



PROJECT
UNITY

Project Unity
2025
Community & Unity
Impact Update

Welcome!



Project Unity Staff





Richie Butler



Rep. Rhetta Bowers



Almas Muscatwalla



Jeff Mead



Eric Ochel



Matt Ruffner



Emiel Hill



Wanda West



Patricia Burress



Chris Arnol

Project Unity

Board of Directors

Media Impact

12 Individual News Items Published on 15 Multi-Media Platforms

- WFAA Good Morning Texas, CBS Texas, Dallas Morning News
- Dallas Examiner, D Magazine, Dallas Weekly, United Methodist News, Park Cities People, Community Impact, and more
- Together We Sing story on the Clark Sisters was re-published in multiple outlets, and the cumulative power of Project Unity's events, mission, and founder continue to drive media interest

Name recognition for Project Unity and its programs continues to grow, and the brand is differentiating itself from other programs around the state and nation with the same name

Three major regional outlets serving North Texas and beyond covered Project Unity in 2025, balanced by local, independent media with potential to reach millions of national unique visitors and the entire DFW market

Dallas Morning News – 2.8M unique visitors

WFAA – 2.2M unique visitors

CBS Texas – 1.77M unique visitors

Social Media Snapshot

Facebook:
56K Views, 4K Page Visits

YouTube
26K Views

Instagram:
143K Views, 46K Reach

LinkedIn:
36K impressions





Together We Ball

Together We Ball – Game Coaches



Coach "Nick" Smith – Kimball High School



Andy Enfield – SMU Men's Basketball Coach



Candice Isaac – Mavs Academy Coordinator

Together We Ball – Sponsors & Partners

Thank You Event Sponsors

Backing the Game, Building the Community

Silver Sponsor



The Dream Team



Friends of the Court



Thank You Event Partners

Stronger Together, On and Off the Court



Together We Ball – Scholarship Winners

Dream Team Sponsors:
Michael Kedron Fund and Crain Brogden, LLP

4 - \$1K Scholarships
3 SMU Students & 1
Texas Woman's
University Student



Together We Ball – Impact & Update

- Attendance – Over 1K attendees throughout the full day of events – youth camp, high school exhibition game, big game
- Skills and Drills Camp
 - Hosted by SMU Men's and Women's Basketball teams
 - 50 diverse students in grades 4th – 6th from Red Oak, Forney, Dallas, Richardson, Garland to Frisco
- High School Exhibition
 - 19 varsity students in grades 11th – 12th from 10 public, private, and charter schools from the Dallas metroplex
- The Big Game
 - 26 men and women from law enforcement, clergy, community and business sector played for Unity!
 - Game Coaches –High School State Champion Coach Nick Smith, Dallas Mavs Academy Coordinate and Dallas Wings NBA Jr. Coach of the Year, Candice Issacs, and SMU Men's Basketball Coach, Andy Enfield
- Resource Fair and Activities
 - Face painting, balloon artist, coloring station, Mascots
 - Unity Choir performance
 - 20 students participated in the SMU college campus tour
 - \$4,000 in scholarships awarded
 - Old School Free Throw Winner – DISD Chief of Police, Albert Martinez

Brenda Scott

SMU[®]





**TOGETHER
WE LEARN™**



Together We Learn

Together We Learn – Funder



Together We Learn - Partners

- **Partners**
 - Dallas Police Department
 - Sewell Lexus Dallas
 - **Fall 2025-Spring 2026 Schools Partners**
 - Cedar Hill Collegiate High School
 - Crosswinds Accelerated High School
 - David W. Carter High School
 - International Leadership of Texas Charter School
 - Arlington/Grand Prairie, Keller Saginaw, Lancaster-Desoto, and Garland campuses
 - Jesuit Preparatory School Dallas
 - Johnson Alternative Education Program
 - Naaman Forest High School
 - **Additional schools onboarding for spring
- 

Together We Learn – Impact & Update

- Fall 2024 hiatus to revamp program areas
- Spring 2025 pilot of new instructor model and curriculum update
- Spring 2025 partnership schools yielded:
 - 687 senior students completed the training out of 1,033 students
 - 95% of students improved their understanding of laws related to driving
 - 96% of students improved their understanding on how to be a safe driver
 - 97% of students improved their understanding on how to act and react when they encounter police officers while driving, as a passenger and/or as a pedestrian.
 - Post training perception of law enforcement
 - 24% much more positive
 - 37% positive
 - 37% no change

