

The Butterfly Pavilion



ANNUAL REPORT 2009



Citizens of the
Scientific & Cultural
Facilities District
Making It Possible.



6252 West 104th Avenue
Westminster, CO 80020
303-469-5441

www.butterflies.org



*2009... a year of discovery,
change, growth, and so much more...*

The Butterfly Pavilion was again successful in setting a steadfast course toward community impact and a commitment to science education and conservation throughout 2009. We were able to expand our educational efforts and improve the overall experience for visitors. From intensifying our daily educational programming from two to four educational encounters each day, to the development and implementation of Adopt-A-Butterfly, a new conservation-based gift program, our innovation in providing leadership in education and conservation is evident.

Improving the visitor experience evolved as the center of Butterfly Pavilion's focus in 2009. Customer care is the focal point of the visitor experience movement. As a key piece of our new organizational message we are integrating strategy, systems and infrastructure to consider all points of customer contact. By taking a closer look at Pavilion products and services, we believe we are ensuring a greater understanding and melding of Butterfly Pavilion's purpose, considerably improving our contribution to the community. From expanded on-site educational programming and new exhibitory, to a significant increase of public events, our broad approach to improved points of contact and service resonates improved value.

Pavilion education programs also continue to augment community need in pre-school, libraries, our school systems as well as with adult audiences. Programs at the Butterfly Pavilion are developed around educational methodology predicated upon full-immersion, experiential technique that permits participant's unique close-up and hands-on animal encounters. One of the Education Department's most important goals is to provide meaningful educational content to children of all ethnic and financial backgrounds, and we continue to prioritize that goal with integrity and resolve.

The improvements, changes, and growth of 2009 are just the beginning for what's to come for the Butterfly Pavilion and our efforts in the community. Join us as we celebrate the many accomplishments of the year.

Dear Friends,

We all experienced many financial challenges during the last year, as did the Pavilion. With your assistance and support, the Pavilion fared well. Your patronage and generosity buoyed the Pavilion's efforts to educate more school children than we have in past years. Our ability to provide environmental conservation education through the study of invertebrates and their habitats continues to grow.

Our rapidly changing world makes it ever more important to demonstrate that we are one with the environment, which permits us to survive as a species. The Pavilion endeavors to awaken the connectedness between humans and their life-support system, a sustainable world. Your ambassadorial role in disseminating the message is to encourage others to take the first step, even if it's a small step, to ensure a sustainable environment for our posterity.

Youngsters and adults enjoyed the excitement and message of our new exhibit, Tropical Odyssey, a precursor of more to come. The Board of Directors and the phenomenally talented staff are proactive futurists determined to act intentionally with purpose in effecting positive change. Humankind continues on an unrelenting journey of bending nature to its will. The same juggernaut of technology driven by need and greed is not inexorable in its resolve. Mahatma Gandhi posited, "You must be the change you wish to see in the world."

The Pavilion's financial underpinnings remain strong, thus propelling towards a wholesome future. The Pavilion will showcase two new educational exhibits in 2010. We invite you, all of you, to visit the Pavilion to be enriched, informed and fascinated by the beautiful and mystifying world of invertebrates, the fuel of life.

Thank you for valuing the Pavilion through your gifts and participation – a gift of love to our children and generations beyond.

"Treat the Earth well. It was not given to you by your parents. It was loaned to you by your children." – Kenyan Proverb

Sincerely,

Robert J. Bonacci
President & CEO

Chalmer W. West
Chair, Board Of Directors



Our Vision

The vision of the Butterfly Pavilion is to be the premier invertebrate education center in the nation.

Our Mission

The Rocky Mountain Butterfly Pavilion exists to foster an appreciation of butterflies and other invertebrates while educating the public about the need for conservation of threatened habitats in the tropics and around the world.

Core Values

Education - We will share our passion for the natural world by providing the very best instruction and services to a diverse public. We seek to promote curiosity and discovery among our patrons, from toddlers to seniors.

Environment - We will teach stewardship, conservation and embrace sustainability and diversity locally and globally.

