

2020
NATIONAL
FAITH & BLUE
WEEKEND
IMPACT
REPORT



MOVING THE
WORK OF
JUSTICE AND
RECONCILIATION
FORWARD



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**MOTOROLA SOLUTIONS
FOUNDATION**



MORE THAN A MOMENT. A MOVEMENT.

Communities are stronger and safer when residents and law enforcement professionals can relate as neighbors with shared values, hopes, and dreams.

When people talk about a “movement,” they are usually talking about a community moving forward side by side. Faith & Blue is all about that. But there are times when groups within a community must walk toward each other. Faith & Blue is all about that, too.

From October 9–12, 2020, law enforcement officers and residents came together for a weekend of resolution and reconciliation. In fact, the inaugural Faith & Blue Weekend featured an estimated 1,000 events with tens of thousands of participants across America.

Why faith? Faith in humanity and in one another plays a crucial role in uniting us no matter where we call home, from suburbs to small towns to large cities. As well, Americans practice the full breadth of religious affiliations that shape the human spirit, with all faiths connected by the conviction that we are our brothers’ and sisters’ keeper. In this way,

faith reflects how our nation is united by a ceaseless movement toward protecting and valuing everyone, regardless of identity.

America has seen too much division recently, especially around policing. That is why MovementForward, Inc. launched National Faith & Blue Weekend, as the setting for a collaborative effort to build bridges and break biases.

At the heart of National Faith & Blue Weekend was the creation of meaningful connections between law enforcement and the public to create safer, more just, and more inclusive communities. Events included marches, important conversations, essay contests, cookouts, and vigils, with all activities aimed to facilitate discussions around policing.

Gratitude goes out to everyone who took part in the first Faith & Blue Weekend. We look forward to growing a movement where all walk side by side, as well as toward each other.

“National Faith & Blue Weekend offers a unique way to reinforce connections and collaborations between our policing professionals, and the communities in which they serve.”

Chief Steve Casstevens
President
International Association
of Chiefs of Police (IACP)



WELCOME!

NATIONAL FAITH & BLUE WEEKEND

“We’ve done the marching, we’ve done the protesting and now it’s time to do the heavy lifting of decreasing bias, increasing respect and trust, protecting the lives of young black and brown and Hispanic and Asian and white men and women, but respecting and honoring and protecting the lives of our law enforcement professionals as well.”

Dear Friends,

It is an honor to have been a part of the inaugural National Faith & Blue Weekend. When my team at MovementForward, Inc. and I conceived of the event, we recognized the need and opportunity for reconciliation between communities and law enforcement. We witnessed how the difficult but essential job of policing was not always supported through the contributions of residents who could engage officers in open dialogue, acts of community service, and efforts of mutual recognition.

Faith offered a path forward. There are 350,000 houses of worship across this great land, and together they bring sixty-five million people into weekly gatherings. There is no other community resource that can possibly rival the reach, the diversity, and the connections that faith-based institutions offer. Moreover, faith speaks to matters of the heart, to what binds us, and enables us to recognize the humanity that we all share.

2020 was just the beginning of the movement that is National Faith & Blue Weekend. We are already looking ahead to 2021, to the weekend itself and to ongoing programming. We encourage you to connect with us to stay informed.

I would like to thank all our partners, from the law enforcement agencies to the faith institutions and community organizations, that made this event possible. I want to also offer our appreciation to our corporate sponsors, FirstNet Built with AT&T; Motorola Solutions Foundation; and Wrap Technologies, that underwrote this event. Finally, I want to thank all the activity organizers and participants who came together to build stronger communities this year. Our nation owes you a debt of gratitude.

Kind Regards,

Reverend Markel Hutchins
Chairman & CEO
MovementForward, Inc.



Dear Colleagues,

As Director of the Office of Community Oriented Policing Services (COPS Office) at the U.S. Department of Justice, I want to thank MovementForward for inviting us to co-sponsor the first National Faith & Blue Weekend. Throughout my fifty-year career in policing, I have seen the benefit of collaborative partnerships between law enforcement agencies and the communities they serve. As a police chief, I sought out partnerships with community organizations and institutions and integrated them into my larger public safety objectives. The National Faith & Blue initiative extends this collaborative spirit to communities across the United States.

