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

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

**2012**

Open to Public Inspection

For calendar year 2012 or tax year beginning

, 2012, and ending

, 20

Name of foundation <b>THE GEORGE LUCAS EDUCATIONAL FOUNDATION</b>		<b>A</b> Employer identification number 68-0065687
Number and street (or P O box number if mail is not delivered to street address)	Room/suite	<b>B</b> Telephone number (see instructions) (415) 662-1800
P.O. BOX 3494		
City or town, state, and ZIP code SAN RAFAEL, CA 94912		
<b>G</b> Check all that apply <input type="checkbox"/> Initial return <input type="checkbox"/> Final return <input type="checkbox"/> Address change <input type="checkbox"/> Initial return of a former public charity <input type="checkbox"/> Amended return <input type="checkbox"/> Name change		<b>C</b> If exemption application is pending, check here <input type="checkbox"/> <b>D</b> 1 Foreign organizations, check here <input type="checkbox"/> 2 Foreign organizations meeting the 85% test, check here and attach computation <input type="checkbox"/> <b>E</b> If private foundation status was terminated under section 507(b)(1)(A), check here <input type="checkbox"/> <b>F</b> If the foundation is in a 60-month termination under section 507(b)(1)(B), check here <input type="checkbox"/>
<b>H</b> 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		
<b>I</b> Fair market value of all assets at end of year (from Part II, col (c), line 16) ▶ \$ 1,778,694.		<b>J</b> Accounting method <input type="checkbox"/> Cash <input checked="" type="checkbox"/> Accrual <input type="checkbox"/> Other (specify) _____ (Part I, column (d) must be on cash basis)

<b>Part I Analysis of Revenue and Expenses</b> (The total of amounts in columns (b), (c), and (d) may not necessarily equal the amounts in column (a) (see instructions))		(a) Revenue and expenses per books	(b) Net investment income	(c) Adjusted net income	(d) Disbursements for charitable purposes (cash basis only)
<b>Revenue</b>	1 Contributions, gifts, grants, etc., received (attach schedule). Check <input type="checkbox"/> if the foundation is not required to attach Sch B	3,947,284.			
	2 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				
	b Gross sales price for all assets on line 6a				
	7 Capital gain net income (from Part IV, line 2)				
	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)				
<b>Operating and Administrative Expenses</b>	11 Other income (attach schedule) ATCH. 1	1,015,214.		1,015,214.	
	12 Total. Add lines 1 through 11	4,962,498.		1,015,214.	
	13 Compensation of officers, directors, trustees, etc.	221,043.		32,277.	188,766.
	14 Other employee salaries and wages	1,925,253.		306,691.	1,618,562.
	15 Pension plans, employee benefits	436,245.		71,474.	364,771.
	16a Legal fees (attach schedule) ATCH. 2	17,373.		1,542.	
	b Accounting fees (attach schedule) ATCH. 3	72,991.		9,670.	5,314.
	c Other professional fees (attach schedule) *	625,147.		30,162.	576,722.
	17 Interest				
	18 Taxes (attach schedule) (see instructions) ATCH. 5	172,362.		171,024.	
	19 Depreciation (attach schedule) and depletion	35,745.			
	20 Occupancy				
	21 Travel, conferences, and meetings	138,618.		14,132.	88,377.
	22 Printing and publications				
	23 Other expenses (attach schedule) ATCH. 6	594,732.		14,330.	499,327.
	24 Total operating and administrative expenses. Add lines 13 through 23	4,239,509.		651,302.	3,341,839.
	25 Contributions, gifts, grants paid	722,350.			683,398.
	26 Total expenses and disbursements. Add lines 24 and 25	4,961,859.	0	651,302.	4,025,237.
	27 Subtract line 26 from line 12				
	a Excess of revenue over expenses and disbursements	639.			
	b Net investment income (if negative, enter -0-)		0		
	c Adjusted net income (if negative, enter -0-)			363,912.	

For Paperwork Reduction Act Notice, see instructions.

\*ATCH 4

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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 . . . . .	842,713.	898,257.	898,257.
	2	Savings and temporary cash investments . . . . .			
	3	Accounts receivable ▶ 253,200.			
		Less allowance for doubtful accounts ▶	222,522.	253,200.	253,200.
	4	Pledges receivable ▶			
		Less allowance for doubtful accounts ▶			
	5	Grants receivable . . . . .	500,000.	545,192.	545,192.
	6	Receivables due from officers, directors, trustees, and other disqualified persons (attach schedule) (see 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 . . . . .	9,383.	8,821.	8,821.
	10 a	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) . . . . .				
14	Land, buildings, and equipment basis Less accumulated depreciation ▶ (attach schedule)	216,263. 143,687.	88,348.	72,576.	72,576.
15	Other assets (describe ▶ ATCH 7)	648.	648.	648.	
16	<b>Total assets</b> (to be completed by all filers - see the instructions Also, see page 1, item I) . . . . .	1,663,614.	1,778,694.	1,778,694.	
Liabilities	17	Accounts payable and accrued expenses . . . . .	179,898.	229,509.	
	18	Grants payable . . . . .	500,000.	538,952.	
	19	Deferred revenue . . . . .	12,872.	38,750.	
	20	Loans from officers, directors, trustees, and other disqualified persons .			
	21	Mortgages and other notes payable (attach schedule) . . . .			
	22	Other liabilities (describe ▶)			
23	<b>Total liabilities</b> (add lines 17 through 22) . . . . .	692,770.	807,211.		
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 . . . . .	470,844.	432,531.	
	25	Temporarily restricted . . . . .	500,000.	538,952.	
	26	Permanently restricted . . . . .			
	Foundations that do not follow SFAS 117, check here and complete lines 27 through 31. <input type="checkbox"/>				
	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	<b>Total net assets or fund balances</b> (see instructions) . . . . .	970,844.	971,483.	
31	<b>Total liabilities and net assets/fund balances</b> (see instructions) . . . . .	1,663,614.	1,778,694.		

