

Return of Organization Exempt From Income Tax

2008

Department of the Treasury
Internal Revenue Service

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code
(except black lung benefit trust or private foundation)

▶ The organization may have to use a copy of this return to satisfy state reporting requirements.

Open to Public Inspection

For the 2008 calendar year, or tax year beginning , 2008, and ending

B Check if applicable: <input type="checkbox"/> Address change <input checked="" type="checkbox"/> Name change <input type="checkbox"/> Initial return <input type="checkbox"/> Termination <input type="checkbox"/> Amended return <input type="checkbox"/> Application pending	Please use IRS label or print or type. See specific instructions.	C Name of organization THE ONE CAMPAIGN		D Employer Identification Number 01-0593565
		Number and street (or P O box if mail is not delivered to street addr) Room/suite 1400 EYE STREET, NW 600		E Telephone number (202) 495-2700
		City, town or country State ZIP code + 4 WASHINGTON DC 20005		G Gross receipts \$ 27,027,898.
		F Name and address of principal officer Ken Weber Same as C above		H(a) Is this a group return for affiliates? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No H(b) Are all affiliates included? <input type="checkbox"/> Yes <input type="checkbox"/> No If 'No,' attach a list (see instructions)
I Tax-exempt status <input checked="" type="checkbox"/> 501(c) (3) (insert no) <input type="checkbox"/> 4947(a)(1) or <input type="checkbox"/> 527		J Website: ▶ WWW.ONE.ORG		
K Type of organization <input checked="" type="checkbox"/> Corporation <input type="checkbox"/> Trust <input type="checkbox"/> Association <input type="checkbox"/> Other ▶		L Year of Formation 2002	M State of legal domicile DC	

Part I Summary

Activities & Governance	1 Briefly describe the organization's mission or most significant activities: <u>SEE ATTACHED STATEMENT A</u>		
	2 Check this box <input type="checkbox"/> if the organization discontinued its operations or disposed of more than 25% of its assets.		
	3	Number of voting members of the governing body (Part VI, line 1a)	11
	4	Number of independent voting members of the governing body (Part VI, line 1b)	9
	5	Total number of employees (Part V, line 2a)	109
	6	Total number of volunteers (estimate if necessary)	9
	7a	Total gross unrelated business revenue from Part VIII, line 12, column (C)	0.
7b	Net unrelated business taxable income from Form 990-T, line 34		
Revenue	8	Contributions and grants (Part VIII, line 1h)	5,306,987.
	9	Program service revenue (Part VIII, line 2g)	
	10	Investment income (Part VIII, column (A), lines 3, 4, and 7d)	484,128.
	11	Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)	241,097.
	12	Total revenue - add lines 8 through 11 (must equal Part VIII, column (A), line 12)	6,032,212.
	Expenses	13	Grants and similar amounts paid (Part IX, column (A), lines 1-3)
14		Benefits paid to or for members (Part IX, column (A), line 4)	
15		Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10)	3,903,547.
16a		Professional fundraising fees (Part IX, column (A), line 11e)	
16b		Total fundraising expenses (Part IX, column (A), line 25)	0.
17		Other expenses (Part IX, column (A), lines 11a-11d, 11f-2b)	5,812,922.
18	Total expenses Add lines 13-17 (must equal Part IX, column (A), line 25)	9,974,553.	
19	Revenue less expenses. Subtract line 18 from line 12	-3,942,341.	
Net Assets or Fund Balance	20	Total assets (Part X, line 16)	25,045,985.
	21	Total liabilities (Part X, line 26)	797,398.
	22	Net assets or fund balances. Subtract line 21 from line 20	24,248,587.

Part II Signature Block

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Preparation of preparer (other than officer) is based on all information of which preparer has any knowledge.

Signature of officer: *[Signature]* **NOV 16, 2008**
 Type or print name and title: **CHIEF OPERATING OFFICER**

Preparer's signature: *[Signature]*
 Firm's name (or yours if self-employed), address, and ZIP + 4: **Lane & Company, CPA's**
1920 N Street NW, Suite 320
Washington

Part III Statement of Program Service Accomplishments (see instructions)

1 Briefly describe the organization's mission:

SEE ATTACHED STATEMENT A

2 Did the organization undertake any significant program services during the year which were not listed on the prior Form 990 or 990-EZ?

Yes No [X]

If 'Yes,' describe these new services on Schedule O

3 Did the organization cease conducting, or make significant changes in how it conducts, any program services?

Yes No [X]

If 'Yes,' describe these changes on Schedule O.

4 Describe the exempt purpose achievements for each of the organization's three largest program services by expenses. Section 501(c)(3) and 501(c)(4) organizations and section 4947(a)(1) trusts are required to report the amount of grants and allocations to others, the total expenses, and revenue, if any, for each program service reported

4a (Code:) (Expenses \$ 7,520,034. including grants of \$ 0.) (Revenue \$ 0.)

THE ONE VOTE 08 INITIATIVE - SEE ATTACHED STATEMENT A

4b (Code:) (Expenses \$ 6,304,353. including grants of \$ 0.) (Revenue \$ 0.)

U.S. PUBLIC EDUCATION AND AWARENESS RAISING - SEE ATTACHED STATEMENT A

4c (Code:) (Expenses \$ 6,625,655. including grants of \$ 0.) (Revenue \$ 0.)

PUBLIC EDUCATION AND AWARENESS RAISING IN EUROPE - SEE ATTACHED STATEMENT A

4d Other program services. (Describe in Schedule O.)

(Expenses \$ 694,784. including grants of \$ 0.) (Revenue \$ 0.)

4e Total program service expenses > \$ 21,144,826. (Must equal Part IX, Line 25, column (B).)

Part IV Checklist of Required Schedules

	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	X	
2 Is the organization required to complete Schedule B, Schedule of Contributors?	X	
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		X
4 Section 501(c)(3) organizations Did the organization engage in lobbying activities? If 'Yes,' complete Schedule C, Part II	X	
5 Section 501(c)(4), 501(c)(5), and 501(c)(6) organizations. Is the organization subject to the section 6033(e) notice and reporting requirement and proxy tax? If 'Yes,' complete Schedule C, Part III		
6 Did the organization maintain any donor advised funds or any accounts where 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		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		X
8 Did the organization maintain collections of works of art, historical treasures, or other similar assets? If 'Yes,' complete Schedule D, Part III		X
9 Did the organization report an amount in Part X, line 21; 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		X
10 Did the organization hold assets in term, permanent, or quasi-endowments? If 'Yes,' complete Schedule D, Part V	X	
11 Did the organization report an amount in Part X, lines 10, 12, 13, 15, or 25? If 'Yes,' complete Schedule D, Parts VI, VII, VIII, IX, or X as applicable	X	
12 Did the organization receive an audited financial statement for the year for which it is completing this return that was prepared in accordance with GAAP? If 'Yes,' complete Schedule D, Parts XI, XII, and XIII		X
13 Is the organization a school described in section 170(b)(1)(A)(ii)? If 'Yes,' complete Schedule E		X
14a Did the organization maintain an office, employees, or agents outside of the U S ?	X	
b Did the organization have aggregate revenues or expenses of more than \$10,000 from grantmaking, fundraising, business, and program service activities outside the U.S.? If 'Yes,' complete Schedule F, Part I	X	
15 Did the organization report on Part IX, column (A), line 3, more than \$5,000 of grants or assistance to any organization or entity located outside the United States? If 'Yes,' complete Schedule F, Part II	X	
16 Did the organization report on Part IX, column (A), line 3, more than \$5,000 of aggregate grants or assistance to individuals located outside the United States? If 'Yes,' complete Schedule F, Part III		X
17 Did the organization report more than \$15,000 on Part IX, column (A), line 11e? If 'Yes,' complete Schedule G, Part I		X
18 Did the organization report more than \$15,000 total on Part VIII, lines 1c and 8a? If 'Yes,' complete Schedule G, Part II		X
19 Did the organization report more than \$15,000 on Part VIII, line 9a? If 'Yes,' complete Schedule G, Part III		X
20 Did the organization operate one or more hospitals? If 'Yes,' complete Schedule H		X
21 Did the organization report more than \$5,000 on Part IX, column (A), line 1? If 'Yes,' complete Schedule I, Parts I and II	X	
22 Did the organization report more than \$5,000 on Part IX, column (A), line 2? If 'Yes,' complete Schedule I, Parts I and III		X
23 Did the organization answer 'Yes' to Part VII, Section A, questions 3, 4, or 5? If 'Yes,' complete Schedule J	X	
24a Did the organization have a tax-exempt bond issue with an outstanding principal amount of more than \$100,000 as of the last day of the year, and that was issued after December 31, 2002? If 'Yes,' answer questions 24b-24d and complete Schedule K. If 'No,' go to question 25		X
b Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception?		
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?		
d Did the organization act as an 'on behalf of' issuer for bonds outstanding at any time during the year?		
25a 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 I		X
b Did the organization become aware that it had engaged in an excess benefit transaction with a disqualified person from a prior year? If 'Yes,' complete Schedule L, Part I		X
26 Was a loan to or by a current or former officer, director, trustee, key employee, highly compensated employee, or disqualified person outstanding as of the end of the organization's tax year? If 'Yes,' complete Schedule L, Part II		X
27 Did the organization provide a grant or other assistance to an officer, director, trustee, key employee, or substantial contributor, or to a person related to such an individual? If 'Yes,' complete Schedule L, Part III		X

Part IV Checklist of Required Schedules (continued)

	Yes	No
28 During the tax year, did any person who is a current or former officer, director, trustee, or key employee		
a Have a direct business relationship with the organization (other than as an officer, director, trustee, or employee), or an indirect business relationship through ownership of more than 35% in another entity (individually or collectively with other person(s) listed in Part VII, Section A)? <i>If 'Yes,' complete Schedule L, Part IV</i>		X
b Have a family member who had a direct or indirect business relationship with the organization? <i>If 'Yes,' complete Schedule L, Part IV</i>		X
c Serve as an officer, director, trustee, key employee, partner, or member of an entity (or a shareholder of a professional corporation) doing business with the organization? <i>If 'Yes,' complete Schedule L, Part IV</i>		X
29 Did the organization receive more than \$25,000 in non-cash contributions? <i>If 'Yes,' complete Schedule M</i>	X	
30 Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation contributions? <i>If 'Yes,' complete Schedule M</i>		X
31 Did the organization liquidate, terminate, or dissolve and cease operations? <i>If 'Yes,' complete Schedule N, Part I</i>		X
32 Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? <i>If 'Yes,' complete Schedule N, Part II</i>		X
33 Did the organization own 100% of an entity disregarded as separate from the organization under Regulations sections 301.7701-2 and 301.7701-3? <i>If 'Yes,' complete Schedule R, Part I</i>		X
34 Was the organization related to any tax-exempt or taxable entity? <i>If 'Yes,' complete Schedule R, Parts II, III, IV, and V, line 1</i>	X	
35 Is any related organization a controlled entity within the meaning of section 512(b)(13)? <i>If 'Yes,' complete Schedule R, Part V, line 2</i>		X
36 Section 501(c)(3) organizations. Did the organization make any transfers to an exempt non-charitable related organization? <i>If 'Yes,' complete Schedule R, Part V, line 2</i>		X
37 Did the organization conduct more than 5% of its activities through an entity that is not a related organization and that is treated as a partnership for federal income tax purposes? <i>If 'Yes,' complete Schedule R, Part VI</i>		X

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Form 990 (2008)

Part V Statements Regarding Other IRS Filings and Tax Compliance

		Yes	No
1 a	Enter the number reported in Box 3 of form 1096, Annual Summary and Transmittal of U S Information Returns Enter -0- if not applicable		
1 b	Enter the number of Forms W-2G included in line 1a Enter -0- if not applicable		
1 a	76		
1 b	0		
1 c	Did the organization comply with backup withholding rules for reportable payments to vendors and reportable gaming (gambling) winnings to prize winners?	X	
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	109		
2 b	If at least one is reported on line 2a, did the organization file all required federal employment tax returns? Note. If the sum of lines 1a and 2a is greater than 250, you be required to e-file this return (see instructions)	X	
3 a	Did the organization have unrelated business gross income of \$1,000 or more during the year covered by this return?		X
3 b	If 'Yes' has it filed a Form 990-T for this year? If 'No,' provide an explanation in Schedule O		
4 a	At any time during the calendar year, did the organization have an interest in, or a signature or other authority over, a financial account in a foreign country (such as a bank account, securities account, or other financial account)?	X	
4 b	If 'Yes,' enter the name of the foreign country: <u>See Foreign Countries</u> See the instructions for exceptions and 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?		X
5 b	Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction?		X
5 c	If 'Yes,' to question 5a or 5b, did the organization file Form 8886-T, Disclosure by Tax-Exempt Entity Regarding Prohibited Tax Shelter Transaction?		
6 a	Did the organization solicit any contributions that were not tax deductible?		X
6 b	If 'Yes,' did the organization include with every solicitation an express statement that such contributions or gifts were not deductible?		
7	Organizations that may receive deductible contributions under section 170(c).		
7 a	Did the organization provide goods or services in exchange for any quid pro quo contribution of more than \$75?		X
7 b	If 'Yes,' did the organization notify the donor of the value of the goods or services provided?		
7 c	Did the organization sell, exchange, or otherwise dispose of tangible personal property for which it was required to file Form 8282?		X
7 d	If 'Yes,' indicate the number of Forms 8282 filed during the year		
7 e	Did the organization, during the year, receive any funds, directly or indirectly, to pay premiums on a personal benefit contract?		X
7 f	Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contract?		X
7 g	For all contributions of qualified intellectual property, did the organization file Form 8899 as required?		
7 h	For all contributions of cars, boats, airplanes, and other vehicles, did the organization file a Form 1098-C as required?		
8	Section 501(c)(3) and other sponsoring organizations maintaining donor advised funds and section 509(a)(3) supporting organizations. Did the supporting organization, or a fund maintained by a sponsoring organization, have excess business holdings at any time during the year?		
9	Section 501(c)(3) and other sponsoring organizations maintaining donor advised funds.		
9 a	Did the organization make any taxable distributions under section 4966?		
9 b	Did the organization make any distribution to a donor, donor advisor, or related person?		
10	Section 501(c)(7) organizations. Enter:		
10 a	Initiation fees and capital contributions included on Part VIII, line 12		
10 b	Gross Receipts, included on Form 990, Part VIII, line 12, for public use of club facilities		
11	Section 501(c)(12) organizations. Enter:		
11 a	Gross income from other members or shareholders		
11 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?		
12 b	If 'Yes,' enter the amount of tax-exempt interest received or accrued during the year		

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Part VI Governance, Management and Disclosure (Sections A, B, and C request information about policies not required by the Internal Revenue Code.)

