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FROM	NAME & TITLE	Jason Perkins-Cohen, Director	CITY of BALTIMORE MEMO	
	AGENCY NAME & ADDRESS	Mayor's Office of Employment Development 417 E. Fayette Street, Suite 468		
	SUBJECT	Governmental/Charitable Solicitation Application for 2022 YouthWorks, Youth Opportunity (YO) Academy, Financial Empowerment Center and the Train-Up Initiative		

DATE:

TO Honorable President and Members of the Board of Estimates

January 26, 2022

ACTION REQUEST OF 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 the Mayor's Office of Employment Development's 2022 YouthWorks, Youth Opportunity (YO) Academy, the Financial Empowerment Center and the Train-Up Initiative. The period of the campaign will be effective upon Board of Ethics approval through December 31, 2022.

AMOUNT OF MONEY AND SOURCE OF FUNDS:

There is no general money associated this request. However, it will involve the solicitation of funds throughout the period of the campaign.

BACKGROUND/EXPLANATION:

Persons to be solicited include private and non-profit employers, philanthropic organizations, citizens as well as city and state employees. Solicitation strategies to these groups will include: media outreach as well as direct mail from the Mayor, the Mayor's personnel, staff of the Mayor's Office of Employment Development and the MOED Leadership Team. Solicitation will occur through presentations and support of special fundraising activities with proceeds going to support the YouthWorks.

A potential donor list will be comprised of individuals and corporate entities 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 or the Board of Estimates with 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.

Once the approval of the Endorsement of the various programs are received by the Board of Estimates, a formal application will be submitted to the Board of Ethics of Baltimore City, which will note the Mayor's Office of Employment Development will be soliciting donations.

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 government program or activity, or a City-endorsed charitable function or activity that has been approved by the Ethics Board. Ethic 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 designees.

APPROVED BY THE BOARD OF ESTIMATES:

MAmato

3/16/2022

Clerk

Date



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: Various programs as identified below in Part B-1

PART A. SPONSORING AGENCY

Name Mayor's Office of Employment Development

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

Contact Person / Coordinator Jason Perkins-Cohen

Telephone 410-396-1910 Email jperkins-cohen@oedworks.com

PART B. PURPOSE OF PROPOSED SOLICITATION:

I. Identify the specific governmental or charitable program, function, or activity for which solicitations will be made:

YouthWorks provides a summer job to thousands of youth aged 14-21. YO provides year-round assistance to young adults aged 18-26. The Financial Empowerment Center provides virtual assistance with budgeted, credit recovery and saving to city residents 18 and up. Train Up provides job training support services for adults 18 and up.

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

Donations for YouthWorks will be used to pay wages to youth and for other support services. Donations for YO will support efforts to further engage youth in the design and operations of the service. Support for the FEC will provide additional staffing and training in financial counseling. Donations for Train Up will help to increase access to services by providing digital devices to residents who need them and other supports for community engagement.

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 BOE Approval

Attach Copy of Written Endorsement

PART D. WHEN AND HOW SOLICITATION TO BE CONDUCTED

- I. Proposed starting date of solicitation efforts:** upon Board approval
- II. Proposed ending date of solicitation efforts:** December 31, 2022

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

People to be solicited include representatives of philanthropic organizations as well as private and non-profit employers. Strategies include media outreach as well as programatic presentations with proceeds going to support the programs listed above to be held in seperate accounts at the Baltimore Civic Fund

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

Jason Perkins-Cohen, Donnice Brown, Mackenzie Garvin, Deidre Webb, Helany Sinkler. Mayor Scott and Deputy Mayor Ted Carter may also solicit for YouthWorks.

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 related to workforce development and employment initiatives. Most potential donors fitting this description are not controlled donors. However, those donors that are controlled with respect to the City Council or BOE 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.

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 towards the workforce development projects identified in this request. The focus of all solicitation requests will focus on the potential benefits to baltimore residents seeking employment assistance or related support services. The purpose of the funds will be made clear to those donating, and donors will be informed they will not gain favors or special 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 The Baltimore Civic Fund

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

Telephone 443-540-6113

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: 1/18/22

FOR: Mayor's Office of Employment Development
{Type/Print Name of Sponsoring Agency}


BY: 
{Signature}

417 E Fayette St., #468 Balt. Md 21202
{Type/Print Office Address}

410 396-1910
{Type/Print Office Telephone Number}

jperkins-cohen@oedworks.com
{Type/Print Email Address}

APPROVED BY THE BOARD OF ESTIMATES

 3/16/2022
Clerk Date