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Attorney General's Report on Professional Solicitations for Charity in 2007

Most charities rely on donations from the public to accomplish their goals. Some charities raise funds on their own, while others hire professional solicitors to raise funds on their behalf. Pursuant to [M.G.L. c. 68, s. 24\(c\)](#), professional solicitors must register with the [Attorney General's Office](#) (AGO). Professional solicitors are paid by charitable organizations to solicit the public for donations.

In 2007, 621 charitable fundraising campaigns, conducted by 79 different professional solicitors, were registered in Massachusetts. Each year, the AGO releases a report on the amounts that professional solicitors raised and the amounts that the charities actually received. This report outlines the financial results of those individual campaigns conducted in Massachusetts during calendar year 2007.

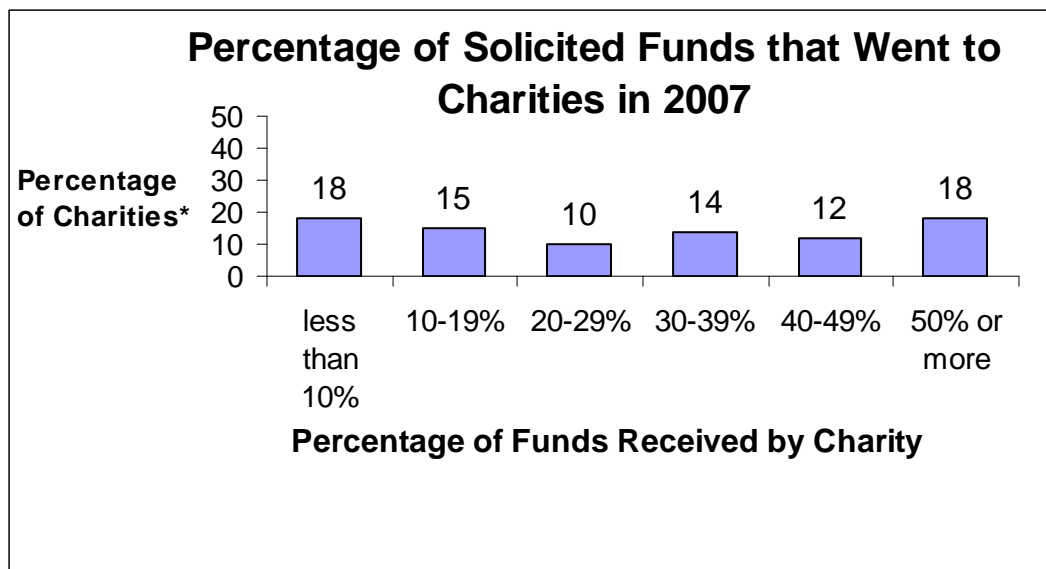
Appendix I reports campaign results by the name of the professional solicitor. **Appendix II** reports results alphabetically by the name of the charitable organization.

Professional Solicitors Raised Less in 2007, but Took More on a Percentage Basis

In 2007, professional solicitors registered in Massachusetts raised nearly \$285 million. Of this amount only \$101 million or 35% of the amount raised ended up with the charity. **This means that on average, of every dollar that a professional solicitor raised for a charity in 2007, only 35 cents went to the charity.**

Professional solicitors raised \$76 million more in 2006 than they did in 2007. Further, a larger percentage of what was raised by professional solicitors in 2006 ended up with the charity. In 2006, professional solicitors raised approximately \$361 million and the charities received 44% of that, or \$160 million. Charities received 44% of the amounts professional solicitors raised in 2006, but only 35% of the amounts professional solicitors raised in 2007.

The chart below compares the percentage of charities that held charitable campaigns with the percentage of funds received by the charities in the charitable campaigns. **The chart notes that only 18% of charities received more than 50% of the funds raised in charitable campaigns.**



**Thirteen percent of the campaigns registered with the AGO resulted in no solicitation; those campaigns are not reflected in the chart above.*

Important Information for Giving

Before donating, donors should review this report to determine in prior campaigns, how much money ended up with a charity. Likewise, potential donors should ask how much of the donation will actually go to the charity and how much is going to the professional fundraiser. Potential donors should ask for the exact name of the charity and for a precise description of what the charity does. Often, charities have similar names and potential donors should clarify if there is any relationship between charities that have similar names.

Potential donors should call the AGO at (617) 727-2200, ext. 2101, to find out if the charity and its fundraiser are registered to operate in the Commonwealth. The AGO does not endorse specific charities but does collect financial information which is available for public inspection. There are other issues that potential donors should consider when making charitable donations. Potential donors should review the AGO's reports, [Donating Dos and Don'ts: A Guide to Charitable Giving](#), and [The Attorney General's Guide for Donors](#), all which provide more information.

Notes on Appendix I and II

Appendix I reports campaign results by the name of the professional solicitor. **Appendix II** reports results alphabetically by the name of the charitable organization.

- In Appendix I, the first column on the left lists the professional solicitors alphabetically by name, and then lists alphabetically the charitable campaigns they conducted. In Appendix II, the first column lists the names of all the charitable organizations alphabetically, and the second column notes the solicitor responsible for each campaign.
- The second column notes whether the campaign involved the sale of any product or service, and whether the filing for that campaign was intended to serve for an interim period of the calendar year – i.e., the campaign continued beyond the end of 2007.
- The third column states the total amount of money raised during each of the charitable solicitation campaigns. Please note that this amount often reflects the results of a regional or national solicitation effort and not just the results of activity conducted in Massachusetts.
- Column four lists the amount the charity received at the end of the campaign, and column five presents that amount as a percentage of the total generated revenue.

The financial reports filed for each solicitation campaign are available for public inspection from 10:00 a.m. to 4:00 p.m. at the AGO's Non-Profit Organizations/Public Charities Division, located on the 11th Floor of the Saltonstall Building at 100 Cambridge Street in Boston. Information regarding solicitation campaigns can also be obtained by calling (617) 727-2200, ext. 2124.