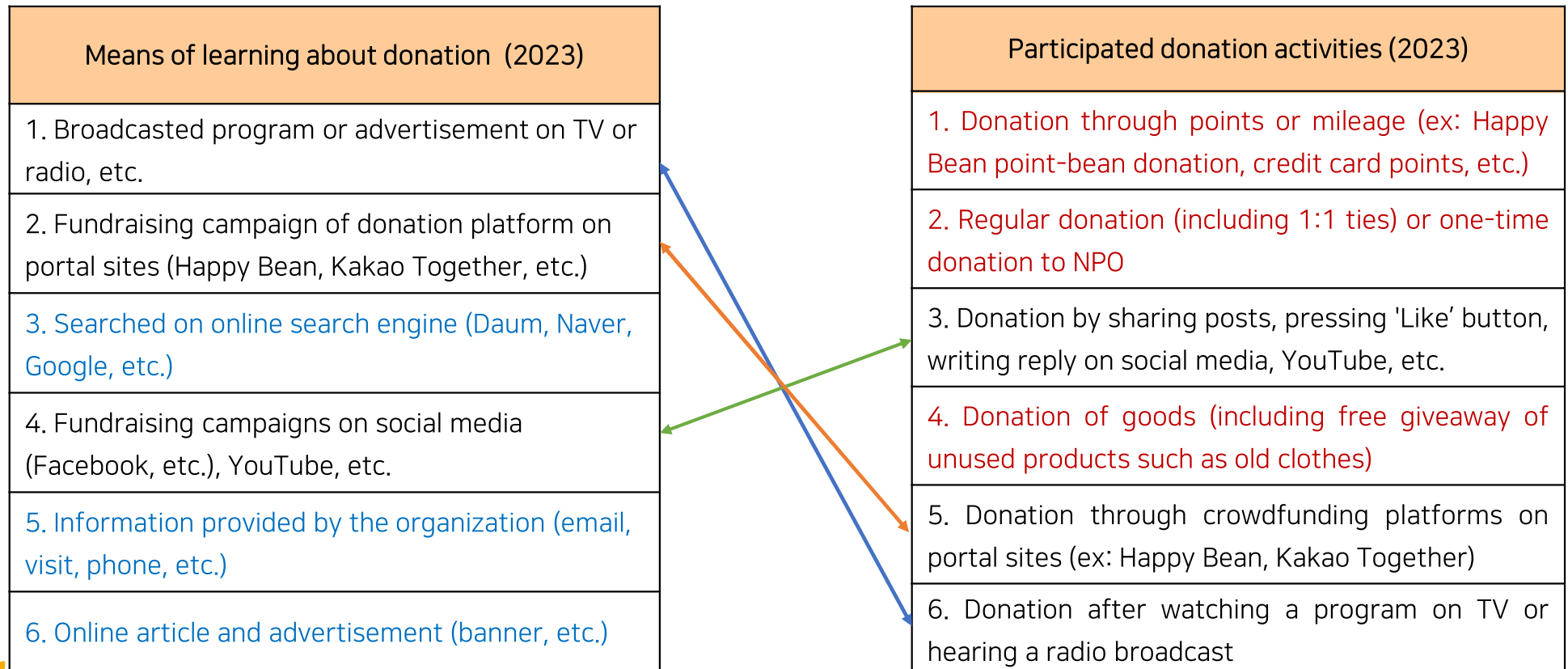
- Of the 13 donation activities provided, in both 2021 and 2023, most responses were given in the order of 'Points or mileage,' 'Regular or one-time donation to NPO,' 'Donation by sharing posts, pressing 'Like' button, writing reply on social media, YouTube, etc.,' 'Donation of goods.' The results show that donors participate actively in donation activities that are easy to participate in with little pressure. Also, 'Special donations related to disasters such as COVID-19' was included in the top 6 activities for 2021, but in 2023 'Donation after watching a program on TV or hearing a radio broadcast' came at 6th place.

2021	Percentage (%)
1. Donation through points or mileage (ex: Happy Bean point-bean donation, credit card points, etc.)	53.5
2. Regular donation (including 1:1 ties) or one-time donation to NPO	40.8
3. Donation by sharing posts, pressing 'Like' button, writing reply on social media, YouTube, etc.	37.9
4. Donation of goods (including free giveaway of unused products such as old clothes)	34.4
5. Donation through crowdfunding platforms on portal sites (ex: Happy Bean, Kakao Together)	28.4
6. Participation in special donations related to disasters such as natural disaster or COVID-19	22.6

2023	Percentage (%)
1. Donation through points or mileage (ex: Happy Bean point-bean donation, credit card points, etc.)	34.2
2. Regular donation (including 1:1 ties) or one-time donation to NPO	29.6
3. Donation by sharing posts, pressing 'Like' button, writing reply on social media, YouTube, etc.	22.1
4. Donating goods (including free giveaway of unused products such as old clothes)	19.2
5. Donation through crowdfunding platforms on portal sites (ex: Happy Bean, Kakao Together)	17.2
6. Donation after watching a program on TV or hearing a radio broadcast	14.8

3. Characteristics of Giving Behavior

6) Order of Participation in Donation Activities Compared to Means of Learning About Donation



3. Characteristics of Giving Behavior

7) Preferred Issue is Issues on Children & Adolescents (Up to Top 3)

Area (No. of respondents)	Issue donated to
Domestic social welfare or charity (1,008)	1. <u>Issues on children & adolescents</u> 2. Resolve problems of vulnerable class (migrant workers, marriage migrants, refugees, homeless people, etc.) 3. Resolve problems of poverty overseas or foreign aid for disaster relief
Foreign aid such as foreign medicine, natural disaster relief (391)	1. Resolve problems of poverty overseas or foreign aid for disaster relief 2. Domestic disaster relief for natural disasters (forest fire, hurricane, earthquake, etc.) or COVID-19 3. <u>Issues on children & adolescents</u>
Local community development such as local library, village community (135)	1. Resolve problems of vulnerable class (migrant workers, marriage migrants, refugees, homeless people, etc.) 2. <u>Issues on children & adolescents</u> 3. Support of human rights or social (regional) issues
Medicine such as hospitals (105)	1. Resolve problems of vulnerable class (migrant workers, marriage migrants, refugees, homeless people, etc.) 2. <u>Issues on children & adolescents</u> 3. Resolve problems of poverty overseas or foreign aid for disaster relief



3. Characteristics of Giving Behavior

8) Concentration phenomenon of donation and recognition

Rank	Recipient organization in 2023		Previous recipient organization		No experience in giving but have heard of organization	
	Org.	Area	Org.	Area	Org.	Area
1	A	Children	N/A	-	N/A	
2	B	Children/INGO	B	Children/INGO	B	Children/INGO
3	C	Children/INGO	G	Social welfare sector	A	Children
4	Unknown		D	Children/INGO	F	Children/INGO
5	D	Children/INGO	A	Children	G	Social welfare sector
6	E	Online platform	F	Children/INGO	D	Children/INGO
7	F	Children/INGO	C	Children/INGO	H	Social welfare sector
8	G	Social welfare sector	H	Social welfare sector	C	Children/INGO
9	H	Social welfare sector	E	Online platform	I	Social welfare sector



