



(303) 469-5441

www.butterflies.org

6252 West 104th Ave.
Westminster, CO 80020





Butterfly Pavilion

Annual
Report

2011

Greetings from the President and CEO

Dear Friend,

2011 launched an exciting time for the Butterfly Pavilion and our supporters. As a nonprofit, we are maturing and have begun to realize the full impact of our mission. This realization is made clear by the numbers of visitors we now serve. 2011 drew the largest single-year attendance in our history, capping out at 297,700 visitors! Additionally, efforts to improve our building, exhibits, programming and services in 2011 are allowing us to better support the needs of our visitors and the community. You might say we initiated a state of metamorphosis in 2011 that has become an inspiration for what is to come.



Collectively, in 2011, we embraced a well-planned and concerted effort to enact change to further our growth and development—change that is evident and noticeable to those we serve, and change that will continue into 2012 and beyond. In August 2011 we finalized the development of our three-year strategic plan through the diligent work of our board, executive team and dedicated donors and volunteers. This multi-disciplinary tool provides a short-term road map to help guide our growth while at the same time calling for a long-term master plan for the Butterfly Pavilion's growth over the next 10 to 15 years.

Here are just a few initiatives from 2011 that are providing us the opportunity to transform Butterfly Pavilion into a more dynamic organization than ever before:

- We ended 2011 with a significant budget surplus, an achievement for which we feel very fortunate. We are confident this surplus was made possible through a commitment to improve our visitor experience.
- Renovations were made to amenities such as our bathrooms, front entrance desk and gardens.
- Our membership grew by 2,500 new members.
- We made significant enhancements to two of our major exhibits: Tropical Odyssey and Water's Edge.
- As part of our commitment to visitor experience, we formed a new interpretive team experienced in advanced animal husbandry.
- The Science and Conservation branch continued to successfully breed captive tarantulas, a feat which has yet to be achieved by any other zoo in the United States.

2011 Highlights:



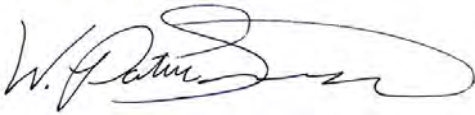
- Our research department teamed up with the Denver Zoo and the Colorado Division of Wildlife to provide invertebrate expertise in habitat studies in and around Colorado.
- Six new board members joined the team in 2011, each with very unique skills and expertise.

The changes in programming, products, services and amenities in 2011 were achieved through concerted efforts in planning and preparation supported by fiscal ingenuity. We bolstered our Resource Development department, which includes marketing, public and private events, fund-raising and grant writing to anchor the fiscal success of the Butterfly Pavilion. This approach ensures we are fiscally sound and secure, and responsive to the social needs of a diverse community both locally and globally.

Growth and change is exhilarating! It comes in many forms, and as we now orchestrate it, offers tremendous hope for our future. We have high expectations and are eager to foster the metamorphosis begun in 2011. At the heart of it, we believe that an appreciation of the environment begins with an appreciation of all living things. Every day we teach the young and old alike about the need for conservation, because with knowledge and empowerment we will protect the world's natural habitats for generations to come.

On behalf of the entire Butterfly Pavilion team, thank you for your support. We are strong because of members, donors and community partners like you. Here's to our continued metamorphosis and future transformations!

Sincerely,



Patrick Tennyson
President and CEO
Butterfly Pavilion

GROWING BY LEAPS & BOUNDS (3) DONORS, SUPPORTERS & IN-KIND CONTRIBUTORS (7) VOLUNTEERS (9) STAFF (10)

2011 MISSION IMPACT (4) ENVIRONMENTAL STATEMENT (5) BOARD OF DIRECTORS (8)



Worked with BioServe Space Technologies in Florida as a consultant and technician for NASA's "Spiders in Space" educational experiment that is sent to the International Space Station.

April

Hosted Bloomapalooza, a celebration of Plant Conservation Day.

