

"Community Education, Psychology and Social Studies"

Issues of Attracting Funding for Projects in the Field of Culture and Arts

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Abstract. In the article, the issues of attracting funds to social projects in order to develop the activities of cultural centers in our Republic were considered. Important aspects and features that require attention in this area have been studied.

Key words: culture and art, fundraising, money, project, investment, partner, communication, efficiency, problems.

Nowadays, the activity of cultural centers, in general, expanding the activities of culture and art institutions, wide promotion of our national culture among the population, meaningful organization of free time for young people, increasing the attention of our people to our culture and art, and fully involving them have been raised to the level of state policy. Today, in our modern society, new culture and art institutions, especially cultural centers, are required to be active. In recent years, great changes have taken place in the field of culture. Important changes in our wide-ranging industry are taking place due to the development of creative entrepreneurship, which is becoming an opportunity for creative individuals and teams to earn money [1:44]. Creative entrepreneurship appears as a form of business organized on the basis of small talents and abilities. Its difference from traditional entrepreneurship is that it is inextricably linked with creative activity and copyright. For example, a child gets a simple and bright example of creative service by playing a spoon, dancing, playing musical instruments. But today, in the age of modern technology, cultural-educational, creative service that can meet the requirements of the time serves as a solid bridge for employees working in cultural centers to gain a high position among the people. Being able to respond to the demands and needs of the population with modern approaches, in turn, requires a small team of employees, a modern technical base and, most importantly, sufficient funds.

Attracting money to cultural centers, i.e. attracting foreign investors for the implementation of local projects and the activities of cultural centers that meet today's requirements, is widely used and has a positive impact in the field of culture and art in developed countries of the world, to put it more bluntly, collecting donations or attracting sponsors (in English is called fundraising). To increase the audience of cultural centers, to be able to make useful and beneficial offers for them, in short, to be able to provide a cultural service that can meet the demand or to set an example, prospective plans and projects act as a weapon to attract patrons to the field of culture and art. Attracting sponsors to cultural centers is the process of seeking and collecting voluntary financial resources by involving individuals, charitable foundations or government agencies.

By the way, in the USA, there are no state-owned cultural centers, cultural palaces, libraries, theaters, museums, recreation and amusement parks, as in our country. This should not lead to the idea that there are no cultural institutions in the United States. This is the case not only in the USA, but also in many foreign countries. There are services that provide cultural and household services in the places where every resident lives. They do not require funds from the state budget, they are built and managed by people themselves [2:59]. In addition, if we look at the culture and art sector of Great Britain, there are two types of institutions, private and state-owned. It is important that both types of cultural and art institutions are self-financed by sponsorships and donations, which means that the field of fundraising has already been left alone. If we pay attention to statistical data, only 30% of the financing of almost all state-owned cultural centers, theaters, circuses, concert halls, palaces of culture and museums in London is covered by the state. Surprisingly, all our cultural and art institutions are under the control of the state, and the state provides all the opportunities. Today, a number of words and phrases such as modern, the demand of the times, and a new way of life are taking root in our language. But if we don't keep these words that are repeated in our language in our practical work, our life will be suspended. The field of fundraising, which brings sufficient income for cultural institutions in developed countries, is a great opportunity for the implementation of social projects in our cultural centers. That is why, at the same time, in order to widely apply this field, taking the example of the world experience, many effective works are being carried out.

In particular, from June 27 to July 1 of this year, a seminar-training titled "Overseas experience in raising funds for social projects in the field of culture and art" was held in cooperation with the Uzbekistan State Institute of Art and Culture and Goldsmith University in London. The main goal of this conference was to explain the importance and useful features of the field of fundraising, which is now spreading in Uzbekistan, to culture and art workers. Leaders of cultural centers and students from different regions of our republic took part in the 5-day seminar. The speaker of the training, Gerald Lidstone, Director of Creative Institute and Cultural Entrepreneurship at Goldsmiths University, London, emphasized that fundraising is a method that works in the development of cultural centers. Actually it is. At the seminar, knowledge and skills about 5 stages of fundraising and implementation mechanisms were shared with world experience:

Step 1: Be able to set a clear goal

Step 2: Assess your Oz organization

Step 3: Preparing a proposal package for the sponsor.

