

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)



STREET ADDRESS:
1300 I Street
Sacramento, CA 95814
Telephone: (916) 323-5079

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

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

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: #109		Name and Address of Charitable Organization:	
The Heritage Company, Inc.		CT No. <u>100686</u> F.E.I.N. No. _____	
Name of commercial fundraiser		Special Olympics Southern California	
2402 Wildwood Avenue		Name of charity	
Address of commercial fundraiser		5875 Green Valley Circle, Suite 200	
Sherwood AR 72120		Address of charity	
City, State, and ZIP Code		Culver City CA 90230-6601	
		City, State, and ZIP code of charity	

Figures from (check one): National Campaign California Campaign

Telemarketing held (on) (from) 1/1, 20 04 to 12/31, 20 04
(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 _____

1. REVENUE

- A. Cash contributions \$479,148.93 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.

\$479,148.93 G.

2. EXPENSES

- A. Fees or commissions See attached itemization 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 _____ G.
- H. Advertising _____ H.
- I. Telephone _____ I.
- J. Rental of equipment _____ J.
- K. Facilities charge _____ K.
- L. Permits _____ L.
- M. Other expenses: (Specify)
 - a. _____ Ma.
 - b. _____ Mb.
 - c. _____ Mc.
 - d. _____ Md.

\$304,148.93 N.

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3. Amount to charity (subtract line 2N from line 1G)	\$175,000.00	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)	\$175,000.00	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
See attached list of officers and directors		

(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 fundraiser: Glenda Keenihan Printed name: Glenda Keenihan Title: Secretary/Treasurer Date: 4/5/05

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

Signature of authorized officer/director (charity): Michael Zelzoff Printed name: Michael Zelzoff Title: UP Date: 3/28/05

Signature of authorized officer/director (charity): Kathy Walsh Printed name: Kathy Walsh Title: CFO Date: 3/31/05

CAMPAIGN FINANCIAL REPORT

THE HERITAGE COMPANY

(Name of Professional Solicitor)

(Registration Number)

SPECIAL OLYMPICS - SOUTHERN CALIFORNIA

For the period beginning 01/01/04 through 12/31/04

GROSS REVENUE	<u>479,148.93</u>		
EXPENSES			
SALARIES, WAGES, COMMISSIONS	<u>129,733.80</u>		
PROMOTIONAL FEES	<u>17,477.70</u>		
POSTAGE	<u>7,038.00</u>		
TELEPHONE	<u>96,303.30</u>		
RENT	<u>37,066.80</u>		
SUPPLIES	<u>3,988.20</u>		
LICENSES, PERMITS	<u>6,568.80</u>		
ADVERTISING	<u>8,211.00</u>		
ACCOUNTING/DATA PROCESSING	<u>46,216.20</u>		
LIST PREPARATION	<u>3,636.30</u>		
OTHER:	<u> </u>		
	<u> </u>		
	<u> </u>		
	<u> </u>		
TOTAL EXPENSES	<u>356,240.10</u>	74.35%	
Net Proceeds		<u>122,908.83</u>	25.65%
Amount Retained by Charitable Organization or Sponsor		<u>175,000.00</u>	36.52%
Percentage of Funds Received by Charitable Organization or Sponsor		<u>36.52%</u>	
<i>(Amount Retained by the Charitable Organization or Sponsor divided by Gross Revenue)</i>			
Net Income/Loss (-) to THC		<u>-52,091.17</u>	-10.87%
<i>(pending ongoing collections & reconciliations)</i>			