



See a Social Security Number? Say Something!
Report Privacy Problems to <https://public.resource.org/privacy>
Or call the IRS Identity Theft Hotline at 1-800-908-4490



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

, and ending

| | | |
|--|--|--|
| Name of foundation HENRY AND ETTA RAYE HIRSCH HERITAGE FOUNDATION, INC. | | A Employer identification number 90-0292867 |
| Number and street (or P O box number if mail is not delivered to street address) 2700 DELK ROAD | Room/suite 100 | B Telephone number 770-257-0125 |
| City or town, state, and ZIP code MARIETTA, GA 30067 | | C If exemption application is pending, check here <input type="checkbox"/> |
| G Check all that apply: <input type="checkbox"/> Initial return <input type="checkbox"/> Initial return of a former public charity <input type="checkbox"/> Final return <input type="checkbox"/> Amended return <input type="checkbox"/> Address change <input type="checkbox"/> Name change | | D 1. Foreign organizations, check here <input type="checkbox"/> 2. Foreign organizations meeting the 85% test, check here and attach computation <input type="checkbox"/> |
| H Check type of organization: <input checked="" type="checkbox"/> Section 501(c)(3) exempt private foundation <input type="checkbox"/> Section 4947(a)(1) nonexempt charitable trust <input type="checkbox"/> Other taxable private foundation | | E If private foundation status was terminated under section 507(b)(1)(A), check here <input type="checkbox"/> |
| I Fair market value of all assets at end of year (from Part II, col. (c), line 16) \$ 2,704,814. | J Accounting method: <input checked="" type="checkbox"/> Cash <input type="checkbox"/> Accrual <input type="checkbox"/> Other (specify) _____ | F If the foundation is in a 60-month termination under section 507(b)(1)(B), check here <input type="checkbox"/> |

| 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)) | | (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 | 700,000. | | | |
| | 2 Check <input type="checkbox"/> if the foundation is not required to attach Sch. B | | | | |
| | 3 Interest on savings and temporary cash investments | 10,003. | 9,004. | | STATEMENT 1 |
| | 4 Dividends and interest from securities | 15,782. | 15,782. | | STATEMENT 2 |
| | 5a Gross rents | | | | |
| | b Net rental income or (loss) | | | | |
| | 6a Net gain or (loss) from sale of assets not on line 10 | 39,342. | | | |
| | b Gross sales price for all assets on line 6a | 41,872. | | | |
| | 7 Capital gain net income (from Part IV, line 2) | | 39,342. | | |
| | 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) | | | | | |
| 11 Other income | 2,223. | 2,223. | 0. | STATEMENT 3 | |
| 12 Total. Add lines 1 through 11 | 767,350. | 66,351. | 0. | | |
| Operating and Administrative Expenses | 13 Compensation of officers, directors, trustees, etc. | 0. | 0. | 0. | 0. |
| | 14 Other employee salaries and wages | | | | |
| | 15 Pension plans, employee benefits | | | | |
| | 16a Legal fees | | | | |
| | b Accounting fees | 5,200. | 5,200. | 0. | 0. |
| | c Other professional fees | | | | |
| | 17 Interest | | | | |
| | 18 Taxes | 1,492. | 616. | 0. | 0. |
| | 19 Depreciation and depletion | | | | |
| | 20 Occupancy | | | | |
| | 21 Travel, conferences, and meetings | | | | |
| | 22 Printing and publications | | | | |
| | 23 Other expenses | 16,790. | 16,730. | 0. | 0. |
| | 24 Total operating and administrative expenses. Add lines 13 through 23 | 23,482. | 22,546. | 0. | 0. |
| | 25 Contributions, gifts, grants paid | 159,591. | | | 159,591. |
| 26 Total expenses and disbursements. Add lines 24 and 25 | 183,073. | 22,546. | 0. | 159,591. | |
| 27 Subtract line 26 from line 12: | | | | | |
| a Excess of revenue over expenses and disbursements | 584,277. | | | | |
| b Net investment income (if negative, enter -0-) | | 43,805. | | | |
| c Adjusted net income (if negative, enter -0-) | | | 0. | | |

223501
12-05-12

LHA For Paperwork Reduction Act Notice, see instructions.

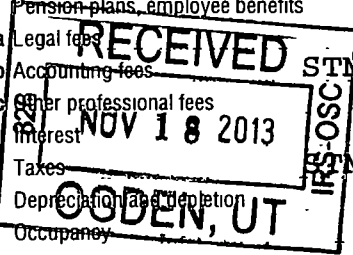
2

Form 990-PF (2012)

08221101 795476 33973

2012.04040 HENRY AND ETTA RAYE HIRSCH 33973_1

SCANNED NOV 26 2013



**HENRY AND ETTA RAYE HIRSCH HERITAGE
FOUNDATION, INC.**

Form 990-PF (2012)

