

MAIL TO: Office of the Attorney General
Registry of Charitable Trusts
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WEB SITE ADDRESS: <http://ag.ca.gov/charities/>

COMMERCIAL FUNDRAISER FOR CHARITABLE PURPOSES

ANNUAL FINANCIAL REPORT FOR 20⁰³
(California Government Code Section 12599)

Failure to file annual financial report by January 30th 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.



Name and Address of Commercial Fundraiser: <u>Midwest Publishing-AZ, Inc.</u>	Name and Address of Charitable Organization: CT No. <u>111617</u> F.E.I.N. No. <u>95-1985954</u> <u>California Professional Firefighters</u>
Name of commercial fundraiser <u>10844 N. 23rd. Ave.</u>	Name of charity <u>1780 Creekside Oaks #200</u>
Address of commercial fundraiser <u>Phoenix, AZ 85029</u>	Address of charity <u>Sacramento, CA 95833</u>
City, State, and ZIP Code	City, State, and ZIP code of charity

Figures from (check one): National Campaign California Campaign

Telephone solicitation held (on) (from) 1/1, 2003, to 12/31, 2003
(Type of activity) (Date or dates must be shown)

Is the contract between the commercial fundraiser and charity based upon a fee or percentage of revenue? Fee Percentage Other
If other, provide brief explanation _____

1. REVENUE

A. Cash contributions	<u>673,889.79</u>	A.
B. Entertainment sales or admission charges	_____	B.
C. Sales from products	_____	C.
D. Advertisement sales	<u>250,009.01</u>	D.
E. Membership fees	_____	E.
F. Other sources: (Specify)	_____	Fa.
a. _____	_____	Fb.
b. _____	_____	Fc.
c. _____	_____	Fd.
d. _____	_____	
G. TOTAL REVENUE		<u>923,898.80</u> G.

2. EXPENSES

A. Fees or commissions	<u>524,928.93</u>	A.
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	<u>90,169.15</u>	G.
H. Advertising	<u>356.13</u>	H.
I. Telephone	<u>44,757.76</u>	I.
J. Rental of equipment	_____	J.
K. Facilities charge	<u>70,280.65</u>	K.
L. Permits	_____	L.
M. Other expenses: (Specify)	<u>27,080.91</u>	Ma.
a. <u>General office</u>	_____	Mb.
b. <u>Depreciation</u>	<u>5,523.00</u>	Mc.
c. <u>Interest & Taxes</u>	<u>1,550.38</u>	Md.
d. <u>PER Profit</u>	<u>20,665.81</u>	
N. TOTAL EXPENSES		<u>785,312.72</u> N.

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3. Amount to charity (subtract line 2N from line 1G)	138,586.08	3.
4. Less additional fundraising expenses paid by charity including fee paid to commercial fundraiser (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)	138,586.08	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.

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.

John F. McCallum President 2/19/04

Signature of authorized officer (commercial fundraiser) Printed name Title Date

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

	Dan Tenney	President	2/25/04
Signature of authorized officer/director (charity)	Printed name	Title	Date
	Teresa M. Ortiz	Managing Director	2/25/04
Signature of authorized officer/director (charity)	Printed name	Title	Date