4. Discussion

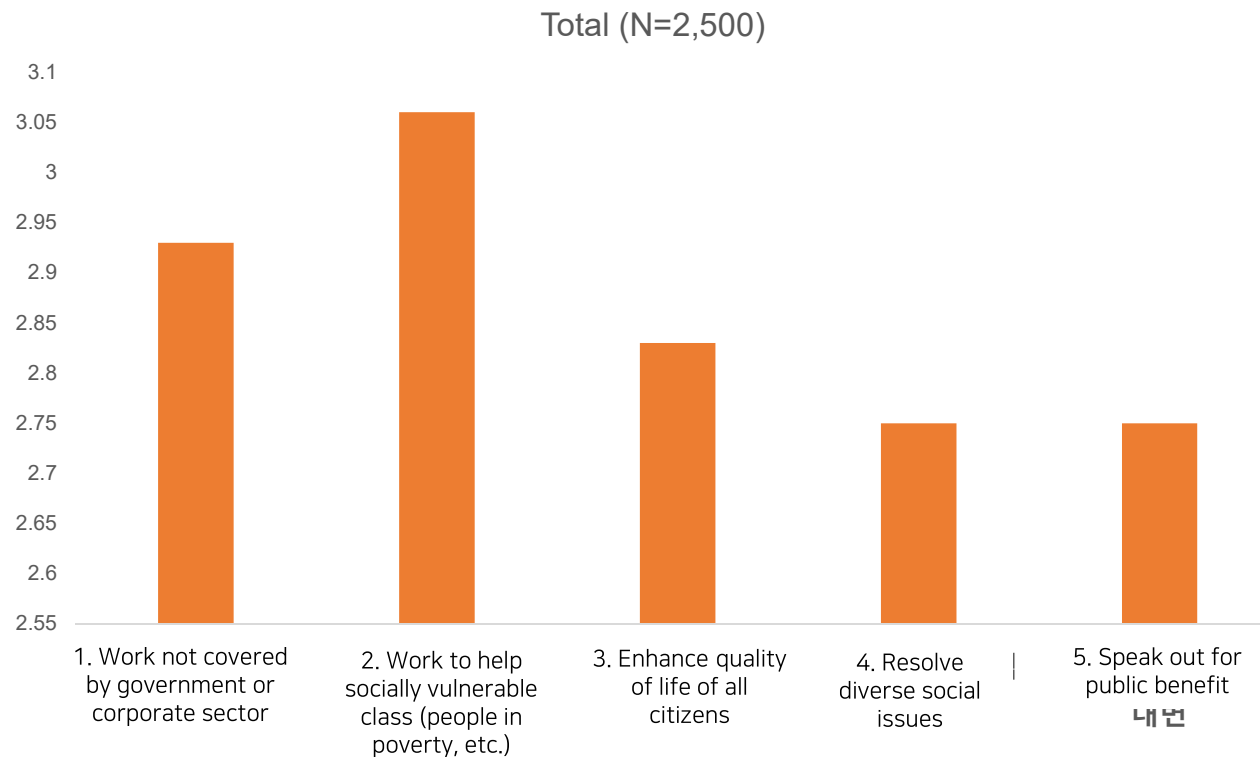
- I. Overall decrease in philanthropic activities in 2023 (compared to 2021): Decreasing trends of participation in giving and average amount of giving, rate of participation in volunteer work has increased but is lower than pre-COVID 19 rate.
- II. Importance of online channels: Most channels that provide information on giving and most ways of participating in giving are all online.
- III. Continuous prevalence of online donation activities that are easy to participate in: Preference for activities with low threshold that require less effort (low commitment), responsibility of the NPO to cultivate casual donors into loyal donors.
- IV. Attention should be given to the significance donors who dropped out place in their dissatisfaction of NPOs' communication.
- V. It is worth noting the increase in individual's benefits such as personal happiness and tax benefits as a motive for giving.
- VI. When looking at the average donation amount by area, it is worth highlighting that there is a difference in preference by age and gender.
- VII. Ongoing concentration in preferred areas and issues for donation: Regardless of domestic social welfare and charity sector, issues on children and adolescents, and experience in giving, the NPOs that people are aware of are similar. But it is necessary to think about preferred area/issue of donors VS issue-raising of NPOs.



II. Perception of Donation Activities

1. Role, Credibility, Transparency of NPOs
2. NPOs & Management (Citizens vs. NPOs)

Perception of NPOs' Role – Entire Group



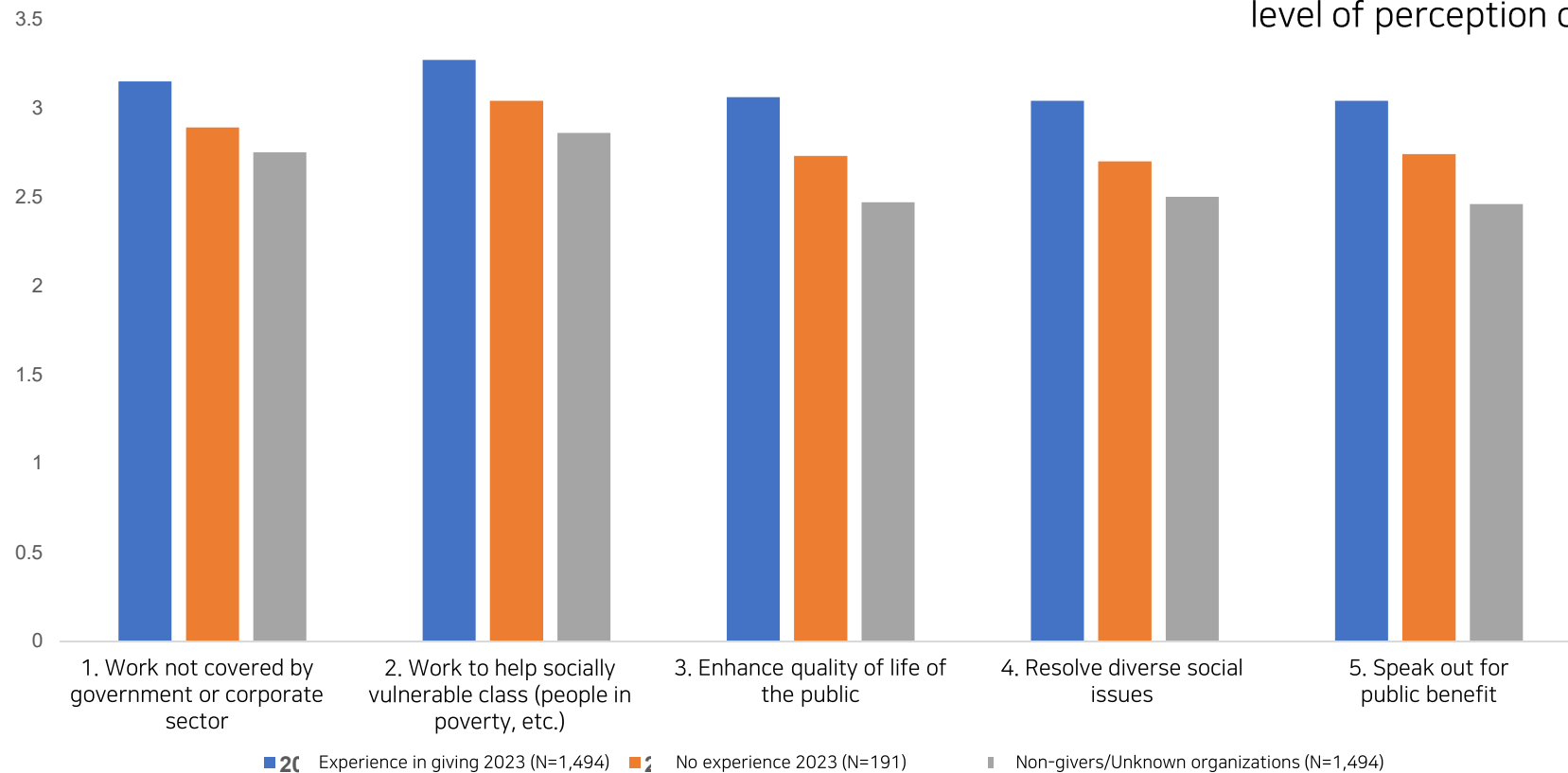
- NPOs are largely viewed as helping the socially vulnerable class and carrying out work not covered by the government or corporate sector.
- In contrast, there is a lower perception of NPOs' role based on outcomes such as resolving social issues and problems, speaking for the public benefit, and enhancing the quality of life of all citizens.

There is a need to emphasize the role of NPOs as enhancing the quality of life of not only the vulnerable class but all citizens that includes 'Me'



Perception of NPOs' Role Based on Experience in Giving

- Every group shows a statistically significant difference in their level of perception of NPOs' role.



