

ANNUAL REPORT

LA CRUZ HABITAT PROTECTION PROJECT



FORESTS **FOR**
MONARCHS



DIRECTOR'S STATEMENT

2019 was a steady year for Forests for Monarchs. While our tree numbers dropped slightly, we were still able to plant 300,000 trees in high-need areas around the Monarch Butterfly Biosphere Reserve area and surrounding communities, in addition to the Highland Lakes Watershed Region. Our numbers dipped slightly because projects outside of the United States are no longer eligible for a specific National Fish & Wildlife Foundation grant we were previously eligible for – we are grateful for the years of support from the agency. If anything, this gives us a new and exciting challenge in finding sustainable funding that will ensure the long-term success of this program. Because the reality is that the demand for trees is high, and even planting 300,000 and 400,000 trees a year does not meet that need. As an organization heading into 2020, we're going to start focusing on you – the donor – to join us in our mission and help ensure the survival of this important species and the protection and rehabilitation of crucial forest land.

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.





Planting Site | Senguio

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MONARCH HEALTH & POPULATION IN 2019

This year (2019-2020), monarchs are having a tough time. The western population was reported at just 1% of its original size. The eastern monarchs – those that migrate to Mexico each year – experienced a 53% decrease in population size from the previous year. The decline for the eastern monarch can be attributed to reproduction issues in March and April due to colder temperatures and late migrations to Mexico in the Fall of 2019 and drought and the length of migration for many monarchs. The uptick in monarchs seen in New England and some of the more northern Midwest states in the summer of 2019 did not correlate to a higher population count at the monarch winter sites. (Data source: Monarch Watch, 2020)



2019 ACCOMPLISHMENTS



300,000

native trees
planted



275

hectares of land
restored to forest



1,470

volunteers that
supported
reforestation efforts



26

communities and
landowners
impacted

ORGANIZATIONAL UPDATES:

Founded in 1997, our organization has gone through many changes. 2019 was no different. This change was an excited and necessary update. You may have already seen the difference – we redesigned our website! Now, you can access the four program areas we focus on: monarch protection, forest conservation, sustainability, and education. We've also created a new about us section where you can get to know the team behind the scenes working hard to reforest hundreds of acres of land each year.

Additionally, we've added a new "How to Get Involved" section that will get updated as new opportunities, like volunteering, become available. You'll also notice our donate page looks a little different. We've used the trusted platform Network for Good for years, and we've just updated our system to better care for your donations.

PARTNER NEWS:

In 2019, we continued our partnerships with MHAIA, the Meshewa Farm Foundation, and Catemma. A vital partnership that grew this year was individual donations – thank you to the 103 donors that raised \$7,700, translating to 15,400 trees.



Monarch Clusters | Sanctuary Site in Senguio

2019 FINANCES

Total Contributions

\$174,004

Partnership Contributions
Grants & Foundations
Individual Contributions*

\$125,000
\$39,600
\$12,404

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

Program Expenses

\$97,674

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

\$88,294
\$9,380

Administrative Expenses

Contract Services (Salary)
Accounting Services
Travel & Meetings
Fundraising
Administrative Support

\$46,201

\$15,500
\$2,341
\$10,555
\$11,036
\$6,769

Excess Program Funds with Designated Carryover use for 2020

\$33,129

For more financial information, please see our 2019 990 located on our website.