

Form **990-EZ**

**Short Form
Return of Organization Exempt From Income Tax**

OMB No. 1545-1150

2009

**Open to Public
Inspection**

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)
▶ Sponsoring organizations of donor advised funds and controlling organizations as defined in section 512(b)(13) must file Form 990. All other organizations with gross receipts less than \$500,000 and total assets less than \$1,250,000 at the end of the year may use this form.
▶ The organization may have to use a copy of this return to satisfy state reporting requirements.

A For the 2009 calendar year, or tax year beginning 01/01, **2009, and ending** 12/31, **20** 09

- B** Check if applicable:
- Address change
 - Name change
 - Initial return
 - Terminated
 - Amended return
 - Application pending

Please use IRS label or print or type. See Specific Instructions.

C Name of organization
SAVE THE FROGS
Number and street (or P.O. box, if mail is not delivered to street address) Room/suite
303 Potrero Street ste 51
City or town, state or country, and ZIP + 4
Santa Cruz, CA 95060

D Employer identification number
26-2655709
E Telephone number
831-621-6215
F Group Exemption Number ▶

• Section 501(c)(3) organizations and 4947(a)(1) nonexempt charitable trusts must attach a completed Schedule A (Form 990 or 990-EZ).

G Accounting Method: Cash Accrual
Other (specify) ▶

I Website: ▶ www.savethefrogs.com

J Tax-exempt status (check only one) — 501(c) (3) ◀ (insert no.) 4947(a)(1) or 527

H Check if the organization is **not** required to attach Schedule B (Form 990, 990-EZ, or 990-PF).

K Check if the organization is not a section 509(a)(3) supporting organization **and** its gross receipts are normally **not** more than \$25,000. A Form 990-EZ or Form 990 return is not required, but if the organization chooses to file a return, be sure to file a complete return.

L Add lines 5b, 6b, and 7b, to line 9 to determine gross receipts; if \$500,000 or more, file Form 990 instead of Form 990-EZ ▶ \$ **57,709**

Part I Revenue, Expenses, and Changes in Net Assets or Fund Balances (See the instructions for Part I.)

		Revenue		Expenses		Net Assets	
	1 Contributions, gifts, grants, and similar amounts received	1	29,669				
	2 Program service revenue including government fees and contracts	2	3,000				
	3 Membership dues and assessments	3	6,295				
	4 Investment income	4	0				
	5a Gross amount from sale of assets other than inventory	5a	0				
	b Less: cost or other basis and sales expenses	5b	0				
	c Gain or (loss) from sale of assets other than inventory (Subtract line 5b from line 5a)	5c	0				
	6 Special events and activities (complete applicable parts of Schedule G). If any amount is from gaming, check here <input type="checkbox"/>						
	a Gross revenue (not including \$ <u>0</u> of contributions reported on line 1)	6a	0				
	b Less: direct expenses other than fundraising expenses	6b	0				
	c Net income or (loss) from special events and activities (Subtract line 6b from line 6a)	6c	0				
	7a Gross sales of inventory, less returns and allowances	7a	18,745				
	b Less: cost of goods sold	7b	10,043				
	c Gross profit or (loss) from sales of inventory (Subtract line 7b from line 7a)	7c	8,702				
	8 Other revenue (describe ▶ _____)	8	0				
	9 Total revenue. Add lines 1, 2, 3, 4, 5c, 6c, 7c, and 8	9	47,666				
	10 Grants and similar amounts paid (attach schedule)	10	1,158				
	11 Benefits paid to or for members	11	0				
	12 Salaries, other compensation, and employee benefits	12	9,555				
	13 Professional fees and other payments to independent contractors	13	0				
	14 Occupancy, rent, utilities, and maintenance	14	0				
	15 Printing, publications, postage, and shipping	15	7,183				
	16 Other expenses (describe ▶ <u>See Statement 2</u>)	16	9,283				
	17 Total expenses. Add lines 10 through 16	17	27,179				
	18 Excess or (deficit) for the year (Subtract line 17 from line 9)	18	20,487				
	19 Net assets or fund balances at beginning of year (from line 27, column (A)) (must agree with end-of-year figure reported on prior year's return)	19	2,621				
	20 Other changes in net assets or fund balances (attach explanation)	20	0				
	21 Net assets or fund balances at end of year. Combine lines 18 through 20	21	23,108				

Part II Balance Sheets. If Total assets on line 25, column (B) are \$1,250,000 or more, file Form 990 instead of Form 990-EZ.

