

## Budget Plan for Our Viral Lives

### Expenses Breakdown

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#### Digital Storage/Web Applications

<i>Gmail &amp; Google Apps (for 2 accounts) -</i>	\$240
<i>WordPress Premium &amp; Storage-</i>	\$299
<i>SproutSocial Analytics Tracking-</i>	\$885
<b>Total:</b>	<b>\$1,424</b>

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#### Equipment & Software

<i>Nikon D7100 Camera + 35mm Lens-</i>	\$1,097
<i>Final Cut Pro Editing Software-</i>	\$300
<b>Total:</b>	<b>\$1,397</b>

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#### Events & Transportation

A majority of the accommodations, with the exception of South Africa, can be provided free of charge.

#### Travel Expenses (plane, bus & train)

<i>Flights NYC &lt;&gt; San Francisco -</i>	\$350
<i>(Estimated late April/early May)</i>	
<i>Flights SFO &lt;&gt; Los Angeles -</i>	\$130
<i>(Estimated late April/early May)</i>	
<i>Flights NYC &lt;&gt; Johannesburg -</i>	\$1,120
<i>(Estimated mid-October 2015)</i>	
<i>Flights Jburg &lt;&gt; Cape Town -</i>	\$261
<i>(Estimated mid-October 2015)</i>	
 <i>Buses NYC &lt;&gt; Philadelphia -</i>	 \$25
<i>Trains NYC &lt;&gt; Washington D.C. -</i>	\$160
<i>Trains NYC &lt;&gt; Montreal -</i>	\$130
<i>(All are standard fares in 2014.)</i>	
<b>Total:</b>	<b>\$2,176</b>

#### Accommodations

<i>Airbnb in Cape Town (4 nights)-</i>	\$221
<i>Airbnb in Johannesburg (10 nights)-</i>	\$488
<b>Total:</b>	<b>\$709</b>

Venue Rentals (some events will be free)	\$800
<b>Overall Total:</b>	<b>\$3,685</b>

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### Miscellaneous Costs

Background Literature (historical/art related)	\$500
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#### Print Promotional Materials

<i>Flyers (250 @ Moo.com)</i>	\$120
<i>Business cards (400 @ Moo.com)</i>	\$200

<b>Total:</b>	<b>\$320</b>
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#### Conference & Exhibit Budget

<i>National HIV Prevention Conference (12/15)</i>	\$500
<i>US Conference on AIDS (9/15)</i>	\$500
Exhibits & Other Media Costs	\$200

<b>Total:</b>	<b>\$1,200</b>
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<b>Overall total:</b>	<b>\$2,020</b>
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### Labor Costs (Personal & Outside Contractors)

Communications Consultation	<b>\$6,000</b>
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*(Who will aid in graphic design/video editing @  
Scaling up for 300 hours in 12 months \* 20 dollars / hour )*

Outside Contributors	<b>\$2,000</b>
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*(Who will provide narratives & art pieces @  
50 dollars / piece \* 40 total contributors)*

Personal salary/living wage compensation	<b>\$33,474</b>
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<b>Overall Total:</b>	<b>\$41,474</b>
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<b>Total Estimated Budget:</b>	<b>\$50,000</b>
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## Income Breakdown

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### Echoing Green Fellowship

\$40,000  
(per year over 2 years)

(Application in progress; Payments distributed in \$20,000 increments 4 times over 2 years, 1<sup>st</sup> payment occurring 06/2015, then 12/15, 6/16 & 12/16.)

### Guaranteed Student Loan Payment

\$1,000

(Occurring through part-time MA program; 2/15)

### Projected Student Loan Payment

\$2,000

(Occurring through part-time MA program; 8/15)

### Keith Haring Foundation Grant

\$7,000

(In progress; need 501(c)(3) designation first)

### Overall Total:

**\$50,000**

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**NOTE:** Should the Echoing Green Fellowship be unsuccessful, I'm in talks with the PR/Marketing company I run to do a coordinated corporate sponsorship and crowdfunding campaign. This would reach out to prominent VC investors, CEOs and the community at large. I have successfully raised \$5,000 without outside help for individual projects in the past, but given the 501(c)(3) designation I would be able to attract larger funders through the RocketHub platform. I will know this definitively in February.