

## **SOCIAL AND PEDAGOGICAL VOLUNTEERING AS A MODERN STUDENT YOUTH BRAND**

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The article dwells upon the concept of «volunteering as a student youth brand» and «volunteering as a determinant of development of a students' collective». The paper analyzes features, characteristics and meaning of social and pedagogical volunteering for the personal and professional development of a student and a youth team.

The article studies areas of voluntary activities of a public association of a higher education institution, their forms and means, peculiarities of potential volunteers' charity training, starting of social charity students' projects, organization of fundraising.

It is emphasized that students' proactive and charitable activity can be considered today as a resource of social, pedagogical and psychological preparation of students for their future professional activity; as active citizenship of young people of the college age; as a resource for assistance to displaced persons and those who were affected by the war in the East of the country; as a resource for forming student youth willingness to work in volunteer associations in emergency situations and professional identity; as a volunteer center brand of a higher education institution, which is the classic Oles Honchar Dnipro National University.

The paper considers the results of an empirical study of student involvement in volunteer work and partnerships with other organizations.

The reasons for attracting students to participate in volunteering activities are analysed. The directions of a volunteer centre activities and the services provided by volunteer students to people in difficult living conditions are described.

The authors have developed recommendations for volunteers as to provision of integrated social services for people in difficult life circumstances (geriatric boarding house, orphanage, etc.), and for students with special educational needs.

The potential of volunteerism as an effective mechanism for addressing the urgent social and educational problems is revealed.

The activity of a volunteer centre is analyzed in order to create the necessary conditions for students to form their active citizenship and patriotism, tolerance and empathy, social responsibility and benevolence.

It is noted that volunteering in student communities serves as a resource of social and pedagogical practice, a component of professional training in the fields of both education and practical psychology, a factor of personal development, acquisition of professionally important knowledge, skills and qualities, a condition for successful self-realization and social formation, individual student's lifestyle, an educational technology in the work with students, as well as a brand of an organization.

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