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

# Return of Organization Exempt From Income Tax 

- The organization may have to use a copy of this retum to satisfy state reporting requirements.


B Check if applicable
$\square$ Name change $\square$ Amended retum
endear year, or tax year beginning $\quad 01 / 01 \quad, 2010$, and ending $\quad 12 / 31 \quad, 20 \quad 10$



H(0) is the a group ream to afficter? $\square$ Yes No
$H(b)$ Are all affiliates included?


Yes $\square$ No If "No." attach a list. (see instructions)
$H(c)$ Group exemption number $D$
Part Summary
 Net assets or fund balances. Subtract line 21 from line 20
Part II Signature Block
Under penalties of perfiug-ddeclare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is trio. correct, andy ebmplate/Declaration of preparer (other yeah officer) is bassec/on alliniomation of which preparer has any knowledge.


# Pílill Statement of Program Service Accomplishments Check if Schedule O contains a response to any question in this Part III 

' 1 Briefly describe the organization's mission:
Citizens for Strength and Securty Action Fund uses paid media communcations to educate the public about the need for affordable health care for all Arnericans and to promote poiccies that address the economic needs of American familes

2 Did the organization undertake any significant program services during the year which were not listed on the prior Form 990 or 990-EZ?
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?
If "Yes," describe these changes on Schedule 0.
4 Describe the exempt purpose achievements for each of the organization's three largest program services 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.

Coaltton-bulding around health care to demonstrate to Americans that a wde variety of trusted stakeholders were willing to drop usual opposing agendas and come together around solutions to solve America's health crisis
$\qquad$
$\qquad$

 Nationwide television and radio campaign that ilustratod pooblems in health care, Including nsing cost, and called for action in Washington to address the solution
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
40 (Code:
) (Expenses $\$ \ldots \ldots .-1,541,951$ including grants of $\$$
o ) (Revenue \$ 0 ) Nationwide grasstops campaign to build consensus in Washington for action on issues like health care, 10 ob creation and trade and that included outreach va direct mall and phone campangns
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
(Expenses $\$ \quad 86,000$ including grants of $\$ \quad 0$ ) (Revenue $\$ \quad 0$ )

4e Total program service expenses $\quad 13,225,529$

## Part IV Checklist of Required Schedules

' 1 Is the organization described in section 501(c)(3) or 4947(a)(1) (other than a private foundation)? If "Yes," complete Schedule A
2 Is the organization required to complete Schedule B, Schedule of Contributors? (see instructions)
3 Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for public office? If "Yes," complete Schedule C, Part I
4 Section 501(c)(3) organizations. Did the organization engage in lobbying activities, or have a section 501(h) election in effect during the tax year? If "Yes," complete Schedule C, Part II
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? If "Yes," complete Schedule C, Part III
6 Did the organization maintain any donor advised funds or any similar funds or accounts where donors have the right to provide advice on the distribution or investment of amounts in such funds or accounts? If "Yes," complete Schedule D, Part I.
7 Did the organization receive or hold a conservation easement, including easements to preserve open space, the environment, historic land areas, or historic structures? If "Yes," complete Schedule D, Part II
8 Did the organization maintain collections of works of art, historical treasures, or other similar assets? If "Yes," complete Schedule D, Part III
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? If "Yes," complete Schedule D, Part IV
10 Did the organization, directly or through a related organization, hold assets in term, permanent, or quasiendowments? If "Yes," complete Schedule D, Part V
11 If the organization's answer to any of the following questions is "Yes," ten complete Schedule D, Parts VI , VII, VIII, IX, or X as applicable.
a Did the organization report an amount for land, buildings, and egspment in Part $X$, line 10? If "Yes," complete Schedule D, Part VI
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? If "Yes, " con̂plete Schedule D, Part VII
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 ? If "Yes," complete Schedule D, Part VIII.
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? If "Yes," complete Scriedule D, Part IX
e Did the organization report an amount for other labilties in Part $X$, line 25? If "Yes," complete Schedule D, Part $X$
$f$ 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)? If "Yes," complete Schedule D, Part X .
12 a Did the organization obtain separate, independent audited financial statements for the tax year? If "Yes," complete Schedule D, Parts XI, XII, and XIII
b Was the organization included in consolidated, independent audited financial statements for the tax year? If "Yes," and of the organization answered "No" to line 12a, then completing Schedule D, Parts XI, XII, and XIII is optional
13 Is the organization a school described in section 170(b)(1)(A)(ii)? If "Yes," complete Schedule $E$
14 a Did the organization maintain an office, employees, or agents outside of the United States?
b Did the organization have aggregate revenues or expenses of more than $\$ 10,000$ from grantmaking, fundraising, business, and program service activities outside the United States? If "Yes," complete Schedule F, Parts I and IV
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? If "Yes," complete Schedule F, Parts II and IV .
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? If "Yes," complete Schedule F, Parts III and IV
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 11 e? If "Yes," complete Schedule G, Part I (see instructions)
18 Did the organization report more than $\$ 15,000$ total of fundraising event gross income and contributions on Part VIII, lines 1c and 8a? If "Yes," complete Schedule G, Part II .
19 Did the organization report more than $\$ 15,000$ of gross income from gaming activities on Part VIII, line $9 a$ ? If "Yes," complete Schedule G, Part III
20 a Did the organization operate one or more hospitals? If "Yes," complete Schedule H
b If "Yes" to line 20a, did the organization attach its audited financial statements to this retum? Note. Some Form 990 filers that operate one or more hospitals must attach audited financial statements (see instructions)

