

## LA CRUZ HABITAT PROTECTION PROJECT, INC. 2011 ANNUAL REPORT

### ORGANIZATION:

1. La Cruz Habitat Protection Project, Inc., (LCHPP, Inc) 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 receive compensation as part-time contract workers. This allows people who understand and are dedicated to the project to operate the organization, and minimize administrative costs.

### 2011 ACCOMPLISHMENTS:

#### Reforestation Activities

During the 2011 planting season (June 15 – August 30, 2011), La Cruz Habitat Protection Project, Inc., sponsored the planting of 600,000 trees which were used to reforest approximately 500 hectares (1,230 acres). Follow-up monitoring of planting sites conducted during the fall of 2011 through the spring of 2012 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, Patzcuaro, Salvador Escalante, Erongaricuaro, and Quiroga.

The following tree species were planted: *Pinus ayacahuite*, *Pinus pseudostrobus*, *Pinus greggii*, *Cupressus lindleyii*, *Abies religiosa*.

1. Monarch Area Restoration: 425,000 seedlings were planted in and around the Monarch Butterfly Biosphere Reserve and its area of influence.
2. Highland Lake Watershed Restoration: 175,000 on the watersheds of Lake Patzcuaro and Lake Zirahuen.

#### Forests for Haiti Project Initiated.

In June 2011, Jose Luis Alvarez traveled to Haiti with another Mexican forester, Javier Hinojosa, where they set up *Forests for Haiti*'s first nursery in collaboration with The Hatian People's Support Project, Inc. (HPSP). This difficult mission was accomplished in two weeks, under challenging circumstances. Two hundred thousand trees were planted from locally collected seeds. Some were native trees, and others were added that have important nutritional and medicinal value.

Lchpp's goal is to help the people of Haiti reforest their own country by helping establish community nurseries and conducting educational workshops on their care and maintenance. We also teach them forest management techniques, and value added uses of their new trees. The goal is to help Haitian communities create a dependable source of income and bring economic and environmental stability to their land, which has been negatively impacted by deforestation for centuries.

## New Logo

At the December 2010 board meeting in Austin, it was decided that our program needed an easier to remember program title and a logo that communicates our main focus, reforestation in the Monarch overwintering area. A new logo was designed and used on the website. It features a monarch butterfly with one fir tree as its body, and is flanked by two pines.

## New Website

The new website we started working on in 2010 was launched in April 2011. The attractive homepage features rotating images that represent our project and its impact, and the new promotional video. Twenty-six individual pages with images were used to tell the story of our project and its successes. Opportunities to support the project appear on each and every page, along with access to the organizations other online venues, news and reports.

## Disaster Relief

In response to the devastating floods and landslides in the monarch overwintering area in early 2010, \$7,089 contributed by our supporters was used for relief of human suffering in the region. A young family in El Rosario, heavily impacted by the disaster and who lives where our project began in 1997, was chosen to benefit from the fund. During 2010, \$5,000 was disbursed to the family as it was needed for immediate needs and for reconstruction.

Once the family received a permit to rebuild on their original site, the Mexican government paid for the construction of a small cement block house with a laminate roof. Our disaster relief funds allowed them to add two more cement block rooms, with a porch and cement roof, making the home more comfortable for a family of five. The final funds were disbursed in May, July and August 2011, as the house was being completed.

This disaster demonstrated one of the devastating effects of deforestation, underscoring the urgent need to restore forest to local mountainsides.

## Outreach Activities

### 1. Educational program

- a. We sent out two e-newsletters to keep our supporters informed about our project.
- b. We distributed additional copies of our How-To planting guide to our planting participants along with their 2011 trees.
- c. Jose Luis Alvarez made numerous presentations to groups in Michoacan, Mexico.
  - o He presented a reforestation workshop at the nursery for 65 forestry students from the University of Chapingo. His talk covered the need for reforestation in Mexico, what is being done about it by the government, and others, as well as what LCHPP is doing. Members of the class received copies of the Planting Guide.
  - o Sr. Alvarez also spoke to about 20 ejidatarios from each of the communities of Pueblo Nuevo and San Cristobal. All participants received planting guides.
  - o Sr. Alvarez was an invited speaker at a reforestation event at Zacan, where he donated 20 large seedling trees, which were planted during the activities.

