

WHAT *unites* US...



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PROJECT
UNITY

OUR IMPACT
ANNUAL REPORT 2023

A MESSAGE FROM OUR LEADERSHIP



As I look back on 2023, I see a stunning year of making headway amid the headwinds. What makes me most proud about Project Unity's accomplishments in a year of trials and tribulations is that we stayed the course no matter what storms came our way. More than that, we've gained unbelievable momentum.

One sign of our transformative impact on our city, our state, and our world is that we're replicating and expanding our programming. Participants in Project Unity programs like Together We Dine™ and Together We Learn™ are excited by what they experience. They leave their experiences with replicating our programs in their organizations, institutions, and communities in mind.

A few years ago, we didn't know what a partnership with Jesuit Preparatory School would look like. We just knew that five or six students needed to perform social justice work. So, Project Unity stepped forward. Today, we have 16 students coming every week from various parts of Dallas. Schools are contacting Project Unity saying, "We want the Jesuit model!" This growing enthusiasm about what we've been up to makes this one of the most exciting times to be part of Project Unity.

None of this would be possible, of course, without our volunteers who are so passionate about what they do with Project Unity that they come back year after year just to serve, often with less recognition for their efforts than they truly deserve. And we couldn't do what we do without generous donors who invest in our mission, or our corporate partners who directly benefit from Project Unity's diversity and equity training initiatives that are transforming the company culture before their eyes.

I look back at the ten-year history of Project Unity and see the falling snow of our collective efforts coming together in a common bond, compacting, and rolling up into a powerful snowball. Every snowflake is different, and that's what makes us so strong and versatile when we come together. With every event, with every week, with every year that passes, our snowball gets bigger and bigger. We bring in new partners, new volunteers, new donors, and new organizations to the mix, and the next thing you know we've built so much momentum together as a family that we're making an exponential impact on our world.

As you read through this Annual Report, I invite you to celebrate with us all that we have accomplished in 2023 and consider how you can join us in 2024. This year will be the 10th anniversary of Project Unity, and I can think of no better time than now to get involved in Project Unity's life-changing, culture-transforming work.

Respectfully,

Richie L. Butler, Founder and Chief Visionary Officer

2023 BOARD OF DIRECTORS



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2023 STAFF

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Doris Edmon
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Charlene Edwards
Director of Programs & Events

Bill Morse
Director of Operations & Finance

Kyndal Roden
Digital Marketing Coordinator

Cierra Stranton
Research & Support Analyst

PROGRAM HIGHLIGHTS

TOGETHER WE DINE™

2023 was the most impactful year ever for Project Unity's Together We Dine™ (TWD) program. These events bring people together to have good food and safe conversation. When people attend a Dine event, they are encouraged to speak on topics of race, equity, policing, and other hot topics in a friendly environment without fear of shame or judgment. Project Unity has seen the Dine blossom into its most impactful program that continues to bring people together from all walks of life to drive courageous conversations, build mutual respect regardless of class or status, and create stronger communities.

Together We Dine continued to grow in 2023, ending the year with 73 Dine events and over 250 additional participants compared to 2022. TWD is also expanding outside of Texas by training volunteer facilitators who live in places as far away as Boston and Chicago. The Dine events are also seeing more and more new corporate participants – from Independent Financial to Dallas CASA – who want to create inclusive work environments and broaden employee perspectives.

This participant's response reflects the takeaway that many Dine participants feel after completing a Dine event: *"The format of listening first, then having the second round to comment and ask questions set the tone of listening, not interrupting or talking over one another. It was a very respectful and impactful interaction."*

2023 Facts and Figures

- 73 Events Conducted
- 3,425 Participants
- 722 Individual Facilitator Roles
- 1,345 Volunteer Hours Served
- 65 Facilitator Volunteers
- Over a Dozen and a Half Topics Discussed

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“We host two Together We Dine events annually. These are courageous conversations that bring our teams together not just around our commonalities, but more importantly, through understanding our differences, our respective upbringings, and what we were taught. There is a level of candor we have that historically drove discomfort, but now drives unity. Our teams have more diverse perspectives that provide better outcomes for our clients, organization, and communities.”

