

# LA CRUZ HABITAT PROTECTION PROJECT, INC. 2010 ANNUAL REPORT

## ORGANIZATION:

1. La Cruz Habitat Protection Project, Inc., (LCHPP, Inc) was organized in January 2007. Its purpose is to support the reforestation and forest restoration program known as La Cruz Habitat Protection Project-Mexico (LCHPP-Mexico) in collaboration with The Cruz Habitat Protection Project, A.C. (TCHPP, A.C.) and other cooperating organizations.
2. LCHPP, Inc. operates without a paid staff, rather two board members perform the duties that would normally fall to paid staff and are paid as part-time contract workers. This allows people who understand and are dedicated to the project to operate the organization, and keep administrative costs to a minimum.

## 2010 ACCOMPLISHMENTS:

### Reforestation Activities

During the 2010 planting season (June 15 – August 30, 2010), La Cruz Habitat Protection Project, Inc., sponsored the planting of 673,040 trees which were used to reforest approximately 560 hectares (1,380 acres). Follow-up monitoring of planting sites conducted during the fall of 2010 through the spring of 2011 determined that the initial survival of the trees during the first year after planting averaged 70 percent.

Planting took place in the following municipalities in the state of Michoacan: Ocampo, Zitacuaro, Anganguero, Aporo, Patzcuaro, Salvador Escalante and Tlalpujahua.

The following tree species were planted: *Pinus michoacana*, *Pinus pseudostrobus*, *Pinus greggii*, *Cupressus lindleyii*, *Abies religiosa*, and *Quercus laurina*.

1. Monarch Area Restoration: 548,040 seedlings were planted in and around the Monarch Butterfly Biosphere Reserve and its area of influence.
2. Highland Lake Watershed Restoration: 125,000 on the watersheds of Lake Patzcuaro and Lake Zirahuen.

### Planting Guide Published

In response to one of the suggestions that resulted from the 2009 Project Review, in 2010, we developed and published a pocket-sized booklet entitled *Manual Para Sembrar un Arbolito*. It was written in Spanish with easy to understand illustrations and 2,000 copies were printed in Morelia, Michoacan on durable plasticized paper. About 1,000 were distributed during the 2010 planting season. The booklet was distributed to participating landowners and ejidos, as well as to other reforestation organizations working in the region. It will also made available as pdf files on our new website in two formats, one for viewing on the web and another that can be downloaded for printing.

The goal is to improve our already above average results, by fomenting more standardized planting methods, including spacing and other planting techniques, and to make this information available to other organizations and projects working in temperate zones across Latin America.

### New Website

Work began during 2010 on planning a new website for the organization. In October, a contract was signed with MPC Studios to begin the process of developing the site. A draft of the new site was uploaded to the web in time for the Board Members to review it and make suggestions during the Annual Board Meeting held in Austin, Texas December 10 & 11, 2010. By the end of 2010, the new website was nearing completion for an early 2011 launch.

### Disaster Relief

Several days of constant downpour in Central Mexico in early 2010 created massive flooding, landslides and much human suffering, including loss of life. Many of the communities that serve as gateways to the Monarch sanctuaries were heavily damaged. Since **Forests for Monarchs** has worked with the people in these communities, and consider them important partners in our project, we felt compelled to assist however we could. Immediately after the disaster, we provided blankets and bottled water to the survivors, from funds in our general account.

October Hill Foundation has supported **Forests for Monarchs** almost since its inception, and wanted to help. Their initial special grant, specifically aimed at relieving the suffering caused by this disaster, provided seed money for our Disaster Relief Fund. The fund grew with additional contributions from PrimaKlima, and a number of individuals. After interviewing community leaders and citizens in several of the affected communities, one family in El Rosario, where our project began in 1997, was chosen to benefit from the fund.

A total of \$7,089 was raised for the disaster relief project, and during 2010, \$5,000 was disbursed to the family in El Rosario as it was needed: first to assist the family with immediate needs and travel funds so the husband could spend time in Morelia to assist his wife who spent months in the hospital. Then, once they had received a permit to rebuild on their original site and the government had provided funds to construct a small house, our funds allowed them to enlarge the house to accommodate five family members more comfortably.

### Outreach Activities

#### 1. Educational program

- a. We began sending out two e-newsletters each year to keep our supporters informed about our project.
- b. We continued our education and outreach programs, including programs in the US, as well as in Mexico. These programs reached students, teachers, and parents of students from local primary school, 18 de Marzo, in Zitacuaro, Michoacan who planted 1,500 pine trees on lands owned by the federal higher learning institution, Instituto Tecnológico de Zitacuaro, where a former avocado plantation is being restored to forest. The event was held in July 2010. Approximately 175 people representing three class groups. Jose Luis Alvarez provided orientation and instruction at the beginning of the event, then along with the teachers and parents supervised tree planting by the students.
- c. We completed the How-to, reforestation pamphlet and it was distributed to our planting participants along with their 2010 trees. (See accomplishments above)
- d. Board member Maraleen Manos-Jones gave many public lectures during 2010. She was a featured speaker at Central Park 's On The Wing celebration in N.Y.C., and at Mohonk Preserve and Mohonk House in New Paltz, N.Y., as well as at a number of libraries, community organizations, and at a dozen public schools, reaching at least a thousand adults and about eight hundred children. She promotes sustainable reforestation in Mexico and

preserving natural habitat and creating butterfly gardens north of the border. She distributes milkweed seeds at many of her talks. She gave two public tours of her personal butterfly gardens in Shokan , N.Y. She continues telling butterfly stories and promoting LCHPP at the American Museum of Natural History every other Thursday afternoon from October through May.

