



Unique by nature. <sup>SM</sup>

**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](http://www.mckinneycdc.org); by calling 214.544.0296 or by emailing [cschneible@mckinneycdc.org](mailto: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](http://www.mckinneycdc.org), by calling 214.544.0296 or emailing [cschneible@mckinneycdc.org](mailto: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 2, 2015	January 2015	February 2015
Cycle II: June 30 2015	July 2015	August 2015

**Project Grants:**

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: January 30, 2015	February 2015	March 2015
Cycle II: April 30, 2015	May 2015	June 2015
Cycle III: July 31, 2015	August 2015	September 2015

## APPLICATION

### ORGANIZATION INFORMATION

Name: STRIKES AGAINST CANCER

Federal Tax I.D.: 27-4491058

Incorporation Date: February 17, 2011

Mailing Address: 6800 CR 995

City MCKINNEY

ST: TX

Zip: 75071

Phone: 972-979-6463

Fax:

Email: info@strikesagainstcancer.org

Website: www.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: McKinney Chamber of Commerce, Supported by; ESPN, The American Cancer Society, The V-Foundation and Carter Blood Care

### REPRESENTATIVE COMPLETING APPLICATION:

Name: Adam Cox

Title: President and Board Member

Mailing Address: 6800 CR 995

City: McKinney

ST: TX

Zip: 75071

Phone: 972-979-6463

Fax:

Email: info@strikesagainstcancer.org

**CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:**

Name: Adam Cox

Title: President and Board Member

Mailing Address: 6800 CR 995

City: McKinney

ST: TX

Zip: 75071

Phone: 972-979-6463

Fax:

Email: [info@strikesagainstcancer.org](mailto:info@strikesagainstcancer.org)

**FUNDING**

Total amount requested: \$15,000

**PROJECT/PROMOTION/COMMUNITY EVENT**

Start Date: 5/1/15

Completion Date: 5/3/15

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

**Adam Cox**

**President**

**Brad Davis**

**Vice President**

**Tom Goller**

**Technology Officer**

**Geordon Cox**

**Founder**

**Todd D'Alessandro**

**Auditor**

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

**Patrica Washington**

**SAC Women's Team**

**Chris Goller**

**SAC Women's Team**

**Kolleen Posey**

**SAC Women's Team**

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

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, ESPN, Carter Blood Care and American Cancer Society), as well as raising cancer awareness through our fundraising activities. These activities currently include an annual youth baseball tournament based in McKinney then generating out to the DFW Metro Plex, donations through our local partners and businesses, Inaugural Golf tournament in 2014, Minor League Ice Hockey Event Benefit, 5K Run and merchandise sales. Our 100% volunteer (unpaid) board and committee leads dedicate their time and resources to help us achieve these goals.

SAC has partnered with the City of McKinney and two McKinney based organizations, Baseball Nations/Triple Creek Academy and The Ball Fields at Craig Ranch to coordinate an annual youth baseball tournament during the first weekend of May. These tournaments have been located across multiple McKinney Parks & Recreation facilities including Mouzon Park, Gabe Nesbitt 5 Plex, Gabe Nesbitt 3 Plex, North Park South as well as Triple Creek Academy and the Ball Fields at Craig Ranch.

Between 2011 and 2014, in 2014 we had over 680 register team and had over 450 teams participate making SAC one of the largest tournaments in the Southwest, representing Texas, Oklahoma, Arkansas, New Mexico and Louisiana. The per-team tournament fee is paid directly to the tournament directors (both McKinney businesses), while the "gate fee" and other fees are charitable donation to the SAC.

The target audience for our events includes a higher income demographic that supports "pay to play" youth sport organizations. Our estimations show that each team represents 30-38 individuals per team attending the three-day tournament, which reflects 22,500- 28,500 attendees since our inception. While the economic impact of this tournament has proven difficult to quantify, we've worked diligently with the McKinney Chamber of Commerce, LaQuinta and other hotels in the area, and are confident that multiple teams have supported local restaurants, sporting retailers, convenience stores, gas stations, urgent care centers, hospitals, and hotels during the tournament. Combined with the tournament fees paid to the directors, this tournament has a direct impact on the McKinney economy during the annual three-day event.

In an effort to align our goals, messaging, and fundraising efforts, we have created an easily followed "pay per strike" model. As we continue to grow the tournaments, we will continue to grow the total number of strikes thrown. This model will allow us to easily identify our charitable efforts to potential donors as well as the Jimmy V-Foundation and American Cancer Society.

Our goal for the 2015 tournament is to have over 600 teams attend in May.

#### **IV. Marketing and Outreach**

Describe marketing plans and outreach strategies for your organization and 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.

