Return of Private Foundation

Form **990-PF**

Department of the Treasury
Internal Revenue Service

or Section 4947(a)(1) Trust Treated as Private Foundation

▶ **Do not enter social security numbers on this form as it may be made public.**

▶ **Information about Form 990-PF and its separate instructions is at *www.irs.gov/form990pf.***

OMB No 1545-0052

2014

Open to Public Inspection

For calendar year 2014 or tax year beginning 8/1/2014 , and ending 7/31/2015

Name of foundation CATALINA MARKETING CHARITABLE FOUNDATION	**A** Employer identification number 33-0489905
Number and street (or P O box number if mail is not delivered to street address) 00 CARILLON PARKWAY — Room/suite	**B** Telephone number (see instructions) (727)579-5000
City or town: ST PETERSBURG — State: FL — ZIP code: 33716	
Foreign country name — Foreign province/state/county — Foreign postal code	**C** If exemption application is pending, check here ▶ ☐

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

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

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

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

I Fair market value of all assets at end of year *(from Part II, col. (c), line 16)* ▶ $ 2,680,451

J Accounting method: ☒ Cash ☐ Accrual ☐ Other (specify) ____________ *(Part I, column (d) must be on cash basis)*

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

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

		(a) Revenue and expenses per books	(b) Net investment income	(c) Adjusted net income	(d) Disbursements for charitable purposes (cash basis only)
1	Contributions, gifts, grants, etc., received (attach schedule)	925			
2	Check ▶ ☒ if the foundation is **not** required to attach Sch. B				
3	Interest on savings and temporary cash investments	20	20	20	
4	Dividends and interest from securities	56,046	56,046	56,046	
5a	Gross rents				
b	Net rental income or (loss)				
6a	Net gain or (loss) from sale of assets not on line 10	337,323			
b	Gross sales price for all assets on line 6a				
7	Capital gain net income (from Part IV, line 2)		334,173		
8	Net short-term capital gain				
9	Income modifications				
10a	Gross sales less returns and allowances				
b	Less: Cost of goods sold				
c	Gross profit or (loss) (attach schedule)				
11	Other income (attach schedule)				
12	**Total.** Add lines 1 through 11	394,314	390,239	56,066	
13	Compensation of officers, directors, trustees, etc.				
14	Other employee salaries and wages				
15	Pension plans, employee benefits				
16a	Legal fees (attach schedule)				
b	Accounting fees (attach schedule)				
c	Other professional fees (attach schedule)				
17	Interest				
18	Taxes (attach schedule) (see instructions)	6,088			
19	Depreciation (attach schedule) and depletion				
20	Occupancy				
21	Travel, conferences, and meetings	2,002			
22	Printing and publications				
23	Other expenses (attach schedule)	30,936	28,373		
24	**Total operating and administrative expenses.** Add lines 13 through 23	39,026	28,373	0	0
25	Contributions, gifts, grants paid	249,247			249,247
26	**Total expenses and disbursements.** Add lines 24 and 25	288,273	28,373	0	249,247
27	Subtract line 26 from line 12:				
a	**Excess of revenue over expenses and disbursements**	106,041			
b	**Net investment income** (if negative, enter -0-)		361,866		
c	**Adjusted net income** (if negative, enter -0-)			56,066	

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Part II	Balance Sheets — Attached schedules and amounts in the description column should be for end-of-year amounts only. (See instructions)	Beginning of year (a) Book Value	End of year (b) Book Value	(c) Fair Market Value
Assets 1	Cash—non-interest-bearing	123,997	63,855	63,855
2	Savings and temporary cash investments			
3	Accounts receivable ▶			
	Less: allowance for doubtful accounts ▶			
4	Pledges receivable ▶			
	Less: allowance for doubtful accounts ▶			
5	Grants receivable			
6	Receivables due from officers, directors, trustees, and other disqualified persons (attach schedule) (see instructions)			
7	Other notes and loans receivable (attach schedule) ▶			
	Less: allowance for doubtful accounts ▶			
8	Inventories for sale or use			
9	Prepaid expenses and deferred charges			
10a	Investments—U.S. and state government obligations (attach schedule)			
b	Investments—corporate stock (attach schedule)	1,197,625	1,319,102	1,625,384
c	Investments—corporate bonds (attach schedule)	956,099	1,000,804	991,212
11	Investments—land, buildings, and equipment: basis ▶			
	Less: accumulated depreciation (attach schedule) ▶			
12	Investments—mortgage loans			
13	Investments—other (attach schedule)			
14	Land, buildings, and equipment: basis ▶			
	Less: accumulated depreciation (attach schedule) ▶			
15	Other assets (describe ▶)			
16	**Total assets** (to be completed by all filers—see the instructions. Also, see page 1, item I)	2,277,721	2,383,761	2,680,451
Liabilities 17	Accounts payable and accrued expenses			
18	Grants payable			
19	Deferred revenue			
20	Loans from officers, directors, trustees, and other disqualified persons			
21	Mortgages and other notes payable (attach schedule)			
22	Other liabilities (describe ▶)			
23	**Total liabilities** (add lines 17 through 22)	0	0	
Net Assets or Fund Balances	**Foundations that follow SFAS 117, check here ▶ ☐ and complete lines 24 through 26 and lines 30 and 31.**			
24	Unrestricted			
25	Temporarily restricted			
26	Permanently restricted			
	Foundations that do not follow SFAS 117, check here ▶ ☐ and complete lines 27 through 31.			
27	Capital stock, trust principal, or current funds			
28	Paid-in or capital surplus, or land, bldg., and equipment fund			
29	Retained earnings, accumulated income, endowment, or other funds	2,277,721	2,383,761	
30	**Total net assets or fund balances** (see instructions)	2,277,721	2,383,761	
31	**Total liabilities and net assets/fund balances** (see instructions)	2,277,721	2,383,761	

