

Project 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. They can also be obtained by calling 214-544-0296 or [emailing Cindy Schneible](#).
- **Please call to discuss your plans for submitting an application in advance of completing this form.**
- A completed application and all supporting documents are required to be submitted via email or on a thumb drive for consideration by the MCDC board. Please submit the application to:

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

- If you are interested in a preliminary Board of Directors review of your project proposal or idea, please complete and submit the [Letter of Inquiry](#) form which is available on this website, by calling 214-544-0296 or by [emailing Cindy Schneible](#).
- **Applications must be completed in full, using this form electronically (or physically with the requested thumb drive by mail), and received by MCDC by 5 p.m. on the application deadline indicated on the [Grants page](#) of this website.**

Eligible Projects

Project Grants support projects eligible for consideration under Sections 501 and 505 of the Texas Local Government Code. These include the following:

- Projects Related to the creation or retention of primary jobs.
 - Infrastructure improvement projects necessary to develop new or expanded business enterprises.
 - Public parks and open space improvements.
 - Projects related to recreational or community (city / public access) facilities.
 - Professional and amateur sports and athletic facilities, including children's sports.
 - Entertainment, tourist and convention facilities
 - Projects related to low income housing.
 - Mass transit-related facilities.
-

- *Airport facilities.*

Organization Information

Name	McKinney Roots
Federal Tax ID Number	81-4804348
Incorporation Date	12/1/2016
Mailing Address	208 S. College St
City	McKinney
State	TX
Zip Code	75069
Phone Number	469-608-1211
Fax Number	469-608-1211
Email Address	mckinneyroots@gmail.com
Website	www.mckinneyroots.org
Organization Type	Nonprofit - 501(c) (Attach a copy of IRS Determination Letter)
IRS Determination Letter	<i>Field not completed.</i>
Professional Affiliations and Organizations to Which Your Organization Belongs	None

Representative & Contact Information

Representative Completing Application:

Name	Vicki Deerman
Title	Executive Director
Mailing Address	208 S. College
City	McKinney

State	TX
Zip Code	75069
Phone Number	469-450-6465
Fax Number	<i>Field not completed.</i>
Email Address	vicki@mckinneyroots.org

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Contact for Communications Between MCDC and Organization:

Name	Vicki Deerman
Title	Executive Director
Mailing Address	208 S. College St
City	McKinney
State	TX
Zip Code	75069
Phone Number	469-450-6465
Fax Number	<i>Field not completed.</i>
Email Address	vicki@mckinneyroots.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. McKinney Convention and Visitors Bureau, Arts Commission, City of	No

McKinney Community
Support Grant)?

Project Start and
Completion Dates

6/1/2021 - 10/1/2021

Board of Directors

Attached

Leadership Staff

Vicki Deerman - Executive Director
Tucker Nickols - Farm Manager

Board of Directors
Attachment

Field not completed.

Leadership Staff
Attachment

Field not completed.

Narrative

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

1: 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 for which funds are requested.*

2: Project

- *Outline details of the Project for which funds are requested. Include information regarding scope, goals, objectives and target audience.*
- *Describe how the proposed Project fulfills strategic goals and objectives for your organization and benefits the McKinney community.*
- *Please also include planned support activities, time frame / schedule and estimated use and admission fees if applicable.*
- *Include the location for the proposed Project.*
- *Provide a timeline for the Project - from design to completion.*
- *Will the Project be competitively bid?*
- *Are there plans for growth / expansion in future years?*

What kind of project is
proposed?

New project

Has a feasibility study or market analysis been completed for this proposed project? No

Goal Alignment

Provide specific information to illustrate how this Project aligns with one or more of the goals and strategies adopted by McKinney City Council and McKinney Community Development.

- *Eligible for MCDC consideration under Sections 501 to 505 of the Texas Local Government Code (refer to MCDC Grant Guidelines and/or page 1 of this application).*
 - *Support cultural, sports, fitness, entertainment, community projects and events that attract resident and visitor participation and contribute to quality of life, business development and growth of McKinney sales tax revenue.*
 - *Highlight and promote McKinney as a unique destination for residents and visitors alike.*
 - *Meet citizen needs for quality of life improvements, business development and sustainable economic growth for residents in the City of McKinney.*
 - *Demonstrate informed financial planning – addressing long-term costs, budget consequences and sustainability of projects for which funding is requested.*
-

Which goal(s) listed above will be supported by the Project? Meet citizen needs for quality of life improvements

Has a request for funding for this Project been submitted to MCDC in the past? No

3: Financial

- *Provide an overview of the organization’s financial status including the impact of this grant request on organization mission, goals and business model.*
 - *Please attach your organization's budget for the current year and audited financial statements for the preceding two years. If audited financials are not available, please indicate why.*
-

Budget [MR Budget vs Actual 11.30.2020.pdf](#)

Financial Statements *Field not completed.*

If audited financials are not available, please indicate why. McKinney Roots income and expenses have been low. The organization filed a 990 postcard for 2019. No funds available for an audit.

