

# **American Foundation for Suicide Prevention**

Financial Report  
June 30, 2019

## Contents

---

Independent auditor's report	1-2
<hr/>	
Financial statements	
Statement of financial position	3
Statement of activities	4
Statement of functional expenses	5
Statement of cash flows	6
Notes to financial statements	7-17

---



RSM US LLP

## Independent Auditor's Report

Board of Directors  
American Foundation for Suicide Prevention

### Report on the Financial Statements

We have audited the accompanying financial statements of the American Foundation for Suicide Prevention (the Foundation), which comprise the statement of financial position as of June 30, 2019, the related statements of activities, functional expenses and cash flows for the year 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.

### Auditor's Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit 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 auditor's 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.

### Opinion

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of the American Foundation for Suicide Prevention as of June 30, 2019, and the changes in its net assets and its cash flows for the year then ended in accordance with accounting principles generally accepted in the United States of America.

**Report on Summarized Comparative Information**

We have previously audited the Foundation's 2018 financial statements, and we expressed an unmodified audit opinion on those financial statements in our report dated November 29, 2018. In our opinion, the summarized comparative information, presented herein as of and for the year ended June 30, 2018, is consistent, in all material respects, with the audited financial statements from which it has been derived.

**Emphasis of Matter**

As discussed in Note 1 to the financial statements, the Foundation adopted Financial Accounting Standards Board (FASB) Accounting Standards Update (ASU) 2016-14, *Not-for-Profit Entities (topic 958): Presentation of Financial Statements of Not-for-Profit Entities*, during the year ended June 30, 2019. The adoption of the standard resulted in additional disclosures and changes to the classification of net assets. The adoption was retrospectively applied to June 30, 2018, the earliest year presented. Our opinion is not modified with respect to this matter.

*RSM US LLP*

New York, New York  
December 4, 2019

## American Foundation for Suicide Prevention

### Statement of Financial Position

June 30, 2019

(with summarized comparative information as of June 30, 2018)

	2019	2018
<b>Assets</b>		
Current assets:		
Cash (Note 3)	\$ 13,434,304	\$ 5,278,748
Investments (Note 4)	18,286,268	17,491,123
Unconditional promises to give and other receivables	868,661	2,153,689
Prepaid walk material	3,844,383	1,360,852
Other prepaid expenses	1,536,660	1,013,397
<b>Total current assets</b>	<b>37,970,276</b>	<b>27,297,809</b>
Property and equipment:		
Property and equipment, at cost	3,229,975	734,148
Less accumulated depreciation	563,923	513,299
<b>Property and equipment, at cost less depreciation</b>	<b>2,666,052</b>	<b>220,849</b>
Other assets:		
Restricted investments (Notes 4 and 8)	1,550,848	1,475,615
Investments - board-designated (Notes 4 and 8)	2,403,466	2,292,854
Educational films, net	85,583	111,583
Security deposits	34,768	80,601
<b>Total other assets</b>	<b>4,074,665</b>	<b>3,960,653</b>
<b>Total assets</b>	<b>\$ 44,710,993</b>	<b>\$ 31,479,311</b>
<b>Liabilities and Net Assets</b>		
Current liabilities:		
Grants payable (Note 6)	\$ 4,050,304	\$ 3,846,097
Accounts payable and accrued expenses	2,360,377	2,323,354
Deferred event revenue	2,072,920	1,931,733
<b>Total current liabilities</b>	<b>8,483,601</b>	<b>8,101,184</b>
Noncurrent liabilities and deferred credits:		
Grants payable (Note 6)	2,137,521	1,848,120
Deferred rent credit (Note 11)	2,257,268	223,722
<b>Total liabilities</b>	<b>12,878,390</b>	<b>10,173,026</b>
Commitments (Notes 6, 10 and 11)		
Net assets:		
Net assets without donor restrictions:		
General operating	27,095,614	16,611,130
Board-designated (Notes 7 and 8)	2,403,466	2,292,854
	<b>29,499,080</b>	<b>18,903,984</b>
Net assets with donor restrictions (Notes 7 and 8)	2,333,523	2,402,301
<b>Total net assets</b>	<b>31,832,603</b>	<b>21,306,285</b>
<b>Total liabilities and net assets</b>	<b>\$ 44,710,993</b>	<b>\$ 31,479,311</b>

See notes to financial statements.

