

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 <input checked="" type="checkbox"/>	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: Children and Community Health Center of McKinney

Federal Tax I.D.: 20-0637782

Incorporation Date: 2004

Mailing Address: 120 S. Central Expressway, Suite 102

City: McKinney

ST: TX

Zip: 75070

Phone: 972-547-0606

Fax: 972-547-0851

Email: sandy@cchc-vim.org

Website: www.cchc-vim.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: National Association of Free and Charitable Clinics, Lone Star Association of Charitable Clinics, North Texas Association of Charitable Clinics, Volunteers in Medicine, McKinney Chamber of Commerce

REPRESENTATIVE COMPLETING APPLICATION:

Name: Sandy Dickey

Title: Executive Director

Mailing Address: 120 S. Central Expressway, Suite 102

City: McKinney

ST: TX

Zip: 75070

Phone: 972-547-0606

Fax: 972-547-0851

Email: sandy@cchc-vim.org

CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:

Name: Sandy Dickey

Title: Executive Director

Mailing Address: 120 S. Central Expressway, Suite 102

City: McKinney

ST:TX

Zip: 75070

Phone: 972-547-0606

Fax: 972-547-0851

Email: sandy@cchc-vim.org

FUNDING

Total amount requested: \$5000

PROJECT/PROMOTIONAL ACTIVITY/COMMUNITY EVENT

Start Date: August 24, 2013

Completion Date: August 24, 2013

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

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

Sandy Dickey: Executive Director

Susan Kamath, RN: Volunteer Nursing Director

Yvonne Wernecke, FNP-C: Clinical Director

Dorrie O'Mara, Carol Staif, Silvia Hartman: Volunteer Coordinators

Dr. Richard Boatman: Volunteer Medical 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 Statement: The Children and Community Health Center of McKinney exists to provide basic health care and preventative health education to qualifying residents of Collin County.

This is provided free to all residents who qualify by having a household income under 200% of the federal poverty level and no insurance.

Strategic Plan was developed in 2012 and initiated in 2013 with fulfillment by 2015. It was detailed to cover every area of the clinic from finance to daily operations to Board involvement.

Objective 1: Increase Annual Revenue and Diversify Funding Sources to Ensure Financial Stability

Objective 2: Increase Awareness of Services and Accomplishments across the Community to Facilitate Patient Recruitment Volunteer Recruitment and Fundraising

Objective 3: Improve Operational Efficiency while Maintaining a High-quality Standard of Care

Objective 4: Improve governance of Board of Directors to better support CCHC meeting its strategic goals

Scope of services: CCHC serves McKinney and northern Collin County residents with 78% of the patients from McKinney. Basic health care is provided both children and adults, immunizations for children, women's wellness visits and a dietician. No invasive procedures are done at the clinic. Access to surgery and treatments beyond the scope of the clinic are limited. Volunteer specialties include ENT, Allergy/Asthma, Pediatric Orthopedics and dietician. Chronic conditions include diabetes, hypertension, high cholesterol, asthma, allergy, etc.

Imaging is done through local services for free or at reduced rates. Testing is free through LabCorp

Day to Day Operations include 40 hours per week for patient visits with either a physician or nurse practitioner. Volunteers comprise the majority of the staff in all areas with the exception of the equivalent of one full-time paid Nurse Practitioner and Executive Director. Volunteer Medical Director, Dr. Richard Boatman, oversees the medical staff. Executive Director, Sandy Dickey, is responsible for the daily operations, volunteers, scheduling, grant writing and other tasks as needed.

Number of paid and volunteer staff:

Currently 6 Nurse Practitioners work part-time hours to cover the clinic and 50+ volunteers weekly donate their time. CCHC is proud to serve as a precepting site for nurse practitioner students from Texas Woman's University, Baylor University, and other universities as well as nursing students from not only Collin College but also El Centro in Dallas and Boston College. Health Management and Public Health interns receive university course credit for their participation in the clinic, which include creating programs for the clinic.

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

No significant changes are planned for this summer. However, CCHC is investigating installation of an electronic medical record system to increase efficiency and communication with other medical institutions.

This will entail costs for both the software and new computer equipment. No firm budget will be completed until the investigation is finished this Fall.

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

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

Community Event: Red Hot Road Rally, Saturday, August 24, 2013.

Scope: Motorcycle Rally ride through McKinney and northern Collin County

Goals: introduce new audience to clinic and for potential sponsorships; goal of 200 riders

Objectives: enjoyable ride and lunch; raise money for the clinic; increase awareness of the clinic within McKinney and outside communities.

Target audience: 1) motorcycle riders from the metroplex and beyond; 2) local corporate sponsors from McKinney and surrounding communities

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

This 3rd Annual Red Hot Road Rally (motorcycle ride) will bring in riders from all around the metroplex with some coming from nearby states. The event begins in McKinney at the Wysong Campus of Medical Center of McKinney and continues with a ride down city streets to the countryside. The Ride will finish in McKinney at the Collin County Regional Airport. This will showcase areas of the city as well as businesses important to the community. The "after party" at Dawgs 'N Hawgs in downtown McKinney will give riders a chance to experience life on the square while they stroll and shop through downtown businesses.

