

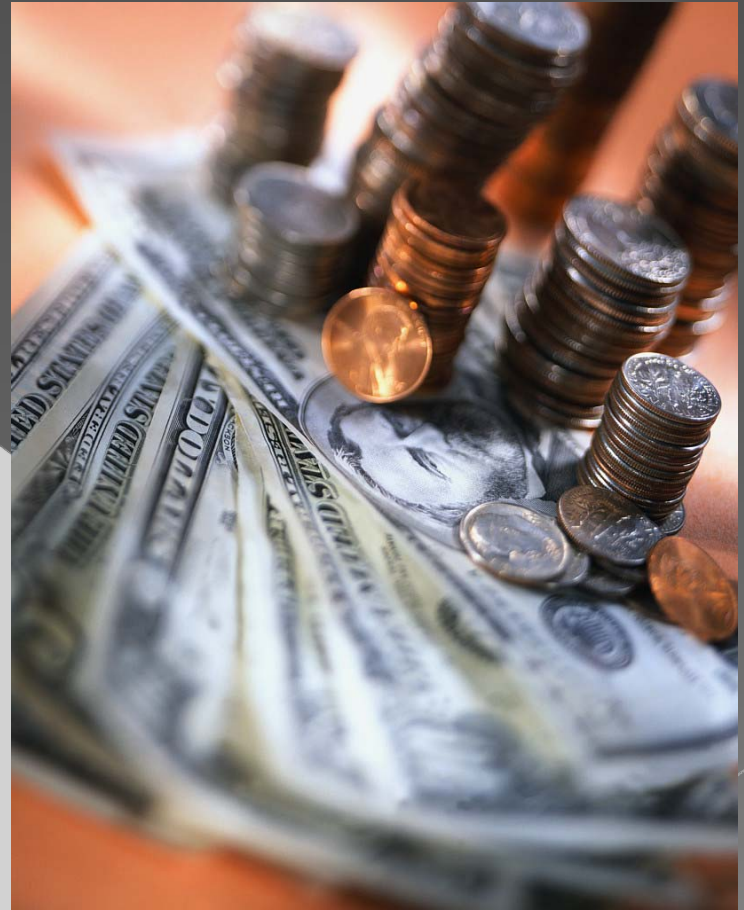
Money, Money, Money!

Budgeting, Fundraising and
Community Resources



WORKSHOP OUTLINE

- ◉ Budget Basics
- ◉ Fundraising
- ◉ Community Resources

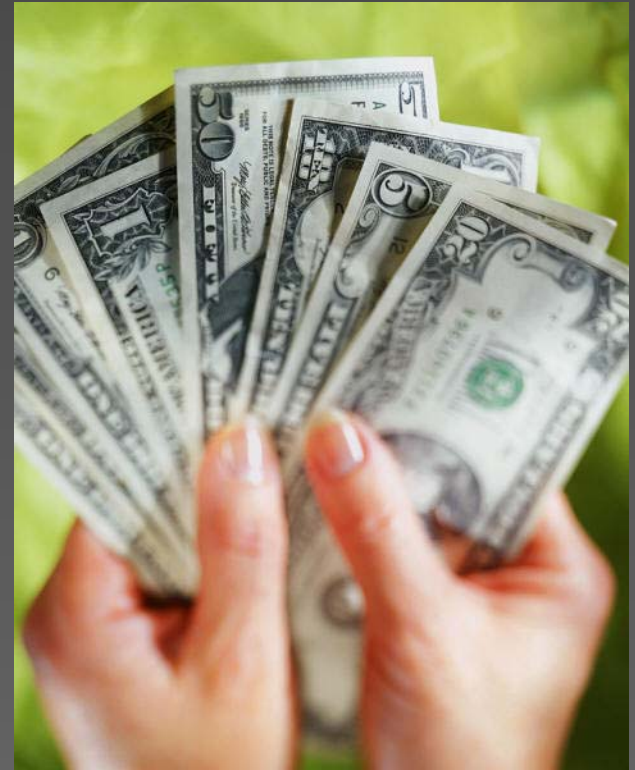


BUDGET BASICS



- What is a budget?
 - > A game plan for money
 - > An outline of your balance
 - Amount of money with which to work
 - Expected expenses

