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Return of Private Foundation
or Section 4947(a)(1) Nonexempt Charitable Trust
Treated as a Private Foundation
Note. The foundation may be able to use a copy of this return to satisfy state reporting requirements
or tax year beginning August 1, 2011, and ending July 31 Department of the Treasury Internal Revenue Service

OMB No 1545-0052

20 10

| _ | | iendar year 2011 or tax year beginning At | igust | . 1 | , 2011, | and end | | July 31 | | , 20 12 |
|----------------------|--|--|-----------|----------------------|---------------|--|--|--|-------------|--------------------------------|
| | Name | e of foundation | | | | | | A Employer identific | ation n | umber |
| _ | | ALINA MARKETING CHARITABLE FO | | | | | | 33-048990 | | |
| | Numl | ber and street (or P O box number if mail is not delive | red to st | reet address) | | Room/su | uite I | B Telephone numbe | r (see in | structions) |
| | | | | | | | | | | |
| 200 CARILLON PARKWAY | | | | | | | | 727-579-5 | <u>5000</u> | |
| | City | or town, state, and ZIP code | | | | | | | | |
| | | | | | | | | If exemption applicat pending, check here | ion is | ▶∟ |
| | ST. | PETERSBURG, FL 33716 | | | | | | | | |
| G | Che | eck all that apply Initial return | L | Initial return | of a former p | ublic cha | rity | D 1. Foreign organizati | ons, chec | xk here . ▶ 🔲 |
| | | Final return | _ | Amended ref | turn | | | 2. Foreign organizat 85% test, check he | | |
| _ | | Address change | | Name change | | | | computation • | | |
| H | | eck type of organization $\lfloor x \rfloor$ Section 501(| | | | | - 1 | E If private foundation | status w | as terminated |
| 1 | | Section 4947(a)(1) nonexempt charitable trust | | Other taxable pr | | | | under section 507(b) | | - I I |
| I | | · — | _ | method X Ca | ashAcc | rual | | F If the foundation is | | |
| | | ear (from Part II, col (c), line | ther (s | pecify) | | | | under section 507(b) | (1)(B), ch | eck here . ► |
| _ | | ►\$ 2,779,432 (Part I, | colum | n (a) must be on | cash basis) | | , l . | | | |
| L | art | Analysis of Revenue and Expenses (The total of amounts in columns (b), (c), and (d) | (a) | Revenue and | (b) Net inve | estment | (c) | Adjusted net | | Disbursements or charitable |
| | | may not necessarily equal the amounts in | ė | xpenses per books | incom | | (*) | income | | purposes |
| _ | | column (a) (see instructions)) | | | | | | | (ca | ish basis only) |
| | 1 | Contributions, grits, grants, etc , received (attach schedule) . If the foundation is not required to | | 606 | | · | ************************************** | : | | |
| | 2 | attach Sch B | | | | | | | | |
| | 3 | Interest on savings and temporary cash investments | | 4,558 | | 4,558 | | 4,558 | | |
| | 4 | Dividends and interest from securities | | 63,512 | | 63,512 | | 63,512 | | |
| | | Gross rents | | 0 | | 0 | | 0 | | |
| | i | Net rental income or (loss) | | | | | | · | | |
| ne | | Net gain or (loss) from sale of assets not on line 10 Gross sales price for all | - | 64,445 | | | ļ | | | |
| Revenue | | assets on line 6a | | | · | | | | | |
| Re è | 7 | Capital gain net income (from Part IV, line 2). | | | | <u>64,445</u> | | | | |
| | 8 | Net short-term capital gain | - | | | • | | | | <u> </u> |
| | 9 10 a | Income modifications · · · · · · · · · · · · · · · · · · · | | | | | | | | |
| | | and allowances | | | | | - | | | |
| | l. | Less Cost of goods sold . | | | | | | | | 4 |
| | | Gross profit or (loss) (attach schedule) | | | | | | | | |
| | 11 | Other income (attach schedule) | | 122 101 | 1 | 20 515 | | 60 070 | | |
| _ | 12 | Total. Add lines 1 through 11 | | 133,121 | | 32 , 515 | | 68,070 | | |
| | 13 | Compensation of officers, directors, trustees, etc | | | | | | | | · -·· |
| es | 14 | Other employee salaries and wages Pension plans, employee benefits | | | | | | | | |
| Šuš | 15 | Local face (attack askedula) | | | | | 05 | CEIVED | | |
| ă X | Iba | Accounting fees (attach schedule) | | | | | | (,FIVEI) | | |
| E E | | | | | | တ | | | 380 | |
| ⋛ | 15 a b c 7 8 9 0 1 2 2 3 2 4 2 2 3 2 4 | Other professional fees (attach schedule) | | 2,142 | | - | MAY | ′ 2 9 2013 | 0.5 | . |
| 3118 |)' 100 | Interest | | 2,142 | | 1 - | | | RS | |
| Ĕ; | 7 O | Depreciation (attach schedule) and depletion. | | 0 | | | 00 | DEN UT | | |
| Ę | 120 201 | Occupancy | | | | | | 17: 18 UI | \dashv | |
| Ğ. | 24 | Travel, conferences, and meetings | | 1,068 | | | - | | | |
| ă | 22 | Printing and publications | | | | | | | | |
| Ď | 23 | Other expenses (attach schedule) | | _24,155 | | 21,551 | | | | |
| ē | 24 | Total operating and administrative expenses. | | | | <u></u> | | <u> </u> | | |
| 9 | - * | Add lines 13 through 23 | | 27,365 | | 21,551 | 1 | | | |
| ₹ | ∌ ,25 | Contributions, gifts, grants paid | | 27,365 | | <u>-1, JJI</u> | <u> </u> | | | 235,519 |
| | 26 | Total expenses and disbursements Add lines 24 and 25 | | 262,884 | | 21,551 | | | | 235,519 |
| Ā | 27 | Subtract line 26 from line 12 | | 202,004 | | | | | | |
| | | Excess of revenue over expenses and disbursements | | -129,763 | | | | | | |
| | | Net investment income (if negative, enter -0-) | | 123,103 | 1 | 10,964 | | | | |
| | | Adjusted net income (if negative, enter -0-). | | | | | | 68,070 | | |
| | | | | | | | ı | 00,070 | l. | |

