

**MCKINNEY COMMUNITY DEVELOPMENT CORPORATION**  
**Grant Application**  
 Fiscal Year 2012

**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 on a CD for consideration by the MCDC board. Please submit the application to:

McKinney Community Development Corporation  
 321 N. Central Expressway, Suite 240  
 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, 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).

**X Promotional Activity or Community Event Grant (up to \$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 16, 2011	January 2012	February 2012
Cycle II: June 29, 2012	July 2012	August 2012

**Project Grants:**

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: January 31, 2012	February 2012	March 2012
Cycle II: April 30, 2012	May 2012	June 2012
Cycle III: July 31, 2012	August 2012	September 2012

**APPLICATION**

**ORGANIZATION INFORMATION**

Name: Strikes Against Cancer  
 Federal Tax I.D.: 27-4491058  
 Incorporation Date: Feb. 17, 2011  
 Mailing Address: 6800 County Road 995  
 City: McKinney ST: TX Zip: 75071-3923  
 Phone: 972-979-6463 Fax: Email: [info@strikesagainstcancer.org](mailto:info@strikesagainstcancer.org)  
 Website: [strikesagainstcancer.org](http://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: Partnered with the Jimmy V Foundation for Cancer Research and the American Cancer Society

**REPRESENTATIVE COMPLETING APPLICATION:**

Name: Adam Cox  
 Title: President  
 Mailing Address: 6800 County Road 995  
 City: McKinney ST: TX Zip: 75071-3923  
 Phone: 972-979-6463 Fax: Email: [info@strikesagainstcancer.org](mailto:info@strikesagainstcancer.org)

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

Name: Adam Cox  
 Title: President  
 Mailing Address: 6800 County Road 955  
 City: McKinney ST: TX Zip: 75071-3923

Phone 972-979-6463

Fax:

Email: info@strikesagainstcancer.org

#### FUNDING

Total amount requested: 15,000

#### PROJECT/PROMOTIONAL ACTIVITY/COMMUNITY EVENT

Start Date: Jan. 01, 2012

Completion Date: December 31, 2012

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

Adam Cox

President

Eric Power

Vice President & Official Spokesperson

Jeff Smith

Treasurer

Tracy Holman

Operations Director

Jeff Carter

Umpire Coordinator

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

#### 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 and American Cancer Society), as well as raising cancer awareness through our fund raising activities. These activities currently include an annual youth baseball tournament based in McKinney, donations through our local partners and businesses, as well as the future goal of adding a softball tournament in 2013. Our 100% volunteer (unpaid) board and committee leads dedicate their time and resources to help us achieve these goals. We currently work without an operating budget, instead relying on our key sponsors.

SAC has partnered with the City of McKinney and two McKinney based organizations, Triple Creek Academy and The Ball Fields at Craig Ranch to coordinate an annual youth baseball tournament during the first weekend of May and is looking to add a girls softball tournament in October of 2013. 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.

During the 2011 and 2012 baseball tournaments, we've had over 400 teams participate, representing Texas, Oklahoma, New Mexico and Louisiana. The per team tournament fee (\$ 425.00 avg) is paid directly to the tournament directors (both McKinney businesses), while the "gate fee" (\$125.00) is a charitable donation to the SAC.

The target audience for our events include 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 12,000- 15,200 attendees since our inception. While the economic impact of this tournament is currently unknown, we know 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.

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 both potential donors as well as the Jimmy V Foundation and American Cancer Society.

During the remainder of 2012, we are set to continue our fundraising efforts through our "Strikes" online campaign and also merchandise sales during the fall baseball and softball seasons. We will continue our efforts to build strategic relationships with nationwide sponsors including ESPN, Fox Sports, Nike, and others. We met with ESPN in early June and were interviewed for an upcoming segment on Fox Sports Southwest. Through these and other partnerships, we are seeking to also align with the Texas Rangers, Frisco Rough Riders, and TCU Horned Frogs.

As well, we are exploring the possibility of working with the Texas Rangers and/or Frisco Rough Riders to host a fundraising event centered around a youth baseball & pitching clinic to be located in McKinney during the late November/December time frame.

