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# ACSH

FINANCIAL REPORT

1/1

## FY 2013 FINANCIAL UPDATE

### FY 2013 Funding Objectives/Strategy

1. Longterm Goal: \$2 million budget
2. Shortterm Objectives:
  - a. Target and secure pledges for renewals six month in advance.
  - b. Reduce expenditures where possible to correlate with income with the goal of ensuring that operating expenditures does not exceed revenue.
  - c. Look for and seize opportunities to cultivate new funding possibilities (Prop 37, CSC and corporate caving, etc.)
  - d. Implement a more aggressive direct mail campaign and schedule with the goal of increasing total revenue by **\$100K**. This year we've budgeted for increased expenditure to achieve this effort

### Overview/Key Highlights

1. Table 1: ACSH FY 2012 closed with a net operating deficit of \$326.8K.
2. Table 2: Revenue @ Nov was **\$601.3K** and expenses were **\$754.5K** with in a net operating loss of **(\$153.1K)**.
3. Revenue for Dec @ 12/20 was **\$99.3K**
4. Table 3: Review ACSH revenue by campaign source. Direct mail has become a critical component of our revenue and shows growth while general operating grants from foundations corporations and associations have declined.
5. Table 4: ACSH portfolio @ Nov 2012 was valued at approximately **\$2.6 million**. During fiscal year 2013 we've needed to transfer **\$180.0K** from our investment portfolio at O'Brien Greene to ACSH to cover operating expenses and meet our cash flow needs. We plan to transfer an additional **\$50K** in December to meet projected Jan expenditures.
6. Table 5: As of Nov 28 we have **\$111.7K** in pledges (of which \$41.7K have temporarily been placed on hold) and we have **\$603.5K** in projected rollovers from non direct mail sources.
7. Pages 8-9 detail ACSH budget assumptions and working organization budget.

**I. Comparative Overview of Income and Expenses:**

**Table 1**  
**Comparative Financial Overview: FY 2007 - 2012**  
**(July 1 - June 30; unaudited cash basis)**

	FY2007	FY 2008	FY 2009	FY 2010	FY2011	FY2012
Income	\$2,375.7K	\$1,729.1K	\$1,504.9K	\$2,345.5K	\$1,428.7K	\$1,541.1K
Expenses	1,922.5K	1,797.1K	1,885.3K	1,885.4K	1,797.6K	1,867.9K
Gain/(Loss)	\$453.2K	(\$68.0K)	(\$380.4K)	\$460.1K	(\$368.9K)	(\$326.8K)

**Table 2**  
**Month-to-Date Comparative Overview for FY 2008 - 2013**  
**(July 1 - Nov 30; unaudited cash basis)**

	FY 2008	FY 2009	FY 2010	FY 2011	FY 2012	FY 2013
Income	\$557.9K	\$598.8K	\$798.4K	\$396.5K	\$466.2K	\$601.3K
Expenses	689.3K	808.7K	704.2K	754.7K	690.5K	754.5K
Gain/(Loss)	(\$131.4K)	(\$209.9K)	\$94.2K	(\$358.2K)	(\$224.3K)	(\$153.1K)

**Table 3**  
**Comparison of Fiscal Years 2011 and 2012 - and FYTD 2013 @ 11/28/12**  
**Revenue by Campaign**  
**(Unaudited cash basis)**

CAMPAIGN	TOTAL 2011 Revenue	% Budget	# Donors	TOTAL 2012 Revenue	% Budget	# Donors	FYTD 2013 Revenue @11/28/12	% Budget	# Donors
Gen Operating	921.4K	64.5%	28	824.2K	53.5%	34	241.5K	41.7%	14
Direct Mail	313.8K	21.9%	1,218	399.8K	25.9%	1,677	124.2K	21.4%	892
Special Project	115.3K	8.1%	10	179.5K	11.6%	8	85.8K	14.8%	3
Pub Sales	16.3K	1.2%	25	29.3K	2.0%	10	127.6K	22.0%	5
Interest Dividends	61.9K	4.3%	--	108.3K	7.0%	--			
<b>TOTAL</b>	<b>1428.7K</b>	<b>100%</b>	<b>1,281</b>	<b>1,541.1K</b>	<b>100%</b>	<b>1,731</b>	<b>\$579.1K</b>	<b>100%</b>	<b>944</b>



**Table 4**  
**Comparison of ACSH Portfolio: Fiscal Years 2012 and 2013**  
**(@months-ending November 2011/and November 2012)**

