



TO: Board of Estimates, Office of Comptroller
FROM: AGC1000 - City Council
DATE: 06/26/2023
SUBJECT: Peer Recovery Specialists (Peer Navigators) in the EPFL system
Charitable Solicitation.

ACTION REQUESTED OF BOARD OF ESTIMATES:

The Board is requested to approve a Governmental/Charitable Solicitation Application.

PERIOD OF CONTRACT/AGREEMENT: Based on Board Approval

AMOUNT AND SOURCE OF FUNDS:

Transaction Amount: \$ 0.00

Project Fund Amount

BACKGROUND/EXPLANATION:

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 funding Peer Recovery Specialists in the Enoch Pratt Free Library branches. The period of the campaign, pending Board approval, will be effective upon Board approval July 12, 2023.

Donations will be solicited from Baltimore businesses, civic leaders, the foundation community, and the general population. A potential donor list will be composed 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.

Specifically, these donations would support expanding the highly successful Peer Navigator Program, which has shown early success in supporting patrons struggling with addiction and other mental health issues. During the Covid19 pandemic, Baltimore City saw a troubling increase in overdose deaths and mental health crises. Enoch Pratt responded by training staff in trauma informed care and enlisting individuals in recovery to help peers who are struggling with addiction and mental health challenges access treatment and other resources. Peer Navigators have been working to help people access treatment, Narcan, or other resources like housing.

The Peer Navigator Program at Enoch Pratt Free Library is a tried and trusted model that connects those seeking support with Peers trained to guide and assist at every stage of someone's recovery journey while connecting them to community resources and promoting overall wellness.

Councilmember Cohen and his staff intend to raise between \$500,000 and \$1 million in this campaign. These funds will be used to fund the placement of Peer Recovery Specialists across all branches of the Enoch Pratt Free Library system, in conjunction with the Elijah Cummings Healing City Act.

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.

COUNCIL DISTRICT: 1st District

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

1% FOR PUBLIC ART: N/A.

ENDORSEMENTS:


Clerk, Board of Estimates

7/12/2023



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: Enoch Pratt Free Library

PART A. SPONSORING AGENCY

Name CM Zeke Cohen

Address 100 Holliday St., Baltimore MD 21202

Contact Person / Coordinator Maggie Master

Telephone 7734054370

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:

These donations would support expanding the highly successful Peer Navigator Program across all branches of the Enoch Pratt Free Library system, which has shown early success in supporting patrons struggling with addiction and other mental health issues.resources.

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

Funds would go toward training staff in trauma informed care and enlisting individuals in recovery to help peers who are struggling with addiction and mental health challenges access treatment and other resources. Peer Navigators have been working to help people access treatment, Narcan, or other resources like housing.

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: _____

Attach Copy of Written Endorsement

PART D. WHEN AND HOW SOLICITATION TO BE CONDUCTED

I. Proposed starting date of solicitation efforts: July 12, 2023

II. Proposed ending date of solicitation efforts: June 30, 2024

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

The campaign will target individuals, organizations, businesses and foundations with a history of supporting issues of equity in Baltimore City. They will be contacted by Councilmember Cohen and his staff through emails, calls, internet and social media (Twitter, Facebook, Instagram, etc.)

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

Zeke Cohen (City Council - District 1) 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 supporting education in Baltimore. 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 contacted, if at all, in the same manner as any other.

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 toward funding the expansion of the Peer Recovery Specialists/ Peer Navigator program in the EPFL system. The purpose of the funds will be made clear to all those donating, and donors will be informed they will not gain favors or special access with their contributions.

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 Kevin McHugh

Address 100 Holliday St., Baltimore MD 21202

Telephone 410.727.1205

Email info@marylandphilanthropy.org

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

Donors will be made aware that their donation will be directed toward funding the expansion of the Peer Recovery Specialists/ Peer Navigator program in the EPFL system. The purpose of the funds will be made clear to all those donating, and donors will be informed they will not gain favors or special access with their contributions.

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.

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.

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.

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.

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.

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.

June 16, 2023
Date: _____

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 N. Holliday Street, Baltimore MD

{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

7/12/2023
Date