

TR1

DETAILED TOTALS FOR SOURCE CODE: M1402

February 2014 Pledge RRS. METHOD: All

By CFS

| =====                  |            | DOLLAR AMOUNTS |       | PLEDGE COUNTS |           | =====   |       |
|------------------------|------------|----------------|-------|---------------|-----------|---------|-------|
| TOT. PLEDGED           | TOT. PAID  | DIFFERENCE     | RATE  | AVG. PLEDGE   | AVG. PAID | PLEDGED | PAID  |
| =====                  | =====      | =====          | ===== | =====         | =====     | =====   | ===== |
| 596,985.30             | 337,211.99 | -259,773.31    | 56.4% | 123.65        | 113.73    | 4,828   | 2,965 |
| Sustaining roll-overs: |            | 0.00           |       |               |           |         |       |
| Grand Total:           |            | 337,211.99     |       |               |           |         |       |

BY PURPOSE...

|                  |            |            |            |       |        |        |       |       |      |       |       |
|------------------|------------|------------|------------|-------|--------|--------|-------|-------|------|-------|-------|
| Acquisitions     | 124,685.90 | 70,705.57  | -53,980.33 | 56.7% | 118.41 | 107.29 | 1,053 | 659   | -394 | 20.8% | 62.5% |
| Renewals         | 141,209.40 | 77,411.42  | -63,797.98 | 54.8% | 121.00 | 110.58 | 1,167 | 700   | -467 | 23.6% | 59.9% |
| Rejoins          | 113,702.00 | 62,052.00  | -51,650.00 | 54.5% | 123.05 | 112.20 | 924   | 553   | -371 | 19.0% | 59.8% |
| Additional Gifts | 217,388.00 | 127,043.00 | -90,345.00 | 58.4% | 129.09 | 120.64 | 1,684 | 1,053 | -631 | 36.4% | 62.5% |
| Other            | 0.00       | 0.00       | 0.00       | 0.0%  | 0.00   | 0.00   | 0     | 0     | 0    | 0.0%  | 0.0%  |

BY RESPONSE METHOD...

|                    |            |            |             |       |        |        |       |       |        |       |       |
|--------------------|------------|------------|-------------|-------|--------|--------|-------|-------|--------|-------|-------|
| PLG: On-air Pledge | 517,775.90 | 282,587.99 | -235,187.91 | 54.5% | 125.36 | 116.24 | 4,130 | 2,431 | -1,699 | 86.7% | 58.8% |
| WRB: Web Site      | 79,209.40  | 54,624.00  | -24,585.40  | 68.9% | 113.48 | 102.29 | 698   | 534   | -164   | 13.2% | 76.5% |

BY PLAN TYPE...

|                   |            |            |             |       |        |        |       |       |        |       |       |
|-------------------|------------|------------|-------------|-------|--------|--------|-------|-------|--------|-------|-------|
| Lump-Sum Payments | 488,241.90 | 336,882.90 | -151,359.00 | 68.9% | 115.12 | 114.39 | 4,241 | 2,945 | -1,296 | 81.7% | 69.4% |
| Install Plans     | 104,491.40 | 229.09     | -104,262.31 | 0.2%  | 183.96 | 12.05  | 568   | 19    | -549   | 17.5% | 3.3%  |
| E.F.T. Plans      | 4,252.00   | 100.00     | -4,152.00   | 2.3%  | 223.78 | 100.00 | 19    | 1     | -18    | 0.7%  | 5.2%  |
| Payroll Plans     | 0.00       | 0.00       | 0.00        | 0.0%  | 0.00   | 0.00   | 0     | 0     | 0      | 0.0%  | 0.0%  |

Credit Cards

|                    |            |            |             |       |        |        |       |       |        |       |       |
|--------------------|------------|------------|-------------|-------|--------|--------|-------|-------|--------|-------|-------|
| Non-Card           | 428,733.40 | 319,071.09 | -109,662.31 | 74.4% | 127.59 | 115.35 | 3,360 | 2,766 | -594   | 71.8% | 82.3% |
| Premiums Requested | 168,251.90 | 18,140.90  | -150,111.00 | 10.7% | 114.61 | 91.16  | 1,468 | 199   | -1,269 | 28.1% | 13.5% |
| No Premiums        | 557,770.40 | 310,305.09 | -247,465.31 | 55.6% | 137.11 | 128.22 | 4,068 | 2,420 | -1,648 | 53.4% | 59.4% |

BY GIFT SIZE...

|    |                   |        |            |            |             |       |          |          |       |       |      |       |       |
|----|-------------------|--------|------------|------------|-------------|-------|----------|----------|-------|-------|------|-------|-------|
| #1 | \$1.00 to         | 24.99  | 1,733.00   | 1,267.00   | 466.00      | 73.1% | 14.44    | 14.39    | 120   | 88    | 32   | 0.2%  | 73.3% |
| #2 | \$25.00 to        | 44.99  | 14,456.00  | 10,293.00  | -4,163.00   | 71.2% | 27.27    | 27.44    | 530   | 375   | -155 | 2.4%  | 70.7% |
| #3 | \$45.00 to        | 59.99  | 25,026.00  | 18,791.00  | -6,235.00   | 75.0% | 49.95    | 49.97    | 501   | 376   | -125 | 4.1%  | 75.0% |
| #4 | \$60.00 to        | 74.99  | 19,795.00  | 10,948.00  | -8,847.00   | 55.3% | 60.72    | 59.82    | 326   | 183   | -143 | 3.3%  | 56.1% |
| #5 | \$75.00 to        | 99.99  | 44,541.00  | 29,112.00  | -15,429.00  | 65.3% | 79.11    | 78.89    | 563   | 369   | -194 | 7.4%  | 65.5% |
| #6 | \$100.00 to       | 249.99 | 301,761.40 | 169,979.09 | -131,782.31 | 56.3% | 136.35   | 131.15   | 2,213 | 1,296 | -917 | 50.5% | 58.5% |
| #7 | \$250.00 to       | 499.99 | 151,871.00 | 69,960.00  | -81,911.00  | 46.0% | 294.89   | 290.29   | 515   | 241   | -274 | 25.4% | 46.7% |
| #8 | \$500.00 to       | 999.99 | 21,041.00  | 13,301.00  | -7,740.00   | 63.2% | 539.51   | 511.57   | 39    | 26    | -13  | 3.5%  | 66.6% |
| #9 | \$1000.00 or more |        | 16,760.90  | 13,560.90  | -3,200.00   | 80.9% | 1,197.20 | 1,232.80 | 14    | 11    | -3   | 2.8%  | 78.5% |