JSA

| Ξ | art II | Attached schedules and amounts in the description column should be for end-of-year | Beginning of year | End o | f year |
|-------------|--------|--|---------------------------------------|--|---------------------------------------|
| _ | | amounts only (See instructions) | (a) Book Value | (b) Book Value | (c) Fair Market Value |
| | 1 | Cash - non-interest-bearing | 215,878 | 73,531 | 73,535 |
| | | Savings and temporary cash investments | | · | |
| | 3 | Accounts receivable ▶ | _ | * * * * * * * * | |
| | | Less: allowance for doubtful accounts ▶ | | | |
| | 4 | Pledges receivable | | | |
| | | Less: allowance for doubtful accounts ▶ | | · · · = · · · · · · · · · · · · · · · · | |
| | 5 | Grants receivable | | · · · · · · · · · · · · · · · · · · · | |
| | 6 | Receivables due from officers, directors, trustees, and other | | | |
| | | disqualified persons (attach schedule) (see instructions) | | | |
| | | Other notes and loans receivable (attach schedule) ▶ | | | - |
| | | Less: allowance for doubtful accounts ▶ | | | |
| တ | 8 | Inventories for sale or use | | | |
| Assets | 9 | Prepaid expenses and deferred charges | | | |
| As | | Investments - U S and state government obligations (attach schedule). | | | |
| | b | Investments - corporate stock (attach schedule) | 1,164,988 | 1,122,511 | 1,485,072 |
| | , c | Investments - corporate bonds (attach schedule) | 1,043,367 | 1,098,429 | 1,220,825 |
| | 11 | Investments - land, buildings, and equipment basis Less accumulated depreciation (attach schedule) | | N.A. AND AND AND A STATE OF THE STATE OF | * ** |
| | 12 | (attach schedule) | | | |
| | 13 | Investments - other (attach schodule) | | | |
| | 14 | Land, buildings, and equipment basis | | | |
| | | Less accumulated depreciation (attach schedule) | | - | /, , , ,- ' |
| | | Other assets (describe | | | |
| | | Total assets (to be completed by all filers - see the | | | |
| | | instructions. Also, see page 1, item l) | | 2.294.471 | 2,779,432 |
| | 17 | Accounts payable and accrued expenses | 27 12 17 290 | 2,43.,1.1 | |
| | | Grants payable | | | * * * * * * * * * * * * * * * * * * * |
| ģ | | Deferred revenue | | | , |
| Liabilities | 20 | Loans from officers, directors, trustees, and other disqualified persons | | | |
| abi | | Mortgages and other notes payable (attach schedule) | | - | |
| Ϊ | | Other liabilities (describe | | | |
| | | ·/ | | - <u>-</u> | |
| | 23 | Total liabilities (add lines 17 through 22) | | • | 1 |
| | | Foundations that follow SFAS 117, check here | | | , , |
| | | and complete lines 24 through 26 and lines 30 and 31. | | | , |
| es | 24 | Unrestricted | | | |
| anc | 25 | Temporarily restricted | | | |
| Bal | 26 | Permanently restricted | | | 1 |
| pu | | Foundations that do not follow SFAS 117, | | | ı |
| 3 | | check here and complete lines 27 through 31. ▶ | | | , , , |
| 5 | 27 | Capital stock, trust principal, or current funds | | | 4 |
| ţ | 28 | Paid-in or capital surplus, or land, bldg , and equipment fund | | | ! |
| SS | 29 | Retained earnings, accumulated income, endowment, or other funds | 2,424,233 | 2,294,471 | 1 |
| t A | 30 | Total net assets or fund balances (see instructions) | 2,424,233 | 2,294,471 | |
| ž | 31 | Total liabilities and net assets/fund balances (see | | | |
| | | instructions) | 2,424,233 | 2,294,471 | |
| P | | Analysis of Changes in Net Assets or Fund | | | |
| 1 | | net assets or fund balances at beginning of year - Part | | | |
| | end-d | of-year figure reported on prior year's return) | | 1 | 2,424,233 |
| 2 | Enter | | · · · · · · · · · · · · · · · · · · · | | -129,763 |
| 3 | Othe | | | I _ | |
| 4 | Add I | ines 1, 2, and 3 | | | 2,294,470 |
| | | eases not included in line 2 (itemize) ▶ | | 5 | |
| | | net assets or fund balances at end of year (line 4 minus | line 5) - Part II, column (b |), line 30 6 | 2,294,470 |
| | | | | | |

