Form 990-PF

Department of the Treasury
Internal Revenue Service

Return of Private Foundation
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
2016
Open to Public Inspection

For calendar year 2016 or tax year beginning 8/1/2016 , and ending 7/31/2017

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): 200 CARILLON PARKWAY
Room/suite:
B Telephone number (see instructions): 727-759-5000

City or town, state or province, country, and ZIP or foreign postal code: ST PETERSBURG FL 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)* ▶ $ 2,455,042

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))*

	Line	Description	(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)	6,263			
	2	Check ▶ ☐ if the foundation is not required to attach Sch B				
	3	Interest on savings and temporary cash investments	336	336	336	
	4	Dividends and interest from securities	54,737	54,737	54,737	
	5a	Gross rents				
	b	Net rental income or (loss)				
	6a	Net gain or (loss) from sale of assets not on line 10	93,555			
	b	Gross sales price for all assets on line 6a				
	7	Capital gain net income (from Part IV, line 2)		83,183		
	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	154,891	138,256	55,073	
Operating and Administrative Expenses	13	Compensation of officers, directors, trustees, etc				
	14	Other employee salaries and wages				
	15	Pension plans, employee benefits				
	16a	Legal fees (attach schedule)	998			
	b	Accounting fees (attach schedule)				
	c	Other professional fees (attach schedule)				
	17	Interest				
	18	Taxes (attach schedule) (see instructions)	60			
	19	Depreciation (attach schedule) and depletion				
	20	Occupancy				
	21	Travel, conferences, and meetings				
	22	Printing and publications				
	23	Other expenses (attach schedule)	34,244	34,076		
	24	**Total operating and administrative expenses.** Add lines 13 through 23	35,302	34,076	0	0
	25	Contributions, gifts, grants paid	247,354			247,354
	26	**Total expenses and disbursements.** Add lines 24 and 25	282,656	34,076	0	247,354
	27	Subtract line 26 from line 12				
	a	**Excess of revenue over expenses and disbursements**	-127,765			
	b	**Net investment income** (if negative, enter -0-)		104,180		
	c	**Adjusted net income** (if negative, enter -0-)			55,073	

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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	End of year (c) Fair Market Value
Assets 1	Cash—non-interest-bearing	150,064	157,465	157,571
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)	1,283,904	1,240,613	1,542,013
c	Investments—corporate bonds (attach schedule)	856,187	764,312	755,458
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)	2,290,155	2,162,390	2,455,042
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	2,290,155	2,162,390	
30	**Total net assets or fund balances** (see instructions)	2,290,155	2,162,390	
31	**Total liabilities and net assets/fund balances** (see instructions)	2,290,155	2,162,390	

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	2,290,155
2	Enter amount from Part I, line 27a	2	-127,765
3	Other increases not included in line 2 (itemize) ▶	3	
4	Add lines 1, 2, and 3	4	2,162,390
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	2,162,390

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	964,230		881,047	83,183
b				
c				
d				
e				

	Complete only for assets showing gain in column (h) and owned by the foundation on 12/31/69			(l) 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				83,183
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	83,183
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)

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

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

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

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

(a) Base period years Calendar year (or tax year beginning in)	(b) Adjusted qualifying distributions	(c) Net value of noncharitable-use assets	(d) Distribution ratio (col (b) divided by col (c))
2015	207,454	2,557,910	0 081103
2014	249,247	2,788,373	0 089388
2013	231,547	2,837,410	0 081605
2012	231,511	2,796,899	0 082774
2011	235,519	2,799,736	0 084122

2	**Total** of line 1, column (d)	2	0 418992
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 083798
4	Enter the net value of noncharitable-use assets for 2016 from Part X, line 5	4	2,456,478
5	Multiply line 4 by line 3	5	205,848
6	Enter 1% of net investment income (1% of Part I, line 27b)	6	1,042
7	Add lines 5 and 6	7	206,890
8	Enter qualifying distributions from Part XII, line 4	8	247,354

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	1,042
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	1,042
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	1,042
6	Credits/Payments		
a	2016 estimated tax payments and 2015 overpayment credited to 2016 — 6a: 910		
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	910
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	132
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 2017 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 2016 or the taxable year beginning in 2016 (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 ▶

14 The books are in care of ▶ ANNA LASSETER Telephone no ▶ 727-579-5000
Located at ▶ 200 CARILLON PARKWAY 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 2016, 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 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 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 2016?	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 2016, did the foundation have any undistributed income (lines 6d and 6e, Part XIII) for tax year(s) beginning before 2016? ☐ 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 2016 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 2016)*	3b		
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 2016?	4b		X

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

5a	During the year did the foundation pay or incur any amount to			
	(1) Carry on propaganda, or otherwise attempt to influence legislation (section 4945(e))? ☐ Yes ☒ No			
	(2) Influence the outcome of any specific public election (see section 4955), or to carry on, directly or indirectly, any voter registration drive? ☐ Yes ☒ No			
	(3) Provide a grant to an individual for travel, study, or other similar purposes? ☐ Yes ☒ No			
	(4) Provide a grant to an organization other than a charitable, etc , organization described in section 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		0		

