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JEL Classification: L31, H84, O35*Khanenko A. V., Zykin O. V.***FUNDRAISING AND CROWDFUNDING IN THE ACTIVITIES OF PUBLIC ORGANIZATIONS DURING THE WAR****Zaporizhzhia Polytechnic National University, Zaporizhzhia, Ukraine**

The article considers the problem of raising funds by public organizations during a full-scale war. It is determined that public organizations and charitable foundations that were engaged in the implementation of socially significant projects were created long before the beginning of the Russian aggression against Ukraine. It is established that despite the difficult circumstances in which the country found itself, the amount of grant funds provided for projects in our state by both domestic and foreign benefactors increased sharply at the beginning of the invasion. The multiple increase in military needs for equipping the Armed Forces of Ukraine and the direction of benefactors' funds to address the priority needs of the army are considered. The cohesion and unity of civil society, which did not distance itself from the problems brought by the Russian aggression, but began to conduct active and important work on raising funds using fundraising and crowdfunding tools, were noted. The definitions of the terms "fundraising" and "crowdfunding" are provided, and the economic essence of these concepts from the point of view of them in the context of the implementation of a project, idea or event is provided. Restraining factors that slow down the reaction and participation of partner public organizations have been identified, one of which is most evident in war fatigue and the need to provide resources to Ukraine because of this. An analysis of the results of a study on the impact of the termination of USAID funding, after the US President signed a decree on the suspension of all US foreign aid programs, was conducted. The results of the study indicate that the termination of USAID funding will have very negative consequences for the activities of Ukrainian civil society organizations (CSOs). It is noted that philanthropists are not giving up and intend to reorient themselves to business models, optimize programs and projects, attract the support of local donors, and strengthen cooperation with the private sector.

Keywords: fundraising, crowdfunding, public organizations, full-scale war, charitable foundations, sources of funding, social projects.

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The general statement of the problem and its connection with important scientific or practical tasks

The activities of non-profit public organizations in Ukraine took place long before February 2022. At the beginning of Russia's full-scale invasion of Ukraine, the amount of grant funds provided for projects in our country increased sharply. However, despite the fact that businesses, non-governmental

organizations and media could receive grants for relocation, institutional development and other needs, public organizations did not use these opportunities for long. After all, with the beginning of the full-scale invasion, the acute financial needs of the army and humanitarian organizations also increased hundreds of times.

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Currently, the peak of this assistance has passed, and after the decree of US President Donald Trump, it is not known at all whether we should hope for the continuation of assistance at the same level. In addition, this factor affects the mood in EU countries, where fatigue from the war and the need to provide resources to Ukraine because of it is already growing.

Therefore, public organizations and charitable foundations of Ukraine must look for new ways to receive resources; refocus on business models, optimize programs and projects, work to obtain support from local donors, and strengthen cooperation with the private sector.

Analysis of recent research and publications

The issue of using fundraising and crowdfunding mechanisms in financing socially significant projects is covered in the publications of Kot L. L. [5], Tkachenko A. M. and Khanenko A. V. [7]. The features of the relocation of small businesses in wartime using fundraising tools are covered in the publication of Korobka S. V. [4]. The projects of the most successful fundraisers during the Russian aggression against Ukraine were studied by V. Landa [2]. The problems of the independence of Ukrainian public organisations from grants are considered in the article by Iryna Shostak [3]. O. Dyatel [6] investigated the issue of finding funds for cultural projects during the war. The study of the impact of the cessation of USAID funding on Ukrainian CSOs was analysed in her article by V. Bunyak et al.

Highlighting previously unresolved parts of the general problem to which the article is devoted

Despite certain achievements in this area, the issues of the history of the development and application of fundraising and crowdfunding tools in the national economy remain insufficiently covered. The ways of further development of these financing tools in the absence of assistance from American state institutions are not defined. The directions of assistance to the public sector of Ukrainian public organizations are not defined.

