
Run for Hope!

WALK IN UNITY

Supporting the Collin County NeighborHub at McKinney



THE INITIATIVE

“ Run for Hope: Walk in Unity brings people of all backgrounds together to raise awareness and funds for the critical, integrated services offered by **NeighborHub** and its core tenants. ”



THE THREE PILLARS

Fun, Run, Walk



**5K
RUN**



**UNITY
WALK**



**SPRING
FESTIVAL**

The When and Where

DATE: April 12, 2025

LOCATION: Towne Lake Park

The Objectives

Help **Provide critical assistance** to our most vulnerable neighbors

Raise awareness and funds for NeighborHub

Bring the passion and resources of **multiple interfaith, multicultural, and community organizations** together to serve a common cause.



Run for Hope

WALK IN UNITY

ATTENDEES

Drawing from a diverse pool of attendees

Faith Groups and Interfaith Councils

e.g., Over 26,000 LDS members in Collin County



Runners and High School teams

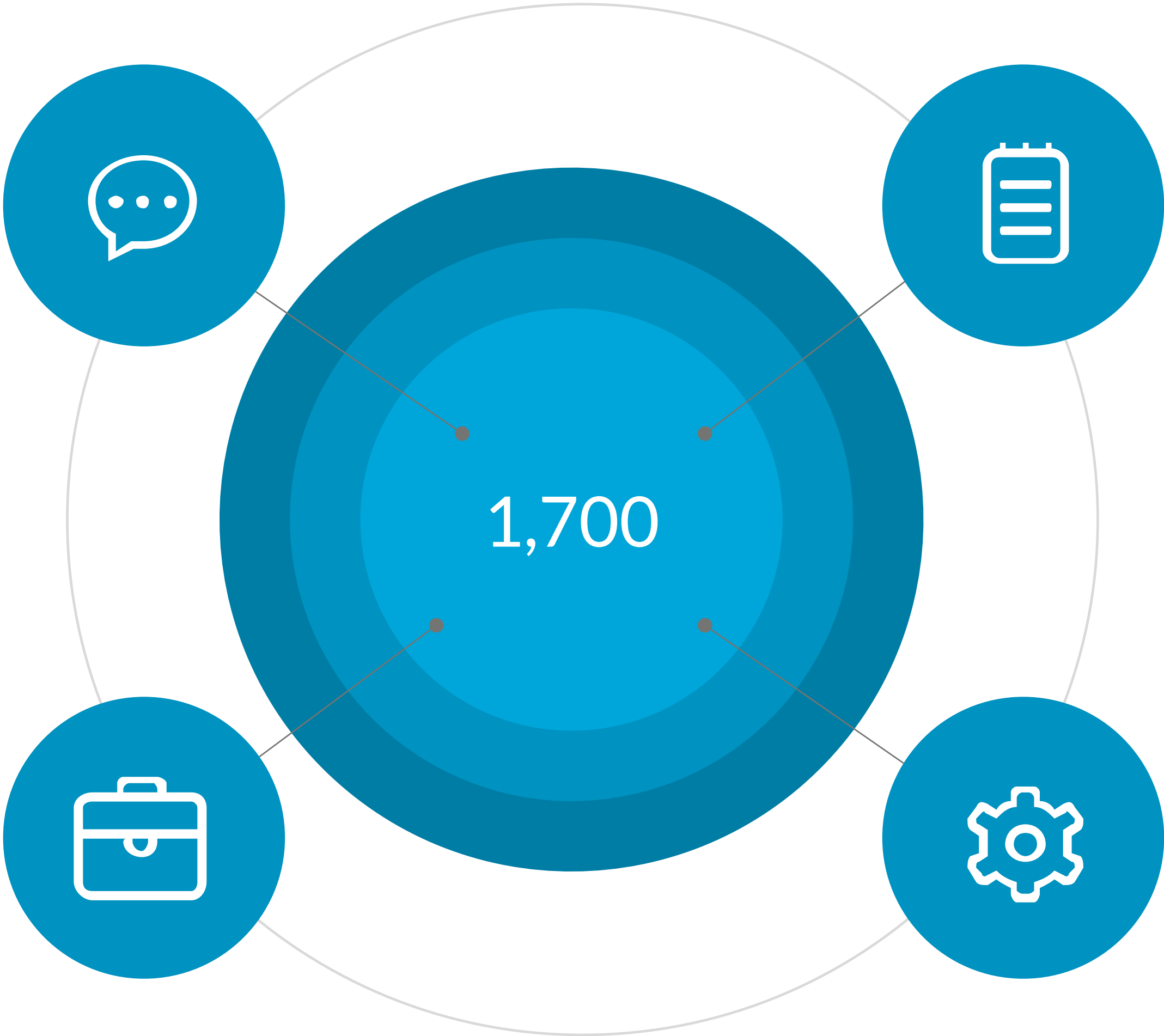
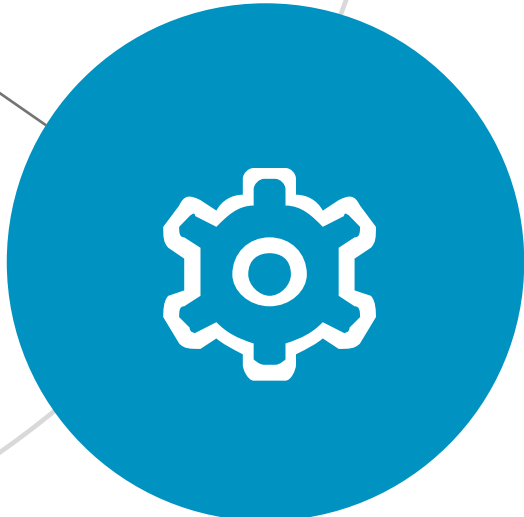


