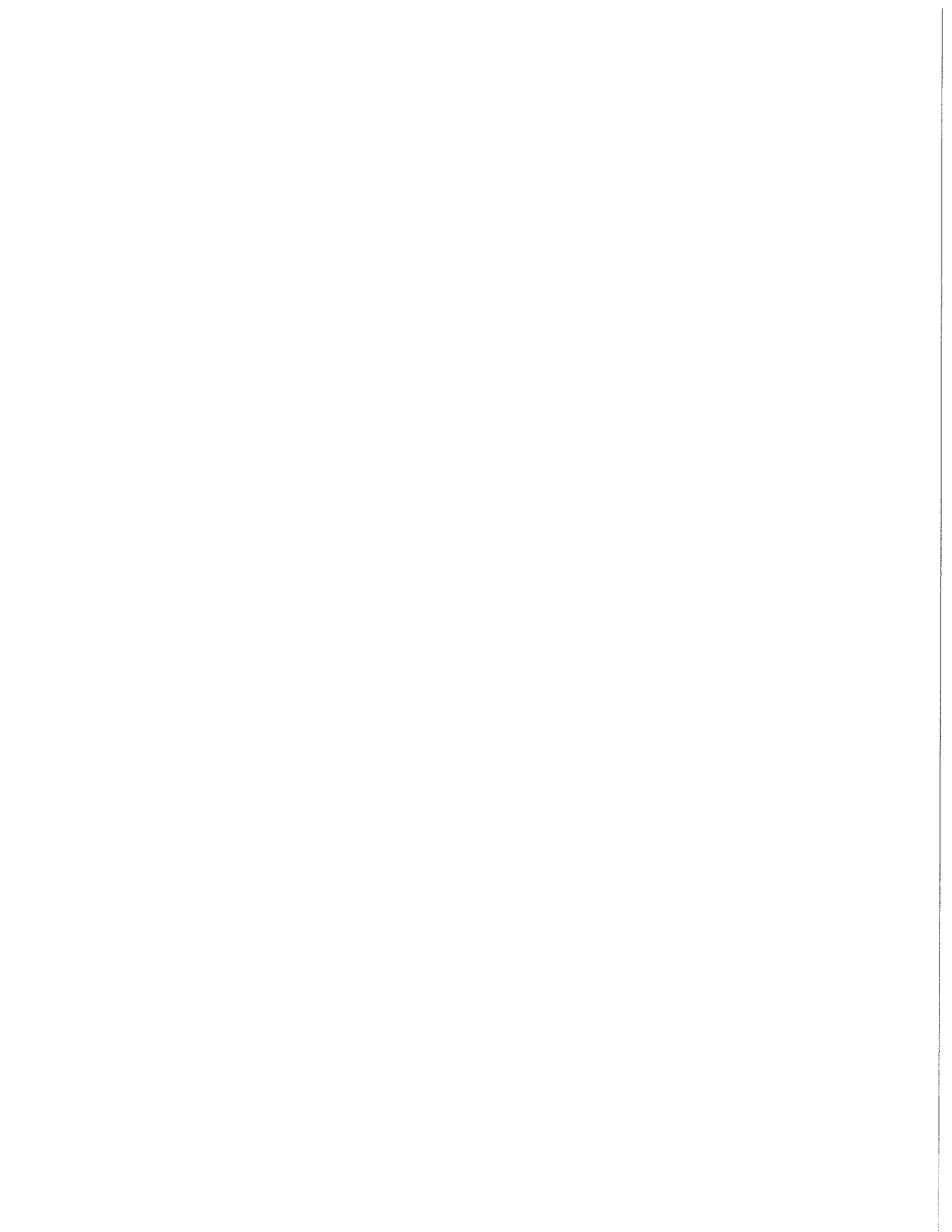
