

# **Charitable Solicitation Licensing Division Annual Report**

**July 1, 2007 through June 30, 2008**

**North Carolina Department of the Secretary of State**

**Elaine F. Marshall, Secretary**

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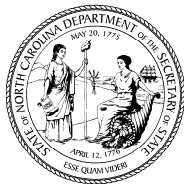
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# **2008 Charitable Solicitation Licensing Annual Report North Carolina Department of the Secretary of State**

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Each December, my office releases the Annual Report (Report) of the Charitable Solicitation Licensing (CSL) Section. There is no better time of year than this season of giving to provide the public with the information included in this Report.

This year, during these tough economic times in our state and country, it is more important than ever for those of us who can, to give back to our communities. As the economic situation has worsened, more and more members of our community are turning to non-profits for assistance with the basic needs of food and shelter. At the same time, there are hundreds of organizations focusing on other issues in our society such as child abuse, animal protection, environmental causes, health issues, and the arts, to name a few, that continue to rely heavily on the generosity of the public to further their missions.

For the second year in a row, the Report shows an increase in the amount of money received by charitable organizations registered in our State. In 2008, charities licensed in North Carolina and using a professional solicitor reported an increase of more than \$9 million in net receipts from solicitation campaigns in the State. This represents an aggregate percentage to charities of 59.78%, up more than 9% from the 2007 results. I am proud of the efforts of the staff in the Charitable Solicitation Licensing Unit and new procedures they have implemented which I believe directly contribute to this increase. In 2008, the CSL unit implemented a new "Contract Checklist" that must be submitted with any Solicitor or Fundraising Consultant Contract. This Checklist requires professional solicitors to plainly state the portion of each dollar collected that will be returned to the charity. My staff has been diligent in their efforts to collect and examine contracts for all solicitation activities taking place in our state.

In addition, the CSL Enforcement Unit has taken a more aggressive approach to identifying organizations that may be violating North Carolina's Charitable Solicitation Laws. Our approach is to identify and inform organizations who are violating the law, and where necessary, to require specific actions and impose financial penalties on behalf of the public to amend the situation.

In addition to the Annual Report and the information available via this office's website at [www.sosnc.com](http://www.sosnc.com), you can research and make giving decisions using information provided by the Better Business Bureau's Wise Giving Alliance at [www.give.org](http://www.give.org) and Guidestar, a national registry of charitable organizations at [www.guidestar.com](http://www.guidestar.com). The North Carolina Center for Non-Profits also serves as a valuable source of information related to the non-profit sector in North Carolina at [www.ncnonprofits.org](http://www.ncnonprofits.org).

I hope you will find the information included in this Report to be of value to you. I commend and thank the citizens of North Carolina for their generosity to the non-profits in our state. During these difficult times, I encourage everyone to continue to give when and where they can in support of the charities working in communities all across our great State.

Yours truly,

Elaine F. Marshall

## **Mission Statement**

The mission of the North Carolina Department of the Secretary of State is to serve and protect the citizens, the business community, and governmental agencies by facilitating business activities, by providing accurate and timely information, and by preserving documents and records.

The purpose of the Charitable Solicitation Licensing Division is to maintain a registry of charitable and sponsor organizations licensed to solicit donations within the state. In addition, the Division licenses professionals who fundraise on behalf of charitable or sponsor organizations. The Division also responds to consumer concerns regarding charitable solicitations and works to enforce the Charitable Solicitation Law on behalf of all North Carolinians.

The Charitable Solicitation Licensing Annual Report is published by the Charitable Solicitation Licensing Division to serve as a resource for North Carolina citizens as they work to make educated decisions for their charitable dollars.

## **Contact Information for the Charitable Solicitation Licensing Division**

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The North Carolina Department of the Secretary of State does not discriminate on the basis of race, color, national origin, sex, religion, age, or disability in the employment or the provision of services.

## **Section One:**

### **Executive Summary of Professional Solicitor Activities**

The Executive Summary serves as an overview of the percentage of contributions charities receive from professional fundraisers.

This information has been entered un-audited from final accounting reports filed by the fundraisers with the Charitable Solicitation Licensing Division of the North Carolina Department of the Secretary of State. Some final accounting reports filed with the Department reflect planned giving campaigns that may not realize results immediately. To obtain the most complete information, individual final accounting reports, as provided by a filing organization, should be consulted.

The Executive Summary is presented in two formats. The first version of the summary is sorted alphabetically by Charity or Sponsor name. The second version of the summary is sorted alphabetically by Solicitor Name. The information contained in the summary is the same in both versions.

To obtain a copy of a final accounting report on record with the Charitable Solicitation Licensing Division, go to [www.sosnc.com](http://www.sosnc.com), click on “Charitable Solicitations”, and then click on “Search Our Registry.” In the Search box, enter the name of the professional solicitor whose financial information you seek. Once the CSL Search Results box appears, click on the solicitor’s name to access the file. When the file appears, click on “Campaign Information” (this will be at the bottom of the page). Go to the most recent year’s filings and click on the folder icon. If a final accounting report is on file, it will appear in the filing under the title “Final Accounting.” You will be able to view a PDF version of the final accounting report on file with the Department.

*(Note: The information in this section does not include data representative of staff level fundraising professionals employed directly by charitable organizations in the State.)*