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Form **990-PF**

Department of the Treasury
Internal Revenue Service

Return of Private Foundation
or Section 4947(a)(1) Nonexempt Charitable Trust
Treated as a Private Foundation

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

OMB No 1545-0052

2012

Open to Public Inspection

For calendar year 2012, or tax year beginning 01-01-2012 , and ending 12-31-2012

| | | | |
|---|--|--|--|
| Name of foundation The Yelp Foundation | | A Employer identification number 45-4001403 | |
| % ROBERT J KROLIK | | B Telephone number (see instructions) (415) 908-3801 | |
| Number and street (or P O box number if mail is not delivered to street address) 706 Mission Street 9th Floor Suite | | C If exemption application is pending, check here <input type="checkbox"/> | |
| Room/suite | | D 1. Foreign organizations, check here <input type="checkbox"/> | |
| City or town, state, and ZIP code San Francisco, CA 94103 | | 2. Foreign organizations meeting the 85% test, check here and attach computation <input type="checkbox"/> | |
| G Check all that apply <input type="checkbox"/> Initial return <input type="checkbox"/> Initial return of a former public charity <input type="checkbox"/> Final return <input type="checkbox"/> Amended return <input type="checkbox"/> Address change <input type="checkbox"/> Name change | | E If private foundation status was terminated under section 507(b)(1)(A), check here <input type="checkbox"/> | |
| H Check type of organization <input checked="" type="checkbox"/> Section 501(c)(3) exempt private foundation <input type="checkbox"/> Section 4947(a)(1) nonexempt charitable trust <input type="checkbox"/> Other taxable private foundation | | F If the foundation is in a 60-month termination under section 507(b)(1)(B), check here <input type="checkbox"/> | |
| I Fair market value of all assets at end of year (from Part II, col. (c), line 16) <input checked="" type="checkbox"/> \$ 9,498,187 | | J Accounting method <input type="checkbox"/> Cash <input checked="" type="checkbox"/> Accrual <input type="checkbox"/> Other (specify) <input type="checkbox"/> (Part I, column (d) must be on cash basis.) | |

| Part I Analysis of Revenue and Expenses <small>(The total of amounts in columns (b), (c), and (d) may not necessarily equal the amounts in column (a) (see instructions))</small> | | (a) Revenue and expenses per books | (b) Net investment income | (c) Adjusted net income | (d) Disbursements for charitable purposes (cash basis only) |
|--|--|------------------------------------|---------------------------|-------------------------|---|
| Revenue | 1 Contributions, gifts, grants, etc , received (attach schedule) | 0 | | | |
| | 2 Check <input type="checkbox"/> if the foundation is not required to attach Sch B | | | | |
| | 3 Interest on savings and temporary cash investments | | | | |
| | 4 Dividends and interest from securities. | | | | |
| | 5a Gross rents | | | | |
| | b Net rental income or (loss) _____ | | | | |
| | 6a Net gain or (loss) from sale of assets not on line 10 | 127,500 | | | |
| | b Gross sales price for all assets on line 6a _____ 697,500 | | | | |
| | 7 Capital gain net income (from Part IV , line 2) | | 127,500 | | |
| | 8 Net short-term capital gain | | | 127,500 | |
| | 9 Income modifications | | | | |
| | 10a Gross sales less returns and allowances | | | | |
| Operating and Administrative Expenses | b Less Cost of goods sold | | | | |
| | c Gross profit or (loss) (attach schedule) | | | | |
| | 11 Other income (attach schedule) | | | | |
| | 12 Total. Add lines 1 through 11 | 127,500 | 127,500 | 127,500 | |
| | 13 Compensation of officers, directors, trustees, etc | | | | |
| | 14 Other employee salaries and wages | | | | |
| | 15 Pension plans, employee benefits | | | | |
| | 16a Legal fees (attach schedule) | 8,898 | 0 | 0 | 0 |
| | b Accounting fees (attach schedule) | | | | |
| | c Other professional fees (attach schedule) | | | | |
| | 17 Interest | | | | |
| | 18 Taxes (attach schedule) (see instructions) | 10 | | | |
| | 19 Depreciation (attach schedule) and depletion | | | | |
| | 20 Occupancy | | | | |
| | 21 Travel, conferences, and meetings | | | | |
| | 22 Printing and publications | | | | |
| | 23 Other expenses (attach schedule) | 2,107 | | | |
| | 24 Total operating and administrative expenses. | | | | |
| | Add lines 13 through 23 | 11,015 | 0 | 0 | 0 |
| | 25 Contributions, gifts, grants paid | 54,453 | | | 54,453 |
| | 26 Total expenses and disbursements. Add lines 24 and 25 | 65,468 | 0 | 0 | 54,453 |
| | 27 Subtract line 26 from line 12 | | | | |
| | a Excess of revenue over expenses and disbursements | 62,032 | | | |
| | b Net investment income (if negative, enter -0-) | | 127,500 | | |
| | c Adjusted net income (if negative, enter -0-) | | | 127,500 | |

| Part II Balance Sheets | | Attached schedules and amounts in the description column should be for end-of-year amounts only (See instructions) | Beginning of year | End of year | |
|-----------------------------|--|--|-------------------|----------------|-----------------------|
| | | | (a) Book Value | (b) Book Value | (c) Fair Market Value |
| Assets | 1 | Cash—non-interest-bearing | | 626,937 | 626,937 |
| | 2 | 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 page 15 of the instructions) | | | |
| | 7 | Other notes and loans receivable (attach schedule) ▶ _____ Less allowance for doubtful accounts ▶ _____ | | | |
| | 8 | Inventories for sale or use | | | |
| | 9 | Prepaid expenses and deferred charges | | | |
| | 10a | Investments—U S and state government obligations (attach schedule) | | | |
| | b | Investments—corporate stock (attach schedule) | 5,928,000 | 8,871,250 | 8,871,250 |
| | c | Investments—corporate bonds (attach schedule). | | | |
| | 11 | Investments—land, buildings, and equipment basis ▶ _____ Less accumulated depreciation (attach schedule) ▶ _____ | | | |
| | 12 | Investments—mortgage loans | | | |
| | 13 | Investments—other (attach schedule) | | | |
| | 14 | Land, buildings, and equipment basis ▶ _____ Less accumulated depreciation (attach schedule) ▶ _____ | | | |
| 15 | Other assets (describe ▶ _____) | | | | |
| 16 | Total assets (to be completed by all filers—see the instructions Also, see page 1, item I) | 5,928,000 | 9,498,187 | 9,498,187 | |
| Liabilities | 17 | Accounts payable and accrued expenses | 6,455 | 1,359 | |
| | 18 | Grants payable | | | |
| | 19 | Deferred revenue | | | |
| | 20 | Loans from officers, directors, trustees, and other disqualified persons | | | |
| | 21 | Mortgages and other notes payable (attach schedule) | | | |
| | 22 | Other liabilities (describe ▶ _____) | | | |
| | 23 | Total liabilities (add lines 17 through 22) | 6,455 | 1,359 | |
| Net Assets or Fund Balances | Foundations that follow SFAS 117, check here ▶ <input checked="" type="checkbox"/> and complete lines 24 through 26 and lines 30 and 31. | | | | |
| | 24 | Unrestricted | | 9,496,828 | |
| | 25 | Temporarily restricted | | | |
| | 26 | Permanently restricted | | | |
| | Foundations that do not follow SFAS 117, check here ▶ <input type="checkbox"/> and complete lines 27 through 31. | | | | |
| | 27 | Capital stock, trust principal, or current funds | 5,928,000 | | |
| | 28 | Paid-in or capital surplus, or land, bldg , and equipment fund | | | |
| | 29 | Retained earnings, accumulated income, endowment, or other funds | -6,455 | | |
| | 30 | Total net assets or fund balances (see page 17 of the instructions) | 5,921,545 | 9,496,828 | |
| | 31 | Total liabilities and net assets/fund balances (see page 17 of the instructions) | 5,928,000 | 9,498,187 | |

