
Trabajo Final de Máster

b.hive: art community

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FINAL PROJECT ANNEX 2021

*Master's Degree in Arts
and Cultural Management*



UIC
barcelona

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WE BRING ART TO THE PEOPLE.

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LIBERACIÓN GENERAL DE RESPONSABILIDAD

I. LAS PARTES. Esta Exención General de Responsabilidad ("Exención") se realiza este _____, 20__ es por y entre:

Autorizador: b.hive (alias B.Hive) con una dirección postal de Carrer del Teide, 26, 08031 Barcelona, Spain ("Liberador"), y

Liberado: _____ con una dirección postal de _____ ("Liberado").

II. EVENTO DE RESPONSABILIDAD. Bajo los términos de esta Exención y la suficiencia de la cual se reconoce por la presente, el Exonerante libera y libera para siempre al Exonerado de: _____ ("Responsabilidad").

POR LO TANTO, bajo los términos de este Acuerdo y la suficiencia de los cuales se reconoce por el presente, por la presente libera y despide para siempre al Liberado, incluidos sus agentes, empleados, sucesores y cesionarios, y sus respectivos herederos, representantes personales, afiliados, sucesores y cesionarios, y cualquier y todas las personas, firmas o corporaciones responsables o que puedan ser reclamadas como responsables, ya sea que se mencionen o no en este documento, ninguna de las cuales admite responsabilidad alguna ante el abajo firmante, pero todos niegan expresamente la responsabilidad, de todos y cada uno de los reclamos, demandas, daños, acciones, causas de acción o demandas de cualquier tipo o naturaleza, que ahora tengan o puedan tener en el futuro, que surjan de o de alguna manera se relacionen con todas y cada una de las lesiones y daños de cualquier tipo, tanto a personas como a la propiedad, y también a cualquier y todas las lesiones y daños que puedan desarrollarse en el futuro, como resultado o de alguna manera relacionados con la Responsabilidad.

III. PAGO. Como parte de este comunicado, las partes acuerdan: (marque uno)

- Sin pago por parte del Liberador al Releasor.
- Un pago de € _____ por parte del Liberado al Releasor.

Queda entendido y acordado que esta Liberación se realiza y recibe en total y completa liquidación y satisfacción de las causas de acción, reclamos y demandas aquí mencionadas; que este comunicado contiene el acuerdo completo entre el cedente y el liberador; y que los términos de este comunicado son contractuales y no meramente un considerando.

IV. EFECTO VINCULANTE. Este Relevo será vinculante para el abajo firmante y sus respectivos herederos, albaceas, administradores, representantes personales, sucesores y cesionarios.

Firma del liberador: _____ Fecha _____

Nombre en letra de imprenta: _____

Firma del liberado: _____ Fecha _____

Nombre en letra de imprenta: _____

FORMULARIO DE LIBERACIÓN DE MEDIOS

Yo, _____, otorgo permiso a _____, en adelante conocido como los "Medios de comunicación" para usar mi imagen (fotografías y / o video) para su uso en publicaciones de medios que incluyen:

(Marque todo lo que corresponda)

- Videos - Envíos por correo electrónico - Folletos de reclutamiento - Boletines informativos - Revistas - Publicaciones generales - Sitio web y / o afiliados - Otro: _____

Por la presente, renuncio a cualquier derecho de inspeccionar o aprobar las fotografías terminadas o el material electrónico que pueda usarse junto con ellos ahora o en el futuro, ya sea que conozca o desconozca ese uso, y renuncio a cualquier derecho a regalías u otra compensación que surja de o relacionado con el uso de la imagen.

Escriba sus iniciales en el párrafo siguiente que sea aplicable a su situación actual:

_____ - Tengo 20 años de edad o más y soy competente para contratar en mi propio nombre. He leído este comunicado antes de firmar a continuación y comprendo completamente el contenido, el significado y el impacto de este comunicado. Entiendo que soy libre de abordar cualquier pregunta específica relacionada con este comunicado enviando esas preguntas por escrito antes de firmar, y acepto que mi incumplimiento se interpretará como una aceptación libre y con conocimiento de los términos de este comunicado.

_____ - Soy el padre o tutor legal del niño mencionado a continuación. He leído este comunicado antes de firmar a continuación y comprendo completamente el contenido, el significado y el impacto de este comunicado. Entiendo que soy libre de abordar cualquier pregunta específica relacionada con este comunicado enviando esas preguntas por escrito antes de firmar, y acepto que mi incumplimiento se interpretará como una aceptación libre y con conocimiento de los términos de este comunicado.

Fecha de firma: _____

Nombre (en letra de imprenta): _____

Habla a: _____

Firma del padre o tutor legal: _____
(si es menor de 20 años)

FINANCIALS - SET-UP COSTS

Our set-up costs are quite low simply because we have no overhead and our expenses in the first year (2021) will be only workshop materials that we cannot source for free from donation. Please note that each explanation below corresponds to its category on the "Set-Up Costs" spreadsheet on the following page.

Setting Up the Business:

Business registration - €38.51 to register ourselves as an association in Spain

Domain name registration - €24.95 per year

Insurance premiums & legal fees - €129 for a year of business insurance (€10.75 monthly) (<https://tucorreduriadeseguros.com/responsabilidad-civil-asociaciones-clubs/>)

Banking fees - expected to total €12 monthly

Setting up the Premises:

Because we won't actually have a location set up or a need for a space in the beginning, expenses here are limited to office equipment (printer, paper, pens, folders, boxes), estimated to total €189.

Plant and Equipment:

Likewise, our only expense in this section is the monthly fee of €15 for a Google business account.

Starting Operations:

We will be hosting our initial workshops in cooperation with Terral, and as such will not be advertising until Year 2, so our only expense here is photocopying flyers for the premises in preparation for the first workshop in the following month. We are budgeting €200 for working capital.

Start-up Capital:

It is highly unlikely that we as an association will be able to fundraise without any results to showcase initially, so we will be investing our own capital into the project, as well as donations from friends and family, for a combined total of €2500 to start out. Once we have successfully run a series of workshops, we will be more prepared to show evidence of our work and be better equipped to fundraise and go to institutions looking for support. We do not plan on borrowing any capital.

Conclusion:

We expect our total start-up costs to come to €508, giving us a surplus of €1,859 for the remainder of the year.

FINANCIALS - SET-UP COSTS

Set-up costs	
Setting up the business	
Accountant's fees	€ 0.00
Solicitor's fees	€ 0.00
Business registration	€ 38.51
Domain name registration	€ 24.95
Web hosting	€ 12.50
Insurance premiums & legal fees	€ 10.75
Licences	€ 0.00
Banking Fees	€ 12.00
Setting up the premises	
Lease deposit and advance rent	€ 0.00
Fitout	€ 0.00
Utility bonds and connection	€ 0.00
Stationery and office supplies	€ 189.00
Plant and equipment	
Equipment	€ 0.00
Vehicles	€ 0.00
Telecommunications	€ 0.00
Computers and software	€ 15.00
Starting operations	
Advertising and promotion	€ 5.00
Raw materials and supplies	€ 0.00
Working capital	€ 200.00
Start-up capital	
Equity investment	€ 2,500.00
Borrowings	€ 0.00
Total	€ 2,500.00
The result	
Total set-up costs	€ 507.71
Surplus funds	€ 1,992.29
Borrowings required	0

FINANCIALS - YEAR 1 EXPLANATION

Year 1 Profit and Loss and Cash Flow Statements on the following page

Our Year 1 forecast begins in August 2021, since before then, we will still be in the planning and preparation stage. We plan to begin in August because our first workshop is scheduled for September so we want to give ourselves time to prepare.

In August, we will be starting with €2,500. We plan to invest €2,000 between the three founders, with the remaining €500 coming from donations made by family and friends. This first month is covered in our previous discussion of our set-up costs.

December will see our first holiday fundraiser. We plan to make small items and baked goods for a total investment of €170, hopefully to be sold for €500. To prepare for the Christmas Fundraiser, we will invest more in advertising in the form of flyers with event information (€20). We will also see an increase in our materials budget, as we will need to invest in at least two tables and other necessities for a successful fundraiser. This will include advertisement costs and €39 for stationary in the form of business cards for the founders.

For Year 1, we will see €3,000 in sales and funding (€500 and €2,500, respectively), minus cost of goods (€170) for a budget of €2,830. After expenses, totaling €1,058, we will have an end-of-year profit of €1,748. Because the work will not constitute the time requirements of even a part-time job, founders will not be claiming a wage in the first year.

