



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: H. P. Rawlings Conservatory (BCF prgm #169-00)

PART A. SPONSORING AGENCY

Name Baltimore City Dept of Rec & Parks

Address 1 N.Charles Street, Suite 1600, Baltimore, MD 21201

Contact Person / Coordinator Ann Green

Telephone 410-396-0008

Email ann.green@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:

Howard Peters Rawlings Conservatory (HPRC); Baltimore Civic Fund prgm #169-00

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

HPRC was directed to be innovative in creating new funding sources and generating revenue to support our operations and the services we provide to the public. In 2010, we established an account with the BCF so funds raised from special events and donations could be deposited in an account to directly benefit the Conservatory. The 501(c)(3) status bolsters donor confidence that funds go to HPRC. Raised funds are used for key projects, facility repairs, system enhancements, and museum collection enhancements.

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: x Board of Estimates Designee of B/E: _____

Date and Manner of Endorsement: pending

Attach Copy of Written Endorsement

PART D. WHEN AND HOW SOLICITATION TO BE CONDUCTED

- I. Proposed starting date of solicitation efforts:** ongoing
- II. Proposed ending date of solicitation efforts:** ongoing

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

The persons to be solicited are:

HPRC Website & BCF Website visitors via static "donate" button on website.

HPRC social media followers, encouraged to visit static "donate" button on website.

HPRC newsletter subscribers, encouraged to visit static "donate" button on website.

Mailing address of BCF (for checks) supplied to members of public upon request.

For above, "donate" button redirects to our program's donation page on BCF's website.

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

Whoever manages HPRC's website, social media, and newsletter. At this time, Ann Green.

Regarding item B III above: Donors typically donate around \$5,000 per year. In 2013 (our 125th anniversary), donations were closer to \$10,000.

Regarding part D I & II above: donations have been ongoing since 2011.

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*:

The website and social media accounts are visited by the general public. The newsletter list is comprised of self-selected members of the general public.

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 donations will be for the sole use of HPRC according to stated programmatic and operational usage of funds. Donors will be informed that they will not gain favorable treatment or 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 Baltimore Civic Fund

Address 1 N.Charles Street, Suite 1600, Baltimore, MD 21201

Telephone 443.326.8176

Email hyesook@baltimorecivicfund.org

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

The Baltimore Civic Fund's accounting manager, Tammy Grinnan, is responsible for fund distribution and accounting. The Civic Fund's president, HyeSook Chung, is responsible for reviewing and approving all disbursements. Our program director, Cassandra Sullivan, can provide reports and other information about program account use.

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.

The Baltimore Civic Fund holds funds in a co-mingled account wherein every program account is segregated by a unique identifying program account code that is only accessible by the authorized contacts.

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

The Baltimore Civic Fund keeps records of all supporting documentation given for donations, including grants and other conditional funding. Grants are assigned transaction accounts in our financial system. All disbursements from accounts are initiated by a payment request form completed by the program, and signed by the program's authorized signatory (agency director or designated personnel by the agency director), all payments must align to the stated scope of the program account.

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.

Donations are inputted into our financial system with supporting documentation uploaded with the deposit. Donations are coded as contributions and grants are assigned grant codes. The Civic Fund sends donors gift acknowledgment letters. The funds remain in the program's account to be used in accordance to the scope of the program unless otherwise directed by the donor.

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.

All disbursements need authorization by the Civic Fund program's authorized signatory, sufficient supporting documentation and are made in accordance with the IRS guidelines for nonprofits. For agencies who seek to fundraise, the Civic Fund will request the account's authorized signatory certify that the Agency have gone through Ethics training and will abide by the rules and regulations of the Board of Ethics as it relates to funds raised through its Civic Fund's account.

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: 2/25/2022

FOR: Howard Peters Rawlings Conservatory, BCF

{Type/Print Name of Sponsoring Agency}

BY: Green, Ann Digitally signed by Green, Ann
Date: 2022.02.25 14:40:51 -05'00'

{Signature}

Baltimore City Department of Recreation & Parks

{Type/Print Name of Sponsoring Agency}

3100 Swann Drive, 21217

{Type/Print Office Address}

410-396-0008

{Type/Print Office Telephone Number}

ann.green@baltimorecity.gov

{Type/Print Email Address}

APPROVED BY THE BOARD OF ESTIMATES

Clerk

Date

CITY OF BALTIMORE

STEPHANIE RAWLINGS-BLAKE, Mayor



DEPARTMENT OF RECREATION AND PARKS

DR. DWAYNE B. THOMAS, PhD., Interim Director
 DR. RALPH W. E. JONES, JR. BUILDING
 3001 East Drive - Druid Hill Park
 Baltimore, Maryland 21217
 410-396-6132

December 15, 2010

Dr. Lenwood Ivey, President
 Baltimore City Foundation, Inc.
 10 N. Calvert Street, Suite 915
 Baltimore, MD 21202 - 1806

Dear Dr. Ivey,

I am writing to request that a Baltimore City Foundation account be established for the Howard Peters Rawlings Conservatory and Botanic Gardens. We want to establish an account where funds raised specifically from special events and donations for the conservatory can be deposited directly into a BCF account and drawn upon only to directly benefit the Rawlings Conservatory. People are more willing to contribute to a BCF 501 (c) (3) account than to the City of Baltimore Director of Finance and need to feel assured that their contributions are being utilized in accordance with their wishes.

Conservatory staff are planning to increase the number of fund raisers held on site and creating new paths to bring in higher numbers of visitors. Our friends group has increased their commitment to raise funds and have begun to plan sustainable outreach activities. We have a core group of individuals that are introducing the conservatory to business leaders in Baltimore and several seem interested in supporting the conservatory with major contributions. A new book about the conservatory, Glass House of Dreams, has been published recently and a percent of those sales would also be deposited in the fund. In addition, I have written an application for a Conservation Assessment Program and if approved we will become eligible for many new grant opportunities.

A BCF account would enhance our fundraising efforts and allow funds to be more readily available for key projects. Donations would be used to make necessary repairs to the facilities, enhance the facility's systems, and enhance the museum's collections. Decisions on how money from the BCF account is spent would be made only with the approval of the Director of Recreation and Parks, Mr. Greg Bayor.

Thanks you very much for your help with this request.

Sincerely,

Kate Blom, Conservatory Supervisor

Cc: Mr. Greg Bayor, Director of Recreation and Parks
 Cc: Ms. Sophie Dagenais, Chief of Staff, Office of the Mayor

Approved by Executive
 Committee 12/23/10

