On behalf of everyone at The Seniors Coalition, I want to thank all of our generous members and supporters for their help in 2012.

Thanks to you TSC is stronger than ever.

Our membership grew, we appointed a new Executive Director, and we held our Annual Meeting in Washington, D.C. just as the Supreme Court was hearing oral arguments in the ObamaCare case, we continued to swamp Congress with petitions and we made a lot of new friends and allies on Capitol Hill.

However, as 2012 came to a close, America’s seniors faced many great challenges. Budget “reformers” began circulating various ideas for stealing more of your Social Security money. Republicans in the House caved in to Barack Obama and refused to abolish the Death Tax. ObamaCare remains law of the land.

So, we can certainly look back on everything we accomplished in 2012 with pride and satisfaction. However, we still have much work to do.

We must continue to fight for Social Security CoLA reform. We have to make sure Congress doesn’t extend Social Security benefits to illegal aliens. We must continue battling to repeal the Death Tax. And, we absolutely must secure Social Security with a Lock Box.

It’s going to be a tough year.

Thank you for supporting The Seniors Coalition.

Dr. Joseph Bridges
President and CEO

And now, our 2012 Report to our members...
In 2012, The Seniors Coalition ramped up its grassroots lobbying efforts on a whole host of issues. Sean Ferritor, TSC’s Director of Membership Services, was promoted to the post of Executive Director and ably represented the Coalition on Capitol Hill.

Ferritor worked very closely with Congressman Kevin Brady from Texas to repeal the Death Tax by helping to recruit cosponsors and provide stacks and stacks of petitions supporting the congressman’s repeal bill. Although House Republican leaders refused to allow Brady’s bill to come up for a vote, TSC will continue to work with the Congressman to make sure the Death Tax is ultimately killed off.

In the Senate, TSC concentrated on passing Senator David Vitter’s Social Security Lock Box bill. Ferritor and the Coalition’s Board of Directors met several times with the Senator to talk strategy as well as to deliver thousands and thousands of member petitions. Senator Vitter even signed a letter to TSC members and prospective members urging them to keep fighting to protect Social Security.

Last spring, TSC’s Executive Board travelled to Washington, D.C. for its annual meeting and to personally visit the Supreme Court during oral arguments on the ObamaCare case. During their visit the board members were able to visit with a number of members of Congress and staff members.

In the communications arena, TSC’s website continued to serve as a critical tool for keeping members informed about the Coalition’s activities. In 2012, TSC added its own YouTube channel featuring in-house produced videos as well as an archive of photographs and more online petitions.

“Our goal each year is to expand our activities, increase our effectiveness and improve our ability to represent the interests of our members,” says Executive Director Sean Ferritor. “I think we accomplished all three of these goals in 2012.”

The Seniors Coalition board of Directors meets with Congressman Kevin Brady during their annual board meeting.

TSC’s website has become a critical tool for keeping our supporters informed and involved.
TSC President and CEO Dr. Joseph Bridges launched the million petition challenge as a way of encouraging Coalition supporters to work overtime signing petitions and lobbying their elected representatives on three key issues: CoLA Reform, extending Social Security benefits to illegal aliens, and securing Social Security with a Lock Box.

In 2012, TSC supporters continued to work towards the goal of generating one million petitions on each of these three issues. As of the end of 2012, the Million Petition Challenge results were as follows:

<table>
<thead>
<tr>
<th>Petition</th>
<th>Number of Signers</th>
</tr>
</thead>
<tbody>
<tr>
<td>CoLA Reform</td>
<td>139,030</td>
</tr>
<tr>
<td>No Social Security for Illegal Aliens</td>
<td>894,460</td>
</tr>
<tr>
<td>Support for a Social Security Lock Box</td>
<td>958,170</td>
</tr>
</tbody>
</table>

Executive Director Sean Ferritor delivers petitions supporting lock box legislation to U.S. Senator David Vitter.
Throughout the year, Coalition supporters participated in a wide variety of grassroots campaigns. Every day petitions poured into TSC where they were promptly collated and prepared for delivery to Capitol Hill or the White House.

Executive Director Sean Ferritor often personally delivered petitions to Members of Congress. Other times TSC sent stacks of petitions along with cover letters to congressional offices all over “The Hill”.

In the Spring, U.S. Senator David Vitter personally signed a letter to TSC supporters urging them to support his Social Security Lock Box bill and seniors responded enthusiastically.

The Seniors Coalition relies on “old-fashioned” paper petitions to get its message across for a very good reason. Stacks of paper petitions get noticed.

In this day and age of voice mail and email, it is rare for a Congressional office to actually receive paper copies of anything. They are used to ignoring emails or phone calls. Through the years, TSC has learned that if you want to get the attention of a politician, you have to bombard them with hand-signed letters, surveys or petitions. It’s impossible to ignore a giant carton of petitions dropped on their desk!

### Chart: 2012 Petition Campaigns

<table>
<thead>
<tr>
<th>Issue</th>
<th>Petitions Delivered</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Security Lock Box</td>
<td>29,423</td>
</tr>
<tr>
<td>CoLA Reform</td>
<td>48,158</td>
</tr>
<tr>
<td>Death Tax Repeal</td>
<td>10,745</td>
</tr>
<tr>
<td>No Social Security for Illegal Aliens</td>
<td>10,251</td>
</tr>
</tbody>
</table>

Total Petitions Collected in 2012: 98,577
Seniors Coalition members enjoyed an increasing number of benefits and advantages in 2012.

