

# WHAT *unites* US...



2021 ANNUAL REPORT

# 2021 ANNUAL REPORT FEATURES

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## *A letter from our* **LEADERSHIP** WHAT UNITES US...

During the chaos that followed World War II, Winston Churchill famously told colleagues to “never let a good crisis go to waste.” Project Unity has embraced that perspective in the face of COVID-19’s continuing grip on our community, widening economic uncertainty, and growing calls for social and racial equality.

Last year managed to be both a reckoning and a revelation for communities and business leaders. At Project Unity, we focused on developing innovative programming and strengthening and deepening our partnerships to address real-time challenges, especially those in communities that faced barriers and disparities in COVID-19 testing and vaccinations. Our amazing partners, donors and volunteers overwhelmed us with support that allowed us to transition our COVID-19 testing program to a vaccination initiative in underserved communities. Combined, we administered more than 10,000 COVID-19 tests and vaccinations thus contributing to a healthier Dallas.

In 2021, we paused two of our signature programs—Together We Ball™ and Together We Sing—to protect the health and safety of our staff and community members. Meanwhile, we made remarkable strides in addressing race relations and racial equality through our active signature programs.



View our digital annual report:  
[PROJECTUNITY.NET/  
2021-ANNUAL-REPORT](https://www.projectunity.net/2021-annual-report)

We forged ahead with Together We Can™, Together We Dine™ and Together We Learn™ by leveraging talent and technology, setting participation records in two of the three programs.

We are particularly proud to have organically evolved into a diversity, equity and inclusion (DEI) solution for organizations of all sizes. More than a dozen organizations embraced our DEI programming last year, including companies like Lennox International and PricewaterhouseCoopers. The future of our innovative DEI services is exciting and bright.

As we look ahead, we are highly optimistic. Interest in our programs is increasing significantly across the board and our portfolio of partners has never been larger. Our team of employees, volunteers, Board members, supporters and partners is second to none. Thank you for being amazing!

The following pages highlight last year's success stories and our clear and enthusiastic resolve in our mission. We invite you to join the Project Unity community and remember that "what unites us is greater than what divides us."

Respectfully,



Almas Muscatwalla, Board Chair



Richie L. Butler, Founder and Chief Visionary Officer



Project Unity's board chair,  
Almas Muscatwalla



Project Unity's founder and  
CVO, Richie Butler



BOARD OF DIRECTORS:

**Richie Butler, *Founder and CVO***

**Almas Muscatwalla, *Chair***

**Rhetta Bowers**

**Jeff Meade**

**Robert Munoz**

**Eric Ochel**

**Rev. Matthew Ruffner**



WHO WE ARE. WHAT WE DO.

## OUR MISSION

**OUR MISSION** IS TO DELIVER COMMUNITY PROGRAMMING AND EVENTS THAT BUILD AND SUSTAIN A STRONGER, MORE UNITED COMMUNITY THROUGHOUT DALLAS AND NORTH TEXAS AS IT RELATES TO RACE RELATIONS AND RELATIONS BETWEEN LAW ENFORCEMENT AND CITIZENS. WE OPERATE UNDER THE BELIEF THAT WHAT UNITES US IS GREATER THAN WHAT DIVIDES US.

WHAT WE ASPIRE TO BE.

## OUR VISION

**OUR VISION** IS TO BE THE FIRST CHOICE DIVERSITY, EQUITY, AND INCLUSION SOLUTION FOR INDIVIDUALS AND FOR BUSINESSES SEEKING TO CREATE OR ENHANCE ITS DEI PROGRAM. WE SEEK TO IMPROVE OUR COMMUNITY BY OFFERING PROGRAMMING THAT BRIDGES THE RACIAL DIVIDES IN OUR COMMUNITY. OUR LONG-TERM GOAL IS TO ROUTINELY SERVE OUR COMMUNITIES BY BECOMING FINANCIALLY SELF-SUFFICIENT WHEREBY OUR PRODUCTS AND SERVICES FUND ALL PROGRAMS AND OPERATIONS.



