



If a budget was a piece of cake?

How to approach project budgeting

CML Horizons Nov. 2023, Berlin, Germany

Barbara Leonardi International Lead at Fundacja Carita, Poland Treasurer at Myeloma Patients Europe

What is this beast called a budget?

A project budget is a financial plan of the activity you want to do.

It specifies the total amount of money you need and breaks it down to single expenses.

In a nutshell, it's like a recipe for a cake with prices of all ingredients and cost of all labour.



Why do we need a budget?

- to manage the project aka to know what we are doing
- to make sure we won't run out of money
- to make sure we use resources in a healthy way
- to build expertise and credibility
- to plan future activities
- to work in a transparent way
- to submit with a grant application



Where to start?

Look at your project from the producer's perspective:

- ✓ what do you want to produce?
 - what do you need to complete your product?
- can you use internal knowledge or expertise?
- do you need to buy goods or services?
- do you know how much these things cost?
- ✓ do you have any funds secured?



don't forget to add contingency to cover the unexpected! It's usually **10%** of your total budget

Is there any help out there?

- Chat GPT can help you define the key steps
- Excel / LibreOffice Calc can help with the numbers
- Internet offers free project budget templates that can be adjusted to your needs
- NGOs support organizations run trainings on financial management and may offer 1-to-1 sessions



Example

Creating a budget for leaflet production involves estimating the costs associated with designing, printing, and distributing the leaflets. Keep in mind that these costs can vary depending on the scale and complexity of your project, as well as local market conditions. Here's a sample budget for leaflet production:

1. Design and Content:

- Graphic design services: \$XXX
- Copywriting or content creation: \$XXX

2. Printing Costs:

- Printing company fees: \$XXX
- * Quantity of leaflets: XXX (number of leaflets to be printed)
- . Paper quality and type: \$XXX
- . Color printing or black and white: \$XXX
- Folding or cutting charges: \$XXX
- . Additional finishes (e.g., UV coating): \$XXX
- Shipping or delivery charges: \$XXX

3. Distribution:

- * In-house distribution costs: \$XXX (if you are distributing the leaflets yourself)
- * Distribution service (if outsourcing): \$XXX
- . Postage costs (if mailing): \$XXX

4. Promotional Costs (optional):

* Promotional events or campaigns associated with the leaflets: \$XXX

5. Miscellaneous Costs:

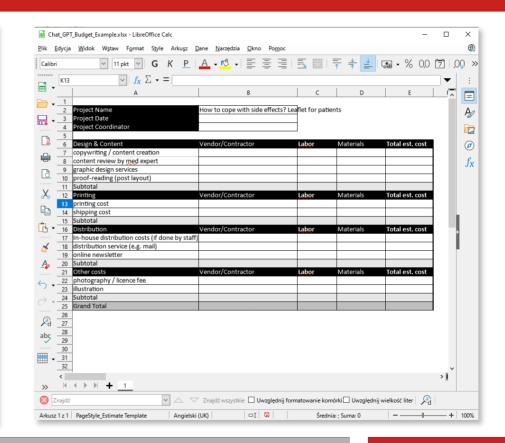
- * Permits or licenses (if required): \$XXX
- Tax considerations: \$XXX
- * Contingency funds: \$XXX (for unexpected expenses)

6. Total Budget Estimate:

. Add up all the costs listed above to calculate the total budget for leaflet production.

7. Contingency:

 It's a good idea to include a contingency fund of around 10-15% of your total budget to account for unexpected expenses or changes in plans.



Thank you!