| B | art IV Capital Gains | and Losses for Tax on Inve | estment Income | | | |
|------------|---|--|---|---|---|----------------------------------|
| _ | | d describe the kind(s) of property sold (earliek warehouse, or common stock, 200 s | | (b) How acquired P-Purchase D-Donation | (c) Date acquired (mo , day, yr.) | (d) Date sold (mo , day, yr) |
| <u>1 a</u> | PUBLICLY TRADED S | ECURITIES | | P | VARIOUS _ | VARIOUS |
| _ <u>t</u> | | | | | | |
| | | | | | | |
| d | | | | | | |
| | (e) Gross sales price | (f) Depreciation allowed (or allowable) | (g) Cost or other basis plus expense of sale | | (h) Gaın or (lo (e) plus (f) mini | |
| a | 723,015 | | 658,570 | | | 64,445 |
| _t | | | | | | |
| _0 | | | | | | |
| d | | ····· | | | | |
| _e | | showing gain in solumn (h) and aways | d by the foundation on 12/21/60 | | | <u> </u> |
| _ | Complete only for assets | showing gain in column (h) and owned (j) Adjusted basis | (k) Excess of col. (i) | | Gains (Col. (h) g (k), but not less | |
| | (i) F M V as of 12/31/69 | as of 12/31/69 | over col (j), if any | 001. | Losses (from co | |
| | | | | | | 64,445 |
| t | | | | | | |
| | | | | | | |
| d | l | | | | | |
| _e | <u> </u> | | | ļ | | |
| 2 | Capital gain net income or | | gain, also enter in Part I, line 7 | | | |
| | | · · · · · · · · · · · · · · · · · · · | (loss), enter -0- in Part I, line 7 | 2 | | 64,445 |
| 3 | | or (loss) as defined in sections 12. t I, line 8, column (c) (see instr | | | | |
| | | | | 3 | | |
| Ε | art V Qualification \ | Inder Section 4940(e) for Rec | duced Tax on Net Investment In | | | |
| w | | the section 4942 tax on the distrib | utable amount of any year in the ba | ase perio | d? | Yes X No |
| _ | | not qualify under section 4940(e) | | | | |
| 1 | Enter the appropriate amo | | see the instructions before making | any entr | les. | |
| | Base period years Calendar year (or tax year beginning in) | (b) Adjusted qualifying distributions | (c) Net value of nonchantable-use assets | _ | Distribution ra (col (b) divided by | |
| | 2010 | 284,951 | 2,841,962 | | | 0.1003 |
| | 2009 | 274,323 | | | _ | 0.1053 |
| _ | 2008 2007 | 284,923 | | | | 0.1206 |
| _ | 2006 | 267,351 282,509 | <u> </u> | | | 0.1052 0.1310 |
| _ | 2000 | 202,309 | 2,136,970 | | | 0.1310 |
| 2 | Total of line 1, column (d) | | | 2 | | 0.5624 |
| | | for the 5-year base period - divide | the total on line 2 by 5, or by the | | _ | |
| | number of years the found | dation has been in existence if less | than 5 years | 3 | | 0.1125 |
| | | | | | | |
| 4 | Enter the net value of non | charitable-use assets for 2011 from | m Part X, line 5 | 4 | | 2,799,736 |
| | | | | | | |
| 5 | Multiply line 4 by line 3 | | | 5 | | 314,970 |
| | | | | | | |
| 6 | Enter 1% of net investmen | nt income (1% of Part I, line 27b) | | 6 | | 1,110 |
| _ | A 44 lima = 5 = -4 5 | | | | | 0.5.5. |
| 1 | Add lines 5 and 6 | | | 7 | | 316,080 |
| Ω | Enter qualifying distributio | ne from Part VII. line 4 | | 8 | | 225 512 |
| _ | If line 8 is equal to or gre Part VI instructions | eater than line 7, check the box ii | n Part VI, line 1b, and complete t | hat part | using a 1% ta | 235,519 x rate See the |

Did any persons become substantial contributors during the tax year? If "Yes," attach a schedule listing their names

and addresses

b If "Yes," did it have excess business holdings in 2011 as a result of (1) any purchase by the foundation or disqualified persons after May 26, 1969, (2) the lapse of the 5-year period (or longer period approved by the Commissioner under section 4943(c)(7)) to dispose of holdings acquired by gift or bequest, or (3) the lapse of the 10-, 15-, or 20-year first phase holding period? (Use Schedule C, Form 4720, to determine if the foundation had excess business holdings in 2011)

4a Did the foundation invest during the year any amount in a manner that would jeopardize its charitable purposes?

b Did the foundation make any investment in a prior year (but after December 31, 1969) that could jeopardize its charitable purpose that had not been removed from jeopardy before the first day of the tax year beginning in 2011?

Form 990-PF (2011)

X

3 b

4 a

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

| and Contractors (continued) | igers, Hignly Pald Employ | /ees, |
|--|---------------------------------------|------------------|
| 3 Five highest-paid independent contractors for professional services (see instru | ictions). If none, enter "NONE | |
| (a) Name and address of each person paid more than \$50,000 | (b) Type of service | (c) Compensation |
| | | |
| NONE _ | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| otal number of others receiving over \$50,000 for professional services | | |
| Part IX-A Summary of Direct Charitable Activities | | • |
| Summary of Direct Chamable Activities | | |
| List the foundation's four largest direct charitable activities during the tax year. Include relevant statistical in organizations and other beneficianes served, conferences convened, research papers produced, etc. | formation such as the number of | Expenses |
| | · · · · · · · · · · · · · · · · · · · | |
| 1 <u>N/A</u> | | |
| | | |
| | | |
| 2 | | |
| | | |
| | | |
| 3 | | |
| | | |
| | | |
| 4 | | |
| | | |
| Part IX-B Summary of Program-Related Investments (see instructions) | | |
| Part IX-B Summary of Program-Related Investments (see instructions) Describe the two largest program-related investments made by the foundation during the tax year on lines 1 and | 2 | Amount |
| | | 7 |
| 1 <u>N/A</u> | | |
| | | |
| 2 | | |
| 4 | | |
| | | |
| All other program-related investments. See instructions | | |
| | | |
| 3 | | |
| | | |
| Catal. Add lines 1 through 2 | | |

Form 990-PF (2011)

