**Return of Organization Exempt From Income Tax** 

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

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

OMB No. 1545-0047

Department of the Treasury

-		■ Information about Form 990 and its instruction	ons is at www.ir	s.gov/form990.	Inspection
<u>A I</u>	or the	2015 calendar year, or tax year beginning	and ending		
8	Dheck if opplicable	<b>.</b>		D Employer identific	ation number
	Addred change Name			45.4	100544
-	ichang Tinitial		<del></del>		102644
E	return Final return/	Number and street (or P.O. box if mail is not delivered to street address) 180 VARICK STREET	Room/suite 1116	E Telephone number (646	
_	termin ated Amend	City or town, state or province, country, and ZIP or foreign postal code	е	G Gross receipts \$	4,742,382.
-	ireturn	MEM 10KK, MI 10014	4553	H(a) Is this a group re	
L	tion pendir	IF Name and address of principal officer: NAITLE DUNNELLI	ZERN	for subordinates <b>H(b)</b> Are all subordinates in	
1 7	ax-exe		(a)(1) or 527	7	list. (see instructions)
		e: WWW.EVERYMOTHERCOUNTS.ORG	15/(1/11	H(c) Group exemption	
		organization: X Corporation Trust Association Other	L Year		State of legal domicile: DC
	art I	Summary	1=:		
~	1	Briefly describe the organization's mission or most significant activities: ${f EV}$	ERY MOTH	IER COUNTS I	S A
Activities & Governance		NON-PROFIT ORGANIZATION DEDICATED TO M	AKING PR	REGNANCY AND	CHILDBIRTH
r.	2	Check this box  if the organization discontinued its operations or c	disposed of more	than 25% of its net as	sets.
o Ve				3	6
G		Number of independent voting members of the governing body (Part VI, line			6
sa		Total number of individuals employed in calendar year 2015 (Part V, line 2a)			10
Ϋ́	1	Total number of volunteers (estimate if necessary)			61
Ct	7a	Total unrelated business revenue from Part VIII, column (C), line 12			0.
٩		Net unrelated business taxable income from Form 990-T, line 34			0.
				Prior Year	Current Year
<u>o</u>	8	Contributions and grants (Part VIII, line 1h)		1,910,994.	4,162,172.
Revenue		Program service revenue (Part VIII, line 2g)	1	0.	0.
ě	10	Investment income (Part VIII, column (A), lines 3, 4, and 7d)		1,839.	22,223.
<u></u>	11	Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)	[	165,918.	49,030.
	1	Total revenue - add lines 8 through 11 (must equal Part VIII, column (A), line	12)	2,078,751.	4,233,425.
	13	Grants and similar amounts paid (Part IX, column (A), lines 1-3)		,1,013,292.	1,470,120.
		Benefits paid to or for members (Part IX, column (A), line 4)	1	, 0.	0.
S	15	Salaries, other compensation, employee benefits (Part IX, column (A), lines 5	5-10)	917,002.	1,108,207.
Expenses	16a	Professional fundraising fees (Part IX, column (A), line 11e)  Total fundraising expenses (Part IX, column (D), line 25)  ▶261		0.	57,000.
Ř					
ш		Other expenses (Part IX, column (A), lines 11a-11d, 11f-24e)		939,200.	996,755.
		Total expenses. Add lines 13-17 (must equal Part IX, column (A), line 25)		2,869,494.	3,632,082.
	19	Revenue less expenses. Subtract line 18 from line 12		-790,743.	601,343.
Assets or Balances			Be	ginning of Current Year	End of Year
Sset	20	Total assets (Part X, line 16)		2,607,557.	3,630,228.
Plet A	•	Total liabilities (Part X, line 26)		72,581.	506,859.
		Net assets or fund balances. Subtract line 21 from line 20		2,534,976.	3,123,369.
سسسا		Signature Block			
		Ities of perjury, I declare that I have examined this return, including accompanying sch		•	knowledge and belief, it is
u ue,	conec	t, and complete. Declaration of preparer (other than officer) is based on all information	i oi wilicii preparer	nas any knowledge.	
O:	_	Signature of officer		Date Date	1, 2016
Sig:		KATHIE DONNELLY ZERN, SECRETARY & G	SENERAL C	COUNSEL	
	_	Type or print name and title			
		Print/Type preparer's name Preparer's signature		Date Check	PTIN
Paic			with 1	0/01/16 if self-employe	P00639053
Prep	arer	Firm's name RAFFA, P.C.		Firm's EIN	52-1511275
Use	Only	Firm's address 1899 L STREET, NW, SUITE 850			
		WASHINGTON, DC 20036		Phone no. ( 20	02) 822-5000
May	the IF	S discuss this return with the preparer shown above? (see instructions)			X Yes No
	01 12-16		ructions.		Form <b>990</b> (2015)

532001 12-16-15 LHA For Paperwork Reduction Act Notice, see the separate instructions. SEE SCHEDULE O FOR ORGANIZATION MISSION STATEMENT CONTINUATION

orm	990 (2015) EVERY MOTHER COUNTS	45-4102644	Page 2
	t III Statement of Program Service Accomplishments		
	Check if Schedule O contains a response or note to any line in this Part III		X
1	Briefly describe the organization's mission:		_
	EVERY MOTHER COUNTS (THE ORGANIZATION) IS A NON-PROFI		
	DEDICATED TO MAKING PREGNANCY AND CHILDBIRTH SAFE FOR		
	THE ORGANIZATION INFORMS, ENGAGES, AND MOBILIZES NEW		
	ACTIONS AND RAISE FUNDS THAT SUPPORT MATERNAL HEALTH	PROGRAMS AROUN	עו
	Did the organization undertake any significant program services during the year which were not listed on		X No
	the prior Form 990 or 990-EZ?  If "Yes," describe these new services on Schedule O.	L Yes	LA NO
	Did the organization cease conducting, or make significant changes in how it conducts, any program servi	ices? Yes	XNo
	If "Yes," describe these changes on Schedule O.	Les:	140
	Describe the organization's program service accomplishments for each of its three largest program service	es as measured by expenses	s
	Section 501(c)(3) and 501(c)(4) organizations are required to report the amount of grants and allocations to		
	revenue, if any, for each program service reported.	our or of the state of particles,	
_	(Code: ) (Expenses \$ 1,773,424 • including grants of \$ 1,470,120 • )	Revenue \$	,
	GRANTS - IN 2015, THE ORGANIZATION AWARDED GRANTS TO		8
	COUNTRIES, INCLUDING THE UNITED STATES. EACH OF THESE	CAREFULLY	
	SELECTED PROGRAMS ADDRESSES AT LEAST ONE OF THE FOLLO	WING THREE KEY	•
	BARRIERS TO ACCESSING QUALITY MATERNAL HEALTH CARE:		
	1. TRANSPORTATION - LINKING WOMEN WITH SKILLED CARE.		
		ENTS AND	
	COMMUNITIES.		
	3. SUPPLIES - MEDICINES, EQUIPMENT AND INSTRUMENTS.		
	THROUGH ITS SUPPORT OF THESE PROGRAMS, THE ORGANIZATI	ON TS ARTE TO	
	DEMONSTRATE THE WAYS TO END PREVENTABLE MATERNAL DEAT		
4b	006 030	Revenue \$	,
	EDUCATION AND OUTREACH - IN 2015, THE ORGANIZATION PR	`	R OF
	FILMS, VIDEOS AND SOCIAL MEDIA CAMPAIGNS, AND HELD A		
	IN-PERSON EVENTS IN ORDER TO EDUCATE INDIVIDUALS AND	NEW AUDIENCES	
	ABOUT THE ISSUES RELATED TO IMPROVING MATERNAL HEALTH		
	ORGANIZATION PREMIERED THE DOCUMENTARY FILM SERIES, G		
	AMERICA, ON CNN.COM. THE FILM SERIES EXPLORED THE FAC		
	TO AMERICANS MATERNAL HEALTH CRISIS AND REACHED OVER		
	THE ORGANIZATION ALSO TEAMED UP WITH CNN'S GREAT BIG		
	THE "INSTIGATORS" SERIES, WHICH PROFILED 4 MATERNAL H		
	THE FILMS WERE WATCHED BY OVER 1.4 MILLION PEOPLE. THE LAUNCHED THE #WHATISPOSSIBLE SOCIAL MEDIA CAMPAIGN WHO		
	SHORT VIDEO THAT FOCUSED ON THE WORK OF EMC GRANTEES		
4c	(Code:) (Expenses \$ 544,829 · including grants of \$		,
	DRIVING ACTION - THE ORGANIZATION ENCOURAGES PEOPLE T	O TAKE ACTION	TO
	SUPPORT MATERNAL HEALTH. IN 2015, 39,980 RUNNERS, WAL		
	RAISED MONEY FOR THE ORGANIZATION AND ANOTHER 13,450		
	ATTENDED MATERNAL HEALTH-RELATED EVENTS. THE ORGANIZA		ТО
	ENCOURAGE ITS COMMUNITY MEMBERS TO FIND CREATIVE WAYS	TO HELP MOTHE	RS
	AROUND THE WORLD. TO THAT END, ITS COMMUNITY HAS PAIN	TED TILES TO	
	BRIGHTEN A NEW MATERNAL HEALTH CLINIC IN HAITI, CONDU	CTED SUPPLY DR	IVES
	AND BOOK DRIVES TO SUPPORT MOTHERS AND THEIR NEWBORN	BABIES.	
4d	Other program services (Describe in Schedule O.)		

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COEM.



) (Revenue \$

including grants of \$ 3,225,192.

# Form 990 (2015) EVERY MOTHER COUNTS 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)?			
	If "Yes," complete Schedule A	1	Х	
2	Is the organization required to complete Schedule B, Schedule of Contributors?	2	X	
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	3		X
4	Section 501(c)(3) organizations. Did the organization engage in lobbying activities, or have a section 501(h) election in effect			
	during the tax year? If "Yes," complete Schedule C, Part II	4		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? If "Yes," complete Schedule C, Part III	5		Х
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? If "Yes," complete Schedule D, Part I	6		Х
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	7		X
8	Did the organization maintain collections of works of art, historical treasures, or other similar assets? If "Yes," complete Schedule D, Part III	8		Х
9	Did the organization report an amount in Part X, line 21, for escrow or custodial account liability, serve as a custodian for			
	amounts not listed in Part X; or provide credit counseling, debt management, credit repair, or debt negotiation services?			
	If "Yes," complete Schedule D, Part IV	9		X
10	Did the organization, directly or through a related organization, hold assets in temporarily restricted endowments, permanent endowments, or quasi-endowments? If "Yes," complete Schedule D, Part V	10		Х
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.			
а	Did the organization report an amount for land, buildings, and equipment in Part X, line 10? If "Yes," complete Schedule D,	11.	х	
h	Part VI  Did the organization report an amount for investments - other securities in Part X, line 12 that is 5% or more of its total	11a	- 72	
D	assets reported in Part X, line 16? If "Yes," complete Schedule D, Part VII	11b		х
c	Did the organization report an amount for investments - program related in Part X, line 13 that is 5% or more of its total	110		
·	assets reported in Part X, line 16? If "Yes," complete Schedule D, Part VIII	11c		х
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 Schedule D, Part IX	11d		х
е	Did the organization report an amount for other liabilities in Part X, line 25? If "Yes," complete Schedule D, Part X	11e	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	11f	Х	
12a	Did the organization obtain separate, independent audited financial statements for the tax year? If "Yes," complete			
	Schedule D, Parts XI and XII	12a	X	
b	Was the organization included in consolidated, independent audited financial statements for the tax year?			
	If "Yes," and if the organization answered "No" to line 12a, then completing Schedule D, Parts XI and XII is optional	12b		Х
13	Is the organization a school described in section 170(b)(1)(A)(ii)? If "Yes," complete Schedule E	13		Х
14a	Did the organization maintain an office, employees, or agents outside of the United States?	14a		Х
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? If "Yes," complete Schedule F, Parts I and IV	14b	х	
15	Did the organization report on Part IX, column (A), line 3, more than \$5,000 of grants or other assistance to or for any			
	foreign organization? If "Yes," complete Schedule F, Parts II and IV	15	X	
16	Did the organization report on Part IX, column (A), line 3, more than \$5,000 of aggregate grants or other assistance to			
	or for foreign individuals? If "Yes," complete Schedule F, Parts III and IV	16		Х
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? If "Yes," complete Schedule G, Part I	17	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? If "Yes," complete Schedule G, Part II	18	Х	
19	Did the organization report more than \$15,000 of gross income from gaming activities on Part VIII, line 9a? If "Yes,"			
	complete Schedule G, Part III	19	000	X
			aan /	(0045)

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# Form 990 (2015) EVERY MOTHER COUNT Part IV Checklist of Required Schedules (continued)

			Yes	No
20a	Did the organization operate one or more hospital facilities? If "Yes," complete Schedule H	20a		Х
b	If "Yes" to line 20a, did the organization attach a copy of its audited financial statements to this return?	20b		
21	Did the organization report more than \$5,000 of grants or other assistance to any domestic organization or			
	domestic government on Part IX, column (A), line 1? If "Yes," complete Schedule I, Parts I and II	21	Х	
22	Did the organization report more than \$5,000 of grants or other assistance to or for domestic individuals on			
	Part IX, column (A), line 2? If "Yes," complete Schedule I, Parts I and III	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	Х	
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 25a	24a		Х
b	Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception?	24b		
С	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		
	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), 501(c)(4), and 501(c)(29) 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		Х
26	Did the organization report any amount on Part X, line 5, 6, or 22 for receivables from or payables to any current or			
	former officers, directors, trustees, key employees, highest compensated employees, or disqualified persons? 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		Х
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):			37
	A current or former officer, director, trustee, or key employee? If "Yes," complete Schedule L, Part IV	28a		X
	A family member of a current or former officer, director, trustee, or key employee? If "Yes," complete Schedule L, Part IV	28b		X
С	An entity of which a current or former officer, director, trustee, or key employee (or a family member thereof) was an officer,			7,7
	director, trustee, or direct or indirect owner? If "Yes," complete Schedule L, Part IV	28c	37	Х
29	Did the organization receive more than \$25,000 in non-cash contributions? If "Yes," complete Schedule M	29	Х	
30	Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation			v
	contributions? If "Yes," complete Schedule M	30		Х
31	Did the organization liquidate, terminate, or dissolve and cease operations?	<b> </b>		. v
00	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			х
00	Schedule N, Part II	32		
33	Did the organization own 100% of an entity disregarded as separate from the organization under Regulations	33		х
24	sections 301.7701-2 and 301.7701-3? If "Yes," complete Schedule R, Part I  Was the organization related to any tax-exempt or taxable entity? If "Yes," complete Schedule R, Part II, III, or IV, and	33		
34		24		Х
250	,	34		X
35a	Did the organization have a controlled entity within the meaning of section 512(b)(13)?	35a		
D	If "Yes" to line 35a, did the organization receive any payment from or engage in any transaction with a controlled entity within the magning of section 513/b)(13)3 If "Yes," complete Schedule R. Part V. line 3	256		
26	within the meaning of section 512(b)(13)? If "Yes," complete Schedule R, Part V, line 2  Section 501(c)(2) organizations. Did the organization make any transfers to an exempt non-charitable related organization?	35b		
36	Section 501(c)(3) organizations. Did the organization make any transfers to an exempt non-charitable related organization?	26		Х
27	If "Yes," complete Schedule R, Part V, line 2  Did the organization conduct more than 5% of its activities through an entity that is not a related organization	36		
37	and that is treated as a partnership for federal income tax purposes? If "Yes," complete Schedule R, Part VI	37		Х
20	Did the organization complete Schedule O and provide explanations in Schedule O for Part VI, lines 11b and 19?	31		<u> </u>
38		38	Х	
	Note. All Form 990 filers are required to complete Schedule O	30		

