

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

Grant Application

Fiscal Year 2015

IMPORTANT:

- Please read the McKinney Community Development Corporation Grant Guidelines prior to completing this application.
- The Grant Guidelines and Application are available at www.mckinneycdc.org; by calling 214.544.0296 or by emailing cschneible@mckinneycdc.org
- Please call to discuss your plans for submitting an application in advance of completing the form. Completed application and all supporting documents are required to be submitted electronically or on a CD for consideration by the MCDC board. Please submit the application to:

McKinney Community Development Corporation
5900 S. Lake Forest Blvd., Suite 110
McKinney, TX 75070

- *If you are interested in a preliminary review of your project proposal or idea, please complete and submit the **Letter of Inquiry** form, available at www.mckinneycdc.org, by calling 214.544.0296 or emailing cschneible@mckinneycdc.org.*

Applications must be completed in full, using this form, and received by MCDC, electronically or on a CD, by 5:00 p.m. on the date indicated in schedule below.

Please indicate the type of funding you are requesting:

- Project Grant**
Quality of Life projects that are eligible for funding in accordance with the Type B sales tax statute (refer to examples in Grant Guidelines) and that advance the mission of MCDC.

- Promotional or Community Event Grant (maximum \$15,000)**
Initiatives, activities and events that promote the City of McKinney for the purpose of developing new or expanded business opportunities and/or tourism – and enhance quality of life for McKinney residents.

Promotional and Community Event Grants:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: January 4, 2016	January 2016	February 2016
Cycle II: June 30 2016	July 2016	August 2016

Project Grants:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: January 29, 2016	February 2016	March 2016
Cycle II: April 29, 2016	May 2016	June 2016
Cycle III: July 29, 2016	August 2016	September 2016

APPLICATION

ORGANIZATION INFORMATION

Name: [ManeGait Therapeutic Horsemanship](#)

Federal Tax I.D.: [26-1525268](#)

Incorporation Date: [November 2007](#)

Mailing Address: [3160 N. Custer Rd](#)

City: [McKinney](#)

ST: [Texas](#)

Zip: [75071](#)

Phone: [\(469\) 422-6374](#)

Fax: [\(469\) 742-9677](#)

Email: pnelson@manegait.org

Website: www.manegait.org

Check One:

- Nonprofit – 501(c) Attach a copy of IRS Determination Letter
- Governmental entity
- For profit corporation
- Other

Professional affiliations and organizations to which your organization belongs:

[Professional Association of Therapeutic Horsemanship International \(PATH Intl.\)](#)

REPRESENTATIVE COMPLETING APPLICATION:

Name: [Patricia Nelson](#)

Title: [Executive Director](#)

Mailing Address: [3160 N. Custer Rd](#)

City: [McKinney](#)

ST: [Texas](#)

Zip: [75071](#)

Phone: [\(469\) 422-6374](#)

Fax: [\(469\) 742-9677](#)

Email: pnelson@manegait.org

CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:

Name: Patricia Nelson

Title: Executive Director

Mailing Address: 3160 N. Custer Rd

City: McKinney

ST: Texas

Zip: 75071

Phone: (469) 422-6374

Fax: (469) 742-9677

Email: pnelson@manegait.org

FUNDING

Total amount requested: \$7,500

Matching Funds Available: n/a

PROJECT/PROMOTION/COMMUNITY EVENT: ManeGait Gaitapalooza 2016

Start Date: April 23, 2016

Completion Date: April 23, 2016

BOARD OF DIRECTORS *(may be included as an attachment)*

Bill Darling, Co-Founder and Board President – Darling Homes, Original Partner

Priscilla Darling Co-Founder

Tom Reidy, Board Treasurer – Avalon Consulting, LLC, President

Rich Allen – Action COACH, Owner

Bill Benton – Benton-Luttrell Company, Owner & Partner

Dawnda Daniel – PlainsCapital Corporation, Vice President & Internal Auditor

Elizabeth Denton – Baylor Healthcare System Foundation, Director

Ward Eastman – PPI Marketing, Vice President Strategic Alliances

Ryan Griffin – FCS Construction, President

Susan Hanson - The Princeton Review

Bill Heard – KVIL CBS Radio Dallas, Retired

Craig Moen – Wells Fargo Advisors, Financial Advisor

Mike Reeves – New York Life, Retired

Kelly Waterman

LEADERSHIP STAFF *(may be included as an attachment)*

Patricia Nelson, Executive Director

Eileen Leek, Program Manager

LeAnn AuBuchon, Marketing and Development Director

Using the outline below, provide a written narrative no longer than 7 pages in length:

I. Applying Organization

Describe the mission, strategic goals and objectives, scope of services, day to day operations and number of paid staff and volunteers.

