



Budget Summary

DATE CREATED: 5/2/2022

DESCRIPTION: This budget is in reference to a production and distribution grant in the amount of \$200,000.00 USD from the Ford Foundation for The Adachi Project, a series of documentaries and moving-image works that illuminate powerful stories and unseen perspectives of the U.S. criminal legal system via the lens of public defenders and their clients, created by Even/Odd in partnership with the San Francisco Public Defender and Compound. The proposed Term of this grant is 24 months, with a start-date of May 1, 2022 and an end-date of April 30, 2024.

No.	Budget Category	Year 1 Estimate 5/1/2022 - 4/30/2023	Year 2 Estimate 5/1/2023 - 4/30/2024	Notes
Section A: Staff				
01	Partners	\$0.00	\$0.00	<i>in-kind services, approx 20/hrs week per partner</i>
02	Managing Producer	\$45,000.00	\$45,000.00	<i>part-time, annual</i>
03	Production Coordinator	\$20,000.00	\$20,000.00	<i>part-time, annual</i>
	Staff Subtotal	\$65,000.00	\$65,000.00	
Section B: Production & Post-Production (see definitions below)				
Short Films				
04a	Short Films - Production Costs*	\$120,000.00	\$120,000.00	<i>approx 4-6 films per year</i>
04b	Short Films - Post-Production Costs**	\$60,000.00	\$60,000.00	<i>approx 4-6 films per year</i>
360 Videos				
05a	360 Videos - Production Costs*	\$30,000.00	\$30,000.00	<i>up to 10 videos per year</i>
05b	360 Videos - Post-Production Costs**	\$20,000.00	\$20,000.00	<i>up to 10 videos per year</i>
	Production & Post-Production Subtotal	\$230,000.00	\$230,000.00	
Section D: Photojournalism Content				
06	Photojournalism Production	\$20,000.00	\$20,000.00	<i>approx 2-4 projects per year</i>
	Photojournalism Subtotal	\$20,000.00	\$20,000.00	
Section E: Exhibition & Distribution				
07	Exhibition Expenses	\$10,000.00	\$10,000.00	<i>digital media and event-based exhibition</i>
08	Communications & Marketing	\$20,000.00	\$20,000.00	<i>includes impact and public engagement campaigns</i>
09	Website Support & Social Media Management	\$10,000.00	\$10,000.00	<i>includes The Adachi Project primary website and project websites</i>
	Photojournalism Subtotal	\$40,000.00	\$40,000.00	
Grand Total		\$355,000.00	\$355,000.00	

Definitions

* *Production Costs: live action documentary production, including production team, director, cinematographer, camera crew, sound recording crew, grip & lighting crew, production assistants, equipment rentals, location fees, permitting, and other standard costs of documentary production. This does not include any costs for distribution, marketing, or exhibition of produced films.*

** *Post-Production Costs: documentary post-production from edit to finishing, including editor, editorial assistants, color grading, sound mix, motion graphics, subtitling, and other standard post-production costs. This does not include any costs for distribution, marketing, or exhibition of produced films.*