We are proud to present to you the 2020 Strategic Plan for EarthShare of Texas. Our three-year plan comes from months of surveys and meetings with member organizations, board directors, and staff. Board directors and staff have worked intently to listen, discuss, and refine this plan.

For those of you new to EarthShare of Texas, we are a nearly 30 year old legacy cooperative of more than 35 Texas environmental nonprofits. We believe that in order to be impactful stewards of our beautiful state, investment in local solutions is paramount. Our members are further empowered to carry out their programmatic work through the financial and capacity support we provide.

2020 is a unique year, and it has confirmed the important intersection between environmental and public health arenas. It has made it even more pressing for us to scale our collective impact through strong governance, innovative partnerships, networking, and capacity building for our members.

We sincerely hope that you join us on this journey and look forward to transforming our plans into reality.

Francoise Van Keuren, Executive Director
Meg Haenn, Board President
VISION

A collaborative alliance of environmental organizations, public institutions, and businesses conserving and sustaining a healthy environment for all Texans.

MISSION

Through collaborative fundraising and partnership building, EarthShare of Texas empowers mission-driven members to pursue vital environmental impact across the Lone Star State for the benefit of all.
COLLABORATION
We collaborate with community partners because we believe that the best environmental solutions incorporate diverse voices and collective effort.

EMPOWERMENT
We empower our members to pursue their mission driven activities by sharing resources, partnership development, and best practices.

FINANCIAL STEWARDSHIP
We have a duty to provide stable, consistent funding to our members, while also ensuring the stewardship of our donors’ funds.

ENVIRONMENTAL HEALTH
We invest in our members because we believe that strong environmental programs result in a healthier Texas community.

MISSION FOCUSED
We vet our members and donor partners to ensure that all impact focuses on our collective missions in environmental social responsibility.

VALUES

Photo Courtesy of Sustainable Food Center
GOAL 1: **EMPOWER ESTX MEMBERS AND THE ESTX NETWORK**

Supporting our members is our top priority. We see incredible opportunities to create a cohesive network of mission-driven environmental organizations, where members can learn from each other, partner for collective impact, and as a result, grow with each other.

GOAL 2: **DIVERSIFY AND DEEPEN FUNDING SOURCES**

Our members rely on our financial support, and it is our responsibility to maintain funding stability while growing new sources of revenue. We commit to building strong partnerships with our donors and to explore new fundraising opportunities.
A mature marketing function is essential for us to grow our funds and expand our members’ impact. We will celebrate our members’ accomplishments, sharing their stories to new audiences and prospective supporters.

**GOAL 3: FURTHER BUILD OUT THE MARKETING FUNCTION AND EXPAND BRAND AWARENESS**

A mature marketing function is essential for us to grow our funds and expand our members’ impact. We will celebrate our members’ accomplishments, sharing their stories to new audiences and prospective supporters.

**GOAL 4: BECOME MORE EFFICIENT IN OUR FUNDRAISING AND MEMBERSHIP RELATIONS OPERATIONS**

We are continuously learning and improving. As we scale our impact, it is important that we also seek efficiencies in the way we fundraise for and serve our members.
To grow as an organization, we will build on a bedrock of good governance with keen fiduciary oversight. We are a financially complex organization, and further clarifying our financial model will benefit the board, members, and donors alike.

EarthShare of Texas is approaching its 30 year anniversary and setting the stage for the next 30 years as well. We will continue to evolve our relevancy to the needs of our members and Texas residents as we grow our funding, membership, and influence.
2020 Board of Directors

A special thank you to our board for shepherding this strategic plan.

Meg Haenn, President
National Wildlife Federation, South Central Region

Lucy Stolzenburg, VP
Texas Solar Energy Society

Erich Neupert, Secretary
Blackland Prairie Raptor Center

Merrick Darley, Treasurer
Audubon Foundation of Texas

Mark Elliott
NRG

Gene Fisseler
At Large

Hector Gonzalez
Sierra Club Foundation

Bob Stokes
Galveston Bay Foundation

Kathleen Ownby
SPARK School Park Program

Gwen Flory
National Wildlife Federation, South Central Region

Rachel Powers
Citizens' Environmental Coalition

Robin Schneider
Texas Campaign for the Environment Fund

Gail Vittori
Center for Maximum Potential Building Systems

Chinni Zakkireddy
At Large

Photo Courtesy of Katy Prairie Conservancy
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