



Legislation Details (With Text)

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Title: To authorize the Director of Development to execute a grant agreement with Image Character Etiquette Inc., in an amount up to \$77,716.00. for its Eryn PiNK "She's Gold Leadership Program"; to authorize an appropriation and expenditure of \$77,716.00 from the General Fund, Neighborhood Initiatives subfund; and to declare an emergency. (\$77,716.00)

Sponsors:

Indexes:

Code sections:

Attachments: 1. ORD1434-2021 Admin Image Character Etiquette Inc. Council Ordinance Initiative GF

Date	Ver.	Action By	Action	Result
6/18/2021	1	CITY CLERK	Attest	
6/17/2021	1	MAYOR	Signed	
6/14/2021	1	COUNCIL PRESIDENT	Signed	
6/14/2021	1	Columbus City Council	Approved	Pass

BACKGROUND:

This ordinance authorizes the Director of Development to execute a grant agreement with Image Character Etiquette Inc., in an amount up to \$77,716.00, for its Eryn PiNK “She’s Gold Leadership Program”.

Founded in 2011, Eryn PiNK (Image Character Etiquette Inc.) is a Columbus-based non-profit organization dedicated to the empowerment of girls and teens, with a targeted emphasis on creating pathways of advancement for girls and young women of color to thrive. Their innovative programs provide girls with consistent access to mentorship and tangible resources needed to become leaders in their communities and beyond.

Led by a dedicated team of mentors and “role models,” their curriculum implements customized solutions and strategies for young girls and women to boldly speak up and advocate for equitable realities for themselves, their families, and communities. They inspire girls to set standards and expectations that align with their values and morals, to encourage confidence so that they can confront stereotypes and peer pressure, and to empower them to find and use their voices.

Led by this mission, Eryn PiNK creates “brave spaces” for girls to discover the meaning of purpose, leadership, process their emotions in healthy ways and connect with like-minded peers and mentors who look like them. The concept of Eryn PiNK is based on a fictional, 12-year-old African American girl who illustrates what it means to be an empowered leader and role model navigating society today. Her real-life experiences underscore the needs addressed by the organization.

In a survey completed by Eryn PiNK program participants, girls shared they were perceived as loud, mean, bossy, and “too black,” and, subsequently, not ideal candidates for access to leadership opportunities at their respective schools. The consequences of these stereotypes, particularly when not immediately countered by positive reinforcements of their value and greatness, shape the educational, professional, and social experiences of Black girls, resulting in systemic challenges that follow them throughout their lives.

Black girls are taught to constrain their behaviors, hold their tongues, and to be quiet, passive followers that do not offend

others. This silencing, impacts their self-esteem, health, finances, familial, and peer interactions. 73 percent of Black girls in Central Ohio reported to the Commission on Black Girls that they desired leadership opportunities.

As a direct response to this and the feedback of the girls, the Eryn PiNK "She's Gold Leadership Program" is a training and project-based cohort for middle school age girls. This program offers leadership opportunities where students are equipped and given opportunities to lead and amplify their voices. In addition, the program addresses and provides resources to girls to support mental health concerns, isolation and anxiety caused by COVID-19.

These services provided by Image Character Etiquette Inc. cannot be provided by existing city employees because these services are beyond the City's current staffing capacity to provide.

Emergency action is necessary to ensure program services can begin without delay.

FISCAL IMPACT: Funding is available in the General Fund, Neighborhood Initiatives subfund.

CONTRACT COMPLIANCE: the vendor number is 035933 and expires on 06/03/2023.

To authorize the Director of Development to execute a grant agreement with Image Character Etiquette Inc., in an amount up to \$77,716.00. for its Eryn PiNK "She's Gold Leadership Program"; to authorize an appropriation and expenditure of \$77,716.00 from the General Fund, Neighborhood Initiatives subfund; and to declare an emergency. (\$77,716.00)

WHEREAS, 73 percent of Black girls in Central Ohio reported to the Commission on Black Girls that they desired leadership opportunities; and

WHEREAS, black girls are taught to constrain their behaviors, hold their tongues, and to be quiet, passive followers that do not offend others. This silencing, impacts their self-esteem, health, finances, familial and peer interactions; and

WHEREAS, Eryn PiNK (Image Character Etiquette Inc.) is a Columbus-based organization dedicated to the empowerment of girls and teens, with a targeted emphasis on creating pathways of advancement for girls and young women of color to thrive; and

WHEREAS, program offerings include leadership opportunities where students are equipped and given opportunities to lead and amplify their voices. In addition, the program addresses and provides resources to girls to support mental health concerns, isolation and anxiety caused by COVID-19; and

WHEREAS, the Director of the Department of Development desires to enter into a grant agreement with Image Character Etiquette Inc. for its Eryn PiNK "She's Gold Leadership Program"; and

WHEREAS, an emergency exists in the usual daily operation of the Department of Development in that it is immediately necessary to authorize the Director to execute a grant agreement with Image Character Etiquette Inc. and to make the funds available so that program services can begin without delay thereby preserving the public health, peace, property, safety and welfare; **now, therefore**

BE IT ORDAINED BY THE COUNCIL OF THE CITY OF COLUMBUS:

SECTION 1. That from the unappropriated monies and from all monies estimated to come into said fund from any and all sources and unappropriated for any other purpose during the fiscal year ended December 31, 2021, the sum of \$77,716.00 is appropriated in Fund 1000 (General Fund), Subfund 100018, Dept-Div 44-01 (Administration), in object class 03 (Services) per the account codes in the attachment to this ordinance.

SECTION 2. That the Director of the Department of Development is hereby authorized to enter into a grant agreement with Image Character Etiquette Inc for its Eryn PiNK "She's Gold Leadership Program" in an amount up to \$77,716.00.

SECTION 3. That the expenditure of \$77,716.00 or so much thereof as may be needed is hereby authorized in Fund 1000

(General Fund), subfund 100018, Dept-Div 4401 (Administration) Object Class 03 (Services) , per the accounting codes in the attachment to this ordinance.

SECTION 4. That the agency identified in Section 2 is awarded a grant agreement pursuant to Columbus City Codes, 1959 Section 329.30.

SECTION 5. Funds are hereby deemed appropriated and expenditures and transfers authorized to carry out the purposes of this ordinance and the City Auditor shall establish such accounting codes as necessary.

SECTION 6. That the City Auditor is authorized to make any accounting changes to revise the funding source for all contracts or contract modifications associated with this ordinance.

SECTION 7. That for the reasons stated in the preamble hereto, which is hereby made a part hereof, this ordinance is hereby declared to be an emergency measure and shall take effect and be in force from and after its passage and approval by the Mayor, or ten days after passage if the Mayor neither approves nor vetoes the same.