**Bert Crouch, Managing Director &
Head of North America for Invesco Real Estate**

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PROGRAM HIGHLIGHTS

TOGETHER WE LEARN™

Participation in Together We Learn™ training events skyrocketed among North Texas students in 2023. Through the program's urgent work with participating school districts, more students than ever before are gaining valuable life lessons in how to interact with the police.

Together We Learn is an interactive educational program for high school youth that provides a positive dialogue forum with law enforcement officers to help educate students on how to act and react in both traffic and pedestrian stop situations. This type of educational instruction is required for all students of driving age by Senate Bill 30: Community Safety Education Act, which was authored by Senator Royce West and inspired by Project Unity's Together We Learn program in 2016.

The number of students who completed training nearly tripled during the 2022-2023 school year with a total of over 2,300 participants, and more schools than ever partnering with Project Unity to bring this valuable Together We Learn curriculum to their juniors and seniors. Project Unity is proud to bring on two new school partners for 2024: Garland ISD and Grand Prairie ISD. Selected schools from these districts will host Together We Learn sessions for their senior classes.

Funding was made possible through partnerships with **Texas Instruments** and **The Dallas Mavericks**. Project Unity collaborated with the **Dallas Chapter of the National Black Police Association**, the **Dallas Police Department**, and **Sewell Lexus Dallas** to make each session as impactful and instructive as possible.

The results are impressive with over 96% of students noting an improved understanding of the laws related to driving, and over 97% with an improved understanding of how to act and react to law enforcement during a traffic or pedestrian stop. Additionally, post-training students noted a 22% much more positive and 53% positive perception of law enforcement.

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“As a parent, you're often concerned about your student scholars when they leave your home—that they're going to make it back home safely. That's why the Together We Learn program is so important. It teaches our scholars how to interact with our police officers respectfully. It creates a safe environment where officers can go through the different steps of a traffic stop or just engage in an interaction. It's a very powerful experience.”

John Edmun, Principal of Collegiate Academy & High School, Cedar Hill ISD

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2023 Facts and Figures

- 1,551 Students Who Completed Training Spring
- 671 Students Who Completed Training Fall
- 2,222 Total Students Who Completed Training
- 13 School Campuses that Participated
- 60 Volunteer Hours



PROGRAM HIGHLIGHTS

TOGETHER WE SING™

Together We Sing™ is Project Unity's signature fundraising event that draws extraordinary musical talent from all over the country for a night of inspiration, unity, and incredible musical performances.

2023 witnessed another sold-out audience and even more generosity than years past. This year's Together We Sing event raised nearly \$500,000 that will go toward Project Unity programming that is making a profound impact on communities across North Texas and beyond.

The event was a celebration of 50 years of hip hop and featured soul-stirring performances from Grammy Winner Erica Campbell, Grammy Lifetime Achievement legend Spinderella, Sundays Best Finalists Zebulon Ellis, Hollywood famed orchestrator and conductor Leon Lacey, a 200-voice multi-faith choir, and the one and only Dallas Symphony Orchestra.

In recognition of those who work tirelessly to create new paths to confront and dismantle racism, Project Unity's 2023 Together We Awards were presented.

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2023 Facts and Figures

- 1,800 Attendees (Sold out)
- 50 Volunteers
- 37 Corporate Sponsors and Donors
- Over 100 student artists participated in the Master Class camp
- **Record Total of Nearly \$500,000 Raised**

- The inaugural **Trailblazer Award** honored NFL Executive Vice President of Operations Troy Vincent for his work in strengthening the diversity, equity, and inclusion commitment of every team in the NFL.



DALLAS
SYMPHONY
ORCHESTRA

- The **Corporate Unity Award** was presented to:
 - Dallas Mavericks (Activist Award)
 - Lennox International (Advocate Award)
 - Jackson Walker (Legacy Award)
- The **Organization Unity Award** was presented to:
 - International Leadership of Texas (Activist Award)
 - Southern Methodist University (Advocate Award)
 - Dallas Symphony Orchestra (Legacy Award)
- The **Individual Unity Award** was presented to:
 - Kymberraine Banks, Senior Business Engagement Officer, Communities Foundation of Texas (Activist Award)
 - Ken Malcolmson, President and CEO, North Dallas Chamber of Commerce (Advocate Award)
 - The Honorable Royce West, Texas State Legislator (Legacy Award)

Grammy Award Winner Erica Campbell, who performed at this year's Together We Sing, reflected on the amazing night of music: "Singing with the Dallas Symphony Orchestra and Project Unity, changing the community, and making a difference, to be a part of something like that is just phenomenal."

