

2020 Annual Report



PROJECT
UNITY

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Message from the Board of Directors

Dear Readers,

Welcome to Project Unity's inaugural annual report!

Our motto at Project Unity is simple: "what unites us is greater than what divides us." Everything we do is founded in our unyielding commitment to this belief. When we work in unity, we can overcome any challenge.

Since our inception, and especially in 2020, Project Unity has been a leader in navigating through challenges to find solutions toward building and sustaining the communities we serve. The combined forces of a global pandemic, heightened racial tensions, and economic decline created a perfect storm in communities across America. Navigating through this unprecedented turmoil created both challenges and opportunities for businesses and individuals alike. Unfortunately, many of the communities we serve fared far worse than the rest of the country.

In 2020, Project Unity refocused its efforts to confront the changing needs of our community:

- Pivoted to partner with a major health care network to conduct almost 8,000 COVID-19 tests for individuals in Dallas' underserved communities
- Converted our popular Together We Dine™ program to a virtual platform allowing 1,400 people to keep the much-needed conversations about race relations going
- Enhanced our diversity, equity, and inclusion (DEI) efforts by creating Together We Can™, a new program soft launched in late 2020 to educate, enable, and empower a lifestyle of mindfulness and action against racism

Our "Together We" programs touched a record number of lives in North Texas and beyond last year. We are off to another great start in 2021. Upon reflecting on our business accomplishments presented on the following pages, it has never been more evident that it takes a village to create change. We could not have made such meaningful inroads in our community without the leadership of our Board of Directors and the commitment of our individual and corporate supporters, volunteers, and of course, our dedicated Project Unity team. Thank you all for uniting to weather the storm.

We have never been more driven to further our mission while building new relationships and preserving others. We will relentlessly pursue our vision to become financially independent. Introducing the Together We Can™ wristband in 2021 – Project Unity's first retail product – marked an initial step toward reaching our long-term financial goal of self-sufficiency. However, we have many milestones to hit before we get there. We are constantly improving our programs to best serve our community. We invite you to unite with us on this exciting journey!

Sincerely,

Almas Muscatwalla, Chair of the Board of Directors

Richie L. Butler, Founder and Chief Visionary Officer

2020 Leadership

BOARD OF DIRECTORS

Richie Butler

Founder and Chief Visionary Officer,
Project Unity
Senior Pastor, St. Luke "Community"
United Methodist Church