FINANCIALS - YEAR 1

PROFIT AND LOSS &

CASH FLOW STATEMENTS

Profit and loss forecast	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Totals
2021													
Sales													
Sales, Donations, & Funding								€ 2,500.00	€ 0.00	€ 0.00	€ 0.00	€ 500.00	€ 3,000.00
Cost of Sold Goods								€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 170.00	€ 170.00
Gross profit	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 2,500.00	€ 0.00	€ 0.00	€ 0.00	€ 330.00	€ 2,830.00
Expenses									Workshop 1				
Cost of Workshops (loc., materials, artists fees)								€ 0.00	€ 157.00	€ 0.00	€ 0.00	€ 0.00	€ 157.00
Advertising								€ 5.00	€ 0.00	€ 0.00	€ 0.00	€ 59.00	€ 64.00
Website, web services								€ 52.45	€ 27.50	€ 27.50	€ 27.50	€ 27.50	€ 162.45
Petty cash, working capital								€ 200.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 200.00
Bank charges								€ 10.00	€ 10.00	€ 10.00	€ 10.00	€ 10.00	€ 50.00
Bank interest								€ 2.00	€ 2.00	€ 2.00	€ 2.00	€ 0.00	€ 10.00
Depreciation								€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00
Equipment & materials								€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 150.00	€ 150.00
Insurance								€ 10.75	€ 10.75	€ 10.75	€ 10.75	€ 53.75	€ 86.00
Legal fees								€ 38.51	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 38.51
Motor vehicle expenses								€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00
Postage, telephone and fax								€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00
Stationery, office supplies								€ 189.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 189.00
Rent								€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00
Repairs and maintenance								€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00
Transport/courier costs								€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 3.50	€ 3.50
Workers compensation								€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00
Social Security								€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00
Total	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 507.71	€ 210.75	€ 50.25	€ 50.25	€ 262.75	€ 1,081.71
Result													
Net profit	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 1,992.29	-€ 210.75	-€ 50.25	-€ 50.25	€ 67.25	€ 1,748.29
Gross profit margin								€ 1.00	€ 0.00	€ 0.00	€ 0.00	€ 0.66	€ 0.94
Net profit margin								€ 0.80	€ 0.00	€ 0.00	€ 0.00	€ 0.13	€ 0.58

Cash flow forecast	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Totals
2021													
Starting cash position	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$2,500.00	€ 1,992.29	€ 1,781.54	€ 1,731.29	€ 1,681.04	
Incoming													
Cash sales	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 500.00	€ 500.00
Collections from accounts receivable	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Other cash receipts	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Outgoing													
Fixed costs	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	€ 50.25	€ 50.25	€ 50.25	€ 50.25	€ 50.25	€ 251.25
Administration								€ 22.75	€ 22.75	€ 22.75	€ 22.75	€ 22.75	€ 91.00
Marketing								€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00
Operations								€ 27.50	€ 27.50	€ 27.50	€ 27.50	€ 27.50	€ 112.50
Variable costs	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	€ 457.46	€ 160.50	€ 0.00	€ 0.00	€ 212.50	€ 830.46
Administration								€ 38.51	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 38.51
Marketing								€ 5.00	€ 0.00	€ 0.00	€ 0.00	€ 59.00	€ 69.00
Operations								€ 413.95	€ 160.50	€ 0.00	€ 0.00	€ 153.50	€ 727.95
Total	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	€ 507.71	€ 210.75	€ 50.25	€ 50.25	€ 262.75	€ 1,081.71
Result													
Change during month	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	-€ 507.71	-€ 210.75	-€ 50.25	-€ 50.25	-€ 262.75	-€ 1,081.71
Closing cash position	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	€ 1,992.29	€ 1,781.54	€ 1,731.29	€ 1,681.04	€ 1,418.29	

FINANCIALS - YEAR 2 EXPLANATION

Year 2 Profit and Loss and Cash Flow Statements on the following page

Year 2 is our first full year of operation. We will begin the year with €1,748 carried over from the previous year, with an additional €3,000 coming from our first foundational agreement with Arte Y Compromiso. By the end of March we expect to add an additional €12,000 from grants and sponsorships. We are aiming for €3,000 of funding from the City of Barcelona and the remaining €9,000 will come from corporate sponsorships. €1,000 from Socialpoint, a Barcelona-based video game company; €5,000 from Inditex, a Spanish clothing manufacturer that gave over €49 million to 421 organizations in 2019; and €3,000 from Telefonica, the second largest company in Spain.

Standard monthly expenses for the year will include: our website hosting (€12.50 per month), Google suite services (€15), banking fees (totaling €12 per month), insurance (€10.75 per month), as well as employee salaries (€727.50) and social security, which data tells us should account for 23.60% of our salaries or €171.69. Starting in March we will be paying a monthly rent for a storage unit to store materials and equipment (€30 per month for 10 months). This puts our fixed expenses for the year at €11,693. Variable expenses throughout the year include €16 on transportation for employees to travel to workshops by metro and an estimated average of €2.92 per month for postage. We will also contribute €200 every six months towards our petty cash/working capital funds. In January we will be spending a bit more than usual as we get set up for the year. Advertisement costs will come to €200 and will cover logo and branding design.

We will begin preparation for our first bike workshop and fundraiser in March. Advertising expenses totaling €539 will get us one standing banner (€45), two large signs for our tables (€82), two smaller signs to be mounted to the front of our bicycles (€52), 2,500 A5 flyers (€105), 1,000 informational, tri-fold pamphlets to hand out at events (€155), and online promotion of the fundraiser (€100). We have decided that most of our advertising efforts will be through free promotion on social media by us and our partner organizations and artists. Most participants will come from our target demographics within groups at risk of social exclusion, and because our workshops will be small groups of 6-10 depending on COVID restrictions, we have decided against paid mass advertising efforts. This tactic will be reserved for our public fundraisers. August and December will have added expenses of €40 each month for professional bike maintenance.

FINANCIALS - YEAR 2 CONTINUED

In April, we will continue to prepare for our fundraiser by spending a further €100 on two tables and two chairs. We expect to spend about €200 on cost of materials for the fundraiser, but with sales and donations reaching €2,000.

The next six months, May through October, will each have two workshops. Workshop expenses will range from just €11 to €330, and we plan to offset these costs by selling tickets to half of our participants, while the other half will be need-based granted spaces to our target demographics in marginalized groups. Prices for workshops will be based on the materials required and will range from €0 to €20. We are expecting and are prepared for losses on our workshops. This is also when we start seeing depreciation costs, as the equipment we purchase for some workshops will be reusable, but not re-sellable at cost. Depreciation was estimated based on the equipment we will be able to keep and reuse, and calculated at a 10% per year depreciation rate over 10 years. This carries over into future years as well, however remains minimal as most materials will be used in only one or two workshops. Six of the ten workshops will have higher expenses because we will be hiring a professional in that craft to lead the workshop. After researching standard wages for these professionals, we have set aside €25 per hour for each workshop leader. The remaining workshops will be led by founders.

November will not have a workshop as we will be preparing for our holiday fundraiser in December. We plan to spend €250 on materials to be sold for €2,500, giving us a profit of €2,250. We will also spend additional €150 on decor to draw more attention to our tables. Over the year, our funds will total €21,778 with expenses coming in at €17,107, giving us a profit of €4,421 going into Year 3.

