

REPRESENT JUSTICE

ENGAGE. TOGETHER. DEMAND.

Just Mercy Impact Report 2019-2020



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A background image showing a close-up of two hands. The hand on the right has a large, dark tattoo that reads "Justice" in a stylized, cursive font. The hand on the left is partially visible, holding a small object. The image is overlaid with a semi-transparent blue filter.

OUR MISSION

Represent Justice's mission is to turn stories into action to change the justice system, while building the capacity of system-impacted communities.

OUR VISION

Represent Justice's vision is a fair legal system, dignity for system-impacted individuals and communities, and an end to extreme sentencing and mass incarceration.



representjustice.org | @wererejustice

ORGANIZATIONAL VALUES

ACCOUNTABILITY

We take ownership and reflect on our successes as well as setbacks. We are committed to having meaningful and constructive conversations.

TEAMWORK

Through teamwork and collaboration we achieve our best results. We support each other's work and uplift each other in times of need. We equally share success and failure.

CREATIVE AND INNOVATIVE

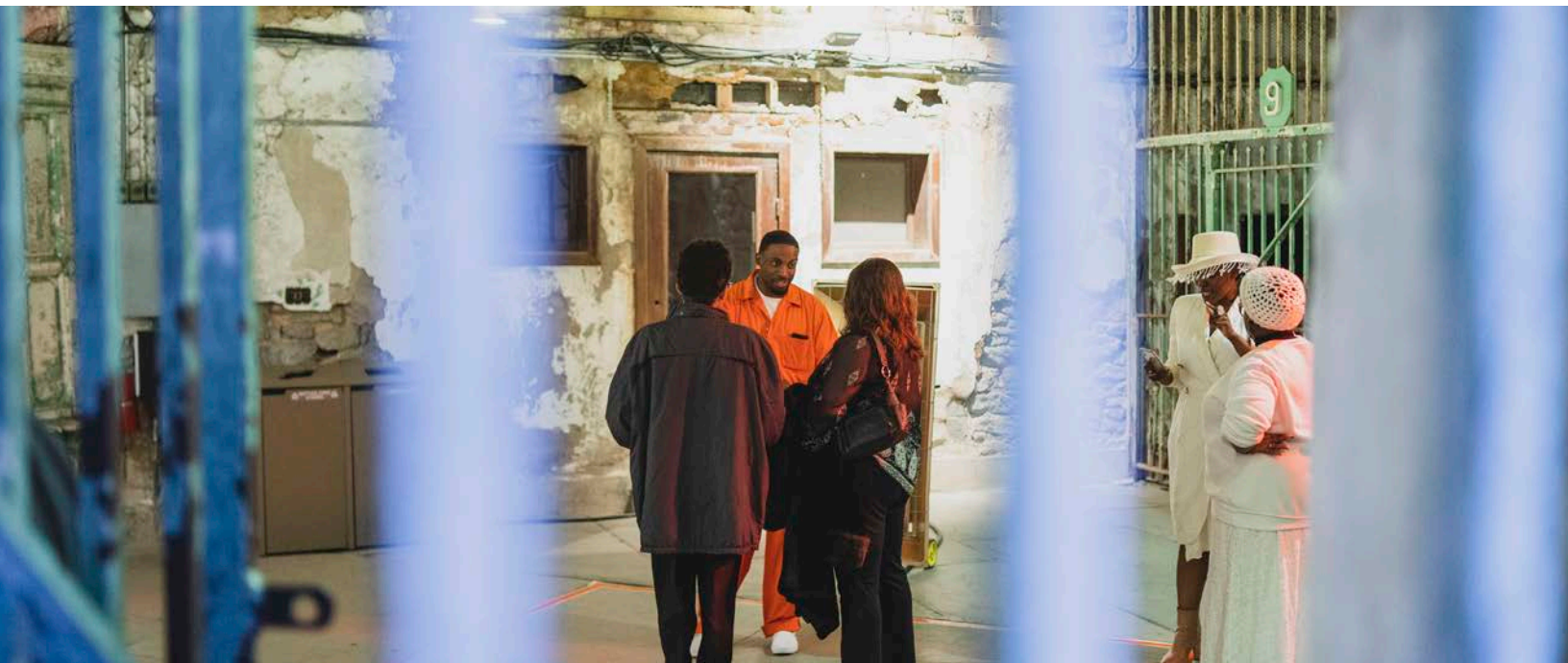
We remain curious and interested in new approaches. We are willing to test out new and innovative ideas within our programs.

INCLUSIVE

We bring together diverse experiences, backgrounds and knowledge bases.

TRANSFORMATIVE

We are not bound to convention. Our ideas are audacious and future-focused.



COMMUNITY VALUES

RESPECT

We show a deep appreciation and knowledge for the foundational work done by other organizers and activists. We develop our own expertise and seek continuous learning so that our actions and language can be intentional and thoughtful.

EMPATHY

Through storytelling, we create proximity to inspire empathy, and to actively cultivate an understanding of the history and culture of the communities we serve.

SYSTEM-IMPACTED

Our solutions are formed in collaboration with system-impacted communities. We are mindful of the untold narratives of systemic oppression, and we educate ourselves on the foundations laid by organizers and activists within the community.

COMMUNITY-LED

We build up our community partners; we provide resources and amplify their platforms and relationships to create lasting impact in their work.

PASSION

Our impact on communities is never transactional. We remain committed and dedicated to making a difference.



“We can tell stories that change our world.”

Shortly after I stepped away from producing films and founded the Anti-Recidivism Coalition, I was chatting with someone at a party. He was involved in the movement for marriage equality, and I asked him what he considered to be the game-changing moment. He responded, rattling off a list of movies and TV shows — *Glee*, *Will & Grace*, *Modern Family*, *Milk*. Those positive, humanizing representations of LGBTQ people on screen changed the hearts and minds of viewers across the country.

When I heard that, it confirmed what I already knew — the power and influence that films have to move audiences. With enough support and resources, we can tell stories that change our world.

When I came back into the film space to launch One Community, a social impact co-finance company, I did so with the belief that strong storytelling has the power to generate empathy and change. A film could be used as a launchpad for transformative conversations, policy reform, and legislative action.

JUST MERCY, the film my company One Community co-financed alongside Warner Bros., was the ideal test subject. The film tells the true story of young lawyer and co-founder of the Equal Justice Initiative, Bryan Stevenson, and his battle for justice for Walter McMillian, who was wrongfully convicted and sentenced to death. As the film follows the hard-won, history-making fight for McMillian’s freedom, it highlights the inequity embedded in our justice system — the overcriminalization of people of color and the poor — and the power of redemption.

The film premiered at the Toronto International Film Festival, and was released nationally in December 2019. It was received enthusiastically by audiences who found themselves compelled by Bryan and Walter’s story, and we followed that up with a vigorous and far-reaching public engagement campaign, designed and developed by One Community and implemented by the team at Represent Justice. Through screenings, art activations, and programming inside of prisons, the campaign unpacked the themes of the film, using Walter and Bryan’s phenomenal story as a way to talk about what kind of justice system we’d like to see today.

As you’ll read in this report, the film spurred conversations about people’s capacity for redemption, the impacts of extreme sentencing, and the transformative power of hope. Watching *JUST MERCY* not only inspired empathy in the hearts and minds of viewers, but we’re proud to say that empathy led to actionable change — not organized around politics, but around our shared humanity.



A stylized, handwritten signature in black ink.

Scott Budnick
CEO, One Community



INTRODUCTION

The power of media and entertainment to engage audiences in the most pressing civil and human rights issue of our time is substantial. In 2020, Represent Justice saw the national dialogue around narrative change and authentic storytelling shift into a critical alignment with our mission to turn stories into action to change the justice system. In this current moment, new allies are actively seeking ways to become more proximate to the issues of racial prejudice. They are more receptive than ever, as audiences, to learning about the deep-rooted issues of racism facing this country, including those perpetrated by the justice system.

What started as an impact campaign around one incredible story — that of Bryan Stevenson and Walter McMillian — has helped to grow a movement to uplift stories that restore dignity to system-impacted individuals, and create real, lasting public demand for a fair legal system. It is a movement that brings diverse audiences together — business, sports, entertainment, and philanthropy. With the support of our system-impacted Ambassadors and incredible partners, the Represent Justice Campaign successfully reached new audiences and new supporters. It has moved these individuals up a ladder of engagement, creating a more aware and robust public demand for change.

In the midst of a global pandemic, our Campaign team was able to expertly pivot to meet the urgency of the moment. By doubling down on virtual and online programming, our team was able to effectively raise awareness of both the work of our partners and of the incredible vulnerability of incarcerated communities who were being left behind in the health and safety discussion. We provided a platform to raise awareness and advocate for compassionate releases. We provided emergency grants to direct service organizations working with system-impacted individuals, as well as to those holding policymakers accountable for decarcerating jails and prisons.

This work of creating public demand through storytelling and impact media is just beginning. Moving forward, Represent Justice will serve as a platform where new audiences can listen, learn and take action to demand systemic change. We are giving everything we have to this moment. We are continuing as an organization dedicated to uplifting the voices of those most marginalized and changing the narrative around our justice system.

Through powerful stories told through art, media and entertainment, Represent Justice will continue to raise awareness and inspire collective audience action that creates impact and accelerates narrative, cultural, and even policy change. We hope you will join us.

With gratitude,



A handwritten signature in black ink, appearing to read 'Daniel K. Forkkio'.

Daniel K. Forkkio
CEO, Represent Justice

“We are giving everything we have to this moment. We are continuing as an organization dedicated to uplifting the voices of those most marginalized and changing the narrative around our justice system.”





Our work is designed to bring people proximate to the experiences and of individuals and communities affected by incarceration. We want to change the way people talk about the justice system, and to mobilize them to demand change through civic engagement. We are redefining how audiences and supporters see their own role in creating change — whether that is donating, voting or holding elected officials accountable.

Narrative Transportation Theory

The recognition that individuals are absorbed into (or lost in) a well-told story or transported into a narrative world, and that their real-world beliefs may be affected by their experience of that story. Psychological barriers are reduced and the story becomes a powerful tool for persuasion and belief change. This forms the foundation for our work.

Green, Melanie. C. (2000). The Role of Transportation in the Persuasiveness of Public Narratives. Journal of Personality and Social Psychology, 79(5), 701–702. https://doi.org/10887248/the_role_of_transportation_in_the_persuasiveness_of_public_narratives.pdf

Narrative Accretion Theory

The recognition that stories on certain subject matters add up, and that the whole may often be greater than the sum of its parts. Any one story may unearth and explore important new areas, but ultimately stories build upon and contribute to an ongoing dialogue with viewers about issues.

Jones, Jeffrey. P. (2019). Peabody Spotlight: Focus On Social Issues. <http://www.Peabodyawards.Com/Stories/Story/Peabody-Media-Center>.

At Represent Justice, we believe the justice system can be transformed through four major pillars:

- **Narrative Change:** A change to the way people talk about the issue, and the language used. This includes a change in which voices and stories are loudest, and which are marginalized.
- **Cultural change:** A shift in how the public sees its role in engaging with the issue and affecting change. Cultural change may spark boycotting, volunteering or donating.
- **Grassroots capacity building:** The work of movement leaders, advocates, organizations and those who are system impacted that lays the foundation of systems change work.
- **Structural change:** A change in the structures formed by the influence of law, policies and the business community.



THEORY OF CHANGE ILLUSTRATED

PEOPLE POWER

Engage people with content and experiences that create empathy and lead to action



NARRATIVE AND CULTURAL CHANGE

PARTNER ACCELERATION

Increase capacity for criminal justice movement leaders and organizations



GRASSROOTS CAPACITY BUILDING

POLICY WINS

Mobilize support that creates public demand for change



CHANGING STRUCTURE



SYSTEMIC CHANGE

ENGAGE JUSTICE

“We must get ‘proximate’ to suffering and understand the nuanced experiences of those who suffer from and experience inequality. If you are willing to get closer to people who are suffering, you will find the power to change the world.”