Ty Bledsoe

Assistant Vice President External Affairs
AT&T

Rhetta A. Bowers

State Representative, District 113
Texas House of Representatives

Jeff Meade

President, Meade

Almas Muscatwalla, Board Chair

Executive Director, Faith Forward Dallas

Eric Ochel

Commercial Real Estate Specialist
C82 Commercial

Robert Munoz

Sgt (ret), Dallas Police Department

Rev. Matthew Ruffner

Senior Pastor, Preston Hollow
Presbyterian Church

ADVISORY BOARD

Charlene Edwards

ExxonMobil

Neisha Strambler-Butler

McKesson Corporation

Jae Ellis

Courtroom Sciences, Inc. (CSI)
Past Board Chair

Terry Allen

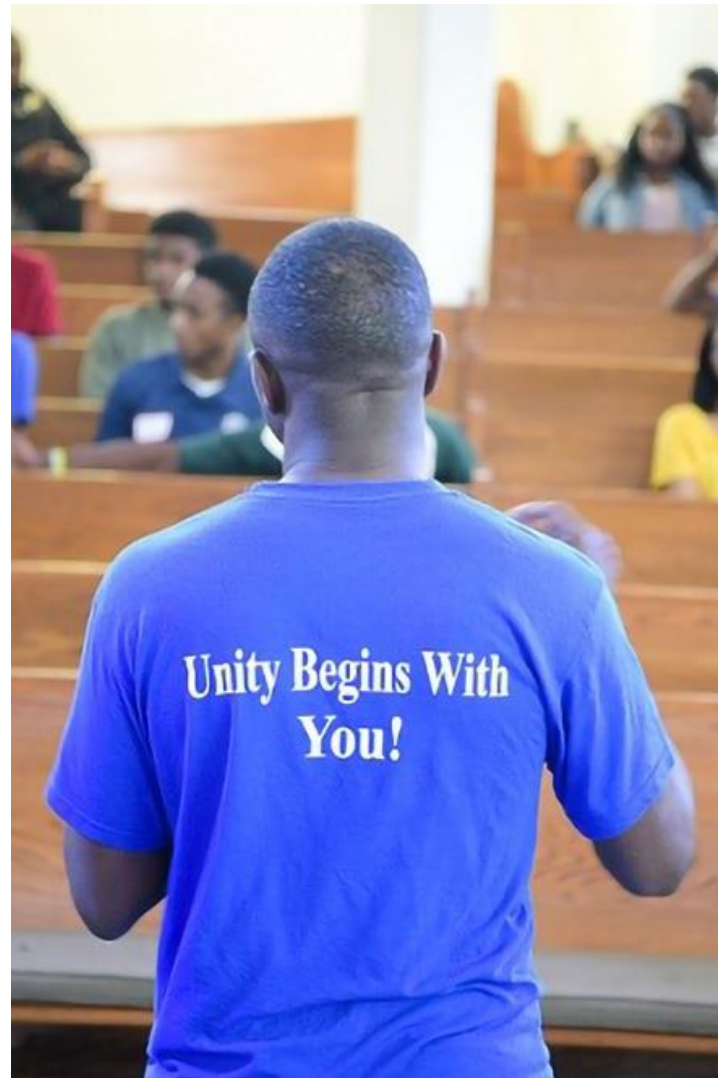
FedEx Corporation

Project Unity Mission Statement

Project Unity is a nonprofit organization focused on building and sustaining community throughout Dallas and North Texas.

Founded by Pastor Richie Butler of St. Luke “Community” United Methodist Church, our mission is to bring together the community to find common ground and healing through dialogue, events, activities, and educational opportunities, all to improve race relations in our city.

We operate under the belief that what unites us is greater than what divides us!



Our Community Impact — Programs

Pivoting in a Pandemic

The Dallas community was hit hard by COVID-19, and the importance of our virus testing in underserved communities across the Metroplex became clear. Some of our traditional, in-person programs had to be put on hold, but this opened up new opportunities for our staff, volunteers, and partners to unite the city through new initiatives, like Together We Test.

Together We Test

In early 2020, the initial stages of the COVID-19 pandemic, Project Unity recognized the tremendous threat the virus posed to the Dallas community. We quickly launched Together We Test to provide free COVID-19 testing in communities of color, which were underserved and disproportionately impacted by the virus.

Together We Test contributed to creating safer communities by alerting individuals of positive test results, thus helping to contain further spread of the virus. The program also created jobs for individuals who found themselves furloughed and unemployed due to the pandemic. The initiative created new relationships among nonprofits, medical and health professions, and the faith community that will contribute to medical and health service programs in the future.

We organized drive-thru testing sites with five churches across the DFW Metroplex. We received extensive media attention from outlets like WFAA, NBC 5, CBS 11, and NPR. The program helped bring greater awareness to the systemically lacking response to critical health threats in underserved communities. We would not have been able to operate Together We Test without the generous contributions from our donors.



Our Community Impact — Programs (cont'd)

7,985 INDIVIDUALS SERVED

Nasal Swab - 6,310

Serum Antibody - 1,675

NUMBER OF JOBS CREATED

4 NEW Jobs Created in the
Community

704 INDIVIDUALS ALERTED TO BEING COVID-19 POSITIVE

11% of all Nasal Swab Tests Conducted

NEW PARTNERSHIP CREATION

Medical/Health Professionals

Catalyst Health Network

Clinical Pathology Laboratories, Inc.

Faith Community (Testing Sites)

St. Luke "Community" United Methodist Church

Friendship-West Baptist Church

Cochran Chapel United Methodist Church

Disciple Central Community Church

Hamilton Park United Methodist Church

MAJOR DONORS

Lyda Hill Philanthropies

The Rees-Jones Foundation

Buford Foundation Fund - Communities

Foundation of Texas

United Way of Metropolitan Dallas

The North Texas Conference of The United Methodist
Church

Together We Can™

Following the murder of George Floyd in 2020, attorney Robert Crain of Crain Lewis Brogdon, L.L.P. and Project Unity's founder Pastor Richie Butler created Together We Can as a part of our diversity, equity and inclusion solution to help reshape America's journey with racism and provide individuals, businesses, and groups of all kinds the tools to educate, enable, and empower a lifestyle of mindfulness and action against racism. Together We Can is successful by building trust and fostering authentic relationships with the diverse residents of Dallas and people across the country.

Soft-launched in 2020, TWC is a positive, non-judgmental, non-political program that addresses personal and community development by making changes inside and out. The program's first

Our Community Impact — Programs (cont'd)

component includes participants attending and/or hosting at least one Together We Dine event. In November 2020, an online cultural learning component was added to the program that asked participants to devote at least one hour each month to self-educate on other ethnic groups.

