

M&L 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 2004

(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 30<sup>th</sup> 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: Midwest Publishing-AZ, Inc. <span style="float: right;">462 FINAL</span>		Name and Address of Charitable Organization: CT No. <u>62171</u> F.E.I.N. No. _____	
Name of commercial fundraiser 10844 N. 23rd. Avenue		OPERATION LOOKOUT National Center For Missing	
Address of commercial fundraiser Phoenix, AZ 85029		Name of charity 6320 Evergreen Way #201 Youth	
City, State, and ZIP Code		Address of charity Everett, WA 98203	
		City, State, and ZIP code of charity	

Figures from (check one): National Campaign  California Campaign

Telephone solicitation held (on) (from) 1/1, 2004, to 12/31, 2004  
(Type of activity) (Data 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	164,901.94	A.
B. Entertainment sales or admission charges	_____	B.
C. Sales from products	_____	C.
D. Advertisement sales	123,951.40	D.
E. Membership fees	_____	E.
F. Other sources: (Specify)	_____	Fa.
a. _____	_____	Fb.
b. _____	_____	Fc.
c. _____	_____	Fd.
d. _____	_____	
G. TOTAL REVENUE	288,853.34	G.

#### 2. EXPENSES

A. Fees or commissions	_____	A.
B. Salaries	159,935.93	B.
C. Payroll taxes	_____	C.
D. Employee benefits	_____	D.
E. Cost of merchandise for resale	_____	E.
F. Cost of entertainment	_____	F.
G. Postage & Printing	31,584.39	G.
H. Advertising	187.40	H.
I. Telephone	13,910.39	I.
J. Rental of equipment	_____	J.
K. Facilities charge	17,608.14	K.
L. Permits	_____	L.
M. Other expenses: (Specify)	_____	Ma.
a. General office	8,247.44	
b. Depreciation	1,497.24	Mb.
c. Interest & taxes	185.19	Mc.
d. Professional fundraiser profit	12,369.22	Md.
N. TOTAL EXPENSES	245,525.34	N.

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