Form **13909** (November 2023)

Department of the Treasury - Internal Revenue Service

Tax-Exempt Organization Complaint (Referral)

OMB Number 1545-2314

Referred Organization Information

1. Name of referred organization

Avenue Foundation

2. Street address

1927 NE Clackamas ST

3. City	4. State	5. ZIP code	6. Date of referral
Portland, OR 97232	OR	97232	August 5, 2026

7. Organization's Employer Identification Number (EIN)

93-2018547

Details of Alleged Violation

8. Name(s) of person(s) involved

Anna Madill

9. Organizational title(s)

Founder & CEO of Avenue

10. Date(s)	11. Dollar amount(s) *(if known)*
2023–present	

12. Description of alleged activities *(briefly describe the facts of the alleged violation – Who/What/Where/When/How you learned about and obtained the information in this report. Attach another sheet if needed)*

See attached letter.

Submitter Information

13. Name

American Alliance for Equal Rights

14. Occupation or business

501(c)(3) nonprofit dedicated to challenging distinctions and preferences made on the basis of race or ethnicity.

15. Street address

5801 Golden Triangle Blvd Ste. 103 182

16. City	17. State	18. ZIP code	19. Telephone number
Fort Worth	TX	76244	703-505-1922

☐ 20. I am concerned that I might face retaliation or retribution if my identity is disclosed

Submission and Documentation

The completed form, along with any supporting documentation, may be mailed to IRS TEGE Classification, Mail Code 4910DAL, 1100 Commerce Street Dallas, TX 75242-1027 or emailed to eoclass@irs.gov. **Disclaimer Notice:** Your email submission of Form 13909 and attachments are not encrypted for security.

Instructions for Form 13909, Tax-Exempt Organization Complaint (Referral)

General Information

The information provided on this form will help the Internal Revenue Service (IRS) determine if there has been a violation of federal tax law. The Tax Exempt and Government Entities (TEGE) division is responsible for exempt organizations, employee plans, Indian tribal governments, tax exempt bonds, and federal, state and local governments. Submission of this form is voluntary.

Upon receipt of this form, the IRS will send you a letter acknowledging receipt of the information you submitted. If at a later date you wish to submit additional information regarding the organization, please attach a copy of the form initially submitted, and send it to the address shown above.

Specific Instructions

1 - 5. Organization name and address: Provide the current name and address of the organization. If the organization has used prior or multiple name(s) or address(es), also provide that information.

6. Date of referral: Enter the date you submit the completed form

7. Employer identification number: Provide the organization's EIN.

The EIN is a nine-digit number, issued by the IRS, that the organization uses for tax purposes (like a Social Security Number (SSN) for an individual). If the EIN is unavailable, include a state nonprofit corporation registration number, if available.

8 - 12. Details of alleged violation: Provide specific details of the alleged violation including names, actions, places, amounts, dates, and the nature of any evidence or documentation (who, what, where, when, how). Include the names of other organizations, entities or persons that may be involved with the organization, providing EINs or SSNs, if available.

13 - 20. Submitter information: Provide your name, address, and business or occupation. Include your daytime telephone number, in case we wish to contact you. The acknowledgement letter will be sent to the address you provide.

If you are concerned that you may face retribution if your identity is disclosed, check the box. You may enter "Anonymous" for Submitter's name if you do not want to be identified.

Submission and Documentation: Mail the completed form, including any supporting documentation that you would like for us to review, to the address provided on the form. You may also email the completed form and any supporting documentation to the email address provided on the form. Include a cover letter describing the documentation or evidence you are providing. If you have already received an acknowledgment letter, include a copy of that letter. If possible, please try to submit all documentation at the same time.

If your referral relates to a church please be aware that Congress has imposed special limitations, found in IRC section 7611, on how and when the IRS may conduct civil tax inquiries and examinations of churches. You can find out more about these special limitations in Publication 1828, *Tax Guide for Churches and Religious Organizations*, in the section on Special Rules Limiting IRS Authority to Audit a Church.

Claim for reward: To claim a reward for providing this information to the IRS, file Form 211, *Application for Award for Original Information*.

Note: Federal law prohibits the IRS from providing you with status updates or information about specific actions taken in response to the information you submit.

Paperwork Reduction Act Notice

We ask for the information on this form to carry out the Internal Revenue laws of the United States. Use of this form is completely voluntary.

Form 13909 is used to submit a complaint about tax-exempt organizations. The IRS uses the information that is provided to determine if there has been a violation of federal tax law. From IRS.gov, you can fill out the mobile friendly version of the form and submit it, or download the fillable PDF version to complete, print, and mail, or email it for submission to IRS.

You are not required to provide the information requested on a form that is subject to the Paperwork Reduction Act unless the form displays a valid OMB control number. Books or records relating to a form, or its instructions must be retained if their contents may become material in the administration of any Internal Revenue law. Generally, tax returns and return information are confidential, as required by section 6103.

The time needed to complete and file this form will vary depending on individual circumstances. The estimated average time is:

Recordkeeping	6 min.
Learning	1 min.
Preparing, copying, and sending the form to the IRS	39 min.

If you have comments concerning the accuracy of these time estimates or suggestions for making this form simpler, we would be happy to hear from you. You can write to the Internal Revenue Service, Tax Products Coordinating Committee, SE:W:CAR:MP:T:T:SP, 1111 Constitution Ave. NW, IR-6526, Washington, DC 20224.

The American Alliance for Equal Rights

5801 Golden Triangle Blvd Ste. 103 182, Fort Worth, TX 76244

August 5, 2026

Mr. Robert Malone
Exempt Organizations and Government Entities
Internal Revenue Service
TEGE Referrals Group – MC 4910 DAL
1100 Commerce Street
Dallas, TX 75242

VIA EMAIL

Re: Request for Investigation into the Activities of Avenue Foundation (EIN: 93-2018547).

Dear Mr. Malone:

American Alliance for Equal Rights is a nationwide membership organization dedicated to challenging distinctions and preferences made on the basis of race and ethnicity. We write to respectfully request that the Internal Revenue Service open an investigation into Avenue Foundation, EIN 93-2018547.[1]

An investigation is warranted because Avenue Foundation is engaged in invidious racial discrimination that violates established public policy and thus renders it ineligible for tax-exempt status.[2] The foundation funds and oversees the Avenues of Impact Mentorship and Marketing Grant Program, which awards Oregon businesses a cash grant and other services. Ex. A at 1-2. To be eligible for a grant, at least 50% of the applicant's business must be owned by individuals who are black, indigenous, or people of color ("BIPOC"). Ex. A at 2.

At a minimum, these facts indicate that Avenue Foundation is intentionally discriminating against white small business owners by excluding them from eligibility for grant assistance and the specialized services that the foundation offers. Such discrimination is sufficient grounds on its own for the IRS to revoke Avenue Foundation's tax-

[1] In addition to submitting IRS Form 13909, *Tax-Exempt Organization Complaint (Referral)*, AAER is providing the basis for the complaint "in letter format," for convenience. Internal Revenue Service, *IRS Complaint Process – Tax-Exempt Organizations*, perma.cc/9QCJ-PS3T.

[2] *See Bob Jones University v. United States*, 461 U.S. 574, 590-96 (1983).

exempt status under 26 U.S.C. §501(c)(3). *See Bob Jones University*, 461 U.S. at 595-96 ("Racially discriminatory … institutions cannot be viewed as conferring a public benefit within the 'charitable' concept" of the common law "or within the Congressional intent underlying §170 and §501(c)(3).").

I. Factual Background

In 2016, Anna Madill founded Avenue, a digital marketing firm in Portland, OR. Ex. F at 3. In 2023, she created Avenue Foundation. Ex. A at 1; Ex. E at 1. As part of that mission, the foundation runs a mentorship and grant program that supports Oregon businesses of its choosing. Ex. A at 2. The foundation claims tax exempt status under section 501(c)(3) of the Tax Code. Ex. D at 1.

The Avenues of Impact Mentorship and Marketing Grant Program is generous, awarding $1,000 in cash, two hours of free digital marketing consulting from Avenue, and three hours of career coaching from Avenue's human resources partner. Ex. B at 1. These services are designed to "bridge the gap" for small businesses and "amplify" their reach and messages. Ex. B at 1.

There's one problem: Avenue Foundation explicitly and intentionally discriminates on the basis of race. Madill remains motivated by her "own experience as a woman, BIPOC founder." Ex. C at 2. That motivation is clearly reflected on the foundation's website, which openly states that the grant program is "designed to support … BIPOC-owned small businesses." Ex. A at 1. And to remove all doubt, the grant application requires that "businesses must meet the following criteria: Must be majority BIPOC-owned (50% or more)." Ex. B at 1. In other words, white business owners need not apply. This naked discrimination is both uncharitable and unlawful.

II. Legal Analysis

Supreme Court precedent has long recognized that the presence of a single unlawful policy or purpose under section 501(c)(3) renders the entire organization ineligible for tax-exempt status. That is because the law emphasizes tax-exempt organizations must be "operated *exclusively* for religious, charitable, scientific, testing for public safety, literary, or educational purposes."[3] Thus, "[t]he presence of a single substantial purpose that is not described in section 501(c)(3) precludes exemption from tax under section 501(a) regardless of the number or the importance" of the

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[3] §501(c)(3) (emphasis added).

organization's other "purposes that are present and that are described in section 501(c)(3)."[4]

The IRS publicly stated that an organization seeking exemption under section 501(c)(3) must meet the common-law definition for "charitable" for the first time in 1970, but it had followed that approach without fanfare for years before then.[5] Although section 501(c)(3) lists other tax-exempt purposes alongside "charitable purposes," the common-law doctrine of charitable trusts (i.e., "the basic common law concept of 'charity'") applies equally to all of them, because the doctrine underpins the reason why tax exemptions exist in the first place.[6]

***Bob Jones University v. United States*.** In *Bob Jones University*, the Supreme Court considered whether a private school that prohibited admission of students in interracial marriages was wrongfully denied tax-exempt status "under §501(c)(3) of the Internal Revenue Code."[7] After reviewing the text and history of section 501(c)(3), its implementing regulations, and related IRS rules, the Court held that the school had not been improperly excluded because it advocated for purposes that were inconsistent with the fundamental aims the tax-exempt laws existed to promote.[8] In the process, the Court affirmed the IRS's longstanding position that Congress intended the word "charitable" as used in section 501(c)(3) to have the same meaning it had under the common law.[9]

The Court began its analysis with an overview of the policy purposes for the creation of America's tax-exempt system for charitable organizations. "When the Government grants exemptions or allows deductions all taxpayers are affected; the very fact of the exemption or deduction for the donor means that other taxpayers can be said to be indirect and vicarious 'donors.'"[10] "Charitable exemptions are justified on the basis that the exempt entity confers a public benefit—a benefit which the society or the community may not itself choose or be able to provide, or which supplements and advances the work of public institutions already supported by tax revenues."[11] "History buttresses logic to make clear that, to warrant exemption under §501(c)(3), an institution must fall within a category specified in that section and must demonstrably serve and be in harmony with

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[4] *Better Bus. Bureau v. United States*, 326 U.S. 279, 283 (1945); *see also* Treasury Regulation §1.501(c)(3)-1(d)(1)(ii).

[5] *See* Statement of Randolph W. Thrower, Commissioner of Internal Revenue, before the Senate Select Committee on Equal Educational Opportunity, 91st Cong., 2d Sess., August 12, 1970; *see also* Revised Rule 71-447, 1971-2 C.B. 230 ("All charitable trusts are subject to the requirement that the purpose of the trust may not be illegal or contrary to public policy.").

[6] *Id.* (cleaned up).

[7] 461 U.S. at 577.

[8] *Id.* at 585-96.

[9] *Id.*

[10] *Id.* at 591-92.

[11] *Id.* at 592.

the public interest."[12] Thus, organizations whose actions violate public policy are not eligible for tax-exempt status. Having announced that broad principle, the Court assessed whether public policy forbade racial discrimination. Citing federal civil rights laws and executive actions aimed at eradicating unequal treatment on the basis of race, the Court concluded that it did.[13]

Some commentators have speculated that the principle announced in *Bob Jones* is limited to racial discrimination in the context of higher education, but that assertion is belied by the plain text of the opinion itself. Because the Petitioner in *Bob Jones* was an educational institution, the Court naturally mentioned "racial discrimination in education" specifically. But it made clear in the following paragraphs that discrimination in education violates public policy because *all* racial discrimination violates public policy. For example, the Court cited Titles IV and VI of the Civil Rights Act of 1964 as evidence that Congress "clearly expressed its agreement that racial discrimination in education violates a fundamental public policy." But it then pivoted to "[o]ther sections of [the Civil Rights] Act, and numerous enactments since then," which "testif[ied] to the public policy against racial discrimination."[14] The Court did not cabin that statement to the education context, and it cited the Voting Rights Act of 1965 and the Fair Housing Act to support its sweeping statement.

