

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION
Grant Application
 Fiscal Year 2015

IMPORTANT:

- Please read the McKinney Community Development Corporation Grant Guidelines prior to completing this application.
- The Grant Guidelines and Application are available at www.mckinneycdc.org; by calling 214.544.0296 or by emailing cschneible@mckinneycdc.org
- Please call to discuss your plans for submitting an application **in advance** of completing the form. Completed application and all supporting documents are required to be submitted electronically or on a CD for consideration by the MCDC board. Please submit the application to:

McKinney Community Development Corporation
 5900 S. Lake Forest Blvd., Suite 110
 McKinney, TX 75070

- *If you are interested in a preliminary review of your project proposal or idea, please complete and submit the **Letter of Inquiry** form, available at www.mckinneycdc.org, by calling 214.544.0296 or emailing cschneible@mckinneycdc.org.*

Applications must be completed in full, using this form, and received by MCDC, electronically or on a CD, by 5:00 p.m. on the date indicated in schedule below.

Please indicate the type of funding you are requesting:

- | | |
|---|---|
| <input type="checkbox"/> Project Grant
Quality of Life projects that are eligible for funding in accordance with the Type B sales tax statute (refer to examples in Grant Guidelines) and that advance the mission of MCDC. | <input type="checkbox"/> Promotional or Community Event Grant (maximum \$15,000)
Initiatives, activities and events that promote the City of McKinney for the purpose of developing new or expanded business opportunities and/or tourism – and enhance quality of life for McKinney residents. |
|---|---|

Promotional and Community Event Grants:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: January 2, 2015	January 2015	February 2015
Cycle II: June 30 2015	July 2015	August 2015

Project Grants:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: January 30, 2015	February 2015	March 2015
Cycle II: April 30, 2015	May 2015	June 2015
Cycle III: July 31, 2015	August 2015	September 2015

APPLICATION

ORGANIZATION INFORMATION

Name: Smiles Charity-President Dr. Jennifer Buchanan

Federal Tax I.D.: 27-1346553

Incorporation Date: 2009

Mailing Address: 6595 Virginia Parkway Suite 100

City McKinney

ST: TX

Zip: 75071

Phone: 972-542-4412/972-567-0640

Fax: 972-540-9714

Email: jennifer_buchanan@sbcglobal.net

Website: www.smilescharity.org

Check One:

- xNonprofit – 501(c) Attach a copy of IRS Determination Letter
 Governmental entity
 For profit corporation
 Other

Professional affiliations and organizations to which your organization belongs: Chamber of Commerce

REPRESENTATIVE COMPLETING APPLICATION:

Name: Dr. Jennifer Buchanan

Title: President

Mailing Address: 6595 Virginia Parkway Suite 100

City: McKinney

ST: TX

Zip: 75071

Phone: 972-567-0640

Fax: 972-540-9714

Email:

jennifer_buchaan@sbcglobal.net

CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:

Name: Same As Above

Title:

Mailing Address:

City:

ST:

Zip:

Phone

Fax:

Email:

FUNDING

Total amount requested: \$15,000.00

PROJECT/PROMOTION/COMMUNITY EVENT

Start Date: 05-24-15

Completion Date: 05-24-15

BOARD OF DIRECTORS *(may be included as an attachment)* SEE ATTACHED

LEADERSHIP STAFF *(may be included as an attachment)* SEE ATTACHED

Using the outline below, provide a written narrative no longer than 7 pages in length:

I. Applying Organization

Describe the mission, strategic goals and objectives, scope of services, day to day operations and number of paid staff and volunteers.

Disclose and summarize any significant, planned organizational changes and describe their potential impact on the Project/Promotion/Community Event for which funds are requested.

II. Project or Promotion/Community Event (whichever is applicable)

- Outline details of the Project/Promotion/Community Event for which funds are requested. Include information regarding scope, goals, objectives, target audience.
- **For Promotional Grants/Community Events** – describe how this initiative will **promote the City of McKinney for the purpose of business development and/or tourism.**
- Describe how the proposed Project/Promotion/Community Event fulfills strategic goals and objectives for your organization.
- Please also include planned activities, time frame/schedule, and estimated attendance and admission fees if applicable.
- Include the venue/location for Project/Promotion/Community Event?
- Provide a timeline for the Project/Promotion/Community Event.
- Detail goals for growth/expansion in future years.

Project Grants – please complete the section below:

- | | | |
|-----------------------------|------------------------------|-----------------------------|
| • An expansion/improvement? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| • A replacement/repair? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| • A multi-phase project? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| • A new project? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |

Has a feasibility study or market analysis been completed for this proposed project? *If so, please attach a copy of the Executive Summary.*

Provide specific information to illustrate how this Project/Promotion/Event will enhance quality of life and further business and economic development in the City of McKinney, and support one or more of MCDC's goals:

- Develop and strengthen public, community amenities to improve quality of life for residents in the City of McKinney
- Support projects eligible for Type B funding under state law
- Contribute to economic development and/or tourism within McKinney
- Educate the community about the impact "buying local" has on quality of life in McKinney

Has a request for funding, for this Project/Promotion/Community Event, been submitted to MCDC in the past?

xxxx Yes

No

III. Financial

- Provide an overview of the organization's financial status including the impact of this grant request.
- Please attach your budget for the current year and audited financial statements for the preceding two years. If financials are not available, please indicate why.

