

Return of Organization Exempt From Income Tax

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations)

2016
Open to Public Inspection

▶ Do not enter social security numbers on this form as it may be made public.
▶ Information about Form 990 and its instructions is at www.irs.gov/form990.

A For the **2016** calendar year, or tax year beginning **JUL 1, 2016** and ending **JUN 30, 2017**

B Check if applicable: <input type="checkbox"/> Address change <input type="checkbox"/> Name change <input type="checkbox"/> Initial return <input type="checkbox"/> Final return/terminated <input type="checkbox"/> Amended return <input type="checkbox"/> Application pending	C Name of organization ETV ENDOWMENT OF SOUTH CAROLINA INC Doing business as Number and street (or P.O. box if mail is not delivered to street address) Room/suite 401 EAST KENNEDY STREET, SUITE B-1 City or town, state or province, country, and ZIP or foreign postal code SPARTANBURG, SC 29302 F Name and address of principal officer: COBY C. HENNECY 401 EAST KENNEDY STREET B-1, SPARTANBURG, SC	D Employer identification number 57-0657549 E Telephone number 864-591-0046 G Gross receipts \$ 10,737,571. H(a) Is this a group return for subordinates? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No H(b) Are all subordinates included? <input type="checkbox"/> Yes <input type="checkbox"/> No If "No," attach a list. (see instructions) H(c) Group exemption number ▶
I Tax-exempt status: <input checked="" type="checkbox"/> 501(c)(3) <input type="checkbox"/> 501(c) () ◀ (insert no.) <input type="checkbox"/> 4947(a)(1) or <input type="checkbox"/> 527		
J Website: ▶ WWW.ETVENDOWMENT.ORG		
K Form of organization: <input checked="" type="checkbox"/> Corporation <input type="checkbox"/> Trust <input type="checkbox"/> Association <input type="checkbox"/> Other ▶		L Year of formation: 1977 M State of legal domicile: SC

Part I Summary

	1	Briefly describe the organization's mission or most significant activities: TO SUPPORT SCETV & SC PUBLIC RADIO'S PROGRAMMING, SC'S UNIQUE VOICES IN EDUCATION & PUBLIC MEDIA			
	2	Check this box <input type="checkbox"/> if the organization discontinued its operations or disposed of more than 25% of its net assets.			
Activities & Governance	3	Number of voting members of the governing body (Part VI, line 1a)	3	24	
	4	Number of independent voting members of the governing body (Part VI, line 1b)	4	24	
	5	Total number of individuals employed in calendar year 2016 (Part V, line 2a)	5	22	
	6	Total number of volunteers (estimate if necessary)	6	25	
	7a	Total unrelated business revenue from Part VIII, column (C), line 12	7a	0.	
	7b	Net unrelated business taxable income from Form 990-T, line 34	7b	0.	
	Revenue	8	Contributions and grants (Part VIII, line 1h)	6,396,244.	6,848,529.
9		Program service revenue (Part VIII, line 2g)	784,712.	754,157.	
10		Investment income (Part VIII, column (A), lines 3, 4, and 7d)	-118,447.	346,651.	
11		Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)	14,840.	43,426.	
12		Total revenue - add lines 8 through 11 (must equal Part VIII, column (A), line 12)	7,077,349.	7,992,763.	
Expenses		13	Grants and similar amounts paid (Part IX, column (A), lines 1-3)	1,073,590.	520,178.
		14	Benefits paid to or for members (Part IX, column (A), line 4)	0.	0.
	15	Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10)	706,528.	841,160.	
	16a	Professional fundraising fees (Part IX, column (A), line 11e)	0.	0.	
	b	Total fundraising expenses (Part IX, column (D), line 25) ▶ 704,878.			
	17	Other expenses (Part IX, column (A), lines 11a-11d, 11f-24e)	5,764,151.	5,700,796.	
	18	Total expenses. Add lines 13-17 (must equal Part IX, column (A), line 25)	7,544,269.	7,062,134.	
	19	Revenue less expenses. Subtract line 18 from line 12	-466,920.	930,629.	
Net Assets or Fund Balances	20	Total assets (Part X, line 16)	20,931,880.	23,550,681.	
	21	Total liabilities (Part X, line 26)	744,560.	820,020.	
	22	Net assets or fund balances. Subtract line 21 from line 20	20,187,320.	22,730,661.	

