OMB No. 1545-0047 2013

Department of the Treasury Internal Revenue Service

Return of Organization Exempt From Income Tax
Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations)

Do not enter Social Security numbers on this form as it may be made public.
Information about Form 990 and its instructions is atwww.irs.gov/form990.

Open to Public Inspection

Α	For the	2013 calend	ar year, or tax year beginning	T0/0T	, 2013, an	ia enaing	9/30		, 2014	
В	Check if a	applicable:	С				D	Employer Ide	ntification Number	,
	$\overline{}$	ess change	THE REASON FOUNDAT	ION			1	95-329	8239	
		•	5737 MESMER AVENUE				E	Telephone nu		
	\vdash	e change	LOS ANGELES, CA 90					(210)	391-2245	
	Initia	ıl return					⊢	(210)	JJ1-444	
	Term	ninated					1		A	
	Ame	nded return			_			Gross receipt		3,865.
	Appl	lication pending	F Name and address of principal of	ficer: DAVID NOTT		H(a) Is this a grou	p return for su	bordinates?	Yes X No
			SAME AS C ABOVE			HO	b) Are all subo	rdinates inclu	ded?	Yes No
	T) ◀ (insert no.)	4947(a)(1) or	527	if 'No,' attac	h a list. (see	instructions)	
<u> </u>		empt status) - (msert no.)	4347(4)(1) 01		c) Group exem		. ►	
J_	Webs	site: ► WW	W.REASON.ORG							<u> </u>
K	Form o	of organization:	X Corporation Trust A	ssociation Other►	L Yea	ar of formation	: 1978	M State	of legal domicile:	CA
Pa	art I	Summar	V							
	1 1 8	Briefly descri	be the organization's mission	or most significant acti	vities: TO	ADVANC	E A FRE	E_SOCI	TY BY	
	١ ,	DEVELOPI	NG, APPLYING, AND	PROMOTING LIBE	RTARTAN	PRINCIP	LES. IN	CLUDIN	G INDIVII	DUAL
<u> </u>	4	≀⊥D⊑Dщ∧ ₽₽∧₽₽₽₽₽	FREE MARKETS, AND	THE RULE OF L	AW WE II	SE JOUR	NALISM	AND PU	BLIC POLI	icy
펼	1 1	DECENDUE. PIDEDITI	TO INFLUENCE THE	EDAMEMORKS AND	ACTIONS	OF POI	TCYMAKE	RS JO	URNALISTS	AND
ē	ا ۽ ا	Check this bo		liscontinued its operation	one or dispose	ed of more	than 25% o	f its net as	ssets.	,
Š	2 C	Jumber of w	oting members of the governir	ng body (Part VI line 1:	al	34 01 111010		3		20
∞ ∞	4	dumber of in	dependent voting members o	f the governing hody (F	art VI. line 1h	o)		4		18
S	📜 🖫	Total pumba	of individuals employed in ca	olendar vear 2013 (Part	V line 2a)	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		5		78
Activities & Governance	6 7	Total number	of volunteers (estimate if ne	recearu)	(v, iii lo Za)			6		19
냚		Tatal warelet	ed business revenue from Pai	t VIII. column (C) line	12			 7	a 1	21,403.
Þ	/a	lotal unrelati	t business taxable income fro	m Form 990 T line 3/	12		. , , , , ,			70,081.
	b i	vet unrelated	Dusiness taxable income no	111 0111 990-1, 1110 34.				Year	Curren	
	l							33,170		07,790.
ø	8	Contributions	and grants (Part VIII, line 1h)						99,775.
Revenue			vice revenue (Part VIII, line 2					94,048		
×			ncome (Part VIII, column (A),					<u>45,331</u>		60,824.
Œ	11 (Other revenu	ie (Part VIII, column (A), lines	s 5, 6d, 8c, 9c, 10c, and	d 11e)			-5,726		66,628.
	12 -7	Total revenu	e – add lines 8 through 11 (m	iust equal Part VIII, col	lumn (A), line	12)	9,0	66,823	. 11,1	01,761.
-	13 (Grants and s	imilar amounts paid (Part IX,	column (A), lines 1-3)						
	14 8	Benefits paid	to or for members (Part IX,	column (A), line 4)						
			er compensation, employee b				5.1	98,093	5.6	93,825.
S)										
Expenses	16a ⊦		fundraising fees (Part IX, col							
Ö	b	Total fundrai	sing expenses (Part IX, colum	nn (D), line 25) 🟲 🔃	7,65	5,276.				
ú	1 17	Other expen	ses (Part IX, column (A), line	s 11a-11d, 11f-24e)	,		3,7	754,563	3. 4,3	319,9 <u>13.</u>
			ses. Add lines 13-17 (must eq					52,656		13,738.
			s expenses. Subtract line 18					14,167		088,023.
_		Keveriue jes	s expenses. Subtract fine 18	101111110 12						of Year
ts o	ᇍ .	_ , , , , , , , , ,						f Current Ye		72,427.
Net Asset	麗 20		(Part X, line 16)					273,642		122 651
¥.	[21		es (Part X, line 26)					01,322		723,654 <u>.</u>
ž	22	Net assets o	r fund balances. Subtract line	21 from line 20			5,3	L72,320	0. 6,4	148,773.
Б	art II		re Block							
<u>0.≢⊚</u>	arcara		clare that I have examined this return, inc	luding accompanying schedules	and statements an	nd to the best of	mv knowledge	and belief, it is	true, correct, and	
COL	nplete. De	eclaration of pre	parer (other than officer) is based on a	l information of which prepare	r has any knowled	dge.	,	•		
_										
_		Signa	ture of officer				Date			
S	ign	Gigita	tare of officer						D 0110	
Н	ere		/ID NOTT		·		PRESID	ENT AN	D CEO	
		Туре	or print name and title.						Town :	
_		Print/Type	preparer's name	Preparer's signature		Date	CH	neck i	f PTIN	
_	_! _l	THOMA	S J. SCHULTE				se	lf-employed	P006378	812
	aid					L	-	4-1-7-4	1-00007	
	repare	ls a			.					
U	se On	Firm's add			<u> </u>		Fi	rm's ElN ►		14.12
				CA 90025					7	-4148
M	av the I	RS discuss	this return with the preparer s		ructions)				X Yes	No

orm	990 (2013) THE REASON FOUNDATION	95-3298239	Page 2
ar	t III Statement of Program Service Accomplishments		<u></u>
	Check if Schedule O contains a response or note to any line in this Part III		,X
1	Briefly describe the organization's mission:		
	SEE SCHEDULE O		
			
2	Did the organization undertake any significant program services during the year which were not listed or		v 😈 M.
	Form 990 or 990-EZ?		Yes X No
	If 'Yes,' describe these new services on Schedule O.		v 👽 N-
3	Did the organization cease conducting, or make significant changes in how it conducts, any program s	ervices?	Yes X No
	If 'Yes,' describe these changes on Schedule O.		h
4	Describe the organization's program service accomplishments for each of its three largest program ser Section $501(c)(3)$ and $501(c)(4)$ organizations and section $4947(a)(1)$ trusts are required to report the a	vices, as measured mount of grants and	allocations to
	others, the total expenses, and revenue, if any, for each program service reported.	J	
4 :	a (Code:) (Expenses \$ 3,255,395. including grants of \$)	(Revenue \$ 1	,003,315.)
	REASON MAGAZINE		
	1010011 1110111111111111111111111111111		
	DISCUSSING "FREE MINDS AND FREE MARKETS" SINCE 1968		
	- 11 ISSUES PUBLISHED		
	- 47,000 PAID/REQUESTED COPIES AND 1,000 NEWSSTAND COPIES SOI	D PER MONTH	
	- AVERAGE OF 3.4 MILLION USER VISITS PER MONTH AT REASON.COM		
4	b (Code:) (Expenses \$ 2,908,840. including grants of \$	(Revenue \$	41,340.
٠,	RESEARCH AND ANALYSIS OF ISSUES RELATING TO PRIVATIZATION, TRAI	ISPORTATION,	LAND USE,
	EDUCATION, PENSION REFORM & THE ENVIRONMENT; EDUCATIONAL OUTRE	ACH FROM A LI	BERTARIAN
	PERSPECTIVE TO POLICYMAKERS, RELEVANT STAKEHOLDERS, AND THE GE	NERAL PUBLIC.	
	- 11,700 ARTICLES CITING REASON EXPERTS		
	- 1,200 MILLION TOTAL CIRCULATION OF ARTICLES		
	- 1,682 MEDIA APPEARANCES BY REASON EXPERTS		
	- 11 LECISLATIVE TESTIMONIES		
	- 46 POLICY STUDIES; 125 COMMENTARIES AND OP-EDS - 11 SURFACE TRANSPORTATION INNOVATIONS NEWSLETTERS		
	- 11 SUBFACE TRANSPORTATION INNOVATIONS NEWSLETTERS		
	- 11 AIR SECURITY NEWSLETTERS & 11 AIR TRAFFIC CONTROL NEWSL	ETTERS	
	- 4 REASON REPORT NEWSLETTERS		
_	c (Code:) (Expenses \$ 1,805,538. including grants of \$) (Revenue \$	41.340.
4			12/010:
	REASON-TV		
	PRODUCING FREE MARKET IDEAS THROUGH VIDEO JOURNALISM ONLINE		
	PRODUCTING FREE MARKET IDEAS INKOUGH VIDEO JOURNALISM ONDING		
	- 366 VIDEOS PRODUCED - AVERAGE OF 1,000,000 VIDEOS PLAYED EACH MONTH		
	- AVERAGE OF 1,000,000 VIDEOS PLAYED EACH MONTH		
	~		
4	d Other program services. (Describe in Schedule O.) SEE SCHEDULE O	A	700 `
	(Expenses \$ 969,661. including grants of \$) (Revenue	\$ 13,	/80.)
-	le Total program service expenses ► 8,939,434.		

			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 (see instructions)?	2	Х	
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	Х	
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		<u>X</u>
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		X
7	Did the organization receive or hold a conservation easement, including easements to preserve open space, the environment, historic land areas, or historic structures? 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		<u>X</u>
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, VIII, VIII, IX, or X as applicable.			
	a Did the organization report an amount for land, buildings and equipment in Part X, line 10? If 'Yes,' complete Schedule D, Part VI	11 a	X	
	b Did the organization report an amount for investments – other securities in Part X, line 12 that is 5% or more of its total assets reported in Part X, line 16? <i>If 'Yes,' complete Schedule D, Part VII</i>	11 b		X
	c Did the organization report an amount for investments – program related in Part X, line 13 that is 5% or more of its total assets reported in Part X, line 16? If 'Yes,' complete Schedule D, Part VIII.	11 c		X
	d Did the organization report an amount for other assets in Part X, line 15 that is 5% or more of its total assets reported in Part X, line 16? If 'Yes,' complete Schedule D, Part IX	11 d		Х
	e Did the organization report an amount for other liabilities in Part X, line 25? If 'Yes,' complete Schedule D, Part X	11 e	<u> </u>	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	11 f		X
12	a Did the organization obtain separate, independent audited financial statements for the tax year? If 'Yes,' complete Schedule D, Parts XI, and XII	12a	Х	<u> </u>
	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	12 b		X
13		13	 	X
14	a Did the organization maintain an office, employees, or agents outside of the United States?	14a	 	A
	b Did the organization have aggregate revenues or expenses of more than \$10,000 from grantmaking, fundraising, business, investment, and program service activities outside the United States, or aggregate foreign investments valued at \$100,000 or more? <i>If 'Yes,' complete Schedule F, Parts I and IV</i>	14b		X
15	Did the organization report on Part IX, column (A), line 3, more than \$5,000 of grants or other assistance to or for any foreign organization? If 'Yes,' complete Schedule F, Parts II and IV	15		Х
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 (see instructions).	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	X	
1:	complete Schedule G, Part III			Х
2	0 a Did the organization operate one or more hospital facilities? <i>If 'Yes,' complete Schedule H</i>	20	<u> </u>	X
	h If 'Yes' to line 20a, did the organization attach a copy of its audited financial statements to this return?		o	1

e a	Checkist of Required Schedules (Continued)		Yes	No
21	Did the organization report more than \$5,000 of grants or other assistance to any domestic organizations or 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 individuals in the United States 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? <i>If 'Yes,' complete Schedule J.</i>	23	Х	
24	a 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		X
	b Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception?	24b		
	c Did the organization maintain an escrow account other than a refunding escrow at any time during the year to defease any tax-exempt bonds?	24c		
	d Did the organization act as an 'on behalf of' issuer for bonds outstanding at any time during the year?	24d		
25	a Section 501(c)(3) and 501(c)(4) organizations. Did the organization engage in an excess benefit transaction with a disqualified person during the year? If 'Yes,' complete Schedule L, Part 1	25a		Х
	b Is the organization aware that it engaged in an excess benefit transaction with a disqualified person in a prior year, and that the transaction has not been reported on any of the organization's prior Forms 990 or 990-EZ? <i>If</i> 'Yes,' <i>complete Schedule L, Part I.</i>	25b		X
26	Did the organization report any amount on Part X, line 5, 6, or 22 for receivables from or payables to any current or former officers, directors, trustees, key employees, highest compensated employees, or disqualified persons? If so, complete Schedule L, Part II	26		Х
27	Did the organization provide a grant or other assistance to an officer, director, trustee, key employee, substantial contributor or employee thereof, a grant selection committee member, or to a 35% controlled entity or family member of any of these persons? <i>If 'Yes,' complete Schedule L, Part III.</i>	27		X
28	Was the organization a party to a business transaction with one of the following parties (see Schedule L, Part IV instructions for applicable filing thresholds, conditions, and exceptions):			Х
	a A current or former officer, director, trustee, or key employee? If 'Yes,' complete Schedule L, Part IV	28a		<u> ^</u>
	b A family member of a current or former officer, director, trustee, or key employee? <i>If 'Yes,' complete Schedule L, Part IV</i>	28b		Х
	c An entity of which a current or former officer, director, trustee, or key employee (or a family member thereof) was an officer, director, trustee, or direct or indirect owner? If 'Yes,' complete Schedule L, Part IV	28c		Х
29		29	X	-
30	contributions? If 'Yes,' complete Schedule M	30		X
31		31	ļ	I A
32	Schedule N, Part II	32	-	Х
33	Did the organization own 100% of an entity disregarded as separate from the organization under Regulations sections 301.7701-2 and 301.7701-3? If 'Yes,' complete Schedule R, Part I.	33	_	Х
	Was the organization related to any tax-exempt or taxable entity? If 'Yes,' complete Schedule R, Parts II, III, IV, and V, line 1.	34		Х
35	5 a Did the organization have a controlled entity within the meaning of section 512(b)(13)?	35 a	4	X
	b If 'Yes' to line 35a, did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of section 512(b)(13)? If 'Yes,' complete Schedule R, Part V, line 2	351	,	
30	Section 501(c)(3) organizations. Did the organization make any transfers to an exempt non-charitable related organization? If 'Yes,' complete Schedule R, Part V, line 2			Х
3	The state of the s		_	X
3	Did the organization complete Schedule O and provide explanations in Schedule O for Part VI, lines 11b and 19? Note. All Form 990 filers are required to complete Schedule O	. 38	Х	(0010)

