# 2021 Exempt Organization Business Tax Return prepared for:

POP CULTURE HERO COALITION 12400 VENTURA BLVD, #1200 STUDIO CITY, CA 91604

**Lewis Bookkeeping & Tax Service** 269 South Beverly Drive #655 Beverly Hills, CA 90212 Lewis Bookkeeping & Tax Service 269 South Beverly Drive #655 Beverly Hills, CA 90212

POP CULTURE HERO COALITION 12400 VENTURA BLVD, #1200 STUDIO CITY, CA 91604

### **Return of Organization Exempt From Income Tax**

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

OMB No. 1545-0047

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

Department of the Treasury Internal Revenue Service

► Go to www.irs.gov/Form990 for instructions and the latest information.

**Open to Public** Inspection

					ing		, 20			
B Check if a	pplicable:	C Name of organization POP CU	JLTURE HERO COA	LITION		D Employ	yer identification number			
Address c	hange	Doing business as				47-51	97765			
Name cha	-	Number and street (or P.O. box i	f mail is not delivered to stre	et address)	Room/suite	<b>E</b> Telepho	one number			
Initial retur	-	12400 VENTURA BLV	D		1200	(323)	620-8111			
=	n/terminated	City or town, state or province, or	ountry, and ZIP or foreign po	ostal code						
Amended	return	STUDIO CITY, CA 9	1604			<b>G</b> Gross r	receipts \$ 115,878.			
Application	n pending	F Name and address of principal of	ficer:		H(a) Is this a gro	oup return for	subordinates? Yes No			
	, ,	CHASE MASTERSON, 12400	VENTURA BLVD, STU	DIO CITY, CA 9	1		s included?  Yes  No			
I Tax-exem	pt status:	▼ 501(c)(3) 501(c) (		1947(a)(1) or 527			. See instructions.			
J Website:	► N/A			<del></del>	H(c) Group e	xemption n	umber ►			
		Corporation Trust Associa	ation  Other ►	L Year of for			of legal domicile: CA			
Part I	Summa		<del>-</del>							
		cribe the organization's miss	sion or most significan	t activities: TO EN	D BULLYING, RAG	CISM AND	MISOGYNY IN SCHOOLS			
	. ,	3			2_202212107_101					
Governance 3 N										
E 2 0	Check this	box ► ☐ if the organization	discontinued its oper	ations or dispose	ed of more than	25% of i	ts net assets.			
§ 3 N		voting members of the gove	·	•		3	7			
∞ 4 N		independent voting membe	• • •	•		4	7			
<u>.</u>		per of individuals employed i				5	0			
.≝ 6 T		per of volunteers (estimate if				6	7			
2.		ated business revenue from	• •			7a	0.			
		ed business taxable income				7b	0.			
			.,		Prior Yea		Current Year			
8 (	Contributio	ons and grants (Part VIII, line	105	750.	115,878.					
9 F		ervice revenue (Part VIII, line	1037	730.	1137070.					
ω ι	_	income (Part VIII, column (A								
11 (		nue (Part VIII, column (A), lin	·			0.	0.			
		ue—add lines 8 through 11 (r		·	105	750.	115,878.			
		I similar amounts paid (Part			105,	730.	113,070.			
4- 6	Benefits paid to or for members (Part IX, column (A), line 4)									
a) i		al fundraising fees (Part IX, o	•							
<b>b</b> 1		aising expenses (Part IX, co		0.						
17 C		enses (Part IX, column (A), lir			165	759.	233,614.			
	-	nses. Add lines 13–17 (must	·			759.	233,614.			
		ess expenses. Subtract line 1				009.	-117,736.			
					Beginning of Curr		End of Year			
20 T	Total asset	s (Part X, line 16)				839.	42,910.			
SS 21 T		(5 (8)				639.	187,322.			
7 C		or fund balances. Subtract	line 21 from line 20			800.	-144,412.			
Part II		re Block			•	I	,			
		, I declare that I have examined this	return, including accompan	ying schedules and st	atements, and to the	e best of m	y knowledge and belief, it is			
true, correct,	and complete	e. Declaration of preparer (other than	n officer) is based on all infor	mation of which prepare	arer has any knowled	lge.	-			
	<b>\</b>				11	/15/20	)22			
Sign	Signatu	ure of officer			Date					
Here	CHAS	SE MASTERSON, CEO								
		r print name and title								
Deid	Print/Type	preparer's name	Preparer's signature		Date	Check X	T if PTIN			
Paid	DEREK	LEWIS			11/14/2022	self-emple				
Preparer	Firm's non		ing & Tax Servi	ce		EIN ► 2	0-1946863			
Use Only	/	ress ► 269 South Beverl								
May the IRS		this return with the preparer					. X Yes No			

Part	Statement of Program Service Accomplishments Check if Schedule O contains a response or note to any line in this Part III
1	Briefly describe the organization's mission:
	TO END BULLYING, RACISM AND MISOGYNY IN SCHOOLS
2	Did the organization undertake any significant program services during the year which were not listed on the
	prior Form 990 or 990-EZ?
	If "Yes," describe these new services on Schedule O.
3	Did the organization cease conducting, or make significant changes in how it conducts, any program
	services?
4	If "Yes," describe these changes on Schedule O.  Describe the organization's program service accomplishments for each of its three largest program services, as measured by
4	expenses. Section 501(c)(3) and 501(c)(4) organizations are required to report the amount of grants and allocations to others the total expenses, and revenue, if any, for each program service reported.
4a	(Code: ) (Expenses \$ 233,614. including grants of \$ 0.) (Revenue \$ 115,878.)
	IN 2020 POP CULTURE HERO COALITION CREATED AND IMPLEMENTED BULLYING
	PREVENTION PROGRAMMING THROUGHOUT THE UNITED STATES, INCLUDING SAN DIEGO,
	NY, LOS ANGELES, LAS VEGAS, CHICAGO, ANAHEIM, AND SAN JOSE. PROVIDING TOOLS
	FOR MENTAL HEALTH, WE LEAD KIDS AND ADULTS TO BE HEROS OVER BULLYING,
	RACISM, MISOGYNY, LGBTQI-BULLYING AND CYBERBULLING, USING POP CULTURE
	STORIES AND CHARACTERS, WHICH KIDS FIND RELATABLE AND ACESSIBLE. WE WORK WITH POP CULTURE SAVVY CLINICAL PSYCHOLOGIST AND EXPERTS TO TEACH
	RESILIENCE, EMPATHY, OVERCOMING DISCRIMINATION, EMOTIONAL REGULATION,
	HEALTHY CONFLICT RESOLUTION, HEALTHY CHOICE MAKING, AND CREATE RESTORATIVE
	JUSTICE IN WAYS KIDS FIND RELATABLE AND ACCESSIBLE.
	We have outreach in underinvested schools, underinvested community centers including YMCAs nationwide, and childrens hospitals.
4b	(Code:) (Expenses \$including grants of \$) (Revenue \$)
710	(Code:) (Expenses $\psi$
4c	(Code:) (Expenses \$including grants of \$) (Revenue \$)
4d	Other program services (Describe on Schedule O.)
	(Expenses \$ including grants of \$ ) (Revenue \$ )
4e	Total program service expenses ▶ 233,614.

	90 (2021)		F	age
Part	IV Checklist of Required Schedules			
1	Is the organization described in section 501(c)(3) or 4947(a)(1) (other than a private foundation)? If "Yes," complete Schedule A	1	Yes	No
2	Is the organization required to complete Schedule B, Schedule of Contributors? See instructions	2		×
3	Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for public office? <i>If "Yes," complete Schedule C, Part I </i>	3		×
4	<b>Section 501(c)(3) organizations.</b> Did the organization engage in lobbying activities, or have a section 501(h) election in effect during the tax year? <i>If "Yes," complete Schedule C, Part II</i>	4		×
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 Rev. Proc. 98-19? If "Yes," complete Schedule C, Part III	5		×
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		×
7	Did the organization receive or hold a conservation easement, including easements to preserve open space, the environment, historic land areas, or historic structures? <i>If "Yes," complete Schedule D, Part II</i>	7		×
8	Did the organization maintain collections of works of art, historical treasures, or other similar assets? <i>If "Yes,"</i> complete Schedule D, Part III	8		×
9	Did the organization report an amount in Part X, line 21, for escrow or custodial account liability, serve as a custodian for amounts not listed in Part X; or provide credit counseling, debt management, credit repair, or debt negotiation services? <i>If</i> "Yes," <i>complete Schedule D, Part IV</i>	9		×
10	Did the organization, directly or through a related organization, hold assets in donor-restricted endowments or in quasi endowments? <i>If "Yes," complete Schedule D, Part V </i>	10		×
11	If the organization's answer to any of the following questions is "Yes," then complete Schedule D, Parts VI, VII, 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, Part VI	11a		×
b	Did the organization report an amount for investments—other securities in Part X, line 12, that is 5% or more of its total assets reported in Part X, line 16? If "Yes," complete Schedule D, Part VII	11b		×
С	Did the organization report an amount for investments—program related in Part X, line 13, that is 5% or more of its total assets reported in Part X, line 16? <i>If</i> "Yes," <i>complete Schedule D, Part VIII</i>	11c		×
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		×
e f	Did the organization report an amount for other liabilities in Part X, line 25? <i>If "Yes," complete Schedule D, Part X</i> Did the organization's separate or consolidated financial statements for the tax year include a footnote that addresses the organization's liability for uncertain tax positions under FIN 48 (ASC 740)? <i>If "Yes," complete Schedule D, Part X</i>	11e		×
12a	Did the organization obtain separate, independent audited financial statements for the tax year? If "Yes," complete Schedule D, Parts XI and XII	12a		×
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		×
13	Is the organization a school described in section 170(b)(1)(A)(ii)? If "Yes," complete Schedule E	13		×
14a	Did the organization maintain an office, employees, or agents outside of the United States?	14a		×
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			
15	foreign investments valued at \$100,000 or more? <i>If "Yes," complete Schedule F, Parts I and IV.</i> Did the organization report on Part IX, column (A), line 3, more than \$5,000 of grants or other assistance to or	14b		×
16	for any foreign organization? If "Yes," complete Schedule F, Parts II and IV	15		×
17	assistance to or for foreign individuals? <i>If "Yes," complete Schedule F, Parts III and IV.</i>	16		×
18	Part IX, column (A), lines 6 and 11e? <i>If "Yes," complete Schedule G, Part I.</i> See instructions	17		×
19	Part VIII, lines 1c and 8a? <i>If "Yes," complete Schedule G, Part II</i>	18		×
	If "Yes," complete Schedule G, Part III	19		×
20a	Did the organization operate one or more hospital facilities? If "Yes," complete Schedule H	20a		×

If "Yes" to line 20a, did the organization attach a copy of its audited financial statements to this return?

