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**KONWERSJE SPOŁECZNO-
EKONOMICZNE
WSPÓŁCZESNEGO
SPOŁECZEŃSTWA**

**SOCIAL AND ECONOMIC
CHANGES OF CONTEMPORARY
SOCIETY**

Monograph

*Edited by Tetyana Nestorenko
Tadeusz Pokusa*

Opole 2017

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Part 5. Education and its role in changing societies

- 5.1. *Jerzy Dziuk*. Old ideas of management on the example of "Lviv – Warsaw School". This article is about the origin of group of Polish philosophers called Lviv – Warsaw School. It emphasized contribution of the school's founder, professor Kazimierz Twardowski, its' establishment, students' creative achievements who were the founders of Polish Philosophical Association. Newly formed philosophical direction was attracting a big crowd of followers because it presented the most difficult issues in easy and clear way. The author pointed time of history which was tragically in consequences. It did not save excellently growing Lviv – Warsaw School, which caused destruction of creating trend of scientific elite.
- 5.2. *Elena Arsenteva, Viktoriia Hnidenko, Liubov Kotova, Galina Tatarenko*. Quest technology in educational activities (hands-on experience of the Law faculty Volodymyr Dahl East Ukrainian National University). Tournament-quest – one of the most effective active components of continuous education of the XXI century, including modern humanities education. The article describes the main aspects of modern educational technology Tournament-quest as a new type of practical-oriented approach to education. This form of education can be directed to the formation of appropriate educational competencies in students. Tournament-quest is a unique form of education activity that combines different types of motor, cognitive, research, productive, communicative and creative activity. This article describes a scenario developed by the teachers of the Faculty of Law and the practice its realization.
- 5.3. *Alla Borysiuk, Liubov Liubina*. Professionally significant qualities as a constituent of future doctors' professional competence. The article is devoted to the theoretical and methodological analysis of the professional competence of the future doctor in the conditions of educational and professional activities in higher medical educational establishments. The types of professionally significant qualities of the future doctor are determined as an important part of professional competence.
- 5.4. *Zinaida Gipters*. Professional adaptation process economic education: past and present. The features of professional adaptation in the process of economic education are discussed. The author draws attention to the state of the economical education for children and adults in Western Ukraine regions XIX – early XX century. An objective analysis of teaching experience in the past is designed to improve the state of the

economical education, vocational guidance and individual adaptation to the modern world.

- 5.5. *Kateryna Kotelenets*. **Transformation mission of the frontline University in terms of socio-political danger**. The article provides comparative characteristics of classical and frontline University. It was observed that in a hybrid war in Eastern Ukraine university vector changes its mission, it expands and transforms. The society in terms of socio-political hazards requires universities find themselves in the line of demarcation, cooperation with the Armed Forces of Ukraine and security for students and teachers, substitute educational ideology and more.
- 5.6. *Volodymyr Proskunin, Uliana Proskunina, Hanna Shevchenko*. **The characteristics of functioning of educational districts in Ukraine**. The paper is written by the team of authors within their series of publications on educational districts, the reasons and prerequisites of their formation, their role and share within the national education system, problems and perspectives of development of the analyzed model. The review describes the characteristics of functioning of educational districts on the territory of Ukraine. The historical prerequisites and factors that enabled effective functioning of the mentioned model in education environment have been studied.
- 5.7. *Eugeniya Radzishevskaya, Vladimir Knigavko, Elena Vysotska, Andrey Solodovnikov*. **Adaptation of the course "Medical Informatics" to modernity**. The most important social task of the state is to ensure the rights of citizens to obtain affordable, timely and quality health care. The progress of medical information technologies has a significant impact in development of fundamentally new directions for the organization of medical aid to the population. It gives reason, particularly, to adapt the course "Medical Informatics" in higher medical schools to modern conditions. Meanwhile, the problem of medical information standardization becomes rather topical.
- 5.8. *Olga Ralko*. **Methodological approaches to management of the quality of education at school**. The article describes the main methodological approaches to management of the quality of education, generalization of their features to create and introduce the management of education quality, examines features of intraschool management, reveals causes of difficulties connected with using these approaches in teaching schoolchildren process.
- 5.9. *Oksana Sarnavska, Tetyana Yakovyshyna*. **The transformation of the concept of "educational cooperation" as a systemic phenomenon**. On the basis of analysis of philosophical, psychological and pedagogical sources essence of the concepts of "cooperation" and "educational cooperation" summarized their essential characteristics as systemic effects socialization process. Also it is the need to consider such diverse interpretations that only reaffirm the complexity and inconsistency of the abovementioned problems. It is noted that unites all these definitions understanding of education (in the broadest sense) both process and result of interaction in the pedagogical area.
- 5.10. *Nataliya Tymoshenko, Iryna Radelytska*. **Analysis of the experience of experts in social fundraising activity**. Based on the scientific sources on this subject and study the practical experience of foreign non-government organizations that concerning with fundraising activity we conducted a study and questionnaire survey for professionals among non-government organizations. During this research, we analyzed the experience of professionals of NGOs in the field of fundraising and discovered the challenges they faced in their work. This study showed that professionals need an integrated social learning, studying advanced foreign experience and testing the best innovations in Ukraine.

