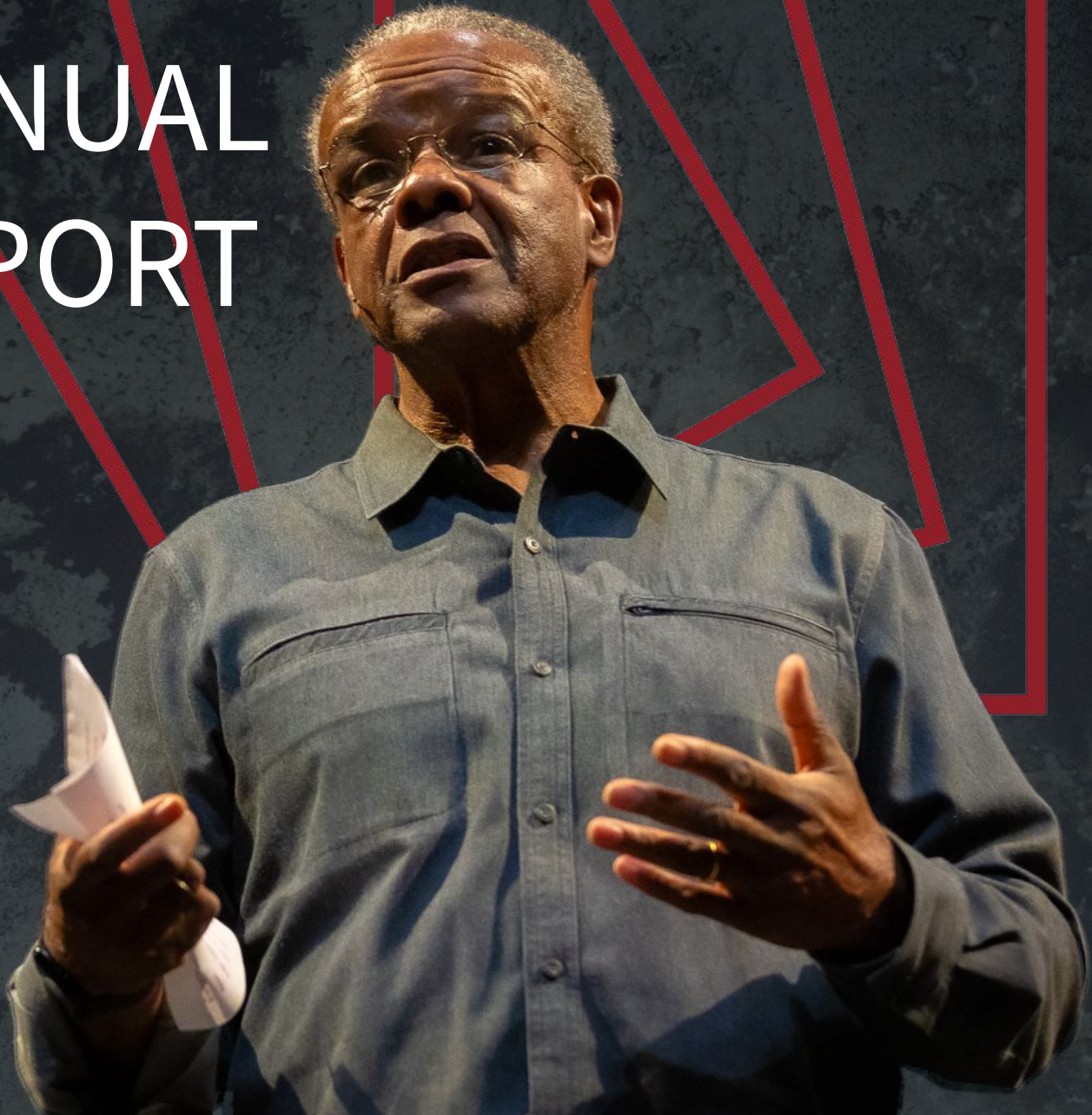




RED DOOR
PROJECT

2024 ANNUAL REPORT



A MESSAGE FROM OUR CO-FOUNDERS:



As human beings, we are naturally inclined to hold tightly to our beliefs and identities. These mental shortcuts help us feel safe and anchored in an uncertain world. But when our attachments become rigid, they can come at a cost—to our mental flexibility, our emotional resilience, and our ability to learn, grow, and adapt.

