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 yield a positive Return on Conservation for people, prosperity, and natural resources. We achieve our goals through our Conservation Partner program, Texan by Nature Certification program, Conservation Wrangler program, Symposia series, and Texan by Nature 20.

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,

2020 turned out to be significantly different than any of us imagined, however, I’m incredibly proud of the progress and impact our team and partners achieved. We continue to partner deeply with conservation groups and businesses alike, acting as an accelerator for conservation and a strategic partner for business. Throughout 2020 we continued to expand our efforts and reach, resulting in impact touching 25% of Texans, 20 million acres, and all of Texas’ 254 counties. Prior to the pandemic, we had a conservation learning session in Midland which spurred new involvement in dark skies and water conservation as well as new partnerships for Texan by Nature. As 2020 progressed, we launched our membership program, added two board members, introduced a virtual series focused on the future of conservation, and developed several resources for our Conservation Partners including program promotion and best practices for fundraising and marketing. Beyond new initiatives, we built upon our Conservation Partner, Conservation Wrangler, Texan by Nature Certification, Texan by Nature 20, Pollinator, and Center for Health & Nature programs. Your partnership from financial to time to mindshare is incredibly appreciated in helping us exceed our 2020 goals. With your continued support, we have a tremendous year of impact planned in 2021:

- Virtual Series Continuation
- Rescheduled Annual Conservation Summit & Celebration - April 20, 2021
- Increased Industry Participation in Conservation - 4X Growth Goal
- Expanded TxN Membership and Custom Project Opportunities
- Continued Conservation Wrangler Impact
- 3rd Annual TxN 20
- 4th Annual Conservation Summit & Celebration - November 3, 2021
- Health & Nature Symposium - December 8, 2021
- Quarterly Partner Meetings
- DEI Resource Introduction
- Launch of the Sustainability Fund
- Exciting New Metrics, Frameworks, and Partner Initiatives!

Though collaboration looked drastically different in 2020, Texan by Nature brought partners together and served Texans in new ways. As we celebrate our 10th anniversary in 2021, we have plans to accelerate our model and impact. We ultimately want to see every Texan, every business, every community, every organization participating in conservation. Our goals and vision 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.

Yours in Nature and Health,

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
Texan by Nature Conservation Wrangler is a catalyst program that accelerates the very best Texan-led conservation projects occurring in the state. Selected projects are science-based and demonstrate a positive Return on Conservation for people, prosperity, and natural resources.

Texan by Nature’s Conservation Wrangler program is made possible due to support from program and project sponsors. Their dedication to conservation allows Texan by Nature to support selected projects in a myriad of ways, amplifying & accelerating their impact across the state of Texas. The 2020 Conservation Wrangler program was proudly sponsored by Enbridge. While postponed until April 2021, Texan by Nature also recognizes the incredible support of HEB and Dell, platinum sponsors of the 2020 Conservation Wrangler Summit and Celebration.

2020
CONSERVATION WRANGLER PROJECTS IMPACT

PEOPLE

7.9 MILLION TEXANS

PROSPERITY

$2 BILLION
in economic return

NATURAL RESOURCES

20 MILLION ACRES
11.6% of Texas’s 171,902,000 acres
2020 Conservation Wrangler Projects

**EXPLORATION GREEN**
In Southeast Houston, dedicated groups are transforming a defunct golf course into an innovative stormwater detention center and green space. Exploration Green provides an integrated, natural solution for catastrophic seasonal flooding holding up to **500 million gallons of stormwater** while also serving as a nature preserve and recreation area. Near NASA Johnson Space Center, this **200-acre urban green space** provides the community with countless opportunities to explore, offering **40 acres of both wetlands and permanent detention lakes**, home to over **1,000 native species**. Exploration Green’s vision is to broaden awareness and encourage replication for similar projects. Texan by Nature will develop a model framework and case study of Exploration Green to spur replication efforts.

*This Conservation Wrangler project was proudly sponsored by Phillips 66.*

**TRINITY RIVER CREW**
Trinity River Crew (TRC) is an annual seven-week joint Conservation Corps program of Groundwork Dallas (GWD) and Trinity Park Conservancy (TPC). This program provides meaningful, paid conservation work experience, education, leadership skills, and professional development training to high-potential youth from historically marginalized areas along the Trinity River. TRC educates and inspires the next generation of environmental leaders while enhancing conservation efforts throughout **10,000 acres of the Trinity River Corridor** that benefits over 1.3 million people in Dallas. Texan by Nature is working with TPC and GWD to convene local partners, develop a management plan, increase awareness, establish and steward new relationships with schools and conservation partners, and create a case study on a collaborative volunteer model.

