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Part IIIStatement of Program Service Accomplishments

Check if Schedule O contains a response to any question in this Part III

1

Briefly describe the organization’s mission

THE CAMPAIGN'S PRIMARY GOAL IS TO MINIMIZE TOBACCO USE AND EXPOSURE TO SECONDHAND SMOKE, ESPECIALLY AMONG CHILDREN, BY CREATING MORE CONDUCTIVE POLITICAL, LEGAL, MEDIA, ECONOMIC AND ETHICAL ENVIRONMENTS FOR ENACTING CONSTRUCTIVE PUBLIC AND PRIVATE POLICY CHANGES TO ACCOMPLISH THIS GOAL, THE CAMPAIGN SEEKS DIVERSITY AMONG ITS STAFF AND ENCOURAGES AND SUPPORTS DIFFERENCES IN IDEAS, WORK STYLES AND PERSPECTIVES IN ORDER TO PRODUCE A MORE CREATIVE, EFFECTIVE AND COMMITTEE TEAM THAT CAN WORK EFFECTIVELY WITH DIVERSE ORGANIZATIONS AND COMMUNITIES

2

Did the organization undertake any significant program services during the year which were not listed on the prior Form 990 or 990-EZ?

If “Yes,” describe these new services on Schedule O

3

Did the organization cease conducting, or make significant changes in how it conducts, any program services?

If “Yes,” describe these changes on Schedule O

4

Describe the organization’s program service accomplishments for each of its three largest program services, as measured by expenses Section 501(c)(3) and 501(c)(4) organizations are required to report the amount of grants and allocations to others, the total expenses, and revenue, if any, for each program service reported

4a

(Code) (Expenses \$ 9,496,382 including grants of \$ 1,366,904) (Revenue \$)

INTERNATIONAL PROGRAMS EDUCATED THE AMERICAN PUBLIC, HEALTH OFFICIALS, POLICY MAKERS, AND A VARIETY OF DOMESTIC AND IN-COUNTRY NON-PROFITS ABOUT THE NEED FOR INTERNATIONAL TOBACCO CONTROL EFFORTS AND THE DOMESTIC AND GLOBAL SIGNIFICANCE OF THE WORLD HEALTH ORGANIZATION'S FRAMEWORK CONVENTION ON TOBACCO CONTROL, PROMOTED ADVOCACY EFFORTS IN SUPPORT OF TOBACCO CONTROL POLICIES THAT REDUCE TOBACCO USE IN LOW AND MIDDLE-INCOME COUNTRIES, PROVIDED A WIDE RANGE OF ASSISTANCE TO THOSE WORKING ON POLICY ADVOCACY CAMPAIGNS, INCLUDING STRATEGIC PLANNING, CAMPAIGN IMPLEMENTATION, COMMUNICATIONS AND MEDIA OUTREACH, POLICY RESEARCH AND LEGAL DRAFTING ANALYSIS, SPONSORED A "JUDY WILKENFELD AWARD FOR INTERNATIONAL TOBACCO CONTROL EXCELLENCE" TO SUPPORT UP-AND-COMING INTERNATIONAL ADVOCATES WHO HAVE MADE A MAJOR CONTRIBUTION TO REDUCING TOBACCO USE

4b

(Code) (Expenses \$ 4,872,114 including grants of \$ 2,153,710) (Revenue \$)

ADVOCACY AND TECHNICAL ASSISTANCE PROVIDED EXTENSIVE TECHNICAL INFORMATION AND ASSISTANCE TO ORGANIZATIONS AT THE NATIONAL, STATE AND LOCAL LEVELS, SPONSORED A GRANT PROGRAM FOR STATE AND LOCALLY-BASED CHARITIES TO SUPPORT NEW EFFORTS TO REDUCE TOBACCO USE BY CHILDREN, MAINTAINED RELATIONSHIPS WITH POLICY-MAKERS AT THE FEDERAL LEVEL TO PROMOTE PUBLIC HEALTH-ORIENTED POLICIES RESEARCH CONDUCTED SECONDARY AND PRIMARY RESEARCH TO SUPPORT ORGANIZATION-WIDE ADVOCACY AND COMMUNICATION EFFORTS, IMPLEMENTED MESSAGE DEVELOPMENT AND TESTING FOR COMMUNICATIONS, MONITORING PUBLIC OPINION, POLICY ANALYSIS AND PRODUCING INFORMATION ON TOBACCO INDUSTRY MARKETING PRACTICES AND THEIR EFFECTS, DEVELOPED AND REFINED ORGANIZATION-WIDE RESEARCH STRATEGIES AND TACTICS, CREATED FACT SHEETS, BRIEFING PAPERS AND MEDIA MATERIALS

4c

(Code) (Expenses \$ 1,267,285 including grants of \$ 47,500) (Revenue \$)

PUBLIC INFORMATION AND COMMUNICATIONS PLANNED AND EXECUTED A COMPREHENSIVE PUBLIC EDUCATION CAMPAIGN DISSEMINATING TIMELY, UP-TO-DATE INFORMATION TO THE MEDIA AND GENERAL PUBLIC REGARDING TOBACCO USE BY CHILDREN, PRIMARILY VIA MEDIA RELATIONS AND ADVERTISING, SPONSORED A GRANT PROGRAM FOR STATE AND LOCALLY-BASED CHARITIES TO CONDUCT EDUCATION ADVERTISING, SPONSORED A NATIONAL "KICK BUTTS DAY" PROGRAM TO INVOLVE SCHOOL-AGED CHILDREN IN EFFORTS TO PREVENT THE SALE AND MARKETING OF TOBACCO PRODUCTS TO KIDS, AND SPONSORED A NATIONAL "YOUTH ADVOCATES OF THE YEAR" AWARDS PROGRAM, INCLUDING A "YOUTH ADVOCACY SYMPOSIUM" WHERE CURRENT AND PAST AWARD WINNERS PARTICIPATE IN ADVOCACY EVENTS AND TRAINING

(Code) (Expenses \$ 482,616 including grants of \$) (Revenue \$)

CONSTITUENT RELATIONS AND OUTREACH MAINTAINED AND EXPANDED RELATIONSHIPS WITH 140 PARTNER ORGANIZATIONS, ENGAGED INDIVIDUAL ADVOCATES IN SUPPORT OF THE CAMPAIGN'S ACTIVITIES

4d

Other program services (Describe in Schedule O)

(Expenses \$ 482,616 including grants of \$) (Revenue \$)

4e

Total program service expenses

16,118,397

Part IV

Checklist of Required Schedules

	Yes	No
1 Is the organization described in section 501(c)(3) or 4947(a)(1) (other than a private foundation)? <i>If "Yes," complete Schedule A</i> 	Yes	
2 Is the organization required to complete <i>Schedule B, Schedule of Contributors</i> (see instructions)? 	Yes	
3 Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for public office? <i>If "Yes," complete Schedule C, Part I</i> 		No
4 Section 501(c)(3) organizations. Did the organization engage in lobbying activities, or have a section 501(h) election in effect during the tax year? <i>If "Yes," complete Schedule C, Part II</i> 	Yes	
5 Is the organization a section 501(c)(4), 501(c)(5), or 501(c)(6) organization that receives membership dues, assessments, or similar amounts as defined in Revenue Procedure 98-19? <i>If "Yes," complete Schedule C, Part III</i> 		No
6 Did the organization maintain any donor advised funds or any similar funds or accounts for which donors have the right to provide advice on the distribution or investment of amounts in such funds or accounts? <i>If "Yes," complete Schedule D, Part I</i> 		No
7 Did the organization receive or hold a conservation easement, including easements to preserve open space, the environment, historic land areas, or historic structures? <i>If "Yes," complete Schedule D, Part II</i> 		No
8 Did the organization maintain collections of works of art, historical treasures, or other similar assets? <i>If "Yes," complete Schedule D, Part III</i> 		No
9 Did the organization report an amount in Part X, line 21 for escrow or custodial account liability, serve as a custodian for amounts not listed in Part X, or provide credit counseling, debt management, credit repair, or debt negotiation services? <i>If "Yes," complete Schedule D, Part IV</i> 		No
10 Did the organization, directly or through a related organization, hold assets in temporarily restricted endowments, permanent endowments, or quasi-endowments? <i>If "Yes," complete Schedule D, Part V</i> 		No
11 If the organization's answer to any of the following questions is "Yes," then complete Schedule D, Parts VI, VII, VIII, IX, or X as applicable		
a Did the organization report an amount for land, buildings, and equipment in Part X, line 10? <i>If "Yes," complete Schedule D, Part VI</i> 	Yes	
b Did the organization report an amount for investments—other securities in Part X, line 12 that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part VII</i> 		No
c Did the organization report an amount for investments—program related in Part X, line 13 that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part VIII</i> 		No
d Did the organization report an amount for other assets in Part X, line 15 that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part IX</i> 		No
e Did the organization report an amount for other liabilities in Part X, line 25? <i>If "Yes," complete Schedule D, Part X</i> 	Yes	
f Did the organization's separate or consolidated financial statements for the tax year include a footnote that addresses the organization's liability for uncertain tax positions under FIN 48 (ASC 740)? <i>If "Yes," complete Schedule D, Part X</i> 	Yes	
12a Did the organization obtain separate, independent audited financial statements for the tax year? <i>If "Yes," complete Schedule D, Parts XI and XII</i> 	Yes	
b Was the organization included in consolidated, independent audited financial statements for the tax year? <i>If "Yes," and if the organization answered "No" to line 12a, then completing Schedule D, Parts XI and XII is optional</i> 		No
13 Is the organization a school described in section 170(b)(1)(A)(ii)? <i>If "Yes," complete Schedule E</i>		No
14a Did the organization maintain an office, employees, or agents outside of the United States?	Yes	
b Did the organization have aggregate revenues or expenses of more than \$10,000 from grantmaking, fundraising, business, investment, and program service activities outside the United States, or aggregate foreign investments valued at \$100,000 or more? <i>If "Yes," complete Schedule F, Parts I and IV</i> 	Yes	
15 Did the organization report on Part IX, column (A), line 3, more than \$5,000 of grants or assistance to any organization or entity located outside the United States? <i>If "Yes," complete Schedule F, Parts II and IV</i> 	Yes	
16 Did the organization report on Part IX, column (A), line 3, more than \$5,000 of aggregate grants or assistance to individuals located outside the United States? <i>If "Yes," complete Schedule F, Parts III and IV</i> 		No
17 Did the organization report a total of more than \$15,000 of expenses for professional fundraising services on Part IX, column (A), lines 6 and 11e? <i>If "Yes," complete Schedule G, Part I (see instructions)</i> 		No
18 Did the organization report more than \$15,000 total of fundraising event gross income and contributions on Part VIII, lines 1c and 8a? <i>If "Yes," complete Schedule G, Part II</i> 	Yes	
19 Did the organization report more than \$15,000 of gross income from gaming activities on Part VIII, line 9a? <i>If "Yes," complete Schedule G, Part III</i> 		No
20a Did the organization operate one or more hospital facilities? <i>If "Yes," complete Schedule H</i>		No
b If "Yes" to line 20a, did the organization attach a copy of its audited financial statements to this return?		

Part IV

Checklist of Required Schedules (continued)

21	Did the organization report more than \$5,000 of grants and other assistance to any government or organization in the United States on Part IX, column (A), line 1? <i>If "Yes," complete Schedule I, Parts I and II</i>	21	Yes	
22	Did the organization report more than \$5,000 of grants and other assistance to individuals in the United States on Part IX, column (A), line 2? <i>If "Yes," complete Schedule I, Parts I and III</i>	22	Yes	
23	Did the organization answer "Yes" to Part VII, Section A, line 3, 4, or 5 about compensation of the organization's current and former officers, directors, trustees, key employees, and highest compensated employees? <i>If "Yes," complete Schedule J</i>	23	Yes	
24a	Did the organization have a tax-exempt bond issue with an outstanding principal amount of more than \$100,000 as of the last day of the year, that was issued after December 31, 2002? <i>If "Yes," answer lines 24b through 24d and complete Schedule K. If "No," go to line 25</i>	24a		No
b	Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception?	24b		
c	Did the organization maintain an escrow account other than a refunding escrow at any time during the year to defease any tax-exempt bonds?	24c		
d	Did the organization act as an "on behalf of" issuer for bonds outstanding at any time during the year?	24d		
25a	Section 501(c)(3) and 501(c)(4) organizations. Did the organization engage in an excess benefit transaction with a disqualified person during the year? <i>If "Yes," complete Schedule L, Part I</i>	25a		No
b	Is the organization aware that it engaged in an excess benefit transaction with a disqualified person in a prior year, and that the transaction has not been reported on any of the organization's prior Forms 990 or 990-EZ? <i>If "Yes," complete Schedule L, Part I</i>	25b		No
26	Was a loan to or by a current or former officer, director, trustee, key employee, highest compensated employee, or disqualified person outstanding as of the end of the organization's tax year? <i>If "Yes," complete Schedule L, Part II</i>	26		No
27	Did the organization provide a grant or other assistance to an officer, director, trustee, key employee, substantial contributor or employee thereof, a grant selection committee member, or to a 35% controlled entity or family member of any of these persons? <i>If "Yes," complete Schedule L, Part III</i>	27		No
28	Was the organization a party to a business transaction with one of the following parties (see Schedule L, Part IV instructions for applicable filing thresholds, conditions, and exceptions)			
a	A current or former officer, director, trustee, or key employee? <i>If "Yes," complete Schedule L, Part IV</i>	28a		No
b	A family member of a current or former officer, director, trustee, or key employee? <i>If "Yes," complete Schedule L, Part IV</i>	28b		No
c	An entity of which a current or former officer, director, trustee, or key employee (or a family member thereof) was an officer, director, trustee, or direct or indirect owner? <i>If "Yes," complete Schedule L, Part IV</i>	28c		No
29	Did the organization receive more than \$25,000 in non-cash contributions? <i>If "Yes," complete Schedule M</i> . . .	29		No
30	Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation contributions? <i>If "Yes," complete Schedule M</i>	30		No
31	Did the organization liquidate, terminate, or dissolve and cease operations? <i>If "Yes," complete Schedule N, Part I</i>	31		No
32	Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? <i>If "Yes," complete Schedule N, Part II</i>	32		No
33	Did the organization own 100% of an entity disregarded as separate from the organization under Regulations sections 301.7701-2 and 301.7701-3? <i>If "Yes," complete Schedule R, Part I</i>	33		No
34	Was the organization related to any tax-exempt or taxable entity? <i>If "Yes," complete Schedule R, Part II, III, or IV, and Part V, line 1</i>	34	Yes	
35a	Did the organization have a controlled entity within the meaning of section 512(b)(13)?	35a		No
b	If 'Yes' to line 35a, did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of section 512(b)(13)? <i>If "Yes," complete Schedule R, Part V, line 2</i>	35b		
36	Section 501(c)(3) organizations. Did the organization make any transfers to an exempt non-charitable related organization? <i>If "Yes," complete Schedule R, Part V, line 2</i>	36	Yes	
37	Did the organization conduct more than 5% of its activities through an entity that is not a related organization and that is treated as a partnership for federal income tax purposes? <i>If "Yes," complete Schedule R, Part VI</i> . . .	37		No
38	Did the organization complete Schedule O and provide explanations in Schedule O for Part VI, lines 11b and 19? Note. All Form 990 filers are required to complete Schedule O	38	Yes	

