



CJ's Thumbs Up Foundation

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EIN: 27-1470541
Report Generated on: 03/07/2025

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CJ's Thumbs Up Foundation

👤 aka CJSTUF
📍 Ashland, VA
🌐 www.cjstuf.org
☎ (804)798-7522

[View GuideStar Profile](#)



Platinum
Transparency
2024
Candid.

MISSION

To provide assistance to families of children with chronic and life-threatening illnesses.

EIN

27-1470541

RULING YEAR

2010

IRS SUBSECTION

501(c)(3) Public Charity

FOUNDING YEAR

2010

MAIN ADDRESS

P.O. Box 854
Ashland, VA
23005

AFFILIATION TYPE

Independent Organization

CONTACT

Roger Reynolds, Director of
Programs
info@cjstuf.org

DIRECTOR OF PROGRAMS

Roger Reynolds

MANAGING DIRECTOR

Rachel Reynolds

BOARD CHAIR

Emily Arnold Fleming

SUBJECT AREA

Patient social services

Basic and emergency aid

NTEE Code

Gift Distribution (P58)

Patient Services -
Entertainment, Recreation
(E86)

PROGRAMS

1. Financial Assistance Grants

Population(s) served: Children and youth

2. Meal Fairies Program

Population(s) served: Children and youth

3. Directors Discretionary Fund

Population(s) served: Children and youth

POPULATIONS SERVED

1. Children and youth

COMPLIANCE

- ✓ IRS Pub 78 Verified as of February 2025
- ✓ IRS BMF 509(a) (1) as of February 10, 2025
Section 509(a)(1) organization as referred to in Section 170(b)(1)(A)(vi)

TRANSPARENCY MEASURES

- ✓ Board Practices Reported?
- ✓ Diversity Data Reported?

Programs & Results

PROGRAMS

Source: Self-Reported by Organization,
January 2025

Referrals are provided by social workers and representatives from local agencies.

Financial Assistance Grants

Population(s) Served:

Children and youth (0-19 years)

In 2015, the Board elected to formally end the Financial Assistance Grant program. Families in financial need may still be eligible for some funding to pay a specific bill through the Directors Discretionary Fund. Since 2010, we have provided over \$140,000 in financial assistance to families of children with chronic and life threatening illnesses.

Meal Fairies Program

Population(s) Served:

Children and youth (0-19 years)

The goal of this program is to provide healthy meals and snacks to caregivers of children hospitalized at Children's Hospital of Richmond and at UVA Health Systems in Charlottesville. When we launched this program in 2012, we provided a weekly meal to families at Children's Hospital of Richmond to feed about 100 people. Working with local restaurants, we expanded the program in 2015 to UVA Health Systems as well. Since 2016, we have fed over 10,000 people each year at both hospitals.

Directors Discretionary Fund

Population(s) Served:

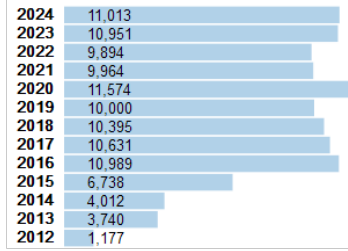
Children and youth (0-19 years)

The board has approved \$5000 for the Managing Director and Director of Programs to use at their discretion to fund emergency needs as well as grants to families living or served outside of our geographic area.

RESULTS

Number of meals served or provided

TOTALS BY YEAR



Population(s) Served: No target populations selected

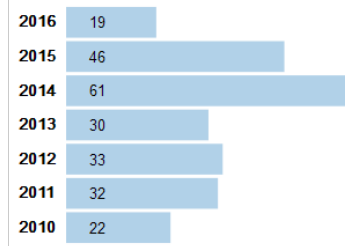
Related program: Meal Fairies Program

Notes: We provide meals weekly at Children's Hospital of Richmond at VCU and UVA Children's Hospital to families of hospitalized pediatric patients. We feed about 75-100 people weekly at each hospital.

Total number of grants awarded

This metric is no longer tracked.