Part III Analysis of Changes in Net Assets or Fund Balances

| | | | |
|---|--|---|-----------|
| 1 | Total net assets or fund balances at beginning of year—Part II, column (a), line 30 (must agree with end-of-year figure reported on prior year’s return) | 1 | 5,921,545 |
| 2 | Enter amount from Part I, line 27a | 2 | 62,032 |
| 3 | Other increases not included in line 2 (itemize) ▶ _____ | 3 | 3,513,251 |
| 4 | Add lines 1, 2, and 3 | 4 | 9,496,828 |
| 5 | Decreases not included in line 2 (itemize) ▶ _____ | 5 | |
| 6 | Total net assets or fund balances at end of year (line 4 minus line 5)—Part II, column (b), line 30 | 6 | 9,496,828 |

Part IV

Capital Gains and Losses for Tax on Investment Income

| | | | | |
|---|--------------------------|--|--------------------------------------|----------------------------------|
| (a) List and describe the kind(s) of property sold (e g , real estate, 2-story brick warehouse, or common stock, 200 shs MLC Co) | | (b) How acquired P—Purchase D—Donation | (c) Date acquired (mo , day, yr) | (d) Date sold (mo , day, yr) |
| 1 a | 50,000 SHARE OF YELP INC | | 2011-12-06 | 2012-03-07 |
| b | | | | |
| c | | | | |
| d | | | | |
| e | | | | |

| | | | |
|-----------------------|--|---|--|
| (e) Gross sales price | (f) Depreciation allowed (or allowable) | (g) Cost or other basis plus expense of sale | (h) Gain or (loss) (e) plus (f) minus (g) |
| a 697,500 | | 570,000 | 127,500 |
| b | | | |
| c | | | |
| d | | | |
| e | | | |

Complete only for assets showing gain in column (h) and owned by the foundation on 12/31/69

| | | | |
|--------------------------|--------------------------------------|---|--|
| (i) F M V as of 12/31/69 | (j) Adjusted basis as of 12/31/69 | (k) Excess of col (i) over col (j), if any | (l) Gains (Col (h) gain minus col (k), but not less than -0-) or Losses (from col (h)) |
| a | | | 127,500 |
| b | | | |
| c | | | |
| d | | | |
| e | | | |

| | | | | |
|---|--|---|---|---------|
| 2 | Capital gain net income or (net capital loss) | { If gain, also enter in Part I, line 7 If (loss), enter -0- in Part I, line 7 } | 2 | 127,500 |
| 3 | Net short-term capital gain or (loss) as defined in sections 1222(5) and (6) If gain, also enter in Part I, line 8, column (c) (see instructions) If (loss), enter -0- in Part I, line 8 | | 3 | 127,500 |

Part V

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

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

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

Was the foundation liable for the section 4942 tax on the distributable amount of any year in the base period? ☐ Yes ☒ No

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

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

| | | | |
|--|--|--|---|
| (a) Base period years Calendar year (or tax year beginning in) | (b) Adjusted qualifying distributions | (c) Net value of noncharitable-use assets | (d) Distribution ratio (col (b) divided by col (c)) |
| 2011 | 0 | 0 | 0 0 |
| 2010 | | | |
| 2009 | | | |
| 2008 | | | |
| 2007 | | | |

| | | | |
|---|--|---|------------|
| 2 | Total of line 1, column (d). | 2 | 0 0 |
| 3 | Average distribution ratio for the 5-year base period—divide the total on line 2 by 5, or by the number of years the foundation has been in existence if less than 5 years | 3 | 0 0 |
| 4 | Enter the net value of noncharitable-use assets for 2012 from Part X, line 5. | 4 | 10,095,524 |
| 5 | Multiply line 4 by line 3. | 5 | 0 |
| 6 | Enter 1% of net investment income (1% of Part I, line 27b). | 6 | 1,275 |
| 7 | Add lines 5 and 6. | 7 | 1,275 |
| 8 | Enter qualifying distributions from Part XII, line 4. If line 8 is equal to or greater than line 7, check the box in Part VI, line 1b, and complete that part using a 1% tax rate See the Part VI instructions | 8 | 54,453 |

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

| | | | | | |
|----|--|--|-----------------------------------|----|-------|
| 1a | | Exempt operating foundations described in section 4940(d)(2), check here <input type="checkbox"/> and enter "N/A" on line 1 | | | |
| | | Date of ruling or determination letter _____ (attach copy of letter if necessary—see instructions) | | | |
| b | | Domestic foundations that meet the section 4940(e) requirements in Part V, check here <input checked="" type="checkbox"/> and enter 1% of Part I, line 27b | | 1 | 1,275 |
| c | | All other domestic foundations enter 2% of line 27b Exempt foreign organizations enter 4% of Part I, line 12, col (b) | | | |
| 2 | | Tax under section 511 (domestic section 4947(a)(1) trusts and taxable foundations only Others enter -0-) | | 2 | |
| 3 | | Add lines 1 and 2. | | 3 | 1,275 |
| 4 | | Subtitle A (income) tax (domestic section 4947(a)(1) trusts and taxable foundations only Others enter -0-) | | 4 | |
| 5 | | Tax based on investment income. Subtract line 4 from line 3 If zero or less, enter -0- | | 5 | 1,275 |
| 6 | | Credits/Payments | | | |
| a | | 2012 estimated tax payments and 2011 overpayment credited to 2012 | 6a | 0 | |
| b | | Exempt foreign organizations—tax withheld at source | 6b | | |
| c | | Tax paid with application for extension of time to file (Form 8868) | 6c | | |
| d | | Backup withholding erroneously withheld | 6d | | |
| 7 | | Total credits and payments Add lines 6a through 6d. | | 7 | 0 |
| 8 | | Enter any penalty for underpayment of estimated tax Check here <input type="checkbox"/> if Form 2220 is attached | | 8 | |
| 9 | | Tax due. If the total of lines 5 and 8 is more than line 7, enter amount owed | | 9 | 1,275 |
| 10 | | Overpayment. If line 7 is more than the total of lines 5 and 8, enter the amount overpaid. | | 10 | |
| 11 | | Enter the amount of line 10 to be Credited to 2013 estimated tax <input checked="" type="checkbox"/> | Refunded <input type="checkbox"/> | 11 | |