***We've had 158% growth with the assistance of ESPN Radio. Last year we had our most significant growth with 2 additional weeks. SAC will have 4 weeks of ESPN Radio. A***

*featured ad in McKinney Magazine.*

***We at SAC truly believe in the power of billboards! We want to promote our 2 Time Chevy Hometown Hero and Welcome all of Visitors into the City of McKinney while compounding our CITY BRAND EQUITY. Going into our 5<sup>th</sup> year we can send our message, and impressions, to thousands of McKinney residents and surrounding North Texas, having a board donated and paying for production cost of vinyl. This cost will be off-set by Sponsorship donations.***

## **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.

***SAC will supply MCDC economic impact figures of local business of the dates of our Tournament opposed to average weekends along with hotel information.***

## **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;

## **Acknowledgements - continued**

- 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 120<sup>th</sup> 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**

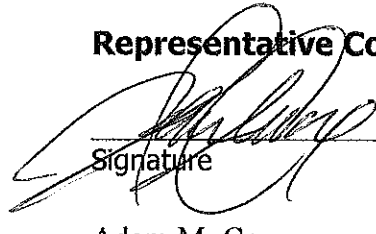


Signature

Adam M. Cox  
Printed Name

12/25/2014  
Date

**Representative Completing Application**



Signature

Adam M. Cox  
Printed Name

12/25/2014  
Date

***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
- 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: Strikes Against Cancer**

**Funding Amount: \$15,000**

**Project/Promotion/Community Event: 5<sup>th</sup> Anniversary of Annual Baseball Youth Tournament**

**Start Date: 5/1/15**

**Completion Date: 5/3/15**

**Location of Project/Promotion/Community Event: EVERY McKinney Baseball Community Baseball Field; Craig Ranch, Towne Lake, Gabe Nesbitt 5-Plex, Gabe Nesbitt Community Fields, Mouzon, North Park, and surrounding DFW Metro Plex facilities.**

**Surrounding Cities; Allen, Greenville, Celina, Frisco, Desoto, Melissa, Irving, Balch Springs, Mesquite, Valley Ranch, Lewisville, Plano, and Dallas.**

#### **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](mailto:cschneible@mckinneycdc.org)

**Strikes Against Cancer Annual Financials**

	FY2011	FY2012	FY2013	2014Est	Proj2015
Incoming Funds	\$ 12,071	\$ 77,298	\$ 82,300	\$ 57,872	\$ 87,000
Outgoing Funds	(12071)	(68414)	(76398)	(42096)	(74165)
<b>Ending Balance of Funds</b>	<b>\$ -</b>	<b>\$ 8,884</b>	<b>\$ 5,902</b>	<b>\$ 15,776</b>	<b>\$ 12,835</b>

Gate Fees	\$ -	\$ 29,625	\$ 33,264	\$ 45,300	\$ 60,000
Merchandise Sales	4,020	23,614	22,571	6,113	20,000
Donations	8,051	24,059	26,465	6,459	7,000
<b>Incoming Funds</b>	<b>\$ 12,071</b>	<b>\$ 77,298</b>	<b>\$ 82,300</b>	<b>\$ 57,872</b>	<b>\$ 87,000</b>

Shirts/Merchandise	\$ 2,300	\$ 10,654	\$ 17,905	\$ 7,022	\$ 7,500
Trophies	-	6,150	-	-	0
Screen Printing	-	4,100	6,891	-	0
Webpage	-	150	2,052	2,295	2,165
Donations	-	42,120	45,000	22,000	45,000
Other expense (inc. Advertising)	9,771	5,240	4,550	10,779	19,500
<b>Outgoing Funds</b>	<b>\$ 12,071</b>	<b>\$ 68,414</b>	<b>\$ 76,398</b>	<b>\$ 42,096</b>	<b>\$ 74,165</b>

**Budget for Strikes Baseball Tournament May 2015**

Radio Advertising	\$ 8,000	\$6,000 - ESPN Radio 4 weeks \$2,000 - KLAC 4 weeks
Print Advertisements	2,500	McKinney Magazine
Billboard Production Vinyls	3,000	
Social Media Advertising	2,000	
<b>Total Budget</b>	<b>\$ 15,500</b>	

INTERNAL REVENUE SERVICE  
P. O. BOX 2508  
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

DATE: FEB 06 2012

STRIKES AGAINST CANCER  
C/O ADAM M COX  
6800 COUNTY RD 995  
MCKINNEY, TX 75071-1923

Employer Identification Number:  
27-4491058  
EIN:  
17051356317001  
Contact Person:  
ROGER W VANCE ID# 11173  
Contact Telephone Number:  
(877) 829-5500  
Accounting Period Ending:  
December 31  
Public Charity Status:  
170(b)(1)(A)(vi)  
Form 990 Required:  
Yes  
Effective Date of Exemption:  
February 17, 2011  
Contribution Deductibility:  
Yes  
Addendum Applies:  
No

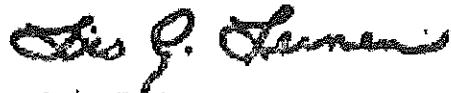
Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

Please see enclosed Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, for some helpful information about your responsibilities as an exempt organization.

