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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 Jeff Gordon Childrens Foundation

A Employer identification number
56-2174163

Number and street (or P O box number if mail is not delivered to street address) Room/suite
7575 West Winds Blvd NW Suite C

B Telephone number (see instructions)
(704) 455-7424

City or town, state, and ZIP code
Concord, NC 28027

C If exemption application is pending, check here ☐

G Check all that apply ☐ Initial return ☐ Initial return of a former public charity ☐ Final return ☐ Amended return ☑ Address change ☐ Name change

D 1. Foreign organizations, check here ☐
2. Foreign organizations meeting the 85% test, check here and attach computation ☐

H Check type of organization ☑ Section 501(c)(3) exempt private foundation
☐ Section 4947(a)(1) nonexempt charitable trust ☐ Other taxable private foundation

E If private foundation status was terminated under section 507(b)(1)(A), check here ☐

I Fair market value of all assets at end of year *(from Part II, col. (c), line 16)* ▶$ 404,026

J Accounting method ☑ Cash ☐ Accrual ☐ Other (specify) _
(Part I, column (d) must be on cash basis.)

F If the foundation is in a 60-month termination under section 507(b)(1)(B), check here ☐

Part I **Analysis of Revenue and Expenses** *(The total of amounts in columns (b), (c), and (d) may not necessarily equal the amounts in column (a) (see instructions))*

	Line	Description	(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)	1,297,726			
	2	Check ▶ ☐ if the foundation is **not** required to attach Sch B				
	3	Interest on savings and temporary cash investments	176	176	176	
	4	Dividends and interest from securities.	3,860	3,860	3,860	
	5a	Gross rents				
	b	Net rental income or (loss) ________				
	6a	Net gain or (loss) from sale of assets not on line 10	18,238			
	b	Gross sales price for all assets on line 6a 46,988				
	7	Capital gain net income (from Part IV, line 2) . . .		18,238		
	8	Net short-term capital gain				
	9	Income modifications				
	10a	Gross sales less returns and allowances				
	b	Less Cost of goods sold				
	c	Gross profit or (loss) (attach schedule)				
	11	Other income (attach schedule)	544,828		544,828	
	12	**Total.** Add lines 1 through 11	1,864,828	22,274	548,864	
Operating and Administrative Expenses	13	Compensation of officers, directors, trustees, etc	95,300			95,300
	14	Other employee salaries and wages	118,741			118,741
	15	Pension plans, employee benefits				
	16a	Legal fees (attach schedule).	347			347
	b	Accounting fees (attach schedule).	10,950			10,950
	c	Other professional fees (attach schedule)	37,992			37,992
	17	Interest				
	18	Taxes (attach schedule) (see instructions)	30			30
	19	Depreciation (attach schedule) and depletion . . .	6,959			
	20	Occupancy	7,405			7,405
	21	Travel, conferences, and meetings	41,112			41,112
	22	Printing and publications	13,695			13,695
	23	Other expenses (attach schedule)	256,729	2,779	103,277	150,673
	24	**Total operating and administrative expenses.** Add lines 13 through 23	589,260	2,779	103,277	476,245
	25	Contributions, gifts, grants paid.	1,335,544			1,335,544
	26	**Total expenses and disbursements.** Add lines 24 and 25	1,924,804	2,779	103,277	1,811,789
	27	Subtract line 26 from line 12				
	a	**Excess of revenue over expenses and disbursements**	-59,976			
	b	**Net investment income** (if negative, enter -0-)		19,495		
	c	**Adjusted net income** (if negative, enter -0-) . . .			445,587	

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 (a) Book Value	End of year (b) Book Value	(c) Fair Market Value
	Assets			
1	Cash—non-interest-bearing	173,550	90,604	90,604
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)			
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)	220,073	250,001	292,025
14	Land, buildings, and equipment basis ▶ 56,146 Less accumulated depreciation (attach schedule) ▶ 34,749	28,355	21,397	21,397
15	Other assets (describe ▶)			
16	**Total assets** (to be completed by all filers—see the instructions Also, see page 1, item I)	421,978	362,002	404,026
	Liabilities			
17	Accounts payable and accrued expenses			
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)		0	
	Net Assets or Fund Balances			
	Foundations that follow SFAS 117, check here ▶ ☑ **and complete lines 24 through 26 and lines 30 and 31.**			
24	Unrestricted	421,978	362,002	
25	Temporarily restricted			
26	Permanently restricted			
	Foundations that do not follow SFAS 117, check here ▶ ☐ **and complete lines 27 through 31.**			
27	Capital stock, trust principal, or current funds			
28	Paid-in or capital surplus, or land, bldg , and equipment fund			
29	Retained earnings, accumulated income, endowment, or other funds			
30	**Total net assets or fund balances** (see page 17 of the instructions)	421,978	362,002	
31	**Total liabilities and net assets/fund balances** (see page 17 of the instructions)	421,978	362,002	

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	421,978
2	Enter amount from Part I, line 27a	2	-59,976
3	Other increases not included in line 2 (itemize) ▶	3	
4	Add lines 1, 2, and 3	4	362,002
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	362,002