The executive branch actions against racial discrimination cited by the Court likewise occurred in a broad array of contexts, such as "prohibiting racial discrimination in federal employment decisions and in classifications for the Selective Service."[15] For example, the Court highlighted executive orders that, among other things, established the President's Council on Equal Opportunity, mandated nondiscrimination in federally assisted programs, and directed "clear and consistent government-wide implementation by federal agencies of the nondiscrimination provisions" of federal law. Moreover, the Court noted that these examples were "but a few of numerous Executive Orders over the past three decades demonstrating the commitment of the Executive Branch to the fundamental policy of eliminating racial discrimination."[16]

It bears repeating that the Supreme Court did not announce a new rule in *Bob Jones University*. Rather, the Court merely ratified longstanding IRS practice. The Court pointed out that the IRS had "referred consistently to principles of charitable trust law"

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[12] *Id.*
[13] *Id.* at 592-95.
[14] *Id.*
[15] *Id.* (cleaned up); *see also id.* ("The Executive Branch has consistently placed its support behind eradication of racial discrimination.").
[16] *Id.* at 595.

for "more than 60 years" when interpreting section 501(c)(3) and "comparable provisions."[17] Most relevant here, the majority in *Bob Jones University* stressed that "[s]ome years before the issuance of the rulings challenged in these cases, the IRS also ruled that contributions to community recreational facilities would not be deductible and that the facilities themselves would not be entitled to tax-exempt status, unless those facilities were open to all on a racially nondiscriminatory basis."[18] In short, any claim that the rule in *Bob Jones University* is limited in scope is inconsistent not only with the plain text of the Court's opinion but also with the historical context in which the case was decided.

Federal Courts' and the IRS's Application of Bob Jones. Decades of practice confirm that the public policy requirement affirmed in *Bob Jones University* applies to Avenue Foundation's discriminatory grant program. Although federal courts have had few occasions to confront the issue directly, they have applied *Bob Jones University* broadly when given the chance.[19] More pertinently, the IRS has itself applied the public policy principle outside the educational context. In 1987, for example—only four years after *Bob Jones University* was decided—the IRS rejected a tax-exempt application from a white supremacist organization called the Nationalist Movement because it concluded that the group's "membership policies [were] invidiously discriminatory and thus contrary to public policy."[20]

Furthermore, the IRS has relied on the public policy principle from *Bob Jones University* to deny tax-exempt status in circumstances unrelated to race. It has denied tax-exempt petitions, for instance, when it concluded that the "petitioner did not satisfy [section 501(c)(3)'s] public policy requirement because" the petitioner encouraged other taxpayers not to pay their taxes.[21] It has likewise invoked the principle to deny tax-exempt status to organizations that promote the legalization of pedophilia.[22] And it has refused tax-exemption on public policy grounds to organizations that were nominally "formed to promote world peace and disarmament" but "whose primary activity" was to urge antiwar demonstrators "to commit violations of local ordinances and breaches of public order."[23]

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[17] *Id.* at 597.

[18] *Id.* (citing Rev. Rul. 67-325, 1967-2 Cum. Bull. 113.).

[19] *See, e.g.*, *United States v. Mubayyid*, 476 F. Supp. 2d 46, 50 (D. Mass. 2007) (discussing rejection of Defendant's organization's request for tax exemption because organization's promotion of jihad and holy war concepts "were against public policy.").

[20] *Nationalist Movement v. Comm'r*, 102 T.C. 558, 571 (1994), *aff'd*, 37 F.3d 216 (5th Cir. 1994).

[21] *Church of Scientology of California v. Comm'r of Internal Revenue*, 83 T.C. 381, 503 n.4 (1984), *aff'd sub nom. Church of Scientology of California v. Comm'r*, 823 F.2d 1310 (9th Cir. 1987).

[22] *See MysteryBoy Incorporation v. Serviceer*, 99 T.C.M. 1057 (2010).

[23] I.R.S. Priv. Ltr. Rul. 200837039 (Sept. 12, 2008).

The American Alliance for Equal Rights

5801 Golden Triangle Blvd Ste. 103 182, Fort Worth, TX 76244

Finally, the IRS's own guidance implicitly acknowledges that racially discriminatory actions of any kind are the opposite of the charitable actions section 501 exists to promote. The IRS Technical Guide for tax-exempt organizations specifies that "[t]he pursuit of *eliminating* [racial] prejudice and discrimination is a charitable exempt activity under section 501(c)(3)."[24] The Technical Guide does not say that anti-discrimination efforts are only tax exempt when they occur in the education context—to the contrary, the publication uses examples of discrimination in other contexts, like housing, to illustrate its point.[25] If one of the goals of the Internal Revenue Code's tax-exempt provisions is to facilitate the end of racial prejudice, then overtly discriminatory policies are surely incompatible with those goals and cannot be a "public benefit" that tax exemptions were created to promote.[26]

Students for Fair Admissions, Inc. v. President & Fellows of Harvard College. In "situations involving the [Internal Revenue] Service's determinations about particular public policies, the Service has relied almost exclusively on the Supreme Court's position regarding certain constitutional issues that relate directly to the public policy at issue."[27] For example:

> In a Technical Advice Memoranda ("TAM") regarding the Kamehameha Schools, whose admissions policy generally required that the applicant be of Hawaiian ancestry, the IRS national office opined that the policy did not run afoul of public policy. However, in a concluding message, the TAM noted that the Supreme Court had granted certiorari in *Rice v. Cayetano*, a case involving the right to vote for nine trustees of the Office of Hawaiian Affairs, which was at the time limited to voters of Hawaiian descent."[28]

The IRS advised the schools that if the Court expanded or clarified its affirmative action jurisprudence in the then-forthcoming case, then the agency would revisit its analysis of the schools' tax-exempt status under the Court's new approach.

To be sure, programs like Avenue Foundation's race-based grant program were illegal and against public policy before the Court issued its opinion in *SFFA v. Harvard*.[29] But now that the Court has reaffirmed that "[r]acial discrimination is invidious in all

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[24] Internal Revenue Service, *Exempt Organizations Technical Guide 3-3: Exempt Purposes – Charitable*, 41 (emphasis added).
[25] *See id.*
[26] *Bob Jones University*, 461 U.S. at 592.
[27] D. Brennan, *Charities and the Constitution: Evaluating the Role of Constitutional Principles in Determining the Scope of the Tax Law's Public Policy Limitation for Charities*, 5 Fla. Tax. Rev. 779, 796 (2002).
[28] Brennan, *supra* at 803 (cleaned up).
[29] 600 U.S. 181 (2023).

contexts," there can be no doubt.[30] The Court left no wiggle room when it declared that "race may never be used as a 'negative'" and that, in zero-sum circumstances like college admissions, any "benefit provided to some applicants" on the basis of race "but not to others necessarily advantages the former group at the expense of the latter."[31] In sum, the Court's sweeping decision in *Harvard* establishes that racial discrimination in *all* its forms is contrary to established public policy, to say nothing of federal law and the Constitution. After all, "[e]liminating racial discrimination means eliminating all of it."[32] Thus, even if previous IRS leadership in recent years may have erroneously concluded that the public policy rule is limited in scope, the Service must now reject that opinion.

Application of the Public Policy Principle to Avenue Foundation. Here, there is no question that Avenue Foundation is engaging in racial discrimination. It clearly specifies which races and ethnicities are eligible to receive funds and support and, by omission, which race is ineligible for such benefits. Nor can the foundation defend this discrimination as merely a "benefit" conferred on underrepresented races with no penalty on white applicants. Applications for grants and awards—like the college admissions applications in *Harvard*—"are zero-sum."[33] Avenue Foundation's use of race as a requirement for selection necessarily treated the race of white applicants as disqualifying. That is textbook discrimination. Avenue Foundation's organizational purpose is unlawful and contrary to public policy for the reasons explained above, and taxpayers should not be "indirect and vicarious 'donors'" in support of it.[34]

* * *

For these reasons, AAER respectfully asks the IRS to open an investigation into the activities and tax-exempt status of Avenue Foundation.

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30 *Id.* at 214 (cleaned up).
31 *Id.* at 218-19.
32 *Id.* at 206.
33 *Id.* at 218.
34 *Bob Jones University*, 461 U.S. at 591-92.

The American Alliance for Equal Rights

5801 Golden Triangle Blvd Ste. 103 182, Fort Worth, TX 76244

Sincerely,

Edward Blum
President
American Alliance for Equal Rights

Exhibit A

Avenue Foundation

CERTIFIED 501(C)(3) NONPROFIT

AVENUES OF IMPACT

MENTORSHIP AND MARKETING GRANT PROGRAM

Our mission at Avenue is to empower transformational change on an individual, community, and global scale. In line with this vision, the Avenue Foundation's ***Avenues of Impact Mentorship and Marketing Grant Program*** is designed to support *purpose-driven, BIPOC-owned small businesses* with the resources needed to drive their missions forward.

APPLY HERE

Applications close on August 28th at 11:59 PM PST.

Who is this for?

- Must be majority BIPOC owned (50% or more)
- Must be able to provide proof of business registration within the state of Oregon.
- Must demonstrate a clear purpose-driven mission in line with social, environmental, or community impact.
- Eligible businesses can receive additional credit if they meet one or more of the following criteria:
  - Non-profit organization
  - Certified B Corporation
  - Woman-Owned Business

Grant Benefits & Support

- **$1,000 Grant:** Funded by 1% of Avenue's revenue, this grant is designed to support the next steps in your digital marketing journey.

- **Digital Marketing Consulting:** Receive expert guidance from Avenue's team in one or more of the following areas: SEO, paid ads, and social media. We'll help you strategize how to amplify your message and connect with your community.

- **Coaching Sessions with Riverpath Coaching & Consulting:** You'll be matched with Nicole Carey, Associate Certified Coach and founder of River Path Coaching & Consulting, for **career coaching sessions**.

Avenue

AI Manifesto

Contact

Avenue's of Impact Grant Recipient Testimonial

"Brand visibility has become more important than ever for small businesses, and for me, wearing every hat on a shoestring budget means marketing often feels like one of the steepest climbs. The Avenues of Impact mentorship and grant equipped me with practical tools, essential guidance, and funding to make brand building feel less overwhelming and more sustainable, ultimately helping amplify my small business voice. As the first recipient of this grant, I'm deeply grateful and honestly proud to receive this award from one woman founder to another, and the kind of subject-matter expert guidance I couldn't have accessed at this stage of my journey without this opportunity."

Tenzin Yeshi (aka Kyikyi)

Himalayan Dumplings by Kyikyi

Read More

Avenue Foundation Board Members

Avenue

AI Manifesto

Contact

Anna Madill

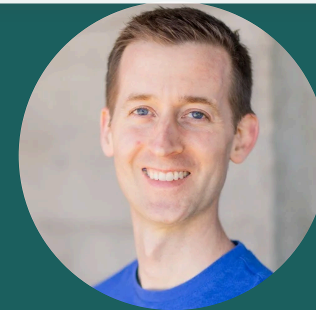
Board President

Founder & CEO of Avenue

Alexis Braly James

Board Treasurer

Founder & CEO of Construct The Present



Cameron Madill

Board Secretary

Advisor at PixelSpoke

Ready to amplify *your* impact?

Get started

Join our community of Conscious Marketers

Email Address

Sign Up

Certified B Corporation

1% FOR THE PLANET

Avenue Agency is certified as a Minority Business Enterprise (MBE), Women Business Enterprise (WBE), and Emerging Small Business (ESB) by the Certification Office for Business Inclusion and Diversity (COBID).

 PRIVACY POLICY

Exhibit B

Avenues of Impact Mentorship and Grant Program Application

The Avenue Foundation: Avenues of Impact Mentorship and Grant Program aims to bridge the gap for start-up businesses that are making social, environmental, and/or community impacts, but may lack the marketing insight and support to amplify their message.

Awardees Receive:

- $1,000 Grant
- Up to Two Hours of Digital Marketing Consulting with Avenue
- Up to Three Individual Coaching Sessions with River Path Coaching & Consulting

Businesses must meet the following criteria:

- Must be majority BIPOC owned (50% or more).
- Must be able to provide proof of business registration within the state of Oregon.
- Must demonstrate a clear purpose-driven mission in line with social, environmental, and/or community impact.
- Additional Credit: Eligible businesses can receive additional credit if they meet one or more of the following criteria:
  - Non-profit organization
  - Certified B Corporation
  - Woman-Owned Business

bwaggoner@consovoymccarthy.com Switch account

Not shared

* Indicates required question

How did you hear about this program?

