

Promotional and Community Event Grant Application

Step 1

Important Information

- **Form Function Note:** In order to go back from a page in the form to a previous page, all required fields on the page must be populated.
- Please read the McKinney Community Development Corporation [Grant Guidelines](#) before completing this application.
- The Grant Guidelines are available on this website or by emailing Info@McKinneyCDC.org.
- A completed application and all supporting documents are required to be submitted via this application for consideration by the MCDC board.
- **Applications must be completed in full, using this form electronically, and received by MCDC by 5 p.m. on the application deadline indicated on the [Grants page](#) of this website.**
- **If you are interested in a preliminary review of your grant request or event idea, please complete and submit the online [Letter of Inquiry](#).**

Organization Information

Name	The Warrior's Keep
Federal Tax ID Number	81-4187566
Incorporation Date	10/17/2016
Mailing Address	402 E Louisiana St Bldg 2
City	McKinney
State	TX
Zip Code	75069
Phone Number	724-426-6288
Email Address	matthomas@thewarriorskeep.org
Website	https://www.thewarriorskeep.org
Facebook	https://www.facebook.com/thewarriorskeep

Instagram	@thewarriorskeep
Twitter	<i>Field not completed.</i>
LinkedIn	https://www.linkedin.com/company/thewarriorskeep

Please provide a detailed narrative about your organization including years established, mission, goals, scope of services, staff, successes, contribution to community, etc.

The Warrior's Keep is a U.S. military veterans non-profit founded and based in McKinney, TX. Its mission is to unite, empower and enhance the quality of life for veterans through Outdoor Adventure Therapy (OATH). Our programs are designed to educate and assist veterans with challenges such as anxiety, depression, and loneliness. We attempt to aid with the difficulties of reconnecting socially, while achieving inner peace and healing of the mind. Outdoor therapy has been shown to improve quality of life and allows veterans the opportunity to process and reflect on their experiences in a positive environment. Our programs include a variety of outdoor experiences which include fishing, kayaking, adventure racing, and our core program: mountain hiking.

Since our founding, we have served over 1000 veterans, positively impacting their lives to the degree that they often return to our programs, volunteer for operations, or serve on our board of directors. We've led veterans to the summits of America's most majestic mountains, and trained veterans to be wilderness guides. We measure our success by the return rate of veterans to future programs, and the stories of veterans who independently go on to replace harmful coping mechanisms (such as drugs and alcohol) with outdoor activities.

The Warrior's Keep is also very active in the local community. We believe veterans have a deep sense of duty to continue service to their country which is why we volunteer at a variety of events with other organizations on a regular basis. Each year we dedicate hundreds of volunteer hours to local races, the McKinney Wine & Music Festival, Fields of Fidelis, and the Collin County Rotary Club. We love our hometown community and its commitment to its veterans.

All veterans were trained to go to war, but never trained to come back home. The goal of The Warrior's Keep is to fill a part of every veteran's life that was left behind after active duty. The sense of purpose and camaraderie we all felt when we served is the driving force behind our organization.

Organization Type Nonprofit - 501(c) (Attach a copy of IRS Determination Letter)

IRS Determination Letter [FinalLetter 81-4187566 THEWARRIORSKEEP 12282016.pdf](#)

Noteworthy recognitions or awards in the last two years. Awarded the VA Adaptive Sports Grant

Representative & Contact Information

Representative Completing Application:

Name Matthew S Thomas

Title Board President

Mailing Address 260 E Davis Street, Apt 2238

City McKinney

State TX

Zip Code 75069

Phone Number 7244266288

Email Address matthomas@thewarriorskeep.org

(Section Break)

Contact for Communications Between MCDL and Organization:

Name Matthew Thomas

Title Board President

Mailing Address 260 E Davis Street, Apt 2238

City McKinney

State TX

Zip Code 75069

Phone Number 7244266288

Email Address matthomas@thewarriorskeep.org

Project Information

Funding - Total Amount Requested \$15,000

Are matching funds available? No

Will funding be requested from any other City of McKinney entity (e.g. Visit McKinney, Arts Commission, City of McKinney Community Support Grant)? No

