

BALTIMORE CITY ETHICS BOARD
626 City Hall
Baltimore, Maryland 21202
Phone: 410-396-4730 Fax: 410-396-8483
<http://ethics.baltimorecity.gov>

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

NAME OF BENEFITTED PROGRAM / CHARITY: Mayor's Office of Children and Family Success

PART A. SPONSORING AGENCY

Name Mayor's Office Of Children and Family Success

Address 100 N. Holiday Street, 3rd Floor Room 345 Baltimore, MD 21202

Contact Person / Coordinator Richard Leandry

Telephone (443) 388-0322 Email Richard.Leandry@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:

This solicitation is for the purpose of requesting monetary donations to support the Squeegee Alternative Plan.

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

Contributions will be used to support on-going program needs to include: programming, food, obtaining vital documents, training, support services, transportation, special events, and various other supports and services surrounding barrier removal.

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: July 15, 2019

II. Proposed ending date of solicitation efforts: June 30, 2020

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

Solicitations will be made through direct contact. Donations will vary between monetary and in-kind. There will be no direct exchange of funds, all payments will be made payable directly to Baltimore City Foundation on behalf of (MOCFS) The following entities will be solicited: corporations, foundations, churches, and individual donors.

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

Tisha Edwards, Executive Director - Mayor's Office of Children and Family Success
Andrey Bundley - Director African American Male Engagement
Richard Leandry - Program Manager of Youth Initiatives
Darren Rogers - Assistant Program Manager of Youth Initiatives

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 members of the community-based coalition plan to solicit donors through a direct ask process and written correspondence.

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:
Mayor's Office of Children and Family Success will ensure that messaging is made clear in ALL solicitation communications.

PART E. PERSON RESPONSIBLE FOR CUSTODY, ACCOUNTING, AND DISTRIBUTION OF DONATIONS

Name Baltimore City Foundation
Address 7 East Redwood Street, 10th Floor
Telephone (410) 396-1395

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: _____

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

BY: T Edwards
{Signature}

Tisha Edwards, Executive Director
{Type/Print Name and Title}


100 N. Holiday Street 3rd Floor
{Type/Print Office Address}

443-717-2001
{Type/Print Office Telephone Number}

Tisha.edwards@baltimorecity.gov
{Type/Print Email Address}

APPROVED BY THE BOARD OF ESTIMATES

Clerk Date

FROM	NAME & TITLE	Tisha Edwards, Executive Director <i>KE</i>	CITY OF BALTIMORE MEMO 38-39	
	AGENCY NAME & ADDRESS	Mayor's Office of Children and Family Success 100 N. Holiday Street, 3rd Floor		
	SUBJECT	Governmental/Charitable Solicitation Application		

TO Honorable President and Members of the Board of Estimates

DATE:

September 16, 2019

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 benefit the Mayor's Office of Children and Family Success – Squeegee Alternative Plan 2019-2020 fiscal year. It is estimated that donations will be received in the form of in-kind and monetary donations. Donations will be solicited by Tisha Edwards, Executive Director; Andrey Bundley, Director, African American Male Engagement; Richard Leandry, Program Manager of Youth Initiatives; and Darren Rogers, Assistant Program Manager of Youth Initiatives. **The period of this solicitation is July 15**

2019 through June 30, 2020. KB 9/25

AMOUNT AND SOURCE OF FUNDS:

No General Funds are involved in this transaction.

BACKGROUND/EXPLANATION:

At the direction of Mayor Bernard C. "Jack" Young, the Mayor's Office of Children and Family Success has spent the past 2 months consulting with youth who engage in squeegeeing activities, youth advocates, business owners, and education and human service professionals to better understand why there is a growing and persistent population of youth panhandlers in Baltimore. The conversations have resulted in the creation of a comprehensive support model with the goal of disrupting environments that encourage panhandling or "squeegeeing". The ultimate goal is to coordinate sustained programming that advances the educational and socioeconomic development of youth panhandlers ("squeegee" youth); strengthens families adversely impacted by poverty; and provides alternative pathways to personal growth. To achieve these goals, the plan emphasizes intensive case management, consistent youth engagement, and access to immediate financial resources. The path to eradicating squeegeeing cannot include criminalizing poverty; alternatively, we must improve educational outcomes; better coordinate human service resources, and deploy intervention responses that are grounded in empathy for all.

A potential donor list will be comprised of individuals, corporate entities, churches, 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 doors 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 other potential donors.

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/WBE PARTICIPATION:

BALTIMORE CITY RESIDENTS FIRST (BCRF):

APPROVED BY THE BOARD OF ESTIMATES:

Joan M. Prater, CPA

OCT 02 2019

Clerk

Date