

**IN THE COUNTY LEGISLATURE OF JACKSON COUNTY, MISSOURI**

**A RESOLUTION** authorizing the Director of Finance and Purchasing to issue a check in the amount of \$250.00 to the Kansas City Branch of the NAACP, for sponsorship of the 45<sup>th</sup> Annual Freedom Fund Luncheon event.

**RESOLUTION NO. 18016**, November 5, 2012

**INTRODUCED BY** James D. Tindall, County Legislator

WHEREAS, the Jackson County Drug Commission has recommended COMBAT sponsor the 45<sup>th</sup> Annual Freedom Fund Luncheon event, presented by the Kansas City Branch of the NAACP, to be held November 3, 2012, at a cost to the County not to exceed \$250.00; and,

WHEREAS, the annual Freedom Fund event is a fundraiser for the continuation of human and civil rights advocacy in our community; and,

WHEREAS, for its sponsorship, COMBAT will have a one-half page advertisement in the souvenir journal presented to all attendees at the event, and will benefit by the advertising and community awareness this sponsorship will promote; and,

WHEREAS, said sponsorship is in the best interest of the health, safety, and welfare of the citizens of Jackson County; now therefore,

**BE IT RESOLVED** by the County Legislature of Jackson County, Missouri, that the Director of Finance and Purchasing be and hereby is authorized to issue a check to the Kansas City Branch of the NAACP, in the amount of \$250.00 for sponsorship of the 45<sup>th</sup> Annual Freedom Fund Luncheon event.

Effective Date: This Resolution shall be effective immediately upon its passage by a majority of the Legislature.

APPROVED AS TO FORM:

*David D. Haller*  
Chief Deputy County Counselor

*W. Stephen Ripon*  
County Counselor

Certificate of Passage

I hereby certify that the attached resolution, Resolution No. 18016 of November 5, 2012, was duly passed on November 5, 2012 by the Jackson County Legislature. The votes thereon were as follows:

Yeas 8

Nays 0

Abstaining 0

Absent 0

Excused 1

11-5-12  
Date

*Mary Jo Spino*  
Mary Jo Spino, Clerk of Legislature

There is a balance otherwise unencumbered to the credit of the appropriation to which the expenditure is chargeable and there is a cash balance otherwise unencumbered in the treasury to the credit of the fund from which payment is to be made each sufficient to provide for the obligation herein authorized.

ACCOUNT NUMBER: 008 4401 56210  
ACCOUNT TITLE: Anti-Drug Sales Tax Fund  
COMBAT Administration  
Advertising  
NOT TO EXCEED: \$250.00

November 1, 2012  
Date

*Deborah Thomas*  
Director of Finance and Purchasing

# REQUEST FOR LEGISLATIVE ACTION

Completed by County Counselor's Office:

