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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

Department of the Treasury Internal Revenue Service

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

Open to Public Inspection

	-01 1/1	e 20 to calendar year, or tax year beginning 00N 1, 2010 and	enaing r	MAI JI, ZUII
В	Check if applicab	C Name of organization		D Employer identification number
	Addre	B NATIONAL MERIT SCHOLARSHIP CORPORATION	N	
	Name	Doing Business As		7 36-2307745
Г	Initial	<u> </u>	E Telephone number	
\vdash	Termi		Room/suite 200	847-866-5111
늗	—ated □Amen	dod	200	405 052 002
-	ireturn ∏Applii	City or town, state or country, and ZIP + 4		
ـــ	tion pendi	EVANSION, IL 00201-409/		H(a) Is this a group return
		F Name and address of principal officer: TIMOTHY E. MCGUIRE		for affiliates? Yes X No
		SAME AS C ABOVE		H(b) Are all affiliates included? Yes No
		empt status: X 501(c)(3) 501(c) () (Insert no.) 4947(a)(1) (€	or 5 <u>2</u> 7	If "No," attach a list. (see instructions)
J	Websi	te: NWW.NATIONALMERIT.ORG		H(c) Group exemption number ▶
K	orm of	organization: X Corporation Trust Association Other ►	L Year	of formation: 1955 M State of legal domicile I
_	art I	Summary		
_	1	Briefly describe the organization's mission or most significant activities: TO Co	ONDUCT	NATIONWIDE ACADEMIC
Governance	'	COMPETITIONS FOR RECOGNITION AND COLLEGE	UNDER	RGRADUATE SCHOLARSHIPS.
nar				
Je.			sea or more	1 1
é		Number of voting members of the governing body (Part VI, line 1a)		<u> </u>
વ્ય	1	Number of independent voting members of the governing body (Part VI, line 1b)		
ies	5	Total number of individuals employed in calendar year 2010 (Part V, line 2a)		· · · · · · · · · · · · · · · · · · ·
<u>š</u>	6	Total number of volunteers (estimate if necessary)		6
Activities &	7 a	Total unrelated business revenue from Part VIII, column (C), line 12		7a 0
	Ь	Net unrelated business taxable income from Form-990-T, line.34		7b 0
	Π	RECEIVED	7	Prior Year Current Year
ø	8	Contributions and grants (Part VIII, line 1h)		41,564,332. 43,101,344
Ž	9	Program service revenue (Part VIII, line 2g)		7,962. 2,694,990
Revenue	10	Program service revenue (Part VIII, line 2g) Investment income (Part VIII, column (A), lines 3,4, and 76) I 17 2011	31 🗀	5,075,202. 10,021,914
ď	11	Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)	21	406. 890
		Total revenue - add lines 8 through 11 (must equal Pan VIII Coturity (A), iline 12)	\$ -	46,647,902. 55,819,138
	13	Grants and similar amounts paid (Part IX, column (A), lines-13)	+ +	48,333,430. 51,099,215
				0. 0
	1	Benefits paid to or for members (Part IX, column (A), line 4)	-	2,546,610. 2,854,416
Expenses	1	Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10)	<u> </u>	0. 2,340,010. 2,034,410
Ë	1	Professional fundraising fees (Part IX, column (A), line 11e) Total fundraising expenses (Part IX, column (D), line 25) 790, 39	ا ہو	<u> </u>
3				1 706 522 2 659 052
7		Other expenses (Part IX, column (A), lines 11a-11d, 11f-24f)		1,796,532. 2,658,952
		Total expenses. Add lines 13-17 (must equal Part IX, column (A), line 25)	<u> </u>	52,676,572. 56,612,583
·		Revenue less expenses. Subtract line 18 from line 12		-6,028,670793,445
ts or inces			B€	eginning of Current Year End of Year
aar	20	Total assets (Part X, line 16)		148,221,243. 164,346,318
Net Asset Fund Balan	21	Total liabilities (Part X, line 26)	L	2,555,959. 2,977,291
卷	22	Net assets or fund balances. Subtract line 21 from line 20		45,665,284 161,369,027
	art II	Signature Block		
Und	er pena	lities of perjury, I declare that I have examined this return, including accompanying schedules	s and statem	nents, and to the best of my knowledge and belief, it is
true	correc	ct, and complete. Declaration of preparer (other than officer) is based on all information of wh	hich preparer	r has any knowledge.
		KOMOM BALLAGO		10/3/2011
Sign	n	Signature of officer		Date
Her		KAREN E. BRUCE, CONTROLLER AND TREASU	RER	
HICH	C	Type or print name and title		
		Print/Type preparer's name Preparer's sygnature		Date Check PTIN
Paid		DAVID FAJE		9-30-11 sell-employed
			<u>, </u>	N. Y. A. C.
-	oarer	Firm's name RSM MCGLADREY INC		Firm's EIN
use	Only	Firm's address ONE SOUTH WACKER DRIVE, SUITE 80	UU	212 624 2400
		CHICAGO, IL 60606		Phone no. 312-634-3400
May	the IF	RS discuss this return with the preparer shown above? (see instructions)		X Yes No
0320	01 02-2	2-11 LHA For Paperwork Reduction Act Notice, see the separate instruction	ons.	Form 990 (2010

	m 990 (2010) NATIONAL MERIT SCHOLARSHIP CORPORATION 30-230 /	/45	Page 2
Ра	art III Statement of Program Service Accomplishments		चि
_	Check if Schedule O contains a response to any question in this Part III		<u> X</u>
1	Record the organization's mission. THE MISSION OF NATIONAL MERIT SCHOLARSHIP CORPORATION (NMSC) IS	то	
	RECOGNIZE AND HONOR THE ACADEMICALLY TALENTED STUDENTS OF THE U		····
	STATES. NMSC ACCOMPLISHES ITS MISSION BY CONDUCTING NATIONWIDE	VIIED	<u>'</u>
	ACADEMIC SCHOLARSHIP PROGRAMS. THE ENDURING GOALS OF NMSC'S		
_			
2	Did the organization undertake any significant program services during the year which were not listed on	∐Yes [∀ 7
	the prior Form 990 or 990-EZ?	res L	A No
	If "Yes," describe these new services on Schedule O	Yes [▼
3	bid the digatilization bodde contacting, or make digitimetric transfer in the digitimetric transfer in	Yes L	-A-J NO
	If "Yes," describe these changes on Schedule O.		
4	Describe the exempt purpose achievements for each of the organization's three largest program services by expenses.		
	Section 501(c)(3) and 501(c)(4) organizations and section 4947(a)(1) trusts are required to report the amount of grants and		
	allocations to others, the total expenses, and revenue, if any, for each program service reported.	106 0	60 .
4a	(Code:) (Expenses \$ 50994609. including grants of \$ 48117133.) (Revenue \$ 2,	190,0	00.
	NATIONAL MERIT SCHOLARSHIP PROGRAM		
	FOUR YEAR RENEWABLE SCHOLARSHIPS: 26,229		
	ONE-TIME AWARDS: 2,765		
4b	(Code:) (Expenses \$ 3,578,610 • including grants of \$ 2,982,082 •) (Revenue \$	498,1	22.)
	NATIONAL ACHIEVEMENT SCHOLARSHIP PROGRAM		
	FOUR YEAR RENEWABLE SCHOLARSHIPS: 384		
	ONE-TIME AWARDS: 706		
			
4c	(Code:) (Expenses \$ including grants of \$) (Revenue \$		
70	/(LAPETISES 4	***************************************	······································
4d	Other program services. (Describe in Schedule O)		
	(Expenses \$ including grants of \$) (Revenue \$)		
<u>4e</u>	Total program service expenses ► 54,573,219.	- 004	1 (00 : =1
		Form 99 ((2010) د