Form **990** (2015)





# Form 990 (2015) EVERY MOTHER COUNTS Part V Statements Regarding Other IRS Filings and Tax Compliance

	Check in Schedule O Contains a response of note to any line in this Part V				Ш
				Yes	No
	Enter the number reported in Box 3 of Form 1096. Enter -0- if not applicable	1a 17			
	Enter the number of Forms W-2G included in line 1a. Enter -0- if not applicable	1b 0			
С	Did the organization comply with backup withholding rules for reportable payments to vendors and re			77	
	(gambling) winnings to prize winners?	 I	1c	X	
2a	Enter the number of employees reported on Form W-3, Transmittal of Wage and Tax Statements,	10			
	filed for the calendar year ending with or within the year covered by this return	•		77	
b	If at least one is reported on line 2a, did the organization file all required federal employment tax returns		2b	X	
_	Note. If the sum of lines 1a and 2a is greater than 250, you may be required to e-file (see instructions	5)			37
	-		3a		X
	If "Yes," has it filed a Form 990-T for this year? If "No," to line 3b, provide an explanation in Schedule		3b		
4a	At any time during the calendar year, did the organization have an interest in, or a signature or other	•	_		
	financial account in a foreign country (such as a bank account, securities account, or other financial	account)?	4a		X
b	If "Yes," enter the name of the foreign country:	(50.4.5)			
_	See instructions for filing requirements for FinCEN Form 114, Report of Foreign Bank and Financial A		_		v
	Was the organization a party to a prohibited tax shelter transaction at any time during the tax year?		5a		X
	Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transa		5b		
	If "Yes," to line 5a or 5b, did the organization file Form 8886-T?		5c		
ьа	Does the organization have annual gross receipts that are normally greater than \$100,000, and did the		_		Х
	any contributions that were not tax deductible as charitable contributions?		6a		
D	If "Yes," did the organization include with every solicitation an express statement that such contribut	-	Gh.		
7	were not tax deductible?		6b		
7	Organizations that may receive deductible contributions under section 170(c).  Did the organization receive a payment in excess of \$75 made partly as a contribution and partly for goods and ser	vices provided to the payor?	7a	X	
a b	If "Yes," did the organization notify the donor of the value of the goods or services provided?		7b	X	
	Did the organization sell, exchange, or otherwise dispose of tangible personal property for which it w		75		
·	to file Form 8282?	•	7c		х
Ь	If "Yes," indicate the number of Forms 8282 filed during the year	7d			
	Did the organization receive any funds, directly or indirectly, to pay premiums on a personal benefit of		7e		х
f	Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contr		7 <del>f</del>		Х
g	If the organization received a contribution of qualified intellectual property, did the organization file Fo		7g		
_	If the organization received a contribution of cars, boats, airplanes, or other vehicles, did the organization		7h		
8	Sponsoring organizations maintaining donor advised funds. Did a donor advised fund maintained				
			8		
9	Sponsoring organizations maintaining donor advised funds.				
а	Did the sponsoring organization make any taxable distributions under section 4966?		9a		
b	Did the sponsoring organization make a distribution to a donor, donor advisor, or related person?		9b		
10	Section 501(c)(7) organizations. Enter:				
а	Initiation fees and capital contributions included on Part VIII, line 12	10a			
b	Gross receipts, included on Form 990, Part VIII, line 12, for public use of club facilities	10b			
11	Section 501(c)(12) organizations. Enter:				
а	Gross income from members or shareholders	11a			
b	Gross income from other sources (Do not net amounts due or paid to other sources against				
	amounts due or received from them.)	11b			
12a	Section 4947(a)(1) non-exempt charitable trusts. Is the organization filing Form 990 in lieu of Form	1041?	12a		
b	,	12b			
13	Section 501(c)(29) qualified nonprofit health insurance issuers.				
а	Is the organization licensed to issue qualified health plans in more than one state?		13a		
	<b>Note.</b> 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	L I			
	organization is licensed to issue qualified health plans	13b			
	Enter the amount of reserves on hand	13c	4.		v
			14a		X
b	If "Yes," has it filed a Form 720 to report these payments? If "No," provide an explanation in Schedule	eu	14b	990	(2015
			LOUD	ฮฮป	(2015)





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.

					Λ
Sec	tion A. Governing Body and Management				
		1 1		Yes	No
1a	Enter the number of voting members of the governing body at the end of the tax year	1a	6		
	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	1b	6		
2	Did any officer, director, trustee, or key employee have a family relationship or a business relationsh	ip 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	ne 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		Х
5	Did the organization become aware during the year of a significant diversion of the organization's as	sets?	. 5		Х
6	Did the organization have members or stockholders?		. 6		Х
7a	Did the organization have members, stockholders, or other persons who had the power to elect or a				
	more members of the governing body?		7a		Х
b	Are any governance decisions of the organization reserved to (or subject to approval by) members,				
	persons other than the governing body?		7b		X
8	Did the organization contemporaneously document the meetings held or written actions undertaken during the ye				
а	The governing body?		8a	Х	
b	Each committee with authority to act on behalf of the governing body?		۱ ۵۰	Х	
9	Is there any officer, director, trustee, or key employee listed in Part VII, Section A, who cannot be rea				
	organization's mailing address? If "Yes," provide the names and addresses in Schedule O		. 9		Х
Sec	tion B. Policies (This Section B requests information about policies not required by the Internal Fi				
				Yes	No
10a	Did the organization have local chapters, branches, or affiliates?		10a		X
	If "Yes," did the organization have written policies and procedures governing the activities of such of				
	and branches to ensure their operations are consistent with the organization's exempt purposes?		. 10b		
11a	Has the organization provided a complete copy of this Form 990 to all members of its governing boo	dy 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	e to conflicts?	12b	X	
С	Did the organization regularly and consistently monitor and enforce compliance with the policy? If "Y	es," 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 approve	al by independent			
	persons, comparability data, and contemporaneous substantiation of the deliberation and decision?	•			
а	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 arrange	ment 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	ate its participation			
	in joint venture arrangements under applicable federal tax law, and take steps to safeguard the organic	inization's			
	exempt status with respect to such arrangements?		16b		
	tion C. Disclosure	m m m	T 77.0		3/5
17	List the states with which a copy of this Form 990 is required to be filed AL, AK, AR, CA, C				, ML
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	) availal	ole	
	for public inspection. Indicate how you made these available. Check all that apply.				
		n in Schedule O)			
19	Describe in Schedule O whether (and if so, how) the organization made its governing documents, co	onflict of interest policy, a	ınd finar	ncial	
	statements available to the public during the tax year.				
20	State the name, address, and telephone number of the person who possesses the organization's book at EXAMPER NEWBOTD - (646) 918-6609	ooks and records:			
	ALEXANDER NEWBOLD - (646) 918-6609 180 VARICK STREET, NO. 1116, NEW YORK, NY 10014				
	SEE SCHEDILE O FOR FILL LIST OF STATES		Forr	a <b>aa</b> n	(2015

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

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

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

- 1a Complete this table for all persons required to be listed. Report compensation for the calendar year ending with or within the organization's tax year.
- List all of the organization's current officers, directors, trustees (whether individuals or organizations), regardless of amount of compensation. Enter -0- in columns (D), (E), and (F) if no compensation was paid.
  - List all of the organization's current key employees, if any. See instructions for definition of "key employee."
- List the organization's five current highest compensated employees (other than an officer, director, trustee, or key employee) who received reportable compensation (Box 5 of Form W-2 and/or Box 7 of Form 1099-MISC) of more than \$100,000 from the organization and any related organizations.
- List all of the organization's former officers, key employees, and highest compensated employees who received more than \$100,000 of reportable compensation from the organization and any related organizations.
- List all of the organization's former directors or trustees that received, in the capacity as a former director or trustee of the organization, more than \$10,000 of reportable compensation from the organization and any related organizations.

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

(A)	(B)				C)			(D)	(E)	(F)
Name and Title	Average	(do		Pos		than	one	Reportable	Reportable	Estimated
	hours per	box	x, unless person is both an icer and a director/trustee)			is bot	h an	compensation	compensation	amount of
	week	$\vdash$	CCI aii		l	) i i us		from	from related	other
	(list any hours for	lirecto						the organization	organizations (W-2/1099-MISC)	compensatior from the
	related	3e or 0	stee			ısatec		(W-2/1099-MISC)	(***2/1099***********************************	organization
	organizations	truste	al tru		yee	ımbei		(** = *********************************		and related
	below	Individual trustee or director	Institutional trustee	-e	Key employee	est co loyee	Jer .			organizations
	line)	Indi	Insti	Officer	Key	Highest compensated employee	Former			
(1) CHRISTY TURLINGTON BURNS	35.00									
PRESIDENT AND DIRECTOR		Х		Х				0.	0.	0
(2) HEATHER B. ARMSTRONG	2.00									
DIRECTOR		Х						0.	0.	0
(3) LESLIE BLODGETT	2.00								_	
DIRECTOR		Х						0.	0.	0
(4) ALLISON GOLLUST	2.00								•	
DIRECTOR		Х						0.	0.	0
(5) CHRISTIANE LEMIEUX	2.00	,,							0	
DIRECTOR	2 00	Х						0.	0.	0
(6) MARIAM NAFICY	2.00	<b>.</b> ,							_	۱ ،
DIRECTOR (7) KATHIE DONNELLY ZERN	12.00	Х						0.	0.	0
(7) KATHIE DONNELLY ZERN SECRETARY & GENERAL COUNSEL	12.00	1		х				47,114.	0.	1,884
(8) ERIN THORNTON	40.00							4/,114.	0.	1,004
TREAS. & EXEC. DIR UNTIL 07/2015	40.00	1		х				170,300.	0.	4,254
(9) ALEX NEWBOLD	40.00							2707000		
TREAS. & DIR. OF BUS. DEV. & FIN.		1		x				139,515.	0.	18,164
(10) DEBRA DUFFY	40.00							,		-
DIRECTOR OF COMMUNICATIONS & EVENTS		1				Х		142,100.	0.	0
(11) KRISTEN KIRKLAND	40.00									
RUNNING & HR DIRECTOR						Х		118,669.	0.	19,456
		1								
						_				
		-								
						-				
		1								

45-4	102	644	P	age <b>8</b>
ontinued) (E)			(F)	
Reportable ompensation from related	on		stimate nount other	
rganizatior -2/1099-MI	าร		otrier pensa om th	
		an	anizat d relat anizati	ed
	0.	1	3,7	<del>58.</del>
	0.			0.
of reportab	ole			4
yee on			Yes	No
rganization		3	v	X
for services	 S	5	X	X
,000 of cor	npens		from	
		(0	C)	
es		ompe	nsatio	<u>n</u>

(A) Name and title	(B) Average hours per	box	not c	ss pe	itior more rson	than	h an	( <b>D)</b> Reportable compensation	(E) Reportable compensation	1		(F) timate nount	
	week (list any hours for related organizations below line)	Individual trustee or director	institutional trustee	Officer p		Highest compensated employee		from the organization (W-2/1099-MISC)	from related organizations (W-2/1099-MIS		com fr org and	other pensa om th anizat d relat anizat	ation ie tion ted
			_	0	~	1 0							
1b Sub-total		<u> </u>				<u> </u>	<u> </u>	617,698.		0.	4	3,7	58.
c Total from continuation sheets to Part V d Total (add lines 1b and 1c)	II, Section A						<b>▶</b>	0. 617,698.		0.	4	3,7	0. 58.
<ul> <li>Total number of individuals (including but r</li> <li>compensation from the organization</li> </ul>							no r	eceived more than \$100	0,000 of reportable	<u> </u>			4
3 Did the organization list any <b>former</b> officer,	director or tru	ıstor	n ko	w or	nnlo	21/00	or	highest componented o	mployee en	Г		Yes	No
line 1a? If "Yes," complete Schedule J for s	uch individual										3		х
4 For any individual listed on line 1a, is the su and related organizations greater than \$15	0,000? If "Yes,	" co	mple	ete S	Sche	edule	J t	for such individual			4	Х	
5 Did any person listed on line 1a receive or a rendered to the organization? If "Yes," com								ed organization or indiv			5		Х
Section B. Independent Contractors  1 Complete this table for your five highest co	mpensated inc	depe	ende	nt c	onti	racto	ors t	hat received more than	\$100,000 of comp	pens	ation f	rom	
the organization. Report compensation for (A)	the calendar y	ear e	endi	ng v	vith	or w	ithir	n the organization's tax (B)	year.		(C	;)	
Name and business	address	NC	ONE	3			_	Description of s	services	С	ompei	nsatio	'n
O Tabel words (1)	to the set of the set	- • • •	''	-1 •	.,	_ "		Labarra V.					
Total number of independent contractors (     \$100,000 of compensation from the organi	•	OT III	HITE	u t0		se lis	stec	above) who received h	iore trian		F= 1	000	(2015)

COPY\_\_1

VIII	Statement of Revenue	е

		Check if Schedule O cont	ains a response	or note to any lir	ne in this Part VIII			
					(A) Total revenue	(B) Related or exempt function revenue	(C) Unrelated business revenue	Revenue excluded from tax under sections 512 - 514
nts ts	1 a	Federated campaigns	1a					
irar		Membership dues						
S, G		Fundraising events		347,943.				
ar a		Related organizations						
S, C		Government grants (contribut						
rion	f	All other contributions, gifts, gran	ts, and					
the		similar amounts not included abo	ve   1f  3,	814,229.				
d d	g	Noncash contributions included in lines	' <del></del>	104,668.				
Contributions, Gifts, Grants and Other Similar Amounts	h	Total. Add lines 1a-1f		<b>&gt;</b>	4,162,172.			
				Business Code				
ice	2 a							
ne Z	b							
m S	С							
gra	d	· .						
Program Service Revenue	e							
_		All other program service reve						
	<u>g</u> 3							
	3	Investment income (including	•	•	21,314.			21,314.
	4	other similar amounts)			21,311.			21,311
	5	Royalties		•	16,310.			16,310.
	J	rioyanies	(i) Real	(ii) Personal				
	6 a	Gross rents		(ii) i croonar				
	b							
		Rental income or (loss)						
		Net rental income or (loss)						
		Gross amount from sales of	(i) Securities	(ii) Other				
		assets other than inventory	390,452.					
	b	Less: cost or other basis						
		and sales expenses						
	С	Gain or (loss)	909.					
		Net gain or (loss)		<b></b>	909.			909.
ne	8 a	Gross income from fundraisin	g events (not					
		including \$ 347,9						
Re		contributions reported on line		02 406				
Other Rever		Part IV, line 18		83,496. 119,414.				
₹		Less: direct expenses			-35,918.			-35,918.
		Net income or (loss) from fund Gross income from gaming ad		······	33,910.			33,310.
	9 а	Part IV, line 19		13,200.				
	h	Less: direct expenses		0.				
		Net income or (loss) from gar		<b>&gt;</b>	13,200.			13,200.
		Gross sales of inventory, less						
		and allowances						
	b	Less: cost of goods sold						
		Net income or (loss) from sale						
Ī		Miscellaneous Revenu	ie	Business Code				
Ī		REIMBURSED EXPE	ENSES	900099	48,605.			48,605.
	b	REFUND		900099	6,833.			6,833.
	С							
		All other revenue			FF 432			
		Total. Add lines 11a-11d			55,438.	0		71 052
	12	Total revenue. See instructions.		<b></b>	4,233,425.	0.	0 .	71,253.

