



Invoice

Date 3/12/2016

Invoice #

Tax Id

Terms

Net 15

Due Date

3/27/2016

PO #

Subsidiary

Change.org, Inc.

Currency

Pound

Project

Sales Rep Initials

BC

VAT reg ID

Bill To

The In Campaign Ltd

United Kingdom (GB)

Item	Quantity	Description	Rate	Amount	Tax Code	Tax Rate	Gross Amt
Email Deliverables	15,136	Permission Based Supporters for Supporter Recruitment - Targeting: UK only; February, 2016 delivery.	0.99	14,984.64	VAT:GB	20.0%	17,981.57

GBP wire instruction:

Subtotal 14,984.64
Tax Total 2,996.93
Total £17,981.57

Please include the invoice number with your payment.
For questions, please email billing@change.org.

Invoice

Date 4/5/2016
 Invoice # [REDACTED]
 Tax Id
 Terms Net 15
 Due Date 4/20/2016
 PO # [REDACTED]
 Subsidiary Change.org, Inc.
 Currency Pound
 Project
 Sales Rep Initials BC
 VAT reg ID

Bill To
 [REDACTED]
 The In Campaign Ltd

Item	Quantity	Description	Rate	Amount	Tax Code	Tax Rate	Gross Amt
Email Deliverables	50,927	Permission Based Supporters for Supporter Recruitment - Targeting: UK only; March, 2016 delivery.	0.72	36,667.44	VAT:GB	20.0%	44,000.93

GBP wire instruction:

Subtotal 36,667.44
 Tax Total 7,333.49
 Total £44,000.93

Please include the invoice number with your payment.
 For questions, please email billing@change.org.

Invoice

Date 4/14/2016
 Invoice # [REDACTED]
 Tax Id
 Terms Net 15
 Due Date 4/29/2016
 PO # [REDACTED]
 Subsidiary Change.org, Inc.
 Currency Pound
 Project
 Sales Rep Initials BC
 VAT reg ID

Bill To

The In Campaign Ltd

Item	Quantity	Description	Rate	Amount	Tax Code	Tax Rate	Gross Amt
Email Deliverables	16,889	Permission Based Supporters for Supporter Recruitment - Targeting: UK only; April 1 - April 14, 2016 delivery.	0.72	12,160.08	VAT:GB	20.0%	14,592.10

GBP wire instruction:

Subtotal 12,160.08
 Tax Total 2,432.02
 Total £14,592.10

Please include the invoice number with your payment.
 For questions, please email billing@change.org.

Invoice

Date 5/5/2016
Invoice # [REDACTED]

Tax Id
Terms Net 30
Due Date 6/4/2016
PO # [REDACTED]

Subsidiary Change.org, Inc.
Currency Pound
Project
Sales Rep Initials BC
VAT reg ID

Bill To

[REDACTED]
The In Campaign Ltd
[REDACTED]

Item	Quantity	Description	Rate	Amount	Tax Code	Tax Rate	Gross Amt
Email Deliverables	17,751	Permission Based Supporters for Supporter Recruitment - Targeting: UK only; April 15 - April 30, 2016 delivery.	0.72	12,780.72	VAT:GB	20.0%	15,336.86

GBP wire instruction:

Subtotal 12,780.72
Tax Total 2,556.14
Total £15,336.86

Please include the invoice number with your payment.
For questions, please email billing@change.org.

Invoice



Date 6/6/2016
Invoice #
Tax Id
Terms Net 30
Due Date 7/6/2016
PO #
Subsidiary Change.org, Inc.
Currency Pound
Project
Sales Rep Initials BC
VAT reg ID

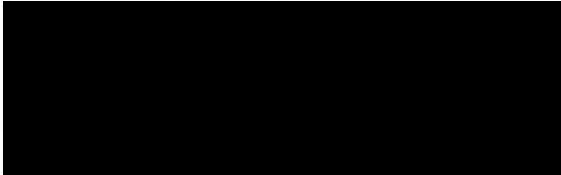
Bill To

 The In Campaign Ltd

 United Kingdom (GB)

Item	Quantity	Description	Rate	Amount	Tax Code	Tax Rate	Gross Amt
Email Deliverables	25,821	Permission Based Supporters for Supporter Recruitment - Targeting: UK only; May, 2016 delivery.	0.72	18,591.12	VAT:GB	20.0%	22,309.34

GBP wire instruction:



Subtotal 18,591.12
Tax Total 3,718.22
Total £22,309.34

Please include the invoice number with your payment.
 For questions, please email billing@change.org.

Invoice

Date 7/6/2016
Invoice # [REDACTED]
Tax Id
Terms Net 30
Due Date 8/5/2016
PO # [REDACTED]
Subsidiary Change.org, Inc.
Currency Pound
Project
Sales Rep Initials BC
VAT reg ID

Bill To
 [REDACTED]
 The In Campaign Ltd
 [REDACTED]

Item	Quantity	Description	Rate	Amount	Tax Code	Tax Rate	Gross Amt
Email Deliverables	8,985	Permission Based Supporters for Supporter Recruitment - Targeting: UK only; June, 2016 delivery.	0.72	6,469.20	VAT:GB	20.0%	7,763.04

GBP wire instruction:

Subtotal 6,469.20
Tax Total 1,293.84
Total £7,763.04

Please include the invoice number with your payment.
 For questions, please email billing@change.org.