D-	A W OL - Was of Danish of Colonials			-3-
Pa	rt IV Checklist of Required Schedules		Yes	No
1	Iş the organization described in section 501(c)(3) or 4947(a)(1) (other than a private foundation)?		163	140
•	If "Yes," complete Schedule A	1 1	х	ŀ
2	Is the organization required to complete Schedule B, Schedule of Contributors?	2	Х	
3	Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for			7,7
	public office? If "Yes," complete Schedule C, Part I	3	L	X
4	Section 501(c)(3) organizations. Did the organization engage in lobbying activities, or have a section 501(h) election in effect during the tax year? If "Yes," complete Schedule C, Part II	4		х
5	Is the organization a section 501(c)(4), 501(c)(5), or 501(c)(6) organization that receives membership dues, assessments, or			
	sımılar amounts as defined in Revenue Procedure 98-19? If "Yes," complete Schedule C, Part III	5	L	ļ
6	Did the organization maintain any donor advised funds or any similar funds or accounts where donors have the right to			,,,
	provide advice on the distribution or investment of amounts in such funds or accounts? If "Yes," complete Schedule D, Part I	6		X
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	<u> </u>	X
8	Did the organization maintain collections of works of art, historical treasures, or other similar assets? If "Yes," complete Schedule D, Part III	8		x
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.			
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	<u> </u>	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
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		l	1
	the organization's liability for uncertain tax positions under FIN 48 (ASC 740)? If "Yes," complete Schedule D, Part X	11f	X	
2a	Did the organization obtain separate, independent audited financial statements for the tax year? If "Yes," complete	1		
	Schedule D, Parts XI, XII, and XIII	12a	X	
b	Was the organization included in consolidated, independent audited financial statements for the tax year?			١,,
	If "Yes," and if the organization answered "No" to line 12a, then completing Schedule D, Parts XI, XII, and XIII is optional	12b	ļ	X
3	Is the organization a school described in section 170(b)(1)(A)(ii)? If "Yes," complete Schedule E	13	<u> </u>	X
	Did the organization maintain an office, employees, or agents outside of the United States?	14a		<u> </u>
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	14b		х
_	Did the organization report on Part IX, column (A), line 3, more than \$5,000 of grants or assistance to any organization		 	
5	or entity located outside the United States? If "Yes," complete Schedule F, Parts II and IV	15		Х
6	Did the organization report on Part IX, column (A), line 3, more than \$5,000 of aggregate grants or assistance to individuals			
•	located outside the United States? If "Yes," complete Schedule F, Parts III and IV	16		Х
7	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	 	<u>X</u>
8	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
9	Did the organization report more than \$15,000 of gross income from gaming activities on Part VIII, line 9a? If "Yes,"	10		X
_	complete Schedule G, Part III	19 20a	\vdash	X
va	Did the organization operate one or more hospitals? If "Yes," complete Schedule H	200	L	

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)

			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? If "Yes," complete Schedule I, Parts I and III	22	х	
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		_X
b	Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception?	24b		
C	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		
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			37
	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 pnor Forms 990 or 990-EZ? If "Yes," complete			v
	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			Х
	person outstanding as of the end of the organization's tax year? If "Yes," complete Schedule L, Part II	26		
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	27		х
00	Schedule L, Part III Was the organization a party to a business transaction with one of the following parties (see Schedule L, Part IV	-21	-	
28	instructions for applicable filing thresholds, conditions, and exceptions):			
_	A current or former officer, director, trustee, or key employee? If "Yes," complete Schedule L, Part IV	28a		х
a b	A family member of a current or former officer, director, trustee, or key employee? If "Yes," complete Schedule L, Part IV	28b		X
	An entity of which a current or former officer, director, trustee, or key employee (or a family member thereof) was an officer,			
٠	director, trustee, or direct or indirect owner? If "Yes," complete Schedule L, Part IV	28c		Х
29	Did the organization receive more than \$25,000 in non-cash contributions? If "Yes," complete Schedule M	29		Х
30	Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation			
	contributions? If "Yes," complete Schedule M	30		Х
31	Did the organization liquidate, terminate, or dissolve and cease operations?			
_	If "Yes," complete Schedule N, Part I	31		Х
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		Х
34	Was the organization related to any tax-exempt or taxable entity?	l		
	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	Did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of]		•
	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?			٠,
	If "Yes," complete Schedule R, Part V, line 2	36		X
37	Did the organization conduct more than 5% of its activities through an entity that is not a related organization	_		v
	and that is treated as a partnership for federal income tax purposes? If "Yes," complete Schedule R, Part VI	37_	<u> </u>	X
38	Did the organization complete Schedule O and provide explanations in Schedule O for Part VI, lines 11 and 19?		х	
	Note. All Form 990 filers are required to complete Schedule O		990 (2010

	1 990 (2010) NATIONAL MERIT SCHOLARSHIP CORPORATION 36-2307 rt V Statements Regarding Other IRS Filings and Tax Compliance	745	Р	age 5
	Check if Schedule O contains a response to any question in this Part V			
	Content of the conten		Yes	님
10	Enter the number reported in Box 3 of Form 1096. Enter -0- if not applicable 1a 30	<u> </u>	res	No
_	Enter the number reported in Box 3 of Form 1096. Enter -0- if not applicable Enter the number of Forms W-2G included in line 1a. Enter -0- if not applicable 1a 50 1b 0	1		
b	Did the organization comply with backup withholding rules for reportable payments to vendors and reportable gaming			
С	(gambling) winnings to prize winners?	1c	х	
20	Enter the number of employees reported on Form W-3, Transmittal of Wage and Tax Statements,	"		\vdash
20	·			
.	filed for the calendar year ending with or within the year covered by this return 2a 42 If at least one is reported on line 2a, did the organization file all required federal employment tax returns?	2b	х	
U	Note. If the sum of lines 1a and 2a is greater than 250, you may be required to e-file (see instructions)	20		
20		3a		x
	Did the organization have unrelated business gross income of \$1,000 or more during the year? If "Yes," has it filed a Form 990-T for this year? If "No," provide an explanation in Schedule O	3b		
		30		
48	At any time during the calendar year, did the organization have an interest in, or a signature or other authority over, a	4a		X
L	financial account in a foreign country (such as a bank account, securities account, or other financial account)?	44		
D	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.	5a		X
	Was the organization a party to a prohibited tax shelter transaction at any time during the tax year?	5b		X
b	Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction?	5c		
	If "Yes," to line 5a or 5b, did the organization file Form 8886-T? Does the organization have annual gross receipts that are normally greater than \$100,000, and did the organization solicit			_
oa		6a		х
	any contributions that were not tax deductible?	_ oa		
Ð	If "Yes," did the organization include with every solicitation an express statement that such contributions or gifts	6b		
-	were not tax deductible?	UD		
7	Organizations that may receive deductible contributions under section 170(c). Did the organization receive a payment in excess of \$75 made partly as a contribution and partly for goods and services provided to the payor?	7a		х
a		7b		
	If "Yes," did the organization notify the donor of the value of the goods or services provided?			
С	Did the organization sell, exchange, or otherwise dispose of tangible personal property for which it was required	7c		х
_	to file Form 8282? If "Yes " indicate the number of Forms 8282 filed during the year	-/c		
	If "Yes," indicate the number of Forms 8282 filed during the year Did the organization receive any funds, directly or indirectly, to pay premiums on a personal benefit contract?	7e		х
e		7 f		X
f	Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contract? If the organization received a contribution of qualified intellectual property, did the organization file Form 8899 as required?	79		 -
9	If the organization received a contribution of qualified intellectual property, did the organization received a contribution of cars, boats, airplanes, or other vehicles, did the organization file a Form 1098-C?	7h		-
h 8	Sponsoring organizations maintaining donor advised funds and section 509(a)(3) supporting organizations. Did the supporting	 ```		t
0	organization, or a donor advised fund maintained by a sponsoring organization, have excess business holdings at any time during the year?	В		
9	Sponsoring organizations maintaining donor advised funds.	<u> </u>		
	Did the organization make any taxable distributions under section 4966?	9a		
	Did the organization make a distribution to a donor, donor advisor, or related person?	9b		1
10	Section 501(c)(7) organizations. Enter	<u> </u>		<u> </u>
а	Initiation fees and capital contributions included on Part VIII, line 12			1
b	Gross receipts, included on Form 990, Part VIII, line 12, for public use of club facilities 10b	1		
11	Section 501(c)(12) organizations. Enter:	1		
a	Gross income from members or shareholders			
	Gross income from other sources (Do not net amounts due or paid to other sources against	1		
_	amounts due or received from them.)		ŀ	
122	Section 4947(a)(1) non-exempt charitable trusts. Is the organization filing Form 990 in lieu of Form 1041?	12a		
	If "Yes," enter the amount of tax-exempt interest received or accrued during the year 12b			
13	Section 501(c)(29) qualified nonprofit health insurance issuers.	1	•	
	Is the organization licensed to issue qualified health plans in more than one state?	13a		1
•	Note. See the instructions for additional information the organization must report on Schedule O.			†
ь	Enter the amount of reserves the organization is required to maintain by the states in which the			
b	organization is licensed to issue qualified health plans			1
_	Enter the amount of reserves on hand	1	1	
	Did the organization receive any payments for indoor tanning services during the tax year?	14a		X
	If "Yes," has it filed a Form 720 to report these payments? If "No," provide an explanation in Schedule O	14b	 	1
	in too, made it mind at only the to report the do payments in the provide the expandation in the second sec	_	990	(2010

