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Department of the Treasury Internal Revenue Service

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 1545-0047

Inspection

▶ The organization may have to use a copy of this return to satisfy state reporting requirements.

Open to Public

A	For the	2010 calendar year, or tax year beginning	and ending		
В	Check if applicable	C Name of organization		D Employer identifi	cation number
	Address change	AMERICANS FOR TAX REFORM			
	Name change	Doing Business As		52-1	403587
F	Initial	Number and street (or P.O. box if mail is not delivered to street address)	Room/su	ite E Telephone numbe	r
F	Termin-	722 12TH STREET, N.W.	4TH E	(202	785-0266
F	lated ⊟Amende			G Gross receipts \$	12,393,076.
늗	lreturn Applica			H(a) Is this a group re	
L_	Ition pending			for affiliates?	Yes X No
		SAME AS C ABOVE)/4\	H(b) Are all affiliates ind	
			a)(1) or 5		list (see instructions)
		E ► WWW.ATR.ORG	1	H(c) Group exemptio	
		organization: X Corporation Trust Association Other	L Ye	ar of formation: 1985 N	A State of legal domicile: DC
Р		Summary			
ø	1 E	Inefly describe the organization's mission or most significant activities $\ {f AT}$			
Š	(ORGANIZATION FOCUSED ON INCREASING PUB	BLIC AWA	ARENESS ABOUT	THE SIZE
r a	12 0	Check this box 🕨 🔲 if the organization discontinued its operations or d	disposed of m	ore than 25% of its net as	ssets
Š	1 8	lumber of voting members of the governing body (Part VI, line 1a)		3	
Activities & Governance	4 1	lumber of independent voting members of the governing body (Part VI, line	1b)	4	3
න් ග	5 7	otal number of individuals employed in calendar year 2010 (Part V, line 2a)	,	5	52
te	6 7	otal number of volunteers (estimate if necessary)		6	0
⋛	7-7	otal number of volunteers (estimate in recessary) otal unrelated business revenue from Part VIII, column (C), line 12		7a	0.
Ą	/ a			7 <u>a</u> 7b	0.
	рг	let unrelated business taxable income from Form 990-T, line 34	····		
			-	Prior Year	Current Year 12,319,576.
ne	8	Contributions and grants (Part VIII, line 1h)	-	3,881,070.	
Revenue	9 F	Program service revenue (Part VIII, Ine 2g)	<u> </u>	0.	0.
ě	10	nvestment income (Part VIII, column (A), lines E and A	-	2,026.	2,388.
_	11 (other revenue (Part VIII, column (A) lines 5, 6d, 8c, 9c, 10c, and 11e)	.	<u> 186,300.</u>	71,112.
		otal revenue · add lines 8 through (知(must equal Part VIII, column(孙), line	12)	4,069,396.	12,393,076.
	13 (Grants and similar amounts paid (Pare X, column (த), line (தி) கு		37,100.	66,370.
	14 E	Benefits paid to or for members (Part IX, column (A), line 4)	L	0.	0.
Ś	15 9	Salaries, other compensation, employee benefits Part IX, column (A) lines 5	5-10)	1,271,511.	1,035,709.
Expenses	16a F	Professional fundraising fees (Part IX, column (A), line-11e)	Į	241,611.	166,467.
ē	b T		5,224.		
ũ	17 (Other expenses (Part IX, column (A), lines 11a 11d, 11f-24f)		3,043,321.	10,111,122.
		otal expenses Add lines 13-17 (must equal Part IX, column (A), line 25)	Ī	4,593,543.	11,379,668.
	40 7	Revenue less expenses Subtract line 18 from line 12		-524,147.	
70	g	16 Veride 1639 experises oddiract line 10 llott line 12		Beginning of Current Year	End of Year
ets (g 👧	Catal assets (Dart V. line 16)	F	7,217,428.	8,246,306.
Net Assets or	20	otal assets (Part X, line 16)	ŀ	615,620.	631,090.
et .	21	fotal liabilities (Part X, line 26)	}	6,601,808.	7,615,216.
		Net assets or fund balances Subtract line 21 from line 20		0,001,000.	1,015,210.
-	art II	Signature Block			1 11 11 1
		ties of perjury, I declare that I have examined this return, including accompanying sch			iy knowledge and bellet, it is
tru	e, correct	, and complete. Declaration of preparer (other than officer) is based on all information	n of which prepa	arer has any knowledge.	111.1
Ī	ļ			Data 1012	
Sig	gn	Signature of officer		Date *	
Ήθе	re	GROVER NORQUIST, PRESIDENT			
		Type or print name and title		12 In	
		Print/Type preparer's name Preparer's signature		Date Check [PTIN
Pai	id	CAROL MOUNT Cary mount	<u> </u>	10/18/11 self-employ	ed
Pre	parer	Firm's name HALT, BUZAS & POWELL, LTD.		Firm's EIN	
	e Only		TH FLO		
	_ [ALEXANDRIA, VA 22314			703) 836-1350
Ma	av the IE	S discuss this return with the preparer shown above? (see instructions)		1	X Yes No
1410	.y	LUA For Denominate Reduction Act Notice, and the congress inst	ruotions		Form 990 (2010)

Form 990 (2010) Part IV Checklist of Required Schedules

			Yes	No
1	Is the organization described in section 501(c)(3) or 4947(a)(1) (other than a private foundation)?			,,
_	If "Yes," complete Schedule A	1	4	X
2	Is the organization required to complete Schedule B, Schedule of Contributors?	2	X	<u> </u>
3	Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for	_	X	
	public office? If "Yes," complete Schedule C, Part I	3	4	-
4	Section 501(c)(3) organizations. Did the organization engage in lobbying activities, or have a section 501(h) election in effect	4		
-	during the tax year? If "Yes," complete Schedule C, Part II	4		
5	Is the organization a section 501(c)(4), 501(c)(5), or 501(c)(6) organization that receives membership dues, assessments, or similar amounts as defined in Revenue Procedure 98-19? If "Yes," complete Schedule C, Part III	5		х
6	Did the organization maintain any donor advised funds or any similar funds or accounts where donors have the right to	3		<u> </u>
0	provide advice on the distribution or investment of amounts in such funds or accounts? If "Yes," complete Schedule D, Part I	6		х
7	Did the organization receive or hold a conservation easement, including easements to preserve open space,	•		
•	the environment, historic land areas, or historic structures? If "Yes," complete Schedule D, Part II	7		Х
8	Did the organization maintain collections of works of art, historical treasures, or other similar assets? If "Yes," complete			
Ū	Schedule D, Part III	8		х
9	Did the organization report an amount in Part X, line 21, serve as a custodian for amounts not listed in Part X, or provide	,		
•	credit counseling, debt management, credit repair, or debt negotiation services? If "Yes," complete Schedule D, Part IV	9		х
10	Did the organization, directly or through a related organization, hold assets in term, permanent, or quasi-endowments?			
	If "Yes," complete Schedule D, Part V	10		х
11	If the organization's answer to any of the following questions is "Yes," then complete Schedule D, Parts VI, VII, VIII, IX, or X			
	as applicable			ŀ
а	Did the organization report an amount for land, buildings, and equipment in Part X, line 10? If "Yes," complete Schedule D,			
	Part VI	11a	Х	
b	Did the organization report an amount for investments - other securities in Part X, line 12 that is 5% or more of its total			
	assets reported in Part X, line 16? If "Yes," complete Schedule D, Part VII	11b		X
С	Did the organization report an amount for investments - program related in Part X, line 13 that is 5% or more of its total			}
	assets reported in Part X, line 16? If "Yes," complete Schedule D, Part VIII	11c		X
d	Did the organization report an amount for other assets in Part X, line 15 that is 5% or more of its total assets reported in			[
	Part X, line 16? If "Yes," complete Schedule D, Part IX	11d	X	ļ
е	Did the organization report an amount for other liabilities in Part X, line 25? If "Yes," complete Schedule D, Part X	11e		X
f	Did the organization's separate or consolidated financial statements for the tax year include a footnote that addresses			
	the organization's liability for uncertain tax positions under FIN 48 (ASC 740)? If "Yes," complete Schedule D, Part X	11f	_X	ļ
12a	Did the organization obtain separate, independent audited financial statements for the tax year? If "Yes," complete			
	Schedule D, Parts XI, XII, and XIII	12a		X
b	Was the organization included in consolidated, independent audited financial statements for the tax year?		3.5	
	If "Yes," and if the organization answered "No" to line 12a, then completing Schedule D, Parts XI, XII, and XIII is optional	12b	X	37
13	Is the organization a school described in section 170(b)(1)(A)(ii)? If "Yes," complete Schedule E	13		X
14a	Did the organization maintain an office, employees, or agents outside of the United States?	14a	-	X
b	Did the organization have aggregate revenues or expenses of more than \$10,000 from grantmaking, fundraising, business, and program service activities outside the United States? If "Yes," complete Schedule F, Parts I and IV	114	Х	
15	Did the organization report on Part IX, column (A), line 3, more than \$5,000 of grants or assistance to any organization	14b		
13	or entity located outside the United States? If "Yes," complete Schedule F, Parts II and IV	15	Х	
16	Did the organization report on Part IX, column (A), line 3, more than \$5,000 of aggregate grants or assistance to individuals	,,,	_21	
	located outside the United States? If "Yes," complete Schedule F, Parts III and IV	16		Х
17	Did the organization report a total of more than \$15,000 of expenses for professional fundraising services on Part IX,			
••	column (A), lines 6 and 11e? If "Yes," complete Schedule G, Part I	17	х	
18	Did the organization report more than \$15,000 total of fundraising event gross income and contributions on Part VIII, lines		 _	
-	1c and 8a? If "Yes," complete Schedule G, Part II	18		х
19	Did the organization report more than \$15,000 of gross income from gaming activities on Part VIII, line 9a? If "Yes,"			Ī
	complete Schedule G, Part III	_19		Х
20a	Did the organization operate one or more hospitals? If "Yes," complete Schedule H	20a		Х
b	If "Yes" to line 20a, did the organization attach its audited financial statements to this return? Note. Some Form 990 filers that			
	operate one or more hospitals must attach audited financial statements (see instructions)	20b		<u> </u>
		Form	990 (2010)

032003 12-21-10

			Yes	No
21	Did the organization report more than \$5,000 of grants and other assistance to governments and organizations in the			
	United States on Part IX, column (A), line 1? If "Yes," complete Schedule I, Parts I and II	21	X	
22	Did the organization report more than \$5,000 of grants and other assistance to individuals in the United States on Part IX,			
	column (A), line 2 ^o If "Yes," complete Schedule I, Parts I and III	22		X
23	Did the organization answer "Yes" to Part VII, Section A, line 3, 4, or 5 about compensation of the organization's current			
	and former officers, directors, trustees, key employees, and highest compensated employees? If "Yes," complete			
	Schedule J	23	X	
24a	Did the organization have a tax-exempt bond issue with an outstanding principal amount of more than \$100,000 as of the			
	last day of the year, that was issued after December 31, 2002? If "Yes," answer lines 24b through 24d and complete			
	Schedule K If "No", go to line 25	24a	ļ	X
b	Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception?	24b		<u> </u>
С	Did the organization maintain an escrow account other than a refunding escrow at any time during the year to defease			
	any tax-exempt bonds?	24c	<u> </u>	ļ
d	Did the organization act as an "on behalf of" issuer for bonds outstanding at any time during the year?	24d		
25a	Section 501(c)(3) and 501(c)(4) organizations. Did the organization engage in an excess benefit transaction with a			
	disqualified person during the year? If "Yes," complete Schedule L, Part I	25a		X
b	Is the organization aware that it engaged in an excess benefit transaction with a disqualified person in a prior year, and			
	that the transaction has not been reported on any of the organization's prior Forms 990 or 990-EZ? If "Yes," complete			
	Schedule L, Part I	25b		X
26	Was a loan to or by a current or former officer, director, trustee, key employee, highly compensated employee, or disqualified	ļ		
	person outstanding as of the end of the organization's tax year? If "Yes," complete Schedule L, Part II	26		X
27	Did the organization provide a grant or other assistance to an officer, director, trustee, key employee, substantial			
	contributor, or a grant selection committee member, or to a person related to such an individual? If "Yes," complete			
	Schedule L, Part III	27		X
28	Was the organization a party to a business transaction with one of the following parties (see Schedule L, Part IV			
	instructions for applicable filing thresholds, conditions, and exceptions)			
а	A current or former officer, director, trustee, or key employee? If "Yes," complete Schedule L, Part IV	28a		X
b		28b		X
С	An entity of which a current or former officer, director, trustee, or key employee (or a family member thereof) was an officer,	}		
	director, trustee, or direct or indirect owner? If "Yes," complete Schedule L, Part IV	28c		X
29	Did the organization receive more than \$25,000 in non-cash contributions? If "Yes," complete Schedule M	29	X	
30	Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation			
	contributions? If "Yes," complete Schedule M	30		X
31	Did the organization liquidate, terminate, or dissolve and cease operations?			
	If "Yes," complete Schedule N, Part I	31		X
32	Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? If "Yes," complete			
	Schedule N, Part II	32		X
33	Did the organization own 100% of an entity disregarded as separate from the organization under Regulations			
	sections 301 7701-2 and 301 7701-3? If "Yes," complete Schedule R, Part I	33_		X
34	Was the organization related to any tax-exempt or taxable entity?			
	If "Yes," complete Schedule R, Parts II, III, IV, and V, line 1	34	X	-
35	Is any related organization a controlled entity within the meaning of section 512(b)(13)?	35		X
а				ŀ
	section 512(b)(13)? If "Yes," complete Schedule R, Part V, line 2			
36	Section 501(c)(3) organizations. Did the organization make any transfers to an exempt non-charitable related organization?			
	If "Yes," complete Schedule R, Part V, line 2	36		
37	Did the organization conduct more than 5% of its activities through an entity that is not a related organization			
	and that is treated as a partnership for federal income tax purposes? If "Yes," complete Schedule R, Part VI	37	-	X
38	Did the organization complete Schedule O and provide explanations in Schedule O for Part VI, lines 11 and 19?		7.	
	Note. All Form 990 filers are required to complete Schedule O	38	990 /	(0015)
		Form	350	ついり