|  | Yes | No |
| :---: | :---: | :---: |
| 1 |  | $\checkmark$ |
| 2 | $\checkmark$ |  |
| 3 | $\checkmark$ |  |
| 4 |  |  |
| 5 |  | $\checkmark$ |
| 6 |  | $\checkmark$ |
| 7 |  | $\checkmark$ |
| 8 |  | $\checkmark$ |
| 9 |  | $\checkmark$ |
| 10 |  | $\checkmark$ |
| 11a |  | $\checkmark$ |
| 11b |  | $\checkmark$ |
| 11c |  | $\checkmark$ |
| 11d |  | $\checkmark$ |
| 11e |  | $\checkmark$ |
| 11 f |  | $\checkmark$ |
| 12a |  | $\checkmark$ |
| 12b |  | $\checkmark$ |
| 13 |  | $\checkmark$ |
| 14a |  | $\checkmark$ |
| 14b |  | $\checkmark$ |
| 15 |  | $\checkmark$ |
| 16 |  | $\checkmark$ |
| 17 |  | $\checkmark$ |
| 18 |  | $\checkmark$ |
| 19 |  | $\checkmark$ |
| 20 a |  | $\checkmark$ |
| 20b |  |  |

## Part IV Checklist of Required Schedules (continued)

21 Did the organization report more than $\$ 5,000$ of grants and other assistance to govemments and organizations in the United States on Part IX, column (A), line 1? If "Yes," complete Schedule I, Parts I and II
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 III
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.
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
b Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception?
c Did the organization maintain an escrow account other than a refunding escrow at any time during the year to defease any tax-exempt bonds?
d Did the organization act as an "on behalf of" issuer for bonds outstanding at any time during the year?
25a Section 501(c)(3) 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
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 .
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.
27 Did the organization provide a grant or other assistance to an officer, director, trustee, key employee, substantial contributor, or a grant selection committee member, or to aperson related to such an individual? If "Yes," complete Schedule L, Part III
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 employe? If 'res," complete Schedule L, Part IV
b A family member of a current or former officer, dirgçor, njstee, or key employee? If "Yes," complete Schedule L, Part IV
c An entity of which a current or former officer, direcior, rustee, or key employee (or a family member thereof) was an officer, director, trustee, or direct or incirect owner? If "Yes," complete Schedule L, Part IV
29 Did the organization receive more than $\$ 25,000$ in non-cash contributions? If 'Yes, ${ }^{n}$ complete Schedule $M$
30 Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation contributions? If "Yes," complete Schedule M
31 Did the organization liquidate, terminate, or dissolve and cease operations? If "Yes," complete Schedule $\mathbf{N}$, Part I
32 Did the organization sell, exchange, dispose of, or transfer more than $25 \%$ of its net assets? If "Yes," complete Schedule N, Part II
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 .
34 Was the organization related to any tax-exempt or taxable entity? If "Yes," complete Schedule R, Parts II, III, $I V$, and $V$, line 1
35 Is any related organization a controlled entity within the meaning of section 512(b)(13)?
a 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

