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## THE ROLE OF NON-PROFIT ORGANIZATIONS IN ENSURING THE SOCIAL REPRODUCTION

*The article presents the basic conceptual approaches to understanding the essence of the non-profit sector, its specific features and functions, the role of non-profit organizations (NPO) to ensure the reproduction of society, and especially the NPO interaction with state and commercial organizations. Contradictions in the development of non-profit sector are considered. The main economic mechanisms in stimulating the development of non-profit organizations in Ukraine are analyzed, as one of the most important tools designed to reach social, cultural, education and charity purposes.*

*Keywords:* non-profit organizations; non-profit sector; social investment; social projects; society.

## Сергій В. Богачов, Оксана В. Веретенникова, Крістіна В. Селицька РОЛЬ НЕКОМЕРЦІЙНИХ ОРГАНІЗАЦІЙ У ЗАБЕЗПЕЧЕННІ ВІДТВОРЕННЯ СОЦІУМУ

*У статті представлено основні концептуальні підходи до розуміння сутності некомерційного сектора, його особливостей та функцій. Визначено роль некомерційних організацій (НКО) у забезпеченні відтворення соціуму, а також показано взаємодію НКО з державою та комерційними організаціями. Розглянуто суперечності розвитку некомерційного сектора. Проаналізовано основні економічні механізми стимулювання розвитку некомерційних організацій в Україні як одного з найважливіших інструментів для реалізації соціальних, культурних, освітніх та благодійних цілей.*

*Ключові слова:* некомерційні організації; некомерційний сектор; соціальні інвестиції; соціальні проекти; соціум.

*Табл. 1. Літ. 30.*

## Сергей В. Богачов, Оксана В. Веретенникова, Кристина В. Селицкая РОЛЬ НЕКОММЕРЧЕСКИХ ОРГАНИЗАЦИЙ В ОБЕСПЕЧЕНИИ ВОСПРОИЗВОДСТВА СОЦИУМА

*В статье представлены основные концептуальные подходы к пониманию сути некоммерческого сектора, его особенности и функции. Определена роль некоммерческих организаций (НКО) в обеспечении воспроизводства социума, а также показано взаимодействие НКО с государством и коммерческими организациями. Рассмотрены противоречия развития некоммерческого сектора. Проанализированы основные экономические механизмы стимулирования развития некоммерческих организаций в Украине как одного из важнейших инструментов для реализации социальных, культурных, образовательных и благотворительных целей.*

*Ключевые слова:* некоммерческие организации; некоммерческий сектор; социальные инвестиции; социальные проекты; социум.

**Introduction.** Despite significant achievements of the mankind in terms of democratic governance, the growth of economic welfare and social protection of population in developed world, as well as the intensification of global processes aimed at protecting the environment and harmonization of human interaction with the environment, the world increasingly faces large-scale and systematic financial, economic, social and ecological crises. Instead of the progress towards sustainable develop-

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ment and harmonization of relations in the "state-society" system, deterioration of economic situation in most countries and impoverishment of population continues; differentiation between the rich and poor countries of the world deepens, with the economies of the latter being mainly focused on the extraction of raw materials and on environmentally harmful production.

Due to aggravation of financial and economic crisis, some demographic processes and globalization, democratic states lack the opportunities to provide adequate social protection of population. Proceeding from the aforementioned the role of non-profit organizations (NPOs) in ensuring the sustained processes of social reproduction is enhanced, since the activity of NPOs contributes to the solution of urgent social and economic problems.

**Latest research and publications analysis.** Foreign and domestic literature studies the important theoretical and methodological issues related to the establishment and development of non-profit sector, institutional and economic foundations of its operation, strategies and patterns of reproduction, the mechanisms of social regulation, cofinancing sources of wealth and socially important services, features of a non-profit entity (Borisova, 2009).

