



A YEAR OF GROWTH

IMPACT REPORT 2024

VERSION 2



T.D. JAKES
FOUNDATION

A World Where Every
Community Thrives



T. D. Jakes
Chairman

"While many narratives attempt to magnify fear, I have seen a far more compelling story unfold—a story of resilience, determination, and faith that defies the odds."

Dear Friends,

This past year has been a testament to the tension between division and hope. While many narratives attempt to magnify fear, I have seen a far more compelling story unfold—a story of resilience, determination, and faith that defies the odds. Across the globe, I've encountered college-bound students dreaming boldly about their futures, neighbors uniting to craft innovative, place-based solutions, and underserved individuals standing tall with renewed hope after seizing opportunities to transform their lives.

These moments remind me of why the T.D. Jakes Foundation exists. They reflect the heartbeat of a vision rooted in equity, opportunity, and the belief that transformation is always possible.

As we move forward, the Foundation is no longer in its infancy. With a year of deliberate planning behind us, we are now executing a strategic plan designed to turn bold aspirations into measurable impact. It is a plan that seeks to close the gap where opportunity has been historically denied. Because every individual—regardless of their zip code, their family circumstances, or the barriers they face—deserves a chance to thrive.

Transformational change is a possibility thanks to the Foundation's 2024 grantmaking and programming. Activating \$13.5 million in grants opened doors for organizations to scale initiatives and reach more people across the nation in 2025. The T.D. Jakes Foundation's direct programming has deepened its impact in Dallas while expanding to Atlanta to serve those in need within that locale. Partnerships with corporations, municipalities, and community-based organizations have sustained our efforts through generosity and shared resources.

It is this collective approach that is needed to create the world in which we desire to live. A world where children, seniors, and those in need can access quality education, a liveable wage, and a home in a healthy community. I know this can be made a reality and I remain committed to building bridges.

For those already on the road with us, we thank you for your partnership. And for all others, we invite you on this journey with us.

With gratitude and hope,

T.D. Jakes
Founder and Chairman



Kelley Cornish
President and CEO

"We continue to be steadfast in providing resources to bridge the opportunities gap."

Dear Friends,

2024 was a year of building and solidifying our structure for growth at the T.D. Jakes Foundation, catalyzing the energy from our newly refined pillars. With a new strategic direction, we are now poised and positioned to serve even more communities. Through our programming and grantmaking, we provided individuals and organizations with the resources needed to thrive. While collective action has moved the needle towards progress, there is still work for us to do. We stand ready.

Moving from strategic planning to execution, we deepened our commitment to Dallas and scaled to Atlanta. The T.D. Jakes Foundation strengthened our direct provider services by adding legacy programs. These methodical moves allowed us to impact more communities, organizations, and individuals by creating equitable educational and economical opportunities for those in need.

The T.D. Jakes Foundation has contributed to innovative change by granting more than ten million dollars to 12 organizations in 2024. Organizations from across the country supported radical transformation in education, workforce readiness, financial inclusion, and community well-being. To complement its grantmaking, the T.D. Jakes Foundation team led programmatic initiatives focused on engaging youth in STEAM (Science, Technology, Engineering, Arts, and Mathematics), preparing young women for astounding futures, supporting returning citizens, and providing resources for career placement and advancement.

Internally, our staff has implemented our revised strategic pillars as the guiding light on our path to forge a world where every community thrives. Existing and new partnerships have supported our journey and have led to a positive impact on youth, jobseekers, college students, and community members across the country.

Our world is not faced with a talent or intellect-gap but an opportunity-gap. The T.D. Jakes Foundation continues to be steadfast in our efforts of providing resources to bridge that gap. I look forward to leading our talented team and partners toward progress, innovation, and equity. Together, we will thrive.

