



**T.D. JAKES**  
FOUNDATION

# Strategic Plan

2024-2026

A World Where Every  
Community Thrives



**T. D. Jakes**  
Chairman

**“We recognize that this endeavor will require not only hard work but also heart work—a deep emotional investment in the lives and aspirations of those we serve.”**

Dear Friends and Partners,

I am thrilled to present to you the T.D. Jakes Foundation’s first Strategic Plan for 2024-2026. This plan is a culmination of our collective vision, passion, and dedication to supporting communities and creating lasting change in the lives of those who have been historically marginalized.

As the Board Chair, I stand firmly behind this Strategic Plan, knowing that it aligns perfectly with the core values and mission that have guided our Foundation since its inception. The Board has been involved in crafting and refining this plan, and we are confident that it will serve as a powerful roadmap to help us achieve our goals and make an even greater impact.

Through this plan, we are laying the foundation for the long-term sustainability and success of the T.D. Jakes Foundation. The Board is committed to ensuring that we have the right resources, talent, and leadership in place to bring this plan to life and create meaningful change in the communities we serve. We recognize that this endeavor will require not only hard work but also heart work—a deep emotional investment in the lives and aspirations of those we serve.

We cannot do this alone. The success of this Strategic Plan hinges on the strength of our partnerships and the engagement of our stakeholders. We are grateful for the invaluable contributions and support you have provided in shaping this plan, and we invite you to continue walking alongside us as we put it into action.

Together, we have the power to unlock potential, bridge divides, and create **a world where every community thrives.**

With gratitude,

T.D. Jakes  
Chairman



**Kelley Cornish**  
President & CEO

**“We firmly believe that when we amplify these voices, we create a rising tide that lifts all boats.”**

Dear Friends and Partners,

It is with great enthusiasm that I present to you the T.D. Jakes Foundation’s inaugural Strategic Plan for 2024-2026. This plan is the culmination of months of deep listening to the voices of our stakeholders, introspection on our core values, and tireless efforts to examine how we can more fully embody our unwavering commitment to uplift communities and individuals who have historically faced barriers to success.

We intentionally engaged with partner organizations, funders, and our dedicated Board to shape our future work and affirm our investment values. These values will serve as the bedrock for every decision we make, action we take, and partnership we forge. Our mission remains steadfast: to improve the lifelong outcomes for communities and individuals who have limited access to resources and opportunities.

We will amplify our impact by creating transformative, community-driven journeys that unlock the boundless potential within every individual. We will evolve our organization into one where all members of our communities feel a profound sense of pride and belonging. To achieve this, we will invest in elevating the voices of those we serve as the true experts of their own experiences, supported by a network of dedicated partners and allies, with a deliberate focus on communities with limited access. We firmly believe that when we amplify these voices, we create a rising tide that lifts all boats.

This Strategic Plan represents a pivotal moment for the T.D. Jakes Foundation. It 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.

Together, let’s embrace this moment and create lasting change!

With gratitude and optimism,

Kelley Cornish  
President & CEO

# Table of Contents



<b>The Path to Progress</b>	<b>1</b>
<b>Our Role</b>	<b>1</b>
<b>Identifying the Challenges</b>	<b>2</b>
<b>Theory of Change</b>	<b>3</b>
<hr/>	
<b>Strategic Plan</b>	<b>4</b>
<b>Strategic Pillars &amp; Goals</b>	<b>4</b>
<b>Financial Inclusion</b>	<b>5</b>
Strategy A: Funding for Organizations	6
Strategy B: Housing Stability & Homeownership	7
Strategy C: Financial Education & Tools	8
Strategy D: Financial Education and Tools– College and University Communities	9
<b>Educational Access &amp; Workforce Readiness</b>	<b>10</b>
Strategy A: Funding for Organizations	11
Strategy B: Youth-Focused Programming & Partnerships	12
Strategy C: Adult-Focused Programming & Partnerships	13
<b>Community Transformation &amp; Well-being</b>	<b>14</b>
Strategy A: Funding for Organizations	15
Strategy B: Housing & Comprehensive Community Supports	16
<hr/>	
<b>A Call To Collective Action</b>	<b>17</b>
<hr/>	
<b>Thank You &amp; Acknowledgements</b>	<b>18</b>

# The Path to Progress:

## Our Role

At the T.D. Jakes Foundation (the Foundation), our guiding principles are grounded in the belief that we must proactively invest in and advocate for historically marginalized communities by expanding access and connection to the critical resources, education, and support systems they need to thrive.