Part II Signature Block

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 officer) is based on all information of which preparer has any knowledge.

Sign Here	Signature of officer COBY C. HENNECY, EXECUTIVE DIRECTOR Type or print name and title	Date
Paid Preparer Use Only	Print/Type preparer's name AMY BIBBY	Preparer's signature Date 10/17/17
	Firm's name ▶ DIXON HUGHES GOODMAN LLP Firm's address ▶ 500 RIDGEFIELD COURT ASHEVILLE, NC 28806	Check if self-employed <input type="checkbox"/> PTIN P00445891 Firm's EIN ▶ 56-0747981 Phone no. (828) 254-2254

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

Part III Statement of Program Service Accomplishments

Check if Schedule O contains a response or note to any line in this Part III [X]

1 Briefly describe the organization's mission: THE ETV ENDOWMENT OF SOUTH CAROLINA, INC. IS A PUBLIC CHARITY, WHICH EXISTS SOLELY TO SUPPORT THE PROGRAMMING SCHEDULES OF SCETV AND SC PUBLIC RADIO, SOUTH CAROLINA'S UNIQUE MEDIA VOICES IN EDUCATION AND PUBLIC MEDIA.

2 Did the organization undertake any significant program services during the year which were not listed on the prior Form 990 or 990-EZ? [] Yes [X] No If "Yes," describe these new services on Schedule O.

3 Did the organization cease conducting, or make significant changes in how it conducts, any program services? [] Yes [X] No If "Yes," describe these changes on Schedule O.

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

4a (Code:) (Expenses \$ 3,075,438. including grants of \$) (Revenue \$ 754,157.) PROGRAM PURCHASE - THROUGH ANNUAL MEMBERSHIP CONTRIBUTIONS, THE ETV ENDOWMENT OF SOUTH CAROLINA SUPPORTS SOUTH CAROLINA ETV AND SOUTH CAROLINA PUBLIC RADIO. THE ENDOWMENT'S NEARLY 38,000 DONORS MADE MORE THAN 120,000 INDIVIDUAL GIFTS IN FY17. THESE MEMBERSHIP FUNDS ARE USED TO PURCHASE THE PROGRAMMING SCHEDULES SEEN ON 11 TELEVISION STATIONS BROADCASTING THREE TELEVISION CHANNELS AND HEARD ON EIGHT RADIO STATIONS BROADCASTING TWO PROGRAMMING STREAMS THROUGHOUT THE STATE. FUNDING FOR THE PROGRAMMING THAT IS BROADCAST 24 HOURS PER DAY, SEVEN DAYS PER WEEK, INCLUDING THE NATIONAL PBS AND NPR SCHEDULES, IS PROVIDED BY MEMBERS OF THE ENDOWMENT. SCETV AND SC PUBLIC RADIO ARE PROUD TO SERVE ALL SOUTH CAROLINIANS, WITHOUT REGARD TO THEIR ABILITY TO PAY FOR THE MANY SERVICES OFFERED.

4b (Code:) (Expenses \$ 2,272,004. including grants of \$ 520,178.) (Revenue \$) PROGRAM PRODUCTION - SINCE ITS FOUNDING IN 1977, THE ETV ENDOWMENT HAS MANAGED MORE THAN \$128 MILLION IN RESTRICTED GRANTS FROM CORPORATIONS, FOUNDATIONS AND INDIVIDUALS AS WELL AS STATE AND GOVERNMENTAL ENTITIES. THE ENDOWMENT USES THESE FUNDS IN ACCORDANCE WITH GRANT RESTRICTIONS TO PRODUCE AND/OR PRESENT PROGRAMS FOR DISTRIBUTION ON A NATIONAL, REGIONAL OR STATE LEVEL. SCETV, SC PUBLIC RADIO AND THE ETV ENDOWMENT ALSO CONTRIBUTE SIGNIFICANT IN-KIND CONTRIBUTIONS TO THESE PROGRAMS TO ENSURE COMPLETION AND DISTRIBUTION. SUCH PROGRAMS INCLUDE TELEVISION, RADIO AND NON-BROADCAST EDUCATIONAL PROGRAMS.

