

## Promotional and Community Event Grant Application

Company Name	Texas Women Society
Federal Tax I.D.	883219610
Incorporation Date	07-13-2022
Mailing Address	PO Box 250128, Plano, TX, 75025
Phone Number	(214) 799-0799
Email	<a href="mailto:texasws12@gmail.com">texasws12@gmail.com</a>
Website	<a href="http://www.texasws.org">www.texasws.org</a>
Social Media	<a href="https://www.facebook.com/texasws">www.facebook.com/texasws</a> , mckinneyasianfestival, NA, NA

Please provide a detailed narrative about your organization including years established, mission, goals, scope of services, staff, successes, contribution to community, etc.

Founded in 2022, the Texas Women Society (TWS) was established to create a strong and supportive platform for women to showcase their talents and capabilities. Our mission is to help women enjoy life, grow personally and professionally, and contribute meaningfully to the community. TWS hosts a variety of events to serve both our members and the broader public:

Monthly small-group events focused on personal development, wellness, and joyful living—such as workshops, group discussions, and social activities.

2–3 large-scale cultural festivals annually, celebrating diverse traditions, promoting cultural understanding, and fostering community connections.

Past events include the McKinney Asian Festival, Moon Festival, tea ceremony performances, calligraphy showcases, wellness seminars, and craft workshops for children and adults.

Select One Nonprofit 501(c)3 (Attach copy of IRS Determination Letter)

IRS Determination Letter for 501(c)3 [tw5\\_501C3\\_aproval.pdf](#)

Noteworthy recognitions or awards in the last two years. NA

Representative Completing Application	Jennie Shen President
Mailing Address	2023 Cupressus Court, Allen, Texas, 75013
Phone Number	(214) 679-1853
Email	<a href="mailto:texasws12@gmail.com">texasws12@gmail.com</a>
Contact for Communications Between MCDC and Organization	Jennie Shen President
Address	2023 Cupressus Court, Allen, TX, 75013
Phone Number	(214) 679-1853
Email	<a href="mailto:texasws12@gmail.com">texasws12@gmail.com</a>
Funding - Total Amount Requested	13500
Are matching funds available?	No
Will funding be requested from any other City of McKinney entity (e.g. Visit McKinney, Arts Commission, City of McKinney Community Support Grant)?	No
Have you received or will funding be requested from other organizations / foundations?	No
Provide name of organization / foundation funding source and amount.	NA

Has a request for funding for this Promotional / Community Event been submitted to MCDC in the past five years?

Yes

Please list.

2024

Board of Directors

Jennie Shen, Catherine Chen, Jin Geng, Hong Fei

Board of Directors Attachment

[JennieShen\\_resume.pdf](#)  
[catherine\\_resume.pdf](#)  
[jingeng\\_resume.pdf](#)  
[Hong\\_resume.pdf](#)

Leadership Staff

Jennie Shen, Catherine Chen, Jin Geng, Hong Fei

Leadership Staff Attachment

[catherine\\_resume\\_5079.pdf](#)  
[JennieShen\\_resume\\_7448.pdf](#)  
[Hong\\_resume\\_1038.pdf](#)  
[jingeng\\_resume\\_656.pdf](#)

Date(s) of Event

10/03/2025-10/04/2025

Location(s)

McKinney City Hall

Event(s) open to the public?

Yes

Ticket Prices

Free to public

Describe the target audience for the event(s).

Families and youth groups in the McKinney local community, as well as individuals and groups from the broader DFW area.

Is this the first for this event?

No

If not, what is the history for the event (annual / biannual since what year)?

This will be our second year following the 2024 Moon Festival, but it will be held at a different park. While similar in spirit to the Moon Festival, this event will place a stronger focus on street food and cultural art. The new location offers a much-improved setting, especially since last year's large turnout made space at the previous venue quite limited.

How does event showcase McKinney for tourism and/or business development?

