

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

TELEPHONE: (916) 323-5079

WEBSITE ADDRESS:  
<http://ag.ca.gov/charities/>

**COMMERCIAL FUND-RAISER FOR CHARITABLE PURPOSES**

**2001 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.



<p>Name and Address of Commercial Fund-raiser:</p> <p>258 2002</p> <p>PUBLIC INTEREST COMMUNICATIONS, INC. 7700 LEESBURG PIKE, SUITE# 301N FALLS CHURCH, VA 22043</p>	<p>Name and Address of Charitable Organization or Charitable Purposes:</p> <p>CT No. <u>33183</u> FEIN No. <u>52-1693387</u></p> <p><u>World Wildlife Fund, Inc.</u> Name of Charity <u>1250 24th Street NW</u> Address of Charity <u>Washington, DC 20037</u> City, State, and ZIP Code of Charity</p>
---	---

TELEMARKETING

(Kind of Activity)

held (on) (from) February 1, 2001 to January 31, 2002  
(Date or Dates must be shown)

<p>1. REVENUE</p> <p>A. Cash Contributions <u>636,923.11</u></p> <p>B. Entertainment sales or admission charges _____</p> <p>C. Sales from products _____</p> <p>D. Advertisement sales _____</p> <p>E. Membership fees _____</p> <p>F. Other sources: (Specify)</p> <p>a. _____</p> <p>b. _____</p> <p>c. _____</p> <p>d. _____</p> <p>G. TOTAL REVENUE <u>636,923.11</u></p>	<p>A. _____</p> <p>B. _____</p> <p>C. _____</p> <p>D. _____</p> <p>E. _____</p> <p>Fa. _____</p> <p>Fb. _____</p> <p>Fc. _____</p> <p>Fd. _____</p> <p>G. <u>636,923.11</u></p>
<p>2. EXPENSES</p> <p>A. Fees or commissions _____</p> <p>B. Salaries _____</p> <p>C. Payroll taxes _____</p> <p>D. Employee benefits _____</p> <p>E. Cost of merchandise for resale _____</p> <p>F. Cost of entertainment _____</p> <p>G. Postage _____</p> <p>H. Advertising _____</p> <p>I. Telephone _____</p> <p>J. Rental of equipment _____</p> <p>K. Facilities charge _____</p> <p>L. Permits _____</p> <p>M. Other expenses: (Specify) <u>See Attached</u></p> <p>a. _____</p> <p>b. _____</p> <p>c. _____</p> <p>d. _____</p> <p>N. TOTAL EXPENSES <u>397,004.30</u></p>	<p>A. _____</p> <p>B. _____</p> <p>C. _____</p> <p>D. _____</p> <p>E. _____</p> <p>F. _____</p> <p>G. _____</p> <p>H. _____</p> <p>I. _____</p> <p>J. _____</p> <p>K. _____</p> <p>L. _____</p> <p>Ma. _____</p> <p>Mb. _____</p> <p>Mc. _____</p> <p>Md. _____</p> <p>N. <u>397,004.30</u></p>

3. ~~Net~~ net to charitable organization or charitable purposes \_\_\_\_\_ 3.

4. (a) Is any officer, director, partner or owner of the Commercial Fund-raiser in any way affiliated with or control, directly or indirectly, the charitable organization for which 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 under 4(a), attach copy of contract between commercial fund-raiser and 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.

Signature of authorized officer (Commercial Fund-raiser) \_\_\_\_\_ DAVID E. ANDELMAN, PRESIDENT \_\_\_\_\_ 3-12-02  
 Printed Name Title Date

This report prepared by two officers of the charitable organization for verifying the distribution.

Signature: NANCY J. DUNN CHIEF FINANCIAL OFFICER 4.16.02  
 Printed Name Title Date

Signature: PATRICIA FROEHLE CONTROLLER 4.16.02  
 Printed Name Title Date

400664

RECEIVED

APR 20 2002

Attorney General's  
Registry of Charitable Trusts

**WORLD WILDLIFE FUND, INC.  
CAMPAIGN EXPENSES**

Professional Fundraiser's Fee \$ 338,519.30

Campaign Expenses

Personalization	\$ 3,772.70
Computer Services	\$ 4,229.55
Clerical/Miscellaneous	\$ 1,500.00
Messenger Services	\$ 12.50
Number Searching	\$ 7,708.71
Postage	\$ 22,263.50
Production	\$ 18,693.97
State Registration	\$ 292.50
Overnight Delivery	\$ 11.57

Total Campaign Expenses \$ 58,485.00

**TOTAL FEES AND EXPENSES..... \$ 397,004.30**

Attorney General's  
Registry of Charitable Trusts

APR 2 0 2002

RECEIVED

400666