



McKINNEY COMMUNITY DEVELOPMENT CORPORATION

Final Report

Organization: Embrace Waiting Children, Inc.

Funding Amount: \$2,000.00

Project/Promotion/Community Event: Fairways for Families Golf Tournament

Start Date: April 15, 2016

Completion Date: June 28, 2016

Location of Project/Promotion/Community Event: Stonebridge Ranch Country Club, 5901 Glen Oaks Drive, McKinney, TX 75070

Narrative report on the Project/Promotion/Community Event

The third annual Fairways for Families Golf Tournament took place on Tuesday, June 28, 2016 at The Hills Course at Stonebridge Ranch Country Club in McKinney, Texas. 62 golfers arrived by 7:00 am for a sponsored breakfast provided by Randolph Brooks Federal Credit Union and were given time to warm up on the driving range. Raffle tickets and mulligans were available for purchase at check-in and were a hot item, purchased by nearly every golfer. The tournament began with a shotgun start at 8:00 am and concluded around 1:00 pm. Sponsors such as Bob Tomes Auto Group and State Farm Insurance had volunteers and water stations throughout the course. Volunteer photographers with National Honor Society captured team pictures and action shots of golfers.

As golfing teams returned to the clubhouse their scorecards were collected and scores posted on the wall. While golfers enjoyed a sizzling fajita lunch a helicopter arrived for the Raising Cane's Helicopter Ball Drop. 1,000 numbered golf balls were dramatically dropped by a Cane's employee from the helicopter hovering 150 feet above the 18th fairway. One lucky raffle ticket owner won a \$500 Visa gift card in the ball drop and another won a year's worth of Raising Cane's Chicken Fingers for the two balls closest to the pin. After lunch a brief program presented prizes to the winning teams including rounds of golf for four at Stonebridge Ranch Country Club, Plantation Country Club, and Stone Creek Golf Club, and two pairs of Dallas Cowboys Tickets. Fabulous gift baskets were raffled off with items donated from local businesses such as Petra Fresh Mexican Grill, Tupps Brewery, Franconia Brewery and Sheraton McKinney. Golfers thanked staff and volunteers for a wonderful day, and many expressed an intention to return next year.

Identify goals and objectives achieved

In our application we set the following goals for this event in accordance with the goals and strategies for the Community Development Corporation:

1. This event succeeded in attracting resident and visitor participation. 25% of attendees currently live in McKinney, while 75% of attendees live outside of McKinney. 10% of attendees traveled over an hour to participate.
2. We were able to partner with local businesses successfully to offset some of the cost of the event and raise additional revenue through raffle items and the helicopter ball drop. These partnerships also helped promote local businesses.
3. While the event itself is an enjoyable day that improves the lives of participants, the funds raised at this event will improve the lives of our city's most vulnerable residents.
4. Our goal of retaining 50-60% of our prior participants was achieved with a 52% retention rate.
5. We set a budget of \$13,675 but were able to host the event for an overall cost of \$11,132.
6. We did not reach our fundraising goal \$12,000 (we raised \$8,718.02), but created a platform for the event that allows for significant participant growth and increased revenue in coming years.

Financial report

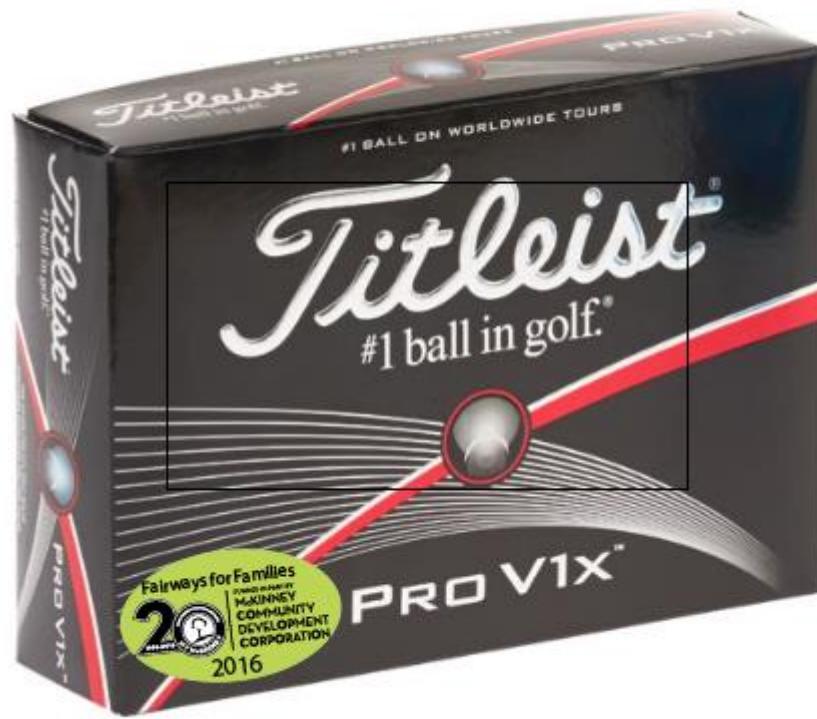
Our proposed budget for this event included Projected Income of \$27,750, Projected Expenses of \$13,675, with Projected Net Revenue of \$12,000. Our actual totals are: Income--\$19,850; Expenses--\$11,131.98; and Net Revenue--\$8,718.02. The variance is largely attributable to an over-projection of income and the decision to change the model to a traditional "pay to play" tournament that can grow sustainably over time.