Bryan Stevenson



Brian Banks at Proximity, photo by Ricky Horne Jr.



Injustice. Redemption. Change. We know the power of words in transforming the conversation. By engaging the public through targeted screenings of *Just Mercy*, arts and sports activations, and multimedia projects, we are changing the generational narrative around the justice system in our nation.

We are working to create demand for change — and to increase the public’s proximity to the issues of injustice and those impacted by it. Leveraging *Just Mercy*’s powerful themes of systemic injustice and racial discrimination, we have mobilized audiences to think critically and to act in ways that change the narrative.

Our message has been made stronger through the voices of our Ambassadors. From the outset of the Campaign, Represent Justice made it a priority to elevate the voices, experiences and knowledge of system-impacted people. We know that those directly impacted by the justice system are the true experts in the field.

That is why 16 system-impacted Ambassadors were integral to the Represent Justice Campaign. Not only do they participate in a speaking program — where they are able to share their stories and work with those interested in justice reform — but they also help steer how we address and support change. Their work has included everything from directing our response to the COVID-19 pandemic to asking for our support in producing Free Our Vote, a voter toolkit for the system-impacted community.

“Represent Justice made it a priority to elevate the voices, experiences and knowledge of system-impacted people.”

Throughout Represent Justice’s journey, these advocates have been by our side. By courageously sharing their personal stories of incarceration with audiences, our Ambassadors encouraged a sense of empathy and dignity toward system-impacted communities.

Photo by Stevenson Opoku



JUST MERCY

Represent Justice started as a social action campaign. The Campaign was designed and developed by One Community, an entertainment and social impact company, and launched in December 2019 alongside the Warner Bros. theatrical release of *Just Mercy*. The Campaign grew out of the need for transformative change, and the need to address the injustices presented in this powerful true story. The team behind the film, including on-screen talent, was instrumental in emphasizing the importance of its message.

ABOUT THE FILM

Just Mercy is based on Bryan Stevenson's New York Times Best Seller, "Just Mercy: A Story of Justice and Redemption" and directed by Destin Daniel Cretton. The film follows a young lawyer, Bryan Stevenson (Michael B. Jordan) and his history-making battle for justice. After graduating from Harvard, Bryan might have had his pick of lucrative jobs. Instead, he heads to Alabama to defend those wrongly condemned, with the support of local advocate Eva Ansley (Brie Larson). One of his first and most incendiary cases is that of Walter McMillian (Jamie Foxx) who, in 1987, was sentenced to die for the murder of an 18-year-old girl, despite a preponderance of evidence proving his innocence and the fact that the only testimony against him came from a person with a motive to lie. In the years that follow, Bryan becomes embroiled in a labyrinth of legal and political maneuverings and overt and unabashed racism as he fights for Walter, and others like him, with the odds — and the system — stacked against them.

Themes of the film that were incorporated throughout the Campaign:


- Wrongful convictions
- Prosecutor accountability
- Impact of incarceration on families
- The death penalty
- Mental health and incarceration
- Right to counsel
- Systemic racism
- Dignity and humanity for system-impacted communities



Photos courtesy Warner Bros. from the film, Just Mercy



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A full-page background image featuring Michael Ealy in a dark suit and tie, standing in front of a large, textured stone archway. The image has a blue color overlay.

“To me, *Just Mercy* is a historical marker. The one movie that reached into the places in society that was needed the most. It educated, touched, and got society involved to change our criminal justice system that is so damaged. I was a Walter McMillian story. I was on death row for a crime I did not commit and I am so glad his story inspired people to step up and fight for the changes needed.”

Herman Lindsey

Florida's 23rd death row exoneree and Represent Justice Ambassador



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GOING BEYOND THE ROLES

The powerful roles based on real-life people led the talent and film creators to get close to the issues of the film and people they affect.

In December 2019, Michael B. Jordan, who plays Bryan Stevenson in *Just Mercy*, joined members of the Los Angeles Lakers at our Play for Justice event, which was held at the Lakers practice facility with young people from the Ventura Youth Correctional Facility. Jordan and Scott Budnick led a roundtable discussion with the youth, who provided moving testimony about their experiences within the system.



Photo by Ricky Horne Jr.

In May 2020, Brie Larson, who played Eva Ansley, teamed up with Represent Justice Ambassador Jarrett Harper for an Instagram Live conversation. The pair discussed themes of the film, racial inequity and the impact of COVID-19 on incarcerated populations. The video has nearly 1 million views.





Actress Karan Kendrick, who played Minnie McMillian, joined our Los Angeles journalist convening to talk about her role in the film, her personal connection to the issue and how the language used when reporting on the justice system can catalyze change. Kendrick also attended and performed at the concert by Common at California Rehabilitation Center, spoke at a New York Legislator Retreat in December 2019 and continued to engage with system-impacted Ambassadors via panel discussions into June 2020.



LOOKING AHEAD

Represent Justice will partner with mediamakers to design and run impact campaigns for new narrative and non-fiction films and series that spotlight human stories within the justice system. Future media impact campaigns will continue to bring together storytelling and media advisory, impact distribution, policy insight and expertise from system-impacted leadership, to create audience reach, engagement and mobilization.



FILM SCREENINGS

Just Mercy is more than a film. It is a movement. It is a call to action. Every new screening represents an opportunity to inspire audiences to become proximate to people impacted by the carceral system, to learn more about the issues at the heart of the film and to make a difference in the fight for justice. Through a coordinated effort by Represent Justice, along with Scott Budnick, our partners and system-impacted individuals, we helped coordinate special screening events to engage and mobilize cultural influencers, elected officials and core public audience groups to change the narrative around incarceration and justice.

Screenings reached an estimated **65,000 individuals across 40 states**, sharing powerful messaging and calls to action for change within the justice system. Many screenings were paired with panel discussions in which system-impacted Ambassadors and movement leaders shared their experiences with incarceration and spoke in depth about the issues of the film.

Represent Justice facilitated 650 public engagement events including screenings, discussions and special events to spread our important message far and wide. Our own screenings were supplemented by individual- and community-hosted events. In total, Represent Justice has coordinated 500 screenings, including 137 screenings with schools and student programs and 111 screenings with faith-based communities. Screenings reached an estimated 65,000 individuals across 40 states, sharing powerful messaging and calls to action for change within the justice system. Many screenings were paired with panel discussions in which system-impacted Ambassadors and movement leaders shared their experiences with incarceration and spoke in depth about the issues of the film.

Official in-theater screenings took place before and during Warner Bros.' theatrical release of *Just Mercy*, from December 2019 through February 2020, and community and campus-based screenings began in March 2020. Our grassroots audience engagement would not have been possible without Warner Bros. and Catalyst Resource Group, whose expertise in reaching students and communities of faith helped ensure crucial audiences had a chance to see *Just Mercy* in theaters.

Overall, our partners were essential to our success in engaging core audiences. Our work producing Play for Justice events with the NBA inspired professional sports teams in the NBA, as well as those in the NFL and MLB to host 44 screenings of the film.

Generous support from Eastdil Secured enabled One Community and Represent Justice to partner with DonorsChoose to organize more than 80 field trips for students in public schools across the country to see the film in theaters. Many teachers also planned accompanying classroom activities. Additionally, many of our partner organizations planned screenings and panel discussions grounded in their work to advance changes to our carceral system.

When in-person events were canceled due to the COVID-19 pandemic, Represent Justice rapidly pivoted to continue our work through virtual screenings. In March 2020, Warner Bros. released *Just Mercy* on home entertainment, and we developed a viewing toolkit for home viewers, as well as individuals and organizations planning virtual screenings. The toolkit has been accessed more than 430 times. In June 2020, Warner Bros. made *Just Mercy* available for free for the month, granting widespread access to the film as a powerful educational tool.





“The screening of *Just Mercy*, as well as the opportunity to have a conversation with Scott Budnick, Mike Conley and others afterwards, was an amazing opportunity for the Utah Jazz. It opened the door for attendees to start having candid conversations that are needed on important topics centered around race. I think everyone who saw the movie realized how impactful it was and how we all need to do our part to stand up to injustices in the court systems and beyond.”

Gina Calvert

Director Of Community Relations, Utah Jazz

“We are so grateful for the opportunity to have an honest dialogue about the true impact of not having a fair justice system. There were tears and laughter. Overall, it was a powerful event to educate others that might not be in proximity to this issue. We can’t wait to act until the issue is personal. It should be personal to all of us! Thank you for the opportunity.”

Rashida MacMurray-Abdullah

Senior Manager, Deloitte Financial Risk & Advisory



GROUP SALES VISIT:
M/GROUPSALES



“The panel’s discussion was riveting. I am a Newark resident and frequently attend Mayor Baraka’s Facebook live events. His ideas are progressive and the more I learn about him, the more I’m impressed. I’m excited and plan to donate and get involved in these organizations as much as possible! Thanks to Prudential for hosting such an event.”

Anonymous audience member

Prudential’s screening and panel discussion with Mayor Ras Baraka

“I was very moved emotionally because of a connection that I have with the movie. I have so many people like this in my life, including my dad. He has gone to jail for a lot of the same reasons the people in the movie were being convicted.

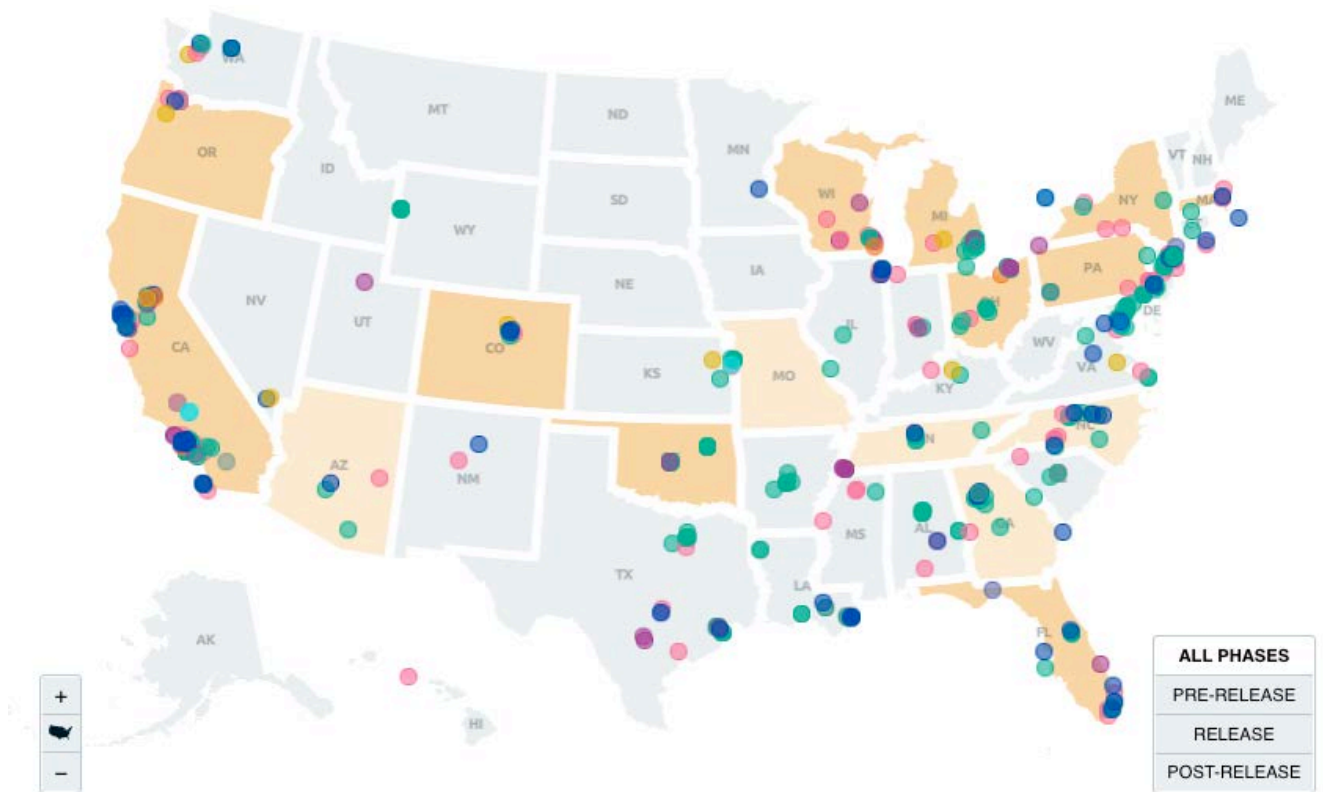
The film motivated me to be amazing. It motivated me to try to be my best and help anyone that needs help. I believe this is such an amazing movie that I will recommend to my family and friends.”