Our organizational statements reflect our commitment to building bridges, breaking barriers, and championing for equal access.



### 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.



### Values

#### INTEGRITY: Our Cornerstone Value

Integrity is the bedrock upon which our organization is built, ensuring all initiatives are carried out with honesty, transparency and accountability. It elevates our approach to:

- BRIDGE-BUILDING** Creating partnerships that connect communities with resources and solutions
- TRANSFORMATION** Implementing changes for lasting individual and community impact
- EQUITY** Ensuring fair access to opportunities and resources
- INNOVATION** Pioneering creative solutions to transform challenges
- PROBLEM-SOLVING** Proactively identifying and addressing community challenges



### 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



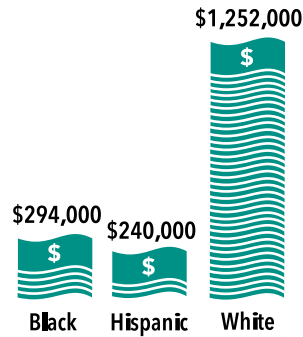
#### COMMUNITY TRANSFORMATION & WELL-BEING

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

# The Path to Progress: Identifying the Challenges

In the United States, historically marginalized communities face deep-rooted systemic barriers that create and sustain inequalities across wealth, income, homeownership, employment, debt, and education. These barriers limit their access to opportunities and resources essential for building generational wealth, achieving economic mobility and self-sufficiency, attaining quality education, and living in healthy environments.

- [The State of U.S. Wealth Inequality.](#)
- [U.S. Census Bureau, Quarterly Residential Vacancies and Homeownership Report, Q4 2020](#)
- [National Science Foundation study, 2021](#)
- [Women in the Workforce \(GAO\)](#)
- [Stanford University: Artificial Intelligence Index Report, 2021](#)

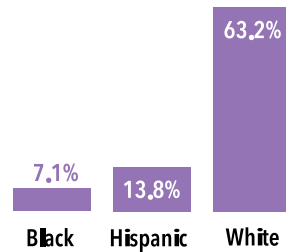
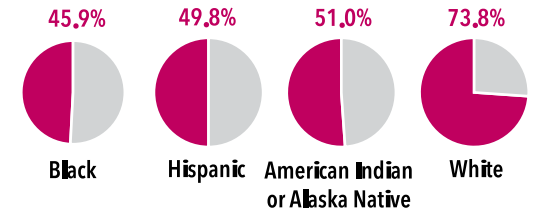


### THE WEALTH GAP:

As of Q3 2023 the average wealth of white families was approximately \$1,252,000. Black families' average wealth was around \$294,000. Hispanic families' average wealth stood at about \$240,000.

### THE HOMEOWNERSHIP GAP:

As of 2022, the homeownership rate was 53.4% for Indigenous and Alaska Native households, 45% for Black households and 48.6% for Hispanic households versus 74.4% for white households.

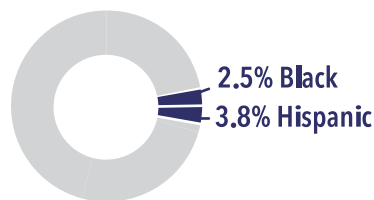
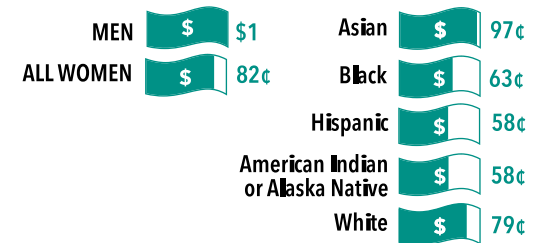


### THE STEM EDUCATION GAP:

In 2019, among U.S. citizens and permanent residents, only 7.1% of STEM bachelor's degrees were awarded to Black students, and 13.8% to Hispanic students, compared to 63.2% to white students.

### THE GENDER PAY GAP:

Women earn 82 cents per dollar men earn, and the disparity is more severe for some women of color: Indigenous and Hispanic women earn 58 cents while Black women earn 63 cents.