Res/~~Ord~~ No.: 18016

Sponsor(s): James D. Tindall

Date: November 5, 2012

<p>SUBJECT</p>	<p>Action Requested  <input checked="" type="checkbox"/> Resolution  <input type="checkbox"/> Ordinance</p> <p>Project/Title: <u>A resolution authorizing the County Executive for the payment of advertising for the National Association for the Advancement of Colored People (NAACP) for the 2012 Freedom Fund Luncheon, to be funded by the County's Anti-Drug Sales Tax Fund, which are engaged in anti-drug and anti-violence prevention purposes, at a cost to the County not to exceed \$250.00</u></p>												
<p>BUDGET INFORMATION  <i>To be completed By Requesting Department and Finance</i></p>	<table border="1"> <tr> <td>Amount authorized by this legislation this fiscal year:</td> <td>\$250.00</td> </tr> <tr> <td>Amount previously authorized this fiscal year:</td> <td>\$0.00</td> </tr> <tr> <td>Total amount authorized after this legislative action:</td> <td>\$ 250.00</td> </tr> <tr> <td>Amount budgeted for this item *:</td> <td>\$0.00</td> </tr> <tr> <td>Source of funding (name of fund) and account code number:</td> <td></td> </tr> <tr> <td>008-4401-56210 Advertising</td> <td>\$250.00</td> </tr> </table> <ul style="list-style-type: none"> <li>If account includes additional funds for other expenses, total budgeted in the account is: \$31,166.00</li> </ul> <p><input type="checkbox"/> No budget impact (no fiscal note required)</p> <p>Prior Year Budget (if applicable):          Prior Year Actual Amount Spent (if applicable):</p>	Amount authorized by this legislation this fiscal year:	\$250.00	Amount previously authorized this fiscal year:	\$0.00	Total amount authorized after this legislative action:	\$ 250.00	Amount budgeted for this item *:	\$0.00	Source of funding (name of fund) and account code number:		008-4401-56210 Advertising	\$250.00
Amount authorized by this legislation this fiscal year:	\$250.00												
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Source of funding (name of fund) and account code number:													
008-4401-56210 Advertising	\$250.00												
<p>PRIOR LEGISLATION</p>	<p>Prior ordinances and (date):          Prior resolutions and (date):</p>												
<p>CONTACT INFORMATION</p>	<p>RLA drafted by: Dave Fleming, Planning and Development Administrator, 881-3572</p>												
<p>REQUEST SUMMARY</p>	<p>A resolution authorizing the County Executive for the payment of advertising for the National Association for the Advancement of Colored People (NAACP) for the 2012 Freedom Fund Luncheon, to be funded by the County's Anti-Drug Sales Tax Fund, which are engaged in anti-drug and anti-violence prevention purposes, at a cost to the County not to exceed \$250.00</p> <p>The Freedom Fund Luncheon raises funds for the Branch to implement effective local and national NAACP civil rights programs with focus in the areas of civic engagement, economic sustainability, education, health, public safety, criminal justice and youth work.</p> <p>This funding recommendation is consistent with the marketing and advertising policies endorsed by the Jackson County Drug Commission.</p>												

CLEARANCE	<input type="checkbox"/> Tax Clearance Completed (Purchasing & Department) <input type="checkbox"/> Business License Verified (Purchasing & Department) <input type="checkbox"/> Chapter 6 Compliance - Affirmative Action/Prevailing Wage (County Auditor's Office)	
ATTACHMENTS	<b>Request Letter, Advertising Specification Sheet, Invoice</b>	
REVIEW	Department Director: <i>Stacy Lane</i>	Date: <i>10-31-2012</i>
	Finance (Budget Approval): <i>If applicable Deborah S Ball</i>	Date: <i>10-31-12</i>
	Division Manager: <i>Joseph Burroughs</i>	Date: <i>10-31-12</i>
	County Counselor's Office:	Date:

Fiscal Information (to be verified by Budget Office in Finance Department)

- This expenditure was included in the annual budget.
- Funds for this were encumbered from the \_\_\_\_\_ Fund in \_\_\_\_\_.
- There is a balance otherwise unencumbered to the credit of the appropriation to which the expenditure is chargeable and there is a cash balance otherwise unencumbered in the treasury to the credit of the fund from which payment is to be made each sufficient to provide for the obligation herein authorized.
- Funds sufficient for this expenditure will be/were appropriated by Ordinance # \_\_\_\_\_
- Funds sufficient for this appropriation are available from the source indicated below.

Account Number:	Account Title:	Amount Not to Exceed:

- This award is made on a need basis and does not obligate Jackson County to pay any specific amount. The availability of funds for specific purchases will, of necessity, be determined as each using agency places its order.
- This legislative action does not impact the County financially and does not require Finance/Budget approval.