Section A. Governing Body and Management

For each 'Yes' response to lines 2-7b below, and for a 'No' response to lines 8 or 9b below, describe the circumstances, processes, or changes in Schedule O See instructions

		Yes	No
1 a	Enter the number of voting members of the governing body		
1 b	Enter the number of voting members that are independent		
2	Did any officer, director, trustee, or key employee have a family relationship or a business relationship with any other officer, director, trustee or key employee?	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?		X
4	Did the organization make any significant changes to its organizational documents since the prior Form 990 was filed?		X
5	Did the organization become aware during the year of a material diversion of the organization's assets?		X
6	Does the organization have members or stockholders?		X
7 a	Does the organization have members, stockholders, or other persons who may elect one or more members of the governing body?		X
7 b	Are any decisions of the governing body subject to approval by members, stockholders, or other persons?		X
8	Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following:		
8 a	The governing body?	X	
8 b	Each committee with authority to act on behalf of the governing body?	X	
9 a	Does the organization have local chapters, branches, or affiliates?		X
9 b	If 'Yes,' does the organization have written policies and procedures governing the activities of such chapters, affiliates, and branches to ensure their operations are consistent with those of the organization?		
10	Was a copy of the Form 990 provided to the organization's governing body before it was filed? All organizations must describe in Schedule O the process, if any, the organization uses to review the Form 990	X	
11	Is there any officer, director or trustee, or key employee listed in Part VII, Section A, who cannot be reached at the organization's mailing address? If 'Yes,' provide the names and addresses in Schedule O		X

Section B. Policies

		Yes	No
12 a	Does the organization have a written conflict of interest policy? If 'No,' go to line 13	X	
12 b	Are officers, directors or trustees, and key employees required to disclose annually interests that could give rise to conflicts?		X
12 c	Does the organization regularly and consistently monitor and enforce compliance with the policy? If 'Yes,' describe in Schedule O how this is done	X	
13	Does the organization have a written whistleblower policy?	X	
14	Does the organization have a written document retention and destruction policy?	X	
15	Did the process for determining compensation of the following persons include a review and approval by independent persons, comparability data, and contemporaneous substantiation of the deliberation and decision:		
15 a	The organization's CEO, Executive Director, or top management official?	X	
15 b	Other officers of key employees of the organization? Describe the process in Schedule O (see instructions)	X	
16 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?		X
16 b	If 'Yes,' has the organization adopted 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?		

Section C. Disclosures

- 17 List the states with which a copy of this Form 990 is required to be filed ▶ _____
- 18 Section 6104 requires an organization to make its Forms 1023 (or 1024 if applicable), 990, and 990-T (501(c)(3)s only) available for public inspection. Indicate how you make these available. Check all that apply
 Own website Another's website Upon request
- 19 Describe in Schedule O whether (and if so, how) the organization makes its governing documents, conflict of interest policy, and financial statements available to the public.
- 20 State the name, physical address, and telephone number of the person who possesses the books and records of the organization
 ▶ JENNIFER HOERL 1400 EYE STREET, NW, SUITE 600 WASHINGTON DC 20005 (202) 495-2767

Part VII Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors

Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees

1 a Complete this table for all persons required to be listed. Use Schedule J-2 if additional space is needed.

- List all of the organization's **current** officers, directors, trustees (whether individuals or organizations), regardless of amount of compensation, and **current** key employees. Enter -0- in columns (D), (E), and (F) if no compensation was paid.
- 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) or 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 \$100,000 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

Check this box if the organization did not compensate any officer, director, trustee, or key employee

(A) Name and Title	(B) Average hours per week	(C) Position (check all that apply)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former			
BONO BOARD MEMBER	8.00	X						0.	0.	0.
BOBBY SHRIVER BOARD MEMBER	2.00	X						0.	0.	0.
TOM FRESTON BOARD CHAIRPERSON	8.00	X						0.	0.	0.
HELENE GAYLE BOARD MEMBER	2.00	X						0.	0.	0.
PATTY STONESIFER BOARD MEMBER	2.00	X						0.	0.	0.
MORTON HALPERIN BOARD MEMBER	4.00	X						0.	0.	0.
JOHN DOERR BOARD MEMBER	2.00	X						0.	0.	0.
SUSAN BUFFETT BOARD MEMBER	2.00	X						0.	0.	0.
JOE CERRELL BOARD MEMBER	2.00	X						0.	0.	0.
DAVID LANE PRESIDENT & CEO	50.00			X				284,590.	0.	0.
JAMIE DRUMMOND EXECUTIVE DIRECTOR	50.00			X				173,742.	0.	0.
KEN WEBER SECRETARY & COO	50.00	X		X				173,809.	0.	0.
THOMAS HART TREASURER	40.00			X				192,741.	0.	0.
ERIN THORNTON DIRECTOR, GLOBAL POLICY	50.00					X		158,458.	0.	0.
LIESL HICKEY DIRECTOR, US CAMPAIGNS	50.00					X		170,562.	0.	0.
KATHLEEN MCKIERNAN DIRECTOR, GLOBAL COMM.	50.00					X		175,426.	0.	0.
DAYNA CADE DIRECTOR, U.S. OUTREACH	50.00					X		186,707.	0.	0.

Part VII Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees (cont.)

(A) Name and Title	(B) Average hours per week	(C) Position (check all that apply)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former			
OLIVER BUSTON DIRECTOR, EU OFFICE	50.00					X		131,899.	0.	0.
1 b Total								1,647,934.	0.	0.

2 Total number of individuals (including those in 1a) who received more than \$100,000 in reportable compensation from the organization ▶ 9

	Yes	No
3 Did the organization list any former officer, director or trustee, key employee, or highest compensated employee on line 1a? If 'Yes,' complete Schedule J for such individual		X
4 For any individual listed on line 1a, is the sum of reportable compensation and other compensation from the organization and related organizations greater than \$150,000? If 'Yes' complete Schedule J for such individual	X	
5 Did any person listed on line 1a receive or accrue compensation from any unrelated organization for services rendered to the organization? If 'Yes,' complete Schedule J for such person		X

Section B. Independent Contractors

1 Complete this table for your five highest compensated independent contractors that received more than \$100,000 of compensation from the organization.

(A) Name and business address	(B) Description of Services	(C) Compensation
A SQUARED 634 B NORTH ROBERTSON BLVD LOS ANGELES CA 90069	COMMUNICATIONS CONSULTING	439,629.
THE GLOVER PARK GROUP 3299 K STREET, NW SUITE 500 WASHINGTON DC 20007	CONSULTING	346,295.
MCKINSEY AND COMPANY 600 14TH STREET, NW #200 WASHINGTON DC 20005	STRATEGIC PLANNING CONSULTANTS	384,000.
GRIFFIN WILLIAMS 1300 CONNECTICUT AVENUE, NW, S WASHINGTON DC 20036	CONSULTING	394,122.
WE ALSO WALK DOGS 224 WINDING CREEK DRIVE NAPERVILLE IL 60565	INTERNET CONSULTING	331,000.

2 Total number of independent contractors (including those in 1) who received more than \$100,000 in compensation from the organization ▶ 18

Part VIII Statement of Revenue

		(A) Total revenue	(B) Related or exempt function revenue	(C) Unrelated business revenue	(D) Revenue excluded from tax under sections 512, 513, or 514	
CONTRIBUTIONS, GIFTS, GRANTS AND OTHER SIMILAR AMOUNTS	1a Federated campaigns	1a				
	b Membership dues	1b				
	c Fundraising events	1c				
	d Related organizations	1d				
	e Government grants (contributions)	1e				
	f All other contributions, gifts, grants, and similar amounts not included above	1f 14,993,873.				
	g Noncash contribns included in lns 1a-1f	\$ 4,100,042.				
h Total. Add lines 1a-1f		14,993,873.				
PROGRAM SERVICE REVENUE	Business Code					
	2a -----					
	b -----					
	c -----					
	d -----					
	e -----					
	f All other program service revenue					
g Total. Add lines 2a-2f						
OTHER REVENUE	3 Investment income (including dividends, interest and other similar amounts)		486,597.	0.	0.	486,597.
	4 Income from investment of tax-exempt bond proceeds					
	5 Royalties					
	6a Gross Rents	(i) Real				
		(ii) Personal				
		b Less: rental expenses				
		c Rental income or (loss)				
	d Net rental income or (loss)					
	7a Gross amount from sales of assets other than inventory	(i) Securities				
		(ii) Other				
		b Less: cost or other basis and sales expenses				
		c Gain or (loss)				
d Net gain or (loss)		-53,555.	0.	0.	-53,555.	
8a Gross income from fundraising events (not including \$ _____ of contributions reported on line 1c). See Part IV, line 18	a					
	b Less: direct expenses					
	c Net income or (loss) from fundraising events					
9a Gross income from gaming activities. See Part IV, line 19	a					
	b Less: direct expenses					
	c Net income or (loss) from gaming activities					
10a Gross sales of inventory, less returns and allowances	a					
	b Less: cost of goods sold					
	c Net income or (loss) from sales of inventory					
Miscellaneous Revenue		Business Code				
11a MISCELLANEOUS	900099	20,083.	20,083.	0.	0.	
b -----						
c -----						
d All other revenue		-163,112.	0.	0.	-163,112.	
e Total. Add lines 11a-11d		-143,029.				
12 Total Revenue. Add lines 1h, 2g, 3, 4, 5, 6d, 7d, 8c, 9c, 10c, and 11e		15,283,886.	20,083.	0.	269,930.	

Part IX Statement of Functional Expenses

Section 501(c)(3) and 501(c)(4) organizations must complete all columns.

All other organizations must complete column (A) but are not required to complete columns (B), (C), and (D).

<i>Do not include amounts reported on lines 6b, 7b, 8b, 9b, and 10b of Part VIII.</i>	(A) Total expenses	(B) Program service expenses	(C) Management and general expenses	(D) Fundraising expenses
1 Grants and other assistance to governments and organizations in the U.S. See Part IV, line 21	24,939.	24,939.		
2 Grants and other assistance to individuals in the U.S. See Part IV, line 22				
3 Grants and other assistance to governments, organizations, and individuals outside the U.S. See Part IV, lines 15 and 16	159,784.	159,784.		
4 Benefits paid to or for members				
5 Compensation of current officers, directors, trustees, and key employees	909,242.	788,078.	121,164.	0.
6 Compensation not included above, to disqualified persons (as defined under section 4958(f)(1) and persons described in section 4958(c)(3)(B))				
7 Other salaries and wages	5,903,546.	4,856,954.	1,046,592.	0.
8 Pension plan contributions (include section 401(k) and section 403(b) employer contributions)	317,138.	264,541.	52,597.	0.
9 Other employee benefits	555,246.	460,854.	94,392.	0.
10 Payroll taxes	497,941.	413,291.	84,650.	0.
11 Fees for services (non-employees)				
a Management				
b Legal	238,849.	179,137.	59,712.	0.
c Accounting	43,115.	0.	43,115.	0.
d Lobbying	349,902.	349,902.	0.	0.
e Prof fundraising svcs See Part IV, In 17				
f Investment management fees				
g Other	4,702,478.	4,338,720.	363,758.	0.
12 Advertising and promotion	40,126.	30,094.	10,032.	0.
13 Office expenses	675,539.	506,653.	168,886.	0.
14 Information technology	159,601.	119,700.	39,901.	0.
15 Royalties				
16 Occupancy	920,366.	690,274.	230,092.	0.
17 Travel	1,315,039.	1,250,663.	64,376.	0.
18 Payments of travel or entertainment expenses for any federal, state, or local public officials				
19 Conferences, conventions, and meetings	1,732,228.	1,732,228.	0.	0.
20 Interest	7,089.	0.	7,089.	0.
21 Payments to affiliates				
22 Depreciation, depletion, and amortization	206,346.	154,759.	51,587.	0.
23 Insurance	18,465.	13,849.	4,616.	0.
24 Other expenses. Itemize expenses not covered above. (Expenses grouped together and labeled miscellaneous may not exceed 5% of total expenses shown on line 25 below.)				
a MISCELLANEOUS	718,619.	708,087.	10,532.	0.
b COMMUNICATIONS AND MEDIA	3,923,184.	3,923,184.	0.	0.
c TEMPORARY HELP	162,434.	121,826.	40,608.	0.
d INVESTMENT FEES	40,667.	30,500.	10,167.	0.
e TAXES AND LICENSES	35,746.	26,809.	8,937.	0.
f All other expenses				
25 Total functional expenses. Add lines 1 through 24f	23,657,629.	21,144,826.	2,512,803.	0.
26 Joint Costs. Check here <input type="checkbox"/> if following SOP 98-2. Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation				