**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	970,844.
2	Enter amount from Part I, line 27a . . . . .	2	639.
3	Other increases not included in line 2 (itemize) ▶	3	
4	Add lines 1, 2, and 3 . . . . .	4	971,483.
5	Decreases not included in line 2 (itemize) ▶	5	
6	<b>Total net assets or fund balances at end of year</b> (line 4 minus line 5) - Part II, column (b), line 30 . . . . .	6	971,483.

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**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.)
1a					
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					
b					
c					
d					
e					
Complete only for assets showing gain in column (h) and owned by the foundation on 12/31/69			(i) Gains (Col. (h) gain minus col. (k), but not less than -0-) or Losses (from col. (h))		
(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			
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		
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 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	3,912,451.	406,300.	9.629463
2010	3,873,065.	458,306.	8.450828
2009	5,540,494.	307,958.	17.991070
2008	4,534,398.	353,694.	12.820116
2007	3,978,391.	183,261.	21.708880
2 Total of line 1, column (d)			70.600357
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			14.120071
4 Enter the net value of noncharitable-use assets for 2012 from Part X, line 5			489,918.
5 Multiply line 4 by line 3			6,917,677.
6 Enter 1% of net investment income (1% of Part I, line 27b)			
7 Add lines 5 and 6			6,917,677.
8 Enter qualifying distributions from Part XII, line 4			4,045,210.

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 instructions)**

1 a 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 type="checkbox"/> and enter 1% of Part I, line 27b . . . . .		1 0
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 0
4 Subtitle A (income) tax (domestic section 4947(a)(1) trusts and taxable foundations only. Others enter -0-) . . . . .		4 0
5 Tax based on investment income. Subtract line 4 from line 3. If zero or less, enter -0- . . . . .		5 0
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	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	0
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 type="checkbox"/> Refunded <input type="checkbox"/> . . . . .	11	

**Part VII-A Statements Regarding Activities**

	Yes	No
1 a 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	X
b Did it spend more than \$100 during the year (either directly or indirectly) for political purposes (see instructions for the definition)? . . . . .	1b	X
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	X
d Enter the amount (if any) of tax on political expenditures (section 4955) imposed during the year (1) On the foundation <input type="checkbox"/> \$ 0 (2) On foundation managers <input type="checkbox"/> \$ 0		
e Enter the reimbursement (if any) paid by the foundation during the year for political expenditure tax imposed on foundation managers <input type="checkbox"/> \$ 0		
2 Has the foundation engaged in any activities that have not previously been reported to the IRS? . . . . .	2	X
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	X
4 a Did the foundation have unrelated business gross income of \$1,000 or more during the year? . . . . .	4a	X
b If "Yes," has it filed a tax return on Form 990-T for this year? . . . . .	4b	X
5 Was there a liquidation, termination, dissolution, or substantial contraction during the year? . . . . .	5	X
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	X
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	X
8 a Enter the states to which the foundation reports or with which it is registered (see instructions) <input type="checkbox"/>		
ATTACHMENT 8		
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	X
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	X
10 Did any persons become substantial contributors during the tax year? If "Yes," attach a schedule listing their names and addresses . . . . .	10	X

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**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		X
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		X
13	Did the foundation comply with the public inspection requirements for its annual returns and exemption application? . . . . .	13	X	
Website address <b>WWW.EDUTOPIA.ORG</b>				
14	The books are in care of <b>BRIAN CHAN</b> Telephone no <b>415-662-1614</b>			
Located at <b>P.O. BOX 3494 SAN RAFAEL, CA</b> ZIP+4 <b>94912</b>				
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	Yes	No
See the instructions for exceptions and filing requirements for Form TD F 90-22.1 If "Yes," enter the name of the foreign country <b>_____</b>				X

**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
1 a 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 checked="" type="checkbox"/> Yes <input type="checkbox"/> No	
(4) Pay compensation to, or pay or reimburse the expenses of, a disqualified person? . . . . .	<input checked="" type="checkbox"/> Yes <input 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 instructions)? . . . . .	1b	X
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	X
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 type="checkbox"/> No	
If "Yes," list the years <b>_____</b>		
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 <b>_____</b>		
3 a 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? (Use Schedule C, Form 4720, to determine if the foundation had excess business holdings in 2012) . . . . .	3b	
4 a Did the foundation invest during the year any amount in a manner that would jeopardize its charitable purposes? . . . . .	4a	X
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	X

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**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)? ☐ Yes ☒ NoOrganizations 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? ☐ Yes ☒ 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? ☐ Yes ☒ 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
ATCH 9		241,043.	35,720.	0

**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
ATCH 10		713,801.	103,805.	0

**Total number of other employees paid over \$50,000** ☐ 14

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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
ATCH 11		222,666.
Total number of others receiving over \$50,000 for professional services		0

**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	EDUTOPIA.ORG, EDUTOPIA CONTENT, AND EDUTOPIA COMMUNITY (SEE ATTACHMENT)	3,341,839.
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	NONE	
2		
All other program-related investments See instructions		
3	NONE	
Total. Add lines 1 through 3		

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

<b>1</b>	Fair market value of assets not used (or held for use) directly in carrying out charitable, etc., purposes	
<b>a</b>	Average monthly fair market value of securities	<b>1a</b>
<b>b</b>	Average of monthly cash balances	<b>1b</b> 497,379.
<b>c</b>	Fair market value of all other assets (see instructions)	<b>1c</b>
<b>d</b>	Total (add lines 1a, b, and c)	<b>1d</b> 497,379.
<b>e</b>	Reduction claimed for blockage or other factors reported on lines 1a and 1c (attach detailed explanation)	<b>1e</b>
<b>2</b>	Acquisition indebtedness applicable to line 1 assets	<b>2</b>
<b>3</b>	Subtract line 2 from line 1d	<b>3</b> 497,379.
<b>4</b>	Cash deemed held for charitable activities. Enter 1 1/2 % of line 3 (for greater amount, see instructions)	<b>4</b> 7,461.
<b>5</b>	Net value of noncharitable-use assets. Subtract line 4 from line 3. Enter here and on Part V, line 4	<b>5</b> 489,918.
<b>6</b>	Minimum investment return. Enter 5% of line 5	<b>6</b> 24,496.

