

EXHIBIT O:

AFFIDAVIT OF MELISSA DUNLAP

AFFIDAVIT

PERSONALLY APPEARED BEFORE ME on this 16th day of June, 2014, Melissa W. Dunlap, who being duly sworn, states as follows:

- 1) I am a citizen of the state of South Carolina.
- 2) On January 9, 2014, I received a telephone call from the organization Cancer Support Services for the purpose of soliciting a charitable donation.
- 3) The attached transcript is a true and accurate representation of the telephone call I received from Cancer Support Services on January 9, 2014.
- 4) After receiving the telephone call on January 9, 2014, I received three letters in the mail from Cancer Support Services requesting that I send in my pledge. Copies of these letters are attached to this affidavit as Attachments A, B and C.

FURTHER, AFFIANT SAYS NOT.

Sworn to and subscribed before me

this 16th day of June, 2014.

Mary C. Stoupe
Notary Public of South Carolina

Melissa W. Dunlap
Melissa W. Dunlap

My Commission Expires: _____

My Commission Expires April 10, 2016

ATTACHMENT A



Cancer
SUPPORT SERVICES
today's help. tomorrow's hope

Processing # 14177919
Pledge Amount: \$50.00
Date: 2/17/2014
Phone: [REDACTED]

Mrs. Melissa Dunlap
[REDACTED]

ERL319SC20140504P



Please remit payment to:
Cancer Support Services
P.O. Box 1200, Merrifield, VA 22116-1200

000347495

Please detach and return this form, with your payment, in the enclosed envelope.

To make your contribution by credit card please see reverse side.

Reminder

By taking a minute **today** to
send in your **pledge**, you will
be helping to ease the suffering
of a cancer patient as well as
giving them hope for tomorrow.

Time is just so precious.
Please help change their future.

Thank you!

PLEASE DISREGARD THIS NOTICE IF YOU HAVE RECENTLY MAILED YOUR PLEDGE.



Cancer
SUPPORT SERVICES
today's help, tomorrow's hope

Please remit payment to:
Cancer Support Services
P.O. Box 1200, Merrifield, VA 22116-1200

Credit Card Information:

To make your contribution by credit card, please fill in the information below:

Type of credit card: VISA MasterCard American Express Discover

Credit Card Number: _____

Expiration Date: _____ / _____ Amount: \$ _____

Name as on card (please print): _____

Signature: _____

Please detach and return this form, with your payment, in the enclosed envelope.

Cancer Support Services (CSS) differs greatly from other cancer groups in that its number one priority is funding patient aid rather than research. **CSS** raises much needed funds to provide urgent items such as:

Boost (liquid dietary supplement), Adult Diapers, Bed Pads, Cold and Pain Medications, Box Fans, Lotions, Dressings, Personal Hygiene kits and household care products and more.

CSS funds the acquisition of merchandise for distribution to individual cancer patients, hospices and other non-profit health care providers. **CSS** funds outreach programs, which benefit the ill, needy, and infants by donating goods or cash grants to charities that serve the beneficiaries directly. **CSS** is a supporting organization of Cancer Fund of America.

All donations are tax deductible, under the IRS 501(c)(3) Code. To receive a copy of our financial report write to: **CSS**, 23400 Michigan Ave., Suite P12, Dearborn, MI 48124. **CSS** is registered with the Attorney General's/Secretary of State's Office, however, registration does not imply State endorsement.

ASSISTANCE INFORMATION

Should someone in your home suffer from cancer and require help, please write or call our National Patient Services Correspondent below for further information regarding assistance:

CANCER SUPPORT SERVICES
23400 Michigan Avenue, Suite P12
Dearborn, MI 48124

1-800-578-5284

DONATION INFORMATION

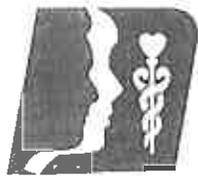
Please call our toll-free number for information regarding donations:

1-313-565-5901

TAX EXEMPT #42-1568866

*For more information, or to get involved, please visit us at
www.cancersupportservices.net*

ATTACHMENT B



Cancer
SUPPORT SERVICES
today's help, tomorrow's hope

Processing # 14177919

Pledge Amount: \$50.00

Date: 1/9/2014

Phone: [REDACTED]

Mrs. Melissa Dunlap

[REDACTED]

ERL106SC20140202P



Please remit payment to:

Cancer Support Services

P.O. Box 1200, Merrifield, VA 22116-1200

000173136

Please detach and return this form, with your payment, in the enclosed envelope.

To make your contribution by credit card please see reverse side.

Reminder

By taking a minute **today** to send in your **pledge**, you will be helping to ease the suffering of a cancer patient as well as giving them hope for tomorrow.

Time is just so precious.
Please help change their future.

Thank you!

