

Promotional and Community Event Grant Application

McKinney Community Development Corporation FY 2025

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.
- Applications must be completed in full, using this online form and submitted by 5 p.m. on the application deadline indicated on the [Grants page](#) of the McKinney CDC website.
- If you are interested in a preliminary review of your grant request or event idea, please [complete and submit the online Letter of Inquiry](#).

Company Name	Sanchez Charities, LLC
Federal Tax I.D.	825320214
Incorporation Date	Tuesday, May 8, 2018
Mailing Address	210 Adriatic Parkway, Suite 200 McKinney, Texas, 75072
Phone Number	(469) 424-5900
Email	kim.sanchez@thesanchezgroup.biz
Website	https://www.thesanchezgroup.biz/philanthropy
Social Media	N/A, N/A N/A, N/A

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

Sanchez Charities, LLC, is the philanthropic arm of the Sanchez Group, a community development company founded in 2005 by Kim and Martin Sanchez. The "Mission" of Sanchez Charities, LLC, is to leverage the business relationships and skills (internally and externally) that have been developed over twenty years and concentrate the resources of those relationships to improve the lives of Texas residents where specific needs are identified.

The partnership between Sanchez Charities, LLC, and the McKinney Interfaith Compassionate Service Council (ICSC) exemplifies a shared commitment to community development and interfaith collaboration. As the philanthropic arm of the Sanchez Group, Sanchez Charities, LLC leverages over two decades of expertise in business relationships, city planning, and community support to address critical needs within Texas communities. This aligns seamlessly with the mission of ICSC, which fosters interfaith understanding and advocates for community causes that promote unity and compassion.

Together, Sanchez Charities, LLC and ICSC bring a wealth of experience and shared values to initiatives like the Run for Hope event. Sanchez Charities, LLC extensive background in grassroots community development and philanthropic efforts complements ICSC's dedication to interfaith collaboration and direct community service. Through this partnership, the Run for Hope highlights the power of unity, bringing together diverse faith communities, local government, and compassionate individuals to make a meaningful impact in McKinney and beyond.

McKinney Interfaith Compassionate Service Council (ICSC)

The McKinney Interfaith Compassionate Service Council (ICSC) is an organization that encourages interfaith understanding and collaboration among diverse faiths, including Christian, Baha'i, Muslim, and Hindu communities. By advocating for common causes and providing meaningful community service, the council works closely with local government to support community initiatives. Guided by deep compassion for neighbors in need and a belief in God's love and active presence in individuals' lives, the council strives to make a positive impact through its efforts to foster unity and provide assistance to those who require support.

The ICSC is intimately involved in planning and executing the Run for Hope event.

Sanchez Charities, LLC

As a community development firm, The Sanchez Advisory Group (TSAG) is the culmination and evolution of years of effort in the city planning, land development, and real estate industry. Kim D. Sanchez, P.E. (KDS), and J. Martin Sanchez, AICP (JMS), were previously employed by a "Fortune 500" national consulting firm. KDS has a Bachelor of Engineering degree from the University of Texas and is licensed to practice civil engineering in several states. KDS has worked for several large land development consulting firms and managed a \$5 million per year practice at Kimley-Horn and Associates, Inc. JMS has Bachelor's degrees in Economics, Philosophy, and Spanish (1992) from Texas A&M University. JMS also obtained his Master of Urban Planning (1995) from Texas A&M University. JMS has worked for the State of Texas in Community and Economic Development under two different Governors, the City of Plano and the City of McKinney, and countless EDCs, CDCs, Counties, etc., across Texas. At Kimley-Horn and Associates, Inc., JMS led a multi-disciplinary practice of nearly \$10 million annually with practicing teams in Frisco, Dallas, San Antonio, Austin, and El Paso, Texas.

The overall corporate structure of "The Sanchez Advisory Group" (TSAG) has included a philanthropic focus from its inception. KDS has extensive experience in not-for-profit endeavors, including The Center for Non-Profit Management, Collin County Children's Advocacy Center, Junior League of El Paso and of Plano, Holy Family School, and others. As an urban planner, JMS has focused on affordable housing, community development at the grassroots level, fundraising for not-for-profits, and facilitation and promotion of health and human services throughout the state of Texas. TSAG's core principles have included a focus on charitable giving and philanthropy from the onset in 2005. In 2018, Sanchez Charities, LLC was established to streamline and focus the firm's corporate efforts into an operational enterprise.

