

GRANT APPLICATION For Fiscal Year 2020-21

For Additional Information:

Dee-dee Guerra, Executive Director
200 W. Virginia • McKinney, TX • 75069
972-547-2059 • dguerra@visitmckinney.com



IMPORTANT:

Please read the Visit McKinney (dba McKinney Convention & Visitors Bureau) Grant Guidelines, including state-mandated uses for local hotel occupancy tax funds, thoroughly prior to completing this application. The Grant Guidelines and Application are available at www.visitmckinney.com, by calling Dee-dee Guerra at 972-547-2059 or by emailing dguerra@visitmckinney.com.

Interested applicants should call to discuss plans for submitting an application in advance of completing the form. A completed application and all supporting documents should be submitted via email, Dropbox or on a thumb drive for consideration by the Visit McKinney board. Please submit the application to:

Visit McKinney 200 W. Virginia McKinney, TX 75069

If emailing, please send to dguerra@visitmckinney.com.

If you are interested in a preliminary review by Visit McKinney Board of Directors of your project, proposal or idea, please complete and submit the **Letter of Inquiry** form prior to completing the grant application, available at www.visitmckinney.com, by calling 972-547-2059 or by sending an email to dguerra@visitmckinney.com.

Applications must be completed in full, using this form, and must be received by VISIT MCKINNEY, via email, Dropbox or on a thumb drive, by 5 p.m. on the appropriate date indicated in the schedule below.

Application Deadline	Presentation to VM Board	Board Vote on Awards
CYCLE 1: October 5, 2020	October 27, 2020	ТВА
CYCLE 2: February 1, 2021	February 23, 2021	March 23, 2021

Total Grant Amount Available in FY 2020-21

\$30,000: \$15,000 per cycle. Any funds not awarded/dispersed during Cycle 1 may be rolled over and made available for Cycle 2.



Visit McKinney Grant Application FY 2020-21

GRANT APPLICATION FOR FY 2020-21

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ABOUT Y	OUR ORGANIZATION			
Name:	KIWANIS	CLUB OF M	KINNGY	
Federal Ta	ax I.D.: <u>~7 - 389</u>	10253		
Incorporat	ion Date:			
Mailing Ad	ldress: <u>Fo Box</u>	(667		
City/	McKINNEY	State: アメ	Zip Code: 2	5070
Phone:	214 680-137	4 Fax:	Email: \$5.0	45 TOMWOOD ROMAIL, 40
Website:	MCKINNEY KIW	ANIS, ORG-		
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PROFES	SIONAL AFFILIATION 8	& ORGANIZATIONS TO WHI	CH YOURS BELOI	NGS:
<u>kıw</u> 	ANIS INTORN	ATONAL		
REPRES	ENTATIVE COMPLETI	NG THE APPLICATION		
Name: _	Denvis Wit	LIAMS		
Title:	CHAIRMAN MC	KINNOY KWANIS	TRIATHLO	<i>U</i>
Mailing A	ddress: <u>406</u> B	ROOK LN		
City	nckinney	State: TX	Zip Code	75069
Phone: _	214 680- 13	74 Fax: (opt)	Email: DS	CUSTOMWOOD COMAL, COM



CONTACT FOR COMMUNICATIONS BETWEEN VISIT McKINNEY & ORGANIZATION
Same as representative completing application from previous page
Name:
Title:
Mailing Address:
City State: Zip Code:
Phone: Fax: (opt) Email:
FUNDING REQUESTED & OTHER SOURCES
Total amount requested from Visit McKinney: 43000
Matching Funds Available:
☐ Yes (Please indicate amount and source):
Will funding be requested from any other City of McKinney entity (e.g. McKinney Arts Commission, McKinne Community Development Corporation, City of McKinney Community Support Grant, McKinney Economic Development Corporation, etc.)?
V Yes MCDC
□ No
If YES, please provide details and funding requested from other City of McKinney entity:
McDC NOV 1ST 2020 #2500
IDENTIFY TOURISM-RELATED EVENT OR PROJECT
Name of Event or Project: Mckinney Kiwanis Triathoon
Start Date: 4-25-21 Completion Date: 4-25-21