- He spoke twice to potters from the town of Santa Fe de la Laguna. He addressed the group of about 30 women on their future as potters and the need to plant trees to replace those consumed by their kilns in firing their pottery.
  - Sr. Alvarez also spoke to 60 school children in Haiti about reforestation. He was in that impoverished island country in July for LCHPP to develop a tree nursery aimed at helping restore forests in a country where forest cover has dropped from over 60% in 1923, to less than 2% in 2006.
- d. Board member Maraleen Manos-Jones continued her public lectures in 2011.
- She was a speaker at Crow Canyon’s Distinguished Lecturer Series in Cortez, Colorado. She was interviewed on their local radio station, which can be accessed through her website: [www.spiritofbutterflies.com](http://www.spiritofbutterflies.com).
  - She was also a featured speaker at Southwest Seminars in Santa Fe, New Mexico as well as in Crestone, Colorado, and was a featured speaker at Mohonk House during their special garden week, as well as at a number of libraries, community organizations, and at a dozen public schools.
  - She helped a group of troubled teenage girls in the Charlton residential school to plan and create a butterfly garden.
  - She opened her private 3-acre butterfly gardens to the public twice in the summer of 2011, for a two hour tour – one in the gardens and another listening to an inspirational lecture accompanied by power point images while sipping teas from the garden and nibbling on butterfly cookies.
  - She helped organize a ‘Wild About Butterflies’ Art show in cooperation with Rene Darmstadt of Cornell Street Gallery in Kingston, N.Y. Over fifty artists participated. Over two thousand trees will be planted from this show.
  - She and Jose Luis Alvarez were featured in articles in the Spanish language regional newspaper, Las Noticias, as well as in the Daily Freeman. They were also interviewed on Vassar College’s radio show, “Be The Change”. Maraleen had been a guest speaker twice before on that show. The programs can be accessed through Maraleen’s website, [www.spiritofbutterflies.com](http://www.spiritofbutterflies.com)
  - 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. New Website launched in April, 2011. It can be reached through the old web address, <http://www.lchpp.org> , as well as through the new program name, <http://www.forestsformonarchs>.
2. Promotional video: The new informational and promotional video about the LCHPP project completed in 2010 was 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*.

5. LCHPP was recognized as a Top-Rated Nonprofit by Great NonProfits as a result of 16 glowing reviews submitted by supporters during the spring of 2011.

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

1. LCHPP-Mexico completed its 15th planting season in 2011. The over half a million trees distributed in the summer of 2011 brought the cumulative total for the project to over 5 million (5,743,595 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 400,000 that have gone 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 2011, 600,000 LCHPP-Mexico trees were sponsored 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 sustainable 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, and 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 2011:

1. Planting of 200,000 trees in 2011 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. Funding for 19,544 trees came from support of the Greater Good Foundation from their online fundraising activities.
4. The remaining 180,456 trees were supported by online donations, individual mailed in donations, special fundraising events, and funds from La Cruz Habitat Protection Project's general account.

LCHPP, INC. GOALS FOR 2011, AND TO WHAT EXTENT THEY WERE REACHED BY YEAR-END:

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

LCHPP, INC. GOALS FOR 2012:

1. Maintain the 600,000 trees planting level for the Monarch Area and Highland Lakes Watersheds.
2. Maintain our funding level through the global economic downturn.
3. Seek out creative new funding sources to support our project, and to grow the number of trees we plant annually.

**LA CRUZ HABITAT PROTECTION PROJECT**  
*Profit & Loss Statement* January – December 2011

**Balance carried forward from 2010:**

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

**Income:**

Foundation grants	286,926
Donations	5,193
Interest earned	<u>339</u>
Total income	292,458
Total income & 2010 carryover	\$344,504

**Expenses:**

Administrative Expenses	\$ 22,218
Program Expenses	223,829
Fundraising Expenses	<u>5,966</u>
Total expenses	\$ 252,013

**Ending Balances carryover to 2012:**

ING savings account	\$ 40,671
First National Bank checking account	51,140
Ulster Credit Union checking account	<u>680</u>
Total carried forward to 2012	\$ 92,491