Anonymous High School Student



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DASHBOARD MAP



ACTIVATIONS

- Cultural Activation
- Faith Activation
- Journalist Engagement
- Warner Bros.

- Business Activation
- Governor Engagement
- Play for Justice

SCREENINGS

- District Attorney
- Elected Official
- Sports Team
- Educational
- Grassroots

Represent Justice has created an online data dashboard to provide detailed reporting on Campaign goals, programs and metrics to our funders and key partners. We are including a snapshot from the larger data dashboard with a map showing the location of all Campaign screenings and activation events.



INFLUENCER ENGAGEMENT

We know the power of a strong message — and a strong messenger. The involvement of well-known public figures and cultural icons helped us broaden our reach. They educated and engaged their fans and followers — bringing more people closer to the issue and encouraging meaningful action. More than 220 prominent influencers hosted screenings, spoke on panels and attended events, including:

- Model **Karlie Kloss** co-hosted a screening for youth followed by a conversation with Represent Justice Ambassador, Topeka Sam and journalist **Elaine Welteroth**.
- Actress and model **Emily Ratajowski** joined POLITICO Women for a live panel discussion with Scott Budnick and Represent Justice Ambassador April Grayson.
- **Kim Kardashian and Kanye West** bought out theaters across the country so that students, staff from local nonprofit organizations and community members could view *Just Mercy* free of charge.
- The late **Kobe Bryant** bought out a theater in Philadelphia so that community members could see the film.
- **Lena Waithe** and **Common** bought out a theater in Chicago to support community members seeing the film on opening weekend.

Talent and artists

- Michael B. Jordan
- Kim Kardashian
- Karlie Kloss
- Lena Waithe
- Elaine Welteroth

Business leaders

- Barry Sternlicht
- Mark Zuckerberg & Priscilla Chan
- Felicia Horowitz

Sports icons

- The late Kobe Bryant
- LeBron James
- Giannis Antetokounmpo
- Kyrie Irving
- Blake Griffin
- Baker Mayfield
- Dak Prescott

Policymakers

- California Governor Gavin Newsom
- Oregon Governor Kate Brown
- Wisconsin Governor Tony Evers
- Wisconsin Lt. Governor Mandela Barnes
- Cook County State Attorney Kim Foxx

These and other influential partners have, increasingly, taken a stand against injustice in the legal system. Screenings and public engagement events provided opportunities for influencers to connect with and hear the perspectives of currently and formerly incarcerated individuals, and to advocate for change in their communities.



LOOKING AHEAD

We are already building on the momentum generated by *Just Mercy* to support further dialogue and action. In 2021, we will host additional screenings, disseminate virtual viewing toolkits to a broader audience and hold discussion sessions regarding the film's themes. (In-person screenings and discussions have been replaced by virtual events as needed during the COVID-19 pandemic.) We look forward to partnering with state and local elected officials, corporations, schools and faith-based communities to facilitate screenings. We will also work with screening hosts to encourage substantive follow-up action — contacting policy officials, registering to vote, donating to Represent Justice and more.



AMBASSADORS

Represent Justice believes that those directly impacted by the justice system are the true experts in the field. They are the ones who are best poised and equipped to lead us toward building a fairer world. Thus, a cohort of 16 system-impacted advocates — known as Ambassadors — were brought together to serve as Campaign advisors, leaders and speakers at various screenings, events and activations. Together, they served nearly 250 years inside our nation's prison system.

The Ambassador role is a paid position, and core to the structure of Represent Justice. Ambassadors are advisors who have helped us set strategic goals and refine tactics to help guide the direction of Represent Justice as an organization. They are public speakers who participate in all official Represent Justice events, in person and virtual, as well as special events in facilities, helping to provide perspective and hope to those on the inside. Because our Ambassador pool includes musicians, visual artists and writers — and because all have received media training — we have empowered them to share their stories with the public through works of art, articles and op-eds.



AMBASSADORS



April Grayson

Statewide Coordinator, Young Women's Freedom Center, Sister Warrior's Freedom Coalition



Adnan Khan

Executive Director, Re:Store Justice



Bobby Gonz

Artist and Producer



Donna Hylton

Activist, Author and Founder, A Little Piece of Light



Fernando Bermudez

Artist, Activist, Educator



Halim Flowers

Artist and Author



Herman Lindsey

Activist, Board Member, Witness to Innocence



Jarrett Harper

Officer, Children's Rights Division, Human Rights Watch



Kerry Myers

Deputy Director, Louisiana Parole Project



Michelle Cirocco

Executive Director, Televerde Foundation



Nathan Pirtle

Founder and CEO, Work With The Coach



Norris Henderson

Executive Director, VOTE



Paint the Poet

Artist, Activist, Educator



Topeka K Sam

Founder and Executive Director, The Ladies of Hope Ministries



Tyra Patterson

Director of Community Outreach, Ohio Justice & Policy Center



Xavier McElrath-Bey

Co-Executive Director, Campaign for the Fair Sentencing of Youth

Our Ambassadors have participated in over 100 in-person and virtual speaking and storytelling appearances, from October 2019 through the end of 2020.





Photo by Stevenson Opoku

ADDRESSING TRAUMA

Our Ambassadors have helped to transform the justice system by courageously sharing their own lived experiences with incarceration. Because reliving such experiences can bring up old trauma, we have provided access to culturally competent mental health support for all our Ambassadors. A licensed clinical psychologist has been offering one-on-one and group therapy to support these important members of our team.



LOOKING AHEAD

We will continue to engage our Ambassadors as key partners in our work — and to provide mental health support for these system-impacted individuals. They are core spokespeople for our organization, and we are deeply grateful to them for sharing their stories of hope and redemption. In 2021, we plan to launch a new training program, which will include a focus on intentional leadership and advocacy development. We hope that this will help to grow the power of our Ambassadors, as they continue on their journeys as movement and organizational leaders.



ORIGINAL CONTENT



BY THE NUMBERS

2 million

number of views between Sept. 2019 - Jan. 2021

Photo by Ricky Horne Jr.

Just Mercy is one of many stories of hope, justice and redemption. Represent Justice has produced a variety of additional content to complement the film and support Campaign programming. This content is aimed at educating the public, driving people to take action and creating empathy through stories.

Compelling videos

Between September 2019 and January 2021, Represent Justice has produced over 60 original videos, with a total of more than 2 million views. When the world shifted due to COVID-19, Represent Justice utilized Facebook Live and Instagram Live to continue conversations, create awareness for system-impacted communities and engage new audiences around the world. To maximize viewership, videos were shared across multiple platforms, including YouTube, Twitter, Facebook and Instagram, email and directly with partners. Many videos featured compassionate storytelling from those who have been personally impacted by the justice system.

Several videos were successful in elevating the complex stories of our system-impacted Ambassadors. One video — viewed more than 70,000 times — described the journey of Halim Flowers, who, at age 16, was wrongfully convicted. He is now released, and is an incredible artist and bestselling author.

During a Representing Justice Live, Represent Justice Ambassadors April Grayson and Donna Hylton delved into the overcriminalization of women and girls, and the unique and dire challenges they face being incarcerated during COVID-19. The video has almost 9,000 views.

Production of new short-form and multimedia content that lifts up the stories of our programs, partners, Ambassadors and other system-impacted communities expanded over the course of the Campaign. Our original short-form content spotlighted several important issues related to the justice system — including mental health and trauma, extreme sentencing, restorative justice and youth incarceration. Examples included the videos featuring Healing Dialogue and Action, and our Play for Justice videos.



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Virtual reality

We supported our partner the Campaign for the Fair Sentencing of Youth, YouTube and Google in the successful development and premiere of Project Witness. This virtual reality experience focused on the adverse effects of solitary confinement on childhood development. Launched on February 13, 2020, Project Witness provided participants with a 360-degree virtual experience of solitary confinement, from the viewpoint of a child in an adult prison. Represent Justice Ambassador Jarrett Harper worked closely with the video production team to ensure a true-to-life experience that included elements of Ambassadors' own stories of hope and redemption. Viewed over 50,000 times, Project Witness provides participants with a unique understanding of how damaging solitary confinement can be, especially for a child.



Hope and inspiration series

When in-person programming was no longer possible inside prisons, Scott Budnick and Grammy and Academy-Award winning rapper and activist Common teamed up with Represent Justice to produce a series of conversations, performances and talks with Represent Justice Ambassadors and other influential figures. Broadcast in prison and detention facilities in more than 40 states, the conversations reached over half a million incarcerated people across the nation.



LOOKING AHEAD

We will build on these successes, producing additional original content that is aligned with our efforts to change narratives, alter perspectives and transform systems. Future productions are expected to include digital series, podcasts, short-form videos, virtual reality and/or augmented reality experiences, as well as concerts, art installations and recorded music. We will continue to amplify the marginalized voices and perspectives of system-impacted individuals through the arts.



MOBILIZATION THROUGH MUSIC

Much like film, music is a powerful avenue for storytelling. It transcends boundaries of age and experience to move people like no other. Represent Justice works with music and musicians to inspire empathy, reach audiences on an emotional level and connect the public with individuals impacted by the justice system.

COMMON CONCERT

On December 6, 2019, Represent Justice, in partnership with the Anti-Recidivism Coalition (ARC) and Imagine Justice — and produced by Plus One society, organized a concert and roundtable conversation involving incarcerated individuals alongside Grammy and Academy-Award winning rapper and activist, Common. The event took place at the California Rehabilitation Center (CRC) in Norco, California.

Common performed a rousing set for thousands of CRC residents. During the concert, he was joined on stage by formerly incarcerated rapper and Represent Justice Ambassador Bobby Gonz. Bobby first met Common while incarcerated and performed for him, impressing the rapper. He has since had his sentence commuted and this concert was his first time back inside. Before the concert, we organized a roundtable discussion with residents of the facility, Represent Justice Ambassadors, and members of ARC. *Just Mercy* actress Karan Kendrick also graced the stage, and reminded residents of the people on the outside who care about them.

“Music was how I expressed my thoughts and feelings about being thrown away by the system. Writing songs is how I endured my reality as a lifer, which then led me to encourage others to finally open up and do the same.”

Bobby Gonz

Artist and Represent Justice
Ambassador



Photo by Ricky Horne Jr.



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As the night came to a close, the skies opened up and rain poured down. That did not stop Common from performing one last song, *Glory*, which won an Academy Award for Best Original Song from the film *Selma*.



Photo by Ricky Horne Jr.

“For him to be reaching out and showing that we matter to him is really important.”

Yusef Pierce

“It means a whole lot that there are people out there who have hope for us.”

Andre Williams



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MUSIC AND MUSICIANS

Los Angeles-based band Las Cafeteras performed at our Proximity art installation event, where members of Grammy Award-winning band Coldplay also made an appearance.