Have you received or will funding be requested from other organizations / foundations for this event(s)? No

Has a request for funding for this Promotional / Community Event been submitted to MDCD in the past five years? No

Board of Directors
President - Matthew Thomas
Vice President - Keith Lewis
Treasurer - Aaron Towne
Secretary - Kellie Runnels
At Large - Adam Earls
At Large - Brandee Paisano
At Large - Chris Page

Leadership Staff
Executive Director - Adam Earls
Director of Operations - Mark Sanderson

Board of Directors Attachment *Field not completed.*

Leadership Staff Attachment *Field not completed.*

Promotional / Community Event Information

Information provided for promotional / community event for which you are seeking funding.

Date(s) of Event	November 9th, 10th or 11th 2024 (final date still TBD)
Ticket Prices	Free to public \$1500-\$2000 sponsorships for reserved tables
Describe the target attendee for the event(s)?	General public and advocates for veterans
Is this the first time for this event?	No
If not, what is the history for the event (beginning in what year and how often is event held)?	This event is our annual Veterans Day Gala. We have put on this event every year since 2017 and it serves as one of our core fundraisers for the year -- critical to funding our operations budget.
How will the event showcase McKinney for tourism and / or business development?	Over the last several years, this event has been held at TUPPS Brewery in McKinney and it draws not only a significant audience, but also local and national businesses as sponsors and donors. We think this event demonstrates the city's commitment to its veteran community on a national level. This year in particular is special because it will be held at the new TUPPS Brewery campus. We think we can market this event as the ultimate Veterans Day event for North Texas and draw a much larger crowd. Typically, many attendees visit our historic square before/after the event.
Expected attendance	1000
Expected number or percentage of attendees coming from outside McKinney	500
Location(s) of event(s)	TUPPS Brewery
Does the event support a non-profit (other than applicant)?	Yes

If yes, what organization(s) are supported?	The Warrior's Keep
What percentage of revenue will be donated(indicate net or gross)?	100%
Provide a detailed narrative of the event(s) including mission, goals, activities, schedule, production timeline, goals for growth / expansion, etc.	<p>The Warrior's Keep has hosted a Veterans Day Gala each year to honor our veterans and raise money to support our mission. In the past, we've raised approximately \$25,000 at this event. This year, our goal is to raise at least \$50,000 which will be critical to funding our programs. We raise money in the form of table sponsorships, silent and live auctions, sale of our merchandise, and general donations from attendees. We will be exploring other types of sponsorships for this event.</p> <p>The event typically starts at 6pm and ends at 9pm on or close to Veterans Day. This year, Veterans Day falls on a Monday so we are looking at hosting on either the Saturday or Sunday before.</p>

Specific Marketing Plans and Budget

Provide a detailed marketing plan and budget for the event(s). Plan should also include promotional channels (print ads including publication names, social media, radio, posters, flyers, yard signs, etc.).	We will primarily market this event through social media to include Facebook and Instagram. In the past, we've created posting, but we've never had the budget to boost them or create ads. With a promotional budget we will spend money on weekly social media ads which we will run beginning in September all the way up to the date of the event.
Attach marketing plan	<i>Field not completed.</i>
Total Promotional Budget	\$15000
What percentage of the total marketing budget does the grant represent?	100%
Marketing lessons learned from past (what worked and what did not).	Creating a Facebook event worked, but we didn't have the reach to get the numbers we were really looking for.

