



PROJECT
UNITY

**Project Unity
2023
Community & Unity
Impact Update**

Welcome!



Media Impact

65 Individual News Media Items Published on 47 Multi-Media Platforms

- FOX-4, NBC-5, ABC-8, CBS News Texas, CW 33, KERA, KRLD
- Dallas Morning News, D Magazine, CultureMap Dallas, Dallas Express, Dallas Examiner, Advocate Magazines, and more
- Increased organic growth through independent organization publications, law firm publications, university publications, official city publications, and music publications...

Which means name recognition for Project Unity and its programs are growing!

Reach: Repeat Coverage from Top North Texas Outlets; Potential to Reach 50M Unique Listeners, Viewers, and Online Visitors

CBS – 37.4M unique visitors	WFAA – 2M unique visitors
DMN – 5.9M unique visitors	KDFW – 1.7M unique visitors
KXAS – 2.3M unique visitors	Radio – Over 300K unique listeners in DFW

Social Media...growth in progress

Facebook: 922 followers, 10.5K reach, 3-4 posts/wk	X: 356 followers, 7K impressions, 4-5 posts/wk
Instagram: 578 followers, 1.5k reach, 3-4 posts/wk	LinkedIn: 468 followers, 13K impressions, 4-5 posts/wk



Together
We Ball



Together We Ball – Co-Hosts



CYNT MARSHALL
Dallas Mavericks CEO



RICK HART
SMU Director of Athletics



CHIEF EDDIE GARCIA
Dallas Police Department



SHERIFF MARIAN BROWN
Dallas County
Sheriff's Department

Together We Ball – Coaches

2023 Dallas-Area High School Basketball State Championship Coaches



JOE DUFFIELD
Lake Highlands High School



NICHOLAS "NICK" SMITH
Kimball High School



SMU Men's and Women's Basketball Coaches



ROB LANIER
SMU Men's Head
Basketball Coach



TOYELLE WILSON
SMU Women's Head
Basketball Coach



Together We Ball – Sponsors & Partners

Sponsors



Invesco



Preston Hollow Presbyterian Church
FOUNDATION



Partners



SMU



Together We Ball – Impact & Update

- **Attendance** – Over 1K attendees throughout the full day of events – Camp, high school exhibition game, big game
- **Skills and Drills Camp**
 - Hosted by SMU Men's and Women's Basketball teams
 - 40 diverse students in grades 6th – 8th from South Dallas, Pleasant Grove to Plano
- **High School Exhibition**
 - 14 diverse varsity students in grades 11th – 12th from 12 public, private, and charter schools in the Dallas metroplex
- **The Big Game**
 - 22 men and women from law enforcement, clergy, community and business sector played for Unity!
 - Guest Coaches – SMU's Rob Lanier and Toyelle Wilson and High School State Champion Coaches Joe Duffield and Nick Smith
- **Resource Fair and Activities**
 - 5 law enforcement agencies provided safety information and job opportunities
 - 3 non-profit partners showcased their agencies
 - Face painting, balloon artist, coloring station, Superheroes and Mascots: Sparky (Fire Dept.) and Mavs Man
 - Unity Choir performed the National Anthem to a roaring standing ovation!
 - VIP reception – Attended by more than 50 corporate and community partners
 - **Community Scholarship** – Winner: Isaiah Gomez – \$1,000
 - **Old School Free Throw** – Winner: DART Chief of Police, Charles Cato
 - **Dallas Mavericks Entertainment** – Chris Arnold, Mavs ManiAACs, Drumline, D-Town Crew, and Mavs Man





Eddie
Garcia





Together We Learn



Together We Learn - Funders



Together We Learn - Partners

- **Collaboration Partners**

- National Black Police Association, Dallas Chapter
- Dallas Police Department
- Sewell Lexus Dallas



- **2023-2024 Schools Partners**

- Cedar Hill Collegiate High School
- *Crosswinds Accelerated High School
- David W. Carter High School
- International Leadership of Texas Charter School
 - 4 campuses
- Jesuit Preparatory School Dallas
- John Horn High School
- *Johnson Alternative Education Program
- *Lancaster STEM High School
- *Naaman Forest High School
- SMU Athletics Department

Together We Learn – Impact & Update

- **Spring 2023 partnership schools yielded:**
 - 1,551 senior students completed the training
 - 96% of students improved their understanding of laws related to driving
 - 97% of students improved their understanding of how to act and react to law enforcement during a traffic and pedestrian stop
 - Post training perception of law enforcement
 - 19% much more positive
 - 52% positive
 - 287% no change
- **Fall 2023 partnership schools yielded:**
 - 671 senior students completed the training
 - 97% of students improved their understanding of laws related to driving
 - 98% of students improved their understanding of how to act and react to law enforcement during a traffic and pedestrian stop
 - Post training perception of law enforcement
 - 25% much more positive
 - 54% positive
 - 19% no change
- Spring 2024 will host over a dozen program sessions targeting over 2K students

