

CHAR500

NYS Annual Filing for Charitable Organizations
www.CharitiesNYS.com

Send with fee and attachments to:
NYS Office of the Attorney General
Charities Bureau Registration Section
28 Liberty Street
New York, NY 10005

2018
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1. General Information

For Fiscal Year Beginning (mm/dd/yyyy) **09/01/2018** and Ending (mm/dd/yyyy) **08/31/2019**

Check if Applicable: <input type="checkbox"/> Address Change <input type="checkbox"/> Name Change <input type="checkbox"/> Initial Filing <input type="checkbox"/> Final Filing <input type="checkbox"/> Amended Filing <input type="checkbox"/> Reg ID Pending	Name of Organization: EAST SIDE HOUSE, INC	Employer Identification Number (EIN): 13-1623989
	Mailing Address: 337 ALEXANDER AVENUE	NY Registration Number: 00-96-68
	City / State / ZIP: BRONX, NY 10454	Telephone: 718 665-5250
	Website: WWW.EASTSIDEHOUSE.ORG	Email: INFO@EASTSIDEHOUSE.

Check your organization's registration category: 7A only EPTL only DUAL (7A & EPTL) EXEMPT* Confirm your Registration Category in the Charities Registry at www.CharitiesNYS.com.

2. Certification

See instructions for certification requirements. Improper certification is a violation of law that may be subject to penalties. The certification requires two signatories.

We certify under penalties of perjury that we reviewed this report, including all attachments, and to the best of our knowledge and belief, they are true, correct and complete in accordance with the laws of the State of New York applicable to this report.

President or Authorized Officer:		DANIEL DIAZ	EXECUTIVE DIRECTOR	10/26/2020
	Signature		Print Name and Title	Date
Chief Financial Officer or Treasurer:		AMY SMITHERMAN	CFO	
	Signature		Print Name and Title	Date

3. Annual Reporting Exemption

Check the exemption(s) that apply to your filing. If your organization is claiming an exemption under one category (7A or EPTL only filers) or both categories (DUAL filers) that apply to your registration, complete only parts 1, 2, and 3, and submit the certified Char500. No fee, schedules, or additional attachments are required. If you cannot claim an exemption or are a DUAL filer that claims only one exemption, you must file applicable schedules and attachments and pay applicable fees.

- 3a. 7A filing exemption:** Total contributions from NY State including residents, foundations, government agencies, etc. did not exceed \$25,000 and the organization did not engage a professional fund raiser (PFR) or fund raising counsel (FRC) to solicit contributions during the fiscal year.
- 3b. EPTL filing exemption:** Gross receipts did not exceed \$25,000 and the market value of assets did not exceed \$25,000 at any time during the fiscal year.

4. Schedules and Attachments

See the following page for a checklist of schedules and attachments to complete your filing.	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	4a. Did your organization use a professional fund raiser, fund raising counsel or commercial co-venturer for fund raising activity in NY State? If yes, complete Schedule 4a.
	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	4b. Did the organization receive government grants? If yes, complete Schedule 4b.

5. Fee

See the checklist on the next page to calculate your fee(s). Indicate fee(s) you are submitting here:	7A filing fee: \$ <u>25.</u>	EPTL filing fee: \$ <u>750.</u>	Total fee: \$ <u>775.</u>	Make a single check or money order payable to: "Department of Law"
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CHAR500 Annual Filing for Charitable Organizations (Updated January 2019)
*The "Exempt" category refers to an organization's NYS registration status. It does not refer to its IRS tax designation.

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Annual Filing Checklist

Simply submit the certified CHAR500 with no fee, schedule, or additional attachments IF:
- Your organization is registered as 7A only and you marked the 7A filing exemption in Part 3.
- Your organization is registered as EPTL only and you marked the EPTL filing exemption in Part 3.
- Your organization is registered as DUAL and you marked both the 7A and EPTL filing exemption in Part 3.