Studies on the non-profit sector have become widespread in foreign literature on the theory and practice of social market economy: H. Anheier (2005), M. Lehrer and Ch. Delaunay (2009), O. Sending and I. Neumann (2008), E. Warner (2008) and others. The importance of the development of the theory of non-profit sector has developed thanks to the concept of civic participation, which implies the involvement of people in active social work, expansion of public initiative and self-organization of citizens. The study of nature and causes of non-profit organizations focuses on the theory of public goods: B. Weisbrod (1998), the theory of "subsidy" by E. Fama (1980), the theory of consumer control by A. Ben-Ner and B. Gui (1993).

A major contribution to the development of the economic theory of the non-profit sector has been made by L. Salamon (2002) and D. Riddle (1996), who laid the fundamentals for the study of non-profit organizations. However, despite the multi-dimensional nature of research, especially the participation of non-profit organizations in the reproduction of society revealed in the works of scholars enough.

**The goal of the article** is the definition of the role of non-profit organizations in the reproduction of society.

**Key research findings.** An essential element of civil society is a non-profit organization (NPO) formed on the voluntary basis in order to satisfy urgent social and economic needs of population and are not intended to profit from their activities. However, active participation of citizens in public life and in decision-making and implementation, promotion of civil initiative is a prerequisite and an indicator of sustainable development (Jegers, 2002).

For the first time the concept of civil society and its importance for the development of democracy and economic prosperity was justified the French sociologist Alexis de Tocqueville (Lehrer and Delaunay, 2009). He pointed to the role of non-profit organizations in the articulation and institutionalization of social interests and priorities of social development and updating the urgent problems of social development – such as usurpation of power, corruption, overregulation of business, non-compliance of public policy and education with national interests etc.

Later S. Huntington and others have pointed to the ability of NGOs to structure society and increase public participation in social life, contributing to the development of democracy, civil rights and freedoms (Huntington, 2004).

The development and operation of non-profit organizations, their socio-economic potential mechanisms to improve their performance tool that partnerships with the state, the role of non-profit organizations in the development of civil society exploring economists, sociologists, experts in public administration and related fields. The theoretical basis of such studies is represented by S. Adirondack and J. Taylor (2001), R. Kramer and T. Tyler (1996), H. Hansmann and W. Powell (1987), L. Sidelnik (2010) and others. Within this theory, the third sector is considered as the system of government, political, cultural, environmental and economic mechanisms affect the functioning of social movements and organizations, as well as conditions improve the efficiency of the third sector: the theory of heterogeneity and state failure (Weisbrod, 1998), the theory of trust or market failure (Hansmann and Powell, 2006), the theory of offers or mediation (Anheier, 2005), the stakeholder theory (Ben-Ner and Gui, 1993), the theory of social origin (Salamon, 2002).

The analysis of scientific literature shows that according to most scholars, the 3 sectors of the economy constitute an economic space which in contemporary economics is defined as a mixed economy (Volkova, 2011):

- state (public) sector, where the ownership rights for resources are not distributed;
- private (market) sector, where property rights are distributed and protected;
- non-commercial (mixed) sector, within which various public institutions operate, complementing the first two to provide resources for national economy. Non-profit sector is a relatively isolated sector of national economy, which is an intermediate between state (public) and private (market) sectors, securing their integration and, consequently, the equilibrium of the economic system.

Note that scientists still do not have a view on the definition and extent of the non-profit sector. In the world there are a few basic conceptual approaches to the nature of non-profit sector: 1) the concept of voluntarily-mixed sector; 2) the concept of "the third sector"; 3) the concept of the public sector; 4) the concept of civil society; 5) the concept of a social actor.

Scientific literature presents two views on the place of non-profit sector in the system of contemporary relationships: first, as a necessary and independent sector of the national economy, which is part of the economic system of the society, in relation to which it is a specific subsystem, open to relationships with other sectors and subsystems; and, secondly, as a relatively isolated economic system, which is the sum-total of non-profit organizations that have their own logic of development.

