

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

Promotional and Community Event Grant Application

Fiscal Year 2021

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 972.547.7653 or by emailing cschneible@mckinneycdc.org
- **Please call to discuss your plans for submitting an application in advance of completing the form.** A completed application and all supporting documents are required to be submitted via email or on a thumb drive 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 preliminary Board of Directors review of your project proposal or idea, please complete and submit the **Letter of Inquiry** form, available at www.mckinneycdc.org, by calling 972.547.7653 or emailing cschneible@mckinneycdc.org.*

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

Promotional and Community Event Grant Calendar:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: November 30, 2020	December 17, 2020	January 28, 2021
Cycle II: May 31, 2021	June 24, 2021	July 22, 2021

APPLICATION

INFORMATION ABOUT YOUR ORGANIZATION

Name: McKinney Rotary Foundation

Federal Tax I.D.: : 34-2051592

Incorporation Date: 09/10/2007

Mailing Address: PO Box 552

City McKinney

ST: TX

Zip: 75070

Phone: 518-859-4555

Fax: 972-330-4063

Email: Mckinneyparadeoflights2020@gmail.com

Website: www.mckinneyrotary.org

Check One:

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

Professional affiliations and organizations to which your organization belongs: Rotary International

REPRESENTATIVE COMPLETING APPLICATION:

Name: Rob Thomas

Title: Rotarian

Mailing Address: PO Box 552

City: McKinney

ST: TX

Zip: 75070

Phone: 518-859-4555

Fax: 972-330-4036

Email: Mckinneyparadeoflights2020@gmail.com

CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:

Name: Rob Thomas

Title: Rotarian

Mailing Address: PO Box 552

City: McKinney

ST: TX

Zip: 75070

Phone: 518-859-4555

Fax: 972-330-4063

Email: Mckinneyparadeoflights2020@gmail.com

FUNDING

Total amount requested: \$7,500

Matching Funds Available (Y/N and amount): No

Have you received or will funding be requested from any other City of McKinney entity (e.g. McKinney Convention and Visitors Bureau, Arts Commission, City of McKinney) for this event?

Yes

No

Please provide details and funding requested: The 22nd Annual McKinney Rotary Christmas Parade of Lights has become the focal event of the Christmas season in McKinney. The parade annually has over 1200 participants and many thousands more in spectators. The parade brings a sense of community to the entire city, bringing children and parents from all of McKinney together in the historic Downtown Square. The parade is expected to continue growing in size with the participation of three high school bands and drill teams. It also promotes McKinney's downtown area and packs the local restaurants and bars with patrons before and after the parade. Prizes for winning floats provide valuable funds to local youth organizations and schools. This event helps fulfill the objectives and purpose of the MCDC by developing and strengthening the City's physical amenities for recreational and leisure opportunities by providing a free event where McKinney citizens can bring their children to usher in the holiday season. The parade is not only a community-wide focal point that brings thousands of people to downtown McKinney, but also attracts multitudes of others from surrounding cities and beyond to experience the downtown square for a safe, family friendly event. The parade will begin at 6:30 pm on Saturday, December 11, 2021. It lasts approximately one hour. Float staging begins around 3:30 pm in the public parking lot at the corner of Tennessee and Davis St. The parade will proceed north on Tennessee through downtown, around the public library, then south on Kentucky, ending in the public parking lot where it began. The parade is a free event and underwritten through donations and sponsorships of local businesses and organizations. The total cost of the parade is approximately \$11,000.00. Please see the budget in the financial section of the application.

PROMOTIONAL/COMMUNITY EVENT

Start Date: 09/01/2021

Completion Date: 01/11/2022

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

President

Paul Sparkman

President Elect

Mark Potter

Past President

Mike Bell

Secretary

James Bresnahan

Treasurer

Harold McLeod

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

Membership

Ron Johnson

Youth Services

Stephanie Talley

Rotary Foundation

David Kelly

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/Promotional/Community Event for which funds are requested.