What is the estimated total cost for this Project/Promotion/Community Event?

\$307,558.00 is cost of event. Home cost is \$150,000

(Include a budget for the proposed Project/Promotion/Community Event.)

What percentage of Project/Promotion/Community Event funding will be provided by the Applicant? I personally contribute \$25,000. Please see attached budget for below.

Are Matching Funds available? Yes

No

Cash \$

Source

% of Total

In-Kind \$

Source

% of Total

Are other sources of funding available? *If so, please list source and amount. (None known.)*

Have any other federal, state, or municipal entities or foundations been approached for funding? *If so, please list entity, date of request and amount requested. (None known.)*

IV. Marketing and Outreach

Describe marketing plans and outreach strategies for your organization and for the Project/Promotion/Community Event for which you are requesting funding – and how they are designed to help you achieve current and future goals.

V. Metrics to Evaluate Success

Outline the metrics that will be used to evaluate success of the proposed Project/Promotion/Community Event. If funding is awarded, a final report will be required summarizing success in achieving objectives outlined for the event.

Acknowledgements

If funding is approved by the MCDC board of directors, Applicant will assure:

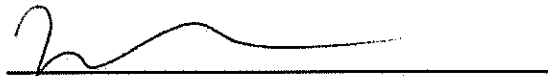
- The Project/Promotion/Community Event for which financial assistance is sought will be administered by or under the supervision of the applying organization;
- All funds awarded will be used exclusively for the purpose described in this application;

Acknowledgements - continued

- MCDC will be recognized in all marketing, outreach, advertising and public relations as a funder of the Project/Promotion/Community Event. Specifics to be agreed upon by applicant and MCDC and included in an executed performance agreement;
- Organization's officials who have signed the application are authorized by the organization to submit the application;
- Applicant will comply with the MCDC Grant Guidelines in executing the Project/Promotion/Community Event for which funds were received.
- A final report detailing the success of the Project/Promotion/Community Event, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Project/Promotion/Community Event.
- Up to 80% of the approved grant may be provided, on a reimbursement basis, prior to conclusion of the Project/Promotion/Community Event with submission of invoices/receipts to MCDC. The final 20% may be paid following MCDC's receipt of unpaid invoices/receipts; documentation of fulfillment of obligations to MCDC; and final report on the Project/Promotion/Community Event.
- The required performance agreement will contain a provision certifying that the applicant does not and will not knowingly employ an undocumented worker in accordance with Chapter 2264 of the Texas Government Code, as amended. Further, should the applicant be convicted of a violation under 8 U.S.C. § 1324a(f), the applicant will be required to repay the amount of the public subsidy provided under the agreement plus interest, at an agreed to interest rate, not later than the 120th day after the date the MCDC notifies the applicant of the violation.

We certify that all figures, facts and representations made in this application, including attachments, are true and correct to the best of our knowledge.

Chief Executive Officer



Signature

Dr. Jennifer Buchanan

Printed Name

Date 1-2-15

Representative Completing Application



Signature

Dr. Jennifer Buchanan

Printed Name

Date 1-2-15

INCOMPLETE APPLICATIONS, OR THOSE RECEIVED AFTER THE DEADLINE, WILL NOT BE CONSIDERED.

Acknowledgements - continued

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Chief Executive Officer

Representative Completing Application

Signature

Signature

Dr. Jennifer Buchanan
Printed Name

Dr. Jennifer Buchanan
Printed Name

12-31-14
Date

Date 12-31-14

INCOMPLETE APPLICATIONS, OR THOSE RECEIVED AFTER THE DEADLINE, WILL NOT BE CONSIDERED.

CHECKLIST:

Completed Application:

- Use the form/format provided
- Organization Description
- Outline of Project/Promotion/Community Event; description, goals and objectives
- Project/Promotion/Community Event timeline and venue
- Plans for marketing and outreach
- Evaluation metrics
- List of board of directors and staff

Attachments:

- Financials: organization's budget for current fiscal year; Project/Promotion/Community Event budget; audited financial statements
- Feasibility Study or Market Analysis if completed (Executive Summary)
- IRS Determination Letter (if applicable)

A FINAL REPORT IS TO BE PROVIDED TO MCDC WITHIN 30 DAYS OF THE EVENT/COMPLETION OF THE PROJECT/PROMOTION/COMMUNITY EVENT.

FINAL PAYMENT OF FUNDING AWARDED WILL BE MADE UPON RECEIPT OF FINAL REPORT.

PLEASE USE THE FORM/FORMAT OUTLINED ON THE NEXT PAGE.



