



BLACK TIE DINNER

BLACK

TIE

DINNER

2020 ANNUAL REPORT

FROM THE BLACK TIE DINNER BOARD OF DIRECTORS



When we began planning the 39th Black Tie Dinner in early 2020, we had no clue that the world was only weeks away from COVID-19 and months away from a national reckoning with centuries of racial injustice. Suddenly, plans were cancelled, special events ceased, and non-profit organizations were forced to adapt to the changing dynamics or get left behind. Guided by our mission to empower, educate, and entertain, **Black Tie Dinner** took an uncertain 2020 and implemented many new creative concepts that kept us agile, aware, and responsive to the needs of our Beneficiaries.

With a mindset rooted in resiliency, we brought together our diverse group of Board members, sponsors, Beneficiaries, volunteers, community leaders, and allies to introduce new and innovative ways to deliver on our fundraising commitment to our Beneficiaries. From our first-ever Digital Kick Off to our reimagined **Black Tie LIVE** program, our ultimate focus remained the same: to support the amazing work our Beneficiaries do and the tens of thousands they help make better every day.

Thanks to the tireless efforts of our sponsors, Beneficiaries, volunteers, and supporters, and despite unprecedented global health, social, and economic crises, **Black Tie Dinner** was able to distribute \$875,000 to our 2020 Beneficiaries. Given the uncertain headwinds we face coming into 2021, our Beneficiaries need these unrestricted funds now more than ever. On behalf of the Black Tie Dinner Board of Directors and our Beneficiaries, please accept our sincere gratitude for your support in 2020 and for all you do to help the members of our LGBTQ community in need.

We hope you enjoy this look back on 2020 and we look forward to celebrating our 40th Annual Dinner with you this fall.

2020

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YEAR IN REVIEW

2020 was unprecedented and unpredictable. However, thanks to supporters like you, Black Tie Dinner was able to keep engaged with our community and still make 2020 a success. This year, we were honored to be recognized by some local media for our fundraising efforts.

Each year, D CEO and Communities Foundation of Texas honor professionals and organizations in the nonprofit world that make a positive and efficient impact on the community. Black Tie Dinner is proud to be recognized as one of D CEO's 2020 Nonprofits of the Year.

And for multiple years, Black Tie Dinner has been awarded the Dallas Voice Reader's Voice Award for "Best Party for a Cause." We were honored to receive that award once again in 2020.



WHAT IS BLACK TIE DINNER?

From its origins as a small fundraising dinner among friends in 1982, Black Tie Dinner has grown into the largest fundraising dinner in the nation for the LGBTQ community. Each year, Black Tie Dinner selects up to 20 non-profit organizations from North Texas as local beneficiaries of its fundraising, as well as the Human Rights Campaign Foundation as its national beneficiary. To date, Black Tie Dinner has distributed over \$25 million dollars to a wide variety of organizations serving the needs of the LGBTQ community. Black Tie Dinner is a 501(c)(3) non-profit organization.



MISSION STATEMENT

Black Tie Dinner is a non-profit organization that raises funds for lesbian, gay, bisexual, transgender and queer (LGBTQ) supportive organizations serving North Texas through a premier event of empowerment, education, and entertainment in partnership with the community.



DIGITAL KICK OFF



Our Digital Kick Off social media campaign reached over 11,000 users, delivering almost 80,000 impressions on Facebook and Instagram.



Our website, blacktie.org saw a 300% increase in website traffic from those watching our digital live stream and looking for more information about Black Tie Dinner. We reached over 6,500 views of the Digital Kick Off on our social media channels alone.

Black Tie Dinner begins each year with an in-person Kick Off event, designed to highlight that year's selected Beneficiaries. For 2020, Black Tie Dinner hosted a virtual evening of entertainment and education showcasing Black Tie Dinner's 2020 Beneficiaries, mission, and vision for the year.

Thanks to the virtual nature of our event, our Digital Kick Off delivered an expanded number of viewers and participants.