Yes
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.
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 .
38 Did the organization complete Schedule O and provide explanations in Schedule O for Part VI, lines 11 and 19? Note. All Form 990 filers are required to complete Schedule O

| 21 |  | No |
| :---: | :---: | :---: |
| 22 |  | $\checkmark$ |
| 23 |  | $\checkmark$ |
| 24a |  | $\checkmark$ |
| 24b |  |  |
| 24c |  |  |
| 24d |  |  |
| 25a |  | $\checkmark$ |
| 25b |  | $\checkmark$ |
| 26 |  | $\checkmark$ |
| 27 |  | $\checkmark$ |
| $28 \mathrm{a}$ |  | $\checkmark$ |
| 28b |  | $\checkmark$ |
| 28c |  | $\checkmark$ |
| 29 |  | $\checkmark$ |
| 30 |  | $\checkmark$ |
| 31 |  | $\checkmark$ |
| 32 |  | $\checkmark$ |
| 33 |  | $\checkmark$ |
| 34 |  | $\checkmark$ |
| 35 |  | $\checkmark$ |
| 36 |  |  |
| 37 |  | $\checkmark$ |
| 38 | $\checkmark$ |  |

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

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

1 Enter the number reported in Box 3 of Form 1096. Enter -0- if not applicable
b Enter the number of Forms $\mathbf{W}$-2G included in line $\mathbf{1 a}$. Enter $\mathbf{- 0}$ - if not applicable .
c Did the organization comply with backup withholding rules for reportable payments to vendors and reportable gaming (gambling) winnings to prize winners?
2a 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
b If at least one is reported on line $\mathbf{2 a}$, did the organization file all required federal employment tax returns? Note. If the sum of lines 1 a and 2 a is greater than 250 , you may be required to e-file. (see instructions)
3a Did the organization have unrelated business gross income of $\$ 1,000$ or more during the year?
b If "Yes," has it filed a Form 990-T for this year? If "No," provide an explanation in Schedule O
4a 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)?
b If "Yes," enter the name of the foreign country:
See instructions for filing requirements for Form TDF 90-22.1, Report of Foreign Bank and Financial Accounts.
5 Was the organization a party to a prohibited tax shelter transaction at any time during the tax year?
b Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction? c If "Yes" to line 5a or 5b, did the organization file Form 8886-T?
6a 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? .
b If "Yes," did the organization include with every solicitation an express statemient that such contributions or gifts were not tax deductible?
7 Organizations that may receive deductible contributions under section 170(c).
a 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?
b If "Yes," did the organization notify the donor of the value of the goods or services provided?
c Did the organization sell, exchange, or otherwise dispose of tangible personal property for which it was required to file Form 8282?
d If "Yes," indicate the number of Forms 8282 filed during the year
e Did the organization receive any funds, directly or indirectly, to pay premiums on a personal benefit contract?
f Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contract?
9 If the organization received a contribution of qualified intellectual property, did the organization file Form 8899 as required?
h If the organization received a contribution of cars, boats, airplanes, or other vehicles, did the organization file a Form 1098-C?
8 Sponsoring organizations maintaining donor advised funds and section 509(a)(3) supporting organizations. Did the supporting organization, or a donor advised fund maintained by a sponsoring organization, have excess business holdings at any time during the year?
9 Sponsoring organizations maintaining donor advised funds.
a Did the organization make any taxable distributions under section 4966 ?
b Did the organization make a distribution to a donor, donor advisor, or related person?
10 Section 501(c)(7) organizations. Enter:
a Initiation fees and capital contributions included on Part VIII, line 12
b Gross receipts, included on Form 990, Part VIII, line 12, for public use of club facilities