As a formal entity, Sanchez Charities, LLC has 3 key objectives:

Community Development

- Financially supporting local non-profit and other civil organizations
- Participate in leadership roles (Boards of Directors)
- Pro-bono land development consulting for non-profits
- Facilitate corporate relationships with local non-profits
- Increasing awareness for local non-profit organizations and their needs
- Coordinate relationships and services between non-profit organizations providing health and human resources
- Support attainable housing alternatives for low-income and workforce sectors
- Support and create social programs for special populations

Reduce Hunger

- Establish an anonymous vehicle for the distribution of food staples throughout communities.
- Raise awareness about hunger, its impacts on society and family, and how community involvement can change current situations.
- Partner with other agencies that focus on "hunger" in order to enhance the overall cumulative impact of the various agencies involved.
- Raise money and other in-kind donations as needed for critical programs and projects.

Community Enhancement

- Financial support for educational programs
- Support of local government and spiritual organizational programs and needs
- Support public art as an integral part of the built environment

- Collaborate, where possible, with other organizations to advance the preservation of cultural assets.
- Raise money and other in-kind donations as needed for the advancement of public-private projects to enhance cultural assets in communities.

Below is a listing of Local Organizations that Sanchez Charities, LLC has Supported:

- One Heart McKinney: Advisory Council Member
- McKinney Chamber of Commerce: Board Members
- Franklin County Chamber of Commerce: Board Member
- Collin County Homeless Coalition: Board Member
- Collin County Children's Advocacy Center: Volunteer
- Tiny Pocket Community: pro bono land development assistance
- Above All Things: pro bono land development assistance
- Dawoodi Borha Community: pro bono land development assistance
- Centro Cristiano Vida Abundante Church: pro bono land development assistance
- Community Garden Kitchen: pro bono land development assistance
- St. Andrew's Episcopal Church: pro bono land development assistance
- McKinney Community Food Bank: pro bono land development assistance
- Junior League – El Paso, Collin County: Board Member /Volunteer
- Rape Crisis Center (Plano): Volunteer
- Habitat for Humanities: Board Member / pro bono dev assistance
- North Texas Food Bank: Development Consultant for Expansion
- Love Life: Fundraising / donations to org: Over \$5,000
- Cornerstone Ranch: Fundraising / donations to org: Over \$1,500
- City Church: Fundraising / donations to org: Over \$5,000
- Grace to Change: Fundraising / donations to org: Over \$5,000
- Dia De Los Muertos (Board Member): Fundraising / donations to org: Over\$20,000
- Empty Bowls: Collaboration to Fight Food Insecurity
- Hugs Café: Provide Lease at below market rates for Hugs Café; Fundraising and donations to org: over \$50,000
- Holy Family School: Believe Race; Pancakes with Santa at FUMC; Board Member; Weekend Food Bags for CCS Toddlers; Fundraising and donations to org: Over \$25,000
- Community Lifeline Center: Provide Lease at below market rates during COVID for 3 years; Fundraising and donations to org: Over \$70,000 in cash and subsidies
- My Friend Jack's House: Provide Lease at below market rates
- Radiant Life Church (The Garden): Provide Lease at below market rates
- Revive Church: Provide Lease at below market rates
- Hidden Springs of McKinney Senior Living: Sr Residents Knitting Program
- City and MISD Support: City of McKinney: Stormwater Ordinance Committee; Development Committee; Downtown Redevelopment Committee; MISD: Redistricting Committee; Provide Emergency Food Bags
- McKinney Housing Authority: Development Consultant for Merritt, Newsome, Lloyd Owens, Cockrel, Millenium, Post Oak

Youth, Education, Arts

- Junior World Affair Council, IIANT
- YMCA: Youth and Government Program
- Youth Leadership: St. Andrew's Church
- Youth Leadership: First United Methodist Church
- McKinney Arts Commission: McKinney Blooms, Art Wall at Chestnut Parking Garage; Butterfly Project, Chestnut Parking Garage
- McKinney Mexican Cemetery Rehab: Lead Agency supporting Jason Hernandez

Sanchez Charities also includes programs called the McKinney Little Free Pantry (2016). The mission of this program is: McKinney Little Free Pantry serves as a vehicle to share the overwhelming abundance in Collin County with those in need in our community. The pantry wants to provide non-perishable food, toiletries, and basic life necessities with respect, love, and dignity for shoppers and donors alike. This assistance is available 24 hours a day, 7 days a week, with no rules or regulations as to who receives the assistance. It is the intention that when people receive food for their physical hunger, they also receive generous portions of kindness and grace to feed their spiritual and emotional hunger as well. Some of the key things to know about this program are:

McKinney Little Free Pantry

- Thirteen (13) McKinney Pantries (1 pet pantry)
- Distribute over 120 Tons of Food a Year
- Distribute Non-Weighted Bread, Produce, Farm Fresh Eggs
- Distribute Basic Needs Toiletries (non weighted)
- Distribute School Supplies and Back Packs (non weighted)
- Distribute Winter Items – Hats, Gloves, Scarves, Coats (non weighted)
- Distribute Basic Pet Food and Care (non weighted)
- Thanksgiving and Christmas Family Adoptions
- Provide food and basic needs toiletries for Samaritan Inn Transitioned Housing residents
- Select pantries located at: Trinity Presbyterian Church; Holy Family Church; St Peter’s Episcopal Church; St Andrew’s Episcopal Church; 1st Presbyterian Church; Renovacion Iglesia del Nazareno; St. Gabriel’s Catholic Church; McKinney Masonic Temple

Collaborative Organizations Supporting MLFP food programs

- McKinney Roots: Provides fresh eggs and produce for distribution
- Baby Booties Diaper Bank: Provides diapers and feminine hygiene products
- Minnie’s Food Bank (Plano): Provides food for distribution in McKinney
- LoveLife: Foodstock
- First Baptist Church
- Iglesia del Nazareno Renovacion
- Community Lifeline Center
- McKinney Community Food Bank

Organizations Providing Support for MLFP Food Programs

- State Farm (various agencies)
- Valliance Bank
- Cadence Bank
- First United Bank
- DREES Homes
- McKinney Landfill
- Reeps HVAC
- City Park

Select One

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

IRS Determination Letter for 501(c)3



501c3 (2).pdf

Noteworthy recognitions or awards in the last two years.

The Church of Jesus Christ of Latter-day Saints was grateful to be nominated for Volunteer Group of the Year at the 2024 McKinney Spirit of Volunteerism Awards. This recognition reflects the Church’s ongoing efforts to serve the community and foster meaningful contributions and partnerships to help those in need.

In 2023, the mobile Giving Machine serving McKinney, Fort Worth, and Grapevine, Texas, achieved global recognition as the #1 Giving Machine globally, collecting over \$630,000 in donations for local and international charities. During its 14-day presence in McKinney, the Giving Machine facilitated the donation of more than 11,000 items, demonstrating the exceptional generosity of the community and the profound impact of this initiative in North Texas.

Also, The McKinney Interfaith Compassionate Service Council (ICSC), deeply involved in planning and executing the Run for Hope initiative, was honored with a public service award from the Hindu

Empowerment & Reformation Organization (HERO) and the HBS Hindu Council (HCC) for their efforts in addressing hunger and food insecurity in McKinney.

Representative Completing Application

Kim Sanchez Founder and Board President

Mailing Address

210 Adriatic Parkway, Suite 200
McKinney, Texas, 75072

Phone Number

(469) 424-5900

Email

kim.sanchez@thesanchezgroup.biz

Contact for Communications Between MCDL and Organization

Kim Sanchez Founder and Board President

Address

210 Adriatic Parkway, Suite 200
McKinney, Texas, 75072

Phone Number

(469) 424-5900

Email

kim.sanchez@thesanchezgroup.biz

Funding - Total Amount Requested

\$10,550.00

Are matching funds available?

Yes

Matching Funds Available

\$4,000.00

Will funding be requested from any other City of McKinney entity (e.g. Visit McKinney, Arts Commission, City of McKinney Community Support Grant)?

No

Provide name of City of McKinney entity funding source and amount.

N/A

Have you received or will funding be requested from other organizations / foundations?

Yes

Provide name of organization / foundation funding source and amount.

The Church of Jesus Christ of Latter-Day Saints

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

No

Please list.

N/A

Board of Directors

Sanchez Charities, LLC is supported by a professionally diverse advisory board that is crucial in guiding the organization's strategic direction and governance. Our board members bring expertise from various sectors, including business, law, finance, and the non-profit sector, ensuring a well-rounded perspective on all decisions.

Rosie Cano: Senior Vice President, Operations Group Manager at Citi Financial. Rosie brings extensive experience in financial operations and management, providing valuable insights into our organization's economic health and sustainability.

Laura Lewis: Attorney at Laura Canada Lewis – Canada Lewis & Associates. Laura's legal expertise helps navigate the complex legal landscape, ensuring compliance and robust legal frameworks for our operations.

Darius Fudge: CEO and Managing Partner at Wealth Integrity Network Solutions. Darius's financial management and strategic planning background enhances our ability to secure and manage funding effectively.

J. Martin Sanchez: CEO of The Sanchez Advisory Group. Martin provides leadership and strategic direction, leveraging his extensive experience in land development and asset management.

Kim D. Sanchez: Founder and Board President of Sanchez Charities, LLC. Kim's visionary leadership and commitment to community service drive the organization's mission and objectives.

Le'Talia Bryant: Grant Management Specialist. Le' Talia's expertise in grant management ensures that we effectively secure and utilize grant funding to support our programs and services.