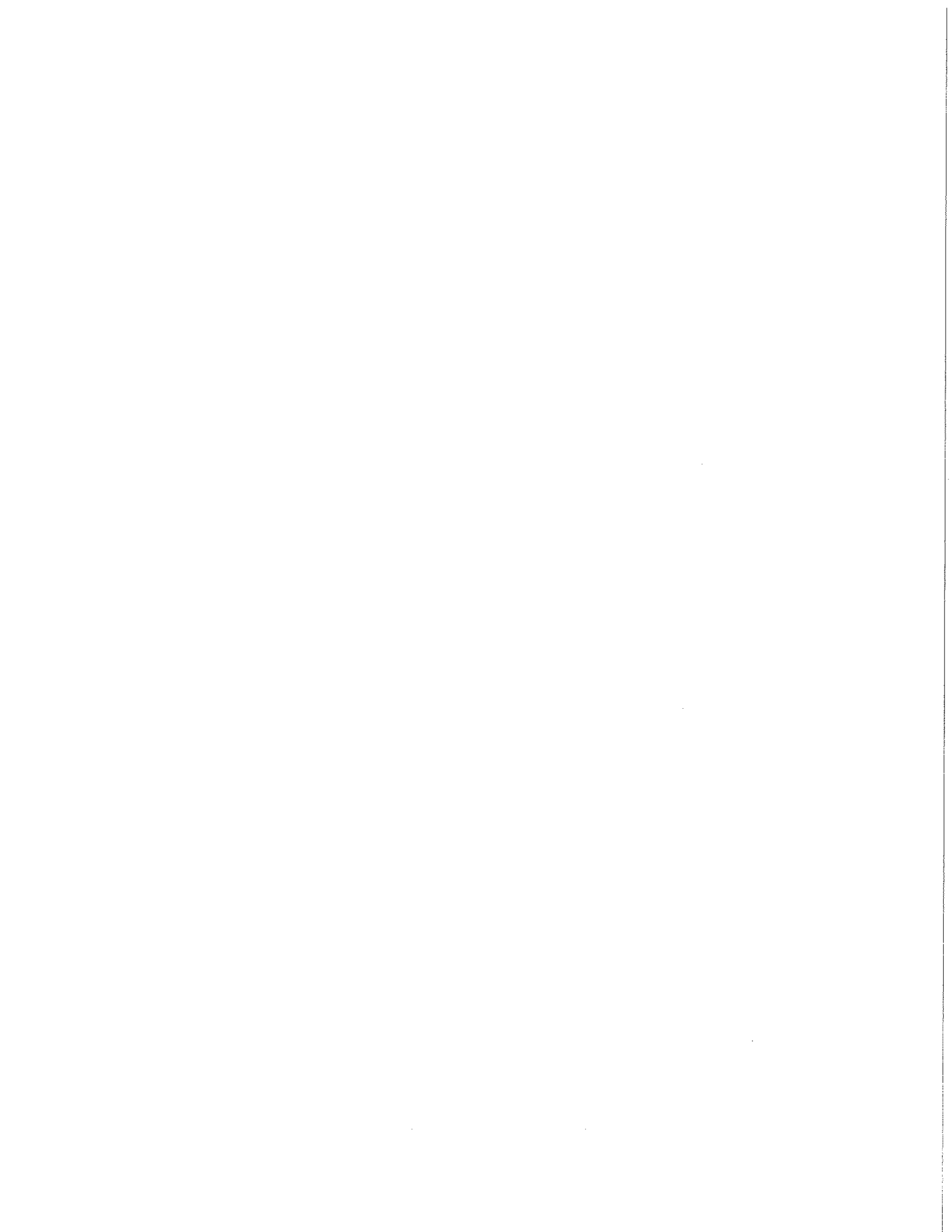


