

# 2025 ANNUAL IMPACT REPORT

SIX-DAYS OF CULTURE, CREATIVITY AND COMMUNITY



# SERVICE TO OTHERS, IS THE GREATEST GIFT OF ALL.



## OUR MISSION

Unity Weekend celebrates Dr. King's legacy by bridging students, athletes, and corporations. Through mentorship, technology, education, and community engagement, we create pathways for future leaders while strengthening ties between business and higher education.

## 2025 OUTCOMES AND IMPACT

**27**

Scholarships awarded

**400**

Meals provided

**41**

Sponsors and Partners

**3000**

Attendees

**140**

HBCU band participants

**60**

HBCU and HS student athletes

**7**

Trailblazers recognized

**372,000**

Scholarship money raised





## *Thank you from our Founder*

As the founder of The Unity Weekend, I want to personally thank you for your incredible support in making the 2025 events our most impactful yet. Your contributions have helped us create a transformative experience that united our community and honored the legacy of Dr. Martin Luther King Jr. Your support has been instrumental in changing lives, creating opportunities, and bringing our vision of unity and community to life. Together, we've laid a strong foundation for a brighter future. Let's continue this journey and make an even greater impact in the years to come.

With deep appreciation,

Calvin Ivery  
Founder, The Unity Weekend





# WE'D LIKE TO THANK ALL OUR DONORS FOR THEIR GENEROUS SUPPORT.

## ACKNOWLEDGEMENTS

A special thank you to Google for their 2025 title sponsorship of the 205 Unity weekend. Their commitment was instrumental in helping us change lives, create bigger opportunities and accomplishing our vision of unity and community to life.



## 2025 Sponsors and Partners

Google, UBC TV, City of Greenville, Whataburger, Chapman Foundation, Inc., Sheen Magazine, The Leon Frank Agency, The Urban League, BMW, Southern First, Sports & Culture Media, Bajeyah Eaddy & Associates, Yoga Therapy Bar, Nationwide Insurance, Ajay's Social & Cocktail, Pelham Medical Center, 107.3 Jamz, 96.3 The Block, Tri Logistics, Cowart Awards, Encore, Prisma Health, Greenville Sports League, Six Nineteen of 1865, The Phillis Wheatley Community Center, Cunningham Fine Arts Foundation, Omni Productions, Carolina Foothills FCU, Truliant Federal Credit Union, Goodwill, and Rise Up GVL.

GVL-2026



UNITY

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