Part V

Statements Regarding Other IRS Filings and Tax Compliance

Check if Schedule O contains a response to any question in this Part V

		Yes	No
1a	Enter the number reported in Box 3 of Form 1096. Enter -0- if not applicable.		
1b	Enter the number of Forms W-2G included in line 1a. Enter -0- if not applicable.		
1c	Did the organization comply with backup withholding rules for reportable payments to vendors and reportable gaming (gambling) winnings to prize winners?	Yes	
2a	Enter the number of employees reported on Form W-3, Transmittal of Wage and Tax Statements, filed for the calendar year ending with or within the year covered by this return.		
2b	If at least one is reported on line 2a, did the organization file all required federal employment tax returns? Note. If the sum of lines 1a and 2a is greater than 250, you may be required to e-file (see instructions).	Yes	
3a	Did the organization have unrelated business gross income of \$1,000 or more during the year?		No
3b	If "Yes," has it filed a Form 990-T for this year? If "No," provide an explanation in Schedule O.		
4a	At any time during the calendar year, did the organization have an interest in, or a signature or other authority over, a financial account in a foreign country (such as a bank account, securities account, or other financial account)?		No
b	If "Yes," enter the name of the foreign country: _____ See instructions for filing requirements for Form TD F 90-22.1, Report of Foreign Bank and Financial Accounts.		
5a	Was the organization a party to a prohibited tax shelter transaction at any time during the tax year?		No
5b	Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction?		No
5c	If "Yes," to line 5a or 5b, did the organization file Form 8886-T?		
6a	Does the organization have annual gross receipts that are normally greater than \$100,000, and did the organization solicit any contributions that were not tax deductible as charitable contributions?		No
6b	If "Yes," did the organization include with every solicitation an express statement that such contributions or gifts were not tax deductible?		
7	Organizations that may receive deductible contributions under section 170(c).		
7a	Did the organization receive a payment in excess of \$75 made partly as a contribution and partly for goods and services provided to the payor?	Yes	
7b	If "Yes," did the organization notify the donor of the value of the goods or services provided?	Yes	
7c	Did the organization sell, exchange, or otherwise dispose of tangible personal property for which it was required to file Form 8282?		No
7d	If "Yes," indicate the number of Forms 8282 filed during the year.		
7e	Did the organization receive any funds, directly or indirectly, to pay premiums on a personal benefit contract?		No
7f	Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contract?		No
7g	If the organization received a contribution of qualified intellectual property, did the organization file Form 8899 as required?		
7h	If the organization received a contribution of cars, boats, airplanes, or other vehicles, did the organization file a Form 1098-C?		
8	Sponsoring organizations maintaining donor advised funds and section 509(a)(3) supporting organizations. Did the supporting organization, or a donor advised fund maintained by a sponsoring organization, have excess business holdings at any time during the year?		
9	Sponsoring organizations maintaining donor advised funds.		
9a	Did the organization make any taxable distributions under section 4966?		
9b	Did the organization make a distribution to a donor, donor advisor, or related person?		
10	Section 501(c)(7) organizations. Enter:		
10a	Initiation fees and capital contributions included on Part VIII, line 12.		
10b	Gross receipts, included on Form 990, Part VIII, line 12, for public use of club facilities.		
11	Section 501(c)(12) organizations. Enter:		
11a	Gross income from members or shareholders.		
11b	Gross income from other sources (Do not net amounts due or paid to other sources against amounts due or received from them).		
12a	Section 4947(a)(1) non-exempt charitable trusts. Is the organization filing Form 990 in lieu of Form 1041?		
12b	If "Yes," enter the amount of tax-exempt interest received or accrued during the year.		
13	Section 501(c)(29) qualified nonprofit health insurance issuers.		
13a	Is the organization licensed to issue qualified health plans in more than one state? Note. See the instructions for additional information the organization must report on Schedule O.		
13b	Enter the amount of reserves the organization is required to maintain by the states in which the organization is licensed to issue qualified health plans.		
13c	Enter the amount of reserves on hand.		
14a	Did the organization receive any payments for indoor tanning services during the tax year?		No
14b	If "Yes," has it filed a Form 720 to report these payments? If "No," provide an explanation in Schedule O.		

Part VI

Governance, Management, and Disclosure

For each "Yes" response to lines 2 through 7b below, and for a "No" response to lines 8a, 8b, or 10b below, describe the circumstances, processes, or changes in Schedule O. See instructions.

Check if Schedule O contains a response to any question in this Part VI

Section A. Governing Body and Management

		Yes	No
1a	Enter the number of voting members of the governing body at the end of the tax year	15	
If there are material differences in voting rights among members of the governing body, or if the governing body delegated broad authority to an executive committee or similar committee, explain in Schedule O			
1b	Enter the number of voting members included in line 1a, above, who are independent	14	
2	Did any officer, director, trustee, or key employee have a family relationship or a business relationship with any other officer, director, trustee, or key employee?	2	No
3	Did the organization delegate control over management duties customarily performed by or under the direct supervision of officers, directors or trustees, or key employees to a management company or other person?	3	No
4	Did the organization make any significant changes to its governing documents since the prior Form 990 was filed?	4	No
5	Did the organization become aware during the year of a significant diversion of the organization's assets?	5	No
6	Did the organization have members or stockholders?	6	No
7a	Did the organization have members, stockholders, or other persons who had the power to elect or appoint one or more members of the governing body?	7a	No
7b	Are any governance decisions of the organization reserved to (or subject to approval by) members, stockholders, or persons other than the governing body?	7b	No
8	Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following		
8a	The governing body?	8a	Yes
8b	Each committee with authority to act on behalf of the governing body?	8b	No
9	Is there any officer, director, trustee, or key employee listed in Part VII, Section A, who cannot be reached at the organization's mailing address? If "Yes," provide the names and addresses in Schedule O	9	No

Section B. Policies (This Section B requests information about policies not required by the Internal Revenue Code.)

		Yes	No
10a	Did the organization have local chapters, branches, or affiliates?	10a	No
10b	If "Yes," did the organization have written policies and procedures governing the activities of such chapters, affiliates, and branches to ensure their operations are consistent with the organization's exempt purposes?	10b	
11a	Has the organization provided a complete copy of this Form 990 to all members of its governing body before filing the form?	11a	No
11b	Describe in Schedule O the process, if any, used by the organization to review this Form 990		
12a	Did the organization have a written conflict of interest policy? If "No," go to line 13	12a	Yes
12b	Were officers, directors, or trustees, and key employees required to disclose annually interests that could give rise to conflicts?	12b	Yes
12c	Did the organization regularly and consistently monitor and enforce compliance with the policy? If "Yes," describe in Schedule O how this was done	12c	Yes
13	Did the organization have a written whistleblower policy?	13	Yes
14	Did the organization have a written document retention and destruction policy?	14	Yes
15	Did the process for determining compensation of the following persons include a review and approval by independent persons, comparability data, and contemporaneous substantiation of the deliberation and decision?		
15a	The organization's CEO, Executive Director, or top management official	15a	Yes
15b	Other officers or key employees of the organization	15b	Yes
If "Yes" to line 15a or 15b, describe the process in Schedule O (see instructions)			
16a	Did the organization invest in, contribute assets to, or participate in a joint venture or similar arrangement with a taxable entity during the year?	16a	No
16b	If "Yes," did the organization follow a written policy or procedure requiring the organization to evaluate its participation in joint venture arrangements under applicable federal tax law, and take steps to safeguard the organization's exempt status with respect to such arrangements?	16b	

Section C. Disclosure

17	List the States with which a copy of this Form 990 is required to be filed	AK, AL, AR, AZ, CA, CT, FL, GA, IL, KS, KY, MA, MD, ME, MI, MS, MN, NC, ND, NJ, NH, NM, NY, OK, OR, PA, RI, SC, UT, TN, VA, WA, WI, WV
18	Section 6104 requires an organization to make its Form 1023 (or 1024 if applicable), 990, and 990-T (501(c)(3)s only) available for public inspection. Indicate how you made these available. Check all that apply. ☐ Own website ☐ Another's website ☒ Upon request ☐ Other (explain in Schedule O)	
19	Describe in Schedule O whether (and if so, how), the organization made its governing documents, conflict of interest policy, and financial statements available to the public during the tax year	
20	State the name, physical address, and telephone number of the person who possesses the books and records of the organization	JACQUELINE M BOLT 1400 I STREET NW NO 1200 WASHINGTON, DC (202) 296-5469

Part VII

Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors

Check if Schedule O contains a response to any question in this Part VII

Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees

- 1a Complete this table for all persons required to be listed Report compensation for the calendar year ending with or within the organization's tax year
- List all of the organization's **current** officers, directors, trustees (whether individuals or organizations), regardless of amount of compensation Enter -0- in columns (D), (E), and (F) if no compensation was paid

List all of the organization's **current** key employees, if any See instructions for definition of "key employee "

List the organization's five **current** highest compensated employees (other than an officer, director, trustee or key employee) who received reportable compensation (Box 5 of Form W-2 and/or Box 7 of Form 1099-MISC) of more than \$100,000 from the organization and any related organizations

List all of the organization's **former** officers, key employees, or highest compensated employees who received more than \$100,000 of reportable compensation from the organization and any related organizations

List all of the organization's **former directors or trustees** that received, in the capacity as a former director or trustee of the organization, more than \$10,000 of reportable compensation from the organization and any related organizations

List persons in the following order individual trustees or directors, institutional trustees, officers, key employees, highest compensated employees, and former such persons

Check this box if neither the organization nor any related organization compensated any current officer, director, or trustee

(A) Name and Title	(B) Average hours per week (list any hours for related organizations below dotted line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W- 2/1099-MISC)	(E) Reportable compensation from related organizations (W- 2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional Trustee	Officer	Key employee	Highest compensated employee	Former			
(1) WILLIAM D NOVELLI BOARD CHAIR	1 00	X		X				0	0	0
(2) CHRISTOPHER CONLEY FINANCE COMMITTEE CHAIR	1 00	X						0	0	0
(3) DOUG ULMAN DIRECTOR	1 00	X						0	0	0
(4) DAVID FOFYE DIRECTOR	1 00	X						0	0	0
(5) LESLIE E BAINS DIRECTOR	1 00	X						0	0	0
(6) NANCY BROWN DIRECTOR	1 00	X						0	0	0
(7) BARRIE FISKE DEVELOPMENT COMMITTEE	1 00	X						0	0	0
(8) GABE GLISSMEYER DIRECTOR	1 00	X						0	0	0
(9) MICHAEL MOORE DIRECTOR	1 00	X						0	0	0
(10) JOHN R SEFFRINPHD DIRECTOR	1 00	X						0	0	0
(11) JONAH SCHACKNAI DEVELOPMENT COMMITTEE	1 00	X						0	0	0
(12) MARK K SHRIVER DIRECTOR	1 00	X						0	0	0
(13) TODD SISITSKY DIRECTOR	1 00	X						0	0	0
(14) DAVID R SMITH MD DIRECTOR	1 00	X						0	0	0
(15) MATTHEW L MYERS PRESIDENT	28 00 12 00	X		X				184,030	76,950	41,085
(16) SUSAN M LISS EXECUTIVE DIRECTOR	31 00 9 00			X				175,923	51,184	32,610
(17) JACQUELINE M BOLT VP FINANCE & ADMINISTRATION	26 00 14 00			X				116,468	60,275	25,534