D Smoke performed at Represent Justice's NBA All-Star weekend activation, which introduced the world to Bobby Gonz, Richie Reseda and Maserati E as executive producers of the upcoming Represent Justice Album. The multi-talented award-winning artist also participated in the Play for Justice event with the Los Angeles Lakers.



Photos by Ricky Horne Jr.



LOOKING AHEAD

The Represent Justice Album will be an incredible opportunity to capture voices on the inside paired with A-list artists on the outside. Due to the COVID-19 pandemic, the album's recording was put on hold until it is possible to go back into prison facilities. Meanwhile, executive producers Greg Wells, Scott Budnick, Kristen Ingram, Bobby Gonz, Richie Reseda, David Jassy and Maserati E have completed the first single. We hope to release the full album in 2022. Moving forward, we will also continue to engage musicians in our work through performances, discussions and advocacy.



ACTIVATION THROUGH ART

Represent Justice recognizes the power of art to inspire, empower and educate. We leveraged this power to further our goal of widespread change in the justice system. Throughout the Campaign, we created several art and multimedia events, with powerful results.

PROXIMITY



In January 2020, Trap Heals — a firm of artists and strategists founded by cultural architect Damon Turner and co-chaired by Black Lives Matter co-founder Patrisse Cullors — launched Proximity. The weeklong collaborative art installation in South Los Angeles coincided with the nationwide release of *Just Mercy*. Featuring music, dance, spoken word and additional art forms, Proximity was designed as a healing space where participants could also engage in yoga, reiki and acupuncture. One installation involved four phone booths, where attendees could hear currently incarcerated people tell their stories. This powerful art happening brought people closer to the issues presented in the film *Just Mercy* and provided a space to reimagine a more just future. Represent Justice curated conversations and performances, including a spoken word performance by Represent Justice Ambassador Halim Flowers and a storytelling interpretive dance with Ambassador, Jarrett Harper. One powerful moment in particular happened on the day of Kobe Bryant’s tragic death: Faith leaders and community members came together for a special prayer and moment of mourning in the space.



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JR INSTALLATION AT TEHACHAPI



iPhone Screenshots



In partnership with world-renowned artist JR, as well as the California Correctional Institution (CCI), Warden W.J. Sullivan and the Anti-Recidivism Coalition, Represent Justice produced a large-scale artwork inside a maximum security prison. The piece involved taking portraits of and interviewing currently incarcerated men, survivors of crime, advocates and formerly incarcerated individuals. The portraits were then printed out in large-scale sheets and wheat-pasted on the “yard.” People can view the piece through the JR:murals app (available for iOS and Android), and tap on the image of each incarcerated person to hear their stories in their own words. Forty-eight currently and formerly incarcerated individuals worked on the piece.



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THE RIGHT OF RETURN



Represent Justice organized The Right of Return, a pop-up art experience hosted at the Eastern State Penitentiary Museum in Philadelphia, which is considered to be the world's first penitentiary. The experience featured the work of formerly incarcerated artists, and spoke to the experiences of those who have been most impacted by incarceration. Works, including video, sculpture, painting, photography, commissioned installations, poetry readings and performances, engaged the public around an array of topics related to the justice system. As a result of the partnership, Eastern State Penitentiary permanently installed the work of Jess Perlitz, Jesse Krimes, Tyler Held and Dehanza Rogers.

HOLIDAY CARD CAMPAIGN



Art by Fernando Bermudez

Represent Justice partnered with Flikshop to send over 14,000 holiday cards to currently incarcerated men and women in eight facilities across the county. The cards featured artwork from Represent Justice Ambassador Fernando Bermudez and an uplifting holiday message. The goal of this campaign was to provide hope and inspiration during the holiday season while maintaining and building good working relationships with facilities across the US.



LOOKING AHEAD

We will continue to enlist artists as collaborators in spreading messages of justice and redemption. In the future, we hope to launch additional art installations and multimedia events that strengthen storytelling, change public sentiment and mobilize people to action. We will continue to engage artists and influencers to help raise awareness, elevate system-impacted voices and drive actions like donations or legislative outreach.



PLAY FOR JUSTICE



The Play for Justice program would not be possible without Plus One society, an award-winning, Black-owned event production and marketing agency, which is led by executive producer Kristen Ingram and focused on social justice and racial equity. We are also grateful to the Anti-Recidivism Coalition, One Community, Prison Fellowship, Imagine Justice and the NBA and NBA Cares for their partnership.

Our Play for Justice program enlisted the help of professional athletes to help reshape the conversation about our nation's justice system. Through a partnership with NBA teams and the Anti-Recidivism Coalition, we brought together players, coaches, owners, staff, celebrity guests, state and local policymakers and individuals in correctional facilities for intimate roundtable discussions and basketball games.

Play for Justice leveraged the power of sports and community to create meaningful interaction between decision-makers and individuals impacted by the justice system — spreading important stories of hope and redemption. These events created impact by bringing influential people to system-impacted communities — and bringing teams to fans inside that do not get to experience live events. These events garnered hope. They created space for incarcerated people to be heard and seen by sports icons and elected officials. Crucially, the events also created opportunities to bring governors and state representatives inside prison facilities — in some cases, for the first time — and generate support for statewide legislative changes.



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SACRAMENTO KINGS

In December 2019, players, owners and coaches from the Sacramento Kings joined Scott Budnick, the Anti-Recidivism Coalition, Represent Justice Ambassadors, and legislators for a facilitated conversation with incarcerated men at Folsom State Prison. Following the conversation, Kings coaches and staff participated in a game of basketball with incarcerated players. The game included a halftime show by the Syncopated Ladies, announcement by Duke Tango and a full concession stand — helping to bring the hype of games to the inside and melt away the prison walls. After the game, incarcerated men and professional players were interviewed by a full media pool, with journalists acting as if they were covering a typical NBA game. Robert Lacey, who was incarcerated at Folsom during the event, reported on the event for the prison paper. In 2020, after serving 24 years of a 37 year-to-life sentence, Lacey was released. He credits Represent Justice for helping him navigate the process to get released — and for giving him hope. Lacey participated in an Instagram live event with Represent Justice in celebration of policy measures that will continue to help bring people home.



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CLEVELAND CAVALIERS

In March 2020, Represent Justice and the Cleveland Cavaliers, in partnership with Prison Fellowship and the Anti-Recidivism Coalition, hosted a Play for Justice game and locker room-style conversation. High-profile members of the Ohio General Assembly attended the event, including the head of the Ohio Legislative Black Caucus and House Meeting leader. The event acted as a turning point for two Ohio justice reform bills, Senate Bill 3 and Senate Bill 256. Senate Bill 3, which would reclassify low-level felony drug possession charges as misdemeanors, was, at the time, moving very slowly through the Ohio legislature. Senate Bill 256 would abolish life without parole (LWOP) for juveniles and provide sentencing reform consistent with United States Supreme Court precedent to allow for parole hearings for juvenile offenders after a specified time spent in prison.

Since the Play for Justice event, Represent Justice Ambassador Tyra Patterson, who served over a decade in a prison in Ohio after a wrongful conviction, spoke with the Cavaliers, and asked Senate President Larry Obhof to consider Senate Bill 256. Additionally, one of the Play for Justice roundtable discussion members, who is the longest-serving LWOP in the state, had his mother testify in support of the bill.





MILWAUKEE BUCKS

Represent Justice organized a basketball game and intimate roundtable discussion inside Racine Correctional Institute in Sturtevant, Wisconsin, aimed at highlighting stories of hope, redemption and the power of sports and community. The game and discussion, held in December 2019, brought currently incarcerated men and women together with Represent Justice Ambassadors, elected officials and the Milwaukee Bucks. Wisconsin Governor Tony Evers and Lt. Governor Mandela Barnes attended the event.



LOS ANGELES LAKERS

We partnered with the Anti-Recidivism Coalition to host a roundtable conversation and basketball game for 11 youth from the Ventura Youth Correctional Institute in December 2019 at the Los Angeles Lakers practice facility in El Segundo. Michael B. Jordan, current and former Lakers player and artist D Smoke all joined in. The conversations sparked hope and inspiration in the youth who participated — and created an opportunity for them to share their stories.



ALL STAR WEEKEND

In February 2020, following All-Star Weekend, Represent Justice organized a Play For Justice event at the Cook County Juvenile Temporary Detention Center, in Chicago, Illinois, in partnership with the Anti-Recidivism Coalition and the Campaign for Fair Sentencing of Youth. The event was attended by Cook County State Attorney Kim Foxx and Common. It included roundtable discussions focused on the possibility of second chances and the power of community, art and sports. It was followed by a youth basketball clinic.



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SPREADING THE EXCITEMENT

Although events with the Portland Trail Blazers and the United States Women's National Soccer Team were postponed due to COVID-19, these teams' eagerness to participate demonstrated the demand created by earlier Play for Justice programs. Many of the teams who participated in Play for Justice were inspired by screenings of *Just Mercy*. Represent Justice has facilitated 44 *Just Mercy* special screening events with NBA, NFL and MLB teams, including a screening and volunteer activity hosted by the NFL's social justice initiative Inspire Change during Super Bowl LIV weekend.

ATHLETE VOICES

Through Play for Justice, NBA players, former players and coaches worked with us to bring joy to those affected by the justice system, and to engage the public in conversations that drive them to take meaningful action in the fight to end mass incarceration.

Play for Justice events go beyond creating opportunities for connection and conversation. Play for Justice events generate hope for incarcerated individuals, and eye-opening connections for athletes and elected officials alike. As a result, Play for Justice events have the potential to move forward legislative opportunities identified by partners and advocates in the cities and states where the games take place — and to ensure that justice reform remains a critical priority.

George Hill, point guard for the Oklahoma City Thunder (traded from the Milwaukee Bucks in November 2020), has been a strong advocate for transforming the justice system and protecting incarcerated people during the COVID-19 pandemic. Our series of Instagram Live conversations between Represent Justice Ambassadors and influencers has included an episode featuring Hill and Represent Justice Ambassador Xavier McElrath-Bey. The conversation was shared via the NBA's Instagram account, which has 48 million followers.

In August 2020, the Bucks, led by Hill and Sterling Brown, decided to not play their scheduled game in response to the shooting of Jacob Blake, a Black man, by police in Kenosha, Wisconsin. Athletes from the Bucks reached back out to Represent Justice for assistance, and were connected with Lt. Governor Mandela Barnes, who had attended a Play for Justice event. The demonstration by the Bucks showcased the power of proximity to those who are impacted by the justice system, and started a tidal wave of support that stopped games across leagues — including tennis and baseball — in response to the shooting and lack of accountability of police.

In July 2020, Caron Butler, former NBA champion and Miami Heat assistant coach, sat down for a one-on-one conversation with Scott Budnick. The two discussed our Play for Justice program, stories of incarcerated young people of color and the movement for racial justice. Butler serves on the board of the Vera Institute of Justice.

During the Bucks' visit to the Racine Correctional Institution in December 2019, Giannis Antetokounmpo had a holiday surprise for incarcerated players. After a basketball game between incarcerated men and Bucks members, the two-time NBA Most Valuable Player gave each incarcerated participant a pair of his signature shoes, the Nike Zoom Freak 1. The Bucks produced a short video covering the event to share the game with fans who could not join in person.

Represent Justice worked with the Brooklyn Nets and Clara Wu Tsai to plan a pre-release screening of *Just Mercy* in December 2019. After the movie, players, including Kyrie Irving and Garrett Temple, as well as leadership and staff, spoke with Bryan Stevenson about his history-setting work and his continued leadership in the struggle for justice with the Equal Justice Initiative. The Nets produced and shared a short video on the special event in advance of the national release of the film.



When *Just Mercy* opened nationwide in January 2020, Garrett Temple (traded to the Chicago Bulls in November 2020) and the Nets hosted a screening for high school students in Brooklyn, including a talkback with Temple. The event received press coverage from BET, the New York Post and other outlets. When the COVID-19 pandemic shut down the NBA season, Temple used the time at home to study for the LSAT. He is considering a career in law after his NBA tenure, inspired by watching *Just Mercy* and meeting with Stevenson.

