

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>05</sup>**

(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/>

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|--|--|
| <p><b>Name and Address of Commercial Fundraiser for Charitable Purposes:</b></p> <p>CF No. <u>1266</u><br/>Midwest Publishing-DN, Inc.</p> <p><b>Name of commercial fundraiser for charitable purposes</b><br/><u>10844 N. 23rd. Avenue</u></p> <p><b>Address of commercial fundraiser for charitable purposes</b><br/><u>Phoenix, AZ 85029</u></p> <p><b>City, State, and ZIP Code of commercial fundraiser for charitable purposes</b></p> | <p><b>Name and Address of Charitable Organization:</b></p> <p>CT No. <u>111617</u> F.E.I.N. No. <u>95-1985954</u><br/>California Professional Firefighters</p> <p><b>Name of charity</b><br/><u>1780 Creekside Oaks #200</u></p> <p><b>Address of charity</b><br/><u>Sacramento, CA 95833</u></p> <p><b>City, State, and ZIP code of charity</b></p> |
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Figures from (check one): National Campaign  California Campaign

Telephone Solicitation held (on) (from) 1/1, 20 05, to 12/31, 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                       | 637,445.94 | A.  |
| B. Entertainment sales or admission charges |            | B.  |
| C. Sales from products                      |            | C.  |
| D. Advertisement sales                      | 425,856.50 | D.  |
| E. Membership fees                          |            | E.  |
| F. Other sources: (Specify)                 |            |     |
| a. _____                                    |            | Fa. |
| b. _____                                    |            | Fb. |
| c. _____                                    |            | Fc. |
| d. _____                                    |            | Fd. |

1,063,302.44 G.

**2. EXPENSES**

|                                   |            |     |
|-----------------------------------|------------|-----|
| A. Fees or commissions            |            | A.  |
| B. Salaries                       | 615,947.34 | B.  |
| C. Payroll taxes                  |            | C.  |
| D. Employee benefits              |            | D.  |
| E. Cost of merchandise for resale |            | E.  |
| F. Cost of entertainment          |            | F.  |
| G. Postage                        | 96,120.41  | G.  |
| H. Advertising                    | 4,443.09   | H.  |
| I. Telephone                      | 40,051.97  | I.  |
| J. Rental of equipment            |            | J.  |
| K. Facilities charge              | 70,647.57  | K.  |
| L. Permits                        |            | L.  |
| M. Other expenses: (Specify)      |            |     |
| a. General Office                 | 16,378.27  | Ma. |
| b. Depreciation                   | 12,141.48  | Mb. |
| c. Interest & Taxes               | 734.75     | Mc. |
| d. Professional Fundraiser profit | 42,980.96  | Md. |

899,445.84 N.

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|  |            |      |
|--|------------|------|
| 3. Amount to charity (subtract line 2N from line 1G)   | 163,856.60 | 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)   | 163,856.60 | 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.