#### Part IX | Statement of Functional Expenses

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

	Check if Schedule O contains a respons not include amounts reported on lines 6b,	(A)	<b>(B)</b> Program service	(C) Management and	<b>(D)</b> Fundraising
7b,	8b, 9b, and 10b of Part VIII.	Total expenses	expenses	general expenses	expenses
1	Grants and other assistance to domestic organizations and domestic governments. See Part IV, line 21	141,500.	141,500.		
2	Grants and other assistance to domestic individuals. See Part IV, line 22				
3	Grants and other assistance to foreign				
	organizations, foreign governments, and foreign	4 200 600	4 200 500		
	individuals. See Part IV, lines 15 and 16	1,328,620.	1,328,620.		
4	Benefits paid to or for members				
5	Compensation of current officers, directors,	381,231.	150,329.	194,668.	36,234
_	trustees, and key employees	301,231.	130,329.	194,000.	30,234
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	605,372.	561,820.	43,394.	158
8	Pension plan accruals and contributions (include	,			
	section 401(k) and 403(b) employer contributions)	9,010.		9,010.	
9	Other employee benefits	43,710.		43,710.	
0	Payroll taxes	68,884.	50,932.	15,340.	2,612
1	Fees for services (non-employees):				
а	Management				
b	Legal				
	Accounting	49,077.		49,077.	
	Lobbying	F7 000			F7 00 <i>0</i>
	Professional fundraising services. See Part IV, line 17	57,000.		F 200	57,000
f	Investment management fees	5,208.		5,208.	
g	,	54,101.	8,700.	45,401.	
_	column (A) amount, list line 11g expenses on Sch 0.)	5,525.	5,125.	43,401.	400
2 3	Advertising and promotion	136,003.	51,262.	21,326.	63,415
ა 4	Office expenses	23,524.	10,071.	13,453.	03,413
<del>4</del> 5	Royalties	23,3210	10/0/11	1371331	
6	Occupancy	132,770.	599.	132,171.	
7	Travel	251,426.	236,997.	13,266.	1,163
8	Payments of travel or entertainment expenses	,			·
	for any federal, state, or local public officials				
9	Conferences, conventions, and meetings	8,917.	5,000.	3,876.	41
0	Interest				
1	Payments to affiliates				
2	Depreciation, depletion, and amortization	29,662.		29,662.	
3	Insurance	1,141.		1,141.	
4	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 0.)  MISCELLANEOUS EXPENSES	102,272.	22,311.	4,900.	75,061
a b	VIDEO & PRODUCTION	100,272.	91,770.	8,700.	, 5 , 001
C	LICENSE & FEES	67,807.	57,606.	10,201.	
d	DUES & SUBSCRIPTIONS	9,465.	7,561.	1,307.	597
	All other expenses	19,387.	494,989.	-500,787.	25,185
5	Total functional expenses. Add lines 1 through 24e	3,632,082.	3,225,192.	145,024.	261,866
6	<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)				

Form 990 (2015)
Part X Balance Sheet

Part X	Balance Sheet			
	Check if Schedule O contains a response or note to any line in this Part X			
		<b>(A)</b> Beginning of year		<b>(B)</b> End of year
1	Cash - non-interest-bearing	234,913.	1	77,693.
2	Savings and temporary cash investments	948,958.	2	1,069,261
3	Pledges and grants receivable, net	1,141,106.	3	522,352
4	Accounts receivable, net		4	
5	Loans and other receivables from current and former officers, directors,			
	trustees, key employees, and highest compensated employees. Complete			
	Part II of Schedule L		5	
6	Loans and other receivables from other disqualified persons (as defined under			
	section 4958(f)(1)), persons described in section 4958(c)(3)(B), and contributing			
	employers and sponsoring organizations of section 501(c)(9) voluntary			
န္	employees' beneficiary organizations (see instr). Complete Part II of Sch L		6	
Assets	Notes and loans receivable, net		7	
Ř   8	Inventories for sale or use		8	8,550
9	Prepaid expenses and deferred charges	1,957.	9	14,342
10:	a Land, buildings, and equipment: cost or other			
	basis. Complete Part VI of Schedule D 10a 117,405.			
	b Less: accumulated depreciation 10b 89,259.	47,866.		28,146
11	Investments - publicly traded securities	126,177.	11	1,876,986
12	Investments - other securities. See Part IV, line 11		12	
13	Investments - program-related. See Part IV, line 11		13	
14	Intangible assets		14	
15	Other assets. See Part IV, line 11	106,580.	15	32,898
16	Total assets. Add lines 1 through 15 (must equal line 34)	2,607,557.	16	3,630,228
17	Accounts payable and accrued expenses	55,612.	17	40,838
18	Grants payable		18	456,225
19	Deferred revenue		19	
20	Tax-exempt bond liabilities		20	
21	Escrow or custodial account liability. Complete Part IV of Schedule D		21	
ဖ္မ 22	Loans and other payables to current and former officers, directors, trustees,			
<b>≜</b>	key employees, highest compensated employees, and disqualified persons.			
Liabilities 8	Complete Part II of Schedule L		22	
<b>-</b> 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	16,969.	25	9,796
26	Total liabilities. Add lines 17 through 25	72,581.	26	506,859
	Organizations that follow SFAS 117 (ASC 958), check here ▶ X and			
Se	complete lines 27 through 29, and lines 33 and 34.	405 400		0 060 105
Enud Balances 27 28 29 29	Unrestricted net assets	497,489.	27	2,060,195
g 28	Temporarily restricted net assets	2,037,487.	28	1,063,174
[ 29	Permanently restricted net assets		29	
ឨ	Organizations that do not follow SFAS 117 (ASC 958), check here ▶ ☐			
ģ	and complete lines 30 through 34.			
ફ 왕   30	Capital stock or trust principal, or current funds		30	
န္ရ 31	Paid-in or capital surplus, or land, building, or equipment fund		31	
Net Assets or 30 31 35 32	Retained earnings, endowment, accumulated income, or other funds	0 504 056	32	2 100 22
2 33	Total net assets or fund balances	2,534,976.	33	3,123,369
34	Total liabilities and net assets/fund balances	2,607,557.	34	3,630,228

Form **990** (2015)



Pa	rt XI Reconciliation of Net Assets				
	Check if Schedule O contains a response or note to any line in this Part XI		<u></u>		Ш
1	Total revenue (must equal Part VIII, column (A), line 12)	1	4,23	3,4	25.
2	Total expenses (must equal Part IX, column (A), line 25)	2	3,63	2,0	82.
3	Revenue less expenses. Subtract line 2 from line 1	3			43.
4	Net assets or fund balances at beginning of year (must equal Part X, line 33, column (A))	4	2,53	4,9	76.
5	Net unrealized gains (losses) on investments	5			50.
6	Donated services and use of facilities	6			
7	Investment expenses	7			
8	Prior period adjustments	8			
9	Other changes in net assets or fund balances (explain in Schedule O)	9			0.
10	Net assets or fund balances at end of year. Combine lines 3 through 9 (must equal Part X, line 33,				
	column (B))	10	3,12	3,3	69.
Pa	rt XII Financial Statements and Reporting				
	Check if Schedule O contains a response or note to any line in this Part XII				X
				Yes	No
1	Accounting method used to prepare the Form 990: Cash X Accrual Other				
	If the organization changed its method of accounting from a prior year or checked "Other," explain in Schedule	О.			
2a	Were the organization's financial statements compiled or reviewed by an independent accountant?		2a		X
	If "Yes," check a box below to indicate whether the financial statements for the year were compiled or reviewed	d on a			
	separate basis, consolidated basis, or both:				
	Separate basis Consolidated basis Both consolidated and separate basis				
b	Were the organization's financial statements audited by an independent accountant?		2b	X	
	If "Yes," check a box below to indicate whether the financial statements for the year were audited on a separat	e basis,			
	consolidated basis, or both:				
	X Separate basis Consolidated basis Both consolidated and separate basis				
С	If "Yes" to line 2a or 2b, does the organization have a committee that assumes responsibility for oversight of the	e audit,			
	review, or compilation of its financial statements and selection of an independent accountant?		2c		X
	If the organization changed either its oversight process or selection process during the tax year, explain in Sch	edule O.			
За	As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the Si	ngle Audit			
	Act and OMB Circular A-133?		За		X
b	If "Yes," did the organization undergo the required audit or audits? If the organization did not undergo the required	ired audit			
	or guidite, explain why in Schodule O and describe any stone taken to undergo such guidite		26		l

Form **990** (2015)

#### **SCHEDULE A**

Department of the Treasury

Internal Revenue Service

(Form 990 or 990-EZ)

Public Charity Status and Public Support Complete if the organization is a section 501(c)(3) organization or a section 4947(a)(1) nonexempt charitable trust.

► Attach to Form 990 or Form 990-EZ.

► Information about Schedule A (Form 990 or 990-EZ) and its instructions is at www.irs.gov/form990.

OMB No. 1545-0047

Open to Public Inspection

Name of the organization

EVERY MOTHER COUNTS

**Employer identification number** 45-4102644

Pai	rt I	Reason for Public (	Charity Status (	All organizations must co	omplete th	is part.) Se	e instructions.	
he o	organi	zation is not a private found	ation because it is: (	(For lines 1 through 11, o	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 (Form 990 or 990-EZ).)						
3		A hospital or a cooperative		•			i).	
4		A medical research organiz					-	the hospital's name.
		city, and state:						
5		An organization operated for	or the benefit of a co	ollege or university owner	d or opera	ted by a g	overnmental unit describ	ped in
_		section 170(b)(1)(A)(iv). (C		,	•	, ,		
6		A federal, state, or local gov		mental unit described in	section 17	70(b)(1)(A)	(v).	
	37	An organization that norma	-				•	public described in
		section 170(b)(1)(A)(vi). (Co	•				anno en menn ane general	paisie accession in
8		A community trust describe	• •	(1)(A)(vi). (Complete Par	t II.)			
9		An organization that norma				contributio	ons membership fees a	nd gross receipts from
		activities related to its exem	•	•	-			-
		income and unrelated busin	•	·				-
		See section 509(a)(2). (Cor		(loop coolier or r tarly in				a
10		An organization organized a	•	ively to test for public sa	fety. See:	section 50	9(a)(4).	
11		An organization organized a	•	•				e purposes of one or
		more publicly supported or	•	•	•		•	
		lines 11a through 11d that	~					
а		Type I. A supporting orga	• •			•		giving
		the supported organization	•	•				
		organization. You must c						•
b		Type II. A supporting orga	-		tion with it	s supporte	ed organization(s), by ha	ving
		control or management o	f the supporting org	anization vested in the s	ame perso	ons that co	entrol or manage the sup	ported
		organization(s). You mus	t complete Part IV,	Sections A and C.	-			
С		Type III functionally inte	grated. A supportin	g organization operated	in connec	tion with, a	and functionally integrate	ed with,
		its supported organization	n(s) (see instructions	s). You must complete I	Part IV, Se	ections A,	D, and E.	
d		Type III non-functionally	integrated. A supp	orting organization oper	ated in co	nnection v	vith its supported organi	zation(s)
		that is not functionally int	egrated. The organiz	zation generally must sa	tisfy a dist	ribution re	quirement and an attent	iveness
		requirement (see instruct	ions). <b>You must con</b>	nplete Part IV, Sections	s A and D,	and Part	V.	
е		Check this box if the orga	anization received a	written determination fro	m the IRS	that it is a	Type I, Type II, Type III	
		functionally integrated, or	Type III non-functio	nally integrated support	ing organi	zation.		
f	Ente	r the number of supported o	organizations					
g	Prov	ide the following information	about the supporte					
	(i	Name of supported	(ii) EIN	(iii) Type of organization (described on lines 1-9	(iv) Is the o listed i		(v) Amount of monetary	(vi) Amount of
		organization		above (see instructions))	governing	document?	support (see instructions)	other support (see instructions)
					Yes	No	mondono)	motraditiona)
ota	l							

LHA For Paperwork Reduction Act Notice, see the Instructions for

Form 990 or 990-EZ. 532021 09-23-15

## 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.)

Sec	tion A. Public Support						
Cale	ndar year (or fiscal year beginning in) 🕨	(a) 2011	<b>(b)</b> 2012	(c) 2013	(d) 2014	(e) 2015	(f) Total
1	Gifts, grants, contributions, and						
	membership fees received. (Do not						
	include any "unusual grants.")	0.	2126570.	3983775.	1910994.	4162172.	12183511.
2	Tax revenues levied for the organ-						
	ization'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		0406550		1010001	11.601.00	4.04.00.54.4
4	Total. Add lines 1 through 3		2126570.	3983775.	1910994.	4162172.	12183511.
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,						2042006
	column (f)						3243096.
	Public support. Subtract line 5 from line 4.						8940415.
	ction B. Total Support	( ) 2044	#1.0040	( ) 0040	( 1) 004 (	( ) 0045	(0 T )
	ndar year (or fiscal year beginning in)	(a) 2011	(b) 2012 2126570.	(c) 2013 3983775.	(d) 2014 1910994.	(e) 2015	(f) Total 12183511.
	Amounts from line 4		2120370.	3303113.	1910994.	41021/2.	12103311.
8	Gross income from interest,						
	dividends, payments received on						
	securities loans, rents, royalties	0.	20,063.	104,386.	160,296.	37,624.	322,369.
_	and income from similar sources	0.	20,005.	104,300.	100,290.	37,024.	322,303.
9	Net income from unrelated business						
	activities, whether or not the						
10	business is regularly carried on Other income. Do not include gain						
10	or loss from the sale of capital						
	assets (Explain in Part VI.)		13,905.	6,562.	6,288.		26,755.
11	Total support. Add lines 7 through 10		20,3001	0,0021	0,2001		12532635.
12	Gross receipts from related activities	etc (see instructi	ons)			12	132,463.
13	First five years. If the Form 990 is fo						
	organization, check this box and <b>stop</b>						<b>▶</b> X
Sec	ction C. Computation of Publ						
14	Public support percentage for 2015 (	line 6, column (f) d	ivided by line 11, c	olumn (f))		14	%
15	Public support percentage from 2014					15	%
16a	33 1/3% support test - 2015. If the					nore, check this bo	ox and
	stop here. The organization qualifies	as a publicly supp	orted organization				▶□
b	33 1/3% support test - 2014. If the	organization did no	ot check a box on I	ine 13 or 16a, and	l line 15 is 33 1/3%	6 or more, check t	his box
	and stop here. The organization qual	lifies as a publicly s	supported organiza	ation			▶□
17a	10% -facts-and-circumstances tes	t - 2015. If the org	anization did not c	heck a box on line	e 13, 16a, or 16b, a	and line 14 is 10%	or more,
	and if the organization meets the "fac	ts-and-circumstan	ces" test, check th	nis box and <b>stop h</b>	<b>nere.</b> Explain in Pa	rt VI how the orgar	nization
	meets the "facts-and-circumstances"	test. The organiza	tion qualifies as a	publicly supported	d organization		▶□
b	10% -facts-and-circumstances tes	t - <b>2014.</b> If the org	anization did not c	heck a box on line	e 13, 16a, 16b, or	17a, and line 15 is	10% or
	more, and if the organization meets the		•				
	organization meets the "facts-and-cire	cumstances" test.	The organization of	qualifies as a publi	cly supported orga	anization	▶Щ
18	8 Private foundation. If the organization did not check a box on line 13, 16a, 16b, 17a, or 17b, check this box and see instructions						



#### 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.)

Se	ction A. Public Support		,				
Cale	ndar year (or fiscal year beginning in)	(a) 2011	<b>(b)</b> 2012	(c) 2013	(d) 2014	(e) 2015	(f) Total
1	Gifts, grants, contributions, and						
	membership fees received. (Do not						
	include any "unusual grants.")						
2	Gross receipts from admissions,						
	merchandise sold or services per-						
	formed, or facilities furnished in any activity that is related to the						
	organization's tax-exempt purpose						
3	Gross receipts from activities that						
	are not an unrelated trade or bus-						
	iness under section 513						
4	Tax revenues levied for the organ-						
	ization's benefit and either paid to						
	or expended on its behalf						
5	The value of services or facilities						
	furnished by a governmental unit to						
	the organization without charge						
6	Total. Add lines 1 through 5						
78	Amounts included on lines 1, 2, and						
	3 received from disqualified persons						
k	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						
	Add lines 7a and 7b						
	Public support. (Subtract line 7c from line 6.)						
	ction B. Total Support		1	1		T	1
	endar year (or fiscal year beginning in)	(a) 2011	<b>(b)</b> 2012	(c) 2013	(d) 2014	(e) 2015	(f) Total
	Amounts from line 6						
10a	Gross income from interest, dividends, payments received on						
	securities loans, rents, royalties						
	and income from similar sources						
k	Unrelated business taxable income						
	(less section 511 taxes) from businesses						
	acquired after June 30, 1975						
	Add lines 10a and 10b						
11	Net income from unrelated business activities not included in line 10b,						
	whether or not the business is						
40	regularly carried on						
12	Other income. Do not include gain or loss from the sale of capital						
	assets (Explain in Part VI.)						<del>                                     </del>
	<b>Total support.</b> (Add lines 9, 10c, 11, and 12.)	<u> </u>		1.6		504(1)(2)	<u> </u>
14	First five years. If the Form 990 is for	_			-		
50	check this box and stop here ction C. Computation of Publ						<u> </u>
	Public support percentage for 2015 (l			column (f))		15	%
	Public support percentage from 2014					16	
	ction D. Computation of Invest					1 10 1	70
	Investment income percentage for 20					17	%
	Investment income percentage from 2			(1)		18	
	33 1/3% support tests - 2015. If the						
	more than 33 1/3%, check this box a						
ŀ	33 1/3% support tests - 2014. If the						
	line 18 is not more than 33 1/3%, che	•			•	•	
20	Private foundation If the organization						

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## Part IV Supporting Organizations

(Complete only if you checked a box in line 11 on Part I. If you checked 11a of Part I, complete Sections A and B. If you checked 11b of Part I, complete Sections A and C. If you checked 11c of Part I, complete Sections A, D, and E. If you checked 11d of Part I, complete Sections A and D, and complete Part V.)

