# MAINE STATE LEGISLATURE

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## 121st MAINE LEGISLATURE

### SECOND REGULAR SESSION-2004

**Legislative Document** 

No. 1691

S.P. 623

In Senate, December 17, 2003

#### An Act To Strengthen the Charitable Solicitations Act

Submitted by the Department of Professional and Financial Regulation pursuant to Joint Rule 204.

Received by the Secretary of the Senate on December 16, 2003. Referred to the Committee on Business, Research and Economic Development pursuant to Joint Rule 308.2 and ordered printed pursuant to Joint Rule 401.

JOY J. O'BRIEN Secretary of the Senate

Presented by Senator BROMLEY of Cumberland.
Cosponsored by Representative SMITH of Monmouth and
Representatives: AUSTIN of Gray, COWGER of Hallowell, DUDLEY of Portland,
NORBERT of Portland, ROGERS of Brewer, SULLIVAN of Biddeford.

#### Be it enacted by the People of the State of Maine as follows:

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Sec. 1. 9 MRSA §5003, sub-§1, as amended by PL 1999, c. 386, Pt. A, §2, is further amended to read:

- Charitable organization. "Charitable organization" means any person or entity, including any person or entity organized in a foreign state, that is or holds itself out to be organized or operated for any charitable purpose or that solicits, accepts or obtains contributions from the public for any charitable purpose and by any means, including, but not limited to, personal contact, telephone, mail, newspaper advertisement, television or Status as a tax-exempt entity does not necessarily radio. qualify that entity as a charitable organization. A chapter, branch, area office or similar affiliate or any person soliciting contributions for any charitable purpose within the State for a charitable organization that has its principal place of business outside the State is considered a charitable organization for the purposes of this Act. For purposes of this chapter, organization established for and serving bona fide religious purposes is not a charitable organization.
- Sec. 2. 9 MRSA §5003, sub-§3, as amended by PL 1999, c. 221, §1, is amended to read:
- Commercial co-venturer. "Commercial co-venturer" means any person who, for profit er-ether-commercial-consideration, is regularly and primarily engaged in trade or commerce in this State, other than in connection with the raising of funds for charitable organizations or purposes, and who conducts,-premetes, underwrites, -arranges - or -spensors a sale, performance, event or collection or and sale of donated goods or-event-of-any-kind that is advertised in conjunction with the name of any charitable organization. Any such person who will benefit in good will only may not be considered a commercial co-venturer if the collection and distribution of the proceeds of the sale, performance or event, or the collection and sale of donated goods, are supervised and controlled by the benefiting charitable organization.

Sec. 3. 9 MRSA §5003, sub-§4-B is enacted to read:

- 4-B. Department. "Department" means the Department of Professional and Financial Regulation.
- Sec. 4. 9 MRSA §5003, sub-§9, as amended by PL 1977, c. 654, §1, is further amended to read:
- 9. Professional fund-raising counsel. "Professional fund-raising counsel" means any person who,-fer-a-flat-fixed-fee under-a-written-agreement-er-for-a-fee-computed-under-a-written

agreement-on-the-basis-of-funds-actually-raised-or-to-be-raised, er-fer-any-financial-consideration-ef-any-kind-or-amount,-plans, 2 eenducts, - manages, - carries - en, - advises - or - acts - as - a - consultant, whether-directly-or-indirectly,-in-connection-with-seliciting contributions-for-or-on-behalf-of-any-charitable-organization is retained, for compensation, by a charitable organization to plan, 6 manage, advise or provide consultation services with respect to the solicitation in this State of contributions, but who does not 8 solicit contributions, has neither custody nor control of contributions and does not directly or indirectly employ, procure 10 or engage any person compensated to solicit contributions. 12 salaried---officer---er--employee---ef---a--eharitable bona fide organisation, --including --an-employee--of--a-parent--organisation, 14 shall-not-be-deemed-te-be-a-professional-fund-raising-counsel unless-that-person's-salary-or-other-compensation-is-computed-on 16 the--basis--of--funds--te--be--raised--or--actually-raised--er--the services - performed - by -the -person - are - performed - on -behalf - of - some 18 erganisation-other-than-the-one-which-employs-that-person-or-a ehapter, -- branch -- or -- affiliate -- thereof nontemporary salaried 20 officer or employee of a charitable organization is not considered to be a professional fund-raising counsel. Ne An 22 attorney, investment counselor or banker who advises any person to make a contribution to a charitable organization shall--be 24 deemed is not, as the result of such advice, te-be a professional fund-raising counsel. 26