1. Showcasing Cultural Diversity The festival celebrates Asian cultures, making McKinney stand out as a welcoming, diverse city. This can attract visitors who are interested in cultural events and make McKinney a more appealing destination.
2. Supporting Local Businesses The festival provides a platform for local businesses—especially those owned by Asian entrepreneurs—to showcase their products and services. This encourages people to explore McKinney's shops, restaurants, and local vendors.
3. Attracting Investment and Partnerships The festival positions McKinney as a city that can successfully host large, diverse events. This can attract investors and businesses interested in the area's growth potential.
4. Promoting McKinney's Tourism Infrastructure The festival showcases McKinney's event spaces, hotels, restaurants, and other tourism infrastructure. This can make the city more attractive to event planners and tourists looking for a great destination.
5. Regional Collaboration The festival brings together local businesses and cultural groups, helping build relationships with other cities and regions. These connections can boost McKinney's profile as a cultural and business.
6. Building McKinney's Reputation as a Cultural Hub Over time, the festival can establish McKinney as a cultural destination. With more events like it, McKinney can become known as a place where diverse cultural experiences are celebrated.

Expected attendance. 4000-5000

Expected number or percentage of attendees coming from outside of McKinney. 80%

Does the event support a non-profit (other than applicant)? Yes

If yes, what organization(s) are supported? Texas Women Society

What percentage of revenue will be donated (indicate gross or net)? 0

Gross Revenue 22500

Projected Expenses 46700

Net Revenue 0

Other Funding Sources Sponsorship, vendor fee, Personal donation

Provide a detailed narrative of the event(s) including mission, goals, activities, schedule, production timeline, goals for growth / expansion, etc.

#### Event Overview:

We are planning a two-day cultural event beginning on Friday, October 3rd, with activities continuing through Saturday, October 4th. This event builds on the momentum of our 2024 Moon Festival, with a new location to better accommodate the growing crowd and enhance the overall experience.

#### Mission and Goals:

Our mission is to celebrate cultural diversity through food, art, and interactive experiences. The goals of this event are to:

Promote cross-cultural understanding

Engage families and youth in creative activities

Provide a platform for local artists and performers

Expand community participation and regional visibility

#### Event Schedule & Activities:

Day 1 – Friday Evening (Oct 3rd, after work hours):

Opening night celebration focused on food and drinks

Street food vendors and drink stalls

Live DJ and music performances to create a vibrant, energetic atmosphere

Day 2 – Saturday (Oct 4th, 11:00 AM – 9:00 PM):

A full-day family-friendly experience highlighting art and hands-on workshops

Activities for all ages, including:

Tea ceremony presentations

Noodle-making demonstrations

Face painting for kids

Cultural craft workshops

Special Feature: Cosplay competition

Evening program includes live DJ sets and dance group performances showcasing contemporary talent

Additional Programming:

A 1–2 week art exhibition hosted at City Hall featuring local artists and cultural displays leading up to the event

Production Timeline:

June–July: Finalize venue and permits, confirm vendor and artist participation

August: Launch marketing campaign, begin art display coordination with City Hall

September: Final event logistics, volunteer coordination, and walkthroughs

October: Event execution and post-event evaluation

Goals for Growth & Expansion:

Increase attendance by 30% from the previous year

Attract broader participation from the DFW metroplex

Develop ongoing partnerships with local artists, businesses, and city officials

Position the event as a signature cultural celebration for the region

Provide a detailed marketing plan and budget for the event(s).

Social media will remain our primary marketing channel, leveraging platforms such as Facebook, Instagram, and local community groups to reach a wide audience. In addition, we will print and distribute flyers throughout the community, including local businesses, libraries, and schools.

Based on our previous experience, aggressive promotion is essential to drive attendance and visibility. We will also actively support our vendors and performers by featuring them in our promotional materials, helping them share the event with their own networks to broaden our reach.

A detailed marketing budget will include:

Social media ads and boosted posts

Flyer design and printing

Volunteer or staff support for distribution

Digital marketing tools (e.g., email campaigns, Eventbrite promotion)

Media outreach (local newsletters, blogs, or community calendars)

Plan should include promotional channels (print ads including publication names, social media, radio, posters, flyers, yard signs, etc.)

