

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

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



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

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

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: 147 GORDON & SCHWENKMEYER, INC. 300 N SEPULVEDA BLVD. #2050 EL SEGUNDO, CA 90245	Name and Address of Charitable Organization: CT No. <u>111899</u> F.E.I.N. No. <u>52-151-7415</u> NATIONAL COALITION FOR THE HOMELESS Name of Charity <u>1012 14th ST NW STE #600</u> Address of Charity <u>WASHINGTON, DC 20005-3410</u> City, State, and ZIP Code of Charity
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National Campaign California Campaign

TELEMARKETING/FUNDRAISING held (on) (from) 1/1/02, 2002 to 12/31/02, 2002
(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)
If other, provide brief explanation _____ Fee Percentage
Other

1. REVENUE

A. Cash contributions	<u>\$122,777.77</u>	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)	_____	Fa.
a. _____	_____	Fb.
b. _____	_____	Fc.
c. _____	_____	Fd.
d. _____	_____	
G. TOTAL REVENUE	<u>\$122,777.77</u>	G.

2. EXPENSES

A. Fees or commissions	<u>PFR FEES</u>	<u>\$ 67,823.74</u>	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)	<u>BANK CHARGES</u>	<u>\$ 442.10</u>	Ma.
a. _____	_____	_____	Mb.
b. _____	_____	_____	Mc.
c. _____	_____	_____	Md.
d. _____	_____	_____	
N. TOTAL EXPENSES		<u>\$68,265.84</u>	N.

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Registry of Charitable Trusts
Attorney General's

APR 29 2003

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**STATE OF CALIFORNIA
NATIONAL COALITION FOR THE HOMELESS**

Attachment to Annual Financial Report:

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)	\$ 1,005.83
CONTRIBUTIONS	\$122,777.77
GSI FEES	\$ 67,823.74
BANK CHARGES	<u>\$ 442.10</u>
TOTAL EXPENSES	\$ 68,265.84
TOTAL PROCEEDS TO CHARITY	\$ 53,699.65
ENDING CASH BALANCE (12/31/02)	\$ 849.99



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JUN 26 2003

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