STATE OF INDIANA	)	IN THE MARION CIRCUIT COURT
	) SS:	
COUNTY OF MARION	)	AVC NO 06-006
IN RE: RUSS REID COMPANY, INC.	)	MISCELLANEOUS DOCKET
	)	NO.
Respondent.	)	

ASSURANCE OF VOLUNTARY COMPLIANCE

The State of Indiana, by Attorney General Steve Carter and Deputy Attorney General Matt Light, and the Respondent, Russ Reid Company, Inc., enter into an Assurance of Voluntary Compliance (Assurance), pursuant to Indiana Code §23-7-8-1 et seq.

Any violation of the terms of this Assurance constitutes prima facie evidence of a deceptive act. This Assurance is entered into without any adjudication of any issue of fact or law, and upon consent of the parties.

The parties agree:

1. Respondent is engaged in professional fundraising consulting, with a principal place of business at 2 North Lake Ave, Suite 600, Pasadena, CA 91101, and transacts business with Indiana consumers.

2. The terms of this Assurance apply to and are binding upon Respondent, its employees, agents, representatives, successors, and assigns.

3. Respondent, in acting as a professional fundraiser consultant or soliciting charitable contributions, agrees to comply in all aspects with the Professional Fundraiser Consultant and Solicitor Registration Act, Ind. Code §23-7-8 et seq., including; but not limited to the following provisions:

a. Before acting as a professional fundraiser consultant or professional solicitor in the State of Indiana on behalf of any charitable organization, Respondent will register with the Indiana Attorney General's Consumer Protection Division.

b. Respondent will notify the Division in writing within 180 days of any change in the information contained in Respondent's registration.

c. Before acting as a professional fundraiser consultant for any particular charitable organization, Respondent will enter into a written contract with the organization and will file this contract with the Division. All such contracts will:

i. identify the services that Respondent is to provide; and,

ii. state whether Respondent will at any time have custody of contributions.

d. Respondent will keep accurate fiscal records regarding its activities in Indiana, and will retain such records for at least three (3) years after the end of the period of registration to which they relate.

e. Respondent will not:

i. use the fact of registration as an endorsement by the State;

ii. misrepresent that the person is an officer or employee of a public safety agency;

iii. use the name "police", "law enforcement", "trooper", "rescue squad", "firemen", or "firefighter" unless a bona fide police, law enforcement, rescue squad, or fire department authorizes its use in writing;

iv. misrepresent to anyone that the contribution will be used for a charitable purpose if it has reason to believe the contribution will not be used for a charitable purpose;

v. misrepresent to anyone that another person endorses the solicitation unless that person has consented in writing to the use of the person's name for the purpose of endorsing the solicitation;

vi. misrepresent to anyone that the contribution is solicited on behalf of anyone other than the charitable organization that authorized the solicitation; or

vii. collect or attempt to collect a contribution in person or by means of a courier unless:

a. the solicitation is made in person and the collection or attempt to collect is made at the time of the solicitation; or

b. the contributor has agreed to purchase goods or items in connection with the solicitation, and the collection or attempt to collect is made at the time of delivery of the goods or items.

4. Respondent, in soliciting and/or contracting with consumers, agrees to comply in all aspects with the Deceptive Consumer Sales Act, Ind. Code §24-5-0.5-1 et seq.

5. Respondent agrees, pursuant to Ind. Code §23-7-8-2(c), to provide a copy of all consultant contracts Respondent entered into with charitable organizations since January 1, 2004.

6. Respondent agrees that all information Respondent provides in response to paragraph 5 will comply in all aspects with the Professional Fundraiser Consultant and Solicitor Registration Act, Ind. Code §23-7-8 et seq.

7. Upon execution of this Assurance, Respondent shall pay costs in the amount of Five Hundred and 00/100 Dollars ($500.00) to the Office of the Attorney General.

8. Respondent shall not represent that the Office of the Attorney General approves or endorses Respondent's past or future business practices, or that execution of this Assurance constitutes such approval or endorsement.

9. Respondent shall fully cooperate with the Office of the Attorney General in the resolution of any future written complaints the Consumer Protection Division receives.

10. The Office of the Attorney General shall file this Assurance with the Circuit Court of Marion County. The Court's approval of this Assurance shall not act as a bar to any private right of action.

DATED this 21st day of February, 2006.

STATE OF INDIANA

STEVE CARTER
Attorney General of Indiana

by: Matt J. Light
Matt Light
Deputy Attorney General
Attorney No. 25680-53

Office of the Attorney General
Indiana Government Center South
5th Floor
302 W. Washington Street
Indianapolis, IN 46204
(317) 232-4774

RESPONDENT

RUSS REID COMPANY

by: _____
Printed: Robert Johansen
Title: VP Business Operations

APPROVED, this _____ day of FEB 21 2006, 2006.

Judge, Marion County Circuit Court

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