



## 2018 Sponsorship Opportunities



(Resler Canyon clean-up 2017)

**We make a living by what we get.  
We make a life by what we give.**

*Winston Churchill*

# Welcome to The Frontera Land Alliance

## Your impact in the community is appreciated!

Thank you for being a leader in the community! Your business is seen as a leader in the region where we live and work. As a business person, you recognize the importance and quality of the region where you and your employees live. Continue to be a leader – leave a legacy in your community through the conservation of our working ranchlands, farmlands, arroyos, and the Chihuahuan Desert!

## Who is The Frontera Land Alliance?

The Frontera Land Alliance, a nationally accredited land trust, is here to preserve land in west Texas and southeast New Mexico which includes the Rio Grande watershed, the Chihuahuan Desert, and the Franklin Mountains. The region has the most biologically diverse deserts in the world.

The Frontera Land Alliance's programs and operations depend on personal and corporate giving. While State and Federal grants assist in a limited number of direct water and land preservation activities, 100 percent of The Frontera Land Alliance's programs and operations depend on private contributions. The Frontera Land Alliance is working to keep a way of life, a sense of community and a strong economy through the preservation of working ranches and the protection of pristine natural areas in our region.

## Board of Directors

- Brenda Berumen
  - Scott Cutler
  - Doug Echlin
  - Mike Gaglio
  - Cindy Hoffman
  - John Moses
  - Charlie Wakeem
  - Scott Winton
  - Amy Wagler



# Questions and Answers

## Why should I be involved with The Frontera Land Alliance?

According to the U.S. Department of Agriculture, from 1982 to 1997 more than 2.6 million acres of Texas rural land was converted to urban uses and the annual rate of conversion is accelerating. Because ninety-four percent of Texas land is privately owned, maintaining open space is ultimately up to us. About 80 percent of Texas farms and ranches are now less than 500 acres. Farms and ranches between 500 and 2,000 acres in size are declining rapidly. As these open lands shrink, we face the dilemma of how to maintain ranches, farms and open areas that sustains the rivers, lakes, and aquifers—that is where The Frontera Land Alliance can help!

You can make a permanent impact on the region through the conservation of natural areas, ranchlands, and open spaces that provide our community's clean water, clean air, and space to live and work.

## What will be the end result of my contribution?

Your contribution will help raise approximately \$100,000 needed for The Frontera Land Alliance's programs and projects. This money will be used for many programs and projects:

- Fort Bliss Child/Youth Service: Frontera has signed an MOU with Fort Bliss to assist with outreach, and a connection to nature, with a STEM element
- Nature Discovery Program: Frontera has started a nature and recreation program with talks, and planned hikes at Resler Canyon and Thunder Canyon to connect people to nature.
- Trail building at Resler Canyon: Volunteers will build a one mile natural nature trail.
- Conservation Easement: Frontera is moving forward with a conservation easement in lower valley, which be held on 6 acres of organic farm, to be completed in 2018.
- Fort Bliss volunteer program. Frontera working with Fort Bliss to offer volunteer opportunities
- Frontera working to assist the City of El Paso in securing funds to acquire mountain lands



## Where does The Frontera Land Alliance's funding come from?

The Frontera Land Alliance is a 501(c) 3, a tax deductible organization whose programs and operations depend on personal and corporate giving. State and federal grants assist in a limited number of direct protection activities. However, to have ongoing programs and operations we depend on private contributions.

## What Your Contribution Entitles You To

### Business Leader

**\$2,000+**

#### Business Leader

\$2,000+

- Your Business logo on display in annual event program, ¼ page
- Logo in the bi-annual newsletter that is distributed to over 1,000 homes
- Your business logo on display at all Frontera events
- Your business logo highlighted in a special Frontera e-update
- Your business logo on The Frontera Land Alliance's web site
- Personal tour of land that was protected by The Frontera Land Alliance, pending landowner willingness

### Business Benefactor

**\$1,500**

- Your Business logo on display in annual event program, 1/8 page
- Your business logo highlighted in a special Frontera e-update
- Logo in the bi-annual newsletter that is distributed to over 1,000 homes
- Your business logo on The Frontera Land Alliance's web site
- Personal tour of land that was protected by The Frontera Land Alliance, pending landowner willingness

### Business Supporter

**\$1,000**

- Your Business logo on display in annual event program
- Your business logo highlighted in a special Frontera e-update
- Logo in the bi-annual newsletter that is distributed to over 1,000 homes
- Your business logo on The Frontera Land Alliance's web site
- Personal tour of land that was protected by The Frontera Land Alliance, pending landowner willingness

## How your gift will make a difference?

**Defend the Land.** Land conservation is meant to last forever! Frontera is working with people in the region to assist and educate them on how to protect their property in perpetuity. We are part of the El Paso Water Utilities Preservation and Conservation Committee making recommendations on how the City should preserve and develop 7,000 acres they own and manage adjacent to the Franklin Mountains. Land projects that we are involved include working to preserve Castner Range in perpetuity; Wakeem/Teschner Nature Preserve and Thunder Canyon Conservation Easement working to address erosion and encourage education (which involves volunteers) with stewardship and bi-annual clean-ups.



**Engage the Community.** Frontera works to engage people in our community. Community conservation is an approach to land conservation that starts with people themselves. We assist with outreach to landowners on ways to conserve land. The goal is to preserve land and water, but to do that we need more people who care about these issues. We are starting a new native bee study and outreach program for our region. In addition, we are successfully engaging organizations, businesses and civic groups, and are hosting a monthly mixer to garner new volunteers. We also are partnering with the Fort Bliss Child and Youth After-School Program, to provide opportunities to learn about nature that support the STEM program.

**Ensure Quality and Accountability.** The Frontera Land Alliance follows rigorous national standards, policies and procedures. We have always worked for and will be committed in perpetuity to the conservation of water, wildlife, farms, ranches and the natural world that surrounds us. Frontera has updated and is implementing our 2017 strategic plan with the purpose to stabilize and grow Frontera. In addition Frontera has almost completed the Accreditation. Frontera has applied for National Land Trust (NLT) accreditation. The NLT's final decision should be announced later on this year. To see that the programs and move forward the Board of Directors works to raise funding for operations and programs: grants, sponsors, & members.

**Establishing an Education Program through Recreation & Science Program.** For example, offering a photography hikes, guided hikes focused on birds, reptiles, native bees, class on rain water harvesting, work days, etc. Frontera also provide a monthly newsletter, social media updates, and op-eds, all as ways to reach and educate the general public.

# Yes, I'd like to support the work of The Frontera Land Alliance!

Enclosed is my gift for:

\_\_\_\$2,000

\_\_\_\$1,500

\_\_\_\$1,000

I pledge \$\_\_\_\_\_ by \_\_\_\_\_

Contact Name \_\_\_\_\_

Business \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Web site \_\_\_\_\_

*Please make your tax deductible contribution to*

*The Frontera Land Alliance  
3800 N. Mesa., Suite A2-258  
El Paso, TX 79902*