The night was made possible by sponsors, generous donors, and volunteers who helped Project Unity give the gift of music to the biggest Together We Sing audience yet.

Together We Sing is taking the city by storm, and we're just getting started. Save the date and sing with us on June 23, 2024!

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“You must experience Together We Sing to believe it. This is by far one of our favorite events that we do throughout the year. It's a highlight for me, for our company, and for every audience member and performer.

There's this sense of celebration. The atmosphere that evening was joyous and hard to explain, so join us next year.”

**Effie Dennison, Executive Vice
President, Texas Capital Bank**

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PROGRAM HIGHLIGHTS

TOGETHER WE BALL™

Together We Ball™, one of Project Unity's most exciting and anticipated events, returned for a seventh year in 2023, bringing to the city of Dallas its signature family-friendly entertainment, competitive basketball, food, activities, a skills and drills camp, and special guests. The free, day-long event featured Dallas Mavericks entertainment from Chris Arnold, the Mavs ManiAACs, and the Mavs Man. The event was co-hosted by Cynt Marshall, Dallas Mavericks CEO; Rick Hart, SMU Director of Athletics; Dallas Police Department Chief Eddie Garcia; and Dallas County Sheriff Marian Brown.

Thanks to an epic partnership between Project Unity and Southern Methodist University's Athletic Department, this year's Ball event was held at SMU's Moody Coliseum and brought the whole community together - basketball players, clergy, police, and families - for headliner matchups between teams coached by Joe Duffield, State Championship Coach for Lake Highlands High School; Nicholas Smith, State Championship Coach for Kimball High School; Rob Lanier, SMU Men's Basketball Head Coach; and Toyelle Wilson, SMU Women's Basketball Head Coach.

Together We Ball announces a scholarship winner at each annual event, and this year's scholarship winner was Isaiah Gomez, a first-year student at Tarrant County College North East Campus where he studies Business Administration. He aspires to venture into either sales, operations, or entrepreneurship. Isaiah was awarded a \$1,000 scholarship for his educational pursuits. Congratulations, Isaiah!



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“The Dallas Police Department works our very best to connect with our community, and our work with Project Unity has been amazing. Together We Ball is an awesome way to connect with the community, especially our most precious asset, the future of Dallas— our children, older kids, and young adults. I will be forever thankful to Pastor Butler and the Project Unity team for all they do every day in the partnerships we have.”

Dallas Police Chief Eddie Garcia

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2023 Facts and Figures

- 1,000+ Event Participants, Volunteers, Attendees
- 46 Volunteers
- 242 Volunteer Hours
- Over a Dozen Volunteers from SMU Men's & Women's Basketball Teams
- 40 Middle School Participants in the Skills & Drills Camp
- 14 Varsity Students from 12 Schools Participated in the High School Exhibition Game
- 22 Men and Women Leaders in the Community Played in the Big Game
- 12 Corporate Sponsors & Community Partners



DIVERSITY, EQUITY

THE COLLAB LAB

“We’re excited to have joined Project Unity’s Collab Lab since the beginning. One collaboration provided solid ideas from other companies on how to maximize and grow our Employee Resource Group. We’ve made new connections and partnerships as well as adjusted our ERG program. It’s a valuable part of our DEI efforts, as we push toward a workplace where everyone is involved, everyone is important, and everyone belongs.”

Trent D. Walters, Principal, Brand Management at TRG

The Collab Lab kicked off its third year of making a difference in the workplace in 2023, by bringing Diversity, Equity, & Inclusion tools and industry practices to corporate partners through bi-monthly meetings. The Collab Lab covers topics of DEIB matters that help employers recognize, improve, and honor diversity in the workplace. For 2023 Project Unity was pleased to have Collab Lab Partner, Terri Hatcher, NTT DATA Services Chief Diversity and Inclusion Officer, serve as Champion and Advisor for the second year in a row.

Project Unity has fostered DE&I partnerships through the Collab Lab with organizations like Communities Foundation of Texas, Invesco, Texas Health Resources, TRG, and many more.

