



# RESULTATRÄKNING 2016

## SAMMANFATTNING

	Akkumulerat 2016	Akkumulerat 2015	Förändring jmf med fg år	Budget 2016	Prognos T2
1000 Total Fundraising and Other	124 984 946	162 074 802	-37 089 856	123 773 910	142 592 413
1050 Total Fundraising	124 530 560	161 700 613	-37 170 053	122 991 063	142 166 849
1100 Total Donor Acquisition	2 932 066	3 747 742	-815 676	6 162 488	3 333 371
1200 Total Donor Acquisition: cold recruitment	2 849 816	3 452 664	-602 848	5 920 559	3 242 001
1300 Total Donor Acquisition: warm recruitment	82 250	295 078	-212 828	241 929	91 370
1400 Total Donor Continuing	87 662 387	84 742 689	2 919 698	86 583 576	87 345 099
1500 Total Other Fundraising	33 936 107	73 210 181	-39 274 075	30 244 999	51 488 379
1650 Total Merchandise and other	454 386	374 190	80 197	782 847	425 564
Amnestyfonden/The Swedish Relief Fund	-10 062 518	-15 157 132	5 094 615	-9 569 016	-12 273 821
<b>Summa Intäkter</b>	<b>114 922 429</b>	<b>146 917 670</b>	<b>-31 995 242</b>	<b>114 204 894</b>	<b>130 318 592</b>
2000 Total Goals 1-4	-10 936 374	-6 853 066	-4 083 308	-10 560 308	-10 396 191
2010 Goal 1: Reclaiming Freedoms - a world which everyone knows and can claim their rights	-4 978 513	-4 068 147	-910 365	-4 721 342	-4 552 706

2110	Goal 2: Securing equal rights for all - a world in which human rights and justice are enjoyed without discrimination	-1 341 525	-85 662	-1 255 863	-1 229 436	-1 414 418
2310	Goal 3: Responding to crises - a world in which people are protected during conflict and crises	-3 276 549	-1 778 766	-1 497 783	-3 576 154	-2 974 442
2410	Goal 4: Ensuring accountability - a world in which human rights abusers are held accountable	-1 339 788	-920 491	-419 297	-1 033 376	-1 454 625
Goal 5: Maximising our resources and engagement		-29 733 296	-27 740 286	-1 993 010	-31 446 789	-31 672 329
Non-strategic goal Human Rights Work		-2 259 626	-2 327 701	68 076	-2 943 525	-2 779 165
5000	Total Unique Country Work	0	0	0	0	0
6000	Utvecklingskostnader och stöd till arbetet för mänskliga rättigheter/Total Operational Enabler Expense and support to Human rights work	-12 329 967	-12 349 684	19 717	-12 620 536	-12 858 289
7000	Gemensamma kostnader /Total core costs	-16 642 643	-17 305 987	663 344	-17 890 504	-20 514 071
8000	Internationella rörelsen/Intercompany CC -All AI Entities	-40 398 042	-35 761 790	-4 636 252	-42 743 232	-47 915 489
<b>Summa kostnader</b>		<b>-112 299 948</b>	<b>-102 338 514</b>	<b>-9 961 434</b>	<b>-118 204 894</b>	<b>-126 135 533</b>
<b>Resultat</b>		<b>2 622 481</b>	<b>44 579 156</b>	<b>-41 956 675</b>	<b>-4 000 000</b>	<b>4 183 059</b>