

If a budget was a piece of cake?

How to approach project budgeting

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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.

	Vendor/Contractor	Labor	Materials	Total est. cost
1				
2	Project Name	How to cope with side effects? Leaflet for patients		
3	Project Date			
4	Project Coordinator			
5				
6	Design & Content			
7	copywriting / content creation			
8	content review by med expert			
9	graphic design services			
10	proof-reading (post layout)			
11	Subtotal			
12	Printing			
13	printing cost			
14	shipping cost			
15	Subtotal			
16	Distribution			
17	In-house distribution costs (if done by staff)			
18	distribution service (e.g. mail)			
19	online newsletter			
20	Subtotal			
21	Other costs			
22	photography / licence fee			
23	illustration			
24	Subtotal			
25	Grand Total			

Thank you!

