



**FAITH & BLUE**



2021  
NATIONAL  
FAITH & BLUE  
WEEKEND  
IMPACT REPORT

# MOVING THE WORK OF RECONCILIATION & JUSTICE **FORWARD**

SPONSORED BY:



MOTOROLA SOLUTIONS  
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## THANK YOU TO THE 2021 SPONSORS



**FIRSTNET**  
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## TABLE OF CONTENTS

### 03 INTRODUCTION

### 04 WELCOME

- 04 Message from Reverend Markel Hutchins
- 05 Message from Rob Chapman, COPS Office
- 06 Message from Jason Porter, FirstNet, Built with AT&T
- 07 Message from Cynthia Yazdi, Motorola Solutions Foundation

### 08 PARTNERS

- 08 National Law Enforcement
- 09 State Law Enforcement
- 09 One Congregation One Precinct (OneCOP)
- 09 Media

### 10 CREATING MOMENTUM

- 10 Outreach Overview
- 11 Days of Engagement

### 12 MAKING THE ANNOUNCEMENT

- 12 National Participants
- 12 Metropolitan D.C. Area Participants
- 13 Social Media
- 13 News Coverage

### 14 ENGAGEMENTS BY STATE

- 14 The Map
- 14 Map Stats

### 16 SHARING & LEARNING

- 16 Training Recipients

### 18 HITTING THE ROAD

- 18 Speaking at State Conferences

### 19 FAITH & BLUE PHOTO CONTEST

- 19 And the Winners Are ...

### 20 ON THE SCENE

- 20 Highlights
- 21 East
- 22 Midwest
- 23 South
- 24 Plains & Mountains
- 25 West

### 26 CHANGING THE NARRATIVE

- 26 Media Coverage
- 26 Participant Feedback

### 27 WHAT'S NEXT?

- 27 Looking Forward
- 27 Contact Us

SCAN THE QR CODE TO VIEW OUR ONLINE GALLERY WITH MANY MORE PHOTOS!





# FAITH & BLUE

## BUILDING BRIDGES. TOGETHER.

*We hold the key to creating stronger and safer communities by bringing residents and law enforcement together to relate as neighbors with shared values.*

The mission of National Faith & Blue Weekend (Faith & Blue) is to deepen engagement between law enforcement officers and residents to transform communities. Faith & Blue was inaugurated in 2020 by MovementForward, Inc., working with the Office of Community Oriented Policing Services (COPS Office) at the U.S. Department of Justice. The idea was a simple but powerful one – the ties that bind officers and residents must be reinforced if we are to build neighborhoods where everyone feels safe and included. Faith-based organizations are key to building these bonds because they are not only the largest community resource in the nation, with 65 million participants in weekly events, but because they are as diverse as our nation. Moreover, they speak to Americans’ shared conviction that we are our brothers’ and sisters’ keepers.

There are only three components needed for a Faith & Blue engagement: a faith-based organization or community group, a law enforcement agency, and an activity that engages the public. The type of engagement is flexible; it can be a peace and unity march, a dialogue with youth, a community service project, a meet and greet, or almost any other way of creating meaningful connections between law enforcement and residents.

In the first year of Faith & Blue, 1,000 engagements were held in 43 states and the District of Columbia, with tens of thousands of participants. It showed the nation what was possible through reconciliation. In 2021, 2,000 engagements were held in all 50 states and the District of Columbia. In a short amount of time, Faith & Blue has become the largest, most consolidated police-community outreach initiative in history.

This impact report provides an overview of Faith & Blue, from beautiful photographs to words of welcome to key statistics of what made this year’s event possible. Please enjoy this inspiring story of what happens when residents and law enforcement unite, and we hope you will join the movement to build bridges to safer and stronger communities.

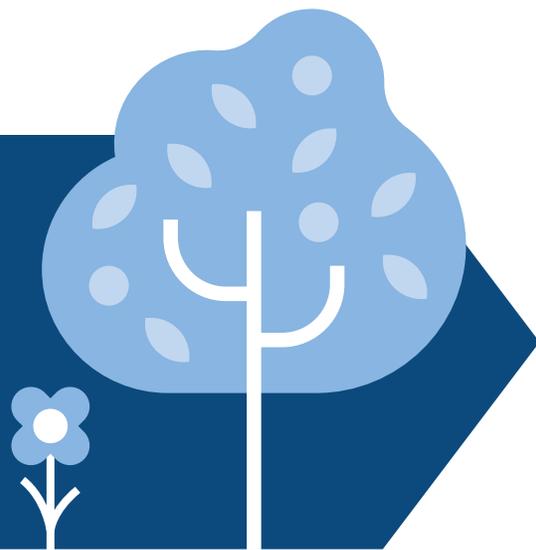


**Hope is the belief that destiny will not be written for us, but by us. By the men and women who are not content to settle for the world as it is. But who have the courage to make the world as it should be.”**

Lynda Williams  
National Organization  
of Black Law  
Enforcement  
Executives



# 2021 NATIONAL FAITH & BLUE WEEKEND WELCOME!



Dear Friends,

My guiding conviction is that there is more that unites than divides us. While there are some who turn from this truth, it is always there and ready to be built upon to create safe, strong, and just communities. This principle is at the heart of National Faith & Blue Weekend (Faith & Blue) – unleashing the spirit and impact of reconciliation and connection by bringing law enforcement professionals and residents together in the spirit of sisterhood and brotherhood.

