Rodale Institute

Financial Statements Year Ended December 31, 2015



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INDEPENDENT AUDITOR'S REPORT

Board of Directors Rodale Institute

We have audited the accompanying financial statements of Rodale Institute (a nonprofit organization), which comprise the statement of financial position as of December 31, 2015, and the related statements of activities, functional expenses and cash flows for the year then ended, and the related notes to the financial statements.

Management's Responsibility for the Financial Statements

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

Auditor's Responsibility

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

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

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

Opinion

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of Rodale Institute as of December 31, 2015, and the changes in its net assets and its cash flows for the year then ended in accordance with U.S. generally accepted accounting principles.

Report on Summarized Comparative Information

We have previously audited Rodale Institute's 2014 financial statements, and we expressed an unmodified audit opinion on those audited financial statements in our report dated April 27, 2015. In our opinion, the summarized comparative information presented herein as of and for the year ended December 31, 2014 is consistent, in all material respects, with the audited financial statements from which it has been derived.

BBO, LLP.

STATEMENT OF FINANCIAL POSITION

December 31, 2015 with comparative totals for 2014

	<u>2015</u>	<u>2014</u>
ASSETS		
Cash	\$ 724,731	\$ 832,191
Contributions receivable		
Rodale, Inc.	5,526,000	5,526,000
Other	67,900	88,607
Accounts receivable	0.44.000	400.005
Grants and federal awards Other	241,330	183,325
Inventory	145,242 41,283	100,766 52,494
Prepaid expenses and other assets	85,632	56,156
Investments	11,070,529	12,564,489
Note receivable	1,030,580	1,030,580
Beneficial interest in perpetual trust	505,045	536,780
Property and equipment, net	3,214,667	2,923,978
Total assets	\$22,652,939	\$23,895,366
LIABILITIES AND NET ASSETS		
LIABILITIES		
Accounts payable	\$ 90,923	\$ 258,929
Accrued liabilities	75,533	158,288
Total liabilities	166,456	417,217
NET ASSETS		
Unrestricted	9,982,200	10,042,713
Temporarily restricted	11,328,272	12,165,606
Permanently restricted	1,176,011	1,269,830
Total net assets	22,486,483	23,478,149
Total liabilities and net assets	\$22,652,939	\$23,895,366

STATEMENT OF ACTIVITIES

Year ended December 31, 2015 with comparative totals for 2014

			Temporarily		Permanently	tly Totals		
	<u>Unr</u>	<u>estricted</u>	Restricte	ed_	Restricted	2015	2014	
REVENUE, GAINS AND SUPPORT								
Grants	\$	190,177	\$	-	\$ -	\$ 190,177	\$ 190,108	
Federal awards		467,594		-	-	467,594	299,736	
Contributions	1	,734,364	268,0	000	-	2,002,364	1,878,113	
Education and store		186,073		-	-	186,073	205,351	
Farm sales		259,721		-	-	259,721	257,757	
Other		170,355		-	-	170,355	190,767	
Interest and dividend income		180,036	91,4		11,554	283,049	357,774	
Net realized and unrealized gain (loss) on investments		(179,373)	(186,8	368)	(38,469)	(404,710)	262,288	
Change in value of beneficial interest in perpetual trust Transfers		-		-	(31,735)	(31,735)	31,780	
Endowment spending policy distribution		293,713	(258,5	544)	(35,169)	-	-	
Net assets released from restrictions		751,381	(751,3	381)				
Total revenue, gains and support	4	,054,041	(837,3	334)	(93,819)	3,122,888	3,673,674	
EXPENSES								
Program Services								
Strategic Solutions Team	2	2,666,331	•	-	-	2,666,331	2,079,497	
Communications		654,796	•	-	-	654,796	702,551	
Supporting Services								
Management and general		481,281		-	-	481,281	526,564	
Development		312,146				312,146	245,043	
Total expenses	4	,114,554				4,114,554	3,553,655	
CHANGE IN NET ASSETS		(60,513)	(837,3	334)	(93,819)	(991,666)	120,019	
NET ASSETS								
Beginning of year	10	,042,713	12,165,6	<u> 606</u>	1,269,830	23,478,149	23,358,130	
End of year	<u>\$ 9</u>	,982,200	\$11,328,2	<u> 272</u>	\$1,176,011	\$22,486,483	\$23,478,149	

