



**25-2370**

**TITLE:** Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by Sanchez Charities, LLC (in collaboration with McKinney Interfaith Compassionate Service) (PC 25-14) in the Amount of \$10,550.00 for the Advertising, Marketing and Promotion of the 2025 Run for Hope: Walk in Unity at Towne Lake Park in McKinney.

**COUNCIL GOAL:** 5: Enhance Quality of Life in McKinney

5C: Continue to market and highlight McKinney as a unique destination for residents and visitors alike.

**MEETING DATE:** January 23, 2025

**DEPARTMENT:** McKinney Community Development Corporation

**CONTACT:** Cindy Schneible, President

**ITEM SUMMARY:**

- Sanchez Charities, LLC (in collaboration with McKinney Interfaith Compassionate Service) is requesting \$10,550.00 for the advertising, marketing and promotion of the 2025 Run for Hope: Walk in Unity event.
- The event will take place at McKinney's Towne Lake Park on April 12, 2025.
- The event will feature a 5K run, a one mile unity walk, and a family-friendly festival.
- Goals of the event are to increase awareness of the NeighborHub project and to promote unity by strengthening interfaith and community relationships.
- Proceeds for the event will support McKinney NeighborHub, a Sanchez Charities project, which aims to provide comprehensive community support through strategically planned facilities.
- Expected attendance is 1,700 including runners, walkers and festival participants.

**BACKGROUND INFORMATION:**

- The mission of Sanchez Charities, LLC is to leverage business relationships and skills developed over twenty years and concentrate the resources resulting from those relationships to improve the lives of McKinney residents where specific

needs are identified. Strategic goals for Sanchez Charities are community development, reduction of food scarcity and hunger, and community enhancement.

- The McKinney Interfaith Compassionate Service Council encourages interfaith understanding and collaboration among diverse faiths. By advocating for common causes and providing meaningful community service, the Council works closely with local government to support community initiatives.

**FINANCIAL SUMMARY:**

- MCDC's allocation for Promotional and Community Event grants for FY 25 is \$250,000 -- \$125,000 for Cycle I applicants and \$125,000 for Cycle II applicants.
- This is the first promotional grant request submitted by Sanchez Charities. Additionally, McKinney Interfaith Compassionate Service Council has never requested grant funding from MCDC.

**SUPPORTING MATERIALS:**

- Application Packet
- Presentation

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[Application Packet](#)  
[Presentation](#)