



2019 Community Leader Public Relations Award



Unite by Night

Unite by Night is a relatively new organization that works to support non-profits and agencies in their work to achieve Inclusion, Equity, and Social Justice. Founded by four friends who work in the Marketing, Communications, and PR fields, Unite by Night offers its services and support to 501c3s using what they call a “Teach them to fish” model. The team selects one agency to work with for a year, during which time they provide consultation, event coordination, PR services, volunteer recruitment, and more. These expert services are all donated and have immediate benefit, but they also contain a key educational component that empowers recipient agencies to build up the capacity to do this important work on their own.

What makes Unite by Night such a great story is that its path to leadership was so organic. This is an organization that arose out of friendship; their members already shared a set of values and a worldview. They lead by example, they lead in organizing, and they lead in nurturing other organizations. It is a successful model that we at the NFJC, the first beneficiaries of their services, know works very, very well.

For their work to empower others and to create a more inclusive region, the NFJC of WNY is proud to present Unite by Night with the 2019 Community Leader Public Relations Award. Accepting this award are founders Emily Burns Perryman and Samantha Sowah.



"...a just community begins with me!"

360 Delaware Avenue Suite 106
Buffalo, NY 14202
716.853.9596
www.nfjcwny.org