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Form

990-PF

Department of the Treasury
Internal Revenue Service

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

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

OMB No 1545-0052

2012

Open to Public Inspection

For calendar year 2012, or tax year beginning 07-01-2012 , and ending 06-30-2013

Name of foundation CINEREACH LTD		A Employer identification number 20-2946241	
Number and street (or P O box number if mail is not delivered to street address) 126 FIFTH AVE 5TH FLOOR Suite		B Telephone number (see instructions) (212) 727-3224	
City or town, state, and ZIP code NEW YORK, NY 10011		C If exemption application is pending, check here ☐	
G Check all that apply ☐ Initial return ☐ Final return ☐ Address change		D 1. Foreign organizations, check here ☐ 2. Foreign organizations meeting the 85% test, check here and attach computation ☐	
H Check type of organization ☒ Section 501(c)(3) exempt private foundation ☐ Section 4947(a)(1) nonexempt charitable trust ☐ Other taxable private foundation		E If private foundation status was terminated under section 507(b)(1)(A), check here ☐	
I Fair market value of all assets at end of year (from Part II, col. (c), line 16) \$ 6,668,883		F If the foundation is in a 60-month termination under section 507(b)(1)(B), check here ☐	
J Accounting method ☐ Cash ☒ Accrual ☐ Other (specify) (Part I, column (d) must be on cash basis.)			

Part I Analysis of Revenue and Expenses (The total of amounts in columns (b), (c), and (d) may not necessarily equal the amounts in column (a) (see instructions))		(a) Revenue and expenses per books	(b) Net investment income	(c) Adjusted net income	(d) Disbursements for charitable purposes (cash basis only)
Revenue	1 Contributions, gifts, grants, etc , received (attach schedule)	4,130,750			
	2 Check ☐ if the foundation is not required to attach Sch B				
	3 Interest on savings and temporary cash investments	2,562	2,562	2,562	
	4 Dividends and interest from securities.				
	5a Gross rents				
	b Net rental income or (loss) _____				
	6a Net gain or (loss) from sale of assets not on line 10				
	b Gross sales price for all assets on line 6a _____				
	7 Capital gain net income (from Part IV, line 2)				
	8 Net short-term capital gain				
	9 Income modifications				
	10a Gross sales less returns and allowances				
Operating and Administrative Expenses	b Less Cost of goods sold				
	c Gross profit or (loss) (attach schedule)				
	11 Other income (attach schedule)	1,785,587	86,899	86,899	
	12 Total. Add lines 1 through 11	5,918,899	89,461	89,461	
	13 Compensation of officers, directors, trustees, etc				
	14 Other employee salaries and wages	425,250			425,250
	15 Pension plans, employee benefits	65,706			65,706
	16a Legal fees (attach schedule)	33,270			33,270
	b Accounting fees (attach schedule)	69,774			69,774
	c Other professional fees (attach schedule)				
	17 Interest				
	18 Taxes (attach schedule) (see instructions)	40,295			40,295
	19 Depreciation (attach schedule) and depletion	139,534			
	20 Occupancy	168,353			168,352
	21 Travel, conferences, and meetings	115,939			115,939
	22 Printing and publications				
	23 Other expenses (attach schedule)	1,203,926			1,203,926
	24 Total operating and administrative expenses. Add lines 13 through 23	2,262,047	0		2,122,512
	25 Contributions, gifts, grants paid	1,086,573			1,086,573
	26 Total expenses and disbursements. Add lines 24 and 25	3,348,620	0		3,209,085
	27 Subtract line 26 from line 12				
	a Excess of revenue over expenses and disbursements	2,570,279			
	b Net investment income (if negative, enter -0-)		89,461		
	c Adjusted net income (if negative, enter -0-)			89,461	

