

MAIL TO: Office of the Attorney General Registry of Charitable Trusts P.O. Box 903447 Sacramento, CA 94203-4470

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

WEB SITE ADDRESS: 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 12585.1

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: 258 PUBLIC INTEREST COMMUNICATIONS, INC. 7700 LEESBURG PIKE, SUITE 301 NORTH FALLS CHURCH, VA 22043
Name and Address of Charitable Organization: CT No. 25759 F.E.I.N. No. Brady Campaign To Prevent Gun Violence 1225 I Street NW, Suite 1100 Washington, DC 20005

Figures from (check one): National Campaign [x] California Campaign []
TELEMARKETING held (on) (from) July 1, 2003 to June 30, 2004
(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 540,391 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.
d.

540,391 o. ✓

G. TOTAL REVENUE
2. EXPENSES (SEE ATTACHED)
A. Fees or commissions 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) Ma.
a. Mb.
b. Mc.
c. Md.
d.

260,099.47N

N. TOTAL EXPENSES

Registry of Charitable Trusts
Attorney General's

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- 3. Amount to charity (subtract line 2N from line 1G) 280,291.53
- 4. Less additional fundraising expenses paid by charity including fee paid to commercial fundraiser (to be completed by charity) 0 4.
- 5. Less fair market value of goods and/or services used for the event which were paid by sponsor(s) N/A 5.
- 6. Net proceeds realized by charity from the campaign (subtract lines 4 and 5 from line 3) 280,291.53 ✓

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.

Signature of authorized officer (commercial fundraiser) JOYCE M BRUNDAGE VP 8-4-04
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) C F Carr VP-COO 7/29/04
Printed name Title Date

Signature of authorized officer/director (charity) MARK INGRAM Treasurer 7/29/04
Printed name Title Date

**BRADY CAMPAIGN TO PREVENT GUN VIOLENCE
CAMPAIGN EXPENSES**

Professional Fundraiser's Fee \$ 230,618.10

Campaign Expenses

Postal Verif. Fees	\$ 208.00
Computer Services	\$ 150.96
Clerical	\$ 42.00
Messenger Services	\$ 924.60
Number Searching	\$ 4,565.28
Postage	\$ 15,829.81
Production	\$ 7,381.30
State Registration	\$ 330.00
Overnight Delivery	\$ 49.42

Total Campaign Expenses \$ 29,481.37

TOTAL FEES AND EXPENSES..... \$ 260,099.47