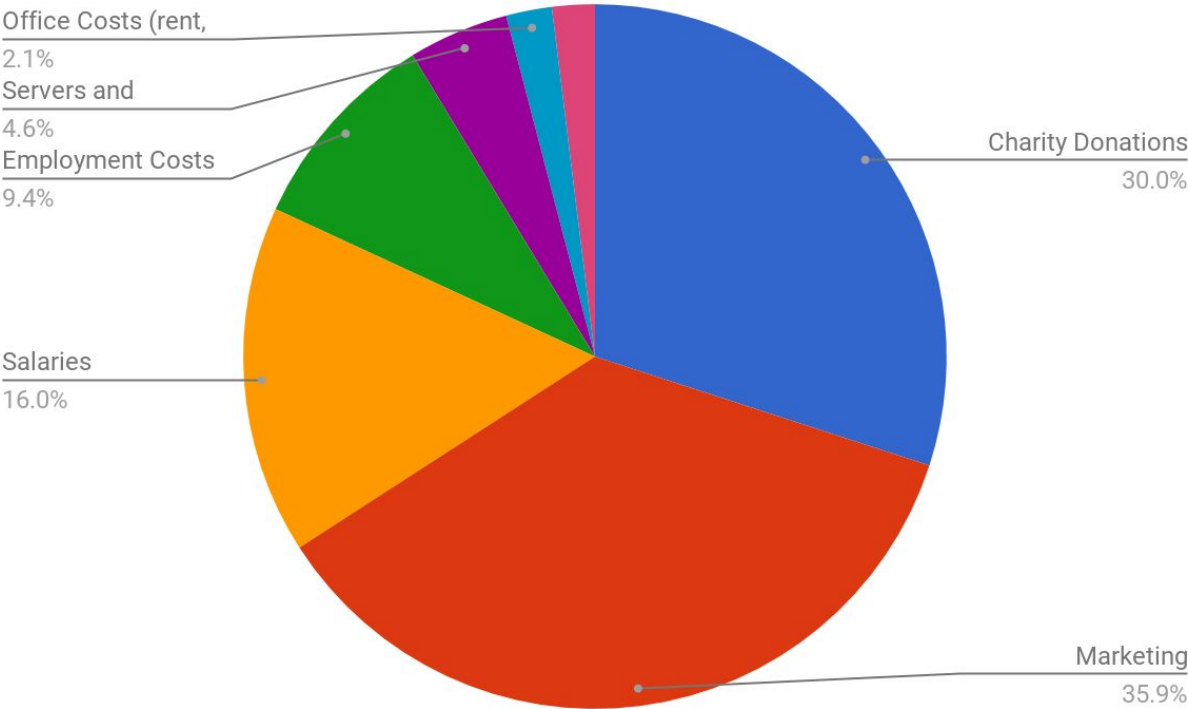


**Total Q4 2018 Revenue: \$184,647.90**

**Q4 Summary Notes:**

- In Q4 2018 we raised over \$55,000 for charity, our highest total to date by over 20%! This was due to a combination of an increase in Tabbers from our marketing efforts as well as higher ad rates around the holiday months
- You will notice that our marketing budget increased significantly for Q3. This was largely spent on Facebook, Reddit, and Google advertising where we have been seeing very positive results. This will ensure that we continue to grow our impact in 2019

**Q4 2018 Total Budget Distribution:**



**Money raised for charity partners:**

Partner Charities	Q4 2018 Revenue
GiveDirectly	\$24,838.49
Water.org	\$6,343.58
Educate	\$2,227.63
Room to Read	\$1,600.77
Conservation International	\$5,903.10
Human Rights Watch	\$2,843.02
Save the Children	\$3,907.92
Action Against Hunger	\$3,527.03
The Foundation to Decrease Worldsuck	\$4,202.82
<b>Total</b>	<b>\$55,394.37</b>

## **Breakdown definitions and notes:**

*Marketing:* This represents all of our spending on advertising and marketing Tab for a Cause. We have found that most people are excited about Tab for a Cause when they hear about us, but very few people know that we exist. This budget helps us spread the word. We are extremely careful about spending efficiently and only spend when we believe we will return more than we spent. Examples of our advertising are sponsorships of Youtube and Twitch creators as well as Facebook and Reddit ads.

*Salaries:* Self-explanatory, but it takes significant time and expertise to run and improve Tab for a Cause. We certainly aren't perfect, but we love Tab for a Cause, believe it can be a force for positive change in the world, and work hard to make that happen :)

*Employment Costs:* Beyond salary, there are significant costs in paying and keeping employees healthy. This includes employment taxes, health insurance, and payroll costs.

*Servers and Software:* In addition to people, Tab for a Cause requires servers and various software to run. This budget keeps the site humming!

*Office costs:* The staff need a place to work, and tools to accomplish their jobs. This includes rent, utilities, software, insurance, and the odd paper clip or envelope.

*Accounting and Legal:* We employ professional help to make sure we are complying with regulations, properly filing taxes, and otherwise keeping everything tidy.

*Reserves:* Because we only know exactly how much revenue we made after the quarter is over, we make estimates of our budgets for things like marketing. Sometimes we end up spending a little less than we targeted, and we save that money to use in the future for any unanticipated costs. Other times we end up short and need to draw from this reserve to keep things running. We currently have roughly \$25k in reserves.