1. Role, Credibility, Transparency of NPOs

Perception of NPOs' Credibility

	Donor (N=1,494)	Non-donor (N=191)
Credibility	3.19 (SD=.47)	2.83 (SD=.55)

	Total	Experience in giving 2023 (N=1,494)	No experience in giving (2023) (N=191)	Non-givers/Unknown organizations (N=815)
1 NPOs are transparent and open in the way they conduct their activities and communicate	3.07	3.12	2.69	
2 NPOs adhere to the relevant laws (systems)	3.14	3.17	2.86	
3 NPOs use their donations appropriately	2.77	3.17	2.75	2.38
4 The fundraising activities of NPOs are carried out in an appropriate way	2.88	3.19	2.91	2.55
5 NPOs operate ethically	2.80	3.19	2.81	2.39
6 In general, NPOs are credible	2.80	3.23	2.84	2.32

- For every item, the average was highest in order of 'Experience in giving 2023' > 'No experience in giving 2023' > Non-givers/Unknown organizations.
- Overall, the levels were similar to 2021.



1. Role, Credibility, Transparency of NPOs

Perception of transparency of NPOs: Disclosure of information, openness of communication method

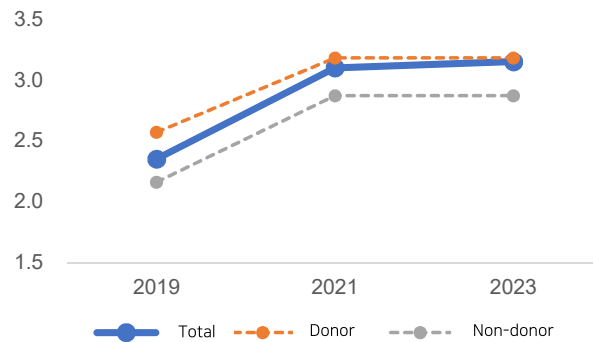
Item		Total	Experience in giving 2023 (N=1,494)	No experience in giving 2023 (N=191)
1	Provides a specific vision or goal	3.15	3.18	2.87
2	Appropriate disclosure of information related to finance (materials on use of donation, budget & settlement of accounts, auditing, etc.)	3.03	3.08	2.60
3	Appropriate disclosure of information related to operation of projects (materials on project goal, process, performance, etc.)	3.08	3.13	2.68
4	Appropriate disclosure of information related to management (materials on employees, BOD, major policies, management process, etc.)	2.99	3.04	2.59
5	Use diverse means to disclose and deliver information (email, newsletter, text message, website notice, etc.)	3.08	3.12	2.78
6	Provide multiple channels to share opinions (post, phone, email, discussion boards of website or social media, open reply, etc.)	2.99	3.04	2.62
7	Provide accurate answers to questions	2.98	3.03	2.61
8	Reflect people’s opinions in organization’s activities	2.97	3.02	2.60

	Donor (N=1,494)	Non-donor (N=191)
Transparency	3.08 (SD=.48)	2.67 (SD=.54)

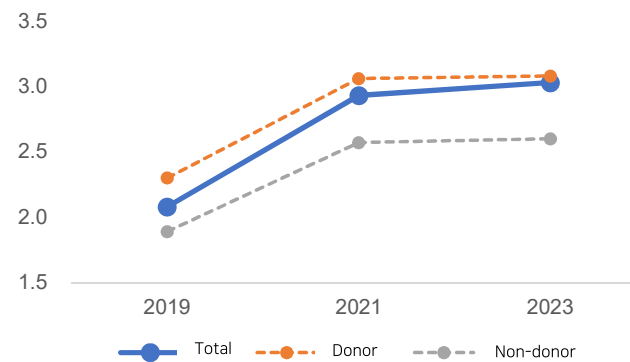
- In every item, the average was highest in the order of 'Experience in giving 2023' > 'No experience in giving 2023'. There was a statistically significant difference.
- Overall, the levels were similar to 2021.

Trend Analysis on Perception of NPOs' Transparency (1)

Perception of degree of providing vision and goal

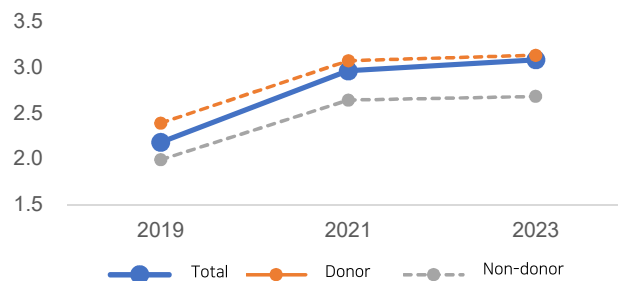


Perception of degree of disclosing finance-related information

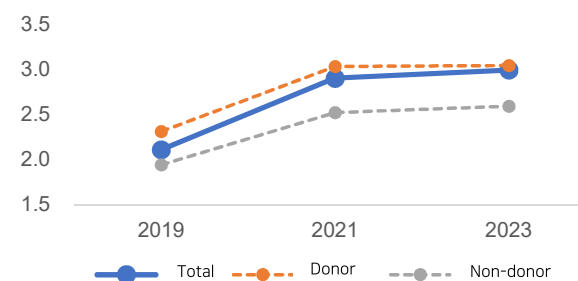


- In every item, the average score largely increased from 2019 to 2021, then either maintained the score or increased slightly
- The perception of degree of disclosing finance-related information increased the most

Perception of degree of disclosing information related to operation of projects



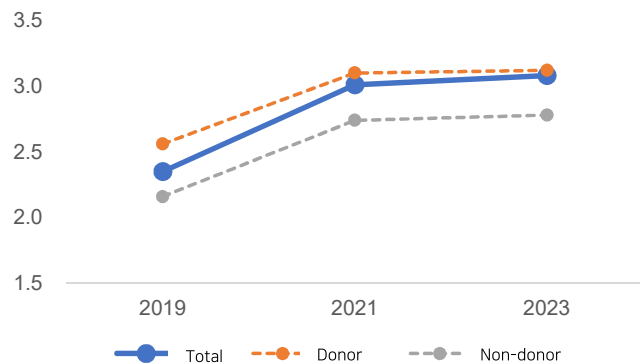
Perception of degree of disclosing information related to organization management



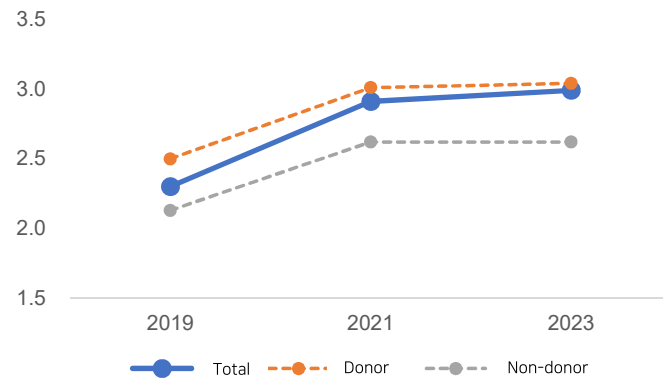
1. Role, Credibility, Transparency of NPOs

Trend Analysis of Perception of Transparency of NPOs (2)

Perception of the degree of utilizing means of disclosing·delivering information

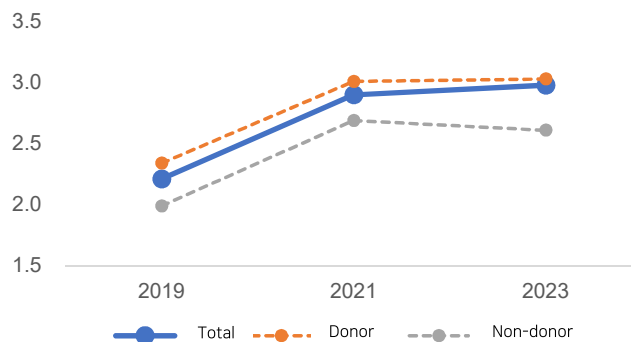


Perception of degree of providing the public with ways to share their views

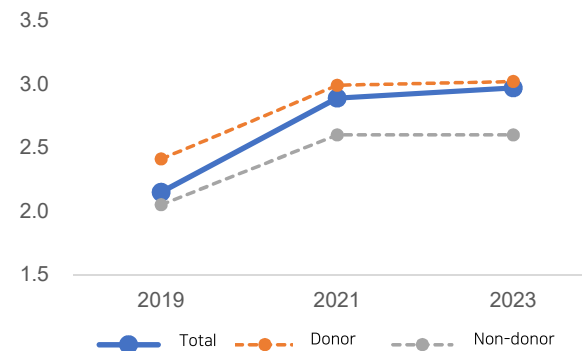


- In every item related to communication and response, the average score increased relatively largely from 2019 to 2021, then either maintained the score or increased slightly