Form 990 (2013) THE REASON FOUNDATION 95-3	3298239	Pa	age 5
Part V Statements Regarding Other IRS Filings and Tax Compliance			
Check if Schedule O contains a response or note to any line in this Part V			$\cdot \square$
		Yes	No
1 a Enter the number reported in Box 3 of Form 1096. Enter -0- if not applicable	48		
b Enter the number of Forms W-2G included in line 1a. Enter -0- if not applicable	0		
c Did the organization comply with backup withholding rules for reportable payments to vendors and reportable gam (gambling) winnings to prize winners?	ning 1 c	Х	
2 a 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 2 a	78		
b If at least one is reported on line 2a, did the organization file all required federal employment tax returns?	2 b	X	
Note. If the sum of lines 1a and 2a is greater than 250, you may be required to e-file (see instructions)			
3 a Did the organization have unrelated business gross income of \$1,000 or more during the year?			
b If 'Yes' has it filed a Form 990-T for this year? <i>If 'No' to line 3b, provide an explanation in Schedule 0.</i>	<u>3b</u>	X	
4 a At any time during the calendar year, did the organization have an interest in, or a signature or other authority over financial account in a foreign country (such as a bank account, securities account, or other financial account)?	/er, a 4 a		X
b If 'Yes,' enter the name of the foreign country: ▶			
See instructions for filing requirements for Form TD F 90-22.1, Report of Foreign Bank and Financial Accounts.			
5 a Was the organization a party to a prohibited tax shelter transaction at any time during the tax year?	<u>5</u> a		X
b Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction?	5 b	<u> </u>	Х
c If 'Yes,' to line 5a or 5b, did the organization file Form 8886-T?	<u>5 c</u>		L
6 a 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?	ion		Х
b If 'Yes,' did the organization include with every solicitation an express statement that such contributions or gifts v not tax deductible?		Š	
7 Organizations that may receive deductible contributions under section 170(c).			
a Did the organization receive a payment in excess of \$75 made partly as a contribution and partly for goods and services provided to the payor?	72	1	Х
b If 'Yes,' did the organization notify the donor of the value of the goods or services provided?		,	
c Did the organization sell, exchange, or otherwise dispose of tangible personal property for which it was required Form 8282?	to file 7 c	s	Х
d If 'Yes,' indicate the number of Forms 8282 filed during the year			
e Did the organization receive any funds, directly or indirectly, to pay premiums on a personal benefit contract?			X
f Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contract?	71	<u> </u>	X
g If the organization received a contribution of qualified intellectual property, did the organization file Form 8899 as required?	79	g	<u> </u>
h If the organization received a contribution of cars, boats, airplanes, or other vehicles, did the organization file a Form 1098-C?		h	
8 Sponsoring organizations maintaining donor advised funds and section 509(a)(3) supporting organizations. Did supporting organization, or a donor advised fund maintained by a sponsoring organization, have excess busines holdings at any time during the year?	S 1		
9 Sponsoring organizations maintaining donor advised funds.			
a Did the organization make any taxable distributions under section 4966?	9	a	١
b Did the organization make a distribution to a donor, donor advisor, or related person?	9	b	
10 Section 501(c)(7) organizations. Enter:			
a Initiation fees and capital contributions included on Part VIII, line 12			
b Gross receipts, included on Form 990, Part VIII, line 12, for public use of club facilities 10 b			
11 Section 501(c)(12) organizations. Enter:			
a Gross income from members or shareholders			
b Gross income from other sources (Do not net amounts due or paid to other sources against amounts due or received from them.)			
12 a Section 4947(a)(1) non-exempt charitable trusts. Is the organization filing Form 990 in lieu of Form 1041?		a	00 00000000
b If 'Yes,' enter the amount of tax-exempt interest received or accrued during the year 12b			
13 Section 501(c)(29) qualified nonprofit health insurance issuers.			
a Is the organization licensed to issue qualified health plans in more than one state?	13	a	80 3001000
Note. See the instructions for additional information the organization must report on Schedule O.			
b Enter the amount of reserves the organization is required to maintain by the states in which the organization is licensed to issue qualified health plans			
c Enter the amount of reserves on hand			
14a Did the organization receive any payments for indoor tanning services during the tax year?		a	X
b If 'Yes' has it filed a Form 720 to report these payments? If 'No' provide an explanation in Schedule Q		_	+

Pai	TVI 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 char Schedule O. See instructions.	iges ii	7	
	Check if Schedule O contains a response or note to any line in this Part VI			X
Sec	tion A. Governing Body and Management			
			Yes I	Vo
1 :	a Enter the number of voting members of the governing body at the end of the tax year			
	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			
2	and the state of t			
_	officer, director, trustee or key employee?	2		X
3	Did the organization delegate control over management duties customarily performed by or under the direct supervision of officers, directors or trustees, or key employees to a management company or other person?	3		X
4	Did the organization make any significant changes to its governing documents			17
	since the prior Form 990 was filed?	4		<u>X</u>
5	Did the organization become aware during the year of a significant diversion of the organization's assets?	5		X
6	Did the organization have members or stockholders?	 		
7	a 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?	7 a		X
	b Are any governance decisions of the organization reserved to (or subject to approval by) members,	,	-	Х
	stockholders, or other persons other than the governing body?	7 b		<u>Λ</u>
8	the following:		v	
	a The governing body?	8 a 8 b	X	
	b Each committee with authority to act on behalf of the governing body?	1		
9	organization's mailing address? If 'Yes,' provide the names and addresses in Schedule O	9	0 - 1 -	X
Se	ction B. Policies (This Section B requests information about policies not required by the Internal Rev	<u>enue (</u>	<u>Coae.</u> Yes	No
	a Did the organization have local chapters, branches, or affiliates?	10 a	+	X
10	b If 'Yes,' did the organization have written policies and procedures governing the activities of such chapters, affiliates, and branches to ensure their		$\neg \uparrow$	
	operations are consistent with the organization's exempt purposes?	10 b		
11	a Has the organization provided a complete copy of this Form 990 to all members of its governing body before filing the form?	11 a	Х	100000000
	b Describe in Schedule O the process, if any, used by the organization to review this Form 990. SEE SCHEDULE O	10 T	₩.T	<u> </u>
12	a Did the organization have a written conflict of interest policy? If 'No,' go to line 13	12 a	X	
	b Were officers, directors, or trustees, and key employees required to disclose annually interests that could give rise to conflicts?	12 b	Х	
	c Did the organization regularly and consistently monitor and enforce compliance with the policy? If 'Yes,' describe in Schedule O how this was doneSEE. SCHEDULE 0	12 c		
13	Did the organization have a written whistleblower policy?	13	X	
14		14	Х	2000 (SC)
15	persons, comparability data, and contemporaneous substantiation of the deliberation and decision?			
	a The organization's CEO, Executive Director, or top management official	15 a	X	
	b Other officers of key employees of the organizationSEE. SCHEDULE .0	a CI	^	
	If 'Yes' to line 15a or 15b, describe the process in Schedule O. (See instructions.)			
16	5 a Did the organization invest in, contribute assets to, or participate in a joint venture or similar arrangement with a taxable entity during the year?	16 a		<u>X</u> _
	b If 'Yes,' did the organization follow a written policy or procedure requiring the organization to evaluate its participation in joint venture arrangements under applicable federal tax law, and taken steps to safeguard the organization's exempt status with respect to such arrangements?	16 b		
Se	ection C. Disclosure			
1.	7 List the states with which a copy of this Form 990 is required to be filed <u>CA</u>			
18	inspection. Indicate how you make these available. Check all that apply.	ailable [.]	for pub	olic
	X Own website Another's website X Upon request Other (explain in Schedule O)			
19	Describe in Schedule O whether (and if so, how) the organization makes its governing documents, conflict of interest policy, and financial statements avail the public during the tax year. SEE SCHEDULE O			
2	O State the name, physical address, and telephone number of the person who possesses the books and records of the organization	anizatio	n:	
	INVIOLATION LA GRAFF 5737 MESMER AVENUE LOS ANGELES CA 90230 (310) 391-2245			

Part VIII 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

- 1 a 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.

П	Check this box if neither the organization	nor any r	elated	lorg	aniz	atio	n com	pen	sated any current offic	cer, director, or truste	e,
•			(C)								
	(A) Name and Title	(B) Average hours per	one bo offic	x, un er an	less r	erso	more to n is both r/trustee	n an I	(D) Reportable compensation from	(E) Reportable compensation from	(F) Estimated amount of other compensation
		hours per week (list may hours for related organiza- tions below dotted line)	Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former	the organization (W-2/1099-MISC)	related organizations (W-2/1099-MISC)	from the organization and related organizations
_(1) THOMAS E. BEACH	$-\frac{1}{2}$	Х		Х				0.	0.	0.
-	CHAIRMAN 2) BARON BOND	0	Α_	\vdash	Δ	-			<u> </u>	<u> </u>	
	TRUSTEE	 -	Х						0.	0.	0.
_	3) DREW A. CAREY	1									
_	TRUSTEE	0	X				-	ļ	0.	0.	0.
_(4) DERWOOD S. CHASE, JR. TRUSTEE	$-\frac{1}{0}$	X						0.	0.	0.
_	5) JAMES R. CURLEY	1_1_	<u> </u>		-						
_	TRUSTEE	0	X	lacksquare	<u> </u>				0.	0.	0.
_	6 RICHARD J. DENNIS	- 1 -	ļ ,,) o.	0.	0.
	TRUSTEE (7) WILLIAM A. DUNN	1	X	-	-	-	-	-	0.		0.
-	7) WILLIAM A. DUNN TRUSTEE	 -	X						0.	0.	0.
_	(8) PETER FARRELL TRUSTEE	$-\frac{1}{0}$	X						0.	0.	0.
-	(9) DAVID FLEMING	1 1	1	+-	\vdash	<u> </u>		╁╌			
_	TRUSTEE	0	X					L	0.	_0.	0.
<u>(</u>	O) C. BOYDEN GRAY TRUSTEE	$-\frac{1}{0}$	X						0.	0.	0.
(1) JAMES D. JAMESON TRUSTEE	$-\frac{1}{0}$	Х						0.	0.	0.
<u>(</u>	2) MANUEL S. KLAUSNER	$-\frac{1}{0}$	X						0.	0.	0.
(TRUSTEE 13) DAVID H. KOCH	1	^	t	╁	T		\dagger			
_	TRUSTEE	0	X	_	$oxed{oxed}$			\perp	0.	0.	0,
(JAMES LINTOTT TRUSTEE	$-\frac{1}{0}$. X.						0.	0,	0.

Par	VII Section A. Officers, Directors, Trus		ney	E,III			es, a	T	I nighest Con	ilpensacca Emp	noyees (continued)
		(B)			(C Pos	•		ļ	(5)	(5)	(E)
	(A)	Average hours	(do box.	not ch unles	neck	more	than or	ne an	(D) Reportable	(E) Reportable	(F) Estimated
	Name and title	per week		r			or/truste		compensation from	compensation from related organizations (W-2/1099-MISC)	amount of other compensation
		(list any hours for related organiza	악	핥	Officer	Key employee	ang ji	Earmer	the organization (W-2/1099-MISC)	(W-2/1099-MISC)	from the organization
		for related	ndividual trustee or director	盲	혖	emp	oyee	į			and related organizations
		- tions	¥ 2	ם	- 1	loyee	omb	ļ	ļ	1	
		below dotted line)	stee	nstitutional trustee		"	Highest compensated employee				
				(*)			<u> </u>	1			<u></u>
(15)	STEPHEN MODZELEWSKI	1_1_		\neg	_		1	+			
7,2/	TRUSTEE	1-5-	X	Ì				١	0.	0.	0.
(16)	GEORGE F. OHRSTROM	1									
<u> </u>	TRUSTEE	0	X						0.	0.	0,
(17)	CAROL SANDERS	1_1_				ļ	1	ļ	_		_
	TRUSTEE	0_	X	Ш		L.	<u> </u>	_	0.	0.	0.
(18)	RICHARD A. WALLACE	<u> </u>		i i				1	•		,
	TRUSTEE	0_	X.		-	 	\vdash	\dashv	0.	0.	0.
(19)	FRED_M. YOUNG, JR.	$\frac{1}{1} - \frac{1}{2} - \frac{1}{2}$,,				ìì		0	0.	0.
	TRUSTEE	0	X	\vdash		├	1 -	\dashv	0.		
(20)	DAVID NOTT	$-\frac{40}{6}$	v	1	Х	Ì			320,491.	0.	9,808.
401)	PRESIDENT &CEO	40	X	-	^	┼	╁┈┼	\dashv	320, 431.		,,,,,,
(21)	ROBERT W. POOLE, JR	1-=0	X		x	Ì	1 i	Ì	209,957.	0.	378 <u>.</u>
(22)	FOUNDER MICHAEL ALISSI	40	+*	\vdash	<u> </u>	+-	1-1	寸	20070011		
(22)	VP OPERATIONS	 	1		X		1 1		166,632.	0.	9,473.
(23)	NICHOLAS GILLESPIE	40		П							
<u></u>	VP REASON ONLIN	7 70			Х				209,359.	0.	4,068.
(24)	JONATHAN GRAFF	40		Τ			1				0.460
	SEC'Y/CFO/TREAS	0		1_	X	╄	1		183,282.	0.	9,462.
(25)	ADRIAN T. MOORE	$-\frac{40}{}$.		۱	. [107 500		9,514.
	VP POLICY	0	.	<u> </u>	X	ــــــــــــــــــــــــــــــــــــــ	<u> </u>	_	187,582. 1,277,303.		
	Sub-total But VII Sections							•	628,672.		
	Total from continuation sheets to Part VII, Section							•	1,905,975.	0	77,329.
	Total (add lines 1b and 1c) Total number of individuals (including but not limit	ed to the	ose l	sted	ab	ove) who	rec	eived more than	\$100,000 of reporta	
2	from the organization 11					ĺ					
	TION TO Organization	-									Yes No
3	Did the organization list any former officer, director	or, or tru	ıstee	. kev	en en	olgn	yee, o	r hi	ighest compensa	ted employee	
•	on line 1a? If 'Yes,' complete Schedule J for such	individu	ıal								3 X
4	For any individual listed on line 1a, is the sum of	reportab	le co	mpe	nsa	ation	and o	the	er compensation	from	
	the organization and related organizations greatel such individual.	unanjo	100.0	· ·	11	100	comp	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	. Ochicadic o for		4 X
_	Distance of the land of the land of coords	compa	ncati	an fr	۸m	anv	unrel	ater	d organization or	individual	
5	for services rendered to the organization? If 'Yes,	' compl	ete S	chec	dule	J fo	or suci	h pe	erson		5 X
Se	tion B. Independent Contractors										
1	Complete this table for your five highest compens compensation from the organization. Report com	ated inc pensatio	deper on for	nden the	t co cale	entra enda	ictors ar vea	thai r er	t received more t nding with or with	nan \$100,000 of in the organization'	s tax year.
	(A)	0011001110					<i></i>		1 (1	B)	(C)
	Name and business address Description of services Compensation										
									<u> </u>		
										and many a three	
2	· · · · · · · · · · · · · · · · · · ·		ot lin	nited	to	thos	e liste	d a	pove) wno receiv	rea more than	
	\$100,000 of compensation from the organization	<u>- 0</u>		Δ010							Form 990 (2013)