| Pa | art X Minimum Investment Return (All domestic foundations must complete this part see instructions) | . Foreign foundation | ons, |
|----|--|---|-------------------------|
| 1 | Fair market value of assets not used (or held for use) directly in carrying out charitable, | etc, | |
| | purposes: | - | |
| а | Average monthly fair market value of securities | 1a | 2,753,507 |
| b | Average of monthly cash balances | 1b | 88,865 |
| C | Fair market value of all other assets (see instructions) | 1c | |
| d | Total (add lines 1a, b, and c) | 1d | 2,842,372 |
| e | Reduction claimed for blockage or other factors reported on lines 1a and | | |
| | 1c (attach detailed explanation) | - | |
| 2 | Acquisition indebtedness applicable to line 1 assets | 2 | |
| 3 | Subtract line 2 from line 1d | 3 | 2,842,372 |
| 4 | Subtract line 2 from line 1d Cash deemed held for charitable activities. Enter 1 1/2% of line 3 (for greater amount, s | see | |
| | instructions) | 4 | 42,636 |
| 5 | Instructions) Net value of noncharitable-use assets. Subtract line 4 from line 3. Enter here and on Part V, line | 4 5 | 2,799,736 |
| 6 | Minimum investment return. Enter 5% of line 5 | 6 | 139,987 |
| Pa | art XI Distributable Amount (see instructions) (Section 4942(j)(3) and (j)(5) private operation foundations and certain foreign organizations check here ▶ and do not comple | ng | |
| 1 | Minimum investment return from Part X, line 6 | 1 | 139,987 |
| 2a | Tax on investment income for 2011 from Part VI, line 5 | | |
| b | | | |
| С | Add lines 2a and 2b | 2c | 2,219 |
| -3 | Add lines 2a and 2b Distributable amount before adjustments Subtract line 2c from line 1 | 3 | 137,768 |
| 4 | Recoveries of amounts treated as qualifying distributions | 4 | |
| 5 | Add lines 3 and 4 | | 137,768 |
| 6 | Deduction from distributable amount (see instructions) | | 137 <u>7</u> 700 |
| 7 | Distributable amount as adjusted Subtract line 6 from line 5 Enter here and on Part XI | iii. | |
| | line 1 | 1 I | 137,768 |
| | | | <u> 137,70</u> 0 |
| Pa | art XII Qualifying Distributions (see instructions) | | |
| 1 | Amounts paid (including administrative expenses) to accomplish charitable, etc., purposes: | | |
| а | Expenses, contributions, gifts, etc total from Part I, column (d), line 26 | 1a | 235,519 |
| b | | | |
| 2 | Amounts paid to acquire assets used (or held for use) directly in carrying out charitable, | etc., | |
| | purposes | 2 | |
| 3 | Amounts set aside for specific charitable projects that satisfy the. | • | |
| а | Suitability test (prior IRS approval required) | 3a | |
| b | Cash distribution test (attach the required schedule) | 3b | • |
| 4 | Qualifying distributions. Add lines 1a through 3b Enter here and on Part V, line 8, and Part XIII, line 4 | 4 | 235,519 |
| 5 | Foundations that qualify under section 4940(e) for the reduced rate of tax on net investment inc | | 233,313 |
| | Enter 1% of Part I, line 27b (see instructions) | | |
| 6 | Adjusted qualifying distributions. Subtract line 5 from line 4 | 6 | 235,519 |
| - | Note. The amount on line 6 will be used in Part V, column (b), in subsequent years wh | | |
| | qualifies for the section 4940(e) reduction of tax in those years | .c oaloalating wile | and the realitation |

Form **990-PF** (2011)

Page 9

| Part XIII Undistributed Income (see instru | uctions) | | , | |
|--|---|---------------------------------------|--|-------------|
| Distributable amount for 2011 from Part XI. | (a) Corpus | (b) Years prior to 2010 | (c) 2010 | (d) 2011 |
| line 7 | | | | 137,768 |
| 2 Undistributed income, if any, as of the end of 2011 | | | | |
| a Enter amount for 2010 only | | | * | |
| b Total for pnor years 20,20,20 | | | | , |
| 3 Excess distributions carryover, if any, to 2011. | | | | |
| a From 2006 262,540 | | | | |
| b From 2007 267, 351 | | | (| |
| c From 2008 284,923 | | , | (| |
| d From 2009 | | | 3 | |
| e From 2010 | | > | | |
| f Total of lines 3a through e | 1,105,055 | 1. 888.99 | lý^ lýst. | |
| 4 Qualifying distributions for 2011 from Part XII, | 1/100/000 | * * * * ; : | | |
| line 4 ▶ \$ 235,519 | | ž, | * | |
| a Applied to 2010, but not more than line 2a | <u> </u> | | | , |
| b Applied to undistributed income of prior years | | | 3 . 4 | , ; |
| (Election required - see instructions) | | | 1 | , |
| c Treated as distributions out of corpus (Election | | | n ž | |
| required - see instructions) | | · · | (m) (m) | ! |
| d Applied to 2011 distributable amount | , | · · · · · · · · · · · · · · · · · · · | \$1 | 137,768 |
| e Remaining amount distributed out of corpus | 97,751 | \$ 6 - 2 | \$7.4 57.9 | /°. |
| 5 Excess distributions carryover applied to 2011 | , , , , , , <u>, , , , , , , , , , , , , </u> | | | |
| (If an amount appears in column (d), the same | · | | | |
| amount must be shown in column (a)) 6 Enter the net total of each column as | | | , | , |
| indicated below: | | | <u> </u> | \$ |
| a Corpus Add lines 3f, 4c, and 4e Subtract line 5 | 1,202,806 | | (| * |
| b Prior years' undistributed income Subtract | ¥ (.){ | | | |
| line 4b from line 2b | , i | | | , |
| c Enter the amount of prior years' undistributed | 4 | | | ; |
| income for which a notice of deficiency has been issued, or on which the section 4942(a) tax has | \$ | | | |
| been previously assessed | 3 % | | , \$ | |
| d Subtract line 6c from line 6b Taxable | <u>^</u> | | `````````````````````````````````````` | |
| amount - see instructions | , | | | |
| e Undistributed income for 2010. Subtract line | | | | |
| 4a from line 2a Taxable amount - see instructions | | | | } |
| | | ₹ | | |
| f Undistributed income for 2011 Subtract lines 4d and 5 from line 1. This amount must be | | , ž., , , | | |
| distributed in 2012 | | | | |
| 7 Amounts treated as distributions out of corpus | | | | |
| to satisfy requirements imposed by section | | | , | |
| 170(b)(1)(F) or 4942(g)(3) (see instructions) | | | | |
| 8 Excess distributions carryover from 2006 not | | | | |
| applied on line 5 or line 7 (see instructions) | 262,540 | | | |
| 9 Excess distributions carryover to 2012. | | | | |
| Subtract lines 7 and 8 from line 6a | 940,266 | | | |
| 10 Analysis of line 9 | | | | |
| a Excess from 2007 | | | | |
| b Excess from 2008 | | | | |
| c Excess from 2009 145, 406 | | | | |
| d Excess from 2010 | | | | |
| e Excess from 2011 | <u></u> | | | |

NONE

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

NONE

JSA
JEA 181490 1 000

Form 990-PF (2011)

