

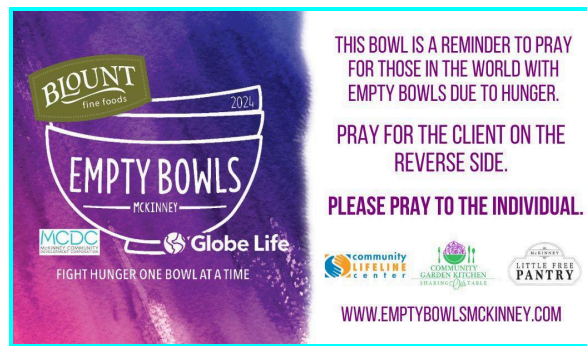
**St. Peter's Episcopal Church**  
**Empty Bowls McKinney 2025 Final Report**

Now in our 14th year, Empty Bowls McKinney has become an eagerly anticipated series of Spring Events. With our mission of fighting hunger and raising awareness of food insecurity in our community we are able to incorporate many parts of the community for this endeavor.

The event combines the talents of the artist community, pottery studios, local chefs & Restaurants and a spotlight for our beneficiaries.

The season starts with a variety of Bowl making workshops. Five of these were open to the public through our website. *Jump Into Art* hosts 3 workshops including actual bowl making and Bowl Glazing. At the *Jump Into Art* workshops, professional artists helped participants handbuild one bowl and throw two bowls on a pottery wheel. Two bowls were used as event bowls and one bowl was kept by each participant. *Jump Into Art* also hosts 3 "Sip and Paint" events from which bowls are donated. *Make Expressions* in Frisco held 2 bowl painting/glazing events. Participants pay to attend and the bowls are donated back to Empty Bowls. 100 people attended these events, this was less than previous years, but there was an increase in "private bowl parties". Those included Book Clubs and neighborhood groups. Prestonwood Christian Academy as well as numerous area artists contributed event bowls. In addition, *Glaze Ceramics Studio* also hosted their annual "throw'-down" for artists to "throw as many bowls as possible" in a one hour time slot! 286 bowls were donated from this 2 afternoon event, 15% more than the 2024!! Guests at Empty Bowls choose from 100's of these bowls at the event. We estimate that we had 1300 bowls from which guests can select.

In each bowl is a card reminding participants to pray for people in the world with empty bowls due to hunger. It also asked that they pray for the Community Lifeline Center, Community Garden Kitchen and Little Free Pantry clients whose story was given on the reverse side of the card. These stories, given by the clients, show some of the needs that these 3 organizations are filling and serving right here in McKinney. Some examples are:



"Dear Community Garden Kitchen and Hospitality Team Volunteers:

Luckily we had dinner with you. Thanks to your assistance we are able to help make sure our family members eat a healthy meal and be able to make it through the month.

This is an awesome resource for the community. You treat guests with dignity and respect.

"Community Lifeline Center:

I am an aid for MISD. I have 3 kids and I can't afford food for my family

My name is Janelle and I am living in my car. The church lets me park in the parking lot so I can be safe. I really need food but don't have enough gas to travel back and forth to your pantry. Can anyone help me please get some food?

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The Event particulars:

Professional potters make and paint larger bowls for our Collectors Club (75 bowls), our online Auction (18 bowls), the Raffle (3 bowls) and our Limited Edition Collection (70 bowls ).

Our VIP Collectors Club is limited to 65 tickets at \$125 each. This “club” sells out each year. Despite the rain people lined up an hour in advance just to be first in the door of the special Collectors Club room! Our Auction presents a juried collection of bowls. The Auction went live 4 weeks before the actual event and bidding continued until the end of the event. Limited Edition Bowls are available for sale at the event and were very popular this year.

On March 22rd, a month before the event we hosted a Preview Party in conjunction with The Cove. This is open to the public as an opportunity to thank all the artists and potters and allow our Collectors a chance to preview the bowls that will be in the Auction and in Collectors Club. Artists have a chance to be photographed with their bowls and this year The E-Flat Porch Band donated their talents to make it a fun evening for all.