Sec. 5. 9 MRSA  $\S$ 5004, sub- $\S$ 3,  $\P$ N, as repealed and replaced by PL 1979, c. 678,  $\S$ 5, is amended to read:

- N. The total amount of money received as contributions during the organization's preceding fiscal year and the dates of the fiscal year; and
- Sec. 6. 9 MRSA §5004, sub-§3, ¶O, as enacted by PL 1977, c. 488, §1, is amended to read:
- O. The estimated percentage of each dollar contribution which that will be expended in Mainer; and
- Sec. 7. 9 MRSA §5004, sub-§3, ¶P is enacted to read:

- P. A determination letter from the federal Internal Revenue
  Service, confirming the tax-exempt status of the charitable
  organization.
- Sec. 8. 9 MRSA §5004, sub-§4, as amended by PL 2001, c. 323, §§2 and 3, is repealed and the following enacted in its place:

	<ol> <li>Renewal of registration as charitable organization. The</li> </ol>
2	following provisions govern the application and qualifications
	for renewal of a registration as a charitable organization.
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	A. A person or entity that holds a valid registration must
6	submit to the office a completed application for renewal
	prior to the date of expiration of the registration. A
8	registration expires on the stated date of expiration. The
	department shall mail an application form to the
10	registrant's last known address not less than 30 days prior
	to the expiration date of the current registration.
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	B. An application may not be considered for approval until
14	it is complete. If the application is incomplete, the
	applicant must include a letter documenting the specific
16	reasons the application is incomplete. If that letter is
	not included, the incomplete application must be returned
18	for completion.
20	C. A charitable organization that submits an application
	for renewal after the expiration date must include with the
22	application:
24	(1) A financial report covering the most recently
	audited fiscal year;
26	
	(2) The required filing fee and the required fee for
28	renewal of registration; and
30	(3) A completed application.
32	D. The complete packet for renewal of registration
	application must include all the requirements identified in
34	subsection 3 as well as the following:
36	(1) An audited financial statement, including federal
	Internal Revenue Service 990 and Schedule A forms or a
38	990 EZ form. Failure to file an audited financial
• •	statement of the organization's most recent audited
40	fiscal year may be grounds for disciplinary action as
4.0	provided under Title 10, section 8003, subsection 5.
42	The office shall adopt rules governing the content of
	the audited financial statement. Rules adopted
44	pursuant to this subparagraph are routine technical
46	rules pursuant to Title 5, chapter 375, subchapter 2-A;
46	<u>and</u>
40	(2) The nonrefundable for for removal of registration
48	(2) The nonrefundable fee for renewal of registration
	plus the required filing fee for charitable

2	contributions.
4	Sec. 9. 9 MRSA §5005, as amended by PL 2001, c. 323, §4, is repealed.
6	Sec. 10. 9 MRSA §5005-B is enacted to read:
8	§5005-B. Annual fund-raising activity reports to be filed by
10	charitable organizations
12	1. Content of report. A charitable organization shall submit to the office an annual fund-raising activity report that
14	reflects data from the preceding calendar year, on a form prescribed by the office, at least 60 days prior to the
16	registration expiration date. The report must state, at a minimum, the following:
18	A. The charitable organization's mailing address, telephone
20	number and registration number;
22	B. The name, mailing address, telephone number and registration number of each professional solicitor,
24	<pre>professional fund-raising counsel and commercial co-venturer with which the charitable organization contracts;</pre>
26	C. The date of each fund-raising campaign;
28	D. The total dollar amount raised during each fund-raising
30	<pre>campaign;</pre>
32	E. The total dollar amount received by the charitable organization from each fund-raising campaign and for the
34	year;
36	F. The total dollar amount retained by any professional solicitor from each fund-raising campaign and for the year;
38	G. The total amount paid to any professional fund-raising
40	counsel from each fund-raising campaign and for the year; and
42	H. The total amount received from any commercial co-venturer from each fund-raising campaign and for the year.
44	2. Failure to file; discrepancies. Failure to file the
46	annual fund-raising activity report required under this section or disagreement between the report filed by the charitable
48	organization and that submitted by the professional solicitor, professional fund-raising counsel or commercial co-venturer with
50	which the charitable organization has contracted may result in

disciplinary action as provided under Title 10, section 8003, subsection 5.