Sincerely,



Lois G. Berner  
Director, Exempt Organizations

Enclosure: Publication 4221-PC

Letter 947 (DC/CG)

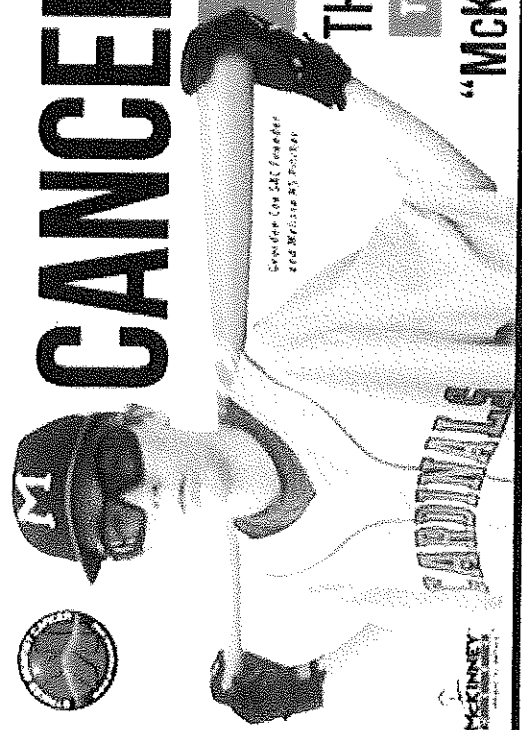
# **CANCER TOOK MY MOTHER.**

**AND I DECIDED TO FIGHT BACK!**

**THE STRIKE AGAINST CANCER BASEBALL TOURNAMENT**

**The First Weekend of Every May**

**"MCKINNEY'S 2X CHEVY HOMETOWN HERO OF THE WEEK"**



*DONATED BILLBOARD  
Campaign concepts. 2015*

# STRIKES AGAINST CANCER

Fighting Cancer One Strike at a Time!

all forms of Cancer


## Our Fight

Founded by an incredibly passionate, 11 year-old named Geordon Cox. Furious with the disease and how it had affected his family, Geordon put in the time and effort needed to create a lasting charity that would benefit cancer research as a Christmas gift to his mother (Lisa).

Geordon's mom, Lisa, is currently fighting endometrial and cervical cancer for the fourth time in four years! Unlike most young men, Geordon didn't feel sorry for himself.

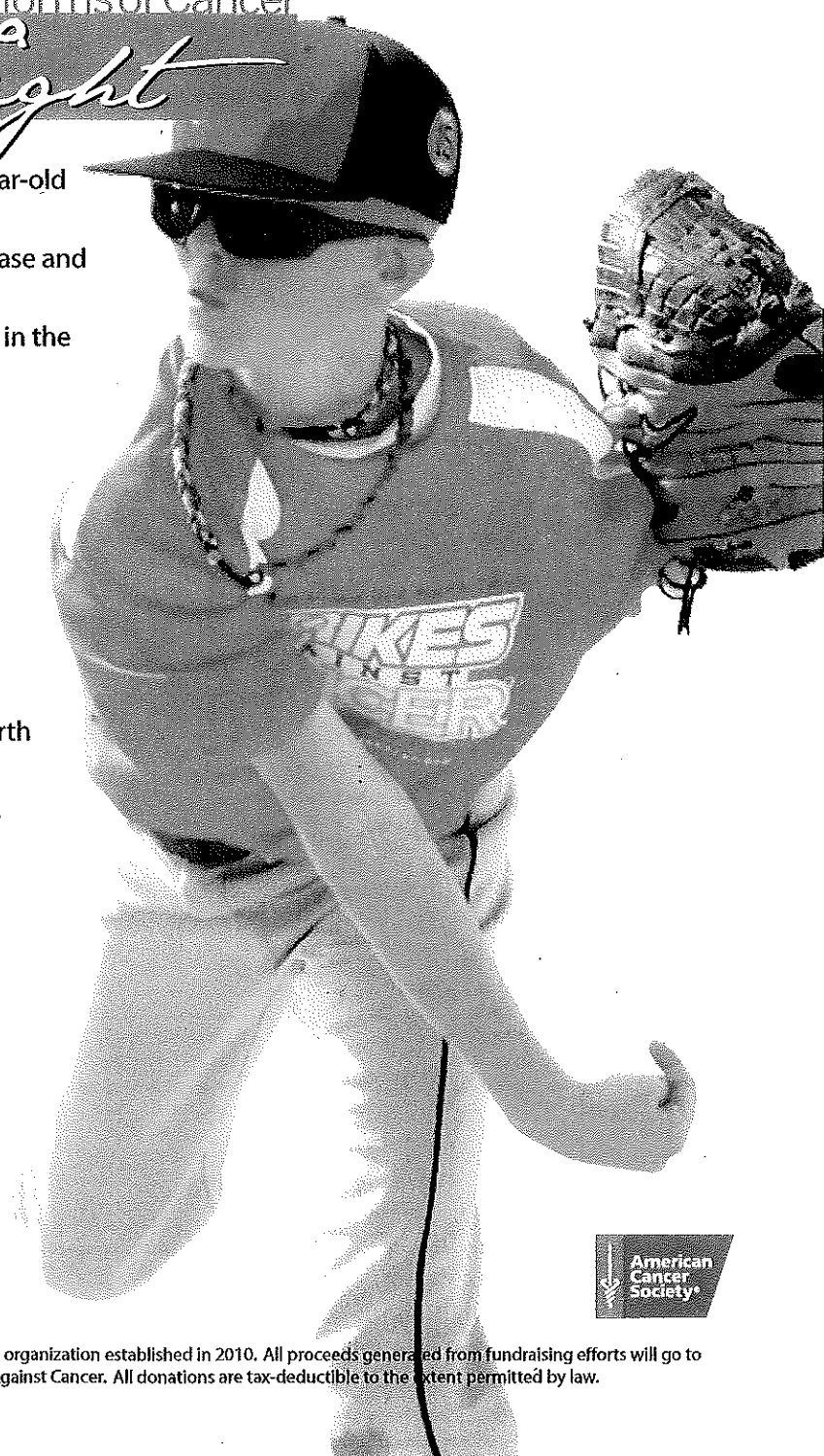
Instead, he used his energy and skill to formulate a plan, how to fight cancer