Mission: At ManeGait Therapeutic Horsemanship, children and adults with disabilities move beyond their boundaries through the healing power of the horse and the dedication of a professional and caring community.

Founded in 2007 by community leaders Bill and Priscilla Darling and their daughter Landon Darling Schneider, ManeGait Therapeutic Horsemanship (ManeGait) is a PATH Premier Accredited Equine Center located on 14 beautiful acres of rolling pasture in McKinney, Texas.

ManeGait provides weekly equine therapy to 135 adults and children with physical, emotional, cognitive, sensory and behavioral disabilities. ManeGait's staff includes 9 full-time and 9 part-time employees. Certified instructors lead the programs with the assistance of 350 volunteers (per week) and 20 skilled therapy horses.



As a result of ManeGait programs, riders are reaching milestones they once thought impossible. They are learning to move, walk, and connect with others and their environment in new and exciting ways. The great strides we celebrate in the arena translate to a better quality of life for our clients and their families.

ManeGait Programs

- **Therapeutic Riding Program:** Riding a horse provides a multi-dimensional movement pattern similar to the human gait. This motion influences the rider's body leading to increased flexibility, core strength, motor skills, and intellectual functioning. What makes equine therapy unique is that it does not feel like traditional occupational, physical, or speech therapy to our clients. Horseback riding is an exciting and rewarding sport, and ManeGait provides a fun, enriching, and supportive environment for our riders to reach their potential.
- **Therapeutic Carriage Driving Program:** Carriage driving is a form of equine-assisted therapy that provides many of the same physical, mental, and emotional benefits of therapeutic riding. Instead of riding horseback, participants drive the horse while riding in a horse-drawn carriage. The program provides individually tailored therapy services to special needs adults and children, specifically those who are unable to participate in therapeutic riding due to weight, allergies to the horse, or disability that prohibits them from safely mounting or riding a horse.
- **GaitWay to the Brain Program:** Developed at ManeGait, GaitWay to the Brain (GaitWay) is the first program of its kind to extend the benefits of therapeutic riding by integrating brain-building exercises into the framework for equine therapy. The program takes participants through a series of brain-building activities prior to riding lessons. These exercises stimulate underutilized parts of the brain giving participants the improved ability to focus, center themselves, and get the most benefit out of therapeutic riding. The program also includes an at-home protocol, which reinforces these outcomes by incorporating the exercises into the rider's daily routine. Success of the GaitWay program has resulted in a university-led research study and interest in replicating the program at therapeutic riding centers across the US and Canada.
- **ManeGait Veteran Program:** In 2015 ManeGait launched a veteran-focused subprogram to provide wounded veterans the mind-body benefits of Therapeutic Riding/Driving and GaitWay to the Brain. The program is designed to help veterans move beyond their disabilities and cope with the pain of Post Traumatic Stress Disorder and other injuries resulting from military combat.

Disclose and summarize any significant, planned organizational changes and describe their potential impact on the Project/Promotion/Community Event for which funds are requested.

Proceeds from this community event (Gaitapalooza) will support ManeGait’s 2016 program goals:

- To increase annual clients served from 150 to 165 in 2016
- To expand the GaitWay to the Brain program by 50% (30 new participants in 2016)
- To expand the ManeGait’s Veteran Program to serve 10 participants in 2016
- To ensure rider fees remain affordable for rider families (not to exceed 15% of operating budget)

II. Project or Promotion/Community Event (whichever is applicable)

- Outline details of the Project/Promotion/Community Event for which funds are requested. Include information regarding scope, goals, objectives, target audience.

ManeGait is requesting a \$7,500 grant from the McKinney Community Development Corporation (MCDC) to become the Title Sponsor of this year’s Gaitapalooza festival on Saturday, April 23, 2016.

