

Form **990-PF**
 Department of the Treasury
 Internal Revenue Service

**Return of Private Foundation
 or Section 4947(a)(1) Trust Treated as Private Foundation**

▶ **Do not enter social security numbers on this form as it may be made public.**
 ▶ **Go to www.irs.gov/Form990PF for instructions and the latest information.**

OMB No 1545-0052
2018
Open to Public Inspection

For calendar year 2018, or tax year beginning 01-01-2018 , and ending 12-31-2018

| | | |
|--|--|--|
| Name of foundation MOMONEY FOUNDATION INC C/O JOHN P RICHARDS | | A Employer identification number 39-1980426 |
| Number and street (or P O box number if mail is not delivered to street address) 5610 COBBLESTONE LANE | Room/suite | B Telephone number (see instructions) (608) 831-2044 |
| City or town, state or province, country, and ZIP or foreign postal code WAUNAKEE, WI 535978709 | | C If exemption application is pending, check here <input type="checkbox"/> |
| G Check all that apply: <input type="checkbox"/> Initial return <input type="checkbox"/> Initial return of a former public charity <input type="checkbox"/> Final return <input type="checkbox"/> Amended return <input type="checkbox"/> Address change <input type="checkbox"/> Name change | | D 1. Foreign organizations, check here <input type="checkbox"/> 2. Foreign organizations meeting the 85% test, check here and attach computation <input type="checkbox"/> |
| H Check type of organization: <input checked="" type="checkbox"/> Section 501(c)(3) exempt private foundation <input type="checkbox"/> Section 4947(a)(1) nonexempt charitable trust <input type="checkbox"/> Other taxable private foundation | | E If private foundation status was terminated under section 507(b)(1)(A), check here <input type="checkbox"/> |
| I Fair market value of all assets at end of year (from Part II, col (c), line 16) ▶ \$ <u>435,253</u> | J Accounting method: <input checked="" type="checkbox"/> Cash <input type="checkbox"/> Accrual <input type="checkbox"/> Other (specify) _____ <i>(Part I, column (d) must be on cash basis)</i> | F If the foundation is in a 60-month termination under section 507(b)(1)(B), check here <input type="checkbox"/> |

| Part I Analysis of Revenue and Expenses <i>(The total of amounts in columns (b), (c), and (d) may not necessarily equal the amounts in column (a) (see instructions))</i> | | (a) Revenue and expenses per books | (b) Net investment income | (c) Adjusted net income | (d) Disbursements for charitable purposes (cash basis only) |
|---|---|------------------------------------|---------------------------|-------------------------|---|
| Revenue | 1 Contributions, gifts, grants, etc., received (attach schedule) | | | | |
| | 2 Check <input checked="" type="checkbox"/> if the foundation is not required to attach Sch B | | | | |
| | 3 Interest on savings and temporary cash investments | | | | |
| | 4 Dividends and interest from securities | 8,908 | 8,908 | | |
| | 5a Gross rents | | | | |
| | b Net rental income or (loss) | | | | |
| | 6a Net gain or (loss) from sale of assets not on line 10 | 12,549 | | | |
| | b Gross sales price for all assets on line 6a <u>78,302</u> | | | | |
| | 7 Capital gain net income (from Part IV, line 2) | | 12,549 | | |
| | 8 Net short-term capital gain | | | | |
| | 9 Income modifications | | | | |
| | 10a Gross sales less returns and allowances | | | | |
| b Less Cost of goods sold | | | | | |
| c Gross profit or (loss) (attach schedule) | | | | | |
| 11 Other income (attach schedule) | | | | | |
| 12 Total. Add lines 1 through 11 | 21,457 | 21,457 | 0 | | |
| Operating and Administrative Expenses | 13 Compensation of officers, directors, trustees, etc | 0 | 0 | 0 | 0 |
| | 14 Other employee salaries and wages | | | | |
| | 15 Pension plans, employee benefits | | | | |
| | 16a Legal fees (attach schedule) | | | | |
| | b Accounting fees (attach schedule) | 1,390 | 0 | 0 | 1,390 |
| | c Other professional fees (attach schedule) | 8,916 | 8,916 | 0 | 0 |
| | 17 Interest | | | | |
| | 18 Taxes (attach schedule) (see instructions) | 2,062 | 423 | 0 | 0 |
| | 19 Depreciation (attach schedule) and depletion | | | | |
| | 20 Occupancy | | | | |
| | 21 Travel, conferences, and meetings | | | | |
| | 22 Printing and publications | | | | |
| | 23 Other expenses (attach schedule) | | | | |
| | 24 Total operating and administrative expenses. Add lines 13 through 23 | 12,368 | 9,339 | 0 | 1,390 |
| | 25 Contributions, gifts, grants paid | 80,325 | | | 80,325 |
| 26 Total expenses and disbursements. Add lines 24 and 25 | 92,693 | 9,339 | 0 | 81,715 | |
| 27 Subtract line 26 from line 12 | | | | | |
| a Excess of revenue over expenses and disbursements | -71,236 | | | | |
| b Net investment income (if negative, enter -0-) | | 12,118 | | | |
| c Adjusted net income (if negative, enter -0-) | | | 0 | | |