TOTALS BY YEAR



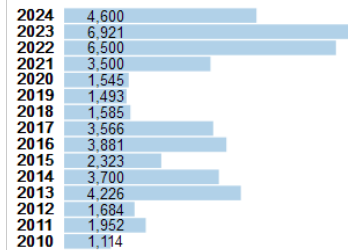
Population(s) Served: No target populations selected

Related program: Financial Assistance Grants

Notes: From 2010 to 2016, we provided financial assistance grants to families in the Greater Richmond area whose children had experienced extended hospitalizations due to a chronic illness.

Total dollars distributed for utilities assistance

TOTALS BY YEAR



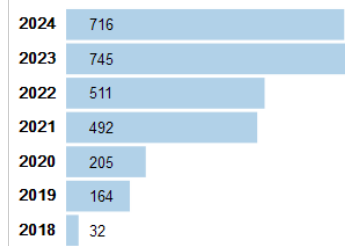
Population(s) Served: No target populations selected

Related program: Directors Discretionary Fund

Notes: We directly pay medical or other related bills for families whose children have been hospitalized for extended periods of time.

Number of products distributed

TOTALS BY YEAR



Population(s) Served: No target populations selected

Related program: Meal Fairies Program

Notes: We collect and distribute handmade or store-bought blankets to caregivers while their children are in the hospital.

CHARTING IMPACT

What is the organization aiming to accomplish?

Our goals are to serve families in their time of need by:

Providing weekly meals at UVA Children's Hospital and Children's Hospital of Richmond at VCU. As our organization grows, we would love to extend this service to other Virginia hospitals, particularly teaching hospitals who often serve patients with the most challenging medical needs.

Providing financial support to families upon request through payment of a family bill. This may include rent, utilities, a medical bill, funeral expenses, or another basic need of the family.

What are the organization's key strategies for making this happen?

Collaboration with local restaurants to provide meals at a reasonable cost (\$300 to feed 75-100 people).

Collaboration with local community groups to provide volunteers for our fundraising events.

Deployment of a fund development strategy that will help us raise an endowment; this will keep us financially stable for decades to come, allowing our growing organization to move beyond year-to-year fundraising and strategy.

What are the organization's capabilities for doing this?

We are a small organization that runs with a part-time staff and volunteer board, plus additional community volunteers who help us accomplish our goals.

What have and haven't they accomplished so far?

We were established in 2010. Since our founding, we have provided over \$140,000 to 300+ families. We have also provided food for over 60,000 people.

Financials

FISCAL YEAR START: 01/01 FISCAL YEAR END: 12/31

Revenue & Expenses

Revenue		2023
Contributions		\$100,447
Program Services		\$0
Investments		\$45
Special Events		\$14,047
Sales		\$0
Other		\$339
Total Revenue		\$114,878
Expenses		
Grants		\$0
Salaries & Employee Benefits		\$16,148
Professional Fees		\$6,938
Occupancy		\$0
Printing, Publications, Postage, etc.		\$0
Other Expenses		\$48,735
Total Expenses		\$71,821
Net Gain/Loss		
Net Gain/Loss		\$43,057

Balance Sheet

Assets	1/1/2023	12/31/2023	Change
Cash & Equivalent	\$157,182	\$198,858	\$41,676
Fixed Assets (LBE - Depreciation)	\$0	\$0	\$0
Other	\$1,000	\$1,000	\$0
Total Assets	\$158,182	\$199,858	\$41,676
Liabilities	1/1/2023	12/31/2023	Change
Total Liabilities:	\$306	\$133	-\$173
Fund Balance	1/1/2023	12/31/2023	Change
Net Assets:	\$157,876	\$199,725	\$41,849

[☑ 'Key Revenue & Expense Data from Form 990'](#)

[☑ 'Key Balance Sheet Data from Form 990'](#)

Operations

Source: Self-Reported by Organization, January 2025

DIRECTOR OF PROGRAMS

Roger Reynolds

MANAGING DIRECTOR

Rachel Reynolds

[🔗 LinkedIn profile](#)

BOARD CHAIR

Emily Arnold Fleming

Faison Center

Term: 2024 - 2024

BOARD MEMBERS

Anthony Keitt

ACES & Shiloh Baptist Church

Aaron Gilley

VCU Health Systems

Julia Klauer

Atlee YMCA

Rhonda Toussaint

Randolph-Macon College

Matthew Spangler

Westover Hills UMC

Judith McKinney

ACT Connections

George Spagna

Randolph-Macon College (Ret.)