3. Contracting with unregistered entities prohibited. A charitable organization may not contract with an unregistered professional solicitor, professional fund-raising counsel or commercial co-venturer. A violation of this subsection may result in disciplinary action as provided under Title 10, section 8003, subsection 5.

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- Sec. 11. 9 MRSA §5007, first ¶, as amended by PL 1981, c. 456, Pt. A, §31, is further amended to read:
- Any A charitable organization, professional--fund-raising 14 professional solicitor, professional fund-raising 16 counsel or commercial co-venturer having its principal place of business without the State, or organized under and by virtue of 18 the laws of a foreign state, which that solicits contributions from the people in this State by whatever means, including, but 20 not limited to, personal contact, telephone, mail, newspaper advertisement, television or radio, or acts on behalf of a 22 charitable organization in this State, shall-be is deemed to have irrevocably appointed the commissioner as its agent upon whom may 24 be served any summons, subpoena, subpoena duces tecum or other process directed to such a charitable organization, prefessional 26 fund-raising---eounsel, professional solicitor, professional fund-raising counsel or commercial co-venturer or to any partner, 28 principal, officer or director thereof, in any action or proceeding brought by the Attorney General under this chapter.

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- Sec. 12. 9 MRSA §5008, as amended by PL 2001, c. 323, §§6 and 7, is further amended to read:
- §5008. Registration renewal, records and reporting by professional solicitors, professional fund-raising counsel and commercial co-venturers
- 38 Registration. A person or entity may not act as a professional - fund raising -eounsel, a professional solicitor, a 40 professional fund-raising counsel or a commercial co-venturer before that person or entity has registered with the office. Applications for registration or reregistration must be in 42 writing, under oath, in the form prescribed by the office and accompanied by an application fee and a registration fee. 44 application fee is nonrefundable. The applicant shall, at the time of making application for registration or reregistration, 46 file with and have approved by the office a bond, in which the applicant must be the principal obligor and the State the 48 obligee, in the sum of \$25,000, with one or more responsible 50 sureties whose liability in the aggregate as such sureties at

least equals that sum. The bond runs to any person or entity who
may have a cause of action against the principal obligor of the
bond for any malfeasance or misfeasance in the conduct of
charitable solicitation in this State. Registration is for a
period of one year. The-registration-fee-and-bond-required-by
this-chapter-must-be-waived-for-an-auctioneer,-when-that
auctioneer-engages-in-conduct-for-which-that-auctioneer-is
already-bonded,-who-is-licensed-by-the-Department-of-Professional
and-Financial-Regulation-and-who-has-otherwise-complied-with-the
requirements-of-Title-32,-chapter-5-B.

- 1-A. Renewal of registration as professional solicitor, professional fund-raising counsel or commercial co-venturer. The following provisions govern application and qualification for renewal registration as a professional solicitor, professional fund-raising counsel or commercial co-venturer.
  - A. An entity that holds a valid registration must submit a completed application for renewal before the date of expiration of the registration. A registration expires on the stated date of expiration. The office must shall mail an application form to the registrant's last known address.
  - B. An application may not be considered for approval until complete. If the application is incomplete, the applicant must include a letter documenting the specific reasons for the—incompleteness the application is incomplete. If no such letter is included, the incomplete application must be returned for completion.
  - C. The complete application packet must include:
  - (1) All forms required in this section;
  - (2) A bond approved by the department in the sum of \$25,000 with one or more responsible sureties whose liability in the aggregate as such sureties at least equals that sum. The bond must expire on the stated date of expiration and be kept on file in the office for 3 years; and
    - (3) A \$200 renewal of registration fee.
    - D. A professional solicitor, professional fund-raising counsel or commercial co-venturer that who submits an application for renewal of registration after the expiration date must submit:
- (1) A bond in the sum of \$25,000 that expires on the stated date of expiration;