Your partner in the pursuit of thriving futures and communities,

Kelley Cornish
President and CEO



T.D. Jakes

Chairman of the Board



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Vice President, NA Partner Ecosystem
& Channels, Google

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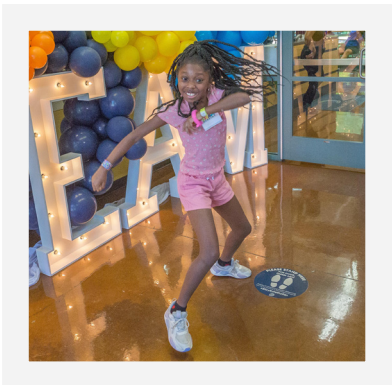
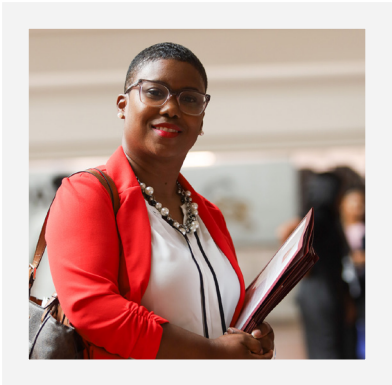
Jeff Rich

Operating Partner, Sunstone Partners

Board Member

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Throughout 2024, the T. D. Jakes Foundation focused on living out our values of integrity, bridge-building, transformation, equity, innovation, and problem-solving through our programs, partnerships, and planning.

2024-2026 STRATEGIC PLAN

We launched our bold 2024-2026 Strategic Plan to guide our work focused on financial inclusion, educational access and workforce readiness, and community transformation and well-being.

OUR 2024 PROGRAMMING

We leaned into the interconnected nature of our programs across the T.D. Jakes Group.

- **Distinctively Her** engaged 450+ women and girls in numerous programs and events.
- We expanded the reach of our **Hiring Mixers** when we brought our “You’re Hired!” Hiring Mixer to new locations in Dallas and Atlanta, serving a total of 2,150+ jobseekers.
- We launched new **STEAM** programs in more Dallas communities, growing our participation by 4x compared to 2023 and reaching 2,200+ students.
- **TORI** served 430+ returning citizens in Dallas through employment, education, housing, and health opportunities.

CONVENING THROUGH EVENTS

We connected with more community members, organizations, municipalities, and corporations by launching online events and hosting and sponsoring several in-person events focused on learning, connection, and collaboration.

INVESTING IN ORGANIZATIONS

Deploying \$13.5 million in partnership with Wells Fargo Foundation, we made grants to 12 organizations – including five higher education institutions, three of which are Historically Black Colleges and Universities (HBCUs) – and expanded our capacity to advance programs, projects, and initiatives aligned with our strategic pillars.

20,000+

Individuals and families impacted through our programs, partnerships and events

452

Women and girls supported through Distinctively Her

2,170

Jobseekers connected to employers and resources

2,500

Participants in breakout sessions at International Leadership Summit

226

Atlanta leaders convened to spur impact

437

Returning citizens served through TORI

2,500+

Students and community members engaged in STEAM programs

11,000

Students and families engaged at the Back to School Bash in Atlanta

\$13.5 MILLION

Invested in mission-aligned organizations

We extend our sincere gratitude to the thousands of participants and partners who collaborated with us throughout this year. Deliberate planning led to execution of our strategic plan, positioning us for continued growth and a lasting impact. We invite you to join us in celebrating the accomplishments of 2024 as we collectively strive towards our vision of a world where every community flourishes in 2025 and beyond.



A Pivotal Moment for the T.D. Jakes Foundation.

Our 2024-2026 Strategic Plan is a moment of reflection on our progress to date, a moment of pride in our collective strength, and a moment of immense opportunity: the opportunity to reimagine our approach, to reinvest in the power of community, and to redefine the very meaning of impact. It is ambitious, purposeful, and a true reflection of who we aspire to be.

