

EIF CANADA

Financial Statements

December 31, 2014

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Independent Auditor's Report

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To the Members of
EIF Canada

We have audited the accompanying financial statements of **EIF Canada**, which comprise the statement of financial position as at December 31, 2014, and the statements of operations, changes in net assets, and cash flows for the period February 18, 2014 to December 31, 2014, and a summary of significant accounting policies and other explanatory information.

Management's responsibility for the financial statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation 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 Canadian generally accepted auditing standards. Those standards require that we comply with ethical requirements and 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. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of 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 present fairly, in all material respects, the financial position of **EIF Canada** as at December 31, 2014, and the results of its operations and its cash flows for the period February 18, 2014 to December 31, 2014 in accordance with Canadian accounting standards for not-for-profit organizations.

Grant Thornton LLP

Toronto, Canada
June 29, 2015

Chartered Accountants
Licensed Public Accountant

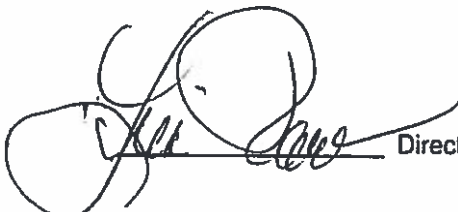
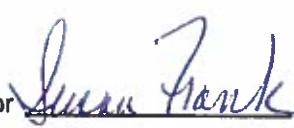
EIF Canada

Statement of Financial Position
December 31

Assets	2014
Current assets	
Cash	\$ 2,744,733
Pledges receivable (note 3)	500,000
Other accounts receivable (note 4)	122,715
Prepaid expenses	3,031
Total Assets	\$ 3,370,479
Liabilities and Net Assets	
Current liabilities	
Accounts payable and accrued liabilities	\$ 189,118
Total Current liabilities	189,118
Long term liabilities	
Due to Entertainment Industry Foundation (note 5)	1,809,753
Total long term liabilities	1,809,753
Total Liabilities	1,998,871
Net Assets	
Externally restricted (note 6)	1,250,000
Internally restricted (note 7)	1,002,151
Unrestricted	(880,543)
Total Net Assets	1,371,608
Total Liabilities and Net Assets	\$ 3,370,479

Commitment (Note 9)

Authorized for issuance by the Board of Directors on June 29, 2015.

 Director  Director

EIF Canada

Statement of Operations

For the Period February 18, 2014 to December 31, 2014

	Unrestricted Operating Fund	Externally Restricted Fund	TOTAL
Revenue			
Stand Up to Cancer Telethon (note 8)	\$ 2,565,049	\$ 1,250,000	\$ 3,815,049
Donated media – Telethon	2,711,945	-	2,711,945
Gross funding raising revenue	5,276,994	1,250,000	6,526,994
Less:			
Direct fundraising – cost of event	1,123,092	-	1,123,092
Donated media – Telethon	2,711,945	-	2,711,945
Net fundraising revenue	1,441,957	1,250,000	2,691,957
Other expense	(5,996)	-	(5,996)
Donated media – Public awareness	318,706	-	318,706
Total revenue	1,754,667	1,250,000	3,004,667
Expenditures			
Mission expenditures:			
Grants program	45,849	-	45,849
Donated media – Public awareness	318,706	-	318,706
Public awareness and education	168,714	-	168,714
	533,269	-	533,269
Supporting Expenditures:			
Management, general and administration	801,299	-	801,299
Indirect fundraising	298,491	-	298,491
	1,099,790	-	1,099,790
Total expenditures	1,633,059	-	1,633,059
Excess of revenue over expenditures	\$ 121,608	\$ 1,250,000	\$ 1,371,608

See accompanying notes to financial statements.