| Part II Balance Sheets Attached schedules and amounts in the description column should be for end-of-year amounts only (See instructions) | | Beginning of year | End of year | |
|--|--|-------------------|----------------|-----------------------|
| | | (a) Book Value | (b) Book Value | (c) Fair Market Value |
| Assets | 1 Cash—non-interest-bearing | | | |
| | 2 Savings and temporary cash investments | 41,805 | 18,696 | 18,696 |
| | 3 Accounts receivable ▶ _____ Less allowance for doubtful accounts ▶ _____ | | | |
| | 4 Pledges receivable ▶ _____ Less allowance for doubtful accounts ▶ _____ | | | |
| | 5 Grants receivable | | | |
| | 6 Receivables due from officers, directors, trustees, and other disqualified persons (attach schedule) (see instructions) | | | |
| | 7 Other notes and loans receivable (attach schedule) ▶ _____ Less allowance for doubtful accounts ▶ _____ | | | |
| | 8 Inventories for sale or use | | | |
| | 9 Prepaid expenses and deferred charges | | | |
| | 10a Investments—U S and state government obligations (attach schedule) | | | |
| | b Investments—corporate stock (attach schedule) | 418,798 | 370,803 | 416,557 |
| | c Investments—corporate bonds (attach schedule) | | | |
| | 11 Investments—land, buildings, and equipment basis ▶ _____ Less accumulated depreciation (attach schedule) ▶ _____ | | | |
| | 12 Investments—mortgage loans | | | |
| | 13 Investments—other (attach schedule) | | | |
| | 14 Land, buildings, and equipment basis ▶ _____ Less accumulated depreciation (attach schedule) ▶ _____ | | | |
| 15 Other assets (describe ▶ _____) | | | | |
| 16 Total assets (to be completed by all filers—see the instructions Also, see page 1, item I) | 460,603 | 389,499 | 435,253 | |
| Liabilities | 17 Accounts payable and accrued expenses | | | |
| | 18 Grants payable | | | |
| | 19 Deferred revenue | | | |
| | 20 Loans from officers, directors, trustees, and other disqualified persons | | | |
| | 21 Mortgages and other notes payable (attach schedule) | | | |
| | 22 Other liabilities (describe ▶ _____) | | | |
| | 23 Total liabilities (add lines 17 through 22) | 0 | 0 | |
| Net Assets or Fund Balances | Foundations that follow SFAS 117, check here ▶ <input type="checkbox"/> and complete lines 24 through 26 and lines 30 and 31. | | | |
| | 24 Unrestricted | | | |
| | 25 Temporarily restricted | | | |
| | 26 Permanently restricted | | | |
| | Foundations that do not follow SFAS 117, check here ▶ <input checked="" type="checkbox"/> and complete lines 27 through 31. | | | |
| | 27 Capital stock, trust principal, or current funds | 0 | 0 | |
| | 28 Paid-in or capital surplus, or land, bldg , and equipment fund | 0 | 0 | |
| 29 Retained earnings, accumulated income, endowment, or other funds | 460,603 | 389,499 | | |
| 30 Total net assets or fund balances (see instructions) | 460,603 | 389,499 | | |
| 31 Total liabilities and net assets/fund balances (see instructions) . | 460,603 | 389,499 | | |