Promotional Channel	Budget
Social media	9000
print out flyer and poster	2500
newspaper advertising	3000
yard sign	1500

Event Marketing Plan and Budget Attachment [MAFA2025\\_marketing\\_plan.pdf](#)

Total Promotional Budget 17200

What percentage of the total marketing budget does the grant represent? 75%

Attendance from previous event(s), if applicable 4000-5000

Marketing lessons learned from past (what worked and what did not).

Our past marketing efforts have provided valuable insights into audience behavior and platform effectiveness:

Platform-Specific Audiences:

Facebook and Instagram attract different demographics—Facebook remains effective for reaching families and older adults, while Instagram is better for engaging younger users. However, many younger Asian audiences are more active on platforms like TikTok, Redbook (Xiaohongshu), and WeChat, which were underutilized in our past campaigns.

Audience Composition:

Our previous events primarily attracted families with children, which aligned well with our community-based promotions and Facebook outreach. However, we aim to broaden our reach

by attracting more young adults participants who are culturally curious and engaged with digital trends.

#### Balanced Platform Strategy Going Forward:

To address these gaps, we plan to evenly distribute marketing efforts across major platforms:

- Facebook for families and local community groups

- Instagram for event visuals and engagement with young professionals

- TikTok for short-form, viral-friendly content targeting Gen Z

- Redbook/Xiaohongshu for reaching young Asian women and influencers

- WeChat for Chinese-speaking community promotion

This diversified approach will help us reach a broader, more balanced audience and ensure higher engagement from both returning and new attendees.

How will you measure success of your event and marketing campaign? (attendance, website hits, social media indicators, etc.)

We will measure the success of the event and marketing campaign in the following ways:

Total number of attendees- One method is to count base on the program package we distribute at entry.

#### Online Reach

- Website subscription and Eventbrite RSVPs

- Social media engagement (likes, shares, comments, reach)

- Growth in followers and ad performance (views and clicks)

- Vendor & Partner Feedback

- Surveys to vendors, performers, and sponsors

- Number of returning vendors and new applications

- Attendee Feedback

Surveys during and after the event

Please include examples of past marketing efforts (screen shots of ads,

<http://mckinneymoonfest.org/>

There is no attachment feature in this field where i can upload examples.



posters, social posts,  
radio text, etc.)

Budget [MAFA2025 budget plan.pdf](#)

What percentage of  
Project / Promotional /  
Community Event funding 50%  
will be provided by the  
applicant?

Are matching funds  
available? No

Sponsorship Revenue 10000

Registration Fees 22500

Donations 5000

Other (raffle, auction,  
etc.) 0

Metrics to Evaluate  
Success: Outline the  
metrics that will be used  
to evaluate success of  
the proposed Promotional  
/ Community Event. If  
funding is awarded, a  
final report will be  
required summarizing  
success in achieving  
objectives outlined for the  
event.

We will measure the success of the event and marketing  
campaign in the following ways:

Total number of attendees- One method is to count base on  
the program package we distribute at entry.

Online Reach

- Website subscription and Eventbrite RSVPs
- Social media engagement (likes, shares, comments, reach)
- Growth in followers and ad performance (views and clicks)
- Vendor & Partner Feedback
- Surveys to vendors, performers, and sponsors
- Number of returning vendors and new applications
- Attendee Feedback

Surveys during and after the event

Budget [Financial Overview and Grant Impact.pdf](#)

Financial Statements [Final\\_financialstatement\\_maf.pdf](#)

IRS Determination Letter  
(if applicable) [135\\_tws\\_501C3\\_aproval\\_7996.pdf](#)

W9 [twc\\_w9\\_2024.pdf](#)

We certify that all figures,  
facts, and representations  
made in this application,  
including attachments,  
are true and correct to the  
best of our knowledge.

