



2022 Impact Report

# Collective Impact

How a federation of nonprofits is making a difference in Texas.







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Government Canyon

## Message from Board President and Executive Director

Fellow Stewards of the Earth,

2022 marks 30 years for EarthShare Texas. That's three decades of providing financial support to your local nonprofits, empowering them in their various mission-focused work. We are grateful to have not only survived but flourished during this period, and we look forward to many more decades of success to come.

Often, local Texas nonprofits are on the frontlines of conserving necessary wildlife and public spaces, advocating for public health protections, and combating and adapting to climate change. They are the heroes that safeguard this Earth for future generations. In this story, our collective story, we are the sidekicks that cheer them on and lift them up when times are tough. And y'all, there are some tough times ahead.

But no doom and gloom here - EarthShare Texas is looking forward to a bright future. That's why in this impact report, we also invite you all on joining us in crafting a new vision for the future. We hope that you will answer the call!

All the best,

  
 Meg Haenn,  
Board President

  
 Francoise Van Keuren,  
Executive Director





EarthShare Texas is a 501(c)(3) nonprofit federation consisting of 35 Texas-based environmental and conservation organizations. Our membership has grown, our board is evolving, and our efforts to fundraise unrestricted funds for our members are more diverse.



Enchanted Rock State Natural Area. Photo Credit Jonathan Vail

### **Mission**

Through collaborative fundraising and partnership building, EarthShare Texas empowers mission-driven members to pursue positive environmental and health impacts 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.



# OUR IMPACT

EarthShare Texas is a nonprofit cooperative first. We financially support the needs of our nonprofit members and promote their vital mission-driven environmental work. We act as a bridge to build strong, impactful relationships in environmental and nonprofit communities throughout Texas.

We strive to achieve collective impact through the levers of financial empowerment, mission amplification, and connecting people and organizations to our nonprofits' missions.

## EMPOWER



## AMPLIFY



## CONNECT





# AMPLIFY

We amplify our members' initiatives to expand their mission and reach more communities through awareness building. We do this through blogging, sharing their events, and developing awareness campaigns such as #MyEarthMyTexas.

This year, approximately

100

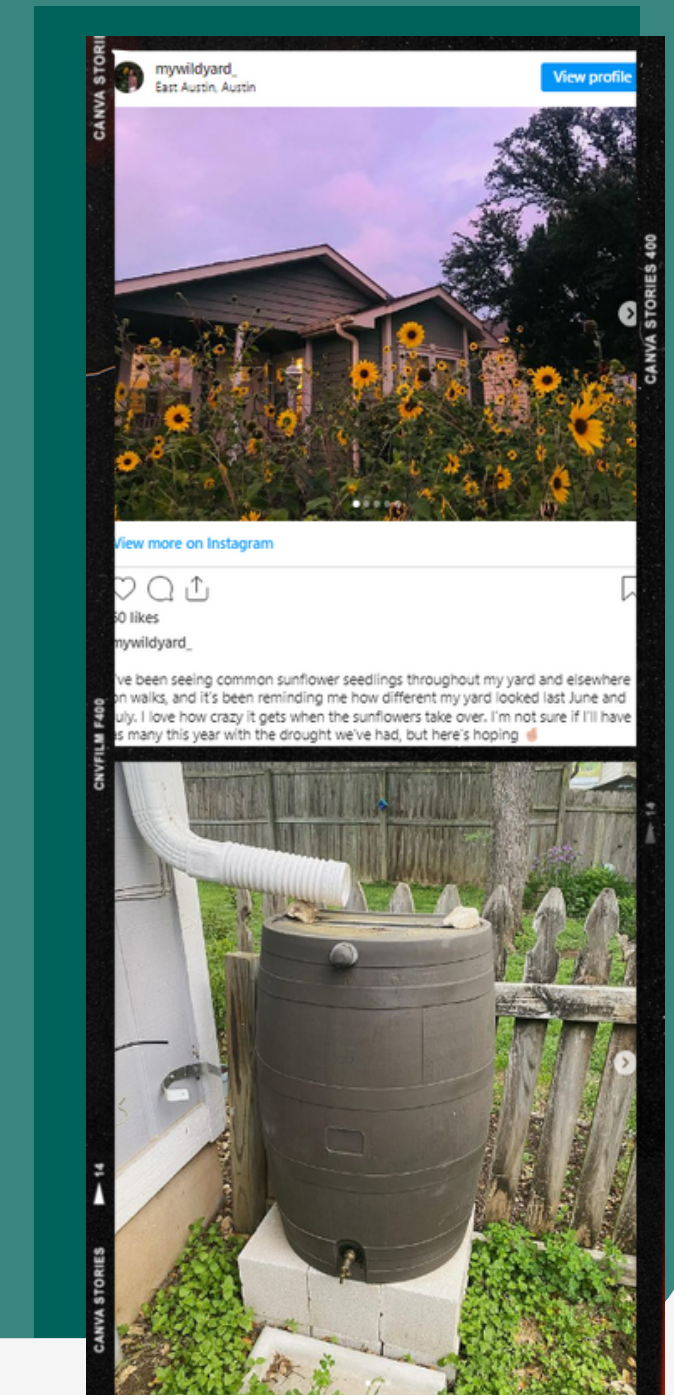
nonprofit events shared with  
the community