VISION

A world where every community thrives

MISSION

We improve the lifelong outcomes for communities and individuals who have limited access to resources and opportunities

STRATEGIC PILLARS



FINANCIAL INCLUSION

Championing innovative initiatives that create pathways to wealth generation and upward economic mobility, such as affordable housing, financial education, entrepreneurship, and community capacity building



EDUCATIONAL ACCESS & WORKFORCE READINESS

Providing access to quality education programs, certifications, and workforce training that equips individuals with future-proof skills and prepares the workforce of tomorrow



COMMUNITY TRANSFORMATION & WELL-BEING

Promoting collaborative efforts that holistically enhance community well-being through initiatives that create access to health services, sustainable environments, and comprehensive support systems

Our core strategies
drive change across
our strategic pillars



**EDUCATIONAL ACCESS &
WORKFORCE READINESS**

Adult-Focused Programming &
Partnerships

Cutting-Edge Technology
Exposure & Engagement

Youth-Focused Programming &
Partnerships



FINANCIAL INCLUSION

Financial Education &
Tools for Colleges and
Universities

Financial Education & Tools
for Communities

Housing Stability &
Homeownership



**COMMUNITY
TRANSFORMATION &
WELL-BEING**

Food Insecurity Alleviation

Housing & Comprehensive
Community Support

Mental Health Resources

A YEAR OF GROWTH

Expanding our reach
in Dallas and Atlanta



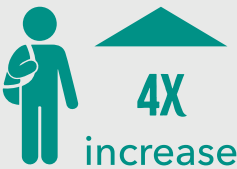
“YOU’RE HIRED!”

Our Hiring Mixers returned to
Dallas and launched in Atlanta



TORI

Joined the TDJF family



STEAM
participants
quadrupled
in 2024

EXPANDING OUR REACH

2024 was a year of growing both the scope and impact of our work. We strengthened our commitment to Dallas through our STEAM initiatives and Hiring Mixer, while also building on mission-driven goals and relationships to solidify our expansion to Atlanta.



In **DALLAS**, we...

- Grew our STEAM programming and locations allowing us to quadruple our number of participants and reach communities beyond our previous footprint
- Launched new partnerships with institutions and agencies
- Hosted our signature "You're Hired!" Hiring Mixer at a new location
- Continued investing in organizations serving Dallas communities

In **ATLANTA**, we...

- Brought Atlanta community leaders and partners together for an opportunity to get to know the T. D. Jakes Foundation, and to share their community's needs
- Engaged with over 11,000 students and families at the Back to School Bash
- Brought our signature "You're Hired!" Hiring Mixer to the Greenbriar Mall
- Invested in organizations working with and for Atlanta's communities

Expanding
our footprint
→ → →

to
ATLANTA



OUR 2024
PROGRAMMING

Building on the 27-year legacy of the Distinctively Debutantes program, envisioned by Mrs. Serita Jakes, Distinctively Her launched in 2023 to educate, empower, and expand a community centered on the needs of women and girls.

In 2024, Distinctively Her became a part of the T. D. Jakes Foundation and continued to support the self-development of hundreds of participants through new partnerships and programs, quality events, and relationship building.

LAUNCHED "COLLEGE BOUND: MASTERING THE COLLEGE APPLICATION PROCESS AND BEYOND"

Provided **55** high schoolers with free confidence-boosting college preparatory resources including SAT/ACT prep in partnership with UWorld and sessions on essay writing, FAFSA, and scholarships

MINI MASTERCLASS SERIES

Guided **174** women through skill building programs led by seasoned experts and thought leaders

COLLEGE SCHOLARSHIPS

Raised and awarded **\$275,000** in college scholarships to **55** graduating seniors

DISTINCTIVELY DEBUTANTES

Built community among **149** Debutantes and **42** mentors, growing Debutantes' self-awareness, excellence, character, civic engagement, and femininity

Celebrated the 27th Annual Distinctively Debutantes Cotillion with over **500** guests

100%
College
acceptance
rate



\$2.2 MILLION
Earned in
scholarships

55 GRADUATES

MOMMY AND ME: GROWING TOGETHER HAND IN HAND

Brought together **171** participants – representing **76** unique duos and trios of mothers, mother figures, and girls ages 5-10 – for intergenerational programming, with attendance increasing by **26%** between the July and December sessions



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Centering Women and Girls



"My daughter has excelled in leaps and bounds this past year. I truly believe being part of [Distinctively Her] has taken her to a higher level."

Parent of Debutante

"When I was able to speak up about how I struggled with self image and my mental health as a young lady, I knew this program was a place for me and the new environment I needed to be in. My Debutante sisters and mentors opened up a new part of me I never knew was there."