**RESPECT BIG BEND**
Respect Big Bend (RBB) is a collaborative coalition, conceived and launched by the Cynthia and George Mitchell Foundation. RBB brings together government, philanthropy, communities, academia, landowners, and industry leaders as part of a regional stakeholder process focused on responsible energy development in the Greater Big Bend Region. RBB’s goals are to educate, inform, and provide resources to all stakeholders with the goal of avoiding, reducing, and mitigating impacts on communities, land and water. The project area supports more than **2,000 plant species, 500 bird species, 170 reptile and amphibian species, and 120 mammal species**. Texan by Nature is assisting RBB with strategy, marketing, and communications, working with RBB to increase community and industry support, increase awareness, and share best practices.

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**NATURAL RESOURCES**

**$300 MILLION**
in flood damage mitigated in every 500-year event

**1.3 MILLION PEOPLE**
in DFW benefit from a healthy Trinity River

**31,748 SQUARE MILES**
to be impacted by RBB’s conservation plan
**PASO DEL NORTE TRAIL**
The Paso del Norte Trail (PDN Trail) is a community-driven, collaborative effort to develop a county-wide trail in El Paso County. The roughly 68-mile span of the PDN Trail is divided into five distinct districts, and provides essential connections for community members to businesses, attractions, parks and outdoor spaces, and downtown areas. The goal of PDN Trail is to create a regionally significant landmark that promotes active transportation, preserves the history and culture of the region, highlights the Rio Grande river, supports economic development and ecotourism, provides educational and volunteer opportunities, and makes healthy living the easy choice for the unique, binational community of El Paso. Texan by Nature is assisting with efforts to expand support of the trail throughout the community, including local business and industry leaders, by demonstrating the positive economic and environmental benefits of trails, ensuring the PDN Trail fulfills their vision.

**TEXAS CHILDREN IN NATURE**
Texas Children in Nature (TCiN) is a collaborative network of over 500 partners dedicated to connecting children with nature in Texas. TCiN’s mission is to ensure equitable access and connection to nature for children in Texas. To achieve this mission, TCiN drives collaboration within its statewide network to provide better access to resources, best practices, and nature-based programming. Through their collaborative efforts, they aim to create the next generation of nature-minded Texans. Texan by Nature is working with TCiN to become the linchpin for all Texas-based children in nature initiatives. To achieve this, Texan by Nature is supporting efforts in strategic planning, partner data capture and collaboration, and impact measurement.

This Conservation Wrangler project was proudly sponsored by Phillips 66.

**TEXAS BRIGADES**
Texas Brigades provides natural resource-focused leadership development programs for youth. Their mission is to educate and empower youth with leadership skills and knowledge in natural resources to become the next generation of conservation leaders. They achieve this mission through their three programs: Experiences, Summer Camps, and WILD. Texan by Nature is working with Texas Brigades to broaden their programmatic scope. With a vision to diversify the future generation of conservation leaders, TB is now engaging new regions, volunteers, and participants. Texan by Nature is also helping Texas Brigades capture short- and long-term program impacts.

**NATURAL RESOURCES**

- **68 MILES OF TRAIL**
  connected in El Paso County, New Mexico, and Mexico

- **23 SCHOOLYARD HABITATS**
  created by TCiN Regional Collaboratives to date

- **8 ANNUAL CAMPS**
  focused on conservation education throughout the state
**Conservation Partners**

Texan by Nature connects conservation organizations with the resources and relationships they need to extend their initiatives’ impact.

Our conservation partners gain access to a statewide network of conservation organizations, businesses, researchers, and other like-minded organizations. The goal of our Conservation Partner program is to create and increase collaborative partnerships that benefit Texas’ land, people, and economic prosperity. Texan by Nature assisted 84 Conservation Partners in 2020. New partners included Heard Natural Science Museum & Wildlife Sanctuary, Houston Parks Board, Keep Texas Beautiful, Memorial Park Conservancy, Pease Park Conservancy, Phil Hardberger Park Conservancy, Pines and Prairies Land Trust, Soil Regen, Texans United for Environmental Justice & Conservation, and Texas Water Trade.

Services provided to our conservation partners included:
- TxN website inclusion on the Conservation Partner page
- Monthly event/media round-up promoting Conservation Partner events/news items throughout Texas’ media
- On-going promotion via social media, blogs, newsletter
- Guidance on marketing and communications
- Connections to conservation organizations and businesses
- Resource guides: fundraising, DEI, social media
- Inclusion in virtual conservation resources repository initiated at the start of COVID-19 providing the public with ways to engage with the conservation community and spend time in nature
- K-12 social media toolkit created in partnership with TCiN, TPWD, and TFS

“Texan by Nature has provided invaluable expertise and guidance for our fundraising and outreach efforts. Our dedicated volunteers feel these areas leaped forward by 3 years or more due to the catalytic impacts of the Conservation Wrangler program. Thanks, Texan by Nature!”

—Frank Weary, Executive Board Member, Chairman, Exploration Green Conservancy

Partner Feedback

“Texan by Nature has been a great help to our new and growing organization. As a small non-profit with only two staff, the support that Texan by Nature provides — such as best practices around marketing and social media, the community outreach calendar, fundraising tips and grant research, and the opportunity to attend conferences and networking opportunities — are all invaluable. Joni and her team are also easily accessible for advice and wise counsel. We appreciate their recognition of the work we are doing to protect the Comal Springs in New Braunfels and their continued support to expand our positive impact on conservation efforts in the Hill Country.”

—Nancy Pappas, Managing Director, Headwaters at the Comal

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2020 Progress and Accomplishments

- 10 new partners added
- 70% of partners participated in the monthly event/media round-up more than once
- 548 media items submitted by partners
- 172 calendar listings resulting from TxN’s media outreach
- Over 47M media impressions from calendar listings

Texan by Nature sincerely thanks Lyda Hill Philanthropies for their sponsorship of the 2020 Conservation Partner program.
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. In 2020, Texan by Nature certified 27 new projects!

2020 TxN CERTIFICATIONS IMPACT

- **People**: 2.1 Million Texans
- **Prosperity**: $18.7 Million invested in 2020 projects
- **Natural Resources**: 11.5 Million acres impacted

6 Million gallons of water flowing through Comanche Springs (Texas Water Trade)

10+ Species of Greatest Concern including Monarch Butterflies, Texas Horned Lizard, Loggerhead Shrike, and Longleaf Pine conserved

Partner Feedback

“Supporting the Texan by Nature mission to bring conservation and business together directly aligns with BAE Systems’ desire to have a positive economic, environmental and social impact in the communities where we do business. Supporting the causes that have meaning to our business and the communities in which we operate is important to us. In supporting Texan By Nature, we are able to reflect the “Texan” cultural values of the employees at the Austin Campus who appreciate considering the environment and Texas in all that we do from product development to facilities operations. It is safe to say that at BAE Systems, we are PROUD to be a Texan by Nature!”

—BAE Systems
The TxN 20 recognizes and showcases the best conservation efforts coming from Texas-based businesses advancing innovation, commitment, and best practices in conservation and sustainability.

The TxN 20 serves as inspiration for leaders across Texas and beyond. To select the TxN 20, the TxN Team evaluated submissions as well as conducted independent research across 2,000+ of Texas’ publicly-traded and private companies within 12 industry sectors. All companies were evaluated on a 17-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 finalist companies for the TxN 20. The 2020 TxN 20 was featured in the December issue of Texas Monthly.

Texan by Nature is grateful for the support of Marathon Petroleum Company, who underwrote the publication of the Texan by Nature 20, allowing these shining industry examples to be shared to an even wider audience!
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.

We are excited to be the nonprofit 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.

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 for Health & Nature partners with researchers around the globe through its Fellows program to drive collaborative research and realize programs and results.

The Center for Health & Nature hosted a virtual symposium on October 7, 2020, focused on Collaborating for a Healthier Future. The event was broken into three panels of research and discussion: clinical solutions, nature in communities, and workplace opportunities. Each panel highlighted research showing the positive effects nature has on patients and caregivers, our communities, and the places we work. The symposium concluded with a vision panel that discussed the future of research, current gaps, and the need for behavioral change. The next symposium will be held in December 2021.

