WHO WE ARE

In 2011 Mrs. Laura Bush founded Texan by Nature to unite business and conservation leaders who believe our state’s prosperity is dependent on the conservation of our natural resources.

WHAT WE DO

We bring business and conservation together. We amplify projects and activate new investment in conservation which returns real benefits for people, prosperity and natural resources. We achieve our goals through our Texan by Nature Certification program, Conservation Wrangler program, and Symposia series.

HOW WE DO IT

We build upon the already impressive efforts that make Texas a leader in natural resource conservation. Texan by Nature connects the brightest minds and projects with the strongest resources and funding to make the biggest impact for Texans, our economy, and our natural world.
Howdy,

First, thank you for your support and partnership in 2018. Thanks to your commitment and generosity, we had a tremendous year of impact. By the numbers: 1 inaugural Conservation Wrangler Summit & Celebration, 3 partners combined to form the Center for Health & Nature, 5 Business Leadership Roundtables, 6 Conservation Wrangler projects, 62 conservation partners, 124 TxN Certified projects, 320 connected business leaders, 5.7M people reached, $18.2M in economic benefit, and 19.5M acres impacted.

In 2019, we’re building on our 2018 progress. At Texan by Nature, we talk a lot about Return on Conservation and how to maximize that return for Texas and Texans. We believe that even $1 into conservation can and should yield a return much greater than that $1 in terms of benefitting people, prosperity, and natural resources. We’re continuing to work with partners across the state to help Texas realize this benefit. We have a big 2019 planned:

- Pollinator Leadership Roundtable - January 2019
- Health & Nature Symposium - February 2019
- Business Leadership Roundtables in Cities Across Texas
- Increased Industry Participation in Conservation - 4X Growth Goal
- Expanded TxN Certification Opportunities
- Continued Conservation Wrangler Impact
- 2nd Annual Conservation Wrangler Summit & Celebration - November 2019
- Exciting New Metrics, Frameworks, and Partner Initiatives!

Again, thank you for your partnership in positively impacting Texas. I look forward to continued collaboration.

Joni B. Carswell
President & CEO
Texan by Nature

“\[It is my hope that each of you will continue to be a Texan by Nature ambassador as we strive to amplify and accelerate projects across Texas. It is my vision that Texas will be the recognized leader in practices and partnerships that sustain our economy, landscapes, and health for generations to come.\]

— Mrs. Laura Bush
Founder, Texan by Nature; Former First Lady of the United States
The Texan by Nature Conservation Wrangler program highlights the very best Texan-led conservation projects occurring in the state.

Texan by Nature supports select innovative and transformative projects in the field of conservation with tailored aid, resources, and visibility. Conservation Wrangler projects demonstrate tangible returns for people, prosperity, and natural resources – a positive and beneficial Return on Conservation.

Each year, a selection committee uses a stack rank scoring system to assess the potential impact of submitted projects in order to select six Conservation Wrangler projects for the year. Projects can focus on any natural resource, can encompass any Texas geography from urban to rural, and can take many forms such as urban pollinator habitat development, rural land rehabilitation, innovative water conservation, education initiatives, and more. The Conservation Wrangler program proves that collaborative partnerships for conservation yield great benefits – for our natural landscapes, native plants and wildlife, and economic prosperity for everyone involved.
2018 CONSERVATION WRANGLER PROJECTS

GEORGE W. SHANNON WETLANDS PROJECT & EAST FORK WATER REUSE PROJECT

Tarrant Regional Water District (George W. Shannon Wetlands Project, in partnership with Texas Parks and Wildlife Department) and North Texas Municipal Water District (East Fork Water Reuse Project and the John Bunker Sands Wetland Center, in partnership with the Rosewood Corporation) worked together with Alan Plummer Associates to create an innovative and sustainable approach for water reuse through the development of constructed wetlands, that filter water naturally. Combined, the projects create over 4,000 acres of wetland habitat, provide a reliable water supply for ~3.8 million people in North Texas, and offer countless education and recreation opportunities. Texan by Nature has worked with the projects to bring a wider awareness of the importance of their water reuse and conservation efforts. We are using this model to encourage other municipalities to consider conservation-minded solutions when providing water to their customers.

COOL SCHOOLS PROGRAM

Texas Trees Foundation’s Cool Schools program strives to plant 80-100 trees at every Dallas ISD elementary school to increase the tree canopy cover from 7% or less to 20% or more, aiding in environmental conservation and financial savings through shading of the school. Benefits of this program include STEM-based TEKS certified curriculum paired with hands-on environmental learning opportunities, student behavior and academics improvements, energy savings, and ~$5.82 in health, ecosystem, and environmental benefits for the school and surrounding community for every dollar spent on tree planting. Texan by Nature has worked with this project to create marketing and outreach messaging and collateral to bring more volunteer and funding partners on board. We would like to see this model expand across the state of Texas.

