

**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](http://www.mckinneycdc.org); by calling 214.544.0296 or by emailing [cgibson@mckinneycdc.org](mailto: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](http://www.mckinneycdc.org), by calling 214.544.0296 or emailing [cgibson@mckinneycdc.org](mailto: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: Strikes Against Cancer

Federal Tax I.D.: 27-4491058

Incorporation Date: Feb. 17, 2011

Mailing Address: 6800 County Road 995

City McKinney

ST: TX

Zip: 75071-3923

Phone: 972-979-6463

Email: info@strikesagainstcancer.org

Website: strikesagainstcancer.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: Strikes is partnered with the Jimmy V Foundation for Cancer Research, an ESPN Charity and the American Cancer Society

### REPRESENTATIVE COMPLETING APPLICATION:

Name: Adam Cox 

Title: President

Mailing Address: 6800 County Road 995

City: McKinney

ST: TX


Zip: 75071-3923

Phone: 972-979-6463

Fax:

Email: info@strikesagainstcancer.org

**CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:**

Name: Adam Cox 

Title: President

Mailing Address: 6800 County Road 995

City: McKinney

ST: TX

Zip: 75071-3923

Phone: 972-979-6463

Fax:

Email: info@strikesagainstcancer.org

**FUNDING**

Total amount requested: 15,000

**PROJECT/PROMOTIONAL ACTIVITY/COMMUNITY EVENT**

Start Date: Jan. 01, 2013

Completion Date: December 31, 2013

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

**Adam Cox**

**President**

**Eric Power**

**Vice President & COO**

**Aleisha Power**

**CMO**

**Tom Goller**

**CIO**

**Jeff Smith**

**CFO**

**Tracy Holman**

**Operations Director**

**Jeff Carter**

**Umpire Director**

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



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

At Strikes Against Cancer (SAC), our Mission Statement is "To be a nationally recognized charitable organization that is dedicated to raising funds for cancer research through our youth sport affiliations within the community, professional organizations, and businesses that support Fighting Cancer One Strike at a Time".

Our strategic goals as an organization include donating our net proceeds to organizations that support cancer research, (including the Jimmy V Foundation and American Cancer Society), as well as raising cancer awareness through our fund raising activities. These activities currently include an annual youth baseball tournament based in McKinney, donations through our local partners and businesses, as well as the future goal of adding a softball tournament in 2013. Our **100% volunteer (unpaid) board and committee leads** dedicate their time and resources to help us achieve these goals. We currently work without an operating budget, instead relying on our key sponsors.

SAC has partnered with the City of McKinney and two McKinney based organizations, Triple Creek Academy and The Ball Fields at Craig Ranch to coordinate an annual youth baseball tournament during the first weekend of May and is looking to add a girls softball tournament in October of 2013. These tournaments have been located across multiple McKinney Parks & Recreation facilities including Mouzon Park, Gabe Nesbitt 5 Plex, Gabe Nesbitt 3 Plex, North Park South as well as Triple Creek Academy and the Ball Fields at Craig Ranch.

During the 2011 and 2012 boys baseball tournaments, we've had over 400 teams participate, representing Texas, Oklahoma, New Mexico and Louisiana. The per team tournament fee (\$ 425.00 avg) is paid directly to the tournament directors (both McKinney businesses), while the "gate fee" (\$125.00) is a charitable donation to the SAC. In addition, we also hosted a "Pink in the Park" Girls Softball Tournament, solely located at Craig Ranch in McKinney. 24 teams attended and we plan to host one if not two more in 2013.

The target audience for our events include a higher income demographic that supports "pay to play" youth sport organizations. Our estimations show that each team represents 30-38 individuals per team attending the three day tournament, which reflects 12,000- 15,200 attendees since our inception. While the economic impact of this tournament is currently unknown, we know that multiple teams have supported local restaurants, sporting retailers, convenience stores, gas stations, urgent care centers, hospitals, and hotels during the tournament. Combined with the tournament fees paid to the directors, this tournament has a direct impact on the McKinney economy.

In an effort to align our goals, messaging, and fundraising efforts, we have created an easily followed "pay per strike" model. As we continue to grow the tournaments, we will continue to grow the total number of strikes thrown. This model will allow us to easily identify our charitable efforts to both potential donors as well as the Jimmy V Foundation (JVF) and American Cancer Society (ACS). In 2012, we donated \$2,500 to ACS, and \$40,000 to the JVF.

In 2013, we are set to continue our fundraising efforts through our "Strikes" online campaign and also merchandise sales at local sporting events. We will continue our efforts to build strategic relationships with nationwide sponsors including ESPN, Fox Sports, Nike, and others. We were featured on Fox Sports Southwest, and Chevy's "Home Town Kid", both of which drew significant attention to the city of McKinney, as Geordon Cox (our founder) has garnered the nickname of the "McKinney Kid".

In addition, we joined with ESPN for the ESPN Snow Day Event on December 3<sup>rd</sup>. The Mayor of McKinney joined us as Geordon Cox and our VP & COO Eric Power were given ample air time on ESPN Radio to tell the Strikes Story.

Through these and other partnerships, we are seeking to also align with the Texas Rangers, Frisco Rough Riders, and TCU Horned Frogs, and others as we expand our reach outside of the Metroplex.