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

(a) Name and address of each employee paid more than $50,000	(b) Title, and average hours per week devoted to position	(c) Compensation	(d) Contributions to employee benefit plans and deferred compensation	(e) Expense account, other allowances
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	2,435,581
b	Average of monthly cash balances	1b	58,305
c	Fair market value of all other assets (see instructions)	1c	
d	**Total** (add lines 1a, b, and c)	1d	2,493,886
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	2,493,886
4	Cash deemed held for charitable activities Enter 1½ % of line 3 (for greater amount, see instructions)	4	37,408
5	**Net value of noncharitable-use assets.** Subtract line 4 from line 3 Enter here and on Part V, line 4	5	2,456,478
6	**Minimum investment return.** Enter 5% of line 5	6	122,824

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	122,824
2a	Tax on investment income for 2016 from Part VI, line 5	2a	1,042		
b	Income tax for 2016 (This does not include the tax from Part VI)	2b			
c	Add lines 2a and 2b			2c	1,042
3	Distributable amount before adjustments Subtract line 2c from line 1			3	121,782
4	Recoveries of amounts treated as qualifying distributions			4	
5	Add lines 3 and 4			5	121,782
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	121,782

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	247,354
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	247,354
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	1,042
6	**Adjusted qualifying distributions.** Subtract line 5 from line 4	6	246,312

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 2015	(c) 2015	(d) 2016
1	Distributable amount for 2016 from Part XI, line 7					121,782
2	Undistributed income, if any, as of the end of 2016					
a	Enter amount for 2015 only				0	
b	Total for prior years 20____, 20____, 20____					
3	Excess distributions carryover, if any, to 2016					
a	From 2011	97,751				
b	From 2012	94,849				
c	From 2013	95,676				
d	From 2014	117,065				
e	From 2015	81,759				
f	**Total** of lines 3a through e		487,100			
4	Qualifying distributions for 2016 from Part XII, line 4 ▶ $ 247,354					
a	Applied to 2015, 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 2016 distributable amount					121,782
e	Remaining amount distributed out of corpus		125,573			
5	Excess distributions carryover applied to 2016 *(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		612,673			
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 2015 Subtract line 4a from line 2a Taxable amount—see instructions				0	
f	Undistributed income for 2016 Subtract lines 4d and 5 from line 1 This amount must be distributed in 2017					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 2011 not applied on line 5 or line 7 (see instructions)		97,751			
9	**Excess distributions carryover to 2017.** Subtract lines 7 and 8 from line 6a		514,922			
10	Analysis of line 9					
a	Excess from 2012	94,849				
b	Excess from 2013	95,676				
c	Excess from 2014	117,065				
d	Excess from 2015	81,759				
e	Excess from 2016	125,573				

Part XIV Private 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 2016, 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) 2016	(b) 2015	(c) 2014	(d) 2013	(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

Anna Lasseter 200 CARILLON PARKWAY ST PETERSBURG, FL 33716 727-579-5000

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				247,354
Total			▶ **3a**	247,354
b *Approved for future payment*				
Total			▶ **3b**	0

Part XVI-A Analysis of Income-Producing Activities

Enter gross amounts unless otherwise indicated	Unrelated business income (a) Business code	Unrelated business income (b) Amount	Excluded by section 512, 513, or 514 (c) Exclusion code	Excluded by section 512, 513, or 514 (d) Amount	(e) Related or exempt function income (See instructions)
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	336	
4 Dividends and interest from securities			14	54,737	
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		55,073	0

13 **Total.** Add line 12, columns (b), (d), and (e) . . . 13 55,073

(See 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

▶ Anna Sassetti | 11/2/17 | ▶ Board Member/Secretary

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

Firm's name ▶ | Firm's EIN ▶

Firm's address ▶ | Phone no

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

Schedule of Contributors

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

OMB No 1545-0047
2016

Name of the organization	Employer identification number
CATALINA MARKETING CHARITABLE FOUNDATION	33-0489905

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, 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

Special Rules

☐ For an organization described in section 501(c)(3) filing Form 990 or 990-EZ that met the 33 1/3 % support test of the regulations under sections 509(a)(1) and 170(b)(1)(A)(vi), 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. Don't 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 . . . . . ▶ $ ____________

Caution: An organization that isn't covered by the General Rule and/or the Special Rules doesn't 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 its Form 990-PF, Part I, line 2, to certify that it doesn't meet the filing requirements of Schedule B (Form 990, 990-EZ, or 990-PF).

Name of organization	Employer identification number
CATALINA MARKETING CHARITABLE FOUNDATION	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
1	WORKNET PINELLAS, INC 13805 58 TH STREET N SUITE 2-140 CLEARWATER FL 33760 Foreign State or Province Foreign Country	$ 4,000	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)

Name of organization	Employer identification number
CATALINA 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
		$	

Name of organization	Employer identification number
CATALINA MARKETING CHARITABLE FOUNDATION	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) ▶ $ 4,000

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
1	CHARITABLE CONTRIBTION	CHARITABLE CONTRIBTION	BANK ACCOUNT

(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	

Continuation of Part XV, Line 2 (990-PF) - Information Regarding Contribution, Grant, etc.