Inquiry - We will seek creativity, rigorous inquiry, analysis, documentation and communication as we become a premier research center to explore the science of butterflies and other invertebrates.

Service - We are ever mindful that we exist to serve the community. We will honor and respect the differences of those we serve and covet the confidence and trust of our patrons.

Leadership - We will seek excellence in decision-making and fiscal responsibility, being bright and thoughtful about solutions to problems. We will constantly assess our policies and programs.

Integrity - We, the leadership, Board of Directors and the staff of the Butterfly Pavilion, will hold ourselves to the highest ethical and moral standard.

Pride - We will foster a sense of pride in our institution and will always thoughtfully pursue ways to promote growth, sustainability and improvement of the Butterfly Pavilion.



Dear Butterfly Pavilion,
Thank you for being interesting
and fun. My favorite part was the

Dear Butterfly Pavilion
I like your Butterflies
The year and
too.

THANKS



Horticulture Programs

The Butterfly Pavilion horticulture department cares for and maintains our rainforest conservatory and outdoor gardens. There are few places where a visitor can wander a tropical rainforest and explore a shortgrass prairie in a matter of minutes. By maintaining our rainforest, extensive gardens and nature trail, and by providing a variety of outreach programs, the horticulture department brings plants, people and wildlife together. In 2009, the horticulture department had the following successes:

- Conducted several educational programs at the Tropical Plant Society, CSU Horticulture Club, Front Range Organic Gardeners, Arvada Community Gardeners and Golden Community Gardeners.
- Received a \$500.00 grant for our Senior Butterfly Gardening program allowing horticulture staff and volunteers to plant perennial butterfly gardens at Broomfield Nursing and Rehabilitation Center and Broomfield Silvercrest.
- Volunteers contributed over 80 hours of service assisting with the restoration of the Big Dry Creek open space by removing noxious weeds from the site.
- Successfully implemented third year of a multi-year horticulture research project with the assistance of teen volunteers, who helped collect information about the health of pollinator populations and evaluate the use of native plants in our habitat gardens.
- Added six new interpretive signs to the Butterfly Pavilion Discovery Garden, which is open to visitors for strolling, classes, programs and workshops.



Curatorial Programs (Conservation)

Butterflies and other invertebrates are at the heart of the Butterfly Pavilion's full-immersion experience. The Pavilion remains one of few places in the world that allows visitors interact with invertebrates from around the world. Approximately 97 percent of all animal species on the planet are invertebrates, and our collection represents nearly every habitat on earth. We are an invertebrate zoo that features mostly arthropods. Arthropods have three distinctive characteristics - an exoskeleton, segmented bodies, and appendages. The curatorial staff is responsible for the care of these animals, and for providing interpretative education to visitors. The curatorial department also provides scientific background to support both regional and international research and conservation. In 2009, the curatorial department had the following successes:

- Approximately 43,000 butterflies successfully emerged and flew in the Wings of the Tropics exhibit providing an immersive experience for over 250,000 visitors.
- Implemented new procedures and protocols for the care of pupae and butterflies resulting in an 8.1 percent higher emergence rate from 2008.
- Increased the number of daily free-flying butterflies present in the Wings of the Tropics exhibit from 1,200 in 2008 to 1,600 in 2009.
- Provided invertebrate animals for 1,400 on-site and off-site educational programs providing an engaging experience for children pre-K through high school.
- Served as principal education and conservation partner for the Butterflies in Space program sponsored by BioServe Space Technologies by providing expertise, teacher training, and special exhibit space for the control experiment. The experiment was a success in observing complete metamorphosis in microgravity, and provided real science in over 25 classes throughout Colorado.

