Item	Description	Total estimate costs	Amount requested	Amount covered by other funds
Software development	Develop OLM tools & LitterWeek.org	1,500,000	15,000	100,000
UIUX	Design support for LitterWeek	10,000	5,000	5,000
Marketing	Materials, advertising	5,000	2,500	2,500
Overhead	Technology, subscriptions, travel	20,000	2,500	2,500
Total		**1,535,000**	**25,000**	**110,000**