We amplify our members' missions by sharing their stories. We highlight how communities and individuals can engage with our members and the environment. Engagement includes participating in events, like San Marcos River Foundation's Kayak Cleanups or Treefolks' NeighborWoods Program (which gives away 5000 trees annually). Our blog also features quarterly member highlights!



With the help of businesses and nonprofit members, we expanded on our #MyEarthMyTexas campaign so more eco-conscious citizens can do their part and connect with others who create daily change on individual and community levels.







# CONNECT

EarthShare Texas recognizes how diverse connections result in more holistic and effective community opportunities and solutions. We connect our nonprofits and business partners with the goal of facilitating knowledge sharing and capacity building.

When our members combine the proper resources and appropriate talent, their missions flourish. We help our members put these two pieces together by holding quarterly webinars, roundtables, and other capacity building opportunities for nonprofits to connect, share ideas, and learn from others. We utilize outside experts and educators to help members grow internally, creating stronger and more inclusive workplace cultures; and externally, implementing lasting, local change in Texas communities.

## Texas Sustainability Challenge

Our new program, the Texas Sustainability Challenge, sought to connect 130+ employees to our nonprofit members and encourage sustainability-focused behavior change.

## Advocacy 101

Co-hosted by EarthShare Texas and Bolder Advocacy, we coach nonprofits on advocacy work to catalyze nonprofit engagement in the policy making process.

## Unconscious Bias Training

We partnered with SPARK Equity in Action to provide a two-day workshop for our member organizations. More than 60 nonprofit staff and leadership attended.





# EMPOWER

From payroll giving to partnering with companies for cause-marketing campaigns, we empower our nonprofit members by supplying sustainable, unrestricted funding. Our fundraising efforts are always evolving and we welcome new collaborators.

