**Budget Proposal
Template – Example**

Budget Proposal

|  |  |
| --- | --- |
| Company Name | Fiscal Year / Quarter |
| Global Health Organization | FY 20XX |
|  |
| Department / Division | Date |
| Global Health Organization | January 15, 20XX |
|   |   |   |   |   |   |
| Prepared by | Reviewed by | Approved by |
| Kiran Gupta | Devon Gomez | Jonathon Wong |

# Executive Summary & Goals

## Overview

Provide a high-level budget summary, including its purpose and alignment with the organization’s strategic goals.

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| The Global Health Awareness Initiative aims to enhance public knowledge of infectious diseases, mental health, and nutrition by conducting community outreach programs. This project consists of workshops and public seminars, as well as the launch of an online awareness campaign targeting underserved communities. The initiative aligns with the organization's strategic goal of improving public health education and preventative healthcare access. |

## Key Objectives

List the primary goals this budget supports, such as growth targets, cost management, or major project implementation.

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| * Host 50 community workshops on health and nutrition by the end of 20XX.
* Train local health workers to sustain community health efforts.
* Launch an online awareness campaign reaching 100,000 individuals by December 20XX.
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|   |   |   |   |   |   |
| Total Budget |
| $153,900 |

# Budget Proposal Justification

## Justification

Provide a detailed explanation for why the proposed budget is necessary. Describe how the budget supports organizational goals, increases in certain areas, and critical investments. Highlight specific areas of spending that are critical for success and why specific allocations are necessary (e.g., new hires, technology upgrades, marketing campaigns).

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| The proposed budget is necessary to execute the Global Health Awareness Initiative, which addresses critical public health issues. Personnel costs comprise the largest portion of the budget due to the need for experienced health educators, content creators, and project managers. These professionals will design and deliver workshops and manage online campaigns. Operating costs cover essential materials and supplies for community outreach efforts. A portion of the budget is allocated to travel and equipment to ensure the smooth delivery of workshops and mobile health clinics in remote areas. |

## Key Investments

Justify any major personnel, capital expenditures, or operational improvement allocations.

|  |  |
| --- | --- |
| Personnel | Salaries for health educators, project managers, and content creators |
| Operating Costs | Materials for workshops, educational pamphlets, and digital media production |
| Capital Expenditures | Equipment such as laptops, projectors, and mobile health clinic tools to facilitate training and outreach activities |

# Revenue Projections

|  |  |
| --- | --- |
| Revenue Source | Amount ($) |
| Grant from Health Ministry | $150,000 |
| Corporate Sponsorships | $50,000 |
| Sales Revenue |   |
| Service Contracts |   |
| Grants |   |
| Other Income (Specify) |   |
| Total Projected Revenue | $200,000 |

# Personnel Costs

|  |  |  |
| --- | --- | --- |
| Category | Description | Amount ($) |
| Salaries & Wages | Direct wages for staff |   |
| Project Manager | Oversee project operations | $40,000 |
| Health Educators (3) | Conduct workshops and community outreach | $30,000 |
| Benefits | Healthcare and retirement | $10,000 |
| Training & Development | Staff training and certifications / Professional development | $5,000 |
| Total Personnel Costs | $85,000 |

# Operating Costs

|  |  |  |
| --- | --- | --- |
| Category | Description | Amount ($) |
| Administrative Costs | Office supplies, rent, etc. | $15,000 |
| Utilities | Electricity, water, internet | $5,000 |
| IT & Software | Systems, licenses, subscriptions | $7,000 |
| Marketing & Advertising | Digital marketing, promotions | $8,000 |
| Travel & Transportation | Transportation for outreach | $10,500 |
| Total Operating Costs | $45,500 |

# Capital Expenditures

|  |  |  |
| --- | --- | --- |
| Category | Description | Amount ($) |
| Equipment Purchases | New technology: Laptops, projectors, mobile clinic tools | $8,400 |
| Facility Upgrades | Renovations, expansion |   |
| Other |   |   |
| Total Capital Expenditures | $8,400 |

# Indirect Costs (Overhead)

|  |  |  |
| --- | --- | --- |
| Category | Description | Amount ($) |
| Rent | Office rent / facility use | $5,000 |
| Utilities | Shared costs (electricity, water) | $2,500 |
| Administrative Salaries | HR, Finance, Legal | $7,500 |
| Other |   |   |
| Total Indirect Costs | $15,000 |

# Cost Summary

|  |  |
| --- | --- |
| Category | Total ($) |
| Total Personnel Costs | $85,000 |
| Total Operating Costs | $45,500 |
| Total Capital Expenditures | $8,400 |
| Total Indirect Costs | $15,000 |
| Overall Total Budget | $153,900 |
| Total Projected Revenue | $200,000 |
| Surplus / Deficit | Surplus + | $46,100 |

# Contingency & Reserve Funds

## Contingency Fund

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| --- |
| $10,000 |

## Justification for Contingency

Explain the need for a contingency fund to cover unforeseen expenses, like cost overruns or unexpected operational delays. Include specific risks the contingency fund addresses.

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| The contingency fund accounts for unforeseen costs, such as unexpected delays in mobile clinic implementation, additional travel requirements, or fluctuating material costs. |

# Risk Assessment & Mitigation

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| --- | --- |
| Risks | Mitigation Strategies |
| Risk 1: Delays in equipment delivery | Partner with multiple suppliers and establish early procurement contracts. |
| Risk 2: Lower-than-expected workshop attendance | Increase marketing efforts through partnerships with local community leaders. |
| Risk 3: Logistical challenges in remote areas | Collaborate with local NGOs for logistics and on-the-ground support. |

# Approval Workflow

|  |  |  |
| --- | --- | --- |
| Prepared by | Signature | Date |
| Kiran Gupta |   | January 15, 20XX |
|   |
| Reviewed by | Signature | Date |
| Devon Gomez |   | January 16, 20XX |
|   |
| Approved by | Signature | Date |
| Jonathon Wong |   | January 18, 20XX |

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