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

One of our strategic goals is to increase annual revenue and diversify funding sources to ensure financial stability. Funding resources include fundraising events such as the Red Hot Road Rally, corporate sponsors and donations from individuals, businesses, churches and grants.

Another objective is to increase awareness of services and accomplishments across the community to facilitate patient and volunteer recruitment. This Rally introduces a new group of people to our non-profit and engages them in our agency, in the hope they will be future donors, volunteers or patients. Tours of the clinic will be offered to showcase the facility.

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

Registration for \$25 per rider begins at 8:30 with tours of the clinic and vendor access. Water, coffee and donuts are available for riders and volunteers alike. At 10:00, riders will gather for the pre-ride orientation on safety, guidelines for riding, introduction to the escorting officers and road guards and a prayer for safety. As soon as the orientation is over, it's "Kick-stands Up" as the riders are escorted from the parking lot to go west on Virginia and turn north on Hardin Blvd.

Estimated rider attendance is 200. Estimated volunteers and spectators are 75. After the 50+ mile (1½-2 hours) ride, the Rally will end at the Collin County Regional Airport for a BBQ lunch, classic car show (Morning Maniacs and Kool Kings) with support from the Collin County Medical Reserve Corps providing a 1st aid and cooling tent. During lunch, riders will be able to view the cars and buy raffle tickets. By 2 pm most riders will have left for either the "after party" in downtown McKinney.

- What is the venue/location for Project/Promotional Activity/Community Event?

The Rally will gather at the Wysong Campus of Medical Center of McKinney for registration, tours and orientation. The ride will wind through McKinney and northern Collin County with the finish at the Collin County Regional Airport.

- Provide a timeline for the Project/Promotional Activity/Community Event.

Planning began in February with team meetings. Details began to formulate in May and June. Marketing began with motorcycle clubs and the CCHC websites in May. Marketing for our event was conducted by volunteers attending other Rallies with "Save the Date" cards for the RHRR. Further marketing will begin in July with posters in McKinney businesses and at motorcycle shops in the area (Dallas to Denison, Denton to Commerce) and attendance at additional motorcycle club meetings. Previous riders will be emailed in July as a reminder.

- Detail goals for growth/expansion in future years.

As this is the first year RHRR has included something other than food, vendors and raffles, the success of the classic car show will indicate that such activities would be well received in the future. We hope to expand to 300 riders next year but that is close to the maximum a pleasant ride through the country can encompass. If well received, another ride may be planned for early Spring, using ideas gained from this ride.

Project Grants – please complete the section below:

NA

- | | | |
|-----------------------------|------------------------------|-----------------------------|
| • 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.* No

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

By aiding CCHC with financial stability, this Event will support health care for those in McKinney who do not have insurance and cannot afford to buy it. This makes employers happier as they have a more dependable workforce.

- Support projects eligible for Type B support under state law

By bringing in not only residents of McKinney but outsiders (of which 70% of the riders live outside McKinney), people are introduced and encourage to return to the city for business and pleasure.

- Contribute to economic development within McKinney

More tourists bring more money to local businesses.

- Strengthen relationships with our partners

With CCHC and the Red Hot Road Rally partnering with Medical Center of McKinney, the Collin County Regional Airport and local sponsors, businesses in McKinney realize that activities such as this diversifies the people who view McKinney as a viable place for business.

- Maintain financial sustainability

As a non-profit which requires no fees for service, CCHC depends on fundraisers such as this as well as community donations and grants. A successful fundraising eases the financial stress and makes the clinic a better equipped service agency.

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

Yes x No

III. Financial

- Provide an overview of the organization’s financial status including the impact of this grant request. Children and Community Health Center receives its funding through various resources: corporations, hospitals, small businesses, churches, individuals and grants from the City of McKinney as well as other grants. It began on a cash pay basis with its various vendors and continues that practice today. There are no loans or outstanding bills. This grant request would assist the budget for the Rally as well as release income from other resources to be used in the daily operations of the clinic.

- 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. Attached is the budget for 2013 and the audited budget for 2010. The 2011 audit is not complete.

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

\$ 6,425.00 see attached budget

(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? 79%

Are Matching Funds available? Yes x No

Cash \$	Source	% of Total
In-Kind \$	Source	% of Total

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

Yes. CCHC and the RHRR are seeking sponsorships to provide additional funding. See budget for cash and in-kind donations.

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**

IV. Marketing and Outreach

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

Marketing and Outreach strategies:

- Attendance at motorcycle club meetings and other Rallies/Rides to promote the event (began in May)
- Websites: www.cchc-vim.org and www.redhotroadrally.org
- Emails to motorcycle club websites and state sites that list road rallies (May)
- Visits to motorcycle shops in the metroplex and as far north as Denison, Denton and Greenville to provide flyers and posters (May-August)
- Emails to previous years' riders (July)
- Posters in local businesses not affiliated with motorcycles (July-August)
- Announcement on TownSquare Buzz in July-August
- On Chamber of Commerce Calendar and McKinney Convention and Visitors calendar in July-August
- Emails to current donors for the clinic and announcements in donor church bulletins or newsletters
- Visits to local businesses to recruit sponsorships

These activities will not only provide marketing for the Red Hot Road Rally but they will also raise the awareness in the community of the Children and Community Health Center and the vital role it plays in the health of indigent patients in McKinney.

