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Form 990  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 2011 Open to Public Inspection
	The organization may have to use a copy of this return to satisfy state reporting requirements	

A For the 2011 calendar year, or tax year beginning 01-01-2011 and ending 12-31-2011		B Check if applicable		C Name of organization NATIONAL ASSOCIATION FOR THE ADVANCEMENT OF COLORED PEOPLE (NAACP)		D Employer identification number 13-1084135	
☐ Address change		☐ Name change		Doing Business As		E Telephone number (410) 580-5777	
☐ Initial return		☐ Terminated		Number and street (or P O box if mail is not delivered to street address) Room/suite 4805 MOUNT HOPE DRIVE		G Gross receipts \$ 31,746,942	
☒ Amended return		☐ Application pending		City or town, state or country, and ZIP + 4 BALTIMORE, MD 21215			
				F Name and address of principal officer BRENDA WATKINS NOEL 4805 MOUNT HOPE DRIVE BALTIMORE, MD 21215		H(a) Is this a group return for affiliates? ☐ Yes ☒ No	
						H(b) Are all affiliates included? ☐ Yes ☐ No If "No," attach a list (see instructions)	
						H(c) Group exemption number ▶	
I Tax-exempt status ☒ 501(c)(3) ☐ 501(c) () ◀ (insert no) ☐ 4947(a)(1) or ☐ 527							
J Website: ▶ WWW.NAACP.ORG							
K Form of organization ☐ Corporation ☐ Trust ☒ Association ☐ Other ▶		L Year of formation 1909		M State of legal domicile MD			

Part I	Summary
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Activities & Governance	1 Briefly describe the organization's mission or most significant activities TO ENSURE THE POLITICAL, EDUCATIONAL, SOCIAL, AND ECONOMIC EQUALITY OF RIGHTS OF ALL PERSONS AND TO ELIMINATE RACE-BASED DISCRIMINATION		
	2 Check this box ☒ if the organization discontinued its operations or disposed of more than 25% of its net assets		
	3 Number of voting members of the governing body (Part VI, line 1a)	3	64
	4 Number of independent voting members of the governing body (Part VI, line 1b)	4	64
	5 Total number of individuals employed in calendar year 2011 (Part V, line 2a)	5	157
	6 Total number of volunteers (estimate if necessary)	6	5,000
	7a Total unrelated business revenue from Part VIII, column (C), line 12	7a	0
	7b Net unrelated business taxable income from Form 990-T, line 34	7b	0
Revenue	8 Contributions and grants (Part VIII, line 1h)	Prior Year	Current Year
	9 Program service revenue (Part VIII, line 2g)	18,473,930	18,611,533
	10 Investment income (Part VIII, column (A), lines 3, 4, and 7d)	8,682,431	11,551,741
	11 Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)	164,661	154,243
	12 Total revenue—add lines 8 through 11 (must equal Part VIII, column (A), line 12)	1,536,323	1,429,425
		28,857,345	31,746,942
Expenses	13 Grants and similar amounts paid (Part IX, column (A), lines 1–3)	0	0
	14 Benefits paid to or for members (Part IX, column (A), line 4)	0	0
	15 Salaries, other compensation, employee benefits (Part IX, column (A), lines 5–10)	10,409,956	11,610,417
	16a Professional fundraising fees (Part IX, column (A), line 11e)	467,732	626,088
	16b Total fundraising expenses (Part IX, column (D), line 25) <u>3,464,548</u>		
	17 Other expenses (Part IX, column (A), lines 11a–11d, 11f–24e)	17,553,726	19,047,670
	18 Total expenses Add lines 13–17 (must equal Part IX, column (A), line 25)	28,431,414	31,284,175
	19 Revenue less expenses Subtract line 18 from line 12	425,931	462,767
Net Assets or Fund Balances		Beginning of Current Year	End of Year
	20 Total assets (Part X, line 16)	17,346,941	18,653,803
	21 Total liabilities (Part X, line 26)	3,879,389	6,691,895
	22 Net assets or fund balances Subtract line 21 from line 20	13,467,552	11,961,908

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

Sign Here	***** Signature of officer			2012-11-01 Date	
	BRENDA WATKINS NOEL CFO Type or print name and title				
Paid Preparer's Use Only	Preparer's signature  NORMAM GRAVES		Date 2012-11-01	Check if self-employed 	Preparer's taxpayer identification number (see instructions) P01227164
	Firm's name (or yours if self-employed), address, and ZIP + 4  BERT SMITH & CO 1090 VERMONT AVE NW WASHINGTON, DC 20005			EIN  52-1094722	
				Phone no  (202) 393-5600	

May the IRS discuss this return with the preparer shown above? (see instructions) ☒ Yes ☐ No

Part III

Statement of Program Service Accomplishments

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

1

Briefly describe the organization’s mission

THE NAACP WAS ORGANIZED TO ELIMINATE SOCIAL INJUSTICE,INCLUDING RACIAL DISCRIMINATION,BY ASSISTING IN LEGAL CASES AND BY AFFIRMING LEGAL ACTION IN ESTABLISHING THE PRINCIPLES OF LAW

2

Did the organization undertake any significant program services during the year which were not listed on the prior Form 990 or 990-EZ?

If “Yes,” describe these new services on Schedule O

3

Did the organization cease conducting, or make significant changes in how it conducts, any program services?

If “Yes,” describe these changes on Schedule O

4

Describe the organization’s program service accomplishments for each of its three largest program services, as measured 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

4a

(Code) (Expenses \$ 7,146,034 including grants of \$) (Revenue \$ 8,262,607)

PROGRAM OPERATIONS CONSISTS OF EDUCATION,ECONOMIC DEVELOPMENT, HEALTH, ENVIRONMENTAL AND CLIMATE JUSTICE, LEGAL PROGRAM AND FELLOWS, LEGAL REDISTRICTING, VOTING RIGHTS, CRIMINAL JUSTICE, AND CIVIC ENGAGEMENT THESE PROGRAMS ARE DESCRIBED STARTING BELOW AND FURTHER DETAIL ON SCHEDULE O EDUCATION - THE FUNDAMENTAL GOAL OF THE EDUCATION PROGRAM IS TO ENSURE ALL STUDENTS HAVE ACCESS TO QUALITY EDUCATION IN 2011 THE EDUCATION PROGRAM TRANSITIONED FROM AN ORGANIZATION-WIDE STRATEGIC PLANNING AND AGENDA-SETTING PROCESS INTO ESTABLISHING A FRAMEWORK FOR IMPLEMENTATION EDUCATION FORMED A SERIES OF STRATEGIC PARTNERSHIPS AND EMBARKED ON A RESEARCH COMPILATION AND ANALYSIS INITIATIVE TO INFORM ADVOCACY AROUND ITS NEW AGENDA THAT RESEARCH-SUPPORTED AGENDA AND THE RECOMMENDATIONS TO ADVOCATES THAT FLOWED FROM IT THEN FORMED THE BASIS FOR A SERIES OF TRAININGS THAT EDUCATED MEMBERS AND CREATED CONSENSUS AROUND OUR KEY ISSUES ACCESS TO QUALITY PRE-K, EXCELLENT TEACHING, FAIRNESS IN STUDENT DISCIPLINE, EQUITY IN SPENDING AND EXPANDED LEARNING OPPORTUNITIES FOR STUDENTS BEYOND THE TRADITIONAL SCHOOL SETTING THREE MAJOR OBJECTIVES OF EDUCATION AGENDA (1)PREVENTING RACIAL DISCRIMINATION IN EDUCATIONAL PROGRAMS AND SERVICES, (2) ADVANCING EDUCATIONAL EXCELLENCE, (3) AND PROMOTING AN EQUAL OPPORTUNITY EDUCATION AGENDA THE EDUCATION PROGRAM ALSO INCLUDES ADMINISTRATION OF EDUCATIONAL SCHOLARSHIPS ECONOMIC DEVELOPMENT - THE ECONOMIC DEVELOPMENT PROGRAM IS BASED ON THE THEORY THAT COMBINING ORGANIZING, COMMUNITY MOBILIZATION, MONITORING OF LENDING PRACTICES, EDUCATION AND IMPROVED ACCESS TO QUALITY PRODUCTS AND SERVICES WILL RESULT IN IMPROVED FINANCIAL SECURITY AND ECONOMIC SOLVENCY THE OBJECTIVES ARE TO EMPOWER LOCAL COMMUNITIES WITH THE NECESSARY EDUCATION, RESOURCES AND PARTNERSHIPS TO DEVELOP SUSTAINABLE ECONOMIC MODELS THAT ADVANCE DIVERSITY AND EQUITY, TO ENSURE THAT GOVERNMENT AND INDUSTRY ARE KNOWLEDGEABLE AND COMMITTED TO BRIDGING RACIAL INEQUALITY PARTICULARLY AS IT RELATES TO EMPLOYMENT, WEALTH, LENDING AND BUSINESS OWNERSHIP, AND TO GROW A MOVEMENT OF CONCERNED CITIZENS AND ORGANIZATIONS WHO WORK TOGETHER TO PRODUCE AN INCLUSIVE AND STRONG MIDDLE CLASS ECONOMY FOR THE 21ST CENTURY THE PROGRAM WILL WORK TO ACHIEVE THESE ADVOCACY OBJECTIVES THROUGH RELATED PROGRAM INITIATIVES FOCUSED ON ECONOMIC EDUCATION & LITERACY, FAIR LENDING ISSUES, EQUITABLE DIVERSITY AND INCLUSION PRACTICES HEALTH - THE NAACP HEALTH DEPARTMENT WAS CREATED TO WORK ON HEALTH EQUITY AND REDUCE HEALTH DISPARITY IN PROGRAMS AND POLICIES IN 2011, THE HEALTH DEPARTMENT RELEASED THE NATIONAL CHILDHOOD OBESITY ADVOCACY MANUAL IN PARTNERSHIP WITH THE US SURGEON GENERAL AND THE ROBERT WOOD JOHNSON FOUNDATION THE FOCUS OF THIS WORK IS TARGETED TOWARD CHANGING SCHOOL POLICIES, IMPROVING THE BUILT ENVIRONMENT FOR PHYSICAL ACTIVITY AND INCREASING ACCESS TO HEALTHY FOODS, PARTICULARLY FRESH FRUITS AND VEGETABLES IN ADDITION, THE HEALTH DEPARTMENT HOSTED A NATIONAL 2-DAY HIV ADVOCACY IN PARTNERSHIP WITH THE HARVARD UNIVERSITY CENTER FOR AIDS RESEARCH TO ADDRESS THE HIV EPIDEMIC IN THE BLACK COMMUNITY THE FIRST COLLEGIATE TOUR WAS HOSTED IN 2011 ENTITLED GET HYPE-HEALTHY YOUNG PEOPLE EVERYWHERE, WHERE THE CHAIRMAN OF THE NAACP BOARD AND MEMBERS OF THE FIELD AND HEALTH STAFF ATTENDED UNIVERSITIES TO ADDRESS HEALTHY LIVING STRATEGIES, HIV PREVENTION AND CIVIC ENGAGEMENT FINALLY THE NAACP FUNDED 7 COMMUNITIES TO IMPLEMENT PROJECT HELP (HEALTHY EATING LIFESTYLES & PHYSICAL ACTIVITY) TO PROMOTE CHRONIC DISEASE PREVENTION THROUGH EDUCATION AND COMMUNITY ACTIVITIES ENVIRONMENTAL AND CLIMATE JUSTICE - THE ENVIRONMENTAL AND CLIMATE JUSTICE PROGRAM (ECJP) WORKS WITH NAACP UNITS NATIONWIDE TO ADDRESS THREE STRATEGIC OBJECTIVES REDUCE HARMFUL EMISSIONS, ADVANCE ENERGY EFFICIENCY AND CLEAN ENERGY, AND IMPROVE COMMUNITY RESILIENCE IN 2011, THE ECJP’S ENGAGEMENT IN LOCAL ORGANIZING IN CHICAGO RESULTED IN THE CLOSURE OF 2 POLLUTING COAL FIRED POWER PLANTS ADDITIONALLY, PARTICIPATION IN RULEMAKING HEARINGS IN ATLANTA, PHILADELPHIA, AND CHICAGO CONTRIBUTED TO THE FINALIZATION OF THE MERCURY AND AIR TOXICS RULE TO REGULATE POLLUTION FROM COAL FIRED POWER PLANTS INVOLVEMENT WITH THE FEDERAL EMERGENCY MANAGEMENT AGENCY AND THE AMERICAN RED CROSS RESULTED IN INCREASED SENSITIVITY AND PLANNING AROUND THE SPECIAL NEEDS OF VULNERABLE AND MARGINALIZED COMMUNITIES IN THE CONTEXT OF DISASTERS LEGAL PROGRAM AND FELLOWS - THE LEGAL DEPARTMENT’S PROGRAMS ADVANCE THE ORGANIZATION’S MISSION BY EDUCATING NAACP UNITS AND THE GENERAL PUBLIC ON VIABLE LEGAL TOOLS, ADVISING THROUGHOUT STRATEGIC ADVOCACY CAMPAIGNS, AND LITIGATING CASES IN THE AREAS OF VOTING, CRIMINAL JUSTICE, EDUCATION, ECONOMIC JUSTICE, ENVIRONMENTAL JUSTICE, AND HEALTH THE NAACP LAW FELLOWS PROGRAM TRAINS LAW STUDENTS IN THE BREADTH OF CIVIL RIGHTS ADVOCACY AND EXPOSES STUDENTS TO THE VARIETY OF CAREER PATHS WITHIN THE LEGAL PROFESSION LEGAL REDISTRICTING - THE REDISTRICTING PROJECT SEEKS TO ENSURE THAT REDISTRICTING EFFORTS INVOLVING LOCAL ENTITIES SUCH AS SCHOOL BOARDS, CITIES, COUNTIES AND PARISHES, AS WELL AS EFFORTS INVOLVING STATE LEGISLATIVE AND OTHER BODIES ARE FAIR, TRANSPARENT, AND CONSISTENT WITH APPLICABLE LEGAL REQUIREMENTS OF THE VOTING RIGHTS ACT AND EQUAL PROTECTION CLAUSE THIS WORK INCLUDES TRAINING, PRODUCING MANUALS AND FLYERS, ANALYZING REDISTRICTING PLANS, PREPARING TESTIMONY FOR NAACP UNITS, AND PARTICIPATING IN REDISTRICTING LITIGATION VOTING RIGHTS - THE VOTING RIGHTS PROGRAM’S GOAL IS TO STOP THE EXPANSION OF VOTER SUPPRESSION EFFORTS AND EXPAND VOTING RIGHTS FOR ALL AMERICANS WITH A FOCUS ON DISMANTLING THE CONTINUED PRACTICE OF FELONY DISENFRANCHISEMENT THROUGH THE LAUNCH AND IMPLEMENTATION OF KEY ACTIVITIES, INCLUDING STRATEGIC COMMUNICATIONS, DIRECT ACTIONS AND MOBILIZATION, EDUCATIONAL OUTREACH, PARTNERSHIP DEVELOPMENT AND STATE ADVOCACY CAMPAIGNS, WE HAVE INVIGORATED TENS OF THOUSANDS OF ACTIVISTS, ELEVATED THE ATTACK ON VOTING RIGHTS INTO THE NATIONAL DEBATE, AND BEGUN TO SLOW THE TIDE OF WIDESPREAD VOTER SUPPRESSION OF MILLIONS OF AMERICANS, PARTICULARLY PEOPLE OF COLOR SOME OF THE TACTICS THAT ARE BEING USED ARE BUILDING CONSENSUS FOR PASSAGE OF PROGRESSIVE REFORMS, INCLUDING UNIVERSAL REGISTRATION, EARLY VOTING, AND USE OF THE NATIONAL POPULAR VOTE TO DETERMINE THE VICTOR IN PRESIDENTIAL ELECTIONS, ENGAGING THE UNITED NATIONS AND OTHER HUMAN RIGHTS FORUMS, REVERSING STATE-SPONSORED VOTER SUPPRESSION LAWS, AND EDUCATING VOTERS ON THE NEW REQUIREMENTS AND RULES FOR VOTER REGISTRATION AND VOTING CRIMINAL JUSTICE - TO ENSURE THAT CRIMINAL JUSTICE REFORM IS A PRIORITY FOR THE NAACP, IN 2010 THE NAACP PASSED A RESOLUTION MANDATING THE CREATION OF CRIMINAL JUSTICE COMMITTEES FOR THE 1200+ ACTIVE NAACP BRANCHES ACROSS THE COUNTRY THE ROLE OF THESE COMMITTEES IS TO LEAD EFFORTS AND DEVELOP CRIMINAL JUSTICE CAMPAIGNS ON THE STATE AND LOCAL LEVEL IN THE LAST TWO YEARS, THE CRIMINAL JUSTICE PROGRAM HAS BEEN WORKING WITH OUR LOCAL AND STATE LEADERSHIP TO IMPLEMENT AND ACTIVATE THESE COMMITTEES IN ADDITION TO THE RANGE OF CRIMINAL JUSTICE ISSUES THAT OUR STATE AND LOCAL LEADERSHIP DRIVE, THE NATIONAL CRIMINAL JUSTICE PROGRAM ADVANCES FOUR KEY PRIORITY AREAS SENTENCING REFORM/ENDING MASS INCARCERATION, REMOVING EMPLOYMENT BARRIERS FOR FORMERLY INCARCERATED INDIVIDUALS, LAW ENFORCEMENT ACCOUNTABILITY/RACIAL PROFILING, AND ABOLISHING THE DEATH PENALTY CIVIC ENGAGEMENT - THE CIVIC ENGAGEMENT PROGRAM INVOLVES GROUPS AND ORGANIZATIONS COMMITTED TO EDUCATING AND EMPOWERING AFRICAN AMERICANS TO VOTE, SERVE THEIR COMMUNITIES, AND PARTICIPATE IN THE POLITICAL PROCESS TRAINING MANUALS, LITERATURE, AND EXPERTISE ARE PROVIDED TO NAACP UNITS AND COALITION PARTNERS TO ENSURE THE DEVELOPMENT OF SUCCESSFUL VOTER EMPOWERMENT

