SOCIALLY ORIENTED NONPROFIT ORGANIZATIONS FOR FAMILY AND CHILDREN IN CONTEMPORARY RUSSIA: THE MANAGERIAL ASPECT

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ABSTRACT
The article analyzes the activities of nonprofit organizations in the Russian Federation. A more detailed analysis focuses on socially oriented nonprofit organizations (SO NPOs) working with families and children. It is based on statistical data provided by the Ministry of Justice for federal districts of the Russian Federation. The article determines the role of the nonprofit sector in the country's economic development. It also differentiates between the subjects of the Russian Federation being leaders and outsiders according to the number of NPOs and the number of SO NPOs dealing with families and children. The article defines the types of NPOs based on their forms and types of their activities, as well as the types of SO NPOs dealing with families and children based on services they provide. The analysis highlights a number of systemic problems which may hinder the development of SO NPOs supporting families and children. Data analysis for all the subjects of the Russian Federation facilitates comparison of the number of NPOs in different regions of Russia and identification of leaders and outsiders in each federal district. The number of NPOs dealing with families and children was determined by means of content analysis based on search queries "family" and "children".

Keywords: family, service, a nonprofit organization, a socially oriented nonprofit organization.

INTRODUCTION
A family is a unique social institution connected to all spheres of the state and society by means of a complex system of relations. It has always been topical to study the participation of socially oriented nongovernmental nonprofit organizations (hereinafter referred to as SO NPOs) focusing on social support for families and children. Undoubtedly, family plays an essential role for an individual's socialization, the importance of family is reflected in social life and in the upbringing of future generations (Lhaniam and Yudina, 2017). According to the Russian Public Opinion Research Center (VTsIOM), which studies the happiness index among the Russians, the majority of respondents feel happy because of their family well-being (35%), i.e. family is the main source of happiness for the Russians (Happiness or Crisis, 2016).

However, the contemporary family in Russia is undergoing profound changes (Yudina and Balashova, 2016, Madiari-Bek et al. 2016) due to the overcoming of financial difficulties (Zolotareva et al., 2017), the increasing number of single-parent families, child abandonment, child and teenage crime, and other problems.
Nongovernmental NPOs are institutions of civil society and are part of the nonprofit sector in the contemporary Russia. One of the main determinants in the distribution of nongovernmental NPOs in the economy was the insufficient resources available to the state and its inability to provide ever-increasing diversification of the members of society.

Investment in NPOs is a profitable social investment, but currently the share of the NPO sector in Russia's GDP is 0.9%, while in the developed countries of Western Europe and America it amounts to 6.5% (Grishchenko, 2016). The share of SO NPOs in the total number of NPOs is also rather insignificant: it is 13.5% in Russia, and 60-70% in the developed countries of Western Europe and America. According to the research studying the share of private donations made by the Charities Aid Foundation (CAF), Russia got to TOP 10, but it is only eighth in the list: 0.34% of the GDP, this share being 1.44% in the United States and 0.79% in New Zealand (Khodorova, 2016).

The concept of "socially oriented nonprofit organizations" was introduced into Russian legislation in April 2010 (Federal law "On amendments to certain legislative acts of the Russian Federation on support for socially oriented nonprofit organizations"). NPOs are recognized as socially oriented if they are founded in accordance with the forms established by Federal law No. 7-FZ dated 12 January 1996 "On nonprofit organizations" (Federal law on nonprofit organizations No. 7-FZ) and if they focus on solving social problems, as well as the following activities: social support and protection of citizens; charity, etc.

In 2016, Decree of the President of the Russian Federation No. 398 (Decree of the President of the Russian Federation No. 398 dated August 8 "On approval of top priority trends in socially useful services") outlined top priority trends for SO NPOs.

Outlining SO NPOs in the nonprofit sector of the Russian Federation helps solve some of the above-mentioned problems, including by means of assessment of families' and children's need for services rendered by NPOs (Zhesterov et al., 2017).

State support for SO NPOs implies the implementation of development programs established by the Ministry of Economic Development of the Russian Federation, which operate in the social sector (Ministry of Economic Development of the Russian Federation. Granting nongovernmental organizations access to social services, 2016).