FINANCIALS - YEAR 2 PROFIT AND LOSS & CASH FLOW STATEMENTS

Profit and loss forecast	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Totals
2022													
Sales	First grant, Yr 1 Profits												
	€ 4,748.00	€ 0.00	€ 12,000.00	€ 2,000.00	€ 50.00	€ 80.00	€ 125.00	€ 75.00	€ 50.00	€ 150.00	€ 0.00	€ 2,500.00	€ 21,778.00
	€ 0.00	€ 0.00	€ 0.00	€ 200.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 250.00	€ 450.00
Gross profit	€ 4,748.00	€ 0.00	€ 12,000.00	€ 1,800.00	€ 413.00	€ 243.00	€ 224.00	€ 207.00	€ 366.00	€ 382.00	€ 0.00	€ 2,250.00	€ 21,328.00
Expenses													
Cost of Workshops (loc, materials, artists fees)	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 463.00	€ 323.00	€ 349.00	€ 282.00	€ 416.00	€ 512.00	€ 0.00	€ 0.00	€ 2,345.00
Advertising	€ 200.00	€ 0.00	€ 539.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 100.00	€ 839.00
Website, web services	€ 27.50	€ 27.50	€ 27.50	€ 27.50	€ 27.50	€ 27.50	€ 27.50	€ 52.45	€ 27.50	€ 27.50	€ 27.50	€ 27.50	€ 354.95
Petty cash, working capital	€ 0.00	€ 200.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 400.00
Bank charges	€ 10.00	€ 10.00	€ 10.00	€ 10.00	€ 10.00	€ 10.00	€ 10.00	€ 10.00	€ 10.00	€ 10.00	€ 10.00	€ 10.00	€ 120.00
Bank interest	€ 2.00	€ 2.00	€ 2.00	€ 2.00	€ 2.00	€ 2.00	€ 2.00	€ 2.00	€ 2.00	€ 2.00	€ 2.00	€ 2.00	€ 24.00
Depreciation	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.60	€ 0.71	€ 0.71	€ 0.71	€ 0.71	€ 0.71	€ 0.71	€ 0.71	€ 5.65
Equipment & materials	€ 0.00	€ 0.00	€ 0.00	€ 100.00	€ 0.00	€ 461.00	€ 378.00	€ 75.00	€ 322.00	€ 182.00	€ 0.00	€ 150.00	€ 1,688.00
Insurance	€ 10.75	€ 10.75	€ 10.75	€ 10.75	€ 10.75	€ 10.75	€ 10.75	€ 10.75	€ 10.75	€ 10.75	€ 10.75	€ 10.75	€ 129.00
Legal fees	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00
Motor vehicle expenses	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00
Postage, telephone and fax	€ 2.92	€ 2.92	€ 2.92	€ 2.92	€ 2.92	€ 2.92	€ 2.92	€ 2.92	€ 2.92	€ 2.92	€ 2.92	€ 2.92	€ 35.00
Stationery, office supplies	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00
Rent	€ 0.00	€ 0.00	€ 30.00	€ 30.00	€ 30.00	€ 30.00	€ 30.00	€ 30.00	€ 30.00	€ 30.00	€ 30.00	€ 30.00	€ 300.00
Repairs and maintenance	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 80.00
Transport/courier costs	€ 0.00	€ 0.00	€ 0.00	€ 2.00	€ 2.00	€ 2.00	€ 2.00	€ 2.00	€ 2.00	€ 2.00	€ 2.00	€ 2.00	€ 16.00
Workers compensation	€ 727.50	€ 727.50	€ 727.50	€ 727.50	€ 727.50	€ 727.50	€ 727.50	€ 727.50	€ 727.50	€ 727.50	€ 727.50	€ 727.50	€ 8,730.00
Social Security	€ 171.69	€ 171.69	€ 171.69	€ 171.69	€ 171.69	€ 171.69	€ 171.69	€ 171.69	€ 171.69	€ 171.69	€ 171.69	€ 171.69	€ 2,060.28
Total	€ 1,152.36	€ 1,152.36	€ 1,521.36	€ 1,084.36	€ 1,447.95	€ 1,769.06	€ 1,712.06	€ 1,607.01	€ 1,723.06	€ 1,679.06	€ 983.06	€ 1,275.06	€ 17,106.78
Result	€ 3,595.64	-€ 1,152.36	€ 10,478.64	€ 715.64	-€ 1,860.95	-€ 2,012.06	-€ 1,936.06	-€ 1,814.01	-€ 2,089.06	-€ 2,041.06	-€ 983.06	€ 974.94	€ 4,221.22
Gross profit margin	0.7572964055		0.8732202778	0.3578216667	-0.26	-3.0375	-1.792	-2.76	-7.32	-2.413333333		0.9	0.9793369455
Net profit margin					-37.21908533	-25.15080708	-15.48851653	-24.18686089	-41.78129133	-13.60709711		0.3899741733	0.1938294196

Cash flow forecast	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Totals
2022													
Starting cash position	€ 4,748.00	€ 3,595.64	€ 2,443.28	€ 12,921.92	€ 13,636.96	€ 12,239.01	€ 10,549.95	€ 8,962.89	€ 7,430.88	€ 5,757.82	€ 4,228.76	€ 3,245.70	
Incoming													
Cash sales	€ 0.00	€ 0.00	€ 0.00	€ 2,000.00	€ 50.00	€ 80.00	€ 125.00	€ 75.00	€ 50.00	€ 150.00	€ 0.00	€ 2,500.00	€ 5,030.00
Collections from accounts receivable	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00
Other cash receipts	€ 0.00	€ 0.00	€ 12,000.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 12,000.00
Total	€ 0.00	€ 0.00	€ 12,000.00	€ 2,000.00	€ 50.00	€ 80.00	€ 125.00	€ 75.00	€ 50.00	€ 150.00	€ 0.00	€ 2,500.00	€ 17,030.00
Outgoing													
Fixed costs	€ 949.44	€ 949.44	€ 979.44	€ 979.44	€ 979.44	€ 979.44	€ 979.44	€ 979.44	€ 979.44	€ 979.44	€ 979.44	€ 979.44	€ 11,693.28
Administration	€ 22.75	€ 22.75	€ 22.75	€ 22.75	€ 22.75	€ 22.75	€ 22.75	€ 22.75	€ 22.75	€ 22.75	€ 22.75	€ 22.75	€ 282.75
Marketing	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00
Operations	€ 926.69	€ 926.69	€ 956.69	€ 956.69	€ 956.69	€ 956.69	€ 956.69	€ 956.69	€ 956.69	€ 956.69	€ 956.69	€ 956.69	€ 9,566.69
Variable costs	€ 202.92	€ 202.92	€ 541.92	€ 305.52	€ 468.52	€ 789.63	€ 732.63	€ 627.58	€ 743.63	€ 699.63	€ 60.71	€ 545.63	€ 5,864.16
Administration	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.60	€ 0.71	€ 0.71	€ 0.71	€ 0.71	€ 0.71	€ 0.71	€ 0.71	€ 5.65
Marketing	€ 200.00	€ 200.00	€ 539.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 100.00	€ 839.00
Operations	€ 2.92	€ 2.92	€ 2.92	€ 304.92	€ 467.92	€ 788.92	€ 731.92	€ 626.87	€ 742.92	€ 698.92	€ 2.92	€ 444.92	€ 4,444.92
Total	€ 1,152.36	€ 1,152.36	€ 1,521.36	€ 1,284.96	€ 1,447.95	€ 1,769.06	€ 1,712.06	€ 1,607.01	€ 1,723.06	€ 1,679.06	€ 983.06	€ 1,275.06	€ 17,557.44
Result													
Change during month	-€ 1,152.36	-€ 1,152.36	€ 10,478.64	€ 715.04	-€ 1,397.95	-€ 1,689.06	-€ 1,597.06	-€ 1,532.01	-€ 1,673.06	-€ 1,529.06	-€ 983.06	€ 974.94	€ 974.94
Closing cash position	€ 3,595.64	€ 2,443.28	€ 12,921.92	€ 13,636.96	€ 12,239.01	€ 10,549.95	€ 8,962.89	€ 7,430.88	€ 5,757.82	€ 4,228.76	€ 3,245.70	€ 4,220.64	

FINANCIALS - YEAR 3 EXPLANATION

Year 3 Profit and Loss and Cash Flow Statements on the following page

Year 3 will look very similar to Year 2, but on a larger scale. We estimate that we will begin the year with €7,221, of which €4,221 will be carried over from the previous year, and another €3,000 in government funding from the City of Barcelona. By March we aim to achieve an additional €29,600 in funding from grants and sponsorships. Foundational funding will amount to €14,600: €4,600 from Arte Y Compromiso (their maximum amount granted) and €10,000 from La Caixa now that we have proven success. The remaining €15,000 will again come from corporate sponsorships. We estimate that we can average €5,000 per sponsorship from the same groups as Year 2 (Socialpoint, Inditex, and Telefonica).

Standard monthly expenses for the year will remain the same, however employee salaries will be higher this year as more of our time will be demanded (€1,455). Social security, at 23.60% of our salaries, will be €343.38. This puts our fixed expenses for the year at €24,744. Minor expenses throughout the year include €14 on transportation for employees and depreciation, estimated to be €0.71 per month, or €8.50 for the year, and an estimated average per month for postage (€4.08). Because we have sustainability goals, our stationary budget includes only another set of business cards (€39) in January.

A near-monthly expense will be our van. We won't yet have it in January and February so no expenses there, and November will not have any workshops, so we expect only €100 in expenses that month. The remaining months have €300 allotted for petrol, insurance, parking, and other maintenance. We have budgeted a one-time expense of €12,000 in March for the van itself. Ideally, we will be able to get a van donated to our organization and spend our own money on refurbishing the van to our needs, but we are prepared to work within the budget, even if we must buy the van ourselves.

