

# DREAM.ORG

## 2022 Annual Report



DEAR FRIENDS,

**The lesson of the past year is simple. The humanity that connects us is stronger than what has been created to divide us.**

I have seen formerly incarcerated people join forces with members of Congress, tech executives connect with the coders of tomorrow, and business leaders and grassroots activists on the right and left unite for common ground solutions.

In 2022, we cultivated future leaders, placed people in jobs, influenced prominent legislation, and did the hard work of forming partnerships to tackle big problems. Our team built bipartisan support around the need to end the racist impact of the War on Drugs by helping the EQUAL Act pass through the House of Representatives with a historic 361 votes and 11 Republican cosponsors in the Senate. We also launched a Clean Energy Scholarship Program and our third Target tech cohort. We convened our Green Business Council and transformative climate listening sessions across the country, and so much more.

**On top of it all, we laid the foundation to rise to new heights.** Our new look and new name match our aspiration – to be not only powerhouse changemakers, but a home for all who aspire to solve problems and find common ground. In 2022, we built the team and infrastructure needed to tackle even bigger challenges in the year ahead.

There are organizations that dream big and organizations that get things done, organizations that build-bridges and organizations that stick up for communities that are too often left out and left behind. **Dream.Org does it all. We dream big, and we make those dreams real.** Even as we reflect on our accomplishments, we are already dreaming of what we can do together next year.

Americans overwhelmingly are yearning to bridge our divides, but losing hope of its possibility. As you read this report, I encourage you to focus on what it shows us about our potential to do even more, **together.** At the end of the day, that dream of doing more for our communities inspired this work from the beginning. So, what is your dream? Can we make it a reality together?

NISHA ANAND

**CEO, Dream.Org**



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# MAKING DREAMS REAL — TOGETHER

## Fixing the Failed War on Drugs

The War on Drugs has failed us. Over 2 million Americans are incarcerated, with 20% of those for drug offenses. This has left communities and families broken without actually improving public safety. That's why Republicans and Democrats agree it is time to end this unjust policy. In 2018, we were able to work with President Trump and a divided Congress to pass the First Step Act and bring thousands of people home sooner. And this year, we made major advancements with the EQUAL Act, a bill to finally treat crack and powder cocaine equally.

By leading with their stories and sharing experiences, our Empathy Network of formerly incarcerated and justice-impacted leaders were able to secure a historic 361 bipartisan votes to pass the EQUAL Act in the House. And in the Senate, these leaders helped secure 11 Republican cosponsors – enough to beat a filibuster. Unfortunately, the legislation was never called for a vote in the Senate so it could not pass. But in 2023, Dream.Org will keep building on its progress to get the EQUAL Act passed, while addressing new issues like drug conspiracy laws and the Bureau of Prisons oversight -- a policy agenda driven by our Federal Advisory Council of directly impacted leaders. We are proud of our organizing, political relationship-building, and the trust built with conservative criminal justice organizations to end the year stronger than we started it.

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# Justice State Campaigns & Protections for Incarcerated Women

Our state level advocacy is about more than policy, it's about people. Each state campaign is led by a justice-impacted leader, like Tonie Willis, who uses their own lived experience to help everyone from advocates to lawmakers understand the unique challenges of a broken prison system. That is how we successfully worked at the state level to change the way incarcerated people are treated. In particular, with our volunteer leadership and storytelling, we have worked to end mistreatment of women in prison.

Since our launch, we've helped pass 14 bills to ensure more dignity for incarcerated women, like preventing the use of restraints during labor and allowing more visiting time with family.

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## Empathy Network Leader in Action: Tonie Willis



Empathy Network Leader Tonie Willis understands the hurdles women face after release from prison. Her own story began over 30 years ago when she was incarcerated on drug charges. This experience taught Tonie that it takes support systems to get your life back on track upon re-entry to society.

Since her release, Tonie has dedicated her life to helping women impacted by the justice system. She is currently advocating for the passage of the Dignity for Incarcerated Women Act in her home state of Pennsylvania. The bill seeks to end the shackling of pregnant women, provide adequate access to feminine hygiene products, and support keeping families together.