#### Section A. All Supporting Organizations

- 1 Are all of the organization's supported organizations listed by name in the organization's governing documents? If "No" describe in Part VI how the supported organizations are designated. If designated by class or purpose, describe the designation. If historic and continuing relationship, explain.
- 2 Did the organization have any supported organization that does not have an IRS determination of status under section 509(a)(1) or (2)? If "Yes," explain in Part VI how the organization determined that the supported organization was described in section 509(a)(1) or (2).
- 3a Did the organization have a supported organization described in section 501(c)(4), (5), or (6)? If "Yes," answer (b) and (c) below.
- b Did the organization confirm that each supported organization qualified under section 501(c)(4), (5), or (6) and satisfied the public support tests under section 509(a)(2)? If "Yes," describe in Part VI when and how the organization made the determination.
- c Did the organization ensure that all support to such organizations was used exclusively for section 170(c)(2)(B) purposes? If "Yes," explain in Part VI what controls the organization put in place to ensure such use.
- 4a Was any supported organization not organized in the United States ("foreign supported organization")? If "Yes," and if you checked 11a or 11b in Part I, answer (b) and (c) below.
- **b** Did the organization have ultimate control and discretion in deciding whether to make grants to the foreign supported organization? If "Yes," describe in Part VI how the organization had such control and discretion despite being controlled or supervised by or in connection with its supported organizations.
- c Did the organization support any foreign supported organization that does not have an IRS determination under sections 501(c)(3) and 509(a)(1) or (2)? If "Yes," explain in Part VI what controls the organization used to ensure that all support to the foreign supported organization was used exclusively for section 170(c)(2)(B) purposes.
- 5a Did the organization add, substitute, or remove any supported organizations during the tax year? If "Yes," answer (b) and (c) below (if applicable). Also, provide detail in Part VI, including (i) the names and EIN numbers of the supported organizations added, substituted, or removed; (ii) the reasons for each such action; (iii) the authority under the organization's organizing document authorizing such action; and (iv) how the action was accomplished (such as by amendment to the organizing document).
- b Type I or Type II only. Was any added or substituted supported organization part of a class already designated in the organization's organizing document?
- c Substitutions only. Was the substitution the result of an event beyond the organization's control?
- 6 Did the organization provide support (whether in the form of grants or the provision of services or facilities) to anyone other than (i) its supported organizations, (ii) individuals that are part of the charitable class benefited by one or more of its supported organizations, or (iii) other supporting organizations that also support or benefit one or more of the filing organization's supported organizations? If "Yes," provide detail in Part VI.
- 7 Did the organization provide a grant, loan, compensation, or other similar payment to a substantial contributor (defined in section 4958(c)(3)(C)), a family member of a substantial contributor, or a 35% controlled entity with regard to a substantial contributor? If "Yes," complete Part I of Schedule L (Form 990 or 990-EZ).
- 8 Did the organization make a loan to a disqualified person (as defined in section 4958) not described in line 7? If "Yes," complete Part I of Schedule L (Form 990 or 990-EZ).
- 9a Was the organization controlled directly or indirectly at any time during the tax year by one or more disqualified persons as defined in section 4946 (other than foundation managers and organizations described in section 509(a)(1) or (2))? If "Yes," provide detail in Part VI.
- b Did one or more disqualified persons (as defined in line 9a) hold a controlling interest in any entity in which the supporting organization had an interest? If "Yes," provide detail in Part VI.
- c Did a disqualified person (as defined in line 9a) have an ownership interest in, or derive any personal benefit from, assets in which the supporting organization also had an interest? If "Yes," provide detail in Part VI.
- 10a Was the organization subject to the excess business holdings rules of section 4943 because of section 4943(f) (regarding certain Type II supporting organizations, and all Type III non-functionally integrated supporting organizations)? If "Yes," answer 10b below.
  - b Did the organization have any excess business holdings in the tax year? (Use Schedule C, Form 4720, to determine whether the organization had excess business holdings.)

п		Yes	No
- 1	1		
	2		
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	3a		
L	3b		
-	3с		
-	4a		
	4b		
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L	4c		
	_		
- 1	5a		
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-	5b 5c		
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	7		
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	9a		
-	Ja		
	9b		
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	9с		
	10a		
	10b		
n 99	90 or 99	0-EZ	2015

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Pa	rt IV   Supporting Organizations <sub>(continued)</sub>			
			Yes	No
11	Has the organization accepted a gift or contribution from any of the following persons?			
а	A person who directly or indirectly controls, either alone or together with persons described in (b) and (c)			
	below, the governing body of a supported organization?	11a		
b	A family member of a person described in (a) above?	11b		
С	A 35% controlled entity of a person described in (a) or (b) above? If "Yes" to a, b, or c, provide detail in Part VI.	11c		
	tion B. Type I Supporting Organizations			
			Yes	No
1	Did the directors, trustees, or membership of one or more supported organizations have the power to			
	regularly appoint or elect at least a majority of the organization's directors or trustees at all times during the			
	tax year? If "No," describe in <b>Part VI</b> how the supported organization(s) effectively operated, supervised, or			
	controlled the organization's activities. If the organization had more than one supported organization,			
	describe how the powers to appoint and/or remove directors or trustees were allocated among the supported			
	organizations and what conditions or restrictions, if any, applied to such powers during the tax year.	1		
2	Did the organization operate for the benefit of any supported organization other than the supported			
_	organization(s) that operated, supervised, or controlled the supporting organization? If "Yes," explain in			
	Part VI how providing such benefit carried out the purposes of the supported organization(s) that operated,			
	supervised, or controlled the supporting organization.	2		
Sec	tion C. Type II Supporting Organizations			
<u> </u>	tion of Type it supporting organizations		Yes	No
4	Ware a majority of the organization's directors or trustees during the tay year also a majority of the directors		162	NO
1	Were a majority of the organization's directors or trustees during the tax year also a majority of the directors			
	or trustees of each of the organization's supported organization(s)? If "No," describe in <b>Part VI</b> how control			
	or management of the supporting organization was vested in the same persons that controlled or managed	_		
800	the supported organization(s).	1		Ь
Sec	tion D. All Type III Supporting Organizations		· ·	
			Yes	No
1	Did the organization provide to each of its supported organizations, by the last day of the fifth month of the			
	organization's tax year, (i) a written notice describing the type and amount of support provided during the prior tax			
	year, (ii) a copy of the Form 990 that was most recently filed as of the date of notification, and (iii) copies of the			
	organization's governing documents in effect on the date of notification, to the extent not previously provided?	1		
2	Were any of the organization's officers, directors, or trustees either (i) appointed or elected by the supported			
	organization(s) or (ii) serving on the governing body of a supported organization? If "No," explain in Part VI how			
	the organization maintained a close and continuous working relationship with the supported organization(s).	2		
3	By reason of the relationship described in (2), did the organization's supported organizations have a			
	significant voice in the organization's investment policies and in directing the use of the organization's			
	income or assets at all times during the tax year? If "Yes," describe in Part VI the role the organization's			
	supported organizations played in this regard.	3		<u> </u>
Sec	tion E. Type III Functionally-Integrated Supporting Organizations			
1	Check the box next to the method that the organization used to satisfy the Integral Part Test during the yea(see instructions):			
а	The organization satisfied the Activities Test. Complete line 2 below.			
b	The organization is the parent of each of its supported organizations. Complete line 3 below.			
С	The organization supported a governmental entity. Describe in Part VI how you supported a government entity (see inst	ructions	;)	
2	Activities Test. Answer (a) and (b) below.		Yes	No
а	Did substantially all of the organization's activities during the tax year directly further the exempt purposes of			
	the supported organization(s) to which the organization was responsive? If "Yes," then in Part VI identify			
	those supported organizations and explain how these activities directly furthered their exempt purposes,			
	how the organization was responsive to those supported organizations, and how the organization determined			
	that these activities constituted substantially all of its activities.	2a		
b	Did the activities described in (a) constitute activities that, but for the organization's involvement, one or more			
	of the organization's supported organization(s) would have been engaged in? If "Yes," explain in Part VI the			
	reasons for the organization's position that its supported organization(s) would have engaged in these			
	activities but for the organization's involvement.	2b		
3	Parent of Supported Organizations. <i>Answer (a) and (b) below.</i>			
а	Did the organization have the power to regularly appoint or elect a majority of the officers, directors, or			
	trustees of each of the supported organizations? Provide details in <i>Part VI</i> .	3a		
b		,		
	of its supported organizations? If "Yes." describe in <i>Part VI</i> the role played by the organization in this regard.	3b		

Pa	rt V Type III Non-Functionally Integrated 509(a)(3) Supporting	g Org	anizations	<u> </u>			
1	Check here if the organization satisfied the Integral Part Test as a qualifying trust on Nov. 20, 1970. See instructions. All						
	other Type III non-functionally integrated supporting organizations must complete Sections A through E.						
Sect	ion A - Adjusted Net Income		(A) Prior Year	(B) Current Year (optional)			
1	Net short-term capital gain	1					
2	Recoveries of prior-year distributions	2					
3	Other gross income (see instructions)	3					
4	Add lines 1 through 3	4					
5	Depreciation and depletion	5					
6	Portion of operating expenses paid or incurred for production or						
	collection of gross income or for management, conservation, or						
	maintenance of property held for production of income (see instructions)	6					
7	Other expenses (see instructions)	7					
_8_	Adjusted Net Income (subtract lines 5, 6 and 7 from line 4)	8					
Sect	ion B - Minimum Asset Amount		(A) Prior Year	(B) Current Year (optional)			
1	Aggregate fair market value of all non-exempt-use assets (see						
	instructions for short tax year or assets held for part of year):						
a	Average monthly value of securities	1a					
b	Average monthly cash balances	1b					
c	Fair market value of other non-exempt-use assets	1c					
d	Total (add lines 1a, 1b, and 1c)	1d					
е	Discount claimed for blockage or other						
	factors (explain in detail in <b>Part VI</b> ):						
2	Acquisition indebtedness applicable to non-exempt-use assets	2					
_3	Subtract line 2 from line 1d	3					
4	Cash deemed held for exempt use. Enter 1-1/2% of line 3 (for greater amount,						
	see instructions).	4					
_5_	Net value of non-exempt-use assets (subtract line 4 from line 3)	5					
_6_	Multiply line 5 by .035	6					
_7_	Recoveries of prior-year distributions	7					
_8_	Minimum Asset Amount (add line 7 to line 6)	8					
Sect	ion C - Distributable Amount			Current Year			
_1_	Adjusted net income for prior year (from Section A, line 8, Column A)	1					
2	Enter 85% of line 1	2					
3	Minimum asset amount for prior year (from Section B, line 8, Column A)	3					
4	Enter greater of line 2 or line 3	4					
_5	Income tax imposed in prior year	5					
6	Distributable Amount. Subtract line 5 from line 4, unless subject to						
	emergency temporary reduction (see instructions)	6					
7	Check here if the current year is the organization's first as a non-functional	y-integr	ated Type III supporting org	ganization (see			
	instructions).						

Par	t V	Type III Non-Functionally Integrated 509	(a)(3) Supporting Orga	anizations <sub>(continued)</sub>	
Secti	ion D -	Current Year			
1	Amou				
2	Amou				
	organi	zations, in excess of income from activity			
3	Admin	istrative expenses paid to accomplish exempt purpose	es of supported organization	ns	
4	Amou	nts paid to acquire exempt-use assets			
5	Qualifi	ed set-aside amounts (prior IRS approval required)			
6	Other	distributions (describe in <b>Part VI</b> ). See instructions.			
7	Total	annual distributions. Add lines 1 through 6.			
8	Distrib	outions to attentive supported organizations to which the	ne organization is responsive	9	
	(provid	de details in <b>Part VI</b> ). See instructions.			
9	Distrib	outable amount for 2015 from Section C, line 6			
10	Line 8	amount divided by Line 9 amount			
			(i)	(ii)	(iii)
<b>.</b>	·	Distribution Allocations (see instance)	<b>Excess Distributions</b>	Underdistributions	Distributable
Secti	ion E -	Distribution Allocations (see instructions)		Pre-2015	Amount for 2015
1	Distrib	outable amount for 2015 from Section C, line 6			
2	Under	distributions, if any, for years prior to 2015			
	(reaso	nable cause required-see instructions)			
3	Exces	s distributions carryover, if any, to 2015:			
а					
b					
С					
d	From 2	2013			
е	From 2	2014			
f	Total	of lines 3a through e			
g	Applie	d to underdistributions of prior years			
h	Applie	d to 2015 distributable amount			
i	Carry	over from 2010 not applied (see instructions)			
j	Remai	inder. Subtract lines 3g, 3h, and 3i from 3f.			
4	Distrib	outions for 2015 from Section D,			
	line 7:	\$			
а	Applie	d to underdistributions of prior years			
b	Applie	d to 2015 distributable amount			
С	Remai	inder. Subtract lines 4a and 4b from 4.			
5	Remai	ning underdistributions for years prior to 2015, if			
	any. S	ubtract lines 3g and 4a from line 2 (if amount			
	greate	r than zero, see instructions).			
6	Remai	ning underdistributions for 2015. Subtract lines 3h			
	and 4	o from line 1 (if amount greater than zero, see			
	instruc	ctions).			
7	Exces	s distributions carryover to 2016. Add lines 3j			
	and 4	э.			
8	Break	down of line 7:			
а					
b					
С	Exces	s from 2013			
d	Exces	s from 2014			
_	Evces	s from 2015			

Schedule A (Form 990 or 990-EZ) 2015 EVERY MOTHER COUNTS 45-4102644 Page 8 Supplemental Information. Provide the explanations required by Part II, line 10; Part II, line 17a or 17b; Part III, line 12; Part IV, Section A, lines 1, 2, 3b, 3c, 4b, 4c, 5a, 6, 9a, 9b, 9c, 11a, 11b, and 11c; Part IV, Section B, lines 1 and 2; Part IV, Section C, line 1; Part IV, Section D, lines 2 and 3; Part IV, Section E, lines 1c, 2a, 2b, 3a and 3b; Part V, line 1; Part V, Section B, line 1e; Part V, Section D, lines 5, 6, and 8; and Part V, Section E, lines 2, 5, and 6. Also complete this part for any additional information. (See instructions.) SCHEDULE A, PART II, LINE 10, EXPLANATION FOR OTHER INCOME:

•	,
MISCELLANEOUS IN	COME
2011 AMOUNT: \$	0.
2012 AMOUNT: \$	13,905.
2013 AMOUNT: \$	6,562.
2014 AMOUNT: \$	5,563.
2015 AMOUNT: \$	0.
SCREENING AND FI	LM
2011 AMOUNT: \$	0.
2012 AMOUNT: \$	0.
2013 AMOUNT: \$	0.
2014 AMOUNT: \$	725.
2015 AMOUNT: \$	0.