Chief Executive Officer  Hidden to protect your privacy

Date  Hidden to protect your privacy

Representative  
Completing Application  Hidden to protect your privacy

Date  Hidden to protect your privacy

## **2025 McKinney Asian Food and Art Festival (MAFA-name to be finalized) – Marketing Plan**

The McKinney Asian Food and Art Festival is a signature cultural event celebrating Asian heritage through street food, live performances, workshops, and art showcases. Our marketing strategy is designed to maximize visibility, community engagement, and attendance across McKinney and the broader DFW area.

### **Key Marketing Channels**

#### **1. Social Media Campaigns**

- Platforms: Facebook, Instagram, TikTok, Wechat and Red Book
- Content includes countdowns, food vendor previews, artist highlights, and behind-the-scenes videos
- Paid ads targeting families, foodies, and cultural event seekers in the DFW metroplex

#### **2. Community Outreach**

- Collaborations with local schools, libraries, and cultural centers
- Distribution of flyers, posters, and event postcards at community hubs and Asian-owned businesses

#### **3. Email Marketing**

- Targeted email campaigns to past attendees, sponsors, and partner organizations
- Early RSVP incentives and program announcements

#### **4. Vendor & Performer Cross-Promotion**

- Provide media kits for vendors and performers to promote on their platforms
- Spotlight series featuring their stories, menus, and event preparations

#### **5. Eventbrite & Website Promotion**

- Featured listing on Eventbrite with RSVP tracking
- Updates and schedule posted at [www.TexasWS.org](http://www.TexasWS.org)

#### **6. On-Site Signage and Pre-Event Banners**

- Strategically placed banners in high-traffic McKinney areas 2 weeks before the event
- Clear directional signs and branded displays at the event

## **Financial Overview and Grant Impact**

Texas Women Society is a volunteer-led nonprofit with a modest budget sustained through donations, small sponsorships, and event-based revenue. While our team is passionate and resourceful, most of our marketing and design work has been done by volunteers with limited professional experience.

This grant will help us elevate our promotional efforts by allowing us to access professional marketing services or AI-powered tools to improve the quality and reach of our outreach campaigns. With enhanced visuals, targeted digital promotion, and improved branding, we can better attract the community's attention and participation.

Based on our experience, strong marketing drives not only higher attendance but also greater interest from vendors and potential sponsors. This grant will directly support:

- Professionally designed marketing materials (flyers, banners, social media graphics)
- Targeted advertising across digital and local channels
- Improved event branding and visibility
- Stronger community engagement and partnerships

By expanding our promotional capacity, this funding directly supports our mission to connect, empower, and inspire through culturally enriching events.

# Final Report for 2025 McKinney Asian Festival

## Overview

The Texas Women Society successfully hosted its second annual **McKinney Asian Festival** in 2025. Building on our experience from the previous year at the same location, we made significant improvements in vendor placement, decoration planning, and event logistics.

Unfortunately, this year's event faced unexpected challenges due to unfavorable weather. Despite the rain and cold wind, with the dedication of our volunteers, performers, and the unwavering support of the community, the event was still a meaningful and successful celebration of Asian culture.

## Budget vs. Actual Expenditures

Expense Category	Budgeted Amount	Actual Amount	Variance	Explanation for Variance
Marketing and Promotion				
Social Media and design	11000	\$9775	-\$1225	This is within budget. Compared to our first year, we had more experience and received support from volunteers to reduce costs.
Print out	4000	\$2750	-\$1250	We planned ahead and ordered a large quantity of print materials directly from the printing company at a discounted rate.
Newspaper	\$3000	\$3000	\$0	No variance. Aligned with budget.
Operation Cost				
Performer's cost	\$3500	\$2300	-\$1200	We partnered with other organizations and exchanged performance services, helping to lower the cost.
Amenity (Stage, Toilets, Trash)	\$17850	\$9932	-\$7918	To reduce costs, vendors provided their own tents. We also received 50 sets of tables and chairs from Andrew's office, significantly lowering rental costs.
Decorations	\$5500	\$3250	-\$2250	Due to poor weather forecasts, we scaled back on decoration installations.
Miscellaneous	\$1300	\$3100	\$1800	Because of the weather, we purchased raincoats for volunteers and visitors, added water-cleaning services for the stage, and extra tarps to prevent muddy conditions.