Form 990

Continuation Sheet for Form 990

OMB No. 1545-0047

2013

Department of the Treasury Internal Revenue Service

Name of the Organization

Employler Identification number

95-3298239

THE REASON FOUNDATION Part VII Continuation: Officers, Directors, Trustees, Key Employees, and **Highest Compensated Employees** (F) (C) (D) (E) Position (check all that apply) Reportable compensation from related organizations (W-2/1099-MISC) Estimated amount of other Reportable compensation from the organization (W-2/1099-MISC) Name and Title Average hours per week (list any hours for related organiza-tions below dotted line) Individual trustee or director Officer Former amount or other compensation from the organization and related organizations Highest compensated employee nstitutional trustee employee JULIAN MORRIS 40 8,568. 0. 0 X 139,193 VP RESEARCH 40 MATT WELCH 0. 8,904. 0 X 163,844 VP MAGAZINE 40 MELISSA PALMER 3,980. 0. X 110,541. DEVELOPMENT DIRECT 0 40 VICTORIA HUGHES 4,645. 109,566. 0. 0 X VP DEVELOPMENT CHRISTOPHER MITCHELL 40 8,529. 0. 105,528. 0 X COMMUNICATIONS DIR

Part	art VIII Statement of Revenue											
	Check if Schedule O contains a response or note to any line in this Part VIII											
			(A) Total revenue	(B) Related or exempt function revenue	(C) Unrelated business revenue	(D) Revenue excluded from tax under sections 512-514						
PROGRAM SERVICE REVENUE AND OTHER SIMILAR AMOUNTS	1 a Federated campaigns. 1 a b Membership dues 1 b c Fundraising events 1 c d Related organizations. 1 d e Government grants (contributions) 1 e f All other contributions, gifts, grants, and similar amounts not included above 1 f 9, g Noncash contributions included in lines 1a-1f: \$ h Total. Add lines 1a-1f.	275,213. .732,577. 788,321.	10,007,790.									
M SERVICE REVEN	2a SUBSCRIPTION SALES 900 b CONFERENCE REVENUE c ADVERTISING INCOME 511 d MAILING LIST RENTAL 511	120 120	840,572. 137,800. 110,469. 10,934.	840,572. 137,800.	110,469. 10,934.							
PROGRAI	f All other program service revenue g Total. Add lines 2a-2f	erest and	1,099,775. 51,054.			51,054.						
	Income from investment of tax-exempt bond Royalties	d proceeds►	51,054.			31,034.						
	b Less: rental expenses c Rental income or (loss) d Net rental income or (loss)	>										
	7 a Gross amount from sales of assets other than inventory. b Less: cost or other basis and sales expenses	(ii) Other										
ENUE	d Net gain or (loss)		9,770.			9,770.						
OTHER REVENUE	of contributions reported on line 1c). See Part IV, line 18	9,900. 125,019. ts	-115,119.			-115,119.						
	9 a Gross income from gaming activities. See Part IV, line 19	•										
	10 a Gross sales of inventory, less returns and allowances											
	Miscellaneous Revenue	Business Code	48,491			48,491.						
	d All other revenue			. 978,372	121,403	-5,804.						

Part IX Statement of Functional Expenses

Sec	t X Statement of Functional Expen- tion 501(c)(3) and 501(c)(4) organizations must c	complete all columns. Al	l other organizations m	ust complete column (A	\).
	Check if Schedule O contains a re			(C)	(D)
Do i 6b,	not include amounts reported on lines 7b, 8b, 9b, and 10b of Part VIII.	(A) Total expenses	(B) Program service expenses	Management and general expenses	Fundraising expenses
1	Grants and other assistance to governments and organizations in the United States. See Part IV, line 21.				
2	Grants and other assistance to individuals in the United States. See Part IV, line 22				
3	Grants and other assistance to governments, organizations, and individuals outside the United States. See Part IV, lines 15 and 16.				
4	Benefits paid to or for members				
5	Compensation of current officers, directors, trustees, and key employees	1,747,989.	1,485,106.	115,324.	147,559.
6	Compensation not included above, to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B)	0.1	0.	_0.	0.
7	Other salaries and wages	3,443,954.	3,087,595.	90,385.	265,974.
8	Pension plan accruals and contributions (include section 401(k) and 403(b) employer contributions).				
9	Other employee benefits	169,703.	153,358.	3,310.	13,035.
10	Payroll taxes	332,179.	295,531.	11,112.	25,536.
11	Fees for services (non-employees):				
	a Management				
	b Legal	27,152.		23,856.	3,296.
	c Accounting	29,794.		29,794.	
	d Lobbying				
	e Professional fundraising services. See Part IV, line 17				
	f Investment management fees		·		
,	g Other. (If line 11g amt exceeds 10% of line 25, column (A) amount, list line 11g expenses on Schedule 0)SCH. (1,329,997.	1,307,227.	1,667.	21,103.
12	Advertising and promotion	236,889.	228,839.		8,050.
13	•	219,267.	173,662.	10,428.	35,177.
14	3				
15	Royalties				<u> </u>
16	Occupancy	500 550	F10 F0F	<u> </u>	96,138.
17	Travel	609,663.	513,525.		30,130.
18	expenses for any federal, state, or local public officials				
19		0.7. 554	05 700	F70	1 102
20 21		27,551.	25,780.	579.	1,192.
21		104,327.	92,803.	3,906.	7,618.
23		81,636.	72,851.	2,810.	5,975.
24	Other expenses, Itemize expenses not	0170501	/2/001.		
	covered above (List miscellaneous expenses in line 24e. If line 24e amount exceeds 10%				
	of line 25, column (A) amount, list line 24e expenses on Schedule O.)				
		540 566	E40 460		104.
	* MAGAZINE PRINTING & DISTRIBUTI	549,566.	549,462 265,902	10,218	
	b OCCUPANCY	286,333. 224,649.	217,784	10,210	6,865.
	c FOUNDATION EVENTS	171,046.	161,597	2,982	
	d ON-LINE SERVICES e All other expenses	422,043.	308,412.		
25		10,013,738.	8,939,434.		
26			2,333,131		
RΔ		TEE 401101 1	<u> </u>	<u></u>	Form 990 (2013)

Balance Sheet

Part X

BAA

Check if Schedule O contains a response or note to any line in this Part X..... (B) (A) End of year Beginning of year 745,470. 801,917. Cash - non-interest-bearing..... 104,273 2 216,078. Savings and temporary cash investments..... 3 344,029 Pledges and grants receivable, net..... 302,002. 97,638 4 100,201 Accounts receivable, net..... Loans and other receivables from current and former officers, directors, trustees, key employees, and highest compensated employees. Complete 5 Part II of Schedule L..... Loans and other receivables from other disqualified persons (as defined under section 4958(f)(1)), persons described in section 4958(c)(3)(B), and contributing employers and sponsoring organizations of section 501(c)(9) voluntary employees' beneficiary organizations (see instructions). Complete Part II of Schedule L 6 7 Notes and loans receivable, net..... 8 Inventories for sale or use..... 9 Prepaid expenses and deferred charges..... **10 a** Land, buildings, and equipment: cost or other basis. Complete Part VI of Schedule D..... 10 a 4,107,216. 3,048,984 10 c 3,022,098. 10 b 1,085,118 **b** Less: accumulated depreciation..... 2,877,416 11 3,658,817 Investments – publicly traded securities..... 12 Investments - other securities. See Part IV, line 11..... Investments - program-related. See Part IV, line 11..... 13 13 14 Intangible assets..... 14 85,734. Other assets. See Part IV, line 11..... 41,412 15 15 Total assets. Add lines 1 through 15 (must equal line 34)..... 16 8,172,427. 273,642 858,706 17 095,730 Accounts payable and accrued expenses 17 18 18 373,099 19 375,213. 19 Tax-exempt bond liabilities..... 20 20 Escrow or custodial account liability. Complete Part IV of Schedule D..... 21 Loans and other payables to current and former officers, directors, trustees, key employees, highest compensated employees, and disqualified persons.

Complete Part II of Schedule L 22 23 252,711 869,517 24 Unsecured notes and loans payable to unrelated third parties..... 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... 25 723,654. 26 2,101,322 Total liabilities. Add lines 17 through 25..... Organizations that follow SFAS 117 (ASC 958), check here ► X and complete lines 27 through 29, and lines 33 and 34. 4,831,175. 5,739,879. Temporarily restricted net assets..... 296,866. 28 664,615. 29 44,279. 44,279 Permanently restricted net assets..... Organizations that do not follow SFAS 117 (ASC 958), check here ▶ and complete lines 30 through 34. 30 Capital stock or trust principal, or current funds..... 31 Paid-in or capital surplus, or land, building, or equipment fund..... 32 Retained earnings, endowment, accumulated income, or other funds 33 6,448,773. 5,172,320 Total net assets or fund balances..... 33 8,172,427. 7,273,642 34 Total liabilities and net assets/fund balances..... Form 990 (2013)

BAA

Form 990 (2013)

SCHEDULE A (Form 990 or 990-EZ)

Department of the Treasury Internal Revenue Service

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

2013

Open to Public Inspection

Employer identification number

Name of t	the organization								dentificatio	n number	
	REASON FOUNDATIO							95-3 <u>2</u> :			
Part I	Reason for Public	: Charity Status (A	III organizations mu	ust com	plete :	his pa	<u>rt.) Se</u>	<u>e instr</u>	uctions	5	
The org	ganization is not a private	foundation because	it is: (For lines 1 throug	jh 11, ch	eck only	one bo	x.)				
1 [A church, convention	of churches or associ	ation of churches descr	ibed in s	ection 1	70(b)(1)	(A)(i).				
2			i). (Attach Schedule E.)								
3	A hospital or a cooper	ative hospital service	organization described	in sectio	on 170(b	χ1χΑχί	ii).				
4	A medical research or	ganization operated i	n conjunction with a ho	spital des	scribed	n sectio	n 170(b	χ1χΑχί	ii) . Enter	the hospital'	s
	name, city, and state:										
5 [└ 170(b)(1)(А)(iv). (Сот	nplete Part II.)	a college or university					nental u	nit descr	ibed in sectio	n
6	A federal, state, or loc	cal government or gov	vernmental unit describ	ed in sec	tion 170	(Ь)(1)(А	(v).			معملم خالجان حالم	ام مطاعب
7	in section 170(b)(1)(A))(vi). (Complete Part				rnmenta	al unit o	r from tr	ne gener	ai public desc	ribed
8	☐ A community trust de	scribed in section 170	(b)(1)(A)(vi). (Complete	Part II.)							
9 [An organization that normally receives: (1) more than 33-1/3% of its support from contributions, membership fees, and gross receipts from activities related to its exempt functions — subject to certain exceptions, and (2) no more than 33-1/3% of its support from gross investment income and unrelated business taxable income (less section 511 tax) from businesses acquired by the organization after June 30, 1975. See section 509(a)(2). (Complete Part III.)										
10	An organization organ	nized and operated ex	clusively to test for pub	olic safety	/. See s	ection 5	U9(a)(4)		out the	nurnacae of	one or
11	more publicly support	ed organizations desc	colusively for the benefit cribed in section 509(a) on and complete lines 1	(1) or sec I1e throu	ction 50! igh 11h.	ne funct 9(a)(2).	See sec	:tion อบะ	(a)(3). ∪	neck the box	lial
	a Type I b		Type III - Function			d		• .		nctionally inte	egrated
e :	By checking this box, other than foundation section 509(a)(2).	I certify that the orga managers and other	nization is not controlle than one or more publi	d directly cly suppo	y or indi orted or	rectly by ganizatio	one or ons des	more d cribed ir	isqualifie n section	ed persons 509(a)(1) or	
f	If the organization rec check this box			<i></i>						ganization,	
g	Since August 17, 200	6, has the organizatio	on accepted any gift or	contribu	tion fror	n any of	the foll	owing pe	ersons?	_	
•									1. (22)	Y	es No
	below, the gove	erning body of the sup	ontrols, either alone or toported organization?							11 g (i)	
			oed in (i) above?							11 g (ii)	
	(iii) A 35% controlle	ed entity of a person o	described in (i) or (ii) ab	ove?						11 g (iii)	
h	Provide the following	information about the	e supported organization	n(s).	_						
	(i) Name of supported organization	(ii) EIN	(iii) Type of organization (described on lines 1-9 above or IRC section (see instructions))	(iv) le organiz column (i your go docur	ation in) listed in verning	(v) Did yo the organi column (i supp	zation in) of your		ation in n	(vil) Amount of suppo	
		ļ		Yes	No	Yes	No	Yes	No		
									I		
(A)											
(B)				1			-				
(C)				 					1		
(D)				-							
(E)					500000000000000000000000000000000000000		300000000000000000000000000000000000000				
Total											
BAA	For Paperwork Reduction	on Act Notice, see the	Instructions for Form 9	990 or 99	0-EZ.		;	Schedul	e A (For	m 990 or 990	-EZ) 2013

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.)

