

incite magazine

Budget Presentation

2024-2025

October 20th 2024

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01

Introduction

Incite, our team, and our publication process



What is Incite?

- ★ McMaster University's *arts, creative writing, and culture magazine*, established in 1997.
- ★ A platform for creative expression in various mediums, including writing and visual arts.
- ★ Fosters a community of artists and writers from diverse academic backgrounds.
- ★ Each themed issue promotes collaboration between creatives, emphasizing honesty, creativity, and teamwork.
- ★ Students can see their work in print, free from submission fees or rejection concerns.

Our Leadership

Editor and Chief (Arts): Vereena Andrawes

Editor and Chief (Content): Aliyah Sumar & Misaal Mehboob

Layout Director: Naiha Ali

Communications Director: Christina Tam

Events Director: Jasmina Sharma

Treasurer: Peyton Whitehouse

Our Team

- ★ Content
 - Content Editors
 - Contributing Writers
- ★ Art
 - Art Managers
 - Contributing Artists
- ★ Layout
 - Layout Editors

Our Publication Process:

1. Theme is Selected
2. Pitch Form is Released
3. Brainstorming & Theme Planning Meetings
4. Collecting Student Submissions
5. Editing & Reviewing
6. Collating Written & Artistic Pieces
7. Layout Designing
8. Final Edits
9. Printing
10. Launch Event & Distribution

02

Progress in 2023-2024

Achievements, budget allocations



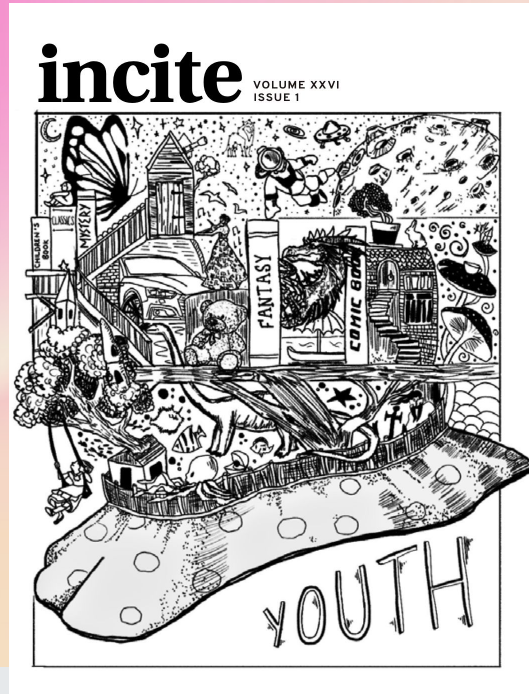
Last Years Progress

Youth (Volume 26, Issue 1)

- February 2024
- 800 copies
- 90 pages

Chaos (Volume 26, Issue 2)

- July 2024
- 500 copies
- 92 pages



Last Years Progress

Youth Launch Party

- ★ The launch party last semester received an overwhelmingly positive response, with many messages expressing appreciation for the event.
- ★ Approximately 60 attendees.

Social Media Engagement

- ★ 1029 followers on Instagram, 14.08% increase.

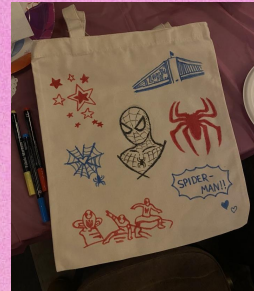
Mailing Magazines

- ★ Expanded our reach by mailing out 40 copies of *Chaos*, allowing us to connect with a broader audience and further share the magazine's impact.

Sticker Contest

- ★ Hosted a sticker contest to encourage creativity and student involvement.