SOURCE	Nov 2011	Nov 2012	Gain/(Loss)
<b>Funds at ACSH</b>			
Checking	\$164.1K	121.2K	
Payroll	81.1K	104.7K	
TSA Match	88.0K	0.0K	
<b>Subtotal</b>	<b>\$333.2K</b>	<b>\$225.9K</b>	<b>(\$107.3K)</b>
<b>Funds at O'Brien Greene</b>			
Stocks	1751.4K	1632.2 K	
Gov/Muni Bonds	748.1KK	755.1K	
Core Acct	42.2K	70.9K	
<b>Subtotal</b>	<b>\$2,541.8K</b>	<b>\$2,460.1K</b>	<b>(\$81.7K)</b>
<b>GRAND TOTAL</b>	<b>\$2,875.0K</b>	<b>\$2,686.1K</b>	<b>(\$188.9KK)</b>

## II. Summary of Actual and Projected Fiscal Year 2013 Revenue:

**Table 5**  
**Summary of Actual and Projected Revenue Fiscal Year to Date 2013 Contributions**  
**(@12/20/12; In Thousands \$)**

	Subtotal	Running Total
<b>a) Actual Revenue Received 2013 FYTD</b>		
a) Corporations/Large Private Foundation	\$392.3K	
b) Individuals/Family Foundations/Direct Mail Solicitations	147.0K	
c) Publication sales	127.6K	
Subtotal	\$672.9K	\$672.9K
<b>b) Pledges Confirmed FY 2013</b>		61.7K
Subtotal		\$734.6K
<b>c) Funding Goal of \$2 million</b>		\$2,000.0K
<b>d) Funding Needed to Meet FY2013</b>		\$1,265.4K

### Schedule Prospecting Drops

- Qtr 1 (Jul-Sep); 15,000: JS Fracking P1209A-P1209G (13,836)
- Qtr 2 (Oct-Dec); 0
- Qtr 3 (Jan-Mar); 30,000 pieces

# **1) ACTUAL GRANTS REVENUE RECEIVED FY 2013 @ 11/30/12)**

## **a) Revenue from Corporations and Large Private Foundations ..... \$392.3K**

Achelis Bodman Foundation (fracking)	40.0K	7
American Petroleum (fracking)	37.5K	7
Personal Care Products Council	10.0K	8
Amvac	5.0K	8
Texmark Chemicals (David Smith)	5.0K	8
Triad Foundation (Gen/fracking)	35.0K	9
The Safe Cig	4.1K	9
Chevron	18.5K	10
Coca Cola	50.0K	10
The Safe Cig	4.1K	10
Stare Fund/Irene Stare	7.5K	10
Bristol Myers	15.0K	10
Dr. Pepper/Snapple	6.0K	10
Bayer Cropscience (Monty Eberhart/Inv 7840)	30.0K	11
Ethox Chemicals LLC (C.V. Hinton, Pres)	2.0K	11
Procter & Gamble (Tim Long)	6.0K	11
Syngenta (Beth Carroll/Inv 7838 and 7837)	22.5K	11
3M (Inv 7843)	30.0K	11
McDonald's (Lisa Howard/Inv 7835)	30.0K	12
Altria Client Services (Inv 7834)	25.0K	12
International Formula Council (Mardi Mountford)	10.0K	12

34K

## **b) Individuals, Family Foundations, Direct Mail ..... \$124.2K**

## **c) Grant Pledges FY 2012 ..... \$61.7K**

Amvac	5.0K	
Safe Cig	(41.7K)	
American Chemistry (Steve Hentges)	15.0K	11

## **d) Potential sources of support from previous Donors ..... \$553.5K**

Funder Rollovers: Contacted (July - Dec 2012) — \$73.5K		
American Beverage Assn (Tracey Halliday) — DECLINED	15.0K	11
Croplife America (Barb Glenn)	8.5K	12
Pepsi (Phil Swink/Online submission 10/16 @ 50K)	40.0K	11
PhRMA (Scott LaGanga/Michelle Nyman) possible visit by Josh	20.0K	12
Monsanto (Ag Chemicals)	25.0K	11



### Funder Rollovers to be Followed Up (Jan- Jun 2013) – \$480.0K

Dodge Jones Foundation  
 FM Kirby Foundation  
 British American Tobacco  
 DowAgro  
 ExxonMobil  
 International Fragrance Assn  
 Lorillard  
 Pfizer  
 Reynolds America  
 Swedish Match  
 Phillip Morris International