We inaugurated National Faith & Blue Weekend in 2020 in a climate where the narrative on policing had become inflamed in the wake of George Floyd’s death. Rather than turning to despair, there was a groundswell of energy to create community-police engagement, and 1,000 creative and powerful activities were held across the country.

For 2021, we intensified our efforts. We launched a new partnership program with 51 state police chiefs’ and state sheriffs’ associations to match our unprecedented partnerships with national law enforcement organizations, expanded our planning resources, and conducted more than 75 training seminars. Law enforcement agencies and faith-based/community groups kicked their organizing into high gear, and the result was 2,000 events in every state in the United States, along with Washington, D.C., during the 2021 National Faith & Blue Weekend.

None of this would have been possible without our corporate sponsors, FirstNet, Built with AT&T, and the Motorola Solutions Foundation. I want to thank them for underwriting Faith & Blue for the second year in a row. I also want to thank our media partners, TBN and iHeartMedia, for their significant investments in this movement.

We are just getting started in building a movement to create a society in which everyone feels safe and valued. I am humbled to work alongside you in building what the Reverend Dr. Martin Luther King, Jr. called the “Beloved Community” – one that offers safety, peace, and justice for all.

Kind Regards,

Reverend Markel Hutchins  
National Lead Organizer, National Faith & Blue Weekend  
Chairman & CEO, MovementForward, Inc.



**Issues around criminal justice and policing are the prevailing issues of our time. National Faith & Blue Weekend is an effort like never before to elevate the voices of the majority of the American people who recognize that transformation is necessary, but law enforcement cannot do it alone.”**



Dear Colleagues,

When MovementForward, Inc. (MFI) came to the Office of Community Oriented Policing Services (COPS Office) at the Department of Justice with the idea for National Faith & Blue Weekend, we understood the potential of creating community-law enforcement engagement through the reach of houses of worship. We have been honored to serve as the co-convenor of this initiative since its inception.

The COPS Office was established to advance the practice of community policing across our nation's law enforcement agencies, including efforts that build trust and mutual respect between law enforcement and communities. When officers, deputies, and troopers collaborate, they can more effectively address crime and its underlying issues, and change negative behavioral patterns. The faith community is a unique and powerful partner in this effort, as they have deep ties and trust in neighborhoods across the nation. Creating a shared weekend for houses of worship and law enforcement officers to collaborate, thereby magnifying their efforts into a national movement, is a powerful way to enhance community policing.

The nation's leading law enforcement membership organizations were joined by leading state law enforcement organizations in participating in the National Faith & Blue Weekend, reflecting the consensus in the field on the value of these local collaborations. Those organizations were also joined by local houses of worship, civic leaders, and community members.

We appreciate the opportunity to work with all partners in this initiative in support of strengthening their communities. We encourage continued efforts to increase this collaboration and build relationships beyond National Faith & Blue Weekend, including during the new Quarterly Days of Engagement. By coming together, we can enhance the foundations of safe, just, and unified communities.

Sincerely,

Rob Chapman  
Acting Director  
Office of Community Oriented Policing Services (COPS Office)  
United States Department of Justice

## MAKING IT HAPPEN

Thank you to everyone who contributed time to make Faith & Blue 2021 a huge success!

### HOURS ACCRUED IN THE PLANNING OF FAITH & BLUE:

- Outreach
- Project Management
- Partnership Management
- Travel
- Media
- Vendor Management
- Event Support



# WELCOME!

Dear Community Leaders,

FirstNet, Built with AT&T is dedicated to enhancing communication for public safety professionals. This is why we are enthusiastic in our continued collaboration with and support of National Faith & Blue Weekend (Faith & Blue). The planners of Faith & Blue share our commitment to creating safer and more inclusive communities through improved communication – in this case, between law enforcement professionals and the residents they protect and serve.

We commenced our sponsorship of Faith & Blue in the first year of the event, 2020. We were heartened by the mission of deepening mutual understanding between residents of all backgrounds and public safety professionals who represent every role in law enforcement. The event itself was a tremendous success and a beautiful example of what is possible when we get to know each other on a personal level.

For that reason, we were enthused to continue our sponsorship in 2021 and were inspired by the 2,000 activities that took place in every state of the nation. An event that happened in our backyard, Arlington, Texas, represented the importance of Faith & Blue. Held at Cornerstone Baptist Church, it brought officers from the Arlington Police Department and young people together to discuss solutions to gun violence. New ties and bonds were formed that will increase collaboration and reduce bias and misunderstanding, leading to safer and more inclusive communities.

It is an honor for FirstNet to be a part of this powerful program. We believe it shows what is possible when we get to know each other. Thank you to the houses of worship and community organizations that are building the bonds of fellowship and to the law enforcement professionals who suit up every day to protect the public – the sacrifices you make are immeasurable and deeply appreciated. We look forward to the ongoing positive impact we make working together.

In Gratitude,

Jason Porter  
President

Public Sector and FirstNet, Built with AT&T  
AT&T



## AT A GLANCE

06 | Faith & Blue

  
**\$550K**  
Invested  
in 2021

  
**119**  
Different Types  
of Engagements

  
**670**  
Host  
Communities

  
**1.6K+**  
Faith-Based  
Organizations

Dear Friends,

At Motorola Solutions, our work makes a difference in the critical moments that shape lives, businesses, and the world – but our contributions don't end there. The Motorola Solutions Foundation is one of the many ways in which our company lives out its purpose of helping people be their best in the moments that matter. Acting as the charitable and philanthropic arm of the company, the Foundation partners with organizations like MovementForward to support efforts that create safer cities and equitable, thriving communities.