*One Strike at a Time!*

THE  FOUNDATION<sup>®</sup>  
for Cancer Research



**Non-Profit Organization:** Strikes Against Cancer is a 501(c)(3) organization established in 2010. All proceeds generated from fundraising efforts will go to benefit the V Foundation on behalf of Geordon's mission, Strikes Against Cancer. All donations are tax-deductible to the extent permitted by law.

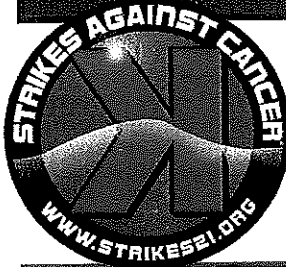


**DONATE NOW!**

GEORDON'S JERSEY #21. ESPN PUBLIC SERVICE ANNOUNCEMENTS.

**21 DOLLARS**

**NET DONATIONS WILL  
FUND CANCER RESEARCH**



**STRIKING BACK!**

*At 11 years-old, our Founder, Geordon Cox  
had a mission to help his mother battle  
cancer "One Strike at a Time!"*



**\$2 Donation  
Per Balloon.**

**BALLOON LAUNCH!**

*At 10:00 AM, at the Gabe Nesbitt 5-Plex and at  
6:00 PM at BOSTON'S Pizza join us for a Dedication  
"I THROW STRIKES FOR" Balloon Launch and meet  
the Strikes Against Cancer Founder, Geordon Cox, his  
Teammates, and friends he's played with since T-Ball  
that are now playing High School Baseball too!*

# Welcome Strikes Against Cancer Teams to the City of McKinney!

**DONATE NOW!**

**21 DOLLARS**

NET DONATIONS WILL  
FUND CANCER RESEARCH

Hundreds of Teams are coming into the City of McKinney the First Weekend of Every May to support our Hometown Kid who lost his mother to cancer & decided to do something about it! Fight Cancer One Strike at a Time!®

[www.strikes21.org](http://www.strikes21.org)

THE FOUNDATION®  
for Cancer Research

American  
Cancer  
Society®

**MCKINNEY™**  
M C D C

Unique by nature.™

**ESPN DALLAS**

*Strikes Against Cancer  
Founder, Geordon Cox, now  
Melissa High School Pitcher*



