

**STATE OF RHODE ISLAND AND PROVIDENCE PLANTATIONS  
DEPARTMENT OF BUSINESS REGULATION  
DIVISION OF SECURITIES  
JOHN O PASTORE CENTER  
1511 PONTIAC AVENUE, 69-1  
CRANSTON, RI 02920**

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**IN THE MATTER OF**

**EAST COAST MARKETING GROUP**

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: **CONSENT AGREEMENT**  
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I.

The Securities Division ("Division") of the Rhode Island Department of Business Regulation ("Department") enters into this Consent Agreement ("Agreement") to resolve concerns that Sections 5-53.1-7 (5) and 5-53.1-8(a) of the Solicitation by Charitable Organizations Act (the "Act"), Chapter 5-53.1 et seq. of the Rhode Island General Laws, may have been violated by East Coast Marketing Group. The Division has determined to resolve this matter, after investigation but without instituting administrative proceedings, by entering into this Agreement.

II.

It is hereby agreed by and between the Division and East Coast Marketing Group ("ECMG") that:

1. ECMG is a Professional Fundraiser with a principal place of business at 26 Thomas Drive, Westbrook, ME 04092.
2. ECMG's registration period authorizing it to conduct business as a Professional Fundraiser in this State was effective from June 30,2009 through June 30, 2010.
3. Based on information and belief it is the position of the Division that on November 24, 2009, during the period ECMG was lawfully registered as a Professional Fundraiser in this State, it entered into a contract or agreement with the Warwick Police Explorers Program ("WPE") an unregistered Charitable Organization.

4. The Division further contends that from December 4, 2009 to February 2, 2010, ECMG conducted a solicitation campaign in the State of Rhode Island on behalf of WPE collecting \$35,909.00.

5. At all times relevant to this Agreement it has been unlawful for any professional fundraiser to enter into any contract or agreement with, or raise any funds for, any charitable organization required to be registered pursuant to this chapter knowing, or with reason to know, that the charitable organization is not duly registered.

6. ECMG's actions on behalf of WPE, an unregistered charitable organization, constitute violations of §5-53.1-7(5) of the Act.

7. On August 30, 2010, thirty days after its registration expired on June 30, 2010, ECMG submitted its renewal application for re-registration as a Professional Fundraiser to the Division.

8. ECMG's failure to renew its registration within the period prescribed by statute, i.e., an application for re-registration shall be filed no more than thirty days prior to the expiration of the registration, constitutes a violation of §5-53.1-8(a) of the Act .

### III

Based on the foregoing, the Division finds that the following is in the public interest, appropriate for the protection of donors to charitable organizations and consistent with the purposes intended by the provisions of the Act.

Accordingly, it is hereby further agreed that:

1. ECMG shall immediately undertake to comply fully with the Act §5-53.1 et seq;
2. ECMG shall upon signing the Agreement pay an administrative penalty in the amount of Three Thousand Dollars (\$3,000.00) to the Division.
3. ECMG will remit the Three Thousand Dollars (\$3,000.00) in three (3) installments over the next two months. Upon execution of this Agreement, ECMG will submit

an initial payment of One Thousand Dollars (\$1,000.00). The subsequent two installments of One Thousand Dollars (\$1,000.00) each will be due on the first day of the month for the successive two (2) months following the agreement execution date. Failure to maintain this schedule will constitute a violation of this agreement. Prepayment of all, or any additional portion of the fine will be acceptable as long as the total fine amount is received with the above-mentioned time-period.

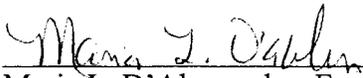
4. ECMG will refrain from signing contract(s) with unregistered charitable organization(s), unless the charitable organization is exempt from filing pursuant to §5-53.1-3.

5. ECMG will refrain from conducting a solicitation campaign in Rhode Island on behalf of an unregistered charitable organization(s), unless the charitable is exempt from filing pursuant to §5-53.1-3.

6. ECMG shall ensure that re-registration documents are filed in accordance with §5-53.1-8 (a)

7. Additional violations of the Solicitation by Charitable Organizations Act may be grounds for significant and substantial penalties such as revocation or suspension, administrative penalties up to one thousand dollars (\$1,000.00) per violation and the imposition of criminal and civil sanctions.

Dated as of the 18<sup>th</sup> day of May, 2011.

  
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Maria L. D'Alessandro, Esq.  
Deputy Director of Securities, Commercial  
Licensing & Racing and Athletics