Part II Balance Sheets		Attached schedules and amounts in the description column should be for end-of-year amounts only (See instructions)	Beginning of year	End of year	
			(a) Book Value	(b) Book Value	(c) Fair Market Value
Assets	1	Cash—non-interest-bearing	3,662,059	6,093,658	6,093,658
	2	Savings and temporary cash investments			
	3	Accounts receivable ▶ 35,610			
		Less allowance for doubtful accounts ▶	894	35,610	35,610
	4	Pledges receivable ▶			
		Less allowance for doubtful accounts ▶			
	5	Grants receivable		120,000	120,000
	6	Receivables due from officers, directors, trustees, and other disqualified persons (attach schedule) (see page 15 of the instructions)			
	7	Other notes and loans receivable (attach schedule) ▶			
		Less allowance for doubtful accounts ▶			
	8	Inventories for sale or use			
	9	Prepaid expenses and deferred charges	30,641	18,612	18,612
	10a	Investments—U S and state government obligations (attach schedule)			
	b	Investments—corporate stock (attach schedule)			
	c	Investments—corporate bonds (attach schedule).			
	11	Investments—land, buildings, and equipment basis ▶			
	Less accumulated depreciation (attach schedule) ▶				
12	Investments—mortgage loans				
13	Investments—other (attach schedule)				
14	Land, buildings, and equipment basis ▶ 831,668				
	Less accumulated depreciation (attach schedule) ▶ 496,276	343,430	335,392	335,392	
15	Other assets (describe ▶)	71,656	65,611	65,611	
16	Total assets (to be completed by all filers—see the instructions Also, see page 1, item I)	4,108,680	6,668,883	6,668,883	
Liabilities	17	Accounts payable and accrued expenses	251,243	186,167	
	18	Grants payable	20,000	75,000	
	19	Deferred revenue			
	20	Loans from officers, directors, trustees, and other disqualified persons			
	21	Mortgages and other notes payable (attach schedule)			
	22	Other liabilities (describe ▶)			
	23	Total liabilities (add lines 17 through 22)	271,243	261,167	
Net Assets or Fund Balances	Foundations that follow SFAS 117, check here ▶ ☒ and complete lines 24 through 26 and lines 30 and 31.				
	24	Unrestricted	3,737,437	6,198,925	
	25	Temporarily restricted	100,000	208,791	
	26	Permanently restricted			
	Foundations that do not follow SFAS 117, check here ▶ ☐ and complete lines 27 through 31.				
	27	Capital stock, trust principal, or current funds			
	28	Paid-in or capital surplus, or land, bldg , and equipment fund			
	29	Retained earnings, accumulated income, endowment, or other funds			
	30	Total net assets or fund balances (see page 17 of the instructions)	3,837,437	6,407,716	
	31	Total liabilities and net assets/fund balances (see page 17 of the instructions)	4,108,680	6,668,883	

Part III Analysis of Changes in Net Assets or Fund Balances		
1	Total net assets or fund balances at beginning of year—Part II, column (a), line 30 (must agree with end-of-year figure reported on prior year’s return)	1 3,837,437
2	Enter amount from Part I, line 27a	2 2,570,279
3	Other increases not included in line 2 (itemize) ▶	3
4	Add lines 1, 2, and 3	4 6,407,716
5	Decreases not included in line 2 (itemize) ▶	5
6	Total net assets or fund balances at end of year (line 4 minus line 5)—Part II, column (b), line 30	6 6,407,716

Part IV

Capital Gains and Losses for Tax on Investment Income

(a) List and describe the kind(s) of property sold (e g , real estate, 2-story brick warehouse, or common stock, 200 shs MLC Co)		(b) How acquired P—Purchase D—Donation	(c) Date acquired (mo , day, yr)	(d) Date sold (mo , day, yr)
1a				
(e) Gross sales price	(f) Depreciation allowed (or allowable)	(g) Cost or other basis plus expense of sale	(h) Gain or (loss) (e) plus (f) minus (g)	
a				
b				
c				
d				
e				
Complete only for assets showing gain in column (h) and owned by the foundation on 12/31/69			(i) Gains (Col (h) gain minus col (k), but not less than -0-) or Losses (from col (h))	
(i) F M V as of 12/31/69	(j) Adjusted basis as of 12/31/69	(k) Excess of col (i) over col (j), if any		
a				
b				
c				
d				
e				
2	Capital gain net income or (net capital loss) { If gain, also enter in Part I, line 7 If (loss), enter -0- in Part I, line 7 }		2	
3	Net short-term capital gain or (loss) as defined in sections 1222(5) and (6) If gain, also enter in Part I, line 8, column (c) (see instructions) If (loss), enter -0- in Part I, line 8 }		3	

Part V

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

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

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

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

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

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

(a) Base period years Calendar year (or tax year beginning in)	(b) Adjusted qualifying distributions	(c) Net value of noncharitable-use assets	(d) Distribution ratio (col (b) divided by col (c))
2011			
2010			
2009			
2008			
2007			
2 Total of line 1, column (d).			2
3 Average distribution ratio for the 5-year base period—divide the total on line 2 by 5, or by the number of years the foundation has been in existence if less than 5 years			3
4 Enter the net value of noncharitable-use assets for 2012 from Part X, line 5.			4
5 Multiply line 4 by line 3.			5
6 Enter 1% of net investment income (1% of Part I, line 27b).			6
7 Add lines 5 and 6.			7
8 Enter qualifying distributions from Part XII, line 4.			8

If line 8 is equal to or greater than line 7, check the box in Part VI, line 1b, and complete that part using a 1% tax rate See
the Part VI instructions

