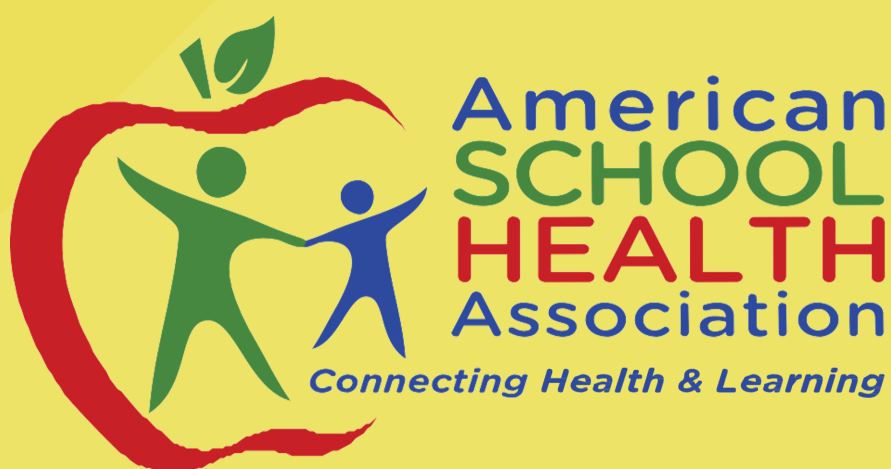


# 2020 Annual Report



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# 2020 National Board of Directors

## President

Kayce Solari Williams

## Secretary

Lisa Meadows

## Advocacy & Coalitions Co-Chair

Sarah Blanton

## Future Leaders Academy Co-Chair

Bridget Borgogna

## Research & Publications Co-Chair

Hannah Catalano

## Leadership & Recognition Chair

Meagan Shipley

## Independent Board Member

Alec Fraser

## Vice President

Cathy Ramstetter

## Treasurer

James Farmer

## Advocacy & Coalitions Co-Chair

Sarah Helton

## Future Leaders Academy Co-Chair

Christine Paske

## Research & Publications Co-Chair

Mary Martinasek

## Professional Development Chair

Shauvon Simmons-Wright

## Headquarters Information

Jeanie Alter, PhD, MA, MCHES, FASHA, Executive Director  
Kaitlyn Celis, BS, Membership Services Manager

Indiana University  
School of Public Health  
Prevention Insights  
501 N Morton St, Suite 110  
Bloomington, IN 47404

Phone: 202-854-1721  
Email: [info@ashaweb.org](mailto:info@ashaweb.org)



## Mission, Purpose & History

The mission of the American School Health Association (ASHA) is to transform all schools into places where every student learns and thrives. ASHA envisions healthy students who learn and achieve in safe and healthy environments nurtured by caring adults functioning within coordinated school and community support systems. The Association is a multidisciplinary organization of administrators, counselors, dietitians, nutritionists, health educators, physical educators, psychologist, school health coordinators, school nurses, school physicians, and social workers.

For more than 90 years, ASHA has advocated for quality school health programs for every child. ASHA proudly serves as the only multidisciplinary national membership organization supporting a coordinated and collaborative approach to school health. ASHA was founded at the annual meeting of the American Public Health Association (APHA) on October 27, 1927. Known then as the American Association of School Physicians, the new organization's first president was William A. Howe, MD. Interest in the association grew so rapidly that in 1936, it opened its membership to all professionals interested in promoting school health, and the organization officially became the American School Health Association.





## President's Message



### Kayce Solari Williams

It is my pleasure to bring you greetings on behalf of the ASHA Board of Directors. We are the American School Health Association and I am happy you are a part of the ASHA family. I am grateful to for our work towards ASHA's mission of having schools be a place where all students can learn and thrive. I began my first term as president with a theme of Engage, Recruit, and Retain and have carried that theme into my second term. Thank you for actively participating and continue to remain engaged in ASHA throughout the year. The ASHA board is working hard, wants to hear from you, and we want you to be engaged. We want you to help us recruit others, and we want to retain you and everyone you bring to ASHA. I want to thank the standing committees, ad hoc committees, subcommittees, special committees, and advisory boards for all of your effort, energy, and time. You have all been wonderful to work with and you do some amazing things for school health. And to our members, thank you for making ASHA a part of your professional life. It means the world to have you support our organization as we continue to pave the way and do the work aimed at making every school a place where student can learn and thrive! I encourage you all to find ways to connect with each other and connect with us through social media.





## Executive Director's Message

**Jeanie Alter**

Thank you to the terrific volunteers who have helped ASHA strengthen our foundation and ensure a bright future!