Youth Education Programs

The Butterfly Pavilion combines science education with interactive fun to teach over 60,000 students a year, through an array of engaging and interactive onsite classes, workshops, camps, and outreach programs about invertebrates and habitat conservation. The programs are “multi-layered” to reach students of all ages and



language abilities. The school-age programs are based on the Colorado State Model Content Standards for the Life Sciences (K- 12), and are also interdisciplinary, introducing geography, social science and literacy into each classroom presentation and providing hands-on, immersion-oriented learning that stimulates creativity and imagination. In 2009, the education department had the following successes:

- Provided invertebrate and conservation instruction to approximately 37,000 students through on-site visits during the 2008/2009 school year.
- Increased reach in the community through the improved and expanded Scholarship Program by providing admission, outreach and transportation assistance to more low-income schools allowing the Butterfly Pavilion to become more inclusive, and serve students of different ethnic and social backgrounds.
- Provided scholarships to 5,967 underserved, low-income and title-one students from 113 schools from Denver metropolitan area schools up 55 percent from 2007/2008 school year.
- Tripled the impact of the collaborative Butterfly Pavilion, City of Westminster summer camp series offering nine camps and creating science investigative opportunities for 175 students.
- Expanded the Adams 50 SEED collaboration with 14 elementary schools, serving 48 classrooms and 1,385 students on-site, while providing 144 outreach programs.
- Added a new partner, Botanical Gardens, to the G.R.O.W. Program, a collaboration between the Butterfly Pavilion, Colorado Children’s Museum and Denver Public School that serves nearly 780 underserved public school children from 33 classrooms from both North Denver and Adams-12 schools.

Lifelong (Adult) Education Programs

The Butterfly Pavilion combines science education with practical experience to teach adults of all ages about invertebrates and habitat conservation. This is done through a variety of learning opportunities including hands-on classes, field trips, tours, social events, teacher workshops, and volunteer training. Learning and a dedication to conservation is a life long pursuit and therefore we provide programming that introduces and engages adults in a relevant manner. This experience-based, interactive, and hands-on learning allows for exploration, discovery and appreciation while engaging in hobbies and interests in a variety of social settings. In 2009, the adult education department had the following successes:

- Expanded the Teacher Enrichment Program providing an unprecedented 14 workshops, serving 186 professional educators, doubling the number of teachers served.
- Provided quality photography opportunities for visitors with 12 Tripod Photography sessions, three macro photography classes, and one photo contest.
- Approximately 4,729 visitors in 240 groups attended a “Bug Talk” (classroom-based) educational program during their visit.
- Doubled the amount of adult and senior on-site classes participants, serving 182 groups with 1,775 visitors.
- Provided 45 senior educational programs to over 1,250 participants, with Senior Day serving over 294 seniors from 24 centers.
- Approximately 130 “core” volunteers provided over 7485 volunteer hours at an equivalent value of \$151,571.00; with additional “one time” service volunteers providing an additional 1,106 hours.



How can an insect be the key to a sustainable environment?

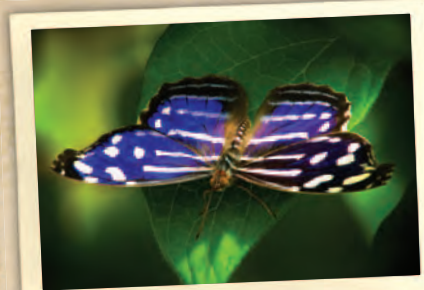
Until just recently, natural resource intensive strategies have not only been the norm, but instead have gone basically unquestioned in order to support our growing societal needs. However citizens, businesses and legislators alike are discovering innovative ways to better utilize and conserve resources.

So how can insects be the key to a sustainable environment? Insects make up over three-quarters of the world's living species and are a vital part of nearly every ecological system in which we live. From the billions of dollars spent managing

Malaria in the tropics, to US farmers having to transport bees across country to pollinate crops, it does not take us long to realize how relevant insects are in our everyday lives. As an institution focused on the conservation of invertebrates, especially insects, the Butterfly Pavilion continues to be a leader in providing quality, poignant environmental education about the relevancy of insects and invertebrates.

Each year at the Pavilion, thousands of children get their first hands-on encounter with invertebrate life and quickly develop an understanding of their importance.