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

1a		Exempt operating foundations described in section 4940(d)(2), check here ☐ and enter "N/A" on line 1			
		Date of ruling or determination letter _____ (attach copy of letter if necessary—see instructions)			
b		Domestic foundations that meet the section 4940(e) requirements in Part V, check here ☐ and enter 1% of Part I, line 27b		1	1,789
c		All other domestic foundations enter 2% of line 27b Exempt foreign organizations enter 4% of Part I, line 12, col (b)			
2		Tax under section 511 (domestic section 4947(a)(1) trusts and taxable foundations only Others enter -0-)		2	
3		Add lines 1 and 2.		3	1,789
4		Subtitle A (income) tax (domestic section 4947(a)(1) trusts and taxable foundations only Others enter -0-)		4	
5		Tax based on investment income. Subtract line 4 from line 3 If zero or less, enter -0-		5	1,789
6		Credits/Payments			
a		2012 estimated tax payments and 2011 overpayment credited to 2012	6a	133	
b		Exempt foreign organizations—tax withheld at source	6b		
c		Tax paid with application for extension of time to file (Form 8868)	6c	2,600	
d		Backup withholding erroneously withheld	6d	3,059	
7		Total credits and payments Add lines 6a through 6d.		7	5,792
8		Enter any penalty for underpayment of estimated tax Check here ☐ if Form 2220 is attached		8	
9		Tax due. If the total of lines 5 and 8 is more than line 7, enter amount owed		9	
10		Overpayment. If line 7 is more than the total of lines 5 and 8, enter the amount overpaid.		10	4,003
11		Enter the amount of line 10 to be Credited to 2013 estimated tax ☐ 4,003	Refunded ☐	11	

Part VII-AStatements Regarding Activities

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

Part VII-A

Statements Regarding Activities *(continued)*

11	At any time during the year, did the foundation, directly or indirectly, own a controlled entity within the meaning of section 512(b)(13)? If "Yes," attach schedule (see instructions).	11		No
12	Did the foundation make a distribution to a donor advised fund over which the foundation or a disqualified person had advisory privileges? If "Yes," attach statement (see instructions)	12		No
13	Did the foundation comply with the public inspection requirements for its annual returns and exemption application?	13	Yes	
Website address ► WWW.CINEREACH.ORG				
14	The books are in care of ► ORGANIZATION Telephone no ► Located at ► ZIP +4 ►			
15	Section 4947(a)(1) nonexempt charitable trusts filing Form 990-PF in lieu of Form 1041 —Check here ► ☐ and enter the amount of tax-exempt interest received or accrued during the year ►	15		
16	At any time during calendar year 2012, did the foundation have an interest in or a signature or other authority over a bank, securities, or other financial account in a foreign country?	16		No
See instructions for exceptions and filing requirements for Form TD F 90-22.1 If "Yes", enter the name of the foreign country ►				

Part VII-B

Statements Regarding Activities for Which Form 4720 May Be Required

File Form 4720 if any item is checked in the "Yes" column, unless an exception applies.			Yes	No
1a	During the year did the foundation (either directly or indirectly) (1) Engage in the sale or exchange, or leasing of property with a disqualified person? ☐ Yes ☒ No (2) Borrow money from, lend money to, or otherwise extend credit to (or accept it from) a disqualified person? ☐ Yes ☒ No (3) Furnish goods, services, or facilities to (or accept them from) a disqualified person? ☒ Yes ☐ No (4) Pay compensation to, or pay or reimburse the expenses of, a disqualified person? ☐ Yes ☒ No (5) Transfer any income or assets to a disqualified person (or make any of either available for the benefit or use of a disqualified person)? ☐ Yes ☒ No (6) Agree to pay money or property to a government official? (Exception. Check "No" if the foundation agreed to make a grant to or to employ the official for a period after termination of government service, if terminating within 90 days). ☐ Yes ☒ No			
b	If any answer is "Yes" to 1a(1)–(6), did any of the acts fail to qualify under the exceptions described in Regulations section 53.4941(d)-3 or in a current notice regarding disaster assistance (see page 20 of the instructions)? Organizations relying on a current notice regarding disaster assistance check here. ► ☐	1b		No
c	Did the foundation engage in a prior year in any of the acts described in 1a, other than excepted acts, that were not corrected before the first day of the tax year beginning in 2012?	1c		No
2	Taxes on failure to distribute income (section 4942) (does not apply for years the foundation was a private operating foundation defined in section 4942(j)(3) or 4942(j)(5))			
a	At the end of tax year 2012, did the foundation have any undistributed income (lines 6d and 6e, Part XIII) for tax year(s) beginning before 2012? ☐ Yes ☒ No If "Yes," list the years ► 20____, 20____, 20____, 20____			
b	Are there any years listed in 2a for which the foundation is not applying the provisions of section 4942(a)(2) (relating to incorrect valuation of assets) to the year's undistributed income? (If applying section 4942(a)(2) to all years listed, answer "No" and attach statement—see instructions).	2b		No
c	If the provisions of section 4942(a)(2) are being applied to any of the years listed in 2a, list the years here ► 20____, 20____, 20____, 20____			
3a	Did the foundation hold more than a 2% direct or indirect interest in any business enterprise at any time during the year? ☐ Yes ☒ No			
b	If "Yes," did it have excess business holdings in 2012 as a result of (1) any purchase by the foundation or disqualified persons after May 26, 1969, (2) the lapse of the 5-year period (or longer period approved by the Commissioner under section 4943(c)(7)) to dispose of holdings acquired by gift or bequest, or (3) the lapse of the 10-, 15-, or 20-year first phase holding period? (<i>Use Schedule C, Form 4720, to determine if the foundation had excess business holdings in 2012.</i>).	3b		
4a	Did the foundation invest during the year any amount in a manner that would jeopardize its charitable purposes?	4a		No
b	Did the foundation make any investment in a prior year (but after December 31, 1969) that could jeopardize its charitable purpose that had not been removed from jeopardy before the first day of the tax year beginning in 2012?	4b		No

