

MAIL TO:  
Office of the Attorney General  
Registry of Charitable Trusts  
P.O. Box 903447  
Sacramento, CA 94203-4478

COMMERCIAL FUNDRAISER FOR CHARITABLE PURPOSES

ANNUAL FINANCIAL REPORT FOR 20 04  
(California Government Code Section 12598)



STREET ADDRESS:  
1308 I Street  
Sacramento, CA 95814  
Telephone: (916) 323-6078

Failure to file annual financial report by January 31<sup>st</sup> 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.

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

Name and Address of Commercial Fundraiser: 258

PUBLIC INTEREST COMMUNICATIONS, INC.

Name of commercial fundraiser

7700 LEESBURG PIKE, SUITE 301 NORTH

Address of commercial fundraiser

FALLS CHURCH, VA 22043

City, State, and ZIP Code

Name and Address of Charitable Organization:

CT No. 33183 F.E.I.N. No. \_\_\_\_\_

World Wildlife Fund, Inc

Name of charity

1250 24th Street NW

Address of charity

Washington, DC 20037

City, State, and ZIP code of charity

Figures from (check one): National Campaign  California Campaign

TELEMARKETING held (on) (from) February 1, 2004 to January 31, 2005  
(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  Percentage  Other   
If other, provide brief explanation \_\_\_\_\_

1. REVENUE

- A. Cash contributions \$750,339 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. \_\_\_\_\_ Fa.
- b. \_\_\_\_\_ Fb.
- c. \_\_\_\_\_ Fc.
- d. \_\_\_\_\_ Fd.

G. TOTAL REVENUE \$750,339 a.

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 410,044.97 N.

Attorney General's  
Registry of Charitable Trusts

MAR 28 2005

RECEIVED



**WORLD WILDLIFE FUND, INC.  
CAMPAIGN EXPENSES**

Professional Fundraiser's Fee \$ 362,536.95

Campaign Expenses

Personalization	\$ 5,613.00
Computer Services	\$ 5,176.05
Clerical/Miscellaneous	\$ 1,500.00
Messenger Services	\$ 26.25
Number Searching	\$ 6,204.78
Postage	\$ 19,120.12
Production	\$ 9,389.38
State Registration	\$ 415.00
Overnight Delivery	\$ 63.44

Total Campaign Expenses \$ 47,508.02

**TOTAL FEES AND EXPENSES..... \$ 410,044.97**

Attorney General's  
Registry of Charitable Trusts

MAR 28 2005

RECEIVED