The Motorola Solutions Foundation is proud to be an inaugural corporate sponsor for National Faith & Blue Weekend (Faith & Blue) in 2020 and throughout 2021. Faith & Blue facilitates important dialogue and meaningful connections between law enforcement and communities across the United States, and we're honored to support it.

It was inspiring to witness the 2,000 events that happened this year, including the 43 engagements that happened throughout the Chicago area, our hometown. These events included meet and greets, community dialogue on topics around policing, social gatherings, and community service projects.

Our Foundation believes deeply in the vision of Faith & Blue – creating a safer, more equitable world for all. We are so grateful to the participating community organizations, faith leaders, and law enforcement professionals who made the 2021 Faith & Blue so successful. With more than 100,000 people participating this year, they are moving mountains.

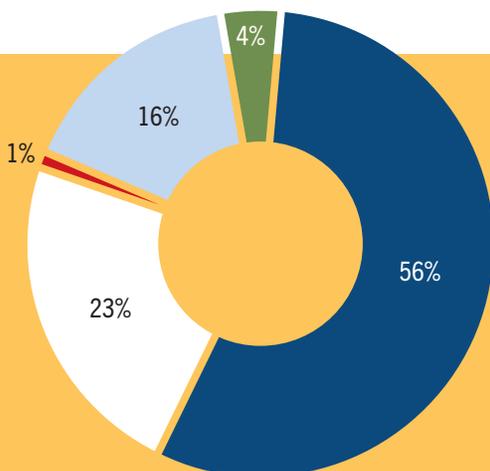
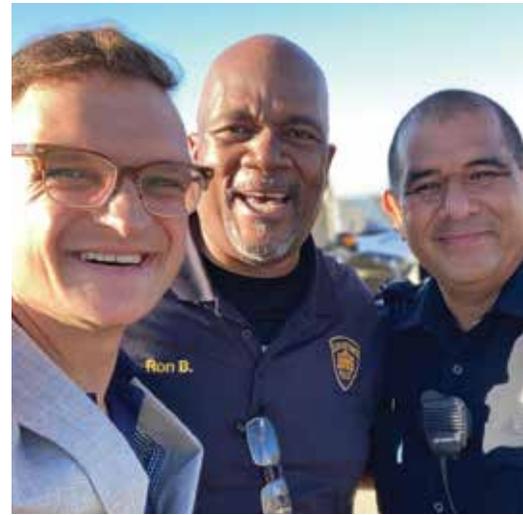
Know that these efforts are making a significant difference, and we take great pride in playing a small role. We look forward to working by your side in this work in the days, months, and years ahead.

Regards,

Cynthia Yazdi  
Senior Vice President  
Chief of Staff, Global Communications & Education, Motorola Solutions  
Board Member, Motorola Solutions Foundation



MOTOROLA SOLUTIONS  
FOUNDATION



### ENGAGEMENTS BY TYPE

- Fostering Dialogue and Understanding
- Promoting Peace and Safety Through Arts and Culture
- Creating Connections
- Cultivating Partnerships and Engagement
- Other

### MOST POPULAR ENGAGEMENTS

- 1 Meet and Greet (283)
- 2 Community Dialogue/ Crucial Conversation (210)
- 3 Inspirational Gathering (180)
- 4 Picnic/BBQ (119)
- 5 Community Service Project (92)



## PARTNER METRICS



**24**

National Law Enforcement Partners



**51**

State Law Enforcement Partners



**750+**

Local Law Enforcement Partners



**63%**

Engagements With Small Agencies (48% in 2020)

# PARTNERS

## NATIONAL LAW ENFORCEMENT PARTNERS



# STATE LAW ENFORCEMENT PARTNERS

Alabama Association of Chiefs of Police  
Alaska Association of Chiefs of Police  
Arizona Association of Chiefs of Police  
Badger State Sheriffs' Association  
California Police Chiefs Association  
Colorado Association of Chiefs of Police  
Delaware Police Chiefs' Council  
Florida Police Chiefs Association  
Florida Sheriffs' Association  
Georgia Association of Chiefs of Police  
Georgia Sheriffs' Association  
Idaho Sheriffs' Association  
Illinois Association of Chiefs of Police  
Illinois Sheriffs' Association  
Indiana Sheriffs' Association  
Kansas Sheriffs' Association  
Kansas Association of Chiefs of Police  
Kentucky Association of Chiefs of Police  
Maine Chiefs of Police Association  
Maine Sheriffs' Association  
Maryland Chiefs of Police Association  
Maryland Sheriffs' Association  
Massachusetts Chiefs of Police Association  
Massachusetts Major City Chiefs of Police Association  
Michigan Association of Chiefs of Police  
Minnesota Chiefs of Police Association

Minnesota Sheriffs' Association  
Mississippi Association of Chiefs of Police  
Missouri Police Chiefs Association  
New Hampshire Association of Chiefs of Police  
New Jersey State Association of Chiefs of Police  
New York State Association of Chiefs of Police  
Nevada Sheriffs' and Chiefs' Association  
Ohio Association of Chiefs of Police  
Oregon Association of Chiefs of Police  
Pennsylvania Chiefs of Police Association  
Pennsylvania Sheriffs' Association  
Rhode Island Police Chiefs' Association  
Sheriffs' Association of Texas  
South Carolina Police Chiefs' Association  
South Carolina Sheriffs' Association  
South Dakota Sheriffs' Association  
Tennessee Association of Chiefs of Police  
Utah Chiefs of Police Association  
Utah Sheriffs' Association  
Vermont Association of Chiefs of Police  
Vermont Sheriffs' Association  
Virginia Sheriffs' Association  
Washington Association of Sheriffs & Police Chiefs  
Wisconsin Chiefs of Police Association  
Wyoming Association of Sheriffs and Chiefs of Police

## ONE CONGREGATION ONE PRECINCT (OneCOP)

The OneCOP program is an ongoing initiative of MovementForward, Inc. that is launched within a specific community to facilitate regular engagement between officers and residents. This program centers around the faith community collaborating with local law enforcement agencies. For more information, please visit [www.onecop.net](http://www.onecop.net).