Part III Analysis of Changes in Net Assets or Fund Balances

1	Total net assets or fund balances at beginning of year—Part II, column (a), line 30 (must agree with end-of-year figure reported on prior year's return)	1	2,277,721
2	Enter amount from Part I, line 27a	2	106,041
3	Other increases not included in line 2 (itemize) ▶	3	
4	Add lines 1, 2, and 3	4	2,383,762
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	2,383,762

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	PUBLICLY TRADED SECURITIES	P	VARIOUS	VARIOUS
b				
c				
d				
e				

	(e) Gross sales price	(f) Depreciation allowed (or allowable)	(g) Cost or other basis plus expense of sale	(h) Gain or (loss) (e) plus (f) minus (g)
a	1,841,952		1,507,779	334,173
b				
c				
d				
e				

Complete only for assets showing gain in column (h) and owned by the foundation on 12/31/69

	(i) F M V as of 12/31/69	(j) Adjusted basis as of 12/31/69	(k) Excess of col (i) over col. (j), if any	(l) Gains (Col (h) gain minus col (k), but not less than -0-) or Losses (from col (h))
a				334,173
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	334,173
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	0

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.)

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

Nas the foundation liable for the section 4942 tax on the distributable amount of any year in the base period? ☐ Yes ☒ No
f "Yes," the foundation does not qualify under section 4940(e). Do not complete this part.

1 Enter the appropriate amount in each column for each year; see the instructions before making any entries.

(a) Base period years Calendar year (or tax year beginning in)	(b) Adjusted qualifying distributions	(c) Net value of noncharitable-use assets	(d) Distribution ratio (col (b) divided by col (c))
2013	231,547	2,837,410	0.081605
2012	231,511	2,796,899	0.082774
2011	235,519	2,799,736	0.084122
2010	284,951	2,841,962	0.100266
2009	274,323	2,604,818	0.105314

2	**Total** of line 1, column (d)	2	0.454081
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	0.090816
4	Enter the net value of noncharitable-use assets for 2014 from Part X, line 5	4	2,788,373
5	Multiply line 4 by line 3	5	253,229
6	Enter 1% of net investment income (1% of Part I, line 27b)	6	3,619
7	Add lines 5 and 6	7	256,848
8	Enter qualifying distributions from Part XII, line 4	8	249,247

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

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

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	7,237
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	0
3	Add lines 1 and 2	3	7,237
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	7,237
6	Credits/Payments:		
a	2014 estimated tax payments and 2013 overpayment credited to 2014 — 6a		
b	Exempt foreign organizations—tax withheld at source — 6b		
c	Tax paid with application for extension of time to file (Form 8868) — 6c		
d	Backup withholding erroneously withheld — 6d		
7	Total credits and payments. Add lines 6a through 6d	7	0
8	Enter any **penalty** for underpayment of estimated tax. Check here ☐ 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	7,237
10	**Overpayment.** If line 7 is more than the total of lines 5 and 8, enter the **amount overpaid** ▶	10	0
11	Enter the amount of line 10 to be: **Credited to 2015 estimated tax** ▶ **Refunded** ▶	11	0

Part VII-A Statements Regarding Activities

			Yes	No
1a	During the tax year, did the foundation attempt to influence any national, state, or local legislation or did it participate or intervene in any political campaign?	1a		X
b	Did it spend more than $100 during the year (either directly or indirectly) for political purposes (see Instructions for the definition)?	1b		X
	*If the answer is "Yes" to **1a** or **1b**, attach a detailed description of the activities and copies of any materials published or distributed by the foundation in connection with the activities.*			
c	Did the foundation file **Form 1120-POL** for this year?	1c		X
d	Enter the amount (if any) of tax on political expenditures (section 4955) imposed during the year: **(1)** On the foundation. ▶ $ ________ **(2)** On foundation managers. ▶ $ ________			
e	Enter the reimbursement (if any) paid by the foundation during the year for political expenditure tax imposed on foundation managers. ▶ $ ________			
2	Has the foundation engaged in any activities that have not previously been reported to the IRS? *If "Yes," attach a detailed description of the activities.*	2		X
3	Has the foundation made any changes, not previously reported to the IRS, in its governing instrument, articles of incorporation, or bylaws, or other similar instruments? *If "Yes," attach a conformed copy of the changes*	3		X
4a	Did the foundation have unrelated business gross income of $1,000 or more during the year?	4a		X
b	If "Yes," has it filed a tax return on **Form 990-T** for this year?	4b		X
5	Was there a liquidation, termination, dissolution, or substantial contraction during the year? *If "Yes," attach the statement required by General Instruction T.*	5		X
6	Are the requirements of section 508(e) (relating to sections 4941 through 4945) satisfied either: • By language in the governing instrument, or • By state legislation that effectively amends the governing instrument so that no mandatory directions that conflict with the state law remain in the governing instrument?	6	X	
7	Did the foundation have at least $5,000 in assets at any time during the year? *If "Yes," complete Part II, col. (c), and Part XV*	7	X	
8a	Enter the states to which the foundation reports or with which it is registered (see instructions) ▶			
b	If the answer is "Yes" to line 7, has the foundation furnished a copy of Form 990-PF to the Attorney General (or designate) of each state as required by *General Instruction G? If "No," attach explanation*	8b	X	
9	Is the foundation claiming status as a private operating foundation within the meaning of section 4942(j)(3) or 4942(j)(5) for calendar year 2014 or the taxable year beginning in 2014 (see instructions for Part XIV)? *If "Yes," complete Part XIV*	9		X
10	Did any persons become substantial contributors during the tax year? *If "Yes," attach a schedule listing their names and addresses*	10		X

