

Form **990**Department of the Treasury  
Internal Revenue Service**Return of Organization Exempt From Income Tax**

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except black lung benefit trust or private foundation)

▶ The organization may have to use a copy of this return to satisfy state reporting requirements.

OMB No. 1545-0047

**2011**Open to Public  
Inspection**A** For the 2011 calendar year, or tax year beginning

and ending

**B** Check if applicable:

- ☐ Address change  
☐ Name change  
☐ Initial return  
☐ Terminated  
☒ Amended return  
☐ Application pending

**C** Name of organization**NATIONAL ASSOCIATION FOR THE ADVANCEMENT  
OF COLORED PEOPLE (NAACP)**

Doing Business As

Number and street (or P.O. box if mail is not delivered to street address)

**4805 MOUNT HOPE DRIVE**

Room/suite

City or town, state or country, and ZIP + 4

**BALTIMORE, MD 21215****F** Name and address of principal officer: **BRENDA WATKINS NOEL****4805 MOUNT HOPE DRIVE, BALTIMORE, MD 21215****J** Tax-exempt status: ☒ 501(c)(3) ☐ 501(c)( ) (insert no.) ☐ 4947(a)(1) or ☐ 527**J** Website: **WWW.NAACP.ORG****K** Form of organization: ☐ Corporation ☐ Trust ☒ Association ☐ Other ▶**L** Year of formation: **1909** **M** State of legal domicile: **MD****Part I Summary**

Activities & Governance	1	Briefly describe the organization's mission or most significant activities: <b>TO ENSURE THE POLITICAL, EDUCATIONAL, SOCIAL, AND ECONOMIC EQUALITY OF RIGHTS OF ALL PERSONS</b>		
	2	Check this box <input type="checkbox"/> if the organization discontinued its operations or disposed of more than 25% of its net assets.		
	3	Number of voting members of the governing body (Part VI, line 1a)	<b>64</b>	
	4	Number of independent voting members of the governing body (Part VI, line 1b)	<b>64</b>	
	5	Total number of individuals employed in calendar year 2011 (Part V, line 2a)	<b>157</b>	
	6	Total number of volunteers (estimate if necessary)	<b>5000</b>	
	7a	Total unrelated business revenue from Part VIII, column (C), line 12	<b>0.</b>	
7b	Net unrelated business taxable income from Form 990-T, line 34	<b>0.</b>		
Revenue	8	Contributions and grants (Part VIII, line 1h)	<b>18,473,930.</b>	<b>18,611,533.</b>
	9	Program service revenue (Part VIII, line 2g)	<b>8,682,431.</b>	<b>11,551,741.</b>
	10	Investment income (Part VIII, column (A), lines 3, 4, and 7d)	<b>164,661.</b>	<b>154,243.</b>
	11	Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)	<b>1,536,323.</b>	<b>1,429,425.</b>
	12	Total revenue - add lines 8 through 11 (must equal Part VIII, column (A), line 12)	<b>28,857,345.</b>	<b>31,746,942.</b>
Expenses	13	Grants and similar amounts paid (Part IX, column (A), lines 1-3)	<b>0.</b>	<b>0.</b>
	14	Benefits paid to or for members (Part IX, column (A), line 4)	<b>0.</b>	<b>0.</b>
	15	Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10)	<b>10,409,956.</b>	<b>11,610,417.</b>
	16a	Professional fundraising fees (Part IX, column (A), line 11e)	<b>467,732.</b>	<b>626,088.</b>
	16b	Total fundraising expenses (Part IX, column (D), line 25) ▶	<b>3,464,548.</b>	
Net Assets or Fund Balances	17	Other expenses (Part IX, column (A), lines 11a-11d, 11f-24e)	<b>17,553,726.</b>	<b>19,047,670.</b>
	18	Total expenses. Add lines 13-17 (must equal Part IX, column (A), line 25)	<b>28,431,414.</b>	<b>31,284,175.</b>
	19	Revenue less expenses. Subtract line 18 from line 12	<b>425,931.</b>	<b>462,767.</b>
	20	Total assets (Part X, line 16)	<b>17,346,941.</b>	<b>18,653,803.</b>
	21	Total liabilities (Part X, line 26)	<b>3,879,389.</b>	<b>6,691,895.</b>
22	Net assets or fund balances. Subtract line 21 from line 20	<b>13,467,552.</b>	<b>11,961,908.</b>	

**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	Date			
	<b>BRENDA WATKINS NOEL, CFO</b>	<b>11/5/12</b>			
Paid Preparer Use Only	Print/Type preparer's name	Preparer's signature	Date	Check if self-employed	PTIN
	<b>NORMAN GRAVES</b>	<i>[Signature]</i>	<b>11/01/12</b>	<input type="checkbox"/>	<b>P01227164</b>
	Firm's name ▶ <b>BERT SMITH &amp; CO.</b>	Firm's EIN ▶ <b>52-1094722</b>			
	Firm's address ▶ <b>1090 VERMONT AVE., NW WASHINGTON, DC 20005</b>	Phone no. <b>(202) 393-5600</b>			

May the IRS discuss this return with the preparer shown above? (see instructions)

☒ Yes ☐ No

NATIONAL ASSOCIATION FOR THE ADVANCEMENT  
OF COLORED PEOPLE (NAACP)

Form 990 (2011)

13-1084135 Page 2

**Part III** Statement of Program Service Accomplishments

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

1 Briefly describe the organization's mission:

THE NAACP WAS ORGANIZED TO ELIMINATE SOCIAL INJUSTICE, INCLUDING RACIAL  
DISCRIMINATION, BY ASSISTING IN LEGAL CASES AND BY AFFIRMING LEGAL  
ACTION IN ESTABLISHING THE PRINCIPLES OF LAW.

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 ☒ 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 ☒ 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 and section 4947(a)(1) trusts 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 \$ 7,146,034. including grants of \$ ) (Revenue \$ 8,262,607.)  
PROGRAM OPERATIONS CONSISTS OF EDUCATION; ECONOMIC DEVELOPMENT; HEALTH;  
ENVIRONMENTAL AND CLIMATE JUSTICE; LEGAL PROGRAM AND FELLOWS; LEGAL  
REDISTRICTING; VOTING RIGHTS; CRIMINAL JUSTICE; AND CIVIC ENGAGEMENT.  
THESE PROGRAMS ARE DESCRIBED STARTING BELOW AND FURTHER DETAIL ON  
SCHEDULE O:

EDUCATION - THE FUNDAMENTAL GOAL OF THE EDUCATION PROGRAM IS TO ENSURE  
ALL STUDENTS HAVE ACCESS TO QUALITY EDUCATION. IN 2011 THE EDUCATION  
PROGRAM TRANSITIONED FROM AN ORGANIZATION-WIDE STRATEGIC PLANNING AND  
AGENDA-SETTING PROCESS INTO ESTABLISHING A FRAMEWORK FOR  
IMPLEMENTATION. EDUCATION FORMED A SERIES OF STRATEGIC PARTNERSHIPS AND  
EMBARKED ON A RESEARCH COMPILATION AND ANALYSIS INITIATIVE TO INFORM

4b (Code: ) (Expenses \$ 6,304,477. including grants of \$ ) (Revenue \$ 6,698,790.)  
EVENTS OF THE NAACP PRIMARILY INCLUDE THE CONVENTION, IMAGE AWARDS AND  
LEADERSHIP 500. EACH MAJOR EVENT IS DISCUSSED STARTING BELOW AND  
FURTHER DETAIL ON SCHEDULE O:

CONVENTION - THE ANNUAL CONVENTION, AS MANDATED BY THE CONSTITUTION OF  
THE NAACP, BRINGS TOGETHER THE MEMBERS FROM THE ASSOCIATION'S 2,000  
LOCAL ADULT, YOUTH & COLLEGE AND ACT-SO BRANCHES FROM ACROSS THE UNITED  
STATES AND THROUGHOUT THE WORLD, TO ESTABLISH POLICES AND SET THE  
PROGRAM AGENDA FOR THE UPCOMING YEAR. MAJOR SPEAKERS FROM THE  
NONPROFIT, GOVERNMENT AND BUSINESS ENVIRONMENT ARE INVITED TO SHARE  
THEIR IDEAS AND OUTLOOK ON THE STATE OF CIVIL RIGHTS AND THE STATUS OF  
THE PEOPLE OF COLOR BOTH HERE AND ABROAD. AN EXHIBIT HALL CONTAINING A

4c (Code: ) (Expenses \$ 4,084,471. including grants of \$ ) (Revenue \$ 4,082,737.)  
FIELD OPERATIONS - NAACP REGIONAL AND FIELD OFFICES ARE RESPONSIBLE FOR  
ASSURING THAT NAACP UNITS ARE VIABLE AND CAPABLE OF CARRYING OUT THE  
NAACP'S MISSION AT THE LOCAL LEVEL. THIS EFFORT REQUIRES PROVIDING THE  
NECESSARY TRAINING AND INFORMATION TO ADULTS VOLUNTEERS, SERVING AND  
STRENGTHENING STAKEHOLDER RELATIONS, AND CULTIVATING YOUTH AND COLLEGE  
MEMBERS. YOUTH PROGRAM OBJECTIVES ARE TO INSPIRE, MOTIVATE, AND CREATE  
INTEREST IN CIVIC ACTIVITIES; PROVIDE YOUNG PEOPLE WITH AN  
UNDERSTANDING OF PERTINENT ISSUES; DEVELOP ORGANIZATIONAL SKILLS FOR  
IMPLEMENTATION OF COMMUNITY-RELATED ACTIVITIES; AND ENCOURAGE ACTIVE  
PARTICIPATION IN THESE ACTIVITIES.

4d Other program services (Describe in Schedule O.)

(Expenses \$ 6,528,672. including grants of \$ ) (Revenue \$ 3,297,951.)

4e Total program service expenses 24,063,654.

**NATIONAL ASSOCIATION FOR THE ADVANCEMENT  
OF COLORED PEOPLE (NAACP)**

Form 990 (2011)

13-1084135 Page 3

**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 Schedule B, Schedule of Contributors?	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 <b>Section 501(c)(3) organizations.</b> 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>		
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; 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, XII, and XIII</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, XII, and XIII 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 assistance to any organization or entity located outside the United States? <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 assistance to individuals located outside the United States? <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
20a Did the organization operate one or more hospital facilities? <i>If "Yes," complete Schedule H</i>		X
b <i>If "Yes" to line 20a, did the organization attach a copy of its audited financial statements to this return?</i>		

Form 990 (2011)



**NATIONAL ASSOCIATION FOR THE ADVANCEMENT  
OF COLORED PEOPLE (NAACP)**

Form 990 (2011)

13-1084135

Page 4

**Part IV Checklist of Required Schedules** (continued)

	Yes	No
21 Did the organization report more than \$5,000 of grants and other assistance to any government or organization in the United States on Part IX, column (A), line 1? If "Yes," complete Schedule I, Parts I and II	21	X
22 Did the organization report more than \$5,000 of grants and other assistance to individuals in the United States on Part IX, column (A), line 2? If "Yes," complete Schedule I, Parts I and II	22	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? If "Yes," complete Schedule J	23	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? If "Yes," answer lines 24b through 24d and complete Schedule K. If "No," go to line 25	24a	X
b Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception?	24b	
c Did the organization maintain an escrow account other than a refunding escrow at any time during the year to defease any tax-exempt bonds?	24c	
d Did the organization act as an "on behalf of" issuer for bonds outstanding at any time during the year?	24d	
25a Section 501(c)(3) and 501(c)(4) organizations. Did the organization engage in an excess benefit transaction with a disqualified person during the year? If "Yes," complete Schedule L, Part I	25a	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? If "Yes," complete Schedule L, Part I	25b	X
26 Was a loan to or by a current or former officer, director, trustee, key employee, highly compensated employee, or disqualified person outstanding as of the end of the organization's tax year? If "Yes," complete Schedule L, Part II	26	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? If "Yes," complete Schedule L, Part III	27	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? If "Yes," complete Schedule L, Part IV	28a	X
b A family member of a current or former officer, director, trustee, or key employee? If "Yes," complete Schedule L, Part IV	28b	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? If "Yes," complete Schedule L, Part IV	28c	X
29 Did the organization receive more than \$25,000 in non-cash contributions? If "Yes," complete Schedule M	29	X
30 Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation contributions? If "Yes," complete Schedule M	30	X
31 Did the organization liquidate, terminate, or dissolve and cease operations? If "Yes," complete Schedule N, Part I	31	X
32 Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? If "Yes," complete Schedule N, Part II	32	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? If "Yes," complete Schedule R, Part I	33	X
34 Was the organization related to any tax-exempt or taxable entity? If "Yes," complete Schedule R, Parts II, III, IV, and V, line 1	34	X
35a Did the organization have a controlled entity within the meaning of section 512(b)(13)?	35a	X
b Did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of section 512(b)(13)? If "Yes," complete Schedule R, Part V, line 2	35b	X
36 Section 501(c)(3) organizations. Did the organization make any transfers to an exempt non-charitable related organization? If "Yes," complete Schedule R, Part V, line 2	36	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? If "Yes," complete Schedule R, Part VI	37	X
38 Did the organization complete Schedule O and provide explanations in Schedule O for Part VI, lines 11 and 19?	38	X

Note. All Form 990 filers are required to complete Schedule O.

