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2019

OMB No. 1545-0052

Return of Private Foundation

Department of the Treasury Internal Revenue Service

Form 990-PF

or Section 4947(a)(1) Trust Treated as Private Foundation

Do not enter social security numbers on this form as it may be made public.
 Go to <u>www.irs.gov/Form990PF</u> for instructions and the latest information.

Open to Public Inspection

or	caler	ndar year 2019, or tax year beginning 01-01-20)19 , aı	nd ending 12-31	·2019	
		indation rigest Foundation		A Employer id	entification numbe	r
Ke	auers D	ngest roundation		13-6120380		
		street (or P.O. box number if mail is not delivered to street address) Broadway	Room/suite	B Telephone nu	ımber (see instructior	is)
7	+ 30ddi	Diodaway		(914) 244-100)	
		, state or province, country, and ZIP or foreign postal code , NY 10601		C If exemption	application is pending	g, check here
- CI		l that apply: ☐ Initial return ☐ Initial return of a	former public charity	D.1 Farraina au		
s Cr	теск аг	l that apply: □ Initial return □ Initial return of a □ Final return □ Amended return	•		ganizations, check he	▶ ∟
		☐ Address change ☐ Name change			rganizations meeting :k here and attach cor	
	ock tv	pe of organization: ✓ Section 501(c)(3) exempt private	foundation		undation status was t	
_	,	· · · · · · · · · · · · · · · · · · ·	e private foundation	under section	on 507(b)(1)(A), chec	< here ▶ ∟
			☐ Cash ☑ Accru	F If the found	ation is in a 60-month	termination -
of	year (f	rom Part II, col. (c), ▶\$ 4,197,872 (Part I, column (d) must			n 507(b)(1)(B), chec	
Pa	rt I	Analysis of Revenue and Expenses (The total		<u> </u>		(d) Disbursements
		of amounts in columns (b), (c), and (d) may not necessarily	(a) Revenue and expenses per	(b) Net investment	(c) Adjusted net	for charitable
		equal the amounts in column (a) (see instructions).)	books	income	income	purposes (cash basis only)
	1	Contributions, gifts, grants, etc., received (attach schedule)	460)		
	2	Check ▶ ☑ if the foundation is not required to attach				
	_	Sch. B				
	3	Interest on savings and temporary cash investments Dividends and interest from securities	100.046	100.046	100.046	
e	4 5a	Gross rents	100,046	100,046	100,046	
	b	Net rental income or (loss)				
	6a	Net gain or (loss) from sale of assets not on line 10	160,577	,		
Ĭ	b	• , ,				
Revenue	"	Gross sales price for all assets on line 6a				
ă	7	Capital gain net income (from Part IV, line 2)		160,577		
	8	Net short-term capital gain				
	9	Income modifications				
	10a	Gross sales less returns and allowances				
	b	Less: Cost of goods sold]			
	C	Gross profit or (loss) (attach schedule)				
	11	Other income (attach schedule)				
	12	Total. Add lines 1 through 11	261,083		100,046	
	13	Compensation of officers, directors, trustees, etc.	22,965	5		22,965
	14	Other employee salaries and wages				
ses	15 16a	Pension plans, employee benefits				
ē		Accounting fees (attach schedule)	23,000	\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \		23,000
EX	b					
Operating and Administrative Expenses	_°	Other professional fees (attach schedule)	10,082			10,082
<u>ت</u> و	17		% 5,212	,		
<u> </u>	18	Taxes (attach schedule) (see instructions) Depreciation (attach schedule) and depletion	5,212			
=	19					
Ą	20 21	Occupancy	3,921	-		3,921
<u> </u>	22	Printing and publications	3,921	•		3,92.
ල ල:	23	Other expenses (attach schedule)	7,302	1		7,302
3	24	Total operating and administrative expenses.	3			-,
ě		Add lines 13 through 23	72,482	2 0		67,270
5	25	Contributions, gifts, grants paid	317,003			305,114
	26	Total expenses and disbursements. Add lines 24 and	,,,,,	1		,
		25	389,485	c c		372,384
	27	Subtract line 26 from line 12:				
	a	Excess of revenue over expenses and disbursements	-128,402	,		
	b	Net investment income (if negative, enter -0-)	120,402	260,623		
	c	Adjusted net income (if negative, enter -0-)		1 223,020	100,046	
or	Daner	work Reduction Act Notice, see instructions.	1	Cat No. 11390	· '	m 990-PE (2019

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Decreases not included in line 2 (itemize) ▶ _