How will you measure success of your event(s) and marketing campaign? (attendance, website hits, social media indicators, etc.)	We'll use the following metrics: number of attendees (minimum target: 500), funds raised (minimum target: \$50K), and social media indicators (number of likes/reactions, number of RSVPs to Facebook event, number of shares).
Please include examples of past marketing efforts (screen shots of ads, posters, social posts, radio text, etc.)	In the past, we've only created and shared our event on Facebook and Instagram posts. We are a low-revenue organization and rarely have a marketing budget for our events.
Additional details related to marketing efforts.	<i>Field not completed.</i>
Budget	2024 TWK Veterans Day Marketing Budget - Sheet1.pdf
What percentage of Project / Promotional / Community Event funding will be provided by the applicant?	0
Are matching funds available?	No
What dollar amount and percentage of Promotional / Community Event funding will be provided by other sources such as sponsorship, registration fees, individual or corporate donations, etc.?	
Sponsorship Revenue	0
Registration Fees	0
Donations	0
Other (raffle, auction, etc.)	0
Net Revenue	0
Metrics to Evaluate Success: Outline the metrics that will be used to evaluate success of the proposed Promotional / Community Event. If funding is awarded, a final	Our core goal for this year is to raise a minimum of \$50,000 in sponsorships and donations from the event. We will provide all documentation to show whether or not it was successful.

report will be required summarizing success in achieving objectives outlined for the event.

Financial Goals of Promotional / Community Event

Gross Revenue	\$50,000
Projected Expenses	\$5,000
Net Revenue	\$45,000
Other Funding Sources	<i>Field not completed.</i>

Financial Status of Applying Organization

- Provide an overview of the organization's financial status including the projected impact of the event(s) on the organization's 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 and attach a copy of the 990 filed with the IRS.

Budget	Working Copy of TWK 2024 Org Budget.xlsx - Master Budget.pdf
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Financial Statements	TWK-990.pdf
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W9	TWK_W9.pdf
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IRS Determination Letter (if applicable)	FinalLetter_81-4187566_THEWARRIORSKEEP_12282016_1.pdf
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990 Filed with IRS (if applicable)	TWK-990_2.pdf
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Presentation to MCDC Board of Directors

Completed applications that are eligible for consideration by MCDC will be presented to the board according to the schedule on the [Grants page](#) of this website. Presentations will be limited to five (5) minutes followed by time for Board

questions. **Please be prepared to provide the information outlined below in your presentation:**

- Summary of organization and goals
- Summary of event(s) to include dates, location, ticket prices, target audience, how your event will showcase McKinney, estimated attendance from within and outside of McKinney (and past attendance, if applicable), event features / activities, how event supports your organization's mission, and non-profit beneficiary, if applicable.
- Specific marketing plans for event(s) including promotional channels to be utilized (print, radio, social media, posters, etc.) and budget for each. Please share the percentage of the total marketing budget that this grant application represents.

Acknowledgements

If funding is approved by the MCDC board of directors, applicant will assure:

- An application is considered complete when it is submitted on time and when it contains all information in this application.
 - The Promotional / 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 advertising, marketing and promotion of the Promotional / Community event described in this application.
 - MCDC will be recognized in all marketing, advertising, outreach and public relations as a funder of the Promotional / Community Event. A logo will be provided by MCDC for inclusion on all advertising, marketing and promotional materials. Specifics for audio messaging will be agreed upon by applicant and MCDC and included in an executed performance agreement.
 - The 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 Promotional / Community Event for which funds were received.
 - Applicant gives permission for the use of Board presentation images and other published event images on MCDC and City of McKinney website and social media content and print/digital publications.
 - Applicant will provide a final report of the Promotional/Community Event(s) no later than 30 days following the completion of the Promotional/Community Event(s). Applicant may choose to use the online form for Final Report found [here](#) or email Final Report to info@mckinneycdc.org. If
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emailed, Final Report may be in any format. All Final Reports should include: narrative report on the event(s), goals and objectives achieved based on performance metrics outlined in the application, financial data (budget vs. actual expenses and revenues along with explanation for variances, amount donated to charity (if applicable), samples of marketing efforts (images of printed materials and ads, screenshots of website and online promotions), and photos and/or video of the event(s).

