



DIVERSITY
LEADERSHIP ♦ ALLIANCE

2020-21

ANNUAL

REPORT



CO-FOUNDER'S LETTER



“Our goal has always been to provide a forum for diversity and inclusion dialogue, as well as offer learning opportunities to enhance professional development, understanding, promotion and management of diversity as an essential part of business success.”

We are thrilled to be celebrating our 20th anniversary this year — and what a year it has been. While the events of 2020 and 2021 have been trying and heartbreaking, they have also been motivating. If anything, the past two years have deepened our resolve and commitment to dismantling systemic racism in all its forms.

At Diversity Leadership Alliance, our goal has always been to provide a forum for diversity and inclusion dialogue, as well as offer learning opportunities to enhance professional development, understanding, promotion and management of diversity as an essential part of business success. Organizations that understand, recognize and value diversity can attract and retain top talent, as well as have a competitive advantage in the marketplace.

In this report, you'll read more about how we do that, through conferences, workshops, youth outreach and

scholarships. And you'll discover how you can get involved and become an agent of change in your own life. Because if there's one thing this last year has taught us, it's that we need more people speaking up in support of equity and inclusion. We need to raise our collective voice loud enough so that we drown out the hate — and we need to get to work in undoing the havoc that racism has wreaked throughout this country.

I can't wait to see what the next 20 years brings. Can we count on you to join us in this long but oh-so-worthwhile fight?

Sincerely,

MARION KELLY

DLA Co-Founder
Director, Community Affairs
Mayo Clinic

Diversity Leadership Alliance guides leaders in the transformation of culture to build an inclusive community where each person is equally respected and empowered.

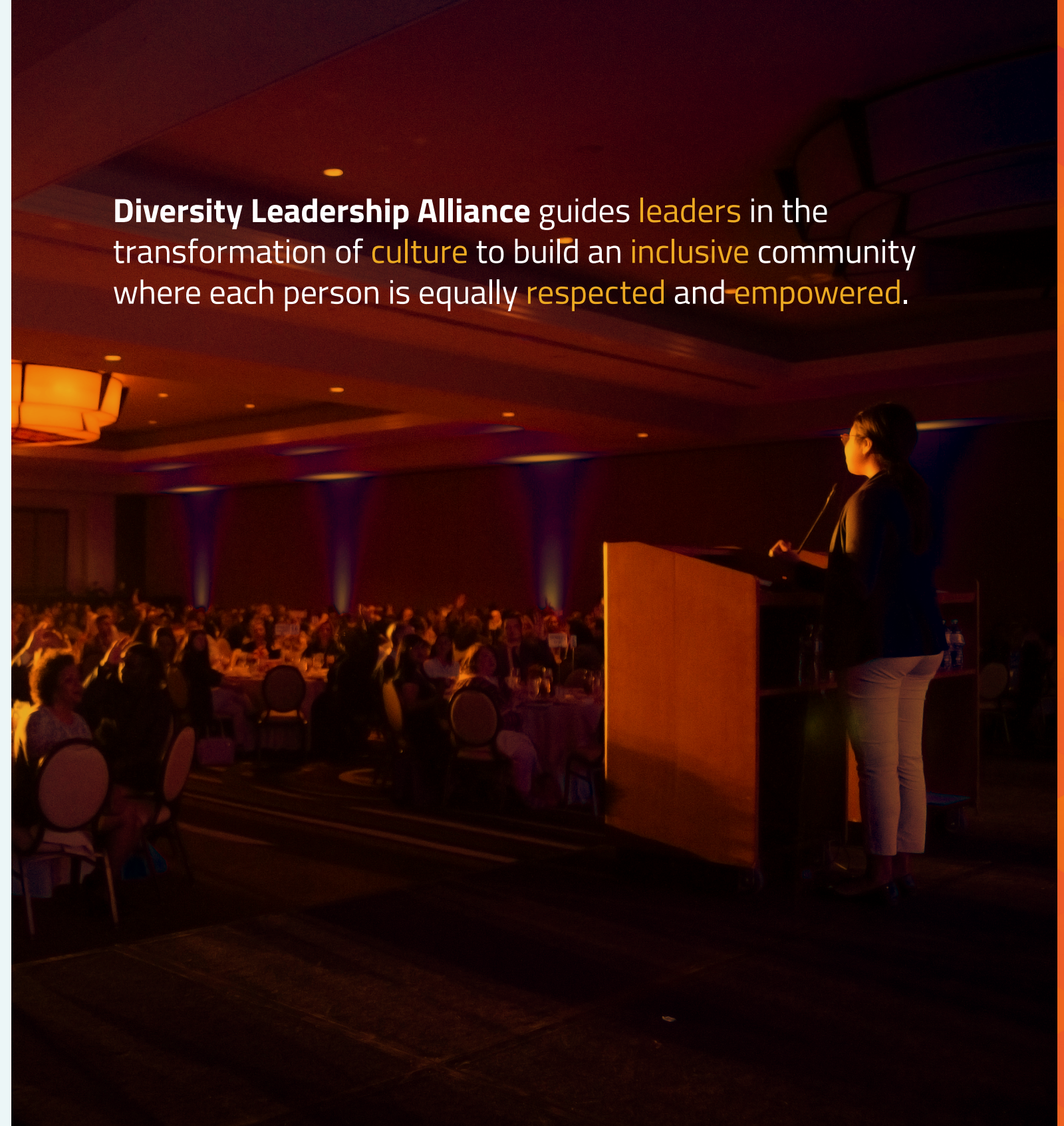


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UPFRONT



DLA Executive Director Joanna de'Shay and Board Member Essen Otu.



