

**Project Unity  
2021  
Community &  
Unity  
Impact Update**

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**PROJECT  
UNITY**

Welcome



# Media Impact

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- 39 news stories aired or published via multi-media platforms including:
  - ABC-8, NBC-5, CBS-11, KERA, CW33, KRLD, KLIF 570, WBAP 820, News4Jax(Jacksonville, FL)
  - Dallas Morning News, Dallas Business Journal, FW Daily News, Focus Daily, UTSW Medical Center, D Mag, Peoples Newspaper
  - News Nation USA, Texas News Today, UTA News, Texas Bar Journal, Baptist News Global, Dallas Weekly, Friends of Katy Trail, TX Metro News
  - Reach: 3 million across all platforms
- Project Unity is considered a SME for media relations
- Social Media
  - Facebook - 688 followers, 124K reach, 4-5 posts/wk
  - Instagram - 376 followers, 13k reach, 4-5 posts/wk
  - Twitter - 301 followers, 84K impressions, 5-6 posts/wk
  - LinkedIn (very new!) - 58 followers, 1,200 impressions, 3 posts/wk

# Together We Vaccinate

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# Together We Vaccinate - Grantors

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# Together We Vaccinate - Partners

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- Collaboration Partners

- Catalyst Health Network
- The Concilio
- Baylor Scott & White
- National Council of Negro Women
- Amazon
- Dallas Mavericks
- Greenland Hills United Methodist Church
- \*Visiting Nurses Association

- Site Partners

- Starbucks
- Williams Chicken (3 locations)
- St. Luke "Community" United Methodist Church
- Disciple Central Community Church
- Golden Gate Baptist Church
- Cliff Temple Baptist Church
- Brother Bill's Helping Hands
- The Concilio

- Site Partners

- City of Balch Springs
- For Oak Cliff
- Spanish Groves Apartments
- Dallas Housing Authority
  - Frazier Court
  - Little Mexico Townhomes
  - Roseland Townhomes
  - Buckeye Trails Commons

# Together We Vaccinate – Impact & Update

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- Pivoted from Covid testing to Covid vaccinations April 2021
- Partnership began with UTSW @ Red Bird Mall (1<sup>st</sup> and 2<sup>nd</sup> dose clinics)
- Resumed partnership with Catalyst Health Network after acquiring our own channel for vaccines
- Created grass-roots operation to take the vaccine to the people via strategic relationships
- Updated operations alongside CDC and FDA
- Created PSA targeting the Hispanic community using a family who attended a vaccination clinic in Pleasant Grove
- To date:
  - 2,432 shots administered; 12 site partners; 17 different locations around Dallas County; 40 events; over 250 individual volunteer roles filled; over 800 volunteer hours served; supported 2 partner 2<sup>nd</sup> dose clinic events
  - Served the communities most vulnerable – homeless, low income, residents of men's half-way houses



TOGETHER  
WE VACCINATE

# Together We Learn

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# Together We Learn - Grantors

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# Together We Learn - Partners

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- Collaboration Partners

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

- School, Organization Partners & \*Prospects

- Dallas ISD
- Jesuit Dallas
- Kappa Alpha Psi, Fraternity
- Big Brother Big Sister
- Texas Can Academy
- \*Garland ISD
- \*International Leadership of Texas
- \*Desoto ISD
- \*SMU Athletic Department

# Together We Learn – Impact & Update

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- During pandemic we began partnerships with Big Brother Big Sister, Texas Can Academy and Kappa Alpha Psi Fraternity to host virtual program events
- Partnership with Jesuit Dallas Social Justice Program launched fall 2021
  - 200 senior students completed the training
  - 91% of students improved their understanding of laws related to driving
  - 95% of students improved their understanding of how to act and react to law enforcement during a traffic and pedestrian stop
  - 75% of students had a positive perception change about law enforcement
- Establishing relationships with new school partners for spring 2022 program events
- Established partnership with Southern Methodist University to develop a Virtual Reality program module
- Presented funding case to Senator Cornyn and State Senator Royce West for federal funding consideration
  - Senate Bill 30



Together We  
Learn

# Together We Can

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# Together We Can - Partners