Recipient(s)

Name			
Street			
City	**State**	**Zip Code**	**Foreign Country**
Telephone	**Form in which applications should be submitted and information and materials they should include**		
Any submission deadlines			
Any restrictions or limitations on awards			

Name			
Street			
City	**State**	**Zip Code**	**Foreign Country**
Telephone	**Form in which applications should be submitted and information and materials they should include**		
Any submission deadlines			
Any restrictions or limitations on awards			

Name			
Street			
City	**State**	**Zip Code**	**Foreign Country**
Telephone	**Form in which applications should be submitted and information and materials they should include**		
Any submission deadlines			
Any restrictions or limitations on awards			

Name			
Street			
City	**State**	**Zip Code**	**Foreign Country**
Telephone	**Form in which applications should be submitted and information and materials they should include**		
Any submission deadlines			
Any restrictions or limitations on awards			

Name			
Street			
City	**State**	**Zip Code**	**Foreign Country**
Telephone	**Form in which applications should be submitted and information and materials they should include**		
Any submission deadlines			
Any restrictions or limitations on awards			

Continuation of Part XV, Line 3a (990-PF) - Grants and Contributions Paid During the Year

Recipient(s) paid during the year

Name

Street

City	State	Zip Code	Foreign Country

Relationship	Foundation Status

Purpose of grant/contribution	Amount

Name

Street

City	State	Zip Code	Foreign Country

Relationship	Foundation Status

Purpose of grant/contribution	Amount

Name

Street

City	State	Zip Code	Foreign Country

Relationship	Foundation Status

Purpose of grant/contribution	Amount

Name

Street

City	State	Zip Code	Foreign Country

Relationship	Foundation Status

Purpose of grant/contribution	Amount

Name

Street

City	State	Zip Code	Foreign Country

Relationship	Foundation Status

Purpose of grant/contribution	Amount

Name

Street

City	State	Zip Code	Foreign Country

Relationship	Foundation Status

Purpose of grant/contribution	Amount

Continuation of Part XV, Line 3b (990-PF) - Grants and Contributions Approved for Future Payment

Recipient(s) approved for future payments

Name				
Street				
City	State	Zip Code	Foreign Country	
Relationship	Foundation Status			
Purpose of grant/contribution				Amount
Name				
Street				
City	State	Zip Code	Foreign Country	
Relationship	Foundation Status			
Purpose of grant/contribution				Amount
Name				
Street				
City	State	Zip Code	Foreign Country	
Relationship	Foundation Status			
Purpose of grant/contribution				Amount
Name				
Street				
City	State	Zip Code	Foreign Country	
Relationship	Foundation Status			
Purpose of grant/contribution				Amount
Name				
Street				
City	State	Zip Code	Foreign Country	
Relationship	Foundation Status			
Purpose of grant/contribution				Amount
Name				
Street				
City	State	Zip Code	Foreign Country	
Relationship	Foundation Status			
Purpose of grant/contribution				Amount

Part I, Line 6 (990-PF) - Gain/Loss from Sale of Assets Other Than Inventory

	Amount
Long Term CG Distributions	0
Short Term CG Distributions	0

Totals	Gross Sales	Cost or Other Basis, Expenses, Depreciation and Adjustments	Net Gain or Loss
Capital Gains/Losses	964,230	881,047	83,183
Other sales	0	0	0

	Description	CUSIP #	Check "X" to include in Part IV	Purchaser	Check "X" if Purchaser is a Business	Acquisition Method	Date Acquired	Date Sold	Gross Sales Price	Cost or Other Basis	Valuation Method	Expense of Sale and Cost of Improvements	Depreciation	Adjustments	Net Gain or Loss
1	Publicly Traded Securities		X			P	VARIOUS	VARIOUS	964,230	881,047					83,183

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

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

Catalina Marketing Charitable Foundation
Attachment to Form 990 PF, Return of Private Foundation
Part XV, Line 3, Grants and Contributions
For Fiscal Year Ended 7/31/2017
FEIN: 33-0489905

