



The  
**Dallas**  
Foundation®



2025 Annual  
**Impact Report**

# Here for Good



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**Julie Diaz**  
President & CEO  
The Dallas Foundation

As we reflect on 2025, we are inspired by the generosity, vision, and commitment of our fundholders and partners. This year, your support has enabled a wide spectrum of impact—from stabilizing families and fostering economic growth to enriching the city’s cultural fabric and protecting our most vulnerable neighbors. By partnering with The Dallas Foundation, you are driving progress that reaches every corner of our community.

While the past year brought impressive growth at the Foundation, it also introduced new complexities. An evolving funding landscape and changes in federal policy created a sense of uncertainty for many of our community partners. However, it is precisely in these moments that The Dallas Foundation’s purpose becomes most clear. Our purpose is to adapt to the evolving needs of our city and to ensure that the organizations you care about have the reliable support they need to remain focused on their work.

Looking ahead, we are not simply planning for the year ahead; we are preparing for our next century. Guided by a new strategic plan that carries us through our Centennial in 2029, we are taking Bold Steps for Bright Futures to deepen our impact and ensure your generosity leads to transformative change.

Time and again, this community has shown that thoughtful, decisive action can empower families and strengthen the city we all call home. In this report, you will see examples of that impact in action and the meaningful ways your generosity is helping Dallas flourish. We are proud to be your partner in this work. Thank you for your trust and your commitment to a better Dallas that flourishes forever.

A handwritten signature in blue ink that reads "Julie Diaz". The signature is fluid and cursive, with a long, sweeping tail on the letter "z".

**Bold Steps, Bright Futures**

# Strategic Plan

**2025 - 2029**

## Join us in shaping what's next for Dallas!

The Dallas Foundation is taking bold steps to expand our reach and deepen our impact. Our new strategic plan centers on three priorities: engaging our partners, ensuring our future, and elevating our impact. These commitments guide how we connect

with stakeholders, strengthen our philanthropic foundation, and ensure our grantmaking creates measurable change. Together, they position us to deliver transformational impact across Dallas and build a bright future for our community.



## Engage Our Partners

Relationships are our greatest strength. As Dallas's first community foundation, we bring deep expertise and trusted leadership to every partnership. By engaging donors, professional advisors, and community partners, we're expanding and deepening our network of collaborators to help shape our city's future for generations to come.

### What success looks like:

Attracting new donors who share our vision for a stronger Dallas

Deepening engagement and stewardship with current partners

Preparing the rising generation of changemakers, including women and next gen leaders



## Ensure Our Future

We are committed to helping donors leave a lasting impact. Through our expert guidance, we help plan legacy gifts that maximize benefits for the community. By growing our resources and creating a new endowment for our 2029 Centennial, we will continue to carefully steward assets to meet today's needs and strengthen the community's future.

### What success looks like:

Growing endowment to champion the causes our donors value most

Establishing a new endowment for our Centennial to build capacity and sustain impact

Driving sustainable funding growth to meet community needs across Greater Dallas



## Elevate Our Impact

Transformative change requires increased focus. By refining our grantmaking strategy, investing in larger-scale initiatives, and amplifying stories of impact, we are positioning philanthropy to drive measurable, long-term results. Every grant becomes a bold step toward a bright future for Dallas.

### What success looks like:


Compounding The Dallas Foundation's community investments by our 2029 Centennial

Increasing collaboration with donor-advised fund holders to expand community impact

Catalyzing systems-level change with innovative solutions

# Year in Review: 2025 RESULTS

 **\$677M** Total Assets Under Management


**\$100M** Gifts to TDF  **\$80M** Grants from TDF

**3,421** Grants  $\xrightarrow{\text{AWARDED TO}}$  **1,707** Unique Nonprofits  $\xrightarrow{\text{FROM}}$  **441** Funds