2023 Facts & Figures

- 18 Corporate Partners
- 6 Collab Lab meetings annually

LISTEN & LEARN SPEAKER SERIES

For the third year in a row, Project Unity invited communities to learn from from individuals who's life stories serve as inspiration and have made an impression on history in some impactful way. The Summer Listen & Learn Speaker Series provides an online event experience featuring special guests who share thoughtful perspectives on their life journeys and experiences as an offertory measure to inspire each of our own personal journeys of understanding, learn from our history, and embrace all circumstances that make us unique. Special guests in 2023 included Florence Shapiro, a daughter of Holocaust Survivors; Lareatha Clay, the direct descendant of Jim and Winnie Shankle, the first African Americans in their Texas county to purchase land; and Dr. Michael Hinojosa, former superintendent for DISD.

& INCLUSION PROGRAMS

JESUIT SOCIAL JUSTICE PROGRAM

"I highly recommend partnering with Project Unity to make solidarity a reality for our students, families, and neighbors! The entire team of professionals at Project Unity are mission-filled and centered on their goal of unifying Dallas to be a place of safety, inclusion, respect, and access for all."

Richard Perry, Director of Community Service and Social Justice, Jesuit

Project Unity partnered with Jesuit High School in 2023 to bring yet another hands-on learning experience to 16 Jesuit seniors who attend weekly workshops to learn about Project Unity's programming and social justice approach. The seniors are then trained to help Project Unity plan and implement Together We Learn and Together We Dine programs for their classmates.

The opportunity is part of Jesuit's mission of the Office of Service & Justice and the Senior Service experience, which provides Jesuit students the opportunity to serve alongside others to understand more deeply the systems that exist in society and be challenged to orient their lives in service to others. Seniors, in groups of six to twelve, are assigned to a local partner like Project Unity to volunteer each Wednesday morning.

Facts & Figures

- 1,536 Student Volunteer Hours
- 287 Seniors Attended Together We Learn Events
- 90 Students Participated in Together We Dine Events

DALLAS POLICE-COMMUNITY INITIATIVE

Project Unity works with the Dallas Police Department to help improve and build community relations while establishing understanding and trust. Project Unity has assembled a group of 12 pastors and community leaders as part of an advisory committee that advises Dallas Police Chief Eddie Garcia on community issues and police initiatives, and in times of crisis, serves as community counsel and support.

In partnership with DPD, Project Unity also hosted "Community Walks" where community participants get involved to meet with officers in high crime areas to improve safety. When officers get out in the community, they engage with residents in change-making conversations that make neighborhoods safer for all.



DPD Community Advisory Committee

OTHER EVENTS IN 2023

- Community Town Hall on Community Policing
- Affirmative Action Community Conversation on the SCOTUS Ruling

CONNECT & CONTACT

We've moved! In 2023, Project Unity was awarded a generous five-year grant from the Meadows Foundation that is being used to fund our office space in the historic St. James AME Church.

Designed by architect William Sydney Pittman and built from 1919 – 1921 in the Wilson Historic District, St. James AME Church holds Texas Landmark Status and is over 100 years old. Project Unity occupies the 2nd and 3rd floors of the fully renovated, three-story building that stands a short walk from DART's Deep Ellum Station. The building holds 13 offices spread across 9,500 square feet, including a board meeting room, conference center, a kitchenette on each floor, a team huddle space and storage and work rooms.

"The Meadows Foundation's commitment to offering space that frees up organizations to not have to worry about their office is a blessing. We are honored to join the chorus of other non-profits who call the Wilson District home."

Richie Butler, Founder & Chief Visionary Officer, Project Unity

ADDRESS:

624 N. Good Latimer Expy.
Dallas, TX 75204



VOLUNTEERS

Hundreds of volunteers gave thousands of hours to making 2023 one of our most impactful years yet. The commitment and generosity of our volunteers are the lifeblood of Project Unity, and it is because of their service that we can make such a big difference in the community. Volunteers have given nearly 1,700 hours of their time!

We could not have accomplished what we did in 2023 without the hard work and time of our volunteers.

Thank You!



Enjoying these stories? There's even more on our website, **ProjectUnity.net!**

Stay up to date on our community impact initiatives, meet our Project Unity leadership and team, view upcoming events, and more.