Form 990 (2011)

**NATIONAL ASSOCIATION FOR THE ADVANCEMENT  
OF COLORED PEOPLE (NAACP)**

Form 990 (2011)

13-1084135 Page 5

**Part V Statements Regarding Other IRS Filings and Tax Compliance**

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

	Yes	No
<b>1a</b> Enter the number reported in Box 3 of Form 1096. Enter -0- if not applicable <span style="float:right">1a 290</span>		
<b>b</b> Enter the number of Forms W-2G included in line 1a. Enter -0- if not applicable <span style="float:right">1b 0</span>		
<b>c</b> Did the organization comply with backup withholding rules for reportable payments to vendors and reportable gaming (gambling) winnings to prize winners? <span style="float:right">1c X</span>	X	
<b>2a</b> Enter the number of employees reported on Form W-3, Transmittal of Wage and Tax Statements, filed for the calendar year ending with or within the year covered by this return <span style="float:right">2a 157</span>		
<b>b</b> If at least one is reported on line 2a, did the organization file all required federal employment tax returns? <i>Note. If the sum of lines 1a and 2a is greater than 250, you may be required to e-file (see instructions)</i> <span style="float:right">2b X</span>	X	
<b>3a</b> Did the organization have unrelated business gross income of \$1,000 or more during the year? <span style="float:right">3a X</span>		X
<b>b</b> If "Yes," has it filed a Form 990-T for this year? If "No," provide an explanation in Schedule O <span style="float:right">3b</span>		
<b>4a</b> At any time during the calendar year, did the organization have an interest in, or a signature or other authority over, a financial account in a foreign country (such as a bank account, securities account, or other financial account)? <span style="float:right">4a X</span>		X
<b>b</b> If "Yes," enter the name of the foreign country: See instructions for filing requirements for Form TD F 90-22.1, Report of Foreign Bank and Financial Accounts.		
<b>5a</b> Was the organization a party to a prohibited tax shelter transaction at any time during the tax year? <span style="float:right">5a X</span>		X
<b>b</b> Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction? <span style="float:right">5b X</span>		X
<b>c</b> If "Yes," to line 5a or 5b, did the organization file Form 8886-T? <span style="float:right">5c</span>		
<b>6a</b> Does the organization have annual gross receipts that are normally greater than \$100,000, and did the organization solicit any contributions that were not tax deductible? <span style="float:right">6a X</span>		X
<b>b</b> If "Yes," did the organization include with every solicitation an express statement that such contributions or gifts were not tax deductible? <span style="float:right">6b</span>		
<b>7 Organizations that may receive deductible contributions under section 170(c).</b>		
<b>a</b> Did the organization receive a payment in excess of \$75 made partly as a contribution and partly for goods and services provided to the payor? <span style="float:right">7a X</span>	X	
<b>b</b> If "Yes," did the organization notify the donor of the value of the goods or services provided? <span style="float:right">7b X</span>	X	
<b>c</b> Did the organization sell, exchange, or otherwise dispose of tangible personal property for which it was required to file Form 8282? <span style="float:right">7c X</span>		X
<b>d</b> If "Yes," indicate the number of Forms 8282 filed during the year <span style="float:right">7d</span>		
<b>e</b> Did the organization receive any funds, directly or indirectly, to pay premiums on a personal benefit contract? <span style="float:right">7e</span>		
<b>f</b> Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contract? <span style="float:right">7f</span>		
<b>g</b> If the organization received a contribution of qualified intellectual property, did the organization file Form 8899 as required? <span style="float:right">7g</span>		
<b>h</b> If the organization received a contribution of cars, boats, airplanes, or other vehicles, did the organization file a Form 1098-C? <span style="float:right">7h</span>		
<b>8 Sponsoring organizations maintaining donor advised funds and section 509(a)(3) supporting organizations.</b> Did the supporting organization, or a donor advised fund maintained by a sponsoring organization, have excess business holdings at any time during the year? <span style="float:right">8</span>		
<b>9 Sponsoring organizations maintaining donor advised funds.</b>		
<b>a</b> Did the organization make any taxable distributions under section 4966? <span style="float:right">9a</span>		
<b>b</b> Did the organization make a distribution to a donor, donor advisor, or related person? <span style="float:right">9b</span>		
<b>10 Section 501(c)(7) organizations.</b> Enter:		
<b>a</b> Initiation fees and capital contributions included on Part VIII, line 12 <span style="float:right">10a</span>		
<b>b</b> Gross receipts, included on Form 990, Part VIII, line 12, for public use of club facilities <span style="float:right">10b</span>		
<b>11 Section 501(c)(12) organizations.</b> Enter:		
<b>a</b> Gross income from members or shareholders <span style="float:right">11a</span>		
<b>b</b> Gross income from other sources (Do not net amounts due or paid to other sources against amounts due or received from them.) <span style="float:right">11b</span>		
<b>12a Section 4947(a)(1) non-exempt charitable trusts.</b> Is the organization filing Form 990 in lieu of Form 1041? <span style="float:right">12a</span>		
<b>b</b> If "Yes," enter the amount of tax-exempt interest received or accrued during the year <span style="float:right">12b</span>		
<b>13 Section 501(c)(29) qualified nonprofit health insurance issuers.</b>		
<b>a</b> Is the organization licensed to issue qualified health plans in more than one state? <i>Note. See the instructions for additional information the organization must report on Schedule O.</i> <span style="float:right">13a</span>		
<b>b</b> Enter the amount of reserves the organization is required to maintain by the states in which the organization is licensed to issue qualified health plans <span style="float:right">13b</span>		
<b>c</b> Enter the amount of reserves on hand <span style="float:right">13c</span>		
<b>14a</b> Did the organization receive any payments for indoor tanning services during the tax year? <span style="float:right">14a X</span>		X
<b>b</b> If "Yes," has it filed a Form 720 to report these payments? If "No," provide an explanation in Schedule O <span style="float:right">14b</span>		

Form 990 (2011)



**NATIONAL ASSOCIATION FOR THE ADVANCEMENT  
OF COLORED PEOPLE (NAACP)**

Form 990 (2011)

**13-1084135** Page **6**

**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 to any question in this Part VI ☒

**Section A. Governing Body and Management**

	Yes	No
1a Enter the number of voting members of the governing body at the end of the tax year <span style="float:right">1a 64</span>		
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.		
b Enter the number of voting members included in line 1a, above, who are independent <span style="float:right">1b 64</span>		
2 Did any officer, director, trustee, or key employee have a family relationship or a business relationship with any other officer, director, trustee, or key employee?	2	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?	3	X
4 Did the organization make any significant changes to its governing documents since the prior Form 990 was filed?	4	X
5 Did the organization become aware during the year of a significant diversion of the organization's assets?	5	X
6 Did the organization have members or stockholders?	6	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?	7a	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?	7b	X
8 Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following:		
a The governing body?	8a	X
b Each committee with authority to act on behalf of the governing body?	8b	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	9	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?	10a	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?	10b	X
11a Has the organization provided a complete copy of this Form 990 to all members of its governing body before filing the form?	11a	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	12a	X
b Were officers, directors, or trustees, and key employees required to disclose annually interests that could give rise to conflicts?	12b	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	12c	X
13 Did the organization have a written whistleblower policy?	13	X
14 Did the organization have a written document retention and destruction policy?	14	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	15a	X
b Other officers or key employees of the organization	15b	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?	16a	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?	16b	

**Section C. Disclosure**

17 List the states with which a copy of this Form 990 is required to be filed **AK, AL, AZ, CA, CO, CT, DE, FL, GA, HI, IA, ID**

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

19 Describe in Schedule O whether (and if so, how), the organization made its governing documents, conflict of interest policy, and financial statements available to the public during the tax year.

20 State the name, physical address, and telephone number of the person who possesses the books and records of the organization: **BRENDA WATKINS NOEL - 410-580-5712**  
**4805 MOUNT HOPE DRIVE, BALTIMORE, MD 21215**

132008  
01-23-12

**SEE SCHEDULE O FOR FULL LIST OF STATES**

Form **990** (2011)

**NATIONAL ASSOCIATION FOR THE ADVANCEMENT  
OF COLORED PEOPLE (NAACP)**

Form 990 (2011)

13-1084135 Page 7

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

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

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

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

• List all of the organization's **current** officers, directors, trustees (whether individuals or organizations), regardless of amount of compensation. Enter -0- in columns (D), (E), and (F) if no compensation was paid.

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

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

• List all of the organization's **former** officers, key employees, 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 (describe hours for related organizations in Schedule O)	(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) ROSLYN BROCK BOARD MEMBER/CHAIRMAN	10.00	X						0.	0.	0.
(2) OPHELIA AVERITT BOARD MEMBER	1.00	X						0.	0.	0.
(3) HON FRED L. BANKS BOARD MEMBER	1.00	X						0.	0.	0.
(4) DR. WILLIAM BARBER III BOARD MEMBER	1.00	X						0.	0.	0.
(5) GARY BLEDSOE BOARD MEMBER	1.00	X						0.	0.	0.
(6) KAREN BOYKIN TOWNS BOARD MEMBER	1.00	X						0.	0.	0.
(7) CORA BRECKENRIDGE BOARD MEMBER	1.00	X						0.	0.	0.
(8) AMOS BROWN BOARD MEMBER	1.00	X						0.	0.	0.
(9) CLAYOLA BROWN BOARD MEMBER	1.00	X						0.	0.	0.
(10) DEBRA BROWN BOARD MEMBER	1.00	X						0.	0.	0.
(11) JESSICA BUTLER GRANT BOARD MEMBER	1.00	X						0.	0.	0.
(12) BISHOP CLARENCE CARR BOARD MEMBER	1.00	X						0.	0.	0.
(13) DONALD CASH BOARD MEMBER	1.00	X						0.	0.	0.
(14) WILLIAM E. COFIELD BOARD MEMBER	1.00	X						0.	0.	0.
(15) CAROLYN COLEMAN BOARD MEMBER/ASSISTANT SECRETARY	4.00	X						0.	0.	0.
(16) JAMES W. CROWELL III BOARD MEMBER	1.00	X						0.	0.	0.
(17) HAROLD CRUMPTON BOARD MEMBER	1.00	X						0.	0.	0.

**NATIONAL ASSOCIATION FOR THE ADVANCEMENT  
OF COLORED PEOPLE (NAACP)**

Form 990 (2011)

13-1084135 Page 8

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

(A) Name and title	(B) Average hours per week (describe hours for related organizations in Schedule O)	(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) REV THERESA A. DEAR BOARD MEMBER	1.00	X						0.	0.	0.
(19) EDWARD DUBOSE BOARD MEMBER	1.00	X						0.	0.	0.
(20) HAZEL N. DUKES BOARD MEMBER	1.00	X						0.	0.	0.
(21) WILLIS EDWARDS BOARD MEMBER	1.00	X						0.	0.	0.
(22) KATHERINE T. EGLAND BOARD MEMBER	1.00	X						0.	0.	0.
(23) SCOTT X. ESDAILE BOARD MEMBER	1.00	X						0.	0.	0.
(24) MYRLIE EVERS WILLIAMS BOARD MEMBER	1.00	X						0.	0.	0.
(25) JAMES GALLMAN BOARD MEMBER	1.00	X						0.	0.	0.
(26) DR. DAVID GOATLEY BOARD MEMBER	1.00	X						0.	0.	0.
<b>1b Sub-total</b>								0.	0.	0.
<b>c Total from continuation sheets to Part VII, Section A</b>								1,385,346.	0.	87,972.
<b>d Total (add lines 1b and 1c)</b>								1,385,346.	0.	87,972.

**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 7

	Yes	No
<b>3</b> Did the organization list any <b>former</b> officer, director, or trustee, key employee, or highest compensated employee on line 1a? If "Yes," complete Schedule J for such individual	3	X
<b>4</b> 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? If "Yes," complete Schedule J for such individual	4	X
<b>5</b> Did any person listed on line 1a receive or accrue compensation from any unrelated organization or individual for services rendered to the organization? If "Yes," complete Schedule J for such person	5	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
PRINT MAIL COMMUNICATIONS 7201 LOCKPORT PLACE, LORTON, VA 22079	DIRECT MAIL	1,035,821.
KABATECK BROWN KELLNER LLP, 644 S. FIGUEROA ST., , LOS ANGELES, CA 90071	LEGAL SERVICES	640,000.
ARAMARK, 1001 AVENIDS DE LAS AMERICAS, HOUSTON, TX 77010	FOOD SERVICES	590,044.
L & E MERIDIAN, 7400 FULLERTON RD, SUITE 110, SPRINGFIELD, VA 22153	DIRECT MAIL	410,511.
21ST CENTURY EXPO GROUP, INC., 2404 FAIRLAWN STREET, TEMPLE HILLS, MD 20748	CONVENTION STAGING & SETUP	322,744.