G.R.O.W. family night hosted 400 low income students and their families from Denver and Adams 12 public schools.

May

Hired a Full Time Exhibits Manager to focus on the visitor experience.

Partnered w/City of Broomfield to offer new summer programs.

Received license as a certified Child Care Provider for our summer camp program.

June

Growing by Leaps & Bounds

Through the end of 2011, the Butterfly Pavilion has reached the following milestones, developments and distinctions.

In the **17 years** the Butterfly Pavilion has been in existence, we have provided nearly **4 million visitors** with hands-on educational experiences.

Nearly **1 million people** have held **Rosie**, our ambassador spider, making her one of the most popular spiders since Charlotte.

Our **Discovery Garden & Wings of the Tropics** exhibits are home to **500 different plant species**.

Approximately a **1/2 million school children** have visited the Butterfly Pavilion on field trips.

Our gardens include approximately **30 different edible species**, including some less-common plants like **vanilla, chocolate, guava & coffee**.

Since 2002, our **Senior Habitat Gardening Program** has served more than **1,500 seniors** and helped install butterfly gardens at more than **27 different facilities**.



2011 Mission Impact

Schools & Education

We served **50,710 school children** through onsite class visits and outreach programs, helping children learn important concepts like ecosystems and food chains.

\$22,000 was awarded in field trip and class scholarships, helping more than **10,000 students** and nearly **200 schools**.

13 teacher enrichment classes provided **157 professional educators** with content that can be utilized in teaching students Colorado State Model Content Standards for the Life Sciences (K-12).



Community Outreach



Our volunteers provided **12,343 hours of community service**, which is the equivalent of 6 full-time employees!

226 non-profit organizations received a donation of four in-kind tickets, which equates to \$7,684 of support to enhance the fund-raising efforts of our fellow non-profits.

Rosie attended nearly **20 community fairs**, helping to dispel the myth that all spiders are aggressive and harmful.

We imported **45,973 pupae** investing \$83,000 in the sustainable business practice of butterfly farming. This provides a fair trade income to people in the tropics which keeps the rainforest intact and contributes to global conservation efforts.

We had **5 successful tarantula breedings**, resulting in a total of 1,981 spiderlings (906 Curly Hairs, *Brachypelma albopilosum*; 168 Chaco Golden Stripes, *Grammostola pulchripes*; 907 Chilean Rose Hairs, *Grammostola rosea*). Through captive breeding we can reduce the number of spiders that are removed from their natural habitats.

Environmental Conservation



Zoological Sciences



Our zoologists made more than **500 animal identifications** to help educate the community about invertebrates.

31,217 butterflies and moths were released in our Wings of the Tropics exhibit allowing our visitors to appreciate the beauty that these animals have to offer.

We featured **33 different tarantula species** in our collection, including one that is on the critically endangered list and 12 that are protected.

Sustainability: Puzzle Pieces for the Next Generation

In the early 1970's, a unique and simple little phrase—"Think Globally, Act Locally"—rose out of an inimitable time for environmental awareness. It came on the heels of Rachel Carlson's genius piece of work, *Silent Spring*, and Dr. Jane Goodall's breakthroughs in Tanzania's Gombe National Park. This simple little phrase helps us all remember that the things we do each day to make an impact in our community can actually have an impact on the world we live in. This is an encouraging thought that has spawned a new era of awareness.

Today, this simple phrase has morphed and grown into actions and efforts that permeate every aspect of our lives. We have bridged the gap to consider what our children's world will be like tomorrow, not just what our world is like today. Our commitment to our children's future has become a functional part of our everyday society and has begun to have sincere influence on market mechanisms and consumer decision-making. Innovative science, mingled with the values of our great-grandparents who "built things to last," provides an honorable and effective framework for tomorrow's consumers. The food we eat, the clothes we wear and the cars we drive have all begun to have tomorrow in mind. Seeking an alternative to a "throw-away world" makes more sense now than ever before. When all the pieces come together, it is a puzzle that provides a beautiful and exciting glimpse of the future.

