

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

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

COMMERCIAL FUND-RAISER FOR CHARITABLE PURPOSES

2003 2002 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

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: American Trade and Convention Publications, Inc. 312 East Wisconsin Avenue, Suite 314 Milwaukee WI 53202
Name and Address of Charitable Organization: Military Order of the Purple Heart Service Foundation, Inc. 7008 Little River Turnpike, Suite 1 Annandale VA 22003

Figures from (check one): National Campaign [ ] California Campaign [ ]
Telemarketing held (on) (from) 1/1/2003, 20 to 12/31/2003, 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)
If other, provide brief explanation
Fee [ ] Percentage [ ] Other [ ]

Table with 2 columns: Description and Amount. Section 1: REVENUE. A. Cash contributions: 3,290,655. 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: 3,290,655

Table with 2 columns: Description and Amount. Section 2: EXPENSES. A. Fees or commissions: 2,629,657. 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. solicitation materials: 58,010; b. overhead: 82,266; c. bank fees: 21,750; d. legal/registrations: 150. N. TOTAL EXPENSES: 162,176

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2002 ANNUAL FINANCIAL REPORT**

(California Government Code Section 12599)

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3. Amount to Charity (subtract line 2N from line 1G)	<u>498,822</u>	3.
4. Less additional fund-raising expenses paid by charity (to be completed by charity)	<u>                    </u>	4.
5. Less fair market value of goods and/or services used for the event which were paid by sponsor(s)	<u>                    </u>	5.
6. Net proceeds realized by charity from the campaign (subtract lines 4 and 5 from line 3)	<u>498,822</u>	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.

	David Winograd	President	
Signature of authorized officer (Commercial Fund-raiser)	Printed Name	Title	Date

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

	<u>JAMES M. BAYLOCK</u>	President	05-08-04
Signature of authorized officer/director (Charity)	Printed Name	Title	Date

	<u>THOMAS F. SHARPE</u>	TREASURER	05-10-04
Signature of authorized officer/director (Charity)	Printed Name	Title	Date

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