



McKINNEY COMMUNITY DEVELOPMENT CORPORATION FINAL REPORT

Organization: 3e McKinney

Funding Amount: \$3,000

Project/Promotion/CommunityEvent: Run for Cover

Start Date: April 9, 2016

Completion Date: April 9, 2016

Location of Project/Promotion/Community Event: Craig Ranch, McKinney

The 16th annual Run for Cover was held April 9, 2016. Run for Cover is an annual 1k walk, 5 and 10K run to raise money for people experiencing homelessness in Collin County. All proceeds from the event go to The Samaritan Inn and Shiloh Place. This benefit event is hosted by [3e McKinney](#).

The event included music from Johnny B. and KLAK, prizes, and awards! The event drew over 700 people to run, volunteer and cheer on the competitors.

Our stated Run for Cover goal was to increase runners by 25%.

- Our registered runners increased to 530 while 405 ran last year. This represents a 31% over 2015. This did not include a group of 25 special needs kids from Plano that ran as our complimentary guests.
- The total distribution to The Samaritan Inn and Shiloh Place was \$29,295 which represents a 28% increase over last year.
- Our volunteer participation increased from 25 in 2015 to 50 in 2016, a 100% increase.
- 270 of the runners were from 24 cities outside of McKinney which we attribute to the MCDC advertisement sponsorship.



Financial Reporting

	Budget	MCDC	Actual
Total runners	500		530
Income			
Online registrations	11,000		14,198
Race-day registrations	2000		1511
MCDC Grant approval	5000		3000
Sponsors	18,000		19,875
Total Income	\$36,000		\$38,584
Expenses		MCDC	
Race & Volunteer T-shirts	5,000		2,155
RunFar	1,500		1,687
PlayTri	2,000		269
Police Officer	1,500		1,120
Awards & Medals	800		705
Face Painting materials	200		353
Facebook in excess of grant	0		80
Facebook advertising	0	826	
Printing of flyers for distribution		574	
KLAK Radio advertising		1500	
Graphic for Facebook		100	
Marketing Expense equal to grant	5000		3000
TOTAL EXPENSES	\$16,000		\$9639
Net Income for Charitable Contribution	\$20,000		\$29,295



Printed Flyers for Distribution



APRIL 9
7:45 AM
PLAYTRI MCKINNEY
7951 COLLIN MCKINNEY PKWY
SUITE 1500

RUN FOR A PURPOSE. GIVE SHELTER.
16TH ANNUAL FUNDRAISER



**WALK & STROLL
PUSH & PULL
1K, 5K, 10K**

**JOIN 3E MCKINNEY IN THIS RUN
TO SUPPORT SHILOH PLACE
& THE SAMARITAN INN**

REGISTER AT PLAYTRI.COM/RUNFORCOVER



SHILOH PLACE
Equipping single mothers for financial independence & personal wholeness by providing housing assistance.
SHILOHPLACEMCKINNEY.COM



SAMARITAN INN
Provides shelters & teaches self-sufficiency & life skills to meet the needs of individuals and families experiencing homelessness.
THESAMARITANINN.ORG

OUR FRIENDLY SPONSORS

- CHRIST FELLOWSHIP
- FIRST BAPTIST MCKINNEY
- COVENANT CHURCH | MCKINNEY
- COTTONWOOD CREEK BAPTIST CHURCH
- FIRST UNITED METHODIST CHURCH MCKINNEY
- ST. GABRIEL THE ARCHANGEL CHURCH
- BENJAMIN FRANKLIN PLUMBING
- POGUE CONSTRUCTION
- INDEPENDENT BANK
- BAYLOR SCOTT & WHITE OF MCKINNEY



3eMcKinney.com

YOU CAN MAKE A DIFFERENCE



engage.
equip.
empower.
M c K I N N E Y



playtri.com/runforcover



Facebook Ad Graphics 3e McKinney

RUN FOR A PURPOSE

RUN FOR COVER
BUILDING NEW HOUSING COMMUNITIES

SPONSORED BY

3e engage. equip. empower.
McKINNEY

20 1996-2016
FUNDING COMMUNITY DEVELOPMENT CORPORATION

Facebook Ad Graphic Shiloh Place

RUN FOR A PURPOSE

APRIL 9
2016

BENEFITS
SHILOH PLACE
AND THE
SAMARITAN INN

RUN FOR COVER
BUILDING NEW HOUSING COMMUNITIES

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3e engage. equip. empower.
McKINNEY

20 1996-2016
FUNDING COMMUNITY DEVELOPMENT CORPORATION

Many Ran, Some Rode, All Had a Great Time





Radio Ad Which Ran on KLAQ Is Embedded

[Radio Ad on KLAQ](#)