

CHARITABLE SOLICITATION BY COMMERCIAL FUNDRAISERS - 1998

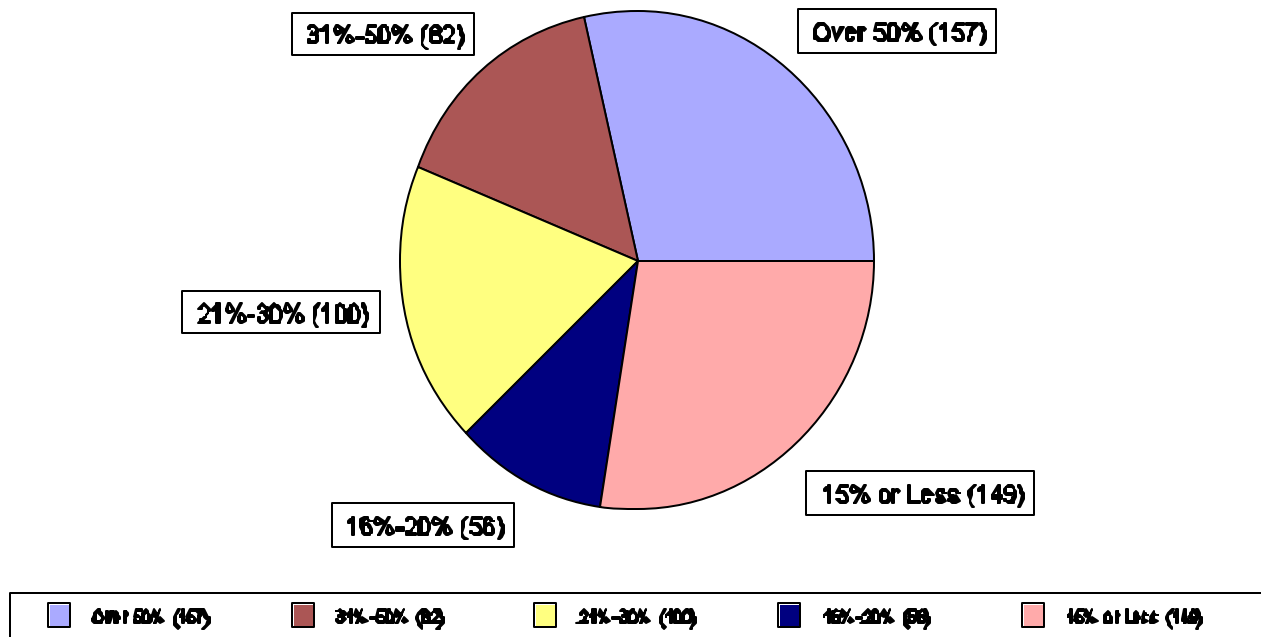
\$196 MILLION COLLECTED BY COMMERCIAL FUNDRAISERS

In 1998, commercial fundraisers soliciting the public on behalf of charitable organizations collected a total of just over \$196 million in charitable contributions within this state. Only \$85.8 million (43.7%) of that total was actually received by the charitable organizations on whose behalf the solicitations were made.

Simply put, less than one-half of every dollar donated by Californians to charities which used these commercial fundraisers did not go to charity at all. Most of the money went instead to solicitation expenses and to fundraiser profits.