(2) A renewal of registration fee; and
(3) The completed original application.
EAnnualreports -must-be-submitted-on-a-form-provided-by the-office-60-days-before-the-registration-expiration-date-
The-reports-must-state,-at-a-minimum,-the-fellowing+
(1)Foraprofessionalsolicitororprofessional fund-raising-counsel+
(a)The-person's-address-and-telephone-number;
(h) The person's registration numbers
(b)The-person's-registration-number;
(e)The-name,addressandtelephone-numberef
each-charitable-organisation;
(d)The-registration-numberof-each-charitable
organisation-in-division-(e);
(e)The-date-or-dates-of-fund-raising-eampaigns;
(f) The total amount vaiged by the professional
(f)The-total-amount-raised-by-the-prefessional solicitor-or-professional-fund-raising-counsel+-and
(g) The -total -amount -received - by -each -charitable
erganisation-in-division-(e);-and
(2)Fer-a-commercial-co-venturer+
78701-0-00mmere101-00
(a)Theperson'sname,addressandtelephone
number;
(b)The-person's-registration-number;
(e)The-name,addressandtelephone-numberef
each-charitable-organisation;
(d)The-registration-numberof-each-eharitable organisation-in-division-(e);
erdaurpaeren-fr-erArpren-fe74
(e)The-date-or-dates-of-fund-raising-eampaigns;
(f)The-totalamountraised-by-the-eemmereial
ee-venturer;-and
(a) The total amount received he each short-table
(g)The-total-amount-received-by-each-charitable organisation-in-division-(c).

2 F.---Failure--to--file--the--annual--report--may--result--in disciplinary-action-as-provided-under-Title-10,-section 80037---subsection---5----Applications---for---renewal---ef 4 registration-may-not-be-accepted-unless-the-annual-report has-been-filed-with-the-department-6 professional --- fund raising --- counsel, 8 2. Records. Α professional solicitor, professional fund-raising counsel or 10 commercial co-venturer shall maintain accurate and complete books and records of fund-raising activities and telephone solicitation 12 scripts and shall keep those books and records available for inspection by the Attorney General or the office for a period of 3 years after the conclusion of each specific instance in which 14 that person acts as a professional -- fund-raising--eounsel, 16 professional solicitor, professional fund-raising counsel or commercial co-venturer. 18 3-A. Annual fund-raising activity reports to be filed by 20 professional solicitors, professional fund-raising counsel and commercial co-venturers. Filing of annual fund-raising activity 22 reports by professional solicitors, professional fund-raisers and commercial co-venturers is governed by this subsection. 24 A. Each professional solicitor, professional fund-raising 26 counsel or commercial co-venturer shall file with the office an annual fund-raising activity report on a form prescribed by the office at least 60 days prior to the registration 28 expiration date that reflects data from the preceding 30 calendar year. The report must state, at a minimum, the following: 32 (1) The name, mailing address, telephone number and 34 registration number of the professional solicitor, professional fund-raising counsel or commercial 36 co-venturer making the report; 38 The mailing address, telephone number and registration number of each charitable organization 40 with which the professional solicitor, professional fund-raising counsel or commercial co-venturer has 42 contracted; 44 (3) The date of any fund-raising campaign in which the professional solicitor, professional fund-raising 46 counsel or commercial co-venturer was involved;

fund-raising campaign;

