

2019 GRANT WORKSHOP

SPEEDWAY CHILDREN'S CHARITIES AT TEXAS MOTOR SPEEDWAY



STAFF

Marissa Chaney

- Executive Director – Texas Chapter

Taylor Wilson

- Assistant to the Executive Director

**Current Board of Trustees can be found at scctexas.org*

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 \$10.85 million in grant funding**
- **Funds are raised through special fundraising events mainly focused around the three major race weeks at Texas Motor Speedway; March, June, and November**
- **Our fundraising events include: Texas Motorsports Hall of Fame Dinner, Bill Walker Memorial Gears and Greens Golf Tournament, Tony Stewart Smoke Show, SCC Clay Shoot, 50/50 Raffle and much more (event schedule and how to volunteer can be found at scctexas.org)**
- **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 \$55 MILLION to non-profit organizations through eight SCC chapters nationwide.

GRANTS FROM SCC TEXAS

- **Two types of grant funding:**
 - Partner Grant – Specific project or program
 - 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
 - Funds requested cannot be used for general operating expenses

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 in 2010 and shifted the focus to larger-impact grant and as a result, the Partner Grant has become more selective**
 - 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 or over \$25,000 will NOT be accepted*

PARTNER GRANT

APPLICATION PROCESS

- **Applicants will complete a First Round RFP available online (scctexas.org) February 5th – February 22nd**
- **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, 2019 and must be completed NO LATER than February 22, 2019**
- **Notifications will be mailed to all applicants toward the end of March 2019 regarding your invitation to the Second Round**
- **If your organization is invited to participate in the Second Round, applications will be due May 31, 2019**
- **SCC Texas Trustees will review and score all applications and make their final decisions in November 2019**
- **If you are selected as a Partner Grant recipient, SCC will distribute Partner Grants on December 3, 2019 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 purchase specialty equipment for an equine therapy center**
- **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 specific project**
- **The proposed project may be part of a larger capital campaign**
 - EX: You can apply for SCC to fund a specialty gym or room within a larger capital building campaign

FOUNDERS GRANT

APPLICATION PROCESS

- **Applicants will complete a First Round RFP available online (scctexas.org) February 5th – February 22nd**
- **Our Grant Committee will review all RFPs and vote which organizations will be invited to the Second Round— notifications will be sent mid March 2019**
- **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, 2019 and must be completed NO LATER than February 22, 2019**
- **Notifications will be mailed to all applicants in March 2019 regarding your invitation to the Second Round**
- **If your organization is invited to participate in the Second Round, applications will be due April 26, 2019**
- **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 26, 2019**
- **If your project is chosen for funding, you will be notified late October 2019**
- **SCC will distribute Founders Grants on December 3, 2019 at Texas Motor Speedway during the annual Tree Lighting Ceremony**

EXAMPLES OF PREVIOUSLY FUNDED FOUNDERS GRANTS

- **Awarded \$140,000 to fund a mobile STEM program to reach schools in underserved areas**
- **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 Tuesday, December 3, 2019 and is the venue where all grants will be awarded to organizations chosen for 2019 distribution**
- **All organizations chosen to receive a grant in 2019, will be made aware of the date and time of the tree lighting**
- **We request at least one representative in attendance at the tree lighting for the check presentation**

GUARANTEED FUNDING FROM SCC TEXAS

- **In 2018, SCC implemented the 50/50 Raffle program at Texas Motor Speedway**
- **Volunteering to work the 50/50 Raffle earns GUARANTEED MONEY for your organization and DOES NOT exclude you from receiving a grant**
- **We pay \$10 per hour for individuals to sell raffle tickets on property during our three major race weekends. If you choose to work on behalf of your non-profit group, we can write one check for the cumulative amount earned by your volunteer group!**
 - **EX: if your group sends 10 people to volunteer and each person works a total of 10 hours that weekend, your organization will receive a check for \$1,000**

E-mail us at scc@texasmotorspeedway.com if you are interested in learning more about this fundraising opportunity!

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 scctexas.org and complete the short survey. *Failure to complete the survey will make your organization ineligible to apply for a 2019 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**