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Form **990-PF**Department of the Treasury
Internal Revenue Service**Return of Private Foundation**

or Section 4947(a)(1) Nonexempt Charitable Trust

Treated as a Private Foundation

OMB No 1545-0052

2010

Note. The foundation may be able to use a copy of this return to satisfy state reporting requirements

For calendar year 2010, or tax year beginning

, 2010, and ending

, 20

G Check all that apply:

☐ Initial return☐ Initial return of a former public charity☐ Final return☐ Amended return☐ Address change☐ Name change

Name of foundation

HERSCHEND FAMILY FOUNDATION

C/O JACK R HERSCEND

A Employer identification number

43-1391940

Number and street (or P O box number if mail is not delivered to street address)

HERSCHEND FAMILY ENTERTAINMENT CORP OFFICE

100 CORPORATE PLACE

Room/suite

B Telephone number (see page 10 of the instructions)

(417) 334-0140

City or town, state, and ZIP code

BRANSON, MO 65616

H Check type of organization:

☒ Section 501(c)(3) exempt private foundation☐ Section 4947(a)(1) nonexempt charitable trust☐ Other taxable private foundation

I Fair market value of all assets at end

of year (from Part II, col. (c), line

16) \$ 3,413,548.

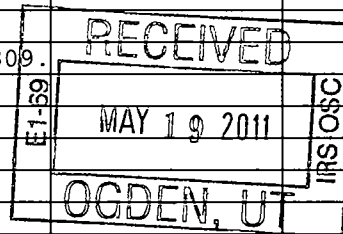
J Accounting method:

☒ Cash ☐ Accrual☐ Other (specify) _____

(Part I, column (d) must be on cash basis)

C If exemption application is pending, check here ☐D 1 Foreign organizations, check here ☐2 Foreign organizations meeting the 85% test, check here and attach computation ☐E If private foundation status was terminated under section 507(b)(1)(A), check here ☐F If the foundation is in a 60-month termination under section 507(b)(1)(B), check here ☐**Part I Analysis of Revenue and Expenses** (The total of amounts in columns (b), (c), and (d) may not necessarily equal the amounts in column (a) (see page 11 of the instructions))

	(a) Revenue and expenses per books	(b) Net investment income	(c) Adjusted net income	(d) Disbursements for charitable purposes (cash basis only)
Revenue				
1 Contributions, gifts, grants, etc., received (attach schedule)	0.			
2 Check ☐ if the foundation is not required to attach Sch. B				
3 Interest on savings and temporary cash investments				
4 Dividends and interest from securities	145,606.	145,606.		ATCH 1
5a Gross rents				
b Net rental income or (loss)				
6a Net gain or (loss) from sale of assets not on line 10	18,309.			
b Gross sales price for all assets on line 6a	1,015,380.			
7 Capital gain net income (from Part IV, line 2)		18,309.		
8 Net short-term capital gain				
9 Income modifications				
10 a 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	163,915.	163,915.		
Operating and Administrative Expenses				
13 Compensation of officers, directors, trustees, etc.	0.			
14 Other employee salaries and wages				
15 Pension plans, employee benefits				
16a Legal fees (attach schedule)				
b Accounting fees (attach schedule) ATCH 2	16,699.	14,949.	0.	1,750.
c Other professional fees (attach schedule)				
Interest				
18 Taxes (attach schedule) (see page 14 of the instructions) **	4,140.	925.	0.	0.
19 Depreciation (attach schedule) and depletion				
20 Occupancy				
21 Travel, conferences, and meetings				
22 Printing and publications				
23 Other expenses (attach schedule) ATCH 4	162.	81.	0.	81.
24 Total operating and administrative expenses. Add lines 13 through 23	21,001.	15,955.	0.	1,831.
25 Contributions, gifts, grants paid	1,414,842.			1,414,842.
26 Total expenses and disbursements. Add lines 24 and 25	1,435,843.	15,955.	0.	1,416,673.
27 Subtract line 26 from line 12	-1,271,928.			
a Excess of revenue over expenses and disbursements				
b Net investment income (if negative, enter -0-)		147,960.		
c Adjusted net income (if negative, enter -0-)				



For Paperwork Reduction Act Notice, see page 30 of the instructions.

JSA ** ATCH 3

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PAGE 1

Part II Balance Sheets		Attached schedules and amounts in the description column should be for end-of-year amounts only (See instructions)		
		Beginning of year	End of year	
		(a) Book Value	(b) Book Value	(c) Fair Market Value
Assets	1 Cash - non-interest-bearing			
	2 Savings and temporary cash investments	237,209.	262,517.	262,517.
	3 Accounts receivable ▶			
	Less allowance for doubtful accounts ▶			
	4 Pledges receivable ▶			
	Less allowance for doubtful accounts ▶			
	5 Grants receivable			
	6 Receivables due from officers, directors, trustees, and other disqualified persons (attach schedule) (see page 15 of the instructions)			
	7 Other notes and loans receivable (attach schedule) ▶			
	Less allowance for doubtful accounts ▶			
	8 Inventories for sale or use			
	9 Prepaid expenses and deferred charges			
	10 a Investments - U.S. and state government obligations (attach schedule) **	610,220.	375,645.	394,824.
	b Investments - corporate stock (attach schedule) ATCH 6	1,160,700.	1,014,777.	1,259,334.
	c Investments - corporate bonds (attach schedule)			
	11 Investments - land, buildings, and equipment basis ▶ 3,655.			
Less accumulated depreciation (attach schedule) ▶ 3,655.				
12 Investments - mortgage loans				
13 Investments - other (attach schedule) ATCH 7	2,326,153.	1,412,615.	1,496,873.	
14 Land, buildings, and equipment basis ▶				
Less accumulated depreciation (attach schedule) ▶				
15 Other assets (describe ▶ ATCH 8)	3,200.	0.	0.	
16 Total assets (to be completed by all filers - see the instructions Also, see page 1, item I)	4,337,482.	3,065,554.	3,413,548.	
Liabilities	17 Accounts payable and accrued expenses			
	18 Grants payable			
	19 Deferred revenue			
	20 Loans from officers, directors, trustees, and other disqualified persons			
	21 Mortgages and other notes payable (attach schedule)			
	22 Other liabilities (describe ▶)			
	23 Total liabilities (add lines 17 through 22)		0.	
Net Assets or Fund Balances	Foundations that follow SFAS 117, check here ▶ ☐			
	and complete lines 24 through 26 and lines 30 and 31.			
	24 Unrestricted			
	25 Temporarily restricted			
	26 Permanently restricted			
	Foundations that do not follow SFAS 117, check here and complete lines 27 through 31. ▶ ☒			
	27 Capital stock, trust principal, or current funds	4,311,244.	3,039,316.	
	28 Paid-in or capital surplus, or land, bldg, and equipment fund			
	29 Retained earnings, accumulated income, endowment, or other funds	26,238.	26,238.	
	30 Total net assets or fund balances (see page 17 of the instructions)	4,337,482.	3,065,554.	
31 Total liabilities and net assets/fund balances (see page 17 of the instructions)	4,337,482.	3,065,554.		

Part III Analysis of Changes in Net Assets or Fund Balances

1 Total net assets or fund balances at beginning of year - Part II, column (a), line 30 (must agree with end-of-year figure reported on prior year's return)	1	4,337,482.
2 Enter amount from Part I, line 27a	2	-1,271,928.
3 Other increases not included in line 2 (itemize) ▶	3	
4 Add lines 1, 2, and 3	4	3,065,554.
5 Decreases not included in line 2 (itemize) ▶	5	
6 Total net assets or fund balances at end of year (line 4 minus line 5) - Part II, column (b), line 30	6	3,065,554.