  
**TOGETHER  
WE VACCINATE**  
POWERED BY PROJECT UNITY

**COVID-19  
VACCINATION EVENT  
TODAY**

← **LINE UP HERE** →

**PLEASE PRACTICE SAFE  
DISTANCING**

  
**TOGETHER  
WE VACCINATE**  
On-site/Walk-up Appointments  
First come Availability

# TOGETHER WE VACCINATE

PROJECT UNITY PROVIDES COVID-19 VACCINATIONS TO UNDERSERVED COMMUNITIES ACROSS DALLAS.

One of the most difficult consequences of the pandemic was the forced social distancing, the disconnect, the inability to get together in groups. Still, the needs of underserved communities in Dallas County did not slow or stop under the threat of COVID-19. In many ways, they worsened. So as 10 million COVID-19 vaccinations were initially distributed throughout Texas in March 2020, the natural next step from our Together We Test program was to ensure communities of color had equal access to necessary vaccines and educational resources.

In April 2021, we masked up and met people where they were when they needed to protect their health the most, hosting an average of four pop-up clinics per month, predominately south of downtown Dallas where health disparities existed long before COVID-19. Many residents had been unable to find or reach other vaccine providers because of challenges with work hours, childcare, transportation or communication/technology access, yet others had been uncertain about the effects of the vaccine and just needed fact-based information and reassurance.

“We administered thousands of COVID-19 vaccines through Together We Vaccinate but spending time in the community listening allowed us to experience the true impact on

lives and families through their own stories,” explained Katt Anderson, community foundation manager for Catalyst Health Group, our healthcare partner during COVID-19 testing.

As pop-up events increased accessibility, Project Unity also hosted vaccination drives at St. Luke “Community” United Methodist Church, where Pastor Butler ministers. Together, we administered more than 2,600 vaccinations at 50 locations across 15 Zip Codes.

“The most important take away from Together We Vaccinate has been that we deeply need one another to approach our most difficult challenges. Protecting our community during COVID-19 has required an all-hands-on-deck approach,” Anderson added. “When each contributor brings their strengths and resources to enhance that of others, we will have the greatest impact. Fostering relationships and working together is what will allow us to do better tomorrow than we did today.”

## Together We Vaccinate by the Numbers

- 2,665 Number of Vaccinations Administered
- 50 Number of Vaccination Events Held
- 121 Number of Zip Codes Served



*what unites us...*





# TOGETHER WE DINE

THOUSANDS GATHER TO ENGAGE IN HEALTHY AND STRUCTURED DIALOGUE  
ABOUT RACE RELATIONS OVER DINNER

It's all about the a-ha moments at a Together We Dine™ event. The format is straightforward but profound in its simplicity: a group of strangers are invited to sit down over a meal to engage in non-confrontational, safe and honest conversation about race. The number of guests varies by event but most important, attendees listen to each other's stories and life experiences. That, says PricewaterhouseCoopers partner Christal Thompson, is the key element.

"When it comes to crossing cultural and racial divides, we all have areas of growth and blind spots where we can be more culturally sensitive," she explained. "In the quest to build a global culture of diversity, acknowledgement and acceptance is the first step."

In 2020, for the first time since the Together We Dine™ program launched four years prior, diners could not share a meal and converse in-person. The pandemic required all scheduled dines to be virtual, but the creative solution-making of staff transitioned the in-person table discussions to a Zoom platform without diminishing the spirit of the experience.

Even in an unexpected pandemic pivot, Charlene Edwards, Director of Programs and Events at Project Unity, forecasted record participation in 2021 and she was right—1,396 people joined 32

dines in 2020 and in 2021, more than 2,800 people attended 76 dines, a new participation record for the program. Zoom created an opportunity to welcome more individuals from more areas, including diners from partner companies Toyota and NTT DATA Services.

"As we grow and learn to become more empathetic, Project Unity has shown me and others at our firm that by having a conversation, we begin to understand that differences can actually unite us rather than divide us," Thompson added.