Checklist of Schedules and Attachments

Check the schedules you must submit with your CHAR500 as described in Part 4:

- If you answered "yes" in Part 4a, submit Schedule 4a: Professional Fund Raisers (PFR), Fund Raising Counsel (FRC), Commercial Co-Venturers (CCV)
- If you answered "yes" in Part 4b, submit Schedule 4b: Government Grants

Check the financial attachments you must submit with your CHAR500:

- IRS Form 990, 990-EZ, or 990-PF, and 990-T if applicable
- All additional IRS Form 990 Schedules, including Schedule B (Schedule of Contributors). Schedule B of public charities is exempt from disclosure and will not be available for public review.
- Our organization was eligible for and filed an IRS 990-N e-postcard. Our revenue exceeded \$25,000 and/or our assets exceeded \$25,000 in the filing year. We have included an IRS Form 990-EZ for state purposes only.

If you are a 7A only or DUAL filer, submit the applicable independent Certified Public Accountant's Review or Audit Report:

- Review Report if you received total revenue and support greater than \$250,000 and up to \$750,000.
- Audit Report if you received total revenue and support greater than \$750,000
- No Review Report or Audit Report is required because total revenue and support is less than \$250,000
- We are a DUAL filer and checked box 3a, no Review Report or Audit Report is required

Calculate Your Fee

For 7A and DUAL filers, calculate the 7A fee:

- \$0, if you checked the 7A exemption in Part 3a
- \$25, if you did not check the 7A exemption in Part 3a

For EPTL and DUAL filers, calculate the EPTL fee:

- \$0, if you checked the EPTL exemption in Part 3b
- \$25, if the NET WORTH is less than \$50,000
- \$50, if the NET WORTH is \$50,000 or more but less than \$250,000
- \$100, if the NET WORTH is \$250,000 or more but less than \$1,000,000
- \$250, if the NET WORTH is \$1,000,000 or more but less than \$10,000,000
- \$750, if the NET WORTH is \$10,000,000 or more but less than \$50,000,000
- \$1500, if the NET WORTH is \$50,000,000 or more

Send Your Filing

Send your CHAR500, all schedules and attachments, and total fee to:

NYS Office of the Attorney General
Charities Bureau Registration Section
28 Liberty Street
New York, NY 10005

Need Assistance?

Visit: www.CharitiesNYS.com
Call: (212) 416-8401
Email: Charities.Bureau@ag.ny.gov

Is my Registration Category 7A, EPTL, DUAL or EXEMPT?

Organizations are assigned a Registration Category upon registration with the NY Charities Bureau:

7A filers are registered to solicit contributions in New York under Article 7-A of the Executive Law ("7A")

EPTL filers are registered under the Estates, Powers & Trusts Law ("EPTL") because they hold assets and/or conduct activities for charitable purposes in NY.

DUAL filers are registered under both 7A and EPTL.

EXEMPT filers have registered with the NY Charities Bureau and meet conditions in **Schedule E - Registration Exemption for Charitable Organizations**. These organizations are not required to file annual financial reports but may do so voluntarily.

Confirm your Registration Category and learn more about NY law at www.CharitiesNYS.com.

Where do I find my organization's NET WORTH?

NET WORTH for fee purposes is calculated on:

- IRS Form 990 Part I, line 22
- IRS Form 990 EZ Part I, line 21
- IRS Form 990 PF, calculate the difference between Total Assets at Fair Market Value (Part II, line 16(c)) and Total Liabilities (Part II, line 23(b)).

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Schedule 4a: Professional Fund Raisers, Fund Raising Counsels, Commercial Co-Venturers
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If you checked the box in question 4a in Part 4 on the CHAR500 Annual Filing for Charitable Organizations, complete this schedule for EACH Professional Fund Raiser (PFR), Fund Raising Counsel (FRC) or Commercial Co-Venturer (CCV) that the organization engaged for fund raising activity in NY State. The PFR or FRC should provide its NY Registration Number to you. Include this schedule with your certified CHAR500 NYS Annual Filing for Charitable Organizations and use additional pages if necessary.

Definitions

A **Professional Fund Raiser (PFR)**, in addition to other activities, conducts solicitation of contributions and/or handles the donations (Article 7A, 171-a.4). A **Fund Raising Counsel (FRC)** does not solicit or handle contributions but limits activities to advising or assisting a charitable organization to perform such functions for itself (Article 7A, 171-a.9).

A **Commercial Co-Venturer (CCV)** is an individual or for-profit company that is regularly and primarily engaged in trade or commerce other than raising funds for a charitable organization and who advertises that the purchase or use of goods, services, entertainment or any other thing of value will benefit a charitable organization (Article 7A, 171-a.6).

