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 12599)

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 12586.1

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:	Name and Address of Charitable Organization:
147 GORDON & SCHWENKMEYER, INC. 300 N SEPULVEDA BLVD. #2050 EL SEGUNDO, CA 90245	CT No. 97702 F.E.I.N. No. 13-2630359 N.A.R.A.L. Name of Charity 1156 15th STREET NW Address of Charity WASHINGTON, DC 20005 City, State, and ZIP Code of Charity

National Campaign ☐ California Campaign ☐

TELEMARKETING/FUNDRAISING held (on) (from) 1/1/02, 20____, to 12/31/02, 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	$181,241.80	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.
G. TOTAL REVENUE		$181,241.80 G.

2. EXPENSES

A. Fees or commissions PFR FEES	$168,365.73	A.
B. Salaries		B.
C. Payroll taxes		C.
D. Employee benefits		D.
E. Cost of merchandise for resale		E.
F. Cost of entertainment		F.
G. Postage		G.
H. Advertising		H.
I. Telephone		I.
J. Rental of equipment		J.
K. Facilities charge		K.
L. Permits		L.
M. Other expenses: (Specify)		
a. BANK CHARGES	$1,469.28	Ma.
b.		Mb.
c.		Mc.
d.		Md.
N. TOTAL EXPENSES		$169,835.01 N.

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3. Amount to Charity $ 0.00 3.

4. Less additional fund-raising expenses paid by charity **(to be completed by charity)** 0.00 4.

5. Less fair market value of goods and/or services used for the event which were paid by sponsor(s) 0.00 5.

6. Net proceeds realized by charity from the campaign (subtract lines 4 and 5 from line 3) 0.00 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 [X] 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
N/A		

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

Unc ng documents, schedules and statements, and to the best of my kno

K Schwentkmeyer Sec treas
~~LACROIX ASSISTANT CONTROLLER~~

Sig me Title Date

Th s report must be signed by two officers or directors of the charitable organization for verifying the distribution.

Vincent Wishrad Director of Mem 3/3/3
S Printed Name Title Date

Mary Jane Gallagher COO 3/14/03
Signature of authorized officer/director (Charity) Printed Name Title Date

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STATE OF CALIFORNIA
N.A.R.A.L.

Attachment to Annual Financial Report:
The focus of Gordon & Schwenkmeyer's telemarketing donor development program is twofold: first, to identify and create new contributors to sustain and help an organization grow; second, to use the telephone as a valuable public education outreach tool to inform people about the organization's mission and programs. As with other small donor development programs, most telemarketing donor prospecting efforts generally yield very little, net income. But without a constant infusion of new contributors, an organization can not grow or expand its programs.

Gordon & Schwenkmeyer's program does not require any direct funding from our clients. We realize that most of our clients have very limited funds to invest in donor development programs. At no time do we go to our clients to ask for direct payment of the program's expenses, rather, the expenses are paid for by the returns generated from the calling and any deficit incurred by the donor prospecting program is financed, interest-free, by Gordon & Schwenkmeyer and repaid from the net income generated by resoliciting the newly developed donors.
Once the initial program deficit has been repaid, all net income is distributed directly to our client.

N.A.R.A.L. organization understood that a deficit would be incurred during the development stage of the program and that once the development expenses and fees were paid, all remaining income would be distributed directly to them. We are currently at the stage of our program where expenses incurred during the donor development stage are going to be repaid. The clients will see a profit from the donors we have cultivated for them.

Gordon and Schwenkmeyer, Inc., bills clients on an all inclusive hourly rate for telemarketing services: This includes all management, supervisory and solicitor salaries, taxes and benefits, office rent and overhead and local/long distance telephone charges, computer and data entry processing - this rate is completely independent from the amount of pledges made or gross contributions received.

BEGINNING CASH BALANCE (1/1/02)	$ 4,112.53
CONTRIBUTIONS	$181,241.80
GSI FEES	$168,365.73
BANK CHARGES	$ 1,469.28
TOTAL EXPENSES	$169,835.01
TOTAL PROCEEDS TO CHARITY	$0
ENDING CASH BALANCE (12/31/02)	$ 15,519.32

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Attorney General's
Registry of Charitable Trusts

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