STATEMENT OF FUNCTIONAL EXPENSES

Year ended December 31, 2015 with comparative totals for 2014

		Program Services	i	Sup	porting Service	es		
	Strategic		Total			Total		
	Solutions		Program	Management		Supporting		tals
	<u>Team</u>	Communications	<u>Services</u>	and General	<u>Development</u>	Services	<u>2015</u>	<u>2014</u>
Salaries	\$1,047,722	\$323,465	\$1,371,187	\$249,810	\$195,550	\$445,360	\$1,816,547	\$1,559,386
Payroll taxes and employee benefits	269,776	83,305	353,081	64,612	43,640	108,252	461,333	422,524
Consulting services	177,984	22,911	200,895	27,734	1,581	29,315	230,210	153,995
Contractors and subcontractors	274,560	-	274,560	-	-	-	274,560	174,138
Cost of goods sold	-	59,562	59,562	-	-	-	59,562	67,498
Depreciation	79,826	1,108	80,934	11,627	8	11,635	92,569	56,054
Dues and subscriptions	12,450	5,294	17,744	1,343	6,144	7,487	25,231	26,922
Equipment maintenance and rental	260,333	18,326	278,659	48,290	4,215	52,505	331,164	252,843
Postage	7,428	6,017	13,445	1,988	15,277	17,265	30,710	31,338
Printing and publications	5,867	13,723	19,590	355	9,841	10,196	29,786	29,012
Professional services	9,859	13,586	23,445	18,454	-	18,454	41,899	65,700
Supplies	299,178	26,885	326,063	14,478	7,994	22,472	348,535	312,407
Telecommunications	4,358	3,136	7,494	31,393	424	31,817	39,311	24,977
Travel	72,536	30,338	102,874	-	9,775	9,775	112,649	124,673
Utilities	67,791	10,250	78,041	11,197	47	11,244	89,285	105,092
Other	76,663	36,890	113,553		17,650	17,650	131,203	147,096
	\$2,666,331	\$654,796	\$3,321,127	\$481,281	\$312,146	\$793,427	\$4,114,554	\$3,553,655

STATEMENT OF CASH FLOWS

Year ended December 31, 2015 with comparative totals for 2014

	<u>2015</u>	2014
CASH FLOWS FROM OPERATING ACTIVITIES	2013	<u> 2014</u>
Change in net assets	\$ (991,666)	\$ 120,019
Adjustments to reconcile change in net assets to net cash provided by (used for) operating activities		
Net realized and unrealized (gain) loss on investments Change in value of beneficial interest in perpetual trust Depreciation expense Amortization of discount on contributions receivable	404,710 31,735 92,569 (386,820)	(262,288) (31,780) 56,054 (386,820)
(Increase) decrease in Contributions receivable Accounts receivable Inventory Prepaid expenses and other assets	407,527 (102,481) 11,211 (29,476)	442,436 (74,239) (30,066) (8,106)
Increase (decrease) in Accounts payable Accrued liabilities Deferred grant revenue	(168,006) (82,755)	116,003 50,034 (86,704)
Net cash used for operating activities	(813,452)	(95,457)
CASH FLOWS FROM INVESTING ACTIVITIES Net sales of investments Purchases of property and equipment Net cash provided by investing activities	1,089,250 (383,258) 705,992	610,395 (171,296) 439,099
•		
Net change in cash	(107,460)	343,642
CASH Beginning of year	832,191	488,549
End of year	\$ 724,731	\$ 832,191

NOTES TO FINANCIAL STATEMENTS

December 31, 2015

(1) NATURE OF OPERATIONS

Rodale Institute (the "Institute"), located in Kutztown, Pennsylvania, is a non-profit research and education organization focused on organic agriculture and its beneficial impact on health and the environment. For over six decades Rodale Institute has demonstrated the benefits of organic farming through innovative research and outreach on its 333 acre experimental farm, one of the largest research facilities of its kind. The Institute has trained thousands of farmers throughout the world in organic methods that enhance soil fertility, build soil organic matter, sequester carbon and eliminate the use of synthetic chemicals and fertilizers. Rodale Institute's Farming System Trial is the longest running side-by-side comparison of conventional versus organic farming. Results of this 35-year study prove that organic yields match conventional and organic farming systems are more profitable than conventional.

Rodale Institute also hosts a myriad of online tools for farmers including their free Transition to Organics course that provides information and expertise for farmers seeking to convert their farms from chemical methods to organic practices. In addition, Rodale Institute's website is home to an Organic Price Report, a Crop Conversion Calculator, an Organic System Plan and a variety of other online tools that help famers transition to organic and ensure they are utilizing best organic farming practices. Revenue sources for the Institute consist primarily of federal and state grant monies in addition to contributions from individuals and organizations who share this vision and commitment.