II. Promotional/Community Event

- Outline details of the Promotional/Community Event for which funds are requested. Include information regarding scope, goals, objectives, target audience.
- Describe how this event will **showcase McKinney and promote the City for the purpose of business development and/or tourism.**
- Describe how the proposed Promotional/Community Event fulfills strategic goals and objectives for your organization.
- Promotional/Community Events must be **open to the public.** If a registration fee is charged, it must be \$35 or less.
- **If the event benefits a nonprofit organization, specific detail must be provided regarding the benefit** (e.g. X\$ per entry; X% of overall revenue; X% of net revenue).
- Provide information regarding planned activities in support of the event, timeframe/schedule, estimated attendance and admission/registration fees, if planned.
- Include the venue/location for the proposed event.
- Provide a timeline for the production of the event.
- Detail goals for growth/expansion in future years.
- Provide plans to attract resident and visitor participation and contribute to business development, tourism and growth of McKinney sales tax revenue.
- Demonstrate informed budgeting/financial planning – addressing revenue generation, costs and use of net revenue.

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

x Yes

No

Date(s): RY20; FY19; FY18; FY17; FY16

Financial

- Provide an overview of the organization's financial status including the projected impact of this event on your organization's ability to fulfill mission and goals.
- Please attach your organization's budget and Profit and Loss statement for the current and previous fiscal year and audited financial statements for the preceding two years. If audited financials are not available, please indicate why.
- **In addition to your organization's budget, please provide a detailed budget for the proposed Promotion/Community Event.**

Overview of Promotional/Community Event financial goal?

Gross Revenue	\$12,000
Projected Expenses	\$11,000
Net Revenue	\$8,500

What dollar amount and percentage of Promotional/Community Event funding will be provided by other sources such as sponsorship, registration fees, individual or corporate donations, etc.? The applicant intends to fund 100% of the marketing for this project if the grant is denied. If funded, the grant will be used to fund marketing for the project.

Sponsorship Revenue	\$
Registration Fees	\$
Donations	\$
Other (raffle, auction, etc.)	\$
Net Revenue	\$

IV. Marketing and Outreach

- Provide specific detail regarding the advertising, marketing plans and outreach strategies developed for this event.
- Provide a detailed outline and budget for planned marketing, advertising and outreach activities and promotional channels (e.g. print, radio, social media platforms, etc.). **The total expenditures planned must match the amount requested in this grant application.** If you need an example, please contact Linda Jones at ljones2@mckinneycdc.org.

V. Metrics to Evaluate Success

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

VI. Presentation to MCDC Board of Directors

Completed applications that are eligible for consideration by MCDC will be presented to the board according to the schedule included on the first page of this application. **Please be prepared to provide the information outlined below in your presentation:**

- Details regarding the specific marketing activities (promotional channels) that you plan to use and the budget allocated to each (print, radio, social media, etc.).
- If this is an annual/biennial event, please include results you saw from use of the various marketing activities in the past (what worked, what didn't).
- Do you plan to utilize the grant requested to fund your total marketing budget? If not, what percentage would the grant cover?
- If possible, please include examples of past marketing initiatives (screen shots of ads, social media, etc.). Also – please include photos of previous year's event in your presentation.
- Please share the attendance numbers from the previous year's event (if this is a repeat event).
- If possible, please identify the number of people who attended from McKinney – and those who were visitors to the city.
- If you are applying as a for-profit organization, with a nonprofit beneficiary identified for your event, please include the name(s) of the nonprofit groups who will be supported by the event and the percentage of revenue (indicate gross or net) or dollar amount that will be provided.
- Presentations to the Board will be limited to no more than five (5) minutes.

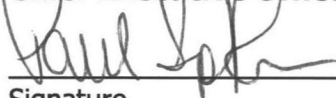
Acknowledgements

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

- The Promotional/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 advertising, marketing and promotion of the Promotional/Community event described in this application.
- MCDC will be recognized in all marketing, advertising, outreach and public relations as a funder of the Promotional/Community Event. A logo will be provided by MCDCV for inclusion on all advertising, marketing and promotional materials. Specifics for audio messaging will be agreed upon by applicant and MCDC and included in an executed performance agreement.
- The Organization 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 Promotional/Community Event for which funds were received.
- A final report detailing the success of the Promotional/Community Event, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Promotional/Community Event.
- Grant funding is provided on a reimbursement basis subsequent to submission of a reimbursement request, with copies of invoices and paid receipts for qualified expenses. Up to 20% of the grant awarded may be withheld until the final report on the Promotional/Community Event is provided to MCDC.
- Funds granted must be used within one year of the date the grant is approved by the MCDC board.

