

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

Grant Application for Believe! 2012

Fiscal Year 2012

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 on a CD for consideration by the MCDC board. Please submit the application to:

McKinney Community Development Corporation
321 N. Central Expressway, Suite 240
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, 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 (up to \$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 16, 2011	January 2012	February 2012
Cycle II: June 29, 2012	July 2012	August 2012

Project Grants:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: January 31, 2012	February 2012	March 2012
Cycle II: April 30, 2012	May 2012	June 2012
Cycle III: July 31, 2012	August 2012	September 2012

APPLICATION

ORGANIZATION INFORMATION

Name: Holy Family School

Federal Tax I.D.: 75-1025515

Incorporation Date: 10/13/1964

Mailing Address: 500 Throckmorton

City: McKinney

ST: TX

Zip: 75069

Phone: 972-562-5476

Fax:

Email: dteders@hfsmckinney.org

Website: www.hfsmckinney.org/www.believmckinney.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: None

REPRESENTATIVE COMPLETING APPLICATION:

Name: Gigi Bonham

Title: Executive Director of Believe! 2012

Mailing Address: P.O. Box 6003

City: McKinney

ST: TX

Zip: 75071

Phone: 214-642-0836

Fax: n/a

Email: gigi@believmckinney.org

CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:

Name: Gigi Bonham

Title: Executive Director

Mailing Address: P.O. Box 6003

City: McKinney

ST: TX

Zip: 75070

Phone: 214-642-0836

Fax:

Email: gigi@believemckinney.org

FUNDING

Total amount requested: \$5,000.00

PROJECT/PROMOTIONAL ACTIVITY/COMMUNITY EVENT

Start Date: 11/24/2012

Completion Date: 11/24/2012

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

Please see attached- HFS Board of Trustees Directory File.pdf

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

Please see attached- Believe! Board of Directors 2012.pdf



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.

This grant request is submitted on behalf of the Board of Trustees of Holy Family School in McKinney. Holy Family School provides a loving environment for children, meeting the needs of McKinney and surrounding area's diverse population. They promote a sense of self-worth, a respect for others and a love for learning. In partnership with parents and the community, their programs allow each child to grow, develop and learn to his or her fullest potential. All funds from the Believe! 10k/5k run go towards scholarships for students and families who need financial assistance during the school year. The school was started over 60 years ago after a tragic fire killed five children of Mexican migrant workers. The children were left at home alone because their parents could not afford a caregiver. Holy Family School, founded as a safe haven and educational cornerstone for preschool-aged children, has grown and evolved over the past 61 years and now has a stellar reputation within the community. Holy Family School alumni are now leaders in the community and have pointed to the difference the school made in their lives as children. (Please see additional information about daily operations, staff, and volunteers in attached letter from HFS Board President Sara Thomas.

HFS Board Letter for Believe!.pdf

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.

The idea of creating a race like Believe! Started in 2006 when the Holy Family School was in much need of funding for scholarships. A compassionate and dedicated group of McKinney citizens came together and, motivated by the power of believing and a willingness to serve, Believe! was born. This small group of believers accomplished something never done in McKinney: the running of a 10k/5k through historic downtown. Working closely with several community groups, including McKinney Main Street and the City of McKinney, the first Believe! race was on November 25th, 2006. Held during the annual McKinney "Dickens of a Christmas", the event not only helped our community and increased participation of the Dickens event, but helped bring in runners from all over the North Texas area, out of state, and even some international participants

- **For Promotional Grants/Community Events** – describe how this initiative will promote the City of McKinney for the purpose of business development and/or tourism.

In 2006 McKinney was the fastest growing community with a population over fifty thousand in the United States. As such, the Believe! team realized that there was a growing need for affordable, quality childcare in the area. Many parents live below the poverty level on one income due to the lack of affordable childcare for their infants and preschoolers. Single mothers languish in long lines waiting for federal or state funding because there was simply no money for child care. Believe! would have to create a project large enough that it would capture the attention of the community,

touch the hearts of our volunteers and participants , and be unique enough to start a strong tradition in our great city. The theme and timing of the run has been intentionally designed to benefit the downtown merchants, the annual Dickens of a Christmas festival, and the tourism and economy of McKinney. Building on six consecutive years of success, this grant request for \$5000.00 will help fund the promotional and advertising expenses associated with the race. Our statistics show that 48% of the race participants come from outside McKinney. Believe! attracts people who will stay the night in McKinney the Friday night before the race and stay after the run on Saturday to enjoy the Dickens of a Christmas events. We would like to build on this success and market the race to increase participation and grow the numbers of visitors who come to our great city.