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2015.04030 EVERY MOTHER COUNTS

Schedule B (Form 990, 990-EZ, or 990-PF)

Department of the Treasury Internal Revenue Service **Schedule of Contributors** 

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

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

OMB No. 1545-0047

Name of the organization

Employer identification number

EVERY MOTHER COUNTS 45-4102644

Organization type (check one):					
Filers of:		Section:			
Form 990	or 990-EZ	X 501(c)( 3 ) (enter number) organization			
		4947(a)(1) nonexempt charitable trust <b>not</b> treated as a private foundation			
		527 political organization			
Form 990-	PF	501(c)(3) exempt private foundation			
		4947(a)(1) nonexempt charitable trust treated as a private foundation			
		501(c)(3) taxable private foundation			
•	/ a section 501(c)(7	covered by the <b>General Rule</b> or a <b>Special Rule.</b> 7), (8), or (10) organization can check boxes for both the General Rule and a Special Rule. See instructions.			
		filing Form 990, 990-EZ, or 990-PF that received, during the year, contributions totaling \$5,000 or more (in money or one contributor. Complete Parts I and II. See instructions for determining a contributor's total contributions.			
Special R	ules				
s a	ections 509(a)(1) a ny one contributor	described in section 501(c)(3) filing Form 990 or 990-EZ that met the 33 1/3% support test of the regulations under nd 170(b)(1)(A)(vi), that checked Schedule A (Form 990 or 990-EZ), Part II, line 13, 16a, or 16b, and that received from , during the year, total contributions of the greater of (1) \$5,000 or (2) 2% of the amount on (i) Form 990, Part VIII, line 1h, line 1. Complete Parts I and II.			
У	ear, total contribut	described in section 501(c)(7), (8), or (10) filing Form 990 or 990-EZ that received from any one contributor, during the ions of more than \$1,000 exclusively for religious, charitable, scientific, literary, or educational purposes, or for uelty to children or animals. Complete Parts I, II, and III.			
y is p	ear, contributions of the checked, enter he curpose. Do not co	described in section 501(c)(7), (8), or (10) filing Form 990 or 990-EZ that received from any one contributor, during the exclusively for religious, charitable, etc., purposes, but no such contributions totaled more than \$1,000. If this box ere the total contributions that were received during the year for an exclusively religious, charitable, etc., mplete any of the parts unless the <b>General Rule</b> applies to this organization because it received nonexclusively, etc., contributions totaling \$5,000 or more during the year			
	-	at is not covered by the General Rule and/or the Special Rules does not file Schedule B (Form 990, 990-EZ, or 990-PF), Part IV. line 2. of its Form 990: or check the box on line H of its Form 990-EZ or on its Form 990-PF. Part I. line 2. to			

LHA For Paperwork Reduction Act Notice, see the Instructions for Form 990, 990-EZ, or 990-PF. Schedule B (Form 990, 990-EZ, or 990-PF) (2015)

certify that it does not meet the filing requirements of Schedule B (Form 990, 990-EZ, or 990-PF).

Name of organization Employer identification number

EVERY MOTHER COUNTS 45-4102644

Part I	Contributors (see instructions). Use duplicate copies of Part I if additional	Il space is needed.	
(a)	(b)	(c)	(d)
No1	Name, address, and ZIP + 4	\$ 600,000.	Person X Payroll
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
2		\$ 250,000.	Person X Payroll
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
3		\$ 250,000.	Person X Payroll
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
4		\$\$\$	Person X Payroll Noncash  (Complete Part II for noncash contributions.)
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
5		\$ <u>155,250.</u>	Person X Payroll
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
6		\$\$	Person X Payroll Noncash (Complete Part II for

Schedule B (Form 990, 990-EZ, or 990-PF) (2015)

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### EVERY MOTHER COUNTS

45-4102644

Part I	Contributors (see instructions). Use duplicate copies of Part I if additional	Il space is needed.	
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
7		\$ 100,000.	Person X Payroll
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
8		\$100,000.	Person X Payroll
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
9		\$	Person X Payroll
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
10		\$83,571.	Person X Payroll Noncash (Complete Part II for noncash contributions.)
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
11		\$ 60,775.	Person X Payroll
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
12		\$60,000.	Person X Payroll

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Schedule B (Form 990, 990-EZ, or 990-PF) (2015)

EVERY	ER COUNTS

45-4102644

Part I	Contributors (see instructions). Use duplicate copies of Part I if additional space is needed.		
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
13		\$55,453.	Person X Payroll
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
14		\$\$	Person X Payroll
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
15		\$\$	Person X Payroll
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
16		\$\$	Person X Payroll
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
17		\$50,000.	Person X Payroll
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
18		\$\$	Person X Payroll

### EVERY MOTHER COUNTS

45-4102644

Part I	Contributors (see instructions). Use duplicate copies of Part I if additional	I space is needed.	
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
19		\$37,773.	Person X Payroll
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
20		\$ 36,920.	Person X Payroll
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
21		\$35,665.	Person X Payroll
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
22		\$31,000.	Person X Payroll Noncash (Complete Part II for noncash contributions.)
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
23		\$ 30,530.	Person X Payroll
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
24		\$30,000.	Person X Payroll

EVERY	MOTHER COUNTS		45-4102644
Part I	Contributors (see instructions). Use duplicate copies of Part I if additi	onal space is needed.	
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contribution	(d) Type of contribution
25		_ _ \$21,0 _	Person X Payroll Noncash (Complete Part II for noncash contributions.)
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contribution	(d) ns Type of contribution
26		_ _	Person X Payroll  Noncash (Complete Part II for noncash contributions.)
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributio	(d) ns Type of contribution
27		_ _	Person X Payroll  Noncash (Complete Part II for noncash contributions.)
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contribution	(d) ns Type of contribution
28		_ _ \$15,0 _	Person X Payroll  Noncash (Complete Part II for noncash contributions.)
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributio	(d) ns Type of contribution
29		_ _	Person X Payroll Noncash (Complete Part II for noncash contributions.)
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributio	(d) Type of contribution
30		_ \$12,7	Person X Payroll Noncash (Complete Part II for

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Schedule B (Form 990, 990-EZ, or 990-PF) (2015)

noncash contributions.)

EVERY	MOTHER	COUNTS
-------	--------	--------

45-4102644

Part I	Contributors (see instructions). Use duplicate copies of Part I if additional	I space is needed.	
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
31		\$12,182.	Person X Payroll Noncash (Complete Part II for noncash contributions.)
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
32		\$11,201.	Person X Payroll
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
33		\$	Person X Payroll
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
34	Nume, address, and Zir + 4	\$ 10,285.	Person X Payroll Noncash (Complete Part II for noncash contributions.)
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
35		\$	Person X Payroll
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
36		\$	Person X Payroll

### EVERY MOTHER COUNTS

45-4102644

Part I	Contributors (see instructions). Use duplicate copies of Part I if additional	Il space is needed.	
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
37		\$10,000.	Person X Payroll
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
38		\$10,000.	Person X Payroll
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
39		\$	Person X Payroll
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
40		\$	Person X Payroll Noncash (Complete Part II for noncash contributions.)
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
41		\$\$	Person X Payroll
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
42		\$	Person X Payroll

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Schedule B (Form 990, 990-EZ, or 990-PF) (2015)

EVERY MOTHER COUNTS 45		45-4102644	
Part I	Contributors (see instructions). Use duplicate copies of Part I if additional	al space is needed.	
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributio	(d) ns Type of contribution
43		\$10,0	Person X Payroll  Noncash (Complete Part II for noncash contributions.)
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributio	(d) ns Type of contribution
44		\$8,8	Person X Payroll  Noncash (Complete Part II for noncash contributions.)
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributio	(d) ns Type of contribution
45		\$8,8	Person X Payroll Noncash (Complete Part II for noncash contributions.)
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributio	(d) ns Type of contribution
46		\$8,5	Person X Payroll  Noncash  (Complete Part II for noncash contributions.)
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributio	(d) ns Type of contribution
47		\$8,0	Person X Payroll

No. Name, address, and ZIP + 4

Total contributions

Type of contribution

Person X
Payroll Noncash (Complete Part II for

(b)

noncash contributions.)
Schedule B (Form 990, 990-EZ, or 990-PF) (2015)

(c)

(a)

(d)

### EVERY MOTHER COUNTS

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Part I	Contributors (see instructions). Use duplicate copies of Part I if additional	Il space is needed.	
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
49		\$7,719.	Person X Payroll
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
50		\$7,500.	Person X Payroll
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
51		\$ 7,500.	Person X Payroll
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
52		\$ 7,500.	Person X Payroll
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
53		\$ 7,500.	Person X Payroll Noncash (Complete Part II for noncash contributions.)
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
54		\$6,345.	Person X Payroll

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Schedule B (Form 990, 990-EZ, or 990-PF) (2015)

EVERY	MOTHER COUNTS	4	5-4102644
Part I	Contributors (see instructions). Use duplicate copies of Part I if additional	I space is needed.	
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
55		\$6,000.	Person X Payroll
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
56		\$5,440.	Person X Payroll
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
57		\$5,330.	Person X Payroll
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
58		\$5,000.	Person X Payroll
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
59		\$5,000.	Person X Payroll
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
60		\$5,000.	Person X Payroll Noncash (Complete Part II for

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COPY

noncash contributions.)

Schedule B (Form 990, 990-EZ, or 990-PF) (2015)

### EVERY MOTHER COUNTS

45-4102644

Part I	Contributors (see instructions). Use duplicate copies of Part I if additional	al spac	ce is needed.	
(a) No.	(b) Name, address, and ZIP + 4		(c) Total contributions	(d) Type of contribution
61		\$_	5,000.	Person X Payroll
(a) No.	(b) Name, address, and ZIP + 4		(c) Total contributions	(d) Type of contribution
62		\$_	5,000.	Person X Payroll
(a) No.	(b) Name, address, and ZIP + 4		(c) Total contributions	(d) Type of contribution
63		\$_	5,000.	Person X Payroll
(a) No.	(b) Name, address, and ZIP + 4		(c) Total contributions	(d) Type of contribution
64		\$_	5,000.	Person X Payroll Noncash (Complete Part II for noncash contributions.)
(a) No.	(b) Name, address, and ZIP + 4		(c) Total contributions	(d) Type of contribution
65		\$_	5,000.	Person X Payroll
(a) No.	(b) Name, address, and ZIP + 4		(c) Total contributions	(d) Type of contribution
66		\$_	5,000.	Person X Payroll

Name of organization Employer identification number

EVERY MOTHER COUNTS 45-4102644

Part I	Contributors (see instructions). Use duplicate copies of Part I if a	additional space is needed.	
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
67		\$\$	Person X Payroll Complete Part II for noncash contributions.)
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
68		ss	Person X Payroll
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
		\$	Person Payroll Noncash (Complete Part II for noncash contributions.)
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
		\$	Person Payroll Noncash (Complete Part II for noncash contributions.)
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
		\$	Person Payroll Noncash (Complete Part II for noncash contributions.)
(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
		<b>\$</b>	Person Payroll Noncash (Complete Part II for noncash contributions.)

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Schedule B (Form 990, 990-EZ, or 990-PF) (2015)

### EVERY MOTHER COUNTS

45-4102644

(a) No.				
from Part I	(b)  Description of noncash property given	(c) FMV (or estimate) (see instructions)	(d) Date received	
-				
-		\$		
(a) No. from Part I	(b)  Description of noncash property given	(c) FMV (or estimate) (see instructions)	(d) Date received	
-		<u> </u>		
(a) No. from Part I	(b) Description of noncash property given	(c) FMV (or estimate) (see instructions)	(d) Date received	
		_		
-		\$		
(a) No. from Part I	(b)  Description of noncash property given	(c) FMV (or estimate) (see instructions)	(d) Date received	
-				
(a) No. from Part I	(b)  Description of noncash property given	(c) FMV (or estimate) (see instructions)	(d) Date received	
-		_		
-		<u> </u>		
(a) No. from Part I	(b)  Description of noncash property given	(c) FMV (or estimate) (see instructions)	(d) Date received	
		_		
		   \$	990, 990-EZ, or 990-PF) (20 <sup>-</sup>	

# **SCHEDULE D**

(Form 990)

Department of the Treasury Internal Revenue Service

Supplemental Financial Statements

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

► Attach to Form 990.

▶ Information about Schedule D (Form 990) and its instructions is at www.irs.gov/form990.

