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Fundraising as an Opportunity for Non-profit Organisations – Possibilities and Limits of Individual Fundraising¹

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Abstract

OBJECTIVES: The submitted paper focuses on fundraising as one of the funding options for non-profit organisations and aims to explore whether there are any local differences in the willingness of individual donors to give donations, which donor methods they prefer and what the socio-demographic characteristics of a typical donor are. **THEORETICAL BASE:** The theoretical base is defined by the current state of knowledge based on the study of professional literature and the results of research conducted in studied disciplines. **METHODS:** The paper presents the results obtained from the original quantitative research strategy that used structured interviews. **OUTCOMES:** Research has shown that there are local differences in the willingness

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of individual donors to donate funds and also has brought a number of findings concerning the socio-demographic characteristics of potential donors. It has been shown that the willingness to donate money is related to the income and education of the donor, but it does not depend on the gender and religion of the donor. **SOCIAL WORK IMPLICATIONS:** The findings contribute to the overall knowledge in the area of funding of activities implemented by non-profit organisations. Based on the results of this study, a number of frequent errors can be avoided in preparing an individual fundraising plan.

Keywords

fundraising, individual fundraising, philanthropy, determinants of donations

INTRODUCTION

Non-profit organisations frequently face the problem of gaining funding. Fundraising is a potential source of financing for non-profit organisations. The origin and beginnings of fundraising date back to the end of the 1940s, when non-profit organisations in the USA needed rules and procedures for raising money to meet their objectives and purpose (Haibach, 2012). Consequently, a number of research studies was carried out in the field of fundraising and philanthropy, and the issue was dealt with in the academic environment as well as in actual practice (Lindahl, Conley, 2002).

The term fundraising comes from English (the word stem is “fund” – reserve or capital, and “to raise” – increase or take measures). The term is used in many languages and is usually not translated, even though its designation is not completely unified.

Boukal (2013) points out that fundraising is sometimes understood as collecting public resources or money, which is not entirely accurate, because a non-profit organisation can obtain financial (as well as non-financial) means and contributions from private sources.

Ledvinová (2013) designates fundraising as an activity where there is a need to motivate other people to do good deeds and persuade them that this non-profit organisation deserves attention and help. Similarly, fundraising is designated by Šobánková (2010), for example, who defines it as a process of soliciting donors for organisations. However, she points out that fundraising should not be restricted only to activities in crisis situations when it is necessary to ensure funding at the specific moment, but to focus on the stability and permanent sustainability of the organisation. The necessity of a systematic approach is emphasised by other authors as well (Fabisch, 2002; Němeček, 2004; Urselmann, 2016). They find it necessary to use knowledge of marketing, Němeček (2004) uses the term “marketing mix”. Čačija (2016) also draws attention to the very close link between fundraising and marketing. He concludes that fundraising should be implemented in the context of a complex marketing process. He finds feedback from the organisation crucial, which is often absent particularly in crises, which is why obtaining financial means is unsuccessful in such situations. However, fundraising is not only the way to survive in a non-profit crisis environment. It should be understood as an exchange of values. Non-profit organisations often make the mistake of trying to motivate donors to make donations to meet the needs of the organisation. The research carried out by the author showed that such a procedure is rather ineffective since the precise converse applies in real life. The first thing to do is to survey the needs of the target groups of potential donors and propose events to meet their needs.

Apparently, although fundraising is not a completely new instrument, it is used only marginally by a number of non-profit organisations, or a number of mistakes in its implementation is made, or this method of obtaining funds is not used at all. Dale (2017) refers to fundraising as a critical point of non-profit organisations and believes it should be carried out on a professional basis. Funding of non-profit organisations should not depend on one source of finance (e.g. subsidies)



Empowering Youth At-Risk in School Through Participatory Methods of Work Developed Within the FYS-Forums¹ Project – Research Findings

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Abstract

OBJECTIVES: The research conducted by myself focused on understanding the attitudes and beliefs of young people within their need to be part of the decision-making process “in” and “out” of school and impact (on youth) of methods of work based on a participatory-approach. **THEORETICAL BASE:** A key for this approach is to increase the participation of youth in the decision-making process, the effects of which are observable in real social life. **METHODS:** The study used a qualitative approach to collecting data. The qualitative approach was based on 2 rounds of focus group interviews with youth involved in the project. This approach was adopted to achieve in-depth responses, giving the chance to respond to each participant. **OUTCOMES:** The article shows the research findings with youth who were involved in the project based on the participatory approach. Analysis of responses across the whole focus group revealed the situation of youth before the project starts and how the situation itself and youth have changed through the participation in the project. **SOCIAL WORK IMPLICATIONS:** Its aim is to improve the potential of social inclusion of youth at risk in schools as youth participation can empower youth, increase their self-esteem, and reduce the risk of dropping-out of school.