Our goal for the 2013 tournament is to have over 350-400 teams attend in May compared to the 238 teams in 2012. In addition, we estimate 60-80 teams will attend the girls softball tournament in October. As we move further into the future, our organization would like to expand our tournament to potentially include up to 500 teams in May across two separate weekends. In addition, we anticipate growing the girls softball tournament to over 100 teams.

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

Yes

X No

#### • Financial

- We are 501©3 charitable organization that currently has no operating budget. We rely on donations from third parties to facilitate our activities. We have attached our Form 1023 for your review.
- Our financials have not been audited. We are willing to provide any documentation needed for an audit.

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

**\$25,000 –**

(Please attach a budget for the proposed Project/Promotional Activity/Community Event.)

\*\*Given 2012 as a reference, our estimated operating expenses will be over \$25,000

**What percentage of Project/Promotional Activity/Community Event funding will be provided by the Applicant?**

- We provide 100% of the funds through our fundraising efforts.

**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

**IV. Marketing and Outreach**

Our marketing plans have included local McKinney radio, the local McKinney Buffalo Wild Wings, McKinney Chamber of Commerce, and local McKinney Baseball facilities and organizations including the Ball Fields at Craig Ranch, Triple Creek Academy, McKinney Little League, and McKinney Mongrels.

**V. Metrics to Evaluate Success**

Our initial goal for 2012 was to raise \$20,000 for the Jimmy V Foundation for Cancer Research. We exceeded that goal by over \$2,000 and also donated another \$2,500 to the American Cancer Society. We have since increased our goal on the year. Our new goal is donate a total of \$33,693 to the two charities combined, which will match a \$1.00 per "Strike" thrown during our annual tournament based in McKinney.

**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;
- 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 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.**

**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.**

**McKINNEY COMMUNITY DEVELOPMENT CORPORATION**  
**Final Report**

**Organization:**

**Funding Amount:**

**Project/Promotional Activity/Community Event:**

**Start Date:**

**Completion Date:**

**Location of Project/Promotional Activity/Community Event:**

**Please include the following in your report:**

- Narrative report on the Project/Promotional Activity/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.
- Evaluation against metrics outlined in application

**Please submit Final Report no later than 30 days following the completion of the Project/Promotional Activity/Community Event to:**

McKinney Community Development Corporation  
321 N. Central Expressway, Suite 240  
McKinney, TX 75070

Attn: Cindy Schneible  
cschneible@mckinneycdc.org

INTERNAL REVENUE SERVICE  
P. O. BOX 2506  
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 75071-3923

Employer Identification Number:  
27-4491858  
DGN:  
17053356317001  
Contact Person:  
ROGER W VANCE ID# 31173  
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 Applied:  
No

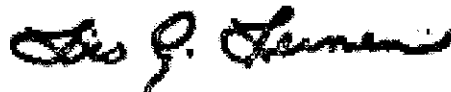
Dear Applicant:

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. Lerner  
Director, Exempt Organizations

Enclosure: Publication 4221-PC

Letter 947 (DO/CG)

# STRIKES AGAINST CANCER

Fighting Cancer One Strike at a Time!