Form 990 (2010) NATIONAL MERIT SCHOLARSHIP CORPORATION 36-2307745 Page

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

	Check if Schedule O contains a response to any question in this Part VI			X
Sec	tion 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 1a 21			
b	Enter the number of voting members included in line 1a, above, who are independent 1b 20			
2	Did any officer, director, trustee, or key employee have a family relationship or a business relationship with any other			
	officer, director, trustee, or key employee?	2		X
3	Did the organization delegate control over management duties customanly performed by or under the direct supervision	ŀ		
	of officers, directors or trustees, or key employees to a management company or other person?	3		X
4	Did the organization make any significant changes to its governing documents since the prior Form 990 was filed?	4		X
5	Did the organization become aware during the year of a significant diversion of the organization's assets?	5		X
6	Does the organization have members or stockholders?	6_		Х
7a		_		_U
	governing body?	7a	<u> </u>	X
ь		7b		
8	Did the organization contemporaneously document the meetings held or written actions undertaken during the year			
	by the following:		v	
	The governing body?	8a	X	 -
	Each committee with authority to act on behalf of the governing body?	8b		ļ
9	Is there any officer, director, trustee, or key employee listed in Part VII, Section A, who cannot be reached at the	9		х
500	organization's mailing address? If "Yes," provide the names and addresses in Schedule O	9	<u> </u>	
360	tion B. Policies (This Section B requests information about policies not required by the Internal Revenue Code)		Yes	No
102	Does the organization have local chapters, branches, or affiliates?	10a	103	X
	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	ļ	
115	Has the organization provided a copy of this Form 990 to all members of its governing body before filing the form?	11a	Х	
	Describe in Schedule O the process, if any, used by the organization to review this Form 990.	<u> </u>		
	Does the organization have a written conflict of interest policy? If "No," go to line 13	12a	Х	
	Are officers, directors or trustees, and key employees required to disclose annually interests that could give rise			
_	to conflicts?	12b	Х	
С	Does the organization regularly and consistently monitor and enforce compliance with the policy? If "Yes," describe			
	in Schedule O how this is done	12c	Х	
13	Does the organization have a written whistleblower policy?	13	X	
14	Does the organization have a written document retention and destruction policy?	14	X	
15	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?			
а	The organization's CEO, Executive Director, or top management official	15a	X	
b	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			
	taxable entity during the year?	16a	ļ	X
b	If "Yes," has the organization adopted a written policy or procedure requiring the organization to evaluate its participation		ļ	
	in joint venture arrangements under applicable federal tax law, and taken steps to safeguard the organization's			
	exempt status with respect to such arrangements?	16b	<u> </u>	L
Sec	tion C. Disclosure			
17	List the states with which a copy of this Form 990 is required to be filed ►SEE SCHEDULE O			
18	Section 6104 requires an organization to make its Forms 1023 (or 1024 if applicable), 990, and 990-T (501(c)(3)s only) available	tor		
	public inspection. Indicate how you make these available. Check all that apply			
	Own website Another's website X Upon request			
19	Describe in Schedule O whether (and if so, how), the organization makes its governing documents, conflict of interest policy, a	nd fina	ancial	
	statements available to the public.	-		
20	State the name, physical address, and telephone number of the person who possesses the books and records of the organization of the person who possesses the books and records of the organization of the person who possesses the books and records of the organization of the person who possesses the books and records of the organization of the person who possesses the books and records of the organization of the person who possesses the books and records of the organization of the person who possesses the books and records of the organization of the person who possesses the books and records of the organization of the person who possesses the books and records of the organization of the person who possesses the books and records of the organization of the person who possesses the books and records of the organization of the person who possesses the books and records of the organization of the person of	นอก		
	KAREN E. BRUCE - 847-866-5111 1560 SHERMAN AVENUE, SUITE 200, EVANSTON, IL 60201-4897			
	1300 SHERMAN AVENUE, SULTE 200, EVANSION, ID 00201-4037			

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.

m I Check this box if neither the organization nor any related organization compensated any current officer, director, or trustee.

- 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)	T T		_	C)			(D)	(E)	(F)
Name and Title	Average	Position						Reportable	Reportable	Estimated
	hours per	(c	(check all that				ly)	compensation	compensation	amount of
	week	į	jg			from the	from related	other compensation		
	(describe hours for	gie				ted ted		organization	organizations (W-2/1099-MISC)	from the
	related	ste	ruste			pensa		(W-2/1099-MISC)	(11 2) 1000 111100)	organization
	organizations	ᆵ	onalt		ploye	E com		` ;		and related
	ın Schedule	Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former			organizations
	O)	╚	=	_	Ľ	= 5	<u> </u>			
JAMES R. DONNELLEY	0.50	Į.,						0	^	^
CHAIRMAN	0.50	X	_	_	ļ	_	 	0.	0.	0.
RICHARD L. KEYSER	0.50	<u>.</u>						0.	0.	0.
VICE-CHAIRMAN	0.50	X	_	_	 	<u> </u>	_	0.	0.	0.
HAROLD B. SMITH, JR.	0.50	- U						0.	0.	0.
VICE-CHAIRMAN	0.50	X	-		_	_	<u> </u>	0.	0.	<u> </u>
DIANA M. SCHMELZER	0.50	J			1			0.	0.	0.
VICE-CHAIRMAN	0.50	X	<u> </u>	<u> </u>	<u> </u>			U •	0.	<u> </u>
LORI BETTISON-VARGA	0.50	x			ļ			0.	0.	0.
DIRECTOR SCOTT S. COWEN	0.50	₽					\vdash	0.	0.	
DIRECTOR	0.50	х						0.	0.	0.
GREGORY L. GEOFFROY	1	^	H			⊢		0.	0.	-
DIRECTOR	0.50	Х					l	0.	0.	0.
LINDA R. GORSLINE	0.50	1		-	-	 	├─	0.	•	
DIRECTOR	0.50	\mathbf{x}						0.	0.	0.
MARK A. HAUGHT	1		-	<u> </u>		┢	\vdash			
DIRECTOR	0.50	х	•		Ī			0.	0.	0.
EDWIN S. HEDGEPETH	-	_	\vdash							
DIRECTOR	0.50	Х						0.	0.	0.
MICHAEL J. HEILMAN										
DIRECTOR	0.50	Х						0.	0.	0.
MICHAEL G. JOHNSON	-									
DIRECTOR	0.50	Х				ŀ		0.	0.	0.
BRIAN C. MITCHELL										
DIRECTOR	0.50	Х						0.	0.	0.
CE QUANDT										
DIRECTOR	0.50	Х						0.	0.	0.
THOMAS J. QUINLAN III										
DIRECTOR	0.50	Х						0.	0.	0.
SUE SLOAN										
DIRECTOR	0.50	Х						0.	0.	0.
DEBORAH V. TRASKELL	1									
DIRECTOR	0.50	Х						0.	0.	0.
000007 40 04 40						-				Form 990 (2010)

Form 990 (2010) Page 8 Part VII Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees (continued) (A) (C) (F) Average Name and title **Position** Reportable Reportable Estimated hours per (check all that apply) compensation compensation amount of week from from related other (describe the organizations compensation Highest compensated employee hours for organization (W-2/1099-MISC) from the Individual trustee or Institutional trustee related (W-2/1099-MISC) organization Key employee organizations and related ın Schedule organizations Officer O) THOMAS R. VOSS DIRECTOR 0.50 | x0. 0. 0 DIRLENE WHEELER DIRECTOR $0.50 \, \mathrm{x}$ 0. 0. 0. JAMES H. WOOTEN JR. 0.50 | xDIRECTOR 0. 0. 0. TIMOTHY E. MCGUIRE Х PRESIDENT 35.00 X 176,840. 0. 32,067. KAREN M. BOICH VICE PRESIDENT AND TREASURER 35.00 Х 110,303. 0. 43,858. JEFFREY Z. LITTLE, VP AND EXECUTIVE DIRECTOR OF ADMINISTRATION 35.00 X 94,372. 0. 24,190. TIMOTHY J. STERZIK, VP AND EXECUTIVE DIRECTOR OF PROGRAM EVALUATION 35.00 X 84,724 0. 35,624. THOMAS S. BLADE VP AND EXECUTIVE X DIRECTOR OF INFORMATION TECHNOLOGY 35.00 107,227 0. 25,625. RICHARD L. SEVCIK X CORPORATE SECRETARY 0.50 0 0 0. 573,466. 0. 161,364. 1b Sub-total Ō. c Total from continuation sheets to Part VII, Section A 573,466. 161,364. d Total (add lines 1b and 1c) Total number of individuals (including but not limited to those listed above) who received more than \$100,000 in reportable 3 compensation from the organization Yes No Did the organization list any former officer, director or trustee, key employee, or highest compensated employee on X line 1a? If "Yes," complete Schedule J for such individual 3 For any individual listed on line 1a, is the sum of reportable compensation and other compensation from the organization Х and related organizations greater than \$150,000? If "Yes," complete Schedule J for such individual 4 Did any person listed on line 1a receive or accrue compensation from any unrelated organization or individual for services Х rendered to the organization? If "Yes," complete Schedule J for such person Section B. Independent Contractors Complete this table for your five highest compensated independent contractors that received more than \$100,000 of compensation from

the organization

(A) Name and business address	(B) Description of services	(C) Compensation
SOGETI		
7735 PARAGON ROAD, DAYTON, OH 45459	IT CONSULTANT	978,001.
PARITY SYSTEMS, LTD., 1560 SHERMAN AVENUE		
#301, EVANSTON, IL 60201	IT CONSULTANT	230,965.
WESTFORD GROUP		
PO BOX 1169, NEW LENOX, IL 60451	STAFFING FIRM	168,371.
MORGAN LEWIS & BOCKIUS, LLP, 1111		
PENNSYLVANIA AVE, NW WASHINGTON, DC 20004	LEGAL COUNSEL	139,401.
AJILON CONSULTING		
175 BROAD HOLLOW ROAD, MELVILLE, NY 11747	IT CONSULTANT	130,417.
2 Total number of independent contractors (including but not limited to those lis	ted above) who received more than	
\$100,000 in compensation from the organization		
175 BROAD HOLLOW ROAD, MELVILLE, NY 11747 2 Total number of independent contractors (including but not limited to those list		130,