15.0K	2
45.0K	6
<del>40.0K</del>	5
10.0K	6
75.0K	3
10.0K	3
25.0K	6
<del>20.0K</del>	3
100K	3
40.0K	5
100K	5

### New Projects/Prospects Cultivation and Contact

Air Products (Dr. Tim Holt: CEM sent material 9/14)  
 BASF Corporation (Steve Goldberg: Gil emailed 9/21 re 2013 support)  
 Cigotine, LLC (Steve Bayonne)  
 ConAgra (Steve Harrison: recontact in early Nov after travels abroad)  
 Conoco Phillips (Proposal submitted; final Board review approval)  
 DCI (Monique Hall)  
 Dezenhall (Chrisian Josi)  
 Diageo (Gary Zizka/Monica Gourovitch)  
 Bradley Foundation, Lynde and Harry (Proposal sent 11/1/2012 @ 50K)  
 ENJOY e-cigs (Roy Anise)  
 IFRNA (Elena Solovyov: recontact in 2013)  
 Johnson & Johnson next action TBD)  
 Lyondellbasell (Richard Lenoir introduction for fu)  
 Merck (Dee Kaluer: Resubmit HPV vaccination in Dec 2012)  
 Nicoventures (Tomas Hammagras: Gil emailed 9/21)  
 Pfizer (Robert Popovian) – Adult Immunization project w CMPI  
 Sanofi (Eric Racine: Gil emailed 9/21)  
 Vinyl Institute (Robert Doyle)

305K / 480  
 6%

### DIRECT MAIL CALENDAR FY 2013

Donations received through direct mail solicitation continue to be a key way for ACSH to generate new funding revenue. Last year almost \$400,000 (\$399.8K) of our budget was raised through our direct mail campaign. This represents almost 26% of our budget..

#### a) House file mailing schedule, first two quarters of Fiscal Year 2013:

1. HF159, 7/26/12, BPA fears – MAILED	12.8K
2. HF160, 9/3/12; Fracking revisited – MAILED	25.3K
3. Media Update: Jan 2012 – Jun 2012 (soft ask) – MAILED	
4. HF161, 11/26/12; year-end appeal, topic TBD/early Dec	12.0K
5. HF162, 1/7/12; annual appeal, topic TBD	

#### b) Schedule Prospecting Drops

1. Qtr 1 (Jul-Sep); 15,000: JS Fracking P1209A-P1209G (13,836 pieces)	31.8K
2. Qtr 2 (Oct-Dec); 0	
3. Qtr 3 (Jan-Mar); 30,000 pieces	