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 . . . . .

20b

Part I	Checklist of Required Schedules (continued)			
			Yes	No
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		×
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		×
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		×
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		
d	Did the organization act as an "on behalf of" issuer for bonds outstanding at any time during the year?	24d		
25a	<b>Section 501(c)(3), 501(c)(4), and 501(c)(29) organizations.</b> Did the organization engage in an excess benefit transaction with a disqualified person during the year? <i>If "Yes," complete Schedule L, Part I</i>	25a		×
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		×
26	Did the organization report any amount on Part X, line 5 or 22, for receivables from or payables to any current or former officer, director, trustee, key employee, creator or founder, substantial contributor, or 35% controlled entity or family member of any of these persons? <i>If "Yes," complete Schedule L, Part II</i>	26		×
27	Did the organization provide a grant or other assistance to any current or former officer, director, trustee, key employee, creator or founder, substantial contributor or employee thereof, a grant selection committee member, or to a 35% controlled entity (including an employee thereof) or family member of any of these persons? If "Yes," complete Schedule L, Part III	27		×
28	Was the organization a party to a business transaction with one of the following parties (see the Schedule L, Part IV, instructions for applicable filing thresholds, conditions, and exceptions):			
а	A current or former officer, director, trustee, key employee, creator or founder, or substantial contributor? <i>If</i> "Yes," complete Schedule L, Part IV	28a		×
b	A family member of any individual described in line 28a? If "Yes," complete Schedule L, Part IV	28b		×
С	A 35% controlled entity of one or more individuals and/or organizations described in line 28a or 28b? If "Yes," complete Schedule L, Part IV	28c		×
29	Did the organization receive more than \$25,000 in non-cash contributions? If "Yes," complete Schedule M	29		×
30	Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation contributions? <i>If "Yes," complete Schedule M</i>	30		×
31	Did the organization liquidate, terminate, or dissolve and cease operations? If "Yes," complete Schedule N, Part I	31		×
32	Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? If "Yes," complete Schedule N, Part II	32		×
33	Did the organization own 100% of an entity disregarded as separate from the organization under Regulations sections 301.7701-2 and 301.7701-3? <i>If</i> "Yes," <i>complete Schedule R, Part I</i>	33		×
34	Was the organization related to any tax-exempt or taxable entity? If "Yes," complete Schedule R, Part II, III,			
	or IV, and Part V, line 1	34		×
35a	Did the organization have a controlled entity within the meaning of section 512(b)(13)?	35a		×
b	If "Yes" to line 35a, did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of section 512(b)(13)? If "Yes," complete Schedule R, Part V, line 2	35b		
36	<b>Section 501(c)(3) organizations.</b> Did the organization make any transfers to an exempt non-charitable related organization? <i>If "Yes," complete Schedule R, Part V, line 2 </i>	36		×
37	Did the organization conduct more than 5% of its activities through an entity that is not a related organization and that is treated as a partnership for federal income tax purposes? If "Yes," complete Schedule R, Part VI	37		×
38	Did the organization complete Schedule O and provide explanations on Schedule O for Part VI, lines 11b and 19? <b>Note:</b> All Form 990 filers are required to complete Schedule O	38		×
Part		_ 55		<u>~</u>
	Oncok it obttedute o contains a response of flote to any line lift tills Falt V		Yes	No
1a b	Enter the number reported in box 3 of Form 1096. Enter -0- if not applicable	-	.03	140
С	Did the organization comply with backup withholding rules for reportable payments to vendors and reportable gaming (gambling) winnings to prize winners?	10		

Part	V Statements Regarding Other IRS Filings and Tax Compliance (continued)		Yes	No		
2a	Enter the number of employees reported on Form W-3, Transmittal of Wage and Tax Statements, filed for the calendar year ending with or within the year covered by this return  2a					
b	If at least one is reported on line 2a, did the organization file all required federal employment tax returns? .	2b	×			
_	<b>Note:</b> If the sum of lines 1a and 2a is greater than 250, you may be required to <i>e-file</i> . See instructions.					
3a	Did the organization have unrelated business gross income of \$1,000 or more during the year?	3a		×		
b 4a	If "Yes," has it filed a Form 990-T for this year? <i>If "No" to line 3b, provide an explanation on Schedule O</i> . At any time during the calendar year, did the organization have an interest in, or a signature or other authority over, a financial account in a foreign country (such as a bank account, securities account, or other financial account)?	3b		.,		
b	If "Yes," enter the name of the foreign country ▶	4a		×		
b	See instructions for filing requirements for FinCEN Form 114, Report of Foreign Bank and Financial Accounts (FBAR).					
5a	Was the organization a party to a prohibited tax shelter transaction at any time during the tax year?	5a		×		
b	Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction?	5b		×		
С	If "Yes" to line 5a or 5b, did the organization file Form 8886-T?	5c				
6a	Does the organization have annual gross receipts that are normally greater than \$100,000, and did the organization solicit any contributions that were not tax deductible as charitable contributions?	6a		×		
b	If "Yes," did the organization include with every solicitation an express statement that such contributions or gifts were not tax deductible?	6b				
7	Organizations that may receive deductible contributions under section 170(c).	0.0				
a	Did the organization receive a payment in excess of \$75 made partly as a contribution and partly for goods					
	and services provided to the payor?	7a		×		
b	If "Yes," did the organization notify the donor of the value of the goods or services provided?	7b				
С	Did the organization sell, exchange, or otherwise dispose of tangible personal property for which it was required to file Form 8282?	7c		×		
d	If "Yes," indicate the number of Forms 8282 filed during the year					
е	Did the organization receive any funds, directly or indirectly, to pay premiums on a personal benefit contract?	7e		×		
f	Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contract? .	7f		×		
g	If the organization received a contribution of qualified intellectual property, did the organization file Form 8899 as required?	7g 7h				
h						
8	sponsoring organization have excess business holdings at any time during the year?					
9	Sponsoring organizations maintaining donor advised funds.	8				
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					
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:					
a b	Gross income from members or shareholders	_				
b	against amounts due or received from them.)					
12a	Section 4947(a)(1) non-exempt charitable trusts. Is the organization filing Form 990 in lieu of Form 1041?	12a				
b	If "Yes," enter the amount of tax-exempt interest received or accrued during the year   12b	·Zu				
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				
	Note: See the instructions for additional information the organization must report on Schedule O.					
b	Enter the amount of reserves the organization is required to maintain by the states in which the organization is licensed to issue qualified health plans					
С	Enter the amount of reserves on hand					
14a	Did the organization receive any payments for indoor tanning services during the tax year?	14a		×		
b	If "Yes," has it filed a Form 720 to report these payments? If "No," provide an explanation on Schedule O.	14b				
15	Is the organization subject to the section 4960 tax on payment(s) of more than \$1,000,000 in remuneration or excess parachute payment(s) during the year?	15		_		
	If "Yes," see the instructions and file Form 4720, Schedule N.					
16	Is the organization an educational institution subject to the section 4968 excise tax on net investment income?	16				
	If "Yes," complete Form 4720, Schedule O.					
17	<b>Section 501(c)(21) organizations.</b> Did the trust, any disqualified person, or mine operator engage in any activities that would result in the imposition of an excise tax under section 4951, 4952 or 4953?	17				
	If "Yes." complete Form 6069.					

