3. Sample itemised budgets

This section provides examples of the different kinds of budget lines you can use when presenting your project to a donor. The first example is a budget for an organisation's activities organized by input. Alternatively, you may want to present a budget that focuses on the particular activities in your project. Donors may specify which type of budget they prefer.

GENERAL ORGANISATION BUDGET

Use these broad categories to organize your project activities by 'inputs' (i.e., resources used in a project):

Sample itemised budgets

Category	Description of Item(s)	Budget ($USD)
Events/workshops/training		
Organisational development support		
Travel		
Consultants/contract		
Translation/interpretation		
Lease/venue rental		
Equipment		
Office maintenance		
Website management		
Communication		
Materials		
Bank charges		
Depreciation		
Evaluation & monitoring		
Salaries/benefits		
Total		

Sample itemised budgets

5 SAMPLE BUDGETS FOR SPECIFIC ACTIVITIES

Here are examples of the inputs that could be included in a budget for common types of freedom of expression project activities. Many of these activities could be combined into one project proposal. Feel free to mix and match!

1) MEETING/EVENT/TRAINING WORKSHOP

Budget for items such as:

- **Trainers/resource people/facilitator** Preparation time; on-site time; post-workshop reporting; materials production and translation

- **Participant expenses** Airfare; ground transportation; destination visa and transit visa; medical; per diem for travel days; accommodation if required layover en route; accommodation and meals on-site; per diem on-site

- **Workshop materials** Stationery for meeting participants; photocopying of workshop materials

- **Language interpretation** For workshop, public events

- **Note-taker** Find a volunteer or pay someone an honorarium

- **Networking/public events/publicity** Press conference; public meeting; refreshments (aka hospitality); public awareness-raising materials such as website, social media, posters, brochures, radio spots, newspaper ads, etc.

- **Communications** Telephone, fax, Skype, courier costs directly related to the event

- **Project coordination** Human resource time for facilitating resource people, agenda development and logistics coordination; securing venues, financial transactions on-site; donor liaison and reporting

- **Overhead** Senior and financial management time spent on project; rent; audit costs; general office communications and materials; technical support; equipment rental; calculate based on the proportion of project salaries and benefits to total organisational salaries and benefits.

Sample itemised budgets

2) MISSION / COUNTRY OR SITE VISIT

Budget for these possible line items:

- **Mission planning and coordination** Human resource time for agenda development and logistics coordination, securing meetings, financial transactions on-site; donor liaison and reporting

- **Participant expenses** Airfare; ground transportation; destination visa and transit visa; medical; per diem for travel days; accommodation if required layover en route; accommodation and meals on-site; per diem on-site

- **Networking/public events/publicity** Press conference; public meeting; refreshments (aka hospitality); public awareness-raising materials such as website and social media, posters, brochures, radio spots, newspaper ads, etc.

- **Mission findings report** Pre-mission outline; on-site documentation; post-mission report preparation; translation; dissemination (hard copy; online)

- **Communications** Telephone, fax, Skype, courier costs directly related to the mission

- **Overhead** Senior and financial management time spent on project; rent; audit costs; general office communications and materials; technical support; equipment rental; calculate based on the proportion of project salaries and benefits to total organisational salaries and benefits.

3) FREEDOM OF EXPRESSION VIOLATIONS MONITORING AND AWARENESS-RAISING

Possible budget items:

- **Monitor or researcher** To research, collect, prepare and circulate information on free expression violations, expressed in hours/days per week OR % time (e.g., 50% time; FTE, etc.)

- **Event to recruit/train correspondents** Refer to "1: Meeting/Event/Training Workshop" for budget inputs

- **Skills exchange with another organisation** For mentoring; travel (airfare; ground transportation; destination visa and transit visa; medical; per diem for travel days) accommodation if required for layover en route; accommodation and meals on-site; per diem on-site; honorarium for mentor organisation

Sample itemised budgets

- **Correspondents' fees** Monthly fee for research and investigation or payment per story, etc.; could also cover communications and/or travel costs for correspondents

- **Communications** Cost of email accounts and Internet provider fees (registration, ISP, WiFi, etc); telephone, fax, 1-800 line, Skype for correspondents and information gathering

