

**St. Peter's Episcopal Church**  
**Empty Bowls McKinney 2019 Final Report**

**Report on Empty Bowls McKinney 2019**

We hosted 5 sold out Community Bowl Making workshops this year that were open to the public to make bowls for our event. At 3 of the workshops, artists from Jump Into Art, McKinney Art Studio and SPARC (St. Peter's Artist Run Community) led volunteers in a variety of methods to hand build bowls. Each workshop accommodated 40 - 50 guests and generated 60 – 80 bowls. In addition, we had 2 sold out workshops this spring at Make Expression in Frisco where guests painted pre-made, bisque, bowls.

Last fall, potters met at SPARC for two “throw-downs” and made 50 bowls for Collector's Club ticket purchasers. Then, the SPARC artists coordinated an invitation to local painters to come to an evening workshop on Jan. 22 and to “paint” the bowls with underglazes. We added 46 painters to the list of contributing artists. You should have seen the rush the night of the event to get to choose bowls from the Collector's Club edition bowls! Our painters included Nancy Alexander, Toni Andrukaitis, Valerie Batchelder, Diane Boudreaux, Dana Brock, Kim Carothers, Karren Case, Bonita Comarnitsky, Patricia Crain, Judy Darrow, Cindy Daunis, Phyllis Davis, Gail Delger, Noriko DeWitt, Brad Donaldson, Pernie Fallon, Cindy Farrell, Alex Forbes, Sandy Forbes, Kim Guthrie, Silky Hart, David Hobson, Karen Horton, Lynne Hubner, Maribeth Jagger, Lynda Kingsley, Carol Kovacs, Kelly Leslie, Debra Linker, Minda Macias, Jan Martin, Sandy Moss, Leslee Ortega, Deb Ramseyer, Herb Reed, Marie Renfro, Cate Robbins, Patricia Sennett, Carolyn Skei, Magali Smith, Bill Sterchak, Jeni Tomlinson, Kathryn Waite, Lynne Weinberger, Alice Wilhoit and Carol Williams.

In April, we displayed our 22 Art Auction bowls and 7 “Celebrity” Auction bowls at the Heard-Craig Center for the Arts. Our celebrity artists were Jon Christian Davis (local singer-songwriter), Allison Harris (FOX4 Newsreporter), Lisa Hermes (McKinney Chamber of Commerce President), Edie Heinicke (ED of Volunteer McKinney), Rick McDaniel (MISD Superintendent), Shawn Pratt (MISD Athletic Director) and Rick Wells (local restaurant owner).

On Thursday, May 16, with no rain in sight, we held the 8<sup>th</sup> annual Empty Bowls McKinney. We had 850 guests and volunteers at the event. We had 13 food vendors who got into the spirit of the event and decorated their stations and interacted with the public. It was a Foodie Paradise! Here is this year's soup list:

- **Blount Fine Foods** - Chicken Poblano Pepper Soup, Coconut Lentil Soup, Smoked Gouda Mac & Cheese
- **The Celt** - Cream of Roasted Red Bell Pepper
- **Bernard's Gourmet Foods** - Verde Chicken Soup
- **Harvest Seasonal Kitchen** - Potato Black Garlic Soup with Creme Fraiche and Chives
- **Hugs Cafe** - Chocolate Bourbon Pecan Pie
- **Layered** - Cucumber Tomatillo Gazpacho
- **Local Yocal BBQ & Grill** - Smoked Red Pepper Gazpacho
- **Rye** - Chili Chili Bang Bang (Roasted Garden Vegetable Chili)
- **Patina Green** - Spring Vegetable Curry
- **The Pub** - Mezcal Poblano Corn Chowder
- **Spoons** - Chilled Summer Strawberry Soup
- **Square Burger** - Ham and Bean Soup
- **El Mejor** - Chicken Tortilla Soup

Guests had their choice of over 1300 bowls made by local artists, church members, high school students and members of the community attended our workshops. Artists and community members included

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**Empty Bowls McKinney 2019 Final Report**

