

MAIL TO:  
Office of the Attorney General  
Registry of Charitable Trusts  
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<http://ag.ca.gov/charities/>

# COMMERCIAL FUND-RAISER FOR CHARITABLE PURPOSES

535-6

## 2004 ANNUAL FINANCIAL REPORT (California Government Code Section 12599)

Failure to file annual financial report by January 30 annually for each calendar year of solicitation may result in fines or filing penalties 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 Fund-raiser:

CF 535

Outreach Associates, Inc.  
Birmingham Towers, Suite 510  
2100 Wharton Street  
Pittsburgh, PA 15203

Name and Address of Charitable Organization:

89205  
CT No. F.E.I.N. No.

American Society for the Prevention of Cruelty to Animals

Name of Charity

424 East 92nd Street

Address of Charity

New York NY 10128

City, State, and ZIP Code of Charity

Figures from (check one):

National Campaign

California Campaign

Telemarketing  
(Type of Activity)

held (on) (from) 1/1/2004, 20\_\_ to 12/31/2004, 20\_\_  
(Date or dates must be shown)

Is the contract between the commercial fund-raiser and charity based upon a fee or percentage of revenue? (check one)  
If other, provide brief explanation \_\_\_\_\_

Fee  Percentage   
Other

### REVENUE

A. Cash contributions	\$ 164262	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

\$ 164262 g. /

### 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)		
a. _____	_____	Ma.
b. _____	_____	Mb.
c. _____	_____	Mc.
d. _____	_____	Md.

### N. TOTAL EXPENSES

n/a N.

Registry of Charitable Trusts  
Attorney General's

FEB 28 2005

RECEIVED

**COMMERCIAL FUND-RAISER FOR CHARITABLE PURPOSES  
2002 ANNUAL FINANCIAL REPORT**

California Government Code Section 12599)

Page 2

- Amount to Charity (subtract line 2N from line 1G) \$ 164262 3.
- Less additional fund-raising expenses paid by charity (to be completed by charity) \$ 68222 4.
- Less fair market value of goods and/or services used for the event which were paid by sponsor(s) \_\_\_\_\_ 5.
- Net proceeds realized by charity from the campaign (subtract lines 4 and 5 from line 3) \$ 96040 6. ✓

(a) Does any officer, director, partner or owner of the Commercial Fund-raiser have any affiliation with or control over, directly or indirectly, the charitable organization for which the Commercial Fund-raiser has contracted to solicit?

Yes  No If "yes," complete the following:

Name of officer, director, partner or owner of Commercial Fund-raiser	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.

Lisa Drane, Vice President 2/1/05  
 Printed Name Title Date

Charitable organization for verifying the distribution.

STEPHEN EUBENE SR VP + CFO 2/10/05  
 Printed Name Title Date

STEPHEN J. MUSSO SR VP + CHIEF OF OPS. 2/10/05  
 Printed Name Title Date