Leadership Staff

Kim D. Sanchez: Founder and Board President of Sanchez Charities, LLC

Maria Caccavale: Executive Director of Sanchez Charities, LLC

Keith Kemsley – Race Director

Oversees event planning, logistics, and overall execution. He ensures resources, timelines, and team coordination align with the event's goals.

Ranonne Brown – Assistant Race Director

Supports event operations through timeline management and team coordination. She ensures efficiency and resolves operational challenges.

Craig Calhoun – Course Manager

Designs the racecourse and manages maps, registration, timing, and race-day materials. He ensures a safe and competitive course experience.

Mari Calhoun – Community Relations Manager

Manages community engagement with vendors, law enforcement, and government. She secures permits and coordinates event-day partnerships.

Jillane Franjesevic – Operations Manager

Oversees safety, volunteers, and course logistics. She ensures smooth operations for participants, volunteers, and spectators.

Staci Wright – Finance Manager

Manages budgets, accounting, and funding. She secures sponsorships and grants to ensure financial sustainability.

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

Date(s) of Event

Saturday, April 12, 2025

Location(s)

Towne Lake Park

Event(s) open to the public?

Yes

Ticket Prices

5K runner - \$30

Walker w/ shirt - \$30

Walker w/o shirt - free (but donation options of \$5,\$10,\$20,\$30)

Ghost runner (shirt only) - \$30

Other donations - \$5,\$10,\$20,\$30

Late fee (final week) - \$5

Describe the target audience for the event(s).

The Run for Hope: Walk in Unity is designed to engage a diverse audience, encompassing both McKinney residents and those from surrounding communities. Its inclusive approach ensures participation from various demographics and interest groups.

The primary target audience includes charity supporters, faith communities, runners, families, and individuals across Collin County who share a commitment to community engagement and social impact.

The secondary target audience extends to businesses and corporate teams, schools and youth groups, and volunteers eager to contribute their time and resources. Additionally, virtual participants, local government leaders, and influencers are crucial to amplifying the event's reach and impact. By incorporating these groups, the event bridges community sectors, ensuring widespread participation and support.

Is this the first for this event?

Yes

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

N/A

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

The Run for Hope, Walk In Unity events will highlight McKinney's vibrant recreational amenities and community values. The event will be hosted at Towne Lake Park, showcasing the city's commitment to quality recreational spaces, including scenic hike and bike trails, picnic pavilions, and family-friendly features such as a playground and sports courts.

The event incorporates McKinney's core values of inclusivity and neighborly support, demonstrating the city's identity as a welcoming, community-focused place to live and work. With over 1,000 anticipated participants, including residents, visitors from nearby cities, and out-of-town guests, the event will drive tourism and strengthen McKinney's reputation as a destination for meaningful, community-centered events.

The Run for Hope event promises to attract out-of-town visitors:

1. NeighborHub will serve McKinney and surrounding cities and many of the core tenants have a presence in other cities.
2. The event is being organized in partnership with churches/mosques/temples and interfaith councils across a half-dozen surrounding cities.
3. The "Walk in Unity" event is designed to attract individuals from a wide variety of cultures and faith traditions
4. The event will have a wide variety of family-friendly activities and entertainment.

In addition, the event promotes networking and partnership opportunities by bringing together interfaith leaders, business professionals, and community influencers, creating a platform for collaboration and connectivity. Local and regional media coverage will further amplify the city's profile, promoting McKinney as a thriving center for recreation, community engagement, and economic growth.

Expected attendance.	1,000
Expected number or percentage of attendees coming from outside of McKinney.	40%
Does the event support a non-profit (other than applicant)?	<input type="button" value="Yes"/>
If yes, what organization(s) are supported?	The NeighborHub
What percentage of revenue will be donated (indicate gross or net)?	100%

Financial Goals of Promotional / Community Event

Gross Revenue	\$57,900.00
Projected Expenses	\$25,659.00
Net Revenue	\$32,241.00

Other Funding Sources

Engage local businesses to sponsor the event in return for visibility. Use Sanchez Land Development Group contacts, the Hindu business network, and business networks associated with different faith and interfaith groups. E.g., Chick-fil-A, HEB, Market Street, etc.

Additional Grant/ Donations:
Seek out additional grant opportunities and approach local service organizations.

In-Kind Donations:
Seek non-monetary contributions such as food, beverages, equipment, etc.

Matching Gift Programs:
Encourage participants to check if their employers offer matching gift programs.

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

The Run for Hope, Walk In Unity event consists of:

1. A 5K run
2. A multicultural/interfaith Unity Walk
3. A family-friendly spring festival

Mission

1. Raise awareness of NeighborHub
2. Raise funds for NeighborHub and core non-profit tenants
3. Bring multicultural, interfaith communities together for a common cause

*100% of the net profit from the event will be donated to the identified charities. We project that the net profit percentage will be approximately 56%.