Perception of the degree of providing answers to questions

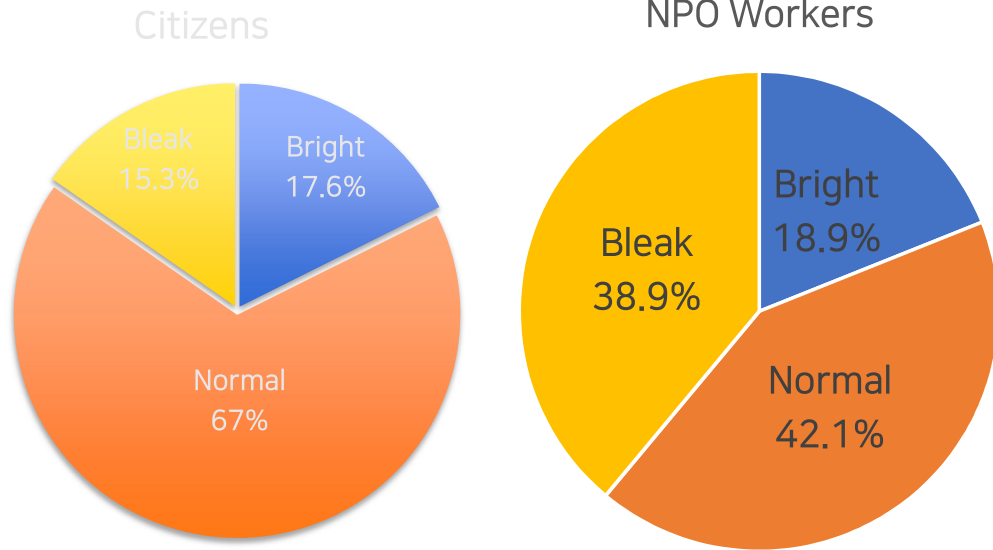


Degree of reflecting outside views



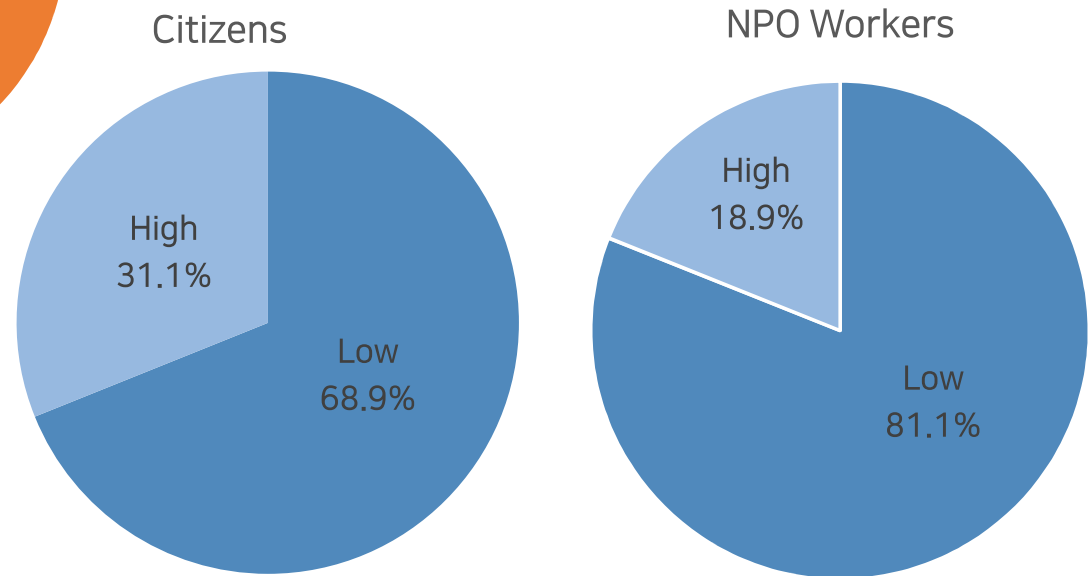
2. Perception of NPO Management: NPO Workers vs. Citizens

Future prospects of South Korea's nonprofit sector



- The citizens has a more optimistic outlook about the future of the nonprofit sector compared to NPO workers
- Also on the level of donations to NPOs, the citizens evaluate it to be higher than NPO workers