The dynamics of the problem and the role of SO NPOs in addressing the issues of families and children were as follows: the share of poor families in Russia in 2015 increased almost twice (Survey Shows Twofold Increase in Number of Poor Families in Russia for Year 2015). At the same time, both the financial standing and consumption possibilities of families had been improving until December 2014. However, the situation began to change starting from December 2014: the share of families with "bad" or "very bad" financial standing increased by 7% (from 16% in 2014 to 22% in 2015) (Financial Standing of the Russians, 2005-2015).

In Russia, the number of single-parent families increased to 30% and amounted to 6.2 million. According to the Presidential Commissioner for Children's Rights, in 2010, there were almost 654.5 thousand orphans in Russia, of which about 84 thousand were abandoned by their living parents (Number of Single-Parent Families in Russia Increases to Six Million, 2012).

For 20 years, there has been an increase in the incidence of children in all classes of diseases. According to the WHO, Russia is the 4th in the world's top of countries with the largest number of smoking adolescents (Sakevich, 2012). The teenage drug abuse is still a very important issue (Svirin et al., 2017).

The nonprofit sector plays a significant role in society, triggering innovation. It is noteworthy that 48% of the surveyed NPOs have implemented social innovations in one or more areas (Minigaleeva, 2016). A number of innovations, such as the introduction of the restorative justice technology for juveniles, were
initiated exclusively due to NPOs (Shilovskaya and Sitdikova, 2018). Offering innovative solutions to eliminate social anomalies, SO NPOs solve the most complex social issues through dealing with families and children in almost all spheres of life. Closer attention should be paid to the role of the state which boosts education and provides conditions for more accessible education in the Russian Federation. The importance of this aspect of support is undeniable because, in the modern world, it is the literacy rate and the person's education which determine his or her present and future as an individual and those of society as a whole (Dusenko et al., 2016; Apanasyuk et al. 2017a; 2017b; Kryukova et al., 2017; Makeeva et al., 2017).

METHODS
Outlining SO NPOs in the nonprofit sector of the Russian Federation helps solve some of the above-mentioned problems. State support for SO NPOs implies the implementation of development programs established by the Ministry of Economic Development of the Russian Federation, which operate in the social sector. This study is based on document analysis (Fomicheva et al., 2017). A statistical analysis of the number of NPOs in the 85 subjects of the Russian Federation was conducted based on the data provided by the Ministry of Justice of the Russian Federation (Information on registered nonprofit organizations 2016) to distinguish types of their activities. Data analysis for all the subjects of the Russian Federation allows comparing the number of NPOs in various regions of Russia and identifying the leaders and outsiders in each federal district. The number of NPOs dealing with families and children was determined by means of search using keywords "family" and "children". This study uses document analysis methods: traditional (primary) document analysis and secondary, comparative analysis. Specialized quantitative content-analytic methods were put to practical use within this project. Thus, the "triangulation approach" was applied to the study of processes in SO NPOs.

RESULTS
Based on the analysis of the data about NPOs registered in the Russian Federation available on the information portal of the Ministry of Justice of the Russian Federation (Information portal of the Ministry of Justice of the Russian Federation 2016), the authors classified NPOs and SO NPOs dealing with families and children in Russia according to their activities:

Types of SO NPOs based on their activities in the contemporary Russian society
• family-oriented (e.g., NPO "Family Center "Territoriia semii" ("Family Area"), "Agency for Family Social Support and Protection of Family Values "Moia Semiia" ("My family");
• research (e.g., NPO "Scientific-Technical Center of the Academy of Architecture and Construction Sciences");
• sports (e.g., NPO "Basketball Club "Kurai");
• professional and sectoral (e.g., NPO "Agentstvo Pozharnoi Bezopasnosti" ("Fire Safety Agency"), "Tsentr Podgotovki Spetsialistov V odnogo Transporta" ("Water Transport Specialists Training Center");
• educational (e.g. NPO "Higher and Secondary Vocational Education Support and Development Fund "LIGA" ("LEAGUE"), etc.
• theatrical (e.g. NPO "Festival of Contemporary Play "Novaia drama" ("New Drama");
• legal (e.g. NPO "Law Bureau “Sotrudnichestvo" ("Cooperation");
• canine (e.g. NPO "Dog Hunting Club "Kurzhaar");
• financial (e.g. NPO "Novgorodskii oblastnoi fond po ipotechnomu zhilishchnomu kreditovaniiu" ("Novgorod Regional Fund for Housing Mortgage Lending");
linguistic (e.g. NPO "Language School "Buldog i medved" ("The Bulldog and the Bear"); and

economic (e.g. the NPO "Fond podderzhki malogo predprinimatelstva Kilmezskogo raiona" ("Kilmezsky District Small Business Support Fund").

