2019 Annual Report

TEXAN by NATURE™

2019 Annual Report
WHO WE ARE

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

WHAT WE DO

We bring conservation and business 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, TxN 20 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. Texan by Nature makes a unique positive impact by:

• Connecting: We connect people and projects with the resources they need to make a significant impact. Our leadership and extensive partner network allow us to facilitate innovative new investments and research in Texan-led conservation.

• Communicating: We communicate the importance and impact of Texan-led conservation. Building on the incredible platform our founder Mrs. Laura Bush has developed, we tell our partners’ success stories and work to touch the hearts and minds of all Texans, from schoolchildren to business leaders.

• Catalyzing: We quickly mobilize resources to support exciting conservation projects in their most critical stages of development.

WHY WE DO IT

As Texans, it’s in our nature to take care of the wildlife, native habitat, and natural resources that help our economy thrive and help define our identity as Texans. In 2011, Texan by Nature’s founders saw there was great conservation work taking place across the state, but a lack of partnerships and data-based approaches. In a big state where more than 94 percent of land is privately owned, teamwork and targeted strategies are critical to conservation’s success.

Texan by Nature has a vision to align the broad interests of conservation groups with the resources of businesses, health care institutions, schools, the scientific community, and faith-based organizations. By building on the Texan mindset and combining our respective strengths, we can collectively create a positive impact for Texas’ economy, people, and land for generations to come.
Howdy,

2019 was a big year at Texan by Nature. We launched a new program, the Texan by Nature 20, recognizing industry’s role in conservation across Texas. We also announced a partnership with Fin & Fur Films to bring Texas’ first blue-chip wildlife documentary to you in 2022. Beyond new initiatives, we built upon our Conservation Partner, Conservation Wrangler, Texan by Nature Certification, Leadership Roundtable, Pollinator, and Center for Health & Nature programs. Your partnership from financial to time to mindshare is incredibly appreciated in making 2019 our best year yet. With your continued support, we have a tremendous year of impact planned in 2020:

- 3rd Annual Conservation Summit & Celebration - October 27, 2020
- Leadership Roundtables in Cities Across Texas
- Increased Industry Participation in Conservation - 4X Growth Goal
- Expanded TxN Certification Opportunities
- Continued Conservation Wrangler Impact
- 2nd Annual TxN 20
- Health & Nature Symposium - October 7, 2020
- Exciting New Metrics, Frameworks, and Partner Initiatives!

In 2019 I had the opportunity to share thoughts on the future of conservation and I expanded on the need for collaboration. Our goals and vision for 2020 will only come to fruition with deep collaboration across conservation, community, and industry. I believe that we can double the resources into conservation and quadruple positive impact across people, prosperity, and natural resources with the collaboration Texan by Nature drives through our programs and vision. I’m excited for you to be on this journey with us and applaud you for your commitment to conservation.

Thank you for being Texan by Nature.

Joni B. Carswell
President & CEO
Texan by Nature

“The people and the land are what make Texas great. When they are working in harmony, everyone benefits.”

—Mrs. Laura Bush
Founder, Texan by Nature; Former First Lady of the United States

Mrs. Laura Bush at the Conservation Wrangler Summit & Celebration, 2019
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 — an accelerator for the project. Conservation Wrangler projects demonstrate tangible returns for people, prosperity, and natural resources — a positive and beneficial Return on Conservation.

Each year, a selection committee assesses 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, etc. The Conservation Wrangler program proves that collaborative partnerships for conservation yield great benefits — for our natural landscapes, native plants and wildlife, our economy, and for everyone involved.

Friends of RGV Reef

2019

CONSERVATION
WRANGLER
PROJECTS IMPACT

PEOPLE

TEXANS ACROSS 54 COUNTIES
(total of 111 since 2018)

PROSPERITY

$163.7 MILLION in economic benefit
**GRASSLAND RESTORATION INCENTIVE PROGRAM**

The Grassland Restoration Incentive Program (GRIP), administered by the Oaks and Prairies Joint Venture (OPJV), is a voluntary, landowner cost-share incentive program that pairs landowners in target counties with wildlife biologists and land management experts, developing long-term solutions to creating healthier habitat for grassland birds. Additionally, the projects provide improved habitat for pollinators, as well as ecosystem services benefits through carbon sequestration, stormwater management, and more. OPJV is seeking assistance with marketing and outreach, exploring new funding avenues and business partnership opportunities, and increasing communication capacity to wider audiences.

