



# A YEAR OF GROWTH

## IMPACT REPORT 2024



**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 TORI (Texas Offenders Reentry Initiative) and Distinctively HER to our family. These methodical moves allowed us to impact more communities, organizations, and individuals, 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,

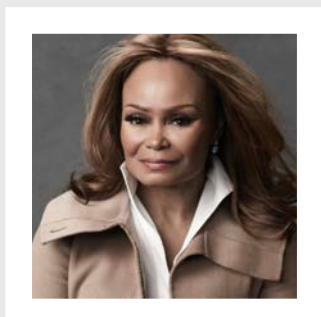
Kelley Cornish  
President and CEO



**T.D. Jakes**  
*Chairman of the Board*



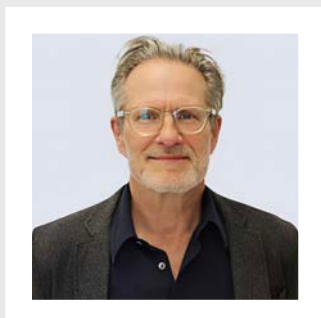
**Jim Anderson**  
Vice President, NA Partner Ecosystem  
& Channels, Google  
*Board Member*



**Janice Bryant Howroyd**  
Founder and CEO, ActOne Group  
*Board Member*



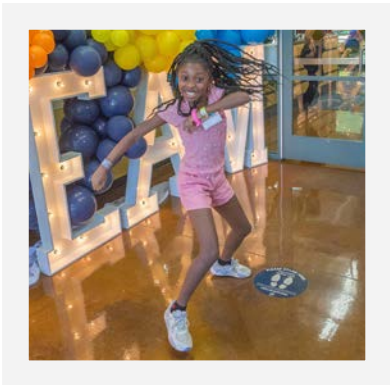
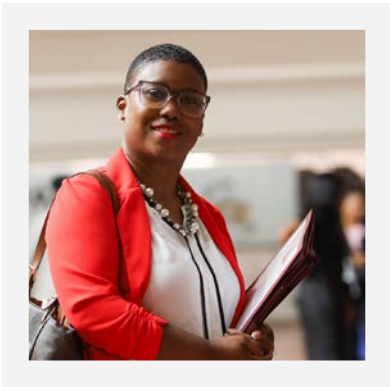
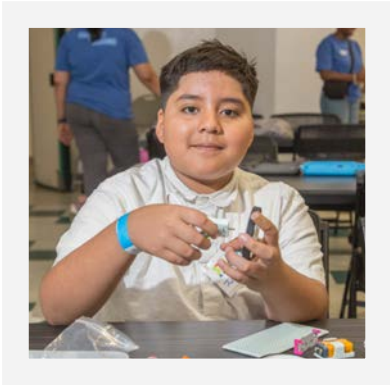
**John Driscoll**  
Senior Advisor, Walgreens Boots Alliance  
Chairman of the Board, Waystar  
*Board Member*



**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.

## **WELCOMING LEGACY PROGRAMS**

### **Distinctively Her and TORI**

We leaned into the interconnected nature of our programs across the T.D. Jakes Group and welcomed Distinctively Her and Texas Offender Reentry Initiative (TORI) as T. D. Jakes Foundation programs.

- Engaged 450+ women and girls in numerous programs and events through Distinctively Her
- Served 430+ returning citizens in Dallas through employment, education, housing, and health opportunities through TORI

## **EXPANDING OUR REACH**

We expanded our reach by deepening our commitment in Dallas and establishing ourselves in Atlanta.

- Launched new STEAM programs in more Dallas communities, growing our participation by 4x compared to 2023 and reaching 2,200+ students
- Brought our signature “You’re Hired!” Hiring Mixer to the new locations serving a total of 2,150+ jobseekers

## **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

437

Returning citizens served through TORI

226

Atlanta leaders convened to spur impact

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



A YEAR OF  
GROWTH

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

**OUR ROADMAP FOR CHANGE**



Building on the 27-year legacy of the Distinctively Debutantes program, Distinctively Her began 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

