



15 YRS

Fighting Hunger One Bowl at a Time

EMPTY BOWLS

MCKINNEY

2026



April 23, 2026

6:00-8:00 PM

**Now at
Tupps!!**

402 E Louisiana

McKinney



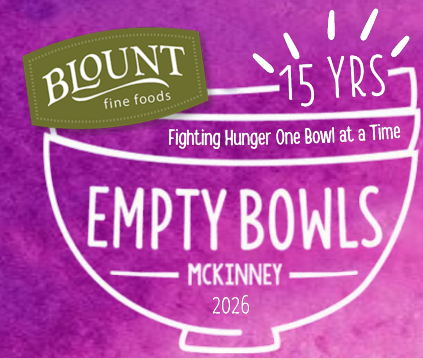
**Empty Bowls is an annual
Community Event featuring local
artisans and restaurants that raise
money and awareness to support
non-profit organizations that
address hunger in our community.**

Proceeds go to fight hunger and Food Insecurity through:

- Community Garden Kitchen
- Little Free Pantry
- McKinney Food Pantry
- Samaritan Inn Pantry



Addressing Food Insecurity



Food Insecurity is the lack of consistent access to enough food for all family member to lead a healthy active life.

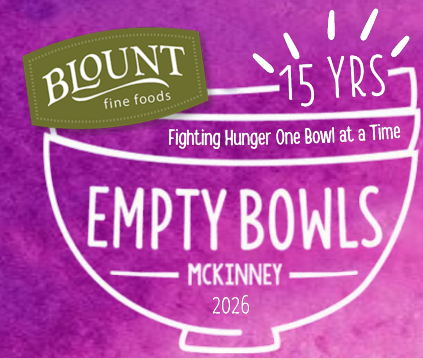
As the population of McKinney and neighboring communities grow, the problem increases exponentially. The recent government shut down created greater need and a fear of scarcity. Organizations were forced to go into their reserves to meet demand. By awarding funds in the late Spring, we fill a great need for these organizations.

In the McKinney ISD, 1 in 4 students are food Insecure.



Empty Bowls McKinney

The Event General Admission is \$35 Now at Tupps!!



- With the renovations of MPAC, Empty Bowls will move to Tupps!!
- The format will remain the same. Guests will select a bowl from over 1200 bowls to take home as a reminder of those in our community that do without. While enjoying music guests we will be able to enjoy 12 – 13 local food vendors. We will have a live Silent Auction, Raffle, Artisans bowls for sale and guests will be able to meet with and talk to representatives from our beneficiaries.
- Tupps offers more space and significantly more parking.
- We hope this change of venue will increase our attendance.



Event Attendance

In 2025 & 2024, we have had over 1000 attendees.

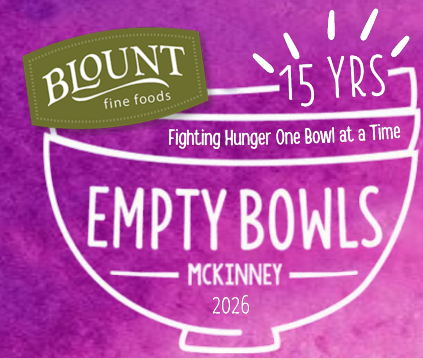
We have **35.6%** & **35.2%** of our guests from outside of McKinney. This is over previous years of only 25%.

We hope to increase attendance by:

- Promoting the event to Tupps's "regulars" (a younger demographic)
- Increased advertising outside of McKinney
- A stronger Social Media presence
- The additional space and parking that Tupps offers



Event Beneficiaries



For 2025

- Community Garden Kitchen received \$37,000
- Community Lifeline received \$33,000
- Little Free Pantry received \$12,000
- With CLC becoming part of The Samaritan Inn, we are carefully examining which organizations have the greatest needs for our funds.

We stipulate that money be spent on Food exclusively.

For 2026 we anticipate that Community Garden Kitchen & Little Free Pantry will receive the bulk of the money. We will give smaller amounts to The Samaritan Inn & McKinney Food Pantry as we learn to work with them and learn their specific needs for funding for food.