On this special day, ManeGait’s riding facility will be open to the public and transformed into a fun-filled carnival for adults and children of all ages. Over **1000** members of the North Texas community are expected to take part in this year’s Gaitapalooza as attendees or volunteers.

The event includes a Trail-Ride-A-Thon where ManeGait’s special needs riders partner with community teams to raise funds for ManeGait programs, enjoying a trail ride to celebrate their success. This year we are introducing a racecar theme for the trail ride. The ManeGait horses will be dressed as racecars and branded with the names and logos of local businesses and community sponsors.

The **target audience** for this event includes friends of ManeGait and families from Dallas, Denton, Collin, Grayson and Rockwall counties.



Goals & Objectives of Gaitapalooza:

1. To raise financial support for ManeGait programs, which increases the quality of life for adults and children with disabilities
2. To raise awareness of ManeGait programs and increase community involvement as clients, volunteers, donors, and sponsors
3. To support the local community by promoting local businesses and providing a family-friendly activity for residents of McKinney and surrounding areas

If MCDC chooses to become the Gaitapalooza Title Sponsor, the organization will receive the following acknowledgments.

- Title recognition for event:
“McKinney Community Development Corporation Presents Gaitapalooza 2016”
- Recognition on all pre / post event signage
- Prime signage placements at event
- Onsite recognition on ManeGait’s top donor/sponsor sign for 1-year
- Press release and photo
- Prominent logo on event T-shirt
- Recognition on ManeGait Gaitapalooza website and social media (opportunity to link to ManeGait’s website and social media sites)
- 1 reserved table for 8 people at the 2016 Gala at the ‘Gait

Attached please find a listing of all available sponsorship packages.

- **For Promotional Grants/Community Events** – describe how this initiative will **promote the City of McKinney for the purpose of business development and/or tourism.**

Gaitapalooza is an excellent opportunity to promote McKinney **business development and tourism** by bringing attendees from neighboring communities to McKinney and highlighting the local businesses that support ManeGait programs. We are also inviting local restaurants with food trucks to serve lunch and snacks during the event, so the 800 attendees and 200 community volunteers at Gaitapalooza can be introduced to the eateries and sample their cuisine.

- Describe how the proposed Project/Promotion/Community Event fulfills strategic goals and objectives for your organization.

To support ManeGait’s strategic goals and objectives, this year’s Gaitapalooza is expected to raise \$80,000 in funding for ManeGait’s equine-assisted therapy programs.

- Please also include planned activities, time frame/schedule, and estimated attendance and admission fees if applicable.

Date/Time: Saturday, April 23, 2016 - 9:30 AM to 4:30 PM

Estimated Attendance: 800 visitors; 200 volunteers

Admission: \$5 for adults and children

Activities include: bounce houses, petting zoo, pony rides, face painting, carnival games, and trail ride

- Include the venue/location for Project/Promotion/Community Event?

Gaitapalooza will be held at ManeGait’s riding facility in northwest McKinney (HWY 380 and Custer Rd). The carnival will be located in ManeGait’s 25,000 square foot covered riding arena, which was built with the support of MCDC in 2010. The trail ride portion of the event will begin at ManeGait’s outdoor arena and continue into the neighboring property.

- Provide a timeline for the Project/Promotion/Community Event.

Timeline:

- January-March 2016: Identify business sponsors; secure vendors and volunteer support; promote online donation portal for each Trail-Ride-A-Thon participant
- April 2016: Promote the event via local press coverage, e-blasts, social media, and event calendars
- April 23, 2016: Gaitapalooza event
- April 25-30, 2016: Post event promotion and acknowledgements

- Detail goals for growth/expansion in future years.

Gaitapalooza is an annual event that will be held at ManeGait each spring. Our goal for Gaitapalooza is to grow attendance and sponsorship support year over year. This event is an excellent way to create awareness about our programs, build partnerships with local businesses, and give the residents of McKinney (and surrounding areas) an opportunity to enjoy the beauty and fun of ManeGait’s riding center.