Part X Balance Sheet

		(A) Beginning of year		(B) End of year
ASSETS	1	Cash – non-interest-bearing		1
	2	Savings and temporary cash investments	642,194.	2 361,874.
	3	Pledges and grants receivable, net	14,290,649.	3 10,150,865.
	4	Accounts receivable, net	79,997.	4 43,662.
	5	Receivables from current and former officers, directors, trustees, key employees, or other related parties Complete Part II of Schedule L		5
	6	Receivables from other disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B) Complete Part II of Schedule L		6
	7	Notes and loans receivable, net		7
	8	Inventories for sale or use		8
	9	Prepaid expenses and deferred charges		9
	10a	Land, buildings, and equipment cost basis	1,596,824.	
	10b	Less: accumulated depreciation Complete Part VI of Schedule D	417,724.	10c 1,179,100.
	11	Investments – publicly-traded securities	8,904,101.	11 9,285,581.
	12	Investments – other securities See Part IV, line 11		12
	13	Investments – program-related. See Part IV, line 11		13
	14	Intangible assets		14 222,333.
	15	Other assets. See Part IV, line 11	94,508.	15 445,500.
16	Total assets. Add lines 1 through 15 (must equal line 34)	25,045,985.	16 21,688,915.	
LIABILITIES	17	Accounts payable and accrued expenses	278,489.	17 390,563.
	18	Grants payable		18
	19	Deferred revenue		19
	20	Tax-exempt bond liabilities		20
	21	Escrow account liability Complete Part IV of Schedule D		21
	22	Payables to current and former officers, directors, trustees, key employees, highest compensated employees, and disqualified persons. Complete Part II of Schedule L		22
	23	Secured mortgages and notes payable to unrelated third parties		23
	24	Unsecured notes and loans payable		24
	25	Other liabilities. Complete Part X of Schedule D	518,909.	25 460,410.
	26	Total liabilities. Add lines 17 through 25	797,398.	26 850,973.
NET ASSETS OR FUND BALANCES	Organizations that follow SFAS 117, check here <input checked="" type="checkbox"/> and complete lines 27 through 29 and lines 33 and 34.			
	27	Unrestricted net assets	6,450,461.	27 7,693,289.
	28	Temporarily restricted net assets	15,798,126.	28 11,144,653.
	29	Permanently restricted net assets	2,000,000.	29 2,000,000.
	Organizations that do not follow SFAS 117, check here <input type="checkbox"/> and complete lines 30 through 34.			
	30	Capital stock or trust principal, or current funds		30
	31	Paid-in or capital surplus, or land, building, and equipment fund		31
	32	Retained earnings, endowment, accumulated income, or other funds		32
	33	Total net assets or fund balances.	24,248,587.	33 20,837,942.
	34	Total liabilities and net assets/fund balances	25,045,985.	34 21,688,915.

Part XI Financial Statements and Reporting

- 1 Accounting method used to prepare the Form 990 Cash Accrual Other
- 2a Were the organization's financial statements compiled or reviewed by an independent accountant?
- b Were the organization's financial statements audited by an independent accountant?
- c If 'Yes' to 2a or 2b, does the organization have a committee that assumes responsibility for oversight of the audit, review, or compilation of its financial statements and selection of an independent accountant?
- 3a As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the Single Audit Act and OMB Circular A-133?
- b If 'Yes,' did the organization undergo the required audit or audits?

	Yes	No
2a		X
2b	X	
2c	X	
3a		
3b		

SCHEDULE A (Form 990 or 990-EZ)

Public Charity Status and Public Support

OMB No 1545-0047

2008

To be completed by all section 501 (c)(3) organizations and section 4947(a)(1) nonexempt charitable trusts.

Open to Public Inspection

Department of the Treasury Internal Revenue Service

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

Name of the organization

Employer identification number

THE ONE CAMPAIGN

01-0593565

Part I Reason for Public Charity Status (All organizations must complete this part.) (see instructions)

The organization is not a private foundation because it is (Please check only one organization)

- 1 A church, convention of churches or association of churches described in section 170(b)(1)(A)(i).
2 A school described in section 170(b)(1)(A)(ii). (Attach Schedule E)
3 A hospital or cooperative hospital service organization described in section 170(b)(1)(A)(iii). (Attach Schedule H)
4 A medical research organization operated in conjunction with a hospital described in section 170(b)(1)(A)(iii). Enter the hospital's name, city, and state:
5 An organization operated for the benefit of a college or university owned or operated by a governmental unit described in section 170(b)(1)(A)(iv). (Complete Part II.)
6 A federal, state, or local government or governmental unit described in section 170(b)(1)(A)(v).
7 X An organization that normally receives a substantial part of its support from a governmental unit or from the general public described in section 170(b)(1)(A)(vi). (Complete Part II)
8 A community trust described 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 organized and operated exclusively to test for public safety. See section 509(a)(4). (see instructions)
11 An organization organized and operated exclusively for the benefit of, to perform the functions of, or carry out the purposes of one or more publicly supported organizations described in section 509(a)(1) or section 509(a)(2) See section 509(a)(3). Check the box that describes the type of supporting organization and complete lines 11e through 11h
a Type I b Type II c Type III - Functionally integrated d Type III- Other
e By checking this box, I certify that the organization is not controlled directly or indirectly by one or more disqualified persons other than foundation managers and other than one or more publicly supported organizations described in section 509(a)(1) or section 509(a)(2)
f If the organization received a written determination from the IRS that is a Type I, Type II or Type III supporting organization, check this box
g Since August 17, 2006, has the organization accepted any gift or contribution from any of the following persons?

- (i) a person who directly or indirectly controls, either alone or together with persons described in (ii) and (iii) below, the governing body of the supported organization?
(ii) a family member of a person described in (i) above?
(iii) a 35% controlled entity of a person described in (i) or (ii) above?

Table with 2 columns: Yes, No. Rows for 11g(i), 11g(ii), 11g(iii).

h Provide the following information about the organizations the organization supports

Table with 7 main columns: (i) Name of Supported Organization, (ii) EIN, (iii) Type of organization, (iv) Is the organization in col (i) listed in your governing document?, (v) Did you notify the organization in col (i) of your support?, (vi) Is the organization in col (i) organized in the US?, (vii) Amount of Support. Includes a Total row.

BAA For Privacy Act and Paperwork Reduction Act Notice, see the Instructions for Form 990.

Schedule A (Form 990 or 990-EZ) 2008

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.)

Section A. Public Support

Calendar year (or fiscal year beginning in) ▶	(a) 2004	(b) 2005	(c) 2006	(d) 2007	(e) 2008	(f) Total
1 Gifts, grants, contributions and membership fees received. (Do not include 'unusual grants'.)	3,914,706.	6,660,389.	31,022,201.	5,306,987.	14,993,873.	61,898,156.
2 Tax revenues levied for the organization's benefit and either paid to it or expended on its behalf						
3 The value of services or facilities furnished to the organization by a governmental unit without charge. Do not include the value of services or facilities generally furnished to the public without charge.						
4 Total. Add lines 1-3	3,914,706.	6,660,389.	31,022,201.	5,306,987.	14,993,873.	61,898,156.
5 The portion of total contributions by each person (other than a governmental unit or publicly supported organization) included on line 1 that exceeds 2% of the amount shown on line 11, column (f)						44,386,425.
6 Public support. Subtract line 5 from line 4						17,511,731.

Section B. Total Support

Calendar year (or fiscal year beginning in) ▶	(a) 2004	(b) 2005	(c) 2006	(d) 2007	(e) 2008	(f) Total
7 Amounts from line 4	3,914,706.	6,660,389.	31,022,201.	5,306,987.	14,993,873.	61,898,156.
8 Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources	8,023.	30,721.	105,667.	723,736.	486,597.	1,354,744.
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.)	0.	0.	3,123.	903.	20,083.	24,109.
11 Total support. Add lines 7 through 10						63,277,009.

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 2008 (line 6, column (f) divided by line 11, column (f))	14	27.67%
15 Public support percentage for 2007 Schedule A, Part IV-A, line 26f	15	28.48%

16a 33-1/3 support test – 2008. 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 – 2007. 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 – 2008. 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 – 2007. 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. ▶

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 ▶

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.)

Section A. Public Support

Calendar year (or fiscal yr beginning in) ▶	(a) 2004	(b) 2005	(c) 2006	(d) 2007	(e) 2008	(f) Total
1 Gifts, grants, contributions and membership fees received (Do not include "unusual grants.")						
2 Gross receipts from admissions, merchandise sold or services performed, or facilities furnished in a activity that is related to the organization's tax-exempt purpose						
3 Gross receipts from activities that are not an unrelated trade or business under section 513						
4 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf						
5 The value of services or facilities furnished by a governmental unit to the organization without charge						
6 Total. Add lines 1-5						
7a Amounts included on lines 1, 2, 3 received from disqualified persons						
b Amounts included on lines 2 and 3 received from other than disqualified persons that exceed the greater of 1% of the total of lines 9, 10c, 11, and 12 for the year or \$5,000						
c Add lines 7a and 7b						
8 Public support (Subtract line 7c from line 6)						

Section B. Total Support

Calendar year (or fiscal yr beginning in) ▶	(a) 2004	(b) 2005	(c) 2006	(d) 2007	(e) 2008	(f) Total
9 Amounts from line 6						
10a Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources						
b Unrelated business taxable income (less section 511 taxes) from businesses acquired after June 30, 1975						
c Add lines 10a and 10b						
11 Net income from unrelated business activities not included in line 10b, whether or not the business is regularly carried on						
12 Other income. Do not include gain or loss from the sale of capital assets (Explain in Part IV)						
13 Total support. (add lns 9, 10c, 11, and 12)						

14 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

15 Public support percentage for 2008 (line 8, column (f) divided by line 13, column (f))	15	%
16 Public support percentage from 2007 Schedule A, Part IV-A, line 27g	16	%

Section D. Computation of Investment Income Percentage

17 Investment income percentage for 2008 (line 10c, column (f) divided by line 13, column (f))	17	%
18 Investment income percentage from 2007 Schedule A, Part IV-A, line 27h	18	%

19a 33-1/3 support tests – 2008. If the organization did not check the box on line 14, and line 15 is more than 33-1/3%, and line 17 is not more than 33-1/3%, check this box and **stop here.** The organization qualifies as a publicly supported organization

b 33-1/3 support tests – 2007. If the organization did not check a box on line 14 or 19a, and line 16 is more than 33-1/3%, and line 18 is not more than 33-1/3%, check this box and **stop here.** The organization qualifies as a publicly supported organization

20 Private foundation. If the organization did not check a box on line 14, 19a, or 19b, check this box and see instructions

Part IV Supplemental Information. Complete this part to provide the explanation required by Part II, line 10; Part II, line 17a or 17b; or Part III, line 12. Provide any other additional information. (see instructions)

Pt II Line 17a: SEE ATTACHED STATEMENT D

Other Income Part II, Line 10

Description: MISCELLANEOUS REVENUE

2004: 0.

2005: 0.

2006: 3123.

2007: 903.

2008: 20083.

SCHEDULE C
(Form 990 or 990-EZ)

Political Campaign and Lobbying Activities

OMB No 1545-0047

2008

Open to Public Inspection

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

▶ **To be completed by organizations described below.**

▶ **Attach to Form 990 or Form 990-EZ.**

Department of the Treasury
Internal Revenue Service

If the organization answered 'Yes,' to Form 990, Part IV, line 3, or Form 990-EZ, Part VI, 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.

If the organization answered 'Yes,' to Form 990, Part IV, line 5 (Proxy Tax), then

- Section 501(c)(4), (5), or (6) organizations. Complete Part III.

Name of organization

Employer identification number

THE ONE CAMPAIGN

01-0593565

Part I-A To be completed by all organizations exempt under section 501(c) and section 527 organizations.

See the instructions for Schedule C for details.

- 1 Provide a description of the organization's direct and indirect political campaign activities in Part IV
- 2 Political expenditures ▶ \$ _____
- 3 Volunteer hours

Part I-B To be completed by all organizations exempt under section 501(c)(3).

See the instructions for Schedule C for details.

- 1 Enter the amount of any excise tax incurred by the organization under section 4955 ▶ \$ _____
- 2 Enter the amount of any excise tax incurred by organization managers under section 4955 ▶ \$ _____
- 3 If the organization incurred a section 4955 tax, did it file Form 4720 for this year? Yes No
- 4a Was a correction made? Yes No
- b If 'Yes,' describe in Part IV

Part I-C To be completed by all organizations exempt under section 501(c), except section 501(c)(3).

See the instructions for Schedule C for details.