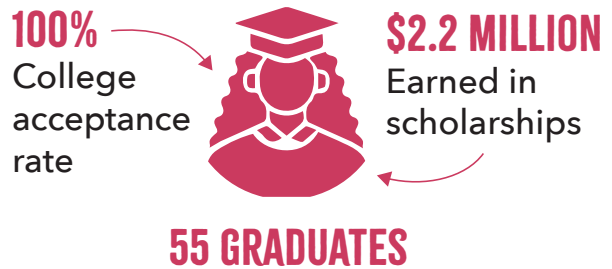
**COLLEGE SCHOLARSHIPS**

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

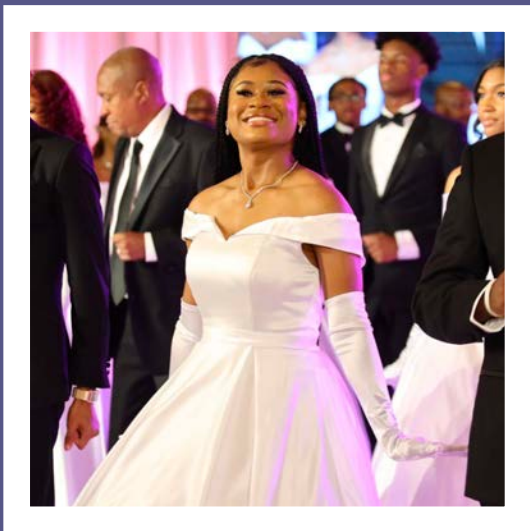
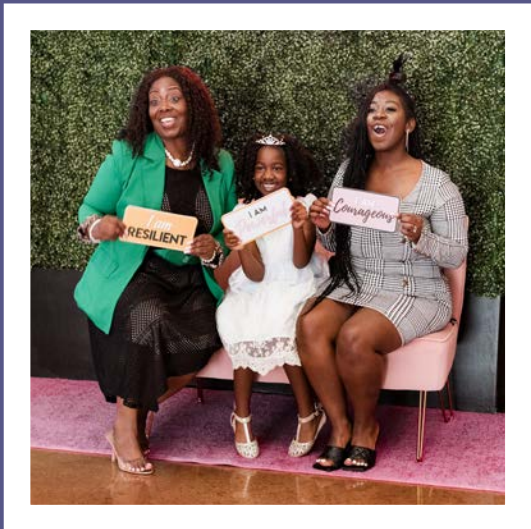


**MOMMY AND ME: GROWING TOGETHER HAND IN HAND**

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

# A YEAR OF GROWTH

## Centering Women and Girls

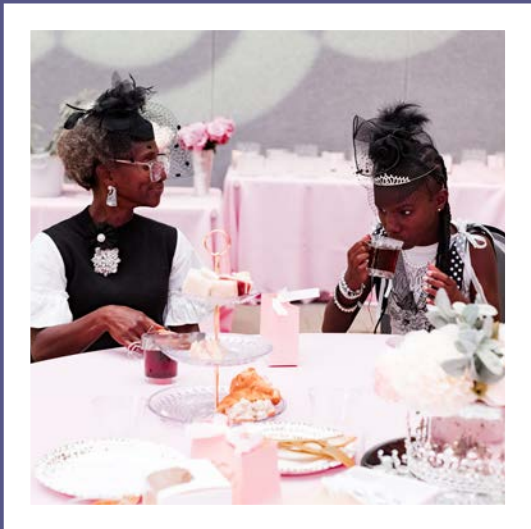


"My daughter has excelled in leaps and bounds this past year. I truly believe being part of [Distinctively Her] has taken her to a higher level."

*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

## WELCOMING LEGACY PROGRAMS

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.