A

Date	Organization	Project		Chk #	Amount
7/19/2016	ASPCA	Matching Gift (L Wallis)	Grant	2684	100.00
7/19/2016	Cystic Fibrosis Foundation	Matching Gift (L Wallis)	Grant	2685	50.00
7/27/2016	Cystic Fibrosis Foundation	Matching Gift: J Mendez	Grant	2695	30.00
7/27/2016	Cystic Fibrosis Foundation	Matching Gift: T Laufenberg	Grant	2696	100.00
7/29/2016	Cystic Fibrosis Foundation	Matching Gift: M Young	Grant	2698	15.00
7/27/2016	Ronald McDonald House Charities Tampa Bay	Sponsor	Grant	2699	750.00
7/29/2016	Cystic Fibrosis Foundation	Matching Gift: N Anastasoff	Grant	2700	100.00
7/29/2016	Our Family Coalition	Exec Gift: S Schaffer	Grant	2701	300.00
7/29/2016	HIP Housing Development	Exec Gift: S Schaffer	Grant	2702	200.00
7/29/2016	Hillsborough High School	Exec Gift: S Schaffer	Grant	2703	1,500.00
7/29/2016	Cystic Fibrosis Foundation	Matching Gift: B Brindise	Grant	2704	50.00
7/29/2016	Cystic Fibrosis Foundation	Sponsor: Cycle for Life	Grant	2705	2,500.00
7/29/2016	American Heart Association	Sponsor	Grant	2706	5,000.00
8/8/2016	Scholarship America	Invoice	Grant	2707	$4,000.00
9/12/2016	Cystic Fibrosis	Matching Gift: M Nguyen	Grant	2708	$20.00
9/12/2016	Cystic Fibrosis	Matching Gift: S Schaffer	Grant	2708	$150.00
9/12/2016	Cystic Fibrosis	Matching Gift: C Cooper	Grant	2708	$100.00
9/12/2016	Cystic Fibrosis	Matching Gift: D Nelson	Grant	2708	$25.00
9/12/2016	Cystic Fibrosis	Matching Gift: D Herbert	Grant	2708	$75.00
9/12/2016	Cystic Fibrosis	Matching Gift: K Hazes	Grant	2708	$50.00
9/12/2016	Cystic Fibrosis	Matching Gift: C Ingham	Grant	2708	$100.00
9/12/2016	Cystic Fibrosis	Matching Gift: I Donaldson	Grant	2708	$150.00
9/19/2016	Tampa Bay Buccaneers	Matching Gift: Foudnation team	Grant	2710	$1,715.00
9/12/2016	HFS Chicago Scholars	Exec Gift: T Meyer	Grant	2709	$2,000.00
9/30/2016	Pomona College	Matching Gift: Joshua Stein	Grant	2712	$200.00
9/30/2016	Washington University	Matching Gift: Daniel Klein	Grant	2711	$200.00
10/18/2016	Al's Angels	Matching Gift: R Cousino	Grant	2713	$200.00
10/18/2016	American Red Cross	CARE Team	Grant	2714	$2,500.00
10/19/2016	Indiana University	Matching Gift: P Zanghi	Grant	2715	$200.00
11/8/2016	St Petersburg Free Clinic	Thanksgiving Dinner sponsor	Grant	2717	$1,200 00
11/8/2016	Scholarship America	Invoice # 114627 - Mgmt fee (2/3)	Grant	2718	$1,300 00
11/8/2016	American Cancer Society	Making Strides for Breast Cancer donatio	Grant	2720	$2,500.00
11/10/2016	Chapters Health (Lifepath Hospice)	General Donation	Grant	2721	$1,500 00
11/10/2016	Southeastern Guide Dogs	Philanthropic Partnership	Grant	2722	$7,500 00
11/15/2016	California Franchise Tax Board	California Form 199	Income Tax	2724	$10 00
11/16/2016	1Voice Foundation	CLT Champion D Liyanearachchi	Grant	2725	$5,000 00