McKINNEY COMMUNITY DEVELOPMENT CORPORATION

Final Report

Organization:

Funding Amount:

Project/Promotion/Community Event:

Start Date:

Completion Date:

Location of Project/Promotion/Community Event:

Please include the following in your report:

- Narrative report on the Project/Promotion/Community Event
- Identify goals and objectives achieved
- Financial report – budget as proposed and actual expenditures, with explanations for any variance
- Samples of printed marketing and outreach materials
- Screen shots of online promotions
- Photographs, slides, videotapes, etc.
- Performance against metrics outlined in application

Please submit Final Report no later than 30 days following the completion of the Project/Promotion/Community Event to:

McKinney Community Development Corporation
5900 S. Lake Forest Blvd., Suite 110
McKinney, TX 75070

Attn: Cindy Schneible
cschneible@mckinneycdc.org

2014-15 SMILES CHARITY BOARD OF TRUSTEES,
LEADERSHIP

DR. JENNIFER BUCHANAN- Smiles Charity Founder and
President/ Buchanan Orthodontics

MIKE BUCHANAN- Smiles Charity **Vice-President**
/Senior Managing Director-FTI Consulting

JAN FERRIS-Smiles Charity **Treasurer**/Benchmark Title

KAREN HOLDEN-Smiles Charity **Secretary**/Baylor Scott
& White Health

MIKE BROSIN- Managing Partner -Crest Cars.Com

TOM FARRAH-CIO- Dr. Pepper/Snapple

MIKE FOSTER- Store Director -McKinney Market Street

VERN HERBEL- President and CEO- United American
Insurance Company

SALLY HUGGINS- VP Marketing and Business
Development- HCA Healthcare

DAWN MITCHELL- Sr. VP Policy Administration-United
American Insurance Company

GEOFF CLARK

VETERANS COMMITTEE

JUDGE KEITH SELF-CHAIRMAN

JOHN CAMPBELL

COLIN KIMBALL

JAMES MEISMAN

BRANDON BYERS

BILL MILLS

JP HOGAN

STATE REPRESENTATIVE SCOTT SANFORD

BUILDING COMMITTEE

BRIAN HOGMAN-CHAIRMAN

DAVID CRAIG

GREG STEGLICH

ATTORNEY GENERAL KEN PAXTON

Smiles Charity
Profit & Loss Budget Overview
 July 2014 through June 2015

	Jul '14 - Jun '15
Ordinary Income/Expense	
Income	
43300 · Direct Public Grants	74,000.00
43340 · Nonprofit Organization Grants	
Total 43300 · Direct Public Grants	74,000.00
43400 · Direct Public Support	
43440 · Gifts in Kind - Goods	8,000.00
43441 · GIK - goods - auction/raffle	46,892.44
43440 · Gifts in Kind - Goods - Other	
Total 43440 · Gifts in Kind - Goods	54,892.44
43445 · Gifts In Kind - Services	41,550.00
43450 · Individ, Business Contributions	257,058.26
Total 43400 · Direct Public Support	353,500.70
44500 · Government Grants	
44530 · Local Government Grants	8,500.00
Total 44500 · Government Grants	8,500.00
49000 · Special Events Income	
49001 · vendor % cash donation	4,350.00
49009 · Special Events - Car Raffle	12,500.00
49009-1 · SE - Car Raffle Income-Tax Paid	103,500.00
49009 · Special Events - Car Raffle - Other	
Total 49009 · Special Events - Car Raffle	116,000.00
49010 · Special Events Donation/Admiss	25,000.00
49025 · T-Shirt Income	2,626.33
49080 · New Jersey Event for B At	14,440.00
Total 49000 · Special Events Income	162,416.33
Total Income	598,417.03
Gross Profit	598,417.03
Expense	
60300 · Awards and Grants	125,000.00
60320 · Cash Awards and Grants	14,440.00
60340 · Specific Assist to Individuals	
Total 60300 · Awards and Grants	139,440.00
60900 · Business Expenses	
60920 · Business Registration Fees	12,500.00
60940 · Taxes - Not UBIT	268.67
Total 60900 · Business Expenses	12,768.67

