

LA CRUZ HABITAT PROTECTION PROJECT, INC. 2012 ANNUAL REPORT

ORGANIZATION:

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.

LCHPP, Inc. operated in 2012 without a paid staff; however board members performed the duties that would normally fall to paid staff and received compensation as part-time contract workers. In November, a search was initiated for a part-time Executive Director. Two dozen candidates applied for the position. Following interviews of the most qualified candidates, Dr. Rebeca Quinonez-Pinon was hired, to begin serving as LCHPP, Inc.'s Executive Director in February 2013.

2012 ACCOMPLISHMENTS:

Reforestation Activities in Mexico

During the 2012 planting season (June 15 – August 30, 2011), La Cruz Habitat Protection Project, Inc., sponsored the planting of 550,000 trees, mostly *Pseudostrobus* Pine, *Greggii* Pine, and *Cupressus lindleyii* (known locally as White Cedar). They were used to reforest approximately 460 hectares (1,100 acres). Follow-up monitoring of planting sites conducted during the fall of 2012 through January of 2013 determined that the initial survival of the trees during the first year after planting averaged 70%.

With help from several local reforestation coordinators, the trees were distributed among the various locations and communities where we work. All sites are in the state of Michoacán, Mexico and lie between 18° & 20° N latitude and 100° & 102° W longitude. Planting took place in the following places and communities in the state of Michoacan: Monarch area: Ejido Nicolas Romero / Cerro Cacique, Casas Blancas, Ejido Asoleadero, Ejido El Paso, Ejido los Remedios, Ejido El Rosario, Ejido San Gregorio, Ejido Emilano Zapata, Ejido Zitacuaro, San Cristobal Indigneous Community, Santa Cruz; Lakes area: Cerro Burro, Ejido Erongaricuaro, Ejido Patzcuaro, Municipality of Salvador Escalante, Ejido Santa Fe de la Laguna, Ejido Tzurumutaro, Indigneous Community Ihuatzio.

Monarch Area Restoration: 375,000 seedlings were planted in and around the Monarch Butterfly Biosphere Reserve and its area of influence.

Highland Lake Watershed Restoration: 175,000 on the watersheds of Lake Patzcuaro and Lake Zirahuen.

Forests for Haiti Project Completed.

To continue work on the *Forests for Haiti* project, LCHPP sent Jose Luis Alvarez to Haiti, twice in 2012, with Mexican Forest Engineer, Javier Hinojosa. In February, they followed up on the nursery built in Bois Nuef in 2011, by delivering equipment and materials, and providing additional training to assist the community in harvesting, preparing and packaging leaves from the Moringa trees they are growing. Included in the equipment and materials we provided was a solar dehydrator and recycled packaging. This was to support the preparation and packaging of Moringa leaves as a nutritional food additive for use by local families as a dietary supplement, and to provide a source of employment and income.

In November, we sent our Mexican partners back to Haiti, this time to Petit Goave in southern Haiti where we assisted the Hermantin School with a small nursery they had already started. There, they constructed a building for drying and packaging Moringa leaves for sale, and dug a well to provide water for the young trees, as well as provided training and technical support. The main focus of this nursery will be on growing Moringa.

By helping establish model nurseries in two impoverished communities, and conducting educational workshops on tree care and maintenance, we have given people of this poverty stricken, disaster-impacted island country the tools to help themselves. These nurseries and the future use of the trees produced are now in the hands of the Haitian communities. It is our hope that they will be successful and will provide a model for other communities to follow.

Outreach Activities

a. Educational program

- 1) We sent out an end of the year e-newsletters to keep our supporters informed about our project and invite them to contribute to 2013 planting.
- 2) We distributed additional copies of our How-To planting guide to our planting participants along with their 2012 trees.
- 3) In addition to our tree distribution, we continued our education and outreach programs in the summer of 2012. In Michoacan, Mexico, our partner, Jose Luis Alvarez, presents training and provides technical support to our tree planting participants, local forestry organizations, and students and teachers.
- 4) On May 20th at a teacher's home in Zitacuaro Jose Luis Alvarez and his son Leo met with 7 teachers. Suring lunch Sr. Alvarez spoke about the planned reforestation event for 6 groups of students and explained how to prepare for the planting. He gave each teacher a copy of the planting guide we published in 2010 and set a date in June for the event.
- 5) On May 25, 2012, 65 forestry students from the University of Chapingo were hosted at the tree nursery, where our trees are produced. The students participated in a workshop on reforestation needs and status, and participated in a discussion of their future as foresters in Mexico. Sr. Alvarez explained that the future of Mexico is in their hands, warning them to not succumb to the temptation of corruption.
- 6) We kicked off our 2012 reforestation on June 22 with students from the "18th of March" Elementary School at San Juan Zitácuaro of the municipio of Zitácuaro, Michoacán. Two hundred and forty children planted 4,000 pine trees in about 3 hours. Also attending were about 250 adults, including teachers, parents and local Ejidatarios. This location is outside of the city of Zitacuaro and close to a community called Salom, which is a staging area for the Monarchs. The event was organized by Maestra Eva, a teacher who has collaborated with our organization for several years. Sr. Alvarez spoke to the teachers, students and ejidatarios about the importance of planting trees for the future, to restore and protect water resources for the people of Zitacuaro, as a way to stop erosion on the land, and to protect the habitat for monarch butterflies which use this plot of land as a

gathering area before moving into the core zone of the reserve where they spend the winter.

