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WHITE BUFFALO
LAND TRUST

Noted Venture Philanthropist and Impact Investing Pioneer, Tom Bird, Earmarks \$250,000 of Private Equity Assets For White Buffalo Land Trust's Campaign For Jalama

Santa Barbara, Calif. (March 12, 2020) - Tom Bird is a unique impact investing pioneer driven by two primary influences: the part of him that is a Stanford MBA Entrepreneur looking to get new things done, and the other part that is a Harvard Divinity School graduate looking to do the right thing. He has blazed a path integrating both influences in a way that reimagines and amplifies the role of the investor in creating positive social change.

After success as a Silicon Valley based entrepreneur, Bird and several like-minded associates founded FARM in 2011 to invest in for-profit enterprises that were looking to make a positive social contribution with their work. Over the past 9 years FARM has not only outperformed its peers financially, it has been innovative in expanding the capacity of Donor Advised Funds to create social impact as well as facilitating the spread and adoption of Venture Philanthropy.

In the past year Regenerative Agriculture has landed on FARM's short list of priority

themes for investment and philanthropy. Regenerative Agriculture is a set of farming and ranching principles, practices and techniques aimed at creating positive ecological, food system, and community outcomes; and is a cornerstone solution for climate stabilization. In the process of researching this theme, Bird found Santa Barbara's White Buffalo Land Trust and its ambitious Campaign For Jalama Canyon Ranch.

The Jalama Canyon Ranch project will model regenerative agriculture at scale in a financially viable way; serving as a center for education and training, scientific research, and removing the barriers to rapid and broad adoption of regenerative agriculture locally, regionally and globally. Bird was drawn to White Buffalo Land Trust in part because of their entrepreneurial path that began with a 12-acre demonstration site and now looks to scale to 1000 acres from which to share practical data, practices, outcomes, and financial models.

The Campaign for Jalama is raising \$6M in 2020 to acquire the land, ensure its perpetual protection, and establish a maintenance fund. As of March 1, 2020 they have raised \$2.7M. When the assets from FARM earmarked for White Buffalo become available, they will make a significant addition to the campaign; and there is good reason to believe other Impact Investors and Venture Philanthropists will follow Bird's lead to help make the Campaign For Jalama a reality.

Learn more about this transformative project that leads to a healthier food system, draws carbon from the atmosphere, increases biodiversity, strengthens communities, and improves farmer and rancher livelihoods at: campaignforjalama.org.

About White Buffalo Land Trust: Founded in honor of the spirit and vision of Lyndsey McMorrow, the Santa Barbara based 501(c)3 non-profit organization practices, develops, and promotes systems of regenerative agriculture for local, regional, and global impact. The Trust serves as a leader in Regenerative Agriculture in the Santa Barbara region and a connected hub in the growing global movement. The White Buffalo Land Trust team of active land stewards, researchers, educators, and innovators are committed to aligning agriculture, conservation, and human development for long term ecosystem, economic, and community health. www.whitebuffalolandtrust.org