

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 ANNUAL FINANCIAL REPORT

(California Government Code Section 12599)

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: The Heritage Company, Inc. 2402 Wildwood Avenue, Suite 500 Sherwood, AR 72120
Name and Address of Charitable Organization: Mothers Against Drunk Driving 511 E. John Carpenter Freeway, Suite 700 Irving, TX 75062

Figures from (check one): National Campaign [] California Campaign [X] Telemarketing held (on) (from) 1/1/03, 20 to 12/31/03, 20

Is the contract between the commercial fund-raiser and charity based upon a fee or percentage of revenue? (check one) Fee [X] Percentage [] Other []

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) G. TOTAL REVENUE \$493,465.58 G.

2. EXPENSES See attached itemization 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) N. TOTAL EXPENSES \$297,656.37 N.

RECEIVED

FEB 17 2004

Attorney General's
Registry of Charitable Trusts

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3. Amount to Charity (subtract line 2N from line 1G)	\$246,732.79	3.
4. Less additional fund-raising expenses paid by charity (to be completed by charity)	0	4.
5. Less fair market value of goods and/or services used for the event which were paid by sponsor(s)	0	5.
6. Net proceeds realized by charity from the campaign (subtract lines 4 and 5 from line 3)	\$246,732.79	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)
Glenda Keenihan
Secretary/Treasurer
1/14/04

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

Signature of authorized officer/director (Charity)
Michelle Smallwood
CFO
1-20-04

Signature of authorized officer/director (Charity)
Kyle Ward
Deputy Executive Director
1-20-04

CAMPAIGN FINANCIAL REPORT

THE HERITAGE COMPANY

(Name of Professional Solicitor)

_____ *(Registration Number)*

MOTHERS AGAINST DRUNK DRIVING - CALIFORNIA

(Name of Charitable Organization or Sponsor)

For the period beginning 01/01/03 through 12/31/03

GROSS REVENUE	<u>493,465.58</u>		
EXPENSES			
SALARIES, WAGES, COMMISSIONS	<u>108,399.06</u>		
PROMOTIONAL FEES	<u>14,603.49</u>		
POSTAGE	<u>5,880.60</u>		
TELEPHONE	<u>80,466.21</u>		
RENT	<u>30,971.16</u>		
SUPPLIES	<u>3,332.34</u>		
LICENSES, PERMITS	<u>5,488.56</u>		
ADVERTISING	<u>6,860.70</u>		
ACCOUNTING/DATA PROCESSING	<u>38,615.94</u>		
LIST PREPARATION	<u>3,038.31</u>		
OTHER:			
_____	_____		
_____	_____		
_____	_____		
TOTAL EXPENSES	<u>297,656.37</u>	60.32%	
Net Proceeds	<u>195,809.21</u>		39.68%
Amount Retained by Charitable Organization or Sponsor	<u>246,732.79</u>		50.00%
Percentage of Funds Received by Charitable Organization or Sponsor	<u>50.00%</u>		
<i>(Amount Retained by the Charitable Organization or Sponsor divided by Gross Revenue)</i>			
Net Income/Loss (-) to THC	<u>-50,923.58</u>		-10.32%
<i>(pending ongoing collections & reconciliations)</i>			

1/8/2004

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