A living rainforest with tropical butterflies is perhaps one of the most unique, memorable and impactful experiences a child may ever have. Yet it is our adult visitors that are creating the greatest connection to the Butterfly Pavilion and its efforts. With every paid admission we dedicate a significant investment in the preservation of our most valuable, and threatened natural resource – our tropical forests.



By purchasing butterfly chrysalis, which later emerge into the beautiful butterflies you encounter in our Wings of the Tropics exhibit, we provide Butterfly Farmers around the globe a consistent and productive source of income. This sustainable agriculture method not only sets aside significant tracts of tropical habitat forever, but also helps secure financial stability for hundreds of indigenous people of emerging nations. Back here in Colorado, we in turn highlight the impact of these innovative business practices through interactive educational

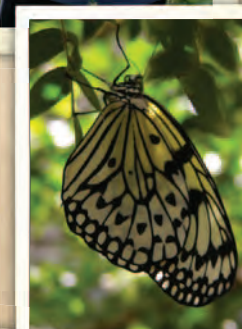


programming and hands-on discovery.

Presently, the value of insects as pollinators and recyclers can be calculated in the billions of dollars globally, while the next 25 years may see bio-credits and ecological assets offset the cost of questionable development practices. Everywhere we turn we are finding new ways to alter and improve best practices and conserve valuable resources.

The Butterfly Pavilion's goal is to continue to remain ahead of the curve as we promote sustainable agriculture and land conservation through insects and education.

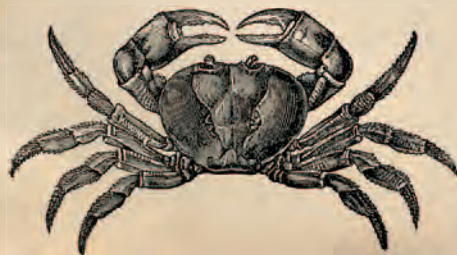
Butterflies are just the beginning!



Financial Statements

Rocky Mountain Butterfly Consortium Statement of Financial Position December 31, 2009 (with comparative totals for 2008)

	2009	2008
Assets		
Cash and cash equivalents – unrestricted	\$852,453	\$585,847
Cash and cash equivalents – temporary restricted	13,977	18,011
Prepaid expenses	29,000	-
Accounts receivable	3,305	924
Gift shop inventory	179,418	204,938
Investments	-	253,346
Net property and equipment	4,107,892	4,329,461
Amortized bond issuance costs	4,102	17,003
Beneficial interest in assets held by others	40,510	35,425
Total Assets	\$5,230,657	\$5,444,955
Liabilities and net assts		
Liabilities		
Accounts payable	\$32,980	\$83,976
Accrued payroll costs	78,457	58,665
Deferred memberships	83,470	67,124
Loan payable	4,217	5,108
Bonds payable (Note 6)	1,565,000	1,615,000
Total Liabilities	1,764,124	1,829,873
Net Assets		
Unrestricted		
Operating	\$884,023	857,860
Net Investment in fixed assets	2,538,675	
2,709,353		
Temporarily restricted (Note 7)	13,977	18,011
Permanently restricted (Note 8)	29,858	29,858
Total net assets	3,466,533	3,615,082
Total liabilities and net assets	5,230,657	5,444,955



Rocky Mountain Butterfly Consortium Statement of Activities December 31, 2009 (with comparative totals for 2008)

	2009 total	2008 total
Revenue and other support		
Admissions	\$1,154,799	1,117,049
Museum store revenue/concessions	629,165	674,498
SCFD	520,849	606,975
Program fees	226,200	185,808
Memberships	110,081	124,802
Donations	56,647	73,797
Insurance settlements	59,617	-
Investment income	9,596	10,694
Other	17,295	17,774
In-kind	-	-
Net assets released from restrictions	-	-
Total Revenue and other support	2,784,269	2,811,397
Expense		
Admissions/Museum Store	696,254	696,579
Education exhibits/programs	528,836	550,588
Curatorial and invertebrates science	496,575	459,031
Pavilion facility operations	241,149	253,463
Horticulture	177,833	178,959
Pavilion Volunteer Support	46,612	51,996
Total program services	2,187,259	2,190,616
Supporting Services		
Administration	256,734	259,676
Marketing, promotion, & members	322,103	229,561
Fund-raising	63,967	15,126
Total supporting services	642,804	504,363
Total Expenses	2,830,063	2,694,979
Change in net assets	(45,794)	116,418
Loss on Disposal of Shrunk exhibit	(102,755)	-
Change in net assets	(148,549)	116,418
Net assets, beginning of year	3,615,082	3,498,664
Net assets, end of year	3,466,533	3,615,082