4b

(Code) (Expenses \$ 6,304,477 including grants of \$) (Revenue \$ 6,698,790)

EVENTS OF THE NAACP PRIMARILY INCLUDE THE CONVENTION, IMAGE AWARDS AND LEADERSHIP 500 EACH MAJOR EVENT IS DISCUSSED STARTING BELOW AND FURTHER DETAIL ON SCHEDULE O CONVENTION - THE ANNUAL CONVENTION, AS MANDATED BY THE CONSTITUTION OF THE NAACP, BRINGS TOGETHER THE MEMBERS FROM THE ASSOCIATION’S 2,000 LOCAL ADULT, YOUTH & COLLEGE AND ACT-SO BRANCHES FROM ACROSS THE UNITED STATES AND THROUGHOUT THE WORLD, TO ESTABLISH POLICES AND SET THE PROGRAM AGENDA FOR THE UPCOMING YEAR MAJOR SPEAKERS FROM THE NONPROFIT, GOVERNMENT AND BUSINESS ENVIRONMENT ARE INVITED TO SHARE THEIR IDEAS AND OUTLOOK ON THE STATE OF CIVIL RIGHTS AND THE STATUS OF THE PEOPLE OF COLOR BOTH HERE AND ABROAD AN EXHIBIT HALL CONTAINING A BROAD BASE OF LARGE COMPANIES AND SMALL VENDORS ARE AVAILABLE FOR MEMBERS TO VIEW, DISCUSS AND PATRONIZE DURING THE WEEK OF SEMINARS AND MEETINGS IN ADDITION, A JOB FAIR IS CONDUCTED BOTH ONSITE AND VIRTUALLY VIA THE INTERNET IMAGE AWARDS - THE NAACP IMAGE AWARDS BESTOWS HONORS ON PROJECTS AND INDIVIDUALS OF ALL RACES IN THE MUSIC, FILM, TELEVISION AND LITERARY INDUSTRIES WHO HELPED TO PROMOTE POSITIVE IMAGES OF PEOPLE OF COLOR THE AWARDS TAKE PLACE ANNUALLY AND THE IMAGE AWARDS SHOW USUALLY AIRS LIVE ON NETWORK TELEVISION LEADERSHIP 500 - THE LEADERSHIP 500 SUMMIT CONVENES APPROXIMATELY 500 MID LEVEL PROFESSIONALS FOR A WEEKEND OF CRITICAL AND INTENSE DISCOURSE ABOUT OUR CONTINUING ROLE IN THE PURSUIT OF CIVIL RIGHTS AND SOCIAL JUSTICE THIS VITAL GROUP OF INDIVIDUALS, WHO ARE POSITIONED TO PROVIDE LEADERSHIP AT EVERY LEVEL PROFESSIONALLY AND IN THE CIVIC ARENA, ALSO HONE THEIR LEADERSHIP SKILLS AND NETWORK WHICH INCREASES THEIR ABILITY TO ADVANCE PERSONALLY, PROFESSIONALLY AND PROVIDE LEADERSHIP IN THEIR COMMUNITIES

4c

(Code) (Expenses \$ 4,084,471 including grants of \$) (Revenue \$ 4,082,737)

FIELD OPERATIONS - NAACP REGIONAL AND FIELD OFFICES ARE RESPONSIBLE FOR ASSURING THAT NAACP UNITS ARE VIABLE AND CAPABLE OF CARRYING OUT THE NAACP’S MISSION AT THE LOCAL LEVEL THIS EFFORT REQUIRES PROVIDING THE NECESSARY TRAINING AND INFORMATION TO ADULTS VOLUNTEERS, SERVING AND STRENGTHENING STAKEHOLDER RELATIONS, AND CULTIVATING YOUTH AND COLLEGE MEMBERS YOUTH PROGRAM OBJECTIVES ARE TO INSPIRE, MOTIVATE, AND CREATE INTEREST IN CIVIC ACTIVITIES, PROVIDE YOUNG PEOPLE WITH AN UNDERSTANDING OF PERTINENT ISSUES, DEVELOP ORGANIZATIONAL SKILLS FOR IMPLEMENTATION OF COMMUNITY-RELATED ACTIVITIES, AND ENCOURAGE ACTIVE PARTICIPATION IN THESE ACTIVITIES

(Code) (Expenses \$ 6,528,672 including grants of \$) (Revenue \$ 3,297,951)

MEMBERSHIP SERVICES - THE NATIONAL MEMBERSHIP DEPARTMENT IS RESPONSIBLE FOR THE GROWTH IN THE NUMBER OF NAACP MEMBERS THROUGH THE PLANNING, STRUCTURING AND DIRECTING OF RECRUITMENT CAMPAIGNS THROUGH NAACP UNITS, CHURCHES, DONORS AND OTHER ORGANIZATIONS THE MEMBERSHIP DEPARTMENT PROVIDES DIRECT SERVICE TO INDIVIDUAL MEMBERS AS WELL AS TO LOCAL UNITS OF THE NAACP (EXPENSES \$ 2,539,642 REVENUE \$2,847,951) DIRECT ISSUE EDUCATION - THE NAACP UTILIZES ITS DIRECT MAIL AND COMMUNICATIONS CAPACITY TO REGULARLY INFORM AND EDUCATE ITS CONSTITUENTS, STAKEHOLDERS, AND SUPPORTERS ABOUT ITS PROGRAMS AND OTHER STRATEGIC INITIATIVES (EXPENSES \$2,845,054) RESEARCH AND POLICY - THIS OVERARCHING DIVISION WAS CREATED LATE IN 2005 TO PROVIDE RESEARCH AND DEVELOP NAACP POLICY ON PUBLIC POLICY ISSUES AFFECTING PEOPLE OF COLOR IN THE UNITED STATES (EXPENSES \$ \$1,143,212 REVENUE \$450,000) DISASTER RELIEF -(EXPENSES \$714 REVENUE \$0)

4d

Other program services (Describe in Schedule O)

(Expenses \$ 6,528,672 including grants of \$) (Revenue \$ 3,297,951)

4e

Total program service expenses

\$ 24,063,654

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.	Yes	
2	Is the organization required to complete Schedule B, Schedule of Contributors (see instructions)?	Yes	
3	Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for public office? If "Yes," complete Schedule C, Part I.		No
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.	Yes	
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.		
6	Did the organization maintain any donor advised funds or any similar funds or accounts for which 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.		No
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.		No
8	Did the organization maintain collections of works of art, historical treasures, or other similar assets? If "Yes," complete Schedule D, Part III.		No
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.		No
10	Did the organization, directly or through a related organization, hold assets in temporarily restricted endowments, permanent endowments, or quasi-endowments? If "Yes," complete Schedule D, Part V.		No
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.		
a	Did the organization report an amount for land, buildings, and equipment in Part X, line 10? If "Yes," complete Schedule D, Part VI.	Yes	
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.	Yes	
c	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.		No
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.	Yes	
e	Did the organization report an amount for other liabilities in Part X, line 25? If "Yes," complete Schedule D, Part X.	Yes	
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.	Yes	
12a	Did the organization obtain separate, independent audited financial statements for the tax year? If "Yes," complete Schedule D, Parts XI, XII, and XIII.	Yes	
b	Was the organization included in consolidated, independent audited financial statements for the tax year? If "Yes," and if the organization answered 'No' to line 12a, then completing Schedule D, Parts XI, XII, and XIII is optional.	Yes	
13	Is the organization a school described in section 170(b)(1)(A)(ii)? If "Yes," complete Schedule E.		No
14a	Did the organization maintain an office, employees, or agents outside of the United States?		No
b	Did the organization have aggregate revenues or expenses of more than \$10,000 from grantmaking, fundraising, business, investment, and program service activities outside the United States, or aggregate foreign investments valued at \$100,000 or more? If "Yes," complete Schedule F, Part I.		No
15	Did the organization report on Part IX, column (A), line 3, more than \$5,000 of grants or assistance to any organization or entity located outside the U S ? If "Yes," complete Schedule F, Part II and IV.		No
16	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 U S ? If "Yes," complete Schedule F, Part III and IV.		No
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.	Yes	
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.		No
19	Did the organization report more than \$15,000 of gross income from gaming activities on Part VIII, line 9a? If "Yes," complete Schedule G, Part III.		No
20a	Did the organization operate one or more hospitals? If "Yes," complete Schedule H.		No
b	If "Yes" to line 20a, did the organization attach its audited financial statement to this return? Note. All Form 990 filers that operated one or more hospitals must attach audited financial statements.		