**OYSTER SHELL RECYCLING PROGRAM**

The Galveston Bay Foundation (GBF) Oyster Shell Recycling Program reclaims shucked oyster shells from local seafood restaurants for reuse as reef material. The shells are collected and transported by GBF staff to upland storage sites where they are sun-cured for a minimum of six months before they are returned to the bay via shoreline protection projects, reef creation projects, or volunteer oyster gardening. As oysters establish and develop into larger reef complexes, they provide homes for hundreds of aquatic species, filter water, and stabilize shorelines, providing immense value to the communities nearby. GBF seeks increased funding, restaurant participation, additional storage sites for shell curing, fleet vehicles and equipment to expand operations, and greater public awareness.

**TEXAS PRAIRIE WETLANDS PROJECT**

The Ducks Unlimited Texas Prairie Wetlands Project (TPWP) works with private landowners to restore, enhance, and protect wetland habitat on private lands in 28 counties along the Texas Gulf Coast. These projects continually expand available habitat for waterfowl, as well as increase ecosystem services benefits for coastal residents through water filtration, carbon sequestration, and floodwater retention. TPWP provides cost-share assistance to private landowners for improvement projects and other infrastructure developments. Ducks Unlimited’s partner groups provide technical advice and construction management services to help ensure quality control and long-term structural integrity of these projects. Ducks Unlimited seeks increased landowner participation, increased corporate participation from coastal landowning businesses, increased public awareness, and additional funding.

---

**2019 Conservation Wrangler Projects**

- **450+ SPECIES**
  - Grassland birds (GRIP)

- **2,000 FEET**
  - Shoreline (Oyster Recycling)

- **4.5 MILLION DUCKS**
  - (TPWP)
EL PASO WATER

Decades ago, El Paso grappled with water security concerns, forcing El Paso Water to become innovative in both water resource planning and conservation. This has resulted in successfully reducing per-person residential water use by 35%. To continue efforts to incentivize water conservation, El Paso Water created the Certified Water Partner Program. The program targets commercial and institutional customers to increase awareness of water conservation practices and recognize businesses who implement them. The utility’s water conservation strategies and collaboration with both businesses and the community will benefit the more than 800,000 people living in El Paso County by reducing operating costs and pushing back the need to construct a near-billion dollar water importation project to 2050, which in turn will save tax-payers money. El Paso Water seeks media partnerships with local and broader outlets to highlight the Certified Water Partner Program and those involved.

TRINITY RIVER PADDLING TRAIL

Trinity Coalition is increasing river access by assembling a contiguous 130-mile Trinity River Paddling Trail that will provide countless recreation and education opportunities and foster stewardship by increasing public awareness about the importance of the Trinity River and its associated ecosystems. While the water quality conditions of the river have improved, there is still much that can be done to ensure a clean and healthy river remains for generations to come. Trinity Coalition’s future plans for the Trinity River Paddling Trail include receiving the National Park Service’s National Trail Designation and extending the paddling trail along the entire length of the Trinity River to its terminus at Galveston Bay and the Gulf of Mexico. Trinity Coalition seeks partners, volunteers, and financial support to sustain two river-based staff members, organizational operations, volunteers days, water quality monitoring, educational materials, marketing resources, and paddling excursions.