4c (Code:) (Expenses \$ 485,146. including grants of \$) (Revenue \$) MEMBER SERVICES - FOR 40 YEARS, THE ETV ENDOWMENT FAMILY OF DONORS, NUMBERING NEARLY 38,000, HAS PROVIDED MEMBERSHIP CONTRIBUTIONS TO SUSTAIN THE PROGRAM PURCHASE AND PRODUCTION OF TELEVISION AND RADIO PROGRAMMING AND EDUCATIONAL SERVICES. SINCE THE ENDOWMENT'S INCEPTION IN 1977, OUR ENDOWMENT DONORS HAVE CONTRIBUTED MORE THAN \$112 MILLION IN UNRESTRICTED MEMBERSHIP FUNDS. EVERY MEMBER OF THE ENDOWMENT IS OFFERED A MONTHLY SCENE PROGRAM GUIDE, WHICH HIGHLIGHTS THE OFFERINGS ON EACH OF SCETV'S THREE TELEVISION CHANNELS AND 11 RADIO STATIONS. THE ENDOWMENT ALSO SENDS TO MEMBERS MEMBERSHIP DECALS FOR THEIR VEHICLES EACH YEAR SO OTHERS MAY KNOW OF THEIR SUPPORT OF PUBLIC MEDIA IN SOUTH CAROLINA. LASTLY, THE ENDOWMENT MAILED 7,300 APPRECIATION GIFTS TO OUR DONORS IN FY 2017. THOSE GIFTS INCLUDED DVDS, BOOKS AND

4d Other program services (Describe in Schedule O.) (Expenses \$ including grants of \$) (Revenue \$)

4e Total program service expenses 5,832,588.

Part IV Checklist of Required Schedules

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

Part IV Checklist of Required Schedules (continued)

