

McKINNEY COMMUNITY DEVELOPMENT CORPORATION

Final Report

Organization: St. Peter's Episcopal Church

Funding Amount: \$4,570

Project/Promotion/Community Event: Empty Bowls McKinney

Start Date: 3/14/15 Completion Date: 4/16/15

Location of Project/Promotion/Community Event: McKinney Performing Arts Center

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

Report on Empty Bowls McKinney 2015

We held our Silent Auction Kick-off at Orison's Art & Framing on Saturday, March 14. All our artisan bowls for the silent auction and raffle were on display and bidding began. We also had bowl throwing exhibitions by two of our SPARC (St . Peter's Artist Run Community) artists. Wine and cheese were served as visitors bid on bowls and purchased raffle tickets.

On Thursday, April 16, we held the 4th annual Empty Bowls McKinney. We had almost 500 guests and volunteers at the event. Bayou Jack's Cajun Grill served gumbo samples, Churchill's British Restaurant & Pub served samples of Cream of Roasted Bell Pepper soup. Harvest Seasonal Kitchen offered samples of Carrot & Orange soup. The McKinney Culinary Incubator had samples of Tortilla Soup & Mac 'N Cheese. McKinney's Sweet Spot sweetened the offerings with samples of Gooey Brownies. Mellow Mushroom served Mushroom Soup with pretzel bites. Patina Green presented Smoked Potato and Charred Broccoli Soup. Square Burger tempted everyone with Spring Pea Soup. And, The Pantry Restaurant shared samples of Chicken & Dumpling soup. Wine was available for purchase by Caudalie Crest Winery.

Guests had their choice of over 500 bowls made by local artists, church members, high school students and members of the community who made bowls at the SPARC Pottery Studio. Artists and community members included Fran Barclay and friends, Jennifer Burke, Andrea Bustos, Meliss Caldwell, Laura Canfield, Linda Chidsey, Magda Dia, Kim Ezell, Nan Grey, Mary Helmick, Kathy Kelln, Sona Knox, Alex Macias, Minda Macias, Steve Macias, Jennifer McLarty, Cathy Mitchell, Dana Nichols, Keith Parsley, J. B. Phipps, Nathan Portnoy, Rachel Reitan, J. J. Savage, Bridget Self, Alice Stewart, and Amanda Taylor. Groups who contributed include Jump Into Art young artists, McKinney Art House students and artists, McKinney High School Art Students, McKinney Morning Pride Lions, The Parks Church members, SPARC bowl making artists, SPY (St.Peter's Youth) Jr and Sr High andYoung at Heart senior artists from Towne Creek Apartments.

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. Daniel Weldegebriel, a member of The Parks Church, shared a poem he wrote to convey the needs of the clients served by Community Lifeline Center. Hunger statistics for north Texas were also presented on monitors throughout the event.

Goals and Objective Achieved

We set several goals for this year:

- Partner with a new church/organization this year we partnered with The Parks Church. They
 had representatives on our steering committee and provided lots of volunteers at the event.
- Increase the attendance We almost doubled last year's attendance of 250-300. This year, we had just under 500. With the overall satisfaction of those who attended, I'm confident that we will grow our numbers next year.
- Grow the number of artists involved we added new artists to the event who helped with event bowls and/or the silent auction.
- Increase the number of vendors We increased the number of vendors from 6 to 10. Also, this year the vendors were actually present at the event to interact with the guests.
- Connect with McKinney ISD art programs this year we forged a partnership with an art teacher and her students at McKinney High School. Next year, we hope to reach all the high schools.

- Grow our partnership with Orison's Art & Framing our Silent Auction Kick-off on the 2nd
 Saturday in March at Orison's was very well attended. And, our silent auction and raffle bowls
 were prominently display there until the event in April.
- Increase our presence on-line We had a significant increase in our presence on Facebook this year. Each day, between the Silent Auction Kick-off and the event, we featured a different silent auction or raffle bowl. Some of the vendors also advertised for us. MPAC included our event in their emails. We were highlighted on BubbleLife several times. And, Get McKinney, featured us in an article the day before the event.
- Market Empty Bowls McKinney more publically Thanks to your generous grant, we were able to place ads in the Stonbridge Ranch News, the Craig Ranch Telegram, the Heritage Ranch Report and the Twin Creek News in February, March and April. We also put banners on three TAPS busses the big bus that runs from McKinney through Allen to the Parker DART station, and 2 small busses that travel around McKinney.

