

Resultatrapport 2014-09, sammanfattning

Bilaga 1

INTÄKTER	Ack utfall 2014-09	Budget helår 2014	Utfall helår 2013	Ack utfall i % av helårsbudget	PROGNOS HELÅR 2014 (Q3)
KALL REKRYTERING/DONOR ACQUISITIONS: COLD RECRUITMENT	1 677 567	3 991 642	3 750 827	42%	3 141 300
VARM REKRYTERING/DONOR ACQUISITIONS: WARM RECRUITMENT	347 887	1 364 904	444 138	25%	515 000
PÅGÅENDE GIVANDE/DONOR CONTINUING	61 777 793	84 096 474	78 099 965	73%	82 593 000
ÖVRIG FUNDRAISING/OTHER FUNDRAISING	17 375 220	24 904 532	30 826 372	70%	28 142 000
FÖRSÄLJNING/MERCHANDISE	125 768	498 600	550 492	25%	260 000
ÖVRIGA INTÄKTER / OTHER INCOME	7 500	570 000	224 571	1%	210 000
AMNESTYFONDEN/THE SWEDISH RELIEF FUND	-6 871 966	-9 376 152	-9 398 605	73%	-9 335 300
Totala intäkter	74 439 769	106 050 000	104 497 760	70%	105 526 000

KOSTNADER	Ack utfall 2014-09	Budget helår 2014	Utfall helår 2013	Ack utfall i % av helårsbudget	PROGNOS HELÅR 2014 (Q3)
Arbetet för mänskliga rättigheter/Human rights work	-17 865 207	-27 626 000	-25 307 699	65%	-24 793 000
PRIORITERAT MR-ARBETE/CRITICAL PATHWAYS	-6 527 562	-9 426 648	-7 303 531	69%	-8 944 000
EJ PRIORITERAT MR-ARBETE/NON CRITICAL PATHWAYS	-1 435 101	-2 219 662	-2 912 950	65%	-2 129 000
UTVECKLINGSKOSTNADER/OPERATIONAL ENABLER EXPENSE	-1 319 251	-2 358 550	-1 908 920	56%	-1 695 000
STÖD TILL MR-ARBETET/HUMAN RIGHTS SUPPORT	-8 583 292	-13 621 140	-13 182 299	63%	-12 025 000
Fundraising, försäljning/Fundraising, Merchandise	-15 146 883	-20 860 235	-18 236 712	73%	-21 123 890
KALL REKRYTERING/DONOR ACQUISITIONS: COLD RECRUITMENT	-7 525 982	-10 034 579	-11 244 031	75%	-10 542 000
VARM REKRYTERING/DONOR ACQUISITIONS: WARM RECRUITMENT	-3 043 170	-3 762 069	-1 248 458	81%	-3 699 000
PÅGÅENDE GIVANDE/DONOR CONTINUING	-2 799 735	-3 456 662	-3 120 810	81%	-3 712 891
ÖVRIG FUNDRAISING/OTHER FUNDRAISING	-603 029	-1 171 183	-854 217	51%	-988 000
STÖD TILL FUNDRAISING/FUNDRAISING SUPPORT	-2 610 310	-4 191 598	-3 217 523	62%	-3 906 000
FÖRSÄLJNING/MERCHANDISE	-88 582	-276 036	-306 173	32%	-276 000
AMNESTYFONDEN/THE SWEDISH RELIEF FUND	1 523 925	2 031 892	1 754 501	75%	2 000 000
Stöd till organisationen/Organisational support	-12 553 535	-17 758 458	-16 003 839	71%	-17 002 000
ORGANISATIONSSTÖD/ORGANISATIONAL SUPPORT	-9 910 652	-14 882 666	-13 409 870	67%	-13 958 000
STYRNING/GOVERNANCE	-1 967 883	-1 975 792	-2 102 355	100%	-2 464 000
ÖVRIGA KOSTNADER/OTHER GENERAL EXPENSE	-675 000	-900 000	-491 614	75%	-580 000
Internationella rörelsen/Intercompany transactions	-17 659 607	-39 805 307	-42 728 419	44%	-40 000 000
EU-KONTORET/EUROPEAN ASSOCIATION OFFICE	-939 755	-908 000	-794 335	103%	-940 000
INTERNATIONELLA RÖRELSEN/INTERCOMPANY TRANSACTIONS	-16 719 851	-38 897 307	-41 934 084	43%	-39 060 000
Totala kostnader	-63 225 232	-106 050 000	-102 276 669	60%	-102 918 890