90-0292867 Page 2

| Part II Balance Sheets <small>Attached schedules and amounts in the description column should be for end-of-year amounts only</small> | | Beginning of year | End of year | |
|--|---|-------------------|----------------|-----------------------|
| | | (a) Book Value | (b) Book Value | (c) Fair Market Value |
| Assets | 1 Cash - non-interest-bearing | | | |
| | 2 Savings and temporary cash investments | 1,481,694. | 1,157,986. | 1,157,986. |
| | 3 Accounts receivable ▶ Less: allowance for doubtful accounts ▶ | 67. | | |
| | 4 Pledges receivable ▶ Less: allowance for doubtful accounts ▶ | | | |
| | 5 Grants receivable | | | |
| | 6 Receivables due from officers, directors, trustees, and other disqualified persons | | | |
| | 7 Other notes and loans receivable ▶ 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 | | | |
| | b Investments - corporate stock | | | |
| | c Investments - corporate bonds | | | |
| | 11 Investments - land, buildings, and equipment, basis ▶ Less: accumulated depreciation ▶ | | | |
| | 12 Investments - mortgage loans | | | |
| | 13 Investments - other STMT 7 | 573,489. | 1,546,828. | 1,546,828. |
| 14 Land, buildings, and equipment, basis ▶ Less: accumulated depreciation ▶ | | | | |
| 15 Other assets (describe ▶) | | | | |
| 16 Total assets (to be completed by all filers) | 2,055,250. | 2,704,814. | 2,704,814. | |
| 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 | | | |
| | 22 Other liabilities (describe ▶ STATEMENT 8) | 418. | 39,684. | |
| 23 Total liabilities (add lines 17 through 22) | 418. | 39,684. | | |
| Net Assets or Fund Balances | Foundations that follow SFAS 117, check here <input type="checkbox"/> and complete lines 24 through 26 and lines 30 and 31. | | | |
| | 24 Unrestricted | | | |
| | 25 Temporarily restricted | | | |
| | 26 Permanently restricted | | | |
| | Foundations that do not follow SFAS 117, check here <input checked="" type="checkbox"/> and complete lines 27 through 31. | | | |
| | 27 Capital stock, trust principal, or current funds | 2,054,832. | 2,665,130. | |
| | 28 Paid-in or capital surplus, or land, bldg., and equipment fund | 0. | 0. | |
| | 29 Retained earnings, accumulated income, endowment, or other funds | 0. | 0. | |
| 30 Total net assets or fund balances | 2,054,832. | 2,665,130. | | |
| 31 Total liabilities and net assets/fund balances | 2,055,250. | 2,704,814. | | |

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 | 2,054,832. |
| 2 Enter amount from Part I, line 27a | 2 | 584,277. |
| 3 Other increases not included in line 2 (itemize) ▶ <u>BOOK/TAX ADJUSTMENT</u> | 3 | 26,021. |
| 4 Add lines 1, 2, and 3 | 4 | 2,665,130. |
| 5 Decreases not included in line 2 (itemize) ▶ | 5 | 0. |
| 6 Total net assets or fund balances at end of year (line 4 minus line 5) - Part II, column (b), line 30 | 6 | 2,665,130. |

Form 990-PF (2012)

HENRY AND ETTA RAYE HIRSCH HERITAGE

Form 990-PF (2012)

FOUNDATION, INC.

90-0292867 Page 3

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 | SEE ATTACHED STATEMENT | | | |
| 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 | 41,872. | 2,530. | 39,342. |

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 | | | 39,342. |

| | | | |
|---|---|---|---------|
| 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 | 39,342. |
| 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). If (loss), enter -0- in Part I, line 8 | } | 3 | N/A |

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 | 172,021. | 951,466. | .180796 |
| 2010 | 573,513. | 1,189,234. | .482254 |
| 2009 | 53,123. | 1,346,412. | .039455 |
| 2008 | 304,171. | 867,536. | .350615 |
| 2007 | 340,867. | 1,279,932. | .266316 |

| | | |
|---|---|------------|
| 2 Total of line 1, column (d) | 2 | 1.319436 |
| 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 | .263887 |
| 4 Enter the net value of noncharitable-use assets for 2012 from Part X, line 5 | 4 | 2,049,476. |
| 5 Multiply line 4 by line 3 | 5 | 540,830. |
| 6 Enter 1% of net investment income (1% of Part I, line 27b) | 6 | 438. |
| 7 Add lines 5 and 6 | 7 | 541,268. |
| 8 Enter qualifying distributions from Part XII, line 4 If line 8 is equal to or greater than line 7, check the box in Part VI, line 1b, and complete that part using a 1% tax rate. See the Part VI instructions. | 8 | 159,591. |

**HENRY AND ETTA RAYE HIRSCH HERITAGE
FOUNDATION, INC.**

Form 990-PF (2012)

90-0292867 Page 4

Part VI Excise Tax Based on Investment Income (Section 4940(a), 4940(b), 4940(e), or 4948 - see instructions)

| | | |
|--|-----------|------|
| <p>1a Exempt operating foundations described in section 4940(d)(2), check here <input type="checkbox"/> and enter "N/A" on line 1. Date of ruling or determination letter: _____ (attach copy of letter if necessary-see instructions)</p> <p>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</p> <p>c All other domestic foundations enter 2% of line 27b. Exempt foreign organizations enter 4% of Part I, line 12, col. (b).</p> | 1 | 876. |
| 2 Tax under section 511 (domestic section 4947(a)(1) trusts and taxable foundations only. Others enter -0-) | 2 | 0. |
| 3 Add lines 1 and 2 | 3 | 876. |
| 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 | 876. |
| 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. |
| 9 Tax due. If the total of lines 5 and 8 is more than line 7, enter amount owed SEE STATEMENT 9 | 9 | 885. |
| 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 | | X |
| b Did it spend more than \$100 during the year (either directly or indirectly) for political purposes (see instructions for definition)? <i>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</i> | 1b | | X |
| 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. \$ 0. (2) On foundation managers. \$ 0. | | | |
| e Enter the reimbursement (if any) paid by the foundation during the year for political expenditure tax imposed on foundation managers. \$ 0. | | | |
| 2 Has the foundation engaged in any activities that have not previously been reported to the IRS? <i>If "Yes," attach a detailed description of the activities.</i> | 2 | | X |
| 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? <i>If "Yes," attach a conformed copy of the changes</i> | 3 | | X |
| 4a 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 | | |
| 5 Was there a liquidation, termination, dissolution, or substantial contraction during the year? <i>If "Yes," attach the statement required by General Instruction T.</i> | 5 | | X |
| 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? <i>If "Yes," complete Part II, col. (c), and Part XV.</i> | 7 | X | |
| 8a Enter the states to which the foundation reports or with which it is registered (see instructions) GA | | | |
| 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 <i>General Instruction G</i> ? <i>If "No," attach explanation</i> | 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)? <i>If "Yes," complete Part XIV</i> | 9 | | X |
| 10 Did any persons become substantial contributors during the tax year? <i>If "Yes," attach a schedule listing their names and addresses</i> | 10 | | X |

Form 990-PF (2012)