(2) SIGNIFICANT ACCOUNTING POLICIES

Basis of Accounting

The financial statements have been prepared on the accrual basis of accounting. As a result, revenues are recognized when earned and expenses are recognized when incurred.

Financial Statement Presentation

The Institute reports information regarding its financial position and activities according to the following three classes of net assets:

Unrestricted net assets

Net assets that are not subject to donor-imposed restrictions.

Temporarily restricted net assets

Net assets that are subject to donor-imposed restrictions that will be satisfied by actions of the Institute and/or the passage of time. When a restriction is satisfied, temporarily restricted net assets are reclassified to unrestricted net assets and reported in the statement of activities as "net assets released from restrictions."

Permanently restricted net assets

Net assets that are subject to donor-imposed restrictions that such assets be maintained indefinitely.

Fair Value Measurements

Generally accepted accounting principles ("GAAP") define fair value as the price that would be received to sell an asset or paid to transfer a liability (i.e., the "exit price") in an orderly transaction between market participants at the measurement date. GAAP establishes a fair value hierarchy for inputs used in measuring fair value that maximizes the use of observable inputs and minimizes the use of unobservable inputs by requiring that the most observable inputs be used when available. Observable inputs are those that market participants would use in pricing the asset or liability based on market data obtained from sources independent of the Institute. Unobservable inputs reflect the Institute's assumptions about the inputs market participants would use in pricing the asset or liability developed based on the best information available in the circumstances. The fair value hierarchy is categorized into three levels based on the inputs as follows:

NOTES TO FINANCIAL STATEMENTS

December 31, 2015

Level 1 – Valuations based on unadjusted quoted prices in active markets for identical assets or liabilities that the Institute has the ability to access. Since valuations are based on quoted prices that are readily and regularly available in an active market, valuation of these securities does not entail a significant degree of judgment.

Level 2 – Valuations based on quoted prices in markets that are not active or for which all significant inputs are observable, either directly or indirectly.

Level 3 – Valuations based on inputs that are unobservable, that is, inputs that reflect the Institute's own assumptions.

Summarized Prior-Year Information

The financial statements include certain prior-year summarized comparative information in total but not by net asset class. Such information does not include sufficient detail to constitute a presentation in conformity with GAAP. Accordingly, such information should be read in conjunction with the financial statements for the year ended December 31, 2014, from which the summarized information was derived.

Accounts Receivable

Accounts receivable are reported at net realizable value. The net realizable value is based on management's estimate of the amount of receivables that will be actually collected. Accounts are written off against the allowance for doubtful accounts when management determines the account is uncollectible.

Inventory

Inventory is stated at the lower of cost (first-in, first-out method) or market.

Investments and Investment Income

Investments in equity securities with readily determinable fair values and all investments in debt securities are reported at fair value with gains and losses included in the statement of activities. Dividend and interest income is recorded as earned. Donated investments are recorded at fair value at the date of receipt.

The Institute invests in a professionally-managed portfolio that contains various types of securities (**See Note 4**). Such investments are exposed to market and credit risks. Due to the level of risk associated with such investments, and the level of uncertainty related to changes in the value of such investments, it is at least reasonably possible that changes in the near term would materially affect investment balances and the amounts reported in the financial statements.

Property and Equipment

The Institute capitalizes all expenditures for property and equipment in excess of \$1,000. Property and equipment is stated at cost. Depreciation is computed using the straight-line method over the estimated useful lives of the assets, which range from 3 to 20 years.

Beneficial Interest in Perpetual Trust

The Institute is the beneficiary of a perpetual trust agreement which is held by a third party. Because the Institute will receive a perpetual stream of income from the trust, an estimate of the present value of estimated future cash flows has been recorded as an asset on the statement of financial position using Level 3 valuation inputs. The Institute's beneficial interest in this trust agreement is shown as a permanently restricted net asset in the financial statements.

NOTES TO FINANCIAL STATEMENTS

December 31, 2015

Contributions

Contributions received are recorded as unrestricted, temporarily restricted or permanently restricted net assets depending on the absence or existence and nature of any donor restrictions. Donor-restricted contributions whose restrictions are satisfied in the same period are reported as "unrestricted support."

Unconditional contributions are recognized when the related promise to give is received. Conditional contributions are recognized when the conditions are satisfied.

Donated Services

Donated services are recognized as contributions if the services (a) create or enhance nonfinancial assets or (b) require specialized skills, are performed by people with those skills, and would otherwise be purchased by the Institute.

