

## CHARITABLE GIVING; IT MAKES A DIFFERENCE Oregon Attorney General's Nonprofit Profiles, 2004

Scrutiny of nonprofit organizations by the media, federal and state regulators and charitable “watchdog” organizations is at an all-time high. As a result, donors are often left wondering where to invest their charitable dollars in order to have the greatest impact on programs they wish to support. The good news is that the vast majority of charities is working diligently to honor the wishes of those donors, and information to help donors locate these charities has never been more readily available. This report on the organizations that generated the most inquiries to the Oregon Department of Justice over the prior year is published as a tool to assist donors in analyzing that information.

For the first twenty organizations profiled, inclusion in this report was determined by citizen inquiries received by the Attorney General's office and should not be construed as “legitimizing” or criticizing any particular nonprofit. The report groups these organizations into the following three categories: humanitarian efforts, “badge” groups (those that support law enforcement and fire fighters) and organizations addressing disability and disease. An additional five organizations rated highly by two charity watchdogs were included for comparison purposes. These watchdogs generally rate only large, national organizations. Donors are reminded that many smaller, local charities are run just as efficiently and deserve equal consideration.

The financial information in this report was gleaned from federal tax returns, often referred to as Forms 990. These forms can usually be accessed on-line at ([www.guidestar.org](http://www.guidestar.org)), and all tax-exempt organizations are required to provide them upon request. Expenditures made over the course of the reporting period were selected as the figures that best represent organizational efficiency. These figures are reported in Part II of the Form 990 located on Page 2 and are identified as Statement of Functional Expenses. In addition to **total expenses**, the profiles contained in this report include expenditures on **fund raising, management and total programs** and the percentage of total expenditures each category represents. It is important to recognize that figures contained in the profile are self-reported and have not been audited by the Department of Justice for accuracy. **Where such numbers appear questionable, a note describing the inconsistency is included.**

An expense category entitled **program less joint cost allocation**, excludes costs for fund raising programs with an educational component that were reported as program expenses. Stated another way, “joint cost allocation” means that the telephone or direct mail request for funds includes an education message, and is being counted as part of the organization's charitable program. In the case of one profiled charity, excluding program expenditure due to joint cost allocation reduced **program expenses** from 38.4% of **total expenses** to just 4.0%.

Also included is information regarding **grants** made by each organization. This figure should be considered in relation to organizational mission to determine funds actually reaching intended beneficiaries. It should be noted, however, that many organizations do not award grants. With some **operating** charities, such as museums or theaters, none of the program dollars are directed to others, so the value of their grants is of little consequence.

However, where the mission of the organization is to raise money to aid individual beneficiaries, as with charities assisting veterans or granting children's wishes, the percentage of funds used to make those grants can be very important.

The Better Business Bureau recommends twenty voluntary standards for charitable organizations, which can be viewed on their web site ([www.give.org](http://www.give.org)). The profiles indicate whether each organization met or did not meet these standards, did not disclose information to the BBB despite repeated requests, is unavailable because the BBB did not request the information, or if a review is currently in progress. The five organizations selected for comparison purposes all met the BBB's standards.

The American Institute of Philanthropy ([www.charitywatch.org](http://www.charitywatch.org)) publishes an annual Charity Rating Guide & Watchdog Report in which it provides a letter grade to many large, national charities. Where such grades have been assigned, they are included in the profiles. In a few cases where this grade did not support other information in the organization's profile, an explanation is offered. The American Institute of Philanthropy's rating standards are generally considered the sector's most stringent. Each of the five organizations selected for comparison purposes received a grade of A- or above from the AIP.

The organizations that repeatedly generate the highest number of inquiries are those that contract with professional fund raisers to conduct telemarketing campaigns. Sixteen of this year's profiles meet this criterion, including two of the highly rated organizations. Information on these for-profit businesses is included in the profiles again this year. Professional telemarketers are required to provide substantial information to the Department regarding their campaigns, even if the organization they represent is not required to register. Where information from these campaigns is inconsistent with an organization's claims regarding its fund raising expenses, the discrepancy has been noted. Since fund raising campaigns are not based on accounting periods and may represent only a portion of total fund raising, these figures will not always correlate with those reported on the Form 990.

