

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 12589)  
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



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.

<b>Name and Address of Commercial Fundraiser for Charitable Purposes:</b>  CF No. <u>1297</u> <u>Public Awareness, LLC</u> Name of commercial fundraiser for charitable purposes <u>1760 Chicago Avenue, Suite J 19</u> Address of commercial fundraiser for charitable purposes <u>Riverside, CA 92507</u> City, State, and ZIP Code of commercial fundraiser for charitable purposes	<b>Name and Address of Charitable Organization:</b>  CT No. <u>113541</u> F.E.I.N. No. <u>33-0952160</u> <u>Association for Firefighters and Paramedics</u> Name of charity <u>1720 East Garry Avenue, Suite 117</u> Address of charity <u>Santa Ana, CA 92705</u> City, State, and ZIP code of charity
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Figures from (check one): National Campaign  California Campaign

Telemarketing held (on) (from) 1/1/05, 20  , to 12/31/05, 20    
(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	442,436.38	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	442,436.38	G.	<input checked="" type="checkbox"/>

2. EXPENSES

A. Fees or commissions	_____	A.	
B. Salaries	165,302.61	B.	
C. Payroll taxes	3,657.60	C.	
D. Employee benefits	_____	D.	
E. Cost of merchandise for resale	_____	E.	
F. Cost of entertainment	_____	F.	
G. Postage	16,551.53	G.	
H. Advertising	25,376.61	H.	
I. Telephone	35,232.36	I.	
J. Rental of equipment	833.25	J.	
K. Facilities charge	18,846.43	K.	
L. Permits	1,450.89	L.	
M. Other expenses: (Specify)			
a. Utilities	5,451.58	Ma.	
b. Printing	70,777.99	Mb.	
c. Supplies	45,301.64	Mc.	
d. Insurance	9,410.25	Md.	
N. TOTAL EXPENSES	398,192.74	N.	

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**ANNUAL FINANCIAL REPORT FOR 20 05**

(California Government Code Section 12599)

Page 2

3.	Amount to charity (subtract line 2N from line 1G)	<u>44,243.64</u>	3.
4.	Less additional fundraising expenses paid by charity including fee paid to commercial fundraiser (to be completed by charity)	<u>0</u>	4.
5.	Less fair market value of goods and/or services used for the event which were paid by sponsor(s)	<u>0</u>	5.
6.	Net proceeds realized by charity from the campaign (subtract lines 4 and 5 from line 3)	<u>44,243.64</u>	6.

7. (a) Does any officer, director, partner or owner of the commercial fundraiser have any affiliation with or control over, directly or indirectly, the charitable organization for which the commercial fundraiser has contracted to solicit?

Yes  No If "yes" complete the following:

Name of officer, director, partner or owner of commercial fundraiser	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 and the charity.

2. Charitable organization to which proceeds are (to be) sent:

3. Name of charity:

4. Date:

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.