 **\$790M** Invested Into Our Community Since 2016

## GRANTS by Issue Area


 Arts, Culture, & Humanities  
**\$2.7M**

 Education  
**\$16.8M**

 Environment  
**\$1.8M**

 Health  
**\$5.3M**

 Human Services  
**\$6.9M**

 Medical Research  
**\$2.3M**

 Mental Health & Crisis Intervention  
**\$4.1M**

 Philanthropy & Volunteerism  
**\$4.7M**

 Religion  
**\$18.6M**

 Youth Development  
**\$1.5M**

# Answering the Call After the Texas Hill Country Floods

When devastating floods swept through the Texas Hill Country in July 2025, the loss was profound and felt across communities throughout the region. In response, The Dallas Foundation and its fundholders came together to support immediate relief efforts and stand alongside families navigating unimaginable grief. Through trusted partnerships and the establishment of memorial funds, generosity helped address urgent needs while honoring lives lost and supporting long-term healing.

“On July 4, we received news that forever changed our family and our lives. Wynne, our oldest daughter, was among the 25 campers and 2 counselors who tragically lost their lives in the Kerr County Guadalupe River flooding, while attending Camp Mystic.

In the days following our return to Dallas, we were overwhelmed by the outpouring of love and support from not only our family, friends, community, but also from strangers across the country. A neighbor wrote the most beautiful poem, titled “More Like Wynne,” and the idea of creating a legacy fund to honor our daughter’s life was born.

The Dallas Foundation offered our family a trusted ‘easy button.’ Their team worked tirelessly to have Wynne’s donor advised fund and donation page up and running in a matter of hours. Our choice to partner with The Dallas Foundation has been such a blessing, and we look forward to partnering with the team for years to come.”

- Allie & Cole Naylor

**\$4.9M+** in Generous Contributions to 6 Memorial Funds and the Community Foundation of the Texas Hill Country

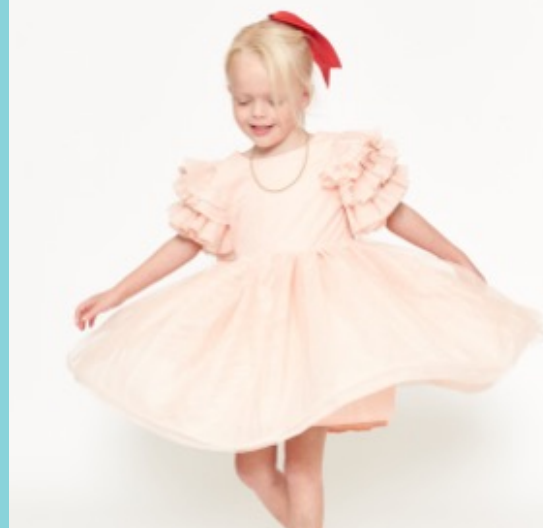
**5,100+** Donors Supporting Memorial Funds and the Community Foundation of the Texas Hill Country



Lila’s Light



Hanna & Rebecca Lawrence Charitable Fund



Janie Hunt Foundation



More Like Wynne

Hugs From Hadley



Living for Lulu



## A Fund that Moves the Needle

In January 2024, a single mother of three had \$400 in credit card debt and no savings despite working two jobs. By the following year, she had \$20,000 in savings, putting her on track to buy a home and build a stable future. Her story illustrates what's possible when generosity meets guidance through the Move the Needle program, created by fundholders Ike and Candy Brown in partnership with The Dallas Foundation and Jewish Family Service of Greater Dallas (JFS).

The Browns wanted to make philanthropy measurable and impactful. They envisioned a program that would give families the breathing room to achieve long-term financial stability. Partnering with The Dallas Foundation, they designed a program that combined financial support with case management, financial coaching, and mental health counseling. JFS, chosen as the nonprofit partner, identifies eligible families, helps them set savings goals, and tracks their progress, providing regular reports to the Browns and the Foundation.