Community Members, Families, Youth Groups



Businesses and Civic Groups

e.g., Sanchez companies, Collin County NAACP



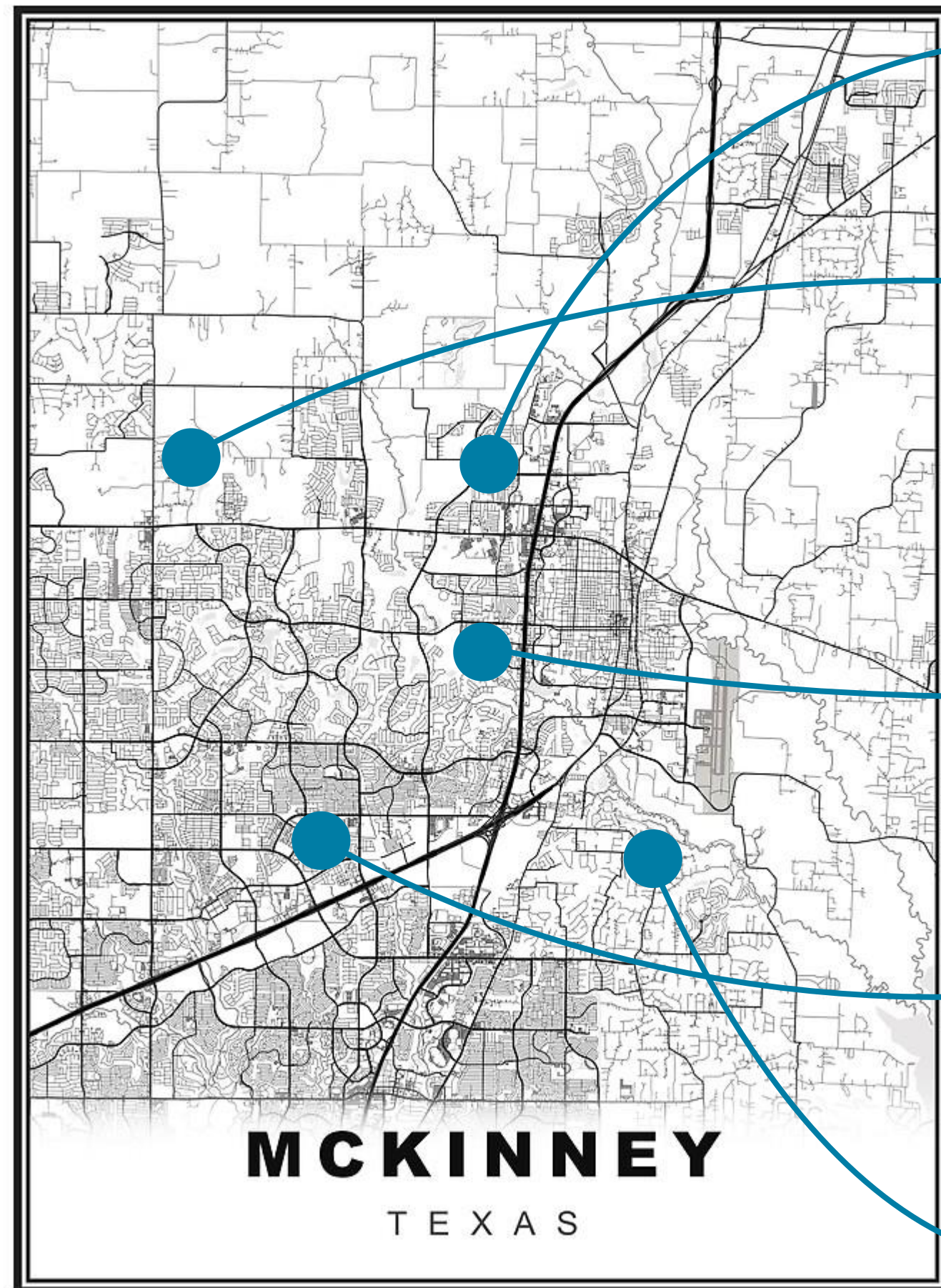
ATTRACTING OUT-OF-TOWN VISITORS

Bringing people together



SHOWCASING MCKINNEY

Increasing tourism and business



Tamas Das

1

Highlights McKinney to Visitors

1,700+ participants from McKinney and beyond at scenic Towne Lake Park

2

Attracts Media Coverage

Attracts local/regional media coverage, spotlighting McKinney as a “hub”
See Liahona, 6.8M members

3

Presents Networking and Partnership Opportunities

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

4

Engages Local Businesses