Total net assets or fund balances at end of year (line 4 minus line 5)—Part II, column (b), line 29

		Should be for that of year amounts only. (See instructions.)	(a) book value	(L) DOOR	value	(C) Fall Market Value
:	1	Cash—non-interest-bearing					
2	2	Savings and temporary cash investments	65,685			40,706	40,706
3	3	Accounts receivable					
		Less: allowance for doubtful accounts ▶					
4	4	Pledges receivable ▶					
		Less: allowance for doubtful accounts ▶					
<u>!</u>	5	Grants receivable					
(6	Receivables due from officers, directors, trustees, and other					
		disqualified persons (attach schedule) (see instructions)					
;	7	Other notes and loans receivable (attach schedule)					
		Less: allowance for doubtful accounts					
۽ اي	В	Inventories for sale or use					
، اق	9	Prepaid expenses and deferred charges					
Š I	- 0а	Investments—U.S. and state government obligations (attach schedule)					
_ _ `	b	Investments—corporate stock (attach schedule)	1,926,367	99:1		2,148,982	2,148,982
	c	Investments—corporate bonds (attach schedule)	1,887,913			2,008,184	
١.		Investments—land, buildings, and equipment: basis ▶	1,007,313	20/		2,000,104	2,000,104
1	1						
	_	Less: accumulated depreciation (attach schedule) ▶					
	.2	Investments—mortgage loans					
-	.3	Investments—other (attach schedule)					<u> </u>
1	4	Land, buildings, and equipment: basis ▶					
		Less: accumulated depreciation (attach schedule) ▶					
	.5	Other assets (describe)					
1	6	Total assets (to be completed by all filers—see the					
		instructions. Also, see page 1, item I)	3,879,965			4,197,872	4,197,872
1	.7	Accounts payable and accrued expenses	22,460			24,451	
	8	Grants payable				11,890	
<u>§</u> 1	9	Deferred revenue					
<u></u>	:0	Loans from officers, directors, trustees, and other disqualified persons					
riabilities 2	1	Mortgages and other notes payable (attach schedule)					
	2	Other liabilities (describe)	9 14,108	9		22,920	
2	3	Total liabilities(add lines 17 through 22)	36,568			59,261	
ances		Foundations that follow FASB ASC 958, check here ► dand complete lines 24, 25, 29 and 30.					
悥		•	2 942 207				
ᇟ	4	Net assets without donor restrictions	3,843,397				
_ 2	.5	Net assets with donor restrictions					
Fund Ba		Foundations that do not follow FASB ASC 958, check here					
- اة		and complete lines 26 through 30.					
<u>د</u> 2	6	Capital stock, trust principal, or current funds					
Assets 7	7	Paid-in or capital surplus, or land, bldg., and equipment fund					
¥ 2	8	Retained earnings, accumulated income, endowment, or other funds					
ž z	9	Total net assets or fund balances (see instructions)	3,843,397			4,138,611	
2 ₃	0	Total liabilities and net assets/fund balances (see instructions) .	3,879,965			4,197,872	
Part	Ш	Analysis of Changes in Net Assets or Fund Balances	· · · · · · · · · · · · · · · · · · ·				
1		net assets or fund balances at beginning of year—Part II, column (a), line	e 29 (must agree with	end-			
	of-ye	ear figure reported on prior year's return)		.	1		3,843,397
2	Enter	r amount from Part I, line 27a		.	2		-128,402
3	Othe	r increases not included in line 2 (itemize)		ļ	3		423,616
4	Add I	lines 1, 2, and 3		. 1	4	1	4,138,611