Part VII

Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees *(continued)*

(A) Name and Title	(B) Average hours per week (list any hours for related organizations below dotted line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W- 2/1099-MISC)	(E) Reportable compensation from related organizations (W- 2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional Trustee	Officer	Key employee	Highest compensated employee	Former			
(18) DANIEL E MCGOLDRICK VP RESEARCH	38 00 2 00				X			177,200	7,811	39,526
(19) VINCENT V WILLMORE VP COMMUNICATIONS	38 00 2 00				X			176,271	5,753	22,816
(20) YOLONDA RICHARDSON VP INTERNATIONAL PROGRAMS	36 00 4 00				X			182,808	20,302	36,226
(21) PETER H FISHER VP STATE ISSUES	34 00 6 00				X			146,235	25,337	37,374
(22) ANNE J FORD VP FEDERAL RELATIONS	22 00 18 00				X			95,314	77,944	23,209
(23) JOHN M KEIGHTLEY VP DEVELOPMENT	38 00 2 00				X			166,888	2,981	34,586
(24) PATRICIA A LAMBERT DIR INTERNATIONAL LEGAL	6 00 34 00					X		31,708	173,760	31,629
(25) PATRICIA SOSA DIR LATIN AFFAIRS	36 00 4 00					X		142,645	15,844	32,430
(26) VANDANA AGARWAL SHAH DIR SOUTHEAST ASIA	36 00 4 00					X		134,181	14,902	28,406
(27) JOANNE BIRCKMAYER DIR INTERNATIONAL RESEARCH	40 00					X		139,101	0	16,400
(28) PAMELA COFFEY DIR GRANTS PROGRAM	6 00 34 00					X		20,969	118,538	14,991
1b Sub-Total										
c Total from continuation sheets to Part VII, Section A										
d Total (add lines 1b and 1c)								1,889,741	651,581	416,822

2

Total number of individuals (including but not limited to those listed above) who received more than \$100,000 of reportable compensation from the organization

11

		Yes	No
3	Did the organization list any former officer, director or trustee, key employee, or highest compensated employee on line 1a? <i>If "Yes," complete Schedule J for such individual</i>		No
4	For any individual listed on line 1a, is the sum of reportable compensation and other compensation from the organization and related organizations greater than \$150,000? <i>If "Yes," complete Schedule J for such individual</i>	Yes	
5	Did any person listed on line 1a receive or accrue compensation from any unrelated organization or individual for services rendered to the organization? <i>If "Yes," complete Schedule J for such person</i>		No

Section B. Independent Contractors

1	Complete this table for your five highest compensated independent contractors that received more than \$100,000 of compensation from the organization Report compensation for the calendar year ending with or within the organization's tax year		
	(A) Name and business address	(B) Description of services	(C) Compensation
	ALBOUM & ASSOCIATES 2219 N QUANTICO STREET ARLINGTON VA 22205	TRANSLATING SERVICES	173,883
	HOMEFRONT COMMUNICATIONS 1121 14TH STREET NW WASHINGTON DC 20005	CONSULTING	150,328
	HEALTH AND DEVELOPMENT FOUNDATION 125993 MOSCOWGAZETNY PER , 5RS	ADVOCACY SERVICES	150,000
	MARK GREENWOLD 2728 36TH PLACE NW WASHINGTON DC 20007	CONSULTING	146,440
	GMMB 3050 K STREET NW STE 100 WASHINGTON DC 20007	CONSULTING	141,183
2	Total number of independent contractors (including but not limited to those listed above) who received more than \$100,000 of compensation from the organization		5

Part VIII

Statement of Revenue

Check if Schedule O contains a response to any question in this Part VIII

			(A) Total revenue	(B) Related or exempt function revenue	(C) Unrelated business revenue	(D) Revenue excluded from tax under sections 512, 513, or 514	
Contributions, Gifts, Grants and Other Similar Amounts	1a	Federated campaigns . . .	1a				
	b	Membership dues	1b				
	c	Fundraising events	1c	431,195			
	d	Related organizations	1d	20,000			
	e	Government grants (contributions)	1e				
	f	All other contributions, gifts, grants, and similar amounts not included above	1f	30,835,626			
	g	Noncash contributions included in lines 1a-1f \$		6,319			
	h	Total. Add lines 1a-1f		31,286,821			
Program Service Revenue	2a		Business Code				
	b						
	c						
	d						
	e						
	f	All other program service revenue					
	g	Total. Add lines 2a-2f					
	Other Revenue	3	Investment income (including dividends, interest, and other similar amounts)	80,227			80,227
4		Income from investment of tax-exempt bond proceeds . .					
5		Royalties					
6a		Gross rents	(i) Real	(ii) Personal			
b		Less rental expenses					
c		Rental income or (loss)					
d		Net rental income or (loss)					
7a		Gross amount from sales of assets other than inventory	(i) Securities	(ii) Other			
b		Less cost or other basis and sales expenses	1,344,485				
c		Gain or (loss)	1,343,506				
d		Net gain or (loss)	979			979	
8a		Gross income from fundraising events (not including \$ 431,195 of contributions reported on line 1c) See Part IV, line 18	a				
b		Less direct expenses	b	52,745			
c		Net income or (loss) from fundraising events . .		52,745			
9a		Gross income from gaming activities See Part IV, line 19	a	0			
b		Less direct expenses	b				
c		Net income or (loss) from gaming activities . .					
10a		Gross sales of inventory, less returns and allowances .	a				
b		Less cost of goods sold	b	4,035			
c		Net income or (loss) from sales of inventory . .		0			
		Miscellaneous Revenue	Business Code	4,035	4,035		
11a		HONORARIUM	900099	64,759			64,759
b	GRANT FUNDS RETURNED	900099	31,471			31,471	
c							
d	All other revenue						
e	Total. Add lines 11a-11d		96,230				
12	Total revenue. See Instructions		31,468,292	4,035	0	177,436	

Part IX

Statement of Functional Expenses

Section 501(c)(3) and 501(c)(4) organizations must complete all columns. All other organizations must complete column (A).

Check if Schedule O contains a response to any question in this Part IX

☐

Do not include amounts reported on lines 6b, 7b, 8b, 9b, and 10b of Part VIII.		(A) Total expenses	(B) Program service expenses	(C) Management and general expenses	(D) Fundraising expenses
1	Grants and other assistance to governments and organizations in the United States. See Part IV, line 21.	2,153,710	2,153,710		
2	Grants and other assistance to individuals in the United States. See Part IV, line 22.	47,500	47,500		
3	Grants and other assistance to governments, organizations, and individuals outside the United States. See Part IV, lines 15 and 16.	1,366,904	1,366,904		
4	Benefits paid to or for members.				
5	Compensation of current officers, directors, trustees, and key employees.	1,722,925	1,360,055	116,932	245,938
6	Compensation not included above, to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B).				
7	Other salaries and wages.	4,435,217	3,688,011	415,141	332,065
8	Pension plan accruals and contributions (include section 401(k) and 403(b) employer contributions).	393,843	326,564	37,379	29,900
9	Other employee benefits.	540,669	443,825	56,997	39,847
10	Payroll taxes.	326,151	269,916	30,818	25,417
11	Fees for services (non-employees):				
a	Management.				
b	Legal.	45,453	30,076	15,377	
c	Accounting.	26,250		26,250	
d	Lobbying.	10,792	10,792		
e	Professional fundraising services. See Part IV, line 17.				
f	Investment management fees.				
g	Other (If line 11g amount exceeds 10% of line 25, column (A) amount, list line 11g expenses on Schedule O).	1,240,961	1,170,328	60,868	9,765
12	Advertising and promotion.				
13	Office expenses.	311,268	216,881	74,083	20,304
14	Information technology.	142,851	94,754	33,432	14,665
15	Royalties.				
16	Occupancy.	724,215	586,972	68,970	68,273
17	Travel.	1,140,960	1,105,562	14,783	20,615
18	Payments of travel or entertainment expenses for any federal, state, or local public officials.				
19	Conferences, conventions, and meetings.	1,185,554	1,110,809	13,621	61,124
20	Interest.	1,443		1,443	
21	Payments to affiliates.				
22	Depreciation, depletion, and amortization.	182,710	45,691	137,019	
23	Insurance.	67,366	5,900	61,466	
24	Other expenses. Itemize expenses not covered above (List miscellaneous expenses in line 24e. If line 24e amount exceeds 10% of line 25, column (A) amount, list line 24e expenses on Schedule O):				
a	PUBLIC SVCS/MEDIA	1,466,273	1,466,273		
b	RESEARCH	443,882	443,882		
c	TRANSLATIONS	90,591	90,591		
d	RECRUITING/TEMP HELP	67,066	51,587	9,751	5,728
e	All other expenses	76,118	31,814	5,347	38,957
25	Total functional expenses. Add lines 1 through 24e.	18,210,672	16,118,397	1,179,677	912,598
26	Joint costs. Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation. Check here ☐ if following SOP 98-2 (ASC 958-720).				

Part X

Balance Sheet

Check if Schedule O contains a response to any question in this Part X

☐

				(A)		(B)
				Beginning of year		End of year
Assets	1	Cash—non-interest-bearing		200	1	200
	2	Savings and temporary cash investments		10,517,399	2	12,452,712
	3	Pledges and grants receivable, net		8,735,247	3	17,592,647
	4	Accounts receivable, net		317,790	4	655,383
	5	Loans and other receivables from current and former officers, directors, trustees, key employees, and highest compensated employees Complete Part II of Schedule L			5	
	6	Loans and other receivables from other disqualified persons (as defined under section 4958(f)(1)), persons described in section 4958(c)(3)(B), and contributing employers and sponsoring organizations of section 501(c)(9) voluntary employees' beneficiary organizations (see instructions) Complete Part II of Schedule L			6	
	7	Notes and loans receivable, net			7	
	8	Inventories for sale or use			8	
	9	Prepaid expenses and deferred charges		165,512	9	166,915
	10a	Land, buildings, and equipment cost or other basis Complete Part VI of Schedule D	10a2,387,808			
	b	Less accumulated depreciation	10b1,511,731	999,102	10c	876,077
	11	Investments—publicly traded securities		3,471,184	11	4,977,335
	12	Investments—other securities See Part IV, line 11			12	
	13	Investments—program-related See Part IV, line 11			13	
	14	Intangible assets			14	
	15	Other assets See Part IV, line 11		295,158	15	1,030,320
	16	Total assets. Add lines 1 through 15 (must equal line 34)		24,501,592	16	37,751,589
Liabilities	17	Accounts payable and accrued expenses		1,182,865	17	1,202,791
	18	Grants payable			18	
	19	Deferred revenue		23,400	19	15,795
	20	Tax-exempt bond liabilities			20	
	21	Escrow or custodial account liability Complete Part IV of Schedule D			21	
	22	Loans and other payables to current and former officers, directors, trustees, key employees, highest compensated employees, and disqualified persons Complete Part II of Schedule L			22	
	23	Secured mortgages and notes payable to unrelated third parties			23	
	24	Unsecured notes and loans payable to unrelated third parties			24	
	25	Other liabilities (including federal income tax, payables to related third parties, and other liabilities not included on lines 17-24) Complete Part X of Schedule D		1,584,982	25	1,608,652
	26	Total liabilities. Add lines 17 through 25		2,791,247	26	2,827,238
Net Assets or Fund Balances	Organizations that follow SFAS 117 (ASC 958), check here ☒ and complete lines 27 through 29, and lines 33 and 34.					
	27	Unrestricted net assets		3,654,075	27	3,423,375
	28	Temporarily restricted net assets		18,056,270	28	31,500,976
	29	Permanently restricted net assets			29	
	Organizations that do not follow SFAS 117 (ASC 958), check here ☐ and complete lines 30 through 34.					
	30	Capital stock or trust principal, or current funds			30	
	31	Paid-in or capital surplus, or land, building or equipment fund			31	
	32	Retained earnings, endowment, accumulated income, or other funds			32	
	33	Total net assets or fund balances		21,710,345	33	34,924,351
	34	Total liabilities and net assets/fund balances		24,501,592	34	37,751,589

Part XI Reconciliation of Net Assets

Check if Schedule O contains a response to any question in this Part XI

1	Total revenue (must equal Part VIII, column (A), line 12)	1	31,468,292
2	Total expenses (must equal Part IX, column (A), line 25)	2	18,210,672
3	Revenue less expenses Subtract line 2 from line 1	3	13,257,620
4	Net assets or fund balances at beginning of year (must equal Part X, line 33, column (A))	4	21,710,345
5	Net unrealized gains (losses) on investments	5	-43,614
6	Donated services and use of facilities	6	
7	Investment expenses	7	
8	Prior period adjustments	8	
9	Other changes in net assets or fund balances (explain in Schedule O)	9	0
10	Net assets or fund balances at end of year Combine lines 3 through 9 (must equal Part X, line 33, column (B))	10	34,924,351

Part XII Financial Statements and Reporting

Check if Schedule O contains a response to any question in this Part XII

		Yes	No
1	Accounting method used to prepare the Form 990 ☐ Cash ☒ Accrual ☐ Other If the organization changed its method of accounting from a prior year or checked "Other," explain in Schedule O		
2a	Were the organization's financial statements compiled or reviewed by an independent accountant? If "Yes," check a box below to indicate whether the financial statements for the year were compiled or reviewed on a separate basis, consolidated basis, or both ☐ Separate basis ☐ Consolidated basis ☐ Both consolidated and separate basis	2a	No
2b	Were the organization's financial statements audited by an independent accountant? If "Yes," check a box below to indicate whether the financial statements for the year were audited on a separate basis, consolidated basis, or both ☒ Separate basis ☐ Consolidated basis ☐ Both consolidated and separate basis	2b	Yes
2c	If "Yes," to line 2a or 2b, does the organization have a committee that assumes responsibility for oversight of the audit, review, or compilation of its financial statements and selection of an independent accountant? If the organization changed either its oversight process or selection process during the tax year, explain in Schedule O	2c	Yes
3a	As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the Single Audit Act and OMB Circular A-133?	3a	No
3b	If "Yes," did the organization undergo the required audit or audits? If the organization did not undergo the required audit or audits, explain why in Schedule O and describe any steps taken to undergo such audits	3b	

SCHEDULE A
(Form 990 or 990EZ)

Department of the Treasury
Internal Revenue Service

Public Charity Status and Public Support

Complete if the organization is a section 501(c)(3) organization or a section 4947(a)(1) nonexempt charitable trust.

► Attach to Form 990 or Form 990-EZ. ► See separate instructions.

