

BOOK REVIEW

ORGANIZAȚII NEGUVERNAMENTALE NONPROFIT. DE LA TEORIE LA PRACTICĂ

By: MIHAELA PACESILA

Sofia Elena COLESCA

Bucharest University of Economic Studies, Bucharest, Romania

sofia.colesca@man.ase.ro

The book "Organizații neguvernamentale nonprofit. De la teorie la practică" (**NON-PROFIT NON-GOVERNMENTAL ORGANIZATIONS. FROM THEORY TO PRACTICE**) was published in 2016 by ASE Publishing House. Its author, Mihaela Păceșilă, is Associate Professor at the Faculty of Administration and Public Management, Bucharest University of Economic Studies, Department of Administration and Public Management. She got the PhD in Management in 2010. Starting with 2006 she is member of the Research Center in Public Administration and Public Services. Her main research interests are nongovernmental organizations, public administration and social responsibility. The author published several papers in journals indexed in various international databases and participated in different international scientific conferences, workshops and symposiums.

The book makes an interesting foray into the world of nongovernmental and nonprofit organizations while all its chapters provide the most current of theoretical and practical studies in the field, written in a way that is appropriate and comprehensive. While it arrived at a very important time in the development of Romanian NGO sector, the book represented an editorial premiere through its content.

The book is organized in two parts, each of them incorporating several chapters where the author tries to meet the needs of this rapidly developing field. Moreover, the book aims to highlight the complexity of the third sector as well as the challenges related to attracting financial resources and keeping the best-trained human resources.

The former part of the book is largely theoretical and contains six chapters. It provides a broad overview on the context and institutional framework for NGO sector development focusing on the key elements underpinning the functioning of this sector, such as management and strategic planning, financing the sector, promoting its image in society, shaping its relations with the external environment, organizing the volunteering activity.



The first chapter of the book begins with providing an appropriate and current explanation of some important concepts specific to the third sector, while defining and analyzing the process of advocacy and lobby by nongovernmental and nonprofit organizations. The author also offers insights into the evolution of the NGO sector in the contemporary society, including a discussion of its vulnerabilities as well as the factors leading to the differentiated development of the sector. A broad overview of NGO functions and typology is also presented.

Chapter two analyzes the essential role of the board and the executive director in leading and managing NGOs while providing useful information about NGO resources, services provided, practices and procedures used. Furthermore, in the second part of this chapter the author details the stages of the life cycle of an NGO, starting from conception to its decline while explaining how an NGO could grow, develop and disappear. The final part of the chapter focuses on strategic planning and its role in NGO survival and development. A complete and thoughtful explanation about the determination of strategic priorities is also provided.

Chapter three addresses the process of allocating and using the NGO financial resources while explaining the key elements for developing an active fundraising program. The author also mentions and describes the possible sources of funding for NGOs as well as the fundraising methods that could be used in order to open the door to new possibilities for this entities' expansion and growth. At the end of the chapter, the author discusses about the endowment as a way of ensuring the financial stability of NGO, about its restrictive and non-restrictive nature as well as the advantages and disadvantages of using this source of income by nongovernmental and nonprofit entities.

Chapter four addresses an extremely important topic for the credibility of nongovernmental and nonprofit organizations: their image in society and ways for promoting their activity and programs in the community. The author also makes a detailed description of the tools and communication channels used by NGOs in order to know and identify solutions to the problems faced by the community, to be in contact with the beneficiaries and to improve their image and credibility within the community whose interests they serve.

In chapter five, information on the efficient development and management of relationships between NGOs and beneficiaries, respectively collaboration with public and private sector entities are provided. Moreover, the chapter presents some suggestions on ways in which NGO sector entities could build valuable collaborative relationships and coalitions across organization boundaries and cultures generating benefits for all partners. The author also insists on the importance of initiating and building the relationship with financiers/donors, considered key elements in the long-term functioning of an NGO. A section of this chapter is dedicated to media communication which could substantially contribute to increasing the credibility and improving the organization's image.

In the last chapter of part one, chapter seven, the author succinctly describes and examines the general aspects related to volunteering (definitions, principles, volunteer program planning, financing, policies and procedures, rights and responsibilities etc.) as well as its complex history, while explaining the recent upsurge of interest regarding this activity that is most unique to NGO sector. Particular attention is paid to volunteers' integration within the organization which is considered one of the most difficult components of volunteer management. The chapter concludes with information about the European Voluntary Service and its role in the non-formal learning process.

The latter part of the book, consisting of three chapters, is dedicated to the Romanian NGO sector and examines aspects related to the establishment and functioning of the third sector organizations.

The first chapter of the latter part, chapter seven, succinctly describes the general framework for the NGO operation in Romania, emphasizing the influence that historical forces, social entities, legislation as well as economic and political aspects have had on the development of third sector organizations in this country. The author also distinguishes between typical and atypical organizations, explaining in detail the characteristics of each category. The end of the chapter is dedicated to the emergence and evolution of volunteering in Romania, as well as to explaining the legal framework underlying it.

Chapter eight provides an overall perspective on the key elements in the functioning of an NGO (choice of name, headquarters, active and founding members, acceptance of new members, withdrawal or exclusion,

purpose and object of activity, heritage and financing, management and control bodies, exemptions from tax payment, division, dissolution and liquidation), elements constituting the basic framework within which nongovernmental and nonprofit entities currently operate.

The last chapter of this book, chapter nine, offers a foray into the stages of setting up an NGO while explaining the conditions that should be fulfilled as regards the founders, patrimony and headquarters. The author identifies sixteen stages required to set up such an organization, emphasizing that, depending on the specifics of the activities, the organization may need various operating permits/authorizations and may also required to submit certain statements or provide certain information.

The book is accompanied by several annexes providing useful documents (templates statute of an association/foundation, examples of various applications for the acquisition of legal personality, for the registration in in the National Registry of Associations and Foundations etc.) necessary for those wanting to set up an NGO in Romania.

Taking into account the theories, examples and case studies included, the book “Organizații neguvernamental nonprofit. De la teorie la practică” could be of great value for academic, researchers, students and postgraduate students, government officials and nonprofit leaders representing an exhaustive research on NGO sector. Furthermore, the reader of this publication could identify all the elements required by an appropriate and relevant documentation in relation to nongovernmental and nonprofit sector.