## Together We Dine™ by the Numbers

- 2,822 Number of Dine Participants
- 76 Number of Dines Conducted
- 88 Percent of participants who responded that the "Dine" experience impacted their perspective on race/race relations at least positively.
- 84 Percent of participants who better respected the opinions of others because of their "Dine" experience



*what unites us...*



# TOGETHER WE CAN

ORGANIZATIONS PARTNER WITH PROJECT UNITY TO PROMOTE  
DIVERSITY, EQUITY, AND INCLUSION

Created as a community-edifying initiative, the three components of our Together We Can program invites individuals, corporations and organizations to engage in the process of building a lifestyle of mindfulness and action against racism. In 2021, we completed our first full year of programming following a soft launch in late 2020. Last year saw Together We Can evolve into an exciting diversity, equity and inclusion (DEI) solution. Haynes and Boone, The Richards Group and the Dallas Mavericks are a few of the partners who joined us in 2021.

“As we engage in the constant journey of learning, we often come to recognize what we don’t know and that there is still work to be done,” says Richie Butler. “Together We Can is a great option to facilitate that work.”

The immediate success of the program makes one thing clear—people want to know what they can do to help and improve race relations, and participation in Together We Can is one actionable step for anyone looking to effect change. The program provides tools and activities that can be performed in one hour or less to create impact, like introspection and engagement exercises, and public action items. Our mailing list thrived last year with 850 individuals enrolled to receive Together We Can’s monthly action items.

The second component of the program entails wearing a Together We Can wristband. In doing so, participating individuals make a visible statement against racism—and reject silence and complicity—to become part of the solution. More than 13,000 wristbands were distributed in 2021.

Together We Can continued to elevate discussions that build racial bridges by engaging people in cultural learning experiences. Attending at least one Together We Dine event, either in person or virtually, is the third element of Together We Can. Thousands of individuals have participated in the one-hour program. Each event sparks courageous and safe conversations about race over a meal.

Advancing our DEI solution that includes Together We Can and other measures is a high-priority for the coming years.

## Together We Can™ by the Numbers

- 12 Organizational Partners
- 850 New Individual Program Enrollees
- 13,145 Together We Can Wristbands Distributed



*what unites us...*



# TOGETHER WE LEARN

DALLAS POLICE AND YOUTH BUILD TRUST AND UNDERSTANDING THROUGH  
OPEN DIALOGUE AND EDUCATION

In 2016, our founder partnered with Sgt. Sheldon Smith, a 28-year veteran of the Dallas Police Department and president of the National Black Police Association, to develop Together We Learn™. The program was an instant success. Part classroom session, part hands-on session that simulates real-life police interactions, instructors from the Dallas Police Department teach teens what to do—and not do—during traffic and pedestrian stops. They also humanize the fears officers have about their own safety as they approach an unknown vehicle.

Following the murder of George Floyd in 2020, heightened tension between law enforcement and Black and brown communities created an opportunity for Together We Learn™ to facilitate candid dialogue between police and the community. The information provided during these sessions is lifesaving. It's also made the program all the more critical to help heal distrust and nurture effective communication between citizens and the 3,000 Dallas Police Officers.

"When I grew up, a police officer never talked to me and told me what I should do if I'm stopped. They never tried to educate me. Not everything police officers do is right and there's a lot of uncertainty with the community on what to do when they encounter police. They have questions," said Smith, who based the format for Together We Learn on an existing National Black Police Association program.

When the COVID-19 pandemic forced the suspension of in-person Together We Learn™ workshops in 2020, Project Unity temporarily pivoted to a virtual format to keep things going. But we found the experience is most effective in person and took another pause until late 2021 when in-person programming resumed with resounding success.

"What we do through Together We Learn™ gives us an opportunity to bridge gaps between the community and the police department. Project Unity is a worthy partner because they are about doing what's right," said Smith. "This is important. It saves lives."

## Together We Learn™ by the Numbers

- 600 Number of Students Trained
- 91 % Number of Students Whose Understanding of Driving Laws Improved
- 95 % Number of Students Whose Understanding of How to Act and React to Law Enforcement during a Traffic and Pedestrian Stop Improved
- 75 % Number of Students Who had a Positive Perception Change about Law Enforcement After Training



*what unites us...*

# RECOGNIZING OUR VOLUNTEERS

2021 marked another remarkable year of volunteer support. Volunteers were crucial participants in every event we hosted last year. Dozens of dedicated volunteers served as trained facilitators at our Together We Dine events. Others endured inclement weather to manage parking and patient comfort at our outdoor Together We Vaccinate events. “The volunteers were well-versed in the operation of the vaccination clinics and really worked our pop-up clinics more like paid staff than just volunteers,” said Charlene Edwards. Our volunteers gave almost 2,000 hours of their personal time in helping Project Unity serve our community. In addition, Dallas Police officers gave their time developing and improving the content for our Together We Learn program as we began the transition to in-person events.