all forms of Cancer

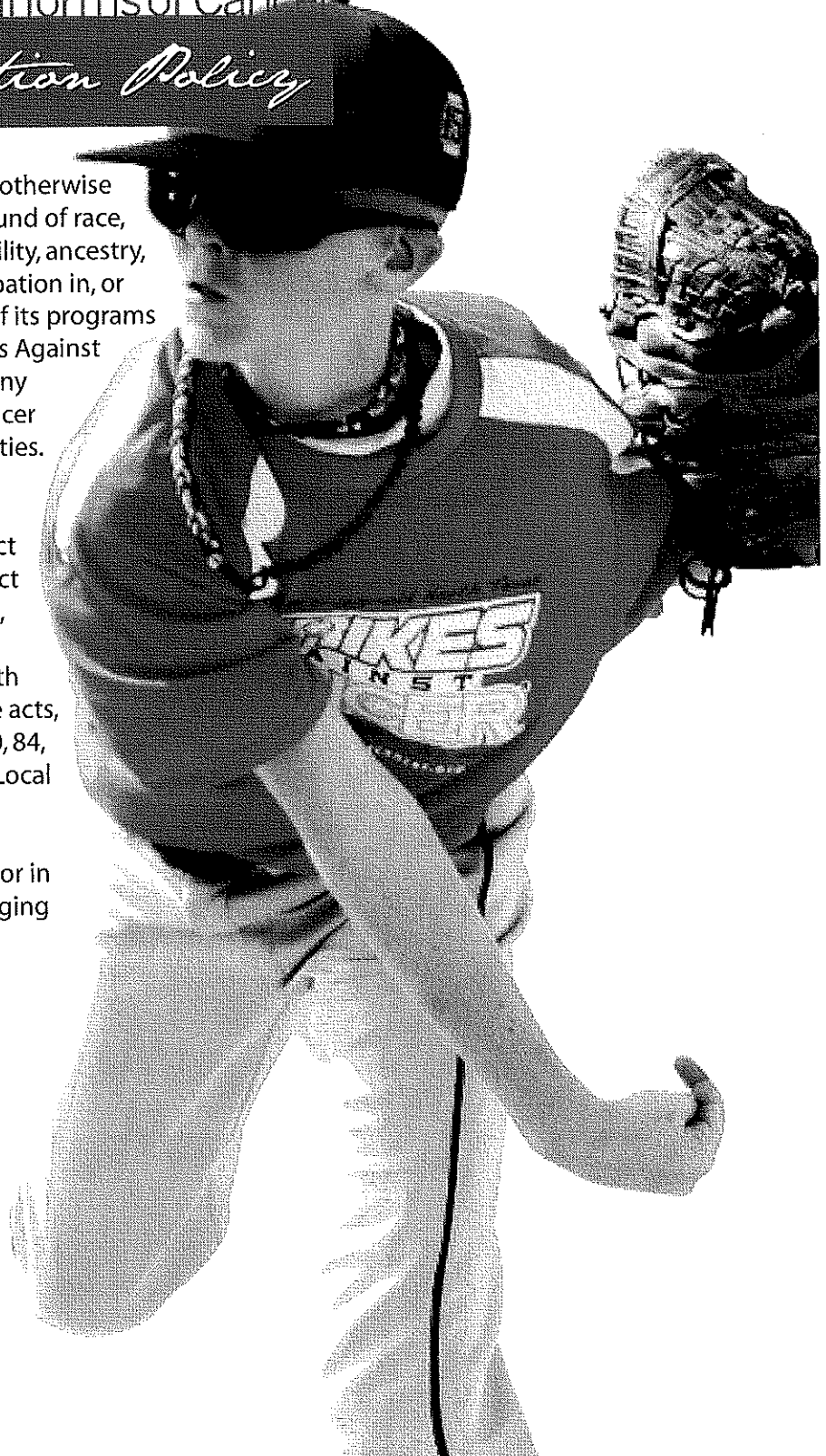
## *Non Discrimination Policy*

Strikes Against Cancer does not exclude, or otherwise discriminate against any person on the ground of race, color, nation of origin, religious creed, disability, ancestry, sex, age, or sexual orientation in the participation in, or receipt of the services and benefits of any of its programs and activities, whether carried out by Strikes Against Cancer directly or through a contractor or any other entity with whom Strikes Against Cancer arranges to carry out its program and activities.

This policy statement is in accordance with the provision of Title VI of the Civil Rights Act of 1964, Section 504 of the Rehabilitation Act of 1973, the Age Discrimination Act of 1975, the American with Disabilities Act of 1990, Regulations of the U.S. Department of Health and Human Services issued pursuant to the acts, Title 45 Code of Federal Regulations Part 80, 84, 91 and other applicable Federal, State and Local Laws and Regulations.

In case of questions concerning this policy, or in the event of a desire to file a complaint alleging violations of the above, please contact:

Strikes Against Cancer  
PO Box 2034  
McKinney, Texas 75070  
Phone: 972-979-6463  
Email: [info@strikesagainstcancer.org](mailto:info@strikesagainstcancer.org)



# STRIKES AGAINST CANCER®

Fighting Cancer One Strike at a Time!

