

# 2025 ARRUAL 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**

Scholarships awarded

Meals provided

Sponsors and Partners

3000 Attendees

HBCU and HS student athletes

HBCU band participants

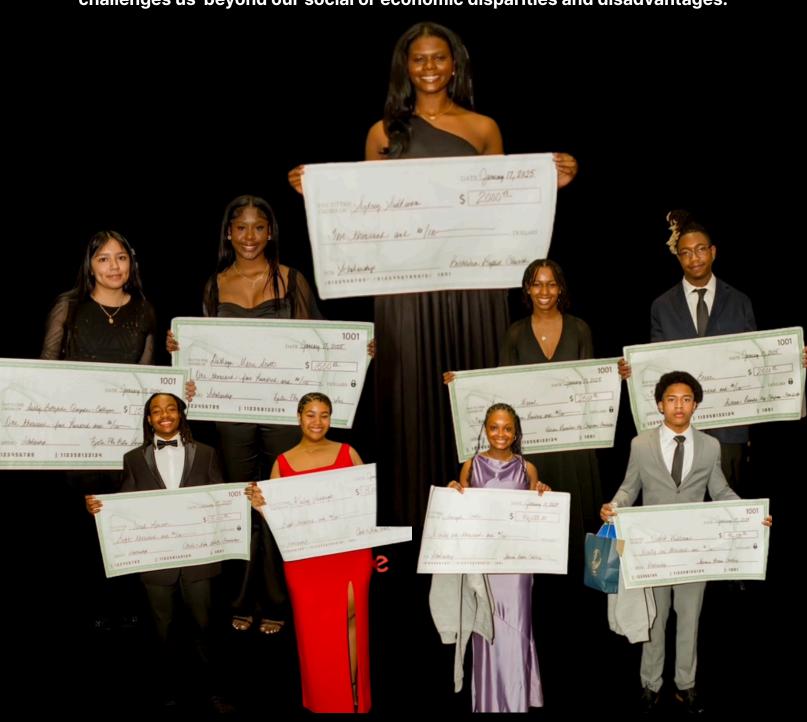
**372** O O Scholarship money raised

Trailblazers recognized



# **OUR PROMISE**

To continue serving our youth and our community through collaborative partnerships that challenges us beyond our social or economic disparities and disadvantages.





# 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.

