

Status: **Recommended with Modifications**

Financial Officer: Matthew Miller

APPLICATION SUMMARY

Application Summary	Budgeted	Requested	Recommended	Approved	Petitioned	Elected
APPLICATION TOTALS	\$(38,800.00)	\$35,500.00	\$21,073.50	\$21,073.50		
Undergraduate Special Fees		\$35,500.00	\$21,073.50	\$21,073.50		
6310 - Honoraria Fees	\$(18,000.00)	\$18,000.00	\$7,953.50	\$7,953.50		
6560 - Event Food	\$(4,000.00)	\$4,000.00	\$1,630.00	\$1,630.00		
7020 - Co-Sponsorship Expenses	\$(2,700.00)	\$2,500.00	\$2,500.00	\$2,500.00		
7060 - Programming Expenses	\$(1,800.00)	\$1,800.00	\$1,690.00	\$1,690.00		
7220 - Marketing Copies / Print Expenses	\$(2,000.00)	\$2,000.00	\$400.00	\$400.00		
7510 - Facilities Rental	\$(6,000.00)	\$6,000.00	\$5,700.00	\$5,700.00		
7730 - Car / Van Rental	\$(200.00)	\$200.00	\$200.00	\$200.00		
7740 - Accomodations	\$(800.00)	\$800.00	\$800.00	\$800.00		
7820 - Registration Expense	\$(200.00)	\$200.00	\$200.00	\$200.00		
[All Expense Total]	\$(38,800.00)					

QUESTIONS & ANSWERS

Have you applied for Special Fees in the past 3 years? If so, please detail the outcome of each attempt.

Yes, we have applied for Special Fees and were approved in all three attempts in 2008, 2009, and 2010. We have been approved as-is in the years prior to last, which modified our budget before going to the ballot. All budgets on record requiring a petition have been approved by the student body with the necessary amount.

If you applied for Special Fees last year, is there an increase in the amount you're seeking this year? If so, why?

We are seeking an increase past the inflation rate of our current budget for several reasons. If one analyzes the horizontal, annual trend of our Special Fees, it is easy to tell that our funding (especially for honoraria) has dwindled from our sufficiently higher amounts in previous years. This has not wiped out programming but it has forced an unhealthy reliance on co-sponsorship. For the future of the group, we would like to reinstate previous traditions such as the Freedom Fund Gala, a large-scale public fundraiser (though ours is a benefit) that happens nationwide for 2,200 NAACP units in the country. Though we may not have been given the largesse funding of our predecessors this year, we seek to reclaim our legacy with creative, widely relevant, independent events that go beyond our tenure this year.

Please define the services provided by your group with the Special Fee, as per the ASSU Constitution:

The mission of the National Association for the Advancement of Colored People is to ensure the political, educational, social, and economic equality of rights of all persons and to eliminate race-based discrimination.

Vision Statement: The vision of the National Association for the Advancement of Colored People is to ensure a society in which all individuals have equal rights without discrimination based on race. Objectives: The following statement of objectives is found on the first page of the NAACP Constitution – the principal objectives of the Association shall be:

- To ensure the political, educational, social, and economic equality of all citizens
- To achieve equality of rights and eliminate race prejudice among the citizens of the United States
- To remove all barriers of racial discrimination through democratic processes
- To seek enactment and enforcement of federal, state, and local laws securing civil rights
- To inform the public of the adverse effects of racial discrimination and to seek its elimination
- To educate persons as to their constitutional rights and to take all lawful action to secure the exercise thereof, and to take any other lawful action in furtherance of these objectives, consistent with the NAACP's Articles of Incorporation and this Constitution.

We accomplish these goals through awareness and non-partisan advocacy from our six committees on issues that affect disproportionately affect minority populations such as Education, Environmental Justice, Criminal Justice, Health, International Affairs, and Political Action. Stanford NAACP creates the next pipeline of campus leaders with our Frosh Intern Program, which pairs them in a specific committee based on an application. We also help build a social justice family with our NAACP Leadership Retreat, which sets vision and fosters high participation in a demanding calendar of events. Our chapter's excellence has been recognized by the NAACP as the 2009 California Chapter of the Year as well as the University as the 2007 recipient of the Dean's Award for Outstanding Student Organization.

How do you plan to publicize your events/programs to the greater Stanford community? Have you registered with Events at Stanford?

We use several methods: electronic mail, in-person, paper fliers, videography, and mailed invitations. It all depends on the event, which we do publicize through Events at Stanford. We also co-sponsor and invite others to co-sponsor our events which allows for quick dissemination of event awareness.

If you are an umbrella group, please list the groups for which you are applying for Special Fees, their ASSU account numbers, and contact information for their financial officers.