**ATCH 5

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Part IV Capital Gains and Losses for Tax on Investment Income

(a) List and describe the kind(s) of property sold (e.g., real estate, 2-story brick warehouse, or common stock, 200 shs. MLC Co.)			(b) How acquired P-Purchase D-Donation	(c) Date acquired (mo., day, yr.)	(d) Date sold (mo., day, yr.)
1a SEE PART IV SCHEDULE					
b					
c					
d					
e					
(e) Gross sales price	(f) Depreciation allowed (or allowable)	(g) Cost or other basis plus expense of sale	(h) Gain or (loss) (e) plus (f) minus (g)		
a					
b					
c					
d					
e					
Complete only for assets showing gain in column (h) and owned by the foundation on 12/31/69			(i) Gains (Col. (h) gain minus col. (k), but not less than -0-) or Losses (from col. (h))		
(i) F.M.V. as of 12/31/69	(j) Adjusted basis as of 12/31/69	(k) Excess of col. (i) over col. (j), if any			
a					
b					
c					
d					
e					
2 Capital gain net income or (net capital loss) { If gain, also enter in Part I, line 7 If (loss), enter -0- in Part I, line 7 }			2	18,309.	
3 Net short-term capital gain or (loss) as defined in sections 1222(5) and (6): If gain, also enter in Part I, line 8, column (c) (see pages 13 and 17 of the instructions). If (loss), enter -0- in Part I, line 8.			3		

Part V Qualification Under Section 4940(e) for Reduced Tax on Net Investment Income

(For optional use by domestic private foundations subject to the section 4940(a) tax on net investment income.)

If section 4940(d)(2) applies, leave this part blank.

Was the foundation liable for the section 4942 tax on the distributable amount of any year in the base period?

☐ Yes ☒ No

If "Yes," the foundation does not qualify under section 4940(e). Do not complete this part.

1 Enter the appropriate amount in each column for each year; see page 18 of the instructions before making any entries.

(a) Base period years Calendar year (or tax year beginning in)	(b) Adjusted qualifying distributions	(c) Net value of noncharitable-use assets	(d) Distribution ratio (col. (b) divided by col. (c))
2009	302,283.	4,249,409.	0.071135
2008	330,678.	4,519,559.	0.073166
2007	479,508.	4,847,925.	0.098910
2006	274,482.	4,898,680.	0.056032
2005	382,126.	3,531,520.	0.108204
2 Total of line 1, column (d)			2 0.407447
3 Average distribution ratio for the 5-year base period - divide the total on line 2 by 5, or by the number of years the foundation has been in existence if less than 5 years			3 0.081489
4 Enter the net value of noncharitable-use assets for 2010 from Part X, line 5			4 4,128,260.
5 Multiply line 4 by line 3			5 336,408.
6 Enter 1% of net investment income (1% of Part I, line 27b)			6 1,480.
7 Add lines 5 and 6			7 337,888.
8 Enter qualifying distributions from Part XII, line 4 If line 8 is equal to or greater than line 7, check the box in Part VI, line 1b, and complete that part using a 1% tax rate. See the Part VI instructions on page 18.			8 1,416,673.

Part VI Excise Tax Based on Investment Income (Section 4940(a), 4940(b), 4940(e), or 4948 - see page 18 of the instructions)

1a Exempt operating foundations described in section 4940(d)(2), check here ☐ and enter "N/A" on line 1 Date of ruling or determination letter _____ (attach copy of ruling letter if necessary - see instructions)			
b Domestic foundations that meet the section 4940(e) requirements in Part V, check here ☒ and enter 1% of Part I, line 27b		1	1,480.
c All other domestic foundations enter 2% of line 27b Exempt foreign organizations enter 4% of Part I, line 12, col (b)			
2 Tax under section 511 (domestic section 4947(a)(1) trusts and taxable foundations only Others enter -0-)		2	
3 Add lines 1 and 2		3	1,480.
4 Subtitle A (income) tax (domestic section 4947(a)(1) trusts and taxable foundations only Others enter -0-)		4	0.
5 Tax based on investment income. Subtract line 4 from line 3. If zero or less, enter -0-		5	1,480.
6 Credits/Payments			
a 2010 estimated tax payments and 2009 overpayment credited to 2010	6a	4,175.	
b Exempt foreign organizations-tax withheld at source	6b	0.	
c Tax paid with application for extension of time to file (Form 8868)	6c	0.	
d Backup withholding erroneously withheld	6d		
7 Total credits and payments Add lines 6a through 6d	7	4,175.	
8 Enter any penalty for underpayment of estimated tax Check here ☐ if Form 2220 is attached	8		
9 Tax due. If the total of lines 5 and 8 is more than line 7, enter amount owed	9		
10 Overpayment. If line 7 is more than the total of lines 5 and 8, enter the amount overpaid	10	2,695.	
11 Enter the amount of line 10 to be Credited to 2011 estimated tax Refunded	11		

Part VII-A Statements Regarding Activities

	Yes	No
1a During the tax year, did the foundation attempt to influence any national, state, or local legislation or did it participate or intervene in any political campaign?		X
b Did it spend more than \$100 during the year (either directly or indirectly) for political purposes (see page 19 of the instructions for definition)? If the answer is "Yes" to 1a or 1b, attach a detailed description of the activities and copies of any materials published or distributed by the foundation in connection with the activities		X
c Did the foundation file Form 1120-POL for this year?		X
d Enter the amount (if any) of tax on political expenditures (section 4955) imposed during the year (1) On the foundation \$ (2) On foundation managers \$		
e Enter the reimbursement (if any) paid by the foundation during the year for political expenditure tax imposed on foundation managers \$		
2 Has the foundation engaged in any activities that have not previously been reported to the IRS? If "Yes," attach a detailed description of the activities.		X
3 Has the foundation made any changes, not previously reported to the IRS, in its governing instrument, articles of incorporation, or bylaws, or other similar instruments? If "Yes," attach a conformed copy of the changes		X
4a Did the foundation have unrelated business gross income of \$1,000 or more during the year?		X
b If "Yes," has it filed a tax return on Form 990-T for this year?		
5 Was there a liquidation, termination, dissolution, or substantial contraction during the year? If "Yes," attach the statement required by General Instruction T		X
6 Are the requirements of section 508(e) (relating to sections 4941 through 4945) satisfied either • By language in the governing instrument, or • By state legislation that effectively amends the governing instrument so that no mandatory directions that conflict with the state law remain in the governing instrument?	X	
7 Did the foundation have at least \$5,000 in assets at any time during the year? If "Yes," complete Part II, col. (c), and Part XV	X	
8a Enter the states to which the foundation reports or with which it is registered (see page 19 of the instructions) MO,		
b If the answer is "Yes" to line 7, has the foundation furnished a copy of Form 990-PF to the Attorney General (or designate) of each state as required by General Instruction G? If "No," attach explanation	X	
9 Is the foundation claiming status as a private operating foundation within the meaning of section 4942(j)(3) or 4942(j)(5) for calendar year 2010 or the taxable year beginning in 2010 (see instructions for Part XIV on page 27)? If "Yes," complete Part XIV		X
10 Did any persons become substantial contributors during the tax year? If "Yes," attach a schedule listing their names and addresses		X

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Part VII-A Statements Regarding Activities (continued)

11	At any time during the year, did the foundation, directly or indirectly, own a controlled entity within the meaning of section 512(b)(13)? If "Yes," attach schedule (see page 20 of the instructions)	11		X
12	Did the foundation acquire a direct or indirect interest in any applicable insurance contract before August 17, 2008?	12		X
13	Did the foundation comply with the public inspection requirements for its annual returns and exemption application?	13	X	
Website address N/A				
14	The books are in care of JACK R HERSCHEND Telephone no 417-334-0140			
Located at HERSCHEND FAMILY ENT CORPORATE OFFICE ZIP + 4 65616				
15	Section 4947(a)(1) nonexempt charitable trusts filing Form 990-PF in lieu of Form 1041 - Check here ☐			
and enter the amount of tax-exempt interest received or accrued during the year 15				
16	At any time during calendar year 2010, did the foundation have an interest in or a signature or other authority over a bank, securities, or other financial account in a foreign country?	16	Yes	No
See page 20 of the instructions for exceptions and filing requirements for Form TD F 90-22.1 If "Yes," enter the name of the foreign country X				

Part VII-B Statements Regarding Activities for Which Form 4720 May Be Required

File Form 4720 if any item is checked in the "Yes" column, unless an exception applies.

