

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: Volunteer McKinney

Federal Tax I.D.: 75-2775219

Incorporation Date: 1998

Mailing Address: 2150 South Central Expwy, Suite 150

City McKinney

ST: TX

Zip: 75070

Phone: 972 542-0679

Fax:

Email: dana.riley@volunteermckinney.org Website: www.volunteermckinney.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: Center for Nonprofit Management, Texas Association of Volunteer Centers, McKinney Chamber of Commerce

REPRESENTATIVE COMPLETING APPLICATION:

Name: Dana Riley

Title: Executive Director

Mailing Address: 2150 South Central Expwy, Suite 150

City: McKinney

ST: TX

Zip: 75070

Phone: 972 542-0679

Fax:

Email: dana.riley@volunteermckinney.org

CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:

Name: Dana Riley

Title: Executive Director

Mailing Address: 2150 South Central Expwy, Suite 150

City: McKinney

ST: TX

Zip: 75070

Phone 972 542-0679

Fax:

Email: dana.riley@volunteermckinney.org

FUNDING

Total amount requested: \$14,000

PROJECT/PROMOTIONAL ACTIVITY/COMMUNITY EVENT

Start Date: September 1, 2013

Completion Date: October 26, 2013 and beyond

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

Attached

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

Dana Riley, Executive Director

Applying Organization

The Volunteer McKinney Center has been a vital part of this Community since 1998. Although it has always been a "connector" for volunteers and agencies, it has also spearheaded many community events over the years that have allowed citizens to give of their time and talents while serving others. These events have showcased the community spirit that McKinney possesses which is often envied by other cities.

This past year has been a time of restructuring how we interact with this community and a renewed effort to support our partner agencies. Below is an outline of this year's accomplishments.

Infrastructure of Agency

- **Web-site re-development**
 - **New search engine**
 - **Constant Contact event management**
- **Training Program redevelopment**
- **Relocation of the office to the Chamber of Commerce**
- **Streamlined office procedures**

- **New marketing campaign including rebranding and logo**
- **New outreach to the 5,000+ people who have opted into our Volunteer Page.**

Community Speaking Engagements

- **8 Schools**
- **10 Churches**
- **12 Community Groups**
- **1 City of McKinney 4-hour staff training (Municipal Court)**
- **3 Volunteer Fairs**
- **5 Out of town speaking engagements highlighting McKinney's Volunteerism**

Volunteer Management Trainings

- **"Professionalism in Volunteer Management"**
- **"Fresh, New, Low-cost or No-cost Volunteer Recognition Ideas"**
- **"Project Management 101"**
- **"Volunteer Safety" with McKinney Police Department**
- **Texas Volunteer Manager's Conference Presentation "Basics of Volunteer Management"**
- **2 day "Grant Writing" with Co-Serve and Community Lifeline**
- **2 day "Capturing the Expertise of People 50 plus" with UNT**
- **Lone Star Association of Charitable Clinics State Conference**
- **DFW Philanthropy Conference, Irving-McKinney Nonprofit/Municipal Partnership**

Community Events

- **Together We Serve 2012 and 2013**
 - **Total of 2000 plus volunteers engaged**
 - **Collaboration with City of McKinney, 3E McKinney and Habitat**
 - **Provided volunteer support and planning**
 - **Published video highlights**

- **McKinney Make A Difference Day 2012**
 - **18 projects**
 - **17 agencies**
 - **500 volunteers**
 - **Published video highlights**

- **Spirit of McKinney-A Salute to Volunteers**
 - **250 attendees**
 - **8 awards given**
 - **Published video highlights**

- **Youth Summit**
 - **Served as co-planner**
 - **Presenter**
 - **150 attendees representing business, education, clergy, service providers, city, county, parents and others**
 - **Youth Resource Guide Developed and posted on VolunteerMcKinney.org**
 - **Published video invitation and highlight video**
 - **Document Administrator for Youth Resource Guide**
 - **Continued support for future events**

- **Volunteer Manager’s Appreciation Luncheon**
 - **42 attendees**
 - **Nationally-known speaker**
 - **Door prizes**

Promotional Activity/Community Event

McKinney’s Make A Difference Day will be held on Saturday, October 26, 2013 in keeping with the National Day of Doing Good. We are planning to host 20 community projects going on all over McKinney at 20 different locations in support of local nonprofits. The nonprofits will apply to participate and be chosen based on the agency’s capacity to host the volunteers, number of volunteers they can engage, impact of planned project on the agency and/or clients and the agency’s ability to engage youth, family groups and disabled volunteers. Supplies for the projects will be reimbursed by Volunteer McKinney after the event with receipts and a reimbursement request.