Part	response to line 8a, 8b, or 10b below, describe the circumstances, processes, or changes on Schedule O. Check if Schedule O contains a response or note to any line in this Part VI	See in	struc	tions.
Secti	on A. Governing Body and Management			
			Yes	No
1a	Enter the number of voting members of the governing body at the end of the tax year If there are material differences in voting rights among members of the governing body, or if the governing body delegated broad authority to an executive committee or similar committee, explain on Schedule O.			
b 2	Enter the number of voting members included on line 1a, above, who are independent . Did any officer, director, trustee, or key employee have a family relationship or a business relationship with any other officer, director, trustee, or key employee?			
3	Did the organization delegate control over management duties customarily performed by or under the direct supervision of officers, directors, trustees, or key employees to a management company or other person?	2		×
4	Did the organization make any significant changes to its governing documents since the prior Form 990 was filed?	3		×
5	Did the organization become aware during the year of a significant diversion of the organization's assets?	5		×
6	Did the organization have members or stockholders?	6		×
7a	Did the organization have members, stockholders, or other persons who had the power to elect or appoint one or more members of the governing body?	7a		×
b	Are any governance decisions of the organization reserved to (or subject to approval by) members, stockholders, or persons other than the governing body?	7b		×
8	Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following:	15		
а	The governing body?	8a	×	
b	Each committee with authority to act on behalf of the governing body?	8b	×	
9	Is there any officer, director, trustee, or key employee listed in Part VII, Section A, who cannot be reached at the organization's mailing address? <i>If "Yes," provide the names and addresses on Schedule O</i>	9		×
Secti	ion B. Policies (This Section B requests information about policies not required by the Internal Rever	ue Co	ode.)	
			Yes	No
10a b	Did the organization have local chapters, branches, or affiliates?	10a		×
	affiliates, 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 body before filing the form?	11a		×
b	Describe on Schedule O the process, if any, used by the organization to review this Form 990.	10-		
12a	Did the organization have a written conflict of interest policy? <i>If "No," go to line 13 </i>	12a	×	
c	Did the organization regularly and consistently monitor and enforce compliance with the policy? <i>If</i> "Yes," describe on Schedule O how this was done.	12b	×	
13	Did the organization have a written whistleblower policy?	12c	^	×
14	Did the organization have a written document retention and destruction policy?	14		×
15	Did the process for determining compensation of the following persons include a review and approval by independent persons, comparability data, and contemporaneous substantiation of the deliberation and decision?	17		
а	The organization's CEO, Executive Director, or top management official	15a		×
b	Other officers or key employees of the organization	15b		×
16a	If "Yes" to line 15a or 15b, describe the process on Schedule O. See instructions.  Did the organization invest in, contribute assets to, or participate in a joint venture or similar arrangement			
<b>L</b>	with a taxable entity during the year?	16a		×
b	participation in joint venture arrangements under applicable federal tax law, and take steps to safeguard the organization's exempt status with respect to such arrangements?	1Ch		
Secti	ion C. Disclosure	16b		
17	List the states with which a copy of this Form 990 is required to be filed ▶			
18	Section 6104 requires an organization to make its Forms 1023 (1024 or 1024-A, if applicable), 990, and 990-(3)s only) available for public inspection. Indicate how you made these available. Check all that apply.	T (sec	tion 5	501(c)
19	☐ Own website ☐ Another's website ☐ Upon request ☐ Other <i>(explain on Schedule O)</i> Describe on Schedule O whether (and if so, how) the organization made its governing documents, conflict of and financial statements available to the public during the tax year.		·	olicy,
20	State the name, address, and telephone number of the person who possesses the organization's books and re DEREK LEWIS, 269 S BEVERLY DRIVE #655, BEVERLY HILLS, CA 90212 (310)614-43		<b>&gt;</b>	

Form 990 (2021) Page **7** 

# 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 the 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, Form 1099-MISC, and/or box 1 of Form 1099-NEC) 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.

See the instructions for the order in which to list the persons above.

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

				(0	C)					
(A)	(B)	Position						(D)	(E)	(F)
Name and title	Average	officer and a director/trustee)						Reportable compensation from the	Reportable	Estimated amount
	hours per week								compensation from related	of other compensation
	(list any	Individual trustee or director	Inst	Officer	<u>6</u>	Hig em <sub>l</sub>	For	organization (W-2/	organizations (W-2/	from the
	hours for related	vidu	Institutional trustee	cer	Key employee	hest	Former	1099-MISC/ 1099-NEC)	1099-MISC/ 1099-NEC)	organization and related organizations
	organizations	tor to	ona		ploy	ee con		1099-NEC)	1099-NEC)	related organizations
	below dotted line)	uste	tru		/ee	nper				
	dotted line)	ď	stee			Highest compensated employee				
(4) CU3 CD	40.00					ă				
(1) CHASE MASTERSON	40.00			×						
	2 00			Ĥ						
(2) CARRIE GOLDMAN	2.00			×						
(3) ANGELO	2.00			<u> </u>						
ALCID	2.00	×		×						
(4) BILL	1.00									
PUTNAM	1	×		×						
(5) CHRIS	1.00									
COKER		×								
(6) BETTINA	1.00									
HAUSMANN		×								
(7)										
(8)										
(9)										
(4.0)										
(10)										
(11)										
(11)										
(12)										
<u> </u>										
(13)										
3f										
(14)										

Part	VII Section A. Officers, Directors,	Trustees,	Key I	Ξm	plo	yee	s, an	d F	lighest Compe	nsated E	mplo	yees (c	ontinued)
					•	C)							
	(A)	(B)	(do not check more than o				one	(D)	(E)			(F)	
	Name and title	Average hours	9   DOX, UTICOS PETSOTI IS DOT						Reportable compensation	Reporta compens	ation		ed amount other
		per week (list any	or o	Ins	Officer	₩ E	Hig	For	from the organization (W-2/	from relation			ensation om the
		hours for related	Individual trustee or director	Institutional trustee	icer	Key employee	Highest compensated employee	Former	1099-MISC/ 1099-NEC)	1099-MI 1099-N	ISC/		zation and rganizations
		organizations	al tru	onal t		ploye	comp		1000 1420)	1000 11	20)	Tolatoa o	rgariizationo
		dotted line)	stee	ruste		ď	bensa						
				ď			ated						
(15)			-										
(16)													
(10)													
(17)													
(4.0)													
(18)			-										
(19)													
(2.2)													
(20)			-										
(21)													
(22)			-										
(23)													
3		<del> </del>	1										
(24)			-										
(25)													
(23)			-										
1b	Subtotal							<b>&gt;</b>					
C	Total from continuation sheets to Part			٠									
d	Total (add lines 1b and 1c) Total number of individuals (including but	 t not limited	to th	IOSE	e list	ted	above	e) w	 /ho received mor	 e than \$10	00.000	of	
	reportable compensation from the organ							-,			,		
													Yes No
3	Did the organization list any <b>former</b> employee on line 1a? <i>If</i> "Yes," complete											3	
4	For any individual listed on line 1a, is the												×
	organization and related organizations	greater th	an \$1	150,	,000	? /	f "Ye	s,"	complete Sche				
_	individual										 	4	×
5	Did any person listed on line 1a receive of for services rendered to the organization											5	×
Secti	on B. Independent Contractors												
1	Complete this table for your five high												
	compensation from the organization. Rep	ort comper	isatior	וסז ר	r tne	e ca	ienda	r ye ⊤		within the	organ		s tax year.
	<b>(A)</b> Name and business add	Iress							<b>(B)</b> Description of ser	vices	(	<b>(C)</b> Compensa	ation
2	Total number of independent contractor	•	_					th	nose listed abov	e) who			
	received more than \$100,000 of compens	ation from	the or	gan	izat	ion	▶						

### Part VIII Statement of Revenue

		Check if Schedule	Осо	ntains a re	spon	se or note to ar	າy line in this Pa	art VIII		
							(A) Total revenue	(B) Related or exempt function revenue	(C) Unrelated business revenue	(D) Revenue excluded from tax under sections 512–514
Contributions, Gifts, Grants, and Other Similar Amounts	1a b c d e f	Federated campaig Membership dues Fundraising events Related organization Government grants All other contribution and similar amounts no Noncash contribution lines 1a–1f	 ns . (cont ns, git ot incli	ributions) fts, grants, uded above	1a 1b 1c 1d 1e	115,878.				
Son and	h	Total. Add lines 1a-			1g	<del> </del> ▶	115,878.			
<u> </u>	- 11	Total. Add lines 1a-	-11 .		•	Business Code	115,676.			
Program Service Revenue	2a b c d e	All other program of				Business code				
Ф	f g	All other program se <b>Total.</b> Add lines 2a-								
	3	Investment income other similar amoun Income from investr	incl nts) . ment o	uding divi	dends .pt bo	s, interest, and ▶ and proceeds ▶				
	5	Royalties								
	6a b	Gross rents Less: rental expenses	6a 6b	(i) Rea		(ii) Personal				
	C	Rental income or (loss)								
	d	Net rental income o		s)		•				
	7a	Gross amount from sales of assets other than inventory	7a	(i) Securit		(ii) Other				
Revenue	b	Less: cost or other basis and sales expenses .	7b							
}ev	С	Gain or (loss)	7c							
_		Net gain or (loss)				▶				
Other	8a	Gross income from events (not including of contributions replace). See Part IV, line	\$ porte		8a					
	b	Less: direct expens			8b					
	c 9a	Net income or (loss) Gross income f activities. See Part I	from	gaming	g eve <b>9a</b>	nts ▶				
	b	Less: direct expens	es .		9b					
		Net income or (loss) Gross sales of ir returns and allowan	nvent		tivitie 10a	es <b>&gt;</b>				
	b	Less: cost of goods	sold		10b					
	С	Net income or (loss)	) from	sales of ir	vento	ory ▶				
Miscellaneous Revenue	11a					Business Code				
llan en	b									
scellaneo Revenue	C	All other revenue					0.	0.	0.	0.
Ξ̈́	d e	All other revenue  Total. Add lines 11a	 a_116		•		0.	0.	U.	0.
	12	Total revenue. See					115,878.	0.	0.	0.
	_				-			- ·	- ·	

