



Who needs
wild things & wild places
in Texas?



“If there is anything left here of a golden age, varmints and nonvarmints and trees and shrubs and grasses and waters and soils and rocks have everything to do with it. They make the place work, sometimes for me but mainly for its own sake and the world’s. They were here before me and they will be here when I’m gone.”

— **JOHN GRAVES**

Texas author and naturalist

A photograph of a sunset over a wetland. The sun is a bright orange orb in the center of the frame, with its light reflecting on the water. The sky is a mix of orange and yellow, with some light clouds. In the foreground, there are tall, thin reeds and grasses. In the middle ground, a herd of cattle is silhouetted against the water. The overall mood is peaceful and natural.

Texas Parks & Wildlife
Foundation believes
we all do.

Keeping It Wild:
The Campaign for Texas



Land fragmentation, loss of open space, pressures on water supplies, habitat degradation – since the resources needed to address these and other challenges are limited, Texas Parks and Wildlife Foundation is determined to magnify our impact. So we are raising over \$100 million in private funds to advance our state’s proud traditions of conservation, stewardship, and outdoor recreation.

Working together with the Texas Parks and Wildlife Department, we have carefully identified the key priorities for an effort that will ensure that the rich natural resources, wildlife, and historic legacy of Texas persist for future generations.

Today many have lost their connection with the wild things and wild places of our state. *Keeping It Wild: The Campaign for Texas* will help ensure our lands and waters are managed for wildlife, fish, and recreation.

Keeping It Wild: The Campaign for Texas will support both short-term tangible goals and establish endowments of long-term benefit.

Campaign funds – both capital and endowment – will be invested in four critical categories:

Stewardship
Engagement
Conservation
Leadership

Thank you for all you do to safeguard Texas.

A wide-angle photograph of a coastal landscape. In the foreground, there is a shallow body of water with several tall, thin reeds or grasses growing out of it. The water is a light, murky greenish-brown color. To the left, a strip of land with dense, green and brown marsh vegetation runs along the water's edge. In the background, the ocean extends to the horizon under a bright blue sky filled with scattered white cumulus clouds. The overall scene is bright and clear, suggesting a sunny day.

Steward



NATURAL FACTS

Approximately 95 percent of land in Texas is privately held.

Texas has 11 distinct ecoregions, covering 268,500 square miles.

Texas is blessed with an amazing biodiversity – nearly 800 species of fish, 634 species of birds, and over 4,600 species of native plants.

Studies confirm a direct correlation between outdoor recreation and a concern for natural resources.

The rural landscape of Texas offers a natural beauty and a ruggedness of character that both teaches and inspires. As land held in families for generations is subdivided or sold in smaller parcels, Texas' heritage is at risk of being lost forever. So our responsibility as stewards is all the more vital today. Our goal, to fund transformational projects that will keep Texas home to wild things and wild places.

Texas Parks and Wildlife Foundation will leverage funds from the campaign with dedicated public funding to take advantage of opportunities to invest in irreplaceable wildlife habitat and recreational lands. With resources from the Keeping It Wild campaign, more of the unsurpassed natural beauty of

Texas will be available for stewardship. The acquisition of the stunning 17,351-acre Powderhorn Ranch along the Texas coast on Matagorda Bay, the second largest bay in the Gulf of Mexico, is the most important coastal land initiative in the state. It will conserve in perpetuity unspoiled coastal land with forests of coastal live oak, intact wetlands, and a range of habitats perfect for public hunting, fishing, hiking, paddling, and bird watching.

Funds from the campaign will also expand acreage at State Parks, Wildlife Management Areas, and State Natural Areas throughout Texas.★


Investment: \$60 million

LAND ACQUISITION

A scenic landscape featuring a wide river flowing through a valley. In the foreground on the left, a large, green, flat-topped cactus (likely a cholla) is prominent. The riverbank is covered in lush green vegetation. In the middle ground, a person is visible in a small red canoe on the water. The background shows rolling hills under a soft, hazy sky. The word "Engage" is overlaid in white text in the center of the image.

Engage



NATURAL FACTS

Recently-developed laser technology allows us to remove graffiti from ancient rock art sites in Texas without harming the underlying art.

TPWD manages over 90 State Parks and Historic Sites in 98 counties, and 49 Wildlife Management Areas with 1.1 million acres of hunting land for public use.

In 30 years, TPWD has more than doubled its acreage to enhance access and opportunities and preserve wildlife habitat in Texas.

Just as our lands and waters have changed, so too have the faces of Texas. Fifty years ago, our state was a decidedly rural state; today we're a decidedly urban state. Texans are increasingly disconnected to the outdoors and natural resources. Yet, we have come to recognize that people, and especially kids, who spend time outside are going to be happier, healthier, and smarter. Therefore, it is vital today to provide better access to the lands, waters, and wildlife.