10/19/2016	24-7 Commitment	CARE Team	Grant	2716	$750 00
11/8/2016	March of Dimes	Donation - Annual Giving	Grant	2719	$750 00
11/15/2016	Attorney General of California	Annual report fee	Income Tax	2723	$50 00
11/28/2016	American Foundation for Suicide Prevention	Executive Gift Ray Lewis	Grant	2728	$2,000 00
11/28/2016	Boley Center	Annual Donation	Grant	2729	$500 00
11/28/2016	CASA	Matching Gift K Mcgettigan	Grant	2730	$200 00
11/28/2016	Clearwater Free Clinic	Annual Donation	Grant	2731	$1,000 00
11/28/2016	Family Promise of Grand Rapids	Donation - Employee office event	Grant	2732	$500 00
11/28/2016	Humane Society of Pinellas County	Pet Fest 2017	Grant	2733	$1,000 00
11/28/2016	Metropolitan Ministries	Holiday Fund Drive	Grant	2736	$1,000 00
12/6/2016	Cystic Fibrosis	Matching Gift L Smith	Grant	2740	$50 00
12/6/2016	Cystic Fibrosis	Matching Gift M Piniero	Grant	2741	$25 00
12/6/2016	Cystic Fibrosis	Matching Gift A Slover	Grant	2742	$200 00
12/6/2016	Cystic Fibrosis	Matching Gift D Weaver	Grant	2743	$30 00
12/6/2016	Cystic Fibrosis	Matching Gift J Buckley	Grant	2744	$10 00
12/13/2016	Rwanda Sustainable Families	Matching Gift A Lasseter	Grant	2745	$150 00
12/13/2016	Kellogg Community College Foundation	Matching Gift. D Rimkus	Grant	2746	$200.00
12/13/2016	Pinellas County Animal Services	Matching Gift L Mabrey	Grant	2747	$200 00
12/13/2016	The ALS Association	Matching Gift A Lasseter	Grant	2748	$50 00
1/4/2017	Ronald McDonald House of Tampa Bay	Matching, J Flanigan	Grant	2749	$200 00
1/4/2017	Doctors Without Borders	Matching B Sprecher	Grant	2750	$200 00
1/4/2017	American Civil Liberties Union Foundation	Executive Gift. Ben Sprecher	Grant	2751	$2,000 00
1/20/2017	InnerCity Weightlifting	CLT Champion A Miller	Grant	2753	$5,000 00
1/20/2017	Pinellas Education Foundation	yearly budget line item programs	Grant	2754	$30,000 00
1/25/2017	American Express	CARE TEAM Lunch	Grant	2755	$278 20
1/25/2017	St Petersburg Free Clinic	CLT Champion T Meyer Event	Grant	2756	$2,500 00
1/12/2017	Ronald McDonald House of Cincinnati	Matching J Lane	Grant	2752	$200 00
1/25/2017	Woodrow Wilson Foundation	Executive Gift· T Morris	Grant	2757	$1,000 00
1/31/2017	Pet Res Q Too	VIP Award L Cecchatti	Grant	2758	$200 00
2/3/2017	John B Gorrie Foundation	Executive Gift T Morris	Grant	2760	$500 00
2/8/2017	Tampa Bay Watch	CARE TEAM Sponsorship	Grant	2761	$7,500 00
2/8/2017	JDRF	CARE TEAM Sponsorship	Grant	2762	$2,500 00
2/8/2017	Junior Achievement	CARE TEAM Sponsorship	Grant	2763	$10,000 00
2/8/2017	Lupus Foundation	CARE TEAM Sponsorship	Grant	2764	$2,500 00
2/8/2017	Palm Harbor Friends of the Library	Matching Gift· L Wallis	Grant	2765	$50 00
2/8/2017	Girl Scouts of Greater Chicago	CARE TEAM Sponsorship	Grant	2766	$5,000 00
2/16/2017	Wounded Warriors Abilities Ranch	CARE TEAM Sponsorship	Grant	2767	$500 00
1/31/2017	Catalina Marketing	UPS Reimbursment	Grant	2759	$11 37
3/1/2017	ASPCA	Matching Gift L Wallis	Grant	2768	$100 00
3/8/2017	CASA	CLT Champion T Manning	Grant	2770	$1,500 00
3/8/2017	Lighthouse of Pinellas	CARE TEAM donation	Grant	2771	$1,000 00
3/8/2017	LARC/PARC Paretns, Guadians, Friends	CARE TEAM donation	Grant	2772	$500 00
3/8/2017	Cystic Fibrosis Foundation	CARE TEAM Sponsorship	Grant	2773	$5,000 00
3/22/2017	DLA Piper	Legal Fees	Other Expenses	2774	$988 00
3/22/2017	Memorial Sloan Kettering Cancer Center	Matching Gift L D'Arpino	Grant	2775	$25.00
3/24/2017	Feeding America	CLT Champion B Sprecher Inv 10525	Grant	2776	$5,000 00
3/24/2017	PKD Foundation	CARE Team Donation (Jennifer LaRue re	Grant	2777	$500 00
3/1/2017	Augies Quest/ALSTDI	CARE TEAM Sponsorship	Grant	2769	$1,000 00
3/24/2017	Xtra Ice & Training	CARE Team Donation (Virginia Dobey re	Grant	2778	$500 00
3/24/2017	Off The Street Club	CARE Team donation/sponsorship (J Gle	Grant	2779	$1,350 00
4/4/2017	American Express	Charity Fair supplies	Grant	2780	$161 17
4/11/2017	Theory Threads	T-shirt deposit	Grant	2781	$357.05
4/11/2017	1Voice Foundation	Volunteer Fair donation	Grant	2782	$500 00
4/11/2017	Tampa BayWatch	Volunteer Fair donation	Grant	2783	$500 00
4/18/2017	Amalia Whitcomb	Prototype t-shirts	Grant	2785	$48 00
4/24/2017	Theory Threads	T-Shirt final payment Inv 916	Grant	2786	$383 68
4/18/2017	United Way Suncoast	Q1 Matching (McCarty, Brandt, Weaver)	Grant	2784	$154 00
5/1/2017	Austism Society Of the Keys	CARE Team donation	Grant	2787	$1,000 00
5/1/2017	Spring Valley School	CARE TEAM donation	Grant	2788	$250 00