Together We Learn



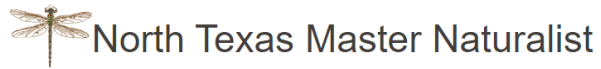
John
Edmun



Diversity, Equity & Inclusion Partner Program



Collab Lab - Partners



Collab Lab – Impact & Update

- Created in 2022 to connect Project Unity partners
- Bi-Monthly Meetings of Project Unity partners who work in the Diversity, Equity and Inclusion space
- Collab Lab Partner Advisor and Champion – Terri Hatcher, Chief Diversity Officer, NTT DATA
- Up to a dozen partners each meeting which creates a trusted space for sharing and collaborating
- Creating an information pipeline on DEI matters and related topics
- Presentation recordings and notes made available to partners
- Plans for a repository site for partners to access presentations, notes and other resources on-demand

2023 TOPICS

- January - Featured Partner: TRG (The Richards Group)
 - Topic - "Inclusive Interview Process"
- March - Featured Partner: NTT DATA Services
 - Topic - "Let's Discuss the many acronyms used in your DE&I space"
- May - Featured Partner: Communities Foundation of Texas
 - Topic - "Connecting DEI Acronyms to Make Them Actionable"
- July – Guest Presenter: American Airlines
 - Topic – “Setting Your ERG Up for Success”
- September – Guest Presenter: Kanarys
 - Topic - “Implications of the SCOTUS Affirmative Action Ruling on Corporate America and DEI initiatives”
- December – Featured Partner: NTT DATA Services
 - Topic – “Moving the Needle: DEI Data Collection & External Reporting”

Trent
Walters

TRG

Together We Sing



Together We Sing – Sponsors & Partners

Title Sponsor



Gold Sponsor



*Carol & Don
Glendenning*



*Carolyn & David
Miller*



Together We Sing – Sponsors & Partners

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Eugene McDermott
Foundation



Preston Hollow Presbyterian Church
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TOYOTA



Together We Sing – Sponsors & Partners

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&
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SMU



Together We Sing – Sponsors & Partners

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Scovell Family Foundation
at  **The Dallas Foundation**

Sarah & Ross
Perot, Jr. Foundation

W DALLAS
VICTORY



Together We Sing – Impact & Update

Together We Sing signature fundraiser had a record year with exciting engagement:

- Event grossed nearly \$500K
- Sold out audience –1,800 attendees
- 70+ Orchestra members
- Close to 200 diverse choir members
- 30 volunteers
- Celebrated 50-Years of Hip Hop with Grammy Award Winner Spinderella
- **Together We Awards:**
 - Corporate Unity Award, Organization Unity Award, Individual Unity Award
 - Introduced the Trailblazer Award presented to NFL Executive Vice President Football Operations, Troy Vincent
- **Save the Date – June 23, 2024**
- Artist announcement – February 2024





GRAMMY AWARD WINNING
RECORDING ARTIST
ERICA CAMPBELL



HIP HOP TRIBUTE
FEATURING
SPINDERELLA



SPECIAL HONOREE
NFL EXECUTIVE VICE PRESIDENT
FOOTBALL OPERATIONS
TROY VINCENT, SR.

TOGETHER We *Sing* JUNE 15

PRESENTED BY



*Effie
Dennison*



Together We Dine



Together We Dine - Partners

- Bell Nunally
- Capital One
- Catalyst Health Network
- Cedar Hill Collegiate H.S.
- Commerce House
- Communities Foundation of Texas
- Dallas Bar Association
- Dallas CASA
- Dallas Holocaust and Human Rights Museum
- Dallas Police Department
- First UMC Denton
- First UMC Richardson
- First UMC Rockwall
- General Commission on Religion, Race and Resources
- Grace Avenue UMC
- Grant Thornton
- Hamilton Park UMC
- Highland Springs Senior Living Community
- Independent Financial
- Invesco Real Estate
- Jesuit Dallas
- Latino Arts Project
- Lennox International
- National Council of Bar Executives
- National Council of Bar Presidents
- New Life Community Church
- North Haven UMC
- North Texas Conference Youth
- NTT DATA
- Preston Hollow Presbyterian
- PricewaterhouseCoopers
- Shakespeare Dallas
- The Senior Source
- SMU Athletic Department, Student Affairs, Law School, Meadows School
- Spring Interfaith
- Texas Capital Bank
- Texas Health Resources
- Texas State Legislators
- Thanks-Giving Foundation
- Texas Instruments
- The Village Church
- Toyota
- Waco Family Medicine, McClennan College, Waco Foundation and Cooper Foundation

Together We Dine – Impact & Update

As of Nov. 30

- 73 Dines completed (virtual and in-person)
- 3,425 people participated in a Dine
- 65 facilitator volunteers on roster locations include Waco, Houston, Atlanta, Boston and Chicago
- 722 individual facilitator roles utilized
- 1,345 Volunteer hours served
- Notable quotes from attendees
- *“We each have a unique background and are not always what can be seen on the outside.”*
- *“Learning about my colleagues and their own backgrounds and experiences was so rewarding.*
- *“We all experience hardships within our life in uncomfortable experiences. It's up to us to use our experiences to make a difference within our communities.”*
- *“Our group enjoyed a varying perspective based on age: one of our members was much younger than the average age of the rest of the group, and it added a deeper dimension to the discussion.”*
- *“The format of listening first, then having the second round to comment and ask questions really set the tone of listening, not interrupting or talking over one another. It was a very respectful and impactful interaction.”*



Bert
Crouch



Invesco

Social Justice

- Community Townhall on Community Policing
- Affirmative Action Community Conversation on the SCOTUS Ruling
- Jesuit Social Justice Program



10 *years*
PROJECT
UNITY

2024
Engagement
Challenge



Thank You!



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