

Advocacy Grant: Budget Narrative Sample*

Grass Roots Supreme, Inc. Senior Anti-Predatory Lending Campaign

Personnel

Iona Bank will be the lead organizer for the Senior Anti-Predatory Lending Campaign. Ms. Bank's annual salary is \$50,000. Half of her time will be devoted to the project (the other half of her work focuses on banking issues for the non-senior population). Ms. Bank will manage the project's daily operations, including coordinating and delivering training for senior advocates, arranging and preparing advocates for meetings with regulators and banking representatives, and working with our communications team on all written and oral testimony and other communication pieces.

John Strategm, Policy Director, will conduct the research necessary to formulate the project's specific advocacy agenda and platform. He will monitor changes in the policy environment to adjust strategies as the advocacy campaign unfolds. Mr. Strategm's annual salary is \$75,000. He will devote 25 percent of his time to the project.

Ward Smith, Communications Director, will be responsible for developing the project's communication strategies, media relations, and producing all communication pieces such as testimonies, fact sheets, and press releases. Mr. Smith's annual salary is \$70,000. He will devote 15 percent of his time to the project.

Fringe Benefits are calculated at 28 percent.

Other Direct Expenses

Travel: This line item includes nine trips for the lead organizer, totaling \$9,000. Three trips (each two days long) will be made to each of the advocate training sites. We project the average cost to be \$1,000 per trip (\$350 airfare, \$650 for hotel, meals, and local travel). The line item includes three trips to Washington, DC, totaling \$6,000, to meet with banking regulators and banking industry representatives. We project the average cost to be \$2,000 per trip. Each trip will include one staff and one lead advocate. The line item also includes \$3,000 for travel within the three states that are targeted for specific banking advocacy activities, as described in the proposal.

Program Supplies: This line item includes supplies for advocacy activities such as sound system rentals and banners, as well as office supplies based on our experience with other campaigns. A total of \$3,000 is allocated for program supplies.

Advocate training meetings: We expect to train a total of 75 older adults (25 from each of the three targeted states) to become the campaign's lead advocates. They will be

trained at donated space in local sites within their state, as identified in the proposal. We project a cost of \$40 per trainee for each two-day training event to cover food and local travel reimbursement. The line is calculated as follows: \$40 x 3 training events x 75 advocates = \$9,000.

Telephone/Internet: This line item includes cell phone and internet, conference calls, and web site development expenses, based on an average of \$250/month for 12 months (\$3,000 total).

Printing/communications: The campaign will be strategic and economical in its communications by relying on our listserve, advocacy network, and established media relations. However, we anticipate printing certain materials for distribution at key meetings with regulators, policymakers, and representatives of the banking industry. Based on budgets for similar campaigns, we project printing costs to be \$3,000.

Indirect Expenses

As per RRF guidelines, 10% of the budget has been allocated to indirect expenses such as rent, utilities, leased equipment, etc.

Request to RRF

We request \$38,755 from RRF, which represents approximately one-third of the total project budget.

Other Funding Sources

We have secured the remaining two-thirds of the budget from two national foundations interested in supporting improvements in consumer lending practices: The Afford Foundation and Bankers Trust. These two foundations have made multi-year commitments to the Campaign. Although we have requested only first-year support from RRF, we hope that if successful, we may request support for the following two years, if needed.

*Note: This sample is for illustrative purposes only and can be changed as needed. Feel free to use this, or any other format that is appropriate for your project.