BLACK TIE LIVE *Reimagining the 39th Dinner.*



As we continued to work through the challenges of 2020, we were excited to produce a groundbreaking and historic TV special that reflected our mission statement to entertain, educate, and empower our community. We wanted viewers to come away from the first-ever televised program feeling inspired and ready to make a positive impact on the community.

Just like our annual dinner, Black Tie LIVE was, at its heart, a community fundraising event. The broadcast, presented by BBVA and brought to you by WFAA Channel 8, featured our signature auction, car raffle, and a virtual peer-to-peer fundraising platform called the Black Tie Dinner Ambassador Program. This year's program also awarded the Raymond Kuchling Humanitarian Award to longtime Dallas activist, Bruce Monroe. Black Tie LIVE was also honored to welcome celebrities and artists such as now-President Joe Biden, Lily Tomlin, Ava Max, and more.

Much like Digital Kick Off, our LIVE Broadcast brought us impressive online viewing numbers,



*Viewers from 99 different cities in Texas
47 states
8 countries*



Our online stream of the Black Tie LIVE program reached over 18,000 users, generated more than 6,700 views, and drove thousands of additional users to our website.

BLACK TIE

WRAP DISTRIBUTION

*To celebrate all that we achieved together in 2020, Black Tie Dinner, Lexus, and our presenting sponsor BBVA hosted a reimagined 2020 Wrap Distribution Party, where we were thrilled to announce the 2020 distribution amount - **\$875,000!** Our Wrap Distribution Party received nearly **25,000 views**, reached nearly **40,000 people**, and was covered by media outlets such as iHeart radio stations, Dallas Voice, and D Magazine.*



OUR 2020 BENEFICIARIES



Black Tie Dinner's beneficiaries reflect our commitment to supporting organizations with diverse missions in the LGBTQ community, including addressing health concerns, fostering culture and the arts, building stronger communities, alleviating poverty, and creating more opportunity for the North Texas LGBTQ community.

HUMAN RIGHTS CAMPAIGN FOUNDATION

Through research, educational efforts and outreach, the HRC Foundation encourages LGBT Americans to live their lives openly and seeks to change the hearts and minds of Americans to the side of equality.

AIDS OUTREACH CENTER

AIDS Outreach Center (AOC) is the sole non-profit AIDS Service Organization serving Tarrant County and the seven surrounding rural counties with specialized programs and services that eliminate barriers to medical care so people living with HIV can suppress the virus and manage their condition with dignity and respect.

AIDS SERVICES OF DALLAS

The mission of AIDS Services of Dallas (ASD) is to create and strengthen healthy communities through the delivery of quality, affordable, service-enriched housing for individuals and families living with HIV/AIDS. ASD serves men, women and children in four apartment communities which are located in North Oak Cliff.

BIG BROTHERS BIG SISTERS LONE STAR

Big Brothers Big Sisters leverages one-to-one mentoring relationships to help at-risk youth-- including LGBTQ teens--increase their social-emotional competence, academic success, and ability to avoid risky behaviors. BBBS also provides quality community service opportunities for LGBTQ and ally adults, broadening the community's impact across North Texas.

CATHEDRAL OF HOPE UNITED CHURCH OF CHRIST

Cathedral of Hope - United Church of Christ is the largest church in the world with a primary outreach to lesbian, gay, bisexual and transgendered (LGBT) individuals. About 1,200 LGBT people and their straight allies gather each week to worship a Savior who accepts them just as they are. All are welcome at Cathedral of Hope.

CELEBRATION COMMUNITY CHURCH

Celebration Community Church (CCC) is a nondenominational, multi-generational congregation that works to make people aware that God has called each of us, as equals, into the service of God's people. Our focus is one of social justice. Celebration's congregation consists of people who come from well over forty different religious backgrounds.

COALITION FOR AGING LGBT

The Coalition of Aging LGBT is a non-profit who serves as a catalyst to improve and protect the quality of life of older LGBT adults in North Texas through coordination and collaborations in the areas of health, housing, advocacy, financial security and social services.

