



AGRICULTURAL SCIENCE TEACHER'S GUIDE TO THE TEXAS FFA FOUNDATION

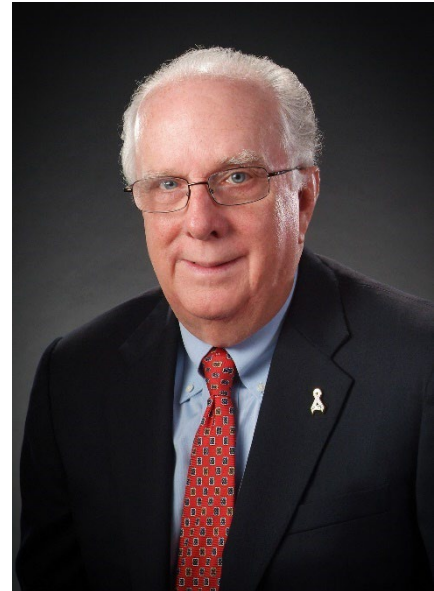
“The Texas FFA Foundation is growing a better future by collaborating with sponsors, teachers, and students to continue leading a dynamic legacy of support, leadership, advocacy, and stewardship. Creating inclusiveness and opportunities to share time, talents, treasures, and testimonies.”

When Your Values are Clear ... Your Choices are Easy.

WELCOME

Dear Texas Agricultural Science Teachers:

On behalf of the Texas FFA Foundation board of directors, sponsors, and staff, thank you for becoming an agricultural science teacher. Thank you for affording me the opportunity of working with the Texas FFA on many levels. I am inspired by the impact it is having on the lives of so many young people. Texas FFA members are learning life skills and are building character which will serve them far beyond high school.



The Texas FFA Foundation has diligently worked to increase sponsor engagement, individual giving and community support. Over the past two decades, new levels of sponsor involvement have increased Texas FFA leadership development empowering our teachers and young people for career success.

Our dedicated educators, staff, sponsors, and board members are committed to having an impact on the youth of Texas. The generosity of so many provides the resources to strengthen our work and honor our mission. As an agricultural science teacher, you have the chance to gain greater insights into the efforts of Texas Team Ag Ed, our strategies, purpose, and relationships with sponsors.

We are honored to have you teaching our students – helping us make an even bigger impact on our profession and the lives of our youth. If we can answer any questions or provide any additional information about the Texas FFA Foundation's role in Texas Team Ag Ed, please let us know.

Sincerely,

A handwritten signature in blue ink that reads "Mitchell Dale". The signature is fluid and cursive.

Mitchell Dale
Chairman
Board of Directors

Table of Contents

Welcome

Table of Contents

FOUNDATION 1.0

- Challenge 3
- About the Foundation 4
- Our History 5
- Foundation Mission & Vision 7
- Guiding Principles, Strategic Commentary, Our Goals 8
- Living to Serve 9
- Individuals Make Powerful Gifts 11
- Board of Directors, Roles, and Functions 12
- Board of Directors 14
- 2023 Texas Team Ag Ed Strategic Planning Summit Collaborative Targets 16
- Teacher Resources 18
- Appendices 19
 - Our Corporate Sponsors (*Appendix 1*)
 - Convention Sponsorship Brochure (*Appendix 2*)
 - Convention Sponsorship Breakdown (*Appendix 3*)
 - Scholarship Sponsorship Program (*Appendix 4*)
 - Corporate Sponsorship Opportunities (*Appendix 5*)
 - LEAD Series Flyer (*Appendix 6*)
 - Legislative LEAD Flyer (*Appendix 7*)
 - LEAD Career Expo Flyer (*Appendix 8*)
 - Ambassador Flyer (*Appendix 9*)
 - Foundation Fundraising Campaigns (*Appendix 10*)
 - Foundation Press Kit Template (*Appendix 11*)

THE CHALLENGE



Personal growth and/or professional development is a personal responsibility. One must look for opportunities, networks, and opportunities to improve. The fact that you've opened this manual is evidence of your desire to educate, empower and encourage yourself. Discussions, debates, disagreements, and conflict can serve as an opportunity to grow. We must also add that success, reward, recognition, and appreciation can also serve as tools to confirm a positive direction in growth.

Organizations go through four basic steps in development:

- **Orientation**
- **Conflict**
- **Resolution**
- **Mastery**

At the heart of organizational and individual development - "core values."

OUR CHALLENGE FOR YOU

The challenge to you is to look beyond what you read and see if you can identify the values that drive the success of the Texas FFA Foundation and Texas Team Ag Ed. Seek for values such as:

- **Respect**
- **Responsiveness**
- **Exceptional Service**
- **Vision**
- **Strategy**
- **Targets**
- **Accountability**
- **Inclusiveness**
- **Transparency**



ABOUT THE FOUNDATION

The Texas FFA Foundation is a 501(c)(3) non-profit organization whose mission is to strengthen agricultural education and the Texas FFA program where students can develop their potential for personal growth, career success, and leadership in a global marketplace. The Texas FFA Foundation was established to serve as the “development” arm of Texas Team Ag Ed (*Texas FFA Association, Texas FFA Foundation, and Agriculture Teachers Association of Texas*).



What does it mean to be the “Development Arm” of Texas Team Ag Ed?

In the nonprofit world, especially among nonprofits who actively seek charitable gifts, “development” is often shorthand for fundraising. But why? Because “development” refers to **the act of building relationships that lead to charitable gifts**. It’s really referring to “relationship development.”

The foundation supports scholarship and leadership development opportunities. Support includes award and academic scholarships, leadership development opportunities, expanded professional networks, and connection to credible stakeholders who share their knowledge with FFA members, teachers, staff, and peers.

The Texas FFA Foundation is visionary yet nimble in operations to meet needs, capitalize on opportunities and adjust for sustainable success. Sound management and proven leadership coupled with our core values of passion, vision, collaboration, and excellence are on display daily and we enjoy serving our members, teachers, sponsors, and stakeholders. Our strategic focus for 2023 will create a culture of excellence, stewardship, and sustainability.

OUR HISTORY

Established in 1987, the Texas FFA Foundation is the development arm of the Texas Team Ag Ed. Leadership for the foundation's activities is provided by a board of directors, and managerial leadership is administered by an executive director and staff. The foundation board has as many as 27 directors.

The foundation is working toward a corpus to permanently endow Texas FFA programs and scholarships. The Executive Director of the Texas FFA Foundation is a member of the Texas FFA Association board of directors and executive board. Like the Texas FFA Association, the Texas FFA Foundation is a 501(c)(3) non-profit organization.



Caven J. "Red" Davidson 1973

The Texas FFA Foundation came about, in part, due to the gifts of C. J. "Red" Davidson, a Fort Worth oilman who, on his morning walk in downtown Fort Worth happened onto a group of well-dressed and groomed blue-corduroy-clad boys streaming into the Tarrant County Convention Center. Impressed with their conduct and appearance, he walked into the 41st Texas FFA Convention, spending the better part of the morning watching the state officers conduct the business of the state association and give eloquent presentations. This was the beginning of a relationship that resulted in the establishment of the C.J. "Red" Davidson Scholarship.

Upon Mr. Davidson's passing, stocks were given to ensure the perpetuation of the scholarship program. The stocks quickly grew in value, and the Texas FFA's leadership realized the need to create a foundation to manage the C.J. "Red" Davidson assets and to raise funds to ensure the future of Texas FFA scholarships and programming. Jay Eudy, then Director of Agricultural Science and Technology, was the first chairman of the Texas FFA Foundation board of directors.

In 2000, a focus group representing a cross section of agricultural education stakeholders — teachers, state staff, farmers, ranchers, and agribusiness leaders assembled in Austin to chart opportunities for the organization. This group became known as the "*Texas FFA Leadership Council*" [*The current executive director, Aaron Alejandro was a member of the original leadership council*]. The needs and priorities were captured in a sponsorship menu for a capital campaign to raise \$15 million dollars – as a challenge goal - to provide an endowment to achieve the goals identified by the leadership council.

The Texas FFA Foundation Capital Campaign kicked off at the 74th Texas FFA Convention in Fort Worth in 2002 under the leadership of Capital Campaign Co-Chairs Paul Engler, President/CEO of Cactus Cattle Feeders in Amarillo, and Anne Anderson, an Austin based strategic consultant. The campaign was launched with a \$1.3 million gift from the Ford Motor Company and Texas Ford Dealers. In 2005, the Texas FFA Foundation announced at the 77th Convention that the three-year goal of \$3.5 million had been met and surpassed, with more than \$4.2 million raised.

In 2006, the foundation secured the FFA's first Title Co-sponsors of the state convention. Justin Brands and Farm Credit Banks of Texas teamed up to underwrite a significant portion of

the 78th Texas FFA Convention in Fort Worth, 79th in Corpus Christi, and 80th in Lubbock as part of a three-year commitment.

A portion of the Ford gift made possible the construction of the Texas FFA Leadership Center in Austin. Prior to its construction, all entities (Texas FFA Association, Texas FFA Foundation, ATAT, and VATAT Credit Union) were housed in the ATAT headquarters building at the same address, a building that was built to accommodate only the ATAT and its credit union. Groundbreaking for the project took place in April of 2003; the building was finished later in November of the same year with official ribbon cutting ceremonies in January 2004.



Today, the Texas FFA Foundation continues its mission to support agricultural science education and Texas FFA programs by forging corporate relations, encouraging individual giving and seeking to engage former members in giving back to the program that, for many, was the foundation of a successful career.

NOTES:

- “*The Foundation*” documentary on MYTEXASFFA.ORG or the Texas FFA Foundation YouTube Channel
- [Growing Our Future Podcast](#) (Apple, Google, Spotify, Amazon, YouTube)



“*The Texas FFA is a premier leadership organization that I’m very fortunate to be actively engaged. I continue to be impressed with the members’ professionalism and strong desire for achievement. The members are growing into productive and adaptable adults by stepping outside their comfort zones and trying new experiences. Texas FFA members are learning valuable life skills through inclusive hands-on experiences. A standout organization committed to excellence today ... the future is right there in those blue jackets.*”

Karissa Jones
Strategic Account Manager
Pest Control, Turf & Ornamental
BASF



MISSION

The Texas FFA Foundation seeks to strengthen agricultural education and the Texas FFA program, so each student can develop their potential for personal growth, career success and leadership in a global marketplace.

VISION

Through a coordinated effort to engage all internal and external stakeholders, the Texas FFA Foundation will work to advance agricultural education and the FFA program.

Building on the proven success of agricultural education and the FFA program, our mission will be distinguished by the continued development, funding and implementation, of cutting-edge learning opportunities focusing on critical thinking, technical and practical skills, teamwork, leadership, and communication skills, strong work ethic and academic achievement.

Progressively, the Texas FFA Foundation will work with affiliate organizations to more clearly define the public's understanding of the personal and economic value of agricultural education and the FFA.

The Texas FFA Foundation understands the critical role of agricultural science teachers. We will promote our teachers as a valuable resource, dedicated to teaching, and service to the profession and their communities. As a necessary step in enhancing the range and depth of our teacher's capabilities, the Foundation will work to develop effective programs and alliances with corporate sponsors, private foundations, community, education professionals and governmental leaders to maximize learning opportunities for teachers, students, and communities.

To ensure a dynamic future for agricultural education and the FFA program, the Texas FFA Foundation will seek financial resources sufficient to sustain these programs in perpetuity.

GUIDING PRINCIPLES

The following principles guide the activities and practices of the Foundation. The strategies and objectives in this plan are established and pursued in the context of these tenets.

- **Support** – the Foundation serves as a reliable and long-term source of financial support for agricultural education and the FFA program.
- **Leadership** – the Foundation plans, initiates and leads efforts that benefit Texas agricultural education and the FFA program.
- **Advocacy** – the Foundation advocates for agricultural education and the FFA program by promoting their value proposition among key business, industry and government leaders.
- **Stewardship** – the Foundation will be good stewards of its resources and responsibilities by using sound management, investment strategies, business processes and a professional network of expertise to ensure “best practices.”

STRATEGIC COMMENTARY

The Foundation is focused on honoring its mission by executing strategic tactics and accomplishing stated goals in accordance with its guiding principles.

We strive to make a lasting and sustainable impact by improving the organizational culture of Team Ag Ed. We promote and encourage a tradition of personal giving from FFA members, parents, teachers, and other stakeholders. We have a proven record of raising corporate, convention and conference sponsorship support. However, the most important component to a successful long-term development effort is individual giving.

