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“I believe that philanthropy is an important part of being a contributing member of our community.”

John Solana, CPA, donor and former member of The Dallas Foundation
Board of Governors

Letter From the Chairman and President

We enjoy a long time horizon at The Dallas Foundation. We invest in the future, even when the economy sputters and the dividends may be years off.

So in 2010, we launched a new event to help nurture future leaders in philanthropy and volunteerism. Called “Good Works Under 40,” the competition celebrates outstanding community volunteers under age 40. A young, dynamic selection committee chose 10 finalists from the more than 100 nominees. We announced the winner, Jennifer Wright, at an upbeat party at the Hickory Street Annex in Deep Ellum. The contest proved so popular that we plan to make it an annual event.

We’re experimenting with another new event, Camp Philanthropy, this year. Intended for friends of the foundation and their children, it encourages giving and service as family activities. More than 20 people participated in the first Camp Philanthropy at the North Texas Food Bank.

We’re investing, carefully, in our future. We’ll be moving our offices to the historic Old Parkland campus in Oak Lawn this fall. Our new location is in the heart of a burgeoning community of like-minded organizations, with beautiful event space and easier access for our donors. Our online location is new too – we’ve spent hundreds of hours reinventing our website to make it more comprehensive and user-friendly.

None of these improvements come at the expense of our traditionally low operating costs. We’re happy to see that in the most recent community foundation financial data, The Dallas Foundation is in the lowest cost ratio quartile among all community foundations in the nation. We plan to keep our operating expenses low. That’s in the best interests of our donors and our community, and that’s how we can afford to keep investing in the future.

With good wishes,



Henry C. (Peter) Beck III – *Chairman*



Mary M. Jalonick – *President*

Financial Summary 2010

Assets

Cash	294,525
Investments	148,477,196
Pledges receivable, net	11,514,525
Beneficial interests in perpetual trusts	18,975,909
Beneficial interests in charitable lead trusts	2,190,247
Real estate and mineral interests	461,029
Other assets	18,948
Total Assets	181,932,379

Liabilities & Net Assets

Accounts payable & other liabilities	52,701
Grants and program services payable, net	6,443,612
Agency transfers subject to SFAS 136	14,878,489
Net assets	160,557,577
Total Liabilities & Net Assets	181,932,379

Revenue and Support

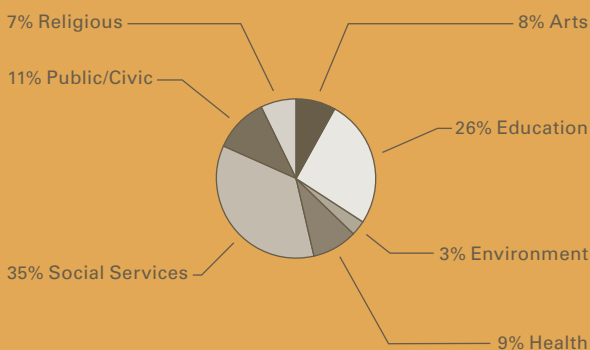
Contributions	28,793,708
Investment return (net of fees)	8,248,897
Change in value of beneficial interests in perpetual trusts	1,543,499
Change in value of beneficial interests in charitable lead trusts	168,529
Rental & royalty income	224,945
Other income	45,711
Total Revenue & Support	39,025,289

Expenses and Other Deductions

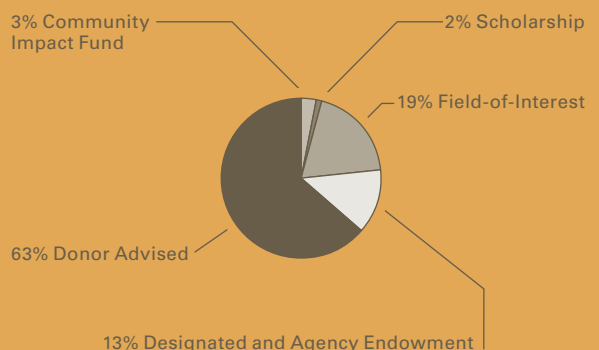
Grants and program services	31,408,988
Educational support	458,938
General and administrative	663,228
Development	219,213
Total Expenses & Other Deductions	32,750,367

The Dallas Foundation currently holds more than 300 individual funds, each created for a unique purpose. More than half of all funds are donor advised, meaning a donor recommends grants from his or her fund to specific nonprofit organizations. About one-fifth of all grants are awarded through a competitive process from our Community Impact Fund and Field-of-Interest funds.

2010 Grants by Program Area



2010 Grants by Fund Type



“I’ve always wanted to do this and never knew how to go about it. Thank you for providing the opportunity.”