As Oregonians consider charitable donations, particularly at this time of year, it is hoped that this report will encourage the exercise of informed judgment. In order to save on fund raising expenses, a proactive approach to giving is recommended. After identifying potential recipients, donors should determine how much of their donation will be spent on program services and the specific nature and quantity of the program services performed. The Form 990 informational return available at ([www.guidestar.org](http://www.guidestar.org)) is one of the best resources available for accessing this information. (For instance, descriptions of the organization's program service accomplishments may be located at Part III of the form.) Charity Navigator is another on-line resource which evaluates over 3,200 organizations on its website at ([www.charitynavigator.org](http://www.charitynavigator.org)). The Charitable Activities Section also maintains a searchable charities database at ([www.doj.state.or.us](http://www.doj.state.or.us)) and welcomes telephone inquiries regarding specific organizations at (503) 229-5725.

In the light of decreasing state support for charitable programs and increasing need for their services, the Attorney General joins the staff of the Charitable Activities Section in encouraging all Oregonians to give generously and wisely this holiday season.

# CHARITABLE GIVING; IT MAKES A DIFFERENCE

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(Organizations are public benefit charitable corporations unless otherwise noted)

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**HUMANITARIAN  
EFFORTS**

## **Children's Safety Bureau Kent, Washington**

Mission:	To provide safety materials regarding the welfare of children and provide Christmas gifts to needy children.	
Meets BBB Standards:	Unavailable	
AIP Grade:	Unavailable	
Previously Profiled:	No	
Reporting Period:	1/03 – 12/03	
Total Expenses:	66,412	
Fund Raising and Management: (990-EZ filers do not break out fund raising and management expenses.)	32,462	(48.9% of total)
Total Program:	33,950	(51.1%% of total)
Program Less Joint Cost Allocation:	33,950	(51.1% of total)
Grants:	33,950	(51.1% of total)



**Professional Fund Raisers:**

A Growing Concern

**Mode of Contact:**

Telemarketing

**Net to Charity:**

50%

**Feed the Children, Inc.  
Oklahoma City, Oklahoma**

Mission: Christian, international hunger and relief organization that delivers food, medicine and other necessities to children and their families.

Meets BBB Standards: Yes

AIP Grade: F  
(It appears AIP has removed corporate in-kind contributions, the predominant form of contribution received by this organization, to arrive at its fund raising efficiency calculations.)

Previously Profiled: 2000, 2001, 2002, 2003

Reporting Period: 7/02 – 6/03

Total Expenses: 565,557,617

Fund Raising: 52,104,978 (9.2% of total)

Management: 9,746,940 (1.7% of total)

Total Program: 503,705,699 (89.1% of total)

Program Less Joint Cost Allocation: 503,705,699 (89.1% of total)

Grants: 494,133,310 (87.4% of total)



**Professional Fund Raisers:**  
None

**Mode of Contact:**  
Direct Mail

**Global Mindlink Foundation, Inc.**  
**Deerfield Beach, Florida**

(Note: As a result of a Department of Justice investigation, this organization has agreed to repay \$67,000 to Oregon donors and to refrain from any future solicitation activity here.)

Mission:	Promote the betterment of the human community by funding charitable outreach and humanitarian programs.	
Meets BBB Standards:	Unavailable	
AIP Grade:	Unavailable	
Previously Profiled:	No	
Reporting Period:	9/02 – 8/03	
Total Expenses:	635,495	
Fund Raising and Management:	627,495	(98.8% of total)
(Private foundations do not break out fund raising and management expenses.)		
Total Program:	7,835	(0.2% of total)
Program Less Joint Cost Allocation:	7,835	(0.2% of total)
Grants:	7,835	(0.2% of total)



**Professional Fund Raisers:**  
None

**Mode of Contact:**  
Telemarketing

**Kids Wish Network, Inc.  
Oldsmar, Florida**

Mission:	Assists children in need and their families.	
Meets BBB Standards:	Did not disclose	
AIP Grade:	F	
Previously Profiled:	2001, 2002, 2003	
Reporting Period:	6/02 – 5/03	
Total Expenses:	8,115,838	
Fund Raising:	4,308,654	(53.1% of total)
Management:	391,863	(4.8% of total)
Total Program:	3,415,321	(42.1% of total)
Program Less Joint Cost Allocation:	1,220,298	(15.0% of total)
Grants:	813,934	(10.0% of total)



