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# ANNUAL REPORT

# A letter from our LEADERSHIP



## CELEBRATING 10 YEARS OF IMPACT: A DECADE OF UNITY & TRANSFORMATION

As we step boldly into 2025, we pause to reflect on an extraordinary journey—ten years of Project Unity driving change, fostering understanding, and building bridges in our community. This past year wasn't just another chapter; it was a milestone, a testament to what's possible when people come together with purpose.

In 2014, we planted the seed of unity. Today, we stand in awe of how it has flourished. When we set our impact goal last year, we were on the verge of reaching 9,900 lives touched. Now, we celebrate an incredible achievement: over 10,000 lives transformed through our programs, conversations, and collective action. This milestone is not just a number; it reflects real people, real stories, and real change, all made possible by our dedicated team, visionary board, generous partners, and unwavering supporters.

Our signature Project Unity programs, such as Together We Dine™ and Together We Learn™, have sparked dialogue and ignited lasting transformation. Thousands have participated, engaged, and grown.

If you haven't yet, visit our YouTube channel to hear directly from those whose lives have been impacted. Listen to their stories of connection, understanding, and breakthrough moments that inspire us to keep pushing forward.

As we entered 2024, we committed to three key priorities that guided our efforts:

- **Muting the Noise**
- **Telling the Story of Unity**
- **Doubling Our Impact**

With these guiding principles, we have made tremendous strides. The momentum is real. New partners, volunteers, donors, and organizations are joining us. Together, we are not just making an impact—we are redefining what's possible.

None of this would be possible without the passion and commitment of our exceptional team. Operating with a lean but mighty staff, their dedication has driven every success, every breakthrough, and every step forward. We owe them our deepest gratitude. Likewise, our Board of Directors provides invaluable support, ensuring we remain mission-driven, resilient, and innovative.

Yet, as we celebrate, we recognize this is only the beginning. The work of unity is never finished. We are energized, determined, and ready to expand our reach, strengthen our initiatives, and amplify our impact. The next decade holds even greater promise, and we invite you to be part of this next bold chapter.

Thank you for believing in this movement and for standing with us. Together, we have accomplished so much—and together, we will do even more.

As you read this annual report, celebrate what we've built and consider how you can join us in 2025. Project Unity is turning 11, and there's no better time to be part of this life-changing, culture-shifting journey.

With gratitude and determination,

A handwritten signature in blue ink, appearing to read 'Richie L. Butler'.

**RICHIE L. BUTLER**  
Founder and Chief Visionary Officer

## 2024 BOARD OF DIRECTORS



**RHETTA BOWERS**

*Board Chair*

State Rep, District 113  
Texas House of Representatives



**RICHIE BUTLER**

Founder & Chief Visionary  
Officer, Project Unity



**EMIEL HILL**

Director, Client Onboarding  
Treasury Services Division  
Bank of Texas Financial



**JEFF MEADE**

*Board Secretary*  
Founder, MEADE



**ALMAS MUSCATWALLA**

Chair, Interfaith Council  
Executive Director,  
Faith Forward Dallas



**ERIC OCHEL**

*Board Treasurer*  
Commercial Real Estate  
Sales Consultant, C82 Commercial  
Masterplan Land Use Experts



**MATTHEW RUFFNER**

Senior Pastor, Preston Hollow  
Presbyterian Church

## 2024 ADVISORY BOARD

**JAE ELLIS**

StoneTurn  
Past Board Chair, Project Unity

**NEISHA STRAMBLER-BUTLER**

McKesson  
Past Board Member, Project Unity

## 2024 STAFF

**PRITI AZIZ**

Program Assistant

**DORIS EDMON**

Executive Administrator

**CHARLENE EDWARDS**

Director of Programs & Events

**BILL MORSE**

Director of Operations & Finance

**ARI RAPHAEL**

Digital Marketing Coordinator

**CIERRA STANTON**

Research & Support Analyst

## PROGRAM HIGHLIGHTS

# TOGETHER WE DINE™

2024 was a year of accelerating growth for Project Unity's Together We Dine (TWD) program. These events bring people together to have good food and safe conversation. Attending a Dine event encourages people to speak on 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 2024, ending the year with 93 Dine events and a growing presence nationwide. To expand outside of Texas, TWD is training volunteer facilitators who live in places as far away as Oakland and Washington, D.C. The Dine events also see more and more new corporate partners and participants who want to create inclusive work environments and broaden employee perspectives. These include banks, churches, university organizations, and major companies like Texas Instruments and Texas Health Resources.