Supplementary Information (continued) Part XV 3 Grants and Contributions Paid During the Year or Approved for Future Payment
Recipient
Name and address (home or business)
Recipient
Recipient
Show any relationship to any foundation manager or substantial contribution
Recipient
Recip Purpose of grant or contribution Amount a Paid during the year SEE ATTACHED 235,519 3a 235,519 **b** Approved for future payment

▶ 3b

Total

| Form 990-PF | | | | | | Page 12 |
|--------------|---|---------------|--------------------------|----------------|---------------------------------------|---------------------------------------|
| Part XVI | | | | I= | 540 540 544 | (0) |
| Enter gross | amounts unless otherwise indicated | (a) | ated business income (b) | (c) | y section 512, 513, or 514 (d) | (e) Related or exempt function income |
| - | service revenue | Business code | Amount | Exclusion code | Amount | (See instructions.) |
| | | | | | | |
| | | | | | | |
| d | | | | | | |
| _ | | | | - | | |
| f | and contracts from government agencies | | | - | | |
| _ | ship dues and assessments | | | | | |
| 3 Interest o | on savings and temporary cash investments | | | 14 | 4,558 | |
| | ds and interest from securities | | | 14 | 63,512 | |
| | al income or (loss) from real estate -financed property | | | | | |
| | debt-financed property | | | | | |
| | I income or (loss) from personal property | | | | | |
| 7 Other in | vestment income | | | | | ·· |
| , | loss) from sales of assets other than inventory | | | | | |
| | me or (loss) from special events | | | | | |
| | rofit or (loss) from sales of inventory venue: a | | | | | - |
| | | | | | | |
| c | | | | | | |
| | | | | | | |
| e | Add columns (b), (d), and (e) | | | | 68,070 | · |
| | dd line 12, columns (b), (d), and (e) | | | | | |
| | neet in line 13 instructions to verify calc | | | | | |
| Part XVI- | B Relationship of Activities | to the Ac | complishment of E | xempt Purp | oses | |
| Line No. | Explain below how each activit | - | • | | | · · · · · · · · · · · · · · · · · · · |
| ▼ | accomplishment of the foundation | on's exemp | t purposes (other tha | n by providing | g funds for such purposes | s) (See instructions) |
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| Part 2 | _ | | | nsfers To and Trans | sactions an | d Relationships | With Nonc | | le |
|----------------------|--------------------------------------|--|--|---|--|------------------------------|----------------------|---|-----------------------|
| . in | secti rganiz | on 501(c) of the Co ations? | ode (other than s | ection 501(c)(3) organi | zations) or in s | ection 527, relating | | Yes | s No |
| (1 (2 | l) Cas 2) Oth | h | | a noncharitable exempt | | | | la(1) | X X |
| (2 (3 (4 (5 | 2) Pur 3) Rer 4) Rei 5) Loa | chases of assets fro Ital of facilities, equi mbursement arrang Ins or loan guarantee | om a noncharitable pment, or other a sements | opt organization | | | | 1b(1) 1b(2) 1b(3) 1b(4) 1b(5) | x x x x x |
| c S d If | haring the a alue o | of facilities, equipn inswer to any of th f the goods, other | nent, mailing lists le above is "Yes assets, or servic | s, other assets, or paid e ," complete the following es given by the reporting ement, show in column | mployees ng schedule (ng foundation | Column (b) should | | 1c the fair han fair | x market market |
| (a) Line | | (b) Amount involved | T | ncharitable exempt organizatio | 1 | cription of transfers, trans | | | |
| de | escrib | | of the Code (oth | liated with, or related ther than section 501(c)(| | | nizations | Yes | No |
| | 168, | (a) Name of organization | | (b) Type of organiza | tion | (c) Desc | option of relationsh | ip | |
| | Under | penalties of penury, I declaration or | are that I have examine | ed this return, including accompa payer) is based on all information o | nying schedules and | statements, and to the be | st of my knowledge | and belief, | it is true, |
| Sign Here | | ature of officer of trustee | 102 | 6 ⁻ -21-13 | | esident | May the iRS | discuss the | n below |
| Paid Propa | | Print/Type preparer's | name | Preparer's signature | | 1 | Checkif P | TIN | |
| Prepa Use C | - 1 | Firm's name | | | | Firm's | EIN ► | | |
| | , iiiy | Firm's address ▶ | | | | Phone | no | | |

Catalina Marketing Charitable Foundation Attachment to Form 990 PF, Return of Private Foundation For Fiscal Year Ended 7/31/2012

FEIN: 33-0489905

Part I, Operating and Administrative Expenses

| Line 18, Taxes Excise Tax | 2,142 |
|--|-------------------------|
| Line 21, Travel, Confrences, and Meetings Conferences and Conventions | 1,068 |
| Line 23, Other Expenses Dues and Subsriptions Investment Advisory Fees | 2,604 21,551 |
| Total Expenses | <u>24,155</u> 27,365 |

Part VIII, Line 1, Officers, Directors

| 🖟 💯 Name 🚴 🙀 | Title |
|--------------------|-----------------------|
| Rıck Frier | Director |
| Ed Kuehnle | Director |
| Peter Staffopoulos | Assistant Secretary |
| Debbie Booth | Chairman of the Board |
| James Flanigan | Treasurer |
| Anna Lasseter | Assistant Secretary |
| Bill Protz | President |
| Justin Summer | Secretary |