Professional fund raising does not include activities by an organization's development staff, volunteers, or a grantwriter who has been hired solely to draft applications for funding from a government agency or tax exempt organization.

1. Organization Information

Name of Organization: EAST SIDE HOUSE, INC	NY Registration Number: 00-96-68
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2. Professional Fund Raiser, Fund Raising Counsel, Commercial Co-Venturer Information

<input type="checkbox"/> Professional Fund Raiser <input checked="" type="checkbox"/> Fund Raising Counsel <input type="checkbox"/> Commercial Co-Venturer	Name of FRP: THE JFM GROUP, LLC	NY Registration Number: 42-79-23
	Mailing Address: 629 FIFTH AVENUE, SUITE 106	Telephone: 212-921-9070
	City / State / ZIP: PELHAM, NY 10803	

3. Contract Information

Contract Start Date: 06/15/2018	Contract End Date: 02/28/2019
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4. Description of Services

Services provided by FRP: SEE STATEMENT 1

5. Description of Compensation

Compensation arrangement with FRP: SEE STATEMENT 2	Amount Paid to FRP: 113,164.
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6. Commercial Co-Venturer (CCV) Report

<input type="checkbox"/> Yes <input type="checkbox"/> No If services were provided by a CCV, did the CCV provide the charitable organization with the interim or closing report(s) required by Section 173(a) part 3 of the Executive Law Article 7A?

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Schedule 4a: Professional Fund Raisers, Fund Raising Counsels, Commercial Co-Venturers
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If you checked the box in question 4a in Part 4 on the CHAR500 Annual Filing for Charitable Organizations, complete this schedule for EACH Professional Fund Raiser (PFR), Fund Raising Counsel (FRC) or Commercial Co-Venturer (CCV) that the organization engaged for fund raising activity in NY State. The PFR or FRC should provide its NY Registration Number to you. Include this schedule with your certified CHAR500 NYS Annual Filing for Charitable Organizations and use additional pages if necessary.

Definitions

A **Professional Fund Raiser (PFR)**, in addition to other activities, conducts solicitation of contributions and/or handles the donations (Article 7A, 171-a.4). A **Fund Raising Counsel (FRC)** does not solicit or handle contributions but limits activities to advising or assisting a charitable organization to perform such functions for itself (Article 7A, 171-a.9).

A **Commercial Co-Venturer (CCV)** is an individual or for-profit company that is regularly and primarily engaged in trade or commerce other than raising funds for a charitable organization and who advertises that the purchase or use of goods, services, entertainment or any other thing of value will benefit a charitable organization (Article 7A, 171-a.6).

Professional fund raising does not include activities by an organization's development staff, volunteers, or a grantwriter who has been hired solely to draft applications for funding from a government agency or tax exempt organization.

1. Organization Information

Name of Organization:	NY Registration Number:
EAST SIDE HOUSE, INC	00-96-68

2. Professional Fund Raiser, Fund Raising Counsel, Commercial Co-Venturer Information

Fund Raising Professional type: <input type="checkbox"/> Professional Fund Raiser <input checked="" type="checkbox"/> Fund Raising Counsel <input type="checkbox"/> Commercial Co-Venturer	Name of FRP:	NY Registration Number:
	J.C. GEEVER, INC.	32-50-31
	Mailing Address: 32 BROADWAY, SUITE 301	Telephone: 212-925-5800
	City / State / ZIP: NEW YORK, NY 10004-1650	

3. Contract Information

Contract Start Date: 10/01/2018	Contract End Date: 09/30/2019
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4. Description of Services

Services provided by FRP: SEE STATEMENT 3

5. Description of Compensation

Compensation arrangement with FRP: SEE STATEMENT 4	Amount Paid to FRP: 102,000.
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6. Commercial Co-Venturer (CCV) Report

<input type="checkbox"/> Yes <input type="checkbox"/> No If services were provided by a CCV, did the CCV provide the charitable organization with the interim or closing report(s) required by Section 173(a) part 3 of the Executive Law Article 7A?

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Schedule 4b: Government Grants
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If you checked the box in question 4b in Part 4, complete this schedule and list EACH government grant award by a domestic (federal, state or local) agency; interstate or intergovernmental agency (for example Port Authority of New York and New Jersey); and state or local authorities.