4,138,611

5

6

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orm 990-PF (2019)						Page 3
Part IV Capital Gains	and Losses	for Tax on Invest	ment Income			
• /	` '	f property sold (e.g., mmon stock, 200 shs	•	(b) How acquired P—Purchase D—Donation	(c) Date acquired (mo., day, yr.)	(d) Date sold (mo., day, yr.)
1 a 3,772 shares Vanguard	Developed Mark	ets Index Fund		Р	2011-12-05	2019-06-21
b 199 shares Vanguard M	SCI Emerging M	I Emerging Markets Fund P			2011-12-05	2019-06-21
c 415 shares Vanguard Si	mall Cap Index	Fund		Р	2011-12-05	2019-06-21
d 3,948 shares Vanguard	Total Bond Marl	ket Index Fund		Р	2011-12-05	2019-06-21
e 841 shares Vanguard 50	00 Index Fund			Р	2011-12-05	2019-06-21
(e) Gross sales price]	(f) Depreciation allowed (or allowable)	Cost or	(g) other basis ense of sale	Gain o	h) r (loss)) minus (g)
a	39,000			29,464		9,536
b	7,000			6,467		533
С	31,000			13,878		17,122
d	43,000			43,434		-434
e 2	30,000			96,180		133,820
Complete only for asset	s showing gain	in column (h) and ow	ned by the foundation	on 12/31/69	(<u> </u>
(i) F.M.V. as of 12/31/69	e e e e e e e e e e e e e e e e e e e	(j) Adjusted basis as of 12/31/69	Excess	(k) of col. (i) . (j), if any	Gains (Col. (col. (k), but not	h) gain minus less than -0-) or om col.(h))
a						9,536
b						533
c						17,122
d						-434
e						133,820
 Capital gain net incom Net short-term capital If gain, also enter in P in Part I, line 8 	gain or (loss) a	s defined in sections 1		Part İ, line 7	3	160,577
Part V Qualification	Under Section	on 4940(e) for Re	duced Tax on Net	Investment Inc	rome	
For optional use by domestic	private foundati	ons subject to the sec	tion 4940(a) tax on ne	t investment incom	e.)	
f section 4940(d)(2) applies,					П	as 🔽 No
Vas the foundation liable for t f "Yes," the foundation does r	ot qualify under	section 4940(e). Do	not complete this part.	•		es 🗹 No
1 Enter the appropriate a	mount in each c	olumn for each year;	see instructions before	making any entries		
(a) Base period years Calendar year (or tax year beginning in)	Adjusted qu	(b) alifying distributions	(c) Net value of noncharitab		(d) Distribution rati (col. (b) divided by c	ol. (c))
2018	1	383,214		4,082,442		0.09387
2017		448,471		4,287,153		0.10461
2016		401,998		4,312,933		0.09321
2015		447,756		4,600,421		0.09733
2014	<u> </u>	603,222		4,943,500		0.12202
2 Total of line 1, column	` '					0.511037
 3 Average distribution rations number of years the four 4 Enter the net value of new 	ndation has bee	en in existence if less	than 5 years	.0, or by the 3		0.102207 3,978,335
5 Multiply line 4 by line 3			•	5		406,614
6 Enter 1% of net investm				6		2,606
				7		409,220
8 Enter qualifying distribu				8		372,384
If line 8 is equal to or gr instructions.						e the Part VI
					E	rm 000-PE (2010)

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Ба	During the year did the foundation p	ay or incur any amount to:					Yes	No
	(1) Carry on propaganda, or otherw	ise attempt to influence legisl	ation (section 4945(e))?	☐ Yes	☑ №			
	(2) Influence the outcome of any sp	•						
	on, directly or indirectly, any voter registration drive? Yes V							
	(3) Provide a grant to an individual for travel, study, or other similar purposes? (4) Provide a grant to an organization other than a charitable, etc., organization described							
	in section 4945(d)(4)(A)? See in		· -					
	(5) Provide for any purpose other th			· · L Yes	✓ N	О		
	educational purposes, or for the	•		· · 🗌 Yes	✓ N			
b	If any answer is "Yes" to $5a(1)-(5)$,							
	Regulations section 53.4945 or in a			uctions	•	5b		
_	Organizations relying on a current no							
С	If the answer is "Yes" to question 5a tax because it maintained expenditu	` ''	•					
	If "Yes," attach the statement requir	· · · · · · · · · · · · · · · · · · ·		· · L Yes	L N₁	0		
5a	Did the foundation, during the year,	· -		ime on				
Ju	a personal benefit contract?			. —				
b	Did the foundation, during the year,			res	_ ✓ №	0 6b		No
	If "Yes" to 6b, file Form 8870.	, , ,	,, ,					
7a	At any time during the tax year, was	the foundation a party to a p	prohibited tax shelter trai	nsaction?	✓ N	_		
b	If "Yes", did the foundation receive a	any proceeds or have any net	income attributable to the	ne transaction?	· N	7b		
3	Is the foundation subject to the sect	ion 4960 tax on payment(s) o	of more than \$1,000,000	in remuneration or				
	excess parachute payment during th	e year?		· · 🔲 Yes	✓ №	ا		
	Information About C	officers, Directors, Trust	tees, Foundation Ma				,	
Pal	and Contractors							
1	List all officers, directors, trustee	s, foundation managers ar	nd their compensation	See instructions				
	(-) Name and address	(b) Title, and average	(c) Compensation (If	(d) Contributions t		e) Exper	nse acc	ount,
	(a) Name and address	hours per week devoted to position	not paid, enter -0-)	employee benefit plans deferred compensati		other a	llowane	ces
ee /	Additional Data Table		,	'				
2	Compensation of five highest-pai	d employees (other than t	hose included on line 1			enter "	NONE	."
'a \	Name and address of each employee	(b) Title, and average		(d) Contributions t employee benefit		e) Expen	50 3000	ount
,	more than \$50,000	hours per week devoted to position	(c) Compensation	plans and deferred		other al		
		devoted to position		compensation				
ON	<u> </u>							
ota	I number of other employees paid over	 er \$50,000 .						
		, -,				orm 99	0-PF	(2019
								,