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				
b	Capital Gain Dividends			
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				4,189
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				
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	18,238
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	

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	1,854,378	1,187,798	1 56119
2010	1,825,812	1,325,465	1 37749
2009	1,516,438	1,195,356	1 26861
2008	1,581,227	792,612	1 99496
2007	1,640,508	742,509	2 20941

2	**Total** of line 1, column (d).	2	8 41166
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	1 68233
4	Enter the net value of noncharitable-use assets for 2012 from Part X, line 5.	4	867,903
5	Multiply line 4 by line 3.	5	1,460,100
6	Enter 1% of net investment income (1% of Part I, line 27b).	6	195
7	Add lines 5 and 6.	7	1,460,295
8	Enter qualifying distributions from Part XII, line 4.	8	1,811,789

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

Part VI **Excise 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 ▶ ☐ 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 ▶ ☑ and enter 1% of Part I, line 27b		1	195
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	195
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	195
6	Credits/Payments			
a	2012 estimated tax payments and 2011 overpayment credited to 2012	6a		
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	
8	Enter any **penalty** for underpayment of estimated tax Check here ☐ 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	195
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** ▶	**Refunded** ▶	11	

Part VII-A **Statements Regarding Activities**

			Yes	No
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?	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)?	1b		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 ▶ $ ______ **(2)** On foundation managers ▶ $ ______			
e	Enter the reimbursement (if any) paid by the foundation during the year for political expenditure tax imposed on foundation managers ▶ $ ______			
2	Has the foundation engaged in any activities that have not previously been reported to the IRS? *If "Yes," attach a detailed description of the activities.*	2		No
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		No
5	Was there a liquidation, termination, dissolution, or substantial contraction during the year? *If "Yes," attach the statement required by General Instruction T.*	5		No
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) ▶See Additional Data Table			
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	Yes	

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 ▶www jeffgordonchildrensfoundation org

14 The books are in care of ▶Ryan Hutcheson Telephone no ▶(704) 455-7424

Located at ▶7575 West Winds Blvd NW Suite C Concord NC ZIP+4 ▶28027

15 Section 4947(a)(1) nonexempt charitable trusts filing Form 990-PF in lieu of **Form 1041** —Check here . . . ▶ ☐
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? ☐ Yes ☑ No			
	(2) Borrow money from, lend money to, or otherwise extend credit to (or accept it from) a disqualified person? ☐ Yes ☑ No			
	(3) Furnish goods, services, or facilities to (or accept them from) a disqualified person? ☐ Yes ☑ No			
	(4) Pay compensation to, or pay or reimburse the expenses of, a disqualified person? ☐ Yes ☑ 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)? ☐ Yes ☑ 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). ☐ Yes ☑ 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)?	**1b**		No
	Organizations relying on a current notice regarding disaster assistance check here. ▶ ☐			
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? ☐ Yes ☑ 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**		No
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? ☐ Yes ☑ 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? *(Use Schedule C, Form 4720, to determine if the foundation had excess business holdings in 2012.)*	**3b**		No
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**		**No**
	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**		**No**

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
NONE				

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

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
NONE		

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	279,670
b	Average of monthly cash balances	1b	601,450
c	Fair market value of all other assets (see instructions)	1c	0
d	**Total** (add lines 1a, b, and c)	1d	881,120
e	Reduction claimed for blockage or other factors reported on lines 1a and 1c (attach detailed explanation) — 1e: 0		
2	Acquisition indebtedness applicable to line 1 assets	2	
3	Subtract line 2 from line 1d	3	881,120
4	Cash deemed held for charitable activities Enter 1 1/2% of line 3 (for greater amount, see instructions)	4	13,217
5	**Net value of noncharitable-use assets.** Subtract line 4 from line 3 Enter here and on Part V, line 4	5	867,903
6	**Minimum investment return.** Enter 5% of line 5	6	43,395

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	43,395
2a	Tax on investment income for 2012 from Part VI, line 5 — 2a: 195		
b	Income tax for 2012 (This does not include the tax from Part VI) — 2b:		
c	Add lines 2a and 2b	2c	195
3	Distributable amount before adjustments Subtract line 2c from line 1	3	43,200
4	Recoveries of amounts treated as qualifying distributions	4	
5	Add lines 3 and 4	5	43,200
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	43,200

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	1,811,789
b	Program-related investments—total from Part IX-B	1b	
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		
a	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	1,811,789
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	195
6	**Adjusted qualifying distributions.** Subtract line 5 from line 4	6	1,811,594

