

Promotional and Community Event Grant Application

McKinney Community Development Corporation FY 2026

MCDC Mission

Staying true to voter intent, we work proactively, in partnership with others, to promote and fund community, cultural, and economic development projects that maintain and enhance the quality of life in McKinney.

Important Information

- Please read the McKinney Community Development Corporation [Grant Guidelines](#) before completing this application.
- The Grant Guidelines are available at [McKinneyCDC.org](#) or by emailing Info@McKinneyCDC.org.
- If you are interested in a preliminary review of your grant request or event idea, please [complete and submit the online Letter of Inquiry](#).
- **Applications must be submitted via online form and must be submitted no later than 5 p.m. on the deadline date.**

All applicants must submit a complete application with the following attachments and required information as detailed throughout the application to ensure Board consideration for funding.

- Detailed event description
 - Comprehensive narrative that includes event mission, goals, planning and execution timeline;
 - Planned activities pre-event and during event;
 - History of past or similar events;
 - Event budget (fundraising goals, projected revenue, funding sources);
 - Ticket price(s). (At least one category of ticket must be \$35 or under.)
 - Safety/security plan, parking/traffic management plan, weather contingency, event staffing plan.
- Target audience – Please include data from previous events if available.
 - Attendance projections (include how your calculations were made);
 - Target audience including demographics (families, young adults, seniors, all ages, ethnicity) as well as diversity of interests (arts, culture, recreation, sports, shopping, etc.);
 - Geographic reach (goal for attendees from outside of McKinney, estimated travel distance).
- Community and economic impact
 - Describe how your event will showcase McKinney for tourism and economic development for residents and visitors (shopping and dining in McKinney, hotel stays, participation in other McKinney activities).
- Marketing and promotional plan

Detailed and itemized plan and promotional budget - include strategies and channels (print ads, press releases, digital ads, social media, radio, posters, flyers, yard signs, articles, etc.);

- Social media followship and website data if available.
- Financial viability of organization (Please provide the following documentation)
 - Verification of organization's status (IRS letter of determination, W9);
 - Most recent two years of financial statements including organization's budget and profit/loss statements (audited preferred or written explanation if audit not available);

Promotional and Community Event Grant Calendar

To ensure timely and effective use of promotional grant funds, we recommend event(s) are scheduled to occur at least 4-6 months after the award notification date(s).

Cycle I

- Application Deadline: Nov. 28, 2025
- Presentation to MCDC Board: Dec. 18, 2025
- Board Vote and Award Notification: Jan. 22, 2026

Cycle II

- Application Deadline: May 30, 2026
- Presentation to MCDC Board: June 25, 2026
- Board Vote and Award Notification: July 23, 2026

Organization Name	Run for Hope (dba under Sanchez Charities)
CEO / Executive Director	Aleasha Campbell
Federal Tax I.D.	82-5320214
Incorporation Date	Monday, April 30, 2018
Mailing Address	210 Adriatic Parkway Ste #200 McKinney, Texas, 75072
Phone Number	(602) 690-1500
Email	acampsoup@gmail.com
Website	https://runsignup.com/Race/TX/McKinney/RunForHopeWalkinUnity
Social Media	https://www.facebook.com/runforhopewalkinunity/ , runforhope_walkinunity

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

The Run for Hope event aims to bring together the McKinney community and surrounding cities to promote unity, compassion, and support for neighbors in need. By benefiting the McKinney NeighborHub and its core non-profit tenants, the event fosters collaboration among interfaith groups, local businesses, and individuals to provide essential services such as case management, food distribution, hygiene services, and education to vulnerable populations.

In addition to raising funds, the event serves as a powerful platform to increase awareness of NeighborHub, showcasing its innovative model of consolidating critical resources under one roof to effectively address community needs and inspiring participants and attendees to contribute to its mission of uplifting neighbors in need.

This will be the second year the Run for Hope event will be held. Run for Hope was established in February of 2025. Last year's event successfully raised funds of about \$35,000 and awareness for NeighborHub. It also proved to be a unifying event that brought approximately 450 attendees from over 20 cities.