**HENRY AND ETTA RAYE HIRSCH HERITAGE
FOUNDATION, INC.**

Form 990-PF (2012)

90-0292867

Page 5

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? Website address N/A | 13 | X | |
| 14 | The books are in care of DAVID HIRSCH Located at 2700 DELK ROAD SUITE 100, MARIETTA, GA | Telephone no. 770-257-0125 ZIP+4 30067 | | |
| 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 | N/A | |
| 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? See the instructions for exceptions and filing requirements for Form TD F 90-22.1. If "Yes," enter the name of the foreign country | 16 | Yes | No |
| | | | | 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 |
|-----|--|---|----|
| 1a | During the year did the foundation (either directly or indirectly): | | |
| (1) | Engage in the sale or exchange, or leasing of property with a disqualified person? | <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No | |
| (2) | Borrow money from, lend money to, or otherwise extend credit to (or accept it from) a disqualified person? | <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No | |
| (3) | Furnish goods, services, or facilities to (or accept them from) a disqualified person? | <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No | |
| (4) | Pay compensation to, or pay or reimburse the expenses of, a disqualified person? | <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No | |
| (5) | Transfer any income or assets to a disqualified person (or make any of either available for the benefit or use of a disqualified person)? | <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No | |
| (6) | Agree to pay money or property to a government official? (Exception. Check "No" if the foundation agreed to make a grant to or to employ the official for a period after termination of government service, if terminating within 90 days.) | <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No | |
| b | If any answer is "Yes" to 1a(1)-(6), did any of the acts fail to qualify under the exceptions described in Regulations section 53.4941(d)-3 or in a current notice regarding disaster assistance (see instructions)? Organizations relying on a current notice regarding disaster assistance check here | N/A | 1b |
| c | Did the foundation engage in a prior year in any of the acts described in 1a, other than excepted acts, that were not corrected before the first day of the tax year beginning in 2012? | | 1c |
| 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? If "Yes," list the years | <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No | |
| 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.) | N/A | 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. | | |
| 3a | Did the foundation hold more than a 2% direct or indirect interest in any business enterprise at any time during the year? | <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No | |
| b | If "Yes," did it have excess business holdings in 2012 as a result of (1) any purchase by the foundation or disqualified persons after May 26, 1969; (2) the lapse of the 5-year period (or longer period approved by the Commissioner under section 4943(c)(7)) to dispose of holdings acquired by gift or bequest; or (3) the lapse of the 10-, 15-, or 20-year first phase holding period? (Use Schedule C, Form 4720, to determine if the foundation had excess business holdings in 2012) | N/A | 3b |
| 4a | Did the foundation invest during the year any amount in a manner that would jeopardize its charitable purposes? | | 4a |
| 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 |

Form 990-PF (2012)

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)? ☐ 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 ☒ Nob 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). N/A

6a Did the foundation, during the year, receive any funds, directly or indirectly, to pay premiums on a personal benefit contract? ☐ Yes ☒ Nob 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 ☒ Nob 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.

| (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 STATEMENT 12 | | 0. | 0. | 0. |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |

2 Compensation of five highest-paid employees (other than those included on line 1). 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

0

Form 990-PF (2012)

Part VIII

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

3 Five highest-paid independent contractors for professional services. If none, enter "NONE."

[illegible]**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 | N/A | |
| | | |
| | | |
| 2 | | |
| | | |
| | | |
| 3 | | |
| | | |
| | | |
| 4 | | |
| | | |
| | | |

| | |
|------------------|---|
| Part IX-B | Summary of Program-Related Investments |
|------------------|---|

Describe the two largest program-related investments made by the foundation during the tax year on lines 1 and 2.

Amount

| | | |
|--|-----|----|
| 1 | N/A | |
| 2 | | |
| All other program-related investments. See instructions. | | |
| 3 | | |
| Total. Add lines 1 through 3 | | 0. |

Form 990-PF (2012)

**HENRY AND ETTA RAYE HIRSCH HERITAGE
FOUNDATION, INC.**

Form 990-PF (2012)

90-0292867 Page 8

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 | 704,758. |
| b | Average of monthly cash balances | 1b | 1,375,928. |
| c | Fair market value of all other assets | 1c | |
| d | Total (add lines 1a, b, and c) | 1d | 2,080,686. |
| 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 | 0. |
| 3 | Subtract line 2 from line 1d | 3 | 2,080,686. |
| 4 | Cash deemed held for charitable activities. Enter 1 1/2% of line 3 (for greater amount, see instructions) | 4 | 31,210. |
| 5 | Net value of noncharitable-use assets. Subtract line 4 from line 3. Enter here and on Part V, line 4 | 5 | 2,049,476. |
| 6 | Minimum investment return. Enter 5% of line 5 | 6 | 102,474. |

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 | 102,474. |
| 2a | Tax on investment income for 2012 from Part VI, line 5 | 2a | 876. |
| b | Income tax for 2012. (This does not include the tax from Part VI.) | 2b | |
| c | Add lines 2a and 2b | 2c | 876. |
| 3 | Distributable amount before adjustments. Subtract line 2c from line 1 | 3 | 101,598. |
| 4 | Recoveries of amounts treated as qualifying distributions | 4 | 0. |
| 5 | Add lines 3 and 4 | 5 | 101,598. |
| 6 | Deduction from distributable amount (see instructions) | 6 | 0. |
| 7 | Distributable amount as adjusted. Subtract line 6 from line 5. Enter here and on Part XIII, line 1 | 7 | 101,598. |

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 | 159,591. |
| b | Program-related investments - total from Part IX-B | 1b | 0. |
| 2 | Amounts paid to acquire assets used (or held for use) directly in carrying out charitable, etc., purposes | 2 | |
| 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 | 159,591. |
| 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 | 5 | 0. |
| 6 | Adjusted qualifying distributions. Subtract line 5 from line 4 | 6 | 159,591. |

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)

**HENRY AND ETTA RAYE HIRSCH HERITAGE
FOUNDATION, INC.**

Form 990-PF (2012)