- 1 Enter the amount directly expended by the filing organization for section 527 exempt function activities ▶ \$ _____
- 2 Enter the amount of the filing organization's funds contributed to other organizations for section 527 exempt function activities ▶ \$ _____
- 3 Total of direct and indirect exempt function expenditures Add lines 1 and 2 and enter here and on Form 1120-POL, line 17b ▶ \$ _____
- 4 Did the filing organization file **Form 1120-POL** for this year? Yes No
- 5 State the names, addresses and employer identification number (EIN) of all section 527 political organizations to which payments were made. Enter the amount paid and indicate if the amount was paid from the filing organization's funds or were political contributions received and promptly and directly delivered to a separate political organization, such as a separate segregated fund or a political action committee (PAC). If additional space is needed, provide information in Part IV.

(a) Name	(b) Address	(c) EIN	(d) Amount paid from filing organization's own internal 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-

Part II-A To be completed by organizations exempt under section 501(c)(3) that filed Form 5768 (election under section 501(h)). See the instructions for Schedule C for details.

- A** Check if the filing organization belongs to an affiliated group.
B Check if the filing organization checked box A and 'limited control' provisions apply

Limits on Lobbying Expenditures – (The term 'expenditures' means amounts paid or incurred.)		(a) Filing organization's totals	(b) Affiliated group totals
1 a Total lobbying expenditures to influence public opinion (grass roots lobbying)		0.	
b Total lobbying expenditures to influence a legislative body (direct lobbying)		997,396.	
c Total lobbying expenditures (add lines 1a and 1b)		997,396.	
d Other exempt purpose expenditures		22,660,233.	
e Total exempt purpose expenditures (add lines 1c and 1d)		23,657,629.	
f Lobbying nontaxable amount. Enter the amount from the following table in both columns		1,000,000.	
If the amount on line 1e, column (a) or (b) is: The lobbying nontaxable amount is Not over \$500,000 20% of the amount on line 1e Over \$500,000 but not over \$1,000,000 \$100,000 plus 15% of the excess over \$500,000 Over \$1,000,000 but not over \$1,500,000 \$175,000 plus 10% of the excess over \$1,000,000. Over \$1,500,000 but not over \$17,000,000 \$225,000 plus 5% of the excess over \$1,500,000 Over \$17,000,000 \$1,000,000			
g Grassroots nontaxable amount (enter 25% of line 1f)		250,000.	
h Subtract line 1g from line 1a. Enter -0- if line g is more than line a		0.	
i Subtract line 1f from line 1c. Enter -0- if line f is more than line c		0.	
j If there is an amount other than zero on either line 1h or line 1i, did the organization file Form 4720 reporting section 4911 tax for this year?			<input type="checkbox"/> Yes <input type="checkbox"/> No

4-Year Averaging Period Under Section 501(h)
 (Some organizations that made a section 501(h) election do not have to complete all of the five columns below. See the instructions for lines 2a through 2f.)

Lobbying Expenditures During 4-Year Averaging Period					
Calendar year (or fiscal year beginning in)	(a) 2005	(b) 2006	(c) 2007	(d) 2008	(e) Total
2a Lobbying non-taxable amount	446,337.	452,339.	532,132.	1,000,000.	2,430,808.
b Lobbying ceiling amount (150% of line 2a, column (e))					3,646,212.
c Total lobbying expenditures	116,312.	369,946.	756,870.	997,396.	2,240,524.
d Grassroots non-taxable amount	111,584.	113,085.	133,033.	250,000.	607,702.
e Grassroots ceiling amount (150% of line 2d, column (e))					911,553.
f Grassroots lobbying expenditures	9,001.	954.	0.	0.	9,955.

BAA

Part II-B To be completed by organizations exempt under section 501(c)(3) that have NOT filed Form 5768 (election under section 501(h)). See the instructions for Schedule C for details.

	(a)		(b)
	Yes	No	Amount
1 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?			
b Paid staff or management (include compensation in expenses reported on lines 1c through 1i)?			
c Media advertisements?			
d Mailings to members, legislators, or the public?			
e 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 other means?			
i Other activities? If 'Yes,' describe in Part IV			
j Total lines 1c through 1i			
2a 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			
d If the filing organization incurred a section 4912 tax, did it file Form 4720 for this year?			

Part III-A To be completed by all organizations exempt under section 501(c)(4), section 501(c)(5), or section 501(c)(6). See the instructions for Schedule C for details.

	Yes	No
1 Were substantially all (90% or more) dues received nondeductible by members?	1	
2 Did the organization make only in-house lobbying expenditures of \$2,000 or less?	2	
3 Did the organization agree to carryover lobbying and political expenditures from the prior year?	3	

Part III-B To be completed by all organizations exempt under section 501(c)(4), section 501(c)(5), or section 501(c)(6) if BOTH Part III-A, questions 1 and 2 are answered 'No' OR if Part III-A, question 3 is answered 'Yes.' See Schedule C Instructions for details.

1 Dues, assessments and similar amounts from members	1	
2 Section 162(e) non-deductible lobbying and political expenditures (do not include amounts of political expenses for which the section 527(f) tax was paid):		
a Current year	2a	
b Carryover from last year	2b	
c Total	2c	
3 Aggregate amount reported in section 6033(e)(1)(A) notices of nondeductible section 162(e) dues	3	
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 political expenditure next year?	4	
5 Taxable amount of lobbying and political expenditures (line 2c total minus 3 and 4)	5	

Part IV Supplemental Information

Complete this part to provide the descriptions required for Part I-A, line 1; Part I-B, line 4, Part I-C, line 5, and Part II-B, line 1. Also, complete this part for any additional information.

Part IV Supplemental Information *(continued)*

Area with horizontal dashed lines for supplemental information.

**SCHEDULE D
(Form 990)**

Department of the Treasury
Internal Revenue Service

Supplemental Financial Statements

Attach to Form 990. To be completed by organizations that answered 'Yes' to Form 990, Part IV, lines 6, 7, 8, 9, 10, 11, or 12.

OMB No 1545-0047

2008

Open to Public Inspection

Name of the organization

Employer identification number

THE ONE CAMPAIGN

01-0593565

Part I Organizations Maintaining Donor Advised Funds or Other Similar Funds or Accounts Complete if the organization answered 'Yes' to Form 990, Part IV, line 6.

	(a) Donor advised funds	(b) Funds and other accounts
1 Total number at end of year		
2 Aggregate contributions to (during year)		
3 Aggregate grants from (during year)		
4 Aggregate value at end of year		

- 5 Did the organization inform all donors and donor advisors in writing that the assets held in donor advised funds are the organization's property, subject to the organization's exclusive legal control? Yes No
- 6 Did the organization inform all grantees, donors, and donor advisors in writing that grant funds may be used only for charitable purposes and not for the benefit of the donor or donor advisor or other impermissible private benefit? Yes No

Part II Conservation Easements Complete if the organization answered 'Yes' to Form 990, Part IV, line 7.

- 1 Purpose(s) of conservation easements held by the organization (check all that apply).
- Preservation of land for public use (e.g., recreation or pleasure) Preservation of an historically important land area
- Protection of natural habitat Preservation of certified historic structure
- Preservation of open space
- 2 Complete lines 2a-2d if the organization held a qualified conservation contribution in the form of a conservation easement on the last day of the tax year

	Held at the End of the Year
a Total number of conservation easements	2a
b Total acreage restricted by conservation easements	2b
c Number of conservation easements on a certified historic structure included in (a)	2c
d Number of conservation easements included in (c) acquired after 8/17/06	2d

- 3 Number of conservation easements modified, transferred, released, extinguished, or terminated by the organization during the taxable year ▶ _____
- 4 Number of states where property subject to conservation easement is located ▶ _____
- 5 Does the organization have a written policy regarding the periodic monitoring, inspection, violations, and enforcement of the conservation easement it holds? Yes No
- 6 Staff or volunteer hours devoted to monitoring, inspecting, and enforcing easements during the year ▶ _____
- 7 Amount of expenses incurred in monitoring, inspecting, and enforcing easements during the year ▶ \$ _____
- 8 Does each conservation easement reported on line 2(d) above satisfy the requirements of section 170(h)(4)(B)(i) and 170(h)(4)(B)(ii)? Yes No
- 9 In Part XIV, describe how the organization reports conservation easements in its revenue and expense statement, and balance sheet, and include, if applicable, the text of the footnote to the organization's financial statements that describes the organization's accounting for conservation easements

Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets Complete if the organization answered 'Yes' to Form 990, Part IV, line 8.

- 1 a If the organization elected, as permitted under SFAS 116, not to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide, in Part XIV, the text of the footnote to its financial statements that describes these items
- b If the organization elected, as permitted under SFAS 116, not to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide the following amounts relating to these items:
- (i) Revenues included in Form 990, Part VIII, line 1 ▶ \$ _____
- (ii) Assets included in Form 990, Part X ▶ \$ _____
- 2 If the organization received or held works of art, historical treasures, or other similar assets for financial gain, provide the following amounts required to be reported under SFAS 116 relating to these items:
- a Revenues included in Form 990, Part VIII, line 1 ▶ \$ _____
- b Assets included in Form 990, Part X ▶ \$ _____

Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets (continued)

- 3 Using the organization's accession and other records, check any of the following that are a significant use of its collection items (check all that apply):
- a Public exhibition
 - b Scholarly research
 - c Preservation for future generations
 - d Loan or exchange programs
 - e Other _____
- 4 Provide a description of the organization's collections and explain how they further the organization's exempt purpose in Part XIV.
- 5 During the year, did the organization solicit or receive donations of art, historical treasures, or other similar assets to be sold to raise funds rather than to be maintained as part of the organization's collection? Yes No

Part IV Trust, Escrow and Custodial Arrangements Complete if organization answered 'Yes' to Form 990, Part IV, line 9, or reported an amount on Form 990, Part X, line 21.

- 1a Is the organization an agent, trustee, custodian, or other intermediary for contributions or other assets not included on Form 990, Part X? Yes No
- b If 'Yes,' explain the arrangement in Part XIV and complete the following table:
- | | Amount |
|---------------------------------|--------|
| c Beginning balance | 1c |
| d Additions during the year | 1d |
| e Distributions during the year | 1e |
| f Ending balance | 1f |
- 2a Did the organization include an amount on Form 990, Part X, line 21? Yes No
- b If 'Yes,' explain the arrangement in Part XIV.

Part V Endowment Funds Complete if organization answered 'Yes' to Form 990, Part IV, line 10.

	(a) Current year	(b) Prior year	(c) Two years back	(d) Three years back	(e) Four years back
1a Beginning of year balance	2,044,687.				
b Contributions	0.				
c Investment earnings or losses	55,313.				
d Grants or scholarships	100,000.				
e Other expenditures for facilities and programs	0.				
f Administrative expenses	0.				
g End of year balance	2,000,000.				

- 2 Provide the estimated percentage of the year end balance held as:
- a Board designated or quasi-endowment ▶ 0.00 %
 - b Permanent endowment ▶ 100.00 %
 - c Term endowment ▶ 0.00 %
- 3a Are there endowment funds not in the possession of the organization that are held and administered for the organization by
- | | Yes | No |
|-----------------------------|-----|----|
| (i) unrelated organizations | | X |
| (ii) related organizations | | X |
| 3b | | |
- b If 'Yes' to 3a(ii), are the related organizations listed as required on Schedule R?
- 4 Describe in Part XIV the intended uses of the organization's endowment funds

Part VI Investments—Land, Buildings, and Equipment. See Form 990, Part X, line 10.

Description of investment	(a) Cost or other basis (investment)	(b) Cost or other basis (other)	(c) Depreciation	(d) Book Value
1a Land				
b Buildings				
c Leasehold improvements	738,121.		113,119.	625,002.
d Equipment	596,125.		262,402.	333,723.
e Other	262,578.		42,203.	220,375.
Total. Add lines 1a-1e (Column (d) should equal Form 990, Part X, column (B), line 10(c).)				1,179,100.

Part VII Investments—Other Securities See Form 990, Part X, line 12.

(a) Description of security or category (including name of security)	(b) Book value	(c) Method of valuation Cost or end-of-year market value
Financial derivatives and other financial products		
Closely-held equity interests		
Other		

Total. (Column (b) should equal Form 990 Part X, col. (B) line 12.) ▶		

Part VIII Investments—Program Related (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
Total. Column (b) (should equal Form 990, Part X, Col. (B) line 13) ▶		

Part IX Other Assets (See Form 990, Part X, line 15)

(a) Description	(b) Book value
DEPOSITS	93,740.
WEBSITE COSTS	351,760.
Total. Column (b) Total (should equal Form 990, Part X, col. (B), line 15) ▶	445,500.

Part X Other Liabilities (See Form 990, Part X, line 25)

(a) Description of Liability	(b) Amount
Federal Income Taxes	
DEFERRED LEASE INCENTIVE	460,410.
Total. Column (b) Total (should equal Form 990, Part X, col. (B) line 25) ▶	460,410.

In Part XIV, provide the text of the footnote to the organization's financial statements that reports the organization's liability for uncertain tax positions under FIN 48.