Debutante



DISTINCTIVELY HER

OUR 2024 PROGRAMMING

Resources for gainful employment and ongoing learning are key to ensuring that our communities have workforce and career opportunities that support their growth and financial well-being.

This year we hosted our signature "You're Hired!" Hiring Mixers at The Shops at RedBird in Dallas and Greenbriar Mall in Atlanta, making it easier for our communities to access resources and opportunities.

Our 2024 Hiring Mixers attracted **1,700** Dallas jobseekers and **470** Atlanta jobseekers who connected with employers in industries including government, financial services, transportation, healthcare and more. With online pre-mixer workshops on skills such as networking and making meaningful connections, buying a home while paying down debt, and creating and communicating a compelling value proposition, we equipped jobseekers with additional skills and materials for their searches for new opportunities and resources.

<p>2,170</p> <p>Jobseekers across Dallas and Atlanta</p>	<p>175</p> <p>Attendees for virtual pre-mixer workshops</p>
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200

Free professional headshots in Dallas

"This is my first time coming to a job fair and it's been amazing. I'm very interested in several programs and employers here. I see potential opportunities. There were plenty of options."

Marisol, Jobseeker in Dallas



60

Employers across Dallas and Atlanta

15

Different employment sectors represented

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Bringing resources
and job opportunities
to our communities



Employers in 2024 vs. 2023



"Being able to speak with
employers face-to-face
was a plus for me."

Hiring Mixer Attendee

Employment Sectors Represented:

Business Services	Logistics
Civic Engagement	Manufacturing
Education & Youth Development	Transportation
Financial Services	Retail & Consumer Goods
Government & Public Sector	Sports & Entertainment
Healthcare	Staffing & Recruitment
Life Skills	Technology
	Workforce Development

"I got my current role at
the October 2023 "You're
Hired!" Hiring Mixer. To
come back this year as an
employer is such a full-
circle moment for me."

*Recruiter from a Dallas
Employer*

"YOU'RE HIRED!" HIRING MIXERS

OUR 2024 PROGRAMMING

As we focused on building educational and career opportunities for our youth, our STEAM initiatives opened up a world of transformative opportunities focused on artificial intelligence (AI), robotics, drones and other innovative technologies.

Through launching redesigned STEAM initiatives, we focused on bringing our programming into the communities we serve, bringing new hands-on learning experiences to more youth.

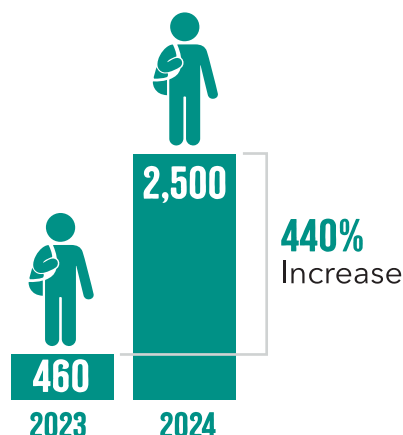
STEAM POP-UPS

Sparked excitement among nearly **350** students through introductions to activities and opportunities ranging from basketball analytics and engineering to lotion making and virtual reality (VR) space travel

STEAM ACADEMY EXPO

Introduced **2,100+** community members from **176 Texas zip codes** to STEAM careers and skills including artificial intelligence, health, sports medicine, forestry and more

STEAM Program Attendee Growth from 2023-2024



BRINGING STEAM INTO THE COMMUNITY



- 2024 STEAM Pop-Ups at Recreation Centers in South Dallas
- 2024 STEAM Academy Expo at The Shops at RedBird
- STEAM Academies at The Potter's House, prior to 2024

A YEAR OF GROWTH



of participants would recommend the STEAM Expo to friends or family



THREE OUT OF FOUR
students learned about new STEAM careers

"Our communities in the southern sector of Dallas need these types of innovative programs... Kids asked me if the STEAM program was coming back, and I would definitely want to continue this next year at more recreation centers."

Jason Enriquez, Dallas Parks and Recreation



Our STEAM programs have a 4.78 out of 5 approval rate

"I really enjoyed seeing the program taken into the community. As a result of being taken into the community, so many kids were able to be exposed to and become familiar with STEAM topics."