Part VII-A Statements Regarding Activities *(continued)*

			Yes	No
11	At any time during the year, did the foundation, directly or indirectly, own a controlled entity within the meaning of section 512(b)(13)? If "Yes," attach schedule (see instructions)	11		X
12	Did the foundation make a distribution to a donor advised fund over which the foundation or a disqualified person had advisory privileges? If "Yes," attach statement (see instructions)	12		X
13	Did the foundation comply with the public inspection requirements for its annual returns and exemption application?	13	X	

Website address ▶ NONE

14 The books are in care of ▶ BILL PROTZ Telephone no. ▶ (727)579-5000
Located at ▶ 200 CARILLON PARKWAY, ST PETERSBURG, FLORIDA ZIP+4 ▶ 33716

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

			Yes	No
16	At any time during calendar year 2014, 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		X
	See the instructions for exceptions and filing requirements for FinCEN Form 114, (formerly 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

			Yes	No
	File Form 4720 if any item is checked in the "Yes" column, unless an exception applies.			
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 instructions)?	1b	N/A	
	Organizations relying on a current notice regarding disaster assistance check here ▶ ☐			
c	Did the foundation engage in a prior year in any of the acts described in 1a, other than excepted acts, that were not corrected before the first day of the tax year beginning in 2014?	1c		X
2	Taxes on failure to distribute income (section 4942) (does not apply for years the foundation was a private operating foundation defined in section 4942(j)(3) or 4942(j)(5)):			
a	At the end of tax year 2014, did the foundation have any undistributed income (lines 6d and 6e, Part XIII) for tax year(s) beginning before 2014? ☐ 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	N/A	
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 2014 as a result of **(1)** any purchase by the foundation or disqualified persons after May 26, 1969; **(2)** the lapse of the 5-year period (or longer period approved by the Commissioner under section 4943(c)(7)) to dispose of holdings acquired by gift or bequest; or **(3)** the lapse of the 10-, 15-, or 20-year first phase holding period? *(Use Schedule C, Form 4720, to determine if the foundation had excess business holdings in 2014.)*	3b	N/A	
4a	Did the foundation invest during the year any amount in a manner that would jeopardize its charitable purposes?	4a		X
b	Did the foundation make any investment in a prior year (but after December 31, 1969) that could jeopardize its charitable purpose that had not been removed from jeopardy before the first day of the tax year beginning in 2014?	4b		X

Part VII-B Statements Regarding Activities for Which Form 4720 May Be Required *(continued)*

			Yes	No
5a	During the year did the foundation pay or incur any amount to:			
	(1) Carry on propaganda, or otherwise attempt to influence legislation (section 4945(e))? ☐ Yes ☒ No			
	(2) Influence the outcome of any specific public election (see section 4955); or to carry on, directly or indirectly, any voter registration drive? ☐ Yes ☒ No			
	(3) Provide a grant to an individual for travel, study, or other similar purposes? ☐ Yes ☒ No			
	(4) Provide a grant to an organization other than a charitable, etc., organization described in section 4945(d)(4)(A)? (see instructions) ☐ Yes ☒ No			
	(5) Provide for any purpose other than religious, charitable, scientific, literary, or educational purposes, or for the prevention of cruelty to children or animals? ☐ Yes ☒ No			
b	If any answer is "Yes" to 5a(1)–(5), did any of the transactions fail to qualify under the exceptions described in Regulations section 53.4945 or in a current notice regarding disaster assistance (see instructions)?	5b	N/A	
	Organizations relying on a current notice regarding disaster assistance check here ▶ ☐			
c	If the answer is "Yes" to question 5a(4), does the foundation claim exemption from the tax because it maintained expenditure responsibility for the grant? ☐ Yes ☐ No			
	If "Yes," attach the statement required by Regulations section 53.4945–5(d).			
6a	Did the foundation, during the year, receive any funds, directly or indirectly, to pay premiums on a personal benefit contract? ☐ Yes ☒ No			
b	Did the foundation, during the year, pay premiums, directly or indirectly, on a personal benefit contract?	6b		X
	If "Yes" to 6b, file Form 8870.			
7a	At any time during the tax year, was the foundation a party to a prohibited tax shelter transaction? ☐ Yes ☒ No			
b	If "Yes," did the foundation receive any proceeds or have any net income attributable to the transaction?	7b	N/A	

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

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

(a) Name and address	(b) Title, and average hours per week devoted to position	(c) Compensation (If not paid, enter -0-)	(d) Contributions to employee benefit plans and deferred compensation	(e) Expense account, other allowances
SEE ATTACHED				

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

(a) Name and address of each employee paid more than $50,000	(b) Title, and average hours per week devoted to position	(c) Compensation	(d) Contributions to employee benefit plans and deferred compensation	(e) Expense account, other allowances
NONE				
Total number of other employees paid over $50,000 ▶				

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

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

(a) Name and address of each person paid more than $50,000	(b) Type of service	(c) Compensation
NONE		
Total number of others receiving over $50,000 for professional services ▶		

Part IX-A Summary of Direct Charitable Activities

List the foundation's four largest direct charitable activities during the tax year. Include relevant statistical information such as the number of organizations and other beneficiaries served, conferences convened, research papers produced, etc	Expenses
1 N/A	
2	
3	
4	

Part IX-B Summary of Program-Related Investments (see instructions)

Describe the two largest program-related investments made by the foundation during the tax year on lines 1 and 2	Amount
1 N/A	
2	
All other program-related investments See instructions	
3	
Total. Add lines 1 through 3 ▶	0

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	2,752,284
b	Average of monthly cash balances	1b	78,552
c	Fair market value of all other assets (see instructions)	1c	
d	**Total** (add lines 1a, b, and c)	1d	2,830,836
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	
3	Subtract line 2 from line 1d	3	2,830,836
4	Cash deemed held for charitable activities. Enter 1 ½ % of line 3 (for greater amount, see instructions)	4	42,463
5	**Net value of noncharitable-use assets.** Subtract line 4 from line 3. Enter here and on Part V, line 4	5	2,788,373
6	**Minimum investment return.** Enter 5% of line 5	6	139,419

