

## Fundraising event budget - example .

Expenditure	
Venue	
Entertainment (e.g. band)	
Lighting and sound	
Hire of equipment	
Insurance	
Licences	
First Aid	
Catering	
Refreshments	
Decorations	
Staff costs	
Volunteer expenses	
Marketing (inc. Leaflets, posters and programme)	
Advertising	
Mailing costs	
<u>Other</u>	
<b>Sub Total</b>	
Contingencies (15%)	
<b>Total</b>	
Income	
Sponsorship from local supporters	
Donations	
Advertising in programme	
Other fundraising activities (e.g. auction etc)	
Raffle/tombola	
Catering sales	
Ticket sales	
<u>Other</u>	
<b>Total</b>	
<b>Total net income</b>	

### Your budget...

As a small charity Thomley does not have a budget for events. Working on a budget for your event will enable you to consider how viable your planned event is. You may find it useful to use the template above as a starting point and personalise it for your event. Contact the fundraising team if you would like it as an Excel spreadsheet.

### Keep costs down...

The golden rule is to keep your event costs as low as possible and avoid investing money you aren't certain you will make back. If it's your first fundraising event, don't be too ambitious – we don't want you ending up out of pocket.

### A hard working event...

Aim for a 3:1 return on investment, so for every £1 you spend on running the event, you should aim to raise £3. So if you are organising an event and all your running costs come to £100, you should be confident of raising at least £300 on the day. The profit will result in a £200 donation for Thomley.