Take Pride Winnipeg!
Clean up, green up.

Winnipeg

Notes on Budget 2015 presented to City of Winnipeg December 15, 2014

1. City of Winnipeg core revenue is based on tipping fees. The amount listed in the budget is based on the amount projected to be received for 2014. *Take Pride Winnipeg!* has submitted a proposal to the City of Winnipeg to increase the core funding to $300,000.00 per year for a period of five years (2015 through 2019), to bring the funding closer in line to pre-1998 levels.

2. BFI Canada funding, as well as other sponsors and donors, are presumed to remain stable.

3. A proposal was put forth to Green Manitoba for 2015, which included funding towards Team Up to Clean Up and Education programs. Funding in the amount of $25,000.00 was approved. The funding is to be applied to production of a new video for Education programming, grants for the PAWS program, purchase and installation of cigarette litter containers, advertising for Team Up to Clean Up and incentive prizes for cleanup groups.

4. Manitoba 4 Youth is a Province of Manitoba program which distributes Urban Green Team grants for hiring summer staff. This helps with salary costs for the seasonal graffiti removal staff. Take Pride must apply for this grant each year, but funding amounts have remained stable for a number of years.

5. City of Winnipeg—Projects is a line item to note funding from the City of Winnipeg separate from the tipping fees. City of Winnipeg will be approached to increase Green Wave funding from $10,000.00 to $15,000.00 in 2015. If less funding is secured, less staff would be hired. The Green Wave funding from the City of Winnipeg has come each year through the Mayor's Office. Public Works, through the Anti-Graffiti Department, has helped supplement Take Pride's Graffiti Control program, in the amount of $20,000.00. This funding is presumed to remain in place for 2015. There is also $6,500.00 in funding remaining from a grant issued by the City in 2012, which is a book project that will be completed in the spring of 2015. Over the past number of years, funding has been received from the City Clerk's office for Team Up to Clean Up and Mural Program, as well as funding from Parks & Open Space Division for public education awareness (often used for digital billboards, additional program

advertising, purchasing pocket ashtrays and cleanup supplies). As this funding is not guaranteed, it is not included in the budget.

6. Corporate Donations are allocated towards particular programs at the donor's request. In 2015, Brush Up corporate paint teams will be asked to donate $600.00 each this year (an increase of $100.00) to help offset increasing costs of the program. Corporate Donations also come from BIZ zones to assist with the Green Wave program costs and from Great-West Life Assurance Company, to be applied to the Education Programs. In previous years, Take Pride has received donations from Monsantogether and Starbucks Community Service, as part of their employee volunteer programs, which go towards Brush Up Winnipeg. Because the amount of the donation is never guaranteed, it is not included in the budget. However, if these funds come in, they would help towards the proposed deficit in 2015. As well, in 2014, Take Pride received an unexpected donation from RBC cleanup groups, which is not included in the 2015 budget.

7. Private Donations are small each year. As a registered charity, we can issue tax receipts for donations.

8. Sponsorships differ from corporate donations in that sponsorships have an expectation of getting something for their financial investment, such as logo placement in advertising, etc. *Take Pride Winnipeg!* will be pursuing mulit-year sponsorship agreements wherever possible. This makes budgeting easier and programming more consistent. The visits to First Nations communities, as a joint venture with Green Action Centre, are continuing in 2015. This funding is included under Sponsorships. Aboriginal And Northern Development Canada (AANDC) is funding the program via Green Action Centre, where Take Pride's youth programs coordinator flies or drives to reserve communities to conduct Take Pride Take Action presentations. This encourages recycling and taking action to create a better community. Funding in the amount of $17,790.00 was approved. This covers flights, meals, accommodations and some salary costs.

9. Other Revenue is quite small. This includes sales of the book, *Timmy the Tumble Bag,* or our educational DVDs to schools.

10. Salary and Wages includes four full-time staff, fourteen Green Wave staff (seasonal) and three Graffiti Control staff (seasonal).

11. Corporate Image Expense includes items such as envelopes, business cards and letterhead, as well as cleaning costs for mascot Louie the Lion.

12. Memberships include the annual memberships to Keep America Beautiful and Winnipeg Chamber of Commerce.

13. Photocopying includes printer lease. Most of the printing is done in-house.

14. Staff Travel Local includes parking, mileage and other travel-associated costs for programming. As noted in #8 above, there will be a significant increase for Education in 2015, due to the travel costs associated with the AANDC program. These costs are covered by funding from AANDC.