In spring 2021, we added a retail component – the sale of Together We Can wristbands. The goal of the wristbands is to show support for improving race relations and to spark conversations around unity. We initiated a public marketing campaign and released wristbands to 29 Tom Thumb stores in 2021 with plans to expand to additional retail ventures over time. We anticipate a national, if not worldwide reach in the future through Together We Can.



Our **Honorary Co-chairs** for Together We Can are...



Cynt Marshall

CEO – Dallas Mavericks



Dale Hansen

Sports Journalist



Gordon Keith

Broadcaster/Writer



Jorge Baldor

Philanthropist

Honorable Millennial Co-chairs: Kathy Lee-Cornell, Miguel Solis, Alexandra Horn, T. Dupree Scovell

Ambassadors: Dr. R. Gerald Turner, Dr. Brian Williams, MD, Rabbi Andrew Paley, Tim Powers, Pastor Bryan Carter, Diana Einstein, Froswa' Booker-Drew, Kelly Compton, Rev. Holly Bandel, Robert Tobey, Rev. Matthew Ruffner, Ty Bledsoe, Almas Muscatwalla, Larry James, Gary Griffith, Ron Kirk, Linda McMahon, Rev. Paul Rasmussen, Pastor Andy Stoker

Our Community Impact — Programs (cont'd)

Together We Dine™

Since 2017, Together We Dine has brought thousands of people together to engage in healthy and structured dialogue about race relations. After a pause due to the pandemic, we converted in-person conversations to having those discussions over a virtual table. Volunteers contributed over 600 hours so that nearly 1,400 individuals in the Dallas community and beyond could experience discussions and share their beliefs and differences about race over lunch or dinner.

Feedback from program participants continue to prove that what unites us is greater than what divides us. Despite an abbreviated schedule, the program reached record participation, in no small part due to the extraordinary 2020 partnerships with the organizations listed below. Events come at no cost to attendees due to the vital support from our sponsors.

2020 PERFORMANCE MEASURES

Number of Dines	32
Number of Dine Participants	1,396
Volunteer Facilitator Hours Contributed	626

2020 TOGETHER WE DINE PARTNERS

Catalyst Health Network	PricewaterhouseCoopers
The Collin County Business Alliance	Reed Smith LLP
Commerce House	St. Paul United Methodist Church
The Dialogue Institute	Southern Methodist University Athletics
Faith Forward Dallas	Southern Methodist University Office of the Provost
Highland Park United Methodist Church	The State Bar of Texas
Jackson Walker LLP	Tegna Inc., WFAA Dallas Affiliate
L.A. Fuess Partners, Inc.	Texas Women's Foundation
Lennox International, Inc.	

Our Community Impact — Programs (cont'd)

Together We Learn™

For several years, Project Unity has partnered with the National Black Police Association to offer teens practical instruction on how to act and react during traffic or pedestrian stops by police. Students participate in mock traffic stop scenarios and in an open dialogue with officers. Due to Covid-19, we paused programming for a significant portion of the year as school districts and youth organizations wrestled with the educational, safety and other challenges they faced with and for their students. During that time, we expanded our programming to include a virtual option which was successfully piloted later in the year.

Together We Learn is successful because of our partnerships with the National Black Police Association, Dallas Police Department, Dallas ISD Office of Racial Equity, Dallas ISD Police, University of North Texas at Dallas, Sewell Lexus Dallas and Eric McHenry, and Senator Royce West.

In 2021, we plan to begin work on an artificial intelligence/virtual reality solution designed to enhance and advance the learning experience of Together We Learn.

PARTICIPANT FEEDBACK

“It [my perception] changed because the officers on the call helped me understand what to do and what not to do.”

“It was nice to be reminded that cops are human too. They don't like those bad encounters just as much as you don't.”

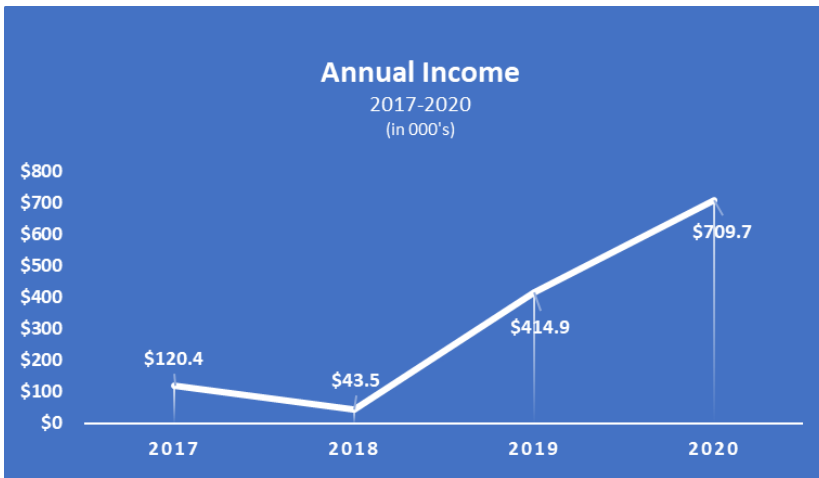
“I thought that all Cops were like what you saw on TV but you guys showed me there were good cops.”



