

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

COMMERCIAL FUND-RAISER FOR CHARITABLE PURPOSES

2004 ANNUAL FINANCIAL REPORT

(California Government Code Section 12599)

Failure to file annual financial report by January 30 annually for each calendar year of solicitation may result in fines or filing penalties as defined in Government Code Section 12586.1

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 Fund-raiser:</p> <p>CF 366</p> <p>SHARE GROUP, INC.</p> <p>99 Dover St.</p> <p>Somerville, MA 02144</p>	<p>Name and Address of Charitable Organization:</p> <p>CT No. 33183 F.E.I.N. No.</p> <p>WORLD WILDLIFE FUND, INC.</p> <p>Name of Charity</p> <p>1250 Twenty-Fourth Street, N.W.</p> <p>Address of Charity</p> <p>Washington DC 20037</p> <p>City, State, and ZIP Code of Charity</p>
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Figures from (check one): National Campaign California Campaign

Telemarketing held (on) (from) 12/1/2003, 20, to 1/31/2005, 20
(Type of Activity) (Date or dates must be shown)

Is the contract between the commercial fund-raiser and charity based upon a fee or percentage of revenue? (check one)
If other, provide brief explanation
Fee Percentage
Other

1. REVENUE			
A. Cash contributions	\$ 458473	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	\$ 458473	G.	
2. EXPENSES			
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)			
a.		Ma.	
b.		Mb.	
c.		Mc.	
d.		Md.	
N. TOTAL EXPENSES	n/a	N.	

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- 3. Amount to Charity (subtract line 2N from line 1G) \$ 458473 3.
- 4. Less additional fund-raising expenses paid by charity (to be completed by charity) \$ 392988 4.
- 5. Less fair market value of goods and/or services used for the event which were paid by sponsor(s) _____ 5.
- 6. Net proceeds realized by charity from the campaign (subtract lines 4 and 5 from line 3) \$ 65485 6. ✓

7. (a) Does any officer, director, partner or owner of the Commercial Fund-raiser have any affiliation with or control over, directly or indirectly, the charitable organization for which the Commercial Fund-raiser has contracted to solicit?

Yes No If "yes," complete the following:

Name of officer, director, partner or owner of Commercial Fund-raiser	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.

Christopher Canniff, Treasurer & CFO 4-25-05
 Printed Name Title Date

charitable organization for verifying the distribution.

Michael Bauer Acting CFO/Controller 4/15/05
 Printed Name Title Date

Janet Foster Ass't Secretary 4-15-05
 Printed Name Title Date

ITEMIZATION OF EXPENSES OF CHARITABLE SOLICITATION		
World Wildlife Fund, Inc.		CONTRACT THRU 1/31/2005
Fundraising Fees	\$377,661	
Printing Costs	\$5,109	
Phone Match Fees	\$6,288	
License & Permit Expenses	\$1,179	
Postage Expenses	\$2,751	
TOTAL EXPENSES	\$392,988	