**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)

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

**Part XII Qualifying Distributions** (see instructions)

<b>1</b>	Amounts paid (including administrative expenses) to accomplish charitable, etc., purposes	
<b>a</b>	Expenses, contributions, gifts, etc. - total from Part I, column (d), line 26	<b>1a</b> 4,025,237.
<b>b</b>	Program-related investments - total from Part IX-B	<b>1b</b>
<b>2</b>	Amounts paid to acquire assets used (or held for use) directly in carrying out charitable, etc., purposes	<b>2</b> 19,973.
<b>3</b>	Amounts set aside for specific charitable projects that satisfy the	
<b>a</b>	Suitability test (prior IRS approval required)	<b>3a</b>
<b>b</b>	Cash distribution test (attach the required schedule)	<b>3b</b>
<b>4</b>	Qualifying distributions. Add lines 1a through 3b. Enter here and on Part V, line 8, and Part XIII, line 4	<b>4</b> 4,045,210.
<b>5</b>	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).	<b>5</b> 0
<b>6</b>	Adjusted qualifying distributions. Subtract line 5 from line 4	<b>6</b> 4,045,210.

**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.

Form 990-PF (2012)

Page **9****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 . . . . .				
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 . . . . .				
b From 2008 . . . . .				
c From 2009 . . . . .				
d From 2010 . . . . .				
e From 2011 . . . . .				
f Total of lines 3a through e . . . . .				
4 Qualifying distributions for 2012 from Part XII, line 4 ▶ \$ _____				
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) . . . . .				
d Applied to 2012 distributable amount . . . . .				
e Remaining amount distributed out of corpus . . . . .				
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				
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 . . . . .				
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 . . . . .				
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 . . . . .				

Form 990-PF (2012)

**Part XIV Private Operating Foundations** (see instructions and Part VII-A, question 9)

**1 a** 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 . . . . . **08/30/1993**

**b** Check box to indicate whether the foundation 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	
<b>2 a</b> Enter the lesser of the adjusted net income from Part I or the minimum investment return from Part X for each year listed . . . . .	24,496.	20,315.	22,915.	15,398.	83,124.
<b>b</b> 85% of line 2a . . . . .	20,822.	17,268.	19,478.	13,088.	70,656.
<b>c</b> Qualifying distributions from Part XII, line 4 for each year listed . . . . .	4,045,210.	3,912,451.	3,873,065.	5,540,494.	17,371,220.
<b>d</b> Amounts included in line 2c not used directly for active conduct of exempt activities . . . . .	683,398.	722,930.	284,969.	217,135.	1,908,432.
<b>e</b> Qualifying distributions made directly for active conduct of exempt activities. Subtract line 2d from line 2c . . . . .	3,361,812.	3,189,521.	3,588,096.	5,323,359.	15,462,788.
<b>3</b> Complete 3a, b, or c for the alternative test relied upon:					
<b>a</b> "Assets" alternative test - enter:					
<b>(1)</b> Value of all assets . . . . .					
<b>(2)</b> Value of assets qualifying under section 4942(j)(3)(B)(i) . . . . .					
<b>b</b> "Endowment" alternative test - enter 2/3 of minimum investment return shown in Part X, line 6 for each year listed . . . . .	16,331.	13,543.	15,277.	10,265.	55,416.
<b>c</b> "Support" alternative test - enter:					
<b>(1)</b> Total support other than gross investment income (interest, dividends, rents, payments on securities loans (section 512(a)(5)), or royalties) . . . . .					
<b>(2)</b> Support from general public and 5 or more exempt organizations as provided in section 4942(j)(3)(B)(ii) . . . . .					
<b>(3)</b> Largest amount of support from an exempt organization . . . . .					
<b>(4)</b> Gross investment income . . . . .					

**Part XV Supplementary Information** (Complete this part only if the foundation 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) )

GEORGE W. LUCAS, JR.

**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

N/A

**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

**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 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
<b>a Paid during the year</b>  ATCH 12				
<b>Total</b> . . . . .			▶ <b>3a</b>	683,398.
<b>b Approved for future payment</b>  ATCH 13				
<b>Total</b> . . . . .			▶ <b>3b</b>	538,952.

Form 990-PF (2012)

## Part XVI-A Analysis of Income-Producing Activities

Enter gross amounts unless otherwise indicated

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	EDUTOPIA WEBSITE	511120	1,009,223.			
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					
4	Dividends and interest from securities . . . . .					
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					
9	Net income or (loss) from special events . . . . .					
10	Gross profit or (loss) from sales of inventory . .					
11	Other revenue a ROYALTY			15	872.	
b	OTHER INCOME			01	5,119.	
c						
d						
e						
12	Subtotal Add columns (b), (d), and (e) . . . . .		1,009,223.		5,991.	
13	Total. Add line 12, columns (b), (d), and (e) . . . . .					1,015,214.