**American Foundation for Suicide Prevention**

**Statement of Activities**

**Year Ended June 30, 2019**

**(with summarized comparative information for the year ended June 30, 2018)**

	2019			2018
	Without Donor Restrictions	With Donor Restrictions	Total	Summarized Financial Information
Revenues, gains and other support:				
Functions (Note 12):				
Revenues	\$ 33,107,225	\$ -	\$ 33,107,225	\$ 28,797,135
Direct expenses	(6,632,083)	-	(6,632,083)	(5,551,278)
<b>Net function income</b>	<b>26,475,142</b>	<b>-</b>	<b>26,475,142</b>	<b>23,245,857</b>
Donations	13,118,890	8,537	13,127,427	12,543,785
Other revenues, net	516,033	27,445	543,478	446,065
Investment income (Note 4)	790,671	75,233	865,904	825,980
Net assets released from restrictions	179,993	(179,993)	-	-
<b>Total revenues, gains and       other support</b>	<b>41,080,729</b>	<b>(68,778)</b>	<b>41,011,951</b>	<b>37,061,687</b>
Expenses:				
Program services	25,083,665	-	25,083,665	21,541,837
Management and general	1,537,575	-	1,537,575	1,398,743
Fund-raising	3,864,393	-	3,864,393	3,044,345
<b>Total expenses</b>	<b>30,485,633</b>	<b>-</b>	<b>30,485,633</b>	<b>25,984,925</b>
<b>Change in net assets</b>	<b>10,595,096</b>	<b>(68,778)</b>	<b>10,526,318</b>	<b>11,076,762</b>
Net assets:				
Beginning	18,903,984	2,402,301	21,306,285	10,229,523
Ending	\$ 29,499,080	\$ 2,333,523	\$ 31,832,603	\$ 21,306,285

See notes to financial statements.

## American Foundation for Suicide Prevention

### Statement of Functional Expenses

Year Ended June 30, 2019

(with summarized comparative information for the year ended June 30, 2018)

	2019								2018
	Program Services				Supporting Services				Summarized Financial Information
	Research	Prevention and Education	Loss and Bereavement Programs	Advocacy Programs	Total Program Services	Management and General	Fund- Raising	Total Expenses	
Grants	\$ 5,204,072	\$ -	\$ -	\$ -	\$ 5,204,072	\$ -	\$ -	\$ 5,204,072	\$ 4,551,833
Salaries and wages	567,341	3,191,948	1,908,995	1,007,754	6,676,038	841,479	1,800,755	9,318,272	8,723,664
Employee health and retirement benefits	111,926	629,711	376,609	198,811	1,317,057	166,008	355,255	1,838,320	1,480,291
Research, educational and survivor conferences and programs	132,706	2,173,516	777,511	325,585	3,409,318	-	153,988	3,563,306	2,407,678
Out of Darkness programs	-	921,540	1,105,847	-	2,027,387	-	811,955	2,839,342	2,469,747
Office	38,601	863,296	313,854	175,015	1,390,766	25,194	126,398	1,542,358	1,471,676
Occupancy	41,205	231,824	138,646	73,191	484,866	61,115	130,785	676,766	630,857
Telecommunications and Internet	4,716	50,091	36,080	17,447	108,334	3,407	17,086	128,827	115,334
Equipment rental and maintenance	19,079	152,483	96,636	84,090	352,288	25,066	66,716	444,070	335,011
Travel	61,480	620,544	339,409	421,100	1,442,533	112,769	90,132	1,645,434	1,406,667
Consultants	182,925	1,644,121	611,925	232,035	2,671,006	115,352	311,323	3,097,681	2,181,734
Professional fees	-	-	-	-	-	136,561	-	136,561	137,160
Depreciation	-	-	-	-	-	50,624	-	50,624	73,273
<b>Subtotal</b>	<b>6,364,051</b>	<b>10,479,074</b>	<b>5,705,512</b>	<b>2,535,028</b>	<b>25,083,665</b>	<b>1,537,575</b>	<b>3,864,393</b>	<b>30,485,633</b>	25,984,925
Direct expenses of functions	-	-	-	-	-	-	6,632,083	6,632,083	5,551,278
Cost of goods sold - Public Store (netted in other revenues)	-	-	-	-	-	-	79,848	79,848	81,068
<b>Total - 2019</b>	<b>\$ 6,364,051</b>	<b>\$ 10,479,074</b>	<b>\$ 5,705,512</b>	<b>\$ 2,535,028</b>	<b>\$ 25,083,665</b>	<b>\$ 1,537,575</b>	<b>\$ 10,576,324</b>	<b>\$ 37,197,564</b>	
<b>Total - 2018</b>	<b>\$ 5,277,122</b>	<b>\$ 7,586,969</b>	<b>\$ 4,691,289</b>	<b>\$ 2,032,632</b>	<b>\$ 19,588,012</b>	<b>\$ 1,108,868</b>	<b>\$ 7,519,850</b>		<b>\$ 31,617,271</b>

See notes to financial statements.