Part IV

Checklist of Required Schedules (continued)

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? <i>If "Yes," complete Schedule I, Parts I and II</i>	21		No
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? <i>If "Yes," complete Schedule I, Parts I and III</i>	22		No
23	Did the organization answer "Yes" to Part VII, Section A, questions 3, 4, or 5, about compensation of the organization's current and former officers, directors, trustees, key employees, and highest compensated employees? <i>If "Yes," complete Schedule J</i>	23	Yes	
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? <i>If "Yes," answer questions 24b–24d and complete Schedule K. If "No," go to line 25</i>	24a		No
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 disqualified person during the year? <i>If "Yes," complete Schedule L, Part I</i>	25a		No
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? <i>If "Yes," complete Schedule L, Part I</i>	25b		No
26	Was a loan to or by a current or former officer, director, trustee, key employee, highly compensated employee, or disqualified person outstanding as of the end of the organization's tax year? <i>If "Yes," complete Schedule L, Part II</i>	26		No
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? <i>If "Yes," complete Schedule L, Part III</i>	27		No
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)			
a	A current or former officer, director, trustee, or key employee? <i>If "Yes," complete Schedule L, Part IV</i>	28a		No
b	A family member of a current or former officer, director, trustee, or key employee? <i>If "Yes," complete Schedule L, Part IV</i>	28b		No
c	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 owner? <i>If "Yes," complete Schedule L, Part IV</i>	28c	Yes	
29	Did the organization receive more than \$25,000 in non-cash contributions? <i>If "Yes," complete Schedule M</i>	29		No
30	Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation contributions? <i>If "Yes," complete Schedule M</i>	30		No
31	Did the organization liquidate, terminate, or dissolve and cease operations? <i>If "Yes," complete Schedule N, Part I</i>	31		No
32	Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? <i>If "Yes," complete Schedule N, Part II</i>	32		No
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? <i>If "Yes," complete Schedule R, Part I</i>	33		No
34	Was the organization related to any tax-exempt or taxable entity? <i>If "Yes," complete Schedule R, Parts II, III, IV, and V, line 1</i>	34	Yes	
35a	Is any related organization a controlled entity of the filing organization within the meaning of section 512(b)(13)?	35a	Yes	
b	Did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of section 512(b)(13)? <i>If "Yes," complete Schedule R, Part V, line 2</i>	35b	Yes	
36	Section 501(c)(3) organizations. Did the organization make any transfers to an exempt non-charitable related organization? <i>If "Yes," complete Schedule R, Part V, line 2</i>	36		No
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? <i>If "Yes," complete Schedule R, Part VI</i>	37		No
38	Did the organization complete Schedule O and provide explanations in Schedule O for Part VI, lines 11 and 19? Note. All Form 990 filers are required to complete Schedule O	38	Yes	

Part V Statements Regarding Other IRS Filings and Tax Compliance						
Check if Schedule O contains a response to any question in this Part V ☐						
		Yes	No			
1a	Enter the number reported in Box 3 of Form 1096. Enter -0- if not applicable. .	1a	290			
b	Enter the number of Forms W-2G included in line 1a. Enter -0- if not applicable.	1b	0			
c	Did the organization comply with backup withholding rules for reportable payments to vendors and reportable gaming (gambling) winnings to prize winners?	1c	Yes			
2a	Enter the number of employees reported on Form W-3, <i>Transmittal of Wage and Tax Statements</i> filed for the calendar year ending with or within the year covered by this return.	2a	157			
b	If at least one is reported on line 2a, did the organization file all required federal employment tax returns? Note. If the sum of lines 1a and 2a is greater than 250, you may be required to e-file (see instructions).	2b	Yes			
3a	Did the organization have unrelated business gross income of \$1,000 or more during the year?	3a				No
b	If "Yes," has it filed a Form 990-T for this year? If "No," provide an explanation in Schedule O.	3b				
4a	At any time during the calendar year, did the organization have an interest in, or a signature or other authority over, a financial account in a foreign country (such as a bank account or securities account)?	4a				No
b	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	Was the organization a party to a prohibited tax shelter transaction at any time during the tax year?	5a				No
b	Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction?	5b				No
c	If "Yes" to line 5a or 5b, did the organization file Form 8886-T?	5c				
6a	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?	6a				No
b	If "Yes," did the organization include with every solicitation an express statement that such contributions or gifts were not tax deductible?	6b				
7	Organizations that may receive deductible contributions under section 170(c).					
a	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	Yes			
b	If "Yes," did the organization notify the donor of the value of the goods or services provided?	7b	Yes			
c	Did the organization sell, exchange, or otherwise dispose of tangible personal property for which it was required to file Form 8282?	7c				No
d	If "Yes," indicate the number of Forms 8282 filed during the year.	7d				
e	Did the organization receive any funds, directly or indirectly, to pay premiums on a personal benefit contract?	7e				
f	Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contract?	7f				
g	If the organization received a contribution of qualified intellectual property, did the organization file Form 8899 as required?	7g				
h	If the organization received a contribution of cars, boats, airplanes, or other vehicles, did the organization file a Form 1098-C?	7h				
8	Sponsoring organizations maintaining donor advised funds and section 509(a)(3) supporting organizations. Did the supporting organization, or a donor advised fund maintained by a sponsoring organization, have excess business holdings at any time during the year?	8				
9	Sponsoring organizations maintaining donor advised funds.					
a	Did the organization make any taxable distributions under section 4966?	9a				
b	Did the organization make a distribution to a donor, donor advisor, or related person?	9b				
10	Section 501(c)(7) organizations. Enter					
a	Initiation fees and capital contributions included on Part VIII, line 12.	10a				
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.	11a				
b	Gross income from other sources (Do not net amounts due or paid to other sources against amounts due or received from them).	11b				
12a	Section 4947(a)(1) non-exempt charitable trusts. Is the organization filing Form 990 in lieu of Form 1041?	12a				
b	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.					
a	Is the organization licensed to issue qualified health plans in more than one state? Note. All 501(c)(29) organizations must list in Schedule O each state in which they are licensed to issue qualified health plans, the amount of reserves required by each state, and the amount of reserves the organization allocated to each state.	13a				
b	Enter the aggregate amount of reserves the organization is required to maintain by the states in which the organization is licensed to issue qualified health plans.	13b				
c	Enter the aggregate amount of reserves on hand.	13c				
14a	Did the organization receive any payments for indoor tanning services during the tax year?	14a				No
b	If "Yes," has it filed a Form 720 to report these payments? If "No," provide an explanation in Schedule O.	14b				

Part VI

Governance, Management, and Disclosure

For each "Yes" response to lines 2 through 7b below, and for a "No" response to lines 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 ☒

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		
1a	64		
b	Enter the number of voting members included in line 1a, above, who are independent	1b	64
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	No
3	Did the organization delegate control over management duties customarily performed by or under the direct supervision of officers, directors or trustees, or key employees to a management company or other person?	3	No
4	Did the organization make any significant changes to its governing documents since the prior Form 990 was filed?	4	No
5	Did the organization become aware during the year of a significant diversion of the organization's assets?	5	No
6	Did the organization have members or stockholders?	6	Yes
7a	Did the organization have members, stockholders, or other persons who had the power to elect or appoint one or more members of the governing body?	7a	Yes
b	Are any governance decisions of the organization reserved to (or subject to approval by) members, stockholders, or persons other than the governing body?	7b	No
8	Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following		
a	The governing body?	8a	Yes
b	Each committee with authority to act on behalf of the governing body?	8b	Yes
9	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	9	No

Section B. Policies (This Section B requests information about policies not required by the Internal Revenue Code.)

		Yes	No
10a	Did the organization have local chapters, branches, or affiliates?	10a	Yes
b	If "Yes," did the organization have written policies and procedures governing the activities of such chapters, affiliates, and branches to ensure their operations are consistent with the organization's exempt purposes?	10b	Yes
11a	Has the organization provided a complete copy of this Form 990 to all members of its governing body before filing the form?	11a	Yes
b	Describe in Schedule O the process, if any, used by the organization to review the Form 990		
12a	Did the organization have a written conflict of interest policy? If "No," go to line 13	12a	Yes
b	Were officers, directors or trustees, and key employees required to disclose annually interests that could give rise to conflicts?	12b	Yes
c	Did the organization regularly and consistently monitor and enforce compliance with the policy? If "Yes," describe in Schedule O how this was done	12c	Yes
13	Did the organization have a written whistleblower policy?	13	Yes
14	Did the organization have a written document retention and destruction policy?	14	Yes
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?		
a	The organization's CEO, Executive Director, or top management official	15a	Yes
b	Other officers or key employees of the organization	15b	Yes
	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	No
b	If "Yes," did the organization follow a written policy or procedure requiring the organization to evaluate its participation in joint venture arrangements under applicable federal tax law, and take steps to safeguard the organization's exempt status with respect to such arrangements?	16b	

Section C. Disclosure

17	List the States with which a copy of this Form 990 is required to be filed▶AK , AL , AZ , CA , CO , CT , DE , FL , GA , HI , IA , ID , IL , IN , KS , KY , LA , MA , MD , ME , MI , MN , MO , MS , MT , NC , ND , NE , NH , NJ , NV , NY , OH , OK , OR , PA , RI , SC , SD , TN , TX , UT , VT , VA , WA , WI , WV , WY
18	Section 6104 requires an organization to make its Form 1023 (or 1024 if applicable), 990, and 990-T (501(c) (3)s only) available for public inspection. Indicate how you made these available. Check all that apply. ☐ Own website ☐ Another's website ☒ Upon request
19	Describe in Schedule O whether (and if so, how), the organization made its governing documents, conflict of interest policy, and financial statements available to the public. See Additional Data Table.
20	State the name, physical address, and telephone number of the person who possesses the books and records of the organization ▶ BRENDA WATKINS NOEL 4805 MOUNT HOPE DRIVE BALTIMORE, MD 21215 (410) 580-5712

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

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

☐ Check this box if neither the organization nor any related organizations compensated any current or former officer, director, or trustee

[illegible]

Part VII

1b	Sub-Total	▼			
c	Total from continuation sheets to Part VII, Section A	▼			
d	Total (add lines 1b and 1c)	▼	1,385,346	0	87,972

2 Total number of individuals (including but not limited to those listed in Item 1) who received more than \$100,000 of reportable compensation from the organization. 7

		Yes	No
3	Did the organization list any former officer, director or trustee, key employee, or highest compensated employee on line 1a? <i>If "Yes," complete Schedule J for such individual</i>	3	No
4	For any individual listed on line 1a, is the sum of reportable compensation and other compensation from the organization and related organizations greater than \$150,000? <i>If "Yes," complete Schedule J for such individual</i>	4	Yes
5	Did any person listed on line 1a receive or accrue compensation from any unrelated organization or individual for services rendered to the organization? <i>If "Yes," complete Schedule J for such person</i>	5	No

Section B. Independent Contractors

1 Complete this table for your five highest compensated independent contractors that received more than \$100,000 of compensation from the organization. Report compensation for the calendar year ending with or within the organization's tax year.