GRANT APPLICATION FOR FY 2020-21 opplacement

CONTACT FOR COMMUNICATIONS BETWEEN VISIT MCKINNEY & ORGANIZATION
☐ Same as representative completing application from previous page
Name: Dennis WILLIAMS
Title: CHAIRMAN MOKINNEY KIWANIS TRIATHLON
Mailing Address: 406 BROOK LN
City Mckinney State: Tx Zip Code: 75669
Phone: <u> </u>
FUNDING REQUESTED & OTHER SOURCES Total amount requested from Visit McKinney:
Matching Funds Available:
✓ Yes (Please indicate amount and source): MCDC 2500✓ No
Will funding be requested from any other City of McKinney entity (e.g. McKinney Arts Commission, McKinne Community Development Corporation, City of McKinney Community Support Grant, McKinney Economic Development Corporation, etc.)?
☐ Yes
□ No
If YES, please provice details and funding requested from other City of McKinney entity:
IDENTIFY TOURISM-RELATED EVENT OR PROJECT
Name of Event or Project: Makinney KIWANIS TRIATHLOW

Start Date: 4-25-2021 Completion Date: 4-25-2021

Triathlon Leadership Staff

Ashley Sine

Chairman Emeritus

Dennis Willliams

Chairman

Mark Carswell

Co-chairman

Jim Cairo

Payton Brooks

Tim McWilliams

Lori Bhargava

Brian Hazelwood

Terry Sanner

Varsh Vartian

Glynn Wingard

KIWANIS BOARD OF DIRECTORS

President Ashley Sine

VP Jared Cole

President Elect Glynn Wingard

Secretary Sandra Williams

Treasurer Lori Bhargava

Directors Jayme Pedigo

Shane Cowan

Rob Nelson

Norm Dotson

Past President Jovany Cossio



APPLYII	NG ORGANIZATION'S BOARD OF DIRECTORS (List may be included as an attachment)
Name: _	ATTACHOR
Name:	
	ING ORGANIZATION'S LEADERSHIP STAFF (List may be included as an attachment)
Name:	



Use the outline below to prepare a written narrative no more than seven (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 at the organization making this application. Please
 provide with this narrative a one-page overview/synopsis synopsis/summary of the plan detailed
 in your grant application, utilizing it as a cover sheet to the full narrative.
- Disclose and summarize any significant, planned organizational changes, and describe their potential impact on the Advertising/Promotional/Community Event for which funds are requested.

II. Tourism-Related Event or Project

- Outline details of the Advertising/Promotional/Community Event for which funds are requested.
 Include information regarding scope, goals, objectives, target audience.
- Describe how this initiative will promote the City of McKinney for the purpose of tourism.
- Describe how the proposed Event or Project fulfills strategic goals and objectives for your organization.
- Include planned activities, time frame/schedule, and estimated attendance and admission fees, if applicable.
- Provide the venue/location for the Event or Project.
- Provide a timeline for the Event or Project.
- Detail goals for growth/expansion in future years. If this is not the first year of the event, please include attendance numbers and other measurements from previous years.
- Explain methods you plan to use to attract resident and visitor participation to contribute to tourism in McKinney, highlighting and promoting the city as a unique destination.



Provide specific information to illustrate how this Event/Project aligns with one or more of the goals and strategies adopted by McKinney City Council and Visit McKinney.*

- Ensure application eligibility for Visit McKinney consideration under the Texas Hotel Tax Expenditure Requirements (Texas Tax Code § 351.101). (Refer to accompanying Guidelines document.) To be considered for Visit McKinney grant eligibility, your request must satisfy both Category 1 and at least one of the eight state-approved usages in Category #2 as outlined in the Texas Hotel Tax Expenditure Requirements, which can be found on page 10 of the Grant Guidelines document.)
- Demonstrate informed financial planning addressing long-term costs, budget consequences and sustainability of projects for which funding is requested.
- Identify the opportunities for internal efficiencies through recurring analyses and continuous improvement.
- Balance resources generated by the local Hotel Occupancy Tax.
- Continue to market and highlight McKinney as an authentic and memorable destination for visitors and residents alike.

Indicate which Texas Hotel Tax Expenditure Requirement(s) found on page 10 of the Grant Guidelines document will be supported by the proposed Event or Project:

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PROMOTION	S THAT	ATTRACT	TOURISTS	AND	CONVONTION
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FINANCIALS: Please provide the following items as attachments

- An overview of the organization's financial status including the impact of this grant request on the organization's mission and goals.
- Your organization's budget for the current year and audited financial statements for the preceding two years. If audited financials are not available, please indicate why.

