

Альона Ревко, Катерина Чумак

ФАНДРАЙЗИНГ СОЦІАЛЬНИХ ПРОЄКТІВ ЯК ІНСТРУМЕНТ СОЦІАЛЬНОГО РОЗВИТКУ ТЕРИТОРІАЛЬНИХ ГРОМАД

Алена Ревко, Екатерина Чумак

ФАНДРАЙЗИНГ СОЦИАЛЬНЫХ ПРОЕКТОВ КАК ИНСТРУМЕНТ СОЦИАЛЬНОГО РАЗВИТИЯ ТЕРРИТОРИАЛЬНЫХ ОБЩИН

Alona Revko, Kateryna Chumak

FUNDRAISING OF SOCIAL PROJECTS AS AN TOOL OF SOCIAL DEVELOPMENT OF TERRITORIAL COMMUNITIES

The article is devoted to the study of the peculiarities of the use of fundraising of social projects as a means of ensuring the development of social services of territorial communities and the formation of an active civil society. It is substantiated that fundraising activities may involve not only the attraction of financial resources from individuals or organizations, but also the involvement of people and organizations for the implementation of certain social projects and programs. It is determined that the leading subjects of fundraising activities in Ukraine are non-profit organizations that are looking for sources of funding and other necessary resources for the implementation of their social projects. An empirical study was conducted to determine the specifics of the fundraising activities of the Chernihiv City Center for Social Services for Families, Children and Youth as an institution that cares about solving social problems of residents of the Chernihiv community. It is established that the main form of fundraising of the Center is operational, ie attracting resources for certain needs of the organization and clients, which involves the targeted use of funds. It has been proven that most of the Center's employees who are engaged in fundraising activities do not have special training and use this type of activity intuitively. The motives of their work are the desire to help clients who are in difficult life circumstances. An important impetus for the development of fundraising activities in Ukraine should be a perfect mastery of its methods by specialists, focusing not only on individuals but also on large funds, small and medium-sized businesses. It should be noted that fundraising requires appropriate skills, competencies and competencies from representatives of local communities, development of an effective strategy for its implementation, support not only of local authorities but also of the Ukrainian legislator in the context of developing transparent mechanisms for its implementation. One of the prospects for the development of fundraising of social projects in Ukraine is the development of Internet fundraising technologies and their mastery by representatives of local communities.

Keywords: fundraising; social project; local community; decentralization.

References

1. Sandier, M. W., Hudson D. A. (1998). *Beyond the Bottom Line: How to Do More with Less in Nonprofit and Public Organizations*. Oxford University Press.
2. Bezverkhniuk, T. M., Levytskyi A. O. (2013). *Upravlinnia sotsialnymy proektamy: otsinka ryzykiv i analiz zatsikavlenykh stori [The social projects management: estimation of risks and analysis of stakeholders]*. *Visnyk Natsionalnoi akademii derzhavnoho upravlinnia pry Prezidentovi Ukrainy – Bulletin of the National Academy of Public Administration under the President of Ukraine*, (4), pp. 17–24.
3. Hrabchak, O. V. (2014). *Fandraizynhova diialnist yak alternatyvnyi zasib zaluchennia koshtiv u sotsialnu sferu [Fundraising activities as an alternative means of raising funds in the social sphere]*. *Naukovyi visnyk Uzhhorodskoho natsionalnoho universytetu. Serii: Pedagogika. Sotsialna robota – Scientific Bulletin of Uzhhorod University. Series "Pedagogy. Social Work"*, 31, pp. 51–54.

4. Grishchenko, Iu. I. (2012). Fandraizing kak sposob privlecheniia sredstv nekommercheskoi organizatsii [Fundraising as a way to raise funds for a non-profit organization]. *Nekommercheskie organizatsii v Rossii – Non-profit organizations in Russia*, (4), pp. 42–48.
5. Karpunina, A. V. (2017). Soderzhanie i usloviia fandraizingovoi deiatelnosti uchrezhdenii sotsialnogo obsluzhivaniia naseleniia [Content and conditions of fundraising activities of social service institutions] [PhD dissertation, FSBEI HE “Omsk State Technical University”].
6. Kryvonosov, A. D. (2008). *Osnovy teorii svyazei s obshchestvennostiu [Fundamentals of the theory of public relations]*.
7. Lukov, V. A. (2007). *Sotsialnoe proektirovanie [Social engineering]*. Flinta.
8. *Upravlinnia proektnym tsyklom [Project cycle management]*. (2004). EuropeAid.
9. Khali, I. (1998). *Mesto pod solntsem [A place under the sun]*. SoES/
10. Kholostova, E. I. (2017). *Genезis sotsialnoi raboty v Rossii [The genesis of social work in Russia]*. Dashkov and K.

Ревко Альона Николаївна – доктор економічних наук, доцент, доцент кафедри соціальної роботи, Національний університет «Чернігівська політехніка» (вул. Шевченка, 95, м. Чернігів, 14035, Україна).

Ревко Алена Николаевна – доктор экономических наук, доцент, доцент кафедры социальной работы, Национальный университет «Черниговская политехника» (ул. Шевченко, 95, г. Чернигов, 14035, Украина).

Revko Alona – Doctor of Economics, Associate Professor, Associate Professor of the Department of Social Work, Chernihiv Polytechnic National University (95 Shevchenko St., Chernihiv, 14035, Ukraine).

E-mail: alohaha19@gmail.com

ORCID: <http://orcid.org/0000-0001-7888-3657>

ResearcherID: J-1377-2016

Чумак Катерина Юрійвна – магістр, Національний університет «Чернігівська політехніка» (вул. Шевченка, 95, м. Чернігів, 14035, Україна).

Чумак Екатерина Юрьевна – магистр, Национальный университет «Черниговская политехника» (ул. Шевченко, 95, г. Чернигов, 14035, Украина).

Chumak Kateryna – master student, Chernihiv Polytechnic National University (95 Shevchenko St., Chernihiv, 14035, Ukraine).