The American School Health Association has endured a year of uncertainty and change. The advent of the global pandemic encouraged ASHA to think differently about how service to members is delivered. Forced into a virtual environment, ASHA provided high quality professional development through online platforms and had record engagement. Given the outside forces on all of us during this challenging year, ASHA has focused on the future and building a sustainable model. **Key accomplishments** for 2020 include:

- Submission of multiple grant applications focused on school violence prevention, protecting student health information, and indoor air quality.
- Creation of a membership ad hoc committee to focus on member recruitment, engagement, and retention.
- Development of a communication plan to ensure More consistent messaging across social media, web, and newsletter.
- Implementation of two funded projects to provide research and programming.

Though the Association enhanced sustainability in 2020, there are areas of enhancement to work toward in 2021 including:

- Continued work on diversity, equity and inclusion initiatives.
- Streamlining of operations and a better user experience.

## Recognition & Awards

The American School Health Association (ASHA) aspires to **LEAD**, **EDUCATE**, and **ACTIVATE** multidisciplinary school health professionals and other champions as they work in their communities across the country to implement our mission to transform all schools into places where every student learns and thrives. At our core is a belief that the involvement of individuals with diverse perspectives, lived experiences, and professional lenses creates a stronger, healthier school community. As such, ASHA encourages the recognition of school health professionals and champions from different backgrounds and with different perspectives. We invite nominations in the spirit of inclusivity where all forms of diversity are seen as valuable.

ASHA was pleased to honor the following individuals at the Virtual Awards Presentation on September 30, 2020 for their contributions to school health.

William A. Howe Award - Linda Morse

Distinguished Service Award - Sharon Miller

Presidential Citations -  
Lisa Greathouse, Michael Mann, & Beth McNeill



# Donors, Corporate Members, Sponsors & Funded Projects

ASHA is grateful for the support we've received this past year from our generous donors, grantors and corporate members.

## Conference Sponsors



### SPECIAL THANKS TO

WILEY



BACKPACK<sup>®</sup>



UNIVERSITY of  
HOUSTON

American Academy of Pediatrics  
DEDICATED TO THE HEALTH OF ALL CHILDREN<sup>®</sup>





## Funded Projects

Robert Wood Johnson Foundation (\$78,896) - To help support the dissemination of knowledge and lessons learned from the implementation of the Whole School, Whole Community, Whole Child (WSCC) model funded by the Robert Wood Johnson Foundation (RWJF), the American School Health Association prepared, published and disseminated a special issue of the 2020 Journal of School Health. This issue highlighted the outcomes of the Together for Healthy and Successful Schools cohort funded by RWJF.

Anthem, Inc (\$12,300) – In collaboration with the National PTA, Ericka's Lighthouse, and Jet Blue, ASHA developed a free e-toolkit of free and helpful depression awareness and suicide prevention programs and resource



## Membership

ASHA's multidisciplinary membership includes individuals whose primary focus or interest is in PreK-12 school health programs. This includes teachers; nurses and physicians; counselors, psychologists and social workers; and district and school administrators working in PreK-12 public and private schools. ASHA members also work in colleges and universities preparing professionals for school health positions and conducting critical school health research. ASHA also draws its membership from public and community health agencies; local, state and federal education organizations; and healthcare providers as well as other education and health stakeholders.



# Committees

## Advocacy & Coalitions

Jeanie Alter  
Melissa Boguslawski  
Hannah M Bourg  
Eric Conrad  
Noah S Drew  
Lisa Greathouse  
David Kobel  
Ty J. Oehrtman  
Erik Peterson  
Alex Simko  
Jo Ellen Tarallo  
Cheryl Lake Weatherford  
Megan Marie Weemer

## Leadership & Recognition

Jeanie Alter  
Caitlin Holden  
Skye Lochlyn McDonald  
Ty J. Oehrtman  
Brittany L. Rosen  
Meagan Shipley  
Elizabeth Ann Whitney  
Keith J. Zullig

## Networking Communities

Jeanie Alter  
Sarah Blanton  
Marjorie E. Cole  
Kathy Finley  
Brooke R Harris  
Ty J. Oehrtman

## Professional Development

Jeanie Alter  
Nora E. Gelperin  
Amelia Huelskamp  
Tiereny Lloyd  
Ty J. Oehrtman  
Larry K. Olsen  
Heather Rhodes-Newburn  
Karin Richards  
Susanne Schmal  
Mary Beth Szydlowski  
Krisha Thiagarajah  
Treece Timmons

## Committees Continued

### Research & Publications

#### Michael J. Mann- Chair

Jeanie Alter  
 Sheila Abebe  
 Anna M. Aragon  
 Bethany Ann Bell  
 David A. Birch  
 Hannah Priest Catalano  
 Shay M Daily  
 Virginia Jones Dodd  
 Christine Marie Fisher  
 Bonni C. Hodges  
 Alicia Hoke  
 Matt Hutchins  
 Tijani Mao  
 Rahul Mehra  
 Sulianie Mertus  
 Stephanie Neff  
 Ty J. Oehrtman  
 Larry K. Olsen  
 Rosemary Catherine  
 Reilly-Chammat  
 Rachel Sadlon  
 Brandon Stratford  
 Leigh E Szucs  
 Lindsay Taliaferro

