

CITY OF BALTIMORE

BERNARD C "JACK" YOUNG, Mayor



MAYOR'S OFFICE OF  
EMPLOYMENT DEVELOPMENT

JASON PERKINS-COHEN, Director  
417 E. Fayette Street, Suite 468  
Baltimore, Maryland 21202

March 10, 2020

Ms. Linda B. Pierson  
Chair  
Baltimore City Ethics Board  
City Hall – Room 626  
Baltimore, MD 21202

Dear Ms. Pierson:

I am writing to request your approval for a renewed waiver to permit city employees to promote the 2020 YouthWorks campaign's goal and objectives. The attached solicitation application and this letter approved by the Board of Estimates on February 12, 2020. The following information provides background information on the City's summer jobs program and the specifics of the annual YouthWorks campaign.

**YouthWorks Program:** YouthWorks is a Baltimore City government sponsored program administrated by the Mayor's Office of Employment Development (MOED). Each year, the program places several thousands of City youth between the ages 14-21 in a five week, 25 hours per week, paid work experience. Our younger teens (14-15 years olds) that have little or no previous work history are placed at highly structured public sector worksites where they learn basic workplace skills and develop positive work habits. These teens are paid minimum wages for hours worked and are issued debit cards where there pay is loaded via the City's HRIS/payroll system. Over 400 non-profit community-based organizations, as well as many city and state agencies, provide supervised worksites for these youth.

Our older youth (16 and above) have the chance of work in private industry and are matched to jobs in their area of career interest. Businesses that agree to participate in YouthWorks hire the pre-screened youth and put them on their payrolls at wages commensurate with their work assignment. MOED oversees all aspects of the program's operation including youth registration/job assignment, hosting and worksite development, job development and job match, site monitoring and all payroll functions.

The YouthWorks Campaign: Called "Blue Chip-in" in the 1980's under Mayor William Donald Schafer, the YouthWorks Campaign was originally created in response to significant reductions in federal funding for youth employment. While Mayor Martin O'Malley later renamed the program "YouthWorks." The campaign's goal of putting city teens to work during the Summer months has remained the same.



Ms. Linda B. Pierson  
March 6, 2020  
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With limited government funding available to support summer jobs, the campaign reaches out to area businesses, individuals, non-profit and philanthropic organizations, and invites them to donate funds that are used to pay the wages of youth placed in public sector worksites or to hire youth to work in their companies and pay their wages. It will cost approximately \$1500 to support one teen in the upcoming YouthWork 2020 program. Contributions to the campaign are tax deductible as they are made to the Baltimore City Foundation, a non-profits, 501( c) (3) organizations, on behalf of the YouthWorks. A list of all contributions and the amounts of their donations are printed in the Baltimore City Foundation's Annual Report.

The Campaign is led each year by Mayor of Baltimore City and members of the YouthWorks leadership team, typically comprised of representatives from our City's businesses, faith-based and philanthropic communities. The campaign employs a variety of strategies to solicit support including media exposure, direct mail solicitation, and presentations conducted by leadership team members and MOED staff, etc. Underscoring the campaign is the shared belief that Summer jobs are Everyone's business, which is reflected in the energy and excitement that successfully, engages all sectors of the City. The Mayor's cabinet, including MOED, and many City employees participate in sharing information about YouthWorks and help generate a broad awareness about the program's benefits and return on investment.

We will be continuing our campaign "Hire One Youth" for the 2020 YouthWorks program. In addition to asking employers to hire our youth and or make financial contributions to support youth wages at public sector work sites, the campaign will solicit active business sector engagement in helping prepare City teens for 21<sup>st</sup> century jobs. Employers will be invited to provide career presentations, host job shadowing experiences and provide mentors to workers throughout the summer. Contributions to YouthWorks are also garnered through annual Combined Charities campaign now known as the United Way of Central Maryland and through voluntary payroll deductions.


I hope this information is helpful in your review and consideration of our request. Please do not hesitate to contact me if you have any questions.

Sincerely,



Jason Perkins-Cohen  
Director

cc: Ernest Dorsey, Assistant Director  
Riley Grant, Contracts and Compliance Manager

<b>FROM</b>	NAME & TITLE	<b>Jason Perkins-Cohen, Director</b>	CITY of <b>BALTIMORE</b>  <b>MEMO</b>	
	AGENCY NAME & ADDRESS	Mayor's Office of Employment Development 417 E. Fayette Street, Suite 468		
	SUBJECT	Government/Charitable Solicitation Application Endorsement of 2020 YouthWorks Program		

**TO** DATE: January 2, 2020

The Honorable President and Members of the Board of Estimates

**ACTION REQUEST 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 the Mayor's Office of Employment Development's 2020 YouthWorks Program (the period of the campaign will be effective upon Board of Ethics approval January 1, 2020 – December 31, 2020).

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

There is no general money associated with 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 and 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 Mayor's Office Employment Development, and the YouthWorks Leadership Team, which includes the YouthWorks Leadership Team. Solicitation will occur through presentations and support of special fundraising activities with proceeds going to support the YouthWorks program.

A potential donor list will be comprised of individuals and corporate entities that contributes to the economic, social, and cultural vitality of Baltimore City. Most of the individual and corporate entities fitting that description are no 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 YouthWorks is 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 for its 2020 YouthWorks program.

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 BOARD OF ESTIMATES**

FEB 12 2020

*Joanna M. Pratt*

Date

Clerk

*(Handwritten initials)*

**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: YouthWorks

**PART A. SPONSORING AGENCY**

Name Mayor's Office of Employment Development

Address 417 E Fayette Street, Suite 468

Baltimore, Maryland 21202

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:**

City Youth Summer Jobs program in the public sector and in non-profit  
community based organizations as well as private organizations.

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

Donations will be used to fund salaries of youth in public sector positions, staff monitoring, and  
Summer YouthWorks activities. Solicitations will also ask companies to hire youth and pay their  
wages and payroll taxes.

**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: January 1, 2020

II. Proposed ending date of solicitation efforts: December 31, 2020

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

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

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

Mayor of Baltimore City, the Mayor's senior staff, Jason Perkins-Cohen, Ernest Dorsey

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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 2020 campaign will be very broad and target all businesses, individuals and non-profit organizations in the Baltimore region. Using multiple media strategies (public service announcements, print and electronic ads, radio, social media, etc.) will ensure the solicitation will be open to all and not targeted 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:**

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\_\_\_\_\_

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

Name The Baltimore Civic Foundation  
Address 7 East Redwood Street, 9th Floor  
Baltimore, Maryland 21202  
Telephone (443 )540 - 6113

**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: February 4, 2020

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

BY:   
*{Signature}*

Jason Perkins-Cohen, Director  
*{Type/Print Name and Title}*

417 E Fayette Street, Suite 468  
*{Type/Print Office Address}*

Baltimore, Maryland 21202  
*{Type/Print Office Telephone Number}*

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

APPROVED BY THE BOARD OF ESTIMATES

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

FEB 12 2020