

ANNUAL REPORT 2024

**JANUARY
2025**

Prepared by

**SOUTH DALLAS
EMPLOYMENT PROJECT**

Prepared for

OUR STAKEHOLDERS

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LETTER FROM THE SDEP MANAGING PARTNER & CO-FOUNDER



WES JUREY
Managing Partner &
Co-Founder

To our Stakeholders & Communities We Serve,

It's with a grateful heart that I provide our 2024 Annual Report to our Stakeholders and the communities we serve.

The past year has been extraordinary, in terms of the extensive changes we have experienced within our community, our region, the state of Texas, and our nation.

Yet it is the strength of our stakeholders, the partnerships that have evolved, and our commitment to service that has enabled us to invest our collective time, talent, treasure, and influence to continue to address and make

progress in serving some of the most disadvantaged and underserved communities in Texas. By all measures, we are making progress. The number of individuals whose lives we have touched has grown significantly. The number of organizations who have become stakeholders has dramatically increased, providing additional capacity to serve those individuals. And the economic growth and health of our targeted communities is improving.

We still have far to go and much to do to reach our Vision of seeing these communities evolve from generational poverty to generational prosperity; but the progress made to date is both tangible and encouraging. All due to the commitment and perseverance of you - our SDEP Stakeholder Community.

Thanks to all of you, we have become the largest collaborative governance and collective impact model in the state.

It bodes well for our future!

A handwritten signature in blue ink, appearing to read 'Wes Jurey', with a stylized flourish at the end.

ORGANIZATION OVERVIEW



VISION

Our Vision is to move the residents of South Dallas from generational poverty to generational prosperity.

MISSION

Our Mission is to build “Collaborative Community Capacity” bringing business, government, education, workforce development, and nonprofit social enterprises together to align and integrate resources, thereby increasing the capacity of all stakeholders through systemic change.

ABOUT SDEP

Our overarching Objective is the development and implementation of a holistic model that is sustainable, scalable, and replicable, to support opportunity populations living in or returning to Dallas. Our focus is two-fold:

- (1) to assist individuals to obtain the skills, competencies, knowledge and capabilities necessary to lead sustainable lives, and
- (2) to assist Employers, meet their unmet demand for a skilled trained workforce.

Initially focused on five identified contiguous ZIP Codes in south and southern Dallas, we have progressed from our initial Incubation phase, demonstrating that our model works, into the Replicable phase, expanding into West Dallas, and will ultimately move to Scalability, expanding throughout Dallas.

The SDEP is currently comprised of 237 organizational and employer stakeholders who have signed Memorandums of Agreement to work within the collaborative framework we have established. It is operated as a "DBA" of Redemption Bridge, led by Wes Jurey, CEO, and Past Chair of the Texas Workforce Investment Council. Redemption Bridge serves as an intermediary; essentially a "backbone organization", convening participating organizations; guiding the integration and alignment of their organizational resources; working within a collaborative framework; sharing a common, overarching goal. Essentially, we serve (1) individuals needing assistance to lead sustainable lives; (2) our organizational stakeholders, providing resources and technical assistance; (3) our employer stakeholders, assisting them in meeting their unmet demand for skilled workers; and (4) the community, through initiatives that create jobs and supports economic growth.



CLIENT METRIX NUMBERS

2024 GROWTH

In ZIP Code 75210, the most challenged ZIP Code we served in 2024:

Population increased from 8,105 to

8,697

Average annual income increased by

\$8,100

Lack of broadband connectivity, reduced by

2%

Without high school diploma reduced by

7%

With high school diploma increased

3.4%

Associate degree increased by

4.2%

Individuals employed increased by

332

Unemployment dropped from 14.3% to

6.1%

2024 BY THE NUMBERS

2,107

Intakes processed

895

Justice involved intakes

1,292

Referrals made

273

Housing referrals made

32

Focused deterrence applicants served

206

Focused outreach applicants served

584

TDCJ applicants served

52

Increase in stakeholders from 185 to 237

15

Partnerships with Justice agencies

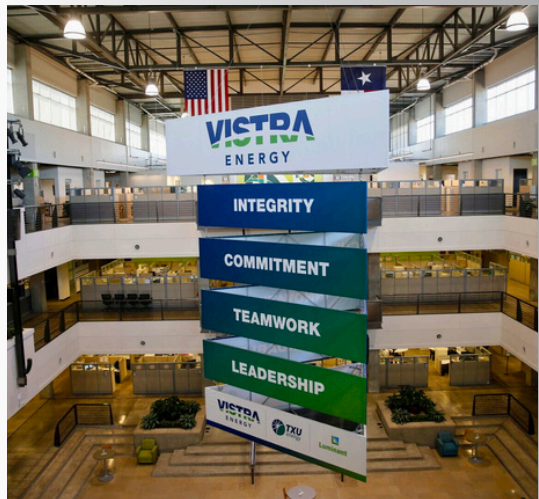
237

SDEP serving stakeholders

THE STAKEHOLDER COMMUNITIES WE SERVE

The SDEP Serves Four Fundamental Stakeholder Communities

- 1 **INDIVIDUALS** who live in some of the most disadvantaged and underserved communities in Texas
- 2 **ORGANIZATIONAL STAKEHOLDERS**, both public and private sector, that serve these individuals



- 3 **EMPLOYERS** that represent opportunities for living wage employment for those we serve, effectively meeting their unmet demand for skilled workers
- 4 The **COMMUNITIES** themselves, where we focus on improving their economic viability



SERVING INDIVIDUALS

Since inception, the SDEP has focused on eight strategic objectives, established through a consensual process of all stakeholders, following an extensive review of the demographics and challenges, faced by residents of south, southern and west Dallas.

The eight selected were consensually deemed most critical to enabling what we call “opportunity populations” to ultimately lead sustainable lives.

-  **LIVING WAGE EMPLOYMENT**
-  **AFFORDABLE HOUSING**
-  **COMMUNITY CONNECTIVITY**
-  **TRANSPORTATION**

-  **HEALTH, WELLNESS & RECOVERY**
-  **DIGITAL & FINANCIAL LITERACY**
-  **PUBLIC POLICY**
-  **JUSTICE & RACIAL EQUITY**

8 STRATEGIC OBJECTIVES

- 1 LIVING WAGE EMPLOYMENT:** Utilizing nationally recognized industry certifications, we provide training leading to living wage employment in Industry sectors with established career ladders. Securing employment in jobs that provide discretionary income is the first step toward building family sustainability.
- 2 AFFORDABLE HOUSING:** Access to affordable housing is the second step towards sustainability, as home equity is the first wealth families moving from poverty to sustainability achieve. Through our network, we provide emergency housing, sheltered living, and rental assistance, while supporting the development of affordable housing within the communities we serve.
- 3 COMMUNITY CONNECTIVITY:** The Department of Justice identifies effective reintegration into a community as one of the three most vital elements in reducing recidivism, coupled with living wage employment and adequate safe housing. Working within the Faith Based community, we support the reintegration of all we serve
- 4 TRANSPORTATION:** Access to transportation is critical to move from home to job to childcare to medical treatment to groceries. We provide a variety of options, including character based lending to acquire autos.





5 HEALTH, WELLNESS & RECOVERY: We provide access to mental, behavioral and health related care, addressing the underlying social determinants of health, in partnership with public and private healthcare providers.

6 DIGITAL & FINANCIAL LITERACY: We ensure everyone we serve receives access to training, leading to digital and financial literacy.

7 PUBLIC POLICY: We educate and advocate for public policy that enables opportunity populations, and work to change public policy that inhibits these populations, at City, County, Regional, State and Federal levels.

8 JUSTICE & RACIAL EQUITY: We have integrated the issues of racial equity, justice, and trauma informed care, into everything we do, working with our stakeholders, to conduct racial equity audits, offering training to support their understanding, and implementation of diversity, equity, inclusion, and belonging.