### School Violence Taskforce

#### Sharon Drumheller Murray- Chair

Jeanie Alter  
 Jeffrey K. Clark  
 Lloyd J. Kolbe  
 David K. Lohrmann  
 Linda L. Morse  
 Ty J. Oehrtman  
 Larry K. Olsen  
 David C. Wiley



# Financials

## Statement of Activities

For the years ended December 31, 2019 and 2020

<u>Revenue &amp; Support</u>	<u>2019</u>	<u>2020</u>
Contributions	\$67,250	\$3,044
Corporate sponsorships	\$24,420	\$14,300
Corporate partnerships	\$1,200	\$98,686
Memberships	\$59,914	\$79,175
Conference registration fees	\$103,001	\$39,395
Education	\$48,941	-
Publications	\$90,476	\$239,096
Other income	\$30,192	\$12,892
Investment income	\$37,825	\$16,761
<b><u>Total Revenue &amp; Support</u></b>	<b><u>\$463,219</u></b>	<b><u>\$503,349</u></b>

<u>Expenses</u>		
Conference	\$202,451	\$50,234
Membership	\$37,441	\$113,142
Education and publications	\$51,854	\$90,703
Management and general	\$99,501	\$96,354
<b><u>Total Expenses</u></b>	<b><u>\$391,247</u></b>	<b><u>\$350,433</u></b>

## Change In Net Assets

Net assets - beginning of year		
Without donor restrictions	\$40,871	\$89,246
With donor restrictions	\$100,215	\$123,812
Donor-restricted endowment funds	\$113,000	\$113,000
<b><u>Net Assets - End of Year</u></b>	<b><u>\$326,058</u></b>	<b><u>\$478,974</u></b>



# Join Us On Social Media



[www.ASHAweb.org](http://www.ASHAweb.org)



[www.linkedin.com/company/american-school-health-association](http://www.linkedin.com/company/american-school-health-association)



[@ashanews](https://twitter.com/ashanews)



[www.facebook.com/AmericanSchoolHealthAssociation/](http://www.facebook.com/AmericanSchoolHealthAssociation/)

**AMERICAN SCHOOL HEALTH ASSOCIATION**

**Financial Statements**

**For the Years Ended December 31, 2020 and 2019**

**AMERICAN HEALTH SCHOOL ASSOCIATION**  
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## **Independent Auditor's Report**

Board of Directors  
American School Health Association  
Bloomington, IN

We have audited the accompanying financial statements of American School Health Association (a nonprofit organization), which comprise the statements of financial position as of December 31, 2020 and 2019 and the related statements of activities, cash flows, and functional expenses for the years then ended, and the related notes to the financial statement.

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

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

### **Auditor's Responsibility**

Our responsibility is to express an opinion on these financial statements based on our audits. We conducted our audits in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the 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

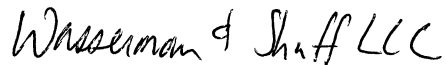
8375 S. Howell Ave. Suite 202 Oak Creek, WI 53154-8344  
Phone: (414) 764-7020 ♦ Fax: (414) 764-8780 ♦ [www.wassermancpa.net](http://www.wassermancpa.net)

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 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 American School Health Association as of December 31, 2020 and 2019, and the related statements of activities, changes in net assets and cash flows for the years then ended in accordance with accounting principles generally accepted in the United States of America.

A handwritten signature in black ink that reads "Wasserman & Shuff LLC". The script is cursive and fluid.

Wasserman & Shuff, LLC

8/26/21

**American School Health Association  
Statements of Financial Position  
As of December 31, 2020 and 2019**

	<u>2020</u>	<u>2019</u>
<b><u>ASSETS</u></b>		
<b>Current Assets:</b>		
Cash and cash equivalents	\$ 128,956	\$ 84,257
Restricted cash	8,943	71,006
Accounts receivable	92,815	59,682
Prepaid expenses	37,518	7,034
Total Current Assets	<u>268,232</u>	<u>221,979</u>
<b>Other Assets:</b>		
Restricted investments	<u>250,680</u>	<u>233,923</u>
Total Other Assets	<u>250,680</u>	<u>233,923</u>
 Total Assets	 <u><u>\$ 518,912</u></u>	 <u><u>\$ 455,902</u></u>
 <b><u>LIABILITIES AND NET ASSETS</u></b>		
<b>Current Liabilities:</b>		
Accounts payable	\$ 1,966	\$ 15,886
Deferred memberships	37,972	35,062
Deferred revenue	-	78,896
Total Current Liabilities	<u>39,938</u>	<u>129,844</u>
 <b>Net Assets:</b>		
Without donor restrictions	228,294	89,246
With donor restrictions	<u>250,680</u>	<u>236,812</u>
Total Net Assets	<u><u>\$ 478,974</u></u>	<u><u>\$ 326,058</u></u>
 Total Liabilities and Net Assets	 <u><u>\$ 518,912</u></u>	 <u><u>\$ 455,902</u></u>

See Independent Auditors' Report and Accompanying Notes.



