

ANNUAL REPORT – FY 2004

The Dove Foundation
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*THE DOVE FOUNDATION is a non-profit organization established to encourage and promote the creation, production, distribution and consumption of wholesome family entertainment. The Foundation, free from commercial pressures, awards a blue and white **Dove Seal** to any movie or video that is rated "family-friendly" by its film review board.*

Dear Friends,

The Dove Foundation has completed a banner year as of our fiscal year ending April 30, 2005. So much has been accomplished it is hard to know where to start. Here are some highlights.

- Conducted an opinion poll of more than 1.5 million families regarding entertainment content.
- Published a comprehensive Film Profitability study that generated significant media attention.
- Conducted two successful Dove Family Film Festivals.
- Developed in-depth working relationships with several motion picture studios.
- Hired an Associate Editor and began publishing industry articles and interviews on our web site.
- Conducted 612 in-depth movie reviews posted on our web site.
- Attracted more than 81,000 new grass roots donors.

Total Support & Revenue:	\$432,454	
Program Expenses:	\$221,083	72% of Total Expenses
Management & General Expenses:	\$66,983	21% of Total Expenses
Fundraising Expenses:	\$19,305	7% of Total Expenses
End of Year Net Asset Balance:	\$158,152	

Program Expense Breakdown:

Outreach	\$76,479
Film	\$67,943
National	\$58,516
Regional	\$18,144

Board of Directors:

Richard Rolfe, Chairman	Ronald Lubbers, Member
Dar VanderArk, Secretary/Treasurer	Janice Petrini, Member
Keith Lang, Member	Bob Bratt, Member
Gordon Toering, Member	

Executive Director: David E. Lukens

The Dove Foundation is a non-profit, publicly supported organization as described in the IRS Code, Section 501(c)(3). Donations, which are the life-blood of the foundation, are tax-deductible to the extent allowed by law. Your donation enables Dove to continue to convince Hollywood filmmakers to produce more wholesome forms of entertainment for your family to enjoy.