

ASSOCIATION OF FUNDRAISING PROFESSIONALS
GREATER HOUSTON CHAPTER

NATIONAL PHILANTHROPY DAY®
2019 AWARDS APPLICATION

APPLICATION FORM

(THIS FORM SHOULD BE THE FIRST PAGE OF THE PDF SUBMISSION*)

Award Category: Outstanding Fundraising Program

Nominee's Name: Academy Sports + Outdoors Texas Bowl

Associated with (firm or organization): Houston Texans

Contact Person: Sarah Dedmon Position: Senior Event Coordinator

Mailing Address: NRG Stadium Two NRG Park

City: Houston State: TX Zip Code: 77054-1573

Phone: (832) 667-2112 Fax: 832.667.2055

Email: sarah.dedmon@lsse.net Website: http://www.academytexasbowl.com/

Nominator's Name: Brenna Croom Position: Marketing and Public Relations Manager

**Nomination Facilitator Name: Lisa Garces Position: Sr. VP of Advancement

Associated with (firm or organization): DePelchin Children's Center

Mailing Address: 4950 Memorial Dr.

City: Houston State: TX Zip Code: 77007

Phone: 713-802-7651 Fax: _____

Email: lgarces@depelchin.org

Approval for AFP to post winning application on website for training purposes. ☒ Yes ☐ No

* Enumerate each criterion and address each one in narrative form using no more than three (3) pages, single-spaced (12-point font with 1-inch margins).

** This is usually the development professional facilitating the nomination. This person will be the "host" from the nominating organization for the award winner and will be the main point of contact for the winner.

Description of fundraising program, event and/or campaign, including fundraising goal, net funds raised, time element, staff and volunteer involvement and impact on overall agency budget. (0 - 50 points)

In 2005, the previous incarnation of Houston's college football bowl game owed conference partners over one million dollars. The Houston Texans were approached to help Houston avoid another college football "black eye" by becoming the steward of a new bowl that would work to retire this debt and re-establish Houston as a viable bowl city. In 2006, the Texas Bowl was formed with a board of Houston business leaders and conference representatives. That same year Houston Texans owner and Chairman of the Board of the Texas Bowl Bob McNair named DePelchin Children's Center as the charitable beneficiary of the Texas Bowl.

Since 2017, the game has been sponsored by Academy Sports + Outdoors and officially known as the Academy Sports + Outdoors Texas Bowl. The game was previous the AdvoCare V100 Texas Bowl from 2014 to 2016, with AdvoCare as the title sponsor. From 2011 to 2012, the game was sponsored by Meineke Car Care and officially known as the Meineke Car Care Bowl of Texas.

Lone Star Sports & Entertainment (LSSE), the third-party event marketing company closely affiliated with the Houston Texans, manages the Texas Bowl and the additional football events, AdvoCare Texas Kickoff and Battle of the Piney Woods. DePelchin participates in all three events.

The Academy Sports + Outdoors Texas Bowl has evolved from an annual event with participation the week of the game to year-round involvement on both sides. In addition to the Gridiron Legends Golf Tournament, Texas Bowl also participates in DePelchin's annual event for foster and post-adoption families. They have provided football games and activities for the children and brought out a few Gridiron Legends to meet the children and assist in football drills.

Not only does the bowl make a difference in the lives of children through generous monetary support, but every year the bowl provides complimentary tickets for DePelchin's foster and adoptive children and families to attend the game, many of whom have never seen a football game much less one of this stature at NRG Stadium.

Part of the bowl week activities also involves an event at Children's Museum of Houston. The players help the children with a scavenger hunt throughout the museum. In addition to the players, each team's coaches, cheerleaders and mascots mingle with the families. The introduction of Rodeo Bowl has been a hit with the teams and families. Modeled after the Houston Livestock Show & Rodeo's popular activities like Mutton Bustin', the event crowns one team a winner while providing a fun activity for children. In a busy bowl week schedule, it is a very meaningful moment as it inspires our children to think about one day attending college and even playing sports at the collegiate level.

