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The role and prospects of fundraising in Ukraine

Abstract: The role of fundraising as a tool for mobilizing financial and other resources from various sources to implement socially relevant research and non-profit projects. Formed a model of fundraising activity in Ukraine. Considered and analyzed the prospects and challenges of fundraising in Ukraine.

Keywords: fundraising, donor project, a non-profit organization, charities, non-governmental organization, fundraising activities.

Nowadays, Ukraine, at the times of getting closer to the socially targeted market economy, developing civil society and social initiatives, the charity becomes the form of social responsibility of the citizens in face of sponsors and support through grants, donations, information resources etc. The expand of the charities and its form as organizational activity caused the creation of fundraising as a science about planning and normalization of actions.

The research of Fundraising is very important task because of the rapid increase in the number of non-profit and civil society organizations (CSOs) in Ukraine in recent years as well as it helps to stimulate fundraising projects in Ukraine, as a tool for mobilizing sources of resources to those who need them.

At the times of financial crisis and shortage of CSOs projects funding from foreign, private donors and government funding, fundraising can be adequate tool of stimulating civil society and providing social and other rights to citizens.

Development issues and research fundraising activities devoted to the work of leading domestic and international fundraisers: Artemyeva T.V. [1], Balashova A.L. [2], Bashun O. [3], J. Douglas Alexander [4], Komorowski L. [5], Christina J. Carlson [4], Kutz S. [6], Tulchinsky G.L. [1] and others. However, they paid attention to the conduct fundraising activities in specific areas or covered only certain aspects of an issue.

Therefore, the problem of fundraising in general in means of ensuring the implementation of socially significant programs, research projects and continuity of nonprofit organizations remain relevant, especially in times of economic instability in Ukraine, which requires further research on the conditions and prospects of further fundraising activities development.

Thus, the purpose of the study is to improve the strategy of civil society with regard of fundraising as a field of scientific knowledge and the developing model of implementation and dissemination of fundraising in Ukraine as a natural process of development of the nonprofit sector in the national economy.

Fundraising is a professional activity to mobilize financial and other resources through various sources and realization of socially important and scientific non-profitable projects, which requires special skills and knowledge of fundraiser, that can influence on donor's positive decision [7, p. 10].

To convert potential donors to actual donors, fundraisers must be carefully planned, organized, using stepwise analysis and control, which results in the study of relevance, uniqueness and value realization of its exchange offer to meet some of the motivational needs of the donor. However, today fundraising in Ukraine can not be a tool of organized social assistance due to the lack of research and development in this field. Natural process of disbursement of the various categories of donors, mainly caused by emotional motives may reincarnate in information, research, technology-enabled management system controlled with an effective mechanism to attract and redistribute funds and other resources to those who need them.

The elemental process of grant of money from the different categories of donors, which are mainly caused emotional reasons, can be reincarnated in informatively, scientifically, technologically well-to-do controlled control system with an effective mechanism bringing in and redistribution of money and other resources that, who needs them. Therefore development of model of fundraising activity in Ukraine as the structurally organized instrument of social help and introduction of fundraising in practice of work of OCSs will, to our opinion, be instrumental in the decision of the transferred problem questions in social sector of economy, and also providing of development and effective activity of noncommercial organizations and public associations.

The possible model of fundraising activity was formed in Ukraine. This model is built on principle of account of all possible details of the effective functioning of fundraising in Ukraine, in that clean and foreign experience, that such, which represents

application, management, collaboration domains, instruments, sources of realization of fundraising and basic elements of the field of its activity.

Lets describe the general components of model of development of fundraising in Ukraine. One of the important elements of model there is Institute of professional fundraising, which functions in Ukraine. Its mission is creation of environment for effective, transparent and responsible charity in Ukraine by claim of democratic standards of practice of fundraising [8]. An institute conducts courses and seminars for the professional studies of consultants from fundraising. After completion of studies and receipt of positive estimation, participants get the certificate of European fundraising Association and Institute of professional fundraising.

Functioning and subsequent development of Institute of professional fundraising is very important in claim of professional fundraising activity and practice in Ukraine. As in the process of activity of the Ukrainian funds there are problems through a mistrust in relation to transparency of work of their guidance.

The next problem is a low level of organizational competence and professionalism, through which potential donors consider the best mother business not with domestic, but with foreign funds with an attractive image and possibility to provide the high level of organizational activity, more various forms of work and collaboration. And Institute is engaged in the decision of these problems, that is why the organization has his development in our country and an assistance application of fundraising activity is an obligatory and inalienable process them effective functioning.

Next and the important constituent of model is the institutional providing of fundraising in Ukraine, namely creations of legislative (tax, legal) terms, which would allow to extend possibilities of fundraising and donors.

