Financial Statements

December 31, 2019 and 2018



Independent Auditors' Report

The Board of Directors New York Says Thank You Foundation

We have audited the accompanying financial statements of New York Says Thank You Foundation ("NYSTYF"), which comprise the statements of financial position as of December 31, 2019 and 2018, and the related statements of activities, functional expenses and cash flows for the years then ended, and the related notes to the financial statements.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditors' Responsibility

Our responsibility is to express an opinion on these financial statements based on our audits. We conducted our audits in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditors' judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements,

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

The Board of Directors New York Says Thank You Foundation Page 2

Opinion

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of NYSTYF as of December 31, 2019 and 2018, and the changes in its net assets and its cash flows for the years then ended in accordance with accounting principles generally accepted in the United States of America.

PKF O'Connor Davies, LLP

December 10, 2020

Statements of Financial Position

	December 31,				
	2019	2018			
ASSETS					
Cash and cash equivalents	\$ 297,976	\$ 290,405			
Contributions receivable, net	716,788	693,696			
Prepaid expenses and other assets	32,211	29,465			
Property and equipment, net	37,276	<u> </u>			
	<u>\$ 1,084,251</u>	<u>\$ 1,013,566</u>			
LIABILITIES AND NET ASSETS					
Liabilities					
Accounts payable and accrued expenses	<u>\$ 28,433</u>	<u>\$ 25,425</u>			
Net Assets					
Without donor restrictions	297,414	268,290			
With donor restrictions	758,404	719,851			
Total Net Assets	1,055,818	988,141			
	<u>\$ 1,084,251</u>	<u>\$ 1,013,566</u>			

Statements of Activities

	Year Ended December 31, 2019					Year Ended December 31, 2018					
	With	out Donor	W	With Donor		Without Donor		r With Donor			
	Re	strictions	R	estrictions		Total	Re	estrictions	Re	strictions	 Total
REVENUE, SUPPORT AND RECLASSIFICATIONS											
Contributions	\$	31,085	\$	794,786	\$	825,871	\$	66,828	\$	74,990	\$ 141,818
Donations in-kind		-		12,647		12,647		-		9,142	9,142
Donated services		25,657		21,261		46,918		15,031		13,950	28,981
Grants from foundations		-		5,500		5,500		-		1,500	1,500
Program service revenue, net of costs		(2,811)		11,645		8,834		1,595		16,040	17,635
Miscellaneous income		14,407		-		14,407		9,968		-	9,968
Net assets released from restrictions		807,286		(807,286)		-		762,555		(762,555)	 _
Total Revenue, Support and Reclassifications		875,624		38,553		914,177		855,977		(646,933)	 209,044
EXPENSES											
Program services		652,330		-		652,330		568,658		-	568,658
Supporting Services											
Management and general		145,909		-		145,909		156,238		-	156,238
Fundraising		48,261		_		48,261		40,637		-	 40,637
Total Expenses		846,500		-		846,500		765,533		-	 765,533
Change in Net Assets		29,124		38,553		67,677		90,444		(646,933)	(556,489)
NET ASSETS											
Beginning		268,290		719,851		988,141		177,846		1,366,784	 1,544,630
Ending	\$	297,414	\$	758,404	\$	1,055,818	\$	268,290	\$	719,851	\$ 988,141

Statements of Functional Expenses

	Year Ended December 31, 2019				Year Ended December 31, 2018				
	Program Services	Management and General	Fundraising	Total	Program Services	Management and General	Fundraising	Total	
Payroll and payroll taxes	\$ 295,677	\$ 68,032	\$ 19,509	\$ 383,218	\$ 284,436	\$ 78,824	\$ 18,661	\$ 381,921	
Materials and equipment	32,510	233	-	32,743	8,700	704	-	9,404	
Advertising and promotions	81,792	-	2,287	84,079	9,068	-	958	10,026	
Bookkeeping and accounting fees	-	22,984	-	22,984	-	22,613	-	22,613	
Consulting services	115,699	4,998	10,253	130,950	128,405	5,001	13,400	146,806	
Insurance	120	5,414	-	5,534	-	5,731	-	5,731	
Travel costs	51,876	3,408	3,573	58,857	45,101	3,828	983	49,912	
Meals	6,405	840	194	7,439	3,695	661	167	4,523	
Other costs	16,995	544	403	17,942	11,132	(44)	99	11,187	
Fundraising fees	-	-	3,594	3,594	-	-	4,435	4,435	
Legal	3,961	25,657	-	29,618	13,950	15,031	-	28,981	
Office supplies and expense	12,167	10,518	675	23,360	6,722	6,451	622	13,795	
Printing and postage	25,318	866	6,053	32,237	27,012	1,870	773	29,655	
Conferences and seminars	2,445	-	-	2,445	5,350	-	-	5,350	
Licenses, taxes and filing fees	4,231	516	1,600	6,347	7,325	12,391	-	19,716	
Website design and hosting	2,410	1,899	120	4,429	6,442	3,177	539	10,158	
Depreciation expense	724	-	-	724	-	-	-	-	
Video editing and screening fees	<u> </u>				11,320			11,320	
	\$ 652,330	\$ 145,909	\$ 48,261	\$ 846,500	\$ 568,658	<u>\$ 156,238</u>	\$ 40,637	<u>\$ 765,533</u>	