Samples of printed marketing and outreach materials

Ad in McKinney Living

The poster features a green background with a laurel wreath framing the top text. At the top, the word "Embrace" is written in a white, stylized font with a blue and orange graphic element. Below it, a white shield-shaped logo contains the text "FAIRWAYS FOR FAMILIES" in a serif font. The main title "Golf Tournament" is in a large, bold, black font, followed by "Stonebridge Ranch Country Club" and "June 28, 2016" in a slightly smaller bold font. A graphic of a fire engine with a ladder extended upwards is positioned on the right side, with white dots representing falling balls. The text "WIN \$500 IN THE FIRE ENGINE BALL DROP!" is written in a bold, white, sans-serif font, slanted upwards. At the bottom, the website "www.FairwaysForFamilies.com" is displayed in a bold, black font. Below the website, there is a small black box with white text: "All proceeds go to find families for kids waiting in foster care". To the right of this box is a circular logo for the "McKinney Community Development Corporation" celebrating its 20th anniversary (1996-2016). Further right, the text "FUNDED IN PART BY MCKINNEY COMMUNITY DEVELOPMENT CORPORATION" is written in a small, black, sans-serif font.

Golf Balls we gave as a team registration incentive



Printed Business Cards we handed out (not grant funded)



Signs we used to register teams



Screen shots of online promotions

Facebook memes and shares

Enbrace
HELICOPTER BALL DROP
If your ball is closest to the pin... you win!
June 28, 2016

\$10 per ball
1/500 chance of winning!
www.FairwaysForFamilies.com

WIN \$500 OR VISA GIFT CARD A YEAR OF Raising Cane's CHICKEN FINGERS

20 1996-2016 MCKINNEY
FUNDED IN PART BY MCKINNEY COMMUNITY DEVELOPMENT CORPORATION



Embrace Texas

Published by Denise Spivey Kendrick [?] · May 20 ·

www.FairwaysForFamilies.com to support Embrace!



875 people reached

Not Boosted

Like Comment Share

Embrace Texas, Stephanie Anderson Ciancia, Melissa Baker and 7 others



Write a comment...

Embrace Texas

Embrace Texas

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April 14, 2015 ·

Like Comment



Margaret Scott

5★

January 17, 2015 ·

Like Comment

PEOPLE ALSO LIKE



Children's Advocacy Center ...
Social Services



Where are the Kendricks?
Community



TCU Institute of Child Development
Education

Community Organizations in McKinney, Texas

English (US) · Español · Português (Brasil) · Français (France) · Deutsch

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Embrace Texas

Published by Denise Spivey Kendrick [?] · July 13 at 12:13pm ·

We want to thank the generous sponsors who made our 3rd Annual Fairways for Families Golf Tournament a success! Please consider patronizing these businesses.



1,209 people reached

Boost Post

Like Comment Share

Embrace Texas, Jay Willy and Kelly Roman Carter

1 share



Write a comment...

Promote

THIS WEEK

4,315
Post Reach

267
Post Engagement

1
Website Click

0 of 0
Response Rate

3 days
Response Time

0
Check-ins



Embrace Texas
Today we would like to give a big Embrace welcome to Quenisha Conaway, the

Screenshot of Event Website

Home Register Sponsor

Fairways for Families Golf Tournament

What is Fairways for Families?

All proceeds of the Fairways for Families Golf Tournament go to further the work of Embrace Texas. For more information about how Embrace is impacting the lives of local fostered, adopted, and orphaned children, please visit www.embracetexas.org.

Tournament Specifics

Date: Tuesday, June 28, 2016
Location: The Hills Course at Stonebridge Ranch, 5901 Glen Oaks Drive, McKinney, TX 75070
Time: 8 am shotgun start, followed by celebration lunch at the Ranch Clubhouse
Format: Scramble

20th Anniversary
Sponsored in part by
McKINNEY
COMMUNITY
DEVELOPMENT
CORPORATION

Register to Participate Register

Sponsor a Participant Register

Photographs







Performance against metrics outlined in application

Golfer participation increased by 310% (from 20 golfers to 62 golfers), which can be directly attributed to the lower cost, “pay to play” model (individual golfers paid \$125, or \$500 for a team). We increased corporate sponsorships by 242% (from \$2500 to \$6050). We did not have a specific target number of golfers we hoped to attract from outside of McKinney, but we are happy to report that approximately 75% of the golfers are not residents of McKinney (golfers traveled from as far away as Oklahoma and Austin to play!).