

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

Grant Application

Fiscal Year 2016

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: Especially Needed

Federal Tax I.D.: 27-2285213

Incorporation Date: 06/2010

Mailing Address: 10121 Waterstone Way

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:

REPRESENTATIVE COMPLETING APPLICATION:

Name: Heather Astuto

Title: President/Founder

Mailing Address: 10121 Waterstone Way

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: Same as above

Mailing Address:

City:

ST:

Zip:

Phone

Fax:

Email:

FUNDING

Total amount requested: 9000

Matching Funds Available: no

PROJECT/PROMOTION/COMMUNITY EVENT

Start Date: 10/29/16

Completion Date: 10/29/16

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

President/Founder **Heather Astuto**

Vice President **Nechole Whitlock**

Secretary **Cristine Ruiz**

Treasurer **Carrie Strimel**

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

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

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.
- 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.

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

\$ See attached

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

What percentage of Project/Promotion/Community Event funding will be provided by the Applicant? 35%

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.*

We host a resource fair during the event in which organizations and businesses that provide services to our special needs families can take part for a small registration fee. This is how we raise the remaining amount of money needed for the event.

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.
None

IV. 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.

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;
- 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.

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

Heather Astuto
Printed Name

10/29/16
Date

Representative Completing Application

Signature

Heather Astuto
Printed Name

10/29/16
Date

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



**McKinney Community Development Corporation
Grant Application for**

ESPECIALLY NEEDED's 7th Annual Fall Carnival

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 6 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 1300 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:

7th Annual Fall Carnival (for individuals with special needs and their families)

II. Event outline and details:

This event will be held on October 29th, 2016 at Stonebridge United Methodist Church in McKinney. The target audience will be families in McKinney and surrounding cities that have children or relatives with special needs. Last year was our 6th consecutive year to host the event and we had approximately 325 families (1000-1250 people) attend. There were families from several neighboring cities.

We will offer this event to families at no charge as long as an adequate amount of funds are raised. If we discover we are short on funding as the event date nears we may need to charge an admission price. This price would be no more than \$5.00 per family.

Some of the planned activities are:

At least 10 carnival booths/games (sand dig, ring toss, fishing game, can knock down, bean bag toss and more). We will also have a train and attendant to take the children around the vicinity of the church parking lot.

We will be hiring a face painter, balloon artist, and will have a petting zoo, cake walk, pumpkin painting, bounce houses, fire engine from McKinney Fire Dept. and representative from the McKinney Police Department that will hand out safety items. Several volunteers will be dressed in kid friendly costumes.

Trick or Treat Street was an activity enjoyed by all of the children. Volunteers were posted behind the pretend houses with buckets of candy. By allowing the children to actually walk up to a door and knock, the entire experience became even more real.



To view more photos click on the following link:

http://especiallynneeded.smugmug.com/Event/Fall-Carnival-2014/33037939_3TQn4m

We will serve pizza, nachos, pickles, popcorn, cotton candy and drinks.

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

Heather, I brought my daughter Stephanie, to the carnival, along with family and friends. My daughter is 40 years old, of course, her mental age is very much younger, as she is unable to read or write. I have been in McKinney for nine years, praying something would be available in McKinney for young adults. In the past, we have gone to both Allen and Plano for her to enjoy socializing with other young adults. I know of nothing in McKinney. A good time was enjoyed by all. Have a blessed evening, Jackie

Heather,

Our family had a wonderful time Saturday evening at the carnival. Thank you for organizing this wonderful event! It was so nice to go somewhere where we knew we could relax and not worry about people staring if our son had a meltdown.

Thank you again,

Jennifer Johnson

Resource Reading

Staley Middle School

Heather

Please let me know when you plan next event, also I'm handy with drawing and calligraphy if any of those needs arise, Jordan had a great time, as did I!

Drew Miner

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!"

Just wanted to tell you THANK YOU so much!! We all had a wonderful time and was great to see other families we knew and to meet some new ones.

With many, many Blessings,
Kim and Family

Heather, we discovered your carnival from the Dallas Child website. We are going to be in the area & thought it sounded like a great event for our family! We have a 9-yr-old daughter with cerebral palsy. We are wondering if any of the food or carnival games will cost so we can come prepared!