**American Council on Science and Health**  
**2013 Projected Quarterly Revenue Budget (7/1/2012 - 6/30/2013)**

Foundation/Personal Grants	Project Amt	Mnth	1 Quarter Jul-Sep	2 Quarter Oct-Dec	3 Quarter Jan-Mar	4 Quarter Apr-Jun	Actual	Mnth	Next Action	NOTES
Achelis Bodman Foundation (fracking)	\$40,000	7	\$40,000				40,000	7	1/15/14	Fracking. RECD. Report due Jan 2014
Dodge Jones Foundation	15,000	2			\$15,000					
FM Kirby Founaton	45,000	6				\$45,000				
McLaughlin, Joseph	10,000	12		\$10,000						12/17/12 Gill visited in DC
Stare Fund/Irene Stare	7,500	10		\$7,500			7,500	10		
Triad Foundation (fracking)	\$25,000	12	\$35,000				35,000	9	RECD General. RECD	
<b>Total</b>	<b>\$142,500</b>		<b>\$75,000</b>	<b>\$17,500</b>	<b>\$15,000</b>	<b>\$45,000</b>	<b>\$82,500</b>			
<b>Corporations/Trade Associations</b>										
3M	25,000	12		\$25,000			30,000	11	RECD PLEDGED 30K; 10/9 Online Application submitted	
Altria	\$25,000	11		\$25,000			25,000	12	10/15/12 25K RECD DEC	
American Beverage Association	15,000	11		\$15,000			0		10/10/12 Emailed Tracey Halliday requested 25K ren	
American Chemistry Council	15,000	12		\$15,000					10/1/12 15K Pledged	
American Petroleum Institute (fracking)	\$37,500	7	\$37,500				37,500	7	RECD Fracking	
AMVAC	\$10,000		\$5,000	\$5,000			5,000	8	11/30/12 PLEDGE 10K; 5K recd	
Bayer Cropscience	\$25,000	12		\$25,000			30,000	11	10/1/12 Email inquiry sent 9/20/12 about renewed support	
Bristol Myers Squibb Foundation	\$15,000	10		\$15,000			15,000	10	8/29/12 PLEDGED 15K 8/28/12	
British American Tobacco (BAT)	40,000	5				\$40,000				
Chevron	\$18,500	7		\$18,500			18,500	10	RECD PLEDGED 18.5K; Conf called scheduled 9/20; Check i	
Coca-Cola	45,000	11,12		\$50,000			50,000	9	RECD PLEDGED 50K; Inv submitted 8/16	
CropLife America	8,500	12		\$8,500					10/23/12 10/12/12- Barbara Glenn will check with Jay Vroom a	
DISCUS	5,000	6				\$5,000			New contact: David Ozgo 11/9	
Dow Agro	10,000	6				\$10,000				
Dr. Pepper/Sepple	5,000	12		\$5,000			5,000	10	PLEDGED 15K. Inv submitted 8/29	
Ethox Chemicals LLC (C.V. Hinton)		-					2,000	11	NEW Donor: intro @ Gil presnetation to Chemical Spe	
ExxonMobil Foundation	75,000	3			\$75,000				1/7/12 12/18/12 - Emailed Jillian Fleming @ Fnd.	
GE Foundation (Krista Baeur/Kim Kessler)	20,000	12		\$20,000			0		12/1/12 9/20/12 received link for Impact report due by 12/1/	
Intern'l Formula Council (Mardi Mountford)	10,000	11		\$10,000			10,000		10/12/12 Mardi pledged support. Amt TBD, likely say	
International Fragrance Association NA	20,000	11,3		\$10,000	\$10,000				1/1/13 DECLINED 10K in Nov; Recontact Jan 2013	
Lorillard (menthol)	25,000	6				\$25,000			menthol	
McDonald's	\$25,000	11		\$25,000			30,000	12	9/30/12 PLEDGED: 30K; INV 7835; 10/24 visit by Lisa Howan	
Pepsi	40,000	1			\$40,000				9/30/12 Online application submitted	
Personal Care Products Council (PCPC)	10,000	8	\$10,000				10,000	8	RECD	
Pfizer	20,000	3			\$20,000		0		Josh	
Phillip Morris International (PMI)	100,000	5				\$100,000				
Pharma	20,000	12		\$20,000			0		Josh emailed 8/28/12; No response and asked to foll	
Procter & Gamble (Time Long)	0						6,000	11	Past supporter reactivated	
Reynolds America	100,000	3			\$100,000					
Swedish Match	40,000	5				\$40,000				
Syngenta	\$20,000	9,1	\$20,000		\$10,000		22,500	11	10/1/12 10/1 reply they would fund but dealing with personal	
<b>Total</b>	<b>\$824,500</b>		<b>\$72,500</b>	<b>\$292,000</b>	<b>\$255,000</b>	<b>\$220,000</b>	<b>\$296,500</b>			
<b>Special Projects/New, One Time Gifts</b>										
Dezehall (Christian Josi)-Last yr meningis	15,000	7		\$15,000					9/28/12 CEM contacted Josi who said he has ACSH or	
vaccine/ vaccinations)										
DCI (ag chemicals)	20,000	11		\$20,000					10/11/12 Gil emailed Monique 9/27; She is traveling thr 10/8;	
Barre Seid (Holiday Menu & General)	21,000	9	\$0				0			



The Safe Cig (harm reduction)	\$50,000	--	\$12,500	\$12,500	\$12,500	\$12,500	8,333	9/20/2012 2nd of 12 invoices sent for Oct support
Monsanto (agricultural chemicals)	25,000	11		\$25,000				agricultural chemical
<b>Total</b>	<b>\$131,000</b>		<b>\$12,500</b>	<b>\$72,500</b>	<b>\$12,500</b>	<b>\$12,500</b>	<b>\$8,333</b>	
<b>Other anticipated revenue</b>								
Direct Mail/Individual	400,000	1,2,3,4	\$70,720	\$100,000	\$100,000	\$100,000	\$119,200	
Publication Sales	29,000		\$8,260	\$7,250	\$7,250	\$7,250	\$127,608	
Misc Income (inc. interest & Dividends)	50,000		\$21,952	\$12,500	\$7,250	\$7,250		
<b>Total</b>	<b>479,000</b>		<b>100,932</b>	<b>119,750</b>	<b>114,500</b>	<b>114,500</b>	<b>246,808</b>	
<b>Total projected revenue</b>	<b>\$1,577,000</b>		<b>\$260,932</b>	<b>\$501,750</b>	<b>\$397,000</b>	<b>\$392,000</b>	<b>\$634,141</b>	
Revenue received to-date	\$634,141							
Additional revenue required	\$942,859							
<b>Revenue needed for \$2 Million Goal</b>	<b>\$1,365,859</b>							