Project Grants – please complete the section below: N/A

- | | | |
|-----------------------------|------------------------------|-----------------------------|
| • An expansion/improvement? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| • A replacement/repair? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| • A multi-phase project? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| • A new project? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |

Has a feasibility study or market analysis been completed for this proposed project? *If so, please attach a copy of the Executive Summary.* N/A

Provide specific information to illustrate how this Project/Promotion/Event aligns with one or more of the goals and strategies adopted by McKinney City Council and McKinney Community Development:

- Eligible for MCDC consideration under Sections 501 to 505 of the Texas Local Government Code (refer to MCDC Grant Guidelines)
- Support cultural, sports, fitness, entertainment, community projects and events that attract resident and visitor participation and contribute to quality of life, business development and growth of McKinney sales tax revenue
- Highlight and promote McKinney as a unique destination for residents and visitors alike
- Meet citizen needs for quality of life improvements, business development and sustainable economic growth for residents in the City of McKinney
- Demonstrate informed financial planning – addressing long-term costs, budget consequences and sustainability of projects for which funding is requested
- Educate the community about the impact local dining and shopping has on investment in quality of life improvements in McKinney

Indicate which goal(s) listed above will be supported by the proposed Project/Promotion/Event:

- Support cultural, sports, fitness, entertainment, community projects and events that attract resident and visitor participation and contribute to quality of life, business development and growth of McKinney sales tax revenue - *Sponsorship of Gaitapalooza impacts the quality of life of McKinney residents and their families. As the only equine therapy center in McKinney and one of only two centers in Collin County, demand for ManeGait programs is high. We currently have a list of over 120 individuals waiting to register for therapeutic riding lessons when rider slots become available. Without proceeds from this event and the overall awareness it generates, ManeGait would not be able to serve our 135 special needs clients, nor could we continue to grow our riding program in the future.*
- Educate the community about the impact local dining and shopping has on investment in quality of life improvements in McKinney – *Gaitapalooza is a forum to highlight the impact local businesses and MCDC is having on the quality of life in McKinney. We look forward to recognizing and promoting our local sponsors with onsite and pre/post event media coverage. We also plan to showcase several local restaurants (food trucks) that will provide lunch and snacks to attendees and volunteers at Gaitapalooza.*

Has a request for funding, for this Project/Promotion/Community Event, been submitted to MCDC in the past?

Yes

No

III. Financial

- Provide an overview of the organization’s financial status including the impact of this grant request on organization mission and goals.

ManeGait’s annual operating budget is \$1,147,600. Gaitapalooza generates 7% of the funding required to operate and manage ManeGait’s equine-assisted therapy programs. In addition to generating financial support, this grant will help increase awareness of ManeGait’s programs resulting in new donations, increased future event attendance, and increased volunteer support.

- Please attach your budget for the current year and audited financial statements for the preceding two years. If audited financials are not available, please indicate why. (see attached)

What is the estimated total cost for this Project/Promotion/Community Event? \$12,000

(Include a budget for the proposed Project/Promotion/Community Event.)

What percentage of Project/Promotion/Community Event funding will be provided by the Applicant?

Are Matching Funds available? Yes

No

Cash \$

Source

% of Total

In-Kind \$

Source

% of Total

Are other sources of funding available? *If so, please list source and amount.*

Yes, Gaitapalooza offers a range of sponsorship opportunities. See attached listing of sponsorship packages.

Have any other federal, state, or municipal entities or foundations been approached for funding? *If so, please list entity, date of request and amount requested.* No

V. Marketing and Outreach

Describe marketing plans and outreach strategies for your organization, for the Project/Promotion/ Community Event for which you are requesting funding – and how they are designed to help you achieve current and future goals.

Marketing and promotion of Gaitapalooza include the following outreach:

- Promotion of the Gaitapalooza website and rider fundraising pages (Trail-Ride-A-Thon)
- E-blasts to ManeGait database prior to the event (5,000 contacts)
- Advertisements in the Dallas Morning News, McKinney Image and other local media outlets
- Ongoing promotion on Facebook and Twitter (3,000 followers)

The goal of this outreach strategy is (1) to attract event sponsorship, (2) to encourage attendance and (3) to raise awareness of ManeGait’s mission and acknowledge our many supporters.

V. Metrics to Evaluate Success

Outline the metrics that will be used to evaluate success of the proposed Project/Promotion/Community Event. If funding is awarded, a final report will be required summarizing success in achieving objectives outlined for the event.