- 7) In June Sr. Alvarez spoke to a small group of potters and their families, as they began to plant trees on their land at Santa fe de la Laguna near Pátzcuaro. He told them of the benefits of planting trees for the future of the community and the environment, and also to the potters who use wood to fire their ovens.
- 8) In June, Sr. Alvarez also hosted the graduating students of the Uruapan school of forestry, giving them a tour of the nursery and sharing his knowledge and experience gained during 15 years of growing and providing trees to communities in and around the monarch biosphere reserve, and recently also on the watersheds of important highland lakes. He explained that this project, like all others, began with an idea which he grew, little by little, working constantly to make things happen, and making improvements along the way.

b. Public awareness

- 1) The website launched in 2011 continues to be a major way we inform the public about our work. It can still be reached through the old web address, <http://www.lchpp.org>, as well as through the program name, <http://www.forestsformonarchs>.
- 2) A new, more colorful informational brochure was published.
- 3) Thank you cards with colorful project photos were printed to thank donors and to announce honorees of special contributions.
- 4) Web Presence: LCHPP continues to maintain a web presence through profiles on *GuideStar*, *Great NonProfits*, *Twitter*, *LinkedIn* and *Facebook*.

LCHPP, INC.'S MEXICAN PARTNERS:

LCHPP-Mexico completed its 16th planting season in 2012. The over half a million trees distributed in the summer of 2012 brought the cumulative total for the project to 6,293,595 pine, oyamel fir and cedar trees in central Mexico since 1997. While the vast majority of these trees were planted around the Monarch Butterfly Biosphere Reserve, it also includes trees that have gone to restore the watersheds of Michoacan's highland lakes.

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:

In 2012, 550,000 LCHPP-Mexico trees were sponsored by LCHPP, Inc. LCHPP-Mexico through Vivero La Cruz, cultivates high quality pine, oyamel and cedar seedlings. LCHPP-Mexico through Sr. Jose Luis Alvarez Alcala provided the following services:

- a. recruited local landowner participants who are interested in restoring degraded forests or converting degraded farmland to well managed stainable forests;
- b. transported and distributed seedlings to local landowners at the proper time and place during the rainy season

- c. Provided technical support to planting participants, and presented educational programs to students, local landowners who belong to forestry cooperatives, and others.
- d. Monitoring of reforestation sites and land owner contact was accomplished by Sr. Jose Luis Alvarez Alcala, and Forestry Engineer, Javier Hinojosa who:
 - 1) Collected basic site data, observe overall conditions and maintenance needs, and evaluate seedling survival rates.
 - 2) Trained and provided 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.
- e. Planting was accomplished by local landowners and community volunteers who.
 - 3) Distributed the trees to community members who planted them on property they own or control as part of an ejido or communal lands, or small family-owned lands.
 - 4) Maintained and cared for the trees, by pruning, thinning.
 - 5) Utilized non-timber products produced by thinning and pruning trees from previous plantings for domestic and economic needs.
 - 6) Protected the trees from fires, grazing animals, gophers and other environmental hazards.

LCHPP, INC. FUNDING SOURCES FOR 2012:

1. Planting of 100,000 trees in 2012 and educational programs were supported with a grant from American Forests Global ReLeaf Program.
2. Funding for planting 200,000 trees in 2012 and educational programs sponsored by LCHPP, Inc were supported with a grant from October Hill Foundation.
3. Funding for 15,226 trees came from support of the Greater Good Foundation from their online fundraising activities.
4. The remaining 234,774 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 2012 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. *We were able to plant 550,000 trees in 2012.*
2. Maintain our funding level through the global economic downturn and find new funding sources. *The grant from American Forests was reduced by one-half due to their funding challenges.*
3. Seek out creative new funding sources to support our project, and to grow the number of trees we plant annually. *Small new revenue streams from online sources were developed, and these and other new sources must be developed in 2013 and beyond.*

LCHPP, INC. GOALS FOR 2013:

1. Transition to management of the organization under a new Executive Director.
2. Plant an additional 600,000 trees or more in the Monarch Area and Highland Lakes Watersheds.

3. Cultivate existing funding sources to restore funding levels.
4. Develop new sources of funding.

LA CRUZ HABITAT PROTECTION PROJECT
Profit & Loss Statement January – December 2012

Balance carried forward from 2011:

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

Income:

Foundation grants	116,198
Donations	3,482
Interest earned	<u>224</u>
Total income	119,904
Total income & 2011 carryover	\$212,395

Expenses:

Administrative Expenses	\$ 22,673
Program Expenses	143,614
Fundraising Expenses	<u>5,127</u>
Total expenses	\$ 171,414

Ending Balances carryover to 2013:

ING savings account	\$ 10,894
First National Bank checking account	30,087
Ulster Credit Union checking account	<u>0</u>
Total carried forward to 2013	\$ 40,981