Texas Bowl has donated \$1.6 million to DePelchin in the 13 years of our partnership. Additionally, DePelchin has benefited greatly from the partnership with more than ten million dollars in promotional support and publicity. The Houston Texans Foundation, which manages

the fundraising efforts around the Academy Sports + Outdoors Texas Bowl, presented a check to DePelchin for \$200,000 in January of 2019 for the 2018 bowl game. The funds received are used to directly support the multiple programs of DePelchin including: foster care, adoption, residential treatment, post adoption, prevention and integrated mental health services.

The Texas Bowl has been ranked one of the best college football bowl games. It is a uniquely Texas event highlighting the best Houston has to offer. Sponsors Toyota and Karbach Brewing Co present music and food events leading up to the events allowing visitors to experience different Houston neighborhoods.

Texas Bowl has crafted an experience rather than a standalone event. The entire week is a build up to the actual game. Each component of the week brings something uniquely Houston: Rodeo Bowl is a partnership with Houston Livestock Show & Rodeo, the annual luncheon alternates locations between two distinctly Houston hotels, and the game itself is played at a stadium that has hosted Super Bowls.

Description of originality, inventiveness and impact on fundraising goal. (0 - 25 points)

Each year, a child adopted through DePelchin is selected to be a 'Kick-Off Kid' for each team. The children pick up the tees after their respective teams kick off and can stand on the sidelines with the players. This experience is something these children remember forever.

The supporting events that include DePelchin staff and families include the Team Luncheon, Rodeo Bowl and Children's Museum "Day at the Museum." DePelchin staff, Texas Bowl volunteers and Texas Bowl staff work these events and ensure the children have a great time.

Evidence of volunteer involvement and leadership. (0 - 25 points)

Each year, hundreds of volunteers come together to make the Texas Bowl a resounding success. Corporate and community leaders, former NFL and college athletic stars and representatives across the community work for months to ensure that the week of Bowl activities will be executed flawlessly. Texas Bowl board members rally their respective organizations for volunteer support and plan a week of memorable, fun events for players, children in foster care, family members and the general public. Academy Sports + Outdoors assists with volunteer recruitment via the company's website. Volunteers plan and coordinate vital aspects of the event, including transportation, the golf tournament, the Day at the Museum, hotel logistics and everyone's favorite—the Rodeo Bowl. The volunteer component is crucial and helps the entire week of events run smoothly.

DePelchin staff works with Texas Bowl to recruit volunteers for the events. Volunteers meet at DePelchin for an informational orientation before the bowl game and help wrap gifts for children when the meeting ends. These gifts are donated through DePelchin's Holiday Project and given to families to help children receive items they need.

Short Bio (200 words)

The Texas Bowl is a post-season NCAA-sanctioned college football bowl game first held in 2006 in Houston, Texas. The NCAA approved Lone Star Sports & Entertainment, a division of the Houston Texans, to take over game management. In 2017, Academy Sports + Outdoors became the new title sponsor of the bowl.

The Academy Sports + Outdoors Texas Bowl is the fifth most attended Bowl game in the country and most attended non-New Year's Six game since 2014, trailing only the Rose, Peach, Cotton and Sugar Bowls. The Texas Bowl and its sister event, the AdvoCare Texas Kickoff, have grown to become two of the most popular annual college football games in the country, combining to create an economic impact of close to \$100 million annually for the city of Houston while raising nearly \$1.6 million in financial support and millions more in promotional support to DePelchin Children's Center, Houston's oldest children's charity and the bowl's official charitable beneficiary.

Texas Bowl's vision is to create a thrilling fan experience, deliver a memorable conference, school and athlete experience, positively impact our charity partner and establish Houston as one of the great bowl cities in America.

Long Bio (500 words)

The Texas Bowl is a post-season NCAA-sanctioned college football bowl game first held in 2006 in Houston, Texas. The NCAA approved Lone Star Sports & Entertainment, a division of the Houston Texans, to take over game management. In 2017, Academy Sports + Outdoors became the new title sponsor of the bowl. The Texas Bowl showcases teams from the Big 12 and the SEC, two of the country's premier conferences.

The Academy Sports + Outdoors Texas Bowl is the fifth most attended Bowl game in the country and most attended non-New Year's Six game since 2014, trailing only the Rose, Peach, Cotton and Sugar Bowls. The Texas Bowl and its sister event, the AdvoCare Texas Kickoff, have grown to become two of the most popular annual college football games in the country, combining to create an economic impact of close to \$100 million annually for the city of Houston while raising nearly \$1.6 million in financial support and millions more in promotional support to DePelchin Children's Center, Houston's oldest children's charity and the bowl's official charitable beneficiary.