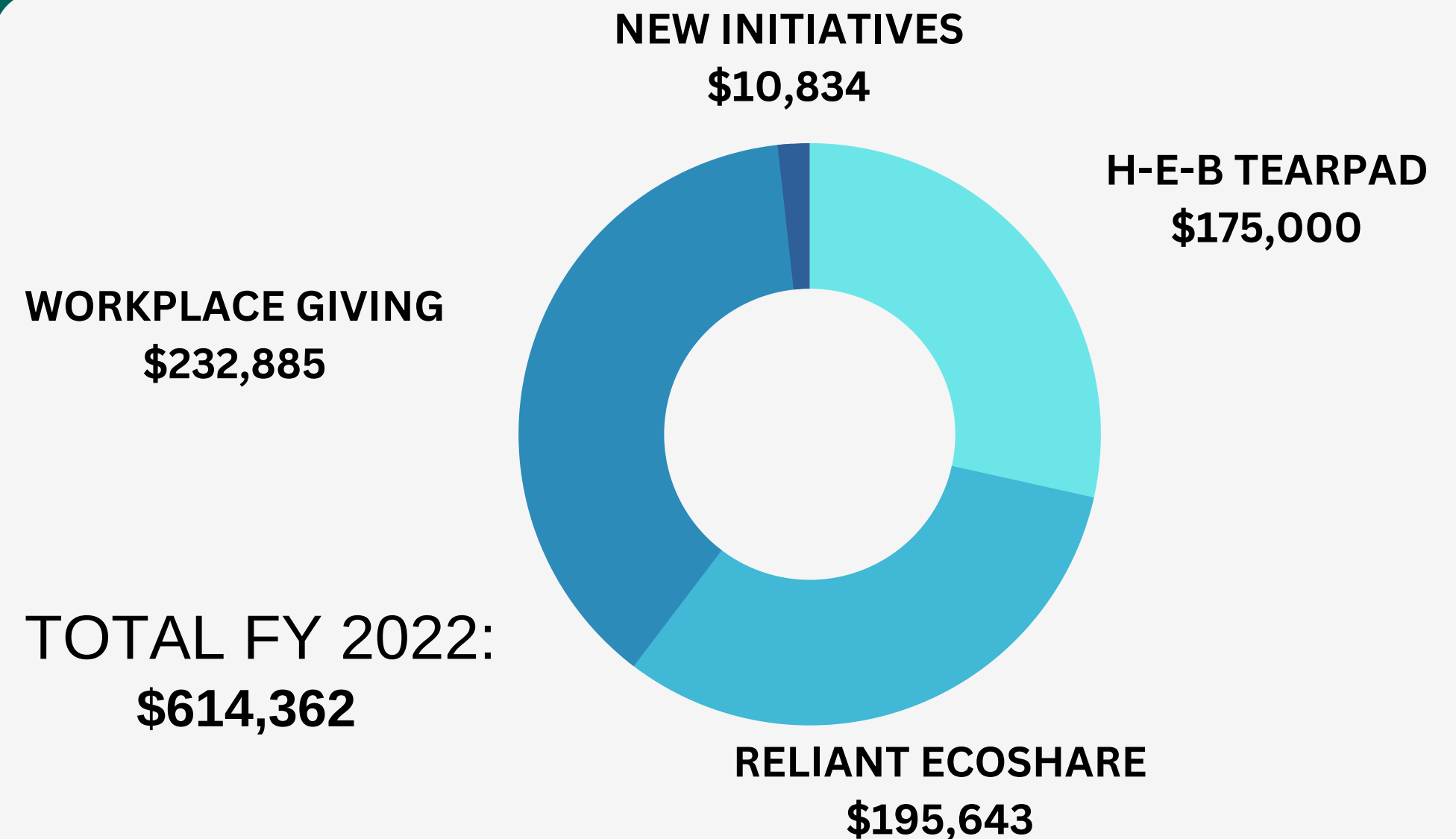
## DISTRIBUTIONS

FROM 1992 THROUGH  
FISCAL YEAR 2021:

WE RAISED MORE THAN

**\$20 Million**

FOR OUR MEMBER  
ORGANIZATIONS







# BUSINESS PARTNERSHIPS

Partnering with businesses has resulted in more than \$370K this year alone.



## H-E-B TEARPAD CAMPAIGN

H-E-B needed a way to ensure the environmental well-being of the communities who depend on their products. With the Earth Month tear pad campaign, all H-E-B (and Central Market) customers can add \$1, \$3, \$5, or \$10 to their purchase, both in store and online. The donations help members pursue environmental initiatives (from air to water quality, habitat cleanups and restorations, and much more) all across Texas. Our cause marketing campaign with H-E-B has run since 2007 and has raised \$1.5 million.

## RELIANT ECOSHARE<sup>SM</sup>

Reliant EcoShare<sup>SM</sup> creates a proactive partnership between the customer's consumption and conservation. Since 2011 this state-wide program available to all Reliant customers has raised more than \$2 million and grows monthly. Customers can help make a change simply by paying their bill.





