

**BALTIMORE CITY ETHICS BOARD**  
626 City Hall  
Baltimore, Maryland 21202  
Phone: 410-396-4730 Fax: 410-396-8483  
<http://ethics.baltimorecity.gov>

**GOVERNMENTAL/CHARITABLE SOLICITATIONS –  
APPLICATION FOR APPROVAL**

**NAME OF BENEFITTED PROGRAM / CHARITY:** Healing City Baltimore

**PART A. SPONSORING AGENCY**

Name Office of Councilman Zeke Cohen

Address Suite 522, City Hall

Contact Person / Coordinator Ann Coy

Telephone (410 ) 396-4821 Email ann.coy@baltimorecity.gov

**PART B. PURPOSE OF PROPOSED SOLICITATION**

**I. Identify the specific governmental or charitable program, function, or activity for which solicitations will be made:**

Healing City Baltimore - First District City Council

**II. Describe the specific purposes to which contributions and other receipts will be applied:**

Contributions will be used to support an initiative to organize community conversations, events, and trainings related to trauma informed care for children, youth, families and the community at large.

**III. Select the appropriate range for the aggregate value of the contributions sought:**

- \$500,000 or more
- between \$150,000 and \$500,000
- between \$50,000 and \$150,000
- between \$5,000 and \$50,000
- less than \$5,000

**PART C. CITY ENDORSEMENT**

By: \_\_\_ Board of Estimates \_\_\_ Designee of B/E: \_\_\_\_\_

Date and Manner of Endorsement: \_\_\_\_\_

**Attach Copy of Written Endorsement**

**PART D. WHEN AND HOW SOLICITATION TO BE CONDUCTED**

**I. Proposed starting date of solicitation efforts:** Immediately upon approval

**II. Proposed ending date of solicitation efforts:** December 31, 2020

**III. Describe the categories of persons to be solicited and by whom and how those solicitations will be made:**

This campaign will target individuals, organizations, businesses, and foundations with a history of supporting education, youth, and trauma-informed initiatives. They will be contacted by Councilman Cohen and his staff through emails, calls, internet, and social media (Twitter, Facebook, Instagram, videos, etc.

**IV. Identify all *public servants* who will be soliciting contributions:**

Councilman Zeke Cohen and his staff will be directly soliciting contributions.

**V. Describe measures to be taken to ensure that the solicitation (i) will be directed at a broad range of donors and (ii) will not specially target *controlled donors*:**

Potential donors will be solicited based on their history of participating in initiatives related to education, youth, or trauma informed initiatives. Most potential donors fitting this description are not controlled donors. However, those potential donors who are controlled with respect to the City Council or Board of Estimates will not be targeted or singled out in any way and will be solicited, if at all, in the same manner as other potential donors.

**VI. Describe measures to be taken to avoid any suggestion that contributors might receive special access or favored treatment from any agency or public servant of the City:**

Donors will be made aware that their donation will be directed towards community conversations, events, and trainings related to trauma informed care and healing. The focus of all solicitation requests and promotion of the program will focus on the potential benefits to the youth and the community rather than assisting the City or its agencies. The purpose of the funds will be made clear to those donating and donors will be informed they will not gain favors or special access with their donation.

**PART E. PERSON RESPONSIBLE FOR CUSTODY, ACCOUNTING, AND DISTRIBUTION OF DONATIONS**

Name Baltimore City Foundation  
Address 9 E Read St, Baltimore, MD 21202  
Telephone (410 ) 396-1395

**PART F. SIGNATURE AND AFFIRMATION**

I affirm under the penalties of perjury that the contents of this Application and of all accompanying attachments are true to the best of my knowledge, information, and belief.