The main subject of the non-profit sector is represented by non-profit organizations. Their typology is based on the selection of certain criteria, the basic of which are the following (Volkova, 2010): forms of ownership of NPOs, their statutory objectives, specific features of their functioning, and sources of financing. The principle legal forms of NPO are clearly defined in Ukrainian legislation (Law of Ukraine "On Public Associations", 2013). Non-profit organizations determine their form depending on their objectives. According to the legal status the main part in the structure of Ukrainian non-profit sector is represented by various institutions (43.6%), which in

number is followed by civil and religious organizations (27.7%), and the third are consumer cooperatives (11.4%). Among other forms, covering 17.3% of the NPOs, approximately equal parts (4.2% each) account for funds and garden associations, which are followed by non-profit partnerships, associations and unions (as of Dec.31, 2013).

The specifics of non-profit sector is conditioned by the following: diversity of non-profit management entities, heterogeneity of the organizational structure, differentiation of resource support, diversity of management systems and types of activities. The economy of this sector is, in fact, the economy of mixed type.

The non-profit sector fulfills its purpose within the market economy through the implementation of its functions (Table 1).

**Table 1. Properties and functions of the non-profit sector**  
(Volkova, 2010; Anheier, 2005; Salamon, 2002)

Func-tions	Properties	Result
Economic	<ul style="list-style-type: none"> <li>- Promoting the formation and redistribution of material and financial resources</li> <li>- Creating the conditions for overall affordability</li> <li>- Promoting the supply of stabilization and integration of economy</li> <li>- Assistance to reduce costs and improve economic efficiency</li> <li>- Ensuring citizens a minimum set of required services</li> <li>- The ability to increase economy competitiveness</li> <li>- Promotion of competition</li> <li>- Ability to provide employment and self-employment</li> <li>- Ability to ensure reproduction of human capital</li> </ul>	Economic efficiency
Social	<ul style="list-style-type: none"> <li>- Direct provision of social services targeted community</li> <li>- Collection and storage of information about the demand for change and social situation</li> <li>- Participation in local social programs and planning of social services at the local level in the community</li> <li>- Public control over the quality of social services and the effectiveness of local social programs</li> <li>- Promoting the formation of social capital</li> <li>- Promote improvement in social climate</li> <li>- Preservation and enhancement of educational, scientific and creative potential of society</li> </ul>	Social justice Social welfare
Institutional	<ul style="list-style-type: none"> <li>- The development of horizontal communication networks, one of the functions which overcome information asymmetry in civil society</li> <li>- Creating a system of signals of impending problems to attract the attention the ruling apparatus</li> <li>- Develop mechanisms for the expression of public opinion and bring it to the attention of authorities in the formation of social order</li> <li>- Engaging citizens in solving problems that can be done by mobilizing community resources and through negotiations with government</li> <li>- Creation of a network of public institutions</li> <li>- The ability to coordinate actions of various groups</li> <li>- Advocacy and consumer rights</li> <li>- Maintenance of ecological safety</li> <li>- Resolving conflicts and disputes</li> <li>- Promoting the preservation of cultural and historical national heritage</li> </ul>	Civil Society

It is very difficult to clearly define the role and functions of non-profit sector in Ukrainian economy, as well as in the economies of other countries, due to a broad variety of types of non-profit organizations, forms and tasks they perform.

We need to clarify here the basic, most essential functions of the non-profit sector: economic, which is manifested in the fact that the non-profit sector contributes to meeting the public needs by producing socially useful goods and services, providing cost effectiveness; social, which is realized through support of vulnerable groups, participation in social projects and organization of charity, resolving social contradictions in society that ensures social justice; institution, which is the formation of new social institutions, coordination of private, state and public interests, ensuring the development of civil society.

Practice shows that the operation of the non-profit sector is highly controversial, as reflected in its current state and reflects the complex evolution of non-profit sector in Ukraine. Despite the heterogeneity and weaknesses of individual components of the non-profit sector, its development is of irreversible, progressive nature and it is a significant economic, social and political force in the socioeconomic relations in society and the national economy.

The development of the non-profit sector is accompanied by constant emergence of internal and external conflicts.