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. It showcases its innovative model of consolidating critical resources under one roof to effectively address community needs and inspires participants and attendees to contribute to its mission of uplifting neighbors in need.

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:

1. Expand Community Support: NeighborHub collaborates with individuals, faith groups, and organizations. Raising awareness encourages more people to get involved, whether through volunteering, donations, or advocacy.
2. Broaden Access: Many in need may be unaware of NeighborHub's services, such as food distribution, hygiene services, case management, and rental assistance. Greater awareness ensures that these services reach those who need them most.
3. Strengthen Partnerships: Highlighting NeighborHub's impact fosters stronger relationships with local businesses, government, and non-profits, creating opportunities for funding and resource sharing.
4. Promote Unity: We encourage cross-cultural and interfaith collaboration by introducing NeighborHub to diverse communities and faith traditions, fostering unity and compassion in addressing shared challenges.
5. 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 Towne Lake Park and its amenities
- Unity Walk: A family-friendly walk around Towne Lake celebrating unity, inclusivity, and interfaith collaboration
- Family Activities: Kid-friendly areas with games, face painting, and activities
- Food and Vendor Booths: Credit Union of Texas (CUTX) food trucks and vendor booths
- Live Entertainment: Performances by a local band and cultural groups
- Community Non-Profit Fair: Booths featuring McKinney Neighbor Hub's non-profits and services, promoting awareness and engagement

Target Attendees

NeighborHub will serve a broad audience, both those in and outside of McKinney

Primary Target Audience

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

Secondary Target Audience

- Businesses and Corporate Teams
- Schools and Youth Groups
- Volunteers
- Virtual Participants
- Local Government Leaders and Influencers

Expected attendance

We anticipate 400 runners and 800 walkers, along with a significant number of additional attendees, approximately 500. Total = 1,700. These include individuals coming to:

- Support the charity and its mission
- Cheer on participants
- Enjoy the community atmosphere and sense of unity
- Volunteer at the event
- Explore cultural diversity through interfaith and cultural components, such as performances or displays
- Perform or participate in event activities
- Visit vendor booths, enjoy food trucks, and experience live entertainment

With this diverse mix of participants and supporters, we expect total attendance to exceed 1,000 people, showcasing the community's enthusiasm and commitment to the event's charitable goals.

Proposed Schedule

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

8:30 AM: Opening remarks and welcome from athletes and non-profit leaders.

9:00 AM: 5K run starts.

10:00 AM: Unity Walk around Towne Lake

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

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

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

Budget: \$500

Distribution Plan:

Flyers will be distributed in various locations, including churches, mosques, and temples, local businesses such as coffee shops, gyms, and grocery stores, and 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 and 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.

We are requesting \$10,550 in grant money, representing the cash outlay for marketing. The total grant would represent 100% of marketing costs. and 41% of total expenses.v

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

Promotional Channel	Budget
Flyer distribution	\$500.00
Yard Signs (2x2')	\$1,550.00
Campaign Signs (4'x8')	\$3,300.00
Social Media and Email Campaign	\$1,800.00
Marketing Video(s)	\$3,400.00

Event Marketing Plan and Budget Attachment

LightTheWorld Giving Machine

Three Machines. Seven Charities. Thirty Items. Countless Lives Changed.

Grapevine
Nov. 22 - Dec. 5
Grapevine Main Street

Frisco
Dec. 7 -18
Frisco Square

McKinney
Dec. 20 - Jan. 1
McKinney Town Square

Sponsored by The Church of Jesus Christ of Latter-day Saints

@TEXAS GIVING MACHINE
Follow Here

texasgivingmachine.org



Total Promotional Budget	\$10,550.00
What percentage of the total marketing budget does the grant represent?	100%
Attendance from previous event(s), if applicable	2,650

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

We have learned from other large, interfaith charity events, such as the Unity Fall Festival, which has successfully brought the community together for the past three years, that building strong partnerships with local businesses, interfaith groups, and faith organizations (churches, mosques, temples) is crucial for spreading awareness and driving attendance. These collaborations significantly expand reach, enhance credibility, and help attract participants who might not otherwise be aware of the event.

We have also found that having well-designed marketing materials—adaptable for both print handouts and electronic distribution—is vital. High-quality materials ensure clear, consistent messaging, make it easier for partners to share event details, and reinforce the event's professionalism and appeal.

We have learned from past, similar events that leveraging social media as a key communication tool is critical for spreading the word and driving engagement. Consistent, visually appealing posts across platforms help build awareness, while using tools like event hashtags fosters community involvement. Additionally, engaging local influencers and community leaders to promote the event amplifies the message, reaching audiences that might not be accessible through traditional channels. We have found that their endorsements add credibility and create excitement, significantly boosting registration and participation rates.

