



2nd Annual

**2026 CHARITY 5K & 1 MILE UNITY WALK
Community Impact Initiative Grant Proposal**

**Supporting Neighbor HUB
McKinney, Texas**



Run Together
Serve Together
Hope Together

THE INITIATIVE

Run for Hope - Walk in Unity brings people from all backgrounds from Collin, Grayson, and Fannin Counties to raise awareness and funds for critical, integrated services to help individuals and families in crisis delivered by **Neighbor HUB** and its core tenants.

THE THREE PILLARS

Fun, Run, Walk



5K
RUN



UNITY
WALK



FALL
FESTIVAL

When and Where

DATE: November 14th, 2026

LOCATION: Bonnie Wenk Park

Event Activities

8:00am-12:00pm

5K: Professionally-timed runs of all skill levels showcasing Bonnie Wenk Park.

UNITY WALK: Family-friendly walk celebrating unity, inclusivity, and strengthening our community.

FALL FESTIVAL: Games, face painting, vendor booths, and performances by a local band

Run for Hope

WALK IN
UNITY



ATTENDEES

Drawing from a diverse pool of attendees

Faith Groups and Interfaith Councils

Interfaith planning committee, some of which includes representatives from Trinity Presbyterian, St. Gabriel's Catholic Diocese, LDS Church, McKinney Islamic Association, and St. Andrews Episcopal Church

Runners and High School teams



Community Members / Families, Youth Groups

Promoted throughout Collin, Grayson, Fannin, and Dallas Counties

Businesses and Civic Groups

Already committed groups and sponsors include Simpson Strong Tie, Spectrum, Costco, Raytheon, HEB, Walmart, Volunteer McKinney, Interfaith Compassionate