OMB No 1545-0047

2012

Open to Public Inspection

Name of the organization
CAMPAIGN FOR TOBACCO-FREE KIDS

Employer identification number
52-1969967

Part I Reason for Public Charity Status (All organizations must complete this part.) See instructions.

The organization is not a private foundation because it is (For lines 1 through 11, check only one box)

- 1

☐

A church, convention of churches, or association of churches described in **section 170(b)(1)(A)(i).**
- 2

☐

A school described in **section 170(b)(1)(A)(ii).** (Attach Schedule E)
- 3

☐

A hospital or a cooperative hospital service organization described in **section 170(b)(1)(A)(iii).**
- 4

☐

A medical research organization operated in conjunction with a hospital described in **section 170(b)(1)(A)(iii).** Enter the hospital's name, city, and state _____
- 5

☐

An organization operated for the benefit of a college or university owned or operated by a governmental unit described in **section 170(b)(1)(A)(iv).** (Complete Part II)
- 6

☐

A federal, state, or local government or governmental unit described in **section 170(b)(1)(A)(v).**
- 7

☒

An organization that normally receives a substantial part of its support from a governmental unit or from the general public described in **section 170(b)(1)(A)(vi).** (Complete Part II)
- 8

☐

A community trust described in **section 170(b)(1)(A)(vi)** (Complete Part II)
- 9

☐

An organization that normally receives (1) more than 33¹/₃% of its support from contributions, membership fees, and gross receipts from activities related to its exempt functions—subject to certain exceptions, and (2) no more than 33¹/₃% of its support from gross investment income and unrelated business taxable income (less section 511 tax) from businesses acquired by the organization after June 30, 1975 See **section 509(a)(2).** (Complete Part III)
- 10

☐

An organization organized and operated exclusively to test for public safety See **section 509(a)(4).**
- 11

☐

An organization organized and operated exclusively for the benefit of, to perform the functions of, or to carry out the purposes of one or more publicly supported organizations described in section 509(a)(1) or section 509(a)(2) See **section 509(a)(3).** Check the box that describes the type of supporting organization and complete lines 11e through 11h

a

☐

Type I

b

☐

Type II

c

☐

Type III - Functionally integrated

d

☐

Type III - Non-functionally integrated
- e

☐

By checking this box, I certify that the organization is not controlled directly or indirectly by one or more disqualified persons other than foundation managers and other than one or more publicly supported organizations described in section 509(a)(1) or section 509(a)(2)
- f

☐

If the organization received a written determination from the IRS that it is a Type I, Type II, or Type III supporting organization, check this box
- g

☐

Since August 17, 2006, has the organization accepted any gift or contribution from any of the following persons?

(i)

A person who directly or indirectly controls, either alone or together with persons described in (ii) and (iii) below, the governing body of the supported organization?

(ii)

A family member of a person described in (i) above?

(iii)

A 35% controlled entity of a person described in (i) or (ii) above?

h

☐

Provide the following information about the supported organization(s)
- | | Yes | No |
|----------|-----|----|
| 11g(i) | | |
| 11g(ii) | | |
| 11g(iii) | | |
- | (i) Name of supported organization | (ii) EIN | (iii) Type of organization (described on lines 1- 9 above or IRC section (see instructions)) | (iv) Is the organization in col (i) listed in your governing document? | | (v) Did you notify the organization in col (i) of your support? | | (vi) Is the organization in col (i) organized in the U S ? | | (vii) Amount of monetary support |
|------------------------------------|----------|--|--|----|---|----|--|----|----------------------------------|
| | | | Yes | No | Yes | No | Yes | No | |
| | | | | | | | | | |
| | | | | | | | | | |
| Total | | | | | | | | | |
- For Paperwork Reduction Act Notice, see the Instructions for Form 990 or 990EZ.

Cat No 11285F

Schedule A (Form 990 or 990-EZ) 2012

Part II

Support Schedule for Organizations Described in Sections 170(b)(1)(A)(iv) and 170(b)(1)(A)(vi)
(Complete only if you checked the box on line 5, 7, or 8 of Part I or if the organization failed to qualify under Part III. If the organization fails to qualify under the tests listed below, please complete Part III.)

Section A. Public Support						
Calendar year (or fiscal year beginning in) ▶	(a) 2008	(b) 2009	(c) 2010	(d) 2011	(e) 2012	(f) Total
1 Gifts, grants, contributions, and membership fees received (Do not include any "unusual grants.")	28,003,233	6,985,364	18,951,795	12,937,383	31,286,821	98,164,596
2 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf						
3 The value of services or facilities furnished by a governmental unit to the organization without charge						
4 Total. Add lines 1 through 3	28,003,233	6,985,364	18,951,795	12,937,383	31,286,821	98,164,596
5 The portion of total contributions by each person (other than a governmental unit or publicly supported organization) included on line 1 that exceeds 2% of the amount shown on line 11, column (f)						77,809,034
6 Public support. Subtract line 5 from line 4						20,355,562

Section B. Total Support						
Calendar year (or fiscal year beginning in) ▶	(a) 2008	(b) 2009	(c) 2010	(d) 2011	(e) 2012	(f) Total
7 Amounts from line 4	28,003,233	6,985,364	18,951,795	12,937,383	31,286,821	98,164,596
8 Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources	414,381	260,727	114,814	100,700	80,227	970,849
9 Net income from unrelated business activities, whether or not the business is regularly carried on						
10 Other income Do not include gain or loss from the sale of capital assets (Explain in Part IV)			70,387	32,823	64,759	167,969
11 Total support (Add lines 7 through 10)						99,303,414
12 Gross receipts from related activities, etc (see instructions)					12	9,700
13 First five years. If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a 501(c)(3) organization, check this box and stop here ▶						

Section C. Computation of Public Support Percentage		
14 Public support percentage for 2012 (line 6, column (f) divided by line 11, column (f))	14	20 500 %
15 Public support percentage for 2011 Schedule A, Part II, line 14	15	30 470 %
16a 33 1/3% support test—2012. If the organization did not check the box on line 13, and line 14 is 33 1/3% or more, check this box and stop here. The organization qualifies as a publicly supported organization ▶		
b 33 1/3% support test—2011. If the organization did not check a box on line 13 or 16a, and line 15 is 33 1/3% or more, check this box and stop here. The organization qualifies as a publicly supported organization ▶		
17a 10%-facts-and-circumstances test—2012. If the organization did not check a box on line 13, 16a, or 16b, and line 14 is 10% or more, and if the organization meets the "facts-and-circumstances" test, check this box and stop here. Explain in Part IV how the organization meets the "facts-and-circumstances" test The organization qualifies as a publicly supported organization ▶		
b 10%-facts-and-circumstances test—2011. If the organization did not check a box on line 13, 16a, 16b, or 17a, and line 15 is 10% or more, and if the organization meets the "facts-and-circumstances" test, check this box and stop here. Explain in Part IV how the organization meets the "facts-and-circumstances" test The organization qualifies as a publicly supported organization ▶		
18 Private foundation. If the organization did not check a box on line 13, 16a, 16b, 17a, or 17b, check this box and see instructions ▶		

Part IIISupport Schedule for Organizations Described in Section 509(a)(2)

(Complete only if you checked the box on line 9 of Part I or if the organization failed to qualify under Part II. If the organization fails to qualify under the tests listed below, please complete Part II.)

Section A. Public Support						
Calendar year (or fiscal year beginning in) ▶	(a) 2008	(b) 2009	(c) 2010	(d) 2011	(e) 2012	(f) Total
1 Gifts, grants, contributions, and membership fees received (Do not include any "unusual grants.")						
2 Gross receipts from admissions, merchandise sold or services performed, or facilities furnished in any activity that is related to the organization's tax-exempt purpose						
3 Gross receipts from activities that are not an unrelated trade or business under section 513						
4 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf						
5 The value of services or facilities furnished by a governmental unit to the organization without charge						
6 Total. Add lines 1 through 5						
7a Amounts included on lines 1, 2, and 3 received from disqualified persons						
b Amounts included on lines 2 and 3 received from other than disqualified persons that exceed the greater of \$5,000 or 1% of the amount on line 13 for the year						
c Add lines 7a and 7b						
8 Public support (Subtract line 7c from line 6)						

Section B. Total Support						
Calendar year (or fiscal year beginning in) ▶	(a) 2008	(b) 2009	(c) 2010	(d) 2011	(e) 2012	(f) Total
9 Amounts from line 6						
10a Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources						
b Unrelated business taxable income (less section 511 taxes) from businesses acquired after June 30, 1975						
c Add lines 10a and 10b						
11 Net income from unrelated business activities not included in line 10b, whether or not the business is regularly carried on						
12 Other income. Do not include gain or loss from the sale of capital assets (Explain in Part IV.)						
13 Total support. (Add lines 9, 10c, 11, and 12.)						
14 First five years. If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a 501(c)(3) organization, check this box and stop here ▶						

Section C. Computation of Public Support Percentage		
15 Public support percentage for 2012 (line 8, column (f) divided by line 13, column (f))	15	
16 Public support percentage from 2011 Schedule A, Part III, line 15	16	

Section D. Computation of Investment Income Percentage		
17 Investment income percentage for 2012 (line 10c, column (f) divided by line 13, column (f))	17	
18 Investment income percentage from 2011 Schedule A, Part III, line 17	18	
19a 33 1/3% support tests—2012. If the organization did not check the box on line 14, and line 15 is more than 33 1/3%, and line 17 is not more than 33 1/3%, check this box and stop here. The organization qualifies as a publicly supported organization ▶		
b 33 1/3% support tests—2011. If the organization did not check a box on line 14 or line 19a, and line 16 is more than 33 1/3% and line 18 is not more than 33 1/3%, check this box and stop here. The organization qualifies as a publicly supported organization ▶		
20 Private foundation. If the organization did not check a box on line 14, 19a, or 19b, check this box and see instructions ▶		

Part IV

Supplemental Information. Complete this part to provide the explanations required by Part II, line 10; Part II, line 17a or 17b; and Part III, line 12. Also complete this part for any additional information. (See instructions).

Facts And Circumstances Test
THE ORGANIZATION SATISFIES THE FACTS & CIRCUMSTANCES TEST FOR PUBLIC CHARITY STATUS IN 2012 THE ORGANIZATION MAINTAINED AN ONGOING DEVELOPMENT PROGRAM DESIGNED TO SECURE CONTRIBUTED INCOME FROM INDIVIDUALS, FOUNDATIONS, CORPORATIONS AND OTHER ORGANIZATIONS THE ORGANIZATION SOLICITED MAJOR GIFTS THROUGH PERSONAL SOLICITATION, CONDUCTED A SERIES OF DIRECT MARKETING ACTIVITIES (I E DIRECT MAIL, E-MAIL), HOSTED A MAJOR FUNDRAISING EVENT, AND SUBMITTED WRITTEN PROPOSALS AND REQUESTS FOR SUPPORT IN ADDITION, THE ORGANIZATION MAINTAINS AN ACTIVE PRESENCE ON THE INTERNET AND THROUGH SOCIAL MEDIA TO RECRUIT DONORS AND SOLICIT DONATIONS THESE EFFORTS PRODUCED OVER 1,000 GIFTS FROM ALMOST 600 DONORS FURTHER, THE ORGANIZATION SATISFIES THE FACTS AND CIRCUMSTANCES TEST BECAUSE ITS MISSION IS TO PROTECT THE PUBLIC'S HEALTH BY REDUCING THE DEATH AND DISEASE CAUSED BY TOBACCO USE THE WORK THAT IT DOES BENEFITS THE GENERAL PUBLIC - WHETHER THEY USE TOBACCO OR NOT FINALLY, THE BOARD OF DIRECTORS IS BROADLY REPRESENTATIVE OF THE PUBLIC AND WORKS TO ENSURE THAT THE ORGANIZATION'S PROGRAMS EFFECTIVELY ADVANCE THE ORGANIZATION'S MISSION

Explanation

SCHEDULE C
(Form 990 or 990-EZ)

Department of the Treasury
Internal Revenue Service

Political Campaign and Lobbying Activities

For Organizations Exempt From Income Tax Under section 501(c) and section 527
▶ **Complete if the organization is described below.** ▶ **Attach to Form 990 or Form 990-EZ.**
▶ **See separate instructions.**

OMB No 1545-0047

2012

Open to Public Inspection

If the organization answered “Yes” to Form 990, Part IV, Line 3, or Form 990-EZ, Part V, line 46 (Political Campaign Activities), then

- Section 501(c)(3) organizations Complete Parts I-A and B Do not complete Part I-C
- Section 501(c) (other than section 501(c)(3)) organizations Complete Parts I-A and C below Do not complete Part I-B
- Section 527 organizations Complete Part I-A only

If the organization answered “Yes” to Form 990, Part IV, Line 4, or Form 990-EZ, Part VI, line 47 (Lobbying Activities), then

- Section 501(c)(3) organizations that have filed Form 5768 (election under section 501(h)) Complete Part II-A Do not complete Part II-B
- Section 501(c)(3) organizations that have NOT filed Form 5768 (election under section 501(h)) Complete Part II-B Do not complete Part II-A

If the organization answered “Yes” to Form 990, Part IV, Line 5 (Proxy Tax) or Form 990-EZ, Part V, line 35c (Proxy Tax), then

- Section 501(c)(4), (5), or (6) organizations Complete Part III

Name of the organization CAMPAIGN FOR TOBACCO-FREE KIDS	Employer identification number 52-1969967
--	--

Part I-A Complete if the organization is exempt under section 501(c) or is a section 527 organization.

1	Provide a description of the organization’s direct and indirect political campaign activities in Part IV	
2	Political expenditures	▶ \$ _____
3	Volunteer hours	_____

Part I-B Complete if the organization is exempt under section 501(c)(3).