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

Paul Sparkman
Printed Name

5/21/2021
Date

Representative Completing Application



Signature

Rob Thomas
Printed Name

5/21/2021
Date

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

CHECKLIST:

Completed Application:

- Use the form/format provided
- Organization Description
- Outline of Promotional/Community Event; description, budget, goals and objectives
- Indicate how this event will showcase the City of McKinney for business development/tourism
- Promotional/Community Event timeline and venue included
- Overall organization **and** event budget that includes plans and budget for advertising, marketing and outreach included
- Evaluation metrics are outlined
- List of board of directors and staff
- Financials: organization's budget and P&L statement for current and previous fiscal year; Promotional/Community Event budget; audited financial statements are provided
- IRS Determination Letter (if applicable)

A FINAL REPORT MUST BE PROVIDED TO MCDC WITHIN 30 DAYS OF THE EVENT/COMPLETION OF THE PROJECT/PROMOTIONAL/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 FOR THE FINAL REPORT.



McKINNEY COMMUNITY DEVELOPMENT CORPORATION

Final Report

Organization:

Funding Amount:

Project/Promotional/Community Event:

Start Date:

Completion Date:

Location of Project/Promotional/Community Event:

Please include the following in your report:

- Narrative report on the Project/Promotional/Community Event
- Identify goals and objectives achieved
- Financial report – budget as proposed and actual expenditures, with explanations for any variance. If the event includes a charitable component, include the donation made.
- Samples of printed marketing and outreach materials (MCDC logo to be included)
- Screen shots of online Promotions (MCDC logo to be included)
- Photographs, slides, videotapes, etc.
- Performance against metrics outlined in application

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

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

Attn: Cindy Schneible
cschneible@mckinneycdc.org

1. APPLYING ORGANIZATION

THE MCKINNEY ROTARY CLUB HAS BEEN ACTIVELY SERVING THE COMMUNITY FOR CLOSE TO 100 YEARS. THE ORGANIZATION SPONSORS NUMEROUS SCHOLARSHIPS AND CHARITIES IN THE MCKINNEY COMMUNITY, AS WELL AS ORGANIZING COMMUNITY EVENTS SUCH AS THE CHRISTMAS PARADE. THE CLUB MEETS AT NOON ON FRIDAY IN THE BALLROOM OF THE GRAND HOTEL ABOVE RICK'S CHOPHOUSE IN DOWNTOWN MCKINNEY.

2021 PARADE ADVISOR: Rob Thomas
Cell: 518-859-4555 Office: 972-369-1941

Mckinneyparadeoflights2020@gmail.com

2. PROJECT, PROMOTION OF COMMUNITY EVENT

THE 22ND ANNUAL MCKINNEY ROTARY CHRISTMAS PARADE OF LIGHTS HAS BECOME THE FOCAL EVENT OF THE CHRISTMAS SEASON IN MCKINNEY. THE PARADE ANNUALLY HAS OVER 1200 PARTICIPANTS AND MANY THOUSANDS MORE IN SPECTATORS. THE PARADE BRINGS A SENSE OF COMMUNITY TO THE ENTIRE CITY, BRINGING CHILDREN AND PARENTS FROM ALL OF MCKINNEY TOGETHER IN THE HISTORIC DOWNTOWN SQUARE. THE PARADE IS EXPECTED TO CONTINUE GROWING IN SIZE WITH THE PARTICIPATION OF THREE HIGH SCHOOL BANDS AND DRILL TEAMS. IT ALSO PROMOTES MCKINNEY'S DOWNTOWN AREA AND PACKS THE LOCAL RESTAURANTS AND BARS WITH PATRONS BEFORE AND AFTER THE PARADE. PRIZES FOR WINNING FLOATS PROVIDE VALUABLE FUNDS TO LOCAL YOUTH ORGANIZATIONS AND SCHOOLS.