Financial Report

Projected Event Income

Item	Amount	Actual
MCDC Community Event Grant	\$4,569.50	\$4,570.00
Named Event Sponsor (not yet solicited)	\$5,000.00	\$4,300.00
MPAC sponsorship		\$1,142.00
Admissions	\$12,000.00	\$9,313.34
Silent Auction Proceeds	\$4,000.00	\$3,756.00
Raffle Proceeds	\$1,500.00	\$2,000.00
	\$27,069.50	\$25,081.34

Projected Event Expenses

Item	Price	Qty	Total Price	Actual
Medium Weight Soup Spoons	\$10.85/1000	6000	\$65.10	
Eco Products 12 oz Hot or Cold Cup	\$47.54/500	6000	\$570.48	\$1,419.76
Other paper goods			\$150.00	
MPAC rental (sponsored, not charged)		Andrew Account		\$1,142.00
Booth Signs	\$200.00	12	\$2,400.00	\$1,688.88
Tablecloths	\$9.00	44	\$396.00	\$369.18
Sponsor Plaques			\$200.00	\$483.50
Silent Auction supplies			\$200.00	\$50.00
T-Shirts (for volunteers & artists)			\$350.00	\$1,292.00
Benefit Bidding - online ticket sales, silent auction			\$500.00	\$500.00
Pottery Classes for church groups			\$250.00	\$200.00
**Advertising (see detail below)			\$4,569.50	\$4,867.86
Start up separate bank account for Empty Bowls				\$211.78
Music at event				\$200.00
Security at event				\$140.00
Party trays for sale				\$579.28
TOTAL			\$9,651.08	\$13,144.24

Advertising Detail

Item	Rate	month/ week	Qty	Set-up/ Install	Total	Actual
GoTaps Small Banner	\$125.00	Week	4	\$175.00	\$675.00	\$1,368.96
Craig Ranch Telegram, 1/4 pg ad	\$300.00	Month	3	\$0.00	\$900.00	\$645.00
Stonebridge Ranch HOA Newsletter, 1/4 pg ad	\$300.00	Month	3	\$0.00	\$900.00	\$900.00
Twin Creeks News (Allen), 1/4 pg ad	\$300.00	Month	3	\$0.00	\$900.00	\$855.00
Heritage Ranch Reporter (Fairview), 1/4 pg ad	\$300.00	Month	3	\$0.00	\$900.00	\$855.00
11" x 17" Posters (printing costs, qty 200)	\$223.00		1	\$0.00	\$223.00	\$0.00
4" x 6" Postcard (printing costs, qty 1000)	\$71.50		1	\$0.00	\$71.50	\$0.00
Custom logo						\$200.00
Save the Date cards						\$43.90
				+	\$4,569.50	\$4,867.86

Income Variances: We anticipated attendance of 600, but the final number was just under 500 patrons & volunteers. So, our admissions income was less than projected.

Expense Variances:

- Supplies we bought excess supplies this year in anticipation of 600 or more in attendance. This was intentional with the plan to store the extra for next year.
- Sponsor Plaques Rather than finding a named sponsor, we had multiple sponsors. So, we exceed our budget for plaques.
- T-Shirts the decision was made to provide t-shirts for artists as well as all volunteers. Thus, we exceeded our budget.
- Bank Account for transparency, we decided to file a DBA application and open a separate checking account as Empty Bowls McKinney. Expenses were the application filing, checks and deposit slips.
- Music this was left out of the original budget
- Security we were required to provide security because of the wine sales

TAPS Bus Banners:



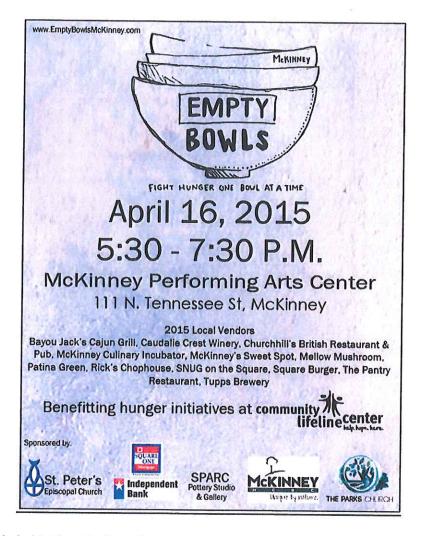








Graphic in HOA Newsletters:



An example is included in the attachments.

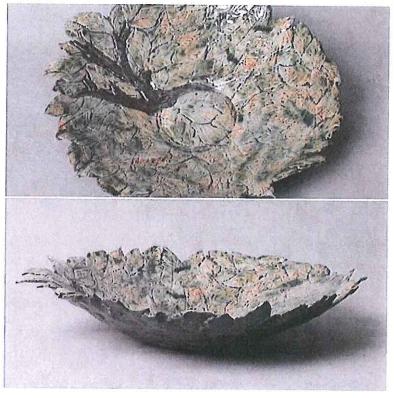
Example of Facebook:



FEATURED ARTIST BOWL OF THE DAY!

This bowl was made by Jennifer McLarty. Jennifer has thrown and built ceramics by hand as a creative escape for over 20 years. Having grown up in rural and forest areas, her works reflect natural textures and colors. At this time, Jennifer is an elementary instructor for kindergarten through 5th grades in Denton I.S.D. To see more incredible bowls make sure and head on over to our website and learn more about our event in 2 days on April 16th.

www.emptybowlsmckinney.com #300

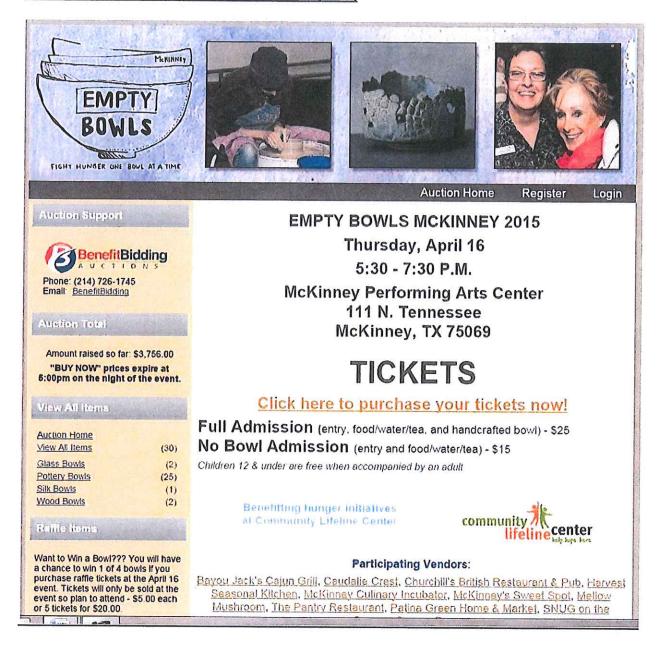


943 people reached

Like ∑ Comment ∑ Share

Michael Hoffman, Wellspring Fraise and Worship at First Methodist of McKinney,
Serena Eckert and 21 others like this.

Website Screenshot (www.EmptyBowlsMcKinney.com)



Event Pictures:















Metrics

- 1. Attendance: We expect to bring 600 people to the McKinney Square on a Thursday night in April 2015 and positively impact the businesses who participate in our event and/or are located nearby.
 - In 2015, we had almost 500 in attendance which almost doubles last year. We didn't get to 600, but we expect to meet that goal in 2016.
- 2. **Non-McKinney Attendance**: We expect to double our non-McKinney participation to 20% of the participants in 2015.
 - In 2015, 27.3% of the people who attended live outside McKinney (see attached Zip Code Analysis).
- 3. **Non-McKinney Participation in Silent Auction**: We expect to continue the non-McKinney participation in the online Silent Auction at significantly better than 25% in 2015.

