



TO: Board of Estimates, Office of the Comptroller
FROM: Dana Petersen Moore, Chief Equity Officer and Director, OECR
SUBMITTING AGENCY: Office of Equity and Civil Rights
DATE: August 8, 2022

SUBJECT: Governmental/Charitable Solicitation Application for Civil Rights Week 2022

CONTRACT/GRANT NUMBER: N/A

ACTION REQUESTED OF B/E: Approval of Application to Allow Governmental/Charitable Solicitations to Support the Office of Equity and Civil Rights' (OECR's) "30th Civil Rights Breakfast" and "Civil Rights Week 2022" Programming and Activities.

PERIOD OF CONTRACT/AGREEMENT: If application is approved, fundraising will begin on or about September 1, 2022, and conclude November 30, 2022.

AMOUNT OF MONEY AND SOURCE: N/A, as no general funds will be used.

BACKGROUND/EXPLANATION:

The purpose of this submission is to request permission to solicit contributions in support of the OECR's 30th Annual Civil Rights Breakfast, and the Second Annual Civil Rights Week programming. The "29th Annual Civil Rights Breakfast and Gala" was held in 2020. Due to the ongoing impact of the global COVID19 pandemic, there was no event in 2021. The OECR is excited to host the event, in person, in November 2022. The Civil Rights Breakfast is the only fundraising event undertaken by the OECR.

Donations will be solicited from Baltimore and National businesses, individuals, civic leaders, organizations, the foundation community, and the general population. A disclaimer statement regarding the non-binding impact of contributions to the OECR for favorable treatment based on providing contributions/gifts will be included in all correspondence as well as any other documents needed, consistent with the legal guidelines provided by the Office of the City Solicitor. Donations and fiscal controls will be managed by the Baltimore Civic Fund.

Donations will cover the costs of venue rental, audiovisual requirements, remote access requirements if needed, food and beverage, guest speakers, guest speaker accommodations as needed, entertainment, OECR and City of Baltimore premiums, insurance, transportation, parking, honorariums, and scholarships.

As noted above, the Civil Rights Breakfast is the only fundraiser the OECR holds. The Civil Rights Breakfast and Civil Rights Week 2022 programming will be held primarily in city-owned venues. Traditionally, more than 450 people attend the breakfast. Our support comes from corporate sponsors. The event is attended by most of the city's elected officials, judges, city and state workers, VIPs, and regular citizens who use the opportunity to network, reconnect, and gain access to decision-makers who are challenging to reach outside of a setting the event creates.

A potential donor list will be composed of individuals and corporate entities that contribute to the economic, social, and cultural vitality of Baltimore City, as well as those who are working to advance equity and justice. Most of the individual and corporate entities fitting this description are not controlled donors. However, those potential donors who are controlled donors concerning the City Council or the Board of Estimates will not be focused on or singled out in any way. Indeed, they 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 specific solicitations that are for the benefit of an official governmental program or activity, or a city-endorsed charitable function or event. Ethics Regulation 96.26 B set out the standards for approval, which includes the requirement that the program, service, or activity to be benefitted and the proposed solicitation campaign must be endorsed by the Board of Estimates or its designee.

MBE/WBE PARTICIPATION: Although MBE/WBE Participation requirements are not applicable tot his request, the OECR does wish to share that it will be intentional in seeking the participation of MBE/WBE vendors, suppliers and service providers as it continues its planning for all aspects of “Civil Rights Week 2022.”

AFFECTED COUNCIL DISTRICT: N/A

EMPLOY BALTIMORE: N/A

LIVING WAGE: N/A

LOCAL HIRING: N/A

1% FOR PUBLIC ART: N/A

The headers below are for use by reviewing departments ONLY. Please leave them as blank spaces for official endorsements and signatures.