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	139,419
2a	Tax on investment income for 2014 from Part VI, line 5	2a	7,237		
b	Income tax for 2014. (This does not include the tax from Part VI.)	2b			
c	Add lines 2a and 2b			2c	7,237
3	Distributable amount before adjustments. Subtract line 2c from line 1			3	132,182
4	Recoveries of amounts treated as qualifying distributions			4	
5	Add lines 3 and 4			5	132,182
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	132,182

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	249,247
b	Program-related investments—total from Part IX-B	1b	
2	Amounts paid to acquire assets used (or held for use) directly in carrying out charitable, etc., purposes	2	
3	Amounts set aside for specific charitable projects that satisfy the:		
a	Suitability test (prior IRS approval required)	3a	
b	Cash distribution test (attach the required schedule)	3b	
4	**Qualifying distributions.** Add lines 1a through 3b. Enter here and on Part V, line 8, and Part XIII, line 4	4	249,247
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	249,247

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 2013	(c) 2013	(d) 2014
1	Distributable amount for 2014 from Part XI, line 7				132,182
2	Undistributed income, if any, as of the end of 2014				
a	Enter amount for 2013 only			0	
b	Total for prior years: 20____, 20____, 20____				
3	Excess distributions carryover, if any, to 2014:				
a	From 2009 . . . 145,406				
b	From 2010 . . . 144,835				
c	From 2011 . . . 97,751				
d	From 2012 . . . 94,849				
e	From 2013 . . . 95,679				
f	**Total** of lines 3a through e	578,520			
4	Qualifying distributions for 2014 from Part XII, line 4: ▶ $ 249,247				
a	Applied to 2013, but not more than line 2a				
b	Applied to undistributed income of prior years (Election required—see instructions)				
c	Treated as distributions out of corpus (Election required—see instructions)				
d	Applied to 2014 distributable amount				132,182
e	Remaining amount distributed out of corpus	117,065			
5	Excess distributions carryover applied to 2014. *(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	695,585			
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				
e	Undistributed income for 2013. Subtract line 4a from line 2a. Taxable amount—see instructions			0	
f	Undistributed income for 2014. Subtract lines 4d and 5 from line 1. This amount must be distributed in 2015				0
7	Amounts treated as distributions out of corpus to satisfy requirements imposed by section 170(b)(1)(F) or 4942(g)(3) (Election may be required—see instructions)				
8	Excess distributions carryover from 2009 not applied on line 5 or line 7 (see instructions)	145,406			
9	**Excess distributions carryover to 2015.** Subtract lines 7 and 8 from line 6a	550,179			
10	Analysis of line 9:				
a	Excess from 2010 . . . 144,835				
b	Excess from 2011 . . . 97,751				
c	Excess from 2012 . . . 94,849				
d	Excess from 2013 . . . 95,679				
e	Excess from 2014 . . . 117,067				

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

1a If the foundation has received a ruling or determination letter that it is a private operating foundation, and the ruling is effective for 2014, enter the date of the ruling . . . . . ▶

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

	Tax year	Prior 3 years			
	(a) 2014	(b) 2013	(c) 2012	(d) 2011	(e) Total
2a Enter the lesser of the adjusted net income from Part I or the minimum investment return from Part X for each year listed					0
b 85% of line 2a					0
c Qualifying distributions from Part XII, line 4 for each year listed					0
d Amounts included in line 2c not used directly for active conduct of exempt activities					0
e Qualifying distributions made directly for active conduct of exempt activities. Subtract line 2d from line 2c					0
3 Complete 3a, b, or c for the alternative test relied upon:					
a "Assets" alternative test—enter: (1) Value of all assets					0
(2) Value of assets qualifying under section 4942(j)(3)(B)(i)					0
b "Endowment" alternative test—enter 2/3 of minimum investment return shown in Part X, line 6 for each year listed					0
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)					0
(2) Support from general public and 5 or more exempt organizations as provided in section 4942(j)(3)(B)(iii)					0
(3) Largest amount of support from an exempt organization					0
(4) Gross investment income					0

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

1 Information Regarding Foundation Managers:

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

NONE

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.

NONE

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

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

a The name, address, and telephone number or e-mail address of the person to whom applications should be addressed:

BILL PROTZ 200 CARILLON PARKWAY ST PETERSBURG, FL 33716

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

NO SPECIFIC FORM AT THIS TIME

c Any submission deadlines:

NONE

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

NONE

Part XV · Supplementary Information (continued)

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

Recipient Name and address (home or business)	If recipient is an individual, show any relationship to any foundation manager or substantial contributor	Foundation status of recipient	Purpose of grant or contribution	Amount
a *Paid during the year*				
SEE ATTACHED				249,247
Total ▶ 3a				249,247
b *Approved for future payment*				
Total ▶ 3b				0

Part XVI-A Analysis of Income-Producing Activities

:nter 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	20	
4 Dividends and interest from securities			14	56,046	
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					
b					
c					
d					
e					
12 Subtotal. Add columns (b), (d), and (e)		0		56,066	0

13 **Total.** Add line 12, columns (b), (d), and (e) 13 56,066

;ee worksheet in line 13 instructions to verify calculations.)