- Grant funding is provided on a reimbursement basis subsequent to submission of a reimbursement request, with copies of invoices and paid receipts for qualified expenses. Up to 20% of the grant awarded may be withheld until the **final report on the Promotional/Community Event is provided to MCDC.**

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Applicant Electronic Signature	Selecting this option indicates your agreement with the above statement.
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Chief Executive Officer	Adam Earls
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Date	5/30/2024
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Representative Completing Application	Matthew Thomas
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Date	5/30/2024
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Notes

- *Incomplete applications or those received after the deadline will not be considered.*
 - *A final report must be provided to MCDC within 30 days of the event / completion of the Promotional / Community Event.*
 - *Final payment of funding awarded will be made upon receipt of final report.*
 - *Please use the [Final Report](#) to report your results. A [PDF version](#) is also available.*
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Item	Budget
Instagram / Facebook Boosts and Ads	\$14,500.00
Flyers for small businesses	\$500.00
TOTAL	\$15,000.00

TWK 2022 Organizational Budget

Category	Original Budget			Actual Spend	Committed	Forecast	Outstanding \$
	Expense	Adjustment	Total				
Expeditions							
Guadalupe Peak NP (Rental)	\$ 4,550.00	\$ -	\$ 4,550.00	\$ -	\$ -	\$ -	\$ 4,550.00
Eagle Rock Loop (AR)	\$ 6,950.00	\$ -	\$ 6,950.00	\$ -	\$ -	\$ -	\$ 6,950.00
Estes Park/RMNP (CO)	\$ 6,050.00	\$ -	\$ 6,050.00	\$ -	\$ -	\$ -	\$ 6,050.00
Fly Fishing/White Water Rafting (NM)	\$ 5,140.00	\$ -	\$ 5,140.00	\$ -	\$ -	\$ -	\$ 5,140.00
Wheeler Peak (NM)	\$ 8,450.00	\$ -	\$ 8,450.00	\$ -	\$ -	\$ -	\$ 8,450.00
Mt. Elbert (CO)	\$ 9,150.00	\$ -	\$ 9,150.00	\$ -	\$ -	\$ -	\$ 9,150.00
High Sierra/Mt. Whitney (CA)	\$ 8,805.00	\$ -	\$ 8,805.00	\$ -	\$ -	\$ -	\$ 8,805.00
Fly Fishing (NM)	\$ 5,140.00	\$ -	\$ 5,140.00	\$ -	\$ -	\$ -	\$ 5,140.00
Estes Park/RMNP (CO)	\$ 6,050.00	\$ -	\$ 6,050.00	\$ -	\$ -	\$ -	\$ 6,050.00
Local Programs							
Keep Camping	\$ 1,000.00	\$ -	\$ 1,000.00	\$ -	\$ -	\$ -	\$ 1,000.00
Keep Hiking	\$ 500.00	\$ -	\$ 500.00	\$ -	\$ -	\$ -	\$ 500.00
Keep Climbing	\$ 1,000.00	\$ -	\$ 1,000.00	\$ -	\$ -	\$ -	\$ 1,000.00
CTL Memorial Day Hike	\$ 500.00	\$ -	\$ 500.00	\$ -	\$ -	\$ -	\$ 500.00
Outdoor Certification/Education	\$ 5,000.00	\$ -	\$ 5,000.00	\$ -	\$ -	\$ -	\$ 5,000.00
Adventure Race							
Blue Ridge AR (GA)	\$ 3,400.00	\$ -	\$ 3,400.00	\$ -	\$ -	\$ -	\$ 3,400.00
Expedition Colorado	\$ 2,140.00	\$ -	\$ 2,140.00	\$ -	\$ -	\$ -	\$ 2,140.00
Raid the Rock (AR)	\$ 760.00	\$ -	\$ 760.00	\$ -	\$ -	\$ -	\$ 760.00
Admin							
IT/Hosting/Systems	\$ 500.00	\$ -	\$ 500.00	\$ -	\$ -	\$ -	\$ 500.00
Communications/Marketing	\$ 1,200.00	\$ -	\$ 1,200.00	\$ -	\$ -	\$ -	\$ 1,200.00
Fundraising							
Fundraising Events	\$ 7,200.00	\$ -	\$ 7,200.00	\$ -	\$ -	\$ -	\$ 7,200.00
Community Engagement	\$ 1,000.00	\$ -	\$ 1,000.00	\$ -	\$ -	\$ -	\$ 1,000.00
TOTAL	\$ 84,485.00	\$ -	\$ 84,485.00	\$ -	\$ -	\$ -	\$ 84,485.00