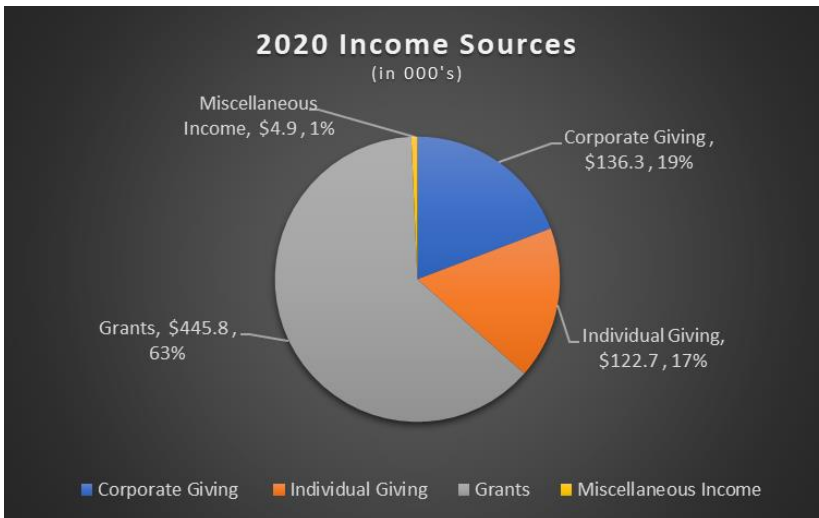
Financials

Revenue and Sources

(Dollar figures in thousands)



Overall, income has increased significantly since 2018 including a 71% growth from 2019 to 2020.



Giving increased across all categories in 2020 compared to 2019.

- Corporate Giving: up \$126
- Individual Giving: up \$87.4
- Grants: up \$210.8

Grant dollars represented almost two-thirds of total annual receipts.

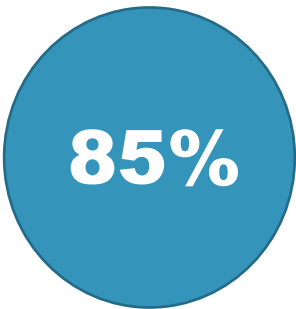
Contributors Summary:

- Grants Awarded: 13
- Corporate Givers: 16
- Individual Donors: 108

Financials (cont'd)

Expenses

(Dollar figures in thousands)

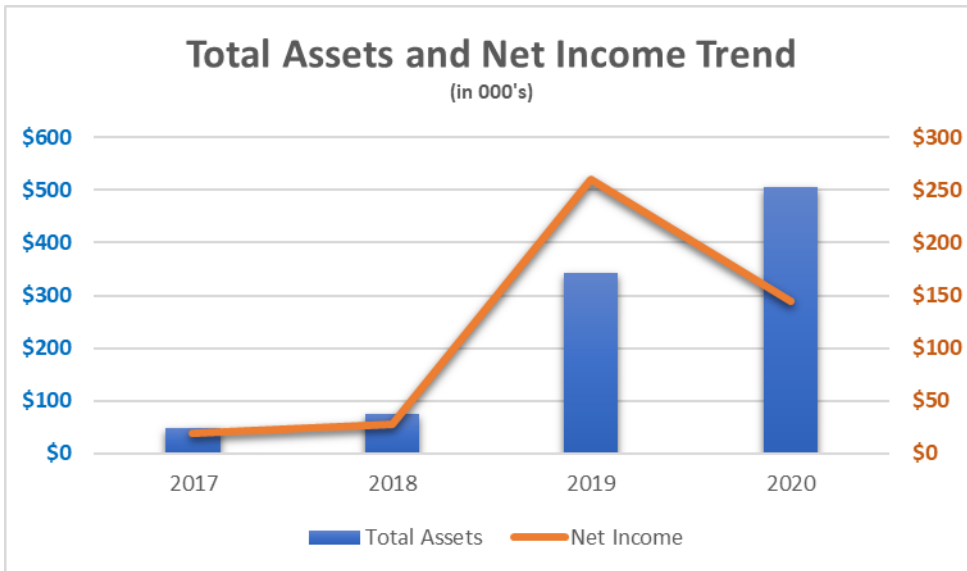


2020 Use of Funds

EXPENSE CATEGORY	AMOUNT	PERCENT
Programs	\$ 483.4	85.5%
General & Administrative	\$ 75.4	13.3%
Fundraising	\$ 6.7	1.2%
TOTAL EXPENSES	\$ 565.5	100.0%

85 cents of every dollar spent went directly to programs in 2020, 10 percentage points better than a high-performing nonprofit according to the American Institute of Philanthropy.