In September of 2022, Tonie, Dream.Org and our coalition of partners celebrated unanimously passing the Dignity For Incarcerated Women (HB1419) bill in the PA House of Reps. This brings us one step closer to victory in PA!

Tonie is also the founder of Ardella's House, a re-entry nonprofit that supports women with criminal justice histories. Dedicated to her late mother, Ardella's House assists over 800 women and their families annually. Tonie was recently awarded a Dream.Org stipend for Ardella's House through our Empathy Network Leaders Fund, which supports the work of justice-impacted activists.

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## Advocating for Communities Impacted by Poverty & Pollution

Communities of color are most impacted by climate change but least likely to benefit from solutions. For years, the Green For All team at Dream.Org has advocated for these communities to be recipients of government climate funds, advocating for many of the policies which ultimately made it into the Inflation Reduction Act passed in 2022.

Dream.Org is a leading voice for disadvantaged communities on a national scale. Now that the Inflation Reduction Act has unlocked \$369 billion for climate investments, the Green For All team is implementing a robust strategy to maximize how impacted groups benefit from these funds.

This year we mobilized over 8,000 supporters to hold the Biden Administration accountable for delivering on Justice40 – a pledge to direct 40% of green investments to vulnerable communities. We also activated 25,718 members to urge the Senate to include green investments in the Build Back Better Act.

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## Diversifying the Green Economy

In order to create a truly equitable green economy, Black and Brown talent must also have a role in creating and filling these new green jobs, ensuring equal access to the work and wealth opportunities. Dream.Org is working to uplift minority-owned green businesses and increase access to lucrative job opportunities that are available in the clean energy sector.

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## Clean Energy Leader: Reginald Parker



As the CEO and Founder of Optimal Technology Corporation, Reginald Parker is on the cutting edge of solar technology. He has made solar 21 times faster to install and up to 40% cheaper. Using dual access trackers, his solar tech achieved an efficiency of 42.3%, beating the gold industry standard of 21% efficiency.

With help from fellow Dream.Org Green Business Council members, Dr. Parker is committed to expanding access to solar energy and the cost savings and economic opportunity it can bring.

He is spearheading a partnership with HBCUs (Historically Black Colleges & Universities) to deploy energy management technology. This project will save each campus upwards of \$1.5 million of funds that can be reallocated towards research faculty & a new college of sustainability. Dr. Parker is also leading a similar partnership with a network of 300+ Black churches and Minority Serving Institutions (MSIs) with Anthony Kinslow of Gemini Energy Solutions.

Both of these projects combined could result in hundreds of millions in revenue for members of the council.

Yet Dr. Parker stated, "If I was to bring these (projects) up to the average solar player, I would have to convince them there's money there. This inaccurate perception is why our work with the Green Business Council is so crucial."

## Diversifying Opportunity in the Tech Industry

Tech jobs are some of the highest paying and most impactful opportunities around. But people of color are often left out, meaning less access to high salaries and less of a say in the future of the tech industry. Instead of offering skills bootcamps – which can frequently cost individuals \$14,000 without any promise of employment – we team up with corporate partners and offer skills training tied to jobs along with a \$700 bi-weekly stipend and a personal mentor to help participants graduate the course better off than when they started. With a job placement rate of 87% and an average salary increase of \$30,000, our programs are changing the face of the tech industry, bringing higher wages into undervalued communities and ensuring these communities have a voice in our future economy. Graduates from our partnership with Target, for instance, made an average starting salary of \$70,923.

In 2022, 26 individuals graduated from our cohort training programs, giving them the skills to start careers in software engineering and business development.