FINANCIALS - YEAR 3 CONTINUED

Our advertising budget for the year will total €1,168. Since we have decided not to use print media advertising, such as newspapers and magazines, focusing on digital platforms and methods will allow us to better target potential participants and donors, particularly through Instagram (like neighborhood, Barcelona, and local hobby-focused accounts) and Facebook (for those not on Instagram, like our older potential participants). In January, we will invest €500 to build our website. Previously, we had only developed our branding for use on social media platforms and a bare-bones website, but with the upcoming van kick-off, we want a more welcoming and professional home online. We will split our €200 budget for paid, online promotion between April, for the van kick-off, and December, for our holiday fundraiser.

In April we will again have a fundraiser, but, as stated, this time it will also be our van kick-off. Preparation will begin in March when we order our print materials again. We will still have one standing banner from last year, but we will likely need to print new versions of the items purchased in Year 2. In April, for the van kick-off and fundraiser, we will spend roughly €500 on additional equipment, such as audiovisual equipment and other accoutrement for the event. We also expect to spend about €300 on materials, but this will yield a return of €3,000 in gross profits. August and December will have added expenses of €140 each month for professional van and bike maintenance.

At the moment, our workshop plan for Year 3 is the same as Year 2, with workshops taking place from May to October. If we find ourselves with a surplus of supplies and funding, and COVID restrictions are lifted, we will consider working additional workshops into our schedule.

November will again not have a workshop as we will be preparing for our holiday fundraiser in December. We plan to spend €450 on materials to be sold for €4,500, giving us a net profit of €4,050. We will again spend additional €150 on decor to draw more attention to our tables. Over the year, our gross profit will total €44,101 with expenses coming in at €42,322, giving us a profit of €1,779 going into Year 4.

FINANCIALS - YEAR 3 PROFIT AND LOSS & CASH FLOW STATEMENTS

Profit and loss forecast		2023											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Totals
Sales													
Grants & Yr 2 Profits	€ 7,221.00	€ 0.00	€ 29,600.00	€ 3,000.00	€ 50.00	€ 80.00	€ 125.00	€ 75.00	€ 50.00	€ 150.00	€ 0.00	€ 4,500.00	€ 44,851.00
Sales, Donations, and Funding	€ 0.00	€ 0.00	€ 29,600.00	€ 3,000.00	€ 50.00	€ 80.00	€ 125.00	€ 75.00	€ 50.00	€ 150.00	€ 0.00	€ 4,500.00	€ 750.00
Cost of Sold Goods	€ 0.00	€ 0.00	€ 29,600.00	€ 3,000.00	€ 50.00	€ 80.00	€ 125.00	€ 75.00	€ 50.00	€ 150.00	€ 0.00	€ 4,050.00	€ 44,101.00
Gross profit													
Expenses													
Cost of Workshops (loc., materials, artists fees)	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 483.00	€ 323.00	€ 349.00	€ 282.00	€ 416.00	€ 512.00	€ 0.00	€ 0.00	€ 2,345.00
Advertising	€ 500.00	€ 0.00	€ 668.00	€ 100.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 1,168.00
Website, web services	€ 27.50	€ 27.50	€ 27.50	€ 27.50	€ 27.50	€ 27.50	€ 27.50	€ 52.45	€ 27.50	€ 27.50	€ 27.50	€ 27.50	€ 354.95
Petty cash, working capital	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 200.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 200.00	€ 0.00	€ 400.00
Bank charges	€ 10.00	€ 10.00	€ 10.00	€ 10.00	€ 10.00	€ 10.00	€ 10.00	€ 10.00	€ 10.00	€ 10.00	€ 10.00	€ 10.00	€ 120.00
Bank interest	€ 2.00	€ 2.00	€ 2.00	€ 2.00	€ 2.00	€ 2.00	€ 2.00	€ 2.00	€ 2.00	€ 2.00	€ 2.00	€ 2.00	€ 24.00
Depreciation	€ 0.71	€ 0.71	€ 0.71	€ 0.71	€ 0.71	€ 0.71	€ 0.71	€ 0.71	€ 0.71	€ 0.71	€ 0.71	€ 0.71	€ 8.50
Equipment & materials	€ 0.00	€ 0.00	€ 12,000.00	€ 900.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 150.00	€ 12,850.00
Insurance	€ 10.75	€ 10.75	€ 10.75	€ 10.75	€ 10.75	€ 10.75	€ 10.75	€ 10.75	€ 10.75	€ 10.75	€ 10.75	€ 10.75	€ 128.00
Legal fees	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00
Motor vehicle expenses	€ 0.00	€ 0.00	€ 300.00	€ 300.00	€ 300.00	€ 300.00	€ 300.00	€ 300.00	€ 300.00	€ 300.00	€ 300.00	€ 300.00	€ 2,800.00
Postage, telephone and fax	€ 4.08	€ 4.08	€ 4.08	€ 4.08	€ 4.08	€ 4.08	€ 4.08	€ 4.08	€ 4.08	€ 4.08	€ 4.08	€ 4.08	€ 49.00
Stationery, office supplies	€ 39.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 39.00
Rent	€ 30.00	€ 30.00	€ 30.00	€ 30.00	€ 30.00	€ 30.00	€ 30.00	€ 30.00	€ 30.00	€ 30.00	€ 30.00	€ 30.00	€ 360.00
Repairs and maintenance	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 140.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 140.00	€ 280.00
Transport/courier costs	€ 0.00	€ 0.00	€ 0.00	€ 2.00	€ 2.00	€ 2.00	€ 2.00	€ 2.00	€ 2.00	€ 2.00	€ 2.00	€ 2.00	€ 14.00
Workers compensation	€ 1,455.00	€ 1,455.00	€ 1,455.00	€ 1,455.00	€ 1,455.00	€ 1,455.00	€ 1,455.00	€ 1,455.00	€ 1,455.00	€ 1,455.00	€ 1,455.00	€ 1,455.00	€ 17,460.00
Social Security	€ 343.38	€ 343.38	€ 343.38	€ 343.38	€ 343.38	€ 343.38	€ 343.38	€ 343.38	€ 343.38	€ 343.38	€ 343.38	€ 343.38	€ 4,120.56
Total	€ 2,422.42	€ 1,883.42	€ 14,651.42	€ 2,785.42	€ 2,848.42	€ 2,508.42	€ 2,674.42	€ 2,492.37	€ 2,601.42	€ 2,697.42	€ 2,183.42	€ 2,573.42	€ 42,322.01
Result	€ 4,798.58	-€ 1,883.42	€ 14,948.58	-€ 85.42	€ 2,798.42	-€ 2,428.42	-€ 2,549.42	-€ 2,417.37	-€ 2,551.42	-€ 2,547.42	-€ 2,183.42	€ 1,476.58	€ 1,778.99
Gross profit margin	0.66455307667		0.5050195529	-0.02847374444	-55.96842467	-30.35526542	-20.39536987	-32.23161644	-51.02842467	-16.99280822		0.3281286148	0.9832779648
Net profit margin													0.03966451361

