

MAIL TO:  
Office of the Attorney General  
Registry of Charitable Trusts  
P.O. Box 903447  
Sacramento, CA 94203-4470

STREET ADDRESS:  
1300 I Street  
Sacramento, CA 95814  
Telephone: (916) 323-5079

WEB SITE ADDRESS:  
<http://ag.ca.gov/charities/>

COMMERCIAL FUND-RAISER FOR CHARITABLE PURPOSES

2002 ANNUAL FINANCIAL REPORT  
(California Government Code Section 12589)

Failure to file annual financial report by January 30 annually for each calendar year of solicitation may result in fines or filing penalties as defined in Government Code Section 12588.1

An annual financial report must be filed for each event for each charity solicited for during the previous calendar year.



Name and Address of Commercial Fund-raiser:  The Heritage Company, Inc. <span style="float: right;">109</span>  2402 Wildwood Avenue, Suite 500  Sherwood AR 72120	Name and Address of Charitable Organization:  CT No. <del>100</del> 94720 F.E.I.N. No. 36-3071247  American Association of the Deaf-Blind Name of Charity 814 Thayer Avenue, Suite 302 Address of Charity Silver Spring MD 20910-4500 City, State, and ZIP Code of Charity
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Figures from (check one): National Campaign  California Campaign

Telemarketing and direct mail held (on) (from) 1/1/2002, 20 to 12/31/2002, 20  
(Type of Activity) (Date or dates must be shown)

Is the contract between the commercial fund-raiser and charity based upon a fee or percentage of revenue? (check one) Fee  Percentage   
If other, provide brief explanation Other

1. REVENUE

- A. Cash contributions \_\_\_\_\_ A.
- B. Entertainment sales or admission charges \_\_\_\_\_ B.
- C. Sales from products \_\_\_\_\_ C.
- D. Advertisement sales \_\_\_\_\_ D.
- E. Membership fees \_\_\_\_\_ E.
- F. Other sources: (Specify)
  - a. \_\_\_\_\_ Fa.
  - b. \_\_\_\_\_ Fb.
  - c. \_\_\_\_\_ Fc.
  - d. \_\_\_\_\_ Fd.

\$ 221,577.82 G.

G. TOTAL REVENUE

2. EXPENSES

- A. Fees or commissions \_\_\_\_\_ A.
- B. Salaries \$ 75,263.30 B.
- C. Payroll taxes \_\_\_\_\_ C.
- D. Employee benefits \_\_\_\_\_ D.
- E. Cost of merchandise for resale \_\_\_\_\_ E.
- F. Cost of entertainment \_\_\_\_\_ F.
- G. Postage 4,083.00 G.
- H. Advertising 4,763.50 H.
- I. Telephone 55,869.05 I.
- J. Rental of equipment \_\_\_\_\_ J.
- K. Facilities charge XXXXrent 21,503.80 K.
- L. Permits 3,810.80 L.
- M. Other expenses: (Specify)
  - a. Promotional fees 10,139.45 Ma.
  - b. supplies 2,313.70 Mb.
  - c. accounting/data processing 26,811.70 Mc.
  - d. list preparation 2,109.55 Md.

\$ 206,667.85 N.

N. TOTAL EXPENSES

ARMY'S GENERAL'S  
BUREAU OF CHARITABLE TRUSTS

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2002 ANNUAL FINANCIAL REPORT**

(California Government Code Section 12599)

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- 3. Amount to Charity (subtract line 2N from line 1G) \$37,342.48 3.
- 4. Less additional fund-raising expenses paid by charity (to be completed by charity) 0 4.
- 5. Less fair market value of goods and/or services used for the event which were paid by sponsor(s) 0 5.
- 6. Net proceeds realized by charity from the campaign (subtract lines 4 and 5 from line 3) \$37,342.48 6.

7. (a) Does any officer, director, partner or owner of the Commercial Fund-raiser have any affiliation with or control over, directly or indirectly, the charitable organization for which the Commercial Fund-raiser has contracted to solicit?

Yes  No if "yes," complete the following:

Name of officer, director, partner or owner of Commercial Fund-raiser	Name and address of charitable organization	Relationship of officer, etc. To charitable organization

(b) For each affiliation identified in 7 (a), attach copy of the contract between the commercial fundraiser and the charity.

Under penalties of perjury, I declare that I have examined this report, including accompanying documents, schedules and statements, and to the best of my knowledge and belief, it is true, correct and complete.

X Glenda Keenihan Secretary/Treasurer 1/27/03  
 Signature of authorized officer (Commercial Fund-raiser)      Printed Name      Title      Date

This report is signed by the directors of the charitable organization for verifying the distribution.

1 Jamie McNamara Executive Dir. 1/27/03  
 Signs      Printed Name      Title      Date

HARRY C. ANDERSON President 2/1/03  
 Signature of authorized officer/director      Printed Name      Title      Date

# CAMPAIGN FINANCIAL REPORT

**THE HERITAGE COMPANY**

*(Name of Professional Solicitor)*

\_\_\_\_\_  
*(Registration Number)*

**AMERICAN ASSOCIATION OF THE DEAF & BLIND - CALIFORNIA**

*(Name of Charitable Organization or Sponsor)*

For the period beginning 01/01/02 through 12/31/02

GROSS REVENUE	<u>221,577.82</u>	
EXPENSES		
SALARIES, WAGES, COMMISSIONS	<u>75,263.30</u>	
PROMOTIONAL FEES	<u>10,139.45</u>	
POSTAGE	<u>4,083.00</u>	
TELEPHONE	<u>55,869.05</u>	
RENT	<u>21,503.80</u>	
SUPPLIES	<u>2,313.70</u>	
LICENSES, PERMITS	<u>3,810.80</u>	
ADVERTISING	<u>4,763.50</u>	
ACCOUNTING/DATA PROCESSING	<u>26,811.70</u>	
LIST PREPARATION	<u>2,109.55</u>	
OTHER:		
_____	_____	
_____	_____	
_____	_____	
TOTAL EXPENSES	<u>206,667.85</u>	93.27%
Net Proceeds	<u>14,909.97</u>	6.73%
Amount Retained by Charitable Organization or Sponsor	<u>37,342.48</u>	16.85%
Percentage of Funds Received by Charitable Organization or Sponsor	<u>16.85%</u>	
<i>(Amount Retained by the Charitable Organization or Sponsor divided by Gross Revenue)</i>		
Net Income/Loss (-) to THC	<u>-22,432.51</u>	-10.12%
<i>(pending ongoing collections &amp; reconciliations)</i>		

1/15/2003

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