#### Part IX Statement of Functional Expenses

Sectio	n 501(c)(3) and 501(c)(4) organizations must comp				
	Check if Schedule O contains a response				
	t include amounts reported on lines 6b, 7b,	(A) Total expenses	<b>(B)</b> Program service	(C) Management and	<b>(D)</b> Fundraising
3 <i>D, 91</i>	o, and 10b of Part VIII.  Grants and other assistance to domestic organizations		expenses	general expenses	expenses
•	and domestic governments. See Part IV, line 21 .				
2	Grants and other assistance to domestic				
	individuals. See Part IV, line 22				
3	Grants and other assistance to foreign				
	organizations, foreign governments, and				
	foreign individuals. See Part IV, lines 15 and 16				
4	Benefits paid to or for members				
5	Compensation of current officers, directors,				
6	trustees, and key employees				
6	Compensation not included above to disqualified persons (as defined under section 4958(f)(1)) and				
	persons described in section 4958(c)(3)(B)				
7	Other salaries and wages				
8	Pension plan accruals and contributions (include				
	section 401(k) and 403(b) employer contributions)				
9	Other employee benefits				
10	Payroll taxes				
11	Fees for services (nonemployees):				
a	Management				
b	Legal				
c d	Accounting				
e	Professional fundraising services. See Part IV, line 17				
f	Investment management fees				
g	Other. (If line 11g amount exceeds 10% of line 25, column				
	(A), amount, list line 11g expenses on Schedule O.) .				
12	Advertising and promotion				
13	Office expenses				
14	Information technology				
15 16	Royalties	22,140.	22,140.	0.	0.
17	Travel	22,140.	22,140.	0.	0.
18	Payments of travel or entertainment expenses				
	for any federal, state, or local public officials				
19	Conferences, conventions, and meetings .				
20	Interest				
21	Payments to affiliates				
22	Depreciation, depletion, and amortization .				
23	Insurance				
24	Other expenses. Itemize expenses not covered above. (List miscellaneous expenses on line 24e. If				
	line 24e amount exceeds 10% of line 25, column				
	(A), amount, list line 24e expenses on Schedule O.)				
а	OUTREACH	203,257.	203,257.	0.	0.
b	BANK CHARGES	31.	31.	0.	0.
С	ACCOUNTING+	855.	855.	0.	0.
d	G&A EXPENSES	7,331.	7,331.	0.	0.
e	All other expenses	222 614	022 614	^	
25 26	Total functional expenses. Add lines 1 through 24e  Joint costs. Complete this line only if the	233,614.	233,614.	0.	0.
_0	organization reported in column (B) joint costs				
	from a combined educational campaign and fundraising solicitation. Check here ▶ ☐ if				
	following SOP 98-2 (ASC 958-720)				

# Part X Balance Sheet Check if Schedule O contain

	ai t X	Check if Schedule O contains a response or note to any line in this Pal	rt X		🗆
			(A) Beginning of year		<b>(B)</b> End of year
	1	Cash—non-interest-bearing	30,839.	1	40,360.
	2	Savings and temporary cash investments		2	
	3	Pledges and grants receivable, net		3	
	4	Accounts receivable, net		4	
	5	Loans and other receivables from any current or former officer, director,			
		trustee, key employee, creator or founder, substantial contributor, or 35%			
		controlled entity or family member of any of these persons		5	
	6	Loans and other receivables from other disqualified persons (as defined			
		under section 4958(f)(1)), and persons described in section 4958(c)(3)(B) .		6	
ß	7	Notes and loans receivable, net		7	2,250.
Assets	8	Inventories for sale or use		8	
ĕ	9	Prepaid expenses and deferred charges		9	
	10a	Land, buildings, and equipment: cost or other			
		basis. Complete Part VI of Schedule D 10a			
	b	Less: accumulated depreciation 10b		10c	
	11	Investments—publicly traded securities		11	
	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		15	300.
	16	Total assets. Add lines 1 through 15 (must equal line 33)	30,839.	16	42,910.
	17	Accounts payable and accrued expenses	1,939.	17	
	18	Grants payable		18	
	19	Deferred revenue		19	
	20	Tax-exempt bond liabilities		20	
	21	Escrow or custodial account liability. Complete Part IV of Schedule D		21	
es	22	Loans and other payables to any current or former officer, director,			
Ė		trustee, key employee, creator or founder, substantial contributor, or 35%			
Liabilities		controlled entity or family member of any of these persons		22	
ı	23	Secured mortgages and notes payable to unrelated third parties		23	
	24	Unsecured notes and loans payable to unrelated third parties	38,700.	24	187,322.
	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		25	
	26	<b>Total liabilities.</b> Add lines 17 through 25	40,639.	26	187,322.
Net Assets or Fund Balances		Organizations that follow FASB ASC 958, check here ► ⊠ and complete lines 27, 28, 32, and 33.			
Ī	27	Net assets without donor restrictions	-9,800.	27	-144,412.
B	28	Net assets with donor restrictions	2 / 2 2 2 2	28	
<u>n</u>		Organizations that do not follow FASB ASC 958, check here ▶ □			
Ţ.		and complete lines 29 through 33.			
ō	29	Capital stock or trust principal, or current funds		29	
ets	30	Paid-in or capital surplus, or land, building, or equipment fund		30	
\ss	31	Retained earnings, endowment, accumulated income, or other funds		31	
∍t ∤	32	Total net assets or fund balances	-9,800.	32	-144,412.
ž	33	Total liabilities and net assets/fund balances	30,839.	33	42,910.
					Form <b>990</b> (2021)

Form 990 (2021) Page **12** 

Part	Reconciliation of Net Assets		-					
	Check if Schedule O contains a response or note to any line in this Part XI							
1	Total revenue (must equal Part VIII, column (A), line 12)		115,	878.				
2	Total expenses (must equal Part IX, column (A), line 25)		233,	614.				
3	Revenue less expenses. Subtract line 2 from line 1	-	117,	736.				
4	4 Net assets or fund balances at beginning of year (must equal Part X, line 32, column (A)) 4							
5	Net unrealized gains (losses) on investments							
6	Donated services and use of facilities							
7	Investment expenses							
8	Prior period adjustments							
9	Other changes in net assets or fund balances (explain on Schedule O)							
10	Net assets or fund balances at end of year. Combine lines 3 through 9 (must equal Part X, line							
	32, column (B))		127,	536.				
Part	XII Financial Statements and Reporting							
	Check if Schedule O contains a response or note to any line in this Part XII			<u>.                                     </u>				
		_	Yes	No				
1	Accounting method used to prepare the Form 990:   Cash ☐ Accrual ☐ Other  (Cash ☐ Accrual ☐ Other ☐ O							
	If the organization changed its method of accounting from a prior year or checked "Other," explain Schedule O.	on						
		. 2	a ×					
2a	<b>2a</b> Were the organization's financial statements compiled or reviewed by an independent accountant?							
	If "Yes," check a box below to indicate whether the financial statements for the year were compiled	or						
	reviewed on a separate basis, consolidated basis, or both:							
	☐ Separate basis ☐ Consolidated basis ☐ Both consolidated and separate basis							
b	Were the organization's financial statements audited by an independent accountant?	. 21	)	×				
	If "Yes," check a box below to indicate whether the financial statements for the year were audited or separate basis, consolidated basis, or both:	na						
С	☐ Separate basis ☐ Consolidated basis ☐ Both consolidated and separate basis  If "Yes" to line 2a or 2b, does the organization have a committee that assumes responsibility for oversight	of						
C	the audit, review, or compilation of its financial statements and selection of an independent accountant?							
	If the organization changed either its oversight process or selection process during the tax year, explain		×					
	Schedule O.							
32	As a result of a federal award, was the organization required to undergo an audit or audits as set forth in t	the						
Ja	Single Audit Act and OMB Circular A-133?	. 3		×				
b	If "Yes," did the organization undergo the required audit or audits? If the organization did not undergo to		4	+^				
~	required audit or audits, explain why on Schedule O and describe any steps taken to undergo such audits		,					
	· · · · · · · · · · · · · · · · · · ·	- 5		7 (0004)				

REV 07/25/22 PRO Form **990** (2021)

# SCHEDULE A (Form 990)

Department of the Treasury Internal Revenue Service

### **Public Charity Status and Public Support**

OMB No. 1545-0047
2021

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.

► Go to www.irs.gov/Form990 for instructions and the latest information.

