

**SFI INC BUDGET AND PLANNING WORKSHEET--March 3, 2011 Draft\***  
**2010 LINE ITEM DETAIL BUDGET**

\*Total budget not likely to change significantly, but line item detail may be adjusted based on actual year end 2010 revenue and expenditures any significant adjustments will be presented to the SFI Inc. Board at Spring 2011 meeting.

ACTION/PROJECT	Meetings	MT&E	Grants & Partnerships	Outsourced Work	Sponsorship	Paid Media	TOTAL	EXPECTED
							EXPENSES	REVENUE
<b>I. Revenue</b>								
Licensing Fees								\$ 4,275,000
Voluntary Contributions-Unrestricted								\$ 5,000
Voluntary Contributions - Outreach Campaign								\$ 1,225,000
Restricted Assesst from 2010 - Outreach Campaign								\$ 73,000
Restricted Assesst from 2010 -Conservation and Community Grants Program								\$ 102,000
Camping World Contributions								\$ 10,000
Restricted 2010 Carryover for Canadian Strategy and PEFC promotions								\$ 62,000
Grants								\$ -
Publications Revenue								\$ 5,000
Annual Conference Revenue								\$ 60,000
Annual Conference Sponsorships								\$ 60,000
Investment Income								\$ 3,000
Other Revenue								\$ -
PEFC Chain of Custody Revenue								\$ 105,000
PEFC Logo Use Fees								\$ 57,000
CSA Service Fee								\$ 36,000
ATFS Service Fee								\$ 40,000
Forest Innovation Investment Service Fee								\$ 2,500
<b>II. Direct Expenditures</b>								
<b>1. Integrity</b>								
<b>Transparency in Labels &amp; Claims</b> -- Promote labels through targeted media, among program participants, customers; active engagement in forums and organizations promoting credible labels and claims such as Terrachoice, FTC's Green Guides; webinar or forum related to environmental claims with organizations interested in clear claims in the marketplace and consumer rights; ensure timely approvals and legal reviews of label usage.	5,000	5,000		20,000				\$ 30,000

							TOTAL DIRECT	EXPECTED
ACTION/PROJECT	Meetings	MT&E	Grants & Partnerships	Outsourced Work	Sponsorship	Paid Media	EXPENSES	REVENUE
<b>Standards Development and Implementation</b> -- promote and assist in implementation of SFI 2010-2014 Standard, development of modules, guidance, white papers and interpretations as needed. Staff task forces for small lands and emerging issues. Review opportunity for membership and accreditation by ANSI as a standards setting body and potential accreditation of SFI standards; <b>KPMG contract at \$10K; \$10 K for Stefan Janhager</b>	1,000	1,000	4,000	20,000		-	\$ 26,000	
<b>Balanced Governance</b> -- Review vacancies expected for 2011 and prepare nominations			Staff time				\$ -	
<b>Collaborate with external stakeholders on common issues</b> -- continue to work with ERP on annual progress report (obtain logger training data from FRA) and other issues of common interest; continue to work with forestry associations such as SAF and CIF (Sampson-ERP Contract at \$17K); pursue opportunities for ERP, SFI Staff and Board to observe an SFI audit.	25,000	11,000		17,000			\$ 53,000	
<b>External Recognition</b> -- Continue to promote research findings through factsheets, conferences and customer meetings			Staff time				\$ -	
<b>Protecting the SFI Brand</b> -- Develop new factsheets as needed; Continuous updating of members site to ensure most recent messaging and promotional materials; Continue media monitoring; Letter to editors to respond to misinformation; Update blog with new information, messages on weekly basis; Continue promotional work in Europe.			Staff time				\$ -	
<b>Promote strength of SFI program as it relates to social values/criteria</b> -- promote social and public involvement criteria in SFI standard in all communications, presentations, customer meetings, etc.; respond to misinformation as it relates to SFI and this information			Staff time				\$ -	
<b>Transparency and Accountability</b> -- Keep website up-to-date with latest audit reports; Promote SFI's actions as it relates to transparency and accountability in communications materials, presentations, etc. (Moss at \$25K)				25,000			\$ 25,000	
<b>Support &amp; Engagement of SICs</b> -- Continue to support SICs on regional issues and communications; Keep SIC webpage up to date with resource materials and latest messaging; conduct regional meetings and webinars; leverage partnerships on projects such as Habitat for Humanity homes. Includes FRA grant (\$3K) for logger training data.	10,000	10,000	3,000	-			\$ 23,000	
<b>Legal</b>							\$ 200,000	
<b>SUBTOTAL INTEGRITY</b>							\$ 357,000	
<b>2. Conservation and Community Collaboration</b>								
2011 Conservation and Community Grants Program. Funding already committed in 2010 RFP process is 217,500 (Bird Studies Canada \$80K, Clemson University \$30K, National Fish & Wildlife, \$37.5K, Ruffed Grouse Society \$10K, American Chestnut Foundation \$30K; WRI \$30K); remaining \$182,500 will be part of the 2011 RFP for new projects. Support for Conservation Council. Continue to deepen relationships with community organizations such as Habitat for Humanity, Boy Scouts, Girl Scouts and 4-H; Sponsorship for National 4-H Forestry Invitational	5,000	8,000	410,000				\$ 423,000	
2010 Conservation Projects and Partnerships committed to, but not completed in 2010 to be funded with 2010 carryover funds (restricted asset); includes Forest Trends at \$10K and Ducks Unlimited project			102,000				\$ 102,000	
Develop and implement an action plan to increase awareness of SFI involvement and land certification in aboriginal communities			Staff Time					
Alternate funding -- Seek funding from alternative sources such as foundations.			Staff Time				\$ -	
<b>SUBTOTAL CONSERVATION COLLABORATION</b>							\$ 525,000	
<b>3. Market Outreach</b>								