Part XI Reconciliation of Change in Net Assets from Form 990 to Financial Statements

1	Total revenue (Form 990, Part VIII, column (A), line 12)	
2	Total expenses (Form 990, Part IX, column (A), line 25)	
3	Excess or (deficit) for the year. Subtract line 2 from line 1	
4	Net unrealized gains (losses) on investments	
5	Donated services and use of facilities	
6	Investment expenses	
7	Prior period adjustments	
8	Other (Describe in Part XIV)	
9	Total adjustments (net). Add lines 4-8	
10	Excess or (deficit) for the year per financial statements. Combine lines 3 and 9	

Part XII Reconciliation of Revenue per Audited Financial Statements With Revenue per Return

1	Total revenue, gains, and other support per audited financial statements		1
2	Amounts included on line 1 but not on Form 990, Part VIII, line 12:		
	a Net unrealized gains on investments	2a	
	b Donated services and use of facilities	2b	
	c Recoveries of prior year grants	2c	
	d Other (Describe in Part XIV)	2d	
	e Add lines 2a through 2d		2e
3	Subtract line 2e from line 1		3
4	Amounts included on Form 990, Part VIII, line 12, but not on line 1:		
	a Investments expenses not included on Form 990, Part VIII, line 7b	4a	
	b Other (Describe in Part XIV)	4b	
	c Add lines 4a and 4b		4c
5	Total revenue. Add lines 3 and 4c. (This should equal Form 990, Part I, line 12.)		5

Part XIII Reconciliation of Expenses per Audited Financial Statements With Expenses per Return

1	Total expenses and losses per audited financial statements		1
2	Amounts included on line 1 but not on Form 990, Part IX, line 25:		
	a Donated services and use of facilities	2a	
	b Prior year adjustments	2b	
	c Losses reported on Form 990, Part IX, line 25	2c	
	d Other (Describe in Part XIV)	2d	
	e Add lines 2a through 2d		2e
3	Subtract line 2e from line 1		3
4	Amounts included on Form 990, Part IX, line 25, but not on line 1:		
	a Investments expenses not included on Form 990, Part VIII, line 7b	4a	
	b Other (Describe in Part XIV)	4b	
	c Add lines 4a and 4b		4c
5	Total expenses. Add lines 3 and 4c (This should equal Form 990, Part I, line 18)		5

Part XIV Supplemental Information

Complete this part to 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, Part XI, line 8, Part XII, lines 2d and 4b, and Part XIII, lines 2d and 4b

Pt V Line 4 THE ENDOWMENT FUNDS ARE USED FOR THE ONE AFRICA AWARD.

THE ONE AFRICA AWARD HONORS AN OUTSTANDING INDIVIDUAL, CIVIL

SOCIETY ORGANIZATION OR ADVOCACY GROUP BASED IN AFRICA THAT HAS

DEMONSTRATED EXCELLENCE AND SUCCESS IN ADVANCING THE

MILLENIUM DEVELOPMENT GOALS AT A NATIONAL, REGIONAL

OR COMMUNITY LEVEL. EVERY YEAR, A RECIPIENT WILL RECEIVED

\$100,000 TO ADVANCE AND EXPAND UPON THEIR WORK.

**Schedule F
(Form 990)**

Statement of Activities Outside the United States

OMB No 1545-0047

2008

**Open to Public
Inspection**

Department of the Treasury
Internal Revenue Service

▶ **Attach to Form 990. Complete if the organization answered 'Yes' to
Form 990, Part IV, line 14b, line 15, or line 16.**

Name of the organization

Employer identification number

THE ONE CAMPAIGN

01-0593565

Part I **General Information on Activities Outside the United States.** Complete if the organization answered 'Yes' to Form 990, Part IV, line 14b.

1 For grantmakers. Does the organization maintain records to substantiate the amount of the grants or assistance, the grantees' eligibility for the grants or assistance, and the selection criteria used to award the grants or assistance? **Yes** **No**

2 For grantmakers. Describe in Part IV the organization's procedures for monitoring the use of grant funds outside the United States.

3 Activities per Region (Use Schedule F-1 (Form 990) if additional space is needed)

(a) Region	(b) Number of offices in the region	(c) Number of employees or agents in region	(d) Activities conducted in region (by type) (i.e., fundraising, program services, grants to recipients located in the region)	(e) If activity listed in (d) is a program service, describe specific type of service(s) in region	(f) Total expenditures in region
Europe	2	14	PROGRAM SERVICES	SEE STATEMENT C	3,282,000.
Sub-Saharan Africa	1	1	PROGRAM SERVICES	SEE STATEMENT C	220,000.
Totals	3	15			3,502,000.

BAA For Privacy Act and Paperwork Reduction Act Notice, see the Instructions for Form 990.

Schedule F (Form 990) (2008)

Part II Grants and Other Assistance to Organizations or Entities Outside the United States. Complete if the organization answered 'Yes' to Form 990, Part IV, line 15, for any recipient who received more than \$5,000. Check this box if no one recipient received more than \$5,000 Use Schedule F-1 (Form 990) if additional space is needed.

1	(a) Name of organization	(b) IRS code section and EIN (if applicable)	(c) Region	(d) Purpose of grant	(e) Amount of cash grant	(f) Manner of cash disbursement	(g) Amount of non-cash assistance	(h) Description of non-cash assistance	(i) Method of valuation (book, FMV, appraisal, other)
			Sub-Saharan Africa	SEE SCHEDULE O	44,930.	WIRE	0.	0	0
			Sub-Saharan Africa	SEE SCHEDULE O	100,000.	WIRE	0.	0	0
			North America	POVERTY HISTORY	14,854.	WIRE	0.	0	0

2 Enter total number of organizations that are recognized as charities by the foreign country or for which the grantee or counsel has provided a section 501(c)(3) equivalency letter ▶ 0

3 Enter total number of other organizations or entities ▶ 3

Part III Grants and Other Assistance to Individuals Outside the United States. Complete if the organization answered 'Yes' to Form 990, Part IV, line 16. Use Schedule F-1 (Form 990) if additional space is needed.

(a) Type of grant or assistance	(b) Region	(c) Number of recipients	(d) Amount of cash grant	(e) Manner of cash disbursement	(f) Amount of non-cash assistance	(g) Description of non-cash assistance	(h) Method of valuation (book, FMV, appraisal, other)

Part IV Supplemental Information

Complete this part to provide the information required in Part I, line 2, and any other additional information.

Pt I Line 2 GRANTS ARE IN ACCORDANCE WITH THE ONE CAMPAIGN'S
MISSION AND PROGRAM GOALS, WHICH ARE ESTABLISHED
AT THE BEGINNING OF THE YEAR.

**SCHEDULE I
(Form 990)**

**Grants and Other Assistance to Organizations,
Governments and Individuals in the U.S.**

OMB No 1545-0047

2008

**Open to Public
Inspection**

Department of the Treasury
Internal Revenue Service

▶ **Complete if the organization answered 'Yes,' on Form 990, Part IV, lines 21 or 22.
▶ Attach to Form 990.**

Name of the organization

Employer identification number

THE ONE CAMPAIGN

01-0593565

Part I General Information on Grants and Assistance

1 Does the organization maintain records to substantiate the amount of the grants or assistance, the grantees' eligibility for the grants or assistance, and the selection criteria used to award the grants or assistance? Yes No

2 Describe in Part IV the organization's procedures for monitoring the use of grant funds in the United States

Part II Grants and Other Assistance to Governments and Organizations in the United States. Complete if the organization answered 'Yes' on Form 990, Part IV, line 21 for any recipient that received more than \$5,000. Check this box if no one recipient received more than \$5,000. Use Part IV and Schedule I-1 (Form 990) if additional space is needed ▶

1 (a) Name and address of organization or government	(b) EIN	(c) IRC section if applicable	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of non cash assistance	(h) Purpose of grant or assistance
INTERACTION 1400 16TH STREET, NW WASHINGTON DC 20036	13-3287064	501c3	23,750.	0.0		0	PROG. SUPPORT

2 Enter total number of section 501(c)(3) and government organizations

▶ 1

3 Enter total number of other organizations

▶ 0

Part III Grants and Other Assistance to Individuals in the United States. Complete if the organization answered 'Yes' on Form 990, Part IV, line 22.
Use Schedule I-1 (Form 990) if additional space is needed.

(a) Type of grant or assistance	(b) Number of recipients	(c) Amount of cash grant	(d) Amount of non-cash assistance	(e) Method of valuation (book, FMV, appraisal, other)	(f) Description of non-cash assistance

Part IV Supplemental Information. Complete this part to provide the information required in Part I, line 2, and any other additional information.

Pt I Line 2 GRANTS ARE IN ACCORDANCE WITH THE ONE CAMPAIGN'S MISSION AND PROGRAM

Pt I Line 2 GOALS, WHICH ARE ESTABLISHED AT THE BEGINNING OF THE YEAR.

**SCHEDULE J
(Form 990)**

Department of the Treasury
Internal Revenue Service

Compensation Information

For certain Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees

Attach to Form 990. To be completed by organizations that answered 'Yes' to Form 990, Part IV, line 23.

OMB No 1545-0047

2008

Open to Public Inspection

Name of the organization

THE ONE CAMPAIGN

Employer identification number

01-0593565

Part I Questions Regarding Compensation

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.

- | | |
|--|--|
| <input type="checkbox"/> First-class or charter travel | <input type="checkbox"/> Housing allowance or residence for personal use |
| <input type="checkbox"/> Travel for companions | <input type="checkbox"/> Payments for business use of personal residence |
| <input type="checkbox"/> Tax indemnification and gross-up payments | <input type="checkbox"/> Health or social club dues or initiation fees |
| <input type="checkbox"/> Discretionary spending account | <input type="checkbox"/> Personal services (e.g., maid, chauffeur, chef) |

b If line 1a is 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

2 Did the organization require substantiation prior to reimbursing or allowing expenses incurred by all officers, directors, trustees, and the CEO/Executive Director, regarding the items checked in line 1a?

3 Indicate which, if any, of the following organization uses to establish the compensation of the organization's CEO/Executive Director. Check all that apply

- | | |
|---|---|
| <input checked="" type="checkbox"/> Compensation committee | <input checked="" type="checkbox"/> Written employment contract |
| <input checked="" type="checkbox"/> Independent compensation consultant | <input checked="" type="checkbox"/> Compensation survey or study |
| <input checked="" type="checkbox"/> Form 990 of other organizations | <input checked="" type="checkbox"/> Approval by the board or compensation committee |

4 During the year, did any person listed in Form 990, Part VII, Section A, line 1a

- a** Receive a severance payment or change of control payment?
- b** Participate in, or receive payment from, a supplemental nonqualified retirement plan?
- c** Participate in, or receive payment from, an equity-based compensation arrangement?
- If 'Yes' to any of 4a-c, list the persons and provide the applicable amounts for each item in Part III.

Only 501(c)(3) and 501(c)(4) organizations must complete lines 5-8.

5 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

6 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

- a** The organization?
- b** Any related organization?
- If 'Yes' to line 6a or 6b, describe in Part III

7 For person 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

8 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 Regs section 53.4958-4(a)(3)? If 'Yes,' describe in Part III

	Yes	No
1 b		
2		
4 a		X
4 b		X
4 c		X
5 a		X
5 b		X
6 a		X
6 b		X
7		X
8		X

BAA For Privacy Act and Paperwork Reduction Act Notice, see the Instructions for Form 990.

Schedule J (Form 990) 2008

Part II Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees. Use Schedule J-1 if additional space is needed.

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) must equal the applicable column (D) or column (E) amounts on Form 990, Part VII, line 1a.

(A) Name		(B) Breakdown of W-2 and/or 1099-MISC compensation			(C) Deferred compensation	(D) Nontaxable benefits	(E) Total of columns (B)(i)-(D)	(F) Compensation reported in prior Form 990 or Form 990-EZ
		(i) Base compensation	(ii) Bonus and incentive compensation	(iii) Other compensation				
DAVID LANE	(i)	284,590.	0.	0.	0.	29,548.	314,138.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
JAMIE DRUMMOND	(i)	173,742.	0.	0.	0.	37,367.	211,109.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
KEN WEBER	(i)	173,809.	0.	0.	0.	19,953.	193,762.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
THOMAS HART	(i)	192,741.	0.	0.	0.	22,225.	214,966.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
ERIN THORNTON	(i)	158,458.	0.	0.	0.	16,902.	175,360.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
LIESL HICKEY	(i)	170,562.	0.	0.	0.	20,183.	190,745.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
KATHLEEN MCKIERNAN	(i)	175,426.	0.	0.	0.	16,025.	191,451.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
DAYNA CADE	(i)	186,707.	0.	0.	0.	19,022.	205,729.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
	(i)							
	(ii)							
	(i)							
	(ii)							
	(i)							
	(ii)							
	(i)							
	(ii)							
	(i)							
	(ii)							
	(i)							
	(ii)							

Part III Supplemental Information

Complete this part to provide the information, explanation, or descriptions required for Part I, lines 1a, 1b, 4c, 5a, 5b, 6a, 6b, 7, and 8. Also complete this part for any additional information.

----- AS REFLECTED ON SCHEDULE R, QUESTION 1(n), THE ONE CAMPAIGN SHARES PAID EMPLOYEES -----

----- WITH ONE ACTION, ITS AFFILIATED SECTION 501(C)(4) ORGANIZATION. THE ONE CAMPAIGN -----

----- IS THE STATUTORY EMPLOYER OF ALL SHARED EMPLOYEES. CERTAIN EMPLOYEES ALLOCATE THEIR -----

----- TIME BETWEEN THE TWO ORGANIZATIONS, AND ONE ACTION REIMBURSES THE ONE CAMPAIGN FOR -----

----- ONE ACTION'S ALLOCABLE SHARE OF SALARY, BENEFITS AND RELATED OVERHEAD. THE ONE CAMPAIGN -----

----- HAS REPORTED ALL COMPENSATION PAID BY IT, INCLUDING SUCH PORTIONS REIMBURSED -----

----- BY ONE ACTION, ON THIS SCHEDULE J. -----

**SCHEDULE M
(Form 990)**

Department of the Treasury
Internal Revenue Service

Non-Cash Contributions

► To be completed by organizations that answered 'Yes'
on Form 990, Part IV, lines 29 or 30.
► Attach to Form 990.

