

MCDC final report- 2016 SMILES CHARITY

My name is Dr. Jennifer Buchanan and my orthodontics practice has been in McKinney for over 20 years. Over the past 9 years with the help of my dental colleagues, MCDC, area businesses, corporations, and McKinney citizens Smiles Charity has built 10 homes for deserving families. Our 11th home will be completed in 2017. Smiles Charity has provided 9 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 8,000 fans attend the 2016 Smiles Charity Concert (even with all the rain).

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
- c. All 4 local TV (FOX,ABC, CBS, NBC) stations covered the concert event!!!!
- d. Partnership with local radio station KLAQ to advertise the event and feature our top sponsors
- e. Email blasts to our fans and supporters
- f. Our website, Facebook, Twitter
- g. the Ticket Radio station to promote our event and Raffle
- h. Jumbotron featuring our top sponsors at the Smiles Concert
- i. Banners for top sponsors
- j. 40,000 glossy booklets listing Smiles Charity history, sponsors, and activities

The 2016 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 2016 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.**

**Smiles Charity
Profit & Loss Budget vs. Actual
July 2015 through June 2016**

	Jul '15 - Jun '16	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
43300 · Direct Public Grants	0.00	17,000.00	-17,000.00
43340 · Nonprofit Organization Grants	0.00	17,000.00	-17,000.00
Total 43300 · Direct Public Grants			
43400 · Direct Public Support			
43441 · Gifts In Kind - Goods	23,490.64	21,000.00	2,490.64
43440 · Gifts In Kind - Goods - Other	24,990.50	42,815.29	-17,824.79
Total 43440 · Gifts In Kind - Goods			
43445 · Gifts In Kind - Services	48,481.14	63,815.29	-15,334.15
43450 · Individ, Business Contributions	69,805.00	75,085.00	-5,280.00
Total 43400 · Direct Public Support			
49000 · Special Events Income	376,490.19	370,618.18	5,872.01
49001 · vendor % cash donation	4,000.00	4,000.00	0.00
49009 · Special Events - Car Raffle	3,247.91	4,500.00	-1,252.09
49009-1 · SE - Car Raffle Income Tax Paid	33,790.32	23,200.00	10,590.32
49009 · Special Events - Car Raffle - Other			
Total 49009 · Special Events - Car Raffle			
49010 · Special Events Donation/Admiss	37,038.23	27,700.00	9,338.23
49020 · Special Events Sales (Auction)	7,166.00	15,000.00	-7,834.00
49045 · Admision to Children's area	0.00	2,500.00	-2,500.00
49050 · Admision to photo booth	1,750.00	2,500.00	-750.00
49090 · Refunds	50.00		50.00
Total 49000 · Special Events Income			
49081 · Beason Home Furnishings	2,660.00		2,660.00
Total 49000 · Special Events Income			
52,664.23	51,700.00	964.23	
Total Income	470.00		
429,624.42	439,318.18	-9,693.76	
Gross Profit	429,624.42	439,318.18	-9,693.76
Expense			
60300 · Awards and Grants			
60320 · Cash Awards and Grants	140,000.00	125,000.00	15,000.00
60340 · Specific Assist to Individuals	1,543.08		1,543.08
Total 60300 · Awards and Grants			
141,543.08	125,000.00	16,543.08	
60900 · Business Expenses			
60920 · Business Registrat	3,247.91		3,247.91
60930 · Fines, Penalties, Judgments	3,030.47	4,500.00	-1,469.53
60940 · Taxes - Not UBIT	0.00		0.00
Total 60900 · Business Expenses			
6,278.38	4,500.00	1,778.38	

Smiles Charity Profit & Loss Budget vs. Actual July 2015 through June 2016

	Jul '15 - Jun '16	Budget	\$ Over Budget
62100 · Contract Services			
62110 · Accounting Fees	1,406.00	1,346.00	60.00
62150 · Outside Contract Services	419.88	594.88	-175.00
62151 · OCS - Web design	419.88	594.88	-175.00
Total 62150 · Outside Contract Services	419.88	594.88	-175.00
Total 62100 · Contract Services	1,825.88	1,940.88	-115.00
62400 · In Kind Expense - Goods			
62401 · IKE - goods - Llnens/tables & c	1,828.91	2,500.00	0.00
62404 · IKE - goods - printing	2,500.00	8,280.00	-6,627.00
62405 · IKE - goods - signs	1,653.00	17,500.00	-6,215.00
62406 · IKE - goods - VIP party	11,285.00	6,690.29	1,033.30
62407 · IKE - goods - Festival	7,723.59	8,000.00	15,490.64
62408 · IKE - goods - auction	23,490.64	3,800.00	-1,300.00
62409 · IKE- goods - band	2,500.00	3,800.00	-2,845.20
62412 · IKE - Fall Kick off Event	0.00	2,845.20	1,365.65
Total 62400 · In Kind Expense - Goods	50,981.14	49,615.49	1,365.65
62500 · In Kind Expense Services			
62510 · IKE services - advertising	36,305.00	35,305.00	1,000.00
62520 · IKE services - Photography	15,000.00	20,000.00	-5,000.00
62530 · IKE services - Misc.	12,500.00	12,500.00	0.00
62540 · IKE services - festival	3,500.00	3,480.00	20.00
Total 62500 · In Kind Expense Services	67,305.00	71,285.00	-3,980.00
63600 · Smiles Kick-Off Event			
64000 · Company Sponsored Event	3,840.68	4,140.00	-299.32
64025 · CSE - Misc Expense			
64050 · CSE - Insurance	1,604.44	84.01	1,520.43
64100 · CSE - Band	3,365.00	2,155.00	1,210.00
64200 · CSE - Fireworks	40,000.00	40,000.00	0.00
64300 · CSE - Stage	8,300.00	8,300.00	0.00
64350 · CSE - Raffle	29,560.00	30,960.00	-1,400.00
64400 · CSE - Signs/Banners	2,353.38	2,750.00	-396.62
64500 · CSE - VIP Party	3,529.00	1,984.50	1,544.50
64600 · CSE - Festival	3,737.54	2,669.25	1,068.29
64801 · CSE - Festival - fence	2,660.00	2,242.00	418.00
64602 · CSE - Festival - Restrooms	2,372.48	3,570.00	-1,197.52
64603 · CSE - Festival - Childrens area	3,000.00	2,800.00	200.00
64605 · CSE - festival fly over	2,000.00	2,400.00	-400.00
64606 · CSE - festival - tents	1,802.50	1,802.50	0.00
64607 · CSE - festival - Misc	1,066.00	1,516.32	-450.32
64600 · CSE - Festival - Other	115.50	725.17	-609.67
Total 64600 · CSE - Festival	13,016.48	15,055.99	-2,039.51