Smiles Charity
Profit & Loss Budget Overview
 July 2014 through June 2015

	Jul '14 - Jun '15
62100 · Contract Services	1,318.50
62110 · Accounting Fees	1,318.50
Total 62100 · Contract Services	2,097.08
62102 · Credit Card Fees	
62400 · In Kind Expense - Goods	1,666.50
62401 · IKE - goods - Linens/tables & c	2,100.00
62403 · IKE - goods promo items	2,500.00
62404 · IKE - goods - printing	11,325.78
62405 · IKE - goods - signs	16,500.16
62406 · IKE - goods - VIP party	10,200.00
62407 · IKE - goods - Festival	8,000.00
62408 · IKE - goods - auction	2,500.00
62409 · IKE - goods - band	
Total 62400 · In Kind Expense - Goods	54,892.44
62500 · In Kind Expense Services	11,670.00
62510 · IKE services - advertising	5,500.00
62520 · IKE services - Photography	20,000.00
62530 · IKE services - Misc.	1,880.00
62540 · IKE services - Festival	2,500.00
62560 · IKE - services - VIP party	
Total 62500 · In Kind Expense Services	41,550.00
63600 · Smiles Kick-Off Event	5,000.00
64000 · Company Sponsored Event	
64025 · CSE - Misc Expense	54.13
64050 · CSE - Insurance	2,245.00
64100 · CSE - Band	
64102 · CSE - Band - Saturday Event	28,000.00
64100 · CSE - Band - Other	50,000.00
Total 64100 · CSE - Band	78,000.00
64125 · CSE - Opening Band Expense	5,000.00
64150 · CSE - T-Shirts	4,450.00
64200 · CSE - Fireworks	9,300.00
64300 · CSE - Stage	31,962.00
64350 · CSE - Raffle	1,850.00
64351 · CSE - Cost of Car for Raffle	50,000.00
64400 · CSE - Signs/Banners	3,914.00
64500 · CSE - VIP Party	2,093.01

Smiles Charity
Profit & Loss Budget Overview
 July 2014 through June 2015

	Jul '14 - Jun '15
64600 · CSE - Festival	
64601 · CSE - Festival - fence	2,861.06
64602 · CSE - Festival - Restrooms	3,570.00
64603 · CSE - Festival - Childrens area	2,300.00
64605 · CSE - festival fly over	2,000.00
64606 · CSE - festival - tents	1,638.00
64607 · CSE - festival - Misc	2,216.30
64600 · CSE - Festival - Other	425.00
Total 64600 · CSE - Festival	15,010.36
64700 · CSE - security firefems	2,100.00
64800 · CSE - Police Security	6,317.50
Total 64000 · Company Sponsored Event	212,296.00
65000 · Operations	
65020 · Postage, Mailing Service	500.00
65040 · Supplies	259.06
65060 · Misc. operating expense	500.00
Total 65000 · Operations	1,259.06
65100 · Other Types of Expenses	
65112 · Advertising Expense - Jumbotron	9,500.00
65113 · Advertising Expense - paper	5,975.00
65114 · Advertising Expense - magazine	4,800.00
65115 · Advertising Expense - T-Shirts	20,794.52
65117 · Advertising Expense - Radio	8,750.00
Total 65110 · Advertising Expenses	49,819.52
65120 · Insurance - Liability, D and O	1,455.10
65150 · Memberships and Dues	275.00
Total 65100 · Other Types of Expenses	51,549.62
68300 · Travel and Meetings	1,000.00
68310 · Conference, Convention, Meeting	1,000.00
Total 68300 · Travel and Meetings	2,000.00
Total Expense	523,171.37
Net Ordinary Income	75,245.66
Net Income	75,245.66

SMILES CHARITY CONCERT AND FAMILY FESTIVAL

I. APPLYING ORGANIZATION

My name is Dr. Jennifer Buchanan and my orthodontics practice has been in McKinney for over 18 years. Over the past 7 years with the help of my dental colleagues, MCDC, area businesses, corporations, and McKinney citizens Smiles Charity has built 9 homes for deserving families. Smiles Charity has provided 7 free family concerts with top-notch entertainment at no charge to our McKinney citizens! Everyone raves about the grand finale Fireworks.

Our goals are:

- A. To build homes for wounded veterans and their families
- B. Increase media exposure to promote McKinney
- C. Develop leisure activities
- D. Develop community wide focal point
- E. Promote safe and attractive image of McKinney
- F. Create a Nationwide Charity that can boast its roots in McKinney, Texas
- G. Increase attendance
- H. Promote giving back to others
- I. Pay tribute to our American military heroes

All of the “man power” is with 500 non-paid volunteers-patients, high school students, dental colleagues, friends, and my team of orthodontic professionals. Smiles Charity is a 501(c)3 charity. In

years past we would donate our funds to other 501(c)3 charities that specialize in building homes for wounded veterans. Last year we restructured Smiles Charity to have a Veterans Committee to determine the recipient family and Building Committee so we can oversee the build of the home and control outcomes. It has been exciting to be able to see the whole home process from start to finish! Additionally last year we created a Junior Board of local High School students.

II. COMMUNITY EVENT

Thank you for MCDC's support over the last 7 years!!! We have had tremendous Smiles Charity events because of your help! This year we are building on our success from past years and want to create even more positive publicity for McKinney. Last year we had incredible media attention and were featured on several local TV news stations (Channels 4,5,11). Additionally we were featured in the Dallas Morning News 2 weeks in a row.

