

*“Our generation has the ability and the responsibility to make our ever-more connected world a more hopeful, stable and peaceful place.” — Natalie Portman*

**HeroTab Users,**

Thanks for taking the time to read the 4th quarter HeroTab update on the impact we've made throughout the quarter. We hope these letters provide an increased amount of information and transparency around our collective impact.

**Q4 2020 Commentary:**

HeroTab finished 2020 with a bang - we raised \$1,619 in the fourth quarter and \$3,997 over the entire year. We're proud of what the HeroTab community has accomplished this year, but we're even more excited to watch the community grow over the next 12 months.

Throughout the fourth quarter, we continued to work with our ad-providers to ensure we maximized the revenue generated from each visit to HeroTab. Due to our rapid growth in November and December, we got flagged for invalid traffic which caused a few days of zero advertising on HeroTab. This was disappointing, but reinforces the importance of having a diversified ad strategy so we can collect ads from a variety of providers. We continue to invest in our technology to improve HeroTab's performance for all of our users.

At the end of the fourth quarter, we decided to remove four nonprofits from HeroTab to open up room for new nonprofits that we'll add in 2020. This is always a hard decision for us to make, but our goal is to have a concise list of the best nonprofits to choose from. Every nonprofit on our site is approved and vetted by the WeHero team to ensure you're delivering as much impact as possible with your browsing activity.

Finally, as many of you know, the WeHero team has been thinking about how to manage the cost of growing HeroTab and have decided to take a 50% fee for the funds raised on the platform starting in 2021. For the time being, this will only defray a portion of our actual costs of operating the site. Our belief is that the more we can invest in the growth of the site, the more we'll be able to donate over time. We reviewed other similar offerings and modeled our financial structure after their platforms. We didn't take this decision lightly and are doing it so we can continue to grow and give more support to this project. We commit to 100% transparency going forward through these letters and will reevaluate our policy on an annual basis.

**Q4 2020 Impact:**

 <p><b>\$606 Raised</b> 606 ft<sup>3</sup> of coastline protected</p>	 <p><b>\$299 Raised</b> 4,271 meals provided</p>	 <p><b>\$127 Raised</b> 127 Trees Planted</p>	 <p><b>\$91 Raised</b> 910 meals provided</p>	 <p><b>\$85 Raised</b> Provided 2 people clean water for life</p>
 <p><b>\$82 Raised</b> 233 days of education provided</p>	 <p><b>\$52 Raised</b> Provided 62 days of care for foster dogs</p>	 <p><b>\$44 Raised</b> 8 days of food and support in SF</p>	 <p><b>\$37 Raised</b> Fed 462 Koala Bears</p>	 <p><b>\$30 Raised</b> 18,000 bees donated to families in need</p>
 <p><b>\$29 Raised</b> Support to black children in need</p>	 <p><b>\$26 Raised</b> Activated 26 people to fight injustice</p>	 <p><b>\$23 Raised</b> 460 of aid to developing world</p>	 <p><b>\$22 Raised</b> 330 letters sent to the elderly</p>	 <p><b>\$18 Raised</b> 360 of humanitarian aid delivered</p>
 <p><b>\$16 Raised</b> Support for our wounded veterans</p>	 <p><b>\$16 Raised</b> Helped shelter one family</p>	 <p><b>\$12 Raised</b> 4 days of lobbying provided</p>		

**Final Ask:**

Thanks to each of you we supported our nonprofit partners as they delivered a strong impact throughout the quarter. If each user just invited one additional person to join the extension, we could double our impact. If you invited two people, we'd triple our impact. Let's work together to make creating an impact easy.

As always, please reach out with thoughts or questions. We love hearing from you.

- The WeHero Team