OMB No. 1545-0047 Open to Public Inspection

Name of the organization

EVERY MOTHER COUNTS

**Employer identification number** 45-4102644

Pai	t I Organizations Maintaining Donor Advise	ed Funds or Other Similar Funds or	Accounts. Complete if the				
	organization answered "Yes" on Form 990, Part IV, lir	ne 6.					
		(a) Donor advised funds	(b) Funds and other accounts				
1	Total number at end of year						
2	Aggregate value of contributions to (during year)						
3	Aggregate value of 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 f	unds				
	are the organization's property, subject to the organization's	exclusive legal control?	Yes				
6	Did the organization inform all grantees, donors, and donor a	advisors in writing that grant funds can be use	d only				
	for charitable purposes and not for the benefit of the donor	or donor advisor, or for any other purpose con	ferring				
_							
Pai			IV, line 7.				
1	Purpose(s) of conservation easements held by the organizat						
	Preservation of land for public use (e.g., recreation or e	· —					
	Protection of natural habitat	Preservation of a certified	historic structure				
_	Preservation of open space						
2	Complete lines 2a through 2d if the organization held a quali	fied conservation contribution in the form of a					
	day of the tax year.		Held at the End of the Tax Year				
	Total number of conservation easements						
	Total acreage restricted by conservation easements						
	Number of conservation easements on a certified historic str		2c				
a	Number of conservation easements included in (c) acquired						
2	listed in the National Register		2d				
3	_	eleased, extinguished, or terminated by the org	ganization during the tax				
4	year ▶ Number of states where property subject to conservation ea	noment is leasted					
5	Does the organization have a written policy regarding the pe						
3	violations, and enforcement of the conservation easements		Yes No				
6	Staff and volunteer hours devoted to monitoring, inspecting,						
•		, manaling of violations, and emercing contest vi	and read morne daring the year				
7	Amount of expenses incurred in monitoring, inspecting, hand	dling of violations, and enforcing conservation	easements during the year				
	<b>▶</b> \$						
8	Does each conservation easement reported on line 2(d) about	ve satisfy the requirements of section 170(h)(4	4)(B)(i)				
	and section 170(h)(4)(B)(ii)?						
9	In Part XIII, describe how the organization reports conservat						
	include, if applicable, the text of the footnote to the organiza	tion's financial statements that describes the	organization's accounting for				
	conservation easements.						
Pai	t III Organizations Maintaining Collections o	of Art, Historical Treasures, or Othe	r Similar Assets.				
	Complete if the organization answered "Yes" on Form	n 990, Part IV, line 8.					
1a	If the organization elected, as permitted under SFAS 116 (AS	SC 958), not to report in its revenue statement	and balance sheet works of art,				
	historical treasures, or other similar assets held for public ex	hibition, education, or research in furtherance	of public service, provide, in Part XIII,				
	the text of the footnote to its financial statements that describes these items.						
b	<b>b</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, e	ducation, or research in furtherance of public	service, provide the following amounts				
	relating to these items:						
	(i) Revenue included on 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 tre	_	n, provide				
	the following amounts required to be reported under SFAS 1						
	Revenue included on Form 990, Part VIII, line 1						
	Assets included in Form 990, Part X						
LHA	For Paperwork Reduction Act Notice, see the Instruction	s tor Form 990.	Schedule D (Form 990) 2015				

	t III Organizations Maintaining C	ollections of A	t, Hist	orical Tr	easures, d	or Othe	r Simila	ar Asse	<b>ts</b> (continu	ed)
3	Using the organization's acquisition, accession	on, and other record	s, checl	any of the	following tha	t are a si	gnificant ι	use of its	collection	items
	(check all that apply):									
а	Public exhibition	d		Loan or exc	hange progra	ams				
b	Scholarly research	е		Other						
С	Preservation for future generations									
4	Provide a description of the organization's co	ollections and explain	n how th	ey further t	he organizati	on's exer	npt purpo	se in Par	t XIII.	
5	During the year, did the organization solicit or	r receive donations	of art, hi	storical trea	sures, or oth	er similar	assets			
	to be sold to raise funds rather than to be ma	aintained as part of t	he orgai	nization's co	ollection?				Yes	No_
Pai	t IV Escrow and Custodial Arrang	<b>gements.</b> Comple	ete if the	organizatio	n answered	"Yes" on	Form 990	, Part IV,	line 9, or	
	reported an amount on Form 990, Par	t X, line 21.								
1a	Is the organization an agent, trustee, custodi	an or other intermed	liary for	contributior	ns or other as	sets not	included		_	
	on Form 990, Part X?							L	Yes	└─ No
b	If "Yes," explain the arrangement in Part XIII									
									Amount	
С	Beginning balance						. 1c			
	Additions during the year									
е	Distributions during the year						. 1e			
f	Ending balance						. 1f			
2a	Did the organization include an amount on Fo	orm 990, Part X, line	21, for 6	escrow or c	ustodial acco	ount liabil	ity?	L	Yes	☐ No
<u>b</u>	If "Yes," explain the arrangement in Part XIII.									
Pai	t V Endowment Funds. Complete if	the organization an	swered	"Yes" on Fo						
		(a) Current year	<b>(b)</b> P	rior year	(c) Two year	rs back	(d) Three y	ears back	(e) Four y	ears back
1a	Beginning of year balance									
b	Contributions									
С	Net investment earnings, gains, and losses									
d	Grants or scholarships									
е	Other expenditures for facilities									
	and programs									
f	Administrative expenses									
g	End of year balance									
2	Provide the estimated percentage of the curr	ent year end balanc	e (line 1	g, column (a	a)) held as:					
а	Board designated or quasi-endowment		_%							
b	Permanent endowment \(\bigs\) \%									
С	Temporarily restricted endowment ▶	%								
	The percentages on lines 2a, 2b, and 2c show	uld equal 100%.								
3a	Are there endowment funds not in the posse	ssion of the organiza	ation tha	t are held a	and administe	ered for th	ne organiz	ation		
	by: Yes No									
	(i) unrelated organizations								3a(i)	
	(ii) related organizations								3a(ii)	
b	If "Yes" on line 3a(ii), are the related organiza	tions listed as requir	ed on S	chedule R?					3b	
4	Describe in Part XIII the intended uses of the		wment 1	funds.						
Pai	t VI Land, Buildings, and Equipm									
	Complete if the organization answered	d "Yes" on Form 990	), Part I\	/, line 11a. S	See Form 990	), Part X,	line 10.			
	Description of property	(a) Cost or o			or other		cumulate	d	(d) Book	value
		basis (investn	nent)	basis	(other)	dep	reciation			
1a	Land									
	Buildings									
	Leasehold improvements									
d	Equipment				8,764.		20,69			<u>,067.</u>
	Other				8,641.		68,56	52.		,079.
Tota	. Add lines 1a through 1e. (Column (d) must ed	qual Form 990, Part	X, colun	nn (B), line 1	10c.)				28	,146.

Schedule D (Form 990) 2015



Schedule D (Form 990) 2015 EVERY MOTHE.	R COUNTS	4	45-4102644 Page <b>3</b>
Part VII Investments - Other Securities.			
Complete if the organization answered "Yes"	on Form 990, Part IV, lin	e 11b. 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	1		
(A)			
(B)			
(C)			
(D)			
(E)			
(F)			
(G)			
(H)			
Total. (Col. (b) must equal Form 990, Part X, col. (B) line 12.)			
Part VIII Investments - Program Related.			
Complete if the organization answered "Yes"	on Form 990. Part IV. lin	e 11c. See Form 990. Part X. line 13.	
(a) Description of investment	(b) Book value	(c) Method of valuation: Cost or	end-of-year market value
(1)			·
(2)			
(3)			
(4)			
(5)			
(6)		+	
(7)		+	
(8)		+	
(9)			
Total. (Col. (b) must equal Form 990, Part X, col. (B) line 13.)			
Part IX Other Assets.			
Complete if the organization answered "Yes"	on Form 000 Part IV lin	o 11d Soo Form 990 Bart V line 15	
	Description	e 11d. See 1 om 990, Part A, line 15.	(b) Book value
			(b) Book value
(1)			
(2)			
(3)			
(4)			
(5)			
(6)			
<u>(7)</u>			
(8)			
(9)	45)		<u> </u>
Total. (Column (b) must equal Form 990, Part X, col. (B) line Part X Other Liabilities.	÷ 15.)		<u> </u>
	5 000 D 1 N / I'	44 446 5 000 5 177	0.5
Complete if the organization answered "Yes"	on Form 990, Part IV, IIn		25.
1. (a) Description of liability		(b) Book value	
(1) Federal income taxes		0.706	
(2) DEFERRED RENT		9,796.	
(3)			
(4)			
(5)			

Total. (Column (b) must equal Form 990, Part X, col. (B) line 25.) \_\_\_\_\_ ▶ 9,796.

2. Liability for uncertain tax positions. In Part XIII, 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). Check here if the text of the footnote has been provided in Part XIII X

Schedule D (Form 990) 2015



(6) (7) (8)

Sche	edule D (Form 990) 2015 EVERT MOTHER COUNTS		45-	4102044 Page 4
Pa	rt XI Reconciliation of Revenue per Audited Financial Statements With	n Revenue per R	eturr	1.
	Complete if the organization answered "Yes" on Form 990, Part IV, line 12a.			4,344,689.
1	Total revenue, gains, and other support per audited financial statements		1	4,344,009.
2	Amounts included on line 1 but not on Form 990, Part VIII, line 12:  Net unrealized gains (losses) on investments	-12,950.		
a		4,800.		
b		4,000		
c d		119,414.		
e	Other (Describe in Part XIII.)  Add lines 2a through 2d		2e	111,264.
3	Subtract line 2e from line 1		3	4,233,425.
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 XIII.)			
c	Add lines <b>4a</b> and <b>4b</b>		4c	0.
5	Total revenue. Add lines <b>3</b> and <b>4c.</b> (This must equal Form 990, Part I, line 12.)		5	4,233,425.
	rt XII Reconciliation of Expenses per Audited Financial Statements Wit		Retu	
	Complete if the organization answered "Yes" on Form 990, Part IV, line 12a.			
1	Total expenses and losses per audited financial statements		1	3,756,296.
2	Amounts included on line 1 but not on Form 990, Part IX, line 25:			
а	Donated services and use of facilities	4,800.		
b	Prior year adjustments 2b			
С	Other losses 2c			
d	Other (Describe in Part XIII.)	119,414.		
е	Add lines 2a through 2d		2e	124,214.
3	Subtract line 2e from line 1		3	3,632,082.
4	Amounts included on Form 990, Part IX, line 25, but not on line 1:			
а	Investment expenses not included on Form 990, Part VIII, line 7b 4a			
b	Other (Describe in Part XIII.)			•
С	Add lines 4a and 4b		4c	0.
5			5	3,632,082.
	rt XIII Supplemental Information.			
	ide the descriptions required for Part II, lines 3, 5, and 9; Part III, lines 1a and 4; Part IV, lines 1b		4; Part	X, line 2; Part XI,
iines	2d and 4b; and Part XII, lines 2d and 4b. Also complete this part to provide any additional infor	mation.		
PAI	RT X, LINE 2:			
	,,			
TH	E ORGANIZATION PERFORMED AN EVALUATION OF UNCERS	TAIN TAX PO	SIT	IONS FOR
TH:	E YEAR ENDED DECEMBER 31, 2015, AND DETERMINED :	THAT THERE	ARE	NO MATTERS
TH	AT WOULD REQUIRE RECOGNITION IN THE FINANCIAL ST	TATEMENTS O	R T	HAT MAY
HA	VE ANY EFFECT ON ITS TAX-EXEMPT STATUS.			
וגכו	DM VI IINE 2D OMUED ADIICMMENMC.			
PA	RT XI, LINE 2D - OTHER ADJUSTMENTS:			
SPI	ECIAL EVENT EXPENSES			119,414.
DE.	TOTAL DARKE EVERIADED			117,414.
PAI	RT XII, LINE 2D - OTHER ADJUSTMENTS:			
	·			
SP	ECIAL EVENT EXPENSES			119,414.

Schedule D (Form 990) 20	15 EVERY MOTHER	COUNTS	45-4102644	Page 5
Part XIII Suppleme	ntal Information (continued)			
			 Schedule D (Form 9	990) 2015

## SCHEDULE F (Form 990)

Department of the Treasury Internal Revenue Service

## **Statement of Activities Outside the United States**

► Complete if the organization answered "Yes" on Form 990, Part IV, line 14b, 15, or 16.

► Attach to Form 990.

▶ Information about Schedule F (Form 990) and its instructions is at www.irs.gov/form990.

2015
Open to Public Inspection

Name of the organization

Employer identification number

	3					. ,	
EVER	Y MOTHER CO	UNTS				45-41026	44
Part I			ctivities Ou	tside the United States. Comple	ete if the organ		
	Form 990, Part IV			·			
1 Fo	<b>r grantmakers.</b> Does	the organization	n maintain recor	ds to substantiate the amount of its gra	ants and other		
the	e grantees' eligibility fo	or the grants or a	assistance, and	the selection criteria used to award the	grants or ass	istance? X	Yes No
		ribe in Part V the	e organization's	procedures for monitoring the use of its	s grants and o	ther assistance ou	itside the
	nited States.				1 1)		
<b>3</b> Ac				an be duplicated if additional space is r		vity listed in (d)	(f) Total
	(a) Region	(b) Number of offices	(c) Number of employees,	(d) Activities conducted in region (by type) (e.g., fundraising, program		vity listed in (d) gram service,	(f) Total expenditures
		in the region	agents, and independent	services, investments, grants to		specific type	for and
			contractors in region	recipients located in the region)	of servi	ce(s) in region	investments in region
			irregion				
CENTRA	L AMERICA AND						
THE CAI	RIBBEAN	0	0	GRANTMAKING			147,800.
	EAST AND						40.050
NORTH A	AFRICA	0	0	GRANTMAKING			40,350.
SOUTH Z	ASIA	0	0	GRANTMAKING			149,675.
	<del></del>	_	-				
SUB-SAI	HARAN AFRICA	0	0	GRANTMAKING			990,795.
							+
							+
						<del></del>	
		_					1 202 503
	ıb-total	0	0				1,328,620.
	tal from continuation	0	0				
	eets to Part I tals (add lines 3a		U U				0.
	d 26)	1	۱ ،				1 328 620

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

Schedule F (Form 990) 2015



Grants and Other Assistance to Organizations or Entities Outside the United States. Complete if the organization answered "Yes" on Form 990, Part IV, line 15, for any recipient who received more than \$5,000. Part II can be duplicated if additional space is needed.

1 (a) Name of organization	<b>(b)</b> IRS code section and EIN (if applicable)	(c) Region	(d) Purpose of grant	(e) Amount of cash grant	(f) Manner of cash disbursement	(g) Amount of non-cash assistance	(h) Description of non-cash assistance	(i) Method of valuation (book, FMV appraisal, other)
			TRAINING SKILLED					
			BIRTH ATTENDANTS,					
			SUPPORTING A RURAL					
		AND THE CARIBBEAN	COMMUNITY CLINIC AND	147,800.	WIRE TRANSFER	0.		
			RECRUIT, TRAIN AND					
			EQUIP PROFESSIONAL					
		MIDDLE EAST AND	MIDWIVES IN EMERGENCY					
		NORTH AFRICA	OBSTETRIC CARE.	40,350.	WIRE TRANSFER	0.		
			PURCHASING AND					
			INSTALLATION OF SOLAR					
			SUITCASE FOR 10 TENT					
		SOUTH ASIA	CLINICS SERVING NEW	25,000.	WIRE TRANSFER	0.		
			PROVIDE COMPREHENSIVE					
			PRE-AND POSTNATAL AND					
		SOUTH ASIA	NEWBORN CARE.	74,750.	WIRE TRANSFER	0.		
			TRAIN ACTIVISTS AND					
			LAWYERS TO DOCUMENT					
			MATERNAL HEALTH CARE					
		SOUTH ASIA	VIOLATIONS TO SECURE	49,925.	WIRE TRANSFER	0.		
			PROVIDING					
			TRANSPORTATION					
		SUB-SAHARAN	VOUCHERS TO PREGNANT					
		AFRICA	WOMEN AND ENABLING	520,375.	WIRE TRANSFER	0.		
			PROVIDE COMPREHENSIVE					
		SUB-SAHARAN	PREGNANCY AND					
		AFRICA	DELIVERY CARE.	149,450.	WIRE TRANSFER	0.		
			TRAINING HEALTH					
			WORKERS ON THE USE OF					
		SUB-SAHARAN	UTERINE BALLOON					
		AFRICA	TAMPANDE TO TREAT	77,500.	WIRE TRANSFER	0.		

2	Enter total number of recipient organizations listed above that are recognized as charities by the foreign country, recognized as tax-exempt by
	the IRS, or for which the grantee or counsel has provided a section 501(c)(3) equivalency letter
3	Enter total number of other organizations or entities

9

Schedule F (Form 990) 2015

Part II Continuation of Grants and Other Assistance to Organizations or Entities Outside the United States. (Schedule F (Form 990), Part II, line 1)								
1 (a) Name of organization	(b) IRS code section and EIN (if applicable)	(c) Region	(d) Purpose of grant	(e) Amount of cash grant	(f) Manner of cash disbursement	(g) Amount of non-cash assistance	(h) Description of non-cash assistance	(i) Method of valuation (book, FMV, appraisal, other)
		SUB-SAHARAN	INSTALLING SOLAR SUITCASES FOR 50 HEALTH FACILITIES.	153 470.	WIRE TRANSFER	0.		