Overview of Project Financial Goal

What is the total cost for this Project? 15,000

Budget [Hydroponic greenhouse budget.pdf](#)

What percentage of Project funding will be provided by the applicant? 10

Are matching funds available? No

Other Funding Sources The Seed Project Foundation through donations from public.

4: Marketing and Outreach

- *Describe marketing plans and outreach strategies for your organization and for the Project for which you are requesting funding - and how they are designed to help you achieve current and future goals.*

5: Metrics to Evaluate Success

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

Attach Narrative [McKinney CDC.docx](#)

Acknowledgements

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

- *The Project 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.*
-

- *Applicant owns the land, building or facility where the proposed project will be located. If the Applicant does not own the land, written acknowledgement / approval from the property owner must be included with the application. The letter must document that the property owner is aware of the proposed use of the property or facility, and that the property owner has reviewed the project plan and application, approves and supports the efforts of the applicant.*
- *MCDC will be recognized in all marketing, advertising, outreach and public relations as a funder of the Project. Specifics to 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 Project for which funds were awarded.*
- *A final report detailing the success of the Project, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Project.*
- *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 completion of the Project 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	Vicki Deerman
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Date	12/30/2020
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Representative Completing Application	Vicki Deerman
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Date	12/30/2020
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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 completion of the Project.*
 - *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.*
-

Email not displaying correctly? [View it in your browser.](#)

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

Mission: McKinney Roots is a food donation garden in McKinney. Our mission is to supply fresh produce to the food insecure by growing and distributing it to local nonprofits, churches, and schools, alleviating hunger with healthful, nutrient-dense food.

History: McKinney Roots was founded in 2017 as a backyard garden to address the issues of increasing poverty, hunger, and food insecurity in Collin County and quickly began to make an impact in the community. A 5 acre lot was loaned to us to be able to provide a larger area in which to grow. We are currently growing on about one of the five acres with room to expand. At the beginning of 2020, it became apparent that in order to be able to expand our farming operation, we needed to expand our non-profit organization. We merged our board of directors with the Harvest Seed Project Foundation's board of directors. This merger allowed us to take advantage of years of non-profit and farming experience provided by new directors. We also hired an experienced executive director and a full time farm hand. All of these changes have positioned McKinney Roots to dramatically grow the farm in 2021 to provide more healthy food to people experiencing food insecurity.

Food banks and food pantries typically distribute canned goods, peanut butter, packaged snacks and powdered milk. This occurs because of the short shelf life of fresh fruit and produce and the increased cost. McKinney Roots avoids the higher cost by growing our own and is committed to distributing fresh food quickly- from field to fork. The benefits of eating fresh are many, they are rich in vitamins and minerals and may prevent the risk of type 2 diabetes, obesity, high blood pressure, high cholesterol and Heart disease, all of which occur far more frequently in lower economic groups.

This year we partnered with nine local organizations including, among others, the Salvation Army, Community Lifeline Center, McKinney Little Free Pantry, and local churches to help us distribute 8,750 pounds of fresh honey, cantaloupes, water melon, zucchini, squash, tomatoes, sweet potatoes, cucumbers, cow peas, and peppers to individuals and families most in danger of hunger and food insecurity. We have developed a dedicated team of more than 400 volunteers who generously give of their time and talents to help us run our operations.

McKinney Roots estimates that we will serve 1,000 people this year and once our capacity-building project is complete we expect to help more than 10,000 people each year avoid food insecurity and the negative health outcomes that result from it.

Staff and Daily operations: We have two paid staff – a part time Executive Director and a full time Farm Manager. The farm manager is responsible for the daily operation of the farm including: planting, tending, and harvesting of crops; feeding and managing the chicken flock; harvesting eggs; tending the bee hives, and managing food distribution. The expertise of the board of directors includes farming skills and they are responsible for the crop plan.

Volunteers are valuable for tilling, planting, pulling weeds, harvesting, and delivering eggs and produce.

Disclose and summarize any significant, planned organizational changes and describe their potential impact on the Project for which funds are requested.

