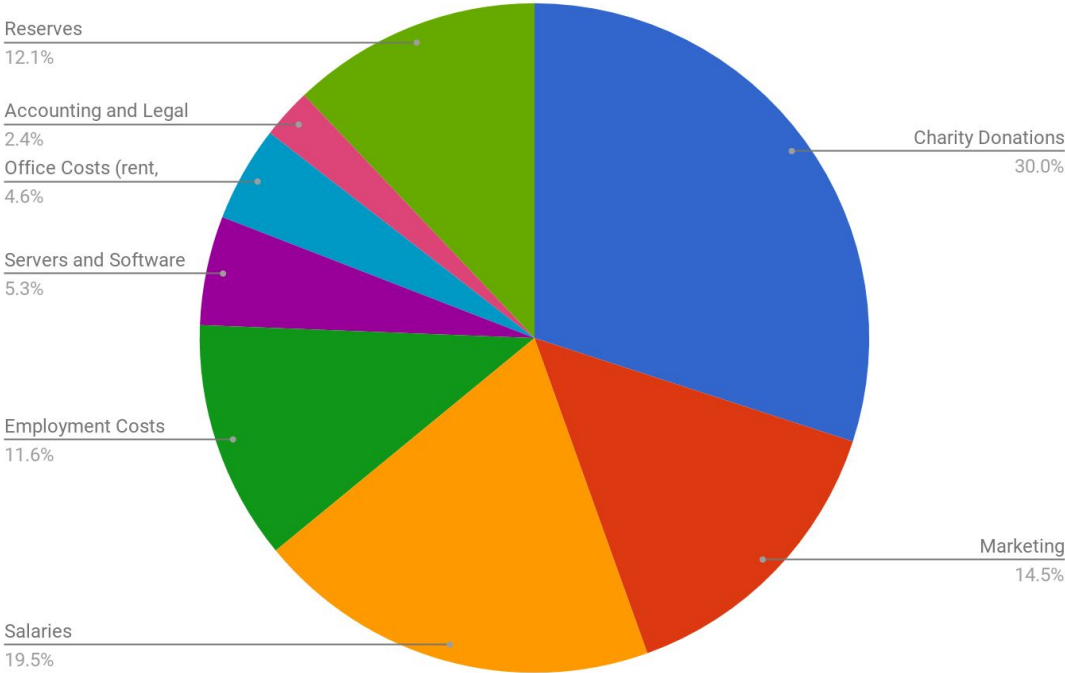


**Total Q2 2019 Revenue: \$153,435.84**

**Q2 Summary Notes:**

- Q2 was an outstanding quarter, raising 33% more than we did in Q2 2018. Of note, we raised on average about \$6,000 for our Monthly Charity Spotlight non-profits!
- Due to weaker performance from some of our campaigns, we spent less on marketing this quarter, and saved some of the difference in our reserves to be used for upcoming campaigns as well as provide stability in our cash flow.

**Q2 2019 Total Budget Distribution:**



**Money raised for charity partners:**

Partner Charities	Q2 2019 Revenue
April: Cool Earth	\$6,572.98
May: Friends With Four Paws	\$6,232.90
June: Sea Turtle Inc.	\$5,028.75
GiveDirectly	\$2,348.76
Water.org	\$4,970.99
Educate	\$1,707.51
Room to Read	\$1,232.73
Conservation International	\$6,310.14
Human Rights Watch	\$2,237.55
Save the Children	\$3,491.77
Action Against Hunger	\$3,439.52
The Foundation to Decrease Worldsuck	\$2,457.16

<b>Total</b>	<b>\$46,030.75</b>
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### **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 \$30k in reserves.