

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

Grant Application

Fiscal Year 2013

IMPORTANT:

- Please read the McKinney Community Development Corporation Grant Guidelines prior to completing this application.
- Application is available at www.mckinneycdc.org; by calling 214.544.0296 or by emailing cgibson@mckinneycdc.org
- Please call to discuss your plans for submitting an application in advance of completing the form provided. 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 cgibson@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 advance the mission of MCDC and are eligible for funding in accordance with the Type B sales tax statute (refer to examples in Grant Guidelines).



Promotional Activity 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 Activity and/or Community Event Grants:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: December 20, 2012	January 2013	February 2013
Cycle II: June 28, 2013	July 2013	August 2013

Project Grants:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: January 31, 2013	February 2013	March 2013
Cycle II: April 30, 2013	May 2013	June 2013
Cycle III: July 31, 2013	August 2013	September 2013

APPLICATION

ORGANIZATION INFORMATION

Name: Strikes Against Cancer Organization

Federal Tax I.D.: 27-4491058

Incorporation Date: Feb. 17, 2011

Mailing Address: 6800 County Road 995

City McKinney

ST: TX

Zip: 75071-3923

Phone: 214-697-7237

Fax:

Email: epower@strikesagainstcancer.org

Website: strikesagainstcancer.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: Partnered with the Jimmy V Foundation for Cancer Research and the American Cancer Society

REPRESENTATIVE COMPLETING APPLICATION:

Name: Eric Power

Title: President

Mailing Address: 3104 Robert Drive

City: Richardson

ST: TX

Zip: 75082

Phone: 214-697-7237

Fax: Email: epower@strikesagainstcancer.org

CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:

Name: Eric Power

Title: President

Mailing Address: 3104 Robert Drive

City: Richardson

ST: TX

Zip: 75082

Phone 214-697-7237

Email: epower@strikesagainstcancer.org

FUNDING

Total amount requested: 7,500

PROJECT/PROMOTIONAL ACTIVITY/COMMUNITY EVENT

Start Date: October 25, 2013

Completion Date: December 31, 2013

BOARD OF DIRECTORS *(may be included as an attachment)***Eric F. Power****President/CEO****Jeff Carter****Vice President/COO****Jeff Smith****CFO****Aleisha Power****CMO****Tom Goller****CTO****Jennifer Holman****Merchandising Director****David Hart****Strategic Alliances & Corporate Communications****LEADERSHIP STAFF** *(may be included as an attachment)***Adam Cox****Community & Civic Relations****Laura Messervy****Sales Director**

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

I. Applying Organization

At Strikes Against Cancer (SAC), our Mission Statement is "To be a nationally recognized charitable organization that is dedicated to raising funds for cancer research through our youth sport affiliations within the community, professional organizations, and businesses that support Fighting Cancer One Strike at a Time".

Our strategic goals as an organization include donating our net proceeds to organizations that support cancer research, (including the Jimmy V Foundation and American Cancer Society), as well as raising cancer awareness through our fund raising activities. These activities currently include annual youth baseball and softball tournaments hosted in McKinney, as well as donations and visibility through our local partners and businesses. Our 100% volunteer Board of Directors and Committee Leads fully donate their time, expertise, and resources to help us achieve these goals. All efforts are made to work without an operating budget, instead relying on our key sponsors to assist in covering the necessary expenses, so that our organization can forward the maximum amount of funding possible to cancer research institutions.

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

We are requesting funding to assist with our efforts for our second largest event of the year. The Strikes Against Cancer "Pink in the Park" Girls Softball Tournament, to be located at the Ball Fields at Craig Ranch during the last weekend of October. The target audience for our events includes a higher income demographic that supports "pay to play" youth sport organizations. Our historical actuals reflect that 30-38 individuals per team attend our tournaments. Our goal is to grow this tournament into more than 100 teams.

The more teams that we can solicit to participate will yield a direct impact on the locally economy in McKinney. Data from our Boys Tournament in May shows that teams have supported local restaurants, sporting retailers, convenience stores, gas stations, urgent care centers, hospitals, and hotels during the event. Combined with the tournament fees paid to the Tournament Director and facilities that are located in McKinney, this tournament has a direct impact within multiple facets of the McKinney economy.