Caption here.

Conference 2021 Goes Virtual

Our 20th anniversary conference, “Uncomfortable Conversations that Ignite Change – the dialogue continues” was held from November 17th - 19th 2021 and was a three-day all virtual Conference, with our Diversity Awards presented for a third year in partnership with Arizona SHRM. The 2021 conference identified and addressed the deep-rooted, insidious nature of racism by harnessing the powerful tools of education and dialogue to help eradicate them. The powerful content and meaningful dialogues were a critical start to help reduce racist thoughts, behaviors, and actions. The goal of the 2021 conference was to give attendees powerful tools that they could begin to use, add to their arsenal or fine tune to help them move along the continuum of social justice, equity work and ultimately systemic change.

Free Monthly Workshops That Ignite Change

In 2021, Diversity Leadership Alliance introduced “Uncomfortable Conversations that Ignite Change — the dialogue continues,” an 8-part continuation of our powerful dialogue series which addressed the systems of inequities we were seeing in education, healthcare, food accessibility/insecurity, and technology. By having these meaningful dialogues with corporate, community, and non-profit members, we hoped to eliminate some of the racist thoughts, behaviors, and actions within these various systems, encourage advocacy and social justice and promote diversity, equity, and inclusion for all of its members. Learn more at diversityleadershipalliance.org.



REMEMBERING OUR FOUNDER, CHRISTINE FRENCH

In the summer of 2019, Diversity Leadership Alliance and the Arizona community lost a compassionate visionary and courageous activist that fought every day for equity, inclusiveness and justice, when our founder, Christine French, passed away. Those of us who have been fortunate enough to know and work with Christine have lost a dear friend, inspiring mentor, a confidant, transformational leader and trusted advisor. It was thanks to Christine's vision and tireless work that DLA became what it is today: one of the premiere diversity

education organizations in the country, recognized and highly regarded by internationally known diversity thought leaders. No words can adequately express our continued sadness at Christine's passing or our gratitude for the opportunity to work alongside her in this fight for equity. We honor her memory by re-dedicating ourselves to continuing this great fight and serving as a beacon of light and a voice for those who feel like they have no voice. DLA is her legacy, and we will uphold it through our vital work and actions.

BY THE NUMBERS

Workshops and Conferences

Through its workshops and conferences, Diversity Leadership Alliance guides leaders in the transformation of culture to build an inclusive community where each person is equally respected and empowered.



DLA offers a range of strategic engagement opportunities for business and community leaders.

20

years of guiding leaders in the transformation of culture to build an inclusive community where each person is equally respected and empowered.

100+

monthly participants attend our diversity awareness and education workshops.

9

Uncomfortable Conversations That Ignite Change were held in 2021 alone.

20

annual conferences, including this year's all virtual conference, where we will continue to work to eliminate some of the racist thoughts, behaviors, and actions within various systems, encourage advocacy and social justice and promote authentic, sustainable diversity, equity, and inclusion practices and programs.

\$250K

TO DATE, DIVERSITY LEADERSHIP ALLIANCE HAS AWARDED OVER 130 YOUTH SCHOLARSHIPS TOTALING OVER \$250,000.



Youth Leadership Academy

In 2008 the DLA Board of Directors recognized there was a significant population they were not reaching: Phoenix's youth. This spawned the DLA Youth Leadership Academy which was established to influence our younger community to foster change by being tomorrow's leadership and advocating for change today.

The DLA Youth Diversity Leadership Academy is a partnership with Phoenix Union High School District. Funded by Maya Cinemas and Mountain Park Health Center, the program typically has about 125 students enrolled.

To date, DLA has awarded over 130 youth scholarships totaling over \$250,000.



DIVERSITY LEADERSHIP ALLIANCE HAS ENABLED ANOTHER \$750K IN SCHOLARSHIPS INDIRECTLY THROUGH ITS STRONG PARTNERSHIPS AND HAS SUPPORTED OVER 20 YOUTH WITH FULL-RIDE COLLEGE SCHOLARSHIPS.

OUR HISTORY

20 Years of Building a More Equitable Society

Since 2001 the Diversity Leadership Alliance (DLA) has been working to transform the culture of Arizona and cultivate an inclusive community. Founded by a small group of local community and corporate leaders, DLA is one of the premiere Diversity Education organizations in the country, recognized and highly regarded by internationally known diversity thought leaders.



1998

Christine French reached out to Marion Kelly and together organized a lunch with 90 community and corporate leaders to discuss diversity and inclusion issues and how to support corporations with best practices.

1999

The conversation grew to include 300 individuals, where together they co-created a diversity and inclusion best practice model that could be used by corporations to better support their workforce.