90-0292867 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 | | | | 101,598. |
| 2 Undistributed income, if any, as of the end of 2012 | | | | |
| a Enter amount for 2011 only | | | 0. | |
| b Total for prior years: | | 0. | | |
| 3 Excess distributions carryover, if any, to 2012: | | | | |
| a From 2007 | 278,688. | | | |
| b From 2008 | 261,282. | | | |
| c From 2009 | | | | |
| d From 2010 | 515,047. | | | |
| e From 2011 | 124,848. | | | |
| f Total of lines 3a through e | 1,179,865. | | | |
| 4 Qualifying distributions for 2012 from Part XII, line 4: ► \$ | 159,591. | | | |
| a Applied to 2011, but not more than line 2a | | | 0. | |
| b Applied to undistributed income of prior years (Election required - see instructions) | | 0. | | |
| c Treated as distributions out of corpus (Election required - see instructions) | 0. | | | |
| d Applied to 2012 distributable amount | | | | 101,598. |
| e Remaining amount distributed out of corpus | 57,993. | | | |
| 5 Excess distributions carryover applied to 2012 (If an amount appears in column (d), the same amount must be shown in column (a)) | 0. | | | 0. |
| 6 Enter the net total of each column as indicated below: | | | | |
| a Corpus. Add lines 3f, 4c, and 4e. Subtract line 5 | 1,237,858. | | | |
| b Prior years' undistributed income. Subtract line 4b from line 2b | | 0. | | |
| 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 | | 0. | | |
| d Subtract line 6c from line 6b. Taxable amount - see instructions | | 0. | | |
| e Undistributed income for 2011. Subtract line 4a from line 2a. Taxable amount - see instr. | | | 0. | |
| 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) | 0. | | | |
| 8 Excess distributions carryover from 2007 not applied on line 5 or line 7 | 278,688. | | | |
| 9 Excess distributions carryover to 2013. Subtract lines 7 and 8 from line 6a | 959,170. | | | |
| 10 Analysis of line 9: | | | | |
| a Excess from 2008 | 261,282. | | | |
| b Excess from 2009 | | | | |
| c Excess from 2010 | 515,047. | | | |
| d Excess from 2011 | 124,848. | | | |
| e Excess from 2012 | 57,993. | | | |

90-0292867 Page 10

N/A

- 2012.04040 HENRY AND ETTA RAYE HIRSCH 33973_1

**HENRY AND ETTA RAYE HIRSCH HERITAGE
FOUNDATION, INC.**

Form 990-PF (2012)

90-0292867 Page 11

Part XV **Supplementary Information** (continued)

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

| Recipient | If recipient is an individual, show any relationship to any foundation manager or substantial contributor | Foundation status of recipient | Purpose of grant or contribution | Amount |
|--|---|--------------------------------|----------------------------------|----------|
| Name and address (home or business) | | | | |
| a Paid during the year | | | | |
| ADAPTIVE LEARNING CENTER 736 JOHNSON FERRY ROAD MARIETTA, GA 30068 | N/A | N/A | UNRESTRICTED | 180. |
| AHAVATH ACHIM SYNAGOGUE 600 PEACHTREE BATTLE AVENUE NW ATLANTA, GA 30327 | N/A | N/A | UNRESTRICTED | 180. |
| ALLIANCE THEATER ANNUAL FUND 1280 PEACHTREE STREET NE ATLANTA, GA 30309 | N/A | N/A | UNRESTRICTED | 1,500. |
| AMERICAN ISTAEL EDUCATION FOUNDATION 800 EIGHTH STREET NW WASHINGTON, DC 20001 | N/A | N/A | UNRESTRICTED | 30,000. |
| AMERICAN JEWISH COMMITTEE 20 S. CHARLES ST #412 BALTIMORE, MD 21201 | N/A | N/A | UNRESTRICTED | 3,000. |
| Total SEE CONTINUATION SHEET(S) ▶ 3a | | | | 159,591. |
| b Approved for future payment | | | | |
| NONE | | | | |
| | | | | |
| | | | | |
| Total ▶ 3b | | | | 0 |

Form 990-PF (2012)

223611
12-05-12

2012.04040 HENRY AND ETTA RAYE HIRSCH 33973 1

Schedule B(Form 990, 990-EZ,
or 990-PF)Department of the Treasury
Internal Revenue Service**Schedule of Contributors**

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

OMB No 1545-0047

2012

Name of the organization

HENRY AND ETTA RAYE HIRSCH HERITAGE
FOUNDATION, INC.

Employer identification number

90-0292867

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).

LHA For Paperwork Reduction Act Notice, see the Instructions for Form 990, 990-EZ, or 990-PF. Schedule B (Form 990, 990-EZ, or 990-PF) (2012)

| | |
|---|---|
| Name of organization HENRY AND ETTA RAYE HIRSCH HERITAGE FOUNDATION, INC. | Employer identification number 90-0292867 |
|---|---|

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 |
|------------|---|----------------------------|--|
| <u>1</u> | <u>ETTA RAYE HIRSCH</u> <u>4580 HARRIS TRAIL</u> <u>ATLANTA, GA 30327</u> | \$ <u>700,000.</u> | 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.) |
| | | \$ | Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II if there is a noncash contribution) |

Name of organization

HENRY AND ETTA RAYE HIRSCH HERITAGE
FOUNDATION, INC.

Employer identification number

90-0292867

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 |
|------------------------------|--|--|----------------------|
| | | \$ | |
| | | \$ | |
| | | \$ | |
| | | \$ | |
| | | \$ | |
| | | \$ | |
| | | \$ | |
| | | \$ | |
| | | \$ | |

Name of organization

HENRY AND ETTA RAYE HIRSCH HERITAGE
FOUNDATION, INC.