**American Foundation for Suicide Prevention**

**Statement of Cash Flows**

**Year Ended June 30, 2019**

**(with summarized comparative information for the year ended June 30, 2018)**

	2019	2018
Cash flows from operating activities:		
Change in net assets	\$ 10,526,318	\$ 11,076,762
Adjustments to reconcile change in net assets to net cash provided by operating activities:		
Depreciation	50,624	73,273
Amortization of educational film costs	26,000	29,267
Realized (gains) on investments	(2,225,188)	-
Unrealized losses (gains) on investments	1,852,669	(548,005)
Deferred rent	(35,640)	(29,943)
Changes in assets and liabilities:		
Unconditional promises to give and other receivables	1,285,028	(1,929,155)
Prepaid walk materials and other prepaid expenses	(2,813,182)	(334,190)
Grants payable	493,608	981,310
Accounts payable and accrued expenses	37,023	854,776
Deferred event revenue	141,187	478,276
<b>Net cash provided by operating activities</b>	<b>9,338,447</b>	<b>10,652,371</b>
Cash flows from investing activities:		
Purchase of property and equipment	(620,253)	(75,040)
Acquisition of investments	(24,672,436)	(9,984,602)
Proceeds from sale of investments	24,063,965	-
Return of security deposits	45,833	-
<b>Net cash used in investing activities</b>	<b>(1,182,891)</b>	<b>(10,059,642)</b>
<b>Net increase in cash</b>	<b>8,155,556</b>	<b>592,729</b>
Cash:		
Beginning	5,278,748	4,686,019
Ending	<b>\$ 13,434,304</b>	<b>\$ 5,278,748</b>
Non-cash investment transaction:		
Purchase of property and equipment paid by landlord	\$ 1,875,574	\$ -

See notes to financial statements.



## American Foundation for Suicide Prevention

### Notes to Financial Statements

---

#### Note 1. Nature of Activities and Summary of Significant Accounting Principles

**Organization:** American Foundation for Suicide Prevention (the Foundation) is a not-for-profit organization incorporated under the laws of the state of Delaware. The Foundation was established in 1987 by concerned scientists, business and community leaders and survivors of suicide in an effort to support the research and education needed to prevent suicide. The Foundation is dedicated to funding suicide prevention research and to offering educational programs and conferences for survivors, mental health professionals, physicians and the public.

**Basis of presentation:** The financial statements have been prepared on an accrual basis and include the accounts of the New York National Office and the Foundation's 75 unincorporated chapters.

**Classification and reporting of net assets:** The Foundation's financial statement presentation follows the requirements of Financial Accounting Standards Board (FASB) Accounting Standards Update (ASU) 2016-14. Under the ASU, the financial statements report net assets and changes in net assets in two classes that are based upon the existence or absence of restrictions on the use that are placed by donors as follows:

Net assets without donor restrictions represent the portion of net assets of the Foundation that is restricted neither by donor-imposed stipulations nor by time restrictions. Net assets without donor restrictions include expendable funds available for support of the Association, as well as funds designated for specific purposes by the Association's Board of Directors.

Net assets with donor restrictions represent contributions and other inflows of assets that have donor-imposed restriction that require that they be held permanently, or whose use may or will be met by actions of the Foundation or the passage of time.

**Endowment:** When the Foundation receives a contribution and the donor restricts the Foundation from spending the amount of the original gift, the contribution is classified as an endowment, with the amount of the gift recorded as endowment held in perpetuity. The Foundation is subject to the Uniform Prudent Management of Institutional Funds Act (UPMIFA) of the State of Delaware, and has interpreted UPMIFA as requiring the preservation of the fair value of the original gift as of the gift date of the donor-restricted endowment fund absent explicit donor stipulations to the contrary. The remaining portion of the endowment fund that is not classified as held in perpetuity is classified as net assets with donor restrictions until those amounts are appropriated for expenditure by the Foundation in a manner consistent with the standard of prudence prescribed by UPMIFA.

**Contributions:** All contributions are considered to be available for unrestricted use unless specifically restricted by the donor. Amounts received that are designated for future periods or restricted by the donor for specific purposes are reported as contributions with donor restrictions that increase the net asset with donor restriction class. When a donor restriction expires, that is, when a stipulated time restriction ends or purpose restriction is accomplished, net assets are reclassified to net assets without donor restrictions and reported in the statement of activities as net assets released from restrictions. However, if a restriction is fulfilled in the same time period in which the contribution is received, the Foundation reports the support as net assets without donor restrictions.