Cash flow forecast		2023											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Totals
Incoming													
Starting cash position	€ 7,221.00	€ 4,798.58	€ 2,915.16	€ 17,863.74	€ 18,078.32	€ 15,279.90	€ 12,851.48	€ 10,302.06	€ 7,884.69	€ 5,333.27	€ 2,785.85	€ 602.43	
Cash sales	€ 0.00	€ 0.00	€ 0.00	€ 3,000.00	€ 50.00	€ 80.00	€ 125.00	€ 75.00	€ 50.00	€ 150.00	€ 0.00	€ 4,500.00	€ 8,030.00
Collections from accounts receivable	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00
Other cash receipts	€ 0.00	€ 0.00	€ 29,600.00	€ 3,000.00	€ 50.00	€ 80.00	€ 125.00	€ 75.00	€ 50.00	€ 150.00	€ 0.00	€ 4,500.00	€ 29,600.00
Total	€ 0.00	€ 0.00	€ 29,600.00	€ 3,000.00	€ 50.00	€ 80.00	€ 125.00	€ 75.00	€ 50.00	€ 150.00	€ 0.00	€ 4,500.00	€ 37,630.00
Outgoing													
Fixed costs	€ 1,878.63	€ 1,878.63	€ 1,878.63	€ 1,878.63	€ 1,878.63	€ 1,878.63	€ 1,878.63	€ 1,878.63	€ 1,878.63	€ 1,878.63	€ 1,878.63	€ 1,878.63	€ 24,743.56
Administration	€ 22.75	€ 22.75	€ 22.75	€ 22.75	€ 22.75	€ 22.75	€ 22.75	€ 22.75	€ 22.75	€ 22.75	€ 22.75	€ 22.75	€ 282.00
Marketing	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00
Operations	€ 1,855.88	€ 1,855.88	€ 1,855.88	€ 1,855.88	€ 1,855.88	€ 1,855.88	€ 1,855.88	€ 1,855.88	€ 1,855.88	€ 1,855.88	€ 1,855.88	€ 1,855.88	€ 21,558.88
Variable costs	€ 543.79	€ 64.79	€ 12,772.79	€ 906.79	€ 669.79	€ 329.79	€ 495.79	€ 313.74	€ 422.79	€ 518.79	€ 204.79	€ 684.79	€ 18,028.43
Administration	€ 0.71	€ 0.71	€ 0.71	€ 0.71	€ 0.71	€ 0.71	€ 0.71	€ 0.71	€ 0.71	€ 0.71	€ 0.71	€ 0.71	€ 8.50
Marketing	€ 500.00	€ 0.00	€ 468.00	€ 100.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 0.00	€ 100.00	€ 1,068.00
Operations	€ 43.08	€ 4.08	€ 12,304.08	€ 806.08	€ 669.08	€ 329.08	€ 495.08	€ 313.03	€ 422.08	€ 518.08	€ 204.08	€ 684.08	€ 17,460.00
Total	€ 2,422.42	€ 1,883.42	€ 14,651.42	€ 2,785.42	€ 2,848.42	€ 2,508.42	€ 2,674.42	€ 2,492.37	€ 2,601.42	€ 2,697.42	€ 2,183.42	€ 3,023.42	€ 42,322.01
Result	-€ 2,422.42	-€ 1,883.42	€ 14,948.58	€ 18,078.32	-€ 2,798.42	-€ 2,428.42	-€ 2,549.42	-€ 2,417.37	-€ 2,551.42	-€ 2,547.42	-€ 2,183.42	€ 1,476.58	€ 1,778.99
Change during month													
Closing cash position	€ 4,798.58	€ 2,915.16	€ 17,863.74	€ 18,078.32	€ 15,279.90	€ 12,851.48	€ 10,302.06	€ 7,884.69	€ 5,333.27	€ 2,785.85	€ 602.43	€ 2,079.01	€ 0.9832779648

Data From:

<https://energiajusta.org/wp-content/uploads/2015/03/FOESSA.pdf> Feb 21 2021

"Informe sobre exclusión y desarrollo social en Cataluña Resultados de la Encuesta sobre Integración y Necesidades Sociales, 2013" (Fundación FOESSA Octubre 2014)

Exclusion numbers "There has been an increase in inequality in Catalonia of 5.4% an evolution somewhat more positive than for the whole of Spain, where the inequality to a greater extent (8.6%). However, it is not just a matter of recording that the inequality has increased...Spain and Catalonia are systematically approaching the limits of higher inequality for more developed countries." (12)

Exclusion numbers "The worsening of the social situation in Spain is manifested by a clear decrease in the proportion of households and people that are fully integrated. This core of Spanish society that we call full integration, is already a strict minority. On the contrary, all spaces, from precarious integration or exclusion moderate to severe exclusion have increased significantly. In total, the social space of social exclusion in Spain, which accounted for 15.8% of the households in 2007, has increased by almost 2 points in the first stage of the crisis (2009), and has then notably intensified to 21.9% of households in 2013." (26)

Exclusion numbers "In terms of population and not of households, this worsening of the social situation manifests even more clearly. The total number of people affected by situations of exclusion in Spain has gone from 16.3% in 2007 to 25.1% in 2013, being in the last four years when the greatest deterioration has occurred (a 6.5 point increase in space social exclusion)." (27)

Exclusion numbers "The result ... in absolute terms, is that a total of 11.7 million people (3.8 million households) are affected in Spain by different processes of social exclusion..." (27)

Population numbers "For its part, in Catalonia more than 1.8 million people are affected by processes of social exclusion, that is, 24.9% of the total population (more than 570,000 households). Within the space of exclusion in Catalonia, it is worth highlighting the 685,000 people (37% of the total exclusion) who are in severe exclusion (about 200,000 households)." (28)

Poverty “We have established severe poverty (below 30% of the median equivalent income) as an indicator of social exclusion in itself, considering that, in a market society, it is necessary to have a minimum income to be fully integrated. However, above this minimum necessary income, it is not clear that there is an automatic relationship between low income and exclusion.” (29)

Employment and Deprivation “Thus, almost 9 out of 10 excluded poor households in Catalonia (90.9%) are affected by problems of the economic axis (dimension of employment and / or consumption) compared to 73% of the excluded households that are above the poverty line (93.7% compared to 65.4% in Spain).” (33)

Employment “...39.6% of the population of Catalonia is affected by problems of exclusion from employment...” (36)

Employment “Well, both in Spain and in Catalonia, we observe that in integrated households, the proportion of main breadwinners with Baccalaureate studies or higher is higher. In other words, it seems that the fact that the main supporters have reached a high cultural and / or educational level, it operates as a protective factor against social exclusion.” (38)

“Why Catalonia?” “In the case of Catalonia, the proportion of supporters who are excluded and have a Bachelor's degree or higher (40.3%) clearly exceeds those in the same situation in Spain (27.4%).” (38)

Immigrants “The fact of being from another country represents a factor of vulnerability due to the difficulties that foreigners may encounter in terms of language learning, customs and codes of culture of the host society, as well as to exercise the citizenship rights.” (39)

Manual labor “As a consequence of low wages, labor intensity is constitutes as one of the key elements in the entry or exit of the homes of the situations of poverty...There are notable differences depending on the levels of integration-exclusion of households, in such a way that half of the households in Catalonia that are in severe exclusion (47.3%) have low intensity of employment (52.2% in Spain), and only 4.5% of those who are fully integrated (6.6% in Spain).” (46)

Immigrant household members “According to integration-exclusion situation social, the more vulnerable the social situation of the household, the higher the proportion of households with a member of foreign nationality. The trend is similar between homes of Spanish nationality of gypsy ethnicity.” (47)

Immigrant household members “Finally, it is clear that households located in degraded or marginal neighborhoods have greater probability of being in a situation of greater social vulnerability.” (50)

Lowest voter turnout “The belief that the voting in municipal elections is useless, it is a brake on participation politics of some people (3.2% integrated population and 11.7% excluded population), specifically in Catalonia, the excluded people who do not participate for this reason are almost 4 times more than integrated people.” (65)