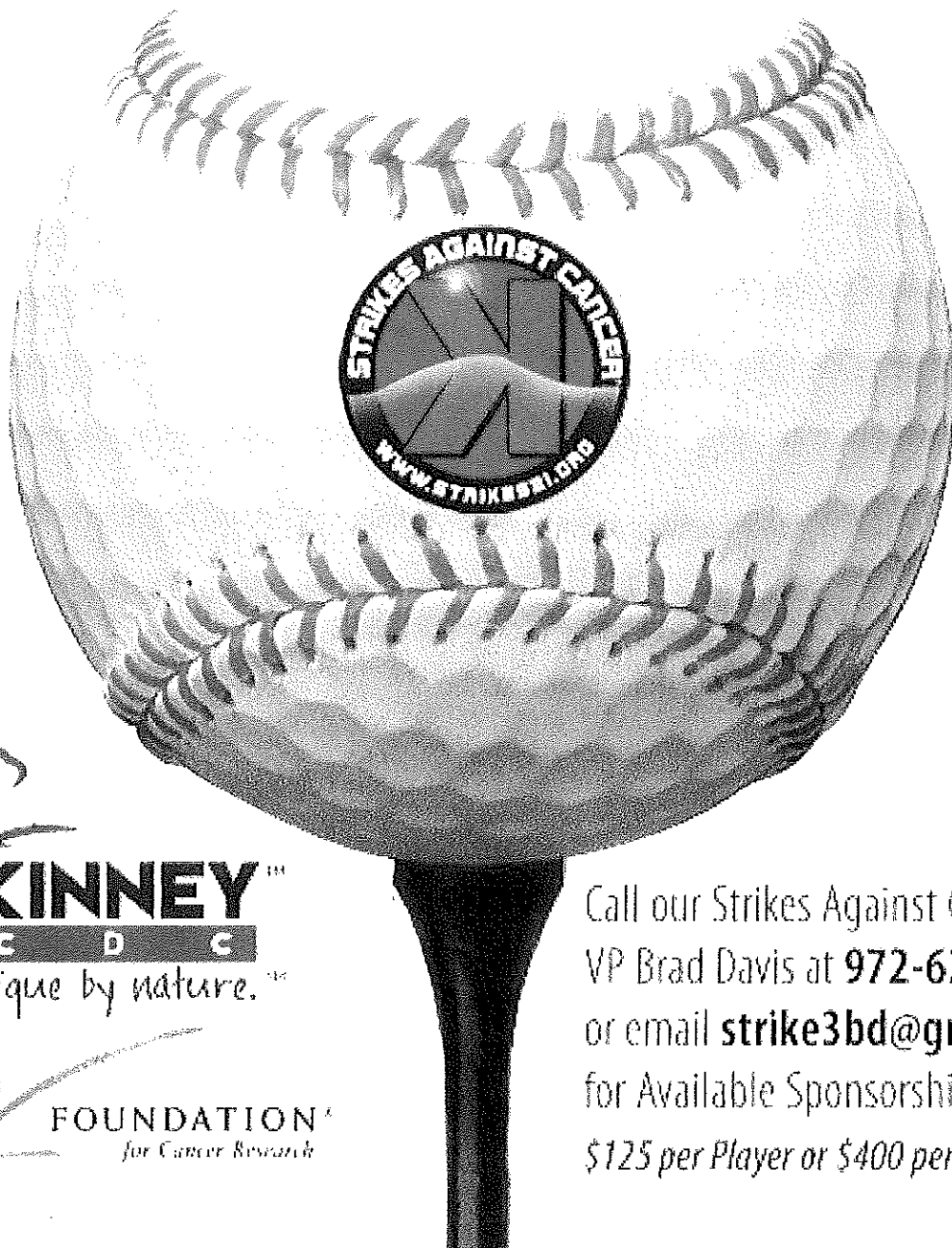
# *Strike the Green!*

**STRIKES AGAINST CANCER'S**

Inaugural Benefit Golf Tournament held at

*El Dorado Country in McKinney*