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					43,200
2 Undistributed income, if any, as of the end of 2012					
a Enter amount for 2011 only.					
b Total for prior years 20___ , 20___ , 20___					
3 Excess distributions carryover, if any, to 2012					
a From 2007.	1,609,904				
b From 2008.	1,543,964				
c From 2009.	1,457,237				
d From 2010.	1,760,245				
e From 2011.	1,795,995				
f Total of lines 3a through e.		8,167,345			
4 Qualifying distributions for 2012 from Part XII, line 4 ▶ $ 1,811,789					
a Applied to 2011, but not more than line 2a					
b Applied to undistributed income of prior years (Election required—see instructions).					
c Treated as distributions out of corpus (Election required—see instructions).		0			
d Applied to 2012 distributable amount.					43,200
e Remaining amount distributed out of corpus		1,768,589			
5 Excess distributions carryover applied to 2012 *(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:					
a Corpus Add lines 3f, 4c, and 4e Subtract line 5		9,935,934			
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					
f Undistributed income for 2012 Subtract lines 4d and 5 from line 1 This amount must be distributed in 2013					0
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) . . .		1,609,904			
9 Excess distributions carryover to 2013. Subtract lines 7 and 8 from line 6a		8,326,030			
10 Analysis of line 9					
a Excess from 2008. . . .	1,543,964				
b Excess from 2009. . . .	1,457,237				
c Excess from 2010. . . .	1,760,245				
d Excess from 2011. . . .	1,795,995				
e Excess from 2012. . . .	1,768,589				

Part XIV **Private 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)

	Tax year	Prior 3 years			(e) Total
	(a) 2012	**(b)** 2011	**(c)** 2010	**(d)** 2009	
2a Enter the lesser of the adjusted net income from Part I or the minimum investment return from Part X for each year listed					
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 XV **Supplementary 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))

Jeffery M Gordon

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 or e-mail of the person to whom applications should be addressed

Rachelle Harty
7575 West Winds Blvd NW Suite C
Concord, NC 28027
(980) 255-8508

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

Grant application is available at www jeffgordonchildrensfoundation org Applications should include IRS letter of determination, most recent Form 990, program summary, budget, itemized program budget, list of other funds received for this program, Board of Directors list, most recent audited financial statements and annual report See application for further details

c Any submission deadlines

August 1

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

See attached

Part XV Supplementary Information (continued)

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

Recipient Name and address (home or business)	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
a *Paid during the year* See Additional Data Table				
Total . . . . ▶ **3a**				1,335,544
b *Approved for future payment*				
Total . . . . ▶ **3b**				

Part XVI-A Analysis of Income-Producing Activities

Enter gross amounts unless otherwise indicated	Unrelated business income		Excluded by section 512, 513, or 514		(e) Related or exempt function income (See instructions)
	(a) Business code	(b) Amount	(c) Exclusion code	(d) Amount	
1 Program service revenue					
a					
b					
c					
d					
e					
f					
g Fees and contracts from government agencies					
2 Membership dues and assessments. . . .					
3 Interest on savings and temporary cash investments			14	176	
4 Dividends and interest from securities. . . .			14	3,860	
5 Net rental income or (loss) from real estate					
a Debt-financed property.					
b Not debt-financed property.					
6 Net rental income or (loss) from personal property					
7 Other investment income.					
8 Gain or (loss) from sales of assets other than inventory			18	18,238	
9 Net income or (loss) from special events			1	12,428	
10 Gross profit or (loss) from sales of inventory. .					
11 Other revenue a					
b					
c					
d					
e					
12 Subtotal Add columns (b), (d), and (e). .				34,702	

13 Total. Add line 12, columns (b), (d), and (e). 13 34,702

(See worksheet in line 13 instructions to verify calculations)

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

Line No. ▼	Explain below how each activity for which income is reported in column (e) of Part XVI-A contributed importantly to the accomplishment of the foundation's exempt purposes (other than by providing funds for such purposes) (See instructions)

Part XVII Information Regarding Transfers To and Transactions and Relationships With Noncharitable Exempt Organizations

			Yes	No
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?			
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

(a) Line No	**(b)** Amount involved	**(c)** Name of noncharitable exempt organization	**(d)** Description of transfers, transactions, and sharing arrangements

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

****** | 2013-06-18 | ******

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 ▶ ☐	PTIN
Phillip G Wilson	Phillip G Wilson			P00096084

Firm's name ▶ C DeWitt Foard & Co PA CPAs

Firm's EIN ▶

Firm's address ▶ 1001 Morehead Square DrSte450 Charlotte, NC 28203

Phone no (704) 372-1515

Form 990PF Part VII-A Line 8a

Enter the states to which the foundation reports or with which it is registered	WV, WI, WA, VA, UT, TN, SC, RI, PA, OR, OK, OH, NY, NM, NJ, NH, ND, NC, MS, MO, MN, MI, ME, MD, MA, LA, KS, IL, GA, FL, DC, CT, CO, CA, AZ, AR, AL, AK

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
Glenn Schineller 316 E Morehead St 4th Floor Charlotte, NC 28202	Director 0 00	0		
James Reichard 227 West Trade St Suite 1100 Charlotte, NC 28202	Director 0 00	0		
Ryan Hutcheson 4325 Papa Joe Hendrick Blvd Charlotte, NC 28262	CFO 4 00	7,300		
Patricia Kriger 7575 West Winds Blvd NW Ste C Concord, NC 28027	Director 40 00	88,000		
D Wade Clapp MD 705 Riley Hospital Dr Rm 5900 Indianapolis, IN 46202	Director 0 25	0		
Rick Hendrick 4400 Papa Joe Hendrick Blvd Charlotte, NC 28262	Director 0 25	0		
Jeffrey W Chell MD 3001 Broadway St NE Suite 100 Minneapolis, MN 55413	Director 2 00	0		
Dianne C Bailey 101 North Tryon St Suite 1900 Charlotte, NC 28246	Director 0 50	0		
Jeffery M Gordon 4325 Papa Joe Hendrick Blvd Charlotte, NC 28262	President 0 50	0		