Participants and volunteers came from a wide range of ages and faith groups that demonstrated strong community commitment. A faith leader and sponsor circle was held at the beginning of the event and created one of the most meaningful and unifying moments of the day as different leaders in our community came together to pray for unity in our community and for those in need.

The funds raised by the event will be used to alleviate the cost of rent for the non-profits available at NeighborHub. Some of the non-profits include Neighbors Nourishing Neighbors, Streetside Showers, One Heart McKinney, Community Health Clinic, North Texas MedBridge, and Saint Vincent De Paul.

The staff for Run for Hope are volunteers from multiple faith groups, local businesses, and city organizations in McKinney. The following staff members are the leads/managers for the various committees at Run for Hope. We have additional staff members to support these managers:

- Aleasha Campbell – Race Director
Operations, Police, Government
- David Campbell – Assistant Race Director
Finance, Marketing
- Brint Driggs
Community Relations, Sponsors, Vendors
- Stephanie Robinson
Volunteers, Outreach

The event highlights McKinney's commitment to inclusivity and supporting neighbors in need, aligning with the city's focus as a community-focused place to live and work.

Select One

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

IRS Determination Letter for 501(c)3

 501 (c)(3) information.pdf

Is the representative information same as above?

Yes

Is the contact for communications between MCDC and the organization same as above?

Total Amount Requested \$10,550

Are matching funds available?

Have you received or will funding be requested from any other City of McKinney entity (e.g. Visit McKinney, Arts Commission, City of McKinney Community Support Grant)?

If applicable, please indicate the name of the events, year(s) and amount(s) of MCDC funding received in the past five years. Run for Hope in 2025 received \$4,747.79

Information about the promotional / community event for which you are seeking funding.

Date(s) of Event November 14, 2026

Location(s) Bonnie Wenk Park

Ticket Prices

- 5k Run (Includes shirt): \$35
- Walk in Unity, 1 Mile (Includes shirt): \$25
- Walk in Unity, 1 Mile (Does not include shirt): Free, optional donations

Is this the first time for this event?

If not, what is the history for the event (beginning in what year and how often is it held)?

This will be the second annual Run for Hope event. The first Run for Hope event was held in April 2025.

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

Run for Hope will showcase McKinney's Bonnie Wenk park including hike and bike trails, picnic pavilions, playgrounds, fitness court, and athletic fields which demonstrates McKinney's commitment to providing quality recreational spaces.

The event also highlights McKinney's commitment to inclusivity and supporting neighbors in need, aligning with the city's focus as a community-focused place to live and work.

Run for Hope will attract visitors to McKinney including residents from nearby cities and some out-of-town visitors. We hope to increase this year's attendance to 1,000 people.

The event creates opportunities for collaboration and networking with a diverse group of interfaith and business leaders present at the event, including the sponsors that will be attending.

Run for Hope should attract local and regional media coverage, spotlighting McKinney as a hub for meaningful events.

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

If yes, what organization(s) are supported?	NeighborHub
What percentage of revenue will be donated (indicate gross or net)?	100% of net revenue will be donated
Expected total attendance and how calculations were made.	We anticipate 600+ attendees. Due to the event being in its second year and having more time to market the event, we expect at least a 35% increase in attendance from last year's attendance.
Expected percentage of attendees coming from outside of McKinney.	45%

Total attendance from previous event(s) (if applicable)

61_____ of attendees from McKinney at the previous event.
percentage

39_____ of attendees from outside of McKinney at the previous event.
percentage

Geographic Reach (estimated travel distance) 40 miles

Describe the TARGET AUDIENCE to include:

- Demographics (i.e. families, young adults, seniors, all ages, ethnic diversity)
- Diversity of interests (i.e. arts, culture, recreation, sports, shopping, etc.)

NeighborHub will serve a broad audience, both those in and outside of McKinney. We expect our attendees to also come from in and outside of McKinney. Our primary target audience includes:

Charity supporters
Faith communities
Runners
Collin County community members (families, individuals)

Our secondary target audience includes the following:
Businesses and Corporate Teams
Schools and Youth Groups
Volunteers
Local Government Leaders and Influencers

FINANCIAL GOALS FOR EVENT OF PROMOTIONAL / COMMUNITY EVENT

Gross Revenue	\$63,265
Projected Expenses	\$24,842
Net Revenue	\$38,423

Please provide funding sources and dollar amounts associated with each of the following.