In 2020, McKinney Roots became a part of the Harvest Seed Project Foundation. The Seed project board of directors provides many years of expertise in non-profit management, community of McKinney involvement and support, and farming. We move into 2021 with a solid and committed board of directors, management, and employees. We are planning to expand our volunteer system to meet the needs of the farm as we expand operations.

2: Project

Outline details of the Project for which funds are requested. Include information regarding scope, goals, objectives and target audience:

The capital request of \$15,000 to build a hydroponic greenhouse will enable us to grow food indoor in an environment conducive to year-round production. The greenhouse will supplement our outdoor growing and produce an additional 4000 pounds of produce per year to donate to those in need. We have a former heavy pipe batting cage on the property which will be used for the structure. The grant funds will be used to purchase the materials and the labor to finish the structure and complete the hydroponic system.

- **Describe how the proposed Project fulfills strategic goals and objectives for your organization and benefits the McKinney community.**

Our goal is to feed people. The hydroponic greenhouse will supplement the outdoor growing with additional and year round produce.

- **Please also include planned support activities, time frame / schedule and estimated use and admission fees if applicable.**

This is a building project. We will be able to use volunteer groups to help with some of the building. We have a consultant (Profound Micro foods in Lucas, TX) to help with the design and planning. We plan to duplicate an already successful process that they have in place. The schedule depends upon when funding is received.

- **Include the location for the proposed Project:**

The McKinney Roots farm is located at 5595 FM 1461, McKinney.

- **Provide a timeline for the Project - from design to completion:**

Estimate that the project will take 3 months. Design, acquiring materials, installation, beginning production.

- **Will the Project be competitively bid:**

There will not be a formal bid process for any work that needs to be contracted, but we will request multiple estimates.

- **Are there plans for growth / expansion in future years?**

There are two batting cage structures on the property. Once we get one hydroponic system build and operational, we could seek funds to build a second one.

5: Metrics to Evaluate Success:

Produce is measured when harvested and donations recorded to provide feedback on the successful operation of the greenhouse. Partner organizations to which produce is distributed will be surveyed to determine how the produce is being received by clients.

Hydroponic Greenhouse Budget

Exterior plastic and blower to inflate	\$1,000
Plastic clips and Wigglewire	\$1,000
Exhaust fan	\$500
Circulation fans	\$400
Waterwall	\$1,500
Plastic liner	\$600
Airstones and pumps	\$1,200
80 rafts	\$1,600
Wood/stain/concrete	\$2,000
Pump and PVC plumbing	\$750
Ground work/gravel floor	\$1,300
Plumbing	\$1,000
Electical Work	\$1,200
Lighting	\$950
Total	\$15,000

Board of Directors:

RICK WELLS – Founder and President, Owner Wells Hospitality Group

VICKI DEERMAN – McKinney Roots Executive Director & Treasurer

LYNNE SIPIORA – Secretary, community member

CARISSA BLEECKER – Board Member, Founder of McKinney Roots, community member

MEGAN NEUBAUER – Executive Director of the Seed Project Foundation

ANDREA SHACKELFORD – Board Member, Wells Hospitality Group

TOBY THOMASON – Board Member, Wells Hospitality Group

McKinney Roots
Statement of Financial Position Comparison
As of December 31, 2020

	Total	
	As of Dec 31, 2020	As of Dec 31, 2019 (PY)
ASSETS		
Current Assets		
Bank Accounts		
Total Bank Accounts	\$ 5,721.26	\$ 11,707.87
Other Current Assets		
Undeposited Funds	0.00	
Total Other Current Assets	\$ 0.00	\$ 0.00
Total Current Assets	\$ 5,721.26	\$ 11,707.87
TOTAL ASSETS	\$ 5,721.26	\$ 11,707.87
LIABILITIES AND EQUITY		
Liabilities		
Current Liabilities		
Total Accounts Payable	\$ 0.00	\$ 0.00
Other Current Liabilities		
Direct Deposit Payable	0.00	0.00
Payroll Liabilities		
Federal Taxes (941/944)	0.00	146.94
Total Payroll Liabilities	\$ 0.00	\$ 146.94
Total Other Current Liabilities	\$ 0.00	\$ 146.94
Total Current Liabilities	\$ 0.00	\$ 146.94
Total Liabilities	\$ 0.00	\$ 146.94
Equity		
Net Assets	11,560.93	2,756.01
Net Revenue	-5,839.67	8,804.92
Total Equity	\$ 5,721.26	\$ 11,560.93
TOTAL LIABILITIES AND EQUITY	\$ 5,721.26	\$ 11,707.87