2026 Event Budget

Event Income	Budget
MCDC Community Event Grant	\$15,000
Sponsorships	\$50,000
Donations (event & text to give)	\$20,000
Bowl Making	\$5,000
Admissions	\$25,000
Art Auction Proceeds	\$9,000
Raffle Proceeds	\$2,500
Extra Bowl Sales (@ EVENT)	\$2,500
Limited Edition	\$2,000
People's Choice	\$500
After Event Sales	\$1,000
	\$132,500

Estimated Net Income is \$84,650

Event Expenses	Budget
Supplies	\$3,000
Kentucky Street rentals	\$8,000
MPAC rental	\$0
Sponsor Appreciation	\$650
T-Shirts (for volunteers & artists) & Merch	\$4,000
Murad-bidding, online art auction, ticket sales	\$5,000
Bowl Making	\$3,500
Security at event	\$500
Advertising	\$17,500
Signs (at event)	\$3,000
Website Designer / maintenance	\$1,100
Advertising Consultant (Steven / Consultant)	\$500
	\$600
	\$500
TOTAL	47,850.00

Grant request \$15,000

- In 2025 we came in under the budgeted \$15,000 by reusing signs and negotiating print Media.
- With the new location we have additional sign expenses and want to increase our print media spending.

Media	2026 Budget
On-line Ads & Boosts	\$4,500
Print Ads	\$6,000
Yard Signs	\$1,000
Banners, Posters & Cards	\$4,000
Billboard	\$0
Videos/ drone	\$2,000
KLAK radio spots	\$0
	\$17,500

The Empty Bowls Board is committed to covering the balance of these expenses to assure the success of the 2026 event.

Marketing Action Plan For 2026



Social Media

Facebook & Instagram Reels

These continue to be productive vehicles to drive traffic. We have a designated Social Media Person that is training the board on increasing views on Social Media. We will be adding Reels and using parts of a Podcast for content.

Digital & Print Media

Community Impact will continue to be a key partner in advertising for both print & digital advertising.

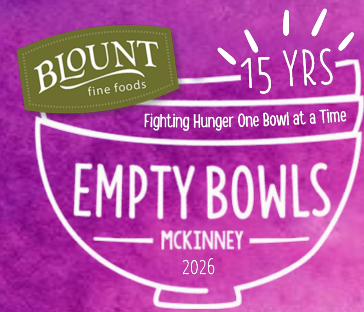
Yard Signs & Banners

These continue to be a great way to promote the event. Additional banners will be at Tupps prior to the event.

In 2025 our increase in print advertising allowed us to reach higher guest attendance from outside of McKinney.

Print & digital included:
Community Impact
Allen Lifestyle
Collin-Denton Spotlighter
Edible Magazine
Dallas Observer
House Warmers of Allen
Star Local News paper
City Life
Stonebridge Ranch News

Samples of Print & Digital Advertising for 2026

A large print advertisement for Empty Bowls McKinney 2026. It features the Blount fine foods logo and '15 YRS' with radiating lines. Below is a white bowl outline containing the text 'Fighting Hunger One Bowl at a Time', 'EMPTY BOWLS', 'MCKINNEY', and '2026'. To the right, the date and time 'APRIL 23 6PM-8PM @MPAC' are displayed in large white text. Below this is a QR code and the Insurance Services Agency (ISA) logo. At the bottom, the website 'EMPTYBOWLSMCKINNEY.COM' is shown over a background image of various bowls filled with food.

APRIL 23
6PM-8PM
@MPAC

EMPTYBOWLSMCKINNEY.COM

A vertical digital advertisement for Empty Bowls McKinney 2026. It features the Blount fine foods logo and '15 YRS' with radiating lines. Below is a white bowl outline containing the text 'Fighting Hunger One Bowl at a Time', 'EMPTY BOWLS', 'MCKINNEY', and '2026'. Below the bowl, the text 'BENEFITTING:' is underlined, followed by a list of locations: 'COMMUNITY LIFELINE CENTER', 'COMMUNITY GARDEN KITCHEN', and 'LITTLE FREE PANTRY'.