Part VII-B

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

5a

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

(1)

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

YesNo

(2)

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

YesNo

(3)

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

YesNo

(4)

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

YesNo

(5)

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

YesNo

b

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

5b

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

c

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

YesNo

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

6a

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

YesNo

b

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

6b

No

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

7a

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

YesNo

b

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

7b

Part VIII

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

1

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

(a) Name and address	(b) Title, and average hours per week devoted to position	(c) Compensation (If not paid, enter -0-)	(d) Contributions to employee benefit plans and deferred compensation	(e) Expense account, other allowances
PHILIPP ENGELHORN	CHAIRMAN / SECRETARY 30 0	0		
126 FIFTH AVE 5TH FLOOR NEW YORK, NY 10011				
BRUCE RABB	DIRECTOR 2 0	0		
126 FIFTH AVE 5TH FLOOR NEW YORK, NY 10011				
JOACHIM SCHUETZ	TREASURER 2 0	0		
126 FIFTH AVE 5TH FLOOR NEW YORK, NY 10011				

2

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

(a) Name and address of each employee paid more than \$50,000	(b) Title, and average hours per week devoted to position	(c) Compensation	(d) Contributions to employee benefit plans and deferred compensation	(e) Expense account, other allowances
MICHAEL RAISLER	CREATIVE DIRECTOR 40 0	82,500	11,165	
126 FIFTH AV 5TH FLOOR NEW YORK, NY 10011				
ADELLA LADJEVARDI	GRANTS MANAGER 40 0	69,575	11,165	
126 FIFTH AV 5TH FLOOR NEW YORK, NY 10011				
REVA GOLDBERG	COMMUNICATIONS MGR 40 0	68,550	11,165	
126 FIFTH AV 5TH FLOOR NEW YORK, NY 10011				
ANDREW GOLDMAN	HEAD OF PRODUCTION 40 0	71,625	11,164	
126 FIFTH AV 5TH FLOOR NEW YORK, NY 10011				
NATALIE DIFFORD	FELLOWSHIP MANAGER 40 0	71,625	11,164	
126 FIFTH AV 5TH FLOOR NEW YORK, NY 10011				
Total number of other employees paid over \$50,000.				1

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Part VIII

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

3 Five highest-paid independent contractors for professional services (see instructions). If none, enter "NONE".		
(a) Name and address of each person paid more than \$50,000	(b) Type of service	(c) Compensation
JOURNEYMAN PICTURES LLC	0	126,133
225 W 13TH ST NEW YORK, NY 10011		
ANDREAS ESBERG & CO LLP	0	87,937
909 THIRD AVE 28TH FL NEW YORK, NY 10022		
Total number of others receiving over \$ 50,000 for professional services.		

Part IX-A Summary of Direct Charitable Activities

List the foundation's four largest direct charitable activities during the tax year. Include relevant statistical information such as the number of organizations and other beneficiaries served, conferences convened, research papers produced, etc.	Expenses
1 GRANTS PROGRAM SEE ATTACHED	1,481,077
2 PRODUCTION PROGRAM SEE ATTACHED	1,333,599
3 FELLOWSHIP PROGRAM SEE ATTACHED	270,974
4	

Part IX-B

Summary of Program-Related Investments (see instructions)

Describe the two largest program-related investments made by the foundation during the tax year on lines 1 and 2	Amount
1	
2	
All other program-related investments See page 24 of the instructions	
3	
Total. Add lines 1 through 3.	

Part X

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

1	Fair market value of assets not used (or held for use) directly in carrying out charitable, etc , purposes		
a	Average monthly fair market value of securities.	1a	0
b	Average of monthly cash balances.	1b	4,442,130
c	Fair market value of all other assets (see instructions).	1c	575,225
d	Total (add lines 1a, b, and c).	1d	5,017,355
e	Reduction claimed for blockage or other factors reported on lines 1a and 1c (attach detailed explanation).	1e	
2	Acquisition indebtedness applicable to line 1 assets.	2	0
3	Subtract line 2 from line 1d.	3	5,017,355
4	Cash deemed held for charitable activities Enter 1 1/2% of line 3 (for greater amount, see instructions).	4	75,260
5	Net value of noncharitable-use assets. Subtract line 4 from line 3 Enter here and on Part V, line 4	5	4,942,095
6	Minimum investment return. Enter 5% of line 5.	6	247,105

Part XI

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

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

Part XII

Qualifying Distributions (see instructions)