# NEW RELATIONSHIPS

Local businesses and brands continue to be integral in sparking fundraising opportunities and sharing our mission. We generated new cause-marketing campaigns with Austin Ale Trail, Kendra Scott, and Anheuser-Busch to raise awareness with consumers. Together, we build stronger, more bountiful alliances that generate larger pools of unrestricted resources for members.







# OUR FUTURE

Moving forward, EarthShare Texas carries with it the tradition of financial transparency and stability, while creating more possibilities to enhance the scope of our member's missions. The federation plans to undergo immense transformation through our 2023 strategic planning. We look forward to engaging current and prospective partners throughout that evolution.

## Sneak Peak: Fellows Program

Headed by our executive director, EarthShare Texas is collaborating with college students, the City of Austin, and nonprofit members to create an environmental fellowship pilot program.

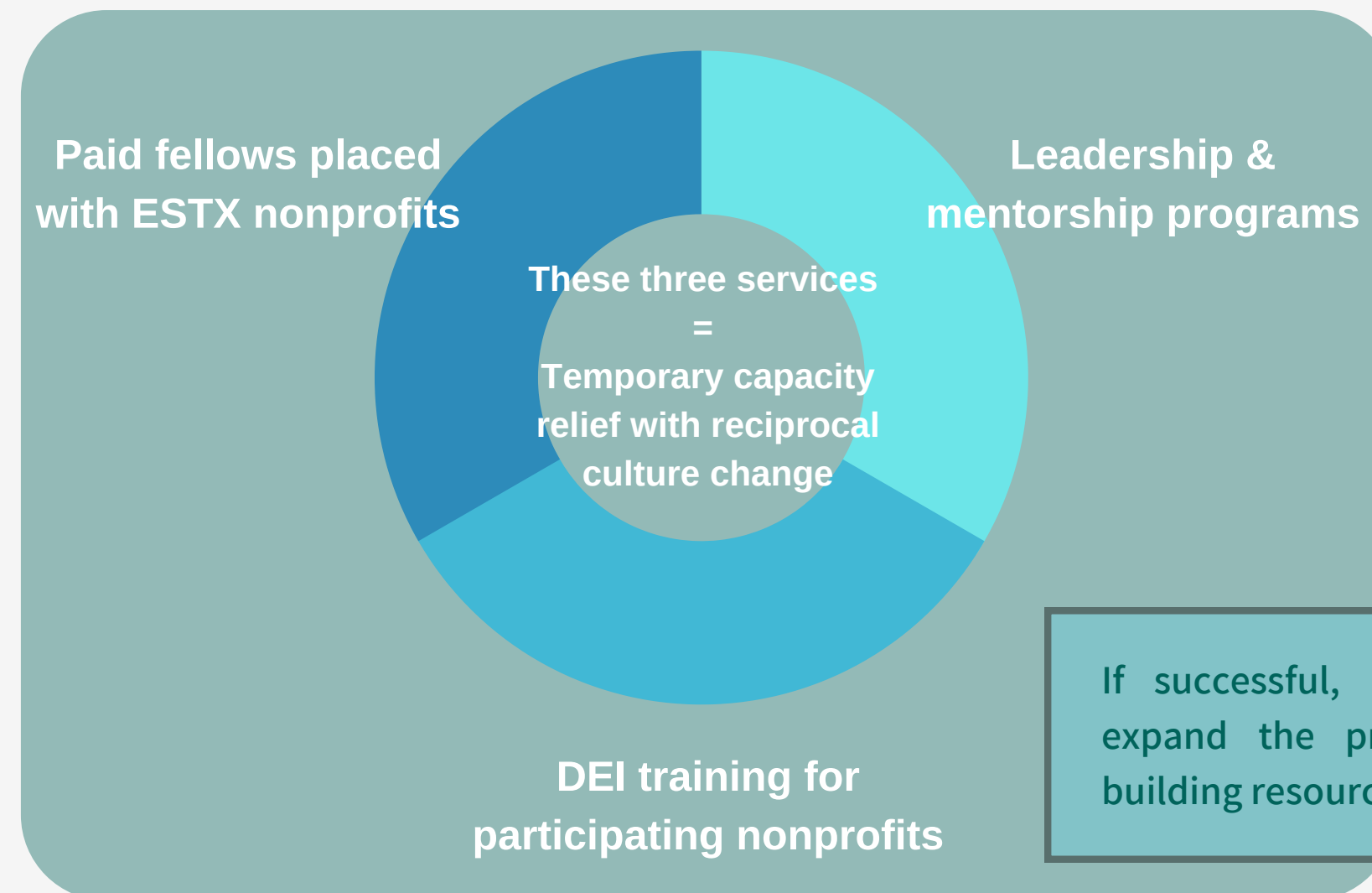
## Dual Problems

**Capacity Pains:** Nonprofit organizations struggle to deepen and expand their missions due to staff burnout, high turnover, and difficulty to afford talent.

**Systemic Racism:** BIPOC and low income communities are disproportionately impacted by climate change, and are historically excluded from public green spaces.

## The Solution

The program pairs students of color with current members for experience in the nonprofit and environmental sector in Texas, with wraparound mentorship and diversity, equity, and inclusion services for participating student and nonprofits.



If successful, EarthShare Texas plans to expand the program as a key capacity building resource for its nonprofit members.





# EarthShare Texas Members

Our members represent the best Texas-based environmental and conservation nonprofits. They are annually vetted to ensure prudent financial stewardship, local solutions, and local impact. Our membership is continuously growing to include more impact areas. EarthShare Texas brings together these environmental leaders for collaboration and empowers the immense collective impact of our network.

**EarthShare Texas brings together the following environmental leaders for collaboration and empowers the immense collective impact of our network.**

## MEMBER CATEGORIES



Advocacy & Environmental Justice



Parks & Public Space



Environmental Education



Water Resources



Infrastructure & Sustainable Design



Wildlife



Land Conservation