(See the instructions for Part II.)

		(A) Beginning of year		(B) End of year	
22	Cash, savings, and investments	321	22	20,633	
23	Land and buildings	0	23	0	
24	Other assets (describe ▶ <u>See Statement 3</u>)	2,300	24	2,475	
25	Total assets	2,621	25	23,108	
26	Total liabilities (describe ▶ _____)	0	26	0	
27	Net assets or fund balances (line 27 of column (B) must agree with line 21)	2,621	27	23,108	

Part V Other Information (Note the statement requirements in the instructions for Part V.)

		Yes	No
33	Did the organization engage in any activity not previously reported to the IRS? If "Yes," attach a detailed description of each activity		✓
34	Were any changes made to the organizing or governing documents? If "Yes," attach a conformed copy of the changes		✓
35	If the organization had income from business activities, such as those reported on lines 2, 6a, and 7a (among others), but not reported on Form 990-T, attach a statement explaining why the organization did not report the income on Form 990-T.		
a	Did the organization have unrelated business gross income of \$1,000 or more or was it subject to section 6033(e) notice, reporting, and proxy tax requirements?		✓
b	If "Yes," has it filed a tax return on Form 990-T for this year?		
36	Did the organization undergo a liquidation, dissolution, termination, or significant disposition of net assets during the year? If "Yes," complete applicable parts of Schedule N		✓
37a	Enter amount of political expenditures, direct or indirect, as described in the instructions. ▶ 37a 322		
b	Did the organization file Form 1120-POL for this year?		✓
38a	Did the organization borrow from, or make any loans to, any officer, director, trustee, or key employee or were any such loans made in a prior year and still outstanding at the end of the period covered by this return?		✓
b	If "Yes," complete Schedule L, Part II and enter the total amount involved 38b		
39	Section 501(c)(7) organizations. Enter:		
a	Initiation fees and capital contributions included on line 9 39a		
b	Gross receipts, included on line 9, for public use of club facilities 39b		
40a	Section 501(c)(3) organizations. Enter amount of tax imposed on the organization during the year under: section 4911 ▶ <u>0</u> ; section 4912 ▶ <u>0</u> ; section 4955 ▶ <u>0</u>		
b	Section 501(c)(3) and 501(c)(4) organizations. Did the organization engage in any section 4958 excess benefit transaction during the year or is it aware that it engaged in an excess benefit transaction with a disqualified person in a prior year, and that the transaction has not been reported on any of the organization's prior Forms 990 or 990-EZ? If "Yes," complete Schedule L, Part I		✓
c	Section 501(c)(3) and 501(c)(4) organizations. Enter amount of tax imposed on organization managers or disqualified persons during the year under sections 4912, 4955, and 4958 ▶ <u>0</u>		
d	Section 501(c)(3) and 501(c)(4) organizations. Enter amount of tax on line 40c reimbursed by the organization ▶ <u>0</u>		
e	All organizations. At any time during the tax year, was the organization a party to a prohibited tax shelter transaction? If "Yes," complete Form 8886-T.		✓
41	List the states with which a copy of this return is filed. ▶ See Statement 5		
42a	The organization's books are in care of ▶ <u>Kerry Kriger</u> Telephone no. ▶ <u>831-621-6215</u> Located at ▶ <u>303 Potrero Street Suite51, Santa Cruz, CA 95060</u> ZIP + 4 ▶ <u>95060</u>		
b	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)?	Yes	No
	If "Yes," enter the name of the foreign country: ▶ _____		✓
	See the instructions for exceptions and filing requirements for Form TD F 90-22.1, Report of Foreign Bank and Financial Accounts .		
c	At any time during the calendar year, did the organization maintain an office outside of the U.S.?		✓
	If "Yes," enter the name of the foreign country: ▶ _____		
43	Section 4947(a)(1) nonexempt charitable trusts filing Form 990-EZ in lieu of Form 1041 —Check here ▶ <input type="checkbox"/> and enter the amount of tax-exempt interest received or accrued during the tax year ▶ 43		
44	Did the organization maintain any donor advised funds? If "Yes," Form 990 must be completed instead of Form 990-EZ		✓
45	Is any related organization a controlled entity of the organization within the meaning of section 512(b)(13)? If "Yes," Form 990 must be completed instead of Form 990-EZ		✓

