



The
Dallas
Foundation®

Your Philanthropic Journey Starts Here

At The Dallas Foundation, we guide your giving every step of the way with trusted partnership and local expertise



Here for Good

For nearly a century, The Dallas Foundation has been a trusted partner for those who want to strengthen our community in lasting ways. Founded in 1929 as the first community foundation in Texas, we have helped donors invest more than \$1 billion in transformative grants, helping Greater Dallas reach its full potential.



A Trusted Partner in Giving

Enduring change happens when generosity meets strategy. That's why we combine deep knowledge of Dallas' most pressing needs with a donor-centric approach that brings each philanthropic vision to life. Whether you want to support a single cause, create a multi-generational legacy, or manage complex gifts, we provide the expertise and resources to make giving seamless and impactful.



A Vision for Greater Dallas

We believe prosperity and opportunity should be within reach for every member of our community. To achieve this, we invest strategically in areas where we can drive measurable change, particularly in early childhood, ensuring every child has a strong, healthy start.



A Leader for the Community

Our role extends beyond stewardship. As a convener, we bring together donors, nonprofits, and community leaders to collaborate on innovative solutions. By strengthening the nonprofit sector and addressing critical needs, we ensure that generosity creates lasting impact for generations to come.

“
Our donors trust us to uphold their philanthropic legacies. It is an honor to translate their generosity into fueling the work of **-serving our community in perpetuity.**”

— Julie Diaz
The Dallas Foundation President & CEO





Photo courtesy of St. Phillip's School

1,500+
Funds

Established Since 1929

\$85M+

Granted Annually*

**5 year average*

12,000+

Nonprofits Supported
Across Dallas & Beyond

Why Partner with The Dallas Foundation

Choosing a partner for your philanthropy is about more than giving — it's about trust, experience, and strategic ingenuity. At The Dallas Foundation, we guide philanthropic resources and work alongside our donors to create lasting change, strengthen nonprofits, and make Greater Dallas a brighter place for everyone who calls it home. We engage with donors on a deeply personal level — listening, advising, and educating on measurable solutions that move the needle. By combining deep expertise with a local perspective, we help donors, their professional advisors, and the nonprofits they support achieve lasting, meaningful outcomes.

Impact in Action

We help donors turn their philanthropic vision into measurable results. We see giving as more than a singular act — it's a hands-on, immersive experience where every gift is guided, strategic, and designed to create lasting change. Every dollar entrusted to us addresses Dallas' most pressing needs, strengthens the nonprofit that meet those needs, and builds a legacy that endures for generations.

The People Behind the Impact

We know that getting the right people in the room is critical to effective philanthropy. Our experienced team brings decades of expertise in philanthropy, nonprofit management, fundraising, and legacy planning to every conversation. We guide donors and their professional advisors through rich, collaborative discussions and design strategies that are completely tailored to each donor's vision.

500+ Years of Combined Philanthropic Experience



Jessica Shepard Watts, Chief Partnerships Officer

40+ Professional Certifications & Advanced Degrees Earned



Vickie Allen, Chief Impact Officer

100+ Years of Nonprofit Accounting & Financial Management

400+ Hours of Nonprofit Research Annually



Torrey Littleton
Chief Financial Officer

75+ Years of Legacy & Planned Giving Experience



Connecting You to the Causes You Care About

We know that giving is deeply personal. That's why we take the time to understand your goals, your passions, and the legacy you want to create. When you partner with us, you gain more than a fund administrator — you gain a trusted partner with unmatched knowledge of the Dallas community and beyond. Our role is to ensure your generosity is amplified, your giving is seamless, and your impact is lasting.

“

When I began thinking about my philanthropy, I was focused on the future — giving during retirement and after my lifetime. But working with The Dallas Foundation has given me confidence to make a real impact today and knowledge that my legacy giving will have an impact tomorrow.”