9 Net income from unrelated business activities, whether or not the business is regularly carried on. 10 Other income. Do not include gain or loss from the sale of capital assets (Explain in Part IV.) SEE PART IV. 2,082. 1,183. 431. 1,508. 48,491. 53,695. 11 Total support. Add lines 7 through 10. 40,071,187. 12 Gross receipts from related activities, etc (see instructions). 12 0. 13 First five years. If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and stop here. Section C. Computation of Public Support Percentage 14 Public support percentage for 2013 (line 6, column (f) divided by line 11, column (f)). 14 73.33 % 15 99.10 %	Sect	ion A. Public Support						
### Indeptod	begin	ning in) ►	(a) 2009	(b) 2010	(c) 2011	(d) 2012	(e) 2013	(f) Total
organization's benefit and entire paid to or expended on		membership tees received, (Do not	6,399,733.	7,123,746.	8,063,133.	8,133,170.	10007790.	39,727,572.
facilities furnished by a governmental unit to the ago. organization without charge. organization metal that exceeds 2% of the amount shown on line 11, column (f). organization metals without organization qualifies as a publicly supported organization did not check a box and ince 13 organization construints. Facts and circumstances test, The organization metals with organization metals as a publicly supported organization. Incompany of the with organization did not check the box and incompanization metals with organization did not check the box and incompanization metals with organization metals with reganization did not check the box and incompanization metals with the organization did not check the box and incompanization metals with the organization metals with the organization did not check abox on line 13, 16a, or 16b, and line 14 is 10% or more, and if the organization metals with the organization did not check abox on line 13, 16a, 16b, or 17e, and line 15 is 10% or more, and if the organization metals with the organization did not check abox on line 13, 16b, 16b, or 17e, and line 15 is 10% or more, and if the organization metals the tasts and-circumstances test, the organization of d		organization's benefit and either paid to or expended						0.
The protion of total continuous by seminated continuous by seminated organization included on line 1 that exceeds 2% of the amount shown on line 11, column (f). 8 Public support. Subtract line 5 mount shown on line 13, column (f). 9 Public support Subtract line 5 mount shown on line 14. 8 Cross income from interest, dividends payments received or securities loans, rents, royalties and income from similar sources. 9 Net income from interest, dividends payments received or securities loans, rents, royalties and income from similar sources. 9 Net income from melated business activities, whether or not the business is regulatify carried to the subsenses is regulatify and the subsenses is regulated to the subsense is regulated to the subsense is regulated to the subsense is regulated to the subsenses is regulated to the subsense is regulated to the regulated to the subsense is regulated to the regalated to the regulated of regulated to the regulated to the reg	3	facilities furnished by a governmental unit to the					400000	
contributions by each person (cher than a governmental unit or publicy supported organization) included manual shown on line 11, column (f). Public support. Subtract line 5 from line 4. Gross income from line 4. Section B. Total Support Amounts from line 4. Gross income from line 4. Solutions from line 4. Solutions from line 4. Solutions from line 4. Solutions from line 5. Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources. Solutions from line 4. Solutions from line 5. Solutions from line 6. Solutions from line 6. Solutions from line 8. Solutions from line	4	Total. Add lines 1 through 3	6,399,733.	7,123,746.	8,063,133.	8,133,170.	10007790.	39, 121, 512.
Section B. Total Support Calendar year (or fiscal year beginning in) 7 Amounts from line 4.	5	contributions by each person (other than a governmental unit or publicly supported organization) included on line 1 that exceeds 2% of the amount						10,341,927.
Calendar year (or fiscal year beginning in) Amounts from line 4	6	Public support. Subtract line 5						29,385,645.
Peginning in) P 7 Amounts from line 4	Sec	tion B. Total Support	100000000000000000000000000000000000000					,
8 Gross income from interest, dividends, payments received on scurings loans, rents, repystles and income from similar sources. 50,137. 59,630. 83,768. 45,331. 51,054. 289,920. 9 Net income from unrelated business activities, whether or nort the business is regularly carried on. 10 Other income. Do not include gain or loss from the sale of capital assets (Explain) in ry 2,082. 1,183. 431. 1,508. 48,491. 53,695. 11 Total support. Add lines 7 40,071,187. 12 Gross receipts from related activities, etc (see instructions). 12 0. 13 First five years. If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and stop here. Section C. Computation of Public Support Percentage 14 Public support percentage for 2013 (line 6, column (f) divided by line 11, column (f)). 14 73.333 % 15 99.10 % 15 Public support percentage form 2012 Schedule A, Part III, line 14. 16. 33-1/3% support test — 2013. If the organization did not check the box on line 13, and the line 14 is 33-1/3% or more, check this box and stop here. The organization qualifies as a publicly supported organization. 17 a 10%-facts-and-circumstances test — 2013. If the organization did not check a box on line 13 or 16a, and line 15 is 33-1/3% or more, check this box and stop here. The organization meets the 'facts-and-circumstances' test, check this box and stop here. Explain in Part IV how the organization meets the 'facts-and-circumstances' test, check this box and stop here. Explain in Part IV how or more, and if the organization meets the 'facts-and-circumstances' test, check this box and stop here. Explain in Part IV how or more, and if the organization meets the 'facts-and-circumstances' test, check this box and stop here. Explain in Part IV how or more, and if the organization meets the 'facts-and-circumstances' test, check this box and stop here. Explain in Part IV how or more, and if the organization meets the 'facts-and-circumstances' test, check this box and stop he	Cale	ndar year (or fiscal year	(a) 2009	(b) 2010				
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First five years. If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and stop here. Section C. Computation of Public Support Percentage 14 Public support percentage for 2013 (line 6, column (f) divided by line 11, column (f))	11	through 10						40,071,187.
Section C. Computation of Public Support Percentage 14 Public support percentage for 2013 (line 6, column (f) divided by line 11, column (f)). 15 Public support percentage from 2012 Schedule A, Part II, line 14. 16 a 33-1/3% support test — 2013. If the organization did not check the box on line 13, and the line 14 is 33-1/3% or more, check this box and stop here. The organization qualifies as a publicly supported organization. 17 a 10%-facts-and-circumstances test — 2013. If the organization did not check a box on line 13 or 16a, and line 15 is 33-1/3% or more, check this box and stop here. The organization qualifies as a publicly supported organization. 17 a 10%-facts-and-circumstances test — 2013. If the organization did not check a box on line 13, 16a, or 16b, and line 14 is 10% or more, and if the organization meets the 'facts-and-circumstances' test, check this box and stop here. Explain in Part IV how the organization meets the 'facts-and-circumstances' test. The organization qualifies as a publicly supported organization. 18 Private foundation. If the organization did not check a box on line 13, 16a, 16b, 0 or 17a, and see instructions.	12	Gross receipts from related acti	vities, etc (see ins	structions)			12	0.
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16 a 33-1/3% support test — 2013. If the organization did not check the box on line 13, and the line 14 is 33-1/3% or more, check this box and stop here. The organization qualifies as a publicly supported organization. b 33-1/3% support test — 2012. If the organization did not check a box on line 13 or 16a, and line 15 is 33-1/3% or more, check this box and stop here. The organization qualifies as a publicly supported organization. 17a 10%-facts-and-circumstances test — 2013. If the organization did not check a box on line 13, 16a, or 16b, and line 14 is 10% or more, and if the organization meets the 'facts-and-circumstances' test, check this box and stop here. Explain in Part IV how the organization meets the 'facts-and-circumstances' test. The organization qualifies as a publicly supported organization. b 10%-facts-and-circumstances test — 2012. If the organization did not check a box on line 13, 16a, 16b, or 17a, and line 15 is 10% or more, and if the organization meets the 'facts-and-circumstances' test, check this box and stop here. Explain in Part IV how the organization meets the 'facts-and-circumstances' test, check this box and stop here. Explain in Part IV how the organization meets the 'facts-and-circumstances' test, check this box and stop here. Explain in Part IV how the organization meets the 'facts-and-circumstances' test. The organization qualifies as a publicly supported organization. 18 Private foundation. If the organization did not check a box on line 13, 16a, 16b, 17a, or 17b, check this box and see instructions.	Sec	ction C. Computation of P	ublic Support	Percentage			1 14	72 22 97
16 a 33-1/3% support test — 2013. If the organization did not check the box on line 13, and the line 14 is 33-1/3% or more, check this box and stop here. The organization qualifies as a publicly supported organization. b 33-1/3% support test — 2012. If the organization did not check a box on line 13 or 16a, and line 15 is 33-1/3% or more, check this box and stop here. The organization qualifies as a publicly supported organization. 17a 10%-facts-and-circumstances test — 2013. If the organization did not check a box on line 13, 16a, or 16b, and line 14 is 10% or more, and if the organization meets the 'facts-and-circumstances' test, check this box and stop here. Explain in Part IV how the organization meets the 'facts-and-circumstances' test. The organization qualifies as a publicly supported organization. b 10%-facts-and-circumstances test — 2012. If the organization did not check a box on line 13, 16a, 16b, or 17a, and line 15 is 10% or more, and if the organization meets the 'facts-and-circumstances' test, check this box and stop here. Explain in Part IV how the organization meets the 'facts-and-circumstances' test, check this box and stop here. Explain in Part IV how the organization meets the 'facts-and-circumstances' test, check this box and stop here. Explain in Part IV how the organization meets the 'facts-and-circumstances' test. The organization qualifies as a publicly supported organization. 18 Private foundation. If the organization did not check a box on line 13, 16a, 16b, 17a, or 17b, check this box and see instructions.	14	Public support percentage for 2	2013 (line 6, colum	n (f) divided by lin	ne 11, column (f))			99 10 %
 b 33-1/3% support test — 2012. If the organization did not check a box on line 13 or 16a, and line 15 is 33-1/3% or more, check this box and stop here. The organization qualifies as a publicly supported organization. 17a 10%-facts-and-circumstances test — 2013. If the organization did not check a box on line 13, 16a, or 16b, and line 14 is 10% or more, and if the organization meets the 'facts-and-circumstances' test, check this box and stop here. Explain in Part IV how the organization meets the 'facts-and-circumstances' test. The organization qualifies as a publicly supported organization. b 10%-facts-and-circumstances test — 2012. If the organization did not check a box on line 13, 16a, 16b, or 17a, and line 15 is 10% or more, and if the organization meets the 'facts-and-circumstances' test, check this box and stop here. Explain in Part IV how the organization meets the 'facts-and-circumstances' test. The organization qualifies as a publicly supported organization. Private foundation. If the organization did not check a box on line 13, 16a, 16b, 17a, or 17b, check this box and see instructions. 		Public support percentage from	12012 Schedule A	, Part II, line 14.				33,10
17a 10%-facts-and-circumstances test — 2013. If the organization did not check a box on line 13, 16a, or 16b, and line 14 is 10% or more, and if the organization meets the 'facts-and-circumstances' test, check this box and stop here. Explain in Part IV how the organization meets the 'facts-and-circumstances' test. The organization qualifies as a publicly supported organization. b 10%-facts-and-circumstances test — 2012. If the organization did not check a box on line 13, 16a, 16b, or 17a, and line 15 is 10% or more, and if the organization meets the 'facts-and-circumstances' test, check this box and stop here. Explain in Part IV how the organization meets the 'facts-and-circumstances' test. The organization qualifies as a publicly supported organization. Private foundation. If the organization did not check a box on line 13, 16a, 16b, 17a, or 17b, check this box and see instructions.	16	a 33-1/3% support test — 2013. It and stop here. The organization	f the organization n qualifies as a pu	did not check the blicly supported o	box on line 13, and a property of the box on line 13, and the box of the box	nd the line 14 is 3.	3-1/3% or more, c	:neck this box ► X
or more, and if the organization meets the 'facts-and-circumstances' test. The organization qualifies as a publicly supported organization b 10%-facts-and-circumstances test — 2012. If the organization did not check a box on line 13, 16a, 16b, or 17a, and line 15 is 10% or more, and if the organization meets the 'facts-and-circumstances' test, check this box and stop here. Explain in Part IV how the organization meets the 'facts-and-circumstances' test, check this box and stop here. Explain in Part IV how the organization meets the 'facts-and-circumstances' test. The organization qualifies as a publicly supported organization		b 33-1/3% support test — 2012. If and stop here. The organization	the organization on qualifies as a pu	did not check a bo ublicly supported o	ox on line 13 or 16 organization	ia, and line 15 is 3	3-1/3% or more,	check this box
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		or more, and if the organization organization meets the 'facts-a	n meets the facts nd-circumstances	-and-circumstance ' test. The organia	zation qualifies as	a publicly suppor	ted organization.	
	18	Private foundation. If the organ	nization did not ch	eck a box on line	13, 16a, 16b, 1/a			

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.)