Formation of the objectives of the article

The aim of the article is to highlight in the information space the role of public organisations in financing the military and humanitarian needs of the state using fundraising and crowdfunding tools during the full-scale invasion of Russia into Ukraine. As well as to determine the directions of assistance to the public sector in finding new sources of financing for the implementation of socially significant projects.

Presentation of the main material

Fundraising and crowdfunding are widely used in the economies of leading countries of the world as tools for accumulating funds to finance social

entrepreneurship. The use of these financing mechanisms in the national economy has a much shorter history. Although it is worth noting that domestic public organizations that were engaged in the implementation of projects for the development of education, culture, media, cybersecurity, democratic processes and other social problems were created and acquired knowledge long before February 2022. The beginning of Russia's full-scale invasion of Ukraine was marked by the fact that public organizations that were engaged in these issues received resources that could only be dreamed of before.

Despite the difficult circumstances in which enterprises and organizations found themselves, there were many opportunities. Businesses, non-governmental organizations and the media had the opportunity to receive grants for relocation, institutional development and projects. The amount of grant funds provided for projects in our country has increased dramatically.

But with the beginning of the full-scale invasion, the acute financial needs of the army and humanitarian organizations increased tenfold or even a hundredfold. It is necessary to note the unity of Ukrainian civil society, which supported the Ukrainian state.

In civil society, leaders emerged who managed to direct all their creative and organizational energy to active fundraising, using fundraising and crowdfunding tools.

It is advisable to define the economic essence of these fundraising tools. In his study [7], published earlier, the author of the article defined the essence of fundraising from the point of view of it as a process of implementing a project, idea or event.

Fundraising is the search for sponsors, investors and other persons to finance an event, project, idea or organization. In addition, this process does not imply one-time collections, but the search for systematic sources of resources. Moreover, such a collection can be carried out for both commercial and non-commercial organizations.

Fundraising can be internal and external. In the first case, we are talking about the development and implementation of a strategy for finding sources of support for activities by the organization's management. In the second case, fundraising is a subject of consulting activities, when the search for funding is carried out by engaging professional fundraising consultants.

To obtain resources in fundraising, volunteers can be involved – groups of the population who are ready to donate their free time or money to obtain the necessary resources.

Resources in fundraising are understood as material or intangible resources, such as, for example, human, informational, financial, legal, marketing, etc.

Methods of attracting resources in fundraising: appeals (public, private and personal); mass fundraising campaigns using agitation; grant competitions; volunteering; mutually beneficial partnerships; subsidies; provision of paid services; membership fees of organizations; collection of private donations; lending.

The source of attracted resources can act as: a sponsor, investor, grant-giving organization, patron or donor.

Kot L. L. in his study [5], focuses on the difference between fundraising and crowdfunding, emphasizing that, despite the fact that crowdfunding is popular in various startups, social enterprises are increasingly using the fundraising system in their activities.

Examples of fundraising today can be seen everywhere on social networks. Many requests to dump on a car or on a walkie-talkie for the military, requests to share contacts of foreign partners, etc.

V. Landa in Forbes magazine [2] reported that Ukrainians donated and supported each other every day in 2022. In his publication, the researcher cites the Forbes magazine ranking of the largest philanthropists who collected 63 billion UAH in the nine months since the start of the war. The author considers it appropriate to mention these benefactors in this study.

The NBU collected the most funds – UAH 21.5 billion. on special accounts opened in the first days of the war for military and humanitarian needs.

The National Bank opened a multicurrency account for army assistance on February 24. UAH 21.3 billion was transferred from this account for the needs of the army. Including UAH 7.4 billion – these are funds received from donors from the USA, Great Britain, Germany, Sweden, Finland and other countries. The remaining funds were collected on a multicurrency account for humanitarian aid, opened by the NBU on March 1, 2022. The Ministry of Social Policy, which is the administrator of this money, directed them to support Ukrainians.