Statements of Cash Flows

	Year Ended December 31,				
	2019			2018	
CASH FLOWS FROM OPERATING ACTIVITIES Change in net assets Adjustments to reconcile change in net assets to net cash from operating activities	\$	67,677	\$	(556,489)	
Depreciation expense Changes in operating assets and liabilities Contributions receivable Prepaid expenses and other assets		724 (23,092) (2,746)		- 615,414 (10,781)	
Accounts payable and accrued expenses Net Cash from Operating Activities		3,008 45,571		(28,207) 19,937	
CASH FLOWS FROM INVESTING ACTIVITIES Purchase of property and equipment		(38,000)			
Net Change in Cash and Cash Equivalents		7,571		19,937	
CASH AND CASH EQUIVALENTS Beginning of year End of year	\$	290,405 297,976	\$	270,468 290,405	

Notes to Financial Statements December 31, 2019 and 2018

1. Nature of Organization

New York Says Thank You Foundation (the "Foundation" or "NYSTYF") was incorporated in the State of New York as a nonprofit organization in October 2004. The mission of the Foundation is: To build hope and provide healing to people around the world as a way to continually "Pay It Forward" for the humanity, kindness, and volunteer spirit New Yorkers – and all Americans - experienced on 9/12. Started in 2003 at the suggestion of a 5-year-old boy, the Foundation is a growing national and global "Pay It Forward" service movement that is creating transformative solutions based on survivor empowerment in disaster relief, education, and the arts.

From the beginning, NYSTYF's core disaster relief project was an annual 9/11 Anniversary "barn-raising" where survivors of 9/11 and disaster survivors from across the United States were empowered to help rebuild and strengthen communities recovering from their own tragedy through large scale community-wide volunteer projects. The core volunteer group consisted of the Fire Department of the City of New York ("FDNY") firefighters (many of them survivors of the World Trade Center attacks), as well as Ground Zero construction workers, 9/11 family members, and volunteers of all ages from the New York City metropolitan area. Each year a growing group of disaster survivors from all the communities around the U.S. who were assisted during previous "barn-raisings" volunteered at subsequent rebuilding projects as their way to "Pay It Forward." This group includes California wildfire survivors, Hurricane Katrina survivors from Louisiana and Mississippi, tornado survivors from Illinois, Indiana, Texas, Kansas, Iowa, Arkansas, Georgia, and Missouri, flooding survivors from North Dakota, and Hurricane Sandy survivors from New York City and Long Island. A full-length documentary film titled "New York Says Thank You" chronicled many of these annual projects. It premiered at the 2011 Tribeca Film Festival and was viewed by 6 million households nationwide via television and internet broadcast on the 10th anniversary of 9/11.

As part of its nationwide disaster relief efforts, the Foundation became the custodian for The National 9/11 Flag, a 30-foot American flag destroyed in the aftermath of the collapse of the World Trade Center. Between September 2010 and the 10th anniversary of 9/11 on September 11, 2011, NYSTYF took the flag on a 50-state journey where 30,000 wounded warriors, military veterans, first responders, educators, school children, 9/11 family members, and everyday service heroes in local communities nationwide stitched the flag back to its original 13-stripe format using fabric from retired American flags in all 50 states.

The National 9/11 Flag was transferred to the National September 11 Memorial & Museum (the "Museum") at its official public opening ceremony on May 21, 2014 and was put on display on May 21, 2015 for the first anniversary of the Museum's opening, for a year as part of a rotating display of Museum's artifacts. A booklet chronicling the restoration has been created and is being sold in the Museum's store.

