

FORESTS **FOR** MONARCHS **A**NNUAL **R**EPORT

2013

FISCAL YEAR: JANUARY-DECEMBER, 2013



FORESTS **FOR** MONARCHS' MISSION

Forests for Monarchs, a program of *La Cruz Habitat Protection Project, Inc.*, reforests land in the Highlands of Michoacán, where hundreds of millions of monarch butterflies spend each winter. However, the size of the monarch butterfly overwintering colonies has slowly decreased since the 1990's. This year's dramatic reduction in colony area— less than 3 acres vs. 20 acres 24 years ago— has raised serious concerns about their future survival, and the role that US, Canada, and Mexico must play in the species' conservation. *Forests for Monarchs'* mission is to assure the long-term survival of the monarch butterfly through the conservation and restoration of forests in and around the Monarch Butterfly Biosphere Reserve in Michoacán, Mexico. *Forests for Monarchs* also benefits the health of local watersheds, microclimate, and biodiversity, as well as the economic well-being of local people, most of whom live in poverty and depend on the forest for their daily needs.

Contents:

<i>Approaching seven million</i>	2
<i>600,700 Trees in 2013!</i>	2
<i>1,337 Acres!</i>	2
<i>Education is Reforestation</i>	3
<i>More than 700 Volunteers in Reforestation</i>	4
<i>Financial Overview</i>	5

2013: A SUCCESSFUL REFORESTATION YEAR

Through the distribution of native tree seedlings, technical support to plant them in degraded lands, and sustainably managing the reforested land, *Forests for Monarchs* continues to help protect the lands and the monarch butterflies that over-winter in and around the Monarch Butterfly Biosphere Reserve.

Approaching Seven Million!

Forests for Monarchs and our partner La Cruz Habitat Protection Project-Mexico distributed a total of 6,889,135 native trees seedlings since 1997. These efforts are possible thanks to the support of our individual donors, corporate sponsors, and non-profit partners throughout the years. We estimate that approximately 10,100 acres were restored with our native trees. Looking at the predicted deforestation rates for 2020 (more than 37,065 acres per year), we will increase the number of trees we can plant each year to help offset the deforestation rates.

600,700 Trees in 2013!

Forests for Monarchs donated 600,700 native tree seedlings to reforest the Monarch Butterfly overwintering area, and the degraded lands surrounding the Lakes of Pátzcuaro and Zirahuén in 2013. The degraded lands, now reforested, included those damaged by fire, by intense agricultural practices, and by unsustainable wood harvesting.

1,337 Acres!

The 600,700 native tree seedlings are restoring 1,337 acres of degraded Pine-Oyamel mixed forest, crucial for the protection of the Monarch butterfly wintering habitats, and many other endemic species of this ecosystem located at altitudes above the 7,500 feet.



EDUCATION IS REFORESTATION

The conservation of our forests is in the hands of our future generations. *Forests for Monarchs* promotes environmental education among the local children and their families. *Forests for Monarchs* encourages the participation of higher education students at our reforested sites and our partner Nursery.

Helping to shape the future

Forests for Monarchs welcomes High School and University students to visit Nursery La Cruz, where our Mexican partner grows the native trees that we use to reforest. There, the students are immersed into the Reforestation process; starting from selecting the right seeds to the production, delivery and planting of high quality native tree seedlings. The Students have the opportunity to

visit our reforested sites and they learn the importance of applying the right techniques to plant the seedlings to ensure that they will grow into healthy trees.

In 2013, several groups from well-known forestry universities, Universidad José Narro and Universidad de Chapingo, visited the Nursery.



Children of the region value the important connection between the Pine-Oyamel mixed forest and the iconic Monarch butterflies.

School teachers, our best reforestation allies

We donate tree seedlings to those schools that encourage their students to be involved in the restoration of the forests. A special case is the Elementary School 18 de Marzo.

During the last fourteen years, *Forests for Monarchs* has donated tree seedlings to this elementary school. Eva Gonzalez, who teaches at the school, coordinates the reforestation campaigns together with *Forests for Monarchs*.

Eva Gonzalez is a great reforestation ally. She believes that environmental protection should be taught as a practical class, and not only in the classroom.

MORE THAN 700 VOLUNTEERS IN REFORESTATION

Forests for Monarchs joins efforts with other non profits and Federal Agencies to restore and protect the forests in the Monarch Butterfly Biosphere Reserve.

Reforestation of forests sites damaged by fire

By 2013, the number of hectares affected by fire in the west surrounding areas of the Monarch Butterfly Biosphere Reserve was up 35%. By the time the summer rains began, 1,178 fires had affected 9,303 acres of forest.

Besides contributing as much as 15% of the total amount of greenhouse gases entering the atmosphere, forest fires reduce the number of trees available for carbon sequestration.

In the culturally diverse Pátzcuaro, Michoacán, 47 fires affected 1,385 acres, resulting in the loss of more than 150,000 trees. More than 660 volunteers planted 23,000 trees on top of a hill known as El Estribo Grande, and 15,000 on Cerro Blanco.

These trees were donated and transported to El Estribo and Cerro Blanco by *Forests for Monarchs*.

In addition to this reforestation campaign,

there were other projects where elementary school students, their teachers and parents planted native tree seedlings.

The remaining trees are planted by local people, normally the communal land owners.