RESULTAT	11 214 537	0	2 221 092		2 607 110
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Resultatrapport 2014-09, intäkter

Bilaga 2

INTÄKTER	Ack utfall 2014-09	Budget helår 2014	Utfall helår 2013	Ack utfall i % av helårsbudget	PROGNOS HELÅR 2014 (Q3)
KALL REKRYTERING/DONOR ACQUISITIONS: COLD RECRUITMENT	1 677 567	3 991 642	3 750 827	42%	3 141 300
1214 Cold recruitment: direct dialogue/F2F	1 098 076	2 894 630	2 835 631	38%	2 200 000
1216 Cold recruitment: door to door	0	0	0	n/a	0
1226 Cold recruitment: web	429 322	651 177	554 010	66%	729 000
1230 Cold recruitment: telemarketing	121 025	167 334	307 856	72%	167 300
1236 Cold recruitment: digital to conversion	4 114	216 884	0	2%	10 000
1238 Cold recruitment: other	25 030	61 617	53 330	41%	35 000
VARM REKRYTERING/DONOR ACQUISITIONS: WARM RECRUITMENT	347 887	1 364 904	444 138	25%	515 000
1312 Warm recruitment: direct mailings	9 170	38 921	32 050	24%	15 000
1328 Warm recruitment: SMS	0	0	0	n/a	0
1330 Warm recruitment: telemarketing	338 717	1 325 983	412 088	26%	500 000
PÅGÅENDE GIVANDE/DONOR CONTINUING	61 777 793	84 096 474	78 099 965	73%	82 593 000
1421 Recurring payments - SMS	302 370	512 800	0	59%	466 040
1422 Recurring payments - prompted: mailings	2 671 715	4 098 772	4 264 167	65%	3 900 000
1426 Recurring payments - prompted: telemarketing	27 455	180 126	102 475	15%	55 335
1428 Recurring payments - prompted: other channels	0	0	317 985	n/a	0
1429 Recurring payments - unprompted	56 800 983	75 774 786	69 792 482	75%	74 998 409
1436 Upgrade: telemarketing	1 140 739	2 204 928	2 334 279	52%	2 000 000
1438 Upgrade: all other channels	58 681	73 042	86 526	80%	97 669
1444 Reactivation: web	65 060	66 791	64 855	97%	86 000
1446 Reactivation: telemarketing	150 311	240 786	350 875	62%	240 786
1448 Reactivation: all other channels	55 540	119 011	122 736	47%	98 761
1452 Other non-recurring donations: prompted	183 066	390 000	267 480	47%	260 000
1454 Other non-recurring donations: unprompted	321 874	435 432	396 105	74%	390 000
ÖVRIG FUNDRAISING/OTHER FUNDRAISING	17 375 220	24 904 532	30 826 372	70%	28 142 000
1512 Legacies and bequests	1 940 663	1 668 800	3 289 706	116%	3 000 000
1514 Trusts and foundations	13 000 000	13 150 000	13 100 000	99%	13 000 000
1516 Major donor	220 535	260 000	409 611	85%	265 000
1518 Institutions	224 063	285 000	266 878	79%	260 000
1526 Corporations	213 781	280 000	1 067 525	76%	240 000
1530 Other corporations	57 173	79 200	119 170	72%	60 000
1532 Investment funds	274 380	3 155 000	5 783 198	9%	4 630 000
1534 Other non-recurring donations from individuals	713 811	660 000	806 994	108%	921 000
1540 Groups	101 978	1 500 000	1 890 538	7%	1 500 000
1550 Restricted income	628 836	3 866 532	4 092 753	16%	4 266 000
FÖRSÄLJNING/MERCHANDISE	125 768	498 600	550 492	25%	260 000
1712 On-line merchandise catalogue	67 028	181 600	210 572	37%	200 000
1718 Books and other publications	58 740	317 000	339 920	19%	60 000
ÖVRIGA INTÄKTER / OTHER INCOME	7 500	570 000	224 571	1%	210 000
1812 Other income	7 500	20 000	85 241	38%	10 000
1813 Interest income	0	550 000	139 330	0%	200 000
AMNESTYFONDEN/THE SWEDISH RELIEF FUND	-6 871 966	-9 376 152	-9 398 605	73%	-9 335 300
8426 Swedish Relief Fund	-6 871 966	-9 376 152	-9 398 605	73%	-9 335 300
Totala intäkter	74 439 769	106 050 000	104 497 760	70%	105 526 000

