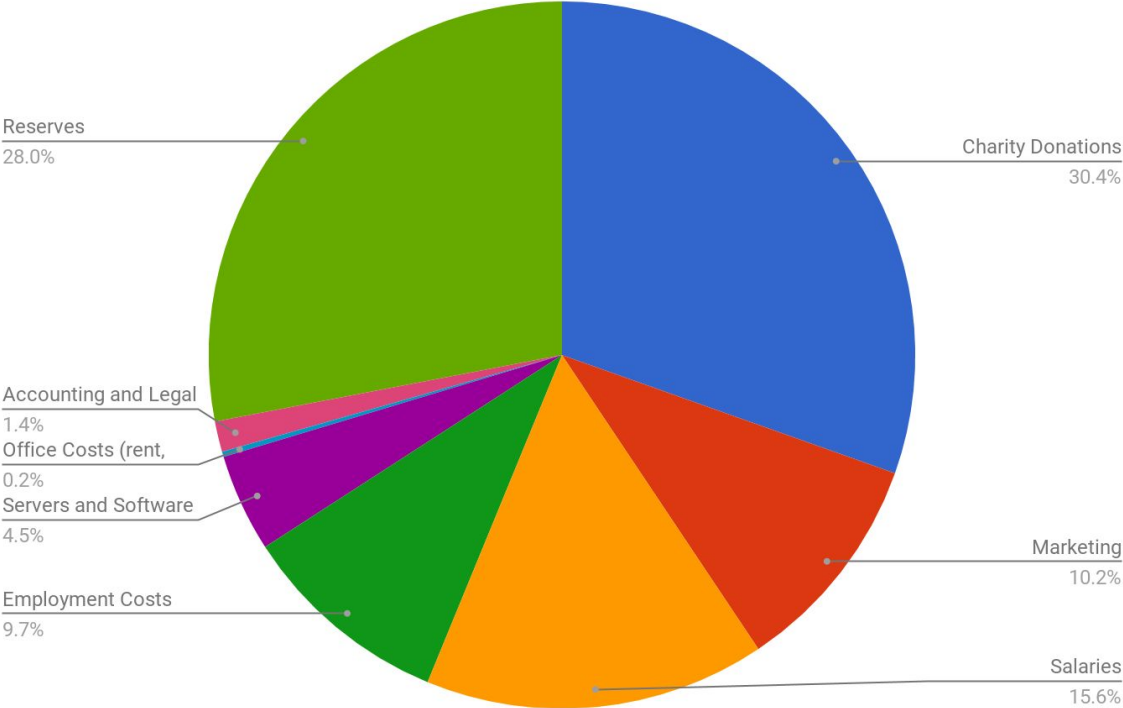


# Total Q4 2020 Revenue: \$258,256

## Q4 Summary Notes:

- Q4 was an incredible period for Tab for a Cause, raising a record quarterly amount for non-profits, while also [surpassing \\$1,000,000 raised](#) in total!
- A significant portion of our revenue went into replenishing our reserves this quarter. Advertising rates fluctuate significantly throughout the year, with Q4 being 30%+ higher than the rest of the year, but our main costs are relatively consistent, so our reserves tend to get spent in Q1 and Q2 and get replenished in Q3 and Q4
- In 2021, we plan to invest in growing the team to help improve Tab for a Cause, support more amazing non-profits, and help spread the word
- Tabbers planted over 10,000 trees through Eden Reforestation Project by telling their friends about Tab for a Cause during our tree planting campaign in December!

## Q4 2020 Total Budget Distribution:



**Money raised for charity partners:**

<b>Partner Charities</b>	<b>Q4 2020 Revenue</b>
Trees for the Future	\$15,743.72
Eden Reforestation Project	\$1,100.00
GiveDirectly	\$6,701.54
Water.org	\$9,416.07
Educate	\$3,542.54
Room to Read	\$2,763.38
Conservation International	\$11,573.88
Human Rights Watch	\$6,881.79
Save the Children	\$7,285.03
Action Against Hunger	\$8,157.80
The Foundation to Decrease Worldsuck	\$5,411.20
<b>Total</b>	<b>\$78,576.96</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, like during the Covid-19 pandemic, we end up short and need to draw from this reserve to keep things running. We currently have roughly \$110k in reserves.