Step 4: Search for sponsors (to be able to choose a suitable sponsor).

Step 5: Establish long-term and permanent communication.

I think that in order to successfully pass these stages, first of all, the intention should be right and the goals and objectives of the organization should be clear. After all, as stated by President Shavkat Mirziyoyev, the result will be faster only if every leader changes his work style, takes into account the possibilities and skills of ordinary people, and makes practical projects" [3:374]. Practices show that if we do not use project approaches during our small activities, any idea remains simply planning. For this reason, during the training, solutions for this problem were sought for the purpose of a practical assignment. The participants started to discuss the problem in small groups, shared their experiences, proposed different solutions, and at the end of the workshop, Mr. Gerald Lidstone explained to each team how to attract sponsors and collect funds from them using simple and world-tested methods. On each day of the seminar, what are we doing?, Who are we doing it for?, How are we doing it?, Why are we doing it? Answers to such questions have been found. Focusing on the experience of London, this area is considered as a necessary network for every organization. In addition, people who are aware of the economy and have the ability to establish local and international relations are selected for this field. In order for cooperation to be reliable and effective, sincerity and correct planning are the only effective means of achieving our goal, the speaker of the training said. Indeed, in the works of Navoi, it is said that: Although wealth takes care of the soul, the perfection of music is above all. No matter how high our career is, if our speaking skills are not well developed, we will not be able to achieve effective results. Below I would like to submit a proposal project that can meet the requirements of the fundraising industry.

Proposal: It consists in organizing modern popular show-concert programs and introducing paid services in contrast to the events that are always organized in cultural centers. The funds provided by the sponsor are planned to be used to enrich the base of modern techniques necessary for the presentation of the event, to update the costumes and to provide the cultural center with additional funds. The main sponsors for this project are farmers. Since our country is an agrarian country, there are several farmers in each district.

Implementation mechanism: Using modern equipment and costumes, we prepare a show-concert program based on the wishes of our audience. The consumer of our services, that is, the audience, is the population aged between 30 and 50, who work on farms during the cotton picking season. It is planned to show our organized concert programs at the beginning of the cotton picking season in our country. The services we provide are seasonal, that is, they are shown every year in two months (September, October).

Benefits for the sponsor: We advertise the work of the farmer through prepared concerts (scenarios and skits are made about his work). In this way, they can get the name of the most exemplary farmer in the region and the republic. In the competition between farmers, he is praised for providing cultural entertainment to his employees and making small contributions to increase their work efficiency. Another aspect that will be useful for the farmer in the implementation of the proposal is that the farmers will plant melons and watermelons and other pulse crops as second crops after wheat. There are also many farm

gardens. In the cultural center, a modern exhibition of carving art will be organized and their products will be advertised.

Expected result: by proposing a single project for several farmers in a short time, extra-budgetary funds will be attracted to cultural centers and in order to meaningfully organize the free time of the population, especially young people, and to increase the extra-budgetary funds of cultural centers, the local budget modern sound recording, photo and video studios, "Karaoke", "Book cafe", "Aerobics" club will be established, attracting young entrepreneurs.

Attracting new partners and patrons to culture and art institutions is an urgent issue today. Employees of this field have a huge responsibility. There is great goodness and great purpose in every task [4:18].

It is no exaggeration to say that it is one of the main tasks of the representatives of the field of culture and art to constantly conduct such seminar trainings, to interpret the modern aspects of today's work experiences and to fully apply the achieved results to practice. doesn't. Achieving new goals in the new Uzbekistan certainly requires great responsibility, solid knowledge and experience. Also, the ability to look at life with beautiful eyes and the desire for innovations can be the basis for creating innovations in the field of culture and art.

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