This year we will showcase 4 bands. Our opening band will be an up and coming teen Colton Jacobson. Local favorite, the Maylee Thomas Band will play for the 8th year in a row. Our third band is country newcomer Dylan Scott whose new single is climbing up the country charts. Our headliner is CMA award winner Rodney Atkins. Rodney has 6 #1 country singles and is a strong supporter of our military. Since Smiles Charity Concert is held over Memorial Day Weekend (SUNDAY MAY 24, 2015) and we are honoring and helping the military, the media will be

even more interested in covering our event. The Smiles Charity Concert and Family Festival 2015 will be a FREE McKinney citywide family festival and benefit concert complete with FIREWORKS. Our goal is raise enough money to build a home for Sgt. Michael Beeson and his family.

Smiles Charity keeps growing in attendance. In 2008 we had 6,000 fans, 2009 8,000 fans, 2010 had 12,000 fans, 2011 had 15,000 fans, 2012 10,000 fans, 2013 12,000 fans, and 2014 10,000 fans (even with rain). The capacity of attendance is 15,000+. The date of the Smiles Charity Concert is Sunday May 24, 2015 (Memorial Day Weekend). Students are still in school and have Monday May 25, 2015 off from school. We believe we will get great participation with our date selection.

The schedule of events from 5-10pm is as follows:
Sunday May 24, 2015
12:00 pm set-up for festival sponsors (bounce houses, rock-climbing wall, food and drink vendors)
5 pm family festival opens, National Anthem, Military Flyover
5:15-6pm Colton Jacobson opener
6-7pm Maylee Thomas Band
7-8pm Dylan Scott
8:00pm Tribute to fallen soldiers, introduce family receiving home
8:30-10 pm Headliner Band-Rodney Atkins
10 pm FIREWORKS
10:15 pm event ends

Benchmarks for success for the event will be the following:

1. FREE quality recreation and leisure activities for ALL McKinney families conveniently located in the middle of our city
2. Making the “Smiles Charity Concert and Family Festival” a focal point for McKinney citizens
3. Safe family friendly event
4. Expose corporate sponsors (outside McKinney) to McKinney which can result in more economic development for our city and tax base for schools
5. Promote attractive image of McKinney
6. Continue Smiles Charity Concert as an annual event that McKinney citizens look forward to
7. Smiles Charity is UNIQUE BY NATURE (McKinney’s city slogan) because it combines recreation and leisure with giving back to the community (unlike many area public events which are ONLY recreation)
8. When Forever Free was hosted at this site, my neighbors and myself would have many out of town friends visit to enjoy the festivities (this promotes a great image of McKinney that can result in positive economic development and good-will)
9. Promote local businesses and economically impact the success of the businesses that participate in the event
10. Smiles Charity will sustain and enhance the historic character of McKinney by building on past traditions and creating new ones
11. Smiles Charity creates awareness of the need to give back and instills good citizenship

12. Smiles Charity results in tangible assets-HOMES that you can drive by and see the results of your giving
13. Raising funds to build a home for wounded veteran Sgt. Michael Beeson and his family. Please see attached family info.

WE TRULY BELIEVE THAT SMILES CHARITY
FULFILLS THE MISSION AND ALL OF THE GOALS
OF THE MCDC!!!

FACILITIES

Smiles Charity will be hosted behind my office in Adriatica. The developers of Adriatica support our event. The VIP party will be hosted at my office that has a perfect view of the entertainment stage and fireworks.

III. FINANCIAL

The bulk of the donations are from local dental professionals and suppliers who have supported us over the years. Smiles Charity has been a successful event and we are happy that sponsors want to be a part of it.

We are busy talking to new corporate sponsors. We are unaware of any other federal, state or city foundations that could be of help but are researching all avenues for funding.

The Smiles Charity Concert is an expensive event to execute. The financial impact of \$15,000 from MCDC would be very helpful for Smiles Charity! The funding from MCDC can continue to help make this a FREE event for the citizens of McKinney, will alleviate promotional costs and make the dream of home ownership a reality for these deserving wounded veterans and their families.

IV. MARKETING AND OUTREACH

Our marketing goals are to have over 15,000 fans attend the Smiles Charity Concert and to provide excellent media exposure for our sponsors and the City of McKinney. Partnering with McKinney Community Development Corporation (MCDC) is crucial to the success of our 2015 Smiles Charity Concert.

Our current marketing venues will include:

- a. 4,000 t-shirts promoting the event with the MCDC logo
- b. Event related stories in print media such as McKinney Magazine, Stonebridge Ranch Newsletter, the McKinney Courier Gazette, and Neighbors Go (Dallas Morning News)
- c. Partnership with local radio station KLAK to advertise the event and feature our top sponsors
- d. Email blasts to our fans and supporters
- e. Our website, Facebook, Twitter

- f. Radio Disney, the Ticket Radio stations to promote our event and Raffle
- g. Jumbotron featuring our top sponsors at the Smiles Concert
- h. Banners for top sponsors
- i. 35,000 glossy booklets listing Smiles Charity history, sponsors, and activities