### THE AI EMPLOYMENT GAP:

In 2020, a study of 20 leading AI companies found that only 2.5% of employees were Black, and 3.8% were Hispanic, while 53.3% were white.

# The Path to Progress: Theory of Change

And ultimately, we will achieve our Vision:  
A world where every community thrives

This Will Lead to: A decrease in the wealth gap, more jobseekers equipped with the education and skills needed for jobs of the future, and improved individual and community well being.

And Guided by Our Values: Integrity, Bridge-Building, Transformation, Equity, Innovation, and Problem-Solving.

With a Focus on Our Strategic Pillars: Financial Inclusion, Educational Access & Workforce Readiness, and Community Transformation & Well-being.

We Will Accomplish This Through: Creating and managing programming, investing in existing organizations, and partnering with individuals, communities, and corporations.

Our Mission: To improve the lifelong outcomes for communities and individuals who have limited access to resources and opportunities.

Challenge: Deep-rooted barriers have limited many communities from accessing opportunities and resources essential for wealth generation, upward economic mobility, quality education, and healthy, sustainable environments to improve their lives.

# Strategic Plan: Introduction

Our Strategic Plan is anchored by three Strategic Pillars and their associated goals.



## Financial Inclusion

Championing social innovation initiatives that generate wealth and upward economic mobility.

### GOAL:

Increase individual and generational wealth across Dallas, Atlanta and Miami by investing in pathways that provide access to housing stability and homeownership, financial education, financial tools and programming, and support to community-based organizations, reaching 100,000 individuals by the end of 2026.



## Educational Access & Workforce Readiness

Providing access to quality education, certification, and training programs that prepare and advance individuals for the workforce of the future.

### GOAL:

Increase career exploration and workforce readiness across Dallas, Atlanta, and Miami, reaching 165,000 youth and 60,000 adults through direct programming and 75,000 individuals through funded organizations by the end of 2026.



## Community Transformation & Well-being

Promoting global and local community innovation to create healthier, more sustainable environments where people live, work, and interact.

### GOAL:

Enhance the overall quality of life of individuals and communities by investing in and partnering with organizations to support initiatives that create healthier, more equitable, and more sustainable environments across Dallas, Atlanta, and Miami, reaching 100,000 individuals by the end of 2026.

We have taken a three-year approach as we plan and scale our impact across Dallas, Atlanta, and Miami. Our objectives and key performance indicators for each goal are defined on the following pages.





# Financial Inclusion

*Championing social innovation initiatives that generate wealth generation and upward economic mobility.*



## Goal:

Increase individual and generational wealth across Dallas, Atlanta and Miami by investing in pathways that provide access to housing stability and homeownership, financial education, financial tools and programming, and support to community-based organizations, reaching 100,000 individuals by the end of 2026.

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**BY PURSUING THIS GOAL, WE ULTIMATELY AIM TO CONTRIBUTE TO A **decrease in the wealth gap** BY:**

**INCREASING** the income, savings, investments, and net worth of low- and moderate-income households

**DECREASING** the percent of low- and moderate-income households experiencing high financial stress (i.e., inability to cover regular monthly expenses out of household income or savings)

**INCREASING** the homeownership rate among households interested in homeownership

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# Financial Inclusion

## STRATEGY A:

### Funding for Organizations

Invest in local and national nonprofits and community-based organizations that promote financial inclusion and financial health.

## OBJECTIVES

### Year 1: Laying the Foundation

**PARTNER** with the Community Foundation of Texas (CFT) to develop and implement a comprehensive grantmaking process inclusive of grantee recruitment, application, and selection processes; selection criteria; reporting requirements; and capacity building.

**IDENTIFY AND FUND** ten organizations focused on financial education and access, housing stability, and homeownership programming in Dallas or Atlanta, reaching 25,000 individuals through their funded programs.

### Year 2: Building Momentum

**MONITOR AND REFINE** grantmaking processes, in partnership with CFT, to ensure internal and external needs are met, including efficiencies and reporting.

**INCREASE FUNDING** to 15 organizations (including Community Development Financial Institutions (CDFIs) and Minority Depository Institutions (MDIs)), reaching 50,000 individuals through their funded programs.