(See worksheet in line 13 instructions to verify calculations )

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

[illegible]



**Schedule of Contributors**

OMB No 1545-0047

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

**2012**

Name of the organization

Employer identification number

THE GEORGE LUCAS EDUCATIONAL FOUNDATION

68-0065687

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 GEORGE LUCAS EDUCATIONAL FOUNDATION

Employer identification number  
68-0065687**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
1	LUCASFILM FOUNDATION P.O. BOX 29901 SAN FRANCISCO, CA 94129	\$ 3,938,952.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II if there is a noncash contribution)
2	OTHER PUBLIC CONTRIBUTIONS < \$5,000 P.O. BOX 3494 SAN RAFAEL, CA 94912	\$ 8,332.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II if there is a noncash contribution)
		\$	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II if there is a noncash contribution)
		\$	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II if there is a noncash contribution)
		\$	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II if there is a noncash contribution)
		\$	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II if there is a noncash contribution)
		\$	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II if there is a noncash contribution)



Name of organization THE GEORGE LUCAS EDUCATIONAL FOUNDATION

Employer identification number

68-0065687

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

Name of organization THE GEORGE LUCAS EDUCATIONAL FOUNDATION

Employer identification number

68-0065687

**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
	(e) Transfer of gift		
	Transferee's name, address, and ZIP + 4		Relationship of transferor to transferee
	(e) Transfer of gift		
	Transferee's name, address, and ZIP + 4		Relationship of transferor to transferee
	(e) Transfer of gift		
	Transferee's name, address, and ZIP + 4		Relationship of transferor to transferee
	(e) Transfer of gift		
	Transferee's name, address, and ZIP + 4		Relationship of transferor to transferee

FORM 990PF - GENERAL EXPLANATION ATTACHMENT

PART I, LINE 20 & PART VIIB, LINE 1(A)(3):

DUE TO THE GENERALLY ACCEPTED ACCOUNTING PRINCIPLES, THE BOOKS OF THE FOUNDATION REFLECT OCCUPANCY/RENT EXPENSE OF \$235,191. THIS REPRESENTS THE TOTAL VALUE OF THE FOUNDATION'S OCCUPANCY AT ITS LOCATION IN NICASIO, CALIFORNIA. NO ACTUAL OUTLAY OF FUNDS OCCURRED FOR OCCUPANCY/RENT.

FORM 990PF - GENERAL EXPLANATION ATTACHMENT

## PART I, LINE 19:

DESCRIPTION	DATE	COST	ACCUMULATED	METHOD	LIFE	CURRENT YEAR
	ACQUIRED		DEPRECIATION			DEPRECIATION
MACHINERY & EQUIPMENT	VARIOUS	116,617	(71,649)	SL	5 YR	19,191
EDP EQUIP.	VARIOUS	99,646	(72,038)	SL	5 YR	16,554
TOTAL		216,263	(143,687)			35,745

FORM.990PF - GENERAL EXPLANATION ATTACHMENT

## ORGANIZATION MISSION AND OTHER DISCLOSURE

DESCRIPTION OF ORGANIZATION MISSION: TO IMPROVE THE K-12 LEARNING PROCESS BY DOCUMENTING, DISSEMINATING, AND ADVOCATING INNOVATIVE, REPLICABLE, AND EVIDENCE-BASED STRATEGIES THAT PREPARE STUDENTS TO THRIVE IN THEIR FUTURE EDUCATION, CAREERS, AND ADULT LIVES.

GLEF'S INTENTION IS TO SHARE A LARGER VISION (ENHANCED BY RESEARCH AND CASE STUDIES) OF SCHOOLS NEEDED IN THE 21ST CENTURY TO STIMULATE THE UNDERSTANDING AND INVOLVEMENT OF STAKEHOLDERS AND TO GUIDE THEIR CHOICES IN REDESIGNING SCHOOLS AND SCHOOL SYSTEMS. GLEF'S WORK IS ORGANIZED AROUND ITS CORE STRATEGIES FOR BETTER SCHOOLS: COMPREHENSIVE ASSESSMENT, INTEGRATED STUDIES, PROJECT-BASED LEARNING, SOCIAL AND EMOTIONAL LEARNING, TEACHER LEADERS, AND TECHNOLOGY INTEGRATION. GLEF'S AUDIENCE INCLUDES DIVERSE STAKEHOLDERS INVOLVED IN SCHOOL REFORM, INCLUDING K-12 EDUCATORS (TEACHERS AND ADMINISTRATORS), SCHOOL BOARD MEMBERS, COLLEGE FACULTY, RESEARCHERS, AND LEADERS IN BUSINESS, GOVERNMENT, AND NONPROFIT ORGANIZATIONS.

FORM 990PF - GENERAL EXPLANATION ATTACHMENT

## PART IX-A: SUMMARY OF DIRECT CHARITABLE ACTIVITIES

GLEF CONTINUES TO GROW ITS POSITION AS ONE OF THE LEADING INTERNET SOURCES FOR INSPIRATION AND INFORMATION ABOUT EVIDENCE-BASED, REPLICABLE STRATEGIES IN K-12 EDUCATION. GLEF'S EDUTOPIA.ORG OFFERS A RICH MULTIMEDIA EXPERIENCE THAT FEATURES A WIDE VARIETY OF CONTENT FOCUSED ON WHAT WORKS IN EDUCATION.

IN 2012, EDUTOPIA.ORG GREW BY 46% COMPARED TO THE PREVIOUS YEAR WITH OVERALL VISITS RESULTING IN MORE THAN 7.8 MILLION VISITS AND 17.5 MILLION PAGE VIEWS. EDUTOPIA INCREASED ITS AWARENESS AND ENGAGEMENT THROUGH THE PUBLICATION OF FIFTY-TWO ISSUES OF ITS WEEKLY E-NEWSLETTER TO A LIST SIZE OF 120,000 AND PUBLISHED CONTENT ON POPULAR SOCIAL NETWORKING SERVICES SUCH AS FACEBOOK, TWITTER, YOUTUBE AND PINTEREST. IN 2012, ON AVERAGE, MORE THAN 95% OF EDUTOPIA'S USERS IMPLEMENTED EDUTOPIA TIPS AND STRATEGIES AND 84% SAID THAT EDUTOPIA INCREASED THEIR KNOWLEDGE OF EFFECTIVE MODELS IN EDUCATION.