P	ert V	III Statement of Reve	nue					
	,		:		(A) Total revenue	(B) Related or exempt function revenue	(C) Unrelated business revenue	(D) Revenue excluded from tax under sections 512, 513, or 514
ts, grants	1 a	Federated campaigns Membership dues Fundraising events	1a 1b 1c					, ,
Contributions, gifts, grants and other similar amounts	e f	Related organizations Government grants (contributions, gifts, grants)	nts, and					
Contrib and oth	. g	similar amounts not included about Noncash contributions included in lines Total. Add lines 1a-1f		43,101,344.	43,101,344.			
_				Business Code				†
0	2 a	TEST FEE REVENU	TE	900099	2692553.	2692553.		1
Program Service Revenue		SPONSOR ADMIN.		561000	2,437.	2,437.		
gram	c	· · · · · · · · · · · · · · · · · · ·						
F.	f		enue					
		Total. Add lines 2a-2f	51.40	•	2694990.			
	3	Investment income (including other similar amounts)	dividends, intere		2003558.			2,003,558.
	4	Income from investment of ta	x-exempt bond p	proceeds 🕨				
	5	Royalties		>				
i			(i) Real	(ii) Personal			-	
	6 a	Gross Rents			ŀ			
	b	Less rental expenses						
	c	Rental income or (loss)					•	
i	d	Net rental income or (loss)	·	>				
		Gross amount from sales of	(i) Securities	(II) Other				
		assets other than inventory	58,073,041.	(7,				,
	h	Less. cost or other basis					. , .	
	_	and sales expenses	50,054,685.					
	_	Gain or (loss)	8,018,356.					
		Net gain or (loss)	1,,,		8018356.			8,018,356.
enne		Gross income from fundraisin including \$	g events (not of		00103300			
Other Reve		contributions reported on line Part IV, line 18						
Ĕ	b	Less direct expenses	b					1
٥		Net income or (loss) from fund	draising events	•				1
		Gross income from gaming ac	-				<u> </u>	
- 1		Part IV, line 19	а					
	b	Less direct expenses	b					
l		Net income or (loss) from gam	nno activities	•				
		Gross sales of inventory, less	-					
		and allowances	а	1				1
	h	Less: cost of goods sold	b					
-				<u> </u>				
H	<u>c</u>	Net income or (loss) from sale						
ŀ		MISCELL AND OLC T		Business Code 900099	890.			890.
	11 a	MISCELLANEOUS I	.NC .	300033	030.		 	030.
- }	b			<u> </u>			 	
- 1	C			<u> </u>				
	đ	All other revenue						
	е	Total. Add lines 11a-11d		▶ [890.		<u> </u>	<u> </u>
	12	Total revenue. See instructions.		>	55,819,138.	2694990.	0.	
03200: 12-21-	10							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 complete column (A) but are not required to complete columns (B), (C), and (D) (A) Total expenses (B) (C) Do not include amounts reported on lines 6b, Program service Fundraising Management and 7b, 8b, 9b, and 10b of Part VIII. expenses general expenses expenses Grants and other assistance to governments and 2,692,553 2,692,553 organizations in the U.S. See Part IV. line 21 Grants and other assistance to individuals in 48,406,662 48,406,662. the U.S. See Part IV, line 22 Grants and other assistance to governments, organizations, and individuals outside the U.S. See Part IV, lines 15 and 16 Benefits paid to or for members Compensation of current officers, directors, 170,034. 252,070. 548,433 126,329. trustees, and key employees Compensation not included above, to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B) 1,636,319. 1,285,694. 177,052. 173,573. Other salanes and wages Pension plan contributions (include section 401(k) 60,282. 265,528. 163,873. 41,373. and section 403(b) employer contributions) 34,719. 215,796. 154,251. 26,826. Other employee benefits 129,365. 33,772. 25,203. 188,340. 10 Payroll taxes 11 Fees for services (non-employees). Management 138,270. 59,712. 59,711. 18,847. Legal Ь 36,432. 36,432. c Accounting d Lobbyina Professional fundraising services. See Part IV, line 17 320,719. 320,719. Investment management fees 1,090,979. 760,055. 136,068. 194,856. Other g 12 Advertising and promotion 305,493. 34,557. 87,874. 427,924. 13 Office expenses Information technology 14 15 Royalties 356,986. 232,041. 64,257. 60,688. 16 Occupancy 8,349. 5,564. 38,956. 25,043. 17 Travel 18 Payments of travel or entertainment expenses for any federal, state, or local public officials 76,563. 76,563. Conferences, conventions, and meetings 19 20 21 Payments to affiliates 23,997. 141,160. 91,754. 25,409. 22 Depreciation, depletion, and amortization 5,573. 5,264. 30,963. 20,126. 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.) b C All other expenses 54,573,219. 1,248,970. 790,394. 56,612,583. Total functional expenses. Add lines 1 through 24f 25 Joint costs, Check here I if following SOP 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

Pa	rt X	Balance Sheet			
	,	•	(A) Beginning of year		(B) End of year
	1	Cash - non-interest-bearing	1,150.	1	150.
	2	Savings and temporary cash investments	5,768,319.	2_	5,816,245.
	3	Pledges and grants receivable, net		3	
Assets	4	Accounts receivable, net .	11,638.	4	663,052.
	5	Receivables from current and former officers, directors, trustees, key			
		employees, and highest compensated employees. Complete Part II			
		of Schedule L		5	
	6	Receivables from other disqualified persons (as defined under section			
Assets	l	4958(f)(1)), persons described in section 4958(c)(3)(B), and contributing			
		employers and sponsoring organizations of section 501(c)(9) voluntary			
		employees' beneficiary organizations (see instructions)		6	
	7	Notes and loans receivable, net		7	
	8	Inventories for sale or use		8	40 500
	9	Prepaid expenses and deferred charges	40,823.	9	13,588.
	10a	Land, buildings, and equipment: cost or other	3. 14		
		basis Complete Part VI of Schedule D Less: accumulated depreciation 10a 3,229,340. 10b 646,596.	4 404 000		0 500 544
	b	Less: accumulated depreciation 10b 646,596.	1,131,273.		2,582,744. 155,170,032.
	11	Investments - publicly traded securities	141,170,597.	11	155,170,032.
	12	Investments - other securities See Part IV, line 11		12	
	13	Investments - program-related See Part IV, line 11		13	
	14	Intangible assets	0.0.443	14	100 507
	15	Other assets. See Part IV, line 11	97,443.	15	100,507.
	16	Total assets. Add lines 1 through 15 (must equal line 34)	148,221,243.	16	164,346,318.
	17	Accounts payable and accrued expenses	489,673.	17	1,006,811.
	18	Grants payable	2 050 040	18	1 050 715
	19	Deferred revenue	2,050,948.	19	1,950,715.
	20	Tax-exempt bond liabilities		20	
es	21	Escrow or custodial account liability. Complete Part IV of Schedule D		21	<u>-</u>
Ĕ	22	Payables to current and former officers, directors, trustees, key employees,			
Liabilities	}	highest compensated employees, and disqualified persons. Complete Part II			
_		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	15,338.	24	19,765.
	25	Other liabilities Complete Part X of Schedule D	2,555,959.	25 26	2,977,291.
	26	Total liabilities. Add lines 17 through 25	2,333,333.	20	2,511,2510
		Organizations that follow SFAS 117, check here X and complete			
ces		lines 27 through 29, and lines 33 and 34.	142,218,627.	27	157,346,921.
<u>la</u>	27	Unrestricted net assets	385,641.	28	961,090.
Ba	28	Temporantly restricted net assets	3,061,016.	29	3,061,016.
Ę	29	Permanently restricted net assets Organizations that do not follow SFAS 117, check here	3,001,010	23	3,002,02
Ē		- g			
္ပ	20	complete lines 30 through 34.		30	
se	30	Capital stock or trust principal, or current funds		31	
Ä	31	Paid-in or capital surplus, or land, building, or equipment fund		32	
Net Assets or Fund Balances	32	Retained earnings, endowment, accumulated income, or other funds	145,665,284.	33	161,369,027.
-	33	Total net assets or fund balances	148,221,243.	34	164,346,318.
	34	Total liabilities and net assets/fund balances	-10,221,233.		5 990 (2010)

