

FROM	NAME & TITLE	Joshua Thomson, Chief of Staff 	CITY OF BALTIMORE MEMO	
	AGENCY NAME & ADDRESS	Office of Councilmember Zeke Cohen, RM 522, City Hall		
	SUBJECT	Government/Charitable Solicitation Application		

TO Honorable Clerk of the Board of Estimates
100 Holliday St
RM 204
Baltimore, MD 21202

DATE: 05/17/2022

Re: Governmental/Charitable Solicitation Application

ACTION REQUESTED OF THE BOARD OF ESTIMATES:

The Board is requested to endorse a Governmental/Charitable Solicitation Application for submission to the Board of Ethics of Baltimore City to allow Councilmember Zeke Cohen and staff to solicit donations to support the planning and execution of Neighborhood events for 2022/2023 and the 2023 Healing City Baltimore Summit. The period of the campaign, pending Board approval, will be effective upon **Board approval to May 1, 2023.**

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, organizations, businesses, and foundations 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.

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.

The 2022 Healing City Baltimore Neighborhood events will include back-to-school fairs, Popsicle Nights throughout the summer, and smaller events to connect Baltimore City residents to healing resources. The Healing City Summit will take place in March 2023. Healing City Baltimore is planning a multi-day event that will showcase youth, community organizations,

members of Baltimore's academic institutions, as well as faith groups and civic leaders as we work towards healing Baltimore City through identifying strengths. Components of the Summit will focus on trauma-informed care and healing centered engagement with a variety of speakers, panels, sessions, and interactive engagements with the arts.

Councilmember Cohen and his staff intend to raise \$50,000 in this campaign. These funds will support marketing and communications to promote the events, paying stipends to youth for their work planning and presenting at the events, T-shirts, "swag" boxes and their subsequent delivery, food, the technology necessary to run the virtual components of the events and Summit, and hosting an in-person resource fair.

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

DATE



BALTIMORE CITY ETHICS BOARD

635 City Hall
100 N. Holliday Street
Baltimore, Maryland 21202
(410) 396-7986
ethics@baltimorecity.gov

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

NAME OF BENEFITTED PROGRAM / CHARITY: 2022 Events and 2023 Healing City Baltimore Summit

PART A. SPONSORING AGENCY

Name Office of Councilmember Zeke Cohen

Address Maryland Philanthropy Network - 1600 W 41st St Suite 700, Baltimore MD 21211

Contact Person / Coordinator Maggie Master

Telephone 410-396-4821

Email Maggie.Master@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:

2022/2023 Neighborhood Events and 2023 Healing City Baltimore Summit

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

The funds will be used to plan events in Baltimore City throughout 2022 that uplift
trauma informed care and connect Baltimore city residents to healing resources. This will
include Back to School Fairs, Popsicle Evenings to help build community, as well as
hosting neighborhood events to connect Baltimore City residents to healing resources.
The 2023 Healing City Summit will celebrate the three-year anniversary of the Elijah
Cummings Healing City Act becoming law.

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: Upon approval by the Board of Ethics

II. Proposed ending date of solicitation efforts: May 1, 2023

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 Councilmember Cohen and his staff through emails, calls, and social media (e.g. Twitter, Facebook, Instagram, etc.).

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

Councilmember Zeke Cohen and his staff

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 Healing City events. The focus of all solicitation requests and promotion of the Healing City Summit or other smaller events and will focus on the potential benefits to youth and community members who are participating. 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. Fiscal Sponsor PERSON RESPONSIBLE FOR CUSTODY, ACCOUNTING, AND DISTRIBUTION OF DONATIONS)

Note: This individual may not be employed by the *Sponsoring Agency*.

Name Maryland Philanthropy Network

Address Maryland Philanthropy Network - 1600 W 41st St Suite 700, Baltimore MD 21211

Telephone 410.727.1205

Email _____

I. Disclose the person or persons within the distributing entity who will be responsible for fund distribution and accounting.

(Please see responses in the accompanying document - "Office of Councilmember Zeke Cohen - 2023 Healing City Baltimore Summit - Responses to Part E")

II. Describe how the funds will be held pending distributions, e.g., held in a trust or other dedicated account, in a general account, co-mingled with other funds, etc.

(Please see responses in the accompanying document - "Office of Councilmember Zeke Cohen - 2023 Healing City Baltimore Summit - Responses to Part E")

III. What measures will be taken by the distributing entity to ensure that the donations will actually be used for the intended purpose?

(Please see responses in the accompanying document - "Office of Councilmember Zeke Cohen - 2023 Healing City Baltimore Summit - Responses to Part E")

IV. What measures are in place to account for the donations? In the event that donations exceed the charitable need, please state how the additional funds will be allocated or dispersed.

