

**SINERGIA ANIMAL**  
**BUDGET BREAKDOWN AND FUNDRAISING GOALS**

<b>Latin America FA Welfare - Corporate Commitments</b>	<b>USD</b>
Salaries (president + 3 full time campaigners in each country)	\$82 440.00
Digital campaigning (social media adds, sponsored petitions and	\$14 000.00
Travel	\$10 000.00
Direct Actions	\$10 000.00
Investigations	\$18 000.00
Others	\$1 500.00
Overhead	\$14 060.00
<b>Total</b>	<b>\$150 000.00</b>

<b>Donors</b>	<b>USD</b>	<b>Status</b>
Confidential	\$70 000.00	Will meet soon
Confidential	\$50 000.00	Confirmed
Confidential	\$30 000.00	Being written
<b>Total</b>	<b>\$150 000.00</b>	

<b>Colombia - Consumption Public Institutions - Meat Free Days</b>	
Full time consultant	\$19 200.00
Travel	\$6 000.00
Communications	\$1 800.00
Overhead	\$3 000.00
<b>Total</b>	<b>\$30 000.00</b>

<b>Donors</b>	<b>USD</b>	<b>Status</b>
Confidential	\$30 000.00	Negotiating
<b>Subtotal</b>	<b>\$30 000.00</b>	

<b>Latin America - Consumption Consumer campaign - 21 day</b>	<b>USD</b>
Salary (part-time consultant)	\$ 7 500.00
Mailchimp (email marketing)	\$ 120.00
Social media adds	\$ 2 080.00
Website	\$ 300.00
<b>Subtotal</b>	<b>\$ 10 000.00</b>

<b>Donors</b>	<b>USD</b>	<b>Status</b>
Confidential	\$5 000.00	Negotiating
Confidential	\$5 000.00	Being written
<b>Subtotal</b>	<b>\$10 000.00</b>	

<b>South East Asia - FA Welfare - Corporate Commitments</b>	<b>USD</b>
Salaries (two full time campaigners, one in each country)	\$29 760.00
Digital campaigning (social media adds, sponsored petitions and	\$6 000.00
Travel	\$7 000.00
Direct Actions	\$5 000.00
Investigations	\$5 000.00
Others	\$1 240.00

Overhead	\$6 000.00
<b>Subtotal</b>	<b>\$60 000.00</b>

<b>Donors</b>	<b>USD</b>	<b>Status</b>
Confidential	\$60 000.00	Under final approval
<b>Subtotal</b>	<b>\$60 000.00</b>	

<b>Extra staff and leadership</b>	
Global campaign director	\$36 000.00
Global fundraising director	\$36 000.00
Second campaigner Colombia	\$20 640.00
Second campaigner Argentina	\$20 640.00
Second campaigner Chile	\$20 640.00
Second campaigner Thailand	\$17 760.00
Second campaigner Indonesia	\$17 760.00
<b>Subtotal</b>	<b>\$169 440.00</b>

<b>Donors</b>	<b>USD</b>	<b>Status</b>
To be found	\$169 440.00	
<b>Subtotal</b>	<b>\$169 440.00</b>	

<b>Total budget/fundraising goal</b>	<b>\$419 440.00</b>
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