### Year 3: Transforming Landscapes

**REVIEW AND ASSESS** the partnership with CFT, making adjustments to account for the Foundation's growth and needs.

**INCREASE FUNDING** to 20 organizations, reaching 100,000 individuals through their funded programs and demonstrating measurable impact on financial inclusion and financial health.

## KEY PERFORMANCE INDICATORS

- Completion of refinement of grantmaking processes by the end of 2024
- Number of organizations supported through grants per year  
(target: 10 in 2024, 15 by 2025, 20 by 2026)
- Number of people served per year by new or enhanced programs  
(target: 25,000 in 2024; 50,000 by 2025; 100,000 by 2026)



# Financial Inclusion

## STRATEGY B:

### Housing Stability & Homeownership

Collaborate with organizations, including TDJ Real Estate Ventures (TDJREV), to provide housing stability and homeownership opportunities through partnerships, investments, and strategic programming.

## OBJECTIVES

### Year 1: Laying the Foundation

**DEVELOP** a comprehensive strategy for the Foundation to provide housing stability and homeownership opportunities (e.g., down-payment assistance, homeownership preparedness workshops through partnerships, investments in mixed-income housing and transitional housing programs) to 100,000 families by the end of 2026.

### Year 2: Building Momentum

**BEGIN IMPLEMENTATION** of the strategy, providing housing opportunities to over 50,000 families from historically marginalized communities, including emergent and homeless populations.

### Year 3: Transforming Landscapes

**COMPLETE** the strategy by december 2026, thereby providing opportunities to 100,000 families from historically marginalized communities, as well as emergent and homeless populations.

## KEY PERFORMANCE INDICATORS

- Completion of three-year strategy by the end of 2024
- Number of families introduced to housing opportunities per location per year (*target: 50,000 across Dallas and Atlanta by end of 2025; 100,000 across Dallas, Atlanta, and Miami by end of 2026*)
- Percent of participants who remain stably housed for at least 12 months (*target: 80%*)
- Percent of participants interested in homeownership who become homeowners within two years of the program (*target: 25%*)



# Financial Inclusion

## STRATEGY C:

### Financial Education & Tools—Community At-large

Collaborate with partners to provide financial literacy, access to financial tools, support for small business growth, and entrepreneurial initiatives and resources in Dallas, Atlanta, and Miami.

## OBJECTIVES

### Year 1: Laying the Foundation

**THROUGH PARTNERSHIPS**, offer initiatives, resources, and/or programming to reach 5,000 participants in Dallas. Partnerships may include TDJREV, TDJ Enterprises, nonprofits, financial institutions (including MDIs, CDFIs, banks, credit unions), and other organizations.

### Year 2: Building Momentum

**EXPAND** initiatives, resources, and/or programming to reach 25,000 participants in Dallas and Atlanta.

### Year 3: Transforming Landscapes

**EXPAND** initiatives, resources, and/or programming to reach 50,000 participants in Dallas, Atlanta, and Miami, with a target of 50% of participants improving their financial literacy and increasing overall net worth.

## KEY PERFORMANCE INDICATORS

- Number of participants per program, location, and year (*target: 5,000 in Dallas by end of 2024; 25,000 across Dallas and Atlanta by 2025; 100,000 across Dallas, Atlanta, and Miami by 2026*)
- Percent of participants reporting increased understanding of financial literacy topics post-program (*target: 80% per program*)
- Change in median income year-over-year of participating households who qualify as low- to moderate-income at the start of the program (*target: 5% increase*)
- Change in percent of low- to moderate-income households experiencing high financial stress per year (*target: 10% decrease*)
- Median percent increase in net worth of participating households year-over-year (*target: 7% increase*)



# Financial Inclusion

## STRATEGY D:

### Financial Education & Tools—Higher Education Institutions

Support higher education institutions, particularly Historically Black Colleges and Universities (HBCUs), through grant funding and/or collaborative programs to establish or enhance financial wellness centers and programs that offer comprehensive support for students, staff, and community members.

## OBJECTIVES

### Year 1: Laying the Foundation

**ESTABLISH** partnerships with seven institutions, including five HBCUs, to develop plans for creating or enhancing financial wellness centers and/or programs.

### Year 2: Building Momentum

**PROVIDE** grant funding to support the establishment or enhancement of financial wellness centers and/or programs at five institutions, including three HBCUs.  
**DEVELOP** plans for expansion to an additional five institutions next year.