Part VII-AStatements Regarding Activities

| | | | | |
|----|--|----|-----|----|
| 1a | During the tax year, did the foundation attempt to influence any national, state, or local legislation or did it participate or intervene in any political campaign? | | Yes | No |
| | | 1a | | No |
| b | Did it spend more than \$100 during the year (either directly or indirectly) for political purposes (see page 19 of the instructions for definition)? | | | No |
| | If the answer is "Yes" to 1a or 1b, attach a detailed description of the activities and copies of any materials published or distributed by the foundation in connection with the activities. | | | |
| c | Did the foundation file Form 1120-POL for this year?. | 1c | | No |
| d | Enter the amount (if any) of tax on political expenditures (section 4955) imposed during the year (1) On the foundation <input checked="" type="checkbox"/> \$ _____ (2) On foundation managers <input checked="" type="checkbox"/> \$ _____ | | | |
| e | Enter the reimbursement (if any) paid by the foundation during the year for political expenditure tax imposed on foundation managers <input checked="" type="checkbox"/> \$ _____ | | | |
| 2 | Has the foundation engaged in any activities that have not previously been reported to the IRS? | 2 | | No |
| | If "Yes," attach a detailed description of the activities. | | | |
| 3 | Has the foundation made any changes, not previously reported to the IRS, in its governing instrument, articles of incorporation, or bylaws, or other similar instruments? If "Yes," attach a conformed copy of the changes | 3 | | No |
| 4a | Did the foundation have unrelated business gross income of \$1,000 or more during the year?. | 4a | | No |
| b | If "Yes," has it filed a tax return on Form 990-T for this year?. | 4b | | |
| 5 | Was there a liquidation, termination, dissolution, or substantial contraction during the year? | 5 | | No |
| | If "Yes," attach the statement required by General Instruction T. | | | |
| 6 | Are the requirements of section 508(e) (relating to sections 4941 through 4945) satisfied either | | | |
| | • By language in the governing instrument, or | | | |
| | • By state legislation that effectively amends the governing instrument so that no mandatory directions that conflict with the state law remain in the governing instrument? | 6 | | No |
| 7 | Did the foundation have at least \$5,000 in assets at any time during the year? If "Yes," complete Part II, col (c), and Part XV | 7 | Yes | |
| 8a | Enter the states to which the foundation reports or with which it is registered (see instructions) <input checked="" type="checkbox"/> CA _____ | | | |
| b | If the answer is "Yes" to line 7, has the foundation furnished a copy of Form 990-PF to the Attorney General (or designate) of each state as required by General Instruction G? If "No," attach explanation . | 8b | Yes | |
| 9 | Is the foundation claiming status as a private operating foundation within the meaning of section 4942(j)(3) or 4942(j)(5) for calendar year 2012 or the taxable year beginning in 2012 (see instructions for Part XIV)? If "Yes," complete Part XIV | 9 | | No |
| 10 | Did any persons become substantial contributors during the tax year? If "Yes," attach a schedule listing their names and addresses | 10 | | No |

Part VII-A

Statements Regarding Activities *(continued)*

| | | | | |
|---|---|----|-----|----|
| 11 | At any time during the year, did the foundation, directly or indirectly, own a controlled entity within the meaning of section 512(b)(13)? If "Yes," attach schedule (see instructions). | 11 | | No |
| 12 | Did the foundation make a distribution to a donor advised fund over which the foundation or a disqualified person had advisory privileges? If "Yes," attach statement (see instructions) | 12 | | No |
| 13 | Did the foundation comply with the public inspection requirements for its annual returns and exemption application? | 13 | Yes | |
| Website address ▶N/A | | | | |
| 14 | The books are in care of ▶ROBERT J KROLIK Telephone no ▶(415) 908-3801 Located at ▶706 MISSION STREET 9TH FLOOR SAN FRANCISCO CA ZIP +4 ▶941033169 | | | |
| 15 | Section 4947(a)(1) nonexempt charitable trusts filing Form 990-PF in lieu of Form 1041 —Check here ▶ <input type="checkbox"/> and enter the amount of tax-exempt interest received or accrued during the year ▶ | 15 | | |
| 16 | At any time during calendar year 2012, did the foundation have an interest in or a signature or other authority over a bank, securities, or other financial account in a foreign country? | 16 | | No |
| See instructions for exceptions and filing requirements for Form TD F 90-22.1 If "Yes", enter the name of the foreign country ▶ | | | | |

Part VII-B

Statements Regarding Activities for Which Form 4720 May Be Required

| | | | | |
|---|---|----|-----|----|
| File Form 4720 if any item is checked in the "Yes" column, unless an exception applies. | | | Yes | No |
| 1a | During the year did the foundation (either directly or indirectly) (1) Engage in the sale or exchange, or leasing of property with a disqualified person? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No (2) Borrow money from, lend money to, or otherwise extend credit to (or accept it from) a disqualified person?. <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No (3) Furnish goods, services, or facilities to (or accept them from) a disqualified person? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No (4) Pay compensation to, or pay or reimburse the expenses of, a disqualified person? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No (5) Transfer any income or assets to a disqualified person (or make any of either available for the benefit or use of a disqualified person)?. <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No (6) Agree to pay money or property to a government official? (Exception. Check "No" if the foundation agreed to make a grant to or to employ the official for a period after termination of government service, if terminating within 90 days). <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No | | | |
| b | If any answer is "Yes" to 1a(1)–(6), did any of the acts fail to qualify under the exceptions described in Regulations section 53.4941(d)-3 or in a current notice regarding disaster assistance (see page 20 of the instructions)?. . . Organizations relying on a current notice regarding disaster assistance check here. ▶ <input type="checkbox"/> | 1b | | |
| c | Did the foundation engage in a prior year in any of the acts described in 1a, other than excepted acts, that were not corrected before the first day of the tax year beginning in 2012?. | 1c | | No |
| 2 | Taxes on failure to distribute income (section 4942) (does not apply for years the foundation was a private operating foundation defined in section 4942(j)(3) or 4942(j)(5)) | | | |
| a | At the end of tax year 2012, did the foundation have any undistributed income (lines 6d and 6e, Part XIII) for tax year(s) beginning before 2012?. <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If "Yes," list the years ▶ 20____, 20____, 20____, 20____ | | | |
| b | Are there any years listed in 2a for which the foundation is not applying the provisions of section 4942(a)(2) (relating to incorrect valuation of assets) to the year's undistributed income? (If applying section 4942(a)(2) to all years listed, answer "No" and attach statement—see instructions). | 2b | | |
| c | If the provisions of section 4942(a)(2) are being applied to any of the years listed in 2a, list the years here ▶ 20____, 20____, 20____, 20____ | | | |
| 3a | Did the foundation hold more than a 2% direct or indirect interest in any business enterprise at any time during the year?. <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No | | | |
| b | If "Yes," did it have excess business holdings in 2012 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? (<i>Use Schedule C, Form 4720, to determine if the foundation had excess business holdings in 2012.</i>). | 3b | | |
| 4a | Did the foundation invest during the year any amount in a manner that would jeopardize its charitable purposes? | 4a | | No |
| 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 2012? | 4b | | No |

Part VII-B

Statements Regarding Activities for Which Form 4720 May Be Required (continued)

5a

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

(1) Carry on propaganda, or otherwise attempt to influence legislation (section 4945(e))?