In 2015, 25.5% of those bidding in the online Silent Auction lived outside of McKinney (see attached Bidder Analysis).

Zip Code	City	Percentage		
75002	Allen	2.33%	Allen	5.36%
75013	Allen	3.03%		
76226	Argyle	0.23%	Argyle	0.23%
75007	Carrollton	0.47%	Carollton	0.47%
75009	Celina	0.70%	Celina	0.70%
75201	Dallas	0.47%	Dallas	2.10%
75215	Dallas	0.47%		
75234	Dallas	0.23%		
75246	Dallas	0.47%		
75254	Dallas	0.47%		
29642	Easley, SC	0.23%		
75034	Frisco	1.63%	Frisco	2.10%
75035	Frisco	0.47%		
75042	Garland	0.47%	Garland	0.47%
78633	Georgetown	0.47%	Georgetown	0.47%
75451	Leesburg	0.23%	Leesburg	0.23%
75452	Leonard	0.93%	Leonard	0.93%
75069	McKinney	22.14%	McKinney	72.73%
75070	McKinney	33.57%		
75071	McKinney	17.02%		
75454	Melissa	2.33%	Melissa	2.33%
75023	Plano	1.17%	Plano	3.26%
75024	Plano	0.23%		
75025	Plano	1.40%		
75075	Plano	0.23%		
75093	Plano	0.23%		
75472	Point	0.70%	Point	0.70%
92064	Poway, CA	0.23%		
75407	Princeton	2.10%	Princeton	2.10%
75075	Prosper	1.17%	Prosper	1.17%
75056	The Colony	1.40%	The Colony	1.40%
07090	Westfield, NJ	0.23%		
75491	Whitewright	1.40%	Whitewright	1.40%
75098	Wylie	1.17%	Wylie	1.17%
			Out of State	0.70%
			Total	100.00%

Zip Code	City	Bidders	Percentage		
75002	Allen	3	6.38%	Allen	8.51%
75013	Allen	1	2.13%		
75007	Carrollton	1	2.13%	Carrollton	2.13%
75287	Dallas	1	2.13%	Dallas	2.13%
75033	Frisco	1	2.13%	Frisco	4.26%
75034	Frisco	1	2.13%		
75069	McKinney	5	10.64%	McKinney	74.47%
75070	McKinney	25	53.19%	·	
75071	McKinney	5	10.64%		
32174	Ormond Be	1	2.13%		
75024	Plano	1	2.13%	Plano	2.13%
92064	Poway, CA	1	2.13%		
75407	Princeton	1	2.13%	Princeton	2.13%
		47	100.00%	Out of State	4.26%
					100.00%



Heard Spring PLANT SALE

For more than 20 years, veteran and novice gardeners alike have anticipated this rare opportunity to purchase plants from a huge selection of native plants, hard-to-find herbs and well-adapted plants at Heard Natural Science Museum & Wildlife Sanctuary's annual Spring Plant Sale. This year, the Heard will provide some of the best plants for North Central Texas gardens and an opportunity to obtain many rare plants.

The plant sale will be open to the public on April 18th from 9 a.m. to 5 p.m. and April 19th from 1 to 5 p.m. A Heard Museum Member Pre-Sale will be offered on April 17th from 4-7 p.m. The Member Pre-Sale is open to Heard Museum members only; however, memberships will be available for purchase at the event.

There are a number of benefits to using native plants in landscaping. The Texas Water Development Board indicates that 43% of the state is currently in moderate to exceptional drought. Using these plants that are naturally suited to Texas' hydrologic issues is an excellent way to reduce reliance on supplemental watering. Many of the native plant species are also better suited to Texas' climate and provide food sources and habitat for many kinds of wildlife.