#### KEY

Funding Received	
Donor Contacted, needing followup	
Funding Declined	



**American Council on Science and Health**  
**2013 Projected Sources of New Revenue (7/1/2012 - 6/30/2013)**

Foundation/Personal Grants	Last Gift	Notes	Deadline/ Follow-Up	Pitch/Interest
Claude R. Lambe Charitable/Koch	30,000	Health scare seminars/funds return; Research current guidelines		
American Legacy Foundation	16,399	Previously supported tobacco women mag 2004-5/research		
E.L. Wiegand Foundation	69,477	Previously supported studio equipment/research current guidelines		
Gerstacker Foundation	10,000	Previously supporter/current giving guidelines targeted in M1		
JM and Milbank Foundation	35,000	Research current giving guidelines; Fracking??		
Lynne and Harry Bradley Foundation	20,000	Submit Proposal by or before 11/1/2012; Topic TBD	10/1/12	
Randolph Foundation	73,920	Previously supported Vocus/research current giving guidelines		
Richard Lounsbury Foundation	25,000	Previously supported Obesity Tech/research current guidelines		
Samuel Roberts Noble foundation	20,000	Previously supporter/research current giving guidelines		
Searle Freedom Trust	100,000	Previously supported Obesity Tech/research current guidelines		
The Leslie and Fan Fox Foundation	18,708	Previously supported Alzheimer/research current giving guidelines		
William E. Simon Foundation	25,000	Previously supported General/invitation only (long shot)		
William T. Grant Foundation	0	Submit proposal on teen smoking by or before 1/1/13	12/1/12	Teen smoking
<b>RECEIVED</b>				
<b>POTENTIAL/PROJECTED</b>	<b>443,504</b>	<b>200.0</b>		
<b>Corporations/Trade Associations</b>				
Abbott Laboratories	25,000	Past supporter/reapproach for funding		
Air Products	2,500	Past supporter/called to expressed interest in ACSH work	10/8/12	CEM sent kit of material send 9/14.
American Meat Institute	2,500	Past supporter/reapproach for funding		
Astrazeneca Pharmaceuticals	5,000	Past supporter/reapproach for funding		
Avon	0	Pitch CSC activists reformulation pressures		
Cargill	5,000	Past supporter/Pitch food not tobacco lawsuits/ labelling/Prop 37		
Campbell Soup	5,000	Past supporter/Pitch food not tobacco lawsuits/ labelling/Prop 37		
BASF Corporation	5,000	Pending review in 2013; Gili to followup	10/15/12	Gil emailed 9/21 to inquire re 2013 support
ConAgra Foods	15,000	7/31/12 called Dr. Steven Harrison. Sug teleconference. Scheduled 8/6/12 @ 3:30PM	8/6/12	General
ConocoPhillips	10,000	8/1/12 CEM spoke with Paul Hodkins who replaced previous contact. He said he would review our website/recontact Sep		Fracking/General
ConocoPhillips Foundation	0	Online Proposal submitted		
DuPont	25,000	Past supporter/reapproach for funding/Prop 37?		
Eastman Chemical	1,200	8/3/12 - CEM submitted fracking proposal	8/8/12	fracking/generalsubmitted 8/12; DECLINED
Eli Lilly and Co	62,500	Past supporter/Pharma Risks Benefits/reapproach		
Estee Lauder	50,000	Past supporter/Pitch CSC activists reformulation pressures	9/28/12	Josh emailed former contact Maria
General Mills	20,000	Past supporter/Pitch food not tobacco lawsuits/ labelling/Prop 37		
Heinz	5,000	Past supporter/Pitch food not tobacco lawsuits/ labelling/Prop 37		
Hershey	5,000	Past supporter/Pitch food not tobacco lawsuits/ labelling/Prop 37		
Hormel Foods	5,000	Past supporter/Pitch food not tobacco lawsuits/ labelling/Prop 37		
Imperial Tobacco Canada	15,000	Past supporter/pitch harm reduction		
Johnson & Johnson	50,000	Pitch recent activists hype forcing corporate reformulations		
Kellogg	15,000	Past supporter/Pitch food not tobacco lawsuits/ labelling/Prop 37		
Land O' Lakes	1,000	Past supporter/Pitch food not tobacco lawsuits/ labelling/Prop 37		
L'Oreal	10,000	Past supporter/Pitch CSC activists reformulation pressures		
Lyondell Chemical Company	62,500	Past supporter/MTBE?reapproach for funding; fracking?		
McCormick & Company	3,000	Past supporter/Pitch food not tobacco lawsuits/ labelling/Prop 37		
MMW Group (William Murray)	12,500	Past supporter/wood pallets/need a pitch	10/3/12	Murray responded to Gil suggesting
Merck	12,500	8/20/12 - HPV vaccination proposal submitted		Vaccines