Jackson County

# COMBAT

415 East 12<sup>th</sup> Street, Ninth Floor  
Kansas City, Missouri 64106  
www.combatjack.org

*Stacey Daniels-Young, Ph.D.*  
Director  
(816) 881-3510

*Vincent M. Ortega*  
Deputy Director  
(816) 881-3886

*Fax:*  
(816) 881-1416

**Drug Commissioners:**

*Cathy Jolly*

*Venessa Maxwell-Lopez*

*Tony Miller*

*Gene Morgan*

*Pamela Petrillo*

*Keith Querry*


*Marc Radasky*

*Anita Russell*

*Joseph Spalitto, DDS*

October 31, 2012

To: Calvin Williford

From: Dave Fleming 

Subject: NAACP Freedom Fund Luncheon RLA

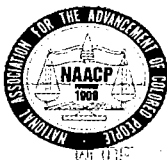
COMBAT is initiating an RLA for the authorization for funding of advertising at the NAACP 2012 Freedom Fund Luncheon in the amount of \$250.00.

The Freedom Fund Luncheon raises funds for the Branch to implement effective local and national NAACP civic rights programs with focus in the areas of civic engagement, economic sustainability, education, health, public safety, criminal justice and youth work.

Please let me know if you have any questions on this matter.

Attachments (4)





# NAACP – Kansas City Missouri Branch

## 45<sup>th</sup> Annual Freedom Fund Luncheon Advertising Specifications and Rates Sheet

### Ad Book size

- Final Page size is 8.5 wide x 11" tall

### Ad Sizes, Specifications & Rates

- All ad sizes are based on an 8" x 10.5" full page
- Ads will be in black & white with no page bleeds

- Founders Sponsor - \$3,000**  
Inside/outside back cover page  
Full page – 8" wide x 10.5" tall
- Civil Rights Sponsor - \$2,500**  
Inside front cover page  
Full page – 8" wide x 10.5" tall
- New Century Sponsor - \$2,000**  
Full page – 8" wide x 10.5" tall
- Freedom Sponsor - \$1,250**  
Full page – 8" wide x 10.5" tall
- Justice Sponsor - \$1,000**  
Half page – 8" wide x 5" tall
- Equality (Ad Only) - \$500**  
Full page – 8" wide x 10.5" tall
- Friend of the Branch (Ad Only) - \$250**  
Half page ad only – 8" wide x 5" tall
- Supporter of the Branch Ad - \$125**  
Quarter Page Ad – 3.875" wide x 5.125" tall
- Business Card Ad - \$75**  
Business Card – 3.875" wide x 2.425" tall
- Centennial Patron Listing - \$100**  
Name listed on journal patron page
- Patron Listing Only - \$25**  
Name listed on journal patron page

### For Office Use Only:

### Ad Submission Requirements

- Deadline for submission is **Friday, October 20, 2012.**
- Payment is preferred before the ad is placed.
- Ads must be PDF or JPEG camera-ready digital artwork at a resolution of at least 300 dpi.
- If you need your ad designed, you may send us the ad copy and photos and we can design your ad for an additional charge.
- Please name your PDF or JPEG file as follows:  
**NAACP KC-2011AD\_first&lastname\_youradsize.pdf**

### Methods of Submission

- Email the submission form below, your digital artwork, ad copy or Patron Listing (Name as you would like it to appear) with a message to [naacpkcmo@sbcglobal.net](mailto:naacpkcmo@sbcglobal.net). AND to Neal Printing at [MTP247@Yahoo.com](mailto:MTP247@Yahoo.com) – Call Mike Neal @ 816.590.1123 with submission questions.
- Mail your payment as indicated below.
- Mail your submission form, digital artwork on CD, ad copy or Patron Listing (Name as you would like it to appear) with payment to:

**NAACP – Kansas City Branch**  
**Souvenir Journal Ads**  
1601 East 18<sup>th</sup> Street, Suite 212  
Kansas City, MO 64108

NAACP – Kansas City Branch  
Souvenir Journal Advertisement Form  
Name \_\_\_\_\_

Street Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Email Address \_\_\_\_\_

Phone Number \_\_\_\_\_

Patron Listing Name \_\_\_\_\_

**Yes, I would like to submit the following ad(s):**  
(Contributions or gifts to this Branch event are not tax deductible as charitable contributions)

