

MAIL TO:
Office of the Attorney General
Registry of Charitable Trusts
P.O. Box 803447
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 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.



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

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

Name and Address of Commercial Fundraiser: #109		Name and Address of Charitable Organization:	
The Heritage Company, Inc.		CT No. 100686	F.E.I.N. No. 95-4538450
Name of commercial fundraiser		Special Olympics Southern California (Residential)	
2402 Wildwood Avenue		Name of charity	
Address of commercial fundraiser		5875 Green Valley Circle 200	
Sherwood	AR 72120	Address of charity	
City, State, and ZIP Code		Culver City	CA 90230
		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	\$285,708.60	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)	_____	Fa.
a. _____	_____	Fb.
b. _____	_____	Fc.
c. _____	_____	Fd.
d. _____	_____	
G. TOTAL REVENUE	\$285,708.60	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	\$113,250.60	N.

RECEIVED
MAR 06 2006
Attorney General's
Registry of Charitable Trusts

**COMMERCIAL FUNDRAISER FOR CHARITABLE PURPOSES
ANNUAL FINANCIAL REPORT FOR 20 02**

(California Government Code Section 12599)

Page 2

3. Amount to charity (subtract line 2N from line 1G) \$172,458.00 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) \$172,458.00 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

(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)

SPECIAL OLYMPICS - SOUTHERN CALIFORNIA (Residential)

(Name of Charitable Organization or Sponsor)

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

GROSS REVENUE	<u>285,708.60</u>		
EXPENSES			
SALARIES, WAGES, COMMISSIONS	<u>52,634.54</u>		
PROMOTIONAL FEES	<u>7,090.91</u>		
POSTAGE	<u>2,855.40</u>		
TELEPHONE	<u>39,071.39</u>		
RENT	<u>15,038.44</u>		
SUPPLIES	<u>1,618.06</u>		
LICENSES, PERMITS	<u>2,665.04</u>		
ADVERTISING	<u>3,331.30</u>		
ACCOUNTING/DATA PROCESSING	<u>18,750.46</u>		
LIST PREPARATION	<u>1,475.29</u>		
OTHER:	_____		

TOTAL EXPENSES	<u>144,530.83</u>	50.59%	
Net Proceeds		<u>141,177.77</u>	49.41%
Amount Retained by Charitable Organization or Sponsor		<u>172,458.00</u>	60.36%
Percentage of Funds Received by Charitable Organization or Sponsor (Amount Retained by the Charitable Organization or Sponsor divided by Gross Revenue)		<u>60.36%</u>	
Net Income/Loss (-) to THC (pending ongoing collections & reconciliations)		<u>-31,280.23</u>	-10.95%