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

Recipient Name and address (home or business)	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
a *Paid during the year*				
Partners in Health 888 Commonwealth Avenue Boston, MA 02215	N/A	Public	To facilitate cancer care in Rwanda In collaboration with Partners In Health and the Dana Farber Cancer Institute and through the development of a Comprehensive Cancer Program, children with cancer living in Africas most densely populated region will begin to receive increased access to treatment This includes prevention, diagnosis, chemotherapy, radiation, surgery and follow-up care	534,674
Miscellaneous less than 5000 4345 Papa Joe Hendrick Blvd Charlotte, NC 28262	N/A	Public	Various support	9,127
Children's Oncology Group Foundatio 3501 Civic Center Blvd Philadelphia, PA 19104	N/A	Public	Support through the EveryChild Initiative to increase the volume of clinical research data being submitted to the Childrens Oncology Group	187,740
Flashes of Hope 6009 Landerhaven Drive Suite I Cleveland, OH 44124	N/A	Public	To provide support for creating uplifting portraits of children fighting cancer and raising money for pediatric cancer research	10,000
Community Cancer Education Inc 2234 Colonial Boulevard Fort Myers, FL 33907	N/A	Public	Program provides patients immediate financial assistance for incidental expenses related to active cancer treatments	9,000
The Cure Starts Now Foundation 10280 Chester Road Cincinnati, OH 45215	N/A	Public	Provide each child with a monkey kit which includes a big stuffed monkey that takes their place in school when the child is unable to be there	15,000
Me Fine Foundation 5100 US Highway 70 East Princeton, NC 27569	N/A	Public	Provide immediate necessary and effective resources for caregivers with children diagnosed with cancer and being treated at Duke & UNC Children's Hospital	15,000
Camp CARE PO Box 35072 Charlotte, NC 28235	N/A	Public	Provides for free, week long overnight camp for children with cancer and a sibling in the Charlotte-Metrolina area	15,000
NorthEast Foundation 920 Church Street N Concord, NC 28025	N/A	Public	Help fund an on-site playground for patients, siblings, and family members to use in conjuction with the existing Child Life Program	56,000
Children's Cancer Research Fund 7301 Ohms Lane Suite 460 Minneapolis, MN 55439	N/A	Public	To provide funding for Care Partners, a volunteer-driven, quality of life program that provides non-medical support to families and patients being treated for pediatric blood and marrow transplantation, pediatric cancer and blood diseases	8,000
Riley Foundation 30 S Meridan Street Ste 200 Indianapolis, IN 46204	N/A	Public	The fourth installment of a $1 5 million pledge to establish the Jeff Gordon Childrens Foundation Pediatric Cancer Research Fund at Riley Hospital for Children	300,000
Be the Match Foundation 3001 Broadway Street NE Minneapolis, MN 55413	N/A	Public	Support of Be the Match Registry by providing funding for a study that will address the limitations in the current knowledge and provide the foundation for future investigation of long-term survivors of childhood allogeneic hematopioetic stem cell transplantation (HCT)	176,003
Total . . . . ▶ **3a**				1,335,544

Schedule B

(Form 990, 990-EZ, or 990-PF)

Department of the Treasury
Internal Revenue Service

Schedule of Contributors

▶ Attach to Form 990, 990-EZ, or 990-PF.

OMB No 1545-0047

2012

Name of the organization
The Jeff Gordon Childrens Foundation

Employer identification number
56-2174163

Organization type (check one)

Filers of:	**Section:**
Form 990 or 990-EZ	☐ 501(c)( ) (enter number) organization
	☐ 4947(a)(1) nonexempt charitable trust **not** treated as a private foundation
	☐ 527 political organization
Form 990-PF	☑ 501(c)(3) exempt private foundation
	☐ 4947(a)(1) nonexempt charitable trust treated as a private foundation
	☐ 501(c)(3) taxable private foundation

Check if your organization is covered by the **General Rule** or a **Special Rule.**
Note. Only a section 501(c)(7), (8), or (10) organization can check boxes for both the General Rule and a Special Rule See instructions

General Rule

☑ For an organization filing Form 990, 990-EZ, or 990-PF that received, during the year, $5,000 or more (in money or property) from any one contributor Complete Parts I and II

Special Rules

☐ For a section 501(c)(3) organization filing Form 990 or 990-EZ that met the 33 1/3% support test of the regulations under sections 509(a)(1) and 170(b)(1)(A)(vi) and received from any one contributor, during the year, a contribution of the greater of **(1)** $5,000 or **(2)** 2% of the amount on (i) Form 990, Part VIII, line 1h, or (ii) Form 990-EZ, line 1 Complete Parts I and II