THIS EVENT HELPS FULFILL THE OBJECTIVES AND PURPOSE OF THE MCDC BY DEVELOPING AND STRENGTHENING THE CITY'S PHYSICAL AMENITIES FOR RECREATIONAL AND LEISURE OPPORTUNITIES BY PROVIDING A FREE EVENT WHERE MCKINNEY CITIZENS CAN BRING THEIR CHILDREN TO USHER IN THE HOLIDAY SEASON. THE PARADE IS NOT ONLY A COMMUNITY-WIDE FOCAL POINT THAT BRINGS THOUSANDS OF PEOPLE TO DOWNTOWN MCKINNEY, BUT ALSO ATTRACTS MULTITUDES OF OTHERS FROM SURROUNDING CITIES AND BEYOND TO EXPERIENCE THE DOWNTOWN SQUARE FOR A SAFE, FAMILY FRIENDLY EVENT.

THE PARADE WILL BEGIN AT 6:30 PM ON SATURDAY, DECEMBER 11, 2021. IT LASTS APPROXIMATELY ONE HOUR. FLOAT STAGING BEGINS AROUND 5:00 PM IN THE PUBLIC PARKING LOTS ADJACENT TO CITY HALL. THE PARADE WILL PROCEED NORTH ON TENNESSEE THROUGH DOWNTOWN, AROUND THE PUBLIC LIBRARY, THEN SOUTH ON KENTUCKY, ENDING IN THE PUBLIC PARKING LOT WHERE IT BEGAN.

THE PARADE IS A FREE EVENT AND UNDERWRITTEN THROUGH DONATIONS AND SPONSORSHIPS OF LOCAL BUSINESSES AND ORGANIZATIONS. THE TOTAL COST OF THE PARADE IS APPROXIMATELY \$11,000.00. PLEASE SEE THE BUDGET IN THE FINANCIAL SECTION OF THE APPLICATION.

3. FINANCIAL

THE MCKINNEY ROTARY CLUB OPERATES THE PARADE THROUGH THE ROTARY FOUNDATION, A 501C (3) NONPROFIT ORGANIZATION (Attachment).

THE TOTAL COST OF THE PARADE IS APPROXIMATELY \$11,000.00. THE REQUESTED GRANT AMOUNT OF \$7,500.00 REPRESENTS 68% OF THE TOTAL COST. THE REMAINING FUNDS WILL BE GENERATED THROUGH SPONSORSHIPS AND DONATIONS FROM LOCAL BUSINESSES.

THE MCKINNEY ROTARY CLUB'S FISCAL YEAR RUNS JULY 1, 2019 -JUNE 30, 2020. THE BOARD WILL VOTE ON THE FINAL BUDGET AT THE JULY BOARD MEETING.

PARADE BUDGET
PERMITS \$25.00
SECURITY \$400.00
SIGNAGE \$1500.00
ADVERTISING \$6,000.00
FLOAT PRIZES \$2000.00
MISC. \$1075
TOTAL \$11,000

TWO YEARS AUDITED FINANCIAL STATEMENTS ARE NOT ATTACHED AS AN AUDIT HAS NOT BEEN COMPLETED. THE TREASURER HAS SUBMITTED A REQUEST FOR AN AUDIT.

4. MARKETING AND OUTREACH

THE MCKINNEY ROTARY CLUB IS PLANNING TO KICK OFF A STRONG ADVERTISING CAMPAIGN IN AUGUST, 2020. THE PARADE WILL BE PROMOTED VIA SOCIAL MEDIA, WEBSITES, LOCAL NEWSPAPERS/MAGAZINES and SIGNAGE. THE LARGEST SINGLE INITIATIVE WILL BE SOCIAL MEDIA AND RADIO ADVERTISING.

5. METRICS TO EVALUATE SUCCESS

THE PARADE HAS INCREASED IN THE NUMBER OF PARTICIPANTS AND SPECTATORS IN EACH OF ITS 20 YEARS. 78 GROUPS PARTICIPATED AS ENTRANTS IN THE PARADE COMPARED TO A HIGH OF 68 FLOATS IN 2014, AND OVER 2000 PARTICIPANTS THIS YEAR SURPASSED PREVIOUS YEARS BY AT LEAST 800 PEOPLE. ADDITIONALLY, 16,000-20,000 PEOPLE ATTENDED COMPARED TO PREVIOUS YEARS AVERAGES OF 13,000-15,000. WE EXPECT THE NUMBER OF ENTRIES AT CAPACITY AGAIN THIS YEAR AS WELL AS DRAW RECORD CROWDS TO THE DOWNTOWN AREA. WE ARE ALREADY EXPERIENCING INQUIRIES TO THE DATE OF THE PARADE AND THEME FROM POTENTIAL PARTICIPANTS!