Survey responses have been extremely encouraging and reflect the deep impressions a Dine event can leave on participants.

[View survey results: projectunity.net/2024-annual-report](https://projectunity.net/2024-annual-report)

*"I really enjoy the people I meet through Together We Dine. The conversations are always very uplifting, open and transparent. You really get a chance to hear a variety of perspectives and have the opportunity to share what gives you hope. You always leave on a positive note where it does make you want to come back because you feel so good after you leave."*

**Joy D.**  
**TWD Participant**



## 2024 Facts and Figures

- 93 Dines completed (virtual and in-person)
- 3,195 people participated in a Dine
- 811 individual facilitator roles filled
- 1,653 volunteer hours served
- 55 facilitator volunteers on roster locations
- Traveled to Oakland, Austin, San Antonio, Houston, Washington, D.C., Midland, and Waco



## PROGRAM HIGHLIGHTS

# TOGETHER WE LEARN™

In 2024, new schools, students, and dedicated partners turned Together We Learn™ training events into a North Texas phenomenon. 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 traffic and pedestrian stop situations. This type of educational instruction is required for all driving-age students by Senate Bill 30: Community Safety Education Act, inspired by the Together We Learn program in 2016.

855 students completed the Together We Learn training course last spring, and more schools than ever are partnering with Project Unity to bring this valuable training to their seniors. For 2024, Project Unity brought on two new school district partners: Garland ISD and Grand Prairie ISD. Selected schools from these districts hosted Together We Learn sessions for their senior classes.

Funding was made possible through partnerships with Texas Instruments and others. 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.

Spring 2024 school partners included area high schools, both public and private, and SMU football, girls' soccer, and girls' basketball teams. Survey results show that 98% of students improved their understanding of driving laws and how to act and react to law enforcement during a traffic or pedestrian stop. Also, post-training students noted a 23% much more positive and 53% positive perception of law enforcement.

*"It is important that Project Unity does events like Together We Learn so that we can get rid of any fear and mystery that may be around an experience like a traffic stop because it's difficult to be able to respond in love, patience and kindness when we are not prepared. Project Unity is keeping people safe by preparing communities on how to respond safely in traffic stops."*

**James L.**  
**Jesuit Dallas Staff Member**



## 2024 Facts and Figures

- 855 Students Completed Training in Spring
- 98% of Students improved their understanding of laws related to driving and how to act and react to law enforcement during a traffic stop
- 13 School Campuses Participated in Spring



## PROGRAM HIGHLIGHTS

# TOGETHER WE SING™

In 2024, Together We Sing was bigger and better than ever. Hosted at the Meyerson Symphony Center, Project Unity's signature fundraising event draws extraordinary musical talent from all over the country for a night of inspiration, unity, and incredible musical performances.

A jam-packed audience and incredible onstage talent resulted in more generous contributions than ever before. This year's Together We Sing event raised over \$500,000, for the first time ever, which will go toward Project Unity programming, which is profoundly impacting communities across North Texas and beyond.

The 2024 Together We Sing celebration featured incredible performances from Grammy-Nominated recording artist Marvin L. Sapp, American Idol Contestant Odell Bunton Jr., Dallas Black Dance Theater, Vonnie Lopez, Kirisma Evans, the Powerful 200 Voice Unity Choir, famed conductors Leon Lacey and Glen Caldwell, and a special musical tribute to the late Christian and Gospel Recording Artist Mandisa.