Contradictions of the non-profit sector can occur at 3 levels, where there are objective laws: the first – the level of subjects' interest; the second – the level of non-profit sector functioning; the third is the collection of final results (Volkova, 2011). These 3 levels are interrelated and complement each other.

The study of scientific papers by leading scientists on these groups determines the existence of such contradictions (Volkova, 2011):

- Internal contradictions: between altruism, compassion and selfish nature of private gain; short-term interests of NPOs leaders and long-term interests of mass subjects of NPOs; the values of the Western culture of NPOs and the traditional values of local communities; the interests of employees of NPOs and the interests of volunteers.

- External contradictions: between the interests of state and the interests of NPOs; the interests of self-preservation of NPOs and private interests of officials; the perception of human rights and their implementation in practice; public, private and corporate interests.

The basic contradiction of the non-profit sector is the internal one and is in the pursuit of sustainable development and meeting growing social needs, while the same organizational structure of the sector, its systemic instability, the degree of resource independence and social acceptance do not guarantee success in the implementation of the declared mission and increases the risk of ineffectiveness. To solve the identified conflicts, it is necessary to find appropriate mechanisms to coordinate the interests of all participants in non-profit activities of the optimal proportion between internal financing costs and basic statutory activities of NGOs, improving the management of human resources, maximum use of involved participants, ethics and regulations, development of criteria evaluation of the NDA for social audit and public monitoring of information technology management in the non-profit sector. The solution of the tasks require scientifically based and largely innovative approaches to the formation of the non-profit sector in Ukraine.

However, the historical role of non-profit organizations in the establishment of the welfare state can not be overemphasized, as they initiate the process from the bot-

tom, bringing in new elements of public relations authorities, creating confidence among citizens in the parity of their status in relation to the state and social institutions.

The World Bank survey of 603 respondents, the representatives of a wide range of non-profit organizations, specifies a number of important features of Ukrainian NPOs, i.e. (Sustainability Index for Central and Eastern Europe and Eurasia, 2009):

1. The most common type of activity among the NPO respondents is the elaboration and implementation of educational programs and curricula.

2. A large number of NPOs are operating at regional and lower levels and only a few – at the national level (according to the World Bank, the activity of about 85% of Ukrainian NPOs is concentrated in towns, districts and regions, only 1 out of 10 organizations identified themselves as operating at the state level, and 5% reported they are a part of an international network of NPOs).

3. The main sources of financing social projects are membership fees, donations from local businesses and grants from international donors (the activities of most Ukrainian NPOs, including "think tanks", would be impossible without the support of international donors, including: Friedrich Ebert Stiftung, Konrad Adenauer Foundation, Freedom House, USAID Agency, McArthur Foundation, Renaissance Foundation, the International Fund "Renaissance" (George Soros Foundation), the Eurasia Foundation, East Europe Foundation, C.S. Mott Foundation, Know-How Fund, the World Bank, the International Media Center (IMC) – Internews, Counterpart International, the embassies of the U.S.A, the United Kingdom, the Netherlands, Canada and others) (Ilina, 2010).

4. In Ukraine, less than 10% of non-profit organizations that solve social problems at the expense of the state budget (Vinnikov et al., 2010).

Analyzing the specific features of non-profit organizations functioning in Ukraine one should pay attention to the fact that their development was largely due to the participation of international donors. But today the situation has somewhat changed: many Ukrainian companies also want to assist in the implementation of social projects. In this context, NPOs play an important role in social investments because they can accumulate funds for the implementation of various social programs.

Financing the activity of non-profit organizations through budget may be done by direct support of their functioning (subsidies to cover the current expenditures), by providing funds for the implementation of programs and projects (grants) by civil organizations, as well as by paying the NPOs for work performed in accordance with the previously concluded contracts (Vinnikov et al., 2010). In addition, these mechanisms of funding NPOs perform various social functions: direct appropriations are directed to the sector as a whole to support it, grants make it possible to capture public attention to some pressing problems, and through the system of contracts financed are those social services, the relevance of which are determined by governmental bodies.