Officers Directors, Trustees, Key Employees

FISCAL YEAR 2023

Name	Title	Compensation	Benefits/Deferred Compensation	Expense Account, Other
Emily Arnold Fleming	Chair/Secretary	\$0	\$0	\$0
Anthony Keitt	Treasurer	\$0	\$0	\$0
Aaron Gilley	Vice Chair	\$0	\$0	\$0

Officers Directors, Trustees, Key Employees

FISCAL YEAR 2022

Name	Title	Compensation	Benefits/Deferred Compensation	Expense Account, Other
Emily Arnold Fleming	Chair	\$0	\$0	\$0
Michelle Alford	Secretary	\$0	\$0	\$0
Bill Roberts	Treasurer	\$0	\$0	\$0

Officers Directors, Trustees, Key Employees

FISCAL YEAR 2021

Name	Title	Compensation	Benefits/Deferred Compensation	Expense Account, Other
Emily Arnold Fleming	Chair	\$0	\$0	\$0
Michelle Alford	Secretary	\$0	\$0	\$0
Bill Roberts	Treasurer	\$0	\$0	\$0

Officers Directors, Trustees, Key Employees

FISCAL YEAR 2020

Name	Title	Compensation	Benefits/Deferred Compensation	Expense Account, Other
Jimmy Comer	Chair	\$0	\$0	\$0
Siri Garrett	Secretary	\$0	\$0	\$0
Bill Roberts	Treasurer	\$0	\$0	\$0
Emily Arnold	Vice Chair	\$0	\$0	\$0
Kelly Lastrapes	Director	\$0	\$0	\$0
Stephanie Fisher	Director	\$0	\$0	\$0
Norman Geller	Director	\$0	\$0	\$0
Rachel Reynolds	Director	\$0	\$0	\$0
Gege Beall	Director	\$0	\$0	\$0

Officers Directors, Trustees, Key Employees

FISCAL YEAR 2019

Name	Title	Compensation	Benefits/Deferred Compensation	Expense Account, Other
Stephanie Fisher	Chair	\$0	\$0	\$0
Emily Arnold	Secretary	\$0	\$0	\$0
Rachel Reynolds	Treasurer	\$0	\$0	\$0
Norman Geller	Director	\$0	\$0	\$0
Kira Jenkins	Director	\$0	\$0	\$0
James Comer	Director	\$0	\$0	\$0
William Roberts	Director	\$0	\$0	\$0
Sarah Wheeler	Director	\$0	\$0	\$0
Kelly Lastrapes	Director	\$0	\$0	\$0

Paid Preparers

FISCAL YEAR 2023

Firm Name	Firm EIN	Firm Address	Firm Phone
RBI Services LLC	82-3985233	10035 Sliding Hill Road Suite 6, Ashland VA 23005 USA	804-677-9516

Paid Preparers

FISCAL YEAR 2022

Firm Name	Firm EIN	Firm Address	Firm Phone
RBI Services LLC	82-3985233	10035 Sliding Hill Road Suite 6, Ashland VA 23005 USA	804-677-9516

Paid Preparers

FISCAL YEAR 2021

Firm Name	Firm EIN	Firm Address	Firm Phone
RBI Services LLC	82-3985233	10035 Sliding Hill Road Suite 6, Ashland VA 23005 USA	804-677-9516

BOARD LEADERSHIP PRACTICES

GuideStar worked with BoardSource, the national leader in nonprofit board leadership and governance, to create this section, which enables organizations and donors to transparently share information about essential board leadership practices.