DePelchin Children's Center was named as the Academy Sports + Outdoors Texas Bowl's official charitable beneficiary in 2006. The Texas Bowl participates in events throughout the year including tying blue ribbons on DePelchin's fence line in honor of Harris County victims of child abuse. Other events include Gridiron Legends Golf Tournament and DePelchin Family Day.

The events DePelchin families participate in give children a different perspective and strong role models. College is a faraway idea for some children, but meeting student athletes shows them the value of working hard in school. This is an invaluable experience for this population.

The 2018 Academy Sports + Outdoors Texas Bowl matched Baylor University and Vanderbilt University in the fifth year of the Bowl's partnership with the Big 12 and the SEC. The Bears defeated the Commodores 45-38 in what was the 13th installment of the Bowl game.

The community involvement exhibited by Texas Bowl includes Hurricane Harvey rebuilding for those affected by the storm. More than 150 volunteers, community members, and former NFL football players helped rebuild Harvey damaged homes in the historic Independence Heights neighborhood as part of the NFL Sanctioned Super Bowl Event called Kickoff to Rebuild 2018.

Texas Bowl's vision is to create a thrilling fan experience, deliver a memorable conference, school and athlete experience, positively impact our charity partner and establish Houston as one of the great bowl cities in America.



May 30, 2019

1005 Congress, Suite 650
Austin, TX 78701
Tel: 512 472 6950
Fax: 512 472 1983

Association of Fundraising Professionals
Greater Houston Chapter
2929 Allen Parkway, Suite 200
Houston, Texas 77019

Dear Selection Committee:

My letter today is written to support the nomination of the Academy Sports & Outdoors Texas Bowl as a recipient of the 2019 National Philanthropy Day Award. Their outstanding service to DePelchin Children's Center and the many families served by the center is truly to be commended.

DePelchin Children's Center was named as the Academy Sports + Outdoors Texas Bowl's official charitable beneficiary in 2006. In its 13th year in 2018, the Bowl surpassed \$1.6 million in total donations to DePelchin and has generated millions of dollars in promotional support and publicity to date. Throughout the year, the Texas Bowl dedicates several of their fundraising events to DePelchin! 100% of the proceeds from the Gridiron Legends Golf Tournament and the Texas Bowl Team Luncheon go to helping DePelchin's families and children.

While the monetary support is MOST important, the Texas Bowl board members, staff and volunteers work with DePelchin throughout the year on various projects. In the Fall of each year Hall of Fame football players join to assist with improvement/building projects at a DePelchin campus. At Christmas, volunteers from the various Texas Bowl committees spend an entire evening wrapping gifts for our children and families. The Texas Bowl provides tickets for our families to attend the Bowl game – an experience most of these children, as well as their parents, would not otherwise have.

For these and myriad other reasons, it is my belief that the Academy Sports & Outdoors Texas Bowl should be recognized for their outstanding philanthropic service. Thank you, for your time, attention and assistance in reviewing this nomination letter.

With warmest regards

A handwritten signature in black ink that reads "June Deadrick". The signature is stylized with large, flowing loops.

June Deadrick

Bill Scott
Chairman Ambassador Committee
19018 Fern Shadows Court
Houston, Texas 77084
5/20/2019

Members of the AFP Greater Houston Chapter
134 Gessner Road
Houston, Texas 77024

Dear Members of the AFP Greater Houston Chapter:

I am pleased to recommend the Academy Sports and Outdoors Texas Bowl for consideration of the 2019 National Philanthropy Day Award. I have been volunteering with the Texas Bowl since its inception in 2006; and whenever I am asked why I spend so much of my time volunteering with the Texas Bowl, I always say it's due to the affiliation with DePelchin Children's Home. Every year the Texas Bowl has been able to increase with a new record monetary donation to DePelchin totaling over \$1.3 million to date. The mission of the Texas Bowl is to "Create a celebration of the culture, heritage, and football tradition of the Lone Star State," and partnering with DePelchin helps us to drive the mission of DePelchin through the Foster and Adoption programs in the Lone Star State.

