

MAIL TO: Office of the Attorney General  
Registry of Charitable Trusts  
P.O. Box 503447  
Sacramento, CA 94203-4470

COMMERCIAL FUNDRAISER FOR CHARITABLE PURPOSES

2000 ANNUAL FINANCIAL REPORT  
(California Government Code Section 12599)



STREET ADDRESS:  
1300 I Street, Room 1130  
Sacramento, CA 95814  
Telephone: (916) 323-5079

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 (Recently enacted).

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

WEBSITE ADDRESS:  
<http://caag.state.ca.us/charities/>

Name and Address of Commercial Fundraiser:  
CF Number 414  
Factor Direct LTD  
Name of Commercial Fundraiser  
11500 West Olympic Blvd., Suite 540  
Address of Commercial Fundraiser  
Los Angeles CA 90064  
City, State, and ZIP Code of Commercial Fundraiser  
Telemarketing held (on) (from) 1/1/2002, 2002 to 7/31/2002, 2002  
(Type of Activity) (Date or dates must be shown)

Name and Address of Charitable Organization or Charitable Purposes:  
CT No. 2547 F.E.I.N. No. 84-0432950  
American Humane Association  
Name of Charity  
63 Inverness Drive East  
Address of Charity  
Englewood CO 80112  
City, State, and ZIP Code of Charity

1. REVENUE  
A. Cash contributions  
B. Entertainment sales or admission charges  
C. Sales from products  
D. Advertisement sales  
E. Membership fees  
F. Other sources: (Specify)  
a. \_\_\_\_\_  
b. \_\_\_\_\_  
c. \_\_\_\_\_  
d. \_\_\_\_\_  
G. TOTAL REVENUE

A. \_\_\_\_\_  
B. \_\_\_\_\_  
C. \_\_\_\_\_  
D. \_\_\_\_\_  
E. \_\_\_\_\_  
Fa. \_\_\_\_\_  
Fb. \_\_\_\_\_  
Fc. \_\_\_\_\_  
Fd. \_\_\_\_\_  
\$ 641,074.00  
\$ 104,674 G.

2. EXPENSES  
A. Fees or commissions  
B. Salaries  
C. Payroll taxes  
D. Employee benefits  
E. Cost of merchandise for resale  
F. Cost of entertainment  
G. Postage  
H. Advertising  
I. Telephone  
J. Rental of equipment  
K. Facilities charge  
L. Permits  
M. Other expenses: (Specify)  
a. \_\_\_\_\_  
b. \_\_\_\_\_  
c. \_\_\_\_\_  
d. \_\_\_\_\_  
N. TOTALEXPENSES

Please see attached breakdown of expenses

L. \_\_\_\_\_  
Ma. \_\_\_\_\_  
Mb. \_\_\_\_\_  
Mc. \_\_\_\_\_  
Md. \_\_\_\_\_  
\$ 50,225.01 N.  
\$ 14,448.99 3.

3. Distribution or net to charitable organization or charitable purposes

4. (a) Is any officer, director, partner or owner of the Commercial Fundraiser in any way affiliated with or control, directly or indirectly, the charitable organization for which the Commercial Fundraiser has contracted to solicit?  
 Yes  No If "yes," complete the following:

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

(b) For each affiliation identified in 4(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, the report is true and correct.

Signature: Alan Factor Printed Name: Alan Factor Title: President Date: 9.13.02  
Signature: Charles Mody Printed Name: Charles Mody Title: Vice President Date: 9/30/02  
Signature: C. K. Indle Printed Name: C. K. Indle Title: NP FINANCE Date: 9.30.02  
ASST TREAS

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REGISTRY OF COMPANIES  
MINISTRY OF REVENUE

400911

Factor Direct Ltd  
Campaign Expense Allocation

	\$	50,225.01
Printing	\$	1,166.26
Postage	\$	2,940.56
Telephone	\$	2,762.88
Payroll	\$	17,195.33
Employee benefits	\$	1,279.03
Rent	\$	2,743.39
Office manager	\$	5,953.19
Utilities	\$	626.80
Equipment	\$	606.93
Recruitment	\$	427.53
Computer Programming	\$	363.14
Office expenses	\$	11,310.84
P.S. Fee/Profit	\$	2,849.14
Total	\$	50,225.01

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COMMERCIAL FUNDRAISER FOR CHARITABLE PURPOSES

2000 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 12596.1 (Recently enacted).

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 Fundraiser:

CF Number 414, Factor Direct LTD, Name of Commercial Fundraiser, 11500 West Olympic Blvd., Suite 540, Address of Commercial Fundraiser, Los Angeles CA 90064, City, State, and ZIP Code of Commercial Fundraiser

Name and Address of Charitable Organization or Charitable Purpose:

CT No. 2547, F.E.I.N. No. 84-0432950, American Humane Association, Name of Charity, 63 Inverness Drive E., Address of Charity, Englewood CO 80112-5100, City, State, and ZIP Code of Charity

Telemarketing held (on) (from) 9/1/2002, 200, to 12/31/2002, 200 (Type of Activity) (Date or dates must be shown)

- 1. REVENUE
A. Cash contributions
B. Entertainment sales or admission charges
C. Sales from products
D. Advertisement sales
E. Membership fees
F. Other sources: (Specify)
a.
b.
c.
d.

- A. 4150.00
B.
C.
D.
E.
Fa.
Fb.
Fc.
Fd.

G. TOTAL REVENUE 4150.00 G.

- 2. EXPENSES
A. Fees or commissions
B. Salaries
C. Payroll taxes
D. Employee benefits
E. Cost of merchandise for resale
F. Cost of entertainment
G. Postage
H. Advertising
I. Telephone
J. Rental of equipment
K. Facilities charge
L. Permits
M. Other expenses: (Specify)
a.
b.
c.
d.

- A.
B.
C.
D.
Ma.
Mb.
Mc.
Md.

Please see attached breakdown of expenses

N. TOTAL EXPENSES

6002.00 N. (1852.00) 3.

3. Distribution or net to charitable organization or charitable purposes

4. (a) Is any officer, director, partner or owner of the Commercial Fundraiser in any way affiliated with or control, directly or indirectly, the charitable organization for which the Commercial Fundraiser has contracted to solicit? [X] Yes [ ] No If "yes," complete the following:

Table with 3 columns: Name of officer, director, partner or owner of Commercial Fundraiser; Name and address of charitable organization; Relationship of officer, etc. To charitable organization.

(b) For each affiliation identified in 4(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, information and belief, this report is true and complete.

Signature: Thomas Siegel, Printed Name; Title: CEO; Date: 1/6/03

Signature: CHARLES MALLOY, Printed Name; Title: VP - Private Support; Date: 1-23-03

Signature: CONSTANCE KINOLE, Printed Name; Title: VP, FINANCE; Date: 1-23-03

Attorney General's  
Registry of Charitable Trusts

FEB 24 2003

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Factor Direct Ltd  
Campaign Expense Allocation

	\$ 6,002.00
Printing	\$ 139.37
Postage	\$ 351.40
Telephone	\$ 330.17
Payroll	\$ 2,054.88
Employee benefits	\$ 152.85
Rent	\$ 327.84
Office manager	\$ 711.42
Utilities	\$ 74.90
Equipment	\$ 72.53
Recruitment	\$ 51.09
Computer Programming	\$ 43.40
Office expenses	\$ 1,351.67
P.S. Fee/Profit	\$ 340.48
Total	\$ 6,002.00