(A)	(B)	(C)
Name and business address	Description of services	Compensation
PRINT MAIL COMMUNICATIONS 7201 LOCKPORT PLACE LORTON, VA 22079	DIRECT MAIL	1,035,821
KABATECK BROWN KELLNER LLP 644 S FIGUEROA ST LOS ANGELES, CA 90071	LEGAL SERVICES	640,000
ARAMARK 1001 AVENIDS DE LAS AMERICAS HOUSTON, TX 77010	FOOD SERVICES	590,044
L & E MERIDIAN 7400 FULLERTON RD SUITE 110 SPRINGFIELD, VA 22153	DIRECT MAIL	410,511
21ST CENTURY EXPO GROUP INC 2404 FAIRLAWN STREET TEMPLE HILLS, MD 20748	CONVENTION STAGING & SETUP	322,744

2 Total number of independent contractors (including but not limited to those listed above) who received more than \$100,000 of compensation from the organization ▶5

Part VIII

Statement of Revenue

				(A) Total revenue	(B) Related or exempt function revenue	(C) Unrelated business revenue	(D) Revenue excluded from tax under sections 512, 513, or 514	
Contributions, gifts, grants and other similar amounts	1a	Federated campaigns . . .	1a	365,065				
	b	Membership dues	1b					
	c	Fundraising events	1c					
	d	Related organizations	1d					
	e	Government grants (contributions)	1e					
	f	All other contributions, gifts, grants, and similar amounts not included above	1f	18,246,468				
	g	Noncash contributions included in lines 1a-1f \$ _____						
	h	Total. Add lines 1a-1f		18,611,533				
Program Service Revenue			Business Code					
	2a	IMAGE AWARDS	900099	3,361,516	3,361,516			
	b	CONVENTION	900099	2,942,119	2,942,119			
	c	MEMBERSHIP	900099	2,847,951	2,847,951			
	d	LEGAL	900099	1,900,000	1,900,000			
	e	LEADERSHIP 500	900099	500,155	500,155			
	f	All other program service revenue						
	g	Total. Add lines 2a-2f		11,551,741				
Other Revenue	3	Investment income (including dividends, interest and other similar amounts)		154,243			154,243	
	4	Income from investment of tax-exempt bond proceeds . .						
	5	Royalties						
	6a	Gross rents	(i) Real	(ii) Personal				
	b	Less rental expenses						
	c	Rental income or (loss)						
	d	Net rental income or (loss)						
	7a	Gross amount from sales of assets other than inventory	(i) Securities	(ii) Other				
	b	Less cost or other basis and sales expenses						
	c	Gain or (loss)						
	d	Net gain or (loss)						
	8a	Gross income from fundraising events (not including \$ _____ of contributions reported on line 1c) See Part IV, line 18	a					
	b	Less direct expenses	b					
	c	Net income or (loss) from fundraising events . .						
	9a	Gross income from gaming activities See Part IV, line 19	a					
	b	Less direct expenses	b					
	c	Net income or (loss) from gaming activities . .						
10a	Gross sales of inventory, less returns and allowances	a						
b	Less cost of goods sold	b						
c	Net income or (loss) from sales of inventory . .							
Miscellaneous Revenue		Business Code						
11a	FREEDOM FUNDS	900099	1,234,786	1,234,786				
b	OTHER REVENUE	900099	148,276	148,276				
c	REGIONAL CONFERENCES	900099	25,000	25,000				
d	All other revenue		21,363	21,363				
e	Total. Add lines 11a-11d		1,429,425					
12	Total revenue. See Instructions		31,746,942	12,981,166	0	154,243		

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

Do not include amounts reported on lines 6b, 7b, 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 United States See Part IV, line 21				
2	Grants and other assistance to individuals in the United States See Part IV, line 22				
3	Grants and other assistance to governments, organizations, and individuals outside the United States See Part IV, lines 15 and 16				
4	Benefits paid to or for members				
5	Compensation of current officers, directors, trustees, and key employees	1,150,895	361,183	652,789	136,923
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	10,459,522	5,915,764	3,569,368	974,390
8	Pension plan contributions (include section 401(k) and section 403(b) employer contributions)				
9	Other employee benefits				
10	Payroll taxes				
11	Fees for services (non-employees)				
a	Management				
b	Legal				
c	Accounting				
d	Lobbying				
e	Professional fundraising See Part IV, line 17	626,088			626,088
f	Investment management fees				
g	Other	3,653,684	2,946,341	554,114	153,229
12	Advertising and promotion				
13	Office expenses	6,313,217	3,894,122	1,704,350	714,745
14	Information technology				
15	Royalties				
16	Occupancy	2,170,097	836,264	1,093,560	240,273
17	Travel	1,282,621	882,592	363,799	36,230
18	Payments of travel or entertainment expenses for any federal, state, or local public officials				
19	Conferences, conventions, and meetings				
20	Interest				
21	Payments to affiliates				
22	Depreciation, depletion, and amortization				
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)				
a	SPECIAL EVENTS	5,842,576	5,267,589	568,059	6,928
b	INDIRECT COST ALLOCATIO	-214,525	3,959,799	-4,750,066	575,742
c					
d					
e					
f	All other expenses				
25	Total functional expenses. Add lines 1 through 24f	31,284,175	24,063,654	3,755,973	3,464,548
26	Joint costs. Check here ☐ 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				

Part X

Balance Sheet

					(A)		(B)
					Beginning of year		End of year
Assets	1	Cash—non-interest-bearing			2,138,035	1	3,309,944
	2	Savings and temporary cash investments				2	
	3	Pledges and grants receivable, net				3	
	4	Accounts receivable, net			4,100,536	4	4,093,902
	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 4958(f)(1)) and persons described in section 4958(c)(3)(B). Complete Part II of Schedule L				6	
	7	Notes and loans receivable, net				7	
	8	Inventories for sale or use				8	
	9	Prepaid expenses and deferred charges				9	
	10a	Land, buildings, and equipment: cost or other basis. Complete Part VI of Schedule D.	10a	8,247,017			
	b	Less: accumulated depreciation	10b	6,809,476	1,013,108	10c	1,437,541
	11	Investments—publicly traded securities				11	
	12	Investments—other securities. See Part IV, line 11			4,136,534	12	4,420,920
	13	Investments—program-related. See Part IV, line 11				13	
	14	Intangible assets				14	
	15	Other assets. See Part IV, line 11			5,958,728	15	5,391,496
16	Total assets. Add lines 1 through 15 (must equal line 34)			17,346,941	16	18,653,803	
Liabilities	17	Accounts payable and accrued expenses			2,321,722	17	1,899,047
	18	Grants payable				18	
	19	Deferred revenue				19	
	20	Tax-exempt bond liabilities				20	
	21	Escrow or custodial account liability. Complete Part IV of Schedule D				21	
	22	Payables to current and former officers, directors, trustees, key employees, 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				24	
	25	Other liabilities (including federal income tax, payables to related third parties, and other liabilities not included on lines 17-24). Complete Part X of Schedule D			1,557,667	25	4,792,848
	26	Total liabilities. Add lines 17 through 25			3,879,389	26	6,691,895
	Net Assets or Fund Balances	Organizations that follow SFAS 117, check here ☒ and complete lines 27 through 29, and lines 33 and 34.					
27		Unrestricted net assets			8,109,899	27	5,295,619
28		Temporarily restricted net assets			5,357,653	28	6,666,289
29		Permanently restricted net assets				29	
Organizations that do not follow SFAS 117, check here ☐ and complete lines 30 through 34.							
30		Capital stock or trust principal, or current funds				30	
31		Paid-in or capital surplus, or land, building or equipment fund				31	
32		Retained earnings, endowment, accumulated income, or other funds				32	
33		Total net assets or fund balances			13,467,552	33	11,961,908
34	Total liabilities and net assets/fund balances			17,346,941	34	18,653,803	

Part XI Reconciliation of Net Assets

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

1	Total revenue (must equal Part VIII, column (A), line 12)	1	31,746,942
2	Total expenses (must equal Part IX, column (A), line 25)	2	31,284,175
3	Revenue less expenses Subtract line 2 from line 1	3	462,767
4	Net assets or fund balances at beginning of year (must equal Part X, line 33, column (A))	4	13,467,552
5	Other changes in net assets or fund balances (explain in Schedule O)	5	-1,968,411
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	11,961,908

Part XII 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 ☐ Cash ☒ Accrual ☐ Other If the organization changed its method of accounting from a prior year or checked "Other," explain in Schedule O		
2a	Were the organization's financial statements compiled or reviewed by an independent accountant?		No
b	Were the organization's financial statements audited by an independent accountant?	Yes	
c	If "Yes," to 2a or 2b, does the organization have a committee that assumes responsibility for oversight of the audit, review, or compilation of its financial statements and selection of an independent accountant? If the organization changed either its oversight process or selection process during the tax year, explain in Schedule O	Yes	
d	If "Yes" to line 2a or 2b, check a box below to indicate whether the financial statements for the year were issued on a separate basis, consolidated basis, or both ☐ Separate basis ☒ Consolidated basis ☐ Both consolidated and separated basis		
3a	As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the Single Audit Act and OMB Circular A-133?		No
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		

SCHEDULE A
(Form 990 or 990EZ)

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

2011

Open to Public
Inspection

Name of the organization NATIONAL ASSOCIATION FOR THE ADVANCEMENT OF COLORED PEOPLE (NAACP)	Employer identification number 13-1084135
---	--

Part I Reason for Public Charity Status (All organizations must complete this part.) See instructions

The organization is not a private foundation because it is (For lines 1 through 11, check only one box)

1

☐

A church, convention of churches, or association of churches **section 170(b)(1)(A)(i).**

2

☐

A school described in **section 170(b)(1)(A)(ii).** (Attach Schedule E)

3

☐

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 state

5

☐

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

☒

An organization that normally receives a substantial part of its support from a governmental unit or from the general public described in **section 170(b)(1)(A)(vi)** (Complete Part II)

8

☐

A community trust described in **section 170(b)(1)(A)(vi)** (Complete Part II)

9

☐

An organization that normally receives (1) more than 33 1/3% of its support from contributions, membership fees, and gross receipts from activities related to its exempt functions—subject to certain exceptions, and (2) no more than 33 1/3% of its support from gross investment income and unrelated business taxable income (less section 511 tax) from businesses acquired by the organization after June 30, 1975 See **section 509(a)(2).** (Complete Part III)

10

☐

An organization organized and operated exclusively to test for public safety Se**section 509(a)(4).**

11

☐

An organization organized and operated exclusively for the benefit of, to perform the functions of, or to carry out the purposes of one or more publicly supported organizations described in section 509(a)(1) or section 509(a)(2) See **section 509(a)(3).** Check the box that describes the type of supporting organization and complete lines 11e through 11h

a

☐

Type I

b

☐

Type II

c

☐

Type III - Functionally integrated

d

☐

Type III - Other

e

☐

By checking this box, I certify that the organization is not controlled directly or indirectly by one or more disqualified persons other than foundation managers and other than one or more publicly supported organizations described in section 509(a)(1) or section 509(a)(2)

f

☐

If the organization received a written determination from the IRS that it is a Type I, Type II or Type III supporting organization, check this box

g

☐

Since August 17, 2006, has the organization accepted any gift or contribution from any of the following persons?

(i)

a person who directly or indirectly controls, either alone or together with persons described in (ii) and (iii) below, the governing body of the the supported organization?

(ii)

a family member of a person described in (i) above?

(iii)

a 35% controlled entity of a person described in (i) or (ii) above?

h

☐

Provide the following information about the supported organization(s)

	Yes	No
11g(i)		
11g(ii)		
11g(iii)		

(i) Name of supported organization	(ii) EIN	(iii) Type of organization (described on lines 1- 9 above or IRC section (see instructions))	(iv) Is the organization in col (i) listed in your governing document?		(v) Did you notify the organization in col (i) of your support?		(vi) Is the organization in col (i) organized in the U S ?		(vii) Amount of support?
			Yes	No	Yes	No	Yes	No	
Total									

Part II

Support Schedule for Organizations Described in IRC 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.)

Section A. Public Support

Calendar year (or fiscal year beginning in)	(a) 2007	(b) 2008	(c) 2009	(d) 2010	(e) 2011	(f) Total
1 Gifts, grants, contributions, and membership fees received (Do not include any "unusual grants.")	13,900,094	18,042,312	17,918,138	18,473,930	18,702,863	87,037,337
2 Tax revenues levied for the organization'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	13,900,094	18,042,312	17,918,138	18,473,930	18,702,863	87,037,337
5 The portion of total contributions by each person (other than a governmental unit or publicly supported organization) included on line 1 that exceeds 2% of the amount shown on line 11, column (f)						
6 Public Support. Subtract line 5 from line 4						87,037,337

Section B. Total Support

Calendar year (or fiscal year beginning in)	(a) 2007	(b) 2008	(c) 2009	(d) 2010	(e) 2011	(f) Total
7 Amounts from line 4	13,900,094	18,042,312	17,918,138	18,473,930	18,702,863	87,037,337
8 Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources	239,409	-775,467	116,165	164,661	144,187	-111,045
9 Net income from unrelated business activities, whether or not the business is regularly carried on						
10 Other income (Explain in Part IV) Do not include gain or loss from the sale of capital assets	483,592	580,939	418,206	1,536,323	1,429,425	4,448,485
11 Total support (Add lines 7 through 10)						91,374,777

12 Gross receipts from related activities, etc (See instructions)

12

13 First Five Years If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a 501(c)(3) organization, check this box and stop here

Section C. Computation of Public Support Percentage

14 Public Support Percentage for 2011 (line 6 column (f) divided by line 11 column (f))	14	95 250 %
15 Public Support Percentage for 2010 Schedule A, Part II, line 14	15	96 020 %

16a 33 1/3% support test—2011. 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—2010. If the organization did not check the box on line 13 or 16a, and line 15 is 33 1/3% or more, check this box and stop here. The organization qualifies as a publicly supported organization

17a 10%-facts-and-circumstances test—2011. If the organization did not check a box on line 13, 16a, or 16b and line 14 is 10% or more, and if the organization meets the "facts and circumstances" test, check this box and stop here. Explain in Part IV how the organization meets the "facts and circumstances" test The organization qualifies as a publicly supported organization

b 10%-facts-and-circumstances test—2010. If the organization did not check a box on line 13, 16a, 16b, or 17a and line 15 is 10% or more, and if the organization meets the "facts and circumstances" test, check this box and stop here. Explain in Part IV how the organization meets the "facts and circumstances" test The organization qualifies as a publicly supported organization

18 Private Foundation If the organization did not check a box on line 13, 16a, 16b, 17a or 17b, check this box and see instructions

Part IIIPart III

Support Schedule for Organizations Described in IRC 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 qualify under the tests listed below, please complete Part II.)