EQUALITY TEXAS FOUNDATION

Equality Texas Foundation seeks to secure the dignity, respect, and rights of all LGBTQ Texans through education, community organizing and collaboration. The Foundation works to change hearts and minds by humanizing discrimination faced by Texans based on their sexual orientation or gender identity.

HEALTH EDUCATION LEARNING PROJECT

The mission of the Health Education Learning Project is to promote health and prevent disease through innovative, accessible and comprehensive programming.

LAMBDA LEGAL DEFENSE AND EDUCATION FUND

Lambda Legal believes the rights enshrined in the U.S. Constitution belong to every American, including the millions who are lesbian, gay, bisexual or transgender (LGBTQ), and everyone living with HIV. Lambda Legal defends these rights in court—fighting discriminatory laws and policies—and in the court of public opinion and informing the media.

LEGACY COUNSELING CENTER

For 28 years, Legacy Counseling Center has provided affordable, high quality mental healthcare, substance abuse treatment, housing, and special care services to people living with HIV/AIDS. Legacy proudly provides professional, respectful care to those impacted by HIV at crucial moments in their lives.

NORTHAVEN UNITED METHODIST CHURCH

An active congregation of more than 600 members--with many more calling the church their home--Northaven, standing at the corner of Faith and Justice, is known for vital worship, music, and arts, community outreach, social justice, and inclusiveness.

PLANNED PARENTHOOD OF GREATER TEXAS

Planned Parenthood of Greater Texas creates healthier communities by providing comprehensive reproductive healthcare, science-based education programs, and reproductive rights advocacy. Planned Parenthood welcomes everyone who needs us, no matter who they are, who they love, their immigration or income status, their zip code, or income level. Through our universally inclusive education programs and the provision of high quality, compassionate, and affirming health care, Planned Parenthood of Greater Texas is proud of the impact we have on LGBTQ individuals. Several LGBTQ+ patients have told their stories of positive experiences at our health centers and the effect of a positive and affirming environment on their own health and wellbeing.



PROMISE HOUSE

Promise House has moved abused, neglected, and abandoned youth toward safety and success since 1984. Our no-cost, inclusive programs provide emergency shelter, transitional housing, pregnant and parenting teen services, counseling, education, and outreach to youth in crisis ages 0-24.

RESOURCE CENTER

Resource Center is a trusted leader that empowers the lesbian, gay, bisexual, transgender, and queer/questioning (LGBTQ) communities and all people affected by HIV through improving health and wellness, strengthening families and communities, and providing transformative education and advocacy.

TURTLE CREEK CHORALE

Turtle Creek Chorale is an all men's chorus that enriches lives through the common language of song. As role models of equity and education across communities and cultures, TCC continues to build bridges within the North Texas LGBT community and beyond through outreach concerts, complimentary tickets and strategic partnerships.

UPTOWN PLAYERS, INC

Uptown Players offers diverse plays and musicals with contemporary and alternative lifestyle themes that explore diversity, relationships, family, prejudice, bullying, and values. We offer the chance for the LGBT community to see their life experiences represented on stage.

THANK YOU



Despite these tough times, our supporters were more generous than ever. Here are some of the specific ways your contributions directly impacted our deserving Beneficiaries:



Your \$25 donation
provided 5 bus passes for Legacy Counseling Center's Master Leasing clients to attend job interviews or covered the cost of a Big Brothers Big Sisters national criminal background check.



Your \$50 donation
helped provide someone in Promise House's youth in LGBTQ homes with five days' worth of groceries or helped create a healthier community by making 250 Planned Parenthood safer sex encounters possible.



Your \$100 donation
funded the cost of three months of transportation to medical appointments for those served by AIDS Outreach Center.

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IN-KIND SPONSORS



THANK YOU TO ALL OF OUR GENEROUS SUPPORTERS

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