Sponsorship Revenue	\$30,000 - This is a 25% increase from the amount acquired by sponsors last year. We believe with the added time we can raise additional sponsors and funds. We have already secured several sponsors and plan to reach out to last year's sponsors as well. Some of which include: The Church of Jesus Christ of Latter-Day Saints, Merano Apartments, Sanchez, Catholic Charities of Dallas, Drees Custom Homes, Burdick Auto shop, Simpson StrongTie
Registration Fees	\$12,515 - This is based on the number of participants we had last year with an estimated 35% increase in participants.
Donations	\$7,200 - We hope to achieve \$2,000 in individual donations from participants in the walk or from individual donations on the website. We also hope to acquire \$5,200 from in-kind donations such as food/water stations, swag bags, food truck donations, and tax filing/banking
Other (raffle, auction, etc.)	\$3,000 - Donations from food truck at the event
Net Revenue	\$38,423

Metrics to evaluate success of event. Outline the metrics that will be used to evaluate success of the proposed event (attendance, reach from across targeted audiences, funds raised, tickets sold, etc). If funding is awarded, a final report will be required summarizing success in achieving objectives outlined for the event.

The goals of the event are to increase awareness of NeighborHub, support community needs, and promote unity in our communities. Last year's event achieved that and we hope to do the same this year. Measurable metrics include the number of participants, attendees, and funds raised. We hope to at least match the number of participants and funds raised from last year's event, but our goal is to increase the number of attendees by 35% and to increase the sponsorship funds raised from last year's event by 25%. Last year's event had 360 participants, so we hope to have 486 this year. Sponsorship donations last year reached \$24,000 so we hope to increase that to \$30,000.

Provide a comprehensive narrative that includes:

- Mission, goals, planning and execution timeline
- Planned activities (pre-event and during event)
- History of past or similar events
- Safety/security plan, parking/traffic management plan, weather contingency, event staffing plan

Goals

Increase Awareness: Highlight the mission and impact of the McKinney NeighborHub, educating participants and attendees about its innovative approach to addressing community needs and encouraging further engagement and support.

Support Community Needs: Raise funds to benefit the McKinney NeighborHub's mission to address critical services.

Promote Unity: Strengthen interfaith and community relationships through cooperative planning and participation.

Encourage Growth: Inspire ongoing partnerships and attract new participants for future events.

Raising Awareness for NeighborHub

Raising awareness for NeighborHub is crucial because it could serve as a vital multi-service resource center for addressing the needs of our most vulnerable community members. By increasing awareness, we can:

Expand Community Support: NeighborHub relies on the collaboration of individuals, faith groups, and organizations. Raising awareness encourages more people to get involved, whether through volunteering, donations, or advocacy.

Broaden Access: Many in need may be unaware of the services NeighborHub offers, such as food distribution, hygiene services, case management, and rental assistance. Greater awareness ensures that these services reach those who need them most.

Strengthen Partnerships: Highlighting the impact of NeighborHub fosters stronger relationships with local businesses, government, and non-profits, creating opportunities for funding and resource-sharing.

Promote Unity: By introducing NeighborHub to diverse communities and faith traditions, we encourage cross-cultural and interfaith collaboration, fostering unity and compassion in addressing shared challenges.

Secure Sustainability: Awareness directly impacts NeighborHub's ability to attract long-term donors and supporters, ensuring it can continue to provide critical services and adapt to future needs.

Event Activities

5K Run: Professionally-timed runs of all skill levels on scenic routes showcasing Bonnie Wenk Park and its amenities

Unity Walk: A family-friendly walk around Bonnie Wenk Park celebrating unity, inclusivity, and interfaith collaboration

Family Activities: Kid-friendly areas with games, face painting, and activities

Food and Vendor Booths

Live Entertainment: Performances by a local band

Community Non-Profit Fair:

Booths featuring NeighborHub's non-profits and services, promoting awareness and engagement

Proposed Schedule

7:00 AM: Registration and check-in begin. Vendor booths and family activities open.

8:30 AM: Event welcome, opening remarks from Mayor and non-profit leaders.

9:00 AM: 5K run starts.