An important goal to the financial sustainability of the Texas FFA is individual giving. Support generated from former members, teachers, state officers or scholarship recipients will be key to ensuring our scholarships and leadership development programs in perpetuity. Texas Team Ag Ed will meet and exceed sustainable financial targets by adopting and executing a culture of stewardship grounded in gratitude.

OUR GOALS

- Support strategic alignment of Texas Team Ag Ed.
- Provide resources to educators, students, and stakeholders.
- Support stewardship and ethical leadership development.
- Develop individual giving efforts.
- Grow scholarship initiatives.
- Coordinate branding of core values.
- Continue efforts to retain and cultivate corporate sponsors.
- Retain and cultivate sponsorships supporting annual conventions and conferences.
- Promote best practices for agricultural science education.
- Continue to improve shared operations



LIVING TO SERVE

The *Living to Serve* platform empowers students and teachers with leadership development opportunities. Please see all our program flyers in the “Appendices” section of the manual.

Our efforts are connecting all of our stakeholders, building strong relationships, and empowering participants for personal and professional excellence.

LEAD Series - Connects our teachers and students to sponsors, key Texas decision/policymakers, and other stakeholders, empowering them with practical, timely, and practical knowledge that can be taken back to students and communities and shared with their peers. The visits, camaraderie, and opportunity to grow enhanced professional networks and leadership skills – pushing participants towards continued career success.

- **LEAD Experience** - The LEAD Experience empowers teachers with a better understanding of the Texas FFA Foundation and encourages them to pursue their passion for excellence by showing them the appreciation they deserve. During the week-long LEAD Experience held in June, teachers travel over 1,000 miles to visit approximately 15 locations and hear from more than 50 presenters.



- **Legislative LEAD** - All Texas agricultural science teachers are offered this expense-free experience - with no cap on attendance. The educational experience at the State Capitol empowers teachers to better understand and engage with their elected officials in legislative, government, and academic discussions.



- **Texas FFA Members LEAD** - Similar to the Teacher's Legislative LEAD program, students connect with policymakers, legislative staff, trade organizations, and industry leaders in agriculture. The Texas FFA Members Legislative LEAD is held in February during the Day at The Capital activities. The program allows our members to gain exposure to high-caliber mentors and develop leadership skills. A next-level leadership development program empowers students today while exposing them to career opportunities and advocacy.



- **LEAD Career Expo** - The Texas FFA Foundation brings together trade associations, organizations, and companies along with hundreds of Texas FFA members for leadership training. The LEAD Career Expo allows students to engage and research workforce resources, interview skills/tips, and potential employment and internship opportunities within our elite agriculture professions.

- **Mini LEAD Retreats** - To provide encouragement and revitalization for teachers, the Texas FFA Foundation hosts Mini LEAD retreats focusing on three principles: rejuvenate, refresh, and refocus. The goal of each event is to help restore teacher mindsets and remind them of their passion and purpose in agriculture education and youth development.

Ambassador Program - Our Texas FFA Foundation Ambassadors are a unique group of students selected to share their incredible stories of agriculture, leadership, and service through the Texas FFA. During the Texas FFA Convention, the Foundation Ambassadors serve as the hosts to our special guests, sponsors, and dignitaries.



Texas FFA Convention and ATAT Professional Development Conference Support

The Texas FFA Foundation provides key development efforts which support both the convention and conference. We are developing professional networks, building sponsor relations, identifying community assets, and assisting with fundraising efforts. Our development strategies are developing and delivering year-round support.



“ExxonMobil is a proud sponsor of the Texas FFA’s state agriscience fair. The FFA supports our focus on science and math education while providing students an opportunity to develop critical thinking skills that solve the challenges of today and tomorrow.”

Neely Nelson

Head of Strategy & Citizenship, P&GA
Exxon Mobil Corporation

INDIVIDUALS MAKE A POWERFUL DIFFERENCE



In 2005, Centerville Rancher Richard Wallrath made Texas FFA history by becoming the Texas FFA Foundation's all-time leading contributor with gifts totaling more than \$1.5 million – this represents the first million-dollar gift received by the state or national FFA organization by an individual. In addition, Mr. Wallrath went on to create the Richard Wallrath Educational Foundation and permanently endowed 35 \$10,000 scholarships for Texas FFA members!

In addition to corporate interests, individuals have also joined the effort to endow the Texas FFA into perpetuity. Former Texas FFA President and National Officer Jim Prewitt, a former Dallas area nurseryman became the catalyst for the development of the Agriscience Fair Scholarship Program. He is one of the leading individual contributors to the Texas FFA.

To date, Dick & Patsy Wallrath (and the Wallrath Educational Foundation) have given more than \$28 million in scholarship support to Texas FFA and 4-H members. Most recently, the Wallraths have gifted 15 acres of the iconic Champion Ranch for development of a Texas FFA Leadership Center and related educational facilities.

Individual Giving ... What's the Big Deal?

Where Do Resources Come From?

- Foundations
- Corporations
- Government Agencies
- Religious Philanthropies
- Individual Donors
 - What happens to funding in a sluggish economy?
 - Individual Request(s)

Over 80% of all donations to charities and nonprofit organizations in the United States come from individuals.

Giving by individuals totaled an estimated \$324.10 billion, rising 2.2% in 2020 (an increase of 1.0%, adjusted for inflation). Giving by individuals achieved its highest total dollar amount to date, adjusted for inflation. The average annual charity donation for Americans in 2020 was \$737.

BOARD PROFILE / ROLE & RESPONSIBILITIES

Profile

In order to be considered for nomination to the Texas FFA Foundation Board of Directors, an individual should possess the following qualities:



- Have the time to serve as an active board member;
- Respected and involved in their community and have statewide appeal;
- Dedicated to the work and mission of the Texas FFA Foundation;
- Willing to attend meetings;
- Freely lend their name and support to Foundation projects;
- Willing to make contacts on behalf of the Foundation when requested.

Role & Responsibilities

The Board of Directors of the Texas FFA Foundation is responsible for fulfilling the organization's mission, policies, long-range goals, and objectives. The Board will assure the financial well-being of the Foundation by actively supporting the organization's development efforts and by being involved in the accomplishment of Foundation projects.

Additionally, Board members will be expected to assume the following responsibilities:

- Serve as an advocate for the Texas FFA Foundation
- Donate generously in accordance with his or her means;
- Attend, and participate, in Foundation Board meetings;
- Serve as an active member of a Foundation Committee or with Foundation activities;
- Help in securing financial support for the Foundation through identification of prospective donors, building appropriate relationships with prospective donors, understanding the needs of the Texas FFA program, and actively soliciting support when appropriate.

Criteria for Selection

A member of the Board of Directors of the Texas FFA Foundation is expected to assist in both the development of positive community relations and the generation of private financial support. To be effective, membership of the Board should represent a cross section of the state's leadership. Additionally, these individuals should be willing to support the Foundation financially and influence other individuals and organizations to support our efforts.



The ultimate success of the Foundation in securing financial support is dependent upon the ability of the members to work in harmony with the Foundation staff and governing body. The degree to which each member fulfills their responsibility assures the accomplishment of the organization mission. The following criteria should direct the appointment process to the Board.

Board members will be:

- Highly respected members of their profession and community
- Able to commit the time necessary to actively participate in the Foundation (i.e., attend meetings each year, call on potential donors, attend special events);
- Aggressive supporters of Foundation projects and assist in establishing funding priorities;
- Aware and supportive of the values embraced by the Texas FFA Foundation;
- Available to the Executive Director and the staff of the Foundation for counsel and assistance;
- Willing to support the Foundation financially through an annual individual contribution and by soliciting other outside contributions.



Meetings

The governing board of the Texas FFA Foundation meets quarterly. The Texas FFA Foundation operates on a calendar year (Jan 1 - Dec 31). To provide focus during our meetings and assist with the governing oversight of the board, meetings are directed to “themes” or “targets” germane to the operations. Board meetings are scheduled as follows:

- January – Strategic planning and board terms. Meeting focuses on strategic efforts and board membership. (Austin, TX)
- March / April – Financial review. The two brokerage firms attend the meeting and provide a portfolio review. The Foundation’s independent auditor attends and provides the audit report. (Austin, TX)
- May – Conference call. This meeting is a conference call in hopes board members will be able to travel and attend the annual Texas FFA Convention.
- October – Corporate Sponsor visit on location

In the event a board member cannot attend a meeting, the by-laws allow the board member to send a guest to represent their voting interest (and fiduciary responsibility) or may send their respective vote via proxy with another board member.

NOTES:



2023 Board of Directors

Officers

Mitchell Dale –
Chairman
President
McRee Ford
Dickinson, Texas

Bruce Cobb
Vice Chairman
Executive Vice President
of Production
Certified Angus Beef
Wooster, Ohio

Rex Isom
Secretary
Executive Director
Texas Soil & Water
Conservation
Temple, Texas

Ray Pieniazek
Treasurer
Executive Director
ATAT
Austin, Texas

Members

Chris Britton
Managing Director
Caddo Associates
Austin, Texas

Keith Cline
Consultant
Southlake, Texas

Courtney Dyer
Director of Marketing -
Priefert Mfg., Inc.
Mt. Pleasant, Texas

Lynita Foster
President -
ATAT
Board of Directors
Madisonville, Texas

Cleo Franklin
Franklin Strategic
Solutions
Houston, Texas

Wayne Goldberg
Consultant
Pompano Beach, Florida

Victor Guerra
La Muneca Cattle Co.
Linn, Texas

Hon. Brooks Hagler
District Judge
Anson, Texas

Dewey Hukill
Farmer / Rancher
Olton, Texas

Dan Hunter
Assistant Commissioner
for Water and Rural Affairs
Texas
Department of Agriculture
Austin, Texas

Jennifer Jackson
Executive Director
Texas FFA Association
Austin, Texas

Ken Johnson
Counsel, Martin |
Walton LLP
Houston, Texas

Karissa Jones
Strategic Account
Manager, Pest Control,
Turf & Ornamental
at BASF

Paul Jordan
Attorney –
Sneed, Vine, and Perry
Georgetown, Texas

Bo Linnartz
Owner / Attorney
3S Services
Carrizo Springs, Texas

Joe Monteleone
CPA
Fort Worth, Texas

Dusty Moore
President/ CEO
iCEV
Lubbock, Texas

Neely Nelson
Head of P&GA Strategy &
Corporate Giving,
ExxonMobil
Houston, Texas

Tommy Neyland
Vice President & Branch
Manager
Community National Bank
Buffalo, Texas

Ryan Pieniazek
President -
Texas FFA Association
Board of Directors
Wolfforth, Texas

Justin Ransom, Ph.D.
Sr. Director,
Sustainable Food Strategy
Tyson Inc.
Springdale, Arkansas

Stan Ray
Consultant
Professional /
Organizational
Development
McKinney, Texas

Della Serna
Rancher
El Coyote Ranch
Kingsville, Texas

Dan Taylor
Farmer / Businessman
Ropesville, Texas

Gary VanDeaver
State Representative
Texas House of
Representatives – Dist. 1
New Boston, Texas

Tom Ziglar
CEO
Ziglar Inc.
Dallas, Texas

Ex-Officio

Les Hudson
Director of Agriculture,
Food & Natural Resources
Texas Education Agency
Austin, Texas

Staff

Aaron Alejandro
Executive Director
Austin, Texas

Chanda Orren
*Executive Assistant /
Comptroller*
Sulphur Springs, Texas

Kassie Montford
*Coordinator – Planning &
Development*
Bridgeport, Texas



2023 Texas Team Ag Ed Strategic Planning Summit Collaborative Targets

Situation

Agriculture Education and FFA plays a significant role in the growth and development of Texas youth. 2,400+ Agriculture Education professionals together with staff, sponsors and other stakeholders work together to create educational, career development and leadership experiences for nearly 240,000 students across the state. Given the changing needs, expectations and challenges facing students, teachers and employers, Texas Team Ag Ed has embarked on a strategic planning exercise. The purpose of this effort is to unify the Agriculture Teachers Association of Texas, Texas FFA Association, Texas FFA Foundation and Texas Education Agency (Agriculture, Food, and Natural Resources) around some common goals and strategies and identify opportunities for increased cooperation and collaboration.

Texas Team Ag Ed retained the services of Kevin Ochsner, Agcellerate, LLC. to facilitate a strategic planning process. The project began with a kick-off Zoom call with leaders from each organization, continued with Agcellerate conducting personal phone interviews with 8 members of Texas Team Ag Ed and culminated with a 1-day in person planning session December 18-19, 2022 in Fort Worth with 17 members of Texas Team Ag Ed participating. What follows is a summary of that initial strategic planning workshop.