## Advocacy & Environmental Justice

Several of our members focus on building public support for conservation, clean water, and climate and environmental justice. They represent the frontline for environmental policy change in Texas and building a more inclusive community.







BikeTexas advances bicycle access, safety, and education. We encourage and promote bicycling, increased safety, and improved conditions. We unite and inspire people and provide a cohesive voice for people who ride bikes in Texas.



Environmental Defense Fund's mission is to preserve the natural systems on which all life depends. Guided by science and economics, we find practical and lasting solutions to the most serious environmental problems.



Public Citizen advocates for a healthier and more equitable world by making government work for the people and by defending democracy from corporate greed.





The Sierra Club Foundation promotes efforts to educate and empower people to protect and improve the natural and human environment --- to explore, enjoy, and protect our Texas natural heritage and to protect public health.



Sustainable Food Center transforms the food system to nourish our health, land, and livelihood.



Texas Campaign for the Environment Fund engages people and communities through face-to-face public education, grassroots organizing and action-oriented research for a cleaner and healthier Texas.





## Environmental Education

These nonprofits help spread environmental education to rural and urban communities all over the Lone Star State. Their work encourages a growing awareness and understanding of our partnership with the living earth.







Photo Credit: Brian Maschiono



Photo Credit: Amelia Devivo



The Audubon Foundation of Texas supports the Audubon organizations in the state of Texas, including local Texas Audubon Chapter, Audubon Sanctuaries, Audubon Centers, and Audubon Texas. AFT is also a liaison between different parts of Audubon in Texas to achieve better conservation through collaboration.



Austin Youth River Watch transforms and inspires youth through environmental education, community engagement, and adventure. As a result of our work, youth are better prepared to create positive outcomes for themselves and the environment, ensuring a better future for all.



The mission of the Children's Environmental Health Institute is to support initiatives to improve children's environmental health with an emphasis on their microenvironment.





CITIZENS'  
ENVIRONMENTAL  
COALITION



Citizen's Environmental Coalition's mission is to foster dialogue, education, and collaboration on environmental issues in the Houston & Gulf Coast region.