Chic-Fil-a, Baylor Hospital, HEB through sponsorships, swag bag coupons, etc.

5

Demonstrates McKinney’s Values

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

MARKETING PLANS

Getting the word out



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, and interfaith groups.

5

Marketing Video @ \$3,400

Introduction to NeighborHub and core tenants with personal stories of non-profit beneficiaries.

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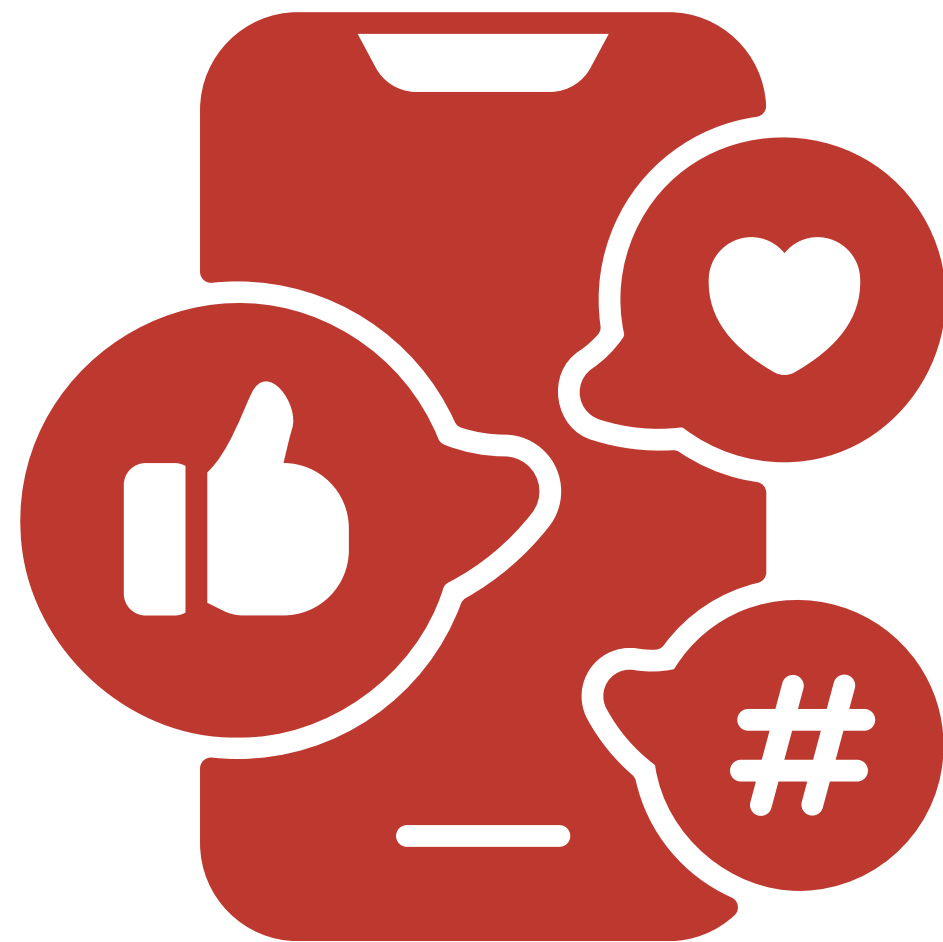
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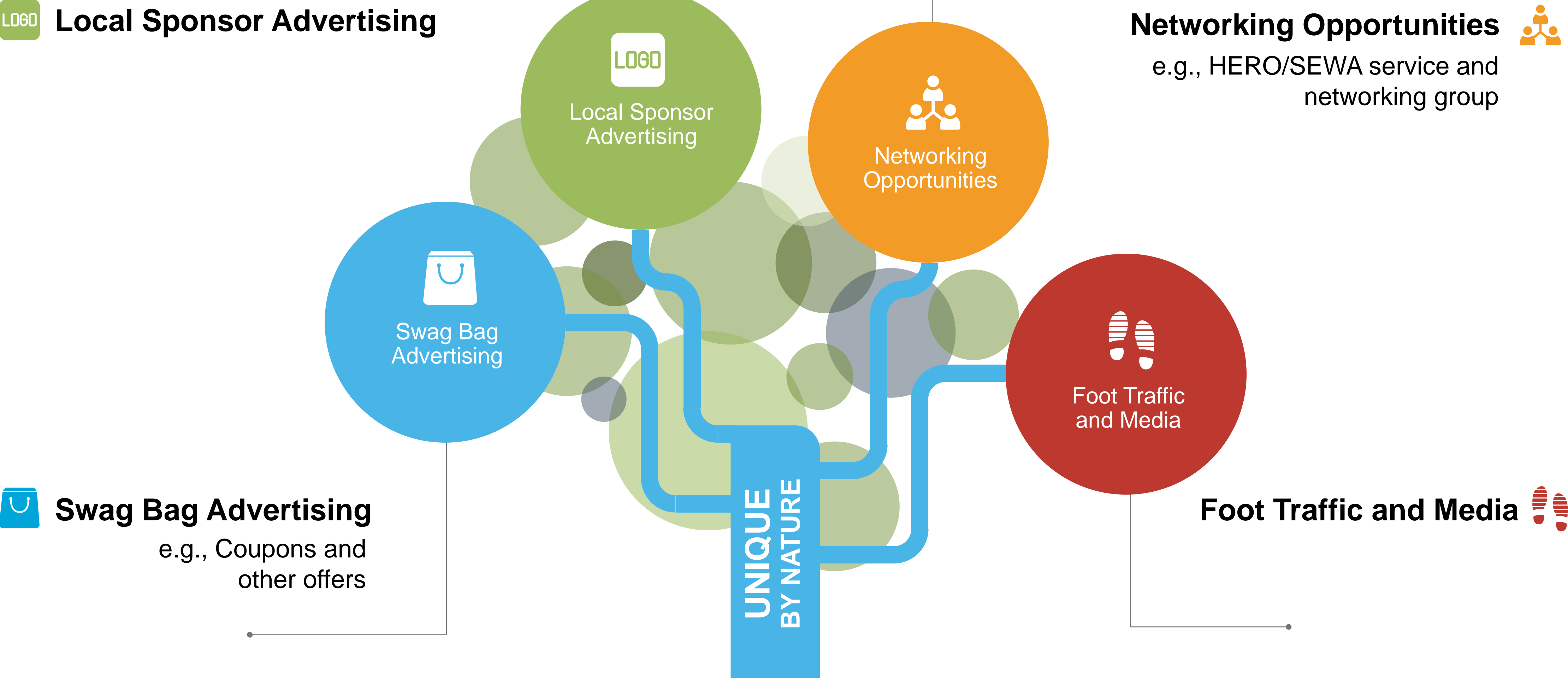
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DRIVING BUSINESS HOME