Vandana Abharwal, Toni Andrukaitis, Wayne Batchelder, Phyllis Baxter, Amanda Bosserman, Chienhui Bryant, Jennifer Burke, Andrea Bustos, Linda Chidsey, Seema Christensen, Casey Cottam, Tracy Culberson, Noriko DeWitt, Magda Dia, Kim Ezell, Vicki Gardner, Jan Gorla, Kim Guthrie, Jason Hinojosa, Debbie Hutcherson, Stephanie Kaminer, Kathy Kelln, Denise Kempter, Lisa LaBarge, Alex Macias, Minda Macias, Steve Macias, Carrie Mikeska, Margaret Nemeth, Vicki Oetker, Keith Parsley, JB Phipps, Kerry Randol-Johnston, Heather Bell Richardson, Vandana Sabharwal, Bridget Self, Tom Siep, James Spurrier, Tim Stadler, Jeanne Starnes, Amanda Taylor and Eva Kustarne Zsoldos. Also participating were McKinney Art Studio Students & Artists, SPARC Studio Artists, Collin College Ceramics Students, Allen High School Ceramic Students, Frisco Liberty High School National Art Honor Society Students, Frisco Lone Star High School Ceramic Students, McKinney High School Faculty & Ceramic Students, Prosper High School Ceramic Students, Conrnerstone Ranch, Jump Into Art students, Laureate Iota Beta of Beta Sigma Phi Sorority, Make Expression, Towne Creek Senior Artists and Community Bowl Making Participants.

In each bowl was a card reminding them to pray for people in the world with empty bowls due to hunger. It also asked that they pray for the Community Lifeline Center client whose story was given on the reverse side of the card. These stories, given in the client's own words, showed the needs which Community Lifeline Center is serving right here in McKinney. Some examples are:

An elderly lady applied with this story: "I have been employed as a maid for the past two months and am 72 years old. I am being treated for depression and was in the hospital the week before last as I blacked out in a Walmart parking lot and had to be taken by ambulance to the hospital where I spent 5 days. My employer was not happy and has cut much of my work. Last week I worked at 6 houses and only made \$177. I have social security which is \$1178, and own my home in Anna, but am paying mortgage, insurance, etc., of \$830 a month. I have been applying for work (I am a college graduate) for several months but have not been hired."

She received utility assistance, food and hygiene items from CLC.

Another family described her crisis as this: "My husband was The so provider for family and he lost his job at the end of August. We have paid a Portion of our rent a and we are also working with another agency Saint Vincent de Paul With Ed from there on he said that they can offer up to 300 but we need A 1000. So we are trying to piece anything together because we have nine children living with us. And I just had a baby."

CLC helped them with rent, utilities, food and hygiene items.

Angie Bado, Interim Executive Director of McKinney's Community Lifeline Center (CLC), said, "CLC has been supplying more than 60 thousand pounds of food each year to families in need in McKinney and northern Collin County communities. The money raised as a result of Empty Bowls McKinney will allow Community Lifeline to continue to make quality food available to the most vulnerable members of our community."

"Thanks to funding provided by Empty Bowls, Community Lifeline Center will have the capability to expand its programs to serve the 1 in 4 kids who regularly don't have enough to eat. Kids going hungry in McKinney is simply unacceptable," Bado said.

**St. Peter's Episcopal Church**  
**Empty Bowls McKinney 2019 Final Report**

**Goals and Objective Achieved**

We set several goals for this year:

- Increase the attendance – This year we had over 850 people at our event. We think we still have room to get to 1000 next year.
- Grow the number of artists involved - we have over 100 artists who participated in making and glazing event bowls. We grew our interaction with the art community by including painters. Our potters continue to amaze us. We had several who worked through the year to each donate 100 bowls.
- Connect with schools – we had participation from McKinney High School, Allen High School, Liberty High School (Frisco), Lone Star High School (Frisco), and Collin College art students.
- Our amazing vendors, most local to the Downtown Square, brought an amazing selection of gourmet soups. Each booth was decorated to showcase the atmosphere of the vendor. Chefs were serving their specialties and talking with guests about ingredients and how/why they were chosen. Patrons were all discussing their favorites. Bernard's Gourmet Foods was voted "People's Choice" for their Verde Chicken Soup.
- Continue to present the "hunger message" and increase awareness for Community Lifeline Center. We used social media marketing to increase the awareness of food insecurity in McKinney. We also highlighted CLC and what they are doing to address hunger. Our raffle signs highlighted the huge impact a \$5 purchase can have to feed a family of 4 for a day. Overall, the message was well presented and received.
- Market Empty Bowls McKinney publicly, inside and outside McKinney - Thanks to your generous grant, we were able to place ads in the Lovejoy Messenger and the Murphy Messenger in May, both accompanied by an article. We had an ad in the Community Impact Newsletter in May in the McKinney, Plano & Frisco editions. We had a front-page banner ad in May in the McKinney Courier-Gazette, the Allen Image, the Plano Star Courier and Frisco Enterprise. We advertised on KLAK, including an interview. And, we advertised on the billboard rider along Highway 75 and on the electronic billboard in Fairview Town Center. We also utilized yard signs in McKinney and Allen, placed posters around the square and around the towns. Lastly, we advertised heavily on social media and boosted posts on Facebook and Instagram. Below are the results of a survey asking where people heard about Empty Bowls McKinney. They were asked to check all that applied.