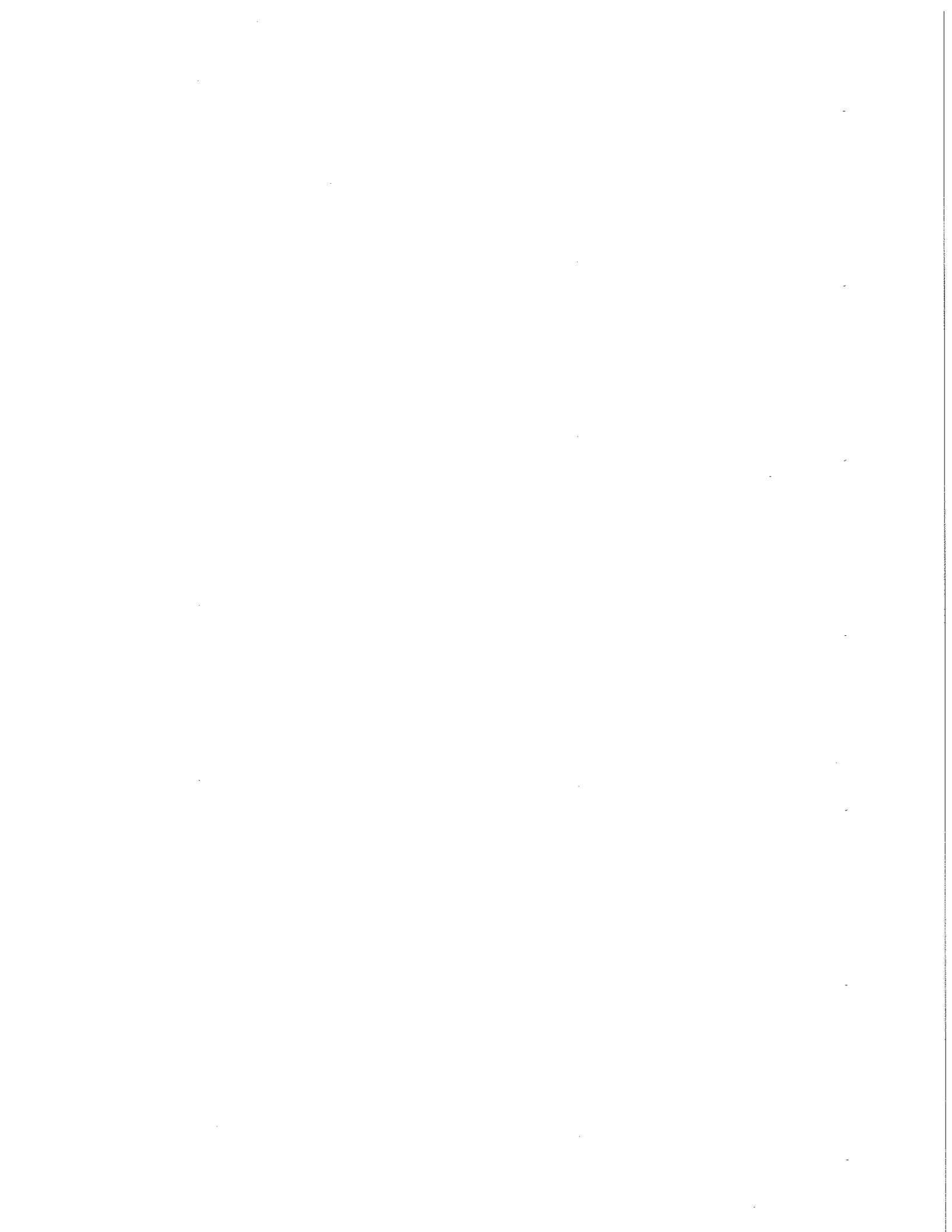
A grant from MCDC will make a HUGE difference and enable us to accomplish everything above!!!!

V.METRICS TO EVALUATE SUCCESS

Smiles Charity will be a success by meeting and exceeding the 13 benchmarks outlined above.

We were excited to read about the mission and goals of the MCDC because Smiles Charity fits every mission, goal and qualification of MCDC. We could not imagine a better fit by any project!!!! We can think of no other event that creates a WIN-WIN like Smiles Charity. Our event involves all facets of the community- students, local companies, corporations, citizens, families, and the City of McKinney.

The Smiles Charity Concert and Festival will reflect positively on the city of McKinney as it will demonstrate one more way **McKinney is unique by its nature of generosity and why McKinney is the #1place to live in the USA.**