5/1/2017	AIDS/Life Cycle	Matching Gift S Schaffer	Grant	2789	$200 00
5/1/2017	Salvation Army	CARE TEAM donation	Grant	2790	$2,000 00
5/1/2017	Creative Clay	CARE TEAM donation	Grant	2791	$1,000 00
5/1/2017	Goodwill Industries	CARE TEAM donation	Grant	2792	$2,000 00
5/1/2017	SPCA Tampa Bay	CARE TEAM Sponsorship	Grant	2793	$2,500 00
5/1/2017	Big Brothers Big Sisters	CARE TEAM donation	Grant	2794	$2,000 00
5/10/2017	Tampa Baywatch	CLT Champion S Schaffer	Grant	2795	$5,000 00
5/22/2017	CASA	Executive Gift T Manning	Grant	2796	$2,000 00
5/30/2017	1Voice Foundation	CARE team donation	Grant	2797	$5,000 00
5/30/2017	TASCO	CARE team donation	Grant	2798	$1,500 00
5/30/2017	American Cancer Society	CARE team donation	Grant	2799	$2,500 00
5/30/2017	Girls Rock St Pete	CARE team donation	Grant	2801	$1,000 00
5/30/2017	Lupus Foundation	Matching Gift J Mendez	Grant	2802	$25 00
5/30/2017	American Brain Tumor Association	Matching Gift L D'Arpino	Grant	2803	$75 00
5/30/2017	Ronald McDonald House Charities of Chicagola	Matching Gift J Borgaard	Grant	2804	$200 00
5/30/2017	South Lake Middle School PTSA	Matching Gift C Baum	Grant	2805	$200 00
5/30/2017	Southeastern Guide Dogs	Matching Gift G Holmes	Grant	2806	$200 00
5/30/2017	Southeastern Guide Dogs	Matching Gift S Edinger	Grant	2806	$75 00
5/30/2017	American Cancer Society	Matching Gift M Alarcon	Grant	2807	$100 00
5/30/2017	American Cancer Society	Matching Gift M Garcia	Grant	2807	$50 00
5/30/2017	American Cancer Society	Matching Gift A Craig	Grant	2807	$50 00
5/30/2017	JDRF	Matching Gift B Volk	Grant	2808	$30 00
5/30/2017	JDRF	Matching Gift· D Arnold	Grant	2808	$120 00
5/30/2017	JDRF	Matching Gift R Schlosser	Grant	2808	$200.00
5/30/2017	JDRF	Matching Gift S Robbins	Grant	2808	$50 00
5/30/2017	JDRF	Matching Gift M Fowler	Grant	2808	$100 00
5/30/2017	University of Florida Honors Program	Matching Gift C Ingham	Grant	2809	$100 00
5/30/2017	St Petersburg Free Clinic	CLT Champion T Meyer	Grant	2810	$1,300.00
6/1/2017	Girls Rock St Pete	Matching Gift T Meyer	Grant	2811	$200 00
6/1/2017	1Voice Foundation	Matching Gift S Cottage	Grant	2812	$5 00
6/1/2017	1Voice Foundation	Matching Gift M Peverine	Grant	2812	$12 00
6/1/2017	1Voice Foundation	Matching Gift M Nachtigal	Grant	2812	$6 00
6/1/2017	1Voice Foundation	Matching Gift E Huetten	Grant	2812	$5 00
6/1/2017	1Voice Foundation	Matching Gift C Cassel	Grant	2812	$5.00
6/1/2017	1Voice Foundation	Matching Gift P Dodd	Grant	2812	$25 00
6/1/2017	1Voice Foundation	Matching Gift E Cruz	Grant	2812	$2 00
6/1/2017	1Voice Foundation	Matching Gift C Sisserson	Grant	2812	$25.00
6/1/2017	1Voice Foundation	Matching Gift P Blevins	Grant	2812	$5 00
6/1/2017	1Voice Foundation	Matching Gift. L Bonetti	Grant	2812	$25.00
6/1/2017	1Voice Foundation	Matching Gift C Keller	Grant	2812	$4 00
6/1/2017	1Voice Foundation	Matching Gift K Bowman	Grant	2812	$5 00
6/1/2017	1Voice Foundation	Matching Gift L Jackson	Grant	2812	$2 00
6/5/2017	1Voice Foundation	Matching Gift J Mendez	Grant	2813	$100 00
6/5/2017	Leukemia & Lymphoma Society	Matching Gift J Mendez	Grant	2814	$50 00
6/20/2017	The L Y N Fund	CARE team donation	Grant	2815	$1,000 00
6/20/2017	Metropolitan Ministries	CARE team donation	Grant	2818	$1,000 00
6/28/2017	Newsome High School Speech and Debate Boo	Event sponsorship	Grant	2823	$1,500 00
6/20/2017	Eckerd Youth Alternatives	CARE team donation	Grant	2816	$1,000 00
6/20/2017	The Master Chorale of Tampa Bay	CARE team donation	Grant	2817	$500 00
6/20/2017	Habitat for Humanity	CARE team donation - Community servic	Grant	2819	$2,500 00
6/20/2017	Off The Street Club	CARE team donation - Camp Day	Grant	2820	$5,000 00
6/28/2017	Save The Children	Executive Gift R Gonda	Grant	2821	$2,000 00
7/5/2017	Eckerd College	Scholarship Program	Grant	2824	$5,000 00
7/14/2017	CASA	CLT Champion - T Manning	Grant	2825	$3,500 00
7/14/2017	CASA	Matching Gift A Kriz	Grant	2826	$10 00
7/14/2017	CASA	Matching Gift· A Friar	Grant	2826	$5.00
7/14/2017	CASA	Matching Gift A Perry	Grant	2826	.$15 00
7/14/2017	CASA	Matching Gift A Heyman	Grant	2826	$200 00
7/14/2017	CASA	Matching Gift A Lasseter	Grant	2826	$20 00

