

**MCKINNEY COMMUNITY DEVELOPMENT CORPORATION**  
**Grant Application**  
**Fiscal Year 2016**

**IMPORTANT:**

- Please read the McKinney Community Development Corporation Grant Guidelines prior to completing this application.
- The Grant Guidelines and Application are available at [www.mckinneycdc.org](http://www.mckinneycdc.org); by calling 214.544.0296 or by emailing [cschneible@mckinneycdc.org](mailto:cschneible@mckinneycdc.org)
- Please call to discuss your plans for submitting an application **in advance** of completing the form. 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](http://www.mckinneycdc.org), by calling 214.544.0296 or emailing [cschneible@mckinneycdc.org](mailto:cschneible@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:**

**X Promotional 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 and Community Event Grants:**

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: January 4, 2016	January 2016	February 2016
Cycle II: June 30 2016	July 2016	August 2016

**Project Grants:**

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: January 29, 2016	February 2016	March 2016
Cycle II: April 29, 2016	May 2016	June 2016
Cycle III: July 29, 2016	August 2016	September 2016

# APPLICATION

## ORGANIZATION INFORMATION

Name: Run for Cover / 3e McKinney

Federal Tax I.D.: 20-4950273

Incorporation Date: 12-06-2006

Mailing Address: 202 W Louisiana, Suite 205

City McKinney

ST: Texas

Zip: 75069

Phone: 972-542-3331

Fax:

Email: Nancye@3eMcKinney.com

Website: <https://3emckinney.com/run-for-cover/>

### Check One:

Nonprofit – 501(c)(3) Attach a copy of IRS Determination Letter. **(Embedded at end of application)**

Professional affiliations and organizations to which your organization belongs: N/A

## REPRESENTATIVE COMPLETING APPLICATION:

Name: Nancye Ashley

Title: Administrative Assistant

Mailing Address: 202 W Louisiana- Suite205

City: McKinney

ST: Texas

Zip: 75069

Phone: 972-542-3331

Email: Nancye@3eMcKinney.com

## CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:

Name: Jim Smith

Title: Event Director

Mailing Address: 202 W Louisiana- Suite205

City: McKinney

ST: TX

Zip: 75069

Phone 972-896-9908

Email: smith.jim1956@gmail.com

**FUNDING**

Total amount requested: \$5,000

Matching Funds Available: None

**PROJECT/PROMOTION/COMMUNITY EVENT**

Start Date: April 9 2016

Completion Date: April 9, 2016

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

Rafe Wright - President

Jeff Gabbert - Vice President

Lynn Gross - Treasurer

John Shapiro - Secretary

Lee Brock, MD

Jared Maier

Rudy Manning

Harvey Oaxaca

Matt Payne

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

Jim Smith: Run for Cover Event Director

Harry Long: Director of Program Development.

Nancy Ashley: Administrative Assistant.

The Executive Director Position is open and interviews are currently in process

The board currently oversees 3 paid employees

3e engages over 2,000 volunteers annually

Using the outline below, provide a written narrative no longer than 7 pages in length:

## Applying Organization **Run for Cover.org / 3e McKinney**

### Vision

We envision the mobilization of the Body of Christ to bring care, hope and transformation to McKinney through the collaborative effort of many churches, faith-based entities, social agencies, businesses and individual volunteers coming together to fulfill the Great Commission.

### Mission

- engage volunteers in short and long term community involvement
- equip volunteers to serve in love, grace and compassion
- empower the under resourced to long-term self-sufficiency

### Purpose

The purpose of 3e McKinney is to engage and coordinate externally focused churches into channeling their resources (funds, time and people) into the community in order to bring honor to God, hope to the impoverished, and make a positive impact on the community.

### Goals

We are committed to sharing the Gospel of Jesus with the entire community by coordinating the achievement of the following goals:

- [EDUCATE the Children](#)
- [FEED the Hungry](#)
- [CLOTHE the Needy](#)
- [SHELTER the Homeless](#)
- [CARE for the Sick](#)
- [PROTECT the Vulnerable](#)

### Activities

By coordinating the effort of many community-focused churches, we are able to build a very large volunteer base to serve the residents of McKinney. In order to fulfill our purpose, 3e McKinney will participate in the following activities:

- Invest resources to meet the immediate needs and create long-term solutions that strengthen families.
- Network with community partners to provide the tools and volunteer base needed to fulfill their respective missions.
- Support and train church members in how to effectively extend grace and compassion and build successful relationships with those they serve.
- Provide service opportunities that allow volunteers to make a difference in our community.
- Develop community ownership and leadership by identifying and investing in local assets.