# TORI

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

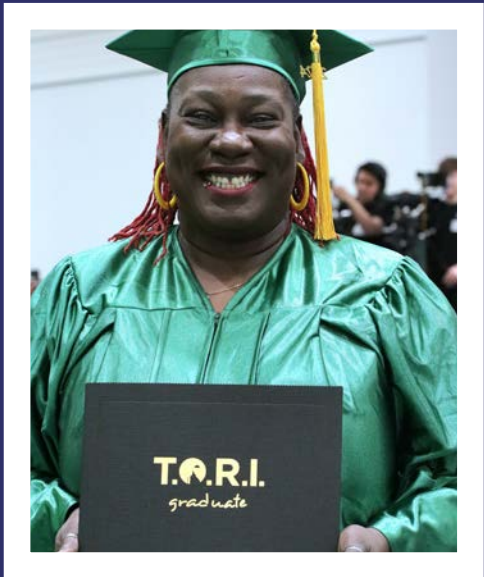
Housed **59 FAMILIES**



Connected **21 CLIENTS**  
to stable housing



# 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."

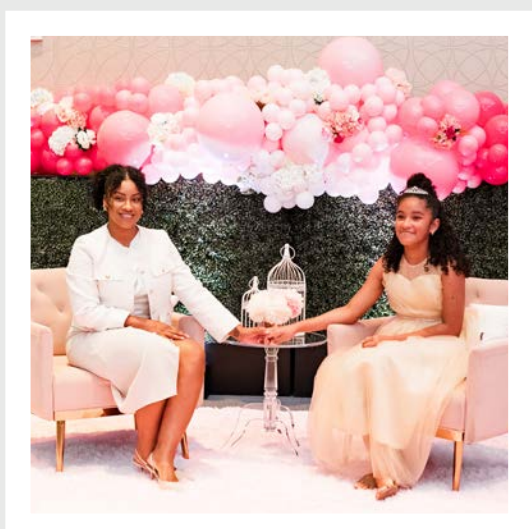
*TORI Graduate*



TORI

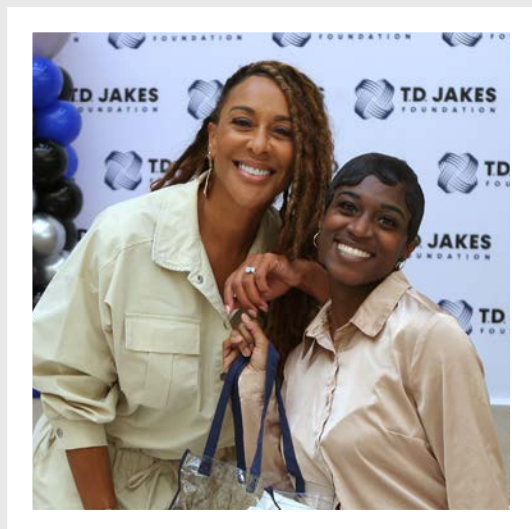
# A YEAR OF GROWTH

## Expanding our reach in Dallas and Atlanta



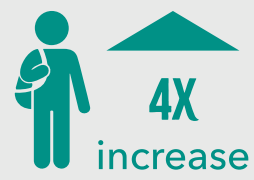
### WELCOMING LEGACY PROGRAMS

TORI and Distinctively Her joined the TDJF family



### “YOU'RE HIRED!”

Our Hiring Mixers returned to Dallas and launched in Atlanta



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**



## EXPANDING OUR REACH

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.

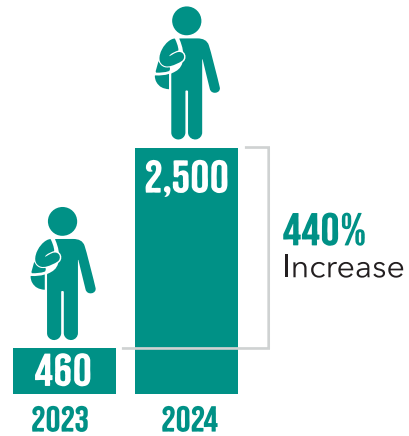
### STEAM POP-UPS

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



84% of participants would recommend the STEAM Expo to friends or family



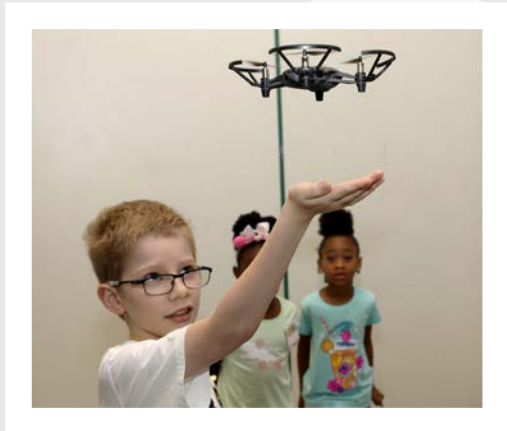
Our STEAM programs have a 4.78 out of 5 approval rate



**THREE OUT OF FOUR** students learned about new STEAM careers

"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*

"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*



# STEAM INITIATIVES

**EXPANDING  
OUR REACH**

# "YOU'RE HIRED!" HIRING MIXERS

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.

**2,170**

Jobseekers across Dallas and Atlanta

**175**

Attendees for virtual pre-mixer workshops

**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



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

**"YOU'RE HIRED!" HIRING MIXERS**

*"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*

## EXPANDING OUR REACH

# EVENTS

## 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**

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Communities Foundation of Texas

Wells Fargo Bank, NA

#### **GAME CHANGERS**

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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**

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Alpha Graphics

Plumtree Partners

Balfour Beatty Construction

Rouch Architects LLC

Frost Bank

#### **ADVOCATES FOR CHANGE**

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AmerisourceBergen

TJC Ministries

Tolleson Management LP

## CORPORATIONS & GRANTORS OVER \$500

### GAME CHANGERS

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

Cynthia "Cynt" Marshall  
Olubunmi Ojelade  
Jeff Rich

### CHANGE MAKERS

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

Stacy Eley  
Carolyn Jackson  
Grace  
Brenda Hatchett  
Faith Johnson  
Inger Kidd  
Lori Klump

Felicia Martin  
Orvis McDowell  
Mallory Mikel  
Judith Ojo  
Angela Raymond  
Dana Redden  
Oveda Taylor Richard

Toure Roberts  
Nia King Rubie  
Linda Sandefer  
Judah Smith  
Patrica Williams  
Telisa Yancy

### ADVOCATES FOR CHANGE

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Larita Allen  
Tyian Battle  
Bryan Carter  
Lenora Catron  
Talisha Cheeks  
Chasity Crawley  
Nickolas DeJarnette  
Emma Evans  
Lakisha Davis Flagg  
Marlan Gary  
Anthony M. Gomez

Tara Hastings  
Stephon Horton  
Mary K. Jacquet  
Adele Johnson  
Troy Johnson  
Rosaland Jones  
Donald F. Knight, Sr.  
Clint Lewis  
Jennifer Lucero  
George Makaye  
Jose Manzueta

Treva Martinez  
Robin J. Martinez-  
Williams  
Benjamin Mays  
Ololade Moses  
Pancho Ndebele  
Joney Primas  
Joseph Ripley  
Sarah Roberts  
Anita Smith  
April M. Stallworth

Alysia Verdell  
Patricia Vereen  
Phyllis Vittatoo  
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:**

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