



TEXAS, WHERE EVERY ACRE MATTERS

WHF'S MISSION IS THE CONSERVATION OF SOIL, WATER, AIR, AND WILDLIFE THROUGH ON-THE-GROUND RESTORATION, MANAGEMENT, AND GENERATIONAL SUSTAINABILITY OF PRAIRIE HABITAT.

WHF'S VISION FOR 2030 IS ONE OF A SUSTAINABLE, WELL-RESOURCED ORGANIZATION LED BY PASSIONATE, SKILLED PROFESSIONALS, CONTINUING ITS IMPACT THROUGH STRATEGIC GROWTH, COMPELLING STORYTELLING, STRONG PARTNERSHIPS, AND A DEEP COMMITMENT TO TURNING PLANS INTO ACTION.

2026-2030 STRATEGIC FOCUS AREAS

WHF's strategic direction rests on the following four focus areas, each vital to the organization in fulfilling its conservation mission and creating significant long-term impact.



ORGANIZATIONAL STABILITY & LEADERSHIP SUCCESSION

We plan a vibrant future by prioritizing sustainability and succession while maintaining the high-quality service that defines WHF's reputation.

STRATEGIC CONSERVATION GROWTH

Strategic, intentional expansion that maintains quality and ensures implementation will multiply WHF's conservation impact across Texas' prairies and savannahs.

SUSTAINABLE & DIVERSIFIED FUNDING

We will continue to grow WHF's revenue base providing the strength needed to make a significant long term impact.

ENHANCED VISIBILITY & EDUCATION

Education initiatives will ensure that conservation knowledge and practice spread beyond WHF's direct work projects.

SOIL QUALITY

WHF delivers management plans and boots-on-the-ground guidance to advance the land's soil health, creating friable environments for root systems to grow deeper and wider.



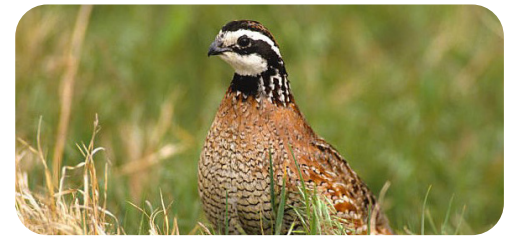
WATER STEWARDSHIP

Friable soils improve water infiltration and reduce runoff, limiting sediment flow into Gulf bays and estuaries and, in turn, supports healthier plant and wildlife communities.



NATIVE PLANTS & WILDLIFE

WHF's methods allow nature to bring back desirable and diverse native plants and wildlife species that Texans love to see, which further benefits the Texas ecosystem.



HOW TEXAS LANDOWNERS BENEFIT

WHF's Regenerative Practices and Resulting Outcomes Benefit All Natural Resource Concerns

LIVESTOCK GRAZING ADVANTAGES

Not only is grass essential for keeping livestock healthy, but livestock are also essential in keeping native grasses healthy. WHF's regenerative grazing management plans help the land thrive while enhancing cattle management.



IMPROVED AIR QUALITY

As vegetation increases, so does carbon capture, with the greatest impact happening underground. While trees play an important role, native grasses outperform them by two to four times because their vast root networks lock carbon deep into the soil for long-term storage.



WHF improves the quality of life not just for wildlife, but for communities, from small plots of land to large acreage ranches through restoration of our natural resources and by bringing public and private lands to their highest ecological function.

*Become a Part of a Movement Dedicated to
Preserving Texas Landscapes for Generations to Come*

FOR ASSISTANCE ON YOUR PROPERTY, INFORMATION ON OUR MISSION, OR TO MAKE A DONATION:

WILDLIFE HABITAT FEDERATION

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