BUDGET BASICS



- Current resources
 - › Fundraising
 - › Grant writing
 - › Community resources
- Expenses can include:
 - › Cost of renting out a venue
 - › Advertisements and signs
 - › Miscellaneous items (tables, chairs, etc.)

BUDGET BASICS



- ◉ Why is a budget important?
- ◉ When you do create a budget?
 - > Concurrent with program planning
 - > Knowing what you want to do
 - > Knowing how much money you have

HOW TO BUDGET

- ◉ Estimate your available balance
- ◉ Allocate portions of your budget
- ◉ Estimate your expenses
- ◉ Set a goal
- ◉ Execute event
- ◉ Post-event balancing
- ◉ Evaluate



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- Unexpected obstacles!
- If you find that there is not enough money:
 - › Redistribute your budget allocations
 - › Contact community partners
 - › Brainstorm fundraising options

CREATING A BUDGET



- ◉ List anticipated costs
- ◉ List possible sources of income
 - > Operating budget
 - > Fundraising
 - > Registration fees
- ◉ Make sure that **COSTS** << **INCOME**

TEAM CHALLENGE EXAMPLE

- \$500,000
 - > Operating budget
 - > Fundraising
 - > Donors
- Potential costs?



EXAMPLE EXCEL BUDGET

BRINGIN' HOME THE BACON

- Two types of bacon
 - > Fundraising (schmoozing!)
 - Foundations, Donors, Galas
 - Bake sales, Runs
 - > Grants
 - Government organizations
 - Pharmaceutical companies
 - Corporations, Foundations



WHY YOU?

- ◉ *" Why should we give you money?"*
 - › We've been working in this area for 20 years
 - › We've shown results in past projects
 - › We have the experience
 - › We have the right connections
 - › We have the support to make it successful
- ◉ Show that there is a niche and only **you** can fill it

FISCAL ACCOUNTABILITY

- Being responsible for the funds you have been entrusted with
 - › Spending responsibly
 - › Reporting results
 - › Reporting final budget
- Recordkeeping
 - › Carefully track expenditures
 - › Keep budget on file for future projects

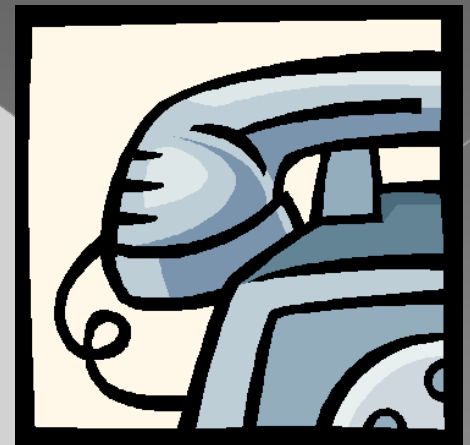


COMMUNITY RESOURCES

- ◉ Why collaborate with the community?
- ◉ Resources available
 - › Federal, state, local health agencies
 - › Media organizations
 - › Medical/student organizations
 - › Health/community organizations
 - › Business organizations
 - › Church groups
 - › Coalitions

MAKING CONTACT

- ◉ Do your research on various organizations or groups
- ◉ Make an effort to communicate with a representative
- ◉ Don't be shy to ask about available donations, fundraisers, and grants
- ◉ Be sincere and make it personal
- ◉ Follow-up calls



OTHER TIPS



- Try to stay within the budget at all times
- Planning ahead is the key!
- Anticipate obstacles and their solutions – be flexible!
- Always be looking for available resources around you for funding through community collaborations or fundraising tactics