

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)



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 10/10/2002 (Type of Activity)

Name and Address of Charitable Organization or Charitable Purposes:

CT No. 83916 F.E.I.N. No. 53-0225165

National Parks Conservation Association

Name of Charity

1300 19th St. NW

Address of Charity

Washington DC 20036

City, State, and ZIP Code of Charity

(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

203,036.00 A. B. C. D. E. Fa. Fb. Fc. Fd. 203,036.00 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

Please see attached breakdown of expenses K. L. Ma. Mb. Mc. Md. 179,094.74 N. 23,941.26 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 [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, information and belief, this report is true and correct.

Signature: Thomas Siegel, Title: CEO, Date: 11/18/02

Signature: Katharine Marshall, Title: CFO VP Operations, Date: 12/09/02

Signature: SANDRA A. ADAMS, Title: SR. VP, Date: 12/10/02

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Factor Direct Ltd
Campaign Expense Allocation

	\$ 179,094.74
Printing	\$ 4,158.69
Postage	\$ 10,485.59
Telephone	\$ 9,852.01
Payroll	\$ 61,315.91
Employee benefits	\$ 4,560.84
Rent	\$ 9,782.50
Office manager	\$ 21,228.17
Utilities	\$ 2,235.08
Equipment	\$ 2,164.24
Recruitment	\$ 1,524.50
Computer Programming	\$ 1,294.88
Office expenses	\$ 40,332.72
P.S. Fee/Profit	\$ 10,159.60
Total	\$ 179,094.74