PLEASE DISREGARD THIS NOTICE IF YOU HAVE RECENTLY MAILED YOUR PLEDGE.



Cancer
SUPPORT SERVICES
today's help, tomorrow's hope

Please remit payment to:
Cancer Support Services
P.O. Box 1200, Merrifield, VA 22116-1200

Credit Card Information:

To make your contribution by credit card, please fill in the information below:

Type of credit card: VISA MasterCard American Express Discover

Credit Card Number: _____

Expiration Date: ____/____/____ Amount: \$ _____

Name as on card (please print): _____

Signature: _____

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DONATION INFORMATION

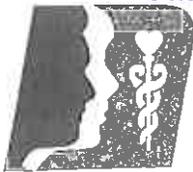
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1-313-565-5901

TAX EXEMPT #42-1568866

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ATTACHMENT C



Cancer
SUPPORT SERVICES
today's help, tomorrow's hope

Processing # 14177919
Pledge Amount: \$50.00
Date: 2/17/2014
Phone: [REDACTED]

Mrs. Melissa Dunlap



ERL112SC20140316P



Please remit payment to:
Cancer Support Services
P.O. Box 1200, Merrifield, VA 22116-1200

000254383

Please detach and return this form, with your payment, in the enclosed envelope.

To make your contribution by credit card please see reverse side.

Reminder

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ORIGINAL

OFFICIAL TRANSCRIPT PROCEEDING

FEDERAL TRADE COMMISSION

MATTER NO. 1223005

TITLE CANCER FUND OF AMERICA, INC.

DATE RECORDED: UNKNOWN
TRANSCRIBED: JUNE 10, 2014

PAGES 1 THROUGH 14

**TELEPHONE CONTACT AMANDA AND DIJONAY
WITH MELISSA DUNLAP**

**For The Record, Inc.
(301) 870-8025 - www.ftrinc.net - (800) 921-5555**

FEDERAL TRADE COMMISSION

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TELEPHONE CONTACT:

PAGE:

Amanda/Dijonay to Melissa Dunlap

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FEDERAL TRADE COMMISSION

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In the Matter of:)
Cancer Fund of America, Inc.) Matter No. 1223005
)
-----)
Date Unknown

The following transcript was produced from a digital file provided to For The Record, Inc. on June 4, 2014.

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P R O C E E D I N G S

- - - - -

MELISSA DUNLAP: Hello?

AMANDA: Hello. Is Richard there?

MELISSA DUNLAP: No, he's not. May I take a message?

AMANDA: Oh, we were actually calling for either one of you. This is Amanda with Cancer Support Services, and we want to let you know that we are continuing our Cancer Aid Program this year.

MELISSA DUNLAP: Uh-huh.

AMANDA: And we're the ones that provide funds for free supplies and dietary supplements to the families that are fighting cancer and also to hundreds of Hospices and other health care providers. Now, I'm not a telemarketer, so I work directly for the charity. We're just mailing out the pledge cards for the year, and we wanted to make sure that if we got one out to you that they could count on you for your support this year. Would that be okay?

MELISSA DUNLAP: Sure. And -- and what's the name of the charity?

AMANDA: Oh, this is Amanda with Cancer Support Services.

MELISSA DUNLAP: Oh, okay. Cancer Support

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1 Services.

2 AMANDA: Thank you so much for your willingness
3 to help.

4 MELISSA DUNLAP: I have a -- I just had a --

5 AMANDA: Uh-huh.

6 MELISSA DUNLAP: -- one question. So, if I
7 want to give \$100, where does the \$100 go?

8 AMANDA: Oh, let me explain. I'm with Cancer
9 Support Services, which is a federally registered
10 charity. It's important to know that we are unique
11 because rather than doing research, we provide certain
12 things like dietary supplements, lotions, bandages,
13 dressings, and hygiene necessities directly to cancer
14 patients going through it right now, free of charge.

15 So, that's what your support helps provide.
16 So, what we wanted to know is that if we mail you a
17 pledge card, can we count on you for your support?

18 MELISSA DUNLAP: Yes, and if I give \$100, how
19 much goes to the cancer support?

20 AMANDA: Okay, hold on just one second.

21 DIJONAY: Hello, Mr. or Mrs. Dunlap?

22 MELISSA DUNLAP: Uh-huh, yeah, I was talking to
23 Amanda.

24 DIJONAY: Mm-hmm, yeah, she's in training and
25 I'm one of her training managers. You had a question

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1 (inaudible) I can help you out with?

2 MELISSA DUNLAP: Yes, I just had a question,
3 and you're with Cancer Support Services, is that right?

4 DIJONAY: Yes, ma'am. Yes, ma'am.

5 MELISSA DUNLAP: Okay. Okay. Just trying to
6 make sure I understand who I was talking to.

7 DIJONAY: Mm-hmm.

8 MELISSA DUNLAP: And what I was thinking about,
9 like if I donated, say, \$100, \$200, tell me how much of
10 that goes to this -- you know, to buy the lotions, the
11 band-aids, all that sort of thing, all the necessities.