EDUTOPIA'S INTERNET ARCHIVE CONTINUES TO GROW ANNUALLY AROUND ITS FRANCHISE DIGITAL MEDIA SERIES CALLED "SCHOOLS THAT WORK". NEW "SCHOOLS THAT WORK" VIDEO-BASED CASE STUDIES CREATED IN 2012 INCLUDED "SOCIAL EMOTIONAL LEARNING" AT VISITACION VALLEY MIDDLE SCHOOL, SAN FRANCISCO, CA; "FINANCIAL LITERACY" AT ARIEL ACADEMY, CHICAGO, IL; "PROJECT-BASED LEARNING" AT MANOR NEW TECHNOLOGY HIGH SCHOOL, MANOR, TX; "PROFESSIONAL DEVELOPMENT" AT EMINTS AT HARTVILLE ELEMENTARY SCHOOL, HARTVILLE, MO; "ARTS INTEGRATION" AT BATES MIDDLE SCHOOL, ANNAPOLIS, MD; "COLLEGE AND CAREER READINESS" AT MC2 STEM HIGH SCHOOL, CLEVELAND, OH; "COLLABORATIVE LEARNING" AT THE COLLEGE PREPARATORY SCHOOL, OAKLAND, CA; AND "GLOBAL CITIZENSHIP" AT JOHN STANFORD INTERNATIONAL SCHOOL, SEATTLE, WA. FOUR OF THE EIGHT SCHOOL MODELS FEATURED IN 2012 HAVE HIGH POPULATIONS OF STUDENTS RECEIVING FREE AND REDUCED LUNCH. THE "SCHOOLS THAT WORK" CASE STUDIES WERE ENTERED INTO GLEF'S ARCHIVE AVAILABLE ON EDUTOPIA.ORG. THE ARCHIVE CAN BE SEARCHED BY GRADE-LEVEL, STRATEGY, POPULARITY, AND STATE OF ORIGIN.

EDUTOPIA'S BLOGGER CORPS OF EDUCATION LEADERS CREATED AND SHARED CONTENT STRATEGIES AND RESOURCE LINKS IN 500 BLOGS ON A RANGE OF TOPICS SUCH AS STUDENT ENGAGEMENT, LEADERSHIP, AND TECHNOLOGY. IN 2012, POPULAR BLOGS INCLUDED "KIDS SPEAK OUT ON STUDENT ENGAGEMENT"; "TOOLS FOR TEACHING: THE AMAZING STICKY NOTE"; "THE POWER OF THE POSITIVE PHONE CALL HOME"; "DOING IT DIFFERENTLY: TIPS FOR TEACHING VOCABULARY"; "SIX SCAFFOLDING STRATEGIES TO USE WITH YOUR STUDENTS"; "TEACHING AND LEARNING: USING IPADS IN THE CLASSROOM"; "THE FLIPPED CLASSROOM: PRO AND CON"; "48 ULTRA-COOL SUMMER SITES FOR KIDS AND TEACHERS" AND "HOW THE IPAD CAN

FORM 990PF - GENERAL EXPLANATION ATTACHMENT

TRANSFORM CLASSROOM LEARNING".

IN ADDITION, EDUTOPIA PUBLISHED THREE DOWNLOADABLE PDF CLASSROOM GUIDES: "A PARENT'S GUIDE TO 21ST-CENTURY LEARNING", "MOBILE LEARNING: WHAT YOU NEED TO KNOW", AND "HOW TO THANK A TEACHER". IN ADDITION, EDUTOPIA COLLABORATED WITH FACEBOOK TO CREATE A DOWNLOADABLE PRIMER, "HOW TO CREATE SOCIAL MEDIA GUIDELINES FOR YOUR SCHOOL". ALL OF EDUTOPIA'S FEATURES WERE PART OF A FIFTY-TWO-WEEK SCHEDULE RELEASED AND PROMOTED ON ITS WEB SITE AND ACROSS SOCIAL MEDIA.

A GROWING ROLE OF GLEF IS TO INTERPRET DATA, ILLUSTRATE TRENDS AND CONDUCT RESEARCH TO IMPROVE THE EFFECTIVENESS OF EDUCATION AND TO HIGHLIGHT INNOVATIVE EDUCATIONAL APPROACHES. IN 2012, GLEF HAD THREE FULL-TIME RESEARCHERS ON STAFF TO CONDUCT RESEARCH INDEPENDENTLY AND COLLABORATE WITH RESEARCHERS IN THE FIELD OF TEACHING AND LEARNING. GLEF INFUSED ITS RESEARCH FINDINGS INTO ITS SELECTION PROCESS FOR INNOVATIVE SCHOOL MODELS AND CASE STUDIES. GLEF CONTINUED ITS COLLABORATION WITH RESEARCHERS AT THE UNIVERSITY OF WASHINGTON AND EXPANDED ITS KNOWLEDGE IN ACTION RESEARCH TO A DIVERSE CROSS-SECTION OF HIGH SCHOOLS IN WASHINGTON, SAN FRANCISCO AND IOWA.

GLEF CONTINUED ITS LONG-TERM EFFORT TO COMPILE A RIGOROUS, PEER-REVIEWED REPORT OF SUCCESSFUL STRATEGIES DEPLOYED AT SCHOOLS COVERED BY EDUTOPIA. GLEF STAFF ARE GATHERING QUALITATIVE AND QUANTITATIVE EVIDENCE FROM SCHOOLS PROFILED OVER THE LAST TEN YEARS. THE PLAN IS TO IDENTIFY COMMON TRENDS ACROSS SUCCESSFUL SCHOOLS COVERED BY EDUTOPIA SO AUDIENCES CAN EASILY IDENTIFY TRENDS AND EXEMPLARY STORIES.