Part III Grants and Other Assistand Part III can be duplicated if a			ates. Complete r	the organization answered "Yes	on Form 990, Part	t IV, line 16.	
(a) Type of grant or assistance	(b) Region	(c) Number of recipients	(d) Amount of cash grant	(e) Manner of cash disbursement	(f) Amount of non-cash assistance	(g) Description of non-cash assistance	(h) Method of valuation (book, FMV, appraisal, other)

Page 4

1	Was the organization a U.S. transferor of property to a foreign corporation during the tax year? If "Yes," the organization may be required to file Form 926, Return by a U.S. Transferor of Property to a Foreign Corporation (see Instructions for Form 926)	Yes	X No
2	Did the organization have an interest in a foreign trust during the tax year? If "Yes," the organization may be required to separately file Form 3520, Annual Return To Report Transactions With Foreign Trusts and Receipt of Certain Foreign Gifts, and/or Form 3520-A, Annual Information Return of Foreign Trust With a U.S. Owner (see Instructions for Forms 3520 and 3520-A; do not file with Form 990)	Yes	X No
3	Did the organization have an ownership interest in a foreign corporation during the tax year? If "Yes," the organization may be required to file Form 5471, Information Return of U.S. Persons With Respect to Certain Foreign Corporations (see Instructions for Form 5471)	Yes	X No
4	Was the organization a direct or indirect shareholder of a passive foreign investment company or a qualified electing fund during the tax year? If "Yes," the organization may be required to file Form 8621, Information Return by a Shareholder of a Passive Foreign Investment Company or Qualified Electing Fund (see Instructions for Form 8621)	Yes	X No
5	Did the organization have an ownership interest in a foreign partnership during the tax year? If "Yes," the organization may be required to file Form 8865, Return of U.S. Persons With Respect to Certain Foreign Partnerships (see Instructions for Form 8865)	Yes	X No
6	Did the organization have any operations in or related to any boycotting countries during the tax year? If "Yes," the organization may be required to separately file Form 5713, International Boycott Report (see Instructions for Form 5713; do not file with Form 990)	Yes	X No

Schedule F (Form 990) 2015

Page 5

## Part V Supplemental Information

Provide the information required by Part I, line 2 (monitoring of funds); Part I, line 3, column (f) (accounting method; amounts of investments vs. expenditures per region); Part II, line 1 (accounting method); Part III (accounting method); and Part III, column (c) (estimated number of recipients), as applicable. Also complete this part to provide any additional information.

### PART I, LINE 2:

THE ORGANIZATION REQUIRES MONTHLY REPORTING FROM ALL OUR GRANTEES OUTSIDE THE UNITED STATES. THE ORGANIZATION USES THESE REPORTS TO ENSURE THAT THE ENTITIES ARE COMPLYING WITH THE GRANT AGREEMENT. FURTHER, WHEN POSSIBLE, THE ORGANIZATION'S EMPLOYEES TRAVEL TO THE GRANT SITE TO OBSERVE FIRST-HAND THE USE OF THE GRANT FUNDS.

#### PART I, LINE 3:

IN ACCORDANCE WITH IRS INSTRUCTIONS, ALL AMOUNTS REPORTED IN PARTS I AND II OF SCHEDULE F ARE REPORTED USING THE ACCRUAL BASIS OF ACCOUNTING, SAME METHOD OF ACCOUNTING USED IN OUR FINANCIAL STATEMENTS.

### PART II, COLUMN (D):

REGION: CENTRAL AMERICA AND THE CARIBBEAN

(D) PURPOSE OF GRANT: TRAINING SKILLED BIRTH ATTENDANTS, SUPPORTING A RURAL COMMUNITY CLINIC AND PROVIDING EMERGENCY TRANSPORT TO REFERRAL HOSPITALS.

### REGION: SOUTH ASIA

(D) PURPOSE OF GRANT: PURCHASING AND INSTALLATION OF SOLAR SUITCASE FOR 10 TENT CLINICS SERVING NEW MOTHERS, AND PURCHASE AND DISTRIBUTION OF MEDICINE AND SUPPLIES FOR NEW MOTHERS AND BABIES.

### REGION: SOUTH ASIA

(D) PURPOSE OF GRANT: TRAIN ACTIVISTS AND LAWYERS TO DOCUMENT MATERNAL HEALTH CARE VIOLATIONS TO SECURE BETTER HEALTHCARE FOR PREGNANT WOMEN AND ALLEVIATE MATERNAL AND NEWBORN MORTALITY AND MORBIDITY.

# Page 5 Part V | Supplemental Information Provide the information required by Part I, line 2 (monitoring of funds); Part I, line 3, column (f) (accounting method; amounts of investments vs. expenditures per region); Part II, line 1 (accounting method); Part III (accounting method); and Part III, column (c) (estimated number of recipients), as applicable. Also complete this part to provide any additional information. REGION: SUB-SAHARAN AFRICA (D) PURPOSE OF GRANT: PROVIDING TRANSPORTATION VOUCHERS TO PREGNANT WOMEN AND ENABLING THEM TO GET TO A CLINIC WHERE THEY CAN DELIVER SAFELY AND RECEIVE POSTNATAL CARE. REGION: SUB-SAHARAN AFRICA (D) PURPOSE OF GRANT: TRAINING HEALTH WORKERS ON THE USE OF UTERINE BALLOON TAMPANDE TO TREAT POST-PARTUM HEMORRAHAGE.

### **SCHEDULE G**

Department of the Treasury

Internal Revenue Service

(Form 990 or 990-EZ)

Supplemental Information Regarding Fundraising or Gaming Activities

Complete if the organization answered "Yes" on 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.

► Information about Schedule G (Form 990 or 990-EZ) and its instructions is at www.irs.gov/form990.

OMB No. 1545-0047

Open to Public Inspection

Name of the organization

EVERY MOTHER COUNTS

Employer identification number

45-4102644

Part I Fundraising Activities required to complete this pa	Complete if the organization answert.	ered "Y	es" or	n Form 990, Part IV,	line 17. Form 990-EZ	I filers are not
<ul> <li>1 Indicate whether the organization rail</li> <li>a X Mail solicitations</li> <li>b X Internet and email solicitation</li> <li>c X Phone solicitations</li> <li>d X In-person solicitations</li> <li>2 a Did the organization have a written key employees listed in Form 990, F</li> <li>b If "Yes," list the ten highest paid incompensated at least \$5,000 by the</li> </ul>	e X Solicita f Solicita g X Specia  or oral agreement with any individua  Part VII) or entity in connection with particular or entities (fundraisers) pursuity in connection with particular or entities (fundraisers)	tion of tion of I fundra I (includ professi	non-g gover ising o ding o onal f	overnment grants nment grants events fficers, directors, true undraising services?	stees or X Yes	
(i) Name and address of individual or entity (fundraiser)	(ii) Activity	(iii) fundre have cu or con contribu	ıstodv	(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
AMY SUTTER - 61 NORTH MOORE	DEVELOPMENT OF LONG-TERM	Yes	No			
STREET, APT 2E, NEW YORK, NY	IN-HOUSE SOLICITATION	163	X	0.	57,000.	-57,000.
Fatal					57 000	-57 000
3 List all states in which the organization licensing. AL, AK, AZ, AR, CA, CO, CT, MT, NE, NV, NH, NJ, NM, NY, DC	DE, FL, GA, HI, ID, IL,	contrib	ΙΑ,	KS,KY,LA,M	E,MD,MA,MI	,MN,MS,MO

LHA For Paperwork Reduction Act Notice, see the Instructions for Form 990 or 990-EZ. SEE PART IV FOR CONTINUATIONS

Schedule G (Form 990 or 990-EZ) 2015

532081 09-14-15 Part II Fundraising Events. Complete if the organization answered "Yes" on 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

		of fundraising event contributions and gr			<u>-</u>	ots greater than \$5,000.
			(a) Event #1	<b>(b)</b> Event #2	(c) Other events	(d) Total events
			MPOWER	MPOWER		(add col. (a) through
			LUNCH- NY	LUNCH- LA	1	· · · · · · · · · · · · · · · · · · ·
4			(event type)	(event type)	(total number)	col. <b>(c)</b> )
nue					<u> </u>	
Revenue	1	Gross receipts	222,703.	153,015.	55,721.	431,439.
ď	·	Grood recorpte			33,1==1	
	2	Less: Contributions	202,988.	114,250.	30,705.	347,943.
	_	Less. Contributions			007.000	01.70100
	2	Gross income (line 1 minus line 2)	19,715.	38,765.	25,016.	83,496.
	_	Cross income (line i militus line 2)	2377233	3077331	23,0200	00,100
	4	Cash prizes				
	7	Oasii prizes				
	_	Noncoch prizes	2,457.	296.	11,816.	14,569.
SS	3	Noncash prizes	2,437.	250.	11,010.	11,303.
Direct Expenses	_	Dent/feeility costs	7,218.	7,690.	4,902.	19,810.
xbe	0	Rent/facility costs	7,210.	7,050.	4,502.	15,010.
Ή. Ή	_	Food and bossesses	16,840.	17,944.	11,816.	46,600.
ie	′	Food and beverages	10,040.	17,344.	11,010.	40,000
Δ			5,660.	900.	3,474.	10,034.
		Entertainment	3,780.	13,887.	10,734.	28,401.
	9	Other direct expenses		· · · · · · · · · · · · · · · · · · ·		119,414.
		Direct expense summary. Add lines 4 through				
D	11 irt	Net income summary. Subtract line 10 from li		- 000 Dart IV line 10 ar		-35,918.
ГС			answered tes on Forn	1990, Part IV, line 19, or	reported more than	
		\$15,000 on Form 990-EZ, line 6a.	<u> </u>	(b) Pull tabs/instant		(-1) Tatal manais of and
e			(a) Bingo	bingo/progressive bingo	(c) Other gaming	(d) Total gaming (add col. (a) through col. (c)
Revenue				billigo/progressive billige		coi. (a) throught coi. (c)
Вè	١.					
	1	Gross revenue				
ses	2	Cash prizes				
Direct Expenses						
Ϋ́	3	Noncash prizes				
덫		D 1/6 333				
Ö	4	Rent/facility costs				
	_					
	5	Other direct expenses				
			Yes %	Yes%	Yes %	
	6	Volunteer labor	∟ No	└── No	└── No	
	7	Direct expense summary. Add lines 2 through	n 5 in column (d)		<b>&gt;</b>	
	8	Net gaming income summary. Subtract line 7	from line 1, column (d)		<u></u>	
		ter the state(s) in which the organization condu	_			
		the organization licensed to conduct gaming a				Yes No
b	If "	No," explain:				
	_					
		ere any of the organization's gaming licenses re	evoked, suspended or te	erminated during the tax	year?	Yes Mo
b	If "	Yes," explain:				
	_					

Schedule G (Form 990 or 990-EZ) 2015

Schedule G (Form 990 or 990-EZ) 2015 EVERT MOTHER COUNTS 45	-4102044 Page 3
11 Does the organization conduct 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 conducted in:	
a The organization's facility	13a %
<b>b</b> An outside facility	13b %
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	е
organization's own exempt activities during the tax year ▶ \$	
Part IV Supplemental Information. Provide the explanations required by Part I, line 2b, columns (iii) and (v); and Part 15c, 16, and 17b, as applicable. Also provide any additional information (see instructions).	II, lines 9, 9b, 10b, 15b,
SCHEDULE G, PART I, LINE 2B, LIST OF TEN HIGHEST PAID FUNDRAIS	ERS:
(I) NAME OF FUNDRAISER: AMY SUTTER	
(I) ADDRESS OF FUNDRAISER:	
61 NORTH MOORE STREET, APT 2E, NEW YORK, NY 10013	
/II) ACTIVITY, DEVELOPMENT OF LONG MERM IN HOUSE SOLICITATION	EEE∪DWC
(II) ACTIVITY: DEVELOPMENT OF LONG-TERM IN-HOUSE SOLICITATION	EFFUKTS
PART I, LINE 2B, COLUMN (V):	
DURING THE YEAR ENDED DECEMBER 31, 2015, THE ORGANIZATION COMP	
532083 09-14-15 Schedule G (F	orm 990 or 990-EZ) 2015

Part IV Supplemental Information (continued)
SUTTER FOR CONSULTING SERVICES. MS. SUTTER IS NOT A PROFESSIONAL
FUNDRAISER. MS. SUTTER'S SERVICES INCLUDED: 1) IDENTIFYING SOURCES OF
LONG-TERM FUNDING FOR THE ORGANIZATION, 2) COMPOSING A FUNDING DECK THAT
CAN BE SHARED WITH POTENTIAL FUNDERS, AND 3) DEVELOPING A FUNDRAISING
PLAN TO BE USED BY THE ORGANIZATION GOING FORWARD.

Schedule G (Form 990 or 990-EZ)

### SCHEDULE I (Form 990)

Department of the Treasury Internal Revenue Service

**Grants and Other Assistance to Organizations, Governments, and Individuals in the United States** 

Complete if the organization answered "Yes" on Form 990, Part IV, line 21 or 22.

➤ Attach to Form 990.

▶ Information about Schedule I (Form 990) and its instructions is at www.irs.gov/form990.

OMB No. 1545-0047

Open to Public Inspection

Name of the organization <b>EVERY MOT</b>	HER COUNT	'S					45-4102644
Part I General Information on Grants a	nd Assistance						
<ol> <li>Does the organization maintain records criteria used to award the grants or assis</li> <li>Describe in Part IV the organization's pro</li> </ol>	stance?						
Part II Grants and Other Assistance to					anization answered "	Yes" on Form 990, Part	t IV, line 21, for any
recipient that received more than	\$5,000. Part II can	be duplicated if addit	ional space is need	ded.			-
1 (a) Name and address of organization or government	(b) EIN	(c) IRC section if applicable	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
COMMONSENSE CHILDBIRTH, INC. 213 S DILLARD STREET, SUITE 340 WINTER GARDEN, FL 34787	59-3479821	501 (C)(3)	140,000.	0.			IMPROVE PREGNANCY AND CHILDBIRTH OUTCOMES AND ALLEVIATE MATERNAL MORTALITY AND MORBIDITY
2 Enter total number of section 501(c)(3) a							
3 Enter total number of other organization:	s listed in the line	1 table					<b>&gt;</b> 0.
I HA For Paperwork Reduction Act Notice	see the Instruct	ions for Form 990					Schedule I (Form 990) (2015)

532101 10-28-15

Schedule I (Form 990) (2015)

(a) Type of grant or assistance	<b>(b)</b> Number of recipients	(c) Amount of cash grant	(d) Amount of non- cash assistance	(e) Method of valuation (book, FMV, appraisal, other)	(f) Description of non-cash assistance
Part IV Supplemental Information. Provide the information	n required in Part I, lin	e 2, Part III, colum	n (b), and any other a	dditional information.	
PART I, LINE 2:					
THE ORGANIZATION REQUIRES MONTHI	LY REPORTING	G FROM ALI	L OUR GRANT	EES INSIDE	
THE UNITED STATES. THE ORGANIZAT	TION USES T	HESE REPOI	RTS TO INSU	RE THAT THE	
ENTITIES ARE COMPLYING WITH THE	GRANT AGRE	EMENT. FUI	RTHER, WHEN	POSSIBLE,	
THE ORGANIZATION'S EMPLOYEES TRA	AVEL TO THE	GRANT SI	TE TO OBSER	VE FIRST-HAND	
THE USE OF THE GRANT FUNDS.					

## **SCHEDULE J** (Form 990)

# **Compensation Information**

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

Compensated Employees

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

▶ Information about Schedule J (Form 990) and its instructions is at www.irs.gov/form990.

