

A Budget From Recovery Resources

To
Saint Luke's Foundation of Cleveland, Ohio

SAINT LUKE'S FOUNDATION OF CLEVELAND, OHIO PROPOSAL PROJECT BUDGET FORM				
Submit with proposal and electronically - include budget narrative and operating revenue form (sheet 2)				
Name of organization: Recovery Resources				
Project title: Children of Alcoholics Outreach Collaboration				
Amount requested from Saint Luke's Foundation: \$145,000 Year 1 (i.e. 1,2,3)				
Person completing budget (name, phone, e-mail): Ruth Ann Ference, (216) 923-1243, raference@recres.org				
Note: RR=Recovery Resources; SM=Stella Maris; CC=Community Challenge				
For multi-year projects, separate budgets must be submitted for each year (indicate year 1, 2, etc.)				
Budget Expense Item	Saint Luke's Request	Recovery Resources Contribution	Contributions from Stella Maris and Community Challenge	Total Project Budget
Personnel:				
Salary and Wages (list each position)				
I. Planning Group				
A. President, Recovery Resources		XXXX		XXXX
B. Executive Director, Stella Maris			XXXX	XXXX
C. Executive Director, Community Challenge			XXXX	XXXX
Total Salary and Wages		XXXX	XXXX	
Total Fringe (25%)		XXXX	XXXX	2,724
SUBTOTAL PERSONNEL	\$ -	\$ 6,635	\$ 6,984	\$ 13,619
Nonpersonnel Expenses (Itemize)				
I. Professional Services / Contract				
A. Project Coordinator (RR)	XXXX			XXXX
B. Campaign Consultant (RR)	XXXX			XXXX
C. Training Psychologist (SM)	XXXX			XXXX
D. Presenters/Facilitators (CC)	XXXX			XXXX
E. Childcare Workers (CC)	XXXX			XXXX
II. Public Awareness Campaign				
A. Purchased Media:				
Media and Production Costs				
1. Print (Newspaper)	15,865			15,865
2. Outdoor (Billboards)	15,865			15,865
3. Transit (Bus/Rapid Cards)	6,366			6,366
B. Public Service Announcements (PSA):				
Creative Services and Production				
1. Audio (Radio, Internet)	2,500			2,500
2. Print (Newspapers, Magazines)	2,500			2,500
3. Video (TV, Internet)	5,000			5,000
C. Public Relations Services				
1. Hotline and Website	7,500			7,500
D. Hotline and Website				
1. Telephone Services, Web Hosting, Etc.	1,000			1,000
2. Web Site Development	3,500			3,500
III. Program: Training and Forums				
A. Supplies				
1. Meeting Supplies (SM)	1,550			1,550
2. Meeting Supplies (CC)	5,500			5,500
3. Forum Promotional Materials (CC)	7,000			7,000
4. Miscellaneous Supplies (CC)	500			500
B. Printing and Postage				
1. Printing Support Material (SM)	1,400			1,400
2. Mailing and Postage (SM)	1,500			1,500
3. Postage (CC)	6,500			6,500
C. Facilities Space (CC)				
	600			600

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D. Transportation (CC)	250			250
IV. Miscellaneous				
A. Travel (CC)	1,242			1,242
SUBTOTAL NONPERSONNEL	\$ 133,028			\$ 133,028
Indirect up to 9% (Itemize)	11,972			11,972
Indirect costs include Continuous Quality Improvement (CQI), Medical Records, Billing, Facilities (phones, heating/cooling, mail services, maintenance, cleaning services, equipment repair, snow removal, etc.), Human Resources, Finance (casualty/fire/property insurance, audit, etc.), Management Information Systems, Program Service Management, Executive Offices, and Development.				
SUBTOTAL INDIRECT	\$ 11,972			\$ 11,972
TOTAL BUDGET	\$ 145,000	\$ 6,635	\$ 6,984	\$ 158,619
Percentage	91.4%	4.2%	4.4%	100.0%

SAINT LUKE'S FOUNDATION OF CLEVELAND, OHIO
PROPOSAL BUDGET NARRATIVE
(submit with proposal and electronically)

AGENCY NAME: Recovery Resources

PROJECT TITLE: Children of Alcoholics Outreach Collaboration

The budget and budget narrative should clearly outline all expenses the applicant agency will incur to successfully implement the proposed project.

