

# ANNUAL REPORT

## LA CRUZ HABITAT PROTECTION PROJECT

---



FORESTS **FOR**  
MONARCHS







*Planting Event*

## IN THIS REPORT

Director's Statement  
Monarch Health & Population Information  
Program Updates & Accomplishments  
Announcements & Partner News  
Financial Overview



# DIRECTOR'S STATEMENT

After the unexpected hurdles that 2020 presented, 2021 was the start of a year of growth for Forests for Monarchs. We reached an exciting milestone in 2021 - 500,000 trees planted! We are constantly in awe and so grateful to our community for all of your support.

In addition to reaching a new milestone, Forests for Monarchs began new traditions. We held our first Earth Day volunteer event in April at our partner nursery, Vivero Forestal - Hacienda La Cruz. Over 25 students from a university in Morelia attended this service project. Volunteers learned the importance of forest conservation and reforestation, prepared seeds for planting, culled weeds and watered seedlings, and planted tree seedlings at the nursery. We also opened our Forests for Monarchs store. Over 60 supporters purchased merchandise during our first release and helped plant an additional 2,000 trees.

We are sad to share that in early 2021 long-time Board member Monty Maldonado passed away. Monty, an advocate for the monarchs, dedicated his life to forestry and conserving crucial lands and habitats. Most recently, he worked with the U.S. Forest Service as the National Program Manager for the National Forests System Trust Funds program providing leadership to the 155 national forests, nurseries, and seed extractories across the U.S. His impact is immeasurable, and he is greatly missed.

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.





# STATE OF THE MONARCH IN 2021-2022

On July 21, 2022, the International Union for Conservation of Nature announced that the monarch butterfly entered the Red List for Threatened Species, officially declaring it endangered. That said, the World Wildlife Foundation – Mexico's annual count of the monarch population showed a 35% increase. This increase is after two years of decline and, while modest, has experts hopeful that conservation efforts are working. In 2021, monarchs populated 2.10 hectares, and in 2022 gained an additional 0.661 hectares (2.174 in total) (Data source: Eco Watch, 2022). However, the overall decline for the eastern monarch continues to be due to the mass use of pesticides, the climate crisis, the clearcutting of the winter habitat, and migration problems (Data source: Center for Biological Diversity, 2021).

The western monarch population, those west of the Rocky Mountains, were counted at just around 2,000 monarchs during the Xerces Society's annual Thanksgiving Day count in 2020. Miraculously, during the 2021 count, the population had rebounded to nearly 250,000 monarchs. According to the Xerces society, there is no definitive explanation for the increase in the population size (Data Source: Xerces Society, January 2022). They also cite the following factors as impacting the population size: poor habitat conditions, ranging from degradation to complete destruction; climate change; and continued heavy use of herbicides and insecticides. The massive wildfire outbreaks have not been studied as a link, but are probably a significant factor, as well. (Data source: Xerces Society, December 2020).





# 2021 ACCOMPLISHMENTS



500,000

native trees planted



459

hectares of land  
restored to forest



3,272

volunteers that  
supported  
reforestation efforts



50

communities and  
landowners  
impacted



# ORGANIZATION UPDATES:

2021 was a year of planning for Forests for Monarchs. Having secured funding for 500,000 trees, we focused on how to grow our numbers and ensure the sustainability of the organization. Our goal is to grow our numbers to three million trees each year. This number is the capacity of the Vivero Forestal - Hacienda La Cruz nursery for growing tree seedlings. We are also planning a future that includes a full-time Executive Director and more support for the Executive Director and team in Mexico.

The demand for trees continues to outpace the number of trees we can provide each year. We hope that by taking these steps, Forests for Monarchs will be able to continue planting trees in these high-need areas for as long as possible.

## PARTNER NEWS:

We entered the fifth year of our partnership with the Mexican Hass Avocado Importers Association (MHAIA). Since 2017 we have planted one million trees through this partnership. We are grateful for their continued support!

We renewed our partnership with American Forests, planting 125,000 trees in communities surrounding the monarch overwintering area. These trees will help take pressure off the relict forests home to the monarch winter habitat. Thank you, American Forests!

In 2021 we entered a new partnership with One Tree Planted. Together we hosted our Earth Day event. Additionally, they agreed to plant 500,000 in 2022. We are excited to see where this partnership takes Forests for Monarchs.

We also want to thank our partners, large and small! A special thanks to Vermont Woods Studios, the Meshewa Farm Foundation, The Premack Law Office, Claudia Schwalm Photography, Artist & Printmaker Amy Godard, and White Mountain Nature Center.

## BOARD OF DIRECTORS

Michael Hamm, Ph. D, President  
Peggy Farabaugh, Vice President  
Ed Rashin, Treasurer  
Molly Hoopes, Secretary  
Candace Bowden  
Barbara Maldonado  
Ben Miles  
Michaela Rogers

## TAKE ACTION

Your donation directly supports the production of native trees in communities around the Monarch Biosphere Reserve and the Highland Lakes Watershed Region.

[www.forestsformonarchs.org/donate](http://www.forestsformonarchs.org/donate)



*Preparing for planting*



# 2021 FINANCES

## Total Contributions

**\$356,894**

Partnership Contributions  
Grants & Foundations  
Individual Contributions\*

\$277,750  
\$25,000  
\$54,144

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

## Program Expenses

**\$369,773**

Tree Seedling Production + Transportation & Distribution  
Monitoring & Technical Field Support  
Public Outreach & Education

\$286,533  
\$28,851  
\$3,855

## Administrative Expenses

**\$32,152**

Fundraising Expenses  
Management & General Expenses

\$16,076  
\$16,076

For the 2021 year, 92% of our yearly revenue was directed into our restoration efforts and conservation program.

For a more in-depth look at our financial information, please see our 2021 990 located on our website under the "Reports & Finances" tab.







# FORESTS **FOR** MONARCHS

PO BOX 597  
DEDHAM, MA 02027

