

524-2

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<sup>04</sup> 05

(California Government Code sections 12586 and 12599)  
11 Cal. Code Regs. section 308

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 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/>

<b>Name and Address of Commercial Fundraiser for Charitable Purposes:</b> CF No. <u>524</u> Walk-The-Talk Productions, Inc. Name of commercial fundraiser for charitable purposes <u>1015 18th Street NW, Ste 601</u> Address of commercial fundraiser for charitable purposes <u>Washington, DC 20036</u> City, State, and ZIP Code of commercial fundraiser for charitable purposes	<b>Name and Address of Charitable Organization:</b> CT No. <u>54597</u> F.E.I.N. No. <u>94-2927405</u> San Francisco AIDS Foundation Name of charity <u>995 Market Street, Ste 200</u> Address of charity <u>San Francisco, CA 94103</u> City, State, and ZIP code of charity
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Figures from (check one): National Campaign  California Campaign

National AIDS Marathon Training Program held (on) (from) January, 20 04, to May, 20 05  
(Type of activity) (Date or dates must be shown)

Is the contract between the commercial fundraiser for charitable purposes and charity based upon a fee or percentage of revenue? Fee  Percentage  Other   
If other, provide brief explanation \_\_\_\_\_

1. REVENUE

A. Cash contributions	\$3,043,093	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	\$3,043,093	G.	/

2. EXPENSES

A. Fees or commissions	\$120,000	A.	
B. Salaries	\$323,558	B.	
C. Payroll taxes	included in B	C.	
D. Employee benefits	included in B	D.	
E. Cost of merchandise for resale	\$26,261	E.	
F. Cost of entertainment	n/a	F.	
G. Postage	\$17,077	G.	
H. Advertising	\$242,812	H.	
I. Telephone	\$8,513	I.	
J. Rental of equipment	\$34,350	J.	
K. Facilities charge	\$37,643	K.	
L. Permits	n/a	L.	
M. Other expenses: (Specify)			
a. Travel	\$502,541	Ma.	
b. Marathon expenses	\$61,920	Mb.	
c. Training expenses	\$12,220	Mc.	
d. Miscellaneous	\$733	Md.	
N. TOTAL EXPENSES	\$1,387,628	N.	

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|----------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|------|
| 3. Amount to charity (subtract line 2N from line 1G)                                                                                                     | \$1,655,465 | 3.   |
| 4. Less additional fundraising expenses paid by charity including fee paid to commercial fundraiser for charitable purposes (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)                                                      | 0           | 5.   |
| 6. Net proceeds realized by charity from the campaign (subtract lines 4 and 5 from line 3)                                                               | \$1,655,465 | 6. ✓ |

7. (a) Is any director, officer, or employee of the commercial fundraiser for charitable purposes a director, officer, or employee of the charitable organization listed in this report?

Yes  No If "yes" complete the following:

Name and address of director, officer, or employee of commercial fundraiser for charitable purposes	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 for charitable purposes 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.

Budget Projection  
2004 SF Training Program

2004 SF Training Program updated 5/18/06	Anchorage 158 Registered June 19, 2004	Honolulu 819 Registered December 12, 2004	New Orleans 394 Registered February 27, 2005	Combined 1,371 Registered	
Printing & Artwork	\$5,057	\$41,368	\$20,557	\$66,982	Adv.
Web Hosting & Development	\$0	\$18,158	\$0	\$18,158	Equip.
Postage	\$1,036	\$15,963	\$78	\$17,077	Post
Direct Mail	\$38,643	\$68,320	\$33,714	\$140,677	Adv.
Advertising	\$5,590	\$27,500	\$0	\$33,090	Adv.
Recruitment Video Production	\$0	\$505	\$0	\$505	Adv.
Video Reproduction	\$0	\$1,558	\$0	\$1,558	Adv.
Staff salaries	\$0	\$231,693	\$0	\$231,693	salaries
Staff Mileage	\$0	\$8,070	\$0	\$8,070	travel
Stand Placement	\$0	\$38,000	\$0	\$38,000	Salaries
Stand Placement Mileage	\$0	\$2,558	\$1,162	\$3,720	Travel
Staff Per Diem & Travel	\$2,994	\$5,416	\$455	\$8,865	salaries
Premiums	\$1,995	\$18,937	\$5,329	\$26,261	merchandise
Air Travel	\$29,820	\$178,714	\$59,914	\$268,448	Travel
Ground Travel	\$2,439	\$5,104	\$2,295	\$9,838	Travel
Hotel	\$31,656	\$110,145	\$45,664	\$187,465	Travel
Porterage	\$0	\$0	\$0	\$0	
Marathon Registration	\$3,345	\$29,100	\$15,220	\$47,665	Marathon
Unused Travel Costs	\$0	\$0	\$0	\$0	
Marathon Logistics	\$956	\$9,593	\$1,749	\$12,298	Marathon
Marathon Volunteers	\$0	\$1,957	\$0	\$1,957	Marathon
Training Supplies/Rentals	\$95	\$3,240	\$268	\$3,603	Training
Coaches	\$0	\$45,000	\$0	\$45,000	Salaries
Galloway Fees	\$0	\$6,250	\$0	\$6,250	Training
Water & Storage	\$122	\$1,969	\$276	\$2,367	Training
Meeting Room/Seminar	\$0	\$502	\$0	\$502	facilities
Office Supplies	\$350	\$15,842	\$0	\$16,192	equip
Phones	\$0	\$8,513	\$0	\$8,513	phone
Office Rent	\$0	\$37,141	\$0	\$37,141	Facilities
Talk Fee	\$0	\$120,000	\$0	\$120,000	Fee
Talk Travel	\$0	\$25,000	\$0	\$25,000	Travel
Miscellaneous	\$0	\$575	\$158	\$733	Misc.
Total Expenses	\$124,098	\$1,076,691	\$186,839	\$1,387,628	
Gross Income	\$351,047	\$1,923,039	\$769,007	\$3,043,093	
Net Income	\$226,950	\$846,348	\$582,168	\$1,655,465	
Cost of Fundraising	35.4%	56.0%	24.3%	45.6%	