### Year 3: Transforming Landscapes

**EXPAND** grant funding to support a total of 15 institutions, including eight HBCUs, in establishing or enhancing financial wellness centers and/or programs.

## KEY PERFORMANCE INDICATORS

- Number of institutions supported through grants, collaborations per year  
(target: 5 by 2025; 15 by 2026)
- Number of HBCUs supported through grants, collaborations per year  
(target: 3 by 2025; 8 by 2026)
- Number of people served per year by new or enhanced programs  
(target: 50,000 per year by 2026)
- Percent of participants reporting increased understanding of financial accounts post-program (target: 80% per program)



# Educational Access & Workforce Readiness

*Providing access to quality education, certification, and training programs that prepare and advance individuals for the workforce of the future.*



## Goal:

Increase career exploration and workforce readiness across Dallas, Atlanta, and Miami, reaching 165,000 youth and 60,000 adults through direct programming and partnerships and 75,000 individuals through funded organizations by the end of 2026.



**BY PURSUING THIS GOAL, WE ULTIMATELY AIM TO CONTRIBUTE TO AN **increase in skills and education** THAT PREPARE PEOPLE FOR JOBS OF THE FUTURE BY:**

**INCREASING** educational attainment (e.g., high school graduation, certifications, post-secondary education)

**INCREASING** community members' interest in, acquisition of, and retention of future-focused careers pathways

**INCREASING** the number of work-ready and employed community members

**REDUCING** the recidivism rate





# Educational Access & Workforce Readiness

## STRATEGY A:

### Funding for Organizations

Provide grant funding to community organizations to expand the reach and impact of educational access and workforce readiness initiatives (e.g., vocational training, employment coaching, upskilling and reskilling, certifications, entrepreneurship support) with a focus on jobs of the future (e.g., clean energy and climate change, technology such as artificial intelligence (AI)).

## OBJECTIVES

### Year 1: Laying the Foundation

**PARTNER** with the CFT to develop a comprehensive grantmaking process.

**IDENTIFY AND FUND** five organizations focused on education, certification, and vocational training in Dallas or Atlanta, reaching 35,000 individuals through their funded programs.

### Year 2: Building Momentum

**MONITOR AND REFINE** grantmaking processes, in partnership with CFT, to ensure internal and external needs are met, including efficiencies and reporting.

**INCREASE** funding to seven organizations, reaching 50,000 individuals in Dallas and Atlanta through their funded programs.

### Year 3: Transforming Landscapes

**REVIEW AND ASSESS** partnership, making adjustments to account for the Foundation's growth and needs.

**INCREASE** funding to nine organizations, reaching 75,000 individuals in Dallas, Atlanta, and Miami through their funded programs.

## KEY PERFORMANCE INDICATORS

- Number of organizations supported through grants (*target: 5 in 2024; 7 by 2025; 9 by 2026*)
- Number of participants enrolled per program (*target: 35,000 in 2024; 50,000 by 2025; 75,000 by 2026*)
- Percent of participants who complete each program (*target: 80% per program*)
- Percent of participants who attain a credential, certificate, or degree per program (*target: 70% per program*)
- Percent increase in labor force participation among participants per program (i.e., those who shift from not working to looking for work or employed) (*target: 8% increase*)
- Percent of participants reporting improved career opportunities (e.g., salary, benefits, job title, skills promotion) within 12 months of the program (*target: 60% per program*)



# Educational Access & Workforce Readiness

## STRATEGY B:

### Youth-Focused Programming & Partnerships

Develop and implement innovative workforce readiness and career exploration programs for youth (e.g. Science, Technology, Engineering, Arts, Math (STEAM) initiatives and Distinctively Her) in collaboration with programmatic, corporate, and philanthropic partners to maximize impact and scale.

## OBJECTIVES

### Year 1: Laying the Foundation

**DEVELOP** a STEAM initiative strategy. Secure funding and resources, and collaborate with at least one programmatic, corporate, or philanthropic partner to support programming in Dallas and Atlanta aiming to reach 35,000 youth.

**DEVELOP** a STEAM Bus strategy to provide hands-on learning experience to 25,000 youth in Dallas and Atlanta by 2026. Begin to secure funding and resources.