“I will be different
after tonight, after
looking you guys
in the eye and
understanding your
stories.”

Kyle Korver

Milwaukee Bucks Shooting guard / Small
forward during a discussion with residents
at Racine Correctional Institution



LOOKING AHEAD

The power of using culture to create proximity for lawmakers and those in power — and to bring everyday individuals closer to understanding the justice system — remains enormous. Pending our ability to return to normal Play for Justice operations inside of prison facilities, we are working with the NBA to launch a version of the program that can be implemented during the COVID-19 pandemic. We envision bringing together affiliate teams with celebrity guests, policymakers and incarcerated individuals for a mix of virtual and safe in-person programming.



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FAITH OUTREACH

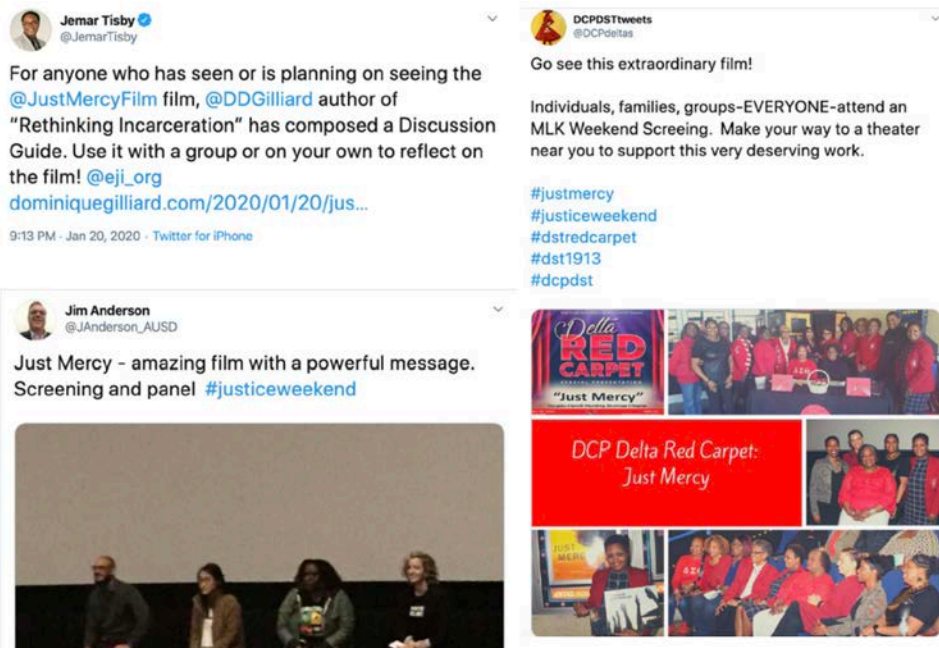
Redemption, compassion, hope: These themes are central to *Just Mercy*, and core tenets of many religious traditions. By anchoring on these commonalities, we have connected with spiritual leaders across the country, who have helped us encourage faith-based communities to put values into action, in support of systemic change.

CALLING FAITH LEADERS

On December 13, 2020, Represent Justice convened a national conference call for faith leaders — with participation from Michael B. Jordan, Jamie Foxx and Bryan Stevenson — that drew over 1,300 participants from across the country. The event generated enthusiasm, which led participants to share information about Represent Justice and *Just Mercy* through their own social media and networks. Participants also committed their congregations to participate in our Justice Weekends.

JUSTICE WEEKENDS

Represent Justice launched Justice Weekends in January 2020, as part of a nationwide campaign to encourage faith leaders to watch *Just Mercy* — and to preach, teach and share stories of justice and mercy through their worship services during the first three weekends of the release of *Just Mercy*. Nationwide, more than 170 congregations participated in Justice Weekend programming. Some faith leaders hosted special screenings of the film with their congregations. Others hosted special worship and prayer services to talk about injustice in their own communities. Many shared resources with their members detailing ways to advocate for changes to the justice system. Our Justice Weekends were implemented in collaboration with Values Partnerships, a social impact agency skilled in developing engagement campaigns highlighting core values.



FAITH IN ACTION

At the onset of Represent Justice's launch, our team presented an overview of the Campaign to the board of the National Association of Evangelicals. Our relationship with the association has in turn led to important partnerships with the Council of Christian Colleges and Universities, and with the United Methodist Church.

More than 150 faith leaders attended a private, advance screening of *Just Mercy* on December 10, 2019, at the Miracle Theatre in Washington, DC. Participants then sat in on a panel discussion with Jim Wallis, executive director of Sojourners (a Christian social justice organization and publication); Krisanne Murphy, executive director of the Catholic Mobilizing Network; Rev. H. Lionel Edmonds, founder of the Washington Interfaith Network; David Schmidgall and Joshua Symonette, pastors at National Community Church; Iman Ali, policy and programming coordinator for the Muslim Public Affairs Council; and Barbara Kraft, social justice lead at Temple Sinai.

On January 26, 2020, we convened a screening and prayer service with local pastors at Baldwin Hills Cinema in Los Angeles to complement our Proximity art exhibit, which took place across the street. Beyond the screenings that Represent Justice hosted, we worked with partners and leaders across the country who hosted more than 100 grassroots screening events for faith-based communities.

Our efforts to engage the faith community have helped drive change. In support of our Justice for Julius campaign in Oklahoma, for example, we shared information with our allies in the faith community through a mass phone conference, information packages, and faith-based media outreach. We also involved faith communities in a letter-writing campaign in support of this commutation effort.



TOOLS FOR CHANGE

To help facilitate discussions and encourage action, we have created a resource hub for faith-based communities on our website. This includes the Justice Weekend toolkit and our faith-based discussion guide, as well as a guide created by the Catholic Mobilizing Network, specifically for Catholic audiences.



LOOKING AHEAD

We will continue to engage spiritual leaders, religious influencers, and faith-based communities across the country — through *Just Mercy* select screenings as well as future media impact campaigns. Communities of faith have an enormous voice and an important role to play in changing the narrative around our justice system: They can help by supporting millions of incarcerated and formerly incarcerated people and their loved ones, and advocating for change on a local, regional and national level.



CHANGING HEARTS AND MINDS

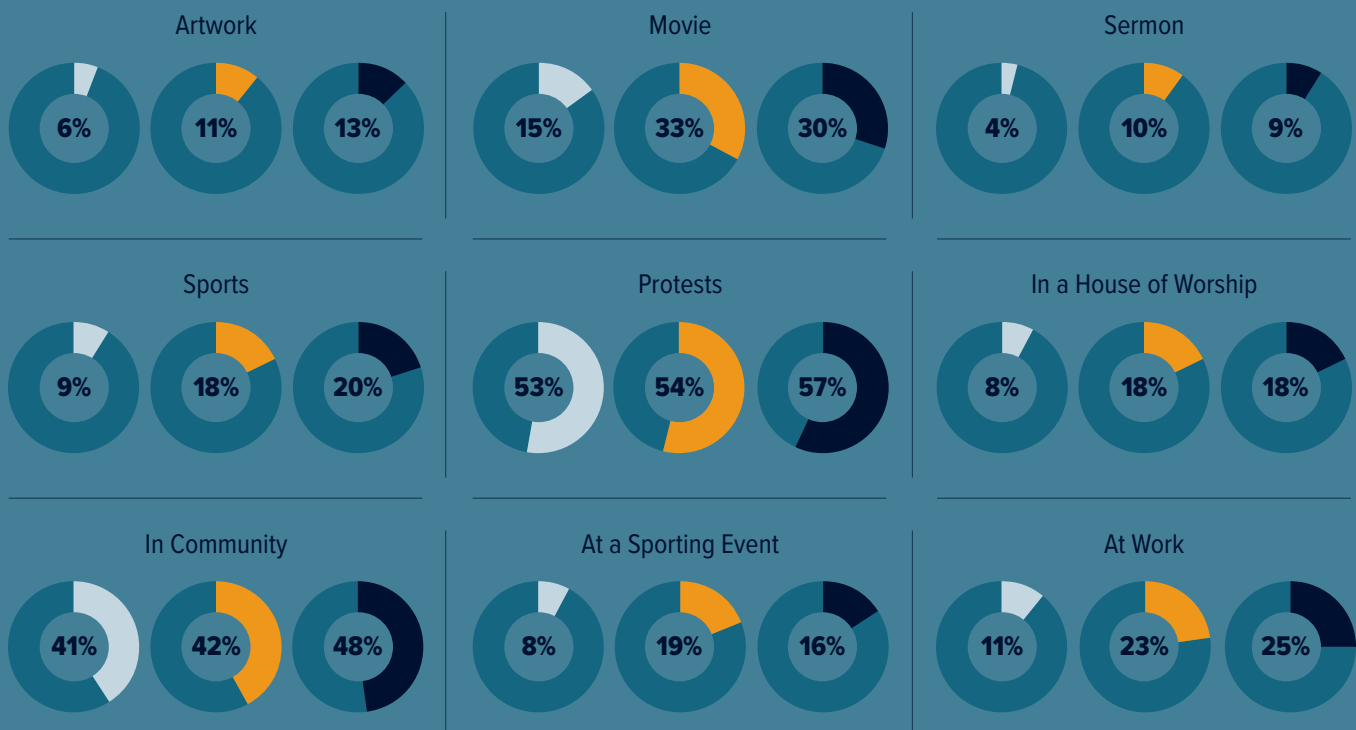
Represent Justice employs research, polling consultants and social media analytics to better understand public sentiment, measure message efficacy, track specific data points and gain deeper insight into the impact of our storytelling and the justice reform national discussion. In a cross-sectional polling study done by PredictWise, Represent Justice explored public opinion dynamics related to knowledge, concern, and support around longstanding beliefs, values and policy preferences regarding the justice system included second chances, and awareness of the need for change.

Our research shows that viewing *Just Mercy* has had a meaningful impact on viewers' perceptions of the justice system in this country: When asked about the possibility of redemption for those convicted of serious crimes, *Just Mercy* viewers were more likely to support giving someone a second chance, compared to both the general population and populations who were familiar with justice reform organizations.

Those who had seen the film were also 18% more likely to think critically about social justice than the national average. That gap was bigger than any other respondent category — a testament to the film's ability to encourage people to think critically about the justice system.

What or where have you encountered recently that has made you think critically about criminal justice?

● National ● 'Just Mercy' Film Viewer ● Engage with CJR Orgs



PredictWise cross-sectional polling study, August 2020



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Below is a summary of some of our preliminary data gathering and findings on Represent Justice's progress toward true and lasting narrative change.

DAVID BINDER POLL

An initial online nationwide survey conducted in October 2019 by David Binder Research studied opinions around issues of importance to the justice system, including extreme sentencing, juvenile justice, mental health and the death penalty among 1,200 adults in six targeted states. Additionally, the survey tested which messages showed an increase in support and likelihood of action taken. Below are some of the key takeaways from this study:

- Although general support for criminal justice reform was high, few wanted a complete overhaul of the system or said they would take action on the issue of system reform.
- Respondents were more concerned about crime than over-incarceration.
- Generally, respondents were more concerned about not giving enough punishment than giving too much — with the exception of wrongful convictions.
- There was a widespread perception among respondents that the criminal justice system has major flaws, that judges have biases and that class and income affect justice outcomes.
- Many said the system has racial biases, and that it is wasteful and ineffective.
- A pro-reform message based on Walter McMillian's story — emphasizing bias, wrongful conviction and flaws in the system — was popular across most demographic groups.
- After seeing messages about racial disparities, wasted money and redemption, most attitudes retested showed modest movement in a pro-reform direction, with greater improvement among Democrats, Latinx, young and progressive adults.
- Results from this poll were invaluable in helping us to refine our approach and tweak our messaging to maximize our impact on public opinion.