— Dodee Frost Crockett, CDFIA®, CAP®
Fundholder and Legacy Society Member,
Wealth Management Advisor





Our Philanthropic Services

Personalized Guidance

- Dedicated fund stewards – a senior philanthropic advisor and team for every fundholder
- Strategic grantmaking consulting to maximize the impact of your giving
- Legacy planning to ensure your philanthropic vision continues for generations

Engaging Experiences

- Tailored educational programs and learning opportunities
- Customized site visits to see your impact firsthand
- Family philanthropic meetings to align giving goals across generations

Streamlined Giving

- Customized grant research and nonprofit due diligence
- Grantmaking support and administration
- 24/7 access to your fund through our secure donor portal

Expanded Support

- Corporate philanthropy services to design and manage charitable giving programs
- Services for private foundations to leverage our expertise and community knowledge with their foundation's priorities

Resources & Initiatives to Elevate Your Philanthropy

Ways to Give



Donor-Advised Funds

Simplify your giving with flexible, tax-advantaged accounts that let you recommend grants to the nonprofits you care about.



Designated Funds

Support specific nonprofits year after year with ongoing impact.



Field of Interest Funds

Target your giving to a cause or community need while letting us identify the highest-impact opportunities.



Nonprofit Agency Funds

Leverage administrative support and donor connections to strengthen your mission.



Supporting Organizations

Benefit from many of the advantages of a private foundation, with our expert support and oversight.



Community Impact Fund

Give The Dallas Foundation the flexibility to direct grants where the need is greatest.



Scholarship Funds

Create meaningful educational opportunities with customized criteria and awards.



Corporate Giving

Amplify your charitable impact through donor-advised funds, corporate social responsibility initiatives, and other tailored giving opportunities.

Signature Initiatives



Legacy Society

Honor your charitable vision for generations to come. By joining the Legacy Society, you ensure your values live on through a gift in your will, a retirement account beneficiary, endowed gifts, or complex assets—while also providing potential tax advantages for you and your heirs.

Bring your family's values to life through thoughtful conversations, customized planning, and multigenerational giving. We guide families of 2 or 20 with tailored services—from values alignment to grantmaking decisions and stewardship strategies.



Family Philanthropy

Women's Philanthropy Institute (WPI)

WPI educates, inspires, and empowers women donors—cultivating confidence and engagement through learning, site visits, and collective giving. Members vote annually to award multiple grants, totaling more than \$300,000, that reflect their values and strategic choices.

A vibrant movement engaging younger philanthropists (ages 25–50) in meaningful giving. Through lunches, site visits, learning sessions, and volunteer events like family celebrations with local organizations, Rising GEN builds an immersive path to community impact.



Rising GENerosity

The Pegasus Prize awards \$50,000 to a Dallas-area nonprofit that demonstrates creativity, cost-efficiency, and measurable impact in addressing community challenges. It offers both funding and high visibility, bolstering the honoree's capacity and reputation.



Pegasus Prize



A Trusted Partner to Advisors

With our deep philanthropic expertise and highly personalized service, The Dallas Foundation acts as an extension of your team. We equip advisors with the tools and resources they need to seamlessly integrate philanthropy into wealth planning, while helping clients achieve meaningful impact with their giving. By partnering with us, you can strengthen client relationships across multiple generations, retain assets under management, and offer a trusted pathway for clients to align their wealth with their values.

“

The knowledge and in-depth understanding of the challenges facing our community's charitable organizations, projects, and critical needs make **The Dallas Foundation an excellent partner for my clients who want to create a meaningful impact in their own neighborhood.** The Foundation provides education, access and funding opportunities for my clients who wish to strengthen their community and see change happen.”