The total dollar amount raised during each

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	(5) The total dollar amount remitted to the charitable
2	organization from each fund-raising campaign and for
	the year;
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	(6) The total dollar amount retained by the
6	professional solicitor from each fund-raising campaign
	and for the year;
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	(7) The total dollar amount received by the
10	professional fund-raising counsel from each
	fund-raising campaign and for the year; and
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	(8) The total dollar amount remitted by the commercial
14	co-venturer from each fund-raising campaign and for the
	<u>year.</u>
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	B. Failure to file the annual fund-raising activity report
18	or disagreement between that report and the report submitted
	by the charitable organization with which the professional
20	solicitor, professional fund-raising counsel or commercial
	co-venturer has contracted may result in disciplinary action
22	as provided under Title 10, section 8003, subsection 5.
24	C. Contracting with an unregistered entity is prohibited
	and may result in disciplinary action as provided under
26	Title 10, section 8003, subsection 5.
2.0	A Thomas Miles and San Anna Anna Anna Anna Anna Anna Anna
28	4. Exemption. This section does not apply to a national
30	bank, a federal savings bank, a subsidiary of a national bank or
30	federal savings bank or any other financial institution or credit
32	union chartered under the laws of the United States or any state
32	and subject to supervision and regulation by a federal financial regulatory agency.
34	regulatory agency.
34	Sec. 13. 9 MRSA §5009, sub-§1, as enacted by PL 1999, c. 386,
36	Pt. A, §17, is amended to read:
30	re. A, gri, is amended to read.
38	1. Contracts to be filed. All contracts entered into
	between aprofessionalfund-raisingcounsel, a professional
40	solicitor, a professional fund-raising counsel or a commercial
	co-venturer and any charitable organization, whether or not the
42	organization is exempted under section 5006, must be in writing,
	and a true and correct copy of each contract must be filed by the
44	professionalfund-raisingeounsel, professional solicitor,
	professional fund-raising counsel or commercial co-venturer who
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46	is a party to the contract with the office before services are performed under the contract. The contract must contain the

2	A. A statement of the charitable purpose for which a solicitation campaign is being conducted; and
4	B. A <u>In the case of a professional solicitor</u> , a statement of the percentage of gross proceeds collected to be paid to
6	the charitable organization. and
8	C. The signatures and legibly printed or typed names of individuals representing the contracting parties.
10	True and correct copies of contracts must be kept on file in the
12	offices of the charitable organization and the prefessional fund-raisingeeunsel, professional solicitor, professional
14	fund-raising counsel or commercial co-venturer during the term of the contract and for 3 years after the date of solicitation of
16	contributions provided for in the contract.
18	Sec. 14. 9 MRSA $\S 5011$ , as amended by PL 1981, c. 456, Pt. A, $\S 37$ , is further amended to read:
20	§5011. Public information
22	All information required to be filed under this chapter
24	shall-be is a public recerds record and shall must be available to the public at the office of the commissioner or in any manner
26	the commissioner may prescribe.
28	Sec. 15. 9 MRSA §5011-A is enacted to read:
30	§5011-A. Professional solicitor disclosure
32	A professional solicitor or person who a professional solicitor employs or engages, directly or indirectly, to solicit
34	<pre>contributions may not:</pre>
36	1. Misrepresentation of relationship. Misrepresent, directly or indirectly, that person's relationship to a
38	charitable organization;
40	2. Misrepresentation of fact. Misrepresent, directly or indirectly, to a contributor or potential contributor any fact
42	relating to the solicitation, including, but not limited to, the percentage of the contribution that will be paid over to the
44	charitable organization or the purpose for which the contribution will be used;
46	2 Hea of contributions Bennesent directly or
48	3. Use of contributions. Represent, directly or indirectly, that any part of the contributions received will be given or donated to any charitable organization unless the