**St. Peter's Episcopal Church**  
**Empty Bowls McKinney 2019 Final Report**

\*How did you learn of our event? Select all that apply.

Answer	0%	100%	Number of Response(s)	Response Ratio
Media (newspaper, newsletter, etc)			11	14.6 %
Billboard			5	6.6 %
Electronic Billboard			0	0.0 %
At worship service (announcement or publication)			11	14.6 %
Radio (97.5 KLAK)			1	1.3 %
Social Media (Facebook, Instagram, etc)			20	26.6 %
Yardsigns			9	12.0 %
Word of mouth			33	44.0 %
Other			22	29.3 %
<b>Totals</b>			<b>75</b>	<b>100%</b>

People also added these comments in the "Other" section:

- past participant
- Team event through work
- I have attended Empty Bowls Dallas
- Been going for years
- Prior attendance
- Attended in other cities in previous years
- email communication
- Sign in front of MPAC
- CLC Staff
- past attendee
- Neighbor
- went before
- Have attended for three years
- Previous attendee
- Sister n law
- St Peter's Church Member
- artist friend
- Jamie St. Clair
- relative who is a church member
- Friends - Empty Bowl artists

**St. Peter's Episcopal Church**  
**Empty Bowls McKinney 2019 Final Report**

Also, from the survey:

Why did you attend our event? Select all that apply.			
Answer	0%	100%	
			<b>Number of Response(s)</b>
For networking			2
Sample soups			35
Choose hand crafted bowls			42
To support Community Lifeline Center			66
You know the organizers or participants			26
Other			9
<b>Totals</b>			<b>77</b>
			<b>100%</b>

I was glad to see that so many people attended our event to support Community Lifeline Center.

What is your level of satisfaction with the event?			
Answer	0%	100%	
			<b>Number of Response(s)</b>
Very satisfied			61
Somewhat satisfied			13
Neutral			0
Somewhat dissatisfied			1
Very dissatisfied			2
No Response(s)			0
<b>Totals</b>			<b>77</b>
			<b>100%</b>

The percentage of those rating their satisfaction Very Satisfied or Somewhat Satisfied was 96%.

**St. Peter's Episcopal Church**  
**Empty Bowls McKinney 2019 Final Report**

**Financial Report**

<b>Event Income</b>	<b>2019 Budget</b>	<b>2019 Actual</b>
<b>Item</b>		
MCDC Community Event Grant	\$7,500.00	\$7,500.00
Sponsorships	\$32,000.00	\$32,424.00
Donations	\$1,000.00	\$3,786.88
Bowl Making	\$1,000.00	\$2,319.61
Admissions	\$22,000.00	\$21,525.45
Art Auction Proceeds	\$5,500.00	\$6,018.00
Raffle Proceeds	\$2,500.00	\$2,718.00
Merchandise Sales	\$200.00	\$622.00
Extra Bowl Sales	\$2,500.00	\$2,360.00
Peoples Choice	\$400.00	\$652.00
After Event Sales	\$1,400.00	\$2,445.00
<b>TOTAL</b>	<b>\$76,000.00</b>	<b>\$82,370.94</b>

<b>Event Expenses</b>	<b>2019 Budget</b>	<b>2019 Actual</b>
<b>Item</b>		
Supplies	\$4,750.00	\$7,091.69
Kentucky Street rentals	\$4,500.00	\$5,373.32
MPAC rental	\$500.00	\$468.00
Sponsor Appreciation	\$1,000.00	\$931.50
T-Shirts (for volunteers & artists)	\$2,500.00	\$2,889.25
Benefit Bidding - online art auction	\$950.00	\$999.12
Bowl Making	\$1,500.00	\$2,091.87
Security at event	\$480.00	\$480.00
PayPal + Eventbrite	\$2,100.00	\$2,056.33
Advertising	\$9,000.00	\$8,888.44
Signs	\$5,000.00	\$3,258.00
<b>TOTAL</b>	<b>\$32,280.00</b>	<b>\$34,527.52</b>
<b>NET INCOME</b>	<b>\$43,720.00</b>	<b>\$47,843.42</b>

