

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	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: Smiles Charity

Federal Tax I.D.: 27-1346553

Incorporation Date: 11-09

Mailing Address: 6596 Virginia Parkway, Suite 100

City McKinney

ST: TX

Zip: 75071

Phone: 972-542-4412

Fax: 972-540-9714

Email: info@smilescharity.org

Website: www.smilescharity.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: Dr. Jennifer Buchanan

Title: President Smiles Charity

Mailing Address: 6596 Virginia Parkway, Suite 100

City: McKinney

ST: TX

Zip: 75071

Phone: 972-542-4412

Fax: 972-540-9714

Email: info@smilescharity.org

CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:

Name: Dr. Jennifer Buchanan

Title: founder/director

Mailing Address: 6596 Virginia Parkway, Suite 100

City: McKinney

ST: TX

Zip: 75071

Phone: 972-542-4412

Fax: 972-540-9714

Email: Jennifer_Buchanan@sbcglobal.net

FUNDING

Total amount requested: \$15,000

PROJECT/PROMOTIONAL ACTIVITY/COMMUNITY EVENT

Start Date: May 25th, 2014

Completion Date: May 25th, 2014

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

Jennifer Buchanan President

Jan Ferris Treasurer

Karen Holden Board Member

Michael Buchanan Vice President

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

Wendy Shelley

Karen Holden

Jodie Collins

Laura Lakey

Stephanie Kerzie Jennifer Santos

Amy Dankel

Erin Clark Cyndi Chander

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/Promotional Activity/Community Event for which funds are requested.

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.
- **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/Promotional Activity/Community Event fulfills strategic goals and objectives for the organization.
- Please also include planned activities, time frame/schedule, and estimated attendance and admission fees if applicable.
- What is the venue/location for Project/Promotional Activity/Community Event?
- Provide a timeline for the Project/Promotional Activity/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 checked="" type="checkbox"/> No |
| • A replacement/repair? | <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No |
| • A multi-phase project? | <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No |
| • A new project? | <input type="checkbox"/> Yes | <input checked="" 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/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
- Support projects eligible for Type B support under state law
- Contribute to economic development within McKinney
- Strengthen relationships with our partners
- Maintain financial sustainability

Has a request for funding, for this Project/Promotional Activity/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.
- 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.

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

**\$see additional information included
(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? 100% through sponsorships and donations

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? *If so, please list entity, date of request and amount requested.*

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.

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.

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

Representative Completing Application

Signature

Signature

Jennifer Buchanan
Printed Name

Jennifer Buchanan
Printed Name

12/11/13
Date

12/11/13
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
5900 S. Lake Forest Blvd., Suite 110
McKinney, TX 75070

Attn: Cindy Schneible
cschneible@mckinneycdc.org

SMILES CHARITY CONCERT AND FAMILY FESTIVAL

1. APPLICATION ORGANIZATION

My name is Dr. Jennifer Buchanan and my orthodontics practice has been in McKinney for over 17 years. Over the past 6 years with the help of my dental colleagues, MCDC, area businesses, corporations, and McKinney citizens Smiles Charity has built 7 homes for deserving families with 1 more home under construction. Smiles Charity has provided 6 free family concerts with top-notch entertainment at no charge to our McKinney citizens! Everyone raves about the grand finale Fireworks.

Our goals are:

- A. To build homes for wounded veterans and their families
- B. Increase media exposure to promote McKinney (Radio Disney, Good Morning Texas)
- C. Develop leisure activities
- D. Develop community wide focal point
- E. Promote safe and attractive image of McKinney
- F. Create a Nationwide Charity that can boast its roots in McKinney, Texas
- G. Increase attendance
- H. Promote giving back to others
- I. Pay tribute to our American military heroes

All of the “man power” is with non-paid volunteers- patients, high school students, dental colleagues, friends, and my team of orthodontic professionals.

Smiles Charity is a 501(c)3 charity. Our plan is to donate the money raised this year to another 501(c)3 that specializes in building homes for wounded veterans.

2. SPECIAL EVENT

Thank you for MCDC's support over the last 6 years!!! We had tremendous Smiles Charity events because of your help! This year we are building on our success from past years and want to create even more positive publicity for McKinney.

We feel that we will gain more media attention since Smiles Charity is partnering with Radio Disney and will likely feature us on "Good Morning Texas". We will feature 3 bands. Our opening band will be a star featured on the Disney Channel and on Disney Radio. Local favorite, the Maylee Thomas Band will play second. Our headliner is American musician, actor, director, screenwriter, producer and reality television personality Bret Michaels!! He is a loyal supporter of the military.

Since Smiles Charity Concert is held over Memorial Day Weekend (SUNDAY MAY 25, 2014) and we are honoring and helping the military, the media will be even more interested in covering our event. The Smiles Charity Concert and Family Festival 2014 will be a FREE McKinney citywide family festival and benefit concert complete with FIREWORKS. Our goal is raise enough money to build a home for a wounded veteran.