1	Amounts paid (including administrative expenses) to accomplish charitable, etc , purposes		
a	Expenses, contributions, gifts, etc —total from Part I, column (d), line 26.	1a	3,209,085
b	Program-related investments—total from Part IX-B.	1b	0
2	Amounts paid to acquire assets used (or held for use) directly in carrying out charitable, etc , purposes.	2	131,496
3	Amounts set aside for specific charitable projects that satisfy the		
a	Suitability test (prior IRS approval required).	3a	0
b	Cash distribution test (attach the required schedule).	3b	0
4	Qualifying distributions. Add lines 1a through 3b Enter here and on Part V, line 8, and Part XIII, line 4	4	3,340,581
5	Foundations that qualify under section 4940(e) for the reduced rate of tax on net investment income Enter 1% of Part I, line 27b (see instructions).	5	
6	Adjusted qualifying distributions. Subtract line 5 from line 4.	6	3,340,581
Note: The amount on line 6 will be used in Part V, column (b), in subsequent years when calculating whether the foundation qualifies for the section 4940(e) reduction of tax in those years			

Part XIII

Undistributed Income (see instructions)

	(a) Corpus	(b) Years prior to 2011	(c) 2011	(d) 2012
1 Distributable amount for 2012 from Part XI, line 7				0
2 Undistributed income, if any, as of the end of 2012				
a Enter amount for 2011 only.			0	
b Total for prior years 2010 , 2009 , 2008		0		
3 Excess distributions carryover, if any, to 2012				
a From 2007.				
b From 2008.				
c From 2009.				3,356,943
d From 2010.				1,787,441
e From 2011.				3,203,370
f Total of lines 3a through e.	8,347,754			
4 Qualifying distributions for 2012 from Part XII, line 4 ▶ \$ 3,340,581				
a Applied to 2011, but not more than line 2a			0	
b Applied to undistributed income of prior years (Election required—see instructions).				
c Treated as distributions out of corpus (Election required—see instructions).				
d Applied to 2012 distributable amount.				
e Remaining amount distributed out of corpus	3,340,581			
5 Excess distributions carryover applied to 2012 (If an amount appears in column (d), the same amount must be shown in column (a).)				
6 Enter the net total of each column as indicated below:				
a Corpus Add lines 3f, 4c, and 4e Subtract line 5	11,688,335			
b Prior years' undistributed income Subtract line 4b from line 2b.		0		
c Enter the amount of prior years' undistributed income for which a notice of deficiency has been issued, or on which the section 4942(a) tax has been previously assessed.				
d Subtract line 6c from line 6b Taxable amount—see instructions		0		
e Undistributed income for 2011 Subtract line 4a from line 2a Taxable amount—see instructions			0	
f Undistributed income for 2012 Subtract lines 4d and 5 from line 1 This amount must be distributed in 2013.				0
7 Amounts treated as distributions out of corpus to satisfy requirements imposed by section 170(b)(1)(F) or 4942(g)(3) (see instructions).				
8 Excess distributions carryover from 2007 not applied on line 5 or line 7 (see instructions). . .				
9 Excess distributions carryover to 2013. Subtract lines 7 and 8 from line 6a.	11,688,335			
10 Analysis of line 9				
a Excess from 2008. . . .				
b Excess from 2009. . . .				3,356,943
c Excess from 2010. . . .				1,787,441
d Excess from 2011. . . .				3,203,370
e Excess from 2012. . . .				3,340,581

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

1a

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

b

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

☒ 4942(j)(3) or ☐ 4942(j)(5)

2a

Enter the lesser of the adjusted net income from Part I or the minimum investment return from Part X for each year listed

Tax year	Prior 3 years				(e) Total
(a) 2012	(b) 2011	(c) 2010	(d) 2009		
89,461	1,429	2,485	1,876		95,251
b 85% of line 2a	76,042	1,215	2,112	1,595	80,964
c Qualifying distributions from Part XII, line 4 for each year listed	3,340,581	3,203,370	1,787,441	3,356,943	11,688,335
d Amounts included in line 2c not used directly for active conduct of exempt activities					
e Qualifying distributions made directly for active conduct of exempt activities. Subtract line 2d from line 2c	3,340,581	3,203,370	1,787,441	3,356,943	11,688,335
3 Complete 3a, b, or c for the alternative test relied upon					
a "Assets" alternative test—enter					
(1) Value of all assets	6,668,883	4,108,680	3,434,421	1,814,346	16,026,330
(2) Value of assets qualifying under section 4942(j)(3)(B)(i)	6,668,883	4,108,680	3,434,421	1,814,346	16,026,330
b "Endowment" alternative test— enter 2/3 of minimum investment return shown in Part X, line 6 for each year listed.	164,737	98,527	81,881	73,954	419,099
c "Support" alternative test—enter					
(1) Total support other than gross investment income (interest, dividends, rents, payments on securities loans (section 512(a)(5)), or royalties)					
(2) Support from general public and 5 or more exempt organizations as provided in section 4942(j)(3)(B)(iii).	4,130,750	4,163,507	4,073,677	2,149,695	14,517,629
(3) Largest amount of support from an exempt organization	120,000	100,000	50,000	100,000	370,000
(4) Gross investment income	89,461	1,429	2,485	1,876	95,251