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

I am fortunate to have the opportunity to visit with many of these families and I tend to hear similar comments. They simply don't get out much in the community or go to a lot of the public events because it can be difficult for them. Location or parking can be a problem or the children may have an episode or issue dealing with their disability and other families/kids will stare or comment. They enjoy being able to meet families with similar experiences. Many of these families have never been to McKinney before. By holding events like these it is just another way we make McKinney unique.

Our organization has been contacted by several businesses that are interested in helping with future events or becoming sponsors. I am not aware of any other organization in the North Dallas area that focuses on events specifically for the special needs community.

III. Financial

In 2015 the total cost for this event was approximately \$8,000.

Food \$800

Facility Fee \$200

Tents \$800

Candy \$800

Entertainment (Train, Zoo, Face painter, Bounce House, music) \$5400

Items that were purchased with MCDC grant money in 2014 were:

- Ad in the McKinney Magazine for \$1044.00
- Carnival Ad and Flyer Design and flyers and maps \$557.60
- T-Shirts, LED Star prizes and banner \$6905.

2016 Event Budget:

Expenses that could be covered by grant (marketing items). All items will have the MCDC logo

Cups with logo	700.00
Signage at event	500.00
Webpage assistance	300.00
Local magazine ads	1800.00
Balloons with logo	250.00
T-shirts	3150.00
Flyers	400.00
Misting light up fans with MCDC logo	400.00
Balloon marker (large helium balloon to help people locate the event)	300.00
Stuffed Animals (i.e. carnival booth prizes)	400.00
Photo frames with MCDC logo and carnival date	300.00

Total event cost (including expected donations)	\$13,000
Total requested from MCDC	\$9000.00

Any revenue expected for this event would be from the booth fees that we charge local special needs vendors who will be attending the resource fair part of the event. We also expect around \$2000-3000 in donations and around 3000 for vendor fees. We expect about \$5000 in sponsorship from business and individuals sponsoring games.

IV. Marketing and outreach

Our organization has contacts with all of the surrounding ISD's Special Education Departments and we are able to distribute flyers home to parents that way. We plan to place event information in the local community magazines and websites. If possible we would like to have a few radio announcements. Currently our email list consists of over 1300 families with special needs. Every event we host our database grows larger and larger.

Here is the breakdown of families by city for the 2015 carnival:

Allen – 27 families	Frisco – 44	Sachse - 3
Anna – 6 families	Garland – 5	Trenton - 1
Arlington – 2	Grand Prairie- 1	Tyler - 1
Aubrey – 1	Greenville – 5	Wilmer - 1
Carrollton – 5	Gun Barrell – 1	Wylie -2
Cedar Hill – 3	Irving – 5	Approx. 50 walkins
Celina – 3	Little Elm - 6	
Coppell – 2	Lucas – 3	Total: Approx 320 families
Crossroad – 1	McKinney - 74	
Cumby – 1	Melissa - 7	
Dallas – 13	Mesquite - 2	
Danger – 1	Plano - 23	
Fairview -3	Richardson - 6	
Farmersville – 1	Rockwall - 2	
Flower Mound – 2	Rowlette – 5	

Planned metrics to evaluate success – as in the past we will be utilizing Eventbrite for families to register. This site requires families to RSVP for the event to ensure that we are adequately prepared with enough food, activates and volunteers for the event. The information we require when the families register is their address so that we know exactly what city our attendees are from. We will have a check in area at the event to help maintain an accurate head-count for a ny walk in traffic.

This concludes this grant application.

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



“Celebrating our differences. Celebrating life.”

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

DEPARTMENT OF THE TREASURY

Date: SEP 18 2014

ESPECIALLY NEEDED
1300 WESTMONT DR
MCKINNEY, TX 75070

Employer Identification Number:
27-2285213
DLN:
17053182355044
Contact Person: ID# 31954
CUSTOMER SERVICE
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:
May 15, 2013
Contribution Deductibility:
Yes
Addendum Applies:
Yes

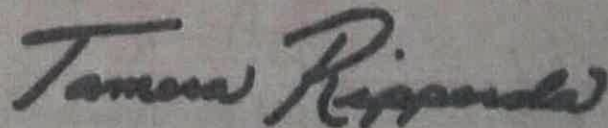
Dear Applicant:

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.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

Sincerely,



Director, Exempt Organizations