10:00 AM: Unity Walk

10:30 AM: Awards ceremony for top runners in each category.

12:00 PM: Event concludes; vendor booths and activities close.

Previous Events

Light the World Giving Machine

The Light the World Giving Machines are a creative holiday initiative by The Church of Jesus Christ of Latter-day Saints, offering a simple and impactful way to support charitable causes. These unique vending machines allow individuals to donate items such as food, clothing, or educational supplies to those in need, transforming everyday giving into an uplifting, interactive experience.

Years Running: 2

Estimated Number of Attendees: 10,000

Estimated number of Attendees Outside of McKinney: 600

Unity Fall Festival

The Unity Fall Festival is an annual multicultural, interfaith community charity event at Bonnie Wenk Park that brings together residents from diverse backgrounds for an evening of food, fun, live music, cultural presentations, and fellowship. The centerpiece of the event is a food drive for a McKinney non-profit organization.

Years Running: 3

Average Number of Attendees: 650

Estimated Number of Attendees Outside of McKinney: 100

Safety Plan

Fire Incident

Only certified electrical equipment for outdoor use and properly grounded generators will be used. We will avoid overloading circuits and ensure cables are insulated and protected. We will also have a fire extinguisher on site.

Local fire departments will be notified of the event and provided event maps prior to the event. Fire lanes will be unobstructed and accessible. A dedicated contact person will be identified prior to the event to notify and coordinate with emergency responders.

Security/Crowd Management

We will have several McKinney police officers present. We will also have volunteers in a designated Run for Hope shirt. Police officers will be present and located as directed from the Police Department to direct traffic, lane closures, and maintain peace. Volunteers will help direct participants and spectators to the correct area to help the crowd move efficiently. Volunteers will be dispersed along the trail to help direct race traffic.

Volunteers will be trained on basic safety protocol, inclement weather plans, and emergency evacuation plans. Contact information for designated Emergency Coordinator will be provided to all volunteers in the event contact needs to be made.

Our volunteer managers are meeting at least twice per month prior to the event, about four hours/month to discuss race logistics, including safety and security.

The other race volunteers will receive a pre-event briefing that will cover the following:

- Event overview (route, schedule, expected attendance)
- Emergency procedures
- What to do in a medical emergency
- Severe weather plan
- Missing child protocol
- Chain of command (who to contact first)
- Communication methods (phone numbers, check-in points)
- Crowd awareness & de-escalation basics

Upon arrival, attendees will be directed from the parking lot to the event by volunteers. Attendees will be directed via signs and volunteers to the registration table, event activities, and start line at the appointed time. Along the race route there will be cones, flags, signs, course monitors, and police officers directing traffic flow.

There will also be a PA system to further direct crowds during the event. In the case of an emergency evacuation, all participants will be notified using the PA system.

Law Enforcement

To prevent confusion volunteers will contact the Race Director (primary) or the Assistant Director (secondary) and one of those two individuals will contact necessary law enforcement.

Any volunteer may call 911 immediately if there is imminent danger.

Volunteers will direct attendees away from the scene and danger if possible. They will NOT attempt to physically intervene unless trained and necessary to prevent harm.

Potential threats to public safety that will require law enforcement at our event include criminal activity, traffic emergency, missing or abducted child, crowd or public safety threat.

Parking/Traffic Management

We will be using the parking lots at Bonnie Wenk Park. Overflow parking will be available at Life Church McKinney. The race will start and finish near the amphitheater at Bonnie Wenk Park. Volunteers will be placed in each of the parking lots to direct traffic and attendees.

Evacuation

We will use a PA system to alert runners and spectators near the start/finish line and in the park. We will use a text chain among volunteers and megaphones to alert runners on the route to safely direct traffic back to the amphitheater. If safe to do so, attendees will be directed to return to their vehicles and leave the event following traffic laws and directions by the officers present.

All volunteers will be briefed on the evacuation plan described above. They will be notified of their role and responsibilities in the plan and the text chain of command.

Inclement Weather/Environmental Hazards

The following conditions would impede or cancel our charity run: lightning within a 10-mile radius, a tornado watch, high winds, heavy rain or flooding, ice on the sidewalks or race route.