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

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

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

			Yes	No
1	Did the organization directly or indirectly engage in any of the following with any other organization described in section 501(c) of the Code (other than section 501(c)(3) organizations) or in section 527, relating to political organizations?			
a	Transfers from the reporting foundation to a noncharitable exempt organization of:			
	(1) Cash	1a(1)		X
	(2) Other assets	1a(2)		X
b	Other transactions:			
	(1) Sales of assets to a noncharitable exempt organization	1b(1)		X
	(2) Purchases of assets from a noncharitable exempt organization	1b(2)		X
	(3) Rental of facilities, equipment, or other assets	1b(3)		X
	(4) Reimbursement arrangements	1b(4)		X
	(5) Loans or loan guarantees	1b(5)		X
	(6) Performance of services or membership or fundraising solicitations	1b(6)		X
c	Sharing of facilities, equipment, mailing lists, other assets, or paid employees	1c		X

d If the answer to any of the above is "Yes," complete the following schedule. Column (b) should always show the fair market value of the goods, other assets, or services given by the reporting foundation. If the foundation received less than fair market value in any transaction or sharing arrangement, show in column (d) the value of the goods, other assets, or services received.

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

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

b If "Yes," complete the following schedule.

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

Sign Here

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete Declaration of preparer (other than taxpayer) is based on all information of which preparer has any knowledge

Signature of officer or trustee | Date | Title

May the IRS discuss this return with the preparer shown below (see instructions)? ☐ Yes ☐ No

Paid Preparer Use Only

Print/Type preparer's name	Preparer's signature	Date	Check ☐ if self-employed	PTIN
William Protz	[signature]	11-10-15		
Firm's name ▶			Firm's EIN ▶	
Firm's address ▶			Phone no	

:hedule B
rm 990, 990-EZ,
)90-PF)
ırtment of the Treasury
ıal Revenue Service

Schedule of Contributors

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

▶ Information about Schedule B (Form 990, 990-EZ, or 990-PF) and its instructions is at www.irs.gov/form990.

OMB No 1545-0047

2014

ne of the organization	Employer identification number
TALINA MARKETING CHARITABLE FOUNDATION	33-0489905

janization type (check one):

ɜrs of:	Section:
m 990 or 990-EZ	☐ 501(c)( ) (enter number) organization
	☐ 4947(a)(1) nonexempt charitable trust **not** treated as a private foundation
	☐ 527 political organization
m 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

ɜck if your organization is covered by the **General Rule** or a **Special Rule.**

te. Only a section 501(c)(7), (8), or (10) organization can check boxes for both the General Rule and a Special Rule. See :ructions.

neral Rule

☐ For an organization filing Form 990, 990-EZ, or 990-PF that received, during the year, contributions totaling $5,000 or more (in money or property) from any one contributor. Complete Parts I and II. See instructions for determining a contributor's total contributions.

ɜcial Rules

☐ For an organization described in section 501(c)(3) 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), that checked Schedule A (Form 990 or 990-EZ), Part II, line 13, 16a, or 16b, and that received from any one contributor, during the year, total contributions 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 an organization described in section 501(c)(7), (8), or (10) filing Form 990 or 990-EZ that received from any one contributor, during the year, total contributions of more than $1,000 *exclusively* for religious, charitable, scientific, literary, or educational purposes, or for the prevention of cruelty to children or animals. Complete Parts I, II, and III.

☒ For an organization described in section 501(c)(7), (8), or (10) filing Form 990 or 990-EZ that received from any one contributor, during the year, contributions *exclusively* for religious, charitable, etc., purposes, but no such contributions totaled 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 totaling $5,000 or more during the year . . . . ▶ $ 925

ution. An organization that is not covered by the General Rule and/or the Special Rules does not file Schedule B (Form 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 its ːm 990-PF, Part I, line 2, to certify that it does not meet the filing requirements of Schedule B (Form 990, 990-EZ, or 990-PF).

ame of organization: ATALINA MARKETING CHARITABLE FOUNDATION

Employer identification number: 33-0489905

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
	Foreign State or Province: Foreign Country:	$	Person ☐ Payroll ☐ Noncash ☐ (Complete Part II for noncash contributions)
	Foreign State or Province: Foreign Country:	$	Person ☐ Payroll ☐ Noncash ☐ (Complete Part II for noncash contributions)
	Foreign State or Province: Foreign Country:	$	Person ☐ Payroll ☐ Noncash ☐ (Complete Part II for noncash contributions)
	Foreign State or Province: Foreign Country:	$	Person ☐ Payroll ☐ Noncash ☐ (Complete Part II for noncash contributions.)
	Foreign State or Province: Foreign Country:	$	Person ☐ Payroll ☐ Noncash ☐ (Complete Part II for noncash contributions.)
	Foreign State or Province: Foreign Country:	$	Person ☐ Payroll ☐ Noncash ☐ (Complete Part II for noncash contributions)

lame of organization	Employer identification number
:ATALINA MARKETING CHARITABLE FOUNDATION	33-0489905

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

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

lame of organization
:ATALINA MARKETING CHARITABLE FOUNDATION

Employer identification number
33-0489905

Part III ***Exclusively*** **religious, charitable, etc., contributions to organizations described in section 501(c)(7), (8), or (10) that total more than $1,000 for the year from any one contributor.** 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.) ▶ $ 0

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
For. Prov. Country	

(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
For. Prov. Country	

(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
For Prov Country	

(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
For Prov Country	

Part XV, Line 3, Grants and Contributions
For Fiscal Year Ended 7/31/2015
FEIN: 33-0489905

