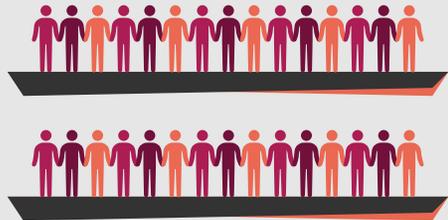


MISSION

Dallas Faces Race (DFR) is the beginning of a sustainable forum on race in Dallas. The forum brings together organizations to actively build their capacity to address racial equity and make change. Dallas Faces Race will move beyond discussion groups on race, cultural awareness and diversity. Dallas Faces Race will engage those who are ready to define equity and collaborate to make change.

DALLAS FACES RACE



Optimism - The Time is NOW

Dallas residents are **2X as likely** to believe racism and racial discrimination will get better in comparison to those who think things will get worse.

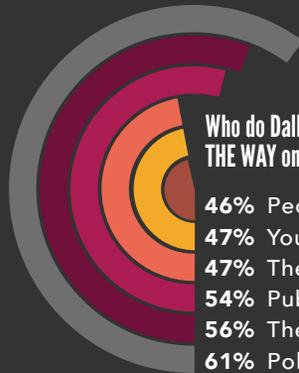


Our Challenge:

37% of Dallas residents believe racism and racial discrimination will stay the same.



Responsibility



Who do Dallas residents believe should **LEAD THE WAY** on racial justice issues?

- 46% People Like You
- 47% Your Local School District
- 47% The City Council
- 54% Public School Teachers
- 56% The Mayor
- 61% Police Officers

American Dream

A large segment of Dallas residents believe the American Dream is a convincing reason to address racial equity in Dallas.

For Dallas to be the best city it can be, we need to make sure everyone in Dallas has the opportunity to achieve the American Dream. By promoting racial equality, we make sure that the best and brightest are moving Dallas forward, regardless of their race. A more diverse Dallas will be a stronger Dallas.



Democracy

82% OF DALLAS RESIDENTS AGREE THAT UNTIL ALL OF OUR CITIZENS IN DALLAS, BLACK, WHITE AND BROWN CAN PARTICIPATE EQUALLY IN OUR CITY, OUR DEMOCRACY WILL FALL SHORT.

Impact the ECONOMY

Dallas has the potential to be one of the most dynamic and innovative economic centers in the U.S. Our diversity is one of our biggest assets and we need to unite and use our talents and ideas to grow and prosper.

Percentage in agreement...



Do it for our CHILDREN



91%

of Dallas residents agree, for the sake of our children, we need to do as much as we can to end racism.



Source: The Embrey Family Foundation commissioned research on race in Dallas in the Fall of 2014 by a nationally recognized polling expert, Lake Research. More info on the polling data at www.dallasfacesrace.com/
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