



2020 – 2021 Recap Report
June 21, 2021

Presented for GROUP1001

RISE Impact:

Unrecognized, unaddressed, and unresolved racial injustice exists in every community across the country, contributing to massive inequities in education, employment, health, housing and more. And while the country has periodically experienced spasms of activism, sustained change remains elusive. One factor inhibiting the needed change is the lack of on-going, organized and open dialogue about racial justice and equity connected directly to activism with the intentional end goal of healing.

But when the world darkens, sport can grow its power, creating hope and inspiring action. Throughout history the athletic community has played a crucial role in advancing civil rights and social progress in this country. Over the past few years, specifically, they have inspired a national movement in the fight against racism. Year after year, individuals, teams, leagues and the community as a whole have grown their participation in the work for racial equity. A continually growing awareness of racial inequities, combined with frustration, and a pent-up desire for change, gives us the best opportunity to build on this movement with a group of diverse leaders, focused on eliminating racial injustice. These leaders do not need us to **tell** them what solutions work best, but to empower them with the social-emotional and leadership skills and support to enact their own solutions.

Thanks to support from Group1001, RISE is able to continue this work, expanding our footprint and impact, and combatting race relations across our country.



"We're all future leaders so it's important to establish these community building skills, like understanding, diversity and different perspectives. Community is what brings us together."

— Eduardo, Garfield High School Senior
and RISE with the Rams Participant

"We are disheartened by recent events that have captured the horrors of systemic racism, and while it won't be solved overnight, we can contribute to the solution to end racial discrimination through new ideas and actions that bring a positive impact."

— Dan Towriss, Group1001 President & CEO



PARTNERSHIP OVERVIEW

With a two-year, \$2M contribution, Group1001 is helping RISE enact change from our youngest constituents to professional athletes. The company has taken an active leadership role in bringing RISE programming to the Indy metro area at a time when the city prepares to host several marquee events in 2021 and 2022. Additionally, Group1001 has founded and funded the launch the Group1001 Fellowship program, enabling two fellows to work at RISE for one year terms in their path from professional athlete to business professional, support the investment into technology needs for program participants and RISE growth in a progressively virtual world while formatting RISE curriculum to fit more capabilities.

Internally, Group1001 has initiated a multi-year engagement with RISE programming, through a staff-wide learning series, which includes town halls and interactive training using the results-driven RISE curriculum.

GROUP1001 FELLOWSHIP PROGRAM

To help support equity in career opportunities, RISE and Group1001 have launched Group1001 Fellowship program, a group of two annual Fellows to over the terms of 2020 and 2021. The Fellows each have an opportunity to move from athlete to a role in a professional setting, crafting and deepening both essential skills and job-specific skills. Fellows will work (rotationally) across all departments, including RISE programming/facilitation, working with athlete advocates on behalf of RISE, event management, PR and office administration/finance. In 2020, RISE brought on:



Michelle Picard

Michelle is a former member of the United States Women's National Hockey Team, participating in five World Championship tournaments and winning an Olympic silver medal at the 2014 Sochi Winter Games. She played for three years in the National Women's Hockey League for the Metropolitan Riveters, winning the Isobel Cup in 2018. Retired from the competitive world, Michelle has most recently served as Deputy Commissioner for the NWHL and as Director of Girls Hockey for the New Jersey Colonials. At RISE, she is excited to continue to work within the sports community to create positive change and learn more about how her experience as an athlete will help drive the RISE mission.



Nishaad Shah

Nishaad is a professional Table Tennis player who has represented India at international tournaments across all age categories. Due to an injury, he quit playing professionally, and began transitioning to the business side of the sports industry, leveraging his platform as an athlete to advocate change. He recently graduated from Columbia University with a Masters degree in Sports Management. With RISE, he hopes to work towards bringing change and be a part of the movement.

RISE TECHNOLOGY INVESTMENT

Despite the current climate (of COVID-related restrictions), RISE has worked to reach more participants and extend program opportunities as social justice awareness continues to rise. In order to ensure participation, RISE utilized Group1001 support to ensure all of our constituents have a complete experience in the virtual space, such as:

- Launching and updating the Digital Learning Series, a full two courses each with eight modules designed for individual learning
- Increasing Zoom capabilities and licenses to allow for virtual, interactive education sessions
- Launching interactive Talent LMS digital training series for partners like NASCAR and beyond
- RISE investment in new technology, such as conference room camera/speaker/mic device to provide in-person-like experience for virtual programs and meetings



MEDIA/PR OPPORTUNITIES

Throughout year one of the RISE Group1001 partnership, RISE has promoted our relationship through:

- Launch press release on posted on RISEToWin.org
- Group1001 listed as a Flame Sponsor on the Organizational Sponsor page of our website, featuring our relationship statement and Group1001 logo
- PR alignment with Group1001 for joint opportunities
- Co-branded messaging on [Inside Indiana Business](#) segment
- Group1001 mentioned by RISE CEO during the [Jet Set](#) Indianapolis-focussed Indy 500 television show.



METRO-INDY PROGRAMMING

To further our mission, RISE has selected Indianapolis, IN, among other key cities in the US, for deeper engagement. These opportunities include media, youth, collegiate and pro programs, community-wide critical conversations and high-profile events. At the close of year one of the RISE/Group1001 partnership, RISE has seen growth in this market from 2019 into 2020/2021 when our partnership began, even with COVID. Goals for year two include increased expansion with youth programming and partnership integration.

2019 Actual

Programs: 3

Partners: 3

2020 Actual

Programs: 7

Total Partners: 6

2021 (Scheduled as of May 2021)

Programs: 6

Media Stories: 2 (actual)

High Profile Events: 1

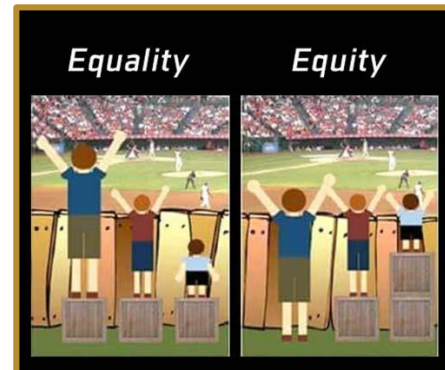
Total Partners: 10

TOWN HALL KICK -OFF EVENT

The Group1001 and RISE relationship kicked off with a town hall-style critical conversation on July 20, 2020, which brought together powerful voices of Dan Towriss, Diahann Billings-Burford, USATF's Renee Washington and former NFL Player, Curtis Martin to discuss how they, and Group1001, is and will advocate for change. The program also officially kicked-off the RISE education and engagement series with Dr. Andrew MacIntosh walking employees through the Identity module, focusing on 12 employees plus the panelists in a virtual setting, and encouraging the more than 500 virtual attendees to participate at home.

LEADERSHIP & EDUCATION

At the close of the town hall event, and in follow up communication, a RISE perception survey was distributed to Group1001 employees to gather perceptions of the current D&I environment within the organization. This feedback was used to guide and frame the leadership and education workshops, customized to reflect the needs and priorities of Group1001 stakeholders. After reviewing the surveys, RISE organized and facilitated a six (6)-part bi-monthly interactive educational workshop series for Group1001 employees as well as one additional workshop for senior leaders. Programming throughout the year was virtual, to incorporate as many of the Group1001 staff as possible, and covered Implicit Bias, Leadership, Equality vs Equity, Empathy and Power.



Thank You:

RISE is committed to being a champion of change, to eliminate racial discrimination, champion social justice and improve race relations. Together, with Group1001's support, RISE will be able to expand our work, leading to more equity in America.

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