The Texas Bowl is not just about the giving of monetary donations to the DePelchin Children's Home but also has sponsored thousands of Children and Families attending a Nationally Televised Bowl game in an NFL stadium. We also have the College Football programs get directly involved with the Children at events at the Children's Home and the Houston Children's Museum. This is where kids get to interact directly with players of major college university football programs. Many of these players have gone on to become stars in the National Football League.

The Texas Bowl has also partnered with our Gridiron Legends from the State of Texas and gone directly to events at the Children's Home or other Families directly to build playgrounds or work on facilities with all equipment provided by the Texas Bowl. It has been a pleasure to be able to see young children get a spark from spending time with Football legends and current players allowing the kids to see that anything is possible with hard work and determination. I have heard heartwarming stories directly from many families that attended the Bowl Game or many of the events sponsored by the Texas Bowl.

I strongly recommend the Texas Bowl for the 2019 National Philanthropy Day Award. Please feel free to contact me at 832-723-3566 if you need any additional information or clarification.

Sincerely,



Bill Scott

2019 National Philanthropy Day® Awards Application Checklist

Please complete and sign a checklist for each application or category.

Organization Name: DePelchin Children's Center

Nominee: Academy Sports + Outdoors Texas Bowl

☒ Honoree has been notified of application

☒ Nominee is available to be present on 11/15

Category: Outstanding Fundraising Program <\$2M

Narrative:

☒ Three pages

☒ One inch margins

☒ Single spaced

☒ Criteria met and described in application

☒ 12 point font

Letters of Recommendation:

☒ Signed by outside organizations

☒ Minimum two recommendations provided (*cannot be signed by board chair or development staff member*)

☒ Included in pdf

Short Bio:

☒ 200 words or less

☒ Included in pdf

Long Bio

☒ 500 words or less

☒ Included in pdf

Photo:

☒ 3.5 megabytes

☒ Jpeg format

Logo (Outstanding Corporations only):

☒ Jpeg format

Budget (Outstanding Fundraising Program Only):

☒ Nonprofit's budget submitted in pdf

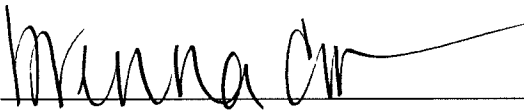
☒ Specific fundraising program budget submitted in pdf

Nominee's membership in AFP (Outstanding Fund Raising Executive Only)

☐ Confirmed membership

All applications are due to APF by 5pm on May 31. No exceptions will be made.

Application Completed By:



Signature



**DePelchin Children's Center
2019 Operating Budget**

	2019 Budget
Program Fees	19,569,049
United Way	1,911,702
Foundation for DePelchin - Cash	3,075,000
Foundation for DePelchin - In-Kind Rent	1,505,000
Contributions	3,827,767
Investment/Miscellaneous Income	136,922
Total Revenue	<u>30,025,440</u>
 Salaries and Benefits	 15,783,020
Professional Fees	1,013,350
Specific Assistance	6,687,653
Payments to Parenting Help Subcontractors	792,429
Occupancy (Includes in-kind rent from DePelchin Foundation of \$1,505K)	2,922,391
Travel&Meetings/Special Event Catering&Venue	562,530
Printing and Marketing	693,442
Other Expenses	1,476,509
Total Expenses	<u>29,931,324</u>
 NET SURPLUS/(DEFICIT)	 <u><u>\$ 94,116</u></u>

The overall budget goal is to deliver a surplus of approximately \$95,000. The reason for working towards a surplus each year is to position DCC to continue to add to our operational cash reserves. Non-Profit industry's best practice is to have a reserve goal of six months' expense, hence the executive leadership feels it is important to begin working towards increasing this to approximately 60 days' worth cash-on-hand.



BUDGET

EVENT/ITEM	CONTRIBUTION
Gridiron Legends Golf Tournament	\$54,000 + 1 foursome team with a celebrity
Team Luncheon	\$112,000 + 2 donated tables
Game Day Silent Auctions	\$17,000
Sponsor and Other Contributions	\$18,000
Ticket Donations	Approximately 100 to AdvoCare Texas Kickoff
	Approximately 100 to Battle of the Piney Woods
	Approximately 750 to Academy Sports + Outdoors Texas Bowl