**American School Health Association**  
**Statement of Activities and Change in Net Assets**  
**For the Year Ended December 31, 2020**

	<b>Without Donor Restrictions</b>	<b>With Donor Restrictions</b>	<b>Totals</b>
<b>Revenue and Support:</b>			
Contributions	\$ 3,044	\$ -	\$ 3,044
Conference sponsorships	14,300	-	14,300
Corporate partnerships	98,686	-	98,686
Memberships	79,175	-	79,175
Conference registration fees	39,395	-	39,395
Conference exhibitor fees	-	-	-
Publications	239,096	-	239,096
Other income	12,892	-	12,892
Investment income (loss)	-	16,761	16,761
Total Revenue and Support	<u>486,588</u>	<u>16,761</u>	<u>503,349</u>
<b>Net Assets Released from Restriction</b>	2,893	(2,893)	-
<b>Expenses:</b>			
Conference	\$ 50,234	\$ -	\$ 50,234
Memberships	113,142	-	113,142
Education and publications	90,703	-	90,703
Management and general	96,354	-	96,354
Total Expenses	<u>350,433</u>	<u>-</u>	<u>350,433</u>
<b>Excess of Revenues Over (Under) Expenses and Losses</b>	139,048	13,868	152,916
<b>Net Assets, Beginning of Year</b>			
Without donor restrictions	89,246	-	89,246
With donor restrictions	-	123,812	123,812
Donor-restricted endowment funds	-	113,000	113,000
<b>Net Assets, End of Year</b>	<u>\$ 228,294</u>	<u>\$ 250,680</u>	<u>\$ 478,974</u>

See Independent Auditors' Report and Accompanying Notes.

**American School Health Association**  
**Statement of Activities and Change in Net Assets**  
**For the Year Ended December 31, 2019**

	<b>Without Donor Restrictions</b>	<b>With Donor Restrictions</b>	<b>Totals</b>
<b>Revenue and Support:</b>			
Contributions	\$ 67,250	\$ -	\$ 67,250
Corporate sponsorships	24,420	-	24,420
Corporate partnerships	1,200	-	1,200
Memberships	59,914	-	59,914
Conference registration fees	103,001	-	103,001
Education	48,941	-	48,941
Publications	90,476	-	90,476
Other income	30,192	-	30,192
Investment income	14,228	23,597	37,825
Total Revenue and Support	<u>439,622</u>	<u>23,597</u>	<u>463,219</u>
<b>Net Assets Released from Restriction</b>	-	-	-
<b>Expenses:</b>			
Conference	\$ 202,451	\$ -	\$ 202,451
Memberships	37,441	-	37,441
Education and publications	51,854	-	51,854
Management and general	99,501	-	99,501
Total Expenses	<u>391,247</u>	<u>-</u>	<u>391,247</u>
<b>Excess of Revenues Over (Under) Expenses and Losses</b>	48,375	23,597	71,972
<b>Net Assets, Beginning of Year</b>			
Without donor restrictions	40,871	-	40,871
With donor restrictions	-	100,215	100,215
Donor-restricted endowment funds	<u>-</u>	<u>113,000</u>	<u>113,000</u>
<b>Net Assets, End of Year</b>	<u><u>\$ 89,246</u></u>	<u><u>\$ 236,812</u></u>	<u><u>\$ 326,058</u></u>

See Independent Auditors' Report and Accompanying Notes.

**American School Health Association**  
**Statements of Cash Flows**  
**For the Years Ended December 31, 2020 and 2019**

	<u>2020</u>	<u>2019</u>
<b>Cash flows from operating activities:</b>		
Change in net assets	\$ 152,916	\$ 71,972
<b>Adjustments to reconcile change in net assets to cash provided by (used for) operating activities:</b>		
Dividends and capital gain distributions reinvested	7,493	(2,524)
Realized (gains) on sales of investments	-	(955)
Unrealized (gains) losses on investments	(16,744)	(28,476)
Change in accounts receivable	(33,133)	4,796
Change in prepaid expenses	(30,484)	(3,700)
Change in accounts payable	(13,920)	694
Change in deferred revenue	(75,986)	81,494
<b>Net cash provided by (used for) operating activities</b>	<u>(9,858)</u>	<u>123,301</u>
<b>Cash flows from investing activities:</b>		
Purchase of investments	(7,463)	(5,621)
Proceeds from investments	0	4,200
<b>Net cash provided by (used for) investing activities</b>	<u>(7,463)</u>	<u>4,200</u>
<b>Net increase (decrease) in cash and cash equivalents</b>	(17,321)	127,501
<b>Cash and cash equivalents, beginning of year</b>	<u>155,263</u>	<u>27,762</u>
<b>Cash and cash equivalents, end of year</b>	<u><u>\$ 137,942</u></u>	<u><u>\$ 155,263</u></u>

See Independent Auditors' Report and Accompanying Notes.