**“We made one-on-one connections and changed people’s lives for the better. That’s a really gratifying thing to do,” said Candy Brown. “But there’s so much more opportunity to do good, and our hope is that other people in our position would want to have that experience.”**

The program’s first participant faced multiple obstacles: outstanding college transcripts, a high-mileage car, unpaid bills, and family health needs. The Move the Needle program covered these immediate financial challenges, enabling her to maintain employment, receive a raise, buy a reliable car, reclaim family heirlooms, and focus on long-term goals. While there were initial setbacks, ongoing coaching and counseling helped her stay on track, ultimately saving over \$20,000.

The second family benefitted from refinements made after the first year, including clear expectations, verified tracking of finances, and mandatory wrap-around services. With these supports, a single mother successfully paid off debts, funded her children’s needs, and saved for a home down payment. The combination of financial guidance and behavioral health support proved essential to sustaining progress.

Now in its third year, Move the Needle continues to support families working toward education, debt repayment, and financial independence. The program’s structure—gradual tapering of financial support, ongoing coaching, and access to JFS services—ensures families transition smoothly toward long-term stability.

For The Dallas Foundation, the program exemplifies the power of strategic philanthropy: combining fundholder passion, expert guidance, and trusted nonprofit partnerships to create lasting impact. Ike and Candy Brown hope their model inspires others to engage in meaningful, hands-on giving that transforms lives.



**Scan the QR Code to Learn More**

Read the full article and learn more about the Move the Needle program, and others like it.



## Preserving **Access to Local Food** through Swift Action

Earlier this year, Good Local Markets, the nonprofit behind the White Rock Farmers Market and the Lakewood Tower Farmers Market, faced an uncertain future. Funding had fallen short, and for the first time in 18 years, the organization worried it might have to close. A grant from The Dallas Foundation arrived at just the right time, ensuring that the markets could continue serving the community.

The funding gap posed serious challenges. Families who rely on SNAP benefits would have lost access to fresh, local food. At Good Local Markets, shoppers using SNAP not only can use their benefits at the market but have them doubled up to thirty dollars per day. That means a family could turn thirty dollars of SNAP benefits into sixty dollars to spend on healthy, local food each market day, stretching their dollars while supporting local farms.

The potential closure also would have affected nearly 50 small businesses within 150 miles of Dallas. “We vet every farm to ensure the food is truly local,” said Executive Director Lisset Bell. “Without this support, I would not have had the time to maintain that quality.”

Because The Dallas Foundation understands the critical role local markets play in Dallas, we were able to respond quickly and provide support when it mattered most. This grant was not only financial assistance; it was a partnership built on trust and long-term investment in the community.

Thanks to the Foundation’s support, Good Local Markets has been able to continue operations without interruption. Bell has been able to focus on coordinating the markets, scheduling events, and curating vendors, ensuring a seamless experience for shoppers and vendors alike.

“Markets like White Rock and Lakewood are more than a place to buy food,” said Vickie Allen, Chief Impact Officer at The Dallas Foundation.

With the grant in place, families continue to shop, vendors continue to sell, and the community remains connected to the farmers who grow their food. For Bell and her team, the support has reinforced one thing: when the community and organizations like The Dallas Foundation step in at the right moment, essential programs can continue serving those who rely on them, strengthening Dallas for everyone.

“They connect families to healthy, local food and support small farmers who are the backbone of our community. By acting quickly with this grant, we were able to preserve those connections and ensure families and local businesses could continue without disruption.”



**Scan the QR Code to Learn More**

Read the full article and learn more about this initiative, and others like it.



## How **Scholarships** are Addressing the Teacher Shortage in Dallas

Texas faces a public-school teacher shortage, with nearly 45% of new hires entering the profession uncertified. To help address this challenge in Dallas, City Year and Uplift Education launched the Corps Member Pathways to Teaching program, funded by Lyda Hill Philanthropies and The Dallas Foundation's *What Else Do You Need to Be Awesome Together Fund* (WEDYNTBA Together Fund).

The Water Cooler at Pegasus Park, a shared nonprofit workspace hosting 36 organizations, provided the setting for this collaboration. The fund enables City Year to offer corps members scholarships for alternative teacher certification, removing the \$5,000 financial barrier that often prevents aspiring educators from pursuing teaching. This support allows corps members to

become full-time teachers at Uplift Education, ideally at campuses where they have already served.