**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**

Form 990 (2011)



**NATIONAL ASSOCIATION FOR THE ADVANCEMENT  
OF COLORED PEOPLE (NAACP)**

Form 990 (2011)

13-1084135

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

(A) Name and title	(B) Average hours per week	(C) Position (check all that apply)						(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			
(27) BISHOP WILLIAMS H. GRAVES BOARD MEMBER	1.00	X						0.	0.	0.
(28) GENERAL HOLIEFIELD BOARD MEMBER	1.00	X						0.	0.	0.
(29) ALICE HUFFMAN BOARD MEMBER	1.00	X						0.	0.	0.
(30) ARLEYA HORNE BOARD MEMBER	1.00	X						0.	0.	0.
(31) LEONARD JAMES III BOARD MEMBER	1.00	X						0.	0.	0.
(32) DERRICK JOHNSON BOARD MEMBER	1.00	X						0.	0.	0.
(33) BISHOP ROY HOLMES BOARD MEMBER	1.00	X						0.	0.	0.
(34) DR. ERNEST JOHNSON BOARD MEMBER	1.00	X						0.	0.	0.
(35) SHAYLA A. KING BOARD MEMBER	1.00	X						0.	0.	0.
(36) PAIGE FLOYD BOARD MEMBER	1.00	X						0.	0.	0.
(37) WILLIAM LUCY BOARD MEMBER	1.00	X						0.	0.	0.
(38) BOB LYDIA BOARD MEMBER	1.00	X						0.	0.	0.
(39) DR. ANNIE B. MARTIN BOARD MEMBER	1.00	X						0.	0.	0.
(40) KAMERON MIDDLEBROOK BOARD MEMBER	1.00	X						0.	0.	0.
(41) LORRAINE MILLER BOARD MEMBER	1.00	X						0.	0.	0.
(42) JEROME W. MONDESIRE BOARD MEMBER	1.00	X						0.	0.	0.
(43) JULIAN BOND BOARD MEMBER	1.00	X						0.	0.	0.
(44) QUENTIN JAMES BOARD MEMBER	1.00	X						0.	0.	0.
(45) ADORA OBI NWEZE BOARD MEMBER	1.00	X						0.	0.	0.
(46) HOWARD JEFFERSON BOARD MEMBER	1.00	X						0.	0.	0.
Total to Part VII, Section A, line 1c										

**NATIONAL ASSOCIATION FOR THE ADVANCEMENT  
OF COLORED PEOPLE (NAACP)**

Form 990 (2011)

13-1084135

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

(A) Name and title	(B) Average hours per week	(C) Position (check all that apply)						(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			
(47) REV KEITH A. RATCLIFF BOARD MEMBER	1.00	X						0.	0.	0.
(48) MADIE A. ROBINSON BOARD MEMBER	1.00	X						0.	0.	0.
(49) ALFRED J. RUCKS BOARD MEMBER	1.00	X						0.	0.	0.
(50) ANITA RUSSELL BOARD MEMBER	1.00	X						0.	0.	0.
(51) LEON RUSSELL BOARD MEMBER/VICE CHAIRMAN	4.00	X						0.	0.	0.
(52) RABBI DAVID N. SAPERSTEIN BOARD MEMBER	1.00	X						0.	0.	0.
(53) REV MORRIS L. SHEARIN BOARD MEMBER	1.00	X						0.	0.	0.
(54) MAXINE A. SMITH BOARD MEMBER	1.00	X						0.	0.	0.
(55) LEONARD F. SPRINGS BOARD MEMBER	1.00	X						0.	0.	0.
(56) GLORIA SWEET LOVE BOARD MEMBER	1.00	X						0.	0.	0.
(57) REV OSCAR TILLMAN BOARD MEMBER	1.00	X						0.	0.	0.
(58) YVONNE WHITE BOARD MEMBER	1.00	X						0.	0.	0.
(59) ROY LEVY WILLIAMS BOARD MEMBER	1.00	X						0.	0.	0.
(60) RICHARD G. WOMACK BOARD MEMBER	1.00	X						0.	0.	0.
(61) GREG MATHIS BOARD MEMBER	1.00	X						0.	0.	0.
(62) JESSE H. TURNER JR BOARD MEMBER/TREASURER	4.00	X						0.	0.	0.
(63) DEMAR ROBERTS BOARD MEMBER	1.00	X						0.	0.	0.
(64) ZEPHANII SMITH BOARD MEMBER	1.00	X						0.	0.	0.
(65) LILLIE WILSON BOARD MEMBER	1.00	X						0.	0.	0.
(66) BENJAMIN TODD JEALOUS PRESIDENT AND CEO	60.00			X				284,861.	0.	10,346.
Total to Part VII, Section A, line 1c										

**NATIONAL ASSOCIATION FOR THE ADVANCEMENT  
OF COLORED PEOPLE (NAACP)**

13-1084135

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

(A) Name and title	(B) Average hours per week	(C) Position (check all that apply)						(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			
(67) ROGER VANN CHIEF OPERATING OFFICER/CHIEF OF STA	50.00			X				193,949.	0.	24,021.
(68) STEVEN HAWKINS CHIEF PROGRAM OFFICER/EXECUTIVE VP	50.00			X				199,759.	0.	18,581.
(69) KIM KEENAN GENERAL COUNSEL & CORPORATE SECRETAR	40.00			X				214,203.	0.	4,331.
(70) BRENDA WATKINS NOEL CHIEF FINANCIAL OFFICER	50.00			X				196,377.	0.	4,467.
(71) HILARY SHELTON STAFF	40.00					X		148,469.	0.	25,415.
(72) MONEESE DELARA STAFF	40.00					X		147,728.	0.	811.
Total to Part VII, Section A, line 1c								1,385,346.		87,972.



**NATIONAL ASSOCIATION FOR THE ADVANCEMENT  
OF COLORED PEOPLE (NAACP)**

Form 990 (2011)

13-1084135 Page **9**

**Part VIII Statement of Revenue**

			(A) Total revenue	(B) Related or exempt function revenue	(C) Unrelated business revenue	(D) Revenue excluded from tax under sections 512, 513, or 514
<b>Contributions, Gifts, Grants and Other Similar Amounts</b>	<b>1 a</b> Federated campaigns	<b>1a</b> 365,065.				
	<b>b</b> Membership dues	<b>1b</b>				
	<b>c</b> Fundraising events	<b>1c</b>				
	<b>d</b> Related organizations	<b>1d</b>				
	<b>e</b> Government grants (contributions)	<b>1e</b>				
	<b>f</b> All other contributions, gifts, grants, and similar amounts not included above	<b>1f</b> 18246468.				
	<b>g</b> Noncash contributions included in lines 1a-1f: \$					
<b>h Total.</b> Add lines 1a-1f			18611533.			
<b>Program Service Revenue</b>	<b>2 a</b> <u>IMAGE AWARDS</u>	Business Code 900099	3,361,516.	3,361,516.		
	<b>b</b> <u>CONVENTION</u>	900099	2,942,119.	2,942,119.		
	<b>c</b> <u>MEMBERSHIP</u>	900099	2,847,951.	2,847,951.		
	<b>d</b> <u>LEGAL</u>	900099	1,900,000.	1,900,000.		
	<b>e</b> <u>LEADERSHIP 500</u>	900099	500,155.	500,155.		
	<b>f</b> All other program service revenue					
	<b>g Total.</b> Add lines 2a-2f		11551741.			
<b>Other Revenue</b>	<b>3</b> Investment income (including dividends, interest, and other similar amounts)		154,243.			154,243.
	<b>4</b> Income from investment of tax-exempt bond proceeds					
	<b>5</b> Royalties					
	<b>6 a</b> Gross rents	(i) Real (ii) Personal				
	<b>b</b> Less: rental expenses					
	<b>c</b> Rental income or (loss)					
	<b>d</b> Net rental income or (loss)					
	<b>7 a</b> Gross amount from sales of assets other than inventory	(i) Securities (ii) Other				
	<b>b</b> Less: cost or other basis and sales expenses					
	<b>c</b> Gain or (loss)					
	<b>d</b> Net gain or (loss)					
	<b>8 a</b> Gross income from fundraising events (not including \$ _____ of contributions reported on line 1c). See Part IV, line 18	a				
	<b>b</b> Less: direct expenses	b				
	<b>c</b> Net income or (loss) from fundraising events					
	<b>9 a</b> Gross income from gaming activities. See Part IV, line 19	a				
	<b>b</b> Less: direct expenses	b				
	<b>c</b> Net income or (loss) from gaming activities					
<b>10 a</b> Gross sales of inventory, less returns and allowances	a					
<b>b</b> Less: cost of goods sold	b					
<b>c</b> Net income or (loss) from sales of inventory						
<b>Miscellaneous Revenue</b>						
<b>11 a</b> <u>FREEDOM FUNDS</u>	Business Code 900099	1,234,786.	1,234,786.			
<b>b</b> <u>OTHER REVENUE</u>	900099	148,276.	148,276.			
<b>c</b> <u>REGIONAL CONFERENCES</u>	900099	25,000.	25,000.			
<b>d</b> All other revenue	900099	21,363.	21,363.			
<b>e Total.</b> Add lines 11a-11d		1,429,425.				
<b>12 Total revenue.</b> See instructions.			31746942.	12981166.	0.	154,243.

**NATIONAL ASSOCIATION FOR THE ADVANCEMENT  
OF COLORED PEOPLE (NAACP)**

Form 990 (2011)

13-1084135 Page 10

**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) but are not required to complete columns (B), (C), and (D).

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

Do not include amounts reported on lines 6b, 7b, 8b, 9b, and 10b of Part VIII.	(A) Total expenses	(B) Program service expenses	(C) Management and general expenses	(D) Fundraising expenses
1 Grants and other assistance to governments and organizations in the United States. See Part IV, line 21				
2 Grants and other assistance to individuals in the United States. See Part IV, line 22				
3 Grants and other assistance to governments, organizations, and individuals outside the United States. See Part IV, lines 15 and 16				
4 Benefits paid to or for members				
5 Compensation of current officers, directors, trustees, and key employees	1,150,895.	361,183.	652,789.	136,923.
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	10,459,522.	5,915,764.	3,569,368.	974,390.
8 Pension plan accruals and contributions (include section 401(k) and section 403(b) employer contributions)				
9 Other employee benefits				
10 Payroll taxes				
11 Fees for services (non-employees):				
a Management				
b Legal				
c Accounting				
d Lobbying				
e Professional fundraising services. See Part IV, line 17	626,088.			626,088.
f Investment management fees				
g Other	3,653,684.	2,946,341.	554,114.	153,229.
12 Advertising and promotion				
13 Office expenses	6,313,217.	3,894,122.	1,704,350.	714,745.
14 Information technology				
15 Royalties				
16 Occupancy	2,170,097.	836,264.	1,093,560.	240,273.
17 Travel	1,282,621.	882,592.	363,799.	36,230.
18 Payments of travel or entertainment expenses for any federal, state, or local public officials				
19 Conferences, conventions, and meetings				
20 Interest				
21 Payments to affiliates				
22 Depreciation, depletion, and amortization				
23 Insurance				
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 <b>SPECIAL EVENTS</b>	5,842,576.	5,267,589.	568,059.	6,928.
b <b>INDIRECT COST ALLOCATIO</b>	-214,525.	3,959,799.	-4,750,066.	575,742.
c				
d				
e All other expenses				
25 <b>Total functional expenses.</b> Add lines 1 through 24e	31,284,175.	24,063,654.	3,755,973.	3,464,548.
26 <b>Joint costs.</b> 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)

**NATIONAL ASSOCIATION FOR THE ADVANCEMENT  
OF COLORED PEOPLE (NAACP)**
**Part X Balance Sheet**

		(A) Beginning of year		(B) End of year
<b>Assets</b>	1 Cash - non-interest-bearing .....	2,138,035.	1	3,309,944.
	2 Savings and temporary cash investments .....		2	
	3 Pledges and grants receivable, net .....		3	
	4 Accounts receivable, net .....	4,100,536.	4	4,093,902.
	5 Receivables from current and former officers, directors, trustees, key employees, and highest compensated employees. Complete Part II of Schedule L .....		5	
	6 Receivables from other disqualified persons (as defined under section 4958(f)(1)), persons described in section 4958(c)(3)(B), and contributing employers and sponsoring organizations of section 501(c)(9) voluntary employees' beneficiary organizations (see instructions) .....		6	
	7 Notes and loans receivable, net .....		7	
	8 Inventories for sale or use .....		8	
	9 Prepaid expenses and deferred charges .....		9	
	10a Land, buildings, and equipment: cost or other basis. Complete Part VI of Schedule D .....	10a 8,247,017.		
	b Less: accumulated depreciation .....	10b 6,809,476.	1,013,108.	10c 1,437,541.
	11 Investments - publicly traded securities .....		11	
	12 Investments - other securities. See Part IV, line 11 .....	4,136,534.	12	4,420,920.
	13 Investments - program-related. See Part IV, line 11 .....		13	
	14 Intangible assets .....		14	
	15 Other assets. See Part IV, line 11 .....	5,958,728.	15	5,391,496.
16 <b>Total assets. Add lines 1 through 15 (must equal line 34)</b> .....	17,346,941.	16	18,653,803.	
<b>Liabilities</b>	17 Accounts payable and accrued expenses .....	2,321,722.	17	1,899,047.
	18 Grants payable .....		18	
	19 Deferred revenue .....		19	
	20 Tax-exempt bond liabilities .....		20	
	21 Escrow or custodial account liability. Complete Part IV of Schedule D .....		21	
	22 Payables to current and former officers, directors, trustees, key employees, highest compensated employees, and disqualified persons. Complete Part II of Schedule L .....		22	
	23 Secured mortgages and notes payable to unrelated third parties .....		23	
	24 Unsecured notes and loans payable to unrelated third parties .....		24	
	25 Other liabilities (including federal income tax, payables to related third parties, and other liabilities not included on lines 17-24). Complete Part X of Schedule D .....	1,557,667.	25	4,792,848.
	26 <b>Total liabilities. Add lines 17 through 25</b> .....	3,879,389.	26	6,691,895.
	<b>Net Assets or Fund Balances</b>	Organizations that follow SFAS 117, check here <input checked="" type="checkbox"/> and complete lines 27 through 29, and lines 33 and 34.		
27 Unrestricted net assets .....		8,109,899.	27	5,295,619.
28 Temporarily restricted net assets .....		5,357,653.	28	6,666,289.
29 Permanently restricted net assets .....			29	
Organizations that do not follow SFAS 117, 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 <b>Total net assets or fund balances</b> .....		13,467,552.	33	11,961,908.
34 <b>Total liabilities and net assets/fund balances</b> .....	17,346,941.	34	18,653,803.	



