North Korean Refugees face constant fear of capture. When they arrive to South Korea, they receive citizenship, but face discrimination and marginalization in an apathetic society, because of their background and language barriers.

Objectives

- Teach North Korean Refugees (TNKR) is a nonprofit organization that aims to assist North Korean refugees by providing them with free English learning opportunities.
- TNKR desperately needs funding to become sustainable: it is unable to provide salaries for any of its staff and has a budget of only $40,000.
- Fundraising Statistics: only 3% of South Korean adults volunteer. USA: 25.4% of population volunteers.
- Fundraising for North Korean refugees is especially difficult because of political tensions between North and South Korea.

Host Organization & Context

- Teach North Korean Refugees (TNKR) is a nonprofit that assists North Korean refugees.
- TNKR is in need of funding for their projects.
- They have a budget of only $40,000.
- They have a website for donations and events.
- They have a Facebook page with over 1,000 likes.

Methods & Results

Social Network Analysis

Number of Facebook reactions to flyers on the TNKR Page varied by type of post:

<table>
<thead>
<tr>
<th>Average # of Reactions</th>
<th>Special Event</th>
<th>Open House</th>
<th>Transparency</th>
<th>Orientation</th>
<th>Recruitment</th>
</tr>
</thead>
<tbody>
<tr>
<td>14.0</td>
<td>8.9</td>
<td>5.3</td>
<td>10.3</td>
<td>16.1</td>
<td>20.6</td>
</tr>
</tbody>
</table>

Quantitative Analysis of Budget

**Financial Information**

<table>
<thead>
<tr>
<th></th>
<th>Beginning Total</th>
<th>End Total</th>
<th>Percent Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monthly Donors</td>
<td>May 2017: 12</td>
<td>July 2017: 23</td>
<td>91%</td>
</tr>
<tr>
<td>Number of Donations</td>
<td>Jan-Apr 2017: 41</td>
<td>May-Jul 2017: 154</td>
<td>275%</td>
</tr>
<tr>
<td>Income</td>
<td>Jan-July 2016: ~$16,600</td>
<td>Jan-June 2017: ~$28,500</td>
<td>71%</td>
</tr>
</tbody>
</table>

Semi-Structured Interviews with Staff

TNKR major needs for improvement were in Donor Research, Donor Material, and Relationship Building (Scale is by # of references).

**TNKR Areas for Improvement**

- Staff Fundraiser
- Donor Research
- Grant Research/Writing
- Relationship Building/Networking
- Donor Material
- Website Improvement
- Donor Follow-up

Online Feedback Surveys of Volunteer Fundraising Workshops

Surveys of fundraising workshop participants revealed a discomfort of soliciting money from people, and also a need for a stronger bond with TNKR before being asked to fundraise.

Likert Scale Survey Results

On a Likert Scale (1= not useful, 5 = very useful), TNKR Staff rated sections 11, 9, and 2 of the fundraising plan as weaker on average; and sections 3, 6, and 13 were very useful.

Ratings of Plan Usefulness by Section

<table>
<thead>
<tr>
<th>Plan Sections</th>
<th>11</th>
<th>9</th>
<th>2</th>
<th>1</th>
<th>10</th>
<th>6</th>
<th>3</th>
<th>4</th>
<th>7</th>
<th>8</th>
<th>12</th>
<th>3</th>
<th>6</th>
<th>13</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Likert Ratings</td>
<td>3.7</td>
<td>4.0</td>
<td>4.3</td>
<td>4.4</td>
<td>4.4</td>
<td>4.6</td>
<td>4.6</td>
<td>4.7</td>
<td>4.7</td>
<td>4.9</td>
<td>4.9</td>
<td>4.9</td>
<td>4.9</td>
<td></td>
</tr>
</tbody>
</table>

Acknowledgments

I would first like to thank my host organization, Teach North Korean Refugees, and Directors Eunkoo Lee and Casey Larigue, Jr. for allowing me to conduct research and become involved in TNKR. You are doing amazing work with North Korean refugees. For more information about this organization, please go to: www.teachnorthkoreanrefugees.org

Thank you also to Dr. Glenn Galloway and Dr. Andrew Noss, my wonderful director and coordinator for this MDP program. You have been great mentors and guides through this process.
Finally, thank you so much to my committee members, who have kept me on track and focused during my research and afterwards.