

MAIL TO: Office of the Attorney General Registry of Charitable Trusts P.O. Box 903447 Sacramento, CA 94203-4470

STREET ADDRESS: 1300 I Street Sacramento, CA 95814 Telephone: (916) 323-5079

WEB SITE ADDRESS: http://ag.ca.gov/charities/

COMMERCIAL FUND-RAISER FOR CHARITABLE PURPOSES

2002 ANNUAL FINANCIAL REPORT (California Government Code Section 12599)

Failure to file annual financial report by January 30 annually for each calendar year of solicitation may result in fines or filing penalties as defined in Government Code Section 12588.1

An annual financial report must be filed for each event for each charity solicited for during the previous calendar year.



Form with two columns: Name and Address of Commercial Fund-raiser (The Heritage Company, Inc., 2402 Wildwood Avenue, Suite 500, Sherwood AR 72120) and Name and Address of Charitable Organization (The National Children's Cancer Society, Inc., 1015 Locust Building, Ste. 1040, St. Louis MO 63101). Includes handwritten number '109'.

Figures from (check one): National Campaign [ ] California Campaign [ ] Telemarketing and direct mail held (on) (from) 1/1/2002 to 12/31/2002, 20 (Date or dates must be shown)

Is the contract between the commercial fund-raiser and charity based upon a fee or percentage of revenue? (check one) Fee [ ] Percentage [ ] Other [ ]

Table for REVENUE with categories A-F and sub-categories a-d. Total Revenue (G) is \$310,338.75.

Table for EXPENSES with categories A-N and sub-categories a-d. Total Expenses (N) is \$244,478.50.

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Attorney General's

400442

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- 3. Amount to Charity (subtract line 2N from line 1G) \$98,042.90 3.
- 4. Less additional fund-raising expenses paid by charity (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) \$ 98,042.90 6.

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

Yes  No If "yes," complete the following:

Name of officer, director, partner or owner of Commercial Fund-raiser	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.

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.

Signature of authorized officer (Commercial Fund-raiser) Glenda Keerihan Secretary/Treasurer 1/21/03  
 Printed Name Title Date

This report must be signed by two officers or directors of the charitable organization for verifying the distribution.

Mark Stover President 1/27/03  
 Printed Name Title Date

Carolyn L. Token Chief Financial Officer 1/28/03  
 Printed Name Title Date

# CAMPAIGN FINANCIAL REPORT

THE HERITAGE COMPANY

(Name of Professional Solicitor)

(Registration Number)

NATIONAL CHILDREN'S CANCER SOCIETY - CALIFORNIA

(Name of Charitable Organization or Sponsor)

For the period beginning 01/01/02 through 12/31/02

GROSS REVENUE	<u>310,338.75</u>	
EXPENSES		
SALARIES, WAGES, COMMISSIONS	<u>89,033.00</u> ✓	
PROMOTIONAL FEES	<u>11,994.50</u> ✓	
POSTAGE	<u>4,830.00</u> ✓	
TELEPHONE	<u>66,090.50</u> ✓	
RENT	<u>25,438.00</u> ✓	
SUPPLIES	<u>2,737.00</u>	
LICENSES, PERMITS	<u>4,508.00</u> ✓	
ADVERTISING	<u>5,635.00</u> ✓	
ACCOUNTING/DATA PROCESSING	<u>31,717.00</u>	
LIST PREPARATION	<u>2,495.50</u>	
OTHER:		
_____	_____	
_____	_____	
_____	_____	
TOTAL EXPENSES	<u>244,478.50</u>	78.78%
Net Proceeds	<u>65,860.25</u>	21.22%
Amount Retained by Charitable Organization or Sponsor	<u>98,042.90</u>	31.59%
Percentage of Funds Received by Charitable Organization or Sponsor <i>(Amount Retained by the Charitable Organization or Sponsor divided by Gross Revenue)</i>	<u>31.59%</u>	
Net Income/Loss (-) to THC <i>(pending ongoing collections &amp; reconciliations)</i>	<u>-32,182.65</u>	-10.37%

1/10/2003

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