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5.10. Analysis of the experience of experts in social fundraising activity

In Ukraine, there is increase in social initiatives. According is created new projects and programs which are necessary for the improvement of society. For activity of non-government organizations which engaged in social initiatives was effective, should be performed active social work that aimed at finding sources of funding.

In order to raise funds or other material, human or information resources specialist in social services must conduct thoroughly planned, ordered and organizational work that requires constant assessment and counter. During this activity the specialist must justify the relevance and uniqueness of his offer, instead getting fun motivational donors and launched cooperation with it.

However, the current problems are lack of skills: finding the necessary resources for their realization; reawakening interest in the project and presentation of its; setting out a clear statement of the application; program development activities for additional resources for the implementation of programs, projects and researches [3].

The issue of fundraising and research fundraising activity in the social sphere dedicated many works, both national and foreign scholars Douglas A., Carlson K., Howe F., Artemyev T., Bashun A., Komarovskiy A., Cherniavskiy A., Minhazutdinova I., Sokolova A., Kholostova E. and others. The increasing role of non-government organizations that can help the state in solving social problems of citizens, support research works and projects promote the development of Ukraine as a fundraising tool sourcing resources for people who need them.

However, for the successful implementation of fundraising activities in Ukraine have to explore the experience and achievements of foreign NGOs. For example, in Austria there are charitable fundraising activities that are closely connected with the activities of the two organizations: the Australian Institute of Fundraising and Charity Fund "Philanthropy of Australia." Successful and effective work of these organizations helps the country to take the first place at the world ranking charity. The dominant

kinds of charity in country are donations. 71% of population take part in charity, 61% of people help others who in need. Leading experts in the field of fundraising Austria joined in fundraising Austrian Association (Fundraising Verband Austria). Fundraising in Austria is certified and recognized profession in Europe.

Fundraising is being vigorously promoted in Italy. Italian Association of Fundraising (ASSIF) got together people who apply their skills and knowledge for solving social problems of the country. The mission of the organization is spreading culture and knowledge of fundraising in Italy, supporting the growth of professionals in the industry and building partnerships with foreign countries.

In Europe, the European Association of Fundraising presents the fundraising. European Association of Fundraising (EFA) – a powerful network of 27 leading fundraising associations and observers, the purpose of which is the effective work of development fundraising in Europe. Full membership is available to public associations that represent individual funds and fundraising organizations. Members of associations are operating in the field of fundraising in many European countries: Austria, Belgium, Denmark, Finland, France, Germany, Ireland, Italy, Netherlands, Norway, Poland, Spain, Sweden, Switzerland, Ukraine, the UK and others.

Among the objectives of EFA is to improve the image and promotion of the profession of fundraisers, as evidenced it produced by the number of schools have qualified fundraisers which is now available across Europe [5].

In that way, international experience means that the issue of fundraising and charity is meaningful. Practice finding and attracting resources used in many countries was a prerequisite of association fundraisers and training of the specialists in higher educational institutions of the world.

We conducted research for studying the experience of experts on NGO fundraising activity in Ukraine and identifying the main challenges that can confuse social experts.

We conducted a survey of professionals who is working in non-government organizations in Ukraine and carry out fundraising activities. Tools survey of experts composed according to the basic principles of social science. There were made questions for questionnaire. All questions were clear; some items had individual indicators that served certain answers. Questionnaire consisted of 28 attributes, including 8 nominee; 4 metric; 5 sequence; 11 with compatible alternatives.