Open to Public Inspection

Name	of th	he organization					Employer identification	n number
POP	CU	JLTURE HERO COALITION					47-5197765	
Par	tΙ	Reason for Public Char	ity Status. (All	organizations mus	t comple	ete this p	oart.) See instruction	ons.
The c	rga	anization is not a private founda	tion because it is	s: (For lines 1 through	12, chec	k only or	ne box.)	
1		A church, convention of church	nes, or association	on of churches descri	ibed in <b>se</b>	ection 17	0(b)(1)(A)(i).	
2		A school described in <b>section</b>	170(b)(1)(A)(ii). (	(Attach Schedule E (F	orm 990)	.)		
3		A hospital or a cooperative hos	spital service org	anization described i	n <b>section</b>	170(b)(1	)(A)(iii).	
4		A medical research organization	•	onjunction with a hosp	oital desc	ribed in <b>s</b>	section 170(b)(1)(A)	(iii). Enter the
		hospital's name, city, and state						
5		An organization operated for t section 170(b)(1)(A)(iv). (Comp		college or university	owned o	r operate	ed by a government	al unit described ir
6		A federal, state, or local govern	ment or governi	mental unit described	l in <b>sectio</b>	on 170(b)	(1)(A)(v).	
7		An organization that normally described in section 170(b)(1)			port from	a gover	nmental unit or fron	n the general public
8		A community trust described in	section 170(b)	(1)(A)(vi). (Complete I	Part II.)			
9	_	An agricultural research organi				erated in	conjunction with a l	and-grant college
		or university or a non-land-granuniversity:						
10	×	An organization that normally r	eceives (1) more	than 331/3% of its su	pport fro	m contrib	utions, membership	fees, and gross
		receipts from activities related support from gross investment	to its exempt fur	nctions, subject to ce	rtain exce	eptions; a	and (2) no more than	33 <sup>1</sup> / <sub>3</sub> % of its
		acquired by the organization at	income and uni iter June 30, 197	75. See <b>section 509(a</b>	a)(2). (Cor	nplete Pa	art III.)	Dusinesses
11	П	An organization organized and		•		•	•	
12		An organization organized and	•	•	-			out the purposes of
		one or more publicly supported						
		the box on lines 12a through 12	d that describes	the type of supporting	g organiza	ation and	complete lines 12e,	12f, and 12g.
а		☐ <b>Type I.</b> A supporting organ	ization operated	, supervised, or contr	olled by i	ts suppo	rted organization(s),	typically by giving
		the supported organization						
		supporting organization. Yo	ou must comple	ete Part IV, Sections	A and B.			
b		☐ <b>Type II.</b> A supporting organ	nization supervis	ed or controlled in co	nnection	with its s	upported organizati	on(s), by having
		control or management of t				persons	that control or man	age the supported
		organization(s). You must of	complete Part I	V, Sections A and C.				
С		☐ Type III functionally integrated integrated in the property of the prop						ally integrated with,
		its supported organization(s	s) (see instructio	ns). <b>You must comp</b> l	lete Part	IV, Secti	ons A, D, and E.	
d		☐ Type III non-functionally i	•		•			•
		that is not functionally integ						d an attentiveness
		requirement (see instruction	•	•		-		
е		☐ Check this box if the organ						e II, Type III
_	_	functionally integrated, or T	• •		oporting o	organizati	ion.	
T		Enter the number of supported o						
g		Provide the following information						
	(1)	Name of supported organization	(ii) EIN	(iii) Type of organization (described on lines 1-10		rganization ur governing	(v) Amount of monetary support (see	(vi) Amount of other support (see
				above (see instructions))	docur	ment?	instructions)	instructions)
					Yes	No		
					100	110		
A)								
<b>B</b> )								
(C)								
<u>-</u>								
D)								
E)								

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

Part II

(Complete only if you checked the box on line 5, 7, or 8 of Part I or if the organization failed to qualify under Part III. If the organization fails to qualify under the tests listed below, please complete Part III.) Section A. Public Support Calendar year (or fiscal year beginning in) (a) 2017 **(b)** 2018 (c) 2019 (d) 2020 (e) 2021 (f) Total Gifts, grants, contributions, and membership fees received. (Do not include any "unusual grants.") . . . Tax revenues levied for the organization's benefit and either paid to or expended on its behalf . . . . The value of services or facilities furnished by a governmental unit to the organization without charge . . . . Total. Add lines 1 through 3. . . . 4 5 The portion of total contributions by each person (other than a governmental unit or publicly supported organization) included on line 1 that exceeds 2% of the amount shown on line 11, column (f) . . . . Public support. Subtract line 5 from line 4 Section B. Total Support Calendar year (or fiscal year beginning in) ▶ (a) 2017 **(b)** 2018 (c) 2019 (d) 2020 (e) 2021 (f) Total 7 Amounts from line 4 . . . . . . 8 Gross income from interest, dividends, payments received on securities loans, rents, royalties, and income from similar sources . . . . . . . . Net income from unrelated business 9 activities, whether or not the business is regularly carried on . . . . . . 10 Other income. Do not include gain or loss from the sale of capital assets (Explain in Part VI.) . . . . . . . **Total support.** Add lines 7 through 10 11 Gross receipts from related activities, etc. (see instructions) . . . . . . . . . . . . . . . . . . 12 13 First 5 years. If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) Section C. Computation of Public Support Percentage Public support percentage for 2021 (line 6, column (f), divided by line 11, column (f)) . . . . . 14 % Public support percentage from 2020 Schedule A, Part II, line 14 . . . . . . . . . . . . . . . 15 331/3% support test - 2021. If the organization did not check the box on line 13, and line 14 is 331/3% or more, check this box and **stop here.** The organization qualifies as a publicly supported organization . . . . . . . . . . . . . . . . . . 331/3% support test - 2020. If the organization did not check a box on line 13 or 16a, and line 15 is 331/3% or more, check 17a 10%-facts-and-circumstances test - 2021. If the organization did not check a box on line 13, 16a, or 16b, and line 14 is 10% or more, and if the organization meets the facts-and-circumstances test, check this box and stop here. Explain in Part VI how the organization meets the facts-and-circumstances test. The organization qualifies as a publicly supported 10%-facts-and-circumstances test - 2020. If the organization did not check a box on line 13, 16a, 16b, or 17a, and line 15 is 10% or more, and if the organization meets the facts-and-circumstances test, check this box and stop here. Explain in Part VI how the organization meets the facts-and-circumstances test. The organization qualifies as a publicly supported Private foundation. If the organization did not check a box on line 13, 16a, 16b, 17a, or 17b, check this box and see 18 

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

(Complete only if you checked the box on line 10 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.)

Secti	on A. Public Support			,,,	1	,	
Calen	dar year (or fiscal year beginning in)	(a) 2017	<b>(b)</b> 2018	(c) 2019	(d) 2020	(e) 2021	(f) Total
1	Gifts, grants, contributions, and membership fees	` ,	` ,	` '	, ,	` ,	
	received. (Do not include any "unusual grants.")	61,589.	75,588.	108,167.	105,750.	115,878.	466,972.
2	Gross receipts from admissions, merchandise sold or services performed, or facilities furnished in any activity that is related to the organization's tax-exempt purpose						
3	Gross receipts from activities that are not an unrelated trade or business under section 513						
4	Tax revenues levied for the organization'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 7a	<b>Total.</b> Add lines 1 through 5 Amounts included on lines 1, 2, and 3 received from disqualified persons .	61,589.	75,588.	108,167.	105,750.	115,878.	466,972.
b	Amounts included on lines 2 and 3 received from other than disqualified persons that exceed the greater of \$5,000 or 1% of the amount on line 13 for the year						
с 8	Add lines 7a and 7b						455 070
Sooti	on B. Total Support						466,972.
	dar year (or fiscal year beginning in)	<b>(a)</b> 2017	<b>(b)</b> 2018	<b>(c)</b> 2019	(d) 2020	<b>(e)</b> 2021	(f) Total
9	Amounts from line 6	61,589.	75,588.	108,167.	105,750.	115,878.	466,972.
10a		01,303.	73,300.	100,107.	103,730.	113,070.	100,372.
b	Unrelated business taxable income (less section 511 taxes) from businesses acquired after June 30, 1975						
С	Add lines 10a and 10b						
11	Net income from unrelated business activities not included on line 10b, whether or not the business is regularly carried on						
12	Other income. Do not include gain or loss from the sale of capital assets (Explain in Part VI.)						
13	<b>Total support.</b> (Add lines 9, 10c, 11, and 12.)	61,589.	75,588.	108.167.	105,750.	115.878.	466,972.
14	First 5 years. If the Form 990 is for the organization, check this box and stop he	organization's	first, second	, third, fourth,	or fifth tax ye		n 501(c)(3)
Secti	on C. Computation of Public Suppor						
15	Public support percentage for 2021 (line 8					15	100 %
16	Public support percentage from 2020 Sch	nedule A, Part I	II, line 15 .			16	100 %
	on D. Computation of Investment In						
17	Investment income percentage for 2021 (			-			0 %
18	Investment income percentage from 2020						0 %
19a	331/3% support tests—2021. If the organ						
J-	17 is not more than 33 <sup>1</sup> / <sub>3</sub> %, check this box	-	-	-		-	_
b	33 <sup>1</sup> /3% support tests—2020. If the organize line 18 is not more than 33 <sup>1</sup> /3%, check this line 18 is not more than 31 <sup>1</sup> /3%, check this line 18 is not more than 31 <sup>1</sup> /3%, check this line 18 is not more than 31 <sup>1</sup> /3%, check this line 18 is not more than 31 <sup>1</sup> /3%, check this line 18 is not more than 31 <sup>1</sup> /3%, check this line 18 is not more than 31 <sup>1</sup> /3%, check this line 18 is not more than 31 <sup>1</sup> /3%, check this line 18 is not more than 31 <sup>1</sup> /3%, check this line 18 is not more than 31 <sup>1</sup> /3%, check this line 18 is not more than 31 <sup>1</sup> /3%, check this line 18 is not more than 31 <sup>1</sup> /3%, check this line 18 is not more than 31 <sup>1</sup> /3%, check this line 18 is not more than 31 <sup>1</sup> /3%, check this line 18 is not more than 31 <sup>1</sup> /3%, check this line 18 is not more than 31 <sup>1</sup> /3%, check this line 18 is not more than 31 <sup>1</sup> /3%, check this line 18 is not more than 31 <sup>1</sup> /3%, check this line 18 is not more than 31 <sup>1</sup> /3%, check this line 18 is not more than 31 <sup>1</sup> /3%, check this line 18 is not more than 31 <sup>1</sup> /3%, check this line 18 is not more than 31 <sup>1</sup> /3%, check this line 18 is not more than 31 <sup>1</sup> /3%, check this line 18 is not more than 31 <sup>1</sup> /3%, check this line 18 is not more than 31 <sup>1</sup> /3%, check this line 18 is not more than 31 <sup>1</sup> /3%, check this line 18 is not more than 31 <sup>1</sup> /3%, check this line 18 is not more than 31 <sup>1</sup> /3%, check this line 18 is not more than 31 <sup>1</sup> /3%, check this line 18 is not more than 31 <sup>1</sup> /3%, check this line 18 is not more than 31 <sup>1</sup> /3%, check this line 18 is not more than 31 <sup>1</sup> /3%, check this line 18 is not more than 31 <sup>1</sup> /3%, check this line 18 is not more than 31 <sup>1</sup> /3%, check this line 18 is not more than 31 <sup>1</sup> /3%, check this line 18 is not more than 31 <sup>1</sup> /3%, check this line 18 is not more than 31 <sup>1</sup> /3%, check this line 18 is not more than 31 <sup>1</sup> /3%, check this line 18 is not more than 31 <sup>1</sup> /3%, check this line 18 is not more than 31 <sup>1</sup> /3%, check this line 18 is not more than 31 <sup>1</sup> /3%, check this line 18 is not more than 31 <sup>1</sup> /3%, check this line 18 is not more than 31 <sup>1</sup> /3%, check this line 18 is not more tha						
20	<b>Private foundation.</b> If the organization di	_		•			_
~~	i i vate i variuativii. II tile vivaliizativii di	u noi on <del>c</del> or a l	JUA UII IIIIE 14,	10a, UI 13D, C	MICON LINS DUX	unu 355 111311111	Juono 🚩 📗