Clinging too tightly to what we think we know—especially in the face of new information—diminishes our capacity for critical and nuanced thinking. And without that, we risk losing our ability to face the deeply complex challenges of our time with clarity and creativity.

There's a reason it's hard to change. Biologically, we're wired to protect ourselves—to seek out confirmation, avoid discomfort, and stick close to those who reflect our values back to us. It's a survival mechanism that has served us for thousands of years. But in today's interconnected world, that instinct can keep us locked in echo chambers, mistaking difference for danger.

That's why we created The Evolve Experience™. It invites people into unfamiliar territory—emotionally, intellectually, and imaginatively. It offers a rare opportunity to witness the lives of others up close, not as “other,” but as reflections of ourselves. Again and again, we see people recognize their shared humanity with those they once perceived as distant or even threatening.

This shift—subtle but profound—is the seed of change. It is what makes it possible to build a more inclusive and compassionate society, one where we can grow not just as individuals, but together. And grow we must, because the work ahead requires all of us.

To that end, we're thrilled to share that The Evolve Experience is being transformed into a film. This new format will allow us to reach far beyond the walls of the theater—bringing the experience to communities across the country, into schools, organizations, living rooms, and most importantly, into criminal justice trainings. By integrating Evolve into professional development and systems-level learning, we're offering a tool that not only opens minds but has the power to transform institutions from within.

So thank you. For choosing curiosity over certainty. For leaning into connection across lines of difference. For showing up to this work, again and again, with open minds and open hearts. The Red Door Project exists because of people like you. And we couldn't do it without you.

Kevin Jones

Chief Creative Director, Co-Founder

Lesli Mones

Director of Facilitation & Training, Co-Founder

Who We Serve

We work with leaders in the criminal justice sector because they hold the power to catalyze systemic change. The effect of their participation extends beyond themselves to constituents, colleagues, and all individuals they encounter in the course of their work and lives. We have been broadening the scope of our work by building coalitions that include policy makers, community leaders, educators, activists, and other invested community members. This approach builds bridges of understanding and respect, and enables those working in different agencies and sectors to understand the circumstances of the others, so they can collaborate more effectively.



“Everyone should see this if we stand a chance of resurrecting — or creating for the first time — a shared humanity, devoid of vitriolic hate, political divisiveness and overall civility.”

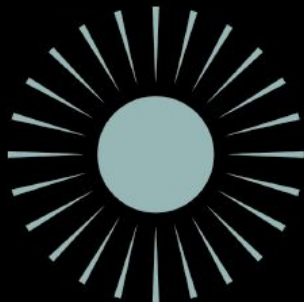
-EVOLVE PARTICIPANT

THE EVOLVE

MINDSET

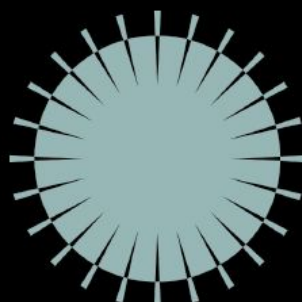
Central to all of our work is a tool we call the “Evolve Mindset™.” This is our model for change, and it’s based on a natural function.

All systems, whether they are institutions, individuals, or cells, are subject to this simple, repeating process through which change occurs: Protect, Expand, and Evolve. Click the video below to learn more:



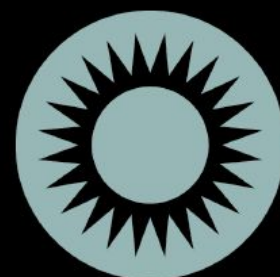
PROTECT

When facing a perceived threat, Protect is our first impulse. Many things can be perceived as a threat: a challenge to self-image, a changing belief system, or a potential loss of status or security. Change is inherently a threat to the status quo.



EXPAND

Becoming aware of this Protective reflex and gaining experience moving through this cycle, we become more able to overcome our natural resistance to change.