Series the number reported in Box 3 of Form 1096 Enter 0-if not applicable 1s 21 1s 0 1s		Check if Schedule O contains a response to any question in this Part V			
1a Enter the number reported in Box 3 of Form 1006 Enter of in not applicable c Did the organization of Form 8V3 of Concluded in the 1 set Enter of in not applicable c Did the organization comply with backup withholding rules for reportable payments to vendors and reportable gaming (gambling) within the payments of promises and reportable gaming (gambling) within the ventor of the payments of the payments of promises and reportable gaming (gambling) within the ventor of the payments of the payments of promises and reportable gaming (gambling) within the ventor of the payments of the				Yes	No
Enter the number of Forms W2G included in line 1s Enter or of not applicable of the organization comply with backup withholding rules for reportable payments to vendors and reportable gaming (gambling) winnings to prize winners? 2a Enter the number of employees eponed on Form W3, Transmittal of Wage and Tax Statements, fided for the calleding view endoping with or within the year covered by this return 52 bit at least one is reported on line 2a, did the organization like all required fedoral employment tax returns? 3b. Life the seal of lines 1 and fad as is greater than 555, you may be required to e-five (see netructions) 3c. Did the organization have unrelated business gross incore of \$1,000 or more during the year? 3c. Enter the number of Enter of the year? "No." provide an explanation in Schedule O 4d. A lany time during the catendar year, did the organization have an interest in, or a signature or other authority over, a financial account in a foreign country fusure as a bank account; securities account, or ther financial accounts? 4d. A lany time during the catendar year, did the organization have an interest in, or a signature or other authority over, a financial account of the financial account of the financial accounts? 4d. A lany time during the catendar year, did the organization have an interest in, or a signature or other authority over, a financial account of the financial account of the financial accounts? 4d. A lany time during the catendar year, did the organization than twe an orthogon of the financial accounts? 5d. Will have the financial account of the financial accounts of the financial accounts? 5d. Will have the organization approach of provide the financial accounts of the financial accounts? 5d. Will have the organization approach that all was or is a prizy to a prohibited tax shelter transaction? 5d. Did any transaction after the number of provide that was or is a prizy to a prohibited tax shelter transaction? 5d. Did the organization shelt were not tax deductible? 6d. Di	1a	Enter the number reported in Box 3 of Form 1096 Enter -0- if not applicable			
Let the organization comply with backup withholding rules for reportable payments to vendors and reportable gaming (gambing) without seven without the pear covered by this return. 22 Enter the number of employees reported on Form W.3, Transmittal of Wage and Tax Statements, field for the calendar year ending with or within the year covered by this return. 32 Note. If the sum of lines to a mid-2 as greater than 250, you may be required to e-file (see instructions). 33 In the organization have unreaded business gross income of \$1.000 or more during the year? 34 At any time during the calendar year, did the organization have an explanation in Schedule O. 35 If "Yes," has it filed a Form 990-T for this year? If "No," provide an explanation in Schedule O. 36 If "Yes," another the name of the foreign country. 37 If "Yes," another the name of the foreign country. 38 If "Yes," another the name of the foreign country. 39 If "Yes," another the name of the foreign country. 30 If "Yes," another the name of the foreign country. 30 If "Yes," another the name of the foreign country. 31 If "Yes," another the name of the foreign country. 32 If "Yes," to line 5a or 5b, did the organization file Form 8886 1? 39 If "Yes," and the organization and party to a prohibited tax shetter transaction at any time during the tax year? 30 If "Yes," and the organization in mickle with very solicitation an express statement that such contributions or grits were not tax deductible? 30 If "Yes," and the organization include with very solicitation an express statement that such contributions or grits were not tax deductible? 31 If "Yes," and the organization include with very solicitation an express transmit and the organization received a contribution of qualified intellectual property (or which it was required to it for own to the organization sells or grits and the organization sells or grits and the organization sells of the organization feed for the value of the goods or services provided? 30 If the organization received a		·	1		
Capambing winnings to prize winners? 1c 2c 2d 2f 2d 2d 2d 2d 2d 2d	С	Did the organization comply with backup withholding rules for reportable payments to vendors and reportable gaming]		
field for the calendary year ending with or within the year covered by this return 1			1c		
field for the calendary year ending with or within the year covered by this return 1	2a				
b If at least one is reported on line 2a, dot the organization file all required deforal employment tax returns? Note, if the sum of lines ta and 2as greated than 250, you may be required to e-file (see instructions) 3a Did the organization have unrelated business gross income of \$1,000 or more during the year? 3b If "Yes," has it filed a Form 990. Too this year? If "No," provide an explanation in Schedule O 1b If "Yes," and the dear form 990. The this year? If "No," provide an explanation in Schedule O 1b If "Yes," and the ferogen country (such as a bank account, securities account, or other financial accounts a foreign country (such as a bank account, securities account, or other financial accounts 1b If "Yes," and the foreign country (such as a bank account, securities account, or other financial accounts 1b If "Yes," and the foreign country (such as a bank account, securities account, or other financial accounts 1b If "Yes," and the organization of the foreign country (such as a bank account, securities account, or other financial accounts 1c If "Yes," to line 5a or 5b, did the organization that it was or is a party to a prohibited tax shelter transaction? 1c If "Yes," to line 5a or 5b, did the organization that it was or is a party to a prohibited tax shelter transaction? 1c If "Yes," to line 5a or 5b, did the organization that it was or is a party to a prohibited tax shelter transaction? 1c If "Yes," to lid the organization include with every solicitation an express statement that such contributions or gifts were not tax deductible? 1c Organization stat may receive deductible contributions under section 170(c). 1c If "Yes," did the organization necesses apyment in excess of \$75 made party sa contribution and party for goods and services provided to the payor? 1c Organization stat may receive deductible contributions under section 170(c). 1c If "Yes," did the organization section apyment in excess of \$75 made party section \$70 to the comparation of the service of the section \$75 to the org					
Note. If the sum of lines 1a and 2a is greater than 250, you may be required to e-file (see instructions) 3	b		2b_	X	
At any time dump 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 handorid account)? If "Yes," enter the name of the foreign country See instructions for filing requirements for Form TD F 90.22 1, Report of Foreign Bank and Financial Accounts See instructions for filing requirements for Form TD F 90.22 1, Report of Foreign Bank and Financial Accounts See instructions for filing requirements for Form TD F 90.22 1, Report of Foreign Bank and Financial Accounts See instructions for filing requirements for Form TD F 90.22 1, Report of Foreign Bank and Financial Accounts If "Yes," to line Sa or Sb, did the organization that it was or is a party to a prohibited tax shelter transaction? If "Yes," to line Sa or Sb, did the organization that it was or is a party to a prohibited tax shelter transaction? If "Yes," to line Sa or Sb, did the organization that it was or is a party to a prohibited tax shelter transaction? If "Yes," to line Sa or Sb, did the organization that it was or is a party to a prohibited tax shelter transaction? If "Yes," to line Sa or Sb, did the organization that it was or is a party to a prohibited tax shelter transaction? If "Yes," to the organization include with every solicitation an express statement that such contributions or grifts were not tax deductible? Organization that may receive deductible contributions under section 170(c). If "Yes," indicate the number of Forms 8282 (375 made party as a contribution and party to pode and services provided to the party of the organization sell, exchange, or otherwise dispose of tangible personal property for which it was required? If yes," indicate the number of Forms 8282 (filed during the year apprehums, directly, or a personal benefit contract? If but the organization received a contribution of cars, boats, arripanes, or other vehicles, did the organizations Party of the party organizatio					
4a At any time during the calendary 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)? See instructions for filing requirements for Form TD F 90.22 1, Report of Foreign Bank and Financial Accounts Sa. Was the organization to filing requirements for Form TD F 90.22 1, Report of Foreign Bank and Financial Accounts Sa. Was the organization for the foreign country by the organization that it was or is a party to a prohibited tax shelter transaction at any time during the tax year? 5a. X. 5b. Dat any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction? 5b. X. 6c. If "Yes," to line 5a or 5b, did the organization that it was or is a party to a prohibited tax shelter transaction? 6a. X. 6b. If "Yes," to the sac or 5b, did the organization that it was or is a party to a prohibited tax shelter transaction? 6b. If "Yes," to did the organization include with every solicitation an express statement that such contributions or gifts were not tax deductible? 7b. If "Yes," did the organization receive a payment in excess of \$75 made party as a contribution and party for goods and services provided to the payor? 8b. If "Yes," did the organization receive a payment in excess of \$75 made party as a contribution and party for goods and services provided to the payor? 9b. If "Yes," indicate the number of Forms 8282 filed during the year 9b. Did the organization receive any funds, directly or indirectly, to pay premiums on a personal benefit contract? 7c. X. 7d. If the organization received a contribution of qualified infolledual property, did the organization file or payment of the payment of the organization file organization exceived a contribution of qualified infolledual property, did the organization file a Form 1098-C? 8 Sponsoring organizations maintaining donor advised funds. 9 Did the organization make a d	За	Did the organization have unrelated business gross income of \$1,000 or more during the year?	3a		X
trianceal account in a foreign country Such as a bank account, securities account, or other financial accountl? b f "Yes," either the name of the foreign country See instructions for filing requirements for Form TD F 90.22 1, Report of Foreign Bank and Financial Accounts 5a Was the organization a party to a prohibited tax shelter transaction at any time during the tax year? 5b Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction? 5b X X Solution Solutio	b	If "Yes," has it filed a Form 990-T for this year? If "No," provide an explanation in Schedule O	3b_		
b If "Yes," enter the name of the foreign country See enstructions for fining requirements for Form TD F 90.22 1, Report of Foreign Bank and Financial Accounts 5a Was the organization party to a prohibited tax shefter transaction at any time during the tax year? 5b Dod any taxable party notify the organization that it was or is a party to a prohibited tax shefter transaction? 5c If "Yes," to line Sao r 5b, did the organization tife Form 8886-17? 5b Does the organization have annual gross receipts that are normally greater than \$100,000, and did the organization solicit any contributions that were not tax deductible? 5c If "Yes," did the organization include with every solicitation an express statement that such contributions or gifts were not tax deductible? 6c Organizations that may receive deductible contributions under section 170(c). a find the organization receive a payment in excess of \$75 made partly as a contribution and partly for goods and services provided to the payor? b If "Yes," did the organization notify the donor of the value of the goods or services provided? Cold the organization receive any funds, directly or indirectly, to pay premiums on a personal benefit contract? Did the organization increave any funds, directly or indirectly, to pay premiums on a personal benefit contract? If the organization increave any funds, directly or indirectly, on a personal benefit contract? If the organization increave any funds, directly or indirectly, on a personal benefit contract? If the organization increave any funds, directly or indirectly, on a personal benefit contract? If the organization or eceive a contribution of qualified intellectual property, did the organization file Form 8899 as required? If the organization or eceive any funds, directly or indirectly, on a personal benefit contract? If the organization increave and contributions of qualified intellectual property, did the organization file Form 8899 as required? Sponsoring organization and accessed a contribution of qualifi	4a	At any time during the calendar year, did the organization have an interest in, or a signature or other authority over, a			
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b Did the organization make a distribution to a donor, donor advisor, or related person? Section 501(c)(7) organizations. Enter: a Initiation fees and capital contributions included on Part VIII, line 12 b Gross receipts, included on Form 990, Part VIII, line 12, for public use of club facilities 10b 11 Section 501(c)(12) organizations. Enter a Gross income from members or shareholders b Gross income from other sources (Do not net amounts due or paid to other sources against amounts due or received from them) 12a Section 4947(a)(1) non-exempt charitable trusts. Is the organization filing Form 990 in lieu of Form 1041? b If "Yes," enter the amount of tax-exempt interest received or accrued during the year 13 Section 501(c)(29) qualified nonprofit health insurance issuers. a Is the organization licensed to issue qualified health plans in more than one state? Note. See the instructions for additional information the organization must report on Schedule O b Enter the amount of reserves the organization is required to maintain by the states in which the organization is licensed to issue qualified health plans c Enter the amount of reserves on hand 13c 14a X b If "Yes," has it filed a Form 720 to report these payments? If "No," provide an explanation in Schedule O 14b		, v v	9a		1
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b Enter the amount of reserves the organization is required to maintain by the states in which the organization is licensed to issue qualified health plans c Enter the amount of reserves on hand 13c 14a Did the organization receive any payments for indoor tanning services during the tax year? b If "Yes," has it filed a Form 720 to report these payments? If "No," provide an explanation in Schedule O 14b	а		13a	ļ	
organization is licensed to issue qualified health plans c Enter the amount of reserves on hand 13c 13b 13c 13c 14a X 15 Yes," has it filed a Form 720 to report these payments? If "No," provide an explanation in Schedule O 14b		•			
c Enter the amount of reserves on hand 14a Did the organization receive any payments for indoor tanning services during the tax year? 14b If "Yes," has it filed a Form 720 to report these payments? If "No," provide an explanation in Schedule O 14b	b				
14a Did the organization receive any payments for indoor tanning services during the tax year? b If "Yes," has it filed a Form 720 to report these payments? If "No," provide an explanation in Schedule O 14b			-		
b If "Yes," has it filed a Form 720 to report these payments? If "No," provide an explanation in Schedule O			 	 	\ v
		•			<u>*</u>
	b	if 'yes, has it filed a Form /20 to report these payments' if "No," provide an explanation in Schedule U		gan	(2010)

AMERICANS FOR TAX REFORM 52-1403587 Form 990 (2010) Part VI Governance, Management, and Disclosure For each "Yes" response to lines 2 through 7b below, and for a "No" response to line 8a. 8b, or 10b below, describe the circumstances, processes, or changes in Schedule O. See instructions $\overline{\mathbf{x}}$ Check if Schedule O contains a response to any question in this Part VI Section A. Governing Body and Management Yes No 1a Enter the number of voting members of the governing body at the end of the tax year **b** Enter the number of voting members included in line 1a, above, who are independent Did any officer, director, trustee, or key employee have a family relationship or a business relationship with any other X officer, director, trustee, or key employee? Did the organization delegate control over management duties customarily performed by or under the direct supervision 3 of officers, directors or trustees, or key employees to a management company or other person? 3 X Did the organization make any significant changes to its governing documents since the prior Form 990 was filed? 4 X Did the organization become aware during the year of a significant diversion of the organization's assets? Does the organization have members or stockholders? 7a Does the organization have members, stockholders, or other persons who may elect one or more members of the 7a governing body? b Are any decisions of the governing body subject to approval by members, stockholders, or other persons? 7b Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following The governing body? 8a Х Each committee with authority to act on behalf of the governing body? 8b Is there any officer, director, trustee, or key employee listed in Part VII, Section A, who cannot be reached at the organization's mailing address? If "Yes," provide the names and addresses in Schedule O Section B. Policies (This Section B requests information about policies not required by the Internal Revenue Code) Ye<u>s</u> No 10a Х 10a Does the organization have local chapters, branches, or affiliates? b If "Yes," does the organization have written policies and procedures governing the activities of such chapters, affiliates, and branches to ensure their operations are consistent with those of the organization? 10b 11a Has the organization provided a copy of this Form 990 to all members of its governing body before filing the form? X 11a b Describe in Schedule O the process, if any, used by the organization to review this Form 990. 12a Does the organization have a written conflict of interest policy? If "No," go to line 13 12<u>a</u> b Are officers, directors or trustees, and key employees required to disclose annually interests that could give rise X 12b c Does the organization regularly and consistently monitor and enforce compliance with the policy? If "Yes," describe in Schedule O how this is done 12c Does the organization have a written whistleblower policy? X 13 13 Does the organization have a written document retention and destruction policy? 14 14 Did the process for determining compensation of the following persons include a review and approval by independent persons, comparability data, and contemporaneous substantiation of the deliberation and decision? a The organization's CEO, Executive Director, or top management official 15a X Other officers or key employees of the organization 15b X If "Yes" to line 15a or 15b, describe the process in Schedule O (See instructions.) 16a Did the organization invest in, contribute assets to, or participate in a joint venture or similar arrangement with a X taxable entity during the year? 16a b If "Yes," has the organization adopted a written policy or procedure requiring the organization to evaluate its participation in joint venture arrangements under applicable federal tax law, and taken steps to safeguard the organization's exempt status with respect to such arrangements? Section C. Disclosure List the states with which a copy of this Form 990 is required to be filed ▶DC Section 6104 requires an organization to make its Forms 1023 (or 1024 if applicable), 990, and 990-T (501(c)(3)s only) available for public inspection. Indicate how you make these available. Check all that apply X Upon request Own website Another's website Describe in Schedule O whether (and if so, how), the organization makes its governing documents, conflict of interest policy, and financial 19 statements available to the public State the name, physical address, and telephone number of the person who possesses the books and records of the organization

Form **990** (2010)

20

THE ORGANIZATION - (202)785-0266

12TH STREET, N.W., NO. 4TH FL, WASHINGTON.