**Professional Fund Raisers:**

Jadent, Inc.  
(d.b.a. Charitable Gift Services)

**Mode of Contact:**

Telemarketing

**Net to Charity:**

12%

## Law Enforcement for Youth d.b.a. Oregon Pig Bowl Salem, Oregon

Mission:	To help provide educational opportunities for underprivileged, at-risk and low-income youth.	
Meets BBB Standards:	Unavailable	
AIP Grade:	Unavailable	
Previously Profiled:	No	
Reporting Period:	1/03 – 12/03	
Total Expenses:	17,176	
Fund Raising and Management:	5,948	(34.6% of total)
(990-EZ filers do not break out fund raising and management expenses.)		
Total Program:	11,227	(65.4% of total)
Program Less Joint Cost Allocation:	11,227	(65.4% of total)
Grants:	11,227	(65.4% of total)



**Professional Fund Raisers:**  
Suihkonen and Associates, Inc.

**Mode of Contact:**  
Telemarketing

**Net to Charity:**  
25%

**Portland Toy and Joymakers, Inc.  
Portland, Oregon**

Mission:	Distribution of toys to qualified families.	
Meets BBB Standards:	Unavailable	
AIP Grade:	Unavailable	
Previously Profiled:	No	
Reporting Period:	3/03 – 2/04	
Total Expenses:	115,252	
Fund Raising:	70,519	(61.2% of total)
Management:	8,107	(7.0% of total)
Total Program:	36,626	(31.8% of total)
Program Less Joint Cost Allocation:	36,626	(31.8% of total)
Grants:	0	(0% of total)



**Professional Fund Raisers:**  
Tri-County Info. Center, Inc.

**Mode of Contact:**  
Telemarketing

**Net to Charity:**  
40%

**Youth Development Fund d.b.a. A Child's Dream,  
United Children's Fund, Inc.  
Knoxville, Tennessee**

Mission:	Support children's education.	
Meets BBB Standards:	Unavailable	
AIP Grade:	F	
Previously Profiled:	No	
Reporting Period:	1/02 – 12/02	
Total Expenses:	4,380,517	
Fund Raising:	1,703,037	(38.9% of total)
Management:	995,777	(22.7% of total)
Total Program:	1,681,703	(38.4% of total)
Program Less Joint Cost Allocation:	173,235	(4.0% of total)
Grants:	0	(0% of total)



**Professional Fund Raiser:**  
Associated Community Services

**Mode of Contact:**  
Telemarketing

**Net to Charity:**  
18%

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**“BADGE” GROUPS  
ORGANIZATIONS BENEFITING  
LAW ENFORCEMENT AND FIREFIGHTERS**

**American Assn. of State Troopers d.b.a Oregon Trooper Lodge  
(not affiliated with Oregon State Police or any other law enforcement agency)  
Tallahassee, Florida**

Mission:	To provide state troopers with quality benefits and assistance through brotherhood in order to enhance their quality of life.	
Meets BBB Standards:	Did not disclose	
AIP Grade:	Unavailable	
Previously Profiled:	2003	
Reporting Period:	1/03 – 12/03	
Total Expenses:	6,330,222	
Fund Raising:	5,176,546	(81.8% of total)
Management:	355,222	(5.6% of total)
Total Program:	798,454	(12.6% of total)
Program Less Joint Cost Allocation:	727,226	(11.5% of total)
Grants:	53,000	(0.8% of total)



**Professional Fund Raisers:**  
Public Appeal

**Mode of Contact:**  
Telemarketing

**Net to Charity:**  
20%

## **International Union of Police Associations Alexandria, Virginia**

Mission:	To provide organizing of law enforcement officers, formation of local unions, regional or state councils and provincial and foreign affiliations to bargain for just compensation and better benefits for approximately 34,000 members.	
Meets BBB Standards:	Unavailable	
AIP Grade:	Unavailable	
Previously Profiled:	2003	
Reporting Period:	4/02 – 3/03	
Total Expenses:	8,272,261	
Fund Raising:	5,618,629	(67.9% of total)
Management:	631,664	(7.6% of total)
Total Program:	2,021,968	(24.5% of total)
Program Less Joint Cost Allocation:	2,021,968	(24.5% of total)
Grants:	4,000	(0.5% of total)



**Professional Fund Raisers:**

LAS, L.L.C.