Key Planning Assumptions

Texas Team Ag Ed began by outlining a set of key planning assumptions:

- 1) We will continue to struggle with teacher recruitment and retention if we fail to address the burden on ag teachers.
- 2) The number of Agriculture Education programs will remain at or above the current number of programs.
- 3) Career and Technical education will continue to increase in importance and gain increased political support.
- 4) We will continue to see increased population growth in Texas and will need to invest resources in educating these people on Agriculture and Agriculture Education.
- 5) We will likely see alternative funding models for K-12 education (Vouchers, Lower Property Tax, Industry involvement).

- 6) Agriculture education must take a more active and proactive leadership role in the education and advocacy of career and technical education.
- 7) We will see an increase in the number of alternatively certified teachers.
- 8) Workforce needs will change given technological improvements and the increased focus on sustainability.
- 9) Industry will be more open than ever before to partnering with those who can help the address their workforce needs.
- 10) We will see an increased variety of students in Agriculture Education.

Core Strategies

The planning team outlined five core strategies for Texas Team Ag Ed to focus on over the next three years. The strategic planning committee will be working together to frame specific initiatives and tactics around each of these core strategies.

The five core strategies include:

I. Fund the future

Significant resources are required to fund local programs, create leadership experiences for students, recognize students for their achievements and provide professional growth and development opportunities for teachers. This strategy will focus on creating a collaborative and integrated plan for securing the funding necessary for continued growth and success.

II. Cultivate a collaborative culture within Team Ag Ed

Opportunities exist to improve communication, collaboration, and cooperation between all stakeholders within Texas Team Ag Ed. This strategy will outline tactics to create more clarity around roles and goals of each organization and internal disciplines and processes to improve communication between all stakeholders.

III. Empower and equip educators

Given the scope and breadth of the agricultural industry and the variety of contests and activities available through FFA, ag teachers can quickly become overwhelmed. This strategy will attempt to create tools, resources, and professional development opportunities to help Ag teachers succeed and minimize the fatigue and burnout that results in some teachers leaving the profession.

IV. Engage and educate stakeholders

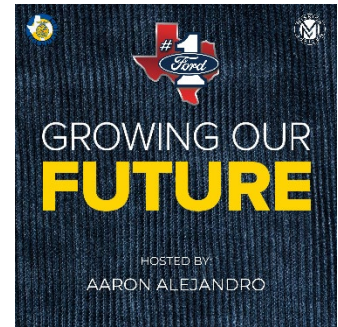
There are a variety of stakeholders that influence the long-term growth and success of Agriculture Education and FFA in the state of Texas. This strategy will center around identifying those key influencers, creating resources to help educate those influencers and developing approaches for keeping all stakeholders abreast of issues that could positively or negatively impact Texas Agricultural Education/FFA.

V. Enhance the student experience and success

Ultimately, the goal of all organizations participating in this planning effort is to improve and enhance the student experience. This begins with developing necessary recruitment materials for prospective students and resources to keep students engaged throughout their high school career. This strategy will also focus on ensuring that programs, contests, and activities are aligned with industry needs.

TEACHER RESOURCES

Growing Our Future Podcast – much like our Growing Our Future leadership series, the podcast version is designed to visit with special guests to gain insights into leadership, agriculture, best practices, innovations, and opportunities. To date, we have conducted more than 21 interviews and seven episodes has already been published. We are currently publishing two podcasts per month. Our first seven episodes have been downloaded to news outlets both domestically and abroad. The **nine episodes have been featured on more than 2,653 news wire services**. Our last seven episodes have each had more than 400 news service downloads ... this is in addition to views on Facebook, Apple, Google, Spotify, YouTube and the Mission Matters platform.



Growing Our Future Podcast Lesson Plans - Collaboration with iCEV beginning in 2023 to develop lesson plans based on each podcast to help bring subject matter experts - another asset for educators – into the classroom.

LEADing a Legacy Google Classroom – A central location for teachers to access resources and information from the annual LEAD Experience, Growing Our Future Podcasts, and Legislative LEAD programs.



We appreciate you becoming an agricultural science teacher. We value you. We wish you all the best. Don't ever hesitate to call if we can be of assistance.

MY**TEXAS**FFA.ORG

Appendix & Resource Materials

OUR CORPORATE SPONSORS

Ford Division & Texas Ford Dealers



Ford and Texas Ford Dealers provided the leadership gift that kicked off our initial Capital Campaign and have been true supporters of Texas FFA members and agricultural educators. Ford's lead gift of \$1.3 million dollars became the first \$1 million-dollar gift in FFA history. The gift included naming rights through title sponsorship of the Agriculture Education / Ford Texas FFA Leadership Center in Austin, Texas; Ford Scholars Program and undesignated support for the Texas FFA Foundation.

Justin Boots



From active participation on the Fort Worth Host Committee to Corporate Sponsor and now co-title sponsor of the Texas FFA Convention, Justin continues to serve as sponsor we can count on, and we are proud of our association. The Texas FFA chukkas/boot program and other initiatives keep our sponsorship active and keep our members, guests and supporters in the finest western footwear available. Additionally, Justin Boots also supports the John Justin Standard of the West Texas FFA Scholarships.

La Quinta Inns & Suites (now Wyndham)



Out of the Star Partnership Program, a royalty based corporate sponsorship arose and is thriving. Like Justin Boots, LaQuinta has expanded its support to now include a proficiency award scholarship sponsor and the Foundation's annual VIP event. We appreciate La Quinta's involvement with the FFA -- not just in Texas but nationwide as a result of the Texas FFA program. The success of the program has made La Quinta a \$1 million dollar to the Texas FFA. With the recent purchase of La Quinta by Wyndham, we still enjoy a Texas FFA discount and royalty, but we are part of a much larger pool of hotel properties.

McCoy's Building Supply Centers



McCoy's has become a great partner with the Texas FFA. McCoy's has hosted a Texas FFA Foundation board meeting. Additionally, McCoy's has endowed the Agricultural Sales Placement Proficiency Award Scholarship. McCoy's has again signed on as a corporate sponsor beginning their second five-year commitment. Our commitment to values and ethical based leadership development is one of our shared interest.

Seitz Fundraising



Seitz was the first fundraising company to enter the ranks of corporate sponsorship and they are very direct when discussing their support through the foundation, "We need to keep our organization strong and ensure opportunities for future generations of Texans." In 2012, Seitz expanded their support of Texas Team Ag Ed to include a "Gold Sponsorship" of the VATAT Professional Development Conference.

Superior Trophies and Awards



Superior Trophies & Awards

Superior Trophies and Awards provide all the awards given onstage during the Texas FFA Convention at no charge to the Texas FFA. Consistent with our operational policies, we recognize Superior for their support as a Corporate Sponsor for off-setting the operational expense associated with convention and thank them for their generosity. More than 2,700 students are recognized on stage during the annual convention.

Texas Farm Bureau



TEXAS FARM BUREAU

Texas Farm Bureau is no stranger to the Texas FFA or Agricultural Education. TXFB has supported Texas FFA scholarships for many years. In 2009, TXFB became a convention sponsors supporting the Exhibit / Career Show. Since that time, they have grown their support annual to now becoming a corporate sponsor. Additionally, TXFB is working with the Texas Team Ag Ed, Texas 4-H and Texas Department of Agriculture on the “Texas Proud of Texas Agriculture” project.

Priefert Ranch Equipment



Priefert’s values, products and services are a natural fit for the Texas FFA. In addition to their support through the sponsorship program, they are including educators and students in their The Priefert’s television program on the Sportsman’s Channel. We appreciate Priefert’s support, and we look forward to a great relationship for many years to come.

RFD-TV



RFD-TV is one of our newest sponsors coming on board in 2017. The sponsorship package with RFD-TV affords us the chance to share Texas FFA stories and news directly on RFD-TV shows. Additionally, a portal for teachers has been established so they can access program directly in their classrooms. We hope our efforts in 2017 will move us to even more engagement in 2018 and activities at The American rodeo.

Slate Group



We are proud to announce the addition to Slate Group in the ranks of Corporate Sponsors. Vice President of Slate Group, Mr. Don Denney is a former FFA member and has children in the program. With offices in Lubbock and Austin, Slate Group has stepped up and made the VATAT Newsletter a full color publication and assisted with copy projects saving Texas Team Ag Ed much need resources. We’re proud to welcome the Slate Group aboard.

National Guard - Texas Army National Guard



Members of the Texas Army National Guard join the Texas FFA Foundation at the State Leadership Camp to see first-hand the leadership development we provide our members. Inspired by what they witnessed and their own personal FFA backgrounds, the Texas Army National Guard came on board and wishes to be a partner in scholarship opportunities to students, career opportunities and leadership development. We appreciate their support and hope teachers will utilize this pool of leadership when developing local programs and engaging the community.

Pierce



Another new sponsor in 2017. The Pierce family represent generations of former FFA members, and they remember their roots by choosing to make an investment guaranteed to grow. Support includes a "Gold Sponsorship" at the VATAT Professional Development Conference. The Pierce family and products represent quality and customer service consistent with the core values of the Texas FFA. We are honored to have them as corporate sponsors.

Kubota



Where possible, we work closely with the National FFA Foundation and their sponsors to connect to the Texas FFA marketplace. In 2016, we began a dialogue with Kubota (headquartered in Grapevine, Texas). Patience and key connections came together in 2019. A proposal for a Corporate Sponsor recognition was prepared and accepted by the team at Kubota. While our corporate partner relationship is new, we believe Kubota ... like many of our other sponsors ... will find our students, teachers, former members and stakeholders a great place to engaged while empowering the dreams of some of Texas' finest young people.

Cavender's



In the middle of the 2020 COVID-19 pandemic, we received a call from Cavender's wanting to do something to support the members of the Texas FFA. Cavender's saw the opportunity to come on board as a corporate sponsor and in addition provided a gift to name three proficiency award scholarships. In the same year, they reached out to Billy Bob's Texas and helped create a virtual concert to support the Texas FFA which became our most successful individual giving initiative to date.

The Power Group



The services of The Power Group are a combination of "in-kind" and paid services from Texas Team Ag Ed. To better position the stories and activities of Texas Team Ag Ed, we engaged with The Power Group as a recommendation from The LimeTree Marketing Group. Since engaging with The Power Group, Texas Team Ag Ed, agricultural science education, and the Texas FFA have been featured in Texas Association of School Boards magazine, the Texas Association of School Administrators, as well as numerous news, magazine, radio, and trade publications throughout the state.

Mission Matters



After participation on the Mission Matters podcast, the Texas FFA Foundation struck an agreement with Mission Matters (a Beverly Hills, CA based company), to provide in-kind services to support a Texas FFA Foundation podcast. The nine episodes have been featured on more than 2,653 news wire services. Our last seven episodes have each had more than

400 news service downloads ... this is in addition to views on Facebook, Apple, Google, Spotify, YouTube and the Mission Matters platform.

Disclaimer

Sponsorship recognitions by the Texas FFA Foundation do not constitute an endorsement of the Foundation of the products or services of the sponsoring company, organization or individual. Funds received through the Texas FFA Foundation will be used to meet the costs associated with the mission of the Texas FFA Foundation. Any funds raised in excess of budgeted costs associated with special projects, convention or conference will be used to accomplish the mission and goals of the Texas FFA Foundation. The mission of the Texas FFA Foundation is to preserve the strength and future of the Texas FFA.

Note. *The Texas FFA Foundation is a nonprofit 501(c)3 organization and contributions are tax deductible.*



“ At Justin, we believe in building for a brighter tomorrow. That’s why we are proud to support Texas FFA, because it ensures the future is in good hands. The value added to each member, both inside and outside of the classroom, ensures personal skills growth and instills a sense of engagement with their own future. Texas FFA then goes above and beyond to present opportunities to use these new-found skills.

You know an FFA member by the way they present themselves. They own their work ethic and strive to live their oaths. We are proud to support Texas FFA because it is building tomorrow’s leaders. ”

Greg Crouchley

*President
Justin Brands, Inc.*

SPONSORSHIP BROCHURE

July 10-14, 2023
Dallas, TX

95TH ANNUAL


TEXAS FFA CONVENTION



Sponsors of the Texas FFA Convention are supporting **the largest FFA Association in the United States.**

Sponsorship provides great brand exposure as the support will be recognized throughout the week of the convention, and year-round, as a resource tool for agricultural science teachers and students. Your generous donations provide fuel to make dreams come true - our student leaders today will become dynamic influencers tomorrow.

