

MAIL TO:
Office of the Attorney General
Registry of Charitable Trusts
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Sacramento, CA 95814
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<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.



109.7

<p>Name and Address of Commercial Fundraiser: 109</p> <p><u>The Heritage Company, Inc.</u> Name of commercial fundraiser</p> <p><u>2402 Wildwood Avenue</u> Address of commercial fundraiser</p> <p><u>Sherwood</u> <u>AR</u> <u>72120</u> City, State, and ZIP Code</p>	<p>Name and Address of Charitable Organization:</p> <p>CT No. <u>42293</u> F.E.I.N. No. _____</p> <p><u>Mothers Against Drunk Driving (business)</u> Name of charity</p> <p><u>511 E. John Carpenter Freeway, Suite 700</u> Address of charity</p> <p><u>Irving</u> <u>TX</u> <u>75062</u> City, State, and ZIP code of charity</p>
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Figures from (check one): National Campaign California Campaign

Telemarketing _____ held (on) (from) 7/1, 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	\$6,665.00	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)	_____	Fa.
a. _____	_____	Fb.
b. _____	_____	Fc.
c. _____	_____	Fd.
G. TOTAL REVENUE	\$6,665.00	G. ✓

2. EXPENSES

A. Fees or commissions	\$198.17	A.
B. Salaries	\$764.27	B.
C. Payroll taxes	_____	C.
D. Employee benefits	_____	D.
E. Cost of merchandise for resale	_____	E.
F. Cost of entertainment	_____	F.
G. Postage	\$79.80	G.
H. Advertising	\$93.10	H.
I. Telephone	\$1,091.93	I.
J. Rental of equipment	\$420.28	J.
K. Facilities charge	_____	K.
L. Permits	\$74.48	L.
M. Other expenses: (Specify)	_____	Ma.
a. <u>Supplies</u>	\$45.22	Ma.
b. <u>Accounting/Data Processing</u>	\$524.02	Mb.
c. <u>List Preparation</u>	\$41.23	Mc.
d. _____	_____	Md.
N. TOTAL EXPENSES	\$3,332.50	N.

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SECRET

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ANNUAL FINANCIAL REPORT FOR 20**

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3. Amount to charity (subtract line 2N from line 1G) \$3,332.50 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) \$3,332.50 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 Secretary/Treasurer Title 1/31/05 Date

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

Signature of authorized officer/director (charity) Michelle Smallwood Printed name CFO Title 2-24-05 Date

Signature of authorized officer/director (charity) Kyle Ward Printed name Asst. Secretary Title 2/24/05 Date

CAMPAIGN FINANCIAL REPORT

THE HERITAGE COMPANY

(Name of Professional Solicitor)

(Registration Number)

MOTHERS AGAINST DRUNK DRIVING - CALIFORNIA (Business)

(Name of Charitable Organization or Sponsor)

For the period beginning 07/01/04 through 12/31/04

GROSS REVENUE	<u>6,665.00</u>		
EXPENSES			
SALARIES, WAGES, COMMISSIONS	<u>1,470.98</u>		
PROMOTIONAL FEES	<u>198.17</u>		
POSTAGE	<u>79.80</u>		
TELEPHONE	<u>1,091.93</u>		
RENT	<u>420.28</u>		
SUPPLIES	<u>45.22</u>		
LICENSES, PERMITS	<u>74.48</u>		
ADVERTISING	<u>93.10</u>		
ACCOUNTING/DATA PROCESSING	<u>524.02</u>		
LIST PREPARATION	<u>41.23</u>		
OTHER:	_____		
_____	_____		
_____	_____		
_____	_____		
TOTAL EXPENSES	<u>4,039.21</u>	60.60%	
Net Proceeds	<u>2,625.79</u>		39.40%
Amount Retained by Charitable Organization or Sponsor	<u>3,332.50</u>		50.00%
Percentage of Funds Received by Charitable Organization or Sponsor <i>(Amount Retained by the Charitable Organization or Sponsor divided by Gross Revenue)</i>	<u>50.00%</u>		
Net Income/Loss (-) to THC <i>(pending ongoing collections & reconciliations)</i>	<u>-706.71</u>		-10.60%