



## GUMBY CHALLENGE

#USGBCTXGumbyChallenge  
#betterbuiltenvironmentforallTexans  
#USGBCTX

Hi Y'all we're  
stre-e-tching  
our goals for  
sustainability!



### FACT SHEET

#### What is the USGBC Texas Gumby Challenge?

The U.S. Green Building Council Texas (USGBC Texas) Gumby Challenge is a coordinated year-long fundraising and engagement campaign designed to build involvement in our organization's mission.

With the American icon Gumby as its official spokesperson, the campaign is intended to raise awareness of the Chapter's mission to accelerate the adoption of sound green building and sustainable development policies and practices in Texas through advocacy, community outreach, education, and partnerships for the benefit of present and future generations of Texans. The campaign includes a goal of \$350,000.

Objectives for the Challenge are to:

- Increase awareness of the Chapter's work to ensure a better built environment for all Texans.
- Grow involvement by members, volunteers, funders, partners and the community at large in achieving our mission.
- Raise funds to achieve the Chapter's financial sustainability, with the appropriate resources in place, to enable us to continue to 'drive' our mission.

Texas is one of the fastest growing states in the country and is a leader in green building practices. With support from our Texas community, the Gumby Challenge will greatly expand our capacity to work with our communities to achieve sustainable, resilient and equitable built environments for all Texans. The positive impact of healthy buildings and surrounding spaces on wellness, productivity and community has significant potential impact on the economy, society and the environment as a whole.

The intention of the Gumby Challenge is to inject focus, creativity and inspiration, while emphasizing the value of our role in facilitating the implementation of sound policies and practices to encourage green schools, high-performance commercial and residential buildings and wise development.

Join with us in raising awareness of the social, environmental and economic value of green building and sustainable development.

To get involved in supporting our transformational work, you can:

- [Become a member](#)
- [Make a donation](#)
- [Become a sponsor](#)
- [Become a volunteer](#) to advocate on the Chapter's behalf

To learn more visit [www.usgbctexas.org](http://www.usgbctexas.org) or contact: Jonathan Kraatz, Executive Director, USGBC Texas at [Jonathan@USGBCTexas.org](mailto:Jonathan@USGBCTexas.org) or 214-293-2996.

### **What is the U.S. Green Building Council Texas and Why does our work matter?**

The U.S. Green Building Council Texas is a primarily volunteer-based community-benefit nonprofit (501c3) committed to working with the Texas community to ensure a better built environment for current and future generations of Texans. We are uniquely focused on uniting all stakeholders involved in the development, design, construction, operation and use of the built infrastructure to achieve equitable practices and policies that are economically, environmentally, and socially sustainable.

We are the only nonprofit green building coalition in Texas that fosters the advancement of sustainability and green building to promote healthy communities, people, and buildings. We aim to transform the way all buildings, homes, and communities are designed, built, maintained, operated and used in Texas through outreach, education, advocacy, and partnerships, enabling an environmentally and socially responsible, healthy, and prosperous environment that improves the quality of life for all Texans.

USGBC Texas volunteers cover a wide diversity of disciplines and experience, whether as a professional or a building user, as a developer or a building operator, providing expert knowledge on related subjects, as well as case studies and essential guidance on best practices. Our programming is aimed at providing resources, information and education about green building benefits and practices, whether encouraging green schools, educating policy makers, providing professional education, or serving as a resource for information on workplace health and productivity.

### **Campaign Spokesperson: Gumby**

**Why Gumby?** Gumby is a flexible, widely recognized, timeless, cultural icon with a magical ability to shape, shift and travel to any place and any time past, present or future. He moves through any portal of the imagination—if you can imagine it, Gumby can do it. So can we!

Five good reasons why Gumby is our campaign spokesperson:

1. Gumby creates interest, presenting a real visual with which people of all ages can identify.
2. Gumby is green, as is our organization.
3. Gumby is sustainable, having been around a long time (since 1955), which is our goal for the community and for our organization.
4. Gumby stretches, which is what we're asking our constituents to do in support of our mission-driven efforts.
5. Gumby helps us visualize our accomplishments.

*\*Gumby is a registered trademark of Prema Toy Co. Used by permission.*

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