

Black Philanthropy Houston

2026 Houston Black Donor Survey

Data Highlights

Black Philanthropy Houston

August 5, 2026

A note on the data

Q: What was the Survey period?

A: May 2026 – August 2026

Q: Is this data statistically representative of all Black donors in Houston?

A: No, like 2019 this is a convenience sample drawn from Black Philanthropy Houston's audience and networks and partner networks, not a random sample of the full population. It's directionally valuable and methodologically consistent year over year.

48

Respondents represented 48 ZIP codes across the Greater Houston area — a broad cross-section of the community, though not a random sample. Survey respondents represented 35 ZIP codes in 2019.

Q: How should data from the 2026 survey be cited if it is used or quote?

A: Source: Black Philanthropy Houston, *2026 Houston Black Donor Survey* (August 2026)

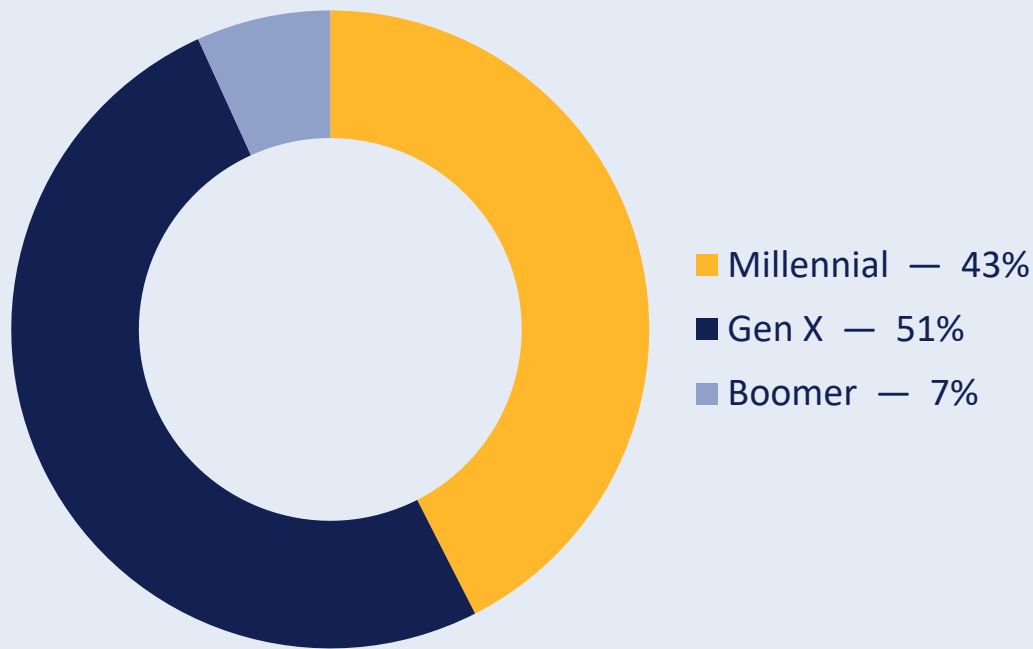
The 2026 Reality

A baseline snapshot of Houston Black donors today — who they are, what they care about, and how they give.



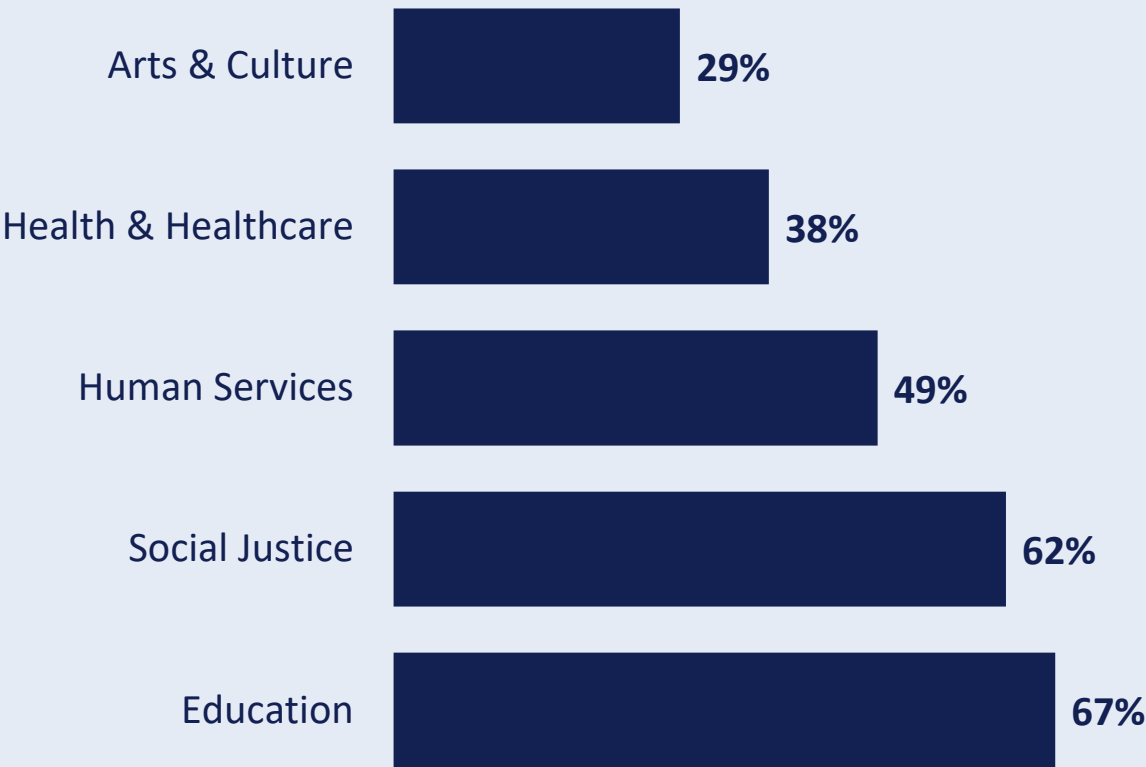
Who's engaging with Black philanthropy in Houston

Age distribution



29 and under, and 81+, drew no responses this cycle.

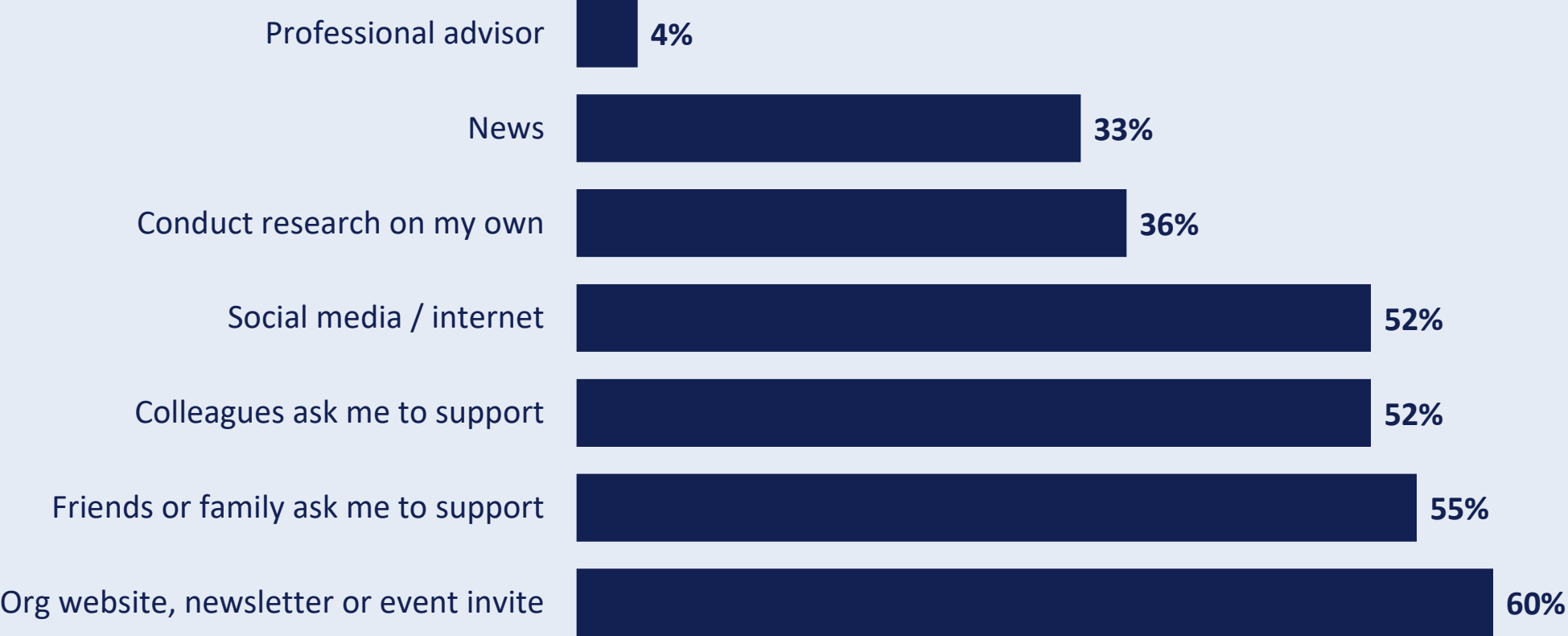
Top causes donors are passionate about*



*Multi-select; totals exceed 100%.

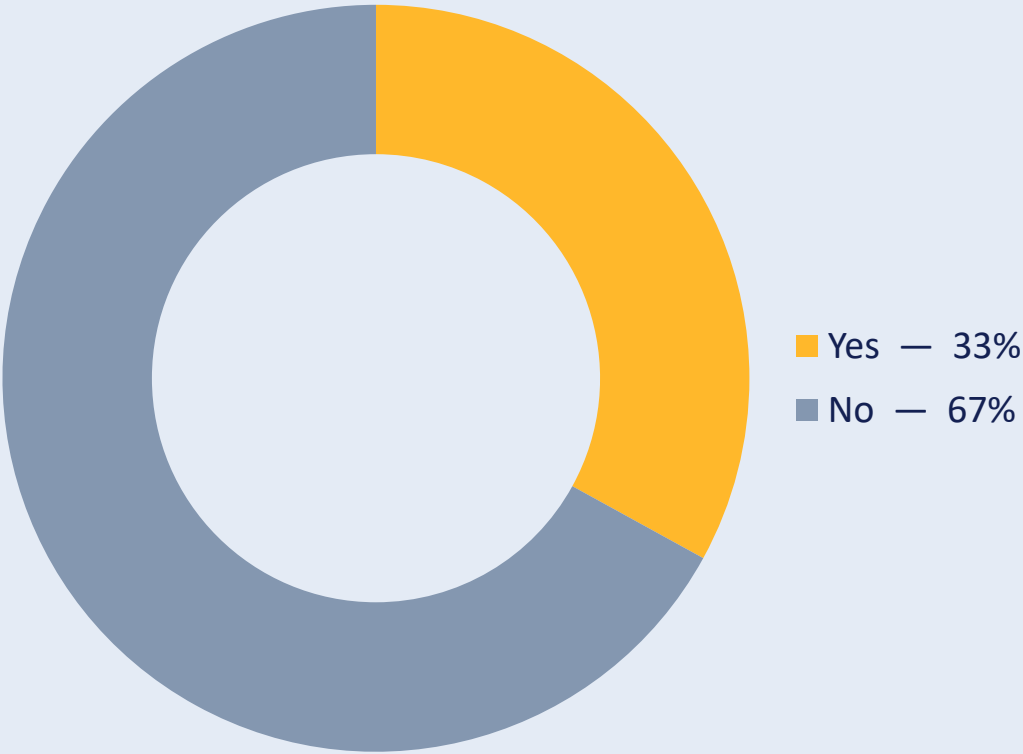
How donors learn about community needs

Multi-select — respondents could choose more than one channel.



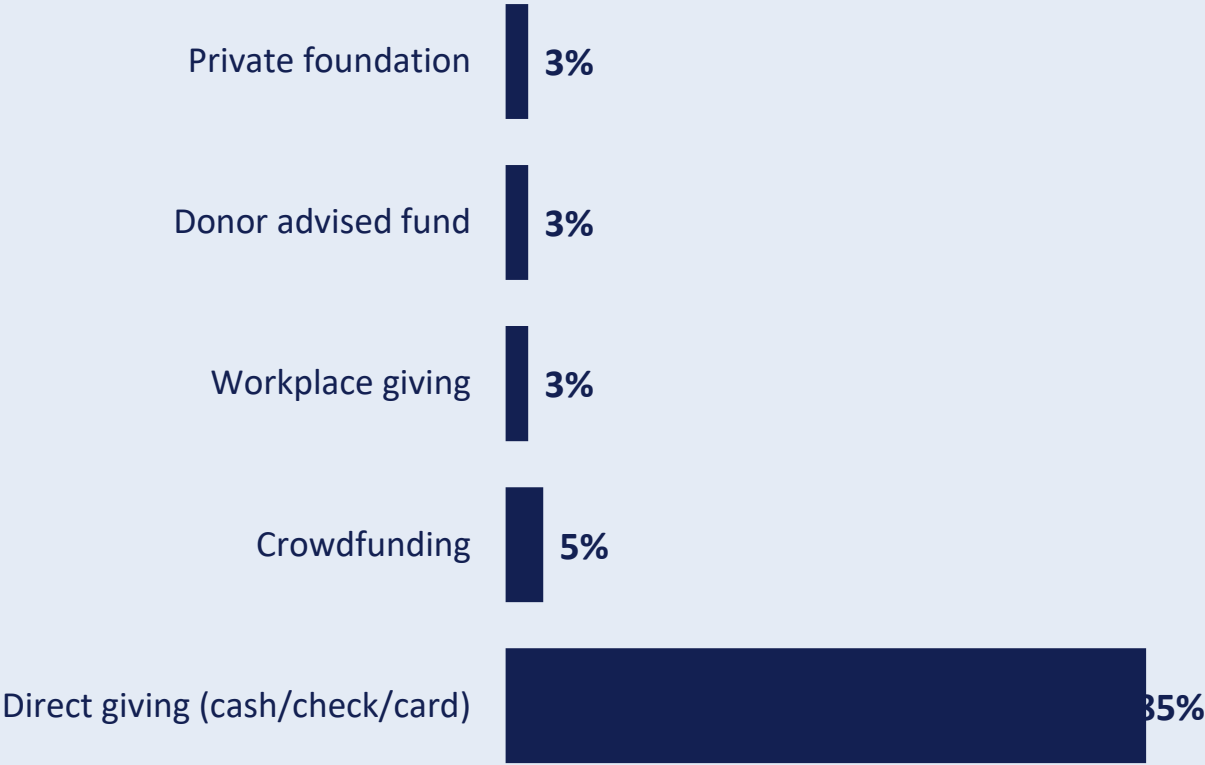
How Houston Black donors actually give

Has annual giving budget



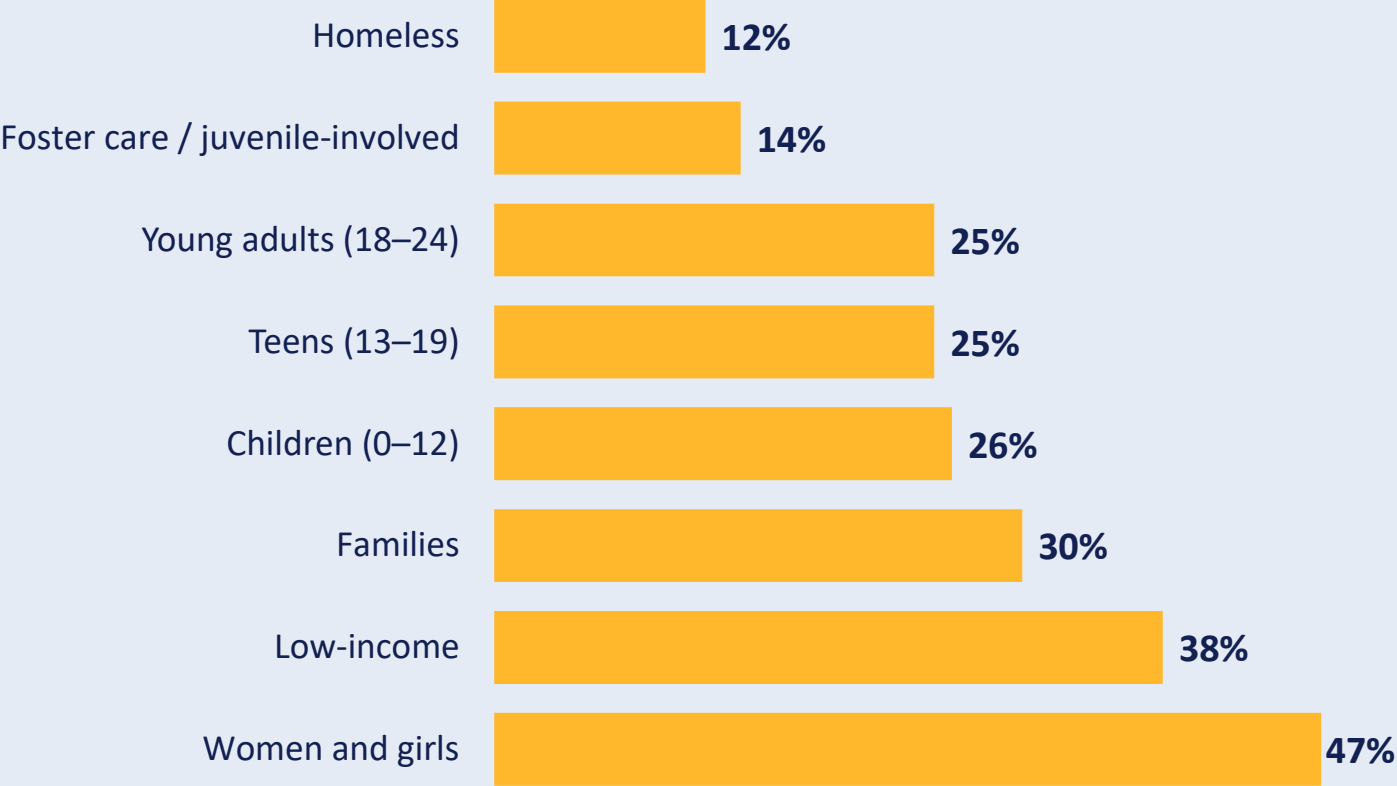
Primary giving vehicle used most often

NEW 2026



Populations donors most want to help

Multi-select; top responses shown.



Commitment to Black-led organizations, excluding religion

"Top-2-box" = share who rated 4 or 5 of 5 on the scale.

56%

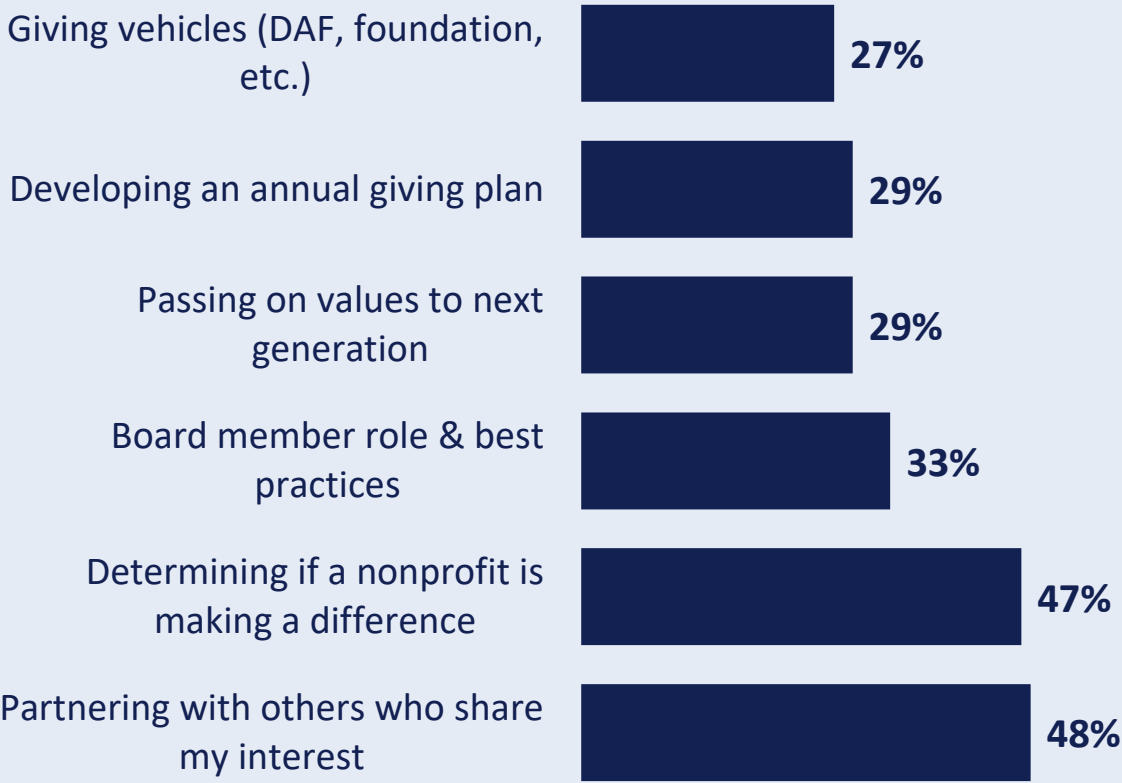
VOLUNTEERING

49%

GIVING

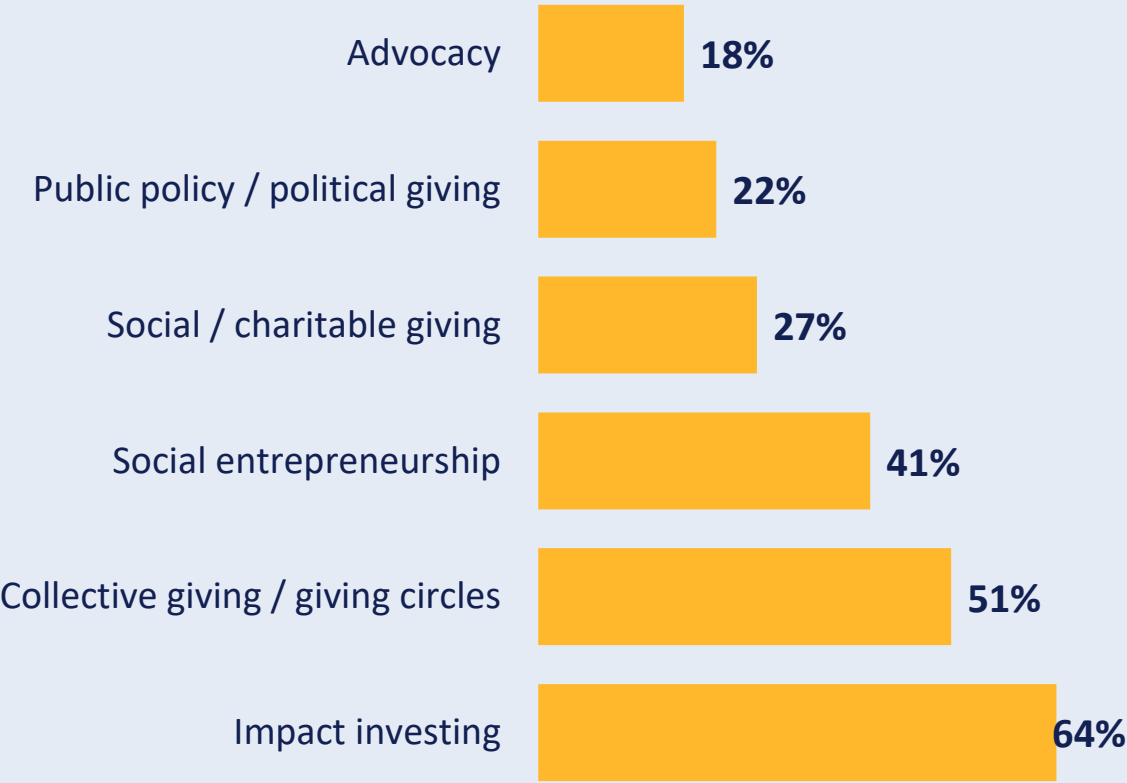
What donors want to learn next

Learning topics to increase impact*



Top 3 personal learning goals*

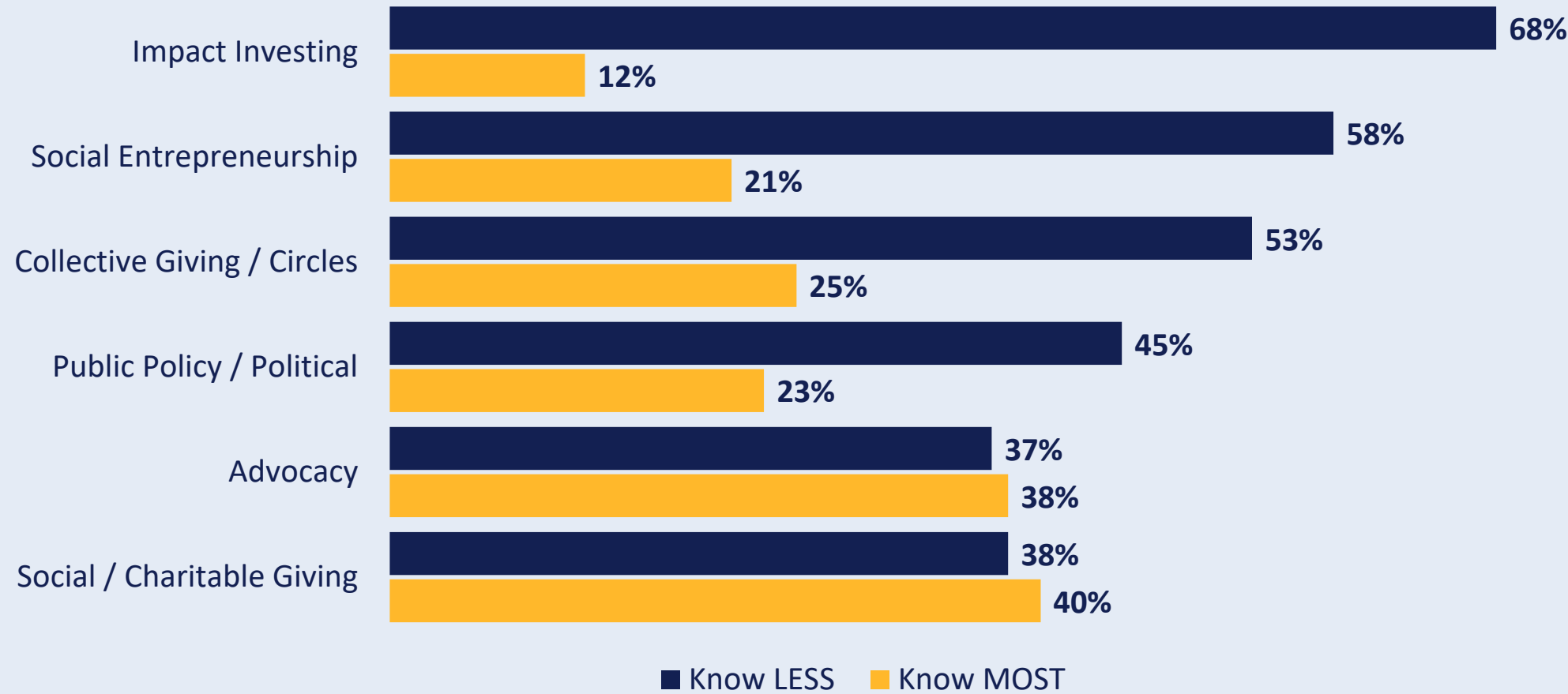
NEW 2026



*Multi-select; totals exceed 100%.

What donors know about the Six Levers

Share of donors who know MOST (above avg / very knowledgeable) vs. LESS (no / some knowledge) about each lever.



What this tells us about 2026 donors

- 1 **Core base is Gen X + Millennial**
- 2 **Education & Social Justice lead**
- 3 **Budgeting likely the exception, not the rule**
- 4 **Giving stays direct and informal**
- 5 **Knowledge gaps cluster around new tools**

SECTION TWO

Seven Years Later

2019 vs. 2026

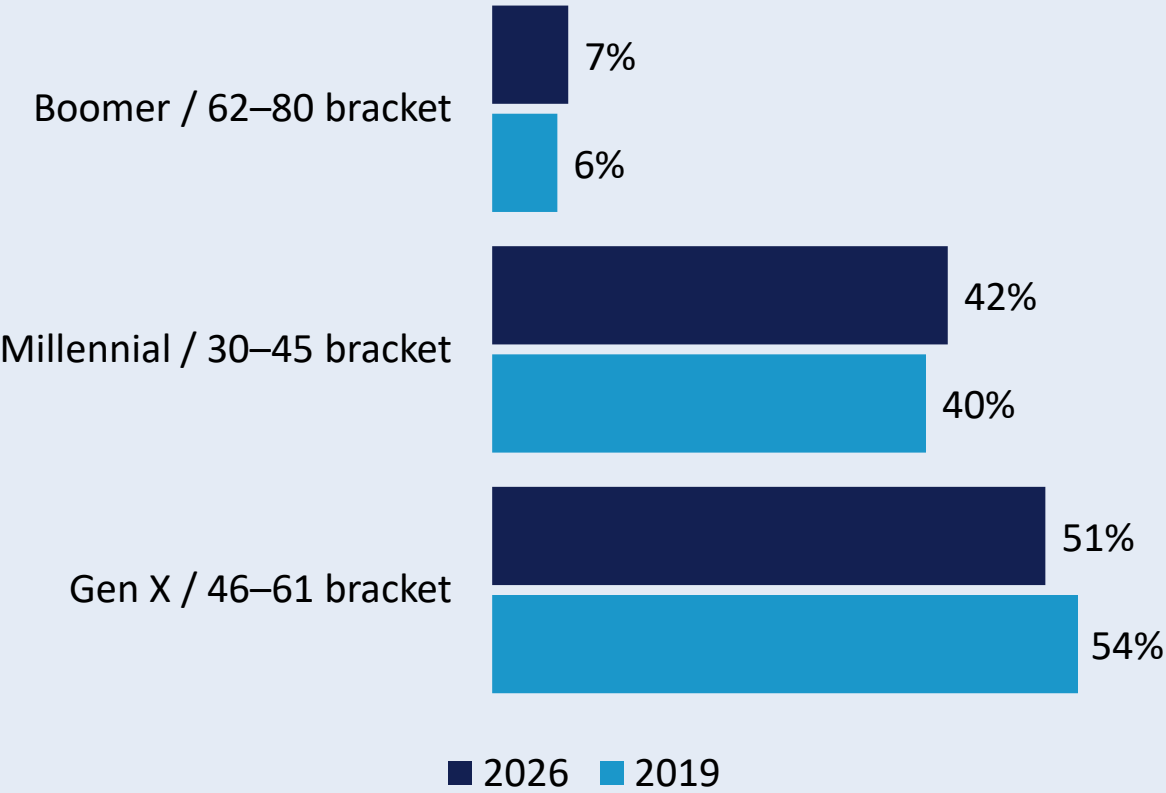
Comparing today's baseline against the original Houston Black Donor Survey to see what's shifted — and what's held steady.

■ 2026 ■ 2026 ■ 2019

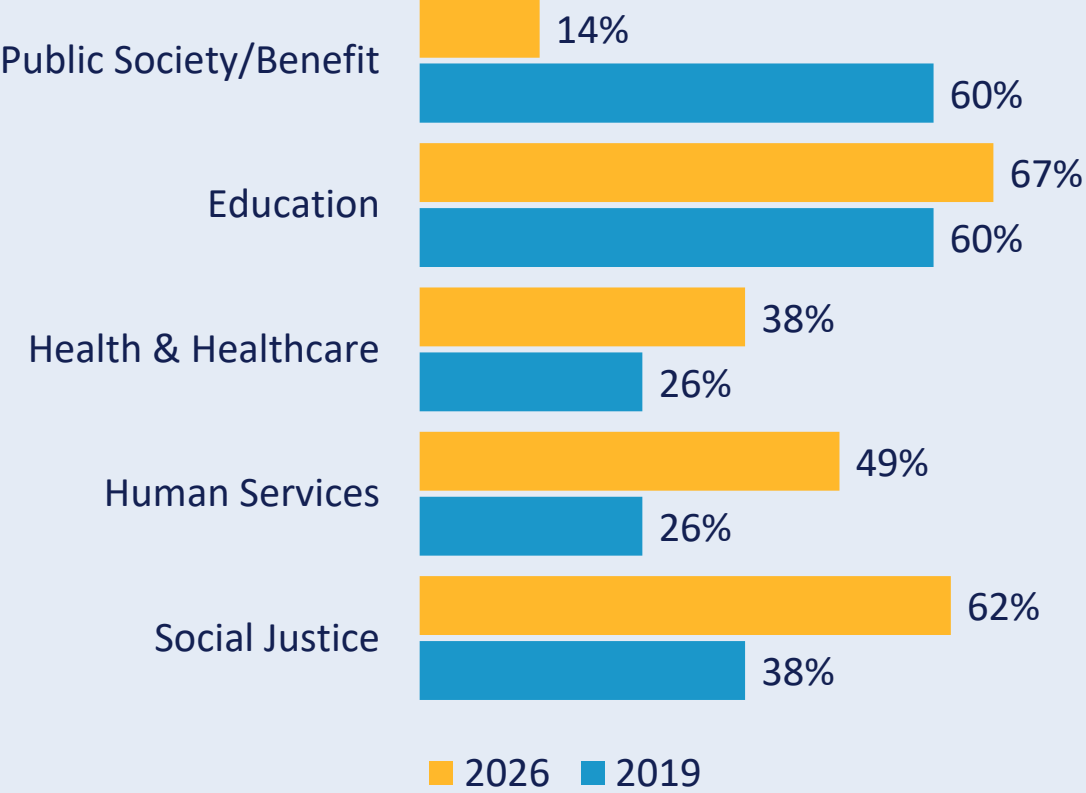


Who's engaging: 2019 vs. 2026

Age bracket share

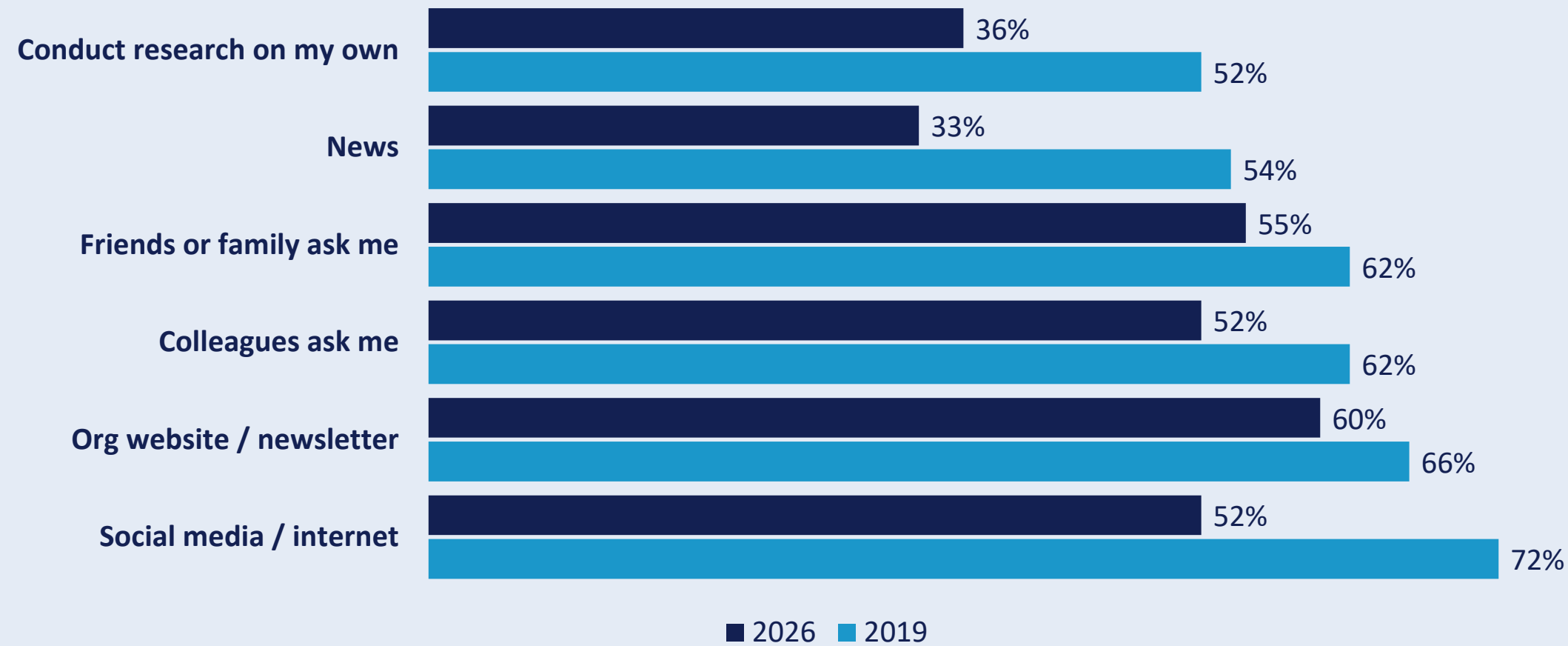


Causes: biggest movers



How donors learn: every channel down

Multi-select. All tracked channels declined — attention has fragmented since 2019.

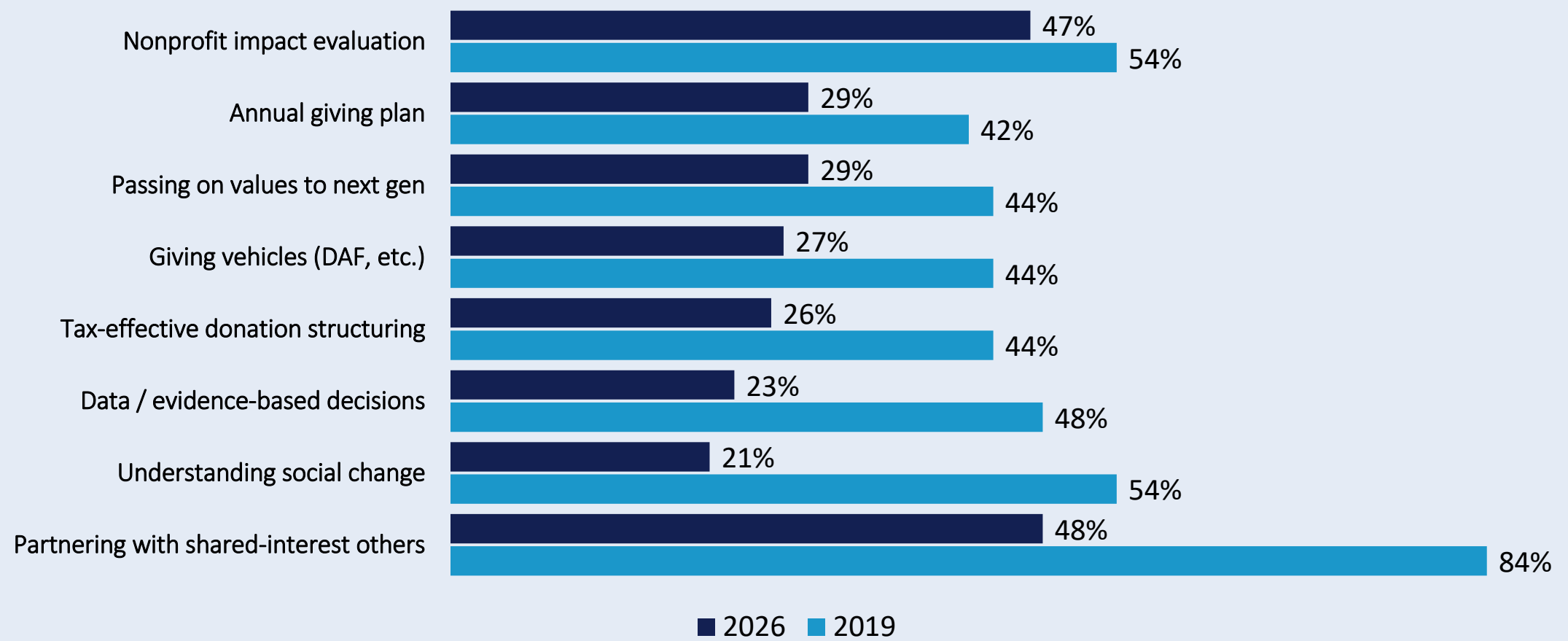


Fewer donors are budgeting for giving



Learning priorities have cooled across the board

Multi-select. Every 2019 learning topic declined in 2026.



Commitment to Black-led orgs (excluding religion) is rising

Top-2-box share (rated 4 or 5 of 5), identical methodology both years.

VOLUNTEERING

50%

2019

of donors

56%

2026

+6 points

GIVING

48%

2019

of donors

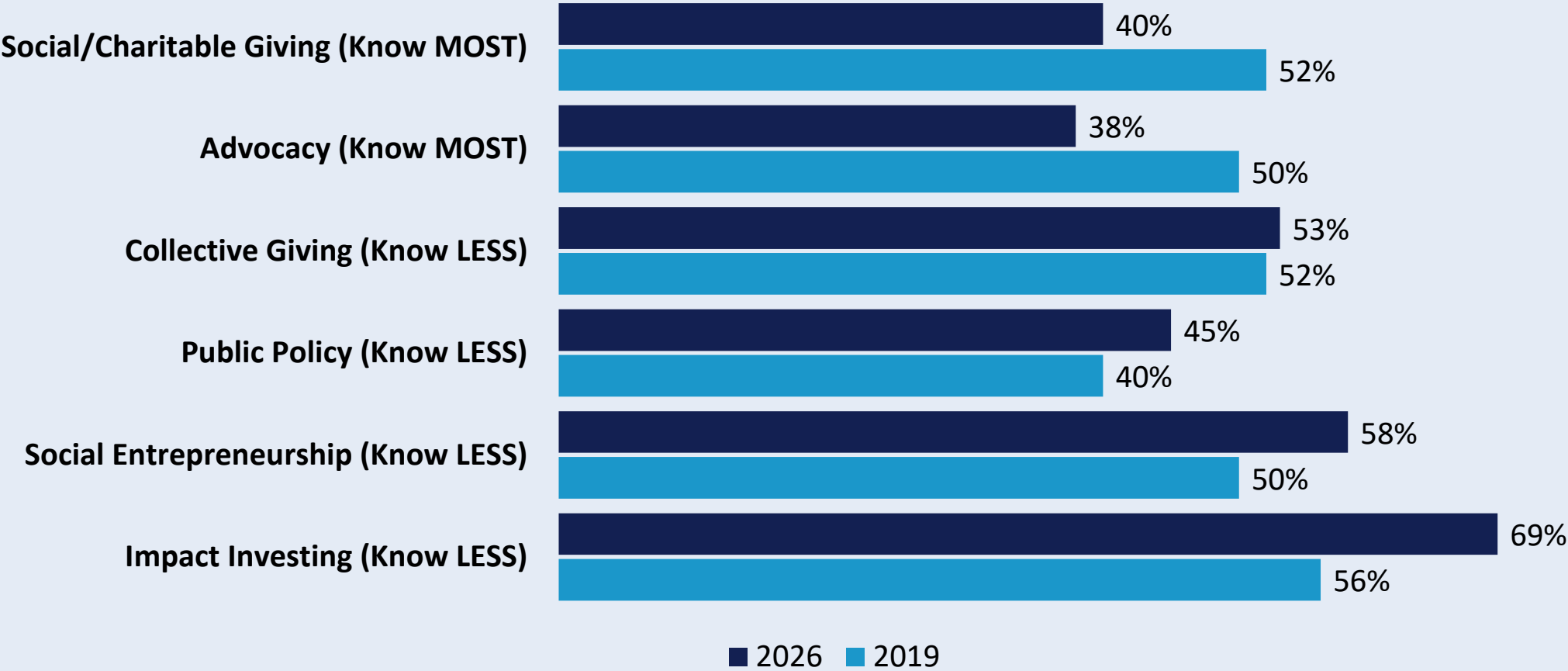
49%

2026

+1 point

Knowledge gaps are widening

“Know LESS” = no/some knowledge; “Know MOST” = above average/very knowledgeable.



Sharp differences

“Partnering with others” interest	−36 pts
Public Society/Benefit as top cause	−46 pts
“Understanding social change” interest	−34 pts
Impact Investing knowledge gap	+12 pts wider
Data & evidence-based practice interest	−25 pts

Continued & stable trends

- ✓ Volunteer time to Black-led orgs steady and rising
- ✓ Charitable dollars to Black-led orgs essentially unchanged
- ✓ Gen X and Millennials remain core donors
- ✓ Education stays a top cause in both years
- ✓ Direct, relational giving remains the norm

FAQ

Q: Why don't the “Six Levers of Change” knowledge percentages add up to 100%?

A: We only show the two ends of the knowledge spectrum: “Know Most” (Above Average + Very Knowledgeable) and “Know Less” (No Knowledge + Some Knowledge). “Average Knowledge” sits in the middle and isn't counted in either bucket, so the two percentages are separate slices, not a full breakdown that sums to 100%. Same method was used in 2019, so the comparison is same.

Q: Why do the Cause Interests, Populations, and Learning Topics percentages add up to more than 100%?

A: Those were multi-select questions. Respondents could choose up to 3 options, or in some cases select all that apply. Each percentage reflects the share of respondents who picked that option, not slices of a single pie that sums to 100%.

Q: Are individual responses ever shared or identifiable?

A: No. All responses are collected completely anonymously and reported only in aggregate, exactly as in 2019.

Q: Why did a category like Public Society/Benefit drop so much?

A: We can't isolate a single cause from survey data alone. This reflects a shift in stated interest, but the pattern away from institutional/structural causes and toward direct, community-facing impact shows up consistently across multiple questions, which suggests a real shift in donor sentiment over a period that included a pandemic, political change, and DEI rollbacks — not just random year-to-year noise.

Q: How was the 2026 survey different from the 2019 survey?

A: We added two new questions this year — one on top personal learning goals and one on primary giving vehicle and expanded the answer-choice list to add Criminal Justice, Human Rights, and Environment as cause options to reflect a broader philanthropic landscape.

Q: How should the survey data be cited?

A: Source: Black Philanthropy Houston, *2026 Houston Black Donor Survey* (August 2026)

A photograph of a family of four walking across a grassy park. On the left is a man in a light blue button-down shirt and dark pants. Next to him is a young girl in a dark dress. To her right is a smaller child in a patterned top and dark skirt. On the far right is a woman in a dark dress over a light blue shirt. They are all holding hands and smiling. The background is filled with lush green trees and a clear sky with some light rays visible. The entire image has a dark blue overlay.

Thank you!

@BlackPhilanthropyHouston

blackphilanthropyhouston.org

Source: Black Philanthropy Houston, *2026 Houston Black Donor Survey* (August 2026)