ATTRACTING OUT-OF-TOWN VISITORS

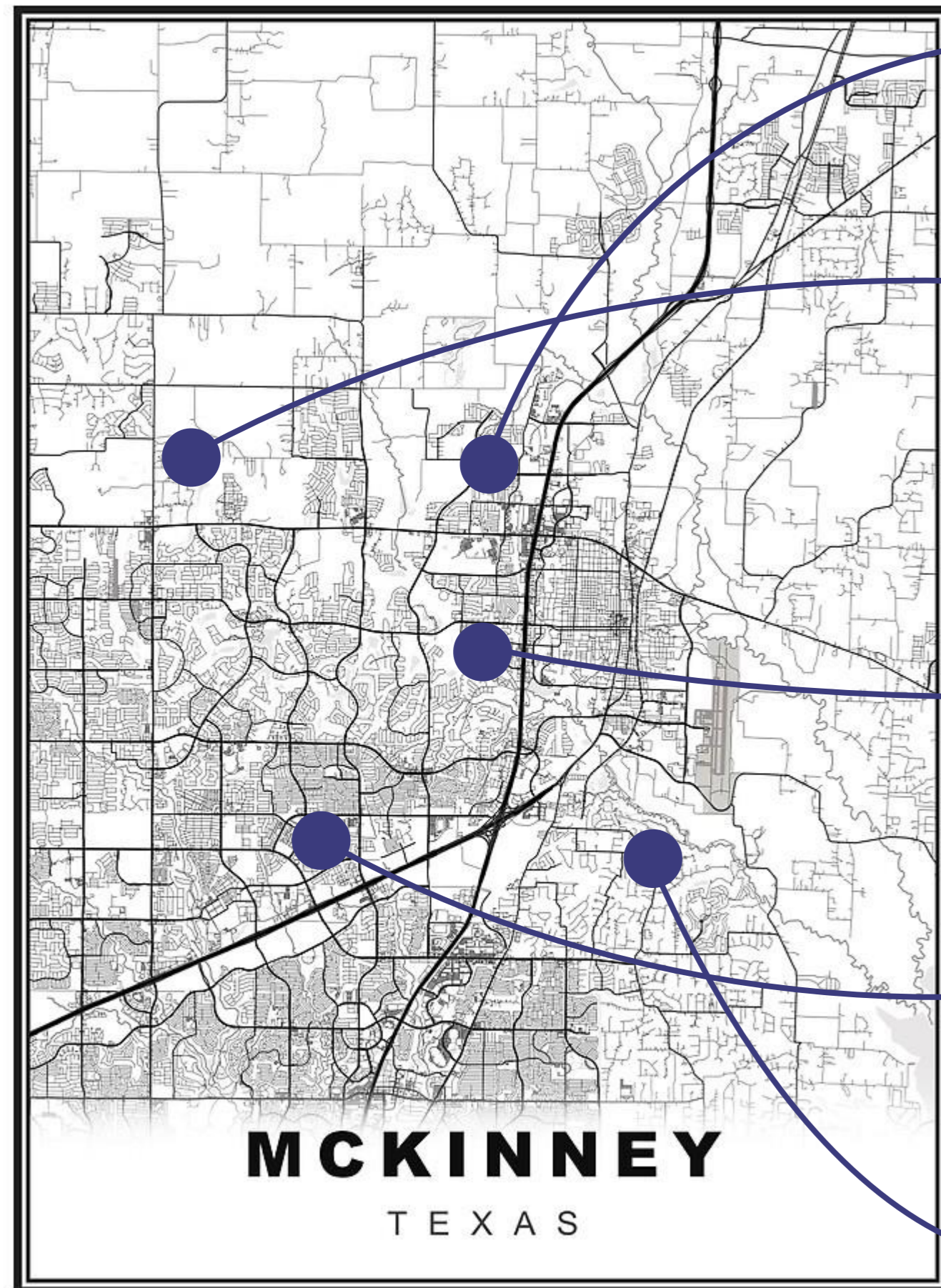
Bringing people together



SHOWCASING MCKINNEY

Shining a light

Tourism and Business



Tamas Das

1

Highlights McKinney to Visitors

600+ participants from McKinney and beyond at scenic Bonnie Wenk Park

2

Attracts Media Coverage

Attracts local/regional media coverage, spotlighting McKinney

3

Presents Networking and Partnership Opportunities

Collaboration and networking with a diverse group of business and interfaith leaders

4

Engages Local Businesses

Through sponsorships, swag bag coupons, etc. local businesses will be highlighted

5

Demonstrates McKinney's Values

Doing good at this level is its own reward, but it inevitably brings blessings

MARKETING PLANS

Getting the word out



ONE COMMUNITY. ONE MISSION.
\$24,500 RAISED. 400+ PARTICIPANTS.
 NOVEMBER 14, 2026 - BONNIE WENK PARK

2025 IMPACT AT A GLANCE
 \$24,500+ raised for local nonprofits
 400+ participants
 Nearly 100 volunteers
 Growing attendance and visibility in 2026

Run for Hope! Walk in Unity is an interfaith event uniting 10+ faith communities and local leaders to fund healthcare, nutrition, education, and legal aid through Neighbor HUB and it's nonprofit partners.

YOUR SPONSORSHIP FUELS THIS GROWING MOVEMENT AND DEMONSTRATES YOUR COMMITMENT TO A STRONGER, MORE UNIFIED COMMUNITY.

SPONSORSHIP LEVELS	PLATINUM \$3,000	GOLD \$2,000	SILVER \$1,000	BRONZE \$500	COMMUNITY PARTNER \$250
Recognition on event registration and social media sites	✓	✓	✓	✓	✓
Recognition/mention at event	✓	✓	✓	✓	✓
Placement of promotional materials in race packets	✓	✓	✓	✓	✓
Free registrations/entries for 5K	10	6	3	2	1
Recognition/mention in press releases	✓	✓	✓	✓	✓
Logo placement on race shirts	X-LARGE	LARGE	MEDIUM		
Placement of logo on yard signs*	✓	✓	✓		
Placement of logo on large, promotional signs*	✓	✓	✓		
Course signs permitted (sponsor provides)	✓	✓	✓		
Standard booth/exhibit placement**	✓	✓	✓		

Limited Spots Available, Secure Your Sponsorship Today! Questions? Run4Hope.info@gmail.com or BrintL.Driggs@TheSanchezGroup.biz

Benefitting **NEIGHBOR HUB** **IT'S MY MCKINNEY** **MCDC** MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

*Deadline for logos on signage is 10/16/26
 **Booth space is limited and is granted on a first come, first served basis

SCAN ME! 

Run4Hope.info@gmail.com |   /runforhopewalkinunity

1

Print Flyers @ \$500

Handed out at churches, mosques, temples, coffee shops, gyms, grocery stores, community centers, etc.

2

Yard Signs 2'x2' @ \$1,550

Placed with youth groups and volunteers at schools, parks, trail entrances, community centers, jogging and walking routes.

3

Campaign-style Signs 4'x8' @ \$3,300

Placed at large residential and commercial locations and designated intersections.

4

Social Media @ \$1,800

Facebook, Instagram, and LinkedIn used to target families, runners, community leaders, churches, mosques, temples, interfaith groups.

5

Marketing Videos @ \$3,400

Videos to raise awareness about Neighbor HUB and market the event. Interviews of core tenants, sponsors, city and religious leaders, etc.

TOTAL: \$10,550

BUDGET

2026 Revenue and Expense Projections

REVENUE

- 5K race fees	\$8,505
- Unity walk (shirt)	\$4,010
- Unity walk (donations)	\$2,000
- Church donation	\$5,000
- Food truck revenue	\$3,000
- In-kind donations	\$5,200
- Sponsorships	\$25,000
- CDC Marketing grant	\$10,550

TOTAL **\$63,265**

*In-kind donations: Non-monetary contributions such as food, beverages, equipment, etc.

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

TOTAL **\$24,842**

Marketing Video

Kim Sanchez, Sanchez Charities



2025 Run For Hope **COMMUNITY IMPACT**

PAST EVENTS

Building on previous year's success

- **\$24,500 funds raised for Neighbor HUB**
 - **450+ Attendees**
 - **Nearly 100 volunteers**
- **10+ faith groups represented**