

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)



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

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

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

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: <u>258</u> <u>PUBLIC INTEREST COMMUNICATIONS, INC.</u> Name of commercial fundraiser <u>7700 LEESBURG PIKE, SUITE 301 NORTH</u> Address of commercial fundraiser <u>FALLS CHURCH, VA 22043</u> City, State, and ZIP Code	Name and Address of Charitable Organization: CT No. <u>25119</u> F.E.I.N. No. _____ <u>Rails To Trails Conservancy</u> Name of charity <u>1100 17<sup>th</sup> Street, NW, 10<sup>th</sup> Floor</u> Address of charity <u>Washington, DC 20036</u> City, State, and ZIP code of charity
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Figures from (check one): National Campaign  California Campaign

TELEMARKETING

(Type of activity)

held (on) (from)

May 15, 2003 to May 14, 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 27,647.90 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.

G. TOTAL REVENUE

27,647.90

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.

N. TOTAL EXPENSES

20,102.84 N.

Registry of Charitable Trusts  
Attorney General's

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(California Government Code Section 12593)

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- 3. Amount to charity (subtract line 2N from line 1G) 7,545.06 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) 7,545.06 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.

\_\_\_\_\_  
 Signature of authorized officer (commercial fundraiser)      JOYCE M BRUNDAGE      Printed name      VP      Title      8-4-04      Date

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

\_\_\_\_\_  
 Signature of authorized officer/director (charity)      Hilary Dick      Printed name      Vice President      Title      8-18-04      Date

\_\_\_\_\_  
 Signature of authorized officer/director (charity)      Suzanne Dickerson      Printed name      VP      Title      8/20/04      Date

**RAILS TO TRAILS CONSERVANCY  
CAMPAIGN EXPENSES**

Professional Fundraiser's Fee \$ 16,473.75

Campaign Expenses

Computer Services	\$ 99.66
Number Searching	\$ 758.22
Postage	\$ 726.31
Production	\$ 1,657.61
State Registration	\$ 330.00
Overnight Delivery	\$ <u>57.29</u>

Total Campaign Expenses \$ 3,629.09

**TOTAL FEES AND EXPENSES..... \$ 20,102.84**