

038-1

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 2005

(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 J 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>638</u>		CT No. <u>6188</u>	F.E.I.N. No. <u>94-1007751</u>
<u>DIRECTLINE TECHNOLOGIES, INC.</u>		<u>CALIFORNIA ALUMNI ASSOCIATION</u>	
Name of commercial fundraiser for charitable purposes <u>1600 N. CARPENTER ROAD, BLDG. D</u>		Name of charity <u>ATTN: NANCY BLATTEL, MANAGER</u> <u>ONE ALUMNI HOUSE</u> <u>MEMBER SERVICES</u>	
Address of commercial fundraiser for charitable purposes <u>MODESTO, CA 95351-1145</u>		Address of charity <u>BERKELEY, CA 94720-7520</u>	
City, State, and ZIP Code of commercial fundraiser for charitable purposes		City, State, and ZIP code of charity	

Figures from (check one): National Campaign California Campaign

MEMBERSHIP CAMPAIGN held (on) (from) 02/01, 20 05 to 03/20, 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	\$ _____	A.	
B. Entertainment sales or admission charges	_____	B.	
C. Sales from products	_____	C.	
D. Advertisement sales	_____	D.	
E. Membership fees	<u>\$394,890.00</u>	E.	
F. Other sources: (Specify)	_____	Fa.	
a. _____	_____	Fb.	
b. _____	_____	Fc.	
c. _____	_____	Fd.	
d. _____	_____		
G. TOTAL REVENUE			<u>\$394,890.00</u> G.

2. EXPENSES			
A. Fees or commissions	<u>\$110,160.00</u>	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)	_____	Ma.	
a. _____	_____	Mb.	
b. _____	_____	Mc.	
c. _____	_____	Md.	
d. _____	_____		
N. TOTAL EXPENSES			<u>\$110,160</u> N.

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- 3. Amount to charity (subtract line 2N from line 1G) \$284,730.00 3.
- 4. Less additional fundraising expenses paid by charity including fee paid to commercial fundraiser for charitable purposes (to be completed by charity) _____ 4.
- 5. Less fair market value of goods and/or services used for the event which were paid by sponsor(s) _____ 5.
- 6. Net proceeds realized by charity from the campaign (subtract lines 4 and 5 from line 3) \$284,730.00 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.