Especially Needed







**McKinney Community Development Corporation  
Grant Application for**

**ESPECIALLY NEEDED's 1<sup>st</sup> Annual**

**"Celebrating Our Differences" Family Fun Event at The Ballfields at Craig Ranch**

1. The mission of Especially Needed is to build a strong community where individuals with special needs are valued, respected and included. This corporation is organized exclusively for charitable purposes as specified in Section 501(c)3 of the Internal Revenue Code.

The purpose of this corporation is:

- Offer community events, workshops and literature to better educate people in the community on the types of disabilities as well as proper communication and how to eliminate prejudices and discrimination against the special needs population.
- Host several events and activities throughout the year in a fun, loving and stress free environment where individuals with developmental and intellectual disabilities and their families are included and treated equally.
- Provide quality educational programs and services at a minimum or no cost to the individual or family with a disability.
- Provide an outlet of resources and information for families and individuals to ensure that people with special needs are aware of all the services that are being offered to them and their families.

Families come from all over North Dallas and the Collin County to the City of McKinney to attend our special events. The organization was formed a little over 4 years ago and we put a great amount of time and effort into these events. We are constantly spreading the word to as many families as possible. Our current list of families is over 800 and is growing. About 35% of the families are from McKinney, another 30% from Frisco, 15% from Allen, 10% Plano and the remaining 10 percent are from cities further than 30 miles from McKinney.

The event for which our organization is requesting funds:

**1st Annual "Celebrating Our Differences" Family Fun Community Event**

**II. Event outline and details:**

This event will be held on October 4<sup>th</sup>, 2014 at The Ballfields at Craig Ranch. The target audience will be families from McKinney and surrounding cities. This will be our first event that is open to everyone and not just individuals with special needs and their families. The main purpose of this event is to bring awareness to the community regarding how many families locally are differently abled and also how to stop bullying and recognize that we are unique and different.

This will be our first year to hold this event but based on attendance from our past events we would expect around 5,000-10,000 people to attend. We assume that if 1,000 people attend our events that are limited to families with special needs then we can estimate that 5-10K will attend this event since it is open to everyone. Also, because it is bringing awareness to a topic many people can empathize with (having a special need, being different, having a family member who is "different" and for those who have been bullied because they are different or have a special needs). We would expect 50% of attendance will be McKinney Families, 30% Frisco and the remaining 20% would be families from Plano, Allen and other surrounding cities based on past events.

Just like all of our events, because of dozens of volunteers within the community and contributions from sponsors, the event will be completely FREE to attend! Food will be available for purchase onsite and tickets will be required for some activities.

**Some of the planned activities are:**

There will be something for everyone at this "Celebrating our Differences" family fun event.

We plan to have a great entertainment lineup with local talent and a musical acts (Emerald City Band could be main show) all leading up to and amazing fireworks display (possibly sponsored by Angels of Care). Various vendors will be onsite for awesome food and beverage needs. Kids can enjoy bounce houses and play structures in the Kid Zone and get creative with crafts at our craft tents.

We will be reaching out to McKinney Key Clubbers as well as PALS group (Peer Assistance Leadership Program) in MISD and surround ISD's to offer teen friendly games and booths to talk about how to stop bullying.

We also plan to have Hi Profile speakers to talk about bullying and/or sign autographs.

A full schedule plus other important information such as parking, activities and sponsor information will be available via our website and will be user friendly.

Below are some comments I received from families and volunteers that have attended our events in the past:

Heather,

Our family had a wonderful time Saturday evening at the carnival. Thank you for organizing this wonderful event!

Thank you again,

**Jennifer Johnson**

Resource Reading

Staley Middle School

Thanks for all the planning you and all the other people involved did for the carnival. Our family had a great time.  
Laurie Wainscott

Hi Heather,

We were able to attend the event on Saturday. What a great time! It was really a treat! Everything was great and well planned. Lucas had a great time!

Becky Chretien-Caillier

We had a wonderful time at the carnival. Thank you so much for all your hard work! My kids loved it!  
Hallie Winters

Heather,

This message is to let you know how much the children enjoyed the carnival. Thank you and all the members of Especially Needed for carrying out such a great event. We are very grateful to all the sponsors and volunteers present that made the event so special!

Sincerely,

Maricela Reyes

*"Heather, just went to your Fall Carnival last night and had the best time of our lives! It was a beautifully put together event filled with wonderful people - can't wait to take the whole family to your next event!"*  
Ryan Herzog - Parent

"You went above and beyond!!! Truly did a wonderful, incredible job with the carnival!!! Everyone I spoke with there had a wonderful time and the children were all so happy, and that's what it was all about. All of the children had such bright happy smiles. Over the past several days I have also heard from many parents in the community and others.... word is spreading! I just wanted you to know how much your efforts are appreciated. Thank you so much for all the time you have devoted. And I have to tell you, my husband was so impressed and a little bit speechless."  
~Jamie Penlin - Parent

John Snell (volunteer) on Facebook  
"Awesome event last night, Heather! It was such a blessing to see all the smiles and laughter on the kids' faces!"