12 DIJONAY: Well, since we're not -- yes, we're
13 not a telemarketing agency, so we're calling directly
14 from the charity. So, all of the -- whatever you donate,
15 all of that will come towards the charity.

16 MELISSA DUNLAP: Okay. So, if I give \$100 or
17 even \$500 if I feel strongly about it, then my \$500 can
18 go --

19 DIJONAY: (Inaudible).

20 MELISSA DUNLAP: -- will go straight to cancer
21 support.

22 DIJONAY: Yes, ma'am.

23 MELISSA DUNLAP: For the lotion, the basic
24 necessities, and -- okay.

25 DIJONAY: Yep. And also to Hospices

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1 (inaudible) in order to help get their supplies to take
2 care of the patients that they have at their facility.

3 MELISSA DUNLAP: You said Hospices or hospital
4 -- I didn't --

5 DIJONAY: Hospices, mm-hmm.

6 MELISSA DUNLAP: Hospices, okay. Okay. So,
7 you're calling for Cancer -- you're with Cancer Support,
8 then?

9 DIJONAY: Yes, ma'am.

10 MELISSA DUNLAP: Okay. Okay. Are they in --
11 where are -- I know I've heard of it before, but where
12 are -- is Cancer Support? Where are you located?

13 DIJONAY: Well, we are calling from our
14 headquarters in Dearborn, Michigan.

15 MELISSA DUNLAP: Okay. So, I didn't know if it
16 was here in -- I'm in South Carolina, so --

17 DIJONAY: Yeah, so, the donations -- so,
18 your -- your portion -- so, if -- say if you want to do a
19 \$20 or \$25 pledge today, your portion would help those in
20 your area, so you wouldn't be helping out those in Utah
21 or California or anything like that nature.

22 MELISSA DUNLAP: Okay. So, if I give \$100 or
23 \$500, 100 percent of my 500, that's going to -- or 100,
24 whatever I can give --

25 DIJONAY: That goes to the --

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1 MELISSA DUNLAP: -- that's going to go --

2 DIJONAY: -- directly to the charity. Mm-hmm.

3 MELISSA DUNLAP: To which -- to -- is there a
4 Cancer Support Services branch here?

5 DIJONAY: Well, there are different -- we're
6 just one national charity.

7 MELISSA DUNLAP: Uh-huh.

8 DIJONAY: But there are -- there are more than
9 one call center, that's what you were asking?

10 MELISSA DUNLAP: Oh, no, I just --

11 DIJONAY: I'm not sure you're --

12 MELISSA DUNLAP: -- wondered why you said --
13 you said like if I give \$100 --

14 DIJONAY: Mm-hmm.

15 MELISSA DUNLAP: -- you're out of Dearborn,
16 Michigan, that's where your headquarters is?

17 DIJONAY: Yes. Yeah, that's our national
18 headquarters here.

19 MELISSA DUNLAP: (Inaudible) not a
20 telemarketer; you work for Cancer Support Services
21 directly.

22 DIJONAY: Yes, ma'am.

23 MELISSA DUNLAP: Okay. But you said if I give
24 \$100, then my \$100, all of that's going to stay in South
25 Carolina.

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1 DIJONAY: Yes, ma'am.

2 MELISSA DUNLAP: That's what I was trying to
3 figure out, where does --

4 DIJONAY: Mm-hmm.

5 MELISSA DUNLAP: -- you know, where does it go,
6 so if I want to give more than that, I -- I just want to
7 know where the money is going to go.

8 DIJONAY: Oh, I don't know what -- exactly what
9 facility's in your area.

10 MELISSA DUNLAP: Okay.

11 DIJONAY: I don't have that information.

12 MELISSA DUNLAP: Okay.

13 DIJONAY: But, yes, all the patients and
14 facilities in your local area.

15 MELISSA DUNLAP: Okay. So, 100 percent would
16 go to my -- to my state, to my --

17 DIJONAY: Yes, ma'am.

18 MELISSA DUNLAP: You said for Hospice and basic
19 necessities and --

20 DIJONAY: Mm-hmm.

21 MELISSA DUNLAP: -- I had one question that
22 Amanda said something about that Cancer Support Services,
23 something about a federally registered charity. I'm not
24 familiar with what -- what that means.

25 DIJONAY: Yes. Well, it is a 501(3)(c), so

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1 whatever you were comfortable with donation, it is tax-
2 deductible.