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Part VIII Information About Officers, Directors, Trustees, Foundation Managers, Highly Paid and Contractors (continued)	Employees,
3 Five highest-paid independent contractors for professional services (see instructions). If none, enter "NC	DNE".
(a) Name and address of each person paid more than \$50,000 (b) Type of service	(c) Compensation
NONE	
Total number of others receiving over \$50,000 for professional services	
Part IX-A Summary of Direct Charitable Activities	
List the foundation's four largest direct charitable activities during the tax year. Include relevant statistical information such as the number of organizations and other beneficiaries served, conferences convened, research papers produced, etc.	Expenses
1 Volunteer Program - The Foundation supported volunteer activity by employees of Trusted Media Brands, Inc., for	
underprivileged children including a back-to-school clothing drive, Christmas holiday parties and educational	6 916
programs.	6,816
3	
4	
Part IX-B Summary of Program-Related Investments (see instructions)	
Describe the two largest program-related investments made by the foundation during the tax year on lines 1 and 2.	Amount
1	_
	_
2	
	-
	-
All other program-related investments. See instructions.	
3	
	1
Total. Add lines 1 through 3	
	Form 990-PF (2019)

Note: The amount on line 6 will be used in Part V, column (b), in subsequent years when calculating whether the foundation qualifies for

1a

1b

2

За 3h

4

5

372,384

372,384

372,384

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Part XII

1

2

3

4

5

b

Qualifying Distributions (see instructions)

Amounts set aside for specific charitable projects that satisfy the:

the section 4940(e) reduction of tax in those years.

Amounts paid (including administrative expenses) to accomplish charitable, etc., purposes:

Amounts paid to acquire assets used (or held for use) directly in carrying out charitable, etc.,

Foundations that qualify under section 4940(e) for the reduced rate of tax on net investment

Expenses, contributions, gifts, etc.—total from Part I, column (d), line 26.

Qualifying distributions. Add lines 1a through 3b. Enter here and on Part V, line 8, and Part XIII, line 4

			, , , ,			
			(a) Corpus	(b) Years prior to 2018	(c) 2018	(d) 2019
1	Distributable amount for 2019 fr	om Part XI, line 7				193,705
2	Undistributed income, if any, as	of the end of 2019:				
а	Enter amount for 2018 only					
b	Total for prior years: 20,	20 , 20				
3	Excess distributions carryover, if	any, to 2019:				
а	From 2014	362,011				
b	From 2015	221,969				
c	From 2016	189,099				
	From 2017	239,139				
	From 2018	182,761				
f	Total of lines 3a through e		1,194,979			
4	Qualifying distributions for 2019					
	XII, line 4: ► \$					
а	Applied to 2018, but not more th	nan line 2a				

178,679

1,373,658

362.011

1,011,647

221.969 189,099

239.139

182,761

178,679

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193,705

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b Applied to undistributed income of prior years

same amount must be shown in column (a).)

e Remaining amount distributed out of corpus

6 Enter the net total of each column as

indicated below:

5 Excess distributions carryover applied to 2019. (If an amount appears in column (d), the

a Corpus. Add lines 3f, 4c, and 4e. Subtract line 5 **b** Prior years' undistributed income. Subtract c Enter the amount of prior years' undistributed income for which a notice of deficiency has been issued, or on which the section 4942(a) tax has been previously assessed. **d** Subtract line 6c from line 6b. Taxable amount e Undistributed income for 2018. Subtract line 4a from line 2a. Taxable amount—see instructions f Undistributed income for 2019. Subtract lines 4d and 5 from line 1. This amount must be distributed in 2020 7 Amounts treated as distributions out of corpus to satisfy requirements imposed by section 170(b)(1)(F) or 4942(g)(3) (Election may be required - see instructions) 8 Excess distributions carryover from 2014 not

applied on line 5 or line 7 (see instructions) . . .