							TOTAL DIRECT	EXPECTED
ACTION/PROJECT	Meetings	MT&E	Grants & Partnerships	Outsourced Work	Sponsorship	Paid Media	EXPENSES	REVENUE
<b>Elevate the SFI Brand</b>								
<b>A.</b> Secure funding for continuation of outreach campaign with Porter-Novelli ; develop and implement 2011 campaign.	-			1,548,000			\$ 1,548,000	
<b>B.</b> Support for Canadian market outreach; <b>meetings with key customers, governments and other key influencers.</b> Additional funding in support of Canadian market outreach is included in many other items-- legal, conservation partnerships, trade shows, trade advertising, etc.		30,000	-	-			\$ 30,000	
<b>C.</b> Review tradeshow priority list; Attend tradeshow, print, packaging, forestry, solid wood; Trade advertising strategy revised and implemented. (sponsorship budget is trade show budget for exhibit costs, sponsorships and other expenses; paid media is for trade advertising). <b>This includes both the U.S. and Canada.</b>		30,000			120,000	120,000	\$ 270,000	
<b>D.</b> Customer meetings; Webinars; Continue to communicate/promote SFI awards; SFI monthly newsletter; Update distribution lists; , marketing support, media monitoring and tradeshow support; Promote fiber sourcing/procurement in all SFI communications and promotions, building on 10% vs 90% message; includes Welch (\$70K) and Errico (\$15K). Increase Awareness and support for fiber sourcing -- Keep website up-to-date with latest audit reports; Promote SFI's actions as it relates to transparency and accountability in communications materials, presentations, etc.		40,000	-	85,000	-	-	\$ 125,000	
<b>E.</b> Communications materials translations (Lauzon at \$15K)				15,000			\$ 15,000	
<b>F.</b> Graphic design-annual report, newsletters, fact sheets (Fowler at \$40K)				40,000			\$ 40,000	
<b>G.</b> Comprehensive online database completion and maintenance--certificates, contacts, annual reporting, statistics (Spot Solutions at \$75K)				75,000			\$ 75,000	
<b>H.</b> SFI communications and marketing support on special projects and emerging issues identified during the year as high priority.				50,000			\$ 50,000	
<b>Ensure market has steady supply of SFI fiber --</b> Promote certification on lands in North America that are currently not certified (e.g. lands owned and managed by Timberland Investment Organizations and lands managed by First Nations or in Quebec where currently 60% of Crown lands are not certified); Support SFI program participants who may be under pressure via campaigns to switch certifications; Expand SFI certification in the US hardwood sector; raise awareness of the SFI Program's environmental attributes and responsiveness to market demands in the bioenergy sector. <b>Phil Riebel contract (\$ 30,000)</b>		10,000	Staff time	30,000			\$ 40,000	
<b>US and International Government Outreach --</b> Monitor and respond to key government procurement policy issues including US Government Services Administration, Forest Service, Government Printing Office, Department of Energy, Department of State, Department of Defense, BRL (Holland), CPET, Ontario government procurement policy; ensure government officials responsible for procurement policies have up-to-date and accurate information about the SFI standard before making policy decisions; explore opportunities to engage in International Year of Forests with government agencies in 2011.		22,000					\$ 22,000	
<b>Support for SFI in the Greenbuilding sector --</b> Monitor and respond as necessary on USGBC benchmark process; Attend USGBC conference in 2011, including tradeshow booth, speaking opportunity and advertising; continue green building strategy; Monitor and respond to green building issues as they arise; promote inclusive green building policies; Encourage labeling of solid wood products to support the growing green building market; Participate in the Green Building Strategy Group. Work with lumber dealers who have ongoing concerns with difficulty supplying certified products and are seeking options; . Deepen partnerships with other green building rating tools (Green Globes, NAHB, ASHRAE, ASTM) to support use of wood from responsible sources. Support for GBI (\$20K) and Green Building Strategy Group. (\$25K) Additional funding in support of green buildings is included in many other items--legal, conservation partnerships, trade shows, trade advertising, etc	5,000	30,000		-	45,000		\$ 80,000	

