849-17

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) 323-5079

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

COMMERCIAL FUNDRAISER FOR CHARITABLE PURPOSES

ANNUAL FINANCIAL REPORT FOR 2004

(California Government Code Section 12599)

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 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 Fundraiser: 849

Univision Marketing Group, Inc.
6 Lansing Square, Suite 100
Toronto, Ontario M2J 1T5

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

Figures from (check one): National Campaign ☐ California Campaign ☐

Telemarketing held (on) (from) 6/5/2003, 20__, to 1/31/2004, 20__
(Type of activity) (Date or dates must be shown)

Is the contract between the commercial fundraiser and charity based upon a fee or percentage of revenue? Fee ☒ Percentage ☐ Other ☐
If other, provide brief explanation fee & reimbursement of expenses

1. REVENUE

A. Cash contributions	$178,749.49	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	$178,749.49	G.

2. EXPENSES

A. Fees or commissions		A.
B. Salaries		B.
C. Payroll taxes		C.
D. Employee benefits		D.
E. Cost of merchandise for resale		E.
F. Cost of entertainment		F.
G. Postage	$2,043.81	G.
H. Advertising		H.
I. Telephone		I.
J. Rental of equipment		J.
K. Facilities charge		K.
L. Permits		L.
M. Other expenses: (Specify)		
a. calling cost	$11,210.32	Ma.
b.		Mb.
c.		Mc.
d.		Md.
N. TOTAL EXPENSES	13,254.13	

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COMMERCIAL FUNDRAISER FOR CHARITABLE PURPOSES
ANNUAL FINANCIAL REPORT FOR 20____
(California Government Code Section 12599)
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3.	Amount to charity (subtract line 2N from line 1G)	165,495.36 3.
4.	Less additional fundraising expenses paid by charity including fee paid to commercial fundraiser (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)	165,495.36 6.

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?

☐ Yes ☒ No If "yes" complete the following:

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.

David Parkinson C.O.O. 02/03/04
Signature of authorized officer (commercial fundraiser) — Printed name — Title — Date

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

RANDY NICHOLS SRVP 2/24/04
Signature of authorized officer/director (charity) — Printed name — Title — Date

DAVID L. MCKEE COO 2/24/04
Signature of authorized officer/director (charity) — Printed name — Title — Date

These results reflect California only.

CT-2cf (8/2003)

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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.