436-9

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:

436

MKTG TeleServices, Inc.
101 Continental Blvd., Suite 400
El Segundo CA 90245-4512

Name and Address of Charitable Organization:

CT No. 7860 F.E.I.N. No.

NATURAL HISTORY MUSEUM OF LOS ANGELES COUNTY FOUNDATION
900 EXPOSITION BLVD
Address of charity
LOS ANGELES CA 90007
City, State, and ZIP code of charity

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

Telemarketing held (on) (from) 2/18/2004, 20____, to 9/3/2004, 20____.
(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	$39,603	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		$39,603 G.

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)		
a.		Ma.
b.		Mb.
c.		Mc.
d.		Md.
N. TOTAL EXPENSES		$32,222 N.

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COMMERCIAL FUNDRAISER FOR CHARITABLE PURPOSES
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(California Government Code Section 12599)
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3.	Amount to charity (subtract line 2N from line 1G)	$7,381	3.
4.	Less additional fundraising expenses paid by charity including fee paid to commercial fundraiser (to be completed by charity)		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)	$7,381	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.

Paul S. Papich Sr. VP 11/22/04
Printed name Title Date

on for verification.

James R. Gilson V.P. & General Counsel, Secretary 12/9/04
Printed name Title Date

SENIOR VICE PRESIDENT, ADVANCEMENT 12.09.04
Printed name Title Date

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CT-2cf (8/2003)

MKTG TeleServices, Inc.
Natural History Museum of Los Angeles County
2004 Telefundraising Campaign

Total money received by	Natural History Museum of Los Angeles County	$39,603
Total fees paid to	MKTG TeleServices, Inc.	$32,222
Total net to	Natural History Museum of Los Angeles County	$7,381

fees paid to MKTG TeleServices, Inc.: prorated expenses	
payroll	$19,977
office rental pro rata share	$1,611
telephone	$2,578
utilities	$0
postage	$1,289
printing	$2,900
fundraising registration	$322
insurance	$322
recruitment	$0
depreciation	$1,289
office	$644
other overhead expenses	$967
total campaign expenses*	$31,899
MKTG TeleServices net for profit and admin overhead	$322
Total fees paid to MKTG TeleServices, Inc.	$32,222

*these expenses are based on MKTG TeleServices' operating ratios.

MKTG TeleServices, Inc. does not receive donated funds. All monies rec'd are as reported to MKTG TeleService by the charitable organization.