#### Public awareness

1. Website: <http://www.lchpp.org> & <http://www.forestsformonarchs>; A new website was nearing the end of production at the end of 2010, for an early 2011 launch.
2. Promotional video: A new informational and promotional video about the LCHPP project was completed and uploaded to YouTube in November of 2010. It will be featured on the homepage of the new website.
3. Informational brochure: The original brochure is still being distributed in literature racks at parks, botanical gardens, etc. Attendees at events, tours, talks and festivals, museums and nature parks received our brochure.
4. Web Presence: In addition to developing a new website, LCHPP maintains a web presence through profiles on *GuideStar*, *Great NonProfits*, *Twitter*, *LinkedIn* and *Facebook*.

#### LCHPP, INC.'S MEXICAN PARTNERS:

1. LCHPP-Mexico completed its 14th planting season in 2010. The over half a million trees distributed in the summer of 2010 brought the cumulative total for the project to over 5 million (5,143,595 trees to be exact) pine and oyamel fir trees in central Mexico since 1997. While the vast majority of these trees were planted around the Monarch Butterfly Biosphere Reserve, it includes about 225,000 that went to restore the watersheds of Michoacan's highland lakes.
2. TCHPP, A.C. is a Mexican non-profit *Asociacion Civil* organized to hold property and conduct other activities for the benefit of reforestation. Currently about 220 hectares are under TCHPP, A.C. management and have been replanted with trees with plans to develop a demonstration sustainable forest. TCHPP, A.C. also receives funding from Mexican companies that want to sponsor tree planting activities undertaken as part of the LCHPP-Mexico cooperative program.

#### THE LCHPP, INC. / LCHPP-MEXICO COOPERATIVE REFORESTATION PROJECT:

3. In 2010, 673,040 LCHPP-Mexico trees were sponsored through LCHPP, Inc. including 73,040 that were purchased by the Monarch Butterfly Fund, and the distribution paid for by LCHPP, inc.
4. LCHPP-Mexico through Vivero La Cruz, cultivates high quality pine, oyamel and cedar seedlings.
5. LCHPP-Mexico through Sr. Jose Luis Alvarez Alcala provides the following services-
  - a. recruits local landowner participants who are interested in restoring degraded forests or converting degraded farmland to well managed stainable forests;
  - b. transports and distributes seedlings to local landowners at the proper time and place during the rainy season
  - c. Provides technical support to planting participants, and presents educational programs to students, local landowners who belong to forestry cooperatives, and others.
6. Planting of seedlings was accomplished by local landowners and community volunteers

7. Monitoring of reforestation sites was accomplished by Sr. Jose Luis Alvarez Alcala, Mr. Ed Rashin, who was this year assisted by Forestry Engineer, Javier Hinojosa who:
  - a. collect basic site data, observe overall conditions and maintenance needs, and evaluate seedling survival rates
  - b. train and provide technical assistance to landowners in seedling planting and care, and in woodlot maintenance, including re-planting, tree pruning, thinning and pest control, and sustainable harvesting
8. Training and technical assistance contacts for the LCHPP, Inc. sponsored tree planting consisted of one-on-one contact with participating landowners during follow-up monitoring and documentation of the planting sites.

LCHPP, INC. FUNDING SOURCES FOR 2010:

1. Planting of 200,000 trees in 2010 and educational programs were supported with a grant from American Forests Global ReLeaf Program.
2. Funding for planting 200,000 trees in 2010 and educational programs sponsored by LCHPP, Inc were supported with a grant from October Hill Foundation.
3. 73,040 trees were purchased by Monarch Butterfly Fund and distributed by LCHPP, Inc., as a collaborative effort.
4. Funding for 20,034 trees came from support of the Greater Good Foundation from their online fundraising activities.
5. The remaining 179,966 trees were supported by online donations, individual mailed in donations and funds from La Cruz Habitat Protection Project's general account.

LCHPP, INC. GOALS FOR 2010, AND TO WHAT EXTENT THEY WERE REACHED BY YEAR-END:

1. To plant at least 486,000 tree seedlings. This goal was exceeded by 187,040 trees.
2. Finish and upload the organization's new website. This goal was nearly completed, however the finishing touches and upload would be not accomplished until early 2011.
3. Finish developing and publish a Planting Guide to be distributed to the people who plant our trees. This goal was accomplished and one thousand of the two thousand copies printed were distributed to participants with their 2010 trees.

LCHPP, INC. GOALS FOR 2011:

1. Finalize and launch the organization's new website.
2. Maintain the 600,000 trees planting level for the Monarch Area and Highland Lakes Watersheds.
3. Maintain our funding level through the global economic downturn and find new funding sources.

**LA CRUZ HABITAT PROTECTION PROJECT**  
***Profit & Loss Statement*** January – December 2010

**Balance carried forward from 2009:**

First National Bank checking account	23,656
Ulster Savings checking account	<u>2,465</u>
Total carried forward from 2009	\$ 26,112

**Income:**

Foundation grants	253,711
Donations	4,897
Interest earned	<u>342</u>
Total income	258,950
Total income & 2009 carryover	\$285,062

**Expenses:**

Administrative Expenses	\$ 26,480
Program Expenses	<u>206,536</u>
Total expenses	\$ 233,016

**Ending Balances carryover to 2011:**

ING savings account	\$ 40,338
First National Bank checking account	10,327
Ulster Credit Union checking account	<u>1,381</u>
Total carried forward to 2011	\$ 52,046