BOARD ORIENTATION & EDUCATION

Does the board conduct a formal orientation for new board members and require all board members to sign a written agreement regarding their roles, responsibilities, and expectations? Yes

CEO OVERSIGHT

Has the board conducted a formal, written assessment of the chief executive within the past year? Yes

ETHICS & TRANSPARENCY

Have the board and senior staff reviewed the conflict-of-interest policy and completed and signed disclosure statements in the past year? Yes

BOARD COMPOSITION

Does the board ensure an inclusive board member recruitment process that results in diversity of thought and leadership? Yes

BOARD PERFORMANCE

Has the board conducted a formal, written self-assessment of its performance within the past three years? Yes

Organizational Demographics

Who works and leads organizations that serve our diverse communities? This organization has voluntarily shared information to answer this important question and to support sector-wide learning. GuideStar partnered on this section with CHANGE Philanthropy.

Leadership

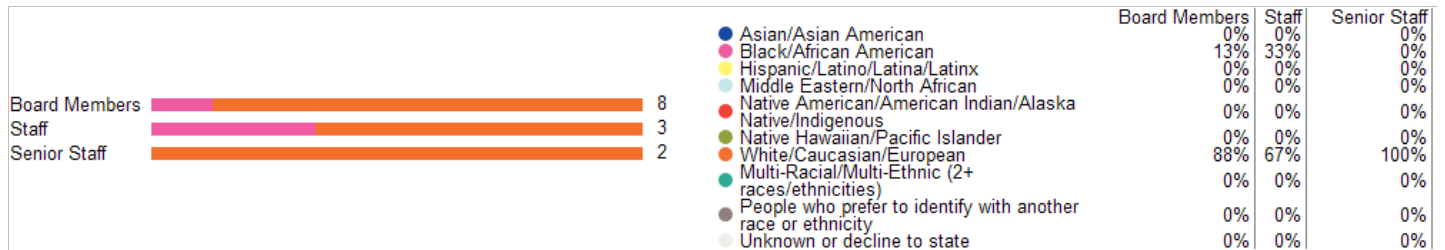
The organization's co-leader identifies as:

Race & Ethnicity	White/Caucasian/European
Gender Identity	Male, Not transgender
Sexual Orientation	Heterosexual or Straight
Disability Status	Person without a disability

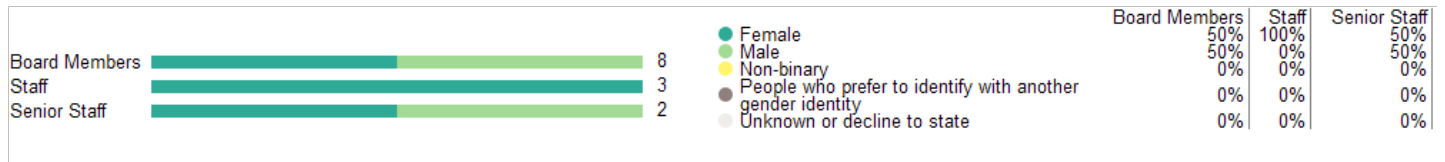
The organization's other co-leader identifies as:

Race & Ethnicity	White/Caucasian/European
Gender Identity	Female, Not transgender
Sexual Orientation	Heterosexual or Straight
Disability Status	Person without a disability

Race & Ethnicity



Gender Identity

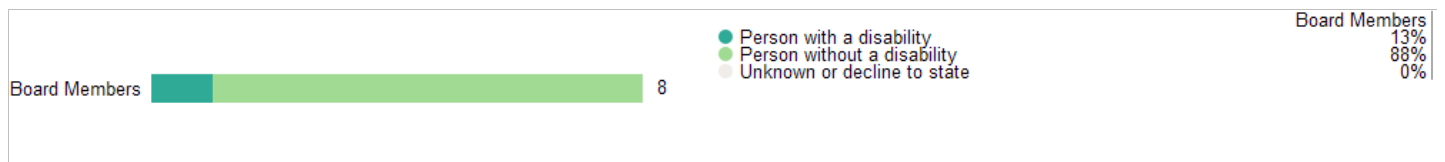


Transgender Identity

Sexual Orientation

No data

Disability



We do not display staff or senior staff disability information for organizations with fewer than 15 staff.

