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COMMERCIAL FUNDRAISER FOR CHARITABLE PURPOSES

ANNUAL FINANCIAL REPORT FOR 2004
(California Government Code Section 12559)

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 12556.1

An annual financial report must be filed for each event for each charity solicited for during the previous calendar year.



422-3

Name and Address of Commercial Fundraiser: SANDERSON GROUP INC. #422	Name and Address of Charitable Organization: CT No. <u>57318</u> F.E.I.N. No. _____
Name of commercial fundraiser 1585 TANGLEWOOD LANE	EXCHANGE CLUB CENTER FOR THE PREVENTION OF CHILD ABUSE OF SAN DIEGO COUNTY, INC.
Address of commercial fundraiser ESCONDIDO, CA. 92026	4157 FAIRMOUNT AVE.
City, State, and ZIP Code	SAN DIEGO, CA. 92105

Figures from (check one): National Campaign California Campaign

~~MULTI-FACTED CAMPAIGN INCLUDING PUBLIC RELATIONS, MEMBERSHIP, INFORMATION DISSEMINATION AND A LIVE ENTERTAINMENT EVENT~~
(Type of activity)

held (on) (from) JULY 15, 20 04, to SEPT. 30, 20 04
(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 _____ 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.
- d. _____
- G. TOTAL REVENUE _____ \$134,186.00 * 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 _____ 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.
- d. _____
- N. TOTAL EXPENSES _____ * N.

* = see attached

STATEMENT OF FUNCTIONAL DISTRIBUTION

REVENUE:

TOTAL SALES:		\$133,686.00
Live Entertainment Event (Sch.I)	\$6,525.00	
Cost of Sales	\$3,625.13	
Product Cost	\$5,006.77	
Permits/Licenses	\$0.00	
Telephones	\$1,366.06	
Postage	\$945.00	
Bank Charges	\$285.10	
Other	\$0.00	
Campaign Payroll (Schedule II)	\$15,840.81	
Operational Expenses (Sch. III)	<u>\$8,462.32</u>	
Total Cost of Fund Raising Event:		\$42,056.20
Gross Profit on Sales:		\$91,629.80

USE OF FUNDS

Public Relations (Sch. IV)	\$29,353.70	
Information Dissemination (Sch. V)	\$32,615.22	
Organization Membership (Sch. VI)	\$17,394.79	
General Fund	<u>\$12,266.09</u> -	
Total Use of Funds		\$91,629.80

See attached notes and schedules.

STATEMENT OF FUNCTIONAL DISTRIBUTION

NOTES:

1. More than 60% of the proceeds of this event were immediately returned to the community by the enhancement of the sponsoring organization projects, the creation of new jobs, the maintenance of office operations and other costs associated with operating this campaign activity.
2. In addition the organization received for its sales two hundred (200) family tickets. The organization received the total value of all of these tickets. The direct monetary value of these tickets is \$ 9,000.00 ✓
3. This report has been prepared utilizing a Statement of Functional Distribution which is developed in accordance with generally accepted accounting principles. Historical arithmetical means have been utilized in computing some figures. Many of the expenses are of a variable or semi-variable nature.
4. In addition to actual funds received, the charity received additional intangible benefits, which are set forth in the agreement between the parties and accounted for in this report.

SCHEDULE I

Live Entertainment Event:

Performers	\$4,950.00
Site/Facility	\$925.00
Insurance	\$650.00
Stagehands, Security	\$0.00
TOTAL:	<u>\$6,525.00</u>

SCHEDULE II

Campaign Payroll:

Night Telephone Representatives	\$7,128.37
Day Telephones Representatives	\$3,960.20
Clerical	\$3,326.57
Payroll Taxes	\$1,425.67
TOTAL:	<u>\$15,840.81</u>

SCHEDULE III

Operational Expenses:

Office Supplies/Equipment	\$3,876.89
Office Rent	\$2,005.29
Ads	\$1,470.55
Utilities	\$1,002.65
Business Licenses	\$106.95
TOTAL:	<u>\$8,462.32</u>

SCHEDULE IV

Public Relations Expenses:

Cost of Sales	\$3,625.13
Product Cost	\$5,006.77
Permits/ Licenses	\$0.00
Telephone	\$1,366.06
Postage	\$945.00
Bank Charges	\$285.10
Other	\$0.00
Campaign Payroll	
Night Phone Representatives	\$7,128.37
Day Phone Representatives	\$3,960.20
Clerical	\$3,326.57
Payroll Taxes	\$1,425.67
Operational Expenses	
Office Supplies/Equipment	\$1,046.76
Office Rent	\$541.43
Ads	\$397.05
Utilities	\$270.71
Business Licenses	\$28.88
TOTAL:	<u>\$29,353.70</u>

SCHEDULE V

Information Dissemination Expenses:

Cost of Sales	\$4,027.92
Product Cost	\$5,563.08
Permits/ Licenses	\$0.00
Telephone	\$1,517.84
Postage	\$1,050.00
Bank Charges	\$316.78
Other	\$0.00
Campaign Payroll	
Night Phone Representatives	\$7,920.41
Day Phone Representatives	\$4,400.23
Clerical	\$3,696.19
Payroll Taxes	\$1,584.08
Operational Expenses	
Office Supplies/Equipment	\$1,163.07
Office Rent	\$601.59
Ads	\$441.16
Utilities	\$300.79
Business Licenses	\$32.08
TOTAL:	<u>\$32,615.22</u>

SCHEDULE VI

Organization Membership Expenses:

Cost of Sales	\$2,148.22
Product Cost	\$2,966.97
Permits/ Licenses	\$0.00
Telephone	\$809.52
Postage	\$560.00
Bank Charges	\$168.95
Other	\$0.00
Campaign Payroll	
Night Phone Representatives	\$4,224.22
Day Phone Representatives	\$2,346.79
Clerical	\$1,971.30
Payroll Taxes	\$844.84
Operational Expenses	
Office Supplies/Equipment	\$620.30
Office Rent	\$320.85
Ads	\$235.29
Utilities	\$160.42
Business Licenses	\$17.11
TOTAL:	<u>\$17,394.79</u>