DURABILITY SURVEY

Over the course of eight months, polling firm PredictWise conducted a longitudinal poll for Represent Justice, measuring public opinion related to knowledge, concern and support around the justice system. The poll, which ended in June 2020, included a special focus on those who had seen the movie or engaged in criminal justice reform programming, as compared to the general public. Results from the poll showed that:

- Those who had seen *Just Mercy* or who had engaged in criminal justice programming held more favorable views of narratives surrounding hope and redemption, second chances and public defense, when compared to the national average.
- Respondents who had seen the movie were 20% more likely to say that film had recently made them think critically about criminal justice, as compared to other forms of advocacy such as artwork, sermons or sports protests.
- Awareness around the need for criminal justice reform was significantly higher among young respondents between the ages of 18-29. As an example, youth were, on average, 6% less likely to see capital punishment as the most appropriate form of punishment for serious crimes and 22% more likely to list film as having made them think critically about criminal justice.

Represent Justice made further modifications to our approach based on these results. For example, encouraging responses from youth led us to conduct significant outreach to colleges, universities and law schools, encouraging film screenings and panel discussions.



SOCIAL LISTENING

Represent Justice conducted “social listening” in order to understand social media engagement, public sentiment and audience growth through our social media platforms. These results were tracked by evaluating the use of Represent Justice-specific hashtags such as #RepresentJustice or #WeRepJustice. We also analyzed social media interest in the justice field overall, by following hashtags such as #capitalpunishment and #incarceration. Over the course of the Campaign, Represent Justice has seen the national dialogue around narrative change and authentic storytelling shift into alignment with our mission to create change:

- From the end of May 2020 through September 2020, we saw a 26% increase in social media discussion involving Represent Justice and related programming.
- There was also a 35% growth in criminal justice-related discussion obtained through our social listening tools.
- We saw significant spikes in the use of the hashtags #JustMercy, #EJI and #BryanStevenson in June, when the film became available for rent for free.
- June was also when social media users sought resources (such as those offered by Represent Justice) for becoming more proximate to the issues of racial discrimination.

Tracking the popularity of certain words and phrases in social media helped us to gauge the potential effectiveness of certain narratives — and helped us to take advantage of the momentum built by the public and by our peers in the field.

Do those who are convicted of committing serious crimes deserve a second chance after appropriate redemption?

● Yes ● No

National

52%

47%

'Just Mercy' Film Viewer

59%

41%

Engage with CJR Orgs

56%

43%



LOOKING AHEAD

We will continue to research and analyze the national mood in order to more effectively tell our story. For example, Represent Justice is now working with Stanford University on a two-year comprehensive physiological study on the power of storytelling. In the study, participants will watch videos of formerly incarcerated individuals telling their stories, including their journeys with incarceration. The study will compare the attitudes of groups who watch the video before watching the film *Just Mercy*, those who watch it after the film, those who watch just the film or just the video, and those who watch neither. We believe that their responses will produce evidence supporting the theory of narrative transportation, as well as the power of stories to build empathy for marginalized populations and change the justice system. We hope to have an initial set of findings by summer of 2021.



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SECTION TWO

TOGETHER FOR JUSTICE



Since Represent Justice's inception, the work has been collaborative.

Strongly focused on building grassroots capacity and broad movement for change, partnerships were formed with numerous community-based organizations and activists. These collaborative efforts strengthen success in raising awareness of injustice, help build the capacity of the communities we serve and lay the groundwork for justice system change.

We support the efforts of leading grassroots community-based organizations doing important work on the ground. Through training, collaborative ventures and direct support, we help build the capacity of these organizations and their leaders in order to effect long-lasting change.



DIGITAL MEDIA AND ONLINE ENGAGEMENT

Through targeted digital media content, campaigns and coordinated online virtual events, we engaged the public in support of urgently needed change. Since the outbreak of COVID-19, the digital space has become an even more important aspect of our efforts to cultivate community engagement, create awareness and educate the public.

ONLINE ENGAGEMENT

181,600+
total community members including:

	122,009	email list
	25,000	Facebook followers
	19,100	Instagram followers
	15,400	Twitter followers

As of December

#INFLUENTIALJUSTICE

As the pandemic forced us to cancel in-person events, our team rapidly moved to launch #InfluentialJustice, produced by Plus One society. This series of Instagram Live conversations involved Represent Justice Ambassadors and nationally renowned artists, athletes and advocates — including DeVon Franklin, Syncopated Ladies, Raja Kumari, The Professor, Cynthia Bailey and Shaka Senghor and a continuation of our partnership with NBA players. Weekly conversations centered on the power of art, music, sports and faith, and the role each plays on the inside. The series also raised funds for Represent Justice's Emergency COVID-19 Relief Fund.



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EMERGENCY COVID-19 RELIEF FUND

In the weeks after the world shut down in March 2020, we launched our Emergency COVID-19 Relief Fund — an online campaign aimed at raising funds to help respond to the spread of COVID-19 and its disproportionate effect on currently and formerly incarcerated communities. In June 2020, we expanded the reach of this campaign, asking for contributions to bail-out efforts for those in jails due to ongoing protests, and for LGBTQ+ people, in recognition of LGBT History Month.

DEMANDING COMPASSIONATE RELEASE

Represent Justice launched a digital tool that helped people advocate for incarcerated people in prisons, jails and detention centers during the COVID-19 pandemic. The tool enabled people to contact their local sheriff and governor, urging compassionate release and other measures to reduce populations in facilities where social distancing is impossible and there is not enough personal protective equipment (PPE). This tool, available through our website, required us to create a first-of-its-kind database of sheriffs in the US who oversee policies in local jails. The tool has now been used by more than 3,000 people.

RIISING UP FOR JUSTICE

In the wake of the deaths of George Floyd, Ahmaud Arbery, Breonna Taylor and other Black citizens at the hands of police, the world clamored for more advocacy and education. Members of the public wanted to learn how to speak out, be anti-racist and demand action. Our digital channels provided opportunities and resources in this moment. People across the nation sought new ways to create transformative change, and interest in our work expanded as a result. We quickly responded to the increased demand for resources. For example, we ramped up our schedule of virtual events, provided financial support to organizations holding district attorneys accountable, offered links to additional information on our website and more.



LOOKING AHEAD

Online engagement will remain key to our work, during and beyond the COVID-19 pandemic. In the coming months, we will be connecting with existing and new audiences via powerful social media campaigns that drive mobilization and action. We will also continue a robust schedule of virtual events, designed to engage the public and change the narrative.





Art by Halim Flowers

“In a time of so much uncertainty, this grant means so much. It not only offers the peace of mind to know we will be able to continue the necessary work we do — work that directly impacts the lives of formerly incarcerated people — but it also acknowledges the role art has in collective healing and helping us forge a new path forward in the fight for justice reform.”

Halim Flowers
Represent Justice Ambassador

AMBASSADOR-LED PROJECTS

Ambassadors were also offered unique opportunities to apply for funding to expand and continue their artistic work: In December 2019, the Art for Justice Fund hosted a screening of *Just Mercy* at the Museum of Modern Art in New York City, which was attended by prominent figures in the art world. Following the event, the Art for Justice Fund partnered with Represent Justice to award over \$680,000 to 15 Ambassador-led projects that address mass incarceration. The Art for Justice Fund, founded by Agnes Gund, has provided essential support for advocates in their fight for justice reform, using art to increase the visibility of smaller, grassroots organizations mobilizing for change.



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PARTNERSHIP AND CAPACITY-BUILDING

To expand our reach even further, Represent Justice partnered with 47 organizations engaged in justice system work during the *Just Mercy* campaign. We provided these organizations, many of them led by system-impacted individuals, with a total of more than **\$3 million in grants** to help them carry out their work. The grants we provided helped recipient organizations to build public engagement, enhance their capacity and sustainability and bolster their advocacy efforts. This support was particularly crucial during the onset of the COVID-19 pandemic, as many organizations lacked the capacity to alter their approach to delivering services to system-impacted communities or pivot to virtual programming. Represent Justice worked closely with these partners, giving them the flexibility needed to respond to the pandemic by reprioritizing and shifting timelines.

Organizations receiving support (2019 - 2020):

- 8th Amendment Project
- A Little Piece of Light
- Aim 4 the Heart
- Alliance for Safety and Justice
- Al Malik Charitable Foundation
- Ameelio
- The American Conservative Union
- Anti-Recidivism Coalition
- ArtWorks Cincinnati
- Blue Girls Turned Gold
- The Campaign for the Fair Sentencing of Youth
- Catholic Mobilizing Network
- Color of Change
- Common Justice
- Equal Justice Initiative
- Fair and Just Prosecution
- Healing Dialogue and Action
- Human Rights for Kids
- Human Rights Watch
- Jewish Women International + OneTable
- Justice Policy Institute
- The Ladies of Hope Ministries
- Lift Brothers Up Foundation
- Lion's Story
- Louisiana Parole Project
- Millennial Action Project
- Ohio Justice & Policy Center
- Ohio Organizing Collaborative
- Ohio Transformation Fund
- Philadelphia Lawyers for Social Equity (PLSE)
- Pure Legacey
- Reform LA Jails
- Re:store Justice
- Southsiders Organized for Unity and Liberation Status
- Split the Rock
- Televerde Foundation
- The Justice Collaborative
- The Sentencing Project
- Success Stories Program
- United State of Women
- Voice of the Experienced (VOTE)
- Vera Institute for Justice
- Witness to Innocence
- Young Women's Freedom Center
- Zealous

The diversity of the above partner organizations showcased an important Represent Justice value. By awarding grants in support of grassroots organization capacity-building, state-based policy advocacy initiatives, awareness raising and support for progressive district attorneys, arts programs, special events and emergency responses to COVID-19, we helped these organizations continue their fight against injustice.





SCREENING *JUST MERCY*

Through December 2020, we provided support to key partner organizations to help them host their own screenings of *Just Mercy*. These screening events helped spread Represent Justice's call for justice system change to an even greater audience. In total, we estimate that our screenings program engaged more than 65,000 individuals.



RESPONDING TO COVID-19

Over the course of 2020, Represent Justice provided grants to organizations to help them respond to the spread of the COVID-19 virus in prisons, jails and detention facilities, with an emphasis on organizations led and/or advised by system-impacted individuals. For example:

We provided financial support to the **Louisiana Parole Project**, to support clients returning home from prison during the pandemic. Funds were used to provide secure housing, cleaning supplies, personal protective equipment, hand sanitizer, food and clothing.

Healing Dialogue and Action used our funding to support communication between hundreds of currently and formerly incarcerated individuals, reducing isolation during the pandemic. Specifically, our contribution covered writing materials, postage and stipends to help formerly incarcerated individuals write and send letters.

REDUCING THE SPREAD OF THE VIRUS

In 2020, Represent Justice donated protective reusable masks to the facilities where we had previously hosted in-person programs, plus additional facilities. In total, we provided 27,000 masks to help protect the health of incarcerated people at:

- Arizona Department of Corrections (multiple facilities)
- Bedford Hills Correctional Facility
- California Correctional Institute Tehachapi
- California Rehabilitation Center Norco
- Central California Women's Facility
- Cook County Juvenile Detention Center
- Folsom State Prison
- Grafton Correctional Institution
- Louisiana Department of Corrections (multiple facilities)
- Racine Correctional Institution
- Ventura Youth Correctional Facility

BY THE NUMBERS

>\$3,262,700

Total amount awarded to national and community-based organizations, institutions and movement leaders working to change the justice system and bring dignity to system-impacted individuals.

47

Number of community-based organizations that received financial support from Represent Justice.



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“Our partnership with Represent Justice allowed our organization to provide PPE in the form of face masks to the Louisiana Correctional Institute for Women. This endeavor earned our organization and Represent Justice significant goodwill with the Louisiana Department of Corrections and let the staff and residents of LCIW know that they were not forgotten about.”