A longstanding teacher shortage in Dallas has led to classrooms staffed by uncertified or undertrained educators, linked to lower student achievement. Research shows that the most effective teacher preparation involves hands-on classroom experience, mentorship, and ongoing support—areas often missing from fully online alternative certification programs.

City Year addresses these gaps by providing corps members with nearly 1,000 hours of direct classroom experience, instructional training, and collaboration with partner teachers and principals. This approach equips aspiring teachers with the skills, confidence, and insight necessary to succeed. Nationally, 86% of City Year corps members remain in the profession for three or more years, well above the national average of less than 50%.

This year, five City Year corps members are transitioning into full-time teaching roles through the initiative, with several focusing on critical shortage areas such as secondary math, science, and early childhood education. For many, including Reagan Reyes, a second-year corps member at Uplift Hampton, the scholarship removes a key obstacle to pursuing teaching. Reyes shares, "I'm incredibly grateful for this opportunity because it shows that people are willing to invest in teachers and students."

**"This scholarship supports my growth as an educator and reinforces the belief that education is a powerful tool for creating change."**

By funding scholarships and structured training, The Dallas Foundation and Lyda Hill Philanthropies are helping build a sustainable teacher pipeline in Dallas, ensuring students receive high-quality instruction while supporting long-term retention of educators in the community.



**Scan the QR Code to Learn More**

Read the full article and learn more about scholarships, and other initiatives like it.



# Rapid Response Grants Provide Critical Support to Dallas Families

In 2025, The Dallas Foundation demonstrated the power of swift, strategic action when our community faced unexpected challenges. During a federal government shutdown that temporarily delayed SNAP benefits, thousands of North Texas families were left uncertain about access to basic needs. Even a brief disruption can place children, seniors, and working families in difficult situations. The Foundation responded immediately, awarding

\$310,000 in rapid relief grants to local food providers serving the most impacted communities. These funds helped sustain and expand food distribution, ensuring families could access nutritious meals when stability mattered most.

"SNAP delays can create an immediate crisis for families already balancing tight budgets," said Vickie Allen, Chief Impact Officer. "The Dallas Foundation

works alongside local partners to provide immediate support, helping organizations continue offering nourishment and stability during challenging times."

Leveraging deep knowledge of the Dallas community and strong nonprofit partnerships, the Foundation quickly identified urgent needs and deployed resources efficiently. These grants not only addressed the immediate crisis but also strengthened local providers' capacity to serve families facing ongoing challenges, reinforcing the resilience of our community's safety net.

This rapid response reflects the Foundation's broader philosophy: turning urgent challenges into opportunities for lasting impact. By acting decisively and collaboratively, The Dallas Foundation ensures families receive immediate relief while benefiting from stronger, more resilient support systems for the future.

As we reflect on 2025, stories like these illustrate the Foundation's commitment to timely, trusted action. In moments of uncertainty, Dallas families can rely on us to step in, provide resources where they are most needed, and foster stability and dignity through community-driven solutions.



**Scan the QR Code to Learn More**

Learn about TDF's rapid response initiatives and how you can support families in need.



## Where **One Legacy** Becomes **Many Futures**

Creating a charitable legacy at The Dallas Foundation is an inherently personal journey. For one Dallas resident, it began with a simple desire to ensure the causes he cared about most would thrive for generations. Our team took the time to deeply understand his unique values and long-term vision, transforming his aspirations into a comprehensive plan that honored his life's work with the highest level of care.

This collaborative process helped the donor discover and support organizations that aligned

perfectly with his passions. He started by establishing a donor-advised fund with a gift of farmland—a creative first step in building a legacy that would grow significantly over time. Upon his passing, additional properties from his estate were added, ultimately creating one of the largest legacy gifts in our history.

As a trusted partner, we now steward these resources through three new endowed funds established in strict alignment with his intent: a Field of Interest Fund, a Designated Fund, and

a Scholarship Fund. Together, these funds guarantee annual support for eight favorite charities, open doors for students pursuing higher education, and provide local nonprofits the opportunity to apply for funding in areas of greatest need.

