

**ATTORNEY GENERAL'S SUMMARY OF
RESULTS OF CHARITABLE
SOLICITATION BY
COMMERCIAL FUND-RAISERS**



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Year Ending 2001

ATTORNEY GENERAL'S SUMMARY OF RESULTS OF CHARITABLE
SOLICITATION BY COMMERCIAL FUND-RAISERS
(Government Code § 12599)

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2001 REPORTS CHART: PERCENTAGE TO CHARITY

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The term "commercial fund-raiser" refers generally to a person or corporation that is a for-profit business and contracts with charities, for compensation, to raise money on their behalf. The commercial fund-raiser usually makes a profit by charging charities a flat fee or a percentage of the contributions collected on behalf of the charities. It is important to note, however, that most of the 85,000 charities registered with the Attorney General do *not* use commercial fund-raisers to raise funds.

Historical figures show that a campaign conducted by a commercial fund-raiser returns, on average, less than 50 percent of the contributions to the charity. The rest is retained by the commercial fund-raiser as a fund-raising fee. This summary reflects the results of solicitation by commercial fund-raisers in 2001, as stated in reports they are required to file with the Attorney General. In 2001, commercial fund-raisers collected a total of about \$281.9 million in charitable contributions within this state. The return to charity from the average commercial fund-raiser campaign was 38.03 percent.

The "Average Percent to Charity" shown for this and past years was obtained by taking the percentage of contributions returned to charity for each solicitation campaign, adding the individual percentages together, and dividing by the number of campaigns, thus obtaining the "percent to charity" for the average campaign. A second table shows overall revenue raised and overall revenue to charity. Calculation of the percentage of charitable contributions going to charity using these overall figures is skewed by a few individual campaigns with revenue figures that are very high in comparison to most campaigns. Because these overall figures do not yield a "percent to charity" that is reflective of the average campaign, they have not been used in calculating the "Average Percent to Charity."

The following summarizes the total number of commercial fund-raising campaigns that yielded specific percentages to charities: more than 50% to charity (123), between 31% and 50% to charity (71), between 21% and 30% to charity (50), between 16% and 20% (66), and 15% and less to charity (110).

It is important to note that the information in this summary is taken unedited from reports filed by the charities and fund-raisers themselves. To be accepted by the Attorney General, the reports must be signed by the commercial fund-raisers *and* officers of the charities for whom the solicitations were made. The actual reports should be consulted for more complete information provided by the filers. You may review the reports, as well as a wealth of information about charities and fund-raising, on the Attorney General's Internet web site:

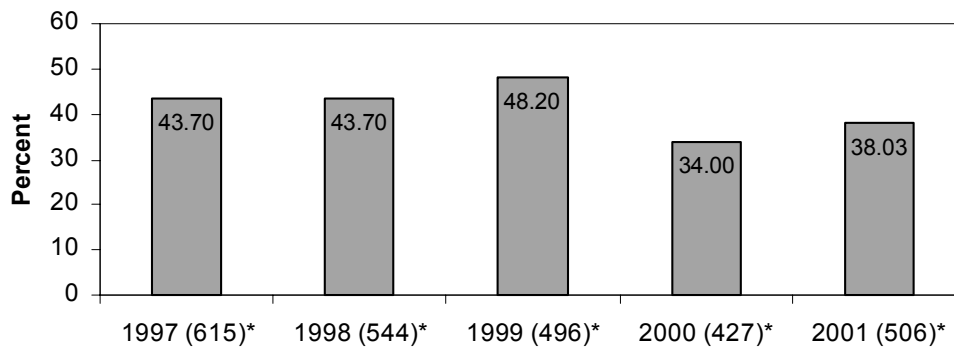
<http://ag.ca.gov/charities/>

The Attorney General also publishes a Guide to Charitable Solicitation. You may obtain a Guide at the Attorney General's Internet web site, or write to the Attorney General's Public Inquiry Unit, P.O. Box 944255, Sacramento, California 94244.

Commercial Fund-Raisers

1997-2001

Average Percent to Charity



*Note: Number of campaigns

Revenue to Charity

