



Strategic Plan 2020 - 2023



Message from Board President and Executive Director

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.



Meg Haenn, Board President



Francoise Van Keuren, Executive Director



Photo Courtesy of TreeFolks

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.

VISION

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



Photo Courtesy of Katy Prairie Conservancy

COLLABORATION

We collaborate with community partners because we believe that the best environmental solutions incorporate diverse voices and collective effort.

ENVIRONMENTAL HEALTH

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

VALUES

Photo Courtesy of Sustainable Food Center

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.

MISSION FOCUSED

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



2020 - 2023
GOALS

Photo Courtesy of Bat Conservation International

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.

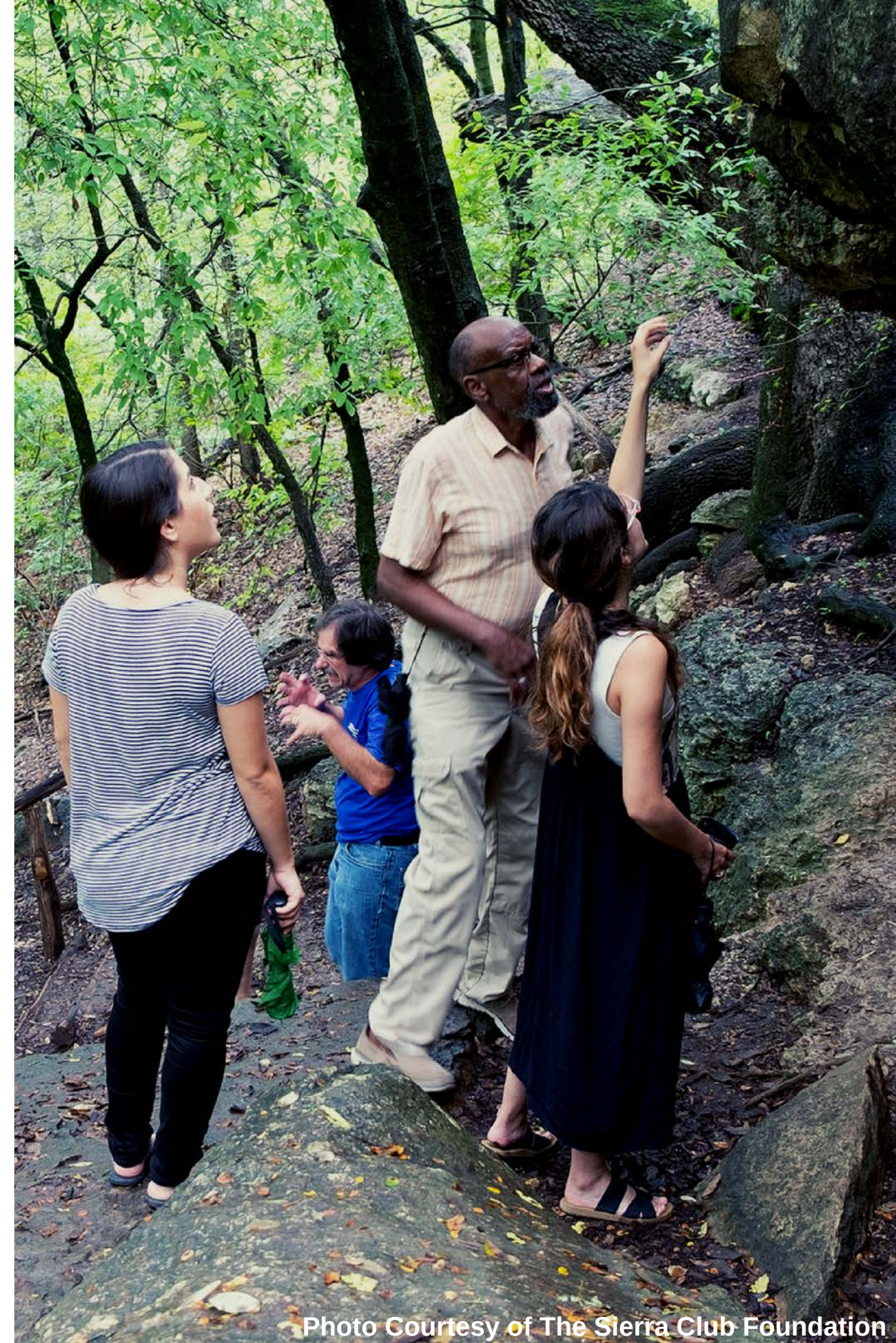




Photo Courtesy of Katy Prairie Conservancy

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.