The event held by the National Bank for this collection is interesting. In August 2022, the National Bank announced the start of the “Courageous Hryvnia” campaign. NBU specialists determined that more than 14 billion were in circulation. Coins of 10 and 50 kopecks and 1, 2, 5 and 10 hryvnias for an amount exceeding 5 billion UAH. A significant number of them were often not used in cash payments and were lying in the piggy banks and pockets of citizens. The

campaign took place for three months, and its participants, including schoolchildren from the temporarily occupied territories, collected almost 5 million UAH.

The World Central Kitchen Foundation raised UAH 13.8 billion. This fund has saved more than a dozen restaurants from closing. WCK finances Ukrainian restaurants so that they can cook free for people affected by the war, volunteers and rescuers; timely master the amount of funding and comply with the requirements for the quality of dishes.

The number of restaurants that are partners of the foundation in Ukraine and abroad is almost 500. WCK’s budget is 70% made up of donations from tens of thousands of Americans, large companies, and foundations. The largest donors to the Ukrainian project were: the Michael Bloomberg Foundation, a donation from Warren Buffett’s son Howard, and a fundraising campaign by Fortnite players.

On the United24 platform, initiated by Volodymyr Zelensky, 8.5 billion UAH was collected. The team set the goal of creating a fundraising platform that would become the main one in helping Ukraine. The team achieved its goal through creative activities. The most effective activity was the project to make bracelets from the last batch of metal from Azovstal. The first batch of bracelets was sold in a matter of hours; the second in two days. The third batch of bracelets was made from the letters “I believe in the Armed Forces of Ukraine”, which were installed in Kyiv. In total, volunteers gave away 1,000 bracelets, 100 of which were signed by Valerii Zaluzhnyi. Ambassadors from among the world-famous people in attracting foreign donors helped the team. These celebrity ambassadors included boxer Oleksandr Usyk, astronaut Scott Kelly, tennis player Elina Svitolina, actor Marc Hamill, singer Barbara Streisand, Balenciaga creative director Demna Gvasalia, the band Imagine Dragons, and historian Timothy Snyder. For example, actor Liev Schreiber raised funds for generators for the American Thanksgiving, and Andriy Shevchenko turned out to be the most effective fundraiser in raising money for the restoration of the stadium in Irpin.

The “Return Alive” Foundation has raised UAH 5.3 billion. The founder of the foundation, Taras Chmut, emphasizes not only the amount of funds raised, but also the efficiency of spending, substantiating his opinion with an example: the “PZH” foundation spent several million UAH on the modernization of the air defense system, and a modern Russian aircraft costs \$ 30–50 million. “There is evidence from the military that one of the anti-aircraft missile regiments has over 100 confirmed downed targets,” says Chmut.

The Rinat Akhmetov Foundation and FC Shakhtar helped with UAH 3.5 billion. Businesses and the Rinat Akhmetov Foundation have been helping Ukrainians since the first day of the Russian invasion, covering military, humanitarian and infrastructure areas. Vulnerable segments of the population in almost all regions of the country receive humanitarian aid from the Rinat Akhmetov Foundation in the form of food and sanitary kits. Hundreds of thousands of liters of fuel, more than one thousand drones, walkie-talkies, body armour, helmets and other equipment were transferred to the needs of the military.

Ukrtelecom joined the "Wi-Fi in Shelters" initiative and is installing Internet access in shelters of schools that already use the company's services, and the Shakhtar club, together with the United24 platform, launched a fundraising program to help Ukrainians Pitch In For Ukraine.

However, the biggest contribution of Akhmetov's business to the defense of Ukraine from Russian aggression is energy. DTEK miners extract and supply hundreds of thousands of tons of coal for state generation.

The Serhiy Prytula Foundation raised 3.2 billion UAH. Until February 24, the function of the foundation was to care for people with disabilities, orphans, and the elderly. The team made the decision to switch to military service a few days before the invasion, and within six months, the foundation had become one of the most effective volunteer organizations.