Part VI Section 501(c)(3) organizations and section 4947(a)(1) nonexempt charitable trusts only. All section 501(c)(3) organizations and section 4947(a)(1) nonexempt charitable trusts must answer questions 46–49b and complete the tables for lines 50 and 51.

- | | | Yes | No |
|--|------------|-----|-------------------------------------|
| 46 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 | 46 | | <input checked="" type="checkbox"/> |
| 47 Did the organization engage in lobbying activities? If "Yes," complete Schedule C, Part II | 47 | | <input checked="" type="checkbox"/> |
| 48 Is the organization a school as described in section 170(b)(1)(A)(ii)? If "Yes," complete Schedule E | 48 | | <input checked="" type="checkbox"/> |
| 49a Did the organization make any transfers to an exempt non-charitable related organization? | 49a | | <input checked="" type="checkbox"/> |
| b If "Yes," was the related organization a section 527 organization? | 49b | | |
- 50** Complete this table for the organization's five highest compensated employees (other than officers, directors, trustees and key employees) who each received more than \$100,000 of compensation from the organization. If there is none, enter "None."

(a) Name and address of each employee paid more than \$100,000	(b) Title and average hours per week devoted to position	(c) Compensation	(d) Contributions to employee benefit plans & deferred compensation	(e) Expense account and other allowances
None				

f Total number of other employees paid over \$100,000 ▶ _____

51 Complete this table for the organization's five highest compensated independent contractors who each received more than \$100,000 of compensation from the organization. If there is none, enter "None."

(a) Name and address of each independent contractor paid more than \$100,000	(b) Type of service	(c) Compensation
None		

d Total number of other independent contractors each receiving over \$100,000 . . ▶ _____

Sign Here 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. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

▶ Signature of officer Kerry Kriger, Executive Director Type or print name and title	Date
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Paid Preparer's Use Only Preparer's signature ▶ Firm's name (or yours if self-employed), address, and ZIP + 4 ▶	Date	Check if self-employed ▶ <input type="checkbox"/>	Preparer's identifying number (See instructions) EIN ▶ Phone no. ▶
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May the IRS discuss this return with the preparer shown above? See instructions ▶ Yes No

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) 2005	(b) 2006	(c) 2007	(d) 2008	(e) 2009	(f) Total
1 Gifts, grants, contributions, and membership fees received. (Do not include any "unusual grants.")						
2 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf						
3 The value of services or facilities furnished by a governmental unit to the organization without charge						
4 Total. Add lines 1 through 3						
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)						
6 Public support. Subtract line 5 from line 4.						

