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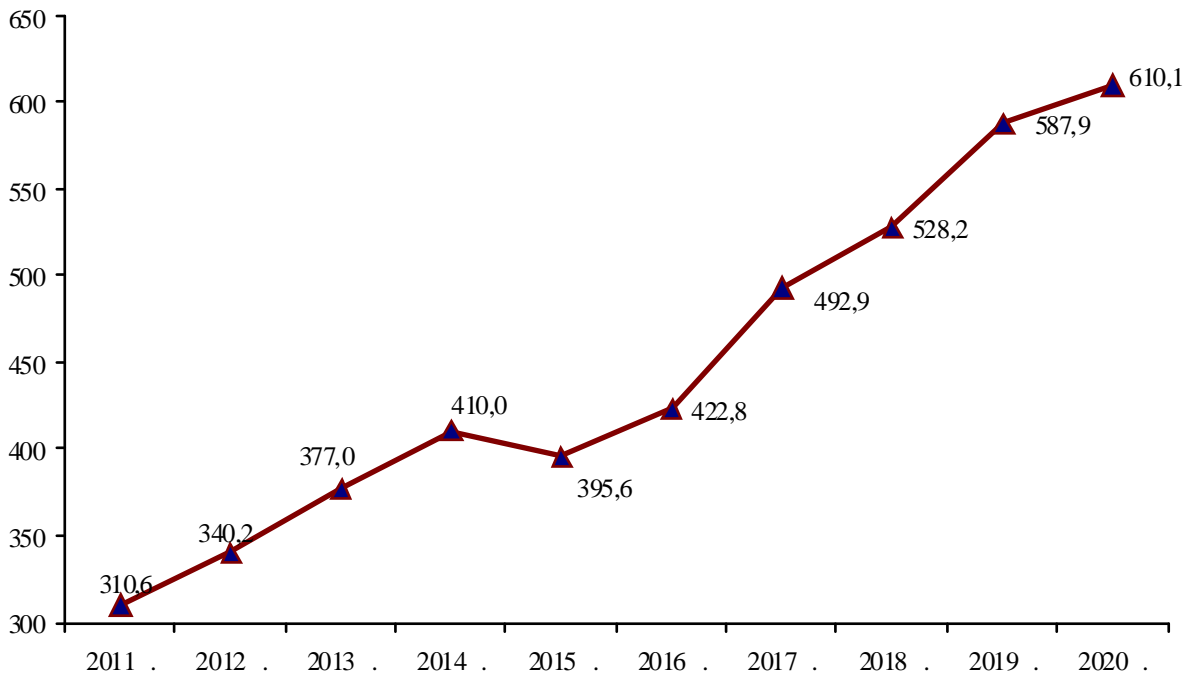
**FINANCIAL SUPPORT FOR THE IMPLEMENTATION OF THE NATIONAL  
 PROJECT «CULTURE»: SOCIAL AND ECONOMIC EFFECTS**

The article defines the directions of financial support for the implementation of the national project «Culture». The possibilities of effective use of both state cultural funds, in particular the Presidential Fund for Cultural Initiatives, and nominal funds, for example, the Vladimir Potanin Charitable Foundation, the Elena and Gennady Timchenko Foundation, corporate funds financed by big business, have been identified. As a result of the analysis of financing of culture in the Russian Federation, the features of the creative economy are noted and the prevailing role of achieving a social effect is shown, which subsequently contributes not only to the growth of income in the field of creative activity, but also strengthens international relations, ensuring cultural interaction between the creative elites of various states.

*Keywords:* financial support of culture, creative economy, national project «Culture», public and private cultural funds, endowment, social effect, economic effect.

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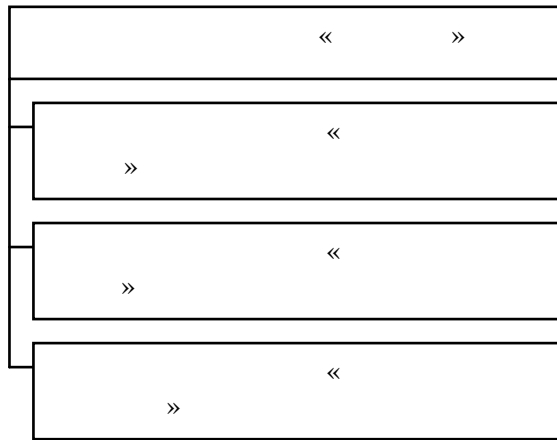


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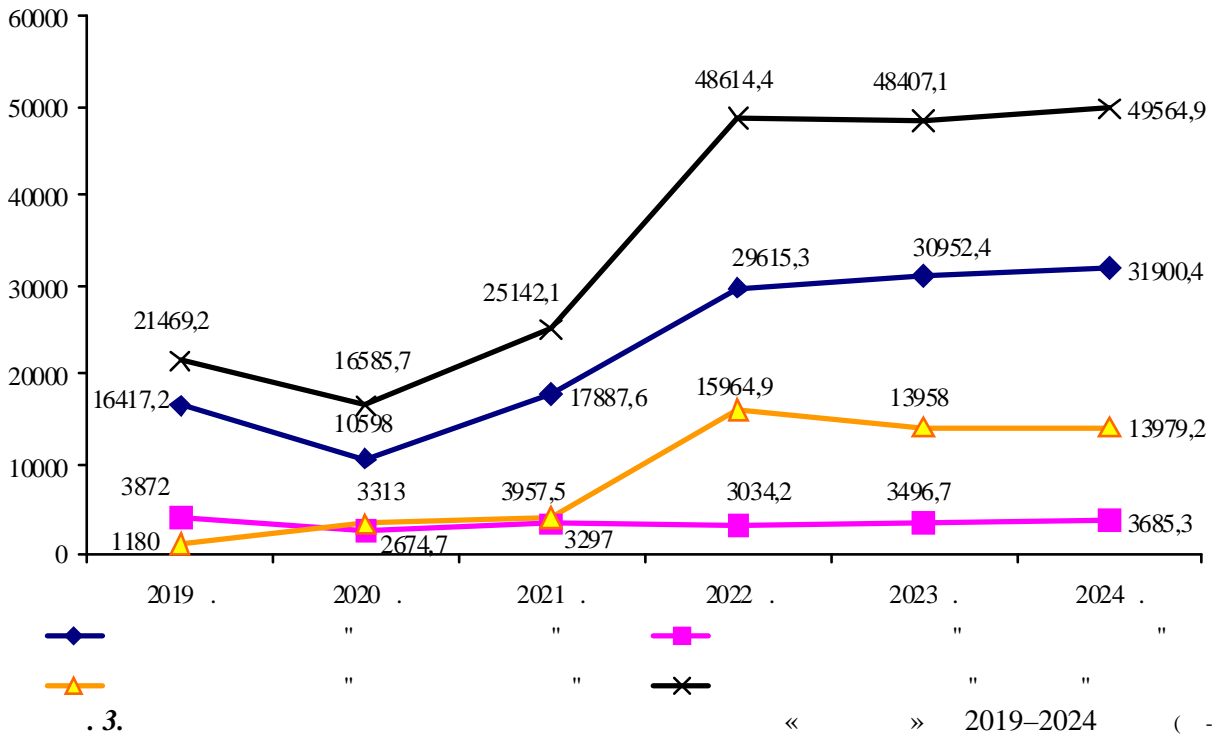
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