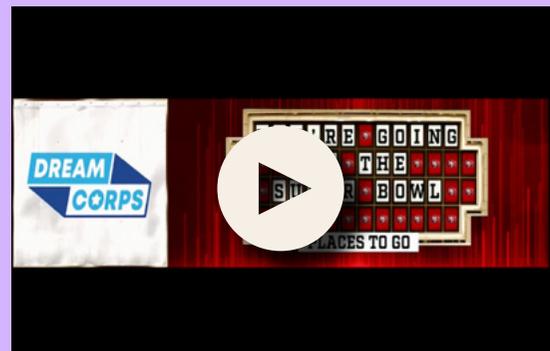
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## Tyler Washington

San Francisco native and lifelong 49ers fan, Tyler Washington stood waving on the field at Levi's Stadium during half-time, watching her image on the jumbotron. As a part-time student at City College of San Francisco and mother to a 7-month-old daughter, Tyler Washington completed a 10-week, 200+ hour Dream.Org Tech training program against all odds. Through funding from the San Francisco 49ers, Dream.Org was able to bring our cohort training program to the Bay Area for the first time.

Tyler was newly hired as a Customer Support Specialist at Hubspot, a prominent Bay Area Tech company. In recognition of this incredible accomplishment, the 49ers honored her at a game.

Tyler represents the new face of the tech industry, and her story proves what is possible when community organizations, nonprofits, and private sector companies unite to reach untapped local talent.



## Partnering with VC to Disrupt the Prison Industry

With support from venture capital, we officially launched our Justice Innovation initiative with Village Capital to help entrepreneurs steer money away from jails, prisons, probation, and parole and towards solutions that help people find jobs & more!

Additionally, we selected three winners with the most transformative ideas for Justice Innovation Fellowship of \$100,000 to further their ideas to overhaul our prison system. Our Justice Innovation program will continue to grow with our \$1 million Justice Innovation Prize, which will give entrepreneurs a chance to disrupt the prison industry at scale.



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# CULTIVATING & SUPPORTING LEADERS

## Clean Energy Scholarship Program

Now that billions of dollars are being made available for the green economy, we want to make sure more people from overlooked communities have the chance to be a part of it. That's why we launched our Clean Energy Scholarship Program to help build a diverse pipeline into clean energy careers.

Thanks to our partnership with Google Nest, we provided scholarships to 50 Black and Brown recipients to help them launch a career in climate tech.



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## Empowering New Leaders in Tech

The lack of diversity in the tech industry is because of a lack of opportunity, not talent. We are changing that by offering scholarships to help talent upskill by taking a tech certification of their choice.

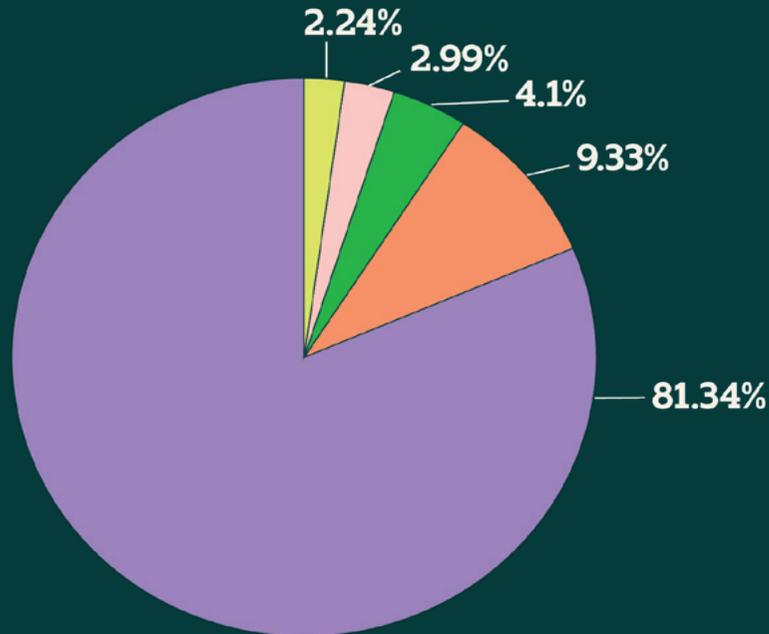
With support from PwC Charitable Foundation, Inc, and contributions from Favor Delivery and AnswerLab, we've continued our Tech Scholarship Fund and distributed **224 scholarships**.