2000

The birth of DLA came in 2000, when the group became a 501c3 nonprofit organization. During that year, the first annual conference was organized, where 900 people attended the event.

2007

As the awareness of the DLA work grew, by 2007 the annual conference attendance reached over 2,000 people. This was also the year the youth leadership program was developed and implemented.

2008

DLA awarded the first youth scholarship and engaged the first youth speaker to present at the annual conference.

2014

The Personal Leadership Program was launched, as it became apparent that students wanted to learn more about public speaking, and how to better represent themselves in the community.

2017

DLA united the youth of today with local community leaders in one workshop track for all participants.

2020

Launched *Uncomfortable Conversations that Ignite Change*, a 5-part dialogue series that was developed as a direct response to the tragic and senseless killing of George Floyd and so many other African American men and women in our communities.

2021

Diversity Leadership Alliance introduced *Uncomfortable Conversations That Ignite Change – The Dialogue Continues*, a continuation of our powerful dialogue series.

“TALK ABOUT IT, EVEN WHEN IT IS DIFFICULT, BECAUSE IT IS THE ONLY WAY FOR THE CONVERSATIONS TO EVOLVE.”

– MYOSHI MAUL, LEADERSHIP AND EDUCATION COORDINATOR AT COX

OUR WORK: COMMITTEES AND CONFERENCES

Rituals of Reflection



“THE DIVERSITY ALLIANCE HAS BEEN IN EXISTENCE SOME 20 YEARS. AND I AM ECSTATIC ABOUT THAT, BECAUSE I DIDN’T KNOW, 20 YEARS AGO, THAT WE WOULD STILL BE HERE. MY HOPE WAS THERE WOULDN’T BE A NEED FOR THIS WORK. THE NEED IS EVEN GREATER.” – MARION KELLY, CO-FOUNDER

The end of any year is often a powerful time of reflection. 2021 has proven no different as the Diversity Leadership Alliance—with the incredible support of our community—carried our important work toward new heights, into new spaces, and in front of new audiences. We found new ways to express ourselves as advocates, allies, and activists as we work hand-in-hand with our partners to dismantle racist and prejudicial thoughts, behaviors, and actions while promoting diversity, equity, and inclusion.

We have many reasons to take a pause and look back fondly on the year that was and to gather hope and determination for the year ahead. 2021 was about digging deeper. Searching, listening, and creating on more meaningful levels to root out the structural impediments that stand between us and our vision of communities that are inclusive—where individuals are respected and empowered equally.

Opportunities were seized, relationships strengthened, and inspirations emerged throughout this eventful year that we will no doubt carry forward.

Spotlight on Our Community

In this report, we will share snippets of programming from our conferences and our education committee, part of a collection of side-by-side efforts undertaken in partnership with more than 30 organizations and businesses, demonstrating the impact of our work across key strategic areas of focus, including: education, youth, corporate and community engagement.

Something We All Share

Every prominent culture on Earth shares an impulse to reflect on the past, to gather insights, and to project those insights forward into the future. They ask: Where have we been? Where are we now? What will we become in the year ahead? Whether we spend the termination of one cycle and the beginning of another contemplating a fresh set of resolutions, fasting and meditating, or dancing in celebration, we all take part in rituals of reflection.

We will put a spotlight on our partnerships to highlight the importance of these relationships to furthering our goals of transforming habits, erasing bias, and igniting change. And we will share stories that illustrate the value of engagement, advocacy, and the generosity of those who contribute their time, money, and energy to the betterment of our community.

“The most useful reflection,” writes columnist and leadership expert Jennifer Porter, “involves the conscious consideration and analysis of beliefs and actions for the purpose of learning.” We are here to reflect but, more importantly, we are here to learn—to look inside ourselves, inside our rich 20-year history, and reach towards the promise of tomorrow.

Let us now go on a journey of transference together as we bring the actions, activism, rituals, and learnings of the past year with us into the next.





Celebrating 20 Years with *Uncomfortable Conversations*

In the second half of 2020, Diversity Leadership Alliance initiated a series of conversations within our community—uncomfortable conversations—meant to ignite change, elevate subaltern voices, and eliminate racist and prejudicial thoughts, behaviors, and actions. *Uncomfortable Conversations* was created in response to the senseless killing of George Floyd. Exacerbated by the COVID-19 pandemic, that event caused many to feel adrift in their uncertainty—in matters of race, justice, trauma, and mental health. It forced us to ask broader questions about our relationship to these issues and about the security and long-term stability of our multi-racial and multi-cultural institutions.

With the support of our community, we created these conversations at a time of doubt and hopelessness for many and were so overwhelmed by the positive reception these sessions received that the decision was made to continue having *Uncomfortable Conversations* into the new year as a means of furthering discussion and diving deeper into critical areas involving race, gender, relationships, cultural humility, mental health, neurodiversity, and empowerment.