2013-2014			
Date	Organization	Address	Amount
08/25/14	Oak-Leyden Development Sercies		$1,000.00
08/28/14	Alzheimer's Association, Florida Gulf Coast Chapter	P.O. Box 96011, Washington, DC 20090	$1,000.00
08/28/14	Clearwater Free Clinic	707 N. Fort Harrison Avenue, Clearwater, FL 33755	$500.00
08/28/14	Clothes to Kids, Inc.	1059 N. Hercules Avenue, Clearwater, FL 33765	$500.00
08/28/14	Cystic Fibrosis Foundation	5100 W. Kennedy Blvd., Suite 195, Tampa, FL 33609	$250.00
08/28/14	First Hernando Youth Soccer Club	c/o Raymond P. Virgillo, 7379 Commercial Way, Brooksville, FL 34613	$250.00
08/28/14	Lighthouse Pinellas	6925 112th Circle North, Suite 103, Largo, FL 33773	$1,000.00
08/28/14	Lupus Foundation of Florida	535 Central Avenue #304, St. Petersburg, FL 33704	$500.00
08/28/14	Special Olympics Florida	P.O. Box 120128, Clermonth, FL 34712	$1,000.00
08/28/14	The Spring	P.O. Box 5147, Tampa, FL 33675	$750.00
09/10/14	Habitat for Humanity of Pinellas County	13355 49th Street North, Clearwater, FL 33762	$25,000.00
09/10/14	Junior Achievement	13707 N. 22nd Street, Tampa, FL 33613	$10,000.00
09/10/14	Eckerd College	4200 54th Avenue South, St. Petersburg, FL 33711	$5,000.00
09/10/14	Tampa Bay Watch	3000 Pinellas Bayway South, Tierra Verde, FL 33715	$7,500.00
10/10/14	Metropolitan Ministries	2002 N. Florida Avenue, Tampa, FL 33502	$1,000.00
06/03/15	Big Brothers Big Sisters	711 S. Dale Mabry Highway, Suite 300, Tampa, FL 33609	$2,500.00
10/10/14	JDRF	9600 Koger Blvd., Suite 103, St. Petersburg, FL 33702	$2,500.00
10/10/14	TBRI	10900 Roosevelt Blvd., N, St. Petersburg, FL 33716	$1,000.00
10/10/14	Suncoast Haven of Rest Rescue Mission	176309th Avenue N, St. Petersburg, FL 33713	$500.00
10/10/14	Arthritis Foundation	14499 N Dale Mabry Hwy., Tampa, FL 33618	$250.00
10/10/14	Creative Clay	1114 Central Avenue, St. Petersburg, FL 33705	$1,000.00
10/10/14	Florida Sheriff's Youth Ranches	P.O. Box 2000, 2486 Cecil Well Place, Boys Ranch, FL 32064	$750.00
10/10/14	YMCA of Greater St. Petersburg	600 1st Avenue N, St. Petersburg, FL 33701	$1,000.00
10/10/14	Girls Scouts of Central Florida	4610 Eisenhower Blvd., Tampa, FL 33634	$500.00
10/20/14	Woodrow Wilson Foundation		$1,000.00
11/04/14	Humane Society of Pinellas	3040 State Road 590, Clearwater, FL 33759	$500.00
11/04/14	St. Petersburg College	P.O. Box 13489, St. Petersburg, FL 33733	$1,000.00
11/04/14	Kayla's Hope for Kids	c/o Chris Leto, 11309 Carrollwood West Place, Tampa, FL 33618	$500.00
11/04/14	St. Pete Free Clinic	863 3rd Avenue N, St. Petersburg, FL 33701	$1,000.00
11/04/14	American Cancer Society	3709 W. Jetton Avenue, Tampa, FL 33629	$50.00
11/04/14	Northeast High School	5500 16th St., N, St. Petersburg, FL 33703	$1,025.00
11/12/14	Big Brothers Big Sisters	918 W. Bay Drive, Largo, FL 33710	$2,500.00
11/12/14	Equality Florida Institute Inc.	P.O. Box 13184, St. Petersburg, FL 33733	$250.00
11/17/14	American Cancer Society	3709 W. Jetton Ave., Tampa, FL 33629	$1,090.00
11/24/14	Happy Workers Learning Center	920 19th Street South, St. Petersburg, FL 33712	$1,000.00
11/24/14	PACE Center for Girls	1 Adam Street, Suite 301, Jacksonville, FL 32202	$250.00
11/24/14	Easter Seals	P.O. Box 621028, Orlando, FL 32862	$500.00
11/24/14	Vincent House	4801 78th Avenue Northm, Pinellas Park, FL 33781	$500.00

