

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 12596.1

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/>

| | |
|--|---|
| <p>Name and Address of Commercial Fundraiser: <u>258</u></p> <p><u>PUBLIC INTEREST COMMUNICATIONS, INC.</u></p> <p>Name of commercial fundraiser</p> <p><u>7700 LEESBURG PIKE, SUITE 301 NORTH</u></p> <p>Address of commercial fundraiser</p> <p><u>FALLS CHURCH, VA 22043</u></p> <p>City, State, and ZIP Code</p> | <p>Name and Address of Charitable Organization:</p> <p>GT No. <u>472293</u> F.E.I.N. No. _____</p> <p><u>Mothers Against Drunk Driving</u></p> <p>Name of charity</p> <p><u>511 East John Carpenter Fwy.</u></p> <p>Address of charity</p> <p><u>Irving, TX 75062</u></p> <p>City, State, and ZIP code of charity</p> |
|--|---|

Figures from (check one): National Campaign California Campaign

TELEMARKETING

(Type of activity)

held (on) (from) December 11, 2003 to December 10, 2004

(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 401,360.48 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) _____ F.
- a. _____ Fb.
- b. _____ Fc.
- c. _____ Fd.
- d. _____
- G. TOTAL REVENUE 401,360.48 G.

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) _____ M.
- a. _____ Ma.
- b. _____ Mb.
- c. _____ Mc.
- d. _____ Md.
- N. TOTAL EXPENSES 156,660.85 N.

RECEIVED
FEB 07 2005
Registry of Charitable Trusts
Attorney General's

**COMMERCIAL FUNDRAISER FOR CHARITABLE PURPOSES
ANNUAL FINANCIAL REPORT FOR 20** _____

(California Government Code Section 12509)

Page 2

- 3. Amount to charity (subtract line 2N from line 1G) 244,699.63 3.
- 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) 244,699.63 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 penalty 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 Printed name VP Title 12-23-04 Date

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

Signature of authorized officer/director (charity) Kyle Ward Printed name Asst. Secretary Title 1/10/05 Date

Signature of authorized officer/director (charity) Michelle Smallwood Printed name CFO Title 1-10-05 Date

**MOTHERS AGAINST DRUNK DRIVING
CAMPAIGN EXPENSES**

Professional Fundraiser's Fee \$ 127,573.00

Campaign Expenses

| | |
|--------------------|--------------|
| Computer Services | \$ 1,181.58 |
| Messenger Services | \$ 108.00 |
| Number Searching | \$ 2,227.66 |
| Postage | \$ 19,041.42 |
| Production | \$ 6,044.58 |
| State Registration | \$ 330.00 |
| Overnight Delivery | \$ 154.61 |

Total Campaign Expenses \$ 29,087.85

TOTAL FEES AND EXPENSES..... \$ 156,660.85