We will begin monitoring the weather a week prior to the event to consider any inclement weather that may affect the event.

If lightning is detected within a 10-mile radius there will be an immediate suspension of race activities. If lightning is within 6 miles there will be a mandatory evacuation to shelter. Activities resume only after 30 minutes with no lightning within 10 miles.

If there are sustained winds greater than 25 mph, we will remove lightweight signage and flags. If gusts are greater than 35 mph, we will lower tents. If gusts are greater than 40 mph, there will be event suspension or cancellation.

If there is ice on the route, we will cancel the event. If the temperature is between 32-40 degrees, we will notify attendees of a cold-weather advisory. If the weather drops below 32 degrees, we will delay. If the weather drops below 20 degrees we will cancel the event.

Lost Children

At registration, we will require parent/guardian name and mobile number for all minors. There will be a designated reunification area that will be clearly marked on the site map and with signs. It will be near the start/finish, but slightly removed from heavy crowds. It will be staffed at all times by two volunteers.

The lost child will be taken to the reunification site. The volunteers will try to gather basic info (name, guardian's name and description, and where they were last seen). There will be an announcement on the PA system to notify attendees that if they are missing a child/vulnerable person to report to the reunification site.

If someone reports a missing child, we will collect critical info about the child, search the premises, and if the child is not located in 10 minutes, we will escalate to local law enforcement.

Communications

For communication there will be a PA system near the start and finish line. Several volunteers will also have a megaphone. There will be a volunteer text chain and a chain of command through which to escalate emergencies.

There will be at least four megaphones present. The race director will have one as well as several of the course monitors to get emergency messages to runners if necessary. There will also be a megaphone at the first aid station.

There will be a PA system in use near the start/finish line that will reach runners near the start and finish as well as attendees in the surrounding park area. There will be course monitors on the text chain that will be able to get messages to runners on the course in an emergency. At least one of the volunteers will have a megaphone. There will also be police officers present to help direct runners if there is an emergency.

We will use megaphones that will be located at the start/finish, first aid tent, and on the route with course monitors to communicate emergencies. We will use one long blast to signal attention or pause the event, three long blasts will indicate that everyone needs to evacuate to an emergency location, we will do continuous short blasts to indicate there is an immediate emergency.

If communications are lost, all key staff will report to the first aid tent every 15–20 minutes.

Describe how your event will showcase McKinney for tourism and economic development for residents and visitors (shopping and dining in McKinney, hotel stays, participation in other McKinney activities, etc.)

The Run for Hope event will showcase McKinney in these ways:

Showcases the City of McKinney

The event will showcase Bonnie Wenk Park including hike and bike trails, picnic pavilions, playgrounds, fitness areas, athletic fields, etc.which demonstrates McKinney's commitment to providing quality recreational spaces.

Promotes McKinney's Values

The event reflects McKinney’s commitment to inclusivity and supporting neighbors in need, aligning with the city’s focus as a community-focused place to live and work.

Attracts Visitors

The event brings hundreds of attendees including residents from nearby cities and some out-of-town visitors. When leaving the event, visitors will see and be able to enjoy the many shopping and dining options available in McKinney.

Presents Networking and Partnership Opportunities

Creates opportunities for collaboration and networking with a diverse group of interfaith and business leaders present at the event.

Attracts Media Coverage

Should attract local and regional media coverage, spotlighting McKinney as a hub for meaningful events.

Provide a detailed and itemized promotional plan and budget for the event(s). Plan should include promotional channels (print ads including publication names, social media, radio, posters, flyers, yard signs, etc.)

Promotional Channel	Budget
Flyers	\$500
Yard Signs	\$1,550
Campaign Signs	\$3,300
Social Media Campaign	\$1,800
Marketing Videos	\$3,400

Event Marketing Plan and Budget Attachment

 Run For Hope Revenue and Expense P... .pdf

Total Promotional Budget \$10,550

Does your marketing plan include components specifically designed to promote your event(s) within the ethnically diverse communities that call McKinney home? Please share details.