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

1

Information Regarding Foundation Managers:

a

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

b

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

2

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

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

a

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

See Additional Data Table

b

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

See Additional Data Table

c

Any submission deadlines

See Additional Data Table

d

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

See Additional Data Table

Form 990-PF (2012)

Part XV

Supplementary Information (continued)

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

Recipient	If recipient is an individual, show any relationship to any foundation manager or substantial contributor	Foundation status of recipient	Purpose of grant or contribution	Amount
Name and address (home or business)				
a Paid during the year See Additional Data Table				
Total			3a	1,086,573
b Approved for future payment				
Total			3b	

Enter gross amounts unless otherwise indicated		Unrelated business income		Excluded by section 512, 513, or 514		(e) Related or exempt function income (See instructions)
		(a) Business code	(b) Amount	(c) Exclusion code	(d) Amount	
1	Program service revenue					
a	_____					
b	_____					
c	_____					
d	_____					
e	_____					
f	_____					
g	Fees and contracts from government agencies					
2	Membership dues and assessments. . . .					
3	Interest on savings and temporary cash investments			14	2,562	
4	Dividends and interest from securities. . . .					
5	Net rental income or (loss) from real estate					
a	Debt-financed property.					
b	Not debt-financed property.					
6	Net rental income or (loss) from personal property					
7	Other investment income.					
8	Gain or (loss) from sales of assets other than inventory					
9	Net income or (loss) from special events					
10	Gross profit or (loss) from sales of inventory. .					
11	Other revenue a ROYALTY INCOME _____			15	86,899	
b	_____					
c	_____					
d	_____					
e	_____					
12	Subtotal Add columns (b), (d), and (e). .				89,461	
13	Total. Add line 12, columns (b), (d), and (e).			13		89,461

[illegible]

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

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

b If "Yes," complete the following schedule

(a) Name of organization	(b) Type of organization	(c) Description of relationship

Paid Preparer Use Only	Print/Type preparer's name	Preparer's Signature	Date	Check if self-employed ☒	PTIN
	Steven Schmigelski	Steven Schmigelski			
	Firm's name ☐	Andreas Esberg & Company LLP		Firm's EIN ☐	
		909 Third Avenue 28th Floor			
	Firm's address ☐	New York, NY 10022		Phone no (212) 354-5858	

Form 990PF Part XV Line 2a - 2d - Information Regarding Contribution, Grant, Gift, Loan, Scholarship, etc., Programs:

a	The name, address, and telephone number of the person to whom applications should be addressed CINEREACH LTD 126 Fifth Ave 5th fl New York, NY 10011 (212) 727-3224
b	The form in which applications should be submitted and information and materials they should include ONLINE FORM AND LETTER OF INQUIRY WITH FILM SAMPLE
c	Any submission deadlines INFORMATION AVAILABLE ON ORGANIZATION'S WEBSITE
d	Any restrictions or limitations on awards, such as by geographical areas, charitable fields, kinds of institutions, or other factors MAXIMUM \$50,000 PER PROJECT,PER GRANT CYCLE, NO MULTI YEAR GRANTS GRANT COMMITTEE MAY DETERMINE OTHER LIMITATIONS OR EXCEPTIONS ON A CASE BY CASE BASIS

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

APPLICATIONS ACCEPTED ONLINE AT
GRANTSCINEREACH.ORG
New York, NY 10011
(212) 727-3224

b The form in which applications should be submitted and information and materials they should include
ONLINE FORM AND LETTER OF INQUIRY WITH FILM SAMPLE

c Any submission deadlines
INFORMATION AVAILABLE ON ORGANIZATION'S WEBSITE

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

MAXIMUM \$50,000 PER PROJECT, PER GRANT CYCLE, NO MULTI YEAR GRANTS GRANT COMMITTEE MAY DETERMINE
OTHER LIMITATIONS OR EXCEPTIONS ON A CASE BY CASE BASIS