Section A. Public Support						
Calendar year (or fiscal year beginning in)	(a) 2007	(b) 2008	(c) 2009	(d) 2010	(e) 2011	(f) Total
1 Gifts, grants, contributions, and membership fees received (Do not include any "unusual grants.")						
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 business under section 513						
4 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf						
5 The value of services or facilities furnished by a governmental unit to the organization without charge						
6 Total. Add lines 1 through 5						
7a Amounts included on lines 1, 2, and 3 received from disqualified persons						
b 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						
8 Public Support (Subtract line 7c from line 6)						

Section B. Total Support						
Calendar year (or fiscal year beginning in)	(a) 2007	(b) 2008	(c) 2009	(d) 2010	(e) 2011	(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						
b Unrelated business taxable income (less section 511 taxes) from businesses acquired after June 30, 1975						
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						
12 Other income. Do not include gain or loss from the sale of capital assets (Explain in Part IV.)						
13 Total support (Add lines 9, 10c, 11 and 12.)						
14 First Five Years If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a 501(c)(3) organization, check this box and stop here						

Section C. Computation of Public Support Percentage		
15 Public Support Percentage for 2011 (line 8 column (f) divided by line 13 column (f))	15	
16 Public support percentage from 2010 Schedule A, Part III, line 15	16	

Section D. Computation of Investment Income Percentage		
17 Investment income percentage for 2011 (line 10c column (f) divided by line 13 column (f))	17	
18 Investment income percentage from 2010 Schedule A, Part III, line 17	18	
19a 33 1/3% support tests—2011. If the organization did not check the box on line 14, and line 15 is more than 33 1/3% and line 17 is not more than 33 1/3%, check this box and stop here. The organization qualifies as a publicly supported organization		
b 33 1/3% support tests—2010. If the organization did not check a box on line 14 or line 19a, and line 16 is more than 33 1/3% and line 18 is not more than 33 1/3%, check this box and stop here. The organization qualifies as a publicly supported organization		
20 Private Foundation If the organization did not check a box on line 14, 19a or 19b, check this box and see instructions		

Part IV **Supplemental Information.** Supplemental Information. Complete this part to provide the explanation required by Part II, line 10; Part II, line 17a or 17b; or Part III, line 12. Also complete this part for any additional information. (See instructions).

Facts And Circumstances Test

Explanation

Additional Data

Software ID:
Software Version:
EIN: 13-1084135
Name: NATIONAL ASSOCIATION FOR THE ADVANCEMENT
OF COLORED PEOPLE (NAACP)

Form 990, Special Condition Description:

Special Condition Description

Form 990, Part III - 4 Program Service Accomplishments (See the Instructions)

4d. Other program services
(Code) (Expenses \$ 6,528,672 including grants of \$) (Revenue \$ 3,297,951) MEMBERSHIP SERVICES - THE NATIONAL MEMBERSHIP DEPARTMENT IS RESPONSIBLE FOR THE GROWTH IN THE NUMBER OF NAACP MEMBERS THROUGH THE PLANNING, STRUCTURING AND DIRECTING OF RECRUITMENT CAMPAIGNS THROUGH NAACP UNITS, CHURCHES, DONORS AND OTHER ORGANIZATIONS THE MEMBERSHIP DEPARTMENT PROVIDES DIRECT SERVICE TO INDIVIDUAL MEMBERS AS WELL AS TO LOCAL UNITS OF THE NAACP (EXPENSES \$ 2,539,642 REVENUE \$ 2,847,951) DIRECT ISSUE EDUCATION - THE NAACP UTILIZES ITS DIRECT MAIL AND COMMUNICATIONS CAPACITY TO REGULARLY INFORM AND EDUCATE ITS CONSTITUENTS, STAKEHOLDERS, AND SUPPORTERS ABOUT ITS PROGRAMS AND OTHER STRATEGIC INITIATIVES (EXPENSES \$ 2,845,054) RESEARCH AND POLICY - THIS OVERARCHING DIVISION WAS CREATED LATE IN 2005 TO PROVIDE RESEARCH AND DEVELOP NAACP POLICY ON PUBLIC POLICY ISSUES AFFECTING PEOPLE OF COLOR IN THE UNITED STATES (EXPENSES \$ \$1,143,212 REVENUE \$ 450,000) DISASTER RELIEF -(EXPENSES \$ 714 REVENUE \$ 0)

Form 990, Part VII - Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors

(A) Name and Title	(B) Average hours per week	(C) Position (check all that apply)						(D) Reportable compensation from the organization (W- 2/1099-MISC)	(E) Reportable compensation from related organizations (W- 2/1099- MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional Trustee	Officer	Key employee	Highest compensated employee	Former			
ROSLYN BROCK BOARD MEMBER/CHAIRMAN	10 00	X						0	0	0
OPHELIA AVERITT BOARD MEMBER	1 00	X						0	0	0
HON FRED L BANKS BOARD MEMBER	1 00	X						0	0	0
DR WILLIAM BARBER III BOARD MEMBER	1 00	X						0	0	0
GARY BLEDSOE BOARD MEMBER	1 00	X						0	0	0
KAREN BOYKIN TOWNS BOARD MEMBER	1 00	X						0	0	0
CORA BRECKENRIDGE BOARD MEMBER	1 00	X						0	0	0
AMOS BROWN BOARD MEMBER	1 00	X						0	0	0
CLAYOLA BROWN BOARD MEMBER	1 00	X						0	0	0
DEBRA BROWN BOARD MEMBER	1 00	X						0	0	0
JESSICA BUTLER GRANT BOARD MEMBER	1 00	X						0	0	0
BISHOP CLARENCE CARR BOARD MEMBER	1 00	X						0	0	0
DONALD CASH BOARD MEMBER	1 00	X						0	0	0
WILLIAM E COFIELD BOARD MEMBER	1 00	X						0	0	0
CAROLYN COLEMAN BOARD MEMBER/ASSISTANT SECRETARY	4 00	X						0	0	0
JAMES WCROWELL III BOARD MEMBER	1 00	X						0	0	0
HAROLD CRUMPTON BOARD MEMBER	1 00	X						0	0	0
REV THERESA A DEAR BOARD MEMBER	1 00	X						0	0	0
EDWARD DUBOSE BOARD MEMBER	1 00	X						0	0	0
HAZEL N DUKES BOARD MEMBER	1 00	X						0	0	0
WILLIS EDWARDS BOARD MEMBER	1 00	X						0	0	0
KATHERINE T EGLAND BOARD MEMBER	1 00	X						0	0	0
SCOTT X ESDAILE BOARD MEMBER	1 00	X						0	0	0
MYRLIE EVERS WILLIAMS BOARD MEMBER	1 00	X						0	0	0
JAMES GALLMAN BOARD MEMBER	1 00	X						0	0	0

Form 990, Part VII - Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors

(A) Name and Title	(B) Average hours per week	(C) Position (check all that apply)						(D) Reportable compensation from the organization (W- 2/1099-MISC)	(E) Reportable compensation from related organizations (W- 2/1099- MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional Trustee	Officer	Key employee	Highest compensated employee	Former			
DR DAVID GOATLEY BOARD MEMBER	1 00	X						0	0	0
BISHOP WILLIAMS H GRAVES BOARD MEMBER	1 00	X						0	0	0
GENERAL HOLIEFIELD BOARD MEMBER	1 00	X						0	0	0
ALICE HUFFMAN BOARD MEMBER	1 00	X						0	0	0
ARLEYA HORNE BOARD MEMBER	1 00	X						0	0	0
LEONARD JAMES III BOARD MEMBER	1 00	X						0	0	0
DERRICK JOHNSON BOARD MEMBER	1 00	X						0	0	0
BISHOP ROY HOLMES BOARD MEMBER	1 00	X						0	0	0
DR ERNEST JOHNSON BOARD MEMBER	1 00	X						0	0	0
SHAYLA A KING BOARD MEMBER	1 00	X						0	0	0
PAIGE FLOYD BOARD MEMBER	1 00	X						0	0	0
WILLIAM LUCY BOARD MEMBER	1 00	X						0	0	0
BOB LYDIA BOARD MEMBER	1 00	X						0	0	0
DR ANNIE B MARTIN BOARD MEMBER	1 00	X						0	0	0
KAMERON MIDDLEBROOK BOARD MEMBER	1 00	X						0	0	0
LORRAINE MILLER BOARD MEMBER	1 00	X						0	0	0
JEROME W MONDESIRE BOARD MEMBER	1 00	X						0	0	0
JULIAN BOND BOARD MEMBER	1 00	X						0	0	0
QUENTIN JAMES BOARD MEMBER	1 00	X						0	0	0
ADORA OBI NWEZE BOARD MEMBER	1 00	X						0	0	0
HOWARD JEFFERSON BOARD MEMBER	1 00	X						0	0	0
REV KEITH A RATCLIFF BOARD MEMBER	1 00	X						0	0	0
MADIE A ROBINSON BOARD MEMBER	1 00	X						0	0	0
ALFRED J RUCKS BOARD MEMBER	1 00	X						0	0	0
ANITA RUSSELL BOARD MEMBER	1 00	X						0	0	0

Form 990, Part VII - Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors

(A) Name and Title	(B) Average hours per week	(C) Position (check all that apply)						(D) Reportable compensation from the organization (W- 2/1099-MISC)	(E) Reportable compensation from related organizations (W- 2/1099- MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional Trustee	Officer	Key employee	Highest compensated employee	Former			
LEON RUSSELL BOARD MEMBER/VICE CHAIRMAN	4 00	X						0	0	0
RABBI DAVID N SAPERSTEIN BOARD MEMBER	1 00	X						0	0	0
REV MORRIS L SHEARIN BOARD MEMBER	1 00	X						0	0	0
MAXINE A SMITH BOARD MEMBER	1 00	X						0	0	0
LEONARD F SPRINGS BOARD MEMBER	1 00	X						0	0	0
GLORIA SWEET LOVE BOARD MEMBER	1 00	X						0	0	0
REV OSCAR TILLMAN BOARD MEMBER	1 00	X						0	0	0
YVONNE WHITE BOARD MEMBER	1 00	X						0	0	0
ROY LEVY WILLIAMS BOARD MEMBER	1 00	X						0	0	0
RICHARD G WOMACK BOARD MEMBER	1 00	X						0	0	0
GREG MATHIS BOARD MEMBER	1 00	X						0	0	0
JESSE H TURNER JR BOARD MEMBER/TREASURER	4 00	X						0	0	0
DEMAR ROBERTS BOARD MEMBER	1 00	X						0	0	0
ZEPHANII SMITH BOARD MEMBER	1 00	X						0	0	0
LILLIE WILSON BOARD MEMBER	1 00	X						0	0	0
BENJAMIN TODD JEALOUS PRESIDENT AND CEO	60 00			X				284,861	0	10,346
ROGER VANN CHIEF OPERATING OFFICER/CHIEF OF STAFF	50 00			X				193,949	0	24,021
STEVEN HAWKINS CHIEF PROGRAM OFFICER/EXECUTIVE VP	50 00			X				199,759	0	18,581
KIM KEENAN GENERAL COUNSEL & CORPORATE SECRETARY	40 00			X				214,203	0	4,331
BRENDA WATKINS NOEL CHIEF FINANCIAL OFFICER	50 00			X				196,377	0	4,467
HILARY SHELTON STAFF	40 00					X		148,469	0	25,415
MONNEESE DELARA STAFF	40 00					X		147,728	0	811

SCHEDULE C
(Form 990 or 990-EZ)

Department of the Treasury
Internal Revenue Service

Political Campaign and Lobbying Activities

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

▶ Complete if the organization is described below.

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

OMB No 1545-0047

2011

Open to Public Inspection

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, line 35c (Proxy Tax), then

- Section 501(c)(4), (5), or (6) organizations Complete Part III

Name of the organization NATIONAL ASSOCIATION FOR THE ADVANCEMENT OF COLORED PEOPLE (NAACP)	Employer identification number 13-1084135
---	--

Part I-A Complete if the organization is exempt under section 501(c) or is a section 527 organization.

- 1

Provide a description of the organization's direct and indirect political campaign activities on behalf of or in opposition to candidates for public office in Part IV
- 2

Political expenditures ▶ \$
- 3

Volunteer hours

Part I-B Complete if the organization is exempt under section 501(c)(3).

- 1

Enter the amount of any excise tax incurred by the organization under section 4955 ▶ \$
- 2

Enter the amount of any excise tax incurred by organization managers under section 4955 ▶ \$
- 3

If the organization incurred a section 4955 tax, did it file Form 4720 for this year? ☐ Yes ☐ No
- 4a

Was a correction made? ☐ Yes ☐ No
- b

If "Yes," describe in Part IV

Part I-C Complete if the organization is exempt under section 501(c) except section 501(c)(3).

- 1

Enter the amount directly expended by the filing organization for section 527 exempt function activities ▶ \$
- 2

Enter the amount of the filing organization's funds contributed to other organizations for section 527 exempt funtion activities ▶ \$
- 3

Total exempt function expenditures Add lines 1 and 2 Enter here and on Form 1120-POL, line 17b ▶ \$
- 4

Did the filing organization file Form 1120-POL for this year? ☐ Yes ☐ No
- 5

Enter the names, addresses and employer identification number (EIN) of all section 527 political organizations to which the filing organization made payments For each organization listed, enter the amount paid from the filing organization's funds Also enter the amount of political contributions received that were promptly and directly delivered to a separate political organization, such as a separate segregated fund or a political action committee (PAC) If additional space is needed, provide information in Part IV

(a) Name	(b) Address	(c) EIN	(d) Amount paid from filing organization's funds If none, enter -0-	(e) Amount of political contributions received and promptly and directly delivered to a separate political organization If none, enter -0-

Part II-A

Complete if the organization is exempt under section 501(c)(3) and filed Form 5768 (election under section 501(h)).