☐ For a section 501(c)(7), (8), or (10) organization filing Form 990 or 990-EZ that received from any one contributor, during the year, total contributions of more than $1,000 for use *exclusively* for religious, charitable, scientific, literary, or educational purposes, or the prevention of cruelty to children or animals Complete Parts I, II, and III

☐ For a section 501(c)(7), (8), or (10) organization filing Form 990 or 990-EZ that received from any one contributor, during the year, contributions for use *exclusively* for religious, charitable, etc , purposes, but these contributions did not total to more than $1,000 If this box is checked, enter here the total contributions that were received during the year for an *exclusively* religious, charitable, etc , purpose Do not complete any of the parts unless the **General Rule** applies to this organization because it received nonexclusively religious, charitable, etc , contributions of $5,000 or more during the year . . . . ▶ $ ____________

Caution. An organization that is not covered by the General Rule and/or the Special Rules does not file Schedule B (Form 990, 990-EZ, or 990-PF), but it **must** answer "No" on Part IV, line 2 of its Form 990, or check the box on line H of its Form 990-EZ or on Part I, line 2 of its Form 990-PF, to certify that it does not meet the filing requirements of Schedule B (Form 990, 990-EZ, or 990-PF)

Name of organization
The Jeff Gordon Childrens Foundation

Employer identification number
56-2174163

Part I **Contributors** (see Instructions) Use duplicate copies of Part I if additional space is needed

(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
	See Additional Data Table	$	Person ☐ Payroll ☐ Noncash ☐ (Complete Part II if there is a noncash contribution)
		$	Person ☐ Payroll ☐ Noncash ☐ (Complete Part II if there is a noncash contribution)
		$	Person ☐ Payroll ☐ Noncash ☐ (Complete Part II if there is a noncash contribution)
		$	Person ☐ Payroll ☐ Noncash ☐ (Complete Part II if there is a noncash contribution)
		$	Person ☐ Payroll ☐ Noncash ☐ (Complete Part II if there is a noncash contribution)
		$	Person ☐ Payroll ☐ Noncash ☐ (Complete Part II if there is a noncash contribution)

Name of organization	Employer identification number
The Jeff Gordon Childrens Foundation	56-2174163

Part II Noncash Property (see instructions) Use duplicate copies of Part II if additional space is needed

(a) No. from Part I	(b) Description of noncash property given	(c) FMV (or estimate) (see instructions)	(d) Date received
4	Chevrolet Corvette, various supplies and other items	$ 79,739	2012-01-01

(a) No. from Part I	(b) Description of noncash property given	(c) FMV (or estimate) (see instructions)	(d) Date received
		$	

(a) No. from Part I	(b) Description of noncash property given	(c) FMV (or estimate) (see instructions)	(d) Date received
		$	

(a) No. from Part I	(b) Description of noncash property given	(c) FMV (or estimate) (see instructions)	(d) Date received
		$	

(a) No. from Part I	(b) Description of noncash property given	(c) FMV (or estimate) (see instructions)	(d) Date received
		$	

(a) No. from Part I	(b) Description of noncash property given	(c) FMV (or estimate) (see instructions)	(d) Date received
		$	

Name of organization
The Jeff Gordon Childrens Foundation

Employer identification number
56-2174163

Part III ***Exclusively*** **religious, charitable, etc., individual contributions to section 501(c)(7), (8), or (10) organizations that total more than $1,000 for the year.** Complete columns **(a)** through **(e) and** the following line entry
For organizations completing Part III, enter the total of *exclusively* religious, charitable, etc , contributions of **$1,000 or less** for the year (Enter this information once See instructions) ▶ $
Use duplicate copies of Part III if additional space is needed

(a) No. from Part I	(b) Purpose of gift	(c) Use of gift	(d) Description of how gift is held

(e) Transfer of gift

Transferee's name, address, and ZIP 4	Relationship of transferor to transferee

(a) No. from Part I	(b) Purpose of gift	(c) Use of gift	(d) Description of how gift is held

(e) Transfer of gift

Transferee's name, address, and ZIP 4	Relationship of transferor to transferee

(a) No. from Part I	(b) Purpose of gift	(c) Use of gift	(d) Description of how gift is held

(e) Transfer of gift

Transferee's name, address, and ZIP 4	Relationship of transferor to transferee

(a) No. from Part I	(b) Purpose of gift	(c) Use of gift	(d) Description of how gift is held

(e) Transfer of gift

Transferee's name, address, and ZIP 4	Relationship of transferor to transferee

Additional Data

Software ID: 12000229
Software Version: 2012v2.0
EIN: 56-2174163
Name: The Jeff Gordon Childrens Foundation

Form 990 Schedule B, Part I - Contributors (see Instructions) Use duplicate copies of Part I if additional space is needed.