Remembering Rosie

“Over the years as a first grade teacher, I have witnessed the positive impact that the Butterfly Pavilion has had on my students and their families. Each week our class chooses one student to be the “Special Person” for the week. That child decorates a poster with pictures of themselves and the things that are important to them. The pictures are usually of birthday parties, family members, places they have traveled to, sports that they can play, people that they have met and even baby pictures!

A few years ago, I realized that while no two posters are ever alike, I noticed the same picture over and over again on poster after poster. That picture is always the student holding out his/her hands, carefully showing off a furry tarantula. Every time the picture appears, the class suddenly fills with stories from all of the students sharing their experience with Rosie at the Butterfly Pavilion. Out of all of the experiences that a six year old can have, holding Rosie at the Butterfly Pavilion always tops the list.”

Melissa Houliban, 1st Grade Teacher at Meiklejohn Elementary



Staff

The Butterfly Pavilion is a multi-faceted educational institution, and its operations require the efforts of a talented, passionate, and dedicated staff. Their commitment to the mission and the vision of our organization bring life and vitality to our programs.

Natali Andrade
Sales Associate

Jaime Bain
Zookeeper

Joseph Barry
Gardener

Nicole Bickford
Education Specialist

Heather Bilek
Supervisor - Gift Shop

Robert Bonacci
President / CEO

Megan Bond
Special Events Assistant

Deborah Brooks
Educator

Lauren Buchholz
On-Site/Off-Site Educator

Forest Burke
Custodian/Maintenance

Lynn Cyrus
Exhibit Guide/Interpreter

Anastasia David
Assistant Manager - Gift Shop

Patrick Dazevedo
Custodian

Justin Deines
Custodian Supervisor

Jenifer Doane
Marketing Director

Casey Ehlinger
Educator

Nichole Gooch
Sales Associate

Chad Haines
Zookeeper

Mary Ann Hamilton
Curator of Entomology

Kyle Hettema
Zookeeper

Cynthia Killingbeck
Director of Admissions & Retail

Molly Knudsen
On-Site/Off-Site Educator

Rachel Marini
Sales Associate

Deborah Marr
Private Events Assistant

John Paul McConnell
Exhibit Guide/Interpreter

Michele Melio
Outreach Presenter

Troy Miller
Zookeeper Aquarist

Betina Moody
Sales Associate

Amanda Morrison
Adult Education Coordinator

Sandra Mortenson
Sales Associate

Kelley Nieser
Sales Associate

Sabrina Orlando
Membership / Donor Relations Manager

Kelly Ortmeier
Private Events Coordinator

Deanna Pierce
Supervisor - Gift Shop

Hap Pitkin
Fund Development Director

Kris Pohl
Volunteer Coordinator

Denise Price
Outreach / Off-Site Coordinator

Maria Rakochy
Education Intern

Grace Randall
Sales Associate

Lois Roenquist
Zookeeper

Michael Ruhl
Custodian

Teresa Schillinger
Exhibit Guide/Interpreter

Katie Schultz
Marketing / Public Events Coordinator

Stephanie Sisroy
Outreach Presenter / SE Assistant

Kory Smathers
Sales Associate

Marcos Stoltzfus
Youth Programs Manager

Emily Stucky Weber
Family Education Coordinator



Patrick Tennyson
Deputy CEO

Laura Tietz
Exhibit Guide/Interpreter

John Tyler
Zookeeper

Karen Vitco
Zookeeper

Suzanne Weltzer
Birthday Party Ambassador

Khanh Whiteman
Zookeeper

Jessica Wilson
Full-Charge Bookkeeper

Gary Wilkinson
Custodian/Maintenance

Amy Yarger
Director of Horticulture



Volunteers

(by hours 1994- 2009)

The dedication of our volunteer corps is essential to our visitors' experience. From assisting guests to holding Rosie, to teaching youth education classes, to tending our gardens, these individuals are critical to the daily operations of our facility. We thank them for their generosity, enthusiasm, and talent.