No, we are not.

Please list all: 1) assets, 2) reserves, 3) authorized and unauthorized non-ASSU bank accounts, 4) sources of funding other than Special

1) Assets:

6310 - Honoraria Fees (\$7,750.00)
 6560 - Event Food (\$2,800.00)
 7020 - Co-Sponsorship Expenses (\$7,500.00)
 7060 - Programming Expenses (\$1,800.00)
 7200 - General Marketing Expenses (\$300.00)
 7220 - Marketing Copies / Print Expenses (\$400.00)
 7420 - Equipment Rental (\$750.00)
 7510 - Facilities Rental (\$1,500.00)
 7710 - Travel Fares (\$250.00)
 7730 - Car / Van Rental (\$200.00)
 7740 - Accommodations (\$750.00)
 7820 - Registration Expense (\$500.00)

2) NAACP Reserves: \$15,042.86

3) No other accounts.

4) no other funding renewed but \$11.54 in a Stanford Fund account.

What are the three largest line item requests in your budget and why?

Honoraria, Event food, and Facilities Rental are the three biggest line items and there are several reasons why.

As you will see in the question following this, we have several events that seek to both educate and inspire the Stanford community to action and service. Speaker series and/or panel discussions with well-known speakers accomplish this goal on a large scale and therefore, honoraria is often upwards of \$3,000, which includes travel and accommodations. We have six active committees and the \$18,000 honoraria line item would only give all of them an equal chance at attracting knowledgeable figures. This year, we attracted Michelle Alexander (\$7,000 with flights/hotel), Dr. Mae Jemison (\$5,000), currently securing either Danny Glover or Wyclef Jean (both at least \$5,000), and a panel group of Robb Kapla, Jessica Tovar, and NAACP Climate Justice Director Jacqui Patterson (\$1,000 at \$250.00 each), which totals \$18,000. Our line-up is typical for our chapter and less than who we were originally capable of bringing (i.e. Anderson Cooper and Ben Jealous). It is important to note that the panel was restricted to a mere \$250.00 payment because we were not able to approve their honoraria prior to securing the larger speakers. This is both demeaning to the speakers and slightly embarrassing for our chapter, but the ASSU can change this approach with this increase for next year. Secondly, this increase will allow them to focus on quality of the event without needing to seek additional monetary co-sponsors but rather supporters who will enjoy our service to the community.

Regarding Event Food, there are several reasons for \$4000. The smaller events that we put on are often reliant on food to foster comfortable, candid conversation about often unsettling social dilemmas in environment, international affairs, health, politics, and crime. For a quarterly General Body Forum with an average of 50-70 attendees at a \$3 is \$630. But secondly, we have a tradition of hosting a large-scale Freedom Fund Gala, which are evening time in spaces that require catering (i.e. Faculty Club, Tresidder, Cantor). At catering of \$30 per head for at least 100 people, this event alone could use up the remaining \$3,370. This \$4,000 is in fact right within range to cover our events.

Lastly, for Facilities Rentals, we believe \$6,000 would be sufficient. We have grouped our technician needs, janitorial needs, ELS needs, labor fees charged by auditoria and discretionary fees charged by Faculty Club for simple usage. Technicians cost \$80 per hour and since we do up to 10 multi-hour events in the year (assuming 2 hours), it would be \$1,600. We rent over 30 tables for the events Voter Registration and Freedom Fund Gala (the latter including table clothes as well) which is $8 \times 30 = \$240$. Though labor is not easy to define, we at least know we'll need 5 hours of \$61 Event Crew labor for Freedom Fund would be \$305. This is just partial analysis of events that are annual and the costs are already at \$2,045. But as established before, we do both annual and dynamic events with non-recurring events requiring janitorial in academic spaces (i.e. Cinema Screening) and more.

What is the average attendance at your events?

70 people on average with much variance.

What events/programs does your group hold throughout the year for the Stanford Community?

Due to the nature of our social justice mission, many of our events mirror the dynamic nature of the movement but several others are mainstays. Our staple programs have been the campus-wide and community service collaboration "Know Before You Go" Voter Registration Campaign, our quarterly General Body Forums, the Winter Freedom Fund Gala, Black Plaza co-sponsorship, State/National Conventions (open to non-core members), and a Black Liberation Month Cinema Screening of an NAACP Image Award's Top 100 Films as well as a panel and co-sponsorships. We have our Health Committee's Spring Fair and NAACP Anniversary Events, such as Centennial Celebration in 2009 and our Chapter's Ten Year in 2011.