Employer identification number

90-0292867

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) ► \$

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 | |
| | | | |
| | | | |

| FORM 990-PF | OTHER INVESTMENTS | STATEMENT | 7 |
|--|-------------------|------------|-------------------|
| DESCRIPTION | VALUATION METHOD | BOOK VALUE | FAIR MARKET VALUE |
| FIXED INCOME | FMV | 87,180. | 87,180. |
| ACTIVE EQUITY | FMV | 594,873. | 594,873. |
| ALTERNATIVE ASSETS | FMV | 538,284. | 538,284. |
| PASSIVE EQUITY | FMV | 308,978. | 308,978. |
| PLAINS ALL AMERICAN PIPELINE | COST | 11,268. | 11,268. |
| PENN VIRGINIA RESOURCE PARTNERS | COST | 6,245. | 6,245. |
| TOTAL TO FORM 990-PF, PART II, LINE 13 | | 1,546,828. | 1,546,828. |

| FORM 990-PF | OTHER LIABILITIES | STATEMENT | 8 |
|--|-------------------|------------|---------|
| DESCRIPTION | BOY AMOUNT | EOY AMOUNT | |
| FEDERAL TAXES PAYABLE | 418. | 885. | |
| CREDIT CARD PAYABLE | 0. | 38,799. | |
| TOTAL TO FORM 990-PF, PART II, LINE 22 | | 418. | 39,684. |

FORM 990-PF

PART VIII - LIST OF OFFICERS, DIRECTORS
TRUSTEES AND FOUNDATION MANAGERS

STATEMENT 12

| NAME AND ADDRESS | TITLE AND AVRG HRS/WK | COMPEN- SATION | EMPLOYEE BEN PLAN CONTRIB | EXPENSE ACCOUNT |
|---|--------------------------|-------------------|------------------------------|--------------------|
| ETTA RAYE HIRSCH 4580 TRAIL NW ATLANTA, GA 30327 | DIRECTOR 1.00 | 0. | 0. | 0. |
| LISA HIRSCH GREENBERG 665 WIDGEON LN NW ATLANTA, GA 30327 | DIRECTOR 1.00 | 0. | 0. | 0. |
| SETH GREENBERG 665 WIDGEON LN NW ATLANTA, GA 30327 | DIRECTOR 1.00 | 0. | 0. | 0. |
| DAVID A. HIRSCH 4875 POWERS FERRY RD NW ATLANTA, GA 30327 | DIRECTOR 1.00 | 0. | 0. | 0. |
| MICHELE HIRSCH 4875 POWERS FERRY RD NW ATLANTA, GA 30327 | DIRECTOR 1.00 | 0. | 0. | 0. |
| TOTALS INCLUDED ON 990-PF, PAGE 6, PART VIII | | 0. | 0. | 0. |

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 | FIXED INCOME, LLC | P | VARIOUS | 12/31/12 |
| b | FIXED INCOME, LLC | P | VARIOUS | 12/31/12 |
| c | ACTIVE EQUITY, LLC | P | VARIOUS | 12/31/12 |
| d | ACTIVE EQUITY, LLC | P | VARIOUS | 12/31/12 |
| e | PASSIVE EQUITY, LLC | P | VARIOUS | 12/31/12 |
| f | PASSIVE EQUITY, LLC | P | VARIOUS | 12/31/12 |
| g | ALTERNATIVE ASSETS, LLC | P | VARIOUS | 12/31/12 |
| h | ALTERNATIVE ASSETS, LLC | P | VARIOUS | 12/31/12 |
| i | | | | |
| j | | | | |
| k | | | | |
| l | | | | |
| m | | | | |
| n | | | | |
| o | | | | |

| (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 | | 1,649. | -1,649. |
| b | | 881. | -881. |
| c | 8,365. | | 8,365. |
| d | 14,532. | | 14,532. |
| e | 4,264. | | 4,264. |
| f | 2,342. | | 2,342. |
| g | 3,639. | | 3,639. |
| h | 8,730. | | 8,730. |
| i | | | |
| j | | | |
| k | | | |
| l | | | |
| m | | | |
| n | | | |
| o | | | |

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) Losses (from col. (h)) Gains (excess of col. (h) gain over col. (k), but not less than "-0-") |
|---------------------------|--------------------------------------|---|---|
| a | | | -1,649. |
| b | | | -881. |
| c | | | 8,365. |
| d | | | 14,532. |
| e | | | 4,264. |
| f | | | 2,342. |
| g | | | 3,639. |
| h | | | 8,730. |
| i | | | |
| j | | | |
| k | | | |
| l | | | |
| m | | | |
| n | | | |
| o | | | |

| | | |
|---|---|---------|
| 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 | 39,342. |
| 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). If (loss), enter "-0-" in Part I, line 8 } | 3 | N/A |

Part XV Supplementary Information

| 3 Grants and Contributions Paid During the Year (Continuation) | | | | |
|--|--|--------------------------------------|-------------------------------------|-----------------|
| 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 |
| AMIT 817 BROADWAY NEW YORK, NY 10003 | N/A | N/A | UNRESTRICTED | 1,800. |
| ANTI-DEFAMATION LEAGUE 605 THIRD AVENUE NEW YORK, NY 10158 | N/A | N/A | UNRESTRICTED | 1,200. |
| ATLANTA SCHOLARS KOLLEL 1959 LAVISTA RD NE ATLANTA, GA 30329 | N/A | N/A | UNRESTRICTED | 4,336. |
| ATLANTA WOMEN'S FOUNDATION 50 HURT PLAZA SE STE 401 ATLANTA, GA 30303 | N/A | N/A | UNRESTRICTED | 950. |
| CONGREGATION B'NAI TORAH 700 MOUNT VERNON HIGHWAY NE ATLANTA, GA 30328 | N/A | N/A | UNRESTRICTED | 2,476. |
| CONGREGATION BETH JACOB 1855 LAVISTA RD NE ATLANTA, GA 30329 | N/A | N/A | UNRESTRICTED | 1,644. |
| FRIENDS OF THE IDF NEW YORK 1430 BROADWAY STE 1301 NEW YORK, NY 10018 | N/A | N/A | UNRESTRICTED | 1,360. |
| GREENFIELD HEBREW ACADEMY 5200 NORTHLAND DRIVE ATLANTA, GA 30342 | N/A | N/A | UNRESTRICTED | 5,450. |
| HADASSAH 50 WEST 58TH STREET NEW YORK, NY 10019 | N/A | N/A | UNRESTRICTED | 1,800. |
| HILLELS OF GEORGIA 732 GATEWOOD ROAD NE ATLANTA, GA 30329 | N/A | N/A | UNRESTRICTED | 5,000. |
| Total from continuation sheets | | | | 124,731. |