Invoice

Date 2/5/2016
 Invoice # [REDACTED]
 Terms Net 15
 Due Date 2/20/2016
 PO # [REDACTED]
 Subsidiary Change.org, Inc.
 Currency Pound
 Project
 Sales Rep Initials BC

Bill To
 [REDACTED]
 The In Campaign Ltd
 [REDACTED]
 United Kingdom (GB)

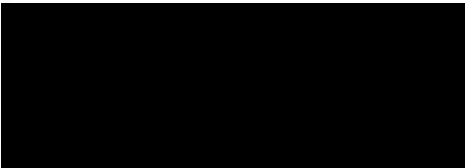
Item	Quantity	Description	Rate	Amount
Email Deliverables	25,941	Permission Based Supporters for Supporter recruitment - Targeting: UK only; January, 2016 delivery.	0.99	25,681.59

GBP wire instruction:

Total £25,681.59

Please include the invoice number with your payment.
 For questions, please email billing@change.org.

Invoice

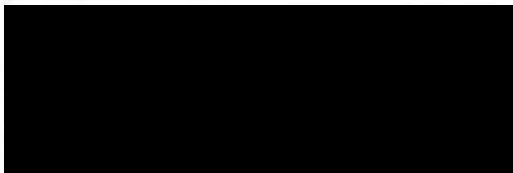


Date 2/22/2016
 Invoice # [REDACTED]
 Terms Net 15
 Due Date 3/8/2016
 PO # [REDACTED]
 Subsidiary Change.org, Inc.
 Currency Pound
 Project
 Sales Rep Initials BC

Bill To
 [REDACTED]
 The In Campaign Ltd
 [REDACTED]
 United Kingdom (GB)

Item	Quantity	Description	Rate	Amount
Email Deliverables	24,059	Permission Based Supporters for Supporter recruitment - Targeting: UK only; February, 2016 delivery. Remaining balance on initial signing of 50,000 supporters.	0.99	23,818.41

GBP wire instruction:



Total £23,818.41

Please include the invoice number with your payment.
 For questions, please email billing@change.org.

Regulated Spend Workings

Digital Media Spend

Supplier	Product/Service Provided	Dates Delivered	Invoice Number	Category	Original Cost £	Proportion/Apportionment	Sub-Total	Product / Service Life (Weeks)	Final Regulated Spend £	Explanatory Notes
Google	Google Ads	Apr-16	IP258	Advertising	£ 180,500	40%	£ 66,000	10	£ 66,000	Google Advertising directly attributed to regulated period
	Google Ads	May-16	IP259	Advertising	£ 117,500	100%	£ 117,500	10	£ 117,500	Google Advertising directly attributed to regulated period
	Google Ads	Jun-16	IP260	Advertising	£ 93,277	100%	£ 93,277	10	£ 93,277	Google Advertising directly attributed to regulated period
Facebook	Facebook Advertising & Content	Apr-16	IP261	Advertising	£ 701,792	100%	£ 130,120	4	£ 130,120	Facebook advertising & content directly attributed to campaign activity
	Facebook Advertising & Content	May-16	IP262	Advertising	£ 314,376	100%	£ 314,376	4	£ 314,376	Facebook advertising & content directly attributed to campaign activity
	Facebook Advertising & Content	Jun-16	IP263	Advertising	£ 367,812	100%	£ 367,812	4	£ 367,812	Facebook advertising & content directly attributed to campaign activity
Website - Hines Digital	Support Fee	May-16	IP264	Advertising	£ 1,674	100%	£ 1,674	4	£ 1,674	Support Fee for website activities
	Support Fee	Jun-16	IP265	Advertising	£ 1,642	100%	£ 1,642	4	£ 1,642	Support Fee for website activities
Change.org	Email Acquisition	Jan - June 2016	IP266	Advertising	£ 171,483	100%	£ 171,483	25	£ 68,593	Email Acquisition from January 2016, with full use during regulated period
Care2	Email Acquisition	Feb - June 2016	IP267	Advertising	£ 123,602	100%	£ 123,602	20	£ 61,801	Email Acquisition from February 2016, with full use during regulated period
Nationbuilder	Usage Fee	Apr-16	IP268	Advertising	£ 3,004	29%	£ 872	4	£ 872	Invoice spans period 24th March - 23rd April. We have included 9/31 of invoice to cover use of 9 days during the regulated period.
	Usage Fee	May-16	IP269	Advertising	£ 3,655	100%	£ 3,655	4	£ 3,655	Standard usage fee for volunteer and data management system
	Usage Fee	Jun-16	IP270	Advertising	£ 3,501	100%	£ 3,501	4	£ 3,501	Standard usage fee for volunteer and data management system
Lloyds Charge Card Expenditure	Facebook	Jun-16		Advertising	£ 170	100%	£ 170	10	£ 170	
MailChimp	Mail merge	Apr-16		Press conferences/media	£ 66	100%	£ 66	4	£ 33	
	Mail merge	May-16		Press conferences/media	£ 93	100%	£ 93	4	£ 93	
	Mail merge	Jun-16		Press conferences/media	£ 103	100%	£ 103	4	£ 77	
TOTAL					£ 2,084,250		£ 1,395,947		£ 1,231,197	