

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 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.

Name and Address of Commercial Fundraiser for Charitable Purposes:

CF No. CF 1590  
JPD communications  
Name of commercial fundraiser for charitable purposes  
2712 9th St  
Address of commercial fundraiser for charitable purposes  
Berkeley CA 94710  
City, State, and ZIP Code of commercial fundraiser for charitable purposes

Name and Address of Charitable Organization:

CT No. 02064 F.E.I.N. No. 94-605 0168  
SAN FRANCISCO BOTANICAL GARDEN SOCIETY  
Name of charity  
9th AVE G LINCOLN way  
Address of charity  
SAN FRANCISCO CA 94122  
City, State, and ZIP code of charity

Figures from (check one): National Campaign  California Campaign

Dinner held (on) (from) Sept 29, 2005 to Sept 29, 2005  
(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 \$193,711.10 B.
- C. Sales from products \_\_\_\_\_ C.
- D. Advertisement sales \_\_\_\_\_ D.
- E. Membership fees \_\_\_\_\_ E.
- F. Other sources: (Specify)
  - a. Auction sales \$33,030 Fa.
  - b. in-kind donations \$3,485 Fb.
  - c. Targetted donations \$25,746 Fc.
  - d. \_\_\_\_\_ Fd.
- G. TOTAL REVENUE 255,072.10 ✓

2. EXPENSES

- A. Fees or commissions \_\_\_\_\_ A. SEE ATTACHED
- 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)
  - a. \_\_\_\_\_ Ma.
  - b. \_\_\_\_\_ Mb.
  - c. \_\_\_\_\_ Mc.
  - d. \_\_\_\_\_ Md.

N. TOTAL EXPENSES 142,714.38 N.

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3. Amount to charity (subtract line 2N from line 1G) 113,257.72 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) 0 5.

6. Net proceeds realized by charity from the campaign (subtract lines 4 and 5 from line 3) 113,257.72 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.

<b>Consultants</b>	JPD Communications	\$22,370.49
<b>Food/Beverage/Caterers</b>	Food/Beverage expenses	\$664.55
	In-Kind Gift	\$2,500.00
<b>Vendors</b>	McCall Associates Catering	\$62,594.10
	McCune A/V	\$17,069.48
	Valet By the Bay Parking	\$2,693.75
<b>Program</b>	Keynote Speaker Fee/Travel	\$1,343.11
	Entertainment	\$3,247.39
	Plant, Décor	\$6,000.00
	In-Kind Gift	\$85.00
<b>Program Supplies</b>	Office, hardware supplies	\$154.93
	Expense Reimbursements	\$735.00
<b>Printing, Supplies</b>	Graphics/Design/Photography	\$6,158.75
	Signage	\$193.27
	Invitations, save-the-date	\$9,787.06
<b>Auction</b>	Auction Item purchase	\$900.00
	Coordinator, expenses	\$378.21
<b>Equipment Rental</b>	Electronic and Equipment rental	\$716.82
<b>Postage/Courier/Mailhouse</b>	Postage	\$1,334.45
<b>Credit Card Fees</b>	Credit Card Fees	\$3,788.02
	<b>Total:</b>	<b>\$142,714.38</b>