As both a leader and advocate for this new era of conscious consumerism, the Butterfly Pavilion's commitment lies in the numerous areas of our operation that perpetuate progress toward a sustainable world. In education, we commit ourselves to nurture visitor experiences that create awareness and foster an appreciation of our natural world. A walk through our living, breathing rainforest; a stroll through our native gardens; or a morning macro-photography workshop offer a crucible for deeper investigation. Our hope is simply that this stimulates further action by you.

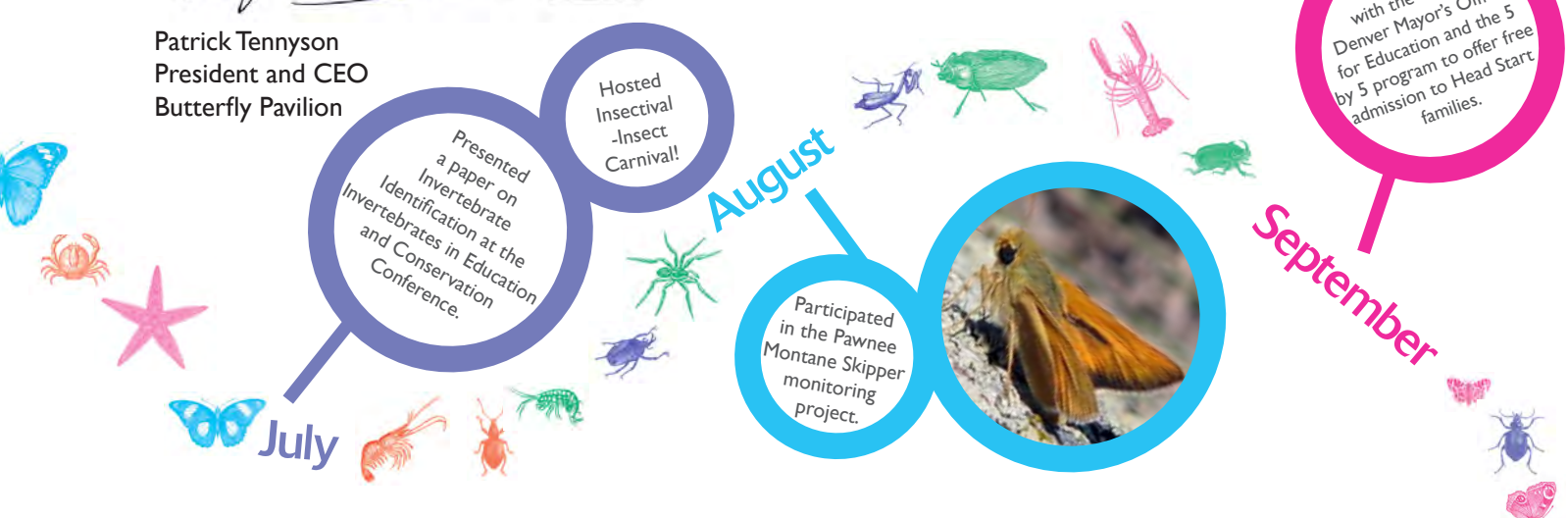
You are the change agent in this equation! Research projects, captive breeding programs and habitat restoration throughout the Denver metropolitan area bring the future of invertebrate science into focus for us and our supporters. The Butterfly Pavilion's invertebrate research and examination offer the scientific community a new and much needed center for invertebrate exploration and partnership. Today's projects are tomorrow's breakthroughs in seeking a deeper understanding of how we may pave the path to a sustainable existence. And of course we also delight in our greatest conservation endeavor, habitat preservation through the support of global butterfly farming. Over time, this work will give way to other sustainable business ventures that will continue to balance financial, social and environmental priorities to achieve success for us all.

