

PROJECT PROFILE



CEO RECEPTION AND KEYNOTE LUNCHEON '19 *Texas Offenders Reentry Initiative (T.O.R.I.)*

We proudly partnered with the Texas Offenders Reentry Initiative (T.O.R.I.) to plan and execute the organization's first fundraising luncheon. T.O.R.I.'s mission is "to guide and empower ex-offenders to maximize their potential, increasing their opportunities for successful reintegration into society and to become productive citizens of their communities." Project Partners coached and assisted T.O.R.I.'s executive and volunteer leadership team with identifying, cultivating, and securing sponsorships, table hosts, and individual attendees, and provided hands-on management of guest list logistics. Ultimately, on April 17, 2019, T.O.R.I. hosted 90 tables - nearly 900 guests - at The Potter's House of Dallas' onsite event space called "The Place" and raised more than \$300,000.

The theme of the luncheon was "Let's Change the Narrative," referring to the need to reduce recidivism rates and increase second chance opportunities for ex-offenders through employment. Keynote speakers were The Potter's House pastor, author, and T.O.R.I. founder, Bishop T.D. Jakes and AT&T CEO Randall Stephenson. The event was co-hosted and presented in partnership with AT&T and the Dallas Regional Chamber.

"We couldn't have gotten through today without your help, much less all the days you spent preparing with me. I APPRECIATE YOU SOOOOO MUCH for all the hard work!"

Cassidy C. Brady, Fort Worth
Program Manager
Texas Offenders Reentry Initiative (T.O.R.I.)