**Mode of Contact:**

Telemarketing

**Net to Charity:**

10%

## **Law Enforcement Legal Defense Fund Arlington, Virginia**

Mission:	To provide assistance to law enforcement officers when it is necessary for them to defend actions taken in the line of duty.	
Meets BBB Standards:	Review in progress	
AIP Grade:	Unavailable	
Previously Profiled:	2002	
Reporting Period:	1/03 – 12/03	
Total Expenses:	1,424,002	
Fund Raising:	1,075,614	(75.5% of total)
Management:	193,580	(13.6% of total)
Total Program:	154,580	(10.9% of total)
Program Less Joint Cost Allocation:	154,580	(10.9% of total)
Grants:	154,580	(10.9% of total)



**Professional Fund Raisers:**

None

**Mode of Contact:**

Direct Mail

## Oregon Association Chiefs of Police Salem, Oregon

Mission:	To advance the science and art of police administration.		
Meets BBB Standards:	Unavailable		Figures below do not include
AIP Grade:	Unavailable		\$667,726 in government pass
Previously Profiled:	2000, 2001, 2002, 2003		through grants.
Reporting Period:	5/03 – 4/04		
Total Expenses:	1,268,753		601,027
Fund Raising:	317,665	(25.1%)	317,665 (52.8% of adj. total)
Management:	125,947	(9.9%)	125,947 (21.0% of adj. total)
Total Program:	825,141	(65.0 %)	157,415 (26.2% of adj. total)
Program Less JCA:	825,141	(65.0%)	157,415 (26.2% of adj. total)
Grants:	752,492	(59.3%)	84,766 (14.1% of adj. total)



<b>Professional Fund Raisers:</b>	<b>Mode of Contact:</b>	<b>Net to Charity:</b>
Jadent, Inc. (dba Donor Response Ctr.)	Telemarketing	28%*

**\*Fund raiser publishes “The Oregon Police Chief” magazine on behalf of the charity.**

## Oregon Narcotics Enforcement Association St. Helens, Oregon

Mission:	To further the advancement of narcotics law enforcement.	
Meets BBB Standards:	Unavailable	
AIP Grade:	Unavailable	
Previously Profiled:	2003	
Reporting Period:	1/02 – 12/02	
Total Expenses:	363,935	
Fund Raising:	195,854	(53.8% of total)
Management:	16,120	(4.4% of total)
Total Program:	151,961	(41.8% of total)
Program Less Joint Cost Allocation:	151,961	(41.8% of total)
Grants:	14,450	(4.0% of total)



**Professional Fund Raisers:**  
Community Fundraisers, Inc.

**Mode of Contact:**  
Telemarketing

**Net to Charity:**  
25%

## Oregon Volunteer Firefighters Association Salem, Oregon

Mission:	To promote programs useful to fire service.	
Meets BBB Standards:	Unavailable	
AIP Grade:	Unavailable	
Previously Profiled	2003	
Reporting Period:	1/03 – 12/03	
Total Expenses:	961,584	
Fund Raising:	794,267	(82.6% of total)
Management:	0	(0% of total)*
Total Program:	167,317	(17.4% of total)
Program Less Joint Cost Allocation:	167,317	(17.4% of total)
Grants:	18,290	(1.9% of total)

■

<b>Professional Fund Raisers:</b>	<b>Mode of Contact:</b>	<b>Net to Charity:</b>
Civic Development Group, L.L.C.	Telemarketing	11%

**\*Zero management expenses are unlikely.**

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**ORGANIZATIONS ADDRESSING  
DISEASES AND DISABILITIES**

**Cancer Federation, Inc.  
Banning, California**

Mission: Fund research and scholarships in cancer immunology and serve cancer patients.

Meets BBB Standards: Did not disclose

AIP Grade: F  
(It appears AIP has removed thrift store income, a major source of revenue received by this organization, to arrive at its fund raising efficiency calculations.)