1	Enter the amount of any excise tax incurred by the organization under section 4955	▶ \$ _____
2	Enter the amount of any excise tax incurred by organization managers under section 4955	▶ \$ _____
3	If the organization incurred a section 4955 tax, did it file Form 4720 for this year?	☐ Yes ☐ No
4a	Was a correction made?	☐ Yes ☐ No
b	If “Yes,” describe in Part IV	

Part I-C Complete if the organization is exempt under section 501(c), except section 501(c)(3).

1	Enter the amount directly expended by the filing organization for section 527 exempt function activities	▶ \$ _____
2	Enter the amount of the filing organization's funds contributed to other organizations for section 527 exempt function activities	▶ \$ _____
3	Total exempt function expenditures Add lines 1 and 2 Enter here and on Form 1120-POL, line 17b	▶ \$ _____
4	Did the filing organization file Form 1120-POL for this year?	☐ Yes ☐ No
5	Enter the names, addresses and employer identification number (EIN) of all section 527 political organizations to which the filing organization made payments For each organization listed, enter the amount paid from the filing organization’s funds Also enter the amount of political contributions received that were promptly and directly delivered to a separate political organization, such as a separate segregated fund or a political action committee (PAC) If additional space is needed, provide information in Part IV	

(a) Name	(b) Address	(c) EIN	(d) Amount paid from filing organization's funds If none, enter -0-	(e) Amount of political contributions received and promptly and directly delivered to a separate political organization If none, enter -0-

Part II-A

Complete if the organization is exempt under section 501(c)(3) and filed Form 5768 (election under section 501(h)).

- A
- Check ☐ if the filing organization belongs to an affiliated group (and list in Part IV each affiliated group member's name, address, EIN, expenses, and share of excess lobbying expenditures)
- B
- Check ☐ if the filing organization checked box A and "limited control" provisions apply

Limits on Lobbying Expenditures (The term "expenditures" means amounts paid or incurred.)		(a) Filing organization's totals	(b) Affiliated group totals												
1a Total lobbying expenditures to influence public opinion (grass roots lobbying)		24,576													
b Total lobbying expenditures to influence a legislative body (direct lobbying)		335,920													
c Total lobbying expenditures (add lines 1a and 1b)		360,496													
d Other exempt purpose expenditures		17,871,450													
e Total exempt purpose expenditures (add lines 1c and 1d)		18,231,946													
f Lobbying nontaxable amount Enter the amount from the following table in both columns		1,000,000													
<table><tr><td>If the amount on line 1e, column (a) or (b) is:</td><td>The lobbying nontaxable amount is:</td></tr><tr><td>Not over \$500,000</td><td>20% of the amount on line 1e</td></tr><tr><td>Over \$500,000 but not over \$1,000,000</td><td>\$100,000 plus 15% of the excess over \$500,000</td></tr><tr><td>Over \$1,000,000 but not over \$1,500,000</td><td>\$175,000 plus 10% of the excess over \$1,000,000</td></tr><tr><td>Over \$1,500,000 but not over \$17,000,000</td><td>\$225,000 plus 5% of the excess over \$1,500,000</td></tr><tr><td>Over \$17,000,000</td><td>\$1,000,000</td></tr></table>		If the amount on line 1e, column (a) or (b) is:	The lobbying nontaxable amount is:	Not over \$500,000	20% of the amount on line 1e	Over \$500,000 but not over \$1,000,000	\$100,000 plus 15% of the excess over \$500,000	Over \$1,000,000 but not over \$1,500,000	\$175,000 plus 10% of the excess over \$1,000,000	Over \$1,500,000 but not over \$17,000,000	\$225,000 plus 5% of the excess over \$1,500,000	Over \$17,000,000	\$1,000,000		
If the amount on line 1e, column (a) or (b) is:	The lobbying nontaxable amount is:														
Not over \$500,000	20% of the amount on line 1e														
Over \$500,000 but not over \$1,000,000	\$100,000 plus 15% of the excess over \$500,000														
Over \$1,000,000 but not over \$1,500,000	\$175,000 plus 10% of the excess over \$1,000,000														
Over \$1,500,000 but not over \$17,000,000	\$225,000 plus 5% of the excess over \$1,500,000														
Over \$17,000,000	\$1,000,000														
g Grassroots nontaxable amount (enter 25% of line 1f)		250,000													
h Subtract line 1g from line 1a If zero or less, enter -0-		0													
i Subtract line 1f from line 1c If zero or less, enter -0-		0													
j If there is an amount other than zero on either line 1h or line 1i, did the organization file Form 4720 reporting section 4911 tax for this year?		☐ Yes ☐ No													

4-Year Averaging Period Under Section 501(h)
(Some organizations that made a section 501(h) election do not have to complete all of the five columns below. See the instructions for lines 2a through 2f on page 4.)

Lobbying Expenditures During 4-Year Averaging Period					
Calendar year (or fiscal year beginning in)	(a) 2009	(b) 2010	(c) 2011	(d) 2012	(e) Total
2a Lobbying nontaxable amount	913,083	856,090	898,789	1,000,000	3,667,962
b Lobbying ceiling amount (150% of line 2a, column(e))					5,501,943
c Total lobbying expenditures	192,483	142,444	137,696	360,496	833,119
d Grassroots nontaxable amount	228,271	214,023	224,697	250,000	916,991
e Grassroots ceiling amount (150% of line 2d, column (e))					1,375,487
f Grassroots lobbying expenditures	54,237	57,031	105,461	24,576	241,305

Part II-B Complete if the organization is exempt under section 501(c)(3) and has NOT filed Form 5768 (election under section 501(h)).

For each "Yes" response to lines 1a through 1i below, provide in Part IV a detailed description of the lobbying activity.	(a)		(b)
	Yes	No	Amount
1 During the year, did the filing organization attempt to influence foreign, national, state or local legislation, including any attempt to influence public opinion on a legislative matter or referendum, through the use of			
a Volunteers?			
b Paid staff or management (include compensation in expenses reported on lines 1c through 1i)?			
c Media advertisements?			
d Mailings to members, legislators, or the public?			
e Publications, or published or broadcast statements?			
f Grants to other organizations for lobbying purposes?			
g Direct contact with legislators, their staffs, government officials, or a legislative body?			
h Rallies, demonstrations, seminars, conventions, speeches, lectures, or any similar means?			
i Other activities?			
j Total Add lines 1c through 1i			
2a Did the activities in line 1 cause the organization to be not described in section 501(c)(3)?			
b If "Yes," enter the amount of any tax incurred under section 4912			
c If "Yes," enter the amount of any tax incurred by organization managers under section 4912			
d If the filing organization incurred a section 4912 tax, did it file Form 4720 for this year?			

Part III-A Complete if the organization is exempt under section 501(c)(4), section 501(c)(5), or section 501(c)(6).

	Yes	No
1 Were substantially all (90% or more) dues received nondeductible by members?	1	
2 Did the organization make only in-house lobbying expenditures of \$2,000 or less?	2	
3 Did the organization agree to carry over lobbying and political expenditures from the prior year?	3	

Part III-B Complete if the organization is exempt under section 501(c)(4), section 501(c)(5), or section 501(c)(6) and if either (a) BOTH Part III-A, lines 1 and 2, are answered "No" OR (b) Part III-A, line 3, is answered "Yes."

1 Dues, assessments and similar amounts from members	1	
2 Section 162(e) nondeductible lobbying and political expenditures (do not include amounts of political expenses for which the section 527(f) tax was paid).		
a Current year	2a	
b Carryover from last year	2b	
c Total	2c	
3 Aggregate amount reported in section 6033(e)(1)(A) notices of nondeductible section 162(e) dues	3	
4 If notices were sent and the amount on line 2c exceeds the amount on line 3, what portion of the excess does the organization agree to carryover to the reasonable estimate of nondeductible lobbying and political expenditure next year?	4	
5 Taxable amount of lobbying and political expenditures (see instructions)	5	

Part IV Supplemental Information

Complete this part to provide the descriptions required for Part I-A, line 1, Part I-B, line 4, Part I-C, line 5, Part II-A (affiliated group list), Part II-A, line 2, and Part II-B, line 1. Also, complete this part for any additional information

Identifier	Return Reference	Explanation
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SCHEDULE D
(Form 990)

Department of the Treasury
Internal Revenue Service

Supplemental Financial Statements

OMB No 1545-0047

2012

Open to Public Inspection

Name of the organization
CAMPAIGN FOR TOBACCO-FREE KIDS

Employer identification number
52-1969967

Part I

Organizations Maintaining Donor Advised Funds or Other Similar Funds or Accounts. Complete if the organization answered "Yes" to Form 990, Part IV, line 6.

	(a) Donor advised funds	(b) Funds and other accounts
1	Total number at end of year	
2	Aggregate contributions to (during year)	
3	Aggregate grants from (during year)	
4	Aggregate value at end of year	
5	Did the organization inform all donors and donor advisors in writing that the assets held in donor advised funds are the organization's property, subject to the organization's exclusive legal control? ☐ Yes☐ No	
6	Did the organization inform all grantees, donors, and donor advisors in writing that grant funds can be used only for charitable purposes and not for the benefit of the donor or donor advisor, or for any other purpose conferring impermissible private benefit? ☐ Yes☐ No	

Part II

Conservation Easements. Complete if the organization answered "Yes" to Form 990, Part IV, line 7.

1

Purpose(s) of conservation easements held by the organization (check all that apply)

☐ Preservation of land for public use (e g , recreation or education)☐ Preservation of an historically important land area☐ Protection of natural habitat☐ Preservation of a certified historic structure☐ Preservation of open space

2

Complete lines 2a through 2d if the organization held a qualified conservation contribution in the form of a conservation easement on the last day of the tax year

	Held at the End of the Year
a	Total number of conservation easements
b	Total acreage restricted by conservation easements
c	Number of conservation easements on a certified historic structure included in (a)
d	Number of conservation easements included in (c) acquired after 8/17/06, and not on a historic structure listed in the National Register

3

Number of conservation easements modified, transferred, released, extinguished, or terminated by the organization during the tax year ▶_____

4

Number of states where property subject to conservation easement is located ▶_____

5

Does the organization have a written policy regarding the periodic monitoring, inspection, handling of violations, and enforcement of the conservation easements it holds?

☐ Yes☐ No

6

Staff and volunteer hours devoted to monitoring, inspecting, and enforcing conservation easements during the year ▶_____

7

Amount of expenses incurred in monitoring, inspecting, and enforcing conservation easements during the year ▶\$ _____

8

Does each conservation easement reported on line 2(d) above satisfy the requirements of section 170(h)(4)(B)(i) and section 170(h)(4)(B)(ii)?

☐ Yes☐ No

9

In Part XIII, describe how the organization reports conservation easements in its revenue and expense statement, and balance sheet, and include, if applicable, the text of the footnote to the organization's financial statements that describes the organization's accounting for conservation easements

Part III

Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets. Complete if the organization answered "Yes" to Form 990, Part IV, line 8.

1a

If the organization elected, as permitted under SFAS 116 (ASC 958), not to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide, in Part XIII, the text of the footnote to its financial statements that describes these items

b

If the organization elected, as permitted under SFAS 116 (ASC 958), to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide the following amounts relating to these items

(i) Revenues included in Form 990, Part VIII, line 1

▶ \$ _____

(ii) Assets included in Form 990, Part X

▶ \$ _____

2

If the organization received or held works of art, historical treasures, or other similar assets for financial gain, provide the following amounts required to be reported under SFAS 116 (ASC 958) relating to these items

a

Revenues included in Form 990, Part VIII, line 1

▶ \$ _____

b

Assets included in Form 990, Part X

▶ \$ _____

For Paperwork Reduction Act Notice, see the Instructions for Form 990.

Cat No 52283D

Schedule D (Form 990) 2012

Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets (continued)

3

Using the organization's acquisition, accession, and other records, check any of the following that are a significant use of its collection items (check all that apply)

a

☐ Public exhibition

b

☐ Scholarly research

c

☐ Preservation for future generations

d

☐ Loan or exchange programs

e

☐ Other

4

Provide a description of the organization's collections and explain how they further the organization's exempt purpose in Part XIII

5

During the year, did the organization solicit or receive donations of art, historical treasures or other similar assets to be sold to raise funds rather than to be maintained as part of the organization's collection?

☐ Yes

☐ No

Part IV Escrow and Custodial Arrangements. Complete if the organization answered "Yes" to Form 990, Part IV, line 9, or reported an amount on Form 990, Part X, line 21.

1a

Is the organization an agent, trustee, custodian or other intermediary for contributions or other assets not included on Form 990, Part X?

☐ Yes

☐ No

b

If "Yes," explain the arrangement in Part XIII and complete the following table

	Amount
1c	
1d	
1e	
1f	

c

Beginning balance

d

Additions during the year

e

Distributions during the year

f

Ending balance

2a

Did the organization include an amount on Form 990, Part X, line 21?

☐ Yes

☐ No

b

If "Yes," explain the arrangement in Part XIII. Check here if the explanation has been provided in Part XIII

☐

Part V Endowment Funds. Complete if the organization answered "Yes" to Form 990, Part IV, line 10.

	(a)Current year	(b)Prior year	b (c)Two years back	(d)Three years back	(e)Four years back
1a	Beginning of year balance				
b	Contributions				
c	Net investment earnings, gains, and losses				
d	Grants or scholarships				
e	Other expenditures for facilities and programs				
f	Administrative expenses				
g	End of year balance				

2

Provide the estimated percentage of the current year end balance (line 1g, column (a)) held as

a

Board designated or quasi-endowment

b

Permanent endowment

c

Temporarily restricted endowment

The percentages in lines 2a, 2b, and 2c should equal 100%

3a

Are there endowment funds not in the possession of the organization that are held and administered for the organization by

(i)

unrelated organizations

3a(i)

☐ Yes

☐ No

(ii)

related organizations

3a(ii)

☐ Yes

☐ No

b

If "Yes" to 3a(ii), are the related organizations listed as required on Schedule R?