In terms of legal forms of organization, there are the following types of NPOs: funds, nonprofit partnerships, autonomous NPOs and associations (unions), private enterprises, communities of indigenous small-numbered peoples of the Russian Federation, Cossack communities (Federal law on nonprofit organizations, 2016).

Types of SO NPOs dealing with families and children based on the analysis of their activities (in contemporary Russia)

family-oriented (e.g., SO NPO "Single-parent Family Social Support Center "Akademiia Nadezhdy" ("Academy of Hope"), SO NPO "Multichildren Family Club "Sem Ya";)

ethnic (e.g., SO NPO "Family (Tribal) Community of Indigenous Small-Numbered People of Dolgans "Amiaksin" (Medved), "Family (Tribal) Community of Indigenous Small-Numbered People of Siberian Chulyms "CHINDAT";

recreational (e.g., SO NPO Children and Youth Recreation and Leisure Organization "Solnechnye medvedi" ("Solar Bears"), SO NPO "Family Sports and Health Club "Zviaginet", SO NPO "Family Tourism Club Nadezhda" ("Hope");

educational and developmental (e.g. NPO "Family Center for Education, Development and Creativity "Uchenyi kot" ("Scholar Cat"), NPO "Center for Support, Education, Development of Creativity, Education and Sports for Orphans, Children with Disabilities and Children from Disadvantaged Families "SOTVORI DOBRO" ("MAKE GOOD");

educational (e.g., SO NPO "Family Support Center "Radost" ("Joy"), SO NPO "Center for Support of Family Values and Strengthening of Marriage and Family "Semiia TV" ("Family TV");

deviation prevention-centered (e.g. SO NPO in the area of family trouble prevention and social orphanhood "Agentstvo sotsialnogo razvitiia" ("Social Development Agency");

medical and psychological (e.g., SO NPO "Consulting and Methodological Center for Comprehensive Support of Families with Children in Need of Psycho-Pedagogical and Medico-Social Help "Pro-Mama");

rehabilitation (e.g., SO NPO "Center for Psychological-Pedagogical Rehabilitation and Correction of Persons with Disabilities and Families with Children with Disabilities "SOLNECHNYI GOROD" ("SUNNY CITY"), SO NPO "Professor K.A. Semenova Center for Treatment and Rehabilitation of Children with Cerebral Palsy"); and

administrative (e.g., SO NPO "Association of Children's Institutions").

Thus, such a variety in types of SO NPOs dealing with families and children can be explained by the social needs of Russian citizens in various spheres of life. Those needs can be satisfied, including by means of NPOs.

SO NPOs: functioning in Russia

To collect and analyze information about the number of NPOs and SO NPOs dealing with families and children, we used the information portal of the Ministry of Justice of the Russian Federation. As of September 23, 2016, 226,551 NPOs were registered in the section "Information about registered nonprofit
organizations” on the website of the Ministry of Justice of the Russian Federation (Information portal of the Ministry of Justice of the Russian Federation 2016). As a result, we made a registry of NPOs in the 85 subjects of the Russian Federation and identified the number of NPOs dealing with families and children (see Table 1).