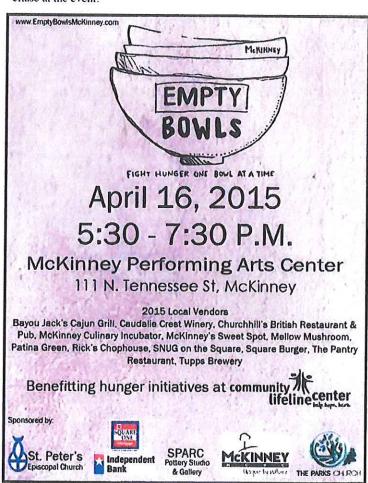
This sale will also feature a limited number of native milkweed plants available for purchase. Milkweed is the only larval food source for the Monarch butterfly. The U.S. Fish & Wildlife Services estimate that their population has plummeted by 90% over the last 20 years. Planting milkweed to help feed Monarch butterfly caterpillars and planting native flowering plants (also available at the sale) to provide nectar for the adults are two ways in which individuals can help to restore the Monarch butterfly population.

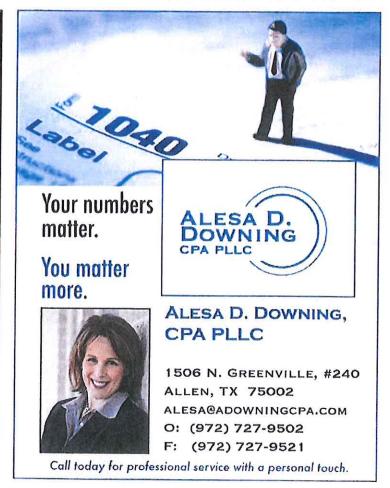
All sales are tax free and proceeds from this fundraising event benefit Heard Natural Science Museum & Wildlife Sanctuary, a 501(c)(3) nonprofit dedicated to bringing nature and people together. Guests are welcome to bring carts or wagons to facilitate their purchases.

About Heard Natural Science Museum & Wildlife Sanctuary

The Heard was founded in 1967 by Bessie Heard. Miss Heard was 80 years old when she saw the need to preserve a place where future generations could experience nature. Today, the Heard's mission of bringing nature and people together is carried out through education, particularly of young people, which emphasizes an appreciation of nature and its conservation. For more information, visit heardmuseum.org.







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Empty Bowls McKinney raises nearly \$23K to help fight hunger

Chris Beattie, cheattie@starlocalmedia.com | Posted: Friday, April 17, 2015 7:45 pm

It's called Empty Bowls, but there was nothing "empty" about McKinney's fourth annual go at the event.

Held Thursday night at McKinney Performing Arts Center (MPAC), a sizable step up in venue from previous years, McKinney's version of the global feed-the-hungry mission had its largest showing yet.

Guests buy tickets and purchase handcrafted bowls, with proceeds for Community Lifeline Center, which serves residents in crisis through its market and hunger initiatives. Keeping the empty bowls reminds them of the world's hunger.

This year's projected grossing: \$23,000, more than double its previous largest pull.



Empty Bowls

Guests browse the fundraising merchandise on the lower level of McKinney Performing Arts Center on Thursday at the fourth annual Empty Bowls McKinney event.

About 300 people showed up last year to St. Peter's Episcopal Church, where the event's been since 2012. At least 2,000 graced two floors at MPAC. And over 700 bowls were on display, available with purchase, through auction and raffle.

The first year, there were a few bowls from local artists – this year about 40 from more than 30 artists. The art program adjacent to St. Peter's made a bunch at a "bowl throwdown" one day. "These are much better than the ones we made the first time," said Vicki Hobbs, a volunteer who's been involved since the event's inception.

McKinney High School art students gave over 100 bowls. More than 70 volunteers put on the showing, dressed in Empty Bowls shirts this time.

Nearly a dozen McKinney restaurants and culinary specialists provided likely the biggest step up: Instead of a soup kitchen style as before, the vendors set up tables around MPAC's main floor with free taste-tasting of soup, gumbo and mac-n-cheese.