	1990 (2010) NATIONAL MERTT SCHOLARSHIP CORPORATION	<u> 30-2</u>	30//45	<u> </u>	ge IZ
Pa	rt XI. Reconciliation of Net Assets				
	Check if Schedule O contains a response to any question in this Part XI				X
	1				
1	Total revenue (must equal Part VIII, column (A), line 12)	1	55,81		
2	Total expenses (must equal Part IX, column (A), line 25)	2	56,61		
3	Revenue less expenses. Subtract line 2 from line 1	3		3,4	
4	Net assets or fund balances at beginning of year (must equal Part X, line 33, column (A))	4	145,66		
5	Other changes in net assets or fund balances (explain in Schedule O)	5	16,49		
6_	Net assets or fund balances at end of year Combine lines 3, 4, and 5 (must equal Part X, line 33, column (B))	6	161,36	9,0	<u>27.</u>
Pa	rt XIII Financial Statements and Reporting				
	Check if Schedule O contains a response to any question in this Part XII				
				Yes	No
1	Accounting method used to prepare the Form 990: Lash LX Accrual L Other		_	1	ļ
	If the organization changed its method of accounting from a prior year or checked "Other," explain in Schedule	0.		l	
2a	Were the organization's financial statements compiled or reviewed by an independent accountant?		2a	<u>L</u>	X
þ	Were the organization's financial statements audited by an independent accountant?		2b	X	<u> </u>
C	If "Yes" to line 2a or 2b, does the organization have a committee that assumes responsibility for oversight of the	e audıt,			
	review, or compilation of its financial statements and selection of an independent accountant?		2c	X	L
	If the organization changed either its oversight process or selection process during the tax year, explain in Sch	edule O.			
d	If "Yes" to line 2a or 2b, check a box below to indicate whether the financial statements for the year were issue	d on a			
	separate basis, consolidated basis, or both				
	Separate basis Consolidated basis Both consolidated and separate basis			ĺ	İ
За	As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the Sil	ngle Audit			1
	Act and OMB Circular A-133?		3a	<u> </u>	X
b	If "Yes," did the organization undergo the required audit or audits? If the organization did not undergo the requi	ired audit			
	or audits, explain why in Schedule O and describe any steps taken to undergo such audits.		3b	<u> </u>	<u> </u>

Form **990** (2010)

SCHEDULE A

(Form 990 or 990-EZ)

Department of the Treasury Internal Revenue Service

Public Charity Status and Public Support

Complete if the organization is a section 501(c)(3) organization or a section 4947(a)(1) nonexempt charitable trust.

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

OMB No 1545-0047

Open to Public Inspection

Employer identification number

36-2307745

Name of the organization

NATIONAL MERIT SCHOLARSHIP CORPORATION

Part I	Reason	for Public Char	rity Status (All organiz	ations mu	st comple	te this par	t) See ins	tructions				
he orga	nization is not	a private foundation	because it is: (For lines	1 through	11, check	only one t	ox.)					
1 🗔	A church, co	nvention of churche	s, or association of chur	ches desc	nbed in s e	ction 170	(b)(1)(A)(i)).				
2 🔲	A school described in section 170(b)(1)(A)(ii). (Attach Schedule E.)											
з 🗀	A hospital or a cooperative hospital service organization described in section 170(b)(1)(A)(iii).											
4 🔲	A medical research organization operated in conjunction with a hospital described in section 170(b)(1)(A)(iii). Enter the hospital's name,											
	city, and stat		•		•							
5 🔲	An organizat	on operated for the	benefit of a college or ur	niversity o	wned or o	perated by	a governi	mental uni	t describ	ed in		
	An organization operated for the benefit of a college or university owned or operated by a governmental unit described in section 170(b)(1)(A)(iv). (Complete Part II)											
6 🗀	A federal, state, or local government or governmental unit described in section 170(b)(1)(A)(v).											
7 X	•	•	eives a substantial part					or from the	general	public desc	nbed	תו
	•	(b)(1)(A)(vi). (Comple	•			•				•		
в 🗀			section 170(b)(1)(A)(vi).	(Complete	Part II)							
9 🗀	•		eives: (1) more than 33 1		•	rom contri	butions, n	nembershi	p fees, a	nd gross re	ceipts	from
	•	•	nctions - subject to certa							-		
			axable income (less sect									
		509(a)(2). (Complete	•		•		•	, ,				
o 🗀			perated exclusively to te	st for publ	ic safety.	See sectio	n 509(a)(4	4).				
1 🔲	_	-	perated exclusively for th	· •	=				y out the	purposes o	of one	or
	•	•	ations described in secti						-			
			organization and comple				•	•				
	a Type	,, <u>,,</u>	¬ ~ ·		•	tionally in	tegrated		d 🗀	Type III • 0	Other	
е 🗀	• • •		at the organization is not			•	_	r more dis	qualified	• •		ın
			han one or more publicly									
f			tten determination from t									
	•	rganization, check th			•							
g		•	organization accepted ar	ny gift or co	ontribution	from any	of the follo	owing per	sons?			
•			lirectly controls, either al							,	Yes	No
			upported organization?	Ū		•				11g(i)		
	•		n described in (i) above?	,						11g(ii)		
		•	person described in (i) o		e?					11g(iii)		
h		•	about the supported or	• •						<u></u>		*
		3		J	,							
(i) Name	of supported	(ii) EIN	(iii) Type of	(iv) is the c	organization	(v) Did yo	u notify the	(vi) ls	the .	(vii) An	nount o	of .
• •	anization	(11) (11)	organization	in col. (i) lis	sted in your		ion in col.	organizátic	on in col. ed in the		port	
3			(described on lines 1-9 above or IRC section	governing	document?	(i) of you	r support?	(i) organiz U S	.7	·	•	
			(see instructions))	Yes	No	Yes	No	Yes	No			
						-	İ					
							1					
. —								· · · · · · ·				
				t				†				
					1							
					 	<u> </u>						
		t	L						+			

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

Schedule A (Form 990 or 990-EZ) 2010

Schedule A (Form 990 or 990-EZ) 2010 NATIONAL MERIT SCHOLARSHIP CORPORATION 36-2307745 Page 2 Part II | Support Schedule for Organizations Described in Sections 170(b)(1)(A)(iv) and 170(b)(1)(A)(vi)

(Complete only if you checked the box on line 5, 7, or 8 of Part I or if the organization failed to qualify under Part III If the organization fails to qualify under the tests listed below, please complete Part III)

Se	ction A. Public Support								
Cale	endar year (or fiscal year beginning in)	(a) 2006	(b) 2007	(c) 2008	(d) 2009	(e) 2010	(f) Total		
1	Gifts, grants, contributions, and								
	membership fees received. (Do not					;			
	include any "unusual grants.")	41,124,549.	41,537,015.	41,351,562.	41,564,332.	43,101,344.	208,678,802.		
2	Tax revenues levied for the organ-								
	zation's benefit and either paid to								
	or expended on its behalf								
3	The value of services or facilities								
	furnished by a governmental unit to								
	the organization without charge								
4	Total. Add lines 1 through 3	41,124,549.	41,537,015.	41,351,562.	41,564,332.	43,101,344.	208,678,802.		
	The portion of total contributions								
	by each person (other than a		, ,	, '					
	governmental unit or publicly			, i î.	,				
	supported organization) included	1	,	· .	,				
	on line 1 that exceeds 2% of the		,						
	amount shown on line 11,			• •	, .				
	column (f)		4		' ;		9,371,409.		
6	6 Public support. Subtract line 5 from line 4								
	Section B. Total Support								
	ndar year (or fiscal year beginning in)	(a) 2006	(b) 2007	(c) 2008	(d) 2009	(e) 2010	(f) Total		
	Amounts from line 4	41,124,549.	41,537,015.	41,351,562.	41,564,332.	43,101,344.	208,678,802.		
	Gross income from interest,								
•	dividends, payments received on								
	secunties loans, rents, royalties								
	and income from similar sources	5,179,434.	5,368,613.	4,469,992.	3,171,112.	2,003,558.	20,192,709.		
9	Net income from unrelated business		<u> </u>						
Ĭ	activities, whether or not the								
	business is regularly carned on								
10	Other income. Do not include gain								
	or loss from the sale of capital								
	assets (Explain in Part IV)								
11	Total support. Add lines 7 through 10						228,871,511.		
	Gross receipts from related activities,	etc. (see instruction	ons)	L	<u> </u>	12 2	,722,206.		
	•	,	•	d. fourth, or fifth ta	ıx vear as a sectio	n 501(c)(3)	·		
	13 First five years. If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3)								
Sec	organization, check this box and stop here Section C. Computation of Public Support Percentage								
14	Public support percentage for 2010 (I	ine 6, column (f) di	vided by line 11, c	olumn (f))		14	87.08 %		
	_					15	86.05 %		
	5 Public support percentage from 2009 Schedule A, Part II, line 14 6a 33 1/3% support test - 2010.If the organization did not check the box on line 13, and line 14 is 33 1/3% or more, check this box and								
	stop here. The organization qualifies as a publicly supported organization								
b	33 1/3% support test - 2009. If the or	, , ,	-		line 15 is 33 1/3%	or more, check th	is box		
_	and stop here. The organization quali						ightharpoons		
17a	10% -facts-and-circumstances test	• •	• • •		13. 16a. or 16b. a	nd line 14 is 10%	or more,		
	and if the organization meets the "fac								
	meets the "facts-and-circumstances"						ightharpoons		
h	10% -facts-and-circumstances test					7a, and line 15 is	10% or		
-	more, and if the organization meets the								
	organization meets the "facts-and-circ								
18	Private foundation. If the organization		-		-		s 🔎		
	Trace roundation if the organization	dia not oncorea	20% 011 1110 10, 10			dule A (Form 990			