Part VII Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated **Employees, and Independent Contractors**

Check if Schedule O contains a response to any question in this Part VII

Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees

- 1a Complete this table for all persons required to be listed. Report compensation for the calendar year ending with or within the organization's tax year.
- List all of the organization's current officers, directors, trustees (whether individuals or organizations), regardless of amount of compensation Enter -0- in columns (D), (E), and (F) if no compensation was paid
 - List all of the organization's current key employees, if any. See instructions for definition of "key employee."
- List the organization's five current highest compensated employees (other than an officer, director, trustee, or key employee) who received reportable compensation (Box 5 of Form W-2 and/or Box 7 of Form 1099-MISC) of more than \$100,000 from the organization and any related organizations.
- List all of the organization's former officers, key employees, and highest compensated employees who received more than \$100,000 of reportable compensation from the organization and any related organizations.
- List all of the organization's former directors or trustees that received, in the capacity as a former director or trustee of the organization, more than \$10,000 of reportable compensation from the organization and any related organizations.

List persons in the following order individual trustees or directors, institutional trustees, officers, key employees; highest compensated employees; and former such persons

(A)	(B)				C)		İ	(D)	(E)	(F)
Name and Title	Average hours per	(c	heck	Pos			Iv)	Reportable compensation	Reportable compensation	Estimated amount of
	week (describe hours for related organizations in Schedule O)	ustee or director	Institutional trustee	Officer		Highest compensated employee		from the organization (W-2/1099-MISC)	from related organizations (W-2/1099-MISC)	other compensation from the organization and related organizations
GROVER G. NORQUIST PRESIDENT/DIRECTOR	24.00	x		x				119,534.	79,690.	25,811
PETER BALKIN VICE PRESIDENT/DIRECTOR	0.50			х				0.	0.	0
STEVE MASTY	0.50			x				0.	0.	0
SECRETARY/DIRECTOR CHRISTOPHER BUTLER		-		-						
CHIEF OF STAFF	25.20					Х		86,032.	50,527.	19,442
						ļ. <u>.</u>				
	-	-	-		_					
			_							
		<u> </u>				_				
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Form 990 (2010)

Par	t VII Section A. Officers, Directors, Tru	ustee <u>s,</u> Key Er	nplo	yee	s, a	nd l	High	est	Compensated Employ	ees (continued)				
	(A)	(B)				C)			(D)	(E)			(F)	
	Name and title	Average			Pos				Reportable	Reportable		Est	imate	d
		hours per	(c	neck	all	that	арр	ly) 	compensation	compensatio			ount o	of
		week (describe	횮		ļ	1			from the	from related organization:			other oensa	tion
		hours for	Individual trustee or director	_	İ		<u> </u>		organization	(W-2/1099-MIS		•	om the	
		related	Stee 0	Institutional trustee	İ		Highest compensated employee		(W-2/1099-MISC)	(·	orga	anızatı	on
		organizations	al fr	onalt		loyee	00 8					and	l relate	ed
		ın Schedule	dividu	strut	Officer	Key employee	ghest	Former				orga	nızatio	ons
		O)	=	=	5	- 2	포 등	.E						
											1			
			_			-	-							
			_				<u> </u>							
				-				<u> </u>						
			_					-					· · · · · ·	
			-		-		-							
							Ļ		205 566	120 0	17	A 1	- 0	F 2
	Sub-total								205,566.	130,2	0.	4:	0,4	<u>53.</u>
	Total from continuation sheets to Part V	II, Section A							205,566.	130,2		1	5,2	<u>0.</u>
	Total (add lines 1b and 1c)			. lint		hau	ابد (د					4.	<i>,</i> <u> </u>	<u> </u>
2	Total number of individuals (including but i	not millined to th	iose	ะมริเต	eu a	NOV	e) W	iio f	eceived more trian \$100	,,ooo iii reportabi	-			1
	compensation from the organization												Yes	No
2	Did the organization list any former officer	director or tru	eta	s ko	ver	nnio	Wee	or l	highest compensated ei	mplovee on	F			
3	line 1a? If "Yes," complete Schedule J for			, KC	усі	iipio	ycc,	0, ,	riighest compensated ei	inployed on		3	İ	х
4	For any individual listed on line 1a, is the s			omn	ens	atio	ก ลก	d ot	her compensation from	the organization				
7	and related organizations greater than \$15									g		4	x	-
5	Did any person listed on line 1a receive or									idual for services	,			
-	rendered to the organization? If "Yes," con								<u>-</u>			5		X
Sec	tion B. Independent Contractors													
1	Complete this table for your five highest co	ompensated in	dep	ende	ent d	cont	ract	ors 1	that received more than	\$100,000 of con	npensat	tion f	rom	
	the organization													
	(A)								(B)			IC	2)	

(A) Name and business address	(B) Description of services	(C) Compensation
MENTZER MEDIA SERVICES, 600 FAIRMOUNT AVENUE, SUITE 306, TOWSON , MD 21286	ADVERTISING	3,591,089.
ARENA COMMUNICATIONS, 1780 W SEQUORA VISTA CIRCLE, SALT LAKE CITY, UT 84104	ADVERTISING	1,407,585.
NEYLAN & PARTNERS 9401 BROOKMAY COURT, ALEXANDRIA, VA 22309	ADVERTISING	1,335,078.
OLSON & SHUVALOV, 1609 SHOAL CREEK BLVD #203, AUSTIN, TX 78701	ADVERTISING	963,637.
DIRECT RESPONSE, 2340 E BEARDSLEY RD STE 100, PHOENIX, AZ 85024	ADVERTISING	500,000.
2 Total number of independent contractors (including but not limited to those lister \$100,000 in compensation from the organization ▶ 9	ed above) who received more than	Farry 990 (2010)

Part VIII Statement of Revenue (D) Revenue (A) (B) (C) Unrelated Related or Total revenue excluded from exempt function business tax under sections 512, revenue revenue 513, or 514 1 a Federated campaigns 1a 1b b Membership dues Fundraising events 1c Related organizations 1d Government grants (contributions) 1e All other contributions, gifts, grants, and 12319576 similar amounts not included above 25,269 Noncash contributions included in lines 1a-1f \$ 12319576 h Total. Add lines 1a-1f **Business Code** Program Service f All other program service revenue g Total. Add lines 2a-2f Investment income (including dividends, interest, and 3 2,388 2,388. other similar amounts) Income from investment of tax-exempt bond proceeds 67,221. 67,221 5 Royalties (i) Real (II) Personal Gross Rents Less rental expenses Rental income or (loss) d Net rental income or (loss) (i) Securities 7 a Gross amount from sales of (II) Other assets other than inventory b Less: cost or other basis and sales expenses c Gain or (loss) d Net gain or (loss) 8 a Gross income from fundraising events (not Other Revenue including \$ contributions reported on line 1c) See Part IV, line 18 **b** Less direct expenses c Net income or (loss) from fundraising events 9 a Gross income from gaming activities See Part IV, line 19 **b** Less direct expenses c Net income or (loss) from gaming activities 10 a Gross sales of inventory, less returns and allowances b Less cost of goods sold c Net income or (loss) from sales of inventory Business Code Miscellaneous Revenue 900099 3,550 3,550. 11 a CONFERENCE REGISTRATIO **b MISC INCOME** 900099 341 All other revenue 3,891 Total. Add lines 11a-11d 12393076 73,500. Total revenue. See instructions. Form 990 (2010)

Part IX Statement of Functional Expenses

Section 501(c)(3) and 501(c)(4) organizations must complete all columns.

	All other organizations must com	plete column (A) but are	not required to complete	columns (B), (C), and (E	
	not include amounts reported on lines 6b, 8b, 9b, and 10b of Part VIII.	(A) Total expenses	(B) Program service expenses	(C) Management and general expenses	(D) Fundraising expenses
1	Grants and other assistance to governments and organizations in the U.S. See Part IV, line 21	51,370.	51,370.		
2	Grants and other assistance to individuals in	31,370.	31,370.		
2	the U.S. See Part IV, line 22				
3	Grants and other assistance to governments,				
Ū	organizations, and individuals outside the US				
	See Part IV, lines 15 and 16	15,000.	15,000.		
4	Benefits paid to or for members				
5	Compensation of current officers, directors,				
	trustees, and key employees	145,345.	96,203.	28,190.	20,952.
6	Compensation not included above, to disqualified		•		
	persons (as defined under section 4958(f)(1)) and				
	persons described in section 4958(c)(3)(B)				
7	Other salaries and wages	694,281.	486,057.	141,140.	67,084.
8	Pension plan contributions (include section 401(k)		•		
	and section 403(b) employer contributions)	20,331.	14,092.	3,956.	2,283.
9	Other employee benefits	75,401.	1,946.	73,134.	321.
10	Payroll taxes	100,351.	69,714.	19,421.	11,216.
11	Fees for services (non-employees)				
а	Management				
b	Legal	97,720.	67,886.	18,912.	10,922.
С	Accounting	38,283.	26,595.	7,409.	4,279.
ď	Lobbying				
е	Professional fundraising services. See Part IV, line 17	166,467.			166,467.
f	Investment management fees				
g	Other	204,633.	107,637.	93,749.	3,247.
12	Advertising and promotion	8,230,664.	8,230,664.		
13	Office expenses	307,013.	171,025.	59,799.	76,189.
14	Information technology	57,860.	40,805.	10,623.	6,432.
15	Royalties .				
16	Occupancy	653,762.	454,173.	126,522.	73,067.
17	Travel .	363,137.	326,823.		36,314.
18	Payments of travel or entertainment expenses				
	for any federal, state, or local public officials				
19	Conferences, conventions, and meetings	91,423.	65,696.		25,727.
20	Interest				
21	Payments to affiliates				
22	Depreciation, depletion, and amortization	35,316.	24,534.	6,834.	3,948.
23	Insurance				
24	Other expenses. Itemize expenses not covered above. (List miscellaneous expenses in line 24f. If line 24f amount exceeds 10% of line 25, column (A) amount, list line 24f expenses on Schedule O.)				
а	PRINTING & MAILING	725,293.			725,293.
b	LIST RENTAL & MAINT.	151,004.			151,004.
C	MISCELLANEOUS	124.	88.	23.	131,004.
d	CONTRACT SERVICE REVENU	-845,110.	-567,468.	-178,108.	-99,534.
e	TOTAL DELIVER OF ALL PHANCE	0.20,120.	30,72001		22,334.
f	All other expenses				
25	Total functional expenses. Add lines 1 through 24f	11,379,668.	9,682,840.	411,604.	1,285,224.
26	Joint costs. Check here X if following SOP	,_,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	2,002,030	,00	<u> </u>
20	98-2 (ASC 958-720). Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation				
					

032010 12-21-10

Pai	rt X	Balance Sheet			
			(A) Beginning of year		(B) End of year
	1	Cash - non-interest-bearing .		1	
	2	Savings and temporary cash investments	514,743.	2	664,169.
	3	Pledges and grants receivable, net		3	
	4	Accounts receivable, net		4	26,303.
	5	Receivables from current and former officers, directors, trustees, key			
	Ì	employees, and highest compensated employees. Complete Part II			
		of Schedule L		5	
	6	Receivables from other disqualified persons (as defined under section			
		4958(f)(1)), persons described in section 4958(c)(3)(B), and contributing			
		employers and sponsoring organizations of section 501(c)(9) voluntary			
, 0		employees' beneficiary organizations (see instructions)		6	
Assets	7	Notes and loans receivable, net		7	
As	8	Inventories for sale or use		8	
	9	Prepaid expenses and deferred charges	4,594.	9	
	10a	Land, buildings, and equipment. cost or other			
		basis Complete Part VI of Schedule D 10a 246,657.		İ	
	b	Less accumulated depreciation 10b 147,234.	<u>132,247.</u>	10c	99,423.
	11	Investments - publicly traded securities		11	
	12	Investments - other securities See Part IV, line 11		12	
	13	Investments · program-related See Part IV, line 11		13	
	14	Intangible assets .		14	
	15	Other assets. See Part IV, line 11	6,565,844.	15	7,456,411.
	16	Total assets. Add lines 1 through 15 (must equal line 34)	7,217,428.	16	8,246,306.
	17	Accounts payable and accrued expenses	615,620.	17	631,090.
	18	Grants payable		18	
	19	Deferred revenue		19	
	20	Tax-exempt bond liabilities		20	
ies	21	Escrow or custodial account liability Complete Part IV of Schedule D		21	
Liabilities	22	Payables to current and former officers, directors, trustees, key employees,			
ᆵ		highest compensated employees, and disqualified persons. Complete Part II		ا مما	
		of Schedule L		22	
	23	Secured mortgages and notes payable to unrelated third parties		23	
	24	Unsecured notes and loans payable to unrelated third parties Other liabilities. Complete Part X of Schedule D.		24 25	<u>.</u>
	25	·	615,620.		631,090.
	26	Total liabilities. Add lines 17 through 25 Organizations that follow SFAS 117, check here ► X and complete	015,020.	20	031,030.
'n		lines 27 through 29, and lines 33 and 34.			
ĕ	27	Unrestricted net assets	6,601,808.	27	7,615,216.
<u>a</u>	28	Temporarily restricted net assets	0,002,0001	28	. , 0 2 0 , 2 2 0 0
ä	29	Permanently restricted net assets		29	
Š	23	Organizations that do not follow SFAS 117, check here			
F		complete lines 30 through 34.			
ts	30	Capital stock or trust principal, or current funds	,	30	
Net Assets or Fund Balances	31	Paid-in or capital surplus, or land, building, or equipment fund		31	i
ΪÀ	32	Retained earnings, endowment, accumulated income, or other funds		32	
Š	33	Total net assets or fund balances	6,601,808.	33	7,615,216.
	34	Total liabilities and net assets/fund balances	7,217,428.	34	8,246,306.
					Form 990 (2010)

Form **990** (2010)

b If "Yes," did the organization undergo the required audit or audits? If the organization did not undergo the required audit

or audits, explain why in Schedule O and describe any steps taken to undergo such audits

1

Form 990 (2010)

SCHEDULE C

(Form 990 or 990-EZ)

Political Campaign and Lobbying Activities

For Organizations Exempt From Income Tax Under section 501(c) and section 527

2010

Open to Public Inspection

Department of the Treasury Internal Revenue Service 1 of Organizations Exempt from modific fax order section of (6) and section of

➤ Complete if the organization is described below. ➤ Attach to Form 990 or Form 990-EZ. ➤ See separate instructions.

