

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)
13 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

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

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 for Charitable Purposes:		Name and Address of Charitable Organization:	
CF No. <u>625625</u>		CT No. <u>11867118627</u>	F.E.I.N. No. <u>74-286446</u>
<u>West Coast Advertising + Marketing</u> Name of commercial fundraiser for charitable purposes		<u>Police Protective Fund</u> Name of charity	
<u>2707 GARNET AVE #200</u> Address of commercial fundraiser for charitable purposes		<u>1114 WEST 7TH ST #2</u> Address of charity	
<u>SAN DIEGO CA 92109</u> City, State, and ZIP Code of commercial fundraiser for charitable purposes		<u>AUSTIN TX 78703</u> City, State, and ZIP code of charity	

Figures from (check one): National Campaign California Campaign

TELEMARKETING held (on) (from) 01-01, 2004 to 12-31, 2004
(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 _____ 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 Fund-raiser 265403.50 Fa.
 - b. _____ Fb.
 - c. _____ Fc.
 - d. _____ Fd.
- G. TOTAL REVENUE _____

265403.50 G.

2. EXPENSES

- A. Fees or commissions 26540.35 A.
- B. Salaries 154400 B.
- C. Payroll taxes 7722.00 C.
- D. Employee benefits 3564.00 D.
- E. Cost of merchandise for resale 0 E.
- F. Cost of entertainment 0 F.
- G. Postage 48000 G.
- H. Advertising 1800 H.
- I. Telephone 24000 I.
- J. Rental of equipment 4000 J.
- K. Facilities charge 20000 K.
- L. Permits 500 L.
- M. Other expenses: (Specify)
 - a. _____ Ma.
 - b. INVOICING COSTS 15000 Mb.
 - c. _____ Mc.
 - d. _____ Md.
- N. TOTAL EXPENSES _____

303121.35 N.

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3. Amount to charity (subtract line 2N from line 1G) 26540.35
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) 26540.35 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.