In recognition of those who work tirelessly to create new paths to confront and dismantle racism, Project Unity's 2024 Together We Awards were presented:

- The **Trailblazer Award** honored Rev. Dr. Raphael Warnock, U.S. Senator for Georgia





- The **Corporate Unity Award** was presented to:
  - Texas Instruments (Activist Award)
  - Texas Capitol Bank (Advocate Award)
  - Sewell Lexus Dallas (Legacy Award)
- The **Organization Unity Award** was presented to:
  - Dialogue Institute (Activist Award)
  - Dallas Police Department (Advocate Award)
  - United Way (Legacy Award)
- The **Individual Unity Award** was presented to:
  - Dupree Scovell, Woodbine Corporation (Activist Award)
  - Kim Noltemy (Advocate Award)
  - State Representatives Rhetta Bowers and Morgan Meyer (Legacy Award)

The night was made possible by sponsors, generous donors, and volunteers who helped Project Unity reach a record fundraising total and deliver one of the best Together We Sing events 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 18, 2025!*

## 2024 Facts and Figures

- Record gross fundraising of over \$500,000
- Nearly 1,800 Attendees
- 25 Volunteers
- Over 50 sponsors and donors
- Over 100 Student Artists Participated in the Master Class Camp

*"A night like Together We Sing is great because you have to stop and say that yes, there are hard things going on, but there are also great friendships and relationships that make you realize we need to keep pushing forward. That is why I am such a fan of Together We Sing."*

**Dupree S.**  
**Woodbine Development Corporation**





## PROGRAM HIGHLIGHTS

# TOGETHER WE BALL™

Together We Ball, one of Project Unity's most exciting and anticipated events, returned for its eighth year in 2024 to bring 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 was emceed by Texas Radio Hall of Famer Chris Arnold and featured special entertainment from the Dallas Mavericks dancers and Mavs ManiAACs. The event was co-hosted by Dallas Mavericks CEO Cynt Marshall, SMU Director of Athletics Rick Hart, Chief Eddie Garcia of the Dallas Police Department, and Dallas County Sheriff Marian Brown.



This year's Ball event was held at SMU's Moody Coliseum thanks to an epic partnership between Project Unity and SMU's Athletic Department. The community came together - basketball players, families, police officers, clergy, and more - for headliner matchups, Mavs ticket giveaways, and college scholarship awards. The high school game was coached by DPD officers. It featured student-athletes representing Forney, Highland Park, Hillcrest, Jesuit, John Horn, Lake Highlands, Lancaster, Kimball, Mesquite, Naaman Forest, North Dallas, North Forney, and North Mesquite. The Big Game, a friendly showdown of pastors and police, was coached by SMU Men's and Women's head coaches.

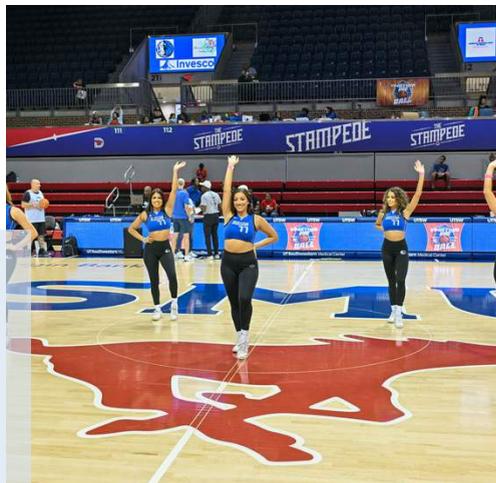
Project Unity partnered with the J. Alexander Law Firm for the annual scholarship giveaway. Two \$1,000 scholarships for college students were awarded to Zaniya Burrows, Paul Quinn College, and Ty Taylor, University of North Texas. Congratulations, Ty and Zaniya!



**Save the date and lace up with us on August 31, 2025 for the next Together We Ball event!**

*"I think everyone should be involved with Project Unity and Together We Ball. Let's celebrate our giants and the things that matter most. Most importantly, let's show that pastors who have faith can also support those who are protecting and serving us. Together We Ball is a beautiful thing!"*

**Maurice W., Dean of Men  
Paul Quinn College**



## 2024 Facts and Figures

- 1,000+ Event Attendees
- 40 Diverse Students in Grades 4-6
- 17 Diverse Varsity Boys and Girls in grades 11-12
- 29 Men and Women in The Big Game Representing Six Law Enforcement Agencies, Clergy, the Community, and Businesses
- 17 Information Tables
- More than 50 Corporate and Community Partners at the VIP Reception
- \$2,000 in Scholarships Given Away



# DIVERSITY, EQUITY

## THE COLLAB LAB

The Collab Lab kicked off its third year of making a difference in the workplace in 2024 by bringing Diversity, Equity, & Inclusion tools and industry practices to corporate partners through bi-monthly meetings. The Collab Lab covers topics that help employers recognize, improve, and honor diversity in the workplace. For 2024 Terri Hatcher, chief diversity officer for NTT Data, was the Collab Lab Partner Advisor and Champion.

