

MCDC final report- 2015 SMILES CHARITY

My name is Dr. Jennifer Buchanan and my orthodontics practice has been in McKinney for over 19 years. Over the past 8 years with the help of my dental colleagues, MCDC, area businesses, corporations, and McKinney citizens Smiles Charity has built 9 homes for deserving families. Our 10th home will be completed in 2016. Smiles Charity has provided 8 free family concerts with top-notch entertainment at no charge to our McKinney citizens! Everyone raves about the grand finale Fireworks.

These goals have been achieved thanks to MCDC support:

- A. To build homes for wounded veterans and their families
- B. Increase media exposure to promote McKinney
- C. Develop leisure activities
- D. Develop community wide focal point
- E. Promote safe and attractive image of McKinney
- F. Create a Nationwide Charity that can boast its roots in McKinney, Texas
- G. Increase attendance
- H. Promote giving back to others
- I. Pay tribute to our American military heroes

METRICS

We had 8,500 fans attend the 2015 Smiles Charity Concert (even with all the rain and mud).

Our marketing included :

- a. 4,000 t-shirts promoting the event with the MCDC logo
- b. Event related stories in print media including the McKinney Courier Gazette and Neighbors Go (Dallas Morning News)
- c. Partnership with local radio station KLAQ to advertise the event and feature our top sponsors
- d. Email blasts to our fans and supporters
- e. Our website, Facebook, Twitter
- f. the Ticket Radio station to promote our event and Raffle
- g. Jumbotron featuring our top sponsors at the Smiles Concert
- h. Banners for top sponsors
- i. 40,000 glossy booklets listing Smiles Charity history, sponsors, and activities

The 2015 Smiles Charity Concert and Family Festival was a success by meeting and exceeding the benchmarks outlined above.

We were excited to read about the mission and goals of the MCDC because Smiles Charity fits every mission, goal and qualification of MCDC. We could not imagine a better fit by any project!!!! We can think of no other event that creates a WIN-WIN like Smiles Charity. Our event involves all facets of the community- students, local companies, corporations, citizens, families, and the City of McKinney.

The 2015 Smiles Charity Concert and Festival reflected positively on the city of McKinney since it demonstrated that **McKinney is unique by its nature of generosity. Your support of Smiles Charity helps to add to why McKinney is the #1 place to live in the USA.**