

**TO: MCDC BOARD MEMBERS**

**RE: VOLUNTEER MCKINNEY CENTER APPLICATION**

The request for funding for website improvements will be resubmitted as a Project grant request.

Please review/consider only the requests for funding McKinney Make A Difference Day and Volunteer Recognition Event in this Promotional and Community Event Grant cycle.

Total amount requested:

McKinney Make A Difference Day	\$3,200
Volunteer Recognition Event	\$3,000

<b>Total</b>	<b>\$6,200</b>
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# MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

## Grant Application

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](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 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, 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).

**X 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: Volunteer McKinney Center

Federal Tax I.D.: 75-2775219

Incorporation Date: 1998

Mailing Address: P.O. Box 2821

City McKinney

ST: TX

Zip: 75070

Phone: (972) 542-0679

Fax: (972) 542-0642

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:

Texas Association of Volunteer Centers, Center for Non-Profit Management, National Make A Difference Day Agency

### REPRESENTATIVE COMPLETING APPLICATION:

Name: Dana Riley

Title: Executive Director

Mailing Address: P.O. Box 2821

City: McKinney

ST: TX

Zip: 75070

Phone: (972) 542-0679

Fax: (972) 542-0642

Email: [dana.riley@volunteermckinney.org](mailto:dana.riley@volunteermckinney.org)

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

Name: Dana Riley

Title: Executive Director

Mailing Address: P.O. Box 2821

City: McKinney

ST: TX

Zip: 75070

Phone : (972) 542-0679

Fax: (972) 542-0642

Email: dana.riley@volunteermckinney.org

**FUNDING**

Total amount requested: \$9,400.00

**PROJECT/PROMOTIONAL ACTIVITY/COMMUNITY EVENT**

Start Date: August 2012

Completion Date: March 30, 2013

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

See attached.

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

Dana Riley, Executive Director

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

### **I. 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.

In October of 2011, the longtime Executive Director retired and the board took the time to evaluate what this community needed before searching for a replacement. The board decided that they wanted the Volunteer McKinney Center to be an even bigger supporter of good works than they had ever been in the past and also wanted to focus on providing training for local non-profits to allow them to better serve their clients and better manage their volunteers and other resources. In addition, they wanted to continue to be the "champion" of volunteerism by providing a voice to the community about the benefits of volunteering to the individual as well as the community as a whole. A search was conducted and a new Executive Director was chosen. She has been at the agency for two weeks as of this application date.

Our grant request focuses on three key areas.

First, we are requesting funding for the over-haul of our current website and publicity for the new site. We want to make it more user-friendly to assist citizens in finding an agency that is a good fit for them. In addition, we wanted to add pages to the site that go deeper than the current site's capabilities. We want to add pages that include agency support information, a training calendar, student volunteering, court-ordered community service information and a community calendar where all local events could be seen and linked to the sponsoring agency's event page. This will include a new logo, color scheme and graphics. Once it is completed, we need to let all agencies, community leaders, citizens and schools know about the site and how it can assist in making McKinney an even better place to live and work. Allowing citizens to have a tool that is easily accessed via the internet can lead them to a more fulfilling and happy life by connecting them with the agencies and causes they believe in.

Second, we are asking for partial funding of the annual "Make A Difference Day". This has become a premier event in McKinney that allows the entire city to come together for the benefit of local non-profits, as well as the families they serve. Plans are underway to choose ten projects that will be funded by this grant, in-kind and cash donations from local businesses and powered by local citizens, groups, churches and families. In addition, even more projects will be supported through publicity, training and consultations for the event leaders. This event will be a "living, breathing advertisement" for the City of McKinney showing the world that in this community, we care about one another and go out of our way to help.

Third, we are requesting partial funding to begin planning the annual "Volunteer Recognition Event". This event brings city leaders, community groups, non-profits and others together to celebrate volunteers and their efforts in this community. This event has historically been held in April each year but due to the changes in leadership at the VMC, the event did not happen this year. We would like to begin to inform the public about the upcoming event in early 2013 and begin planning to make this the biggest and best one ever. This event will allow the community to nominate volunteers in many categories to receive the public recognition they deserve. It also serves as a way for all of us to celebrate the unique community spirit that McKinney has and highlight the local non-profits and community groups who deliver such high-quality service to those in need.

## **II. Project or Promotional Activity/Community Event (whichever is applicable)**

### **VMC Web Site Development Project 2012**

Date: June-September 2012

Web Site Committee has been formed and is currently working on design and functionality along with the Executive Director and a Web Designer.

Timeline:

June-Committee formed and began reviewing options for design and functionality.

July-Final decisions made. Web Designer builds site.

August-Site is finished and tested by 5 local agencies for ease of use. Feedback provided for final changes. Final data input completed.

September-Site goes live and the public is invited to see it and use it to connect with agencies that need them. Agencies are encouraged to provide continued feedback.

Beyond-VMC maintains the latest data on the site with a continued emphasis on providing the most accurate information in a timely manner.

After 6 months, a survey will be conducted to see if the site is meeting the needs of local agencies.

