

025-1

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 2004

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

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



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

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 for Charitable Purposes:		Name and Address of Charitable Organization:	
CF No. <u>625</u>		CT No. <u>100056</u>	F.E.I.N. No. <u>74-2713854</u>
Name of commercial fundraiser for charitable purposes <u>WEST COAST ADVERTISING + MARKETING</u>		Name of charity <u>JUNIOR POLICE ACADEMY</u>	
Address of commercial fundraiser for charitable purposes <u>2707 GARNET AVE #200</u>		Address of charity <u>1114 WEST 7TH STREET #2</u>	
City, State, and ZIP Code of commercial fundraiser for charitable purposes <u>SAN DIEGO CA 92109</u>		City, State, and ZIP code of charity <u>AUSTIN TX 78703</u>	

Figures from (check one): National Campaign California Campaign

TELEMARKETING (Type of activity) held (on) (from) 01-01, 2004 to 12-31, 2004 (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 _____ 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. Telemarketed Fundraiser \$ 991,710.99 Fa.
 - b. _____ Fb.
 - c. _____ Fc.
 - d. _____ Fd.

\$199,710.99 G.

G. TOTAL REVENUE

2. EXPENSES

- A. Fees or commissions 99171.10 A.
- B. Salaries 564408 B.
- C. Payroll taxes 28220 C.
- D. Employee benefits 13024 D.
- E. Cost of merchandise for resale 0 E.
- F. Cost of entertainment 0 F.
- G. Postage 90000 G.
- H. Advertising 1800 H.
- I. Telephones 34732 I.
- J. Rental of equipment 4000 J.
- K. Facilities charge 20000 K.
- L. Permits 500 L.
- M. Other expenses: (Specify)
 - a. Insurance Costs 15000 Ma.
 - b. _____ Mb.
 - c. _____ Mc.
 - d. _____ Md.

\$ 870,855.10

N. TOTAL EXPENSES

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3. Amount to charity (subtract line 2N from line 1G) \$ 99170.10
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) 99171.10 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.