	Yes	No
20a Did the organization operate one or more hospital facilities? <i>If "Yes," complete Schedule H</i>		X
b If "Yes" to line 20a, did the organization attach a copy of its audited financial statements to this return?		
21 Did the organization report more than \$5,000 of grants or other assistance to any domestic organization or domestic government on Part IX, column (A), line 1? <i>If "Yes," complete Schedule I, Parts I and II</i>	X	
22 Did the organization report more than \$5,000 of grants or other assistance to or for domestic individuals on Part IX, column (A), line 2? <i>If "Yes," complete Schedule I, Parts I and III</i>		X
23 Did the organization answer "Yes" to Part VII, Section A, line 3, 4, or 5 about compensation of the organization's current and former officers, directors, trustees, key employees, and highest compensated employees? <i>If "Yes," complete Schedule J</i>	X	
24a Did the organization have a tax-exempt bond issue with an outstanding principal amount of more than \$100,000 as of the last day of the year, that was issued after December 31, 2002? <i>If "Yes," answer lines 24b through 24d and complete Schedule K. If "No," go to line 25a</i>		X
b Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception?		
c Did the organization maintain an escrow account other than a refunding escrow at any time during the year to defease any tax-exempt bonds?		
d Did the organization act as an "on behalf of" issuer for bonds outstanding at any time during the year?		
25a Section 501(c)(3), 501(c)(4), and 501(c)(29) organizations. Did the organization engage in an excess benefit transaction with a disqualified person during the year? <i>If "Yes," complete Schedule L, Part I</i>		X
b Is the organization aware that it engaged in an excess benefit transaction with a disqualified person in a prior year, and that the transaction has not been reported on any of the organization's prior Forms 990 or 990-EZ? <i>If "Yes," complete Schedule L, Part I</i>		X
26 Did the organization report any amount on Part X, line 5, 6, or 22 for receivables from or payables to any current or former officers, directors, trustees, key employees, highest compensated employees, or disqualified persons? <i>If "Yes," complete Schedule L, Part II</i>		X
27 Did the organization provide a grant or other assistance to an officer, director, trustee, key employee, substantial contributor or employee thereof, a grant selection committee member, or to a 35% controlled entity or family member of any of these persons? <i>If "Yes," complete Schedule L, Part III</i>		X
28 Was the organization a party to a business transaction with one of the following parties (see Schedule L, Part IV instructions for applicable filing thresholds, conditions, and exceptions):		
a A current or former officer, director, trustee, or key employee? <i>If "Yes," complete Schedule L, Part IV</i>		X
b A family member of a current or former officer, director, trustee, or key employee? <i>If "Yes," complete Schedule L, Part IV</i>		X
c An entity of which a current or former officer, director, trustee, or key employee (or a family member thereof) was an officer, director, trustee, or direct or indirect owner? <i>If "Yes," complete Schedule L, Part IV</i>		X
29 Did the organization receive more than \$25,000 in non-cash contributions? <i>If "Yes," complete Schedule M</i>	X	
30 Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation contributions? <i>If "Yes," complete Schedule M</i>		X
31 Did the organization liquidate, terminate, or dissolve and cease operations? <i>If "Yes," complete Schedule N, Part I</i>		X
32 Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? <i>If "Yes," complete Schedule N, Part II</i>		X
33 Did the organization own 100% of an entity disregarded as separate from the organization under Regulations sections 301.7701-2 and 301.7701-3? <i>If "Yes," complete Schedule R, Part I</i>		X
34 Was the organization related to any tax-exempt or taxable entity? <i>If "Yes," complete Schedule R, Part II, III, or IV, and Part V, line 1</i>	X	
35a Did the organization have a controlled entity within the meaning of section 512(b)(13)?		X
b If "Yes" to line 35a, did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of section 512(b)(13)? <i>If "Yes," complete Schedule R, Part V, line 2</i>		
36 Section 501(c)(3) organizations. Did the organization make any transfers to an exempt non-charitable related organization? <i>If "Yes," complete Schedule R, Part V, line 2</i>		X
37 Did the organization conduct more than 5% of its activities through an entity that is not a related organization and that is treated as a partnership for federal income tax purposes? <i>If "Yes," complete Schedule R, Part VI</i>		X
38 Did the organization complete Schedule O and provide explanations in Schedule O for Part VI, lines 11b and 19? Note. All Form 990 filers are required to complete Schedule O	X	

Part V Statements Regarding Other IRS Filings and Tax Compliance

Check if Schedule O contains a response or note to any line in this Part V

X

Table with columns for question numbers (1a-14b), descriptions, and Yes/No columns. Includes questions about Form 1096, Form W-2G, Form W-3, Form 990-T, Form 8886-T, Form 8282, Form 8899, Form 1098-C, Form 4947(a)(1), and Form 720.

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

Check if Schedule O contains a response or note to any line in this Part VI

Section A. Governing Body and Management

		Yes	No
1a	Enter the number of voting members of the governing body at the end of the tax year If there are material differences in voting rights among members of the governing body, or if the governing body delegated broad authority to an executive committee or similar committee, explain in Schedule O.		
	24		
b	Enter the number of voting members included in line 1a, above, who are independent		
	24		
2	Did any officer, director, trustee, or key employee have a family relationship or a business relationship with any other officer, director, trustee, or key employee?		X
3	Did the organization delegate control over management duties customarily performed by or under the direct supervision of officers, directors, or trustees, or key employees to a management company or other person?		X
4	Did the organization make any significant changes to its governing documents since the prior Form 990 was filed?		X
5	Did the organization become aware during the year of a significant diversion of the organization's assets?		X
6	Did the organization have members or stockholders?		X
7a	Did the organization have members, stockholders, or other persons who had the power to elect or appoint one or more members of the governing body?		X
b	Are any governance decisions of the organization reserved to (or subject to approval by) members, stockholders, or persons other than the governing body?		X
8	Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following:		
a	The governing body?	X	
b	Each committee with authority to act on behalf of the governing body?	X	
9	Is there any officer, director, trustee, or key employee listed in Part VII, Section A, who cannot be reached at the organization's mailing address? If "Yes," provide the names and addresses in Schedule O		X