Carin Duclos (Parent) on Facebook  
"Had a wonderful time at the Especially Needed Fall carnival Saturday night. Thank you!"

Thank you so much! This sounds like a fantastic community event!  
Shelley

### **How this event will advance the mission and strategic goals of MCDC and how it will impact the community.**

By hosting an event that brings awareness to something that a large portion of our community deals with on a daily basis as well as promoting inclusion we strengthening our community and providing a fun concert event (which is an amenities to McKinney) and improves quality of life  
Families with children who have special needs will consider moving their residence to McKinney because we advocate for individuals with special needs which contributes to business and economic development by increasing our population within McKinney

Attracting out of town visitors to our city  
Several members of our community either have a family member with special needs or they have a friend, coworker or they know someone with a special need. Also, several families in McKinney and surrounding cities support Especially Needed and our initiates and would attend an event like this. Therefore, several families from Frisco, Allen, Plano and other surrounding cities would be attending this event.

Not only unique by nature; this event is very unique.  
I have never seen an event like this. Our organization has been contacted by several businesses that are interested in helping with future events or becoming sponsors because there are not many organization (can't think of any) in the North Dallas area that focuses on events specifically for the special needs community.

Promotes a sense of inclusion in the community which in turn enhances the quality of life in McKinney for families with special needs.

We will be bring awareness to the bullying issue that is being faced nationwide which will have a positive impact on MISD and decrease the chances of bullying.

According to abilitypath.org:

"Research conducted has demonstrated conclusively that children with disabilities are significantly more likely than their peers to be the victims of bullying. The statistical rate of bullying for this demographic is wide ranging. A study in the British Journal of Learning Support (2008) found that 60 percent of students with disabilities reported being bullied compared to 25 percent of the general student population. According to researchers Wall, Wheaton and Zuver (2009) only 10 studies have been conducted in the United States on bullying and developmental disabilities. All studies found that children with disabilities were two to three times more likely to be victims of bullying than their non-disabled peers. In addition, the researchers found that the bullying experienced by these children was more chronic in nature and was most often directly

related to their disability.

In a landmark study conducted in 1994, researchers found that children with visible physical conditions or disabilities, such as cerebral palsy and Down syndrome, are more likely to be called names or aggressively excluded from social activities (Olweus, 1994). Other researchers have discovered that students with 11 disabilities were more worried about school safety and being injured or harassed by peers, compared to students without a disability (Saylor & Leach, 2009).

In 2009, the Massachusetts Advocates for Children in a survey of nearly 400 parents of children with autism across the state found that 88 percent of children with autism have been bullied at school ranging from verbal abuse to physical contact.

In Connecticut, Julie Swanson, an advocate for families with special needs and her colleague, Jennifer Laviano an attorney in private practice who represents children and families with special needs, joined forces with other parents to persuade the State Department of Education, to begin to track the number of incidents of bullying and the child with special needs. Julie stated that while there is no "official" data being kept on the incidence of bullying among kids with disabilities, the incoming call data reflected a disturbing trend: more than 50 percent of the complaints involved a student with an IEP, or a disability. The unofficial conclusion is that there is a disturbing, disproportionate occurrence of bullying among students with disabilities.

### **Event Budget:**

Items expected to be donated:

Venue – Donated by Ballfields at Craig Ranch

Stage – City of McKinney

Based our previous events we would expect to spend(or have covered through sponsorship and donations) approximately \$23,600 which would include the cost of the following:

Fireworks - approx.. \$7,500

Entertainment (Emerald City) \$8,000

Security \$750.00

Signage and directional - \$600

Bounce Houses- \$500

Photo Booth – \$400

Face Painters - \$500

Crafts for craft tent - \$500

Tables and chairs = \$400

Tents and installation - \$3000

Parking attendants-\$500

City fees -\$950 (firework permit and food permit and event permit)

Food and beverages provided through various vendors.