FRIENDS OF RGV REEF

The 1,650-acre Rio Grande Valley Reef is the largest artificial reef off the Texas coast and contains the only industrial-scale nursery reef in the Gulf of Mexico. Historically, low-relief nursery reef has been valuable habitat for juvenile Red Snapper and other reef inhabitants. However, low-relief reef material has been severely degraded by trawl fishing in recent decades, drastically reducing juvenile snapper survivorship and recruitment. Since 2014, Friends of RGV Reef (FoRGVR) has been combating reef loss by deploying artificial reefing materials of different concentrations and sizes, such as donated concrete railroad ties. Diverse, complex reef substrate can provide habitat for snapper of all ages and sizes, in addition to habitat for hundreds of other species of fish, invertebrates, and the endangered Kemp’s Ridley turtles that frequent the reef. FoRGVR seeks research and education partners, material donations, and financial support to cover marine transport costs and to support staffing, marketing, and operational costs.

The event brought together over 200 Texas leaders to engage in thought-provoking dialogue 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. New connections were made at the summit resulting in replication of projects and broadening of partnerships across Texas and beyond. The event culminated in the celebration of the 2019 Texan by Nature Conservation Wrangler projects.

SUMMIT RESULTS

6 AVERAGE NEW CONNECTIONS MADE PER ATTENDEE

100% OF ATTENDEES
- LEARNED NEW INFORMATION
- PLAN TO ATTEND IN 2020
- EXCEEDED EXPECTATIONS

SUMMIT

The event brought together over 200 Texas leaders to engage in thought-provoking dialogue 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. New connections were made at the summit resulting in replication of projects and broadening of partnerships across Texas and beyond. The event culminated in the celebration of the 2019 Texan by Nature Conservation Wrangler projects.

SUMMIT RESULTS

6 AVERAGE NEW CONNECTIONS MADE PER ATTENDEE

100% OF ATTENDEES
- LEARNED NEW INFORMATION
- PLAN TO ATTEND IN 2020
- EXCEEDED EXPECTATIONS

ATTENDEE REFLECTIONS

“[Texan by Nature’s role in conservation is] to create balance between nature and business prosperity by showcasing innovative approaches to conservation being led by Texas businesses and conservationists.”
—Robert Horton, Dallas-Ft. Worth International Airport

“TxN is a great effort to organize and highlight a variety of environmental accomplishments across the entire state, bringing together local initiative with corporate and agency partners to address local, regional, and statewide conservation issues and needs.”
—Todd Merendino, Ducks Unlimited

“Simply put, it’s conservation collaboration... I love it!”
—Jay Gardner, Coastal Conservation Association
Texan by Nature Certification provides Texas employers, organizations, and individuals with recognition for meaningful conservation efforts. Qualifying projects are data based, successfully and positively involve or impact Texas’ people, produce economic prosperity, and conserve or restore natural resources. TxN Certified projects act as models for others to learn from and replicate. Applications are accepted throughout the year.

2019 TxN Certifications IMPACT

PEOPLE

7.1 Million Texans

PROSPERITY

$11.9 Million invested in conservation

NATURAL RESOURCES

7,176,069 acres
647 Million gallons of water conserved
24 Million pounds of plastics recycled
Worked with 3 endangered species
5.6 tons of soil conserved from erosion
Thousands of milkweeds planted
Light pollution reduced

Pollinator habitat on private land in McGregor, Texas

Baylor University Move In – Move Out

Wild Adventure Outfitters
Launched in 2018 as a result of the 2016 Health and Nature Symposium, the Center for Health & Nature is a partnership between Texan by Nature, Houston Methodist Hospital, and Texas A&M University.

The Center for Health & Nature publishes research outcomes and provides actionable guidance to clinicians, conservationists, policymakers, as well as, business and community leaders. The Center’s vision includes the implementation of evidence-based health and nature programs to complement the full continuum of health and healthcare: prevention, treatment, and recovery. The Center for Health & Nature partners with researchers around the globe through its Fellows program to drive collaborative research and realize programs and results.

In 2019, the Center for Health & Nature hosted a symposium at Houston Methodist hospital with 190 in attendance. Attendees represented conservation, medicine, research, city leadership, industry, and academia. The symposium covered a wide range of research and topics including designing systems to prevent physician and nurse burnout, assessing long-term exposure to urban nature, and why nature makes us happier, healthier, and more creative. Four pilot proposals were introduced to be funded through the Center which ranged from virtual reality gardening and stress prevention for oncology patients to urban green (Infra)structure for pedestrian health to influences of virtual window on hospital patients’ and caregivers’ health & well-being. Results of the pilot research will be presented at future symposia.