**UPCOMING INNOVATIVE RESEARCH**

- **Nature-Based Climatic Responsive Community Planning and Design**: Promoting Thermal Health Under Future Climate Predictions
- **Grow It Yourself**: The Effect of Hydroponic Vegetable Gardening on Improving Quality of Life in Cancer Patients and Their Caregivers
- **Developing Health Behavior Change Scales for Health & Nature**
- **Houston Parks Board Retrospective Study**: CHN was awarded a grant to conduct a retrospective study evaluating existing health data to determine the impact the Bayou Greenways initiative has had on adverse health events in the areas surrounding the paths and trails. This study is underway with results expected in December.

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.
A large-scale opportunity exists within rights-of-way owned by the oil and gas industry. Texan by Nature is working with EOG Resources, Inc. to create 350 acres of native pollinator habitat on EOG downsized pad sites and pipeline rights-of-way. This project will not only create habitat but will serve as an example and catalyst for other partnership initiatives. In addition to the 350 acres of pollinator habitat, this project is working to make native habitat on rights-of-way a standard operating procedure not only for EOG, but for all industry peers as well.

**2020 PROGRESS & ACCOMPLISHMENTS**

Through collaboration with the seed industry, conservation agencies, and landowners, EOG has continued to seed selected pad sites and flowlines with native pollinator habitat—planting a total of 86 acres to date. We continue to work with their operations team to identify future sites as drilling occurs. We are also looking at other opportunities within their operations to achieve our remaining acreage goal as well as manage broader impact opportunities, such as carbon capture, biodiversity, and water conservation.

December 2019 to March 2020
- Made adjustments to seed mixes by soil type
- Began negotiating seed price to ensure best value—reducing the cost of native seed by 44%
- Seeded an additional 30 acres of habitat

March 2020 to December 2020
- O&G production diminished drastically with downturn and pandemic
- Seeded an additional 6 acres of habitat
- Continuing to identify potential sites for planting
- Conducted site visits of all 18 planted sites to monitor progress—over 70% of sites have shown success—we continue to monitor all sites for progress
- Exploring research opportunities for carbon, water, and biodiversity
2020 FINANCIALS

In 2020, Texan by Nature partners and supporters contributed $1.26M to positively impact people, prosperity, and natural resources in Texas.

Our programs accounted for expenses totaling $1.22M. 2020 was a difficult year for conservation non-profits due to the global pandemic. However, Texan by Nature took measures beginning in March 2020 to reduce expenses and launch new revenue streams. These efforts resulted in net positive income of $46K for 2020. We launched our membership program in May 2020 allowing individuals and corporations alike to “join us” on an annual basis. This resulted in over $100K in income for the year and new relationships, such as Sonora Bank, Vulcan Materials, NRG, CapMetro, and many individuals across Texas. Memberships from corporate partners have initiated new projects including community gardens, green infrastructure guides, and best practice guidelines in respective industries. In 2021, we plan to restart our summit series, continue to build our membership program, and offer additional opportunities for every Texan to be involved in conservation.

INCOME AND SPEND

INCOME TOTAL
$1.26M

EXPENSE TOTAL
$1.22M

SPONSORSHIPS
$843,785 / 66.9%
GRANTS
$124,549 / 9.9%
TxN MEMBERSHIP
$105,090 / 8.3%
CONTRIBUTIONS
$103,035 / 8.2%
OTHER
$84,305 / 6.7%
ONLINE STORE
$1,442 / 0.1%

DEEP IN THE HEART
$400,456 / 32.9%
CONSERVATION WRANGLER
$239,270 / 19.7%
OPERATIONS
$188,992 / 15.5%
TxN CERTIFICATION / PARTNER DEVELOPMENT
$162,879 / 13.4%
TxN 20
$162,767 / 13.4%
CENTER FOR HEALTH & NATURE
$35,055 / 2.9%
POLLINATOR INITIATIVE
$26,635 / 2.2%
DONORS

Thank you to each and every partner we have. From members to event sponsors to project and program underwriters, our financial partners enable our work and impact each day.

The following companies, individuals, and foundations supported our work in 2020, enabling us to provide services to conservation partners across the state and achieve impact goals in a very different year.