Date: November 29, 2019

FOR: 1st District Baltimore City Council  
{Type/Print Name of Sponsoring Agency}

BY:   
{Signature}

Ann Coy, Public Policy Fellow, Council District 1  
{Type/Print Name and Title}

100 Holliday St. Baltimore, MD 21202  
{Type/Print Office Address}

410-396-4821  
{Type/Print Office Telephone Number}

ann.coy@baltimorecity.gov  
{Type/Print Email Address}

APPROVED BY THE BOARD OF ESTIMATES

  
Clerk Date

JAN 08 2020



<b>FROM</b>	NAME & TITLE	Joshua Thomson, Chief of Staff	<b>CITY OF BALTIMORE</b> <b>MEMO</b> 81-82	
	AGENCY NAME & ADDRESS	Office of Councilman Zeke Cohen's RM 522, City Hall		
	SUBJECT	Government/Charitable Solicitation Application		

DATE: 12/03/2019

**TO** To Honorable Clerk of the Board  
of Board of Estimates  
Room 204, City Hall

Re: Government/Charitable Solicitation Application

**ACTION REQUESTED OF THE BOARD OF ESTIMATES:**

The Board is requested to endorse a Governmental/Charitable Application for submission to the Board of Ethics of Baltimore City to allow Councilman Zeke Cohen and staff to solicit donations from local individuals, businesses, civic leaders, the foundation community and the general public to fund a various educational, informative, and community events event related to the Elijah Cummings Healing City Act. The funds will go towards food, venue costs, honorariums, and supplies needed for these various events. The period of the campaign, pending board approval, will be effective upon Board approval to December 2020.

**AMOUNT AND SOURCE OF MONEY:**

No general funds are involved in this transaction.

**BACKGROUND AND EXPLANATION:**

Donations will be solicited from Baltimore businesses, civic leaders, the foundation community and the general population. A potential donor list will be comprised of individuals and corporate entities that contribute to the economic, social, and cultural vitality of Baltimore City. Most of the individual and corporate entities fitting that description are not controlled donors. However, those potential donors who are controlled donors with respect to the City Council or the Board of Estimates will not be targeted or singled out in any way and will be solicited, if at all, in the same manner as the other potential donors.

Councilman Zeke Cohen has worked on the Elijah Cummings Healing City Act legislation that aims to educate, train, and equip city agency staff members with trauma-responsive resources. As a way to build support and ongoing momentum for this initiative, Councilman Cohen will be organizing events throughout the year to engage the youth, general public, community members, non-profits, and agency staff members to participate in informative and educational social events related to trauma responsive resources. The funds will go towards food, venue costs, honorariums, and supplies needed for these various events.

These events will be a collaboration with non-profits and government. We have been working with Baltimore City Recreation and Parks, the Baltimore City Health Department, and the

Mayor's Office of Children and Family Success to devise a plan for the initiative. We seek to raise \$20,000 to support several community events where the community can come together to become more trauma informed and trauma resilient through shared resources and outreach to students, families, and community members generally. The funds will be used to finance the organizing and hosting these events.

Baltimore City Code Article 8, Section 6-26, prohibits solicitation or facilitating the solicitation of a gift. An exception was enacted in 2005 to permit certain solicitations that are for the benefit of an official governmental program or activity, or a City endorsed charitable function or activity. Ethics Regulation 96.26B sets out the standards for approval, which includes the requirement that the program, function or activity to be benefited and the proposed solicitation campaign must be endorsed by the Board of Estimates or its designee.

**MBE/MWE PARTICIPATION:**

N/A

**APPROVED BY BOARD OF ESTIMATES:**



---

CLERK

JAN 08 2020

DATE

November 18, 2020

To the Director and Members of the Board of Ethics,

We are writing today to request an amendment to the active Healing City Baltimore solicitation application submitted by our office and approved by the Board of Estimates and Board of Ethics earlier this year, and to provide a description of the Healing City Baltimore movement. It is also our intent in this letter to explain the circumstances surrounding a potential source of funding for Healing City Baltimore and how our office expects to interact with the entity that could supply such funds, Open Society Institute-Baltimore.

The scope of the original solicitation application was broad, and we are seeking to narrow the scope of the solicitation application to the specific set of purposes for which solicited funds have been or plan to be used. Those purposes are:

- Continue supporting the Baltimore Neighbors Network to provide mental health support and social solidarity to community members across Baltimore.
- Continue paying the Director of Healing City Baltimore position that supports the Elijah Cummings Healing City Act and Healing City Baltimore.
- Plan events in January and February 2021 that celebrate the one-year anniversary of the Elijah Cummings Healing City Act becoming law.