- A
- Check
- ☐
- if the filing organization belongs to an affiliated group (and list in Part IV each affiliated group member's name, address, EIN, expenses, and share of excess lobbying expenditures)
- B
- Check
- ☐
- if the filing organization checked box A and "limited control" provisions apply

Limits on Lobbying Expenditures (The term "expenditures" means amounts paid or incurred.)		(a) Filing Organization's Totals	(b) Affiliated Group Totals												
1a	Total lobbying expenditures to influence public opinion (grass roots lobbying)														
b	Total lobbying expenditures to influence a legislative body (direct lobbying)	334,261													
c	Total lobbying expenditures (add lines 1a and 1b)	334,261													
d	Other exempt purpose expenditures	30,949,914													
e	Total exempt purpose expenditures (add lines 1c and 1d)	31,284,175													
f	Lobbying nontaxable amount Enter the amount from the following table in both columns	1,000,000													
<table><tr><td>If the amount on line 1e, column (a) or (b) is:</td><td>The lobbying nontaxable amount is:</td></tr><tr><td>Not over \$500,000</td><td>20% of the amount on line 1e</td></tr><tr><td>Over \$500,000 but not over \$1,000,000</td><td>\$100,000 plus 15% of the excess over \$500,000</td></tr><tr><td>Over \$1,000,000 but not over \$1,500,000</td><td>\$175,000 plus 10% of the excess over \$1,000,000</td></tr><tr><td>Over \$1,500,000 but not over \$17,000,000</td><td>\$225,000 plus 5% of the excess over \$1,500,000</td></tr><tr><td>Over \$17,000,000</td><td>\$1,000,000</td></tr></table>		If the amount on line 1e, column (a) or (b) is:	The lobbying nontaxable amount is:	Not over \$500,000	20% of the amount on line 1e	Over \$500,000 but not over \$1,000,000	\$100,000 plus 15% of the excess over \$500,000	Over \$1,000,000 but not over \$1,500,000	\$175,000 plus 10% of the excess over \$1,000,000	Over \$1,500,000 but not over \$17,000,000	\$225,000 plus 5% of the excess over \$1,500,000	Over \$17,000,000	\$1,000,000		
If the amount on line 1e, column (a) or (b) is:	The lobbying nontaxable amount is:														
Not over \$500,000	20% of the amount on line 1e														
Over \$500,000 but not over \$1,000,000	\$100,000 plus 15% of the excess over \$500,000														
Over \$1,000,000 but not over \$1,500,000	\$175,000 plus 10% of the excess over \$1,000,000														
Over \$1,500,000 but not over \$17,000,000	\$225,000 plus 5% of the excess over \$1,500,000														
Over \$17,000,000	\$1,000,000														
g	Grassroots nontaxable amount (enter 25% of line 1f)	250,000													
h	Subtract line 1g from line 1a If zero or less, enter -0-	0													
i	Subtract line 1f from line 1c If zero or less, enter -0-	0													
j	If there is an amount other than zero on either line 1h or line 1i, did the organization file Form 4720 reporting section 4911 tax for this year?	☐ Yes ☐ No													

4-Year Averaging Period Under Section 501(h)
(Some organizations that made a section 501(h) election do not have to complete all of the five columns below. See the instructions for lines 2a through 2f on page 4.)

Lobbying Expenditures During 4-Year Averaging Period					
Calendar year (or fiscal year beginning in)	(a) 2008	(b) 2009	(c) 2010	(d) 2011	(e) Total
2a Lobbying non-taxable amount	1,000,000	1,000,000	1,000,000	1,000,000	4,000,000
b Lobbying ceiling amount (150% of line 2a, column(e))					6,000,000
c Total lobbying expenditures	442,943	556,505	986,958	334,261	2,320,667
d Grassroots non-taxable amount	250,000	250,000	250,000	250,000	1,000,000
e Grassroots ceiling amount (150% of line 2d, column (e))					1,500,000
f Grassroots lobbying expenditures					

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)		(b)
		Yes	No	Amount
1	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			
a	Volunteers?			
b	Paid staff or management (include compensation in expenses reported on lines 1c through 1i)?			
c	Media advertisements?			
d	Mailings to members, legislators, or the public?			
e	Publications, or published or broadcast statements?			
f	Grants to other organizations for lobbying purposes?			
g	Direct contact with legislators, their staffs, government officials, or a legislative body?			
h	Rallies, demonstrations, seminars, conventions, speeches, lectures, or any similar means?			
i	Other activities? If "Yes," describe in Part IV			
j	Total lines 1c through 1i			
2a	Did the activities in line 1 cause the organization to be not described in section 501(c)(3)?			
b	If "Yes," enter the amount of any tax incurred under section 4912			
c	If "Yes," enter the amount of any tax incurred by organization managers under section 4912			
d	If the filing organization incurred a section 4912 tax, did it file Form 4720 for this year?			

Part III-A

Complete if the organization is exempt under section 501(c)(4), section 501(c)(5), or section 501(c)(6).

			Yes	No
1	Were substantially all (90% or more) dues received nondeductible by members?	1		
2	Did the organization make only in-house lobbying expenditures of \$2,000 or less?	2		
3	Did the organization agree to carryover lobbying and political expenditures from the prior year?	3		

Part III-B

Complete if the organization is exempt under section 501(c)(4), section 501(c)(5), or section 501(c)(6) if BOTH Part III-A, lines 1 and 2 are answered "No" OR if Part III-A, line 3 is answered "Yes".

1	Dues, assessments and similar amounts from members	1	
2	Section 162(e) non-deductible lobbying and political expenditures (do not include amounts of political expenses for which the section 527(f) tax was paid).	2a	
a	Current year		
b	Carryover from last year		
c	Total		
3	Aggregate amount reported in section 6033(e)(1)(A) notices of nondeductible section 162(e) dues	3	
4	If notices were sent and the amount on line 2c exceeds the amount on line 3, what portion of the excess does the organization agree to carryover to the reasonable estimate of nondeductible lobbying and political expenditure next year?	4	
5	Taxable amount of lobbying and political expenditures (see instructions)	5	

Part IV

Supplemental Information

Complete this part to provide the descriptions required for Part I-A, line 1, Part I-B, line 4, Part I-C, line 5, and Part II-B, line 1i. Also, complete this part for any additional information.

Identifier	Return Reference	Explanation
------------	------------------	-------------

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, 9, 10, 11a, 11b, 11c, 11d, 11e, 11f, 12a, or 12b**
▶ **Attach to Form 990. ▶ See separate instructions.**

OMB No 1545-0047

2011

Open to Public
Inspection

Name of the organization NATIONAL ASSOCIATION FOR THE ADVANCEMENT OF COLORED PEOPLE (NAACP)	Employer identification number 13-1084135
--	---

Part I

Organizations Maintaining Donor Advised Funds or Other Similar Funds or Accounts. Complete if the organization answered "Yes" to Form 990, Part IV, line 6.

	(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 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 advisors in writing that grant funds may be used only for charitable purposes and not for the benefit of the donor or donor advisor, or for any other purpose conferring impermissible private benefit ☐ Yes ☐ No	

Part II

Conservation Easements. Complete if the organization answered "Yes" to Form 990, Part IV, line 7.

1	Purpose(s) of conservation easements held by the organization (check all that apply) ☐ Preservation of land for public use (e g , recreation or pleasure) ☐ Preservation of an historically importantly land area ☐ Protection of natural habitat ☐ Preservation of a certified historic structure ☐ Preservation of open space	
2	Complete lines 2a–2d if the organization held a qualified conservation contribution in the form of a conservation easement on the last day of the tax year	
a	Total number of conservation easements	2a
b	Total acreage restricted by conservation easements	2b
c	Number of conservation easements on a certified historic structure included in (a)	2c
d	Number of conservation easements included in (c) acquired after 8/17/06	2d
3	Number of conservation easements modified, transferred, released, extinguished, or terminated by the organization during the taxable year ▶ _____	
4	Number of states where property subject to conservation easement is located ▶ _____	
5	Does the organization have a written policy regarding the periodic monitoring, inspection, handling of violations, and enforcement of the conservation easements it holds? ☐ Yes ☐ No	
6	Staff and volunteer hours devoted to monitoring, inspecting and enforcing conservation easements during the year ▶ _____	
7	Amount of expenses incurred in monitoring, inspecting, and enforcing conservation easements during the year ▶ \$ _____	
8	Does each conservation easement reported on line 2(d) above satisfy the requirements of section 170(h)(4)(B)(i) and 170(h)(4)(B)(ii)? ☐ Yes ☐ No	
9	In Part XIV, describe how the organization reports conservation easements in its revenue and expense statement, and balance sheet, and include, if applicable, the text of the footnote to the organization's financial statements that describes the organization's accounting for conservation easements	

Part III

Organizations Maintaining Collections of Art, Historical Treasures, or Other 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, not to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education or research in furtherance of public service, provide, in Part XIV, the text of the footnote to its financial statements that describes these items	
b	If the organization elected, as permitted under SFAS 116, to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public 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 treasures, or other similar assets for financial gain, provide the following amounts required to be reported under SFAS 116 relating to these items	
a	Revenues included in Form 990, Part VIII, line 1	▶ \$ _____
b	Assets included in Form 990, Part X	▶ \$ _____

Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets *(continued)*

3

Using the organization's accession and other records, check any of the following that are a significant use of its collection items (check all that apply)

a

☐ Public exhibition

b

☐ Scholarly research

c

☐ Preservation for future generations

d

☐ Loan or exchange programs

e

☐ Other

4

Provide a description of the organization's collections and explain how they further the organization's exempt purpose in Part XIV

5

During the year, did the organization solicit or receive donations of art, historical treasures or other similar assets to be sold to raise funds rather than to be maintained as part of the organization's collection?

☐ Yes

☐ No

Part IV Escrow and Custodial Arrangements. Complete if the organization answered "Yes" to Form 990, Part IV, line 9, or reported an amount on Form 990, Part X, line 21.

1a

Is the organization an agent, trustee, custodian or other intermediary for contributions or other assets not included on Form 990, Part X?

☐ Yes

☐ No

b

If "Yes," explain the arrangement in Part XIV and complete the following table

c

Beginning balance

d

Additions during the year

e

Distributions during the year

f

Ending balance

	Amount
1c	
1d	
1e	
1f	

2a

Did the organization include an amount on Form 990, Part X, line 21?

☐ Yes

☐ No

b

If "Yes," explain the arrangement in Part XIV

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 Back	(d)Three Years Back	(e)Four Years Back
1a Beginning of year balance					
b Contributions					
c Investment earnings or losses					
d Grants or scholarships					
e Other expenditures for facilities and programs					
f Administrative expenses					
g End of year balance					

2

Provide the estimated percentage of the year end balance held as

a

Board designated or quasi-endowment ▶

b

Permanent endowment ▶

c

Term endowment ▶

3a

Are there endowment funds not in the possession of the organization that are held and administered for the organization by

(i)

unrelated organizations

(ii)

related organizations

b

If "Yes" to 3a(ii), are the related organizations listed as required on Schedule R?

	Yes	No
3a(i)		
3a(ii)		
3b		

4

Describe in Part XIV the intended uses of the organization's endowment funds

Part VI Land, Buildings, and Equipment. See Form 990, Part X, line 10.

Description of property	(a) Cost or other basis (investment)	(b)Cost or other basis (other)	(c) Accumulated depreciation	(d) Book value
1a Land		454,550		454,550
b Buildings		2,622,581	2,321,876	300,705
c Leasehold improvements		382,174	355,143	27,031
d Equipment				
e Other		4,787,712	4,132,457	655,255
Total. Add lines 1a-1e (Column (d) should equal Form 990, Part X, column (B), line 10(c).) ▶				1,437,541

Part XI Reconciliation of Change in Net Assets from Form 990 to Financial Statements		
1	Total revenue (Form 990, Part VIII, column (A), line 12)	131,746,942
2	Total expenses (Form 990, Part IX, column (A), line 25)	231,284,175
3	Excess or (deficit) for the year Subtract line 2 from line 1	3462,767
4	Net unrealized gains (losses) on investments	4-234,074
5	Donated services and use of facilities	5
6	Investment expenses	6
7	Prior period adjustments	7
8	Other (Describe in Part XIV)	8-1,734,337
9	Total adjustments (net) Add lines 4 - 8	9-1,968,411
10	Excess or (deficit) for the year per financial statements Combine lines 3 and 9	10-1,505,644

Part XII Reconciliation of Revenue per Audited Financial Statements With Revenue per Return		
1	Total revenue, gains, and other support per audited financial statements	132,038,272
2	Amounts included on line 1 but not on Form 990, Part VIII, line 12	
a	Net unrealized gains on investments2a	
b	Donated services and use of facilities2b291,330	
c	Recoveries of prior year grants2c	
d	Other (Describe in Part XIV)2d	
e	Add lines 2a through 2d2e291,330	
3	Subtract line 2e from line 1331,746,942	
4	Amounts included on Form 990, Part VIII, line 12, but not on line 1	
a	Investment expenses not included on Form 990, Part VIII, line 7b4a	
b	Other (Describe in Part XIV)4b	
c	Add lines 4a and 4b4c0	
5	Total Revenue Add lines 3 and 4c. (This should equal Form 990, Part I, line 12)531,746,942	

Part XIII Reconciliation of Expenses per Audited Financial Statements With Expenses per Return		
1	Total expenses and losses per audited financial statements	133,543,916
2	Amounts included on line 1 but not on Form 990, Part IX, line 25	
a	Donated services and use of facilities2a291,330	
b	Prior year adjustments2b	
c	Other losses2c	
d	Other (Describe in Part XIV)2d234,074	
e	Add lines 2a through 2d2e525,404	
3	Subtract line 2e from line 1333,018,512	
4	Amounts included on Form 990, Part IX, line 25, but not on line 1:	
a	Investment expenses not included on Form 990, Part VIII, line 7b4a	
b	Other (Describe in Part XIV)4b-1,734,337	
c	Add lines 4a and 4b4c-1,734,337	
5	Total expenses Add lines 3 and 4c. (This should equal Form 990, Part I, line 18)531,284,175	

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 V, line 4, Part X, 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.

