



2023 -2024 BUDGET REPORT



Carleton University Students' Association (CUSA) proudly presents the 2023/2024 Operating Budget. As an incorporated not-for-profit, your executive team here at CUSA aims to put every dollar to use through targeted programming, campaigns, focused learning, and fun events. The CUSA budget tends to be overwhelming, so this year's budget will balance transparency, accountability, and conciseness to provide a complete overview of the year to come. This budget lays the groundwork for the initiatives and programming prepared tirelessly by each CUSA executive, coordinator, and staff member over the summer term. Through this budget, we can map our way through the academic year and beyond while adjusting to life after a year of COVID-19.

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Land Acknowledgement

CUSA acknowledges that our offices, service centres and businesses are situated today on the traditional territory of the Algonquin Anishinaabe, lands never ceded or surrendered in peace to the Crown of Canada. Indigenous peoples living under the modern colonial state of Canada have suffered disproportionate injustice and marginalisation.

A mere land acknowledgement is not enough to make reconciliation and reparation to the Indigenous peoples of Turtle Island. We must stand in solidarity against colonialism and remember our responsibility to the land and the peoples who have kept it for generations—which means affirming their call for the free and unencumbered return to their ancestral land. It is also fitting, for this body of lawmakers, to remember the spirit and wisdom of Indigenous governance models—from the collaborative bicameralism of the Haudenosaunee Confederacy to the consensus-based government of the Inuit—to deliver to students a better student union.

We recognize that our presence on this land is the result of a history marked by injustice, and we are dedicated to honouring and strengthening our relationships with Indigenous nations across Turtle Island. This includes acknowledging and respecting the diverse First Nations, Métis, and Inuit peoples who call this land home.

We encourage all students to learn about current movements to support Indigenous self-determination and self-governance. To learn more about the stolen land you live on and the movements occurring on that land, visit www.native-land.ca or CUSA's Mawandoseg Centre located at 426 Nideyinàn (formerly University Centre).

Budget Statement

Budgeting is the cornerstone of financial stability and operational efficiency for nonprofit organizations like the Carleton University Students' Association (CUSA). CUSA, dedicated to enhancing the student experience, relies on effective budget planning to allocate resources wisely, promote transparency, and fulfil its mission. First and foremost, a well-prepared budget serves as a roadmap for CUSA's financial journey. It outlines income sources, such as student fees and sponsorships, and guides expenditure allocations towards student services, events, and advocacy. This financial blueprint ensures that limited resources are distributed equitably to maximise impact. Moreover, a CUSA budget fosters transparency and accountability. It demonstrates a commitment to responsible stewardship of student funds and provides a clear picture of financial activities to stakeholders. Transparency is vital to maintaining trust and support from the student body and potential donors. Ultimately, budgeting for CUSA is not just about numbers; it's about empowering student engagement. A well-crafted budget paves the way for innovative programming, transformative experiences, and meaningful student representation. It reinforces the organisation's dedication to enhancing student life and fulfilling its mission within a responsible financial framework. In essence, budgeting is the cornerstone of CUSA's commitment to student welfare and its role in shaping a vibrant campus community.

CUSA Fees

CUSA is responsible for collecting various fees on behalf of undergraduate students attending Carleton University. Fees can be broadly categorised into two types: university fees and CUSA fees. University fees are mandatory charges imposed by the university for services such as tuition, facilities, and resources that are essential for academic pursuits. On the other hand, CUSA fees are specifically directed to fund student-run clubs, charitable organizations, and events that enhance the overall student experience at Carleton University. These fees are collected by CUSA and distributed to support initiatives that directly or indirectly benefit the student body. Levy fees are those charged to Carleton undergraduate students and they support student-run clubs and charitable organizations, fostering a vibrant campus community. These groups organise events and provide services that contribute to the holistic development of Carleton University students. Additionally, there is another fee for the health and dental plan offered by CUSA, which offers essential extended health and dental coverage to students beyond provincial healthcare. This collective approach to healthcare helps keep individual fees lower than private health coverage costs, ensuring that students have access to necessary medical services during their academic journey. CUSA plays a vital role in managing and allocating these fees, with the aim of enriching the student experience.

Potential Revenue

In the past, CUSA has not focused on obtaining grants and contributions. Therefore, we have put an estimate of 0.00 for this revenue line. This year, we have a team working to apply for grants throughout the year. Our aim is to have roughly 30 grants that we can apply for by the end of the year. In this case, our previously mentioned revenues are understated. If successful, we could see between \$50,000-\$150,000 in revenue, bringing us closer to a break even position. CUSA does not solely rely on the potential of grants in order to operate. However, we thought it best to note the possibility of growth from this opportunity. These grants play a crucial role in enabling CUSA to expand its services and programs and broaden the financial base of the organisation.

Haven Connect is more than just a co-working space; it's a haven for productivity and creativity. With all the essential amenities such as high-speed Wi-Fi and self-serve printing services, it provides a conducive environment for individuals to work efficiently. The added convenience of an adjacent cafe makes it an ideal spot for professionals on the go. Haven Connect fosters a welcoming and inclusive atmosphere, it facilitates connections between like-minded individuals and helps expand professional networks. Additionally, the Creator's Studio (available to be rented out to the Carleton community), with its soundproof room, high-speed internet, and audio/visual tech, is a unique space for creatives to explore their skills and promote themselves. There is also a combination of co-working spaces which are also available to be rented out. The aforementioned present an excellent revenue-generating opportunity, catering to a broad spectrum of individuals seeking an all-in-one solution for productivity and creativity.