In organizing the gatherings, the team used "emotional chips", creating a sense of involvement in the defense of the country among donors. For example, the implementation of the "For Revenge" project brought the team 352 million UAH. per day. In addition, the largest and most famous gathering of the "People's Bayraktars" team united all regions of the country around this goal.

In the gatherings, the foundation is focused on cooperation with businesses; entrepreneurs and volunteers repair and return captured Russian tanks to the front, together purchase turnstiles for the Armed Forces of Ukraine, and raise funds for medical needs. The team's creativity is manifested in many projects. For example, the Serhiy Prytula Foundation, together with the owners of the Honey and Zavertailo establishments, launched the project "You're Delicious – the Ruzians Are Scary." One of the renovated tanks was even named "Cardamom Bun" in honour of the popular dessert at Honey.

The list of the most effective fundraising philanthropists of the first half of the full-scale war, with the participation of which 63 billion UAH were

collected, also includes the ARD Telethon, the Victor Pinchuk Foundation, the RAZOM Charity Foundation, the KSE Foundation Charity Foundation, and the Help Heroes Of Ukraine Organization (Table).

Experienced fundraisers emphasize that the world reacts sharply only to major developments.

Russian attacks increase donations. In the days of massive shelling of civilian infrastructure, philanthropists are more active in supporting the Armed Forces of Ukraine: when a counteroffensive was announced, donations increased more than 2 times; the liberation of the Azovites increased donations three times, and the infamous large-scale rocket shelling of the infrastructure of Ukrainian cities provoked a seven-fold increase in donations.

Hope for victory and rage for the lost lives and the destroyed cities and villages of Ukraine motivate Ukrainians to make larger donations. Charitable fund teams and volunteers are no less motivated and know how to use this, using an arsenal of creative techniques: they draw prizes, hold art and memorabilia auctions, and hold collections for projects that touch on emotions. The result is the collection of large sums of money for the army and for the humanitarian needs of society.

Now the peak of aid has already been passed, and collections are becoming less. Changes are taking place in the market, and the reaction and participation of partner public organizations are slowing down. Ukrainian public organizations are looking for new ways to receive resources. In addition, after the victory in the US elections and the inauguration of American President Trump, it is generally unknown whether we should expect the continuation of the same level of assistance, for example, from American state institutions. This same factor also affects EU countries, where there is a general growing fatigue from the war and the need to provide resources to Ukraine because of it.

On the website of the community "DETECTOR MEDIA", V. Bunyak [1] provides the results of a study of the impact of the termination of USAID funding on Ukrainian CSOs.

The results of the study indicate that the termination of USAID funding will have very negative consequences for the activities of Ukrainian civil society organizations (CSOs):

– 75% of surveyed Ukrainian civil society organizations (CSOs) are actively looking for alternative financial resources after the termination of assistance from the United States Agency for International Development (USAID). This is evidenced by the results of an express survey by Open Space Works Ukraine and the Public Initiatives of Ukraine NGO, conducted from February 7 to 13, 2025;