Morton Salt	5,000	Past supporter/Pitch food not tobacco lawsuits/ labelling/Prop 37	
National Cattlemen Beef Association	10,000	0 8/3/12:CEM drafted email sent by Ruth to Rick McCarty re possible support.8/6/12 sent email declining support.	DECLINED Beef
Nestle	10,000	Past supporter/Pitch food not tobacco lawsuits/ labelling/Prop 37	
Novartis	12,000	Past supporter/reapproach for funding	
National Petrochemical Refiners Assn	5,000	Past supporter/Low Dose Theory/pitch fracking?	
Procter & Gamble	6,000	Past supporter/Pitch CSC activists reformulation pressures	
Sadex	12,500	Past supporter/reapproach for funding; Interst Irradiated Foods	
Viny x			
Sanofi Avenits	10,000	Past supporter/reapproach for funding	1/1/13 10/4/12 Eric Racine informed Gil 2013 budg
<b>RECEIVED</b>			
<b>PROJECTED</b>	<b>500,700</b>	<b>200.0</b>	

<b>Special Projects/New, One Time Gifts</b>			
VMR Products LLC	0	E-cig company. 8/2/2012-Josh sent letter of introduction to CEOs to Jan Verleur	8/20/12
Green Smoke	0	E-cig company. 8/2/2012-Josh sent letter of introduction	8/20/12
V2 Cigs	0	E-cig company. 8/2/2012-Josh sent letter of introduction	8/20/12
21st Centur	0	E-cig company. 8/2/2012-Josh sent letter of introduction	8/20/12
Nicoventures	0	9/18/12 email ent by Gil to Tomas Hammargras to suggest call to discuss support; purchased blu ecig	9/30/12
Chandler Chicco Compaies	0	9/11 worked with Meg Alexander on soda ban issues representing ABA and Coke	
Vinyl Institute	0	Previously supported chlorine and Helath report	10/17/12 10/17: Gil followup telephone call with eme
Apco Worldwide	7,500	Need a project to pitch	
<b>RECEIVED</b>			
<b>PROJECTED</b>	<b>7500</b>	<b>200.0</b>	

<b>Other anticipated revenue</b>	
<b>Direct Mail/Individual</b>	<b>100.0</b>
<b>Total</b>	

<b>Total projected</b>	<b>700.0</b>
<b>Revenue received to-date</b>	
<b>Additional revenue required</b>	



