Texan by Nature brings conservation and business together to protect what we love most about the Lone Star State.

In Texas, our natural resources are finite, but our ingenuity is infinite. At Texan by Nature, we harness that can-do spirit to take care of the land, water, and wildlife that sustain our state’s people and prosperity. We do this by activating new investments in Texan-led conservation, amplifying and accelerating innovations, and connecting partners to the resources they need to succeed. Conservation is a big, bold job. But Texans are a big, bold people.

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, 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 on Texas’ economy, people, and land for generations to come.
2021, our 10th birthday, was one for the books! Texan by Nature expanded our memberships, grew our Conservation Partner Network, and facilitated two statewide initiatives - Lights Out Texas and the Texas Water Action Collaborative (TxWAC). Throughout 2021 we continued to stretch our efforts and reach, resulting in impact touching 31% of Texans, 355,000 acres, and all of Texas’s ecoregions. In celebration of our 10th birthday, we launched the Sustainability Fund - a special fund that will perpetually underwrite our work with our Conservation Partners, allowing us to continue our efforts to accelerate conservation by providing strategic services to conservation organizations at no charge. In addition, we grew our partner network by 20+ organizations, expanded the resources we share by adding a DEI guide, hosted virtual seminars, and created matching frameworks for project funding. In an effort to standardize and drive deeper attention to impact and return metrics, we launched our Return on Conservation initiative with the goal of reporting the state of Texas conservation return in 2022. 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 2021 goals. With your continued support, we have a tremendous year of impact planned in 2022:

- Increased Industry Participation in Conservation - 4X Growth Goal
- Expanded TxN Membership and Custom Project Opportunities
- Growth of TxWAC initiative to additional river basins
- Continued Conservation Wrangler Impact
- 4th Annual TxN 20
- 5th Annual Conservation Summit & Celebration - November 2, 2022
- Quarterly Partner Meetings
- First State of Texas Conservation Impact Report
- Exciting New Metrics, Frameworks, and Partner Initiatives!

Building on our successes from 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.

The future is big and bright!

CEO, Texan by Nature
Each year, organizations with ongoing conservation projects submit applications to be scored against a wide range of criteria with an emphasis on proven impact. We look for projects that are beneficial to quality of life, economic growth, and natural resources in equal measures. Projects focus on any natural resource such as wildlife, land, and water, and can encompass any Texas geography from urban to rural. We select up to six Conservation Wrangler projects to support with program management, strategic planning, marketing messaging, metrics capture and analysis, professional content production, and partnership development – whatever is needed to accelerate the project. Texan by Nature publicly announces projects annually on April 1st and also highlights the projects at the esteemed annual Conservation Summit and Celebration.

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 2021 Conservation Wrangler program was proudly sponsored by Enbridge. Texan by Nature also recognizes the incredible support of H-E-B, platinum sponsor of the 2021 Conservation Wrangler Summit and Celebration.
**AUDUBON TEXAS**

Audubon Texas, a state program of the National Audubon Society, has been active across Texas and on the coast protecting wildlife, conserving habitat, and inspiring environmental stewardship through outreach and education since 1923. Today, Audubon, along with the support of valued partners, manages 177 islands along the Texas coast, including twelve islands within Matagorda and San Antonio Bays. Constructed from dredge spoils in 1962, Chester Island, a 73-acre rookery island in Matagorda Bay, is actively stewarded by Audubon and hosts around 20,000 breeding pairs of at least 18 species every year. Audubon Texas plans to partner with local communities, businesses, and industry partners in Matagorda Bay, as well as upstream urban populations, to improve coastal resiliency, drive ecotourism, and expand constructed habitat and awareness of critical bird conservation efforts in the Bay. Texan by Nature has developed resources to assess impact, map ecosystem services, and boost landowner outreach.