**American School Health Association**  
**Statement of Functional Expenses**  
**For the Year Ended December 31, 2020**

	<u>Conference</u>	<u>Membership</u>	<u>Education and Publications</u>	<u>Management and General</u>	<u>Total</u>
Advertising expense	\$ -	\$ 7,598	\$ -	\$ -	\$ 7,598
Bank charges	-	-	-	492	492
Computer and software expense	6,556	-	-	4,567	11,123
Contract services	-	-	33,339	400	33,739
Continuing education expense	-	225	-	-	225
Equipment rental	-	-	-	-	-
Exhibition expense	-	-	-	-	-
Food and beverage expense	-	-	-	-	-
Office rent	-	-	-	5,060	5,060
Insurance	-	-	-	1,559	1,559
Leadership development	-	-	-	-	-
Legal and professional fees	-	-	-	26,491	26,491
Management fees	31,596	105,319	21,064	52,660	210,639
Merchant fees	-	-	-	3,831	3,831
Postage	82	-	-	118	200
Printing and copying	-	-	-	-	-
Publications	-	-	600	-	600
Special issue expenses	-	-	35,700	-	35,700
Speaker expense	12,000	-	-	-	12,000
Supplies	-	-	-	688	688
Travel	-	-	-	-	-
Website and internet expense	-	-	-	381	381
Miscellaneous	-	-	-	107	107
<b>Total expenses</b>	<u>\$ 50,234</u>	<u>\$ 113,142</u>	<u>\$ 90,703</u>	<u>\$ 96,354</u>	<u>\$ 350,433</u>

See Independent Auditors' Report and Accompanying Notes.

**American School Health Association  
Statement of Functional Expenses  
For the Year Ended December 31, 2019**

	<u>Conference</u>	<u>Membership</u>	<u>Education and Publications</u>	<u>Management and General</u>	<u>Total</u>
Advertising expense	\$ -	\$ 940	\$ -	\$ -	\$ 940
Bank charges	-	-	-	374	374
Computer and software expense	-	-	-	-	-
Contract services	29,498	-	-	24,172	53,670
Continuing education expense	-	-	849	-	849
Equipment rental	19,940	-	-	-	19,940
Exhibition expense	-	-	-	-	-
Insurance	886	-	-	1,271	2,157
Leadership development	-	-	-	-	-
Legal and professional fees	-	-	-	-	-
Management fees	73,003	36,501	18,251	54,752	182,507
Meals and entertainment	45,780	-	-	-	45,780
Merchant fees	-	-	-	6,558	6,558
Office rent	-	-	-	4,800	4,800
Postage	-	-	-	-	-
Printing and copying	917	-	-	-	917
Publications	-	-	32,754	-	32,754
Speaker expense	9,427	-	-	-	9,427
Storage rental	975	-	-	-	975
Supplies	281	-	-	664	945
Survey expense	-	-	-	-	-
Telephone	-	-	-	-	-
Travel	6,013	-	-	1,928	7,941
Webinar expense	-	-	-	-	-
Website and internet expense	9,983	-	-	4,042	14,025
Miscellaneous	5,748	-	-	940	6,688
<b>Total expenses</b>	<b>\$ 202,451</b>	<b>\$ 37,441</b>	<b>\$ 51,854</b>	<b>\$ 99,501</b>	<b>\$ 391,247</b>

See Independent Auditors' Report and Accompanying Notes.

**American School Health Association  
Notes to the Financial Statements  
For the Years Ended December 31, 2020 and 2019**

**A. NATURE OF BUSINESS AND SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES**

***Nature of Business***

American School Health Association (ASHA) is a 501(c)(3) nonprofit organization incorporated in 1971 under the laws of the state of Ohio. The Association is a national membership organization for health and education professionals who work in or with schools on health issues. The ASHA mission is “to transform all schools into places where every student learns and thrives.” ASHA envisions healthy students who learn and achieve in safe and healthy environments nurtured by caring adults functioning within coordinated school and community support systems. To provide leadership and realize this mission, ASHA had identified the following goals for the Association:

- **Lead:** Lead efforts to prioritize school-based approaches that promote lifelong health.
- **Educate:** Build a community to support the whole child.
- **Activate:** Activate champions of school health.