☐ Yes ☒ No

(2) Influence the outcome of any specific public election (see section 4955), or to carry on, directly or indirectly, any voter registration drive?

☐ Yes ☒ No

(3) Provide a grant to an individual for travel, study, or other similar purposes?

☐ Yes ☒ No

(4) Provide a grant to an organization other than a charitable, etc , organization described in section 509(a)(1), (2), or (3), or section 4940(d)(2)? (see instructions).

☐ Yes ☒ No

(5) Provide for any purpose other than religious, charitable, scientific, literary, or educational purposes, or for the prevention of cruelty to children or animals?

☐ Yes ☒ No

b

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

5b

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

☒

c

If the answer is "Yes" to question 5a(4), does the foundation claim exemption from the tax because it maintained expenditure responsibility for the grant?

☐ Yes ☐ No

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

6a

Did the foundation, during the year, receive any funds, directly or indirectly, to pay premiums on a personal benefit contract?

☐ Yes ☒ No

b

Did the foundation, during the year, pay premiums, directly or indirectly, on a personal benefit contract?

6b

No

If "Yes" to 6b, file Form 8870.

7a

At any time during the tax year, was the foundation a party to a prohibited tax shelter transaction?

☐ Yes ☒ No

b

If yes, did the foundation receive any proceeds or have any net income attributable to the transaction?

7b

Part VIII

Information About Officers, Directors, Trustees, Foundation Managers, Highly Paid Employees, and Contractors

1

List all officers, directors, trustees, foundation managers and their compensation (see instructions).

| (a) Name and address | (b) Title, and average hours per week devoted to position | (c) Compensation (If not paid, enter -0-) | (d) Contributions to employee benefit plans and deferred compensation | (e) Expense account, other allowances |
|---------------------------|---|---|---|---------------------------------------|
| See Additional Data Table | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |

2

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

| (a) Name and address of each employee paid more than \$50,000 | (b) Title, and average hours per week devoted to position | (c) Compensation | (d) Contributions to employee benefit plans and deferred compensation | (e) Expense account, other allowances |
|---|---|------------------|---|---------------------------------------|
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |

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

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Part VIII

Information About Officers, Directors, Trustees, Foundation Managers, Highly Paid Employees, and Contractors (continued)

| 3 Five highest-paid independent contractors for professional services (see instructions). If none, enter "NONE". | | |
|--|---------------------|------------------|
| (a) Name and address of each person paid more than \$50,000 | (b) Type of service | (c) Compensation |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| Total number of others receiving over \$50,000 for professional services. | | |

Part IX-A

Summary of Direct Charitable Activities

| List the foundation's four largest direct charitable activities during the tax year. Include relevant statistical information such as the number of organizations and other beneficiaries served, conferences convened, research papers produced, etc. | Expenses |
|--|----------|
| 1 | |
| | |
| | |
| 2 | |
| | |
| | |
| 3 | |
| | |
| | |
| 4 | |
| | |
| | |

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 |
|--|--------|
| 1 | |
| | |
| | |
| 2 | |
| | |
| | |
| All other program-related investments. See page 24 of the instructions. | |
| 3 | |
| | |
| | |
| Total. Add lines 1 through 3. | |

Part X

Minimum Investment Return (All domestic foundations must complete this part. Foreign foundations, see instructions.)

| | | | |
|----------|--|-----------|------------|
| 1 | Fair market value of assets not used (or held for use) directly in carrying out charitable, etc , purposes | | |
| a | Average monthly fair market value of securities. | 1a | 9,598,988 |
| b | Average of monthly cash balances. | 1b | 650,275 |
| c | Fair market value of all other assets (see instructions). | 1c | 0 |
| d | Total (add lines 1a, b, and c). | 1d | 10,249,263 |
| e | Reduction claimed for blockage or other factors reported on lines 1a and 1c (attach detailed explanation). | 1e | |
| 2 | Acquisition indebtedness applicable to line 1 assets. | 2 | 0 |
| 3 | Subtract line 2 from line 1d. | 3 | 10,249,263 |
| 4 | Cash deemed held for charitable activities Enter 1 1/2% of line 3 (for greater amount, see instructions). | 4 | 153,739 |
| 5 | Net value of noncharitable-use assets. Subtract line 4 from line 3 Enter here and on Part V, line 4 | 5 | 10,095,524 |
| 6 | Minimum investment return. Enter 5% of line 5. | 6 | 504,776 |

Part XI

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

| | | | |
|-----------|--|-----------|---------|
| 1 | Minimum investment return from Part X, line 6. | 1 | 504,776 |
| 2a | Tax on investment income for 2012 from Part VI, line 5. | 2a | 1,275 |
| b | Income tax for 2012 (This does not include the tax from Part VI). | 2b | |
| c | Add lines 2a and 2b. | 2c | 1,275 |
| 3 | Distributable amount before adjustments Subtract line 2c from line 1. | 3 | 503,501 |
| 4 | Recoveries of amounts treated as qualifying distributions. | 4 | |
| 5 | Add lines 3 and 4. | 5 | 503,501 |
| 6 | Deduction from distributable amount (see instructions). | 6 | |
| 7 | Distributable amount as adjusted Subtract line 6 from line 5 Enter here and on Part XIII, line 1. | 7 | 503,501 |

Part XII

Qualifying Distributions (see instructions)

| | | | |
|---|--|-----------|--------|
| 1 | Amounts paid (including administrative expenses) to accomplish charitable, etc , purposes | | |
| a | Expenses, contributions, gifts, etc —total from Part I, column (d), line 26. | 1a | 54,453 |
| b | Program-related investments—total from Part IX-B. | 1b | 0 |
| 2 | Amounts paid to acquire assets used (or held for use) directly in carrying out charitable, etc , purposes. | 2 | 0 |
| 3 | Amounts set aside for specific charitable projects that satisfy the | | |
| a | Suitability test (prior IRS approval required). | 3a | 0 |
| b | Cash distribution test (attach the required schedule). | 3b | 0 |
| 4 | Qualifying distributions. Add lines 1a through 3b Enter here and on Part V, line 8, and Part XIII, line 4 | 4 | 54,453 |
| 5 | Foundations that qualify under section 4940(e) for the reduced rate of tax on net investment income Enter 1% of Part I, line 27b (see instructions). | 5 | 1,275 |
| 6 | Adjusted qualifying distributions. Subtract line 5 from line 4. | 6 | 53,178 |
| Note: The amount on line 6 will be used in Part V, column (b), in subsequent years when calculating whether the foundation qualifies for the section 4940(e) reduction of tax in those years | | | |