We want those we serve to become contributors to their community. By providing available resources, we can help them establish a deeper connection to their neighborhoods as a place that has reinvested in them.



SERVING OUR ORGANIZATIONAL STAKEHOLDERS

The SDEP works directly with our organizational stakeholders, both public and private sector, assisting them to more effectively meet their own goals, through integrating and aligning resources within our network, to achieve common objectives.

We offer the following assistance and direct support, in six areas identified by our organizational stakeholders as most critical to their success.



SDEP SERVICE CENTERS



NETWORK DEVELOPMENT



DIRECT SUPPORT



TECHNICAL ASSISTANCE



FORUMS AND SEMINARS



FINANCIAL DEVELOPMENT

6 KEY AREAS OF SUPPORT

- 1 SDEP SERVICE CENTERS:** We operate “Service Centers” throughout the communities we serve, in partnership with apartment complexes, nonprofits in our network, and local governments. Our organizational stakeholders also have access to these Centers to offer both their resources & services, as well as those of the SDEP where people live.
- 2 NETWORK DEVELOPMENT:** We host monthly luncheons for all stakeholders, providing relevant information and updates, and enabling them to develop their own supportive networks.
- 3 DIRECT SUPPORT:** We provide direct access to capacity building, making a variety of support services available to our organizational stakeholders at no cost of them or those they serve. As two examples, (1) we offer our stakeholders use of the Metrix Learning System, which provides over 7,000 training modules, certificates and certifications they can make available to their own clients at no cost; and (2) through our partnership with VoteRiders, a national nonprofit, we provide our organizational stakeholders the support needed to assist their clients obtain government IDs, including drivers licenses, birth certificates, and Social Security cards
- 4 TECHNICAL ASSISTANCE:** We provide no cost technical assistance to our stakeholders at their request.
- 5 FORUMS & SEMINARS:** In collaboration with many of our educational and governmental stakeholders, we provide a variety of training cohorts, training programs and academies, and other types of training assistance to help our organizational stakeholders grow their capacity.
- 6 FINANCIAL DEVELOPMENT:** We provide financial development and support, through introductions to Banks and philanthropic organizations; through training; and as subcontractors to the SDEP.





SERVING OUR EMPLOYER STAKEHOLDERS

The SDEP works directly with our employer stakeholders to help them meet their unmet demand for skilled, trained workers.

EMPLOYEE RECRUITMENT

We work directly with employers to understand the jobs and job skills they need to fill; then work with our organizational stakeholders, governmental entities, and the Dallas Workforce Board to both identify, and then refer individuals who qualify, directly to those employers.

JOB FAIRS

We work with individual employers to conduct job fairs, to create awareness of the opportunities each employer has available.

EMPLOY SDEP

Launched in 2024, “Employ SDEP” works directly with corporate talent acquisition officers and their teams to design an employee acquisition strategy, directly aligned with their corporate needs. This enables our stakeholders to refer individuals directly to the SDEP.

CORPORATE CULTURE

We work directly with Vistra Corporation, who has developed a playbook to assist employers establish a “corporate culture” that supports hiring opportunity populations.

FEDERAL BENEFITS

We advise our employer stakeholders on federal benefits available to them, when they hire certain opportunity populations. These benefits include federal tax credits, federal bonding of individuals, and in certain cases, government grant opportunities.

SERVING OUR COMMUNITIES

FOCUS

- TEAM SDEP
- URBAN AGRICULTURE
- VOTERIDERS
- FOCUSED DETERRENCE
- METRIX LEARNING SYSTEM
- HEALTHCARE ADVISORY COUNCIL



SOCIAL RESPONSIBILITY

We directly support the economic growth and well-being of the communities we serve, through initiatives that create jobs, address transit needs, increase access to healthcare & affordable housing, and strengthen public policy that supports vulnerable populations.