	Yes	No
1a During the year did the foundation (either directly or indirectly):		
(1) Engage in the sale or exchange, or leasing of property with a disqualified person? ☐ Yes ☒ No		
(2) Borrow money from, lend money to, or otherwise extend credit to (or accept it from) a disqualified person? ☐ Yes ☒ No		
(3) Furnish goods, services, or facilities to (or accept them from) a disqualified person? ☐ Yes ☒ No		
(4) Pay compensation to, or pay or reimburse the expenses of, a disqualified person? ☐ Yes ☒ No		
(5) Transfer any income or assets to a disqualified person (or make any of either available for the benefit or use of a disqualified person)? ☐ Yes ☒ No		
(6) Agree to pay money or property to a government official? (Exception. Check "No" if the foundation agreed to make a grant to or to employ the official for a period after termination of government service, if terminating within 90 days). ☐ Yes ☒ No		
b If any answer is "Yes" to 1a(1)-(6), did any of the acts fail to qualify under the exceptions described in Regulations section 53.4941(d)-3 or in a current notice regarding disaster assistance (see page 22 of the instructions)? ☐	1b	
c Did the foundation engage in a prior year in any of the acts described in 1a, other than excepted acts, that were not corrected before the first day of the tax year beginning in 2010? ☐	1c	X
2 Taxes on failure to distribute income (section 4942) (does not apply for years the foundation was a private operating foundation defined in section 4942(j)(3) or 4942(j)(5))		
a At the end of tax year 2010, did the foundation have any undistributed income (lines 6d and 6e, Part XIII) for tax year(s) beginning before 2010? ☐ Yes ☒ No		
If "Yes," list the years _____		
b Are there any years listed in 2a for which the foundation is not applying the provisions of section 4942(a)(2) (relating to incorrect valuation of assets) to the year's undistributed income? (If applying section 4942(a)(2) to all years listed, answer "No" and attach statement - see page 22 of the instructions.) ☐	2b	
c If the provisions of section 4942(a)(2) are being applied to any of the years listed in 2a, list the years here _____		
3a Did the foundation hold more than a 2% direct or indirect interest in any business enterprise at any time during the year? ☐ Yes ☒ No		
b If "Yes," did it have excess business holdings in 2010 as a result of (1) any purchase by the foundation or disqualified persons after May 26, 1969, (2) the lapse of the 5-year period (or longer period approved by the Commissioner under section 4943(c)(7)) to dispose of holdings acquired by gift or bequest, or (3) the lapse of the 10-, 15-, or 20-year first phase holding period? (Use Schedule C, Form 4720, to determine if the foundation had excess business holdings in 2010) ☐	3b	
4a Did the foundation invest during the year any amount in a manner that would jeopardize its charitable purposes? ☐	4a	X
b Did the foundation make any investment in a prior year (but after December 31, 1969) that could jeopardize its charitable purpose that had not been removed from jeopardy before the first day of the tax year beginning in 2010? ☐	4b	X

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Part VII-B Statements Regarding Activities for Which Form 4720 May Be Required (continued)

5a During the year did the foundation pay or incur any amount to

(1) Carry on propaganda, or otherwise attempt to influence legislation (section 4945(e))? ☐ Yes ☒ No

(2) Influence the outcome of any specific public election (see section 4955), or to carry on, directly or indirectly, any voter registration drive? ☐ Yes ☒ No

(3) Provide a grant to an individual for travel, study, or other similar purposes? ☐ Yes ☒ No

(4) Provide a grant to an organization other than a charitable, etc., organization described in section 509(a)(1), (2), or (3), or section 4940(d)(2)? (see page 22 of the instructions) ☐ Yes ☒ No

(5) Provide for any purpose other than religious, charitable, scientific, literary, or educational purposes, or for the prevention of cruelty to children or animals? ☐ Yes ☒ No

b If any answer is "Yes" to 5a(1)-(5), did any of the transactions fail to qualify under the exceptions described in Regulations section 53.4945 or in a current notice regarding disaster assistance (see page 22 of the instructions)? ☐ **5b**

Organizations relying on a current notice regarding disaster assistance check here ☐

c If the answer is "Yes" to question 5a(4), does the foundation claim exemption from the tax because it maintained expenditure responsibility for the grant? ☐ Yes ☐ No

If "Yes," attach the statement required by Regulations section 53.4945-5(d)

6a Did the foundation, during the year, receive any funds, directly or indirectly, to pay premiums on a personal benefit contract? ☐ Yes ☒ No

b Did the foundation, during the year, pay premiums, directly or indirectly, on a personal benefit contract? ☐ **6b** X

If "Yes" to 6b, file Form 8870

7a At any time during the tax year, was the foundation a party to a prohibited tax shelter transaction? ☐ Yes ☒ No

b If "Yes," did the foundation receive any proceeds or have any net income attributable to the transaction? ☐ **7b**

Part VIII Information About Officers, Directors, Trustees, Foundation Managers, Highly Paid Employees, and Contractors**1 List all officers, directors, trustees, foundation managers and their compensation (see page 22 of the instructions).**

(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 and deferred compensation	(e) Expense account, other allowances
ATTACHMENT 9		0.	0.	0.

2 Compensation of five highest-paid employees (other than those included on line 1 - see page 23 of the instructions). If none, enter "NONE."

(a) Name and address of each employee paid more than \$50,000	(b) Title, and average hours per week devoted to position	(c) Compensation	(d) Contributions to employee benefit plans and deferred compensation	(e) Expense account, other allowances
NONE				

Total number of other employees paid over \$50,000 ☐

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Part VIII Information About Officers, Directors, Trustees, Foundation Managers, Highly Paid Employees, and Contractors (continued)**3 Five highest-paid independent contractors for professional services** (see page 23 of the instructions). If none, enter "NONE."

(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		NONE

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 NONE	
2	
3	
4	

Part IX-B Summary of Program-Related Investments (see page 24 of the instructions)

Describe the two largest program-related investments made by the foundation during the tax year on lines 1 and 2

	Amount
1 NONE	
2	
All other program-related investments. See page 24 of the instructions	
3 NONE	
Total. Add lines 1 through 3	

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Part X Minimum Investment Return (All domestic foundations must complete this part. Foreign foundations, see page 24 of the instructions.)

1	Fair market value of assets not used (or held for use) directly in carrying out charitable, etc., purposes:		
a	Average monthly fair market value of securities	1a	3,966,641.
b	Average of monthly cash balances	1b	224,486.
c	Fair market value of all other assets (see page 25 of the instructions)	1c	0.
d	Total (add lines 1a, b, and c)	1d	4,191,127.
e	Reduction claimed for blockage or other factors reported on lines 1a and 1c (attach detailed explanation)	1e	
2	Acquisition indebtedness applicable to line 1 assets	2	0.
3	Subtract line 2 from line 1d	3	4,191,127.
4	Cash deemed held for charitable activities. Enter 1 1/2 % of line 3 (for greater amount, see page 25 of the instructions)	4	62,867.
5	Net value of noncharitable-use assets. Subtract line 4 from line 3. Enter here and on Part V, line 4	5	4,128,260.
6	Minimum investment return. Enter 5% of line 5	6	206,413.