9 Excess distributions carryover to 2020.

10 Analysis of line 9: a Excess from 2015.

b Excess from 2016. .

c Excess from 2017. .

d Excess from 2018. .

e Excess from 2019. .

Subtract lines 7 and 8 from line 6a

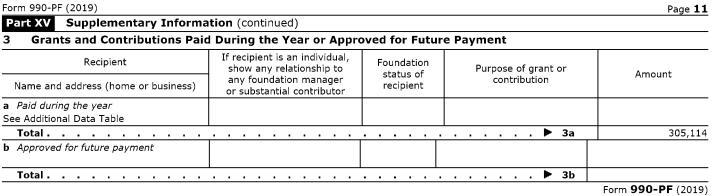
Part XIII Undistributed Income (see instructions)

(Election required—see instructions). c Treated as distributions out of corpus (Election

required—see instructions). **d** Applied to 2019 distributable amount.

None

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;	Part XIV Private Operating Found	lations (see instr	ructions and Part V	/II-A, question 9)		
1a	If the foundation has received a ruling or de foundation, and the ruling is effective for 20			erating		
b	Check box to indicate whether the organizat	ion is a private oper	rating foundation des	scribed in section \Box] 4942(j)(3) or □	4942(j)(5)
2a	Enter the lesser of the adjusted net	Tax year		Prior 3 years		(e) Total
	income from Part I or the minimum investment return from Part X for each year listed	(a) 2019	(b) 2018	(c) 2017	(d) 2016	(e) Total
b	85% of line 2a					
C	Qualifying distributions from Part XII, line 4 for each year listed					
	Amounts included in line 2c not used directly for active conduct of exempt activities					
	Qualifying distributions made directly for active conduct of exempt activities. Subtract line 2d from line 2c					
3	Complete 3a, b, or c for the alternative test relied upon:					
а	"Assets" alternative test—enter:					
	(1) Value of all assets(2) Value of assets qualifying under section 4942(j)(3)(B)(i)					
b	"Endowment" alternative test— enter 2/3 of minimum investment return shown in Part X, line 6 for each year listed					
c	"Support" alternative test—enter:					
	(1) Total support other than gross investment income (interest, dividends, rents, payments on securities loans (section 512(a)(5)), or royalties)					
	(2) Support from general public and 5 or more exempt organizations as provided in section 4942(j)(3)(B)(iii)					
	(3) Largest amount of support from an exempt organization					
	(4) Gross investment income					
Pa	rt XV Supplementary Information			foundation had	\$5,000 or more i	n
1 a	assets at any time during the Information Regarding Foundation Man List any managers of the foundation who have before the close of any tax year (but only if	agers: /e contributed more	than 2% of the tota			า
b 2	List any managers of the foundation who ow ownership of a partnership or other entity) Information Regarding Contribution, Gr	n 10% or more of the of which the founda	he stock of a corpora tion has a 10% or gr	tion (or an equally la eater interest.		
	Check here ▶ ☐ if the foundation only makunsolicited requests for funds. If the foundation other conditions, complete items 2a, b, c, a	es contributions to tion makes gifts, gr	preselected charitable ants, etc. to individu	le organizations and		
a	The name, address, and telephone number	or e-mail address of	f the person to whom	applications should	be addressed:	
	Leigh Truitt 44 South Broadway White Plains, NY 10601 (914) 244-1000 Leigh_Truitt@TrustedMediaBrands.com					
b	The form in which applications should be su Letter	bmitted and informa	ation and materials t	hey should include:		
С	Any submission deadlines:					
	None					
d	Any restrictions or limitations on awards, su factors:	ch as by geographic	cal areas, charitable i	fields, kinds of instit	utions, or other	