Identifier	Return Reference	Explanation
DESCRIPTION OF UNCERTAIN TAX POSITIONS UNDER FIN 48	PART X	NAACP IS EXEMPT FROM INCOME TAXES UNDER SECTION 501(C)(3) OF THE INTERNAL REVENUE CODE. ACCORDINGLY, NO PROVISION FOR INCOME TAXES HAS BEEN MADE IN THE ACCOMPANYING FINANCIAL STATEMENTS.
PART XI, LINE 8 - OTHER ADJUSTMENTS		NET PENSION OBLIGATION -1,734,337
PART XIII, LINE 2D - OTHER ADJUSTMENTS		UNREALIZED LOSSES ON INVESTMENTS 234,074
PART XIII, LINE 4B - OTHER ADJUSTMENTS		NET PENSION OBLIGATION -1,734,337

SCHEDULE G
(Form 990 or 990-EZ)

Supplemental Information Regarding
Fundraising or Gaming Activities

OMB No 1545-0047

2011

Open to Public Inspection

Department of the Treasury
Internal Revenue Service

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

Name of the organization
NATIONAL ASSOCIATION FOR THE ADVANCEMENT
OF COLORED PEOPLE (NAACP)

Employer identification number
13-1084135

Part I Fundraising Activities.

Complete if the organization answered "Yes" to Form 990, Part IV, line 17.

- 1 Indicate whether the organization raised funds through any of the following activities. Check all that apply.
- a ☒ Mail solicitations

e ☐ Solicitation of non-government grants

b ☐ Internet and e-mail solicitations

f ☐ Solicitation of government grants

c ☒ Phone solicitations

g ☐ Special fundraising events

d ☐ In-person solicitations
- 2a 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? ☐ Yes ☒ 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. Form 990-EZ filers are not required to complete this table.

(i) Name and address of individual or entity (fundraiser)	(ii) Activity	(iii) Did fundraiser have custody or control of contributions?		(iv) Gross receipts from activity	(v) Amount paid to (or retained by) fundraiser listed in col (i)	(vi) Amount paid to (or retained by) organization
		Yes	No			
OMP 1133 19TH STREET NW SUITE 300 WASHINGTON, DC 20036	DIRECT MARKETING AND COMMUNICATION SVCS	Yes		4,115,161	307,279	3,807,882
TELEFUND PO BOX 2366 DENVER, CO 80201	TELEMARKETING	Yes		250,536	215,699	34,837
DONOR SERVICE GROUP (DSG) 6715 SUNSET BLVD LOS ANGELES, CA 90028	TELEMARKETING	Yes		55,722	47,871	7,851
SD&A TELESERVICES 5757 WEST CENTURY BLVD SUITE 300 LOS ANGELES, CA 90045	TELEMARKETING	Yes		44,481	32,651	11,830
SHARE PO BOX 55183 BOSTON, MA 02205	TELEMARKETING	Yes		21,455	22,588	-1,133
Total ▶				4,487,355	626,088	3,861,267

3 List all states in which the organization is registered or licensed to solicit funds or has been notified it is exempt from registration or licensing.

AL, AK, AZ, AR, CA, CO, CT, DE, FL, GA, HI, ID, IL, IN, IA, KS, KY, LA, ME, MD, MA, MI, MN, MS, MO, MT, NE, NV, NH, NJ, NM, NY, NC, ND, OH, OK, OR, PA, RI, SC, SD, TN, TX, UT, VT, VA, WA, WV, WI, WY

Part II Fundraising Events.

Complete if the organization answered "Yes" to Form 990, Part IV, line 18, or reported more than \$15,000 on Form 990-EZ, line 6a. List events with gross receipts greater than \$5,000.

		(a) Event #1	(b) Event #2	(c) Other Events	(d) Total Events
		(event type)	(event type)	(total number)	(Add col (a) through col (c))
Revenue	1	Gross receipts			
	2	Less Charitable contributions			
	3	Gross income (line 1 minus line 2)			
Direct Expenses	4	Cash prizes			
	5	Non-cash prizes			
	6	Rent/facility costs			
	7	Food and beverages			
	8	Entertainment			
	9	Other direct expenses			
	10	Direct expense summary Add lines 4 through 9 in column (d) ▶			()
	11	Net income summary Combine lines 3 and 10 in column (d). ▶			

Part III Gaming.

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

		(a) Bingo	(b) Pull tabs/Instant bingo/progressive bingo	(c) Other gaming	(d) Total gaming
					(Add col (a) through col (c))
Revenue	1	Gross revenue			
	2	Cash prizes			
Direct Expenses	3	Non-cash prizes			
	4	Rent/facility costs			
	5	Other direct expenses			
	6	Volunteer labor ☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No	
	7	Direct expense summary Add lines 2 through 5 in column (d) ▶			()
	8	Net gaming income summary Combine lines 1 and 7 in column (d) ▶			

9 Enter the state(s) in which the organization operates gaming activities _____

a Is the organization licensed to operate gaming activities in each of these states? ☐ Yes ☐ No

b If "No," Explain _____

10a Were any of the organization's gaming licenses revoked, suspended or terminated during the tax year? ☐ Yes ☐ No

b If "Yes," Explain _____

- 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

a	The organization's facility	13a
b	An outside facility	13b

- 14
- Provide the name and address of the person who prepares the organization's gaming/special events books and records

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 amount of gaming revenue retained by the third party \$
- c

If "Yes," enter name and address

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?

☐ Yes ☐ No
- b

Enter the amount of distributions required under state law distributed to other exempt organizations or spent in the organization's own exempt activities during the tax year \$

Part IV

Complete this part to provide additional information for responses to question on Schedule G (see instructions.)

Identifier	ReturnReference	Explanation
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Schedule J
(Form 990)

Compensation Information

OMB No 1545-0047

2011

Open to Public Inspection

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

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

▶ Attach to Form 990. ▶ See separate instructions.

Name of the organization NATIONAL ASSOCIATION FOR THE ADVANCEMENT OF COLORED PEOPLE (NAACP)	Employer identification number 13-1084135
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Part I

Questions Regarding Compensation

	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		
☐ Travel for companions		
☐ Tax idemnification and gross-up payments		
☐ Discretionary spending account		
☐ Housing allowance or residence for personal use		
☐ Payments for business use of personal residence		
☐ Health or social club dues or initiation fees		
☐ Personal services (e g , maid, chauffeur, chef)		
1b If any of the boxes in line 1a are checked, did the organization follow a written policy regarding payment or reimbursement or provision of all the expenses described above? If "No," complete Part III to explain		
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?		
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		
☒ Independent compensation consultant		
☒ Form 990 of other organizations		
☐ Written employment contract		
☒ Compensation survey or study		
☒ 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		
a Receive a severance payment or change-of-control payment?		No
b Participate in, or receive payment from, a supplemental nonqualified retirement plan?		No
c Participate in, or receive payment from, an equity-based compensation arrangement?		No
If "Yes" to any of lines 4a-c, list the persons and provide the applicable amounts for each item in Part III		
Only 501(c)(3) and 501(c)(4) organizations only 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		
a The organization?		No
b Any related organization?		No
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		
a The organization?		No
b Any related organization?		No
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		No
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 Regs section 53 4958-4(a)(3)? If "Yes," describe in Part III		No
9 If "Yes" to line 8, did the organization also follow the rebuttable presumption procedure described in Regulations section 53 4958-6(c)?		

Part II **Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees.** Use Schedule J-1 if additional space 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) for each listed individual must equal the total amount of Form 990, Part VII, Section A, line 1a, columns (D) and (E) for that individual

(A) Name		(B) Breakdown of W-2 and/or 1099-MISC compensation			(C) Retirement and other deferred compensation	(D) Nontaxable benefits	(E) Total of columns (B)(i)-(D)	(F) Compensation reported in prior Form 990 or Form 990-EZ
		(i) Base compensation	(ii) Bonus & incentive compensation	(iii) Other reportable compensation				
(1) BENJAMIN TODD JEALOUS	(i)	284,861	0	0	2,003	8,343	295,207	0
	(ii)	0	0	0	0	0	0	0
(2) ROGER VANN	(i)	193,949	0	0	3,000	21,021	217,970	0
	(ii)	0	0	0	0	0	0	0
(3) STEVEN HAWKINS	(i)	199,759	0	0	0	18,581	218,340	0
	(ii)	0	0	0	0	0	0	0
(4) KIM KEENAN	(i)	214,203	0	0	1,745	2,586	218,534	0
	(ii)	0	0	0	0	0	0	0
(5) BRENDA WATKINS NOEL	(i)	196,377	0	0	2,847	1,620	200,844	0
	(ii)	0	0	0	0	0	0	0
(6) HILARY SHELTON	(i)	148,469	0	0	4,394	21,021	173,884	0
	(ii)	0	0	0	0	0	0	0
	(i)							
	(ii)							
	(i)							
	(ii)							
	(i)							
	(ii)							
	(i)							
	(ii)							
	(i)							
	(ii)							
	(i)							
	(ii)							
	(i)							
	(ii)							
	(i)							
	(ii)							

Part III **Supplemental Information**

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.

Identifier	Return Reference	Explanation
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Schedule L
(Form 990 or 990-EZ)

Transactions with Interested Persons

OMB No 1545-0047

2011

Open to Public Inspection

Name of the organization
NATIONAL ASSOCIATION FOR THE ADVANCEMENT
OF COLORED PEOPLE (NAACP)

Employer identification number

13-1084135

Part I

Excess Benefit Transactions (section 501(c)(3) and section 501 (c)(4) organizations only).

Complete if the organization answered "Yes" on Form 990, Part IV, line 25a or 25b, or Form 990-EZ, Part V, line 40b

1	(a) Name of disqualified person	(b) Description of transaction	(c) Corrected?	
			Yes	No

2 Enter the amount of tax imposed on the organization managers or disqualified persons during the year under section 4958 ► \$ _____

3 Enter the amount of tax, if any, on line 2, above, reimbursed by the organization ► \$ _____

Part II

Loans to and/or From Interested Persons.

Complete if the organization answered "Yes" on Form 990, Part IV, line 26, or Form 990-EZ, Part V, line 38a

(a) Name of interested person and purpose	(b) Loan to or from the organization?		(c)Original principal amount	(d)Balance due	(e) In default?		(f) Approved by board or committee?		(g)Written agreement?	
	To	From			Yes	No	Yes	No	Yes	No
Total ► \$ _____										

Part III

Grants or Assistance Benefitting Interested Persons.

Complete if the organization answered "Yes" on Form 990, Part IV, line 27.

(a) Name of interested person	(b)Relationship between interested person and the organization	(c)Amount of grant or type of assistance

Part IV

Business Transactions Involving Interested Persons.
Complete if the organization answered "Yes" on Form 990, Part IV, line 28a, 28b, or 28c.

(a) Name of interested person	(b) Relationship between interested person and the organization	(c) Amount of transaction	(d) Description of transaction	(e) Sharing of organization's revenues?	
				Yes	No
(1) BUSINESS TRANSACTIONS BELOW THE ORGANIZATIONS					No
(2) THRESHOLD OF 1 OF REVENUE					No

Part V

Supplemental Information
Complete this part to provide additional information for responses to questions on Schedule L (see instructions)

Identifier	Return Reference	Explanation
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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 to provide any additional information.
▶ Attach to Form 990 or 990-EZ.