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ACTION/PROJECT	Meetings	MT&E	Grants & Partnerships	Outsourced Work	Sponsorship	Paid Media	EXPENSES	REVENUE
<b>SFI Annual conference</b> -- Organize and host annual conference for SFI program participants, certification holders, conservation groups, researchers, academics, etc; Reach out to customers for increased involvement in conference; Reach out to conservation sector for increased participation in conference.	85,000	20,000		15,000			\$ 120,000	
<b>Promote Global Endorsement, Acceptance and Outreach</b> -- Continued participation in PEFC International Continued seat on PEFC International board; continued SFI involvement in PEFC CoC labelling work and standards working groups; Support program participants with SFI marketing to promote SFI certification offshore, especially in Europe, meeting with customers in Europe when needed and supporting SFI Inc. Staff person in Geneva. Complete PEFC re-endorsement.	5,000	35,000		-			\$ 40,000	
PEFC Membership Fees			268,000				\$ 268,000	
PEFC Revenue Sharing with ATFS on PEFC Notification and Logo Use Revenue Collected by SFI Inc.			13,000				\$ 13,000	
PEFC Asia marketing campaign			10,000				\$ 10,000	
PEFC North American Promotions ( remainder of funding provided by PEFC in 2010) (Wardle \$42,000)				42,000			\$ 42,000	
<b>SUBTOTAL MARKET OUTREACH (Includes SFI contribution of \$300K to the outreach campaign)</b>							\$ 2,788,000	
<b>III. Core Operations</b>								
<b>1. Member Services</b>								
SFI Inc. Board, Resources Committee, Staff and other SFI, Inc. meetings (not specific to a single issue that is included elsewhere in this budget)	20,000	50,000					\$ 70,000	
<b>2. Payroll</b>								
Payroll, Taxes and Benefits (Health, Retirement, Etc) for up to 13 Full Time Staff							\$ 1,734,000	
Training and Staff Development							\$ 20,000	
Payroll Administrative Fees							\$ 80,000	
401-K Administrative Fees & Non Descrip Testing & Reporting-Fidelity							\$ 7,000	
Employee relocation fees							\$ 15,000	
Temporaries/Agency Fees							\$ 10,000	
<b>3. Administrative</b>								
Outside Printing to Support all Program Areas							\$ 80,000	
Fundraising Expenses							\$ 22,000	
State Registrations							\$ 10,500	

							TOTAL DIRECT	EXPECTED
<u>ACTION/PROJECT</u>	Meetings	MT&E	Grants & Partnerships	Outsourced Work	Sponsorship	Paid Media	EXPENSES	REVENUE
Audit Accounting Fees				-			\$ 12,000	
Bookkeeping Fees							\$ 58,000	
Office Rent and Maintenance							\$ 108,000	
Office Services							\$ 12,000	
Storage Rental							\$ 15,000	
Dues & Subscriptions							\$ 5,000	
Interest Expense--CC & Bank fees							\$ 12,000	
Office Supplies							\$ 21,000	
Computer Services							\$ 10,000	
Postage & Freight							\$ 45,000	
Telephones and Webinars							\$ 60,000	
Miscellaneous							\$ 4,000	
Insurance and Taxes							\$ 20,000	
Furniture & Equipment							\$ 20,000	
<b><i>SUBTOTAL CORE OPERATIONS</i></b>							\$ 2,450,500	
<b>Total Expenses and Revenue</b>							\$ 6,120,500	\$ 6,120,500
	\$ 161,000	302,000	\$ 810,000	\$ 1,982,000	\$ 165,000	\$ 120,000		