Launched in 2018 as a result of the 2016 Health and Nature Symposium, the Center for Health & Nature is a partnership between Texan by Nature, Houston Methodist Hospital, and Texas A&M University.

In 2018 and 2019 we invited business leaders in major Texas metropolitan centers to the table to discuss public-private partnership, their companies’ role in conservation, and how their company is measuring and reporting on Return on Conservation. Leaders shared how they’re thinking about Texas conservation as part of their brand, as a beneficial component of profitability, and their role in the community. We are excited to continue the Leadership Roundtables in 2020 in a city near you. Based on roundtable discussions and requests for examples of businesses leading conservation and sustainability efforts, an idea was born in late 2018: The Texan by Nature (TaN) 20.

BUSINESS LEADERSHIP ROUNDTABLES

Texan by Nature brings business and conservation together.

In 2018 and 2019 we invited business leaders in major Texas metropolitan centers to the table to discuss public-private partnership, their companies’ role in conservation, and how their company is measuring and reporting on Return on Conservation. Leaders shared how they’re thinking about Texas conservation as part of their brand, as a beneficial component of profitability, and their role in the community. We are excited to continue the Leadership Roundtables in 2020 in a city near you. Based on roundtable discussions and requests for examples of businesses leading conservation and sustainability efforts, an idea was born in late 2018: The Texan by Nature (TaN) 20.

The TxN 20 serves as inspiration and example for leaders and efforts across Texas and beyond. To select the 2019 TxN 20, the TxN Team evaluated submissions as well as conducted independent research across 2,000 publicly traded and private companies within 10 industry sectors. All companies were evaluated on a 14-point scoring system to narrow down the list of the top 50 companies in Texas. A selection committee of top industry leaders was formed to evaluate the top 50 companies and select the final 20 companies for the TxN 20. The 2019 TxN 20 was featured in the December issue of Texas Monthly.

**2019 TxN 20 HONOREES**

1. American Campus Communities  
2. Apache Corporation  
3. Austin Convention Center  
4. Cactus Feeders  
5. CEMEX  
6. Cirrus Logic  
7. Comerica Bank  
8. Darling Ingredients  
9. Dell  
10. DFW International Airport  
11. Farmer Brothers  
12. Harvest Seasonal Kitchen  
13. H-E-B  
14. King Land & Water  
15. NRG Energy  
16. Parkland Health & Hospital System  
17. Phillips 66  
18. Southwest Airlines  
19. Texas Health Resources  
20. Union Pacific

**Learn more at TXN20.org**

**TxN 20 Selection Committee**

Neal Wilkins, President & CEO, East Foundation  
Darrel Ward, Sr. Vice President of Client Solutions, Dell  
Carlos S wonke, Environmental Affairs Director, TxDOT  
Renee Shippey, Outdoor Programs and Outreach Manager, REI  
Audrey Ponzió, Founder & CEO, APC Collective  
Martha Pincofs, Founder, Waking Giants  
Liza Meyer, Sustainability Director, USAA  
Richard M. Donald, Corporate Director of Environmental Affairs, H-E-B  
Adair Margo, First Lady of El Paso and Founder, Tom Lea Institute  
Devín Hotzel, Manager of Public Affairs and Stakeholder Engagement, Enbridge  
Regan Gammon, Board Member, Texan by Nature  
Michael Dorf, Communications and Public Affairs, Raytheon  
Matthew Crommert, Director, Lyda Hill Foundations & LH Capital  
Edward Craner, Senior Vice President of Strategy & Marketing, Holt CAT  
Joe Craf ton, Principal, Wingshooter Investments  
Elizabeth Cole, Practice Manager, McKinsey & Company  
Stoney Burke, Public Policy, Amazon Web Services  
Brett Burgess, Senior Vice President & Chief Product Officer, Sabre Travel Network  
Scott Brown, President, Texas Monthly
We are excited to be the primary sponsor for *Deep in the Heart*, a Fin & Fur Film coming to a screen near you in Summer of 2022, with filming taking place 2019-2021 across the Lone Star State.