Items possibly covered by MCDC Community Grant:

- Ad in the McKinney Magazine for \$1800.00
- Radio Advertisement: KISS FM 800.00
- Carnival Ad and Flyer Design and all flyers \$500.00
- Signs with MCDC logo \$2000
- Web Design \$300.00
- T-Shirts and Cups \$ 4600

Total event cost (including expected donations)	\$33,600 (through sponsors and donations)
Total requested from MCDC	\$10,000

#### IV. Marketing and outreach

We will be advertising in local magazines (McKinney Living), placing flyers throughout the community in several businesses, restaurants, schools, daycares etc. We will also be advertising on local radio station(s). Our organization has been in McKinney for over 4 years and has positive relationships with several business, individuals, organizations and families.

Metrics to evaluate success - We will require families to sign a waiver upon entering the event which will provide us with an accurate head count as well as what city they are from

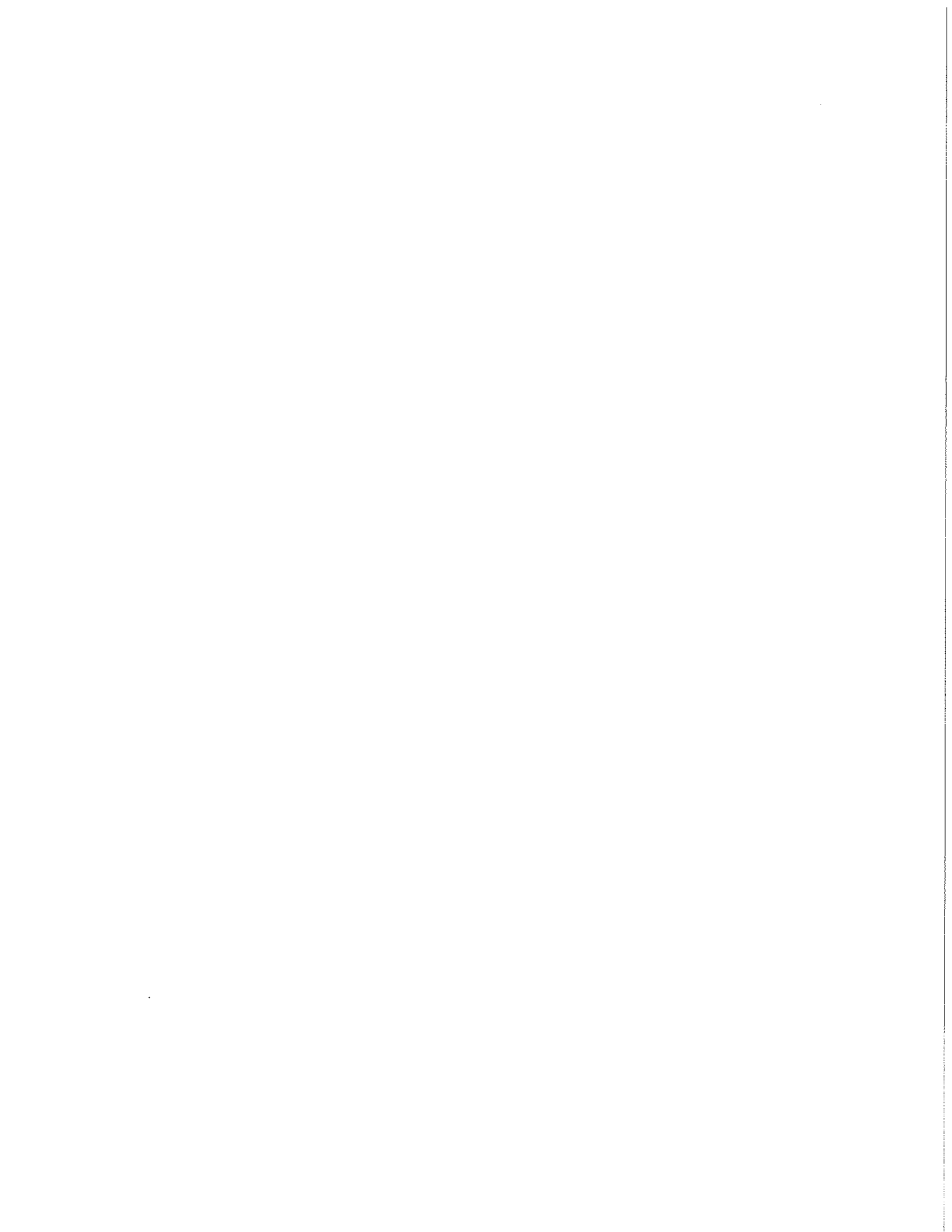
This concludes this grant application.