Business Opportunities



BUDGET

“Running” the numbers

REVENUE

| | |
|--------------------------|-----------------|
| - 5K race fees | \$10,500 |
| - Unity walk (shirt) | \$3,500 |
| - Unity walk (donations) | \$1,500 |
| - Church donation | \$4,000 |
| - Food truck revenue | \$2,650 |
| - In-kind donations | \$5,200 |
| - Sponsorships | \$20,000 |
| - CDC Marketing grant | \$10,550 |
| | \$57,900 |

**Expected Donation to NeighborHub
and Core Tenants = \$32,241**

EXPENSES

| | |
|--------------------------|-----------------|
| - Police Presence | \$1,500 |
| - Port-A-Potties | \$650 |
| - Shirts | \$2,550 |
| - Chip timing | \$2,270 |
| - Parking lot fee (MHS) | \$157 |
| - Insurance | \$422 |
| - Pavilion rental | \$60 |
| - Food/Water stations | \$1,000 |
| - Payment processing fee | \$600 |
| - Awards/bibs | \$400 |
| - Swag bags | \$800 |
| - Tax filing and banking | \$1,100 |
| - Emcee, DJ & Band | \$1,000 |
| - Bounce houses | \$800 |
| - Food trucks | \$1,800 |
| - Flyers | \$500 |
| - Yard signs (2x2) | \$1,550 |
| - Campaign signs (4x8) | \$3,300 |
| - Social media campaign | \$1,800 |
| - Marketing video | \$3,400 |
| | \$25,659 |

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Marketing Budget = \$10,550
Awareness of NeighborHub is one of the primary objectives!