| $10 a$ |
| :--- |
| $10 b$ |

11 Section 501(c)(12) organizations. Enter:
a Gross income from members or shareholders
b Gross income from other sources (Do not net amounts due or paid to other sources against amounts due or received from them.)
12a Section 4947(a)(1) non-exempt charitable trusts, is the organization filing Form 990 in lieu of Form 1041?
b If "Yes," enter the amount of tax-exempt interest received or accrued during the year.
13 Section 501(c)(29) qualified nonprofit health insurance issuers.
a Is the organization licensed to issue qualified health plans in more than one state? Note. See the instructions for additional information the organization must report on Schedule O.
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
c Enter the amount of reserves on hand
14a Did the organization receive any payments for indoor tanning services during the tax year?
b If "Yes," has it filed a Form 720 to report these payments? If "No," provide an explanation in Schedule O


Part VI Governance, Management, and Disclosure For each "Yes" response to lines 2 through 7b below, and for a "No" response to line $8 \mathrm{a}, 8 \mathrm{~b}$, or 10 b below, describe the circumstances, processes, or changes in Schedule O. See instructions. Check if Schedule $\mathbf{O}$ contains a response to any question in this Part VI

## Section A. Goveming Body and Management

1a Enter the number of voting members of the governing body at the end of the tax year.
b Enter the number of voting members included in line 1a, above, who are independent
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?
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?
4 Did the organization make any significant changes to its goveming documents since the prior Form 990 was filed?
5 Did the organization become aware during the year of a significant diversion of the organization's assets?
6 Does the organization have members or stockholders? .
7a Does the organization have members, stockholders, or other persons who may elect one or more members of the governing body?
b Are any decisions of the goveming body subject to approval by members, stockholders, or other persons?
8 Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following:
a The governing body?
b Each committee with authority to act on behalf of the goveming body?
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 0.

|  | Yes | No |
| :---: | :---: | :---: |
| 2 |  |  |
| 2 |  |  |
| 2 | $\ddots$ |  |
| 3 |  | $\ddots$ |
| 4 | $\ddots$ |  |
| 5 |  | $\ddots$ |
| 6 |  | $\ddots$ |
| $7 a$ |  | $\ddots$ |
| $7 b$ |  | $\ddots$ |
|  |  |  |
| $8 a$ | $\ddots$ |  |
| $8 b$ | $\ddots$ |  |
| 9 |  |  |
| 9 |  |  |

## Section B. Policies (This Section B requests information about policies hot required by the Internal Revenue Code.)

10a Does the organization have local chapters, branches, or affiliates?
b If "Yes," does the organization have written policies and procedures governing the activities of such chapters, affiliates, and branches to ensure their operations afe consistent with those of the organization? .
11a Has the organization provided a copy of this Form 990 to all sembers of its governing body before filing the form?
b Describe in Schedule $O$ the process, if any, used by the organization to review this Form 990.
12a Does the organization have a written conflict of interest policy? If "No," go to line 13
b Are officers, directors or trustees, and key employees required to disclose annually interests that could give rise to conflicts?
c Does the organization regularly and consistently monitor and enforce compliance with the policy? If "Yes," describe in Schedule $O$ how this is done.
13 Does the organization have a written whistleblower policy?
14 Does the organization have a written document retention and destruction policy?
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
b Other officers or key employees of the organization
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?
b If "Yes," has the organization adopted a written policy or procedure requiring the organization to evaluate its participation in joint venture arrangements under applicable federal tax law, and taken steps to safeguard the organization's exempt status with respect to such arrangements?

|  | Yes | No |
| :---: | :---: | :---: |
| 10a |  | $\checkmark$ |
| 10b |  |  |
| 11a | $\checkmark$ |  |
| 12a |  | $\checkmark$ |
| 12b |  |  |
| 12c |  |  |
| 13 |  | $\checkmark$ |
| 14 |  | $\checkmark$ |
| 15a |  | $\checkmark$ |
| 15b |  | $\checkmark$ |
| 16a |  | $\checkmark$ |
| 16b |  |  |