There were no limits to the tasting – they came in Styrofoam bowls – so suffice it to say no one left hungry. But they likely walked out with a heightened awareness of those who go hungry every day.

Which is exactly what Community Lifeline needs. Its market serves about 25 families a week. It is the only client-choice food pantry that offers breakfast, lunch and dinner, according to Christine Hockin-Boyd, Community Lifeline executive director.

Recipients of all ages - some in dire need - visit by appointment every Tuesday and Thursday to pick up meals of their choice. Typically, Community Lifeline meets a family every 15 minutes.

"It may not sound like a lot, but it is because they're walking out with 100 pounds of food," Hockin-Boyd said, visibly excited with Thursday's turnout.

Last year, Empty Bowls was able to donate close to \$10,000 to Community Lifeline. That mark was easily topped, and will allow Community Lifeline to serve more families, more often - at the least, adding a third day for the market.

Quickly the city has got on board with Empty Bowls; it's grown every year. Event organizers received about a \$4,500 grant from the McKinney Community Development Corporation, and around that much in sponsorships. "Immediately, it just knocked off our startup costs," said Jamie St. Clair, event coordinator.

With the city's continued backing and such a bowlin' hit to spread word it's a can't-miss event, Empty Bowls McKinney is headed for bigger and more impactful things.

That means more bowls, more money and fewer empty bellies around North Texas.

"I would like to have a stand-alone market, so families could come in throughout the week without an appointment," Hockin-Boyd said. "That's the dream."

McKirney Empty Bowls Fights Hunger - Get McKinney

Real Estate

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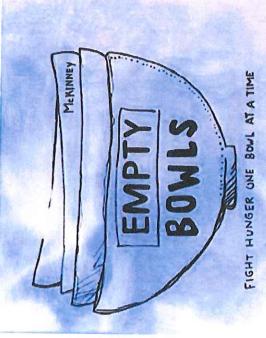
Contributors Contact

Showcases Local Artists and Is Just Plain Fun McKinney Empty Bowls Fights Hunger,

April 15, 2015 By Amy Rogers — Leave a Comment



X



April 16, 2015 5:30 - 7:30 pm

McKinney Performing Arts Center

www.EmptyBowlsMcKinney.com

Fourteen percent of Collin County residents do not have reliable access to a sufficient quantity of How about we talk about the good news first? In Collin County, 92.5% of the population lives above the poverty level. That's much better than the U.S. as a whole. Now for the bad news. reliable, nutritious food. Twenty-five percent of students in McKinney schools face food insecurity every day.*

Now let's get back to the good news. Residents of McKinney want to improve those numbers. That's where McKinney Empty Bowls comes in. Started in 2012, this generous and fun event pairs local craftspeople with diners to raise money to combat hunger. Funds raised support initiatives through McKinney's Community Lifeline



Bowl by local artist Steve Macias.

When you attend Empty Bowls, you will have the opportunity to purchase a handcrafted bowl from a local artisan and enjoy a simple meal of soup and bread provided by some amazing local vendors.

This year's event will be held at the MPAC on Thursday, April 16 form 5:30-7:30 pm. More than 30 local artists crafted bowls for the event or contributed to the silent auction or raffle. Bowls have also been contributed by community members and groups. The McKinney High School art students who donated over 100 bowls!

Shout out to the MHS Lions for stepping up!

And true to McKinney, the food served will be simple, but fantastic. Participating vendors include Bayou Jack's Cajun Grill, Caudalie Crest Winery, Churchill's British Restaurant & Pub, Harvest Seasonal Kitchen, McKinney Culinary Incubator, McKinney's Sweet Spot, Mellow Mushroom, Patina Green, SNUG on the Square, Square Burger and The Pantry Restaurant.



Bowl by local artist and woodturner JB Phipps.

So get your tickets now. And, you can go online and bid

for bowls if you can't wait to get your hands on them! Tickets are \$25 for dinner and a keepsake bowl, \$15 just for dinner (but why would you want to do that?)