Notes to Financial Statements December 31, 2019 and 2018

1. Nature of Organization (continued)

The 9/12 Generation Project, the education and service learning division of NYSTYF, was created with the goal of inspiring and educating 1.5 million middle school and high school students with the positive, timeless, and universal lessons of citizenship that emerged from 9/12 and activating these students in service projects related to disaster relief, community revitalization, and the arts. In February 2015, management of this program was transferred to the American Public Education Foundation.

The Stars of HOPE® program empowers children to use the healing power of art to transform communities impacted by natural and man-made disasters. The Stars of HOPE® therapeutic arts program reaches communities in need, bolstering the mental health of children, families, and entire communities in the wake of tragedy. Stars of HOPE® Box of HOPE was launched in 2016 to enable anyone to be part of this "pay it forward" service movement to bring hope and healing to people around the world every single day. The Box of HOPE contains 15 wooden stars, paints, brushes, an informational brochure and a custom mailing box so the finished stars can be sent to anyone or anywhere hope is needed. In 2019, volunteers painted and placed stars in numerous disaster and tragedy sites including the flooding in the Midwest, Hurricane Dorian, Alabama tornadoes, the California wildfires and the shootings in Highland Park, Colorado and El Paso, Texas. Stars of HOPE® were also part of the Museum's family day and opening of the Glade. NYSTYF was featured on the season opening of CNBC's "The Profit" when they engaged the community of a family business created in remembrance of the mother who was lost on 9/11 by having a local school paint Stars of HOPE® in her honor. NYSTYF recently created the Stars of HOPE® bus from a used RV which allows them to transport materials and employees to enable greater support to communities needing hope. NYSTYF continues to issue hope alerts and establish hope banks in disaster areas to which completed stars can be sent to be deployed in those communities.

Love is Stronger than Hate is a campaign NYSTYF began in 2016 to spread this message and to celebrate diversity. T-shirts were designed as a fundraiser for the Foundation and its success demonstrated the need for such positive messaging. A licensing agreement with the Museum for sale of goods bearing this mark has been extremely successful. NYSTYF has now additional licensing agreements with other museums, and an online store with many items in the collection.

Build for Life is a pending revival of a NYSTYF project first created following Hurricane Katrina to empower cancer survivors, generate in-kind donations of materials, and direct cash assistance to rebuild or repair homes families struggling to rebuild following disaster while also battling cancer, or other life-threatening illness.

Notes to Financial Statements December 31, 2019 and 2018

2. Significant Accounting Principles

Basis of Presentation and Use of Estimates

The financial statements of the Foundation have been prepared on the accrual basis of accounting in accordance with accounting principles generally accepted in the United States of America ("U.S. GAAP"), which requires the Foundation to make estimates and assumptions relating to the reporting of assets and liabilities and the disclosure of contingencies at the date of the financial statements and the reported amounts of revenues and expenses recognized during the reporting period. Actual results could differ from those estimates.

Financial Statement Presentation

Net assets and revenues, expenses, gains and losses are classified based on the existence or absence of donor-imposed restrictions. Accordingly, the net assets of the Foundation and changes therein are classified and reported as follows:

- *Without donor restrictions* net assets not subject to donor-imposed stipulations, and therefore are expendable for operating purposes.
- With donor restrictions net assets subject to donor-imposed stipulations that would be met by actions of the Foundation and/or by the passage of time or net assets to be maintained permanently by the Foundation. Generally, the donors of these assets permit the Foundation to use all or part of the income earned on related investments for general or donor-specified purposes.

Adoption of New U.S. GAAP Revenue Recognition

Effective January 1, 2019, the Foundation adopted new US GAAP revenue recognition guidance which provides a single comprehensive model for entities to use in accounting for revenue arising from contracts with customers and supersedes most current revenue recognition guidance. The new revenue recognition guidance does not apply to how contributions and pledges are recognized, as they are specifically omitted from the new guidance. The core principle of the new guidance is that an entity should recognize revenue from the transfer of promised goods or services to customers in an amount that reflects the consideration the entity expects to receive for those promised goods or services to customers. The guidance includes a five-step framework to determine the timing and amount of revenue to recognize related to contracts with customers. In addition, this guidance requires new or expanded disclosures related to judgments made by entities when following this framework. As permitted by the new framework, the Foundation elected not to adjust the promised amount of consideration for the effects of a significant financing component as all revenue is collected within one year or less. The Foundation adopted this guidance on a modified retrospective basis. Adoption of the ASU had an immaterial impact on the Foundation's financial statements.

