AnimaNaturalis’ Projected Expenses (2017)

**Annual income - approx. 60,000 - 68,000 euros**

- Monthly donors (approx. 500): 50,000–55,000 euros
- Donations: 8,000–10,000 euros
- Merchandising: 2,000–3,000 euros

**Annual outcome - approx. 16,900 euros**

- Rent and office bills: 9,600 euros
- Hosting, emails, web services: 2,500 euros
- Donor relationship and fundraising: 4,800 euros

**Campaign annual budget - approx. 41,000 euros**

- Circuses
  - 1,000 lobby
  - 1,000 web
  - 2,000 social media
  - **4,000 total**

- Cruel traditions (Catalonia/Valencia/Balears)
  - 3,000 field investigations and undercover
  - 2,000 lobby
  - 1,000 social media
  - 1,000 web
  - **7,000 total**

- Bullfighting (Balears)
  - 5,000 lobby
  - 1,000 social media
  - 1,000 web
  - **7,000 total**
<table>
<thead>
<tr>
<th>Campaign</th>
<th>Description</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bullfighting</td>
<td>2,000 July 5th demo, one day before Sanfermin, 1,000 lobby, 1,000 social media, 1,000 web</td>
<td><strong>5,000</strong></td>
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<tr>
<td>Fur</td>
<td>1,000 December demo, 1,000 web + social media</td>
<td><strong>2,000</strong></td>
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<tr>
<td>Veganism</td>
<td>5,000 leaflets and print material, 1,500 relationship with vegan companies, 3,000 web HazteVeg.com, and others</td>
<td><strong>16,500</strong></td>
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</tbody>
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