This Conservation Wrangler project was supported by

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**SAN ANTONIO ZOO**

The San Antonio Zoo, a facility accredited by the Association of Zoos and Aquariums, the Zoological Association of America, and Humane Certified by American Humane, is committed to securing a future for wildlife. Through their passion and expertise in animal care, conservation, and education, the zoo established their Texas Horned Lizard Reintroduction Project. Since the late 1960s, the once abundant horned lizard populations have declined or disappeared in many areas due to multiple factors, including fragmentation and loss of habitat, the introduction of exotic grasses and red imported fire ants, and pesticide use. San Antonio Zoo identified suitable habitats across the state where zoo-hatched lizards could be reintroduced to establish wild populations. Through collaboration with landowners and biologists, the San Antonio Zoo plans to promote awareness, appreciation, and support for native biodiversity for the benefit and enjoyment of present and future generations. Texan by Nature is working with San Antonio Zoo to boost landowner outreach, marketing, and fundraising efforts.

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**TEXAS LONGLEAF TEAM**

The Texas Longleaf Team works to establish and restore upland and wetland longleaf pine savannas through collaboration with public and private forest landowners across the historic range of the longleaf pine in East Texas. Less than 2 percent of the original 3 million acres of the longleaf pine ecosystem remains in East Texas. Longleaf pine communities are essential for migratory birds, resident wildlife, and a host of rare and endemic plants and animals. Sound stewardship of longleaf pine forests can create diverse sources of income for forest landowners through forestry products, hunting, and recreational leases, carbon trading, and other mitigation programs. Through broader messaging to foster awareness, the implementation team will expand their work with industrial and family forestland owners and managers. Texan by Nature is supporting the Texas Longleaf Team with strategic planning, landowner outreach, and ecosystem impact measurement.
TxCN is thrilled to report that 100% of 2021 projects reported the Conservation Wrangler program not only met their expectations, but directly benefited their project in meaningful ways.

“The Conservation Wrangler program provided tremendous assistance to our organization. We are now better equipped with strategies that will help us engage more landowners, acquire new and diversified funding sources, and increase our overall impact in restoring the critically important longleaf pine ecosystem in Southeast Texas.”

- Hughes Simpson, Texas Forest Service

Texan by Nature’s Conservation Wrangler program provides 18 months of tailored support at no cost to our partners, ever. We are incredibly grateful for the sponsors who underwrite our work. Interested in supporting a project? Email info@texanbynature.org to learn more.

2021 IMPACT

100% of projects reported direct benefit from the CW program

PEOPLE

1.2M

PROSPERITY

$4B in local community economic impact and ecosystems services

NATURAL RESOURCES

117,000+ acres of projected impact

107 Zoo-hatched Texas horned lizards released between 2020-2021

$2,739 per acre per year in economic value for restored Longleaf Pine

27 bird species documented nesting on Texas Audubon-managed rookery islands
Texan by Nature hosted the 4th annual Conservation Summit and Celebration in November 2021. The event brought together 190 in-person, as well as 400+ virtual Texas leaders to engage in thought-provoking dialogue exploring the beneficial connection between conservation and business. The overarching theme of the day was “The Future of Conservation.” The future of conservation, just like Texas’s beautiful landscape and leadership role in industry, is ever-evolving. The Summit explored new models, return on conservation metrics, and best-in-class collaborations with the goal of inspiring new partnerships and driving conservation innovation and impact. The event culminated in the celebration of the 2021 Texan by Nature Conservation Wrangler projects.

ATTENDEE REFLECTIONS

“The Summit was one of the most informative and inspiring meetings I’ve attended.”
- Tina Hendon, Ecosystem Planning & Restoration

“By far, the most productive meeting I’ve attended in terms of having the right people in the room.”
- Heather Prestridge, Texas A&M University

Texan by Nature would like to thank our Platinum, Gold, and Silver Sponsors!
Interested in supporting the next Summit? Email info@texanbynature.org!

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SUMMIT RESULTS

190 Business & Conservation Leaders in-person

REPRESENTATIVES FROM

- Architecture
- Banking
- Construction
- Environmental Consulting
- Food & Beverage
- Grocery
- Government
- Healthcare
- K-12 Education
- Media
- Military
- Oil & Gas
- Retail
- Parks
- Technology
- Transportation
- And many more

Average of 6 new connections made per attendee

100% reported they learned something new from the summit
99% plan to attend in 2022
93% reported that expectations were exceeded
Texan by Nature has 100+ Conservation Partners across the state of Texas and beyond.