2021 PROMOTIONAL EXPENSES

97.5 KLAK	ADVERTISING	2,800.00
THE PRINT LAB	SIGNS, FLYERS, CARDSTOCK	900.00
MCKINNEY COURIER GAZETTE	PRINT AD NEWSPAPER	1,600.00
SOCIAL MEDIA	FACEBOOK & TWTR	1,000.00
COLORWORKS	MESH BANNERS	1,200.00
TOTAL		7,500.0

McKinney Rotary Club

Balance Sheet

As of June 30, 2006

	<u>Jun 30, 04</u>	<u>Jun 30, 05</u>	<u>Jun 30, 06</u>
ASSETS			
Current Assets			
Checking/Savings			
1000 · Bank of Texas-Operations	22,801.86	5,193.97	3,901.71
1010 · Bank of Texas-Ac Excel Program	8,980.62	2,550.00	550.00
1015 · Bank of Texas - Holiday POPS	0.00	0.00	4,550.19
Total Checking/Savings	<u>31,782.48</u>	<u>7,743.97</u>	<u>9,001.90</u>
Accounts Receivable			
1200 · Accounts Receivable	3,697.25	4,633.50	4,793.50
1210 · Returned Check Receivable	53.50	0.00	12.00
Total Accounts Receivable	<u>3,750.75</u>	<u>4,633.50</u>	<u>4,805.50</u>
Other Current Assets			
1499 · Undeposited Funds	0.00	0.00	865.50
Total Other Current Assets	<u>0.00</u>	<u>0.00</u>	<u>865.50</u>
Total Current Assets	<u>35,533.23</u>	<u>12,377.47</u>	<u>14,672.90</u>
TOTAL ASSETS	<u><u>35,533.23</u></u>	<u><u>12,377.47</u></u>	<u><u>14,672.90</u></u>
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities			
Other Current Liabilities			
2000 · Prepayments	315.00	0.00	0.00
Total Other Current Liabilities	<u>315.00</u>	<u>0.00</u>	<u>0.00</u>
Total Current Liabilities	<u>315.00</u>	<u>0.00</u>	<u>0.00</u>
Total Liabilities	315.00	0.00	0.00
Equity			
3000 · Opening Bal Equity	29,796.82	29,796.82	29,796.82
3900 · Retained Earnings	13,952.27	5,421.41	-17,419.35
Net Income	-8,530.86	-22,840.76	2,295.43
Total Equity	<u>35,218.23</u>	<u>12,377.47</u>	<u>14,672.90</u>
TOTAL LIABILITIES & EQUITY	<u><u>35,533.23</u></u>	<u><u>12,377.47</u></u>	<u><u>14,672.90</u></u>

McKinney Rotary Foundation
Profit & Loss
July 1, 2020 through May 24, 2021

	Jul 1, '20 - May 24, 21	Jul 1, '19 - May 24, 20
Ordinary Income/Expense		
Income		
Big Wheel Donations	575.00	916.16
Contributions	965.00	0.00
Fund Raising		
Flag Leases	45,129.70	55,027.19
N. Texas Giving Day Proceeds	0.00	381.52
Parade of Lights	0.00	14,823.62
Total Fund Raising	45,129.70	70,232.33
John Gay Scholarship Donation	4,130.00	0.00
Other Revenue		
April 2021 Bucket	107.00	0.00
August 2019 Bucket-Be the Diff.	0.00	192.00
Dec. 2019 Bucket/Patriot Paws	0.00	256.00
Dec. 2020 Bucket	15.00	0.00
Feb. 2020 Bucket/Casa	0.00	140.00
Jan. 2020 Bucket	0.00	129.00
July 2019 Basket	0.00	132.00
Lottery Income	153.00	456.81
March 2020 Bucket/Hugs Cafe	0.00	52.00
May, 2021 Bucket	132.00	0.00
Nov. 2019 Bucket	0.00	146.00
Nov. 2020 Bucket/Patriot Paws	99.00	0.00
Oct. 2019 Bucket	0.00	99.00
Oct. 2020 Bucket	93.00	0.00
Sept. 2019 Basket	0.00	178.00
Sept. 2020 Bucket Income	95.00	0.00
Youth Leadership Program	0.00	3,050.00
Total Other Revenue	694.00	4,830.81
Total Income	51,493.70	75,979.30
Expense		
Academic Excellence Expense		
4 Way Speech	985.00	1,000.00
Total Academic Excellence Expense	985.00	1,000.00
Advertising and Promotion	0.00	50.00
Camp Ryla	700.00	2,800.00
Charitable Contributions/Commun		
Adam's Animals	0.00	178.00
Be the Difference Foundation	0.00	192.00
Boys & Girls Clubs of Collin Co	0.00	3,000.00
Casa of Collin County	0.00	140.00
City Church	750.00	0.00