Notes to Financial Statements December 31, 2019 and 2018

2. Significant Accounting Principles (continued)

Adoption of New U.S. GAAP Revenue Recognition (continued)

In June 2018, the FASB issued ASU 2018-08, *Clarifying the Scope and the Accounting Guidance for Contributions Received and Contributions Made* ("ASU 2018-08"). ASU 2018-08 provides a framework for evaluating whether grants should be accounted for as exchange transactions or as nonexchange transactions. The amendment also clarifies the determination of conditional contributions based on evaluating whether there is a right of return and a barrier to overcome. ASU 2018-08 is effective for fiscal years beginning after December 15, 2018 and the Foundation adopted ASU 2018- 08 on a modified prospective basis and has determined there to be immaterial impact to its financial statements.

Cash and Cash Equivalents

The Foundation considers all highly liquid investments with a maturity of three months or less at the time of purchase to be cash equivalents. Included in cash and cash equivalents in the accompanying statements of financial position at December 31, 2019 and 2018 is \$30,769 and \$26,155 of cash restricted for specific mission-related projects of the Foundation.

Contributions Receivable

Unconditional contributions receivable that are expected to be collected in future periods are recorded at fair value. Contributions receivable are reflected net of an allowance for uncollectible amounts based on management's judgment and analysis of the creditworthiness of the donors, past payment experience, and other relevant factors and have been discounted, when contributions are due in more than one year. The risk adjusted discount rates used for 2019 and 2018 pledges ranged from 4.0%-4.5%.

In accordance with U.S. GAAP, the Foundation does not recognize conditional promises to give as a receivable. The Foundation recognizes a receivable only to the extent the condition has been satisfied. As of December 31, 2019 and 2018, there were no conditional receivables.

Property and Equipment

Property and equipment is carried at cost, and consists of a vehicle. Depreciation is provided using the straight-line method over the estimated useful life of the asset which is 7 years.

Notes to Financial Statements December 31, 2019 and 2018

2. Significant Accounting Principles (continued)

Contributions

Contributions, including unconditional promises to give, are recognized when the donor makes a promise to give. Contributions are recorded as with donor restrictions contributions if they are received with donor stipulations that limit the use of the donated assets. When a donor restriction expires, that is, when a stipulated time restriction ends or purpose restriction is accomplished, net assets with donor restrictions are reclassified to net assets without donor restrictions and reported in the statements of activities and as a satisfaction of program restrictions. With donor restrictions contributions which are both received and released within the same year are recorded as an increase in net assets with donor restrictions and as a satisfaction of program restrictions.

Grants

The Foundation recognizes grant revenue awarded by foundations as the qualifying expenses stipulated in the grant agreement have been incurred.

Donated Services and Goods

Donated services are recognized as contributions in accordance with U.S. GAAP, if the services (a) create or enhance nonfinancial assets or (b) require specialized skills, are performed by people with those skills, and would otherwise be purchased by the Foundation. As substantial number of volunteers have made significant contributions of their time to programs and supporting services of NYSTYF and other organizations connected to Foundation projects but not affiliated with the Foundation. The value of this contributed time is not reflected in the financial statements since it did not require specialized skills. However, certain other contributed services that required specialized skills, were provided by individuals possessing those skills and otherwise needing to be purchased if not provided by donation, are recognized as revenue and expense. Such amounts, which are included in the accompanying statements of activities, were determined based on their estimated fair value at the date of donation, totaled \$46,918 and \$28,981 for the years ended December 31, 2019 and 2018. These amounts were related to volunteers on the 9/11 Anniversary Project and donated legal services.

Donated in-kind contributions for the years ended December 31, 2019 and 2018 consisted of \$12,647 and \$9,142 of donated materials and airline vouchers.

Functional Allocation of Expense

The costs of providing the program, supporting and fundraising services of the Foundation have been reported on a functional basis in the accompanying statements of activities and functional expenses. Accordingly, certain costs have been allocated among the programs and supporting services benefited. Total salaries and related expenses are allocated based on a time and cost study of where efforts are made. All other expenses are directly charged to the programs or supporting services benefited.

Notes to Financial Statements December 31, 2019 and 2018

2. Significant Accounting Principles (continued)

Advertising and Promotions

Advertising and promotions costs are expensed as incurred. Advertising and promotions expense was \$84,079 and \$10,026 for the years ended December 31, 2019 and 2018.

Income Taxes

The Foundation is exempt from income taxes under Section 501(c)(3) of the Internal Revenue Code. The Foundation has also been classified as an entity that is not a private foundation under Section 509(a)(1) and qualifies for the charitable contribution deduction under Section 170(b)(1)(A). Accordingly, no provisions for income taxes have been provided in the Foundation's financial statements.