## MEDIA PARTNERS





# CREATING MOMENTUM

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

Using these pillars, we will grow from 1,000 events in 43 states to 3,000 events in all 50 states

Engaging State Associations	Investing in Marketing	+	"The Georgia Model"
Growing the Movement	Filling in the Map		

WHAT'S NEXT

## OUTREACH OVERVIEW

In 2021, an unprecedented outreach strategy was employed to reach partners at all levels. Beginning in April 2021, the MovementForward team traveled across the country and spoke to 43 state law enforcement organizations in person or virtually. The associations each formally signed on as partners. Faith & Blue staff members were invited to provide more than 75 training seminars for sheriffs and chiefs within each of the state organizations. Simultaneously, training seminars were held for major agencies, small and rural agencies, and faith leaders. Each staff member of the Faith & Blue team then worked with partners on a state-by-state basis. Finally, 247 separate coaching sessions were held with individual agencies, conducted by Faith & Blue staff. Since this approach was utilized in Georgia in 2020 with great success, it was termed "The Georgia Model."

**"The Georgia Model"**

Over 140 events were held in Georgia due to a model that will be deployed in each state

```

  graph LR
    A[A letter is sent to every law enforcement agency in the state] --> B[1:1 phone calls are made by a member of our team]
    B --> C[Follow-up calls are held to encourage event registration]
  
```

WHAT'S NEXT



# OUTREACH METRICS



**5,227**  
Mailers  
(Overnight and USPS)



**128K**  
Emails  
Sent



**247**  
Individual  
Coaching Sessions



**43**  
Association  
Presentations



**75+**  
Training  
Seminars



## DAYS OF ENGAGEMENT

On July 19, 2021, the first **Day of Engagement** was held with the topic “Where Do We Go From Here? Chaos or Community,” based on the title of the seminal book by Rev. Dr. Martin Luther King, Jr. The discussion occurred virtually, reaching an audience of 1,800, and featured leading voices in the faith, law enforcement, and corporate sectors and engaged such topics as use of force, race, officer safety, and reducing crime.

In 2022, the Days of Engagement (DOE) will be expanded to create momentum and an opportunity for agencies and residents to increase their connections. The DOEs will occur every three months, leading to the capstone National Faith & Blue Weekend. Each DOE will have a theme, a national virtual activity, and a local way to participate. For 2022, the themes are:

- January: Reconciliation
- April: Service
- July: Unity





## MAKING THE ANNOUNCEMENT

### NATIONAL PRESS CONFERENCE



**ON** August 31, 2021, national law enforcement and government organizations came together to announce National Faith & Blue Weekend 2021 at the National Law Enforcement Memorial and Museum in Washington, D.C. This announcement generated 66 separate media stories that reached an audience of almost 16 million and moved Faith & Blue into its publicity phase for the subsequent two-and-a-half months. The press conference also provided a venue for national law enforcement leaders to come together, discuss commonalities, and work on solutions.

## NATIONAL PARTICIPANTS

Fraternal Order of Police  
Hispanic American Police  
Command Officers Association  
International Association of Campus  
Law Enforcement Administrators  
International Association of Chiefs of Police  
International Brotherhood of Police Officers  
Major Cities Chiefs Association  
Major County Sheriffs of America  
National Association of Assistant  
United States Attorneys  
National Association of Women  
Law Enforcement Executives  
National Black Police Association  
National District Attorneys Association  
National Narcotics Officers' Association Coalition

National Organization of Black Law Enforcement Executives  
National Police Foundation  
Federal Law Enforcement Officers Association  
National Sheriffs' Association  
Police Executive Research Forum  
USDOJ Office of Community Oriented Policing Services  
U.S. Department of Homeland Security

## METROPOLITAN D.C. AREA PARTICIPANTS

Baltimore City Sheriff's Office  
Baltimore County Police Department  
Loudoun County Sheriff's Office  
Montgomery County Police Department  
Prince George's County Police Department  
Washington, D.C. Metropolitan Police Department

# SOCIAL MEDIA

**National Fraternal Order of Police (FOP)** @GLFOP

We are proud to join @FaithandBlue at the National Law Enforcement Museum @NLEMuseum to announce the most collaborative police-community outreach effort in history: #NationalFaithAndBlueWeekend 2021.

**National Faith and Blue** @FaithandBlue · Aug 31  
We are excited to share with you the 2021 National Faith & Blue Weekend press conference. Thank you to our national partners. Click the link to watch the livestream now! #FaithandBlue twitter.com/i/broadcasts/1...

11:07 AM · Aug 31, 2021 · Twitter Web App

**Major County Sheriffs of America**  
August 31

MCSA to join fellow law enforcement organizations and MovementForward, Inc. to announce #FaithandBlue Weekend. Press conference will livestream beginning at 11 a.m. EST today <https://faithandblue.org/national-press-conference/>

FAITHANDBLUE.ORG  
**National Press Conference - Faith & Blue**  
National Faith and Blue Weekend Press Conference

# NEWS COVERAGE

**Police partner with Faith & Blue for 'most collaborative' community outreach project in US history**

Leaders from National Faith & Blue Weekend will announce plans to partner with every major national law enforcement group in hosting its second annual national event.