The most successful fundraisers during the Russian aggression against Ukraine

	Name of the charitable foundation	Collection amount billion hryvnias	Expenditure direction
1	Special accounts of the National Bank of Ukraine for military and humanitarian needs	21.5	Army needs. Humanitarian support for Ukrainians
2	Charity organisation World Central Kitchen	13.8	Funding Ukrainian restaurants to provide free meals to war victims
3	Platform United24	8.5	Financial assistance for the social and humanitarian needs of Ukraine
4	“Return Alive” Foundation	5.3	Army needs. Assistance to the military
5	Rinat Akhmetov Foundation and FC Shakhtar	3.5	Military, humanitarian and infrastructure directions
6	Serhiy Prytula Foundation	3.2	Military needs
7	Telemarathon ARD	2.1	Directions to charitable organisations for further assistance to Ukraine
8	Victor Pinchuk Foundation	1.8	– creation of a network of rehabilitation centres for wounded military personnel; – development of educational programs for centre specialists; – rehabilitation in private partner clinics. Sending military personnel and civilians abroad who require complex prosthetics
9	Charitable Foundation RAZOM	1.7	Help for children of Ukrainian military personnel. Psychological consultations for children and adults whose usual lives have been disrupted by war. Fundraising for medicines for the Armed Forces of Ukraine, together with the pharmacies of the Ukrainian Centre for the Defence of Ukraine
10	Charitable Foundation KSE	1.5	Fundraising to help the Armed Forces of Ukraine and counterterrorism. Setting up bomb shelters in schools.
11	Organization Help Heroes Of Ukraine	1.59	Procurement of protective equipment for the military, humanitarian aid, and fundraising for infrastructure restoration

– 34% of respondents consider the situation catastrophic, 51% - difficult, but with the possibility of adaptation, and 5% see it as a chance for transformation;

– 25% of organizations will be forced to reduce staff, 19% - to introduce unpaid leave, and 12% - to stop the work of individual programs;

– 10% are negotiating with local governments for co-financing, and another 10% said that they will have to close the organization.

Only 1% of respondents have already received new support.

But philanthropists are not giving up and intend to refocus on business models, optimize programs, attract support from local donors, and strengthen cooperation with the private sector.

V. Bunyak [1] focuses on the areas and solutions proposed by survey respondents to help the public sector. Among them:

– emergency funding – providing quick grants

and compensation for losses to stabilize activities;

– flexibility in grant programs – reducing bureaucratic requirements and focusing on institutional support;

– continuation of critical initiatives – supporting independent media, humanitarian programs, and working with veterans;

– developing the capacity of CSOs – training in financing diversification, supporting social entrepreneurship.

According to the aforementioned study, it is worth noting that 59.2% of media professionals surveyed believe that the suspension of media support programs from the US could have catastrophic consequences and lead to the closure or significant reduction in the work of many independent media outlets, since only 15.8% of those surveyed said that they had not received any grants from American organizations.

But the author believes that the saddest consequence of the suspension of US support programs is that.

The US administration's freeze on international aid has begun to affect the work to hold Russia accountable for war crimes in Ukraine. Reuters, citing its own sources, reports this.

According to the publication, after the start of the full-scale invasion, Ukraine opened more than 140,000 criminal cases regarding Russian war crimes.

International initiatives funded by the US also participated in the investigations. The United States funded, in particular, the activities of the Advisory Group on Serious Crimes, which assisted in the investigation.

In addition, according to the Ukrainian document on financing and reduction of US aid, funds were provided for six projects of the Prosecutor General's Office of Ukraine worth \$89 million. Their fate is currently being decided, and the allocation of funds for five of them has already been frozen.

Two of these projects were funded by the United States Agency for International Development (USAID), three by the International Bureau of Narcotics and Law Enforcement Affairs, and one by the US Department of State itself, the document states. Of the allocated funding, \$47 million was directly allocated to bringing war crimes to justice.

In her publication [3], I. Shostak emphasizes that in the realities of the suspension of US support programs, at a time when grants are becoming fewer and those wishing to receive them are more, the Ukrainian public sector should think about diversifying its sources of funding.

The researcher sees the community as the most reliable source, the development of which is a very important process in the circumstances that have developed not only in Ukrainian society, but also throughout the world. It is difficult for an NGO to exist only on the inspiration and energy of its founders, for the existence of public organizations, volunteers are needed who are ready to come and do something with their hands and raise funds. It is important to follow the rule: the community gives something to the public organization, and the organization gives something to the community. People should feel like a part of the community. The researcher shares her own experience working with the community, noting that it is necessary to work systematically: understand your audience and goals, have clear key messages that resonate, try different formats, collaborate with opinion leaders and other NGOs, and analyses the results. It is necessary to form a comprehensive approach, involving all possible

resources: articles in the media, animation, physical events, and creative formats for social networks.