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# Dream.Org Scholarship Recipients

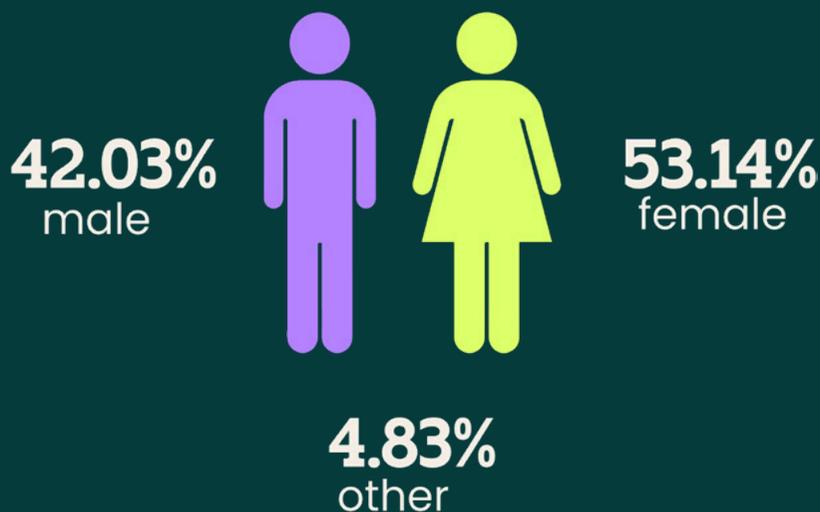
2645 Total Applications  
273 Scholarships Awarded



Demographic: Ethnicity

Black /African American LatinX Other White Asian

Demographic: Gender



## Meet a Scholarship Recipient: Shelton McElroy



Activist and advocate Shelton McElroy has spent decades working to reform the criminal legal system. This work is deeply personal as he is a formerly incarcerated person who was a ward of the state in foster care for over 15 years. Shelton is an essential member of the Empathy Network and Justice team. He has led Day Of Empathy programming in his home state of Kentucky since the event's inception five years ago and he was on the team that passed the First Step Act.

When Shelton applied for the Clean Energy Scholarship, he shared his ambitious plans to create opportunities for people in his community.

"I don't want a job in the green energy sector," Shelton revealed, "I want to be an entrepreneur ... in the green energy sector. I want to take people with lived experience of incarceration, people impacted by pollution... communities that are redlined... and I want to employ those people to install solar panels in communities of color."

To make this dream a reality, Shelton is applying for his Doctorate at the University of Washington, Tacoma, in a program led by and designed for formerly incarcerated people. The Dream.Org selection committee jumped at the opportunity to invest in Shelton's next chapter and awarded him the scholarship.

For Shelton, pursuing this degree and scholarship is part of his lifelong commitment to advancing equity.

"Every time I get the opportunity to move the needle on justice for people I raise my hand."

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**"I don't want a job in the green energy sector," Shelton revealed, "I want to be an entrepreneur ... in the green energy sector. I want to take people with lived experience of incarceration, people impacted by pollution... communities that are redlined... and I want to employ those people to install solar panels in communities of color."**

SHELTON McELROY

## Rising Talent: Tristine Harris



2020 was a difficult year for Tristine Harris. She worked in higher education with international students, and like so many others, faced a lay-off in the wake of the pandemic.

Luckily, Tristine saw an opportunity to reinvent herself professionally. "I knew I wanted to pivot to tech with a focus on equity and learn skills to develop my own business," she said, "but I knew there were more technical things I needed to get under my belt."

The Tech Scholarship Fund enabled Tristine to gain certifications in project management, UX, and data analytics- which she leveraged into a new and higher-paying role as a consultant for the federal government.

"Not only do I get to work on a project that focuses on my own passion for Diversity and Inclusion," she said, "but I also broke a barrier as the first person in my family to make over six figures, something I wanted my siblings and nieces to know is possible with opportunities like the ones offered through Dream.Org. I am eternally grateful."