## Participation & Attendance

- Performers: 34 performance groups, totaling over 150 individual performers
- Volunteers: 95 volunteers worked in different shifts from 7:00 AM to 5:00 PM
- Vendors: 50 vendors registered; 35 were able to attend due to weather
- Visitors: We estimated over 1,200 attendees, based on the number of festival programs distributed

While the cold weather shortened the length of visitor stay, food vendors still reported strong sales, and audience feedback was overwhelmingly positive.

### Community Impact

The McKinney community's response deeply moved us. Even though we didn't reach the same attendance numbers as 2024, the kindness and encouragement we received reminded us of why we do this work. We feel incredibly welcomed and supported in this community, which motivates us to continue building inclusive and enriching cultural experiences.

When we saw the photos and videos shared by our marketing team after the event, many of us were brought to tears. The smiles, the performances, and the spirit of resilience told a powerful story — one of unity, celebration, and commitment.

### Volunteer & Performer Appreciation

The message we sent to our volunteers and performers speaks from the heart:

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#### Dear Volunteers,

We are truly grateful for your support at the McKinney Asian Festival. On this special day—with rain, cold, and strong winds—you stood by us and showed incredible dedication and commitment.

Many people asked why we didn't cancel the event. The weather forecast gave us hope for a clearer day after the rain, but more importantly, we didn't want to give up or disappoint our community. Together, we stood strong with unity and spirit.

After today, one thing is clear: we can handle anything as a team.

From the bottom of my heart, thank you. Please continue to support us and stay connected with us in every way you can.

With deep appreciation,  
Texas Women Society

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This message reflected not only our gratitude but also our deep respect for the community that made the event possible.

### Looking Ahead

Inspired by this year's festival, we are already planning new events, including a Fall Food & Art Festival and Tea Ceremony performances. We will continue to strengthen partnerships, improve logistics, and engage even more deeply with the community.

Thank you to the City of McKinney, our sponsors, volunteers, vendors, and attendees for making the 2025 McKinney Asian Festival a meaningful success despite the challenges.

# JENNIE SHEN

Jennie\_yyang@hotmail.com

2023 Cupressus Ct • Allen, TX 75013 • (214) 679-1853

## EDUCATION

Shanghai Jiaotong University Medical School	Bachelor of Biomedical Engineering,	July 1991
Texas Heart Institute	Post Bachelor of Perfusionist,	July 1996

## EXPERIENCE

**MD Anderson Cancer Center** – *Research Assistant*; Houston, TX  
September 1992 – July 1995

**Cardiac Perfusion Services** – *Licensed Perfusionist*; Dallas, TX  
July 1996 - August 1999

**Dallas Semiconductor/Maxim IC** – *Webadmin and Webdesign*; Dallas, TX  
Dec 1999 – Feb 2012

**Farmers Insurance** – *Independent Insurance Agency*; Allen, TX  
May 2012 - Present

**Real Estate Investor** – *Independent Real Estate Investor*; DFW area, TX  
May 2015 – Present

**Texas Women Society** – *President*  
May 2022 - Present

### About Texas Women Society

Texas Women Society is dedicated to supporting and connecting women in our community. Our events aim to provide monthly events that celebrate the interests and educational needs of our members. We believe that by coming together, women can form lasting bonds and create meaningful change in their lives and the lives of others.

### About me

As a mother of two daughters and President of Texas Women Society, I am dedicated to promoting the growth and prosperity of women in our community. My mission is to use my leadership and organizational skills to help our society reach new heights. We are a community of like-minded women who strive to empower each other and make a positive impact in our society. Come join us and become a part of this ever-growing community!

As the President of Texas Women Society, I am proud to lead an organization that seeks to empower and inspire women in all walks of life. As a small business owner and a mother of two daughters who have recently flown the nest, I have been through the challenges and joys that come with being a woman in today's world. I am dedicated to promoting the growth and prosperity of women in our community. My mission is to use my leadership and organizational skills to help our society reach new heights. I am committed to help others on their journey to success and fulfillment, and to fostering a community of support and encouragement.