Grants and Federal Awards

Grants and federal awards are recorded as revenue as the services are performed.

Functional Allocation of Expenses

The costs of providing the program and supporting services have been presented on a functional basis in the statements of activities and functional expenses. Accordingly, certain costs have been allocated among the program and supporting services benefitted, primarily based upon the relative time spent by Institute employees on each function.

Income Tax Status

The Institute is exempt from federal income tax under Section 501(c)(3) of the Internal Revenue Code. However, income from certain activities not directly related to the Institute's tax-exempt purpose is subject to taxation as unrelated business income. In addition, the Institute qualifies for the charitable contribution deduction under Section 170(b)(1)(A) and has been classified as an organization other than a private foundation under Section 509(a)(1).

GAAP requires entities to evaluate, measure, recognize and disclose any uncertain income tax positions taken on their tax returns. GAAP prescribes a minimum threshold that a tax position is required to meet in order to be recognized in the financial statements. The Institute believes that it had no uncertain tax positions as defined in GAAP.

Use of Estimates

The preparation of financial statements in conformity with GAAP requires management to make estimates and assumptions that affect the amounts reported in the financial statements and accompanying notes. Actual results could differ from those estimates.

Concentration of Credit Risk

Financial instruments which potentially subject the Institute to concentrations of credit risk are cash, contributions receivable, accounts receivable and a note receivable. The Institute maintains its cash at various financial institutions. At times, deposits may exceed federally-insured limits. Accounts receivable are due primarily from government agencies and are expected to be collected during 2016. The note receivable and the majority of contributions receivable are due from Rodale, Inc. and are further described in Notes 3 and 5.

Reclassifications

Certain items in the 2014 comparative information have been reclassified in order to conform to the 2015 presentation.

NOTES TO FINANCIAL STATEMENTS

December 31, 2015

(3) CONTRIBUTIONS RECEIVABLE

Rodale, Inc. is a for-profit publishing corporation located in Emmaus, Pennsylvania. A former Chairman of Rodale, Inc. founded the Institute. Contributions receivable from Rodale, Inc. are expected to be collected as follows:

2016	\$	386,820
2017		386,820
2018		386,820
2019		386,820
2020		386,820
Thereafter	_ 5	5,556,910
	7	7,491,010
Less discount to net present value (7%)	(1	<u>1,965,010</u>)
	\$ 5	5,526,000

Other contributions receivable are expected to be collected in 2016. Fair value of contributions receivable was determined using Level 2 valuation inputs.

(4) INVESTMENTS

Investments, at fair value, consist of the following at December 31,:

	<u>2015</u>	<u>2014</u>
Money market funds	\$ 344,821	\$ 396,834
Marketable equity securities	5,666,236	6,572,416
Mutual funds		
Equities	2,146,638	2,385,749
Fixed income	<u>2,912,834</u>	3,209,490
	\$11,070,529	\$12,564,489

Fair value of investments was determined using Level 1 inputs.

(5) NOTE RECEIVABLE

In January 1991, the Institute received a note receivable from Rodale, Inc. *(See Note 3)*. The note in the amount of \$2,061,160 (in addition to forgiveness of an advance from Rodale, Inc. of \$555,000) was consideration for the repurchase by Rodale, Inc. of preferred stock (78,800 shares) held by the Institute. It bears interest at 12% per annum with principal payments to be received in ten equal annual installments beginning March 31, 1997, with the entire unpaid balance due March 31, 2006. On April 1, 2006, an agreement was reached with Rodale, Inc. to extend this note until March 31, 2011. On March 31, 2011, the note was amended to extend the note's maturity until March 31, 2021. The note is due in full on March 31, 2021, and interest will be paid quarterly at 7%, until this note matures on that date. At December 31, 2015 and 2014, the outstanding balance of this note was \$1,030,580.

NOTES TO FINANCIAL STATEMENTS

December 31, 2015

(6) PROPERTY AND EQUIPMENT

Property and equipment at December 31, consist of the following:

	<u>2015</u>	<u>2014</u>
Land	\$ 2,554,726	\$ 2,554,726
Land improvements	34,421	34,421
Machinery and equipment	1,857,463	1,499,401
Accumulated depreciation	_(1,231,943)	<u>(1,164,570</u>)
	<u>\$ 3,214,667</u>	\$ 2,923,978

All of the Institute's land is under a conservation easement with the Wildlands Conservancy.