Dr. Jane Goodall once stated that the greatest danger to our future is apathy. However, we clearly see everyday consumers demonstrating ground-shaking care and contributions to a sustainable future. This gives us tremendous excitement, hope and optimism. The Butterfly Pavilion embraces our role as an education, research and conservation organization. We invite you all to visit and help us to further the journey toward a sustainable tomorrow. "Think Globally, Act Locally!"



A handwritten signature in black ink, appearing to read "W. Patrick Tennyson".

Patrick Tennyson
President and CEO
Butterfly Pavilion





2011 by the Numbers

Admission
\$1,318,243

Revenue
\$3,217,927.00

Admission is by far the Butterfly Pavilion's most significant source of revenue. We pride ourselves on being a sustainable organization, not dependent on any one source of revenue in order to operate.

Gift Shop+ Concessions
\$757,122

Another sustainable aspect of the Butterfly Pavillion's diversified revenue stream.

SCFD
\$590,904

Scientific & Cultural Facilities District grant.

Program Fees
\$196,176

Membership
\$166,706

Donations \$144,439

In-Kind \$36,757

Other \$5,364

Investment \$2,216

Fundraising \$67,615

Volunteer \$70,114

Horticulture \$154,154

The books.
Administration \$242,112

Lights on.
Facility Operations \$318,008

Telling our story.
Outreach+ Membership \$412,241

Not just a zoo, but a research center too.
Curatorial+ Research \$488,879

Because most of our revenue comes from these three sources.

Admission+ Gift Shop+ Concessions
\$672,637

Expenses
\$3,107,617.00

As a zoo, our primary mission and budget priorities.

Education+ Exhibits+ Programs
\$681,857

Rocky Mountain Butterfly Consortium Statement of Financial Position December 31, 2011 (with comparative totals for 2010)

Complete & audited financial statements can be obtained anytime by emailing info@butterflies.org.

| | 2011 | 2010 |
|--|--------------------|--------------------|
| Assets | | |
| Cash and cash equivalents - unrestricted | \$1,132,713 | \$991,816 |
| Cash and cash equivalents - temporarily restricted | 18,370 | 28,151 |
| Prepaid expenses | 4,971 | 32,036 |
| Accounts receivable | 12,531 | 3,677 |
| Gift shop inventory | 170,383 | 168,759 |
| Net property and equipment | 4,041,593 | 3,988,764 |
| Beneficial interest in assets held by others | 43,106 | 44,478 |
| Total assets | \$5,423,667 | \$5,257,681 |
| Liabilities | | |
| Accounts payable | \$85,085 | \$14,927 |
| Accrued payroll costs | 77,580 | 43,874 |
| Deferred memberships and events | 96,835 | 88,796 |
| Loan payable | 1,713 | 2,939 |
| Line of credit | - | - |
| Bonds payable | 1,455,000 | 1,510,000 |
| Total liabilities | \$1,716,213 | \$1,660,536 |
| Net Assets | | |
| Unrestricted | | |
| Operating | 1,074,346 | 1,063,311 |
| Net investment in fixed assets | 2,584,880 | 2,475,825 |
| Temporarily restricted | 18,370 | 28,151 |
| Permanently restricted | 29,858 | 29,858 |
| Total net assets | 3,707,454 | 3,597,145 |
| Total liabilities and net assets | \$5,423,667 | \$5,257,681 |

Thank You Donors, Supporters and In-Kind Contributors!