Join us in telling them, “We are proud of you.”



“Leadership in Action is what I see in the extraordinary students of the Texas FFA. We can all be proud of our Texas FFA members, their work in local communities, heroism in our military, leadership in corporate America, and service in elected office. I am honored to be involved and to support this organization and its members.”

*Mitchell Dale
Chairman, McRee Ford (Texas Ford Dealer)*

An Incredible Experience

Our sponsors are ensuring Texas FFA members have an incredible experience during our annual convention. From being recognized for a job well done, expanding their professional networks, or simply being inspired by the stories of others – one thing we know for sure – our country will be improved by investing in the lives of those who will follow in our footsteps.

Scholarship Recognition

More than \$2.3 million dollars in academic and award scholarships are given during convention week. More than 2,500 students will be recognized for a job well done.

Brand Exposure

Our convention sponsor recognitions will provide greater brand exposure for sponsor brands as students, teachers, and guests utilize both an in person and virtual convention format.

Leadership Development

Student leadership is on display throughout the convention. Students have the chance to participate in leadership workshops and webinars with expert content.

“ExxonMobil is a proud sponsor of the Texas FFA’s state agriscience fair. The FFA supports our focus on science and math education while providing students an opportunity to develop critical thinking skills that solve the challenges of today and tomorrow.”

Neely Nelson, Head of Strategy & Citizenship, P&GA, Exxon Mobil Corporation



Philanthropy, Marketplace, and Talent Source

- 2021-22 membership established a new record with more than 156,057 FFA members in Texas high schools.
- Texas FFA membership accounts for approximately 18% of the national membership.
- 1 in every 6 FFA members in the United States now resides in Texas.
- There are approximately 1,100 active Texas FFA chapters.
- Approximately 241,521 high school students are enrolled in agricultural science and technology courses.
- More than 49 courses are offered in agricultural science education.
- Texas FFA is a culturally diverse organization with equal opportunities for all Texas high school students.
- More than half of Texas FFA members are female.
- Approximately 26% of students enrolled in agricultural science courses are minority students. (latest numbers reported by the Texas Education Agency)
- There are approximately 2,500+ agricultural science teachers in Texas.
- Agriculture, Food, and Natural Resources Clusters classes are taught at 809 school districts across the state.

In addition to a comprehensive and dynamic sponsorship package, we are delivering expert content to our students and celebrating their success.

The convention allows students, parents, and stakeholders to participate and connect with your brand. Our students will be afforded some unique opportunities both in person and in a virtual format.

1. All Texas FFA members can be included in the convention activities.
2. The convention provides a place for students to connect - gaining expert insights to empower a brighter future.

CONVENTION FACTS

Guest attendance is comprised of family members, school administrators, VIPs, board members and business representatives.

The Texas FFA Convention is the largest youth led convention in Texas.

The Texas FFA Convention now ranks among the Top 5 Association conventions in the state of Texas.

More than \$2.3 million in scholarships are awarded annually.

More than 2,500 students are recognized on-stage at convention.

Sponsorship Tiers 2023



“The Texas FFA is a premier leadership organization that I’m very fortunate to be actively engaged. I continue to be impressed with the members professionalism and strong desire for achievement. The members are growing into productive and adaptable adults by stepping outside their comfort zones and trying new experiences. Texas FFA members are learning valuable life skills through inclusive hands-on experiences. A standout organization committed to excellence today ... the future is right there in those blue jackets.”

Karissa Jones, Strategic Account Manager, Pest Control, Turf & Ornamental, BASF

Platinum

\$15,000

Brand recognition will include logo placements and a full page sponsor recognition.

“At Justin, we believe in building for a brighter tomorrow. That’s why we are proud to support Texas FFA, because it ensures the future is in good hands. Texas FFA then goes above and beyond to present opportunities to use these new-found skills. You know an FFA member by the way they present themselves. They own their work ethic and strive to live their oaths. We are proud to support Texas FFA because it is building tomorrow’s leaders.”

Greg Crouchley, President, Justin Brands, Inc.

Gold

\$10,000

Brand recognition will include logo placements and a half page sponsor recognition.

Silver

\$5,000

Brand recognition will include logo placements and a quarter page sponsor recognition.

Bronze

\$3,000

Name recognition in convention promotional materials.

For a full list of sponsorship benefits for all tiers, please refer to the chart on the next page.

95TH ANNUAL TEXAS FFA CONVENTION

SPONSORSHIP TIERS

PLATINUM \$15,000	GOLD \$10,000	SILVER \$5,000	BRONZE \$3,000	DELIVERABLES AND RECOGNITIONS*
✓	✓	✓	✓	Recognition on the Texas FFA Convention Partners webpage
✓	✓	✓	✓	Recognition on the MyTexasFFA website
✓	✓	✓		Recognition and promotion with a paid boost across social media**
			✓	Recognition across social media
✓	✓	✓	✓	Recognition and promotion in the Convention Program
✓	✓	✓	✓	Recognition in the Exhibitor and Career Show Program
✓	✓	✓		One 10x10 exhibit booth in the Texas FFA Convention Exhibit and Career Show
Full Page	Half Page	Quarter Page		Growing Our Future Magazine Sponsor Recognition
✓	✓	✓	✓	Recognition at the Texas FFA Foundation Annual Passion for Excellence Celebration

If you'd like to become a Sponsor, or want to learn more about how you can make an impact in 2023, please visit:

<http://weblink.donorperfect.com/2023conv>

Call: 512-480-8047

Email: info@texasffaoundation.org

When donating a smaller amount, brand recognition will be in name only, logo placements not included.

Convention Partner / \$1,500

- Recognition on the MyTexasFFA website
- Recognition across social media at various times throughout the year
- Recognition in the Exhibitor/Career Show Program

Convention Supporter / Less than \$1,500

- Recognition on the MyTexasFFA website

* Platinum, Gold, and Silver brand recognitions include logo placements. Bronze recognitions are brand name only, logo placements not included.

** Sponsor must identify material they want boosted.

Guidelines & Contingencies



The Texas FFA Foundation Sponsorship Programs are designed to encourage optimum promotion for your support.

- To assist in helping us reach the promotional strategies of the program, a short list of guidelines has been developed to help understand the suspense dates necessary for a successful program.
- To ensure the highest levels of service, trust and integrity, participants are asked to honor the suspense dates for the greatest program rapport.
- The program will run annually from convention to convention. Sponsors are encouraged to sign up, and/or make their commitment as soon as possible - in some cases before the next convention.
- All sponsorship payments should be made to the Texas FFA Foundation and denoted for Convention Sponsorship.
- All rules, guidelines, and requirements of usage of the FFA logo, marks and emblem are at the direction of the Texas FFA Association and National FFA Organization.

The Texas FFA Foundation is a nonprofit 501(c)3 organization and contributions are tax deductible.

Sponsorship Suspense Dates

All sponsor videos and / or digital assets, must be received by the Texas FFA Foundation not later than Friday, June 15, 2023 to ensure inclusion in promotional opportunities.

Disclaimer

Sponsorship recognitions by the Texas FFA Foundation do not constitute an endorsement of the Foundation of the products or services of the sponsoring company, organization or individual.

**The Texas FFA Foundation will be providing a paid social media boost to help share the sponsors of the 95TH Annual Texas FFA Convention.*

Texas FFA Foundation: 95TH Annual Texas FFA Convention Commitment Form

Once processed, you will receive confirmation of your participation in the Texas FFA Foundation Convention Sponsors Program. Updates will be sent to you regarding suspense dates to ensure the highest quality experience. If you ever have any questions, please do not hesitate to call, or write our office.

_____ **Platinum / \$15,000**

_____ **Gold / \$10,000**

_____ **Silver / \$5,000**

_____ **Bronze / \$3,000**

_____ **Partner / \$1,500**

_____ **Supportor / < \$1,500**

Name

Signature

Date

Thank you for your support.
Sponsorship can be made online or by mail.

Return commitment form to:
Texas FFA Foundation
614 East 12th Street, Austin, Texas 78701
(512) 480-8047 Fax: (512) 472-0555

Email: info@texasffaoundation.org

Make Your Gift Online

Credit Card Payments

Secure credit card payments can be made online by visiting the Texas FFA Foundation website at:

- Click on the "Convention Sponsor" button
- Or sponsors can process their gift directly at:
<http://weblink.donorperfect.com/2023conv>
Safe & Secure

Thank You.

MYTEXASFFA.ORG

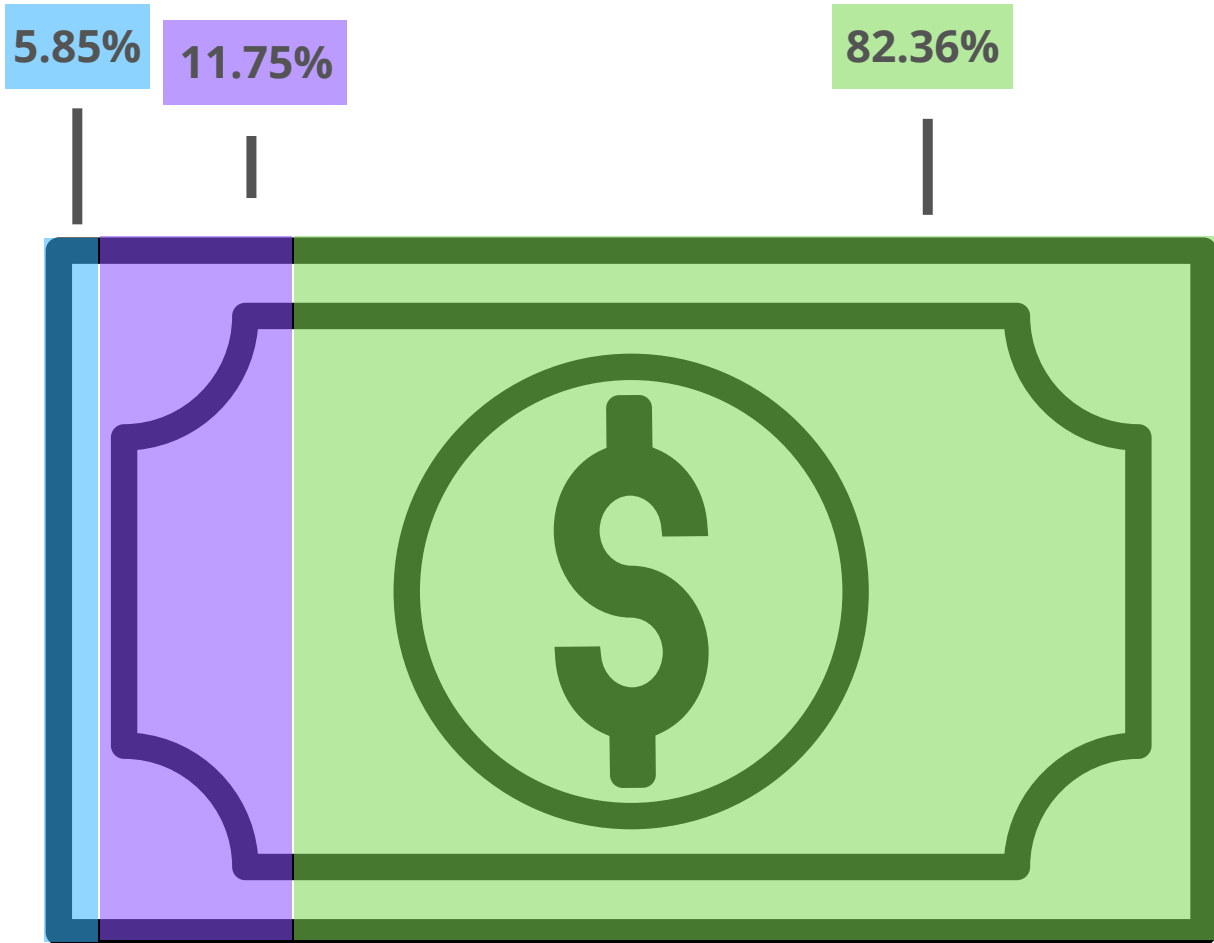


TEXAS





Convention Sponsorships Breakdown



Passion for Excellence Breakfast

Convention Sponsor Deliverables

Funding for Texas FFA Convention, Leadership Development, & Scholarship

The Texas FFA Foundation is growing a better future by collaborating with sponsors, teachers, and students to continue leading a dynamic legacy of support, leadership, advocacy, and stewardship. Creating inclusiveness and opportunities to share time, talents, treasures, and testimonies.