- ○ Social Media
- ○ Avenue Website
- ○ Avenue Newsletter
- ○ Avenue Podcast
- ○ Google
- ○ From a friend
- ○ Other: ____________

Name (First, Last) *

Your answer

Preferred email address(s): *

Your answer

Business Name *

Your answer

What is your business' mission and purpose? *

Your answer

Is your business majority BIPOC owned (50% or more)? *

- ◯ Yes
- ◯ No
- ◯ I don't know
- ◯ Other: ______

Please provide your Oregon Business Registration Number: *

Your answer

Please select if your business meets one or more of the following criteria. Eligible businesses can receive additional credit. *

- ☐ Nonprofit organization
- ☐ Certified B Corporation
- ☐ Woman-Owned Business
- ☐ None

We will be monitoring the longterm (1-3 years) success and impact of grant recipients. If selected, do you consent to data collection over time? *

*Must select "Yes" to be eligible

- ◯ Yes
- ◯ No

What is your business’s current revenue? *

* This question is included to help us track the impact of the grant over time.

Your answer

If selected, how would you use the grant for your business's marketing needs? Explain how this would help build your visibility, reach new customers, or strengthen community connections. *

Example:
- social media services
- SEO website updates
- digital marketing tools
- graphic design services
- branding materials

Your answer

What unique challenges does your business face in achieving its goals, and how would this grant help overcome them? *

Your answer

Is there anything else you would like to share?

Your answer

Submit Clear form

Exhibit C

KGW-TV Portland + Follow 30.9K Followers

Portland-based nonprofit provides avenue for BIPOC business owners to thrive

Story by Christine Pitawanich • 1w • 2 min read

Portland-based nonprofit provides avenue for BIPOC business owners to thrive

Anna Madill knows how hard it can be to start a business.

Ten years ago, she founded Avenue.

"We are a Certified B Corp, 1% for the planet, digital and social media agency for purpose-driven brands and nonprofits," said Madill.

This year, her company is celebrating 10 years in operation. She said she remembers what it was like becoming an entrepreneur:

"Just knowing that I experienced my own barriers and challenges in starting a business from a variety of different factors but knowing that especially at the very beginning stages of a business that even a small amount of money, whether that be $500 or $1000 can make a huge difference for a business owner."

For years, Avenue had supported hundreds of businesses and entrepreneurs, giving out about $180,000. But then, Madill formed the Avenue Foundation a year ago and started giving out grants to BIPOC (Black, Indigenous, people of color) business owners across Oregon.

"I think that stems from my own experience as a woman, BIPOC founder," said Madill. "We're calling this the Avenues of Impact Mentorship and Grant program."

She said for her, it's all about impact. As such, the grants her nonprofit offers are different, more intentional.

"It's not just 'Here's a check and we'll see you later.' It's the grant funding, paired with digital marketing and business mentorship and consulting from our team and our company. And we have a partner in Avenue's HR partner. River Path Consulting also is donating hours of professional coaching and leadership development for each founder," Madill explained.

The grants are comprised of a $1000 check paired with a support system. So far, three businesses have received a grant, with a fourth on deck to get one. The three businesses are Himalayan Dumplings in Beaverton; Caribbean Spice in Northeast Portland; and Celeste Noche, a documentary photographer.

In a statement, one of the owners of Caribbean Spice said in part, "As a small, family-owned specialty grocery store, we operate with limited resources and must carefully balance day-to-day expenses. Grant funding allows us a breath of air, and we're so grateful to avenue's impact grant program for awarding us."

They continued, saying, "Ultimately, programs like avenues of impact help level the playing field for small businesses."

"Our goal is to really impact here where we live and where we work and play and infuse cash and support back into our community," said Madill.

If you'd like to donate to the program, or if you're a small business that needs help, applications can be submitted now for another round of grant funding at avenueagency.com. The current application cycle closes at 11:59 p.m. PST on Friday, Aug. 28.

More for You

New York Post · 13h

CBS cuts away from Trump's election fraud speech — as ABC and NBC refused to air it on TV

113 244

Newsweek · 2h

Hackers shut down Coca-Cola's $4 billion milk brand in the US

192 31

New York Post · 17h

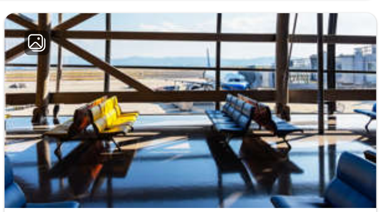
Memphis pizza joint owner under fire for denying servi to National Guard troops

97 41

Spartan Avenue · 12h

Michigan State's top scorer at Moneyball should be a pleasant surprise for Sparta...

4



AskThis · 8h

My mom and sister expected me to babysit at Disneyland, but I had other plans

7

Exhibit D

Form **990**

Return of Organization Exempt From Income Tax

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations)

Do not enter social security numbers on this form as it may be made public.

Go to *www.irs.gov/Form990* for instructions and the latest information.

OMB No. 1545-0047

2024

Open to Public Inspection

Department of the Treasury
Internal Revenue Service

A For the 2024 calendar year, or tax year beginning 01-01-2024 , and ending 12-31-2024

B Check if applicable:
☐ Address change
☐ Name change
☐ Initial return
☐ Final return/terminated
☐ Amended return
☐ Application pending

C Name of organization
AVENUE FOUNDATION

Doing business as

Number and street (or P.O. box if mail is not delivered to street address) | Room/suite
1927 NE CLACKAMAS ST

City or town, state or province, country, and ZIP or foreign postal code
PORTLAND, OR 97232

D Employer identification number
93-2018547

E Telephone number
(206) 919-4871

G Gross receipts $ 155,816

F Name and address of principal officer:
ANNA MADILL
1927 NE CLACKAMAS ST
PORTLAND, OR 97232

H(a) Is this a group return for subordinates? ☐ Yes ☑ No

H(b) Are all subordinates included? ☐ Yes ☐ No
If "No," attach a list. See instructions.

H(c) Group exemption number

I Tax-exempt status: ☑ 501(c)(3) ☐ 501(c) ( ) (insert no.) ☐ 4947(a)(1) or ☐ 527

J Website:

K Form of organization: ☑ Corporation ☐ Trust ☐ Association ☐ Other

L Year of formation: 2023

M State of legal domicile: OR

Part I Summary

Activities & Governance

1 Briefly describe the organization's mission or most significant activities:
PROVIDING MENTORSHIP AND MARKETING GRANTS TO SUPPORT PURPOSE-DRIVEN BIPOC- OWNED SMALL BUSINESSES.

2 Check this box ☐ if the organization discontinued its operations or disposed of more than 25% of its net assets.

3	Number of voting members of the governing body (Part VI, line 1a)	3	3
4	Number of independent voting members of the governing body (Part VI, line 1b)	4	2
5	Total number of individuals employed in calendar year 2024 (Part V, line 2a)	5	0
6	Total number of volunteers (estimate if necessary)	6	
7a	Total unrelated business revenue from Part VIII, column (C), line 12	7a	0
b	Net unrelated business taxable income from Form 990-T, Part I, line 11	7b	

			Prior Year	Current Year
Revenue	8	Contributions and grants (Part VIII, line 1h)		0
	9	Program service revenue (Part VIII, line 2g)		155,600
	10	Investment income (Part VIII, column (A), lines 3, 4, and 7d)		216
	11	Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)		0
	12	Total revenue—add lines 8 through 11 (must equal Part VIII, column (A), line 12)		155,816
Expenses	13	Grants and similar amounts paid (Part IX, column (A), lines 1–3)		111,658
	14	Benefits paid to or for members (Part IX, column (A), line 4)		0
	15	Salaries, other compensation, employee benefits (Part IX, column (A), lines 5–10)		0
	16a	Professional fundraising fees (Part IX, column (A), line 11e)		0
	b	Total fundraising expenses (Part IX, column (D), line 25) 0		
	17	Other expenses (Part IX, column (A), lines 11a–11d, 11f–24e)		313
	18	Total expenses. Add lines 13–17 (must equal Part IX, column (A), line 25)		111,971
	19	Revenue less expenses. Subtract line 18 from line 12		43,845

			Beginning of Current Year	End of Year
Net Assets or Fund Balances	20	Total assets (Part X, line 16)		43,845
	21	Total liabilities (Part X, line 26)		0
	22	Net assets or fund balances. Subtract line 21 from line 20		43,845

Part II Signature Block

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.

Sign Here

****** | 2025-07-29
Signature of officer | Date
ANNA MADILL PRESIDENT
Type or print name and title

Paid Preparer Use Only

Print/Type preparer's name	Preparer's signature	Date	Check ☑ if self-employed	PTIN
		2025-07-29		P01921932

Firm's name MCCALL TAX & BOOKKEEPING SERVICES INC | Firm's EIN

Firm's address 5311 SE POWELL BLVD STE 101
PORTLAND, OR 972062951 | Phone no. (503) 477-4396

May the IRS discuss this return with the preparer shown above? See Instructions. ☑ Yes ☐ No

Part III **Statement of Program Service Accomplishments**

Check if Schedule O contains a response or note to any line in this Part III . . . . ☐

1 Briefly describe the organization's mission:

PROVIDING MENTORSHIP AND MARKETING GRANTS TO SUPPORT PURPOSE-DRIVEN BIPOC- OWNED SMALL BUSINESSES.

2 Did the organization undertake any significant program services during the year which were not listed on the prior Form 990 or 990-EZ? . . . . ☐ **Yes** ☑ **No**

If "Yes," describe these new services on Schedule O.

3 Did the organization cease conducting, or make significant changes in how it conducts, any program services? . . . . ☐ **Yes** ☑ **No**

If "Yes," describe these changes on Schedule O.

4 Describe the organization's program service accomplishments for each of its three largest program services, as measured by expenses. Section 501(c)(3) and 501(c)(4) organizations are required to report the amount of grants and allocations to others, the total expenses, and revenue, if any, for each program service reported.

4a (Code:) (Expenses $ 111,971 including grants of $ 111,658) (Revenue $ 155,600)

Description: See Additional Data

4b (Code:) (Expenses $ including grants of $) (Revenue $)

4c (Code:) (Expenses $ including grants of $) (Revenue $)

4d Other program services (Describe in Schedule O.)

(Expenses $ including grants of $) (Revenue $)

4e **Total program service expenses** 111,971

Part IV **Checklist of Required Schedules**

			Yes	No
1	Is the organization described in section 501(c)(3) or 4947(a)(1) (other than a private foundation)? *If "Yes," complete Schedule A*	1	Yes	
2	Is the organization required to complete *Schedule B, Schedule of Contributors*? See instructions.	2		No
3	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*	3		No
4	**Section 501(c)(3) organizations.** Did the organization engage in lobbying activities, or have a section 501(h) election in effect during the tax year? *If "Yes," complete Schedule C, Part II*	4		No
5	Is the organization a section 501(c)(4), 501(c)(5), or 501(c)(6) organization that receives membership dues, assessments, or similar amounts as defined in Rev. Proc. 98-19? *If "Yes," complete Schedule C, Part III*	5		No
6	Did the organization maintain any donor advised funds or any similar funds or accounts for which donors have the right to provide advice on the distribution or investment of amounts in such funds or accounts? *If "Yes," complete Schedule D,*Part I	6		No
7	Did the organization receive or hold a conservation easement, including easements to preserve open space, the environment, historic land areas, or historic structures? *If "Yes," complete Schedule D, Part II*	7		No
8	Did the organization maintain collections of works of art, historical treasures, or other similar assets? *If "Yes," complete Schedule D,* Part III	8		No
9	Did the organization report an amount in Part X, line 21 for escrow or custodial account liability; serve as a custodian for amounts not listed in Part X; or provide credit counseling, debt management, credit repair, or debt negotiation services? *If "Yes," complete Schedule D, Part IV*	9		No
10	Did the organization, directly or through a related organization, hold assets in temporarily restricted endowments, permanent endowments, or quasi endowments? *If "Yes," complete Schedule D, Part V*	10		No
11	If the organization's answer to any of the following questions is "Yes," then complete Schedule D, Parts VI, VII, VIII, IX, or X, as applicable.			
a	Did the organization report an amount for land, buildings, and equipment in Part X, line 10? *If "Yes," complete Schedule D,* Part VI.	11a		No
b	Did the organization report an amount for investments—other securities in Part X, line 12 that is 5% or more of its total assets reported in Part X, line 16? *If "Yes," complete Schedule D, Part VII*	11b		No
c	Did the organization report an amount for investments—program related in Part X, line 13 that is 5% or more of its total assets reported in Part X, line 16? *If "Yes," complete Schedule D, Part VIII*	11c		No
d	Did the organization report an amount for other assets in Part X, line 15 that is 5% or more of its total assets reported in Part X, line 16? *If "Yes," complete Schedule D, Part IX*	11d		No
e	Did the organization report an amount for other liabilities in Part X, line 25? *If "Yes," complete Schedule D, Part X*	11e		No
f	Did the organization's separate or consolidated financial statements for the tax year include a footnote that addresses the organization's liability for uncertain tax positions under FIN 48 (ASC 740)? *If "Yes," complete Schedule D, Part X*	11f		No
12a	Did the organization obtain separate, independent audited financial statements for the tax year? *If "Yes," complete Schedule D, Parts XI and XII*	12a		No
b	Was the organization included in consolidated, independent audited financial statements for the tax year? *If "Yes," and if the organization answered "No" to line 12a, then completing Schedule D, Parts XI and XII is optional*	12b		No
13	Is the organization a school described in section 170(b)(1)(A)(ii)? *If "Yes," complete Schedule E*	13		No
14a	Did the organization maintain an office, employees, or agents outside of the United States?	14a		No
b	Did the organization have aggregate revenues or expenses of more than $10,000 from grantmaking, fundraising, business, investment, and program service activities outside the United States, or aggregate foreign investments valued at $100,000 or more? *If "Yes," complete Schedule F, Parts I and IV*	14b		No
15	Did the organization report on Part IX, column (A), line 3, more than $5,000 of grants or other assistance to or for any foreign organization? *If "Yes," complete Schedule F, Parts II and IV*	15		No
16	Did the organization report on Part IX, column (A), line 3, more than $5,000 of aggregate grants or other assistance to or for foreign individuals? *If "Yes," complete Schedule F, Parts III and IV*	16		No
17	Did the organization report a total of more than $15,000 of expenses for professional fundraising services on Part IX, column (A), lines 6 and 11e? *If "Yes," complete Schedule G, Part I.* See instructions.	17		No
18	Did the organization report more than $15,000 total of fundraising event gross income and contributions on Part VIII, lines 1c and 8a? *If "Yes," complete Schedule G, Part II*	18		No
19	Did the organization report more than $15,000 of gross income from gaming activities on Part VIII, line 9a? *If "Yes," complete Schedule G, Part III*	19		No
20a	Did the organization operate one or more hospital facilities? *If "Yes," complete Schedule H*	20a		No
b	If "Yes" to line 20a, did the organization attach a copy of its audited financial statements to this return?	20b		
21	Did the organization report more than $5,000 of grants or other assistance to any domestic organization or domestic government on Part IX, column (A), line 1? *If "Yes," complete Schedule I, Parts I and II*	21		No