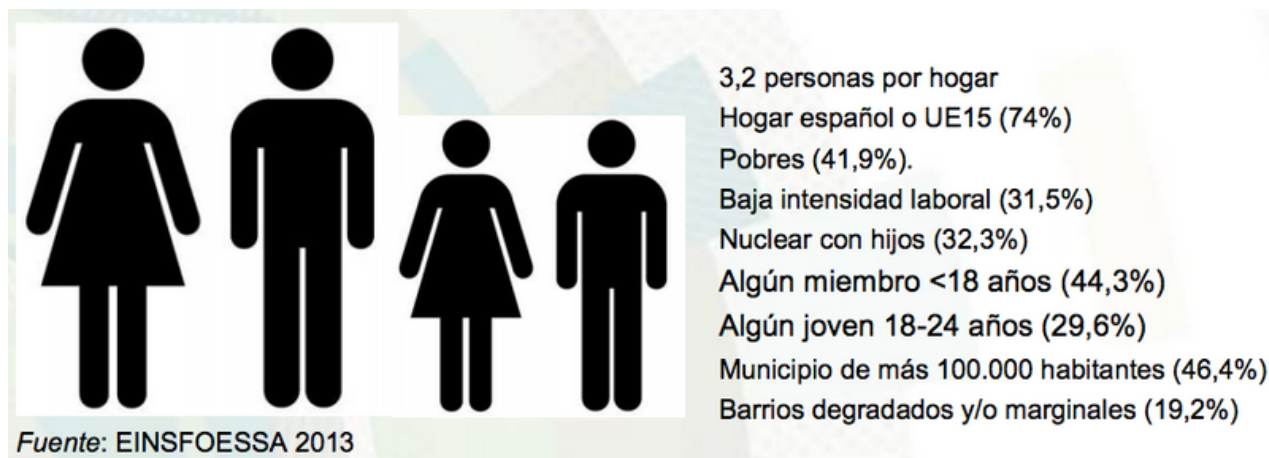
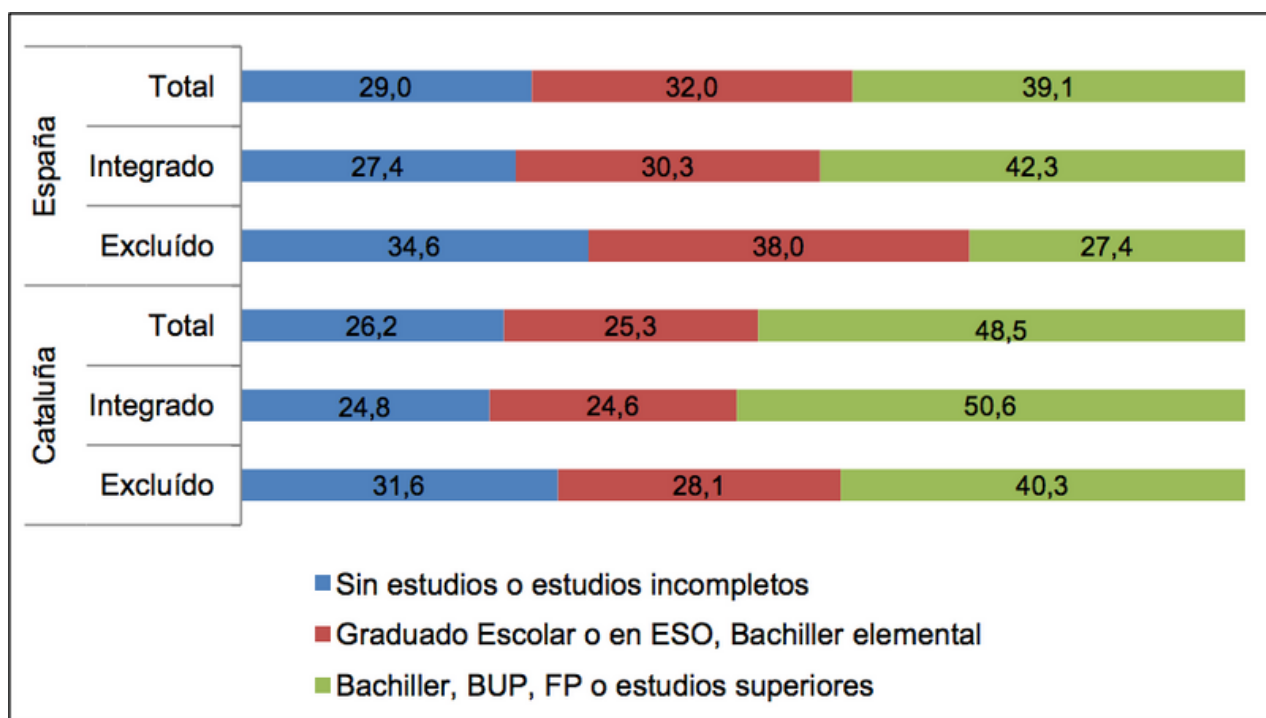
Mental health “As might be expected, mental health problems are greater in households that are in more intense situations of exclusion. In 23.4% of excluded households in Catalonia there is depression or mental health problems, while in households fully integrated, the incidence is 7.4%.” (75)

Abuse and Addiction “Within the dimension of social conflict, two circumstances are particularly noteworthy. most widespread in Catalonia: suffering physical or psychological abuse and problems with addictions (with alcohol, other drugs or with gambling). In 4% of households located in Catalonia (1.6 times more households than in Spain), some member has received or receives physical or psychological abuse in the last 10 years.” (77)

Abuse and Exclusion “The possibility of suffering physical or psychological abuse increases considerably for the households in social exclusion in Catalonia, 12.7% compared to 1.6% of integrated households (a 8.9% in Spain). There is also an evident correlation between a situation of greater social vulnerability of households and that any of its members have or have had addiction problems, in 7.6% of excluded households (6.1% in Spain) compared to 1.9% of the integrated (1.2% in Spain).” (79)

S U P P O R T I N G D O C U M E N T S - M A R K E T R E S E A R C H

Graphic representations of target demographics and socially excluded residents



Varón (54,5%). Mujeres (45,5%)
 47,7 años
 Español o UE15 (74%)
 Estudios bajos o muy bajos (32%)
 Desempleado (38,5%). De los cuales 8 de cada 10 de larga duración.
 4 de cada 10 ocupados. De los cuales 1 de cada 4 con contrato indefinido.

Fuente: EINSFOESSA 2013

S U P P O R T I N G D O C U M E N T S - I N T E R V I E W S

We had an interview with **Jean, the founder of EnriquezArte**, and one of their volunteers when we visited the facilities. We sat down together with him because we were extremely interested in his project, a cultural space full of activities based in the suburbs of Barcelona that stands out for its colourfulness. EnriquezArte is an organization based on volunteers, that are local or international, most of them being students in their 20s. Jean explained to us how he found this place and how he had the idea to turn it into a neighbourhood center and its creation process. He told us about the neighbourhood's initial reluctance and troubles of legalizing his association, but in the end, he was quite successful in creating a colourful space where everyone can feel welcome. He told us that in his opinion it is not a competition to the cultural spaces of the city council, but something different. His space runs based on asking the neighbourhood what they want, which kind of activities (art, sports, language courses...) they wish for and find volunteering teachers or instructors for this.

The values of EnriquezArte are also community and creativity and he stressed that without honesty and transparency between the workers and towards the neighbourhood it wouldn't have been possible. Regarding collaborations, EnriquezArte is well connected in Barcelona, especially the "Banco Alimentario" which allows them to give out food, attracts a lot of people to his place. They also work with schools and create new project ideas every year presenting them to Barcelona (partly through the website "Decidebarcelona") and obtain funding to make them real. They rely as little as possible on subsidies, as he claims. For international volunteers to come, he collaborates with the European Solidarity Corps and Erasmus +.

We found it interesting that all the workshops and activities were held in Spanish and not in Catalan and he argues that most of the people in the neighbourhood feel more comfortable speaking Spanish because a lot of them come from Latin America or other parts of Spain. We would not have expected that, and it is a point to consider for us, namely identifying the languages of our participants. Personally, Jean believes that it is important to have certain leadership in an organization such as his. Although the structure is very horizontal and every volunteer feels free to contribute, give opinions and host workshops, it is still Jean and two or three persons more who take the core decisions and are passionately behind this project. In order to attract the attention of the people living nearby, they created a colorful and welcoming entrance that really stands out. They also use Instagram a lot and have an attractive and modern website. It inspired us to create an attractive and eye-catching design and brand as well, so that people notice us when they pass by.

The volunteer we talked to lives in one of the spaces provided by EnriquezArte and has her meals with the community. She teaches French and helps out with administrative duties. She gets money monthly from a French government program of which she pays part to the association.

S U P P O R T I N G D O C U M E N T S - I N T E R V I E W S

We had another interview over the phone with **Anne Denoyelle, the president of the Arte Diverso y Visible in Granada**. We called her because her organization works similarly to what we plan on doing during our first phase. They are a 3-team association that organizes art workshops in collaboration with other entities for people at risk of social exclusion, although the workshops are open for everyone. She said the workshops combine different people successfully and there has never been a problem with certain participants. However, **she found it interesting when we wondered if socially excluded people feel more self-conscious if they know they are attending a workshop specifically for socially excluded people**. Anne said that it is a good point to consider, and the way she described the workshops gave me the impression that the vast majority of their participants are indeed marginalized groups and fewer people attended because of another reason.

Anne explained to us that in Granada there are not many organizations that use the art for social inclusion, quite different to Barcelona. In their case, they do 1 or 2 workshops per month. They have a yearly event in a museum where they also do expositions. They also have a good relationship with the University of Granada that hosts their workshops often and attracts the attention of students. Lastly, the city council of Granada also offers spaces to host its workshops. The workshops focus on teamwork so that the people get creative together and come in contact. These usually last for half a day and are grouped in themes. For example, if the theme is paper they create artworks made by paper. They contact artists that are relatively well known in the city and identify with their cause to give the workshops. In financial terms, they rely heavily on donations (through their website) and they ask for bank loans. They also search for initiatives and programs from the city council and adapt their workshops to these in order to ask for funding.

Lastly, Anne stressed the importance of **doing this with enthusiasm and drive, because that is the key to being successful**. Art dignifies and she has seen the powerful impact arts can have on the people. The conversation with her helped us estimate which kind of collaboration can be the most helpful and how to organize our workshops at the very beginning. It reassures us in our approach of standing for and working towards inclusion, instead of pointing out exclusion.