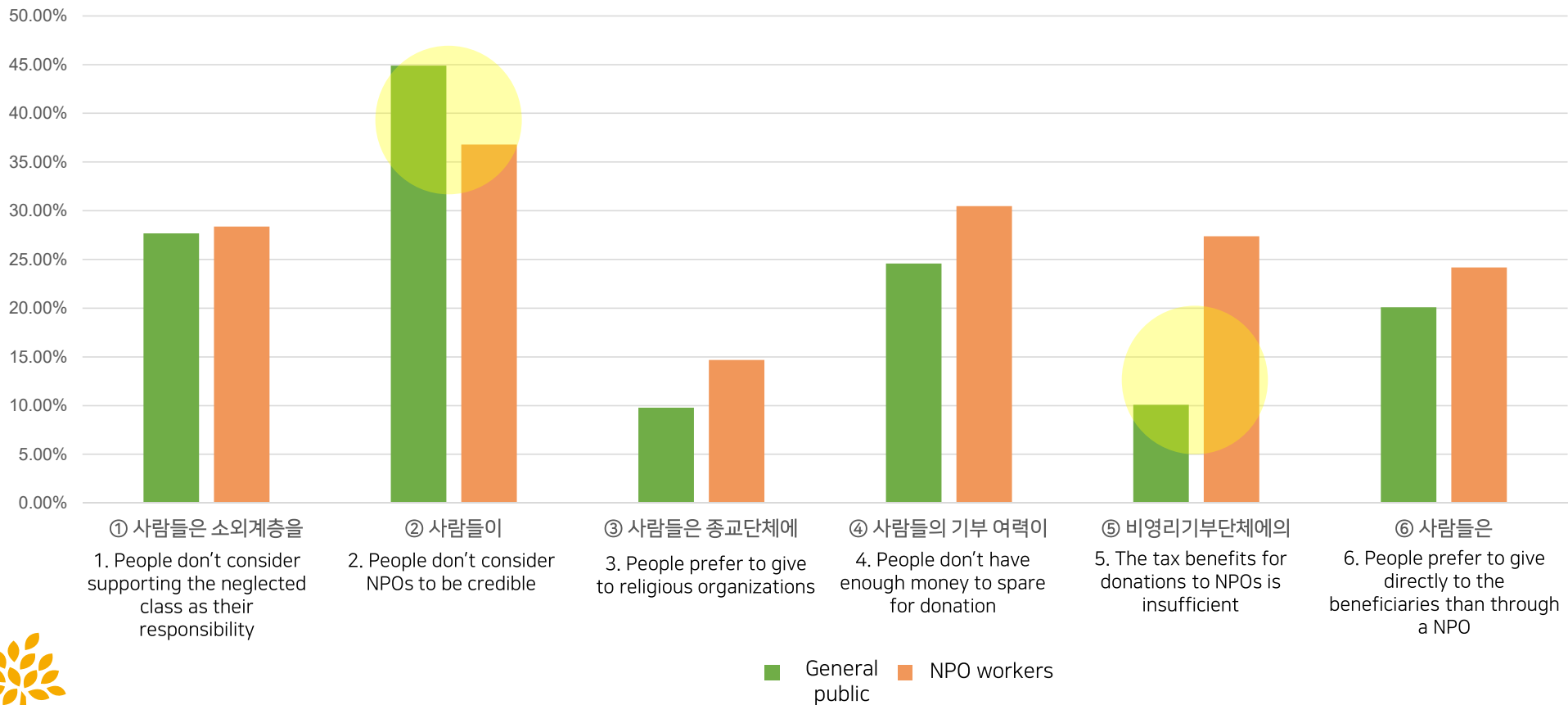
South Korean's level of giving to NPOs



2. Perception of NPO Management: NPO Workers vs. Citizens

Reasons for the low level of giving in South Korea

- A difference was found in the perception between the citizens and NPO workers



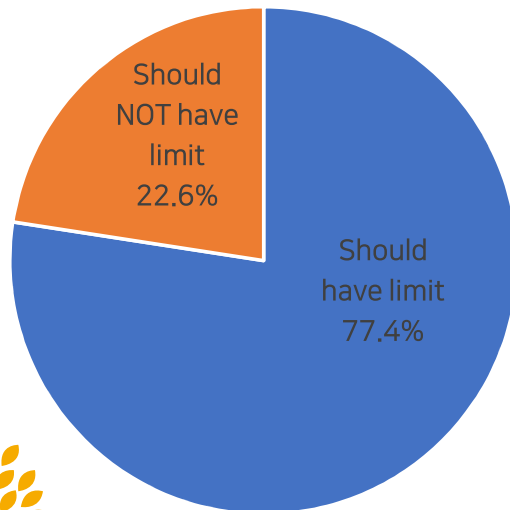
2. Perception of NPO Management: NPO Workers vs. Citizens

Perceptions on the overhead costs/administrative costs of NPOs

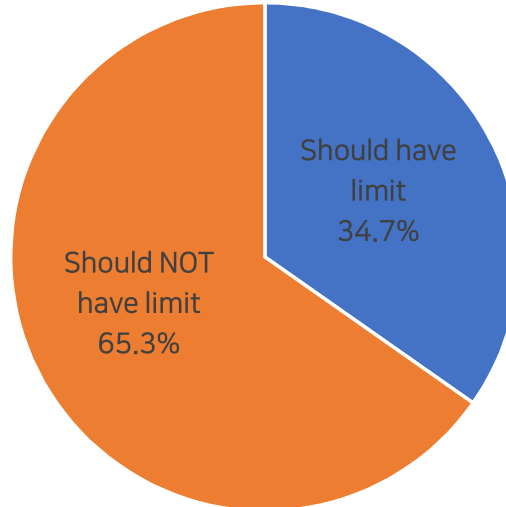
Item	Total	Experience in giving 2023 (N=1,494)	No experience in giving 2023 (N=191)	Non-givers/Unknown organizations (N=815)
NPOs spend a lot of money on management such as labor costs	2.75	2.80	2.90	2.79

Upper limit of overhead costs/administrative costs of NPOs

Citizens



NPO Workers

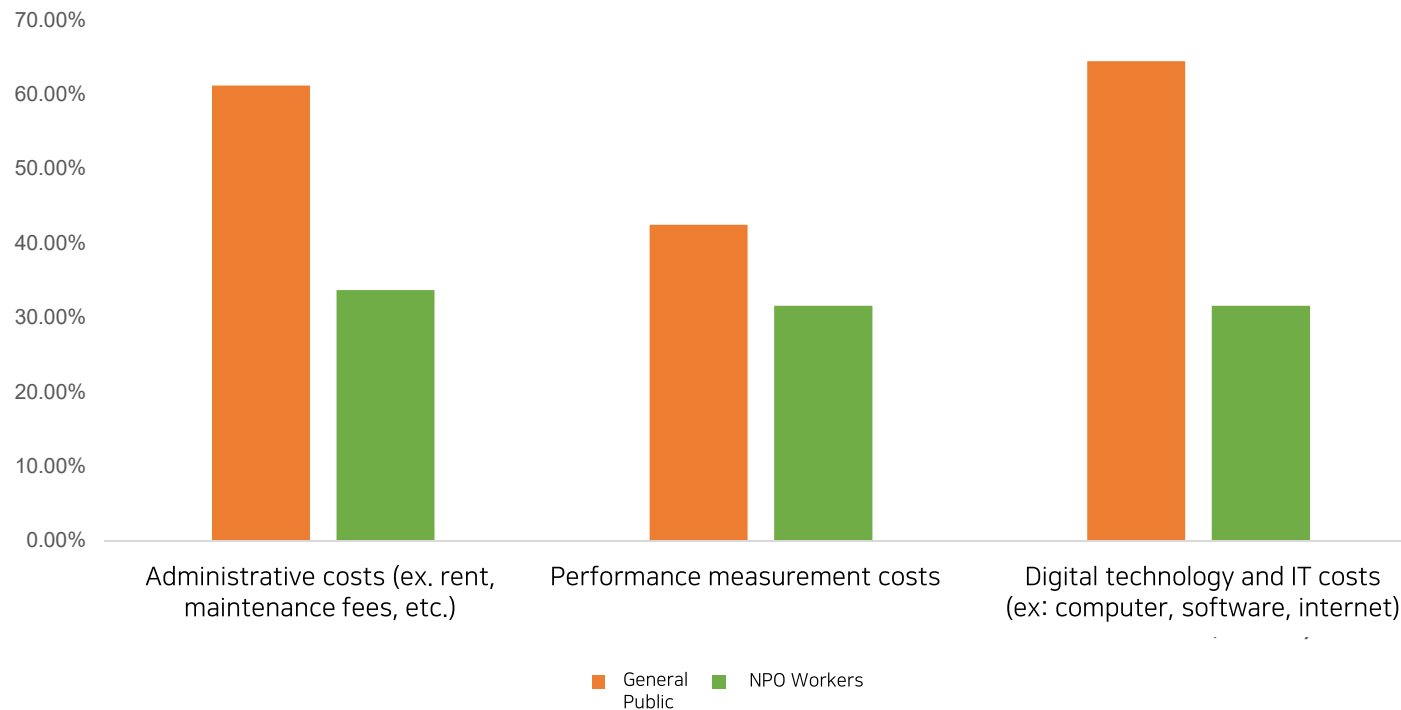


- No difference in perception of overhead costs/administrative costs based on experience in giving
- Difference in perception of overhead costs/administrative costs between the citizens and NPO workers



2. Perception of NPO Management: NPO Workers vs. Citizens

Use of donations for administrative costs/performance measurement costs/digital technology and IT costs, etc.



- The citizens consider that donations can be used for administrative costs/performance measurement costs/digital technology and IT costs, etc.



III. Social Changes through Donors' Perception of 'My Donation'

1. Satisfaction in Giving, orientation with NPO, Loyalty
2. Proactivity of Donors: Interest in Performance, Decision to Give/Efforts for Continuity
3. Perception of Social Change through Giving
4. Factors Influencing Awareness of Social Change through Giving