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

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

Section C. Disclosure

- 17** List the states with which a copy of this Form 990 is required to be filed **SC**
- 18** Section 6104 requires an organization to make its Forms 1023 (or 1024 if applicable), 990, and 990-T (Section 501(c)(3)s only) available for public inspection. Indicate how you made these available. Check all that apply.
 Own website Another's website Upon request Other (explain in Schedule O)
- 19** Describe in Schedule O whether (and if so, how) the organization made its governing documents, conflict of interest policy, and financial statements available to the public during the tax year.
- 20** State the name, address, and telephone number of the person who possesses the organization's books and records: **COBY C. HENNECY - (864) 591-0046**
401 E KENNEDY STREET, SUITE B-1, SPARTANBURG, SC 29302

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

Check if Schedule O contains a response or note to any line in this Part VII

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

1a Complete this table for all persons required to be listed. Report compensation for the calendar year ending with or within the organization's tax year.

- List all of the organization's **current** officers, directors, trustees (whether individuals or organizations), regardless of amount of compensation. Enter -0- in columns (D), (E), and (F) if no compensation was paid.
- List all of the organization's **current** key employees, if any. See instructions for definition of "key employee."
- List the organization's five **current** highest compensated employees (other than an officer, director, trustee, or key employee) who received reportable compensation (Box 5 of Form W-2 and/or Box 7 of Form 1099-MISC) of more than \$100,000 from the organization and any related organizations.
- List all of the organization's **former** officers, key employees, and highest compensated employees who received more than \$100,000 of reportable compensation from the organization and any related organizations.
- List all of the organization's **former directors or trustees** that received, in the capacity as a former director or trustee of the organization, more than \$10,000 of reportable compensation from the organization and any related organizations.

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

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

(A) Name and Title	(B) Average hours per week (list any hours for related organizations below line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former			
(1) SARA B. FISHER PRESIDENT	1.00	X		X				0.	0.	0.
(2) WILLIAM R. "BILL" COBB VICE-PRESIDENT	1.00	X		X				0.	0.	0.
(3) WILLIAM A. FINN TREASURER	1.00	X		X				0.	0.	0.
(4) JOANNE DAY SECRETARY	1.00	X		X				0.	0.	0.
(5) GEORGE ACKER BOARD MEMBER	1.00	X						0.	0.	0.
(6) JAMES W. APPLE, JR. BOARD MEMBER	1.00	X						0.	0.	0.
(7) NATHANIEL A. BARBER BOARD MEMBER	1.00	X						0.	0.	0.
(8) FREEMAN BELSER BOARD MEMBER	1.00	X						0.	0.	0.
(9) SAUNDERS M BRIDGES, JR BOARD MEMBER	1.00	X						0.	0.	0.
(10) JAMES E. BROGDON, JR. BOARD MEMBER	1.00	X						0.	0.	0.
(11) SARENA D. BURCH BOARD MEMBER	1.00	X						0.	0.	0.
(12) TRACI YOUNG COOPER, ED.D. BOARD MEMBER	1.00	X						0.	0.	0.
(13) RACHEL B. CHAPMAN BOARD MEMBER	1.00	X						0.	0.	0.
(14) PAUL DUANE BOARD MEMBER	1.00	X						0.	0.	0.
(15) LARRY FRITZ BOARD MEMBER	1.00	X						0.	0.	0.
(16) JO WATSON HACKL BOARD MEMBER	1.00	X						0.	0.	0.
(17) VICTORIA J. KILLEN BOARD MEMBER	1.00	X						0.	0.	0.