#### Part IV **Supporting Organizations**

(Complete only if you checked a box in line 12 on Part I. If you checked box 12a, Part I, complete Sections A and B. If you checked box 12b, Part I, complete Sections A and C. If you checked box 12c, Part I, complete Sections A, D, and E. If you checked box 12d, Part I, complete Sections A and D, and complete Part V.)

#### Se

	on A. All Supporting Organizations		Yes	No
1	Are all of the organization's supported organizations listed by name in the organization's governing documents? If "No," describe in <b>Part VI</b> how the supported organizations are designated. If designated by class or purpose, describe the designation. If historic and continuing relationship, explain.	1	100	110
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 <b>Part VI</b> how the organization determined that the supported organization was described in section 509(a)(1) or (2).	2		
3a	Did the organization have a supported organization described in section 501(c)(4), (5), or (6)? If "Yes," answer lines 3b and 3c below.	3a		
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 <b>Part VI</b> when and how the organization made the determination.	3b		
С	Did the organization ensure that all support to such organizations was used exclusively for section 170(c)(2)(B) purposes? If "Yes," explain in <b>Part VI</b> what controls the organization put in place to ensure such use.	3c		
4a	Was any supported organization not organized in the United States ("foreign supported organization")? If "Yes," and if you checked box 12a or 12b in Part I, answer lines 4b and 4c below.	4a		
b	Did the organization have ultimate control and discretion in deciding whether to make grants to the foreign supported organization? If "Yes," describe in <b>Part VI</b> how the organization had such control and discretion despite being controlled or supervised by or in connection with its supported organizations.	4b		
С	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 <b>Part VI</b> 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.	4c		
5а	Did the organization add, substitute, or remove any supported organizations during the tax year? If "Yes," answer lines 5b and 5c below (if applicable). Also, provide detail in <b>Part VI</b> , 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).	5a		
b	<b>Type I or Type II only.</b> Was any added or substituted supported organization part of a class already designated in the organization's organizing document?	5b		
С	Substitutions only. Was the substitution the result of an event beyond the organization's control?	5с		
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 <b>Part VI.</b>			
7	Did the organization provide a grant, loan, compensation, or other similar payment to a substantial contributor (as 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).	6		
8	Did the organization make a loan to a disqualified person (as defined in section 4958) not described on line 7? If "Yes," complete Part I of Schedule L (Form 990).	8		
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 <b>Part VI.</b>	9a		
b	Did one or more disqualified persons (as defined on line 9a) hold a controlling interest in any entity in which the supporting organization had an interest? If "Yes," provide detail in <b>Part VI.</b>	9b		
С	Did a disqualified person (as defined on 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 <b>Part VI.</b>	9c		
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 line 10b below.	10a		

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.)

Part	Supporting Organizations (continued)			
			Yes	No
11	Has the organization accepted a gift or contribution from any of the following persons?  A person who directly or indirectly controls, either alone or together with persons described on lines 11b and			
а	11c below, the governing body of a supported organization?	11a		
b	A family member of a person described on line 11a above?	11b		
	A 35% controlled entity of a person described on line 11a or 11b above? <i>If "Yes" to line 11a, 11b, or 11c,</i>	110		
_	provide detail in <b>Part VI.</b>	11c		
Secti	on B. Type I Supporting Organizations			
			Yes	No
1	Did the governing body, members of the governing body, officers acting in their official capacity, or membership of one or more supported organizations have the power to regularly appoint or elect at least a majority of the organization's officers, 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 officers, 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 <b>Part VI</b> how providing such benefit carried out the purposes of the supported organization(s) that operated, supervised, or controlled the supporting organization.	2		
Secti	on C. Type II Supporting Organizations			
			Yes	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 the supported organization(s).	1		
Secti	on 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 <b>Part VI</b> how the organization maintained a close and continuous working relationship with the supported organization(s).	2		
3	By reason of the relationship described on line 2, above, 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 <b>Part VI</b> the role the organization's supported organizations played in this regard.	3		
Secti	on 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 year (see	instru	ction	s).
a b c 2	<ul> <li>☐ The organization satisfied the Activities Test. Complete line 2 below.</li> <li>☐ The organization is the parent of each of its supported organizations. Complete line 3 below.</li> <li>☐ The organization supported a governmental entity. Describe in Part VI how you supported a governmental entity Activities Test. Answer lines 2a and 2b below.</li> </ul>	(see ir	struct <b>Yes</b>	
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 <b>Part VI identify those supported organizations and explain</b> 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 on line 2a, above, 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 <b>Part VI</b> 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 a	Parent of Supported Organizations. <i>Answer lines 3a and 3b below.</i> 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? <i>If "Yes" or "No," provide details in Part VI.</i>	3a		
b	Did the organization exercise a substantial degree of direction over the policies, programs, and activities of each of its supported organizations? If "Yes," describe in <b>Part VI</b> the role played by the organization in this regard.	3b		

				•
Part	V Type III Non-Functionally Integrated 509(a)(3) Supporting Org	gani	izations	
1	Check here if the organization satisfied the Integral Part Test as a qualifying	g tru	st on Nov. 20, 1970 (expl	ain in <b>Part VI</b> ). <b>See</b>
	instructions. All other Type III non-functionally integrated supporting organ	nizat	ions must complete Sect	ions 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):			
а	Average monthly value of securities	1a		
b	Average monthly cash balances	1b		
С	Fair market value of other non-exempt-use assets	1c		
d	Total (add lines 1a, 1b, and 1c)	1d		
е	<b>Discount</b> 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 0.015 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 0.035.	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 0.85 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 (see instructions)	ally i	ntegrated Type III suppor	rting organization

Type III Non-Functionally Integrated 509(a)(3) Supporting Organizations (continued) Part V Section D-Distributions **Current Year** Amounts paid to supported organizations to accomplish exempt purposes 1 2 Amounts paid to perform activity that directly furthers exempt purposes of supported organizations, in excess of income from activity 2 3 Administrative expenses paid to accomplish exempt purposes of supported organizations 4 Amounts paid to acquire exempt-use assets 4 Qualified set-aside amounts (prior IRS approval required - provide details in Part VI) 5 5 Other distributions (describe in Part VI). See instructions. 6 6 7 Total annual distributions. Add lines 1 through 6. 7 Distributions to attentive supported organizations to which the organization is responsive 8 (provide details in Part VI). See instructions. 8 Distributable amount for 2021 from Section C, line 6 9 9 10 10 Line 8 amount divided by line 9 amount (ii) (iii) **Underdistributions** Section E—Distribution Allocations (see instructions) **Distributable Excess Distributions** Pre-2021 Amount for 2021 Distributable amount for 2021 from Section C, line 6 2 Underdistributions, if any, for years prior to 2021 (reasonable cause required - explain in Part VI). See instructions. Excess distributions carryover, if any, to 2021 **a** From 2016 . . . . . From 2017 **c** From 2018 **d** From 2019 . . . . . **e** From 2020 Total of lines 3a through 3e Applied to underdistributions of prior years Applied to 2021 distributable amount Carryover from 2016 not applied (see instructions) j Remainder. Subtract lines 3g, 3h, and 3i from line 3f. Distributions for 2021 from 4 Section D, line 7: Applied to underdistributions of prior years Applied to 2021 distributable amount Remainder. Subtract lines 4a and 4b from line 4. Remaining underdistributions for years prior to 2021, if any. Subtract lines 3g and 4a from line 2. For result greater than zero, explain in Part VI. See instructions. Remaining underdistributions for 2021. Subtract lines 3h and 4b from line 1. For result greater than zero, explain in Part VI. See instructions. Excess distributions carryover to 2022. Add lines 3j and 4c. Breakdown of line 7: Excess from 2017 . . . Excess from 2018 . . . Excess from 2019 . . . Excess from 2020 . . .

Excess from 2021 . . .