In the field of fundraising in Ukraine it is possible basic legislative acts to count acts which regulate activity of unprofitable organizations and associations, namely eleemosynary and public, that on the whole meet the European and international standards – it: Constitution of Ukraine, Economic Code of Ukraine, Internal revenue Code of Ukraine, Laws of Ukraine «On eleemosynary activity and eleemosynary organizations», «About public associations», «About volunteer activity».

On this occasion, we have to mark absence in Ukraine of Law «On unprofitable organizations». This law is in a project and must determine legal status, order of education, activity, liquidation of unprofitable organizations; right and duties founders, members, participants of such organizations, and others like that.

From January in 2013 Law of Ukraine entered into an action «On public associations» which are a considerable step in direction of adaptation of legislation of Ukraine to the legislation of European Union in relation to providing of right on an association and adaptation to principles of civil society [9, p. 276]. Basic moments of Law of Ukraine «About eleemosynary activity and eleemosynary organizations», which entered into an action in February in 2013 duplicated and interlace with the changes of Law of Ukraine «About public associations», that again confirms the process of adaptation of legislation of Ukraine to the legislation of European Union, claim of principles of civil society and increase of social responsibility, in Ukraine.

Consequently, analysis of normatively legal bases of eleemosynary organizations and public associations, simultaneously and the fields of action of fundraising activity, allows to find out the row of positive moments and positive tendency in relation to the presence of favorable environment and terms for introduction of model of development of fundraising in Ukraine.

Except for the noted recommendations in relation to the institutional providing it is necessary to be stopped for the prospects of application of IT-technologies in fundraising, that the newest instruments. Over the Internet and e-mail it is possible to carry out direct delivery (mailing), take part in crowdsourcing and crowdfunding social projects, to conduct virtual negotiations with a donor and others like that. Social networks became the effective mean of fundraising. Digital philanthropy, application of Qr-kod, grid-technologies and activity, acquires vogue business-angels [9, p. 278].

Analyzing pre-conditions of construction of national fundraising model the wide spectrum of possibilities of its development is visible both at the level of separate organization and in a national and international scale. The most considerable possibilities is globalization, claim of principles of civil society in Ukraine, large-scale development of fundraising in foreign countries, high rates of development of innovative technologies, creativity' of young specialists, development of integration, aspiration, to the associations, development of integration, aspiration, to the associations, development of corporate social responsibility, presence and introduction of new instruments of fundraising, combining of different sources of resources.

Perspective direction of enhancement of fundraising activity is a perfect capture of methods of its realization and awareness of differences between these methods for the different categories of donors. For businesses charities the social investing is the effective form of participation, for private individuals – their confession; for the organs

of power is a collaboration and mutually benefit from realization of projects in realization of social policy and others like that.

To overcome problems from introduction of model of fundraising a study and introduction of foreign experience can promote from this sphere, for example, of overseas instruments of fundraising: leadthroughs of national competitions, the purpose of which is encouragement and popularization of charity and patronage of art; leadthrough of international conferences on fundraising and participation for them of representatives of Ukraine; assistance in successful development of endowments, the key condition of which is a release from VAT of transmission eleemosynary organizations of securities; rigging of the computer systems the specialized software from fundraising and others like that. Important in this plan is distribution of knowledge about his essence and advantages among citizens, knowledge through the leadthrough of trainings, seminars, issue of news-letters, introduction of discipline of «Fundraising», in the system of education and others like that.

«Fundraising – is not «begging» resources charitable organization, and «selling» your product (services, projects, programs, ideas, etc.)» [10, p. 26] in exchange for the pleasure of motivational impulses by donor. This rule leads and underlines the importance of a full-scale presentation of the values of the proposed project, its appeal to donors, which manifests itself through the ability to meet the needs of the proposed product.

Development of model of fundraising activity in Ukraine as the structurally organized instrument of social help and introduction of fundraising, will, to our opinion, be instrumental in the decision of great number of problem questions social the sector of economy, and also providing of development and effective activity of organizations of civil society. In our view, improvement of the institutional providing of fundraising activity, comprehensive application of IT-technologies, support of organs of power, study and introduction of foreign experience, from this sphere, the increase of level of knowledge of population and unprofitable organizations about fundraising activity and increase of researches in relation to this phenomenon in a scientific and educational environment will help to perfect and spread fundraising in Ukraine with the purpose of providing of realization of the socially meaningful programs, research projects and trouble-free activity of unprofitable organizations. The calculation of integral index of effectiveness of fundraising activity, within the framework of development of strategy of

fundraising campaign of organizations, will give the interested parties of project possibility of transparent evaluation, and also rating of organizations of civil society on the basis of efficiency of activity, without regard to the sizes of organizations, that to the will increase of their activity and will stimulate development.

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