Part XV Supplementary Information**3 Grants and Contributions Paid During the Year (Continuation)**

| 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 |
|---|--|--------------------------------------|-------------------------------------|--------|
| IAN'S FRIENDS FOUNDATION 855 MARSEILLES DRIVE ATLANTA, GA 30327 | N/A | N/A | UNRESTRICTED | 5,000. |
| JEWISH HEALTHCARE FOUNDATION 650 SMITHFIELD STREET PITTSBURGH, PA 15222 | N/A | N/A | UNRESTRICTED | 200. |
| MARCUS JEWISH COMMUNITY CENTER 5342 TILLY MILL ROAD DUNWOODY, GA 30338 | N/A | N/A | UNRESTRICTED | 1,800. |
| MISC. CHARITABLE CONTRIBUTIONS | N/A | N/A | UNRESTRICTED | 200. |
| PACE ACADEMY 966 WEST PACES FERRY ROAD NW ATLANTA, GA 30327 | N/A | N/A | UNRESTRICTED | 6,900. |
| PAN MASS CHALLENGE 77 4TH AVENUE NEEDHAM, MA 02494 | N/A | N/A | UNRESTRICTED | 250. |
| SANDY SPRINGS POLICE BENEVOLENT ASSOCIATION 2 RAVINIA DRIVE STE 1630 ATLANTA, GA 30346 | N/A | N/A | UNRESTRICTED | 100. |
| TEMIMA HIGH SCHOOL 1985-B LAVISTA ROAD ATLANTA, GA 30329 | N/A | N/A | UNRESTRICTED | 2,850. |
| TENNESSEE PARKINSONS 4205 HILLSBORO PIKE STE 317 NASHVILLE, TN 37215 | N/A | N/A | UNRESTRICTED | 250. |
| THE EPSTEIN SCHOOL 335 COLEWOOD WAY NW SANDY SPRINGS, GA 30328 | N/A | N/A | UNRESTRICTED | 3,600. |
| Total from continuation sheets | | | | |

Part XV Supplementary Information**3 Grants and Contributions Paid During the Year (Continuation)**

| 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 |
|--|--|--------------------------------------|-------------------------------------|---------|
| THE WEBER SCHOOL 6751 ROSWELL ROAD ATLANTA, GA 30328 | N/A | N/A | UNRESTRICTED | 2,500. |
| TORAH DAY SCHOOL 1985 LAVISTA RD NE ATLANTA, GA 30329 | N/A | N/A | UNRESTRICTED | 2,500. |
| UNITED HATZALAH OF ISRAEL 208 EAST 51ST STREET STE 303 NEW YORK, NY 10022 | N/A | N/A | UNRESTRICTED | 1,800. |
| WEINSTEIN HOSPICE 3150 HOWELL MILL RD. NW ATLANTA, GA 30327 | N/A | N/A | UNRESTRICTED | 460. |
| WILLIAM BREMAN JEWISH HOME 3150 HOWELL MILL RD. NW ATLANTA, GA 30327 | N/A | N/A | UNRESTRICTED | 2,450. |
| WILLIAM BREMAN JEWISH MUSEUM 1440 SPRING ST. NW ATLANTA, GA 30309 | N/A | N/A | UNRESTRICTED | 250. |
| WIPHAN CARE MINISTRIES 551 COX ROAD ROSWELL, GA 30075 | N/A | N/A | UNRESTRICTED | 1,500. |
| WORLD ORT 2152 RALPH AVENUE 146 BROOKLYN, NY 11234 | N/A | N/A | UNRESTRICTED | 5,000. |
| YESHIVA ATLANTA 3130 RAYMOND DR. DORAVILLE, GA 30340 | N/A | N/A | UNRESTRICTED | 2,575. |
| AMERICAN JEWISH JOINT DISTRIBUTION COMMITTEE 711 THIRD AVENUE 10TH FLOOR NEW YORK, NY 10017 | N/A | N/A | UNRESTRICTED | 15,000. |
| Total from continuation sheets | | | | |

Part XV Supplementary Information**3 Grants and Contributions Paid During the Year (Continuation)**

| 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 |
|---|--|--------------------------------------|-------------------------------------|---------|
| ATLANTA COMMUNITY FOOD BANK 732 JOSEPH E. LOWERY BLVD NW ATLANTA, GA 30318 | N/A | N/A | UNRESTRICTED | 75. |
| CONGREGATION ETZ CHAIM 1190 INDIAN HILLS PARKWAY MARIETTA, GA 30068 | N/A | N/A | UNRESTRICTED | 75. |
| DAVIS ACADEMY 8105 ROBERTS DRIVE ATLANTA, GA 30350 | N/A | N/A | UNRESTRICTED | 2,500. |
| JEWISH FAMILY & CAREER SERVICES 4549 CHAMBLEE DUNWOODY ROAD ATLANTA, GA 30338 | N/A | N/A | UNRESTRICTED | 30,000. |
| JRGA ENDOWMENT CARA UROSA 9 BELGRADE, SERBIA | N/A | N/A | UNRESTRICTED | 9,000. |
| MOTHER'S MILK BANK OF NEW ENGLAD 101 CLAREMONT ST NEWTON, MA 02458 | N/A | N/A | UNRESTRICTED | 1,000. |
| DRAKE HOUSE 10500 CLARA DRIVE ROSWELL, GA 30075 | N/A | N/A | UNRESTRICTED | 200. |
| THE TEMPLE 1589 PEACHTREE STREET NE ATLANTA, GA 30309 | N/A | N/A | UNRESTRICTED | 500. |
| U.S. HOLOCAUST MUSEUM 100 RAOUL WALLENBERG PL SW WASHINGTON, DC 20024 | N/A | N/A | UNRESTRICTED | 180. |
| Total from continuation sheets | | | | |