Uterine Cancer

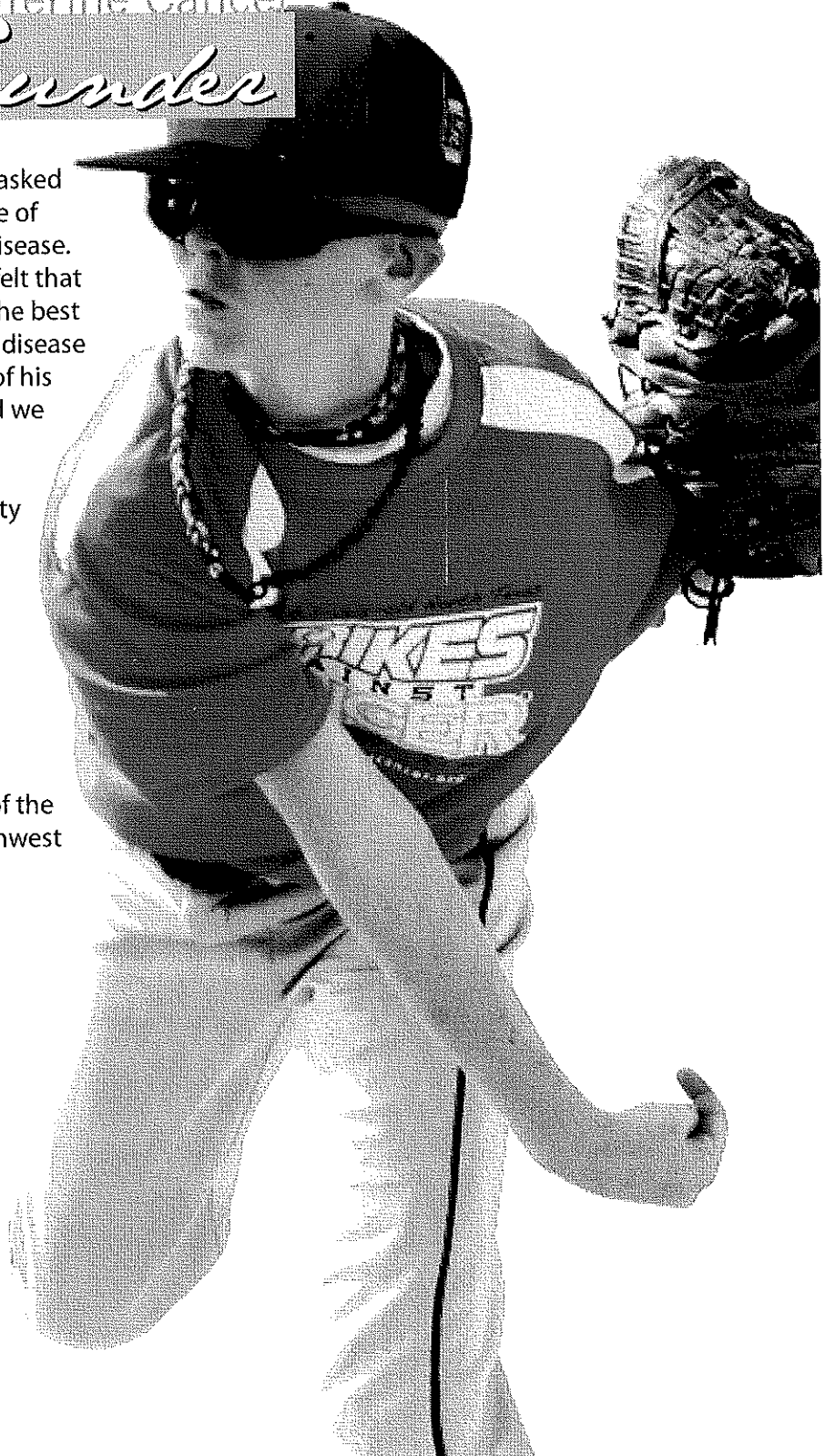
## Our Founder

Geordon approached his father, Adam, and asked how he could use his family's combined love of baseball and pitching to fight this terrible disease. Strikes Against Cancer was born! Geordon felt that fighting cancer "One Strike at a Time" was the best way he could personally battle this horrible disease and honor his Mother. Since the inception of his idea, the community has embraced him and we have received our;

- 501c status-3 with the IRS
- Partnered with the American Cancer Society
- Partnered with the Jimmy V Foundation
- Partnered with Carter Blood Care

The Mayor of McKinney proclaimed the First Weekend of May will be forever known as "Strikes Against Cancer Weekend" for Geordon and his mother Lisa.

