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Short Form
Return of Organization Exempt From Income Tax

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except black lung benefit trust or private foundation)

OMB No 1545-1150

2008

Open to Public
Inspection► Sponsoring organizations of donor advised funds and controlling organizations as defined in section 512(b)(13) must file Form 990. All other organizations with gross receipts less than \$1,000,000 and total assets less than \$2,500,000 at the end of the year may use this form
► The organization may have to use a copy of this return to satisfy state reporting requirements

A For the 2008 calendar year, or tax year beginning AUG 1, 2008 and ending JUL 31, 2009

B Check if applicable <input type="checkbox"/> Address change <input type="checkbox"/> Name change <input type="checkbox"/> Initial return <input type="checkbox"/> Termination <input type="checkbox"/> Amended return <input type="checkbox"/> Application pending	C Name of organization AMC INSTITUTE	D Employer identification number 36-6129732
	Number and street (or P.O. box, if mail is not delivered to street address) 100 NORTH 20TH STREET, 4TH FLOOR	E Room/suite 215-564-3484
	City or town, state or country, and ZIP + 4 PHILADELPHIA, PA 19103	F Group Exemption Number ►

• Section 501(c)(3) organizations and 4947(a)(1) nonexempt charitable trusts must attach a completed Schedule A (Form 990 or 990-EZ).

G Accounting method: Cash Accrual
Other (specify) ►I Website: ► WWW.AMCINSTITUTE.ORGH Check ► if the organization is not required to attach Schedule B (Form 990, 990-EZ, or 990-PF)J Organization type (check only one) 501(c)(6) (insert no.) 4947(a)(1) or 527K Check ► if the organization is not a section 509(a)(3) supporting organization and its gross receipts are normally not more than \$25,000. A return is not required, but if the organization chooses to file a return, be sure to file a complete return.

L Add lines 5b, 6b, and 7b, to line 9 to determine gross receipts; if \$1,000,000 or more, file Form 990 instead of Form 990-EZ ► \$ 844,631.

Part I Revenue, Expenses, and Changes in Net Assets or Fund Balances (See the instructions for Part I.)

SCANNED JAN 06 2010

Revenue	1 Contributions, gifts, grants, and similar amounts received 2 Program service revenue including government fees and contracts 3 Membership dues and assessments 4 Investment income 5a Gross amount from sale of assets other than inventory b Less: cost or other basis and sales expenses c Gain or (loss) from sale of assets other than inventory (Subtract line 5b from line 5a) (attach schedule) 6 Special events and activities (complete applicable parts of Schedule G). If any amount is from gaming, check here ► <input type="checkbox"/> a Gross revenue (not including \$ _____ of contributions reported on line 1) b Less: direct expenses other than fundraising expenses c Net income or (loss) from special events and activities (Subtract line 6b from line 6a) 7a Gross sales of inventory, less returns and allowances b Less: cost of goods sold c Gross profit or (loss) from sales of inventory (Subtract line 7b from line 7a) 8 Other revenue (describe ► ROYALTIES) 9 Total revenue Add lines 1, 2, 3, 4, 5c, 6c, 7c, and 8	1 285,786. 2 522,488. 3 7,489. 5c 6c 7c 8 28,868. 9 844,631.
Expenses	10 Grants and similar amounts paid (attach schedule) 11 Benefits paid to or for members 12 Salaries, other compensation, and employee benefits 13 Professional fees and other payments to independent contractors 14 Occupancy, rent, utilities, and maintenance 15 Printing, publications, postage, and shipping 16 Other expenses (describe ►) 17 Total expenses Add lines 10 through 16	10 11 12 13 658,127. 14 8,125. 15 29,801. 16 157,847. 17 853,900. 18 -9,269. 19 254,236. 20 21 244,967.
Net Assets	18 Excess or (deficit) for the year (Subtract line 17 from line 9) 19 Net assets or fund balances at beginning of year (from line 27, column (A)) (must agree with end-of-year figure reported on prior year's return) 20 Other changes in net assets or fund balances (attach explanation) 21 Net assets or fund balances at end of year. Combine lines 18 through 20	RECEIVED 248 DEC 15 2009 IRS-OSC OGDEN, UT SEE STATEMENT 1)

Part II Balance Sheets. If Total assets on line 25, column (B) are \$2,500,000 or more, file Form 990 instead of Form 990-EZ.

(See the instructions for Part II.)

	(A) Beginning of year	(B) End of year
22 Cash, savings, and investments	318,796.22	494,896.
23 Land and buildings	23	
24 Other assets (describe ►)	32,442.24	16,349.
25 Total assets	351,238.25	511,245.
26 Total liabilities (describe ►)	97,002.26	266,278.
27 Net assets or fund balances (line 27 of column (B) must agree with line 21)	254,236.27	244,967.

Part III | Statement of Program Service Accomplishments (See the instructions for Part III.)What is the organization's primary exempt purpose? **SEE STATEMENT 6**

Describe what was achieved in carrying out the organization's exempt purposes. In a clear and concise manner, describe the services provided, the number of persons benefited, or other relevant information for each program title.

