

## Planned budget - Weston Observer

	<b>2025</b>	<b>2026</b>	<b>2027</b>
	Start operations in August - print 16 issues	Run all year - print 50 issues	Run all year - print 50 issues
<b>Revenue</b>			
Donations from readers	\$ 20,000	\$ 50,000	\$ 100,000
Donations from HNW Individuals - Leadership Circle	\$ 500,000	\$ 250,000	\$ 200,000
Advertising - net of 10% commission	\$ 57,600	\$ 180,000	\$ 198,000
Sponsorships	\$ 3,750	\$ 15,000	\$ 16,500
Miscellaneous, interest, grants, etc.	\$ 4,106	\$ 16,425	\$ 16,425
<b>Total revenue</b>	<b>\$ 585,456</b>	<b>\$ 511,425</b>	<b>\$ 530,925</b>
<b>Expenses</b>			
<b>Printing</b>	\$ 13,712	\$ 56,600	\$ 59,430
<b>Distribution</b>	\$ 7,040	\$ 22,000	\$ 23,100
<b>Salaries, benefits and Payroll</b>	\$ 190,722	\$ 349,160	\$ 366,618
<b>Editorial subcontractors and stringers</b>	\$ 10,000	\$ 15,000	\$ 15,750
<b>Professional services, acctng, legal, audit, consultants</b>	\$ 19,000	\$ 31,500	\$ 33,075
<b>Rent, utilities and internet</b>	\$ 9,600	\$ 19,200	\$ 20,160
<b>Insurance</b>	\$ 4,000	\$ 10,000	\$ 10,500
<b>Marketing</b>	\$ 10,800	\$ 2,500	\$ 2,625
<b>Software and support</b>	\$ 23,380	\$ 5,000	\$ 5,250
<b>Miscellaneous expenses</b>	\$ 4,500	\$ 5,350	\$ 4,568
<b>Travel and conferences</b>	\$ 4,400	\$ 8,800	\$ 9,240
<b>Computer, furniture and office equipment</b>	\$ 5,000	\$ 1,000	\$ 1,000
<b>Total expenses</b>	<b>\$ 302,154</b>	<b>\$ 526,110</b>	<b>\$ 551,316</b>
<b>Surplus (shortfall)</b>	<b>\$ 283,302</b>	<b>\$ (14,685)</b>	<b>\$ (20,391)</b>
<b>Add to or reduce Rainy Day fund (Reserve)</b>	<b>\$325,820</b>	<b>-\$14,685</b>	<b>-\$20,391</b>
Rainy Day Fund at end of year	\$325,820	\$311,135	\$290,744