Smiles Charity
Profit & Loss Budget vs. Actual
 July 2015 through June 2016

	Jul '15 - Jun '16	Budget	\$ Over Budget
64700 · CSE - security fire/ems	4,200.00	2,800.00	1,400.00
64800 · CSE - Police Security	7,200.00	6,885.00	315.00
Total 64000 · Company Sponsored Event	116,865.84	113,643.75	3,222.09
65000 · Operations	591.93		
65020 · Postage, Mailing Service	96.00	316.87	-220.87
65030 · Printing and Copying	0.00	123.12	-123.12
65040 · Supplies	111.96	119.44	-7.48
65060 · Misc. operating expense	534.19		
Total 65000 · Operations	742.15	559.43	182.72
65100 · Other Types of Expenses			
65110 · Advertising Expenses			
65112 · Advertising Expense - Jumbotron	8,115.00	9,500.00	-1,385.00
65113 · Advertising Expense - paper	6,893.20	10,259.75	-3,366.55
65114 · Advertising Expense - magazine	1,975.00		
65116 · Advertising Expense - T-Shirts	16,970.00	20,400.00	-3,430.00
65116 · Advertising Exp - Feather Flags	0.00	1,265.00	-1,265.00
65117 · Advertising Expense - Radio	2,500.00	2,260.00	240.00
65118 · Advertising Expense - promotio	1,540.00	1,250.00	290.00
Total 65110 · Advertising Expenses	37,993.20	44,934.75	-6,941.55
65120 · Insurance - Liability, D and O	1,591.00	1,322.00	269.00
65150 · Memberships and Dues	275.00	275.00	0.00
65160 · Other Costs	112.17	2,794.85	-2,682.68
Total 65100 · Other Types of Expenses	39,971.37	49,326.60	-9,355.23
68300 · Travel and Meetings			
68310 · Conference, Convention, Meeting	1,000.00		
Total 68300 · Travel and Meetings	1,000.00		
Total Expense	432,104.65	421,866.91	10,237.74
Net Ordinary Income	-2,480.23	17,451.27	-19,931.50
Net Income	-2,480.23	17,451.27	-19,931.50

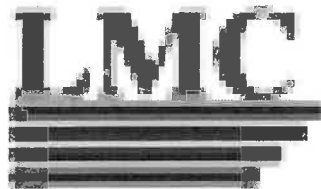
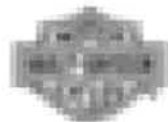
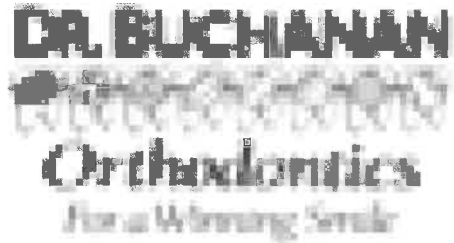
Cindy Schneible

From: Jennifer Buchanan <jennifer_buchanan@sbcglobal.net>
Sent: Tuesday, May 10, 2016 8:51 PM
To: Cindy Schneible
Cc: Jan Ferris; Wendy And Steve Shelley
Subject: Smiles Charity T-shirt

Here is the t-shirt. Wendy will bring some to you soon. Thank you!!



9th Annual
**Concert & Family
 Festival**



Adriatica Women's Health • Atlanta Financial-Barry Lambert • Cico Environmental (Commercial Bank of Texas) • Craig International • Jeanne and Steve Cummings • Paula



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9th Annual
**Concert & Family
Festival**

FEATURED ARTIST

**FRANKIE
BALLARD**

ALSO APPEARING
Simple Harmony • Trevor Douglas
Maylee Thomas Band



**MEMORIAL WEEKEND
SUNDAY, MAY 29 • 5-10 pm**

**ADRIATICA AT STONEBRIDGE RANCH IN MCKINNEY
FREE OUTDOOR CONCERT • FIREWORKS
KIDS AREA (\$5) • CONCESSIONS**

Please donate \$5 per person to
build homes for wounded veterans

www.SMILESCHARITY.ORG

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- **Nothing Bundt Cakes**
- **Brittany And Kevin Spann**
- **Stonebridge Ranch Commercial Association**
- **Texas Roadhouse**
- **Tupps Brewery**
- **Julie Westrom**