Sect	on A. Public Support					43.0010	70 T-4-1
	ar year (or fiscal yr beginning in) ►	(a) 2009	(b) 2010	(c) 2011	(d) 2012	(e) 2013	(f) Total
	Gifts, grants, contributions and membership fees			ļ			
	received, (Do not include any 'unusual grants.')		1				
2	Gross receipts from admis-						
	sions, merchandise sold or services performed, or facilities	İ					
	furnished in any activity that is						
	related to the organization's tax-exempt purpose				,		
	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			ĺ			
5	its behalfThe value of services or				_ · _ ·		
,	facilities furnished by a					ŀ	
	governmental unit to the organization without charge						
6	Total. Add lines 1 through 5.						
	Amounts included on lines 1,						
	2, and 3 received from disqualified persons						
b	Amounts included on lines 2						
	and 3 received from other than disqualified persons that			ļ			
	exceed the greater of \$5,000 or					1	
	1% of the amount on line 13						
_	for the year						
	Public support (Subtract line						
٥	7c from line 6.)						
Sec	tion B. Total Support						(0 T-1-1
Calen	dar year (or fiscal yr beginning in) ►	(a) 2009	(b) 2010	(c) 2011	(d) 2012	(e) 2013	(f) Total
	dar year (or fiscal yr beginning in) > Amounts from line 6	(a) 2009	(b) 2010	(c) 2011	(d) 2012	(e) 2013	(f) otal
9	Amounts from line 6 Gross income from interest,	(a) 2009	(b) 2010	(c) 2011	(d) 2012	(e) 2013	(1) Otal
9	Amounts from line 6	(a) 2009	(b) 2010	(c) 2011	(d) 2012	(e) 2013	(f) otal
9	Amounts from line 6	(a) 2009	(b) 2010	(c) 2011	(d) 2012	(e) 2013	(f) Total
9 10 a	Amounts from line 6	(a) 2009	(b) 2010	(c) 2011	(d) 2012	(e) 2013	(r) Total
9 10 a	Amounts from line 6	(a) 2009	(b) 2010	(c) 2011	(d) 2012	(e) 2013	(f) Total
9 10 a	Amounts from line 6	(a) 2009	(b) 2010	(c) 2011	(d) 2012	(e) 2013	(f) Total
9 10 a	Amounts from line 6	(a) 2009	(b) 2010	(c) 2011	(d) 2012	(e) 2013	(f) Total
9 10 a	Amounts from line 6	(a) 2009	(b) 2010	(c) 2011	(d) 2012	(e) 2013	(f) Total
9 10 a	Amounts from line 6	(a) 2009	(b) 2010	(c) 2011	(d) 2012	(e) 2013	(n) Total
9 10 a	Amounts from line 6	(a) 2009	(b) 2010	(c) 2011	(d) 2012	(e) 2013	(n) Total
9 10 a	Amounts from line 6	(a) 2009	(b) 2010	(c) 2011	(d) 2012	(e) 2013	(n) Total
9 10 a k	Amounts from line 6	(a) 2009	(b) 2010	(c) 2011	(d) 2012	(e) 2013	(n) Total
9 10 a k	Amounts from line 6	(a) 2009	(b) 2010	(c) 2011	(d) 2012	(e) 2013	(n) Total
9 10 a k 11	Amounts from line 6	is for the organization	ation's first secon	od third fourth of	fifth tax year as	a section 501(c	s)(3)
9 10 a k 11 12 13 14	Amounts from line 6	is for the organized stop here	ation's first, secor	od third fourth of	fifth tax year as	a section 501(c	s)(3)
9 10 a k 11 12 13 14 Sec	Amounts from line 6	is for the organized stop here	ation's first, secon	nd, third, fourth, o	r fifth tax year as	a section 501(c	s)(3) ► □
9 10 a k 11 12 13 14 Sec 15	Amounts from line 6	is for the organizad stop hereublic Support	ation's first, secon Percentage n (f) divided by lir	nd, third, fourth, or	r fifth tax year as	a section 501(c	s)(3)
9 10 a a b b 1 11 12 13 14 Sec 15 16	Amounts from line 6	is for the organizad stop here	ation's first, secon Percentage n (f) divided by lir , Part III, line 15.	nd, third, fourth, on	r fifth tax year as	a section 501(c	x)(3) ► □
9 10 a 11 12 13 14 Sec 15 16 Sec	Amounts from line 6	is for the organizad stop here	Percentage n (f) divided by lir , Part III, line 15.	nd, third, fourth, on the 13, column (f))	r fifth tax year as	a section 501(c	x)(3) ► □
9 10 a 11 12 13 14 Sec 15 16 Sec 17	Amounts from line 6	is for the organizad stop here	Percentage n (f) divided by lir , Part III, line 15. pme Percenta	nd, third, fourth, or ne 13, column (f))	r fifth tax year as	a section 501(c	(3) \(\bigcirc \bigc
9 10 a 11 12 13 14 Sec 17 18	Amounts from line 6	is for the organization	Percentage n (f) divided by lir , Part III, line 15. ome Percenta column (f) divide ale A, Part III, line did not check the	nd, third, fourth, or the 13, column (f)) ge ad by line 13, column at 14, as how on line 14, as	r fifth tax year as	a section 501(c	15 8 16 8 17 8 18 8
9 10 a 11 12 13 14 Sec 17 18 19	Amounts from line 6	is for the organizad stop here ublic Support 013 (line 8, column 2012 Schedule A vestment Inco for 2013 (line 10c, from 2012 Schedu f the organization k this box and sto	Percentage n (f) divided by lir , Part III, line 15. Dime Percenta , column (f) divided le A, Part III, line did not check the phere. The organ	nd, third, fourth, or ne 13, column (f)) ge ed by line 13, column a 17	r fifth tax year as mn (f))	a section 501(c	2)(3)
9 10 a 11 12 13 14 Sec 15 16 Sec 17 18 19	Amounts from line 6	is for the organization	Percentage n (f) divided by lir, Part III, line 15. Dime Percenta column (f) divide die A, Part III, line did not check the p here. The organ did not check a b and stop here. Th	nd, third, fourth, or the 13, column (f)) ge ad by line 13, column (f) a box on line 14, a nization qualifies a cox on line 14 or line organization qu	mn (f))nd line 15 is more a publicly supp ne 19a, and line alifies as a public	a section 501(c	15 % 16 % 17 % 18 % and line 17 ion

Schedule A	(Form 990 or 990-EZ) 2013	THE REASON	FOUNDATION		95-3298239	Page 4
Part IV	Supplemental Informa or 17b; and Part III, lin	tion. Provide e 12. Also con	the explanation oplete this part	s required by Part II, line for any additional inform		
	(See instructions).					
						.
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			· 			

2013

SCHEDULE A, PART IV - SUPPLEMENTAL INFORMATION PAGE 5

CLIENT 10013001

THE REASON FOUNDATION

95-3298239

PART II.	LINE '	10 - OTHER	INCOME
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NATURE AND SOURCE		2012	2011	2010	2009
MISCELLANEOUS	TOTAL \$ 48,491	. \$ 1,508. . \$ 1,508.	\$ 431. \$ 431.	\$ 1,183. \$ 1,183.	\$ 2,082. \$ 2,082.

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

PUBLIC DISCLOSURE COPY

Schedule of Contributors

2012

2013

OMB No. 1545-0047

Department of the Treasury Internal Revenue Service ► Attach to Form 990, Form 990-EZ, or Form 990-PF
► Information about Schedule B (Form 990, 990-EZ, 990-PF) and its instructions is atwww.irs.gov/form990.

Employer identification number Name of the organization 95-3298239 THE REASON FOUNDATION Organization type (check one): Section: Filers of: |X| 501(c)(3) (enter number) organization Form 990 or 990-EZ 4947(a)(1) nonexempt charitable trust not treated as a private foundation 527 political organization 501(c)(3) exempt private foundation Form 990-PF 4947(a)(1) nonexempt charitable trust treated as a private foundation 501(c)(3) taxable private foundation Check if your organization is covered by the General Rule or a Special Rule . Note. Only a section 501(c)(7), (8), or (10) organization can check boxes for both the General Rule and a Special Rule. See instructions. General Rule For an organization filing Form 990, 990-EZ, or 990-PF that received, during the year, \$5,000 or more (in money or property) from any one contributor. (Complete Parts I and II.) **Special Rules** For a section 501(c)(3) organization filing Form 990 or 990-EZ that met the 33-1/3% support test of the regulations under sections 509(a)(1) and 170(b)(1)(A)(vi) and received from any one contributor, during the year, a contribution of the greater of (1) \$5,000 or (2) 2% of the amount on (i) Form 990, Part VIII, line 1h, or (ii) Form 990-EZ, line 1. Complete Parts I and II. For a section 501(c)(7), (8), or (10) organization filing Form 990 or 990-EZ that received from any one contributor, during the year, total contributions of more than \$1,000 for use *exclusively* for religious, charitable, scientific, literary, or educational purposes, or the prevention of cruelty to children or animals. Complete Parts I, II, and III. For a section 501(c)(7), (8), or (10) organization filing Form 990 or 990-EZ that received from any one contributor, during the year, contributions for use *exclusively* for religious, charitable, etc, purposes, but these contributions did not total to more than \$1,000. If this box is checked, enter here the total contributions that were received during the year for an *exclusively* religious, charitable, etc, purpose. Do not complete any of the parts unless the **General Rule** applies to this organization because it received nonexclusively religious, charitable, etc, contributions of \$5,000 or more during the year..... **Caution:** An organization that is not covered by the General Rule and/or the Special Rules does not file Schedule B (Form 990, 990-EZ, or 990-PF) but it **must** answer 'No' on 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 certify that it does not meet the filing requirements of Schedule B (Form 990, 990-EZ, or 990-PF).

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

Schedule B (Form 990, 990-EZ, or 990-PF) (2013)

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2 of Part 1

Name of organization

THE REASON FOUNDATION

Employer identification number

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95	- 3	3 2	.9	೪	4	3	y

Panı	Contributors (see instructions). Use duplicate copies of Part I if additional spa	ace is needed.	
(a) Number	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
1		\$ <u>1,051,500.</u>	Person X Payroll Noncash (Complete Part II for noncash contributions.)
(a) Number	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
2		\$1,013,000.	Person X Payroll Noncash (Complete Part II for noncash contributions.)
(a) Number	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
3_ :		\$ <u>1,040,383.</u>	Person X Payroll Noncash (Complete Part II for noncash contributions.)
(a) Number	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
4		\$552,000.	Person X Payroll Noncash (Complete Part II for noncash contributions.)
(a) Number	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
5		\$ 500,000.	Person X Payroll Noncash (Complete Part II for noncash contributions.)
(a) Number	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
6		\$ <u>372,750</u>	Person X Payroll Noncash X (Complete Part II for noncash contributions.)

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of

2 of **Part 1**

THE REASON FOUNDATION

Employer Identification number 95-3298239

Part I	Contributors (see instructions). Use duplicate copies of Part I if additional spa	ace is needed.	
(a) Number	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
7		\$300,000.	Person X Payroll Noncash (Complete Part II for noncash contributions.)
(a) Number	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
8		\$ 250,000.	Person X Payroll Noncash (Complete Part II for noncash contributions.)
(a) Number	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
9		\$ 225,000.	Person X Payroll Noncash (Complete Part II for noncash contributions.)
(a) Number	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
		\$ -	Person Payroll Noncash (Complete Part II for noncash contributions.)
(a) Number	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
		\$\$	Person Payroll Oncash Complete Part II for noncash contributions.)
(a) Numbe	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
		\$\$	Person Payroll Noncash (Complete Part II for noncash contributions.)
BAA	TEEA0702L 12/27/13	Schedule B (Form 9	990, 990-EZ, or 990-PF) (2013

Page

of Part II

THE REASON FOUNDATION

Employer identification number

95-3298239

(a) No. from Part I	(b) Description of noncash property given	(c) FMV (or estimate) (see instructions)	(d) Date received
6	PUBLICLY TRADED INVESTMENTS \$301,307/FURNITURE \$7,843		
		\$ 309,150.	VARIOUS
(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
		- 	
(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
		-	
		. - \$	
RAA	Sch		7. or 990-PF) (201

(e) Transfer of gift Transferee's name, address, and ZIP + 4 Relationship of transferor to transferee

SCHEDULE C (Form 990 or 990-EZ)

Political Campaign and Lobbying Activities

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

OMB No. 1545-0047

Open to Public

Department of the Treasury Internal Revenue Service

► Complete if the organization is described below. ► Attach to Form 990 or Form 990-EZ. ► See separate instructions. ► Information about Schedule C (Form 990 or 990-EZ) and its instructions is at www.irs.gov/form990.

Inspection

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

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

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

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

	e <mark>organization answered 'Yes,' t</mark> Section 501(c)(4), (5), or (6) org	to Form 990, Part IV, line 5 (Proxy Tax) or F panizations: Complete Part III,	orm 990-EZ, Part V, li	ne 35c (Proxy Tax), the	1
	of organization			Employer identificat	ion number
тнь	REASON FOUNDATION			95-3298239)
Par	t I-A Complete if the org	anization is exempt under section 5	01(c) or is a secti	on 527 organizatior	l.
		rganization's direct and indirect political car			
2	Political expenditures.			,\$ ¹	>
		ganization is exempt under secti			
1	Enter the amount of any excis	se tax incurred by the organization under so	ection 4955	> \$	0.
2	Enter the amount of any excis	se tax incurred by organization managers u	ınder section 4955	► \$	0.
		section 4955 tax, did it file Form 4720 for the			
4 a	Was a correction made?			,.,,.,.	Yes No
k	If 'Yes,' describe in Part IV.				
Par	t I-C Complete if the or	ganization is exempt under secti	on 501(c) , excep	t section 501(c)(3)	•
1	Enter the amount directly exp	ended by the filing organization for section	527 exempt function	activities \$	
2	Enter the amount of the filing function activities	organization's funds contributed to other o	rganizations for section	on 527 exempt ▶\$	
3	Total exempt function expendine 17b	litures. Add lines 1 and 2. Enter here and d	n Form 1120-POL,		
4	Did the filing organization file	Form 1120-POL for this year?			Yes No
5	Enter the names, addresses	and employer identification number (EIN) o . For each organization listed, enter the amons received that were promptly and directly action committee (PAC). If additional space	of all section 527 politi	cal organizations to whi	ch the filing Also enter the
	(a) Name	(b) Address	(c) EIN	(d) Amount paid from filing organization's funds. If none, enter-0	(e) Amount of political contributions received and promptly and directly delivered to a separate political organization. If none, enter -0
(1)					
(2)					
(3)					
(4)					
(5)					
<u></u>					

Part II-A Complete if th section 501(h		exempt under section	n 501(c)(3) and filed	Form 5768 (election	ı under
A Check ► if the filing	g organization belong	gs to an affiliated group (ar	nd list in Part IV each a	ffiliated group member's	name,
		share of excess lobbying e			
B Check ► if the filing	g organization check	ed box A and 'limited conti	rol' provisions apply.		
(The term	Limits on Lobbyir 'expenditures' mean	ng Expenditures is amounts paid or incurre	d.)	(a) Filing organization's totals	(b) Affiliated group totals
1 a Total lobbying expenditur	res to influence publ	ic opinion (grass roots lobb	ying)		
b Total lobbying expenditu	res to influence a leg	gislative body (direct lobbyi	ing) [28,146.	
c Total lobbying expenditu	•)	28,146.	0.
d Other exempt purpose ex	**			9,985,592.	
e Total exempt purpose ex	rpenditures (add line	s 1c and 1d)		10,013,738.	0.
f Lobbying nontaxable am both columns	ount. Enter the amo	unt from the following table	e in	650,687.	
If the amount on line 1e, colu	mn (a) or (b) is	The lobbying nontaxable a	mount is:		
Not over \$500,000		20% of the amount on line 1e.			
Over \$500,000 but not over \$1,0		3100,000 plus 15% of the excess of			
Over \$1,000,000 but not over \$1		175,000 plus 10% of the excess of			
Over \$1,500,000 but not over \$		\$225,000 plus 5% of the excess ov	/er \$1,500,000.		
Over \$17,000,000		\$1,000,000.		1.60, 670	0.
g Grassroots nontaxable a h Subtract line 1g from line				162,672.	0.
i Subtract line 1f from line				0.	0.
i If there is an amount oth	ner than zero on eith		e organization file Form	4720 reporting	
Section 4911 tax for this					
(Sor	me organizations tha	4-Year Averaging Period U it made a section 501(h) el is below. See the instruction	ection do not have to co		
	Lobby	ing Expenditures During	4-Year Averaging Period	1	
Calendar year (or fiscal year beginning in)	(a) 2010	(b) 2011	(c) 2012	(d) 2013	(e) Total
2 a Lobbying non-taxable amount	505,24	5. 551,649.	559,097.	650,687.	2,266,678.
b Lobbying ceiling amount (150% of line 2a, column (e))					3,400,017.
c Total lobbying expenditures		9,391.	7,870.	28,146.	45,407.
d Grassroots nontaxable amount	126,31	1. 137,912.	139,774.	162,672.	566,669.
e Grassroots ceiling amount (150% of line 2d, column (e))					850,004.
f Grassroots lobbying expenditures					0. n 990 or 990-EZ) 2013
BAA				Schedule C (Forr	n 990 or 990-EZ) 2013