The National Faith & Blue Weekend brought local congregations and law enforcement agencies together to host more than 1,000 activities in 43 states and the District of Columbia. The nation's leading law enforcement membership organizations partnered in the initiative, reflecting the consensus in the field on the value of these local collaborations. Houses of worship have a unique position in their communities; by forming partnerships with them, local law enforcement agencies can foster outreach and mutual trust.

It has been a pleasure to work with MovementForward, and I encourage the continued growth and expansion of the National Faith & Blue Weekend initiative. By working together, we can establish and sustain safe and unified communities.

Sincerely,

Philip E. Keith
Director
Office of Community Oriented Policing Services (COPS Office)
United States Department of Justice



MovementForward, Inc. *WE ARE BRIDGE BUILDERS.*

Faith & Blue is coordinated by MovementForward, Inc.

Founded in 2015 by faith leaders in Atlanta, MovementForward is a modern, inclusive social change organization that works to protect, promote and advance the civil and human rights of all people through empowerment opportunities and programs, projects, activism, and targeted-issue campaigns to advocate for one standard of justice regardless of race, class, gender, or religion.



movementforward.org

WELCOME



OneCOP

MovementForward Inc.’s signature initiative, “One Congregation One Precinct” (OneCOP) facilitates positive, ongoing partnerships between local law enforcement agencies and diverse congregations of every faith tradition. National Faith & Blue Weekend is part of the OneCOP initiative.

The OneCOP initiative was initially developed in Atlanta, Georgia. A number of high-profile violent crimes in the metropolitan area underscored a need for collaboration between community organizations and law enforcement.

Faith-based institutions are places of hope, gathering, and collective social action. With the diversity of houses of worship in virtually every community, they offer a wealth of resources. They are a viable asset that can provide law enforcement officers with insights into a community’s demographics, culture, and crime drivers.

Participating congregations work with local law enforcement officers on trust-building and crime-fighting, prevention, and solving activities. This program compliments National Faith & Blue Weekend by facilitating ongoing collaboration between communities and local law enforcement agencies. In this way, it is possible to create action that spreads beyond the walls of houses of faith to make a real difference at a neighborhood level.

Please visit www.onecop.net to learn more.



THE WEEKEND
AT A GLANCE

1K+

EVENTS
NATIONWIDE

43

STATES PLUS
WASHINGTON, DC

295

STORIES COVERED
BY MEDIA

93

OF 100 LARGEST
DEPARTMENTS
PARTICIPATED

4.5

STAR EXPERIENCE
RATING



Dear Friends,

FirstNet Built with AT&T is dedicated to enhancing communication for our public safety professionals. And that's why we are so enthusiastic about collaborating with National Faith & Blue Weekend. The planners of this event share our commitment to creating safer and more inclusive communities through improved communication—in this case between law enforcement professionals and the residents they protect and serve.

It is heartening to learn of the approximately 1,000 activities that took place across the country as part of the 2020 National Faith & Blue Weekend. And to witness the diversity of all who united to reduce bias and deepen mutual understanding. There were activities in all types of communities, with residents of all backgrounds and public safety professionals who represent every role in law enforcement. This included police departments, sheriff offices, District and U.S. Attorneys, and more. It was a beautiful example of what is possible in this country when we get to know each other on a personal level. This first year of National Faith & Blue Weekend set the foundation for what we can do together. And we look forward to building on this success.

The FirstNet team came away from the inaugural National Faith & Blue Weekend inspired to do all we can to assist communities in coming together. Thank you to the activity planners, participants and national event organizers who made this initiative such a success. Finally, thank you to the law enforcement professionals who suit up every day to protect the public. The sacrifices you make are immeasurable and deeply appreciated. We look forward to supporting you in the days ahead, and providing you with the network that assists you in your essential work.

In Gratitude,

Jason Porter
Senior Vice President
FirstNet Built with AT&T



WELCOME

BIRD'S EYE VIEW

AN OVERVIEW OF THE 2020 NATIONAL FAITH & BLUE WEEKEND

Together we made history. National Faith & Blue Weekend brought together law enforcement officers with community residents and a diverse group of faith leaders at 1,000+ activities across the country to advocate justice, ease tensions, build relationships, reduce crime, and improve public safety.