Activities that the Association pursues to accomplish these goals include a scientific journal, an annual conference, networking opportunities for members, advocacy activities, and continuing education opportunities. The Association funds these activities through grants, membership fees, subscription sales, and conference fees.

***Basis of Accounting***

The accompanying financial statements are presented on the accrual basis of accounting in accordance with United States of America generally accepted accounting principles. As such, revenues are recognized when earned, and expenses and related liabilities are recorded in the period incurred.

***Financial Statement Presentation***

As of January 1, 2019, the Organization has adopted ASU 2016-14, which requires that net assets be presented as with or without donor restrictions, rather than as unrestricted, temporarily restricted, or permanently restricted.

The Organization had total net assets of \$478,974 and \$326,058 as of December 31, 2020 and 2019, respectively. Of the total net assets, \$250,680 and \$236,812 were with donor restrictions as of December 31, 2020 and 2019.

***Recognition of Donor Restrictions***

The Association records contributions in accordance with the requirements of the FASB Accounting Standards Codification – Revenue Recognition for Not-for-Profit Entities. Support that is restricted by the donor is reported as an increase in temporarily or permanently restricted net assets depending on the nature of the restriction. When a restriction expires, temporarily restricted net assets are reclassified to unrestricted net assets.

**American School Health Association  
Notes to the Financial Statements  
For the Years Ended December 31, 2020 and 2019**

**A. NATURE OF BUSINESS AND SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES  
(CON'T)**

***Revenue Recognition***

The Association receives revenues primarily from publications, conference registrations and conference sponsors, and memberships.

The Association recognizes membership revenue as an exchange transaction because the value of the benefits received in exchange for the membership fee exceeds the value of the fee itself. Revenue derived from the membership in exchange transactions is recognized as income on the straight-line basis over the period of membership. Revenue from the sale of publications is recognized when sold. Amounts received before services are performed are recorded as deferred contract revenue and will be recognized as revenue as the contract is performed.

***Use of Estimates***

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

***Cash and Cash Equivalents***

Cash and cash equivalents consist of cash on hand, cash held in banks, and investments with initial maturities of three months or less. Restricted cash consists of amounts received that are deferred for future periods. Cash and cash equivalents held in the McGovern investment account are not included in cash but are reported as part of Restricted Investments – McGovern Fund on the statements of financial position.

***Accounts Receivable***

The Association considers accounts receivable to be fully collectible. Accordingly, no allowance for doubtful accounts is required. If amounts become uncollectible, they are charged to operations when that determination is made.

***Fair Value of Financial Instruments***

The Association's financial instruments consist of cash, prepaid expenses, short-term receivables and payables, and deferred revenues. The carrying value for all such instruments, considering the terms, approximates fair value at December 31, 2020 and 2019.



**American School Health Association  
Notes to the Financial Statements  
For the Years Ended December 31, 2020 and 2019**

**A. NATURE OF BUSINESS AND SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES  
(CON'T)**

***Investments***

The Association records its investments in accordance with the requirements of the Investments in Debt and Equity Securities for Not-for-Profit entities standard of the FASB Accounting Standards Codification. This standard requires that investments be reported in the statement of financial position at fair value with any realized or unrealized gains or losses reported in the statement of activities. Fair values are based upon quoted process in active markets for identical assets/liabilities (Level 1). Investment income is recognized as revenue in the period it is earned and gains and losses are recognized as changes in net assets in the accounting periods in which they occur.

***Investment Policy***

The Association's investment policy intends for the Association to invest in assets at three different levels:

The short-term reserve fund is intended to meet expenses from unanticipated activities. The objective of the fund is primarily liquidity, with optimization of investment return.

The long-term reserve fund is intended to provide financial stability and cash flow to support the Association's mission, with the objectives of long-term appreciation of assets and consistency of the total investment return.

The Board of Directors has interpreted the State Management of Institutional Funds Act (SMIFA) as requiring the preservation of the fair value of the original gift as of the gift date of the donor-restricted endowment funds absent explicit donor stipulations to the contrary. As a result of this interpretation, ASHA classifies as permanently restricted net assets (a) the original value of gifts donated to the permanent endowment, (b) the original value of subsequent gifts to the permanent endowment, and (c) accumulations to the permanent endowment made in accordance with the direction of the applicable donor gift instrument at the time the accumulation is added to the fund. The remaining portion of the donor-restricted endowment fund that is not classified in permanently restricted net assets is classified as temporarily restricted net assets until those amounts are appropriated for expenditure by the Association in a manner consistent with the standard of prudence prescribed by SMIFA. In accordance with SMIFA, the Association considers the following factors in making a determination to appropriate or accumulate donor-restricted endowment funds: (1) The duration and preservation of the fund (2) The purposes of the Association and the donor-restricted endowment fund (3) General economic conditions (4) The possible effect of inflation and deflation (5) The expected total return from income and the appreciation of investments (6) Other resources of the Association (7) The investment policies of the Association.

