

	Akkumulerat 2018	Akkumulerat 2017	Förändring jmf med fg år	Budget (T1)	Ack utfall vs Ack. Budget (T1)	Budget 2018 (Helår)
1000 Total Fundraising and Other	52 875 452	47 890 334	4 985 118	54 969 335	-2 093 884	141 368 692
1050 Total Fundraising	52 583 651	47 769 904	4 813 746	54 676 835	-2 093 185	140 358 692
1100 Total Donor Acquisition	344 090	373 252	-29 162	1 210 615	-866 525	4 710 672
1200 Total Donor Acquisition: cold recruitment	339 180	371 267	-32 087	1 188 515	-849 335	4 513 070
1300 Total Donor Acquisition: warm recruitment	4 910	1 985	2 925	22 100	-17 190	197 602
1400 Total Donor Continuing	32 271 557	30 739 557	1 532 000	32 533 763	-262 206	98 350 650
1500 Total Other Fundraising	19 968 003	16 657 095	3 310 909	20 932 457	-964 453	37 297 370
1650 Total Merchandise and other	291 801	120 430	171 372	292 500	-699	1 010 000
Amnestyfonden/The Swedish Relief Fund	-4 752 510	-4 392 963	-359 546	-4 090 667	-661 843	-12 272 000
Summa Intäkter	48 122 942	43 497 370	4 625 571	50 878 669	-2 755 727	129 096 692