If the organization answered "Yes," to Form 990, Part IV, line 3, or Form 990-EZ, Part V, line 46 (Political Campaign Activities), then

- Section 501(c)(3) organizations Complete Parts I-A and B. Do not complete Part I-C
- Section 501(c) (other than section 501(c)(3)) organizations Complete Parts I-A and C below Do not complete Part I-B
- Section 527 organizations Complete Part I-A only

If the organization answered "Yes," to Form 990, Part IV, line 4, or Form 990-EZ, Part VI, line 47 (Lobbying Activities), then

- Section 501(c)(3) organizations that have filed Form 5768 (election under section 501(h)) Complete Part II-A Do not complete Part II-B
- Section 501(c)(3) organizations that have NOT filed Form 5768 (election under section 501(h)). Complete Part II-B Do not complete Part II-A

If the organization answered "Yes," to Form 990, Part IV, line 5 (Proxy Tax), or Form 990-EZ, Part V, line 35a (Proxy Tax), then

• ;	Section 5	01(c)(4), (5), or (6) organizat	ions Complete Part III				
	ne of orga				E	Emplo	yer identification number
		AMERICA	NS FOR TAX REFOR	RM.			<u>52-1403587</u>
Pa	rt I-A	Complete if the org	anization is exempt und	der section 501(c	or is a section 52	27 or	ganization.
1	Provide	a description of the organiz	ation's direct and indirect politic	cal campaign activities		_	
2	Political	expenditures				▶\$	
3	Voluntee	r hours				-	
Pa	rt I-B	Complete if the ord	anization is exempt und	der section 501(c)(3).		
			incurred by the organization un	<u> </u>		▶\$	
		-	incurred by organization manag			▶\$	
3	If the org	janization incurred a sectio	n 4955 tax, did it file Form 4720) for this year?			Yes No
		orrection made?					Yes No
b	If "Yes,"	describe in Part IV					
Pa	art I-C	Complete if the org	janization is exempt und	der section 501(c), except section 5	501(c	:)(3).
1	Enter the	amount directly expended	by the filing organization for se	ection 527 exempt fund	ction activities	▶\$	1,859,239.
2	Enter the	amount of the filing organ	ization's funds contributed to o	ther organizations for s	section 527		
	exempt t	function activities				▶\$	
3	Total exe	empt function expenditures	Add lines 1 and 2 Enter here a	and on Form 1120-PO	L,		
	line 17b					▶\$	1,859,239. X Yes No
4	Did the f	ılıng organization file Form	1120-POL for this year?				X Yes No
5	Enter the	e names, addresses and er	nployer identification number (E	IN) of all section 527 p	olitical organizations to	which	the filing organization
	made pa	iyments For each organiza	tion listed, enter the amount pa	id from the filing organ	ization's funds Also ent	ter the	e amount of political
		•	omptly and directly delivered to		-	parat	e segregated fund or a
	political	action committee (PAC) If	additional space is needed, pro	vide information in Par	t IV		
		(a) Name	(b) Address	(c) EIN	(d) Amount paid from	ı	(e) Amount of political
					filing organization		contributions received and
					funds If none, enter	r.u.	promptly and directly delivered to a separate
							political organization
							If none, enter -0-
		·					
			1	i	1		

032041 02-02-11

LHA

Schedule C (Form 990 or 990-EZ) 2010

For Paperwork Reduction Act Notice, see the Instructions for Form 990 or 990-EZ.

Schedule C (Form 990 or 990-EZ) 2010 Part II-A Complete if the orga	AMERICANS nization is exer	FOR TAX REP	ORM on 501(c)(3) and file	52-: ed Form 5768	1403587 Page 2
(election under secti	on 501(h)).				
A Check 🕨 🔲 if the filing organization	on belongs to an affi	liated group.			
3 Check 🕨 🔛 if the filing organization	on checked box A ar	nd "limited control" pr	ovisions apply		<u> </u>
	on Lobbying Exper ures" means amou	nditures ints paid or incurred.)	(a) Filing organization's totals	(b) Affiliated group totals
1a Total lobbying expenditures to influe	nce public opinion (grass roots lobbying)			
b Total lobbying expenditures to influe	nce a legislative boo	ly (direct lobbying)	_		
c Total lobbying expenditures (add line	es 1a and 1b)				
d Other exempt purpose expenditures					
e Total exempt purpose expenditures	(add lines 1c and 1c	i)	Ļ		
f Lobbying nontaxable amount Enter	the amount from the	e following table in bo	th columns.		
If the amount on line 1e, column (a) or	b) is: The lob	bying nontaxable an	nount is:		
Not over \$500,000	20% of	the amount on line 1e			
Over \$500,000 but not over \$1,000,	000 \$100,00	00 plus 15% of the ex	cess over \$500,000		
Over \$1,000,000 but not over \$1,50	0,000 \$175,00	00 plus 10% of the ex	cess over \$1,000,000.		
Over \$1,500,000 but not over \$17,0	00,000 \$225,00	00 plus 5% of the exce	ess over \$1,500,000		
Over \$17,000,000	\$1,000,	000.			
g Grassroots nontaxable amount (enter	er 25% of line 1f)				
h Subtract line 1g from line 1a If zero	or less, enter -0-				
i Subtract line 1f from line 1c If zero of	or less, enter -0-				
j If there is an amount other than zero	on either line 1h or	line 1i, did the organiz	ation file Form 4720		
reporting section 4911 tax for this ye	ear?				Yes No
•	tions that made a s	• •	Section 501(h) n do not have to comp es 2a through 2f on pa		
	Lobbying Exper	nditures During 4-Ye	ar Averaging Period		
Calendar year (or fiscal year beginning in)	(a) 2007	(ь) 2008	(c) 2009	(d) 2010	(e) Total
2a Lobbying nontaxable amount					
b Lobbying ceiling amount					
(150% of line 2a, column(e))					
c Total lobbying expenditures					
d Grassroots nontaxable amount					
e Grassroots celling amount	···				
(150% of line 2d, column (e))					
f Grassroots lobbying expenditures					

Schedule C (Form 990 or 990-EZ) 2010

Schedule C (Form 990 or 990-EZ) 2010 AMERICANS FOR TAX REFORM 52-140358 Part II-B Complete if the organization is exempt under section 501(c)(3) and has NOT filed Form 5768 (election under section 501(h)).

	(a	3)	(b)
	Yes	No	Amo	unt
During the year, did the filing organization attempt to influence foreign, national, state or				
local legislation, including any attempt to influence public opinion on a legislative matter				
or referendum, through the use of:				
Volunteers?]	
Paid staff or management (include compensation in expenses reported on lines 1c through 1i)?				
Media advertisements?				
Mailings to members, legislators, or the public?				
Publications, or published or broadcast statements?				
Grants to other organizations for lobbying purposes?				
Direct contact with legislators, their staffs, government officials, or a legislative body?				
Railies, demonstrations, seminars, conventions, speeches, lectures, or any similar means?				
Other activities? If "Yes," describe in Part IV				
Total. Add lines 1c through 1i				
Did the activities in line 1 cause the organization to be not described in section 501(c)(3)?				
If "Yes," enter the amount of any tax incurred under section 4912				
If "Yes," enter the amount of any tax incurred by organization managers under section 4912			•	
If the filing organization incurred a section 4912 tax, did it file Form 4720 for this year?	 E01/a\	(E) 0 % 0 c		
rt III-A Complete if the organization is exempt under section 501(c)(4), sect 501(c)(6).	lion 50 i(c)	(o), or se	cuon	
33 ((3)(3).			Yes	
Were substantially all (90% or more) dues received nondeductible by members?		1		
· · ·				
Did the organization make only in-house lobbying expenditures of \$2,000 or less?		2		
Did the organization make only in-house lobbying expenditures of \$2,000 or less? Did the organization agree to carryover lobbying and political expenditures from the prior year? III-B Complete if the organization is exempt under section 501(c)(4), sector 501(c)(6) if BOTH Part III-A, lines 1 and 2 are answered "No" OR if Part III-A.		3 (5), or se		
Did the organization agree to carryover lobbying and political expenditures from the prior year? rt III-B Complete if the organization is exempt under section 501(c)(4), sect 501(c)(6) if BOTH Part III-A, lines 1 and 2 are answered "No" OR if Part "Yes."		3 (5), or se ne 3 is a		
Did the organization agree to carryover lobbying and political expenditures from the prior year? rt III-B Complete if the organization is exempt under section 501(c)(4), sect 501(c)(6) if BOTH Part III-A, lines 1 and 2 are answered "No" OR if Part "Yes." Dues, assessments and similar amounts from members	art III-A, li	3 (5), or se		
Did the organization agree to carryover lobbying and political expenditures from the prior year? rt III-B Complete if the organization is exempt under section 501(c)(4), sect 501(c)(6) if BOTH Part III-A, lines 1 and 2 are answered "No" OR if Part Yes." Dues, assessments and similar amounts from members Section 162(e) nondeductible lobbying and political expenditures (do not include amounts of political expenditures)	art III-A, li	3 (5), or se ne 3 is a		
Did the organization agree to carryover lobbying and political expenditures from the prior year? III-B Complete if the organization is exempt under section 501(c)(4), sect 501(c)(6) if BOTH Part III-A, lines 1 and 2 are answered "No" OR if Part Yes." Dues, assessments and similar amounts from members Section 162(e) nondeductible lobbying and political expenditures (do not include amounts of political expenses for which the section 527(f) tax was paid).	art III-A, li	3 (5), or se ne 3 is a		
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Did the organization agree to carryover lobbying and political expenditures from the prior year? It III-B Complete if the organization is exempt under section 501(c)(4), section 501(c)(6) if BOTH Part III-A, lines 1 and 2 are answered "No" OR if Party es." Dues, assessments and similar amounts from members Section 162(e) nondeductible lobbying and political expenditures (do not include amounts of political expenses for which the section 527(f) tax was paid). Current year Carryover from last year Total Aggregate amount reported in section 6033(e)(1)(A) notices of nondeductible section 162(e) dues If notices were sent and the amount on line 2c exceeds the amount on line 3, what portion of the edoes the organization agree to carryover to the reasonable estimate of nondeductible lobbying and	art III-A, li	3 (5), or se ne 3 is a 1 2a 2b 2c		
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Did the organization agree to carryover lobbying and political expenditures from the prior year? It III-B Complete if the organization is exempt under section 501(c)(4), section 501(c)(6) if BOTH Part III-A, lines 1 and 2 are answered "No" OR if Part "Yes." Dues, assessments and similar amounts from members Section 162(e) nondeductible lobbying and political expenditures (do not include amounts of political expenses for which the section 527(f) tax was paid). Current year Carryover from last year Total Aggregate amount reported in section 6033(e)(1)(A) notices of nondeductible section 162(e) dues if notices were sent and the amount on line 2c exceeds the amount on line 3, what portion of the edoes the organization agree to carryover to the reasonable estimate of nondeductible lobbying and expenditure next year? Taxable amount of lobbying and political expenditures (see instructions) Total Supplemental Information Inplete this part to provide the descriptions required for Part I-A, line 1; Part I-B, line 4, Part I-C, line 5, any additional information	art III-A, lii tical xcess i political and Part II-B,	3 (5), or se ne 3 is a 2 2 2 2 3 4 5 Inne 1. Als	o, complete	
Did the organization agree to carryover lobbying and political expenditures from the prior year? IT III-B Complete if the organization is exempt under section 501(c)(4), sect 501(c)(6) if BOTH Part III-A, lines 1 and 2 are answered "No" OR if Pi"Yes." Dues, assessments and similar amounts from members Section 162(e) nondeductible lobbying and political expenditures (do not include amounts of political expenses for which the section 527(f) tax was paid). Current year Carryover from last year Total Aggregate amount reported in section 6033(e)(1)(A) notices of nondeductible section 162(e) dues lif notices were sent and the amount on line 2c exceeds the amount on line 3, what portion of the edoes the organization agree to carryover to the reasonable estimate of nondeductible lobbying and expenditure next year? Taxable amount of lobbying and political expenditures (see instructions) IT IV Supplemental Information Inplete this part to provide the descriptions required for Part I-A, line 1; Part I-B, line 4, Part I-C, line 5, any additional information RT I-A, LINE 1: GAGED SOLELY IN THE MAKING OF INDEPENDENT EXPENDIT	art III-A, lii tical xcess i political and Part II-B,	3 (5), or se ne 3 is a 2 2 2 2 3 4 5 Inne 1. Als	o, complete	
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SCHEDULE D

Department of the Treasury Internal Revenue Service

(Form 990)

Supplemental Financial Statements

Complete if the organization answered "Yes," to Form 990, Part IV, line 6, 7, 8, 9, 10, 11, or 12.

▶ Attach to Form 990. ▶ See separate instructions.

2010
Open to Public Inspection

Name of the organization

AMERICANS FOR TAX REFORM

Employer identification number 52-1403587

Par	t I Organizations Maintaining Donor Advise	ed Funds or Other Similar Funds	s or Accounts. Complete if the
r ai	organization answered "Yes" to Form 990, Part IV, lin		or recounter complete it the
	Organization answered Tes to Form 990, Factiv, in	(a) Donor advised funds	(b) Funds and other accounts
	Tatal mounth and at one of the or	(4) 25/15/ 45/155	
1	Total number at end of year		
2	Aggregate contributions to (during year)		
3	Aggregate grants from (during year)		
4	Aggregate value at end of year	water that the coasts held in depart of up	and funds
5	Did the organization inform all donors and donor advisors in		
_	are the organization's property, subject to the organization's		
6	Did the organization inform all grantees, donors, and donor a		
	for charitable purposes and not for the benefit of the donor of	or donor advisor, or for any other purpose	
Par	t II Conservation Easements. Complete if the or	conjection onewored "Vee" to Form 000. F	Yes No
			art iv, line i
1	Purpose(s) of conservation easements held by the organizat		storically important land area
	Preservation of land for public use (e.g., recreation or e		storically important land area
	Protection of natural habitat	Preservation of a cert	illed historic structure
_	Preservation of open space	find announce to a contribution in the form	of a conceniation apparent on the last
2	Complete lines 2a through 2d if the organization held a quali	med conservation contribution in the lotti	of a conservation easement on the last
	day of the tax year		Held at the End of the Tax Year
_	Total number of conservation easements		2a
a			2b
D	Total acreage restricted by conservation easements Number of conservation easements on a certified historic sti	ructure included in (a)	2c
C	Number of conservation easements included in (c) acquired		
d		after 6/17/00, and not on a historic struct	2d
•	listed in the National Register Number of conservation easements modified, transferred, re	bloaced, extinguished, or terminated by the	
3	_	reased, extinguished, or terminated by the	e organization during the tax
	year ▶Number of states where property subject to conservation ea	esement is located	
4	Does the organization have a written policy regarding the pe		
5	violations, and enforcement of the conservation easements		Yes No
6	Staff and volunteer hours devoted to monitoring, inspecting		
6	Amount of expenses incurred in monitoring, inspecting, and		
7 8	Does each conservation easement reported on line 2(d) abo		
0	and section 170(h)(4)(B)(ii)?	ve dationy the requirements of economic ve	Yes No
9	In Part XIV, describe how the organization reports conserval	tion easements in its revenue and expense	
9	include, if applicable, the text of the footnote to the organization		
	conservation easements		
Par	t III Organizations Maintaining Collections	of Art, Historical Treasures, or O	Other Similar Assets.
	Complete if the organization answered "Yes" to Form		
1a	If the organization elected, as permitted under SFAS 116 (A	SC 958), not to report in its revenue stater	ment and balance sheet works of art,
	historical treasures, or other similar assets held for public ex		
	the text of the footnote to its financial statements that descri		·
b	If the organization elected, as permitted under SFAS 116 (A		t and balance sheet works of art, historical
_	treasures, or other similar assets held for public exhibition, e		
	relating to these items	•	
	(i) Revenues included in Form 990, Part VIII, line 1		> \$
	(ii) Assets included in Form 990, Part X		► \$ ► \$
2	If the organization received or held works of art, historical tre	easures, or other similar assets for financia	
_	the following amounts required to be reported under SFAS		
а	Revenues included in Form 990, Part VIII, line 1		> \$
b	Assets included in Form 990, Part X		> \$
-			