11/24/14	Brookwood	901 Seventh Avenue S, St. Petersburg, FL 33705	
11/24/14	CASA	1011 1st Avenue N, St. Petersburg, FL 33705	$500.00
12/11/14	Big Brothers Big Sisters	918 W. Bay Drive, Largo, FL 33710	$5,000.00
12/29/14	Brookwood	901 Seventh Avenue S, St. Petersburg, FL 33705	$200.00
12/29/14	Champions for Children	3108 W. Azeele Street., Tampa, FL 33609---VOID -----	$1,500.00
12/29/14	Art Festival Beth-El	400 Pasaden Avenue South, St. Petersburg, FL 33707	$500.00
12/29/14	Society of St. Vincent de Paul	384 15th St. North, St. Petersburg, FL 33705	$300.00
12/29/14	The Queen's Court Inc.	c/o Paula Blanda, West Coast Insurance Group, 5655 Central Ave., St. Petersburg, FL 33710	$500.00
12/29/14	Blossom Montessori School for the Deaf	14088 Icot Blvd., Clearwater, FL 33760	$1,000.00
12/29/14	Moffitt Cancer Center	12902 Magnolia Drive, Tampa, FL 33612	$2,500.00
12/29/14	Ready for Life	400 Gateway Blvd., Suite 200, Pinellas Park, FL 33782	$1,500.00
12/29/14	American Cancer Society	3709 W. Jetton Ave., Tampa, FL 33629	$245.00
12/29/14	Big Brothers Big Sisters	918 W. Bay Drive, Largo, FL 33710	$200.00
01/02/15	Scholarship America	c/o First National Bank Minnesota, P.O. Box 240, St. Peter, MN 56082	$1,070.00
02/04/15	University of Minnesota Foundation	200 Oak St., SE, Suite 500, Minneapolis, MN 55455	$100.00
02/04/15	Junior Achievement	13707 N. 22nd Street, Tampa, FL 33613	$5,000.00
02/04/15	Suffield Academy	185 North Main St., Suffield, CT 06078	$200.00
02/04/15	American Red Cross	3310 W. Main Street, Tampa, FL 33607	$1,000.00
02/04/15	Winona State University Foundation	175 W. Mark Street, Winona, MN 55987	$100.00
02/04/15	Brigham Young University	P.O. Box 27188, Provo, UT 84602	$50.00
02/04/15	Babson College	P. Bo Box 5736, 231 Frost Street, Babson Park, MA 02457	$200.00
02/04/15	St. Pete College	P.O. Box 13489, St. Petersburg, FL 33733	$1,000.00
02/04/15	Pet ResQ, Inc.	24 W. Railroad Avenue, Tenafly, NJ 07670	$200.00
02/04/15	Police Athletic League of St. Pete	1450 16th Street North, St. Petersburg,, FL 33704	$2,500.00
03/25/15	First Night St. Petersburg	P.O. Box 1915, St. Petersburg, FL 33731	$1,000.00
03/25/15	Heart Gallery	300 Third Avenue N, St. Petersburg, FL 33701	$500.00
03/25/15	Humane Society of Pinellas	3040 State Road 590, Clearwater, FL 33759	$500.00
03/25/15	Ronald McDonald House	28 Columbia Drive, Tampa, FL 33606	$750.00
03/25/15	Humane Society of the US	c/o G. Thomas Waite, CFO, 2100 L Street, NW, Washington, DC 20037	$200.00
03/25/15	PARC	3190 Tyrone Blvd. N, St. Petersburg, FL 33710	$500.00
03/25/15	Pomona College	Attn: Natalie Walper, Dir. Advancement Data Services, 333 N. College Way, Claremont, CA 91711	$200.00
03/25/15	St. Joseph's Children's Hospital	2700 W. Dr. Martin Luther King Jr. Blvd., Suite 310, Tampa, FL 33607	$2,500.00
03/25/15	St. Petersburg Museum of History	335 Second Avenue NE, St. Petersburg, FL 33701	$250.00
03/25/15	Science Center	7701 22nd Avenue N., St. Petersburg, FL 33710	$1,000.00
03/20/15	Dali Museum		$2,500.00
03/25/15	United Way Suncoast	5210 W. Kennedy Blvd., Suite 600, Tampa, FL 33609	$500.00
03/25/15	United Way Suncoast	5210 W. Kennedy Blvd., Suite 600, Tampa, FL 33609	$500.00
03/25/15	United Way Suncoast	5210 W. Kennedy Blvd., Suite 600, Tampa, FL 33609	$5,000.00
04/03/15	Eckerd Raising Hope	100 Starcrest Drive, Clearwater, FL 33765	$500.00
04/03/15	Grove City College	100 Camput Drive, Grove City, PA 16127	$200.00
04/03/15	Hannas Homeless Inc.	3943 39th Street. N, St. Petersburg, FL 33714	$500.00
04/03/15	Metropolitan Ministries	2002 N. Florida Avenue, Tampa, FL 33502	$500.00
04/03/15	Society of St. Vincent de Paul	38415 15th Street N, St. Petersburg, FL 33705	$500.00
04/03/15	St. Jude Children's Research Hospital	501 St. Jude Place, Memphis, TN 38105	$2,000.00
04/29/15	JDRF	9600 Koger Blvd., #103, St. Petersburg, FL 33702	$1,650.00
04/29/15	American Heart Association	Attn: Sonya Hudson, Mgr., P.O. Box 4002900, Del Moines, IA 50340	$25.00