Our marketing plan includes strategies to reach McKinney's ethnically diverse communities. We are creating bilingual (English/Spanish) materials, partnering with local organizations and various faith groups, and using social media outlets to reflect McKinney's multicultural identity and to reach and invite as many communities in McKinney as possible. We also plan to share information through community centers, churches, and events throughout McKinney and neighboring cities, including diverse neighborhoods to ensure every resident feels welcomed and represented at the 5K.

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

This grant would cover 100% of our marketing budget, allowing us to expand our reach across McKinney's diverse communities, neighboring cities, and increase the amount of funds raised to donate to NeighborHub.

Marketing lessons learned from past events (if applicable).

Last year's event did not have as much time to market the event due to the quick turn around time from when the idea of the event began and when the event was held. This year we are excited to use the increased amount of planning time to create more marketing materials and reach more individuals in McKinney and neighboring cities.

If applicable, please include examples of past marketing efforts (screen shots of ads, posters, social posts, radio text, etc.)

I have screenshots of flyers from last year, but the online form is not allowing me to attach to this space. I can provide copies via email.

Metrics to evaluate success of marketing/promotional plan: Outline the metrics that will be used to evaluate overall success of the executed promotional plan. If funding is awarded, this should be included in the final report. (success in reaching new audiences, social media data, website analytics, etc).

Our marketing and promotional plan will be evaluated using a combination of quantitative and qualitative metrics to ensure that each tactic—printed materials, social media, email outreach, and video content—contributes meaningfully to event participation and community engagement.

Key Performance Metrics

Registration Growth - Total number of 5K registrations compared to previous years, with specific tracking of registration spikes following major marketing pushes (e.g., flyer distribution, video releases, email sends).

Website Traffic - Page views, unique visitors, and click-throughs to the registration page, monitored through analytics tools to assess which marketing channels drive the most engagement.

Social Media Reach - Shares, comments, likes, video views, and follower growth across platforms. We will also track engagement rates to evaluate content effectiveness.

Email Campaign Performance - Open rates, click-through rates, and conversion rates from email to registration.

Printed Material Impact - Tracking referral sources during registration (e.g., "How did you hear about us?") to measure the effectiveness of flyers, yard signs, and campaign signs.

Community Partner Engagement - Number of local businesses, schools, and organizations that share our materials or promote the event.

Please provide:

- Verification of organization's status (IRS letter of determination, W9, etc.)
- Most recent two years of financial statement including organization's budget and profit/loss statement (Audited is preferred or written explanation if audit not available.)

Budget

 R4H Projected Budget 2026.docx

Financial Statements

 R4H P&L - FINAL 6-23-25.xlsx - Googl....html

IRS Determination Letter (if applicable)

 501 (c)(3) information_4646.pdf

W9

 W9.pdf

All Applicants must submit a complete application with the following attachments and required information as detailed throughout the application to ensure the Board consideration for funding

Procedure

Application completed and submitted prior to deadline (5:00 PM on deadline date)

Application Submitted via online form

Organization and Financial Information

Completed all organizational information

Provided documentation of organization status (IRS letter, W9)

Two most recent years of financial statements (budget + profit & loss) (audited if available)

Event Description

Missions, goals, execution timeline, programming/activities, budget

Event dates, times, and location(s)

Cultural or community relevance

Target audience (numbers, demographics, geographic reach, diversity, past data)

Community & Economic Impact

Description of how the event promotes tourism and economic development

Economic impact projections

Benefits to McKinney residents and the community's quality of life

Marketing & Promotional Plan

Itemized marketing plan and budget

List of marketing channels (print, digital, radio, social, etc.)

Promotional time

Social media engagement data and website analytics (if available)

Completed applications that are eligible for consideration by MCD C will be presented to the board according to the schedule outlined on this application. Presentations will be limited to five (5) minutes, followed by time for questions from the Board. **Please be prepared to provide the information outlined below in your presentation:**