Part XI Distributable Amount (see page 25 of the instructions) (Section 4942(j)(3) and (j)(5) private operating foundations and certain foreign organizations check here ☐ and do not complete this part.)

1	Minimum investment return from Part X, line 6	1	206,413.
2a	Tax on investment income for 2010 from Part VI, line 5	2a	1,480.
b	Income tax for 2010 (This does not include the tax from Part VI.)	2b	
c	Add lines 2a and 2b	2c	1,480.
3	Distributable amount before adjustments. Subtract line 2c from line 1	3	204,933.
4	Recoveries of amounts treated as qualifying distributions	4	
5	Add lines 3 and 4	5	204,933.
6	Deduction from distributable amount (see page 25 of the instructions)	6	
7	Distributable amount as adjusted. Subtract line 6 from line 5. Enter here and on Part XIII, line 1	7	204,933.

Part XII Qualifying Distributions(see page 25 of the instructions)

1	Amounts paid (including administrative expenses) to accomplish charitable, etc., purposes:		
a	Expenses, contributions, gifts, etc. - total from Part I, column (d), line 26	1a	1,416,673.
b	Program-related investments - total from Part IX-B	1b	0.
2	Amounts paid to acquire assets used (or held for use) directly in carrying out charitable, etc., purposes	2	0.
3	Amounts set aside for specific charitable projects that satisfy the:		
a	Suitability test (prior IRS approval required)	3a	0.
b	Cash distribution test (attach the required schedule)	3b	0.
4	Qualifying distributions. Add lines 1a through 3b. Enter here and on Part V, line 8, and Part XIII, line 4	4	1,416,673.
5	Foundations that qualify under section 4940(e) for the reduced rate of tax on net investment income. Enter 1% of Part I, line 27b (see page 26 of the instructions)	5	1,480.
6	Adjusted qualifying distributions. Subtract line 5 from line 4	6	1,415,193.

Note: The amount on line 6 will be used in Part V, column (b), in subsequent years when calculating whether the foundation qualifies for the section 4940(e) reduction of tax in those years.

Part XIII Undistributed Income (see page 26 of the instructions)

	(a) Corpus	(b) Years prior to 2009	(c) 2009	(d) 2010
1 Distributable amount for 2010 from Part XI, line 7				204,933.
2 Undistributed income, if any, as of the end of 2010				
a Enter amount for 2009 only				
b Total for prior years 20 08, 20 07, 20 06				
3 Excess distributions carryover, if any, to 2010				
a From 2005 383,770.				
b From 2006 274,482.				
c From 2007 482,702.				
d From 2008 330,678.				
e From 2009 302,283.				
f Total of lines 3a through e	1,773,915.			
4 Qualifying distributions for 2010 from Part XII, line 4. ► \$ 1,416,673.				
a Applied to 2009, but not more than line 2a				
b Applied to undistributed income of prior years (Election required - see page 26 of the instructions)				
c Treated as distributions out of corpus (Election required - see page 26 of the instructions)				
d Applied to 2010 distributable amount				
e Remaining amount distributed out of corpus	1,416,673.			
5 Excess distributions carryover applied to 2010 (If an amount appears in column (d), the same amount must be shown in column (a))	204,933.			204,933.
6 Enter the net total of each column as indicated below:				
a Corpus Add lines 3f, 4c, and 4e Subtract line 5	2,985,655.			
b Prior years' undistributed income Subtract line 4b from line 2b				
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 - see page 27 of the instructions				
e Undistributed income for 2009 Subtract line 4a from line 2a Taxable amount - see page 27 of the instructions				
f Undistributed income for 2010 Subtract lines 4d and 5 from line 1 This amount must be distributed in 2011				
7 Amounts treated as distributions out of corpus to satisfy requirements imposed by section 170(b)(1)(F) or 4942(g)(3) (see page 27 of the instructions)				
8 Excess distributions carryover from 2005 not applied on line 5 or line 7 (see page 27 of the instructions)	178,837.			
9 Excess distributions carryover to 2011. Subtract lines 7 and 8 from line 6a	2,806,818.			
10 Analysis of line 9:				
a Excess from 2006 274,482.				
b Excess from 2007 482,702.				
c Excess from 2008 330,678.				
d Excess from 2009 302,283.				
e Excess from 2010 1,416,673.				

Form 990-PF (2010)

Part XIV Private Operating Foundations (see page 27 of the instructions and Part VII-A, question 9) NOT APPLICABLE

1a If the foundation has received a ruling or determination letter that it is a private operating foundation, and the ruling is effective for 2010, enter the date of the ruling

b Check box to indicate whether the foundation is a private operating foundation described in section

4942(j)(3) or

4942(j)(5)

2a Enter the lesser of the adjusted net income from Part I or the minimum investment return from Part X for each year listed

Tax year	Prior 3 years				(e) Total
	(a) 2010	(b) 2009	(c) 2008	(d) 2007	
b 85% of line 2a					
c Qualifying distributions from Part XII, line 4 for each year listed					
d Amounts included in line 2c not used directly for active conduct of exempt activities					
e 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					
a "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					

Part XV Supplementary Information (Complete this part only if the foundation had \$5,000 or more in assets at any time during the year - see page 28 of the instructions.)**1 Information Regarding Foundation Managers:**

a List any managers of the foundation who have contributed more than 2% of the total contributions received by the foundation before the close of any tax year (but only if they have contributed more than \$5,000). (See section 507(d)(2).)

JACK HERSCHEID

b List any managers of the foundation who own 10% or more of the stock of a corporation (or an equally large portion of the ownership of a partnership or other entity) of which the foundation has a 10% or greater interest.

NONE

2 Information Regarding Contribution, Grant, Gift, Loan, Scholarship, etc., Programs:

Check here ☐ if the foundation only makes contributions to preselected charitable organizations and does not accept unsolicited requests for funds. If the foundation makes gifts, grants, etc (see page 28 of the instructions) to individuals or organizations under other conditions, complete items 2a, b, c, and d

a The name, address, and telephone number of the person to whom applications should be addressed:

ATTACHMENT 10

b The form in which applications should be submitted and information and materials they should include:

APPLICATION FORM MAY BE REQUESTED FROM THE FOUNDATION OFFICE

c Any submission deadlines:

APPLICATIONS WILL BE ACCEPTED THROUGHOUT THE YEAR

d Any restrictions or limitations on awards, such as by geographical areas, charitable fields, kinds of institutions, or other factors:

NONE

Part XV Supplementary Information (continued)**3 Grants and Contributions Paid During the Year or Approved for Future Payment**

Recipient	If recipient is an individual, show any relationship to any foundation manager or substantial contributor	Foundation status of recipient	Purpose of grant or contribution	Amount
Name and address (home or business)				
a Paid during the year ATTACHMENT 11				
Total			▶ 3a	1,414,842.
b Approved for future payment				
Total			▶ 3b	

FORM 990-PF - PART IV
CAPITAL GAINS AND LOSSES FOR TAX ON INVESTMENT INCOME

Kind of Property		Description				P or D	Date acquired	Date sold
Gross sale price less expenses of sale	Depreciation allowed/ allowable	Cost or other basis	FMV as of 12/31/69	Adj basis as of 12/31/69	Excess of FMV over adj basis		Gain or (loss)	
74,064.		CITIBANK NA 75,000.				P	12/24/2009 -936.	04/14/2010
100,000.		FREDDIE MAC 100,000.				P	11/16/2009	11/15/2010
48,753.		FREDDIE MAC 50,000.				P	11/30/2009 -1,247.	04/14/2010
64,345.		GE CAP FINL INC 65,000.				P	07/06/2009 -655.	04/14/2010
76,486.		AMERICAN EXPRESS BANK 75,000.				P	03/06/2009 1,486.	05/04/2010
50,000.		EASTERN SAVINGS BANK 50,000.				P	06/18/2003	06/28/2010
45,000.		FIRESIDE THRIFT CO 45,000.				P	07/10/2003	07/10/2010
50,000.		ILLINOIS DEV FIN AUTH 50,230.				P	08/13/2002 -230.	03/01/2010
50,000.		INFIBANK NA 50,000.				P	05/05/2008	05/14/2010
77,000.		WASHINGTON MUTUAL BK 77,000.				P	07/13/2007	07/16/2010
78,019.		ISHARES TR MSCI 62,605.				P	05/04/2009 15,414.	01/26/2010
13,355.		BANK OF AMERICA CORP 50,027.					05/11/2000 -36,672.	10/19/2010