**NATIONAL ASSOCIATION FOR THE ADVANCEMENT  
OF COLORED PEOPLE (NAACP)**

**Part XI Reconciliation of Net Assets**Check if Schedule O contains a response to any question in this Part XI ☒

1	Total revenue (must equal Part VIII, column (A), line 12)	1	31,746,942.
2	Total expenses (must equal Part IX, column (A), line 25)	2	31,284,175.
3	Revenue less expenses. Subtract line 2 from line 1	3	462,767.
4	Net assets or fund balances at beginning of year (must equal Part X, line 33, column (A))	4	13,467,552.
5	Other changes in net assets or fund balances (explain in Schedule O)	5	-1,968,411.
6	Net assets or fund balances at end of year. Combine lines 3, 4, and 5 (must equal Part X, line 33, column (B))	6	11,961,908.

**Part XII Financial Statements and Reporting**Check if Schedule O contains a response to any question in this Part XII ☒

		Yes	No
1	Accounting method used to prepare the Form 990: <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?		X
b	Were the organization's financial statements audited by an independent accountant?	X	
c	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	
d	If "Yes" to line 2a or 2b, check a box below to indicate whether the financial statements for the year were issued on a separate basis, consolidated basis, or both: <input type="checkbox"/> Separate basis <input checked="" type="checkbox"/> Consolidated basis <input type="checkbox"/> Both consolidated and separate basis		
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
b	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.		

Form 990 (2011)

Department of the Treasury  
Internal Revenue Service

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

OMB No. 1545-0047

2011

**Open to Public  
Inspection**

Employer identification number  
13-1084135

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

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

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

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

4 ☐ A medical research organization operated in conjunction with a hospital described in **section 170(b)(1)(A)(iii)**. Enter the hospital's name, city, and state: \_\_\_\_\_

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

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

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

8 ☐ A community trust described in **section 170(b)(1)(A)(vi)**. (Complete Part II.)

9 ☐ An organization that normally receives: (1) more than 33 1/3% of its support from contributions, membership fees, and gross receipts from activities related to its exempt functions - subject to certain exceptions, and (2) no more than 33 1/3% of its support from gross investment income and unrelated business taxable income (less section 511 tax) from businesses acquired by the organization after June 30, 1975. See **section 509(a)(2)**. (Complete Part III.)

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

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

a ☐ Type I      b ☐ Type II      c ☐ Type III - Functionally integrated      d ☐ Type III - Other

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

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

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

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

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

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

h Provide the following information about the supported organization(s).

[illegible]**Total**

Schedule A (Form 990 or 990-EZ) 2011

**NATIONAL ASSOCIATION FOR THE ADVANCEMENT**

Schedule A (Form 990 or 990-EZ) 2011 **OF COLORED PEOPLE (NAACP)**

13-1084135 Page 2

**Part II Support Schedule for Organizations Described in Sections 170(b)(1)(A)(iv) and 170(b)(1)(A)(vi)**

(Complete only if you checked the box on line 5, 7, or 8 of Part I or if the organization failed to qualify under Part III. If the organization fails to qualify under the tests listed below, please complete Part III.)

**Section A. Public Support**

Calendar year (or fiscal year beginning in) ►	(a) 2007	(b) 2008	(c) 2009	(d) 2010	(e) 2011	(f) Total
1 Gifts, grants, contributions, and membership fees received. (Do not include any "unusual grants.")	13900094.	18042312.	17918138.	18473930.	18702863.	87037337.
2 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf						
3 The value of services or facilities furnished by a governmental unit to the organization without charge						
4 Total. Add lines 1 through 3	13900094.	18042312.	17918138.	18473930.	18702863.	87037337.
5 The portion of total contributions by each person (other than a governmental unit or publicly supported organization) included on line 1 that exceeds 2% of the amount shown on line 11, column (f)						
6 Public support. Subtract line 5 from line 4.						87037337.

**Section B. Total Support**

Calendar year (or fiscal year beginning in) ►	(a) 2007	(b) 2008	(c) 2009	(d) 2010	(e) 2011	(f) Total
7 Amounts from line 4	13900094.	18042312.	17918138.	18473930.	18702863.	87037337.
8 Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources	239,409.	-775,467.	116,165.	164,661.	144,187.	-111,045.
9 Net income from unrelated business activities, whether or not the business is regularly carried on						
10 Other income. Do not include gain or loss from the sale of capital assets (Explain in Part IV.)	483,592.	580,939.	418,206.	1536323.	1429425.	4448485.
11 Total support. Add lines 7 through 10						91374777.
12 Gross receipts from related activities, etc. (see instructions)					12	

13 First five years. If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and stop here ☐

**Section C. Computation of Public Support Percentage**

14 Public support percentage for 2011 (line 6, column (f) divided by line 11, column (f))	14	95.25	%
15 Public support percentage from 2010 Schedule A, Part II, line 14	15	96.02	%
16a 33 1/3% support test - 2011. If the organization did not check the box on line 13, and line 14 is 33 1/3% or more, check this box and stop here. The organization qualifies as a publicly supported organization			<input checked="" type="checkbox"/>
b 33 1/3% support test - 2010. If the organization did not check a box on line 13 or 16a, and line 15 is 33 1/3% or more, check this box and stop here. The organization qualifies as a publicly supported organization			<input type="checkbox"/>
17a 10% -facts-and-circumstances test - 2011. If the organization did not check a box on line 13, 16a, or 16b, and line 14 is 10% or more, and if the organization meets the "facts-and-circumstances" test, check this box and stop here. Explain in Part IV how the organization meets the "facts-and-circumstances" test. The organization qualifies as a publicly supported organization			<input type="checkbox"/>
b 10% -facts-and-circumstances test - 2010. If the organization did not check a box on line 13, 16a, 16b, or 17a, and line 15 is 10% or more, and if the organization meets the "facts-and-circumstances" test, check this box and stop here. Explain in Part IV how the organization meets the "facts-and-circumstances" test. The organization qualifies as a publicly supported organization			<input type="checkbox"/>
18 Private foundation. If the organization did not check a box on line 13, 16a, 16b, 17a, or 17b, check this box and see instructions			<input type="checkbox"/>

Schedule A (Form 990 or 990-EZ) 2011



**Part III Support Schedule for Organizations Described in Section 509(a)(2)**

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

**Section A. Public Support**

Calendar year (or fiscal year beginning in) ►	(a) 2007	(b) 2008	(c) 2009	(d) 2010	(e) 2011	(f) Total
<b>1</b> Gifts, grants, contributions, and membership fees received. (Do not include any "unusual grants.")						
<b>2</b> Gross receipts from admissions, merchandise sold or services performed, or facilities furnished in any activity that is related to the organization's tax-exempt purpose						
<b>3</b> Gross receipts from activities that are not an unrelated trade or business under section 513						
<b>4</b> Tax revenues levied for the organization's benefit and either paid to or expended on its behalf						
<b>5</b> The value of services or facilities furnished by a governmental unit to the organization without charge						
<b>6</b> Total. Add lines 1 through 5						
<b>7a</b> Amounts included on lines 1, 2, and 3 received from disqualified persons						
<b>b</b> Amounts included on lines 2 and 3 received from other than disqualified persons that exceed the greater of \$5,000 or 1% of the amount on line 13 for the year						
<b>c</b> Add lines 7a and 7b						
<b>8</b> Public support (Subtract line 7c from line 6.)						

**Section B. Total Support**

Calendar year (or fiscal year beginning in) ►	(a) 2007	(b) 2008	(c) 2009	(d) 2010	(e) 2011	(f) Total
<b>9</b> Amounts from line 6						
<b>10a</b> Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources						
<b>b</b> Unrelated business taxable income (less section 511 taxes) from businesses acquired after June 30, 1975						
<b>c</b> Add lines 10a and 10b						
<b>11</b> Net income from unrelated business activities not included in line 10b, whether or not the business is regularly carried on						
<b>12</b> Other income. Do not include gain or loss from the sale of capital assets (Explain in Part IV.)						
<b>13</b> Total support (Add lines 9, 10c, 11, and 12.)						
<b>14</b> First five years. If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and stop here <input type="checkbox"/>						

**Section C. Computation of Public Support Percentage**

<b>15</b> Public support percentage for 2011 (line 8, column (f) divided by line 13, column (f))	<b>15</b>	%
<b>16</b> Public support percentage from 2010 Schedule A, Part III, line 15	<b>16</b>	%

**Section D. Computation of Investment Income Percentage**

<b>17</b> Investment income percentage for 2011 (line 10c, column (f) divided by line 13, column (f))	<b>17</b>	%
<b>18</b> Investment income percentage from 2010 Schedule A, Part III, line 17	<b>18</b>	%

**19a** 33 1/3% support tests - 2011. If the organization did not check the box on line 14, and line 15 is more than 33 1/3%, and line 17 is not more than 33 1/3%, check this box and stop here. The organization qualifies as a publicly supported organization ☐

**b** 33 1/3% support tests - 2010. If the organization did not check a box on line 14 or line 19a, and line 16 is more than 33 1/3%, and line 18 is not more than 33 1/3%, check this box and stop here. The organization qualifies as a publicly supported organization ☐

**20** Private foundation. If the organization did not check a box on line 14, 19a, or 19b, check this box and see instructions ☐

**SCHEDULE C**  
**(Form 990 or 990-EZ)**

Department of the Treasury  
Internal Revenue Service

**Political Campaign and Lobbying Activities**

For Organizations Exempt From Income Tax Under section 501(c) and section 527

OMB No. 1545-0047

**2011**

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Inspection

▶ **Complete if the organization is described below. ▶ Attach to Form 990 or Form 990-EZ.**  
▶ **See separate instructions.**

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

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

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

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

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

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

Name of organization **NATIONAL ASSOCIATION FOR THE ADVANCEMENT  
OF COLORED PEOPLE (NAACP)** Employer identification number **13-1084135**

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

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

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

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

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

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

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

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

Schedule C (Form 990 or 990-EZ) 2011

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**NATIONAL ASSOCIATION FOR THE ADVANCEMENT**

Schedule C (Form 990 or 990-EZ) 2011 **OF COLORED PEOPLE (NAACP)**

13-1084135 Page 2

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

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

**Limits on Lobbying Expenditures**  
(The term "expenditures" means amounts paid or incurred.)

(a) Filing organization's totals	(b) Affiliated group totals
----------------------------------	-----------------------------

<b>1 a</b> Total lobbying expenditures to influence public opinion (grass roots lobbying)		
<b>b</b> Total lobbying expenditures to influence a legislative body (direct lobbying)	334,261.	
<b>c</b> Total lobbying expenditures (add lines 1a and 1b)	334,261.	
<b>d</b> Other exempt purpose expenditures	30,949,914.	
<b>e</b> Total exempt purpose expenditures (add lines 1c and 1d)	31,284,175.	
<b>f</b> Lobbying nontaxable amount. Enter the amount from the following table in both columns.	1,000,000.	

If the amount on line 1e, column (a) or (b) is:	The lobbying nontaxable amount is:
Not over \$500,000	20% of the amount on line 1e.
Over \$500,000 but not over \$1,000,000	\$100,000 plus 15% of the excess over \$500,000.
Over \$1,000,000 but not over \$1,500,000	\$175,000 plus 10% of the excess over \$1,000,000.
Over \$1,500,000 but not over \$17,000,000	\$225,000 plus 5% of the excess over \$1,500,000.
Over \$17,000,000	\$1,000,000.

<b>g</b> Grassroots nontaxable amount (enter 25% of line 1f)	250,000.
<b>h</b> Subtract line 1g from line 1a. If zero or less, enter -0-	0.
<b>i</b> Subtract line 1f from line 1c. If zero or less, enter -0-	0.

**j** If there is an amount other than zero on either line 1h or line 1i, did the organization file Form 4720 reporting section 4911 tax for this year?

☐ Yes ☐ No

**4-Year Averaging Period Under Section 501(h)**

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

**Lobbying Expenditures During 4-Year Averaging Period**

Calendar year (or fiscal year beginning in)	(a) 2008	(b) 2009	(c) 2010	(d) 2011	(e) Total
<b>2 a</b> Lobbying nontaxable amount	1,000,000.	1,000,000.	1,000,000.	1,000,000.	4,000,000.
<b>b</b> Lobbying ceiling amount (150% of line 2a, column(e))					6,000,000.
<b>c</b> Total lobbying expenditures	442,943.	556,505.	986,958.	334,261.	2,320,667.
<b>d</b> Grassroots nontaxable amount	250,000.	250,000.	250,000.	250,000.	1,000,000.
<b>e</b> Grassroots ceiling amount (150% of line 2d, column (e))					1,500,000.
<b>f</b> Grassroots lobbying expenditures					

Schedule C (Form 990 or 990-EZ) 2011



## NATIONAL ASSOCIATION FOR THE ADVANCEMENT

Schedule C (Form 990 or 990-EZ) 2011 OF COLORED PEOPLE (NAACP)

13-1084135 Page 3

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

For each "Yes" response to lines 1a through 1i below, provide in Part IV a detailed description of the lobbying activity.

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

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

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

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

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

**Part IV** Supplemental Information

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

**SCHEDULE D**  
**(Form 990)**

Department of the Treasury  
Internal Revenue Service

**Supplemental Financial Statements**

▶ Complete if the organization answered "Yes," to Form 990,  
Part IV, line 6, 7, 8, 9, 10, 11a, 11b, 11c, 11d, 11e, 11f, 12a, or 12b.

▶ Attach to Form 990. ▶ See separate instructions.