OMB No 1545-0047

2008

**Open to Public
Inspection**

Name of the organization

THE ONE CAMPAIGN

Employer identification number

01-0593565

Part I Types of Property

	(a) Check if applicable	(b) Number of Contributions	(c) Revenues reported on Form 990, Part VIII, line 1g	(d) Method of determining revenues
1 Art—Works of art				
2 Art—Historical treasures				
3 Art—Fractional interests				
4 Books and publications				
5 Clothing and household goods				
6 Cars and other vehicles				
7 Boats and planes				
8 Intellectual property				
9 Securities—Publicly traded				
10 Securities—Closely held stock	X	3	4,100,042.	FAIR MARKET VALUE
11 Securities—Partnership, LLC, or trust interests				
12 Securities—Miscellaneous				
13 Qualified conservation contribution (historic structures)				
14 Qualified conservation contribution (other)				
15 Real estate—Residential				
16 Real estate—Commercial				
17 Real estate—Other				
18 Collectibles				
19 Food inventory				
20 Drugs and medical supplies				
21 Taxidermy				
22 Historical artifacts				
23 Scientific specimens				
24 Archeological artifacts				
25 Other ► (_____)				
26 Other ► (_____)				
27 Other ► (_____)				
28 Other ► (_____)				

29 Number of Forms 8283 received by the organization during the tax year for contributions for which the organization completed Form 8283, Part IV, Donee Acknowledgement

29

30a During the year, did the organization receive by contribution any property reported in Part I, lines 1-28 that it must hold for at least three years from the date of the initial contribution, and which is not required to be used for exempt purposes for the entire holding period?

b If 'Yes,' describe the arrangement in Part II.

31 Does the organization have a gift acceptance policy that requires the review of any non-standard contributions?

32a Does the organization hire or use third parties or related organizations to solicit, process, or sell noncash contributions?

b If 'Yes,' describe in Part II.

33 If the organization did not report revenues in column (c) for a type of property for which column (a) is checked, describe in Part II

	Yes	No
30a		X
31		X
32a		X
33		

BAA For Privacy Act and Paperwork Reduction Act Notice, see the Instructions for Form 990.

Schedule M (Form 990) 2008

Part II Supplemental Information. Complete this part to provide the information required by Part I, lines 30b, 32b, and 33. Also complete this part for any additional information.

A series of horizontal dashed lines for supplemental information.

SCHEDULE O
(Form 990)

Department of the Treasury
Internal Revenue Service

Supplemental Information to Form 990

► **Attach to Form 990. To be completed by organizations to provide additional information for responses to specific questions for the Form 990 or to provide any additional information.**

OMB No 1545-0047

2008

Open to Public Inspection

Name of the organization

THE ONE CAMPAIGN

Employer identification number

01-0593565

Pt VI-A, Line 2 BONO AND BOBBY SHRIVER ARE THE CO-FOUNDERS OF (RED).

Pt VI-A, Line 10 THE FINANCE DIRECTOR PREPARES THE SCHEDULES AND

DOCUMENTATION FOR THE INDEPENDENT AUDITORS TO

COMPLETE THE FORM 990. ONCE COMPLETED, THE 990

IS REVIEWED BY THE CHIEF OPERATING OFFICER (BOARD

SECRETARY), CHAIRMAN, LEGAL COUNSEL AND EXECUTIVE COMMITTEE OF

THE BOARD OF DIRECTORS.

Pt VI-B, Line 15 AN INDEPENDENT COMPENSATION CONSULTANT WAS RETAINED

TO REVIEW EXECUTIVE LEVEL SALARIES, INCLUDING CEO,

EXECUTIVE DIRECTOR AND OTHER SENIOR MANAGEMENT POSITIONS.

THE FIRM CONDUCTED RESEARCH AND ANALYSIS GLOBALLY AND

CREATED THREE COMPARABLE GROUPS OF NGO'S BASED ON

BUDGET SIZE, MISSION AND LOCATION. THESE WERE USED IN

DETERMINING ACCEPTABLE RANGES FOR EXECUTIVE SALARIES. AN OVERALL

COMPENSATION POLICY WAS DEVELOPED IN CONJUNCTION WITH THIS

RESEARCH AND REVIEWED BY THE CONSULTANT. THE PROPOSED

POLICY AND RECOMMENDED RANGES WERE PRESENTED TO THE EXECUTIVE

COMMITTEE OF THE BOARD OF DIRECTORS, WHICH COMMENTED ON

AND APPROVED BOTH ITEMS. SALARIES FOR EXECUTIVE LEVEL

POSITIONS, WHETHER FILLED OR VACANT, HAVE BEEN

ADJUSTED ACCORDINGLY.

Pt VI-C, Line 19 ALL AVAILABLE UPON REQUEST.

Pt VI-B, Line 12c SEE ATTACHED SCHEDULE C.

SCH F, PART II, LINE 1d TO ASSIST WITH OPEN LETTER AND CAMPAIGN OF SOLIDARITY FOR

ZIMBABWE.

SCH F, PART II, LINE 1d ENGAGING MEDIA IN DEVELOPMENT ON SCIENCE AND PUBLIC

Name of the organization

Employer identification number

THE ONE CAMPAIGN

01-0593565

HEALTH JOURNALISM, PARTICULARLY CHILD AND MATERNAL

HEALTH.

SCHEDULE R
(Form 990)

Department of the Treasury
Internal Revenue Service

Related Organizations and Unrelated Partnerships

▶ **Attach to Form 990. To be completed by organizations that answered 'Yes' to Form 990, Part IV, lines 33, 34, 35, 36, or 37.**
▶ **See separate instructions.**

OMB No 1545-0047

2008

Open to Public Inspection

Name of the organization

THE ONE CAMPAIGN

Employer identification number

01-0593565

Part I Identification of Disregarded Entities

(A) Name, address, and EIN of disregarded entity	(B) Primary activity	(C) Legal domicile (state or foreign country)	(D) Total income	(E) End-of-year assets	(F) Direct controlling entity

Part II Identification of Related Tax-Exempt Organizations

(A) Name, address, and EIN of related organization	(B) Primary activity	(C) Legal domicile (state or foreign country)	(D) Exempt Code section	(E) Public charity status (if section 501(c)(3))	(F) Direct controlling entity
ONE ACTION 02-0544768 1400 EYE STREET, NW, WASHINGTON DC 20005	DIRECT ADVOCACY WITH POLICYMAKERS.	DC	501 c4		N/A

Part III Identification of Related Organizations Taxable as a Partnership

(A) Name, address, and EIN of related organization	(B) Primary Activity	(C) Legal domicile (state or foreign country)	(D) Direct controlling entity	(E) Predominant income (related, investment, unrelated)	(F) Share of total income	(G) Share of end-of-year assets	(H) Dispropor- tionate allocations?		(I) Code V-UBI amount in Box 20 of Schedule K-1 (Form 1065)	(J) General or managing partner?	
							Yes	No		Yes	No

Part IV Identification of Related Organizations Taxable as a Corporation or Trust

(A) Name, address, and EIN of related organization	(B) Primary Activity	(C) Legal domicile (state or foreign country)	(D) Direct controlling entity	(E) Type of entity (C corp, S corp, or trust)	(F) Share of total income	(G) Share of end-of-year assets	(H) Percentage ownership

Part V Transactions With Related Organizations

Note. Complete line 1 if any entity is listed in Parts II, III, or IV.

1 During the tax year did the organization engage in any of the following transactions with one or more related organizations listed in Parts II-IV:

- a** Receipt of **(i)** interest **(ii)** annuities **(iii)** royalties **(iv)** rent from a controlled entity
- b** Gift, grant, or capital contribution to other organization(s)
- c** Gift, grant, or capital contribution from other organization(s)
- d** Loans or loan guarantees to or for other organization(s)
- e** Loans or loan guarantees by other organization(s)

- f** Sale of assets to other organization(s)
- g** Purchase of assets from other organization(s)
- h** Exchange of assets
- i** Lease of facilities, equipment, or other assets to other organization(s)
- j** Lease of facilities, equipment, or other assets from other organization(s)
- k** Performance of services or membership or fundraising solicitations for other organization(s)
- l** Performance of services or membership or fundraising solicitations by other organization(s)
- m** Sharing of facilities, equipment, mailing lists, or other assets
- n** Sharing of paid employees

- o** Reimbursement paid to other organization for expenses
- p** Reimbursement paid by other organization for expenses

- q** Other transfer of cash or property to other organization(s)
- r** Other transfer of cash or property from other organization(s)

	Yes	No
1 a		X
1 b		X
1 c		X
1 d		X
1 e		X
1 f		X
1 g		X
1 h		X
1 i		X
1 j		X
1 k		X
1 l		X
1 m	X	
1 n	X	
1 o	X	
1 p	X	
1 q		X
1 r		X

2 If the answer to any of the above is 'Yes,' see the instructions for information on who must complete this line, including covered relationships and transaction thresholds

(A) Name of other organization	(B) Transaction type (a-r)	(C) Amount involved
(1) ONE ACTION	M, N AND P	658,195.
(2) ONE ACTION	O	57,308.
(3)		
(4)		
(5)		
(6)		

Part VI Unrelated Organizations Taxable as a Partnership

Provide the following information for each entity taxed as a partnership through which the organization conducted more than five percent of its activities (measured by total asset or gross revenue) that was not a related organization See instructions regarding exclusion for certain investment partnerships.

(A) Name, address, and EIN of entity	(B) Primary activity	(C) Legal Domicile (State or Foreign Country)	(D) Are all partners section 501(c)(3) organizations?		(E) Share of end-of-year assets	(F) Dispropor- tionate allocations?		(G) Code V-UBI amount in Box 20 of Schedule K-1 Form (1065)	(H) General or managing partner?	
			Yes	No		Yes	No		Yes	No

Schedule O (Form 990), Supplemental Information to Form 990
Form 990, Page 2, Part III, Line 4d (continued)

4d Describe the exempt purpose achievements for each of the organization's other program services. Section 501(c)(3) and (4) organizations and 4947(a)(1) trusts are required to report the amount of grants and allocations to others, the total expenses, and revenue, if any, for each program service reported.

Code: _____	Description: <u>SEE ATTACHED STATEMENT A FOR OTHER PROGRAMS</u>
Expenses	<u>694,784.</u>
Grants Of	<u>0.</u>
Revenue	<u>0.</u>

Form 990, Page 5, Line 4b
Foreign Countries

- United Kingdom
- Germany

Application for Extension of Time To File an Exempt Organization Return

Department of the Treasury
Internal Revenue Service

▶ **File a separate application for each return.**

- If you are filing for an **Automatic 3-Month Extension**, complete only **Part I** and check this box
 - If you are filing for an **Additional (Not Automatic) 3-Month Extension**, complete only **Part II** (on page 2 of this form).
- Do not complete Part II unless** you have already been granted an automatic 3-month extension on a previously filed Form 8868.

Part I Automatic 3-Month Extension of Time. Only submit original (no copies needed).

A corporation required to file Form 990-T and requesting an automatic 6-month extension – check this box and complete Part I only

All other corporations (including 1120-C filers), partnerships, REMICS, and trusts must use Form 7004 to request an extension of time to file income tax returns

Electronic Filing (e-file). Generally, you can electronically file Form 8868 if you want a 3-month automatic extension of time to file one of the returns noted below (6 months for a corporation required to file Form 990-T). However, you cannot file Form 8868 electronically if (1) you want the additional (not automatic) 3-month extension or (2) you file Forms 990-BL, 6069, or 8870, group returns, or a composite or consolidated Form 990-T. Instead, you must submit the fully completed and signed page 2 (Part II) of Form 8868. For more details on the electronic filing of this form, visit www.irs.gov/efile and click on *e-file for Charities & Nonprofits*.

Type or print	Name of Exempt Organization THE ONE CAMPAIGN	Employer identification number 01-0593565
File by the due date for filing your return. See instructions.	Number, street, and room or suite number. If a P.O. box, see instructions 1400 EYE STREET, NW, #600	
	City, town or post office, state, and ZIP code. For a foreign address, see instructions. WASHINGTON DC 20005	

Check type of return to be filed (file a separate application for each return):

<input checked="" type="checkbox"/> Form 990	<input type="checkbox"/> Form 990-T (corporation)	<input type="checkbox"/> Form 4720
<input type="checkbox"/> Form 990-BL	<input type="checkbox"/> Form 990-T (section 401(a) or 408(a) trust)	<input type="checkbox"/> Form 5227
<input type="checkbox"/> Form 990-EZ	<input type="checkbox"/> Form 990-T (trust other than above)	<input type="checkbox"/> Form 6069
<input type="checkbox"/> Form 990-PF	<input type="checkbox"/> Form 1041-A	<input type="checkbox"/> Form 8870

• The books are in the care of ▶ THE ONE CAMPAIGN

Telephone No. ▶ (202) 639-8010 FAX No. ▶ _____

- If the organization does not have an office or place of business in the United States, check this box
- If this is for a Group Return, enter the organization's four digit Group Exemption Number (GEN) _____. If this is for the whole group, check this box . If it is for part of the group, check this box and attach a list with the names and EINs of all members the extension will cover.

