

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

COMMERCIAL FUNDRAISER FOR CHARITABLE PURPOSES

ANNUAL FINANCIAL REPORT FOR 20 04
(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.



104-4

STREET ADDRESS:
1300 I Street
Sacramento, CA 95814
Telephone: (916) 323-6079

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

Name and Address of Commercial Fundraiser: CF#: 104 <u>Aria Communications Corporation</u> Name of commercial fundraiser <u>717 West St. Germain Street</u> Address of commercial fundraiser <u>St. Cloud, MN 56301</u> City, State, and ZIP Code	Name and Address of Charitable Organization: CT No. <u>6102</u> F.E.I.N. No. _____ <u>San Diego State University Foundation,</u> <u>KPBS Public Radio and Television</u> Name of charity <u>5200 Campanile Drive</u> Address of charity <u>San Diego, CA 92182-5400</u> City, State, and ZIP code of charity
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Figures from (check one): National Campaign California Campaign

Telefundraising held (on) (from) Jan. 1, 2004 to July 7, 2004
(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 Contact rate plus fees and expenses.

1. REVENUE

A. Cash contributions	<u>\$182,790.00</u>	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		

\$182,790.00 ✓

2. EXPENSES

A. Fees or commissions <u>Telemarketing</u>	<u>\$62,465.10</u>	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	<u>1,151.75</u>	G.
H. Advertising	_____	H.
I. Telephone	_____	I.
J. Rental of equipment	_____	J.
K. Facilities charge	_____	K.
L. Permits	_____	L.
M. Other expenses: (Specify)		
a. <u>Set Up, Compliance & List Fees</u>	<u>450.00</u>	Ma.
b. <u>Telematch</u>	<u>391.09</u>	Mb.
c. <u>Reminders</u>	<u>4,064.00</u>	Mc.
d. <u>Credit Card Fee</u>	<u>2,222.50</u>	Md.
N. TOTAL EXPENSES		

\$70,744.44 N.

RECEIVED

JAN 31 2005

Attorney General's
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Page 2

- 3. Amount to charity (subtract line 2H from line 1G) \$112,045.56 3.
- 4. Less additional fundraising expenses paid by charity including fee paid to commercial fundraiser (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) \$112,045.56 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
N/A		

(b) For each affiliation identified in 7(a), attach copy of the contract between the commercial fundraiser and the charity.

N/A

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 fundraiser) Linda C. Palmer, V.P. Compliance 12/28/04
 Printed name Title Date

This report must be signed by two officers or directors of the charitable organization for verification.
CHARLOTTE ALBERGETIS
DIRECTOR OF MARKETING 1/21/05
 Signature of authorized officer/director (charity) Printed name Title Date

Thomas Karlo 1/24/05
 Signature of authorized officer/director (charity) Printed name Title Date

KPBS PUBLIC RADIO AND TELEVISION

January 1, 2004 - July 7, 2004
July 27, 2004 - December 31, 2004

PLEGGED DOLLARS	\$ 243,305.00
FULFILLED DOLLARS	\$ 182,790.00
UNCOLLECTED PLEDGES	\$ 60,515.00
EXPENSES:	
Telemarketing	\$ 62,465.10
Set Up Fee	\$ 150.00
Compliance Fee	\$ 250.00
List Processing Fee	\$ 50.00
Telematch	\$ 391.09
Reminders	\$ 4,064.00
Credit Card Fee	\$ 2,222.50
Postage	\$ 1,141.08
Mailings	\$ 10.67
Total Expenses:	\$ 70,744.44
Amount Retained by Client:	\$ 112,045.56
Percent Retained by Client:	61.30%
Percent Paid to Aria Communications Corporation:	38.70%