414-22

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 12586.1

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: 414

Facter Direct, LTD
11500 West Olympic Blvd., Suite 540
Los Angeles CA 90064

Name and Address of Charitable Organization:

CT No. 88337 F.E.I.N. No.

The Metropolitan Museum of Art
Name of charity

1000 Fifth Avenue
Address of charity

New York NY 10028-0198
City, State, and ZIP code of charity

Figures from (check one): National Campaign ☑ California Campaign ☐

Telemarketing (Type of activity) held (on) (from) 1/1/2004, 20____, to 7/31/04, 20____ (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	191,675.00	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	191,675.00	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		
F. Cost of entertainment		
G. Postage		
H. Advertising		
I. Telephone		
J. Rental of equipment		
K. Facilities charge		K.
L. Permits		L.
M. Other expenses: (Specify)		
a.		Ma.
b.		Mb.
c.		Mc.
d.		Md.
N. TOTAL EXPENSES	75,892.00	N.

PLEASE SEE ATTACHED BREAKDOWN OF EXPENSES

RECEIVED
SEP 2 0 2004
Attorney General's
Registry of Charitable Trusts

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3.	Amount to charity (subtract line 2N from line 1G)	115,783.00 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)	0 5.
6.	Net proceeds realized by charity from the campaign (subtract lines 4 and 5 from line 3)	115,783.00 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)	Printed name	Title	Date
	Larry Keffer	Controller	8/5/04
e organization for verification.	Sharon H. Cott	Sharon H. Cott, Vice President, Secretary and General Counsel	8/25/04
	Printed name	Title	Date
	David McKinney	President	8/25/04
	Printed name	Title	Date

(b) [illegible]

CT-2cf (8/2003)

Facter Direct Ltd
Campaign Expense Allocation

	$	75,892.00
Printing	$	1,762.26
Postage	$	4,443.31
Telephone	$	4,174.82
Payroll	$	25,982.82
Employee benefits	$	1,932.67
Rent	$	4,145.37
Office manager	$	8,995.51
Utilities	$	947.12
Equipment	$	917.10
Recruitment	$	646.01
Computer Programming	$	548.71
Office expenses	$	17,091.13
P.S. Fee/Profit	$	4,305.16
Total	$	75,892.00