Schedule A (Form 990 or 990 EZ) 2010 Part III | Support Schedule for Organizations Described in Section 509(a)(2)

(Complete only if you checked the box on line 9 of Part I or if the organization failed to qualify under Part II. If the organization fails to

	quality under the tests listed b	elow, please com	iplete Part II.)				
Se	ction A. Public Support				·		
Cal	endar year (or fiscal year beginning in) 🕨	(a) 2006	(b) 2007	(c) 2008	(d) 2009	(e) 2010	(f) Total
1	Gifts, grants, contributions, and						
	membership fees received. (Do not					İ	
	include any "unusual grants.")				L		
2	Gross receipts from admissions, merchandise sold or services performed, or facilities furnished in any activity that is related to the organization's tax-exempt purpose						
3	Gross receipts from activities that						
	are not an unrelated trade or bus-	Į			İ		
	iness under section 513	<u> </u>					
4	Tax revenues levied for the organ- ization's benefit and either paid to or expended on its behalf						
5	The value of services or facilities						
	furnished by a governmental unit to		[ĺ	1	
	the organization without charge						
6	Total. Add lines 1 through 5					T	
78	Amounts included on lines 1, 2, and						
	3 received from disqualified persons						
ŧ	Amounts included on lines 2 and 3 received from other than disqualified persons that exceed the greater of \$5,000 or 1% of the amount on line 13 for the year						
c	: Add lines 7a and 7b				<u></u>		
8	Public support (Subtract line 7c from line 6)		1. T. 2.		<u> </u>		
<u> </u>	ction B. Total Support					,	
Cale	ndar year (or fiscal year beginning in) ►	(a) 2006	(b) 2007	(c) 2008	(d) 2009	(e) 2010	(f) Total
9	Amounts from line 6						
10a	Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources						
t	Unrelated business taxable income						
	(less section 511 taxes) from businesses						
	acquired after June 30, 1975		ľ				
c	Add lines 10a and 10b	,					
11	Net income from unrelated business activities not included in line 10b, whether or not the business is regularly carried on						
	Other income. Do not include gain or loss from the sale of capital assets (Explain in Part IV.)						
	Total support (Add lines 9, 10c, 11, and 12)				L	7544 3/5	
14	First five years. If the Form 990 is for	the organization'	s first, second, third	, tourth, or fifth t	ax year as a section	on 501(c)(3) organiz	ation,
	check this box and stop here	- 0		·	 		
	tion C. Computation of Publi						
	Public support percentage for 2010 (li	• • •	•	olumn (f))		15	%
	Public support percentage from 2009			.,-,		16	%
	tion D. Computation of Inves						
	Investment income percentage for 20			e 13, column (f))		17	%
	Investment income percentage from 2					18	%
19a	33 1/3% support tests - 2010. If the	-					7 is not
	more than 33 1/3%, check this box ar		-				▶∟⊥
b	33 1/3% support tests - 2009. If the	•					and
	line 18 is not more than 33 1/3%, che	ck this box and s	top here. The organ	nzation qualifies	as a publicly supp	orted organization	▶ٰ
20	Private foundation. If the organization	n did not check a	box on line 14, 19a.	or 19b, check th	nis box and see in	structions	▶

SCHEDULE D

(Form 990)

Department of the Treasury Internal Revenue Service

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

NATIONAL MERIT SCHOLARSHIP CORPORATION

Employer identification number 36-2307745

Pa	rt I Organizations Maintaining Donor Advise	ed Funds or Other Similar Funds of	or Accounts. Complete if the
	organization answered "Yes" to Form 990, Part IV, Im		·
		(a) Donor advised funds	(b) Funds and other accounts
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		
5	Did the organization inform all donors and donor advisors in	writing that the assets held in donor advised	d funds
	are the organization's property, subject to the organization's	exclusive legal control?	Yes No
6	Did the organization inform all grantees, donors, and donor a	dvisors in writing that grant funds can be us	sed only
	for charitable purposes and not for the benefit of the donor of	or donor advisor, or for any other purpose co	onferring
	ımpermıssıble private benefit?		Yes No
Pa	rt II Conservation Easements. Complete if the org	ganization answered "Yes" to Form 990, Par	rt IV, line 7.
1	Purpose(s) of conservation easements held by the organization	on (check all that apply)	
	Preservation of land for public use (e.g., recreation or e	education) Preservation of an histo	rically important land area
	Protection of natural habitat	Preservation of a certifie	ed historic structure
	Preservation of open space		
2	Complete lines 2a through 2d if the organization held a qualit	fied conservation contribution in the form of	a conservation easement on the last
	day of the tax year.		
			Held at the End of the Tax Year
а	Total number of conservation easements		2a
b	Total acreage restricted by conservation easements		2b
C	Number of conservation easements on a certified historic str	• •	2c
d	Number of conservation easements included in (c) acquired	after 8/17/06, and not on a historic structure	1 1
_	listed in the National Register		2d
3	Number of conservation easements modified, transferred, re	leased, extinguished, or terminated by the o	organization during the tax
4	year ▶Number of states where property subject to conservation ea	noment in located	
5	Does the organization have a written policy regarding the per		
•	violations, and enforcement of the conservation easements r	<u> </u>	Yes No
6	Staff and volunteer hours devoted to monitoring, inspecting,		
7	Amount of expenses incurred in monitoring, inspecting, and	-	
8	Does each conservation easement reported on line 2(d) above	-	
	and section 170(h)(4)(B)(ii)?		Yes No
9	In Part XIV, describe how the organization reports conservati	on easements in its revenue and expense s	tatement, and balance sheet, and
	include, if applicable, the text of the footnote to the organization		
	conservation easements.		
Pai	t III Organizations Maintaining Collections or	f Art, Historical Treasures, or Oth	er Similar Assets.
	Complete if the organization answered "Yes" to Form	990, Part IV, line 8	
1a	If the organization elected, as permitted under SFAS 116 (AS	C 958), not to report in its revenue stateme	nt and balance sheet works of art,
	historical treasures, or other similar assets held for public exh	nibition, education, or research in furtheranc	e of public service, provide, in Part XIV,
	the text of the footnote to its financial statements that descri	bes these items.	
b	If the organization elected, as permitted under SFAS 116 (AS	C 958), to report in its revenue statement a	nd balance sheet works of art, historical
	treasures, or other similar assets held for public exhibition, ed	ducation, or research in furtherance of public	c service, provide the following amounts
	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 treatment	asures, or other similar assets for financial g	
	the following amounts required to be reported under SFAS 1 $$	16 (ASC 958) relating to these items:	
а	Revenues included in Form 990, Part VIII, line 1		► \$ ► \$
b	Assets included in Form 990, Part X		> \$

		L MERIT SCI						07745	
Ра	rt III Organizations Maintaining C								
3	Using the organization's acquisition, access	on, and other record	s, check any of the	following that are	a sign	ificant us	se of its	collection	rtems
	(check all that apply):								
а	Public exhibition	d	Loan or exc	hange programs					
b	Scholarly research	е	Other						
C	Preservation for future generations								
4	Provide a description of the organization's co	ollections and explair	how they further t	he organization's	exemp	t purpos	e in Par	t XIV	
5	During the year, did the organization solicit of	r receive donations o	of art, historical trea	sures, or other si	mılar as	ssets		_	
	to be sold to raise funds rather than to be m	aintained as part of the	ne organization's co	ollection?				Yes	No_
Pa	rt IV Escrow and Custodial Arran	gements. Comple	te if the organizatio	n answered "Yes	to Fo	rm 990, i	Part IV,	line 9, or	
	reported an amount on Form 990, Pa	rt X, ime 21.							
1 a	Is the organization an agent, trustee, custod	an or other intermed	ary for contribution	s or other assets	not inc	cluded		_	
	on Form 990, Part X?						L_	Yes	U No
b	b If "Yes," explain the arrangement in Part XIV and complete the following table:								
								Amount	
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 F	orm 990, Part X, line	21?					Yes	No
<u>b</u>	b If "Yes," explain the arrangement in Part XIV								
Pa	Part V Endowment Funds. Complete if the organization answered "Yes" to Form 990, Part IV, line 10.								
		(a) Current year	(b) Prior year	(c) Two years bar		Three yea	ars back	(e) Four y	ears back
1a	Beginning of year balance	3,661,998.	3,433,334.	3,094,08	31.	`			
b	Contributions								
С	Net investment earnings, gains, and losses	731,948.	436,305.	366,50	8.	,			
d	Grants or scholarships	168,505.	207,641.	27,25	55.				
е	Other expenditures for facilities								
	and programs								
f	Administrative expenses					•			
g	End of year balance	4,225,441.	3,661,998.	3,433,33	34.				
2	Provide the estimated percentage of the year	r end balance held as	3.						
а	Board designated or quasi-endowment	8.76	%						
b	Permanent endowment ► 72.44	%	_						
С	Term endowment ▶ 18.80	%							
За	3a Are there endowment funds not in the possession of the organization that are held and administered for the organization								
	by: Yes No								
	(i) unrelated organizations							3a(i)	X
	(ii) related organizations							3a(ii)	Х
b	If "Yes" to 3a(ii), are the related organizations	s listed as required or	n Schedule R?					3b	
4									
Par	t VI Land, Buildings, and Equipm	ent. See Form 990,	, Part X, line 10.						
	Description of investment	(a) Cost or ot	her (b) Cost	or other (c) Accu	ımulated		(d) Book	value
		basis (investm	ent) basis	(other)	depre	ciation			
1a	Land								
b	Buildings .								
	Leasehold improvements			5,313.		3,43			,883.
	Equipment			1,227.		0,30			,921.
	Other		2,67	2,800.	34	2,86		2,329	
	. Add lines 1a through 1e. (Column (d) must e	qual Form 990, Part	K, column (B), line 1	O(c))]	> [2,582	,744.