Geordon has also been recognized as one of the Chevy Hometown Kids as featured on Southwest Fox Sports.



# STRIKES AGAINST CANCER

Fighting Cancer One Strike at a Time!

Lymphoma

## *Our Mission*

Strikes Against Cancer is a charitable Non-Profit Organization dedicated to fighting all forms of cancer

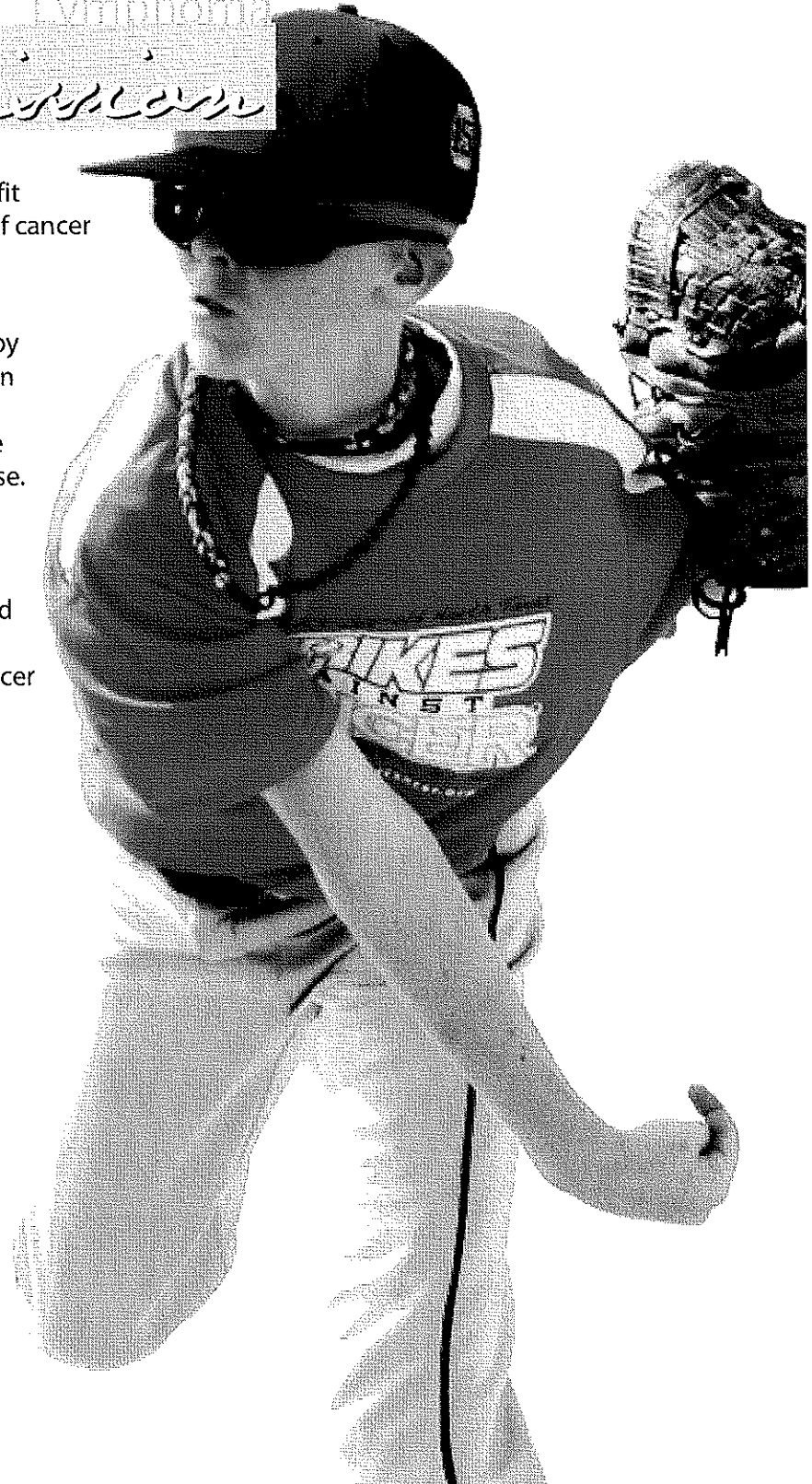
*One Strike at a Time!*

The Organization seeks to make a difference by generating funds to support the V-Foundation and the American Cancer Society for cancer research and cancer awareness for all of those who have been touched by this terrible disease.

Our Organization performs the following functions :

- Through organized Select youth baseball and softball tournaments.
- Educating the general public on specific cancer color designations.
- Fundraising, and philanthropy for all forms of cancer.

*Fighting Cancer...  
One Strike at a Time!*





# STRIKES AGAINST CANCER

*Fighting Cancer One Strike at a Time!*

Leukemia

## Our Future

Strikes Against Cancer has been approached about the possibility of bringing the tournament to multiple cities including; Chicago, Houston, Atlanta, Lubbock College Station, and others.

### Our Goal:

- Refine our tournament in McKinney and the DFW Metro-plex first with all corporate alliances and proformas.
- 2013: 400 to 500 NTX Baseball Tournament
  - Girls Softball - Fall
- 2014: 3 to 5 Major Cities for Spring/Fall
- 2015: 6 to 8 Major Cities for Spring/Fall
- 2016: Nationwide for Spring/Fall

### Our Hope:

- To expand our concept to include a Girl's softball tournament in 2013.



THE FOUNDATION  
For Cancer Research

ABOUT US | RESEARCH | EVENTS | GET INVOLVED | PARTNERS | BLOG

2013-2014 EVENTS  
 BOB SMITH  
 KEVIN SMITH'S BOY  
 CHASE  
 MIA CAVALLO  
 DREW & CARI ELIAS  
 TONY & FAYE  
 BOB  
 A RISE OF RISING IN  
 CHIPS  
 TRAVIS & JENNIFER  
 RICHARD CASE  
 DREW & FAYE  