Solicitation Report for 01/01/2003 thru 12/20/2012

Date	Code	Description	Mailed	# of Replied Donors	% of Responses	# of Gifts	% of Gifts	Total Revenue	Avg. Gift	Printing	Other	Total	Net Revenue	Total Revenue Per \$ Spent	Cost per 1000	Revenue per 1000	Goal	Variance (Total Revenue To Goal)		
REVENUE										EXPENSES					RATIOS				GOAL	
02/01/2012	HF155	HF155, 2/1/2012, Annual Appeal	2122	294	13.85%	297	14.00	\$59,090.00	\$198.96	\$2,449.19	\$3,713.50	\$6,162.69	\$52,927.31	\$9.59	\$2,904.34	\$27,846.37	\$0.00	\$59,090.00		
04/05/2012	HF156	HF156, 4/5/2012, Fracking Appeal	2088	181	8.67%	181	8.67	\$27,067.00	\$149.54	\$2,074.04	\$3,654.00	\$5,728.04	\$21,338.96	\$4.73	\$2,743.30	\$12,963.12	\$0.00	\$27,067.00		
05/14/2012	HF157	HF157, 5/14/2012, Pharmaceutical Shortage	2265	137	6.05%	137	6.05	\$14,727.00	\$107.50	\$2,443.86	\$3,963.75	\$6,407.61	\$8,319.39	\$2.30	\$2,829.14	\$6,501.99	\$0.00	\$14,727.00		
06/22/2011	HF150	HF150, 6/22/2011, Young Scientist in Am Network	1667	191	11.46%	192	11.52	\$47,028.00	\$244.94	\$1,825.47	\$2,867.24	\$4,692.71	\$42,335.29	\$10.02	\$2,815.24	\$28,211.16	\$0.00	\$47,028.00		
06/22/2012	HF158	HF158, 6/22/2012, Bloomberg Soda Ban	2247	105	4.67%	105	4.67	\$17,531.00	\$166.96	\$2,087.75	\$3,932.25	\$6,020.00	\$11,511.00	\$2.91	\$2,679.13	\$7,801.96	\$0.00	\$17,531.00		
07/26/2012	HF159	HF159, 7/26/2012, BPA Scare	2152	156	7.25%	157	7.30	\$12,814.75	\$81.62	\$3,766.00	\$2,226.48	\$5,992.48	\$6,822.27	\$2.14	\$2,784.39	\$5,954.93	\$0.00	\$12,814.75		
09/02/2011	HF151	HF151, 9/2/11, Medical Devices & the FDA	1835	127	6.92%	127	6.92	\$26,379.00	\$207.71	\$1,928.58	\$3,156.20	\$5,084.78	\$21,294.22	\$5.19	\$2,771.12	\$14,375.48	\$0.00	\$26,379.00		
	HF160	HF160, 9/2012, Fracking Revisited	2270	213	9.38%	213	9.38	\$25,287.00	\$118.72	\$2,124.36	\$3,972.50	\$6,096.86	\$19,190.14	\$4.15	\$2,685.90	\$11,139.65	\$0.00	\$25,287.00		
10/20/2011	HF152	HF152, 10/20/11, NRDC and TSCA Reform	2093	190	9.08%	190	9.08	\$22,007.32	\$115.83	\$0.00	\$3,699.96	\$3,699.96	\$18,307.36	\$5.95	\$1,767.80	\$10,514.57	\$0.00	\$22,007.32		
12/05/2012	HF161	HF161, 12/5/2012, End of Year Appeal	2341	112	4.78%	112	4.78	\$12,056.00	\$107.64	\$0.00	\$4,096.75	\$4,096.75	\$7,959.25	\$2.94	\$1,750.11	\$5,149.94	\$0.00	\$12,056.00		
12/09/2011	HF153	HF153, 12/9/2011, End of Year Appeal	1974	227	11.5%	228	11.55	\$35,478.58	\$155.61	\$2,233.72	\$0.00	\$2,233.72	\$33,244.86	\$15.88	\$1,131.71	\$17,973.15	\$0.00	\$35,478.58		
Total:			23,054	1,933	93.61%	1,939	8.41	\$299,465.65	\$154.44*	\$20,932.97	\$35,282.63	\$56,215.60	\$243,250.05	\$5.33	\$2,436.45	\$12,989.76	\$0.00	\$299,465.65		

\* Note: This amount indicates the average amount of all gifts rather than the sum of all average gift amounts.

\* Note: Green Font means that Goal was Exceeded.