FINANCE HAS REVIEWED:

LAW DEPARTMENT HAS REVIEWED:

MWBOO HAS REVIEWED:

AUDITS HAS REVIEWED:

APPROVED BY THE BOARD OF ESTIMATES:



Clerk, Board of Estimates

By Celeste.Amato at 5:23:50 PM, 8/24/2022



BALTIMORE CITY ETHICS BOARD

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100 N. Holliday Street
Baltimore, Maryland 21202
(410) 396-7986
ethics@baltimorecity.gov

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

NAME OF BENEFITTED PROGRAM / CHARITY: OECR Civil Rights Breakfast and Civil Rights Week 2022

PART A. SPONSORING AGENCY

Name Office of Equity and Civil Rights

Address One North Charles Street, Suite 1600, Baltimore MD 21201

Contact Person / Coordinator Dana Petersen Moore

Telephone 443-610-6761 Email equity.danapmoore@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 be made in support of the Office of Equity and Civil Rights' "Civil Rights Breakfast" and "Civil Rights Week 2022".

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

Contributions and other receipts will be applied to the costs of paying for all costs and expenses related to both events. Specific anticipated costs include food, beverages, guest speaker fees, guest speaker accommodations, entertainment, OECR and City of Baltimore premiums, audio-visual expenses, remote access platform requirements if needed, venue rental and associated fees, insurance, transportation, parking, honorariums, plaques, and scholarship awards.

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: September 1, 2022 for non-controlled donors; October 1, 2022 for controlled donors
- II. Proposed ending date of solicitation efforts: November 30, 2022

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

Categories of persons to be solicited include local and national businesses, Baltimore City business and civic leaders, individuals based in Baltimore and outside of Baltimore, the local foundation community, the national foundation community, law firms, elected officials, and the general population. Most solicitations will not be directed to controlled donors. The solicitations will be made by members of the Office of Equity and Civil Rights (OECR) as well as by the chairs and members of the boards/commissions the OECR supports.

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

Dana Petersen Moore, Caylin Young, Caron Watkins, Lisa Kelly, Danielle Burton, Mariel Shutinya, John Milton Wesley, Aracely Stafford, Tierra Hawkes, George Buntin, Mel Currie, Natalie Novak, Tiffany Wingates, Rev. Todd Yeary, Dr. Adote Akwei, Dr. Phillip Farfel, Dr. Nadine Finnigan-Carr, Stephen Ruckman, Sheryl R. Wood, Ally Amerson, John Barber

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 OECR will create a solicitation packet that will be suitable for use for all donors. The packet will in no way be tailored for controlled 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:

A disclaimer statement making it clear that contributions to the OECR will not have any correlation to the OECR's treatment of a party or potential party in an OECR matter or investigation, will be included in all correspondence as well as any other documents needed pursuant to the legal guidance from the Office of the City Solicitor.

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 HyeSook Chung, President, Baltimore Civic Fund

Address One North Charles Street, 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.

Phil Smith is the OECR's Partneership Manager. He can be reached at (443) 469-1415 and philip@baltimorecivicfund.org

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 in the OECR's "Civil Rights Breakfast" account that is managed by the Civic Fund.

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 codes in our financial system. All disbursements from the accounts are initiated by a payment request form completed by the program and signed by the program's authorized signatory (agency director or designated staff), 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.

The OECR will request frequent accounting of all donations and disbursements. We will request bi-weekly meetings and production of accounting reports, for this purpose. Should our fundraising goals be exceeded, we will ask the donors of the excess funds to allow the OECR to either retain those funds for use for the 2023 Civil Rights breakfast and Civil Rights Week or, for other OECR civil rights programming to be held subsequent to Civil Rights Week 2022. Should any donor decline this request, the excess funds will be returned.

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.

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: August 1, 2022

FOR: Office of Equity and Civil Rights
{Type/Print Name of Sponsoring Agency}

BY: /S/: Dana Petersen Moore
{Signature}


Dana Petersen Moore
{Type/Print Name of Sponsoring Agency}

7 E. Redwood Street, 9th Floor,
Baltimore MD 21202
{Type/Print Office Address}

443-610-6761
{Type/Print Office Telephone Number}

equity.danapmoore@baltimorecity.gov
{Type/Print Email Address}

APPROVED BY THE BOARD OF ESTIMATES


By Celeste Amato at 5:27:09 PM, 8/24/2022

Clerk Date