- **Equipment** Computer (laptop) for coordinator, printer

- **Website development** Design, database creation, translation, social media, data visualisation and other infographic reporting tools

- **Website management** Human resources to upload and manage website/blogs, social media for data collection and reporting, mailing lists; domain registration; hosting costs

- **Communications specialist** To develop and implement targeted online and in-person communication strategy to engage key audiences in the issues and move them to action

- **Overhead** Senior and financial management time spent on project; rent; audit costs; general office communications and materials; technical support; equipment rental; calculate based on the proportion of project salaries and benefits to total organisational salaries and benefits.

4) AWARENESS-RAISING CAMPAIGN

Budget for these possible items:

- **Campaign coordinator** Time to develop campaign strategy; research, develop and circulate campaign materials; network campaign participants; and organise events

- **Campaign website development** Consultant(s) to develop design and functionality and specialised online communication tools for engaging audiences

- **Campaign website management** Human resources to upload and manage website/blogs, social media and mailing lists; hosting costs

- **Networking/public events/publicity** Press conference; public meeting; refreshments (aka hospitality); public awareness-raising materials such as website and social media, posters, brochures, radio spots, newspaper ads, etc.

Sample itemised budgets

- **Participant expenses** For invitees or stakeholders: airfare; ground transportation; destination visa and transit visa; medical; per diem for travel days; accommodation if required layover en route; accommodation and meals on-site; per diem on-site

- **Communications** Telephone, fax, Skype, courier directly related to the campaign

- **Overhead** Senior and financial management time spent on project; rent; audit costs general office communications and materials; technical support; equipment rental; calculate based on the proportion of project salaries and benefits to total organisational salaries and benefits.

5) PUBLICATION/REPORT

Possible budget items:

- **Editor/coordination** Human resources to coordinate content compilation and publication process

- **Commissions** Writers/contributors for art, photos, cartoons, essays, analysis

- **Layout and design** Time, for developing online/offline versions

- **Translation** Cost per word/page in number of languages; editor to review translations

- **Printing/publishing** Considerations: cost per copy; black and white vs. colour; binding

- **Online distribution** Layout/design for web version

- **Communications** Telephone, fax, Skype or courier costs directly related to the publication and communicating with contributors

- **Overhead** Senior and financial management time spent on project; rent; audit costs; general office communications and materials; technical support; equipment rental; calculate based on the proportion of project salaries and benefits to total organisational salaries and benefits.

Proposal writing tip sheet

- If there are examples of successful implementations of projects similar to the one you are proposing, reference those and indicate if you will be directly linking with those projects as part of your learning process.

- Donors are wary of projects that over-reach. If you are proposing something that will take place in multiple locations or be repeated a number of times, expect that the donor might be interested in funding only a small portion to see how it goes in the first instance. So go ahead and present a larger project, but be ready to scale back to a pilot version— and to tell the donor the implications of that scale-back.

- Donors will often ask about your whole organisation's budget, if you are fundraising for a project. Many will want to know how you make up the balance of the funds you need to operate annually. Be ready to show them your annual budget, as well as your most recent audited financial statements.

- Make sure to show what your organisation can contribute to the overall cost of the project, volunteer or otherwise. Be realistic—don't promise things you can't realistically do.

- If they are interested, expect the donor to ask you specifically:

    - Who will staff the project? (sometimes CVs are required as part of an application)

    - What will you do if you can't raise all the funds?

    - Who else are you approaching for funding?

- Ask the donor if they have any suggestions for other funders you could apply to. Get a specific contact name, and ask if you can reference the donor in your approach.

- Be as succinct as possible. Limit proposals to 5-10 pages unless otherwise specified.

- Make your proposal easy to read by using a large enough font, leaving sufficient white space and using bullets wherever possible.

- Present background information (in appendices) on how your organisation is currently staffed, funded and governed.

Proposal writing tip sheet

TIP

Make sure you leave enough time to gather and compile detailed information about your project plan. The more concrete, specific and logical you can be, the stronger your presentation to the donor—and the better your chances of getting funding

Proposal writing tip sheet

NOTES