HENRY & ETTA RAYE HIRSCH HERITAGE FOUNDATION
SCHEDULE OF AVERAGE FAIR MARKET VALUE
FYE 12/31/12

| EOY | | Merrill Lynch | | Fixed Income | Active Equity | Alternative Assets | Passive | | AVG |
|-----------|----|---------------|-----------|--------------|---------------|--------------------|---------|------------|-----------|
| | | Cash 4002 | AVG Cash | | | | Equity | Securities | |
| DECEMBER | 11 | 1,501,067 | | 25,746 | 252,527 | 168,803 | 106,418 | | |
| JANUARY | 12 | 1,501,509 | 1,501,288 | 26,147 | 293,853 | 171,196 | 82,927 | | 563,808 |
| FEBRUARY | 12 | 1,485,009 | 1,493,259 | 26,302 | 284,540 | 175,210 | 105,278 | | 582,727 |
| MARCH | 12 | 1,480,559 | 1,482,784 | 26,177 | 288,221 | 176,832 | 105,305 | | 593,933 |
| APRIL | 12 | 1,469,881 | 1,475,220 | 26,319 | 288,650 | 177,531 | 104,370 | | 596,703 |
| MAY | 12 | 1,468,178 | 1,469,029 | 23,238 | 270,720 | 174,421 | 99,724 | | 582,487 |
| JUNE | 12 | 1,465,791 | 1,466,985 | 23,028 | 279,088 | 173,622 | 102,516 | | 573,179 |
| JULY | 12 | 1,465,912 | 1,465,852 | 22,935 | 285,631 | 175,338 | 104,045 | | 583,102 |
| AUGUST | 12 | 1,463,962 | 1,464,937 | 23,155 | 290,912 | 177,059 | 105,698 | | 592,387 |
| SEPTEMBER | 12 | 1,426,240 | 1,445,101 | 57,577 | 293,921 | 178,659 | 79,421 | | 603,201 |
| OCTOBER | 12 | 1,426,192 | 1,426,216 | 86,959 | 224,645 | 179,261 | 116,342 | | 608,393 |
| NOVEMBER | 12 | 519,625 | 972,908 | 87,773 | 504,162 | 530,834 | 386,147 | | 1,058,062 |
| DECEMBER | 12 | 1,175,499 | 847,562 | 87,180 | 594,872 | 538,284 | 308,978 | | 1,519,115 |

AVG MONTHLY FMV CASH \$ 1,375,928.43

AVG MONTHLY FMV SECURITIES 704,758

FORM 990-PF INTEREST ON SAVINGS AND TEMPORARY CASH INVESTMENTS STATEMENT 1

| SOURCE | AMOUNT |
|--|---------|
| ACTIVE EQUITY | 596. |
| ALTERNATIVE ASSETS | 7,323. |
| FIXED INCOME | 915. |
| MERRILL LYNCH - 04002 | 1,159. |
| PASSIVE EQUITY | 4. |
| PLAINS ALL AMERICAN PIPELINE | 6. |
| TOTAL TO FORM 990-PF, PART I, LINE 3, COLUMN A | 10,003. |

FORM 990-PF DIVIDENDS AND INTEREST FROM SECURITIES STATEMENT 2

| SOURCE | GROSS AMOUNT | CAPITAL GAINS DIVIDENDS | COLUMN (A) AMOUNT |
|----------------------------------|--------------|----------------------------|----------------------|
| ACTIVE EQUITY | 8,139. | 0. | 8,139. |
| ALTERNATIVE ASSETS | 2,735. | 0. | 2,735. |
| FIXED INCOME | 615. | 0. | 615. |
| PASSIVE EQUITY | 4,279. | 0. | 4,279. |
| PLAINS ALL AMERICAN PIPELINE | 14. | 0. | 14. |
| TOTAL TO FM 990-PF, PART I, LN 4 | 15,782. | 0. | 15,782. |

FORM 990-PF OTHER INCOME STATEMENT 3

| DESCRIPTION | (A) REVENUE PER BOOKS | (B) NET INVEST- MENT INCOME | (C) ADJUSTED NET INCOME |
|--|-----------------------------|-----------------------------------|-------------------------------|
| OTHER PORTFOLIO INCOME - ACTIVE EQUITY | -3. | -3. | 0. |
| OTHER PORTFOLIO INCOME - PASSIVE EQUITY | 43. | 43. | 0. |
| OTHER PORTFOLIO INCOME - ALTERNATIVE ASSETS | 1,053. | 1,053. | 0. |
| OTHER PORTFOLIO INCOME - PLAINS ALL AMERICAN PIPELINE | 980. | 980. | 0. |
| OTHER PORTFOLIO INCOME - PENN VIRGINIA | 150. | 150. | 0. |
| TOTAL TO FORM 990-PF, PART I, LINE 11 | 2,223. | 2,223. | 0. |

| FORM 990-PF | ACCOUNTING FEES | | | STATEMENT | 4 |
|------------------------------|------------------------------|-----------------------------------|-------------------------------|-------------------------------|---|
| DESCRIPTION | (A) EXPENSES PER BOOKS | (B) NET INVEST- MENT INCOME | (C) ADJUSTED NET INCOME | (D) CHARITABLE PURPOSES | |
| | 5,200. | 5,200. | 0. | 0. | |
| TO FORM 990-PF, PG 1, LN 16B | 5,200. | 5,200. | 0. | 0. | |