OMB No. 1545-0047

Open to Public Inspection

Name of the organization

Part I Questions Regarding Compensation

Department of the Treasury

Internal Revenue Service

EVERY MOTHER COUNTS

**Employer identification number** 45-4102644

	·		Yes	No
<b>1</b> a	Check the appropriate box(es) if the organization provided any of the following to or for a person listed on Form 990,			
	Part VII, Section A, line 1a. Complete Part III to provide any relevant information regarding these items.			
	First-class or charter travel Housing allowance or residence for personal use			
	Travel for companions Payments for business use of personal residence			
	Tax indemnification and gross-up payments  Health or social club dues or initiation fees			
	Discretionary spending account  Personal services (e.g., maid, chauffeur, chef)			
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	1b		
2	Did the organization require substantiation prior to reimbursing or allowing expenses incurred by all directors,	_		
	trustees, and officers, including the CEO/Executive Director, regarding the items checked in line 1a?	2		
3	Indicate which, if any, of the following the filing organization used to establish the compensation of the organization's			
Ü	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, but explain in Part III.			
	Compensation committee Written employment contract			
	Independent compensation consultant  Compensation survey or study			
	X Form 990 of other organizations X Approval by the board or compensation committee			
	Approvar by the board of compensation committee			
4	During the year, did any person listed on Form 990, Part VII, Section A, line 1a, with respect to the filing			
	organization or a related organization:			
а	Receive a severance payment or change-of-control payment?	4a	Х	
	Participate in, or receive payment from, a supplemental nonqualified retirement plan?	4b		Х
	Participate in, or receive payment from, an equity-based compensation arrangement?	4c		Х
	If "Yes" to any of lines 4a-c, list the persons and provide the applicable amounts for each item in Part III.			
	Only section 501(c)(3), 501(c)(4), and 501(c)(29) organizations must complete lines 5-9.			
5	For persons listed on Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation			
	contingent on the revenues of:			37
	The organization?	5a		X
b	Any related organization?	5b		Λ
	If "Yes" to line 5a or 5b, describe in Part III.			
6	For persons listed on Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation			
	contingent on the net earnings of:			v
	The organization?	6a		X
b	Any related organization?	6b		
_	If "Yes" on line 6a or 6b, describe in Part III.			
7	For persons listed on Form 990, Part VII, Section A, line 1a, did the organization provide any non-fixed payments	_		Х
_	not described on lines 5 and 6? If "Yes," describe in Part III	7		
8	Were any amounts reported on Form 990, Part VII, paid or accrued pursuant to a contract that was subject to the	_		Х
_	initial contract exception described in Regulations section 53.4958-4(a)(3)? If "Yes," describe in Part III	8		
9	If "Yes" to line 8, did the organization also follow the rebuttable presumption procedure described in	_		
	Regulations section 53.4958-6(c)?	9		

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

Schedule J (Form 990) 2015



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 on 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.

		(B) Breakdown of	W-2 and/or 1099-MI	SC compensation			(E) Total of columns	(F) Compensation	
(A) Name and Title		(i) Base compensation	(ii) Bonus & incentive compensation	(iii) Other reportable compensation	other deferred compensation	benefits	(B)(i)-(D)	in column (B) reported as deferred on prior Form 990	
(1) ERIN THORNTON	(i)	121,218.	0.	49,082.	4,254.	0.	174,554.	0.	
TREAS. & EXEC. DIR UNTIL 07/2015		0.	0.	0.	0.	0.	0.	0.	
(2) ALEX NEWBOLD	(i)	139,515.	0.	0.	5,684.	12,480.		0.	
	(ii)	0.	0.	0.	0.	0.		0.	
	(i)								
	(ii)								
	(i)								
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	(i)								
	(ii)								
	(i)								
	(ii)								

Schedule J (Form 990) 2015

COPY

Part III Supplemental Information
Provide the information, explanation, or descriptions required for Part I, lines 1a, 1b, 3, 4a, 4b, 4c, 5a, 5b, 6a, 6b, 7, and 8, and for Part II. Also complete this part for any additional information.
PART I, LINE 4A:
ERIN THORNTON, TREASURER AND EXECUTIVE DIRECTOR UNTIL JULY 2015, RECEIVED A
SEVERANCE PAYMENT OF \$49,082.

### **SCHEDULE M** (Form 990)

**Noncash Contributions** 

OMB No. 1545-0047

**Open To Public** Inspection

Department of the Treasury Internal Revenue Service

► Complete if the organizations answered "Yes" on Form 990, Part IV, lines 29 or 30.

Attach to Form 990.

Information about Schedule M (Form 990) and its instructions is at www.irs.gov/form990.

Name of the organization EVERY MOTHER COUNTS Employer identification number 45-4102644

Pai	rt I Types of Property								
		(a)	(b)	(c)		(d			
		Check if	Number of contributions or	Noncash contrib amounts reporte		Method of d		_	
		applicable		Form 990, Part VIII		noncash contrib	ution a	mount	S
1	Art - Works of art				,				
2	Art - Historical treasures								
3	Art - Fractional interests								
4	Books and publications								
5	Clothing and household goods								
6	Cars and other vehicles								
7									
8	Boats and planes								
	Intellectual property								
9	Securities - Publicly traded								
10	Securities - Closely held stock								
11	Securities - Partnership, LLC, or								
	trust interests								
12	Securities - Miscellaneous								
13	Qualified conservation contribution -								
	Historic structures								
14	Qualified conservation contribution - Other								
15	Real estate - Residential								
16	Real estate - Commercial								
17	Real estate - Other								
18	Collectibles								
19	Food inventory								
20	Drugs and medical supplies								
21	Taxidermy								
22	Historical artifacts								
23	Scientific specimens								
24	Archeological artifacts								
25	Other (SUPPLIES)	X	38	104,	668.	FMV			
26	Other ( )								
27	Other (								
28	Other (								
29	Number of Forms 8283 received by the organization	zation durin	g the tax year for c	contributions					
	for which the organization completed Form 828	33, Part IV, I	Donee Acknowled	gement	29				
		, ,	·					Yes	No
30a	During the year, did the organization receive by	v contributio	on any property rep	oorted in Part I, lines	1 throug	h 28, that it			
	must hold for at least three years from the date								
	exempt purposes for the entire holding period?		•	•			30a		Х
h	If "Yes," describe the arrangement in Part II.						Julia		
31	Does the organization have a gift acceptance p	oolicy that re	equires the review	of any non-standard	d contribu	itions?	31		х
	Does the organization hire or use third parties of						-		_ <del>-</del> _
UZ.			•				32a		х
h	contributions?  If "Yes," describe in Part II.						OZ.		
33	If the organization did not report an amount in	column (c) f	or a type of propo	rty for which column	(a) is ch	ecked			
55	describe in Part II.	column (c) i	or a type or prope	ity for writeri coluilli	i (a) is citi	oneu,			
		the Instruc	tions for Form 00	<u> </u>		Schedule M	/Eorm	990) (	2015)



<b>Supplemental Information.</b> Provide the information required by Part I, lines 30b, 32b, and 33, and whether the organization is reporting in Part I, column (b), the number of contributions, the number of items received, or a combination of both. Also complete this part for any additional information.
SCHEDULE M, PART I, COLUMN (B):
THE ORGANIZATION MAINTAINS A SUPPORTING SCHEDULE, AND AN ACCOUNTING
·
SYSTEM TO IDENTIFY NON-CASH CONTRIBUTIONS RECEIVED, IN AGGREGATE, FROM
EACH CONTRIBUTOR. THE FAIR MARKET VALUE OF THE GOODS IS BASED ON
READILY DETERMINABLE VALUES FOR SIMILAR PRODUCTS AVAILABLE ON THE
MARKET AT THE TIME OF THE DONATION.
532142 08-21-15 Schedule M (Form 990) (2015)

## **SCHEDULE 0**

Internal Revenue Service

(Form 990 or 990-EZ) Department of the Treasury

## 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. ► Information about Schedule O (Form 990 or 990-EZ) and its instructions is at www.irs.gov/form990. OMB No. 1545-0047 Open to Public

Inspection

Name of the organization

EVERY MOTHER COUNTS

**Employer identification number** 45-4102644

FORM 990, PART I, LINE 1, DESCRIPTION OF ORGANIZATION MISSION:
SAFE FOR EVERY MOTHER. THE ORGANIZATION INFORMS, ENGAGES, AND MOBILIZES
NEW AUDIENCES TO TAKE ACTIONS AND RAISE FUNDS THAT SUPPORT MATERNAL
HEALTH PROGRAMS AROUND THE WORLD.
FORM 990, PART III, LINE 1, DESCRIPTION OF ORGANIZATION MISSION:
THE WORLD.
FORM 990, PART III, LINE 4A, PROGRAM SERVICE ACCOMPLISHMENTS:
DISABILITIES.
FORM 990, PART III, LINE 4B, PROGRAM SERVICE ACCOMPLISHMENTS:
IMPROVEMENTS IN MATERNAL HEALTH ARE POSSIBLE WITH PROVEN INTERVENTIONS
AND EFFECTIVE MODELS. THE VIDEO WAS VIEWED OVER 60,000 TIMES.
FORM 990, PART VI, SECTION B, LINE 11:
ONCE THE FEDERAL FORM 990 IS COMPLETED, IT IS REVIEWED BY OUR EXECUTIVE
DIRECTOR AND GENERAL COUNSEL AND THEN SENT TO THE ORGANIZATION'S BOARD OF
DIRECTORS FOR REVIEW AND APPROVAL BEFORE FILING WITH THE INTERNAL REVENUE
SERVICE.
FORM 990 PART VI SECTION B. LINE 12C.

THE ORGANIZATION TAKES THE CONFLICT OF INTEREST POLICY INTO CONSIDERATION WHENEVER THERE IS THE POTENTIAL FOR A CONFLICT, PARTICULARLY WHEN SIGNING NEW CONTRACTS OR BEGINNING A NEW BUSINESS RELATIONSHIP. ANY POSSIBLE

APPEARANCE OF CONFLICT OF INTEREST THAT ARISES IN THE COURSE OF BUSINESS IS

LHA For Paperwork Reduction Act Notice, see the Instructions for Form 990 or 990-EZ. 532211 09-02-15

Schedule O (Form 990 or 990-EZ) (2015)



Name of the organization

**Employer identification number** 

EVERY MOTHER COUNTS 45-4102644

RESEARCHED TO DETERMINE THE EXISTENCE WHETHER A CONFLICT EXISTS. IF A

CONFLICT OF INTEREST IS IDENTIFIED, THE PRESIDENT OF THE BOARD OF

DIRECTORS, SHARES THIS INFORMATION WITH THE BOARD FOR ITS ACTION. IF A

POTENTIAL CONFLICT INVOLVES A BOARD MEMBER, THAT MEMBER IS PRECLUDED FROM

VOTING ON THE MATTER.

FORM 990, PART VI, SECTION B, LINE 15:

THE ORGANIZATION DETERMINES THE COMPENSATION OF OFFICERS AND KEY EMPLOYEES
BY CAREFULLY EXAMINING A NUMBER OF FACTORS INCLUDING COMPARABILITY DATA FOR
SIMILAR POSITIONS ACROSS THE NGO SECTOR AND A CANDIDATE'S PREVIOUS
EMPLOYMENT HISTORY AND COMPENSATION. FURTHER, IN THE CASE OF THE EXECUTIVE
DIRECTOR, THE ORGANIZATION'S BOARD OF DIRECTORS IS RESPONSIBLE FOR ENSURING
THAT COMPENSATION IS REASONABLE AND APPROPRIATE.

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

AL,AK,AR,CA,CT,FL,GA,HI,IL,KS,KY,MD,MA,MI,MN,MS,NH,NJ,NM,NY,NC,OK,OR,PA,RI
SC,TN,UT,VA,WV,WI

FORM 990, PART VI, SECTION C, LINE 19:

THE FEDERAL FORM 990 AND FINANCIAL STATEMENTS ARE UPLOADED TO GUIDESTAR,

ARE AVAILABLE ON THE ORGANIZATION'S WEBSITE, AND ARE MADE AVAILABLE UPON

REQUEST. THE GOVERNING DOCUMENTS AND CONFLICT OF INTEREST POLICY ARE MADE

AVAILABLE UPON REQUEST.

FORM 990, PART XII, LINE 2C:

THE FULL BOARD OF DIRECTORS OF THE ORGANIZATION IS RESPONSIBLE FOR

OVERSIGHT OF THE AUDIT PROCESS, INCLUDING THE REVIEW AND APPROVAL OF

THE FINANCIAL STATEMENTS, AND THE SELECTION OF AN INDEPENDENT

COEM.

Form 8868 (Rev. 1-2014)					Page 2			
If you are filing for an Additional (Not Automatic) 3-Mo	nth Extension, o	complete only Part II and check this	box		X			
Note. Only complete Part II if you have already been grant	ed an automatic	3-month extension on a previously fi	led Form 8	868.				
<ul> <li>If you are filing for an Automatic 3-Month Extension, or</li> </ul>	omplete only Pa	art I (on page 1).						
Part II Additional (Not Automatic) 3-Mo	nth Extensio	<b>n of Time.</b> Only file the origin	al (no co	pies needed	d)			
		Enter filer's		g number, see				
Type or Name of exempt organization or other filer, see	e instructions.		Employer	identification nu	umber (EIN) or			
print	int							
File by the EVERY MOTHER COUNTS		45-4102644						
due date for Number, street, and room or suite no. If a P.O.	Social sec	curity number (S	SSN)					
filing your return. See 180 VARICK STREET, NO. 1								
instructions. City, town or post office, state, and ZIP code.	For a foreign add	fress, see instructions.						
NEW YORK, NY 10014								
Enter the Return code for the return that this application is	s for (file a separa	te application for each return)		*****	0 1			
Application	Return	Application			Return			
Is For	Code	Is For		=	Code			
Form 990 or Form 990-EZ	01	18 maneda						
Form 990-BL	02	Form 1041-A			08			
Form 4720 (individual)	03	Form 4720 (other than individual)			09			
Form 990-PF	04	Form 5227			10			
Form 990-T (sec. 401(a) or 408(a) trust)	05	Form 6069			11 12			
Form 990-T (trust other than above)	06	Form 8870	Announce of the second law		12			
STOP! Do not complete Part II if you were not already a  ALEXANDER M	granted an auto	matic 3-month extension on a prev	iously file	d Form 8868.				
Telephone No. ► (646) 918-6609  If the organization does not have an office or place of the second of the organization of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the s	ur digit Group Ex  and att  ntil NOVEM  ning  onths, check reas  TO GATHE  JRN •	emption Number (GEN), ach a list with the names and EINs of IBER 15, 2016,, and endireson: Initial return	If this is for f all membe	the whole grou ers the extension	on is for.			
8a If this application is for Forms 990-BL, 990-PF, 990- nonrefundable credits. See instructions.			8a	\$	0.			
b If this application is for Forms 990-PF, 990-T, 4720,	or 6069, enter a	ny refundable credits and estimated						
tax payments made. Include any prior year overpay	ment allowed as	a credit and any amount paid		528	0			
previously with Form 8868.			8b	\$	0.			
C Balance due. Subtract line 8b from line 8a. Include		ith this form, if required, by using			0.			
EFTPS (Electronic Federal Tax Payment System). S	ee instructions.	. I be a secondary of few Decay II	8c	\$	0.			
Signature and Ve	erification mu	st be completed for Part II	only.	ا - ابين - با برمو 4.	and haliaf			
Under penalties of perjury, I declare that I have examined this for it is true, correct, and complete, and that I am authorized to prepare	are this form.	npanying schedules and statements, and		01.1				
Signature >	itle ▶ CPA		Date					
V				Form <b>886</b>	8 (Rev. 1-2014)			