Due to the success of our Boys Tournament in the Spring, both Strikes Against Cancer and The City of McKinney have received a terrific amount of positive feedback regarding our efforts and partnership thanks to the McKinney Community Development Corporation. We are looking to expand that by growing the Girls Tournament into the premiere Softball Tournament in the Fall, with hopes to have over 200 teams by 2014.

Project Grants – please complete the section below:

- | | | |
|-----------------------------|------------------------------|-----------------------------|
| • 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.*

Provide specific information to illustrate how this Project/Promotional Activity/Event will enhance quality of life and further business development in the City of McKinney, and support one or more of MCDC’s goals:

- Develop and strengthen community amenities to improve quality of life
- Support projects eligible for Type B support under state law
- Contribute to economic development within McKinney
- Strengthen relationships with our partners
- Maintain financial sustainability

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

Yes X No

III. Financial

- Strikes Against Cancer is a 100% Volunteer 501.(c)3 Charity Organization that strives to keep our operating expenses between 15-20% of all donations. We forward all donations that are not either utilized or kept for Op-Ex to other organizations that directly fund cancer research, such as the Jimmy V. Foundation and the American Cancer Society. In calendar 2012, Strikes donated \$41,120 to these organizations, which represented a 34% expense ratio (\$26293 Expenses/\$77,298 Revenue). This was our first full year as a charity organization and our expenses were high due to multiple startup costs. Thus far in calendar year 2013, we are on track to keep our expenses under 20%.
- Budget and Financials attached.

What is the estimated total cost for this Project/Promotional Activity/Community Event?

\$18,000

(Please include a budget for the proposed Project/Promotional Activity/Community Event.)

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

- **100% of Non MCDC Funding is provided through our fundraising efforts, which include seeking relationships with businesses and individuals who desire to partner with our organization with either donations of merchandise, time, or direct funding.**

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.*

Have any other federal, state, or municipal entities or foundations been approached for funding? *No*

IV. Marketing and Outreach

Our Marketing Plan includes relying heavily on one of our strategic partners (ESPN Radio), as well as to solicitation within multiple softball communities across Texas and Oklahoma. We intend to follow the success of our Boys Tournament, which brought in teams from across the entire NTX area and State. Finally, we are looking to partner with local businesses around the McKinney area to support a since of community around the "Girls Softball Strikes Against Cancer Weekend".

V. Metrics to Evaluate Success

Our goal is to draw a minimum of 50 teams to Craig Ranch, although we are hopeful to double that amount. The expected economic impact would be somewhere between 2500 and 5000 unique individuals attending the weekend. We will track both the number of teams, as well as attendees to Craig Ranch in addition to tracking metrics from our business partners in the area, including local hotels and restaurants willing to collect Strikes Against Cancer data forms.

Acknowledgements

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

- The Project/Promotional Activity/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;

Acknowledgements - *continued*


- MCDC will be recognized in all marketing, outreach, advertising and public relations as a funder of the Project/Promotional Activity/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/Promotional Activity/Community Event for which funds were received.
- A final report detailing the success of the Project/Promotional Activity/Community event, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Project/Promotional Activity/Community Event.
- Up to 80% of the approved grant may be provided, on a reimbursement basis, prior to conclusion of the Project/Promotional Activity/Community Event with submission of invoices/receipts to MCDC. The final 20% will be forwarded upon MCDC’s receipt of unpaid invoices/receipts; documentation of

fulfillment of obligations to MCDC; and final report on the Project/Promotional Activity/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.

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

ERIC F. POWER
Printed Name

Date *6-28-2013*

Representative Completing Application



Signature

ERIC F. POWER
Printed Name

Date *6-28-2013*

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/Promotional Activity/Community Event; description, goals and objectives
- Project/Promotional Activity/Community Event timeline
- Plans for marketing and outreach
- Evaluation metrics
- List of board of directors and staff

Attachments:

- Financials: organization's budget for current fiscal year; Project/Promotional Activity/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/PROMOTIONAL ACTIVITY/COMMUNITY EVENT.

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



McKINNEY COMMUNITY DEVELOPMENT CORPORATION

Final Report

Organization:

Funding Amount:

Project/Promotional Activity/Community Event:

Start Date:

Completion Date:

Location of Project/Promotional Activity/Community Event:

Please include the following in your report:

- Narrative report on the Project/Promotional Activity/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.
- Evaluation against metrics outlined in application

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

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

Attn: Cindy Schneible
cschneible@mckinneycdc.org