OMB No. 1545-0047

**2011**

Open to Public  
Inspection

Name of the organization **NATIONAL ASSOCIATION FOR THE ADVANCEMENT  
OF COLORED PEOPLE (NAACP)**

Employer identification number  
**13-1084135**

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

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

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

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

<input type="checkbox"/> Preservation of land for public use (e.g., recreation or education)	<input type="checkbox"/> Preservation of an historically important land area
<input type="checkbox"/> Protection of natural habitat	<input type="checkbox"/> Preservation of a certified historic structure
<input type="checkbox"/> Preservation of open space	

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

	Held at the End of the Tax Year
a Total number of conservation easements	2a
b Total acreage restricted by conservation easements	2b
c Number of conservation easements on a certified historic structure included in (a)	2c
d Number of conservation easements included in (c) acquired after 8/17/06, and not on a historic structure listed in the National Register	2d

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

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

5 Does the organization have a written policy regarding the periodic monitoring, inspection, handling of violations, and enforcement of the conservation easements it holds? ☐ Yes ☐ No

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

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

8 Does each conservation easement reported on line 2(d) above satisfy the requirements of section 170(h)(4)(B)(i) and section 170(h)(4)(B)(ii)? ☐ Yes ☐ No

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

**Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets.**

Complete if the organization answered "Yes" to Form 990, Part IV, line 8.

1a If the organization elected, as permitted under SFAS 116 (ASC 958), not to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide, in Part XIV, the text of the footnote to its financial statements that describes these items.

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

(i) Revenues included in Form 990, Part VIII, line 1	▶ \$
(ii) Assets included in Form 990, Part X	▶ \$

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

a Revenues included in Form 990, Part VIII, line 1	▶ \$
b Assets included in Form 990, Part X	▶ \$

**NATIONAL ASSOCIATION FOR THE ADVANCEMENT  
OF COLORED PEOPLE (NAACP)**

13-1084135 Page 2

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

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

- a ☐ Public exhibition  
 b ☐ Scholarly research  
 c ☐ Preservation for future generations  
 d ☐ Loan or exchange programs  
 e ☐ Other \_\_\_\_\_

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

5 During the year, did the organization solicit or receive donations of art, historical treasures, or other similar assets to be sold to raise funds rather than to be maintained as part of the organization's collection? ☐ Yes ☐ No

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

1a Is the organization an agent, trustee, custodian or other intermediary for contributions or other assets not included on Form 990, Part X? ☐ Yes ☐ No

b If "Yes," explain the arrangement in Part XIV and complete the following table:

	Amount
1c Beginning balance	
1d Additions during the year	
1e Distributions during the year	
1f Ending balance	

2a Did the organization include an amount on Form 990, Part X, line 21? ☐ Yes ☐ No

b If "Yes," explain the arrangement in Part XIV.

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

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

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

- a Board designated or quasi-endowment ☐ %  
 b Permanent endowment ☐ %  
 c Temporarily restricted endowment ☐ %

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

3a Are there endowment funds not in the possession of the organization that are held and administered for the organization by:

- (i) unrelated organizations ☐ Yes ☐ No  
 (ii) related organizations ☐ Yes ☐ No

b If "Yes" to 3a(ii), are the related organizations listed as required on Schedule R? ☐ Yes ☐ No

4 Describe in Part XIV the intended uses of the organization's endowment funds.

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

Description of property	(a) Cost or other basis (investment)	(b) Cost or other basis (other)	(c) Accumulated depreciation	(d) Book value
1a Land		454,550.		454,550.
b Buildings		2,622,581.	2,321,876.	300,705.
c Leasehold improvements		382,174.	355,143.	27,031.
d Equipment				
e Other		4,787,712.	4,132,457.	655,255.
Total. Add lines 1a through 1e. (Column (d) must equal Form 990, Part X, column (B), line 10(c).)				1,437,541.

Schedule D (Form 990) 2011

**NATIONAL ASSOCIATION FOR THE ADVANCEMENT  
OF COLORED PEOPLE (NAACP)**

**Part VII Investments - Other Securities.** See Form 990, Part X, line 12.

(a) Description of security or category (including name of security)	(b) Book value	(c) Method of valuation: Cost or end-of-year market value
(1) Financial derivatives		
(2) Closely-held equity interests		
(3) Other		
(A) CORPORATE BONDS	752,913.	END-OF-YEAR MARKET VALUE
(B) MONEY MARKET FUNDS	112,114.	END-OF-YEAR MARKET VALUE
(C) GOVERNMENT SECURITIES	1,026,849.	END-OF-YEAR MARKET VALUE
(D) EQUITIES	1,206,167.	END-OF-YEAR MARKET VALUE
(E) MUTUAL FUNDS	1,310,719.	END-OF-YEAR MARKET VALUE
(F) INVESTMENT LOAN	12,158.	END-OF-YEAR MARKET VALUE
(G)		
(H)		
(I)		
<b>Total.</b> (Col (b) must equal Form 990, Part X, col (B) line 12.)	<b>4,420,920.</b>	

**Part VIII Investments - Program Related.** See Form 990, Part X, line 13.

(a) Description of investment type	(b) Book value	(c) Method of valuation: Cost or end-of-year market value
(1)		
(2)		
(3)		
(4)		
(5)		
(6)		
(7)		
(8)		
(9)		
(10)		
<b>Total.</b> (Col (b) must equal Form 990, Part X, col (B) line 13.)		

**Part IX Other Assets.** See Form 990, Part X, line 15.

(a) Description	(b) Book value
(1) OTHER CURRENT ASSETS	103,323.
(2) INVESTMENT IN AFFILIATES	4,381,217.
(3) DUE FROM AFFILIATES	891,373.
(4) OTHE ASSETS	15,583.
(5)	
(6)	
(7)	
(8)	
(9)	
(10)	
<b>Total.</b> (Column (b) must equal Form 990, Part X, col (B) line 15.)	<b>5,391,496.</b>

**Part X Other Liabilities.** See Form 990, Part X, line 25.

1. (a) Description of liability	(b) Book value
(1) Federal income taxes	
(2) PENSION BENEFITS OBLIGATIONS	3,292,004.
(3) LINE OF CREDIT	1,500,844.
(4)	
(5)	
(6)	
(7)	
(8)	
(9)	
(10)	
(11)	
<b>Total.</b> (Column (b) must equal Form 990, Part X, col (B) line 25.)	<b>4,792,848.</b>

FIN 48 (ASC 740) Footnote In Part XIV, provide the text of the footnote to the organization's financial statements that reports the organization's liability for uncertain tax positions under FIN 48 (ASC 740).



**NATIONAL ASSOCIATION FOR THE ADVANCEMENT  
OF COLORED PEOPLE (NAACP)**

Schedule D (Form 990) 2011

13-1084135 Page 4

**Part XI Reconciliation of Change in Net Assets from Form 990 to Audited Financial Statements**

1	Total revenue (Form 990, Part VIII, column (A), line 12)	1	31,746,942.
2	Total expenses (Form 990, Part IX, column (A), line 25)	2	31,284,175.
3	Excess or (deficit) for the year. Subtract line 2 from line 1	3	462,767.
4	Net unrealized gains (losses) on investments	4	-234,074.
5	Donated services and use of facilities	5	
6	Investment expenses	6	
7	Prior period adjustments	7	
8	Other (Describe in Part XIV.)	8	-1,734,337.
9	Total adjustments (net). Add lines 4 through 8	9	-1,968,411.
10	Excess or (deficit) for the year per audited financial statements. Combine lines 3 and 9	10	-1,505,644.

**Part XII Reconciliation of Revenue per Audited Financial Statements With Revenue per Return**

1	Total revenue, gains, and other support per audited financial statements	1	32,038,272.
2	Amounts included on line 1 but not on Form 990, Part VIII, line 12:		
a	Net unrealized gains on investments	2a	
b	Donated services and use of facilities	2b	291,330.
c	Recoveries of prior year grants	2c	
d	Other (Describe in Part XIV.)	2d	
e	Add lines 2a through 2d	2e	291,330.
3	Subtract line 2e from line 1	3	31,746,942.
4	Amounts included on Form 990, Part VIII, line 12, but not on line 1:		
a	Investment expenses not included on Form 990, Part VIII, line 7b	4a	
b	Other (Describe in Part XIV.)	4b	
c	Add lines 4a and 4b	4c	0.
5	Total revenue. Add lines 3 and 4c. (This must equal Form 990, Part I, line 12.)	5	31,746,942.

**Part XIII Reconciliation of Expenses per Audited Financial Statements With Expenses per Return**

1	Total expenses and losses per audited financial statements	1	33,543,916.
2	Amounts included on line 1 but not on Form 990, Part IX, line 25:		
a	Donated services and use of facilities	2a	291,330.
b	Prior year adjustments	2b	
c	Other losses	2c	
d	Other (Describe in Part XIV.)	2d	234,074.
e	Add lines 2a through 2d	2e	525,404.
3	Subtract line 2e from line 1	3	33,018,512.
4	Amounts included on Form 990, Part IX, line 25, but not on line 1:		
a	Investment expenses not included on Form 990, Part VIII, line 7b	4a	
b	Other (Describe in Part XIV.)	4b	-1,734,337.
c	Add lines 4a and 4b	4c	-1,734,337.
5	Total expenses. Add lines 3 and 4c. (This must equal Form 990, Part I, line 18.)	5	31,284,175.

**Part XIV Supplemental Information**

Complete this part to provide the descriptions required for Part II, lines 3, 5, and 9; Part III, lines 1a and 4; Part IV, lines 1b and 2b; Part V, line 4; Part X, line 2; Part XI, line 8; Part XII, lines 2d and 4b; and Part XIII, lines 2d and 4b. Also complete this part to provide any additional information.

**PART X, LINE 2: NAACP IS EXEMPT FROM INCOME TAXES UNDER SECTION**

**501(C)(3) OF THE INTERNAL REVENUE CODE . ACCORDINGLY, NO PROVISION FOR  
INCOME TAXES HAS BEEN MADE IN THE ACCOMPANYING FINANCIAL STATEMENTS.**

**PART XI, LINE 8 - OTHER ADJUSTMENTS:**

**NET PENSION OBLIGATION** -1,734,337.

**PART XIII, LINE 2D - OTHER ADJUSTMENTS:**

NATIONAL ASSOCIATION FOR THE ADVANCEMENT  
OF COLORED PEOPLE (NAACP)

13-1084135 Page 5

**Part XIV** Supplemental Information (continued)

UNREALIZED LOSSES ON INVESTMENTS

234,074.

PART XIII, LINE 4B - OTHER ADJUSTMENTS:

NET PENSION OBLIGATION

-1,734,337.

**SCHEDULE G**  
(Form 990 or 990-EZ)

Department of the Treasury  
Internal Revenue Service

**Supplemental Information Regarding  
Fundraising or Gaming Activities**

Complete if the organization answered "Yes" to Form 990, Part IV, lines 17, 18, or 19,  
or if the organization entered more than \$15,000 on Form 990-EZ, line 6a.  
▶ Attach to Form 990 or Form 990-EZ. ▶ See separate instructions.

OMB No. 1545-0047

**2011**

Open To Public  
Inspection

Name of the organization **NATIONAL ASSOCIATION FOR THE ADVANCEMENT  
OF COLORED PEOPLE (NAACP)** Employer identification number  
**13-1084135**

**Part I Fundraising Activities.** Complete if the organization answered "Yes" to Form 990, Part IV, line 17. Form 990-EZ filers are not required to complete this part.

1 Indicate whether the organization raised funds through any of the following activities. Check all that apply.

- a ☒ Mail solicitations e ☐ Solicitation of non-government grants  
b ☐ Internet and email solicitations f ☐ Solicitation of government grants  
c ☒ Phone solicitations g ☐ Special fundraising events  
d ☐ In-person solicitations

2 a Did the organization have a written or oral agreement with any individual (including officers, directors, trustees or key employees listed in Form 990, Part VII) or entity in connection with professional fundraising services? ☐ Yes ☒ No

b If "Yes," list the ten highest paid individuals or entities (fundraisers) pursuant to agreements under which the fundraiser is to be compensated at least \$5,000 by the organization.

(i) Name and address of individual or entity (fundraiser)	(ii) Activity	(iii) Did fundraiser have custody or control of contributions?		(iv) Gross receipts from activity	(v) Amount paid to (or retained by) fundraiser listed in col. (i)	(vi) Amount paid to (or retained by) organization
		Yes	No			
OMP - 1133 19TH STREET NW, SUITE 300, WASHINGTON, DC	DIRECT MARKETING AND COMMUNICATION SVCS.	X		4,115,161.	307,279.	3,807,882.
TELEFUND - P.O. BOX 2366, DENVER, CO 80201	TELEMARKETING	X		250,536.	215,699.	34,837.
DONOR SERVICE GROUP (DSG) - 6715 SUNSET BLVD., LOS	TELEMARKETING	X		55,722.	47,871.	7,851.
SD&A TELESERVICES - 5757 WEST CENTURY BLVD, SUITE 300, LOS	TELEMARKETING	X		44,481.	32,651.	11,830.
SHARE - P.O. BOX 55183, BOSTON, MA 02205	TELEMARKETING	X		21,455.	22,588.	-1,133.
<b>Total</b>				4,487,355.	626,088.	3,861,267.

3 List all states in which the organization is registered or licensed to solicit contributions or has been notified it is exempt from registration or licensing.

