

Office of the Attorney General
Registry of Charitable Trusts
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COMMERCIAL FUND-RAISER FOR CHARITABLE PURPOSES

2002 ANNUAL FINANCIAL REPORT
(California Government Code Section 12588)

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: Univision Marketing Group, Inc. 6 Lansing Square Toronto, Ontario M2J 1T5	849	Name and Address of Charitable Organization: CT No. 2150 F.E.I.N. No. 35-1044585 ALSAC/ST. JUDE Name of Charity 501 St Jude Place Address of Charity Memphis TN 38105 City, State, and ZIP Code of Charity
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Figures from (check one): National Campaign California Campaign

Telemarketing held (on) (from) 2/1/2003, 20 to 6/4/2003, 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
If other, provide brief explanation Other

1. REVENUE

A. Cash contributions	\$ 178,749.49	A.
B. Entertainment sales or admission charges	\$ 0	B.
C. Sales from products	\$ 0	C.
D. Advertisement sales	\$ 0	D.
E. Membership fees	\$ 0	E.
F. Other sources: (Specify)	\$ 0	Fa.
a. _____	\$ 0	Fb.
b. _____	\$ 0	Fc.
c. _____	\$ 0	Fd.
d. _____	\$ 0	
G. TOTAL REVENUE		

\$178,749.49

2. EXPENSES

A. Fees or commissions	\$ 37,468.36	A.
B. Salaries	\$ 0	B.
C. Payroll taxes	\$ 0	C.
D. Employee benefits	\$ 0	D.
E. Cost of merchandise for resale	\$ 0	E.
F. Cost of entertainment	\$ 0	F.
G. Postage	\$ 509.62	G.
H. Advertising	\$ 0	H.
I. Telephone	\$ 0	I.
J. Rental of equipment	\$ 0	J.
K. Facilities charge	\$ 0	K.
L. Permits	\$ 0	L.
M. Other expenses: (Specify)	\$ 0	Ma.
a. _____	\$ 0	Mb.
b. _____	\$ 0	Mc.
c. _____	\$ 0	Md.
d. _____	\$ 0	
N. TOTAL EXPENSES		

\$37,977.98

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2002 ANNUAL FINANCIAL REPORT

(California Government Code Section 12599)

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CA

- 3. Amount to Charity (subtract line 2N from line 1G) \$140,711.51 3.
- 4. Less additional fund-raising expenses paid by charity (to be completed by charity) \$0.00 4.
- 5. Less fair market value of goods and/or services used for the event which were paid by sponsor(s) \$0.00 5.
- 6. Net proceeds realized by charity from the campaign (subtract lines 4 and 5 from line 3) \$140,711.51 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) David Parkinson Printed Name COO Title 10/29/03 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) RANDY NICHOLS Printed Name Sr. VP. Title 10/22/03 Date

Signature of authorized officer/director (Charity) DAVID L. MCKEE Printed Name COO Title 10/29/03 Date

Univision specializes in the generation of sustained, multi-year monthly donation income for its clients. Therefore this limited time financial report cannot accurately reflect the true income generated by this campaign. The true income will be higher when the lifetime of the multi-year, monthly donations are included.

Pledged donations are recorded as \$0 due to the nature of the campaign. Donors were asked to give their time, rather than money, to speak with family and friends about making a donation to ALSAC St. Jude Children's Research Hospital. The family and friends donations are listed as the fulfilled dollars.

SJH101/2/3

California

Date Done

20-Oct-03

Due Date

Period

Feb 1, 2003 - Jun 4, 2003

Criteria - Percent of calling

			6.478%		
SJH102	Total	Percent	Calculation	% of Gross	
Postage	\$7,866.94	6.478%	\$509.62	0.95%	
Calling Costs	\$488,929.52	6.478%	\$31,672.70	59.03%	
Total Expenses			\$32,182.32	59.98%	
Fulfillment	\$1,931,137.86	6.478%	\$125,098.50		

			4.982%		
SJH103	Total	Percent	Calculation	% of Gross	
Postage	\$0.00	4.982%	\$0.00	0.00%	
Calling Costs	\$116,332.04	4.982%	\$5,795.66	10.80%	
Total Expenses			\$5,795.66	10.80%	
Fulfillment	\$1,076,896.79	4.982%	\$53,650.99		

Total Postage **\$509.62**
Total Calling **\$37,468.36**

Proceeds to Charity	\$140,771.51
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(Fmt - Calling costs - Postage)

% Charity rec'd 78.75%

Campaign	% of Total	\$ Fulfilled In California	Fulfilled Nationally
SJH102	6.478%	\$125,098.50	\$1,931,137.86
SJH103	4.982%	\$53,650.99	\$1,076,896.79
Total		\$178,749.49	\$3,008,034.65
Overall for California			5.942%