**FOX NEWS FLASH HEADLINES**

**EXCLUSIVE** - Major law enforcement organizations at the international, federal, state and local levels are partnering with social change group Faith & Blue for its annual weekend of activities as part of the "largest nationwide police-community initiative," Fox News can exclusively report.

Leaders from the National Faith & Blue Weekend announced Tuesday their plans to make history in partnering with "every major national law enforcement" group in hosting its second annual national event from Oct. 8 through Oct. 11.

Speaking during the Tuesday morning press conference, Patrick Yuen, national president of the Fraternal Order of Police, emphasized that the 850,000 men and women in law enforcement are also members of the communities that they represent, but "were demonized just by simply wearing their badge."

"During this period of time, we'd rather talk to each other, rather than with each other, Yuen continued. "We need to do some work in this country. The powers that law enforcement officers have, the key powers that we have in order to be able to police our communities, are directly related to the trust and interdependence we have within our communities."

**The Washington Times**

**2nd 'Faith & Blue Weekend' set for October**

Event pairs congregations, law enforcement

A nationwide effort to help congregations better understand police forces will hold its second annual weekend gathering in October, organizers said Tuesday, noting the 85 million Americans who attend worship each week.

The National Faith & Blue Weekend is set for Oct. 8-11 and will be open to any law enforcement agency and any faith community, according to the Rev. Markel Hutchins, CEO of MovementForward, an Atlanta-based civil rights group behind the effort.

Billed as "a powerful initiative that builds bridges to more engaged communities," National Faith & Blue Weekend seeks "reinforcement" of the links between law enforcement professionals and their communities, Mr. Hutchins said in an interview.



Faith & Blue Weekend provides a mechanism for our law enforcement professionals and our community members to relate on common ground. I know that our entire community, including our police officers, [is] stronger and more resilient as a result of participating."

Chief Melissa Hyatt  
Baltimore County Police Department and  
Major Cities Chiefs Association



# ENGAGEMENTS BY STATE



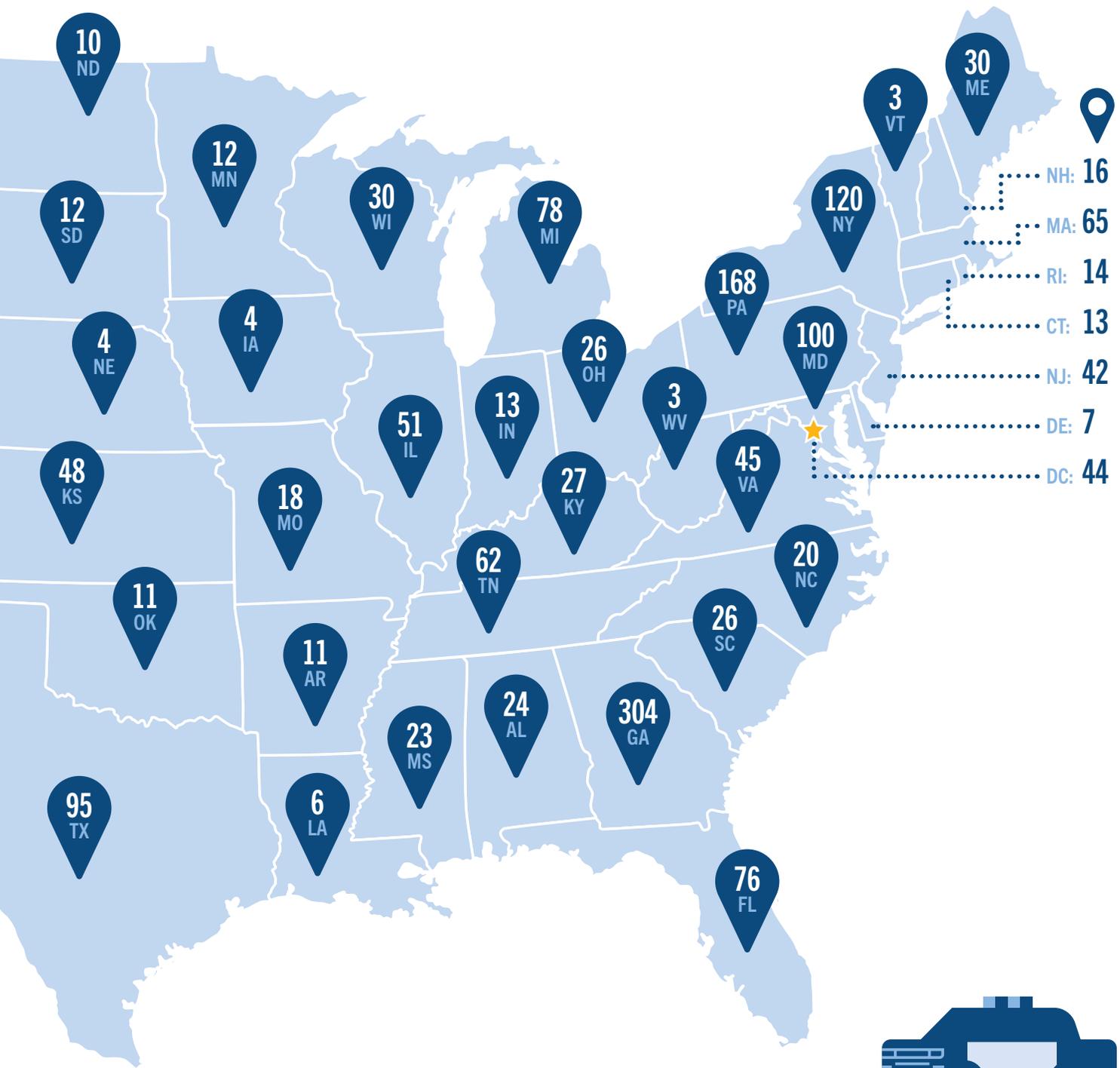
I find tremendous value in any collaborative initiative that builds partnerships, educates, and breaks down biases amongst law enforcement and the citizens we serve. The National Faith & Blue Weekend event that we participated in was a first for me. I found the event to be enormously valuable for all who participated.”

