

St. Peter's Episcopal Church
Empty Bowls McKinney 2018 Final Report

Report on Empty Bowls McKinney 2018

We hosted 4 sold out Community Bowl Making workshops this year that were open to the public to make bowls for our event. Artists from the McKinney Art Studio and SPARC (St. Peter's Artist Run Community) led volunteers in a variety of methods to hand build bowls. Each workshop accommodated 50 guests and generated 60 – 80 bowls. In April, we displayed our 21 Art Auction bowls and 8 "Celebrity" Auction bowls at the Heard-Craig Center for the Arts.

On Thursday, May 3, despite the rain that came down sideways at 10:30am, we held the 7th annual Empty Bowls McKinney. We had 800 guests and volunteers at the event. We had 14 food vendors who got into the spirit of the event and decorated their stations and interacted with the public. It was a Foodie Paradise! Here was our soup announcement:

"Blount Fine Foods, our title sponsor, is bringing Pork Ramen soup, Smoked Mac & Cheese and Coconut Lentil soup. Whole Foods Market, our presenting sponsor, is bringing "Hole Foods" Salted Caramel & Chocolate drizzled holes. The Celt Irish Pub is serving the Roasted Cream of Red Bell Pepper soup. Bernard's Gourmet Foods is dishing up Chipotle Tortilla Soup. Harvest Seasonal Kitchen is ladling Garlic Potato @ Duck Broth w/Daikon Radish Sticks and Fresh Herbs. Hugs Cafe is serving Tomato Basil soup. Layered is bringing Smoked Salmon Chowder. Local Yocal BBQ & Grill is dishing up Smoked Italian Tuscan Kale soup. McKinney's Sweet Spot is serving Gooey Butter Bites & Brownie Bites. Patina Green Home and Market is bringing Leaves and Roots. The Pub McKinney is coming with Beer Cheese soup. Spoons Cafe is ladling Pumpkin soup. Square Burger is dishing Creamy Zucchini with Parmesan soup."

Guests had their choice of over 1200 bowls made by local artists, church members, high school students and members of the community attended our workshops. Artists and community members included Toni Andrukaitis, Wayne Batchelder, Andrea Bustos, Patricia Campbell, Kim Carothers, Linda Chidsey, Casey Cottam, Kim Guthrie, Kathy Kelln, Denise Kempter, Sona Knox, Lisa LaBarge, Alex Macias, Steve Macias, Minda Macias, Margaret Nemeth, Laura Moore, JB Phipps, Kerry Randol-Johnston, Tom Siep, Eva Kustarne Zsoldos, Todd Blount, Greg Conley, George Fuller, Perry Mullins, Melanie Perkins, Jamie St.Clair, George Sumner, Maylee Thomas-Fuller, Brittney Hammond, Stephanie Kaminar, Leila Sun, Mary Cobine, Tracy Culberson, Keith Parsley, Heather Richardson, Jeanne Starnes, Debbie Zimanski, Gina Mock, Jennifer Burke, Magda Dia, Brook Fesco, Ryann Kidd, Renee Miller, Bridget Self, Tim Stadler, Ann Carroll, McKinney Art Studio Students & Artists, SPARC Studio Artists, McKinney Arthouse Students & Artists, Allen High School Art Honor Society Students, Liberty High School (Frisco) Art Honor Society Students, Towne Creek Senior Artists, Laureate Iota Beta of Beta Sigma Phi Sorority, Jump Into Art students, Girl Scouts of Northeast Texas, McKinney and Glass Artist friends in memory of Alice Stewart.

In each bowl was a card reminding them to pray for people in the world with empty bowls due to hunger. It also asked that they pray for the Community Lifeline Center client whose story was given on the reverse side of the card. These stories, given in the client's own words, showed the needs which Community Lifeline Center is serving right here in McKinney. Some examples are:

A single mom applied with this story: "My disabled son's attendant quit in June 2017 and as a result i lost my job in July due to missing work taking care of him after school. Finding a new attendant has been difficult, most agencies don't have attendants in the north Collin County area. My unemployment ran out in November and now savings have run out. I have a new job but can not start until a new attendant is hired which I a meeting with in January. Assistance is very short term, only immediate need. Thank you for your consideration."