<b>Reserve</b>	<b>42.15</b>
<b>Easter Basket supplies (for CLC)</b>	<b>\$1,885.57</b>
<b>Check to Community Lifeline Center</b>	<b>\$46,000.00</b>
<b>Percent/dollar given to CLC</b>	<b>58%</b>

**St. Peter's Episcopal Church**  
**Empty Bowls McKinney 2019 Final Report**

**Event Income Variances:**

- Our donation amount is up significantly because Ruben Johnson Elementary held their own Empty Bowls event and donated over \$1,200 to our event!
- We added more bowl making workshops this year, so income went up.
- The “Celebrity Auction” continues to have a positive impact on our Art Auction proceeds.

**Event Expense Variances:**

- Our supplies increased in several ways
  - Because we added the water bottle sponsor this year, we purchased customized water bottles
  - We purchased extra tents
  - We purchased the event bags this year
- Our rental expense increased because rented the pipe & drape for the restaurant booths this year (it was donated in previous years)
- We were able to reuse many of our signs this year, so our sign cost was less than budgeted.

**MCDC Advertising Plan**

Media	Budget for MCDC	Submitted to MCDC	Actual Event Expenses
Magazines & Newsletters	\$ 2,000.00	\$ 2,591.68	\$ 2,902.94
Banners, Posters & Cards	\$ 1,150.00	\$ 507.00	\$ 915.00
Newspaper	\$ 1,000.00	\$ 1,375.00	\$ 1,375.00
Yard Signs	\$ 800.00	\$ 725.00	\$ 725.00
Facebook Posts	\$ 700.00	\$ 876.32	\$ 946.50
Radio	\$ 500.00	\$ 525.00	\$ 525.00
Billboard	\$ 1,350.00	\$ 900.00	\$ 1,350.00
Web Based	\$ -	\$ -	\$ 149.00
	\$ 7,500.00	\$ 7,500.00	\$ 8,888.44

**Advertising Plan Variances:**

- We spent more than budgeted on Magazine & Newsletter ads and less on Banners, Posters & Cards
- Newspaper - The newspaper ad cost increased from last year, so we were over budget
- Billboards were low because the receipt from Hobson Signs did not come in timely and I submitted additional ads from Murphy Messenger

St. Peter's Episcopal Church  
Empty Bowls McKinney 2019 Final Report

## Zip Code Analysis

Summary	Percentage
Out of State	1.2%
<b>Allen</b>	<b>7.2%</b>
Anna	0.7%
Arlington	0.2%
Bonham	0.7%
Carrollton	0.7%
Celina	1.0%
Colleyville	0.2%
<b>Dallas</b>	<b>2.0%</b>
Farmersville	0.7%
Frisco	1.0%
Frisco	0.2%
Georgetown	0.3%
Grand Prairie	0.3%
Lakewood Village	0.2%
<b>McKinney</b>	<b>74.7%</b>
Melissa	1.2%
Murphy	0.3%
<b>Plano</b>	<b>4.9%</b>
Point	0.5%
Princeton	0.3%
Prosper	0.8%
Ravenna	0.3%
Richardson	0.3%
Sanger	0.2%
Sherman	0.2%
	100.0%
<b>% From Outside</b>	
<b>McKinney</b>	<b>25.3%</b>



St. Peter's Episcopal Church  
 Empty Bowls McKinney 2019 Final Report

**Advertising Examples**

**Billboard Rider:**



**Graphics in Lovejoy & Murphy Messengers:**



St. Peter's Episcopal Church  
 Empty Bowls McKinney 2019 Final Report

**Graphic in Community Impact Newsletters:**

**Blount**  
fine foods

2019

**EMPTY BOWLS**  
MCKINNEY

FIGHT HUNGER ONE BOWL AT A TIME

**MAY 16** — 6:00 - 8:00 PM —  
 McKinney Performing Arts Center  
 111 N Tennessee St, McKinney, TX 75069  
[www.EmptyBowlsMcKinney.com](http://www.EmptyBowlsMcKinney.com)

2019 VENDORS

Blount Fine Foods, Caudalie Crest  
 The Celt, Bernard's Gourmet Foods  
 Elmejor, Harvest Seasonal Kitchen, Hug's Cafe  
 Layered, Local Yocal BBQ and Grill  
 Rye, Patina Green, The Pub, Spoons  
 Square Burger, TUPPS Brewery

WHOLE FOODS MARKET

Benefiting

community lifeline center  
help. hope. here.