Accumulation and distribution of budget funds to support non-profit organizations involves the creation of a special national fund for financing non-governmental organizations on a competitive basis in order to accomplish the most urgent and important programs, projects and activities. An important function of the economic

mechanism of the third sector stimulation is the creation of appropriate conditions for encouraging businesses, organizations and individuals to support non-profit organizations. The system of stimulation of private and corporate charitable activities should include, in addition, the mechanism of providing tax, credit and other incentives to firms, companies, corporations and individuals carrying out allocations to the fund to support the third sector (Ilna, 2010).

Direct government funding of NPOs and economic stimulation of creating the environment for the development of the third sector is particularly important for Ukraine, where the NPOs receive 75–85% of funds from foreign donors – corporations and charitable foundations, while public funds account for only 2–3% of NPOs budgets. However, direct funding of the third sector is not the only possibility of the state to provide its financial support, because the state is able to stimulate economically beneficial activities of commercial organizations and individuals (Vinnikov et al., 2010).

It should be noted that domestic enterprises (it mainly comes to the medium-sized and large businesses) are clearly aware of not only benefits and need for social investments, but also the limits of their capabilities. For instance, most businesses in Ukraine understand their physical inability to "help everyone", as well as the inefficiency of inconsistent, sporadic charity steps, therefore they are trying to choose just one "niche", that is, one or more objects for aid and consistent long-term support. For instance, the company "Avon" have been carrying out the program "Together Against Breast Cancer" for 11 years, and over these years the company managed to collect 12 mln UAH to purchase equipment for many hospitals in Ukraine.

Sometimes it may just as well occur that a company is prepared to invest in various social projects, but in order to render more substantial assistance in their implementation this company is looking for partners. For instance, the company "MTC – Ukraine" searched for partners for further development of the "Mobile Medicine" for a whole year, and only in 2011 the program was joined by the Donbas Fuel and Energy Company and the Charitable Foundation "Development of Ukraine", which increased the budget of the project from 2.5 up to 4 mln UAH, and now there are twice as many hospitals in the network. It is in such cases that direct assistance on the part of non-profit organizations is needed, because their activities are primarily focused on fundraising for the implementation of various social projects. Besides, they are able to quickly link a project with an enterprise that can provide funds for its implementation.

**Conclusions.** Thus, the development of non-profit organizations can have great promise for the improvement of society. Taking into account the effects of the global financial crisis, chronic budget deficits and severity of domestic environmental and social problems in Ukraine, it is expected that the role of non-profit organizations and social movements in solving such problems, harmonizing relations in society and ensure its sustainable development certainly increase.

The role of non-profit organizations in promoting sustainable development of society is strengthened through processes inherent in the third sector all over the world – namely, international cooperation, globalization, commercialization activities of NGOs.

However, the implementation of proactive NPO in the reproduction process of society should be based on overcoming too narrow understanding of the functions of non-profit organizations by the state, absence or ineffectiveness of regulation, implementation of systematic state policy aimed at increasing the effectiveness of the third sector, to compensate the failures of the state and other public institutions.

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### КНИЖКОВИЙ СВІТ

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СУЧАСНА ЕКОНОМІЧНА ТА ЮРИДИЧНА ОСВІТА  
ПРЕСТИЖНИЙ ВИЩИЙ НАВЧАЛЬНИЙ ЗАКЛАД  
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**Дипломатичний і міжнародний діловий протокол та етикет: Навчальний посібник.** – К.: Національна академія управління, 2011. – 164 с. Ціна без доставки – 25 грн.

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У навчальному посібнику викладено основи дипломатичного і міжнародного ділового протоколу і етикету, з історією становлення української протокольної практики і протокольної служби.

Призначений для студентів, що вивчають спецкурс "Дипломатичний і міжнародний діловий протокол та етикет", а також для широкого кола осіб, яким за родом діяльності доводиться контактувати з іноземними установами, організаціями та громадянами.