Has a funding request for th	is Event/Project been pr	eviously submitted to Visit McKinney?
☑ Yes		
□No		
Date(s): 2017		
What is the total estimated	cost for this Event or Pro	ject? \$_23 <i>600</i> _
(Please attach budget details for	r the Event or Project for whic	ch funding is being requested.)
		e provided by the Applicant? <u> </u>
Are Matching Funds availab	ole?	
E Yes		
√ £No		
		9/ of Total
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In-Kind \$ //occord Son	urce V AA+o4+ S	% OI TOTAI
Please provide details rega organization solicited, date any award is expected.	of solicitation, amount of	nrces for funding. Include the name of of solicitation, and date that notice of
IV. Marketing and Outreach		
Describe marketing plans ar	nd outreach strategies for y g funding, and how they are	our organization, for the Event or Project education designed to help you achieve current and
V. Metrics to Evaluate Succe Outline the metrics that will If funding is awarded, a fina objectives outlined for the e	be used to evaluate succe I report will be required sur	ss of the proposed Event or Project. mmarizing success in achieving

Sponsors solicited 2021

Encore Wire

solicited Oct 2020

Baylor

\$2500 paid

MCDC

applying Nov 2020 (2500)

Burnside

applying Nov 2020 (1000)

Color Mate

in kind

Tallent Roofing

applying Nov 2020 (500)

Philips and Epperson

In Kind

Mike's Health Collection applying Nov 2020 (500)

Texas Bank and Trust

\$1500 pending

Independent Bank

applying Nov 2020 (2500)

Developing solutions Inc

applying Nov 2020 (1000)

Manor Polymers

applying Nov 2020 (2500)

Chicken Express

In Kind

Market Street

In Kind

Cole Wealth Management

applying Nov 2020 (1000)

Total

\$16500



ACKNOWLEDGEMENTS

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

- The Event or Project 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 purposes described in this application.
- Visit McKinney will be recognized in all marketing, advertising, outreach and public relations as a
 financial sponsor of the Event or Project. Specific statement of recognition will be agreed upon by
 applicant and Visit McKinney and be included in an executed performance agreement. (We recommend using this verbiage: "This event is funded in part by Visit McKinney" or "Funded in part
 by Visit McKinney.")
- Organization officials who have signed the application on behalf of the organization are duly authorized by the organization to submit the application on its behalf.
- Applicant will comply with the Visit McKinney Grant Guidelines in executing the Event or Project for which funds were received.
- A final report detailing the success of the Event or Project, as measured against identified metrics, will be provided to Visit McKinney no later than 30 days following the completion of the Event or Project.
- Funds awarded for approved applications are provided on a reimbursement basis after the event or project takes place and after all receipts and a final report on the Event or Project have been verified by Visit McKinney. (The event/project must take place at least five to six months from the date of the grant award announcement to provide proper promotional opportunities for the event or project.) The required performance agreement will contain a provision certifying that the applicant does not and will not knowingly employ any undocumented workers 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 upon interest rate, not later than the 120th day after the date the Visit McKinney requests repayment.



The undersigned certify that all figures, facts and representations made in this application, including attachments, are true and correct.

Chief Executive Officer	Representative Completing Application					
	De Me De					
Signature	Signature					
	Denvis R. WILLIAMS					
Printed Name	Printed Name					
	10-29-20					
Date	Date					

PLEASE NOTE:

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



CHECKLIST

Completed Application:
☐ Use the form/format provided
 ☐ Organization Description ☐ Outline of Event or Project - description, budget, goals and objectives
☐ Indicate how this event/project supports City of McKinney and Visit McKinney's goals
☐ Event or Project timeline and venue
☐ Plans for marketing and outreach
☐ Evaluation metrics
☐ List of board of directors and staff
 Attachments: □ A one-page summary of the goals/activities involved in the Event or Project for which you are seeking Visit McKinney grant funding □ Financials: organization's budget for current fiscal year □ Event or Project 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 VISIT MCKINNEY WITHIN 30 DAYS OF COMPLETION OF THE EVENT OR PROJECT.