AL, AK, AZ, AR, CA, CO, CT, DE, FL, GA, HI, ID, IL, IN, IA, KS, KY, LA, ME, MD, MA, MI, MN, MS, MO  
MT, NE, NV, NH, NJ, NM, NY, NC, ND, OH, OK, OR, PA, RI, SC, SD, TN, TX, UT, VT, VA, WA, WV, WI, WY

**NATIONAL ASSOCIATION FOR THE ADVANCEMENT**

Schedule G (Form 990 or 990-EZ) 2011 **OF COLORED PEOPLE (NAACP)**

**13-1084135** Page 2

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

		(a) Event #1	(b) Event #2	(c) Other events	(d) Total events (add col. (a) through col. (c))
		(event type)	(event type)	(total number)	
Revenue	1 Gross receipts .....				
	2 Less: Charitable contributions .....				
	3 Gross income (line 1 minus line 2) .....				
Direct Expenses	4 Cash prizes .....				
	5 Noncash prizes .....				
	6 Rent/facility costs .....				
	7 Food and beverages .....				
	8 Entertainment .....				
	9 Other direct expenses .....				
	10 Direct expense summary. Add lines 4 through 9 in column (d) .....				( )
	11 Net income summary. Combine line 3, column (d), and line 10 .....				( )

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

		(a) Bingo	(b) Pull tabs/instant bingo/progressive bingo	(c) Other gaming	(d) Total gaming (add col. (a) through col. (c))
Revenue	1 Gross revenue .....				
Direct Expenses	2 Cash prizes .....				
	3 Noncash prizes .....				
	4 Rent/facility costs .....				
	5 Other direct expenses .....				
	6 Volunteer labor .....	<input type="checkbox"/> Yes _____ % <input type="checkbox"/> No	<input type="checkbox"/> Yes _____ % <input type="checkbox"/> No	<input type="checkbox"/> Yes _____ % <input type="checkbox"/> No	
	7 Direct expense summary. Add lines 2 through 5 in column (d) .....				( )
	8 Net gaming income summary. Combine line 1, column d, and line 7 .....				

9 Enter the state(s) in which the organization operates gaming activities: \_\_\_\_\_

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

b If "No," explain: \_\_\_\_\_  
\_\_\_\_\_

10a Were any of the organization's gaming licenses revoked, suspended or terminated during the tax year? ☐ Yes ☐ No

b If "Yes," explain: \_\_\_\_\_  
\_\_\_\_\_



**NATIONAL ASSOCIATION FOR THE ADVANCEMENT**

Schedule G (Form 990 or 990-EZ) 2011 **OF COLORED PEOPLE (NAACP)**

**13-1084135** Page 3

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

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

**13** Indicate the percentage of gaming activity operated in:

<b>a</b> The organization's facility	<b>13a</b>	%
<b>b</b> An outside facility	<b>13b</b>	%

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

Name ▶ \_\_\_\_\_

Address ▶ \_\_\_\_\_

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

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

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

Name ▶ \_\_\_\_\_

Address ▶ \_\_\_\_\_

**16** Gaming manager information:

Name ▶ \_\_\_\_\_

Gaming manager compensation ▶ \$ \_\_\_\_\_

Description of services provided ▶ \_\_\_\_\_

☐ Director/officer      ☐ Employee      ☐ Independent contractor

**17** Mandatory distributions:

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

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

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

**SCHEDULE G, PART I, LINE 2B, LIST OF TEN HIGHEST PAID FUNDRAISERS:**

**(I) NAME OF FUNDRAISER: OMP**

**(I) ADDRESS OF FUNDRAISER:**

**1133 19TH STREET NW, SUITE 300, WASHINGTON, DC 20036**

**(I) NAME OF FUNDRAISER: DONOR SERVICE GROUP (DSG)**

**(I) ADDRESS OF FUNDRAISER: 6715 SUNSET BLVD., LOS ANGELES, CA 90028**

NATIONAL ASSOCIATION FOR THE ADVANCEMENT

Schedule G (Form 990 or 990-EZ) 2011 OF COLORED PEOPLE (NAACP)

13-1084135 Page 4

**Part IV** Supplemental Information (continued)

(I) NAME OF FUNDRAISER: SD&A TELESERVICES

(I) ADDRESS OF FUNDRAISER:

5757 WEST CENTURY BLVD, SUITE 300, LOS ANGELES, CA 90045

Schedule G (Form 990 or 990-EZ) 2011

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**SCHEDULE J  
(Form 990)**

Department of the Treasury  
Internal Revenue Service

**Compensation Information**

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

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

▶ Attach to Form 990. ▶ See separate instructions.

OMB No. 1545-0047

**2011**

Open to Public  
Inspection

Name of the organization

**NATIONAL ASSOCIATION FOR THE ADVANCEMENT  
OF COLORED PEOPLE (NAACP)**

Employer identification number

**13-1084135**

**Part I Questions Regarding Compensation**

	Yes	No
<b>1a</b> Check the appropriate box(es) if the organization provided any of the following to or for a person listed in Form 990, Part VII, Section A, line 1a. Complete Part III to provide any relevant information regarding these items. <input type="checkbox"/> First-class or charter travel <input type="checkbox"/> Travel for companions <input type="checkbox"/> Tax indemnification and gross-up payments <input type="checkbox"/> Discretionary spending account <input type="checkbox"/> Housing allowance or residence for personal use <input type="checkbox"/> Payments for business use of personal residence <input type="checkbox"/> Health or social club dues or initiation fees <input type="checkbox"/> Personal services (e.g., maid, chauffeur, chef)		
<b>b</b> If any of the boxes on line 1a are checked, did the organization follow a written policy regarding payment or reimbursement or provision of all of the expenses described above? If "No," complete Part III to explain	<b>1b</b>	
<b>2</b> Did the organization require substantiation prior to reimbursing or allowing expenses incurred by all officers, directors, trustees, and the CEO/Executive Director, regarding the items checked in line 1a?	<b>2</b>	
<b>3</b> Indicate which, if any, of the following the filing organization used to establish the compensation of the organization's CEO/Executive Director. Check all that apply. Do not check any boxes for methods used by a related organization to establish compensation of the CEO/Executive Director. Explain in Part III. <input type="checkbox"/> Compensation committee <input checked="" type="checkbox"/> Independent compensation consultant <input checked="" type="checkbox"/> Form 990 of other organizations <input type="checkbox"/> Written employment contract <input checked="" type="checkbox"/> Compensation survey or study <input checked="" type="checkbox"/> Approval by the board or compensation committee		
<b>4</b> During the year, did any person listed in Form 990, Part VII, Section A, line 1a, with respect to the filing organization or a related organization:		
<b>a</b> Receive a severance payment or change-of-control payment?	<b>4a</b>	<b>X</b>
<b>b</b> Participate in, or receive payment from, a supplemental nonqualified retirement plan?	<b>4b</b>	<b>X</b>
<b>c</b> Participate in, or receive payment from, an equity-based compensation arrangement?	<b>4c</b>	<b>X</b>
If "Yes" to any of lines 4a-c, list the persons and provide the applicable amounts for each item in Part III.		
<b>Only section 501(c)(3) and 501(c)(4) organizations must complete lines 5-9.</b>		
<b>5</b> For persons listed in Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the revenues of:		
<b>a</b> The organization?	<b>5a</b>	<b>X</b>
<b>b</b> Any related organization?	<b>5b</b>	<b>X</b>
If "Yes" to line 5a or 5b, describe in Part III.		
<b>6</b> For persons listed in Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the net earnings of:		
<b>a</b> The organization?	<b>6a</b>	<b>X</b>
<b>b</b> Any related organization?	<b>6b</b>	<b>X</b>
If "Yes" to line 6a or 6b, describe in Part III.		
<b>7</b> For persons listed in Form 990, Part VII, Section A, line 1a, did the organization provide any non-fixed payments not described in lines 5 and 6? If "Yes," describe in Part III	<b>7</b>	<b>X</b>
<b>8</b> Were any amounts reported in Form 990, Part VII, paid or accrued pursuant to a contract that was subject to the initial contract exception described in Regulations section 53.4958-4(a)(3)? If "Yes," describe in Part III	<b>8</b>	<b>X</b>
<b>9</b> If "Yes" to line 8, did the organization also follow the rebuttable presumption procedure described in Regulations section 53.4958-6(c)?	<b>9</b>	

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

Schedule J (Form 990) 2011

**NATIONAL ASSOCIATION FOR THE ADVANCEMENT**

**OF COLORED PEOPLE (NAACP)**

Schedule J (Form 990) 2011

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

For each individual whose compensation must be reported in Schedule J, report compensation from the organization on row (i) and from related organizations, described in the instructions, on row (ii). Do not list any individuals that are not listed on Form 990, Part VII.

**Note.** The sum of columns (B)(i)-(iii) for each listed individual must equal the total amount of Form 990, Part VII, Section A, line 1a, applicable column (D) and (E) amounts for that individual.

(A) Name	(B) Breakdown of W-2 and/or 1099-MISC compensation			(C) Retirement and other deferred compensation	(D) Nontaxable benefits	(E) Total of columns (B)(i)-(D)	(F) Compensation reported as deferred in prior Form 990
	(i) Base compensation	(ii) Bonus & incentive compensation	(iii) Other reportable compensation				
1 BENJAMIN TODD JEALOUS	(i) 284,861.	0.	0.	2,003.	8,343.	295,207.	0.
	(ii) 0.	0.	0.	0.	0.	0.	0.
2 ROGER VANN	(i) 193,949.	0.	0.	3,000.	21,021.	217,970.	0.
	(ii) 0.	0.	0.	0.	0.	0.	0.
3 STEVEN HAWKINS	(i) 199,759.	0.	0.	0.	18,581.	218,340.	0.
	(ii) 0.	0.	0.	0.	0.	0.	0.
4 KIM KEENAN	(i) 214,203.	0.	0.	1,745.	2,586.	218,534.	0.
	(ii) 0.	0.	0.	0.	0.	0.	0.
5 BRENDA WATKINS NOEL	(i) 196,377.	0.	0.	2,847.	1,620.	200,844.	0.
	(ii) 0.	0.	0.	0.	0.	0.	0.
6 HILARY SHELTON	(i) 148,469.	0.	0.	4,394.	21,021.	173,884.	0.
	(ii) 0.	0.	0.	0.	0.	0.	0.
7							
8							
9							
10							
11							
12							
13							
14							
15							
16							



Department of the Treasury  
Internal Revenue Service

▶ **Complete if the organization answered "Yes" on Form 990, Part IV, line 25a, 25b, 26, 27, 28a, 28b, or 28c, or Form 990-EZ, Part V, line 38a or 40b.**

▶ **Attach to Form 990 or Form 990-EZ. ▶ See separate instructions.**

OMB No. 1545-0047

2011

### Open To Public Inspection

Employer identification number  
13-1084135

**Complete if the organization answered "Yes" on Form 990, Part IV, line 25a or 25b, or Form 990-EZ, Part V, line 40b.**

[illegible]

2 Enter the amount of tax imposed on the organization managers or disqualified persons during the year under section 4958

**3** Enter the amount of tax, if any, on line 2, above, reimbursed by the organization

Complete if the organization answered "Yes" on Form 990, Part IV, line 26, or Form 990-EZ, Part V, line 38a.

[illegible]

Account	Debit	Credit
Accounts Payable		100.00
Accounts Receivable	100.00	
Inventory		100.00
Prepaid Insurance		100.00
Equipment		100.00
Accumulated Depreciation		100.00
Land		100.00
Buildings		100.00
Depreciation Expense	100.00	
Interest Expense	100.00	
Interest Payable		100.00
Notes Payable		100.00
Notes Receivable	100.00	
Long-Term Debt		100.00
Equity		100.00
Retained Earnings		100.00
Dividends	100.00	
Revenue		100.00
Cost of Sales	100.00	
Operating Expenses	100.00	
Other Expenses	100.00	
<b>Total</b>	<b>100.00</b>	<b>100.00</b>

**Complete if the organization answered "Yes" on Form 990, Part IV, line 27.**

[illegible]

**Schedule L (Form 990 or 990-EZ) 2011 OF COLORED PEOPLE (NAACP)**

## Part IV Business Transactions Involving Interested Persons.

Complete if the organization answered "Yes" on Form 990, Part IV, line 28a, 28b, or 28c.

Part V Supplemental Information

Schedule L (Form 990 or 990-EZ) 2011

**SCHEDULE O**  
**(Form 990 or 990-EZ)**

Department of the Treasury  
Internal Revenue Service

**Supplemental Information to Form 990 or 990-EZ**

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

OMB No. 1545-0047

**2011**

Open to Public  
Inspection

Name of the organization

**NATIONAL ASSOCIATION FOR THE ADVANCEMENT  
OF COLORED PEOPLE (NAACP)**

Employer identification number  
**13-1084135**

FORM 990, PART I, LINE 1, DESCRIPTION OF ORGANIZATION MISSION:

AND TO ELIMINATE RACE-BASED DISCRIMINATION.

AMENDED FORM 990 - EXPLANATIONS ARE AS FOLLOWS

PART I: SUMMARY

LINE 15, CURRENT YEAR COLUMN - WAS PREVIOUSLY REPORTED AS \$13,344,754  
AND HAVE BEEN AMENDED TO \$11,610,417.

LINE 16, CURRENT YEAR COLUMN - WAS PREVIOUSLY REPORTED AS \$0 AND HAVE  
BEEN REVISED TO \$626,088.

LINE 17, CURRENT YEAR COLUMN - WAS PREVIOUSLY REPORTED AS \$19,673,758  
AND HAVE BEEN AMENDED TO \$19,047,670.

LINE 18, CURRENT YEAR COLUMN - WAS PREVIOUSLY REPORTED AS \$33,018,512  
AND HAVE BEEN AMENDED TO \$31,284,175.

LINE 19, CURRENT YEAR COLUMN - WAS PREVIOUSLY REPORTED AS \$1,271,570  
AND HAVE BEEN AMENDED TO \$462,767.

PART IX: STATEMENT OF FUNCTIONAL EXPENSES

LINE 5, COLUMNS A, B, C & D - WERE PREVIOUSLY REPORTED AS \$1,150,894,  
\$920,716, \$115,089, AND \$115,089 RESPECTIVELY AND HAVE BEEN REVISED TO  
\$1,150,895, \$361,183, \$652,789 AND \$136,923 RESPECTIVELY.

