

**EISNERAMPER**

**UNITE FOR HER**

**FINANCIAL STATEMENTS**

**JUNE 30, 2019 AND 2018**



# UNITE FOR HER

## Contents

	<u>Page</u>
<b>Independent Auditors' Report</b>	1
<b>Financial Statements</b>	
Statements of financial position as of June 30, 2019 and 2018	2
Statements of activities and changes in net assets for the years ended June 30, 2019 and 2018	3
Statements of functional expenses for the years ended June 30, 2019 and 2018	4
Statements of cash flows for the years ended June 30, 2019 and 2018	6
Notes to financial statements	7

## INDEPENDENT AUDITORS' REPORT

To the Board of Directors of  
Unite for HER

### Report on the Financial Statements

We have audited the accompanying financial statements of Unite for HER, which comprise the statements of financial position as of June 30, 2019 and 2018, and the related statements of activities and changes in net assets, functional expenses, and cash flows for each of the years then ended, and the related notes to the financial statements.

### *Management's Responsibility for the Financial Statements*

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

### *Auditor's Responsibility*

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

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

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

### *Opinion*

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of Unite for HER as of June 30, 2019 and 2018, and the changes in its net assets and its cash flows for each of the years then ended in accordance with accounting principles generally accepted in the United States of America.



EISNERAMPER LLP  
Philadelphia, Pennsylvania  
September 16, 2019



# UNITE FOR HER

## Statements of Financial Position

	June 30	
	<u>2019</u>	<u>2018</u>
<b>ASSETS</b>		
Cash	\$ 1,628,787	\$ 1,254,113
Contributions receivable	8,195	24,200
Prepaid expenses	7,813	9,200
	<u>\$ 1,644,795</u>	<u>\$ 1,287,513</u>
<b>LIABILITIES</b>		
Accounts payable	\$ 29,914	\$ 12,867
Accrued expenses	637,752	501,968
Deferred revenue	10,000	7,500
	<u>677,666</u>	<u>522,335</u>
<b>NET ASSETS</b>		
Without donor restrictions	959,935	765,178
With donor restrictions	7,194	-
	<u>967,129</u>	<u>765,178</u>
	<u>\$ 1,644,795</u>	<u>\$ 1,287,513</u>

# UNITE FOR HER

## Statements of Activities and Changes in Net Assets

	Year Ended June 30					
	2019			2018		
	Net Assets Without Donor Restrictions	Net Assets With Donor Restrictions	Total	Net Assets Without Donor Restrictions	Net Assets With Donor Restrictions	Total
<b>Revenue and support:</b>						
Signature events	\$ 1,962,242	\$ -	\$ 1,962,242	\$1,688,179	\$ -	\$ 1,688,179
Less direct costs for signature events	(586,532)	-	(586,532)	(481,280)	-	(481,280)
	<b>1,375,710</b>	<b>-</b>	<b>1,375,710</b>	1,206,899	-	1,206,899
Individual contributions	219,745	-	219,745	168,115	-	168,115
Grants and hospital contributions	597,343	7,194	604,537	370,681	-	370,681
In-kind contributions	683,833	-	683,833	560,484	-	560,484
HER Care Box revenue	46,429	-	46,429	-	-	-
Interest income	24,209	-	24,209	6,928	-	6,928
	<b>2,947,269</b>	<b>7,194</b>	<b>2,954,463</b>	2,313,107	-	2,313,107
<b>Expenses:</b>						
Program services - outreach and education	2,059,302	-	2,059,302	1,661,926	-	1,661,926
Management and general	68,634	-	68,634	57,272	-	57,272
Fundraising	624,576	-	624,576	459,745	-	459,745
	<b>2,752,512</b>	<b>-</b>	<b>2,752,512</b>	2,178,943	-	2,178,943
<b>Change in net assets</b>	<b>194,757</b>	<b>7,194</b>	<b>201,951</b>	134,164	-	134,164
Net assets at beginning of year	765,178	-	765,178	631,014	-	631,014
<b>Net assets at end of year</b>	<b>\$ 959,935</b>	<b>\$ 7,194</b>	<b>\$ 967,129</b>	<b>\$ 765,178</b>	<b>\$ -</b>	<b>\$ 765,178</b>