St. Peter's Episcopal Church
Empty Bowls McKinney 2018 Final Report

She received rent assistance, food, household and hygiene items from CLC.

A married mother with one child wrote: "My husband is a Navy Veteran that currently still works but had to take off for two surgeries. He had surgery for a hernia operation in the belly and carpal tunnel surgery with ulnar nerve release. He has been off for over a month which has cause us to get behind on our utility bills. He is getting ready to return to work this Friday but we are worried our utilities will be shut off. Any amount that you can assist with would be very helpful."

CLC assisted them with their electric bill, food and household and hygiene items.

A single mom with 2 kids wrote: "I was engaged to a man that has drug problems and just could not take it anymore. unfortunately I am not working at this time only receiving unemployment which is not enough to pay everything. he was the main provider for the home so when he left/kicked out he took all money out of checking account and bills, rent did not go through account but all got returned causing my water bill to get cut off and others will be also soon."

CLC helped with her rent and gave her food and household and hygiene items.

Melanie Perkins, CLC Executive Director, had this comment about our event this year: "Community Lifeline Center's client-choice Lifeline Market is a HUGE part of what we do – and where Empty Bowls McKinney comes in, providing money to keep our food pantry (the most used service of our agency) stocked. In fact, over 80% of the food in our pantry is purchased with funds provided by Empty Bowls McKinney. We give away well over 60,000 lbs. of food through our Lifeline Market – Empty Bowls McKinney makes this possible. ***Empty Bowls McKinney is literally changing the face of hunger in McKinney!***"