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05/24/21

Accrual Basis

McKinney Rotary Foundation
Profit & Loss
July 1, 2020 through May 24, 2021

	Jul 1, '20 - May 24, 21	Jul 1, '19 - May 24, 20
Community Garden Kitchen	2,500.00	5,000.00
District Grant	7,000.00	0.00
Embrace Texas	0.00	1,020.00
Global Grant	0.00	19,186.65
Habitat for Humanity	0.00	1,500.00
Heard Natural Science Museum	0.00	129.00
Holy Family School	50.00	0.00
Hugs Greenhouse	1,500.00	0.00
Mane Gait	0.00	100.00
Meals on Wheels	0.00	8,250.00
Meals on Wheels Grant Project	0.00	(3,500.00)
Meals on Wheels Paws Program	93.00	0.00
Mercenary Robotics	0.00	100.00
Metroplex Military Charit. Trus	1,000.00	1,000.00
Open Horizons	0.00	132.00
Patriot Paws	115.00	256.00
Project Graduation	1,000.00	1,000.00
Samaritan Inn	95.00	146.00
Total Charitable Contributions/Commun	14,103.00	37,829.65
Charitable Contributions/Int'l		
Kids Against Hunger	1,500.00	1,200.00
Kottayam Social Service Society	1,000.00	0.00
Polio Plus	742.00	1,000.00
Shelter Box	1,000.00	1,000.00
Total Charitable Contributions/Int'l	4,242.00	3,200.00
District 5810 Conference	172.64	0.00
Flag Related Expenses		
Flag Accounting	3,060.00	2,470.00
Flag Meeting Costs	0.00	1,195.98
Flag Partners	10,069.00	2,479.50
Flag Postage	152.00	199.13
Flag Purchases	0.00	3,288.68
Flag Storage	1,500.00	0.00
Flag Supplies	1,678.22	2,726.31
Sage Monthly Fees	1,793.39	1,859.50
Total Flag Related Expenses	18,252.61	14,219.10
Fund Raising Costs		
Parade of Lights Costs	65.00	9,280.42
Total Fund Raising Costs	65.00	9,280.42
Office Supplies	239.43	167.25
Postage/Military in Syria	0.00	50.00

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05/24/21

Accrual Basis

McKinney Rotary Foundation
Profit & Loss
July 1, 2020 through May 24, 2021

	<u>Jul 1, '20 - May 24, 21</u>	<u>Jul 1, '19 - May 24, 20</u>
Professional Fees		
Accounting	<u>1,700.00</u>	<u>1,685.00</u>
Total Professional Fees	<u>1,700.00</u>	<u>1,685.00</u>
Rotary Big Wheel Expense	477.83	383.42
Student of the Month	0.00	80.00
Youth Services		
Al Ruschhaupt Scholarship	1,500.00	1,500.00
Carey Cox Scholarship	1,500.00	1,500.00
Interact Club Expenses	0.00	160.00
John Gay Scholarship	4,130.00	500.00
Youth Leadership Expense	<u>928.35</u>	<u>4,721.60</u>
Total Youth Services	<u>8,058.35</u>	<u>8,381.60</u>
Total Expense	<u>48,995.86</u>	<u>79,126.44</u>
Net Ordinary Income	2,497.84	(3,147.14)
Other Income/Expense		
Other Income		
Interest Income	<u>252.22</u>	<u>681.10</u>
Total Other Income	<u>252.22</u>	<u>681.10</u>
Net Other Income	<u>252.22</u>	<u>681.10</u>
Net Income	<u><u>2,750.06</u></u>	<u><u>(2,466.04)</u></u>