We act as a resource to these partners for strategy, marketing, awareness/education, and partner development. Each month we do a media roundup so that partners can submit the latest news and events to be distributed to regional media free of charge. We host quarterly meetups and meet with these partners throughout the year to understand projects and goals and introduce them to other similar initiatives so that efforts can be made broader and more impactful. 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

PARTNER FEEDBACK

“Respect Big Bend is grateful for the support of Texan by Nature (TxN). Most conservation organizations struggle to connect with industry partners, and TxN has taken a leadership role to fill that void. Thanks to their support, we’ve been able to amplify our efforts to conserve the unique natural resources of the borderlands region of Texas for future generations.”

-Dr. Louis Harveson
Dan Allen Hughes Jr., Endowed Director & Regents’ Professor
Borderlands Research Institute at Sul Ross State University

“The partnership between Texas Conservation Alliance (TCA) and Texan by Nature has greatly increased TCA’s visibility and given us a go-to source for advice and connectivity with organizations throughout the state. We anticipated even greater benefits [in 2021] as TCA celebrated its 50th Anniversary with a series of hands-on habitat restoration projects designed to attract new participants to conservation. The ability to post these events on the TxN monthly media round-up will help assure our goal of reaching a broader audience.”

-Janice Bezanson
Senior Policy Director
Texas Conservation Alliance

Texan by Nature sincerely thanks Still Water Foundation and Marathon Petroleum for their sponsorship of the 2021 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 2021, Texan by Nature certified 10 new projects!

### 2021 TXN CERTIFICATION IMPACT

<table>
<thead>
<tr>
<th>Category</th>
<th>Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PEOPLE</strong></td>
<td>6.8 Million Texans</td>
</tr>
<tr>
<td><strong>PROSPERITY</strong></td>
<td>$6.5 Million invested in 2021 projects</td>
</tr>
<tr>
<td><strong>NATURAL RESOURCES</strong></td>
<td>238,146 Acres impacted by 2021 projects</td>
</tr>
<tr>
<td></td>
<td>2.1 Million Pounds of CO2 eliminated</td>
</tr>
<tr>
<td></td>
<td>utilizing the Port Freeport Heavy-Life</td>
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<tr>
<td></td>
<td>Corridor to reduce the number of trucks</td>
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<tr>
<td></td>
<td>required by 40% (JetCo)</td>
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<tr>
<td></td>
<td>2-mile family nature trail (Jester King)</td>
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<tr>
<td></td>
<td>Habitat for 8 pairs of burrowing owls</td>
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<tr>
<td></td>
<td>(ConocoPhillips)</td>
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<tr>
<td></td>
<td>Benefit to 13+ Texas Species of Greatest</td>
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<tr>
<td></td>
<td>Conservation Need (Katy Prairie Conservancy)</td>
</tr>
</tbody>
</table>

### PARTNER FEEDBACK

“The teachers and students at Katy High School had a dream; the desire to create an outdoor classroom with the Texas Coastal Prairie as a backdrop and working ecosystem. As a Texan by Nature certified site, we received a partnership that has given us encouragement through the development of our site, inspiration as we share in the conservation of natural resources with other Texans, and ultimately, a financial partnership that helped us create a safe and exciting environment for our students. We are now going into our fourth year of the one-acre restoration and hundreds of Katy’s students and community members have learned about prairies and their benefits to us all. Because of the unparalleled learning experiences the Tiger Prairie has given our students, we are now expanding to a 2-acre site on our campus. Texan by Nature was a huge part of our success and longevity.

Thank you, Texan by Nature!”

- Dr. Rhonda Burrough, Katy ISD

The TxN 20 serve as inspirational examples for leaders and efforts across Texas and beyond. To select the TxN 20, the TxN Team evaluates submissions as well as conducts independent research across 2,000+ of Texas’ publicly-traded and private companies within 12 industry sectors. All companies are evaluated on a 17-point scoring system to narrow down the list to the top 50 companies in Texas. A selection committee of top industry leaders evaluates the top 50 companies and selects the final 20 companies for the TxN 20.

