

2018 GRANT WORKSHOP

SPEEDWAY CHILDREN'S CHARITIES AT TEXAS MOTOR SPEEDWAY



STAFF

Marissa Chaney

- Executive Director – Texas Chapter

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- Assistant to the Executive Director

SCC MISSION

The mission of Speedway Children's Charities remains true to the ideals it was founded upon in 1982:

To care for children in educational, financial, social and medical need in order to help them lead productive lives.

SCC OVERVIEW

- **The Texas Chapter was founded in 1997 and has distributed more than \$10.6 million in grant funding**
- **Funds are raised through special events mainly focused around the three major race weeks at Texas Motor Speedway; April, June, and November**
- **SCC plays host to fundraising events such as Texas Motorsports Hall of Fame Dinner, Bill Walker Memorial Gears and Greens Golf Tournament, No Limits Live Auctions, Tony Stewart Smoke Show, SCC Clay Shoot, Silver Dollar at the Ranch and much, much more**
- **Organizations in Collin, Dallas, Denton and Tarrant counties are eligible to apply for annual grants**

SCC NATIONAL HISTORY

SCC was founded by Bruton Smith, Chairman of Speedway Motorsports Inc. and Sonic Automotive, as a memorial and legacy to his son, Bruton Cameron Smith, who passed away at a very young age.

"Our sole concern at SCC is to help a child in need," says Smith.

SCC went national in 1982, and has since distributed funds in excess of \$52 million to non-profit organizations through eight SCC chapters nationwide.

GRANTS

- **Two types of grant funding:**
 - Partner Grant – Specific project, not for general operating funds
 - Founders Grant – Capital project
- **Requirements:**
 - Organization must be a 501(c)3 non-profit entity
 - The organization must serve children in Collin, Dallas, Denton and/or Tarrant counties
 - The service provided to children falls within the mission of SCC: educational, medical, social and/or financial need

Note: An organization may apply for both grants; however, if a Founders Grant is awarded, said organization will be disqualified from consideration for a Partner Grant (in the same year)

THINGS TO KNOW

- **No “sponsored” grant requests**
 - All grant applications are treated equally
 - Board members are asked to disclose any business relationships with applicants
 - Existing relationships between SCC board members and applicants do not count against, nor guarantee, a grant for the applicant’s organization
- **SCC changed its funding priorities and shifted the focus to larger-impact grants**
 - As a result, the Partner Grant has become more limited
 - SCC now funds 10%-12% of grant requests, as opposed to 50% previously
 - Ex: In 2012 SCC awarded 2 Founders Grants and 19 partner grants. In 2013 SCC awarded 1 Pediatric Cancer Grant, 2 Founders Grants and 5 Partner Grants
 - The shift in funding is due to the level of quality in grants that are submitted as well as the number of children that are being impacted as it compares to the amount funds being requested
 - EX: organizations requesting \$25,000 to impact 100 children are more likely to be funded over an organization requesting \$25,000 to impact 10 children
- **Please remember that funding is not guaranteed, even if an organization has been fortunate enough to be granted funds year after year**

RECIPIENT ACCOUNTABILITY

- **Remember this is a contractual agreement**
- **Any changes that wish to be made must be discussed and requested in writing**
- **Organizations must keep open communication throughout the completion of the project with regards to marketing, public relations, events, etc. where Speedway Children's Charities will be represented**
- **Each grant recipient will be required to submit a grant summary to Speedway Children's Charities upon completion of their project**

PARTNER GRANT

- Requests must be made for a **SPECIFIC PROJECT**
 - i.e. Funds to purchase backpacks for an afterschool program, to cover medical expenses/prescriptions for children's clinics, etc.
- Requests for *capital projects or general operating funds will NOT be accepted*
- Requests should fall between \$5,000 and \$25,000. Requests *under \$5,000 will NOT be accepted*

PARTNER GRANT

APPLICATION PROCESS

- **Applicants will complete a First Round RFP available online (www.scctx.org) February 5th – February 26th**
- **Our Grant Committee will review all RFPs and vote which organizations will be invited to the Second Round**
- **If invited to the Second Round, your organization will be asked to complete the full application to be reviewed by our Board of Trustees**

PARTNER GRANT PROCESS AND TIMELINES

- **First Round RFP will be available online February 5, 2018 and must be completed NO LATER than February 26, 2018**
- **Notifications will be mailed to all applicants toward the end of March 2018 regarding your invitation to the Second Round**
- **If your organization is invited to participate in the Second Round, applications will be due May 31, 2018**
- **SCC Texas Trustees will review and score all applications and make their final decisions in late October 2018**
- **If you are selected as a Partner Grant recipient, SCC will distribute Partner Grants on November 26, 2018 at Texas Motor Speedway during the annual Tree Lighting Ceremony**