We cannot adequately express the importance of and appreciation for our wonderful volunteers, many of whom gave their time and talent to multiple programs.

Last year would not have been the demonstration of resilience and dexterity that it was without the help of our incredible volunteers.

Thank you, volunteers!

## Volunteers by the Numbers

- 794 Assignments Filled
- 1,935 Hours Served

“

*Volunteers are the heart and soul of our work in the community. From facilitating our Together We Dine conversations, comforting fears and parking cars at Together We Vaccinate events to folding and distributing t-shirts at Together We Ball, volunteers are our lifeline. We are so thankful for the hundreds of hours they give selflessly throughout the year.*

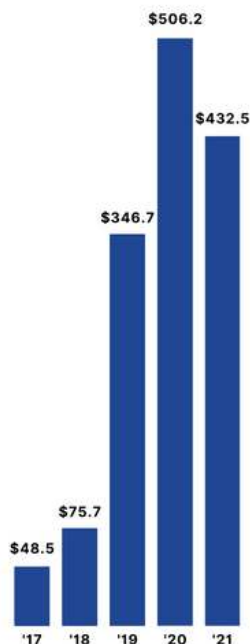
**Charlene Edwards, CMP**  
Director of Programs and Events



# FINANCIAL HIGHLIGHTS: *Year Ending December 31, 2021*

## ASSETS

**ASSETS**  
(in thousands, unaudited)



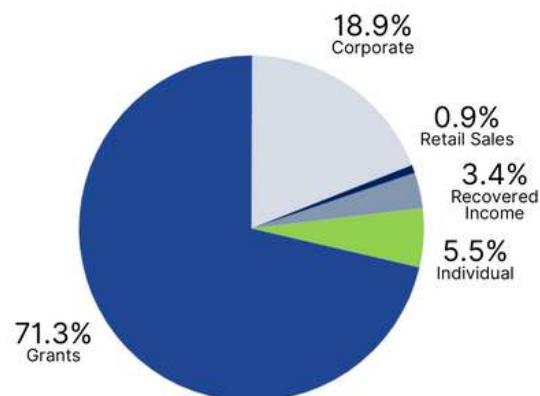
## 2021 COMPOSITION OF ASSETS

(in thousands, unaudited)

Contributions & Gifts	\$ 390.9
Reserves	\$ 33.7
Fixed & Other Assets	\$ 4.5
Investment Earnings (DDA)	\$ 3.4
<b>TOTAL ASSETS</b>	<b>\$432.5</b>

## FUNDS

**SOURCES OF FUNDS**  
(in thousands, unaudited)



**Total Funds: \$582.3**

**USES OF FUNDS**  
(in thousands, unaudited)





P.O. Box 224486  
Dallas, Texas 75222  
ProjectUnity.net

# A Look Ahead

## A MESSAGE FROM OUR FOUNDER

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*Thanks to our sponsors, partners, volunteers, and supporters who have helped make Project Unity the organization it is today. You have witnessed our journey and can envision where we are headed.*

*I believe the future is bright for Project Unity which means that the future is bright for our community. We are about bridging racial divides and building community. Regardless of whether it is through our signature programs such as Together We Dine, Together We Learn, Together We Sing, or Together We Ball, we aspire to be more impactful than ever.*

*Our “Together We” programming is forming to shape our next level program – Together We Build. We all know what makes for sustainable communities. Project Unity will leverage relationships with friends and partners to ensure we establish key pillars that build a sustainable community such as health care, education, financial security, and public safety. We will work to ensure these core pillars are strengthened in disadvantaged communities. This is what we are about, and we invite you to join us!*

*Thank you for your support.*

**Richie Butler**

*Founder and Chief Visionary Officer*