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

This is how we plan to measure success:

Attendance

The total number of attendees—including runners, walkers, volunteers, and supporters—will be one of the key ways we measure success. We'll also be keeping an eye on how many people come from outside McKinney to see how well we're reaching neighboring communities.

Money Raised

How much money we raise through registration fees, sponsorships, and donations will be a big part of the event's success. We'll also look at the percentage of those funds going to NeighborHub and its core non-profit tenants to show the real impact we're making.

Community Engagement

Success isn't just about numbers—it's also about who's involved. We'll measure how many faith and interfaith groups participate, how active the event is on social media, and how much feedback we get from volunteers and supporters.

Marketing Effectiveness

We'll look at how well our promotional efforts translate into registrations, how far our marketing materials reach, and how engaged our partners are in helping spread the word.

Impact on the Cause

Stories and testimonials from NeighborHub and its core non-profit tenants will help show how the funds raised are directly helping neighbors in need. We'll also look at new partnerships and stronger relationships with community organizations as a sign of success.

Building Interfaith Connections

We'll measure how many new interfaith alliances are formed and how much we strengthen existing partnerships through planning and working together on this event.

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

Attachments Included

Budget



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

100%

Are matching funds available?

Yes

What dollar amount and percentage of Promotional / Community Event funding will be provided by other sources such as sponsorship, registration fees, individual or corporate donations, etc.?

Sponsorship Revenue	\$20,000.00
Registration Fees	\$14,000.00
Donations	\$13,350.00
Other (raffle, auction, etc.)	0
Net Revenue	\$57,900.00

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 evaluate financial success through key metrics, including race registration fees and participation levels, sponsorship funds secured, and the comparison of actual expenses against the budget. Additionally, the net profit donated and the percentage of expenses relative to total revenue earned will serve as critical indicators of the event's financial performance.

- Provide an overview of the organization's financial status, including the impact of this grant request on the organization's mission and goals.
- Please attach your budget for the current year and audited financial statements for the preceding two years. If audited financials are not available, please indicate why.

Budget



Financial Statements



IRS Determination Letter (if applicable)



W9



990.pdf



W9 (2).pdf

Completed applications that are eligible for consideration by MCDC will be presented to the board according to the schedule on the Grants page of this website. Presentations will be limited to five (5) minutes followed by time for Board questions.

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, how your event will showcase McKinney, estimated attendance from within and outside of McKinney (and past attendance, if applicable), event features / activities, how event supports your organization's mission, and non-profit beneficiary, if applicable.
- Specific marketing plans for event(s) including promotional channels to be utilized (print, radio, social media, posters, etc.) and budget for each. Please share the percentage of the total marketing budget that this grant application represents.

If funding is approved by the MCDC board of directors, Applicant assures:

- 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.
- MCDC 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 MCDC for inclusion on all advertising, marketing and promotional materials. Specifics for audio messaging will be agreed upon by applicant and MCDC and included in an executed performance agreement.
- The organization's 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 on MCDC website and social media content.
- A final report detailing the success of the Promotional / Community Event, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Promotional / Community Event.
- Grant funding is provided on a reimbursement basis subsequent to the 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.**

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

Friday, November 29, 2024

Representative Completing Application



Date

Friday, November 29, 2024

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.

PROJECTED BUDGET

REVENUE

- 5K race fees	10,500.00
- Unity walk (shirt)	3,500.00
- Unity walk (donations)	1,500.00
- Church donation	4,000.00
- Food truck revenue	2,650.00
- In-kind donations	5,200.00
- Sponsorships	20,000.00
- Grant money	10,550.00

GROSS REVENUE 57,900.00

EXPENSES

- Police Presence	1,500.00
- Port-A-Potties	650.00
- Shirts	2,550.00
- Chip timing	2,270.00
- Parking lot fee (MHS)	157.00
- Insurance	422.00
- Pavilion rental	60.00
- Food/Water stations	1,000.00
- Payment processing fee	600.00
- Awards/bibs	400.00
- Swag bags	800.00
- Tax filing and banking	1,100.00
- Emmcee, DJ & Band	1,000.00
- Bounce houses	800.00
- Food trucks	1,800.00
- Flyers	500.00
- Yard signs (2x2)	1,550.00
- Campaign signs (4x8)	3,300.00
- Social media campaign	1,800.00
- Marketing video (evergreen)	3,400.00

