

Charity appeals-for-pay 'border on disgrace'

By LANE WALLACE
STAFF WRITER

The practice of paying solicitors whopping percentages of money raised in the name of charity "borders on disgrace," Santa Cruz County Sheriff Al Noren said this morning.

The 42 charities that raise money by phone solicitations in Santa Cruz County received an average of 22 percent of the

money after paying for expenses — usually outside firms hired for solicitations — Noren said.

"I don't think people realize" how little goes to the charities, said Noren, who called a press conference after receiving the financial statements of the companies. Such statements are required by state law of companies that solicit by phone.

Noren suggested that people

who want to donate give directly to the charity of their choice, rather than through a paid solicitor.

Noren included the county Deputy Sheriffs Association in his criticism. "No question about it. I've told them," Noren said. The group, which raised \$90,022 last year, \$18,004 of which went to charity, is not under Noren's control.

Kim Allyn, a director of the Deputy Sheriffs Association, said the group is in the second year of a contract with TBS Productions to solicit by phone, but doesn't intend to renew it.

"Our membership feels (such solicitations) are not in the best interests of the association," Allyn said. Members are voting on a proposed raise in dues to

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make up for what the group now gets from solicitations, Allyn said.

Noren provided information from the state Attorney General that 72,000 charities registered in California raise about \$33 bil-

lion a year. Many of these groups are not headquartered in California.

Information on charitable groups is available from the Attorney General's office at 916-445-2021.

Following is a list of charities that solicit by phone in Santa Cruz County. The figures include money raised in other areas.

Name	Revenue	Amt. to charity
Assn. of Concerned Taxpayers.....	\$180,295	\$30,812
Concerns of Police Survivors.....	\$3,741,037	\$439,808
National Assn. for Uniformed Services.....	\$686,702	\$178,199
National Foundation for Medical Research.....	\$189,392	\$32,318
National Law Enforcement Officers Memorial.....	\$2,056,465	\$963,733
National Humane Education Society.....	\$2,987,105	\$1,055,013
National Parks and Conservation Assn.....	\$1,410,597	\$1,382,961
Marine Toys for Tots Foundation.....	\$8,168,145	\$33,447
Point Sebago Camp Sunshine.....	\$11,359	0
Starlight Foundation.....	\$42,087	\$2,841
Veterans of Foreign Wars of the U.S.	\$21,045,457	\$1,741,079
Boys Scouts of America, Santa Lucia Council	\$10,283	\$4,465
Boys Scouts of America, Orange County	\$33,703	\$9,569
Child Help USA.....	\$72,830	\$13,964
Boy Scouts of America, Los Angeles Council.....	\$72,506	\$38,170
Santa Cruz Deputy Sheriffs Assn.	\$90,022	\$18,004
Santa Cruz Police Officers Assn.	\$128,388	\$32,097
Santa Cruz City Firefighters Local 171	\$139,243	\$27,848
WE TIP.....	\$20,059	\$4,011
AIDS and Cancer Research Foundation.....	\$44,614	\$8,922
East-West Shrine Football Classic	\$35,638	\$12,473
Diablo Valley AIDS Center.....	\$71,724	\$12,473
Vanished Children's Alliance.....	\$171,811	\$34,362
United States Organization for Disabled Athletes	\$83,322	\$8,885
United Citizens Against Drugs.....	\$148,061	\$20,860
Teen Suicide Prevention Task Force.....	\$146,782	\$16,155
Operation Doctor	\$15,627	0
Help Hospitalized Children's Fund.....	\$163,842	\$19,805
Heart Support of America	\$106,940	\$3,897
Disabled Children's Relief Fund	\$123,268	\$2,991
America's Missing Children.....	\$158,770	\$174
Cancer Fund of America Inc.	\$722,144	\$109,627
Child Protection Program.....	\$855,652	\$100,939
Veteran's Wish Foundation	\$106,223	\$15,565
Angel Planes.....	\$46,135	\$4,613
Fraternal Order of Police — Calif. State Lodge	\$501,071	\$75,160
Battle of Normandy Foundation	\$1,037,443	\$727,885
The Heritage Foundation	\$9,092,972	\$4,782,958
Free Congress Foundation.....	\$84,616	0
The Seniors Coalition Inc.	\$11,099,433	\$3,413,050
Center for the Study of Popular Culture	\$19,462	0

Source: California Attorney General