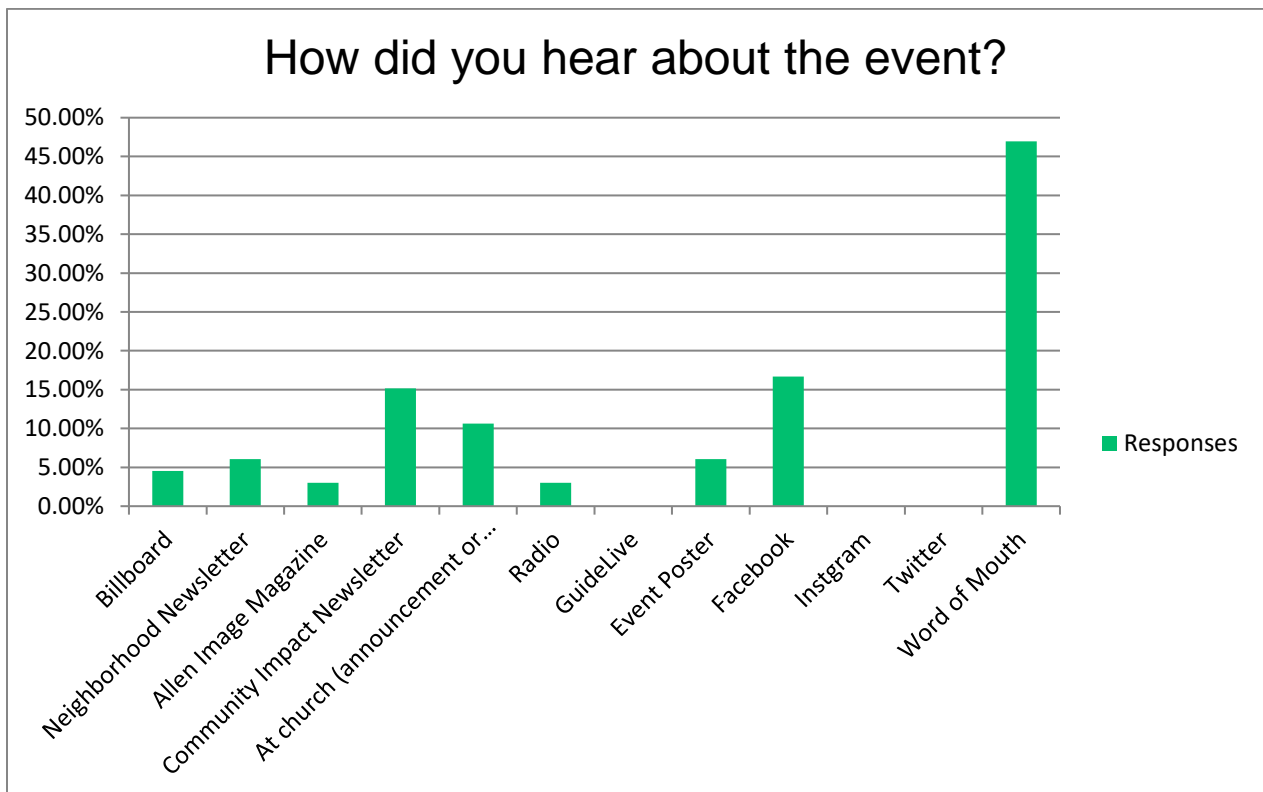
Goals and Objective Achieved

We set several goals for this year:

- Increase the attendance – This year, thanks to an improved check in process that drained the general admission line that was around the block in 11 minutes, we are confident that we had over 800 people at our event. We sold more tickets this year feel like attendance was increased over last year and our count is more accurate. We think we still have room to get to 1000 next year.
- Grow the number of artists involved - we have over 60 artists to the event who helped with event bowls and/or the art auction. We also grew our interaction with the art community. Our Art Auction was juried and limited to one bowl per artist. We have artists on our board and the bowl workshops are successful because of the artists.
- Connect with schools – we had participation from Allen High School, Liberty High School (Frisco) and Collin College art students. We're still figuring out how to grow this connection with McKinney ISD and other surrounding cities.
- Become McKinney's premier "Foodie" experience – Our amazing vendors, most local to the Downtown Square, brought an amazing selection of gourmet soups. Each booth was decorated to showcase the atmosphere of the vendor. Chefs were serving their specialties and talking with guests about ingredients and how/why they were chosen. Patrons were all discussing their favorites. Layered was voted "People's Choice" for their Smoked Salmon Chowder.

St. Peter's Episcopal Church
Empty Bowls McKinney 2018 Final Report

- Increase our presence on-line - We had a significant increase in our presence on Facebook this year. We've grown from 751 page "Likes" last year to 1231 today. We used our website – www.EmptyBowlsMcKinney.com – for calendar information, volunteer opportunities, auction information and ticket sales.
- Improve our presentation of the "hunger message" and increase awareness for Community Lifeline Center. We did a better job in our social media marketing to increase the awareness of food insecurity in McKinney. We also highlighted CLC and what they are doing to address hunger. We increased event signage about hunger and CLC and located the CLC booth in a more prominent location. Our raffle signs highlighted the huge impact a \$5 purchase can have to feed a family of 4 for a day. Overall, the message was much better presented and received.
- Market Empty Bowls McKinney publicly, inside and outside McKinney - Thanks to your generous grant, we were able to place ads in the Craig Ranch Newsletter, StarCreek Press (*Allen*) Newsletter, Stonebridge Ranch News, and the Twin Creek News (*Allen*) in April. We advertised in Allen Image (*Allen & Fairview*) in April as well as a brief article. We had an ad in the Community Impact Newsletter in April in the McKinney, Plano & Frisco editions. We had a front-page banner ad in April in the McKinney Courier-Gazette, the Allen Image, the Plano Star Courier and Frisco Enterprise. We advertised on KLAK and had an ad in Dallas Morning News GuideLive.com. And, we advertised on the billboard rider along Highway 75! We also utilized yard signs in McKinney and Allen, places posters around the square and around the towns. Below are the results of a survey asking where people heard about Empty Bowls McKinney. They were asked to check all that applied.

