

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 12589)

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) 1/1/2002

(Type of Activity)

Name and Address of Charitable Organization or Charitable Purposes:

CT No. 89205 F.E.I.N. No. 13-11623829 American Society For The Prevention Of

Crueity Animals, The 424 East 92nd Street

Address of Charity New York NY 10128

City, State, and ZIP Code of Charity

200 to 12/31/2002 (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

- A. 188,887.00 B. C. D. E. Fa. Fb. Fc. Fd.

188,887.00 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. E. Ma. Mb. Mc. Md.

Please see attached breakdown of expenses

162,032.00 N. 20,855.00 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 and belief, the information is true and correct and complete.

Signature: Thomas Siegel, Title: CEO, Date: 1/3/03; Signature: Larry Hawk, Title: President + CEO, Date: 1/8/03; Signature: Stephen J. Russo, Title: SVP, Date: 1/10/03

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Factor Direct Ltd
Campaign Expense Allocation

| | |
|----------------------|---------------|
| | \$ 162,032.00 |
| Printing | \$ 3,762.48 |
| Postage | \$ 9,486.61 |
| Telephone | \$ 8,913.39 |
| Payroll | \$ 55,474.21 |
| Employee benefits | \$ 4,126.32 |
| Rent | \$ 8,850.50 |
| Office manager | \$ 19,205.72 |
| Utilities | \$ 2,022.14 |
| Equipment | \$ 1,958.04 |
| Recruitment | \$ 1,379.26 |
| Computer Programming | \$ 1,171.52 |
| Office expenses | \$ 36,490.14 |
| P.S. Fee/Profit | \$ 9,191.67 |
| Total | \$ 162,032.00 |