The Elijah Cummings Healing City Act was passed in February of this year and is a bold directive to address root causes of violence, poverty, and educational inequity by supporting healthy children and families, confronting injustice, and stemming violence. In conjunction with the Elijah Cummings Healing City Act, a movement began called Healing City Baltimore. While the Elijah Cummings Healing City Act supports a shift to being trauma-responsive within city agencies and city government, we also wanted there to be a city-wide culture shift towards being trauma-informed and trauma-responsive - we wanted to create a city that is truly healing.

### **Healing City Baltimore**

Healing City Baltimore (HCB) is a project and sustained movement of neighbors, united as a city-wide community, to engage in honest dialogue, learn from diverse perspectives, embrace our differences and commit to healing together as a foundation to pursuing a racially, socially and economically just and thriving Baltimore for all.

Healing City Baltimore has been designed to support a healing-centered, trauma-informed approach throughout our communities. From trauma-responsive policy, care and resources, to community-building events and engagement initiatives, we are uniting as a city-wide community, healing together, breaking down barriers and working in solidarity to build a better Baltimore.

HCB is doing this through four categories of actions that correspond to the stated objectives of the Elijah Cummings Healing City Act, namely:

1. Providing Healing-Centered, Trauma-Informed training for community members. This includes supporting a city-wide Mental Health Response to COVID-19, in partnership with Behavioral Health System Baltimore and other community partners.
2. Creating Healing City partnerships in the community. Partners understand the importance of prioritizing racial equity in Baltimore City, and they commit to organizing staff training around healing-centered engagement and agree to use the HCB affiliate logo on websites and/or displayed in buildings/offices.
3. Compiling and aggregating resources for community members that can support trauma-informed care and healing-centered engagement.
4. Hosting community events that promote healing and improved mental health outcomes.

Healing City Baltimore is a project and movement that is hosted by, and the Director of Healing City Baltimore is on the payroll of, Maryland Philanthropy Network. The Director of Healing City Baltimore supports the goals of the HCB community movement and supports the implementation of the Elijah Cummings Healing City Act. Specifically, the Director will assist in:

1. Coordinating training for city employees as directed by the Elijah Cummings Healing City Act
2. Reviewing city policies with a lens towards equity and trauma-informed care
3. Creating and staffing the Trauma-Informed Care Task Force
4. Building the sustained movement of Healing City Baltimore, as outlined above
5. Fundraising for and managing the budget of Healing City Baltimore

### **What has Healing City Baltimore used funds for to date?**

In February 2020, Healing City Baltimore organized its inaugural event, which was hosted February 7th-9th.

The event included a youth advocacy day on February 7th where over 400 young people from eight schools across Baltimore came to Morgan State University for a day of youth speakers, sessions, panels and spoken word performances. All presentations and conversations were led by youth, with over 20 youth leading sessions or giving talks.

On February 9th over 200 community members attended Haircuts and Healing at Coppin State University, a community event where barbers, braiders and stylists came together to offer free haircuts and styles. Barbershops and beauty salons are spaces of healing across Baltimore--they are a space where people celebrate, mourn and support one another. They are spaces where people find acceptance and advice--in

short, they are healing spaces. In conjunction with Haircuts and Healing we hosted a community resource fair with 25 community organizations sharing ways that they contribute to healing across the city. We also had music and dancing throughout the day.

Following the Haircuts and Healing event, the community walked over to Frederick Douglass High School where we heard from the students at Frederick Douglass High School who had called on the City Council to do more to address and prevent trauma after a shooting occurred in their school. We also heard from Maya Rockey Moore Cummings, the widow of Elijah Cummings, as well as the Mayor, City Council President and Councilmember Cohen. The Elijah Cummings Healing City Act was then signed into law, and the community ate a meal together, while the music and dancing continued.

Cumulatively, the inaugural weekend of healing cost just over \$14,000.

Healing City Baltimore has also led the Baltimore Neighbors Network, a COVID-19 response to support the mental health of Baltimoreans. The Baltimore Neighbors Network is a network of volunteers that makes proactive phone calls to Baltimore City residents to create social connections, ensure residents have access to the resources they need, and connect individuals to counseling should they need more mental health support. BNN is currently focusing outreach on older adults, but is hoping to expand and support another focus population soon.

To date, BNN has spent \$61,482 for project management, technical support, website development and advertising. The network has made over 25,000 phone calls since April.

