

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

COMMERCIAL FUND-RAISER FOR CHARITABLE PURPOSES

2002 ANNUAL FINANCIAL REPORT  
(California Government Code Section 12589)



STREET ADDRESS:  
1300 I Street  
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

WEB SITE ADDRESS:  
<http://ag.ca.gov/charities/>

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 Fund-raiser:  414  Facter Direct LTD  11500 West Olympic Blvd., Suite 540  Los Angeles CA 90064	Name and Address of Charitable Organization:  CT No. <u>5430</u> F.E.I.N. No. <u>95-2211061</u>  Community Television of Southern California <del>Not a Charity</del> 4401 Sunset Blvd. Address of Charity Los Angeles CA 90027 City, State, and ZIP Code of Charity
--	---

Figures from (check one): National Campaign  California Campaign

Telemarketing held (on) (from) 11/1/2002, 20  , to 10/31/2003, 20    
 (Type of Activity) (Date or dates must be shown)

Is the contract between the commercial fund-raiser and charity based upon a fee or percentage of revenue? (check one)  
 Fee  Percentage   
 Other  If other, provide brief explanation \_\_\_\_\_

1. REVENUE

A. Cash contributions	<u>96,516.50</u>	A.
B. Entertainment sales or admission charges	_____	B.
C. Sales from products	_____	C.
D. Advertisement sales	_____	D.
E. Membership fees	_____	E.
F. Other sources: (Specify)		
a. _____	_____	Fa.
b. _____	_____	Fb.
c. _____	_____	Fc.
d. _____	_____	Fd.
G. TOTAL REVENUE	<u>96,516.50</u>	G.

2. EXPENSES

A. Fees or commissions	_____	A.
B. Salaries	_____	B.
C. Payroll taxes	_____	C.
D. Employee benefits	_____	
E. Cost of merchandise for resale	_____	
F. Cost of entertainment	_____	
G. Postage	_____	
H. Advertising	_____	
I. Telephone	_____	
J. Rental of equipment	_____	J.
K. Facilities charge	_____	K.
L. Permits	_____	L.
M. Other expenses: (Specify)		
a. _____	_____	Ma.
b. _____	_____	Mb.
c. _____	_____	Mc.
d. _____	_____	Md.
N. TOTAL EXPENSES	<u>19,070.00</u>	N.

PLEASE SEE ATTACHED  
BREAKDOWN OF EXPENSES

12/31/03

RECEIVED

APR 12 2004

Attorney General's  
Registry of Charitable Trusts

RECEIVED

FEB 03 2004

Attorney General's  
Registry of Charitable Trusts

410580

**COMMERCIAL FUND-RAISER FOR CHARITABLE PURPOSES**

**2002 ANNUAL FINANCIAL REPORT**

(California Government Code Section 12599)

Page 2

- 3. Amount to Charity (subtract line 2N from line 1G) 77,446.50 3.
- 4. Less additional fund-raising expenses paid by charity (to be completed by charity) — 4.
- 5. Less fair market value of goods and/or services used for the event which were paid by sponsor(s) — 5.
- 6. Net proceeds realized by charity from the campaign (subtract lines 4 and 5 from line 3) 77,446.50 6.

7. (a) Does any officer, director, partner or owner of the Commercial Fund-raiser have any affiliation with or control over, directly or indirectly, the charitable organization for which the Commercial Fund-raiser has contracted to solicit?

Yes  No If "yes," complete the following:

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

(b) For each affiliation identified in 7 (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, it is true, correct and complete.

\_\_\_\_\_  
 Signature of authorized officer (Commercial Fund-raiser) Thomas Siegel COO 12/5/03  
Printed Name Title Date

This report must be signed by two officers or directors of the charitable organization for verifying the distribution.

\_\_\_\_\_  
 Signature of authorized officer/director (Charity) Renée Williams VP Mktg. 1/6/04  
Printed Name Title Date

\_\_\_\_\_  
 Signature of authorized officer/director (Charity) Roger Workman Exec. Vice President 1/8/04  
Printed Name Title Date

Factor Direct Ltd  
Campaign Expense Allocation

	\$	19,070.00
Printing	\$	442.82
Postage	\$	1,116.51
Telephone	\$	1,049.04
Payroll	\$	6,528.92
Employee benefits	\$	485.64
Rent	\$	1,041.64
Office manager	\$	2,260.38
Utilities	\$	237.99
Equipment	\$	230.45
Recruitment	\$	162.33
Computer Programming	\$	137.88
Office expenses	\$	4,294.63
P.S. Fee/Profit	\$	1,081.79
Total	\$	19,070.00