



## **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 29<sup>th</sup>, 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 6<sup>th</sup> 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](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 Prarie- 1	Tyler - 1
Aubrey – 1	Greenville – 5	Wilmer - 1
Carrollton – 5	Gun Barrell – 1	Wylie -2
Ceder 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.”**