er gross	amounts unless otherwise indicated.		usiness income	Excluded by section		(e) Related or exen function incom
_	service revenue:	(a) Business code	(b) Amount	(c) Exclusion code	(d) Amount	(See instruction
	and contracts from government agencies					
_	rship dues and assessments					
	t on savings and temporary cash					
				14	100,046	
	ds and interest from securities tal income or (loss) from real estate:			14	100,046	
	financed property					
	ebt-financed property					
	tal income or (loss) from personal property					
	vestment income.					
	(loss) from sales of assets other than					
invento	ry			18	160,577	
Net inc	ome or (loss) from special events:				,	
Gross p	profit or (loss) from sales of inventory					
Other r	evenue: a					
ı						
ı						
d e Subtota	al. Add columns (b). (d). and (a).				260,623	
Subtota	al. Add columns (b), (d), and (e)			1	260,623 3	l
Subtota	al. Add columns (b), (d), and (e) Add line 12, columns (b), (d), and (e) orksheet in line 13 instructions to verify calcu	lations.)			<u> </u>	260,
Subtota Total. See wo	al. Add columns (b), (d), and (e) Add line 12, columns (b), (d), and (e) orksheet in line 13 instructions to verify calcu	lations.) le Accomplisi income is report	hment of Exem	pt Purposes f Part XVI-A contribu	3ited importantly to	l
Subtota Total. See wo It XVI e No.	al. Add columns (b), (d), and (e) Add line 12, columns (b), (d), and (e) orksheet in line 13 instructions to verify calcu B Relationship of Activities to th Explain below how each activity for which the accomplishment of the foundation's ex	lations.) le Accomplisi income is report	hment of Exem	pt Purposes f Part XVI-A contribu	3ited importantly to	l
Subtota Total. (See wo	al. Add columns (b), (d), and (e) Add line 12, columns (b), (d), and (e) orksheet in line 13 instructions to verify calcu B Relationship of Activities to th Explain below how each activity for which the accomplishment of the foundation's ex	lations.) le Accomplisi income is report	hment of Exem	pt Purposes f Part XVI-A contribu	3ited importantly to	l
Subtota Fotal. See wort XVI e No.	al. Add columns (b), (d), and (e) Add line 12, columns (b), (d), and (e) orksheet in line 13 instructions to verify calcu B Relationship of Activities to th Explain below how each activity for which the accomplishment of the foundation's ex	lations.) le Accomplisi income is report	hment of Exem	pt Purposes f Part XVI-A contribu	3ited importantly to	l
Subtotal. See wort XVI	al. Add columns (b), (d), and (e) Add line 12, columns (b), (d), and (e) orksheet in line 13 instructions to verify calcu B Relationship of Activities to th Explain below how each activity for which the accomplishment of the foundation's ex	lations.) le Accomplisi income is report	hment of Exem	pt Purposes f Part XVI-A contribu	3ited importantly to	l
Subtotal. See wort XVI	al. Add columns (b), (d), and (e) Add line 12, columns (b), (d), and (e) orksheet in line 13 instructions to verify calcu B Relationship of Activities to th Explain below how each activity for which the accomplishment of the foundation's ex	lations.) le Accomplisi income is report	hment of Exem	pt Purposes f Part XVI-A contribu	3ited importantly to	L
Subtotal. See work XVI	al. Add columns (b), (d), and (e) Add line 12, columns (b), (d), and (e) orksheet in line 13 instructions to verify calcu B Relationship of Activities to th Explain below how each activity for which the accomplishment of the foundation's ex	lations.) le Accomplisi income is report	hment of Exem	pt Purposes f Part XVI-A contribu	3ited importantly to	L
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Fo	rm 990-PF	(2019)				Pa	ge 13
	Part XVII	Information Re Exempt Organi		ions and Relationships With Nonchari	table		
1			directly engage in any of the following with a organizations) or in section 527, relating to	any other organization described in section 501 political organizations?		Yes	No
а	Transfers	from the reporting foun	dation to a noncharitable exempt organization	on of:			
	(1) Cash				1a(1)		No
	(2) Othe	er assets			1a(2)		No
b	Other tra	nsactions:					
	(1) Sale	s of assets to a nonchar	itable exempt organization		1b(1)		No
					1b(2)		No
	(3) Rent	al of facilities, equipmer	nt, or other assets		1b(3)		No
	(4) Reim	nbursement arrangemen	ts		1b(4)		No
	(5) Loar	s or loan guarantees.			1b(5)		No
	(6) Perfo	rmance of services or m	embership or fundraising solicitations		1b(6)		No
C	: Sharing o	f facilities, equipment, n	nailing lists, other assets, or paid employees		1c		No
C	of the god	ods, other assets, or ser	vices given by the reporting foundation. If th	olumn (b) should always show the fair market of the foundation received less than fair market values goods, other assets, or services received.			
(a) Line No.	(b) Amount involved	(c) Name of noncharitable exempt organization	(d) Description of transfers, transactions, and sha	ıring arra	ngemen	ts
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_							
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_							
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				-			

