

MCDC final report- 2018 SMILES CHARITY

My name is Dr. Jennifer Buchanan and my orthodontics practice has been in McKinney for over 22 years. Over the past 11 years with the help of my dental colleagues, MCDC, area businesses, corporations, and McKinney citizens Smiles Charity has built 13 homes for deserving families. Our 14th home will be completed in 2019. Smiles Charity has provided 11 family concerts with top-notch entertainment for 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 2018 Smiles Charity Concert

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 Living Magazine**
- c. Email blasts to our fans and supporters**
- d. Our website, Facebook, Twitter, Instagram**
- e. Jumbotron featuring our top sponsors at the Smiles Concert**
- f. Banners for top sponsors**
- g. 40,000 glossy booklets listing Smiles Charity history, sponsors, and activities**

The 2018 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 2018 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 Unique by Nature.**

SMILES CHARITY CELEBRATES 11 YEARS OF BUILDING HOMES FOR DESERVING FAMILIES



Thank you to our sponsors for making our 2018 Smiles Charity Concert a great success!! Both of our wounded veteran recipient families are truly grateful! Please Save the date Sunday May 26, 2019 for our next Smiles Charity concert!

For more information, go to SmilesCharity.org

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SMILES CHARITY SPONSORS 2018

TITLE CREST CARS.COM HOME CENTURION AMERICAN VIP DR. BUCHANAN ORTHODONTICS, TRAXAS FIREWORKS JOHNNY B. COMPANY FESTIVAL DR. DONALD NIX/ORAL AND MAXILLOFACIAL SURGERY, SIMPSON STRONG TIE
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2018 CrestCars.com Smiles Charity

CONCERT ENTERTAINS THOUSANDS!



Our 11th Annual Smiles Charity Concert was a great success thanks to the support of the community! Over 8,000 fans attended the event and made donations to help two wounded veteran families this year. A new handicap accessible home will be built for Sgt. Coe Coker and his family. Sgt. Colt Floyd and his family will have a special remodel of their home to accommodate for Colt's PTSD. The event began with a WWII airplane flyover. Music was provided by the Keith Owens Band and the Maylee Thomas Band. Country sensation Joe Nichols headlined the 2018 Smiles Charity Concert. A spectacular fireworks display closed out the event.

A Special Thanks to Our Sponsors!



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For more information and photos visit
www.SmilesCharity.org

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