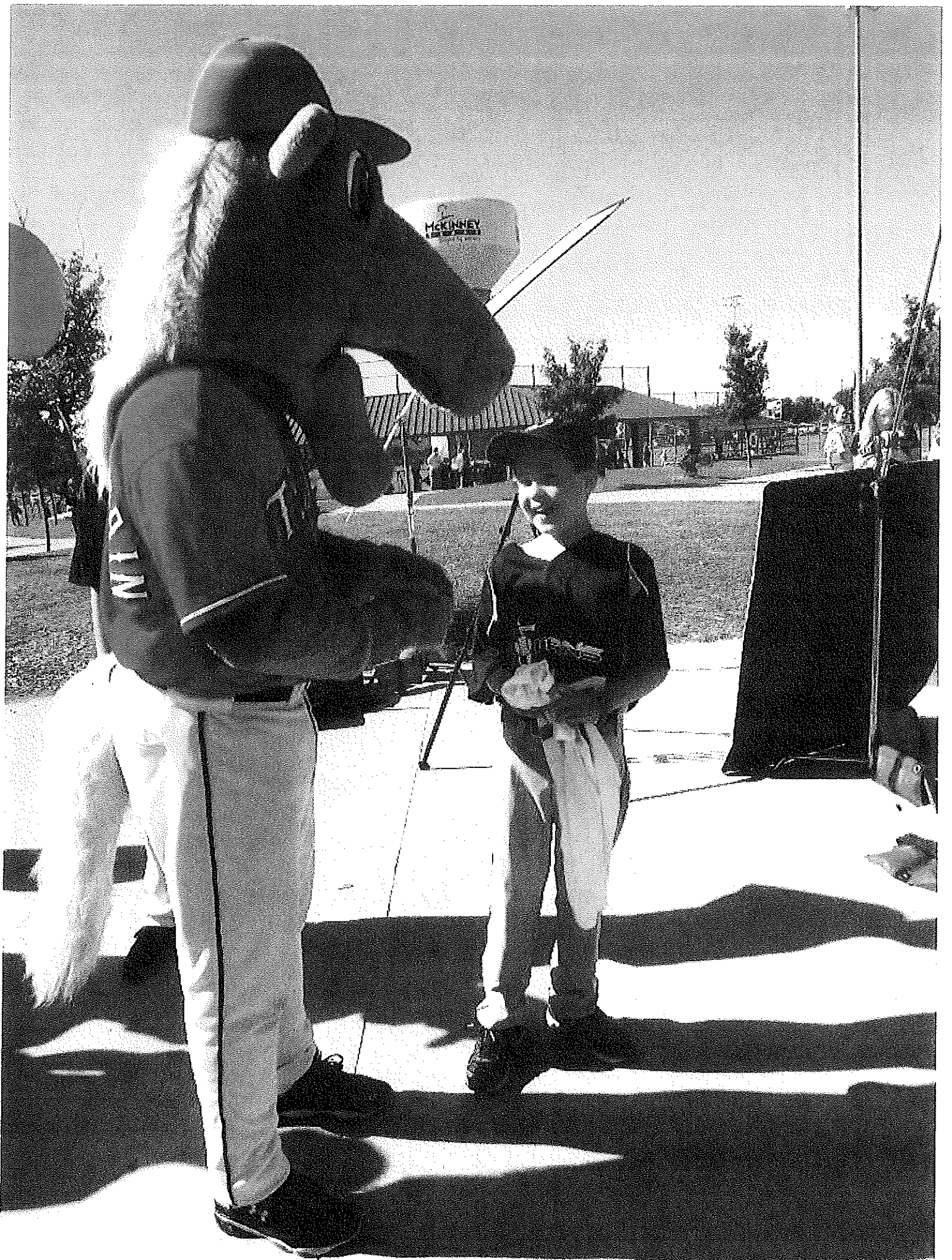
October 27th, 2014

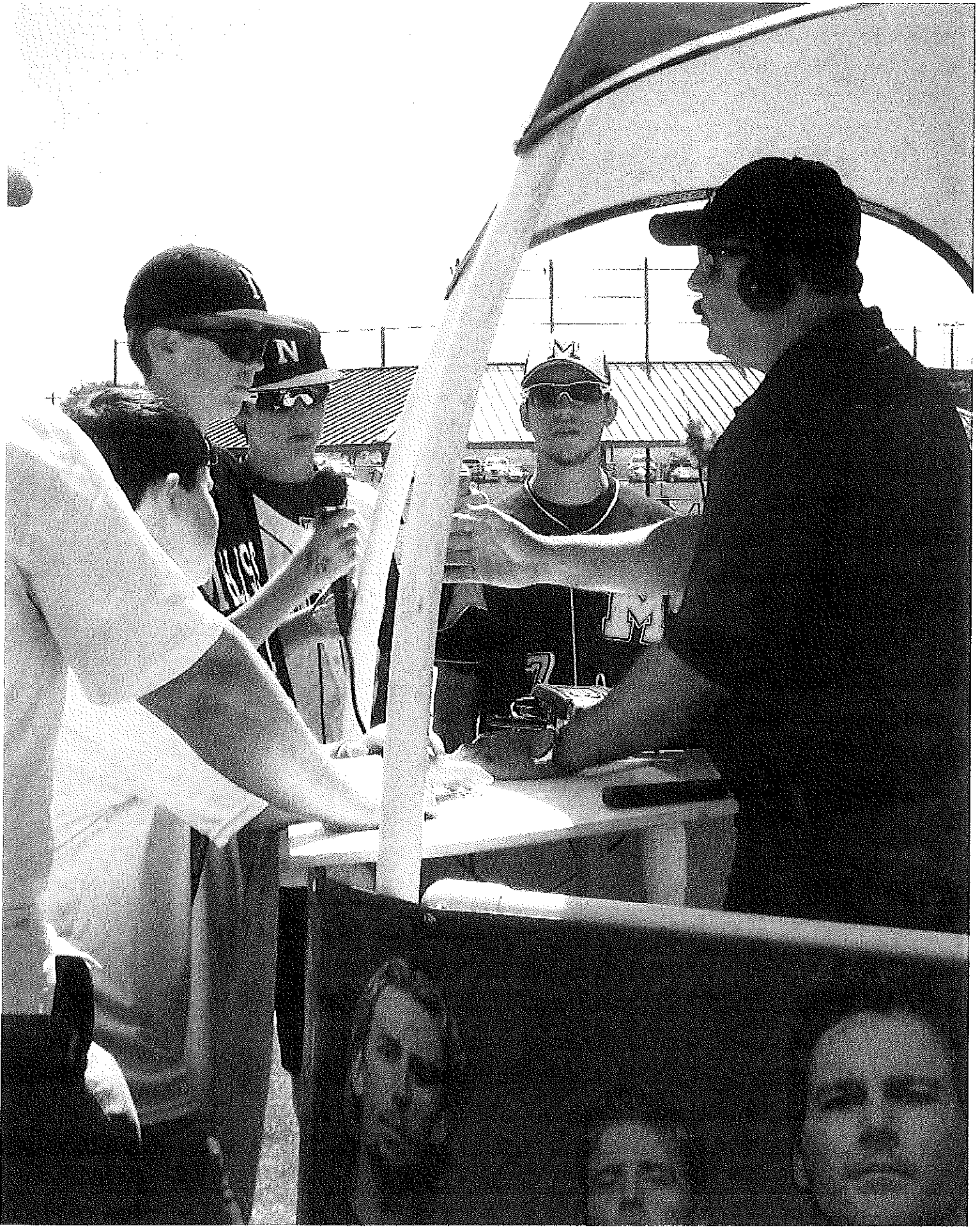


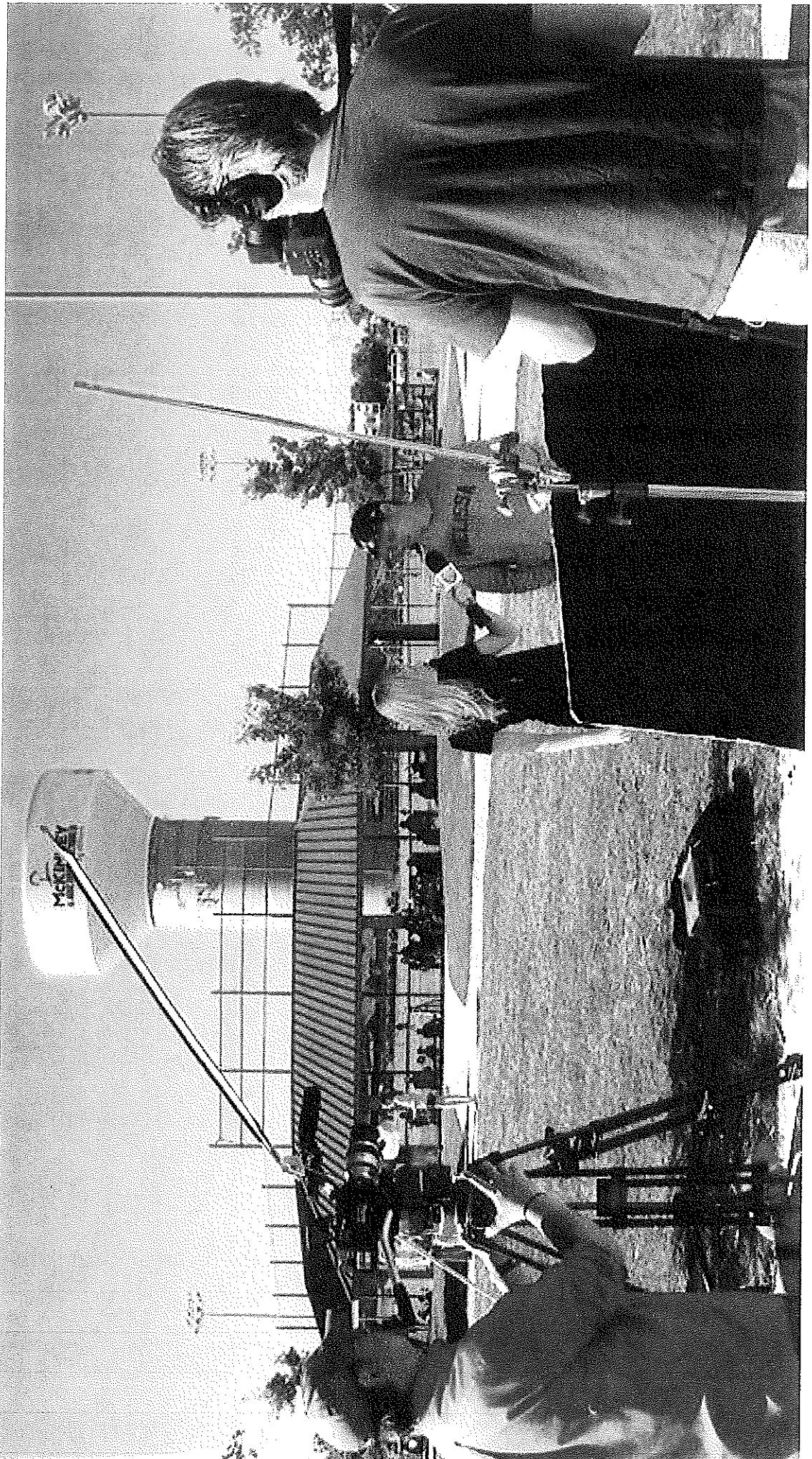
Call our Strikes Against Cancer  
VP Brad Davis at **972-623-7175**  
or email **strike3bd@gmail.com**  
for Available Sponsorship Levels.  
*\$125 per Player or \$400 per Team.*