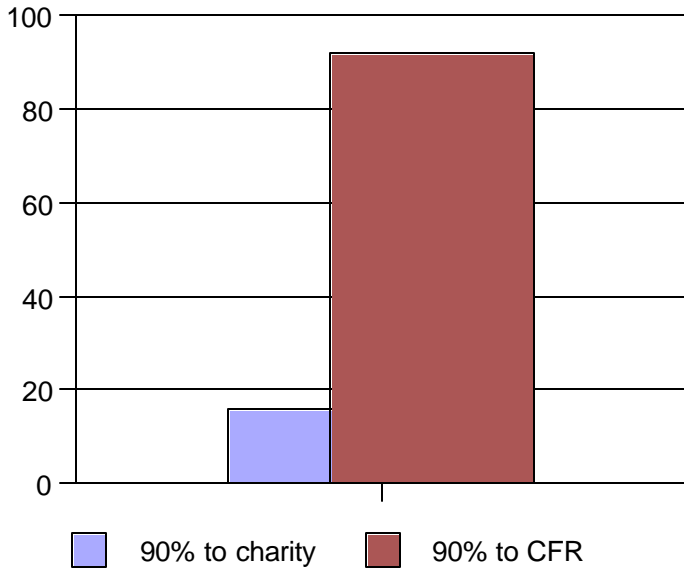
The chart below shows the total number of commercial fundraising campaigns that yielded more than 50% to charity (157); between 31% and 50% to charity (82); between 21% and 30% to charity (100); between 16% and 20% to charity (56) and 15% or less to charity (149).

1998 Reports: Percentage to Charity



Charitable Solicitation By Commercial Fundraiser 1998

Where the Money Went

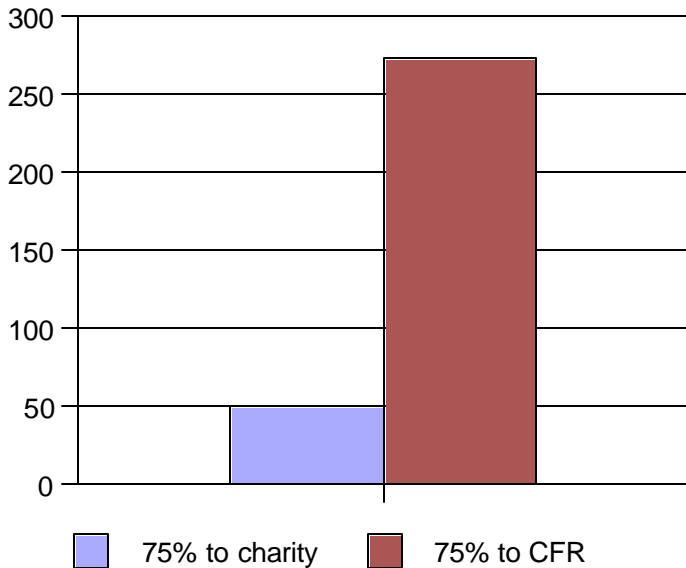


the CFR. The total percentage is

Percentage of 1998 Commercial Fundraising Campaigns in which 90% of the money raised went to the charity. The total percentage is 2.94% .

90% to Charity	16
90% to CFR	92

Percentage of 1998 Commercial Fundraising Campaigns in which 90% of the money raised went to 16.91%.



50.18%.

Percentage of 1998 Commercial Fundraising Campaigns in which 75% of the money raised went to The charity. The total percentage is 9.19%.

75% to Charity	50
75% to CFR	273

Percentage of 1998 Commercial Fundraising Campaigns in which 75% of the money raised went to the CFR. The total percentage is

TABLE NO. 1

This table lists in descending order each charitable organization which sponsored a commercial fundraising campaign where 15% or less of the funds raised actually went to charity.

**Charity/Charitable Purpose,CFR Listing by Percentage to Charity in
which 15% or less went to a Charity or Charitable Purpose**