1. Satisfaction in Giving, Orientation with NPO, Loyalty

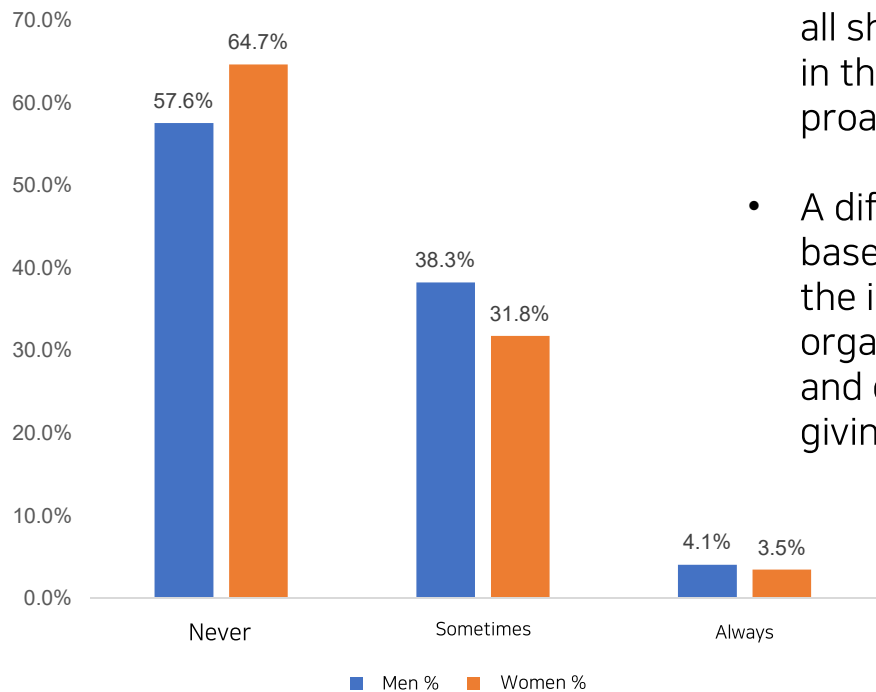
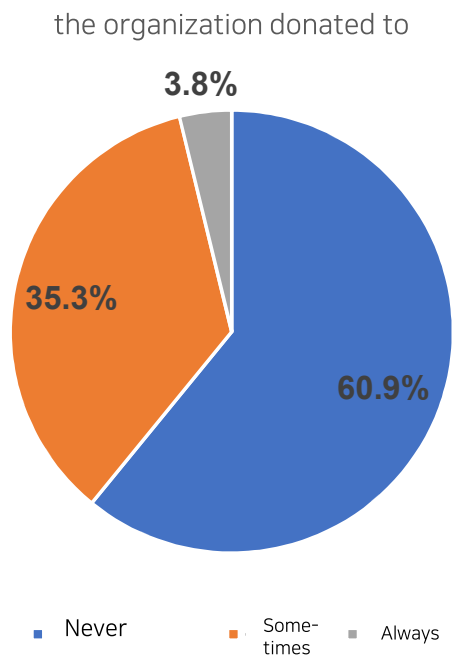
		Ave.	S.D.
Satisfaction in giving	Overall level of satisfaction in giving	3.14	.61
	orientation with organization (interested in what the donor wants, efforts to form diverse/long-term orientation)	2.97	.68
Loyalty	Organization always thinks about what the donor wants the most	2.93	.66
	If opportunity arises, donate again to the organization I donate to	3.16	.65
Loyalty	Donate more to the organization I donate to	2.87	.72
	Recommend my family and friends to donate to the organization I donate to	3.07	.68
	If a situation arises to donate to an organization or individual, I give to the organization I donate to first	3.02	.67
Total: 1,492 (4-point scale)			

- People who currently donate to NPOs appear to be generally satisfied, maintain a positive orientation, and have a relatively high level of loyalty.
- Satisfaction in giving, orientation, and loyalty all show a high level of correlation (statistically significant correlation).



2. Activeness of Donors: Interest in Performance, Decision to Give/Efforts for Continuity

Level of displayed interest/request for information (through email,, phone, etc.) on the performance of the organization donated to

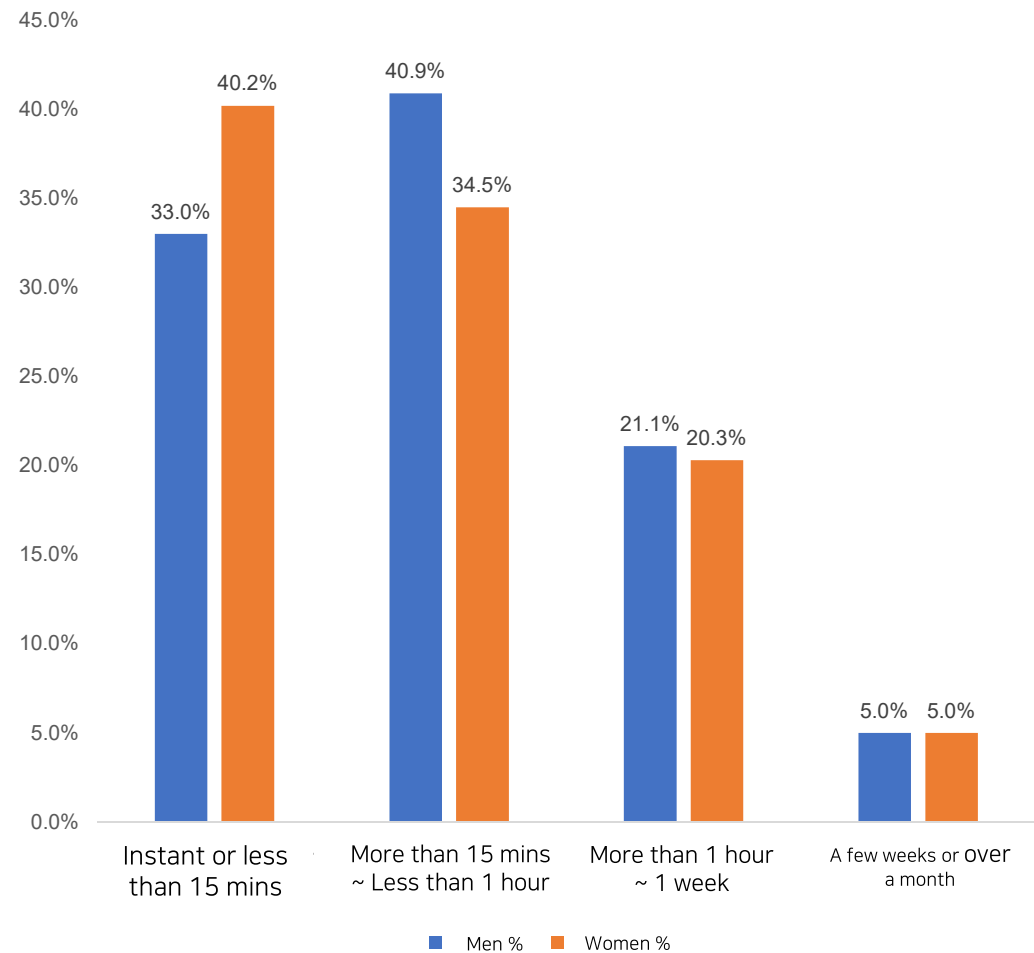
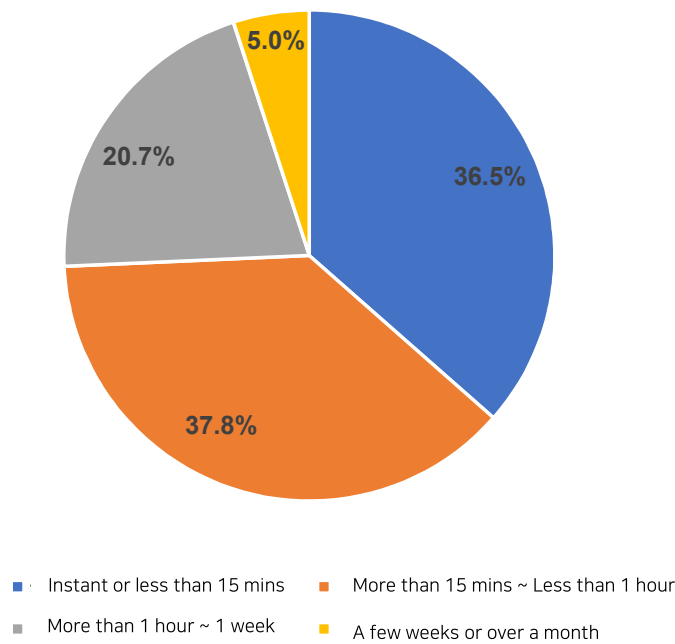


- Satisfaction in giving, loyalty, orientation with organization all showed a high correlation in the group with highly proactive donors.
- A difference was found based on gender regarding the interest in the organization’s performance and efforts to decide on giving



2. Activeness of Donors: Interest in Performance, Decision to Give/Efforts for Continuity

Amount of time spent to make donation in 2023 (visit organization’s website, research to decide on an organization, contact NPO, etc.)



