

Welcome to  
**ALLIANCE  
EMPOWERMENT  
PROGRAM**

## Fundraising for Road Safety NGOs

- Webinar 1: Building a fundraising strategy**
- Webinar 2: Networking and power mapping**
- Webinar 3: Corporate/NGO Collaboration Criteria**
- Webinar 4: Attracting corporate funders**
- Webinar 5: Log frames: what, who, and why**
- Webinar 6: Budgets: Costing your project**



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**Fundraising for Road Safety NGOs**

**Webinar 6:  
Budgets: Costing your Project  
Realistically**

2018



# Fundraising for Road Safety NGOs Budgets: Costing your project

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**AMEND**

# AGENDA

- Definition of a budget
- Why a good budget is important
- How to prepare a good budget
- Tips about budgeting



# ABOUT AMEND

- Scientific Research
- Advocacy
- Education Campaigns
- Minor Infrastructure Improvements

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# What is a Budget?

**Estimate** of Income & Expenditures incurred to reach a **set goal** over a **defined period**



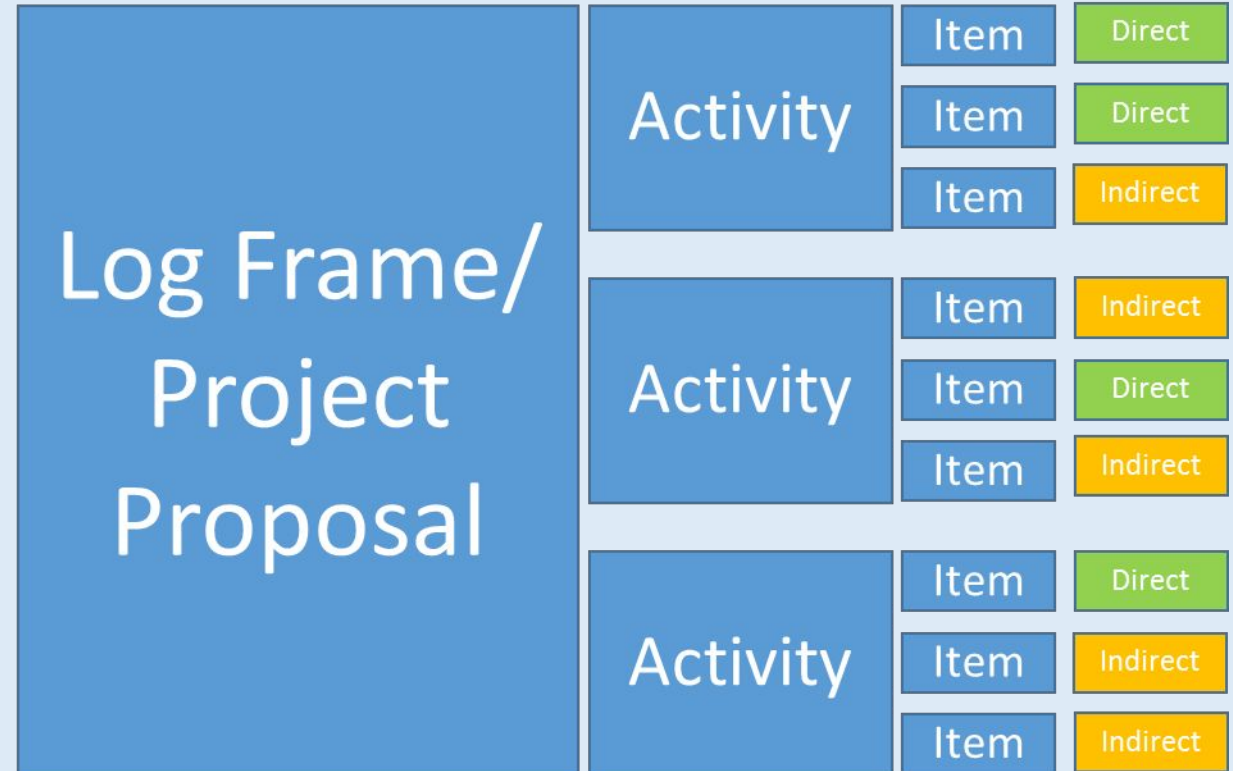
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# Why is a good budget important?