Our painters and potters included: (\*denotes Raffle and Auction Artists)

Alex Macias\*, Adam Knoche\*, Aida Elaine Martinez, Alisa Meli\*, Allison Monroe\*, Angela Brock, Ashley Talton, Dr. Beth Beck\*, Beth Matlock\*, Betty Rauscher\*, Cara Lockwood, Carly Bellard, Cate Robbins, Celeste Seitz, Charlene Hoevers, Chris Teague, Courtney Baker, DaAnna Stringer, Dan Wolf, Dana Brock, Danny Meisinger\*, Darby La Grave, Deana McGarr, Debe Frazier\*, Dr. Sam Lam\*, Elaine Brice, Emily Scott\*, Eric Hoevers, Eva Kustarne Zsoldos\*, Gail Delgar\*, Heather Bell Rihardson, House of Motifs, JB Phipps\*, Janak Narayan\*, Jeni Tomlinson\*, Joe Morgan\*, Josh Christopher, Judy Darrow, Julio Nathal, Kaitlin Osterreicher, Karen Karnuta, Karen Kimball, Kerry Randol-Johnson\*, Kim Ezell\*, Kim Guthrie, Leah Ware, Leticia Herrera, Letica Gomez, Linda Herbert, Linda McNamara, Lisa Temple, Lynn Hubner\*, Lynne Weinberger, Madison Ballard, Magali Munoz Smith, Mary Matthews, Mthr. Barbara Kelton, Minda Macias\*, Noriko Tanagawa\*, Pernie Fallon, Prestonwood Christian Academy, Professor Rex Kare, Rachel Hoehn\*, Radha Chatterjee, Rebecca Johnson, Renee Wrenwood, Robin Pedrero, Sabrina Kindell, Sakura Brunette, Sara Phillips, Sharon Gillespie, Shea Ameen\*, Sheri Murphy, Susan Johnson, Theresa Strange-Johnson, Tim Bednar, Toni Andrukaitis, Valerie Batchelder, Vicki Gardner\*.

This year we partnered with Gather McKinney for 2 additional events. The goal was to raise awareness of the Empty Bowls Event, our mission and to raise additional funds. These were “Boots and Boogie” on March 28th and “Bingo Night” on June 2nd. We took the opportunity to present checks to the beneficiaries at the “Bingo Night”. These events definitely raised awareness of our mission in the community and encouraged 1 to 1 conversations.

On Thursday, April 24th, we held the 14<sup>th</sup> annual Empty Bowls McKinney. Despite a very rainy day for set up, our volunteers were amazing! All of the food was outside and the event bowls were inside the McKinney Performing Arts Center. This year our 1,300 event bowls were inside MPAC taking up 2 conference rooms. The Collectors Club was downstairs in the Gallery which made it more special for participants. The MC for the event was Matt Hester and he kept the crowd advised of Raffle, Auction and Limited Edition opportunities. Pat Harrington provided music that kept the crowd entertained.

We had over 1000 guests, vendors, artists and volunteers at the event. This year we increased our vendors from 9 to 12 food vendors. New this year Genghis Grill & DonutEnv. All vendors got into the spirit of the event and decorated their stations and interacted with the public and served an amazing selection of soups. We also sold TUPPS beer and wine. Here is this year's vendor list:

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- Blount- Smoked Gouda Mac & Cheese, Uncle Teddy's Beef Chili with Beans, Clam Shack Gumbo with Sausage, Chicken & Shrimp & Creamy Tomato Soup
- The Celt - Irish Mac n' Cheese   Homemade Rolls
- Bernard's Gourmet Foods- Roasted Tomatillo Avocado White Corn Soup
- Harvest at the Masonic- Green Tomato Garlic Soup
- Hugs- Cranberry Chickie Hug
- Local Yocal- Curried Carrot Soup with Garam Masala Croutons
- Patina Green- Cuban Black Bean
- Rick's- Bacon Jalapeno Corn Soup
- Square Burger - Roasted Poblano Corn & Potato Chowder
- Coffee & Crumbs - Dessert Pear Lemonade, Lavender Mint Lemonade & Iced Tea (watermelon & mint)
- DonutNV- Donuts for a Difference: Choice of: Raspberry Strudel, Cookies N Cream or Powdered & NVous Iced Coffee
- Genghis Grill- **Stir Fry: Teriyaki Chicken / Beef Broccoli & Supreme Fried Rice**
- **TUPPS** – donated beer and hard seltzers

Bernard's Gourmet Foods won the People's Choice Award! Bernard's has been a long time supporter of the event and this was their 5th win for People's Choice. A special event winners bowl was painted and given.