| FORM 990-PF | TAXES | | | STATEMENT | 5 |
|-----------------------------|------------------------------|-----------------------------------|-------------------------------|-------------------------------|---|
| DESCRIPTION | (A) EXPENSES PER BOOKS | (B) NET INVEST- MENT INCOME | (C) ADJUSTED NET INCOME | (D) CHARITABLE PURPOSES | |
| IRS | 876. | 0. | 0. | 0. | |
| FOREIGN TAXES PAID | 616. | 616. | 0. | 0. | |
| TO FORM 990-PF, PG 1, LN 18 | 1,492. | 616. | 0. | 0. | |

| FORM 990-PF | OTHER EXPENSES | | | STATEMENT | 6 |
|------------------------------------|------------------------------|-----------------------------------|-------------------------------|-------------------------------|---|
| DESCRIPTION | (A) EXPENSES PER BOOKS | (B) NET INVEST- MENT INCOME | (C) ADJUSTED NET INCOME | (D) CHARITABLE PURPOSES | |
| BANK CHARGES | 93. | 93. | 0. | 0. | |
| FIXED INCOME EXPENSES | 190. | 190. | 0. | 0. | |
| ACTIVE EQUITY EXPENSES | 2,819. | 2,819. | 0. | 0. | |
| PASSIVE EQUITY EXPENSES | 988. | 988. | 0. | 0. | |
| ALTERNATIVE ASSETS EXPENSES | 12,577. | 12,577. | 0. | 0. | |
| BUSINESS LICENSE | 50. | 50. | 0. | 0. | |
| PENN VIRGINIA RESOURCE PARTNERS | 13. | 13. | 0. | 0. | |
| NONDEDUCTIBLE EXPENSES | 60. | 0. | 0. | 0. | |
| TO FORM 990-PF, PG 1, LN 23 | 16,790. | 16,730. | 0. | 0. | |

- If you are filing for an **Additional (Not Automatic) 3-Month Extension**, complete only **Part II** and check this box ☒ **X**

Note. Only complete Part II if you have already been granted an automatic 3-month extension on a previously filed Form 8868.

- If you are filing for an **Automatic 3-Month Extension**, complete only **Part I** (on page 1).

Part II Additional (Not Automatic) 3-Month Extension of Time. Only file the original (no copies needed).

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 HENRY AND ETTA RAYE HIRSCH HERITAGE FOUNDATION, INC. | Employer identification number (EIN) or 90-0292867 |
| | Number, street, and room or suite no. If a P.O. box, see instructions. 2700 DELK ROAD, NO. 100 | Social security number (SSN) |
| | City, town or post office, state, and ZIP code For a foreign address, see instructions. MARIETTA, GA 30067 | |

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-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 |

STOP! Do not complete Part II if you were not already granted an automatic 3-month extension on a previously filed Form 8868.

DAVID HIRSCH

- The books are in the care of **2700 DELK ROAD SUITE 100 - MARIETTA, GA 30067**
Telephone No. **770-257-0125** FAX No. **770-952-5922**

- 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.

4 I request an additional 3-month extension of time until **NOVEMBER 15, 2013**

5 For calendar year **2012**, or other tax year beginning _____, and ending _____

6 If the tax year entered in line 5 is for less than 12 months, check reason. ☐ Initial return ☐ Final return
☐ Change in accounting period

7 State in detail why you need the extension

ADDITIONAL INFORMATION IS NEEDED TO FILE A COMPLETE AND ACCURATE TAX RETURN.

| | | | |
|---|-----------|----|-----------|
| 8a 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. | 8a | \$ | 0. |
| 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 and any amount paid previously with Form 8868 | 8b | \$ | 0. |
| c Balance due. Subtract line 8b from line 8a. Include your payment with this form, if required, by using EFTPS (Electronic Federal Tax Payment System). See instructions. | 8c | \$ | 0. |

Signature and Verification must be completed for Part II only.

Under penalties of perjury, I declare that I have examined this form, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete, and that I am authorized to prepare this form.

Signature ☐

Title **CPA**

Date ☐

Form 8868 (Rev. 1-2013)

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

Note. Only complete Part II if you have already been granted an automatic 3-month extension on a previously filed Form 8868.

- If you are filing for an **Automatic 3-Month Extension**, complete only **Part I** (on page 1)

Part II Additional (Not Automatic) 3-Month Extension of Time. Only file the original (no copies needed).

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 HENRY AND ETTA RAYE HIRSCH HERITAGE FOUNDATION, INC. | Employer identification number (EIN) or 90-0292867 |
| | Number, street, and room or suite no. If a P.O. box, see instructions. 2700 DELK ROAD, NO. 100 | Social security number (SSN) |
| | City, town or post office, state, and ZIP code. For a foreign address, see instructions. MARIETTA, GA 30067 | |

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-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 |

STOP! Do not complete Part II if you were not already granted an automatic 3-month extension on a previously filed Form 8868.

DAVID HIRSCH

- The books are in the care of **2700 DELK ROAD SUITE 100 - MARIETTA, GA 30067**
Telephone No. **770-257-0125** FAX No. **770-952-5922**

- 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

4 I request an additional 3-month extension of time until **NOVEMBER 15, 2013.**

5 For calendar year **2012**, or other tax year beginning _____, and ending _____

6 If the tax year entered in line 5 is for less than 12 months, check reason: ☐ Initial return ☐ Final return
☐ Change in accounting period

7 State in detail why you need the extension

ADDITIONAL INFORMATION IS NEEDED TO FILE A COMPLETE AND ACCURATE TAX RETURN.

| | | | |
|--|-----------|----|-----------|
| 8a 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. | 8a | \$ | 0. |
| 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 and any amount paid previously with Form 8868. | 8b | \$ | 0. |
| c Balance due. Subtract line 8b from line 8a. Include your payment with this form, if required, by using EFTPS (Electronic Federal Tax Payment System) See instructions. | 8c | \$ | 0. |

Signature and Verification must be completed for Part II only.

Under penalties of perjury, I declare that I have examined this form, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete, and that I am authorized to prepare this form.

Signature ☐

Title **CPA**

Date ☐

Form 8868 (Rev. 1-2013)