Grants are non-repayable targeted financial support provided by local, national or international organizations. Working with grants requires the ability to present your idea according to project logic.

One of the steps for the cultural and creative sector in learning to work in new conditions is to develop crowdfunding skills, in addition to fundraising.

According to the definition provided by the author of this study in an article published earlier [7], crowdfunding is a way of raising funds for the growth and development of a project, initiative, enterprise or program through contributions from a large number of third parties who may be unrelated to the project itself or to professional business investment. For the founder, these are risk-free funds, since they are raised on a charitable basis from people who are interested in a possible project.

In the modern world, funds are collected mainly on online platforms, and for their contribution, benefactors receive a reward – some kind of souvenir, or a certificate for a future product, if it is possible to produce it.

In addition to financial assistance, crowdfunding funds mean moral support for the organization. The money does not need to be returned. But it must be used effectively so as not to waste people's trust.

Crowdfunding is a popular tool among technological startups and public associations, since it is possible to check how interesting the proposed project is for benefactors and how strong its founders are. In addition, raising funds through international crowdfunding platforms allows you to reach a new audience.

In addition, enterprises that are more traditional raise funds in this way to open public places, breweries, craft productions, pizzerias, and so on. This practice is widespread in Ukraine.

Inspiration can be some social mission, such as employing people with special needs, or simply the appearance of some interesting location or production with a large number of jobs in the city. Secondly, it is necessary to offer people to achieve something together, to influence something together. Even if the goal is to open additional workshops at an existing factory.

Maintaining contacts with sponsors and patrons is also one of the ways to find funds. It is worth distinguishing these benefactors.

The sponsor gives his own funds to the project in exchange for another resource. For example, during the event, a banner of his company should be installed on the stage, or the sponsor should be invited as a speaker. The patron provides non-refundable funds.

The patrons and sponsors with whom the benefactors contacted at the beginning of a full-scale war now have smaller fortunes or help the army and people around them. They should be understood, supported and kept in touch. Staying in touch is also an important investment.

There are still frequent situations in which people and organisations abroad cannot find reliable contacts in Ukraine to offer support or cooperation. Even those who have contacts are sometimes afraid to write, because they do not understand whether it is appropriate to bother people in the midst of war. Therefore, it is worth staying in touch and telling through various channels what the organisation is currently doing. This will contribute to partnerships and financial sustainability in the long term.

Knowledge of foreign languages spoken by partners is also important in this communication. We are used to relying only on English. However, experience shows that it is worth teaching others and communicating with people in their native language.

Conclusions

Fundraising and crowdfunding are widely used in the economies of leading countries of the world as tools for accumulating funds to finance social entrepreneurship.

To obtain resources in fundraising, volunteers can be involved – groups of the population who are ready to donate their free time or money to obtain the necessary resources.

The source of the attracted resources can act as a sponsor, investor, grant-giving organization, patron or donor.

Social enterprises are increasingly using the fundraising system in their activities. With the help of fundraising tools, the ten most successful philanthropists have collected 63 billion UAH in nine months since the beginning of the war.

Among the urgent tasks in assisting the public sector in Ukraine after the cessation of USAID funding, the following have been identified:

- emergency funding – providing quick grants and compensating for losses to stabilize activities;
- flexibility in grant programs – reducing bureaucratic requirements and focusing on institutional support;
- continuation of critical initiatives – support for independent media, humanitarian programs and work with veterans;
- development of CSO capacity – training in financing diversification, support for social entrepreneurship.

In order to constantly remind abroad about the war in Ukraine, strengthen the image of the country,

it is worth creating new cultural products, presenting them to the world and receiving grants.

One of the steps for the cultural and creative sector in the new conditions is to develop crowdfunding skills in addition to fundraising.

Maintaining contacts with sponsors and patrons is also one of the ways to find funds.