2. Activeness of Donors: Interest in Performance, Decision to Give/Efforts for Continuity

Item		Amount of Time Spent to Make a Donation in 2023			
		Less than 15 mins	More than 15 mins ~ Less than 1 hour	More than 1 hour ~ Less than a week	A few weeks ~ More than a month
Degree of displayed interest in the NPO's performance	None	415(76.1%)	349(61.9%)	126(40.6%)	22(29.3%)
	From time to time	119(21.8%)	197(34.9%)	167(53.9%)	42(56.0%)
	Always	11(2.0%)	18(3.2%)	17(5.5%)	11(14.7%)

- There is a correlation between the effort to decide on/continue giving and the interest in the performance of the NPO's activities



3. Perception of Social Change through Giving

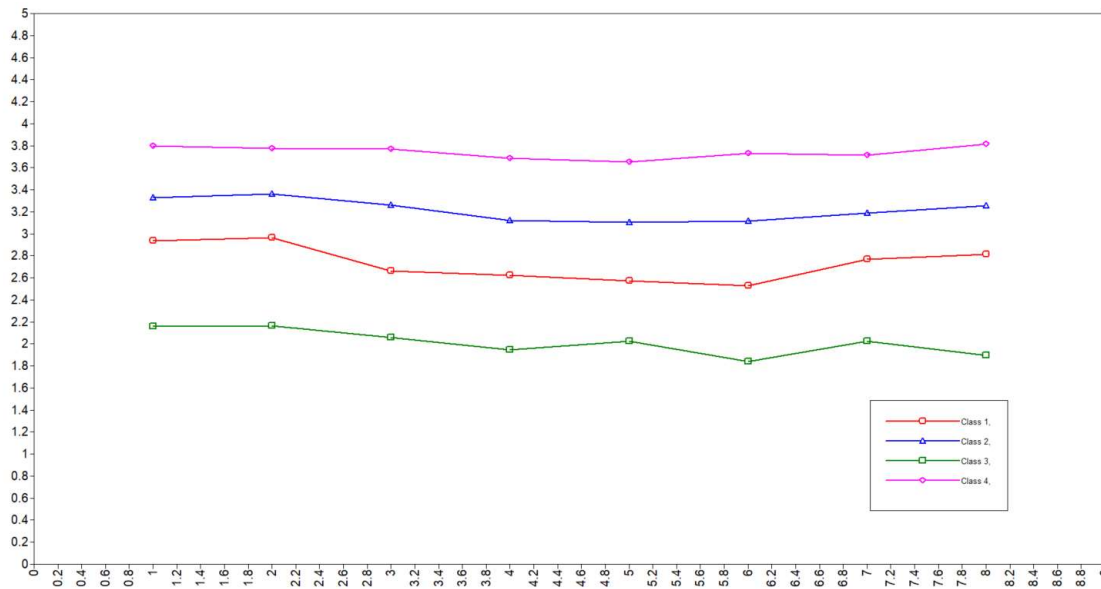
My donation...	N	Ave.	S.D.
1 Positively impacts someone	1,492	3.24	.605
2 Provides help to someone	1,492	3.26	.615
3 Can change someone's life	1,492	3.12	.670
4 Brings a high level of positive social impact	1,492	3.02	.642
5 Contributes to expanding general participation in giving	1,492	2.99	.665
6 Contributes to changes in the perception of the social responsibility of the middle class	1,492	2.99	.702
7 Contributes to complementing the weak areas of the government's support to the local community	1,492	3.10	.624
8 Contributes to the enhancement of the perception that our society is a warm and wholesome society	1,492	3.16	.634
Valid N (By list)	1,492 (4-point scale)		



	N	Ave.	S.D.
Level of impact my donation has on social change	1,492	5.04	1.111
Level of impact the NPO has on social change	1,492	5.23	1.067
Valid N (By list)	1,492 (7-point scale)		



3. Perception of Social Change through Giving: By Group



- Latent Profiling Analysis (LPA)
 - Divided into 4 groups
- Perception of social change through “my” donation
 - High, Mid-high, Mid-low, Low groups

N=225 (15.1%) High group
 N=779 (52.1%) Mid-high group
 N=418 (28.0%) Mid-low group
 N=72 (4.8%) Low group

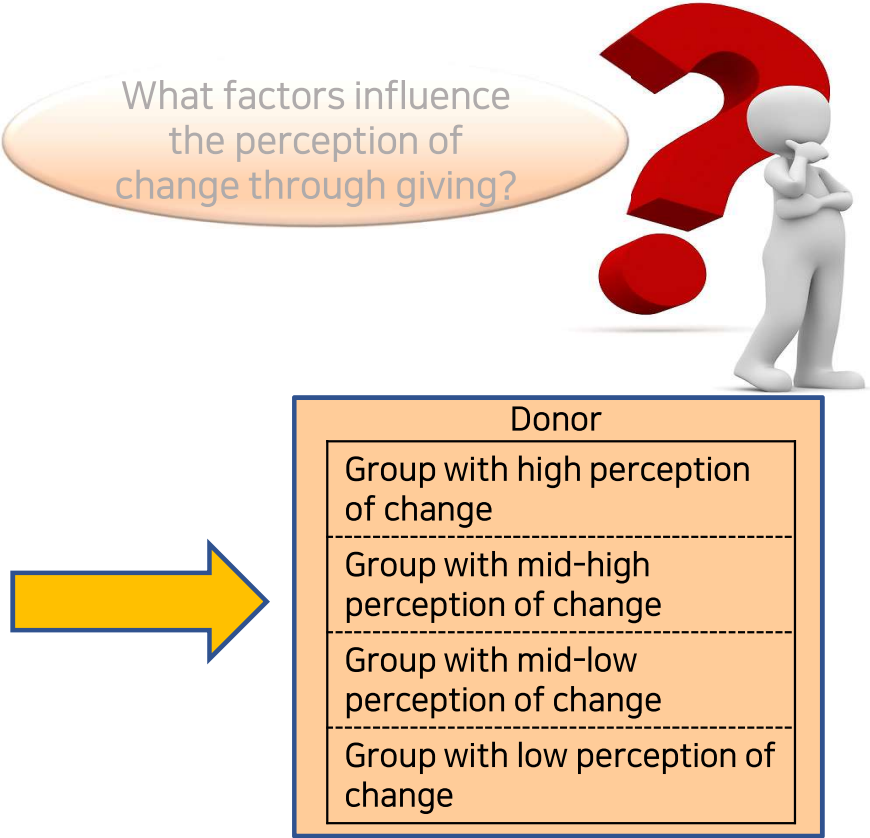
What is their difference?

No. of potential groups	Log-Likelihood	AIC	BIC	SABIC	Entropy	LMR	BLRT(p)
2	-10032.36	20132.710	20313.224	20205.215	.810	895.81**	<.001
3	-9837.93	19761.857	19990.153	19853.554	.802	383.03***	<.001
4	-8473.05	17050.109	17326.188	17160.998	.877	476.32**	<.001
5	-8404.91	16931.823	17255.685	17061.905	.889	134.86	<.001



4. Factors Influencing Classification of Groups by Perception of Change through Giving

- Individual characteristics:
 - Gender, Age
 - Donation amount (High, Mid-high, Mid-low, Low)
 - Degree of donor's efforts
 - Amount of displayed interest in the performance of the NPO (Displayed/Not displayed)
- orientation with the NPO: Disclosure of information/Communication
 - Perception of vision & goal
 - Level of disclosure of finance-related information
 - Level of disclosure of information on project operation
 - Level of disclosure of information on organization management
 - Activeness of disclosure of information
 - Activeness of interaction with organization
 - Level of response to interaction with organization (provide answer to question)
 - Level of response to interaction with organization (feedback, reflect opinion)



Comparison of Group with Low Perception of Change vs. Group with High Perception of Change