Contributions of donated noncash assets are recorded at their fair values in the period received. Contributions of donated services that create or enhance nonfinancial assets or that require specialized skills, provided by individuals possessing those skills and would typically need to be purchased if not provided by donation, are recorded at their fair values in the period received. A number of unpaid volunteers have made a contribution of their time to develop the Foundation's programs. The value of this contributed time is not reflected in these financial statements, as they do not meet the criteria for recognition under accounting principles generally accepted in the United States of America (U.S. GAAP).

## American Foundation for Suicide Prevention

### Notes to Financial Statements

---

#### Note 1. Nature of Activities and Summary of Significant Accounting Principles (Continued)

**Promises to give:** Unconditional promises to give that are expected to be collected in future periods are recorded at their net realizable and present value. At June 30, 2019, all promises to give were expected to be collected within one year.

**Property and equipment:** Property and equipment is recorded at cost when purchased, or at estimated fair value when contributed. The Foundation capitalized all equipment in excess of \$2,500. Depreciation of equipment is provided for by straight-line methods over the estimated useful lives of the related assets ranging from three to ten years. Leasehold improvements are amortized over the shorter of the useful life or the life of the lease

**Investments:** Investments are reported at fair value, as described in Note 4 and unrealized gains and losses are included in the statement of activities. Investment transactions are recorded on a trade-date basis and realized gains and losses on sale of investments are determined using the specific-identification method. Investment income and net gains and losses on investments are recognized as increases or decreases in net assets without donor restriction unless their use is temporarily or permanently restricted by the donor.

**Educational films:** Educational film production costs are recorded as a separate asset and are amortized over their estimated useful lives. Costs of \$202,335 relating to the development of two educational films have been deferred and are amortized over estimated useful lives of five years. Amortization expense in fiscal 2019 and 2018 was \$26,000 and \$29,267, respectively.

**Grants payable:** The Foundation recognizes a liability for grants when the grant is unconditional and grantee has been notified of the grant.

**Deferred rent:** Deferred rent credit results from the difference between rent expense being recorded on a straight-line basis over the lease term and rent payments made, as well as the unamortized balance of tenant improvement allowance received or entitled from the landlord (see Note 11). The tenant improvement allowance is amortized over the lease term as a reduction to rent expense.

**Deferred event revenue:** Deferred event revenue represents monies received in advance related to future events and will be recognized in the statement of activities when the event occurs.

**Functional expenses:** The Foundation allocates its expenses on a functional basis among its various programs and support services. Expenses that can be identified with a specific program and support services are allocated directly according to their natural expenditure classification. Other expenses that are common to several functions are allocated among the program and general and administrative services benefited. The Foundation uses a percentage of effort for each FTE to allocate fundraising and administrative cost across all program areas. These expenses include operating expense from the Chief Executive's office, the communications department, information technology, and similar types of expense for organization-wide supporting services.

**Tax-exempt status:** The Foundation qualifies as a tax-exempt organization under Section 501(c)(3) of the Internal Revenue Code and is a publicly supported organization as described in Section 509(a). The Foundation is not classified as a private foundation.

Management evaluated the Foundation's tax positions for all open tax years and has concluded that the Foundation had taken no uncertain tax positions that require adjustment or disclosure to these financial statements.

## American Foundation for Suicide Prevention

### Notes to Financial Statements

---

#### Note 1. Nature of Activities and Summary of Significant Accounting Principles (Continued)

**Recently issued accounting pronouncements:** In August 2018, the Financial Accounting Standards Board (FASB) issued Accounting Standards Update (ASU) 2018-08, *Not-For-Profit Entities (Topic 958): Clarifying the Scope and the Accounting Guidance for Contributions Received and Contributions Made*. The ASU 2018-08 clarifies and improves current guidance about whether a transfer of assets, or the reduction, settlement, or cancellation of liabilities, is a contribution or an exchange transaction. It provides criteria for determining whether the resource provider is receiving commensurate value in return for the resources transferred which, depending on the outcome, determines whether the organization follows contribution guidance or exchange transaction guidance in the revenue recognition and other applicable standards. It also clarifies more the distinction between conditional and unconditional promises and eliminates the “remote” stipulation and clarifies that entities can’t utilize probability assessments when classifying transactions as conditional or unconditional. The new standard is effective for fiscal years beginning after December 15, 2018. The Foundation is currently evaluating the effect that the standard will have on the financial statements.

