



**Project Unity  
2024  
Community & Unity  
Impact Update**

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Welcome  
Everyone!



# 10 Year Anniversary!

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Project Unity is celebrating our 10th anniversary in 2024! As we celebrate this year, our focus is on three priorities:

- **Mute the noise**
- **Tell the story of Unity**
- **Double our impact**



# 10 Year Anniversary!

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# Media Impact

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## 35 Individual News Media Items Published on 250 Multi-Media Platforms

- FOX-4, NBC-5, ABC-8, CW-33, KRLD 1080, KRNH 105.7, K104
- Dallas Morning News, Dallas Examiner, North Dallas Gazette, Patron Magazine, Dallas Innovates, My Sweet Charity, and more
- An Easter in the Park press release that mentioned Pastor Butler’s role ballooned Project Unity’s keyword reach, and organic social media posts by local media figures and music artists boosted Together We Sing
- Name recognition for Project Unity and its programs continues to grow, and the brand is differentiating itself from other smaller programs around the nation with the same name

**Reach:** Substantial Coverage from Staple North Texas Outlets and a Variety of Independent Publications, with Potential to Reach 185 Million Unique Listeners, Viewers, and Online Visitors

MSN – 12.6M unique visitors	WFAA – 3.77M unique visitors
DMN – 3.57M unique visitors	KDFW – 1.49M unique visitors
KXAS – 1.16M unique visitors	Radio – Over 1M unique listeners in DFW
Associated Press – 48M unique visitors	

# Media Impact

Social Media...growth in progress

As of Nov. 2024

Facebook: 1006 followers, 8.2K reach, 4-6posts/wk (reach over the year)	X: 369 followers, impressions, 4-5 posts/wk (impressions not available)
Instagram: 749 followers, 15.5kviews, 4-6posts/wk (views over 3 months)	LinkedIn: 800 followers, 16.9K impressions, 2-4 posts/wk (impressions over the year)

Sample LinkedIn activity this week...





# Together We Ball



# 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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## Women's Basketball



**TOYELLE WILSON**



## Men's Basketball



**ANDY ENFIELD**

# Together We Ball – Sponsors & Partners

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## Sponsors



## Partners



# 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 4th – 6<sup>th</sup> from Midlothian and South Dallas to Frisco and Little Elm
- **High School Exhibition**
  - 17 diverse varsity boys and girls in grades 11th – 12th from 12 public, private, and charter schools in the Dallas metroplex
- **The Big Game**
  - 29 men and women from law enforcement from 6 different agencies, clergy, community and business sector played for Unity!
- **Resource Fair and Activities**
  - **17 information tables:**
    - 7 different law enforcement agencies provided safety information and employment information
    - 3 non-profit partners showcased their agencies
  - **Activities** – Face painting, balloon artist, coloring station, Superheroes
  - **Mascots** – Peruna (SMU), Sparky (Fire Dept.)
  - Unity Choir performed the National Anthem and the Negro National Anthem
  - **VIP reception** – Attended by more than 50 corporate and community partners
  - **Community Scholarship** – \$2,000 co-sponsored by J. Alexander Law firm awarded to 2 students
  - **Old School Free Throw** – Co-Winners: DISD Chief of Police, Albert Martinez and Sheriff Marian Brown
  - **Dallas Mavericks Entertainment** – Chris Arnold, Mavs ManiAACs, Drumline, and D-Town Crew





# Crystal Parker

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Together  
We Learn



# Together We Learn – Funder & Partner

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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

- **Spring 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
  - Football, Girls Basketball and Girls Soccer teams

# Together We Learn – Impact & Update

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- **Spring 2024 partnership schools yielded:**

- 855 students completed the training
- 98% 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
  - 23% much more positive
  - 53% positive
  - 24% no change

- **Spring 2024 Collegiate partnership with SMU**

- Football team
- Girl's Soccer and Basketball teams



# Together We Learn



Tim  
Owens

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SEWELL  
LEXUS

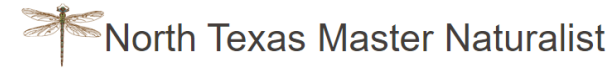
# Diversity, Equity & Inclusion Partner Program

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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

## 2024 TOPICS

- February – Guest Presenter: CBRE
  - Topic - "DEI & AI: Can the Two Work Together?"
- April – Guest Presenter: CEO Action for Racial Equity (CEOARE)
  - Topic – “Supplier Diversity Program to Business Diversity Strategy”
- October – Partner Presenter: NTT DATA Services
  - Topic - “AI: Navigating Opportunities”
- December – Guest Presenter:
  - Topic – “Maintaining DEI Momentum and Focus”

Reo  
Pruett

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COMMUNITIES  
FOUNDATION *of* TEXAS



# Together We Dine

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THANK YOU  
PROJECT UNITY  
FOR JOINING  
US!