7/14/2017	CASA	Matching Gift A Pospischil	Grant	2826	$20 00
7/14/2017	CASA	Matching Gift B Kent	Grant	2826	$5 00
7/14/2017	CASA	Matching Gift B McCarty	Grant	2826	$20 00
7/14/2017	CASA	Matching Gift B Champavannareth	Grant	2826	$20 00
7/14/2017	CASA	Matching Gift B Bauer	Grant	2826	$10 00
7/14/2017	CASA	Matching Gift C Robison	Grant	2826	$10 00
7/14/2017	CASA	Matching Gift C Nicholson	Grant	2826	$5 00
7/14/2017	CASA	Matching Gift C Sesti	Grant	2826	$10 00
7/14/2017	CASA	Matching Gift C Gustavel	Grant	2826	$20 00
7/14/2017	CASA	Matching Gift C Cawthon	Grant	2826	$10 00
7/14/2017	CASA	Matching Gift D Chrty	Grant	2826	$20 00
7/14/2017	CASA	Matching Gift D Santos	Grant	2826	$15 00
7/14/2017	CASA	Matching Gift D Rickman	Grant	2826	$40 00
7/14/2017	CASA	Matching Gift D Skowromski	Grant	2826	$20 00
7/14/2017	CASA	Matching Gift D Rebello	Grant	2826	$5 00
7/14/2017	CASA	Matching Gift D Weaver	Grant	2826	$10 00
7/14/2017	CASA	Matching Gift. E Livengood	Grant	2826	$15 00
7/14/2017	CASA	Matching Gift E Negron	Grant	2826	$10 00
7/14/2017	CASA	Matching Gift T Manning	Grant	2826	$80 00
7/14/2017	CASA	Matching Gift G Clement	Grant	2826	$75 00
7/14/2017	CASA	Matching Gift H King	Grant	2826	$5 00
7/14/2017	CASA	Matching Gift H Ramsey	Grant	2826	$40 00
7/14/2017	CASA	Matching Gift H Ginjupalli	Grant	2826	$15 00
7/14/2017	CASA	Matching Gift J Kondelk	Grant	2826	$20 00
7/14/2017	CASA	Matching Gift· J Henzler	Grant	2826	$20 00
7/14/2017	CASA	Matching Gift J Candon	Grant	2826	$35 00
7/14/2017	CASA	Matching Gift J Reitsky	Grant	2826	$200 00
7/14/2017	CASA	Matching Gift J Mendez	Grant	2826	$25 00
7/14/2017	CASA	Matching Gift J Figeuroa	Grant	2826	$15 00
7/14/2017	CASA	Matching Gift J·Kasica	Grant	2826	$15 00
7/14/2017	CASA	Matching Gift J Napier	Grant	2826	$200 00
7/14/2017	CASA	Matching Gift J Grant	Grant	2826	$20 00
7/14/2017	CASA	Matching Gift K Wissman	Grant	2826	$45 00
7/14/2017	CASA	Matching Gift K Smith	Grant	2826	$5 00
7/14/2017	CASA	Matching Gift K Pascua	Grant	2826	$15 00
7/14/2017	CASA	Matching Gift K Haube	Grant	2826	$25 00
7/14/2017	CASA	Matching Gift K McGettigan	Grant	2826	$200.00
7/14/2017	CASA	Matching Gift L Johnson	Grant	2826	$20 00
7/14/2017	CASA	Matching Gift· L Perine	Grant	2826	$15 00
7/14/2017	CASA	Matching Gift L Tegtmier	Grant	2826	$10.00
7/14/2017	CASA	Matching Gift. M Zazzero	Grant	2826	$20 00
7/14/2017	CASA	Matching Gift M Timm	Grant	2826	$5.00
7/14/2017	CASA	Matching Gift· M Smith	Grant	2826	$5.00
7/14/2017	CASA	Matching Gift M Knisley	Grant	2826	$20.00
7/14/2017	CASA	Matching Gift M Torres	Grant	2826	$10 00
7/14/2017	CASA	Matching Gift M Huffmaster	Grant	2826	$20 00
7/14/2017	CASA	Matching Gift M Gehrig	Grant	2826	$20 00
7/14/2017	CASA	Matching Gift M Antonetti	Grant	2826	$20 00
7/14/2017	CASA	Matching Gift M Demario	Grant	2826	$15 00
7/14/2017	CASA	Matching Gift M Moley	Grant	2826	$40 00
7/14/2017	CASA	Matching Gift. M Hinson	Grant	2826	$20.00
7/14/2017	CASA	Matching Gift N Anastasoff	Grant	2826	$40 00
7/14/2017	CASA	Matching Gift N Flores	Grant	2826	$200 00
7/14/2017	CASA	Matching Gift N Brown	Grant	2826	$15 00
7/14/2017	CASA	Matching Gift P Blevins	Grant	2826	$40 00
7/14/2017	CASA	Matching Gift P Samaniego	Grant	2826	$20 00
7/14/2017	CASA	Matching Gift P Zhangi	Grant	2826	$20 00
7/14/2017	CASA	Matching Gift P Dodd	Grant	2826	$40 00
7/14/2017	CASA	Matching Gift R Lewis	Grant	2826	$200 00