6:29 PM
 10/01/13
 Accrual Basis

**Smiles Charity
 Profit & Loss
 July 2012 through June 2013**

	Jul '12 - Jun 13
Ordinary Income/Expense	
Income	
43400 · Direct Public Support	
43440 · Gifts in Kind - Goods	26,995.97
43445 · Gifts In Kind - Services	47,507.00
43450 · Individ, Business Contributions	262,717.60
Total 43400 · Direct Public Support	337,220.57
49000 · Special Events Income	
49001 · vendor % cash donation	4,500.00
49009 · Special Events - Car Raffle	
49009-1 · Car Raffle Income Tax Paid	7,500.00
49009 · Special Events - Car Raffle - Other	62,600.00
Total 49009 · Special Events - Car Raffle	70,100.00
49010 · Special Events Donation/Admiss	9,010.36
49011 · Buckett Donations	179.57
49026 · Bracelett Sales	2,995.60
49027 · Water Sales	527.80
49045 · Admission to Children's area	3,772.00
Total 49000 · Special Events Income	91,085.33
Total Income	428,305.90
Cost of Goods Sold	
50000 · Cost of Goods Sold	1,289.99
Total COGS	1,289.99
Gross Profit	427,015.91
Expense	
60300 · Awards and Grants	
60320 · Cash Awards and Grants	100,000.00
Total 60300 · Awards and Grants	100,000.00
60900 · Business Expenses	
60920 · Business Registration Fees	275.00
60940 · Taxes - Not UBIT	226.89
Total 60900 · Business Expenses	501.89
62100 · Contract Services	
62110 · Accounting Fees	1,356.00
Total 62100 · Contract Services	1,356.00
62102 · Credit Card Fees	1,868.78
62400 · In Kind Expense - Goods	
62401 · IKE - goods - Linens/tables & c	1,329.79
62404 · IKE goods - printing	334.81
62405 · IKE- goods - signs	7,876.75
62406 · IKE - goods - VIP party	4,779.62
62407 · IKE - Goods - Festival	11,365.00
62409 · IKE- goods - band	2,500.00
Total 62400 · In Kind Expense - Goods	28,185.97
62500 · In Kind Expense Services	
62510 · IKE services - advertising	31,317.00
62520 · IKE services - Photographay	5,000.00
62530 · IKE services - Misc.	10,000.00
Total 62500 · In Kind Expense Services	46,317.00
64000 · Company Sponsored Event	
64025 · CDE - Misc Expense	8,500.00
64050 · CSE - Insurance	2,553.00
64100 · CSE- Band	35,000.00
64125 · Opening Band Expense	15,000.00
64200 · CSE - Fireworks	8,851.00

6:29 PM
10/01/13
Accrual Basis

Smiles Charity
Profit & Loss
July 2012 through June 2013

	<u>Jul '12 - Jun 13</u>
64300 · CSE - Stage	29,899.00
64351 · CSE - Cost of Car for Raffle	30,000.00
64400 · CSE - Signs/Banners	4,119.17
64500 · CSE - VIP Party	5,645.00
64600 · CSE - Festival	
64601 · CSE - Festival - fence	2,731.06
64602 · CSE - Festival - Restrooms	4,820.00
64603 · CSE - Festival - Childrens area	2,150.00
64605 · CSE - festival fly over	1,600.00
64606 · CSE - festival - tents	917.50
64600 · CSE - Festival - Other	692.87
Total 64600 · CSE - Festival	12,911.43
64700 · CSE - security fire/ems	2,100.00
64800 · CSE - Police Security	5,145.00
Total 64000 · Company Sponsored Event	159,723.60
65000 · Operations	
65040 · Supplies	127.72
65060 · Misc. operating expense	38.11
Total 65000 · Operations	165.83
65100 · Other Types of Expenses	
65110 · Advertising Expenses	
65112 · Advertising Expense - Jumbotron	9,400.00
65113 · Advertising Expense - paper	5,500.00
65114 · Advertising Expense - magazine	4,800.00
65115 · Advertising Expense - T-Shirts	19,950.00
65117 · Advertising Expense - Radio	12,500.00
65118 · Advertising eexpense - promotio	185.00
Total 65110 · Advertising Expenses	52,335.00
65120 · Insurance - Liability, D and O	1,704.79
Total 65100 · Other Types of Expenses	54,039.79
Total Expense	392,158.86
Net Ordinary Income	34,857.05
Net Income	34,857.05

2014 -15 SMILES CHARITY COMMITTEE

MATT MADONI
MACKENZIE SEIBOLD
JODIE COLLINS
MICHELLE HUDDLESTON
HOLLY KIMM
LAURIE ONOFREY
KAREN HOLDEN
MISSY YOST
TRACY MCGOLDRICK
ERIN CLARK
AMY DANKEL
SHARON WELTNER
JENNIFER SANTOS
STEPHANIE KERZIE
JAN FERRIS
DR. JENNIFER BUCHANAN
LAURA LAKEY
WENDY SHELLEY
JENNIFER ALGUIRE
DRUE CARNEY
CYNDI CHANDLER
PAULA DRIEDGER
ASHLEY MCCAIN
BETH TUMA-THOMAS
KELLY BUETTNER
RACHEL ANDROLOWICZ
SHARON SMITH
JEAN SILVERTOOTH
BROOKE PHILLIPS
GAY VINSON
ORIANA NICOLAS
SHEILA STEINMARK

