

INNOvation Fund Project Budget Form							
Name of Organization:	ASU Foundation for a New American University (for and on						
Name of Project:	Cronkite News Borderlands Coverage Crowdfunding: Lessons Learned						
Grant #:							(For INN use only)
Proposed Start Date:	Jan. 25, 2016						
Target End Date:	June 30, 2016						
Revenues							Notes
Project Revenues	Proposed	Actuals	Variance	%	Variance	%	
Contributed Income							
1. Individual contributions			\$0				
2. Corporate contributions			\$0				
3. Foundation grants			\$0				
a) INNOvation Funds	\$10,000						The grant request is for learning and distribution of results only. All resources required to conduct the crowdfunding campaign are being born by the Cronkite School.
b) Other							
4. Federal government support			\$0				
5. State government support			\$0				
6. Local government support			\$0				
7. Parent organization support			\$0				
8. Special events			\$0				
9. In-kind contributions			\$0				
10. Other (specify):			\$0				
Earned Income							
11. Fees for services			\$0				
12. Admissions			\$0				
13. Memberships			\$0				
14. Publications and royalties			\$0				
15. Contracted services			\$0				
16. Rentals			\$0				
17. Other (specify):			\$0				
Other Income							
18. Investment			\$0				
19. Interest			\$0				
20. Other (specify)			\$0				
Total Revenues	\$10,000	\$0	-\$10,000	-100%			
* Include expenses for THIS PROJECT ONLY on this page. * Leave items blank that were not completed on your final proposal form. * No depreciation expense for items purchased as part of this grant should be included.							
Expenses							Notes
Project Expenses	Proposed	Actuals	Variance	%	Variance	%	
1. Program salaries and wages (sub-total):	\$0	\$0	\$0				All faculty and administrative salary costs for the campaign are being covered by the Cronkite School.
2. Administrative salaries and wages (sub-total):	\$0	\$0	\$0				
3. Consultant/Contract services (sub-total):	\$4,750	\$0	-\$4,750	-100%			To hire two part-time analysts during the project period.
5. Employee benefits	\$0	\$0	\$0				
6. Administrative expenses	\$0	\$0	\$0				
7. Travel (sub-total)	\$0	\$0	\$0				
8. Supplies and materials	\$0	\$0	\$0				
9. Rent	\$0	\$0	\$0				
10. Utilities	\$0	\$0	\$0				
11. Insurance (includes workers comp & liability)	\$0	\$0	\$0				
12. Legal fees	\$0	\$0	\$0				
13. Accounting fees	\$0	\$0	\$0				
14. Other professional fees (sub-total)	\$0	\$0	\$0				
15. Taxes-payroll taxes	\$0	\$0	\$0				

16. Printing and publications	\$0	\$0	\$0					
17. Postage and shipping	\$0	\$0	\$0					
18. Marketing	\$4,750	\$0	-\$4,750	-100%				To advertise in social media, a key element of learning what works and doesn't with university-based crowd-funded journalism
19. Fund raising	\$0	\$0	\$0					
20. Capital expenses	\$0	\$0	\$0					
21. Overhead/indirect (specify):	\$500	\$0	-\$500	-100%				The ASU Foundation charges a modest fee for handling the money on behalf of the school.
22. Depreciation	\$0	\$0	\$0					
23. Other (specify):	\$0	\$0	\$0					
Total Expenses	\$10,000	\$0	\$10,000	100%				