

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<sup>04</sup>

(California Government Code sections 12586 and 12599)  
11 Cal. Code Regs. section 308

Failure to file annual financial report by January 30<sup>th</sup> annually for each calendar year of solicitation may result in late fees as defined in Government Code section 12586.1



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

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

An annual financial report must be filed for each event for each charity solicited for during the previous calendar year.

<b>Name and Address of Commercial Fundraiser for Charitable Purposes:</b> CF No. <u>147</u> <u>GORDON AND SCHWENKMEYER, INC</u> Name of commercial fundraiser for charitable purposes <u>300 N SEPULVEDA BLVD SUITE #2050</u> Address of commercial fundraiser for charitable purposes <u>EL SEGUNDO, CA 90245</u> City, State, and ZIP Code of commercial fundraiser for charitable purposes	<b>Name and Address of Charitable Organization:</b> CT No. <u>97702</u> F.E.I.N. No. _____ <u>N.A.R.A.L.</u> Name of charity <u>1156 15TH STREET NW</u> Address of charity <u>WASHINGTON, DC 20005</u> City, State, and ZIP code of charity
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Figures from (check one): National Campaign  California Campaign

TELEMARKETING/FUNDRAISING held (on) (from) JANUARY 1, 20 04, to DECEMBER 31, 20 04  
(Type of activity) (Date or dates must be shown)

Is the contract between the commercial fundraiser for charitable purposes and charity based upon a fee or percentage of revenue? Fee  Percentage  Other   
if other, provide brief explanation \_\_\_\_\_

<b>1. REVENUE</b>			
A. Cash contributions	\$ 322,249.70	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			\$ 322,686.50 G.
<b>2. EXPENSES</b>			
A. Fees or commissions	\$ 283,524.31	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. <u>BANK CHARGES</u>	\$ 2,571.90	Ma.	
b. _____	_____	Mb.	
c. _____	_____	Mc.	
d. _____	_____	Md.	
N. TOTAL EXPENSES			\$ 286,096.21 N.

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3. Amount to charity (subtract line 2N from line 1G)	\$ 36,590.29	3.
4. Less additional fundraising expenses paid by charity including fee paid to commercial fundraiser for charitable purposes (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)	\$ 36,590.29	6. ✓

7. (a) Is any director, officer, or employee of the commercial fundraiser for charitable purposes a director, officer, or employee of the charitable organization listed in this report?  
 Yes  No If "yes" complete the following:

Name and address of director, officer, or employee of commercial fundraiser for charitable purposes	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 for charitable purposes 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.

KRISTEN L SCHWENKMEYER SEC/TREAS 08/11/2005

Signature of authorized officer (commercial fundraiser for charitable purposes) Printed name Title Date

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

Signature of authorized officer/director (charity) JEN RAY COO 8/16/05  
 Printed name Title Date

Signature of authorized officer/director (charity) JOHN M. BOTT CFO 8/16/05  
 Printed name Title Date

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9/2/05