- For funders  Convince them that the project is viable
  - Show them you have good understanding of what the project entails and what you need to complete it
- For yourself  Tool to know your financial standing
  - Instrument to monitor and evaluate your financial status

# Getting started (Content)

- Use your log frame and break down your activities and items
- Estimate a cost for each element (do research)
- Group expenses into categories (direct vs indirect)





# Getting started (Format)

<b>INCOME</b>	<b>Cash</b>	<b>InKind</b>	<b>NOTES: Cash</b>	<b>NOTES: Inkind</b>
Grants	\$ 1,000		Arts Grant	Neighbor writes grant application
Sponsors	\$ 1,500		1-\$500, 4-\$250	Local businesses provide toilets, Garbage & recycling cans, Electricity
Vendors	\$ 400		10 @ \$40	
<b>Revenue Total</b>	<b>\$ 2,900</b>			
<b>EXPENSES</b>	<b>Cash</b>	<b>InKind</b>	<b>NOTES: Cash</b>	<b>NOTES: Inkind</b>
Personnel	\$ 200	\$ 200	Band	2 singer/songwriters play no charge
Promotional				
Print	\$ 300	\$ 100	5000 4-up flyers, 500 color posters	Design
Banner	\$ 120	\$ 100	6 foot, color, vinyl	Design
Online	\$ 30	\$ 150	Facebook ads	Webpage, Social media, Calendars
Advertising	\$ 500	\$ 350	Community News, Neighborhood News, Metro Family Magazine	Advertisement designs, Community Media live broadcast
Rentals	\$ 600	\$ 500	Music Tent, Toilet	Tables & chairs from church, Sound from local DJ, Stage from school
Permitting & Fees	\$ 120		Noise permit & Street closure	
Street Closure	\$ 150		Barricade Contractor	
Materials	\$ 100	\$ 600	T-shirts	Biz outreach by committee, Translations outreach materials to
Misc	\$ 50	\$ 500	tape, table cloths, balloons	Business & committee member donations
<b>Expense Total</b>	<b>\$ 2,170</b>	<b>\$ 5,490</b>		
<b>NET</b>	<b>\$ 730</b>			



# Contingency

- Some factors cannot be controlled
- Build in a REALISTIC buffer (10% ideally)
- The more experienced the less contingency reserve you'll need

# Other Tips

- Don't underestimate the staff time your project will need
- The hardest Project Budget you'll ever put together is the first one
- Provide Details so that funder's questions can be answered in advance (footline items that require explanation)

## Other Tips (Cont'd)

- Involve the whole team in the preparation of your budget
- Keep Track of the monitoring process of your budget to optimize future funding (Actual vs Estimated)
- Mistakes are precious sources of information

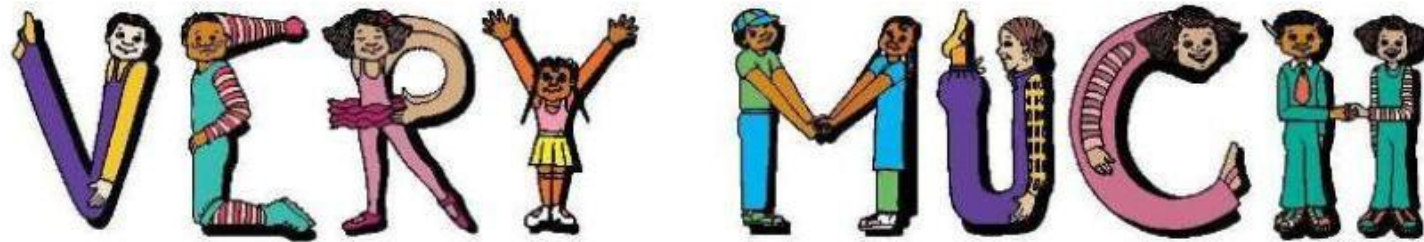
# TEST OF TRUTH

- You know you did a « Perfect Budget » when someone can understand what your project entails just by reading your budget



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# ALL THE BEST!!!



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**Evaluation and questions**

**go to**

**[http://roadsafetyngos.org/sh\\_webinars/webinars/](http://roadsafetyngos.org/sh_webinars/webinars/)**

2018





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