Part II-B Complete if the organization is exempt under section 501(c)(3) and has NOT file (election under section 501(h)).	d Fo	rm 57	68
	(2	3)	(b)
For each 'Yes' response to lines 1a through 1i below, provide in Part IV a detailed description of the lobbying activity.	Yes	No	Amount
During the year, did the filing organization attempt to influence foreign, national, state or local legislation, including any attempt to influence public opinion on a legislative matter or referendum, through the use of:			
 a Volunteers?			
c Media advertisements?d Mailings to members, legislators, or the public?			
Publications, or published or broadcast statements? f Grants to other organizations for lobbying purposes?			
g Direct contact with legislators, their staffs, government officials, or a legislative body?h Rallies, demonstrations, seminars, conventions, speeches, lectures, or any similar means?			
i Other activities?j Total. Add lines 1c through 1i			
2 a Did the activities in line 1 cause the organization to be not described in section 501(c)(3)?b If 'Yes,' enter the amount of any tax incurred under section 4912			
c If 'Yes,' enter the amount of any tax incurred by organization managers under section 4912			
Part III-A Complete if the organization is exempt under section 501(c)(4), section 50 section 501(c)(6).	1(c)(5), or	
			Yes No
Were substantially all (90% or more) dues received nondeductible by members?Did the organization make only in-house lobbying expenditures of \$2,000 or less?			
2 Did the organization make only in-house lobbying expenditures of \$2,000 or less?			
Part III-B Complete if the organization is exempt under section 501(c)(4), section 50 (6) and if either (a) BOTH Part III-A, lines 1 and 2, are answered 'No' OR (b) answered 'Yes.'	1(c)(Part	5), or III-A	section 501(c) , line 3, is
1 Dues, assessments and similar amounts from members		1	
2 Section 162(e) nondeductible lobbying and political expenditures (do not include amounts of political expenses for which the section 527(f) tax was paid).			
a Current year			
c Total			
3 Aggregate amount reported in section 6033(e)(1)(A) notices of nondeductible section 162(e) dues		. 3	5 ·
4 If notices were sent and the amount on line 2c exceeds the amount on line 3, what portion of the excess does the organization agree to carryover to the reasonable estimate of nondeductible lobbying and polit expenditure next year?	ical	. 4	
5 Taxable amount of lobbying and political expenditures (see instructions)			
Part IV Supplemental Information			
Provide the descriptions required for Part I-A, line 1; Part I-B, line 4; Part I-C, line 5; Part II-A (affiliated group Part II-B, line 1. Also, complete this part for any additional information.	o list);	Part I	I-A, line 2; and
	- - -		
· 			

SCHEDULE D (Form 990)

Supplemental Financial Statements

► Complete if the organization answered 'Yes,' to Form 990,
Part IV, lines 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

Department of the Treasury Internal Revenue Service Name of the organization

n990. Open to Public Inspection
Employer identification number

THE	REASON FOUNDATION			95-3298239	
Part	Organizations Maintaining Dono	r Advised Funds or O	ther Similar F	unds or Accounts.	
(24.7.1.2)	Complete if the organization ans	wered 'Yes' to Form 99	90, Part IV, Iin	e 6.	
		(a) Donor advised	d funds	(b) Funds and other accou	ınts
1	Total number at end of year				
	Aggregate contributions to (during year)				
	Aggregate grants from (during year)		<u> </u>		
	Aggregate value at end of year				
				duined funds	
	Did the organization inform all donors and donors are the organization's property, subject to the organization's	organization's exclusive lega	I control?	, res	☐ No
6	Did the organization inform all grantees, donor for charitable purposes and not for the benefit impermissible private benefit?	s, and donor advisors in writ of the donor or donor adviso	ing that grant funder, or for any other	ds can be used only r purpose conferringYes	No
Par	Conservation Easements. Complete if the organization ans	wered 'Yes' to Form 9	90. Part IV. lir	ne 7.	
1	Purpose(s) of conservation easements held by	the organization (check all	that apply).		
1	Preservation of land for public use (e.g., re			n of an historically important land ar	ea
	Protection of natural habitat	out out of outdouding		of a certified historic structure	
	Preservation of open space				
2	Complete lines 2a through 2d if the organization	on held a qualified conservat	ion contribution in	the form of a conservation easeme	ent on the
2	last day of the tax year.	Their a qualified corisor vac	or cortaination in		
				Held at the End of the	Tax Year
a	Total number of conservation easements			2a	
k	Total acreage restricted by conservation easer	ments		2b	
. (: Number of conservation easements on a certif	fied historic structure include	d in (a)	2 c	
	I Number of conservation easements included in			oric	
	structure listed in the National Register			Zu	
3	Number of conservation easements modified, tax year ►	transferred, released, exting	uished, or termina	ated by the organization during the	
4	Number of states where property subject to co	onservation easement is loca	ted ►		
5	Does the organization have a written policy re and enforcement of the conservation easemer	garding the periodic monitor	ing, inspection, ha	andling of violations,	No
	Staff and volunteer hours devoted to monitoring	na inspecting and enforcing		sements during the year	
ь	► Stail and volunteer flours devoted to morntoni	ig, inspecting, and conorcing	CONSCIVATION CAS	some daring are year	
7	Amount of expenses incurred in monitoring, in	nspecting, and enforcing con	servation easeme	ents during the year	
′	►\$,-p		-	
8	Does each conservation easement reported or and section 170(h)(4)(B)(ii)?	n line 2(d) above satisfy the	requirements of s	section 170(h)(4)(B)(i)	No
9	In Part XIII, describe how the organization repinclude, if applicable, the text of the footnote	orts conservation easement	s in its revenue a	nd expense statement, and balance	sheet, and
	conservation easements.				
Pa	Organizations Maintaining Collection Complete if the organization and	tions of Art, Historical swered 'Yes' to Form S	Treasures, or C 990, Part IV, li	Other Similar Assets. ne 8.	
1	A If the organization elected, as permitted unde art, historical treasures, or other similar asset in Part XIII, the text of the footnote to its finar	ts held for public exhibition. (education, or rese	enue statement and balance sheet earch in furtherance of public service	works of e, provide,
	b If the organization elected, as permitted unde historical treasures, or other similar assets he following amounts relating to these items:	eld for public exhibition, educ	ation, or researcr	in furtherance of public service, pr	ks of art, rovide the
	(i) Revenues included in Form 990, Part VIII	, line 1			
	(ii) Assets included in Form 990, Part X				
2		art, historical treasures, or o	ther similar assets	s for financial gain, provide the follo	wing
	a Revenues included in Form 990, Part VIII, line	e 1		> \$	
	h Assets included in Form 990. Part X				

Description of property	(a) Cost or other basis (investment)	(b) Cost or other basis (other)	(c) Accumulated depreciation	(d) Book value
1 a Land		1,908,473.		1,908,473.
b Buildings		1,008,828.	48,609.	960,219.
c Leasehold improvements				
d Equipment		1,189,915.	1,036,509.	<u> 153,406.</u>
e Other.,				
Total. Add lines 1a through 1e. (Column (d) must ed	qual Form 990, Part X, co	lumn (B), line 10(c).)	······································	3,022,098.

Schedule D (Form 990) 2013

(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		
⁴⁾		
3) 		
3) D) E)		
<u>)</u>		
<u></u>		
F)		
G) H)		
<u>- 19</u>		
otal. (Column (b) must equal Form 990, Part X, column (B) line 12.)		
Part VIII Investments - Program Related	<u> </u>	N/A
Complete if the organization answered	'Yes' to Form 990	D, Part IV, line 11c. See Form 990, Part X, line 13.
(a) Description of investment type	(b) Book value	(c) Method of valuation: Cost or end-of-year market value
(1)		
(2)		
(3)		
(4)		<u> </u>
(5)		
(6)		
(7)		
(8)	ļ	
(0)		
(9)		
(10)	•	
(10) Total. (Column (b) must equal Form 990, Part X, column (B) line 13.) •	N/	A LIVE 11 LO S Face 2000 Post V line 15
(10) Total. (Column (b) must equal Form 990, Part X, column (B) line 13.) Part X Other Assets. Complete if the organization answered "	N/ Yes' to Form 990, F	Part IV, line 11d. See Form 990, Part X, line 15.
(10) Total. (Column (b) must equal Form 990, Part X, column (B) line 13.) Part IX Other Assets. Complete if the organization answered (a) Do	N/	Part IV, line 11d. See Form 990, Part X, line 15. (b) Book value
(10) Total. (Column (b) must equal Form 990, Part X, column (B) line 13.) Part IX Other Assets. Complete if the organization answered (a) Do (1)	N/ Yes' to Form 990, F	Part IV, line 11d. See Form 990, Part X, line 15.
(10) Total. (Column (b) must equal Form 990, Part X, column (B) line 13.) Part IX Other Assets. Complete if the organization answered (a) Do (1) (2)	N/ Yes' to Form 990, F	Part IV, line 11d. See Form 990, Part X, line 15.
(10) Total. (Column (b) must equal Form 990, Part X, column (B) line 13.) . Part IX Other Assets. Complete if the organization answered (a) Do (1) (2) (3)	N/ Yes' to Form 990, F	Part IV, line 11d. See Form 990, Part X, line 15.
(10) Total. (Column (b) must equal Form 990, Part X, column (B) line 13.)	N/ Yes' to Form 990, F	Part IV, line 11d. See Form 990, Part X, line 15.
(10) Total. (Column (b) must equal Form 990, Part X, column (B) line 13.) Part X	N/ Yes' to Form 990, F	Part IV, line 11d. See Form 990, Part X, line 15.
(10) Total. (Column (b) must equal Form 990, Part X, column (B) line 13.) Part X Other Assets. Complete if the organization answered (a) Do (1) (2) (3) (4) (5) (6) (7)	N/ Yes' to Form 990, F	Part IV, line 11d. See Form 990, Part X, line 15.
(10) Total. (Column (b) must equal Form 990, Part X, column (B) line 13.) Part IX Other Assets. Complete if the organization answered (a) Do (1) (2) (3) (4) (5) (6) (7) (8)	N/ Yes' to Form 990, F	Part IV, line 11d. See Form 990, Part X, line 15.
(10) Total. (Column (b) must equal Form 990, Part X, column (B) line 13.) Part IX Other Assets. Complete if the organization answered (a) Do (1) (2) (3) (4) (5) (6) (7) (8) (9)	N/ Yes' to Form 990, F	Part IV, line 11d. See Form 990, Part X, line 15.
(10) Total. (Column (b) must equal Form 990, Part X, column (B) line 13.)	Yes' to Form 990, Fescription	Part IV, line 11d. See Form 990, Part X, line 15. (b) Book value
(10) Total. (Column (b) must equal Form 990, Part X, column (B) line 13.) Part X Other Assets. Complete if the organization answered (a) Dotal (Column (b) must equal Form 990, Part X, column (column (b) must equal Form 990, Part X, column (column (b) must equal Form 990, Part X, column (column	Yes' to Form 990, Fescription B), line 15.)	Part IV, line 11d. See Form 990, Part X, line 15. (b) Book value
(10) Total. (Column (b) must equal Form 990, Part X, column (B) line 13.)	Yes' to Form 990, Fescription B), line 15.)	Part IV, line 11d. See Form 990, Part X, line 15. (b) Book value or 11f. See Form 990, Part X, line 25
(10) Total. (Column (b) must equal Form 990, Part X, column (B) line 13.) Part IX Other Assets. Complete if the organization answered ' (a) December 2 (3) (4) (5) (6) (7) (8) (9) (10) Total. (Column (b) must equal Form 990, Part X, column (b) Part X Complete if the organization answered 'Yes' to Form (a) Description of liability	Yes' to Form 990, Fescription B), line 15.)	Part IV, line 11d. See Form 990, Part X, line 15. (b) Book value or 11f. See Form 990, Part X, line 25
(10) Total. (Column (b) must equal Form 990, Part X, column (B) line 13.)	Yes' to Form 990, Fescription B), line 15.)	Part IV, line 11d. See Form 990, Part X, line 15. (b) Book value or 11f. See Form 990, Part X, line 25
(10) Total. (Column (b) must equal Form 990, Part X, column (B) line 13.)	Yes' to Form 990, Fescription B), line 15.)	Part IV, line 11d. See Form 990, Part X, line 15. (b) Book value or 11f. See Form 990, Part X, line 25
(10) Total. (Column (b) must equal Form 990, Part X, column (B) line 13.)	Yes' to Form 990, Fescription B), line 15.)	Part IV, line 11d. See Form 990, Part X, line 15. (b) Book value or 11f. See Form 990, Part X, line 25
(10) Total. (Column (b) must equal Form 990, Part X, column (B) line 13.)	Yes' to Form 990, Fescription B), line 15.)	Part IV, line 11d. See Form 990, Part X, line 15. (b) Book value or 11f. See Form 990, Part X, line 25
(10) Total. (Column (b) must equal Form 990, Part X, column (B) line 13.)	Yes' to Form 990, Fescription B), line 15.)	Part IV, line 11d. See Form 990, Part X, line 15. (b) Book value or 11f. See Form 990, Part X, line 25
(10) Total. (Column (b) must equal Form 990, Part X, column (B) line 13.) Part IX Other Assets. Complete if the organization answered (a) December (a) December (b) must equal Form 990, Part X, column (b) (b) (c) (d) (e) (f) (f) (f) (f) (f) (f) (f) (f) (f) (f	Yes' to Form 990, Fescription B), line 15.)	Part IV, line 11d. See Form 990, Part X, line 15. (b) Book value or 11f. See Form 990, Part X, line 25
(10) Total. (Column (b) must equal Form 990, Part X, column (B) line 13.)	Yes' to Form 990, Fescription B), line 15.)	Part IV, line 11d. See Form 990, Part X, line 15. (b) Book value or 11f. See Form 990, Part X, line 25
Total. (Column (b) must equal Form 990, Part X, column (B) line 13.) Part IX Other Assets. Complete if the organization answered (a) December (a) December (b) must equal Form 990, Part X, column (b) (b) (c) (d) (d) (e) (e) (e) (e) (e) (e) (e) (e) (e) (e	Yes' to Form 990, Fescription B), line 15.)	Part IV, line 11d. See Form 990, Part X, line 15. (b) Book value or 11f. See Form 990, Part X, line 25
Total. (Column (b) must equal Form 990, Part X, column (B) line 13.) . Part IX Other Assets. Complete if the organization answered (a) December (a) December (b) must equal Form 990, Part X, column (b) (b) (c) (d) (d) (e) (e) (e) (e) (e) (e) (e) (e) (e) (e	Yes' to Form 990, Fescription B), line 15.)	Part IV, line 11d. See Form 990, Part X, line 15. (b) Book value or 11f. See Form 990, Part X, line 25
Total. (Column (b) must equal Form 990, Part X, column (B) line 13.) . Part IX Other Assets. Complete if the organization answered (a) December (a) December (b) must equal Form 990, Part X, column (b) (c) (d) (e) (f) (e) (f) (f) (f) (f) (f) (f) (f) (f) (f) (f	Yes' to Form 990, Fescription B), line 15.) 1990, Part IV, line 11e of the book value.	Part IV, line 11d. See Form 990, Part X, line 15. (b) Book value or 11f. See Form 990, Part X, line 25