3 MELISSA DUNLAP: Tax-deductible, okay.

4 DIJONAY: Mm-hmm.

5 MELISSA DUNLAP: All right. And are you
6 registered with -- with South Carolina, or do you not
7 have to be registered --

8 DIJONAY: Yes, ma'am.

9 MELISSA DUNLAP: -- with South Carolina.

10 DIJONAY: Every state that we call we are
11 registered in that state.

12 MELISSA DUNLAP: Okay. So, you're registered
13 here, and I can feel sure that my money's going -- I just
14 like to know if I'm going to give a big amount --

15 DIJONAY: I totally understand.

16 MELISSA DUNLAP: -- it's worth knowing.

17 DIJONAY: No problem at all.

18 MELISSA DUNLAP: So, and who are you again?
19 What was your name?

20 DIJONAY: Oh, my name is -- my name is Dijonay
21 (phonetic).

22 MELISSA DUNLAP: Dijonay, okay. And you're
23 going to send me a pledge card?

24 DIJONAY: Yep. We will -- if you are
25 interested in donation --

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1 MELISSA DUNLAP: Sure.

2 DIJONAY: -- we will send you out the pledge
3 card and the brochure, along with all the information and
4 tell you exactly what we do and who we help out.

5 MELISSA DUNLAP: Okay. And do you need -- do
6 you have a mailing address?

7 DIJONAY: Yes. You will receive all that
8 information in the mail.

9 MELISSA DUNLAP: No, I meant do you have my
10 mailing address to send it.

11 DIJONAY: Oh, let me make sure. I have on file
12 here, I have a [REDACTED] in [REDACTED] --

13 MELISSA DUNLAP: Uh-huh.

14 DIJONAY: -- [REDACTED]?

15 MELISSA DUNLAP: That's right, yeah. Okay, so,
16 if you could --

17 DIJONAY: Okay.

18 MELISSA DUNLAP: -- send that to me, that would
19 be great.

20 DIJONAY: Okay, and what amount were -- were
21 you interested in donating?

22 MELISSA DUNLAP: Oh -- I think probably 100 or
23 so. We'll see.

24 DIJONAY: Okay, well, I just have to put -- if
25 you want me to do a --

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1 MELISSA DUNLAP: Okay.

2 DIJONAY: -- smaller amount, I can, and after
3 you --

4 MELISSA DUNLAP: Okay.

5 DIJONAY: -- review everything --

6 MELISSA DUNLAP: Why don't you just put 50 and
7 then we'll see.

8 DIJONAY: Okay, no problem at all. And just
9 one more thing, ma'am. I have a Mr. Richard Dunlap on
10 file. Would you mind just providing me --

11 MELISSA DUNLAP: Mm-hmm.

12 DIJONAY: -- with your first name so I can
13 update that?

14 MELISSA DUNLAP: My name is Melissa.

15 DIJONAY: Is that M E L I S S A?

16 MELISSA DUNLAP: That's correct.

17 DIJONAY: Okay. And once again, you can
18 receive all of your information in the mail within the
19 next week or so, and we just ask after you receive it and
20 review everything if you could kindly return it within a
21 week or two so we can get that working for the patients.
22 Would that be okay?

23 MELISSA DUNLAP: Sure, that would be fine.

24 DIJONAY: Okay, well, we thank you so much for
25 helping us out.

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1 MELISSA DUNLAP: Okay.

2 DIJONAY: You have a blessed year --

3 MELISSA DUNLAP: Okay.

4 DIJONAY: -- and you enjoy the rest of your
5 day, ma'am.

6 MELISSA DUNLAP: Thank you. Thank you. Bye-
7 bye.

8 DIJONAY: Thank you. Mm-hmm, bye-bye.

9 **(The call was concluded.)**

10 **(The recording was concluded.)**

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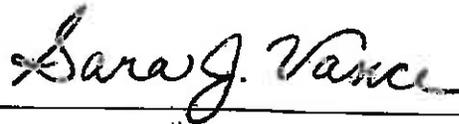
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C E R T I F I C A T I O N O F T Y P I S T

MATTER NUMBER: 1223005
CASE TITLE: CANCER FUND OF AMERICA, INC.
TAPING DATE: DATE UNKNOWN
TRANSCRIPTION DATE: JUNE 10, 2014

I HEREBY CERTIFY that the transcript contained herein is a full and accurate transcript of the tapes transcribed by me on the above cause before the FEDERAL TRADE COMMISSION to the best of my knowledge and belief.

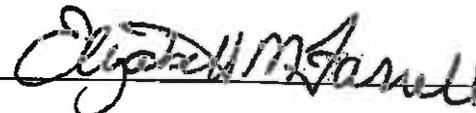
DATED: JUNE 10, 2014



SARA J. VANCE

C E R T I F I C A T I O N O F P R O O F R E A D E R

I HEREBY CERTIFY that I proofread the transcript for accuracy in spelling, hyphenation, punctuation and format.



ELIZABETH M. FARRELL

For The Record, Inc.
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