05/18/15	Junior League of St. Petersburg	500 Martin Luther King Jr. St., N, Suite 201, St. Petersburg, FL [illegible]	
05/18/15	R'Club Child Care Inc.	4140 49th Street North, St. Petersburg, FL 33709	$500.00
05/18/15	Ready for Life	4000 Gateway Centre Blvd., Suite 200, Pinellas Park FL 33782	$1,000.00
05/18/15	TASCO	1320 5th Street North, St. Petersburg, FL 33701	$3,000.00
05/18/15	TASCO	1320 5th Street North, St. Petersburg, FL 33701	$4,000.00
05/22/15	Shriner's Hospital for Children	2900 Rocky Point Drive, Tampa, FL 33607	$2,500.00
05/22/15	Pinellas Education Foundation	5500 16th St., N, St. Petersburg, FL 33703	$30,000.00
05/22/15	Celma Mastry Ovarian Cancer Foundation	P.O. Box 48787, St. Petersburg, FL 33743	$3,000.00
05/22/15	American Cancer Society	3709 W. Jetton Avenue, Tampa, FL 33629	$200.00
05/22/15	Boley Centers	445 31st St. North, St. Petersburg, FL 33713	$1,000.00
05/22/15	JDRF	9600 Koger Blvd. #103, St. Petersburg, FL 33702	$75.00
05/22/15	St. Joseph's Children's Hospital	2700 W. Dr. Martin Luther King Jr. Blvd., Suite 310, Tampa, FL 33607	$2,500.00
05/22/15	The Master Chorale	30382 USF, Holly Drive, Tampa, FL 33620	$500.00
05/22/15	Villanova University	800 Lancaster Avenue, Villanova, PS 19085	$50.00
06/18/15	Rent-All City	7171 22nd Avenue North, St. Petersburg, FL 33710	$136.96
07/08/15	Career Source Tampa Bay	9215 N. Florida Avenue, Tampa, FL 33612	$5,000.00
07/08/15	Chapters Health System	3010 W. Azeele Street, Tampa, FL 33609	$1,500.00
07/08/15	Shriner's Hospital for Children	2900 Rocky Point Drive, Tampa, FL 33607	$1,500.00
07/08/15	Great Explorations	1925 Fourth Street N, St. Petersburg, FL 33704	$1,500.00
07/08/15	Northeast High School	5500 16th St., N, St. Petersburg, FL 33703	$1,000.00
07/08/15	Scholarship America	One Scholarship Way, St. Peter, MN 56082	$19,530.00
07/08/15	Southeast Guide Dogs	4210 77th Street East, Palmetto, FL 34221	$5,000.00
07/08/15	SPCA Tampa Bay	9099 130th Avenue N, Largo, FL 33773	$2,500.00
07/08/15	St. Petersburg Free Clinic	863 3rd Avenue N, St. Petersburg, FL 33701	$3,000.00
07/08/15	TBRI Immune Health Research	10900 Roosevelt Blvd. North, St. Petersburg, FL 33716	$2,500.00
07/08/15	Suncoast Center Inc.	P.O. Box 10970, St. Petersburg, FL 33733	$1,000.00
07/31/15	Off the Street Club	25 N. Karlov Avenue, Chicago, IL 60624	$2,000.00
07/31/15	American Heart Association	11207 Blue Heron Blvd., N, St. Petersburg, FL 33716	$1,000.00
07/31/15	Paul Anderson Youth Home	P.O. Box 525, Vidalia, GA 30475	$1,000.00
07/31/15	Special Operations Warrior Foundation	P.O.Box 89367, Tampa, FL 33689	$1,000.00
07/31/15	March of Dimes	405 Reo Street, Tampa, FL 33609	$2,500.00
07/31/15	The ARK	Seymour H. Persky Bldg., 6450 N. California Ave., Chicago, IL 60645	$2,000.00
07/31/15	Big Brothers Big Sisters	711 S. Dale Mabry Highway, Suite 300, Tampa, FL 33609	$2,000.00
07/31/15	Habitat for Humanity of Pinellas County	13355 49th Street North, Clearwater, FL 33762	$1,000.00
07/31/15	CASA	P.O. Box 414, St. Petersburg, FL 33731	$1,000.00
07/31/15	Goodwill Industries, Inc.	10596 Gandy Blvd., St. Petersubrg, FL 33702	$200.00
07/31/15	Junior Achievement	13707 N. 22nd Street, Tampa, FL 33613	$200.00
07/31/15	PARC	P.O. Box 4799, St. Petersburg, FL 33743	$200.00
07/31/15	Pinellas Education Foundation	5500 16th St., N, St. Petersburg, FL 33703	$200.00
07/31/15	Ready for Life	400 Gateway Blvd., Suite 200, Pinellas Park, FL 33782	$200.00
07/31/15	SPCA Tampa Bay	9099 130th Avenue N, Largo, FL 33773	$200.00
07/31/15	St. Petersburg Free Clinic	863 3rd Avenue N, St. Petersburg, FL 33701	$200.00
07/31/15	Brookwood Florida	901 Seventh Avenue S.,St. Petersburg, FL 33705	$200.00
07/31/15	Childhood Apraxia of Speech Assn. of North America	416 Lincoln Avenue, 2nd Floor, Pittsburg, PA 15209	$200.00
07/31/15	Eckerd Raising Hope	100 Starcrest Drive, Clearwater, FL 33758	$200.00

07/17/15	American Stage	P.O. Box 1560, St. Petersburg, FL 33731	
07/31/15	GirlsRock! Chicago	1644 N. Honore, 2nd Floor, Chicago, IL 60622	$2,000.00
07/31/15	All Children's Hospital Guild Evening Branch	728 46th Avenue North, St. Petersburg, FL 33703	$5,000.00
07/17/15	American Cancer Society	3709 W. Jetton Avenue, Tampa, FL 33629	$2,500.00
07/17/15	Boys & Girls Club	2300 Tall Pines Drive, Suite 150, Largo, FL 33771	$2,500.00
07/17/15	Salvador Dali Museum	One Dali Blvd., St. Petersburg, FL 33701	$2,500.00
07/31/15	John B. Gorrie Foundation	705 DeLeon Street, Tampa, FL 33606	$1,000.00
07/31/15	Woodrow Wilson Middle School Foundation	1005 Swann Avenue, Tampa, FL 33606	$1,000.00
02/28/13	Southeastern Guide Dogs VOIDED & REISSUED	4210 77th Street East, Palmetto, FL 34221	$3,500.00
			$249,246.96

Catalina Marketing Charitable Foundation
Attachment to Form 990 PF, Return of Private Foundation
For Fiscal Year Ended 7/31/2015
FEIN: 33-0489905

Part I, Operating and Administrative Expenses

Line 18, Taxes	
Excise Tax	6,088
Line 21, Travel, Conferences, and Meetings	
Conferences and Conventions	2,002
Line 23, Other Expenses	
Dues and Subscriptions	2,533
Investment Advisory Fees	28,373
Bank Charges	30
	30,936
Total Expenses	39,026

Part VIII, Line 1, Officers, Directors

Name	Title
Elmore, Joni	Director
Stelges, Tricia	Director
Mullin, Tim	Director
Cacciatore, Marian	Director
Donaldson, Ingrid	Director
Booth, Debbie	Chairman of the Board
Flanigan, James	Treasurer
Lasseter, Anna	Assistant Secretary
Richmond, Nell	Secretary
Protz, Bill	President

Part VIII, Line 1 (990-PF) - Compensation of Officers, Directors, Trustees and Foundation Managers

										0	0	0
	Name	Check "X" if Business	Street	City	State	Zip Code	Foreign Country	Title	Avg Hrs Per Week	Compensation	Benefits	Expense Account
1	SEE ATTACHED											