Part XIII

Undistributed Income (see instructions)

| | (a) Corpus | (b) Years prior to 2011 | (c) 2011 | (d) 2012 |
|---|---------------|----------------------------|-------------|-------------|
| 1 Distributable amount for 2012 from Part XI, line 7 | | | | 503,501 |
| 2 Undistributed income, if any, as of the end of 2012 | | | | |
| a Enter amount for 2011 only. | | | 0 | |
| b Total for prior years 2010 , 2009 , 2008 | | | | |
| 3 Excess distributions carryover, if any, to 2012 | | | | |
| a From 2007. | | | | |
| b From 2008. | | | | |
| c From 2009. | | | | |
| d From 2010. | | | | |
| e From 2011. | | | | 0 |
| f Total of lines 3a through e. | 0 | | | |
| 4 Qualifying distributions for 2012 from Part XII, line 4 ▶ \$ 54,453 | | | | |
| a Applied to 2011, but not more than line 2a | | | 0 | |
| b Applied to undistributed income of prior years (Election required—see instructions). | | | | |
| c Treated as distributions out of corpus (Election required—see instructions). | | | | |
| d Applied to 2012 distributable amount. | | | | 54,453 |
| e Remaining amount distributed out of corpus | 0 | | | |
| 5 Excess distributions carryover applied to 2012 (If an amount appears in column (d), the same amount must be shown in column (a).) | 0 | | | 0 |
| 6 Enter the net total of each column as indicated below: | 0 | | | |
| a Corpus Add lines 3f, 4c, and 4e Subtract line 5 | | | | |
| b Prior years' undistributed income Subtract line 4b from line 2b. | | | | |
| c Enter the amount of prior years' undistributed income for which a notice of deficiency has been issued, or on which the section 4942(a) tax has been previously assessed. | | | | |
| d Subtract line 6c from line 6b Taxable amount—see instructions | | | | |
| e Undistributed income for 2011 Subtract line 4a from line 2a Taxable amount—see instructions | | | 0 | |
| f Undistributed income for 2012 Subtract lines 4d and 5 from line 1 This amount must be distributed in 2013 | | | | 449,048 |
| 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 2007 not applied on line 5 or line 7 (see instructions). . . | | | | |
| 9 Excess distributions carryover to 2013. Subtract lines 7 and 8 from line 6a | 0 | | | |
| 10 Analysis of line 9 | | | | |
| a Excess from 2008. . . . | | | | |
| b Excess from 2009. . . . | | | | |
| c Excess from 2010. . . . | | | | |
| d Excess from 2011. . . . | | | | |
| e Excess from 2012. . . . | 0 | | | |

Part XIVPrivate Operating Foundations (see instructions and Part VII-A, question 9)

1a

If the foundation has received a ruling or determination letter that it is a private operating foundation, and the ruling is effective for 2012, enter the date of the ruling.

b

Check box to indicate whether the organization is a private operating foundation described in section 4942(j)(3) or 4942(j)(5)

☐ 4942(j)(3) or ☐ 4942(j)(5)

| | | | | | | |
|----|--|----------|---------------|----------|----------|-----------|
| 2a | Enter the lesser of the adjusted net income from Part I or the minimum investment return from Part X for each year listed. | Tax year | Prior 3 years | | | (e) Total |
| | | (a) 2012 | (b) 2011 | (c) 2010 | (d) 2009 | |
| | | | | | | |
| b | 85% of line 2a | | | | | |
| c | Qualifying distributions from Part XII, line 4 for each year listed. | | | | | |
| d | Amounts included in line 2c not used directly for active conduct of exempt activities. | | | | | |
| e | Qualifying distributions made directly for active conduct of exempt activities. Subtract line 2d from line 2c. | | | | | |
| 3 | Complete 3a, b, or c for the alternative test relied upon | | | | | |
| a | "Assets" alternative test—enter | | | | | |
| | (1) Value of all assets | | | | | |
| | (2) Value of assets qualifying under section 4942(j)(3)(B)(i) | | | | | |
| b | "Endowment" alternative test— enter 2/3 of minimum investment return shown in Part X, line 6 for each year listed. | | | | | |
| c | "Support" alternative test—enter | | | | | |
| | (1) Total support other than gross investment income (interest, dividends, rents, payments on securities loans (section 512(a)(5)), or royalties). | | | | | |
| | (2) Support from general public and 5 or more exempt organizations as provided in section 4942(j)(3)(B)(iii). | | | | | |
| | (3) Largest amount of support from an exempt organization | | | | | |
| | (4) Gross investment income | | | | | |

Part XVSupplementary Information (Complete this part only if the organization had \$5,000 or more in assets at any time during the year—see instructions.)

1

Information Regarding Foundation Managers:

a

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

b

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

2

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

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

a

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

b

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

c

Any submission deadlines

d

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

Part XV

Supplementary Information (continued)

3 Grants and Contributions Paid During the Year or Approved for Future Payment

| Recipient | If recipient is an individual, show any relationship to any foundation manager or substantial contributor | Foundation status of recipient | Purpose of grant or contribution | Amount |
|---|---|--------------------------------|----------------------------------|--------|
| Name and address (home or business) | | | | |
| a Paid during the year See Additional Data Table | | | | |
| Total | | | 3a | 54,453 |
| b Approved for future payment | | | | |
| Total | | | 3b | |

Enter gross amounts unless otherwise indicated

Part XVI-B Relationship of Activities to the Accomplishment of Exempt Purposes

Form **990-PF** (2012)

| | | | | |
|----------|--|--------------|------------|-----------|
| 1 | Did the organization directly or indirectly engage in any of the following with any other organization described in section 501(c) of the Code (other than section 501(c)(3) organizations) or in section 527, relating to political organizations? | | Yes | No |
| | | | | |
| a | Transfers from the reporting foundation to a noncharitable exempt organization of | | | |
| | (1) Cash. | 1a(1) | | No |
| | (2) Other assets. | 1a(2) | | No |
| b | Other transactions | | | |
| | (1) Sales of assets to a noncharitable exempt organization. | 1b(1) | | No |
| | (2) Purchases of assets from a noncharitable exempt organization. | 1b(2) | | No |
| | (3) Rental of facilities, equipment, or other assets. | 1b(3) | | No |
| | (4) Reimbursement arrangements. | 1b(4) | | No |
| | (5) Loans or loan guarantees. | 1b(5) | | No |
| | (6) Performance of services or membership or fundraising solicitations. | 1b(6) | | No |
| c | Sharing of facilities, equipment, mailing lists, other assets, or paid employees. | 1c | | No |
| d | If the answer to any of the above is "Yes," complete the following schedule. Column (b) should always show the fair market value of the goods, other assets, or services given by the reporting foundation. If the foundation received less than fair market value in any transaction or sharing arrangement, show in column (d) the value of the goods, other assets, or services received. | | | |

[illegible]

2a Is the foundation directly or indirectly affiliated with, or related to, one or more tax-exempt organizations described in section 501(c) of the Code (other than section 501(c)(3)) or in section 527? . . . ☐ Yes ☒ No

| b If "Yes," complete the following schedule | | |
|---|--------------------------|---------------------------------|
| (a) Name of organization | (b) Type of organization | (c) Description of relationship |
| | | |
| | | |
| | | |
| | | |
| | | |

| | | | |
|------------------|---|------------|-------|
| Sign Here | 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 taxpayer or fiduciary) is based on all information of which preparer has any knowledge. | | |
| | ***** | 2013-05-15 | ***** |
| | Signature of officer or trustee | Date | Title |