- Describe how the proposed Project/Promotional Activity/Community Event fulfills strategic goals and objectives for the organization.

Our goals have been to create a tradition in our city with a safe, challenging, beautiful course to show off our historical downtown and help increase attendance at Dickens of a Christmas. The average race has brought in around 1100 participants each year, not including families and spectators which increase the total to around 3000 in attendance. With each registration we are increasing the monetary donation to the Holy Family School's Scholarship Fund and growing the event for the following year.

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

The event will take place on Saturday, November 24th, 2012. Start and Finish will be located at Mitchell Park and the awards ceremony will take place on the Main Stage at Dickens of a Christmas. Before the great races Believe! offers the community a time to celebrate with the sunrise and create a very special children's event. The Great Santa Chase! Thanks to our mayor, Brian Loughmiller, who has been our guest Santa for six years, the children love to "chase" Santa and burst through a banner made especially for them. Each child receives a goody bag from Santa elves and a candy cane for being part of the event. Then they are encouraged to run in the 5K Mayor's challenge. Upon successful completion of the challenge, the kids receive a "dog tag" that says "I Believed 2012", a certificate of completion of the Mayor's 5K Challenge, and a photo op with our mayor. During the award ceremony, Judge Paul Raleeh continues to promote our city, schools, and Dickens by sharing fun facts about the great town and the great traditions here! After the commencement of the awards all participants could join in the Dickens festivities which mainly include warming up in the restaurants, coffee houses and doing some special Christmas shopping. Believe! receives numerous compliments about the timing of the run and having a family day in downtown to celebrate the beginning of the holidays. Please see full schedule attached.

- What is the venue/location for Project/Promotional Activity/Community Event?

The event takes place at Mitchell Park, in Downtown McKinney.

- Provide a timeline for the Project/Promotional Activity/Community Event.

Please see attached – Project Believe! 2012.pdf

- Detail goals for growth/expansion in future years.

With the support of community partners and the City of McKinney and we hope the MCDC Grant, will make this year's event another outstanding race. Believe! is thrilled to pair up again with Dickens of a Christmas and present the seventh annual Believe! Believe's long term vision is to increase the preschool scholarship for early education to all in need in our community and surrounding areas. We will continue to look for fun ways to bring energy, creative fund raising to McKinney and help get the community involved while raising funds for both Believe! and HFS. As the run and scholarship fund grows, so will its supports. We are hopeful that local businesses will help us with sponsorships in a more substantial way than they have up to now. Today, Believe! is building year by year on past successes. We see the day when the run will have several thousand participants, and truly being a jump-start to the Saturday's events at Dickens of a Christmas. For these beginning years, we are looking for partners and grants to help us make this vision a reality, and to invest in an idea that is likely to reap great benefits in the future.

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:

- Preserve the historic character of McKinney.
- Promote the City of McKinney as one of the best places to live or visit in the United States, enhance quality of life for our residents and draw visitors and prospective businesses to our area.

Believe! is unique in that it features McKinney's historic downtown. There is not a race in the Metroplex that has a quality, "chip-timed" course that also offers a small town, historic feel. The course was officially certified by USATF in 2010 and not only is breathtaking for the area but also very challenging which encourages runners from all over to come be part of it and qualify for other races and marathons. The turning of the trees in November and the beautiful homes with our incredible downtown makes this run a tradition for many of our participants to kick off their holiday season. We intend to keep the race locally influenced and administered, not corporate and urban like so many runs have become. Opportunities to feature local talent abound – in the pre-race "Sunrise Celebration" and music, to the artwork and signage featured at the start/finish line and along the course, to the post-race awards celebration. As the run progresses, we look forward to integrating more local talent. Also, we feel the run has an important place in McKinney by promoting health and fitness to all who participate including our children. In 2007 Believe! started an initiative where we ask the participants to bring a pair of children's athletic shoes with them to donate to the children of MISD. To date the race has collected over 800+ pairs of shoes that have been given to both the McKinney Independent School District and the Community Lifeline Center.

Besides the philanthropic aspect of Believe!, we want this race to exist in the city to boost McKinney's economy and small businesses. This grant is a way to jump-start this process, and we pledge our best effort to take some significant steps in that direction in 2012 upon the award of this grant.

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.