**American School Health Association  
Notes to the Financial Statements  
For the Years Ended December 31, 2020 and 2019**

**A. NATURE OF BUSINESS AND SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES  
(CON'T)**

***Exempt Status***

The Association is exempt from federal income taxes under Internal Revenue Code 501(c)(3) as a public charity and not a private foundation. The Association is also exempt from state income tax. However, income from certain activities not directly related to the Association's tax-exempt purpose is subject to taxation as unrelated business income.

The Association's income tax filings are subject to audit by various taxing authorities. Open periods subject to audit for federal and state purposes are generally the previous three and four years of tax returns filed, respectively. Any interest or penalties assessed to the Association are recorded as operating expenses; however, there were no interest or penalties recorded for the year ended December 31, 2020 and 2019.

***Concentration of Credit Risk***

Financial instruments that potentially subject the Association to concentrations of credit risk consist principally of cash. Non-interest bearing accounts are insured by the Federal Deposit Insurance Corporation. The Association maintains its cash balances at two financial institutions. As of December 31, 2020 and 2019, the Association's uninsured cash balances were \$0.

***Property and Equipment***

Property and equipment are recorded at cost or, if donated, at the approximate fair market value. Major additions and improvements are capitalized as equipment if greater than \$500, while replacements, maintenance, and repairs, which do not improve or extend the lives of the respective assets are expensed. Depreciation is computed using a combination of accelerated methods and the straight-line method over estimated useful lives of the related assets which is 3-10 years for office equipment and furniture. Web site development costs have been capitalized and are being amortized over three years using the straight-line method.

***Donated Goods and Services***

The Association receives substantial amounts of services donated by its members in carrying out the business of the Association. No amounts have been reflected in the financial statements for those services since they do not meet the criteria under generally accepted accounting principles for recognition.

***Expense Allocation***

The financial statements report certain categories of expenses that are attributable to more than one program or supporting function. Therefore, these expenses require allocation on a reasonable basis that is consistently applied. The expenses that are allocated include professional fees, office supplies, and merchant fees. Expenses that can be directly attributed to a program or support function are charged to that program.

**American School Health Association**  
**Notes to the Financial Statements**  
**For the Years Ended December 31, 2020 and 2019**

**A. NATURE OF BUSINESS AND SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (CON'T)**

***Advertisement***

The Association expenses advertising costs when they are incurred. Advertising costs for the years ended December 31, 2020 and 2019 were \$7,598 and \$940, respectively.

***Adoption of New Accounting Principle***

On August 18, 2016, FASB issued Accounting Standards Update (ASU) 2016-14, Not-for-Profit Entities (Topic 958) – Presentation of Financials for not-For-Profit Entities. The update addresses the complexity and understandability of net asset classification, and deficiencies in information provided about expenses and investment return. Management has implemented ASU 2016-14, and has adjusted the presentation in these financial statements accordingly. The ASU has been applied retrospectively to all periods presented, which resulted in no change to the previously reported net assets.

***Date of Management Evaluation***

Management has evaluated subsequent events through August 26, 2021, the date on which the financial statements were available to be issued. The Association has no responsibility to update these financial statements for events and circumstances occurring after this date.

**B. INVESTMENTS**

The Fair Value Measurements and Disclosures topic of FASB Accounting Standards Codification establishes fair value hierarchy that prioritizes the inputs to valuation techniques used to measure fair value. This hierarchy consists of three broad levels: Level 1 inputs consist of unadjusted quoted prices in active markets for identical assets and have the highest priority, and Level 3 inputs have the lowest priority. The Association uses appropriate valuation techniques based on the available inputs to measure the fair value of its investments. When available, the Association measured fair value using Level 1 inputs because they generally provide the most reliable evidence of fair value. Level 3 inputs are used only when Level 1 or 2 inputs are not available. As of December 31, 2020 and 2019, the Association's instruments are all valued using Level 1 inputs.

Investments consist of various mutual funds and are presented in the aggregate at their fair market value using Level 1 inputs as of December 31, 2020 and 2019 as follows:

	<u>Original Cost</u>	<u>Fair Value</u>	<u>Unrealized Gain</u>
2020	<u>\$ 199,806</u>	<u>\$ 259,623</u>	<u>\$ 59,817</u>
2019	<u>\$ 192,325</u>	<u>\$ 242,865</u>	<u>\$ 50,540</u>

See Independent Auditors' Report.