**TXN 20 SELECTION COMMITTEE:**

- Rick Archer, Overland Partners Architecture and Urban Design
- Andrea E. Avots-Avotins, MD, PhD, Baylor Scott & White Health
- Tracee Bentley, Permian Strategic Partnership
- Garrett Boone, The Container Store & Trinity Park Conservancy
- Stoney Burke, Amazon Web Service
- Joanne Caldwell, Phillips 66
- Joe Crafton, Jr., Wingshooter Investments, LLC
- Wayne Craig, Cactus Cares
- Edward Craner, HOLT CAT
- Matthew Crommertt, LH Capital, Inc, Lyda Hill Philanthropies
- Michael Dorff, Raytheon
- Chad Ellis, Texas Agricultural Land Trust
- Savannah Friedkin, Friedkin Foundation
- Smith Getterman, Baylor University
- Robert Horton, Dallas-Fort Worth International Airport
- Devin Hotzel, Enbridge
- Nathan Loftice, BNSF Railway
- Tyler Lowe, Vulcan Materials Company
- Bob Malone, Sonora Bank
- Adair Margo, Tom Lea Institute
- Richard McDonald, H-E-B
- Julia Murphy, City of San Antonio Office of Sustainability
- Angelica Rosales, Sundt
- Meghna Tare, University of Texas – Arlington
- Darrel Ward, Dell Technologies – APEX
- Neal Wilkins, East Foundation

**2021 TxN 20 HONOREES**

1. Alamo Group
2. Bank of America
3. BNSF
4. CEMEX
5. City of San Antonio Office of Sustainability
6. Dell
7. Desert Door
8. DFW Airport
9. Farmer Brothers
10. H-E-B
11. HDR
12. Sanderson Farms
13. Shell Oil Company
14. Sysco
15. Texas Health Resources
16. Texas Instruments
17. The Beck Group, Ltd.
18. Vistra Corporation
19. Walmart
20. Waste Management (WM)

- Agriculture
- Financial
- Transportation
- Construction
- Municipal
- Technology
- Food
- Transportation
- Food
- Architecture
- Agriculture
- Energy
- Food
- Health
- Technology
- Architecture
- Energy
- Retail
- Municipal
Texan by Nature joined forces with NRG Energy, a Houston-based energy company, to build the NRG Dewey Prairie Garden, a 10-acre farm located on a fully reclaimed area of the company’s former lignite mine. The garden, which is expected to yield up to 10,000 pounds of fresh produce per year for the community in and around Jewett, Texas broke ground in May 2021 on an initial one-acre plot, with a grand opening expected in March 2022. Texan by Nature is managing the project in partnership with local organizations including local agricultural extension offices, a coalition of area food banks, and Master Gardeners. It will be a unique educational resource for local K-12 schools. Additionally, the project will serve as a model for how businesses and local charities can partner to tackle rural food insecurity and conservation education elsewhere in Texas.

TEXAS WATER ACTION COLLABORATIVE

In late 2020, based on our unique position to bring conservation and business together, Texan by Nature was identified by partners in North Texas as the ideal facilitator to launch a water collaborative for Texas. Launched in 2021, Texan by Nature facilitates the Texas Water Action Collaborative (TxWAC) to match companies and funders with conservation projects to positively benefit Texas’ water resources. TxWAC is piloting in the Upper Trinity River Basin, expanding to the lower Trinity River Basin in Q4 of 2021 – Q1 of 2022, and expanding to another river basin in Texas by Q4 2022. To date, there are 11 industry and 16 conservation members of TxWAC. In 2021, TxWAC’s matching process resulted in a Ducks Unlimited wetland project being funded by PepsiCo and Meta (formerly Facebook). This project will help improve overall water quality in the Trinity River by reconditioning more than 200 million gallons of water annually. The goals of TxWAC are bold and include benefitting the quality and volume of waterways in Texas, spreading awareness and education regarding the need for water conservation and projects that have succeeded, and building collaborative relationships to align goals, metrics, and timelines between conservation organizations, corporate entities, and communities.