May the IRS discuss this return with the preparer shown below (see instr.)? ☒ Yes ☐ No

| | | | | | |
|---------------------------------------|---|--------------------------------------|------|---|------|
| Paid Preparer Use Only | Print/Type preparer's name | Preparer's Signature | Date | Check if self-employed <input checked="checked" type="checkbox"/> | PTIN |
| | ALAN B CHINN | ALAN B CHINN | | | |
| | Firm's name <input type="checkbox"/> | ACG 4301 HACIENDA DRIVE SUITE 200 | | Firm's EIN <input type="checkbox"/> | |
| | Firm's address <input type="checkbox"/> | PLEASANTON, CA 945882724 | | Phone no (925) 463-8833 | |

Form 990PF Part VIII Line 1 - List all officers, directors, trustees, foundation managers and their compensation

| (a) Name and address | (b) Title, and average hours per week devoted to position | (c) Compensation (If not paid, enter -0-) | (d) Contributions to employee benefit plans and deferred compensation | (e) Expense account, other allowances |
|---|---|---|---|---------------------------------------|
| Jeremy Richard Stoppelman | Chairman of the Board 0 5 | 0 | | |
| 3155 Sacramento Street San Francisco, CA 94115 | | | | |
| Geoffrey Lawrence Donaker | President 0 5 | 0 | | |
| 3466 Waverley Street Palo Alto, CA 94306 | | | | |
| Robert Jay Krolik | CFO/Treasurer 1 0 | 0 | | |
| 568 Kelly Way Palo Alto, CA 94306 | | | | |
| Laurence Anthony Wilson | Secretary 0 5 | 0 | | |
| 6322 Colby Street Oakland, CA 94618 | | | | |
| Erica Galos - Aloto | Director 0 | 0 | | |
| 5216 N 45th Pl Phoenix, AZ 85018 | | | | |

Form 990PF Part XV Line 3 - Grants and Contributions Paid During the Year or Approved for Future Payment

| Recipient | If recipient is an individual, show any relationship to any foundation manager or substantial contributor | Foundation status of recipient | Purpose of grant or contribution | Amount |
|---|---|--------------------------------|---|--------|
| Name and address (home or business) | | | | |
| a <i>Paid during the year</i> | | | | |
| Against Malaria Foundation General Donation Against Malaria Foundation Citiban PO Box 7247-6370 PHILADELPHIA,PA 191706370 | | 501(C)(3) | Matching contribution made by employee of Yelp, Inc | 1,000 |
| AIDSLifeCycle San Francisco AIDS Foundation c/o San Francisco AIDS Foundation Rider 1934 File 7421502 PO B San Francisco,CA 94160 | | 501(C)(3) | Matching contribution made by employee of Yelp, Inc | 250 |
| Aloha United Way c/o Jody Shiroma 200 N Vineyard Blvd HONOLULU,HI 96817 | | 501(C)(3) | Matching contribution made by employee of Yelp, Inc | 1,000 |
| Alzheimer's Association Attn Corporate Initiatives Workpl 225 N Michigan Avenue 17th Fl CHICAGO,IL 60601 | | 501(C)(3) | Matching contribution made by employee of Yelp, Inc | 25 |
| American Heart Association 7272 Greenville Ave DALLAS,TX 75231 | | 501(C)(3) | Matching contribution made by employee of Yelp, Inc | 50 |
| American Red Cross PO Box 4002018 Des Moines,IA 503402018 | | 501(C)(3) | Matching contribution made by employee of Yelp, Inc | 200 |
| American Society for the Prevention Of Cruelty to Animal ASCPA 424 East 92nd Street NEW YORK,NY 10128 | | 501(C)(3) | Matching contribution made by employee of Yelp, Inc | 216 |
| Andre House of Hospitality PO Box 2014 Phoenix PHOENIX,AZ 85001 | | 501(C)(3) | Matching contribution made by employee of Yelp, Inc | 1,000 |
| Big Brothers Big Sisters of Orange County 14131 Yorba Street Suite 200 Tustin,CA 927802053 | | 501(C)(3) | Matching contribution made by employee of Yelp, Inc | 150 |
| Bird and Beckett Cultural Legacy Project 653 Chenery St SAN FRANCISCO,CA 94131 | | 501(C)(3) | Matching contribution made by employee of Yelp, Inc | 1,000 |
| Bonnie J Addario Lung Cancer Foundation 1100 Industrial Road 1 SAN CAROLOS,CA 94070 | | 501(C)(3) | Matching contribution made by employee of Yelp, Inc | 500 |
| Breast Cancer Fund 1388 Sutter Street Suite 400 SAN FRANCISCO,CA 941095400 | | 501(C)(3) | Matching contribution made by employee of Yelp, Inc | 500 |
| Buffalo First 910 Main St Buffalo,NY 14202 | | 501(C)(3) | Matching contribution made by employee of Yelp, Inc | 370 |
| California YMCA Youth & Government 6928 Owensmouth Ave Ste 101 CANOGA PARK,CA 913034248 | | 501(C)(3) | Matching contribution made by employee of Yelp, Inc | 400 |
| Cambodian Children's Fund 2461 Santa Monica Blvd PMB 833 SANTA MONICA,CA 90404 | | 501(C)(3) | Matching contribution made by employee of Yelp, Inc | 250 |

Form 990PF Part XV Line 3 - Grants and Contributions Paid During the Year or Approved for Future Payment

| Recipient | If recipient is an individual, show any relationship to any foundation manager or substantial contributor | Foundation status of recipient | Purpose of grant or contribution | Amount |
|---|---|--------------------------------|---|--------|
| Name and address (home or business) | | | | |
| a <i>Paid during the year</i> | | | | |
| Case Alumni Foundation Designated to acm-server 10900 Eu Tomlinson Hall Room 309 CLEVELAND,OH 44106 | | 501(C)(3) | Matching contribution made by employee of Yelp, Inc | 1,400 |
| Chabad of the East Bay 2730 Telegraph Ave BERKELEY,CA 94705 | | 501(C)(3) | Matching contribution made by employee of Yelp, Inc | 1,000 |
| Child's Play 123 NW 36th Street Suite 210 SEATTLE,WA 98107 | | 501(C)(3) | Matching contribution made by employee of Yelp, Inc | 1,000 |
| City Reachers International 4550 San Pablo St E EMERYVILLE,CA 94608 | | 501(C)(3) | Matching contribution made by employee of Yelp, Inc | 1,000 |
| Commodore Sloat School Fund 50 Darein Way SAN FRANCISCO,CA 94127 | | 501(C)(3) | Matching contribution made by employee of Yelp, Inc | 500 |
| Coney Island USA 1208 Surf Avenue BROOKLYN,NY 11224 | | 501()(3) | Matching contribution made by employee of Yelp, Inc | 100 |
| Coshocton Foundation 220 S 4th St COSHOCTON,OH 43812 | | 501(C)(3) | Matching contribution made by employee of Yelp, Inc | 3,000 |
| Disaster Accountability Project 4402 Bestor Drive ROCKVILLE,MD 20853 | | 501(C)(3) | Matching contribution made by employee of Yelp, Inc | 1,000 |
| Dream Dachhund Rescue DREAM of Ga Inc PO Box 3397 DECATUR,GA 30031 | | 501(C)(3) | Matching contribution made by employee of Yelp, Inc | 1,000 |
| Fairy Dog Parents PO Box 1342 DUXBURY,MA 02332 | | 501(C)(3) | Matching contribution made by employee of Yelp, Inc | 1,000 |
| First Descents 767 Santa Fe Dr Denver DENVER,CO 80204 | | 501(C)(3) | Matching contribution made by employee of Yelp, Inc | 1,000 |
| Foodshare 450 Woodland Avenue Bloomfield,CT 06002 | | 501(C)(3) | Matching contribution made by employee of Yelp, Inc | 1,000 |
| Friends of the Urban Forest Presidio of San Francisco 1007 Gen AVE STE 1 SAN FRANCISCO,CA 94129 | | 501(C)(3) | Matching contribution made by employee of Yelp, Inc | 1,000 |
| From Chrysalis to Wings 30021 Tomas - Ste 300 Rancho Santa Margarita,CA 92688 | | 501(C)(3) | Matching contribution made by employee of Yelp, Inc | 500 |
| Girls Write Now Inc 247 W 37th St Suite 1800 NEW YORK,NY 10018 | | 501(C)(3) | Matching contribution made by employee of Yelp, Inc | 108 |