Andrew Hundley

Executive Director, Louisiana Parole Project



“I would first like to give a big THANK YOU on behalf of Central California Women’s Facility for donating masks to every single inmate here. You took the initiative and we appreciate your efforts.”

Courtney Cipriani

Community Resources Manager, Central California Women’s Facility



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LOOKING AHEAD

Represent Justice will continue to support partner organizations, with a focus on those led by or advised by system-impacted individuals, which are engaged in advocacy work impacting the justice system. The level and breadth of our support will be contingent upon funding availability. It will be supplemented by the provision of educational resources — in areas including digital campaigning, leadership, media and fundraising — that aid these organizations in their advocacy efforts.



DEMAND JUSTICE

Meaningful change to the justice system will require the efforts of us all. From grassroots activism to grassroots advocacy, Represent Justice is engaging and mobilizing individuals and institutions across the spectrum. Our work helps transform structures that have a disproportionately negative impact on people of color, low-income communities, LGBTQ+ individuals and other marginalized groups.



CHANGING STRUCTURES

STRUCTURAL CHANGE

Structural change refers to a significant shift in the way a country, industry, market or other system operates. It includes alterations to the structure of social institutions or the rules by which they are run — resulting in long-term transformation.

ENGAGING WITH A COMPLEX SYSTEM

Affecting change in the justice system required Represent Justice to engage across numerous and complex decision-making systems at the federal, state and local levels. Aside from three branches of federal government, each state has an executive, legislative and judicial branch. At a more local level are more than 3,000 counties — as well as approximately 90 boroughs, parishes or the equivalent — and almost 20,000 incorporated municipalities. Municipalities can be structured in many ways, and have their own units of government. In some states, furthermore, counties are divided into townships with separate units of government. There is no one-size-fits-all approach advancing public policies, and our strategies have thus been tailored to local contexts.

ADVOCATING FOR CHANGE

Partnering with like-minded organizations, advocates, legislators and other stakeholders, Represent Justice has tackled systemic injustice head on. We focused, in particular, on tipping-point issues where our involvement alongside other organizations and advocates could be most effective, and where we could make the greatest impact.



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NATIONAL AND STATE-BASED INITIATIVES

As Represent Justice garnered dozens of partners via our mobilization activities and events, we built on this momentum, engaging our network through several local or issue-specific campaigns:

Justice for Julius

Represent Justice provided capacity and administrative support to the Justice for Julius campaign — an urgent effort to free an innocent Black man on death row in Oklahoma. Led by CeCe Jones-Davis of Oklahoma, Justice for Julius was able to grow its ability to reach Oklahomans, target decision makers, and create greater awareness of Julius Jones' case and the injustices he faced in the system. We connected with influential athletes with ties to Oklahoma including Blake Griffin, Trae Young, Russell Westbrook, Dak Prescott and Baker Mayfield. We also grew awareness for the campaign through continual press and media, bringing Kim Kardashian and Scott Budnick to visit Jones on death row, and activating a network of faith leaders across the state. We encouraged people to take action by signing a petition in support of Jones' freedom that has since garnered over 6 million signatures, and by helping people to send what became more than 50,000 letters to the Oklahoma Pardon and Parole Board. Our work with the campaign has also helped us to forge foundational relationships in a state that is among the highest incarcerators in the nation, and set a new precedent with the attorney general that those on death row in Oklahoma may file for commutation.





Photo by Rasharie Brown

Free Our Vote

Our Free our Vote initiative encourages voter education for and by people impacted by the justice system. In support of the campaign, we created downloadable and shareable resources that detail the history of disenfranchisement, provide details about candidates, help people determine their voting eligibility, and explain voter rights. These resources were downloaded more than 970 times during 2020. In December of 2020, in partnership with Ameelio, Represent Justice launched a voter registration direct mail campaign in Georgia's jails for the Georgia Runoff Elections. Through this campaign, Represent Justice and Ameelio were able to send voter registration letters into 30 counties in Georgia, reaching around 7,000 individuals.

For the Sixth

Louisiana is the only state in the union that funds its public defense system mainly via “user pay” — that is, traffic tickets, fines, and court fees paid by those too poor to afford an attorney. As a result, the system is in crisis. Making matters worse in 2020, public defense offices began laying off and furloughing essential staff during the COVID-19 pandemic, endangering the availability of public defense in the state. All Americans are entitled to the assistance of counsel for their defense, under the Sixth Amendment. In partnership with the Zealous, we launched the For the Sixth campaign to save public defense in Louisiana and end the unconstitutional practice of user pay. Represent Justice supported the development of For the Sixth's website and action center infrastructure, helped co-produce its launch video and promoted the video to our online network of supporters. We also produced a Facebook Live discussion moderated by Soledad O'Brien and partnered with The Appeal podcast to host a moderated panel regarding public defense in Louisiana. In 2020, 251 people used the online tool we created to connect with Louisiana lawmakers, encouraging a fully funded public defense system.

LEGISLATIVE SUCCESSES FROM COAST TO COAST

Since our inception, Represent Justice has influenced **24 commutations**, and made concrete progress on changing legislation in numerous states. Despite limitations on outreach and the closure of several legislative sessions due to COVID-19, during 2020, we achieved significant successes in California, Illinois, Michigan, Ohio, Oklahoma and Wisconsin.

In Michigan, Represent Justice joined a coalition of organizations working in support of Clean Slate legislation, which automates record expungements. We harnessed the power of Just Mercy to engage advocates and lawmakers working to change the state's justice system. Michigan Republican State Representative Bronna Kahle hosted a virtual screening of Just Mercy and a post-viewing panel discussion about the film's themes and how they connect to the Clean Slate Initiative. More than 20 elected officials attended. (Notably, the screening took place during a shutdown of the Michigan legislature, due to the presence of armed protestors at the capital.) In October 2020, after this event and other efforts with community partners in the state (including a screening hosted by Lieutenant Governor Gilchrist), the Clean Slate Initiative was signed into law by Governor Gretchen Whitmer.



“This is a historic day in Michigan. These bipartisan bills are a game changer for people who are seeking opportunities for employment, housing and more, and they will help ensure a clean slate for hundreds of thousands of Michiganders.” Governor Gretchen Whitmer

In Ohio, we leveraged our Play for Justice event with the Cleveland Cavaliers, attended by members of the Ohio legislature, to generate momentum for two justice reform bills in the state. We helped move forward Senate Bill 3, which lowers the penalty for many drug possession charges from a felony to a misdemeanor. We also provided support toward passage of Senate Bill 256 — important legislation aimed at abolishing life sentences without parole for juveniles and allowing for parole hearings for juvenile offenders after a specified time in prison. While Senate Bill 3 did not reach a vote in the House, Senate Bill 256 passed both Houses in Ohio and was signed into law by Governor Mike DeWine on January 9, 2021. The Ohio Legislative Services Commission estimates that 50 to 60 people in Ohio are immediately eligible for parole, and many more will become eligible in the future.

In California, we supported organizations including the Anti-Recidivism Coalition and Californians for Safety and Justice through grants and collaborative content in 2020, in support of their efforts to help pass California’s Proposition 17, which would restore voting rights to an estimated 50,000 people on parole, and their efforts to defeat Proposition 20, which would have rolled back reform efforts in the state. Represent Justice also partnered with the nonprofit PushBlack on targeted sponsored messaging efforts in California, such as support of County Measure J, a community reinvestment initiative in alternatives to incarceration. This work was done in conjunction with our #FreeOurVote voter education initiative and related programming. On November 3, 2020, California Proposition 17 passed and Proposition 20 was defeated.

ENGAGING POLICY INFLUENCERS

Just Mercy has helped us to connect with numerous other governmental stakeholders, in our work for change: Through 25 policymaker screening events organized by Represent Justice, we engaged 13 governors and lieutenant governors, 87 elected state and city officials and 59 district attorneys and/or prosecutors, as well as many other policy influencers. Overall, we have engaged 170 policy influencers, including:

Governors and Lt. Governors

- California Governor Gavin Newsom
- Colorado Governor Jared Polis
- Guam Governor Lourdes Aflague Leon Guerrero
- Former Kentucky Governor Matt Bevin
- Kansas Governor Laura Kelly
- Michigan Lt. Governor Garlin Gilchrist
- Nevada Governor Steve Sisolak
- Oklahoma Governor Kevin Stitt
- Oregon Governor Kate Brown
- Virginia Governor Ralph Northam
- Washington Governor Jay Inslee
- Wisconsin Governor Tony Evers
- Wisconsin Lt. Governor Mandela Barnes

State and City Elected Officials

- Compton, California, Mayor Aja Brown
- Illinois Representative Lauren Underwood
- Florida State legislators
- Michigan Representatives Bronna Kahle and Tyrone Carter
- New York Assemblyman Michael Blake
- Ohio Legislative Black Caucus members
- Texas State legislators
- Chief Justice of the Supreme Court of Texas Nathan L. Hecht



With the rise of COVID-19, we expanded our outreach efforts to help save lives. Over-incarceration has long been a problem in this country, and with the spread of this deadly virus, jails and prisons became incubators for superspreader events. We launched a rapid-response campaign calling on people to contact their state governors and local sheriffs, urging them to release low-risk individuals (especially elderly and immunocompromised people and those in pretrial detention); to provide free soap, hand sanitizer and needed medical care; to accelerate testing for incarcerated individuals and facilities staff; and to prioritize vulnerable incarcerated populations in vaccine rollouts.

REDUCING THE SPREAD OF COVID-19 IN PRISONS, JAILS, AND DETENTION CENTERS

All of our worlds have been dramatically shifted by COVID-19 – but few populations are as vulnerable as the 2.3 million people who reside in prisons, jails, and detention centers across the nation every day. Those currently incarcerated, law enforcement, and staff or professionals coming in and out of correctional facilities are at risk of a rapidly spreading virus due to the unsanitary conditions and the close environments of most facilities.




Represent Justice stands with our partners – leading justice advocates, prison reformers, and organizations providing essential re-entry services – to call on governors and sheriffs to protect our communities and reduce the spread of COVID-19 in and outside of prisons, jails, and detention centers across the country. We're supporting URGENT calls to action and policy proposals including the REFORM Alliance's SAFER Plan, The Justice Collaborative's COVID-19 Response, and the Alliance for Safety and Justice's Stop the Spread plan.

We're asking governors and sheriffs to focus on:

DECARCERATION

Reduce the prison population and prevent overcrowding.

- Release elderly and vulnerable people to reduce overcrowding.



Email your governor and sheriff!

Title * ▼

Full Name *

Address *

Zip * city and state not required

Phone *

Email *

Find Legislators →

☒ Send me emails about this campaign
☒ Send me text messages about this campaign



LOOKING AHEAD

Represent Justice will continue our work to influence policy, foster civic engagement and move the needle toward justice, equity and dignity. This will include engaging even more governors, legislators and policy influencers nationwide. We will also continue to identify and support advocacy initiatives that are aligned with our priorities — with an emphasis on tipping-point issues in which we can make the most difference.



FAIR-MINDED DISTRICT ATTORNEYS

District attorneys have significant power over the fates of people involved in the justice system. They decide who goes to prison or jail, and for how long. Represent Justice has raised awareness of the role of prosecutors, elevated ongoing efforts to alter prosecutorial and judicial behavior and held prosecutors and judges accountable to the communities that elect them. This work can quite literally save lives. To ensure the best use of resources, we focused particularly on jurisdictions where momentum for district attorney reforms had begun to build.

SCREENINGS

Through our partnership program, we facilitated screenings for district attorneys across the country. We have been able to change perceptions of those who work closely with the justice system — and helped spark efforts to affect legislative change.