Avis K., TDJF Volunteer



STEAM INITIATIVES

The mission of the Texas Offenders Reentry Initiative (TORI) is to guide and empower returning citizens to maximize their potential, increasing their opportunities for successful reintegration into society and to become productive citizens of their communities.

For 20 years, TORI has supported thousands of returning citizens across Dallas. In 2024, TORI joined the T. D. Jakes Foundation and continued serving the Dallas community while refining its programming and preparing to expand to other cities in 2025.

Served **437**
returning citizens

12-MONTH PROGRAM

Enrolled **106** new clients, with **72** receiving help finding background-friendly employment and **77** receiving housing assistance

ONGOING ADVOCACY

Received the **Faith Based Recognition Award** from the City of Dallas Small Business Center in recognition of advocacy for second chance individuals by providing resources

INTERNS

Worked with **4 interns** who completed **2,080** practicum hours with TORI

REENTRY PREPARATION

Celebrated **78** graduates for completing a year of one-on-one sessions with a TORI case manager and over **185** hours of coursework designed to prepare them for reentry into society, family reunification, and workplace integration after incarceration

HOUSING

Housed **59** families in partnership with Dallas Housing Authority and connected **21** clients experiencing homelessness to safe and stable housing

Housed
59 FAMILIES



Connected **21 CLIENTS**
to stable housing



A YEAR OF GROWTH

Providing stability and security for returning citizens



"[TORI gave me] confidence, necessary coping skills, and guidance to address the problems I encounter in a safe and positive manner and [taught me] to always speak my mind whatever the situation."

TORI Graduate

"What I love most about TORI is the determination and motivation the program shows to all clients. TORI assisted me with the skills and tools to become self-sufficient."

TORI Graduate



TORI

Events were a key avenue to increasing our engagement.

Our events reached a broad audience of people who benefit from and contribute to our work focused on financial inclusion, educational access and workforce readiness, and community transformation and well-being.

ONLINE EVENTS

From our virtual pre-Hiring Mixer workshops on resumes and elevator pitches to Distinctively Her's virtual sessions, we created spaces for more people to learn. Events such as our Roadmap for Change event launching our Strategic Plan and Chairman's birthday fundraiser raising over \$100,000 allowed us to connect with larger audiences who share a passion for our mission and communities.

IN-PERSON EVENTS

Across all of our programs and pillars we continued to deliver in-person events, opportunities for learning, connection, and collaboration focused on our mission.

- We hosted eight breakout sessions for over 2,500 attendees at the 2024 International Leadership Summit on topics including technology, data, affordable housing, cultivating endurance, and underchampioned communities.
- We sponsored Woman Evolve and this year's Good Soil luncheon.

ATLANTA MEET & GREET: LISTENING & LEARNING TO BUILD TOGETHER

Getting to know our partners is critical to taking a well-informed and people-centered approach to our financial inclusion, educational access and workforce readiness, and community transformation and well-being work. We brought together over 220 Atlanta community leaders and organizations to get to know our current and future partners, learn about community needs and insights, and share how we plan to contribute in Atlanta.

Our Partnership with The Shops at RedBird
























In line with our commitment to financial inclusion and economic impact, we brought our Hiring Mixer and STEAM Academy Expo to The Shops at RedBird to make our events more accessible and support local businesses that serve Dallas communities. Bringing over **3,000** additional people and over **75** community organizations and employers to The Shops during two key events, we started a partnership grounded in impact for program participants and local establishments.

"[The TDJF] events brought our businesses organic foot traffic that usually doesn't exist. It's been a few years since the mall had an event at this capacity and it showed that... the mall could be used for large scale events."

Shania Willite, The Shops at RedBird



Deploying \$13.5 million in grants in partnership with Wells Fargo Foundation, TDJF expanded its capacity and provided funding to 12 organizations to advance projects, programs, and initiatives that are focused on financial inclusion, educational access and workforce readiness, and community transformation and well-being.