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**"You do not have to fit perfectly in any specific box when it comes to technology. Think about your long-term life and career goals and figure out which areas align with your values, your passions, and how you would like to change the world, then build your tech arsenal, piece by piece. Then, get to creating changes."**

TRISTINE HARRIS

# Leading with Empathy

Through our Empathy Network, we give formerly incarcerated and justice impacted leaders the skills to tell their stories, organize, and effect real change at the state and local level. We brought Empathy Network leaders to Washington, DC where they succeeded in building Republican support for ending unjust sentences and other reforms. At the state level, our Empathy Network leaders drafted, influenced, or helped pass 8 bills. 80% of the staff on the justice team are formerly incarcerated or directly impacted by the system

To build a groundswell of local support, Empathy Network leaders hosted 22 events around the country as part of the national Day of Empathy.

This year we empowered 25 justice-impacted leaders through our Empathy Network Advocacy cohort. Our leaders were trained by industry leaders on organizing, legislative advocacy, campaigning, and media.

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## Meet Empathy Network Leader Kenneth Nixon

In early 2022, Kenneth Nixon graduated from the program after serving 16 years behind bars in Michigan for a crime he didn't commit. After a judge overturned his conviction in April 2021, Kenneth left prison as a free man and reunited with his family.

After release, Kenneth immersed himself fully in the realm of Criminal Justice Reform and founded a non-profit dedicated to helping others in similar situations. He quickly realized he couldn't do it alone and enrolled in the Advocacy cohort where he developed the skills needed to advance his newly formed nonprofit.



**"I'm fresh out of a prison cell. I didn't know anything about forming a nonprofit, sending out mass emails, or being able to collect data on your supporters. But learning it allowed me to take my organization to the next level. The Organization of Exonerees wouldn't be what it is without the training provided by this cohort."**

KENNETH NIXON



# PARTNERSHIPS, CONVENING, & COMMON GROUND

## Convening for Change

At Dream.Org, we prioritize looking beyond our differences to find the areas where we agree, paving the way for action with unlikely allies. And we're giving communities the tools to have these conversations themselves, growing the opportunities to find common ground.

This year we hosted 8 bipartisan policy forums on key issues like clean energy policy and sustainable agriculture while highlighting the importance of working together to advance climate justice.

We launched our first-ever Day of Dialogue in North Carolina. In partnership with local organizations, Green For All co-hosted workshops and Dialogues that brought together changemakers across partisan, racial, and economic lines to build connections, understand equity, and work together towards climate solutions for all.

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Ivanna, Green For All, she/her

# Day of Empathy

Day of Empathy is the nation's biggest day of action around changing the way our prisons work. Instead of just locking more people up for longer sentences, our Day of Empathy events around the country highlight solutions that help formerly incarcerated people get out and stay out of prison. In 2022, we held our first ever Week of Impact, including 22 events held in twenty states.



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# Denver Solutions Tour

As we focus on how to best distribute the historic amount of funding for green initiatives, we turned to members of our Green Business Council, entrepreneurs who are already leading in the green tech space. One member in Denver, Mina McCollum, is leading one of the largest airport projects in the country. Her story, and the policies adopted by Denver to promote more opportunities for communities of color, are a model for our work nationally.



## Meet Green For All Business Council Founding Member: Mina McCollum

As a founding member of the Green Business Council and the president and CEO of SynEnergy, Mina McCollum, a trained rocket scientist, is on the frontier of making large infrastructure buildings more energy-efficient, like Denver Airport's Great Hall Renovation – one of the largest vertical construction projects in North America. Projects like Mina's not only help stop climate change, they drive more jobs and investment into minority owned businesses and communities. Dream.Org showcased Mina and her work as part of the Denver Solutions Tour to uplift and ensure that funding supports climate solutions and more minority-owned businesses.



## Black Future Weekend

This 3-day conference was a celebration of the Black diaspora and our future in the high tech industry, helping more people of color to see and understand their path into lucrative jobs.

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“Being part of the Black Future Weekend was an essential learning experience for me as an administrator of an HBCU. Getting to see students from Miles College and other HBCUs across the country experience discussions that inspire and enlighten them was worth the trip.”

