

## Sustainability, full cost recovery and 'iceberg costs'

See also: Promoting Your Service ([youngcarers.info](http://youngcarers.info))

Ensuring full cost recovery for example for:

- Administration / management of resources
- Publications and promotion
- Relationships with supporters (the public)
- Website management
- Building and maintaining relationships with other organisations
- Follow up work and maintenance/sustainability of elements of new projects
- **'Iceberg Costs'**

'Iceberg Costs':

**Develop a rationale for increasing restricted budgets *for all new projects* in order to reduce the reliance on unrestricted funding for core costs.**

New project budgets should include **'Iceberg costs'**. These are the costs that are necessary for establishing new projects and sustaining them. They tend to be met by unrestricted budgets, instead of being built into the budget of new projects.

**These often come from:**

1. **Pre-set up costs of projects**

**As a platform for the new project** to be initiated (Intelligence often needed from consultation / Analysis of ideas / Development of ideas and framing new projects)

2. **Ongoing core work that feeds and props up new projects**

**As ongoing core work** that is needed to feed the new project such as: uploading website information, intelligence from other areas (e.g. consultations); building and maintaining relationships with other organisations; follow-ups with carers.

3. **Work required to maintain projects after a project has ended**

**Maintenance of project** in the long-term (and of any value added coming from project) (e.g. new work that has evolved and needs some ongoing maintenance - and therefore capacity); maintaining ongoing relationships with supporters (e.g. the public); storage and management of resources