

2021 GRANT WORKSHOP

SPEEDWAY CHILDREN'S CHARITIES AT TEXAS MOTOR SPEEDWAY



STAFF

Marissa Chaney

- Executive Director – Texas Chapter

BOARD OF TRUSTEES

Executive Committee

- **Mayor Scooter Gierisch**, *President*
- **Jeff Zimmerman**, *Vice President*
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- **Terri Cartwright**, *VP of Finance at Texas Motor Speedway*
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Grant Committee

- **Cherie Rodenburgh**, *Grant Committee Chair*
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- **Mary Ann Bailey**, *Trustee*
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- **Jenni Brown**, *Trustee*

**Full list of current Board of Trustees can be found at www.speedwaycharities.org/texas*

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 \$11.35 million in grant funding**
- **Funds are raised through special fundraising events mainly focused around the three major race weeks at Texas Motor Speedway**
- **The money raised by SCC goes to funding the grants we give back to our community**
- **Organizations that serve children in Collin, Dallas, Denton, and Tarrant counties are eligible to apply for 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 seven SCC chapters nationwide.

GRANTS FROM SCC TEXAS

- **Funding Focus:**

- For 2021, SCC will focus on program-based grant projects that serve the DIRECT need of a child through our Partner Grant program.
- The Founders Grant program, offered in previous years for capital projects, will not be available in 2021.
- Partner Grants are focused on funding new or existing projects and programs within your organization that directly benefits the children served, applications soliciting funding for administrative, salaries, or general operating fees will be automatically disqualified.

- **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 only apply for one Partner Grant per year.

THINGS TO KNOW

- **No “sponsored” grant requests**
 - ALL grant applications are treated equally
 - Board Trustees are asked to disclose any business relationships with applicants
 - Existing relationships between SCC Trustees and applicants do not count against, nor guarantee, a grant for the applicant’s organization
 - Trustees with an existing relationship with a grant applicant will not participate in the scoring or voting for that particular application
- **Scoring of grant applications**
 - All grant applications will be received and vetted by the Executive Director first, to ensure all applicants are eligible for funding.
 - Once approved by the ED, ALL applications are reviewed by the entire Board of Trustees using a universal score sheet.
 - The criteria by which your application is scored is as follows:
 - **Overall Quality of Project:** Project not only fits with the mission of SCC but is a well-presented solution to the stated problem.
 - **Well Managed/Results Oriented:** Good likelihood of success, resources leveraged to the greatest extent possible, projects outcomes and established method for measurement.
 - **Cost Effectiveness:** Overall cost realistic and maximized for number of children helped by project.
 - **Area of Importance:** In order of importance 1) Health/Critical Need 2) Social/Education 3) Recreation
 - **Accessibility:** Not for exclusive benefit of one specific group, but available to a broad group of beneficiaries.

THINGS TO KNOW

- **Scoring of grant applications, continued**
 - NEW FOR 2021—Volunteering at SCC fundraising events can earn bonus points for your overall grant score!
 - SCC raises funds for our grants through various events hosted year-round, we rely on volunteers to make these events run smoothly!
 - For every 10 hours of volunteer service provided by your organization, you earn 1 bonus point to be added to your final score—with a maximum of 100 hours for 10 bonus points.
 - This is not a requirement nor part of the grant scoring criteria, but simply an opportunity to boost the potential outcome of your overall final score.
 - Volunteer spots will be filled on a first-come, first-served basis
 - Please email us at scc@texasmotorspeedway.com if you wish to be added to our volunteer database

THINGS TO KNOW

Please remember that funding is not guaranteed for every applicant, even if an organization has been fortunate enough to be granted funds year after year. Speedway Children's Charities does our best to ensure we prioritize funding where the need is greatest.

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** or **PROGRAM**
 - i.e. Funds to purchase backpacks for an afterschool program, to cover medical expenses/prescriptions for children's clinics, etc.
- Requests for *general operating funds or salaries will NOT be accepted*
- *If the proposal includes a capital request, you must be able to provide explicit details as to how this capital improvement will benefit the direct needs of the children you serve or increase the number of children served*
- Requests should fall between **\$1,000** and **\$20,000**. Requests *under or over these limits will NOT be accepted*

PARTNER GRANT APPLICATION PROCESS

- **Applicants will complete a First Round RFP available online (speedwaycharities.org/texas)
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, 2021 and must be completed NO LATER than February 22, 2021**
- **We will host an OPTIONAL Zoom Workshop on February 12, 2021 that is available to anyone who has questions regarding the application process. IT WILL NOT IMPACT YOUR SCORE IN ANY WAY if you choose to attend or not attend this Zoom meeting, it is simply offered as a resource for anyone with questions.**
- **Notifications will be sent to all applicants on May 7, 2021 regarding your invitation to the Second Round**
- **If your organization is invited to participate in the Second Round, applications will be due May 31, 2021**
- **SCC Texas Trustees will review and score all applications and make their final decisions in November 2021**

DO THIS, NOT THAT

Examples of acceptable proposals 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 (unless it can be proven to benefit direct need)
- Facility fees
- General operating/admin 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 \$20,000 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**

GRANT DISTRIBUTIONS

- We hope to host an in-person event where all grants will be presented to the organizations chosen for a 2021 Partner Grant, but will make that decision later in the year as we monitor the ongoing pandemic
- All organizations chosen to receive a grant in 2021 will be notified of their award in **mid November 2021**

GUARANTEED FUNDING FROM SCC TEXAS

- **Volunteering to work the 50/50 Raffle earns GUARANTEED MONEY for your organization and DOES NOT exclude you from receiving a grant**
- **This opportunity can be used to earn points for your grant score OR used as a fundraiser, it cannot be both**
- **May 1-2, June 11-13, and October 16-17**
- **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!

REMINDERS!

- All questions following the grant workshop **WILL NOT BE ANSWERED OVER THE PHONE**. All questions must be directed to: scc@texasmotorspeedway.com
- RSVP to Marissa (mchaney@texasmotorspeedway.com) if you would like to participate in the optional Zoom meeting on February 12th—keep in mind, you only need to attend this if you have questions regarding the RFP form or grant process as a whole
- Updated grant information will be on our **website** as well as our **Facebook page**
- All dates are subject to change
- **TO RECEIVE CREDIT FOR YOUR PARTICIPATION** be sure to fill out the grant workshop questionnaire located on the SCC Texas Grants page on our website (speedwaycharities.org/Texas)

SCC ADDRESSES

Speedway Children's Charities

P.O. Box 500

Forth Worth, TX 76101

OR

Texas Motor Speedway

Attn: Speedway Children's Charities

3601 Highway 114

Fort 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**