In November 2016, the FASB issued ASU 2016-18, *Statement of Cash Flows (Topic 230): Restricted Cash (a consensus of the FASB Emerging Issues Task Force)*, which provides guidance on the presentation of restricted cash or restricted cash equivalents in the statement of cash flows. These amendments are effective for fiscal years, and interim periods within those fiscal years, beginning after December 15, 2018. ASU 2016-18 will be effective for the Foundation for the year ending March 31, 2020. ASU 2016-18 must be applied using a retrospective transition method with early adoption permitted. The Foundation has not evaluated the impact that adoption will have on the statement of cash flows.

In February 2016, the FASB issued ASU No. 2016-02, *Leases (Topic 842)*. The guidance in this ASU supersedes the leasing guidance in Topic 840, *Leases*. Under the new guidance, lessees are required to recognize lease assets and lease liabilities on the statement of financial position for all leases with terms longer than 12 months. Leases will be classified as either finance or operating, with classification affecting the pattern of expense recognition in the statement of activities. The new standard is effective for fiscal years beginning after December 15, 2020, including interim periods within those fiscal years. The Foundation is currently evaluating the impact of the adoption of the new standard on its financial statements.

In May 2014, the FASB issued ASU No. 2014-09, *Revenue from Contracts with Customers (Topic 606)*, requiring an entity to recognize the amount of revenue to which it expects to be entitled for the transfer of promised goods or services to customers. The updated standard will replace most existing revenue recognition guidance in U.S. GAAP when it becomes effective and permits the use of either a full retrospective or retrospective with cumulative effect transition method. In August 2015, the FASB issued ASU 2015-14, which defers the effective date of ASU 2014-09 for one year making it effective for annual reporting periods beginning after December 15, 2018. The Foundation has not yet selected a transition method and is currently evaluating the effect that the standard will have on the financial statements.

**Recently adopted accounting pronouncements:** During fiscal year 2019, the Foundation adopted ASU No. 2016-14, *Not-for-Profit Entities (Topic 958): Presentation of Financial Statements of Not-for-Profit Entities*, which amends the requirements for financial statements and notes in Topic 958 to require the Foundation to make reporting changes that affect the following:

- Net asset classification and related disclosures
- Additional disclosure useful in assessing liquidity within one year of the balance sheet date
- New reporting requirements related to expenses including disclosure of expenses by both nature and function
- Reporting of net investment return

## American Foundation for Suicide Prevention

### Notes to Financial Statements

---

#### Note 1. Summary of Significant Accounting Principles (Continued)

The Foundation made changes to terminology and classification as described above as well as additional or modified disclosures, particularly Notes 2, 5 and 6. Amounts previously reported for the year ended June 30, 2018 have been reclassified, on a retrospective basis, to achieve consistent presentation.

**Use of estimates:** The preparation of financial statements in conformity with U.S. GAAP requires management to make estimates and assumptions that affect the amounts reported in the financial statements and accompanying notes. Although these estimates are based on management's knowledge of current events and actions it may undertake in the future, they may ultimately differ from actual results.

**Prior-year summarized comparative information:** The financial statements include certain prior-year summarized comparative information in total, but not by net asset classification or functional classification. Such information does not include sufficient detail to constitute a presentation in conformity with U.S. GAAP. Accordingly, such information should be read in conjunction with the Foundation's financial statements as of and for the year ended June 30, 2018, from which the summarized information was derived.

**Subsequent events:** The Foundation evaluates events occurring after the date of the financial statements to consider whether or not the impact of such events needs to be reflected and/or disclosed in the financial statements. Such evaluations are performed through the date the financial statements are available to be issued, which was December 4, 2019 for these financial statements.

#### Note 2. Liquidity

As of June 30, 2019, financial assets available within one year for general expenditure, that is, without donor or other restrictions limiting their use are as follows:

Cash and cash equivalents	\$ 13,434,304
Unconditional promises to give and other receivables	868,661
Investments	18,286,268
	<u>\$ 32,589,233</u>

In addition to financial assets available to meet general expenditures over the next 12 months, the Foundation operates with a balanced budget and anticipates collecting sufficient revenue to cover general expenditures. Refer to the statement of cash flows, which identifies the sources and uses of the Foundation's cash. Although the Foundation does not intend to draw from its investments, amount are available if necessary. The Foundation has a designated fund set aside by action of the Board of Directors. The operating reserve serves a dynamic role and will be reviewed and adjusted in response to internal and external changes. The current operating reserve policy requires an operating reserve amount equal of 100% (12 months), but not greater than 150% (18 months) of the average of the prior three years' annual operating costs.