Smiles Charity keeps growing in attendance. In 2008 we had 6,000 fans, 2009 8,000 fans, 2010 had 12,000 fans, 2011 had 15,000 fans, 2012 10,000 fans, and 2013 12,000 fans. The capacity of attendance is 15,000+. The date of the Smiles Charity Concert is Sunday May 25, 2014 (Memorial Day Weekend). Students are still in school and have Monday May 26, 2014 off from school. We believe we will get great participation with our date selection. Also the weather will be perfect!

The schedule of events from 5-10pm is as follows:

Sunday May 25, 2014

12:00 pm set-up for festival sponsors (bounce houses, rock-climbing wall, food and drink vendors)

5 pm family festival opens, National Anthem, Military Flyover

6-7pm Opening Band- Disney Channel Star

7-8pm Maylee Thomas Band

8:30pm Tribute to fallen soldiers, introduce family receiving home

8:30-10 pm Headliner Band-Bret Michaels

10 pm FIREWORKS

10:15 pm event ends

Benchmarks for success for the event will be the following:

1. FREE quality recreation and leisure activities for ALL McKinney families conveniently located in the middle of our city
2. Making the "Smiles Charity Concert and Family Festival" a focal point for McKinney citizens
3. Safe family friendly event

4. Expose corporate sponsors (outside McKinney) to McKinney which can result in more economic development for our city and tax base for schools
5. Promote attractive image of McKinney
6. Continue Smiles Charity Concert as an annual event that McKinney citizens look forward to
7. Smiles Charity is **UNIQUE BY NATURE** (McKinney's city slogan) because it combines recreation and leisure with giving back to the community (unlike many area public events which are **ONLY** recreation)
8. When Forever Free was hosted at this site, my neighbors and myself would have many out of town friends visit to enjoy the festivities (this promotes a great image of McKinney that can result in positive economic development and good-will)
9. Promote local businesses and economically impact the success of the businesses that participate in the event
10. Smiles Charity will sustain and enhance the historic character of McKinney by building on past traditions and creating new ones
11. Smiles Charity creates awareness of the need to give back and instills good citizenship
12. Smiles Charity results in tangible assets-**HOMES** that you can drive by and see the results of your giving
13. Raising money to fund the building of a home for a wounded veteran and his/her family.

**WE TRULY BELIEVE THAT SMILES CHARITY
FULFILLS THE MISSION AND ALL OF THE GOALS
OF THE MCDC!!!**

3. FACILITIES

Smiles Charity will be hosted behind my office in Adriatica. (Forever Free was hosted on this site.) The the developers of Adriatica support our event. The VIP party will be hosted at my office that has a perfect view of the entertainment stage and fireworks.

4. MARKETING EFFORTS

Our marketing goals are to have over 15,000 fans attend our Smiles Charity Concert, provide excellent media exposure for our sponsors, and the City of McKinney. Partnering with McKinney Community Development Corporation (MCDC) is crucial to the success of our 2014 Smiles Charity Concert.

Our current marketing venues will include:

- a. 5,000 t-shirts promoting the event with the MCDC logo
- b. Event related stories in print media such as McKinney Magazine, Stonebridge Ranch Newsletter, the McKinney Courier Gazette, and Neighbors Go(Dallas Morning News)
- c. Partnership with local radio station KLAK to advertise the event and feature our top sponsors
- d. Email blasts to our fans and supporters
- e. Our website, Facebook, Twitter
- f. Radio Disney, the Ticket Radio stations to promote our event and Raffle

- g. Jumbotron featuring our top sponsors at the Smiles Concert
- h. Banners for top sponsors
- i. 35,000 glossy booklets listing Smiles Charity history, sponsors, and activities

A grant from MCDC will make a HUGE difference and enable us to accomplish everything above!!!!

5. FINANCIAL

The bulk of the donations are from local dental professionals and suppliers who have supported us over the years. Smiles Charity has been a successful event and we are happy that sponsors want to be a part of it.

We are busy talking to new corporate sponsors. We are unaware of any other federal, state or city foundations that could be of help but are researching all avenues for funding.

The Smiles Charity Concert is an expensive event to execute. The financial impact of \$15,000 from MCDC would be very helpful for Smiles Charity! The funding from MCDC can continue to help make this a FREE event for the citizens of McKinney, will alleviate promotional costs and make the dream of home ownership a reality for these deserving wounded veterans and their families.

6. EVALUATION

The success of Smiles Charity is measured by the mission and goals of MCDC and by meeting and exceeding the 13 benchmarks outlined above.

We were excited to read about the mission and goals of the MCDC because Smiles Charity fits every mission, goal and qualification of MCDC. We could not imagine a better fit by any project!!!! We can think of no other event that creates a WIN-WIN like Smiles Charity. Our event involves all facets of the community- students, local companies, corporations, citizens, families, and the City of McKinney. The Smiles Charity Concert and Festival will reflect positively on the city of McKinney as it will demonstrate one more way **McKinney is unique by its nature of generosity.**

Thank you for your consideration!