JARRALYNNE AGEE

Provost and Sr. Vice President of Academic Affairs, Miles College

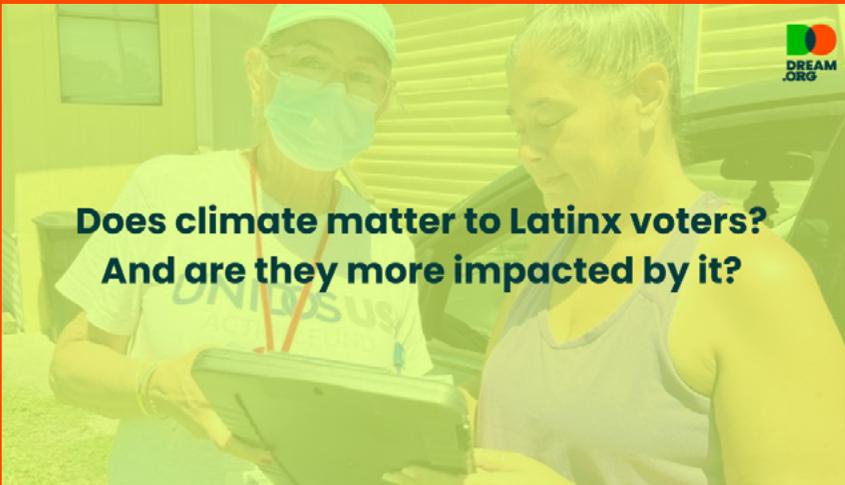


# Blue, Red, and Green - Bipartisanship and the Climate

We're maintaining and growing the bipartisan consensus around the benefits of the green economy by building relationships with conservative partners and bringing a diversity of voices to the table.

We co-hosted a conversation on bridge building in the green economy at United Nations Framework Convention on Climate Change (COP27). We surveyed nearly 3,000 respondents across Arizona, Nevada, and North Carolina and over 1,000 Latinx voters in to understand how climate impacts the daily life of people across the country – regardless of political affiliation.

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## Yes and yes.

### April 2022

Dream.Org partnered with UnidosUS Action Fund to canvas **1,138 newly registered Latinx voters** in Florida.

### July 2022

Dream.Org commissioned YouGov to survey **nearly 3,000 voters** in North Carolina, Arizona, and Nevada.



**1,138**  
Florida



**1,041**  
North Carolina



**1,067**  
Arizona



**769**  
Nevada

# Growing Partnerships

## ① Lollapalooza

We were selected as the non-profit partner for **Lollapalooza 2022**, one of the largest music festivals in North America which takes place in Chicago, IL. Our on-site marketing activation saw approximately 400,000 total attendees. We placed 300 volunteer ambassadors on-site to serve in guest services roles to introduce our mission and invite fans to join our community as part of the launch of Dream.Org.



## ② #KeepThemHome

We supported Families Against Mandatory Minimums' (**FAMM**) **#KeepThemHome** campaign by partnering on numerous calls to action and meetings with electeds, ensuring that 4,500 people who were granted release during the pandemic were able to remain free.



## ③ Unfinished Live

The Tech team took an active role in **Unfinished Live**: an immersive four-day festival in NYC hosted by our partners at Unfinished, who share our dream of a future where new technologies and policies enable a stronger democracy, a fairer economy, and a more just society.

## ④ 2nd Annual Correcting the Narrative Awards

The Justice team sponsored the **2nd Annual Correcting the Narrative Awards** in Milwaukee, WI, held by Empathy Network lead organizer Shannon Ross. These awards celebrate successes in the currently and formerly incarcerated community.

BADER

LOVING VENTI

SHARBORG TEAM COMPASS

MCT Mastantuono Coffee/Thomas

Community

THE COMMUNITY

DREAM.ORG

Anthem

Presents The 2022

Correcting the Narrative Awards

September 1st, 6-8:30

Turner Hall Ballroom



## Congressional Black Caucus Annual Legislative Conference

The Green For All team co-hosted panel discussions including “Black CEOs in the Green Sector” and a reception focused on “Celebrating Black Women in the Green Economy.”



## NY Climate Week

Green For All partnered with Amazon to bring a Climate Justice panel to The Climate Pledge Summit, uplifting what the 300+ businesses who have taken The Climate Pledge can do to advance equity.