(7) TEMPORARILY RESTRICTED NET ASSETS

Temporarily restricted net assets are available for the following:

	Balance	Additions	Released from	Balance
	December 31, 2014	(Subtractions)	Restrictions	December 31, 2015
Purpose restrictions				
Operations and maintenance				
of Rodale Institute	\$ 5,170,872	\$ (95,409)	\$ (258,544)	\$ 4,816,919
Various	1,448,734	248,000	(731,381)	965,353
Time restrictions				
(available in future years)				
Rodale, Inc. contribution				
receivable	5,526,000	386,820	(386,820)	5,526,000
Other	20,000	20,000	(20,000)	20,000
	<u>\$12,165,606</u>	<u>\$559,411</u>	<u>\$(1,396,745</u>)	\$11,328,272

(8) PERMANENTLY RESTRICTED NET ASSETS

Permanently restricted net assets consist of the following:

General endowment	\$	670,966
Beneficial interest in perpetual trust		505,045
	\$1	1.176.011

The income from the general endowment and the beneficial interest in perpetual trust is available for general operations.

(9) ENDOWMENT FUND

An accounting standard was issued which provides guidance on the net asset classification of donor-restricted endowment funds for a nonprofit organization that is subject to an enacted version of the Uniform Prudent Management of Institutional Funds Act ("UPMIFA"). The Institute is not subject to this guidance since Pennsylvania has not enacted a version of UPMIFA. The Institute classifies both the original fair value of contributions to permanent endowments along with the investment income attributable to the permanent endowments as part of permanently restricted net assets. The standard also requires additional disclosures about an organization's endowment funds (both donor-restricted endowment funds and board-designated endowment funds) whether or not the organization is subject to UPMIFA.

NOTES TO FINANCIAL STATEMENTS

December 31, 2015

In accordance with Pennsylvania statutes, the Institute has adopted investment and spending policies for its endowment assets that attempt to provide a predictable stream of funding to programs supported by its endowments while seeking to maintain the purchasing power of these endowment assets over the long-term. The Institute's spending and investment policies work together to achieve this objective. The investment policy establishes an achievable return objective through diversification of asset classes.

The spending policy calculates the amount of money annually distributed from the endowment funds to support various programs. The current spending policy on the permanently restricted endowment is to distribute the amount equal to 5% of a moving three-year average of the fair value of the permanently restricted endowment fund. No distribution was taken on the board-designated endowment fund for 2015.

Changes in the endowment assets for the year ended December 31, 2015 are as follows:

	Temporarily Restricted	Permanently Restricted	Fotal Endowment Assets
Endowment net assets, beginning of year	\$5,170,872	\$733,050	\$5,903,922
Interest and dividends, net	91,459	11,554	103,013
Realized and unrealized loss	(186,868)	(38,469)	(225,337)
Spending policy distribution	(258,544)	<u>(35,169</u>)	(293,713)
Endowment net assets, end of year	<u>\$4,816,919</u>	<u>\$670,966</u>	\$5,487,885

(10) DONATED SERVICES AND IN-KIND CONTRIBUTIONS

The fair value of donated services and in-kind contributions included as contributions in the financial statements and the corresponding expenses for the year ended December 31, 2015 are as follows:

		2015	
	Strategic Solutions <u>Team</u>	<u>Development</u>	<u>Total</u>
Consulting services	\$ 15,074	\$ -	\$ 15,074
Contractors and subcontractors	171,091	-	171,091
Equipment maintenance and rental	103,400	-	103,400
Supplies	12,747	969	13,716
Other	2,100	<u> </u>	2,100
	\$304,412	<u>\$969</u>	\$305,381

(11) DEFINED CONTRIBUTION PLAN

The Institute participates in a participatory defined contribution plan that covers substantially all of its employees. Employees can contribute any percentage of their income up to the Internal Revenue Service limit for the year. The Institute matches contributions by the participants up to 6% of annual compensation. The Institute contributed \$42,954 to the plan in 2015 and \$42,432 to the plan in 2014.

NOTES TO FINANCIAL STATEMENTS

December 31, 2015

(12) LINE OF CREDIT

The Institute has a line of credit arrangement with a local bank under which the Institute may borrow up to \$250,000 on such terms as the Institute and the bank mutually agree upon. The line bears interest at prime plus 3/4%. The arrangement is approved until December 31, 2016, but is reviewed annually for renewal. At December 31, 2015 and 2014, the full \$250,000 was available.

(13) SUBSEQUENT EVENTS

Management has evaluated subsequent events through June 16, 2016, the date on which the financial statements were available to be issued. No subsequent events have occurred that require recognition in the financial statements.