## Catherine You Chen

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4455 LBJ Freeway STE 1009 Dallas TX 75244 (214) 263-8488 [cchen.educph@gmail.com](mailto:cchen.educph@gmail.com)

With vision, passion, and enriched experience in the international education business, I led the team to grow the company to fourteen offices in China, four regional centers in America, over 20 million USD revenue per year. I believe the education has the ability to transform lives, both inside the classroom and outside of it—including on the field, in the studio or with the host family.

### Professional Work Experience

China Project Hope Inc. Dallas  
Executive Director

2007-present

- The first one to promote the American High school Exchange program (J1) to the Chinese market, and to expand it to the private middle and high school(F1) as well as colleges and universities

- Setting up the screen standard to control the quality and to provide the college counseling training to agencies

- The first one to set up the shadow program for international students to come over the US to experience the high school and the college lives

- Tailor the different short-term program as well as the Sino-American programs

- Coaching and mentoring each student in my program

- Organizing Sino-American Headmaster Round table and leading American high school students to teach in China

- Developing the market in India and Vietnam

Southern Methodist University Dallas  
Assistant of Global Development of business school

2006.3-2006.11

- Coordinating the director to build business relationship with different companies

- Developing the practical routines for the MBA students to visit

- Arranging the symposium

- Managing the daily operation with the students

William Chu Law Office Dallas  
Manager of Asian market

2003-2005

- Developing the Asian market, especially the Chinese market

- Facilitating the law firm to expand the business in China

- Strengthened the Asian team communication network

Federal Express International Co. Hongkong  
Head of Customs Clearance/Internal Trainer of Southern China

1995-1999

- Communicating with the clients to inform the customs' issues

- Clearing the packages, goods

- Conducting with the clients to address the emergency matters

- Training the Fedex team in China and evaluating the quality control

### Education



University of California at Berkeley	Certificate of Admission Counseling and Career Planning	2016
University of Texas at Arlington	MBA in Finance & Accounting	2000-2003
University of Utah	Computer science	1992-1995
Guizhou Economics and Finance University		1989-1992

#### Community

Founder of Texas Women Society in Plano, organized many events for local women and to build a sisterhood for them to help each other  
Founder of 9 Fortunes Women Club

## **LISA HONG FEI**

3908 Inverness Lane

Plano TX USA

Tel: 972-963-0257

Email: hongfei77@yahoo.com

## **OVERVIEW**

- 26 years of working experience on SoC(system on chip)/ASIC system design / verification using Cadence, Synopsys EDA tools, System Verilog, Specman, VHDL, Verilog, C/C++, Perl/Tcl/Python and Assembly.
- Strong SoC/ASIC design verification skills, such as assertion based verification, directed random verification and coverage driven verification, etc.
- Expertise on creation of verification plans, testbenches and testcases.
- Familiar with computer architecture, Processor, Memory Controller, USB and DMA controller, etc.
- Operating Systems: UNIX, Linux, Windows etc.

## **WORK EXPERIENCE**

- **Texas Instrument**

**May 2005 – Present**

**Project Team leader of ATI SoC design verification**

- Conducted design, debug and verification for complex system on chip used on automobile and industry.

- **Lightpass Inc., Ottawa, Ontario, Canada**

**January 2002 – April 2005**

**SoC Design/Verification Engineer**

- Conducted SoC/ASIC chip design, debug and chip integration using Verilog (RTL coding).

- **Mitel Networks Corporation, Ottawa, Ontario, Canada**

**September 2000 -- November 2001**

**Telecommunication IC Design Engineer**

- Conducted ASIC design, debug and chip integration using Verilog (RTL coding).
- Created block level and chip level testbench for ASIC verification using Verilog and C.
- Verified chip level and block level ASIC chips used in high speed communication systems using Verilog, VCS and C/C++.
- Created specification, test plans and testcases.