6 KEY COMMUNITY INITIATIVES

- 1 TEAM SDEP:** Team SDEP is a “Community of Practice,” inclusive of all interested stakeholders, collectively leading Annual Delegations to both Austin and Washington, DC to meet with state and federal agencies and state and federal elected and appointed officials. Our Delegations are focused on securing resources and advocating for policies that enable and serve the populations we serve.
- 2 URBAN AGRICULTURAL INITIATIVE:** The SDEP established our Urban Agriculture Initiative in partnership with the US Department of Agriculture, and the Agricultural Technology Innovation Partnership (ATIP) Foundation. We are focused on addressing environmental justice, food insecurity, and the creation of living wage employment opportunities, recruiting companies into South Dallas, that utilize significant sources of biomass, converting it to energy, chemicals, and products. Since our launch in January, 2024, we have recruited seven companies to South Dallas.
- 3 VOTERIDERS:** We previously established a formal partnership with VoteRiders, a national organization that assists individuals secure government IDs, to include birth certificates, Social Security cards, and drivers’ licenses. They also reimburse the cost of procuring these documents. Through our agreement, we have been able to establish an agreement with a significant number of our nonprofit stakeholders to utilize VoteRiders services, expanding our stakeholder ability for individuals in Dallas to secure government IDs at no cost to them or our nonprofit stakeholders. We have now become the largest provider of VoteRider Services in the United States.



It is important that we provide support for success and the opportunity for positive integration into the community. With varied experiences, educational and income levels, ALL have something to bring to the community.

4 FOCUSED DETERRENCE: In partnership with the Dallas Police Department, the University of Texas at San Antonio, and 14 other law-enforcement agencies, we support a model that targets violent offenders, providing direct support through the SDEP to offenders and their families as a deterrent to their continued violent behavior.

5 METRIX LEARNING SYSTEM: The SDEP, through a partnership with the Metrix Learning System (MLS) is able to provide the MLS to our partners to train clients they serve. The system has more than 7,000 training modules, including industry recognized certificates and certifications.

6 HEALTHCARE ADVISORY COUNCIL: In early 2024, we announced the establishment of the SDEP Healthcare Advisory Council, led by Dr. John Burrell, MD, CEO of MetroCare, the largest behavioral healthcare system in the County; Ruben Esquivel, VP, Community & Corporate Relations, UT Southwestern Medical Center; and Steve Love, President & CEO, Dallas Ft Worth Hospital Council.

The Council serves as a “Community of Practice”, focused on improving access to healthcare in our targeted communities. We are launching three initial pilot projects: One focused on writing prescriptions to individuals to the SDEP to deal with the social determinants of health; one determining an approach to train opportunity populations for jobs within the healthcare industry; and one establishing an approach to healthcare public policy, focused on the needs of opportunity populations.



FUTURE OUTLOOK - 2025 EXPANSION

DALLAS COUNTY JUVENILE DEPARTMENT

We have been serving individuals housed in Dallas County Juvenile Facilities, on a pre-release basis, providing government IDs and documents; training leading to industry recognized certificates and certifications; and assistance to the individuals' families.

In 2025, we will begin the development of a model to also serve individuals under the jurisdiction of the County, on probation or aging out of the program.

COMMIT PARTNERSHIP

The Commit Partnership was established by Michael Hinojosa and Todd Williams, bringing together the Dallas Independent School District, Dallas College, and UNT Dallas, into a collaborative partnership to integrate information, data and statistics documenting the successes and the challenges public and higher education face in serving individuals in Dallas County.

The SDEP has now been invited to become the fourth primary partner in the Commit Partnership, which will enable us to share and integrate data with the data from the other three partners, to more rapidly intake individuals identified by all three educational institutions that need assistance beyond their capability to provide.



TRANSIT

In order to meet the transit needs of our stakeholders and clients, we have partnered with non-profit stakeholders CleanUp USA & Goodwill, and 'Employ SDEP' organizations, to establish a transit system that will serve our targeted communities, providing transit from primary housing centers to employment centers. The system is expected to launch operations in 2025.

CONTACT US



We trust this report provides you with
a heightened sense of the depth,
breadth and scope of our work.
It is a pleasure to serve you.

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