TOTAL EXPENSES 25,659.00

PROJECTED NET INCOME 32,241.00

% of revenue to donate 56%

MCKINNEY

Community • Unity



FALL FESTIVAL

November 5th, 2022

4:00 PM - 7:00 PM

ENJOY THE FAMILY-FRIENDLY ACTIVITIES



BONNIE WENK PARK
2996 VIRGINIA PKWY, MCKINNEY, TX 75071
LIVE BAND - FOOD - GAMES

- BRING A BLANKET OR CAMP CHAIR
- CARPOOLING IS RECOMMENDED
- ADDITIONAL PARKING @ WALMART





Please join us for

Brunch

*Join us in celebrating our local non-profit organizations,
identifying ways we can support their important work, and
networking with non-profit directors, faith leaders, and
local government representatives.*

06 | 10 | 23

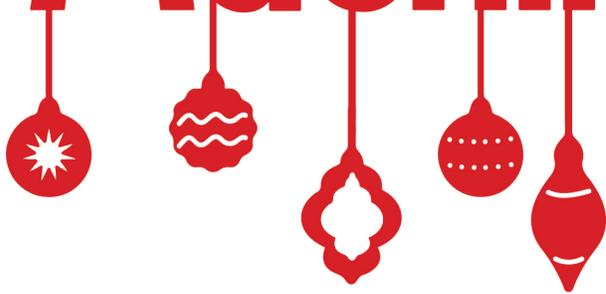
from 9:00 to 10:30 in the morning

The Samaritan Inn - Dining Hall
1514 N. McDonald Street
McKinney, Texas 75071

RSVP by the 15th of May

*Our non-profit organizations feed so many. This is our chance to
feed and honor them!*

LightTheWorld Giving Machine



Three Machines.
Seven Charities. Thirty Items.
Countless Lives Changed.

Grapevine
Nov. 22 - Dec. 5

Grapevine Main Street

Frisco
Dec. 7 -18

Frisco Square

McKinney
Dec. 20 - Jan. 1

McKinney Town Square

Sponsored by The Church of
Jesus Christ of Latter-day Saints



@TEXAS GIVING MACHINE

Follow Here



texasgivingmachine.org

Sanchez Charities

Balance Sheet

As of June 25, 2024

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	\$46,289.31
Total Current Assets	\$46,289.31
TOTAL ASSETS	\$46,289.31
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable (A/P)	0.00
Total Accounts Payable	\$0.00
Total Current Liabilities	\$0.00
Total Liabilities	\$0.00
Equity	
Retained Earnings	37,777.67
Net Income	8,511.64
Total Equity	\$46,289.31
TOTAL LIABILITIES AND EQUITY	\$46,289.31

Sanchez Charities

Balance Sheet

As of December 31, 2023

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	\$37,777.67
Total Current Assets	\$37,777.67
TOTAL ASSETS	\$37,777.67
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable (A/P)	0.00
Total Accounts Payable	\$0.00
Total Current Liabilities	\$0.00
Total Liabilities	\$0.00
Equity	
Retained Earnings	18,802.45
Net Income	18,975.22
Total Equity	\$37,777.67
TOTAL LIABILITIES AND EQUITY	\$37,777.67

Sanchez Charities

Balance Sheet

As of June 25, 2024

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	\$46,289.31
Total Current Assets	\$46,289.31
TOTAL ASSETS	\$46,289.31
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable (A/P)	0.00
Total Accounts Payable	\$0.00
Total Current Liabilities	\$0.00
Total Liabilities	\$0.00
Equity	
Retained Earnings	37,777.67
Net Income	8,511.64
Total Equity	\$46,289.31
TOTAL LIABILITIES AND EQUITY	\$46,289.31

Sanchez Charities

Profit and Loss

January - December 2023

	TOTAL
Income	
Donations	32,629.32
Total Income	\$32,629.32
GROSS PROFIT	\$32,629.32
Expenses	
Bank Charges & Fees	159.05
Purchases	13,568.50
Total Expenses	\$13,727.55
NET OPERATING INCOME	\$18,901.77
Other Income	
Interest Income	73.45
Total Other Income	\$73.45
NET OTHER INCOME	\$73.45
NET INCOME	\$18,975.22

Sanchez Charities

Profit and Loss

January 1 - June 25, 2024

	TOTAL
Income	
Donations	9,065.07
Total Income	\$9,065.07
GROSS PROFIT	\$9,065.07
Expenses	
Bank Charges & Fees	106.83
Purchases	505.85
Total Expenses	\$612.68
NET OPERATING INCOME	\$8,452.39
Other Income	
Interest Income	59.25
Total Other Income	\$59.25
NET OTHER INCOME	\$59.25
NET INCOME	\$8,511.64

**Wealth Integrity
Network Solutions**

Sanchez Charities
210 Adriatic Parkway Suite 200
MCKINNEY, TX 75072

Dear Client:

Your 2022 Electronic Notice (e-Postcard) for Tax-Exempt Organizations will be electronically filed with the Internal Revenue Service. No tax is payable with the filing of this return.