Bob Simmons, donor advisor, after greeting returning military personnel at Dallas/Fort Worth International Airport

Community Partnerships

We are proud to have played a role in these important collaborative projects, which make life better in our community and beyond.

Zero to Five Funders’ Collaborative

The Dallas Foundation and the Meadows Foundation organized the Zero to Five Funders’ Collaborative to improve early childhood education in Dallas County. More than 25 foundations and civic groups have joined the collaborative, committing \$3.4 million so far to a pilot project in the Bachman Lake area of Dallas. Four nonprofit agencies there are providing intensive training to parents to help them better prepare their preschoolers for kindergarten. In the first two years, the programs reached more than 2,000 parents and children. In 2010, the collaborative hired an executive director and contracted with researchers at Southern Methodist University to evaluate the project.

TRIAD

In early 2007, The Dallas Foundation received a \$5 million grant to improve services for deployed and returning troops and their families in northern Texas. We received an additional \$7.5 million to extend the Texas Resources for Iraq-Afghanistan Deployment (TRIAD) Fund through 2011. Grants from the TRIAD Fund provided specialized mental health services, emergency financial assistance, transportation to medical appointments, job training, family reintegration retreats and grief counseling. In recognition of our work with the TRIAD Fund, we shared the Council on Foundations’ 2010 Critical Impact Award.

DonorBridge

The Dallas Foundation, in partnership with Communities Foundation of Texas and the Center for Nonprofit Management, was an early supporter of DonorBridge, a publicly accessible website that features profiles of thousands of North Texas nonprofit agencies. The website launched in 2009 during the first annual “Dallas Giving Day.” To encourage additional donations during last year’s “Get Up and Give” day, we underwrote a total of \$50,000 in prize money for nonprofits. Donors responded by contributing \$4.3 million to about 760 organizations. The Dallas Foundation will again provide \$50,000 in prize money for the 2011 “Get Up and Give” event.

Board of Governors 2010–2011



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Community Volunteer



Jere W. Thompson, Jr.
Ambit Energy

**“As a result of working with
The Dallas Foundation,
my giving has grown and
become much more
focused and intentional.”**

John Castle, donor advisor and former
Board of Governors chairman



James M. (Jim) Moroney
The Dallas Morning News



W. Kelvin Walker
21st Century Group, LLC



Robert R. Penn
Penn Brothers, Inc.

The Dallas Foundation Staff



Mary M. Jalonick
President



Gary W. Garcia
Director of External Relations



Gwen Campbell
Administrative Assistant



William T. (Bill) Solomon, Jr.
Chief Financial Officer



Lesley Martinelli
Director of Donor Services



Torrey Littleton
Accounting Manager

“I established areas of interest for my fund and meet with foundation staff periodically to see which are the best, most efficient charities in each area. I couldn’t have done that by myself.”

C. Albert Tatum, donor and Legacy Society member



Laura Smith
Director of Community Philanthropy



Stacey Reinig
Grants Associate



Anne Davies
Donor Services Associate



Shanna A. Romanillos
Assistant Director of Donor Services



Claudia DeMoss
Community Funds Associate

“The Dallas Foundation has served as a pillar of support for not only the North Texas Food Bank but all of North Texas.”

Jan Pruitt, president and CEO, North Texas Food Bank

New Website

The Dallas Foundation completely revamped its website this year. We consulted with a website design firm that has worked with more than 30 community foundations, to create a new look and add functions that will make electronic donations and event registration faster and easier. We also added much more information to the site, including resources for professional advisors and links to research on philanthropy and social issues. Our funds, grants and Legacy Society members are listed on the new site, along with stories about our donors, our history and other topics.

As we redesigned our website, we learned about a terrific way to promote charitable donations: gift cards. The cards resemble standard gift cards – you buy them through our website in denominations of \$25, \$50 or \$100, then distribute them as gifts to friends, family or colleagues. The recipient selects charities to receive a gift of that specific amount. Our new “Giving for Good” cards will be perfect for the loved one who “has everything,” or as a way to thank colleagues, customers or employees. Please visit our website at dallasfoundation.org and look at all of its new features, including the “Giving for Good” cards.



“Giving stock to The Dallas Foundation is easy. Then we just recommend a grant from our fund to the charity that couldn’t accept the stock directly.”

Ellen K. Solender, donor advisor and Legacy Society member



THE DALLAS FOUNDATION

Here for Good

The Dallas Foundation, established as a community foundation in 1929, serves as a resource, leader and catalyst for philanthropy by providing donors with flexible means of making gifts to charitable causes that enhance our community.

The Dallas Foundation
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