Previously Profiled: No

Reporting Period: 6/02 – 5/03

Total Expenses: 1,715,514

Fund Raising: 396,921 (23.1% of total)

Management: 169,277 (9.9% of total)

Total Program: 1,149,316 (67.0% of total)

Program Less Joint Cost Allocation: 1,149,316 (67.0% of total)

Grants: 171,639 (10.0% of total)

Lu

<b>Professional Fund Raisers:</b>	<b>Mode of Contact</b>	<b>Net to Charity:</b>
Jadent, Inc.	Telemarketing	20%

## **Cancer Fund of America Support Services Dearborn, Michigan**

Mission:	To disseminate information concerning the early detection and prevention of cancer.	
Meets BBB Standards:	Unavailable	
AIP Grade:	Unavailable	
Previously Profiled:	No	
Reporting Period:	1/03 – 12/03	
Total Expenses:	1,588,234	
Fund Raising:	1,356,708	(85.4% of total)
Management:	121,511	(7.6% of total)
Total Program:	110,511	(7.0% of total)
Program Less Joint Cost Allocation:	0	(0.0% of total)
Grants:	0	(0.0% of total)



**Professional Fund Raisers:**

None

**Mode of Contact:**

Telemarketing

## **Christian Record Services Lincoln, Nebraska**

Mission:	Provide free inspirational publications in Braille, large print and on cassette and operate National Camps for Blind Children.	
Meets BBB Standards:	Yes	
AIP Grade:	C+	
Previously Profiled:	No	
Reporting Period:	1/03 – 12/03	
Total Expenses:	6,121,670	
Fund Raising:	1,587,431	(25.9% of total)
Management:	589,555	(9.6% of total)
Total Program:	3,944,684	(64.5% of total)
Program Less Joint Cost Allocation:	2,299,707	(37.6% of total)
Grants:	260,934	(4.3% of total)

**L.A.**

### **Professional Fund Raisers:**

None

### **Mode of Contact:**

Telemarketing

**Easter Seals, Inc.  
Chicago, Illinois**

Mission:	To create solutions that change the lives of children and adults with disabilities or other special needs and their families.	
Meets BBB Standards:	Yes	
AIP Grade:	B-	
Previously Profiled:	No	
Reporting Period:	9/02 – 8/03	
Total Expenses:	56,100,500	
Fund Raising:	9,895,100	(17.6% of total)
Management:	1,546,300	(2.8% of total)
Total Program:	44,659,100	(79.6% of total)
Program Less Joint Cost Allocation:	30,724,800	(54.8 of total)
Grants:	13,611,900	(24.3% of total)

LI

**Professional Fund Raisers:**  
InfoCision Management Corp.

**Mode of Contact:**  
Telemarketing

**Net to Charity:**  
17%

## Paralyzed Veterans of America Washington, DC

Mission:	To provide education, training and employment services to the organization's paralyzed members.	
Meets BBB Standards:	Review in progress	
AIP Grade:	D	
Previously Profiled:	2000, 2001, 2002, 2003	
Reporting Period:	10/02 – 9/03	
Total Expenses:	77,009,839	
Fund Raising:	27,049,027	(35.1% of total)
Management:	4,637,413	(6.0% of total)
Total Program:	45,323,399	(58.5% of total)
Program Less Joint Cost Allocation:	28,513,520	(37.0% of total)
Grants:	7,124,110	(9.3% of total)

[\[Link\]](#)

**Professional Fund Raisers:**

Pep Direct, Inc.

**Mode of Contact:**

Telemarketing

**Net to Charity:**

63%

**Special Olympics Oregon, Inc.  
Portland, Oregon**

Mission:	A year-round program offering 15 different Olympic-style sports to athletes with mental retardation.	
Meets BBB Standards:	Unavailable	
AIP Grade:	Unavailable	
Previously Profiled:	2002	
Reporting Period:	1/03 – 12/03	
Total Expenses:	2,521,152	
Fund Raising:	936,124	(37.1% of total)
Management:	251,180	(10.0% of total)
Total Program:	1,333,848	(52.9% of total)
Program Less Joint Cost Allocation:	1,147,932	(45.5% of total)
Grants:	0	(0% of total)



**Professional Fund Raisers:**

Heritage Company, Inc.  
Call Solutions.com, Inc.