Part III Analysis of Changes in Net Assets or Fund Balances

| | | |
|---|----------|---------|
| 1 Total net assets or fund balances at beginning of year—Part II, column (a), line 30 (must agree with end-of-year figure reported on prior year's return) | 1 | 460,603 |
| 2 Enter amount from Part I, line 27a | 2 | -71,236 |
| 3 Other increases not included in line 2 (itemize) ▶ _____ | 3 | 132 |
| 4 Add lines 1, 2, and 3 | 4 | 389,499 |
| 5 Decreases not included in line 2 (itemize) ▶ _____ | 5 | 0 |
| 6 Total net assets or fund balances at end of year (line 4 minus line 5)—Part II, column (b), line 30 . | 6 | 389,499 |

Part VII-A Statements Regarding Activities (continued)

Table with 3 columns: Question, Yes, No. Rows 11-13 regarding controlled entities, donor advised funds, and public inspection requirements.

14 The books are in care of JOHN P RICHARDS Telephone no (608) 831-2044

Located at PO BOX 5206 MADISON WI ZIP+4 53705

15 Section 4947(a)(1) nonexempt charitable trusts filing Form 990-PF in lieu of Form 1041 - check here and enter the amount of tax-exempt interest received or accrued during the year 15

Table with 3 columns: Question, Yes, No. Row 16 regarding interest in foreign countries.

Part VII-B Statements Regarding Activities for Which Form 4720 May Be Required

File Form 4720 if any item is checked in the "Yes" column, unless an exception applies.

Main table with 3 columns: Question, Yes, No. Rows 1a-4b regarding Form 4720 exceptions and requirements.

Part XIV Private Operating Foundations (see instructions and Part VII-A, question 9)

1a If the foundation has received a ruling or determination letter that it is a private operating foundation, and the ruling is effective for 2018, enter the date of the ruling. ▶

b Check box to indicate whether the organization is a private operating foundation described in section 4942(j)(3) or 4942(j)(5)

| | Tax year | Prior 3 years | | | (e) Total |
|--|-----------------|-----------------|-----------------|-----------------|------------------|
| | (a) 2018 | (b) 2017 | (c) 2016 | (d) 2015 | |
| 2a Enter the lesser of the adjusted net income from Part I or the minimum investment return from Part X for each year listed | | | | | |
| b 85% of line 2a | | | | | |
| c Qualifying distributions from Part XII, line 4 for each year listed | | | | | |
| d Amounts included in line 2c not used directly for active conduct of exempt activities | | | | | |
| e Qualifying distributions made directly for active conduct of exempt activities Subtract line 2d from line 2c | | | | | |
| 3 Complete 3a, b, or c for the alternative test relied upon | | | | | |
| a "Assets" alternative test—enter | | | | | |
| (1) Value of all assets | | | | | |
| (2) Value of assets qualifying under section 4942(j)(3)(B)(i) | | | | | |
| b "Endowment" alternative test— enter 2/3 of minimum investment return shown in Part X, line 6 for each year listed. | | | | | |
| c "Support" alternative test—enter | | | | | |
| (1) Total support other than gross investment income (interest, dividends, rents, payments on securities loans (section 512(a)(5)), or royalties) | | | | | |
| (2) Support from general public and 5 or more exempt organizations as provided in section 4942(j)(3)(B)(iii). | | | | | |
| (3) Largest amount of support from an exempt organization | | | | | |
| (4) Gross investment income | | | | | |

Part XV Supplementary Information (Complete this part only if the foundation had \$5,000 or more in assets at any time during the year—see instructions.)