Smiles Charity
Profit & Loss
 July 2013 through June 2014

	Jul '13 - Jun 14
Ordinary Income/Expense	
Income	
43400 · Direct Public Support	
43440 · Gifts In Kind - Goods	
43441 · GIK - goods - auction/raffle	8,000.00
43440 · Gifts In Kind - Goods - Other	46,892.44
Total 43440 · Gifts In Kind - Goods	54,892.44
43445 · Gifts In Kind - Services	41,550.00
43450 · Individ, Business Contributions	257,058.26
Total 43400 · Direct Public Support	353,500.70
44500 · Government Grants	
44530 · Local Government Grants	8,500.00
Total 44500 · Government Grants	8,500.00
49000 · Special Events Income	
49001 · vendor % cash donation	4,350.00
49009 · Special Events - Car Raffle	
49009-1 · SE - Car Raffle Income Tax Paid	17,975.00
49009 · Special Events - Car Raffle - Other	103,500.00
Total 49009 · Special Events - Car Raffle	121,475.00
49010 · Special Events Donation/Admiss	6,615.12
49025 · T-Shirt Income	2,626.33
49045 · Admission to Children's area	1,878.50
49080 · New Jersey Event for B Aft	140.00
Total 49000 · Special Events Income	137,084.95
Total Income	499,085.65
Gross Profit	499,085.65
Expense	
60300 · Awards and Grants	
60320 · Cash Awards and Grants	125,000.00
Total 60300 · Awards and Grants	125,000.00
60900 · Business Expenses	
60920 · Business Registration Fees	17,975.00
60940 · Taxes - Not UBIT	268.67
Total 60900 · Business Expenses	18,243.67
62100 · Contract Services	
62110 · Accounting Fees	1,318.50
Total 62100 · Contract Services	1,318.50
62102 · Credit Card Fees	2,097.08
62400 · In Kind Expense - Goods	
62401 · IKE - goods - Linens/tables & c	1,666.50
62403 · IKE - goods promo items	2,100.00
62404 · IKE - goods - printing	2,500.00
62405 · IKE - goods - signs	11,325.78
62406 · IKE - goods - VIP party	16,600.16
62407 · IKE - goods - Festival	10,200.00
62408 · IKE - goods - auction	8,000.00
62409 · IKE- goods - band	2,500.00
Total 62400 · In Kind Expense - Goods	54,892.44
62500 · In Kind Expense Services	
62510 · IKE services - advertising	11,670.00
62520 · IKE services - Photographay	5,500.00
62530 · IKE services - Misc.	20,000.00
62540 · IKE services - festival	1,880.00
62560 · IKE - services - VIP party	2,500.00

10:57 AM
 08/10/14
 Accrual Basis

Smiles Charity
Profit & Loss
 July 2013 through June 2014

	Jul '13 - Jun 14
Total 62500 · in Kind Expense Services	41,550.00
64000 · Company Sponsored Event	
64025 · CSE - Misc Expense	54.13
64050 · CSE - Insurance	2,245.00
64100 · CSE- Band	50,000.00
64150 · CSE - T-Shirts	4,450.00
64200 · CSE - Fireworks	9,300.00
64300 · CSE - Stage	31,962.00
64350 · CSE - Raffle	1,850.00
64351 · CSE - Cost of Car for Raffle	72,000.00
64400 · CSE - Signs/Banners	3,914.00
64500 · CSE - VIP Party	2,093.01
64600 · CSE - Festival	
64601 · CSE - Festival - fence	2,861.06
64602 · CSE - Festival - Restrooms	3,570.00
64603 · CSE - Festival - Childrens area	2,300.00
64605 · CSE - festival fly over	2,000.00
64606 · CSE - festival - tents	1,638.00
64607 · Festival - Misc	2,216.30
64600 · CSE - Festival - Other	425.00
Total 64600 · CSE - Festival	15,010.36
64700 · CSE - security fire/ems	2,100.00
64800 · CSE - Police Security	6,317.50
Total 64000 · Company Sponsored Event	201,296.00
65000 · Operations	
65020 · Postage, Mailing Service	340.00
65040 · Supplies	59.06
65060 · Misc. operating expense	100.00
Total 65000 · Operations	499.06
65100 · Other Types of Expenses	
65110 · Advertising Expenses	
65112 · Advertising Expense - Jumbotron	9,500.00
65113 · Advertising Expense - paper	5,975.00
65114 · Advertising Expense - magazine	4,800.00
65115 · Advertising Expense - T-Shirts	20,794.52
65117 · Advertising Expense - Radio	8,750.00
Total 65110 · Advertising Expenses	49,819.52
65120 · Insurance - Liability, D and O	1,455.10
65150 · Memberships and Dues	275.00
Total 65100 · Other Types of Expenses	51,549.62
68300 · Travel and Meetings	
68310 · Conference, Convention, Meeting	1,000.00
Total 68300 · Travel and Meetings	1,000.00
Total Expense	497,446.37
Net Ordinary Income	1,639.28
Net Income	1,639.28