. x 1 : N 1	(b) Amazonak imazok az d	1 (-) Name of manage		(4) Danamint	
) Line No.	(b) Amount involved	(c) Name of noncha	ritable exempt organization	(a) Descript	ion of transfers, transactions, and sharing arrangements
- T- +b - f-			or related to, one or mor		
	,	, ,	'		
			c)(3)) or in section 527? .		Li Yes Vino
o If "Yes,"	complete the following s		(h) Tuna of auronian	.: I	(a) Description of volational in
	(a) Name of organizati	on	(b) Type of organiza	tion	(c) Description of relationship

of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than taxpayer) is based on all information of which preparer has any knowledge. Sign May the IRS discuss this 2020-11-11 return Here with the preparer shown Signature of officer or trustee Date Title (see instr.) 🗹 Yes 🗆 No Print/Type preparer's name Preparer's Signature Date PTIN Check if self-P01354721 employed \blacktriangleright Daniel O'Connell Paid **Preparer** Daniel OConnell CPA Firm's name ▶ Firm's EIN ▶02-0656612 **Use Only** Firm's address ▶ 159 Bellevue Avenue Phone no. (973) 509-0075 Upper Montclair, NJ 07043 Form **990-PF** (2019)

Form 990PF Part VIII Line 1 - List all officers, directors, trustees, foundation managers and their compensation (a) Name and address Title, and average (c) Compensation (If (d) Expense account, hours per week not paid, enter Contributions to (e) other allowances (b) devoted to position -0-) employee benefit plans and deferred compensation Bonnie Kintzer Chairman 1.00 Readers Digest Foundation White Plains, NY 10601 Bruce Kelly Director 1.00 Readers Digest Association White Plains, NY 10601 Ronak Patel Director 1.00 Readers DIgest Foundation White Plains, NY 10601 Paul Gillow President 18,360 9.00 Readers Digest Foundation White Plains, NY 10601

4,605

Secretary

Treasurer 1.00

Director 1.00

15.00

Leigh Truitt

Maria Morganti

Jen Tyrrell

Readers Digest Foundation White Plains, NY 10601

Readers Digest Foundation White Plains, NY 10601

Readers Digest Foundation White Plains, NY 10601

Recipient If recipient is an individual, Foundation Purpose of grant or Amount show any relationship to contribution status of any foundation manager recipient Name and address (home or business) or substantial contributor a Paid during the year

Form 990PF Part XV Line 3 - Grants and Contributions Paid During the Year or Approved for Future Payment

JK Group Trustee for Reader's Diges PO Box 7174 Princeton, NJ 08543	None	PC	Matching Gifts Program - Gifts to publicly supported charities matching the contributions of employees of The Reader's Digest Association, Inc.	38,098
JK Group Trustee for Reader's Diges	None	PC	Volunteer Incentive Program -	4,700

			Digest Association, Inc.	
JK Group Trustee for Reader's Diges PO Box 7174 Princeton, NJ 08543	None	PC	Volunteer Incentive Program - Grants to charitable organizations in which employees of The Reader's Digest Association, Inc., participate as volunteers.	4,70

Princeton, NJ 08543			organizations in which employees of The Reader's Digest Association, Inc., participate as volunteers.	
Direct Charitable Activities - Part	None	PC	Direct Charitable Activities	6,816

			Digest Association, Inc., participate as volunteers.	
Direct Charitable Activities - Part 44 South Broadway	None	PC	Direct Charitable Activities described in Part IX-A of Form	6,816
White Plaine NV 10601			OOO DE	

			participate as volunteers.	
Direct Charitable Activities - Part 44 South Broadway	None	PC	Direct Charitable Activities described in Part IX-A of Form	6,

Total .

			• •	1
Direct Charitable Activities - Part	None	PC	Direct Charitable Activities	6,816
44 South Broadway			described in Part IX-A of Form	
White Plains, NY 10601			990-PF	1

▶ 3a

305,114

Form 990PF Part XV Line 3 - Grants and Contributions Paid During the Year or Approved for Future Payment Recipient If recipient is an individual, Foundation Purpose of grant or Amount show any relationship to contribution status of any foundation manager recipient Name and address (home or business) or substantial contributor a Paid during the year

home.	United Through Reading 1455 Frazee Road San Diego, CA 92108	None	PC	The grant supports the 40 Million Stories Campaign which allows members of the armed forces of the United States to read stories while deployed overseas or at sea and record them so they can be read to their children at home.	250,000
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			sea and record them so they can be read to their children at home.	
Feeding America35 East Wacker Drive Chicago, IL 60601	None	PC	Support work of feeding underprivileged people.	5,000
Philanthropic Planning Group Greate	None	PC	Service Recognition Award	500

			nome.	
Feeding America35 East Wacker Drive Chicago, IL 60601	None	PC	Support work of feeding underprivileged people.	5,00
Philanthropic Planning Group Greate c/o CAMI 495 Waverly Oaks Road	None	PC	Service Recognition Award	50