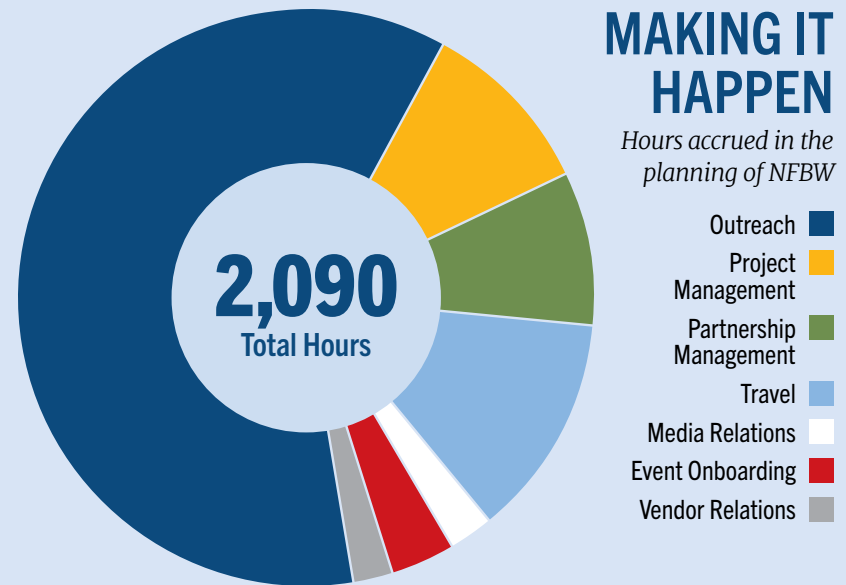
The event's activities varied in each community and all were designed to be relevant to people of all ages and interests. A few of the efforts included:

- panel discussions
- conversations between protesters and police
- essay contests
- service projects
- book discussions
- an NBA2k video game eSports Tournament
- community conversations
- cookouts
- concerts
- athletic competitions
- vigils and unity marches
- festivals
- virtual forums

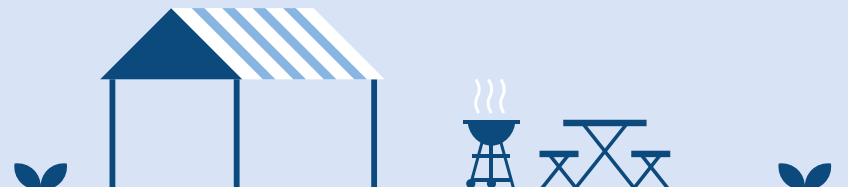
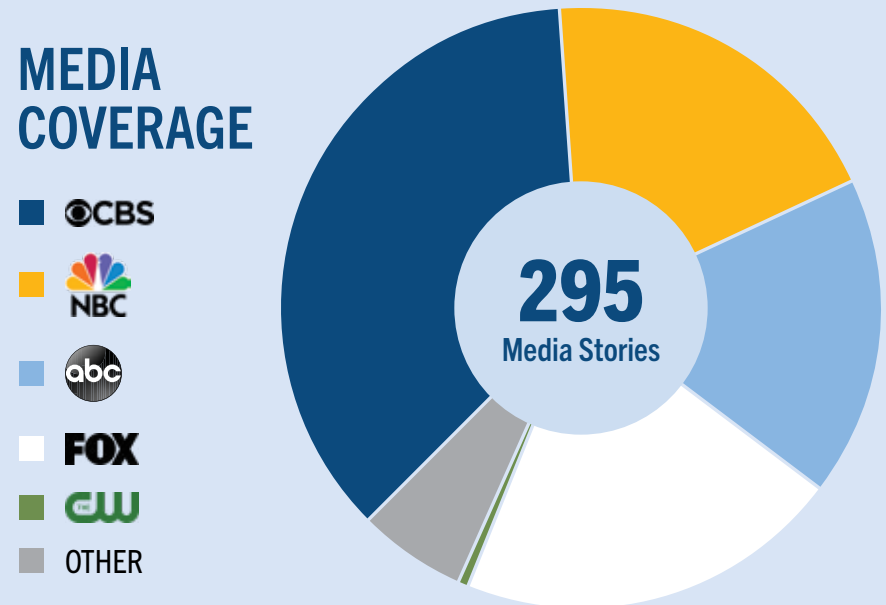
National Faith & Blue Weekend was more than an event; it laid the foundation for a path forward to better communities, illuminated by understanding, openness, and a common goal.