Get your tickets to McKinney Empty Bowls right here.

Bid on beautiful artisan bowls right here.

To learn more details about the event and the craftspeople, visit the Empty Bowls Facebook Page.

Bowl by local artist Melissa Caldwell.

Empty Bowls wants to give a big shout out to SPARC Pottery Studio and Gallery, whose artists have worked tirelessly to make the event bowls and many of the auction bowls. Check them out. Maybe take a class.

another great organization fighting food insecurity in McKinney. You can meet them at Empty *Thanks to the Community Garden Kitchen at Holy Family School for the statistics. This is Bowls on Thursday evening. Also, they are looking for volunteers.



X

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I Need Help

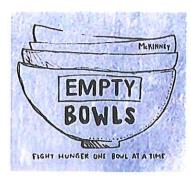
I Want to Help

Press Room

Cont

EMPTY BOWLS THANK YOU

Empty Bowls Thank You



On Thursday evening, April 16, Community Lifeline Center supporters attended the improved Empty Bowls event at the MPAC in downtown McKinney. In years past, the event was held at St. Peter's Episcopal Church; about 300 people came last year. This year, attendance showed an impressive increase of at least 450. Last year's donation was nearly \$10,000. This year, dollars raised for CLC's Lifeline Market were nearly \$23K, according to the McKinney Courier-Gazette page 1 story on Sunday, April 19, 2015. This amount includes a grant from McKinney Community Development Corporation and sponsorships.

Another change this year was the format: nearly a dozen McKinney vendors set up tables and offered free tasting of soups, gumbo and mac-n-cheese. There were no limits to tastings, so patrons left with full tummies. The entire effort was to focus on needs right here in North Collin County so that no



one need be hungry. To meet this need, on Tuesdays and Thursdays, the CLC Lifeline Market at the CLC Center provides makings of meals to about 25-30 families a week.

This year, bowls made and donated by local artists were on display and available for purchase. McKinney High School students alone gave over 100 bowls. Some bowls were auctioned on-line before the event.



Public support of the Community Lifeline Center is greatly appreciated. With your help, the CLC is able to continue to assist our neighbors who have an unexpected crisis that disrupts their lives. CLC helps in more ways than providing groceries, but what a comfort those groceries are to hungry children and their parents and grandparents. So thank you to St. Peter's Episcopal Church, The Parks Church, restaurants and culinary specialists, and artists. And thank you to the many who attended the event and enjoyed the fare, the fun, and the fashionable bowls.

The next opportunity for the general public to have some fun while supporting the CLC is 'Courtyards, Concerts, and Cars at Tucker Hill' on May 16. Join us from 5 to 8 pm, and for only

\$5 tour several gardens and two homes. All proceeds will go to support Community Lifeline Center. Download flyer

O April 24, 2015

& Christine Hockin-Boyd

Events, Our Supporters

No tags

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Want to Help?

Our goal is to provide firm footing to the experiencing temporary crisis. Their needs range from financial support to goods a services.

Lande Left to

Highlights

Unduplicated Individuals Served 12,049 (2014) 1,462 preschoolers 3,136 children 1,457 youth 5,994 adults & senior adults

> Information & Referral 6,080 (2014)

Programs/Services Financial Assistance (housing, utility, med LifeSteps Education Lifeline Market

IN THE NEWS

- Events
- Meeting Community Needs
- Our Supporters
- Our Team

Our goal is to provide firm footing to those experiencing temporary crisis. Their needs may range from financial support to goods and services

Donate Tod.

Contact Us

Phone: 972.542.0020

Address: 1601 N. Waddill St., Suite 102 McKinney, TX 75069

Office Hours: Monday - Thursday

Testimonials

66 TXU Energy and CLC together make a difference in the community. --Kim Campbell, Sr. Manager

Latest News

Tucker Hill Courtyards, Concerts & Cars April 27, 2015 Sign up for CLC eNews

Click here to sign up to receive or newsletter.

Our Mission