- Summary of organization and goals.
- Summary of event(s) to include dates, location, ticket prices, target audience, estimated attendance from within and outside of McKinney (and past attendance if applicable), event and pre-event activities, how event supports your organization’s mission, non-profit beneficiary if applicable,
- Event logistics including timeline, safety/security, parking/traffic management
- How your event showcase McKinney for tourism and economic development
- Specific marketing plans for event(s) including promotional channels and budget for each.
- Past promotional success and lessons learned (if applicable).
- Percentage of total marketing budget that this grant application represents.
- The Promotional/Community Event for which financial assistance is sought will be administered by or under the supervision of the applying organization.
- All funds awarded will be used exclusively for advertising, marketing and promotion of the Promotional/Community event described in this application.
- Recognition to MCD C:
 - MCD C will be recognized in all marketing, advertising, outreach and public relations as a funder of the Promotional/Community Event. A logo will be provided by MCD C for inclusion on all advertising, marketing and promotional materials. Specifics for audio messaging will be agreed upon by applicant and MCD C and included in an executed performance agreement.
 - Grant recipients are encouraged to use graphics and text from the MCD C Grantee Toolkit (to be provided to all grant recipients) for posts/ads to help share how MCD C partners with your organization.
- The Organization officials who have signed the application are authorized by the organization to submit the application;

Applicant will comply with the MCDC Grant Guidelines in executing the Promotional/Community Event for which funds were received.

- Applicant gives permission for the use of Board presentation images and other published event images on MCDC and City of McKinney website and social media content and print/digital publications.
- Applicant will provide a final report of the Promotional/Community Event(s) no later than 30 days following the completion of the Promotional/ Community Event(s). Applicant may choose to use the [online form for Final Report](#) or email Final Report to info@mckinneycdc.org. If emailed, Final Report may be in any format. All Final Reports should include:
 - narrative report on the event(s),
 - goals and objectives achieved based on performance metrics outlined in the application,
 - financial data (budget vs. actual expenses and revenues along with explanation for variances,
 - amount donated to charity (if applicable),
 - samples of marketing efforts (images of printed materials and ads, screenshots of website and online promotions),
 - statement/examples demonstrating how grant recipient promoted MCDC as a partner, and
 - photos and/or video of the event(s).
- Grant funding is provided on a reimbursement basis subsequent to submission of a reimbursement request, with copies of invoices and paid receipts for qualified expenses. Up to 20% of the grant awarded may be withheld until the **final report on the Promotional/Community Event is provided to MCDC**.
- Funds granted must be used within one year of the date the grant is approved by the MCDC board.

Applicant Electronic Signature

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

Selecting this option indicates your agreement with the above statement.

Chief Executive Officer



Date

Monday, May 25, 2026

Representative Completing Application



Date

Monday, May 25, 2026

Notes

- Incomplete applications or those received after the deadline will not be considered.
- A final report must be provided to MCDC within 30 days of the event / completion of the

Promotional / Community Event.

- Final payment of funding awarded will be made upon receipt of final report.
- Please use the Final Report to report your results. A PDF version is also available.

Run For Hope Revenue and Expense Projections

REVENUE

- 5K race fees	\$8,505
- Unity walk (shirt)	\$4,252
- Unity walk (donations)	\$1,500
- Church donation	\$4,000
- Food truck revenue	\$2,650
- In-kind donations	\$5,200 (See below)
- Sponsorships	\$20,000
- CDC Marketing grant	\$10,550
	\$56,657

EXPENSES

- Police Presence	\$1,500
- Port-A-Potties	\$650
- Shirts	\$2,550
- Chip timing	\$2,270
- Parking lot fee	\$200
- Insurance	\$422
- Food/Water stations	\$1,000 (In-kind donation)
- Payment processing fee	\$600
- Awards/bibs	\$400
- Swag bags	\$800 (In-kind donation)
- Tax filing and banking	\$1,100 (In-kind donation)
- Emcee, DJ & Band	\$1,000
- Food trucks	\$1,800 (In-kind donation)
- Flyers	\$500
- Yard signs (2x2)	\$1,550
- Campaign signs (4x8)	\$3,300
- Social media campaign	\$1,800
- Marketing video	\$3,400
	\$24,842

Marketing plan

Print Flyers

Budget: \$500

Distribution Plan:

Flyers will be distributed across various locations, including churches, mosques, and temples, local businesses such as coffee shops, gyms, and grocery stores, as well as community centers and libraries. To maximize reach, youth groups and volunteers will be enlisted to distribute flyers in high-traffic areas. Additionally, flyers will be included in HOA newsletters. Local events, such as

farmers' markets and school fairs, will also serve as key opportunities to hand out flyers and generate excitement for the run.