MAKING IT HAPPEN

Hours accrued in the planning of NFBW



MEDIA COVERAGE



PARTNERS



METRICS



\$500K
invested into the
2020 National
Faith & Blue
Weekend



93%
of the 100
largest police
departments
participated



20
consultants,
vendors,
and experts
contracted



35
different
faiths were
represented



1/3
of activities occurred
in small cities,
suburban towns, and
rural communities



295
stories covered
by the media,
including tv,
radio and print



1M+
social media
impressions
posted



24
major national
law enforcement
organizations
participated

BIRD'S EYE VIEW

SURVEY FEEDBACK

NFBW EXPERIENCE RATING:
4.5 OUT OF 5 STAIRS



WOULD YOU PARTICIPATE
IN NFBW NEXT YEAR?

YES: **92%** MAYBE: **8%** NO: **0%**

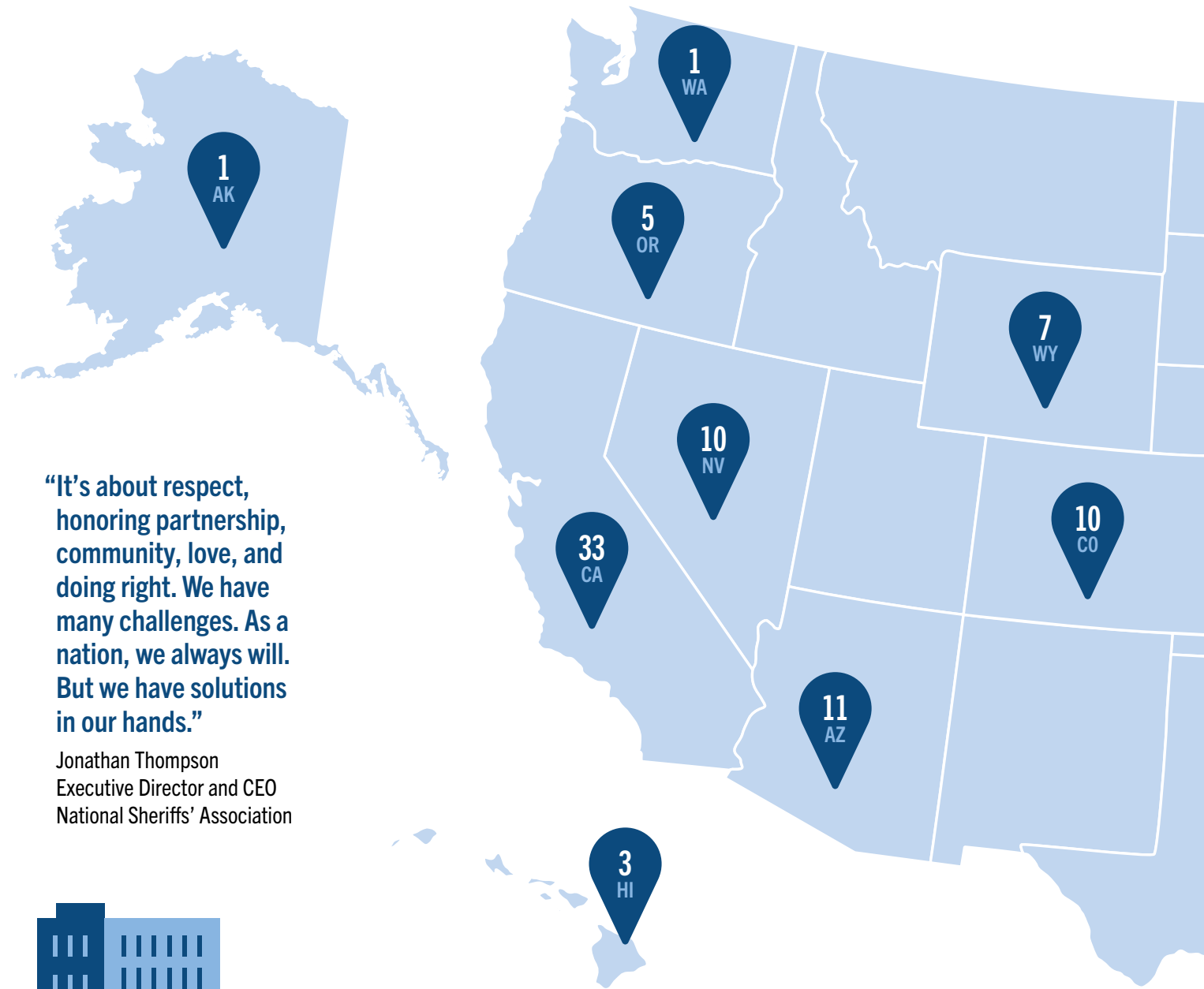
THE MAP

APPROXIMATELY
1,000
ACTIVITIES
WERE HELD ACROSS
THE COUNTRY.