Corporate Growth Trend



Total assets have continued to climb with 48% growth in 2020 over 2019.

Net income has increased over \$480 from 2017 to 2020.

Our Supporters and Partners

We couldn't have achieved as much as we did without our amazing partners, donors, and volunteers. Our life-changing, community-shaping programs are people-driven from start to finish. To all of our heroic partners, thank you!

2020 Donors

Foundation and Corporate Supporters

Ayco, A Goldman Sachs Company
 The Blackbaud Giving Fund
 Capital One Financial Corporation
 The Dallas Foundation
 Dallas Symphony Orchestra
 The Hersh Foundation
 The Hogle Foundation
 L.A. Fuess Partners, Inc.
 Lyda Hill Philanthropies
 Reed Smith LLP
 Temple Emanu-El
 Thrivent
 Wilshire Baptist Church
 The Banks Family Foundation

Buford Foundation Fund
 Communities Foundation of Texas
 Dallas Mavericks
 Fidelity Investments Inc.
 Highland Park United Methodist Church – United
 Methodist Women
 Jackson Walker LLP
 Level 2 Legal Solutions, LP
 The North Texas Conference of The United
 Methodist Church
 The Rees-Jones Foundation
 Tenth Episcopal District of the African Methodist
 Episcopal Church
 United Way of Metropolitan Dallas

Individual Donors

It was a record year for individual donations in 2020! One hundred eight donors gave between \$10 and \$50,000 each. Our typical donor contributed between \$50 and \$100. Thank you, DONORS! We are deeply grateful for your support!

Our Supporters and Partners (cont'd)

Volunteers

Once again, volunteers played a critical role in Project Unity's ability to deliver impactful services throughout the Dallas community. Sixty-nine volunteers donated 1,081 hours to Project Unity programs and events last year. These incredible individuals fulfilled numerous roles such as skillfully leading table conversations as trained facilitators during our Together We Dine events or helping to manage traffic or disseminate educational material at our Together We Test events. In addition, police officers contributed hours of valuable time developing content for our Together We Learn program. Numerous members of the community voluntarily served as chairs and ambassadors for our Together We Can program.



Thank you, Volunteers!



Project Unity has been growing by leaps and bounds. We've moved from a completely volunteer-based organization to a combination of employees, contract staff, and volunteers in a year's time.

As our programs expand in number, content, and reach, we see opportunities to exert a national influence in addition to our local impact. This development is consistent with our strategic vision of growth and self-sufficiency in terms of operations and financial stability.

In 2020, Project Unity's workforce grew substantially reaching a height of 11 staff members, a giant leap from a team of only dedicated volunteers the previous year. Our team of full- and part-time staff is comprised of both direct employees and contract staff.

The Project Unity team, along with dozens of incredible volunteers, worked through the pandemic to deliver four impactful signature programs with excellence. We could not have accomplished the amazing work of 2020 without our team of employees, contractors, and volunteers. Thanks to each of you!

Spotlight... In the News

As Project Unity's footprint grew during 2020, so did the attention we received from the media. In 2019, Project Unity and its founder, Richie Butler, were mentioned in 18 news stories. In 2020, that number skyrocketed to 146. Here's a brief look at who's been talking about Project Unity...



Project Unity's 'Together We Test' Program Extends City-Wide Testing to Dallas Neighborhoods Amid COVID-19 Spike



The Dallas Symphony Orchestra and Dallas Black Dance Theatre are teaming up for a special performance to honor those who have lost their lives to racial violence and injustice. **The Unity Concert**, a benefit for nonprofit Project Unity, will remember by name **George Floyd, Ahmaud Arbery, Breonna Taylor**, Fort Worth's **Atatiana Jefferson**, and Dallas' **Botham Jean**, among others.



To Combat Disparities, Black Churches In Dallas Offer Coronavirus Testing



Project Unity launches 5 COVID-19 testing sites in Dallas



Through Project Unity, Butler has galvanized the community around the idea that conversations, not confrontations, will create and sustain relationships among diverse groups.

The Dallas Morning News

Project Unity's Together We Test effort, in partnership with other churches, has just begun free COVID-19 testing in high-need areas of Dallas County four days a week.