 BRENDA CASE

At over 300,000 U.S. kids, 1 in 100 children has a cancer diagnosis. This is why it's so important to support cancer research and find new treatments for the children who are most affected. Our goal is to raise money for cancer research and find new treatments for the children who are most affected. Our goal is to raise money for cancer research and find new treatments for the children who are most affected. Our goal is to raise money for cancer research and find new treatments for the children who are most affected.

#### 2nd Annual Strikes Against Cancer Tournament

Date: May 4, 2013 - May 6, 2013

Location: 2000010101

Contact: 972-299-2222

For tickets, visit our website: www.strikesagainstcancer.com

For more information, contact us at: 972-299-2222

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#### DONATE NOW

972-299-2222

1-800-299-2222

www.strikesagainstcancer.com

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10/10/13

# STRIKES AGAINST CANCER®

Fighting Cancer One Strike at a Time!

Prostate Cancer

## Our Board

The Strikes Against Cancer Board of Directors is a strictly voluntary organization comprised of individuals possessing a diverse background of professional experiences to best serve the community and cancer research. None of the members receive payment as compensation for their time and expertise.

Adam Cox, President

• *Continental Seating*

Eric Power, Vice President and Spokesperson

• *Cisco Systems*

Jeff Smith, Treasurer

• *BBVA*

Tom Goller, Technology Director

• *Ericsson*

Tracy Holman, Operations Director

• *City of Plano*

Jeff Carter, Umpire Coordinator

• *TASO Regional Director*

Jennifer Holman, Secretary

• *First American*

In addition to the Board, we have several other committee chairs who also volunteer their time and expertise:

Aleisha Power, Marketing Director

Brad Davis, Liabilities Director