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

Recipient	If recipient is an individual, show any relationship to any foundation manager or substantial contributor	Foundation status of recipient	Purpose of grant or contribution	Amount
Name and address (home or business)				
a Paid during the year				
FRACTURED ATLAS PRODUCTIONS INC ATTN DIANNE DEBICELLA 248 W 35TH ST 1202 NEW YORK, NY 10001	NONE	509(a)(1)	FILM PRODUCTION	48,387
WORKINGFILMS INC 602 SOUTH FIFTH AVENUE WILMINGTON, NC 28401	NONE	509(a)(1)	FILM PRODUCTION	15,789
INTERNATIONAL DOCUMENTARY ATTN AMY HALPIN 1201 WEST 5TH ST SUITE M320 LOS ANGELES, CA 90017	NONE	509(a)(1)	FILM PRODUCTION	124,309
FILM FORUM INC 209 W HOUSTON STREET NEW YORK, NY 100144837	NONE	509(a)(1)	FILM PRODUCTION	36,842
SAN FRANCISCO FILM SOCIETY C/O NOEL NATIVIDAD 39 MESA STREET THE PRESIDIO SUITE SAN FRANCISCO, CA 941291025	NONE	509(a)(1)	FILM PRODUCTION	26,882
INDEPENDENT FEATURE PROJECT INC 104 W 29th ST NEW YORK, NY 100015310	NONE	509(a)(2)	FILM PRODUCTION	57,873
UNIONDOCS INC ATTN CHRISTOPHER ALLEN 322 UNION AVE BROOKLYN, NY 11211	NONE	509(a)(1)	FILM PRODUCTION	15,789
AUSTIN FILM SOCIETY 1901 E 51ST ST AUSTIN, TX 78723	NONE	509(a)(1)	FILM PRODUCTION	70,270
MAINE FILM CENTER 76 MAIN ST WATERVILLE, ME 04901	NONE	509(a)(1)	FILM PRODUCTION	10,638
NEW YORK WOMEN IN FILM & TELEVISION 6 E 39TH ST STE 1200 NEW YORK, NY 10016	NONE	509(a)(1)	FILM PRODUCTION	26,882
SUNDANCE INSTITUTE PO BOX 684429 PARK CITY, UT 84068	NONE	509(a)(1)	FILM PRODUCTION	500,000
WILLOW MIXED MEDIA INC PO BOX 194 GLENFORD, NY 12433	NONE	509(a)(1)	FILM PRODUCTION	21,053
WOMEN MAKE MOVIES INC 115 W 29TH ST STE 1200 NEW YORK, NY 10001	NONE	509(a)(1)	FILM PRODUCTION	131,859
Total  3a				1,086,573

Schedule B

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

Department of the Treasury
Internal Revenue Service

Schedule of Contributors

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

OMB No 1545-0047

2012

Name of the organization CINEREACH LTD	Employer identification number 20-2946241
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Organization type (check one)

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

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

General Rule

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

Special Rules

☐ For a section 501(c)(3) organization filing Form 990 or 990-EZ that met the 33¹/₃% support test of the regulations under sections 509(a)(1) and 170(b)(1)(A)(vi) and received from any one contributor, during the year, a contribution of the greater of **(1)** \$5,000 or **(2)** 2% of the amount on (i) Form 990, Part VIII, line 1h, or (ii) Form 990-EZ, line 1. Complete Parts I and II.

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

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

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

Name of organization CINEREACH LTD	Employer identification number 20-2946241
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Part I	Contributors (see instructions) Use duplicate copies of Part I if additional space is needed		
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
<u>1</u>	BUTTERFIELD TRUSTBERMUDALIMITED 65 FRONT ST HAMILTON HM12, BD	\$ 4,000,000	Person ☒ Payroll ☐ Noncash ☐ (Complete Part II if there is a noncash contribution)
<u>2</u>	MACARTHUR FOUNDATION 140 S DEARBORN ST CHICAGO, IL 60603	\$ 120,000	Person ☒ Payroll ☐ Noncash ☐ (Complete Part II if there is a noncash contribution)
<u>3</u>	CINEREACH FILMS LLC 126 FIFTH AVE NEW YORK, NY 10011	\$ 10,750	Person ☒ Payroll ☐ Noncash ☒ (Complete Part II if there is a noncash contribution)
<u> </u>		\$	Person ☐ Payroll ☐ Noncash ☐ (Complete Part II if there is a noncash contribution)
<u> </u>		\$	Person ☐ Payroll ☐ Noncash ☐ (Complete Part II if there is a noncash contribution)
<u> </u>		\$	Person ☐ Payroll ☐ Noncash ☐ (Complete Part II if there is a noncash contribution)

[illegible]

Name of organization CINEREACH LTD	Employer identification number 20-2946241
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Part III

Exclusively religious, charitable, etc., individual contributions to section 501(c)(7), (8), or (10) organizations that total more than \$1,000 for the year. Complete columns (a) through (e) and the following line entry

For organizations completing Part III, enter the total of *exclusively* religious, charitable, etc , contributions of **\$1,000 or less** for the year (Enter this information once See instructions) ▶ \$

Use duplicate copies of Part III if additional space is needed

(a) No. from Part I	(b) Purpose of gift	(c) Use of gift	(d) Description of how gift is held
—			
	(e) Transfer of gift		
	Transferee's name, address, and ZIP 4		Relationship of transferor to transferee

(a) No. from Part I	(b) Purpose of gift	(c) Use of gift	(d) Description of how gift is held
—			
	(e) Transfer of gift		
	Transferee's name, address, and ZIP 4		Relationship of transferor to transferee

(a) No. from Part I	(b) Purpose of gift	(c) Use of gift	(d) Description of how gift is held
—			
	(e) Transfer of gift		
	Transferee's name, address, and ZIP 4		Relationship of transferor to transferee

