

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 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.

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

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

Form with two columns: Name and Address of Commercial Fundraiser (The Heritage Company, Inc., 2402 Wildwood Avenue, Sherwood AR 72120) and Name and Address of Charitable Organization (Mothers Against Drunk Driving (Business), 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, 20 04, to 6/30, 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 [X] Percentage [ ] Other [ ] If other, provide brief explanation

1. REVENUE

- A. Cash contributions \$12,064.00
B. Entertainment sales or admission charges
C. Sales from products
D. Advertisement sales
E. Membership fees
F. Other sources: (Specify)
G. TOTAL REVENUE \$12,064.00

2. EXPENSES

- A. Fees or commissions See attached itemization
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 \$6,032.00

RECEIVED

MAY 02 2005

Attorney General's  
Registry of Charitable Trusts

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3. Amount to charity (subtract line 2N from line 1G) \$6,032.00 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) \$6,032.00 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.

Glenda Keenihan Secretary/Treasurer 2/18/05  
 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.

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

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