See notes to financial statements

## UNITE FOR HER

### Statement of Functional Expenses Year Ended June 30, 2019

	Program Services	Supporting Services		Total
	Outreach and Education	Management and General	Fundraising	
Wages, payroll taxes and benefits	\$ 327,813	\$ 46,514	\$ 236,211	\$ 610,538
Marketing and communications	7,408	884	14,330	22,622
Professional fees	6,751	875	4,876	12,502
Other	26,334	6,189	40,082	72,605
HER Care Box	24,286	-	-	24,286
Occupancy	17,834	2,172	12,600	32,606
Wellness days and passports	1,293,520	-	-	1,293,520
In-kind donations:				
Materials	287,026	-	263,795	550,821
Services	68,330	12,000	24,000	104,330
Facilities	-	-	28,682	28,682
<b>Total expenses included in the expense section on the statements of activities and changes in net assets</b>	<b>2,059,302</b>	<b>68,634</b>	<b>624,576</b>	<b>2,752,512</b>
<b>Plus expenses included with revenue on the statements of activities and changes in net assets:</b>				
Direct costs for signature events	-	-	586,532	586,532
	<b><u>\$ 2,059,302</u></b>	<b><u>\$ 68,634</u></b>	<b><u>\$1,211,108</u></b>	<b><u>\$ 3,339,044</u></b>

## UNITE FOR HER

### Statement of Functional Expenses Year Ended June 30, 2018

	<b>Program Services</b>	<b>Supporting Services</b>		<b>Total</b>
	<b>Outreach and Education</b>	<b>Management and General</b>	<b>Fundraising</b>	
<b>Wages, payroll taxes and benefits</b>	\$ 238,216	\$41,230	\$ 178,662	\$ 458,108
<b>Marketing and communications</b>	2,217	965	3,246	6,428
<b>Professional fees</b>	12,321	2,132	9,241	23,694
<b>Other</b>	22,465	8,685	20,995	52,145
<b>Occupancy</b>	13,517	2,340	10,138	25,995
<b>Wellness days and passports</b>	1,052,089	-	-	1,052,089
<b>In-kind donations:</b>				
Materials	287,381	-	205,480	492,861
Services	33,720	1,920	5,960	41,600
Facilities	-	-	26,023	26,023
<b>Total expenses included in the expense section on the statements of activities and changes in net assets</b>	1,661,926	57,272	459,745	2,178,943
<b>Plus expenses included with revenue on the statements of activities and changes in net assets:</b>				
Direct costs for signature events	48,956	-	432,324	481,280
	<u>\$ 1,710,882</u>	<u>\$57,272</u>	<u>\$ 892,069</u>	<u>\$ 2,660,223</u>

## UNITE FOR HER

### Statements of Cash Flows

	Year Ended June 30	
	<u>2019</u>	<u>2018</u>
<b>Cash flows from operating activities:</b>		
Change in net assets	\$ 201,951	\$ 134,164
Adjustments to reconcile change in net assets to net cash provided by operating activities:		
Donated securities	(9,989)	-
Proceeds from sale of donated securities	9,989	-
Changes in assets and liabilities:		
Accounts receivable	16,005	(24,200)
Prepaid expenses	1,387	(8,069)
Accounts payable	17,047	(7,663)
Accrued expenses	135,784	292,992
Deferred revenue	2,500	7,500
	<u>374,674</u>	<u>394,724</u>
Net cash provided by operating activities and net increase in cash	374,674	394,724
Cash at beginning of year	<u>1,254,113</u>	<u>859,389</u>
<b>Cash at end of year</b>	<u><u>\$ 1,628,787</u></u>	<u><u>\$ 1,254,113</u></u>



## UNITE FOR HER

### Notes to Financial Statements June 30, 2019 and 2018

#### NOTE A - DESCRIPTION OF ORGANIZATION

Unite for HER (the "Organization") is a Pennsylvania nonprofit corporation dedicated to bridging the gap between the medical and wellness communities by funding and delivering complementary therapies that support the physical and emotional needs of those with breast cancer during treatment and beyond. The Organization educates women and the community about the role of healthy lifestyle choices in the prevention of disease and the promotion of wellness.