Resultatrapport 2014-09, kostnader

Bilaga 3

KOSTNADER	Ack utfall 2014-09	Budget helår 2014	Utfall helår 2013	Ack utfall i % av helårsbudget	PROGNOS HELÅR 2014 (Q3)
Arbetet för mänskliga rättigheter/Human rights work	-17 865 207	-27 626 000	-25 307 699	65%	-24 793 000
PRIORITERAT MR-ARBETE/CRITICAL PATHWAYS	-6 527 562	-9 426 648	-7 303 531	69%	-8 944 000
2260 - Total My body my rights Expense	-1 371 136	-1 608 855	0	85%	-1 566 000
2280 - Total Maternal Health Expense	-309 293	-414 842	-1 189 451	75%	-508 000
2380 - Total Corporate Accountability Expense	-331 331	-637 270	-508 383	52%	-396 000
2530 - Total Forced Evictions Expense	-60 013	-107 484	-267 317	56%	-96 000
3110 - Total Stop Torture Expense	-276 961	-802 046	0	n/a	-851 000
3120 - Total Security With Human Rights Expense	-76 575	-48 593		n/a	-117 000
3160 - Total Abuses in the Justice System Expense	-33 829	-31 260	-46 358	108%	-42 000
3230 - Total Crisis and transition in MENA Expense	-211 487	-310 208	-1 107 982	68%	-271 000
3280 - Total Other International Justice Expense	-29 514	-68 602	-45 148	43%	-40 000
3330 - Total Arms Trade Treaty Expense	-417 403	-405 861	-116 278	103%	-435 000
3380 - Total Other Controlling Arms and Security Trade Expense	-0	0	-467	n/a	0
3420 - Total Abolish the Death Penalty Expense	-109 699	-174 526	-183 565	63%	-135 000
3580 - Total Defending People on the Move Expense	-2 315 084	-2 964 837	-1 694 322	78%	-2 850 000
3720 - Total Promoting Freedom of Expression Expense	-41 051	-31 260	-174 720	131%	-50 000
3730 - Total Individuals at risk	-814 517	-1 679 954	-1 818 015	48%	-1 435 000
3780 - Total Ending Discrimination and Persecution Expense	-129 670	-141 050	-26 927	92%	-152 000
EJ PRIORITERAT MR-ARBETE/NON CRITICAL PATHWAYS	-1 435 101	-2 219 662	-2 912 950	65%	-2 129 000
4310 - Total Gender related projects Expense	-40 031	-20 000	-123 437	200%	-41 000
4350 - Total Crisis response Expense	-65 810	-102 516	-45 553	64%	-103 000
4710 - Human Rights Education	-1 329 260	-2 097 146	-2 743 961	63%	-1 985 000
UTVECKLINGSKOSTNADER/OPERATIONAL ENABLER EXPENSE	-1 319 251	-2 358 550	-1 908 920	56%	-1 695 000
6221 - One Digital Amnesty	-634 882	-1 067 471	-890 661	59%	-754 000
6241 - Strategy	-28 965	-68 100	-88 186	43%	-52 000
6242 - Learning	-93 401	-175 538	-38 655	53%	-114 000
6243 - Impact	-15 215	-61 934	-33 726	25%	-17 000
6244 - Planning	-296 841	-544 400	-662 781	55%	-451 000
6261 - Monitoring	-137 695	-272 338	-2 108	51%	-151 000
6511 - One Financial Amnesty Expense	-112 253	-168 769	-192 803	67%	-156 000
STÖD TILL MR-ARBETET/HUMAN RIGHTS SUPPORT	-8 583 292	-13 621 140	-13 182 299	63%	-12 025 000
6722 - Co-ordination and management	-1 064 526	-1 600 499	-1 368 893	67%	-1 391 000
6724 - New media	-782 087	-1 421 892	-926 102	55%	-1 230 000
6726 - Traditional media	-425 349	-584 397	-712 067	73%	-552 000
6732 - Outreach	-180 523	-264 049	0	68%	-232 000
6734 - Law and policy	-257 796	-317 407	-438	81%	-341 000
6736 - Advocacy and political	-239 701	-419 131	-284 261	57%	-383 000
6742 - Supporter magazine	-2 353 531	-3 899 140	-3 947 173	60%	-3 256 000
6744 - Publications	-0	0	-8 163	n/a	0
6746 - Office volunteer support	-225 752	-216 972	-302 981	104%	-326 000
6752 - Members, activists and groups support	-2 227 875	-3 177 158	-4 569 511	70%	-3 149 000
6754 - Capacity building	-481 351	-797 604	-509 010	60%	-701 000
6756 - AI global annual report	-0	0	-978	n/a	0
6758 - Learning and training	-156 006	-497 063	-302 207	31%	-191 000
6762 - Urgent actions	-92 210	-127 914	-125 258	72%	-127 000
6768 - Other human rights support expense	-96 585	-297 914	-125 258	32%	-146 000
Fundraising, försäljning/Fundraising, Merchandise	-15 146 883	-20 860 235	-18 236 712	73%	-21 123 890
KALL REKRYTERING/DONOR ACQUISITIONS: COLD RECRUITMENT	-7 525 982	-10 034 579	-11 244 031	75%	-10 542 000
1214 Cold recruitment: direct dialogue/F2F	-6 169 912	-8 091 495	-7 926 983	76%	-8 092 000