Scholarship Sponsorship Program

MYTEXASFFA.ORG

For more than 95 years, the FFA has made a positive difference in the lives of millions of FFA members by developing their potential for premier leadership, personal growth and career success.

Scholarships are just one of the many ways the Texas FFA Foundation can invest in our future.

We are recognizing the accomplishments of outstanding students who excel both in academic and proficiency categories.





With more than **241,521 students** currently enrolled in agricultural education courses and approximately **156,057 Texas FFA members**, our record enrollment and membership means we are working harder than ever to provide scholarship opportunities to students – making dreams come true.

The Texas FFA Foundation and Texas FFA Association currently oversee and administer more than \$2 million annually in award and academic scholarships. We need to continue expanding this offering.

The Texas FFA Foundation desires to increase the scope of FFA scholarship funding by providing FFA students who excel in Proficiency Award areas with an award scholarship.

How to Become a Scholarship Sponsor

To ensure the prosperity and longevity of our award and academic scholarship program, the Texas FFA Foundation has an endowment fund for award scholarships. These awards are given to individual students who have excelled in academics, proficiency areas important to agriculture, and in leadership and stewardship for our communities. Permanently naming an Award Scholarship is not just a gift today - it is an investment in the future.

Your gift lives in perpetuity.

- **To name a Texas FFA Award Scholarship, a donor provides a gift of \$25,000.** This commitment can be executed over a five-year period. Once reaching the \$25,000 level, the naming and recognition of that award will be in the name designated by the donor. **As an option to receive immediate recognition for their award scholarship sponsorship, a donor can increase their gift by \$1,000 per year.** This will allow the Texas FFA Foundation to begin annual distribution of the award in the donor's name while the corpus grows to meet the naming rights of the award.
- **Academic scholarship endowment is a larger commitment.** \$250,000 affords us the chance to provide a \$10,000, four-year scholarship to a deserving individual in perpetuity.

Academic Scholarship Endowments

The Texas FFA Foundation has an academic scholarship endowment to ensure students can receive these scholarships in perpetuity. Through a competitive scholarship selection process, academic scholarships are awarded annually at the State FFA Convention to deserving Texas FFA members.

- CJ Red Davidson Scholarship
- Texas Agricultural Fund Scholarship
- Texas FFA Foundation Awards
- Texas FFA Foundation Ford Leadership

Award Endowments

To ensure the prosperity and longevity of our award scholarship program, which is offered to Texas FFA members through competition, the Texas FFA Foundation has created an endowment fund for award scholarships. These awards are given to individual student excellence and membership on winning teams. The awards are given at the state level and represent the best in each contest awarded.

- Cactus Feeders
- Cavender's
- George and Anne Butler Foundation
- J. Lawson Sowell Memorial
- Wyndham Hotels & Resorts
- McCoy's Building Supply
- Texas Cotton Ginners' Association
- Texas Ducks Unlimited / Tom Johnson
- Texas Farm Bureau
- Texas Independent Ginners Association
- CATAT Credit Union



Proficiency Awards

Members who excel in their Supervised Agricultural Experience (SAE), a work-based learning program, or in agricultural education, are recognized through the Proficiency Award program.

These awards encourage members to develop specialized skills for future careers.

Proficiency awards serve as a catalyst for many students to make their dream of securing a college degree a reality.

"At Justin, we believe in building for a brighter tomorrow. That's why we are proud to support Texas FFA, because it ensures the future is in good hands. The value added to each member, both inside and outside of the classroom, ensures personal skills growth and instills a sense of engagement with their own future. Texas FFA then goes above and beyond to present opportunities to use these new-found skills.

You know an FFA member by the way they present themselves. They own their work ethic and strive to live their oaths. We are proud to support Texas FFA because it is building tomorrow's leaders."

Greg Crouchley, President, Justin Brands, Inc.

How the Texas FFA Foundation is a Steward of Your Gift

The policy of the Board of Directors is to spend up to 80% of the investment earnings on the corpus of endowed scholarship funds. 20% of the investment earnings are returned to the corpus for continued growth, stability and sustainability. Official “naming” of awards occur when the donor has met the funding requirements. Funds received annually - toward the named award - are held in escrow until the sponsorship level of \$25,000 is met.

Currently, students who receive award scholarships are awarded up to \$1,000. The Foundation Board of Directors can annually review this policy and raise the amount of the award given as long as the investment earnings provide adequate revenue to make the adjustment. The conservative investment strategy and philosophy of the Texas FFA Foundation Board of Directors is a proven method to grow our scholarship assets.

Contingencies and Transparency

In the event the National FFA Organization or Texas FFA Association changes a competition, contest or award recognized by the gift of a sponsor, the donor, or designee, will be contacted with options ranging from but not limited to:

- **Awarding of a similar scholarship in a different competition**
- **Creating a new award through collaborative efforts with the Texas FFA Association**
- **Returning the gift because we are unable to meet the donor's intent**

In the event a donor cannot meet the necessary funding level within the five-year period, they forfeit the naming opportunity and the funds received to date will be used to assist other educational efforts. All attempts will be made to give the donor optimum recognition for their gift. If the intent of the donor cannot be reached and no further contact can be made with the donor or designee, the Foundation Board of Directors will have the authority to have acting stewardship of the gift.

Should you need additional information about our efforts to endow Texas FFA scholarships, please contact our office at **(512) 480-8047**.

We stand ready to be of assistance.

The Texas FFA Foundation and Texas FFA Association are 501(c)3 nonprofit organizations and contributions are tax deductible.

2023
Proficiency
Awards

2023 Proficiency Awards

Award	Sponsor
Agricultural Communications	Charles Scruggs Family
Agricultural Education	J. Lawson Sowell Memorial
Agricultural Mechanics Design and Fabrication	
Agricultural Mechanics Repair and Maintenance – Entrepreneurship	
Agricultural Mechanics Repair and Maintenance – Placement	
Agricultural Processing	
Agricultural Sales - Entrepreneurship	Texas Independent Ginners Association
Agricultural Sales - Placement	McCoy's Building Supply
Agricultural Services	VATAT Credit Union
Agriscience Research – Animal Systems	
Agriscience Research – Intergrated Systems	
Agriscience Research – Plant Systems	
Beef Production – Entrepreneurship	Cactus Feeders, Inc.
Beef Production – Placement	George and Anne Butler Foundation
Dairy Production – Entrepreneurship	
Dairy Production – Placement	
Diversified Agricultural Production	Texas Farm Bureau
Diversified Crop Production – Entrepreneurship	
Diversified Crop Production – Placement	
Diversified Horticulture	
Diversified Livestock Production	Cavender's
Environmental Science & Natural Resources	
Equine Science - Entrepreneurship	Fort Worth Stock Show and Rodeo

2023 Proficiency Awards

Award	Sponsor
Equine Science - Placement	Fort Worth Stock Show and Rodeo
Fiber and/or Oil Crop Production	Texas Cotton Ginners' Association
Food Science and Technology	
Forage Production	
Forest Management and Products	J. Lawson Sowell Memorial
Fruit Production	
Goat Production	
Grain Production - Entrepreneurship	
Grain Production - Placement	
Home and/or Community Development	La Quinta by Wyndham
Landscape Management	
Nursery Operations	
Outdoor Recreation	Cavender's
Poultry Production	J. Lawson Sowell Memorial
Sheep Production	
Small Animal Production Care	
Specialty Animal Production	
Specialty Crop Production	Texas Cotton Ginner's Association
Swine Production - Entrepreneurship	
Swine Production - Placement	
Turf Grass Management	
Vegetable Production	
Veterinary Science	Cavender's
Wildlife Production and Management	Texas Ducks Unlimited / Tom Johnson

MYTEXASFFA.ORG



2023



Corporate Sponsorship Opportunities

MYTEXASFFA.ORG

Friends of the Texas FFA,

Texas is blessed with three vital and renewable resources: youth, agriculture and leadership. Through agricultural science education and the Texas FFA, our students are utilizing STEM to solve real world problems. The generous support of our sponsors and donors are providing the fuel to help make dreams come true. Our students are ready today to become dynamic influencers tomorrow.

Our Corporate Sponsor Package is designed to provide sponsors a pathway to engage with our incredible marketplace while meeting the philanthropic and community relation strategies of your organization. The success of this program has been adopted by many state FFA foundations and serves as a model for best practices. You will be joining our list of corporate sponsors who are enjoying the brand engagement in the Texas FFA marketplace. You will not be disappointed!

Texas is blessed with three vital and renewable resources: **youth, agriculture and leadership.**

With 95-years of brand equity, we value the “co-branding” / “win-win” collaborations through our sponsorship programs. Our staff and governing board of directors are committed to excellence in sponsorship relations, recognitions, and promotions. We use passion coupled with innovative strategies to ensure the value of your support while supporting our mission that matters.

Your investment is making Texas a better place to live, work and raise our families. We look forward to working with you and growing a better future through support of the Texas FFA.

Thank you!


Mitchell Dale

Chairman
Board of Directors
Texas FFA Foundation



The Texas FFA Association has established itself as a major part of the spirit of Texas.

The FFA has made a positive difference in the lives of millions of FFA members by developing their potential for premier leadership, personal growth and career success.





A sponsorship with the Texas FFA Foundation is a great co-branding opportunity for businesses and organizations to utilize the loyal Texas FFA marketplace. More than a sponsorship, our programs are designed to create a win-win scenario for participants - many sponsors refer to our sponsorship opportunities as a partnership.

Designed with three levels of participation, our sponsorship offerings afford participants the flexibility to choose a level that compliments the recognition, philanthropic and marketing objectives of their company.

The Corporate Partnership Program promotes those businesses and organizations supporting the longevity of the Texas FFA program. Our students, teachers, parents and other participating partners join us in saying thank you for supporting the Texas FFA.

Your generous support helps us ensure a strong financial future for Texas FFA programming, and while recognizing your sponsorship in a strong Agricultural Science Education and Texas FFA marketplace.

Texas Team Ag Ed



**Agriculture,
Food &
Natural
Resources**



Corporate Sponsor

\$35,000

Year-round recognition including promotion at the annual state convention and teacher's professional development conference. Deliverables to Corporate Sponsors include:

Corporate Sponsor recognition provided across all websites and promotional channels includes logo with link to url landing page.

Social Media* – promotions, special announcements and information can be distributed from time to time on our social media outlets including:

- Facebook (Texas FFA Association 60,000+ followers, Texas FFA Foundation 22,076 followers, ATAT 5,300+ followers)
- Twitter (Texas FFA Association 13,700 followers, Texas FFA Foundation 4,325 followers, and ATAT 2,500+ followers).
- Instagram (Texas FFA Association 33,000+, Texas FFA Foundation 8,980 followers)
- LinkedIn (Texas FFA Foundation 1,090 followers)
- Additionally, the Texas FFA Foundation will provide two “boosts” per year for corporate sponsor posts on Facebook and Instagram. *Sponsor needs to identify features they would like boosted.

Licensing - agreement for use of the “Proud to Support the Texas FFA” logo

Recognitions – Corporate Sponsor recognition on the Texas FFA News Online website and in the ATAT Growing Our Future Magazine (sent to teachers, former teachers and stakeholders)

- 1/2 page Sponsor Recognition in two issues of the Growing Our Future Magazine

- Recognition on the Texas FFA News Online website
- Opportunity to present to the Foundation LEAD series
- Potential Interview Opportunity on the Texas FFA Foundation's *Growing Our Future* Podcast

Complimentary Exhibit Booth – Corporate Sponsors will receive a complimentary 10'X10' exhibit space* at both the Texas FFA Convention and Teachers Professional Development Conference.

- Advanced notice for booth selection for convention/conference

*Additional booth space may be purchased as needed by the individual

Convention Recognition

- Recognized on stage during Texas FFA Convention for Corporate Sponsorship
- (3) Convention posters denoting your partnership status at Texas FFA Convention.
- 45 second commercial to be shown during State FFA Convention (will be shown two times)
- 45 second video commercial may also be shown through applicable social media (video editing may be necessary to meet formatting and time allotment)
- Tickets and recognition during the Texas FFA Foundation's annual Passion for Excellence Celebration breakfast held during the convention

- Promotion/recognition in the Texas FFA Convention Program
- Promotion/recognition in the Career & Expo Brochure
- Logo recognition on MyTexasFFA website

Conference Recognition

- Recognition at the ATAT Teachers Professional Development Conference as a Gold Sponsor
- (3) Large posters* denoting your partnership status at the ATAT Professional Development Conference for Agricultural Science Teachers.

