

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

STREET ADDRESS: 1300 I Street, Sacramento, CA 95814, Telephone: (916) 223-5070

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

COMMERCIAL FUNDRAISER FOR CHARITABLE PURPOSES ANNUAL FINANCIAL REPORT FOR 20 03 (California Government Code Section 12598)

Failure to file annual financial report by January 30th annually for each calendar year of solicitation may result in late fees as defined in Government Code Section 12588.1

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 Fundraiser: GIFT PLANNING DIRECT, LLC, 11500 W OLYMPIC, SUITE 540, LOS ANGELES, CA 90064. Name and Address of Charitable Organization: CENTER FOR SCIENCE IN PUBLIC INTEREST, 1875 Connecticut Ave, NW #300, WASHINGTON, DC 20001.

Figures from (check one): National Campaign [X] California Campaign [] hold (on) (from) 10/1/2003 to 12/31/2003 (Type of activity) MAIL (Date or dates must be shown)

Is the contract between the commercial fundraiser and charity based upon a fee or percentage of revenue? Fee [X] Percentage [] Other [] If other, provide brief explanation

- 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. Expect revenues to be collected over the next ten years as a result of estate planning education of member prospects (see attached explanation) Fb. Fc. Fd. * 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. Please see attached breakdown of expenses Ma. Mb. Mc. Md. \$22,000.00 N.

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Attorney General's
Registry of Charitable Trusts

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COMMERCIAL FUNDRAISER FOR CHARITABLE PURPOSES ANNUAL FINANCIAL REPORT FOR 20

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- 3. Amount to charity (subtract line 2N from line 1G)
4. Less additional fundraising expenses paid by charity including fee paid to commercial fundraiser (to be completed by charity)
5. Less fair market value of goods and/or services used for the event which were paid by sponsor(s)
6. Net proceeds realized by charity from the campaign (subtract lines 4 and 5 from line 3)
7. (a) Does any officer, director, partner or owner of the commercial fundraiser have any affiliation with or control over, directly or indirectly, the charitable organization for which the commercial fundraiser has contracted to solicit?
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 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 (CHARITY) MICHAEL F JACOBSON EXECUTIVE + BOARD DIRECTOR 1-21-04

This report must be signed by two officers or directors of the charitable organization for verification. PENN STAPLES DEVELOPMENT DIRECTOR 1-21-04

Signature of authorized officer/director (COMMERCIAL FUNDRAISER) Thomas Siegel PRESIDENT 1-23-04

GIFT PLANNING DIRECT EXPENSE ALLOCATION

	22,000.00
PRINTING EXPENSES	3,329.65
SUB CONTRACT EXPENSES	3,660.80
PROGRAM MANAGEMENT EXPENSES	505.06
SALARY/CONSULTANT EXPENSES	2,322.66
	0.00
LICENCING/REGISTRATION FEES	1,407.37
DEPRECIATION	72.19
GENERAL OFFICE	203.97
	0.00
	0.00
	0.00
	0.00
	0.00
	0.00
	0.00
	0.00
GROSS PROFIT	10,498.30
Total	22,000.00