Form 990PF Part XV Line 3 - Grants and Contributions Paid During the Year or Approved for Future Payment

| Recipient | If recipient is an individual, show any relationship to any foundation manager or substantial contributor | Foundation status of recipient | Purpose of grant or contribution | Amount |
|---|---|--------------------------------|---|--------|
| Name and address (home or business) | | | | |
| a <i>Paid during the year</i> | | | | |
| Greater Pittsburgh Community Food Bank 1 N Linden Street Duquesne, PA 15110 | | 501(C)(3) | Matching contribution made by employee of Yelp, Inc | 150 |
| HEAR Foundation 141 W Jackson Ste 1404 CHICAGO, IL 60604 | | 501(C)(3) | Matching contribution made by employee of Yelp, Inc | 925 |
| Heifer International Attn Donor Services PO Box 8058 LITTLE ROCK, AR 72203 | | 501(C)(3) | Matching contribution made by employee of Yelp, Inc | 1,000 |
| Help the Afghan Children 3900 Jermantown Road Fairfax, VA 22030 | | 501(C)(3) | Matching contribution made by employee of Yelp, Inc | 15 |
| Islamic Relief USA Donor Care Department 3655 Wheeler ALEXANDRIA, VA 22304 | | 501(C)(3) | Matching contribution made by employee of Yelp, Inc | 1,000 |
| Joe Goode Performance Group 499 Alabama Street 150 SAN FRANCISCO, CA 94110 | | 501(C)(3) | Matching contribution made by employee of Yelp, Inc | 150 |
| KCRW Foundation Inc 1900 Pico Boulevard SANTA MONICA, CA 90405 | | 501(C)(3) | Matching contribution made by employee of Yelp, Inc | 100 |
| Kiddo Mill Valley Schools Community Foundation 409 Sycamore Avenue MILL VALLEY, CA 94941 | | 501(C)(3) | Matching contribution made by employee of Yelp, Inc | 1,000 |
| La Casa de las Madres 1663 Mission Street Suite 225 San Francisco, CA 94103 | | 501(C)(3) | Matching contribution made by employee of Yelp, Inc | 1,000 |
| Leukemia & Lymphoma Society Donor Services PO Box 4072 Pittsfield, MA 01202 | | 501(C)(3) | Matching contribution made by employee of Yelp, Inc | 2,601 |
| Macalester College ATTN Macalester College Annual Fun College 1600 Grand Avenue St Paul, MN 55105 | | 501(C)(3) | Matching contribution made by employee of Yelp, Inc | 25 |
| Making A Difference Rescue 24232 S Cree Drive Channahon, IL 60410 | | 501(C)(3) | Matching contribution made by employee of Yelp, Inc | 500 |
| Management Leadership for Tomorrow 15 Maiden Lane Suite 900 New York, NY 10038 | | 501(C)(3) | Matching contribution made by employee of Yelp, Inc | 1,000 |
| Miami-Dade Animal Services 7401 NW 74th Street Miami, FL 33166 | | 501(C)(3) | Matching contribution made by employee of Yelp, Inc | 100 |
| Movember PO Box 2726 Venice, CA 90294 | | 501(C)(3) | Matching contribution made by employee of Yelp, Inc | 50 |

Form 990PF Part XV Line 3 - Grants and Contributions Paid During the Year or Approved for Future Payment

| Recipient | If recipient is an individual, show any relationship to any foundation manager or substantial contributor | Foundation status of recipient | Purpose of grant or contribution | Amount |
|---|---|--------------------------------|---|--------|
| Name and address (home or business) | | | | |
| a <i>Paid during the year</i> | | | | |
| New Day for Children c/o Donald C Sider Associates P 6751 North Federal Highway Suite 2 Boca Raton,FL 33487 | | 501(C)(3) | Matching contribution made by employee of Yelp, Inc | 150 |
| Newsday Charities Hurricane Sandy Long Island Disater Relief fund of the Robert R Foundation 25257 Network Place Chicago,IL 60673 | | 501(C)(3) | Matching contribution made by employee of Yelp, Inc | 375 |
| North Star Rescue 498 North Parkview Ave Daly City,CA 94014 | | 501(C)(3) | Matching contribution made by employee of Yelp, Inc | 75 |
| Palo Alto Partners in Education PO Box 1557 Palo Alto,CA 94302 | | 501(C)(3) | Matching contribution made by employee of Yelp, Inc | 2,000 |
| Parent Teacher and Community Council of the Japanese Bilingual Bicultural Progr 1501 OFarrell St San Francisco,CA 94115 | | 501(C)(3) | Matching contribution made by employee of Yelp, Inc | 1,000 |
| Partners in Health PO Box 845578 Boston,MA 02284 | | 501(C)(3) | Matching contribution made by employee of Yelp, Inc | 1,550 |
| Pat Tillman Foundation 2141 E Broadway Road Suite 115 Tempe,AZ 85282 | | 501(C)(3) | Matching contribution made by employee of Yelp, Inc | 900 |
| Planned Parenthood Attn Online Services Program 434 West 33rd St New York,NY 10001 | | 501(C)(3) | Matching contribution made by employee of Yelp, Inc | 1,200 |
| Planned Parenthood Arizona Inc 5651 N 7th St Phoenix,AZ 85014 | | 501(C)(3) | Matching contribution made by employee of Yelp, Inc | 200 |
| Prayer Center of the Pacific 95-305A Waialele Rd Waipahu,HI 96797 | | 501(C)(3) | Matching contribution made by employee of Yelp, Inc | 500 |
| Push America Attn Chad Coltrane CEO PO Box 241368 Charlotte,NC 28224 | | 501(C)(3) | Matching contribution made by employee of Yelp, Inc | 20 |
| Red Hook Initiative 767 Hicks Street Brooklyn,NY 11231 | | 501(C)(3) | Matching contribution made by employee of Yelp, Inc | 500 |
| Regional Food Bank of Oklahoma PO Box 270968 Oklahoma City,OK 73137 | | 501(C)(3) | Matching contribution made by employee of Yelp, Inc | 100 |
| San Francisco AIDS Foundation 1035 Market St Suite 400 San Francisco,CA 94103 | | 501(C)(3) | Matching contribution made by employee of Yelp, Inc | 900 |
| San Francisco Parks Alliance Friends of The Waterfront playgroun Francisco Parks Alliance PO Box 17 San Francisco,CA 94117 | | 501(C)(3) | Matching contribution made by employee of Yelp, Inc | 1,000 |