As the Texas population increases, so does the need for state parks and life-enhancing outdoor experiences. We need Texans to engage with our state's natural areas. Leveraged with dedicated public funding, Texas Parks

and Wildlife Foundation will devote funds from the Keeping It Wild campaign for critical projects close to major population centers: providing essential amenities for Palo Pinto Mountains State Park just west of Fort Worth, restoring fire-damaged Bastrop State Park near Austin, and enhancing Kronkosky State Natural Area located half an hour's drive from San Antonio.

Funds from the campaign will also help restore and preserve Native American rock art sites and Conservation Corps structures.★


Investment: \$15 million

PUBLIC ACCESS



Conserve



NATURAL FACTS

TPWD operates eight state fisheries that annually stock 41 million fish into Texas waters.

The human population of Texas is growing at twice the average U.S. rate — a tribute to the desirability of our state, but a growing pressure on our lands and waters.

Texas has over 190,000 miles of rivers and streams, seven major estuaries, and over 200 major springs.

Our rising population and ongoing development are placing increased stress on our lands, wildlife, and waters. Open space is disappearing, habitat is fragmented, native species are declining, and water resources are strained. Private philanthropy can ensure that our lands and wildlife habitat are conserved, stressed species are reestablished, and waterways are protected.

Using the Land and Water Resources Conservation and Recreation Plan, Texas Parks and Wildlife Department staff identify focal species and develop strategies to guide long-term conservation investments.

Funds from the Keeping It Wild campaign will support a selected set of initiatives, involving strategies such as habitat restoration

and enhancement, species propagation, land acquisition, and research and biological monitoring. Examples of focal species include pronghorn, bobwhite quail, southern flounder, and Guadalupe bass. For maximum impact, campaign funds will be leveraged with public/partner funds and federal funding from the Pittman-Robertson Act and Dingell-Johnson Act.

Funds from the campaign will also focus on priority watersheds, coastal habitats and reefs, opportunities to acquire water rights, and expanding science resources to restore and maintain the health of Texas waters.★



Investment: \$40 million

SPECIES & HABITAT RESTORATION

Lead





NATURAL FACTS

TPWD maintains a force of nearly 700 commissioned peace officers that serve as game wardens and state park police officers. They patrol over 10 million miles by vehicle and 160,000 hours by boat and save hundreds of lives each year.

TPWD oversees 1,408,443 acres - an area nearly twice the size of Rhode Island.

Left: White-tailed Deer

For generations, families who hunt or fish have passed on an ethic of conservation, an inherent respect for the land, and an understanding of where food, water, and other resources come from. Few things teach the rhythms of nature as effectively as hunting and fishing. Today, hunting and fishing and other outdoor recreation are made secure by the activities and excellence of our Texas Game Wardens, who dedicate their lives to protecting the natural resources and citizens of Texas.

For more than 100 years, Texas Game Wardens have led the way in search and rescue operations and in conservation law enforcement and education. Funds from the Keeping It Wild campaign will be used to complete the

nationally recognized Texas Game Warden Training Center, which is located on 220 donated acres in Hamilton County and provides hands-on learning for our Game Wardens. Facilities requiring completion include:

- ★ Water Safety and Rescue Training Facility
- ★ Cadet Dormitories
- ★ Track/Obstacle Course
- ★ Helipad for Life Flight Helicopters



Investment: \$10 million

GAME WARDEN TRAINING CENTER

Support The Campaign

Texas Parks and Wildlife Foundation has undertaken *Keeping It Wild: The Campaign for Texas* on behalf of the citizens of Texas, and we are calling for your support. Private philanthropy will leverage public funds to transform how Texas Parks and Wildlife Department safeguards the wild things and wild places we all enjoy.★

Please join us.

To learn more, call **214-720-1478** or contact Texas Parks and Wildlife Foundation, abrown@tpwf.org.



**KEEPING IT WILD:
THE CAMPAIGN FOR TEXAS**

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Chairman Emeritus, Texas
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Texas Parks and Wildlife Department oversees 1,408,443 acres of untamed Texas – an area nearly twice the size of Rhode Island. There are over 90 State Parks and Historic Sites and 49 Wildlife Management areas under TPWD’s wing, and the Department also stewards 3,700 named streams, 15 major rivers, countless lakes and ponds, and 3,300 miles of tidal shoreline.

It’s a job as big as Texas, and the Department does it well. But for a number of truly transformational projects, there’s a job only private philanthropy can do. That’s why a group of dedicated Texans who understood the value of our lands and waters, our wild things and wild places, formed the Texas Parks and Wildlife Foundation nearly 25 years ago, as Texas Parks and Wildlife Department’s non-profit funding partner.

Overseen by 21 Trustees, the Foundation has raised millions over the years in private philanthropy to conserve our state’s natural resources and expand opportunities for outdoor recreation for every citizen – a mission ever more important as our increasing urbanization threatens to loosen the ties that have traditionally bound the hearts of Texans to the heart of Texas.

We have a deep spiritual resource in our lands and waters, and we must as stewards insure that we conserve it, and steward it for ourselves and for new generations.

Today and tomorrow, we must keep Texas wild.

