

MAIL TO:
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Registry of Charitable Trusts
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COMMERCIAL FUNDRAISER FOR CHARITABLE PURPOSES

ANNUAL FINANCIAL REPORT FOR 20 05

(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 12596.1

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 Fundraiser: #258 <u>PUBLIC INTEREST COMMUNICATIONS, INC.</u> <small>Name of commercial fundraiser</small> <u>7700 LEESBURG PIKE, SUITE 301 NORTH</u> <small>Address of commercial fundraiser</small> <u>FALLS CHURCH, VA 22043</u> <small>City, State, and ZIP Code</small>	Name and Address of Charitable Organization: <small>GT No.</small> <u>33183</u> <small>F.I.E.N. No.</small> <u>52-1693387</u> <u>World Wildlife Fund, Inc.</u> <small>Name of charity</small> <u>1250 24th Street NW</u> <small>Address of charity</small> <u>Washington, DC 20037</u> <small>City, State, and ZIP code of charity</small>
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Figures from (check one): National Campaign California Campaign
TELEMARKETING held (on) (from) February 1, 2005 to January 31, 2006
(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	<u>438,188</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)	_____	F.
a. _____	_____	Fa.
b. _____	_____	Fb.
c. _____	_____	Fc.
d. _____	_____	Fd.
G. TOTAL REVENUE	<u>438,188</u>	G.

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. _____	_____	Ma.
b. _____	_____	Mb.
c. _____	_____	Mc.
d. _____	_____	Md.
N. TOTAL EXPENSES	<u>325,673.79</u>	N.

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3. Amount to charity (subtract line 2H from line 1G) 112,514.21 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) 112,514.21 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.

**WORLD WILDLIFE FUND, INC.
CAMPAIGN EXPENSES**

Professional Fundraiser's Fee \$ 294,157.15

Campaign Expenses

Personalization	\$ 2,105.60
Computer Services	\$ 5,113.44
Clerical/Miscellaneous	\$ 500.00
Number Searching	\$ 384.18
Postage	\$ 14,667.87
Production	\$ 7,972.21
State Registration	\$ 735.00
Overnight Delivery	\$ <u>38.34</u>

Total Campaign Expenses \$ 31,516.64

TOTAL FEES AND EXPENSES..... \$ 325,673.79