Healing City Baltimore has also hosted a series of 10 conversations on Facebook Live about trauma and healing in Baltimore, called Truth and Healing. The conversations included youth, professors, activists, politicians, business members, nonprofit leaders and community health survivors. To support the series, we spent \$770 for equipment and a Zoom subscription.

Finally, we have also worked to raise awareness of what Healing City Baltimore is. We have created a series of Healing City Champion videos that highlight community members and organizations that are trauma-informed and doing work in Baltimore to promote healing. We are also creating a video that breaks down what Healing City Baltimore is, and invites others to join the work, as well as purchasing t-shirts and promoting HCB on social media. To date, we have spent about \$3,500 promoting Healing City Baltimore.

To staff the work, funds solicited have paid the salary and benefits of one staff position, the Director of Healing City Baltimore, whose responsibilities have been outlined above. The annual salary of this staff position is \$70,000 with an anticipated cost of benefits being 30% of that salary for a total cost of \$91,000. This staff position began in June of 2020.

### **What will Healing City Baltimore spend funds on moving forward?**

We would like to narrow the scope of the solicitation application by modifying the specific purposes to which contributions and other receipts will be applied to reflect the items listed below in bold.

- **Continue supporting the Baltimore Neighbors Network to provide mental health support and social solidarity to community members across Baltimore.** Our goal is to make phone calls to 85,000 residents. We plan to raise an additional \$50,000 to support this effort.
- **Continue paying the Director of Healing City Baltimore position that supports the Elijah Cummings Healing City Act and Healing City Baltimore.** The salary is anticipated to remain \$70,000 per year with benefits that will require 30% of that salary for a total cost of \$91,000 per year.
- **Plan events in January and February 2021 that celebrate the one-year anniversary of the Elijah Cummings Healing City Act becoming law.** These events will be virtual but will include a youth day, a community day, a day of faith, a resource fair, several classes or lectures planned in conjunction with universities across Baltimore, conversations on social media and traditional media platforms as well as pop-up community events that have yet to be developed, but could include virtual art events. We anticipate needing to raise \$20,000 to support these events.

### **Funds from Open Society Institute-Baltimore**

Through the course of the work of promoting the need for Trauma-Informed Care throughout the city, and in working to transform systems to be more healing-centered, Karen Webber from Open Society Institute-Baltimore has taken note of the work that Healing City Baltimore has done. Karen applied for and received a grant of \$500,000 from Open Society Foundation (OSF) to support efforts to make Baltimore a trauma-informed and trauma-responsive city. Karen has communicated her intent to use these grant funds to supplement the work of City agencies and other organizations in becoming trauma-informed. Councilmember Cohen, our office's staff, and leaders of Healing City Baltimore did not request that Karen Webber submit a grant application for funding to support Healing City Baltimore. Councilmember Cohen and our staff will not be responsible for the care and custody of the funds, nor will we be responsible for decisions on how those funds are used. We anticipate that the funds would be held by the Fund for Educational Excellence and that Karen Webber would have discretion to spend the funds as she chooses.

We do anticipate that Karen Webber may ask for insights from Councilmember Cohen and our staff into what work has been done already in Baltimore City and what the needs are to transform the culture of Baltimore City to be one of healing. We do anticipate that Councilmember Cohen may be asked to make introductions between Karen and key stakeholders, or to facilitate conversations about what the city's needs are in order to prioritize healing-centered engagement, and trauma-informed care. In these conversations and meetings with Karen Webber, Councilmember Cohen will not make recommendations or endorsements of organizations or programs to receive funds from Karen and Open Society Institute-Baltimore.

If Councilmember Cohen intends to advocate for any of these funds from Open Society Institute-Baltimore to be used for a specific purpose or to be directed to a particular entity, then our office will submit a Governmental/Charitable Solicitation Application and wait to receive approval on such an application before engaging in such advocacy and solicitation.

Thank you for taking time to consider the content of this letter. We welcome requests to discuss the matters outlined in this letter in greater detail and we welcome any feedback and/or questions on these matters from the Board of Ethics.

Respectfully,

Joshua Thomson  
Chief of Staff  
Office of Councilmember Zeke Cohen