## Solicitation Report for 01/01/2003 thru 12/20/2012

Date	Code	Description	Mailed	# of Replied Donors	% of Responses	# of Gifts	% of Gifts	Total Revenue	Avg. Gift	Printing	Other	Total	Net Revenue	Total Revenue Per \$ Spent	Cost per 1000	Revenue per 1000	Goal	Variance (Total Revenue To Goal)	%
REVENUE										EXPENSES									
										RATIOS									
										GOAL									
08/31/2012	P1209A	P1209A- Bill of Rights Institute, 08/31/2012	319	9	2.82%	9	2.82	\$1,181.00	\$131.22	\$0.00	\$0.00	\$0.00	\$1,181.00		\$0.00	\$3,702.19	\$0.00	\$1,181.00	
08/31/2012	P1209B	P1209B- Competitive Enterprise Institute, 08/31/2012	1529	41	2.68%	41	2.68	\$3,205.00	\$78.17	\$0.00	\$0.00	\$0.00	\$3,205.00		\$0.00	\$2,096.14	\$0.00	\$3,205.00	
08/31/2012	P1209C	P1209C- Willard, 8/31/2012	7598	114	1.5%	114	1.50	\$14,370.00	\$126.05	\$0.00	\$0.00	\$0.00	\$14,370.00		\$0.00	\$1,891.29	\$0.00	\$14,370.00	
09/03/2012	P1209	P1209A-G Expenses	0	2	0%	2		\$510.00	\$255.00	\$1,913.70	\$25,056.50	\$26,970.20	\$-26,460.20	\$0.02	N/A	N/A	\$0.00	\$510.00	
09/04/2012	P1209C	P1209C: 9/4/2012, TX Public Policy Foundation, 9/04/2012	926	14	1.51%	14	1.51	\$980.00	\$70.00	\$586.14	\$0.00	\$586.14	\$393.86	\$1.67	\$632.83	\$1,058.32	\$0.00	\$980.00	
09/17/2012	P1209D	P1209D- Mercatus Center, 09/17/2012	1409	41	2.91%	41	2.91	\$4,869.00	\$118.76	\$0.00	\$0.00	\$0.00	\$4,869.00		\$0.00	\$3,455.64	\$0.00	\$4,869.00	
09/17/2012	P1209E	P1209E- State Policy Network, 9/17/2012	2055	66	3.21%	66	3.21	\$6,110.00	\$92.58	\$0.00	\$0.00	\$0.00	\$6,110.00		\$0.00	\$2,973.24	\$0.00	\$6,110.00	
09/20/2012	P1209E	P1209E- Atlas Economic Freedom Foundation, 09/20/2012	452	8	1.77%	8	1.77	\$585.00	\$73.13	\$0.00	\$0.00	\$0.00	\$585.00		\$0.00	\$1,294.25	\$0.00	\$585.00	
<b>Total:</b>			<b>14,288</b>	<b>295</b>	<b>16.40%</b>	<b>295</b>	<b>2.06</b>	<b>\$31,810.00</b>	<b>\$107.83*</b>	<b>\$2,499.84</b>	<b>\$25,056.50</b>	<b>\$27,556.34</b>	<b>\$4,253.66</b>	<b>\$1.15</b>	<b>\$1,928.61</b>	<b>\$2,226.34</b>	<b>\$0.00</b>	<b>\$31,810.00</b>	

\* Note: This amount indicates the average amount of all gifts rather than the sum of all average gift amounts.

\* Note: Green Font means that Goal was Exceeded.



Statistical Tabulation Report for 12/01/2012 - 12/20/2012  
Unrestricted  
As of 12/20/2012

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Donor Name	ID	Gift Date	Gift Amount	Pledge Amount
Altria Client Services RD&E	3257	12/11/2012	\$25,000.00	\$0.00
Armstrong Foundation, The	2770	12/18/2012	\$2,500.00	\$0.00
		12/6/2012	\$1,000.00	\$0.00
		12/4/2012	\$1,000.00	\$0.00
		12/14/2012	\$1,000.00	\$0.00
		12/18/2012	\$300.00	\$0.00
Dewitt Family Foundation	6139	12/12/2012	\$500.00	\$0.00
		12/18/2012	\$500.00	\$0.00
		12/10/2012	\$500.00	\$0.00
International Formula Council	4712	12/4/2012	\$10,000.00	\$0.00
		12/18/2012	\$250.00	\$0.00
		12/19/2012	\$5,000.00	\$0.00
		12/18/2012	\$500.00	\$0.00
		12/18/2012	\$500.00	\$0.00
		12/18/2012	\$300.00	\$0.00
McDonald's Corporation	2740	12/11/2012	\$30,000.00	\$0.00
		12/10/2012	\$1,500.00	\$0.00
		12/14/2012	\$250.00	\$0.00
		12/14/2012	\$300.00	\$0.00
		12/14/2012	\$1,000.00	\$0.00
		12/12/2012	\$1,000.00	\$0.00
		12/18/2012	\$250.00	\$0.00
		12/14/2012	\$250.00	\$0.00

<b>Summary</b>	
Total Donors	23
Total Gifts	23
Gift Total	\$83,400.00
Gift Avg	\$3,626.09
Total Pledges	0
Pledge Total	\$0.00
Pledge Avg	\$0.00

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Statistical Tabulation Report for 12/01/2012 - 12/20/2012

GL_CODE	Count of Donors	Count of Gifts	Average Amount	Total Amount
Membership Dues (ME)	133	133	\$74.67	<u>\$9,931.00</u>
Unrestricted (UN)	23	23	\$3,626.09	<u>\$83,400.00</u>
<b>Grand Totals</b>	<b>156</b>	<b>156</b>	<b>\$598.28*</b>	<b>\$93,331.00</b>

\* Note: This amount indicates the average amount of all gifts rather than the sum of all average gift amounts.

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