FORM 990-PF - PART IV
CAPITAL GAINS AND LOSSES FOR TAX ON INVESTMENT INCOME

Kind of Property		Description				P or D	Date acquired	Date sold
Gross sale price less expenses of sale	Depreciation allowed/ allowable	Cost or other basis	FMV as of 12/31/69	Adj basis as of 12/31/69	Excess of FMV over adj basis		Gain or (loss)	
35,925.		BANK OF AMERICA CORP 21,287.				P	03/23/2009 14,638.	10/19/2010
24,640.		BANK OF AMERICA CORP 25,924.				P	06/11/2009 -1,284.	10/19/2010
227,795.		HARTFORD MUT FDS INC 200,000.				P	10/08/2009 27,795.	11/24/2010
TOTAL GAIN (LOSS)							<u>18,309.</u>	

ATTACHMENT 1FORM 990PF, PART I - DIVIDENDS AND INTEREST FROM SECURITIES

<u>DESCRIPTION</u>	<u>REVENUE AND EXPENSES PER BOOKS</u>	<u>NET INVESTMENT INCOME</u>
DIVIDEND INCOME	41,203.	41,203.
INTEREST INCOME	104,403.	104,403.
TOTAL	<u>145,606.</u>	<u>145,606.</u>

ATTACHMENT 2FORM 990PF, PART I - ACCOUNTING FEES

<u>DESCRIPTION</u>	<u>REVENUE AND EXPENSES PER BOOKS</u>	<u>NET INVESTMENT INCOME</u>	<u>ADJUSTED NET INCOME</u>	<u>CHARITABLE PURPOSES</u>
PROFESSIONAL FEES	16,699.	14,949.		1,750.
TOTALS	<u>16,699.</u>	<u>14,949.</u>	<u>0.</u>	<u>1,750.</u>

ATTACHMENT 3

FORM 990PF, PART I - TAXES

DESCRIPTION	REVENUE AND EXPENSES PER BOOKS	NET INVESTMENT INCOME	ADJUSTED NET INCOME	CHARITABLE PURPOSES
TAXES & LICENSES	4,140.	925.	0.	0.
TOTALS	<u>4,140.</u>	<u>925.</u>	<u>0.</u>	<u>0.</u>

ATTACHMENT 4

FORM 990PF, PART I - OTHER EXPENSES

<u>DESCRIPTION</u>	REVENUE AND EXPENSES PER BOOKS	NET INVESTMENT INCOME	ADJUSTED NET INCOME	CHARITABLE PURPOSES
MISCELLANEOUS EXPENSE	162.	81.	0.	81.
TOTALS	162.	81.	0.	81.

FORM 990PF, PART II - U.S. AND STATE OBLIGATIONSATTACHMENT 5

<u>DESCRIPTION</u>	<u>BEGINNING BOOK VALUE</u>	<u>ENDING BOOK VALUE</u>	<u>ENDING FMV</u>
ILLINOIS DEV FIN AUTH	50,230.	0.	0.
FFCB	34,345.	0.	0.
FEDL NATL MTG ASSN NOTE	104,473.	104,473.	114,350.
FEDERAL HOME LOAN BANK BONDS	110,079.	110,079.	115,728.
FEDERAL HOME LOAN BANK BONDS	108,243.	108,243.	113,118.
FEDERAL HOME LN MTG CORP NOTES	52,850.	52,850.	51,628.
FREDDIE MAC STEP CPN	100,000.	0.	0.
FREDDIE MAC FREDDIENOTES	50,000.	0.	0.
US OBLIGATIONS TOTAL	<u>610,220.</u>	<u>375,645.</u>	<u>394,824.</u>

ATTACHMENT 6FORM 990PF, PART II - CORPORATE STOCK

<u>DESCRIPTION</u>	<u>BEGINNING BOOK VALUE</u>	<u>ENDING BOOK VALUE</u>	<u>ENDING FMV</u>
BP AMOCO CORP	8,098.	8,098.	17,403.
EXXON CORP	8,852.	8,852.	43,872.
EMPIRE DISTRICT ELECTRIC	53,355.	53,355.	66,600.
BP PLC SPONS ADR	67,945.	67,945.	46,732.
BANK OF AMERICA CORP	50,027.	0.	0.
CONOCO PHILLIPS	58,180.	58,180.	68,100.
EMERSON ELECTRIC COMPANY	18,675.	18,675.	28,585.
EXXON MOBIL CORP	33,702.	33,702.	43,872.
GENERAL ELECTRIC COMPANY	21,030.	21,030.	10,974.
JOHNSON & JOHNSON	72,120.	72,120.	74,220.
3M COMPANY	62,000.	62,000.	69,040.
ENERPLUS RESOURCES FUND	86,997.	86,997.	61,680.
EXCO RESOURCES	41,564.	55,483.	116,520.
EMERSON ELECTRIC	30,387.	30,387.	57,170.
3M CO	9,621.	9,621.	17,260.
GENERAL ELECTRIC COMPANY	20,831.	20,831.	43,896.
BANK OF AMERICA CORP	21,287.	0.	0.
BP PLC SPONS ADR	22,193.	22,193.	24,205.
A T & T INC	52,511.	52,511.	58,760.
ISHARES TR MSCI EMERGING	62,604.	0.	0.
BANK OF AMERICA CORP	25,924.	0.	0.
GENERAL ELECTRIC COMPANY	23,768.	23,768.	36,580.
JOHNSON & JOHNSON	48,512.	48,512.	49,480.
ISHARES FTSE/XINHUA CHINA	42,887.	42,887.	43,090.
ISHARES TR S & P MIDCAP 400	104,730.	104,730.	136,035.
VANGUARD SMALL CAP ETF	112,900.	112,900.	145,260.
TOTALS	<u>1,160,700.</u>	<u>1,014,777.</u>	<u>1,259,334.</u>

ATTACHMENT 7FORM 990PF, PART II - OTHER INVESTMENTS

<u>DESCRIPTION</u>	<u>BEGINNING BOOK VALUE</u>	<u>ENDING BOOK VALUE</u>	<u>ENDING FMV</u>
NEW WORLD FUND INC	59,715.	60,696.	69,988.
HUNTINGTON NATIONAL BANK	75,000.	75,000.	78,913.
EASTERN SAVINGS BANK FSB	50,000.	0.	0.
FIRESIDE THRIFT CO	45,000.	0.	0.
FIRST SIGNATURE BK & TR	75,000.	0.	0.
FIRST SIGNATURE BK & TR	20,000.	0.	0.
STANDARD FEDERAL BANK NA	75,000.	75,000.	80,093.
KEY BK NATL ASSN	50,897.	50,897.	53,167.
MONTGOMERY FIRST NATL BK	75,000.	0.	0.
ROYAL BANK AMERICA NARBERTH PA	75,000.	0.	0.
HINSBROOK BANK & TRUST	95,000.	0.	0.
NATIONAL REPUBLIC BANK CHICAGO	95,000.	0.	0.
DISCOVER BANK GREENWOOD DE	97,000.	97,000.	102,711.
WASHINGTON MUTUAL BANK HEN, NV	77,000.	0.	0.
CAPITAL ONE NA MCLEAN VA	97,000.	97,000.	106,507.
CAPMARK BK MIDVALE UT	80,000.	80,000.	86,180.
GE MONEY BANK SALT LAKE CITY U	75,000.	75,000.	81,055.
GOLDMAN SACHS BANK SALT LAKE	96,503.	96,503.	104,104.
INFIBANK NA ATLANTA GA	50,000.	0.	0.
HARTFORD MUT FDS INC	200,000.	0.	0.
IVY FDS INC ASSET STRATEGY	150,872.	151,296.	168,579.
THORNBURG INVT TR INVT INCOME	101,733.	108,790.	117,896.
WORLDS FOREMOST BANK SIDNEY NE	100,000.	100,000.	102,250.
AMERICAN EXPRESS BANK CD	75,000.	0.	0.
GE CAP FINL INC	65,000.	0.	0.
CAPITAL ONE BK JUMBO CD	105,433.	105,433.	102,864.
GREYSTONE BK	90,000.	90,000.	91,047.
CITIBANK NA	75,000.	0.	0.
BANK OF AMERICA NA	0.	50,000.	50,269.
WORLDS FOREMOST JUMBO CD SIDNE	0.	100,000.	101,250.
TOTALS	<u>2,326,153.</u>	<u>1,412,615.</u>	<u>1,496,873.</u>