Last Years Progress



2023-2024 Budget

Total Cash Available for the Year				
Carryover				
1	Beginning Balance (As of	\$		30,446.63
2	Outstanding Costs from	\$		-
Revenues				
Revenues: Non-Events		Projected	Actual	Comments
Funding Requested/Granted for 2023-2024		\$ 20,000.00		
Outstanding Funding from 2022-2023		-	\$ 29,413.36	Deposited on September 14 2023
Revenues: Events				
3	Total Revenues	\$ 20,000.00	\$ 29,413.36	
4	Total Cash Available for tl	\$ 50,446.63	\$ 59,859.99	

- ★ Beginning Balance of \$60k
- ★ Ending Balance of \$17k
- ★ Major Expenses
 - Printing costs: \$10,000 – \$15,000 per issue
 - Launch party: \$1,500, covering venue, food, activities, and promotional merchandise

Total Expenses for the Year				
Expenses				
Expenses: General				
	Issuu subscription	\$ 359.68	\$ 359.60	April 1 2024
	Bank service Fee	\$ 27.00	\$ 37.00	
	Adobe InDesign	\$ 456.00		
	May InDesign Fee and Reimbursement E-transfer Fee		\$ 34.89	May 3 2024
	June InDesign Fee and Reimbursement E-transfer Fee		\$ 34.89	June 4 2024
	Clubsfest Participation	\$ 60.00		Reimbursed during past academic year,
	Promotional merch for Clubsfest	\$ 500.00		
	Clubsfest Stickers and Reimbursement E-transfer Fee		\$ 316.39	August 18 2023
	Clubsfest Poster and Reimbursement E-transfer Fee		\$ 19.18	October 31 2023
	Wood Stamp and Reimbursement E-transfer Fee		\$ 28.58	November 21 2023
	Editorial Board and Staff Appreciation Indigo Gift Cards		\$ 735.00	April 25 2024
	Camera Development Costs and Reimbursement E-transfer Fee		\$ 109.45	June 18 2024
	Sticker Contest Winner Amazon Gift Card		\$ 25.00	July 2 2024
Expenses: Projects & Events				
Project 1				
	Issue Printing for Volume 25 Issue 2 Motion (2022-2023)	\$ 10,000.00	\$ 12,204.00	Cheque 001 (Issued November 1 2023, c
	Mailing Magazines and Reimbursement E-transfer Fee		\$ 25.72	January 22 2024
	Issue Printing for Volume 26 Issue 1 Youth	\$ 10,000.00	\$ 16,831.35	Cheque 002 (Issued February 12 2024, c
	Mailing Magazines and Reimbursement E-transfer Fee		\$ 55.83	April 22 2024
	Promotional merch	\$ 150.00		
	Lanyards for Launch Party		\$ 379.54	January 26 2024
	Tote Bags and Reimbursement E-transfer Fee		\$ 423.90	November 1 2023
	Reimbursement E-transfer Fee	\$ 450.00	\$ 171.50	February 14 2024
	Catering	\$ 300.00		
	Reimbursement E-transfer Fee		\$ 149.30	March 7 2024
	Reimbursement E-transfer Fee		\$ 446.04	February 14 2024
	Mic + lights and E-transfer Fee	\$ 400.00	\$ 198.75	February 12 2024
Project 2				
	Issue Printing for Volume 26 Issue 2 Chaos	\$ 10,000.00	\$ 9,774.50	Will be paid by cheque in mid July 2024.
	Promotional merch	\$ 150.00	-	
	launch party Venue @ 1280	\$ 450.00	-	
	Catering	\$ 300.00	-	
	Mic + lights	\$ 400.00	-	
Project 3- Brainstorming Events				
	Brainstorming meeting 1	\$ 50.00	\$ -	No funds spent.
	Brainstorming meeting 2	\$ 50.00	\$ -	No funds spent.
5	Total Expenses	\$ 34,102.68	\$ 42,360.41	
Ending Balance				
	Ending Balance (4-5)	\$ 16,343.95	\$ 17,499.58	
	Projected vs. Actual Vari		\$ 1,155.63	SURPLUS

03

2024-2025 Plans

Budget, recommendations, strategies



Issue Planning

Our first issue of Volume 27 is called "Dream"

- ★ Stage of issue:
 - Have collected all written and artistic submissions from student contributors.
 - Planning layout design for issue.
- ★ Anticipated launch date for "Dream": Friday, November 29th, 2024.

