



**PROJECT
UNITY**

**Project Unity
2022**

**Community & Unity
Impact Update**

Welcome!



Media Impact

- 42 news stories aired or published via multi-media platforms including:
 - FOX-4, NBC-5, ABC-8, CW33, KRLD, Spectrum News 1
 - Dallas Morning News, D Magazine, People Newspapers, Dallas Express, Invest Dallas, Dallas Voice, Dallas Innovates
 - Houston Chronicle, MSN, Yahoo!, Urban Arts Magazine, Patron Magazine, Texas Metro News, Plano Star Courier, Irving Weekly
- Reach: 218.2 million unique visitors across all platforms
 - MSN – 177.5 million unique visitors
 - Yahoo! – 26.7 million unique visitors
 - DMN – 5.3 million unique visitors
 - Houston Chronicle – 3.8 million unique visitors
 - WFAA – 2.1 million unique visitors
 - KDFW – 1.5 million unique visitors
 - KXAS – 1.3 million unique visitors
- Social Media...still going and growing
 - Facebook – 824 followers, 182K reach, 4-5 posts/wk
 - Instagram - 486 followers, 21k reach, 4-5 posts/wk
 - Twitter – 335 followers, 96K impressions, 5-6 posts/wk
 - LinkedIn – 196 followers, 7K impressions, 3-4 posts/wk

★ Project Unity considered a SME for media relations ★



Together
We Ball



Together We Ball – Co-Hosts



CYNT MARSHALL
Dallas Mavericks CEO



MICHAEL J. SORRELL
Esq, PQC President



CHIEF EDDIE GARCIA
Dallas Police Department



SHERIFF MARIAN BROWN
Dallas County
Sheriff's Department

Together We Ball – Sponsors & Partners

Sponsors



Partners

PAUL QUINN



Together We Ball – Impact & Update

- Dallas Mavericks Entertainment – Chris Arnold, Mavs ManiAACs, Drumline, D-Town Crew, and Champ Mascot
- Skills and Drills Camp hosted by the Dallas Mavs Academy
 - 55 diverse students in grades 6th – 8th
 - 9 community and school organizations
- High School Exhibition
 - 16 diverse varsity students in grades 11th – 12th from 9 schools in the Dallas metroplex
- The Big Game
 - 21 men and women from law enforcement, clergy, community and business sector played for Unity!
 - Guest Coaches – Dallas Mavs Legend Dj Menga and SMU Men's Basketball Coach Rob Lanier
- Resource Fair and Activities
 - 5 law enforcement agencies provided safety information to attendees
 - Face painting, DPD Superheroes and officer autograph station, Mascots: Sparky (Fire Dept.) and Champ (Mavs)
 - **Community 3-Point Contest** – Winner: Minister Juan Weekly
 - **Paul Quinn Scholarship** - Kennedy Binder – \$1,000 Scholarship Winner!!
 - VIP reception – Attended by more than 40 corporate and community partners
 - Unity Choir performed the National Anthem and Negro National Anthem to a roaring standing ovation!
 - **Old School Free Throw** – Dallas City Manager, TC Broadnax took home the winning title formerly held by Sheriff Marian Brown (2018, 2019)





Together We Sing



Together We Sing – Sponsors & Partners

Title Sponsor

 **Texas Capital Bank**



Gold Sponsors

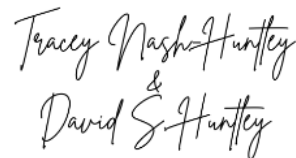


Together We Sing – Sponsors & Partners

Silver Sponsors



Bronze Sponsors



Together We Sing – Sponsors & Partners

Associate Sponsors

first united methodist church
Richardson



*Jim & Judy
Gibbs*



Sarah Losinger

*Mr & Mrs
William D Armstrong*

*Amy & Jason
Kulas*

*Lynn McBee/
Young Women's
Preparatory Network*



*Kline Family
Foundation*

*Sarah & Ross
Perot Jr*



Together We Sing – Impact & Update

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

- Event grossed more than \$300K
- Sold out audience – over 1,800 attendees
- 60 Orchestra members
- 189 Diverse choir members
- 40 volunteers
- Introduced first ever **Together We Awards**:
 - Corporate Unity Award, Organization Unity Award, Individual Unity Award, Pioneer Award
- Introduced Digital Museum Experience:
 - More than 500 attendees scanned QR codes to access the event program and title sponsor products and services
- **Save the Date – June 15, 2023**
- **Artist announcement – February 2023**





PROJECT
UNITY

★ Texas Capital Bank *and*



DALLAS
SYMPHONY
ORCHESTRA

TOGETHER

We
Sing



Together
We Learn



Together We Learn - Grantors



Together We Learn - Partners

- **Collaboration Partners**

- National Black Police Association, Dallas Chapter
- Dallas Police Department
- Southern Methodist University
- Sewell Lexus Dallas