— Ryan McCuller
UBS Private Wealth

When you work with us, both you and your clients gain unique advantages:

As an advisor, you'll enjoy:

- Inclusion of philanthropy in comprehensive wealth management offering
- Enhanced client relationships
- Access to planned giving support & vehicles
- Endowment opportunities
- A dedicated relationship manager
- Access to exclusive events and networking opportunities



Your clients receive:

- Dedicated senior philanthropic advisor
- Access to world-class philanthropic knowledge
- Tax advantages and experience only available to public charities
- Sophisticated online account management
- Access to a diverse range of charitable giving vehicles
- Networking opportunities with a community of like-minded donors
- A Dallas-based resource that understands the local landscape



Nonprofit Partnerships & Priorities

Nonprofits are essential partners in helping Dallas reach its full potential. Every child in Dallas deserves a strong start—from prenatal to age five, which is why we focus our foundation-directed grant-making on early childhood. By engaging with organizations whose missions align with our priorities, we collaborate to create meaningful, measurable impact for children and families across the region.



Photo courtesy of Abide Women's Health

Maternal & Pediatric Health

- Increase access to high-quality prenatal, perinatal, and pediatric care for all families
- Expand developmental screenings and early interventions by age three
- Strengthen wraparound supports, including mental health services, nutrition, and home visits

- Boost enrollment in high-quality early childhood education programs, especially in underserved neighborhoods
- Support workforce development for early educators to ensure quality teaching and retention
- Scale evidence-based literacy and numeracy programs for children ages 0–5



Photo courtesy of Uplift Education

Early Learning

- Address critical needs such as food insecurity and access to essential resources
- Support parental workforce participation through job training, childcare access, and employment pathways
- Promote integrated services connecting families to benefits, legal aid, and financial coaching



Photo courtesy of Exodus Ministries

Family Economic Stability



Photo courtesy of Bachman Lake Together

Partner Highlights

Together with our nonprofit partners, we leverage our proven track record of investing in transformational solutions to create measurable impact across Dallas—one program, one partnership, and one success story at a time.

Parkland Health

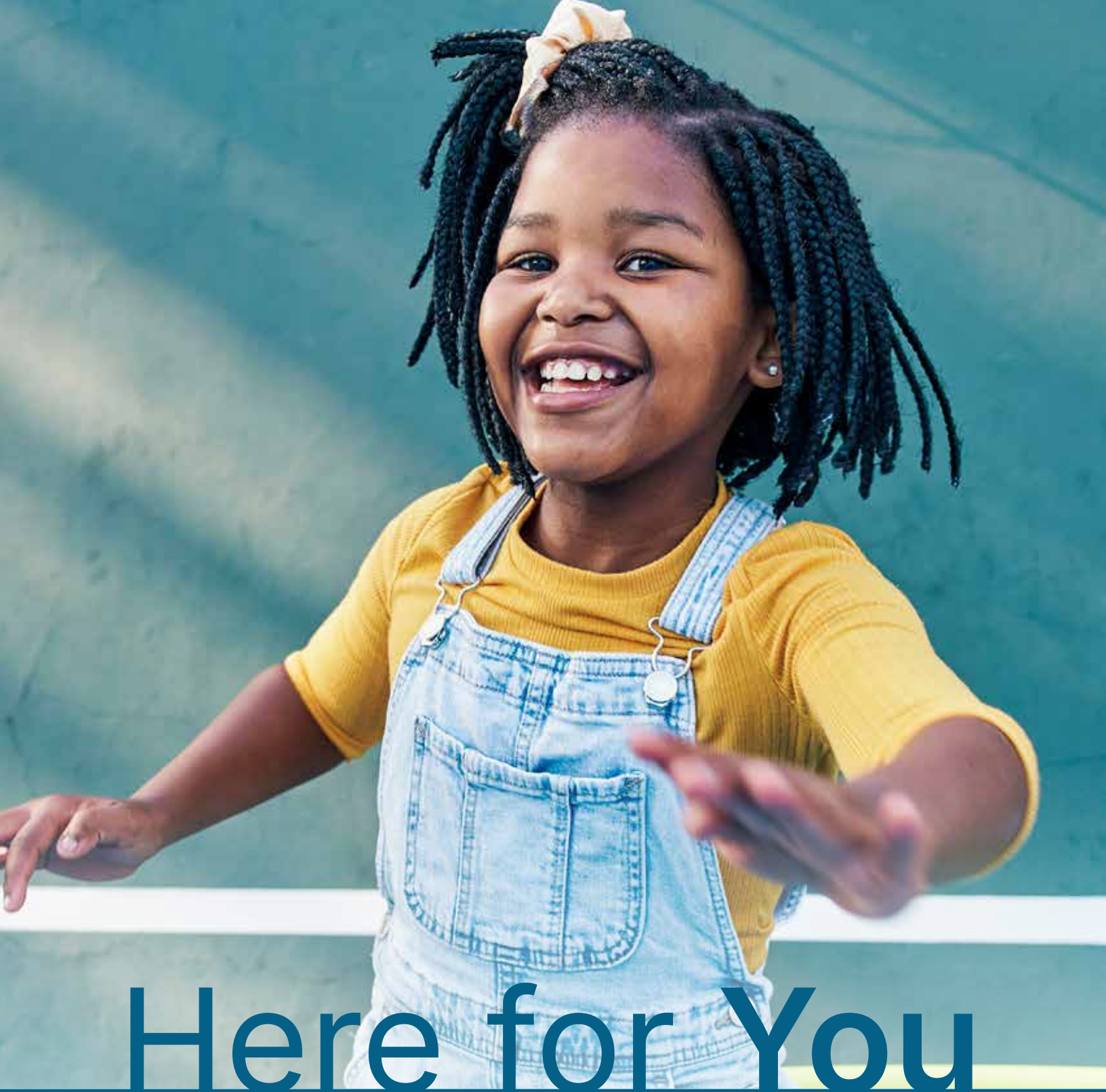
Supporting maternal and pediatric care, Parkland ensures that every family in Dallas has access to high-quality health services. Our partnership helps expand prenatal, perinatal, and pediatric programs to improve outcomes for children across Dallas County.