ATTACHMENT 8

FORM 990PF, PART II - OTHER ASSETS

<u>DESCRIPTION</u>	<u>BEGINNING BOOK VALUE</u>	<u>ENDING BOOK VALUE</u>	<u>ENDING FMV</u>
LOAN - CHRISTY TEEL	700.	0.	0.
LOAN - CUTLER	2,100.	0.	0.
LOAN - CARLSON	400.	0.	0.
TOTALS	<u>3,200.</u>	<u>0.</u>	<u>0.</u>

HERSCHEND FAMILY FOUNDATION

43-1391940

FORM 990PF, PART VIII - LIST OF OFFICERS, DIRECTORS, AND TRUSTEESATTACHMENT 9

<u>NAME AND ADDRESS</u>	<u>TITLE AND AVERAGE HOURS PER WEEK DEVOTED TO POSITION</u>	<u>COMPENSATION</u>	<u>CONTRIBUTIONS TO EMPLOYEE BENEFIT PLANS</u>	<u>EXPENSE ACCT AND OTHER ALLOWANCES</u>
AUSTIN HERSCHEND HERSCHEND FAMILY ENTERTAINMENT CORP 100 CORPORATE PLACE BRANSON, MO 65616	PRESIDENT/DIRECTOR 1.00	0.	0.	0.
JAMES R HERSCHEND HERSCHEND FAMILY ENTERTAINMENT CORP 100 CORPORATE PLACE BRANSON, MO 65616	VICE PRESIDENT/DIRECTOR 1.00	0.	0.	0.
RONALD HERSCHEND HERSCHEND FAMILY ENTERTAINMENT CORP 100 CORPORATE PLACE BRANSON, MO 65616	TREASURER/DIRECTOR 1.00	0.	0.	0.
TIFFANY HERSCHEND HERSCHEND FAMILY ENTERTAINMENT CORP 100 CORPORATE PLACE BRANSON, MO 65616	SECRETARY/DIRECTOR 1.00	0.	0.	0.
GRAND TOTALS		<u>0.</u>	<u>0.</u>	<u>0.</u>

FORM 990PF, PART XV - NAME, ADDRESS AND PHONE FOR APPLICATIONS

JACK HERSCEND, HERSCEND FAMILY

ENTERTAINMENT CORPORATE OFFICE
BRANSON, MO 65616
417-334-0140

FORM 990-E, PART XV - GRANTS AND CONTRIBUTIONS PAID DURING THE YEARATTACHMENT 11

RECIPIENT NAME AND ADDRESS	RELATIONSHIP TO SUBSTANTIAL CONTRIBUTOR AND FOUNDATION STATUS OF RECIPIENT	PURPOSE OF GRANT OR CONTRIBUTION	AMOUNT
CAMP BARNABAS 901 TEAS TRAIL PURDY, MO 65734	501(C) (3)	MINISTRY	5,000
CHRISTIAN ACTION MINISTRIES PO BOX 739 BRANSON, MO 65615	501(C) (3)	MINISTRY	10,000.
CHURCH ARMY PO BOX 6224 BRANSON, MO 65615	501(C) (3)	MINISTRY	25,000.
LIVES UNDER CONSTRUCTION BOYS RANCH 296 BOYS RANCH ROAD LAMPE, MO 65681	501(C) (3)	WELFARE	20,000.
LIVING WORD CHURCH - ONEIGHTY TEEN PO BOX 2070 BRANSON WEST, MO 65737	501(C) (3)	MINISTRY	2,000
PRESBYTERIAN PRESCHOOL 420 W. MAIN BRANSON, MO 65616	501(C) (3)	MINISTRY/EDUCATION	5,000.

FORM 990PF, PART XV - GRANTS AND CONTRIBUTIONS PAID DURING THE YEARATTACHMENT 11 (CONT'D)

RECIPIENT NAME AND ADDRESS	RELATIONSHIP TO SUBSTANTIAL CONTRIBUTOR AND FOUNDATION STATUS OF RECIPIENT		PURPOSE OF GRANT OR CONTRIBUTION	AMOUNT
PRESBYTERIAN CHILDREN'S SERVICES 1353 N. WARSON RD. ST. LOUIS, MO 63132	501(C) (3)		MINISTRY/EDUCATION	5,000
SALVATION ARMY 1819 W. STATE HWY 76 BRANSON, MO 65616	501(C) (3)		WELFARE	15,000
STONE COUNTY EMERGENCY GALENA, MO 65656	GOVERNMENT		COMMUNITY	8,000.
TABLE ROCK CHRISTIAN ASSOCIATES PO BOX 398 KIMBERLING CITY, MO 65686	501(C) (3)		MINISTRY	10,695.
K INSTITUTE PO BOX 1153 BRANSON, MO 65616	501(C) (3)		MINISTRY	8,000.
WORLD VISION PO BOX 9716 FEDERAL WAY, WA 98063	501(C) (3)		MINISTRY	10,000.

FORM 990PF - PART XV - GRANTS AND CONTRIBUTIONS PAID DURING THE YEARATTACHMENT 11 (CONT'D)

RECIPIENT NAME AND ADDRESS	RELATIONSHIP TO SUBSTANTIAL CONTRIBUTOR AND FOUNDATION STATUS OF RECIPIENT	PURPOSE OF GRANT OR CONTRIBUTION	AMOUNT
VARIOUS	NEEDY	WELFARE/MINISTRY	12,797
K-LIFE TANEY COUNTY PO BOX 441 BRANSON, MO 65615	501(C) (3)	MINISTRY	15,000
OPTIONS PREGNANCY CENTER 309B ATLANTIC STREET BRANSON, MO 65616	501(C) (3)	WELFARE	5,000.
PRMI PO BOX 429 BLACK MOUNTAIN, NC 28711-0429	501(C) (3)	MINISTRY	10,000.
CONVOY OF HOPE 330 S PATTERSON SPRINGFIELD, MO 65802	501(C) (3)	DISASTER RELIEF	15,000
FOCUS ON THE FAMILY COLORADO SPRINGS, MO 80995	501(C) (3)	MINISTRY	10,000.