**DEVELOP** a strategy to expand Distinctively Her. Secure funding and resources and collaborate with at least one programmatic, corporate, or philanthropic partner to support expansion, reaching 1,000 participants in Dallas.

### Year 2: Building Momentum

**COLLABORATE** with partners to expand the STEAM initiative in Atlanta, reaching 75,000 students across Dallas and Atlanta.

**IN COLLABORATION WITH** programmatic, corporate, and/or philanthropic partners, continue to secure funding and develop resources in preparation for launching the STEAM Bus.

**EXPAND** Distinctively Her to Atlanta, reaching 2,000 students across Dallas and Atlanta.

### Year 3: Transforming Landscapes

**EXPAND** the STEAM initiative to Miami, reaching 100,000 students across all locations.

**LAUNCH** the STEAM Bus in Dallas and/or Atlanta, reaching 25,000 youth.

**EXPAND** Distinctively Her to Miami, reaching 3,000 students across all locations.

## KEY PERFORMANCE INDICATORS

- Number of programs operating per year (*target: three STEAM programs and one Distinctively Her program per location by 2026*)
- Number of participants per program and year (*target: 165,000 youth by 2026 across all locations*)
- Percent of participants who report gaining awareness of new job or career pathways per program (*target: 100% per program*)
- Percent of participants reporting increased confidence in abilities related to the program topic upon completion of the program (*target: 80% per program*)
- High school graduation rate among program participants (*target: 80% per program*)





# Educational Access & Workforce Readiness

## STRATEGY C:

### Adult-Focused Programming & Partnerships

Develop and implement innovative workforce readiness programs for adults in collaboration with programmatic, corporate, and philanthropic partners to maximize impact and scale.

## OBJECTIVES

### Year 1: Laying the Foundation

**DEVELOP** a strategy to expand resource mixers. Secure funding and resources and collaborate with at least one programmatic, corporate, or philanthropic partner to support programming, reaching 12,500 individuals in Dallas and Atlanta.

**REFINE** the reentry initiative strategy. Secure funding and resources and collaborate with at least one programmatic, corporate, or philanthropic partner to implement programming in Dallas, supporting 7,500 justice-impacted adults.

### Year 2: Building Momentum

**COLLABORATE** with programmatic, corporate, and philanthropic partners to expand resource mixers to Atlanta, reaching 25,000 individuals across Dallas and Atlanta.

**COLLABORATE** with programmatic, corporate, and philanthropic partners to expand reentry initiative to Atlanta, supporting 15,000 justice-impacted adults.

### Year 3: Transforming Landscapes

**EXPAND** the resource mixers to Miami, reaching 40,000 individuals across all locations.

**EXPAND** the reentry initiative to Miami, supporting 20,000 justice-impacted adults.

## KEY PERFORMANCE INDICATORS

- Number of programs operating per year (*target: 1 per year per location in 2024; 2 mixers per year per location by 2025 and 2026*)
- Number of participants per program, location, and year (*target: 12,500 between Dallas and Atlanta in 2024; 25,000 across Dallas and Atlanta by end of 2025; 40,000 across Dallas, Atlanta, and Miami by 2026*)
- Percent of participants reporting increased confidence in abilities related to the program topic upon completion of the program (*target: 80% per program*)
- Percent of participants who gain awareness of new job or career pathways per program (*target: 100% per program*)
- Percent increase in labor force participation among participants (e.g., those who shift from not working to looking for work or employed) (*target: 8% increase*)
- Percent of jobseekers hired per year (*target: 20% per year*)
- Percent of program participants who remain continuously employed for 6, 12, 18 months (*target: 95% for 6 months, 90% for 12 months, 80% for 18 months*)
- Recidivism rate among reentry initiative participants (*target: 17% after three years*)



# Community Transformation & Well-being

*Promoting global and local community innovation to create healthier, more sustainable environments where people live, work, and interact.*



## Goal:

Enhance the overall quality of life of individuals and communities by investing in and partnering with organizations to support initiatives that create healthier, more equitable, and more sustainable environments across Dallas, Atlanta, and Miami, reaching 100,000 individuals by the end of 2026.