*We estimate 2 out of every
3 activities were registered.
(651 formal registrants)*

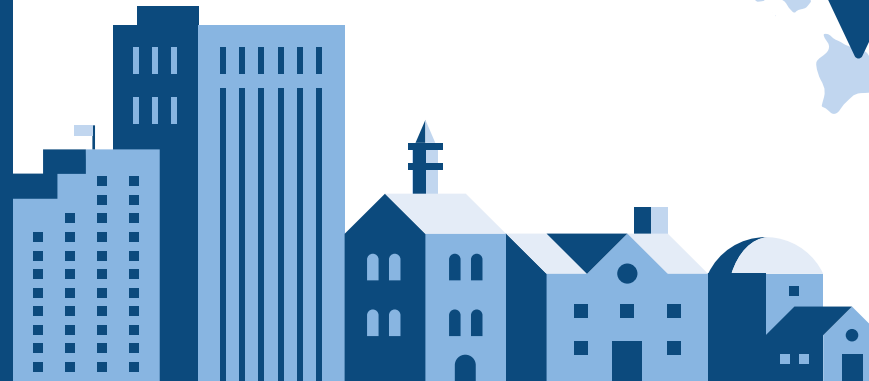
ACTIVITIES
OCCURRED IN
43+
STATES
AND THE
DISTRICT OF
COLUMBIA

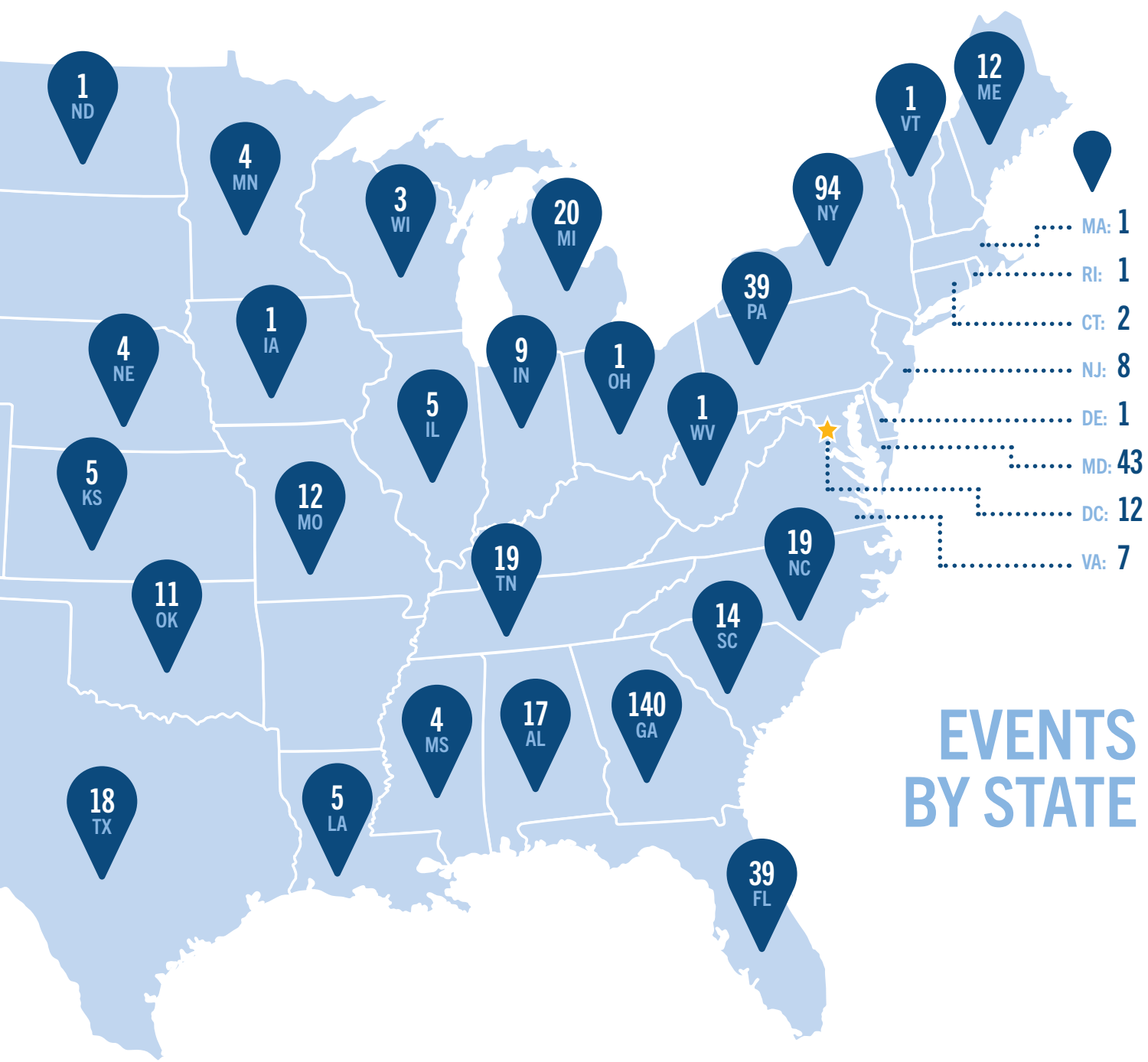
50+
DIFFERENT TYPES
OF ACTIVITIES
WERE PLANNED