Feeding America35 East Wacker Drive Chicago, IL 60601	None		Support work of feeding underprivileged people.	5,00
Philanthropic Planning Group Greate c/o CAMI 495 Waverly Oaks Road	None	PC	Service Recognition Award	50

Chicago, IL 60601			underprivileged people.	
Philanthropic Planning Group Greate c/o CAMI 495 Waverly Oaks Road Waltham, MA 02452	None	PC	Service Recognition Award	500

milanumopic Planning Group Greate	None	PC	Service Recognition Award	,
o CAMI 495 Waverly Oaks Road			_	
Valtham, MA 02452				

305,114

Total .

efile GRAPHIC print - DO NOT P	ROCESS	S As Filed Data - DLN: 93491316012200				
TY 2019 Accounting Fe	ees Scho	edule				
_						
Name: Readers Digest Foundation						
EIN: 13-6120380						
Softv	Software ID: 19009920					
Software \	Version:	2019v5.0	0			
·	_			1	. 1	
Category	Amo	ount	Net Investment Income	Adjusted Net	t	Disbursements for Charitable
			Income	Ilicome		Purposes
Accounting		12,000	C		0	12,000
Auditing		11,000	С)	0	11,000

efile GRAPHIC print - DO NOT PROCESS	As Filed Data -	DLN: 93491316012200
TY 2019 Investments Corpora	te Bonds Schedule	
zors miresements corpora	te bonds bonedate	
Name:	Readers Digest Foundation	
EIN:	13-6120380	
Software ID:	19009920	

Software Version: 2019v5.0		
Investments Corporate Bonds Schedule		
Name of Bond	End of Year Book Value	End of Year Fair Market Value

2,008,184

2,008,184

Vanguard Total Bond Market Index Fund

efile GRAPHIC print - DO NOT PROCESS	As Filed Data -	DLN: 93491316012200						
TY 2019 Investments Corporate Stock Schedule								
Name:	Readers Digest Foundation							

Software ID: 19009920

Software Version: 2019v5.0

Vanguard Small Cap Index Fund

Vanguard 500 Index Fund

Investments Corporation Stock Schedule				
Name of Stock	End of Year Book Value	End of Year Fair Market Value		
Vanguard Developed Markets Index Fund	336,001	336,001		
Vanguard Emerging Markets Index Fund	87,312	87,312		

211,684

1,513,985

211,684

1,513,985

EIN: 13-6120380

efile GRAPHIC print - DO NOT PROCESS	As Filed Data -		DLN	: 93491316012200
TY 2019 Other Expenses Schedule				
Name:	Readers Digest Foundation			
EIN:	13-6120380			
Software ID:	: 19009920			
Software Version: 2019v5.0				
Other Expenses Schedule		,		
Description	Revenue and Expenses per Books	Net Investment Income	Adjusted Net Income	Disbursements for Charitable Purposes
Fringe benefits & payroll taxes	7,055			7,055
New York State annual fee	250			250
Office & Miscellaneous	-3			-3

efile GRAPHIC print - DO NOT PROCESS	As Filed Data -		D	LN: 93491316012200	
TY 2019 Other Liabilities Schedule					
Name:	Readers Diges	t Foundation			
EIN:	13-6120380				
Software ID:	19009920				
Software Version:	2019v5.0				
Description	n		Beginning of Year - Book Value	End of Year - Book Value	
Deferred federal taxes			11,749	20,395	
Current federal excise taxes			2,359	2,525	

efile GRAPHIC print - DO NOT PROCESS	As Filed Data	-	DLN	N: 93491316012200	
TY 2019 Other Professional Fees Schedule					
Name: Readers Digest Foundation					
EIN	EIN: 13-6120380				
Software ID: 19009920					
Software Version: 2019v5.0					
Category	Amount	Net Investment Income	Adjusted Net Income	Disbursements for Charitable Purposes	
Matching gift administration	10,082	0	0	10,082	

efile GRAPHIC print - DO NOT PROCESS	As Filed Data	a - DLN: 93491316012200		
TY 2019 Taxes Schedule				
Name	e: Readers Dig	est Foundation		
EIM	N: 13-6120380			
Software II): 19009920			
Software Version	1: 2019v5.0			
Category	Amount	Net Investment Income	Adjusted Net Income	Disbursements for Charitable Purposes
Federal excise tax	5,212			