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

(A) Name and title	(B) Average hours per week (list any hours for related organizations below line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former			
(18) DICK MCCOY BOARD MEMBER	1.00	X						0.	0.	0.
(19) MAX METCALF BOARD MEMBER	1.00	X						0.	0.	0.
(20) DAVID PARKER BOARD MEMBER	1.00	X						0.	0.	0.
(21) W.M. SELF, JR BOARD MEMBER	1.00	X						0.	0.	0.
(22) PETER TECKLEBURG BOARD MEMBER	1.00	X						0.	0.	0.
(23) PAMELA WILLIAMS BOARD MEMBER	1.00	X						0.	0.	0.
(24) MCLEOD WILLIAMSON BOARD MEMBER	1.00	X						0.	0.	0.
(25) BOB JEWELL BOARD MEMBER	1.00	X						0.	0.	0.
(26) E. ROBERTSON "BUD" KIBLER BOARD MEMBER	1.00	X						0.	0.	0.
1b Sub-total								0.	0.	0.
c Total from continuation sheets to Part VII, Section A								230,277.	47,265.	23,831.
d Total (add lines 1b and 1c)								230,277.	47,265.	23,831.

2 Total number of individuals (including but not limited to those listed above) who received more than \$100,000 of reportable compensation from the organization **1**

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

Section B. Independent Contractors

1 Complete this table for your five highest compensated independent contractors that received more than \$100,000 of compensation from the organization. Report compensation for the calendar year ending with or within the organization's tax year.

(A) Name and business address	(B) Description of services	(C) Compensation
DMW WORLDWIDE, LLC, 701 LEE ROAD, SUITE 103, CHESTERBROOK, PA 19087	DIRECT MAIL CONSULTANT	429,630.
FOREST INCENTIVES, LTD 230 FAIRHILL ST, WILLOW GROVE, PA 19090	WHOLESALE GIFT DISTRIBUTOR	223,599.
CYBERWOVEN 1523 HUGER ST, STE B, COLUMBIA, SC 29201	WEBSITE SUPPORT	146,200.
DESTINATION SOUTHWEST, INC., 20 FIRST PLAZA CENTER NW, STE 212, ALBUQUERQUE, NM	TOUR GUIDE/TRIP PLANNER	136,320.
THE GRAND TOUR TRAVEL COMPANY, LLC P.O. BOX 274, PETERBOROUGH, NH 03458	TOUR GUIDE/TRIP PLANNER	125,505.

2 Total number of independent contractors (including but not limited to those listed above) who received more than \$100,000 of compensation from the organization **5**

SEE PART VII, SECTION A CONTINUATION SHEETS

Part VIII Statement of Revenue

Check if Schedule O contains a response or note to any line in this Part VIII

				(A)	(B)	(C)	(D)	
				Total revenue	Related or exempt function revenue	Unrelated business revenue	Revenue excluded from tax under sections 512 - 514	
Contributions, Gifts, Grants and Other Similar Amounts	1 a Federated campaigns	1a						
	b Membership dues	1b	5,476,288.					
	c Fundraising events	1c	87,230.					
	d Related organizations	1d						
	e Government grants (contributions)	1e	105,596.					
	f All other contributions, gifts, grants, and similar amounts not included above	1f	1,179,415.					
	g Noncash contributions included in lines 1a-1f: \$							
	h Total. Add lines 1a-1f			6,848,529.				
	Program Service Revenue	2 a UNDERWRITING	Business Code	515100	754,157.	754,157.		
b								
c								
d								
e								
f All other program service revenue								
g Total. Add lines 2a-2f				754,157.				
Other Revenue		3 Investment income (including dividends, interest, and other similar amounts)			307,305.			307,305.
	4 Income from investment of tax-exempt bond proceeds							
	5 Royalties							
	6 a Gross rents	(i) Real	(ii) Personal					
		b Less: rental expenses						
		c Rental income or (loss)						
		d Net rental income or (loss)						
	7 a Gross amount from sales of assets other than inventory	(i) Securities	(ii) Other					
		2,360,781.						
		b Less: cost or other basis and sales expenses		2,321,435.				
		c Gain or (loss)		39,346.				
	d Net gain or (loss)			39,346.			39,346.	
	8 a Gross income from fundraising events (not including \$ 87,230. of contributions reported on line 1c). See Part IV, line 18	a		466,799.				
		b Less: direct expenses	b	423,373.				
		c Net income or (loss) from fundraising events			43,426.			43,426.
9 a Gross income from gaming activities. See Part IV, line 19	a							
	b Less: direct expenses	b						
	c Net income or (loss) from gaming activities							
10 a Gross sales of inventory, less returns and allowances	a							
	b Less: cost of goods sold	b						
	c Net income or (loss) from sales of inventory							
Miscellaneous Revenue			Business Code					
11 a								
	b							
	c							
	d All other revenue							
	e Total. Add lines 11a-11d							
12 Total revenue. See instructions.				7,992,763.	754,157.	0.	390,077.	