Today, his generosity is already fueling vital work at organizations like Mercy Street, Trinity Park Conservancy, Crossroads Community Services, and Jubilee Park & Community Center. The gift also strengthens the Centennial Fund, an investment designed to prepare Dallas for the challenges and opportunities of the next century. By entrusting his vision to The Dallas Foundation, his legacy serves as a permanent catalyst for progress, carrying his values forward to shape a stronger future for all of North Texas.

*At The Dallas Foundation, we honor each donor's preferences for recognition. You may choose to be celebrated publicly, remain anonymous during your lifetime, or carry your anonymity forward forever.*

Legacy Society in 2025

**184**  
Total Legacy Society Members



**Scan the QR Code to Learn More**

Learn more about Legacy Giving and how to ensure the causes you care about continue to thrive and expand their impact.



## Investing in Resilience: Women's Philanthropy Institute and the Power of Collective Giving

Through the Mary M. Jalonick Women's Philanthropy Institute (WPI), members come together each year to learn, connect, and collectively invest in solutions that strengthen Dallas communities. In its 17th year, WPI granted a record \$330,000, empowering women to drive lasting change for Greater Dallas.

In 2025, WPI acted as a catalyst for strategic investments by naming POETIC its Lead Grantee. A transformative \$150,000 grant was awarded to support youth who have experienced child

maltreatment, commercial sexual exploitation, or sex trafficking. By partnering with the Dallas County Juvenile Department and Child Protective Services, POETIC provides a critical bridge out of the juvenile justice and foster care systems and into a landscape of long-term support.

This investment focuses on scaling POETIC's innovative 5-Systems Model of Care, which integrates trauma therapy, clinical case management, and workforce development to



provide a holistic pathway toward healing. The funding directly supports increased counselor staffing and essential program supplies, while also building the infrastructure necessary to expand services to youth facing transportation barriers and housing instability.

*“Thank you for truly seeing our staff, the around the clock care they provide to vulnerable girls, and the heart and commitment they bring to this work every day,” says HaeSung Han.*

As HaeSung Han, Co-Founder and CEO of POETIC, noted, this support “is pivotal and gives us the capital to accelerate both our programs and our impact at a critical moment in our growth,” effectively helping the organization meet its budget goals early and increasing its readiness for future public funding.

WPI's lead grant strengthens POETIC's financial foundation, ensuring the organization can continue to pioneer innovative initiatives that produce tangible results for vulnerable neighbors. Through this collective effort, WPI members are fueling

life-changing work across every corner of Dallas County and demonstrating the extraordinary power of women-led philanthropy to build a safer, more resilient community.

### 2025 WPI Grantees

**POETIC**  
\$150,000 | Lead Grantee

**Community Does It**  
\$60,000

**Jewish Family Service**  
\$60,000

**The Senior Source**  
\$60,000



**Scan the QR Code to Learn More**

Read the full article and learn more about the Women's Philanthropy Institute.



## As **Family Volunteerism** Surges, Rising GENerosity Members Celebrate with The Birthday Party Project

Family volunteerism is on the rise. According to AmeriCorps' Volunteering and Civic Life in America report, 37% of parents with children under 18 participated in formal family volunteer activities in 2023. Beyond helping the community, volunteering together strengthens family bonds, teaches children valuable lessons, and fosters lasting social responsibility.

To support this trend, The Dallas Foundation created the Rising GENerosity (Rising GEN) program, connecting families with local nonprofits and helping them build meaningful, lasting relationships with the community. Rising GEN introduces families to organizations they might not otherwise encounter, inspiring lifelong habits of giving and service.

In honor of National Volunteer Month, Rising GEN hosted a family volunteer day with The Birthday Party Project, a Dallas-based nonprofit that celebrates children experiencing homelessness through birthday parties. Since 2012, the organization has partnered with shelters and transitional facilities to host parties that include decorations, activities, cupcakes, and gifts, helping children feel valued and celebrated. To date, The Birthday Party Project has celebrated over 20,000 birthdays nationwide.

