




E PLURIBUS
UNUM

2020

Impact Report

BUILDING A MORE JUST, INCLUSIVE & EQUITABLE SOUTH



“ It is clear that the barriers that separate us along racial and class lines were put in place intentionally to keep us apart. When we do not address racial inequity, we remain divided by design.”

— Mitch Landrieu
Founder of E Pluribus Unum, Former Mayor of New Orleans

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About Us

Founded by former New Orleans Mayor Mitch Landrieu in 2018, E Pluribus Unum (EPU) is a nonprofit, nonpartisan organization whose mission is to build a more just, inclusive, and equitable South, uprooting the barriers that have long divided the region by race and class. E Pluribus Unum is focused on cultivating and empowering courageous leaders who seek to advance racial equity, changing the divisive narratives that perpetuate systemic and interpersonal racism, and championing transformative policy change.



WE BELIEVE OUR CITIES AND TOWNS WILL ONLY THRIVE IF THEY FIND A WAY TO UNITE AROUND A COMMON PURPOSE

To better understand the ways in which systemic racism and economic inequality impacts Southerners, the E Pluribus Unum team traveled the South extensively, visiting 28 communities across 13 states, talking to more than 1,000 people in all.

Our first report, *Divided by Design: Findings from the American South*, focused on how residents experience issues of racial and economic equity in their communities. The report also identifies 15 key insights that will be used to build a more inclusive South.

Today, we're building programs and initiatives that are focused on establishing and empowering courageous leaders who are advancing racial equity, changing the divisive narratives that perpetuate systemic and interpersonal racism, and championing transformative policy change. Through this work, we will create a vision for a more just, inclusive, and equitable South, setting an example for the rest of the nation. Together we can chart a new course for the American South—one that centers racial equity and moves towards reconciliation.

E Pluribus Unum was formed in 2018 on the premise that we must confront the issue of race head-on if we are to move forward.

2020 by the Numbers



OVER

30,000

PEOPLE REACHED

through our Truth. Action. Reconciliation.
online conversation series

52,100

**SOUTHERNERS IN
HARD-TO-COUNT
COMMUNITIES
ENGAGED**

through Census in the South:
Road to Recovery virtual bus
tour & Tele-town Hall series in
partnership with Fair Count



14 MEMBERS

in the inaugural cohort of
UNUM Fellows



38 POLICY RECOMMENDATIONS

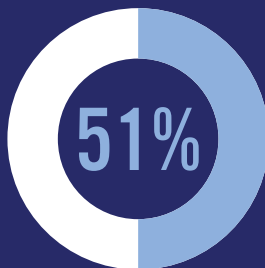
made in our Roadmap to an Equitable Response, Recovery & Resilience



2,622

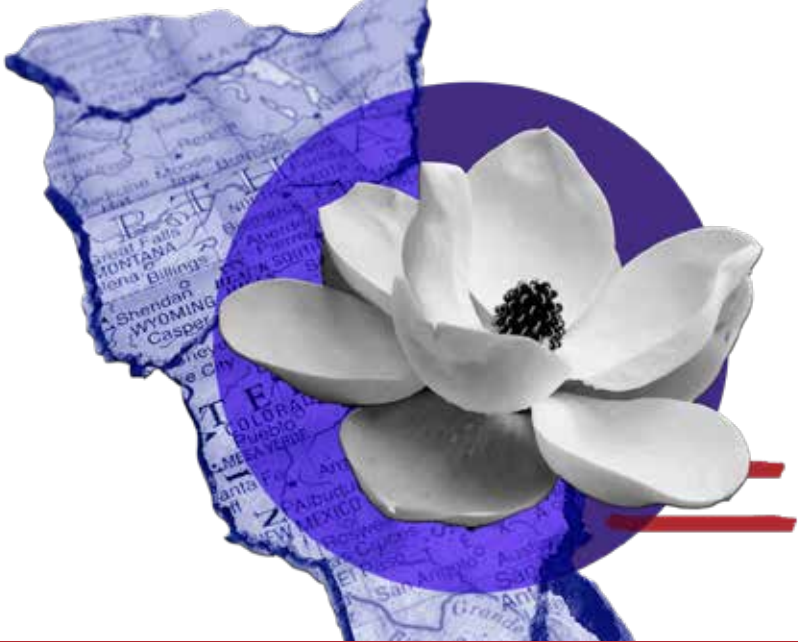
SOUTHERNERS SURVEYED

in unique research, including two polls and a study with the LSU Reilly Center for Media & Public Affairs



