



An initiative of the



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Project Budget

Introduction

Funds collected for the SAMIH Campaign go to the Online Hate Prevention Institute (OHPI), a registered Australian Charity. The total cost of fully implementing the campaign is \$86,700. OHPI are putting in between \$36,600 to \$46,700 to support the campaign. We need to raise the rest from donations, sponsorships and partnerships.

The campaign costs include technology costs, publishing costs, promotional costs and staff costs. The technology costs, publishing costs, and promotional costs will be fully paid for out of funds raised to support the campaign. The contribution to the campaign by OHPI will fully offset the staff costs for two thirds of the fully implemented campaign. This will fully cover the data collection phase. The research time to analyse the data, produce briefings and reports, and to archive all the hate data will be partially paid for out of the additional funds raised by the campaign and partially paid for by OHPI.

As funding for the campaign is uncertain, we have prepared a best, average and worst case budget based on different levels of fundraising success to support the project.

Worst Case

Source of income	Amount	Qty	Total
Crowd funding, Sponsors, Partners	5,000	1	5,000
In kind from OHPI (staff time + overheads)	36,600	1	36,600
TOTAL			41,600

Expenditure	Amount	Qty	Total
Project Management & Staff	17300	2	34,600
Technology costs	3000	1	3,000
Advertising Costs	1000	1	1,000
3rd party fees, admin & overheads	3,000	1	3,000
TOTAL			41,600

Worst Case Outputs

DATA COLLECTION

1,000 items of anti-Muslim hate collected

BRIEFING

One briefing giving an example from each of the platforms for each of the categories

Average Case

Source of income	Amount	Qty	Total
Crowd funding, Sponsors, Partners	12,900	1	12,900
In kind from OHPI (staff time + overheads)	43,350	1	43,350
TOTAL			56,250

Expenditure	Amount	Qty	Total
Project Management & Staff	17,300	2.5	43,250
Printing, Postage & consumables	4000	1	4,000
Technology costs	3000	1	3,000
Advertising Costs	1000	1	1,000
3rd party fees, admin & overheads	5,000	1	5,000
TOTAL			56,250

Average Case Outputs

DATA COLLECTION

5,000 items of anti-Muslim hate collected

BRIEFINGS:

Briefing on content that presents Muslims as terrorists / a threat

Briefing on content that promotes threats and violence against Muslims

Briefing on content that dehumanises and demonises Muslims

Briefing on content that presents Muslims as a "threat to our way of life"

Briefing on content that promotes Xenophobia against Muslim refugees

Briefing on content that seeking to exclude Muslims from society

REPORT

A report which looks at the spread of the hate across platform and category.

Best case

Source of income	Amount	Qty	Total
Crowd funding, Sponsors, Partners	40,000	1	40,000
In kind from OHPI (staff time + overheads)	46,700	1	46,700
TOTAL			86,700

Expenditure	Amount	Qty	Total
Project Management & Staff	17300	4	69,200
Printing, Postage & consumables	4000	2	8,000
Technology costs	3000	1	3,000
Advertising Costs	1000	1	1,000
3rd party fees, admin & overheads	5,500	1	5,500
TOTAL			86,700

Best Case Outputs

DATA COLLECTION

5,000 items of anti-Muslim hate collected

BRIEFINGS:

Briefing on content that presents Muslims as terrorists / a threat

Briefing on content that promotes threats and violence against Muslims

Briefing on content that dehumanises and demonises Muslims

Briefing on content that presents Muslims as a "threat to our way of life"

Briefing on content that promotes Xenophobia against Muslim refugees

Briefing on content that seeking to exclude Muslims from society

Briefing on content attacking anti-hate activists who support Muslims

Briefing on content presenting Muslims as manipulative and dishonest

Briefing on content classified as "other"

3 more briefings on whichever the most common themes are

ARCHIVING

YouTube videos saved, screen captures taken of Facebook and Twitter content.

REPORTS

Two reports. The first one looks at the spread of the hate across platform and category.

The second updates this to include information on take down rates of the platforms for each category