2	organization has previously consented in writing to the use of its name; or
4	4. Disclosure of information. Solicit a contribution from
6	any person in this State without clearly and conspicuously disclosing to the person, prior to the time the person makes or
8	authorizes payment of a donation:
10	A. The name and address of the professional solicitor;
12	B. That the solicitor is being paid by the charitable organization on whose behalf the solicitation is being made; and
1 <b>4</b> 16	C. How the potential contributor may obtain information from the State on the respective percentages of
18	contributions that will be paid to the charitable organization and to the paid fund-raiser.
20	This section does not apply to a national bank, a federal savings bank, a subsidiary of a national bank or federal savings
22	bank or any other financial institution or credit union chartered under the laws of the United States or any state and subject to
24	supervision and regulation by a federal financial regulatory agency.
26	Sec. 16. 9 MRSA §5012, as amended by PL 1999, c. 656, §4, is
28	amended to read:
30	§5012. Charitable solicitation disclosure
32	It shall-be is a violation of this chapter for:
34	1. Solicitation of contributions. Any person or entity to
36	solicit contributions from a prospective donor without fully disclosing to the prospective donor, at the time of solicitation but prior to the request for contributions, the name and address
38	of the charitable organization for which the solicitation is being conducted;-and.
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42	2 Solicitation -by - a -professional - charitable - fund -raiser.  Any-professional - fund -raising -eeunsel, - professional - solicitor -er  eemmereial - coventurer, - or - any -of -its - agents - or - persons -acting -en
44	its-behalf,-to-solicit-contributions-from-a-prospective-donor without-fully-disclosing-to-the-prospective-donor-at-the-time-of
46	solicitation-but-prior-to-the-request-for-contributions+
48	AThe-name-and-address-of-the-professional-fund-raising eounsel,-professional-solicitor-or-commercial-coventurer,-and
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#### B---The-following-statement:

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"(Insert--name--of--professional--fund-raising--counsel, professional-solicitor--or--commercial--coventurer)--is--a professional-charitable-fund-raiser."

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A--charitable -- organization -- that -- employs -- a--emmercial co-venturer - to-solicit -- goods -- through -- the -- placement -- of -- containers in -- public -- places -- shall -- post -- the -- disclosure -- required -- in -- this section -- in -- writing -- that -- is -- clearly -- visible -- to -- a -- person -- placing -- a contribution -- in -- the -- container.

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This section does not apply to a national bank, a federal savings bank, a subsidiary of a national bank or federal savings bank or any other financial institution or credit union chartered under the laws of the United States or any state and subject to supervision and regulation by a federal financial regulatory agency.

Sec. 17. 9 MRSA §5012-A, as enacted by PL 1999, c. 221, §4, is amended to read:

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#### \$5012-A. Commercial co-venturer disclosure

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A commercial co-venturer who is engaged in the solicitation of goods is guilty of a deceptive and prohibited practice if that commercial co-venturer charges a charitable organization a sum of money for the goods and the co-venturer's services in the collection of those goods that far exceeds the fair market value of those goods and services. Such an action constitutes a fraud against the charity and its donors. Fair market value may be established in any commercially acceptable fashion including a comparison of the amount paid for similar goods and services by a similar charity. Any promotional materials used by a commercial co-venturer to disclose that a component of the purchase price of the goods will accrue to the benefit of a charitable organization must also state either the percentage of the purchase price or the dollar amount to be remitted. This section does not apply to a national bank, a federal savings bank, a subsidiary of a national bank or federal savings bank or any other financial institution or credit union chartered under the laws of the United States or any state and subject to supervision and regulation by a federal financial regulatory agency.

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#### Sec. 18. 9 MRSA §§5017 and 5018 are enacted to read:

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#### §5017. Denial or refusal to renew registration

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The commissioner may deny or refuse to renew a registration under this chapter for fraud, misrepresentation or deception on

an application for violation of any provision of statute or rule adopted under this chapter.

#### \$5018. Rulemaking

The commissioner shall propose, revise, adopt and enforce rules necessary to carry out this chapter. Rules adopted pursuant to this chapter are routine technical rules pursuant to Title 5, chapter 375, subchapter 2-A.

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#### 12 SUMMARY

14 This bill creates consistency in the timing and content of reports submitted by charitable organizations and the parties with whom they contract in order to facilitate comparison of data 16 regarding the reported percentage of funds raised that are remitted to the charity for program purposes and the percentage 18 accruing to the benefit of paid professional solicitors. bill also clarifies the distinction between a professional 20 solicitor and a professional fund-raising counsel. In addition, the bill enables the Department of Professional and Financial 22 Regulation to collect financial data from professional solicitors 24 who have, in the past, been able to withhold it by obtaining registrations as professional fund-raising counsel, currently permitted by law. 26

The bill extends the disciplinary authority of the department over entities registered under the Charitable Solicitations Act to any instance in which the provisions of the act have been violated. Finally, the bill eliminates the bonding exemption for auctioneers who become professional solicitors, professional fund-raising counsel or commercial co-venturers.