Part IV **Checklist of Required Schedules** *(continued)*

			Yes	No
22	Did the organization report more than $5,000 of grants or other assistance to or for domestic individuals on Part IX, column (A), line 2? *If "Yes," complete Schedule I, Parts I and III*	22	Yes	
23	Did the organization answer "Yes" to Part VII, Section A, line 3, 4, or 5, about compensation of the organization's current and former officers, directors, trustees, key employees, and highest compensated employees? *If "Yes," complete Schedule J*	23		No
24a	Did the organization have a tax-exempt bond issue with an outstanding principal amount of more than $100,000 as of the last day of the year, that was issued after December 31, 2002? *If "Yes," answer lines 24b through 24d and complete Schedule K. If "No," go to line 25a*	24a		No
b	Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception?	24b		
c	Did the organization maintain an escrow account other than a refunding escrow at any time during the year to defease any tax-exempt bonds?	24c		
d	Did the organization act as an "on behalf of" issuer for bonds outstanding at any time during the year?	24d		
25a	**Section 501(c)(3), 501(c)(4), and 501(c)(29) organizations.** Did the organization engage in an excess benefit transaction with a disqualified person during the year? *If "Yes," complete Schedule L,* Part I	25a		No
b	Is the organization 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	25b		No
26	Did the organization report any amount on Part X, line 5 or 22 for receivables from or payables to any current or former officer, director, trustee, key employee, creator or founder, substantial contributor, or 35% controlled entity or family member of any of these persons? *If "Yes," complete Schedule L, Part II*	26		No
27	Did the organization provide a grant or other assistance to any current or former officer, director, trustee, key employee, creator or founder, substantial contributor, or employee thereof, a grant selection committee member, or to a 35% controlled entity (including an employee thereof) or family member of any of these persons? *If "Yes," complete Schedule L,*Part III	27		No
28	Was the organization a party to a business transaction with one of the following parties (see the Schedule L, Part IV instructions for applicable filing thresholds, conditions, and exceptions):			
a	A current or former officer, director, trustee, key employee, creator or founder, or substantial contributor? *If "Yes," complete Schedule L, Part IV*	28a		No
b	A family member of any individual described in line 28a? *If "Yes," complete Schedule L, Part IV*	28b		No
c	A 35% controlled entity of one or more individuals and/or organizations described in line 28a or 28b? *If "Yes," complete Schedule L, Part IV*	28c		No
29	Did the organization receive more than $25,000 in non-cash contributions? *If "Yes," complete Schedule M*	29		No
30	Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation contributions? *If "Yes," complete Schedule M*	30		No
31	Did the organization liquidate, terminate, or dissolve and cease operations? *If "Yes," complete Schedule N, Part I*	31		No
32	Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? *If "Yes," complete Schedule N, Part II*	32		No
33	Did the organization own 100% of an entity disregarded as separate from the organization under Regulations sections 301.7701-2 and 301.7701-3? *If "Yes," complete Schedule R, Part I*	33		No
34	Was the organization related to any tax-exempt or taxable entity? *If "Yes," complete Schedule R, Part II, III, or IV, and Part V, line 1*	34		No
35a	Did the organization have a controlled entity within the meaning of section 512(b)(13)?	35a		No
b	If 'Yes' to line 35a, did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of section 512(b)(13)? *If "Yes," complete Schedule R, Part V, line 2*	35b		
36	**Section 501(c)(3) organizations.** Did the organization make any transfers to an exempt non-charitable related organization? *If "Yes," complete Schedule R, Part V, line 2*	36		No
37	Did the organization conduct more than 5% of its activities through an entity that is not a related organization and that is treated as a partnership for federal income tax purposes? *If "Yes," complete Schedule R, Part VI*	37		No
38	Did the organization complete Schedule O and provide explanations on Schedule O for Part VI, lines 11b and 19? **Note.** All Form 990 filers are required to complete Schedule O.	38	Yes	

Part V **Statements Regarding Other IRS Filings and Tax Compliance**

Check if Schedule O contains a response or note to any line in this Part V ☐

					Yes	No
1a	Enter the number reported in box 3 of Form 1096. Enter -0- if not applicable	1a	40			
b	Enter the number of Forms W-2G included on line 1a. Enter -0- if not applicable	1b	0			
c	Did the organization comply with backup withholding rules for reportable payments to vendors and reportable gaming (gambling) winnings to prize winners?			1c		No

Part V Statements Regarding Other IRS Filings and Tax Compliance *(continued)*

2a	Enter the number of employees reported on Form W-3, Transmittal of Wage and Tax Statements, filed for the calendar year ending with or within the year covered by this return	**2a**	0		
b	If at least one is reported on line 2a, did the organization file all required federal employment tax returns?			**2b**	
3a	Did the organization have unrelated business gross income of $1,000 or more during the year?			**3a**	No
b	If "Yes," has it filed a Form 990-T for this year? *If "No" to line 3b, provide an explanation in Schedule O*			**3b**	
4a	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)?			**4a**	No
b	If "Yes," enter the name of the foreign country: See instructions for filing requirements for FinCEN Form 114, Report of Foreign Bank and Financial Accounts (FBAR).				
5a	Was the organization a party to a prohibited tax shelter transaction at any time during the tax year?			**5a**	No
b	Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction?			**5b**	No
c	If "Yes," to line 5a or 5b, did the organization file Form 8886-T?			**5c**	
6a	Does the organization have annual gross receipts that are normally greater than $100,000, and did the organization solicit any contributions that were not tax deductible as charitable contributions?			**6a**	No
b	If "Yes," did the organization include with every solicitation an express statement that such contributions or gifts were not tax deductible?			**6b**	
7	**Organizations that may receive deductible contributions under section 170(c).**				
a	Did the organization receive a payment in excess of $75 made partly as a contribution and partly for goods and services provided to the payor?			**7a**	
b	If "Yes," did the organization notify the donor of the value of the goods or services provided?			**7b**	
c	Did the organization sell, exchange, or otherwise dispose of tangible personal property for which it was required to file Form 8282?			**7c**	
d	If "Yes," indicate the number of Forms 8282 filed during the year	**7d**			
e	Did the organization receive any funds, directly or indirectly, to pay premiums on a personal benefit contract?			**7e**	
f	Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contract?			**7f**	
g	If the organization received a contribution of qualified intellectual property, did the organization file Form 8899 as required?			**7g**	
h	If the organization received a contribution of cars, boats, airplanes, or other vehicles, did the organization file a Form 1098-C?			**7h**	
8	**Sponsoring organizations maintaining donor advised funds.** Did a donor advised fund maintained by the sponsoring organization have excess business holdings at any time during the year?			**8**	
9	**Sponsoring organizations maintaining donor advised funds.**				
a	Did the sponsoring organization make any taxable distributions under section 4966?			**9a**	
b	Did the sponsoring organization make a distribution to a donor, donor advisor, or related person?			**9b**	
10	**Section 501(c)(7) organizations.** Enter:				
a	Initiation fees and capital contributions included on Part VIII, line 12	**10a**			
b	Gross receipts, included on Form 990, Part VIII, line 12, for public use of club facilities	**10b**			
11	**Section 501(c)(12) organizations.** Enter:				
a	Gross income from members or shareholders	**11a**			
b	Gross income from other sources. (Do not net amounts due or paid to other sources against amounts due or received from them.)	**11b**			
12a	**Section 4947(a)(1) non-exempt charitable trusts.** Is the organization filing Form 990 in lieu of Form 1041?			**12a**	
b	If "Yes," enter the amount of tax-exempt interest received or accrued during the year.	**12b**			
13	**Section 501(c)(29) qualified nonprofit health insurance issuers.**				
a	Is the organization licensed to issue qualified health plans in more than one state? **Note.** See the instructions for additional information the organization must report on Schedule O.			**13a**	
b	Enter the amount of reserves the organization is required to maintain by the states in which the organization is licensed to issue qualified health plans	**13b**			
c	Enter the amount of reserves on hand	**13c**			
14a	Did the organization receive any payments for indoor tanning services during the tax year?			**14a**	No
b	If "Yes," has it filed a Form 720 to report these payments? *If "No," provide an explanation in Schedule O*			**14b**	
15	Is the organization subject to the section 4960 tax on payment(s) of more than $1,000,000 in remuneration or excess parachute payment(s) during the year? If "Yes," see the instructions and file Form 4720, Schedule N.			**15**	No
16	Is the organization an educational institution subject to the section 4968 excise tax on net investment income? If "Yes," complete Form 4720, Schedule O.			**16**	No
17	**Section 501(c)(21) organizations.** Did the trust, or any disqualified or other person engage in any activities that would result in the imposition of an excise tax under section 4951, 4952, or 4953? If "Yes," complete Form 6069.			**17**	

Part VI **Governance, Management, and Disclosure.** *For each "Yes" response to lines 2 through 7b below, and for a "No" response to lines 8a, 8b, or 10b below, describe the circumstances, processes, or changes in Schedule O. See instructions.*

Check if Schedule O contains a response or note to any line in this Part VI . . . ☑

Section A. Governing Body and Management

				Yes	No
1a	Enter the number of voting members of the governing body at the end of the tax year	**1a** 3			
	If there are material differences in voting rights among members of the governing body, or if the governing body delegated broad authority to an executive committee or similar committee, explain in Schedule O.				
b	Enter the number of voting members included in line 1a, above, who are independent	**1b** 2			
2	Did any officer, director, trustee, or key employee have a family relationship or a business relationship with any other officer, director, trustee, or key employee?		**2**		No
3	Did the organization delegate control over management duties customarily performed by or under the direct supervision of officers, directors or trustees, or key employees to a management company or other person?		**3**		No
4	Did the organization make any significant changes to its governing documents since the prior Form 990 was filed?		**4**		No
5	Did the organization become aware during the year of a significant diversion of the organization's assets?		**5**		No
6	Did the organization have members or stockholders?		**6**		No
7a	Did the organization have members, stockholders, or other persons who had the power to elect or appoint one or more members of the governing body?		**7a**		No
b	Are any governance decisions of the organization reserved to (or subject to approval by) members, stockholders, or persons other than the governing body?		**7b**		No
8	Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following:				
a	The governing body?		**8a**	Yes	
b	Each committee with authority to act on behalf of the governing body?		**8b**	Yes	
9	Is there any officer, director, trustee, or key employee listed in Part VII, Section A, who cannot be reached at the organization's mailing address? *If "Yes," provide the names and addresses in Schedule O*		**9**		No

Section B. Policies *(This Section B requests information about policies not required by the Internal Revenue Code.)*