Grantors/Business Donors

\$25,000

American Honda Foundation

\$20,000

Anschutz Foundation

\$15,000

The Denver Foundation

\$10,000

Post News Community

\$7,500

Xcel Energy Foundation
Community Foundation
Serving Boulder County

\$5,000

Best Buy
Encana
Gay & Lesbian Fund
Heating & Plumbing
Engineers Inc.
Omni Interlocken Resort &
Spa

\$2,000

Kinder Morgan Foundation
Kohl's

\$1,500

KMGH Channel 7
Wells Fargo

Under \$1,000

Community First Foundation
Great Western Bank
Leonard Rice Engineers
Northwestern Mutual
Foundation
Rose Community
Foundation
Young Americans Center
for Financial Education
Zimmer Cox Commercial
Builders

Patron-Level Donors

\$5,000

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James Brownlie
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Patrick Tennyson
Michael Tennyson
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Mark Wallace

\$2,000

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\$1,500

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Nola Rosentrater

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Chriss & Derek Bond
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Rebecca Caldwell
Georgiann Clark
Katherine Cornwell
Deborah Currier
Jenn Doe
Ben Dolegowski
Nancy Duffy
Sarah Farley
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Nedra Fortune
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Denver Museum of Nature and Science

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Department of Bioagricultural Sciences & Pest Management
Colorado State University



Thank You Volunteers! (2011 service hours only)

1 to 19 Hours of Volunteer Service

Karin Alvarez
Lenny Anguiano
Danee Attebury
Gina Barbieri
Karlin Bruegel
Jessica Burns
Reiman Porras Cabezas
Marjorie Camaren
Robin Carberry
Patrick Casto
Vern Collins
Timothy Cottrell
Hailee Damp
Joann Dawe
Grace Edgin
Lindsey Eman
David Ennis
Patricia Flick
Peter Harnisch
Amber Higgins
Joan Jarboe
Semaye Johnson
Sara Lane
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Collette Morton
Cathy Novak
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Jo Rasmussen
Sabrina Robledo
Kristina Schaad
Samantha Scharrer
Kama & Kira Schooley
Airel Schuster
Cassius Simpson

Michelle Stremich
Ammon Swinbank
Blake Taylor
Bekah Tomsick
Carrie Torneo
Elizabeth Vail
Bethany Ward
Emily Stuckey Weber
Michael Wilcox
Najla Brewster Wilhite
Julie Worth
Lauren Young

20 to 39 Hours of Volunteer Service

Todd Benson
Emily Bertelson
Bob Briggs
Kathy Danhour
Elisha Dhakal
Larry Dubois
Sarah Farley
Ann Frazier
Kathryn Greeson
Scott Hackney
Nancy Jessee
Amber Kirchmer
Sarada Krishnan
Bob Krugmire
Colton Ladbury
Janet Lutz
Jeanne McAtee
Angela Miller
Sarah Nelson
Amanda Noland
Aaron Reger
Rae Richards
Mathew Sharples
Stef Siegfried
John Stremich
Cathy Swedlund
Judy Williams
Emily Wyatt
Matthew Zhang

40 to 59 Hours of Volunteer Service

Marybeth Bannon
Bill Blackburn
Beth Brotherton
Mary Broughall
Alice Doyle
Levi Finley
Barbara Ford

Alyssa Hegarty
Penni Hume
Luke Kuettel
Christie Nielsen
Shauna Reimers
John Shofner
Alex Weatherford

60 to 79 Hours of Volunteer Service

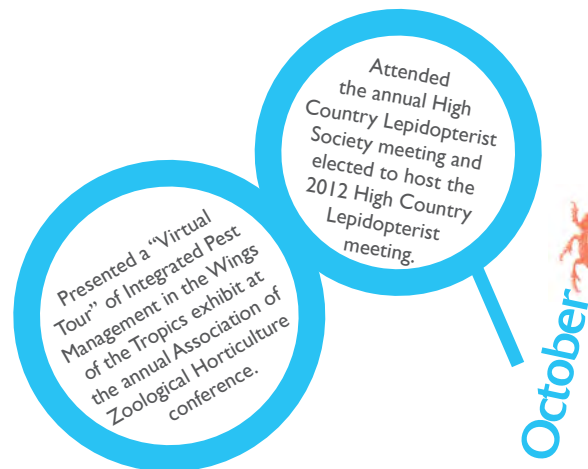
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Nedra Fortune
Nate Huey
Breanna Hurst
Brandon Idelberger
Martha Jones
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Shirley McConnell
Sarah Miller
Sherry Rubinstein
Sam Shipman
Lisa Weisel

