

## 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
<b>Total Budget Marketing</b>	<b>\$ 5,500.00</b>	<b>\$ 4,049.00</b>

Invoice not yet received

### Event Promotion:

#### Community Impact Newspaper- Ads in October and November Publications



8<sup>TH</sup> ANNUAL  
MCKINNEY'S  
**Christmas**  
WITH  
**Mosaix**  
DIRECTION61:3 BENEFIT CONCERT

*Supports Youth Aging Out of Foster Care.*

MCKINNEY PERFORMING ARTS CENTER  
DOWNTOWN MCKINNEY

THURSDAY, DECEMBER 5 7:30pm      FRIDAY, DECEMBER 6 7:30pm

THURSDAY      FRIDAY

**PURCHASE YOUR TICKETS today!**

QUESTIONS? EMAIL  
deanna@direction613.org

PROMOTIONAL GRANT FUNDING IN PART BY  
**MCDC**  
MCKINNEY COMMUNITY DEVELOPMENT CORPORATION



8<sup>TH</sup> ANNUAL  
MCKINNEY'S  
**Christmas**  
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**Mosaix**

MCKINNEY PERFORMING ARTS CENTER  
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DEC 5      DEC 6

**PURCHASE YOUR TICKETS today!**

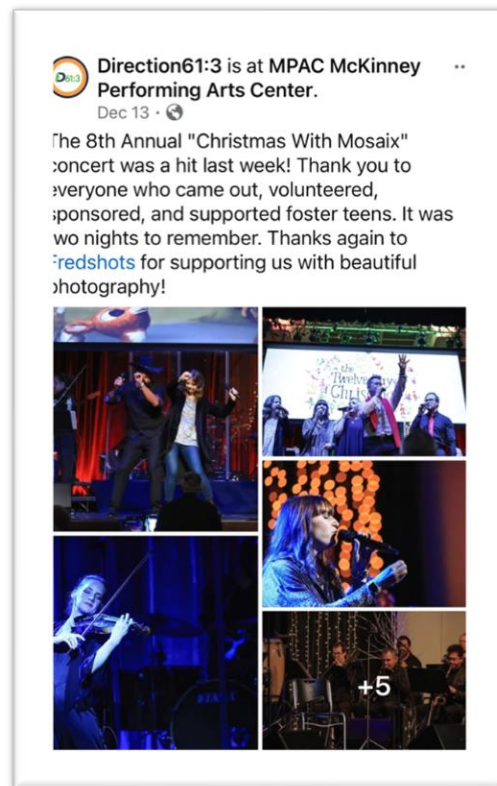
DIRECTION61:3 BENEFIT CONCERT

PROMOTIONAL GRANT FUNDING IN PART BY  
**MCDC**  
MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

# 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 5<sup>th</sup> during the WFAA Toys for Tots Drop off at MPAC!





# **DIRECTION**61:3

Aging out Foster Youth *Thriving as Adults*

## Attendance:

Thursday, Dec 5<sup>th</sup> : 265

Friday, Dec. 6<sup>th</sup> : 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!

# DIRECTION 61:3

Aging out Foster Youth Thriving as Adults

## Invoices

**COMMUNITY IMPACT**  
JG Media  
613 Community Impact  
3286 County Road 168  
McKinney, TX 75071  
(972) 466-3668

**Invoice #214595**  
Issue: 10/12/2024  
Due: 10/12/2024  
Customer: 89586  
**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  
940.466.3668

ORDER#	PUBLICATION	AD TYPE	DESCRIPTION	AMOUNT
85520	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
<b>Total Amount Due</b>				<b>\$1,075.00</b>

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

**Payment due date: 10/12/2024**

**COMMUNITY IMPACT**  
JG Media  
613 Community Impact  
3286 County Road 168  
McKinney, TX 75071  
(972) 466-3668

**Invoice #214595**  
Issued: 10/25/2024  
Due: 11/7/2024  
Customer#: 89586  
**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  
(485) 466 3668

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
<b>Total Amount Due</b>				<b>\$1,075.00</b>

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
<b>TOTAL</b>					<b>\$350.00 USD</b>
Amount paid					\$350.00
<b>AMOUNT DUE</b>					<b>\$0.00 USD</b>

**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	\$877.00	
<b>Subtotal</b>			\$877.00	
<b>Sales Tax (0.00)</b>			\$0.00	
<b>Payments/Credits</b>			\$0.00	

*Thank you for the opportunity to be of service.*

**metroplex MAIL & PRINTING**

**Invoice**  
Direction 61:3

Invoice Date: Nov 1, 2024  
Invoice Number: 102-27472  
Reference: postcard mailing

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

Description	Quantity	Unit Price	Tax	Amount USD
USPS SERVICES - First Class / NOVA / IM	1.00	\$7.00	Non-Taxable	\$7.00
Postage - For USPS Postage Discounts				
COUCTION - Injet Addressing	1714.00	0.05	Non-Taxable	\$85.70
Postcard Letter Rate - Expect Post Office to deliver within 16 working days. ***NONPROFIT*** Customer must be Non-Profit status with Post Office***	1714.00	0.178	Non-Taxable	\$305.08
Subtotal				447.79
TOTAL TAX				0.00
<b>TOTAL USD</b>				<b>447.79</b>

e Date: Nov 1, 2024