



JENNIFER SAMPSON TO STEP DOWN AS PRESIDENT AND CEO OF UNITED WAY OF METROPOLITAN DALLAS AFTER 25 YEARS OF TRANSFORMATIONAL LEADERSHIP

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DALLAS (MARCH 26, 2026) – [United Way of Metropolitan Dallas](#) today announced that Jennifer Sampson, McDermott-Templeton President and CEO, has decided to step down later this year after 25 years with the organization, including 15 years as chief executive. Sampson will assume the role of inaugural CEO of The Stephens Greth Foundation, concluding a tenure of extraordinary transformation that reshaped United Way’s strategy and positioned it as a national model for data-driven, outcomes-focused philanthropy. She will remain with the organization through September 30, providing continuity and strategic direction during the organization’s search for its next CEO.

Over the past decade and a half, United Way of Metropolitan Dallas has evolved from a traditional fundraising and grantmaking organization into a catalyst for measurable community change. During this period, the organization sharpened its focus on the building blocks of opportunity—education, income and health—moving from what Sampson once described as “sprinkling goodness across the community” to a disciplined strategy centered on long-term outcomes for North Texas families. The shift introduced clear regional goals, an open and competitive grant-making process, and rigorous evaluation to ensure community investments deliver measurable results. But United Way’s evolution went further still—from grantmaker to architect. Today the organization co-creates and co-invests in targeted impact initiatives alongside funders, designing solutions from the ground up rather than simply deploying dollars toward existing ones.

“Jennifer has been a visionary leader for our region,” said Antonio Carrillo, chair of the United Way of Metropolitan Dallas Board of Directors and President and CEO of Arcosa. “She helped reimagine what United Way could be—an organization that not only mobilizes generosity, but also deploys data, partnerships and accountability to drive real progress. Her leadership helped position United Way of Metropolitan Dallas as one of the most forward-looking institutions in the country. She also leaves it in the strongest financial position in its history—the result of both record-breaking revenue growth and rigorous financial discipline. That foundation gives the organization every advantage as it enters its next century.”

Sampson joined United Way of Metropolitan Dallas in 2001 and became president and CEO in 2011. During that time, in partnership with corporate,

civic, and nonprofit leaders, the organization established United 2020, a set of 10-year measurable regional goals in education, income, and health and published annual scorecards tracking progress toward shared outcomes.

United Way's commitment to innovation also expanded during this period. The organization launched the Social Innovation Accelerator to support emerging social entrepreneurs and invested in advanced data tools to guide targeted community investments—including a dedicated Community Vulnerability Compass (CVC), developed in partnership with the Parkland Center for Clinical Innovation (PCCI). Building on what the CVC made possible, United Way launched the Data Capacity Building Initiative (DCBI) to extend that same data sophistication to nonprofit partners across North Texas—strengthening the entire ecosystem's ability to identify need and measure impact.

Under Sampson's leadership, United Way of Metropolitan Dallas deepened engagement with the region's corporate leadership, expanding partnerships with major employers and establishing collaborative initiatives that align business and community priorities. Increasingly, the organization has worked alongside companies to design, architect and deploy community investment strategies that reflect both business values and regional need. These efforts contributed to record fundraising and expanded philanthropic investment across North Texas.

The organization's outcomes-driven approach now guides initiatives, investments, and advocacy through its Aspire United 2030, a long-term strategy designed to improve third-grade reading proficiency, increase access to living-wage employment, and expand health coverage across North Texas.

Known for translating philanthropic vision into action, Sampson has raised well over \$1 billion in philanthropic resources alongside her team—leading and closing the inaugural \$100 million Unite Forever endowment campaign three years ahead of schedule, and launching “Greater Than,” an \$800 million second-century campaign co-chaired by Karen and Tom Falk, Alice and Curt Farmer, Corrine and Tom Greco, Ashlee and Chris Kleinert, Mary and Rich Templeton, and Christy and Steven Williams.

Terri West, chair of the United Way of Metropolitan Dallas Foundation board of directors, said, “Jennifer has led United Way of Metropolitan Dallas through one of the most significant transformations in its history. She has ensured that the organization enters its second century stronger, more focused and better equipped to deliver measurable impact for the people of North Texas. And none of it happens without the extraordinary team Jennifer built—people whose talent, heart and determination to set the standard, not meet it, will carry this work forward for generations.”

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About United Way of Metropolitan Dallas

For 100 years, United Way of Metropolitan Dallas has been a social change organization that unites the community to create opportunity and access for all North Texans to thrive. We bring together passionate change-makers alongside corporate, civic and nonprofit partners to drive lasting change in education, income and health—the building blocks of opportunity. United Way leads a movement to make Dallas the best place to live, work and raise a family. We invite all North Texans to Live United and be part of the change. To give, advocate or volunteer, visit [UnitedWayDallas.org](https://www.UnitedWayDallas.org).

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