Charity/Charitable Purpose	Commercial Fundraiser	T. Revenue	To Charity	% to Charity
UNITED FIRE FIGHTERS OF AMERICA, INC.	NATIONWIDE FUNDRAISERS, INC.	167,289	25,093	15.00
CANCER FUND OF AMERICA, INC.	NON-PROFIT TELEMEDIA, INC.	40,452	6,068	15.00
CORRECTIONAL PEACE OFFICERS FOUNDATION	TBS PRODUCTIONS	256,598	38,490	15.00
FIREFIGHTERS CHARITABLE FOUNDATION	TBS PRODUCTIONS	561,978	84,297	15.00
RESERVE POLICE OFFICERS ASSOCIATION	PROFESSIONAL FUND-RAISERS, INC.	50,171	7,526	15.00
UNITED FIRE FIGHTERS OF AMERICA, INC.	PROFESSIONAL FUND-RAISERS, INC.	64,596	9,689	15.00
RESERVE POLICE OFFICERS ASSOCIATION	NATIONWIDE FUNDRAISERS, INC.	160,004	24,001	15.00
CORRECTIONAL PEACE OFFICERS FOUNDATION	ROMAN PROMOTIONS, INC.	37,239	5,586	15.00
CORRECTIONAL PEACE OFFICERS FOUNDATION	ROMAN PROMOTIONS, INC.	13,985	2,098	15.00
SHILOH INTERNATIONAL MINISTRIES, INC.	ENTERTAINMENT SERVICES UNLIMITED	37,376	5,606	15.00
HEART SUPPORT OF AMERICA, INC.	NON-PROFIT TELEMEDIA, INC.	15,037	2,246	14.93
MARYSVILLE EXCHANGE CLUB	MERIDIAN PRODUCTIONS	20,383	3,000	14.72
AMERICAN WHEELCHAIR VETERANS ASSOCIATION	UNITED BAY VETERANS, INC.	534,866	77,580	14.50
INTERNATIONAL LAW ENFORCEMENT GAMES, INC.	AMERICAN TRADE & CONVENTION	20,869	3,000	14.38
REGULAR AMERICAN VETERANS	NORTH AMERICAN CHARITABLE SERVICES INC.	530,894	75,500	14.22
AMERICAN ASSOCIATION FOR LOST CHILDREN	DOYLE R. BARNES	6,745	950	14.08
FIREFIGHTERS CHARITABLE FOUNDATION	CIVIC DEVELOPMENT GROUP, LLC	449,197	62,888	14.00
CALIFORNIA COUNCIL OF THE BLIND - INLAND VALLEY AREAS R.E.W. ASSOCIATES		145,122	20,242	13.95
REGULAR AMERICAN VETERANS, THE	CHARITABLE RESOURCE FOUNDATION, INC.	8,024	1,117	13.92
ADOLESCENT AIDS FOUNDATION	NORTH AMERICAN CHARITABLE SERVICES INC.	131,017	18,200	13.89
PROJECT CURE	DIRECT RESPONSE CONSULTING SERVICES	3,751,240	517,768	13.80
MARSHALS ASSOCIATION OF SAN BERNARDINO COUNTY	R.E.W. ASSOCIATES	120,228	16,421	13.66
MIRACLE FLIGHTS FOR KIDS	REESE BROTHERS, INC.	195,444	26,326	13.47
CALIFORNIA PROFESSIONAL FIREFIGHTERS	MIDWEST PUBLISHING-AZ, INC.	549,583	73,783	13.43