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05/24/21

Accrual Basis

McKinney Rotary Foundation
Profit & Loss
 July 2019 through June 2020

	Jul '19 - Jun 20	Jul '18 - Jun 19
Ordinary Income/Expense		
Income		
Anniversary Book Sales	0.00	450.00
Big Wheel Donations	916.16	1,000.00
Contributions	0.00	50.00
Fund Raising		
Flag Leases	59,400.89	56,388.83
N. Texas Giving Day Proceeds	653.47	0.00
Parade of Lights	14,823.62	15,440.00
Total Fund Raising	74,877.98	71,828.83
Luncheon Revenue	0.00	0.00
Other Revenue		
April 2019 Bucket	0.00	39.00
August 2018 Bucket	0.00	170.00
August 2019 Bucket-Be the Diff.	192.00	0.00
Bucket Income	0.00	87.00
Dec. 2018 Bucket	0.00	49.00
Dec. 2019 Bucket/Patriot Paws	256.00	0.00
Feb. 2019 Bucket/Chestnut Squar	0.00	96.00
Feb. 2020 Bucket/Casa	140.00	0.00
Jan. 2019 Bucket	0.00	129.85
Jan. 2020 Bucket	129.00	0.00
July 2018 Bucket/Hugs	0.00	140.00
July 2019 Basket	132.00	0.00
June 2019 Bucket Mercenary Robo	0.00	84.01
June, 2020 Bucket/Hugs	89.00	0.00
Lottery Income	482.81	710.80
Mar. 2019 Bucket/Meals OW	0.00	109.00
March 2020 Bucket/Hugs Cafe	52.00	0.00
May, 2019 Bucket	0.00	142.00
May, 2020 Bucket	21.00	0.00
Nov. 2018 Bucket	0.00	80.00
Nov. 2019 Bucket	146.00	0.00
Oct. 2018 Bucket-Habitat	0.00	123.00
Oct. 2019 Bucket	99.00	0.00
Sept. 2018 Bucket/Shiloh	0.00	105.00
Sept. 2019 Basket	178.00	0.00
Youth Leadership Program	3,050.00	2,100.00
Total Other Revenue	4,966.81	4,164.66
Total Income	80,760.95	77,493.49
Expense		
Academic Excellence Expense		
4 Way Speech	1,000.00	1,085.00

McKinney Rotary Foundation
Profit & Loss
 July 2019 through June 2020

05/24/21

Accrual Basis

	Jul '19 - Jun 20	Jul '18 - Jun 19
Total Academic Excellence Expense	1,000.00	1,085.00
Advertising and Promotion	50.00	0.00
Bank Service Charges	0.00	45.00
Camp Ryla	2,800.00	2,733.91
Centennial Costs	0.00	0.00
Charitable Contributions/Commun		
Adam's Animals	178.00	0.00
Be the Difference Foundation	192.00	0.00
Boys & Girls Clubs of Collin Co	3,000.00	3,000.00
Casa of Collin County	140.00	100.00
Chestnut Square	0.00	100.00
Community Garden Kitchen	5,000.00	0.00
Cornerstone Ranch	0.00	170.00
Embrace Texas	1,020.00	0.00
Global Grant	19,186.65	0.00
Habitat for Humanity	1,500.00	1,123.00
Habitat for Humanity Honduras	0.00	5,000.00
Heard Natural Science Museum	129.00	0.00
Hugs Cafe	162.00	140.00
Liepath Systems	0.00	129.85
Mane Gait	100.00	0.00
McKinney Robotics Booster Club	0.00	150.00
Meals on Wheels	8,250.00	109.00
Meals on Wheels Grant Project	(3,500.00)	0.00
Mercenary Robotics	100.00	0.00
Metroplex Military Charit. Trus	1,000.00	0.00
Open Horizons	132.00	0.00
Patriot Paws	256.00	100.00
Project Graduation	1,000.00	0.00
Samaritan Inn	146.00	0.00
Shiloh Place	0.00	105.00
St. Joseph's Congregation/India	0.00	500.00
Total Charitable Contributions/Commun	37,991.65	10,726.85
Charitable Contributions/Int'l		
Kids Against Hunger	1,200.00	1,000.00
Polio Plus	1,000.00	1,000.00
Shelter Box	1,000.00	1,000.00
Total Charitable Contributions/Int'l	3,200.00	3,000.00
Flag Related Expenses		
Flag Accounting	2,990.00	2,310.00
Flag Meeting Costs	1,195.98	0.00
Flag Partners	5,347.50	4,611.75
Flag Postage	199.13	74.00

