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2026 LEADERSHIP

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Chair, United Way Foundation
of Metropolitan Dallas

Jennifer Sampson

McDermott-Templeton
President & CEO

Dear Friends,

We are writing to share an important update about the leadership of United Way of Metropolitan Dallas.

After 25 years of extraordinary service to this community—including 15 years as President and CEO—Jennifer Sampson has made the decision to step down later this year to join The Stephens Greth Foundation as its inaugural CEO. This is a bittersweet moment for us, and we want to take a moment to honor what she has built — the product of a clear vision, genuine courage, and a refusal to settle for the status quo.

Under Jennifer's leadership, and alongside the exceptional team she built, United Way of Metropolitan Dallas became a national leader in outcome-driven community impact. She centered our work on three interconnected pillars—education, income, and health—and anchored it to a bold, long-term framework in *Aspire United 2030*. As the Dallas Morning News editorial board observed, United Way of Metropolitan Dallas evolved from "sprinkling goodness" to building a data-driven philanthropic infrastructure unlike anything in North Texas. That transformation reflects Jennifer's conviction that data isn't just a tool—it's a strategy. A compass that guides us from good intentions to measurable impact.

To that end, she and her team forged a groundbreaking partnership with the Parkland Center for Clinical Innovation (PCCI) to deploy the Community Vulnerability Compass—a technology platform that maps need across every census tract in North Texas, block by block, neighborhood by neighborhood. Jennifer describes it as GPS for social impact: we know precisely where to invest for maximum results. That capability now supports more than 200 nonprofits across the region, strengthening the entire ecosystem's ability to plan, collaborate, and deliver.

What made Jennifer's leadership rare was her ability to hold both sides of the equation — a deep understanding of community and the ability to inspire investment in this mission at levels that have fundamentally changed what is possible for this organization.

She leaves United Way of Metropolitan Dallas in a position of extraordinary financial strength.

Jennifer will remain in her role through September 30, ensuring continuity and continued momentum in the months ahead. During this time, we will be working closely together to support a thoughtful transition.

We also want you to know that our boards have begun the process of forming a search committee to identify United Way's next CEO. We are committed to a deliberate and inclusive process that builds on the organization's strengths and positions it for continued impact in the years ahead.

United Way of Metropolitan Dallas enters this next chapter with strong momentum—from the work under way through Aspire United 2030 to the early success of the Greater Than Campaign. We are confident in the path forward and in the team that will continue to lead this important work every day.

We are grateful for your partnership and your belief in this mission. And we are grateful for Jennifer — for 25 years of showing what is possible when one person gives everything they have to a community and an organization. Together, we will continue building a stronger North Texas where everyone has the access and opportunity to thrive.

With appreciation,

Antonio Carrillo Chair, Board of Directors United Way of Metropolitan Dallas

Terri West Chair, Board of Directors United Way of Metropolitan Dallas Foundation