

Promotional Grant Report 12.20.24

Marketing Budget and Actual – Christmas Concert with Mosaix benefitting Direction61:3

Marketing Item	Budget	Actual
Graphics Design	\$ 500.00	\$ 350.00
Printing & Postage	\$ 1,000.00	\$ 1,324.00
Website	\$ 500.00	\$ 225.00
Advertising	\$ 3,000.00	\$ 2,150.00
Total Budget Marketing	\$ 5,500.00	\$ 4,049.00

Invoice not yet received

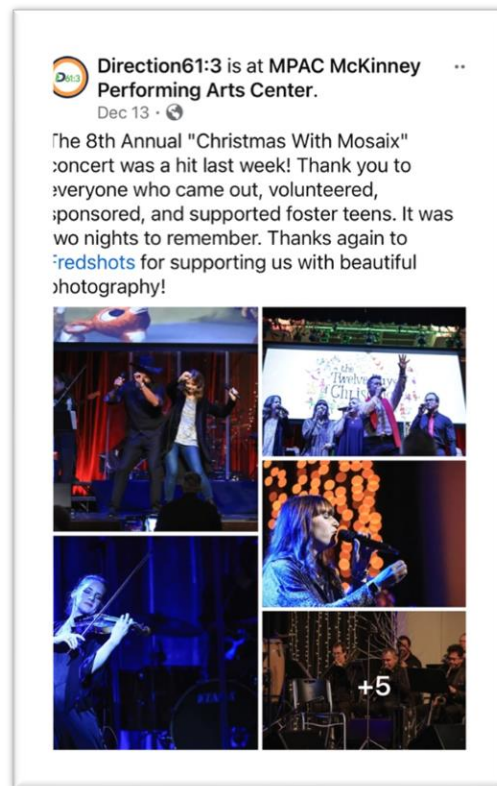
Event Promotion:

Community Impact Newspaper- Ads in October and November Publications

DIRECTION61:3

Aging out Foster Youth Thriving as Adults

Pre Event Publicity - Social Media Postings and Event Promotions digitally and print. We also received a shout out from Cynthia Izaguirre on her WFAA Social Media on Thursday, Dec 5th during the WFAA Toys for Tots Drop off at MPAC!



DIRECTION61:3

Aging out Foster Youth Thriving as Adults

Attendance:

Thursday, Dec 5th : 265

Friday, Dec. 6th : 375- Sell Out



Event Program

[CLICK HERE](#) for event program

[CLICK HERE](#) for sponsor insert

Goals for Christmas With Mosaix

1. Provide a fun and family-friendly and highly entertaining Christmas Concert that delights our audience year after year.

Each year we receive such wonderful feedback about the quality of the concert and musicians as well as the connection to our mission in support of foster youth aging out of the system. This year, we had many new attendees come up and speak with us about how much they enjoyed the concert and ask how they could support us at year-end and into 2025.

2. Raise awareness and vital year end funding for our Direction61:3 Program serving youth aging out of foster care

We will have a final tally of our fundraising totals early 2025. We had many individuals donating to us during the concert as well as during the month of December in response to our fundraising appeals as well as generous sponsors for the concert.

3. Develop sustaining partnerships with the entire community including businesses, faith community, civic organizations and individuals and families

Our audience included many of our major supporters including McKinney Rotary, Brian & Donna Loughmiller, our faith community sponsors and partners and our board & leadership. We certainly appreciated the support of MCDC and enjoyed welcoming board members and staff to the concert!

4. Ensure our event sponsors find value in their support of vulnerable youth in our community and find a return on their investment in their financial support of the concert in benefit to Direction61:3 - a 501 (c) (3) nonprofit serving foster youth and former foster youth as they become independent young adults.

We appreciate the generosity of all our event sponsors and this is certainly the case with MCDC and your promotional grant. This allowed us to provide more extensive marketing for our concert and ensure it was well promoted in the community!

This year we hosted a VIP reception that featured former Mayor Brian Loughmiller and his wife Donna- who are chairing our Launch a Legacy Capital Campaign.

The cornerstone of the Launch a Legacy Capital Campaign is The Farm, a supportive community designed to give foster youth, ages 14 to 24, the tools they need to transition into independent adulthood. The Farm will include a network of homes, a community center, and spaces for life-skills training and recreational activities.

Safe, Stable Housing: With homes ranging from 2-bedroom independent living units to 6-bedroom supervised homes, foster youth will find the stability they need as they pursue education and employment.

Life-Skills Training: Our youth will receive hands-on training in practical life skills such as financial literacy, cooking, and maintaining a household—preparing them for life outside of foster care.

Educational and Employment Support: With dedicated staff and mentors, Direction61:3 will help youth complete their education, find employment, and build the foundation for a successful future.