- **KuaiWei Telecommunication&Electronic Tech. Ltd., Hangzhou, Zhejiang, China**

**May 1996 -- March 2000**

**Computer Network Design/Field Engineer**

- Translated legacy call control software written in Pascal and M68000 assembly to C++.
- Modified the existing code to meet new coding standards.
- Used Perl and automation test tool to develop testcases. Wrote test plan documents.

- **Huawei Technology Ltd., Shenzhen, Guangdong, China**

**September 1990 -- April 1996**

**Telecommunication Design/Field Engineer**

- Conducted functional test, system test and troubleshooting for PBX.
- Developed software in C on Unix system for PBX circuit board automatic testing system in manufacturing.
- Wrote PBX circuit board functional verification plan according to the design specifications, including customer application and administration software test.
- Did electronic test instruments and equipment installation and calibration in switch, PBX workshop, such as digital oscilloscope, signal generator, network analyzer, error analyzer, etc.
- Installed and tested switch, PBX and accessory facilities on customer site.
- Product support and repair for switch and PBX on customer site.

## **EDUCATION**

B. Eng., Electronic Engineering, China JiLiang University, 1990

Jin Geng

- B.S. in Biology, Wuhan University, China
- M.A. in Law, Wuhan University Law School, China

1999–2007— Ping An Insurance Group, China

Held legal and mid-level management roles across Ping An Trust, Ping An Group HQ, and Ping An Real Estate. Focused on legal affairs, compliance, business operations, and human resources.

2008–2014 — VP of Legal & HR, Internet Startup, Shenzhen, China

Led legal and HR departments, supported company growth and operations, and played a key role in the company's successful IPO on the New York Stock Exchange in 2013.

Since 2014 — Residing in the United States

## **2025 McKinney Asian Food and Art Festival (MAFA-name to be finalized) – Budget Plan**

### Income:

- Vendor fee, 50 vendors, two days, \$450 = \$22500
- Grant:\$12500

### Expense

#### **1. Performance, DJ Services, and performance Lighting: \$8,500**

This budget covers paying for performers, DJs(including sound equipment and technical support.), and lighting for the singer and dancer to create an exciting atmosphere, especially for the evening part of the festival.

#### **2. Operation cost. (Event Equipment Rental and Amenity): \$17,500**

- 1) Table/Chair/Tent, generators, lighting \$5500
- 2) Insurance, Police officer, Mobile Toilet, Waste Service, Traffic Control \$12000

#### **3. Decoration of the Event: \$3,500**

This covers decorations like banners, flags, and stage backdrops to make the festival look festive and represent different Asian cultures.

#### **4. Marketing: \$17,200**

- 1) Social Media and Digital Market: \$9000
- 2) Print out \$4000
- 3) NewsPaper \$3000
- 4) Yard sign: \$1200

#### **5. Miscellaneous: \$1,500**

This covers any unexpected cost such as bad weather day

Texas Women's Society  
Balance Sheet  
As of December 31, 2024

	Dec 31, 24
ASSETS	
Current Assets	
Checking/Savings	
Chase-0096	3,050.00
chase5006	15,489.58
Total Checking/Savings	18,539.58
Total Current Assets	18,539.58
TOTAL ASSETS	18,539.58
LIABILITIES & EQUITY	
Equity	
Unrestricted Net Assets	6,592.49
Net Income	11,947.09
Total Equity	18,539.58
TOTAL LIABILITIES & EQUITY	18,539.58

Texas Women's Society  
Balance Sheet  
As of December 31, 2023

	Dec 31, 23
ASSETS	
Current Assets	
Checking/Savings	
chase5006	5,238.23
SWBANK	6,354.26
Total Checking/Savings	11,592.49
Total Current Assets	11,592.49
TOTAL ASSETS	11,592.49
LIABILITIES & EQUITY	
Equity	
Opening Balance Equity	5,000.00
Unrestricted Net Assets	440.98
Net Income	6,151.51
Total Equity	11,592.49
TOTAL LIABILITIES & EQUITY	11,592.49



Department of the Treasury  
Internal Revenue Service  
Tax Exempt and Government Entities  
P.O. Box 2508  
Cincinnati, OH 45201

