

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

Name and Address of Charitable Organization or Charitable Purposes:

CT No. 75273, F.E.I.N. No. 22-1912812, Multiple Sclerosis Association of America, Inc., Name of Charity, 706 Haddonfield Road, Address of Charity, Cherry Hill NJ 08002, City, State, and ZIP Code of Charity

Telemarketing held (on) (from) 1/1/2002, 200, to 6/14/2002, 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.
G. TOTAL REVENUE

\$ 538,194.94 A. B. C. D. E. Fa. Fb. Fc. Fd. \$ 538,194.94 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. L. Ma. Mb. Mc. Md. \$ 265,297.05 N. \$ 272,897.89 3.

Please see attached breakdown of expenses

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 [X] 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 report is true and complete.

Alan Factor President 8.5.02
Gary Wallace Chief Financial Officer 9/4/02
Neil Loren Director of Donor Relations 9/4/02

Attorney General's
Registry of Charitable Trusts

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Facter Direct Ltd
Campaign Expense Allocation

	\$ 265,297.05
	\$ 6,160.36
Printing	\$ 15,532.55
Postage	\$ 14,594.00
Telephone	\$ 90,828.64
Payroll	
	\$ 6,756.07
Employee benefits	\$ 14,491.04
Rent	\$ 31,445.77
Office manager	
	\$ 3,310.87
Utilities	\$ 3,205.93
Equipment	\$ 2,258.27
Recruitment	\$ 1,918.14
Computer Programming	\$ 59,745.77
Office expenses	
	\$ 15,049.64
P.S. Fee/Profit	
	\$ 265,297.05
Total	