99 and fewer hours

Natalie Adami
Christopher Bengtson
Tracey Bernett
Emily Bertelson
Kenzi Blazina
Tristessa Boggus
Deanna Boyce
Laura Breland
Elizabeth Brundage
Stephen Bugir
Cassandra Bugir
Rob Burgess
Don Calderon
Loretta Cawelti
John Collar
Lucus Connelly
Kevin Cummins
Katelyn Currier
Lynn Cyrus
Emily Dahlberg
Mary Dambman
Max Davis
Larry Dubois
Norma Evans
Lu Farnworth
John Fein
Patricia Flick
Troy Griffin
Carolyn Haug
Michele Hogan
Nate Huey
John Hunt
Mick Jacobsen
Avril Karma Crew
Adam Killorin
Amber Kirchmer
Amy Klamm
Sam Koch
Bob Krugmire
Monica Kulik
Katie Lackey
Scott LaFrance
Sarah Lamer
Cassandra Long

Mikaela Madalinske
Marta Matoga
Aspen Matthews
Elaina McCall
Wiley McCreedy
Jackie McDonald
Talia McFadden
Pravina Mehta
Bianca Meier
Angela Miller
Tina Miller
Marlene Miyamoto
Timothy Norling
Owen Oliver
Marie Pack
Kolton Perschbacher
Merry Popa
Zach Powell
Amanda Pruess
Lee Reeves
Taylor Rhode
Lois Rosenquist
Megan Scheele
Stephanie Sisroy
Shakti Sisters of
Seva Sisters
Cindy Southard
Alicia Sprague
Michelle Stremich
Katherine Tate
Christy Velasquez
Morgan Wagner
Lisa Walker
Cleo Wallace
Frances Watson
William (Bill) West
Kaylee White
Luanne Williams
Zoey Ybarra
Lauren Young
Paulette Young-Hiss
Alpha Phi Omega
RSVP
Junior League of Denver

100 - 499 Hours

Gina Barbieri
Mitchell Barnes
Nathaniel Berg
Samantha Bonelli
Patrick Casto
Vern Collins
Janet Dills
Kristine Edwards
David Ennis
Nedra Fortune
Boettcher Foundation
Carol Githens
Dmitriy Grachev
Alex Gray
Kathryn Greeson
Chad Haines
Lori Harrison
Amber Higgins
John Hoyman
Brandon Idelberger
Martha Jones
Anita Liuzzi
Janet Lutz
Jeanne McAttee
Judith McFadden
Jane Meyer
Lorraine Montoya
Fred Nadel
Sarah Nelson
Peggy Noguera
Amanda Noland
Jo Rasmussen
Tiffany Richardson
Sherry Rubinstein
Jocelyn Schilling
Makayla Schmitt
Leah Smith
Jo Smith
Omar Solis
Jeremy Sunder Raj
Spencer Tomsick
Bekah Tomsick
Maureen Tooher
Jennifer Turner-Valle

Pam Williams
Fred Yahrling
AmeriCorps* NCCC

500-999 Hours

Kyle Andrews
Elizabeth Archer
Paul Bay
Mary Broughall
Kathy Danhour
BP Friends
Gary Gagnon
Richard Jarboe
Nancy Jessee
Bunny Kleinhenz
Shirley McConnell
Jan Milner
Cheryl Patrick
Karissa Proctor
Sherry Ruby
Diane Saucier
Andrea Shelby
John Shofner
Pat Spetz