7/14/2017	CASA	Matching Gift R Bugge	Grant	2826	$100 00
7/14/2017	CASA	Matching Gift R Vazquez	Grant	2826	$15 00
7/14/2017	CASA	Matching Gift S Batchelor	Grant	2826	$20 00
7/14/2017	CASA	Matching Gift S Winterton	Grant	2826	$40 00
7/14/2017	CASA	Matching Gift S Blagg	Grant	2826	$20 00
7/14/2017	CASA	Matching Gift S Palmer	Grant	2826	$10 00
7/14/2017	CASA	Matching Gift S Stephenson	Grant	2826	$20 00
7/14/2017	CASA	Matching Gift S Sook	Grant	2826	$10 00
7/14/2017	CASA	Matching Gift T Horst	Grant	2826	$10 00
7/14/2017	CASA	Matching Gift T Lewis	Grant	2826	$30 00
7/14/2017	Tampa Bay Buccaneers	2017 Treasure Chest Corporate Challeng	Grant	2827	$1,300 00
7/14/2017	SPCA Tampa Bay	SPCA Pet Walk	Grant	2828	$5,000 00
7/14/2017	Humane Society of Pinellas	CARE Team Donation	Grant	2829	$750 00
7/14/2017	Humane Society of Tampa Bay	CARE Team Donation	Grant	2830	$750 00
7/25/2017	American Express	Admin Expenses	Other Expenses	2833	$178 06
6/28/2017	Cystic Fibrosis Foundation	Matching Gift J Ranne	Grant	2822	$25 00
	VOID			2726	$0 00
	VOID			2727	$0 00
	VOID			2734	$0 00
	VOID			2735	$0 00
7/14/2017	Ready for Life, Inc	CARE Team Donation	Grant	2831	$500 00
7/25/2017	Humane Society of Pinellas	Executive Gift D Liyanearachchi	Grant	2832	$2,000 00
7/25/2017	American Heart Association	Executive Gift T Morris	Grant	2834	$500 00
7/27/2017	Hillsborough High School	Executive Gift S Shaffer	Grant	2835	$1,250 00
7/27/2017	American Foundation for Suicide Prevention	CLT Champion. R Lewis	Grant	2836	$5,000 00
7/31/2017	Scholarship America	Invoice 117942 - Scholarship Awards	Grant	2839	$32,700 00
7/31/2017	Cystic Fibrosis	VIP Grant A Slover	Grant	2840	$200 00
7/31/2017	USF Foundation	Executive Gift S Shaffer	Grant	2837	$750 00
7/31/2017	American Cancer Society	CARE Team Donation MSABC Regiona	Grant	2844	$10,000 00
7/31/2017	St Petersburg Free Clinic	CARE Team Donation Pack-A-Sack Eve	Grant	2845	$1,150 00
7/31/2017	Ready for Life, Inc	CARE Team Donation	Grant	2846	$500 00

$259,275.53

Grants, etc.	247,354.47	
Income Tax	60.00	
Other Expenses	1,166.06	
Check not cashed last year	10,695.00	247,354.47

Catalina Marketing Charitable Foundation
Attachment to Form 990 PF, Return of Private Foundation
For Fiscal Year Ended 7/31/2017
FEIN: 33-0489905

Part I, Operating and Administrative Expenses

Line 16a, Legal fees	998
Line 18, Taxes	
Excise Tax	60
Line 21, Travel, Conferences, and Meetings	
Other Expenses	
Line 23, Other Expenses	168
Dues and Subscriptions	-
Investment Advisory Fees	34,076
Bank Charges	
	34,244
Total Expenses	35,302

Part VIII, Line 1, Officers, Directors

Directors:
- Tricia Manning (Chairman) – **May 19, 2017**
- Joni Elmore – **November 14, 2016**
- Tim Mullin – **November 14, 2016**
- Dan Rimkus - **November 14, 2016**
- Wesley Bean – **May 25, 2017**
- Nanji Chandrasekhar – **May 25, 2017**
- Moira Hinson – **May 25, 2017**
- Anna Lasseter – **May 25, 2017**

Officers:
- Jim Flanigan – *Treasurer* – **November 14, 2016**
- Jessica Mendez – *Secretary* – **May 19, 2017**