28 SEE STATEMENT 5

(Grants \$) If this amount includes foreign grants, check here	<input checked="" type="checkbox"/>	28a	853,901.
29				
(Grants \$) If this amount includes foreign grants, check here	<input checked="" type="checkbox"/>	29a	
30				
(Grants \$) If this amount includes foreign grants, check here	<input checked="" type="checkbox"/>	30a	
31 Other program services (attach schedule)				
(Grants \$) If this amount includes foreign grants, check here	<input checked="" type="checkbox"/>	31a	
32 Total program service expenses (add lines 28a through 31a)			32	853,901.

Part IV | List of Officers, Directors, Trustees, and Key Employees. List each one even if not compensated (See the instructions for Part IV)

(a) Name and address	(b) Title and average hours per week devoted to position	(c) Compensation (If not paid, enter -0-)	(d) Contributions to employee benefit plans & deferred compensation	(e) Expense account and other allowances
JOHN P. FRANCIS	PRESIDENT 1.00	0.	0.	0.
STEVE C. DRAKE	PRESIDENT-ELECT 1.00	0.	0.	0.
JOHN DEE, CPA	VICE PRESIDENT 1.00	0.	0.	0.
FRANCINE BUTLER, PHD, CAE, CMP	SECRETARY/TREASURER 1.00	0.	0.	0.
ROBERT WALLER, JR., CAE	PAST PRESIDENT 1.00	0.	0.	0.
SUSAN CABRERA	DIRECTOR 1.00	0.	0.	0.
RICHARD CRISTOL	DIRECTOR 1.00	0.	0.	0.
RICHARD B. GREEN	DIRECTOR 1.00	0.	0.	0.
JAY HAUCK, JD, CAE	DIRECTOR 1.00	0.	0.	0.
MICHAEL T. LOBUE, CAE	DIRECTOR 1.00	0.	0.	0.
JAIME NOLAN, CAE	DIRECTOR 1.00	0.	0.	0.
GREGG H. TALLEY, CAE	DIRECTOR 1.00	0.	0.	0.
GEORGE VALENZUELA	DIRECTOR 1.00	0.	0.	0.
ANDREA BOWER	EXECUTIVE DIRECTOR 40.00	0.	0.	0.

Part V **Other Information** (Note the statement requirements in the instructions for Part VI)

	Yes	No
33 Did the organization engage in any activity not previously reported to the IRS? If "Yes," attach a detailed description of each activity	33	X
34 Were any changes made to the organizing or governing documents but not reported to the IRS? If "Yes," attach a conformed copy of the changes	34	X
35 If the organization had income from business activities, such as those reported on lines 2, 6a, and 7a (among others), but not reported on Form 990-T, attach a statement explaining your reason for not reporting the income on Form 990-T.		
a Did the organization have unrelated business gross income of \$1,000 or more or section 6033(e) notice, reporting, and proxy tax requirements?	35a	X
b If "Yes," has it filed a tax return on Form 990-T for this year?	35b	N/A
36 Was there a liquidation, dissolution, termination, or substantial contraction during the year? If "Yes," complete applicable parts of Sch. N	36	X
37 a Enter amount of political expenditures, direct or indirect, as described in the instructions. ► <input type="text" value="37a"/> 0.		
b Did the organization file Form 1120-POL for this year?	37b	X
38 a Did the organization borrow from, or make any loans to, any officer, director, trustee, or key employee or were any such loans made in a prior year and still unpaid at the start of the period covered by this return?	38a	X
b If "Yes," complete Schedule L, Part II and enter the total amount involved	38b	N/A
39 Section 501(c)(7) organizations. Enter:	39a	N/A
a Initiation fees and capital contributions included on line 9	39b	N/A
b Gross receipts, included on line 9, for public use of club facilities		
40 a Section 501(c)(3) organizations. Enter amount of tax imposed on the organization during the year under:		
section 4911 ► <input type="text" value="N/A"/> ; section 4912 ► <input type="text" value="N/A"/> ; section 4955 ► <input type="text" value="N/A"/>		
b Section 501(c)(3) and (4) organizations. Did the organization engage in any section 4958 excess benefit transaction during the year or did it become aware of an excess benefit transaction from a prior year? If "Yes," complete Schedule L, Part I	40b	N/A
c Enter amount of tax imposed on organization managers or disqualified persons during the year under sections 4912, 4955, and 4958		
► <input type="text" value="0."/>		
d Enter amount of tax on line 40c reimbursed by the organization		
► <input type="text" value="0."/>		
e All organizations. At any time during the tax year, was the organization a party to a prohibited tax shelter transaction? If "Yes," complete Form 8886-T		
41 List the states with which a copy of this return is filed. ► NONE		
42 a The books are in care of ► FERNLEY & FERNLEY, INC. Telephone no. ► 215-564-3484 Located at ► 100 NORTH 20TH ST., PHILADELPHIA, PA ZIP + 4 ► 19109		
b At any time during the calendar year, did the organization have an interest in or a signature or other authority over a financial account in a foreign country (such as a bank account, securities account, or other financial account)?	42b	X
If "Yes," enter the name of the foreign country: ► _____		
See the instructions for exceptions and filing requirements for Form TD F 90-22 1, Report of Foreign Bank and Financial Accounts.		
c At any time during the calendar year, did the organization maintain an office outside of the U.S.?	42c	X
If "Yes," enter the name of the foreign country: ► _____		
43 Section 4947(a)(1) nonexempt charitable trusts filing Form 990-EZ in lieu of Form 1041 - Check here and enter the amount of tax-exempt interest received or accrued during the tax year	43	N/A
44 Did the organization maintain any donor advised funds? If "Yes," Form 990 must be completed instead of Form 990-EZ	44	X
45 Is any related organization a controlled entity of the organization within the meaning of section 512(b)(13)? If "Yes," Form 990 must be completed instead of Form 990-EZ	45	X