In a recent strategic move, CUSA has appointed a Charitable Initiatives Manager to spearhead impactful changes within the organization. This newly established role assumes leadership over key positions, including the USC's Services Fulfilment and Development Supervisor, as well as part-time roles such as Volunteer Coordinator and Operations Coordinator. The Charitable Initiatives Manager is set to play a pivotal role in advancing CUSA's mission by overseeing these crucial functions. One of the primary responsibilities of the Charitable Initiatives Manager is to lead CUSA in securing grants, strategically working to alleviate financial burdens. This proactive approach aligns with CUSA's commitment to financial sustainability and its dedication to exploring alternative funding sources. By taking charge of grant acquisition, the Charitable Initiatives Manager aims to unlock additional financial resources, enabling CUSA to expand its services, support charitable initiatives, and foster a more robust and resilient organizational framework. This strategic leadership highlights CUSA's dedication to maximizing its impact on the Carleton community and ensuring a sustainable and flourishing future.

Potential Revenue

CUSA is actively pursuing financial independence through strategic partnerships and sponsorships, aiming to unlock new opportunities and enhance services for the Carleton community. By diversifying funding sources beyond traditional channels, such as levy fees and business profits, these collaborations provide stability, enabling effective long-term planning and execution of initiatives. Moreover, establishing partnerships creates valuable networking opportunities, reinforcing CUSA's commitment to community impact. Increased financial independence allows CUSA to allocate more resources to support community projects, advocate for important causes, and provide valuable services to its constituents.

AVP Student Funds is a new position this fiscal year and is able to help obtain external funding for CUSA. This role is dedicated to researching and identifying new grant opportunities, working alongside with the Charitable Initiatives Manager to develop and submit proposals. This collaborative effort ensures a streamlined and efficient approach to securing additional funding, empowering CUSA to broaden its impact and provide comprehensive support to the diverse needs of its student body. In the upcoming academic year of 2023-24, CUSA is proactively pursuing alternative institutional funding to enhance student services. The renewed focus involves researching and submitting grant proposals, showcasing CUSA's innovation and commitment to intersectionality. Grant funds will fortify student clubs, academic support, mental health services, career development, and recreational activities, enabling an expansion of services and an enriched student experience.

Department Breakdown

Executive

The executive portion of the budget is set to be used by the 23/24 executive team. This section highlights and identifies the bulk of utility that we bring to the undergraduate student body. The executive budget mainly focuses on events, campaigns, and financial support to undergraduate students with the addition of financing student volunteering opportunities in the form of Chonk Nation and student jobs with the introduction of the Associate Vice Presidents. In conclusion, the Executive Team plays a crucial role in enhancing the university experience for its members. Through their dedication and commitment, they create a thriving and engaging campus environment that supports the holistic development of the student body.

Student services

The Student Services section of the budget covers the operations of the service centres, the front desk, and Hatch. CUSA operates 6 service centres on campus: Gender & Sexuality Resource Centre (GSRC), Carleton Disability Awareness Centre (CDAC), Wellness Centre, Womens Centre and Racialized & International Student Experience. These centres provide a range of resources and assistance focused on academic support and health and wellness. Furthermore, they are often the first point of contact for students seeking information on extracurricular activities, clubs, and student events. This section of the budget covers all expenses related to the operations of the service centres. Additionally, Student Services includes all of the expenses associated with the front desk. The front desk handles most student inquiries regarding CUSA resources and the health and dental plan, runs the free printing service, and handles general administrative work. Finally, Student Services covers CUSA's contribution to Hatch. Hatch is a university incubator program that supports student-run startups.

Department Breakdown

Student Development

The student development section of the budget consists of revenue and expenses related to clubs and CUSA's governing bodies. First, student development covers all costs associated with the administration and funding for clubs and societies. Next, it covers the operations of the Council, the legislative body of CUSA consisting of 31 representatives elected from each faculty. Additionally, student development covers the Board of Directors, which is responsible for the long-term financial, legal, and reputational health of the Association, consisting of 8 directors appointed by Council.

Communications Department

The communications section of the budget covers all revenue and expenses related to media, production and branding for the organisation. The communications department is essential in shaping and creating the image of CUSA. This section covers our website, which is an accessible space for students to know and find out all information about who we are and what we do, merchandise that we provide to students during fall orientation as well as throughout the year, promotion, advertising and all photography coverage that encompasses our events and initiatives.

Businesses

The sections of the budget for Haven, Ollies, and Roosters covers the revenue and operating expenses for each respective business. The CUSA businesses provide student jobs, affordable service, and are pillars in the Carleton community. Haven is an off-campus café and co-working space that offers a place for students to study and resources for professionals in Ottawa. Ollies is the campus pub, offering affordable food, event space, and programming, such as Thirsty Thursdays. Finally, Roosters is the coffeehouse on campus, offering a place for students to grab food in-between classes and a fantastic place to study.

Department Breakdown

Admin

The administrative section of the budget encompasses the revenues and costs that we incur from human resources and building operations. Additionally, this section contains all other administrative expenses that we come across during the fiscal year, which include but aren't limited to; lawyer fees, professional fees, capital asset purchases, wages, maintenance and repairs, telephones and insurance expenses.