**“It’s about respect,
honoring partnership,
community, love, and
doing right. We have
many challenges. As a
nation, we always will.
But we have solutions
in our hands.”**

Jonathan Thompson
Executive Director and CEO
National Sheriffs’ Association





OUTREACH

To Faith Groups, Law Enforcement Groups, and Other Potential Partners

38K

MAILERS
(OVERNIGHT AND USPS)

101K

EMAILS

62

INDIVIDUAL COACHING SESSIONS

50+

PRESENTATIONS

BIRD'S EYE VIEW

ON THE SCENE

HIGHLIGHTS FROM EVENTS AROUND THE COUNTRY

“This is a pivotal moment for law enforcement in our country. As the nation continues to overcome challenges of our time, we are reminded of the strength and resolve of our people.”

John H. Hill, Assistant Secretary
U.S. Department of Homeland Security

Faith & Blue Weekend resulted from years of vision, months of planning, and thousands of planning hours. While it is easy to surmise the Weekend’s astounding success as the residue of hard work, the reality is that it was a blessed effort.

The event was blessed by the police organizations that recognized the need to find a way to deepen the conversation and relationships in their communities. And the Weekend was blessed by the congregations, community leaders, and residents who stood with their local police to make this event a success.

In the following pages, you will see some of the faces and moments that graced the inaugural National Faith & Blue Weekend.

MARYLAND

43
EVENTS





NEW YORK

94 EVENTS

ON THE SCENE

“This is an opportunity across the country for us to get together. It’s an opportunity to talk, to listen, to hear, to share.”

Chief Don Tijerina, Past President
Hispanic American Command
Police Officers’ Association

GEORGIA



140
EVENTS

ON THE SCENE

“Bringing together law enforcement, the nation’s prosecutors, and houses of worship is just one way that we can better protect our communities.”

Nelson Bunn
Executive Director
National District
Attorneys Association



MICHIGAN



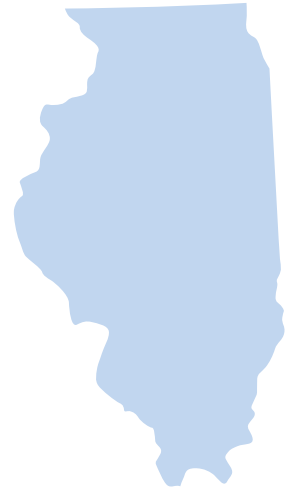
MASSACHUSETTS



“This initiative will assist in building bridges and breaking down biases through activities and outreach efforts among law enforcement professionals and the communities that we serve.”

Lynda Williams, National President
National Organization of Black Law Enforcement Executives

ILLINOIS



“Here’s an opportunity. It’s one event, one weekend, that can lead to another to another into another.”