Our dynamic events have been our Political Awareness Forum (Prop 19 in 2010), Environmental Justice Forum (BP Oil Spill in 2011), The "[Blank] at Stanford" Documentary Series in Education Committee (2011), High School Traveling Political Workshop (2010), Health Field Day at Ronald McNair Academy (2011), Criminal Justice Forum (featuring ACLU/Stanford Law School's Michelle Alexander - 2011).

Co-sponsorship and partnership-wise, we are members of the Green Alliance for Innovative Action, where we contribute to the vision of the Spring Sustainability Festival (2009-10). We are the only student group co-sponsoring AAAS/CSRE Department's prestigious St. Clair Drake Lecture featuring NASA Astronaut Dr. Mae Jemison (2011) and previous years (Valerie Jarrett - 2010).

Why are you requesting Special Fees?

In short, because we need more than \$7,000 to continue making a difference on campus and beyond, which is all that the General Fees would provide our group. We have traditionally had all of our needs met by the ASSU, who we, in turn, serve with our programming. Therefore, we do not sought to renew Stanford Fund sponsorship for the last 4 years.

BUDGET DETAIL

		Budgeted	Requested	Recommend	Approved	Petitioned	Elected
Black Graduation Co-Sponsorship		\$(1,500.00)	\$1,500.00	\$1,500.00	\$1,500.00		
The NAACP will continue its role of supporting Black Graduation, held yearly by the Black Community Services Center.							
Location:	Stanford	Contact:		Attendance:			
Url:							
7020	<i>Co-sponsorship funds to be used towards equipment rentals and food up to \$1500.</i>	\$(1,500.00)	\$1,500.00	\$1,500.00	\$1,500.00		
Co-Sponsorship Expenses (Undergraduate Special Fees/Annual)							
Black Plaza Co-Sponsorship		\$(1,200.00)	\$1,000.00	\$1,000.00	\$1,000.00		
NAACP is an organization focused on the improvement of disadvantaged communities. As such, the Stanford chapter of NAACP has been a supporter of Black Plaza, the annual event held in White Plaza that gives exposure to African/African-American volunteer and service organizations, promoting these organizations to the entire Stanford community. The event is a student favorite and very heavily attended each and every year.							
Location:		Contact:		Attendance:			
Url:							
7020	<i>Co-sponsorship for annual Black Plaza Event. Funds towards food and equipment rental up to \$1000.</i>	\$(1,200.00)	\$1,000.00	\$1,000.00	\$1,000.00		
Co-Sponsorship Expenses (Undergraduate Special Fees/Annual)							
NAACP Gala		\$(5,000.00)	\$5,000.00	\$3,700.00	\$3,700.00		
A large scale dinner/ gala to commemorate the NAACP Centennial. This will be a formal event on a off-campus location. The gala are a common event done by NAACP units all across the country. Students will be able to attend for free, while off-campus students will be charged with a fee.							
Location:		Contact:		Attendance:		200(total)	
Url:		Autumn Williams				UG: 100 Staff: 40 Grad: 10 Other: 50	
6560	<i>Catered food at the facilities which is required.</i>	\$(2,000.00)	\$2,000.00	\$1,000.00	\$1,000.00		
Event Food (Undergraduate Special Fees/Annual)							
7510	<i>Freedom Fund Gala is a public event that accommodates 100-150 attendees for an evening in usually Cantor, Faculty Club, or Tresidder and a private session with guest speaker/donors, which is two facilities.</i>	\$(3,000.00)	\$3,000.00	\$2,700.00	\$2,700.00		
Facilities Rental (Undergraduate Special Fees/Annual)							
NAACP Leadership Retreat		\$(1,800.00)	\$1,800.00	\$1,690.00	\$1,690.00		
An opportunity for the new leadership of the Stanford NAACP to disseminate planning materials, set protocol, and create year-long calendar of committee events.							
Location:		Contact:		Attendance:		15(total)	
Url:						UG: 15 Staff: 0 Grad: 0 Other: 0	
7060	<i>An opportunity for new leadership to set vision, create goals, and vet ideas from all committees for our annual calendar. Would pay for facility rental, lodging, and meals for 40-person core.</i>	\$(1,800.00)	\$1,800.00	\$1,690.00	\$1,690.00		
Programming Expenses (Undergraduate Special Fees/Annual)							
NAACP National Convention		\$(800.00)	\$800.00	\$800.00	\$800.00		
Civil rights advocacy training in areas like health, education, criminal justice, housing, international affairs, legal advocacy, economic empowerment and political action. For the past several years the chapter has not been in full compliance because of it has not been able to attend the national convention. As a result we have been able to receive only minimal resources through the national office.							
Location:	Detroit	Contact:		Attendance:			
Url:							
7740	<i>Accommodations for 4 Chapter Delegates: President, Vice President, and 2 Executive Officers will pay for air fare round trip to participate in the National Convention. Supplementing hotel room costs.</i>	\$(800.00)	\$800.00	\$800.00	\$800.00		
Accommodations (Undergraduate Special Fees/Annual)							
Yearly Expenses		\$(25,400.00)	\$25,400.00	\$12,383.50	\$12,383.50		
NAACP national and state expenses/dues for the unit to exist.							
Location:		Contact:		Attendance:		(total)	
Url:						UG: Staff: Grad: Other:	
		Budgeted	Requested	Recommend	Approved	Petitioned	Elected