OMB No 1545-0047

2011

Open to Public Inspection

Name of the organization NATIONAL ASSOCIATION FOR THE ADVANCEMENT OF COLORED PEOPLE (NAACP)	Employer identification number 13-1084135
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Identifier	Return Reference	Explanation
		AMENDED FORM 990 - EXPLANATIONS ARE AS FOLLOWS PART I SUMMARY LINE 15, CURRENT YEAR COLUMN - WAS PREVIOUSLY REPORTED AS \$13,344,754 AND HAVE BEEN AMENDED TO \$11,610,417 LINE 16, CURRENT YEAR COLUMN - WAS PREVIOUSLY REPORTED AS \$0 AND HAVE BEEN REVISED TO \$626,088 LINE 17, CURRENT YEAR COLUMN - WAS PREVIOUSLY REPORTED AS \$19,673,758 AND HAVE BEEN AMENDED TO \$19,047,670 LINE 18, CURRENT YEAR COLUMN - WAS PREVIOUSLY REPORTED AS \$33,018,512 AND HAVE BEEN AMENDED TO \$31,284,175 LINE 19, CURRENT YEAR COLUMN - WAS PREVIOUSLY REPORTED AS \$1,271,570 AND HAVE BEEN AMENDED TO \$462,767 PART IX STATEMENT OF FUNCTIONAL EXPENSES LINE 5, COLUMNS A, B, C & D - WERE PREVIOUSLY REPORTED AS \$1,150,894, \$920,716, \$115,089, AND \$115,089 RESPECTIVELY AND HAVE BEEN REVISED TO \$1,150,895, \$361,183, \$652,789 AND \$136,923 RESPECTIVELY LINE 7, COLUMNS A, B, C & D - WERE PREVIOUSLY REPORTED AS \$12,193,860, \$5,356,231, \$5,841,404 AND \$996,225 RESPECTIVELY AND HAVE BEEN REVISED TO \$10,459,522, 5,915,764, \$3,569,368 AND \$974,390 RESPECTIVELY LINE 11E, COLUMNS A, & D - WERE PREVIOUSLY REPORTED AS \$0 AND BOTH COLUMNS A & D HAVE BEEN AMENDED TO \$626,088 LINE 13, COLUMNS A, & D - WERE PREVIOUSLY REPORTED AS \$6,939,305 AND \$1,340,833 RESPECTIVELY AND HAVE BEEN REVISED TO \$6,313,217 AND \$714,745 RESPECTIVELY LINE 25, COLUMNS A, & C - WERE PREVIOUSLY REPORTED AS \$33,018,512 AND \$5,490,309 RESPECTIVELY AND HAVE BEEN REVISED TO \$31,284,175 AND \$3,755,973 RESPECTIVELY PART XI RECONCILIATION OF NET ASSETS LINE 2 WAS PREVIOUSLY REPORTED AS \$33,018,512 AND HAS BEEN AMENDED TO \$31,284,175 LINE 3 WAS PREVIOUSLY REPORTED AS \$-1,271,570 AND HAS BEEN AMENDED TO \$462,767 LINE 5 WAS PREVIOUSLY REPORTED AS \$-234,074 AND HAS BEEN AMENDED TO \$1,968,411 PART XII FINANCIAL STATEMENTS AND REPORTING LINE 2C WAS PREVIOUSLY REPORTED AS "NO" AND HAS BEEN REVISED TO "YES " SCHEDULE C PART IIA-A LINES 1D, 1E AND 1F WERE PREVIOUSLY REPORTED AS \$0, \$334,261 AND \$66,852 RESPECTIVELY AND HAVE BEEN AMENDED AS \$30,949,914, \$31,284,175 AND \$1,000,000 RESPECTIVELY LINE 1G WAS PREVIOUSLY REPORTED AS \$16,713 AND THE AMENDED AMOUNT IS \$250,000 LINE 1(I) WAS PREVIOUSLY REPORTED AS \$267,409 AND CORRECTED AMOUNT IS \$0 LINE 2A, COLUMN (D)2011 WAS REPORTED AS \$66,852 THIS LINE HAS BEEN REVISED AND THE CORRECT AMOUNT FOR LINE 2A, COLUMN (D)2011 SHOULD BE \$1,000,000 LINE 2B, COLUMN (E) HAS BEEN CHANGED TO \$6,000,000 LINE 2(D), COLUMN (D)2011 HAS BEEN AMENDED TO \$250,000 AND COLUMN (E)TOTAL HAS CHANGED TO \$1,000,000 LINE 2E, COLUMN (E) TOTAL IS AMENDED TO \$1,500,000 SCHEDULE D PART XI LINE 2 WAS PREVIOUSLY REPORTED AS \$33,018,512 AND HAS BEEN AMENDED TO \$31,284,175 LINE 3 WAS PREVIOUSLY REPORTED AS \$-1,271,570 AND HAS BEEN AMENDED TO \$462,767 LINE 8 WAS PREVIOUSLY REPORTED AS \$0 AND HAS BEEN AMENDED TO \$-1,734,337 LINE 9 WAS PREVIOUSLY REPORTED AS \$-234,074 AND HAS BEEN AMENDED TO \$1,968,411 PART XIII LINE 4B WAS PREVIOUSLY REPORTED AS \$0 AND HAS BEEN AMENDED TO \$-1,734,337 LINE 5 WAS PREVIOUSLY REPORTED AS \$33,018,512 AND HAS BEEN AMENDED TO \$31,284,175 PART XIV HAS BEEN REVISED TO DESCRIBE THE NATURE OF \$-1,734,337 ADJUSTMENT WHICH IS "NET PENSION OBLIGATION "
	FORM 990, PART VI, SECTION A, LINE 6	MEMBERSHIP DUES PROVIDE A SUBSTANTIAL PORTION OF THE REVENUE USED TO SUPPORT THE EXEMPT PURPOSE OF THE ORGANIZATION
	FORM 990, PART VI, SECTION A, LINE 7A	BOARD OF DIRECTORS AND OFFICERS ARE ELECTED BY MEMBERS OF THE ORGANIZATION
	FORM 990, PART VI, SECTION B, LINE 11	THE AUDIT COMMITTEE OF THE BOARD OF DIRECTORS IS RESPONSIBLE FOR REVIEWING THE NAACP'S FORM 990
	FORM 990, PART VI, SECTION B, LINE 12C	THE ORGANIZATION IS RESPONSIBLE FOR REVIEWING THE STATEMENTS AND MONITORING COMPLIANCE WITH THE POLICY
	FORM 990, PART VI, SECTION B, LINE 15	DECISIONS INVOLVING COMPENSATION OF THE CHIEF EXECUTIVE OFFICER OF NAACP ARE MADE BY THE EXECUTIVE COMMITTEE OF BOARD OF DIRECTORS USING A REVIEW OF THE COMPENSATION PAID BY COMPARABLE NON-PROFIT ORGANIZATIONS IN THE METROPOLITAN WASHINGTON, DC REGION BASED ON SURVEY S OR OTHER APPROPRIATE DOCUMENTATION, AN INDEPENDENT CONSULTANT, OR A COMBINATION THEREOF DECISIONS INVOLVING COMPENSATION OF OTHER OFFICERS AND KEY EXECUTIVES ARE MADE BY THE PRESIDENT USING A REVIEW OF COMPENSATION PAID BY COMPARABLE NON-PROFIT ORGANIZATIONS IN THE METROPOLITAN WASHINGTON, DC REGION BASED ON SURVEY S OR OTHER APPROPRIATE DOCUMENTATION, AN INDEPENDENT CONSULTANT, OR A COMBINATION THEREOF
	FORM 990, PART VI, SECTION C, LINE 19	THE ORGANIZATION MAKES GOVERNING DOCUMENTS, CONFLICT OF INTEREST POLICY AND FINANCIAL STATEMENTS AVAILABLE TO THE PUBLIC VIA THE NAACP WEBSITE AND UPON REQUEST
CHANGES IN NET ASSETS OR FUND BALANCES	FORM 990, PART XI, LINE 5	NET UNREALIZED LOSSES ON INVESTMENTS -234,074 NET PENSION OBLIGATION -1,734,337 TOTAL TO FORM 990, PART XI, LINE 5 -1,968,411
	FORM 990, PART XII, 2C	THE ORGANIZATION HAS NOT CHANGED ITS OVERSIGHT PROCESS OR SELECTION PROCESS

SCHEDULE R
(Form 990)

Department of the Treasury
Internal Revenue Service

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. ▶ See separate instructions.

OMB No 1545-0047

2011

Open to Public Inspection

Name of the organization
NATIONAL ASSOCIATION FOR THE ADVANCEMENT
OF COLORED PEOPLE (NAACP)

Employer identification number

13-1084135

Part I Identification of Disregarded Entities (Complete if the organization answered "Yes" on Form 990, Part IV, line 33.)

(a) Name, address, and EIN of disregarded entity	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Total income	(e) End-of-year assets	(f) Direct controlling entity

Part II Identification of Related Tax-Exempt Organizations (Complete if the organization answered "Yes" on Form 990, Part IV, line 34 because it had one or more related tax-exempt organizations during the tax year.)

(a) Name, address, and EIN of related organization	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Exempt Code section	(e) Public charity status (if section 501(c)(3))	(f) Direct controlling entity	(g) Section 512(b)(13) controlled organization	
						Yes	No
(1) NAACP-SPECIAL CONTRIBUTION FUND 4805 MOUNT HOPE DRIVE BALTIMORE, MD 21215 13-1998814	EDUCATE MINORITIES	MD	501(C)(3)	LINE 7	NAACP	Yes	

Part III

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

(a) Name, address, and EIN of related organization	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Direct controlling entity	(e) Predominant income (related, unrelated, excluded from tax under sections 512- 514)	(f) Share of total income	(g) Share of end-of- year assets	(h) Disproportionate allocations?		(i) Code V—UBI amount in box 20 of Schedule K-1 (Form 1065)	(j) General or managing partner?		(k) Percentage ownership
							Yes	No		Yes	No	

Part IV

Identification of Related Organizations Taxable as a Corporation or Trust (Complete if the organization answered "Yes" on Form 990, Part IV, line 34 because it had one or more related organizations treated as a corporation or trust during the tax year.)

(a) Name, address, and EIN of related organization	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Direct controlling entity	(e) Type of entity (C corp, S corp, or trust)	(f) Share of total income	(g) Share of end-of-year assets	(h) Percentage ownership
(1) CRISIS PUBLISHING COMPANY 4850 MOUNT HOPE DRIVE BALTIMORE, MD 21215 13-1530050	MAGAZINE PUBLICATION	MD	N/A	C	1,594,697	91,235	100 000 %

Part V

Transactions With Related Organizations (Complete if the organization answered "Yes" on 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

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?

a Receipt of (i) interest (ii) annuities (iii) royalties (iv) rent from a controlled entity

b Gift, grant, or capital contribution to related organization(s)

c Gift, grant, or capital contribution from related organization(s)

d Loans or loan guarantees to or for related organization(s)

e Loans or loan guarantees by related organization(s)

f Sale of assets to related organization(s)

g Purchase of assets from related organization(s)

h Exchange of assets with related organization(s)

i Lease of facilities, equipment, or other assets to related organization(s)

j Lease of facilities, equipment, or other assets from related organization(s)

k Performance of services or membership or fundraising solicitations for related organization(s)

l Performance of services or membership or fundraising solicitations by related organization(s)

m Sharing of facilities, equipment, mailing lists, or other assets with related organization(s)

n Sharing of paid employees with related organization(s)

o Reimbursement paid to related organization(s) for expenses

p Reimbursement paid by related organization(s) for expenses

q Other transfer of cash or property to related organization(s)

r Other transfer of cash or property from related organization(s)

Yes

No

1a

1b

1c

1d

1e

1f

1g

1h

1i

1j

1k

1l

1m

1n

1o

1p

1q

1r

No

No

No

No

Yes

No

No

No

No

No

No

Yes

Yes

No

No

Yes

Yes

2 If the answer to any of the above is "Yes," see the instructions for information 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) CRISIS PUBLISHING COMPANY	L	1,583,235	COST OF MAGAZINE & ADVERTISING
(2) NAACP-SPECIAL CONTRIBUTION	P	24,897	G&A ALLOCATION
(3) CRISIS PUBLISHING COMPANY	P	126,067	G&A ALLOCATION
(4) NAACP-SPECIAL CONTRIBUTION	R	1,455,581	TOTAL REVENUE
(5) CRISIS PUBLISHING COMPANY	R	1,594,697	TOTAL REVENUE
(6) CRISIS PUBLISHING COMPANY	D	2,772,343	

Schedule R (Form 990) 2011

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.

[illegible]

Part VII

Supplemental Information

Complete this part to provide additional information for responses to questions on Schedule R (see instructions)

Identifier	Return Reference	Explanation	
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Software ID:

Software Version:

EIN: 13-1084135

Name: NATIONAL ASSOCIATION FOR THE ADVANCEMENT
OF COLORED PEOPLE (NAACP)

Form 990, Schedule R, Part V - Transactions With Related Organizations

(a) Name of other organization	(b) Transaction type(a-r)	(c) Amount Involved (\$)	(d) Method of determining amount involved
(1) CRISIS PUBLISHING COMPANY	L	1,583,235	COST OF MAGAZINE & ADVERTISING
(2) NAACP-SPECIAL CONTRIBUTION	P	24,897	G&A ALLOCATION
(3) CRISIS PUBLISHING COMPANY	P	126,067	G&A ALLOCATION
(4) NAACP-SPECIAL CONTRIBUTION	R	1,455,581	TOTAL REVENUE
(5) CRISIS PUBLISHING COMPANY	R	1,594,697	TOTAL REVENUE
(6) CRISIS PUBLISHING COMPANY	D	2,772,343	