1216	Cold recruitment: door to door	-378	0	-113 510	n/a	0
1222	Cold recruitment: response advertising					
1226	Cold recruitment: web	-325 625	-576 171	-466 274	57%	-576 000
1228	Cold recruitment: SMS					-300 000
1230	Cold recruitment: telemarketing	-864 827	-782 795	-2 712 456	110%	-1 300 000
1232	Cold recruitment: smartphone apps	-0	0	-808	n/a	0
1236	Cold recruitment: digital to conversion	-165 240	-564 118	0	29%	-254 000
1238	Cold recruitment: other	0	-20 000	-24 000	0%	-20 000
VARM REKRYTERING/DONOR ACQUISITIONS: WARM RECRUITMENT		-3 043 170	-3 762 069	-1 248 458	81%	-3 699 000
1312	Warm recruitment: direct mailings	-52 464	-159 083	-114 486	33%	-109 000
1326	Warm recruitment: web	-128 710	-153 551	-11 177	84%	-141 000
1328	Warm recruitment: SMS					
1330	Warm recruitment: telemarketing	-2 861 996	-3 449 435	-1 122 795	83%	-3 449 000
PÅGÅENDE GIVANDE/DONOR CONTINUING		-2 799 735	-3 456 662	-3 120 810	81%	-3 712 891
1421	Recurring payments - SMS	-365 135	-493 351	0	74%	-493 000
1422	Recurring payments - prompted: mailings	-718 869	-1 339 645	-1 056 959	54%	-1 275 000
1424	Recurring payments - prompted: web	3 608	0	-15 608	n/a	0
1426	Recurring payments - prompted: telemarketing	-308 766	-130 430	-101 590	237%	-300 000
1428	Recurring payments - prompted: other channels	-15 713	0	-246 914	n/a	-16 000
1429	Recurring payments - unprompted	-47 092	-63 737	-58 122	74%	-62 000
1436	Upgrade: telemarketing	-1 051 449	-1 254 890	-1 374 924	84%	-1 254 890
1446	Reactivation: telemarketing	-296 320	-132 609	-255 995	223%	-300 000
1454	Other non-recurring donations: unprompted	-0	-42 000	-10 698	0%	-12 000
ÖVRIG FUNDRAISING/OTHER FUNDRAISING		-603 029	-1 171 183	-854 217	51%	-988 000
1512	Legacies and bequests	-184 727	-346 653	-295 674	53%	-310 000
1514	Trusts and foundations	-102 624	-404 024	-303 817	25%	-210 000
1516	Major donor	-170 562	-213 539	-159 200	80%	-237 000
1518	Institutions	-0	-21 107	0	0%	-10 000
1526	Corporations	-56 542	-123 515	-60 405	46%	-90 000
1530	Other corporations	-37 695	-62 345	-30 592	60%	-51 000
1532	Investment funds					
1534	Other non-recurring donations from individuals	-1 990	0	-4 528	n/a	-2 000
1550	Restricted income	-48 890	0	0	n/a	-78 000
STÖD TILL FUNDRAISING/FUNDRAISING SUPPORT		-2 610 310	-4 191 598	-3 217 523	62%	-3 906 000
1612	Fundraising Management Team	-108 678	-189 861	-139 479	57%	-127 000
1614	Co-ordination and management	-454 721	-694 116	-656 128	66%	-690 000
1616	Market research	-17 725	-27 825	-150 936	64%	-108 000
1617	Data analysis	-10 375	-15 000	-10 375	69%	-10 000
1618	Research and development					
1620	Brand	-94 637	-315 861	-272 300	30%	-291 000
1622	Skills share and benchmarking	-162 423	-141 172	-105 433	115%	-180 000
1624	Welcome activities	-164 755	-580 546	-205 648	28%	-356 000
1626	Supporter relations	-788 066	-1 169 804	-969 105	67%	-1 102 000
1628	Publications	-808 932	-1 057 413	-708 118	77%	-1 042 000
FÖRSÄLJNING/MERCHANDISE		-88 582	-276 036	-306 173	32%	-276 000
1712	On-line merchandise catalogue	-88 582	-276 036	-306 173	32%	-276 000
AMNESTYFONDEN/THE SWEDISH RELIEF FUND		1 523 925	2 031 892	1 754 501	75%	2 000 000
8426	Swedish Relief Fund	1 523 925	2 031 892	1 754 501	75%	2 000 000
Stöd till organisationen/Organisational support		-12 553 535	-17 758 458	-16 003 839	71%	-17 002 000
ORGANISATIONSSTÖD/ORGANISATIONAL SUPPORT		-9 910 652	-14 882 666	-13 409 870	67%	-13 958 000
7122	Co-ordination and management	-251 384	-414 337	-629 462	61%	-414 000
7124	Finance	-877 419	-1 453 175	-1 385 286	60%	-1 410 000
7132	CRM software	-335 109	-972 774	-409 861	34%	-716 000
7133	AI websites	-70 826	-239 955	-171 494	30%	-125 000
7134	Knowledge management	-130 388	-300 000	-220 571	43%	-240 000