Catalina Marketing Charitable Foundation Attachment to Form 990 PF, Return of Private Foundation Part XV, Line 3, Grants and Contributions For Fiscal Year Ended 7/31/2012 FEIN: 33-0489905

| Organization | Address | Purpose of grant or contribution | Amount |
|---|--|---|--------------------|
| ıds Wısh Network | 4060 Louis Avenue, Holiday, FL 34691 | General Support | \$ 1,000 00 |
| merican Cancer Society Florida Division, Inc | 3709 W Jetton Avenue, Tampa, FL 33629 | General Support | 55 00 |
| merican Lung Association | 6852 Belfort Oaks Place, Jacksonville, FL 32216 | General Support | 100 00 |
| rove City College | 100 Campus Drive, Grove City, PA 16127 | General Support | 100 00 |
| fuseum of History Guild | c/o Sally Poynter, 100 Beach Drive NE #1103, | General Support | 250 00 |
| ediatric Services of Florida | St Petersburg, FL 33701 1033 Dr MLK Jr Street N, Suite 108, St Petersburg, FL 33701 | General Support | 500 00 |
| olice Athletic League | 1450 16th Street North, St Petrsburg, FL 33704 | General Support | 5,000 00 |
| outheastern Guide Dogs | 4210 77th Street East, Palmetto, FL 34221 | General Support | 2,000 00 |
| pecial Olympics Florida | P O Box 120128, Clermont, FL 34712 | General Support | 1,000 00 |
| ampa Bay Watch | 3000 Pinellas Bayway South, Tierra Verde, FL 33715 | General Support | 5,000 00 |
| Incent House | 4801 78th Avenue, Pinellas Park, FL 33781 | General Support | 500 00 |
| MCA of Greater St Petersburg | 600 1st Avenue N, Suite 201, St. Petersburg, FL 33701 | General Support | 1,000 00 |
| Izheimer Foundation of America | 322 Eighth Avenue, 7th Floor, New York, NY 10001 | General Support | 1,000 00 |
| merican Lung Association | 8950 Dr MLK Jr Street N, Suite #205, St | General Support | 500 00 |
| urthritis Foundation | Petersburg, FL 33702 3816 W Linebaugh Avenue, #303, Tampa, FL | General Support | 500 00 |
| oley Centers | 33618 445 31st Street N, St Petersburg, FL 33713 | General Support | 250 00 |
| • | 4200 54th Avenue South, St Petersburg, FL | Scholarship | 5,000 00 |
| ckerd College | 33711 3071 118th Avenue North, St Petersburg, FL | · | 25,000 00 |
| labitat for Humanity of Pinellas County | 33716 13805 58th Street N #2-140, Clearwater, FL | Sponsor Housing Materials | |
| unior Achievement | 33760 11309 Carrollwood West Place, Tampa, FL | General Support | 10,000 00 |
| ayla's Hope for Kids | 33618 | Pediatric Neuro-Oncology Research | 500 00 |
| fortheast High School | 5500 16th Street North, St. Petrsburg, FL 33703 | General Support - IT Academy | 450 00 |
| ake MS Org | 30 South 17th Street, Suite 800, Philadelphia, PA 19103 | General Support | 30 00 |
| merican Cancer Society-Pinellas | 4801 86th Avenue, Pinellas Park, FL 33782 | General Support | 753 60 |
| ortheast High School | 5500 16th Street North, St Petrsburg, FL 33703 | General Support | 1,000 00 |
| t Pete College Foundation | PO Box 13489, St Petersburg, FL 33733 | General Support | 300 00 |
| he Children's Home Inc - | P O Box 262229, Tampa, FL 33685 | General Support | 500 00 |
| merican Heart Association, Metro Tampa Bay | 11207 Blue Heron Blvd , North, St Petersburg, FL 33716 | General Support | 2,000 00 |
| enedict Haven | 210 72nd Avenue N, St Petersburg, FL 33702 | General Support | 250 00 |
| ASA Systic Fibrosis Foundation | P O Box 414, St Petersburg, FL 33731 6931 Arlington Road, Bethesda, MD 20814 | General Support General Support | 500 00 250 00 |
| aster Seals | P O Box 6210281, Orlando, FL 32867 | General Support | 500 00 |
| duardian Angels Medical Service Dogs | 3251 NE 180th Avenue, Williston, FL 32696 | General Support | 250 00 |
| lumane Society of Pinellas | 3040 State Road 590, Clearwater, FL 33759 9600 Koger Blvd, Suite 103, St Petersburg, FL | General Support | 500 00 |
| uverule Diabetes Research Foundation | 33702 1114 N Arlington Hts Rd, Arlington Heights, | General Support | 2,500 00 |
| umerican Cancer Society | IL 60004 | General Support | 410 00 |
| american Cancer Society | 3709 W Jetton Avenue, Tampa, FL 33629 | General Support | 145 00 200 00 |
| dired University | 1 Saxon Drive, Alfred, NY 14802 51 Goodman Drive, Suite 100, P O Box 19970, | General Support | |
| Iniversity of Cincinnati | Cincinnati, OH 45219 | General Support | 50 00 |
| cholarship America t Pete Free Clinic | One Scholarship Way, St Peter, MN 56082 863 3rd Avenue N, St Petersburg, FL 33701 | Scholarship Administration General Support | 725 00 1,000 00 |
| un Coasters | PO Box 1731, St Petersburg, FL 33731 | General Support | 600 00 |
| he Queen's Court Inc | c/o Connie Whitehead, One Beach Drive, SE | General Support | 500 00 |
| PCA of Tampa Bay | #2310, St Petersburg, FL 33701 9099 130th Avenue North, Largo, FL 33773 | General Support | 200 00 |
| ckerd | 100 Starcrest Drive, Clearwater, FL 33765 | General Support | 750 00 |
| rookwood | 901 Seventh Avenue S, St Petersburg, FL | General Support | 1,000 00 |
| eadership St. Pete Alumni Association | 33705 P O Box 1097, St Petersburg, FL 3731 | General Support | 500 00 |
| erkley Preparatory School | 4811 Kelly Road, Tampa, FL 33615 | General Support | 200 00 |
| Il Children's Hospital | 501 6th Avenue South, St Petersburg, FL 33701 | | 200 00 |
| PCA of Tampa Bay | 9099 130 th Avenue N, Largo, FL 33773 1135 S Pasadena Avenue, Suite 327C, South | General Support | 2,000 00 |
| fusic Sweet Music | Pasadena, FL 33707 | General Support | 1,000 00 |
| | 100 Second Avenue North, Suite 150, St Petersburg, FL 33701 | General Support | 1,000 00 |
| ay area Chamber Foundation | | C16 | 50.00 |
| ay area Chamber Foundation merican Heart Association | P O Box 5022, 5 Brookside Drive, Wallingford, CT 06492 | General Support | 50 00 |
| | CT 06492 University Advancement-MC2354, P O Box 6665, Saint Leo, FL 33574 | General Support | 500 00 |
| merican Heart Association | CT 06492 University Advancement-MC2354, P O Box | | |