EVOLVE

The end goal is to Evolve — to undergo a fundamental transformation in how we see ourselves and the world around us.

PROTECT

Our first order of business in life is to stay alive, to stay safe. So we defend ourselves from invasion, from harm, from danger. All life is driven to Protect itself.

We protect things like our sense of self, our beliefs, and our values, and of course we physically protect our bodies. It's natural! And it's necessary for our survival. But sometimes it can get in the way of our personal growth, and sometimes it can come between us and our ability to connect with and understand one another.

When you understand that it's not possible to deeply consider new information while in Protect mode, you realize that change and compromise aren't possible when people feel attacked or defensive.

EXPAND

When we allow ourselves to challenge our assumptions, suddenly our reality becomes bigger. Challenging the status quo often creates discomfort, instability, confusion and stress, but this is a challenge that has to be faced in order to change both ourselves and our communities.

With willingness and vulnerability, we step out of our comfort zone, take in new experiences, information, and perspectives, and we Expand.

EVOLVE

Once we've Expanded to consider new ideas, this shift into a larger sense of ourselves and our reality can change us forever. We reconsider what we thought we knew to be true, and adjust our beliefs based on new information. In the process, we become more flexible, expansive, inclusive, and with that, the way we interact with our world changes.

This is how we Evolve - we let down our guard, reach through our discomfort to find connection with others, and we transform our beliefs, values, attitudes, and behaviors. We integrate this growth and we become something new, something different from what we were before.

“I really like the way the Evolve Experience was able to make me look inside and understand my feelings as they are happening.”

-EVOLVE PARTICIPANT

2024 IN REVIEW

This year marked a period of both bold experimentation and meaningful consolidation for the Red Door Project. We began 2024 with a powerful demonstration of our ongoing commitment to bridging divides. In February, we partnered with the Diversity and Inclusion group at Willamette View to present *The Evolve Workshop* to a group of 30 community members. That same month, we mounted three performances of *The Evolve Experience*, directed by Kevin Jones, for more than 600 attendees. These performances were followed by facilitated dialogues, offering participants the opportunity to process, reflect, and deepen their understanding of the Evolve Mindset.

In April, we took a strategic pause to reflect and realign. We asked ourselves essential questions about our mission, our methods, and the unique impact the Red Door Project is poised to make in the world. That period of introspection led to a powerful new direction: exploring the use of film as a medium to deliver *The Evolve Experience*. We brought on a team of writers to begin imagining what a cinematic adaptation of the work could look like—opening the door to new audiences and broader systemic reach.

By September, we were once again in active partnership with key institutions. We conducted an *Evolve Workshop* at Portland State University for approximately 50 leaders from across the state to proactively address new approaches to deal with university protests and build relationships between Portland Police Bureau and the universities.

September also brought significant organizational growth and external validation. We were honored to receive a multi-year grant from the Marie Lamfrom Charitable Foundation in support of our long-term vision and strategic development. That same month, we welcomed Sienna Piccini to our team as Administrative Manager, strengthening our internal capacity and operational foundation. And perhaps most significantly, we ushered in a new era of leadership with the appointment of Alysa Rose as our Chief Executive Officer.

As we close out 2024, we are grounded in clarity, emboldened by creativity, and strengthened by the trust of our community and partners. We are proud of what we've accomplished—and deeply energized by what lies ahead.

“I find the Red Door Project to be a more impactful and educational experience than any DEI workshop or training I have had—and as a high school teacher for 25 years, I have had a LOT of DEI training!”