#### Note 3. Cash

The Foundation maintains cash in bank accounts which, at times, may exceed federally insured limits. The Foundation hasn't experienced any losses in such accounts.

## American Foundation for Suicide Prevention

### Notes to Financial Statements

---

#### Note 4. Investments and Fair Value Measurements

The Fair Value Measurements Topic of the FASB Accounting Standards Codification (ASC) defines fair value as the price that would be received to sell an asset or paid to transfer a liability in an orderly transaction between market participants at the measurement date and sets out a fair value hierarchy.

The fair value hierarchy gives the highest priority to quoted prices in active markets for identical assets or liabilities (Level 1) and the lowest priority to unobservable inputs (Level 3). Inputs are broadly defined as assumptions market participants would use in pricing an asset or liability. The three levels of the fair value hierarchy are described below:

**Level 1:** Quoted prices for identical assets and liabilities traded in active exchange markets, such as the New York Stock Exchange.

**Level 2:** Observable inputs other than Level 1, including quoted prices for similar assets or liabilities, quoted prices in less active markets, or other observable inputs that can be corroborated by observable market data. Level 2 also includes derivative contracts whose value is determined using a pricing model with observable market inputs or can be derived principally from or corroborated by observable market data.

**Level 3:** Unobservable inputs supported by little or no market activity for financial instruments whose value is determined using pricing models, discounted cash flow methodologies, or similar techniques, as well as instruments for which the determination of fair value requires significant management judgment or estimation; also includes observable inputs for nonbinding single dealer quotes not corroborated by observable market data.

In certain cases, the inputs used to measure fair value may fall into different levels of the fair value hierarchy. In such cases, an investment's level within the fair value hierarchy is based on the lowest level of input that is significant to the fair value measurement. The Foundation's assessment of the significance of a particular input to the fair value measurement in its entirety requires judgment, and considers factors specific to the investment.

For the year ended June 30, 2019, the application of valuation techniques applied to similar assets and liabilities has been consistent. The fair value of investment securities are based on quoted market prices, when available, or bid or evaluation market prices provided by recognized broker dealers.

Following is a description of the valuation methodologies used for assets measured at fair value:

**Money market funds:** Money market funds are priced daily. The funds have relatively low risks compared to mutual funds and pay dividends that generally reflect short-term interest rates.

**Mutual funds and equities:** Mutual funds and equities listed on a national securities exchange or reported on the Nasdaq global market are stated at the last reported sales or trade price on the day of valuation.

	2019	2018
Investments	\$ 18,286,268	\$ 17,491,123
Restricted investments	1,550,848	1,475,615
Investments - board-designated	2,403,466	2,292,854
	<u>\$ 22,240,582</u>	<u>\$ 21,259,592</u>



## American Foundation for Suicide Prevention

### Notes to Financial Statements

---

#### Note 4. Investments and Fair Value Measurements (Continued)

Investment income reported in the statement of activities for the years ended June 30, 2019 and 2018 is as follows:

	2019	2018
Interest and dividend income	\$ 493,385	\$ 277,975
Realized gains	2,225,188	-
Unrealized gains	(1,852,669)	548,005
	<u>\$ 865,904</u>	<u>\$ 825,980</u>

**Return objective and risk parameters:** The Foundation's objective is to earn a respectable, long-term, risk-adjusted total rate of return to support the designated programs. In establishing the investment objectives of the portfolio, the board of directors and the Investment Committee have taken into account the financial needs and circumstances of the Foundation, the time horizon available for investment, the nature of the Foundation's cash flows and liabilities and other factors that affect their risk tolerance. The intermediate government funds are subject to prepayment risk in addition to other bond market risks. The Foundation takes a risk-averse balanced approach that emphasizes a stable and substantial source of current income and some capital appreciation over the long term. The Foundation recognizes that investment results over the long term may lag behind those of the typical balanced portfolio since the typical balanced portfolio tends to be more aggressively invested. Nevertheless, the portfolio is expected to earn long-term returns that compare favorably to appropriate market indexes.

#### Note 5. Property and Equipment

Property and equipment consists of the following:

	2019	2018
Furniture and equipment	\$ 1,032,540	\$ 605,899
Leasehold improvements	2,197,435	128,249
	<u>3,229,975</u>	<u>734,148</u>
Less accumulated depreciation and amortization	(563,923)	(513,299)
	<u>\$ 2,666,052</u>	<u>\$ 220,849</u>

Depreciation and amortization expense for the years ended June 30, 2019 and 2018 was \$50,624 and \$73,273, respectively.