Please be sure to call us if you have any questions.

Sincerely,

Darius Fudge

CLIENT COPY

2022

General Information

Page 1

Sanchez Charities

82-5320214

Forms needed for this return

Federal: 990-N

Carryovers to 2023

None

CLIENT COPY

The organization's Federal tax return is **NOT FINISHED** until you complete the following instructions.

Prior to transmission of the return

Form 990-N

The organization should review their Federal Return along with any accompanying schedules and statements.

Even Return

No payment is required.

After transmission of the return

Receive acknowledgement of your e-file transmission status.

Within several hours, access the program and get your first acknowledgement (ACK) that the program has received your transmission file.

Access the program again after 24 and then 48 hours to receive your Federal ACKs.

CLIENT COPY

**Electronic Notice (e-Postcard) for
Tax-Exempt Organization Not Required to File
Form 990 or 990-EZ**

Form **990-N**

2022

Electronic Filing Only – Do Not Mail

For the 2022 calendar year, or tax year beginning 1/01, 2022, ending 12/31, 2022

Check if applicable
 Termination

Organization name and address

Sanchez Charities
210 Adriatic Parkway #200
MCKINNEY, TX 75072

Employer identification number

82-5320214

Telephone Number

(214) 714-5630

Other names the organization uses

Website: >

Check > if the organization's gross receipts are normally not more than \$50,000 (\$5,000 for a 509(a)(3) supporting organization)

Principal Officer Information	Name	Kimberly Sanchez
	Address	210 Adriatic Parkway #200 MCKINNEY, TX 75072

Form 990-N, also known as the e-Postcard, must be filed electronically with the Internal Revenue Service. There will be no paper form accepted by the Internal Revenue Service.

Do Not mail this form to the Internal Revenue Service.

**Wealth Integrity
Network Solutions**

Sanchez Charities
210 Adriatic Parkway Suite 200
MCKINNEY, TX 75072

Dear Client:

Your 2023 Electronic Notice (e-Postcard) for Tax-Exempt Organizations will be electronically filed with the Internal Revenue Service. No tax is payable with the filing of this return.

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Sincerely,

Darius Fudge

CLIENT COPY

2023

General Information

Page 1

Sanchez Charities

82-5320214

Forms needed for this return

Federal: 990-N

Carryovers to 2024

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CLIENT COPY

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CLIENT COPY

**Electronic Notice (e-Postcard) for
Tax-Exempt Organization Not Required to File
Form 990 or 990-EZ**

Form **990-N**

2023

Electronic Filing Only – Do Not Mail

For the 2023 calendar year, or tax year beginning 1/01, 2023, ending 12/31, 2023

Check if applicable
 Termination

Organization name and address

Sanchez Charities
210 Adriatic Parkway #200
MCKINNEY, TX 75072

Employer identification number

82-5320214

Telephone Number

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Other names the organization uses

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Form 990-N, also known as the e-Postcard, must be filed electronically with the Internal Revenue Service. There will be no paper form accepted by the Internal Revenue Service.

Do Not mail this form to the Internal Revenue Service.

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 <i>Specific Instructions</i> on page 3.	<p>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.)</p> <p>Sanchez Charities</p>	
	<p>2 Business name/disregarded entity name, if different from above.</p>	
	<p>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.</p> <p><input type="checkbox"/> Individual/sole proprietor <input type="checkbox"/> C corporation <input type="checkbox"/> S corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate</p> <p><input type="checkbox"/> LLC. Enter the tax classification (C = C corporation, S = S corporation, P = Partnership) _____</p> <p>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.</p> <p><input checked="" type="checkbox"/> Other (see instructions) Non profit corporation exempt under IRS code section 501(c)(3)</p>	<p>4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):</p> <p>Exempt payee code (if any) <u> 1 </u></p> <p>Exemption from Foreign Account Tax Compliance Act (FATCA) reporting code (if any) _____</p> <p><i>(Applies to accounts maintained outside the United States.)</i></p>
	<p>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 _____ <input type="checkbox"/></p>	
	<p>5 Address (number, street, and apt. or suite no.). See instructions.</p> <p>210 Adriatic Parkway</p>	<p>Requester's name and address (optional)</p>
	<p>6 City, state, and ZIP code</p> <p>McKinney, TX 75072</p>	
	<p>7 List account number(s) here (optional)</p>	

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.

Social security number									
or									
Employer identification number									
8	2	-	5	3	2	0	2	1	4

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.

Part II Certification

Under penalties of perjury, I certify that:

1. 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
2. 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
3. I am a U.S. citizen or other U.S. person (defined below); and
4. 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	Date <u>6/26/24</u>
------------------	--------------------------	---------------------

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