The Organization receives support through corporate sponsorship, contributions, grants, and signature events.

During fiscal year 2019, Unite for HER expanded its education and wellness program to include the following two pilot programs:

##### *Ovarian cancer*

Unite for HER embarked on a pilot program which expanded its services to women affected by ovarian cancer. The program looks to answer a need in the community to support these women who have very difficult treatments and outcomes. As part of this pilot, funding was obtained to support 55 women from 4 partnering hospitals. Unite for HER will look to officially expand in fiscal year 2020 to treat all women affected by ovarian cancer.

##### *HER care box*

In December of 2018, Unite for HER released HER care box, a self-care package that anyone in the nation can receive as a gift from a loved one. It is Unite for HER's "mission in a box" allowing women affected by breast cancer to receive resources and education that promote healing and the use of complementary therapies for their overall health and wellness. This new program allows Unite for HER to spread its mission and outreach to previously unserved geographic locations by sending the "gift of care and love" in a box.

#### NOTE B - SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

The accompanying financial statements of the Organization have been prepared using the accrual basis of accounting and conform to accounting principles generally accepted in the United States of America ("U.S. GAAP") as applicable to not for profit organizations.

##### **[1] Classification of net assets:**

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

*Net Assets Without Donor Restrictions* – Net assets available for use in general operations and not subject to donor restrictions and donor-restricted contributions whose restrictions are met in the same reporting period as when the contributions are received.

*Net Assets With Donor Restrictions* – Net assets subject to donor- or certain grantor-imposed restrictions. Some donor-imposed restrictions are temporary in nature, such as those that will be met by the passage of time or other events specified by the donor. Other donor-imposed restrictions are perpetual in nature, where the donor stipulates that resources be maintained in perpetuity. Net assets with donor restrictions are released when a restriction expires, that is, when the stipulated time has elapsed, when the stipulated purpose for which the resource was restricted has been fulfilled, or both.

## UNITE FOR HER

### Notes to Financial Statements June 30, 2019 and 2018

#### NOTE B - SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)

##### [2] Contributions receivable:

Contributions receivable are stated at the amount management expects to collect from outstanding balances. An allowance for uncollectible contributions receivable is provided based upon management's judgment, including such factors as prior collection history and type of contribution. All balances are expected to be collected; therefore, no allowance has been recorded.

Contributions to be received after one year are discounted at a rate commensurate with the risk involved. All balances are expected to be collected before June 30, 2020; therefore, no discount has been recorded.

##### [3] Revenue recognition:

###### *Signature events*

A significant amount of the Organization's revenue comes from signature events. Event revenues are recorded in the period in which each event occurs.

###### *Contributions and grants*

Contributions and grants are recognized when an unconditional promise to give is received and are recorded as net assets, without donor restrictions and net assets, with donor restrictions support, depending on the existence and/or nature of any donor restrictions.

###### *Contributed facilities, materials and services*

The Organization receives contributed facilities, materials and services. Contributed facilities and materials are recorded at their estimated fair values. Contributed facilities includes the cost of venues used for signature events and amounted to \$28,682 and \$26,023 for the years ended June 30, 2019 and 2018, respectively. Contributed materials includes items to support Wellness days and signature events and amounted to \$550,821 and \$492,861 for the years ended June 30, 2019 and 2018, respectively.

The contributions of services are recognized if the services received: (a) create or enhance nonfinancial assets, or (b) require specialized skills that are provided by individuals possessing those skills and would typically be purchased if not provided by donation. Contributed services are recorded at the fair value of the services received if they meet the above criteria. Contributed services include costs for accounting services and professional services provided to Wellness days and signature events and amounted to \$104,330 and \$41,600 for the years ended June 30, 2019 and 2018, respectively.