During the event, Rising GEN families shopped for gifts, wrapped presents, and assembled "birthday in a bag" kits. These shared experiences created lasting memories for both children and parents. "As a parent, I appreciate that Rising GEN encourages my children to see the world through a different lens," said Colby Hanks Baer, a Rising GEN member. "Our experience with The Birthday Party Project opened our eyes to the needs of children experiencing homelessness. We left feeling more connected to our community."

Experiences like this reflect Rising GEN's mission: to educate, inspire, and strengthen community ties while engaging families in meaningful service. "Rising GEN is not just about volunteering—it's about investing in the future of philanthropy in Dallas," said Mackenzie Causey, Senior Director of Strategic Partnerships & Donor Engagement at The Dallas Foundation. "By engaging families early and connecting them with impactful nonprofits, we are creating lifelong advocates for our community."

As family volunteerism continues to grow nationwide, TDF is proud to provide opportunities for families to serve, learn, and grow together. Through Rising GEN, today's families are becoming tomorrow's leaders in philanthropy, strengthening Dallas one volunteer experience at a time.

### Rising GEN By The Numbers

**\$70,000**

Granted to At Last! and TRAC

**100+**

Unique event attendees

**60**

Members



**Scan the QR Code to Learn More**

Learn about Rising GEN and discover how your family can get involved with organizations like this.



## Partnering with Advisors in Strategic Philanthropy

In 2025, referrals from professional advisors helped clients turn their values into meaningful impact across Dallas, strengthening communities and supporting the causes that matter most. Every connection guided new gifts, amplified generosity, and expanded the reach of programs that improve lives. Advisors played a critical role in creating lasting change, ensuring gifts were both intentional and transformative. The result was a broader, more enduring culture of generosity across the region.

### 2025 Fund Growth

**78** Funds Established in 2025

Including  
**50 Funds**  
From Professional Advisor Referrals

Totaling  
**\$55 Million** in New Dollars

### Partnership in Practice: Outside Managed Accounts

Outside managed accounts are a meaningful and growing part of our philanthropic model. They let clients' charitable assets remain under professional management while leveraging the Foundation's platform to maximize impact. This approach provides fundholders with continuity, flexibility, and alignment with their values, while giving advisors a way to preserve client relationships and expand giving strategies. These accounts continue to grow in both assets and the grants they support, creating more opportunities to strengthen communities.

"TDF operates with both heart and expertise. They understand how to collaborate with advisors and respect the client relationship, acting as an extension of our team."

*Devin DeLapp*  
CFP®, CDFA®, Wealth Advisor,  
SFMG Wealth Advisors

### Outside Managed Accounts Snapshot

**\$222M**  
Assets in Outside Managed Accounts

Representing  
**33%** of Total AUM

### Outside Managed Account Grantmaking

**\$27 Million**  
Granted through Advisor-Managed Funds in 2025

Reflecting a  
**12%** Distribution Rate

Accounting for  
**33%** of Total Foundation Grantmaking

Grantmaking through outside managed accounts continues to grow in both scale and impact. Between 2023 and 2025, grant dollars from these funds increased from \$15.5 million to \$27 million, a 74% increase. Over the same period, their share of total Foundation grantmaking rose from 23% to 33%, reflecting the continued growth of these accounts and the generosity of the fundholders behind them.

As outside managed accounts continue to grow, so does the collective ability of donors and advisors to turn thoughtful philanthropy into tangible progress. Together, these funds are helping build a stronger, healthier, and more vibrant community for everyone who calls Dallas home.

These grants support organizations addressing some of our community's most pressing needs, with much of the funding focused on education, human services, and health and medical research. From expanding access to opportunity for students, to strengthening support systems for families, to advancing critical medical discoveries, the impact of these gifts is felt across Greater Dallas.



### Professional Advisors

Learn more about how our philanthropy expertise can make you invaluable to your clients.



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