Part IX Statement of Functional Expenses

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

Check if Schedule O contains a response or note to any line in this Part IX

Do not include amounts reported on lines 6b, 7b, 8b, 9b, and 10b of Part VIII.	(A) Total expenses	(B) Program service expenses	(C) Management and general expenses	(D) Fundraising expenses
1 Grants and other assistance to domestic organizations and domestic governments. See Part IV, line 21	520,178.	520,178.		
2 Grants and other assistance to domestic individuals. See Part IV, line 22				
3 Grants and other assistance to foreign organizations, foreign governments, and foreign individuals. See Part IV, lines 15 and 16				
4 Benefits paid to or for members				
5 Compensation of current officers, directors, trustees, and key employees	285,678.	14,284.	228,542.	42,852.
6 Compensation not included above, to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B)				
7 Other salaries and wages	415,572.	333,756.	81,816.	
8 Pension plan accruals and contributions (include section 401(k) and 403(b) employer contributions)	27,776.	13,786.	12,293.	1,697.
9 Other employee benefits	59,242.	29,373.	26,361.	3,508.
10 Payroll taxes	52,892.	26,251.	23,409.	3,232.
11 Fees for services (non-employees):				
a Management				
b Legal	513.	246.	267.	
c Accounting	13,800.	6,624.	7,176.	
d Lobbying				
e Professional fundraising services. See Part IV, line 17				
f Investment management fees				
g Other. (If line 11g amount exceeds 10% of line 25, column (A) amount, list line 11g expenses on Sch. O.)	171,554.	153,501.	18,053.	
12 Advertising and promotion	47,690.	33,290.		14,400.
13 Office expenses	9,933.	4,768.	5,165.	
14 Information technology	31,544.	15,141.	16,403.	
15 Royalties				
16 Occupancy	38,400.	18,432.	19,968.	
17 Travel	24,520.	8,216.	8,900.	7,404.
18 Payments of travel or entertainment expenses for any federal, state, or local public officials				
19 Conferences, conventions, and meetings	9,098.	4,295.	4,652.	151.
20 Interest				
21 Payments to affiliates				
22 Depreciation, depletion, and amortization	25,634.	4,544.	21,090.	
23 Insurance	9,535.	4,577.	4,958.	
24 Other expenses. Itemize expenses not covered above. (List miscellaneous expenses in line 24e. If line 24e amount exceeds 10% of line 25, column (A) amount, list line 24e expenses on Schedule O.)				
a PROGRAMMING PRODUCTION	3,270,408.	3,270,408.		
b UNDERWRITING	745,661.	745,661.		
c PRINTING & PUBLICATIONS	591,580.	81,410.		510,170.
d GIFTS FOR GIVING	403,736.	403,736.		
e All other expenses	307,190.	140,111.	45,615.	121,464.
25 Total functional expenses. Add lines 1 through 24e	7,062,134.	5,832,588.	524,668.	704,878.
26 Joint costs. Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation.				