*Contingent upon available space

- Special recognition and VIP seating during Family Night
- One-minute video greeting/ advertisement to be played before the General Sessions.
- One half page advertisement in the conference program
- Recognition on the association's website

Texas FFA Officers - traveling team visit to business or function of choice - contingent upon availability.

Gold Sponsor

\$20,000

Gold Sponsors receive strategic recognition and promotions across the ranks of Texas Team Ag Ed during the annual Texas FFA Convention and ATAT Teachers Professional Development Conference. Deliverables to Gold Sponsors include:

Gold Sponsor logo recognition provided across all websites.

Social Media* – promotions, special announcements and information can be distributed from time to time on our social media outlets including:

- Facebook (Texas FFA Association 60,000+ followers, Texas FFA Foundation 22,076 followers, ATAT 5,300+ followers)
- Twitter (Texas FFA Association 13,700 followers, Texas FFA Foundation 4,325 followers, and ATAT 2,500+ followers).
- Instagram (Texas FFA Association 33,000+, Texas FFA Foundation 8,980 followers)
- LinkedIn (Texas FFA Foundation 1,090 followers)
- Additionally, the Texas FFA Foundation will provide two “boosts” per year for corporate sponsor posts on Facebook and Instagram. *Sponsor needs to identify features they would like boosted.

Licensing - agreement for use of the “Proud to Support the Texas FFA” logo

Recognitions – Gold Sponsor recognition on the Texas FFA News Online website and in the ATAT Growing Our Future Magazine (sent to teachers, former teachers and stakeholders)

- 1/2 page Sponsor Recognition in two issues of the Growing Our Future Magazine

- Recognition on the Texas FFA News Online website

Complimentary Exhibit Booth –

Gold Sponsors will receive a complimentary 10’X10’ exhibit space* at both the Texas FFA Convention and Teachers Professional Development Conference.

- Advanced notice for booth selection for convention/conference

*Additional booth space may be purchased as needed by the individual

Convention and Conference Recognition

- (2) Convention posters* denoting your partnership status at Texas FFA Convention.
- (2) Large posters* denoting your partnership status at the ATAT Professional Development Conference for Agricultural Science Teachers.

*Contingent upon available space

- 20 second video commercial may be shown through applicable social media (video editing may be necessary to meet formatting and time allotment)
- Tickets and recognition during the Texas FFA Foundation’s annual Passion for Excellence Celebration breakfast held during the convention.



Silver Sponsor

\$15,000

Silver Sponsors receive recognition and promotions across the ranks of Texas Team Ag Ed during the annual Texas FFA Convention and ATAT Teachers Professional Development Conference. Deliverables to Silver Sponsors include:

Social Media* – promotions, special announcements and information can be distributed from time to time on our social media outlets including:

- Facebook (Texas FFA Association 60,000+ followers, Texas FFA Foundation 22,076 followers, ATAT 5,300+ followers)
- Twitter (Texas FFA Association 13,700 followers, Texas FFA Foundation 4,325 followers, and ATAT 2,500+ followers).
- Instagram (Texas FFA Association 33,000+, Texas FFA Foundation 8,980 followers)
- LinkedIn (Texas FFA Foundation 1,090 followers)
- Additionally, the Texas FFA Foundation will provide two “boosts” per year for corporate sponsor posts on Facebook and Instagram. *Sponsor needs to identify features they would like boosted

Licensing - agreement for use of the “Proud to Support the Texas FFA” logo

Recognitions – Silver Sponsor recognition on the Texas FFA News Online website and in the ATAT Growing Our Future Magazine (sent to teachers, former teachers and stakeholders)

- 1/4 page Sponsor Recognition in two issues of the Growing Our Future Magazine

- Recognition on the Texas FFA News Online website

Complimentary Exhibit Booth –

Silver Sponsors will receive a complimentary 10’X10’ exhibit space at both the Texas FFA Convention and Teachers Professional Development Conference.

Convention and Conference Recognition

- (1) Convention poster denoting your partnership status at Texas FFA Convention.
- (1) Large poster denoting your partnership status at the ATAT Professional Development Conference for Agricultural Science Teachers.
- Tickets and recognition during the Texas FFA Foundation’s annual Passion for Excellence Celebration breakfast held during the convention.



Contingencies

The following is standard contingency language used for Texas FFA Foundation sponsorships to ensure integrity and consistency in promotional and recognition efforts.

DISCLAIMER: Sponsorship recognitions by the Texas FFA Foundation do not constitute an endorsement of the Foundation for the products or services of the sponsoring company, organization or individual.

Funds received through the Texas FFA Foundation will be used to support the Texas FFA and agricultural science education. Any funds raised in excess of budgeted costs associated with special projects, convention or conference will be used to preserve the strength and future of the Texas FFA.

**All social media stats were taken in December 2022.*



MYTEXASFFA.ORG





The LEAD Experience...

Connects our teachers and students to sponsors, key Texas decision/policymakers, and other stakeholders, empowering them with practical, timely, and practical knowledge that can be taken back to students and communities and shared with their peers. The visits, camaraderie, and opportunity to grow enhanced professional networks and leadership skills – pushing participants towards continued career success.



The LEAD Experience empowers teachers with a better understanding of the Texas FFA Foundation and encourages them to pursue their passion for excellence by showing them the appreciation they deserve. During the week-long LEAD Experience held in June, teachers travel over 1,000 miles to visit approximately 15 locations and hear from more than 50 presenters.



All Texas agricultural science teachers are offered this expense-free experience - with no cap on attendance. The educational experience at the State Capitol empowers teachers to better understand and engage with their elected officials in legislative, government, and academic discussions.



Similar to the Teacher's Legislative LEAD program, students connect with policymakers, legislative staff, trade organizations, and industry leaders in agriculture. The Texas FFA Members Legislative LEAD is held in February during the Day at The Capital activities. The program allows our members to gain exposure to high-caliber mentors and develop leadership skills. A next-level leadership development program empowers students today while exposing them to career opportunities and advocacy.

LEARN MORE AT
MYTEXASFFA.ORG



Step Up. Step Out.



Our Teachers Say It Best ...

The Texas FFA LEAD experience is the catalyst of the LEAD series. It is a week-long, all-expenses-paid, next-level of leadership development journey. It provides educators with professional credentials and networks that have never been open to them.

- 2021 LEAD Participant Testimony



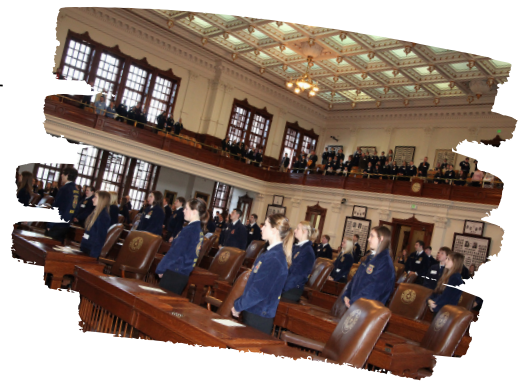
The Legislative LEAD program is geared to teach educators how to access public policy information and identify and communicate with elected officials. We learn how teachers can become trusted advisers to our elected officials and how we can have a positive voice on the local, state, and federal levels.

- 2019 Legislative LEAD Participant Testimony



The Texas FFA Members LEAD program is a student-focused leadership continuum. This program is for students seeking a broader professional network and expert insights. Students hear from leaders in business, agriculture, public policy, and education. This program encourages students to hone their leadership capacity and provides them with a unique platform of opportunities.

- 2021 Members LEAD Agriculture Science Teacher



& Let's LEAD

FOLLOW TEXAS FFA FOUNDATION AT





Texas FFA Members
LEGISLATIVE

LEAD

Thursday, February 23, 2023

Texas FFA Day at The Capitol
is held Wednesday, Feb 22nd
and Friday, Feb 24th



*"I learned how to advocate,
with a better understanding
of how policy is made, how
democracy works, and how
the legislative process
moves."*

- Legislative LEAD Texas FFA
Member Participant

Learn More About

- Agricultural Advocacy
- Agricultural Policy
- Democracy
- State and National Legislative Processes

Similar to the Teacher's Legislative LEAD program, students connect with policymakers, legislative staff, trade organizations, and industry leaders in agriculture. The Texas FFA Members Legislative LEAD is held in February during the Day at The Capital activities. The program affords our members to gain exposure to high-caliber mentors and develops leadership skills. A next-level leadership development program empowers students today while exposing them to career opportunities and advocacy.

FOLLOW TEXAS FFA FOUNDATION AT





LEGISLATIVE LEAD

November 23rd, 2023

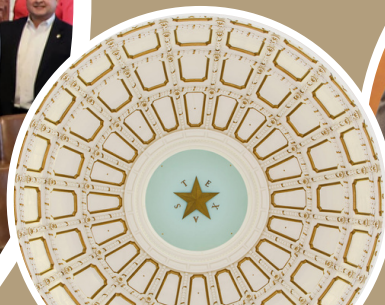
LEARN MORE AT
[MYTEXASFFA.ORG](https://mytexasffa.org)



All Texas agricultural science teachers are offered this expense-free experience - with no cap on attendance. The educational experience at the State Capitol empowers teachers to better understand and engage with their elected officials in legislative, government, and academic discussions.

Our Goals ...

1. How to better engage in our democracy.
2. Assist in providing a better understanding of municipal, county, state, and federal government operations.
3. Strategies for sharing with policymakers on agricultural and educational topics.
4. Engage and connect with legislative, education, and workforce leaders.
5. Assist teachers in becoming trusted advisors to their elected officials.



23RD

FEBRUARY, 2023

10AM - 4PM

Location:

Robert E. Johnson Conference Center
1501 Congress Ave.
Austin, TX 78701



LEGISLATIVE

LEAD

EXPLORE THE

 **LEAD**
Career Expo

WHY SHOULD STUDENTS PARTICIPATE?

- Engage with agriculture's elite industry leaders and professionals from across the state of Texas.
- Scout various career fields within the Texas Workforce.
- Seek potential internship and employment opportunities.
- Gain experiences and insights from leaders and professionals within agriculture by observing their career success.

REGISTRATION INFO:

The LEAD Career Expo happens concurrently with the Student Legislative LEAD Experience. When you register for the Student Legislative LEAD, the LEAD Career Expo is included in your registration.



The Texas FFA Foundation brings together trade associations, organizations, and companies along with hundreds of Texas FFA members for leadership training. The LEAD Career Expo allows students to engage and research workforce resources, interview skills/tips, and potential employment and internship opportunities within our elite agriculture professions.

Texas FFA Foundation Ambassadors

Our Texas FFA Foundation Ambassadors are a unique group of students selected to share their incredible stories of agriculture, leadership, and service through the Texas FFA.



Over
70
Students



During the Texas FFA Convention, the Foundation Ambassadors serve as the hosts to our special guests, sponsors, and dignitaries.

Step Up & Step Out

- Learn How To Set Goals
- Build Confidence
- Develop a Competitive Edge by Learning Vital Soft Skills
- Broaden Your Professional Network
- Share Your Agriculture Story
- Work Behind the Scenes at the Texas FFA State Convention
- Living to Serve

LEARN MORE AT
mytexasffa.org/foundation/living-to-serve

Jr. & Sr. Ambassadors

The Junior and Senior Ambassadors are Texas FFA members from across the state who receive extensive training to meet, interact, and assist our special guests, sponsors, and other VIPs. During state convention, each ambassador is assigned a VIP guest to host throughout the week. These students receive firsthand behind the scene experiences and hone their hospitality skills.



"Being an Ambassador is for FFA members who want to step up, step out, serve, and share their incredible Texas FFA story."

- Former Texas FFA Ambassador

Brand Ambassadors

The Brand Ambassadors are trained on how to promote and assist our guests with social media and other technological tools. Each Brand Ambassador is assigned weekly social media tasks and aid in fostering specific companies, sponsors, or other stakeholders. The Brand Ambassador group introduces students to the world of agricultural communications.



FOLLOW TEXAS FFA FOUNDATION AT



Support the Texas FFA... Create a Facebook Birthday Fundraiser



HOW DO I CREATE A BIRTHDAY FUNDRAISER ON FACEBOOK?

Why do a
Facebook
Fundraiser?

Fundraising programs like these go to support Texas Agricultural Science Teachers and our FFA members by providing greater opportunities for scholarships, leadership development, and hands-on workshops.

