

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 12598.1

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/>

Name and Address of Commercial Fundraiser:

Tarlov Associates, Inc. 126

Name of commercial fundraiser

1950 Sawtelle Blvd, #288

Address of commercial fundraiser

Los Angeles, CA 90025

City, State, and ZIP Code

Name and Address of Charitable Organization:

CT No. **CE126 53287** F.E.I.N. No. _____

Alzheimer's Association

Name of charity

5900 Wilshire Blvd., #1100

Address of charity

Los Angeles CA 90036

City, State, and ZIP code of charity

Figures from (check one): National Campaign California Campaign

Dinner

(Type of activity)

held (on) (from) **January 4**, 20**04**, to **March 4**, 20**04**

(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	<u>59,490.00</u>	A.
B. Entertainment sales or admission charges	<u>1,020,300.00</u>	B.
C. Sales from products	_____	C.
D. Advertisement and XXX Space	<u>62,000.00</u>	D.
E. Membership fees	_____	E.
F. Other sources: (Specify)		
a. Pledges	<u>27,700.00</u>	Fa.
b. _____	_____	Fb.
c. _____	_____	Fc.
d. _____	_____	Fd.
G. TOTAL REVENUE	\$1,159,490.00	G.

2. EXPENSES

A. Fees or commissions	<u>19,000.00</u>	A.
B. Salaries	_____	B.
C. Payroll taxes	_____	C.
D. Employee benefits	_____	D.
E. Cost of merchandise for resale	_____	E.
F. Cost of entertainment /Music	<u>31,287.89</u>	F.
G. Postage /Printing	<u>28,897.00</u>	G.
H. Advertising /Publicity	<u>7,100.00</u>	H.
I. Telephone	<u>650.51</u>	I.
J. Rental of equipment	<u>5,397.51</u>	J.
K. Facilities charge /Dinner	<u>124,738.00</u>	K.
L. Permits	_____	L.
M. Other expenses: (Specify)		
a. Awards	<u>908.87</u>	Ma.
b. Decorations/Costumes	<u>26,691.00</u>	Mb.
c. Security	<u>162.75</u>	Mc.
d. _____	_____	Md.
N. TOTAL EXPENSES	\$ 244,833.62	N.

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3. Amount to charity (subtract line 2N from line 1G) \$923,271.40 3.
4. Less additional fundraising expenses paid by charity including fee paid to commercial fundraiser (to be completed by charity) _____ 4.
5. Less fair market value of goods and/or services used for the event which were paid by sponsor(s) _____ 5.
6. Net proceeds realized by charity from the campaign (subtract lines 4 and 5 from line 3) _____ 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

(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.

LORI WILLIAMS OFFICE ADMIN. 12/9/04
 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.

Peter Braun Executive Director 12-20-04
 Signature of authorized officer/director (charity) Printed name Title Date

Judy Wunsch Board
 Signature of authorized officer/director (charity) Printed name Title Date

RECEIVED
 FEB 08 2005
 Attorney General's Office
 Department of Corporations