Table 1. Information about NPOs in different federal districts of the Russian Federation

<table>
<thead>
<tr>
<th>Item</th>
<th>Federal district of the Russian Federation</th>
<th>Number of nonprofit organizations in federal districts of the Russian Federation</th>
<th>Number of NPOs in federal districts of the Russian Federation dealing with families and children</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>North Caucasian Federal District</td>
<td>9,507</td>
<td>55</td>
</tr>
<tr>
<td>2</td>
<td>Volga Federal District</td>
<td>39,393</td>
<td>283</td>
</tr>
<tr>
<td>3</td>
<td>Ural Federal District</td>
<td>16,200</td>
<td>151</td>
</tr>
<tr>
<td>4</td>
<td>Siberian Federal District</td>
<td>24,239</td>
<td>417</td>
</tr>
<tr>
<td>5</td>
<td>Far Eastern Federal District</td>
<td>11,474</td>
<td>203</td>
</tr>
<tr>
<td>6</td>
<td>Northwestern Federal District</td>
<td>26,642</td>
<td>278</td>
</tr>
<tr>
<td>7</td>
<td>Southern Federal District</td>
<td>21,560</td>
<td>129</td>
</tr>
<tr>
<td>8</td>
<td>Central Federal District</td>
<td>75,387</td>
<td>633</td>
</tr>
</tbody>
</table>

Analysis of SO NPOs in different federal districts of Russia

The analysis of NPOs in each federal district reveals the following trends:

− In the Southern Federal District, the ”leader” with the greatest number of NPOs is Krasnodar Krai (6,465), and the minimum number of NPOs is registered in the Republic of Kalmykia (559).

− In the Northwestern Federal District, the greatest number of NPOs is registered in Saint-Petersburg (12,216), while in the Nenets Autonomous District, there is no any nonprofit organization registered.

− In the Far Eastern Federal District, the maximum number of NPOs is recorded in Primorsky Krai (3,220), and the minimum number – in the Chukotka Autonomous District (125).

− In the Siberian Federal District, the maximum number of NPOs is registered in Novosibirsk Oblast (4,588), and the minimum number of NPOs – in the Republic of Tyva (380).

− In the Ural Federal District, the maximum number of NPOs is registered in Sverdlovsk Oblast (6,449), and the minimum – in the Yamalo-Nenets Autonomous Okrug (876).

− In the North Caucasian Federal District, the maximum number of NPOs is registered in Stavropol Krai (3,032), and the minimum – in the Republic of Ingushetia (366).

Thus, the number of NPOs varies greatly in the subjects of the Russian Federation depending on various factors: the region's economic development, the need for NPOs, and the standard of living of the population as a whole. Among all federal districts of Russia, the most prominent ones are the Central Federal District with such subjects of the Russian Federation as Moscow and Moscow Oblast, as well as the Siberian Federal District (Table 1).
The largest number of SO NPOs was registered in the Central and Volga Federal Districts. The leadership of the Central Federal District is related to the number of NPOs in Moscow being the capital of Russia and the largest city, followed by the Volga Federal District, namely the Republic of Tatarstan. It is noteworthy that the socio-economic development model of Tatarstan also includes such parameters as "the presence of a significant number of registered NPOs, as well as a policy providing support for SO NPOs" (Kulkova, 2013).

**Analysis of SO NPOs in different federal districts of Russia: leaders**

The analysis of registered NPOs shows that the share of SO NPOs dealing with families and children is only 0.9% of the total number of registered nongovernmental NPOs. For Russia, this number is insignificant. The Russian family is in need of social support in different areas. For example, the number of Russian families with tense relations is almost twice higher compared to European countries (Kataeva et al., 2016), which requires more psychological work with families and the creation of new NPOs in this area accompanied by the introduction of new innovative practices. In addition, the cultural needs and expectations of different social groups are undergoing change, globalization, change in top priority values, the distribution of new models and forms of recreation (Frolova et al., 2016). Moreover, there is a transformation of values related to marriage and children going on. The number of people who prefer not marrying and being single increased: from 4% in 1989 to 12% in 2014; spouses who do not want to have children are less condemned in the contemporary Russian society than they were a quarter of a century ago: from 33% in 1989 to 18% in 2014 (Fomicheva et al., 2017), which requires more intense moral education of the younger generation and young families as part of the innovative activities carried out by new NPOs.

The leadership of the Central Federal District with the greatest number of SO NPOs dealing with families and children is related to the number of such organizations in Moscow being the capital of Russia (see Fig. 1). The leader in the Siberian Federal District is Krasnoyarsk Krai.