(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
30	Ronald O Perelman 35 East 62nd Street New York, NY 10065	$ 6,342	Person ☑ Payroll ☐ Noncash ☐ (Complete Part II if there is a noncash contribution)
29	WDW Warehouse Jefferson City Trust 11130 Kingston Pike Knoxville, TN 37934	$ 5,500	Person ☑ Payroll ☐ Noncash ☐ (Complete Part II if there is a noncash contribution)
28	The Marnie Jude Foundation PO Box 2462 Davidson, NC 28036	$ 11,000	Person ☑ Payroll ☐ Noncash ☐ (Complete Part II if there is a noncash contribution)
27	Segal Family Foundation 776 Mountain Blvd Suite 202 Watchung, NJ 07069	$ 30,000	Person ☑ Payroll ☐ Noncash ☐ (Complete Part II if there is a noncash contribution)
26	Lori Organ 5233 Noyack Way Sacramento, CA 95835	$ 5,850	Person ☑ Payroll ☐ Noncash ☐ (Complete Part II if there is a noncash contribution)
25	Cera Murphy 2923 W Laurel Lane Phoenix, AZ 85029	$ 5,166	Person ☑ Payroll ☐ Noncash ☐ (Complete Part II if there is a noncash contribution)
24	Keneric Group LLC 1196 Highway 14 Knoxville, TN 37934	$ 6,000	Person ☑ Payroll ☐ Noncash ☐ (Complete Part II if there is a noncash contribution)

Form 990 Schedule B, Part I - Contributors (see Instructions) Use duplicate copies of Part I if additional space is needed.

(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
23	Heisman Trophy Trust 111 Broadway Suite 103 A New York, NY 10006	$ 50,000	Person ☑ Payroll ☐ Noncash ☐ (Complete Part II if there is a noncash contribution)
22	GMR Marketing Group 5000 South Towne Drive New Berlin, WI 53151	$ 5,500	Person ☑ Payroll ☐ Noncash ☐ (Complete Part II if there is a noncash contribution)
21	Flashes of Hope 6009 Landerhaven Dr Suite I Mayfield Heights, OH 44124	$ 121,078	Person ☑ Payroll ☐ Noncash ☐ (Complete Part II if there is a noncash contribution)
20	Cookies For A Cause 18525 Peninsula Club Drive Cornelius, NC 28031	$ 7,000	Person ☑ Payroll ☐ Noncash ☐ (Complete Part II if there is a noncash contribution)
19	VIZIO Inc 39 Telsa Irvine, CA 92618	$ 25,000	Person ☑ Payroll ☐ Noncash ☐ (Complete Part II if there is a noncash contribution)
18	Lawrence Deas 29041 Snapper Point Fort Mill, SC 29708	$ 5,500	Person ☑ Payroll ☐ Noncash ☐ (Complete Part II if there is a noncash contribution)
17	Just Marketing Inc 10960 Bennett Parkway Zionsville, IN 46077	$ 9,500	Person ☑ Payroll ☐ Noncash ☐ (Complete Part II if there is a noncash contribution)

Form 990 Schedule B, Part I - Contributors (see Instructions) Use duplicate copies of Part I if additional space is needed.

(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
16	Music Today LLC PO Box 880 Crozet, VA 22932	$ 5,156	Person ☑ Payroll ☐ Noncash ☐ (Complete Part II if there is a noncash contribution)
15	Just Rite Acoustics Inc 1501 Estes Avenue Elk Grove, IL 60007	$ 5,024	Person ☑ Payroll ☐ Noncash ☐ (Complete Part II if there is a noncash contribution)
14	Pepsi-Cola Advertising Marketing 700 Anderson Hill Road Purchase, NY 10577	$ 10,000	Person ☑ Payroll ☐ Noncash ☐ (Complete Part II if there is a noncash contribution)
13	Speedway Children's Charities PO Box 18747 Charlotte, NC 28218	$ 10,388	Person ☑ Payroll ☐ Noncash ☐ (Complete Part II if there is a noncash contribution)
12	RCI North American 9998 N Michigan Road Carmel, IN 46032	$ 20,000	Person ☑ Payroll ☐ Noncash ☐ (Complete Part II if there is a noncash contribution)
11	HGJ Licensing LLC 7575 West Winds Blvd NW Ste C Concord, NC 28027	$ 36,036	Person ☑ Payroll ☐ Noncash ☐ (Complete Part II if there is a noncash contribution)
10	Village Pantry 10 South Cardinal Drive Wilmington, NC 28403	$ 153,165	Person ☑ Payroll ☐ Noncash ☐ (Complete Part II if there is a noncash contribution)

Form 990 Schedule B, Part I - Contributors (see Instructions) Use duplicate copies of Part I if additional space is needed.