In 2012, we captured data on the 500 volunteers who signed up for the 18 projects across McKinney. Of those, approximately 50% were from McKinney, 30% from neighboring cities in Collin County, 10% from Dallas County and the remaining from outside both Collin and Dallas Counties. This family-friendly volunteering event draws people into our city and their economic impact is surely felt as they buy meals, shop and explore while they are here. Having an event like this showcases McKinney and encourages people to come back once they have seen it. Going forward, we will continue to gather data to track who is coming to our events.

The cornerstone of Volunteer McKinney is “connecting people to their passion through volunteerism...” and this event is something that the entire community supports and participates in. Last year, we filled all available slots for volunteers and plan to expand the scope of the event this year.

We have already begun planning for this year’s event and will offer an informational meeting for any agencies that are interested in participating on Aug. 9th. Projects will be chosen by Sept. 1 and each chosen nonprofit will receive support from Volunteer McKinney and will be assigned a project leader from the community. The project sites have not been determined this year but last year’s projects were:

<u>Agency</u>	<u>Project Title</u>
Especially Needed	Fall Carnival
SPCA of Texas	Beautification for SPCA
Cornerstone Ranch	Seeds of Kindness
ManeGait Therapeutic Horsemanship	Set up for Gaitapalooza
Chestnut Square Historic Village	New Paint for the Visitor's Center
Angel League Athletics	Special Needs Livestock Show
North TX Susan G. Komen	Blanket Project
North C. C. Habitat	Together We Serve-La Loma
McKinney Housing Authority	A Big McKinney Thank You!
Embrace	First Apartment Kits
McKinney Fire Department	Assembling Key chains
Collin County Committee On Aging	Clean Vans R Us
City Of McKinney Strm W. Mngmnt	Storm Water Inlet ID Project
Community Food Pantry/MISD	Canned Fruit Drive

Children & Community Health C.
MADD McKinney
Community Lifeline Center
North C.C. Habitat

Health Center Supply Organization
MADD Info Blitz
Extreme Agency Makeover
Make a House a Home

As you can see, support of this grant request actually benefits 20 nonprofits across McKinney. This event is a way for them to showcase the work that they do in the community.

Included in this request is the cost of a trailer that would be utilized at all community events to support the thousands of volunteers who contribute to the events, festivals, runs, and sporting events. It will be "wrapped" with McKinney specific information and could be seen in and around McKinney as well as at other events where we are asked to speak on behalf of volunteerism. Just in this past year, we have traveled to Austin, Denton, Grapevine, Dallas and Ft. Worth. In addition, this trailer could be used to respond to emergencies and could provide refreshments for and coordination of volunteers. The trailer is essential to what we do both at **Make a Difference Day** and all the other community events we participate in. It will have tables, custom logo tents, chairs, coolers, refreshments and administrative supplies that are needed to give volunteers a fun, safe experience while in our city. As is our custom, we can support other local nonprofits by allowing their use of our trailer and supplies.

This project is a living, breathing display of the spirit of McKinney. It demonstrates that the people who live and work in this area are the kind of people you want to live and work with. They are giving and caring and willing to do what needs to be done so that this entire community can be better. Events of this kind are clearly in support of **MCDC's** goals as they not only draw people into our city, but also demonstrate that this community truly is unique in the way that they care for each other and support the local nonprofits through their giving of not only financial support but also their time and talents.

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

xx Yes

No

(The Executive Director had less than one week to write the proposal and did not have a clear grasp of the process or the specifics for being granted through MCDC. We were awarded \$500 for promotion of last year's event and MCDC was an event sponsor at the \$2,500 level.)