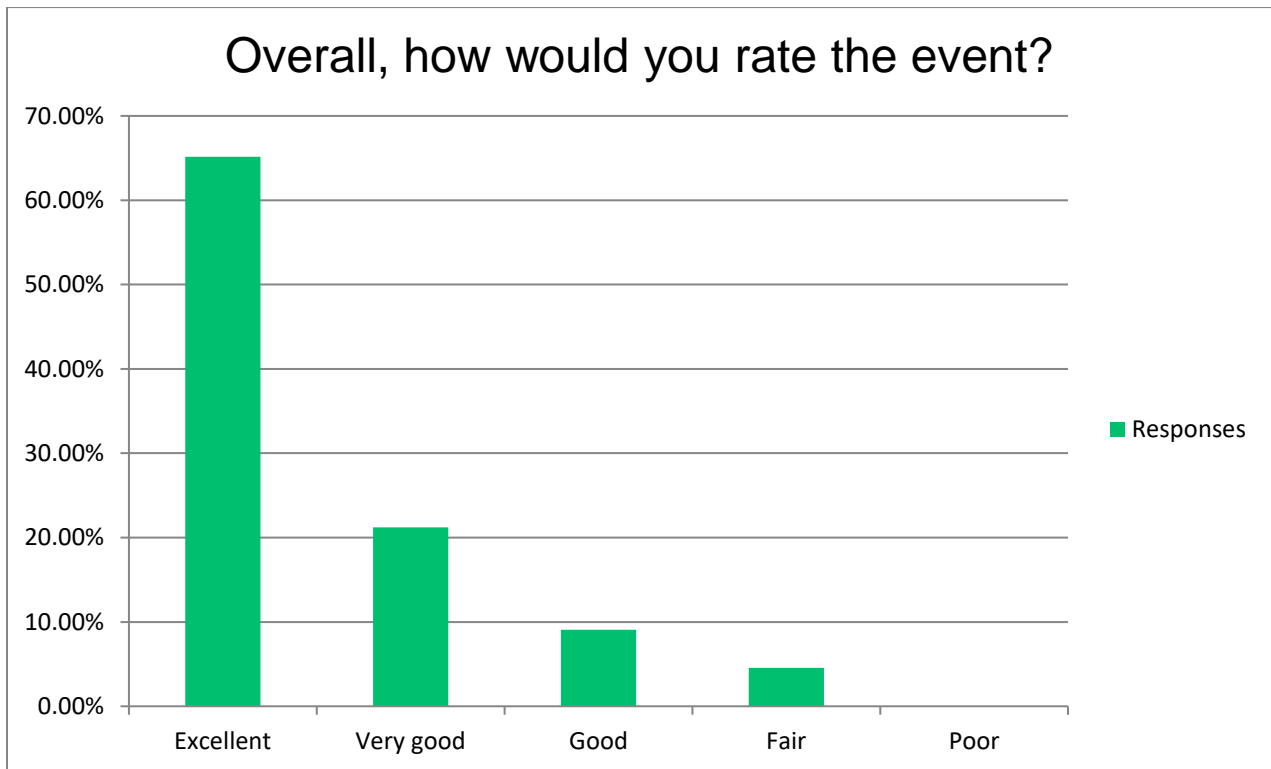


St. Peter's Episcopal Church
Empty Bowls McKinney 2018 Final Report

People also added these comments in the "Other" section:

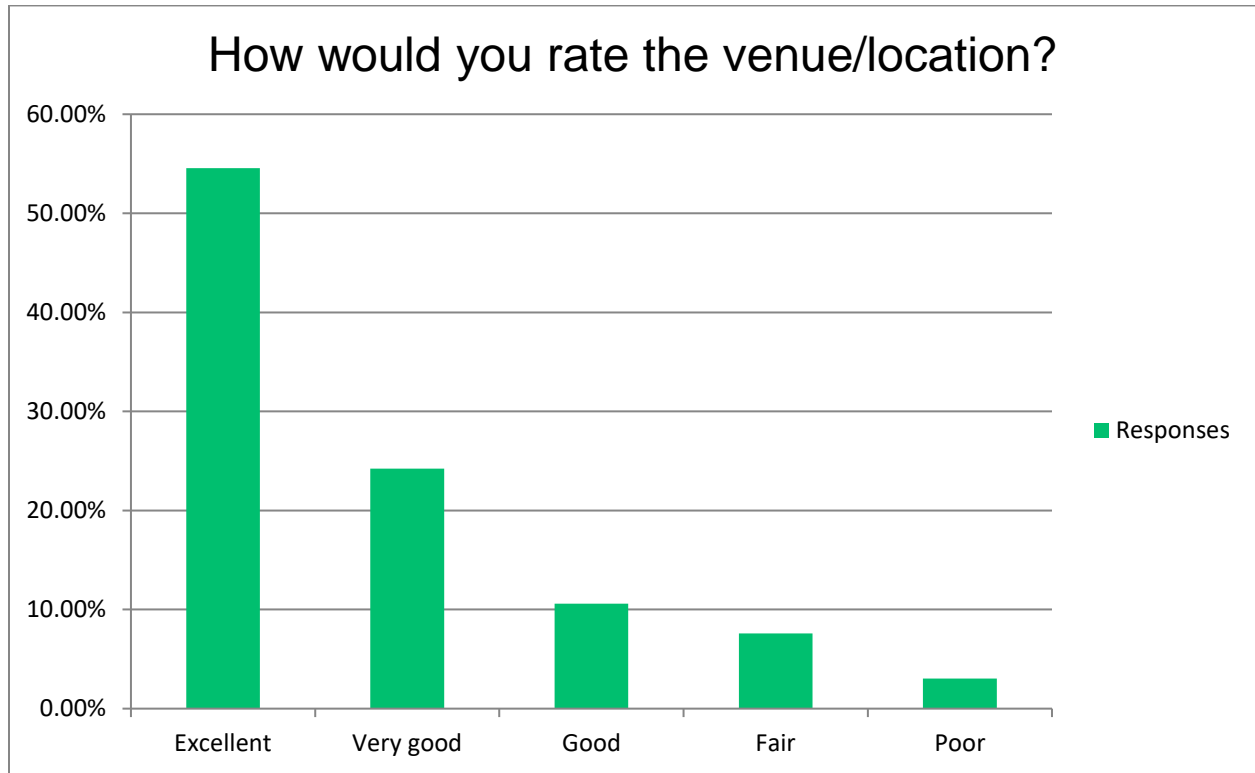
- I have donated glass bowls in the past and will continue to do.
- From friends at St. Peter's Church from the very first event.
- We've supported Empty Bowls for four years.
- Helped when it first started at St Peters
- friend and neighbor
- Community involvement
- involvement in the community
- McKinney Lions Club and we are supporters.
- Jazzercise
- One of the caterers works with my husband
- Signs all over town and I think the McKinney community paper.
- Can't recall. Have been the last couple of years.
- Have been to the event in Dallas many times so decided to try McKinney.
- Email
- I am a potter
- Read about it and went last year

Also, from the survey:



The percentage of those rating the event Excellent or Very Good was 86%

St. Peter's Episcopal Church
Empty Bowls McKinney 2018 Final Report



The percentage of those rating the venue as Excellent or Very Good was 78%

St. Peter's Episcopal Church
Empty Bowls McKinney 2018 Final Report

Financial Report

Event Income	2018 Budget	2018 Actual
Item		
MCDC Community Event Grant	\$7,500.00	\$7,500.00
Sponsorships	\$30,000.00	\$31,023.59
Donations	\$1,000.00	\$685.00
Bowl Making	\$1,000.00	\$1,710.58
Admissions	\$17,000.00	\$21,209.94
Art Auction Proceeds	\$4,000.00	\$5,404.00
Raffle Proceeds	\$3,000.00	\$2,201.00
Merchandise Sales	\$200.00	\$376.00
Extra Bowl Sales	\$2,500.00	\$2,560.00
Peoples Choice	\$500.00	\$377.60
After Event Sales	\$2,000.00	\$1,810.00
TOTAL	\$68,700.00	\$74,857.71

Event Expenses	2018 Budget	2018 Actual
Item		
Supplies	\$4,500.00	\$4,607.06
Kentucky Street rentals	\$4,500.00	\$4,466.68
MPAC rental	\$500.00	\$487.50
Sponsor Appreciation	\$1,000.00	\$627.70
T-Shirts (for volunteers & artists)	\$2,500.00	\$2,416.75
Benefit Bidding - online art auction	\$900.00	\$936.32
Bowl Making	\$1,500.00	\$1,213.01
Security at event	\$420.00	\$480.00
PayPal + Eventbrite	\$1,600.00	\$2,083.70
Advertising:	\$8,000.00	\$8,710.41
Signs	\$5,000.00	\$5,551.43
TOTAL	\$30,420.00	\$31,580.56

NET INCOME **\$38,280.00** **\$43,277.15**

Reserve \$2.25

Easter Basket supplies (for CLC) \$1,274.90

Check to Community Lifeline Center **\$42,000.00**

Amount to CLC / Total Income **58%**

St. Peter's Episcopal Church
Empty Bowls McKinney 2018 Final Report

Event Income Variances:

- Our donation amount is down, but a few more are “in the mail...”
- Adding the “Celebrity Auction” to the Art Auction had a great positive impact.
- Our admission numbers increased this year!