3b

☐ Yes

☐ No

4

Describe in Part XIII the intended uses of the organization's endowment funds

Part VI Land, Buildings, and Equipment. See Form 990, Part X, line 10.

Description of property	(a) Cost or other basis (investment)	(b)Cost or other basis (other)	(c) Accumulated depreciation	(d) Book value
1a Land				
b Buildings				
c Leasehold improvements		979,802	283,704	696,098
d Equipment		921,663	791,728	129,935
e Other		486,343	436,299	50,044
Total. Add lines 1a through 1e (Column (d) must equal Form 990, Part X, column (B), line 10(c).)				876,077

Part XI Reconciliation of Revenue per Audited Financial Statements With Revenue per Return				
1	Total revenue, gains, and other support per audited financial statements		1	31,445,952
2	Amounts included on line 1 but not on Form 990, Part VIII, line 12			
a	Net unrealized gains on investments	2a	-43,614	
b	Donated services and use of facilities	2b		
c	Recoveries of prior year grants	2c		
d	Other (Describe in Part XIII)	2d		
e	Add lines 2a through 2d		2e	-43,614
3	Subtract line 2e from line 1		3	31,489,566
4	Amounts included on Form 990, Part VIII, line 12, but not on line 1			
a	Investment expenses not included on Form 990, Part VIII, line 7b	4a		
b	Other (Describe in Part XIII)	4b	-21,274	
c	Add lines 4a and 4b		4c	-21,274
5	Total revenue Add lines 3 and 4c. (This must equal Form 990, Part I, line 12)		5	31,468,292
Part XII Reconciliation of Expenses per Audited Financial Statements With Expenses per Return				
1	Total expenses and losses per audited financial statements		1	18,231,946
2	Amounts included on line 1 but not on Form 990, Part IX, line 25			
a	Donated services and use of facilities	2a		
b	Prior year adjustments	2b		
c	Other losses	2c		
d	Other (Describe in Part XIII)	2d	21,274	
e	Add lines 2a through 2d		2e	21,274
3	Subtract line 2e from line 1		3	18,210,672
4	Amounts included on Form 990, Part IX, line 25, but not on line 1:			
a	Investment expenses not included on Form 990, Part VIII, line 7b	4a		
b	Other (Describe in Part XIII)	4b		
c	Add lines 4a and 4b		4c	0
5	Total expenses Add lines 3 and 4c. (This must equal Form 990, Part I, line 18)		5	18,210,672

Part XIII Supplemental Information

Complete this part to provide the descriptions required for Part II, lines 3, 5, and 9, Part III, lines 1a and 4, Part IV, lines 1b and 2b, Part V, line 4, Part X, line 2, Part XI, lines 2d and 4b, and Part XII, lines 2d and 4b. Also complete this part to provide any additional information.

Identifier	Return Reference	Explanation
DESCRIPTION OF UNCERTAIN TAX POSITIONS UNDER FIN 48	PART X, LINE 2	THE CAMPAIGN QUALIFIES UNDER SECTION 501(C)(3) OF THE INTERNAL REVENUE CODE (IRC) AND IS CLASSIFIED AS AN ORGANIZATION THAT IS NOT A PRIVATE FOUNDATION. THEREFORE, THE CAMPAIGN IS GENERALLY NOT SUBJECT TO TAX UNDER PRESENT INCOME TAX LAWS, HOWEVER, ANY UNRELATED BUSINESS INCOME MAY BE SUBJECT TO FEDERAL AND STATE INCOME TAXES. THE CAMPAIGN HAD NO NET UNRELATED BUSINESS INCOME FOR THE YEARS ENDED MARCH 31, 2013 AND 2012. MANAGEMENT EVALUATED THE CAMPAIGN'S TAX POSITIONS AND CONCLUDED THAT THE CAMPAIGN HAS TAKEN NO UNCERTAIN TAX POSITIONS THAT REQUIRE ADJUSTMENT TO THE FINANCIAL STATEMENTS TO COMPLY WITH THE GUIDANCE FOR ACCOUNTING FOR UNCERTAINTY IN INCOME TAXES. IN THE CODIFICATION, GENERALLY, THE CAMPAIGN IS NO LONGER SUBJECT TO INCOME TAX EXAMINATIONS BY THE U.S. FEDERAL, STATE, OR LOCAL TAX AUTHORITIES FOR YEARS BEFORE 2010.
PART XI, LINE 4B - OTHER ADJUSTMENTS		FUNDRAISING EVENTS EXPENSES REPORTED ON LINE 8B, PART VIII -52,745. GRANT FUNDS RETURNED REPORTED ON LINE 11, PART VIII 31,471.
PART XII, LINE 2D - OTHER ADJUSTMENTS		FUNDRAISING EVENTS EXPENSES REPORTED ON LINE 8B, PART VIII 52,745. GRANT FUNDS RETURNED REPORTED ON LINE 11, PART VIII -31,471.

3 Activites per Region (The following Part I, line 3 table can be duplicated if additional space is needed)

For Paperwork Reduction Act Notice, see the Instructions for Form 990. Cat No 50082W Schedule F (Form 990) 2012

Part II **Grants and Other Assistance to Organizations or Entities Outside the United States.** Complete if the organization answered "Yes" to Form 990, Part IV, line 15, for any recipient who received more than \$5,000. Part II can be duplicated if additional space is needed.

[illegible]

2 Enter total number of recipient organizations listed above that are recognized as charities by the foreign country, recognized as tax-exempt by the IRS, or for which the grantee or counsel has provided a section 501(c)(3) equivalency letter ▶

3 Enter total number of other organizations or entities 33

Part III

[illegible]

Part IV Foreign Forms

- 1

Was the organization a U S transferor of property to a foreign corporation during the tax year? *If "Yes," the organization may be required to file Form 926, Return by a U.S. Transferor of Property to a Foreign Corporation (see Instructions for Form 926)*

☐ Yes

☒ No
- 2

Did the organization have an interest in a foreign trust during the tax year? *If "Yes," the organization may be required to file Form 3520, Annual Return to Report Transactions with Foreign Trusts and Receipt of Certain Foreign Gifts, and/or Form 3520-A, Annual Information Return of Foreign Trust With a U.S. Owner (see Instructions for Forms 3520 and 3520-A)*

☐ Yes

☒ No
- 3

Did the organization have an ownership interest in a foreign corporation during the tax year? *If "Yes," the organization may be required to file Form 5471, Information Return of U.S. Persons with Respect to Certain Foreign Corporations. (see Instructions for Form 5471)*

☐ Yes

☒ No
- 4

Was the organization a direct or indirect shareholder of a passive foreign investment company or a qualified electing fund during the tax year? *If "Yes," the organization may be required to file Form 8621, Return by a Shareholder of a Passive Foreign Investment Company or Qualified Electing Fund. (see Instructions for Form 8621)*

☐ Yes

☒ No
- 5

Did the organization have an ownership interest in a foreign partnership during the tax year? *If "Yes," the organization may be required to file Form 8865, Return of U.S. Persons with Respect to Certain Foreign Partnerships. (see Instructions for Form 8865)*

☐ Yes

☒ No
- 6

Did the organization have any operations in or related to any boycotting countries during the tax year? *If "Yes," the organization may be required to file Form 5713, International Boycott Report (see Instructions for Form 5713).*

☒ Yes

☐ No

Complete this part to provide the information required by Part I, line 2 (monitoring of funds); Part I, line 3, column (f) (accounting method; amounts of investments vs. expenditures per region); Part II, line 1 (accounting method); Part III (accounting method); and Part III, column (c) (estimated number of recipients), as applicable. Also complete this part to provide any additional information (see instructions).

Schedule F (Form 990) 2012

Additional Data

Software ID:
Software Version:
EIN: 52-1969967
Name: CAMPAIGN FOR TOBACCO-FREE KIDS

Form 990 Schedule F Part II - Grants or Entities Outside The United States

(a) Name of organization	(b) IRS code section and EIN(if applicable)	(c) Region	(d) Purpose of grant	(e) Amount of cash grant	(f) Manner of cash disbursement	(g) Amount of non-cash assistance	(h) Description of non-cash assistance	(i) Method of valuation (book, FMV, appraisal, other)
		SOUTH AMERICA	TOBACCO CONTROL	24,930	WIRE			
		EAST ASIA AND THE PACIFIC	TOBACCO CONTROL	25,000	WIRE			
		SOUTH AMERICA	TOBACCO CONTROL	37,500	WIRE			
		SOUTH ASIA	TOBACCO CONTROL	12,507	WIRE			
		SOUTH ASIA	TOBACCO CONTROL	38,610	WIRE			
		SOUTH AMERICA	TOBACCO CONTROL	22,569	WIRE			
		EAST ASIA AND THE PACIFIC	TOBACCO CONTROL	48,370	WIRE			
		EAST ASIA AND THE PACIFIC	TOBACCO CONTROL	125,000	WIRE			
		SOUTH ASIA	TOBACCO CONTROL	50,000	WIRE			
		EAST ASIA AND THE PACIFIC	TOBACCO CONTROL	31,250	WIRE			
		EAST ASIA AND THE PACIFIC	TOBACCO CONTROL	27,500	WIRE			
		SOUTH ASIA	TOBACCO CONTROL	28,460	WIRE			
		SOUTH ASIA	TOBACCO CONTROL	100,000	WIRE			
		EAST ASIA AND THE PACIFIC	TOBACCO CONTROL	100,000	WIRE			
		EUROPE (INCLUDING ICELAND & GREENLAND)	TOBACCO CONTROL	12,414	WIRE			
		SOUTH AMERICA	TOBACCO CONTROL	15,617	WIRE			
		SOUTH AMERICA	TOBACCO CONTROL	12,948	WIRE			
		SUB-SAHARAN AFRICA	TOBACCO CONTROL	37,500	WIRE			
		SUB-SAHARAN AFRICA	TOBACCO CONTROL	25,505	WIRE			
		SUB-SAHARAN AFRICA	TOBACCO CONTROL	30,600	WIRE			
		SUB-SAHARAN AFRICA	TOBACCO CONTROL	44,326	WIRE			
		SUB-SAHARAN AFRICA	TOBACCO CONTROL	40,091	WIRE			
		SUB-SAHARAN AFRICA	TOBACCO CONTROL	76,659	WIRE			
		SOUTH ASIA	TOBACCO CONTROL	47,085	WIRE			
		SUB-SAHARAN AFRICA	TOBACCO CONTROL	12,345	WIRE			
		SUB-SAHARAN AFRICA	TOBACCO CONTROL	31,019	WIRE			
		SUB-SAHARAN AFRICA	TOBACCO CONTROL	44,242	WIRE			
		SUB-SAHARAN AFRICA	TOBACCO CONTROL	106,665	WIRE			
		SUB-SAHARAN AFRICA	TOBACCO CONTROL	19,354	WIRE			
		SUB-SAHARAN AFRICA	TOBACCO CONTROL	95,000	WIRE			

Form 990 Schedule F Part II - Grants or Entities Outside The United States

(a) Name of organization	(b) IRS code section and EIN(if applicable)	(c) Region	(d) Purpose of grant	(e) Amount of cash grant	(f) Manner of cash disbursement	(g) Amount of non-cash assistance	(h) Description of non-cash assistance	(i) Method of valuation (book, FMV, appraisal, other)
		SUB-SAHARAN AFRICA	TOBACCO CONTROL	23,838	WIRE			
		SUB-SAHARAN AFRICA	TOBACCO CONTROL	15,000	WIRE			

Part II Fundraising Events.

Complete if the organization answered "Yes" to Form 990, Part IV, line 18, or reported more than \$15,000 of fundraising event contributions and gross income on Form 990-EZ, lines 1 and 6b. List events with gross receipts greater than \$5,000.

		(a) Event #1	(b) Event #2	(c) Other events	(d) Total events
		DINNER MAY 2012 (event type)	DINNER MAY 2013 (event type)	(total number)	(add col (a) through col (c))
Revenue	1	Gross receipts	144,180	339,760	483,940
	2	Less Contributions . . .	107,230	323,965	431,195
	3	Gross income (line 1 minus line 2)	36,950	15,795	52,745
Direct Expenses	4	Cash prizes			
	5	Noncash prizes . . .			
	6	Rent/facility costs . . .			
	7	Food and beverages .			
	8	Entertainment			
	9	Other direct expenses .	36,950	15,795	52,745
	10	Direct expense summary Add lines 4 through 9 in column (d) ▶			
	11	Net income summary Combine line 3, column (d), and line 10 ▶			
					0

Part III Gaming.

Complete if the organization answered "Yes" to Form 990, Part IV, line 19, or reported more than \$15,000 on Form 990-EZ, line 6a.

