

TRUE UNITY GROUP, LLC

CAPABILITY STATEMENT

The Bridge Between Vision and Execution

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WHO WE ARE

True Unity Group is a coordination and consulting firm that bridges vision and execution. We serve as the prime contractor, assembling and leading curated teams to manage complex projects from start to finish. Our focus is on structured execution, clear accountability, and delivering outcomes aligned with our clients' goals.

We step into projects where multiple stakeholders, moving parts, and priorities need to be aligned and executed with precision. TUG provides the structure, coordination, and leadership required to move initiatives from concept through delivery—ensuring nothing falls through the cracks and outcomes are achieved as intended.

COMPANY AT A GLANCE

Entity Type	LLC — Delaware Registered
Operating Area	DMV (DC · Maryland · Virginia) Available Nationally
Contract Role	Prime Contractor
Model	Curated specialist team per engagement
Principal	Jewel Reeves — Principal & Project Manager
Website	trueunitygroup.com
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WHAT MAKES TUG DIFFERENT

We Shape It	We Organize It	We Deliver It
Refine vision into clear, executable strategies grounded in real constraints.	Build the structure, timeline, and team. Align stakeholders and manage coordination across all moving parts.	Lead execution with discipline and accountability—ensuring outcomes are met and nothing is left incomplete.

WHAT TUG DOES

1. Project Management & Coordination

- End-to-end project lifecycle management
- Vendor and subcontractor oversight
- Timeline development, milestone tracking, and deliverable quality assurance
- Government agency liaison and compliance coordination
- Budget management and transparent client reporting
- Event production, programming, and on-site operations management
- Customer experience strategy and service delivery design

2. Community Engagement & Stakeholder Coordination

- Stakeholder mapping, interviews, and focus group facilitation
- Cross-sector partnership development (government, business, nonprofit, education)
- Structured outreach, input gathering, and actionable reporting
- Toolkit, playbook, and framework development
- People leadership, team coordination, and performance alignment

3. Strategy & Program Development

- Translating vision into executable plans
- Program and initiative concept development and structuring
- Strategic planning and visioning facilitation
- Capacity building, sustainability planning, and grant funding strategy
- Implementation planning and change management

CORE COMPETENCIES

Multi-stakeholder coordination	Community engagement design	Strategic planning & visioning
Vendor & subcontractor oversight	Stakeholder facilitation	Program & policy development
Event production & logistics	Toolkit & playbook development	Capacity building & sustainability
Budget & timeline management	Cross-sector partnerships	Grant funding strategy
Government agency liaison	People leadership & team alignment	Change management
Customer experience design	Cross-cultural engagement	Sponsor acquisition & partnerships

WHO WE SERVE

City and county governments	Universities and colleges
Public schools and school districts	Airports and transportation agencies
Tourism and economic development departments	Parks and recreation departments
Community services departments	Housing and workforce development agencies
Nonprofits and foundations	Chambers of commerce and BIDs
Corporate social impact teams	Cultural organizations

PRINCIPAL

Jewel Reeves — Principal & Project Manager

Jewel Reeves is a project coordination professional with 10+ years of experience leading complex, multi-stakeholder initiatives across government, corporate, and community environments. She specializes in structuring projects, aligning teams, and leading execution from concept through delivery.

Her experience includes coordination across federal agencies (TSA, CBP, MWAA), corporate partners, and community stakeholders—managing operations, stakeholder alignment, and high-visibility initiatives where execution and accountability are critical. Her portfolio spans domestic and international engagements across three continents, all verified and referenceable.

CliftonStrengths: Futuristic | Woo | Input | Arranger | Activator

Education: Bachelor's Degree, Kentucky State University

OUR MODEL

TUG bids exclusively as prime contractor, assembling curated specialist teams for each engagement. This means every client receives the right expertise for their specific scope, audience, and geography—without organizational bloat—and one accountable point of contact from start to finish.

- Understand the scope, stakeholders, and constraints before acting.
- Contribute practical strategy—ideas grounded in what's actually executable.
- Assemble the right team for the specific engagement.
- Lead people, manage coordination, and keep everyone aligned.
- Own the outcome. Weekly reporting, milestone tracking, quality review on every deliverable.

SELECTED PROJECT EXPERIENCE

Verified and referenceable. TUG draws from this portfolio selectively, highlighting the experience most relevant to each opportunity.

Engagement	Date	What TUG Delivered
Girls in Aviation Day(Organized by TUG + Girls Inc DC)	Sep 24, 2025	Cross-sector community engagement for 150 young women. Designed agenda, recruited speakers, shaped programming themes, coordinated across TSA and airport operations.
AfroFuture Ghana	Dec 28–292022, 2023, 2024	Multi-stakeholder PM: sponsor recruitment, government coordination, community alignment, outreach strategy.
Saint Louis Jazz Festival(Dakar, Senegal)	May 25–29, 2023	International PM: government coordination, stakeholder engagement frameworks, toolkit creation for distributed teams.
Afronation Ghana	Dec 29–30, 2022	International production: cross-sector partnerships, government liaison, vendor coordination.

Dakar Inaugural FlightActivation (IAD)	May 23, 2025	Community engagement program design: activation playbook, volunteer framework, KPIs, multi-agency coordination.
3Music TV Ghana	Mar 26, 2022	Live broadcast production management across international teams and vendors.
Cedar Point F&B(Sandusky, OH)	May–Sep2023, 2024, 2025	Seasonal operations management: vendor coordination, team leadership, CX delivery at scale.
DMV Bridal Expo	Sep 16, 2023	Event production, vendor recruitment, community outreach, CX design.
DMV Community Events	2023–2025	Community engagement: food packing, community service, local business recruitment, outreach.
Workforce DevelopmentPartnership(Hopson Connect)	2024–Present	Program coordination and workforce engagement partner: leadership development facilitation, workforce readiness workshops (communication, professionalism, conflict resolution, accountability), cohort coordination, facilitator management, participant experience design, reporting and progress tracking.
Community Hiring &Workforce Events(Hopson Connect)	2024–Present	Event coordination for workforce expos, hiring fairs, career readiness events, and employer engagement activations. Stakeholder management, run-of-show development, vendor coordination, community outreach, and workforce experience design.
Healthcare Compliance& Training Coordination(Second Sun Services)	2021–Present	Multi-state healthcare coordination partnership (TX, VA, MD). TUG served as both prime and sub across 5 engagements supporting hospice, home health, and infusion providers. TUG led: project coordination, training logistics for 120+ employees, multi-site implementation tracking, stakeholder engagement, executive reporting, and operational readiness. 40+ coordinated stakeholder meetings across engagements.
Healthcare Operations& Accreditation Support(Second Sun Services)	2022–Present	Startup launch readiness, hospice operations recovery, continuity planning, compliance training implementation, workforce documentation improvement, and multi-state compliance education program. TUG managed cohort coordination, vendor oversight, process documentation, and corrective action tracking.

WHAT YOU GET

One accountable point of contact from kickoff through delivery	A team built for your contract—not pulled from a generic bench
A prime contractor that owns the outcome and manages sub performance	Transparent communication—you always know where your project stands
Practical strategy that shapes the approach, not just manages the checklist	Adaptable across project types: community initiatives, events, strategic support
People-centered leadership that keeps teams aligned and delivering	CliftonStrengths-driven leadership: Futuristic, Woo, Input, Arranger, Activator