EL CARMEN LAND AND CONSERVATION CO.

Nestled between Big Bend National Park and Black Gap Wildlife Management Area lies approximately 27,000 acres of desert landscape breaming with the incredibly diverse flora and fauna of the Chihuahuan Desert. El Carmen Land and Conservation Company, owned by CEMEX USA and Mr. Josiah Austin, has a mission to restore the lower desert landscape and protect ecological corridors in a transboundary area located as the connecting link between Texas and Mexico. Texan by Nature has worked with this project to conduct outreach efforts with surrounding landowners to create a larger chain of habitat. Additionally, Texan by Nature has used El Carmen to showcase the incredible impact corporate investment can have on landscape scale conservation.
DARK SKIES INITIATIVE
The University of Texas at Austin’s McDonald Observatory seeks to reduce light pollution surrounding its facility to protect the dark night skies for ongoing astronomical research and education of ~100,000 visitors each year. The Observatory has created a “Recommended Lighting Practices” guide that oil and gas operators can utilize to reduce light pollution and increase worker visibility and safety of their sites. The guide has been endorsed by industry partners such as, American Petroleum Institute, Permian Basin Petroleum Association, Texas Independent Producers and Royalty Owners Association, Texas Oil & Gas Association, and University Lands. Texan by Nature has worked with this project to bring more industry partners to the table, create case studies to show the cost, health, and safety savings of dark skies friendly lighting, and create a strategic plan for business financial support of the project. TxN worked with the Texas Railroad Commission to issue an updated Notice to Operators outlining “Recommended Lighting Practices”.

SABINE LAKE RESTORED OYSTER REEF EXPANSION
Building Conservation Trust (the National Habitat Program of Coastal Conservation Association), Coastal Conservation Association Texas, and Texas Parks and Wildlife Department have teamed up to restore 27.7-acres of oyster habitat in Sabine Lake. This habitat suffered damage over the years due to sedimentation from human activity such as the construction of the Sabine-Neches Intracoastal Waterway. This habitat restoration not only benefits the ecosystem in the lake, but also the recreational angler industry, small businesses, and the local economy of nearby communities. Texan by Nature has worked with this project to increase corporate and local business awareness of the importance of oyster habitat to the ecosystem and the economy.

TEXAS PLAYA CONSERVATION INITIATIVE
The Texas Playa Conservation Initiative (TxPCI) goal is to create an abundance of healthy playa wetlands across the Texas Panhandle in order to benefit current and future residents and producers reliant on the Ogallala Aquifer. TxPCI works to do this by educating locals about playas and their link to a healthy ecosystem and to the sustainability and integrity of the Ogallala Aquifer. Currently, TxPCI is completing projects with private landowners that restore, conserve, and protect as many fully functioning playas as possible to help sustain residents and wildlife in the High Plains of Texas. Texan by Nature has worked with this project to connect to landowners in target counties and educate them on the availability of the program. Additionally, Texan by Nature has connected TxPCI with corporations operating near playas to educate them on their importance and help develop best practices for industrial activity near playas.

2018 IMPACT: 6 PROJECTS, 5.6 MILLION PEOPLE, $18.2 MILLION IN ECONOMIC IMPACT, 1.5 MILLION ACRES
Texan by Nature hosted the first annual Conservation Wrangler Summit and Celebration in 2018.

The inaugural event brought together over 200 Texas leaders to engage in a thought-provoking summit exploring the beneficial connection between conservation and business. Participants shared with and learned from one another about projects across the state impacting a variety of natural resources in both urban and rural areas. The event culminated in the celebration of the 2018 Texan by Nature Conservation Wrangler projects.

Attendee Experiences

“(TxN) brings together business, non-profits and academia to make conservation a priority and foster collaboration that can accelerate progress.”
—Jimmy Stead, Frost Bank

“TxN strives to highlight excellent examples of conservation that benefit both nature and the bottom line and match these initiatives with influencers that can make a difference with funding and/or access.”
—Mike Carter, Playa Lakes Joint Venture
Texan by Nature Project Certification provides Texas employers, organizations, and individuals with recognition of meaningful conservation efforts involving and benefitting people, prosperity, and natural resources.

Projects can focus on any natural resource and can encompass any Texas geography from urban to rural. 2018 TxN Certifications included:
- 18 new projects from 5 private landowners, 6 Municipal/ISDs, 6 Nonprofit/University, 1 Business/Corporate
- 1,070+ people contributing
- 3,900,000+ people impacted
- 4,737.7+ acres impacted
After a day rich with data sharing and discussion, it was concluded that a woefully minimal amount of research was available regarding the link between health and exposure to nature. The leaders present agreed that a collaborative approach to closing this data and research gap was needed to ensure healthier patients and practitioners, cost effective protocols, public education, and effectual policy in the future.

Based on the conclusions and data gaps surfaced at the 2016 health and nature symposium, the idea for a collaborative center for research was explored and ultimately defined. On May 2, 2018, the Center for Health & Nature was officially launched by Houston Methodist President and CEO, Dr. Marc Boom, former First Lady and TxN Founder, Mrs. Laura Bush, and Texas A&M University System Chancellor, John Sharp.

The mission of the Center for Health & Nature, a first of its kind collaboration between a leading hospital system, conservation organization, and world class academic institution, is to drive research to study the impact of nature on health with evidence-based programs that complement the full continuum of health care: prevention, treatment, and recovery.

Center initiatives progressing in 2019 include launching and funding groundbreaking pilot research projects, Health and Nature Healing Gardens, and an Annual Health & Nature Symposium to share and advance global research. The Center conducts research in three key areas: nature in preventative medicine, the health role of nature in urban environments, and nature-based intervention for disease management. The Center for Health & Nature Collaborative Research Innovation Fund supports multi-institutional pilot projects that bring together leading experts to tackle key questions in the field of health and nature with evidence we can use to inform solid public health, public policy, and conservation strategies.
Throughout 2018, working groups formed from the symposium met to discuss data gaps and needs, created and executed a framework for a state plan, and highlighted potential next projects to address pollinator needs. In 2018, an online collaboration community was launched for research and idea sharing; the community currently has 85 experts and 2000 page views and counting. Texan by Nature presented results from the symposium and ensuing efforts to Texas legislators at the pollinator interim charge in late 2018.

In late 2018, Texan by Nature launched a second phase of pollinator initiative in partnership with EOG Resources with support from the National Fish and Wildlife Foundation and the Still Water Foundation. The project, based on findings from the 2018 working groups, will include a one-day leadership roundtable comprised of representatives from oil, gas, road, and rail industry; the seed industry; agencies that work with private landowners on habitat restoration, the Right of Way (ROW) as Habitat working group, and private landowners to discuss issues surrounding native seed supply and demand, best management practices, and the role ROWs play in development and recovery of native rangeland habitat for pollinators in Texas. Key issues associated with regional scale implementation, potential market-based solutions to make large scale implementation beneficial to industry, and feasible solutions for year-round native restoration operations will be highlighted.

The findings of this meeting will guide the planning and implementation of the EOG pollinator project. The Texan by Nature / EOG pollinator project will restore 350+ acres of pollinator habitat within privately-owned pipeline rights-of-way and pad sites operated by EOG Resources in the Eagle Ford Shale and will set the standard for future operating procedures for their ROW restoration.
BUSINESS LEADERSHIP ROUNDTABLES

Texan by Nature hosted business leadership roundtables in Houston, Dallas, Austin, San Antonio, and El Paso in 2018 bringing together executive leadership from 75 organizations.

These events explored the roles of business, community, and conservation organizations in creating cultures and/or initiatives that drive bottom-line benefits and conservation impact. Through this series of events, Texan by Nature coined and defined the term “Return on Conservation.” Return on Conservation is the return realized by investing in conservation encompassing financial, people, and natural resource impact.

Roundtable discussions centered around a few key themes including connecting conservation at the individual level, maximizing impact beyond the office, benefiting the bottom line, and overcoming difficulty in messaging and measurement both internally and externally. In 2019, business leadership roundtables will be held in seven Texas cities and focus on further defining and measuring Return on Conservation for businesses to more easily make decisions, report on efforts, and celebrate impact.

EXAMPLES OF RETURN ON CONSERVATION

4,000 ACRES OF CONSTRUCTED WETLAND
in the Tarrant Regional Water District and the North Texas Municipal Water District provide:

- RAW WATER FOR
- 3.8 MILLION PEOPLE IN NORTH TEXAS
- RAW RESERVOIR WATER VS WETLAND WATER
- $0.92 - $3.09 SAVINGS PER 1000 GALLONS

4,000 ACRES OF CONSTRUCTED WETLAND

| RAW WATER FOR | 3.8 MILLION PEOPLE IN NORTH TEXAS | $0.92 - $3.09 SAVINGS PER 1000 GALLONS |

| URBAN TREE PLANTING AND MAINTENANCE |
| FOR EVERY* |
| $1 SPENT |
| $5.82 IN BENEFITS |

* U.S. Forest Service and University of California, Davis
2018 was a year of growth and regeneration for Texan by Nature. We made several key staff hires and focused on updating programs for maximum impact.

We looked closely at processes, time allocation, and partner relationships in order to fiercely align all efforts with the Texan by Nature mission. As a result, we streamlined our Conservation Wrangler program and introduced TxN Certification, Business Leadership Roundtables, the Center for Health & Nature, Conservation Partner Media Roundup, the Texan by Nature online store, and our first annual Conservation Wrangler Summit & Celebration. The implementation of these efforts resulted in a dramatic increase in participation, results, and awareness with approximately 209M media impressions for the year. With the investment in programs and corresponding staff, we continue to fuel our culture of collaboration, high standards, and generational impact. To achieve 2018 growth, Texan by Nature partners and supporters contributed $1.306M, positively impacting people, prosperity, and natural resources in Texas. Texan by Nature programs and operations expended $1.042M in 2018 with 79% spent directly on programs. 2018’s efforts and results have set us up for a year of further acceleration in 2019. Thank you for being part of a pivotal year at Texan by Nature.

**INCOME AND SPEND**

**FUNDS RAISED**

- **SPONSORSHIPS**
  - $939,775.00 / 71.9%
- **GRANTS**
  - $203,466.28 / 15.6%
- **CONTRIBUTIONS**
  - $114,578.40 / 8.8%
- **GIFTS IN KIND**
  - $28,312.65 / 2.2%
- **TICKETS**
  - $18,900.00 / 1.4%
- **TxN STORE**
  - $1,225.27 / 0.1%

**FUNDS SPENT**

- **CONSERVATION WRANGLER**
  - $354,045.34 / 34%
- **OPERATIONS**
  - $166,609.57 / 16%
- **TxN CERTIFICATION / PARTNER DEVELOPMENT**
  - $156,196.47 / 15%
- **POLLINATOR INITIATIVE**
  - $156,196.47 / 15%
- **CENTER FOR HEALTH & NATURE**
  - $104,130.98 / 10%
- **FUNDRAISING**
  - $52,065.49 / 5%
- **BUSINESS LEADERSHIP ROUNDTABLES**
  - $52,065.49 / 5%
DONORS

Our mission to accelerate conservation impact is a bold one and we simply could not do it without the amazing support we receive from donors and partners.

Thanks to all of you for believing in Texan by Nature and for supporting our efforts to amplify and accelerate conservation that benefits people, prosperity, and natural resources. We are grateful to our partners and supporters, who harness the power of their resources, communities, and employees to help advance our mission. Thank you.

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MISSION SPONSORSHIP
Mission sponsors allow Texan by Nature to make significant impact through our programs across the state. Individuals and businesses can get involved in many ways, including one-time donations, monthly recurring gifts, or legacy giving.

LEGACY GIVING
At Texan by Nature, we are focused on accelerating effective conservation so that Texas remains as beautiful and bountiful tomorrow as it is today. That’s where you come in. Start thinking about the legacy you want to leave behind, and your legacy can be as big as Texas.

- Wills & Living Trusts
- Beneficiary Designations
- IRA Charitable Rollover
- Gifts of Real Estate
- Endowments or Fund Establishments

MONTHLY RECURRING GIFTS
Recurring gifts help Texan by Nature increase our impact across the state, and you can increase your impact with automated monthly giving! Monthly givers receive special perks, such as:

- A free TxN Bumper Sticker, just for signing up for recurring donations!
- Early access to registration for TxN Events
- Automated tax receipts, as well as a cumulative receipt at the end of each year

ONE TIME DONATIONS
Gifts of any size help Texan by Nature, and we’re incredibly grateful to our partners of all sizes. One time donations help us support projects big and small, ensure we achieve our mission, and contribute to sustaining Texas’ natural resources, people, and economy for generations to come.

EVENT UNDERWRITING
CONSERVATION WRANGLER SUMMIT
Our annual Conservation Wrangler Summit and Celebration could not take place without the generous support of our sponsors. If you’re looking for a way to make a big impact and reach both business and conservation audiences, contact Texan by Nature today to discuss the opportunities!

BUSINESS LEADERSHIP ROUNDTABLE
The team at Texan by Nature works hard to ensure the businesses responsible for the prosperity in Texas are at the table when it comes to discussing sustainable solutions for conservation issues in Texas. Held across major cities, including Dallas, Austin, San Antonio, Houston, El Paso, and Midland, these roundtables bring together high level leadership from businesses across multiple industries to discuss ideas and map next steps.

Support from sponsors helps Texan by Nature ensure the event is as productive as possible. Sponsors will be listed on all event materials, including invitations and day-of signage, as well as post-event summary documents. Contact us today to discuss supporting a leadership roundtable!

PROJECT SPONSORSHIP
Is there a Conservation Wrangler, TxN Certification, or Symposia Topic that speaks to you? Texan by Nature works hard to find additional connections and supporters for our conservation partners, and we know they would be grateful for your support.

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