1 I request an automatic 3-month (6 months for a corporation required to file Form 990-T) extension of time until Aug 15, 2009, to file the exempt organization return for the organization named above.
The extension is for the organization's return for:

- ▶ calendar year 2008 or
- ▶ tax year beginning _____, 20____, and ending _____, 20____.

2 If this tax year is for less than 12 months, check reason: Initial return Final return Change in accounting period

3a If this application is for Form 990-BL, 990-PF, 990-T, 4720, or 6069, enter the tentative tax, less any nonrefundable credits. See instructions	3a	\$	0.
b If this application is for Form 990-PF or 990-T, enter any refundable credits and estimated tax payments made. Include any prior year overpayment allowed as a credit	3b	\$	0.
c Balance Due. Subtract line 3b from line 3a. Include your payment with this form, or, if required, deposit with FTD coupon or, if required, by using EFTPS (Electronic Federal Tax Payment System). See instructions	3c	\$	0.

Caution. If you are going to make an electronic fund withdrawal with this Form 8868, see Form 8453-EO and Form 8879-EO for payment instructions.

BAA For Privacy Act and Paperwork Reduction Act Notice, see instructions.

If you are filing for an **Additional (Not Automatic) 3-Month Extension**, complete only **Part II** and check this box

Note. Only complete Part II if you have already been granted an automatic 3-month extension on a previously filed Form 8868.

If you are filing for an **Automatic 3-Month Extension**, complete only **Part I** (on page 1).

Part II Additional (Not Automatic) 3-Month Extension of Time. You must file original and one copy.

Type or print File by the extended due date for filing the return See instructions	Name of Exempt Organization THE ONE CAMPAIGN	Employer identification number 01-0593565 For IRS use only
	Number, street, and room or suite number If a P O box, see instructions 1400 EYE STREET, NW, #600	
	City, town or post office, state, and ZIP code. For a foreign address, see instructions WASHINGTON DC 20005	

Check type of return to be filed (File a separate application for each return):

- Form 990
- Form 990-BL
- Form 990-EZ
- Form 990-PF
- Form 990-T (section 401(a) or 408(a) trust)
- Form 990-T (trust other than above)
- Form 1041-A
- Form 4720
- Form 5227
- Form 6069
- Form 8870

STOP! Do not complete Part II if you were not already granted an automatic 3-month extension on a previously filed Form 8868.

- The books are in care of **JENNIFER HOERL**
Telephone No **(202) 495-2767** FAX No.
- If the organization does not have an office or place of business in the United States, check this box
- If this is for a Group Return, enter the organization's four digit Group Exemption Number (GEN) . If this is for the whole group, check this box . If it is for part of the group, check this box and attach a list with the names and EINs of all members the extension is for.

- 4** I request an additional 3-month extension of time until **Nov 16**, 20 **09**
- 5** For calendar year **2008**, or other tax year beginning , 20 , and ending , 20
- 6** If this tax year is for less than 12 months, check reason: Initial return Final return Change in accounting period
- 7** State in detail why you need the extension . . . **ADDITIONAL TIME IS NEEDED TO GATHER INFORMATION NECESSARY TO FILE A COMPLETE AND ACCURATE RETURN.**

8a If this application is for Form 990-BL, 990-PF, 990-T, 4720, or 6069, enter the tentative tax, less any nonrefundable credits See instructions	8a \$	0.
b If this application is for Form 990-PF, 990-T, 4720, or 6069, enter any refundable credits and estimated tax payments made. Include any prior year overpayment allowed as a credit and any amount paid previously with Form 8868	8b \$	0.
c Balance Due. Subtract line 8b from line 8a. Include your payment with this form, or, if required, deposit with FTD coupon or, if required, by using EFTPS (Electronic Federal Tax Payment System). See instrs	8c \$	0.

Signature and Verification

Under penalties of perjury, I declare that I have examined this form, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete, and that I am authorized to prepare this form

Signature **J. Hoerl** Title **CRA** Date **8/5/09**

Organization's Mission, Page 1, Part I

ONE's mission is to fight extreme poverty and preventable disease around the world, particularly in Africa. ONE achieves change through public education and grassroots mobilization in support of the Millennium Development Goals and by educating global leaders to adopt smart policies and invest in tested, proven solutions.

Program Service Accomplishments, Page 2, Part III

• **The ONE Vote 08 Initiative: \$7,520,034**

The ONE Campaign, in conjunction with ONE Action, created, launched and implemented the ONE Vote 08 Initiative, a broad-based, non-partisan, public education campaign to raise the profile of extreme poverty and global health issues and to ensure that all major 2008 U.S. presidential candidates, regardless of their political affiliation, put forth comprehensive proposals to make the fight against extreme poverty and preventable disease a foreign policy priority. ONE's goal was to increase/strengthen grassroots support for addressing global poverty and health issues as part of the American political process. This campaign mobilized thousands of ONE members and volunteers to highlight issues of extreme poverty and treatable preventable disease and to help get the presidential candidates on the record with specific plans on how they would fight poverty if elected president. ONE and its members were effective in keeping the candidates engaged in debates about global poverty on the campaign trail and securing, and publicizing, the anti-poverty plans of all major presidential candidates.

• **US Public Education and Awareness Raising to Include the following:
\$6,304,353**

The Hunger Crisis Campaign: In response to record soaring prices for staple foods essential to the survival of poor people around the globe, ONE launched a Hunger Crisis Campaign to help get agriculture on the agenda at the 2008 G8 Summit and secure additional commitments for food assistance in order to help increase agricultural productivity in developing countries. The campaign, which called attention to a decades-long decline in funding for agriculture, helped bring attention to the food crisis at a critical moment. More than 140,000 ONE members called on U.S. President George W. Bush and the G8 to take action ahead of the G8. At the G8 Summit, ultimately, the G8 nations collectively announced more than \$10 billion for short- and long-term efforts to deal with the hunger crisis and the longer term solution of increased agricultural productivity in poor countries.

Support for the US President's Emergency Plan for AIDS Relief (PEPFAR): ONE participated in broad-based public education and awareness-raising efforts to highlight the success of the President's Emergency Plan for AIDS Relief (PEPFAR). In part as a result, the reauthorized PEPFAR now includes plans to: double the number of patients on ARV treatment, prevent 12 million new infections, and provide care for 12 million people, including 5 million orphans, affected by the disease. In addition, PEPFAR is now focused on providing food and basic healthcare for patients and family planning. The reauthorization of PEPFAR represents a recommitment by the United States to participate in global efforts to provide universal access to prevention, treatment, and care for AIDS. ONE and other organizations helped to lay the groundwork for the reauthorization of PEPFAR with overwhelming bi-partisan support. ONE's intensive public education, direct advocacy, media engagement and leadership were instrumental in helping to achieve the reauthorization of PEPFAR at \$48 billion over five years from 2009 to 2013.

Support for Increases in U.S. Development Assistance: ONE developed and launched a campaign to increase funding for the International Affairs budget. Budget cuts led ONE, its members and partner organizations to become involved in a massive effort to reinstate this funding. Advocacy efforts raised awareness about the need for targeted support for increases in effective aid. Approved increases to the International Affairs Budget enabled the U.S. Congress to provide additional funding to programs that combat HIV/AIDS, tuberculosis and malaria, and improve basic education, food assistance and other development programs.

The ONE Rwanda Trip: ONE organized a four day trip for a high profile delegation of influencers to Rwanda to witness the impact of U.S.-funded development initiatives on the lives of Rwandans affected by poverty and preventable disease. Led by former congressmen Tom Daschle and Bill Frist, the co-chairs of ONE VOTE 08, this bi-partisan delegation included Cindy McCain, Arkansas Governor Mike Huckabee, John Podesta, Congressman John Kasich, Judy Black, Mike Gerson, Tom Freston, and Jack Oliver. The delegation visited health clinics, schools, coffee washing stations, and the Kigali Genocide Memorial Center. The president of Rwanda, Paul Kagame, also met with the delegation to engage in an informative policy discussion. The ONE Rwanda Trip generated press coverage from MSNBC, CNN, C-SPAN, The Hotline, *Politico*, and the Associated Press.

- **Public Education and Awareness Raising in Europe to include the following: \$6,625,655**

Support for Increases in Germany's 2009 Development Assistance:

ONE led a campaign in Germany to increase official development assistance for Africa in the 2009 budget. Under the slogan, "Nicht aufhören. Weitermachen!" (Don't Stop. Keep it up!), ONE executed four types of campaign actions to raise awareness:

- ONE introduced the animated video Schneller to thousands of people at the Berlinale Film Festival in Berlin. This video profiled funding promises made to Africa by German policymakers and requested increased development assistance in the 2009 budget;
- ONE and a number of international NGO partners, including Bread for the World, Red Cross, Oxfam and the German Global Call to Action Against Poverty sponsored billboards displaying the campaign's slogan in high-profile locations in Berlin. ONE members also paraded wearing walking billboards behind Chancellor Merkel and other senior government officials during live press conferences featured on primetime television;
- Forty prominent German leaders from diverse sectors of society joined ONE in signing an open letter urging leaders to increase official development assistance in the 2009 budget; and
- ONE members helped deliver postcards and fair trade African chocolates with the label "Energy for Africa politics" to Chancellor Merkel and members of the EU parliament.

As a result of these campaign actions, ONE helped to support increased aid to Africa in the 2009 Germany national budget.

The EU Food Facility: ONE and other organizations led a campaign to encourage the E.U. Parliament to agree on a €1 billion package to support small-scale African farmers impacted by the global food crisis. This "EU Food Facility" was proposed by the EU Commission to redirect unspent money from the EU's farm aid system towards agriculture inputs such as seeds and fertilizer for developing countries.

- **Policy Research and Analysis on Aid Tracking, including The 2008 DATA Report, DATA Report Launch and Year-long Bi-Lateral Consultative Process: \$477,370**

The 2008 DATA Report is a detailed accounting of whether or not G8 countries are keeping their aid promises to the world's poorest countries. The report also details what progress is being made in African countries against the Millennium Development Goals (MDGs). The report is the result of a year-long data gathering and analysis process, as well as a series of consultations with G8 aid agencies and other multilateral organizations that track aid and development outcomes. The report is widely viewed as a useful and reliable instrument in the global discussion on aid flows and development progress. The launch of the DATA Report, which in 2008 took place in multiple cities, is regarded as a key moment of accountability for world leaders. As in previous years, the 2008 DATA Report found the G8 to be falling further behind on their commitments.

- **The 2008 ONE Africa Award: \$100,000**

In 2008, ONE presented the ONE Award to the Development Communications Network based in Lagos, Nigeria. The ONE Award seeks to highlight African-based civil society organizations employing innovative approaches to help achieve one or more of the Millennium Development Goals (MDGs). The award also enables ONE to build relationships and to spotlight exceptional organizations for additional support and capacity building assistance. As a part of the award, the Development Communications Network received funds to support the advancement of their organization's mission.

- **The 2008 ONE Sabbath: \$96,679**

The ONE Sabbath initiative provided an organized way for local congregations across multiple faiths to engage in ONE's efforts. ONE Sabbath provides material on poverty to congregations so they have the tools to discuss these issues within worship services, adult education sessions and youth groups. Some of the leading religious networks in the U.S., such as Youth Specialties, Sermons.com, Sermoncentral.com, Relevant Magazine and others, have created ONE Sabbath content and have pushed out the effort to new audiences. National faith leaders as well as artists participated in videos promoting and endorsing ONE Sabbath. More than 500 congregations have taken part in ONE Sabbath efforts.

- **The ONE Campus Challenge in 2008: \$20,733**

The 2008 ONE Campus Challenge (OCC) actively engaged university students across the United States and educated them about issues of extreme poverty and global disease. Primarily through grassroots activities, OCC required students to complete a series of creative campaigning challenges as part of a national competition. OCC has been successful in helping to build the next generation of advocates in the fight against extreme poverty and preventable disease

Conflict of Interest Policy

Introduction

In the course of business, situations may arise in which an Organization decision-maker has a conflict of interest, or in which the process of making a decision may create an appearance of a conflict of interest.

All directors and employees have an obligation to

1. Avoid conflicts of interest, or the appearance of conflicts, between their personal interests and those of the Organization in dealing with outside entities or individuals,
2. Disclose AND DOCUMENT both real and apparent or possible conflicts of interest, to the board of directors, as appropriate, and
3. Refrain from participation in any decisions on matters that involve a real conflict of interest or the appearance of a conflict.

What Constitutes a Conflict of Interest

A conflict of interest arises when a director or employee involved in making a decision is in the position to benefit, directly or indirectly, from his/her dealings with the Organization or person conducting business with the Organization.

Examples of conflicts of interest include, but are not limited to, situations in which a director or employee of the Organization:

1. Negotiates or approves a contract, purchase, or lease on behalf of the Organization and has a direct or indirect interest in, or receives personal benefit from, the Organization or individual providing the goods or services;
2. Negotiates or approves a contract, sale, or lease on behalf of the Organization and has a direct or indirect interest in, or receives personal benefit from, the Organization or individual receiving the goods or services;
3. Employs or approves the employment of, on behalf of the Organization, a person who is an immediate family member of the director or employee;

4. Sells products or services offered by the Organization in competition with the Organization;
5. Uses the Organization's facilities, other assets, employees, or other resources for personal gain;
6. Receives a substantial gift from a vendor worth more more than \$100, or gifts in any one-year period worth more than a total of \$200, if the director or employee is responsible for initiating or approving purchases from that vendor.