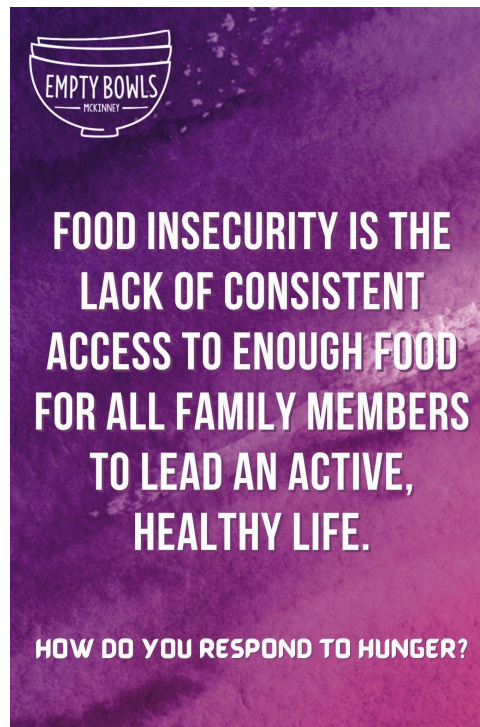
**Goals and Objectives Achieved**

1. Fight hunger and raise awareness of Food Insecurity in Collin County

This year we are able to donate \$82,000 to 3 charities to buy food to feed hungry neighbors.

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2. Bring people to our Historic Downtown McKinney Square  
We brought over 1000 guests to the McKinney Performing Arts Center to enjoy a street festival atmosphere. 35.67% of the guests were from outside of McKinney, an increase over last year.
3. Showcase McKinney's amazing one-of-a-kind restaurants and food purveyors.  
We had 12 talented vendors serving gourmet soups and other delights in booths decorated to showcase their chefs. And, the food was terrific!
4. Showcase our incredible local art community and the Pottery Studios.  
We have amazing support with over 100 artists contributing bowls to our event and we are truly able to highlight the local studios, SPARC, Glaze, Jump In to Art, Walls of Clay and Make Expressions
5. Increase awareness for the Community Lifeline Center and their pantry and mobile distribution programs. .
6. Increase awareness for Community Garden Kitchen and their mission to offer dining with Dignity with no questions asked.
7. Increase awareness of Little Free Pantry and their mission to serve anonymously. "Take what you need, leave what you can."
8. We marketed the amazing way these charities are responding to hunger in our community and how they work to service different types of people and food insecurity.



**Financial Report**



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<b>Event Income</b>	<b>2025 Budget</b>	<b>2025 Actual</b>
<b>Item</b>		
MCDC Community Event Grant	\$12,000.00	\$10,000.00
Sponsorships	\$60,000.00	\$39,000.00
Donations	\$10,000.00	\$21,495.00
Bowl Making* add in jump into art	\$5,000.00	\$4,589.81
Admissions	\$25,000.00	\$24,725.00
Art Auction Proceeds	\$8,500.00	\$7,220.00
Raffle Proceeds	\$2,500.00	\$1,425.00
Merchandise Sales (bar)	\$0.00	\$882.00
Extra Bowl Sales		\$3,420.00
Limited Edition	\$2,500.00	\$1,283.00
People's Choice	\$500.00	\$567.00
After Event Sales	\$500.00	\$1,552.37
Arts-N-Bloom	\$500.00	\$0
Extra Events		\$4,463.00
<b>TOTAL</b>	<b>\$128,500.00</b>	<b>\$120,622.19</b>

<b>Event Expenses</b>	<b>2025 Budget</b>	<b>2025 Actual</b>
<b>Item</b>		
Supplies	\$2,200.00	\$2,227.28
Kentucky Street rentals	\$9,500.00	\$9,242.05
MPAC rental	\$750.00	\$750.00
Sponsor Appreciation	\$650.00	\$433.49
T-Shirts (for volunteers & artists)	\$4,000.00	\$2,273.50
Murad-bidding, online art auction, ticket sales	\$4,500.00	\$5,295.00
Bowl Making	\$3,500.00	\$3,275.39
Security at event	\$1,000.00	\$800.81
Advertising	\$14,100.00	\$11,960.80
Signs	\$500.00	\$1,210.07
Arts-N-Bloom / Other Events- Gather	\$300.00	\$107.95
Technical Labor/ Website Design	\$2,400.00	\$1,524.11
<b>TOTAL</b>	<b>\$43,400.00</b>	<b>\$39,099.80</b>

<b>NET INCOME</b>	<b>\$85,100.00</b>	<b>\$81,522.39</b>
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**Anticipated Donations to Beneficiaries:**