Event Expense Variances:

- PayPal + Eventbrite – we sold more tickets this year, so that increased our fees.
- Advertising – we made the choice to expand our advertising.
- Signs – we purchased 10 free standing floor sign holders that will be reused from year to year

MCDC Advertising Plan

Media	Budget for MCDC	Submitted to MCDC	Actual Event Expenses
Magazines & Newsletters	\$ 3,000.00	\$ 3,427.50	\$ 3,427.50
Banners & Posters & Cards	\$ 1,150.00	\$ 984.00	\$ 1,440.23
Newspaper	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00
Yard Signs	\$ 800.00	\$ 800.00	\$ 800.00
Facebook Posts	\$ 600.00	\$ 350.08	\$ 418.68
Radio	\$ 500.00	\$ 525.00	\$ 525.00
Billboard	\$ 450.00	\$ -	\$ 450.00
Web Based	\$ -	\$ 413.42	\$ 649.00
	\$ 7,500.00	\$ 7,500.00	\$ 8,710.41

Advertising Plan Variances:

- We spent more than budgeted on Magazine & Newsletter ads
- We overbudgeted the Facebook spending. With the amount we spent, we had a fabulous presence in social media
- I should have submitted the billboard receipt instead of the Dallas Morning New GuideLive receipt

St. Peter's Episcopal Church
Empty Bowls McKinney 2018 Final Report

Zip Code Analysis

Summary	Percentage
Out of State	1.2%
Allen	7.2%
Anna	0.7%
Arlington	0.2%
Bonham	0.7%
Carrollton	0.7%
Celina	1.0%
Colleyville	0.2%
Dallas	2.0%
Farmersville	0.7%
Frisco	1.0%
Frisco	0.2%
Georgetown	0.3%
Grand Prairie	0.3%
Lakewood Village	0.2%
McKinney	74.7%
Melissa	1.2%
Murphy	0.3%
Plano	4.9%
Point	0.5%
Princeton	0.3%
Prosper	0.8%
Ravenna	0.3%
Richardson	0.3%
Sanger	0.2%
Sherman	0.2%
	100.0%
% From Outside	
McKinney	25.3%

St. Peter's Episcopal Church
Empty Bowls McKinney 2018 Final Report

Advertising Examples

Billboard Rider:



Graphic in HOA Newsletters:



St. Peter's Episcopal Church
 Empty Bowls McKinney 2018 Final Report

Graphic in Community Impact Newsletters:

Blount fine foods 2018

EMPTY BOWLS
MCKINNEY

FIGHT HUNGER ONE BOWL AT A TIME

MAY 3 — 6:00 – 8:00 PM —
 McKinney Performing Arts Center
 111 N Tennessee St, McKinney, TX 75069
www.EmptyBowlsMcKinney.com

2018 VENDORS
 Blount Fine Foods, Caudalie Crest
 The Celt, Bernard's Gourmet Foods
 Harvest Seasonal Kitchen
 Hug's Cafe, Layered, Local Yocal
 McKinney's Sweet Spot, Patina Green
 The Pub, SNUG on the Square
 Square Burger, TUPPS, Whole Foods Market

WHOLE FOODS MARKET

Benefiting
community lifeline center
 help. hope. learn.