![Figure 1. Leader subjects of the Russian Federation with the greatest numbers of NPOs dealing with families and children (percentage)](image)

**Analysis of SO NPOs in different federal districts of Russia: outsiders**

The smallest number of SO NPOs dealing with families and children is registered in the North Caucasian Federal District, and there are three outsiders, each having just one NPO: The Republic of Ingushetia, the Republic of Adygea, Oryol Oblast (see Fig. 2).
In two subjects of Russia – the Nenets Autonomous District and Jewish Autonomous Region – there is no nonprofit organization registered.

Among the leader subjects with the greatest numbers of NPOs dealing with families and children, (see Fig. 1) the following significant proportions have been noted depending on the above-mentioned types of SO NPOs. Ethnic family-oriented SO NPOs dominate in Krasnoyarsk and Khabarovsk Krais, the Republic of Buryatia and the Yamalo-Nenets Autonomous District. In the Republic of Buryatia, family and tribal communities of small-numbered peoples constitute 82.2% per cent of the total number of SO NPOs dealing with families and children, 82.3% in the Yamalo-Nenets Autonomous district, 74.5% in Krasnoyarsk Krai, and 62.3% in Khabarovsk Krai.

In Moscow, St. Petersburg, Moscow and Novosibirsk Oblasts, family-oriented SO NPOs are most typical providing services to multichild, young, poor, single-parent, and foster families. Administrative SO NPOs dealing with families and children and managing social projects and family development programs are more typical of Moscow, Saint Petersburg and Sverdlovsk Oblasts.

Educational NPOs do an important job focusing on promoting family values, as well as strengthening the institution of family and marriage. However, in some subjects of the Russian Federation (e.g. in Khabarovsk Krai and the Republic of Buryatia), there are no such organizations. The number of recreational SO NPOs dealing with families and children is more or less the same in the leader regions with the greatest numbers of such organizations: Moscow (6.8%), Moscow Oblast (9.7%), Khabarovsk Krai (7.5%), Novosibirsk Oblast (8.2%), Sverdlovsk Oblast (9.3% percent). SO NPOs providing recreational activities are not common in Krasnoyarsk Krai and the Republic of Buryatia, and in St. Petersburg, the number of such SO NPOs is only 2.8%.

**DISCUSSION**

Thus, in the Russian Federation, there is an insufficient number of SO NPOs dealing with families and children among all types of NPOs. The number of family-oriented SO NPOs in the 85 subjects of the Russian Federation varies a lot: from 1 to 265 in one subject. The share of various types of SO NPOs dealing with families and children in the subjects of the Russian Federation varies a lot: the domination of one type of SO NPOs may be accompanied by the total absence of others. This fact can affect the quality...
and targeting of social support of families and children in a specific region of Russia, as well as the development of innovations in the social sphere. In Moscow, St. Petersburg, Moscow and Novosibirsk Oblasts, family-oriented SO NPOs are most typical providing services to multichild, young, poor, single-parent, and foster families. Administrative SO NPOs dealing with families and children and managing social projects and family development programs are more typical of Moscow, Saint Petersburg and Sverdlovsk Oblasts. Educational NPOs do an important job focusing on promoting family values, as well as strengthening the institution of family and marriage. However, in some subjects of the Russian Federation (e.g. in Khabarovsk Krai and the Republic of Buryatia), there are no such organizations.

CONCLUSION

Through the comparative analysis of Russian SO NPOs dealing with families and children, the authors have identified the significant role of the nonprofit sector in the country's economic development. In general, the Russian Federation has the social support system for families with children, which is comprised of NPOs. However, it should be noted that there are a number of systemic problems that may hinder the development of SO NPOs dealing with families and children: the inconsistency between legislative acts and the extent of development of the "third sector", which affects the interaction of these organizations with state agencies and the business community; the lack of sustainable cross-sector partnerships based on innovative practices, as well as measures boosting the interaction of families' and children's interests (Kataeva et al., 2016) involving the use of new technology solutions. The analysis of the registered NPOs shows that the share of SO NPOs dealing with families and children is only 0.9% of the total number of registered nongovernmental NPOs. For Russia, this number is insignificant. The Russian family is in need of social support in different areas. Moreover, there is a transformation of values related to marriage and children.

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