## Section C. Disclosure

17 List the states with which a copy of this Form 990 is required to be filed $>$
18 Section 6104 requires an organization to make its Forms 1023 (or 1024 if applicable), 990 , and $990-\mathrm{T}$ ( 501 (c)(3)s only) available for public inspection. Indicate how you make these available. Check all that apply.
$\square$ Own websiteAnother's website
$\square$ Upon request

19 Describe in Schedule $O$ whether (and if so, how), the organization makes its governing documents, conflict of interest policy, and financial statements available to the public.
20 State the name, physical address, and telephone number of the person who possesses the books and records of the organization: S\&B Public Solutions (202) 298-3232 1000 Potomac St NW Ste 500 Washington DC 20007

## Part VII Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors <br> 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.
$\square$ Check this box if neither the organization nor any related organization compensated any current officer, director, or trustee.


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

3 Did the organization list any former officer, director or trustee, key employee, or highest compensated employee on line 1a? If "Yes," complete Schedule $J$ for such individual
4 For any individual listed on line 1a, is the sum of reportable compensation and other compensation from the organization and related organizations greater than $\$ 150,000$ ? if "Yes," complete Schedule $J$ for such individual
5 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," compiete Schedule $J$ for such person


## 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.

| (A) <br> Name and business address | (B) <br> Description of services | (C) Compensation |
| :---: | :---: | :---: |
| Waterfront Strategies Inc, 1010 Wisconsin Ave NW Ste 800, Washington DC 20007 | Media Buys | 7,229,672 |
| LUC Media Inc, 25 Whitlock Place Ste 201, Marietta GA 30064 | Media Buys | 1,790,150 |
| Greenlight Media Strategies LLC, 32 Court Street Ste 2109, Brooklyn NY 11201 | Communications | 818,853 |
| SA Production \& Data LLC, 1000 Potomac St NW Ste 500, Washington DC 20007 | Coalition Management | 700,000 |
| S\&B Public Solutions LLC, 1000 Potomac St NW Ste 500, Washinaton DC 20007 | Issue Advocacy | 481,573 |
| 2 Total number of independent contractors (including but not lim received more than $\$ 100,000$ in compensation from the organization | those listed above) who |  |



| $t$ 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). |  |  |  |  |  |
| Do not include amounts reported on lines 6b, 7b, 8b, 9b, and 10b of Part VIII. |  | $\begin{gathered} \text { (A) } \\ \text { Total expenses } \end{gathered}$ | (B) Program service expenses | $\begin{aligned} & \text { (C) } \\ & \text { Management and } \\ & \text { general expenses } \end{aligned}$ | $\begin{gathered} \text { (D) } \\ \begin{array}{c} \text { Fundralsing } \\ \text { expenses } \end{array} \end{gathered}$ |
| 1 <br> 2 <br> 3 | Grants and other assistance to governments and organizations in the U.S. See Part IV, line 21 . | 1,300,865 | 1,300,865 |  |  |
|  | Grants and other assistance to individuals in the U.S. See Part IV, line 22 |  |  |  |  |
|  | Grants and other assistance to governments, organizations, and individuals outside the U.S. See Part IV, lines 15 and 16 |  |  |  |  |
| 4 | Benefits paid to or for members |  |  |  |  |
|  | Compensation of current officers, directors, trustees, and key employees |  |  |  |  |
| 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 |  |  |  |  |
|  | Pension plan contributions (include section 401 (k) and section 403(b) employer contributions) |  |  |  |  |
| $\begin{array}{r} 9 \\ 10 \end{array}$ | Other employee benefits . |  |  |  |  |
|  | Payroll taxes . . |  |  |  |  |
| 11 | Fees for services (non-employees): |  |  |  |  |
| a | Management | 1,006,562 | $950,563$ | 56,000 |  |
| b | Legal . . . . | 17,214 |  | 17,214 |  |
| c | Accounting . . . . . . . . . . |  |  |  |  |
| d | Lobbying . . . . . . . |  |  |  |  |
| e | Professional fundraising services. See Part IV, line 17 | ( |  |  |  |
| $f$ | Investment management fees | - |  |  |  |
| g | Other . . | 120,000 |  | 120,000 |  |
| 12 | Advertising and promotion |  |  |  |  |
| 13 | Office expenses | 708 |  | 708 |  |
| 14 | Information technology | 2,500 |  | 2,500 |  |
| 15 | Royalties |  |  |  |  |
| 16 | Occupancy |  |  |  |  |
| $\begin{aligned} & 17 \\ & 18 \end{aligned}$ | Travel . . . . . . . . . . . |  |  |  |  |
|  | 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 . |  |  |  |  |
| $\begin{aligned} & 22 \\ & 23 \end{aligned}$ | Depreciation, depletion, and amortization |  |  |  |  |
|  | Insurance . . . |  |  |  |  |
| 24 | Other expenses. Itemize expenses not covered above (List miscellaneous expenses in line 24f. If line 24 f amount exceeds $10 \%$ of line 25 , column (A) amount, list line 24 f expenses on Schedule O.) |  |  |  |  |
| a | Research | 86,000 | 86,000 |  |  |
| b | Grasstops Consulting | 604,573 | 604,573 |  |  |
| $\begin{array}{r} c \\ \mathbf{d} \\ \mathbf{e} \\ \mathbf{f} \end{array}$ | Media Buys and Production Expenses | 9,346,151 | 9,346,151 |  |  |
|  | Communications | 937,377 | 937,377 |  |  |
|  |  |  |  |  |  |
|  | All other expenses |  |  |  |  |
|  | Total functional expenses. Add lines 1 through 24f | 13,421,951 | 13,225,529 | 196.422 | 0 |
| 26 | Joint costs. Check here $\square$ if following SOP 98-2 (ASC 958-720). Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation |  |  |  |  |