Appendix

Key Documents

IRS Forms 990

[2023 990](#)

[2022 990](#)

[2021 990](#)

[2020 990](#)

[2019 990](#)

IRS Forms 990T

Not Available

Audited Financial Statements

[2023 Audited Financial Statement](#)

[2022 Audited Financial Statement](#)

[2021 Audited Financial Statement](#)

Key Organization Documents

[Letter of Determination](#)

[2021 Annual Report](#)

[2020 Annual Report](#)

[2016 Annual Report](#)

['Key Revenue & Expense Data from Form 990'](#)

['Key Balance Sheet Data from Form 990'](#)

GuideStar Charity Check

CJ's Thumbs Up Foundation

Aka CJSTUF

P.O. Box 854
Ashland, VA 23005

- ✓ Foundation Status Code: PC*
- ✓ Public charity described in section 509(a)(1) or (2)

IRS Publication 78 Details

✓ IRS Pub 78
verified

Organization name	Location	Most recent IRS Publication 78
Cjs Thumbs Up Foundation	Ashland, VA	February 2025
EIN	Deductibility status description	Verified with most recent Internal Revenue Bulletin
27-1470541	A public charity (50% deductibility limitation).	March 03, 2025

IRS Business Master File Details

IRS BMF 509(a)(1)

Organization name	Most recent IRS BMF	Reason for Non-Private Foundation Status
CJS THUMBS UP FOUNDATION	February 10 2025	Section 509(a)(1) organization as referred to in Section 170(b)(1)(A)(vi)
EIN	IRS subsection	Ruling date
27-1470541	This organization is a 501(c)(3) Public Charity	07/2010
Foundation Code	Foundation Code Description	
15	Organization which receives a substantial part of its support from a governmental unit or the general public	
This organization was not included in the Office of Foreign Assets Control Specially Designated Nationals (SDN) list.		

On September 8, 2011, the IRS issued [regulations](#) which eliminated the advance ruling process for a section 501(c)(3) organization. [Learn more](#)

* The Foundation Status Code is the code that foundations are required to provide for each grantee annually on part XV of Form 990PF. Note that this code cannot be derived in some cases (e.g., supporting organizations for which 'type' can't be determined).

[IRS Revenue Procedure 2011-33](#) allows grantors to rely on third-party resources, such as GuideStar Charity Check, to obtain required Business Master File (BMF) data concerning a potential grantee's public charity classification under section 509 (a) (1), (2) or (3).

GuideStar Charity Check Data Sources

-GuideStar acquires all IRS data directly from the Internal Revenue Service.

-[IRS Publication 78 \(Cumulative List of Organizations\)](#) lists organizations that have been recognized by the Internal Revenue Service as eligible to receive tax-deductible contributions.

-The [IRS Internal Revenue Bulletin \(IRB\)](#) lists changes in charitable status since the last Publication 78 release. Between the release of IRS Publication 78 and the subsequent IRS Internal Revenue Bulletin, the IRB date will reflect the most recent release date of IRS Publication 78.

-The [IRS Business Master File](#) lists approximately 1.7 million nonprofits registered with the IRS as tax-exempt organizations.

-The [IRS Automatic Revocation of Exemption List](#) contains organizations that have had their federal tax-exempt status automatically revoked for failing to file an annual return or notice with the IRS for three consecutive years.

-The Foundation Status Code is a value derived by mapping the codes found on the [990PF filing instructions](#) to the corresponding codes in the IRS BMF. Note that not all codes are able to be mapped due to insufficient data.

-The Office of Foreign Assets Control (OFAC) [Specially Designated Nationals \(SDN\) list](#) organizations that are owned or controlled by targeted individuals, groups, and entities, such as terrorists or narcotics traffickers. Their assets are blocked and U.S. persons are generally prohibited from dealing with them.