		Budgeted	Requested	Recommend	Approved	Petitioned	Elected
Yearly Expenses		\$(25,400.00)	\$25,400.00	\$12,383.50	\$12,383.50		
NAACP national and state expenses/dues for the unit to exist.							
Location:	Contact:				Attendance:	(total)	
Uri:						UG:	Staff:
						Grad:	Other:
		Budgeted	Requested	Recommend	Approved	Petitioned	Elected
6310	<i>Each of our six committees bring a speaker to their events in addition to core-wide events with departments (such as AAAS/CSRE St. Clair Drake Lecture) and our 4-5 general body forums. Honoraria ranges from \$3,000-7,000 for larger scale, high-caliber speaker events and \$250-2,000 for intimate events.</i>	\$ (18,000.00)	\$ 18,000.00	\$ 7,953.50	\$ 7,953.50		
Honoraria Fees (Undergraduate Special Fees/Annual)							
			10,000				
6560	<i>Food for quarterly campus-wide debate forums for the general community to attend or "general body forums" (Not meeting food) and other non-recurring event food. Usually 4-5 forums/year, averaging in around \$300-\$350 for food. # of Attendees = 60-80.</i>	\$ (2,000.00)	\$ 2,000.00	\$ 630.00	\$ 630.00		
Event Food (Undergraduate Special Fees/Annual)							
7220	<i>\$2000 for our six committee's various printing expenses. NAACP organizes several events during the year and need printings.</i>	\$ (2,000.00)	\$ 2,000.00	\$ 400.00	\$ 400.00		
Marketing Copies / Print Expenses (Undergraduate Special Fees/Annual)							
7510	<i>General facilities rentals for non-recurring events organized by NAACP members/core; this includes required janitorial services, technician fees, and other materials such as lecterns, AV equipment.</i>	\$ (3,000.00)	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00		
Facilities Rental (Undergraduate Special Fees/Annual)							
7730	<i>Reimbursement for Haas van rentals for NAACP Leadership Retreat and the car rentals to pick up event speakers.</i>	\$ (200.00)	\$ 200.00	\$ 200.00	\$ 200.00		
Car / Van Rental (Undergraduate Special Fees/Annual)							
7820	<i>Funds for our chapter registration to stay in compliance with the National Office.</i>	\$ (200.00)	\$ 200.00	\$ 200.00	\$ 200.00		
Registration Expense (Undergraduate Special Fees/Annual)							
APPLICATION TOTALS		\$(35,700.00)	\$35,500.00	\$21,073.50	\$21,073.50		

ACCOUNT BALANCES

Account		Balance
2-6370-1-0-2800	STANFORD NAACP	\$5.07
2-6370-1-0-2830	ST NAACP - STANFORD FUND	\$11.54
2-6370-1-0-9010	ST NAACP O/S PURCHASE ORDER	\$0.00
2-6370-2-5-6310	ST NAACP SPEC FEE HONORARIA FEES	\$2,250.00
2-6370-2-5-6560	ST NAACP SPEC FEE EVENT FOOD	\$114.25
2-6370-2-5-7020	ST NAACP SPEC FEE COSPONSORSHIP EXP	\$4,110.00
2-6370-2-5-7060	ST NAACP SPEC FEE PROGRAMMING EXP	\$1,600.00
2-6370-2-5-7090	ST NAACP SPEC FEE PRIOR YEAR EXP	-\$175.00
2-6370-2-5-7220	ST NAACP SPEC FEE MKTG COPIES/PRINT EXP	-\$50.00
2-6370-2-5-7420	ST NAACP SPEC FEE EQUIP RENTAL	\$750.00
2-6370-2-5-7510	ST NAACP SPEC FEE FACILITIES RENTAL	\$1,550.00
2-6370-2-5-7710	ST NAACP SPEC FEE TRAVEL FARES	\$207.68
2-6370-2-5-7740	ST NAACP SPEC FEE ACCOMODATIONS	\$750.00
2-6370-2-5-7820	ST NAACP SPEC FEE REGISTRATION EXP	\$200.00
2-6370-9-0-2820	ST NAACP RESERVE	\$15,042.86