DO'S AND DON'T'S

Acceptable request for proposal for a Partner Grant:

- An education based organization requesting to implement a program geared towards fitness
- A hospital organization requesting funding for supplies to provide free specialized services to patients
- A pediatric cancer organization requesting funding to provide campers with proper medication during their stay

What is not acceptable:

- Salaries
- Buildings
- Facility fees

Keep in mind, Partner Grants are for short-term projects meant for the length of one year

EXAMPLES OF PREVIOUSLY FUNDED PARTNER GRANTS

- **Provided \$9,000 to send pediatric cancer patients to a camp capable of giving them proper medication and treatment**
- **Awarded \$25,000 in support of a children's clinic to provide free healthcare**
- **Gifted \$5,000 to a day-camp program benefitting homeless and at-risk children that provides lessons surrounding health and well-being**
- **Awarded \$15,000 for dental program providing treatment and prescriptions for children not covered by any other healthcare plan**
- **Funded \$10,000 to provide grief support services to children having experienced the loss of a loved one**

FOUNDERS GRANT

- **Requests must be for a CAPITAL PROJECT and range between \$125,000 and \$150,000**
- **The Founders Grant must be the only funding for the proposed project**
- **The proposed project may be part of a larger capital campaign**

FOUNDERS GRANT

APPLICATION PROCESS

- **Applicants will complete a First Round RFP available online (www.scctx.org) February 5th – February 26th**
- **Our Grant Committee will review all RFPs and vote which organizations will be invited to the Second Round**
- **If invited to the Second Round, your organization will be asked to complete the full application to be reviewed by our Board of Trustees**
- **The Grant Committee will review all applications and decide which finalists will be invited to the Third Round**
- **The Third Round finalists will be invited to Texas Motor Speedway to give an in-person presentation regarding the proposed project and the Grant Committee will conduct a brief interview**

FOUNDERS GRANT

PROCESS AND TIMELINES

- **First Round RFP will be available online (www.scctexas.org) February 5, 2018 and must be completed NO LATER than February 26, 2018**
- **Notifications will be mailed to all applicants in March 2018 regarding your invitation to the Second Round**
- **If your organization is invited to participate in the Second Round, applications will be due April 20, 2018**
- **The Grant Committee will review and score all applications and make decisions on who will be invited to the Third Round interviews**
- **If you are selected as a Founders Grant finalist, you will be invited to give a presentation to the Grant Committee at Texas Motor Speedway on July 20, 2018**
- **If your project is chosen for funding, you will be notified late October 2018**
- **SCC will distribute Founders Grants on November 26, 2018 at Texas Motor Speedway during the annual Tree Lighting Ceremony**

EXAMPLES OF PREVIOUSLY FUNDED FOUNDERS GRANTS

- **Awarded \$125,000 to build an interactive literacy learning area inside of a local public library**
- **Funded \$150,000 to purchase a refrigerated food truck to increase number of distributions to children in need**
- **Donated \$125,000 of capital improvements, including a new covered playground, repairs to roofing, landscaping, signage, and paint to local children's outreach and supportive services**
- **Awarded \$148,000 to build and furnish a sensory motor gym to aid in communication therapies**

TREE LIGHTING CEREMONY

- **The annual tree lighting ceremony will be held Monday, November 26, 2018 and is the venue where all grants will be awarded to organizations chosen for 2018 distribution**
- **All organizations chosen to receive a grant in 2018, will be made aware of the date and time of the tree lighting**
- **It is not required that a grant recipient be in attendance at the tree lighting in order to receive funding**

COMPLETE THE WORKSHOP

- In order to receive credit for this mandatory workshop, go to the Grant Workshop Survey link located on the Grants page of www.scctexas.org and complete the short survey. Failure to complete the survey will make your organization ineligible to apply for a 2018 grant!!
- Contact scc@texasmotorspeedway.com if you have trouble with the link!

REMINDERS!

- All questions following the grant workshop **WILL NOT BE ANSWERED OVER THE PHONE.** All questions must be directed to: **scc@texasmotorspeedway.com**
- Updated grant information will be on our ***website*** as well as our ***Facebook page*** and our ***Twitter (@SCCTX)***
- All dates are subject to change

SCC ADDRESSES

P.O. Box 500

Forth Worth, TX 76101

OR

3545 Lone Star Circle

Forth Worth, TX 76177

**WE ARE HAPPY TO ANSWER ANY
QUESTIONS YOU HAVE REGARDING
OUR GRANT PROCESS!**

**PLEASE SUBMIT ALL INQUIRIES IN WRITING TO
SCC@TEXASMOTORSPEEDWAY.COM**

THANK YOU FOR JOINING US!

**WE LOOK FORWARD TO WORKING WITH
YOU IN THE NEAR FUTURE**