1 Information Regarding Foundation Managers:

a List any managers of the foundation who have contributed more than 2% of the total contributions received by the foundation before the close of any tax year (but only if they have contributed more than \$5,000) (See section 507(d)(2))
See Additional Data Table

b List any managers of the foundation who own 10% or more of the stock of a corporation (or an equally large portion of the ownership of a partnership or other entity) of which the foundation has a 10% or greater interest

2 Information Regarding Contribution, Grant, Gift, Loan, Scholarship, etc., Programs:

Check here if the foundation only makes contributions to preselected charitable organizations and does not accept unsolicited requests for funds If the foundation makes gifts, grants, etc to individuals or organizations under other conditions, complete items 2a, b, c, and d See instructions

a The name, address, and telephone number or email address of the person to whom applications should be addressed

b The form in which applications should be submitted and information and materials they should include

c Any submission deadlines

d Any restrictions or limitations on awards, such as by geographical areas, charitable fields, kinds of institutions, or other factors

Part XV **Supplementary Information** (continued)**3 Grants and Contributions Paid During the Year or Approved for Future Payment**

| Recipient | If recipient is an individual, show any relationship to any foundation manager or substantial contributor | Foundation status of recipient | Purpose of grant or contribution | Amount |
|---|---|--------------------------------|----------------------------------|--------|
| Name and address (home or business) | | | | |
| a <i>Paid during the year</i> See Additional Data Table | | | | |
| Total ▶ 3a | | | | |
| b <i>Approved for future payment</i> | | | | |
| Total ▶ 3b | | | | |

Form 990PF Part XV Line 1a - List any managers of the foundation who have contributed more than 2% of the total contributions received by the foundation before the close of any tax year (but only if they have contributed more than \$5,000).

JOHN P RICHARDS

ELIZABETH A RICHARDS

Form 990PF Part XV Line 3 - Grants and Contributions Paid During the Year or Approved for Future Payment

| Recipient | If recipient is an individual, show any relationship to any foundation manager or substantial contributor | Foundation status of recipient | Purpose of grant or contribution | Amount |
|---|---|--------------------------------|----------------------------------|---------------|
| Name and address (home or business) | | | | |
| a <i>Paid during the year</i> | | | | |
| BADGER HONOR FLIGHTPO BOX 258066 MADISON, WI 53725 | NONE | PC | PROGRAM SERVICES | 5,000 |
| BLESSED SACRAMENT SCHOOL 2112 HOLLISTER AVENUE MADISON, WI 53726 | NONE | PC | PROGRAM SERVICES | 823 |
| CATHOLIC MULTICULTURAL CENTER 401 SOUTH OWEN DRIVE MADISON, WI 53711544 | NONE | PC | PROGRAM SERVICES | 500 |
| Total | | | | 80,325 |

▶ 3a

Form 990PF Part XV Line 3 - Grants and Contributions Paid During the Year or Approved for Future Payment

| Recipient | If recipient is an individual, show any relationship to any foundation manager or substantial contributor | Foundation status of recipient | Purpose of grant or contribution | Amount |
|--|---|--------------------------------|----------------------------------|---------------|
| Name and address (home or business) | | | | |
| a <i>Paid during the year</i> | | | | |
| CROSS CATHOLIC OUTREACH 2700 N MILITARY TRL 240 BOCA RATON, FL 33427 | NONE | PC | PROGRAM SERVICES | 700 |
| DIOCESE OF MADISON 702 SOUTH HIGH POINT ROAD MADISON, WI 53719 | NONE | PC | PROGRAM SERVICES | 3,500 |
| DISCOVERY WORLD500 N HARBOR DR MILWAUKEE, WI 53202 | NONE | PC | PROGRAM SERVICES | 2,500 |
| Total | | | | 80,325 |