15. Under Website Maintenance, the cost of revamping a website may be amortized by the auditors, so the actual cost on the income statement next year may come in lower. Also included in website maintenance is the move from paper to digital newsletters. Sponsors mentioned in newsletters will still be asked to help cover the newsletter costs, but the costs won't be as high as print. Schools have started requesting information digitally, so it is time to make the change.

16. The *Take Pride Winnipeg!* office moved in August 2014. It is estimated the move will save the organization approximately $5,000.00 per year in rent.

17. Advertising dollars spent each year are dependent on the sponsorship dollars secured. For 2015, this spending is expected for Team Up to Clean Up, Brush Up Winnipeg and Easy as 1-2-3.

18. Promotional merchandise purchases are also dependent on the sponsorship dollars secured. In 2015, it is expected that the organization will purchase Team Up to Clean Up t shirts for distribution to kick-off attendees and some cleanup groups.

19. Events include the Team Up to Clean Up kick-off (scheduled April 6, 2015), Green Wave launch and special events throughout the summer, as well as the Brush Up Winnipeg wrap-up dinner for paint teams, sponsors and home owners.

20. Volunteer Appreciation includes coloured t shirts for Team Up to Clean Up kick-off volunteers and Brush Up Winnipeg paint team volunteers.

21. Honorariums in 2015 will include grants to community and school gardens for Winnipeg in Bloom, honorariums to mural artists for the Mural Program, and grants to middle school students through the PAWS (Pride in Action in Winnipeg Schools) program.

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Take Pride Winnipeg! Inc.

		Budget 2015	NOTES
REVENUE			
Core Grants			
City of Winnipeg-Core		220,000.00	1
BFI		55,000.00	2
Total Core Grants		275,000.00	
Project Grants			
Richardson Foundation		0.00	
Winnipeg Foundation		0.00	
Green Manitoba		25,000.00	3
Manitoba For Youth		12,000.00	4
SDIF		0.00	
Government of Canada		0.00	
City Of Winnipeg - Projects		41,500.00	5
Total Project Grants		78,500.00	
Receipted Donations			
Corporate Donations		14,600.00	6
In Kind Donations		0.00	
Private Donations		1,300.00	7
Total Receipted Donations		15,900.00	
Internally Generated Funds			
Sponsorships		172,040.00	8
Other Revenue		50.00	9
Internal Rent		0.00	
Internal Administrative Fees		0.00	
Total Internally Generated Funds		172,090.00	
TOTAL REVENUE		541,490.00	
EXPENSE			
Personnel			
Salary and Wages		270,606.37	10
CPP Employer Expense		8,245.69	
EI Employer Expense		4,357.07	
Group Insurance Expense		12,066.14	
RRSP Employer Contributions		9,038.70	
Other Benefits		5,400.00	
Workers Comp Expense		378.85	
Consultants/Contractors		0.00	
Total Personnel Expenses		310,092.81	
Office and Administration			
Professional Fees- Accounting	0.00		
Professional Fees- Audit	8,000.00		
Professional Fees- Legal	150.00		
Professional Fees Total		8,150.00	

Bank Charges and Interest		350.00	
Payroll Service Charges		1,559.50	
Corporate Image Expenses		800.00	11
Computer Repair &Software		1,500.00	
Courier and Postage		2,800.00	
Fundraising Expenses		0.00	
Insurance		8,500.00	
Internet		1,000.00	
Meeting Expenses		2,000.00	
Memberships		1,000.00	12
Miscellaneous Expenses		1,250.00	
Office Supplies		500.00	
Photocopying		2,000.00	13
Professional Development		1,000.00	
Telephone-Land	6,250.00		
Telephone-Cell	1,420.00		
Telephone Total		7,670.00	
Subscriptions/Permits		260.00	
Staff Travel		18,208.50	14
Staff Travel-National/International		0.00	
Website Maintenance		10,000.00	15
Total Office and Administration		68,548.00	
Building and Occupancy			
Rent		30,609.79	16
Building Maintenance and Repair		0.00	
Amortization		2,500.00	
Internal Rent		0.00	
Total Building and Occupancy		33,109.79	
Direct Program Expenses			
Advertising-Print	18,000.00		
Advertising -Radio	7,000.00		
Advertising - Television	0.00		
Advertising Total		25,000.00	17
Design		750.00	
Printing		0.00	
Promotional Merchandise		17,000.00	18
Events		12,050.00	19
Sponsor Appreciation		500.00	
Volunteer Appreciation		3,750.00	20
Honorariums		32,000.00	21
Supplies and Materials		41,000.00	
In Kind Supplies and Materials		0.00	
Resource Materials		200.00	
Administrative Fees		0.00	
Total Direct Program Expenses		132,250.00	
TOTAL EXPENSE		544,000.61	
NET INCOME		(2,510.61)	