Catalina Marketing Charitable Foundation Attachment to Form 990 PF, Return of Private Foundation Part XV, Line 3, Grants and Contributions For Fiscal Year Ended 7/31/2012

| FFIN. | 33-0489905 | |
|-------|------------|--|
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| Organization | Address | Purpose of grant or contribution | Amount |
|---|--|--|----------------------|
| Moffitt Cancer Center Foundation | 12902 Magnolia Dr , UTC Foundation, Tampa, FL 33612 | Medical Research | 2,500 00 |
| The Spring | P O Box 5147, Tampa, FL 33675 | General Support | 500 00 |
| Heart Gallery of Pinallas-Pasco | 100 2nd Avenue N, #150, St Petersburg, FL | General Support | 500 00 |
| Paul Anderson Youth Home, Inc | 33701 P O Box 525, Vidalia, GA 30475 | General Support | 1,000 00 |
| Children's Dream Fund | P O Box 1881, St Petersburg, FL 33731 | General Support | 250 00 |
| Science Center of Pinellas | 7701 22nd Avenue North, St Petersburg, FL | General Support | 1,000 00 |
| W. IN. D. H | 33710 13805 58th Street N #2-140, Clearwater, FL | C.L. I. Durana CTENITEC | 1,600 00 |
| WorkNet Pinellas | 33760 | Scholarship Program - STEM TEC | • |
| Suncoast Hospice Foundation | 5771 Roosevelt Blvd, Clearwater, FL 33760 9600 Koger Blvd, Suite 103, St. Petersburg, FL | General Support | 1,000 00 |
| Juvenile Diabetes Research Foundation | 33702 Central Cashiers, P.O. Box 2842, St. Petersburg, | General Support | 525 00 |
| City of St Petersburg | FL 33731 | CPK Education Program | 400 00 |
| American Red Cross | 3310 W Main Street, Tampa, FL 33607 2300 Tall Pines Drive, Ste 150, Largo, FL | General Support | 1,000 00 |
| Boys & Girls Club | 33771 Joe Bourdow, St. Petersburg, International | General Support | 2,000 00 |
| City of St Petersburg | Baseball, 16700 Gulf Blvd, Ste 227, St Petersburg, FL 33708 | Donation - Youth Organization Event | 1,000 00 |
| Community Haven for Adults & Children w/Disabilities, Inc | 4405 DeSoto Road, Sarasota, FL 34235 | General Support | 250 00 |
| Cystic Fibrosis Foundation Goodwill Industries | P O Box 52074, Phoenix, AZ 85072 10596 Gandy Blvd, St Petersburg, FL 33702 | General Support General Support | 250 00 500 00 |
| | | •• | 500 00 |
| Lighthouse of Pinellas Conty | 6925 112th Circle North, #103, Largo, FL 33773535 Central Ave, Ste 304, St Petersburg, FL | | |
| Lupus Foundation of Florida | 33701 | General Support | 500 00 |
| University of Georgia | 394 South Milledge Avenue, Ste 100, Athens, GA 30602 | General Support | 200 00 |
| University of Illinois | 1305 West Green Street, Urbana, IL 61801 | General Support | 200 00 |
| PARC | 3190 Tyrone Blvd N, St. Petersburg, FL 33710 | General Support | 500 00 |
| Ready for Life | 300 31st St N, #565, St Petersburg, FL 33713 | General Support | 1,500 00 |
| Sertoma Camp Endeavor | P O Boxz 910, Dundee, FL 33838 | General Support | 250 00 |
| St Jude's Childrens Hospital Suncoast Center, Inc | 501 St Jude Place, Memphus, TN 38105 | Medical Research General Support | 2,000 00 1,000 00 |
| Tampa's Lowry Park Zoo | P O Box 10970, St Petersburg, FL 33733 1101 W Sligh Avenue, Tampa, FL 33604 | General Support | 500 00 |
| The Children's Home Inc | 10909 Memorial Highway, Tampa, FL 33615 | General Support | 500 00 |
| Pinellas Education Foundation | 5500 16th Street North, St Petersburg, FL 33703 | Doorways Scholarship | 30,000 00 |
| Academy Prep | 2301 22nd Avenue South, St Petersburg, FL | General Support | 500 00 |
| All Children's Hospital | 33712 P O Box 3142, St Petersburg, FL 33731 | General Support | 5,000 00 |
| American Cancer Society | 1 0 box 5142, or 1 clotsom 5, 1 5 55751 | General Support | 1,000 00 |
| American Heart Association | 5 Brookside Drive, P O Box 5022, Wallingford, CT 06492 | General Support | 225 00 |
| Benedict Haven | 210 72nd Avneue N , St Petersburg, FL 33702 | General Support | 250 00 |
| Celma Mastry Ovarian Cancer Foundation | P O Box 48787, St Petersburg, FL 33743 | Ovarian Cancer Research | 2,500 00 |
| Girl Scouts of West Central Florida It's All About Kids | 5002 W Lemon Street, Tampa, FL 33609 P O Box 48975, Tampa, FL 33646 | General Support General Support | 500 00 600 00 |
| Juvenile Diabetes Research Foundation | 9600 Koger Blvd, Suite 103, St. Petersburg, FL 33702 | General Support | 200 00 |
| Louise Graham Regeneration Center | c/o R'Club Care Inc , 4140 49th St N , St | General Support | 500 00 |
| Northeast High School | Petersburg, FL 33709 | General Support | 75 00 |
| Restore America's Estuaries | 2020 N 14th Street, Suite 210, Arlington, VA 22201 | Schlolarships for FL students | 5,000 00 |
| Seniors in Service | Hillsborough County | General Support | 500 00 |
| Special Operations Warrior Fund St Joseph's Hospital Foundation | P O Box 13483, Tampa, FL 33681 3001 W Dr Martin Luther King Blvd, Tampa, | College Scholarship Fund General Support | 3,000 00 2,500 00 |
| St Petersburg Free Clinic | FL 33614 863 3rd Avenue North, St Petersburg, FL 33701 | | 3,000 00 |
| Tampa Bay Times NIE | , ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,, | General Support | 500 00 |
| We Care Manatee | 490 1st Avenue S, St Petersburg, FL 33701 4808 26th Street West, Bradenton, FL 34207 | General Support | 250 00 |
| Brookwood | 901 Seventh Avenue S, St Petersburg, FL | General Support | 2,500 00 |
| Florida Sheriff's Youth Ranches | 33705 P O Box 2000, Boys Ranch, FL 32064 | General Support | 500 00 |
| Music Sweet Music | 1135 S Pasadena Avenue, Suite 327C, South Pasadena, FL 33707 | General Support | 2,000 00 |
| Susan G Komen | Florida Suncoast Affiliate, P O Box 14452, St | General Support | 1,000 00 |
| Susan G Komen | Petersburg, FL 33733 Florida Suncoast Affiliate, P O Box 14452, St | General Support | 1,000 00 |
| Tampa Bay Watch | Petersburg, FL 33733 3000 Pinellas Bayway South, Tierra Verde, FL | 2012 Teacher Training - Estuary Adventures | 1,000 00 |
| Big Brothers Big Sisters | 33715 918 West Bay Drive, Largo, FL 33770 | General Support | 2,000 00 |
| SPCA of Tampa Bay | 9099 130th Avenue North, Largo, FL 33773 | General Support | 2,500 00 |
| Harvard Business School | 124 Mt Auburn Street, Cambridge, MA 02138 | General Support | 100 00 |
| Kalamazoo College | 1200 Academy Street, Kalamazoo, MI 49006 | General Support | 25 00 |