Contributed goods and services are reflected as revenue in the accompanying statements of activities and changes in net assets. The related offsetting expense is recorded in the same amount on the statements of activities and changes in net assets. In addition to those included above, the Organization receives hundreds of hours of donated services from unpaid volunteers who assist to advance the Organization's programs and objectives. These services do not meet the criteria for recognition as contributed services and therefore are not included in the accompanying financial statements.

##### [4] Functional allocation of expenses:

Directly identifiable expenses are charged to program services, management and general, and fundraising. Expenses related to more than one function including wages, payroll taxes and benefits, marketing and communication, professional fees, other, and occupancy are allocated among the functions based on an estimated level of employee effort expended for each function.

## UNITE FOR HER

### Notes to Financial Statements June 30, 2019 and 2018

#### NOTE B - SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)

##### [5] Use of estimates:

The preparation of financial statements in conformity with U.S. GAAP requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from those estimates.

##### [6] Federal tax status:

The Organization is classified by the Internal Revenue Service as an organization described under Section 501(c)(3) of the Internal Revenue Code ("Code") and is exempt from federal and state income taxes under Section 501(a) of the Code.

U.S. GAAP requires management to evaluate tax positions taken and recognize a tax liability, if the Organization has taken an uncertain tax position that more likely than not would not be sustained upon examination by a government authority. Management has analyzed the tax positions taken by the Organization and has concluded that as of June 30, 2019 and 2018, there are no uncertain positions taken or expected to be taken that would require recognition of a liability or disclosure in the financial statements.

The Organization recognizes accrued interest and penalties associated with uncertain tax positions, if any. There were no income tax related interest and penalties recorded for either of the years ended June 30, 2019 or 2018.

##### [7] New accounting pronouncement:

In August 2016, Financial Accounting Standards Board ("FASB") issued Accounting Standards Update ("ASU") 2016-14, *Not-for-Profit Entities (Topic 958): Presentation of Financial Statements of Not-for-Profit Entities*. ASU 2016-14 amends the presentation and disclosures to help not-for-profit organizations provide more relevant information about their resources (and the changes in those resources) to donors, grantors, creditors, and other users. ASU 2016-14 includes qualitative and quantitative requirements in the following areas: a) net asset classes, b) investment return, c) expenses, d) liquidity and availability of resources, and e) presentation of operating cash flows. ASU 2016-14 is effective for annual reporting periods beginning after December 15, 2017. The Organization has adopted ASU 2016-14 as of and for the year ended June 30, 2019 and has retroactively applied its provisions to all periods presented. The adoption of ASU 2016-14 required additional disclosures related to liquidity and availability of resources.

##### [8] Upcoming accounting pronouncements:

In May 2014, FASB issued ASU 2014-09, *Revenue from Contracts with Customers*, which outlines a single comprehensive model for entities to use in accounting for revenue arising from contracts with customers and supersedes most current revenue recognition guidance, including industry-specific guidance. ASU 2014-09 requires an entity to recognize revenue depicting the transfer of goods or services to customers in an amount that reflects the consideration to which the entity expects to be entitled in exchange for those goods or services. ASU 2014-09 will also result in enhanced revenue related disclosures. ASU 2014-09 will be effective for fiscal years beginning after December 15, 2018. The Organization does not believe adoption of this guidance will have a material impact on the financial statements, although additional disclosures will be required.

# UNITE FOR HER

## Notes to Financial Statements June 30, 2019 and 2018

### NOTE B - SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)

#### [8] Upcoming accounting pronouncements (continued):

In June 2018, FASB issued ASU 2018-08, *Clarifying the Scope and the Accounting Guidance for Contributions Received and Contributions Made*. ASU 2018-08 clarifies and improves guidance concerning, 1) evaluating whether a transaction should be accounted for as an exchange transaction or as a contribution, and 2) determining whether a contribution received is conditional. ASU 2018-08 is effective for annual periods beginning after December 15, 2018 for entities that are resource recipients and for annual periods beginning after December 15, 2019 for entities that are resource providers, with early adoption permitted. ASU 2018-08 should be applied on a modified prospective basis. The Organization is currently evaluating the effect that the new standard will have on its financial statements and related disclosures.