BENEFITTING:
COMMUNITY LIFELINE CENTER
COMMUNITY GARDEN KITCHEN
LITTLE FREE PANTRY

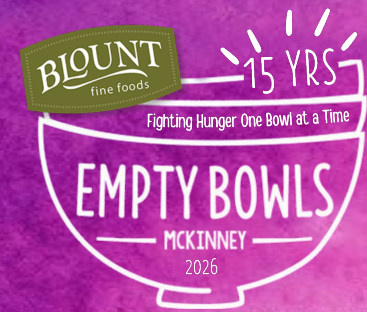
A vertical digital advertisement for Empty Bowls McKinney 2026. It features a background image of various bowls filled with food. At the top, the text 'FIGHT HUNGER ONE BOWL AT A TIME!' is displayed. Below this is a large QR code. Below the QR code, the date and time 'APRIL 23 6PM-8PM' are displayed in large white text. Below this is the text 'MCKINNEY PERFORMING ARTS CENTER' and the website 'WWW.EMPTYBOWLSMCKINNEY.COM'.

FIGHT HUNGER ONE BOWL AT A TIME!

APRIL 23
6PM-8PM

MCKINNEY PERFORMING ARTS CENTER
WWW.EMPTYBOWLSMCKINNEY.COM

Samples of Print & Digital Advertising for 2026



**SAVE
THE
DATE**

www.emptybowlsckinney.com

new location @ TUPPS



APRIL 23rd
2026

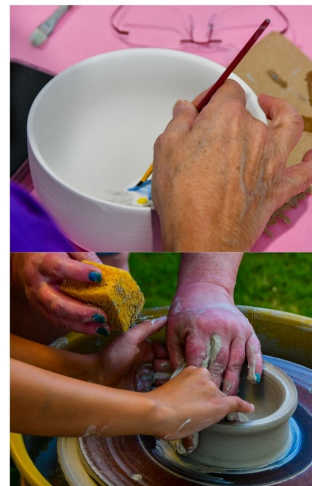


WORKSHOP DATES:

- Make Expressions Bowl Painting
 - Thursday, February 26 at 6-7:30 pm
 - Thursday, March 12 at 6-7:30 pm
- Jump Into Art Bowl Making Workshops
 - Saturday March 28th
 - 2-4pm
 - 4:30-6:30pm
- Jump Into Art Sip and Paint
 - Saturday April 11th
 - 2-4 pm
 - 4-6 pm
 - Saturday April 18th
 - 2-4 pm
 - 4-6 pm



To book a Private Painting Party please email
info@emptybowlsckinney.com

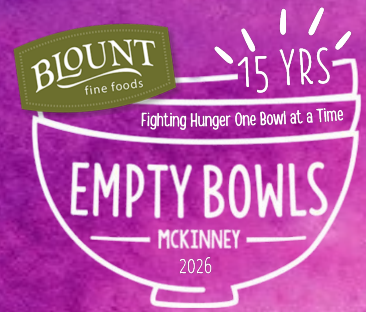


APRIL 23 | 6PM-8PM
MCKINNEY PERFORMING
ARTS CENTER
FIGHT HUNGER ONE
BOWL AT A TIME!
WWW.EMPTYBOWLSMCKINNEY.COM

BENEFITTING:
COMMUNITY LIFELINE CENTER, COMMUNITY GARDEN KITCHEN,
LITTLE FREE PANTRY



Food Vendors



In 2025 12 local Restaurants & food Purveyors donated their time & fabulous food to the event. They Included:

- Blount Fine Foods
- The Celt
- Bernard's Gourmet Foods
- Harvest
- Hugs
- Café
- Local Yocal
- Patina Green
- Rick's Chophouse
- Square Burger
- Genghis Grill
- Coffee & Crumbs
- Donut NV



Artists and Artisans

A multitude of Professional and amateur artists and volunteers help make, glaze & paint bowls.

Studio partners include SPARC, Jump Into Art, Glaze, Make Expressions and Walls of Clay.







Save the date!!
April 23rd @Tupps!
Thank you!