Keywords

participatory approach, empowerment, youth at-risk, school, dropping-out

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The Participation of Minors in the Proceedings Regarding Their Upbringing and Maintenance

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Abstract

OBJECTIVES: The objective of the quantitative research was to find out how and to what extent minors are engaged in the court proceedings regarding their upbringing and maintenance, and whether the court takes their views into account when it comes to decision-making. **THEORETICAL BASE:** It is based on legislative and professional legal literature. The research is rooted in two key concepts – child participation and the form of their participation. **METHODS:** The research sample was made up of court decisions involving the upbringing and maintenance of minors, and finally and firmly terminated in 2015 and 2016 at two district courts in the Moravian-Silesian Region. The content analysis of documents was used to collect the data. **OUTCOMES:** The resulting data brings interesting and often alarming findings that are in conflict with valid legislation, but they often confirm the rigid Czech judiciary practice in the area of decision-making when it comes to the upbringing of a minor. **SOCIAL WORK IMPLICATIONS:** The research results can be used for both the professional public in the area of the social and legal protection of children and the judicial practice.

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Keywords

child, participatory rights, legal proceedings, upbringing, maintenance

INTRODUCTION

The protection of children and their rights is one of the fundamental topics in all democratic states. The Czech Republic is one of the many dozens of signatories to the UN Convention on the Rights of the Child and there is significant attention paid to the protection of children in our country, both within legislation and social work. We can say that the participation of a child in terms of the child's involvement in all the facts that concern him/her is an advanced variant of the protection of the child who, in this way, can be involved in the decision-making processes that concern his/her future. The authors of the submitted research have elected to focus on the gathering of data about one particular participation method, namely the participation in court proceedings on the custody of minors. Such proceedings are always carried out before the actual divorce of the parents and are a necessary condition for the divorce of marriage. The proceedings are also conducted in the case of a breakup of an unmarried cohabitation provided that the parents did not come to any agreement about their child's upbringing and maintenance. The court procedure may also be carried out at the request of one of the parents whenever the conditions of the previous decision need to be changed. The content of the decision is to determine the form of child custody (exclusive, shared, joint), the extent of contact with the other parent and the amount of maintenance. These are decisions that essentially affect a child's life. The motivation for the research was the fact that the data has not been yet empirically investigated in the Czech Republic and also the assumption that the results will therefore be interesting to the professional public in the field of the social and legal protection of children and justice.

BACKGROUND

The theoretical base of the research is anchored in legislative sources and professional legal literature. The fundamental reference is the already mentioned Convention on the Rights of the Child, which brought about a new form of children's participation in court proceedings. In particular, it involves engaging the child in the matters directly affecting him/her, based on their developmental abilities and competencies. It also gives a child the right to be heard and listened to in the above situations. This new area of child rights is regulated in Articles 12 to 15 of the Convention, and also in Articles 30, 31 and 40 (Borská, Vacková, Small, 2016).

However, the Convention on the Rights of the Child does not set any minimum age for the court's obligation to hear the child in proceedings that concern him/her. In this respect, however, it is possible to rely on foreign practice that shows that setting a minimum age limit is not absolute, and even a younger child can express himself/herself if he/she is able to understand and formulate his/her views of the situation. The UN Children's Rights Committee reminds us that even very young children have the right to be respected and perceived as individuals with their own rights since they are active members of families, communities and other social groups with their own interests and attitudes (Hořínová, 2011). In the literature published by the United Nations Children's Rights Committee and the UN Children's Fund (UNICEF), the topic of children's participation is given a great deal of attention and is viewed very broadly compared to our research view, that is as the participation in decision-making processes, the life of the community and care for one's own surroundings (cf. Hart, 1997; Freeman in Alen, 2007; Hodgkin, Newell, 2007).