		B	Sig.	Exp(B)
	Intercept	-17.86	0.00	
	Perception of vision & goal	1.17	0.00	3.21
	Disclosure of information related to finance	0.58	0.06	1.79
	Disclosure of information on project operation	0.20	0.57	1.22
Disclosure of information/ Communication	Disclosure of information on organization management	0.86	0.01	2.36
	Activeness in disclosure of information	0.53	0.07	1.70
	Activeness in interaction	0.88	0.00	2.42
	Response to interaction (Answer to question)	0.06	0.84	1.06
	Response to interaction (Provide opinion & Acceptance)	0.99	0.00	2.69
Donors' efforts for request of information	Experience displaying interest in organization's performance of projects	0.57	0.09	1.77
Demographical characteristics of donors	Gender (Women)	0.82	0.01	2.28
	Age	0.02	0.04	1.02
Donation amount*	Mid-low donation amount	0.29	0.40	1.34
	Mid-high donation amount	0.09	0.79	1.09
	High donation amount	1.70	0.00	5.46

- The more they evaluate an organization as providing a specific vision and goal and appropriately disclosing information related to management,
- The higher their activeness in interaction (providing multiple routes to share opinions)
- The more they think they can share their opinion and it is reflected
- If they are women
- The higher their age (especially people in their 50s and 60s compared to 30s)
- People with higher donation amounts than lower, especially those in the top 25%

They are highly likely to be in the group with high perception of change

Vision & Goal
Information on
management
Communication with
donors



*Standard of donation amount is 'Low'

Comparison of Group with Mid-high Perception of Change VS. Group with High Perception of Change

		B	Sig.	Exp(B)
Disclosure of information/ Communication	Intercept	-9.00	0.00	
	Perception of vision & goal	0.47	0.01	1.59
	Disclosure of information related to finance	0.48	0.01	1.62
	Disclosure of information on project operation	-0.14	0.47	0.87
	Disclosure of information on organization management	0.38	0.04	1.46
	Activeness in disclosure of information	0.25	0.14	1.29
	Activeness in interaction	0.34	0.04	1.41
	Response to interaction (Answer to question)	0.00	1.00	1.00
	Response to interaction (Provide opinion & Acceptance)	0.41	0.02	1.51
	Donors' efforts for request of information			
Demographical characteristics of donors	Experience displaying interest in organization's performance of projects	0.24	0.14	1.27
	Gender (Women)	0.24	0.13	1.28
Donation amount*	Age	0.00	0.96	1.00
	Mid-low donation amount	-0.14	0.50	0.87
	Mid-high donation amount	0.00	0.98	1.00
	High donation amount	0.08	0.69	1.08



- The more they perceive an organization as providing specific vision and goal
- Disclosing information related to finance
- Disclosing information related to organization management
- The more they are active in interaction
- More open to sharing opinions and have high level of acceptance

They are more likely to be in the group with high perception of change than group with mid-high perception of change

- Donation amount and donor's characteristics are not the influencing factors

Main factors of perception of social change through giving: orientation with organization than individual level

*Standard of donation amount is 'Low'

Comparison of Group with Mid-low Perception of Change vs. Group with Mid-high Perception of Change

		B	Sig.	Exp(B)
	Intercept	-5.91	0.00	
	Perception of vision & goal	0.34	0.01	1.41
	Disclosure of information related to finance	0.22	0.10	1.25
	Disclosure of information on project operation	-0.03	0.86	0.97
	Disclosure of information on organization management	0.15	0.29	1.17
Disclosure of information/ Communication	Activeness in disclosure of information	0.22	0.08	1.25
	Activeness in interaction	0.24	0.06	1.27
	Response to interaction (Answer to question)	0.28	0.04	1.32
	Response to interaction (Provide opinion & Acceptance)	0.48	0.00	1.62
Donors' efforts for request of information	Experience displaying interest in organization's performance of projects	0.38	0.01	1.46
Demographical characteristics of donors	Gender (Women)	0.14	0.29	1.15
	Age	0.01	0.07	1.01
Donation amount*	Mid-low donation amount	0.08	0.59	1.09
	Mid-high donation amount	0.05	0.71	1.06
	High donation amount	0.13	0.43	1.14



- The more they perceive the organization to provide a specific vision and goal
- The higher the responsivity to interaction
- If they have displayed an interest in the performance of the organization

They are more likely to be in the mid-high group than mid-low group



*Standard of donation amount is 'Low'

Comparison of Group with Low Perception of Change vs. Group with Mid-low Perception of Change

		B	Sig.	Exp(B)
Intercept		-2.96	0.00	
Disclosure of information/ Communication	Perception of vision & goal	0.36	0.15	1.43
	Disclosure of information related to finance	-0.12	0.64	0.88
	Disclosure of information on project operation	0.36	0.23	1.43
	Disclosure of information on organization management	0.33	0.26	1.39
	Activeness in disclosure of information	0.06	0.82	1.06
	Activeness in interaction	0.30	0.21	1.36
	Response to interaction (Answer to question)	-0.22	0.42	0.80
	Response to interaction (Provide opinion & Acceptance)	0.10	0.73	1.10
Donors' efforts for request of information	Experience displaying interest in organization's performance of projects	-0.05	0.87	0.95
Demographical characteristics of donors	Gender (Women)	0.44	0.11	1.55
	Age	0.01	0.15	1.01
Donation amount*	Mid-low donation amount	0.35	0.24	1.42
	Mid-high donation amount	0.04	0.89	1.04
	High donation amount	1.48	0.00	4.40

- Donation amount is a more significant predictor than perception of organization's transparency or perception of orientation
- People with higher donation amount, especially the top 25%, than people with lowest donation amount

They are more likely to be in the mid-low group than group with low perception of change

orientation with NPOs is a necessary condition for donors to feel any social change through giving!

*Standard of donation amount is 'Low'

Discussion & Conclusion

Intention to give in 2024	2023 Donor	2023 Non-donor/Have previous experience	Non-giver	Chi-Square
Have intention	1,304 (87.3%)	80 (41.9%)	160 (19.6%)	1056.474***
No intention	190 (12.7%)	111 (58.1%)	655 (80.4%)	

What's important is to "start"!



Discussion & Conclusion

Overcoming the
threshold of donation
participation:

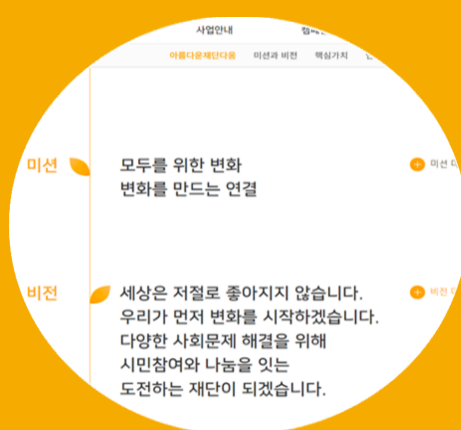
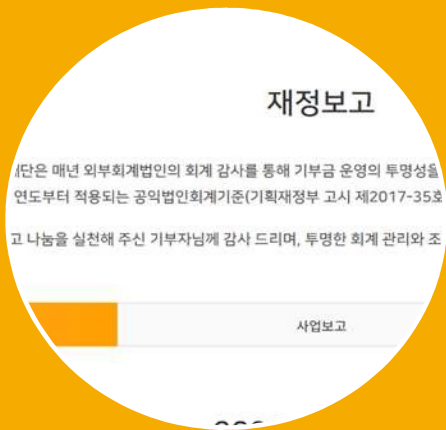
- ⑩ People who participate in giving make a positive evaluation of the role of NPOs and have a high level of trust in them
- ⑩ Participation in giving → Credibility → Satisfaction → Loyalty → Perception of change through giving are all connected

Continued giving &
growth as a donor:

Role of NPO is
important

- ⑩ Development of orientation and continued communication with NPO
 - ⑩ Clarification of vision & goal: Basic factors for change in the perception of donors
 - ⑩ Disclosure of information on finance and management
 - ⑩ Diverse means of communication (Activeness)
 - ⑩ Responsivity that organization listens to the donors' opinions and are interested in them
- ⑩ It is more likely that if a donor is interested in the performance of the organization they donate to, their perception of change through giving is high
- ⑩ There is a need to provide channels for people to easily request for information on the performance and changes of NPOs





Thank You!