Use additional pages if necessary. Include this schedule with your certified CHAR500 NYS Annual Filing for Charitable Organizations.

1. Organization Information

Name of Organization:	NY Registration Number:
EAST SIDE HOUSE, INC	00-96-68

2. Government Grants

Name of Government Agency	Amount of Grant
1. NYS ADMINISTRATION OF CHILDREN SERVICES	1. 3,626,607.
2. NYS DEPARTMENT OF HEALTH	2. 386,409.
3. NYC DEPARTMENT OF AGING	3. 988,279.
4. NYC DEPARTMENT OF YOUTH AND COMMUNITY DEVELOPMENT	4. 2,989,147.
5. NYS OFFICE OF CHILDREN AND FAMILY SERVICES	5. 240,532.
6. NYC HOUSING AUTHORITY	6. 285,733.
7. NYC DEPARTMENT OF EDUCATION	7. 7,140,714.
8.	8.
9.	9.
10.	10.
11.	11.
12.	12.
13.	13.
14.	14.
15.	15.
Total Government Grants:	Total: 15,657,421.

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STATEMENT 1

- ASSESS PRESENT FUND RAISING ELEMENTS AND HELP CREATE A REALISTIC FUNDRAISING GOAL
- PARTNER TO CREATE AND EXECUTE THE APPROPRIATELY TAILORED ACTION PLAN THAT REFLECTS ESHS'S LONG AND SHORT-TERM FUNDRAISING GOALS
- HELP TO CONSIDER/IDENTIFY APPROPRIATE HONOREE AND LEADERSHIP PROSPECTS (INDIVIDUAL AND/OR CORPORATE) THAT HAVE FUNDRAISING REACH AND CAPABILITIES
- CREATE REALISTIC GOALS AND EXPECTATIONS AS THEY RELATE TO THOSE HONOREE AND LEADERSHIP PROSPECTS
- HELP IDENTIFY SOCIAL, POLITICAL, AND PHILANTHROPIC LEADERS TO LEND THEIR NAMES, AND SUPPORT, TO THIS FUNDRAISING AND VISIBILITY STRATEGY THROUGH JOINING A SPECIAL HONORARY COMMITTEE
- STRATEGIZE WAYS TO CREATE MULTI-EVENT SPONSORSHIP OPPORTUNITIES (FOR STREAMLINED OUTREACH TO ENCOURAGE PROSPECTS TO SUPPORT EAST SIDE HOUSE THROUGH BOTH THE WAS AND AUTO SHOW)
- REVIEW ALL APPROPRIATE DONOR AND PROSPECT LISTS AS THEY RELATE TO THE AUTO SHOW
- REVIEW PREVIOUS LEADERSHIP AND SUPPORTERS TO RE-ENGAGE PREVIOUS AND LAPSED DONORS
- REVIEW ALL FUNDRAISING MATERIALS AND MAKE RECOMMENDATIONS AS IS APPROPRIATE AS THEY RELATE TO: PRICING, BENEFITS/APEAL TO THE SPONSOR, BRANDING, AND ANY OTHER RELEVANT CONTENT AND NEEDS
- DISCUSS AND BUILD AN ESHS PROSPECT LIST REFLECTING NEW UNTAPPED AREAS OF POSSIBLE SUPPORT
- DISCUSS AND BUILD AN ESHS PROSPECT LIST REFLECTING NEW UNTAPPED AREAS OF POSSIBLE SUPPORT
- CREATE A DETAILED LEADERSHIP STRUCTURE (CO-CHAIRS, VICE CHAIRS, FUNDRAISING COMMITTEE, ETC.)
- WITH THE ADDITIONAL ELEMENTS ABOVE AND BELOW, BUILD AN ACTION PLAN TO INCREASE AUDIENCE ATTENDANCE AT THE AUTO SHOW
- IDENTIFY NEW WAYS TO INCORPORATE ESHS MESSAGING, BRANDING AND EDUCATION INTO ALL OUTREACH THROUGH PRINTED EVENT COLLATERAL AND THE EVENING PROGRAM
- WORK CLOSELY WITH THE BOARD TO ENCOURAGE AND EDUCATE THEIR SUPPORT AS WELL AS EXPAND OUTREACH FOR A BROADER BASE OF SUPPORT
- JFM WILL WORK CLOSELY WITH HONOREE(S) AND THEIR OFFICES ON THEIR PERSONAL LISTS, BUT WILL ALSO CONDUCT INDEPENDENT RESEARCH, PRODUCE AND MAIL SOLICITATION LETTERS TO HONOREE RESEARCH LISTS, EXTENSIVE FOLLOW-UPS, AND MAINTAIN TRANSPARENT COMMUNICATION WITH ESHS

