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FUNDRAISING AS AN INSTRUMENT OF STATE ECONOMIC POLICY IMPLEMENTATION IN THE FIELD OF EDUCATION

One of the main problems inherent in the state regulation of the education sector is limitation in financial resources to ensure full development and transformation of education system in post-industrial type of economic and social relations. For this reason, search of additional and extra budgetary sources of education sector funding is very relevant in academic circles. One of such modern tools that is widespread in the world and can be applied in education field in Ukraine is fundraising. Initially it was used in project management, but then fundraising became more widespread and presently is used in education. It gained special acknowledgment in the United States, due to developed of "third sector" and due to state stimulation of donation through various mechanisms of benefits.

For Ukraine, this concept has a new nature, which predetermines the necessity of approaches' analysis to its interpretation:

- "professional activity in mobilizing financial and other resources for the implementation of socially meaningful and scientific and research non-profit projects which requires special fundraiser's knowledge and skills that may influence the donor's positive decision" [7];

- "activities to attract financial, material and human resources for the operation of non-profit organizations and implementation of their projects that set socially significant goals" [2].

As we see, the basic purpose of fundraising is the search of resources for important projects implementation. Considering the importance of educational sphere for society and the state in general, there has recently been observed an increase in the number of educational projects implemented both in the field of informal education (mainly by initiative groups of citizens or non-governmental organizations) and in the field of formal education (at the level of various official educational providers). However, its implementation is not always possible due to the lack of sufficient resources (financial, human, social, etc.). That is why fundraising development should

become one of the tools for implementation of state economic policy in the field of education.

One of fundraising's key subjects is a donor who provides mentioned resources upon non-refundable basis. Donors can be classified according to different characteristics and criteria:

- state donors – state-owned entities, that provide funds from the budgets of a certain country. Usually, they have a highly specialized topic, which is a priority direction of the country's development. Often, they are described as the most rigorous and discouraging donors (for example, United States Agency for International Development (USAID), US Information Agency (USIA), British Council, Government of Canada, etc.);

- private donors – private entities, providing funds in the form of investments, non-refundable financial assistance or charitable help, etc. May exist in the form of funds (for example, Victor Pinchuk Foundation, Robert Bosch Foundation, Soros Foundation, Ford Foundation, Renaissance Foundation, Heart to Heart Foundation, etc.);

- "semi-private" donors – public organizations that receive funds from state donors and distribute them among organizations-applicants. For example, IREX Council for International Research and Exchanges, Eurasia Foundation, DVV International and others. It can also be attributed to international organizations similar to the World Bank [1].

The above mentioned donors are primarily linked to important educational projects and facilitate the development of education sector.

Thus, the main forms of fundraising are funding from different levels of budgets, private sector charity, gifts, financial assistance, scholarships and grants from various funds, income from their own activities (for example, social entrepreneurship), etc.

Fund means the amount of money saved or prepared for the fulfillment of specific goals and objectives, which are built under the principles:

- owns the capital that is formed by its founders (grantmaker - founder of the fund, individual or legal entity);

- invests accumulated capital, and distributes profits on a competitive basis in the form of grants, directs to financing socially useful programs and projects;

- fund is not a budget structure and the control over its activity, as a rule, is carried out by an independent Supervisory Board;

- fund is created on a long-term basis and does not require the search for new financial resources for current programs implementation [6].

Nowadays, there is a large number of funds based on various sources of financing, activities, geographic features, etc., which can finance educational projects.

Enormously popular form of educational services' financing in foreign countries is endowment funds.

According to Ryabkova K. and Pokidina V., the endowment fund is narrowly considered as "the amount of funds or securities in a perpetual fund, which is created due to charitable contributions from donors," and in broad terms, "an act or process of charitable assistance in order to ensure financial stability of the institution in future" [5]. Consequently, the basic of such funds may be both one-time charitable donations from individuals (for example, graduates which is sufficiently widespread in the United States) and legal entities (from corporations that school has established relationships with), as well as annual "fundraising campaigns" from different sources for certain purposes.

In addition, "the largest private and state universities have significant support from sponsors due to the "passive" approach, since most of the funds come due to the image, reputation and business relationship of educational institution" [5]. In the US, it is allocated a separate group of revenues to endowment funds - funds transferred by the will.

In the Law "About Higher Education, endowment funds are considered as "the sum of funds or the value of other property intended for investment or capitalization for the period no less than 36 months, which passive income is used by higher education institution with the purpose to carry out its statutory activities in the manner determined by the benefactor or an authorized by him person" [4]. Currently, this mechanism is used only by some higher educational institutions of the country, although its application will facilitate not only the development of educational sphere, but the human development in general.

One of the main forms of financial assistance provided by donors of various forms and types is grant financing of certain projects.

Grant is a free targeted subsidy which is provided on a competitive basis by an organization, initiative group or individual for the implementation of an announced project in a particular area of activity [3], including the educational one. Usually, grants are given after a specific project competition, which involves preparing a package of documents justifying the need for funds and directions for their use. Grants in the field of education can be provided for different purposes: implementation of a particular project, trip to a certain event (school, conference, training), study or internship, conducting of research or field work, journalistic activities, etc.

Forms of fundraising considered above are becoming widespread within Ukraine and can be freely used for the purpose of education sector developing both at its formal and informal level. Consideration of such instruments at the stage of formation and implementation of state regulation program in the educational field will ensure not only more effective use of financial resources, but will also promote the innovative activity and the availability of educational activities for wider population segment.

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