Captain Justin Dusseau  
Ada County Sheriff’s Office, Idaho

## MAP STATS

# 2,000+

**ENGAGEMENTS WERE HELD ACROSS THE COUNTRY**  
(UP 100% FROM 2020)



**85%** WERE REGISTERED ENGAGEMENTS

**ALL 50**

STATES AND D.C. HAD REGISTERED ENGAGEMENTS (43 IN 2020)



# SHARING & LEARNING WEBINARS

## TRAINING RECIPIENTS

**Each of these organizations hosted individual training seminars, facilitated by Faith & Blue staff, for their members to get involved.**

Alabama Association of Chiefs of Police  
 Alabama Sheriffs Association  
 Alaska Association of Chiefs of Police  
 Arizona Sheriffs' Association  
 Arkansas Sheriffs Association  
 Badger State Sheriffs' Association  
 Buckeye State Sheriffs' Association  
 California Police Chiefs Association  
 California Sheriffs' Association  
 Colorado Association of Chiefs of Police  
 Connecticut Police Chiefs Association  
 County Sheriffs of Colorado  
 Florida Police Chiefs Association  
 Florida Sheriffs Association  
 Hawaii Law Enforcement  
 Idaho Sheriffs Association  
 Illinois Association of Chiefs of Police

Illinois Sheriffs' Association  
 Indiana Association of Chiefs of Police  
 Indiana Sheriffs' Association  
 Iowa State Sheriffs and Deputies Association  
 Kansas Association of Chiefs of Police  
 Kansas Sheriffs' Association  
 Kentucky Association of Chiefs of Police  
 Louisiana Association of Chiefs of Police  
 Louisiana Sheriffs' Association  
 Maine Chiefs of Police Association  
 Maine Sheriffs' Association  
 Maryland Chiefs of Police Association  
 Massachusetts Chiefs of Police Association  
 Massachusetts Sheriffs' Association  
 Michigan Association of Chiefs of Police  
 Minnesota Chiefs of Police Association  
 Minnesota Sheriffs Association  
 Mississippi Association of Chiefs of Police  
 Missouri Police Chiefs Association  
 Missouri Sheriffs' Association  
 Montana Sheriffs and Peace Officers Association  
 Nebraska Sheriffs' Association  
 Nevada Sheriffs' and Chiefs' Association

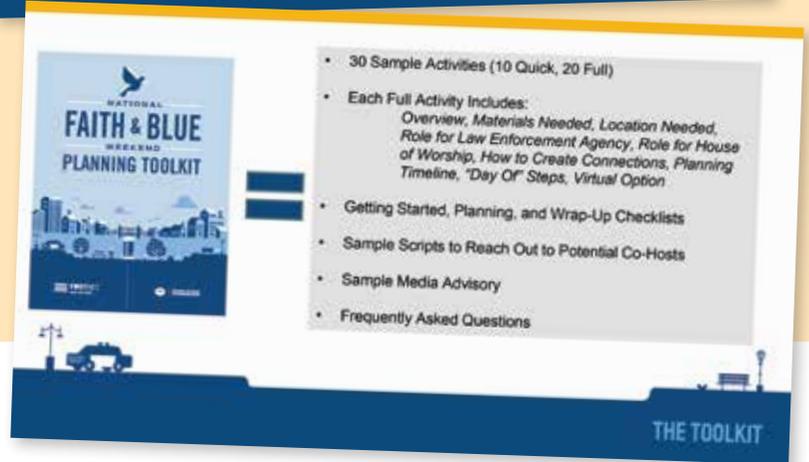
“

As you can see, [the Faith & Blue toolkit] takes all the thinking out of it. You can just go onto the website and it is basically like following a recipe.”

Assistant U.S. Attorney Terrence Haugabook  
U.S. Attorney’s Office - Eastern District of Michigan

“This is a very great program. A great way to do outreach to your community and continue the work we’ve been doing to build relationships with our communities, legitimacy and trust.”

Chief Patrick Phelan  
Executive Director  
New York State Association of Chiefs of Police



- New Hampshire Association of Chiefs of Police
- New Jersey State Association of Chiefs of Police
- New Mexico Municipal League (Police Chiefs)
- New Mexico Sheriffs’ Association
- New York Association of Chiefs of Police
- North Carolina Association of Chiefs of Police
- North Carolina Sheriffs’ Association
- Ohio Association of Chiefs of Police
- Oklahoma Association of Chiefs of Police
- Oklahoma Sheriffs’ Association
- Oregon Association of Chiefs of Police
- Oregon State Sheriffs’ Association