1. Log onto your Facebook account.
2. In the promotion in your News Feed, select the nonprofit you want to raise money for, for example:
 - **Texas FFA Foundation**
3. Under "Let's start with the basics," enter the following:
 - The name of the nonprofit you're raising money for, "**Texas FFA Foundation.**"
 - How much do you want to raise
 - The currency you want donations to be in
 - The date you want the fundraiser to end
4. Under "Tell your story," enter:
 - A title for your fundraiser, "**Texas FFA Foundation.**"
 - A brief explanation for why you want to support the **Texas FFA Foundation.**
5. Under "Pick a cover photo," choose one of the suggested photos.
6. A message will pop up that congratulates you on creating your fundraiser. You can invite your friends, share your fundraiser in your News Feed, or donate to the fundraiser.

MY**TEXAS**FFA.ORG

FOLLOW TEXAS FFA FOUNDATION AT



Support the Texas FFA... Create a **DonorPerfect** Birthday Fundraiser



HOW DO I CREATE A BIRTHDAY FUNDRAISER ON **DONORPERFECT?**

**Why do a
DonorPerfect
Fundraiser?**

Fundraising programs like these go to support Texas Agricultural Science Teachers and our FFA members by providing greater opportunities for scholarships, leadership development, and hands-on workshops.

1. Choose a "Blurb" from the link above to describe your birthday fundraiser.
2. Make a post on social media using your chosen blurb and ask your friends and family to make donations at the link below on your behalf:
<http://weblink.donorperfect.com/HappyBdayTxFFA>
3. Share your post a few times throughout your birthday week on social media.

Tips to promote your DonorPerfect Birthday Fundraiser:

- Create an "Event" On social media and invite your family and friends to participate by donating through the DonorPerfect Link
- Text or email the donor perfect link to your friends and family and ask them to make a donation on your behalf as part of your birthday gift this year.

MY**TEXAS**FFA.ORG

FOLLOW TEXAS FFA FOUNDATION AT





How do I ask people to participate in my birthday fundraiser?

You Could Say...

"There's something special about the students who choose to wear the iconic corduroy jacket! Help me Grow the Future of Texas FFA! Supporting my birthday fundraiser with the Texas FFA Foundation helps me **grow the future.**"

***Birthday Blurbs are provided as a suggestion. Please feel free to copy and paste one of the below options or edit to promote your birthday fundraiser on social media.*

Check out the link above for more Birthday Blurbs!

MY**TEXAS**FFA.ORG



AMAZON
MAKES THE TEXAS FFA FOUNDATION SMILE

Support the Texas FFA Foundation through **amazon**smile



Get the App

- Download or update the latest version of the Amazon Shopping app on your phone.
- You can find it in the App Store for iOS or Google Play for Android.



Join AmazonSmile

- If you are not already an AmazonSmile member, simply sign up at smile.amazon.com.
- Select the "**Texas FFA Foundation**" to start generating donations, at no cost to you.



Turn on AmazonSmile

- Open the app and find 'Settings' in the main menu (☰).
- Tap on 'AmazonSmile' and follow the on-screen instructions to turn on AmazonSmile on your phone.

WYNDHAM
HOTELS & RESORTS



LA QUINTA INN & SUITES BY WYNDHAM
SAN ANTONIO DOWNTOWN
SAN ANTONIO, TX

Texas FFA Supporters
save up to 15% off BAR* at over 6,100 hotels in the U.S.

Book today at wyndhamhotels.com and use Corporate Code **1000028580**
or call **877-670-7088** and ask for the Texas FFA Supporters discounted rate

WYNDHAM
REWARDS
You've earned this.

WYNDHAM GRAND

DOLCE
HOTELS AND RESORTS

esplenda

DAZZLER

WYNDHAM

TRYP

TM
TRADEMARK
COLLECTED BY WYNDHAM

LA QUINTA

WINGATE
BY WYNDHAM

WYNDHAM
GARDEN

HAWTHORN
SUITES BY WYNDHAM

AmericInn

RAMADA

BAYMONT

MICROTTEL
BY WYNDHAM

DaysInn

Super 8

Howard Johnson

Travelodge

*Subject to availability at participating hotels. Blackout dates and certain restrictions may apply. Discount for Texas FFA Supporters is 11-15% off our Best Available Rate (BAR) at Wyndham hotel family of brands. Savings are discounted from property's BAR excluding taxes, resorts/service fees, incidentals, gratuities, or additional per room, per night charges that may be imposed. BAR means best, non-qualified, unrestricted, publicly available rate on the Internet for the hotel with equivalent terms, date and accommodations requested. Rate is subject to cancellation or change at any time and void where prohibited by law. Cannot be combined with any other discounts, offers, group rates, or special promotions. Cancel 24 hours prior to 4PM day of arrival to avoid 1 night charge plus applicable tax. Reservations must be guaranteed with a valid credit card.

© 2021 Wyndham Hotels & Resorts, Inc. All rights reserved. All hotels are independently owned and operated except certain hotels managed or owned by a subsidiary of Wyndham Hotels & Resorts, Inc.



SPARK GOOD IN YOUR NEIGHBORHOOD WITH WALMART & THE TEXAS FFA

Thanks to Walmart's Spark Good program, you can now **ROUND-UP** for **Texas FFA Foundation** when you check out at [Walmart.com](https://www.walmart.com) or the [Walmart app](#).



Don't Have a Walmart Account. Get Started Here:

1. Visit our Spark Good Profile.
2. Choose the Texas FFA Foundation as your "Round up" Charity!
3. Check the "round up" option on EACH order before you pay. Every penny counts, and Walmart is matching donations!



Texas FFA Foundation
Spark Good Profile



Scan Me!



SPARK GOOD IN YOUR NEIGHBORHOOD WITH WALMART & THE TEXAS FFA

Already Have a Walmart Account. Follow Along Here:

1. Visit www.walmart.com/sparkgood and sign in to your Walmart.com account.
2. Search for "TEXAS FUTURE FARMERS OF AMERICA FOUNDATION INC"
3. Click "Search." **If your search shows up "Not Found", click remove location filter, and search again.*
4. Once you select TEXAS FUTURE FARMERS OF AMERICA FOUNDATION INC under Round-Up, click "Select this Charity."
5. If you want future orders to round up and donate by default, opt in by sliding the button to the right.
6. Click "Done!"
7. Start making an impact.

In future orders, you will see the "Round up" amount appear when you view the check-out cart. You can uncheck the box if you do not want to donate the round up sum for specific purchases, or you can leave the box checked if you wish to round up and donate your change.



THE FUTURE IS HERE

OUR STUDENTS ARE READY TODAY FOR TOMORROW

About the Texas Future Farmers of America (FFA)

What is Texas FFA?

The Texas FFA is a student organization for future leaders who use scientific, agricultural learning to solve real world problems. Founded in 1929, today the organization is 154,955 members strong and facilitates more than \$2 million in scholarships every year.

Why Agricultural Education is an Ideal Launching Point for Every Career

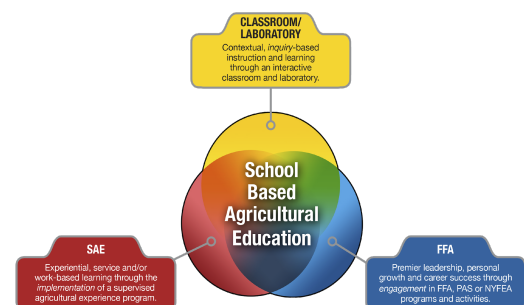
Agricultural education applies to every field, not just farming and ranching. Today, agriculture encompasses science, design, research, business principles, marketing, and much more. From floral design to computer science, research and development to modern medicine, our students find limitless opportunities to discover the best in themselves while learning values that last a lifetime.



The Texas FFA has launched noteworthy business careers, established CEOs, and played an integral role in creating some of the state's most respected leaders. We are the Future Farmers of America, but we are also the future biologists, future engineers, and future entrepreneurs.

How the FFA Works

The FFA program is one facet of a three-part model of education that includes classroom instruction and supervised agricultural experiences (SAEs). In short, the FFA is where classroom learning starts applying to the real world. The FFA generates scholarships, hosts public speaking competitions, empowers student elected leadership committees, sponsors life changing mentorship opportunities, puts on science fairs, and facilitates an annual convention with more than 13,000 attendees. All FFA programs contribute to career exploration, success, and development.



A 92-year History with a Bright Future

The Texas FFA was founded in 1929, at a time when many people needed direction. The organization created a leadership program that offered greater opportunity for self-expression, leadership development, and a sense of pride in one's work. Today, the FFA trains tomorrow's leaders by emphasizing the intrinsic values that help living things grow and thrive. The FFA's cornerstone values of respect, responsibility, and resilience continue to guide the organization as agriculture evolves to meet the world's growing food supply demands.

Where Every Student Has a Place and a Purpose

Scholarships that Can Change Futures

Each year, the Texas FFA facilitates the distribution of more than \$2 million in scholarships. Awards range from \$1,000 to \$20,000, from one-time prizes to four-year awards. Many high school students who graduate with advanced placement credits are rolling these funds over to pay for their post graduate degrees. Awards are based on both academic and FFA achievements as well as candidate performance during interviews. With the FFA, every student has the opportunity to go further.



How We've Evolved

The Texas FFA was first founded in 1929. In 1969, the FFA welcomed its first female members, and today more than one third of Texas FFA members are women. In 1973, Texas native Fred McClure was the first African American elected to a national FFA office. The FFA welcomes all members equally, offering countless opportunities to grow and excel.

Agriculture and Beyond

Texas AgriScience's broad course catalog and the FFA's hands-on experiences instill values and life lessons that apply to every field. The FFA has kickstarted the careers of farmers and ranchers, but also politicians, CEOs, biologists, engineers, entrepreneurs, and more. Our alumni network is strong because the FFA's core values serve members for a lifetime. Everyone can find ways to grow in the FFA, no matter what they're interested in.

- Science
- Veterinary Medicine
- Technology
- Business
- Equipment Design
- Processing
- Engineering
- Politics
- Mathematical Applications
- Ecology Management
- Floral and Landscape Design
- Mechanics
- Marketing and Communications

FFA Values Last a Lifetime

The Kind of Employees Companies Want to Hire

The FFA believes in core values that stand the test of time. That's why the organization continually invests in respect, responsibility, and resilience, the same codes of conduct and personal character that remind us to serve the greater good and successfully deliver us from one era to the next. The FFA is about inclusion, ethics, integrity, character, passion, excellence, service, and community. These lessons apply to every career field, and they're what make FFA members top job candidates for so many employers.

Preparing Leaders to Solve Tomorrow's Most Pressing Problems

The United Nations estimates growing populations will require a 100 percent increase in food production by 2050, which must be accomplished with the same amount of land we have today. Of the 100 percent more food required, 70 percent must come from technology that improves and enhances efficiency. Technology can enable food producers to provide more high-quality products using fewer resources. To sustain a growing world, agriculture must achieve food affordability, supply, safety, and sustainability.



The lessons learned in the FFA apply to a wide range of careers and industries.

So, you want to be a...	Where do you fit?
Doctor	Texas Agriculture Science Education offers...
Business Professional	Veterinary Medical Applications
Inventor	Professional Standards in Agribusiness
Artist	Energy and Natural Resources Technology
Researcher	Floral Design
Designer	Horticulture Science
Marketer	Agricultural Structures Design
Scientist	Agribusiness Management and Marketing
Politician	Advanced Animal Science
Engineer	Public Speaking Competitions
	Agricultural Mechanics and Equipment Design

FFA Members Deal with Real World Problems

Members Adjust to Canceled Livestock Show & Rodeo Events Due to COVID-19

Every year FFA students throughout the state travel to Houston in the spring for the annual Houston Livestock Show and Rodeo, one of the biggest events of the year. The event was cancelled on March 11, 2020 due to the spread of the coronavirus pandemic, leaving many agriculture students and teachers without the opportunity to participate in the highly anticipated events and competitions.

Even with the disappointment of canceled events, Texas FFA members were able to see the silver lining. The dedication and hard work each member puts into every project gives them crucial learning experiences and real-world circumstances.

“It caught a lot of people off guard, and we weren’t expecting it,” said Austin Large, executive director of the Texas FFA Association. “I think what is most important to remember is a lot of the learning our students do happens long before they even step on the rodeo grounds. That is the end point for their livestock portion and project -- they’re hoping to win big and sell big at the Houston Livestock Show and Rodeo -- but all of the work leading up to that, the responsibility it took, the relationships they formed and the mentorship, that all took place before they stepped foot on the rodeo grounds.”

Following the cancellation of all events in the spring, Texas FFA made the difficult decision to have all of its summer programming, including State Convention and ATAT Conference, to take place virtually.