Project Unity has fostered DE&I partnerships through the Collab Lab with organizations like Toyota, Invesco, Texas Health Resources, TRG, and more. 2024 Collab Lab topics touched on AI and business diversity strategies, giving partner organizations special insight into the coming DE&I landscape related to new technologies and opportunities.

### 2024 Facts & Figures

- Up to 12 Partners at Each Meeting
- 4 Collab Lab Meetings

*"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 W., Principal, Brand Management at TRG**

*"This is our 5<sup>th</sup> year of being an active partner with Project Unity. The impact for us is in the connections that the students make with their peers and their community, and the way that they feel invited into those important conversations. I could not imagine our program at Jesuit without our partnership with Project Unity."*

**Rich P., Director of Community Service and Social Justice, Jesuit Dallas**

## JESUIT SOCIAL JUSTICE PROGRAM

Project Unity's partnership with Jesuit High School continues to thrive. In 2024 the Jesuit Social Justice Program brought seniors onboard for another hands-on learning experience that trains the students 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 allows Jesuit students to serve alongside others to understand more deeply the systems in society and be challenged to orient their lives in service to others. In groups of six to twelve, seniors are assigned to a local partner like Project Unity to volunteer each Wednesday morning.

# & INCLUSION PROGRAMS

## LISTEN & LEARN SPEAKER SERIES

For the fourth year in a row, Project Unity invited communities to learn from individuals whose life stories serve as an inspiration and have made an impression on history in some impactful way. The Summer Listen & Learn Speaker Series provided an online event experience featuring special guests who shared thoughtful perspectives on their life journeys and experiences as an offertory measure to inspire each of our own personal journeys of understanding, learning from our history, and embracing all circumstances that make us unique.

Special guests in 2024 included Jim Schutz - a retired Dallas newspaper and magazine writer, Lisa M. Ong - President and Founder of Wishing Out Loud LLC, and Curtis King - visionary leader and founder of the Black Academy of Arts and Letters.

## 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.



# VOLUNTEERS

Hundreds of volunteers gave thousands of hours to make 2024 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.

We could not have accomplished what we did in 2024 without our volunteers' hard work and time.

*Thank You!*



Enjoying these stories? There's even more on our website, [ProjectUnity.net!](https://ProjectUnity.net)

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



# 2025 ENGAGEMENT CHALLENGE: Expanding Impact for the Future

Project Unity marks 10 years of fostering dialogue, strengthening communities, and driving real change, so we're setting our sights even higher. The 2025 Engagement Challenge is our bold commitment to deepen connections, broaden our reach, and take on the toughest challenges ahead.

## HOW WE'RE EXPANDING OUR IMPACT

### ◆ **Technology: Building Bridges Through Innovation**

New digital tools will enhance collaboration, foster culture, and create innovative ways for corporations and communities to engage with our mission.

### ◆ **Partnerships: Strengthening Our Network**

We're forging new alliances and deepening existing relationships to maximize our collective impact. Whether you're a corporation, nonprofit, or individual, this movement has a place for you.

### ◆ **Programming: Scaling Our Reach**

Our signature initiatives—Together We Dine, Together We Learn, Together We Ball, and the Collab Lab—will reach more cities, organizations, and lives than ever before.

## A CALL TO ACTION: Be Part of the Movement

We can't do this alone. Join us in making 2025 a year of action and impact through:

- ✓ Financial contributions
- ✓ Volunteering your time
- ✓ Engaging in our programs
- ✓ Spreading the word



GET INVOLVED AT [WWW.PROJECTUNITY.NET](http://WWW.PROJECTUNITY.NET)

As Founder Richie Butler says:  
*"At Project Unity, we give this mission everything we've got.  
And we invite you to do the same."*

Let's make 2025 a year of unity. Join the challenge today!