In many ways, 2021 began where 2020 left off, with events that opened

old wounds. Through the end of July, the Phoenix Police Department reported 107 bias crimes involving acts of violence against members of our community based on their race, religion, ability, ethnicity, and/or gender identity. Anti-Asian crimes, spotlighted by the Coronavirus Pandemic, nearly doubled in 2020 and continued to rise in the early part of 2021. In May, students at Highland High School in Gilbert were filmed reenacting the murder of George Floyd. In June, flyers were posted across Litchfield Park containing slurs against Jewish and African American residents. And in July, Arizona Governor Doug Ducey signed a bill into law banning the teaching of Critical Race Theory (CRT) from Arizona classrooms.

Across Arizona and the nation, marginalized populations continue to feel the sting of bigotry, oppression, and exclusion. When so many misunderstandings about race, difference, and privilege persist, uncomfortable conversations are necessary to transform narratives and give people the tools they need to begin to ask and answer important questions.

Our *Uncomfortable Conversations* series is needed now more than ever.



HIGHLIGHTS FROM THE PAST YEAR

At the end of January, we heard from two important voices in our local indigenous community, Souta Calling Last and Tyler Walls, who facilitated an interactive dialogue on the application of Cultural Humility principles as a foundation for social transformation.

For more than two decades, the concept of cultural humility has taken prominence over the more limiting idea of “cultural competence,” providing a cyclical approach to understanding our broader, more inclusive world. Both panelists demonstrated ways in which cultural humility embraces critical self-reflection as a lifelong process of learning. We are grateful for their insights.

- Participants included Souta Calling Last, member of the Blood Tribe and Founder and Executive Director of Indigenous Vision and Tyler Walls, member of the Hopi Tribe and Onandaga Nation and Project Director at Indigenous Vision.
- 125 virtual attendees.

“I’VE BEEN LEADING DIVERSITY, EQUITY AND INCLUSION WORK FOR NEARLY 20 YEARS. LAST YEAR WAS PROBABLY THE HARDEST YEAR I’VE EVER FACED. COVID HIT, THE TARGETING OF ASIAN AMERICANS INCREASED, YOU HAD GEORGE FLOYD, AHMAUD ARBERY, AND BREONNA TAYLOR, AND WE HAD THE NATION AND THE WORLD FOCUS ITS ATTENTION ON ANTI-RACISM WORK, BUT WE HAD AT THE SAME TIME AN INCREASE IN ANTI-ASIAN HATE CRIMES. IT MADE ME QUESTION MY WORK AND I WOULD WONDER, ‘IS THIS WORKING? AM I CREATING CHANGE?’” - LOR LEE, DIRECTOR OF THE OFFICE OF DIVERSITY AND INCLUSION AT MAYO CLINIC

The historical advancement of feminism in America has not always been inclusive of non-white, non-binary individuals. Women of color, indigenous women, immigrant minorities, transgender and gender-nonconforming women are often left out of the narrative around progress and equal rights. And so, it is important that the work of the Diversity Leadership Alliance recognize and seek to overcome traditional disparities and promote an expansive gospel of feminism that embraces all who would benefit from it.

In March 2021, we invited a panel of diverse women leaders to engage in an open and honest conversation about empowerment and re-envisioning global sisterhood in a time of uncertainty, change, and opportunity.

- Participants included poet and speaker, Lady Caress; consultant and entrepreneur, Dr. Velma Trayham; journalist and TV anchor, Tram Mai; President and CEO of the Arizona Hispanic Chamber of Commerce, Monica Villalobos; and Rose “Liz” Bacus, a former US Navy engineer who is now an engineer for the federal government with Integrated Security Technologies.
- We explored themes around leadership, including mentoring, leadership style, the importance of failure, ageism, and imposter syndrome.

In April, we held two dialogues, including a special session of *Uncomfortable Conversations* to elevate stories and provide support for the Asian American and Pacific Island communities who were hit hard by anti-Asian violence around the country.

Tram Mai, who we heard from in March, moderated a panel that addressed the pain, anger, and alienation felt by so many and looked to leave each attendee with at least one actionable thing they can do now to become agents of change for their Asian American and Pacific Island community members. There were more than 200 virtual attendees to this event.

- Participants included Jason C. Wong, Board Chair of Asian Corporate & Entrepreneur Leaders (ACEL); Leezie Kim, Chief Legal Officer at Fox Restaurant Concepts; Lor Lee, Director of the Office of Diversity and Inclusion at Mayo Clinic; and Jennifer Chau, Founder and Director at Arizona AANHPI for Equity.

Our *Uncomfortable Conversations* are an imperative part of our work toward shifting systems of inequity and imparting change in individual behaviors. They provide a safe pace for meaningful engagement, a place where participants and viewers can be vulnerable and share their authentic voice and feel recognized and validated.



As difficult as the past two years have been on so many, the pandemic provided us an opportunity to leap onto a global stage. Since its introduction in 2020, the *Uncomfortable Conversations* series has thrived in its virtual environment, taking our messages to places we could not have imagined just a few years ago. Online attendance to these events often exceeds 200 viewers and participants join from as far away as Germany and Hong Kong, as well as all over the United States. The impact is front and center for all who attend.

This collection of dialogues was made possible by an amazing and generous group of partners. In addition to key support from the Mayo Clinic and a grant from the Black Philanthropy Initiatives Fund from Arizona Community Foundation, we received a 2021 Programming Grant from Tegna Foundation and NBC 12 News. We would not be here without the effort and support of these organizations.