ARISING OUT OF ITS GOALS TO CONNECT RESEARCH WITH PRACTICE, GLEF PRODUCED SPECIAL SERIES IN 2012 INCLUDING SIX EPISODES OF "TECH2LEARN" IN COLLABORATION WITH THE TEACHING CHANNEL; FIVE EPISODES OF "EDUCATION EVERYWHERE" IN COLLABORATION WITH THE PEARSON FOUNDATION; AND A NEW OVERVIEW VIDEO ABOUT "TECHNOLOGY INTEGRATION" IN THE K-12 CLASSROOM.

IN 2012, GLEF STAFF ATTENDED AND PRESENTED AT A WIDE SPECTRUM OF EDUCATION AND TECHNOLOGY CONFERENCES WHICH PROVIDED OPPORTUNITIES FOR EDUTOPIA AUDIENCE MEMBERS TO CONNECT WITH ONE ANOTHER THROUGH MEET-UPS AND PROMOTION OF EDCAMPS. \$3,341,839.

ATTACHMENT 1

FORM 990PF, PART I - OTHER INCOME

DESCRIPTION	REVENUE AND EXPENSES PER BOOKS	ADJUSTED NET INCOME
EDUTOPIA ADVERTISING REVENUE	1,009,223.	1,009,223.
ROYALTY	872.	872.
OTHER INCOME	5,119.	5,119.
TOTALS	<u>1,015,214.</u>	<u>1,015,214.</u>



ATTACHMENT 2FORM 990PF, PART I - LEGAL FEES

<u>DESCRIPTION</u>	<u>REVENUE AND EXPENSES PER BOOKS</u>	<u>NET INVESTMENT INCOME</u>	<u>ADJUSTED NET INCOME</u>	<u>CHARITABLE PURPOSES</u>
ADLER & COLVIN	1,192.		106.	
COBALT LLP	1,688.		150.	
COPILEVITZ & CANTER LLP	5,386.		478.	
DAIJOGO & PEDERSEN	75.		7.	
LALL & SETHI	30.		3.	
MORRISON AND FOERESTER LLP	9,002.		798.	
TOTALS	<u>17,373.</u>		<u>1,542.</u>	

ATTACHMENT 3FORM 990PF, PART I - ACCOUNTING FEES

<u>DESCRIPTION</u>	<u>REVENUE AND EXPENSES PER BOOKS</u>	<u>NET INVESTMENT INCOME</u>	<u>ADJUSTED NET INCOME</u>	<u>CHARITABLE PURPOSES</u>
PRICEWATERHOUSECOOPERS LLP	72,991.		9,670.	5,314.
TOTALS	<u>72,991.</u>		<u>9,670.</u>	<u>5,314.</u>

ATTACHMENT 4FORM 990PF, PART I - OTHER PROFESSIONAL FEES

<u>DESCRIPTION</u>	<u>REVENUE AND EXPENSES PER BOOKS</u>	<u>ADJUSTED NET INCOME</u>	<u>CHARITABLE PURPOSES</u>
JACKSON RIVER CONSULTING LLC	149,675.	7,221.	138,081.
ENTERTAINMENT PARTNERS	46,541.	2,246.	42,936.
KINDRED MEDIA	42,106.	2,032.	38,844.
GOTT ADVERTISING LLC	26,800.	1,293.	24,724.
MARIGOLD WEB LLC	24,716.	1,192.	22,801.
ALAN LIPTON	24,481.	1,181.	22,585.
ALBER, REBECCA	21,385.	1,032.	19,728.
GEIGER, REBECCA	18,218.	879.	16,807.
THOMAS, MARIA	17,563.	847.	16,203.
ACQUIA INC.	15,000.	724.	13,838.
MARIBOT TECHNOLOGY COOPERATIVE	14,245.	687.	13,142.
GARDNER MADRES STRTGC CREATIVE	13,550.	654.	12,500.
BLACKMESH INC.	13,500.	651.	12,454.
CORSON, LISA	12,125.	585.	11,186.
ELKHORN CONSULTING PARTNERS	10,800.	521.	9,963.
KIMBALL, KRISTI	10,088.	487.	9,307.
TOTAL OF PROF'L SVCS < \$10,000	164,354.	7,930.	151,623.
TOTALS	<u>625,147.</u>	<u>30,162.</u>	<u>576,722.</u>

ATTACHMENT 5

FORM 990PF, PART I - TAXES

<u>DESCRIPTION</u>	<u>REVENUE AND EXPENSES PER BOOKS</u>	<u>ADJUSTED NET INCOME</u>
PROPERTY TAXES	1,338.	
FEDERAL INCOME TAX	165,758.	165,758.
CALIFORNIA INCOME TAX	5,266.	5,266.
TOTALS	<u>172,362.</u>	<u>171,024.</u>

ATTACHMENT 6FORM 990PF, PART I - OTHER EXPENSES

DESCRIPTION	REVENUE AND EXPENSES PER BOOKS	ADJUSTED NET INCOME	CHARITABLE PURPOSES
OPERATING MATERIALS & SUPPLIES	16,428.	1,550.	6,422.
FURNISHINGS AND EQUIPMENT	9,695.	1,458.	5,239.
REFERENCE MATERIAL	22.		
SOFTWARE	4,201.	164.	2,960.
EMPLOYEE RECRUITING	4,650.	75.	4,575.
PUBLICITY	308,024.		308,024.
PROMOTION/ADVERTISING	28,267.	7.	28,213.
BOARD OF DIRECTORS EXPENSES	4,451.		
R&M MAINTENANCE AGREEMENT	2,110.	280.	
LEASE EXPENSE-EQUIPMENT	107.		
TELEPHONE	365.	23.	273.
PROPERTY INSURANCE	27,664.	3,665.	
DUES AND SUBSCRIPTIONS	5,433.	3,002.	1,016.
LICENSES AND PERMITS	7,395.		7,395.
FREIGHT AND DELIVERY	3,328.	34.	3,294.
POSTAGE	6.		
INTERNET SERVICES	143,866.	275.	131,860.
OTHER FRINGE BENEFITS	20,191.	2,675.	
BANK CHARGES	7,665.	1,008.	56.
REIMB-EXP-OTHER	864.	114.	
TOTALS	594,732.	14,330.	499,327.