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

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



VISIT McKINNEY GRANT Final Report

Organization:
Funding Amount:
Event or Project:
Start Date:
Completion Date:
Location of Event or Project:
Please include the following in your report:
☐ Narrative report on the Event or Project
☐ Identify goals and objectives achieved
☐ Financial report: budget as proposed and actual expenditures, with explanations for any variance
☐ All receipts for which you are seeking reimbursement
☐ Samples of printed marketing and outreach materials
☐ Screen shots of online promotions
☐ Actual tear sheets from print advertisements (a PDF of just the ad by itself will not be accepted)
☐ Photographs, slides, videos, etc. from the event
☐ Performance against metrics outlined in application
IMPORTANT! In order for Visit McKinney to reconcile and verify your financial report, please include a summary sheet on top of your final report and then collate and staple all of the receipts for which you are seeking reimbursement in the same order in which the expenditures are listed on this summary.
Please submit this Final Report no later than 30 days following completion of the Event or Project to:
VISIT McKINNEY
200 W. Virginia
McKinney, TX 75069
Attn: Dee-dee Guerra



Visit McKinney Grant Letter of Inquiry

APPLICANT INFORMATION
Organization Name: KIWAWIS CLUB OF McKINNEY
EIN:
Mailing Address: P. O Box 667
City: $McKINNOT$ State: $T\chi$ Zip: 75070
Phone: 34680-1374 Fax: Email: DSCUSTOMWOOD @G-MAIL, COM
Website: Mckinney Kiwanis. ORG
Primary Contact: Dennis WILLIAMS
Title: CHAIRMAN KIWANIS TRIATHLOW
Phone: 214 680-1374
Email: DSCUSTONWOOD @ G-MAL. COM
Project Title: Mc KINNOY KIWANIS TRIATHLON
Total Amount to be Requested: 43000
PROJECT DESCRIPTION (Please attach an additional page if needed)

Send this document or make other inquiries to:

Visit McKinney

Dee-dee Guerra, Executive Director 200 W. Virginia • McKinney, TX • 75069 972-547-2059 • dguerra@visitmckinney.com

Applying Organization

The mission of Kiwanis clubs is serving the children of the world. We provide funding to agencies where the available revenue from the government and or local entities does not solve an immediate need. We have no paid staff; everyone is a volunteer. We pay dues to belong to the organization and the dues goes to district and international fees and the rest goes to lunch, once a week. We make money to fill the gaps and then give all the money away.

We are a service organization. We are proud to have started the first Angel's league in the area. This is a T-ball league for special needs children. Other Kiwanis clubs have adopted our model and run their own leagues. We provide an opportunity for children with all different challenges to play ball. These are not children with disabilities, but children with different abilities.

Additionally, we build wheelchair ramps, free of charge, for those who are homebound and it is a burden to get them out of their residence to attend any appointments.

These are the major programs we provide but we also have a significant influence in the education of our youth by our presence in programs at the elementary school level and high school. We deliver meals on wheels two days a week.

Bottom line: We do service and sometimes service needs funds to operate properly.

McKinney Kiwanis Triathlon

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The Kiwanis Triathlon is a swim, bike and run event. We have been using this event as our primary fund raiser since 2007. It draws usually 300 adult athletes and usually 150 family members to the event. Originally at Town Lake, it was moved to the APEX center this year.

Using a 30 mile radius as the mileage for tourism, there were over 40% of the applicants this year from out of town. We had entrants from as far away as Hawaii and in the continental US from 4 different states. The better we treat the entrants the more they enjoy the atmosphere of our city and return to visit.

Our expenses for the event exceed \$26,000. The entry fees paid by the athletes covers most of the expense. We had \$16,000 in sponsorships from various entities and this ended up being our income for the year. We have had to cancel our Barbecue fund raiser and pancakes this year due to the Covid 19 crisis and now we solely rely on this income.

There are no admission fees to view the event. It is scheduled to be held on Sunday April 25th of 2021. Last year we added a run, bike, run event for those who do not like to swim and we also had a 5K for the runners only.

The athletes all look for the venues that serve their training plan and make them feel appreciated. Our local Chicken Express has given out free sandwiches to the participants and their families each year.

We try to have one of the first events in the Spring in order to help the athletes prepare themselves for the bigger competitions like the Iron Man.

Bottom line is we bring tourists to our city, provide a save venue to play in, and hope this encourages them to visit us on their leisure time.

Form W-9

(Rev. December 2014)
Department of the Treasury
Internal Revenue Service

Request for Taxpayer Identification Number and Certification

Give Form to the requester. Do not send to the IRS.

