

524-2



COMMERCIAL FUNDRAISER FOR CHARITABLE PURPOSES

ANNUAL FINANCIAL REPORT FOR 20-03

(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.

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) 323-8079

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

Name and Address of Commercial Fundraiser: 524 WALK-THE-TALK PRODUCTIONS, INC. 1015 18TH STREET NW #400 WASHINGTON, DC 20036	Name and Address of Charitable Organization: CT No. <u>54597</u> F.E.I.N. No. _____ <u>San Francisco AIDS Foundation</u> Name of charity <u>995 Market Street, Ste 200</u> Address of charity <u>San Francisco, CA 94103</u> City, State, and ZIP code of charity _____
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Figures from (check one): National Campaign California Campaign

National AIDS Marathon Training Program held (on) (from) January 03 to May 04 2003 to 2004

(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 Percent age Other

If other, provide brief explanation _____

1. REVENUE			
A. Cash contributions	<u>\$3,022,438</u>	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			<u>\$3,022,438</u> G.
2. EXPENSES			
A. Fees or commissions	<u>\$120,000</u>	A.	
B. Salaries	<u>\$382,875</u>	B.	
C. Payroll taxes	_____	C.	
D. Employee benefits	_____	D.	
E. Cost of merchandise for resale	<u>\$31,718</u>	E.	
F. Cost of entertainment	<u>\$36,561</u>	F.	
G. Postage	<u>\$177,174</u>	G.	
H. Advertising	<u>\$10,223</u>	H.	
I. Telephone	<u>\$16,567</u>	I.	
J. Rental of equipment	<u>\$65,857</u>	J.	
K. Facilities charge	_____	K.	
L. Permits	_____	L.	
M. Other expenses: (Specify)			
a. <u>Travel Expenses</u>	<u>\$520,197</u>	Ma.	
b. <u>Marathon Expenses</u>	<u>\$70,066</u>	Mb.	
c. <u>Training Expenses</u>	<u>\$30,813</u>	Mc.	
d. <u>Miscellaneous</u>	<u>\$3,602</u>	Md.	
N. TOTAL EXPENSES			<u>\$1,465,653</u> N.