2013 FINANCIAL OVERVIEW (audited)

Revenue	
Foundations and Corporations	\$300,000
Individuals	12,461
Grants from other non profits	50,000
Total Revenue	\$362,461

Expenses	
Program Services	
Tree seedling production	\$153,010
Tree seedling transportation and distribution	29,600
Monitoring/Technical support	5,997
Subtotal Program Expenses	\$188,607
Support Services	
Contract services	\$28,699
Accounting	8,926
Travel and meetings	6,800
Other expenses	1,362
Subtotal support services	\$45,787
Total Expenses	\$234,394

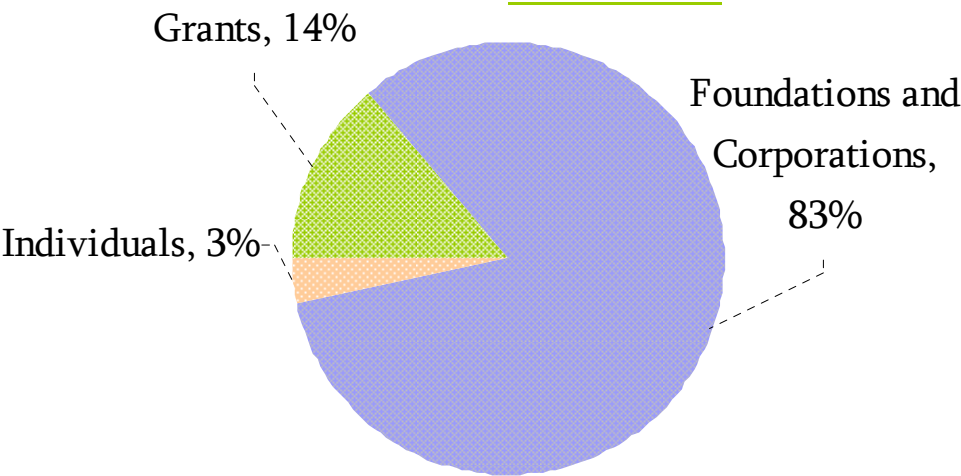
Expense allocation	
Forests for Monarchs	
Reforestation	\$188,607
Contract services	\$20,089
Subtotal Program	\$208,696
Administration	
Contract services	\$7,175
Travel and meetings	\$6,800
Accounting	\$8,926
Other	\$1,362
Subtotal Administration	\$24,263
Fundraising	
Contract services	\$1,435
Subtotal Fundraising	\$1,435
Total Expenses	\$234,394

Note: The above financial summary is based on the Forests for Monarchs’ audited financial statements by the firm Montemayor Hill & Co, PC. Full copies are available on our website, or upon request.

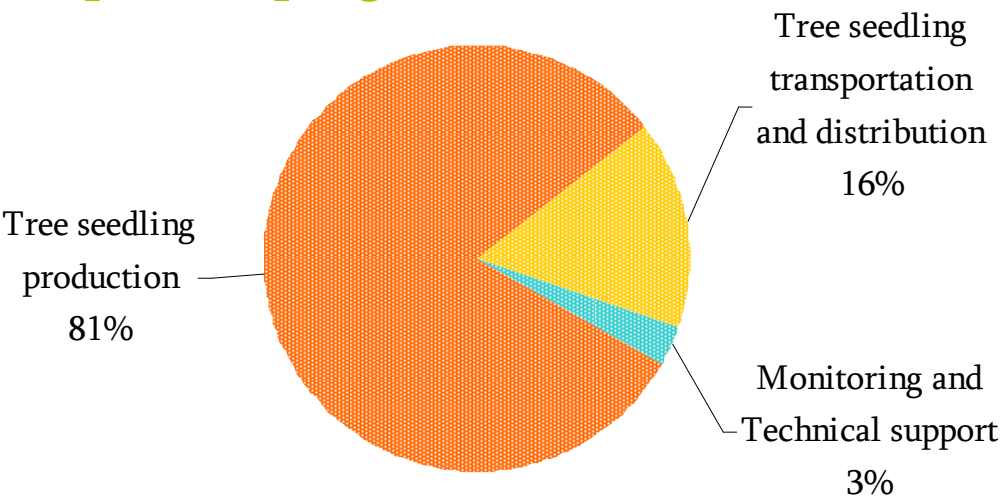
2013 FINANCIAL OVERVIEW (audited)

Assets and Liabilities	
Foundation and Corporate contributions	\$300,000
Individual contributions	12,461
Grants	50,000
Total assets	\$362,461

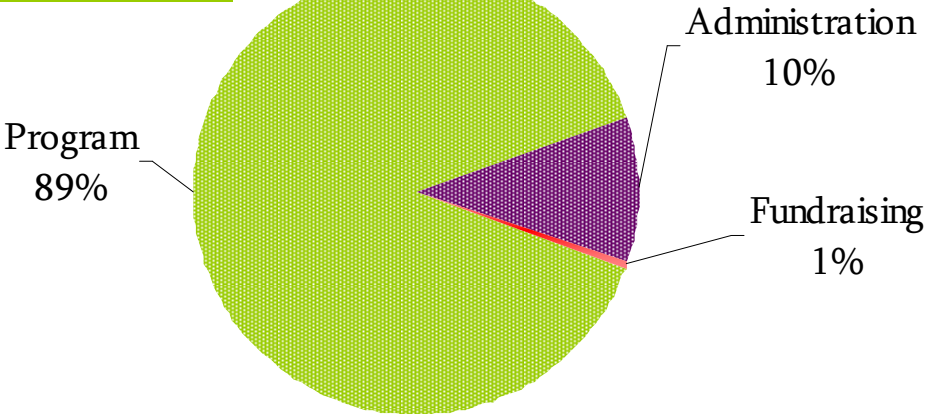
Revenue



Expenses, program services



Expense allocation



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