TEXAS WOMEN SOCIETY  
PO BOX 250128  
PLANO, TX 75025

Date:  
01/25/2023  
Employer ID number:  
88-3219610  
Person to contact:  
Name: Customer Service  
ID number: 31954  
Telephone: 877-829-5500  
Accounting period ending:  
December 31  
Public charity status:  
509(a)(2)  
Form 990 / 990-EZ / 990-N required:  
Yes  
Effective date of exemption:  
June 07, 2022  
Contribution deductibility:  
Yes  
Addendum applies:  
No  
DLN:  
26053419001743

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to [www.irs.gov/charities](http://www.irs.gov/charities). Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

Sincerely,

*Stephen A. Martin*

Stephen A. Martin  
Director, Exempt Organizations  
Rulings and Agreements



**Request for Taxpayer  
Identification Number and Certification**

Go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9) for instructions and the latest information.

**Give form to the  
requester. Do not  
send to the IRS.**

**Before you begin.** For guidance related to the purpose of Form W-9, see *Purpose of Form*, below.

Print or type.  
See Specific Instructions on page 3.

**1** Name of entity/individual. An entry is required. (For a sole proprietor or disregarded entity, enter the owner's name on line 1, and enter the business/disregarded entity's name on line 2.)

**Texas Women Society**

**2** Business name/disregarded entity name, if different from above.

**3a** Check the appropriate box for federal tax classification of the entity/individual whose name is entered on line 1. Check only **one** of the following seven boxes.

☐ Individual/sole proprietor ☐ C corporation ☐ S corporation ☐ Partnership ☐ Trust/estate

☐ LLC. Enter the tax classification (C = C corporation, S = S corporation, P = Partnership)

**Note:** Check the "LLC" box above and, in the entry space, enter the appropriate code (C, S, or P) for the tax classification of the LLC, unless it is a disregarded entity. A disregarded entity should instead check the appropriate box for the tax classification of its owner.

☒ Other (see instructions) **Non profit**

**4** Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):

Exempt payee code (if any)

Exemption from Foreign Account Tax Compliance Act (FATCA) reporting code (if any)

(Applies to accounts maintained outside the United States.)

**3b** If on line 3a you checked "Partnership" or "Trust/estate," or checked "LLC" and entered "P" as its tax classification, and you are providing this form to a partnership, trust, or estate in which you have an ownership interest, check this box if you have any foreign partners, owners, or beneficiaries. See instructions ☐

**5** Address (number, street, and apt. or suite no.). See instructions.

**PO Box 250128**

**6** City, state, and ZIP code

**Plano, TX 75025**

**7** List account number(s) here (optional)

Requester's name and address (optional)

**Part I Taxpayer Identification Number (TIN)**

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

**Note:** If the account is in more than one name, see the instructions for line 1. See also *What Name and Number To Give the Requester* for guidelines on whose number to enter.

**Social security number**

- -

or

**Employer identification number**

8 8 - 3 2 1 9 6 1 0

**Part II Certification**

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

**Certification instructions.** You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and, generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

**Sign  
Here**

Signature of  
U.S. person

*Jennie Shen*

Date

*6/1/2024*

**General Instructions**

Section references are to the Internal Revenue Code unless otherwise noted.

**Future developments.** For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9).

**What's New**

Line 3a has been modified to clarify how a disregarded entity completes this line. An LLC that is a disregarded entity should check the appropriate box for the tax classification of its owner. Otherwise, it should check the "LLC" box and enter its appropriate tax classification.

New line 3b has been added to this form. A flow-through entity is required to complete this line to indicate that it has direct or indirect foreign partners, owners, or beneficiaries when it provides the Form W-9 to another flow-through entity in which it has an ownership interest. This change is intended to provide a flow-through entity with information regarding the status of its indirect foreign partners, owners, or beneficiaries, so that it can satisfy any applicable reporting requirements. For example, a partnership that has any indirect foreign partners may be required to complete Schedules K-2 and K-3. See the Partnership Instructions for Schedules K-2 and K-3 (Form 1065).

**Purpose of Form**

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS is giving you this form because they