### NOTE C - LIQUIDITY AND AVAILABILITY

Financial assets available for general expenditure, that is, without donor restrictions limiting their use, within one year of the statement of financial position date, comprise the following as of June 30, 2019:

Financial assets:	
Cash	\$ 1,628,787
Contributions receivable	<u>8,195</u>
Financial assets available to meet cash needs for general expenditures within one year	<u>\$ 1,636,982</u>

General expenditures include program services expenses, management and general expenses, and fundraising expenses expected to be paid in the subsequent year.

As part of the Organization's liquidity management plan, the Organization structures its financial assets to be available as its general expenditures, liabilities, and other obligations come due. In addition, the Organization holds cash in excess of daily requirements in an interest-bearing deposit account.

### NOTE D - CONCENTRATIONS OF CREDIT RISK

The Organization maintains its cash balances in financial institutions with insurance provided by the Federal Deposit Insurance Corporation. At times, these accounts may exceed the insurable limits. Management does not believe there is a significant credit risk with these institutions.

### NOTE E - SIGNATURE EVENTS

Unite for HER executes and delivers several fundraising events each year to support and fund its programs. The most lucrative of the five signature events is the annual Pink Invitational, a three-day gymnastics competition held at the Pennsylvania Convention Center in Philadelphia, Pennsylvania. The event is a United States Gymnastics Association-sanctioned Junior Olympics meet where athletes compete while supporting breast cancer initiatives and learning about lifelong wellness. This event requires expenditures related to holding a meet of such enormous scale, one of the largest in the nation, including venue, judges' fees and competition awards. Such costs are offset by registration and admission fees, sponsorships and other donations.

Bloom, the 5K, Harvest and Students Unite for HER, the other four signature events, receive revenues primarily in the form of contributions and sponsorships.

## UNITE FOR HER

### Notes to Financial Statements June 30, 2019 and 2018

#### NOTE E - SIGNATURE EVENTS (CONTINUED)

Revenues and expenditures for the Pink Invitational and other signature events for the years ended June 30, 2019 and 2018 are as follows:

	Year Ended June 30, 2019		
	<u>Revenues</u>	<u>Expenditures</u>	<u>Net</u>
Pink Invitational	\$ 1,035,149	\$ 442,124	\$ 593,025
Other Signature Events	<u>927,093</u>	<u>144,408</u>	<u>782,685</u>
	<u>\$ 1,962,242</u>	<u>\$ 586,532</u>	<u>\$ 1,375,710</u>

  

	Year Ended June 30, 2018		
	<u>Revenues</u>	<u>Expenditures</u>	<u>Net</u>
Pink Invitational	\$ 995,802	\$ 413,763	\$ 582,039
Other Signature Events	<u>692,377</u>	<u>67,517</u>	<u>624,860</u>
	<u>\$ 1,688,179</u>	<u>\$ 481,280</u>	<u>\$ 1,206,899</u>

#### NOTE F - NET ASSETS WITH DONOR RESTRICTIONS

All net assets with donor restrictions are subject to expenditures for outreach and education as of June 30, 2019.

#### NOTE G - LEASE AGREEMENTS

The Organization leases office space under an operating lease agreement which requires monthly payments of \$1,875 and expires in October 2019.

Future minimum lease obligations for the office space under this noncancelable operating lease for the year ending June 30, 2020 is \$7,500.

Total rent expense reported under this lease amounted to \$22,500 and \$15,250 for the years ended June 30, 2019 and 2018, respectively.

#### NOTE H - SUBSEQUENT EVENTS

The Organization has evaluated subsequent events through September 16, 2019, which is the date the financial statements were available to be issued, and determined that there are no other items to disclose.