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SHADOW CHARITY: STEREOTYPES AND RECOMMENDATIONS FOR SOLVING THE PROBLEM IN MODERN RUSSIAN SOCIETY

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ABSTRACT

The article analyzes the problem of shadow charity, which has become a fairly common phenomenon, representing a hidden, informal economy that is beyond state control and accounting, and a serious problem for legal non-profit and charitable organizations. The purpose of the research is to study the concept and prerequisites of shadow charity and to identify recommendations for solving the problem of shadow charity in modern Russian society. As a result, the characteristics and stereotypes of shadow charity in the conditions of modern socio-culture have been analyzed. With the help of SWOT analysis, a comprehensive approach to the rational analysis of charitable activities, a set of measures and actions aimed at managing the process of receiving donations by studying the strengths and weaknesses of the charity organization, as well as external opportunities and threats to the organization of shadow and legal charitable activities, has been carried out.

Keywords: shadow charity, social assistance, third sector, economy.