



Texas Honey Bee Education Association

Chair: Roger Farr
Vice-Chair: Chris Doggett
Secretary: Leesa Hyder

Introducing Adopt-a-Hive

Fellow Texas beekeepers,

The THBEA board and I are delighted to introduce the new Adopt-a-Hive program to you. Let me explain further.

Adopt-a-Hive is the brainchild of Terry Wright, a sideline beekeeper in northeast Texas and a member of the board of the Texas Honey Bee Education Association (THBEA). You'll meet him in the enclosed letter. Terry wanted to create a win-win-win for Texas beekeepers, Texas businesses, and the Texas Honey Bee Education Association (THBEA) and so he created Adopt-a-Hive. Not only that, but he enrolled our first businesses in Adopt-a-Hive as a proof of concept which generated significant donations for THBEA.

Adopt-a-Hive works this way:

- Beekeepers in their local area form relationships with local businesses
- Businesses make a potentially tax-deductible contribution to THBEA of \$1000 or more
- THBEA utilizes the funds for adult and youth beekeeper education, public education, and honey bee research purposes
- Beekeepers have the opportunity to partner with their local business to gain from their support of honey bees by, for example,
 - Selling the business honey at prices and in packaging that allow the business to give honey to their valued customers
 - Offering to designate one of their hives as "adopted" by the local business and providing updates and education on the "adopted" hive
 - Offering to provide educational seminars on honey bees to the local public, sponsored by the business or at the business' location, with the opportunity to sell the beekeeper's hive products
 - Providing the business with free literature, which they can personalize, on how local citizens can help Texas honey bees

You'll find more on Adopt-a-Hive in the enclosed materials. Terry Wright shares, in his letter, his success with Adopt-a-Hive and to get you started, Terry has also shared the presentation he uses to introduce Adopt-a-Hive to his local businesses.

All of the Adopt-a-Hive materials are also available at <https://thbea.com/adopt-a-hive> for download

I hope you'll get involved in Adopt-a-Hive for yourself, local businesses, and THBEA's benefit

Best regards,

Roger Farr, THBEA Chairman 2019/20