*Deep in the Heart* will be the first blue-chip wildlife documentary ever produced about our beloved Texas. The film will celebrate our many conservation success stories while showcasing some of our most important ecological issues through the eyes of wildlife and wild places. Imagine *Planet Earth*... but in Texas! Through narration, humor, and state-of-the-art cinematography, it will showcase approximately twenty wildlife species ranging from the iconic bison to the mysterious ocelot. The feature-length film will begin in the high plains and peaks of West Texas, flow through diverse ecoregions along our many river systems, and conclude along the bays and estuaries of the Gulf of Mexico. *Deep in the Heart* aims to inspire Texans to conserve our remaining wild places, to show the connectivity of water and wildlife, and to recognize Texas’ conservation importance on a continental scale. Learn more at DeepInTheHeartWildlife.com

---

**POLLINATOR INITIATIVES**

In 2017 Texan by Nature hosted a monarch symposium bringing over 200 leaders together from 80 different organizations. The symposium launched a 15 member working committee that ultimately worked on a pollinator state plan for Texas. Learnings from the working committee launched an additional, broader pollinator effort to understand seed supply and demand, landowner engagement, and industry opportunity. In 2019 Texan by Nature partnered with EOG Resources to explore these issues and deliver best practices. The project was launched with a roundtable in February 2019 with 75 leaders in attendance representing landowners, seed experts, seed suppliers, industry, attorneys, and conservation groups.

The Restoring Pollinator Habitat in rights-of-way project will create 350 acres of native pollinator habitat by reseeding EOG Resources pad sites and pipelines with native grasses and nectaring plants, creating a connective patchwork of habitat for the monarch butterfly and other pollinators, as well as upland game bird species such as bobwhite quail. The result of these efforts thus far is a network of landowners actively engaged in creating native pollinator habitat. These landowners have seen firsthand the benefits of native habitat and are primed to expand efforts on their land beyond right-of-ways and other areas impacted by oil and gas exploration. In 2019, 50 acres were restored to native habitat.
In 2019, Texan by Nature partners and supporters contributed $1.15M to positively impact people, prosperity, and natural resources in Texas.

2019 was an investment year for Texan by Nature with the launch of two new initiatives including the Texan by Nature 20 and fiscal sponsorship of the Deep in the Heart film. These new initiatives paired with our TxN Conservation Wrangler and TxN Certification programs along with events including Center for Health & Nature Symposium, Annual Conservation Wrangler Summit, and Leadership Roundtables accounted for expenses totaling $1.44M. In 2020, we plan to build upon the impact and excitement these programs and events garnered in 2019.

**INCOME AND SPEND**

**FUNDS RAISED**
- TOTAL: $1,154,467 ($1.15M)
- SPONSORSHIPS: $955,450 (82.8%)
- CONTRIBUTIONS: $105,942 (9.2%)
- GRANTS: $65,222 (5.6%)
- TICKETS: $210,000 (18%)
- TxN STORE: $4,704 (0.4%)
- GIFTS IN KIND: $2,149 (0.2%)

**FUNDS SPENT**
- TOTAL: $1,439,764 ($1.44M)
- DEEP IN THE HEART: $386,303 (27%)
- CONSERVATION WRANGLER: $374,738 (26%)
- TxN 20: $212,237 (15%)
- OPERATIONS: $185,888 (13%)
- TxN CERTIFICATION / PARTNER DEVELOPMENT: $97,916 (7%)
- CENTER FOR HEALTH & NATURE: $88,988 (6%)
- POLLINATOR INITIATIVE: $77,522 (5%)
- BUSINESS LEADERSHIP ROUNDTABLES: $16,173 (1%)
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.