	2022	2023	2024	2025
To CLC	\$60,000.00	\$62,000.00	\$40,000.00	\$33,000.00
To CGK	\$15,000.00	\$16,000.00	\$40,000.00	\$37,000.00
To LFP			\$5,000.00	\$12,000.00
Reserve	\$7,000.00	\$3,647.00	\$3,368.00	\$1,832.66

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**Note: We are still anticipating some small amounts of income to be received. The reserve from 2024 is added back into the total that we are able to donate to the beneficiaries. So our total donation to beneficiaries and our reserve will be \$82,000.**

**Event Income Variances:**

- Our primary Sponsors continue to be generous with Blount increasing their participation and committing for 2026! However, a major Sponsor, Globe Life did not participate this year. Though we were able to add a couple new sponsors we were still almost 20% down from 2024, or a loss of \$9500. Fortunately we pursued private donations aggressively and doubled the amount given in 2024. With 2025 Sponsorships, Donations and additional events we were able to have an increase of 11% over 2024.
- Our bowl making events were down 28%, less than anticipated/budgeted. Due to the rain during the day of the event our ticket sales went down year over year. Ticket sales decreased by 14%.
- Our on-line auction performed well with 15 bowls available.. Again due to lower crowds due to the weather the income was 16% less than last year.
- Our People's Choice cash voting came in slightly more than budgeted.
- Though there is still opportunity for after event bowl sales, we did double the planned sales figure.
- We had robust sales of extra event bowls and Limited Edition bowls during the event and despite lower crowds, we were close to the planned sales.
- By testing additional events with Gather (Bingo and Boots & Boogie) we were able to raise \$4,500 that had not been planned. Having additional events is an opportunity for 2026.

- **Event Expense Variances:**

- We were able to keep the same layout as 2024 and with some creative 're-arranging' were able to add 3 vendors back to the event for a total of 12 food Vendors. Adding Donut NV - a food truck was very well received and Genghis Grill.
- We were able to save on bowl making expenses by working with studios to buy clay in bulk and came in under budget.
- We diligently looked at ways to cut expenses. By negotiating with suppliers, reusing signs where possible and using our knowledge from previous events we were able to save in a variety of areas. These savings were applied to increasing our online presence, updating our website and significantly increasing our print and online advertising. We are also fortunate that several of our suppliers enjoy the event so much they offer their services for free! They include Matt Hester as DJ, D.A.M.N. Good Bartenders, Pat Harrington, E flat Porch Band, Mark Bishop Photography, Fred Shots Photography and The Cove. We also have "In Kind" partners including Alpha Graphics, Community Impact, Glaze, Jump Into Art, Make Expressions, SPARC, St. Peter's Episcopal Church, Simply Bee, Staples, and Tupps.

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<b>Media</b>	<b>2025 Budget for MCDC</b>	<b>2025 Expenses for MCDC</b>
On-line Ads & Boosts	\$ 3,000.00	\$3,694.00
Print Ads	\$ 4,500.00	\$4,278.82
Yard Signs	\$ 1,000.00	\$699.02
Banners, Posters & Cards	\$ 4,000.00	\$2,360.79
Billboard	\$ 0.00	\$0
Videos	\$ 1,000.00	\$1,562.00
KLAK radio spots	600.00	\$575.00
<b>TOTAL</b>	<b>\$ 14,100.00</b>	<b>\$13,170.22</b>

**Advertising Plan Variances:**

- We planned to increase our print and online advertising.
  - Print Ad
    - City Lifestyles- 1/3 pg Ad in Allen, McKinney/ Prosper and Celina this year. CityLifestyles also ran an Editorial.
    - IMPACT- 1/2 pg Ad in Mckinney & Prosper/ Celina
    - Edible Magazine- Increased our Ad from 1/8 pg to 1/4 pg.
  - On-Line
    - IMPACT- Newsletter to Prosper/ Celina, McKinney & Plano
    - Allen Housewarmers- Along with running a web ad for 3 months, they also stuffed the March gift bags to new home owners with Save the Date card.
    - Dallas Observer- 50,000 emails Plus an Instagram Story
    - Star Local Media- Front page banner teaser.Also popped in a press release when space was available.
    - Stonebridge Ranch- Ran a full page ad and article. Also was featured in their social media group of 5K+ members.
    - We expanded our Facebook and Instagram posts with a different look and this was well received as posts were consistently shared. We had a designated volunteer who replied to and engaged with comments on both platforms.