LINE 7, COLUMNS A, B, C & D - WERE PREVIOUSLY REPORTED AS \$12,193,860;  
\$5,356,231; \$5,841,404 AND \$996,225 RESPECTIVELY AND HAVE BEEN REVISED

LHA For Paperwork Reduction Act Notice, see the Instructions for Form 990 or 990-EZ.

Schedule O (Form 990 or 990-EZ) (2011)

132211  
01-23-12

Name of the organization **NATIONAL ASSOCIATION FOR THE ADVANCEMENT  
OF COLORED PEOPLE (NAACP)**

Employer identification number  
**13-1084135**

TO \$10,459,522; 5,915,764; \$3,569,368 AND \$974,390 RESPECTIVELY.

LINE 11E, COLUMNS A, & D - WERE PREVIOUSLY REPORTED AS \$0 AND BOTH  
COLUMNS A & D HAVE BEEN AMENDED TO \$626,088.

LINE 13, COLUMNS A, & D - WERE PREVIOUSLY REPORTED AS \$6,939,305 AND  
\$1,340,833 RESPECTIVELY AND HAVE BEEN REVISED TO \$6,313,217 AND  
\$714,745 RESPECTIVELY.

LINE 25, COLUMNS A, & C - WERE PREVIOUSLY REPORTED AS \$33,018,512 AND  
\$5,490,309 RESPECTIVELY AND HAVE BEEN REVISED TO \$31,284,175 AND  
\$3,755,973 RESPECTIVELY.

**PART XI: RECONCILIATION OF NET ASSETS**

LINE 2 WAS PREVIOUSLY REPORTED AS \$33,018,512 AND HAS BEEN AMENDED TO  
\$31,284,175.

LINE 3 WAS PREVIOUSLY REPORTED AS \$-1,271,570 AND HAS BEEN AMENDED TO  
\$462,767.

LINE 5 WAS PREVIOUSLY REPORTED AS \$-234,074 AND HAS BEEN AMENDED TO  
\$1,968,411.

**PART XII: FINANCIAL STATEMENTS AND REPORTING**

LINE 2C WAS PREVIOUSLY REPORTED AS "NO" AND HAS BEEN REVISED TO "YES."

**SCHEDULE C:**



Name of the organization **NATIONAL ASSOCIATION FOR THE ADVANCEMENT  
OF COLORED PEOPLE (NAACP)**Employer identification number  
**13-1084135****PART IIA-A**

**LINES 1D, 1E AND 1F WERE PREVIOUSLY REPORTED AS \$0, \$334,261 AND  
\$66,852 RESPECTIVELY AND HAVE BEEN AMENDED AS \$30,949,914, \$31,284,175  
AND \$1,000,000 RESPECTIVELY.**

**LINE 1G WAS PREVIOUSLY REPORTED AS \$16,713 AND THE AMENDED AMOUNT IS  
\$250,000.**

**LINE 1(I) WAS PREVIOUSLY REPORTED AS \$267,409 AND CORRECTED AMOUNT IS  
\$0**

**LINE 2A, COLUMN (D)2011 WAS REPORTED AS \$66,852. THIS LINE HAS BEEN  
REVISED AND THE CORRECT AMOUNT FOR LINE 2A, COLUMN (D)2011 SHOULD BE  
\$1,000,000. LINE 2B, COLUMN (E) HAS BEEN CHANGED TO \$6,000,000. LINE  
2(D), COLUMN (D)2011 HAS BEEN AMENDED TO \$250,000 AND COLUMN (E)TOTAL  
HAS CHANGED TO \$1,000,000. LINE 2E, COLUMN (E) TOTAL IS AMENDED TO  
\$1,500,000.**

**SCHEDULE D:****PART XI:**

**LINE 2 WAS PREVIOUSLY REPORTED AS \$33,018,512 AND HAS BEEN AMENDED TO  
\$31,284,175.**

**LINE 3 WAS PREVIOUSLY REPORTED AS \$-1,271,570 AND HAS BEEN AMENDED TO  
\$462,767.**

**LINE 8 WAS PREVIOUSLY REPORTED AS \$0 AND HAS BEEN AMENDED TO  
\$-1,734,337.**

Name of the organization **NATIONAL ASSOCIATION FOR THE ADVANCEMENT  
OF COLORED PEOPLE (NAACP)**

Employer identification number  
**13-1084135**

LINE 9 WAS PREVIOUSLY REPORTED AS \$-234,074 AND HAS BEEN AMENDED TO  
\$1,968,411.

PART XIII:

LINE 4B WAS PREVIOUSLY REPORTED AS \$0 AND HAS BEEN AMENDED TO  
\$-1,734,337.

LINE 5 WAS PREVIOUSLY REPORTED AS \$33,018,512 AND HAS BEEN AMENDED TO  
\$31,284,175.

PART XIV: HAS BEEN REVISED TO DESCRIBE THE NATURE OF \$-1,734,337  
ADJUSTMENT WHICH IS "NET PENSION OBLIGATION."

FORM 990, PART III, LINE 4A, PROGRAM SERVICE ACCOMPLISHMENTS:

ADVOCACY AROUND ITS NEW AGENDA. THAT RESEARCH-SUPPORTED AGENDA AND THE  
RECOMMENDATIONS TO ADVOCATES THAT FLOWED FROM IT THEN FORMED THE BASIS  
FOR A SERIES OF TRAININGS THAT EDUCATED MEMBERS AND CREATED CONSENSUS  
AROUND OUR KEY ISSUES: ACCESS TO QUALITY PRE-K, EXCELLENT TEACHING,  
FAIRNESS IN STUDENT DISCIPLINE, EQUITY IN SPENDING AND EXPANDED  
LEARNING OPPORTUNITIES FOR STUDENTS BEYOND THE TRADITIONAL SCHOOL  
SETTING. THREE MAJOR OBJECTIVES OF EDUCATION AGENDA: (1) PREVENTING  
RACIAL DISCRIMINATION IN EDUCATIONAL PROGRAMS AND SERVICES; (2)  
ADVANCING EDUCATIONAL EXCELLENCE; (3) AND PROMOTING AN EQUAL  
OPPORTUNITY EDUCATION AGENDA. THE EDUCATION PROGRAM ALSO INCLUDES  
ADMINISTRATION OF EDUCATIONAL SCHOLARSHIPS.

ECONOMIC DEVELOPMENT - THE ECONOMIC DEVELOPMENT PROGRAM IS BASED ON THE  
THEORY THAT COMBINING ORGANIZING, COMMUNITY MOBILIZATION, MONITORING OF

Name of the organization	NATIONAL ASSOCIATION FOR THE ADVANCEMENT OF COLORED PEOPLE (NAACP)	Employer identification number 13-1084135
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LENDING PRACTICES, EDUCATION AND IMPROVED ACCESS TO QUALITY PRODUCTS AND SERVICES WILL RESULT IN IMPROVED FINANCIAL SECURITY AND ECONOMIC SOLVENCY. THE OBJECTIVES ARE: TO EMPOWER LOCAL COMMUNITIES WITH THE NECESSARY EDUCATION, RESOURCES AND PARTNERSHIPS TO DEVELOP SUSTAINABLE ECONOMIC MODELS THAT ADVANCE DIVERSITY AND EQUITY; TO ENSURE THAT GOVERNMENT AND INDUSTRY ARE KNOWLEDGEABLE AND COMMITTED TO BRIDGING RACIAL INEQUALITY PARTICULARLY AS IT RELATES TO EMPLOYMENT, WEALTH, LENDING AND BUSINESS OWNERSHIP; AND TO GROW A MOVEMENT OF CONCERNED CITIZENS AND ORGANIZATIONS WHO WORK TOGETHER TO PRODUCE AN INCLUSIVE AND STRONG MIDDLE CLASS ECONOMY FOR THE 21ST CENTURY. THE PROGRAM WILL WORK TO ACHIEVE THESE ADVOCACY OBJECTIVES THROUGH RELATED PROGRAM INITIATIVES FOCUSED ON ECONOMIC EDUCATION & LITERACY, FAIR LENDING ISSUES, EQUITABLE DIVERSITY AND INCLUSION PRACTICES.

HEALTH - THE NAACP HEALTH DEPARTMENT WAS CREATED TO WORK ON HEALTH EQUITY AND REDUCE HEALTH DISPARITY IN PROGRAMS AND POLICIES. IN 2011, THE HEALTH DEPARTMENT RELEASED THE NATIONAL CHILDHOOD OBESITY ADVOCACY MANUAL IN PARTNERSHIP WITH THE US SURGEON GENERAL AND THE ROBERT WOOD JOHNSON FOUNDATION. THE FOCUS OF THIS WORK IS TARGETED TOWARD CHANGING SCHOOL POLICIES, IMPROVING THE BUILT ENVIRONMENT FOR PHYSICAL ACTIVITY AND INCREASING ACCESS TO HEALTHY FOODS, PARTICULARLY FRESH FRUITS AND VEGETABLES. IN ADDITION, THE HEALTH DEPARTMENT HOSTED A NATIONAL 2-DAY HIV ADVOCACY IN PARTNERSHIP WITH THE HARVARD UNIVERSITY CENTER FOR AIDS RESEARCH TO ADDRESS THE HIV EPIDEMIC IN THE BLACK COMMUNITY. THE FIRST COLLEGIATE TOUR WAS HOSTED IN 2011 ENTITLED GET HYPE-HEALTHY YOUNG PEOPLE EVERYWHERE, WHERE THE CHAIRMAN OF THE NAACP BOARD AND MEMBERS OF THE FIELD AND HEALTH STAFF ATTENDED UNIVERSITIES TO ADDRESS HEALTHY LIVING STRATEGIES, HIV PREVENTION AND CIVIC ENGAGEMENT. FINALLY THE

Name of the organization **NATIONAL ASSOCIATION FOR THE ADVANCEMENT  
OF COLORED PEOPLE (NAACP)**

Employer identification number  
**13-1084135**

**NAACP FUNDED 7 COMMUNITIES TO IMPLEMENT PROJECT HELP (HEALTHY EATING  
LIFESTYLES & PHYSICAL ACTIVITY) TO PROMOTE CHRONIC DISEASE PREVENTION  
THROUGH EDUCATION AND COMMUNITY ACTIVITIES.**

**ENVIRONMENTAL AND CLIMATE JUSTICE - THE ENVIRONMENTAL AND CLIMATE  
JUSTICE PROGRAM (ECJP) WORKS WITH NAACP UNITS NATIONWIDE TO ADDRESS  
THREE STRATEGIC OBJECTIVES: REDUCE HARMFUL EMISSIONS, ADVANCE ENERGY  
EFFICIENCY AND CLEAN ENERGY, AND IMPROVE COMMUNITY RESILIENCE. IN 2011,  
THE ECJP'S ENGAGEMENT IN LOCAL ORGANIZING IN CHICAGO RESULTED IN THE  
CLOSURE OF 2 POLLUTING COAL FIRED POWER PLANTS. ADDITIONALLY,  
PARTICIPATION IN RULEMAKING HEARINGS IN ATLANTA, PHILADELPHIA, AND  
CHICAGO CONTRIBUTED TO THE FINALIZATION OF THE MERCURY AND AIR TOXICS  
RULE TO REGULATE POLLUTION FROM COAL FIRED POWER PLANTS. INVOLVEMENT  
WITH THE FEDERAL EMERGENCY MANAGEMENT AGENCY AND THE AMERICAN RED CROSS  
RESULTED IN INCREASED SENSITIVITY AND PLANNING AROUND THE SPECIAL NEEDS  
OF VULNERABLE AND MARGINALIZED COMMUNITIES IN THE CONTEXT OF DISASTERS.**

**LEGAL PROGRAM AND FELLOWS - THE LEGAL DEPARTMENT'S PROGRAMS ADVANCE THE  
ORGANIZATION'S MISSION BY EDUCATING NAACP UNITS AND THE GENERAL PUBLIC  
ON VIABLE LEGAL TOOLS; ADVISING THROUGHOUT STRATEGIC ADVOCACY  
CAMPAIGNS; AND LITIGATING CASES IN THE AREAS OF VOTING, CRIMINAL  
JUSTICE, EDUCATION, ECONOMIC JUSTICE, ENVIRONMENTAL JUSTICE, AND  
HEALTH. THE NAACP LAW FELLOWS PROGRAM TRAINS LAW STUDENTS IN THE  
BREADTH OF CIVIL RIGHTS ADVOCACY AND EXPOSES STUDENTS TO THE VARIETY OF  
CAREER PATHS WITHIN THE LEGAL PROFESSION.**

**LEGAL REDISTRICTING - THE REDISTRICTING PROJECT SEEKS TO ENSURE THAT  
REDISTRICTING EFFORTS INVOLVING LOCAL ENTITIES SUCH AS SCHOOL BOARDS,**



Name of the organization **NATIONAL ASSOCIATION FOR THE ADVANCEMENT  
OF COLORED PEOPLE (NAACP)**

Employer identification number  
**13-1084135**

CITIES, COUNTIES AND PARISHES, AS WELL AS EFFORTS INVOLVING STATE  
LEGISLATIVE AND OTHER BODIES ARE FAIR, TRANSPARENT, AND CONSISTENT WITH  
APPLICABLE LEGAL REQUIREMENTS OF THE VOTING RIGHTS ACT AND EQUAL  
PROTECTION CLAUSE. THIS WORK INCLUDES TRAINING, PRODUCING MANUALS AND  
FLYERS, ANALYZING REDISTRICTING PLANS, PREPARING TESTIMONY FOR NAACP  
UNITS, AND PARTICIPATING IN REDISTRICTING LITIGATION.