PERSONNEL

Itemize all personnel costs by providing the title and amount requested from Saint Luke's in the first column. In the second column, list percent of effort and primary responsibilities and tasks for all key project personnel. **If Executive Director is directly involved in the project, a percentage of effort may be allocated. Otherwise, Executive Director's effort should be allocated to Indirect Cost category as executive oversight.**

NONPERSONNEL

Itemize all office space, utilities, office operations (printing, postage, etc.), equipment, supplies, travel, training, and professional services needed to directly support the implementation of the project.

INDIRECT

This includes overhead costs required for the applicant's operation, but not directly associated with a specific project; and can also include executive oversight, accounting, and facility maintenance. Up to **9%** of the project's total personnel and direct costs may be requested for overhead expenses. All indirect costs must be itemized on the budget form and explained below.

Line Item	Explanation
PERSONNEL:	
I. Planning Group	Each of these executive officers of the collaborating agencies will serve as the primary creators and planning unit for the blending and synchronization of the three components of the project. In addition to their formal planning and monitoring monthly meeting (two to three two hours), they will communicate by phone, e-mail, or have impromptu meetings as dictated by the demands of the project, for an estimated eight (8) hours monthly. Under the leadership of Helen Jones, this group will give direction to and provide oversight of the Project Coordinator.
A. President, Recovery Resources	3.5% FTE or 6 hrs./mo. @ \$XXXX/hr. x 12 mos.
B. Executive Director, Stella Maris	3.5% FTE or 6 hrs./mo. @ \$XXXX/hr. x 12 mos.
C. Executive Director, Community Challenge	3.5% FTE or 6 hrs./mo. @ \$XXXX/hr. x 12 mos.
Fringe Benefits	Each agency applies a factor of 25% to the total salary cost to reflect the employer cost for payroll taxes and benefits. This consists of 12% in payroll taxes for FICA, Workers' Compensation and Unemployment Insurance and 13% in insurance (health, dental, life, long term disability, etc.) and retirement benefits.

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NONPERSONNEL:**I. Professional Services / Contract:**

A. Project Coordinator	Under the direction of Helen Jones, this .7 FTE (112 hrs./mo. @ \$XXXX/hr. x 12 mos.) contract person will oversee the coordination of all three components of the project. Additionally, this person will be integrally involved in the Community Educational Forums and Groups project component due to the small staff of Community Challenge.
B. Campaign Consultant	This contract person is a specialist in strategic marketing and communications for nonprofit organizations and institutions. He/she will manage all aspects of the Public Awareness Campaign. This will include the conception, development, design, production, and placement of paid media advertising, public service announcements, public relations campaign, and the direct response mechanisms. His flat-rate fee for these services is \$10,125.
C. Training Psychologist	Dr. Robert Smith, leading psychologist in addiction and mental health treatment, will develop the curriculum for the three training in addition to conducting the trainings, one in July and two in August. The flat fee cost for this task is \$3,000. The Advanced Training for "intervention model" for practitioners and senior therapists will be conducted in September of 2007. Dr. Smith's flat fee cost for this segment of the Community Educational Forums component is \$4,500. Dr. Smith's total fee will be \$7,500.
D. Presenters/Facilitators	Expert presenters and facilitators will be secured for the six Community Educational Forums, i.e., 3 presenters/forum @ \$150/hr. x 2 hrs x 6 forums for a total of \$5,400.
E. Childcare Workers	Childcare will be provided to the small children of families attending the Community Educational Forums, i.e., \$10/hr x 2 hrs. x 5 providers x 6 forums.

