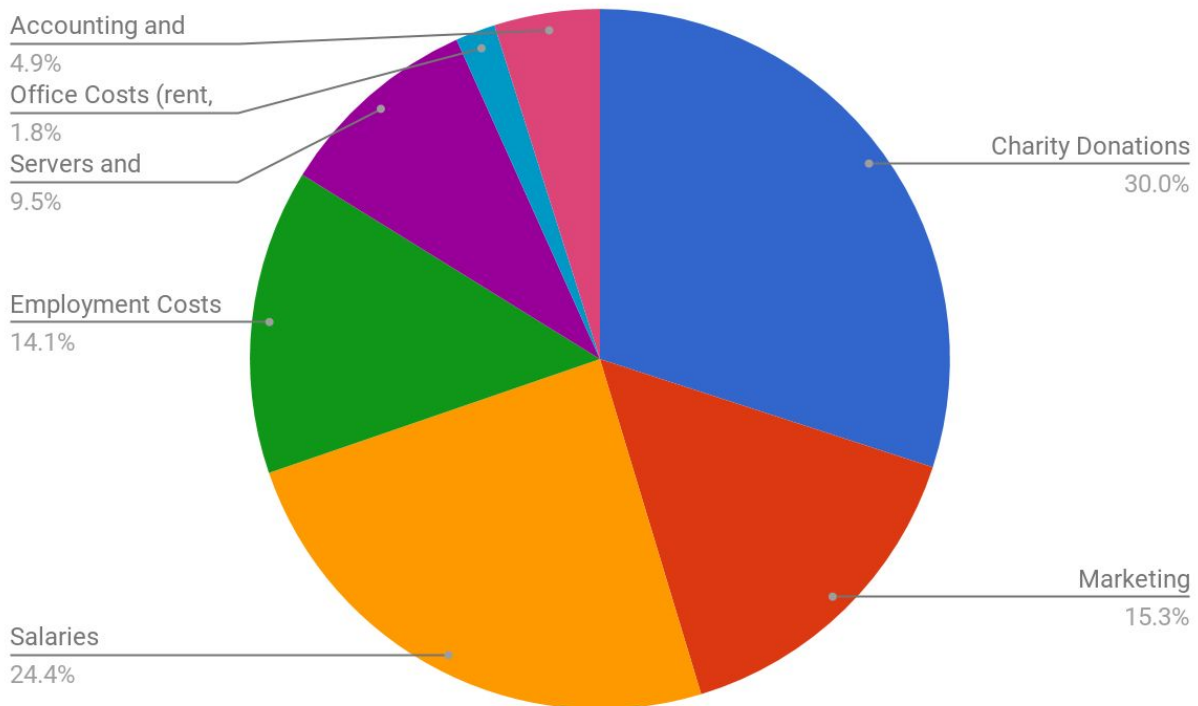


Total Q2 2018 Revenue: \$114,519.70

Q2 Summary Notes:

- In general, we see lower ad rates (and tabbing rates) in Q2 relative to Q1, so even though our number of users grew, our revenue is slightly lower than Q1 2018
- Due to continued success in paid marketing through Youtube, Facebook, and Reddit, we took a \$100k loan to increase our marketing budgets for the remainder of 2018. This allows us to continue growing Tab for a Cause without eating into charity donations.

Q2 2018 Total Budget Distribution:



Money raised for charity partners:

Partner Charities	Q2 2018 Revenue
Water.org	\$7,997.49
Educate	\$2,648.74
Room to Read	\$1,648.23
Conservation International	\$5,246.03
Human Rights Watch	\$2,795.51
Save the Children	\$4,065.30
Action Against Hunger	\$7,112.67
The Foundation to Decrease Worldsuck	\$2,841.94
Total	\$34,355.91

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 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. With the new \$100k loan, we currently have roughly \$90k in reserves.