			Yes	No
10a	Did the organization have local chapters, branches, or affiliates?	**10a**		No
b	If "Yes," did the organization have written policies and procedures governing the activities of such chapters, affiliates, and branches to ensure their operations are consistent with the organization's exempt purposes?	**10b**		
11a	Has the organization provided a complete copy of this Form 990 to all members of its governing body before filing the form?	**11a**	Yes	
b	Describe on Schedule O the process, if any, used by the organization to review this Form 990.			
12a	Did the organization have a written conflict of interest policy? *If "No," go to line 13*	**12a**		No
b	Were officers, directors, or trustees, and key employees required to disclose annually interests that could give rise to conflicts?	**12b**		
c	Did the organization regularly and consistently monitor and enforce compliance with the policy? *If "Yes," describe on Schedule O how this was done*	**12c**		
13	Did the organization have a written whistleblower policy?	**13**		No
14	Did the organization have a written document retention and destruction policy?	**14**		No
15	Did the process for determining compensation of the following persons include a review and approval by independent persons, comparability data, and contemporaneous substantiation of the deliberation and decision?			
a	The organization's CEO, Executive Director, or top management official	**15a**		No
b	Other officers or key employees of the organization	**15b**		No
	If "Yes" to line 15a or 15b, describe the process on Schedule O. See instructions.			
16a	Did the organization invest in, contribute assets to, or participate in a joint venture or similar arrangement with a taxable entity during the year?	**16a**		No
b	If "Yes," did the organization follow a written policy or procedure requiring the organization to evaluate its participation in joint venture arrangements under applicable federal tax law, and take steps to safeguard the organization's exempt status with respect to such arrangements?	**16b**		

Section C. Disclosure

17 List the states with which a copy of this Form 990 is required to be filed

18 Section 6104 requires an organization to make its Form 1023 (1024 or 1024-A, if applicable), 990, and 990-T (section 501(c)(3)s only) available for public inspection. Indicate how you made these available. Check all that apply.

☐ Own website ☐ Another's website ☑ Upon request ☐ Other (explain in Schedule O)

19 Describe in Schedule O whether (and if so, how) the organization made its governing documents, conflict of interest policy, and financial statements available to the public during the tax year.

20 State the name, address, and telephone number of the person who possesses the organization's books and records:
ANNA MADILL 1927 NE CLACKAMAS ST PORTLAND, OR 97232 (206) 919-4871

Part VII **Compensation of Officers, Directors,Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors**

Check if Schedule O contains a response or note to any line in this Part VII . . . . ☐

Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees

1a Complete this table for all persons required to be listed. Report compensation for the calendar year ending with or within the organization's tax year.

- List all of the organization's **current** officers, directors, trustees (whether individuals or organizations), regardless of amount of compensation. Enter -0- in columns (D), (E), and (F) if no compensation was paid.
- List all of the organization's **current** key employees, if any. See the instructions for definition of "key employee."
- List the organization's five **current** highest compensated employees (other than an officer, director, trustee or key employee) who received reportable compensation (box 5 of Form W-2, box 6 of Form 1099-MISC, and/or box 1 of Form 1099-NEC) of more than $100,000 from the organization and any related organizations.
- List all of the organization's **former** officers, key employees, or highest compensated employees who received more than $100,000 of reportable compensation from the organization and any related organizations.
- List all of the organization's **former directors or trustees** that received, in the capacity as a former director or trustee of the organization, more than $10,000 of reportable compensation from the organization and any related organizations.

See the instructions for the order in which to list the persons above.

☑ Check this box if neither the organization nor any related organization compensated any current officer, director, or trustee.

(A) Name and title	(B) Average hours per week (list any hours for related organizations below dotted line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W-2/1099-MISC/1099-NEC)	(E) Reportable compensation from related organizations (W-2/1099-MISC/1099-NEC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional Trustee	Officer	Key employee	Highest compensated employee	Former			
(1) ALEXIS BRALY-JAMES DIRECTOR	1.00			X				0	0	0
(2) ANNA MADILL PRESIDENT	1.00			X				0	0	0
(3) CAMERON MADILL DIRECTOR	1.00			X				0	0	0

Part VII **Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees** *(continued)*

(A) Name and title	(B) Average hours per week (list any hours for related organizations below dotted line)	(C) Position: Individual trustee or director	Institutional Trustee	Officer	Key employee	Highest compensated employee	Former	(D) Reportable compensation from the organization (W-2/1099-MISC/1099-NEC)	(E) Reportable compensation from related organizations (W-2/1099-MISC/1099-NEC)	(F) Estimated amount of other compensation from the organization and related organizations

	(D)	(E)	(F)
1b Sub-Total			
c Total from continuation sheets to Part VII, Section A			
d Total (add lines 1b and 1c)			

2 Total number of individuals (including but not limited to those listed above) who received more than $100,000 of reportable compensation from the organization

		Yes	No
3 Did the organization list any **former** officer, director or trustee, key employee, or highest compensated employee on line 1a? *If "Yes," complete Schedule J for such individual*	3		No
4 For any individual listed on line 1a, is the sum of reportable compensation and other compensation from the organization and related organizations greater than $150,000? *If "Yes," complete Schedule J for such individual*	4		No
5 Did any person listed on line 1a receive or accrue compensation from any unrelated organization or individual for services rendered to the organization? *If "Yes," complete Schedule J for such person*	5		No

Section B. Independent Contractors

1 Complete this table for your five highest compensated independent contractors that received more than $100,000 of compensation from the organization. Report compensation for the calendar year ending with or within the organization's tax year.

(A) Name and business address	(B) Description of services	(C) Compensation

2 Total number of independent contractors (including but not limited to those listed above) who received more than $100,000 of compensation from the organization

Part VIII Statement of Revenue

Check if Schedule O contains a response or note to any line in this Part VIII . . . . ☐

			(A) Total revenue	(B) Related or exempt function revenue	(C) Unrelated business revenue	(D) Revenue excluded from tax under sections 512 - 514
Contributions, Gifts, Grants and Other Similar Amounts	1a Federated campaigns . . .	1a				
	b Membership dues . . .	1b				
	c Fundraising events . . .	1c				
	d Related organizations	1d				
	e Government grants (contributions)	1e				
	f All other contributions, gifts, grants, and similar amounts not included above	1f				
	g Noncash contributions included in lines 1a - 1f:$	1g				
	h **Total.** Add lines 1a-1f					
Program Service Revenue		Business Code				
	2a PROGRAM SERVICE REVENUE		155,600	155,600		
	b					
	c					
	d					
	e					
	f All other program service revenue.					
	g **Total.** Add lines 2a–2f.	155,600				
Other Revenue	3 Investment income (including dividends, interest, and other similar amounts)		216	216		
	4 Income from investment of tax-exempt bond proceeds					
	5 Royalties					
		(i) Real / (ii) Personal				
	6a Gross rents	6a				
	b Less: rental expenses	6b				
	c Rental income or (loss)	6c				
	d Net rental income or (loss)					
		(i) Securities / (ii) Other				
	7a Gross amount from sales of assets other than inventory	7a				
	b Less: cost or other basis and sales expenses	7b				
	c Gain or (loss)	7c				
	d Net gain or (loss)					
	8a Gross income from fundraising events (not including $ ______ of contributions reported on line 1c). See Part IV, line 18	8a				
	b Less: direct expenses	8b				
	c Net income or (loss) from fundraising events . .					
	9a Gross income from gaming activities. See Part IV, line 19 . . .	9a				
	b Less: direct expenses	9b				
	c Net income or (loss) from gaming activities . .					
	10a Gross sales of inventory, less returns and allowances . . .	10a				
	b Less: cost of goods sold . . .	10b				
	c Net income or (loss) from sales of inventory . .					
Miscellaneous Revenue		Business Code				
	11a					
	b					
	c					
	d All other revenue					
	e **Total.** Add lines 11a–11d					
	12 **Total revenue.** See instructions		155,816	155,816		

Part IX Statement of Functional Expenses

Section 501(c)(3) and 501(c)(4) organizations must complete all columns. All other organizations must complete column (A).

Check if Schedule O contains a response or note to any line in this Part IX . . . . ☐

Do not include amounts reported on lines 6b, 7b, 8b, 9b, and 10b of Part VIII.	**(A)** Total expenses	**(B)** Program service expenses	**(C)** Management and general expenses	**(D)** Fundraising expenses
1 Grants and other assistance to domestic organizations and domestic governments. See Part IV, line 21				
2 Grants and other assistance to domestic individuals. See Part IV, line 22	111,658	111,658		
3 Grants and other assistance to foreign organizations, foreign governments, and foreign individuals. See Part IV, lines 15 and 16.				
4 Benefits paid to or for members				
5 Compensation of current officers, directors, trustees, and key employees				
6 Compensation not included above, to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B)				
7 Other salaries and wages				
8 Pension plan accruals and contributions (include section 401 (k) and 403(b) employer contributions)				
9 Other employee benefits				
10 Payroll taxes				
11 Fees for services (non-employees):				
a Management				
b Legal				
c Accounting				
d Lobbying				
e Professional fundraising services. See Part IV, line 17				
f Investment management fees				
g Other (If line 11g amount exceeds 10% of line 25, column (A) amount, list line 11g expenses on Schedule O)				
12 Advertising and promotion				
13 Office expenses	313	313		
14 Information technology				
15 Royalties				
16 Occupancy				
17 Travel				
18 Payments of travel or entertainment expenses for any federal, state, or local public officials				
19 Conferences, conventions, and meetings				
20 Interest				
21 Payments to affiliates				
22 Depreciation, depletion, and amortization				
23 Insurance				
24 Other expenses. Itemize expenses not covered above (List miscellaneous expenses in line 24e. If line 24e amount exceeds 10% of line 25, column (A) amount, list line 24e expenses on Schedule O.)				
a				
b				
c				
d				
e All other expenses				
25 Total functional expenses. Add lines 1 through 24e	111,971	111,971	0	0
26 Joint costs. Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation.Check here ☐ if following SOP 98-2 (ASC 958-720).				

Part X **Balance Sheet**

Check if Schedule O contains a response or note to any line in this Part IX . . . . ☐

			(A) Beginning of year		(B) End of year
Assets	1	Cash–non-interest-bearing		1	43,845
	2	Savings and temporary cash investments		2	
	3	Pledges and grants receivable, net		3	
	4	Accounts receivable, net		4	
	5	Loans and other receivables from any current or former officer, director, trustee, key employee, creator or founder, substantial contributor, or 35% controlled entity or family member of any of these persons		5	
	6	Loans and other receivables from other disqualified persons (as defined under section 4958(f)(1)), and persons described in section 4958(c)(3)(B)		6	
	7	Notes and loans receivable, net		7	
	8	Inventories for sale or use		8	
	9	Prepaid expenses and deferred charges		9	
	10a	Land, buildings, and equipment: cost or other basis. Complete Part VI of Schedule D — 10a			
	b	Less: accumulated depreciation — 10b		10c	
	11	Investments—publicly traded securities		11	
	12	Investments—other securities. See Part IV, line 11		12	
	13	Investments—program-related. See Part IV, line 11		13	
	14	Intangible assets		14	
	15	Other assets. See Part IV, line 11		15	
	16	**Total assets.** Add lines 1 through 15 (must equal line 33)	0	16	43,845
Liabilities	17	Accounts payable and accrued expenses		17	
	18	Grants payable		18	
	19	Deferred revenue		19	
	20	Tax-exempt bond liabilities		20	
	21	Escrow or custodial account liability. Complete Part IV of Schedule D		21	
	22	Loans and other payables to any current or former officer, director, trustee, key employee, creator or founder, substantial contributor, or 35% controlled entity or family member of any of these persons		22	
	23	Secured mortgages and notes payable to unrelated third parties		23	
	24	Unsecured notes and loans payable to unrelated third parties		24	
	25	Other liabilities (including federal income tax, payables to related third parties, and other liabilities not included on lines 17 - 24). Complete Part X of Schedule D		25	
	26	**Total liabilities.** Add lines 17 through 25	0	26	0
Net Assets or Fund Balances		**Organizations that follow FASB ASC 958, check here** ☑ **and complete lines 27, 28, 32, and 33.**			
	27	Net assets without donor restrictions		27	43,845
	28	Net assets with donor restrictions		28	
		Organizations that do not follow FASB ASC 958, check here ▶ ☐ **and complete lines 29 through 33.**			
	29	Capital stock or trust principal, or current funds		29	
	30	Paid-in or capital surplus, or land, building or equipment fund		30	
	31	Retained earnings, endowment, accumulated income, or other funds		31	
	32	Total net assets or fund balances	0	32	43,845
	33	Total liabilities and net assets/fund balances	0	33	43,845

Part XI Reconcilliation of Net Assets

Check if Schedule O contains a response or note to any line in this Part XI . . . . ☐