II. Public Awareness Campaign

A. Purchased Media	<p>The paid media portion of the public awareness campaign runs for three consecutive months—September, October and November 2007—and includes billboards, bus cards and newspaper ads. Its launch coincides with the beginning of the school year, and its conclusion coincides with the beginning of the holiday season.</p> <p>The primary paid media used to carry the message are billboards, bus and rapid transit cards as well as print newspaper advertisements. This media is purchased at discounted rates available to nonprofit organizations.</p>
1. Print	\$15,865: Newspaper, primarily the Plain Dealer
2. Outdoor	\$15,865: Billboards
3. Transit	\$6,366: Bus and rapid cards

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B. Public Service Announcements	The media buy is extended through the placement of public service announcements (PSAs) with local radio, television, and web-based media and augmented by in-kind and matching media and services. The free media portion of the campaign that features PSAs runs from September 2007 through February 2008. Its conclusion coincides with National Children of Alcoholics Week (February 12-18).
1. Audio	▪ \$2,500: Radio and the Internet
2. Print	▪ \$2,500: Newspapers and Magazines
3. Video	▪ \$5,000: TV and Internet
C. Public Relations Services	\$7,500: A concurrent public relations initiative focuses added attention on the public awareness campaign through news stories and talk show interviews. A public relations campaign to focus attention on the billboards, bus, and transit cards includes stories and photographs in printed media (for example, The Plain Dealer), broadcast media (Channel 3 News), radio talk shows (Lanigan & Malone) and web-based media (Cleveland.com).
D. Hotline and Website	Every audio or visual impression in the advertising and public awareness campaigns includes an anagrammatic phone number (for example, 800-KID-HELP) and an associate web address (for example, www.kid-help.com). None of the collaborating agencies are identified by name, but each impression includes a credit line for the St. Luke's Foundation of Cleveland, Ohio, which is underwriting the campaign. Trained counselors and operators answer phones and assist callers, while the web site directs users to the phone line and other appropriate resources.
1. Telephone Services, Web Hosting	▪ \$1,000: Setting up appropriate systems for telephone services, forwarding and rollovers of calls to the appropriate partner agencies as well as hosting of the website.
2. Web Site Development	▪ \$3,500: Establishing a web site with appropriate linkages to identified agencies and resources.
III. Program: Training and Forums	
A. Supplies	
1. Meeting Supplies (SM)	Clinician and Volunteer Training: This consists of coffee, water, tea, and pastries for morning break and between sessions of the three training sessions, estimated to be \$1,550.
2. Meeting supplies (CC)	Community Educational Forums/Groups: 100 people/forum @ \$9.17/person x 6 forums = about \$5500 (with rounding).
3. Forum Promotional Materials (CC)	Community Educational Forums/Groups: Forum Promotional Flyers/Brochures: 100,000 @ \$.05/ea. + \$2,000/ mailing service = \$7,000.
4. Miscellaneous Supplies (CC)	Clinician and Volunteer Training: Miscellaneous program supplies @ \$500.

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B. Printing and Postage	
1. Printing Support Material (SM)	Clinician and Volunteer Training: Handouts and educational material for trainings; arranging for CEUs and RCHs for attendance at three trainings, estimated at \$2.33/ea. x 100 families per forum x 6 forums = \$1,400.
2. Mailing and Postage (SM)	Clinician and Volunteer Training: Mailings for training information and postage, estimated at \$1,500 with best bulk mailing rates and quantities to be determined.
3. Postage (CC)	For Community Educational Forums/Groups: Mailing/postage fees for promotional material for the forums, estimated at \$6,500 with best bulk mailing rates and quantities to be determined.
C. Facilities Space	For Community Educational Forums/Groups in strategic locations throughout the county, 6 facilities @ \$100/ea. is anticipated.
D. Transportation	Community Educational Forums: Transportation (bus fare) will be provided for participants from lower income areas, i.e., 50 adults with one child x \$5 fare.
IV. Miscellaneous	
A. Travel	Community Educational Forums: 300 miles/mo. x \$.345/mi. x 12 mos.
INDIRECT:	RR's fiscal policy requires that program and project budgets "share" agency indirect costs at a rate of 9% of the net cost of the Project. This rate is reviewed semi-annually and adjusted accordingly. Indirect costs include Continuous Quality Improvement (CQI), Medical Records, Billing, Facilities (phones, heating/cooling, mail services, maintenance, cleaning services, equipment repair, snow removal, etc.), Human Resources, Finance (casualty/fire/property insurance, audit, etc.), Management Information Systems, Program Service Management, Executive Offices, and Development.