OUR WORK: YOUTH LEADERSHIP ACADEMY

Believing strongly that diversity and inclusion are fundamental to workplace longevity, DLA launched its Youth Leadership Academy specifically to prepare tomorrow's leaders to meet the future challenges of diversity. The Youth Program filled a gap not just in DLA's programming, but a real need to support those students who may not have access to the skills to ready them for a future seat at the conference table. Through monthly educational and coaching sessions, area experts worked to nurture the potential of high school juniors and seniors who want more diverse and inclusive workplaces. "The community needs as many voices and programs as possible that raise awareness for inclusion, and the importance of diverse backgrounds and thought. Without programs and awareness, communities are not as

exposed to innovative thinking that can create meaningful change," said Dominic Bartola, DLA's Board Chair and Chief Marketing Officer at qBotica. Bartola, along with Lee Barnett, SVP of Business Transformation at Wells Fargo, is also a co-founder of the Youth Leadership Academy. Barnett added: "We're talking about the future of this country . . . we're talking about youth leading." The only program of its kind in the United States, DLA's Youth Leadership Academy has excelled in the last year at creating impact around conversations that ignite change.

Impactful Conversations

One of the most important Youth Leadership Academy program features is teaching the students how to brand and express themselves through

hands-on training that replicates real life situations. Facilitated by certified diversity practitioners, and area business and leadership consultants, the Youth Leadership Academy has exposed more than 2,000 students to free, professional training. Students tackle subjects like career development, workplace collaboration, dealing with challenges around diversity and public speaking.

Without access to a program like DLA, much of Arizona's undocumented, Hispanic teen population may not have the access to the advice and direction that can set them up for future success that other teens with permanent residency status may have.

According to the research firm Migration Policy Institute, there were about 11,000 unauthorized mostly Hispanic, immigrant teens aged 13 to



83% of Gen Z-ers want to work for a company with a strong commitment to diversity and inclusion.

17 in Arizona in 2018. Undocumented students in Arizona who do not qualify for protection from deportation offered by Deferred Action for Childhood Arrivals (DACA) program will pay more for in-state college tuition since they cannot prove residency. This financial burden can put college out of reach for those students who want a higher education. DLA's Youth Program aimed to lower that barrier to higher education through its training.

For Barnett, the program is a needed tool to help underrepresented voices tell their story so they're set up for the next step in their journey to independent adulthood be it college or the workforce.

The students get guidance in conversational skills as well as online and offline personal presence (public, private and professional). Every interaction helps them find and feel like their best self.

"We are guiding them to have insights — before they leave school — that I never really understood until I was in my 30's or 40's," Barnett reflected.

Through Emotional Intelligence coaching the students learned to understand their personal values — what drives them and what [irritates] them. Workshops focused on how to approach and work through crucial conversations.

The Power of Storytelling

The Public Speaking/Personal Leadership course is the crown jewel of the Youth Program. Taught over four half-days every weekend in January and February, students gave up their down time to learn to develop presentation skills. Students were taught to dig deep and recall and write their personal stories of triumph and transformation. Then they practiced delivering their story in front of their peers.

The program awarded the top three students each a college scholarship worth over \$6,000. The goal of the public speaking course was always to prepare the students for the college interview process. The hope was that by sharing their unique story, they would stand out from other students. They could tap into the power of the diversity of their background, which has allowed them to overcome adversity.

The quality of the stories and the storytelling was phenomenal. The first-place winner then became the keynote speaker in front of more than 1,000 DLA Annual Conference attendees. The student replaced notable authors and business leaders typically paid for their speeches. The trend continues to this day.

There are stories like Alejandra's, who entered the public speaking program as a shy, 17-year-old undocumented teen, speaking English as a second language. By the end of the two months, she found her voice, sharing her story as a DLA conference keynote speaker. Six months later the teen was sharing her story once again, this time on stage with the Rev. Jesse Jackson, advocating for Deferred Action for Childhood Arrivals (DACA).

"This type of impact has created dialogue between groups that may never have had conversations in the past due to their own programmatic thinking or lack of opportunities," explained Bartola.

Program Success — Beyond the Numbers

Even with nearly \$1 million in college scholarships awarded to date, "Program success is where both adults and youth are genuinely walking away with principles that will affect them for the rest of their lives. Individuals can look back and recall that their experience with the DLA was meaningful and life-changing," Bartola noted.



How Math Saved My Life



ABRIL MORALES
2019 SCHOLARSHIP RECIPIENT

Abril Morales was this year's Conference Youth Keynote speaker. She is a native of Phoenix, Arizona and attended Camelback High School. She is currently majoring in Applied Mathematics at Arizona State University. She plans to intern over the summer to explore the different types of professional opportunities for Applied Mathematics majors. In her free time, Miss Morales enjoys cooking, listening to music, and competitive ballroom dancing. She believes that Math is a skill humans need for everyday computations. Yet, it can be used in life to create our own life equations. By implementing some math into her own life, Abril was able to create her equation for success.