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BY PURSUING THIS GOAL, WE ULTIMATELY AIM TO CONTRIBUTE TO **improved individual and community well-being** BY:

**INCREASING** the availability of support services and resources in communities

**IMPROVING** access to and usage of physical and mental health services

**INCREASING** the availability of environmentally-friendly resources in communities

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# Community Transformation & Well-being

## STRATEGY A:

### Funding for Organizations

Invest in existing and new organizations to develop and implement comprehensive programs that address the interconnected needs of communities, focusing on increasing access to high-quality affordable housing, physical and mental health resources, and sustainable living practices.

## OBJECTIVES

### Year 1: Laying the Foundation

**PARTNER** with the CFT to develop and implement a comprehensive grantmaking process.

**IDENTIFY AND FUND** five organizations that provide wrap-around services addressing physical health, mental well-being, and sustainable living practices, serving 2,500 individuals in Dallas and Atlanta communities.

### Year 2: Building Momentum

**MONITOR AND REFINE** the grantmaking processes, in partnership with CFT, to ensure internal and external needs are met, including efficiencies and reporting.

**INCREASE** funding to seven organizations, reaching 5,000 individuals in Dallas and Atlanta through their funded programs.

### Year 3: Transforming Landscapes

**REVIEW AND ASSESS** the partnership with CFT, making adjustments to account for the Foundation's growth and needs.

**INCREASE** funding to nine organizations, reaching 7,500 individuals in Dallas, Atlanta, and Miami through their funded programs.

## KEY PERFORMANCE INDICATORS

- Number of organizations supported through grants for wraparound services (*target: 5 in 2024; 7 by 2025; 9 by 2026*)
- Number of people served per year by program and location (*target: 2,500 across Dallas and Atlanta in 2024; 5,000 across Dallas and Atlanta by 2025, 7,500 across Dallas, Atlanta, and Miami by 2026*)



# Community Transformation & Well-being

## STRATEGY B:

### Housing & Comprehensive Community Supports

Collaborate with TDJREV to create innovative, accessible, and sustainable affordable housing solutions, including mixed-income and mixed-use developments that increase access to high-quality, affordable housing and long-term stability for families.

## OBJECTIVES

### Year 1: Laying the Foundation

**PARTNER** with TDJREV to create and support the affordable housing program in Dallas and Atlanta (e.g., Fort McPherson), providing access to 5,000 individuals and offering wraparound services and supports (e.g., workforce readiness, financial literacy, and access to quality food and mental and physical health resources).

### Year 2: Building Momentum

**SCALE** the affordable housing program with TDJREV to serve 20,000 individuals in Dallas and Atlanta, and partner with nonprofit organizations, developers, CDFIs, financial institutions and other community partners to establish wraparound services and supports.

### Year 3: Transforming Landscapes

**EXPAND** the affordable housing program with TDJREV to serve over 60,000 individuals in Dallas, Atlanta and Miami, and work with partners to develop a comprehensive support system for participants.

## KEY PERFORMANCE INDICATORS

- Number of programs/services operating per year, location  
*(target: at least 3 programs/services per location per year)*
- Number of people served per year by program/service and location  
*(target: 5,000 across Dallas and Atlanta in 2024; 20,000 across Dallas and Atlanta by 2025; 60,000 across Dallas, Atlanta, and Miami by 2026)*
- Number of environmentally-friendly resources (e.g., smart homes, electric vehicle charging stations, energy-efficient supports) added per 100 residents per location, type per year

# A Call to Collective Action

*Rallying partners, supporters, and community members to join our transformative journey*

Whether you are an individual passionate about social change, a community organization providing direct services, a corporation committed to social responsibility, or a philanthropic institution seeking to amplify your impact, we welcome you to be part of our transformative journey.

## 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](http://www.tdjfoundation.org)

**Email:** [info@tdjfoundation.org](mailto:info@tdjfoundation.org)

**Address:** 3303 Potters House Way, Dallas, TX 75236

## JOIN THE CONVERSATION:

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

**Facebook:** [T.D. Jakes Foundation](https://www.facebook.com/T.D.Jakes.Foundation)

**Instagram:** [@tdj\\_foundation](https://www.instagram.com/tdj_foundation)

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

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# Thank You & Acknowledgements

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## STAFF:

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## PARTNERS:

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Together we can break barriers, build bridges, and champion for equal access to create a world where every community thrives.

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