

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 2005

(California Government Code Section 12599)

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 12596.1

An annual financial report must be filed for each event for each charity solicited for during the previous calendar year.



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

WEB SITE ADDRESS:  
http://ah.ca.gov/charities/

<b>Name and Address of Commercial Fundraiser:</b>  The Heritage Company, Inc. Name of commercial fundraiser 2402 Wildwood Avenue Address of commercial fundraiser Sherwood AR 72120 City, State, and ZIP Code	<b>Name and Address of Charitable Organization:</b>  CT No. 75273 F.E.I.N. No. 22-1912812 Multiple Sclerosis Association of America Name of charity 706 Haddonfield Road Address of charity Cherry Hill NJ 08002 City, State, and ZIP code of charity
--	---

Figures from (check one): National Campaign  California Campaign

Telemarketing held (on) (from) 1/1, 20 05, to 12/31, 20 05  
(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 \$522,951.26 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) \_\_\_\_\_ F.
- a. \_\_\_\_\_ Fa.
- b. \_\_\_\_\_ Fb.
- c. \_\_\_\_\_ Fc.
- d. \_\_\_\_\_ Fd.
- G. TOTAL REVENUE \$522,951.26 G.

2. EXPENSES

- A. Fees or commissions See attached itemization 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) \_\_\_\_\_ Ma.
- a. \_\_\_\_\_ Mb.
- b. \_\_\_\_\_ Mc.
- c. \_\_\_\_\_ Md.
- d. \_\_\_\_\_
- N. TOTAL EXPENSES \$295,094.68 N.

**COMMERCIAL FUNDRAISER FOR CHARITABLE PURPOSES  
ANNUAL FINANCIAL REPORT FOR 20 09**

(California Government Code Section 12599)

Page 2

3. Amount to charity (subtract line 2N from line 1G)	\$227,856.58	3.
4. Less additional fundraising expenses paid by charity including fee paid to commercial fundraiser (to be completed by charity)	\$0.00	4.
5. Less fair market value of goods and/or services used for the event which were paid by sponsor(s)	\$0.00	5.
6. Net proceeds realized by charity from the campaign (subtract lines 4 and 5 from line 3)	\$227,856.58	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
See attached list of officers and directors		

(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.

# CAMPAIGN FINANCIAL REPORT

THE HERITAGE COMPANY

(Name of Professional Solicitor)

(Registration Number)

## MULTIPLE SCLEROSIS ASSOCIATION OF AMERICA - CALIFORNIA

(Name of Charitable Organization or Sponsor)

For the period beginning 01/01/05 through 12/31/05

GROSS REVENUE	<u>522,951.26</u>		
EXPENSES			
SALARIES, WAGES, COMMISSIONS	<u>127,798.30</u>		
PROMOTIONAL FEES	<u>17,216.95</u>		
POSTAGE	<u>6,933.00</u>		
TELEPHONE	<u>94,866.55</u>		
RENT	<u>36,513.80</u>		
SUPPLIES	<u>3,928.70</u>		
LICENSES, PERMITS	<u>6,470.80</u>		
ADVERTISING	<u>8,088.50</u>		
ACCOUNTING/DATA PROCESSING	<u>45,526.70</u>		
LIST PREPARATION	<u>3,582.05</u>		
OTHER:			
TOTAL EXPENSES	<u>350,925.35</u>	67.10%	
Net Proceeds		<u>172,025.91</u>	32.90%
Amount Retained by Charitable Organization or Sponsor		<u>227,856.58</u>	43.57%
Percentage of Funds Received by Charitable Organization or Sponsor		<u>43.57%</u>	
<i>(Amount Retained by the Charitable Organization or Sponsor divided by Gross Revenue)</i>			
Net Income/Loss (-) to THC		<u>-55,830.67</u>	-10.68%
<i>(pending ongoing collections &amp; reconciliations)</i>			