

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

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 12586.1 (Recently enacted).

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



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

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) 7/1/2002, 200 , to 12/31/2002, 200
(Type of Activity)

Name and Address of Charitable Organization or Charitable Purposes:

CT No. _____ F.E.I.N. No. _____
American Red Cross, Los Angeles Chapter

Name of Charity
2700 Wilshire Blvd

Address of Charity
Los Angeles, Ca 90057

City, State, and ZIP Code of Charity
12/31/2002, 200
(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. _____
 - G. TOTAL REVENUE

44,972.00 A.
____ B.
____ C.
____ D.
____ E.
____ F.
____ Fb.
____ Fc.
____ Fd. 44,972.00 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. _____
 - N. TOTAL EXPENSES

____ A.
____ B.
____ C.
____ D.

Please see attached breakdown of expenses

____ Ma.
____ Mb.
____ Mc.
____ Md. 54,049.98 N.
(9,077.98) 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, direct 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 information is true and correct.

Thomas Gargel CEO 1/6/03
Printed Name Title Date

Signature for verifying the distribution.
James T. Haigwood, Chapter Executive Officer 1/29/03
Printed Name Title Date

Thomas E. Stephenson, Chief Financial Officer 1/29/03
Printed Name Title Date

Attorney General's
Registry of Charitable Trusts

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Factor Direct Ltd
Campaign Expense Allocation

	\$ 54,049.98
Printing	\$ 1,255.07
Postage	\$ 3,164.50
Telephone	\$ 2,973.29
Payroll	\$ 18,504.86
Employee benefits	\$ 1,376.44
Rent	\$ 2,952.31
Office manager	\$ 6,406.57
Utilities	\$ 674.54
Equipment	\$ 653.16
Recruitment	\$ 460.09
Computer Programming	\$ 390.79
Office expenses	\$ 12,172.23
P.S. Fee/Profit	\$ 3,066.12
Total	\$ 54,049.98