

Status: **Recommended with Modifications**

Financial Officer: Kelly-Ann Lee

APPLICATION SUMMARY

Application Summary	Budgeted	Requested	Recommend	Approved	Petitioned	Elected
APPLICATION TOTALS	\$(19,860.00)	\$9,790.00	\$6,000.00	\$6,000.00		
Undergraduate Special Fees		\$9,790.00	\$6,000.00	\$6,000.00		
5760 - Event Services	\$(1,700.00)	\$850.00	\$850.00	\$850.00		
6560 - Event Food	\$(860.00)	\$430.00	\$430.00	\$430.00		
7080 - Event Supplies Expenses	\$(3,300.00)	\$1,650.00	\$1,650.00	\$1,650.00		
7120 - Phone	\$(2,100.00)	\$1,050.00	\$1,050.00	\$1,050.00		
7150 - Office Supplies	\$(660.00)	\$330.00	\$330.00	\$330.00		
7200 - General Marketing Expenses	\$(10,960.00)	\$5,480.00	\$1,690.00	\$1,690.00		
[All Expense Total]	\$(19,860.00)					

QUESTIONS & ANSWERS

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

Yes, and we have been successful each time. Each year that we have applied for Special Fees and been on the ballot, we have been one of the most highly approved student groups on campus. Last year, we were the most highly approved student group on the ballot, with a 96% approval rate. Two years ago, we were also successfully approved by voters for funding. Three years ago (Spring 2015), we had a 93.47% approval rating from voters.

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

No, the amount requested this year is exactly the same as for the 2017-2018 budget.

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

We offer free, anonymous 24/7 peer counseling year-round (except for University holidays) to Stanford campus and its affiliates. We are trained in how to listen and guide people towards solving their current problems. We also maintain records on a number of resources if counselees could benefit from referrals. We work with Vaden, the UAR, and ResEd to streamline the referral process if necessary. We also offer 2 courses, EDUC193A and EDUC193P, which train people in how to counsel at The Bridge and how to handle various problems people may come into The Bridge for. We organize Wellness Week, which is a week-long series of events focused on starting conversations on campus about mental health and de-stigmatizing mental illness.

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

General Marketing Expenses- to effectively support mental health on campus, people need to be aware of the services we provide. Through publicity items and programming events, people not only learn about The Bridge as a mental health resource but also learn how to get involved with us as a service organization. All of this finding goes towards publicity items such as shirts, pens, and stickers that have the Bridge phone number and are distributed around campus. Phone- Counseling via phone is a key service we provide the Stanford campus. This money goes toward our monthly phone bill. Event Supplies- Wellness Week, which is a week-long series of events centered around starting conversations about mental health and de-stigmatizing reaching out for help. It includes events such as a collaborative mural in White Plaza, a petting zoo, and distributing rubber ducks with the Bridge phone number.

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

We publicize through items like shirts, stickers, and hats with the Bridge phone number, word of mouth, flyers, announcements at dorm meetings, and tabling events. We are registered and plan to use Events @ Stanford to publicize Wellness Week. However, most of our events, such as listening workshops, are run individually (i.e. without collaborating with a University office) and have not been large enough to warrant publicity through that office.

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.

N/A

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

1) Assets: \$44,847.46: This mainly consists of our Special Fee Reserves and the money in our 2800 account. The \$30,175.22 in our 2800 account originates from when the Bridge was funded through the Spring Faire. Because the Bridge runs out of Rogers House, it is important that we have these funds as a rainy-day account for sudden expenditures (like house maintenance) that may arise over the course of the year. 2) Reserves: \$5,385.19: Our reserves have mainly accumulated due to a few things. During the 2013-2014 school year, no one filled the role of publicity designer so our publicity output was significantly hampered. This year and next year, we once again have a person dedicated to the position. Additional leadership changes over the past years, specifically the constant change in Wellness Week coordinators, has contributed to accumulation of reserves. This year, greater collaboration between FO and the Wellness Week coordinator will eliminate this problem. 3) None 4) We accept donations and occasionally receive them. Donations are given to the gift processing center and placed in our 2800 account. Donations are not typical and are not a steady source of funding.

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

Our main service is 24/7 counseling in person and over the phone, year-round (except for university holidays). We also run two classes, EDUC193A and EDUC193P, each quarter every year. We also hold open houses and NSO/Admit weekend open houses. Wellness Week is the largest single event that the Bridge orchestrates, and it serves to start conversations about mental health and help de-stigmatize talking about mental health issues and personal struggles among the entire student body. It includes events such as a collaborative mural where students can illustrate how they feel, a Wellness Resources Fair featuring wellness groups on campus, and a petting zoo in White Plaza.

What is the average attendance at your events?

Our main service provided for the Stanford campus are counsels, both in person and via phone. In a given year, we have around 400 counsels. Other events include publicity and wellness events, which have variable attendance. Wellness events can be small open houses or study breaks with about 20 people or large events like Wellness Week where we see almost a thousand people over the entire week.

Why are you requesting Special Fees?

As a 24/7 peer counseling center, we incur a number of fees throughout the year. Special Fees help us maintain our two phone lines, which we use to provide counseling. They help us increase campus awareness of our presence and services through publicity like tabling and distributing shirts with our phone number and events such as Wellness Week.