Section B. Total Support

Calendar year (or fiscal year beginning in) ▶	(a) 2005	(b) 2006	(c) 2007	(d) 2008	(e) 2009	(f) Total
7 Amounts from line 4						
8 Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources						
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.)						
11 Total support. Add lines 7 through 10						
12 Gross receipts from related activities, etc. (see instructions)					12	
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 ▶ <input type="checkbox"/>						

Section C. Computation of Public Support Percentage

14 Public support percentage for 2009 (line 6, column (f) divided by line 11, column (f))	14	%
15 Public support percentage from 2008 Schedule A, Part II, line 14	15	%
16a 33 1/3 % support test—2009. If the organization did not check the box on line 13, and line 14 is 33 1/3 % or more, check this box and stop here. The organization qualifies as a publicly supported organization ▶ <input type="checkbox"/>		
b 33 1/3 % support test—2008. 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 ▶ <input type="checkbox"/>		
17a 10%-facts-and-circumstances test—2009. 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 ▶ <input type="checkbox"/>		
b 10%-facts-and-circumstances test—2008. 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 ▶ <input type="checkbox"/>		
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 ▶ <input type="checkbox"/>		

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 year beginning in) ▶	(a) 2005	(b) 2006	(c) 2007	(d) 2008	(e) 2009	(f) Total
1 Gifts, grants, contributions, and membership fees received. (Do not include any "unusual grants.")				2,324	35,964	38,288
2 Gross receipts from admissions, merchandise sold or services performed, or facilities furnished in any activity that is related to the organization's tax-exempt purpose				6,557	21,745	28,302
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 through 5	0	0	0	8,881	57,709	66,590
7a Amounts included on lines 1, 2, and 3 received from disqualified persons				0	15,000	15,000
b Amounts included on lines 2 and 3 received from other than disqualified persons that exceed the greater of \$5,000 or 1% of the amount on line 13 for the year				0	1,500	1,500
c Add lines 7a and 7b	0	0	0	0	16,500	16,500
8 Public support (Subtract line 7c from line 6.)						50,090

Section B. Total Support

Calendar year (or fiscal year beginning in) ▶	(a) 2005	(b) 2006	(c) 2007	(d) 2008	(e) 2009	(f) Total
9 Amounts from line 6	0	0	0	8,881	57,709	66,590
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 lines 9, 10c, 11, and 12.)	0	0	0	8,881	57,709	66,590

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 2009 (line 8, column (f) divided by line 13, column (f))	15	%
16 Public support percentage from 2008 Schedule A, Part III, line 15	16	%

Section D. Computation of Investment Income Percentage

17 Investment income percentage for 2009 (line 10c, column (f) divided by line 13, column (f))	17	%
18 Investment income percentage from 2008 Schedule A, Part III, line 17	18	%

19a 33 1/3 % support tests—2009. 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—2008. If the organization did not check a box on line 14 or line 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 ▶

Statement 1 : General Explanations

Statement 1 (continued) : Reasonable Cause Explanations

Statement 2 : Other Expenses Schedule

Statement 3 : Other Assets

Statement 4 : Program Service Accomplishments

Statement 5 : States Where Copy Of return Is Filed

Statement 1
Form: 990-EZ
Page: 1
Line Number:

SAVE THE FROGS
26-2655709

General Explanations

Reference	Explanation
Form 990-EZ, Part V, Line 35	

Statement 1 (continued)

Form: 990-EZ

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SAVE THE FROGS

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Reasonable Cause Explanations

Explanation

We filed an extension in early May 2010, via Form F8868.

Statement 2

Form: 990-EZ

Page: 1

Line Number: Part I Line 16

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Other Expenses Schedule

Description	Amount
Legal Fees (Government Filings)	\$25
Advertising and Promotion	\$1,920
Office Expenses	\$119
Information Technology	\$442
Travel	\$3,871
Conferences, Conventions and Meetings	\$600
Banking Fees	\$1,000
Continuing Education	\$454
Electronics	\$527
Computer Depreciation	\$325
Total:	\$9,283

Statement 3

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Line Number: Part II Line 24

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Other Assets

Description	BOY Amount	EOY Amount
Computer	\$1,300	\$975
Merchandise	\$1,000	\$1,500
Total:	\$2,300	\$2,475