WHITE SOUTHERNERS

who now attribute poverty to a lack of opportunity rather than poor life choices as indicated by our October 2020 survey, a significant improvement from October 2019



CULTIVATING COURAGEOUS LEADERS COMMITTED TO REALIZING A VISION FOR A MORE INCLUSIVE, EQUITABLE SOUTH

Our research has taught us that people place a great deal of hope in their local political leadership, particularly leaders who openly prioritize diversity and building more inclusive systems. And we've found that where local political, community, university, and philanthropic leaders openly prioritize racial equity, diversity and inclusion, there is more hope and optimism in their community's future among residents.

We envision a South where leaders are empowered and equipped with resources, capacity, and knowledge to accelerate racial equity in institutions and systems. Through our inaugural UNUM Fellows program and our partnership with the Brookings Metropolitan Policy Program this year, we are creating programs to elevate inclusive leadership and advance racial equity in the South, while building a broad coalition of partners adopting new practices and sharing lessons together.

Leadership

ACCELERATING CHANGE TO CREATE EQUAL ACCESS TO OPPORTUNITY, DEMOCRACY, SAFETY, AND PROTECTION UNDER THE LAW AT THE LOCAL, STATE AND FEDERAL LEVELS

The American South leads the nation in the formation and implementation of policies and practices that advance equity. At E Pluribus Unum, we support policy changes at the local and state levels that advance equity in health, economic opportunity, and criminal justice in the South. We also work to shift public opinion in favor of policy solutions that address racial inequities in Southern communities.

In 2020, E Pluribus Unum helped move the nation closer to living up to its most cherished ideals of equality and opportunity for all.

Over the summer, we also partnered with Stacey Abrams' Fair Count to launch Census in the South: Road to Recovery in order to encourage a fair and accurate census count throughout the American South. The effort included a virtual bus tour where we helped educate the public on the importance of proper disaster preparation and how completing the census impacts vital community resources.