St. Peter's
EPISCOPAL CHURCH

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

Sponsors: First United Bank, Developing Solutions, Liberty National, Independent Bank

Graphic in Star Local Media Papers (banner on bottom of front page):

Blount fine foods 2018

EMPTY BOWLS
MCKINNEY

FIGHT HUNGER ONE BOWL AT A TIME

MAY 3
 — 6:00 – 8:00 PM —
 McKinney Performing Arts Center
 111 N Tennessee St, McKinney, TX 75069
www.EmptyBowlsMcKinney.com

WHOLE FOODS MARKET

2018 VENDORS
 Blount Fine Foods, Caudalie Crest
 The Celt, Bernard's Gourmet Foods
 Harvest Seasonal Kitchen
 Hug's Cafe, Layered, Local Yocal
 McKinney's Sweet Spot, Patina Green
 The Pub, SNUG on the Square
 Square Burger, TUPPS, Whole Foods Market

community lifeline center
 help. hope. learn.

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

Sponsors: First United Bank, Developing Solutions, Liberty National, Independent Bank

St. Peter's Episcopal Church
Empty Bowls McKinney 2018 Final Report

Facebook Boosted Ads:

Empty Bowls McKinney
Published by Angie Bado [?] · April 25 at 8:52pm · 🌐

Mayor Fuller and Maylee Thomas Fuller encourage everyone to bid on the fabulous bowls they made for Empty Bowls. Bid early and often! Start bidding today at <https://bit.ly/2qZH8FL>
#emptybowlsmcKinney



8,974 people reached

Boost Again

Empty Bowls McKinney
Published by Angie Bado [?] · April 28 at 2:29pm · 🌐

The Empty Bowls Celebrity Challenge is on! Melanie Perkins, Executive Director of Community Lifeline Center in McKinney, says, "Word on the street is that my bowl (#205) is the best bowl out there." Check out Melanie's bowl and all the beautiful hand-crafted bowls made by our local celebrities at <http://www.benefitbidding.com/auctions/listings/index.cfm...> Start bidding today and continue to bid at the Empty Bowls McKinney event on May 3. Community Lifeline Center
#EmptyBowlsMcKinney #fighthunger



4,180 people reached

Boost Again

St. Peter's Episcopal Church
Empty Bowls McKinney 2018 Final Report

 **Empty Bowls McKinney** Published by Jamie St.Clair [?] · April 22 at 6:12pm · 🌐

Announcing the menu for our 2018 Event: Blount Fine Foods, our title sponsor, is bringing Pork Ramen soup, Smoked Mac & Cheese and Coconut Lentil soup. Whole Foods Market, our presenting sponsor, is bringing "Hole Foods" Salted Caramel & Chocolate drizzled holes. The Celt Irish Pub is serving the Roasted Cream of Red Bell Pepper soup. Bernard's Gourmet Foods is dishing up Chipotle Tortilla Soup. Harvest Seasonal Kitchen is ladling Garlic Potato @ Duck Broth w/Daikon Rad... See More



2018 Soup List!

Empty Bowls McKinney 2018
Empty Bowls McKinney was started in 2012 to combat hunger in northern Collin County. Artists, art studios and members of the community create handcrafted bowls. Guests are invited to sample soups from local vendors and to take home a...

EVENTBRITE.COM [Book Now](#)

 4,251 people reached [Boost Again](#)

St. Peter's Episcopal Church
Empty Bowls McKinney 2018 Final Report

Event Pictures:



St. Peter's Episcopal Church
Empty Bowls McKinney 2018 Final Report



St. Peter's Episcopal Church
Empty Bowls McKinney 2018 Final Report



St. Peter's Episcopal Church
Empty Bowls McKinney 2018 Final Report



St. Peter's Episcopal Church
Empty Bowls McKinney 2018 Final Report



St. Peter's Episcopal Church
Empty Bowls McKinney 2018 Final Report



Metrics

- I. **Attendance:** We expect to bring 1000 people to the McKinney Square on a Thursday night in May 2018 and positively impact the businesses who participate in our event and/or are located nearby.

We came close to our goal with around 800 attendees.

- II. **Non-McKinney Attendance:** We expect to maintain our non-McKinney participation at more than 20% of the participants in 2017.

In 2018, 25.3% of the people who attended live outside McKinney

Monetary Impact: We expect to raise at least \$65,000 in gross proceeds and contribute \$35,000 to Community Lifeline Center.

This goal was definitely accomplished with \$42,000 going to CLC!