

Bee, L.C.

December 14, 2009

Commonwealth of Massachusetts
Office of the Attorney General
Division of Public Charities
One Ashburton Place
Boston, MA 02108
Attention: Sandra L. Cardone

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ATTORNEY GENERAL'S OFFICE
PUBLIC CHARITIES DIVISION

Re: Bee, L.C.

Dear Ms. Cardone:

This letter when fully executed below will confirm the terms of the agreement that Bee, L.C. ("Bee") has agreed to enter into with The Commonwealth of Massachusetts, Office of The Attorney General (the "Attorney General") in full settlement and release of the Attorney General's inquiry into the fundraising practices of Bee on behalf of its client, Cancer Fund of America. Bee acknowledges that it is entering into this agreement after the Division of Public Charities ("Division") investigated the fundraising practices of Bee having received information from a Massachusetts resident who was solicited by Bee on behalf of Cancer Fund of America and found that Bee had sent a pledge card to the resident, when, in fact, no pledge had ever been made.

1. This agreement shall apply to any solicitation made by Bee for a donation to a charitable organization to a consumer residing in the Commonwealth of Massachusetts
2. This agreement shall be binding on Bee, its agents, successors and assigns and all other persons acting in active concert or participation with it.
3. Bee hereby agrees to refrain from engaging in any of the following acts or practices:
 - a. Making any deceptive or misleading statements or representations in any solicitation made to a consumer residing in Massachusetts for a charitable donation, including but not limited to falsely stating or representing that:
 - i. An individual has agreed to a donation when that is not the case;
 - ii. An individual has engaged in a phone conversation regarding a charitable donation;
 - iii. A request by an individual for information constitutes a pledge for a charitable donation

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- b. Mailing a pledge card or a pledge card reminder to any individual who has not expressly agreed to make a donation to a charitable organization.
2. Bee further agrees that in conducting charitable solicitations in Massachusetts it shall:
 - a. Disclose the name, address and telephone number of the charitable organization and that the solicitation is being conducted by a paid fundraiser;
 - b. Comply with all charitable solicitation laws in the Commonwealth of Massachusetts, including without limitation, the provisions of c.68 sections 19 et seq.
3. Bee agrees to pay the Commonwealth of Massachusetts the sum of \$5,000.
4. This agreement is being entered into for settlement purposes only and does not constitute an admission or finding or liability of any kind on the part of Bee.
5. This Agreement shall be enforceable by the Attorney General in the Superior Court of Suffolk County.

IN WITNESS WHEREOF, the parties hereto have hereby executed this Agreement as of this 16 date of December 2009

BEE, L.C.

By: 

ACCEPTED AND AGREED:

THE ATTORNEY GENERAL OF THE
COMMONWEALTH OF MASSACHUSETTS

By: 

Sandra L. Cardone
Assistant Attorney General
January 7, 2010