

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 20 05
(California Government Code Section 12509)



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

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 12588.1

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

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

Name and Address of Commercial Fundraiser: # 258

PUBLIC INTEREST COMMUNICATIONS, INC.
Name of commercial fundraiser

7700 LEESBURG PIKE, SUITE 301 NORTH
Address of commercial fundraiser

FALLS CHURCH, VA 22043
City, State, and ZIP Code

Name and Address of Charitable Organization:

CT No. 79544 F.E.I.N. No. 13-3539048

Planned Parenthood Action Fund
Name of charity

434 West 33rd Street
Address of charity

New York, NY 10001
City, State, and ZIP code of charity

Figures from (check one): National Campaign California Campaign

TELEMARKETING held (on) (from) Sept 1, 20 04 to June 30, 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 105,078.97^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. _____ Fb.
- b. _____ Fc.
- c. _____ Fd.
- d. _____

105,078.97^A ✓
g.

G. TOTAL REVENUE

2. EXPENSES

(SEE ATTACHED)

- 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) _____ M.
- a. _____ Mb.
- b. _____ Mc.
- c. _____ Md.
- d. _____

80,999.12 N.

N. TOTAL EXPENSES

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

(California Government Code Section 12599)

Page 2

3. Amount to charity (subtract line 2N from line 1G) 24,079.85 3.
4. Less additional fundraising expenses paid by charity including fee paid to commercial fundraiser (to be completed by charity) 0 4.
5. Less fair market value of goods and/or services used for the event which were paid by sponsor(s) N/A 5.
6. Net proceeds realized by charity from the campaign (subtract lines 4 and 5 from line 3) 24,079.85 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.

**PLANNED PARENTHOOD ACTION FUND
CAMPAIGN EXPENSES**

Professional Fundraiser's Fee \$ 74,032.50

Campaign Expenses

Postage	\$ 2,463.78
Production	\$ 4,075.50
State Registration	\$ 405.00
Overnight Delivery	\$ <u>22.34</u>

Total Campaign Expenses \$ 6,966.62

TOTAL FEES AND EXPENSES..... \$ 80,999.12