AWARENESS

MEDIA COVERAGE

Project Unity's name recognition and visibility for its mission, programs, and engagement is growing.

65 INDIVIDUAL NEWS MEDIA ITEMS PUBLISHED ON 47 MULTI-MEDIA PLATFORMS

- FOX-4, NBC-5, ABC-8, CBS News Texas, CW 33, KERA, and KRLD shared broadcast coverage for Project Unity.
- The Dallas Morning News, D Magazine, CultureMap Dallas, Dallas Express, Dallas Examiner, Advocate Magazines, and more featured articles on Project Unity.
- Increased organic growth through independent organization publications, law firm publications, university publications, official city publications, and music publications also occurred.

50 MILLION POTENTIAL REACH FOR UNIQUE LISTENERS, VIEWERS & 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

THE SOCIAL MEDIA PRESENCE IS ENGAGED AND GROWING!



922 followers
(↗11% from 2022)
10.6K reach
3-4 posts/wk



578 followers
(↗17% from 2022)
1.6K reach
3-4 posts/wk



358 followers
(↗7% from 2022)
7K reach
4-5 posts/wk

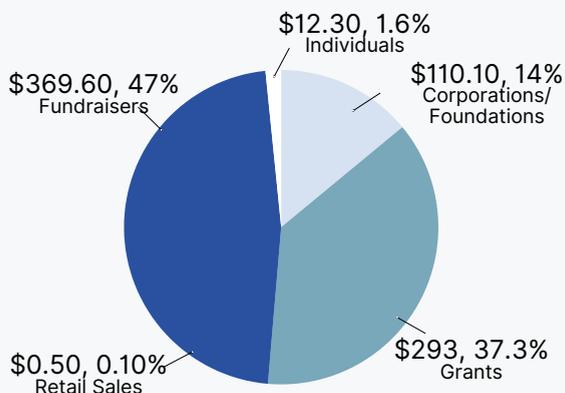


471 followers
(↗83% from 2022)
13K reach
4-5 posts/wk

FINANCIAL PERFORMANCE

(in \$ thousands, unaudited)

SOURCES OF FUNDS



NUMBER OF PARTNERS & SUPPORTERS

Partner / Supporter Type	Count
Individual Donors	59
Corporate & Foundation Contributors	37
Grantors	4
Fundraising Sponsors & Donors	126
TOTAL	226

The count for Individual Donors is a non-unique value.
CPA: Hatch & Associates, Inc.

BALANCE SHEET SUMMARY STATEMENT

	2023	2022
Total Assets	\$ 535.3	\$ 548.2
Current Assets (Cash & Reserves)	\$ 534.1	\$ 546.8
Fixed & Other Assets	\$ 1.2	\$ 1.4
Total Liabilities & Equity	\$ 535.3	\$ 548.2
Liabilities	\$ 31.9	\$ 35.5
Equity	\$ 503.4	\$ 512.7

PROFIT & LOSS SUMMARY STATEMENT

YEAR	TOTAL EXPENSES	TOTAL INCOME	NET INCOME
2023	\$ 795.2	\$ 786.0	\$ (9.2)
2022	\$ 687.5	\$ 810.0	\$ 122.5



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

Project Unity is 10!

A MESSAGE FROM OUR FOUNDER

Project Unity is 10 years old and as we celebrate our 10th anniversary, there are three priorities we want to highlight this year.

- 1 Mute the Noise:** *This is a pivotal election year. A year that will conjure up noise and division from all sides. We want to be a source to help mute the noise and bring about unity and change through our programs.*
- 2 Tell the Story of UNITY:** *We want to tell the story of Unity! Help us tell the story of Unity – the impact, the influence and the role Project Unity has played in your life and the life of our community.*
- 3 Double Our Impact:** *We want to double our impact! Help us double our impact by participating in our transformational programs this year – Together We Dine, Together We Ball, Together We Sing or Together We Learn! Your engagement can only help our communities bridge divides and create a community of understanding.*

So as we celebrate our 10 year anniversary, I want you to join us in the work that we've been doing through our Together We programs. I can't wait to see your face at a Together We Dine, Together We Ball, Together We Sing, or any other Project Unity sponsored event in 2024.



We look forward to celebrating 10 years of impactful work in our community.

Thank you for your support!

Richie Butler

Founder and Chief Visionary Officer