### **Make A Difference Day 2012**

Date: Saturday, October 27, 2012

Location: Numerous sites across McKinney

Committee will plan the event and serve as Leaders on the event day. Committee will consist of representatives from the community, city, the VMC board, Executive Director and business leaders.

Timeline:

July-Committee formed and agencies informed of event specifics. Fund-raising for in-kind and cash donations.

August-Agency deadline for submitting project proposals.

September-Agencies chosen and individual meetings set up with VMC for site management and specific needs. Publicity of event to all media. Web-site open for volunteer sign up on-line.

October-(1<sup>st</sup> week) Final contacts, signage and volunteer support items purchased. Event leadership trained. (2<sup>nd</sup> week) Day of Schedule published to media, Final site visits and meetings. (3<sup>rd</sup> week) Organize event supplies and deliver to agencies.

October 27, 2012-Run event, troubleshoot issues, document each site, meet and greet volunteers

October 29, 2012-Post-event meeting and de-briefing with all agencies and leadership. Return supplies and equipment. Issue a press release including individual stories. Send thank-you to all donors, groups and others.

November 20, 2012-Begin planning for Make A Difference Day 2013!

**McKinney Volunteer Recognition Event 2013**

Date: Early 2013, possibly February or March

Location: TBD

A committee will plan the event and serve as Leaders on the event day. Committee will consist of representatives from the community, city, local non-profits, the Chamber of Commerce, the VMC board, Executive Director and business leaders.

Timeline:

September-Committee formed, Agencies notified via "Save the Date" card, venue chosen, planning begins

October-Committee chooses chairmen/women for sub-committees.

November-Entertainment, Host/Hostess secured, theme and invitations chosen

January-Begin once every two weeks meetings of committee, community volunteer nomination forms distributed. Press release about nominations issued, Dignitary commitments

February-Deadline for nominations, Winners chosen, Awards and plaques ordered, final event preparations

Week of Event-Review of plan, last meetings of sub-committees, pick up supplies, table seating chart, event volunteer assignments

Day of Event-Honor community volunteers and non-profits for all the great work they do for McKinney!

Day After-Hold post-event meeting and de-briefing. Send thanks to all who donated and/or assisted with event. Return rentals and equipment.

April 1, 2013-Begin planning for 2014 Recognition Event.

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

- An expansion/improvement?  Yes  No
- A replacement/repair?  Yes  No
- A multi-phase project?  Yes  No
- A new project?  Yes  No

**Has a feasibility study or market analysis been completed for this proposed project?** *If so, please attach a copy of the Executive Summary. N/A*



**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:**

All of the requested projects relate to the core values of the MCDC and the VMC. We value our local non-profits and the love and care that they bring to our community. We want them to be well-prepared to manage their volunteers and other community resources. We understand that volunteerism is one of the core values that are held dear to the hearts of the citizens and businesses of this community. The projects proposed allow community resources to be utilized in the most efficient and effective way. By working together and modeling a collaborative spirit, we can all benefit. The projects and programs of the VMC enhance the quality of life for all by offering an easy way to give to this community and proof that this community appreciates their efforts.

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

Yes  No

**III. Financial**

See attached 990s for the past 2 years. Current agency budget is not available as we are developing it. (I have been on the job for less than 2 weeks and am currently working on a budget to see us through to the end of our current fiscal cycle.) We can provide a budget prior to award date, if needed.

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

\$16,850 (see attached budget sheets for each of the 3 projects/events.)

**What percentage of Project/Promotional Activity/Community Event funding will be provided by the Applicant? \$4,000**

**Are Matching Funds available?**  Yes  No

Cash \$4,000	Local Businesses and Donors	% of Total: 30
In-Kind \$8,000	Local Businesses	% of Total: 60

**Are other sources of funding available?** *Volunteer Recognition Event will be partially funded with event ticket sales.*

**Have any other federal, state, or municipal entities or foundations been approached for funding?** *If so, please list entity, date of request and amount requested. No*

**IV. Marketing and Outreach**

Events and New Website will be advertised in local media outlets as well as an extensive speaking circuit within the area by our Executive Director. In addition, we will communicate with our non-profit partners so they are aware. We understand that the community needs to be made aware that we are here and stand ready to re-engage. We hope to have funding for some promotional

give-aways that will drive people to our new website. Our Executive Director is committed to attending all community events, chamber events and so forth in an effort to re-introduce our agency and it's mission.

#### **V. Metrics to Evaluate Success**

The website efficiency will be monitored by online metrics that will report, traffic, number of pages accessed by users and numbers of volunteers registered along with the numbers of agencies logging in and posting programs. These numbers will be evaluated by our E.D. and board and changes will be made accordingly.

The Make A Difference Day success will be measured by an impact survey conducted by us after the event day. We will query agencies and volunteers to gauge their satisfaction with participation in the event. Results will be included in our MCDC Final Report.

Success of the Volunteer Recognition event will be judged by community participation, ticket sales and post event surveys. Results will be included in our MCDC Final Report.

#### **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 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**

*Dana Riley*  
Signature

SAME  
Signature

Dana Riley  
Printed Name

Printed Name

June 28, 2012  
Date

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](mailto:cschneible@mckinneycdc.org)