Check here if following SOP 98-2 (ASC 958-720)

Part X Balance Sheet

Check if Schedule O contains a response or note to any line in this Part X

		(A) Beginning of year		(B) End of year
Assets	1 Cash - non-interest-bearing	347,379.	1	244,839.
	2 Savings and temporary cash investments	1,280,925.	2	1,481,198.
	3 Pledges and grants receivable, net	57,646.	3	42,501.
	4 Accounts receivable, net	68,575.	4	186,053.
	5 Loans and other receivables from current and former officers, directors, trustees, key employees, and highest compensated employees. Complete Part II of Schedule L		5	
	6 Loans and other receivables from other disqualified persons (as defined under section 4958(f)(1)), persons described in section 4958(c)(3)(B), and contributing employers and sponsoring organizations of section 501(c)(9) voluntary employees' beneficiary organizations (see instr). Complete Part II of Sch L		6	
	7 Notes and loans receivable, net		7	
	8 Inventories for sale or use		8	
	9 Prepaid expenses and deferred charges	24,572.	9	43,244.
	10a Land, buildings, and equipment: cost or other basis. Complete Part VI of Schedule D	10a 283,360.		
	b Less: accumulated depreciation	10b 189,155.	102,587.	10c 94,205.
	11 Investments - publicly traded securities	18,742,039.	11	21,165,418.
	12 Investments - other securities. See Part IV, line 11		12	
	13 Investments - program-related. See Part IV, line 11		13	
	14 Intangible assets		14	
	15 Other assets. See Part IV, line 11	308,157.	15	293,223.
16 Total assets. Add lines 1 through 15 (must equal line 34)	20,931,880.	16	23,550,681.	
Liabilities	17 Accounts payable and accrued expenses	259,142.	17	290,558.
	18 Grants payable		18	
	19 Deferred revenue	38,356.	19	107,244.
	20 Tax-exempt bond liabilities		20	
	21 Escrow or custodial account liability. Complete Part IV of Schedule D		21	
	22 Loans and other payables to current and former officers, directors, trustees, key employees, highest compensated employees, and disqualified persons. Complete Part II of Schedule L		22	
	23 Secured mortgages and notes payable to unrelated third parties		23	
	24 Unsecured notes and loans payable to unrelated third parties		24	
	25 Other liabilities (including federal income tax, payables to related third parties, and other liabilities not included on lines 17-24). Complete Part X of Schedule D	447,062.	25	422,218.
	26 Total liabilities. Add lines 17 through 25	744,560.	26	820,020.
Net Assets or Fund Balances	Organizations that follow SFAS 117 (ASC 958), check here <input checked="" type="checkbox"/> and complete lines 27 through 29, and lines 33 and 34.			
	27 Unrestricted net assets	17,078,944.	27	19,206,679.
	28 Temporarily restricted net assets	3,108,376.	28	3,523,982.
	29 Permanently restricted net assets		29	
	Organizations that do not follow SFAS 117 (ASC 958), check here <input type="checkbox"/> and complete lines 30 through 34.			
	30 Capital stock or trust principal, or current funds		30	
	31 Paid-in or capital surplus, or land, building, or equipment fund		31	
	32 Retained earnings, endowment, accumulated income, or other funds		32	
33 Total net assets or fund balances	20,187,320.	33	22,730,661.	
34 Total liabilities and net assets/fund balances	20,931,880.	34	23,550,681.	

Part XI Reconciliation of Net Assets

Check if Schedule O contains a response or note to any line in this Part XI

1	Total revenue (must equal Part VIII, column (A), line 12)	1	7,992,763.
2	Total expenses (must equal Part IX, column (A), line 25)	2	7,062,134.
3	Revenue less expenses. Subtract line 2 from line 1	3	930,629.
4	Net assets or fund balances at beginning of year (must equal Part X, line 33, column (A))	4	20,187,320.
5	Net unrealized gains (losses) on investments	5	1,612,712.
6	Donated services and use of facilities	6	
7	Investment expenses	7	
8	Prior period adjustments	8	
9	Other changes in net assets or fund balances (explain in Schedule O)	9	0.
10	Net assets or fund balances at end of year. Combine lines 3 through 9 (must equal Part X, line 33, column (B))	10	22,730,661.

Part XII Financial Statements and Reporting

Check if Schedule O contains a response or note to any line in this Part XII

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

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