Yard Signs (2'x2')

Budget: \$1,550

Yard signs will be placed in high-traffic areas such as schools, parks, trail entrances, and community centers to maximize visibility. Volunteers will be assigned to set up signs at designated intersections and popular jogging or walking routes, ensuring broad coverage. Placement will begin six weeks before the event.

Campaign Signs (4'x8')

Budget: \$3,300

Campaign signs will focus primarily on large residential and commercial locations to maximize visibility, with strategic and prominent placements facilitated by the Sanchez Land Development Group. Additional installations will target main intersections in McKinney and neighboring cities, as well as commercial zones, with property owner permission. Installation is scheduled to begin eight weeks before the event.

Social Media and Email Campaign

Budget: \$1,800

The social media campaign will utilize platforms such as Facebook, Instagram, and LinkedIn to target families, runners, community leaders, churches, mosques, temples, and interfaith groups. The content plan includes very regular posts highlighting event details, personal stories from beneficiaries, and sponsor shoutouts. Engagement efforts may include one live Q&A session with event coordinators on Instagram or Facebook. The marketing strategy will also include an email campaign to reach participants and supporters directly.

Marketing Video(s)

Budget: \$3,400

The marketing video will be shared on social media, distributed through email, and presented at interfaith meetings and volunteer recruitment events. It will be designed to be reused for future Run for Hope events and will include stories from McKinney NeighborHub beneficiaries and community leaders to share its purpose and impact.

Profit and Loss

Run for Hope

January 1-June 23, 2025

Distribution account	Total
Income	
Grant Reimbursements	\$ 4,747.79
RACE FEES - 1 mile	\$ 10,968.29
SPONSORSHIP INCOME	\$ 28,531.61
Total for Income	\$ 44,247.69
Cost of Goods Sold	
RACE WEBSITE FEES	\$ 730.39
Total for Cost of Goods Sold	\$ 730.39
Gross Profit	\$ 43,517.30
Expenses	
ACTIVITY/ENTERTAINMENT COSTS	\$ 1,122.29
AWARDS	\$ 125.12
CHIP TIMING	\$ 2,270.00
COMMERCIAL SIGNS	\$ 277.25
EQUIPMENT RENTAL	\$ 575.06
FLYERS	\$ 889.73
FOOD & DRINK COSTS	\$ 190.73
GRAPHIC DESIGN	\$ 3,275.00
INSURANCE	\$ 422.92
LICENSES, PERMITS, POLICE FEES	\$ 1,941.92
OTHER EXPENSES	\$ 59.53
RACE COURSE SUPPLIES	\$ 1,322.79
Sales Tax Expense	\$ 52.10
T-SHIRT COSTS	\$ 2,283.76
YARD SIGNS	\$ 305.81
Total for Expenses	\$ 15,114.01
Net Operating Income	\$ 28,403.29
Other Income	
Other Expenses	
Net Other Income	\$ -
Net Income	\$ 28,403.29
Hold in account to keep it open (Savings)	\$ (5.00)
Withholding for Rent Credits (4)	\$ (4,000.00)
DONATION TO NEIGHBORHUB	\$ 24,398.29

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

MAY 17 2018

Date:

SANCHEZ CHARITIES
2000 N MCDONALD ST STE100
MCKINNEY, TX 75071-0000

Employer Identification Number:
82-5320214
DLN:
26053530005238
Contact Person:
CUSTOMER SERVICE ID# 31954
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Public Charity Status:
170(b)(1)(A)(vi)
Form 990/990-EZ/990-N Required:
Yes
Effective Date of Exemption:
April 30, 2018
Contribution Deductibility:
Yes
Addendum Applies:
No

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. 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.

Letter 947

**Request for Taxpayer
Identification Number and Certification**
Go to 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.) Sanchez Charities	
	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 corporation exempt under IRS code section 501(c3)	4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3): Exempt payee code (if any) 1 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. 210 Adriatic PKWY #200	Requester's name and address (optional)
	6 City, state, and ZIP code MCKINNEY TX 75072	
	7 List account number(s) here (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	
82	5320214

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 [Signature]	Date 1/7/2025
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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.

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