▶ **3a**

Form 990PF Part XV Line 3 - Grants and Contributions Paid During the Year or Approved for Future Payment

| Recipient | If recipient is an individual, show any relationship to any foundation manager or substantial contributor | Foundation status of recipient | Purpose of grant or contribution | Amount |
|--|---|--------------------------------|----------------------------------|--------|
| Name and address (home or business) | | | | |
| a <i>Paid during the year</i> | | | | |
| EDGEWOOD COLLEGE 1000 EDGEWOOD COLLEGE DRIVE MADISON, WI 53711 | NONE | PC | PROGRAM SERVICES | 50,200 |
| JAKE FOUNDATION 1409 EMERALD CT WAUNAKEE, WI 535972375 | NONE | PC | PROGRAM SERVICES | 700 |
| OUR LADY QUEEN OF PEACE 401 SOUTH OWEN DRIVE MADISON, WI 53711 | NONE | PC | PROGRAM SERVICES | 2,000 |
| Total ▶ 3a | | | | 80,325 |

Form 990PF Part XV Line 3 - Grants and Contributions Paid During the Year or Approved for Future Payment

| Recipient | If recipient is an individual, show any relationship to any foundation manager or substantial contributor | Foundation status of recipient | Purpose of grant or contribution | Amount |
|--|---|--------------------------------|----------------------------------|---------------|
| Name and address (home or business) | | | | |
| a <i>Paid during the year</i> | | | | |
| ST JOHN THE BAPTIST CHURCH 209 SOUTH STREET WAUNAKEE, WI 53597 | NONE | PC | PROGRAM SERVICES | 1,000 |
| RONALD MCDONALD HOUSE 2716 MARSHALL COURT MADISON, WI 53705 | NONE | PC | PROGRAM SERVICES | 500 |
| WAISMAN CENTER 1500 HIGHLAND AVE MADISON, WI 53705 | NONE | PC | PROGRAM SERVICES | 500 |
| Total | | | | 80,325 |

▶ **3a**

Form 990PF Part XV Line 3 - Grants and Contributions Paid During the Year or Approved for Future Payment

| Recipient | If recipient is an individual, show any relationship to any foundation manager or substantial contributor | Foundation status of recipient | Purpose of grant or contribution | Amount |
|---|---|--------------------------------|----------------------------------|--------|
| Name and address (home or business) | | | | |
| a <i>Paid during the year</i> | | | | |
| AMERICAN FAMILY CHILDREN'S HOSPITAL 1675 HIGHLAND AVE MADISON, WI 53792 | NONE | PC | PROGRAM SERVICES | 500 |
| BADGER BUSINESS CAMPS 925 BLAINE DR MADISON, WI 53704 | NONE | PC | PROGRAM SERVICES | 5,000 |
| UNIVERSITY OF NORTHWESTERN 3003 SNELLING AVE N ROSEVILLE, MN 55113 | NONE | PC | PROGRAM SERVICES | 720 |
| Total ▶ 3a | | | | 80,325 |

Form 990PF Part XV Line 3 - Grants and Contributions Paid During the Year or Approved for Future Payment

| Recipient | If recipient is an individual, show any relationship to any foundation manager or substantial contributor | Foundation status of recipient | Purpose of grant or contribution | Amount |
|--|---|--------------------------------|----------------------------------|--------|
| Name and address (home or business) | | | | |
| a <i>Paid during the year</i> | | | | |
| MARQUETTE UNIVERSITY 1250 W WISCONSIN AVE MILWAUKEE, WI 53233 | NONE | PC | PROGRAM SERVICES | 260 |
| UW CARBONE CANCER CENTER 600 HIGHLAND AVE MADISON, WI 53792 | NONE | PC | PROGRAM SERVICES | 5,000 |
| ST JOHN'S FOR DISASTER RELIEF 166 ENDICOTT STREET BOSTON, MA 02113 | NONE | PC | PROGRAM SERVICES | 500 |
| Total ▶ 3a | | | | 80,325 |

