

**CALVIN HARRIS, DIRECTOR OF COMMUNICATIONS**

**MAYOR'S OFFICE OF COMMUNICATIONS  
CITY HALL, ROOM 250  
GOVERNMENTAL/CHARITABLE SOLICITATION  
APPLICATION**

February 11, 2022

The Honorable President and  
Members of the Board of Estimates

Contact Person: Marva Williams  
Telephone Number: 443-615-3363

**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 for Marva Williams to solicit businesses, organizations and donors for donations of goods and services and financial support to help fund the event costs for the 2022 Mayor's Back to School Rally. The period of the campaign will be effective upon Board approval through August 31, 2022.

**AMOUNT OF MONEY AND SOURCE OF FUNDS:**

No general funds are involved in this transaction.

**BACKGROUND AND EXPLANATION:**

The Mayor's Back to School Pep Rally will be held August 2022. The specific date and location will be determined. This event has been held for over a decade and will feature community resources, health & wellness screenings, exhibitors, music, motivational speeches and more to invigorate students and their parents with the tools needed to prepare for a successful school year.

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.

Attachment

APPROVED BY THE BOARD OF ESTIMATES:

<u>Marva Williams</u>	<u>2/2/2022</u>
Date	Clerk



**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: Mayor's Back to School Event

**PART A. SPONSORING AGENCY**

Name Mayor's Office of Children & Family Success

Address One North Charles St., Suite 1600, Baltimore, MD 21201

Contact Person / Coordinator Ashley Bush

Telephone 410-545-1938 Email ashley.bush@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:**

MOCFS will accept donations of goods, services, and financial support to benefit the Mayor's back to school event for Baltimore City youth.

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

The contributions will be used to contribute towards schools supplies, services, and items needed to successfully host the event and give back to the youth.

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**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:** 6/14/2022
- II. Proposed ending date of solicitation efforts:** 9/1/2022

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

Local businesses - Faith Leach, Ashley Bush, Jamie Johnson all of the Mayor's Office of Children & family Success. Solicitations will be made in one or more of the following ways: via the Baltimore Civic Fund, social media, email blasts.

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

Faith Leach, Ashley Bush, Jamie Johnson all of the Mayor's Office of Children & family Success, the Baltimore Civic Fund

**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*:**

Deputy Mayor Faith Leach will manage the solicitation process along with the Baltimore Civic Fund to ensure broad outreach and engagement to potential donors. There will be no targeted engagement of controlled donors.

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**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:**

Deputy Mayor Leach and others soliciting on behalf of the City will make it clear with donors that their contribution will in no way allow them special access or favored treatment. MOCFS will refer them to our written policies and procedures to ensure compliance.

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**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 One North Charles St., Suite 1600, Baltimore, MD 21201

Telephone (443) 278-9487

Email info@baltimorecivicfund.org

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

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**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 funds will be held at the Baltimore Civic Fund in the Mayor's Back to School account

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**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 will take measures pursuant to their standard policy in order to ensure that the donations will actually be used for the intended purpose.

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**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.**

Baltimore Civic Fund will keep a record of donations and their expenditure. MOCFS will also maintain a budget and record of donations received. Any excess of financial donations will be held in the Mayor's Back to School account at the Civic Fund and used for the following year's back to school event.

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**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.**

Controlled donors will be referred to the City's donation policy and procedures to ensure compliance with applicable rules.

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**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.

6/14/2022  
Date: \_\_\_\_\_

FOR: Mayor's Office of Children & Family Success  
*{Type/Print Name of **Sponsoring Agency**}*

BY: \_\_\_\_\_  
*{Signature}*

Ashley Bush, Mayor's Office of Children & Family  
*{Type/Print Name of **Sponsoring Agency**}*

100 N Holliday St.  
*{Type/Print Office Address}*

410-545-1938  
*{Type/Print Office Telephone Number}*

ashley.bush@baltimorecity.gov  
*{Type/Print Email Address}*

APPROVED BY THE BOARD OF ESTIMATES

\_\_\_\_\_  
Clerk Date