TSC President and CEO Dr. Joseph Bridges continued to stress good communication with members. So, The Senior Class monthly newsletter has become a very important benefit for members and a tool for The Seniors Coalition staff for keeping seniors involved. The Senior Class provides members with timely news about critical issues and political battles that are not often reported on by traditional news sources or even other senior citizen groups.

In 2012, The Senior Class reported on the Coalition’s Annual Meeting, warning members about the dangers of the Lame Duck session of Congress and kept readers apprised of new and exciting TSC member benefits.

In 2012, TSC continued its relationship with Liberty Mutual by offering members Group Savings Plus®. This unique program allows TSC members to purchase high-quality auto, home and renters insurance at low group rates through the convenience of automatic checking account deductions. Additionally, the Coalition continued agreements with hotel partners like Ramada and Wyndam and the Prescription Discount Club which provides TSC members with incredible savings on prescription drugs. The Coalition also continued its partnership with Congressional Federal Credit Union so that TSC members can get the same great rates on financial products as Members of Congress and their staffs.

Finally, to emphasize its commitment to member services, in 2012 Executive Director Sean Ferritor made answering the questions and concerns of members a top priority. All Coalition members can call one central phone number in order to correct their mailing address, learn about their membership benefits, find out what they can personally do to support or oppose specific legislation in Washington, D.C. and even make suggestions for how TSC can better serve its supporters.

TSC is not only committed to being the largest and most influential senior citizens organization in Washington, D.C. Our goal is to earn the highest level of satisfaction and loyalty from our members of any nonprofit lobbying group in the nation.
The Seniors Coalition is a not for profit, IRS-approved 501(c)(4) lobbying organization. Contributions are not tax deductible because we lobby both for and against proposed legislation at all levels of government. Every year TSC’s finances are audited by a fully-independent auditing firm and the Coalition’s IRS Form 990 (our tax return) is made available to the public. TSC follows strict guidelines approved by the American Institute of Certified Public Accountants under Statement of Position 98-2 when allocating expenses between three functional categories: management and general costs, fundraising costs, and program services costs.

In 2012, TSC took great care to efficiently raise and spend the funds entrusted to it by its members and supporters. Overhead costs including office rent and staff salaries were kept to a bare minimum. We’re proud of the way we manage the funds you donate!

**Chart of Expenses**

- **Fundraising**: 7%
- **Overhead**: 8%
- **Program Services**: 85%

**Board Members of the Seniors Coalition**

The Seniors Coalition is governed by a part-time Board of Directors. The individuals elected to serve on the board possess a wide variety of skills and talents and have demonstrated a strong personal commitment to the cause of limited government and standing up for the rights of America’s senior citizens.

Dr. Joseph Bridges, a long-time member of The Seniors Coalition Board of Directors, in 2010 was named TSC’s new President and Chief Executive Officer. Dr. Bridges has served on The Seniors Coalition’s Board since 1996, in which he has acted as a key behind-the-scenes leader at TSC. He has also helped make numerous presentations and contacts on Capitol Hill as part of the Coalition’s lobbying efforts.

Bridges previously served as professor of communications at Malone College, Canton, Ohio, for 16 years and served as department chair for six of those years. Prior to working at Malone, he taught at the Graduate School at Wheaton College, Illinois, for ten years.

Bridges has also served on the Board of the Broadcast Education Association and worked as coordinator of their annual convention, which brings together 1,500 college media professionals from throughout the county.

Bridges is a graduate of the prestigious University of Southern California Film School and a veteran of the U.S. Air Force.
The Seniors Coalition was originally founded as a public advocacy group fighting to repeal the Medicare Catastrophic Coverage Act. Since 1990, TSC has grown rapidly and expanded its advocacy to include any issue that concerns America’s senior citizens. Today the Coalition is one of the largest grassroots advocacy organizations in Washington, D.C. in terms of number of supporters nationwide. TSC currently has nearly four million supporters representing every state in the union.

The financial information presented in this 2012 Annual Report is based on audited figures from the financial statements of The Seniors Coalition, Inc. (“TSC”), as of December 31, 2012. These figures represent TSC’s best efforts at the time of publication to present a good faith estimate of its financial position at the conclusion of the prior year. The Seniors Coalition engaged the services of an independent Certified Public Accounting firm to audit its financial statements and prepare a Financial Audit for 2012, which was reported to TSC’s Board of Directors. In connection with this audit, and based upon its findings, the same C.P.A. firm prepared TSC’s 2012 Form 990 (“Return of Organization Exempt from Income Tax”) for review and approval by TSC’s Board of Directors prior to filing with the Internal Revenue Service (“IRS”). Once filed, TSC’s Form 990 return is open to public inspection by contacting the IRS. TSC also makes copies of its Form 990 and Financial Audit for the prior year available to the general public upon written request to TSC’s business office. In addition, TSC’s Form 990 and Financial Audit for each year are also filed with the appropriate state agencies as required by the states where TSC holds a charitable solicitation license. The IRS has determined that The Seniors Coalition, Inc., is tax-exempt under the provisions of Section 501(c)(4) of the Internal Revenue Code. Donations to The Seniors Coalition, Inc., are not deductible as charitable contributions for federal income tax purposes. Please consult a tax advisor for more information.