## Volunteers

*Volunteers* are the lifeblood of events and therefore of 3e McKinney. The proverbial “best laid plans of mice and men” fall flat without the people to [run a race](#), [clean a neighborhood](#), [shop with a child](#), [mentor a student](#) ... 3e McKinney plus volunteers can transform McKinney.

Describe the mission, strategic goals and objectives, scope of services, day to day operations and number of paid staff and volunteers.

### I. Community Event

Run for Cover is the longest standing running event in McKinney. Run for Cover began at Town Lake in April 2000

The 16th annual Run for Cover is April 9, 2016 at 7:45am. The event begins and ends at the Collin County Veterans Memorial at 6053 Weiskopf Avenue, McKinney, TX 75070.

Run for Cover is an annual 1k walk, 5 and 10K run to raise money for people experiencing homelessness in Collin County. All proceeds from the event go to [The Samaritan Inn](#) and [Shiloh Place](#). This benefit event is hosted by [3e McKinney](#).

The 5 and 10K courses are fun, challenging and certified. There will be music from Johnny B. and KLAK, prizes, and awards! The event draws over 500 people to run, volunteer and cheer on the competitors.

The Run for Cover event helps us to fulfill our stated mission to: Homeless. Our current location in Craig Ranch allows us to expand our reach to active citizens of Frisco, Allen and Plano. This potential draws added attention for year-round support for our charities: [The Samaritan Inn](#) and [Shiloh Place](#)

The Craig Ranch Venue allows us to expand participation by 300 % over the future year

We use the Craig Ranch Play-Tri location to host and time our event.  
Fees range from \$20-\$35.

Entry

### **Provide specific information to illustrate how this Project/Promotion/Event aligns with one or more of the goals and strategies adopted by McKinney City Council and McKinney Community Development:**

Our Run for Cover event promotes sports and fitness for McKinney residents. It also promotes exposure to the unique Craig Ranch development as the course winds through it. Our Charitable contributions to Samaritan Inn and Shiloh Place have totaled over \$215,000 in the 15 years of the event

We plan to increase our marketing for this event. We plan to draw more participation from McKinney as well as Frisco, Plano and Allen:

Has a request for funding, for this Project/Promotion/Community Event, been submitted to MCDC in the past?      X No

## II. Financial

	2014	2015
<b>Total runners</b>	<b>430</b>	<b>405</b>
<b>Income</b>		
Online registrations	10,937.00	\$11,232.00
Mail-in registrations	320.24	
Race-day registrations	648	\$225.00
<b>TOTAL</b>	<b>\$11,905.24</b>	<b>\$11,457</b>
Sponsors	21,500.00	\$18,825
Total Income (Registration & Sponsor)	<b>33,405.24</b>	<b>\$30,282</b>
<b>Expenses</b>		
Race & Volunteer T-shirts	5,568.00	
Race T-Shirts		\$3,690.00
RunFar	1,450.00	\$1,450.00
PlayTri	2,003.00	0
Police Officer		\$1,600.00
Awards & Medals	381.04	\$615.15
Face Painting materials	150.75	0
In House color copies	581.44	
Other Misc expenses	7.24	0
<b>TOTAL</b>	<b>10,141.47</b>	<b>7,355.15</b>
<b>Charitable Contribution</b>	<b>23,263.77</b>	<b>22,926.85</b>
<b>Samaritan Inn 75%</b>	<b>17,447.83</b>	<b>17,195.14</b>
<b>Shiloh Place 25%</b>	<b>5,815.94</b>	<b>5,731.71</b>
	<b>23,263.77</b>	<b>22,926.85</b>

This MEDC grant would allow us to increase our marketing reach without reducing the contribution to our charities. Please see **Marketing and Outreach** section for examples of use of the funds.