Finally, we are also exploring the possibility of working with the Texas Rangers and/or Frisco Rough Riders to host a fundraising event centered on a youth baseball & pitching clinic to be located in McKinney during the late November/December time frame.

Our goal for the 2013 tournament is to have over 400-500 teams attend in May compared to the 238 teams in 2012. In addition, we estimate 60-80 teams will attend the girls' Softball tournament in October. As we move further into the future, our organization would like to expand our tournament to potentially include up to 600 teams in May across two separate weekends.

**Project Grants – please complete the section below:**

- |                             |                              |                             |
|-----------------------------|------------------------------|-----------------------------|
| • An expansion/improvement? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| • A replacement/repair?     | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| • A multi-phase project?    | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| • A new project?            | <input type="checkbox"/> Yes | <input 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:**

Copied from above:

The target audience for our events include a higher income demographic that supports "pay to play" youth sport organizations. Our estimations show that each team represents 30-38 individuals per team attending the three day tournament, which reflects 12,000- 15,200 attendees since our inception. While the complete economic impact of this tournament is currently unknown, we know that multiple teams have supported local restaurants, sporting retailers, convenience stores, gas stations, urgent care centers, hospitals, and hotels during the tournaments. Combined with the tournament fees paid to the directors, this tournament has a direct impact on the McKinney economy.

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

Yes                       No

**I. Financial**

- We are 501©3 charitable organization that currently has no operating budget. We rely on donations from third parties to facilitate our activities. We have attached our Form 1023 for your review.
- Our financials have not been audited yet, but we will be submitting a 2012 Tax Return. We are willing to provide any documentation needed for an audit.

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

**\$47,950**

**(Please include a budget for the proposed Project/Promotional Activity/Community Event.)**

*\*\*Given 2012 as a reference, our estimated operating expenses will be over \$30,000*

**What percentage of Project/Promotional Activity/Community Event funding will be provided by the Applicant?** - We provide 100% of the funds through our fundraising efforts.

**Are Matching Funds available?**  Yes  No (Not Yet)

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.** No

**IV. Marketing and Outreach**

Our marketing plans have included local McKinney radio, the local McKinney Buffalo Wild Wings, McKinney Chamber of Commerce, and local McKinney Baseball facilities and organizations including the Ball Fields at Craig Ranch, Triple Creek Academy, McKinney Little League, and McKinney Mongrels. As we begin 2013, we will increase our marketing to include social media such as Facebook & Twitter, Online & Print Advertising, as well as Billboards

**V. Metrics to Evaluate Success**

Our initial goal for 2012 was to raise \$20,000 for the Jimmy V Foundation for Cancer Research. We exceeded that goal by over \$20,000 and also donated another \$2,500 to the American Cancer Society. This total reflects over \$1.25 per strike thrown in May. We have since increased our goal for 2013 to raise \$130,000 and thus increase donations by over 65%.

**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 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**

**Representative Completing Application**

  
Signature

  
Signature

Adam M. Cox  
Printed Name

Adam M. Cox  
Printed Name

Date 12.20.12

Date 12.20.12

**INCOMPLETE APPLICATIONS, OR THOSE RECEIVED AFTER THE DEADLINE, WILL NOT BE CONSIDERED.**

### Strikes Against Cancer Annual Financials

	FY2011	FY2012	Proj2013
Incoming funds	\$ 12,071	\$ 77,298	\$ 129,913
Outgoing funds	(12,071)	(68,413)	(114,980)
<b>Ending Balance of Funds</b>	\$ -	\$ 8,885	\$ 14,933
Gate Fees	\$ -	\$ 29,625	\$ 50,000
Merchandise Sales	4,020	23,614	39,687
Donations	8,051	24,059	40,226
<b>Incoming Funds</b>	\$ 12,071	\$ 77,298	\$ 129,913
Shirts/Merchandise	\$ 2,300	\$ 10,654	\$ 17,905
Trophies	-	6,150	10,336
Screen printing	-	4,100	6,891
Webpage	-	150	252
Donations	-	42,120	70,790
Other expense	9,771	5,240	8,806
<b>Outgoing Funds</b>	\$ 12,071	\$ 68,413	\$ 114,980

#### Budget for Strikes Baseball Tourney May 2013

Tshirt Cost	\$	17,000
Individual Trophies		7,000
Screen Printing		7,000
Team Trophies		3,500
Webpage		300
Wristbands/Other Merch		250
Print Advertisements		5,000
Billboard Advertisements		4,000
Merchandise Tents	\$	3,900
<b>Total Budget</b>	\$	<b>47,950</b>

INTERNAL REVENUE SERVICE  
P. O. BOX 2506  
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: FEB 06 2012

STRIKES AGAINST CANCER  
C/O ADAM M COX  
6800 COUNTY RD 995  
MCKINNEY, TX 75071-3923

Employer Identification Number:  
27-4491058  
DIN:  
17053356317001  
Contact Person:  
ROGER W VANCE ID# 31173  
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:  
February 17, 2011  
Contribution Deductibility:  
Yes  
Addendum Applied:  
No

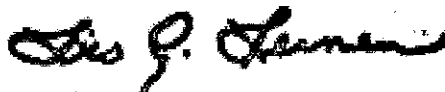
Dear Applicant:

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.

Sincerely,



Lois G. Lerner  
Director, Exempt Organizations

Enclosure: Publication 4221-PC

Letter 947 (DO/CG)