Charity/Charitable Purpose	Commercial Fundraiser	T. Revenue	To Charity	% to Charity
ARC - RIVERSIDE	R.E.W. ASSOCIATES	111,650	14,938	13.38
SOUTH BAY RAPE CRISIS CENTER	SOUTH BAY PRODUCTIONS	121,795	16,248	13.34
PEOPLE FOR THE AMERICAN WAY	SHARE GROUP, INC., THE	36,753	4,853	13.20
INLAND VALLEY OF SAN BERNARDINO COUNTY FOSTER PAREN	R.E.W. ASSOCIATES	72,945	9,625	13.20
NATIONAL S.A.F.E. HOME FOUNDATION, INC.	NON-PROFIT TELEMEDIA, INC.	43,191	5,678	13.15
FOUNDATION FOR DISABLED FIREFIGHTERS	NORTH AMERICAN CHARITABLE SERVICES INC.	444,129	58,000	13.06
RETIRED AND DISABLED POLICE OFFICERS ASSOCIATION	NORTH AMERICAN CHARITABLE SERVICES INC.	183,856	23,901	13.00
CANCER FUND OF AMERICA, INC.	CIVIC DEVELOPMENT GROUP, LLC	58,772	7,515	12.79
AMERICAN VETERAN'S RELIEF FUND, INC.	NON-PROFIT TELEMEDIA, INC.	14,322	1,830	12.78
BEING ALIVE	HANG-UPS ART ENTERPRISES, INC.	2,050	255	12.44
SONOMA VALLEY ARTS ALLIANCE	SUMMERS-MC CANN, INC.	279,285	34,604	12.39
LONE HILL MIDDLE SCHOOL	HANG-UPS ART ENTERPRISES, INC.	2,135	259	12.11
DISABLED VETERANS ASSOCIATION	CIVIC DEVELOPMENT GROUP, LLC	268,776	32,253	12.00
INTERNATIONAL NARCOTIC ENFORCEMENT OFFICERS	LAS,LLC	34,417	4,130	12.00
DISABLED CHILDREN'S RELIEF FUND, INC.	NON-PROFIT TELEMEDIA, INC.	33,069	3,958	11.97
MARSHAL'S ASSOCIATION OF CALIFORNIA MERCED COUNTY	TEL-MAR PRODUCTIONS	59,512	7,117	11.96
TORRANCE POLICE OFFICERS' ASSOCIATION	RAMBRET INC.	147,969	17,588	11.89
GARDENA POLICE OFFICERS' ASSOCIATION	RAMBRET INC.	332,929	38,448	11.55
AMERICAN ASSOCIATION FOR LOST CHILDREN	JERRY R. BARLOW	2,500	288	11.52
SAN GABRIEL POLICE OFFICERS' ASSOCIATION	RAMBRET INC.	332,929	37,948	11.40
ALHAMBRA POLICE OFFICERS' ASSOCIATION	RAMBRET INC.	295,937	32,676	11.04
WE-TIP	NORTH AMERICAN ACQUISITIONS	236,387	26,003	11.00
CALIFORNIA VETERANS ADVOCACY CORPORATION	LUXMEE SERVICES, INCORPORATED	1,022,732	112,253	10.98
CITIZENS AGAINST GOVERNMENT WASTE	FACTER DIRECT, LTD	54,581	5,750	10.54
NORTH SAN DIEGO COUNTY FOSTER PARENT ASSOCIATION	TECHLINK PRODUCTIONS, INC.	66,970	7,041	10.51
SAN DIEGO COUNTY FOSTER PARENT ASSOCIATION	TECHLINK PRODUCTIONS, INC.	66,970	7,041	10.51
INTERNATIONAL UNION OF POLICE ASSOCIATIONS	LAS,LLC	148,165	15,294	10.32