- Pennsylvania Chiefs of Police Association
- Pennsylvania Sheriffs Association
- Police Chiefs Association of Nebraska
- Rhode Island Police Chiefs Association
- Sheriffs’ Association of Texas
- South Carolina Police Chiefs Association
- South Carolina Sheriffs’ Association
- South Dakota Sheriffs’ Association
- Tennessee Association of Chiefs of Police
- Tennessee Sheriffs’ Association
- Texas Police Chiefs Association
- Utah Association of Chiefs of Police
- Utah Sheriffs’ Association
- Vermont Association of Chiefs of Police
- Vermont Sheriffs’ Association
- Virginia Association of Chiefs of Police
- Virginia Sheriffs Association
- West Virginia Sheriffs’ Association
- Western State Sheriffs Association
- Wisconsin Chiefs of Police Association
- Wyoming Association of Sheriffs and Chiefs of Police



# HITTING THE ROAD

## STATE ASSOCIATION ROADSHOW

### SPEAKING AT STATE CONFERENCES

Faith & Blue staff spoke, in person or virtually,\* at conferences hosted by these groups.

- Alaska Association of Chiefs of Police\*
- Arizona Association of Chiefs of Police\*
- California Police Chiefs Association\*
- Colorado Association of Chiefs of Police
- Delaware Police Chiefs' Council\*
- Florida Police Chiefs Association
- Florida Sheriffs Association
- Georgia Association of Chiefs of Police
- Georgia Sheriffs' Association\*
- Illinois Association of Chiefs of Police\*
- Illinois Sheriffs' Association\*
- Indiana Sheriffs' Association
- Iowa State Sheriffs and Deputies Association
- Kansas Association of Chiefs of Police
- Kansas Sheriffs Association
- Kentucky Association of Chiefs of Police
- Maine Chiefs of Police Association\*
- Maine Sheriffs' Association\*
- Maryland Chiefs of Police Association\*
- Maryland Sheriffs' Association\*
- Metropolitan Chiefs and Sheriffs Association - KS/MO
- Michigan Association of Chiefs of Police

- Minnesota Police Chiefs' Association\*
- Minnesota Sheriffs' Association\*
- Mississippi Association of Chiefs of Police
- Nevada Sheriffs' and Chiefs' Association
- New Hampshire Association of Chiefs of Police
- New Jersey State Association of Chiefs of Police
- New Mexico Association of Chiefs of Police\*
- Ohio Association of Chiefs of Police\*
- Oklahoma Association of Chiefs of Police
- Oregon Association of Chiefs of Police\*
- Pennsylvania Sheriffs' Association
- Rhode Island Police Chiefs' Association\*
- Tennessee Association of Chiefs of Police
- Vermont Association of Chiefs of Police\*
- Vermont Sheriffs' Association\*
- Virginia Association of Chiefs of Police
- Virginia Sheriffs' Association
- Western States Sheriffs' Association
- Wisconsin Chiefs of Police Association
- Wisconsin Sheriffs and Deputy Sheriffs Association
- Wyoming Association of Sheriffs and Chiefs of Police\*

# FAITH & BLUE PHOTO CONTEST



More than 5,000 photos were received from the 2021 National Faith & Blue Weekend across multiple channels, including Twitter, Facebook, Instagram, and website uploads. Every photo was invaluable in painting a picture of the mission of Faith & Blue. Three contest winners were selected that exemplified creativity, spirit, and connection. Congratulations to the winners, and thank you to everyone who participated!

## AND THE WINNERS ARE ...

[A] Fresno Police Department (Fresno, CA): Instagram post by Fresno PD

[B] Philadelphia, PA: Twitter post by Commissioner Danielle Outlaw

[C] Nassau County Police Department (Mineola, NY): Sent in by Deputy James Pettenato





# ON THE SCENE



The inspiring photos on these pages are a small set of the more than 5,000 images that were shared during the four-day weekend. They offer a glimpse into the diversity that is Faith & Blue – with events held in every state in the nation, from the tip of Alaska’s Aleutian Islands to the edge of the Florida Keys. The result is a rich tapestry of this movement.



## HIGHLIGHTS



**AGENCY WITH THE MOST ENGAGEMENTS:**

**New York PD:**

**81**

**RUNNERS-UP:**

Arlington (TX) PD: 52  
Baltimore County PD: 37



**STATE WITH THE MOST ENGAGEMENTS:**

**Georgia:**

**304**

**RUNNERS-UP:**

Pennsylvania: 168  
New York: 120



**BEST GROWTH:**

**Massachusetts:**

**6,500%**

**RUNNERS-UP:**

Kansas: 4,800%  
Ohio: 2,500%



**SMALLEST COMMUNITY BY POPULATION:**

**Bradshaw, WV:**

**212**

**RUNNERS-UP:**

Uniontown, KS: 261  
Sky Valley, GA: 282

# 📍 EAST: 770 ENGAGEMENTS



“

[The unity march] is a Catholic tradition and a living invitation to consider something better than violence. It was a beacon of hope ... quite a few people came out of their house as we passed. They prayed and blessed themselves.”

Father Charles Ravert  
St. Ambrose Parish  
Philadelphia, Pennsylvania



# MIDWEST: 297 ENGAGEMENTS



Brothers and sisters will gather from all denominations and races to give prayer for our police officers and for the weekend. We will come together to ease tensions between our police officers and our community, recognizing that we have some very good police officers and very good community people. We want them to get to know each other and respect each other.”

Deacon Harold Simmons  
Eighth Street Baptist Church  
Kansas City, Missouri





“

[Police need to] meet and greet people that are a part of the neighborhood – not with a negative tone, but with a positive tone, making sure that everything is cohesive and everybody’s trying to work together to make this a better community.”