## AWARENESS

# SPOTLIGHT IN THE NEWS

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

## 35 INDIVIDUAL NEWS MEDIA ITEMS PUBLISHED ON 250 MULTI-MEDIA PLATFORMS

- FOX-4, NBC-5, ABC-8, CW-33, KRLD 1080, KRNB 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 & A VARIETY OF INDEPENDENT PUBLICATIONS, WITH POTENTIAL TO REACH 185 MILLION UNIQUE LISTENERS, VIEWERS, & 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 (AP) - 48M unique visitors

## SOCIAL MEDIA

OUR SOCIAL MEDIA PRESENCE CONTINUES TO GROW, SPREADING THE PROJECT UNITY MISSION FAR AND WIDE.



1,006 followers  
(↗9% from 2023)  
8.2K reach  
4-6 posts/wk



369 followers  
(↗3% from 2023)  
4-5 posts/wk



749 followers  
(↗30% from 2023)  
15.5K views  
4-6 posts/wk

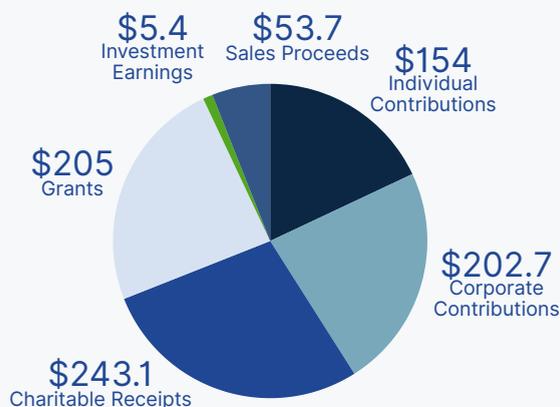


800 followers  
(↗70% from 2023)  
16.9K impressions  
2-4 posts/wk

# FINANCIAL HIGHLIGHTS

(in \$ thousands, unaudited)

## SOURCES OF FUNDS



## NUMBER OF PARTNERS & SUPPORTERS

Partner / Supporter Type	Amount	Count
Individual Contributions	\$ 154	101
Corporate Contributions	\$ 202.7	42
Charitable Receipts	\$ 243.1	41
Grants	\$ 205	6
Investment Earnings	\$ 5.4	NA
Sales Proceeds	\$ 53.7	NA
<b>TOTAL</b>	<b>\$ 863.9</b>	<b>190</b>

## BALANCE SHEET SUMMARY

	2024	2023
Current Assets	\$ 559.2	\$ 534.2
Fixed Assets	\$ 0.7	\$ 0.0
Other Assets	\$ 1.3	\$ 1.2
<b>Total Assets</b>	<b>\$ 561.2</b>	<b>\$ 535.4</b>
Current Liabilities	\$ 10.8	\$ 8.7
Other Current Liabilities	\$ 22.0	\$ 23.2
Liabilities	\$ 32.8	\$ 31.9
<b>Total Liabilities</b>	<b>\$ 32.8</b>	<b>\$ 31.9</b>
<b>Total Equity</b>	<b>\$ 528.4</b>	<b>\$ 503.5</b>
<b>Total Liabilities &amp; Equity</b>	<b>\$ 561.2</b>	<b>\$ 534.4</b>

## INCOME STATEMENT SUMMARY

YEAR	TOTAL INCOME	TOTAL EXPENSES	NET INCOME
<b>2024</b>	\$ 863.9	\$ 841.5	\$ 22.4
<b>2023</b>	\$ 786.0	\$ 795.2	\$ (9.2)



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

CELEBRATING 10 YEARS OF

*Project Unity*

In 2024 Project Unity celebrated its 10th anniversary of changing minds and changing lives.

Watch this special series of testimonials from Project Unity leaders and champions sharing their perspectives on what the organization means to them and the community.



*Read the extended  
2024 Annual Report online*

WWW.PROJECTUNITY.NET