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- Other Advertising:
  - Radio- KLAK Digital Ad and Banner: Voice over radio ad with our logo
  - Yard Signs- purchased through Vista Print and ordered the stakes separately from Amazon for the best pricing. With Strategic placement and timing this is an effective marketing tool.
- By targeting McKinney adjacent communities with both print and online advertising we were able to have guests from greater Collin County. This strategy was successful with over 35.67% of attendees being from outside McKinney.

City	State	Count	Percentage
Allen	TX	22	4.97%
Anna	TX	9	2.03%
Argyle	TX	1	0.23%
Aubrey	TX	14	3.16%
Blue Ridge	TX	2	0.45%
Bonham	TX	1	0.23%
Carrollton	TX	1	0.23%
Celina	TX	7	1.58%
Dallas	TX	8	1.81%
Denton	TX	1	0.23%
Fairview	TX	19	4.29%
Fall River	MA	2	0.45%
Farmersville	TX	2	0.45%
Fort Worth	TX	1	0.23%
Frisco	TX	18	4.06%
Greenville	TX	1	0.23%
Hickory Creek	TX	1	0.23%
Leonard	TX	1	0.23%
Lewisville	TX	1	0.23%
Little Elm	TX	2	0.45%
Lucas	TX	1	0.23%
McKinney	TX	285	64.33%
Melissa	TX	8	1.81%
Milwaukee	WI	1	0.23%

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Plank	TX	1	0.23%
Plano	TX	11	2.48%
Princeton	TX	1	0.23%
Prosper	TX	8	1.81%
Ravenna	TX	1	0.23%
Rockwall	TX	2	0.45%
San Antonio	TX	1	0.23%
Spring Branch	TX	2	0.45%
The Colony	TX	1	0.23%
Van Alstyne	TX	1	0.23%
Weston	TX	1	0.23%
Wichita Falls	TX	1	0.23%
Wilow Park	TX	1	0.23%
Wylie	TX	2	0.45%
Grand Total		443	
Non Mckinney cities		158	35.67%



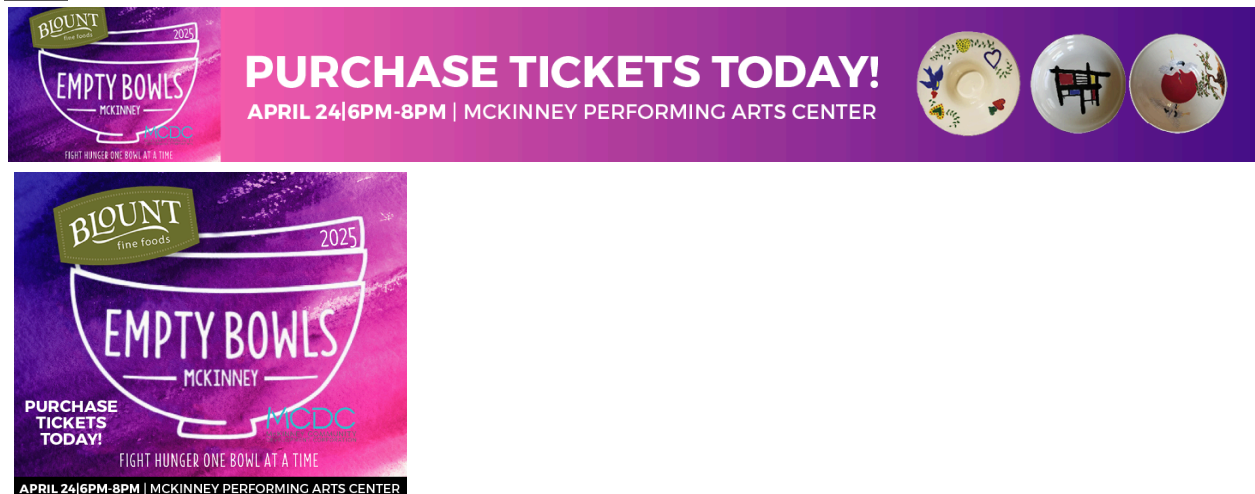
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**Advertising Examples**

**Graphics for Community Impact: ½ Page in McKinney & Prosper/ Celina**



**Web:**



**Star Local Media: ⅓ Page in Allen City Lifestyles, McKinney + Prosper City Lifestyles & Celina. Bot Plus a short editorial as well.**

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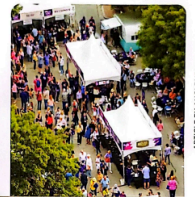
**Edible Magazine: ¼ Page**



**EMPTY BOWLS PROJECT**

Fighting Hunger One Bowl at a Time in McKinney

The mission of Empty Bowls is to hold an annual community event featuring local artisans and food purveyors that raises money and awareness to support nonprofit organizations that directly address hunger in our community. This annual McKinney event showcases hand-crafted bowls made and decorated by professional and amateur artists. There also are larger bowls that are part of the silent auction and raffle. Each bowl has a card inside that reads: "This bowl is a reminder to pray for those in the world with empty bowls due to hunger."