	dule D (Form 990) 2010 NATIONAL MERIT SCHOLARSHIP AT XI Reconciliation of Change in Net Assets from Form 990 to					2307745 ts	Page 4
1	Total revenue (Form 990, Part VIII, column (A), line 12)			1		55,819	138.
2	Total expenses (Form 990, Part IX, column (A), line 25)		-	2		56,612	
	· · · · · · · · · · · · · · · · · · ·		·	3		-793	
3	Excess or (deficit) for the year. Subtract line 2 from line 1		H	4		16,497	
4	Net unrealized gains (losses) on investments		H			10,437	100.
5	Donated services and use of facilities .	-	-	5			
6	Investment expenses		<u> </u>	6			
7	Prior period adjustments		-	7			
8	Other (Describe in Part XIV)		<u> </u>	8		16 407	100
9	Total adjustments (net). Add lines 4 through 8		L	9		16,497	
10 Par	Excess or (deficit) for the year per audited financial statements. Combine lines 3 and XII Reconciliation of Revenue per Audited Financial Stateme			10 ue per R	eturr	15,703,	,743.
1	Total revenue, gains, and other support per audited financial statements				1	71,995	607.
2	Amounts included on line 1 but not on Form 990, Part VIII, line 12:						
	Net unrealized gains on investments	2a	16,497	.188.			
ь	Donated services and use of facilities	2b			1 1		
	Recoveries of prior year grants	2c	•		1 1		
		2d			1.		
d	Other (Describe in Part XIV)	_ Zu			2e	16,497	188.
_	Add lines 2a through 2d				3	55,498	119
3	Subtract line 2e from line 1				3	33, 470	417.
4	Amounts included on Form 990, Part VIII, line 12, but not on line 1	1.1	220	,719.			
а	Investment expenses not included on Form 990, Part VIII, line 7b	4a	320	, /13.			
ь	Other (Describe in Part XIV)	4b				220	710
С	Add lines 4a and 4b				4c	320, 55,819,	120
5	Total revenue. Add lines 3 and 4c. (This must equal Form 990, Part I, line 12)	1 - 11/			5		130.
Par	t XIII Reconciliation of Expenses per Audited Financial Stateme	ents Wi	itn Expen	ises per	Retu	rn FC 201	064
1	Total expenses and losses per audited financial statements				1	56,291	864.
2	Amounts included on line 1 but not on Form 990, Part IX, line 25:				,		
а	Donated services and use of facilities	2a					
b	Prior year adjustments	2b			ľ		
С	Other losses	2c					
d	Other (Describe in Part XIV.)	2d					
е	Add lines 2a through 2d				2e		0.
3	Subtract line 2e from line 1				3	56,291	864.
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	320	719.			
	Other (Describe in Part XIV.)	4b			1		
	Add lines 4a and 4b				4c	320	719.
					5	56,612	583.
5 Total expenses. Add lines 3 and 4c. (This must equal Form 990, Part I, line 18.) 5 56,612,583. Part XIV Supplemental Information							
Complete this part to provide the descriptions required for Part II, lines 3, 5, and 9; Part III, lines 1a and 4; Part IV, lines 1b and 2b; Part VI, lines 2d and 4b; Alex complete this part to provide any additional information.							
X, line 2; Part XI, line 8; Part XII, lines 2d and 4b; and Part XIII, lines 2d and 4b. Also complete this part to provide any additional information. PART V, LINE 4: THE INCOME FROM THE ENDOWMENT FUNDS IS USED TO PAY FOR							
SCHOLARSHIPS SPONSORED BY THE DONORS IN THE NATIONAL MERIT PROGRAM AND THE							
501	COLARONITO DI CROCKED DI TIED DONORD IN TIED I						
NATIONAL ACHIEVEMENT PROGRAM.							
PAF	RT X, LINE 2: NMSC IS EXEMPT FROM INCOME TA	AXES	UNDER	SECTI	ON		
501	(C)(3) OF THE INTERNAL REVENUE CODE AND A	PPLIC	ABLE S	TATE	LAW	. THE	
ACC	COUNTING STANDARD ON ACCOUNTING FOR UNCERTA	AINTY	IN IN	COME	TAX	ES	
ADI	RESSES THE DETERMINATION OF WHETHER TAX BI	ENEFI	TS CLA			EXPECTE	
					Sched	iule D (Form 9	90) 2010

Schedule D (Form 990) 2010 NATIONAL MERIT SCHOLARSHIP CORPORATION 36-2307745 Page 5 Part XIV Supplemental Information (continued)
BE CLAIMED ON A TAX RETURN SHOULD BE RECORDED IN THE FINANCIAL STATEMENTS.
UNDER THIS GUIDANCE, NMSC MAY RECOGNIZE THE TAX BENEFIT FROM AN UNCERTAIN
TAX POSITION ONLY IF IT IS MORE LIKELY THAN NOT THAT THE TAX POSITION WILL
BE SUSTAINED ON EXAMINATION BY TAXING AUTHORITIES, BASED ON THE TECHNICAL
MERITS OF THE POSITION. THE TAX BENEFITS RECOGNIZED IN THE FINANCIAL
STATEMENTS FROM SUCH A POSITION ARE MEASURED BASED ON THE LARGEST BENEFIT
THAT HAS A GREATER THAN 50% LIKELIHOOD OF BEING REALIZED UPON ULTIMATE
SETTLEMENT. THE GUIDANCE ON ACCOUNTING FOR UNCERTAINTY IN INCOME TAXES
ALSO ADDRESSES DE-RECOGNITION, CLASSIFICATION, INTEREST AND PENALTIES ON
INCOME TAXES, AND ACCOUNTING IN INTERIM PERIODS.
MANAGEMENT EVALUATED NMSC'S TAX POSITIONS FOR ALL OPEN TAX YEARS AND HAS
CONCLUDED THAT NMSC HAD TAKEN NO UNCERTAIN TAX POSITIONS THAT REQUIRE
ADJUSTMENT TO THE FINANCIAL STATEMENTS. GENERALLY, NMSC IS NO LONGER
SUBJECT TO INCOME TAX EXAMINATIONS BY THE U.S. FEDERAL, STATE, OR LOCAL
TAX AUTHORITIES FOR YEARS BEFORE 2008, WHICH IS THE STANDARD STATUTE OF
LIMITATIONS LOOK-BACK PERIOD.

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

Governments, and Individuals in the United States Grants and Other Assistance to Organizations,

OMB No 1545-0047

Open to Public

Employer identification number

Inspection

Complete if the organization answered "Yes" to Form 990, Part IV, line 21 or 22. ▶ Attach to Form 990.

Schedule I (Form 990) (2010) 36-2307745 PRELIMINARY SAT/NATIONAL (h) Purpose of grant or assistance MERIT SCHOLARSHIP X Yes DUALIFYING TEST 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 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 ame and address of organization (b) EIN (c) IRC section or government and address of organization (b) EIN (d) Amount of cash grant non-cash grant assistance assistance or government assistance or government assistance assistance or government assistance assistance or government assistance or government assistance assistance or government assistance assistance or government assistance assistance or government assistance assistance or government assistance assistance or government assistance assistance or government assistance assistance assistance or government assistance 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 0 Describe in Part IV the organization's procedures for monitoring the use of grant funds in the United States. CORPORATION 2,692,553 3 Enter total number of other organizations
LHA For Paperwork Reduction Act Notice, see the Instructions for Form 990. NATIONAL MERIT SCHOLARSHIP 501(C)(3) Enter total number of section 501(c)(3) and government organizations 13-1623965 General Information on Grants and Assistance criteria used to award the grants or assistance? COLLEGE ENTRANCE EXAMINATION BOARD 1 (a) Name and address of organization 45 COLUMBUS AVENUE NEW YORK, NY 10023 Part Part II