FORM 990PF, PART XV - GRANTS AND CONTRIBUTIONS PAID DURING THE YEARATTACHMENT 11 (CONT'D)

RECIPIENT NAME AND ADDRESS	RELATIONSHIP TO SUBSTANTIAL CONTRIBUTOR AND FOUNDATION STATUS OF RECIPIENT	PURPOSE OF GRANT OR CONTRIBUTION	AMOUNT
K-LIFE STONE COUNTY 10864 ST HWY 76 BRANSON WEST, MO 65737	501(C) (3)	MINISTRY	15,000
OZARK FOOD HARVEST 615 N GLENSTONE SPRINGFIELD, MO 65802	501(C) (3)	HUNGER RELIEF	5,000.
BRANSON HIGH SCHOOL PIRATE FUND 400 CEDAR RIDGE DR BRANSON, MO 65616	501(C) (3)	COMMUNITY	1,500
KIMBERLING CITY UNITED METHODIST PO BOX 10 KIMBERLING CITY, MO 65686	501(C) (3)	MINISTRY	6,000
TANEY COUNTY CHILD WELFARE 1756 BEE CREEK RD STE A BRANSON, MO 65616	COUNTY GOVERNMENT	WELFARE	8,000.
TRI LAKES YOUNG LIFE PO BOX 2202 BRANSON, MO 65616	COMMUNITY ORGANIZATION	COMMUNITY	5,000.

FORM 990PF, PART XV - GRANTS AND CONTRIBUTIONS PAID DURING THE YEARATTACHMENT 11 (CONT'D)

RECIPIENT NAME AND ADDRESS	RELATIONSHIP TO SUBSTANTIAL CONTRIBUTOR AND FOUNDATION STATUS OF RECIPIENT		PURPOSE OF GRANT OR CONTRIBUTION	AMOUNT
MOTHERS OF PRE-SCHOOLERS 400 SUNSHINE ST BRANSON, MO 65616	COMMUNITY ORGANIZATION		WELFARE	5,000
OACAC PO BOX 2068 BRANSON WEST, MO 65737	501(C) (3)		WELFARE	1,830.
SKAGGS COMMUNITY HEALTH CENTER 251 SKAGGS ROAD BRANSON, MO 65616	501(C) (3)		WELFARE	8,099.
AFRICA MISSION SERVICES OF USA PO BOX 1311 COLLEGE DALE, TN 37315	501(C) (3)		MINISTRY	2,000.
BOYS AND GIRLS CLUB 1460 BEE CREEK ROAD BRANSON, MO 65616	501(C) (3)		COMMUNITY	500.
BRANSON HIGH SCHOOL ACTIVITY FUND 400 CEDAR RIDGE DRIVE BRANSON, MO 65616	501(C) (3)		COMMUNITY	1,000.

FORM 990PF, PART XV - GRANTS AND CONTRIBUTIONS PAID DURING THE YEARATTACHMENT 11 (CONT'D)

RECIPIENT NAME AND ADDRESS	RELATIONSHIP TO SUBSTANTIAL CONTRIBUTOR AND FOUNDATION STATUS OF RECIPIENT	PURPOSE OF GRANT OR CONTRIBUTION	AMOUNT
BRANSON HIGH SCHOOL BOYS TENNIS 400 CEDAR RIDGE DRIVE BRANSON, MO 65616	501(C) (3)	COMMUNITY	200.
BRANSON POLICE DEPARTMENT - SHOP WITH A HERO 110 W. MADDUX BRANSON, MO 65616	GOVERNMENT	COMMUNITY	500
CALVARY CHAPEL FELLOWSHIP OF ELK FALLS PO BOX 13 ELK FALLS, KS 67345	501(C) (3)	MINISTRY	500.
CHA FOUNDATION 2135 S EASTGATE SPRINGFIELD, MO 65809	501(C) (3)	COMMUNITY	254
CROSS OVER TO LIFE CHURCH PO BOX 358 JOHNSONVILLE, SC 29555	501(C) (3)	MINISTRY	500.
FIRST BAPTIST CHURCH 400 S SUNSHINE BRANSON, MO 65616	501(C) (3)	MINISTRY	2,000.

FORM 990-E, PART XV - GRANTS AND CONTRIBUTIONS PAID DURING THE YEARATTACHMENT 11 (CONT'D)

RECIPIENT NAME AND ADDRESS	RELATIONSHIP TO SUBSTANTIAL CONTRIBUTOR AND FOUNDATION STATUS OF RECIPIENT	PURPOSE OF GRANT OR CONTRIBUTION	AMOUNT
FIRST PRESBYTERIAN CHURCH 420 W MAIN BRANSON, MO 65616	501(C) (3)	MINISTRY	1,000.
FOCUS ON THE FAMILY INSTITUTE COLORADO SPRINGS, CO 80995	501(C) (3)	MINISTRY	9,000
LOST AND FOUND 1006 N CEDARBROOK SPRINGFIELD, MO 65802	501(C) (3)	COMMUNITY	1,000.
MAKE BELIEVERS PO BOX 7070 BRANSON, MO 65615	501(C) (3)	COMMUNITY	3,000
MERCY SHIPS INTERNATIONAL PO BOX 2020 GARDEN VALLEY, TX 75771	501(C) (3)	WELFARE	500.
MUSCULAR DYSTROPHY ASSOCIATION 3300 E SUNRISE DRIVE TUCSON, AZ 85718	501(C) (3)	COMMUNITY	200

FORM 990FE, PART XV - GRANTS AND CONTRIBUTIONS PAID DURING THE YEARATTACHMENT 11 (CONT'D)

RECIPIENT NAME AND ADDRESS	RELATIONSHIP TO SUBSTANTIAL CONTRIBUTOR AND FOUNDATION STATUS OF RECIPIENT	PURPOSE OF GRANT OR CONTRIBUTION	AMOUNT
ONE PASSION 279 COUGAR TRAILS E BRANSON, MO 65616	501(C) (3)	MINISTRY	200
OZARK TRAILS COUNCIL BOY SCOUTS OF AMERICA 1616 S EASTGATE SPRINGFIELD, MO 65809	501(C) (3)	COMMUNITY	2,000
PEOPLE TO PEOPLE AMBASSADOR PROGRAMS 1956 AMBASSADOR WAY SPOKANE, WA 99224	501(C) (3)	MINISTRY	500
REEDS SPRING SCHOOLS 22595-A MAIN STREET REEDS SPRING, MO 65737	GOVERNMENT	COMMUNITY	300.
SPECIAL OLYMPICS OF HAWAII PO BOX 3295 HONOLULU, HI 96801	501(C) (3)	COMMUNITY	250.
ST JUDE'S CHILDREN'S RESEARCH HOSPITAL 262 DANNY THOMAS PLACE MEMPHIS, TN 38105	501(C) (3)	WELFARE	1,000

FORM 990PF, PART XV - GRANTS AND CONTRIBUTIONS PAID DURING THE YEARATTACHMENT 11 (CONT'D)

RECIPIENT NAME AND ADDRESS	RELATIONSHIP TO SUBSTANTIAL CONTRIBUTOR AND		PURPOSE OF GRANT OR CONTRIBUTION	AMOUNT
	FOUNDATION	STATUS OF RECIPIENT		
TABLE ROCK CHRISTIAN ASSOCIATES - CRANE CRANE, MO 65686	501 (C) (3)		MINISTRY	2,000
TEEN CHALLENGE OF GEORGIA PO BOX 17969 ATLANTA, GA 30316	501 (C) (3)		COMMUNITY	1,800
THE CRISIS CENTER PO BOX 282 BRANSON, MO 65615	501 (C) (3)		COMMUNITY	359.
TROSA 1820 JAMES ST DURHAM, NC 27707	501 (C) (3)		COMMUNITY	1,000.
USBSF - ATHLETIC TRAINING FUND 1631 MESA AVENUE COLORADO SPRINGS, CO 80906	501 (C) (3)		COMMUNITY	1,500
NATIONAL CHRISTIAN CHARITABLE FOUNDATION 11625 RAINWATER DRIVE SUITE 500 ALPHARETTA, GA 30009	501 (C) (3)		MINISTRY	665,513.