	1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank. McKINNEY KIWANIS FOUNDATION, INC								
ge 2.	2 Business name/disregarded entity name, if different from above								
Print or type Specific Instructions on page	3 Check appropriate box for federal tax classification; check only one of the following seven boxes: Individual/sole proprietor or ✓ C Corporation ☐ S Corporation ☐ Partnership ☐ Trust/estate single-member LLC Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ► Note. For a single-member LLC that is disregarded, do not check LLC; check the appropriate box in the line above for the tax classification of the single-member owner.			4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3): Exempt payee code (if any) Exemption from FATCA reporting code (if any) (Applies to accounts maintained outside the U.S.)					
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Fic.	Under (see instructions) ► 5 Address (number, street, and apt. or suite no.)	equester's	uester's name and address (optional)						J.)
eci	P.O. BOX 667	-,	•				7		
S	6 City, state, and ZIP code								
See	McKINNEY, TEXAS 75070								
	7 List account number(s) here (optional)						***************************************		
Par									
Enter	your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid		Social security number						
backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other				_		_			
	s, it is your employer identification number (EIN). If you do not have a number, see How to get a	L							
TIN on page 3.			or Employer identification number						
Note. If the account is in more than one name, see the instructions for line 1 and the chart on page 4 for guidelines on whose number to enter.		or E	Employer identification number						
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Ser	m not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I hrvice (IRS) that I am subject to backup withholding as a result of a failure to report all interest or clonger subject to backup withholding; and	nave not dividends	been n s, or (c)	otifie the I	d by the RS has	: Inter	rnal Re ed me	venue that I	e am
3. 1 ar	m a U.S. citizen or other U.S. person (defined below); and								
4. The	FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is	s correct.							
becau interes genera instruc	ication instructions. You must cross out item 2 above if you have been notified by the IRS that use you have failed to report all interest and dividends on your tax return. For real estate transactives paid, acquisition or abandonment of secured property, cancellation of debt, contributions to are ally, payments other than interest and dividends, you are not required to sign the certification, but oftions on page 3.	íons, item n individu	n 2 doe Jal retir	s not emer	apply.	For m	nortgag nt (IRA)	e , and	3
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	eral Instructions • Form 1098 (home mortga	ige interes	st), 1098-	E (stu	dent loa	n inte	rest), 10	98-T	
Section	references are to the Internal Revenue Code unless otherwise noted								

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. Information about developments affecting Form W-9 (such as legislation enacted after we release it) is at www.irs.gov/fw9.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following:

- Form 1099-INT (interest earned or paid)
- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)

- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding? on page 2.

By signing the filled-out form, you:

- 1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued), $\,$
- 2. Certify that you are not subject to backup withholding, or
- 3. Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income, and
- 4. Certify that FATCA code(s) entered on this form (if any) indicating that you are exempt from the FATCA reporting, is correct. See *What is FATCA reporting?* on page 2 for further information.

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	6,000.00	G	5,644.00	6,000.00 \$	₩	6,098.00	ŧΩ	en	5,500.00		Pancake Breakfast
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Impact of the grant

As you can see we budget to disperse our gains from the previous year. If the grant is not accepted it means that some organization that requests funds would not be approved. Note the deficit in 2019 – 2020. The designated gifts in 2020 of \$25,600 are designated to Boys and Girls club and whoever we choose as the recipient of the Pancake Breakfast income.

We do an internal audit each year by someone other than the treasurer for our financial status.

Thanks

Dennis R. Williams

McKinney Kiwanis Foundation Budget 2019 - 2020 Fiscal Year

Conservative based on gap year and new location/route	\$1,500 for each Key Club \$1,000 for each TK \$1,000 tor each TK Adjust depending on Raffel Income This is net receipts for SFTF & Pancake less 10% Working on Kroger and possibly Market Street Kroger priority over Market Street	Move office type expense to Admin) Decreased due to elimination of Bingo	
Proposed rdget 10,000.00 6,000.00 35,000.00 46,500.00	\$ 2,750.00 \$ 1,600.00 \$ 20,000.00 \$ 22,500.00 \$ 4,500.00 \$ 1,000.00 \$ 1,000.00 \$ 2,500.00 \$ 3,500.00 \$ 3,500.00 \$ 3,500.00 \$ 3,500.00 \$ 3,500.00	w w w w	00.000,79
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Income: B-B-Q Pancake Breakfast Triathlon S-F-T-F Other Total Income:	Expenses Events B-B-Q Pankcake Breakfast Triathlon S-F-T-F Key Clubs Terrific Kids Scholarships Halos Scholarships Halos Bamps Dallas Ramps Designated Gifts Christmas Food	Other Expenses International/District Club Expenses National Drug & Safety Event Expenses	Total Expenses: