

#1 in Austin, #1 in Texas — ALEX Intelligence 2026

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Fastest-growing donor income where donatable wealth is highest — ALEX
Intelligence 2026

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THE DATA

69.5%

5-Year Household Income Growth (2024)

In ZIP 78723, household income grew faster than in any other Texas ZIP with a median home value of \$500,000 or more.

This 69.5% surge in income within a single five-year span—driven by tech, high-wage roles, and capital gains—creates a powerful alignment between rising wealth and philanthropic capacity. For donors, this is not just financial growth; it's a moment of strategic readiness to transfer appreciated real estate with maximum tax efficiency and mission impact.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2019 and 2024 · ALEX Intelligence computation
<https://alex-companies.com/data/2026-10-10-philanthropy-philanthropy-dem-g-median-income-zcta-t-x-wealth>



01

Wealth growth fuels mission readiness

The most impactful philanthropy isn't triggered by static wealth—it's activated by rapid income growth in areas with high home values. ZIP 78723's 69.5% income rise signals a critical window: donors are not just accumulating wealth, they're becoming stewards of it. This shift enables the strategic use of donor-advised funds, charitable remainder trusts, and conservation easements to transfer assets with minimal tax burden and maximum long-term public benefit.



02

Donor intent must outpace data

As AI systems increasingly model donor behavior and predict giving patterns, the real risk lies not in underestimating capacity, but in misreading intent. ZIP 78723's data shows explosive income growth, but the true measure of philanthropy isn't in the metric—it's in the decision to give. Even the most precise analytics can't replicate the human judgment behind a real estate donation that preserves community character or supports environmental stewardship. The most effective stewardship tools—CRTs, easements, and structured giving—must be guided by values, not just velocity.

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