VOTING RIGHTS - THE VOTING RIGHTS PROGRAM'S GOAL IS TO STOP THE  
EXPANSION OF VOTER SUPPRESSION EFFORTS AND EXPAND VOTING RIGHTS FOR ALL  
AMERICANS WITH A FOCUS ON DISMANTLING THE CONTINUED PRACTICE OF FELONY  
DISENFRANCHISEMENT. THROUGH THE LAUNCH AND IMPLEMENTATION OF KEY  
ACTIVITIES, INCLUDING STRATEGIC COMMUNICATIONS, DIRECT ACTIONS AND  
MOBILIZATION, EDUCATIONAL OUTREACH, PARTNERSHIP DEVELOPMENT AND STATE  
ADVOCACY CAMPAIGNS, WE HAVE INVIGORATED TENS OF THOUSANDS OF ACTIVISTS,  
ELEVATED THE ATTACK ON VOTING RIGHTS INTO THE NATIONAL DEBATE, AND  
BEGUN TO SLOW THE TIDE OF WIDESPREAD VOTER SUPPRESSION OF MILLIONS OF  
AMERICANS, PARTICULARLY PEOPLE OF COLOR. SOME OF THE TACTICS THAT ARE  
BEING USED ARE: BUILDING CONSENSUS FOR PASSAGE OF PROGRESSIVE REFORMS,  
INCLUDING UNIVERSAL REGISTRATION, EARLY VOTING, AND USE OF THE NATIONAL  
POPULAR VOTE TO DETERMINE THE VICTOR IN PRESIDENTIAL ELECTIONS;  
ENGAGING THE UNITED NATIONS AND OTHER HUMAN RIGHTS FORUMS; REVERSING  
STATE-SPONSORED VOTER SUPPRESSION LAWS; AND EDUCATING VOTERS ON THE NEW  
REQUIREMENTS AND RULES FOR VOTER REGISTRATION AND VOTING.

CRIMINAL JUSTICE - TO ENSURE THAT CRIMINAL JUSTICE REFORM IS A PRIORITY  
FOR THE NAACP, IN 2010 THE NAACP PASSED A RESOLUTION MANDATING THE  
CREATION OF CRIMINAL JUSTICE COMMITTEES FOR THE 1200+ ACTIVE NAACP  
BRANCHES ACROSS THE COUNTRY. THE ROLE OF THESE COMMITTEES IS TO LEAD

Name of the organization **NATIONAL ASSOCIATION FOR THE ADVANCEMENT  
OF COLORED PEOPLE (NAACP)**

Employer identification number  
**13-1084135**

**EFFORTS AND DEVELOP CRIMINAL JUSTICE CAMPAIGNS ON THE STATE AND LOCAL  
LEVEL. IN THE LAST TWO YEARS, THE CRIMINAL JUSTICE PROGRAM HAS BEEN  
WORKING WITH OUR LOCAL AND STATE LEADERSHIP TO IMPLEMENT AND ACTIVATE  
THESE COMMITTEES. IN ADDITION TO THE RANGE OF CRIMINAL JUSTICE ISSUES  
THAT OUR STATE AND LOCAL LEADERSHIP DRIVE, THE NATIONAL CRIMINAL  
JUSTICE PROGRAM ADVANCES FOUR KEY PRIORITY AREAS: SENTENCING  
REFORM/ENDING MASS INCARCERATION; REMOVING EMPLOYMENT BARRIERS FOR  
FORMERLY INCARCERATED INDIVIDUALS; LAW ENFORCEMENT  
ACCOUNTABILITY/RACIAL PROFILING; AND ABOLISHING THE DEATH PENALTY.**

**CIVIC ENGAGEMENT - THE CIVIC ENGAGEMENT PROGRAM INVOLVES GROUPS AND  
ORGANIZATIONS COMMITTED TO EDUCATING AND EMPOWERING AFRICAN AMERICANS  
TO VOTE, SERVE THEIR COMMUNITIES, AND PARTICIPATE IN THE POLITICAL  
PROCESS. TRAINING MANUALS, LITERATURE, AND EXPERTISE ARE PROVIDED TO  
NAACP UNITS AND COALITION PARTNERS TO ENSURE THE DEVELOPMENT OF  
SUCCESSFUL VOTER EMPOWERMENT.**

**FORM 990, PART III, LINE 4B, PROGRAM SERVICE ACCOMPLISHMENTS:  
BROAD BASE OF LARGE COMPANIES AND SMALL VENDORS ARE AVAILABLE FOR  
MEMBERS TO VIEW, DISCUSS AND PATRONIZE DURING THE WEEK OF SEMINARS AND  
MEETINGS. IN ADDITION, A JOB FAIR IS CONDUCTED BOTH ONSITE AND  
VIRTUALLY VIA THE INTERNET.**

**IMAGE AWARDS - THE NAACP IMAGE AWARDS BESTOWS HONORS ON PROJECTS AND  
INDIVIDUALS OF ALL RACES IN THE MUSIC, FILM, TELEVISION AND LITERARY  
INDUSTRIES WHO HELPED TO PROMOTE POSITIVE IMAGES OF PEOPLE OF COLOR.  
THE AWARDS TAKE PLACE ANNUALLY AND THE IMAGE AWARDS SHOW USUALLY AIRS  
LIVE ON NETWORK TELEVISION.**

Name of the organization **NATIONAL ASSOCIATION FOR THE ADVANCEMENT  
OF COLORED PEOPLE (NAACP)**

Employer identification number  
**13-1084135**

**LEADERSHIP 500 - THE LEADERSHIP 500 SUMMIT CONVENES APPROXIMATELY 500  
MID LEVEL PROFESSIONALS FOR A WEEKEND OF CRITICAL AND INTENSE DISCOURSE  
ABOUT OUR CONTINUING ROLE IN THE PURSUIT OF CIVIL RIGHTS AND SOCIAL  
JUSTICE. THIS VITAL GROUP OF INDIVIDUALS, WHO ARE POSITIONED TO  
PROVIDE LEADERSHIP AT EVERY LEVEL PROFESSIONALLY AND IN THE CIVIC  
ARENA, ALSO HONE THEIR LEADERSHIP SKILLS AND NETWORK WHICH INCREASES  
THEIR ABILITY TO ADVANCE PERSONALLY, PROFESSIONALLY AND PROVIDE  
LEADERSHIP IN THEIR COMMUNITIES.**

**FORM 990, PART III, LINE 4D, OTHER PROGRAM SERVICES:**

**MEMBERSHIP SERVICES - THE NATIONAL MEMBERSHIP DEPARTMENT IS RESPONSIBLE  
FOR THE GROWTH IN THE NUMBER OF NAACP MEMBERS THROUGH THE PLANNING,  
STRUCTURING AND DIRECTING OF RECRUITMENT CAMPAIGNS THROUGH NAACP UNITS,  
CHURCHES, DONORS AND OTHER ORGANIZATIONS. THE MEMBERSHIP DEPARTMENT  
PROVIDES DIRECT SERVICE TO INDIVIDUAL MEMBERS AS WELL AS TO LOCAL UNITS  
OF THE NAACP. (EXPENSES \$ 2,539,642 REVENUE \$2,847,951).**

**DIRECT ISSUE EDUCATION - THE NAACP UTILIZES ITS DIRECT MAIL AND  
COMMUNICATIONS CAPACITY TO REGULARLY INFORM AND EDUCATE ITS  
CONSTITUENTS, STAKEHOLDERS, AND SUPPORTERS ABOUT ITS PROGRAMS AND  
OTHER STRATEGIC INITIATIVES (EXPENSES \$2,845,054).**

**RESEARCH AND POLICY - THIS OVERARCHING DIVISION WAS CREATED LATE IN  
2005 TO PROVIDE RESEARCH AND DEVELOP NAACP POLICY ON PUBLIC POLICY  
ISSUES AFFECTING PEOPLE OF COLOR IN THE UNITED STATES. (EXPENSES \$  
\$1,143,212 REVENUE \$450,000).**

Name of the organization **NATIONAL ASSOCIATION FOR THE ADVANCEMENT  
OF COLORED PEOPLE (NAACP)**

Employer identification number  
**13-1084135**

**DISASTER RELIEF -(EXPENSES \$714 REVENUE \$0).**

**EXPENSES \$ 6,528,672. INCLUDING GRANTS OF \$ 0. REVENUE \$ 3,297,951.**

**FORM 990, PART VI, SECTION A, LINE 6: MEMBERSHIP DUES PROVIDE A  
SUBSTANTIAL PORTION OF THE REVENUE USED TO SUPPORT THE EXEMPT PURPOSE OF  
THE ORGANIZATION.**

**FORM 990, PART VI, SECTION A, LINE 7A: BOARD OF DIRECTORS AND OFFICERS ARE  
ELECTED BY MEMBERS OF THE ORGANIZATION.**

**FORM 990, PART VI, SECTION B, LINE 11: THE AUDIT COMMITTEE OF THE BOARD OF  
DIRECTORS IS RESPONSIBLE FOR REVIEWING THE NAACP'S FORM 990.**

**FORM 990, PART VI, SECTION B, LINE 12C: THE ORGANIZATION IS RESPONSIBLE  
FOR REVIEWING THE STATEMENTS AND MONITORING COMPLIANCE WITH THE POLICY.**

**FORM 990, PART VI, SECTION B, LINE 15: DECISIONS INVOLVING COMPENSATION OF  
THE CHIEF EXECUTIVE OFFICER OF NAACP ARE MADE BY THE EXECUTIVE COMMITTEE OF  
BOARD OF DIRECTORS USING A REVIEW OF THE COMPENSATION PAID BY COMPARABLE  
NON-PROFIT ORGANIZATIONS IN THE METROPOLITAN WASHINGTON, DC REGION BASED ON  
SURVEYS OR OTHER APPROPRIATE DOCUMENTATION, AN INDEPENDENT CONSULTANT, OR A  
COMBINATION THEREOF. DECISIONS INVOLVING COMPENSATION OF OTHER OFFICERS  
AND KEY EXECUTIVES ARE MADE BY THE PRESIDENT USING A REVIEW OF COMPENSATION  
PAID BY COMPARABLE NON-PROFIT ORGANIZATIONS IN THE METROPOLITAN WASHINGTON,  
DC REGION BASED ON SURVEYS OR OTHER APPROPRIATE DOCUMENTATION, AN  
INDEPENDENT CONSULTANT, OR A COMBINATION THEREOF.**

**FORM 990, PART VI, LINE 17, LIST OF STATES RECEIVING COPY OF FORM 990:**

132212  
01-23-12

Schedule O (Form 990 or 990-EZ) (2011)



Name of the organization **NATIONAL ASSOCIATION FOR THE ADVANCEMENT  
OF COLORED PEOPLE (NAACP)**Employer identification number  
**13-1084135**

**AK, AL, AZ, CA, CO, CT, DE, FL, GA, HI, IA, ID, IL, IN, KS, KY, LA, MA, MD, ME, MI, MN, MO, MS, MT  
NC, ND, NE, NH, NJ, NV, NY, OH, OK, OR, PA, RI, SC, SD, TN, TX, UT, VT, VA, WA, WI, WV, WY**

**FORM 990, PART VI, SECTION C, LINE 19: THE ORGANIZATION MAKES GOVERNING  
DOCUMENTS, CONFLICT OF INTEREST POLICY AND FINANCIAL STATEMENTS AVAILABLE  
TO THE PUBLIC VIA THE NAACP WEBSITE AND UPON REQUEST.**

**FORM 990, PART XI, LINE 5, CHANGES IN NET ASSETS:**

**NET UNREALIZED LOSSES ON INVESTMENTS: -234,074.**

**NET PENSION OBLIGATION -1,734,337.**

**TOTAL TO FORM 990, PART XI, LINE 5 -1,968,411.**

**FORM 990, PART XII, 2C**

**THE ORGANIZATION HAS NOT CHANGED ITS OVERSIGHT PROCESS OR SELECTION  
PROCESS.**



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

[illegible]

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

[illegible]

# **NATIONAL ASSOCIATION FOR THE ADVANCEMENT OF COLORED PEOPLE (NAACP)**

Schedule R (Form 990) 2011 **13-1084135** Page **3**

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

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

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

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

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

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

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

**e** Loans or loan guarantees by related organization(s)

**f** Sale of assets to related organization(s)

**g** Purchase of assets from related organization(s)

**h** Exchange of assets with related organization(s)

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

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

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

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

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

**n** Sharing of paid employees with related organization(s)

**o** Reimbursement paid to related organization(s) for expenses

**p** Reimbursement paid by related organization(s) for expenses

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

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

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

(a) Name of other organization	(b) Transaction type (a-r)	(c) Amount involved	(d) Method of determining amount involved
(1) <b>CRISIS PUBLISHING COMPANY</b>	<b>L</b>	<b>1,583,235</b>	<b>COST OF MAGAZINE &amp; ADVERTISING</b>
(2) <b>NAACP-SPECIAL CONTRIBUTION</b>	<b>P</b>	<b>24,897</b>	<b>G&amp;A ALLOCATION</b>
(3) <b>CRISIS PUBLISHING COMPANY</b>	<b>P</b>	<b>126,067</b>	<b>G&amp;A ALLOCATION</b>
(4) <b>NAACP-SPECIAL CONTRIBUTION</b>	<b>R</b>	<b>1,455,581</b>	<b>TOTAL REVENUE</b>
(5) <b>CRISIS PUBLISHING COMPANY</b>	<b>R</b>	<b>1,594,697</b>	<b>TOTAL REVENUE</b>
(6) <b>CRISIS PUBLISHING COMPANY</b>	<b>D</b>	<b>2,772,343</b>	



**13-1084135** **Page 4**

**Part VI**   **Unrelated Organizations Taxable as a Partnership** (Complete if the organization answered "Yes" to Form 990, Part IV, line 37.)

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

[illegible]