Keep Texas  
Beautiful

The mission of Keep Texas Beautiful is to inspire and empower Texans to keep our communities clean and beautiful.



Lady Bird Johnson  
**Wildflowercenter**  
The University of Texas at Austin

The University of Texas at Austin Lady Bird Johnson Wildflower Center is dedicated to inspiring the conservation of native plants. As the Botanic Garden of Texas, the Center displays native plants from across the state in its gardens and arboretum and serves as a model for creating beautiful, sustainable landscapes.



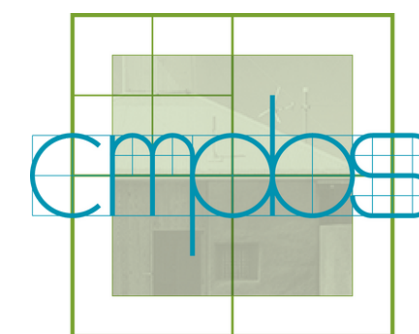


## Infrastructure & Sustainable Design

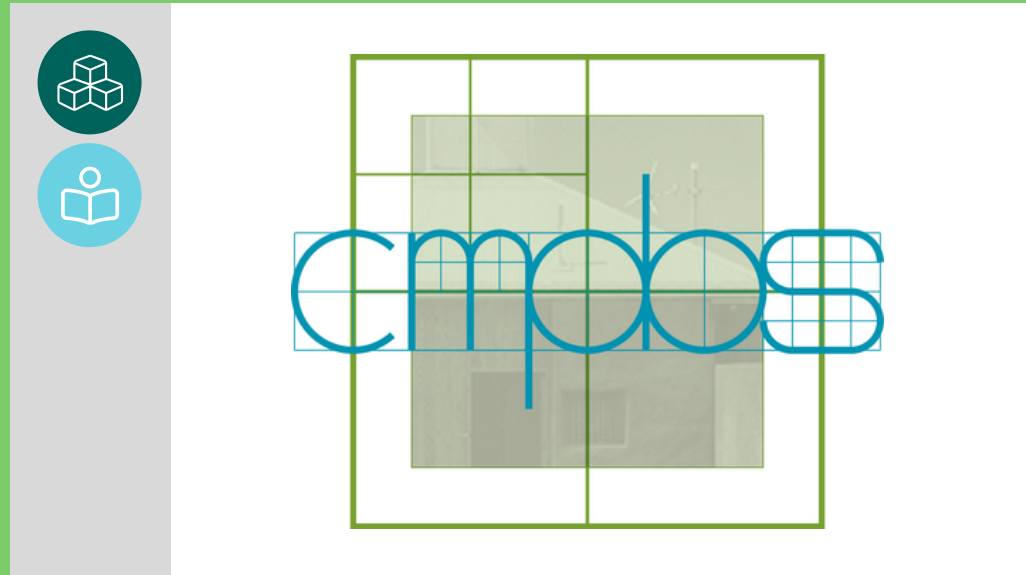


City of Austin Central Library. Designed with CMPBS advisory

Innovation in energy, infrastructure, and design is essential to build more resilient and coexistent communities. Learn more about our members that are leading efforts in renewable energy, LEED design, and other forward-thinking solutions for a new world.







The Center for Maximum Potential Building Systems, established in 1975, is a non-profit education, research, and demonstration organization specializing in life cycle planning and design.



Texas Solar Energy Society's mission is to achieve equitable access to solar energy for every Texan.



The mission of the State of Texas Alliance for Recycling (STAR) is to advance recycling through partnerships, education, and advocacy for the benefit of Texas.





## Land Conservation

Over 95% of Texas land is privately owned, which underscores the importance of conservation efforts in our state. Many of our conservation groups work with the state, federal government, and private landowners to keep this land available for wildlife and future generations.







Bayou Land Conservancy's mission is to preserve land along streams for flood control, clean water, and wildlife.



