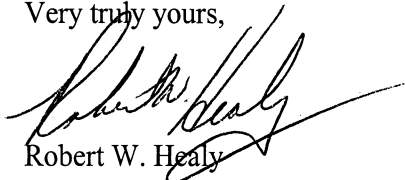


The Honorable, The City Council
March 18, 2002
Page 2

Both TCI and the CPSOA fulfilled their registration requirements with the Attorney General's Charitable Contributions Division. The CPSOA has fulfilled its obligation to make a financial report. According to records on file with the Attorney General's Office, the CPSOA was to receive approximately 41% of the gross amount collected, with the remainder going to TCI, the firm that conducted the solicitation.

Very truly yours,



Robert W. Healy
City Manager

RWH/mec



10.

CITY OF CAMBRIDGE • EXECUTIVE DEPARTMENT

Robert W. Healy, City Manager

Richard C. Rossi, Deputy City Manager

March 25, 2002

To The Honorable, The City Council:

In response to Awaiting Report Item No. 01-254, regarding the Cambridge Police Superior Officers Association (CPSOA) charitable contribution campaign methods, Personnel Director Michael P. Gardner reports the following:

In response to the City Council's order, I met with Sergeant Richard Linehan and Sergeant Leonard DiPietro of the CPSOA along with Michael Young, Vice President of TCI and the project manager for the CPSOA campaign who provided the following information.

According to Sergeant Linehan, the purpose of this campaign was to raise money for the CPSOA and to raise public awareness of the problem of domestic violence and abuse. At the end of the campaign, TCI published a Domestic Abuse Awareness Guide that provides information concerning the law and resources available to victims of domestic violence and abuse. (See attached). With the funds solicited, the PSOA made a contribution of money to the Transition House, a Cambridge battered women's shelter, and smaller contributions to eight other local social service providers.

The CPSOA contracted with TCI in August, 2001 to conduct its fund raising campaign. The campaign did not begin until September 19, 2001 when TCI solicitors began making phone calls. The campaign continued for approximately 4 weeks.

Michael Young provided information regarding the telephone conversations solicitors conducted with residents. He stated that TCI telephone solicitors made telephone calls from a call directory list between 9:00 a.m. and 8:00 p.m., four days a week excluding Fridays. Solicitors spent approximately one to three minutes of phone time with each person they were able to reach by phone. When the solicitors reached someone by telephone, they identified themselves as calling on behalf of the CPSOA. Contacts were told that the CPSOA was compiling a book about domestic violence. If the contact expressed no interest, the solicitor ended the telephone call. If on the other hand, the contact showed interest in contributing, the solicitor provided the person with amounts he or she can contribute and options for delivering the payment. These options included hand delivery, mail delivery, or taping a check to the contributor's door for pick up. According to Mr. Young, TCI regularly offers contributors the option of taping checks to their doors for pickup. They are told to make checks payable to the CPSOA and write "for deposit only" on the check. Many checks were mailed to the Police Department in care of the CPSOA. Of those checks which contributors opted to tape to the door, ninety percent were there to be picked up.

Michael Young stated that he found nothing unusual about this campaign compared to other campaigns he has been involved in. Sergeant Linehan stated that he received approximately 20 phone calls from citizens inquiring into the legitimacy of the solicitation. A few residents asked to meet with Sergeant Linehan in person, and Sergeant Linehan did in fact meet with them.

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Consent Agenda #10

**Awaiting Report Item
Number 01-254**, regarding
the Cambridge Police
Superior Officers
Association charitable
contribution campaign
methods.

In City Council March 25, 2002

**REFERRED BACK TO CITY
MANAGER AND CONSUMER
COUNCIL ON MOTION OF
VICE MAYOR DAVIS.
SEE ORDER #18.**