



# MONTGOMERY COUNTY EXECUTIVE ORDER

Offices of the County Executive • 101 Monroe Street • Rockville, Maryland 20850

<b>Subject:</b>  Executive Order for Public Employees Who are Collaboration Council Board Members (Authorization of Fundraising)	<b>Executive Order No.</b>  37-14	<b>Subject Suffix</b>
<b>Department:</b> Health and Human Services	<b>Department No.</b>	<b>Effective Date</b> 2/11/14

The Montgomery County Collaboration Council for Children, Youth and Families as a Local Management Board, is codified permanently into State law and is also designated by local Resolution 16-76 as the Local Management Board in Montgomery County, Maryland. The Board of Directors is appointed by the County Executive and confirmed by the County Council. The mission and purpose of the Collaboration Council is to improve the well-being of children, youth and families in Montgomery County. In 2004, the Collaboration Council, with approval of the Montgomery County Council, became a 501(c3) organization. Part of the rationale for this change was so that the organization could fundraise from private sources.

The Collaboration Council undertakes a variety of activities to ensure the well-being of children and families in the county. Fundraising will help support some of these activities, particularly those that are underfunded or not funded through current state and county appropriations.

Pursuant to Section 19A-16(b)(3) of the Montgomery County Public Ethics Law, the County Executive authorizes public employees who are appointed to the Board of Directors of the Montgomery County Collaboration Council for Children, Youth and Families (Collaboration Council) to participate in fundraising activities for the benefit of the programs and services of the Collaboration Council in accordance with the requirements established in this executive order.

**A. Purpose of fundraising activities and gifts:**

The purpose of the fundraising activities is threefold: to raise awareness and educate individuals, companies and organizations about the needs of children and families in the county and about the work of the Collaboration Council; to build relationships with potential donors; and to solicit gifts for the Collaboration Council.

The purpose of the gifts is to support the work of the Collaboration Council for the benefit of the children and families in Montgomery County. Gifts can be used for new programs, operating support and to supplement or expand existing programs in Montgomery County.

**B. Fundraising Activities and Manner of Solicitation:**

Fundraising activities designed to educate and raise awareness include participating in meetings and



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presentations describing the work of the Collaboration Council to individuals, businesses or groups, sending letters and emails about the Collaboration Council and its events, providing names of prospective donors, meetings with foundations and other funding sources, and related activities. Fundraising activities to solicit gifts include specifically asking for donations and gifts and thanking donors in person, over the telephone and through mail and the internet.

All fundraising activities and solicitations are conducted in accordance with state and federal laws governing fundraising, and the Collaboration Council's gift acceptance policy which adheres to the code of ethics adopted by the Association of Fundraising Professionals.

#### **C. Employees authorized to participate in fundraising activities:**

Any employee designated by any county agency to serve on the Board of the Collaboration Council may participate in its fundraising activities.

However, public employees will not be asked to solicit gifts from persons who do business with or are regulated by the county agency with which the employee is affiliated or from other employees who are directly or indirectly supervised by the public employee. Public employees should not participate in soliciting a gift from a specific person or entity when by virtue of their position they may be perceived as exerting undue influence or pressure upon that person or entity.

#### **D. Source of Gifts:**

Gifts may be solicited from individuals, associations, businesses, corporations, foundations, civic and service organizations, chambers of commerce, nonprofit organizations or other government agencies.

#### **E. Types of gifts:**

Gifts may include, but are not limited to, monetary contributions, goods and services, technical assistance, publicly traded stock, training, space, and furniture.



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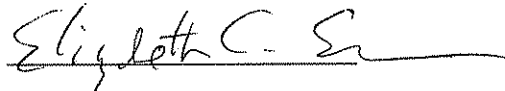
This Executive Order is issued under the authority of Section 19A-16(b)(3) of the Montgomery County Public Ethics Law.

APPROVED

Isfah Leggett, County Executive

Approved as to form and legality:

Office of the County Attorney

By: 

Date: 2-10-14