MISSION PARTNERS

- Apache
- BAE Systems
- EOG Resources
- Houston Methodist
- Lyda Hill Philanthropies
- Marathon
- Phillips 66
- Pioneer Natural Resources
- The Pine Foundation
- Texas Monthly
- Tito’s Handmade Vodka
- WPX Energy
- XTO Energy

INDIVIDUAL DONORS

- President and Mrs. George W. Bush
- Robert Clay
- Dr. Donald & Kathryn Counts
- Joe & Amy Crafton
- Nick Groves
- Regan & Billy Gammon
- Karen Hixon
- Ray & Becky Ingle
- Carolyn & David Miller
- Don Stevenson & Cynthia Pickett-Stevenson
- Rod Sanders
- Ann Trammell
- Deedie Rose
- Darrel Ward
- Caesar Kleberg Foundation for Wildlife
- East Foundation
- Friedkin Foundation
- King Land and Water
WHO WE ARE

2019 BOARD OF DIRECTORS

FOUNDER
Laura Bush

CHAIRMAN
Neal Wilkins

VICE CHAIRMAN
Cynthia Pickett-Stevenson, J.D

TREASURER
Regan Gammon

SECRETARY
Tamara Trail

FORMER CHAIRMAN
Tina Buford

MEMBERS
Katharine Armstrong
Dr. Marc Boom
Joe Crafton
Ray Ingle
Elaine Magruder
Carolyn Miller
Greg Schildwachter

FOUNDING DONORS

Ramona and Lee Bass
Brigid Cockrum, The Pine Foundation
Dr. Donald and Kathryn Counts
Enterprise Products Partners L.P.
EOG Resources, Inc.
Miss Lyda Hill
Karen and Tim Hixon
Houston Methodist
Carolyn and David Miller
John Nau
Jan and Trevor Rees-Jones
Deedie and Rusty* Rose
Rees-Jones Foundation

STAFF

PRESIDENT & CEO
Joni Carswell

PROGRAM MANAGERS
Jenny Burden
Christie Cowan
Taylor Keys

GIS AND
PROJECT MANAGEMENT
Amy Snelgrove

PROJECT DEVELOPMENT
Matt Wagner

MARKETING AND PR
APC Collective

ADVISORY COUNCIL

Matthew Bentley
Sallie Bentley
Stoney Burke
Elizabeth Cole
Michael Dorff
Norman Roy Garza, J r.

Representative Mary E. Gonzalez
Ben Masters
Ilissa Nolan
Marissa Patton
Darrel Ward
WAYS TO GIVE

Help Texan by Nature accelerate the pace of conservation, leaving Texas with a legacy of healthy landscapes, waterways, wildlife, people, and prosperity.

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

INDIVIDUAL DONATIONS
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. Additional individual ways to give include:

• Designate Texan by Nature as your chosen charity for Amazon Smile
• Link Texan by Nature to your Randalls/Tom Thumb card with the Good Neighbor Program (#14071)

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. Anytime is a good time to 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

EVENT UNDERWRITING
CONSERVATION WRANGER 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. Held across major cities, including Dallas, Austin, San Antonio, Houston, El Paso, and Midland, these roundtables bring together high-level leadership from multiple industries to discuss ideas and map next steps.

UNDERWRITER BENEFITS
Sponsors receive a variety of benefits. Examples of benefits include:

• Recognition on the Texan by Nature website as a Sponsor
• Feature article on our Business Partner page detailing your conservation projects (developed by TxN)
• Inclusion as a sponsor at our annual Conservation Wrangler Summit and Celebration
• Recognition as the sponsor in any event-related invitations, materials, and follow-ups (including any local earned media)

PROJECT SPONSORSHIP
Is there a Conservation Wrangler, TxN Certification, or Symposium 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.

MISSION SPONSORS AND MAJOR GIFTS
Learn more about making a gift that will have an impact as big as the Lone Star State!

DONATE TODAY
ONLINE
www.texanbynature.org/donate

BY PHONE
512-284-7482

BY MAIL
Texan by Nature
3500 Jefferson Street, Suite 301
Austin, TX 78731