1	Total revenue (must equal Part VIII, column (A), line 12)	1	155,816
2	Total expenses (must equal Part IX, column (A), line 25)	2	111,971
3	Revenue less expenses. Subtract line 2 from line 1	3	43,845
4	Net assets or fund balances at beginning of year (must equal Part X, line 32, column (A))	4	0
5	Net unrealized gains (losses) on investments	5	
6	Donated services and use of facilities	6	
7	Investment expenses	7	
8	Prior period adjustments	8	
9	Other changes in net assets or fund balances (explain in Schedule O)	9	
10	Net assets or fund balances at end of year. Combine lines 3 through 9 (must equal Part X, line 32, column (B))	10	43,845

Part XII Financial Statements and Reporting

Check if Schedule O contains a response or note to any line in this Part XII . . . . ☐

			Yes	No
1	Accounting method used to prepare the Form 990: ☑ Cash ☐ Accrual ☐ Other If the organization changed its method of accounting from a prior year or checked "Other," explain on Schedule O.			
2a	Were the organization's financial statements compiled or reviewed by an independent accountant?	2a		No
	If 'Yes,' check a box below to indicate whether the financial statements for the year were compiled or reviewed on a separate basis, consolidated basis, or both: ☐ Separate basis ☐ Consolidated basis ☐ Both consolidated and separate basis			
b	Were the organization's financial statements audited by an independent accountant?	2b		No
	If 'Yes,' check a box below to indicate whether the financial statements for the year were audited on a separate basis, consolidated basis, or both: ☐ Separate basis ☐ Consolidated basis ☐ Both consolidated and separate basis			
c	If "Yes," to line 2a or 2b, does the organization have a committee that assumes responsibility for oversight of the audit, review, or compilation of its financial statements and selection of an independent accountant?	2c		
	If the organization changed either its oversight process or selection process during the tax year, explain in Schedule O.			
3a	As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the Uniform Guidance, 2 C.F.R. Part 200, Subpart F?	3a		
b	If "Yes," did the organization undergo the required audit or audits? If the organization did not undergo the required audit or audits, explain why in Schedule O and describe any steps taken to undergo such audits.	3b		

Additional Data

Software ID:
Software Version:
EIN: 93-2018547
Name: AVENUE FOUNDATION

Form 990 (2024)

Form 990, Part III, Line 4a:

GRANT DISBURSEMENT

SCHEDULE A (Form 990)

Department of the Treasury
Internal Revenue Service

Public Charity Status and Public Support

Complete if the organization is a section 501(c)(3) organization or a section 4947(a)(1) nonexempt charitable trust.
▶ Attach to Form 990 or Form 990-EZ.
▶ Go to *www.irs.gov/Form990* for instructions and the latest information.

OMB No. 1545-0047

2024

Open to Public Inspection

Name of the organization
AVENUE FOUNDATION

Employer identification number
93-2018547

Part I Reason for Public Charity Status (All organizations must complete this part.) See instructions.

The organization is not a private foundation because it is: (For lines 1 through 12, check only one box.)

1 ☐ A church, convention of churches, or association of churches described in **section 170(b)(1)(A)(i).**

2 ☐ A school described in **section 170(b)(1)(A)(ii).** (Attach Schedule E (Form 990).)

3 ☐ A hospital or a cooperative hospital service organization described in **section 170(b)(1)(A)(iii).**

4 ☐ A medical research organization operated in conjunction with a hospital described in **section 170(b)(1)(A)(iii).** Enter the hospital's name, city, and state:

5 ☐ An organization operated for the benefit of a college or university owned or operated by a governmental unit described in **section 170 (b)(1)(A)(iv).** (Complete Part II.)

6 ☐ A federal, state, or local government or governmental unit described in **section 170(b)(1)(A)(v).**

7 ☑ An organization that normally receives a substantial part of its support from a governmental unit or from the general public described in **section 170(b)(1)(A)(vi).** (Complete Part II.)

8 ☐ A community trust described in **section 170(b)(1)(A)(vi)**. (Complete Part II.)

9 ☐ An agricultural research organization described in **170(b)(1)(A)(ix)** operated in conjunction with a land-grant college or university or a non-land grant college of agriculture. See instructions. Enter the name, city, and state of the college or university:

10 ☐ An organization that normally receives: (1) more than 33 1/3% of its support from contributions, membership fees, and gross receipts from activities related to its exempt functions—subject to certain exceptions, and (2) no more than 33 1/3% of its support from gross investment income and unrelated business taxable income (less section 511 tax) from businesses acquired by the organization after June 30, 1975. See **section 509(a)(2).** (Complete Part III.)

11 ☐ An organization organized and operated exclusively to test for public safety. See **section 509(a)(4).**

12 ☐ An organization organized and operated exclusively for the benefit of, to perform the functions of, or to carry out the purposes of one or more publicly supported organizations described in **section 509(a)(1)** or **section 509(a)(2).** See **section 509(a)(3).** Check the box on lines 12a through 12d that describes the type of supporting organization and complete lines 12e, 12f, and 12g.

a ☐ **Type I.** A supporting organization operated, supervised, or controlled by its supported organization(s), typically by giving the supported organization(s) the power to regularly appoint or elect a majority of the directors or trustees of the supporting organization. **You must complete Part IV, Sections A and B.**

b ☐ **Type II.** A supporting organization supervised or controlled in connection with its supported organization(s), by having control or management of the supporting organization vested in the same persons that control or manage the supported organization(s). **You must complete Part IV, Sections A and C.**

c ☐ **Type III functionally integrated.** A supporting organization operated in connection with, and functionally integrated with, its supported organization(s) (see instructions). **You must complete Part IV, Sections A, D, and E.**

d ☐ **Type III non-functionally integrated.** A supporting organization operated in connection with its supported organization(s) that is not functionally integrated. The organization generally must satisfy a distribution requirement and an attentiveness requirement (see instructions). **You must complete Part IV, Sections A and D, and Part V.**

e ☐ Check this box if the organization received a written determination from the IRS that it is a Type I, Type II, Type III functionally integrated, or Type III non-functionally integrated supporting organization.

f Enter the number of supported organizations . . . .

g Provide the following information about the supported organization(s).

(i) Name of supported organization	**(ii)** EIN	**(iii)** Type of organization (described on lines 1- 10 above (see instructions))	**(iv)** Is the organization listed in your governing document? Yes	No	**(v)** Amount of monetary support (see instructions)	**(vi)** Amount of other support (see instructions)
Total						

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 or if the organization failed to qualify under Part III. If the organization failed to qualify under the tests listed below, please complete Part III.)

Section A. Public Support

Calendar year (or fiscal year beginning in) ▶	(a) 2020	(b) 2021	(c) 2022	(d) 2023	(e) 2024	(f) Total
1 Gifts, grants, contributions, and membership fees received. (Do not include any "unusual grant.") . .						
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.						0

Section B. Total Support

Calendar year (or fiscal year beginning in) ▶	(a) 2020	(b) 2021	(c) 2022	(d) 2023	(e) 2024	(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 VI.). .						
11 **Total support.** Add lines 7 through 10						

12 Gross receipts from related activities, etc. (see instructions) **12** 155,816

13 **First 5 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

14 Public support percentage for 2024 (line 6, column (f) divided by line 11, column (f)) . . . . **14** 0 %

15 Public support percentage for 2023 Schedule A, Part II, line 14 . . . . **15**

16a **33 1/3% support test—2024.** 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 . . . . ▶ ☐

b **33 1/3% support test—2023.** 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 . . . . ▶ ☐

17a **10%-facts-and-circumstances test—2024.** 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 VI how the organization meets the "facts-and-circumstances" test. The organization qualifies as a publicly supported organization . . . . ▶ ☐

b **10%-facts-and-circumstances test—2023.** 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 VI how the organization meets the "facts-and-circumstances" test. The organization qualifies as a publicly supported organization . . . . ▶ ☐

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 . . . . ▶ ☑

Part III **Support Schedule for Organizations Described in Section 509(a)(2)**
(Complete only if you checked the box on line 10 of Part I or if the organization failed to qualify under Part II. If the organization fails to qualify under the tests listed below, please complete Part II.)

Section A. Public Support

Calendar year (or fiscal year beginning in) ▶	(a) 2020	(b) 2021	(c) 2022	(d) 2023	(e) 2024	(f) Total
1 Gifts, grants, contributions, and membership fees received. (Do not include any "unusual grants.") .						
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						
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						
7a Amounts included on lines 1, 2, and 3 received from disqualified persons						
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.						
c Add lines 7a and 7b. .						
8 **Public support.** (Subtract line 7c from line 6.)						

Section B. Total Support

Calendar year (or fiscal year beginning in) ▶	(a) 2020	(b) 2021	(c) 2022	(d) 2023	(e) 2024	(f) Total
9 Amounts from line 6. . .						
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 on 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 VI.) . .						
13 **Total support.** (Add lines 9, 10c, 11, and 12.). .						

14 **First 5 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 2024 (line 8, column (f) divided by line 13, column (f))	15	
16	Public support percentage from 2023 Schedule A, Part III, line 15	16	

Section D. Computation of Investment Income Percentage

17	Investment income percentage for **2024** (line 10c, column (f) divided by line 13, column (f))	17	
18	Investment income percentage from **2023** Schedule A, Part III, line 17	18	

19a **33 1/3% support tests-2024.** 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—2023.** 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 . . . . ▶ ☐

Part IV Supporting Organizations

(Complete only if you checked a box on line 12 of Part I. If you checked box 12a, of Part I, complete Sections A and B. If you checked box 12b, of Part I, complete Sections A and C. If you checked box 12c, of Part I, complete Sections A, D, and E. If you checked box 12d, of Part I, complete Sections A and D, and complete Part V.)

Section A. All Supporting Organizations

			Yes	No
1	Are all of the organization's supported organizations listed by name in the organization's governing documents? *If "No," describe in **Part VI** how the supported organizations are designated. If designated by class or purpose, describe the designation. If historic and continuing relationship, explain.*	1		
2	Did the organization have any supported organization that does not have an IRS determination of status under section 509 (a)(1) or (2)? *If "Yes," explain in **Part VI** how the organization determined that the supported organization was described in section 509(a)(1) or (2).*	2		
3a	Did the organization have a supported organization described in section 501(c)(4), (5), or (6)? *If "Yes," answer lines 3b and 3c below.*	3a		
b	Did the organization confirm that each supported organization qualified under section 501(c)(4), (5), or (6) and satisfied the public support tests under section 509(a)(2)? *If "Yes," describe in **Part VI** when and how the organization made the determination.*	3b		
c	Did the organization ensure that all support to such organizations was used exclusively for section 170(c)(2)(B) purposes? *If "Yes," explain in **Part VI** what controls the organization put in place to ensure such use.*	3c		
4a	Was any supported organization not organized in the United States ("foreign supported organization")? *If "Yes" and if you checked box 12a or 12b in Part I, answer lines 4b and 4c below.*	4a		
b	Did the organization have ultimate control and discretion in deciding whether to make grants to the foreign supported organization? *If "Yes," describe in **Part VI** how the organization had such control and discretion despite being controlled or supervised by or in connection with its supported organizations.*	4b		
c	Did the organization support any foreign supported organization that does not have an IRS determination under sections 501(c)(3) and 509(a)(1) or (2)? *If "Yes," explain in **Part VI** what controls the organization used to ensure that all support to the foreign supported organization was used exclusively for section 170(c)(2)(B) purposes.*	4c		
5a	Did the organization add, substitute, or remove any supported organizations during the tax year? *If "Yes," answer lines 5b and 5c below (if applicable). Also, provide detail in **Part VI,** including (i) the names and EIN numbers of the supported organizations added, substituted, or removed; (ii) the reasons for each such action; (iii) the authority under the organization's organizing document authorizing such action; and (iv) how the action was accomplished (such as by amendment to the organizing document).*	5a		
b	**Type I or Type II only.** Was any added or substituted supported organization part of a class already designated in the organization's organizing document?	5b		
c	**Substitutions only.** Was the substitution the result of an event beyond the organization's control?	5c		
6	Did the organization provide support (whether in the form of grants or the provision of services or facilities) to anyone other than (i) its supported organizations, (ii) individuals that are part of the charitable class benefited by one or more of its supported organizations, or (iii) other supporting organizations that also support or benefit one or more of the filing organization's supported organizations? *If "Yes," provide detail in **Part VI.***	6		
7	Did the organization provide a grant, loan, compensation, or other similar payment to a substantial contributor (defined in section 4958(c)(3)(C)), a family member of a substantial contributor, or a 35% controlled entity with regard to a substantial contributor? *If "Yes," complete Part I of Schedule L (Form 990) .*	7		
8	Did the organization make a loan to a disqualified person (as defined in section 4958) not described on line 7? *If "Yes," complete Part I of Schedule L (Form 990).*	8		
9a	Was the organization controlled directly or indirectly at any time during the tax year by one or more disqualified persons, as defined in section 4946 (other than foundation managers and organizations described in section 509(a)(1) or (2))? *If "Yes," provide detail in **Part VI.***	9a		
b	Did one or more disqualified persons (as defined on line 9a) hold a controlling interest in any entity in which the supporting organization had an interest? *If "Yes," provide detail in **Part VI.***	9b		
c	Did a disqualified person (as defined on line 9a) have an ownership interest in, or derive any personal benefit from, assets in which the supporting organization also had an interest? *If "Yes," provide detail in **Part VI.***	9c		
10a	Was the organization subject to the excess business holdings rules of section 4943 because of section 4943(f) (regarding certain Type II supporting organizations, and all Type III non-functionally integrated supporting organizations)? *If "Yes," answer line 10b below.*	10a		
b	Did the organization have any excess business holdings in the tax year? *(Use Schedule C, Form 4720, to determine whether the organization had excess business holdings).*	10b		