FORM 990PF, PART II - OTHER ASSETS

ATTACHMENT 7

<u>DESCRIPTION</u>	<u>ENDING BOOK VALUE.</u>	<u>ENDING FMV</u>
DEFERRED TAX ASSET	648.	648.
TOTALS	<u>648.</u>	<u>648.</u>

ATTACHMENT 8

FORM.990PF, PART VII-A, LINE 8A - STATES

AL, AK, AZ, AR, CA, CO, CT, FL, GA, IL,  
KS, KY, LA, ME, MD, MA, MI, MN, MS, MO, NH, NJ, NM, NY,  
NC, ND, OH, OK, OR, PA, RI, SC, TN, UT, VA, WA, WV, WI,

THE GEORGE LUCAS EDUCATIONAL FOUNDATION

68-0065687

FORM 990PF, PART VIII - LIST OF OFFICERS, DIRECTORS, AND TRUSTEES

ATTACHMENT 9

<u>NAME AND ADDRESS</u>	<u>TITLE AND AVERAGE HOURS PER WEEK DEVOTED TO POSITION</u>	<u>COMPENSATION</u>	<u>CONTRIBUTIONS TO EMPLOYEE BENEFIT PLANS</u>	<u>EXPENSE ACCT AND OTHER ALLOWANCES</u>
GEORGE W LUCAS JR C/O LUCASFILM LTD PO BOX 2009 SAN RAFAEL, CA 94912	CHAIRMAN 1.00	0	0	0
STEPHEN D ARNOLD P.O. BOX 3494 SAN RAFAEL, CA 94912	VICE-CHAIR/CFO 8.00	0	0	0
MARSHALL TURNER P.O. BOX 3494 SAN RAFAEL, CA 94912	DIRECTOR 1.00	0	0	0
MICHELINE CHAU P.O. BOX 3494 SAN RAFAEL, CA 94912	DIRECTOR (UNTIL 9/2/2012) .50	0	0	0
KIM MEREDITH P.O. BOX 3494 SAN RAFAEL, CA 94912	DIRECTOR 1.00	0	0	0



THE GEORGE LUCAS EDUCATIONAL FOUNDATION

68-0065687

FORM 990PF, PART VIII - LIST OF OFFICERS, DIRECTORS, AND TRUSTEES

ATTACHMENT 9 (CONT'D)

NAME AND ADDRESS	TITLE AND AVERAGE HOURS PER WEEK DEVOTED TO POSITION	COMPENSATION	CONTRIBUTIONS TO EMPLOYEE BENEFIT PLANS	EXPENSE ACCT AND OTHER ALLOWANCES
KATE NYEGAARD P.O. BOX 3494 SAN RAFAEL, CA 94912	DIRECTOR 1.00	0	0	0
CYNTHIA JOHANSON IRISH P.O. BOX 3494 SAN RAFAEL, CA 94912	SECRETARY 55.00	241,043.	35,720.	0
GRAND TOTALS		241,043.	35,720.	0

990PF, PART VIII - COMPENSATION OF THE FIVE HIGHEST PAID EMPLOYEES

<u>NAME AND ADDRESS</u>	<u>TITLE AND AVERAGE HOURS PER WEEK DEVOTED TO POSITION</u>	<u>COMPENSATION</u>	<u>CONTRIBUTIONS EXPENSE ACCT TO EMPLOYEE AND OTHER BENEFIT PLANS ALLOWANCES</u>
DAVID MARKUS P.O. BOX 3494 SAN RAFAEL, CA 94912	EDITORIAL DIRECTOR 50.00	193,880.	21,119. 0
CHARLES FESKO P.O. BOX 3494 SAN RAFAEL, CA 94912	SENIOR DIR/AD SALES 50.00	170,368.	17,538. 0
LORA MA-FUKUDA P.O. BOX 3494 SAN RAFAEL, CA 94912	EXEC WEB PRODUCER 50.00	116,476.	21,523. 0
BRIAN CHAN P.O. BOX 3494 SAN RAFAEL, CA 94912	CONTROLLER 50.00	140,161.	28,115. 0
ZACHARY FINK P.O. BOX 3494 SAN RAFAEL, CA 94912	DIR VIDEO PROGRAMNG 50.00	92,916.	15,510. 0
	TOTAL COMPENSATION	713,801.	103,805. 0

990PF, PART VIII- COMPENSATION OF THE FIVE HIGHEST PAID PROFESSIONALSATTACHMENT 11

<u>NAME, AND ADDRESS</u>	<u>TYPE OF SERVICE</u>	<u>COMPENSATION</u>
JACKSON RIVER 2535 13TH STREET, NW #006 WASHINGTON, DC 20009	WEBSITE DEVELOPMENT	149,675.
PRICewaterhouseCOOPERS LLP 3 EMBARCADERO CENTER SAN FRANCISCO, CA 94111	AUDIT/TAX SERVICES	72,991.
TOTAL COMPENSATION		<u>222,666.</u>

THE GEORGE LUCAS EDUCATIONAL FOUNDATION

68-0065687

FORM 990BF, PART XV - GRANTS AND CONTRIBUTIONS PAID DURING THE YEAR

ATTACHMENT 12

RECIPIENT NAME AND ADDRESS	RELATIONSHIP TO SUBSTANTIAL CONTRIBUTOR AND FOUNDATION STATUS OF RECIPIENT	PURPOSE OF GRANT OR CONTRIBUTION	AMOUNT
UNIVERSITY OF WASHINGTON P O. BOX 257920 SEATTLE, WA 98195	GOVERNMENTAL AGENCY	PROJECT BASED LEARNING RESEARCH & DEVELOPMENT	540,040
ENVISION SCHOOLS 111 MYRTLE STREET, SUITE 203 OAKLAND, CA 94612	PUBLIC CHARITY	ADVANCED PLACEMENT TEST FEES	44,358.
DES MOINES PUBLIC SCHOOLS 901 WALNUT STREET DES MOINES, IA 50309	GOVERNMENTAL AGENCY	PROJECT BASED LEARNING, TRAINING, AND IMPLEMENTATION	99,000
TOTAL CONTRIBUTIONS PAID			683,398.

