

**NEW JERSEY COUNCIL
FOR THE
HUMANITIES**

**Creating an Outstanding Proposal:
Budget**

Purpose: Budget Deep Dive

- Right Sizing Your Request
- Matching Funds
- Indirect Costs
- Assigning Value
- Budget as a Story
- Sample Project

Right Sizing Your Request

- Most difficult part!
- Project grant: discrete work within the organization.
- Build budget while you build project.
- Comparison to annual budget.
- You have to match.

Matching Funds

- Minimum 1:1 match required.
- Any combination of cash and in-kind.
- All expenses must be eligible.
- Total request must be matched, not individual items.
- Indirect costs may not be used as match.

Indirect Costs

- AKA administrative costs, overhead.
- Not attached to a specific activity.
- Can request up to 10% of project expenses or NICRA if you have it.
- Do not itemize these expenses.
- Cannot be used as match.

Assigning Value

- Market value of goods and services.
- Realistic estimates.
- Volunteer time often undervalued.
- Ask someone what they charge.
- Include written estimates or scopes of work in application.

Your Budget as a Story

- NJCH funds projects, not ideas.
- Cost estimates are part of a strong plan.
- Narrative needs to be reflected in budget.
- Show your work.
- Use the budget narrative for more detail if needed.

Sample Project

Roebling Museum

To Be Good Neighbors

The community urged us to preserve a house across from the museum, an authentic example of 20th century industrial immigrant workforce housing within a company town. Now that we own it, how might we use this opportunity to create connection and growth in our community?

	NJCH Request	Cash Match	In-Kind Match	Request + Total Match
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PROJECT PERSONNEL

Staff, Executive Director 30%	\$3,400	\$16,100		\$19,500
Consultant (Sarah Pharaon)	\$5,000			\$5,000
Consultant (Michelle Moon)	\$5,000			\$5,000

TRAVEL & LODGING

				\$0
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SUPPLIES & SERVICES

Supplies	\$600			\$600
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INDIRECT COSTS

Admin, overhead, etc.	\$1,000			\$1,000
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TOTAL	\$15,000	\$16,100	\$0	\$31,100
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Reminders

- Draft review: submit by October 11
- Grant consultation
- Deadline: October 17 at 11:59pm
- Notification: by December 31