Launch Party @ the Phoenix

- ★ Short Introduction from Editorial Team.
- ★ Appetizers & Issue Distribution.
- ★ Karaoke & Board Games.
- ★ Dream Issue Trivia & Merch Prizes.

Budget Allocation

Total Cash Available for the Year			
Carryover			
1	Beginning Balance (As of July 17 2024)	\$	17,499.58
2	Outstanding Costs from Previous Year	\$	-
Revenues			
Revenues: Non-Events			
	MSU Funding Requested/Granted	\$	20,000.00
	Outstanding Funding from 2023-2024		\$ 30,757.13 Deposited on August 14th 2024
3	Total Revenues	\$	20,000.00 \$ 30,757.13
4	Total Cash Available for the Year (1-2+3)	\$	37,499.58 \$ 48,256.71

- ★ Beginning Balance: \$50,000
- ★ Projected Expenses: \$37,000
- ★ Planned Activities:
 - Printing of 2 issues this year.
 - Hosting 2 launch parties.

Total Expenses for the Year			
Expenses			
Expenses: General			
	Issuu subscription	\$	370.00
	Bank service fees	\$	40.00
	July Bank Service Fee	\$	3.00 July 31 2024
	August Bank Service Fee	\$	3.00 August 30th 2024
	September Bank Service Fee	\$	3.00 September 27th 2024
	Adobe InDesign	\$	500.00
	InDesign for Jan 2023 to July 2024 and Reimbursement Fee	\$	870.92 Receipts for reimbursement for these months of subscription Poster board materials + e-transfer fee.
	Clubfest participation	\$	60.00 \$ 80.00
	Promotional merchandise for ClubFest	\$	500.00 \$ 21.42
	Website Subscription	\$	954.87 Cost US\$684.28 for 2 year subscription at Wix.com
	1 Full locker rental	\$	61.00 Cost of locker + e-transfer fee. Paid on October 8th
Expenses: Projects & Events			
Project 1			
	Issue Printing for Volume 27 Issue 1	\$	16,000.00
	Mailing magazines	\$	200.00 \$ 295.46 25 envelopes & reimbursement e-transfer fee (\$65.69) + mailing 3 copies & reimbursement e-transfer fee (\$51.43) + mailing 12 copies &
	Promotional merchandise	\$	800.00
	Launch party venue	\$	200.00
	Launch party catering	\$	300.00
	Launch party mic and lights	\$	300.00
Project 2			
	Issue Printing for Volume 27 Issue 2	\$	16,000.00
	Mailing magazines	\$	200.00
	Promotional merchandise	\$	800.00
	Launch party venue	\$	200.00
	Launch party catering	\$	300.00
	Launch party mic and lights	\$	300.00
Project 3			
	Brainstorming meeting 1	\$	100.00
	Brainstorming meeting 2	\$	100.00
5	Total Expenses	\$	37,270.00 \$ 2,292.67
Ending Balance			
	Ending Balance (4-5)	\$	229.58 \$ 45,964.04
	Projected vs. Actual Variance	\$	45,734.46 SURPLUS

Additional Plans:

Website:

- ★ Collaborating with our art director to revamp the website for a fresh, engaging look.

Increasing Student Involvement:

- ★ Hosting another exciting sticker design contest.
- ★ Inviting students to help choose themes for upcoming issues.
- ★ Expanding event planning opportunities to foster more participation.

Collaborations:

- ★ Plan on partnering with *ToThegs* to showcase a fashion-inspired lookbook spread.

SRA Recommendations

04

Conclusions and Q&A

Summarizing, answering questions



Our Future

- ★ *Incite* serves as a platform for students to showcase their creativity and collaborate with fellow artists and writers.
- ★ Created by students for students, the magazine fosters a vibrant and inclusive creative community.
- ★ We aim to expand our initiatives and continue offering opportunities for student voices to be heard.
- ★ Our goal is to engage and inspire our audience with each issue.



incite

Thank You!

Do you have any questions?

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