LHA For Paperwork Reduction Act Notice, see the Instructions for Form 990. 032051 12-20-10

Schedule D (Form 990) 2010

		NS FOR TAX	REFORM			52-3	140358	7 Pa	ige 2
Pai	t III Organizations Maintaining C	ollections of A	rt, Historical Tr	easures, o	r Other	Similar As	sets (conti	nued)	
3	Using the organization's acquisition, accessi	on, and other record	ls, check any of the	following that	are a sigr	nificant use of	its collection	n items	S
	(check all that apply):								
а	Public exhibition	c		hange prograr					
b	Scholarly research	e	· U Other			·			
C	Preservation for future generations								
4	Provide a description of the organization's co	ollections and explai	n how they further t	he organizatio	n's exemp	ot purpose in l	Part XIV		
5	During the year, did the organization solicit o	r receive donations	of art, historical trea	sures, or othe	r sımılar a	ssets			_
	to be sold to raise funds rather than to be ma						Yes _		No
Pai	t IV Escrow and Custodial Arran		ete if the organization	on answered "\	res" to Fo	orm 990, Part	IV, line 9, or		
	reported an amount on Form 990, Par								
1a	Is the organization an agent, trustee, custode	an or other intermed	diary for contribution	ns or other ass	ets not in	cluded			
	on Form 990, Part X?						Yes		No
b	If "Yes," explain the arrangement in Part XIV	and complete the fo	ollowing table						
							Amount	t	
С	Beginning balance					1c			
d	Additions during the year					1d			
е	Distributions during the year					1e			
f	Ending balance					1f			
2 a	Did the organization include an amount on Fe	orm 990, Part X, line	21?				Yes		No
b	If "Yes," explain the arrangement in Part XIV								
Pai	t V Endowment Funds. Complete	f the organization ar	swered "Yes" to Fo	rm 990, Part I	V, line 10.				
		(a) Current year	(b) Prior year	(c) Two years	back (d) Three years ba	ack (e) Four	years	back
1a	Beginning of year balance								
b	Contributions								
С	Net investment earnings, gains, and losses								
d	Grants or scholarships								
е	Other expenditures for facilities								
	and programs								
f	Administrative expenses	····							
g	End of year balance								
2	Provide the estimated percentage of the year	r end balance held a	as						
а	Board designated or quasi-endowment		%						
b	Permanent endowment >	%							
C	Term endowment	%							
За	Are there endowment funds not in the posse	ssion of the organiz	ation that are held a	and administer	ed for the	organization			
	by							Yes	No
	(i) unrelated organizations						3a(ı)		
	(ii) related organizations						3a(ii)		
b	If "Yes" to 3a(ii), are the related organizations	s listed as required o	on Schedule R?				3b		
4	Describe in Part XIV the intended uses of the								
Pa	rt VI Land, Buildings, and Equipm	nent. See Form 990	D, Part X, line 10						
	Description of investment	(a) Cost or o		t or other		umulated	(d) Bool	k value	•
		basis (investi	ment) basis	(other)	depre	eciation			
1a	Land								
b	Buildings .								
С	Leasehold improvements			16,309.		4,245.		2,0	
d	Equipment		20	0,348.	14	12,989.	5	7 <u>,3</u> !	
<u>e</u>	Other								0.
Tota	I. Add lines 1a through 1e (Column (d) must e	gual Form 990. Part	X. column (B), line	10(c))			9	9,42	23.

Schedule D (Form 990) 2010

	1	1		
(a) Description of security or category (including name of security)	(b) Book value		ethod of valuation nd-of-year marke	
		000000	- Joan Maria	· · · · · · · · · · · · · · · · · · ·
(1) Financial derivatives				
(2) Closely-held equity interests				
(3) Other				
(A)				····-·
(B)				· · · · · · · · · · · · · · · · · · ·
(C)				
(D)				
(E)				
(F)				
(G)				
(H)				
(I)				
Total (Col (b) must equal Form 990, Part X, col (B) line 12.) ▶ Part VIII Investments - Program Related.		40	·	
Part VIII investments - Program Related.	See Form 990, Part X, line		ethod of valuation	
(a) Description of investment type	(b) Book value		nd-of-year marke	
			- Journal	
(1)	-			
(2)				
(3)				
(4)				-
(5)				
(6)				
(7)				
(8)				
(9)				
(10)				
Total (Col (b) must equal Form 990, Part X, col (B) line 13.)	<u> </u>			
Part IX Other Assets. See Form 990, Part X, I				(L) Dealt walks
	(a) Description			(b) Book value
(1) DUE FROM ATRF				7,443,044.
(2) OTHER ASSETS				13,367.
(3)				
(4)				
(5)				
(6)				
(7)				
(8)				
(9)				
(10)				- AFC 444
Total. (Column (b) must equal Form 990, Part X, col (B)			<u> </u>	7,456,411.
Part X Other Liabilities. See Form 990, Part	t X, line 25			
1. (a) Description of liability		(b) Amount		
(1) Federal income taxes				
(2)				
(3)				
(4)				
(5)				
(6)				
(7)				
(8)				
(9)				
(10)				
(11)				
Total. (Column (b) must equal Form 990, Part X, col (B) FIN 48 (ASC 740) Footnote in Part XIV, provide the text of the footnote in Part XIV, provide the footnote in Part XIV, provide the text of the footnote in Part XIV, provide the footnote in Part XI				

	dule D (Form 990) 2010 AMERICANS FOR TAX REFORM					Page 4
Par	t XI Reconciliation of Change in Net Assets from Form 990 to	Audited Finan	cial State	emen		
1	Total revenue (Form 990, Part VIII, column (A), line 12)		1		12,393,	
2	Total expenses (Form 990, Part IX, column (A), line 25)		2		11,379,	
3	Excess or (deficit) for the year Subtract line 2 from line 1		3		<u>1,013,</u>	<u>408.</u>
4	Net unrealized gains (losses) on investments		4			
5	Donated services and use of facilities		5			
6	Investment expenses		6			
7	Prior period adjustments		7			
8	Other (Describe in Part XIV.)		8			
9	Total adjustments (net) Add lines 4 through 8		9			0.
10	Excess or (deficit) for the year per audited financial statements. Combine lines 3 and		10		1,013,	<u>408.</u>
Par	t XII Reconciliation of Revenue per Audited Financial Statemer	nts With Revei	nue per H	leturr		
1	Total revenue, gains, and other support per audited financial statements			1	13,949,	<u>622.</u>
2	Amounts included on line 1 but not on Form 990, Part VIII, line 12	1 1				
а	Net unrealized gains on investments	2a	4 550	-		
b	Donated services and use of facilities	2b	<u>4,559.</u>	- 1		
С	Recoveries of prior year grants	2c	4 000	-]		
d	Other (Describe in Part XIV)	2d 1,55	<u>1,987.</u>	1 1	4 556	- 4 -
е	Add lines 2a through 2d			2e	<u>1,556,</u>	546.
3	Subtract line 2e from line 1			3	12,393,	<u>U/6.</u>
4	Amounts included on Form 990, Part VIII, line 12, but not on line 1	1 . 1				
а	Investment expenses not included on Form 990, Part VIII, line 7b	4a		-		
b	Other (Describe in Part XIV)	4b		┥.		^
	Add lines 4a and 4b			4c	12,393,	0.
5 Par	Total revenue Add lines 3 and 4c. (This must equal Form 990, Part I, line 12) t XIII Reconciliation of Expenses per Audited Financial Stateme	nts With Eyne	neae nar	Botu	_1 <u>2,393,</u> rn	0/6.
1	Total expenses and losses per audited financial statements	THIS WILL EXPO	iliaca per	1	12,936,	21/
2	Amounts included on line 1 but not on Form 990, Part IX, line 25.				12,550,	<u> </u>
a	Donated services and use of facilities	2a	4,559.			
b	Prior year adjustments	2b	4,333.	1		
c	Other losses	2c				
d	Other (Describe in Part XIV)		1,987.	1		
e	Add lines 2a through 2d	20 2700		2e	1,556,	546.
3	Subtract line 2e from line 1			3	11,379,	668.
4	Amounts included on Form 990, Part IX, line 25, but not on line 1					
а	Investment expenses not included on Form 990, Part VIII, line 7b	4a				
b	Other (Describe in Part XIV)	4b		1		
С	Add lines 4a and 4b			4c		0.
5	Total expenses Add lines 3 and 4c. (This must equal Form 990, Part I, line 18)			5	11,379,	
Pai	t XIV Supplemental Information					
Com	plete this part to provide the descriptions required for Part II, lines 3, 5, and 9, Part III,	lines 1a and 4, Pa	rt IV, lines 1	b and a	2b, Part V, line 4	l, Part
	e 2, Part XI, line 8, Part XII, lines 2d and 4b, and Part XIII, lines 2d and 4b Also compl		•			
PAF	RT X, LINE 2: EFFECTIVE JANUARY 1, 2009, AT	R ADOPTED	FINAN	CIA	<u> </u>	
		40				
ACC	COUNTING STANDARDS BOARD INTERPRETATION (FI	N) NO. 48	, ACCC	ONT.	ING FOR	
TINIC	CERTAINTY IN INCOME TAXES. IN APPLYING FIN	1 48 OPCA	እነተሟአጥተ	ONG	WILL NE	ED.
0140	ENIATION IN THEORET SHOOM IN ALL DITIONS.	1 40, ONGA	MIDVII	CNO	MIDD ME	رائل
то	DETERMINE AND ASSESS ALL MATERIAL POSITION	IS TAKEN T	N ANY	TNC	OME TAX	
	221010-110 1210 1100000 1100 12110111111 1 0 0 1 1 1 0 1				<u> </u>	
RET	CURN AS OF THE DATE THEY ADOPT FIN 48, INCL	UDING ALL	SIGNI	FIC	ANT	
UNC	CERTAIN POSITIONS, IN ALL TAX YEARS THAT AR	E STILL S	UBJECT	TO	ASSESSM	ENT
OR	CHALLENGE BY RELEVANT TAXING AUTHORITIES.	A BENEFI	T RELA	TED	TO AN	
UNC	CERTAIN TAX POSITION MAY NOT BE RECOGNIZED	IN THE FI			<u>FATEMENT</u> ule D (Form 99	
					(1 UIIII J)	J 2010

SCHEDULE F (Form 990)

Statement of Activities Outside the United States

➤ Complete if the organization answered "Yes" to Form 990,
Part IV, line 14b, 15, or 16.

➤ Attach to Form 990. ➤ See separate instructions.

OMB No 1545-0047
2040
2010
Open to Public
Inspection

Department of the Treasury
Internal Revenue Service

Name of the organization

Employer identification number

AMERICANS FOR T	AX REFOR	М		52-1403	3587
			tside the United States. Comp	lete if the organization answer	ed "Yes"
to Form 990, Part					
1 For grantmakers. Does	the organization	n maintain recor	ds to substantiate the amount of the g	rants or assistance, the	
grantees' eligibility for th	e grants or assis	stance, and the	selection criteria used to award the gra	ants or assistance?	Yes X No
_					0
2 For grantmakers. Desc	ribe in Part V the	e organization's	procedures for monitoring the use of g	rant funds outside the United	States.
Activities per Region (Th	ha fallawing Dart	L line 2 table of	an be duplicated if additional space is	needed)	
3 Activities per Region (III (a) Region	(b) Number of		(d) Activities conducted in region	(e) If activity listed in (d)	(f) Total
(a) (Tegion)	offices in the region	employees, agents, and independent contractors in region	(by type) (e g , fundraising, program services, investments, grants to recipients located in the region)	is a program service, describe specific type of service(s) in region	expenditures for and investments in region
			GRANTS TO RECIPIENTS		
EUROPE	0	0	LOCATED IN REGION	TOOMS & BODING BOD WILL	15,000.
				HOSTS A FORUM FOR THE OPEN EXCHANGE OF FREE	
				MARKET IDEAS BETWEEN	
EUROPE	o	0	PROGRAM SERVICES	POLICY ADVOCATES	12,100,
	•				
		-			
		-			
3 a Sub-total		0			27,100.
b Total from continuation		,			27,100.
sheets to Part I	(0			0.
c Totals (add lines 3a					
and 3b)		0			27,100.
LHA For Paperwork Reduct	tion Act Notice,	see the Instruc	ctions for Form 990.	Schedul	e F (Form 990) 2010

032071

52-1403587	Part II Grants and Other Assistance to Organizations or Entities Outside the United States. Complete if the organization answered "Yes" to Form 990, Part IV, line 15, for any	recipient who received more than \$5,000. Check this box if no one recipient received more than \$5,000		
CANS FOR TAX REFORM	yanizations or Entities Out	000. Check this box if no or	space is needed.	
AMERICANS	r Assistance to Ore	elved more than \$5,	Part II can be duplicated if additional space is	
Schedule F (Form 990) 2010	Grants and Other	recipient who rece	Part II can be dup	
Schedule	Part II			

d of ok, FMV, other)					0	1 2010
(i) Method of valuation (book, FMV, appraisal, other)						Schedule F (Form 990) 2010
(h) Description of non-cash assistance						pedog
(g) Amount of non-cash assistance	0				empt by	•
(f) Manner of cash disbursement					recognized as tax-ex	-
(e) Amount of cash grant	15 000.				foreign country,	
(d) Purpose of grant	ANNUAL EVENT				Enter total number of recipient organizations listed above that are recognized as charities by the foreign country, recognized as tax-exempt by the IRS, or for which the grantee or counsel has provided a section 501(c)(3) equivalency letter	
(c) Region	EUROPE				ns listed above that are related has provided a section	y entitles
(b) IRS code section and EIN (if applicable)					recipient organization he grantee or counse	other organizations c
1 (a) Name of organization					2 Enter total number of the IRS, or for which the	3 Enter total number of other organizations or entities

Page 3

52-1403587

AMERICANS FOR TAX REFORM

Schedule F (Form 990) 2010

Part III Grants and Other Assistance to Individuals Outside the United States. Complete if the organization answered "Yes" to Form 990, Part IV, line 16

Part III can be duplicated if additional space is needed

(h) Method of valuation (book, FMV, appraisal, other)			; ;		Schedule F (Form 990) 2010
(g) Description of non-cash assistance					Schedule
(f) Amount of non-cash assistance					
(e) Manner of cash disbursement					
(d) Amount of cash grant					
(c) Number of recipients					
(b) Region					
(a) Type of grant or assistance					

Part	IV Foreign Forms	***
1	Was the organization a U.S. transferor of property to a foreign corporation during the tax year? If "Yes," the organization may be required to file Form 926, Return by a U.S. Transferor of Property to a Foreign Corporation (see Instructions for Form 926)	Yes X No
2	Did the organization have an interest in a foreign trust during the tax year? If "Yes," the organization may be required to file Form 3520, Annual Return to Report Transactions with Foreign Trusts and Receipt of Certain Foreign Gifts, and/or Form 3520-A, Annual Information Return of Foreign Trust With a U.S. Owner (see Instructions for Forms 3520 and 3520-A)	Yes X No
3	Did the organization have an ownership interest in a foreign corporation during the tax year? If "Yes," the organization may be required to file Form 5471, Information Return of U.S. Persons with respect to Certain Foreign Corporations. (see Instructions for Form 5471)	Yes X No
4	Was the organization a direct or indirect shareholder of a passive foreign investment company or a qualified electing fund during the tax year? If "Yes," the organization may be required to file Form 8621, Return by a Shareholder of a Passive Foreign Investment Company or Qualified Electing Fund (see Instructions for Form 8621)	Yes X No
5	Did the organization have an ownership interest in a foreign partnership during the tax year? If "Yes," the organization may be required to file Form 8865, Return of U.S. Persons with respect to Certain Foreign Partnerships (see Instructions for Form 8865)	Yes X No
6	Did the organization have any operations in or related to any boycotting countries during the tax year? If "Yes," the organization may be required to file Form 5713, International Boycott Report (see Instructions for Form 5713)	Yes X No

Schedule F (Form 990) 2010

1

SCHEDULE G

Department of the Treasury

Internal Revenue Service

(Form 990 or 990-EZ)

Supplemental Information Regarding Fundraising or Gaming Activities

Complete if the organization answered "Yes" to Form 990, Part IV, lines 17, 18, or 19, or if the organization entered more than \$15,000 on Form 990-EZ, line 6a.