Statement 4

Program Service Accomplishments

Achievement	Grants And Allocations	includes Foreign Grants	Program Service Expenses
<p>Save The Frogs Day http://savethefrogs.com/day Save The Frogs Day is an annual event we conceived and coordinate. The day is intended to raise awareness of amphibian extinctions, and create an interest and appreciation for amphibians, especially among children. The 1st Annual Save The Frogs Day was held April 28th, 2009, and events took place at schools, zoos, and museums in fifteen countries. Approximately 40 scientists gave public lectures on this day. Proclamations declaring April 28th, 2009 Save The Frogs Day were issued by Governor Tim Kaine of Virginia; Mayor Robertson of Vancouver, British Columbia; Mayor Parrish of Manassas, VA; and the Chairman Stewart of Prince William County, VA. To the best of our knowledge, this makes Governor Kaine the highest ranking government official on the planet to officially recognize the amphibian extinction crisis. Save The Frogs Day received considerable publicity, as can be gleaned by a Google search of 'Save The Frogs Day', which yields ten pages of results. The inaugural Save The Frogs Day took place with only four months of planning, a single coordinator (Dr. Kriger) and a minimal amount of funding. Given appropriate funding and personnel, we are certain that future Save The Frogs Day events will receive widespread political recognition, and will have the involvement of hundreds of scientists and thousands of schools worldwide. We will also involve zoos, museums, and national parks. As such, we see Save The Frogs Day as an extremely effective environmental education tool.</p>	\$0		\$4,448
<p>LECTURES ON THE AMPHIBIAN EXTINCTION CRISIS http://savethefrogs.com/events To raise awareness of the plight of amphibians and to motivate people to take action, SAVE THE FROGS! Executive Director Dr. Kerry Kriger lectured on the amphibian extinction crisis throughout North America in 2009. During his presentation to adults, Dr. Kriger discusses the six primary threats to amphibians and explains how they affect various groups of amphibians. He also discusses the necessary actions that must occur in order to prevent further amphibian declines and extinctions, including ways that average citizens can help. Dr. Kriger gives a separate presentation "The Wild World of Frogs" to children. The goal of this presentation is to get kids interested in amphibians, and to give them an introduction to environmental conservation. In 2009, Dr. Kriger gave 42 presentations to a total of 1810 attendees. These lectures have taken place at universities, elementary schools, businesses, community groups, national parks and at other nonprofits including the National Geographic Society, Smithsonian Tropical Research Institute, California Academy of Sciences, Boston Museum of Science, National Wildlife Federation, Defenders of Wildlife Headquarters, Portland Audubon Society, Northwest Environmental Defense Center, Town Hall Seattle, REI Corporate Headquarters, Vancouver Water Resources Education Center, Yellowstone National Park, University of Colorado, British Columbia Institute of Technology, the Joint Meeting of Ichthyologists and Herpetologists, and the New England Wildlife Center. We are currently editing film recordings of the lectures, and will post several of the lectures in their entirety on YouTube.</p>	\$0		\$7,489
<p>FREE COURSE AT SMITHSONIAN INSTITUTE http://savethefrogs.com/chytrid/qpcr.html Latin America is home to nearly half of the world's amphibian species. In the last two decades however, the deadly chytrid fungus (<i>Batrachochytrium dendrobatidis</i>) has decimated frog populations throughout Central America and the Andes. It is of high importance that Latin American scientists are capable of conducting chytrid research, but few of these scientists are knowledgeable in the laboratory techniques necessary to detect the fungus. In October 2009, SAVE THE FROGS! in conjunction with the Herpetological Circle of Panama, offered a free 5-day class at the Smithsonian Tropical Research Institute in Panama City. The course, entitled "Instruction and application of quantitative PCR molecular techniques for the study of amphibian epidemics", was attended by 25 scientists from Panama, Colombia, and Costa Rica. This course was taught in Spanish by SAVE THE FROGS! Founder & Executive Director Dr. Kerry Kriger, and provided attendees with all the skills necessary to perform chytrid detection techniques in their own laboratory. This course effectively doubled the number of scientists on the planet knowledgeable in these techniques. SAVE THE FROGS! has made all detection protocols, slideshows and supplementary materials publicly and freely available at http://savethefrogs.com/chytrid/qpcr.html We plan to offer this course again in Bogota, Colombia in late 2010.</p>	\$0		\$3,789
<p>Getting non-native trout out of Sequoia Kings Canyon: The Yellow-Legged Frogs were once the most</p>	\$0		\$460