“It starts way before the show,” said Jeremy Charchalac, Texas FFA member. “The instant you get that baby hog and put him on the trailer, you know that’s a commitment that you are making with the animal. From that point on, that animal is your partner. You have to have the commitment to be there day and night. Even if that cancellation wasn’t there, everything you learned and gained still stays with you. That still is something you take way beyond even after you have that animal. That applies to your life.”

FFA Members Create Better Communities

El Paso FFA Students, Teacher Prepare for a Hungry Future

At Coronado High School in El Paso, agriculture students know that farming is on the decline on a national level. Potential food shortages are imminent, and farmers have been aware of this growing concern for years. In 1916, El Paso had roughly 70,000 acres of irrigated farmland -- today it is just below 35,000 acres.

For the last several years, agriculture teacher Armando Flores has worked with Coronado students to show them that being a future farmer as a profession is important, valuable work. Each year, Flores works with 15 students who are interested in pursuing a career in agriculture and the food production industry. These students work with Flores on a 36-acre alfalfa farm and perform tasks including handling livestock, producing crops, working with tractors and more.



"These days, each farmer is responsible for feeding 200 people," said Flores. "Those numbers are just absolutely crazy. I've got a little baby girl at home and every single day I think about it. What's next? Who is going to be next if we are not feeding the world? It may not be a crisis in my lifetime, but it is coming whether you like it or not."

FFA Member Connects Food Pantry with Fresh Produce



Mansfield Legacy High School student Reagan Powers, was selected as one of 10 Ford Leadership Scholar selected out of 135,000 FFA members for the 2019-2020 school year. Tasked with developing a substantial and sustainable community service capstone project, Reagan decided to build a greenhouse and garden to provide the Harvesting in Mansfield Food Pantry with a steady supply of fresh fruits, greens, and vegetables. With Reagan's legacy project, the food pantry will be able to feed nearly 2,000 families a week with packages that include

meat, cooking staples, drinks, and now freshly grown food.

"About 16,000 of Mansfield high school students go hungry, and it's kids that I'm sitting next to in class," Powers said. "And I don't even know that they are missing a meal or on free or reduced lunch." Reagan's project, Feeding the Future, will be continued on by her FFA chapter.

FAQ

What is the Texas Future Farmers of America (FFA)?

Founded in 1929, the Texas FFA's mission was to offer greater opportunity for self-expression, leadership development, and a sense of pride in one's work. The FFA now connects STEM to the real world through hands-on projects that make classroom learning meaningful and applicable. By teaching students how to creatively solve real world problems with modern science and technology, the FFA is training the leaders of tomorrow.

Who is part of the Texas FFA?

The Texas FFA is more than 154,955 members strong. From middle schoolers to seniors, urban to rural, FFA members are a diverse group that include everyone from star athletes to National Honor Society award winners. We are the scientists, marketers, CEOs, designers, entrepreneurs and leaders of tomorrow.

What does agriculture have to do with science?

In one word: Everything! According to the United Nations, the world will require 100 percent more food by 2050, which must be achieved with the same land we have today. The UN believes 70 percent of this food must come from technology that improves and enhances efficiency, which means the Texas FFA's focus on all facets of agriculture, from the mechanics of farming all the way to engineering and technology, are a big part of solving tomorrow's biggest problems.



What real world experiences do FFA students discover?

In the FFA, we believe students learn by doing, which is why we do so much. FFA makes classroom learning real through a variety of hands-on opportunities, from public speaking to conducting meetings, managing budgets, volunteering, and engaging in real world competitions and exhibitions. FFA students also plan the annual FFA convention, which is the largest youth led convention in Texas and one of the five largest overall conventions in the entire state.

What are some recent examples of FFA student work?

FFA students are some of Texas's best and brightest. Recently, some of our youngest members created a mobile aquaponics tank and toured it around the state. Members are also a regular part of The Longhorn Project at NASA's Johnson Space Center, and each year, the Ford Leadership Scholars program selects 10 promising FFA members based on action, relationships, vision, character, awareness, and continuous improvement.

Texas FFA Corporate Sponsors

Each year, the Texas FFA facilitates the distribution of more than \$2 million in scholarships, thanks to the generosity of sponsors who believe in the power and possibility of agricultural science education. Sponsors recognize that FFA members are ethical, reliable, and articulate, which is why they continually support FFA members through generous scholarships, programs, internships, and job opportunities.



Superior Ties & Buckles



Why We Share Pride in the Blue and Gold

- The Texas FFA is more than 154,955 members strong, making it one of the largest state memberships in the national FFA organization.
- The Texas FFA has grown by more than 80,000 members since 2009.
- Since the National FFA Foundation's founding in 1944, sponsors have contributed more than \$200 million to support the organization's educational initiatives.
- More than \$2 million in scholarships are awarded annually in Texas alone.
- Each year, students plan and execute one of the five biggest conventions in Texas.



- Though some FFA members eventually become full time farmers or ranchers, most FFA students apply the skills learned in agricultural sciences to careers in business, computer applications, math, science, technology, accounting, mechanics, engineering, and more.
- Some FFA students get creative and apply FFA skills to part time jobs that help pay for their degrees or supplement income; for example, a student who takes floral design courses can become a weekend florist and earn extra income. There are limitless ways the FFA helps dreams come true.

“Science and technology must spearhead agricultural production in the next 30 years at a pace faster than the Green Revolution did during the past three decades.”

—Dr. Jacques Diouf, Director-General, Food and Ag Organization of the United Nations.

Where Do You Fit?

The FFA has a place for every student. Here's a sampling of some of the real-world training courses Texas agricultural education offers.

- Professional Standards in Agribusiness
- Agribusiness Management and Marketing
- Mathematical Applications in Agriculture, Food, and Natural Resources
- Equine Science
- Livestock Production
- Small Animal Management
- Veterinary Medical Applications
- Advanced Animal Science
- Energy and Natural Resources Technology
- Food Technology and Safety
- Food Processing
- Wildlife, Fisheries, and Ecology Management
- Forestry and Woodland Ecosystems
- Range Ecology and Management
- Floral Design
- Landscape Design and Management
- Horticulture Science
- Greenhouse Operation and Production
- Advanced Plant and Soil Science
- Agricultural Mechanics and Metal Technologies
- Agricultural Structures Design and Fabrication
- Agricultural Equipment Design and Fabrication
- Agricultural Laboratory and Field Experience
- Principles of Agricultural Food and Natural Resources
- Advanced Energy and Natural Resources
- Agricultural Research and Communication
- Agricultural Power Systems



Leadership



Ray Pieniasek

Executive Director, Agriculture Teachers Association of Texas (ATAT)

Ray Pieniasek has spent his entire career working with agricultural students and teachers. After graduating from Texas A&M in 1988 with a Master of Education in Agricultural Education, Pieniasek began his career as an Agricultural Science teacher in Poth, Texas. He moved to Houston and spent 11 years with Clear Lake High School. Throughout those 11 years,

Pieniasek was the NASA Longhorn Project teacher coordinator.

Before joining ATAT as Executive Director, Pieniasek spent 18 years working at East Central High School as the lead teacher for the agricultural department and worked with the CTE department. Throughout his thirty-year career as a teacher, he helped lead his students to earn significant FFA achievements including two state vice presidents, five state leadership development event finalists, 15 National CDE Qualifiers, eight National FFA CDE Champions, 28 American FFA Degree Recipients, 194 Lone Star FFA Degree Recipients, six Area FFA Officers and 19 District Officers.

In 2019, Pieniasek was invited to join ATAT as its Executive Director. In his present role, Pieniasek manages the 2,200 plus members of the teachers' association and coordinates professional development conferences to provide training for teachers. Pieniasek also serves on the Board of Directors for the Texas FFA, Texas FFA Foundation and ATAT Credit Union.

Texas FFA Programs that Shine

At New Waverly High School, the FFA launched an agricultural robotics (aka, agrobotics) team that teaches core engineering skills so students can better solve specific, real world problems with technology. Students leverage the scientific method to hypothesize, invent, experiment, and refine solutions until they develop the most efficient design.

Leadership



Aaron Alejandro

Texas FFA Executive Director, Texas FFA Foundation

As an executive director with the Texas FFA, Aaron Alejandro has established relationships with key sponsors and individuals to help make countless dreams come true and widen the doors of opportunity for more than 154,955 members statewide. Alejandro established the Star Partnership and Convention Partners Program, which generated record levels of donor support. His newest initiative, MyTexasFFA.Org, represents a true innovation in advocacy, engagement, and stakeholder connection.

In 2020, under Alejandro's leadership, the Texas FFA Foundation recorded more than \$13 million in endowment and financial assets, which represented a 377 percent net asset growth since he joined the organization in 2000. The model he created for record fundraising for the annual state convention is now being used by numerous other state FFA foundations.

Alejandro also consults with businesses, organizations, and youth clubs about ways to improve organizational and individual performance. As an inspirational speaker, Alejandro's unique style offers a clear message of personal dynamics for success that transcends age groups and corporate cultures.

Texas FFA Programs that Shine

At Florence High School in central Texas, FFA members run a complete meat processing laboratory and full-service meat market. The Florence Meat Science Program gives students firsthand experience of meat processing and fabrication. Students graduate with a comprehensive knowledge of the meat processing industry, and program graduates receive their meat processing certification and can begin immediate employment earning wages above entry level.

Leadership



Jennifer Jackson

Texas FFA Executive Director, Texas FFA Association

Jennifer Jackson joined the Texas FFA as an executive director in October 2021. Jackson, a former FFA member, brings a strong programmatic development perspective and an educator’s outlook to the association. Previously, she served as an agricultural science teacher and FFA advisor for 15 years. Her tenure includes serving on numerous appointed state and national advisory committees pertaining to agricultural science and career and technical education.

She currently serves as the Student Recognition and Scholarship Coordinator with the Texas FFA Association. She is responsible for coordinating, evaluating, revising, and managing the competitive event and scholarship programs that have been identified and developed by the Texas FFA Association board of directors. She ensures that the association utilizes cutting-edge methodologies and technologies to deliver student-centered programs that meet the organization’s strategic priorities.

Texas FFA Programs that Shine

The James Madison High School AgriScience Magnet Program includes a 20-acre complex on campus that offers seven pathways of study: agribusiness, agriculture mechanics, animal science, environmental science, floriculture & plant science, food processing and veterinary technology. The complex is equipped with several different laboratories that give students ample hands-on training. Through their lab work, students can obtain industry recognized certifications in agriculture mechanics, animal science, environmental science, floriculture, and veterinary technology, and dual credit courses allow students to earn college credits while still in high school.

Leadership



Leslie Hudson

*Statewide Career and Technical Education Coordinator,
Texas Education Agency*

Leslie (Les) Hudson is a statewide career and technical education (CTE) specialist for the Texas Education Agency. His responsibilities include direction of the agriculture, food and natural resources programs. He holds a bachelor's degree from Texas A&M in College Station and master's degree from Lamar University in Beaumont.

Hudson's career encompasses teaching agriculture in Brackettville for three years and in Bastrop ISD for 17 years before moving into an administration position within the district.

During his 10 years of administration at Bastrop ISD, Hudson held the title of assistant principal, director of CTE and director of student services. He helped implement and oversee the effectiveness of behavioral response to intervention (RtI), positive behavior interventions and support (PBIS) as well as social emotional learning for the district.

In June 2019, Hudson joined the Texas Education Agency as CTE educational specialist overseeing and providing strategic planning for the agriculture, food and natural resources, architecture and construction career clusters. Hudson serves on the Board of Directors for the Texas FFA Association and the Texas FFA Foundation. He is also a member of the State of Texas Agriculture, Food and Natural Resources Industry Advisory Committee and the BISD Improvement Committee.

Hudson is the proud father of two former CTE students and FFA members Caleb and Kendall. He and his wife Dawn live outside of Bastrop where they are actively involved within the agriculture community.

Texas FFA Programs that Shine

The Jacksboro ISD Student and Teacher Memorial Courtyard was constructed by leadership efforts from FFA member Hunter Hackley. "This courtyard teaches students the importance of leaving a strong legacy by continually reminding them of the amazing impressions left by the individuals on the memorial. The greatest thing I have gained from this whole process is the ability to professionally complete an extensive project in a real-world setting. There is no other program in the country that challenges students to complete such elaborate and difficult projects," said Hackley.

Media Contacts



Amy Power
amy@thepowergroup.com
214.693.2146

Meagan Byrne
meagan@thepowergroup.com
914.374.2662

Brianna Vallelong
brianna@thepowergroup.com
917.301.9094