Schedule | (Form 990) (2010) NATIONAL MERIT SCHOLARSHIP CORPORATION

36-2307745

Page 2

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

Part III

(f) Description of non-cash assistance (e) Method of valuation (book, FMV, appraisal, other) NMSC INSTRUCTS THE COLLEGE OR UNIVERSITY TO MONITOR THE USE OF THE SCHOLARSHIP O.R Part IV | Supplemental Information. Complete this part to provide the information required in Part I, line 2, and any other additional information TO VERIFY THE SCHOLAR'S ELIGIBILITY FOR THE PAYMENT PRIOR TO DISTRIBUTING TO NMSC OR TO PROVIDE TO THE SELECTED SCHOLARS THESE CHECKS ARE MAILED DIRECTLY TO THE IS INELIGIBLE FOR THE PAYMENT, NMSC ASKS THE STUDENTS OR APPLYING THEM TO THE SCHOLAR'S UNIVERSITY NMSC WITH A REFUND IF THE CHECK HAS ALREADY BEEN DEPOSITED BY THE 0 (d) Amount of non-cash assistance ö TO EITHER SEND THE CHECK BACK 45,922,702, 2,483,960, (c) Amount of cash grant NMSC PREPARES CHECKS THAT ARE PAYABLE 1090 (b) Number of recipients 28994 IN ORDER APPLICABLE COLLEGE OR UNIVERSITY. NATIONAL ACHIEVEMENT PROGRAM SCHOLARSHIP GRANTS THEIR UNIVERSITITES/COLLEGES. NATIONAL MERIT PROGRAM SCHOLARSHIP GRANTS 5: (a) Type of grant or assistance THE STUDENT LINE UNIVERSITY н PART 6 F ΉH OR н THE CHECKS SCHEDULE ACCOUNT. COLLEGE GRANTS,

Schedule I (Form 990) 2010 NATIONAL MERIT SCHOLARSHIP CORPORATION 36-2307745 Page 2 Part IV Supplemental Information
INSTITUTION. SCHOLARS HAVE AN AGREEMENT WITH NMSC THAT THEIR STIPEND
CHECKS ARE ONLY TO BE USED FOR COLLEGE UNDERGRADUATE STUDIES AND THAT ANY
UNUSED PORTION MUST BE RETURNED TO NMSC.

SCHEDULE J (Form 990)

Compensation Information

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

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

► Attach to Form 990. ► See separate instructions.

2010

Open to Public Inspection

Name of the organization

Questions Regarding Compensation

Department of the Treasury

Internal Revenue Service

Part I

NATIONAL MERIT SCHOLARSHIP CORPORATION

Employer identification number 36-2307745

			Yes	No
1a	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 regarding these items.			
	First-class or charter travel Housing allowance or residence for personal use			
	Travel for companions Payments for business use of personal residence			
	Tax indemnification and gross-up payments Health or social club dues or initiation fees	Į		
	Discretionary spending account Personal services (e.g., maid, chauffeur, chef)			
b	If any of the boxes on line 1a are checked, did the organization follow a written policy regarding payment or			
	reimbursement or provision of all of the expenses described above? If "No," complete Part III to explain	1b		
2	Did the organization require substantiation prior to reimbursing or allowing expenses incurred by all officers, directors,			
	trustees, and the CEO/Executive Director, regarding the items checked in line 1a?	2		
		ſ	.,	
3	Indicate which, if any, of the following the organization uses to establish the compensation of the organization's	,		
	CEO/Executive Director Check all that apply.			
	Compensation committee Written employment contract		121	
	Independent compensation consultant X Compensation survey or study			
	Form 990 of other organizations X Approval by the 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			х
	Receive a severance payment or change-of-control payment from the organization or a related organization?	4a		X
		4b	ļ	X
С	Participate in, or receive payment from, an equity-based compensation arrangement?	4c		<u>^</u>
	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.	٠		
а	The organization?	5a		X
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	The organization?	6a		X
þ	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 provide any non-fixed payments			
	not described in lines 5 and 6? If "Yes," describe in Part III	7	L	X
8	Were any amounts reported in Form 990, Part VII, paid or accrued pursuant to a contract that was subject to the			
	initial contract exception described in Regulations section 53 4958-4(a)(3)? If "Yes," describe in Part III	8		X
9	If "Yes" to line 8, did the organization also follow the rebuttable presumption procedure described in			
	Regulations section 53.4958-6(c)?	9		

Page

NATIONAL MERIT SCHOLARSHIP CORPORATION

36-2307745

Schedule J (Form 990) 2010 NATIONAL MERIT SCHOL

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	(0)	(Q)	(E)	(F)
(A) Name		(i) Base compensation	(ii) Bonus & incentive compensation	(iii) Other reportable compensation	Retirement and other deferred compensation	Nontaxable benefits	Total of columns (B)(i)-(D)	Compensation reported in prior Form 990 or Form 990-EZ
	Ξ	176,840.			30,759.	2,016.	209,615.	0
1 TIMOTHY E. MCGUIRE	▣		0		1 [• 0
	Ξ	110,30			24,942.	18,916.	154,161.	0
2 KAREN M. BOICH	Ξ	0	0	• 0	0	0	• 0	0
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13	9							
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14	3							
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15	틔							
	Ξ							
16	3							

SCHEDULE O

(Form 990 or 990-EZ)

Department of the Treasury Internal Revenue Service

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
NATIONAL MERIT SCHOLARSHIP CORPORATION

Employer identification number 36-2307745

FORM 990, PART III, LINE 1, DESCRIPTION OF ORGANIZATION MISSION:
SCHOLARSHIP PROGRAMS ARE: TO PROMOTE A WIDER AND DEEPER RESPECT FOR
LEARNING IN GENERAL AND FOR EXCEPTIONALLY TALENTED INDIVIDUALS IN
PARTICULAR; TO SHINE A SPOTLIGHT ON BRILLIANT STUDENTS AND ENCOURAGE
THE PURSUIT OF ACADEMIC EXCELLENCE AT ALL LEVELS OF EDUCATION; AND TO
STIMULATE INCREASED SUPPORT FROM ORGANIZATIONS THAT WISH TO SPONSOR
SCHOLARSHIPS FOR OUTSTANDING SCHOLASTIC TALENT.

FORM 990, PART VI, SECTION B, LINE 11: THE FORM 990 IS PREPARED BY RSM

MCGLADREY AND THEN IS REVIEWED INTERNALLY BY NMSC'S TREASURER/CONTROLLER.

RSM MCGLADREY MAKES ANY NECESSARY EDITS AND THE FORM 990 IS THEN REVIEWED

BY NMSC'S PRESIDENT, AND IS THEN FORWARDED TO NMSC'S LEGAL COUNSEL FOR AN

ADDITIONAL REVIEW. THE COMPLETED FORM 990 IS THEN MAILED TO NMSC'S AUDIT

COMMITTEE AND THE BOARD PRIOR TO FILING.

FORM 990, PART VI, SECTION B, LINE 12C: NMSC REQUIRES ALL MEMBERS OF NMSC'S BOARD OF DIRECTORS AND ALL OFFICERS TO COMPLETE A DISCLOSURE FORM ON AN ANNUAL BASIS TO DISCLOSE ANY INTERESTS THAT COULD GIVE RISE TO CONFLICTS. IN ADDITION, THE WRITTEN POLICY IS PROVIDED TO ALL NEW EMPLOYEES AND IS CONSTANTLY AVAILABLE TO ALL DIRECTORS, EMPLOYEES, AND OFFICERS ALONG WITH ALL OTHER POLICIES AND PROCEDURES ON NMSC'S NETWORK.

FORM 990, PART VI, SECTION B, LINE 15: NMSC'S EXECUTIVE COMMITTEE ANNUALLY
DETERMINES THE SALARY FOR NMSC'S PRESIDENT BASED ON COMPARABLE MARKET DATA.
ALL OTHER SALARIES ARE DETERMINED BY NMSC'S PRESIDENT WITHIN THE PARAMETERS

OF THE COMPENSATION BUDGET WHICH IS APPROVED ANNUALLY BY THE BOARD OF

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Schedule O (Form 990 or 990-EZ) (2010) Name of the organization NATIONAL MERIT SCHOLARSHIP CORPORATION	Page 2 Employer identification number 36-2307745
DIRECTORS. NMSC REGULARLY RECEIVES AND REVIEWS SALARY SU	RVEY DATA FROM
COMPARABLE NOT-FOR-PROFIT ORGANIZATIONS. THIS INFORMATIO	N IS REVIEWED BY
NMSC'S CHAIRMAN AND THE PRESIDENT BEFORE DETERMINING ANNU	AL SALARY
ADJUSTMENTS.	
FORM 990, PART VI, LINE 17, LIST OF STATES RECEIVING COPY	OF FORM 990:
AK, AZ, AR, CA, CO, CT, DC, IL, KS, ME, MD, MA, MI, MN, MS, NH, NJ, NY, NC,	ND,OH,OK,OR,PA,RI
TN, UT, VA, WA, WV, WI	
	
FORM 990, PART VI, SECTION C, LINE 19: NMSC'S ANNUAL AUDI	TED FINANCIAL
STATEMENTS ARE MADE AVAILABLE TO THE PUBLIC AS PART OF NM	SC'S ANNUAL
REPORT, WHICH IS POSTED ON NMSC'S WEBSITE EACH YEAR. AT	THIS TIME, NMSC'S
GOVERNING DOCUMENTS AND CONFLICT OF INTEREST POLICY ARE N	OT MADE AVAILABLE
TO THE PUBLIC.	
FORM 990, PART XI, LINE 5, CHANGES IN NET ASSETS:	
NET UNREALIZED GAINS ON INVESTMENTS:	16,497,188.
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