

Donate Dallas-Fort Worth

# Dallas-Fort Worth Nonprofit Trends

in 2025



# Introduction

**Dallas-Fort Worth-based nonprofits** are adapting to changing donor behaviors and economic conditions, presenting both opportunities and challenges. Understanding these trends is essential, as they directly impact staffing, resources, and overall fundraising strategies.



# Positive Trends

# Increase in charitable giving

Texas has seen a steady rise in individual charitable contributions.

Between 2020 and 2022, individual giving increased by 12%, with Texas ranking fifth nationally in charitable donations in 2021. The influx of new residents and businesses into the Dallas-Fort Worth (DFW) area has strengthened the region's philanthropic network, leading to increased support for local causes.

**12%**

Increase in individual giving



**5th**

National rank in donations



# Strong Support from Local Foundations and Corporations

Several DFW-based foundations and corporations have demonstrated significant philanthropic efforts:



## The Dallas Foundation

One of the largest and oldest community foundations in Texas, it supports various initiatives focused on education, economic development, and health.



## Communities Foundation of Texas

Providing more than \$100 million in grants annually, this foundation is a leader in philanthropic efforts across North Texas.



## The Meadows Foundation

With a strong focus on healthcare, mental health, and education, The Meadows Foundation continues to invest in community-driven initiatives.



## AT&T Foundation

Headquartered in Dallas, AT&T has made substantial contributions to nonprofits supporting digital literacy, education, and community empowerment.

**BANK OF AMERICA**

## Bank of America Charitable Foundation

This foundation provides funding for DFW nonprofits focused on workforce development, financial literacy, and affordable housing.



## Toyota USA Foundation

Based in Plano, Toyota funds STEM education and workforce training programs for underserved communities.



## Texas Instruments Foundation

Supporting educational initiatives, Texas Instruments has invested in STEM education and local public school partnerships.

**ExxonMobil**

## ExxonMobil Foundation

Focused on education, environmental sustainability, and community development, this foundation provides millions in grants annually.

**Perot  
Foundation**

## The Perot Foundation

Known for supporting healthcare and medical research, this foundation plays a key role in funding innovative health-related initiatives.



## Wells Fargo Foundation

Funding programs related to financial literacy, small business development, and affordable housing, Wells Fargo remains a strong philanthropic partner in DFW.

# Engagement of Younger Donors

Millennials and Gen Z are actively engaging in philanthropy, particularly through online fundraising platforms and social media campaigns. These younger donors are more inclined to support causes through digital giving, crowdfunding, and peer-to-peer fundraising, providing new opportunities for DFW nonprofits to expand their donor base.



# Negative Trends



## Decline in Number of Donors

Despite the rise in total charitable giving, the number of individual donors has decreased across Texas. DFW nonprofits are experiencing a concentration of donations among wealthier individuals and corporations, posing financial risks if donor priorities shift.



## Economic Uncertainty

Fluctuations in the economy continue to impact nonprofit funding. Rising inflation and economic slowdowns have led some donors to scale back contributions, making it essential for nonprofits to build diversified revenue streams and long-term sustainability plans.



## Regional Disparities in Giving

While many parts of the Dallas-Fort Worth metroplex have seen increased charitable activity, lower-income communities still struggle with limited philanthropic resources. Addressing these disparities remains a challenge for nonprofits serving marginalized populations.

# **Fastest- Growing Nonprofits in Dallas- Fort Worth**

Several DFW nonprofits are experiencing rapid growth due to increased demand for services and strong donor engagement. These include:



### **North Texas Food Bank**

With rising food insecurity, this nonprofit continues to expand its distribution network and partnerships with local businesses and grocery stores.



### **The Bridge Homeless Recovery Center**

Addressing homelessness in DFW, The Bridge has grown due to increased funding for affordable housing initiatives and comprehensive support services.



### **Carry The Load**

Focused on supporting military veterans and first responders, this nonprofit has gained national recognition, leading to expanded funding and outreach.



### **Big Thought**

A leader in education-focused initiatives, Big Thought is growing due to increased investments in youth development and creative learning programs.



### **Boys & Girls Clubs of Greater Dallas**

With a strong emphasis on after-school programs, mentorship, and leadership training, this organization has benefited from increased corporate support and grant funding.

# Impact on Resources and Fundraising Efforts

# Staffing and Resources



Increased funding from donors and foundations allows nonprofits to invest in talent, expand services, and enhance infrastructure. However, the reliance on a shrinking donor pool could lead to financial instability, making it difficult to retain skilled professionals. DFW nonprofits must leverage cost-effective solutions, such as fundraising automation tools, to maximize efficiency.

# Fundraising Strategies



To navigate the evolving nonprofit landscape, DFW organizations must focus on diversifying revenue streams. Engaging younger donors through digital platforms, offering volunteer opportunities, and hosting interactive events will be key to long-term sustainability. Strengthening relationships with major donors and corporate sponsors will also help secure consistent funding.

# Conclusion

In conclusion, while DFW nonprofits benefit from a growing philanthropic environment and strong corporate support, they must address challenges such as donor concentration and economic uncertainties. By diversifying fundraising approaches and expanding donor engagement efforts, these organizations can ensure financial stability and continue serving their communities effectively.



## Challenges

Donor concentration,  
Economic vulnerabilities



## Solutions

Diversifying fundraising  
approaches, Engaging a  
broader donor base

DFW nonprofits now have access to innovative solutions to enhance donor engagement, increase revenue, and optimize operations—without overextending their staff. In fact, Harness can provide full-service solutions at a fraction of the cost of a part-time employee. With nonprofit customers in DFW, Harness understands the local market and the best approach to fundraising in DFW.

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**Donate** Dallas-Fort Worth