## American Foundation for Suicide Prevention

### Notes to Financial Statements

---

#### Note 6. Grants Payable

Grants payable include grants awarded in prior years and not paid as of the end of the fiscal year. Grants that are expected to be paid in future years are recorded at the present value of their estimated cash flows, discounted at a risk-adjusted rate. They are scheduled for payment as follows:

	2019	2018
2019	\$ -	\$ 3,846,097
2020	4,050,304	1,675,666
2021	2,113,834	329,041
2022	214,446	-
	<u>6,378,584</u>	<u>5,850,804</u>
Net present value discount at 4%	(190,759)	(156,587)
	<u>\$ 6,187,825</u>	<u>\$ 5,694,217</u>

The Foundation approved approximately \$5,300,000 of new grants in May 2019, which will be recognized in fiscal 2020 and the future years in accordance with ASU 2018-08.

#### Note 7. Net Assets

**Board-designated funds:** The Foundation's board of directors designated certain of the Foundation's net assets without donor restrictions as endowment funds for future projects and operational uses. The board appropriates for expenditure in its annual budget up to 5% of the ending market value of the board designated-funds as of a certain period-end date. Additional transfers may be made to operating cash at the board's discretion. All board-designated funds are separately shown in the accompanying statement of financial position. There were no transfers made for the years ended June 30, 2019 and 2018.

**Net assets with donor restrictions:** Net assets with donor restrictions consist of donor restricted contributions and investments expendable in accordance with the terms of the original contributions (see Note 1). They are restricted for the following:

	2019	2018
Mental health service in the state of California	\$ 257,500	\$ 257,500
General education or location specific	481,369	625,910
Clinical education	425,555	379,332
Suicide causes research	291,420	262,409
Other research	30,915	30,917
Loss and healing	12,424	11,893
Other	500	500
Held in perpetuity	833,840	833,840
Total net assets with donor restrictions	<u>\$ 2,333,523</u>	<u>\$ 2,402,301</u>

Total net assets with donor restrictions released during fiscal 2019 and 2018 are approximately \$179,993 and \$50,624, respectively, for various specified purposes.



## American Foundation for Suicide Prevention

### Notes to Financial Statements

#### Note 8. Endowments

When the Foundation receives a contribution and the donor restricts the Foundation from spending the principal, the contribution is classified as an endowment. The endowment as of June 30, 2019 and 2018 represent the principal amounts of permanent endowments for research of causes of suicide and clinical education. The remaining portion of the endowment fund that is not classified as held in perpetuity are classified as net assets with donor restrictions until those amounts are appropriated for expenditure.

The Foundation's endowment includes both donor-restricted endowment funds and funds designated by the board of directors to function as endowments. As required by U.S. GAAP, net assets associated with endowment funds, including funds designated by the board of directors to function as endowments, are classified and reported based on the existence or absence of donor-imposed restrictions.

The Foundation's endowment is invested in its investment pool (Note 4). The Foundation has a policy of appropriating for distribution each year, up to 5% of its endowment fund's average market value as needed as of a certain period-end date. No such appropriation for distribution was made during fiscal 2019 and 2018. Through the combination of its investment strategy (Note 4) and spending policy, the Foundation strives to provide a reasonably consistent payout from endowment to support operations while preserving the purchasing power of the endowment assets.

From time to time, the fair value of assets associated with individual donor-restricted endowment funds may fall below the level that the donor requires the Foundation to retain as a fund of perpetual duration. In accordance with U.S. GAAP, deficiencies of this nature are reported in net assets without donor restrictions, if any. In that case, future gains will be used to restore this reduction in net assets without donor restrictions before any net appreciation increases net assets with donor restrictions. There were no deficiencies of this nature at June 30, 2019 and 2018.

The composition and changes in the Foundation's endowments as of and for the years ended June 30, 2019 and 2018 are summarized below.