SPONSORED BY MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

St. Peter's  
EPISCOPAL CHURCH

Sponsors: First United Bank, Developing Solutions  
 Episcopal Foundation of Dallas, Independent Bank, Dill Investments

**Graphic in Star Local Media Papers (banner on bottom of front page):**

**Blount**  
fine foods

2019

**EMPTY BOWLS**  
MCKINNEY

FIGHT HUNGER ONE BOWL AT A TIME

**MAY 16**  
6:00 - 8:00 PM  
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WHOLE FOODS MARKET

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community lifeline center  
help. hope. here.


SPONSORED BY MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

Sponsors: First United Bank, Developing Solutions, FastSigns of McKinney  
 Episcopal Foundation of Dallas, Independent Bank, Dill Investments

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### Examples of Facebook Boosted Ads:




**Empty Bowls McKinney**

Published by Angie Bado [?] · May 8 · 🌐

⋮

Rick Wells, owner of Rick's Chophouse in downtown McKinney, has issued a challenge! He's expecting to raise a minimum of \$1000 for the gorgeous bowl he made for the celebrity auction. Thank you Rick! And yes, "Nobody in our community should go hungry."  
<https://www.benefitbidding.net/auctions/listings/index.cfm...>  
 #EmptyBowlsMcKinney #fighthunger #EmptyBowls2019



👥 Watch together with a group or with friends
Start Watch Party

**6,642**

People Reached

**1,753**

Engagements

Boost Again

Boosted on May 10, 2019

By Angie Bado

Completed


People Reached

1.9K

ThruPlays

505

View Results




**Empty Bowls McKinney**

Published by Jamie St.Clair [?] · May 9 · 🌐

⋮

Join us at Empty Bowls McKinney 2019 to taste some amazing soup!  
 Rye. Craft Food and Drink. will be serving Chili Chili Bang Bang!  
 Spoons Cafe will be serving Chilled Summer Strawberry Soup....  
 See More



**1,704**

People Reached

**46**

Engagements

Boost Again

Boosted on May 9, 2019

By Jamie St.Clair

Completed

People Reached


1.4K

ThruPlays


320

View Results

St. Peter's Episcopal Church  
Empty Bowls McKinney 2019 Final Report

 **Empty Bowls McKinney**  
Published by Jamie St.Clair [?] · May 5 · 🌐

Technique: Hand Carved Juniper  
The wood tells Tom Siep what it wants to be. This piece wants to be touched, to be cradled in two hands, and to held out to another.  
Bid on this bowl at <https://www.benefitbidding.net/auctions/listings/index.cfm.....> See More



WWW.BENEFITBIDDING.NET [Shop Now](#)

**2,815** People Reached      **31** Engagements      [Boost Again](#)

Boosted on May 5, 2019      Completed  
By Jamie St.Clair

People Reached	<b>2.6K</b>	ThruPlays	<b>673</b>
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[View Results](#)

St. Peter's Episcopal Church  
Empty Bowls McKinney 2019 Final Report

Event Pictures:



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**St. Peter's Episcopal Church**  
**Empty Bowls McKinney 2019 Final Report**

**Metrics**

- a. **Attendance:** We expect to bring 1000 people to the McKinney Square on a Thursday night in May 2019 and positively impact the businesses who participate in our event and/or are located nearby.

**We came close to our goal with around 850 attendees.**

- b. **Non-McKinney Attendance:** We expect to maintain our non-McKinney participation at more than 20% of the participants in 2019.

**In 2019, 25.3% of the people who attended live outside McKinney.**

- c. **Monetary Impact:** We expect to raise at least \$76,000 in gross proceeds and contribute \$43,000 to Community Lifeline Center.

**This goal was definitely accomplished with \$46,000 going to CLC!**