Charity/Charitable Purpose	Commercial Fundraiser	T. Revenue	To Charity	% to Charity
A.I.D.S. RESEARCH ASSOCIATION	NORTH AMERICAN ACQUISITIONS	146,793	15,032	10.24
SOUTHERN PACIFIC ASSN AMATEUR ATHLETIC UNION UNITED	TOM JONES PRODUCTIONS	74,000	7,500	10.14
CHILDREN'S CHARITY FUND, INC.	CIVIC DEVELOPMENT GROUP, LLC	175,115	17,607	10.05
HELP HOSPITALIZED CHILDREN'S FUND	NORTH AMERICAN CHARITABLE SERVICES INC.	19,539	1,954	10.00
SCOLAR MINISTRIES, BLIND CHILDREN'S COUNCIL	NORTH AMERICAN ACQUISITIONS	45,549	4,555	10.00
DORIS PARRISH ASSOCIATION OF EB	HANG-UPS ART ENTERPRISES, INC.	2,430	243	10.00
HOLLYWOOD HIGH	HANG-UPS ART ENTERPRISES, INC.	345	35	10.00
REDLANDS FESTIVAL BALLET	HANG-UPS ART ENTERPRISES, INC.	325	33	10.00
UNIQUE ATTACK	HANG-UPS ART ENTERPRISES, INC.	1,845	185	10.00
SHILOH INTERNATIONAL MINISTRIES	NATIONWIDE FUNDRAISERS, INC.	223,027	22,303	10.00
JUNIOR POLICE ACADEMY	NETWORK MANAGEMENT PRESS, INC.	615,021	61,502	10.00
INTERNATIONAL UNION OF POLICE ASSOCIATIONS	EAST COAST PRODUCTIONS, INC.	405,312	40,531	10.00
REDSKIN BAND BOOSTERS	HANG-UPS ART ENTERPRISES, INC.	1,051	105	10.00
COMMITTEE FOR MISSING CHILDREN	LAS,LLC	31,765	3,176	10.00
SURVIVORS AND VICTIMS EMPOWERED	CIVIC DEVELOPMENT GROUP, LLC	19,244	1,924	10.00
NATIONAL PROSTATE CANCER COALITION	TELEFUND, INC.	1,622	162	9.99
U.S. VETERANS LEAGUE	NORTH AMERICAN ACQUISITIONS	530,276	52,893	9.97
HANDICAPPED YOUTH SERVICES	NORTH AMERICAN ACQUISITIONS	326,454	32,547	9.97
ROGER WYBURN-MASON AND JACK M. BLOUNT ERADICA	DIRECT RESPONSE CONSULTING SERVICES	1,768,676	175,601	9.93
CALIFORNIA COUNCIL OF THE BLIND - SAN DIEGO AREA	TECHLINK PRODUCTIONS, INC.	113,679	11,087	9.75
CORRECTIONAL PEACE OFFICERS FOUNDATION	ROMAN PROMOTIONS, INC.	61,996	6,000	9.68
HALT	A.B.DATA, LTD.	791,076	76,458	9.67
CONCERNED WOMEN FOR AMERICA	MDS COMMUNICATIONS CORPORATION	359,754	34,261	9.52
ISIS SHRINE TEMPLE #102, A.E.A.O.N.M.S.	TECHLINK PRODUCTIONS, INC.	119,943	11,344	9.46
V.E.T.S./VICTORY EARNED THRU SERVICE	ZAGAR AND ASSOCIATES	308,315	28,602	9.28
EXCHANGE CLUB CENTER FOR THE PREVENTION OF CHILD	TECHLINK PRODUCTIONS, INC.	77,978	7,204	9.24
MONTANA WILDLIFE FEDERATION	ANGELES COMMUNICATIONS, LLC	21,560	1,991	9.23