Form 990PF Part XV Line 3 - Grants and Contributions Paid During the Year or Approved for Future Payment

| Recipient | If recipient is an individual, show any relationship to any foundation manager or substantial contributor | Foundation status of recipient | Purpose of grant or contribution | Amount |
|--|---|--------------------------------|---|--------|
| Name and address (home or business) | | | | |
| a <i>Paid during the year</i> | | | | |
| Silver Bay Association for Christian Conferences and Training 87 Silver Bay Road Silver Bay, NY 12874 | | 501(C)(3) | Matching contribution made by employee of Yelp, Inc | 1,000 |
| Somerville Elks #1068 Charitable Trust 375 Union Avenue Bridgewater, NJ 08807 | | 501(C)(3) | Matching contribution made by employee of Yelp, Inc | 50 |
| St Theresa School 4850 Clarewood Drive Oakland, CA 94618 | | 501(C)(3) | Matching contribution made by employee of Yelp, Inc | 600 |
| Temple Sinai 2808 Summit St Oakland, CA 94609 | | 501(C)(3) | Matching contribution made by employee of Yelp, Inc | 1,000 |
| The (Katherine) Branson School c/o Rebecca Houser PO Box 887 Ross, CA 94957 | | 501(C)(3) | Matching contribution made by employee of Yelp, Inc | 1,000 |
| The Access Fund PO Box 17010 Boulder, CO 80308 | | 501(C)(3) | Matching contribution made by employee of Yelp, Inc | 250 |
| The Berkeley School 1310 University Ave Berkeley, CA 94702 | | 501(C)(3) | Matching contribution made by employee of Yelp, Inc | 200 |
| The Friendship Circle Project of the Merkos Chabad Lubavitch Organization 2110 E Lincoln Drive Phoenix, AZ 85016 | | 501(C)(3) | Matching contribution made by employee of Yelp, Inc | 1,000 |
| The Hotchkiss School 11 Interlaken Road Lakeville, CT 06039 | | 501(C)(3) | Matching contribution made by employee of Yelp, Inc | 1,000 |
| The Okizu Foundation 16 Digital Drive Suite 130 Novato, CA 94949 | | 501(C)(3) | Matching contribution made by employee of Yelp, Inc | 200 |
| Tranquility Trail Animal Sanctuary 7848 E Redfield Rd Ste 7 Scottsdale, AZ 85260 | | 501(C)(3) | Matching contribution made by employee of Yelp, Inc | 500 |
| United Methodist Agency for the Retarded (UMAR) 9800 Kincey Ave Suite 190 Huntersville, NC 28078 | | 501(C)(3) | Matching contribution made by employee of Yelp, Inc | 125 |
| United Way of Southern Nevada PO Box 30910 Las Vegas, NV 89173 | | 501(C)(3) | Matching contribution made by employee of Yelp, Inc | 1,000 |
| Utah National Parks Council of the Boy Scouts of America Sanpete District - Venture 748 N 1340 W Orem, UT 84057 | | 501(C)(3) | Matching contribution made by employee of Yelp, Inc | 350 |
| Wikimedia Foundation Inc PO Box 98204 Washington, DC 20090 | | 501(C)(3) | Matching contribution made by employee of Yelp, Inc | 1,075 |

Form 990PF Part XV Line 3 - Grants and Contributions Paid During the Year or Approved for Future Payment

| Recipient | If recipient is an individual, show any relationship to any foundation manager or substantial contributor | Foundation status of recipient | Purpose of grant or contribution | Amount |
|---|---|--------------------------------|---|--------|
| Name and address (home or business) | | | | |
| a <i>Paid during the year</i> | | | | |
| Women's Cancer Resource Center For swimmer 1568 5741 Telegraph Avenue Oakland,CA 94609 | | 501(C)(3) | Matching contribution made by employee of Yelp, Inc | 120 |
| WriterCoach Connection Program Community Alliance for Learning PO Box 6098 Albany,CA 94706 | | 501(C)(3) | Matching contribution made by employee of Yelp, Inc | 400 |
| Yale University Designation Yale College Unrestric Use PO Box 2038 New Haven,CT 06521 | | 501(C)(3) | Matching contribution made by employee of Yelp, Inc | 1,000 |
| Year Up Molly Sims Year Up Bay Area 210 Spear Street San Francisco,CA 94105 | | 501(C)(3) | Matching contribution made by employee of Yelp, Inc | 828 |
| Year Up 93 Summer Street 5th Floor Boston,MA 02110 | | 501(C)(3) | Matching contribution made by employee of Yelp, Inc | 150 |
| Youth with a Mission (YWAM) YWAM Tyler PO BOX 3000 Garden Valley,TX 75771 | | 501(C)(3) | Matching contribution made by employee of Yelp, Inc | 1,000 |
| Total | | | 3a | 54,453 |

Note: To capture the full content of this document, please select landscape mode (11" x 8.5") when printing.

TY 2012 Depreciation Schedule

Name: The Yelp Foundation

EIN: 45-4001403

TY 2012 Investments Corporate Stock Schedule

Name: The Yelp Foundation

EIN: 45-4001403

| Name of Stock | End of Year Book Value | End of Year Fair Market Value |
|-----------------|------------------------|-------------------------------|
| YELP INC. STOCK | 8,871,250 | 8,871,250 |

TY 2012 Land, Etc. Schedule**Name:** The Yelp Foundation**EIN:** 45-4001403

TY 2012 Legal Fees Schedule

Name: The Yelp Foundation

EIN: 45-4001403

| Category | Amount | Net Investment Income | Adjusted Net Income | Disbursements for Charitable Purposes |
|-----------|--------|--------------------------|------------------------|---|
| LEGAL FEE | 8,898 | | | |

TY 2012 Other Expenses Schedule

Name: The Yelp Foundation

EIN: 45-4001403

| Description | Revenue and Expenses per Books | Net Investment Income | Adjusted Net Income | Disbursements for Charitable Purposes |
|-------------------------|-----------------------------------|--------------------------|---------------------|--|
| ADMINISTRATIVE EXPENSES | 2,107 | | | |

TY 2012 Other Increases Schedule

Name: The Yelp Foundation

EIN: 45-4001403

| Description | Amount |
|--------------------------------|-----------|
| UNREALIZED GAIN ON INVESTMENTS | 3,513,251 |

TY 2012 Taxes Schedule

Name: The Yelp Foundation

EIN: 45-4001403

| Category | Amount | Net Investment Income | Adjusted Net Income | Disbursements for Charitable Purposes |
|------------|--------|--------------------------|------------------------|---|
| FILING FEE | 10 | | | |