The Believe! Race is a self-contained endeavor which benefits Holy Family School of McKinney. The proceeds from the each year’s race are given to the Scholarship Fund at Holy Family School to help low income families afford quality childcare for their preschoolers. The Board of Directors of Believe! retains a portion of the proceeds from the prior year’s race to cover start-up expenses for the current year’s race. The grant will allow a higher donation be given to Holy Family School which will be impacting more families within McKinney. The grant monies will be utilized for promoting the Believe! Race.

- 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?

\$65,000.00

(Please see attach for 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%**

Are Matching Funds available? Yes

No

Funds to Support Believe Race:

Category	Amount	Source	% of Total
Cash	\$25,000	Believe Race Registration Fees	~ 43%
Cash	\$15,000	Individual and Local Business Sponsorships	~ 24%
In-Kind	\$20,000	Individual Contributors and Local Businesses	~ 33%

Are other sources of funding available? *No*

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

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.

Grant money will be used exclusively for advertising and promotion to areas outside of McKinney. Local advertising, expenses on website development and promotion is funded by income from local sponsors. For a

breakdown of how that budget line item is spent currently, please see the section "Promotions and Advertising" below. What is listed in this "Use of Grant" section are items that are not funded by our current budget (attached), and will spell out the specific use of grant funds. No grant money will be used for operational expenses or even local advertising. We would propose that the natural partnership between the Believe! race and McKinney Main Street should now extend to the Chamber of Commerce and the Convention and Visitors Bureau. For Believe! this proposal is not just about asking for funds. We hope to tap in to the Bureau's expertise on how to get the word out about the race and advertise in it appropriate mediums, and to help us build more and better relationships with local businesses.

Specific uses for grant money would include:

- Establishing a partnership with local bed and breakfasts and hotels to advertise a weekend getaway that would include participating in Believe! and enjoying the Dickens of a Christmas festival. Imagine the appeal of a family coming to enjoy the festival, the Friday night tree lighting, staying the night and participating as a family in Believe! on Saturday. With the festival lasting from Friday to Sunday, people could stay Friday, Saturday or both. We envision partnering with local hotels who might offer a special "Believe" race for a room, and that we could feature this possibility in our advertising and website.
- Print advertising in Metro area newspapers, small and large, about Believe! and the idea of staying overnight to enjoy Dickens of a Christmas. "Run to McKinney for a Dickens of a Weekend!"
- Expand our advertising to regional publications and websites that specifically appeal to runners. Currently, Believe! is featured on the Active.com website, a popular website for people who frequent events like Believe!, and we would like to expand our scope and appeal.
- Expand our advertising to regional publications and websites that specifically appeal to people looking for family friendly events.

Promotions and Advertising

Based on the budgetary line item under estimated expenses the following is a breakout of how we would spend those dollars towards Advertisement and Promotions.

Promotions - Each year Believe! purchases promotional t-shirts to advertise our upcoming event. These shirts are given to the Believe! team; CK Sports staff to wear in their stores; sponsors of the event; and to the city officials who help with the event. Believe! will also use some of the promotional funding to purchase race backpacks to encourage early registrations. Each year we place promotional signs and banners around McKinney about the upcoming event. The money will go towards the purchase of the banners/signs as well as the yard signs that we order to help promote Believe! in individual's and family's yards throughout the community and North Texas area.

Advertising – This year we plan on using if we are rewarded the MCDC grant some of the funds to assist with running print advertising. The current plans are to run advertisement in the following publications:

Town Square Buzz
The Allen American
The Frisco Enterprise
The Plano Courier
Fort Worth Star Telegram
Dallas Morning News

The Believe! advertising team would hope to work closely with MCDC, McKinney Main Street, and Convention and Visitors Bureau staff about establishing these relationships with local inns and hotels, track the results, and strengthen our appeal and outreach in the future.

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.

Every year the committee members come together and evaluate how the event went and where they can improve again next year. At each of these meetings a project evaluation form is completed which helps them build each year on lessons to improve, change or keep things just the way they are. Our team includes people that are expert in marketing, finance, and in administration of run events. Our committees take a careful look at how we can improve everything from our administration of the event to the course itself. We are also interested in getting input from local merchants, hotels and civic groups on how to improve the participation and quality of 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;
- 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 Please see attached **signature.jpg**

Gigi Bonham
Printed Name

Gigi Bonham
Printed Name

06/24/2012
Date

06/24/2012
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
321 N. Central Expressway, Suite 240
McKinney, TX 75070

Attn: Cindy Schneible
cschneible@mckinneycdc.org