- \_\_\_\_\_ Founders Sponsor – Back Cover - \$3,000
- \_\_\_\_\_ Civil Rights Sponsor – Inside Front Cover - \$2,500
- \_\_\_\_\_ New Century Sponsor – Full Page - \$2,000
- \_\_\_\_\_ Freedom Sponsor – Full Page - \$1,500
- \_\_\_\_\_ Justice Sponsor – Half Page - \$1,000
- \_\_\_\_\_ Equality Sponsor – Full Page - \$500
- \_\_\_\_\_ Friend of Branch Ad – Half Page - \$250
- \_\_\_\_\_ Supporter of Branch – Quarter Page - \$125.
- \_\_\_\_\_ Business Card – Business Card - \$75.
- \_\_\_\_\_ Centennial Patron – Name Listing & Seat - \$100.
- \_\_\_\_\_ Patron Listing – Name Listing Only - \$25.

**Your Ad Subtotal** \$ \_\_\_\_\_

- \_\_\_\_\_ My ad was sent via email
- \_\_\_\_\_ My ad was sent via mail.

**Total Payment Enclosed \$** \_\_\_\_\_





**National Association for the Advancement of Colored People**  
**KANSAS CITY, MISSOURI BRANCH**  
1601 East 18<sup>th</sup> Street, Suite 212 | Kansas City, Missouri 64108  
Email: [naacpkcmo@sbcglobal.net](mailto:naacpkcmo@sbcglobal.net) Website: [www.naacpkcmo.org](http://www.naacpkcmo.org)

**August 2012**

**Dear Prospective Member and Supporter,**

The **Kansas City Missouri Branch** of the National Association for the Advancement of Colored People (NAACP) is hosting its **45<sup>th</sup> Annual Freedom Fund Luncheon on Saturday, November 3, 2012 at 12:00 pm at the Westin Crown Center Hotel**, One East Pershing Road, Kansas City, MO. A Silent Auction with many interesting items will begin at 11:00 am.

We invite you to come out and hear a most inspiring message from Mr. Leon W. Russell, Vice Chairman of the NAACP National Board of Directors, who will serve as keynote speaker. He is the former Director of the Office of Human Rights for Pinellas County Government of Clearwater, Florida from 2007 – 2012. His responsibilities of affirmative action and human rights ordinances included the implementation of the county's equal employment opportunity programs that covered employees in ALL departments under the county administrator and the five constitutional officers. From September 2007 – 2011, Russell was twice elected president of the International Association of Official Human Rights Agencies at its annual meetings in Atlanta, Georgia. Additional accomplishments of Russell include NAACP President of Florida State Conference of Branches and numerous award and citations for his civil-rights advocacy.

Mr. Jim "Grandad" Nunnally and daughter Miss Jazel Nunnally, are serving as Honorary Chairpersons. This year's theme is: **"Your Power, Your Decision - Vote!"** The luncheon is our special way of recognizing all life members of the Kansas City, MO Branch and persons in the community who have made noteworthy achievements toward civil rights. In addition, the luncheon raises funds for the Branch to implement effective local and National NAACP civil rights programs with focus in the areas of civic engagement, economic sustainability, education, health, public safety, criminal justice and youth work.

To that end, we also invite you to support this event by becoming a sponsor, purchasing an ad in our souvenir journal and/or purchasing a table of ten. Enclosed are the levels of sponsorship opportunities and specifications for advertising in our commemorative luncheon souvenir journal. Your ad will appear in the journal that will reach a reading audience that exceeds 1,000. **Friday, October 12, 2012 is the deadline to submit advertising.** Please feel free to call us at the number listed above with any questions.

**Thank you in advance for your participation and support.**

Sincerely,

Debra Foster Payne  
General Chair

Marquita Taylor  
General Co-Chair

Anita L. Russell  
Branch President & Member,  
NAACP National Board of Directors

Enclosure