Schedule A (Form 990) 2021 Part VI 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 0** (Form 990)

#### 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.

Employer identification number

OMB No. 1545-0047

Open to Public Inspection

Department of the Treasury Internal Revenue Service Name of the organization

► Attach to Form 990 or Form 990-EZ. ► Go to www.irs.gov/Form990 for the latest information.

POI	CUI	LTURE	HERO	COALITI	ON							47-5197	765	
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				MEMBERS										

#### **EORM 8879-TE**

# IRS e-file Signature Authorization for a Tax Exempt Entity

OMB	NO. 15	045-01	J4 <i>1</i>

47-5197765

Department of the Treasury Internal Revenue Service

Name of filer

of entity)

For calendar year 2021, or fiscal year beginning \_\_\_\_\_, 2021, and ending \_\_\_\_\_, Do not send to the IRS. Keep for your records.

► Go to www.irs.gov/Form8879TE for the latest information.

EIN or SSN

POP CULTURE HERO COALITION

Name and title of officer or person subject to tax

CHASE MASTERSON, CEO

Part I	Type of Return	and Return	Information
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Check the box for the return for which you are using this Form 8879-TE and enter the applicable amount, if any, from the return. For	m 8038
CP and Form 5330 filers may enter dollars and cents. For all other forms, enter whole dollars only. If you check the box on line 1a, 2a	, 3a, 4a
5a, 6a, 7a, 8a, 9a, or 10a below, and the amount on that line for the return being filed with this form was blank, then leave line 1b, 2b	, 3b, 4b
5b, 6b, 7b, 8b, 9b, or 10b, whichever is applicable, blank (do not enter -0-). But, if you entered -0- on the return, then enter -0	- on the
applicable line below. <b>Do not</b> complete more than one line in Part I.	

1a	Form 990 check here ► 🗵	b	Total revenue, if any (Form 990, Part VIII, column (A), line 12)	1b _	115,878.
2a	Form 990-EZ check here . ▶ □	b	Total revenue, if any (Form 990-EZ, line 9)	2b	
3a	Form 1120-POL check here ►	b	<b>Total tax</b> (Form 1120-POL, line 22)	3b _	
4a	Form 990-PF check here . ▶ □	b	Tax based on investment income (Form 990-PF, Part V, line 5) .	4b _	
5a	Form 8868 check here ▶ □	b	<b>Balance due</b> (Form 8868, line 3c)	5b	
6a	Form 990-T check here . ▶ □	b	<b>Total tax</b> (Form 990-T, Part III, line 4)	6b	
7a	Form 4720 check here ▶ □	b	<b>Total tax</b> (Form 4720, Part III, line 1)	7b	
8a	Form 5227 check here ▶ □	b	FMV of assets at end of tax year (Form 5227, Item D)	8b	
9a	Form 5330 check here ▶ □	b	<b>Tax due</b> (Form 5330, Part II, line 19)	9b	
10a	Form 8038-CP check here ▶ □	b	Amount of credit payment requested (Form 8038-CP, Part III, line 22)	10b	
Part	II Declaration and Signatu	re	Authorization of Officer or Person Subject to Tax		

## Under penalties of perjury, I declare that 🗵 I am an officer of the above entity or 🗌 I am a person subject to tax with respect to (name

2021 electronic return and accompanying schedules and statements, and, to the best of my knowledge and belief, they are true, correct, and complete. I further declare that the amount in Part I above is the amount shown on the copy of the electronic return. I consent to allow my intermediate service provider, transmitter, or electronic return originator (ERO) to send the return to the IRS and to receive from the IRS (a) an acknowledgement of receipt or reason for rejection of the transmission, (b) the reason for any delay in processing the return or refund, and (c) the date of any refund. If applicable, I authorize the U.S. Treasury and its designated Financial Agent to initiate an electronic funds withdrawal (direct debit) entry to the financial institution account indicated in the tax preparation software for payment of the federal taxes owed on this return, and the financial institution to debit the entry to this account. To revoke a payment, I must contact the U.S. Treasury Financial Agent at 1-888-353-4537 no later than 2 business days prior to the payment (settlement) date. I also authorize the financial institutions involved in the processing of the electronic payment of taxes to receive confidential information necessary to answer inquiries and resolve issues related to the payment. I have selected a personal identification number (PIN) as my signature for the electronic return and, if applicable, the consent to electronic funds withdrawal.

, (EIN)

PIN: check one bo	ox only		
☐ I authorize	on only	to enter my PIN	as my signature
	ERO firm name		Enter five numbers, but
			do not enter all zeros

on the tax year 2021 electronically filed return. If I have indicated within this return that a copy of the return is being filed with a state agency(ies) regulating charities as part of the IRS Fed/State program, I also authorize the aforementioned ERO to enter my PIN on the return's disclosure consent screen.

As an officer or person subject to tax with respect to the entity, I will enter my PIN as my signature on the tax year 2021 electronically filed return. If I have indicated within this return that a copy of the return is being filed with a state agency(ies) regulating charities as part of the IRS Fed/State program, I will enter my PIN on the return's disclosure consent screen.

Signature of officer or person subject to tax  $\,\blacktriangleright\,$ 

Date  $\triangleright 11/15/2022$ 

and that I have examined a copy of the

#### Part III Certification and Authentication

**ERO's EFIN/PIN.** Enter your six-digit electronic filing identification number (EFIN) followed by your five-digit self-selected PIN.

3	3	6	0	9	3	9	8	0	0	7
			Do r	ot o	ntor	all z	oroc			

I certify that the above numeric entry is my PIN, which is my signature on the 2021 electronically filed return indicated above. I confirm that I am submitting this return in accordance with the requirements of **Pub. 4163**, Modernized e-File (MeF) Information for Authorized IRS e-file Providers for Business Returns.

# ERO Must Retain This Form — See Instructions Do Not Submit This Form to the IRS Unless Requested To Do So

FORM

## **California Exempt Organization Annual Information Return** 2021

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Calendar Yea	ar 2021 or fiscal year beginr	ning (mm/dd/yyyy)		, and endi	ng (mm/dd/yyy	/y)			
Corporation/	Organization name POP	CULTURE HERO COALIT	CION		Californ	nia corpo	ration r	number	
	-				3820	0627			
Additional in	formation. See instructions.				FEIN				
					47-5	51977	65		
Street addre	ss (suite or room)						PMB	no.	
12400	VENTURA BLVD,	1200							
City						State	Zip co	ode	
STUDIO	CITY					CA	916	04	
Foreign cour	ntry name	Foreign	province/sta	ate/county			Forei	gn postal code	
A Circt retu	rn		es × <sub>No</sub> I	Did the organization I	any ohan	ann to it	o auid	Iolingo	
				not reported to the F1	Tave any char TB? See instri	iges to it ictions	s guid	······ ● ☐ Yes	$\mathbf{X}_{N_0}$
				If exempt under R&T	C Section 237	'01d. has	s the o	organization	
	. , . ,	🗆 Ye	es 🖎 INO	engageḋ in political a	ctivities? See	instructi	ions	● □ Yes	$\times$ No
	rmation return?	(Mith drawn) Margad/Daarga	nima d	Is the organization ex					$\times$ No
	:e: (mm/dd/yyyy) ●	(Withdrawn) 🗆 Merged/Reorgai		If "Yes," enter the gro	•				
		- / / Cash (2) ☐ Accrual (3) ☐ 0	thor	Is the organization a	limited liability	y compa	ny?	● ∐ Yes	$\times$ No
	- ' '	* /		Did the organization f					<b>.</b>
	eturn filed? (1) ● 🗀 990 her 990 series	OT (2) ● □ 990PF (3) ● □ Sc	` '	taxable income?					$\times$ No
` '		ons		Is the organization ur audited in a prior yea	ider audit by 1 r2	the IRS o	or has	the IRS	× <sub>No</sub>
				Is federal Form 1023					⊠ <sub>No</sub>
If "Yes."	what is the parent's name	mption	s 🔼 INO	Date filed with IRS					
,	mario ino paronto namo			Date filed with file					
Doubl Co	mulata Davi I unlaca nat	very lived to file this form. Co. C.	onevel Info	mation D and C					
Part I Co	•	required to file this form. See G							
		s from other sources. From Side 2							00
		sments from members and affilia						115,87	00
Receipts		gifts, grants, and similar amounts or filing requirement test. Add line					-	113,67	0 100
and		npleted. If the result is less than S			3		4	115,87	8 00
Revenues					<u> </u>		00	113737	
	<b>6</b> Cost or other basis, a	nd sales expenses of assets sold		6		(	00		
	7 Total costs. Add line 5	and line 6					. 7		00
		ubtract line 7 from line 4						115,87	
Expenses		sbursements. From Side 2, Part II						233,61	
		er expenses and disbursements. S						-117,73	-
						(	11		00
	12 Use tax. See General						12		0 00
		line 11 is more than line 12, subtr							00
-		e 12 is more than line 11, subtract See General Information J							00
		. See General Information J e 12 and line 15. Then subtract lin		ha racult			16		0 00
	Under penalties of perjury, I	declare that I have examined this return	n, including ac	ccompanying schedules an	d statements, a	nd to the	best of	my knowledge and belief, i	it is
Sign	true, correct, and complete.	Declaration of preparer (other than taxp	oayer) is base Title	d on all information of which		•	-	-1	
Here	Signature				Date	- 1	Telep		
	of officer		CEO	Date				23)620-8111	
	Preparer's				Check if self-	_ [	PTIN		
Paid	signature			11-14-2022	employed ►			0421913	
Preparer's	Firm's name (or yours,	T DILLE		000111				's FEIN	
Use Only	if self-employed) and address	LEWIS BOOKKEEPING						-1946863	
	and dddf533	269 SOUTH BEVERLY		#655		[	Telep		
	 	BEVERLY HILLS CA 9						10)614-4316	
	IMay the FIR discuss the	nis return with the preparer show	wn ahove?	See instructions		4	<b>■  ∑  \</b>	/es □ No	