Summary

We truly appreciate the support of MCDC and your interest in our efforts to ensure foster youth aging out of care can THRIVE as adults. We appreciate your interest in the vital mission as we truly believe that our entire community is needed to come together in support of foster youth, so they have the support, resources and relationships to become productive and independent young adults in our community. The promotional grant support provided vital funds to be able to advertise and promote our concert and have a truly successful fundraising event that was enjoyed by the audience in attendance!

Invoices

COMMUNITY IMPACT
JG Media
850 Community Impact
1000 S. Water Valley Blvd Ste 415
Round Rock, TX 78664
(855) 300-6300

Invoice #214595
Issue: 10/11/2024
Due: 10/11/2024
Customer: 89580
Total: \$1,075.00

Bill To:
Director 61:3
Myron Wilson
3286 County Road 168
McKinney, Texas 75071

Sales Representative:
Myraa Tate
General Manager
myraa@direction613.com
940.488.3800

ORDER#	PUBLICATION	AD TYPE	DESCRIPTION	AMOUNT
85500	McKinney, October 2024	In-Paper	Quarter	\$1,075.00
Advertising Amount				\$1,075.00
Service Fee 3.99%				\$42.89
ACH/Check/Cash Discount				-\$47.89
Payment Amount by ACH/Check/Cash				\$1,075.00
Payment Amount by Credit Card				\$1,117.89
Total Amount Due				\$1,075.00

The advertising amount shown assumes payment by ACH/Check/Cash, taking advantage of our 3.99% cash discount.

Payment due date: 10/11/2024

COMMUNITY IMPACT
JG Media
850 Community Impact
1000 S. Water Valley Blvd Ste 415
Round Rock, TX 78664
(855) 300-6300

Invoice #214595
Issued: 10/25/2024
Due: 11/7/2024
Customer#: 89580
Total: \$1,075.00

Bill To:
Director 61:3
Myron Wilson
3286 County Road 168
McKinney, Texas 75071

Sales Representative:
Myraa Tate
General Manager
myraa@communityimpact.com
(481) 466-3669

ORDER#	PUBLICATION	AD TYPE	DESCRIPTION	AMOUNT
86550	McKinney, November 2024	In-Paper	Quarter	\$1,075.00
Advertising Amount				\$1,075.00
Service Fee 3.99%				\$42.89
ACH/Check/Cash Discount				-\$47.89
Payment Amount by ACH/Check/Cash				\$1,075.00
Payment Amount by Credit Card				\$1,117.89
Total Amount Due				\$1,075.00

The advertising amount shown assumes payment by ACH/Check/Cash, taking advantage of our 3.99% cash discount.

Blake Boring Design
612 Golden Leaf Lane, McKinney, TX 75070
UNITED STATES
blake@blakeboringdesign.com; Website
www.blakeboringdesign.com

Invoice No: 1747
Invoice Date: Nov 25, 2024
Due Date: Nov 25, 2024

PAID
\$0.00
AMOUNT DUE

BILL TO
Direction 61:3
Myron Wilson
TX, UNITED STATES
myron@direction613.org

#	ITEMS & DESCRIPTION	QTY/HRS	PRICE	DISCOUNT	AMOUNT(S)
1	Christmas Mosaic collateral and Year in Review	10	\$70.00	50%	\$700.00 -\$350.00
Subtotal					\$700.00
Item discounts					-\$350.00
TOTAL					\$350.00 USD
Amount paid					\$350.00
AMOUNT DUE					\$0.00 USD

miklis PRINTING
MIKLIS PRINTING, INC.
3726 CAVALIER GARLAND, TEXAS 75042
972-276-9749

E-Invoice

Direction61:3
Attn: Myron Wilson
3286 County Rd. 168
McKinney, TX 75071

Invoice No.	Service Date	Purchase Order / Ref.	Payment Terms	Due Date
52497	11/26/2024		Net 15	12/11/2024

Service	Description	Quantity	Amount
Printing Service	McKinney's Christmas Concert with Mosaic Programs	300	\$77.00

Subtotal	\$877.00
Sales Tax (0.00)	\$0.00
Payments/Credits	\$0.00
Total	\$877.00

Thank you for the opportunity to be of service.

metroplex MAIL & PRINTING

Invoice
Direction 61:3

Invoice Date: Nov 1, 2024
Invoice Number: 101-221472
Reference: postcard mailing

Metroplex Mail Company
182 Exchange Dr
RICHARDSON TX 75081
972-465-2855

Description	Quantity	Unit Price	Tax	Amount USD
ELING SERVICES - Present / CASH / NCDA / BM	1.00	\$7.00	Non-Taxable	\$7.00
Postage - For USPS Postage Discounts				
COUCTION - Injet Addressing	1714.00	0.05	Non-Taxable	\$85.70
Profit Letter Rate - Expect Post Office to deliver within 16 working days. ***NONPROFIT*** Customer must be NonProfit status with Post Office***	1714.00	0.178	Non-Taxable	\$305.09
Subtotal				447.79
TOTAL TAX				0.00
TOTAL USD				447.79

e Date: Nov 1, 2024