		(a) Bingo	(b) Pull tabs/Instant bingo/progressive bingo	(c) Other gaming	(d) Total gaming (add col (a) through col (c))
Revenue	1	Gross revenue			
	2	Cash prizes			
Direct Expenses	3	Non-cash prizes			
	4	Rent/facility costs			
	5	Other direct expenses . . .			
	6	Volunteer labor	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No
	7	Direct expense summary Add lines 2 through 5 in column (d) ▶			
	8	Net gaming income summary Combine lines 1 and 7 in column (d) ▶			

9 Enter the state(s) in which the organization operates gaming activities _____

a

Is the organization licensed to operate gaming activities in each of these states? ☐ Yes ☐ No

b

If "No," explain _____

10a

Were any of the organization's gaming licenses revoked, suspended or terminated during the tax year? ☐ Yes ☐ No

b

If "Yes," explain _____

Does the organization operate gaming activities with nonmembers? ☐ Yes ☐ No

12 Is the organization a grantor, beneficiary or trustee of a trust or a member of a partnership or other entity formed to administer charitable gaming? ☐ Yes ☐ No

13 Indicate the percentage of gaming activity operated in

a The organization's facility	13a	
b An outside facility	13b	

14 Enter the name and address of the person who prepares the organization's gaming/special events books and records

Name ▶

Address ▶

15a Does the organization have a contract with a third party from whom the organization receives gaming revenue? ☐ Yes ☐ No

b If "Yes," enter the amount of gaming revenue received by the organization ▶ \$ _____ and the amount of gaming revenue retained by the third party ▶ \$ _____

c If "Yes," enter name and address of the third party

Name ▶

Address ▶

16 Gaming manager information

Name ▶

Gaming manager compensation ▶ \$

Description of services provided ▶

☐ Director/officer ☐ Employee ☐ Independent contractor

17 Mandatory distributions

a Is the organization required under state law to make charitable distributions from the gaming proceeds to retain the state gaming license? ☐ Yes ☐ No

b Enter the amount of distributions required under state law distributed to other exempt organizations or spent in the organization's own exempt activities during the tax year ▶ \$ _____

Part IV Supplemental Information. Complete this part to provide the explanations required by Part I, line 2b, columns (iii) and (v), and Part III, lines 9, 9b, 10b, 15b, 15c, 16, and 17b, as applicable. Also complete this part to provide any additional information (see instructions).

Identifier	Return Reference	Explanation
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As Filed Data -

DLN: 93493221008183

Schedule I
(Form 990)

OMB No 1545-0047

2012

Open to Public
Inspection

Department of the Treasury
Internal Revenue Service

Grants and Other Assistance to Organizations,
Governments and Individuals in the United States

Complete if the organization answered "Yes," to Form 990, Part IV, line 21 or 22.
▶ Attach to Form 990

Name of the organization
CAMPAIGN FOR TOBACCO-FREE KIDS

Employer identification number
52-1969967

Part I

General Information on Grants and Assistance

1

Does the organization maintain records to substantiate the amount of the grants or assistance, the grantees' eligibility for the grants or assistance, and the selection criteria used to award the grants or assistance?

☒ Yes ☐ No

2

Describe in Part IV the organization's procedures for monitoring the use of grant funds in the United States

Part II

Grants and Other Assistance to Governments and Organizations in the United States. Complete if the organization answered "Yes" to Form 990, Part IV, line 21, for any recipient that received more than \$5,000. Part II can be duplicated if additional space is needed.

(a) Name and address of organization or government	(b) EIN	(c) IRC Code section if applicable	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
(1) AMERICAN HEART ASSOCIATION INC 7272 GREENVILLE AV DALLAS,TX 75231	13-5613797	501(C)(3)	1,000,000				TOBACCO CONTROL
(2) AMERICAN CANCER SOCIETY INC 250 WILLIAMS ST NW ATLANTA,GA 30303	13-1788491	501(C)(3)	1,000,000				TOBACCO CONTROL
(3) GU INST FOR NATLGLOBAL HEALTH LAW 600 NJ AVE NW WASHINGTON,DC 20001	53-0196603	501(C)(3)	153,710				TOBACCO CONTROL

2

Enter total number of section 501(c)(3) and government organizations listed in the line 1 table

3

3

Enter total number of other organizations listed in the line 1 table

Part III

Grants and Other Assistance to Individuals in the United States. Complete if the organization answered "Yes" to Form 990, Part IV, line 22.
Part III can be duplicated if additional space is needed.

(a)Type of grant or assistance	(b)Number of recipients	(c)Amount of cash grant	(d)Amount of non-cash assistance	(e)Method of valuation (book, FMV, appraisal, other)	(f)Description of non-cash assistance
(1) SCHOLARSHIPS/MINI GRANTS	80	47,500			

Part IV

Supplemental Information.

Complete this part to provide the information required in Part I, line 2, Part III, column (b), and any other additional information

Identifier	Return Reference	Explanation
PROCEDURE FOR MONITORING GRANTS IN THE U S	PART I, LINE 2	SCHEDULE I, PART I, LINE 2 THE CAMPAIGN FOR TOBACCO-FREE KIDS (CFTFK) DOMESTIC GRANT PROGRAM SUPPORTS THE TOBACCO CONTROL EFFORTS OF 501(C)(3) NONPROFITS THROUGHOUT THE UNITED STATES THROUGH BOTH GENERAL-PURPOSE AND PROJECT-SPECIFIC GRANTS IN BOTH CASES, GRANTS ARE GIVEN ONLY TO ORGANIZATIONS THAT CFTFK HAS WORKED WITH IN THE PAST AND WILL CONTINUE TO BE WORKING WITH ON AN ONGOING BASIS THIS FAMILIARITY WITH GRANT RECIPIENTS, AND THE CONTINUING WORKING RELATIONSHIPS, MAKES GRANT OVERSIGHT MUCH EASIER AND MORE DIRECT TO EFFECTIVELY CONTROL AND MONITOR THE RECIPIENT'S USE OF THE GRANT FUNDS, THE CAMPAIGN ALSO MAINTAINS THE FOLLOWING POLICIES & PROCEDURES - GRANT APPLICATIONS ARE SOLICITED, PRIMARILY BY THE CFTFK TEAM OF REGIONAL ADVOCACY DIRECTORS, FROM SUITABLE 501(C)(3) NONPROFITS THAT THE REGIONAL ADVOCACY DIRECTORS HAVE WORKED WITH IN THE PAST AND WILL BE WORKING WITH IN THE FUTURE IN THE CASE OF CFTFK'S NON-LOBBYING PROJECT-SPECIFIC GRANTS, THE CFTFK TEAM OF REGIONAL ADVOCACY DIRECTORS WORKS IN CONJUNCTION WITH STAFF FROM THE AMERICAN CANCER SOCIETY AND AMERICAN HEART ASSOCIATION - EACH GRANT PROPOSAL IS SUBMITTED ON FORMS PROVIDED BY CFTFK THAT REQUIRE DETAILED INFORMATION TO ALLOW FOR A CAREFUL EVALUATION OF THE GRANT PROPOSAL AND THE RECIPIENTS ABILITY TO USE THE GRANT FUNDS EFFECTIVELY, AS WELL AS FORMAL CONFIRMATION OF THE APPLICANT'S 501(C)(3) STATUS GENERAL PURPOSE GRANT REQUESTS ARE EVALUATED BY THE REGIONAL ADVOCACY DIRECTORS, THE VICE-PRESIDENT FOR STATE ISSUES AND OTHER RELEVANT CFTFK STAFF, SOMETIMES IN CONSULTATION WITH OTHERS FAMILIAR WITH THE APPLICANT THE PROJECT-SPECIFIC GRANTS ARE EVALUATED BY THE SAME CFTFK PERSONNEL IN MONTHLY TELECONFERENCE DISCUSSIONS THAT ALSO INCLUDE MANAGEMENT-LEVEL REPRESENTATIVES FROM THE AFOREMENTIONED ORGANIZATIONS AFTER CLARIFYING ANY ISSUES RAISED RELATING TO A PROPOSAL, INCLUDING POSSIBLE REVISIONS TO THE PROPOSAL, THOSE REVIEWING THE PROPOSAL RECOMMEND WHETHER OR NOT THE GRANT SHOULD BE MADE - THE PROPOSALS AND RELATED GRANT DOCUMENTS FOR RECOMMENDED GRANTS ARE REVIEWED BY THE CFTFK VICE PRESIDENT FOR STATE ISSUES, GENERAL COUNSEL, AND VICE PRESIDENT FOR FINANCE & ADMINISTRATION UPON THEIR APPROVAL, THE GRANT LETTER (FOR GENERAL PURPOSE GRANTS) OR GRANT AGREEMENT (FOR PROJECT-SPECIFIC GRANTS) IS SUBMITTED TO CFTFK'S PRESIDENT FOR FINAL APPROVAL AND SIGNATURE, WITH PROJECT GRANT AGREEMENTS ALSO SIGNED BY A LEGALLY AUTHORIZED REPRESENTATIVE OF THE GRANTEE AFTER THE CHECK IS DISBURSED, THE RELEVANT CAMPAIGN REGIONAL ADVOCACY DIRECTOR WORKS WITH THE GRANTEE ON AN ONGOING BASIS TO CONFIRM THAT THE GRANT FUNDS ARE USED CONSISTENTLY WITH THE GRANT AGREEMENT - THE GENERAL PURPOSE GRANT LETTERS PROVIDE THAT THE FUNDS MAY BE USED ONLY FOR ACTIVITIES 501(C)(3) NONPROFITS MAY LEGALLY ENGAGE IN AND MUST BE USED FOR THE GENERAL PURPOSE OF PREVENTING AND REDUCING TOBACCO USE OR ITS HARMS THE PROJECT-SPECIFIC GRANT AGREEMENTS ARE MUCH MORE DETAILED AND RESTRICTIVE, REQUIRING THAT THE FUNDS NOT ONLY BE USED SOLELY FOR ACTIVITIES 501(C)(3) NONPROFITS MAY LEGALLY ENGAGE BUT ALSO ONLY TO PROMOTE THE GRANT PROJECT, PURSUANT TO THE PROVIDED BUDGET - IN SOME CASES, CFTFK MAY PROVIDE A DOMESTIC GRANT EXPLICITLY FOR DIRECT OR GRASSROOTS LOBBYING PURPOSES - EITHER TO 501(C)(3) OR 501(C)(4) NONPROFITS - IN WHICH CASE CFTFK COUNTS THAT EXPENDITURE TOWARD ITS LOBBYING LIMITS SIMILAR PROCEDURES AND OVERSIGHT AS THOSE DESCRIBED ABOVE APPLY TO ANY SUCH GRANTS, WITH ADDITIONAL ATTENTION TO ENSURING COMPLIANCE WITH ANY APPLICABLE LAWS RELATING TO LOBBYING ACTIVITIES "

Schedule J
(Form 990)

Department of the Treasury
Internal Revenue Service

Compensation Information

For certain Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees

▶ Complete if the organization answered "Yes" to Form 990, Part IV, question 23.

▶ Attach to Form 990. ▶ See separate instructions.

OMB No 1545-0047

2012

Open to Public Inspection

Name of the organization
CAMPAIGN FOR TOBACCO-FREE KIDS

Employer identification number
52-1969967

Part I

Questions Regarding Compensation

	Yes	No
1a Check the appropriate box(es) if the organization provided any of the following to or for a person listed in Form 990, Part VII, Section A, line 1a Complete Part III to provide any relevant information regarding these items ☐ First-class or charter travel ☐ Travel for companions ☐ Tax idemnification and gross-up payments ☐ Discretionary spending account ☐ Housing allowance or residence for personal use ☐ Payments for business use of personal residence ☐ Health or social club dues or initiation fees ☐ Personal services (e g , maid, chauffeur, chef)		
b If any of the boxes in line 1a are checked, did the organization follow a written policy regarding payment or reimbursement or provision of all of the expenses described above? If "No," complete Part III to explain	1b	
2 Did the organization require substantiation prior to reimbursing or allowing expenses incurred by all officers, directors, trustees, and the CEO/Executive Director, regarding the items checked in line 1a?	2	
3 Indicate which, if any, of the following the filing organization used to establish the compensation of the organization's CEO/Executive Director Check all that apply Do not check any boxes for methods used by a related organization to establish compensation of the CEO/Executive Director, but explain in Part III ☒ Compensation committee ☐ Independent compensation consultant ☐ Form 990 of other organizations ☐ Written employment contract ☒ Compensation survey or study ☒ Approval by the board or compensation committee		
4 During the year, did any person listed in Form 990, Part VII, Section A, line 1a with respect to the filing organization or a related organization		
a Receive a severance payment or change-of-control payment?	4a	No
b Participate in, or receive payment from, a supplemental nonqualified retirement plan?	4b	No
c Participate in, or receive payment from, an equity-based compensation arrangement? If "Yes" to any of lines 4a-c, list the persons and provide the applicable amounts for each item in Part III	4c	No
Only 501(c)(3) and 501(c)(4) organizations only must complete lines 5-9.		
5 For persons listed in Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the revenues of		
a The organization?	5a	No
b Any related organization? If "Yes," to line 5a or 5b, describe in Part III	5b	No
6 For persons listed in Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the net earnings of		
a The organization?	6a	No
b Any related organization? If "Yes," to line 6a or 6b, describe in Part III	6b	No
7 For persons listed in Form 990, Part VII, Section A, line 1a, did the organization provide any non-fixed payments not described in lines 5 and 6? If "Yes," describe in Part III	7	No
8 Were any amounts reported in Form 990, Part VII, paid or accrued pursuant to a contract that was subject to the initial contract exception described in Regulations section 53 4958-4(a)(3)? If "Yes," describe in Part III	8	No
9 If "Yes" to line 8, did the organization also follow the rebuttable presumption procedure described in Regulations section 53 4958-6(c)?	9	

Part II Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees. Use duplicate copies if additional space is needed.

For each individual whose compensation must be reported in Schedule J, report compensation from the organization on row (i) and from related organizations, described in the instructions, on row (ii) Do not list any individuals that are not listed on Form 990, Part VII
Note. The sum of columns (B)(i)-(iii) for each listed individual must equal the total amount of Form 990, Part VII, Section A, line 1a, applicable column (D) and (E) amounts for that individual

(A) Name and Title		(B) Breakdown of W-2 and/or 1099-MISC compensation			(C) Retirement and other deferred compensation	(D) Nontaxable benefits	(E) Total of columns (B)(i)-(D)	(F) Compensation reported as deferred in prior Form 990
		(i) Base compensation	(ii) Bonus & incentive compensation	(iii) Other reportable compensation				
See Additional Data Table								

Part III **Supplemental Information**

Complete this part to provide the information, explanation, or descriptions required for Part I, lines 1a, 1b, 3, 4a, 4b, 4c, 5a, 5b, 6a, 6b, 7, and 8, and for Part II. Also complete this part for any additional information.