In alignment with the event goals, metrics to evaluate 2016 Gaitapalooza success include:

1. Raise financial support

- Gross event revenue (targeted at \$80,000)
- Net event revenue (targeted at \$68,000)

2. Raise awareness

- Number of media mentions and advertisements
- Number of social media posts / reach
- Event Attendance (targeted at 800)

3. Build community partnership and promote local businesses

- Number of community organizations participating / local business sponsorships

Acknowledgements

If funding is approved by the MCDC board of directors, Applicant will assure:

- The Project/Promotion/Community Event for which financial assistance is sought will be administered by or under the supervision of the applying organization;
- All funds awarded will be used exclusively for the purpose described in this application;
- MCDC will be recognized in all marketing, outreach, advertising and public relations as a funder of the Project/Promotion/Community Event. Specifics to be agreed upon by applicant and MCDC and included in an executed performance agreement;
- Organization's officials who have signed the application are authorized by the organization to submit the application;
- Applicant will comply with the MCDC Grant Guidelines in executing the Project/Promotion/Community Event for which funds were received.
- A final report detailing the success of the Project/Promotion/Community Event, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Project/Promotion/Community Event.
- Up to 80% of the approved grant may be provided, on a reimbursement basis, prior to conclusion of the Project/Promotion/Community Event with submission of invoices/receipts to MCDC. The final 20% may be paid following MCDC's receipt of unpaid invoices/receipts; documentation of fulfillment of obligations to MCDC; and final report on the Project/Promotion/Community Event.
- The required performance agreement will contain a provision certifying that the applicant does not and will not knowingly employ an undocumented worker in accordance with Chapter 2264 of the Texas Government Code, as amended. Further, should the applicant be convicted of a violation under 8 U.S.C. § 1324a(f), the applicant will be required to repay the amount of the public subsidy provided under the agreement plus interest, at an agreed to interest rate, not later than the 120th day after the date the MCDC notifies the applicant of the violation.

Thank you to the McKinney Community Development Corporation board of directors for consideration of this grant request. We are grateful to MCDC for its ongoing support of ManeGait's mission. Together we are helping children and adults with disabilities move beyond their boundaries and improving the quality of life for our rider families and the McKinney community.



We certify that all figures, facts and representations made in this application, including attachments, are true and correct to the best of our knowledge.

Chief Executive Officer

Signature

William Darling
Co-Founder and Board President
1/4/2016

Representative Completing Application

Signature

Patricia Nelson
Executive Director
1/4/2016

INCOMPLETE APPLICATIONS, OR THOSE RECEIVED AFTER THE DEADLINE, WILL NOT BE CONSIDERED.

CHECKLIST:

Completed Application:

- Use the form/format provided
- Organization Description
- Outline of Project/Promotion/Community Event; description, goals and objectives
- Indicate the MCDC goal(s) that will be supported by this Project/Promotion/Community Event
- Project/Promotion/Community Event timeline and venue
- Plans for marketing and outreach
- Evaluation metrics
- List of board of directors and staff

Attachments:

- Financials: organization's budget for current fiscal year; Project/Promotion/Community Event budget; audited financial statements
- Feasibility Study or Market Analysis if completed (Executive Summary)
- IRS Determination Letter (if applicable)

A FINAL REPORT IS TO BE PROVIDED TO MCDC WITHIN 30 DAYS OF THE EVENT/COMPLETION OF THE PROJECT/PROMOTION/COMMUNITY EVENT.

FINAL PAYMENT OF FUNDING AWARDED WILL BE MADE UPON RECEIPT OF FINAL REPORT.

PLEASE USE THE FORM/FORMAT OUTLINED ON THE NEXT PAGE.



McKINNEY COMMUNITY DEVELOPMENT CORPORATION

Final Report

Organization:

Funding Amount:

Project/Promotion/Community Event:

Start Date:

Completion Date:

Location of Project/Promotion/Community Event:

Please include the following in your report:

- Narrative report on the Project/Promotion/Community Event
- Identify goals and objectives achieved
- Financial report – budget as proposed and actual expenditures, with explanations for any variance
- Samples of printed marketing and outreach materials
- Screen shots of online promotions
- Photographs, slides, videotapes, etc.
- Performance against metrics outlined in application

Please submit Final Report no later than 30 days following the completion of the Project/Promotion/Community Event to:

McKinney Community Development Corporation
5900 S. Lake Forest Blvd., Suite 110
McKinney, TX 75070

Attn: Cindy Schneible
cschneible@mckinneycdc.org