ARTICLE BY ANDY BURNS  
PHOTOGRAPHY COURTESY OF EMPTY BOWLS PROJECT

Guests enjoy a sampling of gourmet soups and light bites prepared by chefs from a variety of local food purveyors



**The 2025 event will take place April 25 from 6-8 p.m. in Downtown McKinney.**

- The event proceeds go to curb- ing hunger. In 2024, Empty Bowls McKinney raised and donated \$85,000 to fight hun- ger in the area.
- In 4 HUSD students are food insecure, and 4% of food stamp recipients are children.
- 140,000 Collin County resi- dents are food insecure.

and restaurants. Each guest takes home an artisan bowl as a reminder of those who are hungry in the local community.

Proceeds of the event go to Community Lifeline Center to help provide food for their Community Lifeline Market and mobile food distributions, to Community Garden Kitchen to serve hot meals to anyone in need with no questions asked, and to the Little Free Pantry of McKinney, where people can find food anonymously as they need.

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**Dallas Observer: 50,000 Emails and ran an Instagram Story**



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### Allen Housewarmers:



### Meta:

Ad name	Results	Reach	Impressions	Link clicks	Views	
Promoting website: <a href="https://www.emptybowls.com">https://www.emptybowls.com</a>	1,913 Link clicks	25,666	47,798	1,913	47,889	
Promoting website: <a href="https://www.emptybowls.com">https://www.emptybowls.com</a>	3,597 Link clicks	45,322	67,988	3,597	58,922	
Promoting website: <a href="https://www.emptybowls.com">https://www.emptybowls.com</a>	331 Link clicks	10,297	20,228	331	13,434	
Event: Empty Bowls McKin...	15 Event Responses	2,350	2,523	42	2,547	
Promoting website: <a href="https://www.emptybowls.com">https://www.emptybowls.com</a>	223 Link clicks	4,180	4,380	223	4,401	
Post: "We are almost read...	280 Post engagements	2,637	2,764	249	2,776	
<b>Total results</b> 8 / 8 rows displayed	— Multiple conversio...	91,494 Accounts Cente...	148,996 Total	6,440 Total	133,487 Total	

### I. Metrics to Evaluate Success:

- Attendance:** We expected to bring 1,000 people to the McKinney Square on a Thursday night on April 24, 2025 and positively impact the businesses who participate in our event and those located nearby. We feel that we accomplished this goal.
- Non-McKinney Attendance:** We expected to maintain our non-McKinney residence participation at 30% or more. With a significant increase in advertising outside McKinney in **2025, 35.67% of the people who attended our event live outside McKinney**
- Monetary Impact:** We expected to raise at least \$128,500 in gross proceeds and contribute approximately \$85,000 to: Community Lifeline Center (35%), Community Garden Kitchen (45%) and McKinney Little Free Pantry (15%) after holding back 5% in startup funds for 2025. Even with the loss of sponsorships we raised about \$120,622 in gross proceeds. Our net proceeds that will be donated will be \$82,000, with a total earned of \$81,522.3.

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**Though we fell short on the Metric of Monetary Impact, we are still pleased to be able to donate such a significant amount back to the community. We will make adjustments to our plans for 2026 to increase private donations and pursue other sponsors, grant opportunities and additional small events.**

2026 will be our 15th year for Empty Bowls and we are excited to announce that we will be moving the event to Tupps on April 23rd, 2026. The MPAC team has been ardent supporters of the event and wonderful to work with, but with the pending renovations to MPAC, we feel this is a good opportunity to move to a new location that will offer us more space to expand the size, scope and earnings for Empty Bowls McKinney. We look forward to working with MCDC in 2026 with new opportunities for advertising in the new location.

**Event Pictures:**

*Thank You from our Board!.*



*People on Kentucky Street enjoying the event.*



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*Guests at the Auction Tent.. Happy Bidding!*





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Event bowls



*Inside the busy bowl room!*

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*Happy soup samplers!*



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*Our amazing vendors!*



*Our phenomenal artists!*





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*Presenting Beneficiary Checks!*

Community Lifeline Center



Community Garden Kitchen



Little Free Pantry