BUDGET DETAIL

		Budgeted	Requested	Recommen	Approved	Petitioned	Elected
Non Event-Specific		\$(9,790.00)	\$9,790.00	\$6,000.00	\$6,000.00		
		Budgeted	Requested	Recommen	Approved	Petitioned	Elected
5760	<i>For purchasing items used in mental wellness events, especially Wellness Week -- a week-long series of events centered around starting conversations about mental health and wellness, providing both short and long-term coping mechanisms, and de-stigmatizing reaching out for help. Specifically, on the last day of Wellness Week, we typically hold a resource fair featuring different wellness-minded groups on campus (\$200 for tables/chairs rental) as well as a petting zoo and the extra insurance required (\$644).</i>	\$(850.00)	\$850.00	\$850.00	\$850.00		
Event Services (Undergraduate Special Fees/Annual)							
6560	<i>Food for Bridge Open Houses: past open houses usually bring around 20-30 people to the Bridge. 3 open houses x 30 people/event x \$2 in snacks/person (\$180). Snacks to distribute during Wellness Week events like hot chocolate and Cream during our Upending Duck Syndrome Day (\$250) where we expect to talk to at least 80 people.</i>	\$(430.00)	\$430.00	\$430.00	\$430.00		
Event Food (Undergraduate Special Fees/Annual)							
7080	<i>For purchasing items used in mental wellness events, especially Wellness Week -- a week-long series of events centered around starting conversations about mental health and wellness, providing both short and long-term coping mechanisms, and de-stigmatizing reaching out for help. Last year's planned events include the following, and next year's will be approximately the same cost. There will be some variation in the events and the types of supplies necessary for each, based on the ideas and goals of current staffers. Monday: Collaborative Collage event (~\$80). Tuesday: "Beating Duck Syndrome" Event where we turn duck syndrome on its head by writing our stressors and fears on the bottom of rubber ducks, which we will then float in The Claw fountain to remind people that they are not alone (\$485). Also, a cookie decorating event will take place later in the day where we help students de-stress by decorating and eating cookies (\$150). Wednesday: Catharsis day, where stude</i>	\$(1,650.00)	\$1,650.00	\$1,650.00	\$1,650.00		
Event Supplies Expenses (Undergraduate Special Fees/Annual)							
7120	<i>Covers the cost of running 2 phone lines for Bridge counsels over the course of the year. Phone bill varies, and ranges from \$79 to \$86.85/month for 12 months. Phone service is essential to delivering our service to the student body, as the majority of our counsels are over the phone.</i>	\$(1,050.00)	\$1,050.00	\$1,050.00	\$1,050.00		
Phone (Undergraduate Special Fees/Annual)							
7150	<i>Office supplies for Rogers House that are used by our Educ193A class sections and staffers and are restocked quarterly, such as printer ink (\$60), printing paper (\$30), and pens/pencils/white boards/white board markers (\$20). While we may purchase a different number of each item type next year, the overall costs will be the same (\$110 total per quarter).</i>	\$(330.00)	\$330.00	\$330.00	\$330.00		
Office Supplies (Undergraduate Special Fees/Annual)							

		Budgeted	Requested	Recommen	Approved	Petitioned	Elected
Non Event-Specific		\$(9,790.00)	\$9,790.00	\$6,000.00	\$6,000.00		
		Budgeted	Requested	Recommen	Approved	Petitioned	Elected
7200	<i>Purchase a variety of publicity items such as shirts, tank tops, sweat-shirts, stickers, pens, and hats that are distributed around campus and advertise the Bridge's phone number, location, and counseling services to the student body. For this year, the costs are shirts and tank tops (\$1500 each; purchased twice a year), sweat-shirts (\$1500; purchased once), stickers (\$300, purchased once), and pens (\$550; purchased once). While we may purchase slightly different items (e.g. hats instead of t-shirts) or a different number of items of each type next year, the overall total cost will be the same. Additionally, flyers that advertise the Bridge's phone number and counseling services to be posted throughout campus, but especially in freshman dorms, during each quarter (\$70 x3). Flyers advertising Wellness Week, a week-long series of events dedicated to de-stigmatizing mental health and encouraging more conversations about mental wellness around campus (\$70).</i>	\$(5,480.00)	\$5,480.00	\$1,690.00	\$1,690.00		
APPLICATION TOTALS		\$(9,790.00)	\$9,790.00	\$6,000.00	\$6,000.00		

ACCOUNT BALANCES

Account		Balance
2-8801-1-0-2800	THE BRIDGE	\$28,366.56
2-8801-2-5-5760	BRIDGE SPEC FEE EVENTS SERVICES	\$0.00
2-8801-2-5-6560	BRIDGE SPEC FEE EVENT FOOD	\$0.00
2-8801-2-5-7120	BRIDGE SPEC FEE PHONE	\$0.00
2-8801-2-5-7150	BRIDGE SPEC FEE OFFICE SUPPLIES	\$0.00
2-8801-2-5-7200	BRIDGE SPEC FEE GEN MKTG EXP	\$0.00
2-8801-2-5-7220	BRIDGE SPEC FEE MKTG COPIES/PRINT EXP	\$0.00
2-8801-9-0-2820	BRIDGE RESERVE	\$6,647.33