Complete if the organization answered 'Yes' to Form 990, Part IV, line 12a.	
1 Total revenue, gains, and other support per audited financial statements	11,405,310.
2 Amounts included on line 1 but not on Form 990, Part VIII, line 12:	22/100/0201
a Net unrealized gains on investments	
b Donated services and use of facilities	
b Borrated Sorvings and also or radinates the same serving and also ored or radinates the same serving and also or radinates the same s	
c Recoveries of prior year grants	
e Add lines 2a through 2d	303,549.
3 Subtract line 2e from line 1	11,101,761.
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	
b Other (Describe in Part XIII.)	
c Add lines 4a and 4b.	
5 Total revenue. Add lines 3 and 4c. (This must equal Form 990, Part I, line 12.)	11,101,761.
Part XII Reconciliation of Expenses per Audited Financial Statements With Expenses per Return.	
Complete if the organization answered 'Yes' to Form 990, Part IV, line 12a.	
1 Total expenses and losses per audited financial statements	10,128,857.
2 Amounts included on line 1 but not on Form 990, Part IX, line 25:	
a Donated services and use of facilities	
b Prior year adjustments	
c Other losses 2c	
d Other (Describe in Part XIII.) SEE PART XIII 2d 115,119.	
e Add lines 2a through 2d	115,119.
3 Subtract line 2e from line 1	10,013,738.
4 Amounts included on Form 990, Part IX, line 25, but not on line 1:	
a Investment expenses not included on Form 990, Part VIII, line 7b	
b Other (Describe in Part XIII.)	
c Add lines 4a and 4b	
5 Total expenses. Add lines 3 and 4c. (This must equal Form 990, Part I, line 18.)	10,013,738.
Part XIII Supplemental Information.	
Provide the descriptions required for Part II, lines 3, 5, and 9; Part III, lines 1a and 4; Part IV, lines 1b and 2b; Part V, line 4; Part X, line 2; Part XI, lines 2d and 4b; and Part XII, lines 2d and 4b. Also complete this part to provide any addition	onal information.
PART V. LINE 4 - INTENDED USES OF ENDOWMENT FUND	
PROCEEDS FROM THE ENDOWMENT ARE MEANT TO SUPPORT THE ONGOING WORK OF THE	E <u>REASON</u>
FOUNDATION.	
	edule D (Form 990) 2013
Sche Sche	edule b (Form 990) 2013

2013 SCHEDULE D, PART XIII - SUPPLEMENTAL INFORMATION PAGE 5

CLIENT 10013001 THE REASON FOUNDATION 95-3298239

SCHEDULE D, PART XI, LINE 2D OTHER REVENUE INCLUDED IN F/S BUT NOT INCLUDED ON FORM 990

EVENT EXPENSES. \$ 115,119.

SCHEDULE D, PART XII, LINE 2D OTHER EXPENSES AND LOSSES PER AUDITED F/S

EVENT EXPENSES. \$ 115,119.

TOTAL \$ 115,119.

SCHEDULE G (Form 990 or 990-EZ)

OMB No. 1545-0047

Department of the Treasury Internal Revenue Service

Supplemental Information Regarding
Fundraising or Gaming Activities

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

► Attach to Form 990 or Form 990-EZ. ► See separate instructions.

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

Open to Public Inspection

THE REASON FOUNDATION					95-329823	9
Part I Fundraising Activities. Comp	lete if the organ	nization and	swered 'Ye	es' to Form 990, Part IV	/, line 17.	
1 Indicate whether the organization r				wing activities. Check a	all that apply.	
a Mail solicitations			е	Solicitation of non-		
b Internet and email solicitations			f	Solicitation of gove	rnment grants	
c Phone solicitations			g	Special fundraising	events	
d In-person solicitations						
2 a Did the organization have a writter employees listed in Form 990, Par	n or oral agreen	nent with a	ny individu	ual (including officers, d	lirectors, trustees or ke ervices?	Yes X No
b If 'Yes,' list the ten highest paid in compensated at least \$5,000 by the	dividuals or ent	ities (fundr	aisers) pu	rsuant to agreements u	inder which the fundrais	
(i) Name and address of individual or entity (fundraiser)	(ii) Activity	have custo	fundraiser dy or control ibutions?	(iv) Gross receipts from activity	(v) Amount paid to (or retained by) fundraiser listed in	(vi) Amount paid to (or retained by) organization
	<u> </u>	Yes	No		column (i)	
	i	res	NO			ļ
1.						
2						
3						
4						
5						
6						
7						
8						
9						
10						
Total						0.
3 List all states in which the organize or licensing.	zation is registe	red or lice	nsed to so	licit contributions or has	s been notified it is exe	mpt from registration
		 -				
			-			
		- -				
			-			

Parl		Fundraising Events. Complete if the more than \$15,000 of fundraising List events with gross receipts great the second sec	event contribution:	red 'Yes' to Form 990 s and gross income	D, Part IV, line 18, c e on Form 990-EZ,	or reported lines 1 and 6b.
R		·	(a) Event #1 MEDIA AWARDS (event type)	(b) Event #2	(c) Other events NONE (total number)	(d) Total events (add column (a) through column (c))
REVENUE	1	Gross receipts	285,113.			285,113.
Ē	2	Less; Charitable contributions	275,213.			275,213.
	3	Gross income (line 1 minus line 2)	9,900.		·	9,900.
	4	'				26,000.
D	5	Noncash prizes				
DIRECT	6	Rent/facility costs	52,521.			52,521.
	7	Food and beverages	9,900.			9,900.
EXPENSES	8	Entertainment				
N S E	9	Other direct expenses	36,598.			36,598.
s	10		ough 9 in column (d)		.,	125,019.
7 - 022	11		om line 3, column (d)	Form 990 Part IV	line 19 or reported	-115,119. more than
Pai	CHII	\$15,000 on Form 990-EZ, line 6a	i.			
REVENUE			(a) Bingo	(b) Pull tabs/Instant bingo/progressive bingo	(c) Other gaming	(d) Total gaming (add column (a) through column (c))
Ü E	1	Gross revenue				
·	2	? Cash prizes				
D P E N C T E	3	Noncash prizes	,			
C S T E S	4	Rent/facility costs				
	5	Other direct expenses		0.	Ves %	
	6	Volunteer labor	Yes %	Yes%	Yes %	1
	7	7 Direct expense summary. Add lines 2 thi	rough 5 in column (d)			-
	{8}	Net gaming income summary. Subtract I	line 7 from line 1, colum	nn (d)		<u> </u>
9	a Is	nter the state(s) in which the organization of the organization licensed to operate gamin 'No,' explain:	g activities in each of th	es: nese states?		Yes No
10		ere any of the organization's gaming licens 'Yes,' explain:		or terminated during the		Yes No

che	dule G (Form 990 or 990-EZ) 2013 THE REASON FOUNDATION 95-3298239 Page 3
11	Does the organization operate gaming activities with nonmembers?
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?
13	Indicate the percentage of gaming activity operated in:
а	The organization's facility
b	An outside facility
14	Enter the name and address of the person who prepares the organization's gaming/special events books and records:
	Name •
	Address -
15 a	Does the organization have a contact with a third party from whom the organization receives gaming revenue?
t	olf '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 ►
	Name •
	Address >
16	Gaming manager information:
	Name >
	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?
	organization's own exempt activities during the tax year 🕨 \$
Pa	Supplemental Information. Provide the explanations required by Part I, line 2b, columns (iii) and (v), and Part III, lines 9, 9b, 10b, 15b, 15c, 16, and 17b, as applicable. Also provide any additional information (see instructions).
BA	A TEEA3703L 06/26/13 Schedule G (Form 990 or 990-EZ) 2013

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. See separate instructions.

OMB No. 1545-0047

Open to Public

Department of the Treasury Internal Revenue Service Name of the organization

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

Inspection Employer Identification number

95-3298239 THE REASON FOUNDATION **Questions Regarding Compensation** Part I Yes No 1 a Check the appropriate box(es) if the organization provided any of the following to or for a person listed in Form 990, Part VII, Section A, line 1a. Complete Part III to provide any relevant information regarding these items. Housing allowance or residence for personal use First-class or charter travel Payments for business use of personal residence Travel for companions Health or social club dues or initiation fees Tax indemnification and gross-up payments Personal services (e.g., maid, chauffeur, chef) Discretionary spending account 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... Did the organization require substantiation prior to reimbursing or allowing expenses incurred by all officers, directors, 2 Indicate which, if any, of the following the filing organization used to establish the compensation of the organization's CEO/Executive Director. Check all that apply. Do not check any boxes for methods used by a related organization to establish compensation of the CEO/Executive Director, but explain in Part III. Written employment contract X Compensation committee Compensation survey or study Independent compensation consultant X Approval by the board or compensation committee X Form 990 of other organizations During the year, did any person listed in Form 990, Part VII, Section A, line 1a with respect to the filing organization or a related organization **b** Participate in, or receive payment from, a supplemental nonqualified retirement plan?..... 4 b X c Participate in, or receive payment from, an equity-based compensation arrangement?..... 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) and 501(c)(4) organizations must complete lines 5-9. For persons listed in Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the revenues of: a The organization?.... **b** Any related organization?..... If 'Yes' to line 5a or 5b, describe in Part III. For persons listed in Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the net earnings of: Χ 6 a a The organization?..... X 6 b **b** Any related organization?.... If 'Yes' to line 6a or 6b, describe in Part III. For persons listed in Form 990, Part VII, Section A, line 1a, did the organization provide any non-fixed payments not described in lines 5 and 6? If 'Yes,' describe in Part III. 7 X Were any amounts reported in Form 990, Part VII, paid or accrued pursuant to a contract that was subject to the initial contract exception described in Regulations section 53.4958-4(a)(3)? If 'Yes,' describe in Part III. X

section 53,4958-6(c)?..... BAA For Paperwork Reduction Act Notice, see the Instructions for Form 990.

Schedule J (Form 990) 2013

If 'Yes' to line 8, did the organization also follow the rebuttable presumption procedure described in Regulations

95-3298239

THE REASON FOUNDATION

Part II Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees. Use duplicate copies if additional space is needed Schedule J (Form 990) 2013

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

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

	ļ	4	73194 OOOL7 F 0 M	ocitor and and	Optivement	(n) Nontaxable		(F) Compensation
		(B) Breakdown of	Breakdown of W-2 and/or 1039-Misc compensation	c compensation	and other	benefits	columns(B)(I)-(D)	reported as
(A) Name and Title		(i) Base compensation	(ii) Bonus and incentive compensation	(iii) Other reportable compensation	deferred compensation			deferred in prior Form 990
THOM GIVE	ε	230.491.	90,000.	0	0		330,299.	0
1 PRESTUENT SCEO	: €	1	0	0.	0.	0	0.	0.
PORFET W POOLE TR	€	199,957.	10,000.	0	0	378.	210,335.	
	€	! [0.	0		0.	0	0.
	Θ	128,632.	38,000	 1 1 	0 1 1	9,473.	$-\frac{176}{2}$	0
- 61:	<u>(ii)</u>	¦	0.			0	0.0	0
Ĭ	Θ	164,359.	45,000] 	907	<u>213,427</u> -) - - -
4 VP REASON ONLIN	€]]	0.			0	- 1	0
TONATHAN	Θ	133,282.	50,000	0	- - - - - - -	9,462.	-192,744.)
S SECTVICED/TREAS	€		0.		ļ	0	0.	
ADRIAN T.	€	152,582.	35,000.	0		9,51	$-\frac{197}{096}$	1 1 1 1
C.	€	0.	0.	0.		0.		
MATT MET.CH	€	133,84	30,000.	0	 	-8.904.	-172.748.	-1 -1 -1 -1
7 VP MAGAZINE	€	! 1	0	0.		0	0.	0.
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SCHEDULE L (Form 990 or 990-EZ)

Transactions With Interested Persons

Complete if the organization answered 'Yes' on Form 990, Part IV, line 25a, 25b, 26, 27, 28a, 28b, 28c, or Form 990-EZ, Part V, line 38a or 40b.
 ► Attach to Form 990 or Form 990-EZ.
 ► See separate instructions.
 ► Information about Schedule L (Form 990 or 990-EZ) and its instructions is at www.irs.gov/form990.

OMB No. 1545-0047

Open to Public Inspection

Department of the Treasury Internal Revenue Service Name of the organization

THE REASON FOUNDATION

Employer identification number

95-3298239

Part I	Excess	Benefit Ti	ransactions	(section	501(c)(3) and	section	501(c))(<u>4</u>) or	ganizat	ions c	only).
NAME OF TAXABLE PARTY O	Complete	if the organi	zation answered	'Yes' on	Form 990, I	⊃art IV,	line 25a	or 25b,	or Form	990-EZ,	Part √,	line 40b.

	(a) Name of disqualified person	(b) Relationship between disqualified	(c) Description of transaction	(d) Cor	rected?
1	(a) Warrie of disquarricu porson	person and organization		Yes	No
(1)					
(2)					
(3)					
(4)					
(5) (6)					
2 E	ection 4958	the organization managers or disqualified pers	······································	. <u> </u>	
3 E	inter the amount of tax, if any, on	line 2, above, reimbursed by the organization	. \$		

Loans to and/or From Interested Persons. Complete if the organization answered 'Yes' on Form 990-EZ, Page V, line 38a or Form 990, Part IV, line 26; or if the organization reported an amount on Form 990, Part X, line 5, 6, or 22.

(a) Name of interested person		(c) Purpose of loan	(d) Los fros organ	an to or n the ization?	(e) Original principal amount	(f) Balance due	(g) ln c	lefault?	(h) App by bo comm	oroved ard or ittee?	(i) Wr agreer	itten ment?
			То	From			Yes	No	Yes	No	Yes	No
(1)							<u> </u>					ļ
(2)							4—					
(3)			<u> </u>					-				
(4)			<u> </u>				1	_				 -
(5)							<u> </u>	ļ			 	—
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(7)					<u> </u>			<u> </u>		L		├
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(9)	Ī .							 	<u> </u>	<u> </u>	 	
(10)							***************************************				100000000000	
Total									00000			

Part III Grants or Assistance Benefiting Interested Persons. Complete if the organization answered 'Yes' on Form 990, Part IV, line 27.