OMB No 1545-0047

Open To Public Inspection

► Attach to Form 990 or Form 990-EZ. ► See separate instructions.

Name of the organization Employer identification number 52-1403587 AMERICANS FOR TAX REFORM Fundraising Activities. Complete if the organization answered "Yes" to Form 990, Part IV, line 17. Form 990-EZ filers are not Part I required to complete this part 1 Indicate whether the organization raised funds through any of the following activities. Check all that apply e X Solicitation of non-government grants a X Mail solicitations X Internet and email solicitations c X Phone solicitations Special fundraising events d X In-person solicitations 2 a Did the organization have a written or oral agreement with any individual (including officers, directors, trustees or key employees listed in Form 990, Part VII) or entity in connection with professional fundraising services? XYes No b If "Yes," list the ten highest paid individuals or entities (fundraisers) pursuant to agreements under which the fundraiser is to be compensated at least \$5,000 by the organization (v) Amount paid (iii) Did fundraiser (vi) Amount paid (iv) Gross receipts (i) Name and address of individual to (or retained by) (ii) Activity to (or retained by) have custody or control of contributions? fundraiser from activity or entity (fundraiser) organization listed in col (i) HSP DIRECT - 13755 SUNRISE Yes No 965,283 166,467 120,000. VALLEY DRIVE #450 HERNDON MAIL SOLICITATIONS Total 965,283 120,000. 3 List all states in which the organization is registered or licensed to solicit contributions or has been notified it is exempt from registration AL, AK, AR, AZ, CA, CO, CT, DE, FL, GA, HI, IA, ID, IN, KY, LA, ME, MI, MO, MS, MT, NC, NH, NM, NV OK, OR, PA, SC, SD, TN, TX, UT, VA, WA, WI, WV, WY, VT, NE, NY

LHA Paperwork Reduction Act Notice, see the Instructions for Form 990 or 990-EZ. SEE PART IV FOR CONTINUATIONS

Schedule G (Form 990 or 990-EZ) 2010

	edul rt I	le G (Form 990 or 990 EZ) 2010 AMERIC II Fundraising Events. Complete if the				1403587 Page 2
Га		of fundraising event contributions and gr	=			
			(a) Event #1	(b) Event #2	(c) Other events	(d) Total events (add col (a) through
<u>o</u>			(event type)	(event type)	(total number)	col (c))
Hevenue						
9	1	Gross receipts				
	2	Less: Charitable contributions				
	3	Gross income (line 1 minus line 2)				
	4	Cash prizes				
	_	Noncash prizes				
nses	5	Noncasti prizes				
Direct Expenses	6	Rent/facility costs				
ect l	7	Food and beverages				
בֿ	. •	1 ood and beverages				
	8	Entertainment				
	9	Other direct expenses	h Q in column (d)	.1		,
		Direct expense summary Add lines 4 through Net income summary Combine line 3, column				
Sa	rt l			n 990, Part IV, line 19, or	reported more than	1
		\$15,000 on Form 990-EZ, line 6a			· · · · · · · · · · · · · · · · · · ·	
ne Le			(a) Bingo	(b) Pull tabs/instant bingo/progressive bingo	(c) Other gaming	(d) Total gaming (add col (a) through col (d
Hevenue				Singe/progressive singe		oor (a) through oor (c
Ē.	1	Gross revenue				
		Cook prizes				
Ses	2	Cash prizes				
Expenses	3	Noncash prizes				
Direct E	4	Rent/facility costs				
	5	Other direct expenses				
			Yes %	Yes%	Yes %	
	6	Volunteer labor	No No	No	No No	
ļ	7	Direct expense summary Add lines 2 through	n 5 ın column (d)		•	(
	8	Net gaming income summary. Combine line 1	1, column d, and line 7		>	
		ter the state(s) in which the organization opera	_	atatan?		Yes N
		the organization licensed to operate gaming ac No," explain				└── Yes └── N
		ere any of the organization's gaming licenses re	•	*	•	Yes N
b	lf "	Yes," explain				
	_					
_		1-13-11			Sobodulo C /F	rm 990 or 990-EZ) 20
11 N						

Schedule G (Form 990 or 990-EZ) 2010 AMERICANS FOR TAX REFORM	52-140	<u>358</u> 7	7 Page 3
11 Does the organization operate gaming activities with nonmembers?		Yes	☐ No
12 Is the organization a grantor, beneficiary or trustee of a trust or a member of a partnership or other entity formed		_	
to administer charitable gaming?	. , 🗀	Yes	☐ No
13 Indicate the percentage of gaming activity operated in		i	
a The organization's facility	13		%
b An outside facility	131	b	%
14 Enter the name and address of the person who prepares the organization's gaming/special events books and reco	irds		
Name			
Address >			
15a Does the organization have a contract with a third party from whom the organization receives gaming revenue?		Yes	☐ No
b If "Yes," enter the amount of gaming revenue received by the organization ▶\$ and the am	ount		
of gaming revenue retained by the third party > \$			
c If "Yes," enter name and address of the third party.			
Name			
Address ►			
16 Gaming manager information			
Name			
Gaming manager compensation \$			
Description of services provided			
			
Director/officer Employee Independent contractor			
17 Mandatory distributions			
a Is the organization required under state law to make charitable distributions from the gaming proceeds to	_	_	_
retain the state gaming license?	L.	_ Yes	L No
b Enter the amount of distributions required under state law to be distributed to other exempt organizations or spen	t in the		
organization's own exempt activities during the tax year > \$		(.)	4 D - 4 III
Supplemental Information. Complete this part to provide the explanations required by Part I, line 2b, co lines 9, 9b, 10b, 15b, 15c, 16, and 17b, as applicable. Also complete this part to provide any additional in			
lines 3, 3b, 10b, 13b, 13b, 10c, 10 and 17b, as applicable. Also complete this part to provide any additional in	TOTTIALION (Se	6 1113114	Ctionsy
SCHEDULE G, PART I, LINE 2B, LIST OF TEN HIGHEST PAID FUNDR	AISERS:		
/->			
(I) NAME OF FUNDRAISER: HSP DIRECT			
(I) ADDRESS OF FUNDRAISER:			
13755 SUNRISE VALLEY DRIVE #450, HERNDON, VA 20171			
SCHEDULE G, PART I, LINE 2B, COLUMN (V): THE ORGANIZATION A	LSO PAT	D	_
			•
\$925,212 IN MAILING, PRINTING, LIST, CAGING, AND DATABASE MEXPENSES.	AINTENA	NCE	
	e G (Form 99) or 904	D-FZ) 2010
Concau			,0

Complete if the organization answered "Yes" to Form 990, Part IV, line 21 or 22. Governments, and Individuals in the United States Grants and Other Assistance to Organizations, ▶ Attach to Form 990. Department of the Treasury Internal Revenue Service SCHEDULEI (Form 990)

OMB No 1545-0047	2010

2 Employer identification number 52-1403587 Open to Public Inspection (h) Purpose of grant MA STATE COALITION or assistance X Yes Grants and Other Assistance to Governments and Organizations in the United States. Complete if the organization answered "Yes" to Form 990, Part IV, line 21, for any INNUAL EVENT MEETING GRANT recipient that received more than \$5,000. Check this box if no one recipient received more than \$5,000. Part II can be duplicated if additional space is needed Does the organization maintain records to substantiate the amount of the grants or assistance, the grantees' eligibility for the grants or assistance, and the selection (g) Description of non-cash assistance (f) Method of valuation (book, FMV, appraisal, other) Ö Ö o (e) Amount of assistance non-cash Describe in Part IV the organization's procedures for monitoring the use of grant funds in the United States. (d) Amount of cash grant 8,100, 25,000 5.500 (c) IRC section if applicable AMERICANS FOR TAX REFORM 501(C)(4) 501(C)(3) 527 52-1294680 04-2633709 27-1937961 General Information on Grants and Assistance (b) EIN criteria used to award the grants or assistance? 1 (a) Name and address of organization CITIZENS FOR LIMITED TAXATION ALLIANCE FOR AMERICA'S FUTURE or government MARBLEHEAD MA 01945 ALEXANDRIA VA 22314 ALEXANDRIA, VA 22314 1007 CAMERON STREET Name of the organization 1006 PENDLETON ST. PO BOX 1147 Part II Part

n 990.	
or Form	

Enter total number of section 501(c)(3) and government organizations

LHA For Paperwork Reduction Act Notice, see the Instructions

032101 01-13-11

Enter total number of other organizations

Schedule I (Form 990) (2010)

(Form 990) (2010) AMERICANS FOR TAX REFORM
Grants and Other Assistance to Individuals in the United States, Complete if the organization answered "Yes" to Form 990, Part IV, line 22 Part III can be duplicated if additional space is needed

Page 2

52-1403587

Schedule I (Form 990) (2010)

Part III | Grants and Other

(e) Method of valuation (f) Description of non-cash assistance (book, FMV, appraisal, other)			al information	SEND	D STAFF	IFERENCE	гн агг	CALLS	YTE.
			information required in Part I, line 2, and any other additional information	RECIPIENTS	S DEDICATED	THERE IS A MONTHLY CONFERENCE	AND THE DEDICATED STAFF WITH ALL	GROVER NORQUIST PERSONALLY CALLS	ONCE A MONTH TO RECEIVE AN UPDATE.
of (d) Amount of non-			Part I, line 2, and	SCHOLARSHIP RI	. ATR HAS	E IS A MO	EDICATED	QUIST PER	TO RECEIV
of (c) Amount of cash grant			tion required in F		R STATES.			OVER NOR	A MONTH
(b) Number of recipients			ovide the informa	COALITION	S IN THEIR	ACTIVITIES.	RQUIST A	TION, GR	ONC
(a) Type of grant or assistance			Part IV Supplemental Information. Complete this part to provide the	i	REPORTS ON THE AC	TO FLY TO EACH STATE AND OVERSEE	L WHICH IS JOINED BY GROVER NO	STATE COALITION LEADERS. IN ADDITION,	IN

Schedule I (Form 990) (2010)

SCHEDULE J (Form 990)

Compensation Information

For certain Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees

Complete if the organization answered "Yes" to Form 990,
Part IV, line 23.

Open to

Open to Public Inspection

OMB No 1545-0047

Name of the organization

Department of the Treasury Internal Revenue Service

► Attach to Form 990. ► See separate instructions.

Employer identification number 52-1403587

AMERICANS FOR TAX REFORM

Pa	Part I Questions Regarding Compensation	·		
			Yes	No
1a	a Check the appropriate box(es) if the organization provided any of the following to or	for a person listed in Form 990,		
	Part VII, Section A, line 1a Complete Part III to provide any relevant information reg	arding these items		
	First-class or charter travel Housing allow	rance or residence for personal use		
	Travel for companions Payments for	business use of personal residence	1	
	Tax indemnification and gross-up payments Health or soci	al club dues or initiation fees	1	
	Discretionary spending account Personal servi	ices (e g , maid, chauffeur, chef)		
b	b If any of the boxes on line 1a are checked, did the organization follow a written polic	cy regarding payment or		
	reimbursement or provision of all of the expenses described above? If "No," comple	ete Part III to explain 1b		
2	Did the organization require substantiation prior to reimbursing or allowing expense	s incurred by all officers, directors,		
	trustees, and the CEO/Executive Director, regarding the items checked in line 1a?	2	X	
_				
3		nsation of the organization's		
	CEO/Executive Director Check all that apply.			
		n survey or study		
		he board or compensation committee		
	Form 990 of other organizations	re board or compensation committee		
4	During the year, did any person listed in Form 990, Part VII, Section A, line 1a, with	respect to the filing		
	organization or a related organization			
а	a Receive a severance payment or change-of-control payment from the organization of	or a related organization?		X
b	b Participate in, or receive payment from, a supplemental nonqualified retirement plan	1? 4b		X
С	c Participate in, or receive payment from, an equity-based compensation arrangemen	nt? 4c		X
	If "Yes" to any of lines 4a·c, list the persons and provide the applicable amounts for	each item in Part III		
	Only section 501(c)(3) and 501(c)(4) organizations must complete lines 5-9.			
5	For persons listed in Form 990, Part VII, Section A, line 1a, did the organization pay	or accrue any compensation		
	contingent on the revenues of			
а	a The organization?	5a		X
b	b Any related organization?	5b		X
	If "Yes" to line 5a or 5b, describe in Part III			
6	For persons listed in Form 990, Part VII, Section A, line 1a, did the organization pay	or accrue any compensation		
	contingent on the net earnings of			
а	a The organization?	6a		X
b	b Any related organization?	6b		X
	If "Yes" to line 6a or 6b, describe in Part III			
7	For persons listed in Form 990, Part VII, Section A, line 1a, did the organization prov	vide any non-fixed payments		
	not described in lines 5 and 69 lf "Yes," describe in Part III	7		X
8	Were any amounts reported in Form 990, Part VII, paid or accrued pursuant to a co	ntract that was subject to the		
	initial contract exception described in Regulations section 53 4958-4(a)(3)? If "Yes,"	describe in Part III 8	<u> </u>	X
9	If "Yes" to line 8, did the organization also follow the rebuttable presumption proceed	dure described in	1	
	Regulations section 53 4958-6(c)?	9		

LHA For Paperwork Reduction Act Notice, see the Instructions for Form 990.

Schedule J (Form 990) 2010

Page 2

AMERICANS FOR TAX REFORM

Schedule J (Form 990) 2010

Part II Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees. Use duplicate copies if additional space is needed.

For each individual whose compensation must be reported in Schedule J, report compensation from the organization on row (i) and from related organizations, described in the instructions, on row (ii)

Do not list any individuals that are not listed on Form 990, Part VII

Note. The sum of columns (B)(i)-(iii) must equal the applicable column (D) or column (E) amounts on Form 990, Part VII, line 1a.