A total of 250 people — including Boston District Attorney Rachael Rollins, her staff and public defenders and advocates — engaged in a *Just Mercy* screening and discussion in early 2020. Rollins addressed the audience and interviewed Fred Clay, who was wrongfully incarcerated for 38 years and released last year, and Clay’s lawyer, Jeff Harris. After the screening, Rollins and her team led intra-office discussions about policy and practice changes, including rethinking bail, charging and sentencing. Rollins also launched a first-in-the-nation Integrity Review Bureau. This will provide a holistic 360-degree review of select cases, to ensure fairness across all phases of prosecution and conviction.

When we screened *Just Mercy* for 56 district attorneys in California, attendees told us they were deeply moved by the film and the lively conversation that ensued. The screening took place during a convening of the California District Attorneys Association.

In early March 2020, we partnered with Philadelphia District Attorney Larry Krasner and Philadelphia Lawyers for Social Equity (PLSE) to host a screening and conversation with Krasner and a recent Philadelphian exoneree. The event, which drew in 60 attendees, built on PLSE’s work toward fundamentally changing the pardon system in Pennsylvania, and helped raise awareness about the importance of prosecutorial accountability and the power of restorative justice. In conjunction with the screening, PLSE staff attorneys filed expungement petitions for 100 clients who otherwise would not be able to afford the legal costs.



DEEPER DIVES

In addition to the above film screenings, Represent Justice engaged district attorneys and other stakeholders in educational activations nationwide. Designed to have an even greater impact and mobilize participants to take action, these included:

- Successful journalist convenings in New York and Los Angeles reached local and journalists and other media professionals, as well as district attorney candidates in these regions. Pre- and post-screening panel discussions focused on the language used in media coverage of the legal system. Special guests included individuals who had been wrongfully convicted and are now free. The events armed more than 130 opinion leaders and influencers with information that is helping them challenge current narratives and reframe conversations about the legal system in their communities.
- Our Justice Guarantee event in San Francisco involved elected officials, community leaders, academics and media for a full-day discussion focused on issues central to justice, including safe, affordable housing; zero-fare transportation; and no-cost addiction and mental health treatment. This event, which also included a screening of *Just Mercy*, was held in collaboration with The Justice Collaborative, which works to transform the role of first responders, decriminalize all drugs, provide housing and access to transportation, and reduce incarceration and monitoring.

COLLABORATING FOR JUSTICE

We worked with The Justice Collaborative (TJC) to create toolkits and resources for journalists, outlining best practices in reporting on the death penalty and criminal justice issues more broadly. The journalist convening attendee packet, for example, connected the film to local advocacy efforts and recommended professional practices, activities and campaigns. Starting in mid-March 2020, advocates, prosecutors, defenders, judges and others were able to draw on these resources to inform decision making in decarcerating jails and prisons during the pandemic.

Our partnership with TJC has been instrumental in reducing extreme sentencing. Through our work with staff at legislative offices, we have encouraged the creation of more just policies. Using earned media and other messaging, we have also amplified fair-minded leadership — helping to bring about changes that have impacted people all over the US.

Represent Justice and TJC connected with over a dozen prosecutors' offices across the country to determine which needed assistance with COVID-19-related decarceration efforts. Within the span of six weeks, modified policies and practices led to reduction of jail populations in numerous jurisdictions. For example, San Francisco reduced its jail population by 40%. Hinds County, Mississippi reduced its jail population by more than half. In Bexar County, Texas, the jail population decreased by more than 1,000 people, to 60% capacity. In Saint Louis County, Missouri the daily population went down from 1,203 to 716 — the lowest in 25 years.



LOOKING AHEAD

Our work in engaging district attorneys is helping to raise awareness around the need for equitable change in the justice system. In the year ahead, we seek to continue to work with district attorneys to support more just policies and practices, such as conviction integrity units, reformed sentencing guidelines, second-look, bail reform and preventing juvenile life without parole (JLWOP) sentences. Our content will educate voters and the general public on the power of district attorneys — and ensure they are held accountable by the communities they serve.



BUSINESS LEADER ENGAGEMENT

Businesses play an important role in the justice movement — both through inclusive internal policies and through leveraging their influence to drive system change. We have partnered with various businesses and business leaders to host screenings of *Just Mercy*. Events have included facilitated conversations focused on reentry, and the business and social impacts of hiring returning citizens.

SCREENINGS AND DISCUSSIONS

Thanks to our strong partnerships with prominent business influencers, we have been engaged with a range of top-tier institutions across corporate America. We appreciate the involvement of so many powerful voices with the potential to shape the national conversation and influence change. Business leaders and companies who have hosted *Just Mercy* screenings and meaningful panel conversations for their employees and local communities include:

Business Leaders:

- Barry Sternlicht | Chairman, Starwood Capital Group
- Chris and Crystal Sacca | Chairman and Partner, Lowercase Ventures
- Daniel Loeb | Founder and Chief Executive, Third Point
- Felicia Horowitz | Philanthropist and Business Influencer
- Joshua Kushner | Founder and Managing Partner, Thrive Capital
- Lydia Kives | Senior Advisor, The Bail Project
- Mark Zuckerberg | Co-Founder, Facebook and Chan Zuckerberg Initiative
- Michael Kives | Founder and CEO, K5 Global
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Companies:

- Baker McKenzie
- Deloitte
- Eastdil Secured
- Finsbury
- Goldman Sachs Urban Investment Group
- Lush Fresh Handmade Cosmetics
- Prudential
- SAP
- Slack
- Starbucks

COMPANY ACTIVATIONS AND ENGAGEMENTS

Since our inception, we have partnered with a number of well-known brands to share the messages of *Just Mercy* and generate interest in change throughout the justice continuum. Through screenings, activations, donations and more, more than 25 businesses have already demonstrated their commitment to change.

At the Toronto International Film Festival, Lush Fresh Handmade Cosmetics hosted a community launch event to coincide with the world premiere of *Just Mercy*. The company provided their Charity Pot products for the film's theatrical hometown premieres, and hosted a special screening event for staff and community partners in Sacramento, California.





Prudential worked with Represent Justice and Warner Bros. to co-host a special hometown theatrical premiere of *Just Mercy* in Newark, New Jersey, in December 2019, with Michael B. Jordan. The next month, Prudential hosted special theatrical screenings for hundreds of students representing all the public and charter high schools in the city. In September 2020, Prudential held a special virtual screening and panel discussion for staff, community partners and educators in Newark. The post-film panel featured Mayor Ras Baraka; Ryan Haygood, noted civil rights lawyer and president and CEO of the New Jersey Institute for Social Justice; and Aqeela Sherrills, director of Newark Community Street Team. The discussion was moderated by Shané Harris, head of social responsibility and partnerships at Prudential Financial and president of The Prudential Foundation. The conversation covered trauma-informed violence prevention in Newark and alternatives to incarceration, as well as transforming juvenile justice in New Jersey.

As the COVID-19 pandemic started to spread in jails and prisons across the country, Adidas and The Collected Group generously donated masks that we distributed to correctional facilities.

Slack partnered with DropBox, Square and Zoom to host a virtual employee screening of *Just Mercy* in July 2020. The event was a part of Slack's initiative to encourage Fair Chance Hiring at the company, and to push other tech companies to follow suit. More than 300 employees from the four companies viewed the film, which Amazon Prime Video offered free of charge for this event. Approximately 1,300 employees from the four companies tuned in to watch a private panel discussion involving Bryan Stevenson; Kenyatta Leal, a Slack employee who was formerly incarcerated; and Slack CEO Stewart Butterfield. Following the event, eight formerly incarcerated individuals were added to these companies' staffs.



OTHER BUSINESS CONNECTIONS

Represent Justice engaged with businesses across industries in other ways over the course of the Campaign. We held public events and panel conversations about justice system change and community investment, changing language and priorities and equitable business hiring practices for system-impacted individuals. The following companies participated:

- American Express
- American Airlines
- Ben & Jerry's
- Bloomberg
- Bank of America
- Google
- Endeavor
- John Paul Mitchell Systems
- J.P. Morgan
- Koch
- LiveNation
- P&G
- Starbucks
- Society for Human Resource Management
- Salesforce
- Toms
- YouTube



LOOKING AHEAD

In 2020, we planned to host a special Business Summit — the launching pad for expansion of our partnerships with the business community. Sadly, we were forced to cancel this event due to the pandemic, but we are now working with the professional human resources membership association Society for Human Resource Management to host the summit in 2021. We are also exploring partnering with Responsible Business Initiative for Justice, an organization that supports the justice-engaged business community, on the American Workforce and Justice Summit.



YOU MAKE CHANGE HAPPEN



Represent Justice has already accomplished a great deal. ***We didn't do it alone.***

You have helped us ***provide screenings*** of *Just Mercy* for tens of thousands of people.

You have helped us ***change perceptions*** about the justice system in this country.

You have helped ***make real change*** happen for those impacted by incarceration.

We need your help to continue ***making change happen.***



HOW YOU CAN HELP

There are many ways to help Represent Justice achieve lasting change. We urge you to help transform the justice system and build the capacity of the communities we serve. Please join us to ensure that messages of justice reach new audiences, including elected officials, justice system representatives and opinion makers in the worlds of sport, music, film, business, education, faith and other fields.



MAKE A GIFT

When you make a donation to Represent Justice, you help advance the fight for a more equitable system. Gifts from community philanthropists like you help us to enhance our capacity, build relationships, host events, engage with legislators and more.

For example, we urgently need financial support to produce and launch new media campaigns that amplify the call for justice reform and racial equity — helping us build on the success of *Just Mercy* to engage thousands more in this work. You can donate now by visiting www.representjustice.org/donate. If your company has a matching gift program, please let us know. Because we are a 501(c)(3) nonprofit organization, all gifts are tax-deductible to the extent permitted by law.

If you represent a foundation, we welcome you to talk with us about how we can partner with you to continue using stories to create change. You can reach us via email directly at fundraising@representjustice.org.



BECOME A CITIZEN ADVOCATE

We also need your help to expand our network of citizen advocates. Help us share the powerful stories of individuals who have been impacted by the justice system and demand change from lawmakers. Speak truth to power, by using our resources to connect with your governor and sheriff. You can find our easy-to-use tool on our website at www.representjustice.org. It will allow you to send an urgent call for decarceration and for appropriate COVID-19 safety measures in secure facilities.





MAKE YOUR VOTE COUNT

We encourage everyone who is eligible to vote to do so. Please see our voting guide, available on the Represent Justice website at www.representjustice.org/programs/free-our-vote, which provides information about important issues related to our mission. You can also reference the site to learn whether you are eligible to vote.



HOST A VIRTUAL SCREENING

Hosting a virtual screening of *Just Mercy* is a great way to expand involvement in the movement for justice system change. Use our viewing toolkit to help give context to your screening and spark action-focused discussion.

If you are interested in sponsoring a larger event for your group or business, please contact us for more details and assistance.



STAY IN TOUCH AND SPREAD THE WORD

Follow Represent Justice on Facebook, Twitter, Instagram and YouTube for the latest updates and stories from our team. We encourage you to like, share and post to show the world you support our mission — and to encourage others to get involved.

You can help end extreme sentencing and mass incarceration. Please join us in this important work today.



LEADERSHIP



LEADERSHIP

The Represent Justice Campaign was made possible by the support of countless funders, partners, online supporters and staff. Below is the incredible team that helped lead our important work.

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SUPPORTERS

The Campaign was made possible thanks to the incredible and generous support of our partners:

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Google.org/Tides
Luminate Group
Open Society Foundations
Prudential
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Seven Post Investment Office
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The California Endowment
The California Wellness Foundation
The HIVE
Omaze
Blue Meridian Partners, Inc.
Hopewell Fund
Arthur M. Blank Family Foundation
Rocky Mountain Innocence Center
Anonymous LLC
Margaret and Daniel Loeb

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Timothy Silard
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- Barbara Bush
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- Michael & Lydia Kives
- Oak Pass Capital Management
- Sheryl Leach
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