DLA's success has been framed by the program's longevity. In the beginning, a handful of guidance counselors and students from six Phoenix school districts met in a school classroom to discuss D&I in leadership roles. In 2020, the Youth Leadership Program hosted more than 100 students over 14 sessions.

The positive participant feedback also provided steam for the program's future, allowing the Board to tweak the workshops for the next group of participants. Program success also stemmed from students seeing their peers open up to one another and find common ground.

Fourteen years after the Youth Leadership Program's inception, "I'm still delighted with the interaction from the students. My batteries are fully recharged by the end of each session," Barnett noted.

Support Tomorrow's Leaders, Today

DLA's Youth Program has been a catalyst for young leaders,

especially as awareness grew in the last year about the need for diverse voices. And those conversations will only continue. Inclusive and diverse workplaces top of the list of needs for cohorts of Generation Z. According to a recent survey, some 83% of Gen Zers — those youth born between 1990 and 2010 — want to work for businesses with a strong commitment to D&I.*

The more DLA can grow awareness of its Youth Program, the more voices become available that will light the fire necessary for transformative dialogue and awareness. The program has now reached the next hurdle — how to grow a highly effective, well-attended program to reach more students and encourage more inclusive dialogue?

The Board has been asked to replicate the program in other locations. The program relies heavily on adult volunteers and the kindness of area schools to let DLA hold workshops, thus it's hard to plan for program expansion.

Plus, school counselors must connect with students willing to commit upwards of half a year of free time to talk about issues such as personal growth and the challenges that come with promoting diversity in the workplace. The Board Chairs noted that expansion is a future goal.

"When I started in this industry 40 years ago, we weren't talking about diversity and inclusion," said Barnett, who strongly encourages program participants to reach back and lend their unique voices to DLA, or as he calls it 'completing the cycle.'

He continued, "I want them to come back and expand their reach into the broader non-profit community." And he hopes each returning participant brings a friend or a sibling. He recalled one student who completed the program and went on to college, but spoke so highly of the program, the younger sibling joined DLA.

"Bring one, teach one," Barnett said.

OUR PARTNERSHIPS



Lighting a Candle in Times of Darkness

In July of 1960, then-candidate John F. Kennedy addressed a crowd gathered at the Memorial Coliseum in Los Angeles saying, “We are not here to curse the darkness. We are here to light a candle.” It is in this positive spirit that the Diversity Leadership Alliance has spent the past 20 years shedding light into areas where such darkness as hate, prejudice, and discrimination still persists.

We have worked alongside allies to harness the energy of our community to make our environment more inclusive and more equitable for individuals of every race, creed, ethnicity, gender, and sexual orientation. In these efforts, our partnerships have played a critical role in helping us deliver on our mission and expand our reach dramatically since our humble inception.

These partnerships were first envisioned by DLA founders Christine French and Marion Kelly as a way of reaching corporate leaders—to educate and empower them to make informed decisions. But over time, our partnerships have grown to include community organizations, school districts, and municipal administrations.



Impact on Both Sides

The impact of these partnerships can be felt on all sides. DLA’s partners bring a great deal of expertise, resources, talent, and funding that

provides support to our monthly workshops and annual conference, as well as for our DLA youth scholarships. Through the DLA Youth Leadership Academy, partner organizations have raised more than \$250,000 to build important youth programming, leadership training, and outreach. All programming, including our monthly workshops are made free by the generosity of our partners.

In turn, DLA equips partner organizations with key tools to combat prejudice, racism, and gender discrimination in the workplace. In addition to providing a platform to create awareness around organizational commitments to diversity, equity, and inclusion, for businesses and organizations that lack the resources or internal expertise to prepare meaningful DEI learning opportunities, DLA creates educational opportunities and experiences for employees. For organizations that do have dedicated DEI resources, DLA workshop and conference speakers and facilitators are called on by partners to inform strategies and provide internal learning opportunities.

Through our partnership model, DLA fosters more inclusive, more equitable, and more sustainable professional environments.

RIGHT IN THE MIDDLE OF COMMUNITY

As Christine used to say, “You and I sit right in the middle of community.” Indeed, in the wake of the COVID-19 pandemic, the importance of partnerships to the work of DLA and to our ability to connect with the community has only increased. Both with our shift to remote programming and the expansion of our youth outreach, partnerships continue to provide a path to creating meaningful change.

LAYING A FOUNDATION FOR THE FUTURE

In that same speech mentioned on page 18, Kennedy said, “Today our concern must be with the future. For the world is changing. The old era is ending. The old ways will not do.” DLA, along with our partners, are forging ahead into 2022, building on old foundations and laying new groundwork for the expansion of vital programming.

The opportunity to become a partner and an agent of real change is available to all businesses, organizations, and administrative entities looking to enhance their commitment to diversity, equity, and inclusion.