Janice Duncan  
Resident  
Brookhaven, Georgia

# SOUTH: 756 ENGAGEMENTS





“

To help smooth over places where our society has rough edges and creating bonds between the police and the people in the communities they work in is something that’s a natural fit for us.”

Rev. Keith Winton  
All Saints Episcopal Church  
Omaha, Nebraska



# PLAINS & MOUNTAINS: 143 ENGAGEMENTS

# WEST: 177 ENGAGEMENTS



“

This year's Faith & Blue demonstrates an important reminder that, on Kaua'i, no one is alone. We all work together to care for one another and each other. A caring and unified community is strong.”

Chaplain Gregory Poole  
Ohana Christian Fellowship  
Kauai, Hawaii



# CHANGING THE NARRATIVE

## MEDIA COVERAGE

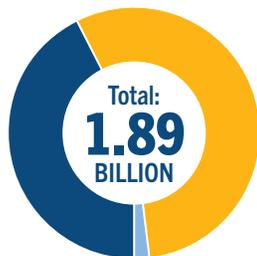
### SEGMENTS, ARTICLES & POSTS

- Broadcast (Television and Radio)
- News Articles (Online and Offline)
- Social Media



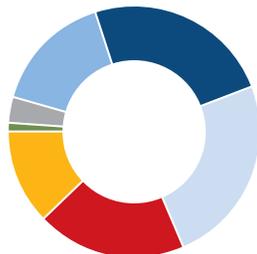
### VIEWERSHIP, READERSHIP & IMPRESSIONS (in millions)

- Broadcast (Television and Radio)
- News Articles (Online and Offline)
- Social Media

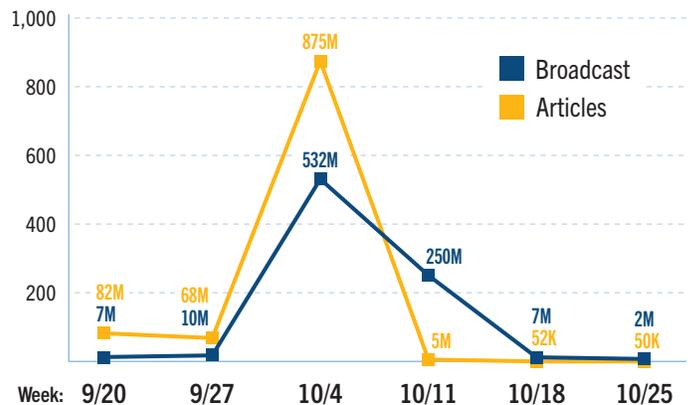


### SOCIAL AUDIENCE BY AGE

- 13-17
- 18-24
- 25-34
- 34-44
- 45-54
- 55-64
- 65+



### AUDIENCE BY WEEK (in millions)



### TOTAL ADVERTISING VALUE EQUIVALENCE:

# \$10,044,260

## PARTICIPANT FEEDBACK

(out of 5 stars from 500+ surveys)

Notes: Both officers and community members felt that Faith & Blue was most effective in making them more likely to work together on public safety, but can still improve in making them feel safer (although it helped both groups).

### MOST EFFECTIVE:

- Better Collaboration on Crime Solving
  - ★★★★☆ 4.61 Community Members
  - ★★★★☆ 4.48 Officers

- Increased Confidence in Law Enforcement
  - ★★★★☆ 4.57 Community Members

- Increased Job Satisfaction
  - ★★★★☆ 4.47 Officers

### AREA FOR GROWTH:

- Makes Me Feel Safer
  - ★★★★☆ 4.45 Community Members
  - ★★★★☆ 3.85 Officers

### ADDITIONAL FEEDBACK:

- ★★★★☆ 4.50 Effectiveness of Programming
- ★★★★☆ 4.72 Likelihood to Participate Again



# FAITH & BLUE

## MOVING THE WORK OF RECONCILIATION & JUSTICE **FORWARD**

## WHAT'S NEXT?

### LOOKING FORWARD

#### FAITH & BLUE 2022

Faith & Blue is more than a weekend. It is about deepening engagement between officers and residents to transform communities. In 2022, programming will continue and expand to meet that goal. **The next National Faith & Blue Weekend will be October 7-10, 2022.**

#### DAYS OF ENGAGEMENT

“Days of Engagement” will be held every three months (in January, April, and July – culminating with National Faith & Blue Weekend) and will offer a national, virtual program and a local activity that can be undertaken. The themes for 2022 are Day of Reconciliation, Day of Service, and Day of Unity. To learn more, please email [info@faithandblue.org](mailto:info@faithandblue.org).

### CONTACT

National Faith & Blue Weekend  
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2987 Clairmont Road, NE, Suite 230  
Atlanta, GA 30329  
phone: (404) 605-7000  
toll-free: (888) 4WARD21  
email: [info@faithandblue.org](mailto:info@faithandblue.org)  
web: [www.faithandblue.org](http://www.faithandblue.org)

### FOLLOW

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-  /faithandblue

### STAY IN THE KNOW!

We offer announcements on Faith & Blue planning and resources throughout the year via our e-newsletter. To sign up, please visit [www.faithandblue.org/newsletter](http://www.faithandblue.org/newsletter).



# THANK YOU

FOR BUILDING SAFER AND  
MORE INCLUSIVE COMMUNITIES  
WITH THE 2021 NATIONAL  
FAITH & BLUE WEEKEND

[www.faihandblue.org](http://www.faihandblue.org)



VIEW OUR ONLINE  
GALLERY WITH  
MANY MORE PHOTOS!