Regarding the implementation of the child's right to participate in legal proceedings in the European area of which the Czech Republic is a part, the most important source is the Council of



Solving Relationship Issues Through Sociotherapy

Iveta Bendulová, Beáta Balogová

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Prof. Beáta Balogová² is a Director of Institute of Educology and Social Work, at the Faculty of Arts, Prešov University in Prešov. She is the guarantor of the department and guarantor of sociotherapy course.

Abstract

OBJECTIVES: The aim of this paper is to present a case study and the possibilities of using sociotherapy to solve partner problems, and to analyze the case from the point of view of the science and methods of social work. **THEORETICAL BASE:** In the process of sociotherapy, we chose a Cognitive-Behavioural Approach and a Task-Oriented Approach. **METHODS:** We applied social therapy as part of a specialized social counselling with a couple. We applied methods of anamnestic and diagnostic interviews, diagnostic observations, and contact with the couple when needed. To achieve the goals, we used the training of a constructive quarrel and special techniques of sociotherapy. **OUTCOMES:** Clients' problems were primarily conflicts, dissatisfaction in social relationships, role-playing problems, social change, and behaviour. Clients have learned the technique of constructive quarrel, improved their communication skills, they manage to prevent crisis situations, and rely on resources and their strengths. **SOCIAL WORK IMPLICATIONS:** We have succeeded in meeting the goals we have chosen in cooperation with our clients. Sociotherapy might be useful for future solving relationship problems clients of social work.

Keywords

sociotherapy, social work, relationship problems, good practice

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Analysis and Description of Availability and Sources of Social Support in Selected Difficult Situations for Seniors by Type of Their Household in the Czech Republic¹

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Abstract

OBJECTIVES: The objective of the article is to analyze and describe the availability and sources of social support in selected difficult situations of seniors according to the type of their household. **THEORETICAL BASE:** The theoretical basis of the article is the theory of social support based on the sociological paradigm. **METHODS:** The method of secondary analysis was based on data from the Czech Social Sciences Data Archive called Sociální síť (ISSP, 2001). In our analysis, we answered the research question: “What is the availability and what are the sources of the social support in the selected difficult situations of seniors, according to the type of their household?” **OUTCOMES:** The overall result of our research is that regardless of the type of households, seniors in general do not have sufficient availability of social support from informal sources in selected difficult situations. Another finding is that the closest family members should be the source of the social support for home assistance, financial assistance, and emotional support. **SOCIAL WORK IMPLICATIONS:** We assume that in order to ensure adequate availability of social support in difficult situations of seniors, it is necessary to involve social work as one of the possible sources of the social support for them.

Keywords

one-person households, multi-person households, seniors, social support

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Attitudes of the Czech Public Towards International Adoption of Minors

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Abstract

OBJECTIVES: The authors focused on the attitudes of the Czech public towards the international adoption of minors from and into the Czech Republic. **THEORETICAL BASE:** 500 children aged from 1 to 9 were adopted internationally since 2000 according to the Czech Office for International Legal Protection of Children. **METHODS:** The research was based on a quantitative methodological approach using explorational methods of questioning. The representative research sample involved the Czech adult population ($N = 1.050$). Quota selection was realized according to sex, age, education, and place of residence. **OUTCOMES:** The results suggest that respondents largely do not support the international adoption of minors from the Czech Republic ($M = 6.7$, $SD = 2.89$) and into the Czech Republic ($M = 6.2$, $SD = 2.84$). A strong positive correlation was found between support of international adoption from and into the Czech Republic ($r_{rho} = .70$, $p < .001$, $r^2 = 49\%$). The level of support for international adoption varied by region of the Czech Republic and type of household. **SOCIAL WORK IMPLICATIONS:** Many indications imply the absence of greater awareness among the Czech public about the system of adoption, by which the presumption of the authors concerning so-called white space which should be covered.