Statement 4

abundant frog in California, but have disappeared from over 90% of the lakes it once inhabited, in large part due to the introduction of non-native trout, which are voracious predators of tadpoles. When the National Park Service requested comments from the public as to whether they should remove the trout from 84 of the lakes in Sequoia & Kings Canyon National Parks, Save The Frogs organized a last-minute campaign and got 707 people from 11 countries to send letters to the Park Superintendent urging the Parks to remove the trout and save the Yellow-legged Frogs. These letters constituted an astounding 97% of the comments received by the Park Superintendent! The Park Service is still deciding their course of action, but we have a good feeling our input will save some Yellow-Legged Frogs!

In an effort to increase awareness of amphibian extinctions in the general public, SAVE THE FROGS! created a 4x6' educational poster that was posted at 11 locations in the streets of Washington DC. We also created a 7x11' poster highlighting the effects of climate change on Yellowstone National Park's declining frog populations. These large posters were posted in 5 major airports: Denver, Chicago O'Hare, Chicago Midway, Detroit and St. Louis.	\$0	\$3,550
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SAVETHEFROGS.COM WEBSITE: The SAVE THE FROGS! website (www.savethefrogs.com) is our first line of contact with numerous people worldwide, including many who have no prior knowledge of amphibian declines and extinctions. Thus we strive to make the website a valuable educational resource for scientists and non-scientists, adults and children. The website currently holds approximately 100 pages of information on amphibians, and was viewed by 189,106 unique visitors in 2009. Our website allows us to make use of modern technologies (videos, slideshows, interactive forms), while keeping our costs far lower than if we were dependent on traditional printing and distribution methods.	\$0	\$1,643
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FROG POETRY AND FROG ART CONTESTS: http://savethefrogs.com/poetry http://savethefrogs.com/art In 2009, SAVE THE FROGS! held the 1st Annual Frog Poetry and Frog Art Contests. The goals of the contests were twofold: (1) to engage sectors of society not often involved in environmental affairs (namely poets and artists); and (2) to enable non-science teachers (most of whom would otherwise be unable to teach their students about frog extinctions) to educate their students about amphibian extinctions and assist the students in developing an appreciation for frogs, a prerequisite for their interest and involvement in environmental protection. The 1st Annual Frog Poetry contest received 414 entries from 401 contestants in 14 countries (age range 6 to 73). The 1st Annual Frog Art Contest received 394 entries from 10 countries. SAVE THE FROGS! is currently compiling the best entries from both competitions into a book of frog poetry and art that will be used to raise funds for our amphibian conservation efforts.	\$0	\$1,450
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NEWS COVERAGE www.savethefrogs.com/in-the-news The mass media provides an excellent venue for disseminating information on amphibian extinctions without having to pay advertising fees. In 2009, Save The Frogs gave 41 interviews (11 Radio, 9 Television, 21 Print). SAVE THE FROGS! will continue to seek as much media coverage as possible to spread the word about the plight of frogs and how frogs are an indicator of the environmental calamities that affect all living things, including people. SAVE THE FROGS! is also developing programming ideas for media outlets such as Discovery, PBS, and National Geographic.	\$0	\$570
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Total:		\$23,399
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Statement 5

Form: 990EZ

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Line Number: Part V Line 41

SAVE THE FROGS

26-2655709

States Where Copy Of return Is Filed

Name

AK
AL
AR
AS
AZ
CA
CO
CT
DC
DE
FL
GA
HI
IA
ID
IL
IN
KS
KY
LA
MA
MD
ME
MI
MN
MO
MS
MT
NC
ND
NE
NH
NJ
NM
NV
NY
OH
OK
OR
PA
PR
RI
SC
SD
TN
TX
UT
VA
VT
WA
WI
WV
WY