The Foundation recognizes the effect of income tax positions only when they are more likely than not to be sustained. Management has determined that the Foundation had no uncertain tax positions that would require financial statement recognition or disclosure. The Foundation is no longer subject to income tax examinations by the applicable taxing jurisdictions for periods prior to the year 2016.

Subsequent Events Evaluation by Management

Management has evaluated subsequent events for disclosure and/or recognition in the financial statements through the date that the financial statements were available to be issued, which date is December 10, 2020

Notes to Financial Statements December 31, 2019 and 2018

3. Liquidity and Availability

The Foundation monitors the availability of resources to meet its operating needs and contractual commitments, while also striving to maximize the investment of its available funds. For purposes of analyzing resources available to meet general expenditures over a 12-month period, the Foundation considers all expenditures related to its ongoing mission related activities, as well as services undertaken to support these activities, to be general expenditures.

As of December 31, 2019 and 2018, the following financial assets could be made available within one year of the balance sheet date to meet general expenditures:

	2019	2018
Cash and cash equivalents Contributions receivable, net	\$297,976 716,788 1,014,764	\$ 290,405 <u>693,696</u> 984,101
Less: With donor restrictions to be collected after one year	(408,404)	(26,155)
Financial Assets Available to Meet General Expenditures Within the Year	<u>\$ 606,360</u>	<u>\$ 957,946</u>

4. Contributions Receivable

Contributions receivable as of December 31 consisted of the following:

	 2019		2018		
Contributions Less present value discount	\$ 730,250 13,462	\$	693,696 -		
	\$ 716,788	\$	693,696		

As of December 31, 2019 and 2018 no allowance for uncollectible amounts was recorded in the accompanying statements of financial position.

Notes to Financial Statements December 31, 2019 and 2018

5. Property and Equipment

6.

Property and equipment consists of the following at December 31:

		2019	2018		
Property and equipment Less accumulated depreciation	\$ \$	38,000 724 37,276	\$ \$	-	
Net Assets					
Net assets consisted of the following at December	r 31:				
		2019		2018	
Without Donor Restrictions:					
Undesignated	\$	297,414	\$	268,290	

7. Net Assets Released From Restrictions

Restricted for mission-related projects

Total net assets with donor restrictions

With Donor Restrictions:

Total Net Assets

Time restrictions

Net assets released from donor restrictions by incurring expenses satisfying the restricted purpose or by the passage of time for the years ended December 31:

41,616

716,788

758,404

\$ 1,055,818

26,155

693,696

719,851

988,141

\$

	 2019	 2018
Release of		
Restrictions for mission-related projects	\$ 113,590	\$ 147,141
Time restrictions	 693,696	615,414
	\$ 807,286	\$ 762,555

Notes to Financial Statements December 31, 2019 and 2018

8. Concentrations of Risk

Credit Risk

The Foundation maintains balances at a financial institution which, at times, may exceed the Federal Deposit Insurance Corporation coverage limits.

Risk Concentrations

The following summarizes the Foundation's material risk concentrations:

- **Cash:** The Foundation maintains its cash balances in bank deposit accounts which, at times, may exceed federally insured limits. The Foundation has not experienced any losses in such accounts and as a result believes it is not exposed to any significant related financial risk.
- **Unconditional contributions:** The Foundation periodically reviews its unconditional contributions and establishes an allowance for uncollectible amounts to manage its credit risk. Management uses historical analysis combined with specific information on individual amounts outstanding to determine a reasonable allowance. Management believes that the credit risk beyond its established allowance is limited.

For the year ending December 31, 2019, one donor contributed \$700,000 which comprises approximately 85% of total contributions revenue with a contributions receivable of approximately \$687,000 or 96% of contributions receivable. There was no risk concentrations of contributions revenue for the year ending December 31, 2018, however, contributions receivable of approximately \$694,000 comprised of two donors.

9. Related Party Transactions

During the years ended December 31, 2019 and 2018, approximately \$712,544 and \$36,000 of contributions were received from honorary co-chairs, members or relatives.

10. Contingencies

COVID-19 Pandemic

The Foundation's operations and financial performance have been affected by the recent coronavirus outbreak which has spread globally and adversely affected economic conditions throughout the world. The Foundation has experienced a decline in certain aspects of the operations which has been largely offset by increases in other aspects of its operations. However, if the outbreak continues, it is not known how the outbreak may affect the Foundation's operations, financial conditions and results of operations.

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