Part IV Supporting Organizations (continued)

			Yes	No
11	Has the organization accepted a gift or contribution from any of the following persons?			
a	A person who directly or indirectly controls, either alone or together with persons described on lines 11b and 11c below, the governing body of a supported organization?	**11a**		
b	A family member of a person described on 11a above?	**11b**		
c	A 35% controlled entity of a person described on line 11a or 11b above? *If "Yes" to 11a, 11b, or 11c, provide detail in* ***Part VI.***	**11c**		

Section B. Type I Supporting Organizations

			Yes	No
1	Did the officers, directors, trustees, or membership of one or more supported organizations have the power to regularly appoint or elect at least a majority of the organization's directors or trustees at all times during the tax year? *If "No," describe in* ***Part VI*** *how the supported organization(s) effectively operated, supervised, or controlled the organization's activities. If the organization had more than one supported organization, describe how the powers to appoint and/or remove directors or trustees were allocated among the supported organizations and what conditions or restrictions, if any, applied to such powers during the tax year.*	**1**		
2	Did the organization operate for the benefit of any supported organization other than the supported organization(s) that operated, supervised, or controlled the supporting organization? *If "Yes," explain in* ***Part VI*** *how providing such benefit carried out the purposes of the supported organization(s) that operated, supervised or controlled the supporting organization.*	**2**		

Section C. Type II Supporting Organizations

			Yes	No
1	Were a majority of the organization's directors or trustees during the tax year also a majority of the directors or trustees of each of the organization's supported organization(s)? *If "No," describe in* ***Part VI*** *how control or management of the supporting organization was vested in the same persons that controlled or managed the supported organization(s).*	**1**		

Section D. All Type III Supporting Organizations

			Yes	No
1	Did the organization provide to each of its supported organizations, by the last day of the fifth month of the organization's tax year, (i) a written notice describing the type and amount of support provided during the prior tax year, (ii) a copy of the Form 990 that was most recently filed as of the date of notification, and (iii) copies of the organization's governing documents in effect on the date of notification, to the extent not previously provided?	**1**		
2	Were any of the organization's officers, directors, or trustees either (i) appointed or elected by the supported organization (s) or (ii) serving on the governing body of a supported organization? *If "No," explain in* ***Part VI*** *how the organization maintained a close and continuous working relationship with the supported organization(s).*	**2**		
3	By reason of the relationship described in line 2 above, did the organization's supported organizations have a significant voice in the organization's investment policies and in directing the use of the organization's income or assets at all times during the tax year? *If "Yes," describe in* ***Part VI*** *the role the organization's supported organizations played in this regard.*	**3**		

Section E. Type III Functionally-Integrated Supporting Organizations

1 Check the box next to the method that the organization used to satisfy the Integral Part Test during the year **(see instructions)**:

a ☐ The organization satisfied the Activities Test. Complete **line 2** below.

b ☐ The organization is the parent of each of its supported organizations. Complete **line 3** below.

c ☐ The organization supported a governmental entity. Describe in **Part VI** how you supported a government entity (see instructions)

			Yes	No
2	Activities Test. **Answer lines 2a and 2b below.**			
a	Did substantially all of the organization's activities during the tax year directly further the exempt purposes of the supported organization(s) to which the organization was responsive? *If "Yes," then in* ***Part VI identify those supported organizations and explain*** *how these activities directly furthered their exempt purposes, how the organization was responsive to those supported organizations, and how the organization determined that these activities constituted substantially all of its activities.*	**2a**		
b	Did the activities described on line 2a, above constitute activities that, but for the organization's involvement, one or more of the organization's supported organization(s) would have been engaged in? *If "Yes," explain in* ***Part VI*** *the reasons for the organization's position that its supported organization(s) would have engaged in these activities but for the organization's involvement.*	**2b**		
3	Parent of Supported Organizations. **Answer lines 3a and 3b below.**			
a	Did the organization have the power to regularly appoint or elect a majority of the officers, directors, or trustees of each of the supported organizations?*If "Yes" or "No", provide details in* ***Part VI.***	**3a**		
b	Did the organization exercise a substantial degree of direction over the policies, programs and activities of each of its supported organizations? *If "Yes," describe in* ***Part VI.*** *the role played by the organization in this regard.*	**3b**		

Part V **Type III Non-Functionally Integrated 509(a)(3) Supporting Organizations**

1 ☐ Check here if the organization satisfied the Integral Part Test as a qualifying trust on Nov. 20, 1970 (*explain in* ***Part VI***). **See instructions.** All other Type III non-functionally integrated supporting organizations must complete Sections A through E.

	Section A - Adjusted Net Income		(A) Prior Year	(B) Current Year (optional)
1	Net short-term capital gain	1		
2	Recoveries of prior-year distributions	2		
3	Other gross income (see instructions)	3		
4	Add lines 1 through 3	4		
5	Depreciation and depletion	5		
6	Portion of operating expenses paid or incurred for production or collection of gross income or for management, conservation, or maintenance of property held for production of income (see instructions)	6		
7	Other expenses (see instructions)	7		
8	**Adjusted Net Income** (subtract lines 5, 6 and 7 from line 4)	8		

	Section B - Minimum Asset Amount		(A) Prior Year	(B) Current Year (optional)
1	Aggregate fair market value of all non-exempt-use assets (see instructions for short tax year or assets held for part of year):	1		
a	Average monthly value of securities	1a		
b	Average monthly cash balances	1b		
c	Fair market value of other non-exempt-use assets	1c		
d	**Total** (add lines 1a, 1b, and 1c)	1d		
e	**Discount** claimed for blockage or other factors (*explain in detail in* ***Part VI***):			
2	Acquisition indebtedness applicable to non-exempt use assets	2		
3	Subtract line 2 from line 1d	3		
4	Cash deemed held for exempt use. Enter 0.015 of line 3 (for greater amount, see instructions).	4		
5	Net value of non-exempt-use assets (subtract line 4 from line 3)	5		
6	Multiply line 5 by 0.035	6		
7	Recoveries of prior-year distributions	7		
8	**Minimum Asset Amount** (add line 7 to line 6)	8		

	Section C - Distributable Amount			Current Year
1	Adjusted net income for prior year (from Section A, line 8, Column A)	1		
2	Enter 85% of line 1	2		
3	Minimum asset amount for prior year (from Section B, line 8, Column A)	3		
4	Enter greater of line 2 or line 3	4		
5	Income tax imposed in prior year	5		
6	**Distributable Amount.** Subtract line 5 from line 4, unless subject to emergency temporary reduction (see instructions)	6		

7 ☐ Check here if the current year is the organization's first as a non-functionally-integrated Type III supporting organization (see instructions)

Part V **Type III Non-Functionally Integrated 509(a)(3) Supporting Organizations** (continued)

Section D - Distributions		**Current Year**
1 Amounts paid to supported organizations to accomplish exempt purposes	**1**	
2 Amounts paid to perform activity that directly furthers exempt purposes of supported organizations, in excess of income from activity	**2**	
3 Administrative expenses paid to accomplish exempt purposes of supported organizations	**3**	
4 Amounts paid to acquire exempt-use assets	**4**	
5 Qualified set-aside amounts (*prior IRS approval required - provide details in **Part VI***)	**5**	
6 Other distributions (*describe in **Part VI***). See instructions	**6**	
7 **Total annual distributions.** Add lines 1 through 6.	**7**	
8 Distributions to attentive supported organizations to which the organization is responsive (*provide details in **Part VI***). See instructions	**8**	
9 Distributable amount for 2024 from Section C, line 6	**9**	
10 Line 8 amount divided by Line 9 amount	**10**	

Section E - Distribution Allocations (see instructions)	**(i) Excess Distributions**	**(ii) Underdistributions Pre-2024**	**(iii) Distributable Amount for 2024**
1 Distributable amount for 2024 from Section C, line 6			
2 Underdistributions, if any, for years prior to 2024 (reasonable cause required-- *explain in **Part VI***). See instructions.			
3 Excess distributions carryover, if any, to 2024:			
a From 2019.			
b From 2020.			
c From 2021.			
d From 2022.			
e From 2023.			
f **Total** of lines 3a through e			
g Applied to underdistributions of prior years			
h Applied to 2024 distributable amount			
i Carryover from 2019 not applied (see instructions)			
j Remainder. Subtract lines 3g, 3h, and 3i from line 3f.			
4 Distributions for 2024 from Section D, line 7: $			
a Applied to underdistributions of prior years			
b Applied to 2024 distributable amount			
c Remainder. Subtract lines 4a and 4b from line 4.			
5 Remaining underdistributions for years prior to 2024, if any. Subtract lines 3g and 4a from line 2. If the amount is greater than zero, *explain in **Part VI***. See instructions.			
6 Remaining underdistributions for 2024. Subtract lines 3h and 4b from line 1. If the amount is greater than zero, *explain in **Part VI***. See instructions.			
7 **Excess distributions carryover to 2025.** Add lines 3j and 4c.			
8 Breakdown of line 7:			
a Excess from 2020.			
b Excess from 2021.			
c Excess from 2022.			
d Excess from 2023.			
e Excess from 2024.			

Part VI **Supplemental Information.** Provide the explanations required by Part II, line 10; Part II, line 17a or 17b; Part III, line 12; Part IV, Section A, lines 1, 2, 3b, 3c, 4b, 4c, 5a, 6, 9a, 9b, 9c, 11a, 11b, and 11c; Part IV, Section B, lines 1 and 2; Part IV, Section C, line 1; Part IV, Section D, lines 2 and 3; Part IV, Section E, lines 1c, 2a, 2b, 3a and 3b; Part V, line 1; Part V, Section B, line 1e; Part V Section D, lines 5, 6, and 8; and Part V, Section E, lines 2, 5, and 6. Also complete this part for any additional information. (See instructions).

Facts And Circumstances Test

Note: To capture the full content of this document, please select landscape mode (11" x 8.5") when printing.

Schedule I (Form 990)

(Rev. January 2025)

Department of the Treasury
Internal Revenue Service

Grants and Other Assistance to Organizations, Governments and Individuals in the United States

Complete if the organization answered "Yes," on Form 990, Part IV, line 21 or 22.
▶ Attach to Form 990.
▶ Go to *www.irs.gov/Form990* for instructions and the latest information.

OMB No. 1545-0047

Open to Public Inspection

Name of the organization
AVENUE FOUNDATION

Employer identification number
93-2018547

Part I General Information on Grants and Assistance

1 Does the organization maintain records to substantiate the amount of the grants or assistance, the grantees' eligibility for the grants or assistance, and the selection criteria used to award the grants or assistance? . . . . ☐ Yes ☑ No

2 Describe in Part IV the organization's procedures for monitoring the use of grant funds in the United States.

Part II Grants and Other Assistance to Domestic Organizations and Domestic Governments. Complete if the organization answered "Yes" on Form 990, Part IV, line 21, for any recipient that received more than $5,000. Part II can be duplicated if additional space is needed.

(a) Name and address of organization or government	**(b)** EIN	**(c)** IRC section (if applicable)	**(d)** Amount of cash grant	**(e)** Amount of non-cash assistance	**(f)** Method of valuation (book, FMV, appraisal, other)	**(g)** Description of noncash assistance	**(h)** Purpose of grant or assistance
(1)							
(2)							
(3)							
(4)							
(5)							
(6)							
(7)							
(8)							
(9)							
(10)							
(11)							
(12)							

2 Enter total number of section 501(c)(3) and government organizations listed in the line 1 table . . . . ▶

3 Enter total number of other organizations listed in the line 1 table . . . . ▶

Part III **Grants and Other Assistance to Domestic Individuals.** Complete if the organization answered "Yes" on Form 990, Part IV, line 22.
Part III can be duplicated if additional space is needed.