(Please see responses in the accompanying document - "Office of Councilmember Zeke Cohen - 2023 Healing City Baltimore Summit - Responses to Part E")

V. Please provide details about the measures that will be taken by the distributing entity to ensure to ensure that controlled donors will not receive preferential treatment.

(Please see responses in the accompanying document - "Office of Councilmember Zeke Cohen - 2023 Healing City Baltimore Summit - Responses to Part E")

Office of Councilmember Zeke Cohen – Healing City Baltimore Summit 2023

Part E. Fiscal Sponsor Person Responsible for Custody, Accounting, and Distribution of Donations

I. Disclose the person or persons within the distributing entity who will be responsible for fund distribution and accounting.

All cash disbursements are ultimately approved by Maryland Philanthropy Network (MPN) President, Maggie Osborn. Prior to her approval, disbursements are reviewed by at least two other staff members including Leah Abrams who serves as the organization's Accountant.

II. Describe how the funds will be held pending distribution, e.g., held in a trust or other dedicated account, in a general account, co-mingled with other funds, etc.

Funds will be held in the M&T Bank general operating account for Maryland Philanthropy Network. Cash is not segregated by bank account but is segregable via our accounting system.

III. What measures will be taken by the distributing entity to ensure that the donations will actually be used for the intended purpose?

MPN, acting as a good steward for funds contributed to the organization, is committed to ensuring that the funds are spent in an appropriate manner. The President will approve all applications for grant funds and will make certain that MPN staff fully understand donor requirements and expectations. The President and/or Program Director are responsible for ensuring MPN is in compliance with the grant conditions and scope of work. If changes are necessary and key deliverables are no longer feasible, either the President or Program Director will discuss the matter with the funder and document changes in writing. Interim and final reports will be presented to grantors on a timely basis.

Restricted grant income and expenses are tracked in MPN's chart of accounts. The President and/or Program Director will carefully monitor expenditures for restricted grant projects to ensure that total spending does not exceed grant revenues and that a grantor's funds are used only to support projects specified in, or appropriate under, the grant.

Regarding our Fiscally Hosted projects, the Network's internal evaluation includes:

- Affirming the interest and/or support of one or more Network members to fiscally host the proposed initiative.
- Affirming that the purpose and goals of the initiative align with our organizational values, mission and goals.

- Affirming that the initiative or organization has a clear and reliable governance or advisory structure.
- Affirming that the initiative or organization has sufficient initial funds to cover any costs that the Network will incur in providing services.
- Affirming that any related fundraising plan is well considered and realistic.
- Assessing and ensuring that a proposed initiative, viewed in conjunction with existing Network commitments, will not overextend the Network's human, physical or financial resources.
- Assessing and ensuring that the Network's staff, proposed partners, and/or consultants have sufficient capacity to effectively manage the initiative and/or provide the required services.

IV. What measures are in place to account for the donations? In the event that donations exceed the charitable need, please state how the additional funds will be allocated or dispersed.

Contributions and the related materials received with funds are reviewed, allocated and recorded on an ongoing basis. Documentation is reviewed for time and project restrictions imposed by the donor in order to determine the allocation to the appropriate project.

On a quarterly basis, the President and Program Directors monitor grants receivable for their program areas and are responsible for contacting granting organization for payment.

MPN will acknowledge all monetary and gifts in kind in writing within 30 days of receipt. The acknowledgement will include the amount and/or description of the gift or gift in kind as required by both federal and state laws.

If the donor's intent is unclear, the donor is contacted for clarification. If donations exceed charitable need, the donor is contacted to determine if they would like to redirect their funds to another purpose of their choosing or to have unspent funds returned.

V. Please provide details about the measures that will be taken by the distributing entity to ensure that controlled donors will not receive preferential treatment.

Due to the purpose of the funds being raised, there will be a limited number of vendors. Prior to cash disbursement, each vendor relationship will be reviewed by MPN Staff in order to identify any potential conflicts with donations received.

Further, the President is directed to refer questionable gifts to the Board of Directors for guidance on a case-by-case basis. MPN employees shall promptly bring to the attention of the President all donations.

MPN may elect to refuse offers of gifts of any type if the gift poses a conflict of interest or the appearance or perception of a conflict of interest.

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: 05/17/2022

Office of Councilmember Zeke Cohen
FOR: _____
*{Type/Print Name of **Sponsoring Agency**}*

BY: 
{Signature}

Maggie Master, Chief of Staff

{Type/Print Name of Sponsoring Agency}

100 Holliday St, Baltimore, MD 21202

{Type/Print Office Address}

410-396-4821

{Type/Print Office Telephone Number}

Maggie.Master@baltimorecity.gov

{Type/Print Email Address}

APPROVED BY THE BOARD OF ESTIMATES

Clerk

Date