- **Schools, Organizations & Partners**

- Big Brother Big Sister
- Booker T. Washington H.S. (Dallas ISD)
- International Leadership of Texas Charter School
- Jesuit Preparatory School Dallas
- John Horn High School (Mesquite ISD)
- *SMU Athletics Department
- *Madison, Lincoln and South Oak Cliff (Dallas ISD)

Together We Learn – Impact & Update

- Fall 2022 partnership schools yielded:
 - 790 senior students completed the training
 - 94.85% of students improved their understanding of laws related to driving
 - 95.79% 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
 - 17.47% much more positive
 - 45.55% positive
 - 33.07% no change
- Spring 2023 sessions includes 5-8 schools targeting 1,000-1,300 students
- Continuing partnership with Southern Methodist University to develop a Virtual Reality program module
 - Seeking Federal funding to support this initiative



Together We
Learn

Together We Dine



Together We Dine - Partners

- Arapaho UMC
- Capital One
- Catalyst Health Network
- Communities Foundation of Texas
- Dallas Holocaust and Human Rights Museum
- Dallas Police Department
- Deloitte
- Dialogue Institute
- First UMC Denton
- Grace Avenue UMC
- Hamilton Park UMC
- Haynes & Boone
- Holy Covenant UMC
- Invesco Real Estate
- Jackson Walker, LLP
- Jesuit Dallas
- Lennox International
- NTT Data Services
- National Council of Bar Presidents
- North Dallas Chamber
- North Texas Commission
- PricewaterhouseCoopers
- Shakespeare Dallas
- SMU Athletic Department
- SMU Student Affairs
- SMU Law School
- SMU School of Theology
- Texas Capital Bank
- Thanks-Giving Foundation
- Waco Family Medicine and McClennan College
- Urban Land Institute
- United Way Dallas

Together We Dine – Impact & Update

As of Nov. 30

- 66 Dines completed (virtual and in-person)
- 3,048 people participated
- 64 facilitator volunteers on roster locations include Waco, Houston, Atlanta and Boston
- 580 individual facilitator roles utilized
- 1,178 Volunteer hours served
- Notable quotes from attendees
- *“Loved the small group dynamic, hearing personal stories from each participant and understanding we all have more in common than we know if we take the time to listen.”*
- *“I learned that we all make internal assumptions about people when we meet them on the surface level. But most of the time, these can be incorrect assumptions. This opportunity allowed me to hear what others had to say and it really helped me get to know them and learn that there is so much more to them.”*
- *“The most impactful thought that I had from this program experience is that I am not forced to think about my race on a daily basis, but many other people are.”*
- *“That everyone has a story, no matter what their race is.”*
- *“I was reminded of how valuable it is to hear the perspectives and experiences of others, and that there is value in sharing about my own experience. I really appreciate this opportunity.”*



TOGETHER
We Dine



Diversity, Equity & Inclusion Partner Program



About the Collab Lab

- Started as a DEI program offering in March 2022
- Bi-monthly collaboration meetings for our partners
- Offers safe space to come together, share ideas, information and resources
- Collaborate on DEI tools and industry practices
- Discuss ways to utilize Project Unity programs for DEI program and volunteer opportunities
- Features a partner who presents on DEI topics, internal DEI strategies and programs

Collab Lab Participating Partners

- American Airlines
- Catalyst Health Network
- Comerica Bank
- Communities Foundation of Texas
- Cooper Foundation
- Dallas Holocaust and Human Rights Museum
- Jackson Walker, LLP
- Lennox International
- Madison International
- McClennan College
- NTT Data Services
- North Texas Master Naturalists
- PricewaterhouseCoopers
- The Richards Group
- SMU Athletic Department
- Skill Soft
- Waco Family Medicine
- Waco Foundation

Project Unity Partner **COLLAB LAB**



DIVERSITY

EQUITY

INCLUSION

Together We Test & Vaccinate Program Conclusion



Together We Vaccinate – Impact & Update

- TWV: April 2021 - April 2022
- Provided vaccinations to persons living 81 different Zip codes
- Hosted 50 vaccination events
- Vaccinated 2,665 individuals
- Administered 1st and 2nd doses, boosters; children to seniors
- Worked with 8 collaboration partners
 - Catalyst Health Group, Dallas Mavericks, St. Luke Community UMC, The Concilio, BaylorScott & White, National Council of Negro Women, Amazon, Green Hills UMC
- 15 different site locations in Dallas County
- Utilized over 100 individual volunteers

Where do we go from here? We start to Build...

Together We Build

Pillars for
Sustainable
Communities

Housing
Education
Health
Safety
Commerce
Finance
Services

2023 Engagement Challenge





Thank You!



[CONTACT US](#)

Richie Butler, Founder
Richie@projectunity.net

Charlene Edwards, Director of Programs and Events
Charlene@projectunity.net

[WEBSITES](#)

www.projectunity.net