|  |  |  | (A) Beginning of year |  | (B) <br> End of year |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  | 1 | Cash-non-interest-bearing | 122,631 | 1 | 74,799 |
|  | 2 | Savings and temporary cash investments | 0 | 2 | 0 |
|  | 3 | Pledges and grants receivable, net | 0 | 3 | 0 |
|  | 4 | Accounts receivable, net |  | 4 | 0 |
|  | 5 | Receivables from current and former officers, directors, trustees, key employees, and highest compensated employees. Complete Part II of Schedule L | $\cdots$ | 5 | 0 |
|  | 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 | 0 |
|  | 7 | Notes and loans receivable, net | 0 | 7 | 0 |
|  | 8 | Inventories for sale or use | 0 | 8 | 0 |
|  | 9 | Prepaid expenses and deferred charges | 0 | 9 |  |
|  | 10a | Land, buildings, and equipment cost or other basis. Complete Part VI of Schedule D |  |  |  |
|  | $b$ | Less: accumulated depreciation . . . . 10b |  | 10c | 0 |
|  | 11 | Investments-publicly traded securities . |  | 11 | 0 |
|  | 12 | Investments-other securities. See Part IV, line 11 |  | 12 |  |
|  | 13 | Investments-program-related. See Part IV, line 11. | 0 | 13 | 0 |
|  | 14 | Intangible assets . |  | 14 | 0 |
|  | 15 | Other assets. See Part IV, line 11 . |  | 15 | 0 |
|  | 16 | Total assets. Add lines 1 through 15 (must equal line 34) . . . . | 122,631 | 16 | 74,779 |
|  | 17 | Accounts payable and accrued expenses . . . . . . . . . |  | 17 | 0 |
|  | 18 | Grants payable . . |  | 18 | 0 |
|  | 19 | Deferred revenue |  | 19 |  |
|  | 20 | Tax-exempt bond liabilities . . . . . . . . . . |  | 20 | 0 |
|  | 21 | Escrow or custodial account liability. Complete Part IV pf Schedule D |  | 21 | 0 |
|  | 22 | Payables to current and former officers, directors, trustees, key employees, highest compensated employees, and disqualified persons. Complete Part II of Schedule L | - . - 0 | 22 | 0 |
|  | 23 | Secured mortgages and notes payable to snrelated third parties |  | 23 | 0 |
|  | 24 | Unsecured notes and loans payable to unrelated third parties |  | 24 | 0 |
|  | 25 | Other liabilities. Complete Part X of Schedule D |  | 25 |  |
|  | 26 | Total liabilities. Add lines 17 through 25 . . |  | 26 |  |
|  |  | Organizations that follow SFAS 117, check here $\square \square$ and complete lines 27 through 29, and lines 33 and 34. | . $\quad . \quad . . .$. |  | - |
|  | 27 | Unrestricted net assets . |  | 27 |  |
|  | 28 | Temporarily restricted net assets . |  | 28 |  |
|  | 29 | Permanently restricted net assets . . . |  | 29 |  |
|  |  | Organizations that do not follow SFAS 117, check here $\square$ and complete lines 30 through 34. |  |  | - - |
|  | 30 | Capital stock or trust principal, or current funds . . . . . | 122.631 | 30 | 74,779 |
|  | 31 | Paid-in or capital surplus, or land, building, or equipment fund . . |  | 31 | 0 |
|  | 32 | Retained eamings, endowment, accumulated income, or other funds | 0 | 32 | 0 |
|  | 33 | Total net assets or fund balances . | 122,631 | 33 | 74,779 |
|  | 34 | Total liabilities and net assets/fund balances . . . | 122,631 | 34 | 74,779 |