Catalina Marketing Charitable Foundation Attachment to Form 990 PF, Return of Private Foundation Part XV, Line 3, Grants and Contributions For Fiscal Year Ended 7/31/2012

FEIN: 33-0489905

| Organization | Address | Purpose of grant or contribution | Amount |
|---|--|---|--------------------------------|
| Arthritis Foundation | 3816 W Linebaugh Avenue, #303, Tampa, FL 33618 | General Support | 500 00 |
| Blossom School for the Deaf East-West Shrine Game | 14088 ICOT Blvd, Clearwater, FL 33760 2900 Rocky Point Drive, Tampa, FL 33607 | General Support General Support | 1,000 00 1,500 00 |
| Florida Orchestra | 244 2nd Avenue North, Ste 420, St Petersburg, FL 3701 | School Summer Program Sponsorship | 2,000 00 |
| Heroes of the St Pete Police | PO Box 2005, St Petersburg, FL 33731 | General Support | 3,000 00 |
| Operation PAR | 6655 66th Street North, Pinellas Park, FL 33781 | General Support | 500 00 |
| Scholarship America Shriners Hospital for Children | One Scholarship Way, St. Peter, MN 56082 2900 Rocky Point Drive, Tampa, FL 33607 | College Scholarship Program Medical Research | 14,350 00 3,000 00 |
| Tampa Bay Research Institute | 10900 Roosevelt Blvd , St Petersburg, FL 33716 | General Support | 1,000 00 |
| Samaritan Network | 4012 Juneberry Road, Naperville, IL 60564 | General Support | 2,000 00 |
| United Way Suncoast | 5201 West Kennedy Blvd, Suite 600, Tampa, FL 33609 | General Support | 5,000 00 |
| Junior Achievement | 13805 58th Street, N, Ste 2-140, Clearwater, FL 33760 | General Support | 450 00 |
| Pinellas Education Foundation | Attn JoAnne Ratliff, 12090 Starkey Road, Largo, FL 33773 | General Support | 500 00 |
| Suncoast Hospice Foundation Breakfast Optimist Club Life Path Hospice | 5771 Roosevelt Blvd, Clearwater, FL 33760 P O Box 12045, St Petersburg, FL 33733 3010 W Azeele Street, Tampa, FL 33609 | General Support General Support General Support | 500 00 1,000 00 1,500 00 |
| The Salvation Army of St Petersburg | 340 14th Avenue South, St Petersburg, FL 33701 | General Support | 1,000 00 |
| Goodwill Industries-Suncoast Inc First Night St Petersburg | 10596 Gandy Blvd, St. Petersburg, FL 33702 PO Box 1915, St. Petersburg, FL 33731 | General Support Community Event Sponsor - First Night, St Pete | 1,000 00 1,000 00 |
| Ronald McDonald House | 401 7th Avenue South, St Petersburg, FL 33701 | General Support | 1,000 00 |
| Champions for Children | 3108 W Azeelse Street, Tampa, FL 33609 | General Support | 1,000 00 |
| Science and Technology Education Innovation Center | 7701 22nd Avenue North, St Petersburg, FL 33710 | General Support | 1,000 00 |
| Salvador Dalı Museum March of Dimes Flonda Division | 1 Dah Boulevard, St. Petersburg, FL 33701 405 N. Reo Street, Suite 160, Tampa, FL 33609 | General Support General Support | 2,500 00 3,000 00 |
| Northeast High School | 5500 16th Street North, St Petersburg, FL 33703 | General Support | 1,000 00 |
| TASCO | 1320 5th Street North, St Petersburg, FL 33701 | General Support | 1,500 00 |
| TASCO | 1320 5th Street North, St Petersburg, FL 33701 | General Support | 4,000 00 |
| TASCO | 1320 5th Street North, St Petersburg, FL 33701 | General Support | 3,000 00 |
| Brookwood | 901 Seventh Avenue South, St Petersburg, FL 33705 | General Support | 2,000 00 |
| American Stage Theatre Co Friends of Joshua House | P O Box 1560, St Petersburg, FL 33731 P O Box 26333, Tampa, FL 33623 | General Support General Support | 1,000 00 2,000 00 |
| | | | \$ 235,518 60 |