



CITY OF CAMBRIDGE • EXECUTIVE DEPARTMENT

Robert W. Healy, City Manager

Richard C. Rossi, Deputy City Manager

October 28, 2002

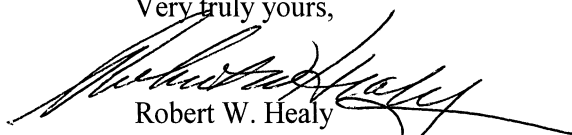
To The Honorable, The City Council:

In response to Awaiting Report Item No. 02-19, regarding information on applying and contributing to the Cambridge Scholarship Fund, Acting Assistant City Manager for Finance Louis DePasquale reports the following:

The Finance Department annually solicits contributions to the Cambridge Scholarship Fund by including a fundraising letter with the 1st half property tax bills and with motor vehicle excise tax bills. The City Council has made the following requests:

1. **Include a separate envelope for the purpose of remitting scholarship contributions.** The Finance Department has reviewed the possibility of including a scholarship remittance envelope in the property and excise tax billings and has the following concerns:
 - Approximately 20,000 first half property tax bills and 45,000 excise tax bills are mailed each year, which would require purchasing 65,000 additional remittance envelopes.
 - Because the mailing already includes a bill, a bill remittance envelope, the fundraising letter, and an additional insert, adding an additional envelope would increase the cost of postage, as well as the per unit cost of the bill stuffing service. In addition, according to the State Statute, the collector may include additional municipal information mailed with the tax bill as long as the entire package does not cause an increase in the postage required for the mailing of the tax bill.
 - Taxpayers may inadvertently send tax payments in the wrong envelope, which would delay crediting the payment to their account, or might result in the tax payment being deposited to the scholarship account.
2. **Conduct a separate fundraising effort by sending an additional letter to persons who have previously contributed to the fund.** The Finance Department only keeps a record of those persons making contributions of \$100 or more to the fund. A separate solicitation will be sent to those contributors.
3. **Include information in the fundraising letter about how to apply for the scholarship and increase publicity efforts.** The Finance Department will revise the letter to include information about how to apply for the scholarship. Additionally, the Finance Department will work with the School Dept to make sure that the application form and scholarship eligibility guidelines are available on the City's web site, and will ensure that copies of the application form are available in the City Hall information area.

Very truly yours,



Robert W. Healy
City Manager

S-326

Consent Agenda #11

**Awaiting Report Item
Number 02-19**, regarding
information on applying and
contributing to the Cambridge
Scholarship Fund.

In City Council October 28, 2002

PLACED ON FILE.