Identifier	Return Reference	Explanation
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Software ID:
Software Version:
EIN: 52-1969967
Name: CAMPAIGN FOR TOBACCO-FREE KIDS

Form 990, Schedule J, Part II - Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees

(A) Name		(B) Breakdown of W-2 and/or 1099-MISC compensation			(C) Deferred compensation	(D) Nontaxable benefits	(E) Total of columns (B)(i)-(D)	(F) Compensation reported in prior Form 990 or Form 990-EZ
		(i) Base Compensation	(ii) Bonus & incentive compensation	(iii) Other compensation				
MATTHEW L MYERS	(i)	180,269	0	3,761	16,923	13,815	214,768	0
	(ii)	75,377	0	1,573	7,076	5,777	89,803	0
SUSAN M LISS	(i)	173,776	0	2,147	16,200	12,172	204,295	0
	(ii)	50,559	0	625	4,713	3,541	59,438	0
JACQUELINE M BOLT	(i)	116,195	0	273	10,832	9,163	136,463	0
	(ii)	60,134	0	141	5,606	4,742	70,623	0
DANIEL E MCGOLDRICK	(i)	175,534	0	1,666	16,674	25,487	219,361	0
	(ii)	7,738	0	73	735	1,123	9,669	0
VINCENT V WILLMORE	(i)	175,870	0	401	15,918	8,350	200,539	0
	(ii)	5,740	0	13	520	272	6,545	0
YOLONDA RICHARDSON	(i)	181,939	0	869	17,198	23,999	224,005	0
	(ii)	20,205	0	97	1,910	2,666	24,878	0
PETER H FISHER	(i)	144,215	0	2,020	13,599	20,777	180,611	0
	(ii)	24,987	0	350	2,356	3,600	31,293	0
ANNE J FORD	(i)	94,860	0	454	8,644	5,322	109,280	0
	(ii)	77,572	0	372	7,068	4,353	89,365	0
JOHN M KEIGHTLEY	(i)	166,361	0	527	15,394	20,682	202,964	0
	(ii)	2,972	0	9	275	370	3,626	0
PATRICIA A LAMBERT	(i)	31,525	0	183	2,919	2,258	36,885	0
	(ii)	172,757	0	1,003	15,996	12,372	202,128	0
PATRICIA SOSA	(i)	141,931	0	714	13,664	20,419	176,728	0
	(ii)	15,765	0	79	1,518	2,268	19,630	0
VANDANA AGARWAL SHAH	(i)	133,897	0	284	12,674	17,671	164,526	0
	(ii)	14,870	0	32	1,408	1,963	18,273	0
JOANNE BIRCKMAYER	(i)	138,461	0	640	12,766	6,718	158,585	0
	(ii)	0	0	0	0	0	0	0
PAMELA COFFEY	(i)	20,928	0	41	1,887	539	23,395	0
	(ii)	118,306	0	232	10,669	3,046	132,253	0

SCHEDULE O

(Form 990 or 990-EZ)

Department of the Treasury
Internal Revenue Service

Supplemental Information to Form 990 or 990-EZ

Complete to provide information for responses to specific questions on
Form 990 or to provide any additional information.
▶ Attach to Form 990 or 990-EZ.

OMB No 1545-0047

2012

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Inspection

Name of the organization CAMPAIGN FOR TOBACCO-FREE KIDS	Employer identification number 52-1969967
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Identifier	Return Reference	Explanation
	FORM 990, PART VI, SECTION A, LINE 8B	NO COMMITTEES ARE AUTHORIZED TO ACT ON BEHALF OF THE BOARD

Identifier	Return Reference	Explanation
	FORM 990, PART VI, SECTION B, LINE 11	THE FINANCE & ADMINISTRATION STAFF, IN CONSULTATION WITH OUR INDEPENDENT OUTSIDE ACCOUNTING FIRM, PREPARES THE 990 FORM EACH YEAR. ONCE IT IS COMPLETED AND APPROVED BY THE VICE-PRESIDENT FOR FINANCE & ADMINISTRATION AND THE PRESIDENT, IT IS PRESENTED TO THE FINANCE COMMITTEE OF THE BOARD OF DIRECTORS (WHICH INCLUDES THE TREASURER) FOR THEIR FINAL REVIEW AND APPROVAL, ALONG WITH KEY UNDERLYING DATA AND RECORDS. THE FINANCE COMMITTEE IS GIVEN READY ACCESS TO RELEVANT STAFF AS WELL AS THE ACCOUNTING FIRM IN THE EVENT THAT THE COMMITTEE HAS QUESTIONS OR WANTS TO REVIEW ANY DATA OR RECORDS THAT WERE NOT INITIALLY PROVIDED. ONCE THE FINANCE COMMITTEE APPROVES THE 990 FORM IT IS SUBMITTED TO THE IRS.

Identifier	Return Reference	Explanation
	FORM 990, PART VI, SECTION B, LINE 12C	THE CAMPAIGN FOR TOBACCO-FREE KIDS HAS A FORMAL, WRITTEN CONFLICT OF INTEREST POLICY FOR STAFF THAT IS PERIODICALLY REVIEWED AND, AS NEEDED, UPDATED AND REVISED THE WRITTEN POLICY IS PERIODICALLY DISTRIBUTED TO ALL STAFF AND BOARD MEMBERS, AND ALWAYS DISTRIBUTED WHEN ANY SIGNIFICANT CHANGES ARE MADE ALL NEW STAFF MEMBERS AND NEW BOARD MEMBERS ARE GIVEN A COPY OF THE WRITTEN STAFF CONFLICTS OF INTEREST POLICY, AND IT IS INCLUDED IN THE EMPLOYEE MANUAL AND IS AVAILABLE ON THE CAMPAIGN'S INTERNAL COMPUTER NETWORK THE CONFLICT OF INTEREST POLICY CLEARLY STATES THAT STAFF MUST DISCLOSE ANY OF THEIR EXISTING OR PLANNED ACTIVITIES THAT MIGHT CONSTITUTE A CONFLICT OF INTEREST AND THAT THE CAMPAIGN RESERVES THE RIGHT TO TAKE ANY REASONABLE ACTION TO RESOLVE A CONFLICT SITUATION, INCLUDING THE POSSIBLE TERMINATION OF AN EMPLOYEE A WRITTEN CONFLICT OF INTEREST POLICY FOR BOARD MEMBERS AND RELATED PROCEDURES HAS BEEN COMPLETED AND APPROVED BY THE BOARD

Identifier	Return Reference	Explanation
	FORM 990, PART VI, SECTION B, LINE 15	THE PRESIDENT AND EXECUTIVE DIRECTOR'S COMPENSATION ARE REVIEWED AND APPROVED ANNUALLY BY THE COMPENSATION COMMITTEE THAT IS COMPRISED OF FOUR BOARD MEMBERS WHO WORK AT SIMILAR ORGANIZATIONS AND ARE FAMILIAR WITH COMPARABLE COMPENSATION FOR SIMILARLY QUALIFIED INDIVIDUALS. THE COMPENSATION COMMITTEE EVALUATES THE PERFORMANCE OF THE PRESIDENT AND EXECUTIVE DIRECTOR ANNUALLY AND MAKES RECOMMENDATIONS TO THE BOARD ON SALARY INCREASES BASED ON PERFORMANCE AND THE AVERAGE RATE OF INFLATION. COMPENSATION IS CONSIDERED AND APPROVED IN AN EXECUTIVE SESSION BY THE FULL BOARD OF DIRECTORS. THE BOARD ALSO REVIEWS THE SALARIES OF THE EXECUTIVE MANAGEMENT TEAM. THE PRESIDENT REVIEWS THE EXECUTIVE MANAGEMENT TEAM'S PERFORMANCE AND COMPENSATION AND MAKES RECOMMENDATIONS TO THE BOARD OF DIRECTORS ON THEIR SALARY INCREASES BASED ON THE AVERAGE RATE OF INFLATION. PERIODICALLY, THE COMPENSATION OF THE EXECUTIVE MANAGEMENT TEAM IS REVIEWED TO ENSURE THAT COMPENSATIONS ARE IN LINE WITH SIMILARLY QUALIFIED INDIVIDUALS IN COMPARABLE POSITIONS AT OTHER NON-PROFIT ORGANIZATIONS.

Identifier	Return Reference	Explanation
	FORM 990, PART VI, SECTION C, LINE 19	THE GOVERNING DOCUMENTS, CONFLICT OF INTEREST POLICY AND FINANCIAL STATEMENTS ARE AVAILABE TO THE PUBLIC BY PUBLIC FILING AND/OR UPON REQUEST

SCHEDULE R
(Form 990)

Department of the Treasury
Internal Revenue Service

Related Organizations and Unrelated Partnerships

▶ Complete if the organization answered "Yes" to Form 990, Part IV, line 33, 34, 35, 36, or 37.
▶ Attach to Form 990. ▶ See separate instructions.

OMB No 1545-0047

2012

Open to Public Inspection

Name of the organization
CAMPAIGN FOR TOBACCO-FREE KIDS

Employer identification number
52-1969967

Part I Identification of Disregarded Entities (Complete if the organization answered "Yes" to Form 990, Part IV, line 33.)

(a) Name, address, and EIN (if applicable) of disregarded entity	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Total income	(e) End-of-year assets	(f) Direct controlling entity

Part II Identification of Related Tax-Exempt Organizations (Complete if the organization answered "Yes" to Form 990, Part IV, line 34 because it had one or more related tax-exempt organizations during the tax year.)

(a) Name, address, and EIN of related organization	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Exempt Code section	(e) Public charity status (if section 501(c)(3))	(f) Direct controlling entity	(g) Section 512(b)(13) controlled entity?	
						Yes	No
(1) TOBACCO-FREE KIDS ACTION FUND 1400 I STREET NW STE 1200 WASHINGTON, DC 20005 52-1974904	ADVOCACY	DC	501(C)(4)		N/A		No

Part III

Identification of Related Organizations Taxable as a Partnership (Complete if the organization answered "Yes" to Form 990, Part IV, line 34 because it had one or more related organizations treated as a partnership during the tax year.)

(a) Name, address, and EIN of related organization	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Direct controlling entity	(e) Predominant income(related, unrelated, excluded from tax under sections 512- 514)	(f) Share of total income	(g) Share of end-of-year assets	(h) Disproportionate allocations?		(i) Code V—UBI amount in box 20 of Schedule K-1 (Form 1065)	(j) General or managing partner?		(k) Percentage ownership
							Yes	No		Yes	No	

Part IV

Identification of Related Organizations Taxable as a Corporation or Trust (Complete if the organization answered "Yes" to Form 990, Part IV, line 34 because it had one or more related organizations treated as a corporation or trust during the tax year.)

(a) Name, address, and EIN of related organization	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Direct controlling entity	(e) Type of entity (C corp, S corp, or trust)	(f) Share of total income	(g) Share of end- of-year assets	(h) Percentage ownership	(i) Section 512 (b)(13) controlled entity?	
								Yes	No

Part V

Transactions With Related Organizations (Complete if the organization answered "Yes" to Form 990, Part IV, line 34, 35b, or 36.)

Note. Complete line 1 if any entity is listed in Parts II, III, or IV of this schedule

1 During the tax year, did the organization engage in any of the following transactions with one or more related organizations listed in Parts II-IV?

a Receipt of (i) interest (ii) annuities (iii) royalties or (iv) rent from a controlled entity

b Gift, grant, or capital contribution to related organization(s)

c Gift, grant, or capital contribution from related organization(s)

d Loans or loan guarantees to or for related organization(s)

e Loans or loan guarantees by related organization(s)

f Dividends from related organization(s)

g Sale of assets to related organization(s)

h Purchase of assets from related organization(s)

i Exchange of assets with related organization(s)

j Lease of facilities, equipment, or other assets to related organization(s)

k Lease of facilities, equipment, or other assets from related organization(s)

l Performance of services or membership or fundraising solicitations for related organization(s)

m Performance of services or membership or fundraising solicitations by related organization(s)

n Sharing of facilities, equipment, mailing lists, or other assets with related organization(s)

o Sharing of paid employees with related organization(s)

p Reimbursement paid to related organization(s) for expenses

q Reimbursement paid by related organization(s) for expenses

r Other transfer of cash or property to related organization(s)

s Other transfer of cash or property from related organization(s)

Yes

No

1a

1b

1c

1d

1e

1f

1g

1h

1i

1j

1k

1l

1m

1n

1o

1p

1q

1r

1s

No

No

Yes

No

No

No

No

No

No

No

No

No

No

Yes

Yes

No

Yes

No

No

2 If the answer to any of the above is "Yes," see the instructions for information on who must complete this line, including covered relationships and transaction thresholds

(a) Name of other organization	(b) Transaction type (a-s)	(c) Amount involved	(d) Method of determining amount involved
(1) TOBACCO-FREE KIDS ACTION FUND	N	95,660	FMV
(2) TOBACCO-FREE KIDS ACTION FUND	O	2,295,326	FMV
(3) TOBACCO-FREE KIDS ACTION FUND	Q	345,408	FMV

Schedule R (Form 990) 2012

Provide the following information for each entity taxed as a partnership through which the organization conducted more than five percent of its activities (measured by total assets or gross revenue) that was not a related organization. See instructions regarding exclusion for certain investment partnerships.

[illegible]

Part VII **Supplemental Information**

Complete this part to provide additional information for responses to questions on Schedule R (see instructions)

Identifier	Return Reference	Explanation
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Software ID:
Software Version:
EIN: 52-1969967
Name: CAMPAIGN FOR TOBACCO-FREE KIDS