Keywords

protection of children, adoption, international adoption, Czech Republic

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The Mainstreaming of Integration Governance and Social Work in the Local Integration of Immigrants¹

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Abstract

OBJECTIVES: The aim of the presented paper is to answer the question “How can social work promote the mainstreaming of integration governance in the local integration of immigrants?” **THEORETICAL BASE:** The relevant theoretical concepts of the research questions are conceptualized so that they connect two occasionally linked knowledge bases of migration studies and social work in the final discussion. **METHODS:** The presented paper is a theoretical analysis that emphasizes logical argumentation based on Kuhn’s conception of cumulative science. **OUTCOMES:** Supporting individuals, optimising interactions and influencing power structures are presented as the possibilities of how social work can promote the mainstreaming of integration governance in the local integration of immigrants. **SOCIAL WORK IMPLICATIONS:** The mainstreaming of integration governance offers a conceptual framework that is useful for 1) releasing social work practice from the target group perspective and 2) understanding how power structures (e.g. integration policy or social work practice itself) could produce negative phenomena such as institutional or state racism.

Keywords

social work, migration studies, immigrants, local integration, mainstreaming of integration governance

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Exploring Social Work in Area of Social Services in Slovakia – a Qualitative Study

Kvetoslava Repková

Kvetoslava Repková¹ is a senior researcher of the Institute for Labour and Family Research in Bratislava and an external university teacher at the Faculty of Arts, University of Presov in Presov. Her research work is focused on disability studies, issues on long-term care services for care-dependent persons, including support of informal carers. In recent years her research interest is very intensely focused on quality in social services' issues, mainly from the perspective of roles social workers play in this interventional area.

Abstract

OBJECTIVES: This paper is focused on professional roles that social workers play in the area of social services, with special regards to current developments in Slovakia. **THEORETICAL BASE:** The research builds upon the systems theory assuming that legal or other external conditions for applying distinct roles of social work in the area of social services determine current practice. **METHODS:** Analysis of relevant documents in combination with data obtained from qualitative questionnaires is conducted to explore how the independent experts describe the roles of social work in selected types of social services in Slovakia. **OUTCOMES:** Experts associate social work with enforcement of professionalism and quality in social services. There is a triangle of the most prevalent roles social workers play (should play) in social services, namely social diagnostics, social counselling, and coordination of the actors/mediation of interactions/networking. However, roles of social workers in social services are, for the involved actors, not always clear. **SOCIAL WORK IMPLICATIONS:** The research contributes to the discussion of what are the system-based conditions for institutionalization of the social work in area of social services with special emphasis on a need for systematic methodological support of social service providers and their professional staff.

Keywords

social work, social services, roles, domiciliary care, residential care, crisis intervention

INTRODUCTION

Over the past decades, importance of social public services has been recognised at both national and European levels, due to their role in creating employment, combating social exclusion and contributing to social protection (Pillinger, 2001). The category of social public services (Pillinger, 2001), alternatively referred to as social services of general interest (European Commission,

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Breathing the Hierarchy of Needs Away

Vito Flaker

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Abstract

OBJECTIVES: Needs are at basis of the long-term care response, nevertheless usually used primarily as a technical term, taken for granted. **THEORETICAL BASE:** Needs are a paramount, omnipresent, and key concept in social policy, social work and in health care, containing layers of historical contradictory dispositions, simultaneously establishing 'needs' as a lack, a right, a norm, and a desire. In long-term care the primacy of 'basic', bodily needs is often asserted on the account of 'social' needs, basing this reduction on Maslow's notion of a hierarchy of needs. **METHODS:** We deconstruct the hierarchy by using the example of breathing. **OUTCOMES:** We demonstrate a need for terminological clarity in distinguishing between the vital functions, the activities of daily living, and the needs. The needs being not only descriptive, indicative terms, but also imperative and deontic, and therefore must always be deconstructed and based on personal goals, priorities and desires. **SOCIAL WORK IMPLICATIONS:** Since the life (bodily) functions and activities of living are only instrumental to the person's priorities, 'needs' should be always seen as hierarchy of personal priorities – setting thus an important contribution of social work perspective to the emerging systems of long-term care.

Keywords

needs, Maslow, breathing, long-term care, assessment

INTRODUCTION – NEEDS ARE A MULTI-LAYERED CONCEPT

The needs are the key issue in the introduction of the long-term care.² The intention of the long-term care is to respond to the (long-term) needs of people. For this, they must be assessed in order to determine whether the intensity of needs warrants the entry into the system, to identify what are the needs one has, and finally to find an appropriate response to those needs and to organise provision of such response.

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² This article was conceived in the preparation of long-term care system in Slovenia. For more details on the entitlement and procedures issues cf. the task group report (Lebar et al., 2017).