Jeremiah Oliphant





Together We Dine



Together We Dine - Partners

- Bell Nunally
- Capital One
- Catalyst Health Network
- Carrington Coleman, LLP
- Cedar Hill Collegiate H.S.
- Church of the Transfiguration
- City of Coppell
- Common Ground, USA
- Communities Foundation of Texas
- Dallas Bar Association
- Dallas Holocaust and Human Rights Museum
- Dallas Police Department
- Dialogue Institute
- Frisco Interfaith Alliance
- First UMC Denton
- Good Shephard Episcopal School
- George Washington University
- Highgate Hospitality
- Highland Springs Senior Living Community
- Hockaday School
- Irving Archives Museum
- Jackson Walker
- Jesuit Dallas
- Junior League of Dallas
- Latino Arts Project
- Lennox International
- LGBTQ Chamber of Commerce
- Marsh McClenan Agency
- North Park Presbyterian Church
- North Texas Disability Chamber
- NTT DATA
- Preston Hollow Presbyterian
- Safe Encounters
- The Senior Source
- SMU Athletic Department, Student Affairs, Meadows School, Engage Dallas, Engineering, Office of Cultural Intelligence, Fraternity & Sorority
- State Rep. Rhetta Bowers, HD 113
- Texas Capital Bank
- Texas Health Resources
- Texas State Legislators
- Texas Instruments
- Thrivent
- Toyota
- Urban League Young Professionals
- Waco Foundation

Together We Dine – Impact & Update

As of December 31

- 85 Dines completed
- 3,210 people participated in a Dine
- 55 facilitator volunteers on roster locations include Waco, Houston, Atlanta, Boston, Omaha and Skokie
- 591 individual facilitator roles utilized
- Over 1,478 volunteer hours served
- Over 20 Together We Dine events already scheduled for 2026
- Notable quotes from attendees
- *“I loved that three people at my table were from different countries of origin.”*
- *“Listening to the personal experience of someone involved in politics was extremely eye opening.”*
- *“I listened to so many great vantage points- from civic engagement, education, clergy. I am so grateful for the table and the thought-provoking questions has challenged me to be more involved in the certification process of my business. “*

Together We Dine – Topics

More diverse topics... at a glance:

- Political civility
- Neurodiversity
- Disability
- LGBTQ
- Change Management
- Community Building
- Interfaith
- Giving and Volunteering
- Underrepresentation in STEM Education
- Generations in the Workforce
- Youth focused matters
- Ageism
- Immigration
- Civil Rights and Social Justice
- Education
- Inequities in Healthcare
- Police and Community
- Women's History
- Hispanic Heritage
- Black History
- Voter Civility
- Homeless
- Culture and Traditions
- and other topics...

Joe McMahan



TOGETHER
We
Sing

Together We Sing



Together We Sing – Sponsors & Partners

Presenting Platinum



Gold



*Ashlee and Chris Kleinert
Carol and David Miller
Gwen and Doug Parker*

Silver



*Tracy and David Huntley
Carol and Don Glendenning*



Jackson Walker

Together We Sing – Sponsors & Partners

Bronze

UT Southwestern
Medical Center

**BANK
OF TEXAS**
Powered by BOK Financial

**AMERICAN NATIONAL BANK
OF TEXAS**
Your Bank. For Life.®

**TEXAS
INSTRUMENTS**

NTT DATA

SMU

HB

Methodist
HEALTH SYSTEM

Frost

Alfreda and Joe Norman

Together We Sing – Sponsors & Partners

Associate



PRESTON HOLLOW
PRESBYTERIAN CHURCH

UNIVERSITY
CROSSING

Edie Diaz and Eric Ochel

Together We Sing – Impact & Update

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

- Event grossed over \$460K
- Near a sold-out audience of 1,800 attendees
- 70+ Orchestra members
- Close to 200 diverse choir members
- 25 volunteers
- **Together We Awards:**
 - Corporate Unity Award, Organization Unity Award, Individual Unity Award
 - Introduced the Trailblazer Award presented to Roland Parrish, Roland Parrish Charitable Foundation
- **Save the Date – June 17, 2026**



Keith Solis

TOGETHER
We
Sing

Community Building Solutions Program



Collab Lab - Partners



Collab Lab – Impact & Update

2025 TOPICS

- June – Collab Lab Day
 - Morning Topic – “What Hasn’t Changed: Moving Forward with Your Cultural Initiatives to Carry Out Your Organization’s Purpose”, Terri Hatcher, NTT DATA
 - Lunch Topic – “Welcome to North Texas: Thriving Together!”, Panel



Dale Petrosky

President and CEO

Dallas Regional Chamber

Kelvin Walker

CEO

Dallas Citizens Council

TJ Gilmore
VP of Strategic Partnerships

Cvnt Marshall

Consultant and former CEO for the Dallas Mavericks

2025 TOPICS

- April – Partner Discussion, Led by Terri Hatcher, NTT DATA
 - Topic – "What's Going On?"
- October – Guest Presenter: Jason Klees, MyWebMeetings
 - Topic – ‘My New AI Meeting Assistant - Am I AI ready?’

Cecelia
Brock



MarshMcLennan
Agency

Community Engagement

DPD Chief's Advisory Committee



Community Engagement

DALLAS POLICE DEPARTMENT

- DPD Christmas Food Drive @ Paul Quinn College, Dec. 16
- Blue Goes Pink Cancer Walk
- Faith & Blue Together We Dine
- Recruit Class Together We Dine (Before each graduation)
- Chief's Advisory Committee
- Anti-Hate Council
- Together We Learn

Danny Young





PROJECT
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2026 Engagement
Challenge



Thank You!



CONTACT US

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