

#1 of 10 Texas ZIPs, #1 of 5 DFW ZIPs — ALEX Intelligence 2026

#1 in DFW, #1 in Texas

Where income growth fuels philanthropy — ALEX Intelligence 2026

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THE DATA

69.5%

5-Year Household Income Growth (2024)

ZIP 78723 leads Texas in income growth among high-value housing zones.

This 69.5% five-year household income growth in ZIP 78723 reflects a rare alignment between rising personal wealth and the structural conditions that enable large-scale real estate philanthropy. As household income surges in areas with \$500K+ median home values, donors are not only accumulating wealth but also gaining the capacity to make transformative gifts through appreciated property. This dynamic suggests that philanthropy is no longer just a post-retirement act but a real-time strategy for wealth stewardship.

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 Enables Philanthropic Timing

The 69.5% income growth in ZIP 78723 isn't just a number — it's a signal of timing. When income and home values rise in tandem, donors are more likely to evaluate their assets not just for appreciation but for impact. This creates a window for strategic giving: before tax rates rise, before market corrections, and before personal liquidity constraints set in. The data suggests that the most effective philanthropy occurs not in the peak of wealth, but in its acceleration phase — when growth is still surging but not yet static.



02

Philanthropy as a Strategic Asset Class

This surge in income growth among high-value ZIPs reveals a deeper shift: real estate is no longer just a store of value, but a vehicle for impact. When donors see income and home values rising together, they begin to view property not as a personal asset but as a philanthropic instrument. This mindset shift — from ownership to stewardship — is accelerated by the data itself. As institutions like the National Philanthropic Trust note, donors increasingly seek meaning over magnitude. The 69.5% growth in ZIP 78723 is not just financial; it's cultural — signaling that giving is now a primary expression of success.

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