Interests are considered reportable as a possible conflict under this policy if they are substantial or material in nature. Indirect interests include those interests held by spouses, children, brothers, sisters, and spouses of children, brothers, and sisters.

Disclosure Requirements

The first step in addressing conflicts of interest is disclosure. A director or employee who believes that he/she may be perceived as having a conflict of interest in a discussion or decision must disclose that conflict to the group making the decision before a decision is made, a contract is signed, or a transaction is initiated. Most concerns about conflicts of interest may be resolved and appropriately addressed through prompt and complete disclosure.

In furtherance of that objective, the Organization has adopted the following requirements

1. On an as-needed basis, all employees with purchasing and/or hiring responsibilities or authority shall be required to make a written disclosure regarding any conflicts of interest or potential conflicts of interest to the COO.
2. Disclosures regarding conflicts of interest or potential conflicts of interest involving executive managers, the COO, or the President/CEO (PC), shall be made to, or shared with, the Audit Committee.
3. All conflicts of interest or potential conflicts of interest that have a financial component of \$25,000 or greater, shall also be brought to the attention of the Audit Committee.
4. The COO shall review all disclosures submitted by employees with financial components of less than \$25,000.
5. The Audit Committee shall review all disclosures submitted by executive managers, the COO, and the PC.

6. The Audit Committee shall review all disclosures regarding conflicts of interest or potential conflicts of interest with a financial component of \$25,000 or greater.
7. The COO and/or the Audit Committee, respectively, shall determine appropriate resolution in accordance with the next section of this policy.

Resolution of Conflicts of Interest

The Audit Committee shall be responsible for making all decisions concerning resolutions of conflicts involving executive managers, the COO, PC, and selected other members of senior management, as needed. Should the reportable conflict involve a member of the audit committee other than the chair of the audit committee, the chair shall be responsible for making all decisions concerning resolutions of conflicts involving the audit committee member. Should the conflict involve the chair of the audit committee, the chair of the board shall be responsible for making all decisions concerning resolutions of the conflict.

The COO shall be responsible for making all decisions concerning resolutions of conflicts involving employees below the executive management level, subject to the approval of the PC and the Audit Committee, as needed.

Any employee may appeal a determination that an actual or apparent conflict of interest exists. Appeals of resolutions by the COO and PC must be directed to the chair of Audit Committee. If the resolution was made by the Audit Committee, then the appeal must be made to the chair of the board.

Appeals must be made within 30 days of the initial determination. Resolution of the appeal shall be made by vote of a quorum of the full board of directors. Board members who are the subject of the appeal, or who have a conflict of interests with respect to the subject of the appeal, shall abstain from participating in discussing or voting on the resolution, unless their discussion is requested by the remaining members of the board.

Violations of This Policy

Given the importance of resolving conflicts of interest, violations of this policy, including failure to disclose conflicts of interest, may result in termination of a director, PC, or member of senior management (at the direction of the audit committee) or employee (at the direction of the PC or chair of the audit committee).

Disciplinary Action

Failure to comply with the standards contained in this policy will result in disciplinary action that may include termination, referral for criminal prosecution, and reimbursement to the Organization or to the government, for any loss or damage resulting from the violation. As with all matters involving disciplinary action, principles of fairness will apply. Any employee charged with a violation of this policy will be afforded an opportunity to explain her/his actions before disciplinary action is taken.

Disciplinary action will be taken:

1. Against any employee who authorizes or participates directly in actions that are a violation of this policy.
2. Against any employee who has deliberately or knowingly failed to report a violation or deliberately withheld relevant and material information concerning a violation of this policy.
3. Against any Director, Manager or supervisor who attempts to retaliate, directly or indirectly, or encourages others to do so, against any employee who reports a violation of this policy.

Program Services in Europe Region

UK:

The EU Food Facility Campaign: In response to the global hunger crisis engulfing development countries in 2008, ONE launched an effective campaign to urge members of the European Parliament to support the EU Food Facility proposal. This proposal, initiated by the president of the European Union, aimed to use a surplus of funds from the EU budget to help developing countries recover from the hunger crisis. While the EU Food Facility proposal ensured a speedy and effective disbursement of much-needed funds to those countries in dire need of financial support, member States with an excellent track record on development aid blocked the proposal. To help pass this proposal and help the world's poor, ONE's principals met with decision makers to discuss the advantages of the EU Food Facility. ONE members in Europe also signed thousands of petitions directed at EU leaders blocking the proposal. Due to public pressure and other factors, members of parliament passed this proposal.

Germany:

Germany: ONE led a multi-faceted campaign intended to pressure decision makers of Germany's national budget process to increase development assistance and continue to support Africa in the 2009 budget cycle. Under the campaign slogan, "Nicht aufhören. Weitermachen!" (Don't Stop. Keep it up!), ONE's principals, members and prominent German leaders from diverse sectors of society used creative films, petitions and media to urge members of parliament in Germany to support Africa in 2009. ONE in cooperation with the NGO community helped influence budget decision makers and policymakers leading to an ODA budget increase of approximately USD 1.1 billion in Germany.

Program Services in Sub-Saharan Region

Nigeria: ONE's office in Nigeria is tasked with building relationships between African stakeholders and institutions, and the organization, in order to ensure the organizations alignment with African issues and priorities. The Senior Manager runs the Africa office from Abuja and from there engages African leaders, civil society and policy makers in the development of ONE's key policy, campaigning and advocacy areas. The Africa office is also a point of reference for African stakeholders seeking information on ONE's global advocacy activities. The Senior Manager travels to various African countries to develop new relationships and maintain existing ones, collaborates with African stakeholders on poverty reducing activities and participates, representing ONE, in African led conferences related to poverty reduction, acting as a spokesperson for the organization on the continent. The Senior Manager works closely with the Global Policy and Communications team to ensure that all ONE products have a highly credible African content. The Senior Manager also manages the Policy Advisory Board, made up of African policy makers and influential's working on Africa, and through them gathers high level advice and direction on ONE's policy and advocacy areas.

Facts and Circumstances

The One Campaign qualifies as a “publicly supported” organization under the “facts and circumstances” support test set forth in Treasury Regulation section 1.170A-9(e)(3), as clearly demonstrated by the following:

The One Campaign has broadly-based public support of 27.67 percent, thus exceeding 10 percent and nearing 33 1/3 percent support. As The One Campaign’s public support far exceeds 10 percent, its burden of demonstrating its publicly-supported nature through other factors is decreased. [Treas. Reg. § 1.170 A-9(e)(3)(iii).]

Through its broad public outreach and education campaign and high public profile, The One Campaign is organized and operated to attract new and additional public support on a continuous basis. [Treas. Reg. § 1.170A-9(e)(3)(ii).] The ONE Campaign, through its affiliate ONE Action, has the ability to communicate on a regular basis with over 2 million ONE supporters.

The One Campaign has eleven board members, only four of whom is a representative of a major donor. The board, therefore, is a representative governing body, representing broad interests of the public and with special expertise in matters relating to extreme poverty and disease in the developing world; The One Campaign is not controlled by a small group of large donors. [Treas. Reg. § 1.170A-9(e)(3)(v).]

The One Campaign’s activities are conducted directly for the benefit of the public, for example providing public education regarding extreme poverty and disease in Africa. It is not supported by the limited charitable goals of a small group of donors. [Treas. Reg. § 1.170A-9(e)(3)(v).]

GOVERNMENT OF THE DISTRICT OF COLUMBIA
DEPARTMENT OF CONSUMER AND REGULATORY AFFAIRS



C E R T I F I C A T E

THIS IS TO CERTIFY that all applicable provisions of the District of Columbia Nonprofit Corporation Act have been complied with and accordingly, this **CERTIFICATE OF MERGER** is hereby issued to:

THE ONE CAMPAIGN

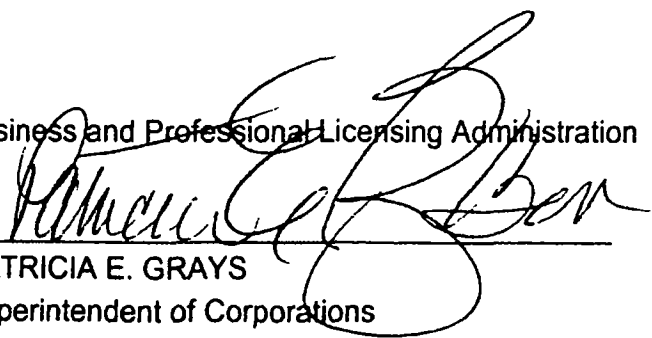
Merged Into

DATA FOUNDATION

IN WITNESS WHEREOF I have hereunto set my hand and caused the seal of this office to be affixed as of the **31st** day of **December**, **2007**.

LINDA K. ARGO
Director

Business and Professional Licensing Administration



PATRICIA E. GRAYS
Superintendent of Corporations
Corporations Division

Adnan M. Fenty
Mayor

**ARTICLES OF MERGER
OF
THE ONE CAMPAIGN
WITH AND INTO
DATA FOUNDATION**

FILE COPY

In accordance with Section 29-301.42 of the D.C. Nonprofit Corporation Act, The ONE Campaign ("ONE"), a D.C. nonprofit corporation, and DATA Foundation ("DATA"), a D.C. nonprofit corporation, have executed the following Articles of Merger for the purpose of merging ONE with and into DATA:

ARTICLE I. PLAN OF MERGER

The Plan of Merger approved by the Merging Corporations is attached to these Articles as Exhibit A.

ARTICLE II. APPROVAL OF PLAN OF MERGER


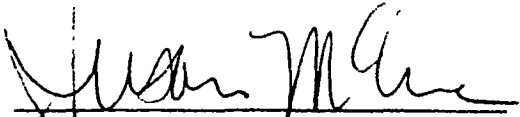

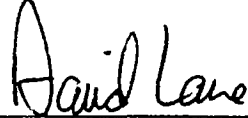
A. The Plan of Merger was adopted by ONE at a meeting of its members held on October 29, 2007, at which a quorum was present, and the Plan of Merger received at least two-thirds of the votes which members present or represented by proxy at such meeting were entitled to cast.

B. The Plan of Merger was adopted by DATA at a meeting of its members held on October 18, 2007, at which a quorum was present, and the Plan of Merger received at least two-thirds of the votes which members present or represented by proxy at such meeting were entitled to cast.

Capitalized terms used herein without definition shall have the meanings ascribed to them in the Plan of Merger.

{Signatures on next page.}

Each of the undersigned nonprofit corporations has caused these Articles of Merger to be executed on its behalf, as of December 31, 2007, by the undersigned officer and attested by the undersigned secretary.

<p>Attest:</p> <p> [Seal]</p> <p>By: _____ Name: John Rouse Title: Secretary</p>	<p>The ONE Campaign a D.C. nonprofit corporation</p> <p></p> <p>By: _____ Name: Susan McCue Title: President</p>
<p>Attest:</p> <p> [Seal]</p> <p>By: _____ Name: KEN WEBER Title: Secretary</p>	<p>DATA Foundation a D.C. nonprofit corporation</p> <p></p> <p>By: _____ Name: DAVID LANE Title: President</p>

GOVERNMENT OF THE DISTRICT OF COLUMBIA
DEPARTMENT OF CONSUMER AND REGULATORY AFFAIRS



C E R T I F I C A T E

THIS IS TO CERTIFY that all applicable provisions of the District of Columbia NonProfit Corporation Act have been complied with and accordingly, this **CERTIFICATE OF NAME RESERVATION** is hereby issued to:

THE ONE CAMPAIGN

IN WITNESS WHEREOF I have hereunto set my hand and caused the seal of this office to be affixed as of the **4th** day of **January, 2008**.

LINDA K. ARGO
Director

Business and Professional Licensing Administration

A handwritten signature in cursive script that reads "Patricia E. Grays". The signature is written over a horizontal line.

PATRICIA E. GRAYS
Superintendent of Corporations
Corporations Division

Adrian M. Fenty
Mayor



DEPARTMENT OF CONSUMER AND REGULATORY AFFAIRS
 BUSINESS AND PROFESSIONAL LICENSING ADMINISTRATION
 CORPORATIONS DIVISION

Government
 Of the District of Columbia
 DCRA/BPLA
 Corporations Division
 P.O. Box 92300
 WASHINGTON, D.C. 20090

APPLICATION FOR NAME RESERVATION

Pursuant to the provisions of the District of Columbia Statute, we, the undersigned hereby apply for reservation of name for the following organization for a period of sixty (60) days.

The name of the proposed organization is:

The ONE Campaign

Date: 1/3/08

By [Signature]
 Sign and Print Name of Authorized Representative

JAMES P.

JOSEPH

Title COUNSEL, AUTHORIZED REP.

Please check the "box" for the appropriate reservation and note the fee:

\$35.00 for Business Corporations and Limited Liability Companies

\$65.00 for Nonprofit Corporations

\$70.00 for Limited Partnerships

Guidelines:

- 1 Please file in **duplicate copy** with original signatures on each form.
- 2 **Customer should not use this form** if ready to file for articles of incorporation/organization for domestic companies and certificate of authority/registration for foreign companies.
- 3 **Name Reservation is valid for sixty (60) days.** After initial registration, customer can extend name reservation for one time (additional 60 days only).
- 4 **Processing-**Upon receipt of reservation request Corporations Division will process and mail a Certificate of Name Reservation.

Make check payable to DC Treasurer, and mail form and payment to:

DCRA
 Corporations Division
 P.O. Box 92300
 WASHINGTON, D.C. 20090

1/4/08