V. Metrics to Evaluate Success

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

Success evaluated through:

- 1) Number of motorcycle riders: aim is for 200
- 2) Funding: aim is to raise \$20,000 through sponsorships, donations and rider registrations
- 3) Increased awareness of clinic in the community: increased requests for information about the clinic and new donors and sponsorships

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

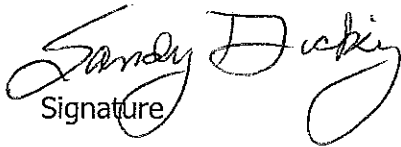
- MCDC will be recognized in all marketing, outreach, advertising and public relations as a funder of the Project/Promotional Activity/Community Event. Specifics to be agreed upon by applicant and MCDC and included in an executed Performance Agreement;
- Organization's officials who have signed the application 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.

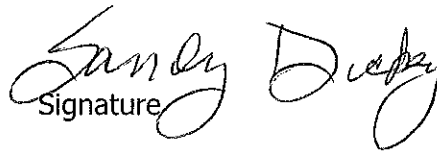
Chief Executive Officer


Signature

Sandy Dickey
Printed Name

Date 6-28-13

Representative Completing Application


Signature

Sandy Dickey
Printed Name

Date 6-28-13

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.

Jennifer Irwin Sr. Marketing Consultant Baylor Health McKinney	President Jennifer.Irwin@baylorhealth.edu	5252 W. University Drive McKinney, 75071 469-764-2246
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Sandy Dickey CCHC Executive Director	sandy@cchc-vim.org	120 S. Central Expy. #102 McKinney, TX 75070 972-547-0606 972-896-5449

CHILDREN AND COMMUNITY HEALTH CENTER BUDGET 2013

INCOME				
Grants				
City of McK Comm Serv	\$	12,200		
CDBG	\$	8,593		
Med Ctr McK				
New Grant (s)	\$	20,000		
Total Grants	\$	40,793		
RF-Medical Supplies	\$	300.00		
Fees for Service	\$	460.00		
Memorials	\$	1,000.00		
Donations	\$	40,000.00		
Interest	\$	50.00		
Donation Box-Lobby	\$	1,200.00		
Total Before Fundraising	\$	124,596.00		
Fundraisers				
Road Rally	\$	-		
Other	\$	-		
Gala	\$	-		
Total Fundraisers	\$	62,239		
TOTAL INCOME	\$	186,835		
EXPENSES				
Fundraisers	\$	12,000		
Bank & Credit Card fees	\$	50		
Volunteer Recognition	\$	1,500		
Computer Related Products	\$	500		
Web Fee	\$	1,200		
Web Development	\$	1,000		
Conference	\$	2,400		
Membership	\$	1,000		
Misc	\$	300		
Insurance	\$	8,000		
Recruiting	\$	1,750		
PO Box	\$	75		
Rent	\$	2		
Repairs & Maintenance	\$	50		
Postal Expenses	\$	500		
Training	\$	120		
Office Expenses	\$	3,500		
Medical Adult	\$	2,500		
Children RX	\$	4,500		
Clinic Supplies	\$	1,000		
Phone	\$	3,200		
Audit	\$	3,000		
Marketing	\$	3,000		
Payroll				
Taxes	\$	9,642		
Wages				
Executive Director	\$	36,709		
NPs	\$	31,200		
NP Clinical Director	\$	58,136		
Total Payroll	\$	135,687		
TOTAL EXPENSES	\$	186,834		
Net Income	\$	1		

Red Hot Road Rally 2013
Children and Community Health Center of McKinney

Projected Income			
	Resource	Amount	
	VersaPharm *	5,000.00	
	Independent Bank *	500.00	
	Misc. *	550.00	
	Registration	3,750.00	
	T-shirt sales	1,000.00	
	ACIS	2,000.00	
	CCHC Board	1,000.00	
	Total	13,800.00	
Projected Expenses			
	Item	Amount	In-Kind
	Wysong Parking Lot *		Medical Center of McKinney
	Hangar *		Collin County Regional Airport
	McKinney Officers	1,000.00	
	CC Sheriff's Office	500.00	
	Hutchins BBQ *		sandwiches
	Signature Towing *		tow truck
	Acadian EMS *		EMS vehicle
	Collin County Medical Reserve Corps		1st aid and cooling tent
	Printing-PrintRight-cards *	500.00	
	Marketing materials	500.00	
	Signs & Banners	500.00	
	Water-Market Street		500 bottles
	DJ & sound system		donated
	Liability insurance	750.00	
	Shirts	1,400.00	
	Port-a-lets	250.00	
	City Permit	25.00	
	Coffee & Donuts	200.00	
	Table/chair rental	800.00	
	Total	6,425.00	
	* confirmed		