1000-4999 Hours

Joann Dawe
Alice Doyle
Cathy Fennelly
Annemarie Garza
Francis (Fran) Haas
Virginia Hokenson
Lora Kreutzer
Ernest Merkel
Community Service
David Sherman
Mike Sipes

5000+ Hours

Fred Linck
Core Volunteer
Warren Fair
Core Volunteer



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Dept. of Bioagricultural Sciences and Pest Mgmt.
Colorado State University

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Zoology Department
Denver Museum of Nature and Science

Funders



The Butterfly Pavilion owes its success to the generous supports of our organization. With the help of our members and donors, we have valuable science education to over 500,000 plus students and invertebrates information to 4 million visitors, further spreading the word about habitat conservation and environmental protection. The following donors supported the Butterfly Pavilion from January 1, 2009 to December 31, 2009.

SCFD – The Butterfly Pavilion received significant funds from the Scientific & Cultural Facilities District (SCFD) in 2009. Voters in the Denver metro area created the SCFD in 1998 to provide a consistent source of unrestricted funding to scientific and cultural organizations. Since then, the SCFD has funded more than 300 organizations via the 0.1% retail sales and use tax (one penny on every \$10). Adams, Arapahoe, Boulder, Broomfield, Denver, Douglas and Jefferson counties comprise the district.



Grantors/Business Donors

\$10,000

Anonymous

\$5,000

New Belgium
Post-News Community

\$2,500

Community First Foundation/
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\$1,000

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\$2,000

Ned Lidvall

\$1,000

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Erika Beeman
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Serendipity Catering
The Cake Lady
The Food Guy
The Gourmet Kitchen

Parenting for Posterity

ADOPT-A-BUTTERFLY

Habitat destruction is perhaps the greatest challenge facing our planet in the 21st century. Each year we lose millions of acres to urbanization, logging, ranching and farming. Rainforests, the richest most diverse and most productive ecological system on earth are being lost at the rate of 100 acres a minute along with countless number of species forever.

The economic value of sustaining tropical forests is substantial and through financial investment provides the long-term answer to global habitat destruction. Since 1995, the Butterfly Pavilion has challenged the trend of natural resource intensive habitat destruction by developing relationships with butterfly farmers throughout the world. Through sustainable agricultural methods, butterflies are raised on farms that maintain the integrity of the natural habitat not only setting aside significant tracts of tropical habitat forever, but also helping to secure financial stability for hundreds of indigenous people of emerging nations.

This year, the Butterfly Pavilion's conservation efforts took a giant step forward with the development of the Adopt-A-Butterfly Program. Building on the already successful triple-bottom line model (environmental, social and financial) of sustainability through butterfly farming, Pavilion patrons can now purchase packaged butterfly adoptions. These tax deductible adoption kits are filled with exciting information about your adopted butterfly and its habitat as well as personalized gift items. This not only increases public awareness of tropical butterfly species, their life history and habitat needs, but also intricately ties every adoption to sustainable agriculture as a solution to deforestation. In addition, a part of the revenue from each adoption provides tangible investment in long-term habitat conservation through local Butterfly Pavilion efforts.

The Adopt-A-Butterfly Program is a new, innovative and exciting approach to addressing Butterfly Pavilion core competencies. It highlights our educational success that continues to impact hundreds of thousands of children and adults each year, while at the same time achieving notable success in environmental conservation locally and globally. In short, Adopt-A-Butterfly Program means social, environmental and financial sustainability both locally, as well as in emerging nations and provides a vision for environmental conservation as one the Butterfly Pavilion's lasting legacies.

Adopt-A-Better Tomorrow... Today.



Habitat destruction is one of the greatest challenges facing our planet in the 21st century.

By adopting a butterfly, your donation helps protect vital rainforest habitat and supports Butterfly Pavilion conservation efforts both locally and globally. Half of the program's proceeds go to a butterfly farm partner to help support rainforest conservation.

The other portion helps fund the Butterfly Pavilion's local conservation projects.