Charity/Charitable Purpose	Commercial Fundraiser	T. Revenue	To Charity	% to Charity
HELPING HANDS FOR THE BLIND	NORTH AMERICAN ACQUISITIONS	266,457	24,333	9.13
AMVETS DEPARTMENT OF CALIFORNIA	MIDWEST PUBLISHING-AZ, INC.	320,772	28,901	9.01
CENTER FOR MARINE CONSERVATION	SHARE GROUP, INC., THE	85,475	7,668	8.97
CHILDREN'S ASSISTANCE FOUNDATION	NORTH AMERICAN ACQUISITIONS	266,199	23,335	8.77
CORRECTIONAL PEACE OFFICERS FOUNDATION	ROMAN PROMOTIONS, INC.	103,737	9,000	8.68
NATIONAL ABORTION AND REPRODUCTIVE RIGHTS ACTION SHARE GROUP, INC., THE	SHARE GROUP, INC., THE	347,469	29,451	8.48
SIERRA CLUB	STEPHEN DUNN & ASSOCIATES	687,201	56,052	8.16
KIDSPEACE	REESE BROTHERS, INC.	11,311	915	8.09
AMERICAN DEPUTY SHERIFF'S ASSOCIATION	NATIONWIDE FUNDRAISERS, INC.	659,829	52,786	8.00
NATIONAL ASSOCIATION OF VETERAN POLICE OFFICERS	NORTH AMERICAN CHARITABLE SERVICES INC.	71,407	5,356	7.50
NATIONAL ASSOCIATION OF VETERAN POLICE OFFICERS	NETWORK MANAGEMENT PRESS, INC.	141,015	10,576	7.50
STANISLAUS COUNTY SHERIFF'S POSSEE, INC.	BOB THAIN PRODUCTIONS	169,484	12,536	7.40
SAN FERNANDO POLICE OFFICERS' ASSOCIATION	RAMBRET INC.	739,843	53,240	7.20
UNITED CHILD GUIDANCE COUNCIL, INC.	NON-PROFIT TELEMEDIA, INC.	39,296	2,790	7.10
INTERNATIONAL ASSOCIATION OF RETIRED FIREFIGHTERS NETWORK MANAGEMENT PRESS, INC.	NETWORK MANAGEMENT PRESS, INC.	574,869	40,241	7.00
RETIRED AND DISABLED POLICE OF AMERICA	NETWORK MANAGEMENT PRESS, INC.	401,618	28,113	7.00
AMERICAN VETERANS RELIEF FUND, INC.	NORTH AMERICAN CHARITABLE SERVICES INC.	55,032	3,852	7.00
SHILOH INTERNATIONAL MINISTRIES	PROFESSIONAL FUND-RAISERS, INC.	105,724	7,150	6.76
SIERRA CLUB	HARRIS O'MALLEY MARKETING, INC.	52,483	3,199	6.09
JUST SAY NO INTERNATIONAL	HARRIS O'MALLEY MARKETING, INC.	325,849	19,753	6.06
NATION'S MISSING CHILDREN ORGANIZATION, INC.	INTEGRAL RESOURCES, INC.	162,865	9,550	5.86
CONCERNED WOMEN FOR AMERICA	MDS COMMUNICATIONS CORPORATION	1,620,783	92,823	5.73
COPS AND SHERIFFS OF AMERICA	NORTH AMERICAN ACQUISITIONS	469,396	24,712	5.26
SOUTHERN PACIFIC ASSN AMATEUR ATHLETIC UNION UNITED TOM JONES PRODUCTIONS	TOM JONES PRODUCTIONS	76,000	4,000	5.26
U.S. FIREFIGHTERS, THE	NORTH AMERICAN ACQUISITIONS	401,849	20,055	4.99
CITIZENS AGAINST GOVERNMENT WASTE	FACTER DIRECT, LTD	17,334	815	4.70
HANDICAPPED CHILDREN'S SERVICES OF AMERICA	NORTH AMERICAN CHARITABLE SERVICES INC.	405,133	18,200	4.49