	(a) Name of interested person	(b) Relationship between interested person and the organization	(c) Amount of assistance	(d) Type of Assistance	(e) Purpose of assistance
(1)					
(2)					
(3)					
(4)				 	
(5)				<u> </u>	
(6)				<u> </u>	
(7)				<u> </u>	
(8)				<u> </u>	
(9)					<u> </u>
(10)					200 or 990-F7) 201

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

Schedule **L** (Form 990 or 990-EZ) 2013

(a) Name of interested person	(b) Relationship between interested person and the organization	(c) Amount of transaction	(d) Description of transaction	(e) Sha organiz reven	ation'
	organization			Yes	No
) TERI MOORE	SPOUSE	11,142.	EDITING SERVICES		X
KENDRA OKONSKI	SPOUSE	17,353.	EVENT COORDINATION		X
)				<u> </u>	
)				ļ	
)				 	_
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() ()				 	
))					
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rt V Supplemental Information Provide additional information for	1				
	<u> </u>	<u> </u>			
SUPPLEMENTAL INFORMAT	ION				
day i Dane tu Ductaec	c mpancacmtone thuot	THE THEFTERE	D DEDCONC.		
SCH L, PART IV, BUSINES	2 TRANSACTIONS INVOL	ATMG TNICKEDIE	D PERSONS.		- -
(A) NAME OF PERSON: TER	I MOORE, SPOUSE OF O	FFICER ADRIAN	MOORE.	- -	- -
(-)	aramton bring a conb	ANN EULTAU DEDE	ODMC EDITING		
(D) DESCRIPTION OF TRAN	SACTION: RUNS A COMP	ANY WHICH PERF	OKMS EDITING		
SERVICES FOR THE FOIINDA	TT ON				
SERVICES FOR THE FOUNDA	TION.				
SERVICES FOR THE FOUNDA	TION				·
SERVICES FOR THE FOUNDA (A) NAME OF PERSON: KEN		OF OFFICER JÚI	LIAN MOORE.	 	· ·
(A) NAME OF PERSON: KEN	DRA OKONSKI, SPOUSE		JIAN MOORE.	 	·
	DRA OKONSKI, SPOUSE		LIAN MOORE.	 	·
(A) NAME OF PERSON: KEN	DRA OKONSKI, SPOUSE		JIAN MOORE.		·
(A) NAME OF PERSON: KEN	DRA OKONSKI, SPOUSE		LIAN MOORE.		·
(A) NAME OF PERSON: KEN	DRA OKONSKI, SPOUSE		LIAN MOORE.		
(A) NAME OF PERSON: KEN	DRA OKONSKI, SPOUSE		JIAN MOORE.		
(A) NAME OF PERSON: KEN	DRA OKONSKI, SPOUSE		LIAN MOORE.		
(A) NAME OF PERSON: KEN (D) DESCRIPTION OF TRAN	DRA OKONSKI, SPOUSE SACTION: EVENT COORD	INATION.			
(A) NAME OF PERSON: KEN (D) DESCRIPTION OF TRAN	DRA OKONSKI, SPOUSE SACTION: EVENT COORD	INATION.			
(A) NAME OF PERSON: KEN (D) DESCRIPTION OF TRAN	DRA OKONSKI, SPOUSE SACTION: EVENT COORD	INATION.			
(A) NAME OF PERSON: KEN (D) DESCRIPTION OF TRAN	DRA OKONSKI, SPOUSE SACTION: EVENT COORD	INATION.		_ .	
(A) NAME OF PERSON: KEN (D) DESCRIPTION OF TRAN	DRA OKONSKI, SPOUSE SACTION: EVENT COORD	INATION.		_ .	
(A) NAME OF PERSON: KEN (D) DESCRIPTION OF TRAN	DRA OKONSKI, SPOUSE SACTION: EVENT COORD	INATION.		- -	
(A) NAME OF PERSON: KEN (D) DESCRIPTION OF TRAN	DRA OKONSKI, SPOUSE SACTION: EVENT COORD	INATION.		- -	
(A) NAME OF PERSON: KEN (D) DESCRIPTION OF TRAN	DRA OKONSKI, SPOUSE SACTION: EVENT COORD	INATION.			
(A) NAME OF PERSON: KEN (D) DESCRIPTION OF TRAN	DRA OKONSKI, SPOUSE SACTION: EVENT COORD	INATION.			
(A) NAME OF PERSON: KEN (D) DESCRIPTION OF TRAN	DRA OKONSKI, SPOUSE SACTION: EVENT COORD	INATION.			
(A) NAME OF PERSON: KEN (D) DESCRIPTION OF TRAN	DRA OKONSKI, SPOUSE SACTION: EVENT COORD	INATION.			
(A) NAME OF PERSON: KEN (D) DESCRIPTION OF TRAN	DRA OKONSKI, SPOUSE SACTION: EVENT COORD	INATION.		·	
(A) NAME OF PERSON: KEN (D) DESCRIPTION OF TRAN	DRA OKONSKI, SPOUSE SACTION: EVENT COORD	INATION.			

SCHEDULE M (Form 990)

Department of the Treasury Internal Revenue Service

Name of the organization

Noncash Contributions

► 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.

OMB No. 1545-0047

Open To Public Inspection

Employer identification number

Γ HE	REASON FOUNDATION				3298235	2	
Parl	I Types of Property						
وينتسب		(a) Check if applicable	(b) Number of contributions or items contributed	(c) Noncash contribution amounts reported on Form 990, Part VIII, line 1g	Metho noncash o	(d) d of determining contribution are	ng Jounts
1	Art - Works of art					_	
2	Art - Historical treasures						
3	Art - Fractional interests						
4	Books and publications						
5	Clothing and household goods				<u> </u>		
6	Cars and other vehicles				<u> </u>		
7	Boats and planes						
8	Intellectual property				<u> </u>		
9	Securities - Publicly traded	X	19	731,945.	QUOTED	PRICE	
10	Securities - Closely held stock				ļ <u> </u>		
11	$\label{eq:securities} \textbf{Securities} - \textbf{Partnership, LLC, or trust interests.} .$				 		
12	Securities - Miscellaneous			ļ	<u> </u>		
13	Qualified conservation contribution — Historic structures						
14	Qualified conservation contribution — Other			<u> </u>			
15	Real estate - Residential				ļ		
16	Real estate - Commercial				<u> </u>		
17	Real estate - Other						
18	Collectibles						
19	Food inventory						
20	Drugs and medical supplies						
21	Taxidermy			ļ	 		
22	Historical artifacts			ļ	<u> </u>		
23	Scientific specimens		<u> </u>		-		
24	Archeological artifacts						
25	Other ► SEE PART II)				 		
26	Other ► ()			 			
27	Other C		 		-		
28	Other► ()	<u> </u>			 		
29	Number of Forms 8283 received by the organization completed Form 8283, Part IV, Done	on during th	ie tax year for contributi	ions for which the	. 29		
	organization completed form 6265, Fart IV, Done	C ACKIOWIC	agomont			Yes	No
30 a	During the year, did the organization receive by c hold for at least three years from the date of the purposes for the entire holding period?	initial contril	oution, and which is not	required to be used fo	r exempt	30 a	X_
	If 'Yes,' describe the arrangement in Part II.						
31	Does the organization have a gift acceptance poli	icy that requ	uires the review of any r	non-standard contribution	ons?	31	Х
32 <i>a</i>	Does the organization hire or use third parties or noncash contributions?	related orga	anizations to solicit, pro	cess, or sell		32 a	X
	f 'Yes,' describe in Part II.						
	If the organization did not report an amount in co	lumn (c) for	a type of property for v	vhich column (a) is che	cked,		

describe in Part II.

Schedule M (Form 990) 2013	THE REASON	FOUNDATION				95-	3298239)	Page 2
Part II Supplemental In the organization received, or a c	nformation. Pro	ovide the information Part I, column	mation requestion (b), the number of the third properties the second contract the properties of the contract	uired by Part umber of cor art for any a	I, lines 30b, htributions, the	32b, ne nu orma	, and 33, Imber of tion.	and whitems	nether
received, or a c	Ombination or t	70011. 7 130 00111		art for any a					
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2013

SCHEDULE M, PART II - SUPPLEMENTAL INFORMATION PAGE 3

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THE REASON FOUNDATION

95-3298239

SCH M, PART I, LINES 25-28 OTHER NON-CASH CONTRIBUTIONS

DESCRIPTION	APPL?	NUMBER OF	REVENUE ON FORM 990, PART VIII	METHOD OF DETER. REV.
MEDIA AWARDS VENUE COSTS RECEPTION COSTS	X X	1 1	\$ 40,728. 6,097.	
CHOCOLATES E-CIGARETTES FURNITURE	X X X	1 1 1	450. 1,258. 7,843.	LIST PRICE LIST PRICE LIST PRICE

SCHEDULE O (Form 990 or 990-EZ)

Supplemental Information to Form 990 or 990-EZ

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

Attach to Form 990 or 990-EZ.

OMB No. 1545-0047 2013

Open to Public Inspection

Department of the Treasury Internal Revenue Service Name of the organization

Information about Schedule O (Form 990 or 990-EZ) and its instructions is at www.irs.gov/form990. Employer identification number 95-3298239

THE REASON FOUNDATION 95-3298239
FORM 990, PART III, LINE 1 - ORGANIZATION MISSION
TO ADVANCE A FREE SOCIETY BY DEVELOPING, APPLYING, AND PROMOTING LIBERTARIAN
PRINCIPLES, INCLUDING INDIVIDUAL LIBERTY, FREE MARKETS,
AND THE RULE OF LAW. WE USE JOURNALISM AND PUBLIC POLICY RESEARCH TO
INFLUENCE THE FRAMEWORKS AND ACTIONS OF POLICYMAKERS, JOURNALISTS, AND OPINION
LEADERS.
FORM 990, PART III, LINE 4D - OTHER PROGRAM SERVICES DESCRIPTION
REASON-RUPE POLL
THE REASON-RUPE PUBLIC OPINION SURVEY SEEKS TO CHANGE THE TERMS OF THE NATIONAL
DEBATE BY PROVIDING BOTH QUANTITATIVE AND QUALITATIVE ANALYSES OF PUBLIC ATTITUDES
ABOUT GOVERNMENT AND FREEDOM WITH AN EMPHASIS ON LEARNING HOW ORDINARY AMERICANS
REALLY THINK ABOUT MAJOR POLICY ISSUES AND POLITICS. WE ALSO SEEK TO EDUCATE
POLICYMAKERS WHO USE THE SURVEYS AS PART OF THEIR WORK. IN 2014 WE CONDUCTED FOUR
QUARTERLY NATIONAL TELEPHONE SURVEYS AND AN INTERNET-BASED SURVEY OF MILLENNIALS,
WHICH GENERATED COVERAGE IN THE WALL STREET JOURNAL, THE NEW YORK TIMES, THE NEW
YORK POST, AND HUNDREDS OF OTHER MEDIA OUTLETS.
PUBLIC AFFAIRS
IN 2015, REASON EXPERTS MADE 1,600 TELEVISION AND RADIO APPEARANCES, AND REASON WAS
CITED IN NEARLY 12,000 NEWSPAPER, MAGAZINE, AND ONLINE ARTICLES, INCLUDING THE WALL
STREET JOURNAL, TIME, THE NEW YORK TIMES, THE WASHINGTON POST, THE ECONOMIST,
FORBES, THE DAILY BEAST, AND MANY, MANY MORE. REASON'S ROLE IN DRIVING MEDIA
DISCUSSIONS AND NARRATIVES WAS ILLUSTRATED BY A COVER STORY IN THE NEW YORK TIMES
MAGAZINE TITLED, "HAS THE 'LIBERTARIAN MOMENT' FINALLY ARRIVED?" IN ADDITION, REASON

Name of the organization THE REASON FOUNDATION	95-3298239
FORM 990, PART III, LINE 4D - OTHER PROGRAM SERVICES DESCRIPTION	DN
EDITOR-IN-CHIEF MATT WELCH AND REASON.TV CONTRIBUTOR KENNEL	DY CO-HOSTED THE
INDEPENDENTS, A FOUR-TIMES-A WEEK LIBERTARIAN SHOW ON FOX E	BUSINESS NETWORK THAT WAS
CONSISTENTLY RANKED AMONG THE NETWORK'S TOP SHOWS.	
FORM 990, PART VI, LINE 11B - FORM 990 REVIEW PROCESS	
PRIOR TO FILING WITH THE IRS THE DRAFT 990 WILL BE EMAILED	TO THE ENTIRE BOARD OF
TRUSTEES FOR REVIEW, FEEDBACK WILL BE PROVIDED TO THE CFO.	
FORM 990, PART VI, LINE 12C - EXPLANATION OF MONITORING AND ENFO	RCEMENT OF CONFLICTS
TRUSTEES AND OFFICERS OF THE	
FOUNDATION WILL COMPLETE A FORM TO CERTIFY THAT THERE ARE	NO EXISTING
CONFLICTS. IF THERE ARE ANY CHANGES TO THAT STATUS THEY WI	LL COMPLETE AND
SUBMIT ANOTHER FORM.	
OTHER EMPLOYEES HAVE CERTIFIED THAT THEY ARE AWARE OF THE	POLICY AND WILL
DISCUSS AND POTENTIAL CONFLICTS WITH THEIR IMMEDIATE SUPER	VISOR.
FORM 990, PART VI, LINE 15B - COMPENSATION REVIEW & APPROVAL PRO	OCESS - OFFICERS & KEY EMPLOYEES
COMPARABLE DATA WAS ASSEMBLED FROM PUBLIC 990 FILINGS FOR	SIMILAR POSITIONS WITHIN
OTHER NONPROFIT ORGANIZATIONS AND PRESENTED TO THE FINANCE	COMMITTEE OF THE BOARD OF
TRUSTEES WITH RECOMMENDATIONS FOR COMPENSATION. THE FINANC	E COMMITTEE THEN DISCUSSED
AND APPROVED COMPENSATION IN AN EXECUTIVE COMMITTEE MEETIN	IG OF THE FULL BOARD.
FORM 990, PART VI, LINE 19 - OTHER ORGANIZATION DOCUMENTS PUBLIC	CLY AVAILABLE
UPON REQUEST THE DOCUMENTS WILL BE MAILED OR E-MAILED TO	THE REQUESTING PARTY.

2013

SCHEDULE O - SUPPLEMENTAL INFORMATION

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THE REASON FOUNDATION

95-3298239

FORM 990, PART IX, LINE 11G OTHER FEES FOR SERVICES

	(A)	(B) PROGRAM	(C) MANAGEMENT	(D) FUND-
	TOTAL	SERVICES	& GENERAL	RAISING
CONTRACT SERVICES	1,329,997. TOTAL \$ 1,329,997.	1,307,227. \$ 1,307,227.	1,667. \$ 1,667.	21,103. \$ 21,103.