EIF Canada

Statement of Changes in Net Assets

For the Period February 18, 2014 to December 31, 2014

	Externally Restricted Fund	Internally Restricted Fund	Unrestricted Operating Fund	Total
Net assets, beginning of period	\$ -	\$ -	\$ -	\$ -
Excess of revenue over expenditures	1,250,000	-	121,608	1,371,608
Inter-fund transfers (note 7)	-	1,002,151	(1,002,151)	-
Net assets, end of period	\$ 1,250,000	\$ 1,002,151	\$ (880,543)	\$ 1,371,608

EIF Canada

Statement of Cash Flows

For the period February 18, 2014 to December 31, 2014

	2014
Operating activities	
Excess of revenue over expenditures	\$ 1,371,608
Changes in Non-Cash Working Capital Items:	
Pledges receivable	(500,000)
Other accounts receivable	(122,715)
Prepaid expenses	(3,031)
Accounts payable and accrued liabilities	189,118
Due to Entertainment Industry Foundation	1,809,753
Net cash from operating activities	2,744,733
Net increase in cash	2,744,733
Cash – beginning of period	-
Cash – end of period	\$ 2,744,733

EIF Canada

Notes to the Financial Statements
December 31, 2014

1. NATURE OF OPERATIONS

EIF Canada (the "Organization" or "EIF Canada") was incorporated without share capital under the Canada Not-for-profit Corporations Act on February 18, 2014. The Organization is a registered charity under the Income Tax Act (Canada) and is exempt from income taxes.

The Organization's main initiative is Stand Up To Cancer which raises funds to accelerate collaborative cancer research, largely through a biennial televised event carried by all the major networks in Canada. Beginning in 2015 Stand Up to Cancer will fund scientists at major institutions who will collaborate to develop new and promising cancer treatments for patients at a faster pace.

Grants funded by the Organization are supplemented, and as result, made more impactful by additional funding made by Canadian federal and provincial government health agencies. The governmental funding is typically paid directly to the institution conducting the scientific research identified and vetted by EIF Canada and as a result is not recorded by the organization. Understanding of the collaborative funding between EIF Canada and the government agencies is necessary to comprehend the scope, breadth and full impact of EIF Canada's operations.

EIF Canada and The Entertainment Industry Foundation in the USA ("EIF") collaborate in mobilizing and leveraging the powerful voice and creative talents of the entertainment industry, as well as cultivating the support of organizations (public and private) and philanthropists committed to social reasonability. EIF Canada seeks to build awareness, raise funds, and to develop and enhance programs on the local, national and global level that will have a positive impact and generate social change.

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

Basis of preparation

The Organization follows accounting policies that conform with Canadian accounting standards for not-for-profit organizations ("ASNPO"). The following is a summary of the significant accounting policies adopted by the Organization in preparation of the financial statements.

Fund accounting

The Organization follows the restricted fund method of accounting for contributions.

The externally restricted net assets (note 6) reports resources contributed and realized for research and awareness campaigns.

The internally restricted net assets (note 7) reports resources that have been allocated for specific purposes by the Organization's board of directors.

The unrestricted net assets accounts for the Organization's research, programs and advocacy, fundraising and administration activities.

EIF Canada

Notes to the Financial Statements
December 31, 2014

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (continued)

Financial instruments

Initial measurement

The Organization's financial instruments are measured at fair value when acquired. For financial instruments subsequently measured at cost or amortized cost, fair value is adjusted by the amount of the related financing fees and transaction costs. Transaction costs and changes in fair market value relating to the financial instruments that are measured subsequently at fair value are recognized in operations in the year in which they are incurred.

Subsequent measurement

At each reporting date, the Organization measures its financial assets and liabilities at cost or amortized cost (less impairment in the case of financial assets), except for equities quoted in the active market, which must be measured at fair value. The financial instruments measured at amortized cost are cash, pledges and other accounts receivable, accounts payables and due to Entertainment Industry Foundation. The financial instruments measured at fair value are any investments.

For financial assets measured at cost or amortized cost, the Organization regularly assesses whether there are any indications of impairment. If there is an indication of impairment, and the Organization determines that there is a significant adverse change in the expected timing or amount of future cash flows from the financial assets, it recognizes an impairment loss in the statement of operations. Any reversals of previously recognized impairment losses are recognized in the statement of operations in the year the reversal occurs.