Thank you for your time!  
Heather Astuto  
Founder of Especially Needed

especially  needed

**“Celebrating our differences. Celebrating life!”**





# MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

## Grant Application

Fiscal Year 2014

**IMPORTANT:**

- Please read the McKinney Community Development Corporation Grant Guidelines prior to completing this application.
- Application is available at [www.mckinneycdc.org](http://www.mckinneycdc.org); by calling 214.544.0296 or by emailing [cgibson@mckinneycdc.org](mailto: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](http://www.mckinneycdc.org), by calling 214.544.0296 or emailing [cgibson@mckinneycdc.org](mailto: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 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 3, 2014	January 2014	February 2014
Cycle II: June 30 2014	July 2014	August 2014

**Project Grants:**

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: January 31, 2014	February 2014	March 2014
Cycle II: April 30, 2014	May 2014	June 2014
Cycle III: July 31, 2014	August 2014	September 2014

## APPLICATION

### ORGANIZATION INFORMATION

Name: Especially Needed

Federal Tax I.D.: 27-2285213

Incorporation Date: June 16, 2010

Mailing Address: 1300 Westmont Dr

City Mckinney

ST: TX

Zip: 75070

Phone: 214-499-3439

Fax:

Email:

heather@especiallyneeded.org

Website: www.especiallyneeded.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: None

### REPRESENTATIVE COMPLETING APPLICATION:

Name: Heather Astuto

Title: Founder

Mailing Address: 1300 Westmont Dr

City: Mckinney

ST: TX

Zip: 75070

Phone: 214-499-3439

Fax:

Email:

heather@especiallyneeded.org

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

Name: Heather Astuto

Title: Founder

Mailing Address: 1300 Westmont Dr

City: McKinney

ST: TX

Zip: 75070

Phone: 214-499-3439

Fax:

Email:

heather@especiallyneeded.org

**FUNDING**

Total amount requested: 10,000

**PROJECT/PROMOTION/COMMUNITY EVENT**

Start Date: 10/25/2014

Completion Date: 10/25/2014

**BOARD OF DIRECTORS** *(may be included as an attachment)***Heather Astuto**                      **President****Carrie Strimel**                      **Treasurer****Becky Zeno**                      **Secretary****LEADERSHIP STAFF** *(may be included as an attachment)***Karla Larraga**                      **Volunteer Coordinator****Amanda Coffey**                      **Resource Chair****Lisa Guiffalt**                      **Member at Large**

**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.

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

**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.
- **For Promotional Grants/Community Events** – describe how this initiative will promote the City of McKinney for the purpose of business development and/or tourism.
- Describe how the proposed Project/Promotion/Community Event fulfills strategic goals and objectives for the organization.
- Please also include planned activities, time frame/schedule, and estimated attendance and admission fees if applicable.
- What is the venue/location for Project/Promotion/Community Event?
- Provide a timeline for the Project/Promotion/Community Event.
- Detail goals for growth/expansion in future years.

**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/Promotion/Event will enhance quality of life and further business and economic 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 business and economic development within McKinney
- Strengthen relationships with our partners
- Maintain financial sustainability
- Educate the community about the impact of MCDC investments on quality of life in McKinney

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

**What is the estimated total cost for this Project/Promotion/Community Event?**

**\$20,000**

**(Please include a budget for the proposed Project/Promotion/Community Event.)**

**What percentage of Project/Promotion/Community Event funding will be provided by the Applicant? Zero – Funded through sponsors & donations.**

**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** *If so, please list entity, date of request and amount requested.*

### **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.

### **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.

### **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% will 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**

**Representative Completing Application**

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Signature

Printed Name

Printed Name

Date

Date

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