

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

Bullfighting (Pamplona)

2,000 [July 5th](#) demo, one day before Sanfermin
1,000 lobby
1,000 social media
1,000 web
5,000 total

Fur

1,000 december demo
1,000 web + social media
2,000 total

Veganism

5,000 leaflets and print material
1,500 relationship with vegan companies
3,000 web [HazteVeg.com](#) and others
2,000 social media
5,000 new projects for 2018 (21 days vegan, guerrilla advertising and campaign liked farm animals and veganism)
16,500 total