**GOAL 5: STRENGTHEN BOARD GOVERNANCE,
INCLUDING MAKING FINANCIAL INFORMATION
MORE APPROACHABLE**

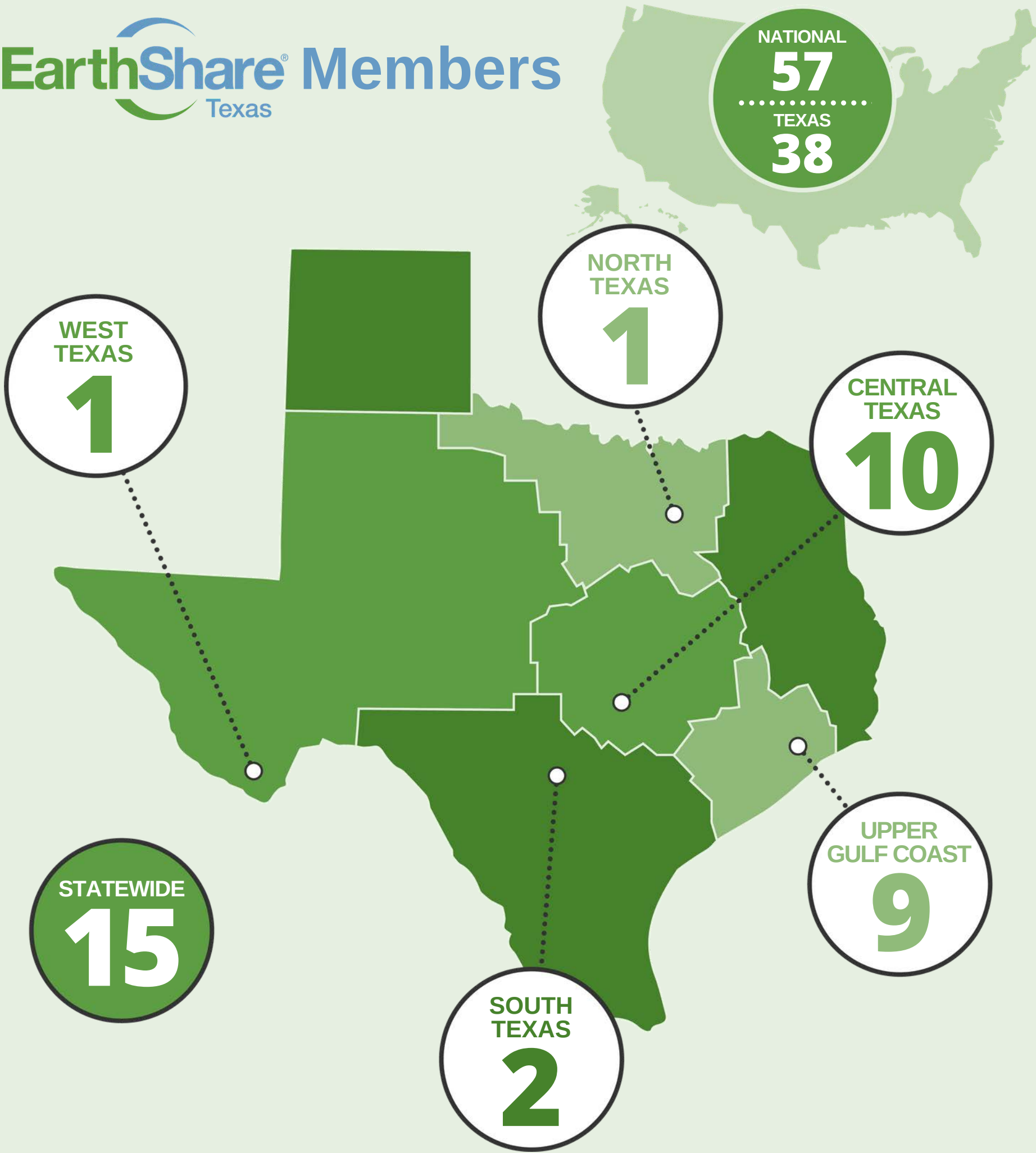
To grow as an organization, we will build on a bedrock of good governance with keen fiduciary oversight. We are a financially complex organization, and further clarifying our financial model will benefit the board, members, and donors alike.

**GOAL 6: AMPLIFY OUR ENVIRONMENTAL LEADERSHIP
POSITION IN TEXAS**

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.



Photo Courtesy of The Sierra Club Foundation



STATEWIDE

A collection of logos for statewide member organizations, arranged in two rows. The logos include: Audubon Foundation of Texas, BAT CONSERVATION INTERNATIONAL, BikeTexas, CHILDREN'S ENVIRONMENTAL HEALTH INSTITUTE, CLEAN WATER FUND, EDF ENVIRONMENTAL DEFENSE FUND, Keep Texas Beautiful, NATIONAL WILDLIFE FEDERATION, PUBLICCITIZEN, SIERRA CLUB, STAR State of Texas Alliance for Recycling, TEXAS CAMPAIGN FOR THE ENVIRONMENT FUND, TEXAS PARKS & WILDLIFE FOUNDATION, TEXAS SOLAR ENERGY SOCIETY, and WILDLIFE RESCUE & REHABILITATION.

CENTRAL TEXAS

A collection of logos for central Texas member organizations, arranged in two rows. The logos include: AUSTIN PARKS FOUNDATION, AUSTIN YOUTH RIVER WATCH, cmdbos, COLORADO RIVER ALLIANCE, ecologyaction, HILL COUNTRY CONSERVANCY HERE FOREVER, Save Barton Creek Association, San Marcos River Foundation (smrf), sfc SUSTAINABLE FOOD CENTER, and TREEFOLKS.

UPPER GULF COAST

A collection of logos for upper Gulf Coast member organizations, arranged in two rows. The logos include: BayouLandConservancy, BAYOU PRESERVATION ASSOCIATION, BUFFALO BAYOU PARTNERSHIP, CITIZENS' ENVIRONMENTAL COALITION, GALVESTON BAY FOUNDATION, Greens Bayou COALITION, Katy Prairie Conservancy, SPARK School Park Program, and TREES FOR HOUSTON.

NORTH TEXAS

Logo for the Blackland Prairie Raptor Center, featuring a silhouette of a raptor in flight over a field of tall grass.

SOUTH TEXAS

Logos for the Greater Edwards Aquifer Alliance (GEAA) and the Guadalupe-Blanco River Trust. The GEAA logo features a stylized blue wave, and the Guadalupe-Blanco River Trust logo features a map of Texas with a river highlighted.

WEST TEXAS

Logo for the Big Bend Conservancy, featuring a silhouette of a mountain range under a starry night sky.

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

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Hector Gonzalez

Sierra Club Foundation

Bob Stokes

Galveston Bay Foundation

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Texas Campaign for the
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