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WHO WE ARE

STAFF
President & CEO
Joni Carswell
Program Managers
Jenny Burden
Christie Cowan
Taylor Keys

GIS and Project Management
Amy Snelgrove
Matt Wagner
APC Collective

Project Development
Matt Wagner
APC Collective

Marketing and PR

2020 BOARD OF DIRECTORS
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Neal Wilkins
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Dr. Donald and Kathryn Counts
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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

DEI COMMITMENT

Texan by Nature exists to advance conservation. We do this by bringing conservation and business together. We believe in a collaborative model that pushes impact for Texas’ diverse natural resources, our diverse communities, and the state’s economic growth. We believe that ALL Texans deserve access to our wonderful natural resources, and the economic and health benefits they provide. As leaders in conservation across Texas it is our duty to ensure that ALL Texans feel welcome and safe in the great outdoors. We need to reduce barriers that prevent people from entering the conservation space and explicitly invite everyone to come and experience what nature, outdoor activities, and conservation have to offer.

Our team has worked diligently with our 84+ Conservation Partners to compile a diversity, equity, and inclusion (DEI) guide with resources and information to distribute to Texas conservation organizations. This document is a work in process. Through resources such as the DEI guide, we strive to spark new ideas, partnerships, and collaboration that will yield great results. The guide includes information on organizations led by people of color, methods for diversifying the conservation workforce, educational resources for future conservation leaders, and much more. As organizations work toward a more diverse and inclusive future for the outdoors and conservation, there are many opportunities to partner with and honor organizations and leaders who have been focused on these efforts for years. By honoring their work, organizations not only improve their own diversity efforts, but elevate the voices of those who deserve recognition for their leadership and impact. It is our goal to enhance collaborative partnerships that expand successful, proven initiatives as opposed to diluting critical resources for diverse programming in nature.

Though the guide is a resource we are proud to share, it is but one step of many necessary to make the field of conservation more inclusive. Texan by Nature has also taken an internal look at our recruiting and hiring process for staff and board, project selection, and more. Through intentional action, we hope to continue our role among conservation organizations, leading by example and with purpose. Our hope is that the conservation community in Texas will be representative of ALL the Texans that call the wonderful Lone Star state home.
Texan by Nature exists to advance conservation, to inspire every Texan to take part in conservation that benefits our natural resources, health, and economic vitality for generations to come.

We do this by acting as an accelerator for conservation partners and projects and as a strategic resource for industry. We believe that our economy and health are dependent upon our natural resources and that a collaborative effort between industry, community, and conservation is the most expedient and beneficial path to impact.

Supporting Texan by Nature

We know that our quintessential Lone Star Pride is rooted in our connection to our vast, rich landscapes as unique as every Texan. Whether hiking in Big Bend, gazing at the Hill Country wildflowers, enjoying vast grassland prairies, appreciating urban greenspace, or basking in the towering solitude of the Piney Woods, our team believes that it’s in our nature as Texans to take care of the land we love. Texas’s wildlife, native habitat, and natural resources breathe life into our communities and our economy. We invite all who share our commitment to conservation, who want to ensure our natural resources continue benefiting our beloved Texas for future generations, to join us as official members of Texan by Nature!

MEMBERSHIP PROGRAM
All members receive a subscription to our newsletter, invitations to events, opportunities for digital and in person education sessions, special project sneak peeks, partner updates, and more! Members can join starting at $20 annually. Annual members at $1,000+ will receive Conservation Wrangler Summit and Celebration dinner ticket, inclusion in TxN annual membership circle, recognition on our website and in our annual report, as well as a TxN merchandise gift box.

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!

PROGRAM AND PROJECT SPONSORSHIP
Program and project sponsors ensure Texan by Nature successfully moves forward our mission of advancing conservation. Program and project sponsors receive: website logo recognition, social media recognition, special feature blog posts, inclusion in the TxN Annual Report, press release, and TxN-provided impact language for CSR/ESG reporting.

ONLINE
DONATE VIA OUR WEBSITE
TexanByNature.org

AMAZON SMILE
smile.amazon.com
Designate Texan by Nature as your charity of choice!

BY MAIL
MAKE YOUR CHECK PAYABLE TO TEXAN BY NATURE
3500 Jefferson, Suite 301
Austin, TX 78731

Tax ID# 45-1864591

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