Form 990PF Part XV Line 3 - Grants and Contributions Paid During the Year or Approved for Future Payment

| Recipient | If recipient is an individual, show any relationship to any foundation manager or substantial contributor | Foundation status of recipient | Purpose of grant or contribution | Amount |
|---|---|--------------------------------|----------------------------------|--------|
| Name and address (home or business) | | | | |
| a <i>Paid during the year</i> | | | | |
| UNBOUND1 ELMWOOD AVE KANSAS CITY, KS 66103 | NONE | PC | PROGRAM SERVICES | 72 |
| SALVATION ARMY 630 EAST WASHINGTON AVENUE MADISON, WI 53703 | NONE | PC | PROGRAM SERVICES | 100 |
| FROSTY'S FOSTERPO BOX 105 BEAVER DAM, WI 53916 | NONE | PC | PROGRAM SERVICES | 250 |
| Total ▶ 3a | | | | 80,325 |

TY 2018 Accounting Fees Schedule

Name: MOMONEY FOUNDATION INC
C/O JOHN P RICHARDS

EIN: 39-1980426

| Category | Amount | Net Investment Income | Adjusted Net Income | Disbursements for Charitable Purposes |
|--|---------------|----------------------------------|--------------------------------|--|
| SVA CERTIFIED PUBLIC ACCOUNTANTS, S C | 1,390 | 0 | 0 | 1,390 |

TY 2018 Investments Corporate Stock Schedule

Name: MOMONEY FOUNDATION INC

C/O JOHN P RICHARDS

EIN: 39-1980426

Investments Corporation Stock Schedule

| Name of Stock | End of Year Book Value | End of Year Fair Market Value |
|-----------------------------------|------------------------|-------------------------------|
| APPLE INC | 5,217 | 35,491 |
| KIMBERLY CLARK CORP | 7,157 | 12,142 |
| LOWES COMPANIES INC | 2,531 | 9,734 |
| MICROSOFT CORP | 3,780 | 13,466 |
| STARBUCKS CORP | 10,609 | 20,748 |
| TOTAL S A | 20,615 | 18,263 |
| VALE S A ADR | 13,368 | 11,211 |
| BAIRD MID CAP | 23,628 | 28,322 |
| MANAGED TORTOISE MLP | 30,347 | 23,251 |
| UNDISCOVERED MANAGERS BEHAVRL | 13,433 | 15,606 |
| GLOBAL DIVERSIFIED INCOME CL A | 18,538 | 16,781 |
| ALLIANZGI FOCUSED GROWTH CL A | 24,841 | 25,300 |
| AMERICAN CENTURY EMERGING MARKETS | 32,991 | 34,927 |
| IVY INTL CORE EQUITY | 33,295 | 28,531 |
| JP MORGAN MID CAP GROWTH | 34,287 | 33,591 |
| JANUS BALANCED CL A | 26,051 | 26,363 |
| GILEAD SCIENCES INC | 20,056 | 15,638 |
| JP MORGAN SMALL CAP EQUITY | 23,552 | 22,322 |
| LAZARD LTD SHARES A | 6,756 | 9,228 |
| GOLDMAN SACHS | 19,751 | 15,642 |

TY 2018 Other Increases Schedule**Name:** MOMONEY FOUNDATION INC

C/O JOHN P RICHARDS

EIN: 39-1980426

| Description | Amount |
|--------------------|---------------|
| JOHNSON CONTROLS | 132 |

TY 2018 Other Professional Fees Schedule

Name: MOMONEY FOUNDATION INC
C/O JOHN P RICHARDS

EIN: 39-1980426

| Category | Amount | Net Investment Income | Adjusted Net Income | Disbursements for Charitable Purposes |
|-----------------|---------------|----------------------------------|--------------------------------|--|
| BROKERAGE FEES | 8,916 | 8,916 | 0 | 0 |

TY 2018 Taxes Schedule

Name: MOMONEY FOUNDATION INC
C/O JOHN P RICHARDS

EIN: 39-1980426

| Category | Amount | Net Investment Income | Adjusted Net Income | Disbursements for Charitable Purposes |
|---------------------|---------------|----------------------------------|--------------------------------|--|
| FOREIGN WITHHOLDING | 423 | 423 | 0 | 0 |
| EXCISE TAXES | 1,639 | 0 | 0 | 0 |