2021 PARTNERSHIP LEVELS

Change Agent / \$20,000

- Virtual Podium Acknowledgment by Moderator
- Premiere placement of company logo on digital communication
- Digital platform speaking opportunity to conference attendees
- Full-page ad in digital event program booklet
- Logo recognition on event Power Point presentation
- Company logo on DLA website with hyper-link to company site
- (50) Virtual registrations for conference attendees

Partner / \$10,000

- Virtual Podium Acknowledgment by Moderator
- Inclusion of company logo on electronic promotional items
- Half page ad in digital event program booklet
- Logo recognition on event Power Point presentation
- Company logo on DLA website with hyper-link to company site
- (30) Virtual registrations for conference attendees

Advocate / \$5,000

- Inclusion of company logo on electronic promotional items
- Quarter page ad in digital event program booklet
- Logo recognition on event Power Point presentation
- (15) Virtual registrations for conference attendees

Supporter / \$3,000

- Acknowledgment in digital event program booklet
- (12) Virtual registrations for conference attendees

Friends of DLA / \$1,000

- (10) Virtual registrations for conference attendees



A look back at 2021 and the impact of just some of our key partnerships.

Mayo Clinic and *Uncomfortable Conversations*

DLA kicked 2021 off with another of our *Uncomfortable Conversations that Ignite Change*. Thanks to our partners at Mayo Clinic, we were able to expand this series, digging deeper into the root causes of systemic inequity and oppression. These sessions enable us to bring healing through education, harnessing the restless energy of our communities into action.



Mountain Park Health Center, Maya Cinemas and the *Youth Leadership Academy*

Thanks to the support from sponsors Mountain Park Health Center and Maya Cinemas the Youth Leadership Academy was able to receive funding, and guidance for three years from 2019 - 2021. The support of the programs 125 participants from various Phoenix area high schools allowed our students to receive much needed, valuable scholarships to help in their transition from high school to college or directly into the workforce. DLA Youth Academy Students were provided tools to create and sharpen their leadership skills while also honing in on their own personal brands. As we look forward to the future, we are in need of new funders to help carry the torch in hopes of eventually doubling our program participation numbers in upcoming years.



The 2021 DLA Annual Conference Presented by Partners Mayo Clinic, 12 News-KPNX, SRP, and USAA

For three days in November, our 20th Annual Conference continued the work of our groundbreaking *Uncomfortable Conversations* dialogue series, *Uncomfortable Conversations that Ignite Change – the Dialogue Continues*. The hybrid virtual Conference and Diversity Awards presented attendees with a safe space and place to listen and learn as they identified and addressed the deep-rooted, insidious nature of racism. Our annual conference is our largest fundraiser for our Youth Leadership Academy and we benefit immensely from the generous contributions of our presenting partners listed above, and an additional 30-plus sponsors in 2021, who have each made their own commitments to promoting diversity, equity, and inclusion through advocacy and action.

LOOKING FORWARD

Fostering the Future of Diversity Leadership Alliance

What would eventually become Phoenix's go-to for crucial conversations around diversity and inclusion (D & I) in the workplace started with questions around 'what-if.' Some two decades ago, a single lunch chat pondering 'what if our communities could be more inclusive' and 'what if we could find ways to be a part of that transformation' later launched an event bigger talk with nearly 100 community and corporate leaders to discuss issues of diversity and inclusion. Questions around how to support area businesses with D & I best practices, effectively set the stage for the creation of the Diversity Leadership Alliance (DLA) and the impactful work that has been accomplished.

Since those early days, the DLA has reached new heights and still has more to contribute. Spurred by recent movements such as Black Lives Matter and MeToo (#MeToo), the work of DLA is more relevant than ever. These external movements are driving conversations and activating social change for equal justice for Black communities in America and against sexual abuse and sexual harassment of women, for starters. Even the application of state and local resources available to navigate COVID-19 have disproportionally affected people and communities of color. Tackling these issues with business leaders and subject matter experts offers possible solutions to that can break down barriers to creating a level playing field. That is where DLA excels and plans to continue its focus.

Refining Our Approach

As DLA reflects on these changes taking place nationwide, it is looking inward and planning for the organizational transformation needed to carry it well into the future. Long-term planning has begun with evaluating staffing needs, program updates, marketing plans and more. Currently, work is performed by an Executive Director and an all-volunteer Board of Directors, which magnifies and promotes DLA's mission and values across Arizona communities.

The Alliance is refining its approach to ongoing programming for adults and youth alike. It has developed a bold vision for the future to continue to facilitate relevant and needed conversations like the eight-part, virtual series on *Uncomfortable Conversations That Ignite Change*.