Sincerely,

Dr. Jennifer Buchanan
Founder and President –Smiles Charity
“Build a Home, Create a Smile”
6595 Virginia Parkway, Suite 100
McKinney, TX 75071
972-567-0640 cell

6:29 PM

10/01/13

Accrual Basis

Smiles Charity
Profit & Loss
 July 2012 through June 2013

	Jul '12 - Jun 13
Ordinary Income/Expense	
Income	
43400 · Direct Public Support	
43440 · Gifts in Kind - Goods	26,995.97
43445 · Gifts in Kind - Services	47,507.00
43450 · Individ, Business Contributions	262,717.60
Total 43400 · Direct Public Support	337,220.57
49000 · Special Events Income	
49001 · vendor % cash donation	4,500.00
49009 · Special Events - Car Raffle	
49009-1 · Car Raffle Income Tax Paid	7,500.00
49009 · Special Events - Car Raffle - Other	62,600.00
Total 49009 · Special Events - Car Raffle	70,100.00
49010 · Special Events Donation/Admiss	9,010.36
49011 · Buckett Donations	179.57
49026 · Bracelett Sales	2,995.60
49027 · Water Sales	527.80
49045 · Admission to Children's area	3,772.00
Total 49000 · Special Events Income	91,085.33
Total Income	428,305.90
Cost of Goods Sold	
50000 · Cost of Goods Sold	1,289.99
Total COGS	1,289.99
Gross Profit	427,015.91
Expense	
60300 · Awards and Grants	
60320 · Cash Awards and Grants	100,000.00
Total 60300 · Awards and Grants	100,000.00
60900 · Business Expenses	
60920 · Business Registration Fees	275.00
60940 · Taxes - Not UBIT	226.89
Total 60900 · Business Expenses	501.89
62100 · Contract Services	
62110 · Accounting Fees	1,356.00
Total 62100 · Contract Services	1,356.00
62102 · Credit Card Fees	1,868.78
62400 · In Kind Expense - Goods	
62401 · IKE - goods - Linens/tables & c	1,329.79
62404 · IKE goods - printing	334.81
62405 · IKE- goods - signs	7,876.75
62406 · IKE - goods - VIP party	4,779.62
62407 · IKE - Goods - Festival	11,365.00
62409 · IKE- goods - band	2,500.00
Total 62400 · In Kind Expense - Goods	28,185.97
62500 · In Kind Expense Services	
62510 · IKE services - advertising	31,317.00
62520 · IKE services - Photographay	5,000.00
62530 · IKE services - Misc.	10,000.00
Total 62500 · In Kind Expense Services	46,317.00
64000 · Company Sponsored Event	
64025 · CDE - Misc Expense	8,500.00
64050 · CSE - Insurance	2,553.00
64100 · CSE- Band	35,000.00
64125 · Opening Band Expense	15,000.00
64200 · CSE - Fireworks	8,851.00

6:29 PM

10/01/13

Accrual Basis

**Smiles Charity
Profit & Loss
July 2012 through June 2013**

	<u>Jul '12 - Jun 13</u>
64300 · CSE - Stage	29,899.00
64351 · CSE - Cost of Car for Raffle	30,000.00
64400 · CSE - Signs/Banners	4,119.17
64500 · CSE - VIP Party	5,645.00
64600 · CSE - Festival	
64601 · CSE - Festival - fence	2,731.06
64602 · CSE - Festival - Restrooms	4,820.00
64603 · CSE - Festival - Childrens area	2,150.00
64605 · CSE - festival fly over	1,600.00
64606 · CSE - festival - tents	917.50
64600 · CSE - Festival - Other	692.87
Total 64600 · CSE - Festival	12,911.43
64700 · CSE - security fire/ems	2,100.00
64800 · CSE - Police Security	5,145.00
Total 64000 · Company Sponsored Event	159,723.60
65000 · Operations	
65040 · Supplies	127.72
65060 · Misc. operating expense	38.11
Total 65000 · Operations	165.83
65100 · Other Types of Expenses	
65110 · Advertising Expenses	
65112 · Advertising Expense - Jumbotron	9,400.00
65113 · Advertising Expense - paper	5,500.00
65114 · Advertising Expense - magazine	4,800.00
65115 · Advertising Expense - T-Shirts	19,950.00
65117 · Advertising Expense - Radio	12,500.00
65118 · Advertising eexpense - promotio	185.00
Total 65110 · Advertising Expenses	62,335.00
65120 · Insurance - Liability, D and O	1,704.79
Total 65100 · Other Types of Expenses	54,039.79
Total Expense	392,158.86
Net Ordinary Income	34,857.05
Net Income	34,857.05

P. O. BOX 2508
CINCINNATI, OH 45201

Date: **FEB 26 2010**

SMILES FOR HABITAT INC
C/O BRUCE E BERNSTIEN
10440 N CENTRAL EXPWY STE 1040
DALLAS, TX 75231

Employer Identification Number:
27-1346553
DLN:
17053021302040
Contact Person:
ROGER W VANCE ID# 31173
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
June 30
Public Charity Status:
170(b) (1) (A) (vi)
Form 990 Required:
Yes
Effective Date of Exemption:
November 12, 2009
Contribution Deductibility:
Yes
Addendum Applies:
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.