

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

COMMERCIAL FUNDRAISER FOR CHARITABLE PURPOSES

ANNUAL FINANCIAL REPORT FOR 20 04
(California Government Code Section 12599)



STREET ADDRESS:
1300 I Street
Sacramento, CA 95814
Telephone: (916) 323-5079

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

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

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: <u>Midwest Publishing-AZ, Inc. FINAL 462</u> <hr/> Name of commercial fundraiser <u>10844 N. 23rd. Avenue</u> <hr/> Address of commercial fundraiser <u>Phoenix, AZ 85029</u> <hr/> City, State, and ZIP Code	Name and Address of Charitable Organization: CT No. <u>111617</u> F.E.I.N. No. _____ <u>California Professional Firefighters</u> <hr/> Name of charity <u>1780 Creekside Oaks #200</u> <hr/> Address of charity <u>Sacramento, CA 95833</u> <hr/> City, State, and ZIP code of charity
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Figures from (check one): National Campaign California Campaign

Telephone solicitation held (on) (from) 1/1, 20 04, to 12/31, 20 04
(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	<u>872,014.51</u>	A.
B. Entertainment sales or admission charges	_____	B.
C. Sales from products	_____	C.
D. Advertisement sales	<u>314,825.01</u>	D.
E. Membership fees	_____	E.
F. Other sources: (Specify)	_____	Fa.
a. _____	_____	Fb.
b. _____	_____	Fc.
c. _____	_____	Fd.
G. TOTAL REVENUE		<u>1,186,839.52</u> g. ✓

2. EXPENSES

A. Fees or commissions	_____	A.
B. Salaries	<u>657,144.16</u>	B.
C. Payroll taxes	_____	C.
D. Employee benefits	_____	D.
E. Cost of merchandise for resale	_____	E.
F. Cost of entertainment	_____	F.
G. Postage & Printing	<u>129,773.83</u>	G.
H. Advertising	<u>769.97</u>	H.
I. Telephone	<u>57,154.94</u>	I.
J. Rental of equipment	_____	J.
K. Facilities charge	<u>72,348.25</u>	K.
L. Permits	_____	L.
M. Other expenses: (Specify)	_____	Ma.
a. <u>General office</u>	<u>33,887.05</u>	Mb.
b. <u>Depreciation</u>	<u>6,151.87</u>	Mc.
c. <u>Interest & taxes</u>	<u>760.93</u>	Md.
d. <u>Professional fundraiser profit</u>	<u>65,191.96</u>	
N. TOTAL EXPENSES		<u>1,023,182.96</u> N.

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