SINCE MARCH OF 2021, THE COLLABORATIVE HAS:
• Launched TxWAC
• Surveyed corporate and conservation stakeholders
• Developed processes/frameworks for scoring and prioritizing projects by impact and importance
• Conducted corporate matching to foster connections and secure funding commitments

2021 PROGRESS & ACCOMPLISHMENTS:
• Initial 1-acre garden built (includes a barn, raised beds, pollinator garden, and vegetable garden plot)
• Garden manager hired
• Hosted two volunteer days (Leon County 4-H youth for pollinator garden construction/ Jewett Mine employees for raised bed construction and planting)
• Initial winter produce planted in raised beds
• Utilized repurposed materials including solar array, rainwater tanks, and irrigation piping
Lights Out Texas is a campaign of education, awareness, and action that focuses on turning out lights at night during the spring and fall migrations to help protect the billions of migratory birds that fly over Texas annually. Lights Out Texas is a statewide collaborative effort facilitated by Texan by Nature with participating conservation organizations, academic institutions, municipalities, and industry partners. Texan by Nature developed an in-the-box program for Lights Out Texas with a comprehensive yearly plan, along with standardized marketing, communication, and volunteer guides that could be easily replicated in other states.

**IN 2021, LIGHTS OUT TEXAS GENERATED:**
- 229,149,922 earned media placements and impressions, including 1,131 social media posts
- 451 Lights Out pledges from municipalities, businesses, and leaders across the state - 203 of these from businesses.
- City & County proclamations from Arlington, Cedar Hill, Dallas Mayor’s Office, Dripping Springs, Fort Worth, Galveston, Houston, and Travis County
- 2,174 volunteer hours committed to monitoring birds and collision events

Texan by Nature sincerely thanks Lyda Hill Philanthropies for their support of the Lights Out Texas initiative.

**POLLINATOR INITIATIVE**

Through Texan by Nature’s Pollinator symposia in 2017 and 2019, groups from across the monarch flyway expressed the need for collaborative and innovative approaches for making large-scale native seed use feasible to improve habitat for the Monarch and other pollinators. 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 not only creates 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 but for all energy companies seeking opportunities to improve their sustainability and positive environmental impact.

**2021 PROGRESS & ACCOMPLISHMENTS:**
- 75 additional acres planted
- Expanded partnerships between EOG, conservation agencies, and landowners
- Acreage expanded beyond the rights-of-way
- Launched research project to better understand carbon benefit of habitat restoration

“Every Texan can participate in protecting our feathered friends by simply turning off their lights at night...Taking action now is vital because every spring and fall, between a third and a quarter of all birds migrating at night through the United States travel through Texas.”
- Former First Lady and Texan by Nature Founder, Laura Bush
In 2021, we concluded our Conservation Wrangler Virtual Series - a 4-part series featuring past Conservation Wranglers and focusing on the ways collaboration and innovative thinking push conservation forward. We also worked with partners to launch a water-focused virtual series with the Tarrant Regional Water District.

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 the Winter of 2021, the Center for Health and Nature hosted a virtual symposium, increasing awareness of the Center for Health & Nature research priorities and the current state of research in the field, while also driving dialogue regarding nature’s role as a healthcare delivery system.

Texan by Nature is the proud fiscal sponsor for Deep in the Heart. Deep in the Heart is a visually stunning celebration of what makes Texas unique — its diverse landscapes and remarkable wildlife behavior that cannot be found anywhere else in the world. Narrated by Matthew McConaughey, the film aims to conserve our remaining wild places, to show the connectivity of water and wildlife, and to recognize Texas’ conservation importance on a continental scale. Deep in the Heart will be released in June of 2022 and will have curriculum available for K-12 educators.
In 2021, Texan by Nature partners and supporters contributed $2.15M to positively impact people, prosperity, and natural resources in Texas.

