

**PROJECT  
UNITY**

**Project Unity  
2023**

**Community & Unity  
Impact Update**

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Welcome!



# Media Impact

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## 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



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# Together We Ball



# Together We Ball – Co-Hosts

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**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

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## 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

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## Sponsors



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 – 8<sup>th</sup> 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*

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Together  
We Learn



# Together We Learn - Funders

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# Together We Learn - Partners

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- **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

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- **Spring 2023 partnership schools yielded:**

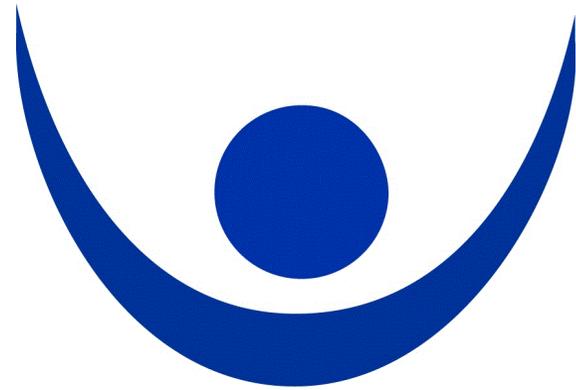
- 1,551 senior students completed the training
- 96% of students improved their understanding of laws related to driving
- 97% of students improved their understanding of how to act and react to law enforcement during a traffic and pedestrian stop
- Post training perception of law enforcement
  - 19% much more positive
  - 52% positive
  - 28% no change

- **Fall 2023 partnership schools yielded:**

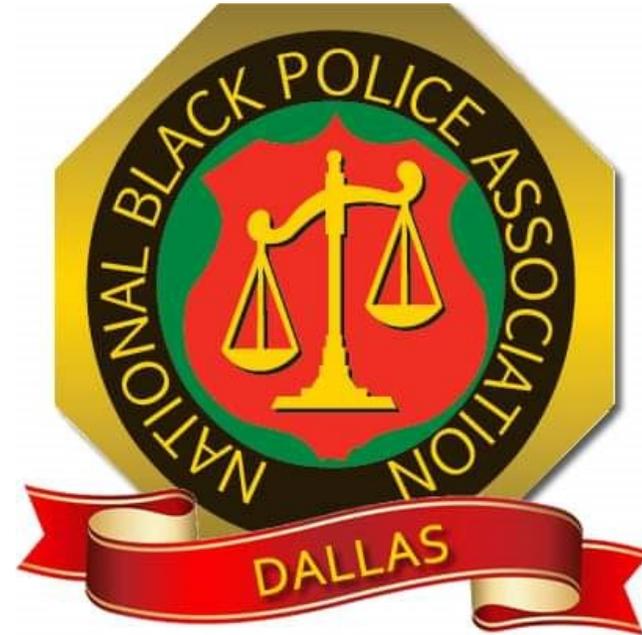
- 671 senior students completed the training
- 97% of students improved their understanding of laws related to driving
- 98% of students improved their understanding of how to act and react to law enforcement during a traffic and pedestrian stop
- Post training perception of law enforcement
  - 25% much more positive
  - 54% positive
  - 19% no change

- Spring 2024 will host over a dozen program sessions targeting over 2K students

# Together We Learn



PROJECT  
UNITY



John  
Edmun

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# Diversity, Equity & Inclusion Partner Program

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# Collab Lab - Partners

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# Collab Lab – Impact & Update

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- 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

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The logo consists of the letters 'TRG' in a white, sans-serif font. Each letter is partially filled with a different color: the 'T' has a purple top bar and a green bottom bar; the 'R' has an orange top bar and a cyan bottom bar; the 'G' has a pink top bar and a yellow bottom bar.

TRG

# Together We Sing



# Together We Sing – Sponsors & Partners

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## Title Sponsor



## Gold Sponsor



*Carol & Don  
Glendenning* 

*Carolyn & David  
Miller*



# Together We Sing – Sponsors & Partners

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## Silver Sponsors



*Berry R. Cox*  
Foundation

**HAYNES BOONE**

*Eugene McDermott*  
Foundation



Preston Hollow Presbyterian Church  
**FOUNDATION**

**TOYOTA**



# Together We Sing – Sponsors & Partners

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## Bronze Sponsors

*Jennifer & Peter  
Attabet*



*Tracy Nash Huntley  
&  
David S. Huntley*

**Jackson Walker**

LATINO | FINE ART

*Nancy Cain Marcus  
&  
Sanford Robertson*

*Mary & Rich  
Templeton Foundation*



**SMU**



# Together We Sing – Sponsors & Partners

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## Associate Sponsors

Mr. & Mrs.  
William D. Armstrong

Nancy & Randy  
Best

Diane & Hal  
Brierley



Kathy & Harlan  
Crow

Edie Diaz &  
Eric Oehl



Amy & Jason  
Kulas

Sarah  
Losinger

first united methodist church  
Richardson



Scovell Family Foundation  
at  The Dallas Foundation

Sarah & Ross  
Perot, Jr. Foundation

W DALLAS  
VICTORY



# Together We Sing – Impact & Update

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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





# TOGETHER We *Sing* JUNE 15



GRAMMY AWARD WINNING  
RECORDING ARTIST  
**ERICA CAMPBELL**



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

HIP HOP TRIBUTE  
FEATURING  
**SPINDERELLA**

PRESENTED BY  **PROJECT  
UNITY**  **DALLAS  
SYMPHONY  
ORCHESTRA**

*Effie  
Dennison*

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Texas  
Capital  
Bank

# Together We Dine

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*Thank you!* PROJECT UNITY



# Together We Dine - Partners

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- 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

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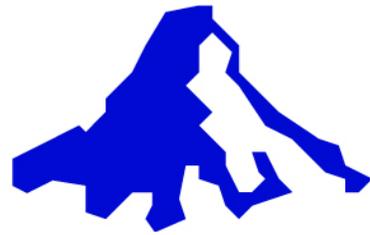
As of Nov. 30

- 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

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**Invesco**

# Social Justice

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



10 *years*  
PROJECT  
UNITY

2024  
Engagement  
Challenge

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# Thank You!



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## [CONTACT US](#)

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## [WEBSITES](#)

[www.projectunity.net](http://www.projectunity.net)