Use of estimates

In preparing the Organization's financial statements, management is required 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 revenue and expenses during the reporting period. Actual results could differ from those estimates.

Donated media

Donated services received by way of gifts-in-kind are recorded in the financial statements at their fair value when the amount can be reasonably estimated and when the services are used in the normal course of the Organization's operations and would otherwise have been purchased.

Commitments

Grants for research may be awarded for a period covering more than one fiscal year, subject to available funding and grantees meeting certain performance criteria. The statement of operations reflects only that portion of grants payable during the current fiscal period.

Grants payable represents amounts payable upon receipt of financial reports, various certificates and actual invoices.

EIF Canada

Notes to the Financial Statements
December 31, 2014

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (continued)

Revenue and expenditures

(i) Revenue:

Stand Up to Cancer Telethon

Revenue from donations is recognized when received or receivable. The Organization accrues amounts not yet received if all deliverables under contracts have been completed, amounts are measurable, and ultimate collection is reasonably assured.

Direct fundraising expenditures are costs incurred in the generation of the Stand Up to Cancer Telethon revenue to provide the means to further the Organization's mission.

(ii) Expenditures:

Expenditures are charged to mission expenditures priorities, which include research programs, advocacy, as well as direct and indirect fundraising and for administration according to the activity that they benefit. Certain expenditures benefit more than one category and, accordingly, are attributed to the relevant categories. The basis for allocation may be based according to circumstances prevailing at any given time.

Grants Program:

Grants program includes research funding and the costs of supporting research programs. Grants program funding (projects, personnel and research team costs) focuses on the advancement of knowledge in the eradication of cancer.

Grants may be awarded, and contracts entered into, for a period covering more than one fiscal year. The statement of operations reflects only that portion of grants or contracts payable during the current fiscal year.

Public Awareness and Education:

Public awareness and education expenditures include public service announcements that further the mission of the Organization. Such expenditures may be co-branded with other major donors and often include a volunteer celebrity ambassador.

Indirect Fundraising:

Indirect fundraising expenditures are supporting costs incurred in the generation of fundraising revenue to provide the means to further the Organization's mission.

Management, General and Administration:

Management, general and administration expenditures are incurred to operate the Organization and its programs in a cost-effective manner while maximizing all opportunities to further the Organization's mission. The Organization allocates certain of its general support expenditures to the mission priorities or to fundraising by identifying the appropriate basis of allocating each component expenditure and applies that basis consistently each year. Corporate governance expenditures, including corporate level strategic planning and budgeting, regulatory reporting and compliance and corporate financial reporting are not allocated.

EIF Canada

Notes to the Financial Statements
December 31, 2014

3. PLEDGES RECEIVABLE

Pledges receivable arise from contracted agreements with third party major donors pursuant to which all deliverables have been met.

Pledges receivable in the amount of \$500,000 at December 31, 2014 were collected in full subsequent to period end.

4. OTHER ACCOUNTS RECEIVABLE

	<u>2014</u>
Other receivables	\$ 25,445
Receivable from Entertainment Industry Foundation	45,886
Government remittances	51,384
Allowance for doubtful accounts	-
	<u>\$ 122,715</u>

5. DUE TO ENTERTAINMENT INDUSTRY FOUNDATION

EIF assisted with the establishment of EIF Canada and funded the start-up costs in Canada. Such costs have been recorded at the exchange amount and as due to Entertainment Industry Foundation without mark up. EIF and EIF Canada have entered into a Services Agreement pursuant to which EIF provides certain services (labour, legal, other professional and overhead allocations, travel and other costs) to EIF Canada. EIF and EIF Canada have also entered into a License Agreement pursuant to which EIF Canada is able to use certain intellectual property of EIF in exchange for a royalty.