		(B) Breakdown of	(B) Breakdown of W-2 and/or 1099-MISC compensation	SC compensation	(C)	(D)	(E)	(F)
(A) Name		(i) Base compensation	(II) Bonus & incentive compensation	(ui) Other reportable compensation	other deferred compensation	benefits	(B)(l)·(D)	reported in prior Form 990 or Form 990 EZ
1 GROVER G. NOROUIST	€ €	119,534.	0	0	6,000.	19,811.	145,345.	000
	Ξ	86,		0	3,767.	15,675.	105,474.	
2 CHRISTOPHER BUTLER	: ᠍	50,	0	.0	0	0	50,527.	0
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	Ξ							
15	3							
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Schedule J (Form 990) 2010

Complete this part to provide the information, explanation, or descriptions required for Part I, lines 1a, 1b, 4c, 5a, 5b, 6a, 6b, 7, and 8 Also complete this part for any additional information. IN 2010, MR. NORQUIST'S COMPENSATION DID NOT INCLUDE PAYMENT COMPENSATION TO BE DEFERRED IN PAST YEARS FOR THE BENEFIT OF THE GROVER NORQUIST, PRESIDENT OF ATR, HAS ALLOWED HIS OF ANY DEFERRED PAY. Part III Supplemental Information Schedule J (Form 990) 2010 ORGANIZATION.

Schedule J (Form 990) 2010

SCHEDULE M (Form 990)

Noncash Contributions

➤ Complete if the organizations answered "Yes" on Form 990, Part IV, lines 29 or 30.

2010

Open to Public Inspection

Department of the Treasury Internal Revenue Service

Name of the organization

Attach to Form 990.

Employer identification number

	AMERICANS FO	R_TAX	<u>REFORM</u>	·	52-	1403	<u> 587</u>	
Pai	t I Types of Property		T					
		(a) Check if applicable	(b) Number of contributions or items contributed	(c) Noncash contribution amounts reported on Form 990, Part VIII, line 10	(d Method of d noncash contrib	letermını		s
1	Art - Works of art							
2	Art - Historical treasures							
3	Art - Fractional interests							
4	Books and publications							
5	Clothing and household goods							
6	Cars and other vehicles							
7	Boats and planes							
8	Intellectual property							
9	Securities - Publicly traded							
10	Securities · Closely held stock							
11	Securities · Partnership, LLC, or							
	trust interests							
12	Securities · Miscellaneous							
13	Qualified conservation contribution -							
	Historic structures							
14	Qualified conservation contribution - Other			*				
15	Real estate - Residential	-						
16	Real estate - Commercial					-		
17	Real estate - Other							
18	Collectibles							
19	Food inventory							
20	Drugs and medical supplies		-					
21	Taxidermy							
22	Historical artifacts							
23	Scientific specimens	-						
24	Archeological artifacts			05.000	1.0000000 11	3 T TTT		
25	Other (AIRLINE MILES)	X	1	25,269.	ASSESSED V	ALUE		
26	Other ()			<u> </u>			-	
27	Other ()							
28	Other (l						
29	Number of Forms 8283 received by the organi		•					
	for which the organization completed Form 82	83, Part IV,	Donee Acknowled	gement 29		— Т	Yes	No
	D the control of the control			norted in Dort Librar 1 20 t	hat it must hald for		res	NO
30a	During the year, did the organization receive b							
	at least three years from the date of the initial	contribution	i, and which is not	required to be used for exe	ampt purposes ioi	30a		Х
	the entire holding period?					30a		Λ
	If "Yes," describe the arrangement in Part II Does the organization have a gift acceptance	naliov that r	oalures the review	of any non-standard contr	hutions?	24		X
31						31		
32a	Does the organization hire or use third parties	or related 0	rganizations to soi	icit, process, or seir noncas	n I	32a		Х
L-	contributions? If "Yes," describe in Part II		•			3∠a		
	If the organization did not report an amount in	column (c)	for a type of prope	rty for which column (a) is	checked			
33	describe in Part II	column (c)	ioi a type of prope	ity for minori columnia (a) is	,			

1

Schedule M (Form 990) (2010)

LHA For Paperwork Reduction Act Notice, see the Instructions for Form 990.

SCHEDULE O

Internal Revenue Service

(Form 990 or 990-EZ)
Department of the Treasury

Supplemental Information to Form 990 or 990-EZ

Complete to provide information for responses to specific questions on Form 990 or 990-EZ or to provide any additional information.

Attach to Form 990 or 990-EZ.

2010
Open to Public Inspection

Name of the organization

AMERICANS FOR TAX REFORM

Employer identification number 52-1403587

FORM 990, PART I, LINE 1, DESCRIPTION OF ORGANIZATION MISSION:
AND REGULATIONS OF GOVERNMENT AND RALLYING SUPPORT FOR LOWER TAXES AND
SMALLER GOVERNMENT AND CONGRESSIONAL ACCOUNTABILITY.
FORM 990, PART III, LINE 4D, OTHER PROGRAM SERVICES:
EVENTS AND EDUCATION: ATR HOSTS A MULTITUDE OF PRESS CONFERENCES,
MEETINGS, AND SPECIAL EVENTS HIGHLIGHTING THE YEAR'S WORK.
EXPENSES \$ 295,226. INCLUDING GRANTS OF \$ 24,770. REVENUE \$ 0.
FORM 990, PART VI, SECTION A, LINE 4: 1. ATR ADOPTED A NEW DOCUMENT
RETENTION POLICY WHICH EXPANDS THE LENGTH OF TIME FOR WHICH ATR RETAINS ALL
DOCUMENTS, RANGING FROM 3 YEARS FOR GENERAL CORRESPONDENCE TO PERMANENTLY
FOR CERTAIN FINANCIAL DOCUMENTS.
2. ATR ADOPTED CHANGES TO ITS ACCOUNTING MANUAL CONSISTENT WITH CURRENT
INDUSTRY STANDARD BEST PRACTICES.
3. ATR UPDATED ITS CONFLICT OF INTEREST POLICY TO REFLECT CURRENT BEST
PRACTICES.
4. ATR ESTABLISHED TERMS OF THREE YEARS FOR ITS BOARD OF DIRECTORS.
5. ATR BYLAWS WERE OTHERWISE UPDATED TO REFLECT CURRENT BEST PRACTICES
RECOMMENDED BY COUNSEL.
FORM 990, PART VI, SECTION A, LINE 8B: N/A - THE BOARD DOES NOT HAVE
COMMITTEES.
FORM 990, PART VI, SECTION B, LINE 11: CHAIRMAN OF BOARD, CHIEF OF STAFF,

DIRECTOR OF DEVELOPMENT, AND FINANCE MANAGER ALL REVIEW THE 990.

LHA For Paperwork Reduction Act Notice, see the Instructions for Form 990 or 990-EZ.

032211 01-24-11 Schedule O (Form 990 or 990-EZ) (2010)

AMERICANS FOR TAX REFORM

Employer identification number 52-1403587

990 IS TRANSMITTED VIA EMAIL TO ALL BOARD MEMBERS. SUBSEQUENTLY, A BOARD MEETING IS CALLED EITHER IN PERSON OR VIA CONFERENCE CALL TO PRESENT THE 990, AND ASSENT OF THE BOARD IS OBTAINED.

FORM 990, PART VI, SECTION B, LINE 12C: ALL NEW EMPLOYEES AND BOARD

MEMBERS ARE ASKED TO SIGN A STATEMENT INDICATING THEY ARE FAMILIAR WITH THE

POLICY. PRESIDENT, CHIEF OF STAFF AND DIRECTOR OF DEVELOPMENT PERSONALLY

MONITOR ACTIVITIES OF EMPLOYEES TO ASSURE COMPLIANCE. IN ADDITION, ALL

EMPLOYEES PRODUCE A SUMMARY OF ACTIVITIES EVERY WEEK TO THE CHIEF OF STAFF

AND PRESIDENT, WHICH ARE ALSO REVIEWED BY THE DIRECTOR OF DEVELOPMENT AND

WHICH IS SCRUTINIZED FOR ANY VIOLATION OF THE POLICY.

FORM 990, PART VI, SECTION B, LINE 15: BEFORE MAKING RECOMMENDATIONS TO

THE BOARD, DIRECTOR OF DEVELOPMENT AND CHIEF OF STAFF OBTAIN 990S FROM ALL

WASHINGTON-DC BASED SIMILAR ORGANIZATIONS. COMPENSATION IS COMPARED WITH

OTHER ORGANIZATIONS. IN ADDITION, METRICS SUCH AS PRESS APPEARANCES,

QUOTES, PUBLIC EFFECTIVENESS METRICS (SUCH AS POLITICAL MAGAZINE RANKINGS)

ARE TAKEN INTO ACCOUNT BEFORE A RECOMMENDATION IS MADE. THESE METRICS ARE

DISCUSSED WITH THE BOARD BEFORE THE BOARD APPROVES ANY COMPENSATION

ADJUSTMENT DECISIONS FOR THE PRESIDENT. THESE POLICIES WILL BE APPLIED TO

FUTURE DECISIONS THE BOARD MAKES REGARDING KEY EMPLOYEES AS DEFINED BY THE

990. BEFORE 2008, AMERICANS FOR TAX REFORM HAD NO "KEY EMPLOYEES" OTHER

FORM 990, PART VI, SECTION C, LINE 19: UPON REQUEST, AMERICANS FOR TAX REFORM WILL PROVIDE COPIES OF THESE DOCUMENTS.

FORM 990, PART IX, LINE 12:

032212 01-24-11

1

Schedule O (Form 990 or 990-EZ) (2010)	Page 2
Name of the organization AMERICANS FOR TAX REFORM	Employer identification number 52-1403587
IN 2010, ATR SPENT OVER \$8 MILLION IN ELECTION RELATED AD	VERTISEMENTS.
OVER \$4 MILLION OF THE ADVERTISEMENTS SUPPORTED SPECIFIC	LEGISLATION OR
CANDIDATES. THE REMAINING ADVERTISMENTS WERE PROGRAM RELA	ATED
ADVERTISEMENTS.	

Department of the Treasury Internal Revenue Service SCHEDULE R (Form 990)

Related Organizations and Unrelated Partnerships

Complete if the organization answered "Yes" to Form 990, Part IV, line 33, 34, 35, 36, or 37.
 ▶ Attach to Form 990.

2010 Open to Public Inspection

OMB No 1545-0047

Employer identification number

52-1403587

AMERICANS FOR TAX REFORM Name of the organization

Identification of Disregarded Entitles (Complete if the organization answered "Yes" to Form 990, Part IV, line 33)

Partl

(g) Section 512(b)(13) Š × controlled entity? Direct controlling Yes entity Identification of Related Tax-Exempt Organizations (Complete of the organization answered "Yes" to Form 990, Part IV, line 34 because it had one or more related tax-exempt organizations during the tax year.) Direct controlling entity End-of-year assets Public charity status (if section 501(c)(3)) <u>e</u> CHARITY PUBLIC Total income Exempt Code section DISTRICT OF COLUMBIA 501(C)(3) ত্ত Legal domicile (state or Legal domicile (state or foreign country) foreign country) Primary activity Primary activity NON-PROFIT AMERICANS FOR TAX REFORM FOUNDATION (ATRF) 52-1400492, 722 12TH STREET NW, 4TH FLOOR Name, address, and EIN Name, address, and EIN of related organization of disregarded entity 20002 ద WASHINGTON Part II

or Paperwork Reduction Act Notice, see the Instructions for Form 990.

Schedule R (Form 990) 2010

52-1403587

Page 2

Schedule R (Form 990) 2010 AMERICANS FOR TAX REFORM

Identification of Related Organizations Taxable as a Partnership (Complete if the organization answered "Yes" to Form 990, Part IV, line 34 because it had one or more related organizations treated as a partnership during the tax year) Part III

managing ownership partner? Percentage ownership Schedule R (Form 990) 2010 Seneral or Percentage Identification of Related Organizations Taxable as a Corporation or Trust (Complete if the organization answered "Yes" to Form 990, Part IV, line 34 because it had one or more related organizations treated as a corporation or trust during the tax year.) ड Share of end-of-year assets Code V-UBI amount in box 20 of Schedule K-1 (Form 1065) Share of total income ate allocations? Disproportion-Yes No Ξ Type of entity (C corp, S corp, or trust) Share of end-of-year assets **e** <u>6</u> (d)
(Direct controlling entity Share of total income $\boldsymbol{\varepsilon}$ Predominant income (related, unrelated, excluded from tax under sections 512-514) Legal domicile (state or foreign country) <u>0</u> <u>e</u> 52 Primary activity (d)
Direct controlling
entity Legal domicile (state or foreign country) Primary activity <u>@</u> Name, address, and EIN of related organization Name, address, and EIN of related organization 032162 12-21-10 Part IV

Schedule R (Form 990) 2010 AMERICANS FOR TAX REFORM

Part V Transactions With Related Organizations (Complete if the organization answered "Yes" to Form 990, Part IV, line 34, 35, 35a, or 36)

Note Complete line 1 if any entity is listed in Parts II III or IV of this schedule				Yes No
1 During the tax year, did the organization engage in any of the following transactions with one or more related organizations listed in Parts II-IV?	is with one or more re	lated organizations listed I	n Parts II-IV?	-
a Receipt of (i) interest (ii) annuities (iii) royalties or (iv) rent from a controlled entity				1a X
b Gift, grant, or capital contribution to other organization(s)				1b X
c Gift, grant, or capital contribution from other organization(s)				1c X
				X bt
				et X
f Sale of assets to other organization(s)				11 X
g Purchase of assets from other organization(s)				1g X
h Exchange of assets				th X
i Lease of facilities, equipment, or other assets to other organization(s)				<u>-</u>
j Lease of facilities, equipment, or other assets from other organization(s)				11 X
k Performance of services or membership or fundraising solicitations for other organization(s)	ıızatıon(s)			¥ ;
 Penormance of services of membership of fundraising solicitations by other organization(s). M. Sharing of facilities, equipment, mailing lists, or other assets. 	iizauori(s)			×
n Sharing of paid employees				
				×
Definition serine in paid to other organization for expenses Dembursement paid by other organization for expenses				×
 Qther transfer of cash or property to other organization(s) Other transfer of cash or property from other organization(s) 				1 _q ×
If the answer to any of the above is "Yes," see the instructions for infor	who must complete the	iis line, including covered r	mation on who must complete this line, including covered relationships and transaction thresholds	
(a) Name of other organization	(b) Transaction type (a·r)	(c) Amount involved	(d) Method of determining amount involved	:
(1) AMERICAN FOR TAX REFORM FOUNDATION	Сч	1,344,838.		
(2) AMERICAN FOR TAX REFORM FOUNDATION	Д	7,443,044.		
(3)				
(4)				
(6)				
032163 12-21-10	53		Schedule	Schedule R (Form 990) 2010

52-1403587 Page 4

Schedule R (Form 990) 2010 AMERICANS FOR TAX REFORM

Part VI Unrelated Organizations Taxable as a Partnership (Complete if the organization answered "Yes" to Form 990, Part IV, line 37)

Provide the following information for each entity taxed as a partnership through which the organization conducted more than five percent of its activities (measured by total assets or gross revenue) that was not a related organization. See instructions regarding exclusion for certain investment partnerships

that was not a related organization over instructions regarding exclusion to certain investment barries in po	ומאוסון וסו כפונשון ווואפאנוופור אשונוופו						
(a)	(q)		<u>D</u>		E	(6)	
Name, address, and EIN	Primary activity	Legal domicile	Are all partners section 501(c)(3)	Share of end-of-	Dispropor- tionate	Code V-UBI amount in box 20	General or managing
Control of the contro			Yes No		Yes No	of Schedule K-1 (Form 1065)	
and the second s							

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Schedule R (Form 990) 2010

Schedule R	(Form 990) 2010	AMERICANS	FOR T	'AX REFORM	52-1403587 Page 5
Part VII	(Form 990) 2010 Supplemental Infor	mation			
L	Complete this part to prov	ude additional inform	ation for re	esponses to questions on Schedule R (se	ee instructions)
	Complete this part to prov	nde additional inform	41101110110	Sponde to questions on conedule in (et	is instructional
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Department of the Treasury Internal Revenue Service (99) Name(s) shown on return

Depreciation and Amortization (Including Information on Listed Property)

See separate instructions.