7135	Organisational support software	-366 103	-574 233	-350 746	64%	-497 000
7138	Other information technology	-773 052	-1 159 228	-1 218 832	67%	-1 088 000
7142	Human resources	-1 322 677	-2 222 790	-2 123 661	60%	-2 052 000
7144	Facilities	-3 716 925	-4 822 224	-5 060 122	77%	-4 920 000
7146	Office relocation and set up	-42 331	0	-383	n/a	0
7152	Printing and publications	-255 445	-330 000	-322 671	77%	-300 000
7154	Legal	-0	0	-227	n/a	0
7156	Regional office management	-493 430	-581 662	-535 321	85%	-630 000
7164	Executive Director	-1 252 632	-1 782 288	-962 597	70%	-1 540 000
7166	Directors' Forum	-11 372	-15 000	-16 322	76%	-11 000
7174	International Finance Meeting	-1	-15 000	0	0%	-15 000
7198	Other organisational support	-53 891	0	-2 316	n/a	0
STYRNING/GOVERNANCE		-1 967 883	-1 975 792	-2 102 355	100%	-2 464 000
7212	Board of Directors or Trustees	-811 705	-944 616	-914 130	86%	-1 178 000
7213	Governance committees	-20 017	-55 000	-63 901	36%	-40 000
7214	Annual General Meeting	-850 859	-663 269	-788 633	128%	-903 000
7215	Annual reports	-39 185	-47 907	-23 930	82%	-39 000
7216	Company secretarial	-181 185	-180 000	0	101%	-181 000
7217	Chairs' Forum	-23 526	-20 000	-10 055	118%	-24 000
7218	International Council Meeting	-0	0	-190 582	n/a	0
7220	Other international governance bodies	-38 207	-25 000	-11 674	153%	-69 000
7298	Other governance	-3 200	-40 000	-99 450	8%	-30 000
ÖVRIGA KOSTNADER/OTHER GENERAL EXPENSE		-675 000	-900 000	-491 614	75%	-580 000
7414	Depreciation and amortisation	-675 000	-900 000	-491 614	75%	-580 000
Internationella rörelsen/Intercompany transactions		-17 659 607	-39 805 307	-42 728 419	44%	-40 000 000
EU-KONTORET/EUROPEAN ASSOCIATION OFFICE		-939 755	-908 000	-794 335	103%	-940 000
8210	European Association Office	-939 755	-908 000	-794 335	103%	-940 000
INTERNATIONELLA RÖRELSEN/INTERCOMPANY TRANSACTIONS		-16 719 851	-38 897 307	-41 934 084	43%	-39 060 000
8005	IS	-16 469 851	-38 897 307	-41 937 553	42%	-38 810 000
8485	Zimbabwe	-250 000	0	0	n/a	-250 000
Totala kostnader		-63 225 232	-106 050 000	-102 276 669	60%	-102 918 890