	Without Donor Restrictions	With Donor Restrictions	Held in Perpetuity	Total Endowments
Balance as of June 30, 2019				
Donor-restricted endowment funds	\$ -	\$ 717,008	\$ 833,840	\$ 1,550,848
Board-designated endowment funds	2,403,466	-	-	2,403,466
Total endowed funds	<u>\$ 2,403,466</u>	<u>\$ 717,008</u>	<u>\$ 833,840</u>	<u>\$ 3,954,314</u>
Balance as of June 30, 2018				
Donor-restricted endowment funds	\$ -	\$ 641,775	\$ 833,840	\$ 1,475,615
Board-designated endowment funds	2,292,854	-	-	2,292,854
Total endowed funds	<u>\$ 2,292,854</u>	<u>\$ 641,775</u>	<u>\$ 833,840</u>	<u>\$ 3,768,469</u>
	Unrestricted	With Donor Restrictions	Held in Perpetuity	Total Endowments
Balance as of June 30, 2017	\$ 2,141,121	\$ 544,222	\$ 833,840	\$ 3,519,183
Investment income	151,733	97,553	-	249,286
Balance as of June 30, 2018	<u>2,292,854</u>	<u>641,775</u>	<u>833,840</u>	<u>3,768,469</u>
Investment income	110,612	75,233	-	185,845
Balance as of June 30, 2019	<u>\$ 2,403,466</u>	<u>\$ 717,008</u>	<u>\$ 833,840</u>	<u>\$ 3,954,314</u>

## American Foundation for Suicide Prevention

### Notes to Financial Statements

---

#### Note 9. Contributed Legal Services

The Foundation had received legal services of approximately \$55,100 and \$41,000 during fiscal years 2019 and 2018, respectively, which have been reflected as a contribution and legal expense in the accompanying financial statements.

#### Note 10. Pension Plan

The Foundation sponsors a defined contribution retirement plan covering all employees meeting age and service requirements. Pension plan contributions are based on a percentage of an employee's salary. Pension plan contributions for the years ended June 30, 2019 and 2018 amounted to \$484,167 and \$464,067, respectively.

#### Note 11. Leases

The Foundation signed a new lease during fiscal year 2019 which has a lease commencement date in July 2019 and extends through March 2035. The new lease provides eight months of free rent as well as tenant improvement allowance up to \$2,459,500, which includes hard costs and soft costs up to \$249,950. Total tenant improvement costs paid by or to be reimbursed by the landlord as of June 30, 2019 amounted to \$2,069,186 and is included in property and equipment, with a corresponding deferred rent credit. Deferred rent included in the accompanying statement of financial position as of June 30, 2019 and 2018, represents the accumulative difference between the straight-line basis of minimum rentals and actual rent paid pursuant to the terms of the leases (\$188,082 as of 2019 and \$223,722 as of 2018) and the unamortized balance of tenant improvement allowance (\$2,069,186 as of 2019). The Foundation subleased out one existing lease space and early terminated another lease subsequent to year end.

Minimum annual rentals are as follows:

Years ending June 30:	
2019	\$ 1,038,010
2020	1,855,223
2021	1,564,651
2022	1,442,310
2023	1,446,397
Thereafter	15,628,000
	<u>\$ 22,974,591</u>

Rent expense (excluding rent allocated to events) is recorded on a straight-line basis and was approximately \$676,764 and \$631,000 for the years ended June 30, 2019 and 2018, respectively.

In connection with the new lease, the Foundation has provided the landlord with a \$639,470 standby letter of credit in lieu of a security deposit. The letter of credit of \$57,600 under the old lease that was surrendered after year end will be taken by the landlord.

## American Foundation for Suicide Prevention

### Notes to Financial Statements

---

#### Note 12. Special Events

The Foundation sponsors certain special events annually, among which, "Out of Darkness" events are 20-mile walks. The purpose of the "Out of Darkness" walks is to raise funds and increase public awareness of the various causes promoted by the Foundation. The Foundation held two "Out of Darkness" walks during both fiscal year 2019 and 2018. In addition, the Foundation has organized smaller scale "Out of Darkness" community walks and campus walks, which take place in various cities around the country.

The gross revenue and direct expenses of various special events are as follows:

	2019			2018		
	Revenues	Direct Expenses	Net Event Income	Revenues	Direct Expenses	Net Event Income
"Out of Darkness" walks	\$ 29,224,037	\$ (5,946,253)	\$ 23,277,784	\$ 24,933,444	\$ (4,929,015)	\$ 20,004,429
Lifesavers' dinner	535,036	(296,825)	238,211	471,393	(237,584)	233,809
Other fund-raising events	3,348,152	(389,005)	2,959,147	3,392,298	(384,679)	3,007,619
	<u>\$ 33,107,225</u>	<u>\$ (6,632,083)</u>	<u>\$ 26,475,142</u>	<u>\$ 28,797,135</u>	<u>\$ (5,551,278)</u>	<u>\$ 23,245,857</u>