ORGANIZATION	BRIEF DESCRIPTION	STRATEGIC PILLARS		
Bonton Farms/ Grocery Connect	Addressing food insecurity, health disparities, and digital literacy in high poverty communities			
Green Teen Summit	Educating and empowering youth on environmental sustainability, green careers, and eco-friendly practices			
Joint Centers	Uniting Black leaders and scholars to develop a long-term plan for economic mobility			
Kingdom Cares Center	Expanding support for entrepreneurs and small business owners through incubation and technical assistance			
Lightship Foundation	Helping underrepresented founders raise venture capital and scale businesses			
Milken Institute*	Supporting educational and economic success of HBCU students			
Morehouse College	Establishing a center to transform mental health services, dismantle stigmas, and address the mental health crisis affecting young Black men			
Operation HOPE*	Enabling clients to access personalized financial wellness support, education, and encouragement anytime and anywhere through expanded digital on-demand services			
Paul Quinn College*	Building an on-campus mixed-use development for housing, businesses, and access to services			
Power52 Foundation	Providing workforce development through green energy certifications for reentry populations and support sustainable careers and economic mobility			
United Mega Care	Advancing equitable access to health, wellness, and community resources for marginalized populations			
Wiley University*	Developing property for homeownership, entrepreneurship, and integrated learning experiences			

*returning grantee

Thanks to Our Contributors

Thank you to the **1,664** individuals and organizations who made financial contributions to support our mission throughout 2024. Our work would not have been possible without your support.

CORPORATIONS & GRANTORS OVER \$500

CHAMPIONS FOR CHANGE

Communities Foundation of Texas
Wells Fargo Bank, NA

GAME CHANGERS

Dallas Foundation	Koinonia Christian Center Church	The Dallas Mavericks
Driscoll Family Foundation	Reis Bisor Foundation	The Tony Robbins Foundation
Goldman Sachs	State Farm	Values Partnerships Corporation
Greater Works Than These Ministries	Take Action Now, Inc.	

CHANGE MAKERS

Alpha Graphics	Plumtree Partners
Balfour Beatty Construction	Rouch Architects LLC
Frost Bank	

ADVOCATES FOR CHANGE

AmerisourceBergen
TJC Ministries
Tolleson Management LP

CORPORATIONS & GRANTORS OVER \$500

GAME CHANGERS

Pastor Keion Henderson
Janice Bryant Howroyd
Chairman T.D. Jakes

Cynthia "Cynt" Marshall
Olubunmi Ojelade
Jeff Rich

CHANGE MAKERS

James Baker
Jaylen Bledsoe
Shurna Brown
John Hope Bryant
Shawana Crawford
Grace Darko

Stacy Eley
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Phyllis Vittatoe
Cheryl & Rod
Washington
Lavern Clayton
Washington
Deborah Wesley
Tiffany Williams
Ivetha Witherspoon
Chanel Wright

We are immensely grateful to all of our volunteers, collaborators, and participants for joining us in 2024 as we carried our mission of improving lifelong outcomes for communities and individuals who have limited access to resources and opportunities. We look forward to continuing to work with you in 2025 and beyond!

THERE ARE SEVERAL WAYS TO ENGAGE WITH AND SUPPORT THE T.D. JAKES FOUNDATION'S MISSION:

Strategic Partnerships: Collaborate with us to design and implement innovative programs aligned with our strategic pillars.

Community Participation: Share your insights, experiences, and ideas to help inform our initiatives and ensure they effectively address community needs.

Volunteering: Contribute your time and skills to support our programs and events.

Advocacy and Awareness: Help raise awareness about the systemic barriers faced by marginalized communities and the importance of our work.

Financial Support: Invest in our mission through donations, grants, or sponsorships to fuel the development and expansion of our initiatives.

CONNECT WITH US:

Website: www.tdjfoundation.org

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JOIN THE CONVERSATION:

Twitter: [@TDJakesFdn](https://twitter.com/TDJakesFdn)

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LinkedIn: [T.D. Jakes Foundation](https://www.linkedin.com/company/T.D.Jakes.Foundation)

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Text-To-Give: "TDJF" to 53-555

Click the donation button at TDJfoundation.org

Mail in your gift to:

TD Jakes Foundation
5500 Preston Road, Suite 250
Dallas, TX 75205