**Mode of Contact:**

Telemarketing  
Telemarketing

**Net to Charity:**

45%  
53%

**The Walker Cancer Research Institute, Inc.  
Aberdeen, Maryland**

Mission:	To conduct basic cancer research and communicate with the scientific community and the public regarding cancer.	
Meets BBB Standards:	No	
AIP Grade:	F	
Previously Profiled:	No	
Reporting Period:	1/03 – 12/03	
Total Expenses:	4,997,123	
Fund Raising:	2,825,530	(56.6% of total)
Management:	95,801	(1.9% of total)
Total Program:	2,075,792	(41.5% of total)
Program Less Joint Cost Allocation:	269,974	(5.4% of total)
Grants:	0	(0.0% of total)



**Professional Fund Raisers:**

No

**Mode of Contact:**

Direct Mail

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**HIGHLY RATED CHARITIES  
FOR COMPARISON PURPOSES**

**American Red Cross  
(Oregon Trail Chapter, locally)  
Washington, D.C.**

Mission: To provide relief to victims of disasters and help people prevent, prepare for, and respond to emergencies.

Meets BBB Standards: Yes

AIP Grade: A+

Previously Profiled: No

Reporting Period: 7/02 – 6/03

Total Expenses: 3,354,661,690

Fund Raising: 122,945,847 (3.7% of total)

Management: 174,855,015 (5.2% of total)

Total Program: 3,056,860,828 (91.1% of total)

Program Less Joint Cost Allocation: 3,055,703,304 (91.0% of total)

Grants: 333,353,548 (9.9% of total)



**Professional Fund Raisers:**

No

**Mode of Contact:**

Direct Mail

**Cancer Care, Inc. d.b.a. National Cancer Care Foundation  
New York, New York**

Mission:	To provide emotional support, information and practical help to people with cancer and their loved ones.	
Meets BBB Standards:	Yes	
AIP Grade:	A-	
Previously Profiled:	No	
Reporting Period:	7/02 – 6/03	
Total Expenses:	15,969,752	
Fund Raising:	2,317,221	(14.5% of total)
Management:	784,993	(4.9% of total)
Total Program:	12,867,538	(80.6% of total)
Program Less Joint Cost Allocation:	12,678,538	(79.4% of total)
Grants:	4,044,482	(25.3% of total)



**Professional Fund Raisers:**

No

**Mode of Contact:**

Direct Mail

## **Children's Defense Fund Washington, D.C.**

Mission:	To promote the welfare of children.	
Meets BBB Standards:	Yes	
AIP Grade:	A	
Previously Profiled:	No	
Reporting Period:	1/03 – 12/03	
Total Expenses:	19,585,173	
Fund Raising:	1,075,639	(5.5% of total)
Management:	2,111,123	(10.8% of total)
Total Program:	16,398,411	(83.7% of total)
Program Less Joint Cost Allocation:	16,398,411	(83.7% of total)
Grants:	1,875,224	(9.6% of total)



**Professional Fund Raisers:**

No

**Mode of Contact:**

Direct Mail

**Juvenile Diabetes Research Foundation International  
New York, New York**

Mission:	To find a cure for diabetes and its complications through the support of research.	
Meets BBB Standards:	Yes	
AIP Grade:	A	
Previously Profiled:	No	
Reporting Period:	7/02 – 6/03	
Total Expenses:	142,975,891	
Fund Raising:	13,316,326	(9.3% of total)
Management:	11,549,565	(8.1% of total)
Total Program:	118,109,999	(82.6% of total)
Program Less Joint Cost Allocation:	118,109,999	(82.6% of total)
Grants:	80,911,935	(56% of total)



<b>Professional Fund Raisers:</b>	<b>Mode of Contact:</b>	<b>Net to Charity:</b>
InfoCision Management Corporation	Telemarketing	48.5%

## **Mercy Corps Portland, Oregon**

Mission:	Mercy Corps is an international relief and development organization that exists to alleviate suffering, poverty and oppression by helping people build secure, productive and just communities.	
Meets BBB Standards:	Yes	
AIP Grade:	A+	
Previously Profiled:	2001	
Reporting Period:	7/02 – 6/03	
Total Expenses:	116,961,796	
Fund Raising:	3,323,317	(2.8% of total)
Management:	6,984,514	(6.0% of total)
Total Program:	106,653,965	(91.2% of total)
Program Less Joint Cost Allocation:	106,653,965	(91.2% of total)
Grants:	50,818,226	(43.4% of total)

[LII](#)

**Professional Fund Raisers:**  
MDS Communications Corp.

**Mode of Contact:**  
Telemarketing

**Net to Charity:**  
67%