Financial

Because of the efforts of the Executive Director and the committed Board of Directors, we have been able to establish our organization as one that is financially stable and all projects are paid for through community support, grants and by creatively leveraging our resources.

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

\$19,500 (Budget Attached)

What percentage of Project/Promotional Activity/Community Event funding will be provided by the Applicant? 28%

Are Matching Funds available? Yes No

Cash \$	Source	% of Total
In-Kind \$	Source	% of Total

Are other sources of funding available? Yes.

Our event was supported last year by the following:

City of McKinney (Salary of E.D.)

McKinney C.D.C. (\$500 promotional support, \$2500 event sponsorship)

Bank of Texas (\$1500 event sponsorship)

Live Outward (\$500 event sponsorship and In-kind)

Pediatric Dentistry of Princeton (\$500 event sponsorship)

Individual Donors (\$400 project support)

In-Kind Donors were:

Baylor Medical Center at McKinney (Goodie Bags)

Brother's Pizza (Volunteer Support)

Market Street (Volunteer Support)

Pinnacle Eye Associates (Goodie Bag Coupons)

Printing Galaxy (Promotional Items)

The Payton Group (Promotional Items)

Have any other federal, state, or municipal entities or foundations been approached for funding?

We receive an amount each year from the City of McKinney to run our operation and their support provides for the salary of our Executive Director. This funding supports all our efforts in this community but does not specifically provide for event costs.

Marketing and Outreach

We are continuing the marketing of our agency and of the **Make a Difference Day** event. We have established a Facebook page and will be using new event-management software. We are hoping to engage the local media and will do some radio spots on KLAK. If funding permits, we will print posters this year and we will expand our marketing to local companies to encourage more participation.

Beginning with Make a Difference Day last October, we have captured all of our community events via photos and videos. These are all posted on our You-tube channel and can be viewed via our website at www.volunteermckinney.org. These videos demonstrate what the event was all about and how engaged the community was in the activity. Last year's video featured our Mayor as he volunteered and he offered a thank you to the volunteers at the end. MCDC's participation at these events are reflected in the videos with shots of signage at the events.

Through a partnership with the McKinney CVB, I take "gifts" from McKinney to all my out of town speaking engagements. This includes promotional information about McKinney and our spirit of service, tourism info, a pen, maps of McKinney and other items promoting our city.

Metrics to Evaluate Success

We will gauge this year's success on the number of projects, number of agencies participating and the number of volunteers engaged this year. We will introduce a post-event survey for volunteers and agencies to measure impact of the project on the agency and the volunteer's overall experience. We will also track the trailer usage for future reporting.

Acknowledgements

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

- The Project/Promotional Activity/Community Event for which financial assistance is sought will be administered by or under the supervision of the applying organization;
- All funds awarded will be used exclusively for the purpose described in this application;
- MCDC will be recognized in all marketing, outreach, advertising and public relations as a funder of the Project/Promotional Activity/Community Event. Specifics to be agreed upon by applicant and MCDC and included in an executed Performance Agreement;
- Organization's officials who have signed the application are authorized by the organization to submit the application;
- Applicant will comply with the MCDC Grant Guidelines in executing the Project/Promotional Activity/Community Event for which funds were received.
- A final report detailing the success of the Project/Promotional Activity/Community event, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Project/Promotional Activity/Community Event.
- Up to 80% of the approved grant may be provided, on a reimbursement basis, prior to conclusion of the Project/Promotional Activity/Community Event with submission of invoices/receipts to MCDC. The final 20% will be forwarded upon MCDC's receipt of unpaid invoices/receipts; documentation of fulfillment of obligations to MCDC; and final report on the Project/Promotional Activity/Community Event.
- The required performance agreement will contain a provision certifying that the applicant does not and will not knowingly employ an undocumented worker in accordance with Chapter 2264 of the Texas Government Code, as amended. Further, should the applicant be convicted of a violation under 8 U.S.C. § 1324a(f), the applicant will be required to repay the amount of the public subsidy provided under the agreement plus interest, at an agreed to interest rate, not later than the 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

Dana Riley
Printed Name

Dana Riley
Printed Name

6-27-2013
Date

6-27-2013
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