Charity/Charitable Purpose	Commercial Fundraiser	T. Revenue	To Charity	% to Charity
LIBERTY ALLIANCE, THE	REGENCY COMMUNICATIONS, INC.	164,583	7,171	4.36
CONCERNED WOMEN FOR AMERICA	REGENCY COMMUNICATIONS, INC.	1,159,319	49,507	4.27
AMERICAN CANCER SOCIETY	REESE BROTHERS, INC.	280,801	11,274	4.01
KIDWISH USA, INC.	NON-PROFIT TELEMEDIA, INC.	35,910	1,436	4.00
MULTIPLE SCLEROSIS SOCIETY	HAINES & COMPANY, INC.	35,695	1,378	3.86
NORA LAM CHINESE MINISTRIES	REGENCY COMMUNICATIONS, INC.	202,501	5,553	2.74
CALIFORNIA ORGANIZATION OF POLICE AND SHERIFFS	NETWORK MANAGEMENT PRESS, INC.	1,734,861	38,562	2.22
SENIORS COALITION, INC.	REGENCY COMMUNICATIONS, INC.	36,636	810	2.21
FIND THE CHILDREN, INC	NON-PROFIT TELEMEDIA, INC.	7,751	137	1.76
CALIFORNIA VETERANS ADVOCACY CORPORATION	BABY SHOW	31,184	496	1.59
CHEER FOUNDATION, INC., THE	NON-PROFIT TELEMEDIA, INC.	48,797	708	1.45
MUNICIPAL MOTORCYCLE OFFICERS OF CALIFORNIA	VARIETY INTERNATIONAL PRODUCTIONS, INC.	604,410	8,000	1.32
ANTI-DEFAMATION LEAGUE OF B'NAI B'RITH	FACTER DIRECT, LTD	338,126	3,081	0.91
KPFA PACIFICA RADIO	SHARE GROUP, INC., THE	38,148	96	0.25
AMNESTY INTERNATIONAL	HARRIS O'MALLEY MARKETING, INC.	78,110	0	0.00
CALIFORNIA INSTITUTE OF THE ARTS	LEVY, PAZANTI & ASSOCIATES	412,600	0	0.00
AMERICAN CONSERVATIVE UNION	MDS COMMUNICATIONS CORPORATION	9,927	0	0.00
LOS ANGELES PHILHARMONIC ASSOCIATION	ANGELES COMMUNICATIONS, LLC	7,140	0	0.00
CHILDREN'S WISH FOUNDATION INTERNATIONAL, INC.	REESE BROTHERS, INC.	1,068,869	0	0.00
STUDENTS AGAINST DRIVING DRUNK	REESE BROTHERS, INC.	115,788	0	0.00
DEFENDERS OF WILDLIFE	HARRIS O'MALLEY MARKETING, INC.	61,711	0	0.00
NATIONAL LEGAL FOUNDATION	MDS COMMUNICATIONS CORPORATION	36,417	0	0.00
RUTHERFORD INSTITUTE	REGENCY COMMUNICATIONS, INC.	480	-19	-3.86
NATIONAL TRUST FOR HISTORIC PRESERVATION	PUBLIC INTEREST COMMUNICATIONS, INC.	22,254	-2,260	-10.16
HAIGHT ASHBURY MEDICAL CLINIC	LAURA TALMUS ASSOCIATES	32,626	-4,442	-13.61
NATIONAL FOUNDATION FOR CANCER RESEARCH	FACTER DIRECT, LTD	13,656	-2,088	-15.29
NATIONAL FOUNDATION FOR CANCER RESEARCH	STEPHEN DUNN & ASSOCIATES	9,538	-1,730	-18.14

Charity/Charitable Purpose	Commercial Fundraiser	T. Revenue	To Charity	% to Charity
ALLIANCE DEFENSE FUND	REGENCY COMMUNICATIONS, INC.	26,132	-4,794	-18.34
STUDENT CONSERVATION ASSOCIATION, INC.	SHARE GROUP, INC., THE	17,702	-4,299	-24.29
CENTER FOR GENDER EQUALITY, INC.	FACTER DIRECT, LTD	1,946	-489	-25.13
ACTION ON SMOKING AND HEALTH	PUBLIC INTEREST COMMUNICATIONS, INC.	14,252	-9,777	-68.60
CHRISTIAN HERALD ASSOCIATION, THE	MDS COMMUNICATIONS CORPORATION	1,867	-1,396	-74.77
LOS ANGELES GAY AND LESBIAN COMMUNITY SERVICES	ANGELES COMMUNICATIONS, LLC	11,840	-9,643	-81.44
HELP HOSPITALIZED VETERANS	TRANSAMERICA MARKETING SERVICES, INC.	16,583	-24,960	-150.52
UNITED SENIORS ASSOCIATION, INC.	STEPHEN WINCHELL & ASSOCIATES, INC.	41,812	-71,107	-170.06
A BETTER CHANCE	A.B.DATA, LTD.	21,400	-53,613	-250.53
CATHOLIC MEDICAL MISSION BOARD, INC.	REGENCY COMMUNICATIONS, INC.	146	-3,707	-2538.74

TABLE NO. 2

This table lists all charitable organizations which ran commercial fundraising campaigns and ranks them by the percentage of donated money which actually went to charity, i.e., from a high of 100% going to charity to a low of zero (or less than zero).