**80k+**

Messages from Dream.Org supporters to Federal and State decision makers

**25k+**

Supporters urged the Senate to pass large scale environmental policy

**14k+**

Actions taken in support of reducing the racist crack and powder cocaine sentencing disparity

**2.8k+**

Applicants reached for Tech Cohort & Scholarship fund

# IN THE MEDIA

100+

Media hits in 2022 including stories from the Empathy Network

REUTERS

The New York Times

USA TODAY

THE HILL

CNN

POLITICO

EBONY

Sustainability.

Miami Herald

## PARTNER SPOTLIGHT

"JPB has been proud to support Dream.Org over the past ten years. We've seen them grow in scale, vision, and impact throughout our partnership. With the campaign infrastructure they've built, they are well positioned to help more black and brown businesses and leaders be seen as solutions-oriented innovators within the green economy."

The JPB Foundation

"Dream.Org has made an incredible impact on our business. In partnering together, we are simultaneously addressing three challenges: finding software engineer candidates, diversifying our tech workforce, and expanding equity."



JAKE KRINGS

VP of Technology  
Target

# KEY STAKEHOLDERS

## Board Members:

- Van Jones
- Jamie Lunder, *Chair*
- Noland Chambliss, *Treasurer*
- Lea Enders, *Secretary*
- Diana Frappier
- Julian Mocine-McQueen
- Nina Utne
- Henriette Vinet

## Top Foundation Funders:

- 49ers Foundation
- Andreessen Horowitz Cultural Leadership Fund
- Arnold Ventures LLC
- Bezos Earth Fund
- Bohemian Foundation
- Coalition for Public Safety
- David Rockefeller Fund
- Energy Foundation
- Ford Foundation
- Heising-Simons Foundation
- The JPB Foundation
- Just Trust
- Justice Action Network
- NorthLight Foundation
- Pure Good Foundation
- Stupski Foundation
- The Eli and Edythe Broad Foundation
- Vital Strategies

## Top Corporate Partners:

- Google
- Amazon
- Target
- Sony Music Group
- Wells Fargo
- Andreessen Horowitz Cultural Leadership Fund
- Microsoft
- National Football League
- PricewaterhouseCoopers LLP
- Workday

## Major Donors 25k+:

- Hopper-Dean Family Fund
- Marc-Francois and Jenni Bradley
- Tara Brach
- Marilyn Clements
- Val Tarico
- The Greenbridge Family Foundation
- Ressler Family Foundation
- The Hull Family Foundation
- Rosenthal Family Foundation
- Ross Waller

# 2022 FINANCIAL REPORT

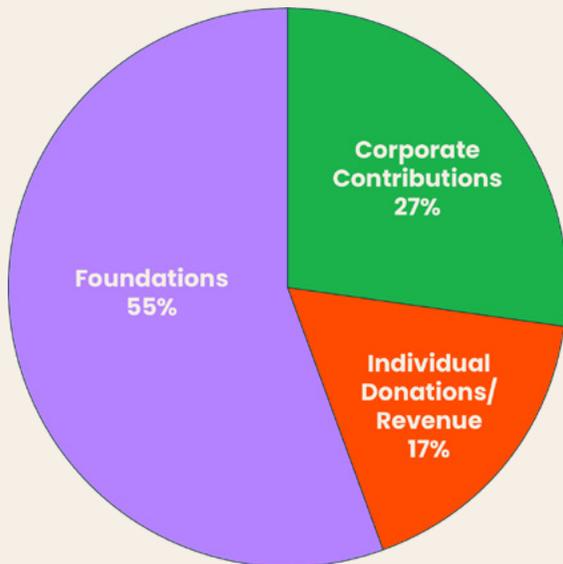
Dream.Org reaches out to partner corporations, foundations, and individual donors to create a sustainable funding mix.

Due to our strong financial oversight, we received a Platinum Seal of Transparency from Guidestar- the highest rating available- and have been able to sustainably increase our budget each year.

We are a nonprofit 501(c)(3) organization. All donations are tax deductible. We greatly appreciate your support and contributions to our work.

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## Where do our funds come from?



Type	Percentage
Corporate Contributions	27%
Individual Donations/Revenue	17%
Foundations	55%
<b>Total</b>	<b>100.00%</b>



THANK YOU