



TO: Board of Estimates, Office of Comptroller
 FROM: AGC4366 - M-R Cable and Communications
 DATE: 06/15/2023
 SUBJECT: Charitable Solicitation -- United Negro College Fund (UNCF)

ACTION REQUESTED OF BOARD OF ESTIMATES:

The Board is requested to approve a Application United Negro College Fund (“UNCF”).

PERIOD OF CONTRACT/AGREEMENT: Based on Board Approval

AMOUNT AND SOURCE OF FUNDS:

Transaction Amount: \$ 0.00

Project Fund	Amount
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BACKGROUND/EXPLANATION:

Baltimore City’s Ethics Law, contained in Article 8 of the City Code, prohibits City officials and employees from soliciting (or facilitating the solicitation of) a gift from “controlled donors.” See City Code, Art. 8, §§ 6-26 and 6-27. However, an exception exists that permits certain solicitations that are for the benefit of an official governmental program or activity, or for a City-endorsed charitable function or activity. See City Code, Art. 8, § 6-28. Ethics Regulation R 06.26.1.(B.) sets forth the standards for approval, including 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.

Solicitations will support UNCF, which provides scholarships to students at Historically Black Colleges and Universities (HBCUs) in Baltimore.

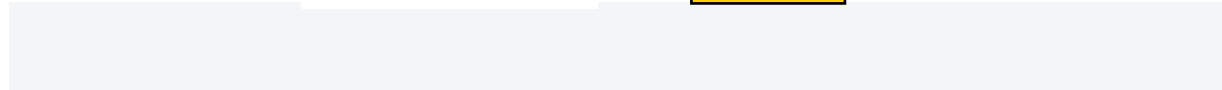
Please see the attached solicitation waiver application for more information on the campaign.

MBE / WBE Participation not required / Not applicable to charitable solicitation applications.

EMPLOY BALTIMORE:	LIVING WAGE:	LOCAL HIRING:
N/A	N/A	N/A

1% FOR PUBLIC ART: N/A.

ENDORSEMENTS: *MAmuto*
 Clerk, Board of Estimates 6/21/2023





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: United Negro College Fund, Inc. (UNCF)

PART A. SPONSORING AGENCY

Name Mayor's Office

Address City Hall, 100 N. Holliday St., Suite 250, Baltimore, Md 21202

Contact Person / Coordinator Maya Gilmore, Mayor's Office of Cable & Communications

Telephone 410-396-1107 Email maya.gilmore@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:

Solicitations will support UNCF, which provides scholarships to students at Historically Black Colleges and Universities (HBCUs) in Baltimore.

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

Solicitations will support UNCF, which provides scholarships to students at Historically Black Colleges and Universities (HBCUs) in Baltimore.

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: ASAP after approval
- II. Proposed ending date of solicitation efforts: 09/9/2023

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

The selected host committee (List attached) will broadly solicit donations.
 Mayor Scott will ONLY publish social media assets acknowledging the event and will clearly disclaim that any donations, sponsorships, or ticket purchases does not constitute any preference or special treatment. The fundraising campaign will culminate in a fundraising gala (a masked ball) where Mayor Scott will attend as a special guest in collaboration with UNCF on September 9, 2023.

IV. Identify all public servants who will be soliciting contributions

Mayor Brandon Scott will ONLY publish to social channels acknowledging the event providing a disclaimer that any donation, sponsorship or ticket purchase does not constitute any preference or special treatment. These social assets will likely be shared by other members of the administration.

UNCF Mayor's Masked Ball Host Committee

FIRST NAME	LAST NAME	AFFILIATION
Dr. David	Wilson	Morgan State University
Dr. Anthony	Jenkins	Coppin State University
Demaune	Millard	Family League of Baltimore, Inc.
Kurk	Schmoke	University of Baltimore
Maria	Tildon	Johns Hopkins University
Chuck	Tildon	University of Maryland
Lester	Davis	Carefirst
Michelle	Huff-Elliott	Strategic Heights Medi
Chanel	White	Goldman Sachs 10ksb
Tim	Regan	Whiting-Turner Contracting

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*:

Donations will be solicited from a broad range of individuals and businesses. To the extent controlled donors are solicited at all, they will be included in this broader outreach and will not be specially targeted.

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:

All solicitation communications will contain a disclaimer stating that donors will not receive any special treatment or favors from the City in exchange for their donations.

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 Harry Christian III

Address UNCF

Telephone 202-810-0333 Email harry.christian@uncf.org

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

Harry Christian III - Development Director

UNCF Accounting Department:

Skylar Frye

William Cooper

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 UNCF Baltimore Mayor's Masked Ball's funds are held in UNCF's banking account. This special event is coded E2543 in UNCF's system, all funds that are rendered for this event are attached to this code.

Online funds are coded the same way once a guest donates or purchases a ticket through uncf.org/BaltimoreMMB

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

The measures that will be taken by UNCF to ensure that the donations will actually be used for its intended purposes are 1. tracking donations and 2. remaining in contact with the Baltimore, MD HBCUs to assure that they are aware of the services UNCF provides and connecting with the students directly to apply for our funding and our programs.

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.

The measures that are in place to account for the donations are 1. tracking mailed donations through the event code 2. Tracking day of event donations through the event third-party platform, Givergy and 3. Tracking ticket purchases through Givergy. Givergy will be able to provide reports for all funds coming in through their platform. UNCF will be able to provide reports of funds that are tracked with event code. Additional funds will be added to the set goal and used for intended purposes, to support students attending HBCU in Baltimore, MD.

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 solicitation communications will contain a disclaimer that donors will not receive any special treatment or favors from the City in exchange for their donations.

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: 05-24-2023

FOR: Maya Gilmore
{Type/Print Name of Sponsoring Agency}

BY: Maya Gilmore
{Signature}

Mayor's Office
{Type/Print Name of Sponsoring Agency}

1805 7th St NW
Washington, DC 20001
{Type/Print Office Address}

202-810-0333
{Type/Print Office Telephone Number}

harry.christian@uncf.org
{Type/Print Email Address}

APPROVED BY THE BOARD OF ESTIMATES

MA Amato

6/21/2023

Clerk

Date