- Please attach your budget for the current year

	2016
<b>Total runners</b>	<b>500</b>
<b>Income</b>	
Online registrations	11,000
Race-day registrations	2000
MEDC Grant approval	5000
<b>TOTAL</b>	<b>\$18,000</b>
Sponsors	18,000
Total Income (Registration & Sponsor)	<b>36,000</b>
<b>Expenses</b>	
Race & Volunteer T-shirts	5,000
RunFar	1,500
PlayTri	2,000
Police Officer	1,500
Awards & Medals	800
Face Painting materials	200
In House color copies	0
Marketing Expense equal to grant	5,000
<b>TOTAL</b>	<b>16,000</b>
<b>Charitable Contribution</b>	<b>20,000</b>

- and audited financial statements for the preceding two
- years. If audited financials are not available, please indicate why.

3e McKinney does not have an independent financial audit due to size and resource limitations. Many of the funds are handled through partner churches who are required to have such audits. 3e McKinney serves as an organizing facet for the race with oversight of the entire organization even though the funds may not be channeled through our organization. Any funds for grants are handled directly through the accounting system of 3e McKinney for complete transparency and reporting. Grant auditing and reconciliation will be done by 3e McKinney staff.

**What is the estimated total cost for this Community Event?**

**\$ 16,000**

**(Include a budget for the proposed Project/Promotion/Community Event.)**

**What percentage of Project/Promotion/Community Event funding will be provided by the Applicant? 50%**

**Are Matching Funds available? X No**

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

<b>RUN FOR COVER SPONSORS</b>	<b>2014</b>	<b>2015</b>
Christ Fellowship	\$5,000	\$4,300
First Baptist Church McKinney	\$4,000	\$4,000
Baylor Hospital of McKinney	\$2,500	\$2,500
El Dorado Animal Hospital	\$1,000	\$0
Independent Bank	\$1,000	\$1,000
Cottonwood Creek Baptist Church	\$1,000	\$1,000
Covenant Church	\$1,000	\$600
FIRST United Methodist Church	\$1,000	\$1,000
Brinker International	\$500	\$0
St. Gabriel Catholic Community	\$500	\$525
Med Center of McKinney	\$500	\$600
Cardiac Center of Texas	\$500	\$0
Kiwanas	\$500	\$500
Pogue Construction	\$1,000	\$0
E Care Hardin rd	\$500	\$500
First United Bank	\$500	\$500
Vantrust Real Estate, LLC	\$500	\$0
Ben Franklin Plumbing		\$1,800
	<b>\$21,500</b>	<b>\$18,825</b>



Have any other federal, state, or municipal entities or foundations been approached for funding? NO

#### IV. Marketing and Outreach

Since inception our Run for Cover marketing has been through the churches of McKinney. In order to grow participation we plan to launch a campaign that includes.

- Facebook campaign
- Facebook tie-in with Samaritan Inn & Shiloh Place
- Active.com promotion campaign
- Play-Tri marketing campaign
- Distribute Flyers at other races and events prior to April
- Radio spots
- Facebook and other multi-media paid advertising

#### V. Metrics to Evaluate Success

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

We plan to increase participation in the race by 25%. The funds from this grant will help us meet this goal without reducing the donation to the recipient charities (Samaritan Inn and Shiloh Place).

#### Acknowledgements

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

- The Project/Promotion/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/Promotion/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/Promotion/Community Event for which funds were received.
- A final report detailing the success of the Project/Promotion/Community Event, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Project/Promotion/Community Event.
- Up to 80% of the approved grant may be provided, on a reimbursement basis, prior to conclusion of the Project/Promotion/Community Event with submission of invoices/receipts to MCDC. The final 20% may be paid following MCDC's receipt of unpaid invoices/receipts; documentation of fulfillment of obligations to MCDC; and final report on the Project/Promotion/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**



Signature

Rafe Wright  
Printed Name

January 4, 2016  
Date

**Representative Completing Application**



Signature

Nancye Ashley  
Printed Name

January 4, 2016  
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/Promotion/Community Event; description, goals and objectives
- Indicate the MCDC goal(s) that will be supported by this Project/Promotion/Community Event
- Project/Promotion/Community Event timeline and venue
- Plans for marketing and outreach
- Evaluation metrics
- List of board of directors and staff