2021 Total Budget	\$ 84,485.00
Actual Spend	\$ -
Committed	\$ -
Forecast Budget	\$ -
Outstanding Budget	\$ 84,485.00

% Burn 0%
% Outstanding 100%

Expeditions	\$ 60,285.00
Local Programs	\$ 8,000.00
Adventure Races	\$ 6,300.00
Admin	\$ 1,700.00
Fundraising	\$ 8,200.00
	\$ 84,485.00



Warriors Keep

EIN: 81-4187566 | McKinney, Texas, United States

Form 990-N (e-Postcard)

Organizations who have filed a 990-N (e-Postcard) annual electronic notice. Most small organizations that receive less than \$50,000 fall into this category.

Tax Year 2022 Form 990-N (e-Postcard)

Tax Period:

2022 (01/01/2022-12/31/2022)

EIN:

81-4187566

Organization Name (Doing Business as):

WARRIORS KEEP

Mailing Address:

207 E LAMAR ST
MCKINNEY, TX 75069
United States

Principal Officer's Name and Address:

AARON TOWNE
2207 GOLIAD CIR
FRISCO, TX 75033
United States

Gross receipts not greater than:

\$50,000

Organization has terminated:

No

Website URL:

Tax Year 2021 Form 990-N (e-Postcard)

Tax Period:

2021 (01/01/2021-12/31/2021)

EIN:

81-4187566

Organization Name (Doing Business as):

WARRIORS KEEP

Mailing Address:

207 E LAMAR ST
MCKINNEY, TX 75069
United States

Principal Officer's Name and Address:

AARON TOWNE

2207 GOLIAD CIR
FRISCO, TX 75033
United States

Gross receipts not greater than:

\$50,000

Organization has terminated:

No

Website URL:

 **Tax Year 2017 Form 990-N (e-Postcard)**

Tax Period:

2017 (01/01/2017-12/31/2017)

EIN:

81-4187566

Organization Name (Doing Business as):

WARRIORS KEEP

Mailing Address:

207 E Lamar Street
McKinney, TX 75069
United States

Principal Officer's Name and Address:

John Cody Hardin

207 E Lamar St
McKinney, TX 75069
United States

Gross receipts not greater than:

\$50,000

Organization has terminated:

No

Website URL:

www.thewarriorskeep.org

 **Tax Year 2016 Form 990-N (e-Postcard)****Tax Period:**

2016 (01/01/2016-12/31/2016)

EIN:

81-4187566

Organization Name (Doing Business as):

WARRIORS KEEP

Mailing Address:207 E Lamar St
McKinney, TX 75069
United States**Principal Officer's Name and Address:**Matthew Gallagher
207 E Lamar St
McKinney, TX 75069
United States**Gross receipts not greater than:**

\$50,000

Organization has terminated:

No

Website URL:www.thewarriorskeep.org

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

DEPARTMENT OF THE TREASURY

Date: **MAY 09 2017**

THE WARRIORS KEEP
207 E LAMAR
MCKINNEY, TX 75069

Employer Identification Number:
81-4187566
DLN:
17053004342017
Contact Person:
KIMBERLY L KITCHENS ID# 31457
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Public Charity Status:
170(b)(1)(A)(vi)
Form 990/990-EZ/990-N Required:
Yes
Effective Date of Exemption:
October 17, 2016
Contribution Deductibility:
Yes
Addendum Applies:
No

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part 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.

THE WARRIORS KEEP

Sincerely,

Stephen a. mullen

Director, Exempt Organizations
Rulings and Agreements