Our programs accounted for expenses totaling $1.52M. We launched our membership program in May 2020 allowing individuals and corporations alike to “join us” on an annual basis. This program quadrupled in size in 2021, with $463K in revenue and new relationships with Catalyst members, such as GM, MMEX, Hibernia Resources, ChampionX, Texas Pacific Land Corporation, and Overland Partners. Memberships from corporate partners initiated new projects including community gardens, green infrastructure guides, ecosystem service research, and best practice guidelines in respective industries. In 2022, we plan to reinvigorate our roundtable discussion opportunities, continue to build our membership program, and offer additional opportunities for every Texan to be involved in conservation.

SUSTAINABILITY FUND

In 2021, Texan by Nature launched the Sustainability Fund. With a goal of $3M, the sustainability fund will be a source of perpetual support for Texan by Nature’s Conservation Partner Program to address conservation gaps. These activities are central to TxN’s ability to catalyze worthy efforts, fill organizational needs, and expand the activity and funding put towards conservation in Texas. By investing in the TxN Sustainability Fund, donors ensure conservation efforts are connected across Texas and their effectiveness is multiplied which guarantees Texas’ bounty for the future. This fund is limited to no more than 30 members, who join the exclusive Conservation Innovation Council, a group of Texas leaders dedicated to building a future that centers conservation as an integral tool for building a thriving home rich in not only economic prosperity, but in natural resources and healthy communities.

In 2021, we raised $500,000, putting us on the path to our $3M goal. Texan by Nature thanks Sustainability Fund supporters John Nau, H-E-B, Ray Ingle, The Friedkin Group, and Cynthia Pickett-Stevenson & Don Stevenson for kicking off this initiative!
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 each day.

The following companies, individuals, and foundations supported our work in 2021, empowering us to provide services to conservation and industry partners across the state and achieve our bold impact goals.

THANK YOU, TEXAN BY NATURE MEMBERS & SPONSORS

DarMa Ranch
Fran & Mark Berg
Joe & Amy Crafton
Regan & Billy Gammon
Bob & Diane Malone
President & Mrs. Laura Bush
Ray & Becky Ingle
Robert Oliver
John Nau
Cullen Geiselman
Lillie Robertson
Caroline Forgason & John Maness
Carolyn & David Miller
Melinda Winn
Deedie Rose
Cynthia Pickett-Stevenson & Don Stevenson
Javaid & Vicky Anwar
Ruth Mutch
Charles Butt
Karen Hixon
Ann Trammell
Robin Sugg
The Friedkin Group
L’Aiglon Foundation
Texans for Clean Water
Cynthia and George Mitchell Foundation
Alice Kleberg Reynolds Foundation
The Phil & Karen Hunke Family Foundation
WHO WE ARE

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Joni Carswell

PROGRAMS
Taylor Keys

DEVELOPMENT
Jenny Burden

JUNIOR PROGRAM MANAGERS
Lauren Hart

GIS & PROJECT MANAGEMENT
Kenzie Cherniak

PROJECT DEVELOPMENT
Amy Snellgrove

MARKETING AND PR
Matt Wagner

APC Collective

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 boundaries 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 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 100+ 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.

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.

2021 BOARD

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Laura Bush

CHAIRMAN
Cynthia Pickett-Stevenson, JD

VICE-CHAIRMAN
Joe Crafton

TREASURER
Ray Ingle

SECRETARY
Adair Margo

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EOG Resources, Inc.
Deedie and Rusty Rose†

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Ben Masters
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Marissa Patton
Elizabeth Cole
Darrel Ward
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Angelica Rosales
Norman Roy Garza, Jr.
The sustainability fund will be a source of perpetual support for Texan by Nature’s Conservation Partner Program to address conservation gaps. By investing in the TxE Sustainability Fund, donors ensure conservation efforts are connected across Texas and their effectiveness is multiplied, which guarantees Texas’ bounty for the future. This fund is limited to no more than 30 members giving at a minimum level of $100,000. These supporters join the exclusive Conservation Innovation Council, a group of Texas leaders dedicated to building a future that centers conservation as an integral tool for building a thriving home rich in not only economic prosperity, but in natural resources and healthy communities.

Contact info@texanbynature.org today to learn more about investing in this opportunity.