

Status: **Recommended As-is**

Financial Officer: Lauren Kwa

APPLICATION SUMMARY

Application Summary	Budgeted	Requested	Recommend	Approved	Petitioned	Elected
APPLICATION TOTALS	\$(10,055.00)	\$9,790.00	\$9,790.00			
Undergraduate Special Fees		\$9,790.00	\$9,790.00			
5760 - Event Services	\$(2,500.00)	\$2,500.00	\$2,500.00			
6560 - Event Food	\$(430.00)	\$430.00	\$430.00			
7120 - Phone	\$(1,050.00)	\$1,050.00	\$1,050.00			
7150 - Office Supplies	\$(450.00)	\$450.00	\$450.00			
7200 - General Marketing Expenses	\$(5,210.00)	\$5,200.00	\$5,200.00			
7220 - Marketing Copies / Print Expenses	\$(315.00)	\$160.00	\$160.00			
[All Expense Total]	\$(10,055.00)					

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 except for two years ago. 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 (Spring 2015), we had a 93.47% approval rating from voters. The year before (2014-2015), we did not receive Special Fees because we were one of the groups chosen to subsist on reserves and general fees during the 2014-2015 school year due to budget constraints affecting all student groups. Three years ago during Spring 2013, we had a 91.88% 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?

Our budget the last time we applied for Special Fees was \$9400. This year we are applying for \$9790, which is a 4.15% change. The increase is primarily due to a slight increase in our intended publicity budget (General Marketing Expenses and Marketing Copies/Print Expenses) so that more students know about the Bridge's 24/7 anonymous and confidential counseling services. There is also a slight increase in our office supplies budget due to a larger than expected course enrollment in our Educ193A class from the typical 40 most quarters to 55 during this past winter quarter. In order to keep the number of people in each section low, we want to have more sections available, meaning that we need to use more office supplies (paper, pens, pencil, markers). Furthermore, we have gained more and more staffers the past few years, which allows us to have more than one staffer on shift at a time. However, this does require more office supplies like pens, pencils, printer ink, and printer paper that we have available in our on-call room.

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 destigmatizing mental illness.

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 and stickers with the Bridge phone number, word of mouth, fliers, 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: \$49,831.22 : This mainly consists of our Special Fee Reserves and the money in our 2800 account. The \$38,122.95 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: \$7,107.89: Our reserves have mainly accumulated over the past 3 school years due to two things. During the beginning of the 2012-2013 school year, our monthly phone bill suddenly dropped significantly (\$336.90 per month to \$86.86 per month). 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. 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 (none in the past 2 years) and are not a steady source of funding.

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.

Events Services- Wellness Week, which was 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.

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.

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 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. 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.

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	\$9,790.00			
		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. This year's planned events include the following, and next year's will be approximately the same cost. There will be some variation in events for variety's sake. Monday: "Talk to me about anything" couch in White Plaza and collaborative collage (\$200). Tuesday: Turn Duck Syndrome on its head by writing our stressors and fears on the bottom of rubber ducks, which will be placed throughout campus to remind people that they are not alone (\$600). Wednesday: Catharsis Day in White Plaza with pi&#241;atas and balloon popping (\$350) Thursday: Have people contribute to a group painting in White Plaza to have people focus on feelings and their expression (\$300). At night, do a screening of Inside Out with pop</i>	\$(2,500.00)	\$2,500.00	\$2,500.00			
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 20 people/event x \$3 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			
Event Food (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 is \$86.85 per month.</i>	\$(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 sections and staffers and are restocked quarterly, such as printer ink (\$100), printing paper (\$30), and pens/pencils/white board markers (\$20). While we may purchase a different number of each item type next year, the overall costs will be the same (\$150 total per quarter).</i>	\$(450.00)	\$450.00	\$450.00			
Office Supplies (Undergraduate Special Fees/Annual)							
7200	<i>Purchase of a variety of publicity items such as shirts, tank tops, sweat-shirts, stickers, and pens 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 different slightly different items (e.g. V-necks rather than T-shirts) or different number of items of each type next year, the overall total cost will be the same.</i>	\$(5,200.00)	\$5,200.00	\$5,200.00			
General Marketing Expenses (Undergraduate Special Fees/Annual)							
7220	<i>Flyers that advertise the Bridge's phone number and counseling services to be posted throughout campus, but especially in freshman dorms, during each quarter (\$40 x3). Flyers advertising Wellness Week, a week-long series of events dedicated to destigmatizing mental health and encouraging more conversations about mental wellness around campus (\$40).</i>	\$(160.00)	\$160.00	\$160.00			
Marketing Copies / Print Expenses (Undergraduate Special Fees/Annual)							
APPLICATION TOTALS		\$(9,790.00)	\$9,790.00	\$9,790.00			

ACCOUNT BALANCES

Account		Balance
2-8801-1-0-2800	THE BRIDGE	\$32,354.44
2-8801-2-5-5760	BRIDGE SPEC FEE EVENTS SERVICES	\$1,175.76
2-8801-2-5-6560	BRIDGE SPEC FEE EVENT FOOD	\$263.72
2-8801-2-5-7060	BRIDGE SPEC FEE PROGRAMMING EXPENSES	\$0.00
2-8801-2-5-7120	BRIDGE SPEC FEE PHONE	\$410.80
2-8801-2-5-7150	BRIDGE SPEC FEE OFFICE SUPPLIES	\$434.15
2-8801-2-5-7200	BRIDGE SPEC FEE GEN MKTG EXP	\$3,385.00
2-8801-2-5-7220	BRIDGE SPEC FEE MKTG COPIES/PRINT EXP	\$14.06
2-8801-9-0-2820	BRIDGE RESERVE	\$4,314.33