Form 990-EZ (2008)

Part VI **Section 501(c)(3) organizations only.** All section 501(c)(3) organizations must answer questions 46-49 and complete the tables for lines 50 and 51

46	Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for public office? If "Yes," complete Schedule C, Part I	Yes	No
47	Did the organization engage in lobbying activities? If "Yes," complete Schedule C, Part II	46	
48	Is the organization operating a school as described in section 170(b)(1)(A)(ii)? If "Yes," complete Schedule E	47	
49a	Did the organization make any transfers to an exempt non-charitable related organization?	48	
b	If "Yes," was the related organization(s) a section 527 organization?	49a	
50	Complete this table for the five highest compensated employees (other than officers, directors, trustees and key employees) who each received more than \$100,000 of compensation from the organization. If there is none, enter "None."	49b	

51 Complete this table for the five highest compensated independent contractors who each received more than \$100,000 of compensation from the organization. If there is none, enter "None."

(a) Name and address of each independent contractor paid more than \$100,000	(b) Type of service	(c) Compensation
FERNLEY & FERNLEY, 100 NORTH 20TH STREET 4TH FLOOR, PHILADELPHIA, PA 19103	MANAGEMENT SERVICES	416,594.
DEVINE & POWERS COMMUNICATIONS GRP, LLC, 1801 MARKET STREET, SUITE 290, PHILADELPHIA, PA 19103	ADVERTISING & MARKETING	215,493.

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge

Sign Here	<p>correct, and complete Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge</p> <p> <u>Chowder</u> Signature of officer</p> <p> <u>Andrea Bowler Executive Director</u> Type or print name and title</p>	<p> <u>Myay</u> Date</p>
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Paid Preparer's Use Only	Preparer's signature ► 	Date <u>11/28/01</u>	Check if self-employed ► <input type="checkbox"/>	Preparer's Identifying Number (See instr.)
	Firm's name (or yours if self-employed), address, and ZIP + 4 ► ROBIN KRAMER & GREEN, LLP 425 COMMERCE DRIVE, SUITE 150 FT. WASHINGTON, PA 19034			EIN ► Phone ► no. 215-641-8300

May the IRS discuss this return with the preparer shown above? See instructions Yes No

FORM 990-EZ

OTHER EXPENSES

STATEMENT 1

DESCRIPTION	AMOUNT
AFFILIATED ASSOCIATIONS	5,314.
BAD DEBTS	300.
BANK CHARGES AND CREDIT CARD FEES	16,550.
CONFERENCES, CONVENTIONS, AND MEETINGS	64,621.
INSURANCE	3,033.
LICENSES AND FEES	13.
STAFF TRAVEL	11,824.
WEB SERVICE	13,786.
PROGRAM SERVICES	42,406.
TOTAL TO FORM 990-EZ, LINE 16	157,847.

FORM 990-EZ

OTHER ASSETS

STATEMENT 2

DESCRIPTION	BEG. OF YEAR	END OF YEAR
ACCOUNTS RECEIVABLE	30,493.	2,500.
PREPAID EXPENSES	1,949.	13,849.
TOTAL TO FORM 990-EZ, LINE 24	32,442.	16,349.

FORM 990-EZ

OTHER LIABILITIES

STATEMENT 3

DESCRIPTION	BEG. OF YEAR	END OF YEAR
ACCOUNTS PAYABLE AND ACCRUED EXPENSES	61,765.	15,981.
DEFERRED REVENUES	35,237.	250,297.
TOTAL TO FORM 990-EZ, LINE 26	97,002.	266,278.

FORM 990-EZ

INFORMATION REGARDING TRANSFERS
ASSOCIATED WITH PERSONAL BENEFIT CONTRACTS

STATEMENT 4

A) DID THE ORGANIZATION, DURING THE YEAR, RECEIVE ANY FUNDS, DIRECTLY OR INDIRECTLY, TO PAY PREMIUMS ON A PERSONAL BENEFIT CONTRACT? [] YES [X] NO

B) DID THE ORGANIZATION, DURING THE YEAR, PAY PREMIUMS, DIRECTLY OR INDIRECTLY, ON A PERSONAL BENEFIT CONTRACT? . . . [] YES [X] NO

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