WORKSHOPS

1 - Zine Making - As a part of our pilot program, we will host our first workshops with the cooperation of Terral, an organization located in Raval focusing on social cohesion among young people. This will consist of three two-hour sessions with each session taking place over consecutive weekends.

2 - Upcycling - This workshop will focus on sustainability and self-sufficiency. "Upcycling", or refreshing clothing items one has as opposed to buying new, will allow participants to interact with fashion by looking at current trends and learning methods of alterations and basic upkeep skills. Low costs and low entry requirements (no-sew options) keep the workshop accessible to all.

3 - Candle Making - Participants will be able to adjust this workshop to their abilities and interests. From keeping it simple with basic dipping and scents, to using the modeling tools to create more elaborate designs in the wax and seeing what they are capable of. This is also an environmentally-focused workshop given the use of natural bees wax and scents, and an emphasis on "doing it yourself", cutting out the excess materials and transportation of store-bought goods.

4 - Creative Writing/Storytelling - We want to encourage participants to express themselves freely in this workshop, since they may not feel comfortable doing so in other settings, perhaps for fear of judgement. This also works towards our aim of social understanding and cohesion as participants will get a better understanding of the lives of others.

5 - Comic Book Making - Comic books are not just for children as pop culture has shown us, and bringing words and art together is another way to encourage open expression amongst those who may not have an outlet to do so otherwise.

6 - Mural/Street Art - Street art is a legitimized art form popular across all demographics. We will use this interest to let participants try a new method of creation that they may not have tried. While there are popular spots in the city for graffiti art, we want to give people a chance to try it without fear of judgement and also provide the resources needed that they may not otherwise invest in..

7 - Ceramics - Ceramics are another medium we can offer to people who may not have the ability to invest in the start-up costs associated with trying something new. Participants can either create something smaller just for themselves or work together to create a multi-faceted piece.

WORKSHOPS (CONT)

8 - Mosaics - This is another variation on visual art that we would like to offer. Not everyone feels like an artist in the traditional sense, but exploring a new medium can help build their confidence. We will encourage the use of glass that would otherwise be thrown in the trash, but can be reused for a new and creative purpose.

9 - Dancing - For those who would like to express themselves in a different way, we will offer dance. Participants can learn a new dance, teach the others their favorite moves, or simply get out their energy in a new environment.

10 - Theatre - We will work in collaboration with the Tots Art Theatre Group (www.totarts.es) to lead workshops that focus on allowing participants to express themselves and grow their confidence either alone or in a group, and through their own words or those of others in the form of provided scenes.

SUMMARY

We want to foster discussion and understanding amongst participants, so even if the activity is to produce something individually, they can talk about their inspiration and themselves. This will hopefully grow their self-esteem and give them a better understanding of each other.

Additionally, all workshops are flexible in that they can be held on-site at a partner organization or anywhere else once we have our van. Most workshops are also produced using minimal or small materials, meaning we can even transport things for outdoor workshops in Year 2 when we only have bicycles.

We will have a limit of 10 participants, except for Zinemaking, because of limitations implemented by Terral and we want to limit the number of children we are responsible for, and Upcycling, because of limited space in the location. We realize current COVID guidelines currently forbid groups larger than 6 for indoor activities, however we expect these limits to be lifted by the time we are running our workshops.

WORKSHOPS - DETAILS

	WORKSHOP 1	Zinemaking	WORKSHOP 2	UpCycling
	Item	Cost*	Item	Cost
	Space rental	0	Space rental	150
	Artist fee (2h)	50	Artist fee	0
	Materials	107	Materials	162
	Pens	30	Scrap fabric	30
	Paper	20	Buttons	7
	Thread	5	Hand-sewers (3)	30
	Cover paper/board	10	Kit (3)	43
	Glue	12	(Needles/Pins)	(in kit)
	Needles	6	(Mesuring tape)	(in kit)
	markers, 80 piece set	24	Hem tape	10
			Fabric glue	8
			Zippers	13
			Thread	21
	Total	157	Total	312
ABOUT				
Description	Creating 'zines' with written content and images, subject of the girl's choosing		Minimal/no-sew alterations & creations with their clothes or donated items	
Target audience(s)	Girls, 12-14		Anyone, 16-25	
How do we reach them	Flyers onsite		Social media, flyers onsite	
LOGISTICS				
Location 1 - website - barrio	Terral - www.terral.org/es/ - Raval		Costuretas Social Club - www.costuretas.com/ - Gracia	
Location 2, website, barrio	Same		Same	
Set-up/breakdown time	30 minutes		60 minutes	
Workshop duration	2 hours		3 hours	
Artist led?	Yes		No	
Total participants	6		6	
Granted Spots	6		3	
Cost to paying participants	0		10	
Income from paying part.	0		30	
*Workshop material costs have been rounded up to their nearest whole euro amount.				

	WORKSHOP 3	Candle	WORKSHOP 4	Creative writing
	Item	Cost	Item	Cost
	Space rental	0	Space rental	0
	Artist fee	0	Artist fee (3h)	75
	Materials	199	Materials	25
	Soy wax	50	pens	15
	essential oils	50	paper	10
	wicks	10	markers	(bought for Zine making)
	double boiler	13		
	thermometer	10		
	candle jars	30		
	herbs flowers	15		
	Set of molding tools	21		
	Total	199	Total	100
ABOUT				
Description	Candle making, from simple dipping to carving designs in the wax		spoken word, poetry, storytelling, etc., guided by a writer to help build their writing skills	
Target audience(s)	Anyone, 16-30		Anyone, 16-30	
How do we reach them	organizations, social media, flyers onsite		organizations, social media, flyers onsite, artist promotion	
LOGISTICS				
Location 1 - website - barrio	EnriquezArte - www.enriquezarte.org/ - Nou Barris		Espai30 - www.espai30lasagrera.cat/ - La Sagrera	
Location 2, website, barrio	Espai30 - www.espai30lasagrera.cat/ - La Sagrera		EnriquezArte - www.enriquezarte.org/ - Nou Barris	
Set-up/breakdown time	60 minutes		15 minutes	
Workshop duration	2 hours		3 hours	
Artist led?	No		Yes	
Total participants	10		10	
Granted Spots	5		5	
Cost to paying participants	20		5	
Income from paying part.	100		25	

WORKSHOP DETAILS

	WORKSHOP 5	Comic	WORKSHOP 6	Mural/Street Art
	Item	Cost	Item	Cost
	Space rental	100	Space rental	0
	Artist fee (3h)	75	Artist fee (4h)	100
	Materials	131	Materials	82
	Paper	30	Spray paint cans	60
	Pencils	52	Cartons	10
	Water color Pens	39	Box Cutters	12
	Markers	(bought for creative writing)		
	Stapler	6		
	Staples	4		
	Scissors	(in the sew kits)		
	Total	306	Total	182
ABOUT				
Description	Storytelling with art to create their own comic, led by a real comic book artist; potential tie-in with WS 4		Street art/public art created by participants, led by a graffiti artist	
Target audience(s)	Anyone, 18-25		Anyone, 18-25	
How do we reach them	organizations, social media, flyers onsite, artist promotion		organizations, social media, flyers onsite, artist promotion	
LOGISTICS				
Location 1 - website - barrio	Smaug Comix - www.smaugcomix.com/ - El Guinardó		connectHORT - en.goteo.org/project/connecthort - Poblenou	
Location 2, website, barrio	Antic Theatre - www.anticteatre.com/ - Gòtic		EnriquezArte - www.enriquezarte.org/ - Nou Barris	
Set-up/breakdown time	30 mins		30 minutes	
Workshop duration	3 hours		4 hours	
Artist led?	Yes		Yes	
Total participants	10		10	
Granted Spots	5		5	
Cost to paying participants	10		10	
Income from paying part.	50		50	
	WORKSHOP 7	Ceramics	WORKSHOP 8	Mosaics
	Item	Cost	Item	Cost
	Space rental	0	Space rental	100
	Artist fee	0	Artist fee (2h)	50
	Materials	11	Materials	180
	Clay, 5 kgs	11	mosaics set (30 each)	180
	Set of molding tools	(bought for Candle workshop)		
	Total	11	Total	330
ABOUT				
Description	Small creations made of clay, such as bowls, picture frames, plates		Mosaic art, likely a decorative tile	
Target audience(s)	Anyone, 16-25		Anyone, 16-30	
How do we reach them	organizations, social media, flyers onsite		social media, flyers onsite, artist promotion	
LOGISTICS				
Location 1 - website - barrio	Nau Bostik - naubostik.com/ - La Sagrera		MOSAICCOS - www.mosaiccos.com - El Born	
Location 2, website, barrio	Espai30 - www.espai30lasagrera.cat/ - La Sagrera		Same	
Set-up/breakdown time	60 minutes		60 minutes	
Workshop duration	2 hours		2 hours	
Artist led?	No		Yes	
Total participants	10		10	
Granted Spots	5		5	
Cost to paying participants	10		20	
Income from paying part.	50		100	