Patrick Yoes, National President
Fraternal Order of Police



ON THE SCENE

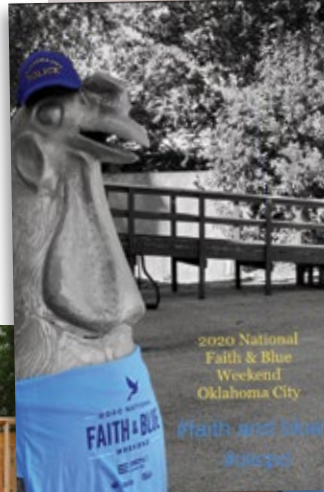
OKLAHOMA

11
EVENTS

ON THE SCENE

“If we never take the time to engage we’re never going to have [community] trust... So these events are incredibly important.”

Paco Balderrama
Deputy Chief – Special Operations Bureau
Oklahoma City, OK



ALABAMA



“We want to meet you where you are... where you feel safe, where you feel most at home... and show you that we can be trusted.”

Tina McGriff, Corporal
Montgomery Police Department



CALIFORNIA



WASHINGTON, DC

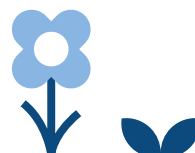


“Mutual trust and respect between law enforcement and the community is the cornerstone of sound and effective policing.”

Chief Peter Newsham
Washington D.C. Metropolitan Police Department
Major Cities Chiefs Association



ON THE SCENE



To see souls **SAVED**, lives **CHANGED**, and families **RESTORED** by experiencing God



LOOKING FORWARD...

THE NEXT NATIONAL FAITH & BLUE WEEKEND WILL BE **OCTOBER 8-11, 2021**



GETTING INVOLVED

Find out more on our website:

www.faithandblue.org

- Read about NFBW
- Submit a “Contact” form so a staff member can help you get started
- Download a toolkit



ORGANIZING AN EVENT

After a contact form is submitted, a staff member will follow-up to assess specific interests regarding your community event idea, collect additional information, and provide materials such as the toolkit to help get started with organizing the event. Creativity is key—no one knows a community or understands the unique qualities of a neighborhood better than those who live in it!



STAY IN THE KNOW!

We are planning ongoing programming, along with big ideas for the 2021 National Faith & Blue Weekend. To stay connected, please join our e-newsletter by visiting www.faithandblue.org/newsletter-sign-up



LESSONS LEARNED & RECOMMENDATIONS

The level of participation, enthusiasm, and positive energy surrounding the inaugural National Faith & Blue Weekend was inspiring. Lessons learned informed the following five recommendations for enhancements for future events.

1. COLLABORATE & REPLICATE

In addition to the 21 National Faith & Blue Weekend activity examples provided in the event toolkit, local organizers designed and implemented other new and creative activities. In 2021, it is important to help organizers design and share their unique ideas with each other.

2. CONSIDER RENAMING

National Faith & Blue Weekend was designed to include all public safety professionals, including police officers, sheriffs, prosecutors, probation and parole officers, as well as other state and federal justice system entities. A change in the name of the event should be considered in order to be welcoming to all prospective participants and partners.

3. EXPAND PLANNING PERIOD

The majority of planning for the 2020 National Faith & Blue Weekend did not commence until August of 2020. For the 2021 event, a longer planning period will help activity organizers more effectively collaborate and coordinate.

4. PROMOTE MORE PUBLICITY

Although 295+ news stories about the 2020 inaugural National Faith & Blue Weekend is a great start, more media coverage is achievable, especially for a nationwide event that in its first year included 1,000+ simultaneously occurring community activities. Providing additional pre-event training and technical assistance, such as how to pitch a news story, will help local organizers better promote National Faith & Blue Weekend in print, social media and television formats.

5. EMBRACE THE OPPORTUNITY

The tremendous participation in the 2020 nationwide launch of National Faith & Blue Weekend illustrates the desire and need for positive community-police engagement. In addition, houses of worship provided an essential resource for facilitating this engagement, drawing in people from all backgrounds and perspectives. Continuing to connect residents and law enforcement in cities and towns across the country during the 2021 Weekend and beyond is essential.



CONTACT US

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THANK YOU

TO EVERYONE WHO HELPED MAKE THE INAUGURAL NATIONAL FAITH & BLUE WEEKEND A **HUGE** SUCCESS!