## Part XI Reconciliation of Net Assets <br> 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).
2 Total expenses (must equal Part IX, column (A), line 25)
3 Revenue less expenses. Subtract line 2 from line 1
4 Net assets or fund balances at beginning of year (must equal Part $X$, line 33, column (A)) .
5 Other changes in net assets or fund balances (explain in Schedule O)
6 Net assets or fund balances at end of year. Combine lines 3, 4, and 5 (must equal Part $X$, line 33, column (B))

| 1 | $13,374,100$ |
| :--- | ---: |
| 2 | $13,421,951$ |
| 3 | $-47,851$ |
| 4 | 122,631 |
| 5 | -1 |
|  |  |
| 6 | 74,779 |

## Part XII Financial Statements and Reporting

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

1 Accounting method used to prepare the Form 990: $\square$ Cash $\square$ Accrual $\square$ 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?
b Were the organization's financial statements audited by an independent accountant?
c If "Yes" to line $\mathbf{2 a}$ or $\mathbf{2 b}$, 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.
d If "Yes" to line 2 a or 2 b , check a box below to indicate whether the financial statements for the year were issued on a separate basis, consolidated basis, or both:
$\square$ Separate basis $\square$ Consolidated basis $\square$ Both consolidated andseparae basis
3a As a result of a federal award, was the organization required to undergo ąn audit or audits as set forth in the Single Audit Act and OMB Circular A-133?.
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 (2010)

SCHEDULE C
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) organızations: 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 organizatıons: 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) organizatıons 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 35a (Proxy Tax), then
- Section 501(c)(4), (5), or (6) organizations: Complete Part III.


## Name of organization

CITIZENS FOR STRENGTH AND SECURITY ACTION FUND
PIZ 27 27-0575325
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 . . . . . . . . . . . . . . . . . . . . . . . . . \$
$2,859,760$
3 Volunteer hours 0

## 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


4a Was a correction made?
b If "Yes," describe in Part IV.
Part I-C Complete if the organization is exempt under seetion 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 contabuted 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-PGK for tifis year?
5 Enter the names, addresses and employer identfication 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 organizatoon's funds. If none, enter -0-. | (e) Amount of political contributions received and promptly and directly delvered to a separate poitical organization. If none, enter -0-. |
| :---: | :---: | :---: | :---: | :---: |
| (1) |  |  |  |  |
| (2) |  |  |  |  |
| (3) |  |  |  |  |
| (4) |  |  |  |  |
| (5) |  |  |  |  |
| (6) |  |  |  |  |
| For Paperwork Reductio | ons for For |  | 50084 S Sched | C (Form 990 or 990-E®) 2010 |



4-Year Averaging Period Under Section 501(h)
(Some organizations that made a section $501(\mathrm{~h})$ electiondo not have to complete all of the five columns below. See the instructions for lines ia through $2 f$ on page 4.)