Knowledge of foreign languages spoken by partners is also important in communication. You should not rely only on English; you should learn other languages and communicate with people in their native language.

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ФАНДРЕЙЗИНГ ТА КРАУДФАНДИНГ В ДІЯЛЬНОСТІ ГРОМАДСЬКИХ ОРГАНІЗАЦІЙ ПІД ЧАС ВІЙНИ

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В статті розглянуто проблему залучення коштів громадськими організаціями під час повномасштабної війни. Визначено, що громадські організації та благодійні фонди, які займалися впровадженням суспільно-значущих проєктів, були створені задовго до початку російської агресії проти України. Встановлено, що кількість грантових коштів, які надавали на проєкти в нашій державі вітчизняні і зарубіжні благодійники, різко збільшилася на початку вторгнення. Розглянуто багатократне зростання військових потреб для оснащення ЗСУ та спрямування коштів благодійників для вирішення саме першочергових потреб армії. Відзначено згуртованість та єдність громадянського суспільства, яке не відмежувалося від проблем, які принесла із собою російська агресія, а почало вести активну та важливу роботу, збираючи кошти за допомогою інструментів фандрейзингу та краудфандингу. Надано визначення термінів «фандрейзинг» та «краудфандинг», економічної сутності цих понять з погляду на них в контексті реалізації проєкту, ідеї або заходу. Визначено стримуючі фактори, що уповільнюють реакцію і участь партнерських громадських організацій, одним з таких факторів, що найбільш проявляється, означено втому від війни та необхідність надавати власні ресурси Україні. Проведено аналіз результатів дослідження впливу припинення фінансування USAID, після підписання президентом США указу про припинення всіх програм іноземної допомоги США. Результати дослідження свідчать, що припинення фінансування USAID матиме дуже негативні наслідки для діяльності українських організацій громадянської спільноти (ОГС).

Зазначено, що благодійники не опускають руки та мають наміри переорієнтовуватися на бізнес-моделі, оптимізувати програми та проєкти, залучити підтримку місцевих донорів, а також підсилити співпрацю з приватним сектором.

Ключові слова: фандрейзинг, краудфандинг, громадські організації, повномасштабна війна, благодійні фонди, джерела фінансування, соціальні проєкти.

FUNDRAISING AND CROWDFUNDING IN THE ACTIVITIES OF PUBLIC ORGANIZATIONS DURING THE WAR

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The article considers the problem of raising funds by public organizations during a full-scale war. It is determined that public organizations and charitable foundations that were engaged in the implementation of socially significant projects were created long before the beginning of the Russian aggression against Ukraine. It is established that despite the difficult circumstances in which the country found itself, the amount of grant funds provided for projects in our state by both domestic and foreign benefactors increased sharply at the beginning of the invasion. The multiple increase in military needs for equipping the Armed Forces of Ukraine and the direction of benefactors' funds to address the priority needs of the army are considered. The cohesion and unity of civil society, which did not distance itself from the problems brought by the Russian aggression, but began to conduct active and important work on raising funds using fundraising and crowdfunding tools, were noted. The definitions of the terms "fundraising" and "crowdfunding" are provided, and the economic essence of these concepts from the point of view of them in the context of the implementation of a project, idea or event is provided. Restraining factors that slow down the reaction and participation of partner public organizations have been identified, one of which is most evident in war fatigue and the need to provide resources to Ukraine because of this. An analysis of the results of a study on the impact of the termination of USAID funding, after the US President signed a decree on the suspension of all US foreign aid programs, was conducted. The results of the study indicate that the termination of USAID funding will have very negative consequences for the activities of Ukrainian civil society organizations (CSOs). It is noted that philanthropists are not giving up and intend to reorient themselves to business models, optimize programs and projects, attract the support of local donors, and strengthen cooperation with the private sector.

Keywords: fundraising, crowdfunding, public organizations, full-scale war, charitable foundations, sources of funding, social projects.

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