Big Bend Conservancy's mission is to preserve, enrich, and conserve the unique resources of Big Bend National Park and the Rio Grande Wild and Scenic River through philanthropic efforts and in partnership with the National Park Service.



The mission of the Guadalupe-Blanco River Trust is to preserve the unique natural heritage of the Guadalupe watershed for future generations, by protecting open landscapes, working farms and ranches, and wildlife habitat through conservation easements, education, and outreach that connects people to the water and land.





Photo Credit: Don Pine



Hill Country Conservancy preserves vital natural resources through conservation, community collaboration and engagement to sustain our region now and forever.



Coastal Prairie Conservancy's mission is to sustain a resilient Texas by preserving coastal prairies, wetlands, farms, and ranches to benefit people and wildlife forever.



Texas Parks and Wildlife Foundation's mission is to support Texas Parks and Wildlife Department (TPWD) to ensure that all Texans, today and in the future, can enjoy the wild things and wild places of Texas.





## Parks & Public Space

During our long pandemic isolation, many of us turned to our local parks and public spaces to breathe easy and de-stress. Many of our members establish, expand, and maintain those outdoor resources for the public's enjoyment.



**AUSTIN  
PARKS  
FOUNDATION**



**BUFFALO BAYOU  
PARTNERSHIP**



**ecologyaction**



**TREEFOLKS**





Austin Parks Foundation partners with our community to enhance people's lives by making our public parks, trails and green spaces better through volunteerism, innovative programming, advocacy and financial support.



Buffalo Bayou Partnership is the non-profit organization revitalizing and transforming Buffalo Bayou, Houston's most significant natural resource.



Ecology Action's mission is to protect, reclaim, and connect communities to neglected or damaged remnants of the urban wilderness.





Photo Credit: Tom Callins



Greens Bayou Coalition promotes resilience, economic development and quality of life in the Greens Bayou watershed, home of the most connected corridor in Harris County.



The SPARK School Park Program helps public schools develop their playgrounds into community parks.



Our mission is to empower Central Texans to build stronger communities through planting and caring for trees.





## Water Resources

The quantity and the quality of our life source is under daily threat in our state. It's vital that our member organizations can protect our water resources, and ensure everyone can access clean drinking water. Life literally depends on the enduring efforts of locals, like you.







Photo Credit: Clair Everett



Clean Water Fund's mission is to develop strong grassroots environmental leadership and to bring together diverse constituencies to work cooperatively for changes that improve their lives, focused on health, consumer, environmental and community problems.



Galveston Bay Foundation's mission is to preserve and enhance Galveston Bay as a healthy and productive place for generations to come. We work to facilitate a true cross-section of Bay interests through creative, inclusive and forward-thinking solutions to the challenges confronting Galveston Bay.



Greater Edwards Aquifer Alliance promotes effective broad-based advocacy for protection and preservation of the Edwards Aquifer, its springs, watersheds, and the Texas Hill Country that sustains it.





The San Marcos River Foundation protects public access and preserves the San Marcos River, focusing on protecting the flow from aquifer-fed springs, improving the water quality and protecting the beauty of the area with parks and annual clean-ups.