80 to 99 Hours of Volunteer Service

Francine Ingram Brandt
Jennifer Clink
Janet Dills-Eve
Derek Hannon
Lori Harrison
Lora Kreutzer
Isaiah MacLean
Sherry Ruby
Diane Saucier
Pat Spetz
Joan Wallace
Aimee Wise

100 to 119 Hours of Volunteer Service

Cathy Fennelly
Annemarie Garza
Richard Jarboe
Natasha Krech
Lydia McCracken
Fred Nadel
Timothy Norling
Cheryl Patrick
Jeremy Sunder Raj
Jennifer Sutherland
Scarlett Watters



Attended the annual High Country Lepidopterist Society meeting and elected to host the 2012 High Country Lepidopterist meeting.

Presented a "Virtual Tour" of Integrated Pest Management in the Wings of the Tropics exhibit at the annual Association of Zoological Horticulture conference.

October

120 to 139 Hours of Volunteer Service

Tracey Bernett
Jim Fellion
Andrea Shelby
Mike Sipes
Eileen Sthole
Spencer Tomsick
Maureen Tooher
Megan Waterhouse
Frances Watson
Rue Yballa

140 to 159 Hours of Volunteer Service

Luke Auferio
Carolyn Fair
Virginia Hokenson
Suzanna Strunk

160 to 179 Hours of Volunteer Service

Karen Buchholz
Brian Evenstad
Warren Fair
Megan Means
Ernest Merkel
David Sherman

180 to 199 Hours of Volunteer Service

Paul Bay
Vickie Marra
Samantha Rose

200 to 219 Hours of Volunteer Service

Gary Gagnon
Jane Rozum
Alex White

220 to 239 Hours of Volunteer Service

Taylor Cain

260 to 279 Hours of Volunteer Service

Jerry Lieberman

280 to 299 Hours of Volunteer Service

Bunny Kleinhenz
Peggy Noguera

300 to 319 Hours of Volunteer Service

Laura Breland
Patricia Tennant

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Pamela Wippel
Amy Yarger

Curatorial Manager
Gift Shop Sales Associate
Gardener
VP of Programs & Exhibits
Visitor Services Coordinator
Exhibit Guide/Interpreter
Registrar
VP of Operations & Visitor Experience
Programs Coordinator
Custodian
Gift Shop Sales Associate
Custodian Supervisor
Outreach Educator
Educator
Program Manager
Fund Development Manager
Exhibit Guide/Interpreter
Gardener
Zookeeper
Visitor Services Coordinator
VP of Science & Conservation
Retail Operations Manager
On-Site/Off-Site Educator
Office Manager/Administrative Assistant
Zookeeper
Exhibits Project Manager
VP of Resource Development
Gift Shop Sales Associate
Custodian
Visitor Services Coordinator
Outreach Educator
Full-Charge Bookkeeper
Visitor Services Manager/Membership
Private Events Manager
Zookeeper
Volunteer Program Coordinator
Birthday Party Ambassador
Zookeeper
Assistant Gift Shop Manager
Marketing/Public Events Coordinator
Youth Programs Coordinator
President & CEO
Exhibit Guide/Interpreter
Zookeeper
Private Events Assistant
Private Events Assistant
Educator
Custodian
Zookeeper
Gift Shop Sales Associate
Director of Horticulture

Hosted our second annual gala that resulted in a 200% growth in revenue and a 68% growth in attendance.

Curatorial department manuscript accepted for publication in American Tarantula Society's Forum magazine.

November

December

Over 400 individual volunteers donated over 12,000 hours throughout 2011 as specialists, public event assistants and through special projects such as nature trail renovation!

Hosted a very successful Living Lights—annual holiday lighting event. Nearly 6,200 guests experience this indoor and outdoor interactive event.