THE FEE FOR THE JFM GROUP LLC TO PARTNER WITH EAST SIDE HOUSE SETTLEMENT ON THE 2019 WINTER ANTIQUES SHOW OPENING NIGHT PARTY GALA AWARD DINNER IS \$100,000. THIS WOULD INCLUDE ALL ELEMENTS AS OUTLINED IN THE CONTRACT, PLUS ADDITIONAL REASONABLE AND NECESSARY ITEMS AS WELL AS A FULL TEAM EFFORT FROM START TO FINISH, AND OFTEN BEYOND.

THE PAYMENT SCHEDULE WILL BE:

- \$15,000 AT THE TIME OF SIGNING
- PLUS, THE \$2,500 EXPENSE ADVANCE
- FOR A TOTAL OF \$17,500 DUE AT THE TIME OF SIGNING
- THEN, \$10,625 ON JULY 1ST, AUGUST 1ST, SEPTEMBER 1ST, OCTOBER 1ST, NOVEMBER 1ST, AND DECEMBER 1ST, 2018 AND JANUARY 1ST AND FEBRUARY 1ST 2019
- PRE-AGREED BUDGET LINE EXPENSES PAID BY THE JFM GROUP LLC ON BEHALF OF ESHS (WITH RECEIPTS) WILL BE REIMBURSED AT COST
- PAYMENTS TO JFM POSTMARKED LATER THAN 15 DAYS AFTER ITS DUE DATE ARE SUBJECT TO A 15% LATE FEE
- JFM DOES NOT ATTACH AN ADMINISTRATIVE CHARGE FOR ANY PRE-AGREED GALA EXPENSES JFM PAYS ON ITS BEHALF
- JFM DOES NOT ACCEPT COMMISSIONS FROM VENDORS
- JFM DOES NOT CHARGE FOR TRANSPORTATION OF STAFF TO AND FROM REGULAR MEETINGS THROUGHOUT THE PROCESS
- JFM DOES CHARGE FOR TRANSPORTATION FOR THE JFM STAFF TO AND FROM THE SEATING MEETING (IF APPLICABLE) AND THE EVENT ITSELF
- JFM DOES CHARGE FOR ADDITIONAL STAFF FOR THE EVENT ITSELF IF NEEDED

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STATEMENT 3

J.C. GEEVER WILL MANAGE THE ORGANIZATION'S FOUNDATION AND CORPORATE GRANTS PROGRAMS BY (1) EDITING/WRITING PROPOSALS SEEKING FUNDING FOR CURRENT PROGRAMS AND SERVICES AND UNRESTRICTED SUPPORT; (2) CONDUCTING PROSPECTIVE REASERCH TO RENEW SUPPORT FROM PRIOR DONORS AND IDENTIFYING POTENTIAL SUPPORTERS; (3) DEVELOPING STRATEGIES FOR INITIAL APPROACHES TO FOUNDATIONS, CULTIVATION OF EXISTING FUNDERS OR APPOINTMENT WITH REPRESENTATIVE OF FUNDING SOURCES; (4) GUIDING THE ORGANIZATION ON INITIATION OF CONTRACTS, SUBMITTING FUNDING REQUEST, PROPOSAL FOLLOW UP AND ADDITIONAL REPORTS THAT MAY BE REQUESTED BY FUNDERS.

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STATEMENT 4

THE ORGANIZATION AGREES TO PAY A FIXED MONTHLY FEE OF \$8,500 FOR THE CONTRACT PERIOD. A SEPARATE ITEMIZED EXPENSES INVOICE FOR EXPENSES INCURRED BY J.C. GEEVER NOT TO EXCEED \$1,500 FOR THE CONTRACT PERIOD.