(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
9	The Tony Stewart Fdn 5644 W 74th Street Indianapolis, IN 46278	$ 5,500	Person ☑ Payroll ☐ Noncash ☐ (Complete Part II if there is a noncash contribution)
8	Sprint Nextel 10115 Kincey Ave Ste 210 Huntersville, NC 28078	$ 5,500	Person ☑ Payroll ☐ Noncash ☐ (Complete Part II if there is a noncash contribution)
7	Motorsports Charities Inc PO Box 2875 Daytona Beach, FL 32120	$ 5,500	Person ☑ Payroll ☐ Noncash ☐ (Complete Part II if there is a noncash contribution)
6	Lowe's PO Box 1111 North Wilkesboro, NC 28656	$ 10,000	Person ☑ Payroll ☐ Noncash ☐ (Complete Part II if there is a noncash contribution)
5	Jimmie Johnson Fdn 4325 Papa Joe Hendrick Blvd Charlotte, NC 28262	$ 5,500	Person ☑ Payroll ☐ Noncash ☐ (Complete Part II if there is a noncash contribution)
4	Jeff Gordon Inc 4325 Papa Joe Hendrick Blvd Charlotte, NC 28262	$ 294,739	Person ☑ Payroll ☐ Noncash ☑ (Complete Part II if there is a noncash contribution)
3	Kiros Sistevaris 16016 Oak Park Court Westfield, IN 46074	$ 5,700	Person ☑ Payroll ☐ Noncash ☐ (Complete Part II if there is a noncash contribution)

Form 990 Schedule B, Part I - Contributors (see Instructions) Use duplicate copies of Part I if additional space is needed.

(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
2	Rick Hendrick 6000 Monroe Road Charlotte, NC 28212	$ 10,000	Person ☑ Payroll ☐ Noncash ☐ (Complete Part II if there is a noncash contribution)
1	Jeff Gordon 4325 Papa Joe Hendrick Blvd Charlotte, NC 28262	$ 150,000	Person ☑ Payroll ☐ Noncash ☐ (Complete Part II if there is a noncash contribution)

TY 2012 Accounting Fees Schedule

Name: The Jeff Gordon Childrens Foundation
EIN: 56-2174163
Software ID: 12000229
Software Version: 2012v2.0

Category	Amount	Net Investment Income	Adjusted Net Income	Disbursements for Charitable Purposes
Accounting fees	10,950	0	0	10,950

TY 2012 Investments - Other Schedule

Name: The Jeff Gordon Childrens Foundation

EIN: 56-2174163

Software ID: 12000229

Software Version: 2012v2.0

Category / Item	Listed at Cost or FMV	Book Value	End of Year Fair Market Value
Various mutual funds	AT COST	250,001	292,025

TY 2012 Land, Etc. Schedule

Name: The Jeff Gordon Childrens Foundation

EIN: 56-2174163

Software ID: 12000229

Software Version: 2012v2.0

Category / Item	Cost / Other Basis	Accumulated Depreciation	Book Value	End of Year Fair Market Value
Miscellaneous	56,146	34,749	21,397	21,397

TY 2012 Legal Fees Schedule

Name: The Jeff Gordon Childrens Foundation

EIN: 56-2174163

Software ID: 12000229

Software Version: 2012v2.0

Category	Amount	Net Investment Income	Adjusted Net Income	Disbursements for Charitable Purposes
Legal fees	347	0	0	347

TY 2012 Other Expenses Schedule

Name: The Jeff Gordon Childrens Foundation
EIN: 56-2174163
Software ID: 12000229
Software Version: 2012v2.0

Description	Revenue and Expenses per Books	Net Investment Income	Adjusted Net Income	Disbursements for Charitable Purposes
Uniforms	2,340			2,340
Supplies	23,820			23,820
Special Event Expenses	103,277		103,277	
Security	880			880
Registration fees	9,874			9,874
Postage and shipping	7,514			7,514
Office expense	1,115			1,115
Moving	4,000			4,000
Miscellaneous	918			918
Investment mangagement fees	2,779	2,779		
Insurance	2,600			2,600
Gifts	3,314			3,314
Dues and subscriptions	6,713			6,713
Bank charges	34,739			34,739
Advertising & Marketing	52,846			52,846

TY 2012 Other Income Schedule

Name: The Jeff Gordon Childrens Foundation

EIN: 56-2174163

Software ID: 12000229

Software Version: 2012v2.0

Description	Revenue And Expenses Per Books	Net Investment Income	Adjusted Net Income
Income From Special Events	544,828		544,828

TY 2012 Other Professional Fees Schedule

Name: The Jeff Gordon Childrens Foundation

EIN: 56-2174163

Software ID: 12000229

Software Version: 2012v2.0

Category	Amount	Net Investment Income	Adjusted Net Income	Disbursements for Charitable Purposes
Website management	19,699	0	0	19,699
Video production	17,693	0	0	17,693
Professional services	600	0	0	600

TY 2012 Substantial Contributors Schedule

Name: The Jeff Gordon Childrens Foundation

EIN: 56-2174163

Software ID: 12000229

Software Version: 2012v2.0

Name	Address
Segal Family Foundation	776 Mountain Blvd Suite 202 Watchung, NJ 07069
Heisman Trophy Trust	111 Broadway Suite 103 A New York, NY 10006
Flashes of Hope	6009 Landerhaven Dr Suite I Mayfield Heights, OH 44124

TY 2012 Taxes Schedule

Name: The Jeff Gordon Childrens Foundation

EIN: 56-2174163

Software ID: 12000229

Software Version: 2012v2.0

Category	Amount	Net Investment Income	Adjusted Net Income	Disbursements for Charitable Purposes
Other taxes and licenses	30			30