2:16 PM

05/24/21

Accrual Basis

McKinney Rotary Foundation
Profit & Loss
 July 2019 through June 2020

	Jul '19 - Jun 20	Jul '18 - Jun 19
Flag Purchases	3,288.68	2,568.00
Flag Supplies	2,829.14	1,387.31
Sage Monthly Fees	2,323.18	1,475.86
Total Flag Related Expenses	18,173.61	12,426.92
Fund Raising Costs		
Parade of Lights Costs	9,280.42	8,513.62
Total Fund Raising Costs	9,280.42	8,513.62
Office Supplies	167.25	114.63
Postage/Military in Syria	50.00	78.30
Professional Fees		
Accounting	1,835.00	2,085.00
Total Professional Fees	1,835.00	2,085.00
Rotary Big Wheel Expense	418.42	802.88
Scholarship Awards	0.00	3,000.00
Student of the Month	80.00	180.00
Youth Services		
Al Ruschhaupt Scholarship	1,500.00	0.00
Carey Cox Scholarship	1,500.00	0.00
Interact Club Expenses	160.00	180.00
John Gay Scholarship	500.00	0.00
Youth Leadership Expense	4,721.60	4,992.83
Total Youth Services	8,381.60	5,172.83
Total Expense	83,427.95	49,964.94
Net Ordinary Income	(2,667.00)	27,528.55
Other Income/Expense		
Other Income		
Interest Income	1,028.26	1,435.60
Total Other Income	1,028.26	1,435.60
Net Other Income	1,028.26	1,435.60
Net Income	(1,638.74)	28,964.15

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: SEP 10 2007

MCKINNEY ROTARY FOUNDATION
C/O FRANK R SCAUEILLO JR
1216 N CENTRAL EXPWY STE 101
MCKINNEY, TX 75070-3314

Employer Identification Number:
34-2051592
DIN:
17053144007037
Contact Person:
KEVIN W PAYTON ID# 31454
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
June 30
Public Charity Status:
170(b)(1)(A)(vi)
Form 990 Required:
Yes
Effective Date of Exemption:
July 7, 2005
Contribution Deductibility:
Yes
Advance Ruling Ending Date:
June 30, 2010

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. During your advance ruling period, you will be treated as a public charity. Your advance ruling period begins with the effective date of your exemption and ends with advance ruling ending date shown in the heading of the letter.

Shortly before the end of your advance ruling period, we will send you Form 8734, Support Schedule for Advance Ruling Period. You will have 90 days after the end of your advance ruling period to return the completed form. We will then notify you, in writing, about your public charity status.

Please see enclosed Information for Exempt Organizations Under Section 501(c)(3) for some helpful information about your responsibilities as an exempt organization.

If you distribute funds to other organizations, your records must show whether they are exempt under section 501(c)(3). In cases where the recipient organization is not exempt under section 501(c)(3), you must have evidence the funds will be used for section 501(c)(3) purposes.

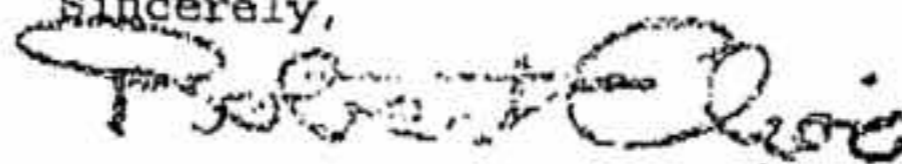
Letter 1045 (DO/CG)

MCKINNEY ROTARY FOUNDATION

If you distribute funds to individuals, you should keep case histories showing the recipient's name and address; the purpose of the award; the manner of selection; and the relationship of the recipient to any of your officers, directors, trustees, members, or major contributors.

We have sent a copy of this letter to your representative as indicated in your power of attorney.

Sincerely,



Robert Choi
Director, Exempt Organizations
Rulings and Agreements

Enclosures: Information for Organizations Exempt Under Section 501(c)(3)
Statute Extension