Consequently, the survey involved 25 social experts who are working in these different directions NGOs: La Strada – Ukraine; Social Agency «AIDS HELP»; Ukrainian Public Center "Volunteer"; NGO «HERO.UA»; All-Ukrainian Charity «Child Well-being Fund Ukraine»; NGO «Healthy humanity».

All interviewed experts have a different social experience in the context of fundraising. Some of them are engaged in it less than a year, but most working in this field for over ten years. Most respondents identify a fundraising as activities to attract investment and finding sponsors, partners, resources, funds for the effective

implementation of the project. Some respondents indicated that there might be charitable funding, however, is primarily a search activity, and only then – the activity that directed on the raising funds. The question "What do you think, which resources to your mind open involve expert?" All the experts said that these are material, financial, information and human resources, according to the project objectives.

The question "What are the most effective forms and methods of work can be used for effective fundraising?" Respondents' answers presented as rank scale and percentage score in Table 1.

Table 1. Results of respondents on the most effective forms and methods of work that can be effective for fundraising

#	<i>Forms and methods</i>	<i>Rank Scale</i>	<i>%</i>
1	Holding public meetings	2	80,70
2	Writing application forms of projects to donors organizations	3	74,56
3	Advertising in the media	6	36,84
4	Brochures	7	36,84
5	Correspondence	5	41,23
6	Membership	4	64,91
7	Personal communication	1	89,47

To respondents' opinion personal communication with potential donors is the most effective method of fundraising. Respondents also noted that writing application forms of projects to donor organizations are quite effective for getting more resources. Respondents considered that the least effective in attracting resources are brochures and advertising in the media.

The question "What, in your opinion, the main aims in terms of our fundraising?" Respondents emphasized the involvement of specific funds for the realization of project. Also talked about the perspective of the establishment and development of stable relations with the donor. Most experts define the following main tasks that appears in the implementation of fundraising, searching for potential donors; communication with potential donors; attracting resources for realization programs; improving the image of organizations and confidence of the public; informing the public on issues that decides organization.

It should be noted the answers of respondents who focused on ensuring transparency and clear system of monitoring, evaluation and reporting. Respondents of fundraising offered such methods as individual fundraising and solofundraising. Also, it would be better to pay attention on the respondents who emphasize the monitoring of information resources, announcement for project declaration and preparing them for the stated requirements. Participants define the main problems with which specialists may face in implementing fundraising campaigns, these are the complexity of fundraising through the difficult situation of business in Ukraine, competition, human factor and donor discouragement to cooperate. We absolutely agree with the opinion of some respondents who indicated that discouragement of donor is visible defect of

fundraiser, who was unable to make contact and lack of skills in preparing quality project offers and appropriate budget. To the question "What could you personally recommend professionals who carry out fundraising activities?" Respondents said, to get proper training in fundraising, which is often conducted as training; provide a clear system of monitoring and evaluation, transparency and cost of involved resources; spare no time and effort to achieve this goal; appeal to potential donors who are socially active; be convincing and generous, demonstrating the uniqueness of the project; do not be afraid to ask people for help, do not bother about failure, do not to give up in case of rejection, be persistent and firmly believe those who will; establishing close, trusting, stable relationship with a donor and keep up them.

So, based on analysis of international experience and on our research, we can say that experts of social fields who connected with fundraising activities require comprehensive training, studying the best international experience and best practices in Ukraine. But such training intend for improving the professional competence of social experts with fundraising activities in Ukraine; to develop effective fundraising skills; realize set of measures that focused on improvement the skills of writing projects as required. Such way can create new opportunities for arising fundraising activities in Ukraine and innovate in this area.

Now we are working on the development of comprehensive program aimed at fundraising activities in social work, which involves concerted actions focused at the professional competence and growth of social experts who are dealing with fundraising activities in Ukraine. In our opinion, it should include the following measures: working meeting of non-government organizations on the theme "Experience of fundraising activities of public organizations in Ukraine: analysis of errors"; a round table with members of non-government organizations on the theme "Building strategies to overcome obstacles in fundraising activity"; training lesson "Effective writing of applications "; seminar "Effective communication with potential donors"; web resource`s creation for fundraisers and donors, where you could put in a request for particular human, information, material or financial resources, and potential donor could open the request and help in resolving the issue. Or, on the contrary, ask request with information about the availability of certain resources, and fundraisers could take advantage of this opportunity.

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