**Attachments:**

- Financials: organization's budget for current fiscal year; Project/Promotion/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 MDCDC WITHIN 30 DAYS OF THE EVENT/COMPLETION OF THE PROJECT/PROMOTION/COMMUNITY EVENT.*

*FINAL PAYMENT OF FUNDING AWARDED WILL BE MADE UPON RECEIPT OF FINAL REPORT.*

*PLEASE USE THE FORM/FORMAT OUTLINED ON THE NEXT PAGE.*



## **McKINNEY COMMUNITY DEVELOPMENT CORPORATION**

### **Final Report**

**Organization:** Run for Cover / 3e McKinney

**Funding Amount:**

**Project/Promotion/Community Event:** Run for Cover

**Start Date:** April 9, 2016

**Completion Date:** April 9, 2016

**Location of Project/Promotion/Community Event:** McKinney, TX

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

- Narrative report on the Project/Promotion/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.
- Performance against metrics outlined in application

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

McKinney Community Development Corporation  
5900 S. Lake Forest Blvd., Suite 110  
McKinney, TX 75070

Attn: Cindy Schneible  
[cschneible@mckinneycdc.org](mailto:cschneible@mckinneycdc.org)

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

DEPARTMENT OF THE TREASURY

Date: DEC 06 2006

MCKINNEY NEIGHBORHOOD OUTREACH  
1005 A N TENNESSEE ST  
MCKINNEY, TX 75069

Employer Identification Number:  
20-4950273  
DLN:  
17053209023016  
Contact Person:  
DIANE M GENTRY ID# 31361  
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:  
JUNE 14, 2006  
Contribution Deductibility:  
YES  
Advance Ruling Ending Date:  
DECEMBER 31, 2010

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. During your advance ruling period, you will be treated as a public charity. Your advance ruling period begins with the effective date of your exemption and ends with advance ruling ending date shown in the heading of the letter.

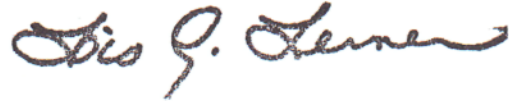
Shortly before the end of your advance ruling period, we will send you Form 8734, Support Schedule for Advance Ruling Period. You will have 90 days after the end of your advance ruling period to return the completed form. We will then notify you, in writing, about your public charity status.

Please see enclosed Information for Exempt Organizations Under Section 501(c)(3) for some helpful information about your responsibilities as an exempt organization.

Letter 1045 (DO/CG)

MCKINNEY NEIGHBORHOOD OUTREACH

Sincerely,

A handwritten signature in cursive script that reads "Lois G. Lerner". The signature is written in dark ink and is positioned above the typed name.

Lois G. Lerner  
Director, Exempt Organizations  
Rulings and Agreements

Enclosures: Information for Organizations Exempt Under Section 501(c)(3)  
Statute Extension

OGDEN UT 84201-0046

In reply refer to: 0423258262  
Oct. 08, 2010 LTR 252C E0  
20-4950273 000000 00  
00004566  
BODC: TE

3E MCKINNEY  
% LARRY ROBINSON EXECUTIVE DIRECTOR  
103 S CHURCH ST  
MCKINNEY TX 75069-4430



004556

Taxpayer Identification Number: 20-4950273

Dear Taxpayer:

Thank you for your Form 990-EZ.

We have changed the name on your account as requested. The number shown above is valid for use on all tax documents.

If you need forms, schedules, or publications, you may get them by visiting the IRS website at [www.irs.gov](http://www.irs.gov) or by calling toll-free at 1-800-TAX-FORM (1-800-829-3676).

If you have any questions, please call us toll free at 1-877-829-5500.

If you prefer, you may write to us at the address shown at the top of the first page of this letter.

Whenever you write, please include this letter and, in the spaces below, give us your telephone number with the hours we can reach you. Also, you may want to keep a copy of this letter for your records.

Telephone Number ( ) \_\_\_\_\_ Hours \_\_\_\_\_

Sincerely yours,

Sheila Bronson  
Dept. Manager, Code & Edit/Entity 3

Enclosure(s):  
Copy of this letter