THE PROMISE CIRCLE

The Promise Circle Grant Policy Guidelines

The Promise Circle seeks to fund patient support programs focused on pediatric cancer The Promise Circle has established certain criteria to help decide where funds may be most effectively utilized The Promise Circle will utilize their annual gifts to award grants that support programs dedicated to improving the quality of life of pediatric cancer patients Funding will be provided to programs that help patients and family members cope with diagnosis, treatment and the emotional challenges they face Consideration is limited to 501 (c) (3) tax-exempt organizations focusing on **pediatric cancer** through patient assistance programs Programs must be based in the United States

Each applicant will be evaluated by the program, the number of children that it serves, the procedures it uses, the services it offers, the quality of its management, and its financing and fund-raising practices

Grant Limitations:

The Promise Circle does <u>NOT</u> consider the following for funding

- Organizations without 501 (c)(3), tax-exempt status
- Organizations or projects outside the United States
- Organizations that discriminate by race, religion, color, creed, sex, age or national origin
- Individuals
- Camps
- General operating support
- Events
- Advertising for benefit purposes
- Religious or sectarian organizations
- Endowment funds, annual fund drives

Funding is awarded for a specific program created by the organization Grant money is awarded in December with grant funds being utilized for 2013 programs The level of funding needed for a proposed project or program should determine the amount of the grant request As a general rule, grants are not awarded for operating costs nor are they awarded for start-up organizations Only one request per year will be accepted from a non-profit organization Multiple-year grants are not awarded

Application Requirements: Please carefully read the following general requirements in their entirety before submitting a grant proposal If your organization does not meet all of these requirements it will not be considered for funding from The Promise Circle

- Organizations focusing on **pediatric cancer** through patient assistance programs Funding is provided to programs that help patients and family members cope with diagnosis, treatment and the emotional challenges they face, financial assistance programs and survivorship programs that address the needs of children in remission Programs must be based in the United States
- Organizations must be tax exempt under Section 501 (c) (3), not a 509 (a) private foundation
- Organizations must have been in existence for at least one (1) year
- Grants are for one (1) year and are not automatically renewable for multiple years
- Organizations are limited to one (1) grant application per calendar year

Form 872-B (Rev. Dec. 2004)	Department of the Treasury - Internal Revenue Service **Consent to Extend the Time to Assess Miscellaneous Excise Taxes**	In reply refer to: Taxpayer Identification Number 56-2174163

Jeff Gordon Children's Foundation, taxpayer(s)
(Name(s))

of 4345 Papa Joe Hendrick Blvd., Charlotte, NC 28262 and the
(Number, Street, City or Town, State, ZIP Code)

Commissioner of Internal Revenue consent and agree to the following:

(1) The amount of liability for Chapter 42 Excise Tax (Kind) tax, imposed on the taxpayer(s) by section 4940-4945 of the Internal Revenue Code (Internal Revenue Code, Revenue Act, etc) due for the period January 1, 2011 through December 31 2016 may be assessed at any time on or before May 15, 2020 (Expiration date)

(2) The collection provisions and limitations now in effect will also apply to any tax assessed within the extended period

(3) The taxpayer(s) may file a claim for credit or refund and the Service may credit or refund the tax within 6 months after this agreement ends.

Your Rights as a Taxpayer

You have the right to refuse to extend the period of limitations or limit this extension to a mutually agreed-upon issue(s) or mutually agreed-upon period of time. Publication 1035, *Extending the Tax Assessment Period*, provides a more detailed explanation of your rights and the consequences of the choices you may make. If you have not already received a Publication 1035, the publication can be obtained, free of charge, from the IRS official who requested that you sign this consent or from the IRS' web site at www.irs.gov or by calling toll free at 1-800-829-3676. Signing this consent will not deprive you of any appeal rights to which you would otherwise be entitled.

YOUR SIGNATURE HERE ➡ (Date signed)

I am aware that I have the right to refuse to sign this consent or to limit the extension to mutually agreed upon issues and/or period of time as set forth in I.R.C. § 6501(c)(4)(B).

TAXPAYER'S REPRESENTATIVE

SIGN HERE ➡ (Date signed)

I am aware that I have the right to refuse to sign this consent or to limit the extension to mutually agreed-upon issues and/or period of time as set forth in I.R.C. § 6501(c)(4)(B). In addition, the taxpayer(s) has been made aware of these rights.

CORPORATE NAME ➡ Jeff Gordon Children's Foundation

CORPORATE OFFICER(S) SIGN HERE ➡ John Bickford Vice President (Title) (Date signed)

➡ (Title) 2/4/11 (Date signed)

I (we) am aware that I (we) have the right to refuse to sign this consent or to limit the extension to mutually agreed-upon issues and/or period of time as set forth in I.R.C. § 6501(c)(4)(B).

INTERNAL REVENUE SERVICE SIGNATURE AND TITLE

(Division Executive Name - see instructions) (Division Executive Title - see instructions) FEB 11 2011

BY (Authorized Official Signature and Title - see instructions) (Date signed)