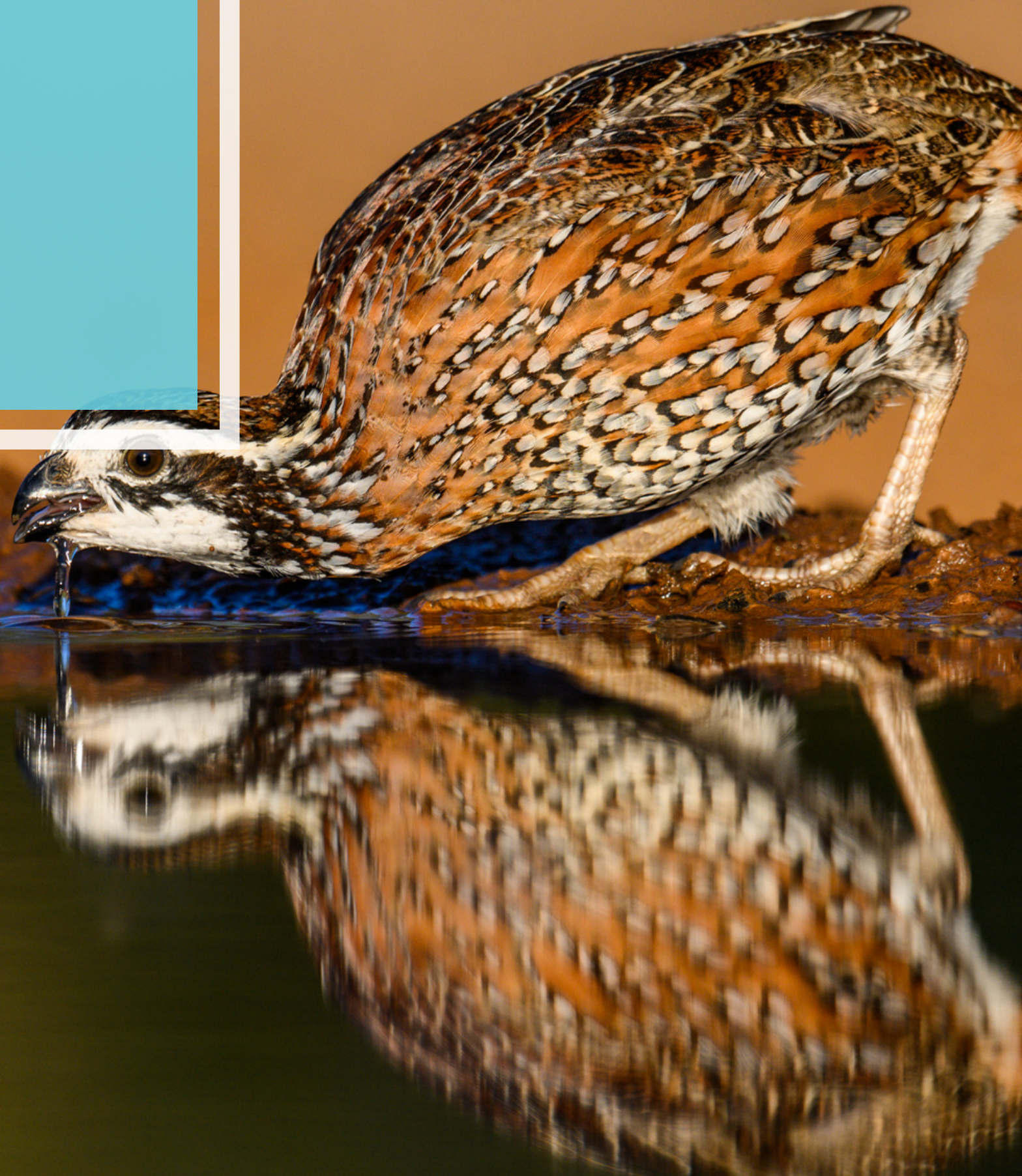


Through education, outreach, and advocacy, Save Barton Creek Association is dedicated to protecting Barton Springs, the Onion and Barton Creek watersheds, and the Barton Springs Edwards Aquifer. In addition, we support water quality protection in all Austin and Central Texas creeks.





Wildlife



To protect and prosper wild livelihoods, and our own, wildlife organizations work to rehabilitate and serve all kinds of animals, birds, and other native and non-native species.







Photo Credit: Fran Hutchins







Bat Conservation International's mission is to conserve the world's bats and their ecosystems to ensure a healthy planet.





Blackland Prairie Raptor Center is dedicated to environmental preservation through public education and the conservation of birds of prey and wildlife in their natural habitat.





National Wildlife Federation's mission is to unite all Americans to ensure wildlife thrive in a rapidly changing world.





Wildlife Rescue & Rehabilitation's mission is to rescue, rehabilitate, and release native wildlife and to provide sanctuary, individualized care, and a voice for other animals in need.



35+

Texas-focused  
nonprofits

7+

Impact areas

1

United federation

## Want to join our momentum?

Get in touch with us.

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