WORKSHOP DETAILS

	WORKSHOP 9	Dance	WORKSHOP 10	Theatre	TOTALS
	Item	Cost	Item	Cost	
	Space rental	100	Space rental	100	€550.00
	Artist fee (2h)	50	Artist fee	0	€400.00
	Materials	0	Materials	10	€907.00
	Sound System	0	Script print-outs	10	
	Total	150	Total	110	€1,857.00
ABOUT					
Description	Self-expression through dance either alone or together		scenes together or alone to express oneself		
Target audience(s)	Anyone, 16-25		Anyone, 16-20		
How do we reach them	organizations, social media, flyers onsite, artist promotion		organizations, social media, flyers onsite, artist promotion		
LOGISTICS					
Location 1 - website - barrio	Antic Theatre - www.anticteatre.com/ - Gòtic		Antic Theatre - www.anticteatre.com/ - Gòtic		
Location 2, website, barrio	Casa de l'Aigua - www.facebook.com/casaaiquatn/ - La Trinitat Nova		Espai30 - www.espai30lasagrera.cat/ - La Sagrera		
Set-up/breakdown time	15 minutes		15 minutes		
Workshop duration	2 hours		2 hours		
Artist led?	Yes		No		
Total participants	10		10		
Granted Spots	5		5		
Cost to paying participants	5		0		
Income from paying part.	25		0		€430.00

F E E D B A C K F O R M S / S U R V E Y S

The leading artist and facilitator will closely monitor each participant's journey and keep notes of every workshop session, additionally the participants and partner organizations staff are interviewed .

Questions for participants:

(They are evaluated on a scale 1-5, 1 being not at all and 5 being very)

- Are you feeling happy about making art?
- Did you learn new techniques?
- Did you enjoy working together?
- Were you able to work together well?
- Did you feel comfortable openly expressing your opinions?
- Are you interested in increasing your skill?
- Are you interested in taking another workshop with us?

Questions for workshop leaders:

(They are open questions, can be done verbally or in written form)

- Did you sense well-being and joy?
- Were the participants speaking up and asking questions during the workshop?
- Did the participants follow the instructions you gave them?
- Did they complete the tasks with care?
- Did they seem to reflect on the work they did?
- Did they work together well?
- Was there any conflict?
- Did the participants express their opinions openly?
- Were they able to communicate well amongst each other?
- Were they able to communicate through the work produced? (if relevant)

Questions for partner organizations:

(They are open questions, can be done verbally or in written form)

- Did the participants talk about the workshop after? If so, what thoughts did they express? Did they seem to enjoy it?
- Did they reflect on artworks produced? Were they proud of what they've created?
- Did they express the wish to continue making art?
- Did you notice any changes?

PARTNERS

- **Terral:** an organization providing socio-educational support for girls, young people and women
- **Barcelonactua:** an organization that provides support to socially excluded persons through all kinds of activities. We would work with them to identify their own participants who may benefit from our own programming.
- **Fundacio Aurea:** works on covering basic needs and medical care for families and the elderly.
- **Enriquezarte:** a cultural centre that offers activities for the neighborhood.
- **Cedre:** a center that works to offer opportunities to young people in vulnerable situations.
- **Casa de l'Aigua:** a facility in La Trinitat Nova that is of great heritage value and a great place for holding city events that are open to everyone.
- **Espai30:** a space in La Sagrera, managed by neighborhood organizations with the aim of being a meeting point for residents, establishing mechanisms for participation and co-responsibility in the social and cultural revitalization of our environment, to enrich the associative life and collective of the neighborhood.
- **Nau Bostik:** Assists in cultural activity that takes place in the neighborhood of La Sagrera. With the intention of covering the need for spaces for the social and cultural revitalization of the neighborhood, they want to offer a great meeting place for organizations and residents.
- **connectHORT:** a community garden in Poblenou, where different activities related to the environmental, educational, cultural, artistic, sports and productive fields have a place.
- **INUSUAL PROJECT:** a multidisciplinary cultural space in Raval that promotes art and free expression.

ADDITIONAL ASSUMPTION DETAILS

We won't receive grants.

We will heavily rely on grants which we will need to justify our value to. We will need to back up our impact assessment with our own data and studies from social sciences and psychology. To minimize risk, we should diversify the grants we apply to, and not be too dependent on one, and secure other forms of funding, such as corporate sponsorships, donations and revenue from running our workshops. We will also focus on smaller and local grants since our project is for the city of Barcelona and our chances to get money locally are higher.

But we are not only supported financially, but rely partially on material donations. We have already secured textile donations for sewing workshops and are hoping that we could receive tools and other materials. Our partners are a key asset to our operation. They provide the space needed to facilitate our workshops and some have essential tools and materials that we will use in our activities.

We will have problems with the van, from repairs, accidents to not finding enough funding for the renovations.

Our van is a very important component of our project and its distinctiveness. Therefore we will pay a lot of attention to have it checked and keep a good maintenance, as well as ask experienced people that can advise us with everything that is needed to renovate and keep it running well.

Concerning the lack of sponsorships, we will need to think about new fundraising ideas to obtain additional income and search for smaller sponsors that can put their logo on our van. There is also the option to do minimal renovations and initially only use the van for pure mobility.

We won't be able to reach our target number of participants due to lack of interest or COVID regulations.

To compensate for a possible shutdown of operations during winter, we plan outdoor workshops in the warmer months, which will simplify complying with social distancing regulations. We also need to take all the hygiene precautions and keep in mind ventilation protocols. Covid could mean that our number of participants is very limited, and we need to devise a plan of how to manage this while still being able to run profitable.

ADDITIONAL ASSUMPTION DETAILS

To offer free slots to our workshops to selected participants we need to not only try to keep our workshops low-cost, but to develop hybrid programs that include paying participants. We need to create an equilibrium between paying to non-paying participants and for this we need to very well understand the ratio of this by breaking it down into cost per person in materials/equipment, with an additional cost per person based on location (if we are paying for the space). This would allow us to “mix and match” activities and locations for a quick cost estimate.

We diversify our marketing strategy to attract as many potential paying customers as possible, while keeping our core promise of giving out scholarships to certain participants.

We won't make enough partnerships.

We start small, and build lasting relationships with organizations and participants for a stable customer base. We have consistently received positive feedbacks from organizations we reached out to and have already established two partnerships, one with Terral, who will let us do a series of workshops with a group of girls at their location in Raval, the other with EnriquezArte, a cultural center at Poble Nou that offers affordable activities and classes to the neighborhood.

To partner successfully, we need to continuously reach out to more organizations with similar values to ours, while maintaining a good relationship with existing partners. To create lasting and mutually beneficial collaborations, we need to be in a constant dialogue with our partners, and adapt to their wants and needs.

B I B L I O G R A P H Y

EUROSTAT: Smarter, greener, more inclusive? Indicators to support the Europe 2020 Strategy <https://ec.europa.eu/eurostat/documents/3217494/10155585/KS-O4-19-559-EN-N.pdf/b8528d01-4f4f-9c1e-4cd4-86c2328559de?t=1570181425000>

EUROSTAT: Culture statistics 2019 edition

<https://ec.europa.eu/eurostat/documents/3217494/10177894/KS-01-19-712-EN-N.pdf/915f828b-daae-1cca-ba54-a87e90d6b68b?t=1571393532000>

UN: Leaving no one behind: the imperative of inclusive development. Report on the World Social Situation 2016 <https://www.un.org/esa/socdev/rwss/2016/full-report.pdf>

The Link between art and well-being

<https://www.health.harvard.edu/mental-health/the-healing-power-of-art>

Contact Hypothesis

<https://www.thoughtco.com/contact-hypothesis-4772161>

Study of Best Practices for Using Art as Tool for Social Cohesion

<https://www.interarts.net/descargas/interarts2834.pdf>

UN Sustainable Development Goals

<https://sdgs.un.org/goals>

T H A N K Y O U !



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barcelona

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WE BRING ART TO THE PEOPLE.