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- Lennox International
- NTT Data Services
- PricewaterhouseCoopers
- Toyota
- The Richards Group
- Jackson Walker Law Firm
- Haynes and Boone
- Catalyst Health Network
- Invesco
- SMU Athletic Department
- Dallas Mavericks
- LA Fuess Partners
- Albertson's/Tom Thumb
- Dallas Holocaust and Human Rights Museum
- Highland Park United Methodist Church

# Together We Can – Impact & Update

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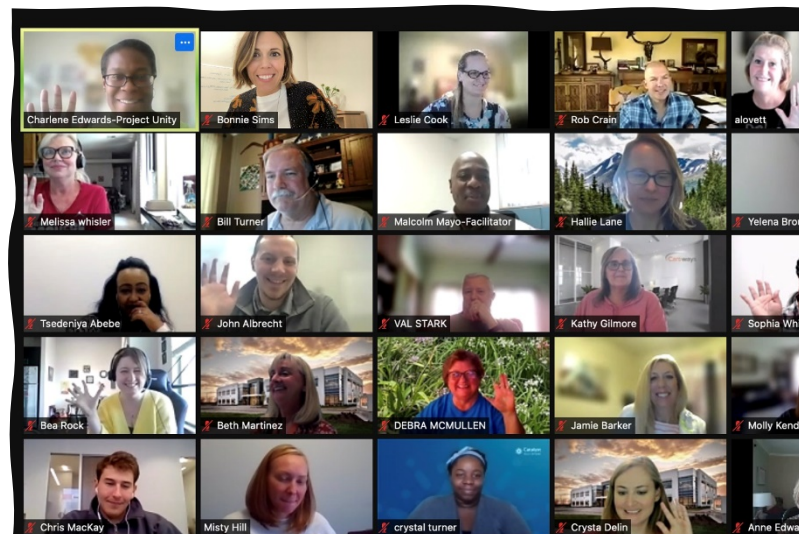
- 15 corporate and organizational partners engaged
- Employee reach with corporate partners are thousands who receive our TWC information via internal corporate communication mediums
- 850 individuals enrolled
- 13,145 wristbands distributed
- Launched partnership with Tom Thumb to sell wristbands in 29 Dallas county stores
- Monthly Action Item Newsletter observances ranged from MLK, Jr., Black History month, Women's History month, National Hispanic Heritage month, Asian-American Pacific Islander month, to the Tulsa Race Massacre and Sports History
- Organically became a DEI Solution for organizations and companies



TOGETHER  
WE CAN

# Together We Dine

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# Together We Dine - Partners

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- Toyota
- Kimberly Clark
- WFAA, Tegna Inc.
- State Bar of Texas
- SMU Law School
- Collin County Business Alliance
- Deloitte
- Thrivent
- National Council of Bar Presidents
- Texas State Legislature
- Texas Judiciary
- Politico
- Dallas Dialogue Institute
- League of Women Voters
- Texas Methodist Foundation
- Association of Legal Administrators
- Dallas Area High School Students
- N. Tx Master Naturalists
- Waco Family Medicine and McClennan College
- SMU School of Theology
- DPD, Café Momentum & Thanks Giving Foundation
- Attorneys Serving the Community
- Mayer, LLP

# Together We Dine – Impact & Update

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- 76 Dines completed
- 2,822 people participated
- 48 facilitator volunteers on roster
- 539 individual facilitator roles utilized
- 1,096 Volunteer hours served
- Notable quotes from attendees
  - "...my biggest realization after I left was "to listen more carefully and more intently" Because THAT is what it's all about!"
  - "My heart is full of joy. We are like family... all connected through these dines."
  - "Watching the paradigm shift that occurs when someone finally understands the fundamental issues that underlie our domestic race relations."
  - "It was interesting to hear viewpoints from others in the community who I didn't know and otherwise wouldn't have come into contact with. Thank you for the opportunity."



Together We  
Dine

# Together We Sing

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Save the Date:  
June 15, 2022



# Together We Ball

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Save the Date:  
August 29, 2022



# *Together We Build*

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Pillars for  
Sustainable  
Communities

Housing  
Education  
Health  
Safety  
Commerce  
Finance  
Services

# 2022 Engagement Challenge



# Thank You!

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## CONTACT US

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## WEBSITES

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

[www.togetherwecan.one](http://www.togetherwecan.one)

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