

2013
Financial Plan for Start-up and Establishment
of
Someone To Tell It To

Counseling Ministry Services	\$100,000
To provide the professional services free of charge to those who are unable to pay (marriage counseling, grief and loss counseling, counseling for those affected by illness, counseling for those struggling with their faith, relationship counseling, etc.)	
Health insurance	\$ 10,000
Pension	\$ 10,000
Phone Services	\$ 1,000
To conduct counseling calls and tele-support groups	
Computers	\$ 2,000
To conduct counseling via email, Facebook and Skype	
Internet	\$ 1,000
To provide the online means to conduct counseling via social media and to post educational messages that provide hope, encouragement, inspiration and support	
Office furnishings and supplies (for whatever is not donated)	\$ 1,000
Desks, chairs, bookshelves, paper, printer cartridges, file cabinet, exterior building sign	
Meeting expenses	\$ 1,000
We meet people where they are and in environments that are safe for them – coffee shops, restaurants, etc., as well as meeting with board members and other potential donors	
Travel	\$ 1,500
For parking, tolls, expenses related to educational seminars and meeting with donors	
Office/rent	\$ 12,000
Local counseling location	
Education	\$ 500
Books, seminars, spiritual retreats	
Website	\$ 1,500
Maintenance and for posting of inspirational messages and blogs	
Insurance	\$ 2,500
Business and Professional Liability Insurance	
Fundraising	\$ 3,000
February 2, 2013 event featuring author Tim Madigan, author of	

I'm Proud of You: My Friendship with Fred Rogers

Registrations	\$ 500
Federal and State incorporation fees	
Advertising	\$ 1,000
Guidestar, Foundation Center, other non-profit entities	
Miscellaneous	\$ 1,000
Unanticipated contingency expenses	
Consultant fees	\$ 1,000
Accountant, Attorney, Web management	
TOTAL	\$150,000