THE GEORGE LUCAS EDUCATIONAL FOUNDATION

68-0065687

FORM 990PF, PART XV - CONTRIBUTIONS APPROVED FOR FUTURE PAYMENT

ATTACHMENT 13

RELATIONSHIP TO SUBSTANTIAL CONTRIBUTOR

AND

FOUNDATION STATUS OF RECIPIENT

PURPOSE OF GRANT OR CONTRIBUTION

AMOUNT

UNIVERSITY OF WASHINGTON

P O BOX 257920

SEATTLE, WA 98195

GOVERNMENTAL AGENCY

PROJECT BASED LEARNING RESEARCH & DEVELOPMENT

524,952.

ENVISION SCHOOLS

111 MYRTLE STREET, SUITE 203

OAKLAND, CA 94612

PUBLIC CHARITY

ADVANCED PLACEMENT TEST FEES

14,000.

TOTAL CONTRIBUTIONS APPROVED

538,952.

# Application for Extension of Time To File an Exempt Organization Return

OMB No. 1545-1709

► **File a separate application for each return.**

- If you are filing for an **Automatic 3-Month Extension**, complete only **Part I** and check this box ☒
- If you are filing for an **Additional (Not Automatic) 3-Month Extension**, complete only **Part II** (on page 2 of this form)

**Do not complete Part II unless** you have already been granted an automatic 3-month extension on a previously filed Form 8868

**Electronic filing (e-file).** You can electronically file Form 8868 if you need a 3-month automatic extension of time to file (6 months for a corporation required to file Form 990-T), or an additional (not automatic) 3-month extension of time. You can electronically file Form 8868 to request an extension of time to file any of the forms listed in Part I or Part II with the exception of Form 8870, Information Return for Transfers Associated With Certain Personal Benefit Contracts, which must be sent to the IRS in paper format (see instructions) For more details on the electronic filing of this form, visit [www.irs.gov/efile](http://www.irs.gov/efile) and click on *e-file for Charities & Nonprofits*

## **Part I Automatic 3-Month Extension of Time.** Only submit original (no copies needed).

A corporation required to file Form 990-T and requesting an automatic 6-month extension—check this box and complete Part I only ☐

All other corporations (including 1120-C filers), partnerships, REMICs, and trusts must use Form 7004 to request an extension of time to file income tax returns.

Enter filer's identifying number, see instructions

Type or print  File by the due date for filing your return. See instructions	Name of exempt organization or other filer, see instructions	Employer identification number (EIN) or
	<b>The George Lucas Educational Foundation</b>	<b>68-0065687</b>
	Number, street, and room or suite no. If a P.O. box, see instructions	Social security number (SSN)
	<b>P.O. Box 3494</b>	
	City, town or post office, state, and ZIP code. For a foreign address, see instructions	
	<b>San Rafael, CA 94912</b>	

Enter the Return code for the return that this application is for (file a separate application for each return)

**0 4**

Application Is For	Return Code	Application Is For	Return Code
Form 990 or Form 990-EZ	01	Form 990-T (corporation)	07
Form 990-BL	02	Form 1041-A	08
Form 4720 (individual)	03	Form 4720	09
Form 990-PF	04	Form 5227	10
Form 990-T (sec. 401(a) or 408(a) trust)	05	Form 6069	11
Form 990-T (trust other than above)	06	Form 8870	12

- The books are in the care of ► **Brian Chan**

Telephone No. ► **415.662.1614**

FAX No. ► **415.662.1532**

- If the organization does not have an office or place of business in the United States, check this box ☐
- If this is for a Group Return, enter the organization's four digit Group Exemption Number (GEN) \_\_\_\_\_ If this is for the whole group, check this box ☐ If it is for part of the group, check this box ☐ and attach a list with the names and EINs of all members the extension is for.

- 1 I request an automatic 3-month (6 months for a corporation required to file Form 990-T) extension of time until **August 15**, 20 **13**, to file the exempt organization return for the organization named above. The extension is for the organization's return for:
- ☒ calendar year 20 **12** or

► ☐ tax year beginning \_\_\_\_\_, 20 \_\_\_\_\_, and ending \_\_\_\_\_, 20 \_\_\_\_\_

- 2 If the tax year entered in line 1 is for less than 12 months, check reason: ☐ Initial return ☐ Final return

☐ Change in accounting period

<b>3a</b> If this application is for Form 990-BL, 990-PF, 990-T, 4720, or 6069, enter the tentative tax, less any nonrefundable credits. See instructions.	<b>3a</b>	\$	<b>0</b>
<b>b</b> If this application is for Form 990-PF, 990-T, 4720, or 6069, enter any refundable credits and estimated tax payments made. Include any prior year overpayment allowed as a credit	<b>3b</b>	\$	<b>0</b>
<b>c Balance due.</b> Subtract line 3b from line 3a. Include your payment with this form, if required, by using EFTPS (Electronic Federal Tax Payment System). See instructions.	<b>3c</b>	\$	<b>0</b>

**Caution.** If you are going to make an electronic fund withdrawal with this Form 8868, see Form 8453-EO and Form 8879-EO for payment instructions

**For Privacy Act and Paperwork Reduction Act Notice, see instructions.**

Cat No 27916D

Form **8868** (Rev. 1-2013)