(a) Type of grant or assistance	**(b)** Number of recipients	**(c)** Amount of cash grant	**(d)** Amount of noncash assistance	**(e)** Method of valuation (book, FMV, appraisal, other)	**(f)** Description of noncash assistance
(1) GRANTS	40	111,658			
(2)					
(3)					
(4)					
(5)					
(6)					
(7)					

Part IV **Supplemental Information.** Provide the information required in Part I, line 2; Part III, column (b); and any other additional information.

Return Reference	**Explanation**
See Additional Data	

efile GRAPHIC print - DO NOT PROCESS	As Filed Data -	DLN: 93493210005385

SCHEDULE O
(Form 990)
(Rev. January 2025)
Department of the Treasury
Internal Revenue Service

Supplemental Information to Form 990 or 990-EZ

Complete to provide information for responses to specific questions on Form 990 or 990-EZ or to provide any additional information.
Attach to Form 990 or 990-EZ.
Go to *www.irs.gov/Form990* for instructions and the latest information.

OMB No. 1545-0047

Open to Public Inspection

Name of the organization
AVENUE FOUNDATION

Employer identification number
93-2018547

990 Schedule O, Supplemental Information

Return Reference	Explanation
FORM 990, PAGE 6, PART VI, LINE 11B	BOARD MEETING CONDUCTED TO REVIEW 990.

990 Schedule O, Supplemental Information

Return Reference	Explanation
FORM 990, PAGE 6, PART VI, LINE 19	PUBLIC CAN REQUEST DOCUMENTS BY CONTACTING THE FOUNDATION DIRECTLY.

Exhibit E

Department of the Treasury
Internal Revenue Service
Tax Exempt and Government Entities
P.O. Box 2508
Cincinnati, OH 45201

AVENUE FOUNDATION
1927 NE CLACKAMAS ST
PORTLAND, OR 97232

Date:
03/15/2024
Employer ID number:
93-2018547
Person to contact:
Name: Falo Shabani
ID number: 10050
Telephone: 877-829-5500
Accounting period ending:
December 31
Public charity status:
170(b)(1)(A)(vi)
Form 990 / 990-EZ / 990-N required:
Yes
Effective date of exemption:
June 20, 2023
Contribution deductibility:
Yes
Addendum applies:
No
DLN:
26053662014823

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

We sent a copy of this letter to your representative as indicated in your power of attorney.

Sincerely,

Stephen A. Martin

Stephen A. Martin
Director, Exempt Organizations
Rulings and Agreements

Exhibit F

Top Content People Learning Jobs Games

Avenue’s Post

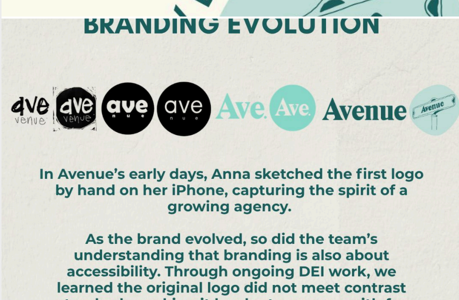
Avenue
2,353 followers
3mo

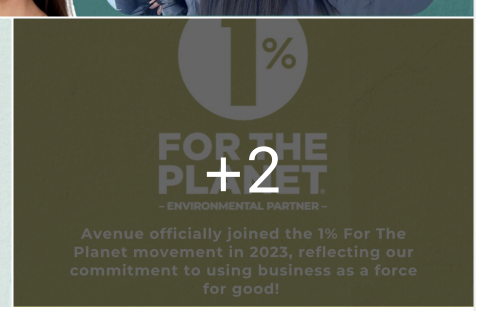
We're celebrating 10 years of Avenue!! 🎉

What started as Anna Madill's purpose-driven idea has grown into a decade of meaningful work, incredible partnerships, and impact we’re so proud of. From the clients we’ve collaborated with to the stories we’ve helped tell, every moment has shaped who we are today.

Swipe through to see a celebration of our journey. To our clients, partners, and team, thank you for being part of these first 10 years

We can’t wait for what’s next!!🤍





29 · 6 Comments

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CELEBRATING

10

YEARS OF

FOUNDED IN 2016

In 2016, Anna Madill founded Avenue with a clear vision: build a marketing agency grounded in purpose, impact, and accountability.

Inspired by the B Corp movement, we committed early to using business as a force for good and became a certified B Corp in 2017. What started as a values-driven idea has grown into a team dedicated to creating meaningful, measurable impact for our clients and communities.

Ten years in, that mission still guides everything we do.

Exhibit G

Professional Services

The PBJ's Women of Influence 2020: Anna Madill of Avenue

Anna Madill of Avenue

CATHY CHENEY | PORTLAND BUSINESS JOURNAL

By Denise Szott – Contributing writer

May 1, 2020 **Updated** May 4, 2020 7:40am PDT

Anna Madill is part of the movement redefining and inspiring progressive businesses not only to be the best in the world, but to be the best for the world.

Approaching its four-year anniversary and third as a Certified B Corporation, Madill's digital marketing agency, Avenue, helps brands and businesses of all sizes grow. She sees business as a force for good.

In 2019, Madill's company grew over 200%, and over 60% of its clients are B Corp, impact or nonprofit organizations. This is no accident. Madill intentionally seeks out client-partners who align with Avenue's principles.

The Business Journal's Women of Influence program has been rescheduled for Oct. 21. More information on this event and our other gatherings can be found here.

But climbing the career rungs wasn't always easy for Madill.

"Being a minority woman has been a challenge, particularly earlier in my career when I was often underestimated or criticized for lacking the identical leadership traits (of) male counterparts," she said. "There is much less acceptance for the style of leadership that a woman brings to the table, which can mean being overlooked or held back from promotions and growth."

Anna Madill

Title: Founder and CEO, Avenue

Key accomplishments: In 2019, Avenue grew over 200% and gave $25,000 in pro bono services.

But if at first you don't succeed, try, try again. "Perseverance and grit are tools … I have leveraged many times," she said. "There's nothing more gratifying than getting knocked down … trying again and finally succeeding."

Today's young women should exercise their right to vote, she said, because "using your voice to advocate for the policies and principles you believe in is part of the responsibility and privilege we have as constituents to be able to participate fully in the democratic process, which is the foundation of our society."

Under Madill's direction, in 2019 Avenue gave $25,000 in pro bono services to nonprofits such as the Oregon Humane Society, Street Roots, B Local PDX and others. Avenue also donated 1.7% of its annual net profit in cash to nonprofits, and team members provided volunteer and board service hours.

Madill herself sits on a variety of boards, including SMART (Start Making A Reader Today), Business for a Better Portland, is president and a board member for SEMpdx (Search Engine Marketing Professionals of Portland) and is the EO (Entrepreneurs' Organization) Accelerator Board Co-membership chair.

Madill is eager to share her success with others: "Work hard to make it to the top, and then engage with and support other women to make it there, too. We need more women in leadership roles standing next to us."

Exhibit H

Avenue Foundation

The Avenue Foundation supports BIPOC-owned businesses with mentorship and grants through the Avenues of Impact program.

Non-profit Organizations · 36 followers · 2-10 employees

Overview

Our mission at Avenue is to empower transformational change on an individual, community, and global scale. In line with this vision, the Avenue Foundation's Avenues of Impact Mentorship and Marketing Grant Program is designed to support purpose-driven, BIPOC-owned small businesses with the resources needed to drive their missions forward.

Website
https://www.avenueagency.com/avenue-foundation

Industry
Non-profit Organizations

Company size
2-10 employees
2 associated members

Founded
2025

Specialties
Marketing Grants, Marketing Mentorship, and Marketing Non Profit

Exhibit I

Nonprofit Marketing Oct 16 • Written By Sharon Sherpa

How the Avenue Foundation Builds Community From the Inside Out

TL;DR: The Avenue Foundation is how our team turns values into action. Each cycle, the Avenue team selects awardees and supports those organizations long after the grants are awarded. This people-first approach strengthens our internal community while amplifying local changemakers. Know a purpose-driven, BIPOC-owned business making an impact? Share this post and encourage them to apply for our next grant cycle.

At Avenue, community isn't just something we support. It's something we pour into.

We're a woman- and minority-owned Certified B Corp and 1% for the Planet agency, which means doing good is built into how we do business. Every ad we optimize, every SEO strategy we build, and every social campaign we launch adds up to something bigger. Through the **Avenue Foundation**, a portion of our agency's revenue goes right back into the community, funding grants for local purpose-driven BIPOC-owned businesses.

Our team helps decide where that impact goes, and that's what makes it special. Knowing that the work we do each day helps lift up organizations we believe in keeps us motivated, inspired, and deeply connected to our community.

Avenues of Impact: How Our Team Helps Drive Change

The **Avenue Foundation's Avenues of Impact Mentorship and Marketing Grant Program** was created to bridge the gap for small businesses making social, environmental, or community impacts but lacking the marketing support to amplify their message.

Our mission at Avenue has always been to empower transformational change on an individual, community, and global scale. In that spirit, this program was designed to support purpose-driven, BIPOC-owned small businesses with both financial and strategic resources to help move their missions forward.

Each grant package includes:

- **A $1,000 Grant** funded by 1% of Avenue Agency's revenue, helping organizations invest in tools, expand their reach, or deepen their impact.
- **Up to two hours of complimentary digital marketing support** from Avenue's team in areas such as SEO, paid media, and social media.
- **Three one-on-one coaching sessions** with Nicole Carey, Associate Certified Coach and founder of River Path Coaching & Consulting, focused on clarifying direction, navigating challenges, and taking aligned, meaningful action.

But what makes this program truly special is how it's powered from within.

How We Evaluate Applications

We believe that transparency builds trust, so we want to share a bit about how we evaluate applicants for the **Avenues of Impact Mentorship and Marketing Grant Program**.

Our internal team plays a hands-on role in shaping the Avenues of Impact Grant and Mentorship Program. Every cycle, the Avenue team, made up of people who care deeply about community impact and who bring diverse perspectives to the table, reviews applications using an equitable scoring rubric. While we use a structured scoring system to stay consistent, what matters most is how well an organization's story, mission, and goals align with the heart of this program.

Here's a quick look at what we consider:

- **Mission Alignment:** We start by looking at how clearly an organization's mission connects to social, environmental, or community impact. We love to see real-world examples of how that purpose shows up in action.
- **Marketing Readiness:** Because this is a mentorship and marketing grant, we pay attention to how applicants plan to use the funds. We look for realistic, creative ways to stretch their marketing reach, whether that's social media, SEO, or digital advertising.
- **Need and Potential Impact:** We want to understand the "why." What challenges are they facing, and how could this grant help move the needle? The more specific the story, the easier it is for us to see the potential ripple effect.
- **Engagement and Growth Mindset:** Finally, we value applicants who are excited to engage beyond the grant itself. Whether it's through follow-up conversations, data sharing, or mentorship sessions, that continued connection helps the impact last long after the funds are used.

Our goal is to make the process meaningful and intentional. Each application reflects someone creating change, and our team approaches that work with care, curiosity, and equity.

Celebrating Our Awardees

We're always amazed by the creativity, resilience, and heart of our awardees. These are the purpose-driven changemakers who make Portland (and beyond) such a special place to live and work.

Highlighting their work isn't just about recognition. It's about amplification. When we share their stories across our channels, we're using our expertise in marketing for what it was always meant for: helping their message and stories reach more people.

Purpose That Starts With People

Highlighting their work isn't just about recognition. It's about amplification. When we share their stories across our channels, we're using our expertise in marketing for what it was always mean ... and stories reach more people.

Purpose That Starts With People

For us, "values-driven" is more than a tagline, it's our operating system. The Avenue Foundation exists because we wanted to do more than talk about impact; we wanted to create it.

The best part is seeing it in action. The Avenue Foundation is supporting inspiring organizations and, in the process, strengthened our own sense of connection and purpose. It's proof that real change starts within and grows outward.

Do you know a purpose-driven, BIPOC-owned business making an impact in our community? Share this blog with them and encourage them to **apply for our next grant cycle**.

Want more marketing insights for purpose-driven brands?

Subscribe to our Conscious Marketer Newsletter

Listen to The Conscious Marketer Podcast

Follow us on Instagram

Sharon Sherpa

Sharon Sherpa

https://www.linkedin.com/in/sharonsherpa/

‹ SEO in 2025: Why it Still Matters in the AI Era

September 2025 Google Update & E-E-A-T Reimagined ›

Join our community of Conscious Marketers

Avenue

Email Address

AI Mani

Contact

Ready to amplify *your* impact?

Get started

Sign Up

Avenue Agency is certified as a Minority Business Enterprise (MBE), Women Business Enterprise (WBE), and Emerging Small Business (ESB) by the Certification Office for Business Inclusion and Diversity (COBID).

PRIVACY POLICY