-EVOLVE PARTICIPANT

BY THE NUMBERS



705

Evolve participants in 2024

19

Coaching sessions for
local police leadership



21

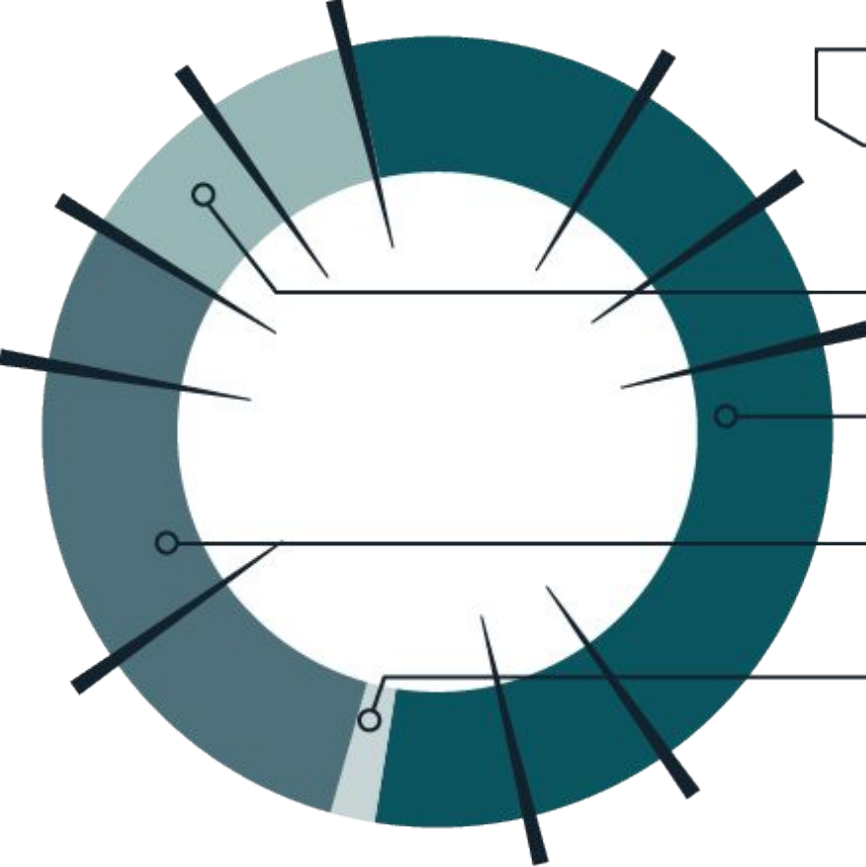
Evolve-Based Events

11

Artists engaged
(actors, writers, filmmakers, etc)