(a) No. from Part I	(b) Purpose of gift	(c) Use of gift	(d) Description of how gift is held
—			
	(e) Transfer of gift		
	Transferee's name, address, and ZIP 4		Relationship of transferor to transferee

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

TY 2012 Depreciation Schedule

Name: CINEREACH LTD

EIN: 20-2946241

TY 2012 Land, Etc. Schedule**Name:** CINEREACH LTD**EIN:** 20-2946241

TY 2012 Other Assets Schedule

Name: CINEREACH LTD

EIN: 20-2946241

Description	Beginning of Year - Book Value	End of Year - Book Value	End of Year - Fair Market Value
SECURITY DEPOSITS	71,656	61,333	61,333
OTHER		4,278	4,278

TY 2012 Other Expenses Schedule**Name:** CINEREACH LTD**EIN:** 20-2946241

Description	Revenue and Expenses per Books	Net Investment Income	Adjusted Net Income	Disbursements for Charitable Purposes
PRODUCTION	642,778			642,778
OUTSIDE SERVICES	198,905			198,905
INSURANCE	10,525			10,525
HONORARIA	11,169			11,169
MARKETING AND ADVERTISING	242,340			242,340
INTERNS	12,801			12,801
MUSIC	9,868			9,868
OFFICE SUPPLIES	23,051			23,051
DUES AND SUBSCRIPTIONS	5,282			5,282
CLEANING	4,624			4,624
TELEPHONE	10,814			10,814
WEBSITE COSTS	23,976			23,976
POSTAGE AND DELIVERY	1,345			1,345
EQUIPMENT MAINTENANCE	3,802			3,802
BANK CHARGES	2,646			2,646

TY 2012 Other Income Schedule

Name: CINEREACH LTD

EIN: 20-2946241

Description	Revenue And Expenses Per Books	Net Investment Income	Adjusted Net Income
FILM PRODUCTION COST RECOVERY	1,698,688		
Royalty Income	86,899	86,899	86,899

TY 2012 Taxes Schedule**Name:** CINEREACH LTD**EIN:** 20-2946241

Category	Amount	Net Investment Income	Adjusted Net Income	Disbursements for Charitable Purposes
PAYROLL TAXES	38,895			38,895
EXCISE TAXES	1,400			1,400

CINEREACH

Program Updates

Grants

- New Heights Initiative
 - Designed and “soft launched” a funding initiative designed to intuitively enhance creative talents, empower experimentation and fuel film pioneers.
 - We have quietly selected three early in development projects for “life-cycle” support by providing initial funding and setting the groundwork for a sustained relationship that will hopefully provide opportunities for intuitive, proactive funding.
- Discretionary Funding
 - We reached out to a number of past grantees to assess needs and identify opportunities for support outside our open call.
- Open Call
 - In Fall 2012, Cinereach selected 22 film projects to support through the traditional open call after reviewing 2,000+ LOI submissions.

Productions

- Films in release
 - BEASTS OF THE SOUTHERN WILD
 - Has crossed \$10,000,000 in US box office and will have the second highest domestic gross of all Sundance Grand Jury Prize winners in history (after PRECIOUS).
 - Outside the US, the film has opened in Russia, Canada, Israel, Czech Republic, Australia, Former Yugoslavia and South Africa.
 - Beasts will continue to open across the world over the next few months and released on home video this winter in the US and Canada.
 - THE FORGIVENESS OF BLOOD was released on home video by the Criterion Collection in Fall 2012.
 - TEENAGE premiered at the 2013 Tribeca Film Festival and US distributor Oscilloscope will handle the US theatrical release of the film, while UK distributor Soda Pictures will handle the UK release. The film will be screening at the 2013 London Film Festival in October, but has screened at number of festivals internationally.

- THE COLD LANDS premiered at 2013 Berlinale, and has screened at a number of festivals internationally. Variance Films is partnering with us on a US screening tour scheduled for this Fall 2013.
- Films in Production
 - CHARGE is aimed for completion in Fall 2013 and the team is currently in Bolivia for it's final shoot.

Fellowships

- Launched in December 2012, the bespoke program is tailored to the unique goals and needs of selected fellows, with the goal of the fellowship being to nurture creative inclinations and support unusual exploration during a critical moment of a filmmaker's career.
- Three filmmakers took part in the first round of the Fellowships beginning in December 2012, and more recently two additional filmmakers have been invited for the second period of the Fellowship. The fellows meet on a monthly basis, but are in continuous contact with Natalie Difford, the Program Manager.

Communications

- Cinereach has lead a major, international grassroots effort vis-a-vis beastsofthesouthernwild.com which has resulted in a tremendous level of audience engagement and support for conversation surrounding the film.
- Communications is building on TEENAGE's existing social media presence and continues to update content on multiple platforms.
- We are currently looking at the role of Cinereach's voice in defining and strengthening our core work and beginning to envision Communications as a dedicated program area of the organization with deliberate, Cinereach mission guided intentions.