

ANNUAL REPORT

LA CRUZ HABITAT PROTECTION PROJECT



FORESTS FOR
MONARCHS



DIRECTOR'S STATEMENT

I want to start off by saying thank you to the 65+ individuals that donated in 2018. Your contributions allowed us to plant an additional 20,000 trees in and around the monarch biosphere reserve area and within the Highland Lakes Watershed area. A continued thank you to our partners that as businesses and corporations have pledged to combat deforestation and contribute to our work.

2018 was a good year – we planted 400,000 trees and the eastern monarch population saw a remarkable increase. We are cautiously optimistic as any major storm or environmental threat could dramatically impact the population. We also saw an increase in demand from communities and landowners requesting trees. The demand outnumbered our supply. The need is still great and through our donors and partners we know we'll be able to continue this work for years to come.

Thank you!

Megan Fulton
MEGAN FULTON
Executive Director

OUR MISSION:

Forests for Monarchs (FFM), a program of La Cruz Habitat Protection Project, Inc., reforests land in and around the Monarch Butterfly Biosphere Reserve where millions of monarch butterflies spend each winter, and in the Highland Lakes Area of Michoacán, Mexico. Our goal is to help conserve the monarch butterfly winter habitat while aiding the surrounding communities in creating a sustainable livelihood supported by good forest stewardship.



Monarchs on Oyámel | Sengüo Reserve



La Cruz | Vivero Forestal Nursery

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MONARCH HEALTH & POPULATION IN 2018

2018 was a good year for the eastern monarch population. According to the World Wildlife Fund Mexico and CONANP, the winter roost was counted at a 144% increase over the previous season. This count was found within 6.05 hectares of forest. That is the 15 acres scientists believe is the minimum acreage needed to maintain the current average population numbers. (Monarch Watch)

The western monarch, those that live west of the Rocky Mountains, which do not overwinter in Michoacán, had a very bad year. The annual Xerces Society Thanksgiving count was just at 28,429 monarchs, an 86% drop in the population from the previous year. Overall, this is a 99.4% decline since the 1980s. (Xerces Society)

The overall declines for both populations can be attributed to low breeding numbers, loss of habitat, heavy commercial use of pesticides and climate change. The western monarch saw an especially volatile year due to late-season storms and a severe wildfire season. (Xerces Society)



2018 ACCOMPLISHMENTS



400,000

native trees planted



367

hectares of land
restored to forest



1,087

volunteers that supported
reforestation efforts



21

communities and
landowners impacted

GRANT AWARD BY NFWF

In late 2017 we were awarded a grant of \$60,000 from the National Fish and Wildlife Foundation (NFWF) as part of the organization's monarch butterfly conservation efforts. These funds helped us in 2018 and allowed for us to plant an additional 120,000 trees in high need areas in and around the Monarch Butterfly Biosphere Reserve area.

The recipients of these awards focused in one of two areas: 1) Improving availability of high-quality habitat OR 2) Increasing the capacity needed to expand conservation into the future. LCHPP's work focuses on habitat restoration.

LCHPP was the only U.S. based organization with a program focused in Mexico and on the overwintering habitat to receive this grant. This was also the last year non-U.S. projects were eligible for grants under this program.

We are grateful that the NFWF selected our organization. The trees this funding allowed us to plant directly aids in the long-term survival of the monarch butterfly.

PARTNER NEWS:

In 2018 we continued our partnerships with MHAIA, planting an additional 200,000 trees; Vermont Woods Studios, planting 5,240 trees; and Catemina planting 500 trees. We also received an additional grant from the Meshewa Farm Foundation.



La Cruz | Vivero Forestal Nursery Staff Member

2018 FINANCES

Total Contributions

\$170,139

Foundations & Corporations
Grants & Other Non-Profits
Individual Donors*

\$125,000
\$20,400
\$24,739

*Includes partner donations and grants under \$5,000 and third-party platform contributions such as Amazon Smile, GreaterGood.org & Facebook

Program Expenses

\$107,763

Tree Seedling Production + Transportation & Distribution
Monitoring & Technical Field Support

\$100,377
\$7,386

Administrative Expenses

\$36,532

Contract Services
Accounting Services
Travel & Meetings
Fundraising
Administrative Support

\$17,018
\$2,372
\$4,640
\$5,592
\$6,910

Excess Program Funds with Designated Carryover use for 2019

\$25,347

For more financial information, please see our 2018 990 located on our website.