McKinney Roots
Statement of Activity Comparison
 January - December 2020

	Total	
	Jan - Dec 2020	Jan - Dec 2019
Revenue		
Direct Public Support	\$ 5,502.38	\$ 5,759.81
Grant Support	\$ 49,627.50	\$ 13,997.37
In-Kind Contributions		9,192.00
Total Revenue	\$ 55,129.88	\$ 28,949.18
Gross Profit	\$ 55,129.88	\$ 28,949.18
Expenditures		
Advertising & Marketing	127.98	
Bank Charges & Fees	12.48	
Contract Services		
Outside Contract Services (Irrigation)	12,306.00	
Total Contract Services	\$ 12,306.00	\$ 0.00
Farmhand pay	7,574.50	285.00
Facilities and Equipment	\$ 11,994.64	\$ 0.00
Job Supplies	9,622.35	14,302.49
Job Supplies - Texas Health Resources	9,291.00	
Office Supplies & Software	761.10	1,256.54
Operations	\$ 2,064.56	\$ 0.00
Business Expenses	\$ 50.00	\$ 1,500.35
Other Types of Expenses		
Insurance - Liability, D and O	1,110.40	401.07
Total Other Types of Expenses	\$ 1,110.40	\$ 401.07
Payroll Expenses	\$ 5,916.50	\$ 767.01
Utilities	2,333.69	1,630.16
Total Expenditures	\$ 63,165.20	\$ 20,142.62
Net Revenue	-\$ 8,034.67	\$ 8,804.92

McKinney Roots
Statement of Activity
January 1 - November 30, 2020

	<u>Actual</u>	<u>Budget</u>
Revenue		
Direct Public Support		
Contributions - Corporate	2,424.11	2,500.00
Contributions - Individ, Business	2,831.24	2,500.00
Total Direct Public Support	\$ 5,255.35	\$ 5,000.00
Grant Support	46,000.00	46,000.00
Moody	15,000.00	15,000.00
Hillcrest (Irrigation)	25,000.00	25,000.00
Equipment Grant	2,750.00	2,750.00
Total Grant Support	\$48,750.00	\$ 48,750.00
Sales	0.00	0.00
Total Revenue	\$54,005.35	\$ 53,750.00
Gross Profit	\$54,005.35	\$ 53,750.00
Expenditures		
Advertising & Marketing	127.98	150.00
Bank Charges & Fees	7.68	10.00
Business Expenses		
Business Registration Fees	50.00	50.00
Total Business Expenses	\$ 50.00	\$ 50.00
Contract Services		
Whitaker Irrigation	8,336.00	25,000.00
Total Contract Services	\$ 8,336.00	\$ 25,000.00
Contractors (Farm help in spring)	7,574.50	7,000.00
Facilities and Equipment (little tractor)	11,044.64	11,044.64
Job Supplies	9,470.22	10,000.00
Job Supplies - Texas Health Resources	2,126.00	2,000.00
Office Supplies & Software	761.10	761.10
Operations		
Books, Subscriptions, Reference	2,056.91	2,056.91
Supplies	7.65	7.65
Total Operations	\$ 2,064.56	\$ 2,064.56
Other Types of Expenses		
Insurance - Liability, D and O	1,110.40	1,110.40
Total Other Types of Expenses	\$ 1,110.40	\$ 1,110.40
Payroll Expenses		
Payroll Expenditures - Executive Director	1,831.50	4,000.00
Total Payroll Expenses	\$ 1,831.50	\$ 4,000.00
Utilities	2,054.55	3,000.00
Total Expenditures	\$46,559.13	\$ 66,190.70
Net Operating Revenue	\$ 7,446.22	-\$12,440.70
Other Expenditures		
Other Miscellaneous Expense	-0.65	

Total Other Expenditures

- \$ 0.65 \$ 0.00

Net Other Revenue

\$ 0.65 \$ 0.00

Net Revenue

\$ 7,446.87 -\$12,440.70

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

DEPARTMENT OF THE TREASURY

Date: JAN 20 2017

MCKINNEY ROOTS INC
341 FARMS RD
MCKINNEY, TX 75071-0000

Employer Identification Number:
81-4804348
DLN:
26053417004767
Contact Person:
CUSTOMER SERVICE ID# 31954
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Public Charity Status:
509(a)(2)
Form 990/990-EZ/990-N Required:
Yes
Effective Date of Exemption:
December 01, 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.

Letter 947

MCKINNEY ROOTS INC

Sincerely,

A handwritten signature in black ink, appearing to read "Jeffrey I. Cooper". The signature is stylized with a large, sweeping initial "J" and "C".

Jeffrey I. Cooper
Director, Exempt Organizations
Rulings and Agreements