| Lobbying Expenditures Duing 4-Year Averaging Period |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Calendar year (or fiscal year beginnıng in) | (a) 2007 | (b) 2008 | (c) 2009 | (d) 2010 | (e) Total |
| 2a Lobbying nontaxable amount |  |  |  |  |  |
| b Lobbying ceiling amount ( $150 \%$ of line 2a, column (e)) | , |  |  |  |  |
| c Total lobbying expenditures |  |  |  |  |  |
| d Grassroots nontaxable amount |  |  |  |  |  |
| e Grassroots ceiling amount (150\% of line 2d, column (e)) |  |  |  |  |  |
| f Grassroots lobbying expenditures |  |  |  |  |  |

Schedule C (Form 990 or 990-EZ) 2010

## Part II-B Complete if the organization is exempt under section 501(c)(3) and has NOT filed Form 5768 (election under section $501(\mathrm{~h})$ ).



## 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; and Part II-B, line 1i. Also, complete this part for any additional information.
SCHEDULE C PART I-A LINE 1 - Citizens for Strength and Security Action Fund produced and ran an independent paid media campaign
consisting of television advertisements and other public communicatoons to indirectly influence elections in Washington, Delaware New York and

SCHEDULE 0 (Form 990 or 990-EZ)

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

Department of the Treasury
Internal Revenue Service
Name of the organization
CITIZENS FOR STRENGTH AND SECURITY ACTION FUND

FORM 990, PART VI, SECTION A, LINE 2 - Officers were employed by the same business entity

FORM 990, PART VI, SECTION A LINE 4 - Organization changed its name from Amencans for Stable Quality Care to Citizens for Strength and Security Action Fund

FORM 990, PART VI, SECTION B, LINE 11A - 990 Form is distributed to officers for review before submission

FORM 990, PART VI, SECTION C, LINE 19 - The organization's governing documents and financial statements are not made available to the public


FORM 990, PART XI, LINE 5 - Adjustment for $\$ 100$ rounding error
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$

Form: 990
Page: 2
Line Number: Part III Line 4d

## Other Program Services Accomplishments

Conducted extensive research in an effort to achieve the organization's $\mathbf{8 6 , 0 0 0}$ mission.

Form: Schedule I
Page: 1
Line Number: Part II

## Description of Grants and Other Assistance to Governments and Organizations in the United States

|  |  | Amount of cash grant | Amount of non-cash assistance |
| :---: | :---: | :---: | :---: |
| Name and address | Health Care for America Now | 75,000 | 0 |
|  | 1825 K Street NW |  |  |
|  | Ste 400 |  |  |
|  | Washington, DC 20006 |  |  |
| EIN | 35-2332813 |  |  |
| IRC code section |  |  |  |
| Method of valuation |  |  |  |
| Description of noncash assistance |  |  |  |
|  |  |  |  |
| Purpose of grant | The purpose of this grant was to assist Health Care for America Now in promoting health care reform. |  |  |
|  |  |  |  |
| Name and address | Americans United for Change 100,0001015 18th Street NWSte 204 |  | 0 |
|  |  |  |  |
|  |  |  |  |
|  | Washington, DC 20036 |  |  |
| EIN | 03-0556312 |  |  |
| IRC code section |  |  |  |
| Method of valuation |  |  |  |
| Description of non- |  |  |  |
|  |  |  |  |  |  |
| Purpose of grant | The purpose of this grant was to assist Americans United for Change in promoting health care reform. |  |  |
| Name and address | Economy Forward | 175,865 | 0 |
|  | 3220 N Street NW |  |  |
|  | Number 158 |  |  |
|  | Washington, DC 20007 |  |  |
| EIN | 27-1970109 |  |  |
| IRC code section |  |  |  |
| Method of valuation |  |  |  |
| Description of noncash assistance |  |  |  |
| Purpose of grant | The purpose of this grant was to assist Economy Forward |  |  |

Form: Schedule I
Page: 2
Line Number: Part II
Description of Grants and Other Assistance to Governments and Organizations in the United States


