



SOURCES OF FINANCING FOR NGOS

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ABSTRACT

A non-profit organization attracts various types of resources to ensure successful and effective work. The multidimensionality of funding sources allows non-profit organizations to remain independent of either the state or business. The article considers the whole range of funding sources, identifies the advantages and disadvantages of each of them and the degree of their availability.

KEYWORDS. *non-profit organization, funding sources, charity, entrepreneurial activity.*

Non-profit organizations engaged in scientific research, education; providing analytical information, consulting; social work and education; publishing, advertising and information work; socio-political work, assistance to the development of LSG; improving the culture of citizens; organization of leisure; legal and legal assistance; charitable and humanitarian aid; work with youth; assistance in the treatment and rehabilitation of patients; promotion of entrepreneurship development; protection of the rights of citizens; issuance of certificates and examination; nature protection; helping people who find themselves in a difficult life situation; promoting the development of civil society; religious associations and associations.

Funding for NGOs is an important condition for the implementation of the activities of the non-profit sector. The legislation allows for a wide range of funding sources, the list of which is open, which is associated with the development of information technology, thanks to which new sources of funding appear every year.

Internal sources of financing.

All funding sources can be divided into two groups: internal and external.

Internal sources include regular and one-time receipts from the founders, members of the organization; proceeds from the sale of goods, services rendered; income received from securities and deposits.

Let's take a closer look at each of these funding sources:

The order of receipt of one-time or regular sums of money from the founders and members of the organization is determined by the constituent documents.

Proceeds from the sale of goods, services rendered can be defined as the implementation of entrepreneurial activities, which, in turn, must be enshrined in the constituent documents. The Charter should spell out specific types of activities that will be carried out on a reimbursable basis.

Income received from securities and deposits as a source of financing for NCOs is possible if a legal entity participates in a joint-stock company or if an organization establishes a joint-stock company. At the same time, the establishment of a society is delegated only to certain organizational and legal forms of NPOs, which include foundations, institutions, state corporations.

External funding sources for NGOs

External sources include: donations, subsidies, subventions, grants.

A donation is a donation of a thing or a right for generally useful purposes. If the donor determines the use of the donation for a specific purpose, then the organization has no right to use it otherwise. Otherwise, the donor, his heirs, legal successors have the right to demand the cancellation of the donation. Also, an important condition of the donation agreement is that the NCO, to which the property was donated, the use of which provides for a certain purpose, is obliged to keep records of the operations performed with it.

It is necessary to refer to some features of donations as sources of funding for NGOs on the example of political parties. Political parties have the right to receive donations in the form of cash and other property, which must be reflected in official documents. Donations in the form of cash can be transferred using cash and non-cash methods.

Another feature in relation to the transfer of donations to political parties is to limit the circle of donors, which cannot be:

Foreign states and foreign legal entities;

Foreign citizens;



Stateless persons;
Citizens under the age of 18;
International organizations and international social movements
Foreign funding of NPOs
Legislation allows foreign sources of funding.

Funds can be allocated:

Foreign non-profit organizations;
Foreign commercial organizations;
Foreign individuals.

NPOs are required to keep records of all funds received into their account and their expenditures. At the same time, the accounting of received and spent funds and other property from foreign sources should be kept separately.

In summary, it should be noted that NCOs have the right to receive funding from foreign sources.

Modern sources of fundraising

Fundraising

As mentioned earlier, the list of funding sources for the non-profit sector is open. The main thing is that it does not violate the current legislation.

Thus, one of the modern sources of raising funds for NGOs is fundraising.

Fundraising is a way to raise money and other funds for the implementation of socially significant projects related to such areas as: culture; ecology; education; healthcare; sport; social help.

The activities of specialists in the field of fundraising are related to such professional areas as marketing, management, advertising, and public relations. The main goal of fundraising is to attract as many funds as possible for the development of organizations, such funds can be expressed not only in increasing the financial base, but also in the emergence of new cooperation with professionals in various fields who are not indifferent to the topics of NGOs and are ready to attract their resources to achieve useful-significant goals of organizations.

There are several forms of fundraising:

- Appeals to donors and philanthropists by telephone;
- Contacting donors and philanthropists by sending them email messages;
- Conducting personal meetings with donors and philanthropists;
- Holding exhibitions, presentations, various events aimed at acquainting potential donors and philanthropists with the direction of the activities of NGOs.

Endowment

Another source of funding that has recently emerged is the endowment.

Endowment is a trust fund formed at the expense of funds on the basis of donation agreements or wills, which are spent for the purposes of the NGO. There is one feature of the endowment related to the fact that the funds of this fund are invested, and not spent on daily needs. This contributes to the formation of the financial base of organizations, which allows NGOs to remain autonomous and independent from constant and small donations from patrons.

Is it possible to create a trust fund for each organizational and legal form of an NPO, thanks to which the financial base of an NGO will be formed?

These organizations include: Funds, Autonomous non-profit organizations

Public organizations.

One of the most popular areas where endowment funds are spent is the educational sector.

Endowment funds are directed to:

Innovative technical projects;
Improvement of the material and technical base;
Improving the quality of education;
Increasing the importance of higher education.
NGOs and technology

In modern times, it is impossible to imagine an advanced NPO that does not use modern technologies in its activities. Innovative tools are needed not only to get acquainted with the topics and activities of organizations, but also to attract additional financial resources.

Financing with the help of modern technologies can be divided into the following areas:

Through online donation platforms;
Raising funds through NGO websites.
Online donation platforms
Meet for Charity



A project that involves a personal meeting with a popular person for a certain donation, which is sent to one of the charitable foundations.

Celebrities participating in the auction are posted on the project website. Anyone who wants to choose a person with whom he would like to meet, makes his donation, and if this donation is the largest, then the person has the opportunity to get to know a famous person. After that, the money goes to charity.

"TO ALL" (BCEM)

QIWI has created a platform called " TO ALL", which hosts charitable foundations, to which every philanthropist can make a donation. The amount of money will be distributed equally among all funds.

"SberVmeste"

The online platform "SberVmeste" from Sberbank allows you to donate money to both individual charitable organizations and entire areas of activity of organizations. After donations are made, citizens receive email reports about where their money went, which improves the quality of such a platform.

Fundraising through NGO websites

Many NGOs create their own websites, which contain the goals of the organization, management bodies, events, as well as the procedure for sending donations.

The collection page should be designed clearly and conveniently for every citizen who wants to donate. Therefore, it is necessary to avoid registration, entering passport data, TIN, as this may seem unsafe in relation to the disclosure of one's personal data and may make a person change his mind about making donations.

Most often, experienced NPOs refuse this and make a separate web page where you can make donations online, after which an electronic receipt is sent to the person about the transfer made and information about where his funds were sent.

CONCLUSION

In summary, it must be said that the role of NGOs in society is very significant, which is associated with the implementation of socially significant tasks by organizations, the resolution of social problems and the improvement of the lives of many citizens. However, without financial assistance, it is difficult for NGOs to carry out their activities; for this, the legislation fixes various sources of financing for NGOs, and technical development allows new sources of funding to appear, thanks to which NGOs continue to carry out their targeted activities.

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