# Together We Dine – Impact & Update

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Data includes December actuals and estimations through December 26

- 93 Dines completed (virtual and in-person)
- 3,195 people participated in a Dine
- 55 facilitator volunteers on roster locations include Waco, Houston, Atlanta, Boston, Skokie and Omaha
- 811 individual facilitator roles utilized and 1,653 volunteer hours served
- Traveled to: Oakland, Austin (2x), San Antonio (2x), Houston (2x), D.C., Midland and Waco
- Survey Says: 50% of all attendees participated in our TWD survey
  - The conversation format provided a confidential environment for me to listen to others and share my experiences.
    - 78% Strongly Agree | 20% Agree
  - I gained a new/different perspective on matters such as race, perceptions, equality, biases, social injustice and cultural differences by listening to the experiences of others.
    - 56% Strongly Agree | 33% Agree
  - After participating in this conversation format, I feel that I can better respect and appreciate the experiences of others as I reflect on my personal journey.
    - 58% Strongly Agree | 35% Agree
  - I would be willing to participate in another Together We Dine event either hosted by my organization or a monthly Project Unity Community Together We Dine event.
    - 70% Strongly Agree | 21% Agree

# Together We Dine - Partners

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- Bell Nunally
- Brookshires
- California Parks & Recreation Society
- Capital One
- Catalyst Health Network
- Cedar Hill Collegiate H.S.
- Church of the Transfiguration (The Fig)
- City of Coppell
- Common Ground USA
- Communities Foundation of Texas
- Dallas Bar Association
- Dallas CASA
- Dallas County Sheriff's Department
- Dallas Holocaust and Human Rights Museum
- Dallas Police Department
- Dialogue Institute
- First UMC Denton
- First UMC Duncanville
- George Washington University
- Greenland Hills UMC
- Highgate Hospitality
- Highland Springs Senior Living Community
- Independent Financial
- Invesco Real Estate
- Jesuit Dallas
- Junior League of Dallas
- KALL Community
- Latino Arts Project
- Leadership Dallas
- Lennox International
- Marsh McClennan Agency
- North Texas Conference Youth
- NTT DATA
- Preston Hollow Presbyterian
- PricewaterhouseCoopers
- Royse City Community Collaborators
- The Senior Source
- SMU Athletic Department, Student Life, Law School, Meadows School, Engage Dallas Initiative
- State Reps Rhetta Bowers and Morgan Meyer
- Texas Capital Bank
- Texas Health Resources
- Texas Instruments
- Thompson Reuters
- Thrivent
- Toyota
- Waco Foundation and Cooper Foundation



**TOGETHER**  
*We Dine*

Susan  
Craig

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# Together We Sing

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# Together We Sing – Sponsors & Partners

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## Title Sponsors



## Gold Sponsors



*Carolyn & David  
Miller*

*Carol & Don  
Glendenning*



*Tracey Nash Huntley &  
David S. Huntley*



# Together We Sing – Sponsors & Partners

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## Silver Sponsors



## Bronze Sponsors



# Together We Sing – Sponsors & Partners

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## Associate Sponsors



Mr. & Mrs.  
William D. Armstrong

Jorge  
Balder

Nancy & Randy  
Best

Annika & Dennis  
Cail

Yvette & Pascal  
Desrauches

Kay & Duncan  
Fulton

Brenda & Graham  
Gardner

Marena & Roger  
Gault

Dianne & Mark  
LaRoe

Sarah  
Losinger

Dr. Stephon Payseur  
& Joan Payseur

Quincy  
Roberts

Sarah & Ross  
Perot Jr. Foundation

Shari & John  
Stankey

# Together We Sing – Impact & Update

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

Event grossed over \$500K	Nearly 1,800 attendees
70+ Orchestra members	200 choir members from interfaith community
25 volunteers	Over 50 sponsors and donors

- **Together We Awards:** Corporate Unity Award, Organization Unity Award, Individual Unity Award

Corporate Unity Award	Organization Unity Award	Individual Unity Award	Trailblazer Award
<ul style="list-style-type: none"><li>• Texas Instruments (Activist)</li><li>• Texas Capital Bank (Advocate)</li><li>• Sewell Lexus Dallas (Legacy)</li></ul>	<ul style="list-style-type: none"><li>• Dialogue Institute (Activist)</li><li>• Dallas Police Department (Advocate)</li><li>• United Way (Legacy)</li></ul>	<ul style="list-style-type: none"><li>• Dupree Scovell, Woodbine Corporation (Activist)</li><li>• Kim Noltemy (Advocate)</li><li>• State Representatives Rhett Bowers and Morgan Meyers (Legacy)</li></ul>	<ul style="list-style-type: none"><li>• Rev. Dr. Raphael Warnock</li></ul>



- **Save the Date – June 18, 2025** | Artist announcement – February 2025



MULTIPLE GRAMMY-NOMINATED  
RECORDING ARTIST

**MARVIN L. SAPP**



AMERICAN IDOL  
CONTESTANT  
**ODELL BUNTON JR.**

**SUNDAY  
JUNE 23**

**MORTON H. MEYERSON SYMPHONY CENTER**  
**DOORS OPEN 5:30 PM - RECEPTION 6PM - CONCERT 7PM**  
**2301 FLORA ST. DALLAS, TX 75201**

**FOR TICKETS VISIT • [www.dallassymphony.org](http://www.dallassymphony.org) | [www.projectunity.net](http://www.projectunity.net)**



PRESENT

**TOGETHER**  
**We**  
*Sing*

An Ultimate Sunday Service with  
Marvin L. Sapp, the Dallas Symphony Orchestra,  
200 Voice Unity Choir, American Idol Contestant  
Odell Bunton Jr, famed conductors, special tribute to  
Mandisa, Dallas Black Dance Theatre: *Encore!* and more!



**TRAILBLAZER  
AWARD**  
**REV. DR.**  
**RAPHAEL WARNOCK**



**MYSHEL  
WILKINS**



**KIRISMA  
EVANS**



**VONNIE  
LOPEZ**



**GLENN  
CALDWELL**



**LEON  
LACEY**



**CANTOR  
VICKY  
GILKIN**

Dupree  
Scovell

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# Social Justice – Jesuit Preparatory School

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# Social Justice – Jesuit Preperatory School

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Omar  
Lara

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10 *years*  
PROJECT  
UNITY

2025  
Engagement  
Challenge

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# Thank You!



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## [CONTACT US](#)

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## [WEBSITE](#)

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