Income breakdown



Earned Income
\$35,427

Grants
\$551,131

Individual Donations
\$241,404

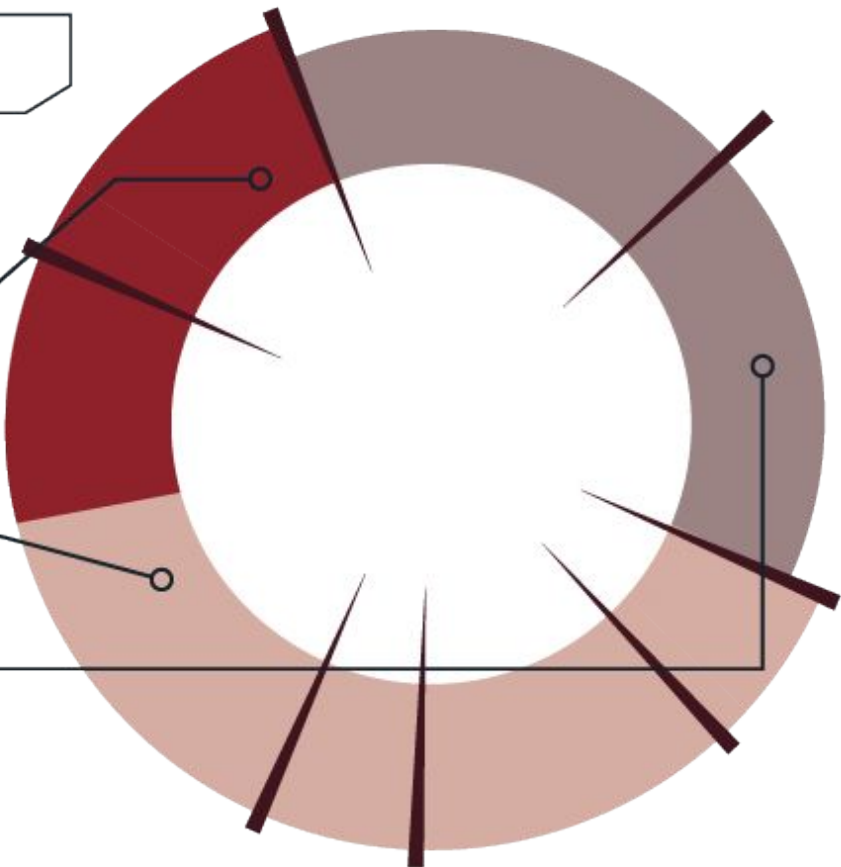
Other
\$12,424

Expense breakdown

Programming
\$242,552

Management
\$263,782

Development
\$153,686



OUR SUPPORTERS

During the 2024 fiscal year, 78 individuals and 8 foundations invested in the Red Door Project. We want to especially thank our major donors and the members of our Inner Circle for their consistent, inspiring, and incredibly generous support.

**NEW
PLURALISTS**



M.J. Murdock
CHARITABLE TRUST



THE OREGON
COMMUNITY
FOUNDATION



CENTRAL OREGON
community college
FOUNDATION



AUTZEN
FOUNDATION



JAMES F. AND MARION L.

MILLER
FOUNDATION



susan crown
exchange



OREGON ARTS
COMMISSION



Marie Lamfrom
CHARITABLE FOUNDATION

P(ARTS & CULTURE)RTLAND



MAJOR DONORS

Ronni Lacroute
Priscilla Bernard Wieden
Robert & Alice Frost
Robert A. Lowe & Michelle Berlin-Lowe
Dave & Sarah Schrott
Bonnie Reagan
Jennifer Schubert
John Urang
Linda Forrest & Warren Holmes

RED DOOR INNER CIRCLE

Monthly Donors

Jennifer and Michael Lichtenberg
Eric and Jeane Canon
Lawrence Siulagi
Martha Spence
Mary Swartz
Heidi Brown

WANT TO JOIN THE INNER CIRCLE

Want to join the Inner Circle? Members of the Inner Circle receive early access and exclusive invitations to donor receptions, monologue screenings, and online content.

Scan this code to get started



Do you ever wish that you could choose where your taxes go? Would you like a greater portion of your taxes to fund cultural activities? Well we have some good news for you, that's exactly what Oregon's Cultural tax credit does!

It goes like this: donate to a [qualifying nonprofit](#), then donate an equivalent amount to Oregon Cultural Trust, and that amount will be deducted from what you would have paid on your taxes. It's that simple!

You can also combine multiple donations! So if you donated \$10 to the Red Door, \$10 to Artists Repertory Theatre, and \$10 to Friends of Noise, you can donate \$30 to Oregon Cultural Trust and pay \$30 less on your taxes. Individuals can claim up to \$500 and couples can claim \$1,000.

If you're going to owe state taxes in any amount, you can divert that to arts & culture! Even if it's \$10, \$20, or \$50. Through the tax credit, you have the opportunity to choose what your state taxes fund.

The Red Door Project has received many grants from the Oregon Cultural Trust over the years. They've supported new staff positions, filming monologues, and professional development opportunities. Your donations allow them to make these grants that support us, and many other organizations across the state!

EVER WONDER WHY WE'RE CALLED THE "RED DOOR" PROJECT?

The "Red Door" is a symbol introduced by playwright August Wilson. The (literal) red door is the entryway to the Pittsburgh home of Aunt Ester, a mystical figure featured throughout Wilson's 10-play American Century Cycle.

Aunt Ester was born in the year 1619, the year slaves were first brought to the United States.

In the play *Gem of The Ocean*, a freed slave named Citizen Barlow is instructed to visit Aunt Ester to get free of the internal chains binding him. In guiding his journey of transformation, Aunt Ester asks him, "What is your life worth, Mr. Citizen? That's what you got to find out. You got to find a way to live in truth. If you live right you die right."

For those who are willing, entering Aunt Ester's red door provides healing from a society ripped apart by the legacy of slavery and racism. The Red Door Project's work is inspired by this journey of transformation and redemption.