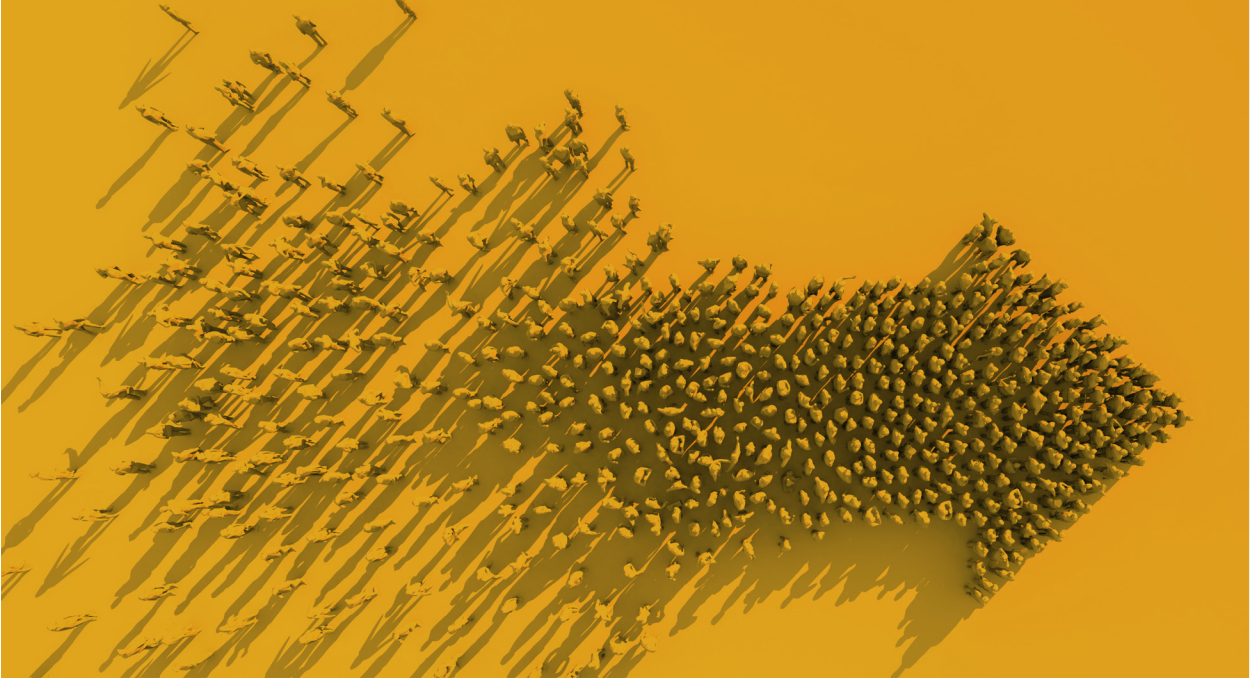
Initially launched in 2020, these ongoing dialogues sought to address the systems of inequality across education, healthcare, food accessibility/insecurity, and technology. By continuing these dialogues throughout 2021 with corporate, community, and non-profit members, DLA hoped to highlight and discharge some of the racist thoughts, behaviors and actions within structured systems, encourage advocacy and social justice while promoting diversity, equity and inclusion for all.

Topics covered included, "Helping transgender employees feel a true sense of belonging in the workplace" as well as "Embracing Neurodiversity in the Workplace."

Feedback from workshop participants to date has helped magnify gaps in programming, which allows for changes to content or approaches before the next sessions begin. So, it's imperative DLA be ready to offer future leaders the skills to transform culture and, build and maintain inclusive communities.

In the wake of the COVID-19 pandemic, DLA has never depended more on technology to deliver learning experiences for youth and host crucial conversations with adults. As such, investing in technology is a critical need for ongoing programming and expanding reach.

With numerous requests to replicate the program and its results, DLA is actively reevaluating its framework for recruiting corporate sponsorships to help bring DLA's Youth Program to more students in more high schools across Arizona. Increased funding would also allow for additional workshops and training for businesses that want to improve their organizational culture and promote diversity and inclusion within the communities.



BECOME AN
AGENT OF
CHANGE



How Do We Get to the Future?

You're invited to be a part of the continuing conversation and diversity and inclusion and planning for the future of DLA. We know who we are. We need your support and resources more than ever to help shape who we can become. We are grateful for the continued contributions of our Board and their unwavering belief in bold and progressive

businesses and the communities they serve. We devote most of the funds raised for program services with the small, remaining portion going toward administration and project development. Join us in transforming DLA into a nationally renowned think-and-do non-profit that works to sustain diversity and inclusion for the next 20 years and beyond.

Rise DLA

BY LADYCARESS

There is something to be said about those who live life while
simultaneously leaving a legacy
What do **THEY** do?
Well, they rise like the words of Maya Angelou
They write their visions down
But then they leap from those pages
They are proof we can break whatever locks, cage us
And when faced with the realities of what's shaped us
We can rise together for it's the same clay that makes us
Brave us!
Bruised yet boldly starring our mountains in the face
Resiliently rebuilding in an unfamiliar place
Facing our fears as we proudly pioneer
Building bridges from our brokenness
To cross rivers of our tears
And even in those moments when we feel we cannot make it
Remember our strength has been tested before and nothing can break it
Truth is growth doesn't come without pain or pressure
And at times when things are heating up that growth is very hard to measure
But even then if hope is all you've got
That's all you need to thrive in hot
So don't you dare give up yet just continue to sweat
Chill when it's cool
But when the temperature gets higher
Use everything you've got to build a fort in that fire
So let them speak of our legacy while we are yet still alive
For we be like heat
We **RISE!**



DIVERSITY
LEADERSHIP ♦ ALLIANCE

13835 N. Tatum Blvd.
Suite #9-457
Phoenix, AZ 85032-5581

Website: www.diversityleadershipalliance.org
E-mail: leadership@diversityleadershipalliance.org