Policy

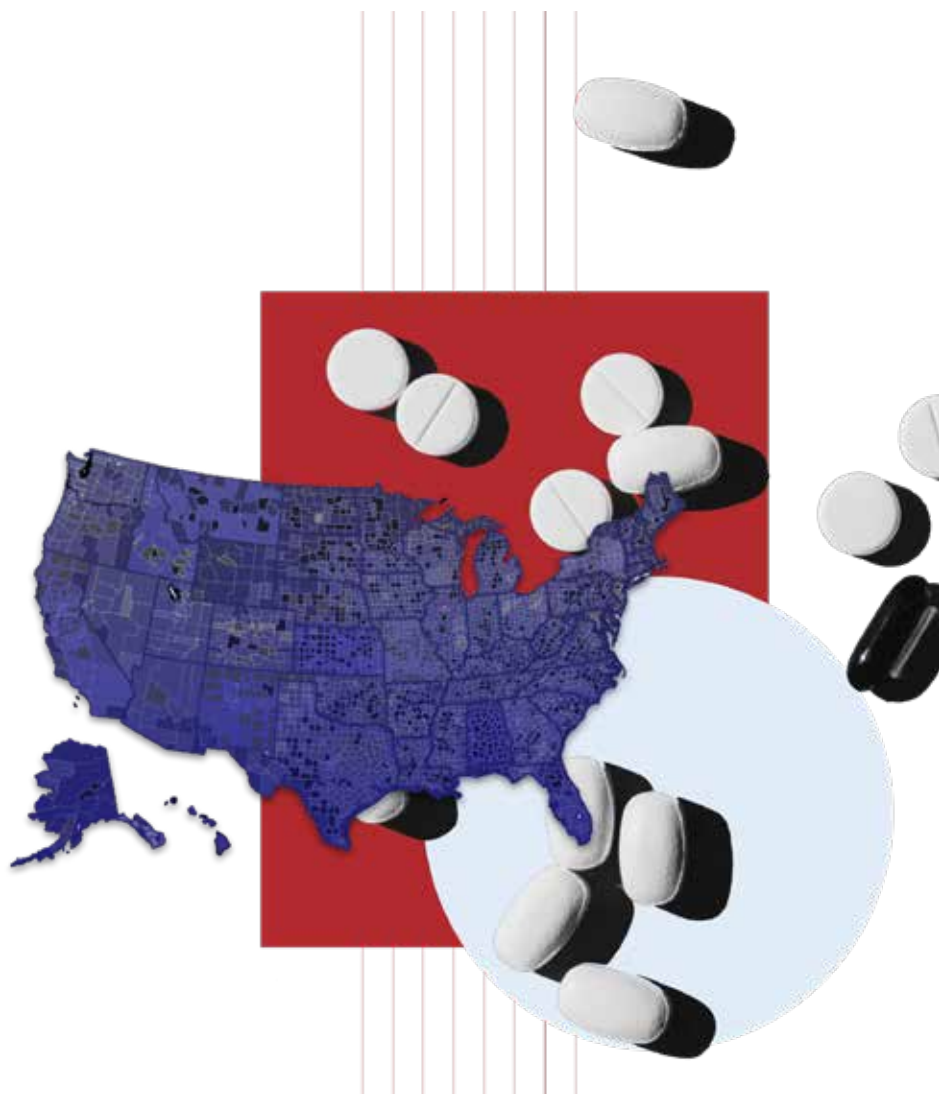
IDENTIFYING WHERE INEQUITIES EXIST, THEIR STRUCTURAL CAUSE, AND THE ENVIRONMENTS AND CONDITIONS THAT PERPETUATE THEM

Since our launch, E Pluribus Unum has initiated several surveys and research reports to better identify where inequities exist, their structural cause, and the environments and conditions that perpetuate those inequities. Through our research, we've heard from individuals in diverse parts of the region, geographically, demographically, and culturally.

All of our programs and initiatives remain research driven—quantitative and qualitative data informs our decisions about where to focus our efforts and how to act. Our research also helps us make meaningful and lasting contributions to the field; it's shown us that communities of color are currently split on racial equity understanding and policy. In order to build a sustainable coalition across the region, we've focused on partnerships between Black and brown communities.

This year, we teamed up with Louisiana State University's Reilly Center for Media & Public Affairs to develop new research that studies the lived experience of COVID-19's Black residents and essential workers throughout the Baton Rouge metro area. The comprehensive study contributed unique qualitative data to the field of equity research. Additionally, we conducted surveys on race, class, and equity in the American South (June and October) to continue to assess shifts in regional public opinion.

"The data is clear: Black Louisianians are seeing a disparate impact from the coronavirus pandemic." — David Stamps, Ph.D., Lead Investigator



Shifting people's attitudes and behaviors by encouraging open, honest discussions to change narratives that perpetuate systemic and interpersonal racism

Truth. Action.
Reconciliation.



Mitch Landrieu

Stacey Abrams

Narrative Change

At EPU, we want to shift the narrative by ensuring that people who have not historically been engaged in racial justice efforts understand the lasting impacts of racism and actively participate in efforts to build a more just, equitable South.

Throughout this past year, we've worked to:

- **Increase public exposure to different perspectives and personal experiences of racism;**
- **Increase public exposure to an accurate and complete account of the South's history;**
- **Educate new audiences on the impact of systemic racism; and,**
- **Promote a new Southern narrative characterized by unity and prosperity, inspiring people to work towards a more just future for all.**

The Truth. Action. Reconciliation. conversation series brought forward discussions focused around the core components of EPU's work and helped significantly grow our audience. We also launched Southern Voices: A Reflection of America, which is a narrative project that aims to understand and shed light on people's perceptions and beliefs on living in the South during a time of change. The Southern Voices pilot showed the importance of focusing prompts on personal experiences and stories to encourage dialogue around shared values.

Find out more online at

epluribusunum.soapboxx.us/landing

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