051 Form 199 2021 **Side 1** 3651214 REV 09/19/22 PRO

Part II Organizations with gross receipts of more than \$50,000 and private foundations regardless of amount of gross receipts — complete Part II or furnish substitute information.

	regardless of amount of gross receipts — com	plete Part II or furnish subs	titute information.		
	1 Gross sales or receipts from all business ac	tivities. See instructions		1	00
	2 Interest				00
Receip					00
from	4 Gross rents				00
Other	<b>5</b> Gross royalties			· · · · · · · · · · · · · · · · · · ·	00
Source	6 Gross amount received from sale of assets				00
		,			
	7 Other income. Attach schedule				00
	8 Total gross sales or receipts from other source	_			00
	<b>9</b> Contributions, gifts, grants, and similar amo				00
	<b>10</b> Disbursements to or for members			10	00
	11 Compensation of officers, directors, and tru	stees. Attach schedule		ee Stmt ● <b>11</b>	00
	12 Other salaries and wages			12	00
Expens				• 13	00
and	<b>14</b> Taxes				00
Disbur	rse- 15 Rents				22,140 00
ments	<b>16</b> Depreciation and depletion (See instructions				00
	17 Other expenses and disbursements. Attach				211,474 00
	<b>18 Total</b> expenses and disbursements. Add line	o O through line 17 Enter he	ro and an Cida 1 Dart I	lino 0 19	233,614 00
Schoo	edule L Balance Sheet	Beginning of ta	re anu on Siue 1, Fait 1, Byahlo voar	Fnd of tax	xable year
Assets	S	(a)	(b)	(c)	(d)
<b>1</b> Ca	ash		30,839		• 40,360
2 Ne	et accounts receivable				
	et notes receivable				2,250
	ventories				
	ederal and state government obligations				
	-				
	vestments in other bonds				•
<b>7</b> Inv	vestments in stock				•
<b>8</b> Mc	ortgage loans				•
9 Oth	ther investments. Attach schedule				
10 a	Depreciable assets				
	Less accumulated depreciation				
	and				•
	ther assets. Attach schedule SEE . STMT				300
13 Tot	otal assets		30,839		42,910
Liabilit	ities and net worth				
<b>14</b> Ac	ccounts payable		1,939		
<b>15</b> Co	ontributions, gifts, or grants payable				
	onds and notes payable				
	ortgages payable				
			38,700		187,322
	ther liabilities. Attach schedule SEE .STMT		30,700		107,322
<b>19</b> Ca	apital stock or principal fund				•
<b>20</b> Pa	aid-in or capital surplus. Attach reconciliation		-9,800		-144,412
<b>21</b> Re	etained earnings or income fund				•
22 Tot	otal liabilities and net worth		30,839		42,910
Sched	dule M-1 Reconciliation of income per books				
	Do not complete this schedule if the a	mount on Schedule L, line 1	3, column (d), is less th	ıan \$50,000.	
<b>1</b> Ne	et income per books		7 Income recorded on I	nooks this year	
	ederal income tax			eturn. Attach schedule	
	cess of capital losses over capital gains		<b>8</b> Deductions in this ret	-	
<b>4</b> Inc	come not recorded on books this year.		against book income	this year.	
Att	ttach schedule		Attach schedule		
	kpenses recorded on books this year not			line 8	
	•				
		1	Net income per return		
<b>6</b> Tot	otal. Add line 1 through line 5		Subtract line 9 from l	ine 6	

 Side 2
 Form 199 2021
 051
 3652214
 REV 09/19/22 PRO

Name as Shown on Return POP CULTURE HERO COALITION		Californ 38206	nia Corporation No.	
Other Investments:	Beginni of Tax Y		End of Tax Year	
Totals to Form 199, Schedule L, line 9 ▶				
Other Assets:	Beginni of Tax Y		End of Tax Year	
OTHER ASSETS			300.	
Totals to Form 199, Schedule L, line 12 ▶			300.	

cacw2901.SCR 01/06/22

#### Form 199 Schedule L

### Other Liabilities and Equity

2021

Name as Shown on Return	Californ	nia Corporation No.
POP CULTURE HERO COALITION	38206	527
	-	

Other Liabilities:	Beginning of Tax Year	End of Tax Year
UNSECURED NOTES AND LOANS PAYABLE TO UNRELATED THIRD PARTIES	38,700.	187,322.
Totals to Form 199, Schedule L, line 18 ▶	38,700.	187,322.

Paid-in or Capital Surplus:	Beginning of tax year	End of tax year
UNRESTRICTED NET ASSETS	-9,800.	-144,412.
Totals to Form 199, Schedule L, line 20	-9,800.	-144,412.

cacw3001.SCR 01/14/22

Date	Acce	nted
Dale	ACCE	บเซน

TAXABLE YEAR

California e-file Return Authorization for Exempt Organizations

FOI	RM
8453	3-E0

202	:1 Exemp	t Organizatio	ons						8453-EU
Exempt Orga	nization name						Ide	ntifying number	
POP CUI	TURE HERO COAL	ITION					4	7-5197765	
Part I E	lectronic Return Inform	ation (whole dollars only)	)						
2 Total gro	oss income (Form 199, I	line 4)						2	115,878. 115,878. 233,614.
Part II	Settle Your Account Ele	ctronically for Taxable Ye							
<b>4</b> □ Elec	ctronic funds withdrawal	4a Amount		4b W	ithdrawa	l date (mr	n/dd/yy	/y)	
Part III	Banking Information (H	lave you verified the exen	npt organization's	banking inforr	nation?)				
				- <b>7</b> Type of ac	count:	☐ Check	ring	☐ Savings	
Part IV	Declaration of Officer								
	the exempt organization : listed on line 4a.	s account to be settled as	s designated in Pa	art II. If I check	Part II, b	ox 4, I au	thorize a	an electronic fu	nds withdrawal fo
organization the exempt exempt organization processing	n's 2021 California electr organization is filing a b anization's fee liability, tho n return and accompanyi	service provider and the onic return. To the best or alance due return, I unde exempt organization will ng schedules and stateme tion's return or refund is	f my knowledge a erstand that if the remain liable for t ents be transmitte	and belief, the e Franchise Tax the fee liability a d to the FTB by	xempt or Board (F and all ap the ERO	rganizatior TB) does plicable in I, transmit	n's retur not rece terest ar ter, or ir	n is true, corrective full and time of penalties. I autermediate serv	et, and complete. I ely payment of the athorize the exemp vice provider. <b>If th</b> e
Sign					EO				
Here	Signature of officer		Date	Title					
Part V	Declaration of Electroni	c Return Originator (ERC	)) and Paid Prepa	arer. See instru	ctions.				
knowledge. however, th transmitting followed all years from to the FTB u and accom	(If I am only an interment from FTB 8453-EO accept this return to the FTB; I other requirements designed the due date of the return upon request. If I am als	ove exempt organization's diate service provider, I un curately reflects the data of have provided the organ cribed in FTB Pub. 1345, in or <b>four</b> years from the dothe paid preparer, undestatements, and to the bestave knowledge.	nderstand that I a n the return.) I ha ization officer wit 2021 Handbook fo ate the exempt or r penalties of per	m not responsive obtained the hacopy of all to a copy of a co	ble for re organiza orms an -file Prov rn is filed hat I hav	eviewing t ation office d informa viders. I w d, whichev re examine	he exemer's signation that will keep er is late al	pt organization ature on form F I will file with t form FTB 8453 er, and I will ma pove exempt or	's return. I declare TB 8453-EO befor the FTB, and I hav -EO on file for <b>fou</b> ke a copy available ganization's returi
ED0	ERO's ⊾			Date	Check if	Che		ERO's PTIN	
ERO Must	signature			11/14/2022			loyed 🔀	ĖIN	.3
Sign	Firm's name (or yours if self-employed)	LEWIS BOOKKEE	PING & TAX	SERVICE			20-1	946863 ZIP code	
Under pena	and address Ilties of perjury, I declare dge and belief, they are t	that I have examined the rue, correct, and complet	above organization	on's return and	accompa	anying sch	nedules	90212 and statements of have knowle	, and to the best o
Paid	Paid	, ,		Date		Check		d preparer's PTIN	
Preparer	preparer's L			11/14/2	022	if colf-		)0421913	•
Must Sign	Firm's name (or yours if self-employed)	DEREK LEWIS				Firr	m's FEIN 0-194		
Jigii	and address	260 COUTH DEVE	OLA DOLAE +	+655 DEVE	OI V II.	TTTC	CA	ZIP code	

### Additional information from your 2021 California Exempt Organization Business

### Form 199: CA Exempt Organization Annual Information

Part II, Line 11 - Compensation

**Continuation Statement** 

Description	Amount
CHASE	
CARRIE	
ANGELO	
BILL	
CHRIS	
BETTINA	

Total

### Form 199: CA Exempt Organization Annual Information

Part II, Line 17 - Expenses

**Continuation Statement** 

Description		Amount
OUTREACH		203,257
BANK CHARGES		31
ACCOUNTING+		855
G&A EXPENSES		7,331
	Total	211,474