



2025

# EMPTY BOWLS

— MCKINNEY —

FIGHT HUNGER ONE BOWL AT A TIME

April 24th 2025  
6:00 - 8:00 PM

Historic Downtown McKinney - MPAC & Kentucky Street



# 2025 Will be the 14th year for Empty Bowls McKinney.

Empty Bowls is an annual community event featuring local artisans and restaurants that raises 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, Community Lifeline, & Little Free Pantry.





In McKinney  
ISD, 1 in 4  
students are  
food insecure.

We work with  
organizations  
that address  
the need  
directly.

# What is Food Insecurity?

Food insecurity is the **lack**  
of **consistent access** to **enough**  
**food** for **all family members**  
to lead an **active, healthy life**.



Source: USDA



# Empty Bowls McKinney - The Event! General Admission is \$35

Guests can select from over 1200 artisan bowls to take home as a reminder of those in our community that do without. While enjoying music & fellowship on Kentucky Street, attendees can sample from 10 local food purveyors & restaurants, meet local artisans and view artist demonstrations. Additionally, there will be live music, a Raffle, a live-silent Auction, Artisan bowls for sale & Beer & Wine for purchase. Guests can meet with representatives from Community Garden Kitchen, Community Lifeline, and The Little Free Pantry.





# Grant Request: \$12,000

In 2024 we came in under the budgeted \$15,000. By re-using signs and negotiating editorials in print media.

We increased print media significantly in 2024 drawing more guests from outside of McKinney.

The Empty Bowls Board is committed to covering the balance of these expenses to assure the success of the 2025 Event.

Media	2025 MCDC Budget
On-line ads & Boosts	\$3,000.00
Print Ads	\$4,500.00
Yard Signs	\$1,000.00
Banners, Posters, & Cards	\$4,000.00
Billboard	\$0.00
Videos	\$1,000.00
Radio	\$600.00
	TOTAL: \$14,100.00



# 2025 EVENT BUDGET

EVENT INCOME	BUDGET
MCDC Community Event Grant	\$12,000.00
Sponsorship	\$60,000.00
Donations	\$10,000.00
Bowl Making	\$5,000.00
Admissions	\$25,000.00
Art Auction Proceeds	\$8,500.00
Raffle Proceeds	\$2,500.00
Extra Bowl Sales	\$2,500.00
People's Choice	\$500.00
After Events Sales	\$500.00
Arts in Bloom	\$500.00
Gather	\$1,500.00
<b>TOTAL</b>	<b>\$128,500.00</b>

EVENT EXPENSES	BUDGET
Budget	\$2,200.00
Kentucky Street Rentals	\$9,500.00
MPAC Rentals	\$750.00
Sponsor Appreciation	\$650.00
T-Shirts (for volunteers/artists)	\$4,000.00
Murad: Online Bidding, Art Auction, Ticket Sales	\$4,500.00
Bowl Making	\$3,500.00
Security at Event	\$1,000.00
Advertising	\$14,100.00
Signs	\$500.00
Arts in Bloom	\$300.00
Website Design	\$2,400.00
<b>TOTAL</b>	<b>\$43,400.00</b>

**NET INCOME: \$85,000.00**

Net income will be disbursed:

45% to Community Garden Kitchen, 35% to Community Lifeline Center, and 15% to McKinney Little Free Pantry. We project our net income to be over 65% of our total income after holding back 5% in startup funds for the 2025 event.



# MARKETING PLAN AND ACTIONS FOR 2024

## Social Media

### Facebook & Instagram

These continue to be productive vehicles to drive traffic. We will be increasing Boosts and Ads on both venues, adding Reels and Stories.

There will be a dedicated team member ensuring that posting is frequent and engaging.

## Digital and Print Media

Community Impact will continue to be a key partner in advertising for both print & digital advertising. We will be increasing print as our demographic is still print oriented for events.

## Yard Signs & Billboard

This continues to be a great way to promote the event.

In 2024 we increased print advertising significantly and were able to achieve a higher guest attendance from outside of McKinney.

Print Digital and Radio included:

Community Impact

Allen Lifestyle

Collin- Denton Spotlighter

Edible Magazine

Dallas Observer

HouseWarmers of Allen

Star Local News papers

City Life

Stonebridge Ranch News.

We also had a booth at Arts in Bloom with Demonstrations and to raise awareness of the event.