As at December 31, 2014 amounts due to/from EIF are as follows:

Receivable from EIF	\$ 45,886
Due to EIF	\$1,809,753

Amounts due to EIF are unsecured, non-interest bearing and are repayable on demand in US dollars. The independent directors of EIF Canada have agreed to reimburse EIF for costs if sufficient unrestricted funds are available to do so. The timing of the payment is therefore contingent on EIF Canada's ability to pay and EIF has postponed repayment for the twelve months following period end and the amount due has been classified as long-term accordingly.

Although EIF is the member of EIF Canada and has the right to appoint a minority of the directors of EIF Canada the majority of the members of the board of directors are independent. There are certain directors of EIF Canada that are officers of EIF, therefore EIF and EIF Canada are considered related parties and the transactions between the two organizations are considered related party transactions for accounting purposes.

6. EXTERNALLY RESTRICTED FUND

Externally restricted resources represent donations made by major donors pursuant to which such donations are reserved for specific purposes. As at December 31, 2014 \$1,250,000 of externally restricted resources were reserved for translational breast cancer research.

EIF Canada

Notes to the Financial Statements
December 31, 2014

7. INTERNALLY RESTRICTED FUND

On April 16, 2015 the Board of Directors internally restricted net assets relating to donations totaling \$1,002,151 from the general public donations during the Stand Up To Cancer Telethon from unrestricted resources to internally restricted resources for the purpose of funding cancer research. Such funds were reflected as internally restricted resources effective December 31, 2014. These internally restricted amounts are not available for other purposes without approval of the Board of Directors.

8. REVENUE

	<u>2014</u>
Donations - Public	\$ 1,002,151
Donations - Corporate and foundations	1,550,395
Other - Royalties	<u>12,503</u>
	<u>\$ 2,565,049</u>

9. COMMITMENTS

The Organization is party to a licensing agreement with EIF. The maximum royalty to be paid under this agreement for the five years following period end is as follows:

December 31, 2015	2% of 2015 annual gross revenue
December 31, 2016	3% of 2016 annual gross revenue
December 31, 2017	3% of 2017 annual gross revenue
December 31, 2018	4% of 2018 annual gross revenue
December 31, 2019	4% of 2019 annual gross revenue

10. ALLOCATION OF EXPENDITURES

Labour expenditures are incurred to support functional areas and are allocated to mission expenditures and supporting expenditures based on estimates of time expended:

	<u>2014</u>
To Mission expenditures	
Grant programs	-%
Public awareness and education	18%
To Supporting expenditures	
Management, general and administrative	23%
Indirect fundraising	59%

EIF Canada

Notes to the Financial Statements
December 31, 2014

11. FINANCIAL INSTRUMENTS

The Organization's main financial instruments risk exposure is detailed as follows:

Credit Risk

The Organization is subject to credit risk through receivables. Credit risk is the risk that one party to a transaction will fail to discharge an obligation and cause the other party to incur a financial loss. The Organization provides credit to its contributors in the normal course of its operations and does not expect any financial loss on the December 31, 2014 receivable balance.

Liquidity Risk

Liquidity risk is the risk that the Organization may encounter difficulty in meeting its obligations associated with its financial liabilities as they become due. It is management's opinion that the Organization is not exposed to significant liquidity risk arising from its financial instruments.

Market and Foreign Currency Risk

Market risk is the risk that changes in market interest rates, foreign currency values or other changes in market prices will affect the value of the financial instruments or their related cash flows. The Organization is exposed to foreign currency risk with respect to its commitment to pay EIF, as the commitment is denominated in US dollars; therefore the carrying value of the liability may change due to fluctuations in the foreign exchange rate.

As at December 31, 2014, amounts due to EIF of \$1,556,509 are denominated in US dollars.

The impact of a change in value of this currency is as follows:

<u>Currency</u>	<u>Fair Value</u>	<u>2.5% Decrease</u>	<u>1.0% Decrease</u>	<u>1.0% Increase</u>	<u>2.5% Increase</u>
US Dollar					
Due to EIF	\$ 1,809,753	\$ 1,764,509	\$ 1,791,655	\$ 1,827,851	\$ 1,854,997