► Attach to your tax return.

990

OMB No 1545-0172

Sequence No 67

Identifying number

Business or activity to which this form relates 52-1403587 AMERICANS FOR TAX REFORM FORM 990 PAGE 10 Part I Election To Expense Certain Property Under Section 179 Note: If you have any listed property, complete Part V before you complete Part I 500,000. 1 Maximum amount (see instructions) 2 2 Total cost of section 179 property placed in service (see instructions) 2,000,000. 3 Threshold cost of section 179 property before reduction in limitation 4 Reduction in limitation. Subtract line 3 from line 2. If zero or less, enter -0-5 Dollar limitation for tax year Subtract line 4 from line 1 If zero or less, enter -0- If married filing separately, see instruct (b) Cost (business use only) (c) Elected cost (a) Description of property 7 7 Listed property Enter the amount from line 29 8 8 Total elected cost of section 179 property Add amounts in column (c), lines 6 and 7 9 Tentative deduction. Enter the smaller of line 5 or line 8 10 Carryover of disallowed deduction from line 13 of your 2009 Form 4562 10 11 Business income limitation. Enter the smaller of business income (not less than zero) or line 5 11 12 12 Section 179 expense deduction Add lines 9 and 10, but do not enter more than line 11 13 Carryover of disallowed deduction to 2011 Add lines 9 and 10, less line 12 Note: Do not use Part II or Part III below for listed property Instead, use Part V Special Depreciation Allowance and Other Depreciation (Do not include listed property.) 14 Special depreciation allowance for qualified property (other than listed property) placed in service during the tax year 14 15 Property subject to section 168(f)(1) election 15 35.316 16 Other depreciation (including ACRS) 16 Part III MACRS Depreciation (Do not include listed property) (See instructions) Section A 17 17 MACRS deductions for assets placed in service in tax years beginning before 2010 18 If you are electing to group any assets placed in service during the tax year into one or more general asset accounts, check here Section B - Assets Placed in Service During 2010 Tax Year Using the General Depreciation System (b) Month and (c) Basis for depreciation (business/investment use only - see instructions) (e) Convention (a) Depreciation deduction (a) Classification of property year placed 3-year property 19a 5-year property h 7-year property 10-year property ч 15-year property 20-year property S/L 25-year property 25 yrs. a 27 5 yrs MM S/L h Residential rental property MM S/L 27 5 yrs 39 yrs. MM S/L Nonresidential real property S/L MM Section C - Assets Placed in Service During 2010 Tax Year Using the Alternative Depreciation System S/L 20a Class Irfe S/L 12 yrs 12-year þ S/L 40-year 40 yrs MM Part IV | Summary (See instructions) 21 Listed property Enter amount from line 28 21 22 Total. Add amounts from line 12, lines 14 through 17, lines 19 and 20 in column (g), and line 21 35,316. Enter here and on the appropriate lines of your return Partnerships and S corporations - see instr

LHA For Paperwork Reduction Act Notice, see separate instructions.

23 For assets shown above and placed in service during the current year, enter the

portion of the basis attributable to section 263A costs

Form 4562 (2010)

$\overline{}$	1114302 (2010)		MICANO						and are	0041110	od for or	tortorom	1 1 0 0	rootion	Or.
P	Listed Proper amusement)	ty (include a	utomobiles,	certain ot	ner venic	des, cen	am com	puters	, and pro	Jerty use	eu ioi ei	itertairiii	ient, rec	reation,	Oi
	Note: For any	vehicle for wi	hich you are	using the	standar	d mileag	e rate or	r deduc	cting lease	e expens	e, comp	lete only	y 24a, 2	4b, colui	nns (a)
	through (c) of								tions for l			or outon	nahilaa l		
		- Depreciation				r .								7 7	٦.,
<u>24a</u>	Do you have evidence to			nent use c	laimed?	<u> </u>	es L	No !	24b If "Y	T .				_l Yes	No
	(a) Type of property (list vehicles first)	Date placed in service	Busines investme use percen	nt	(d) Cost or ther basis	l /bu	(e) is for depre siness/inve use only	estment	(f) Recovery period	Met	g) thod/ rention	Depre	h) ciation iction	Ele sectio	(i) cted on 179 ost
25	Special depreciation all used more than 50% in				y placed	ın servi	ce dunno	g the ta	ax year an	d	25				
	Property used more that											L			
<u>26</u>	Troperty asea more the	1	l danned bas	%								Γ	•		
		<u> </u>		%						<u> </u>					
		ļ. <u></u>		%						 					
	Droporty wood 50% or I		find business							·	-				
27	Property used 50% or I	ess in a quai	liled busines						1	S/L·		Ι			
	 	 		%						S/L·				1	
		·		%			<u> </u>			S/L·				1	
	A 1 1	(1) 1 05	4b						l	3/L.	00			1	
	Add amounts in column						, page i				28		1 00	 	
<u>29</u>	Add amounts in column	1 (i), line 26 L	nter here ar	•					••••			•	29	l	
				Section											
lf y	mplete this section for vi ou provided vehicles to ise vehicles.	your employe	ees, first ans	wer the q	uestions	in Secti	on C to	see if y	ou meet	an excep	otion to	completi	ng this :	section f	or
					(a)	(b)		(c)	(4	d)	(4	e)	(f)
30	Total business/investment	miles driven d	luring the		hicle	1	hicle	v	'ehicle	•	nicle		ncle		nicle
year (do not include commuting miles)							-	1							
31	Total commuting miles														
	Total other personal (no		_												
0 2	driven	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	,,												
33	Total miles driven durin	a the vear				1				1					•
-	Add lines 30 through 3	-				1				ŀ					
34	Was the vehicle availab		nal use	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
•	during off-duty hours?	•													
35	Was the vehicle used p	orimarily by a	more												
	than 5% owner or relat	ed person?					1								
36	Is another vehicle avail	*	onal												
	use?	•													
		Section C	- Question	s for Emp	oloyers V	Vho Pro	vide Vel	hicles	for Use b	y Their I	Employe	ees			
An	swer these questions to	determine if	you meet ar	exception	n to com	pleting	Section	B for v	ehicles us	sed by e	mployee	s who a	re not n	nore than	า 5%
ow	ners or related persons		•												
37	Do you maintain a writt	en policy sta	tement that	prohibits	all perso	nal use	of vehicl	les, ınc	luding co	mmuting	, by you	r		Yes	No
	employees?														
38	Do you maintain a writt	en policy sta	tement that	prohibits	personal	l use of	vehicles,	, excep	t commu	ting, by y	our				1
	employees? See the in													<u> </u>	
39	Do you treat all use of	vehicles by e	mployees as	persona	l use?				-						
40	Do you provide more th	nan five vehic	cles to your e	employee	s, obtain	ınforma	tion fron	n your	employee	s about					İ
	the use of the vehicles,		-											1	
41	Do you meet the requir					emonstra	ation use	e?							
	Note: If your answer to								covered v	ehicles					
P	art VI Amortization														
	(a) Description	of costs	ı	(b) Date amortizatio begins	n	(C) Amortiza amoun			(d) Code section		(e) Amortiza period or pe	tion		(f) mortization or this year	1
42	Amortization of costs t	hat begins di	uring your 20		ear.	-				<u> </u>				-	
			1												
43	Amortization of costs t	hat began be	efore your 20	110 tax ye	ar							43			
	Total Add amounts in	ŭ	•	•		o renort						44			

Form **4562** (2010)

16281018 756386 11033

Form **8868**

(Rev January 2011)

Department of the Treasury Internal Revenue Service

Application for Extension of Time To File an **Exempt Organization Return**

► File a separate application for each return.

OMB No 1545 1709

 $\triangleright X$ • If you are filing for an Automatic 3-Month Extension, complete only Part I and check this box If you are filing for an Additional (Not Automatic) 3-Month Extension, complete only Part II (on page 2 of this form) Do not complete Part II unless you have already been granted an automatic 3-month extension on a previously filed Form 8868 Electronic filing (e-file). You can electronically file Form 8868 if you need a 3-month automatic extension of time to file (6 months for a corporation required to file Form 990-T), or an additional (not automatic) 3-month extension of time. You can electronically file Form 8868 to request an extension of time to file any of the forms listed in Part I or Part II with the exception of Form 8870, Information Return for Transfers Associated With Certain Personal Benefit Contracts, which must be sent to the IRS in paper format (see instructions). For more details on the electronic filing of this form, visit www irs gov/efile and click on e-file for Chanties & Nonprofits Automatic 3-Month Extension of Time. Only submit original (no copies needed) A corporation required to file Form 990-T and requesting an automatic 6-month extension - check this box and complete Part I only All other corporations (including 1120-C filers), partnerships, REMICs, and trusts must use Form 7004 to request an extension of time to file income tax returns Type or Name of exempt organization **Employer identification number** print AMERICANS FOR TAX REFORM 52-1403587 File by the Number, street, and room or suite no. If a P O. box, see instructions due date for filing your 722 12TH STREET, N.W., NO. 4TH FL City, town or post office, state, and ZIP code. For a foreign address, see instructions instructions WASHINGTON, DC 20005 0 1 Enter the Return code for the return that this application is for (file a separate application for each return) Application Return Application Return Is For Code Is For Code Form 990 01 Form 990 T (corporation) 07 Form 990-BL Form 1041 A 80 Form 990-EZ Form 4720 09 03 Form 990 PF 04 Form 5227 10 Form 990-T (sec 401(a) or 408(a) trust) 05 Form 6069 11 Form 990-T (trust other than above) Form 8870 12 THE ORGANIZATION The books are in the care of ▶ 722 12TH STREET, N.W., NO. 4TH FL - WASHINGTON, DC 20005 Telephone No ► (202)785-0266 FAX No > If the organization does not have an office or place of business in the United States, check this box If this is for a Group Return, enter the organization's four digit Group Exemption Number (GEN) If this is for the whole group, check this If it is for part of the group, check this box 🕨 🔛 and attach a list with the names and EINs of all members the extension is for I request an automatic 3 month (6 months for a corporation required to file Form 990-T) extension of time until AUGUST 15, 2011 , to file the exempt organization return for the organization named above. The extension is for the organization's return for ► X calendar year 2010 or tax year beginning , and ending If the tax year entered in line 1 is for less than 12 months, check reason Initial return Change in accounting period If this application is for Form 990-BL, 990 PF, 990-T, 4720, or 6069, enter the tentative tax, less any 3a 0. nonrefundable credits. See instructions If this application is for Form 990-PF, 990-T, 4720, or 6069, enter any refundable credits and b 0. estimated tax payments made. Include any prior year overpayment allowed as a credit Balance due. Subtract line 3b from line 3a Include your payment with this form, if required, by using EFTPS (Electronic Federal Tax Payment System) See instructions Caution. If you are going to make an electronic fund withdrawal with this Form 8868, see Form 8453-EO and Form 8879 EO for payment instructions LHA For Paperwork Reduction Act Notice, see Instructions. Form 8868 (Rev. 1 2011)

Form 9969 (Pay 1 2011)					Page 6	
Form 8868 (Rev. 1-2011) • If you are filing for an Additional (Not Automatic) 3-Month E	vtension	complete only Part II and check this I		-	Page 2	
Note. Only complete Part II if you have already been granted an				8868		
If you are filing for an Automatic 3-Month Extension, complete the state of th		,	u 1 01111	0000		
Part II Additional (Not Automatic) 3-Month I			copies	needed).		
Name of exempt organization				Employer identification number		
/pe or						
rint AMERICANS FOR TAX REFORM			52-1403587			
File by the extended Number, street, and room or suite no. If a P O. box,	see instruc	tions				
due date for 722 12TH STREET, N.W., NO.	4TH F	L				
return See City, town or post office, state, and ZIP code For a l	foreign add	fress, see instructions				
WASHINGTON, DC 20005						
Enter the Return code for the return that this application is for (fil	le a separa	te application for each return)			0 1	
	Т					
Application	Return	Application			Return	
Is For	Code	Is For			Code	
Form 990	01					
Form 990-BL	02	Form 1041-A			08	
Form 990-EZ	03	Form 4720			10	
Form 990-PF	04	Form 5227 Form 6069			11	
Form 990-T (sec 401(a) or 408(a) trust) Form 990-T (trust other than above)	06	Form 8870			12	
STOP! Do not complete Part II if you were not already granted		· · · · · · · · · · · · · · · · · · ·	isly file	nd Form 8868	1 12	
THE ORGANIZATI		natio o monar extension on a provio	aory III.	, a i o i i i o o o o		
• The books are in the care of ▶ 722 12TH STREE		W., NO. 4TH FL - WAS	SHIN	GTON, DC	20005	
Telephone No. ► (202) 785-0266	J <u>-</u>	FAX No 🕨				
If the organization does not have an office or place of busines	s in the Ur			>	•	
If this is for a Group Return, enter the organization's four digit			nis is fo	r the whole group	, check this	
box ▶ ☐ If it is for part of the group, check this box ▶ ☐						
4 I request an additional 3-month extension of time until NOVEMBER 15, 2011						
5 For calendar year 2010, or other tax year beginning, and ending						
6 If the tax year entered in line 5 is for less than 12 months, check reason: Initial return Final return						
Change in accounting period						
7 State in detail why you need the extension						
ADDITIONAL TIME IS NEEDED TO PREPARE A COMPLETE AND ACCURATE RETURN						
						
			1			
8a If this application is for Form 990-BL, 990 PF, 990-T, 4720, or 6069, enter the tentative tax, less any					0	
nonrefundable credits See instructions		C . 4.14	8a	\$	0.	
The time application is not form 355 in 1,550 in 1,4725, or 5505, or the tarly islantable of sales and seminated						
					0.	
previously with Form 8868		h thus form if required by using	8b	\$		
c Balance due. Subtract line 8b from line 8a. Include your payment with this form, if required, by using					0.	
EFTPS (Electronic Federal Tax Payment System) See instructions 8c \$ Signature and Verification				<u> </u>		
Under penalties of perjury, I declare that I have examined this form, includ it is true, correct, and complete, and that I am authorized to prepare this fo	ling accomp		e best o	f my knowledge and	l belief,	
David to A. H.			Data	► 8/9/11		
Signature Title	CPA_		Date	Fan 2005	D 1 0014	

Form **8868** (Rev 1-2011)