

*“How wonderful it is that nobody need wait a single moment before starting to improve the world.”  
–Anne Frank*

## WeHero Extension Users,

Thanks for taking the time to read the 3rd quarter update about our extension and the impact we’ve made throughout the quarter. As a reminder, the goal of these letters is to provide a variety of updates around the extension and summarize the impact we’ve had throughout the quarter. We hope these letters provide an increased amount of information and transparency around our collective impact.

Before we dive into our impact, we would be remiss if we didn’t mention our exciting name change to *HeroTab*. After weeks of deliberation and feedback from users, we decided that the name, HeroTab, ties together the goals of WeHero with the action of tabbing – creating a perfect representation of the extension! Not to mention, The WeHero Browser Extension didn’t exactly roll off the tongue. 😊

## Q3 2020 Impact:

 <b>\$313 raised</b> <i>313 ft<sup>3</sup> of coastline protected</i>	 <b>\$107 raised</b> <i>1,070 meals provided</i>	 <b>\$117 raised</b> <i>117 trees planted</i>	 <b>\$79 raised</b> <i>225 days of education provided</i>	 <b>\$66 raised</b> <i>Provided 2 people clean water for life</i>
 <b>\$56 raised</b> <i>Provided 67 days of care for foster dogs</i>	 <b>\$45 raised</b> <i>8 days of food and support in SF</i>	 <b>\$38 raised</b> <i>Fed 475 rescued Koala Bears</i>	 <b>\$44 raised</b> <i>Support to black children in need</i>	 <b>\$21 raised</b> <i>\$420 of aid to developing world</i>
 <b>\$24 raised</b> <i>Provided 2 families access to a goat</i>	 <b>\$28 raised</b> <i>Activated 28 people to fight injustice</i>	 <b>\$18 raised</b> <i>Helped shelter one family</i>	 <b>\$21 raised</b> <i>140 letters sent to the elderly</i>	 <b>\$31 raised</b> <i>\$620 of humanitarian aid delivered</i>

## Q3 2020 Commentary:

In total, we raised \$1,008 during the third quarter. Thanks to our great customers, WeHero has been remarkably busy throughout the quarter. Through our remote and virtual volunteer events, we’ve planted thousands of trees, supported thousands of our front-line workers, fed thousands of people in need and so much more. We’re remarkably proud of this work, but as a resource constrained team, we ended up spending less time than we would have liked on HeroTab. Our

pace of user growth declined as most new users came through referrals rather than new marketing initiatives and there have been a few bugs that we didn't fix as quickly as we would have liked. We're hoping to have a bit more breathing room in the fourth quarter so that we can refocus on making HeroTab the best it can be.

In the 4th quarter, we're also going to review our non-profit partners on the extension to ensure that we have the right partners for what our users want. We may remove some of our less popular non-profits and replace them with non-profits that are driving impact around the world.

**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*