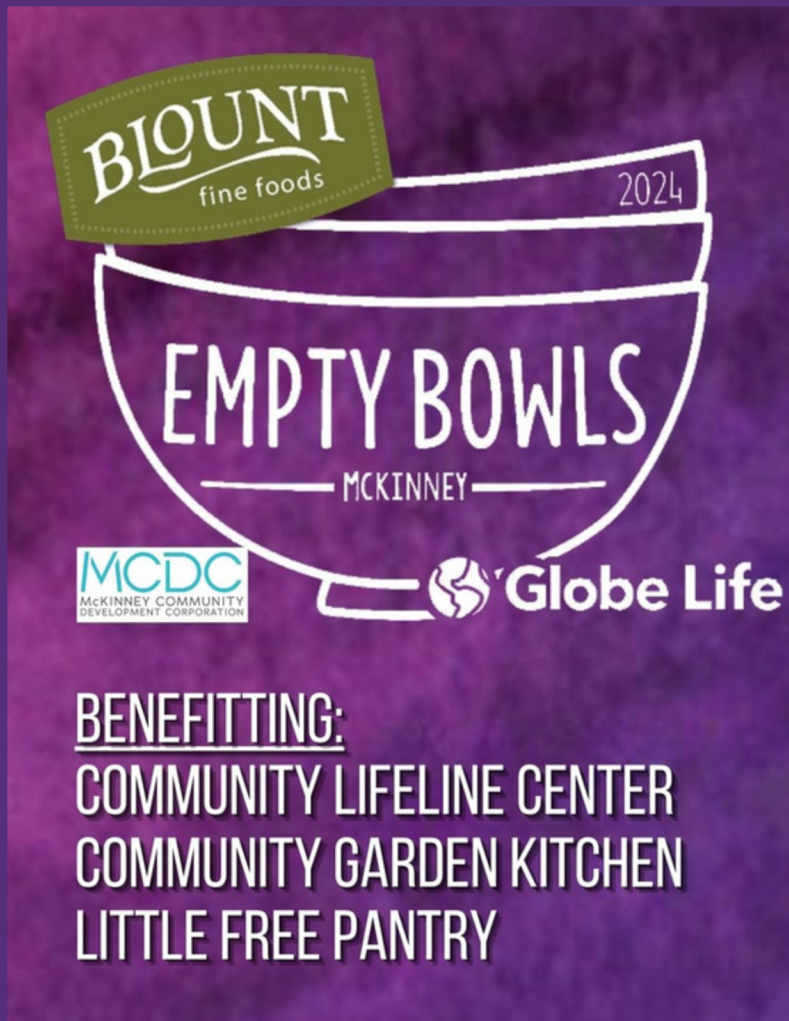
New for 2025

-Increased ads in Community Impact

-Social Event at Gather



# Samples of print and digitals advertisements used across various venues in 2024.





# Advertisements



**BIOUNT**  
fine foods

2024

**EMPTY BOWLS**  
MCKINNEY

MCDC Globe Life

**APRIL 25 | 6PM-8PM**  
**MCKINNEY PERFORMING ARTS CENTER**  
**FIGHT HUNGER ONE BOWL AT A TIME!**  
[WWW.EMPTYBOWLSMCKINNEY.COM](http://WWW.EMPTYBOWLSMCKINNEY.COM)

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



**BIOUNT**  
fine foods

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MCDC Globe Life

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**MCKINNEY PERFORMING ARTS CENTER**  
**APRIL 25 | 6PM-8PM**

SAMPLE GOURMET FOOD - CHOOSE AN ARTISAN BOWL TO KEEP - FINE CERAMIC ART AUCTION - LIVE MUSIC

**SUPPORTING:**

-  community LIFELINE center
-  COMMUNITY GARDEN KITCHEN  
SHARING ON A TABLE
-  LITTLE FREE PANTRY

[WWW.EMPTYBOWLSMCKINNEY.COM](http://WWW.EMPTYBOWLSMCKINNEY.COM)



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# EVENT BENEFICIARIES



## For 2024

Community Garden Kitchen and Community Lifeline Each received 45% of the net proceeds for a total of \$38,250  
Little Fre Pantry received \$5,000

For 2025 Estimated Percentages Are:  
Community Garden Kitchen 45%, Community Lifeline 35%  
and Little Free Pantry 15%

5% of Proceeds will be held in reserve for 2026.



# Event Attendance

2024

Over 1000  
Attendees  
35.2% outside  
of McKinney

2023

Over 1000  
Attendees  
25.2% Outside  
of McKinney

2022

923 Attendees  
25% live  
outside of  
McKinney





# Food Vendors



9 Local Restaurants and Food Purveyors donated their time and fabulous food to the event they included:

## Blount Fine Foods

Bernards Gourmet Foods

The Celt

Coffee & Crumbs

Hugs Café

Harvest Seasonal Kitchen

Local Yocal BBQ & Grill

Patina Green

Ricks Chop House



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

Studio partners include SPARC, Jump into Art, Glaze and Make Expressions.







EB Main Event Bowl Table



EB Main Event Happy Guest -3



EB Main event Bowl making Wheel

Save the Date!!  
 April 24th, 2025  
 &  
 Thank you!