**American School Health Association  
Notes to the Financial Statements  
For the Years Ended December 31, 2020 and 2019**

**B. INVESTMENTS (CONTINUED)**

The following schedule summarizes the investment return for the years ended December 31, 2020 and 2019:

	2020	2019
Dividends, interest and capital gain distributions	\$ 7,493	\$ 5,657
Realized gains on investments	0	955
Unrealized gain (loss) on investments	16,744	33,551
Total	<u>\$ 24,237</u>	<u>\$ 40,163</u>

Short-term investments considered cash equivalents of \$8,943 and \$8,942 at December 31, 2020 and 2019, respectively, are included in cash on the statement of financial position.

**C. NET ASSETS WITH DONOR RESTRICTIONS**

Net assets with donor restrictions consist of funding received from two sources. First are contributions and grants that are to be used entirely for special programs as identified by donor restrictions. Secondly, investment income from donor restricted endowment funds are recorded as restricted until used for the designated purpose.

Donor-restricted endowment funds consist of the principal balance of the McGovern Foundation Adornment Fund. The fund requires that the principal is to remain preserved. The Fund's earnings are recorded as restricted and are available to pay speaker fees for the McGovern Lecture at the annual conference.

Restricted net assets consisted of the following as of December 31, 2020 and 2019:

McGovern Foundation Endowment Fund:

	<u>Temporarily Restricted</u>	<u>Permanently Restricted</u>	<u>Total</u>
2020	<u>\$ 137,680</u>	<u>\$ 113,000</u>	<u>\$ 250,680</u>
2019	<u>\$ 123,812</u>	<u>\$ 113,000</u>	<u>\$ 236,812</u>

The endowment fund consists of both temporarily and permanently restricted donations. Earnings on the fund may be used for the specific purpose of paying speaker fees for the Association's annual conference.

**American School Health Association  
Notes to the Financial Statements  
For the Years Ended December 31, 2020 and 2019**

**C. NET ASSETS WITH DONOR RESTRICTIONS (CONTINUED)**

Following is a schedule of activity within the endowment fund in 2020 and 2019:

	2020	2019
Beginning of year	\$ 233,923	\$ 206,169
Interest and dividends, net of fees	4,878	2,805
Amounts appropriated for expenditures	0	(10,010)
Purchases	(7,491)	(5,621)
Sales	0	3,245
Realized gains	0	955
Capital gains	2,615	2,829
Unrealized gains (losses)	16,755	(33,551)
As of December 31	<u>\$ 250,680</u>	<u>\$ 233,923</u>

**D. STAFFING CONTRACT AND MANAGEMENT AGREEMENT**

Effective January 8, 2018, the Association entered into a new management agreement with Prevention Insights at Indiana University for membership development and maintenance, Association operations, professional development and advocacy, as well as sponsorships and funding streams. The contract was extended on March 30, 2020 to cover the period through December 31, 2024. Total management fee expense for the year ended December 31, 2020 and 2019 was \$210,639 and \$182,507, respectively.

**E. LEASE OBLIGATION**

*Operating Lease Obligation:*

During 2020, the Organization entered into a lease agreement with the Trustees on Indiana University for office and storage space. The current lease was amended in August 2021 and extends through March 31, 2024. Rent expense for the year ended December 31, 2020 was \$4,800.

Future minimum lease payments under the operating leases as of December 31, 2020 are as follows:

2021	\$ 5,022
2022	4,990
2023	4,990
2024	<u>1,248</u>
Total	<u>\$ 16,250</u>

See Independent Auditors' Report.

**American School Health Association**  
**Notes to the Financial Statements**  
**For the Years Ended December 31, 2020 and 2019**

**F. RISK MANAGEMENT**

The Organization is exposed to various risks of loss related to torts; theft of, damage to and destruction of assets; errors and omissions and natural disasters for which the Organization carries commercial insurance. There were no claims or settlements for the years ended December 31, 2020 and 2019, respectively.

**G. RESTRICTED CONTRIBUTIONS**

Restricted promises of support are included in the financial statements as receivables and revenue in the net asset with donor-imposed restrictions category. During 2020 and 2019, there were no restricted contributions.

**H. FINANCIAL ASSET LIQUIDITY**

The Organization's liquidity goal is to have sufficient assets available to meet operational expenditures for a 12-month period. The primary forms of funds available are cash and the expected collections of accounts receivable. Management regularly reviews the liquidity required to meet operational expenditures.

The following reflects the Organization's financial assets as of the balance sheet dates, reduced by amounts not available for general use because of contractual or donor-imposed restrictions within one year of the balance sheet dates.

	<u>2020</u>	<u>2019</u>
Cash and cash equivalents	<u>\$ 128,956</u>	<u>\$ 84,257</u>
Accounts receivable	<u>\$ 92,815</u>	<u>\$ 59,682</u>
Deferred revenue	<u>\$ 37,972</u>	<u>\$113,958</u>

See Independent Auditors' Report.