FORM 990PF - PART XV - GRANTS AND CONTRIBUTIONS PAID DURING THE YEAR

ATTACHMENT 11 (CONT'D)

RECIPIENT NAME AND ADDRESS	RELATIONSHIP TO SUBSTANTIAL CONTRIBUTOR AND FOUNDATION STATUS OF RECIPIENT	PURPOSE OF GRANT OR CONTRIBUTION	AMOUNT
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NATIONAL CHRISTIAN CHARITABLE FOUNDATION 11625 RAINWATER DRIVE SUITE 500 ALPHARETTA, GA 30009	501(C) (3)	MINISTRY	469,345.
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TOTAL CONTRIBUTIONS PAID 1,414,842.

**SCHEDULE D
(Form 1041)**

Department of the Treasury
Internal Revenue Service

Capital Gains and Losses

► **Attach to Form 1041, Form 5227, or Form 990-T. See the instructions for Schedule D (Form 1041) (also for Form 5227 or Form 990-T, if applicable).**

OMB No 1545-0092

2010

Name of estate or trust **HERSCHEND FAMILY FOUNDATION**

Employer identification number

C/O JACK R HERSCHEND

43-1391940

Note: Form 5227 filers need to complete *only* Parts I and II

Part I Short-Term Capital Gains and Losses - Assets Held One Year or Less

(a) Description of property (Example 100 shares 7% preferred of "Z" Co)	(b) Date acquired (mo, day, yr)	(c) Date sold (mo., day, yr)	(d) Sales price	(e) Cost or other basis (see instructions)	(f) Gain or (loss) for the entire year Subtract (e) from (d)
1a					

b Enter the short-term gain or (loss), if any, from Schedule D-1, line 1b	1b	12,576.
2 Short-term capital gain or (loss) from Forms 4684, 6252, 6781, and 8824	2	
3 Net short-term gain or (loss) from partnerships, S corporations, and other estates or trusts	3	
4 Short-term capital loss carryover. Enter the amount, if any, from line 9 of the 2009 Capital Loss Carryover Worksheet	4	()
5 Net short-term gain or (loss). Combine lines 1a through 4 in column (f). Enter here and on line 13, column (3) on the back	5	12,576.

Part II Long-Term Capital Gains and Losses - Assets Held More Than One Year

(a) Description of property (Example 100 shares 7% preferred of "Z" Co)	(b) Date acquired (mo, day, yr)	(c) Date sold (mo, day, yr.)	(d) Sales price	(e) Cost or other basis (see instructions)	(f) Gain or (loss) for the entire year Subtract (e) from (d)
6a					

b Enter the long-term gain or (loss), if any, from Schedule D-1, line 6b	6b	5,733.
7 Long-term capital gain or (loss) from Forms 2439, 4684, 6252, 6781, and 8824	7	
8 Net long-term gain or (loss) from partnerships, S corporations, and other estates or trusts	8	
9 Capital gain distributions	9	
10 Gain from Form 4797, Part I	10	
11 Long-term capital loss carryover. Enter the amount, if any, from line 14 of the 2009 Capital Loss Carryover Worksheet	11	()
12 Net long-term gain or (loss). Combine lines 6a through 11 in column (f). Enter here and on line 14a, column (3) on the back	12	5,733.

For Paperwork Reduction Act Notice, see the Instructions for Form 1041.

Schedule D (Form 1041) 2010

Part III Summary of Parts I and II**Caution:** Read the instructions *before* completing this part.

	(1) Beneficiaries' (see instr.)	(2) Estate's or trust's	(3) Total
13 Net short-term gain or (loss)	13		12,576.
14 Net long-term gain or (loss):			
a Total for year	14a		5,733.
b Unrecaptured section 1250 gain (see line 18 of the wrksht.)	14b		
c 28% rate gain	14c		
15 Total net gain or (loss). Combine lines 13 and 14	15		18,309.

Note: If line 15, column (3), is a net gain, enter the gain on Form 1041, line 4 (or Form 990-T, Part I, line 4a). If lines 14a and 15, column (2), are net gains, go to Part V, and do not complete Part IV. If line 15, column (3), is a net loss, complete Part IV and the **Capital Loss Carryover Worksheet** necessary.

Part IV Capital Loss Limitation

16 Enter here and enter as a (loss) on Form 1041, line 4 (or Form 990-T, Part I, line 4c, if a trust), the **smaller** of:

 a The loss on line 15, column (3) or b \$3,000 **16** ()

Note: If the loss on line 15, column (3), is more than \$3,000, or if Form 1041, page 1, line 22 (or Form 990-T, line 34), is a loss, complete the **Capital Loss Carryover Worksheet** on page 7 of the instructions to figure your capital loss carryover.

Part V Tax Computation Using Maximum Capital Gains Rates

Form 1041 filers. Complete this part **only** if both lines 14a and 15 in column (2) are gains, or an amount is entered in Part I or Part II and there is an entry on Form 1041, line 2b(2), and Form 1041, line 22, is more than zero.

Caution: Skip this part and complete the worksheet on page 8 of the instructions if:

- Either line 14b, col. (2) or line 14c, col. (2) is more than zero, or
- Both Form 1041, line 2b(1), and Form 4952, line 4g are more than zero.

Form 990-T trusts. Complete this part **only** if both lines 14a and 15 are gains, or qualified dividends are included in income in Part I of Form 990-T, and Form 990-T, line 34, is more than zero. Skip this part and complete the worksheet on page 8 of the instructions if either line 14b, col. (2) or line 14c, col. (2) is more than zero.

17 Enter taxable income from Form 1041, line 22 (or Form 990-T, line 34) . . .	17	
18 Enter the smaller of line 14a or 15 in column (2) but not less than zero	18	
19 Enter the estate's or trust's qualified dividends from Form 1041, line 2b(2) (or enter the qualified dividends included in income in Part I of Form 990-T) . . .	19	
20 Add lines 18 and 19	20	
21 If the estate or trust is filing Form 4952, enter the amount from line 4g; otherwise, enter -0-	21	
22 Subtract line 21 from line 20. If zero or less, enter -0-	22	
23 Subtract line 22 from line 17. If zero or less, enter -0-	23	
24 Enter the smaller of the amount on line 17 or \$2,300	24	
25 Is the amount on line 23 equal to or more than the amount on line 24? ☐ Yes. Skip lines 25 and 26; go to line 27 and check the "No" box. ☐ No. Enter the amount from line 23	25	
26 Subtract line 25 from line 24	26	
27 Are the amounts on lines 22 and 26 the same? ☐ Yes. Skip lines 27 thru 30, go to line 31 ☐ No. Enter the smaller of line 17 or line 22	27	
28 Enter the amount from line 26 (If line 26 is blank, enter -0-)	28	
29 Subtract line 28 from line 27	29	
30 Multiply line 29 by 15% (.15)	30	
31 Figure the tax on the amount on line 23. Use the 2010 Tax Rate Schedule for Estates and Trusts (see the Schedule G instructions in the instructions for Form 1041)	31	
32 Add lines 30 and 31	32	
33 Figure the tax on the amount on line 17. Use the 2010 Tax Rate Schedule for Estates and Trusts (see the Schedule G instructions in the instructions for Form 1041)	33	
34 Tax on all taxable income. Enter the smaller of line 32 or line 33 here and on Form 1041, Schedule G, line 1a (or Form 990-T, line 36)	34	

Schedule D (Form 1041) 2010

**Continuation Sheet for Schedule D
(Form 1041)**

OMB No. 1545-0092

2010

► See instructions for Schedule D (Form 1041).

▶ **Attach to Schedule D** to list additional transactions for lines 1a and 6a.

Name of estate or trust

Employer identification number

43-1391940

Part I Short-Term Capital Gains and Losses - Assets Held One Year or Less

[illegible]

1b Total. Combine the amounts in column (f). Enter here and on Schedule D, line 1b	12,576.
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Schedule D-1 (Form 1041) 2010

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