**AGAINST**

THE

STRIKES

ALCSO

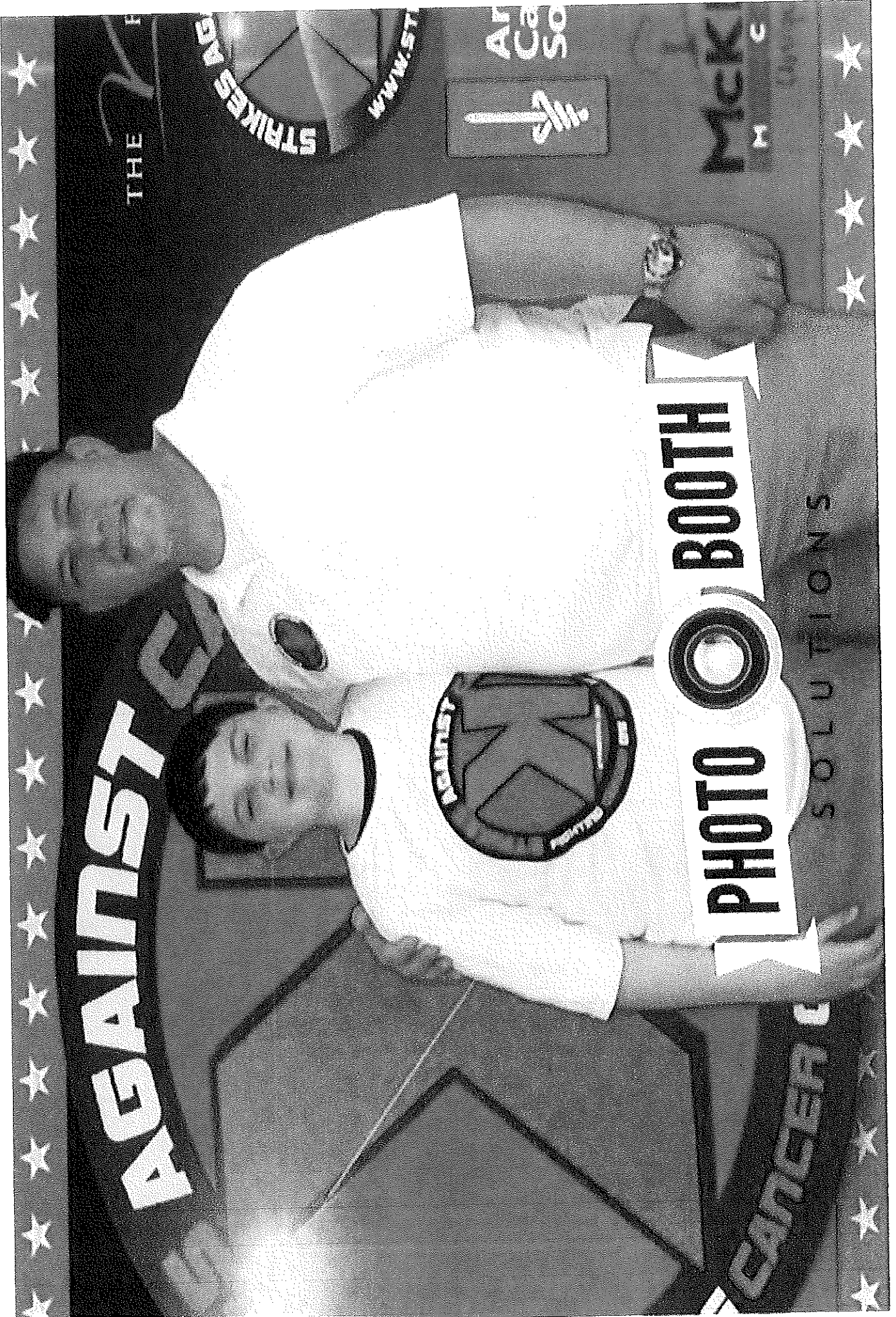
MICK

**PHOTO BOOTH**

**PHOTO**

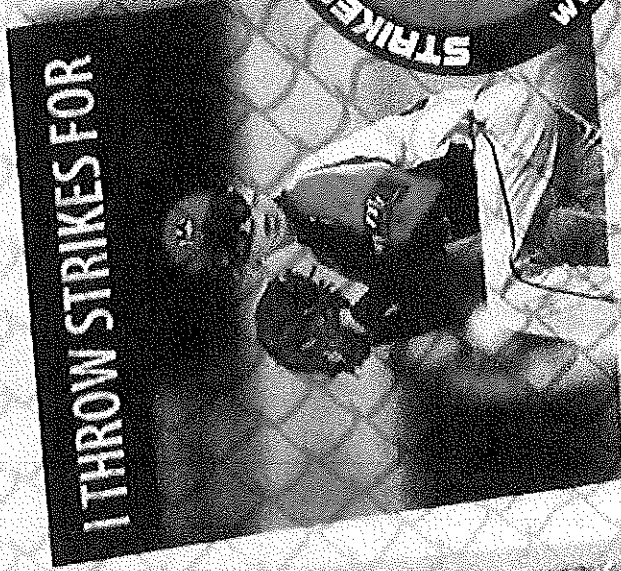
SOLUTIONS

**CANCER**

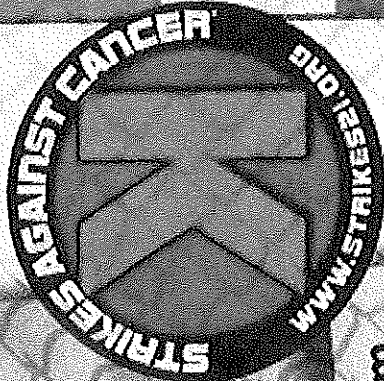


# STAKES AGAINST CANCER TOURNAMENT

The First Weekend of Every May



Lisa Cox, My Mom



**DONATE NOW!**

**21 DOLLARS**

NET DONATIONS WILL  
FUND CANCER RESEARCH

[www.strikes21.org](http://www.strikes21.org)