Child Poverty Action Lab (CPAL)

Dedicated to breaking the cycle of poverty, Child Poverty Action Lab (CPAL) partners with community organizations and public systems to design data-driven solutions that improve child well-being, helping children and families in Dallas achieve long-term stability and opportunity.

Bachman Lake Together

This collaborative initiative strengthens family and community stability in the Bachman Lake neighborhood, addressing food insecurity, workforce participation, and access to integrated support services for families with young children.



Here for You

Join The Dallas Foundation in creating measurable change across Greater Dallas. With deep local expertise, strategic insight, and a collaborative approach, we help turn philanthropic vision into meaningful results that strengthen our community today and for generations to come.

Contact Us



We're here to help you make an impact. Reach out to learn more about partnering with The Dallas Foundation.

General Inquiries

Email: info@dallasfoundation.org

Phone: 214.741.9898

Legacy Planning

Email: kpicken@dallasfoundation.org

Phone: 214.233.6904

Donors & Prospective Donors

Email: ggarcia@dallasfoundation.org

Phone: 214.694.2507

Women's Philanthropy Institute (WPI)

Email: kmontez@dallasfoundation.org

Phone: 214.694.2525

Advisors & Financial Professionals

Email: kbetancourt@dallasfoundation.org

Phone: 214.694.2516

Rising GENerosity

Email: mcausey@dallasfoundation.org

Phone: 214.694.2509

Nonprofits & Grantmaking Questions

Email: vallen@dallasfoundation.org

Phone: 214.694.2528

Corporate Giving & Partnerships

Email: jwatts@dallasfoundation.org

Phone: 214.694.2531

Family Philanthropy

Email: kmontez@dallasfoundation.org

Phone: 214.694.2525

Media & Press Inquiries

Email: dklein@dallasfoundation.org

Phone: 214.231.1273



Instagram
[@thedallasfoundation](#)

Facebook
[@dallasfoundation](#)

LinkedIn
[/the-dallas-foundation](#)

Web
[dallasfoundation.org](#)

Phone
214.741.9898

Address
3000 Pegasus Park Dr., #930 Dallas, TX 75247