



BUTTERFLY  
PAVILION

# IMPACT REPORT

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2024







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# letter from the **Interim CEO**

Dear Friends and Supporters,

It has been the honor of a lifetime to serve as Interim CEO of Butterfly Pavilion. From the moment I stepped into this role following the retirement of our longtime President and CEO, Patrick Tennyson, I've had the extraordinary privilege of working alongside an exceptional team of inspired, passionate, and deeply talented individuals—all united by our shared commitment to invertebrate research, conservation, and education.

Together, we achieved a historic milestone in May 2024 when Governor Jared Polis signed House Bill 24-1117 into law at Butterfly Pavilion, officially recognizing invertebrates as wildlife in Colorado. This landmark legislation gives the state new authority to study and protect the species that make up 97% of all animal life. It's a historic step for conservation—and affirms what Butterfly Pavilion has known for 30 years: invertebrates matter.

We received a prestigious and landmark grant from the Association of Zoos and Aquariums to partner with the government of Mexico on a groundbreaking international effort to safeguard the monarch butterfly migration. This collaborative project, which began work in 2025, will combine science, conservation, and community engagement to protect one of the world's most iconic and imperiled migrations.

In 2024, we strengthened our scientific impact through a new Memorandum of Understanding with Colorado State University, opening exciting new pathways for research and education. Internationally, we celebrated our continued export of Sumatran butterflies from our Ketambe Butterfly Farm—a powerful example of community-driven conservation in action.

Closer to home, we debuted Origins: Building Life, an immersive new exhibit made possible by a prestigious National Science Foundation grant. We also welcomed our first male firefly to emerge under human care and introduced “Goldie” a Chaco Golden Knee tarantula, as our new ambassador animal who instantly captivated guests.

And you showed up in record numbers—2024 brought our highest attendance and gift shop sales in Butterfly Pavilion's history.

As I reflect on this extraordinary year, I'm filled with gratitude—for our devoted staff and volunteers, our incredible partners, and especially our generous supporters and donors who make our mission possible. Thank you for believing in the power of invertebrates and helping make this a year of bold progress and lasting impact.

With heartfelt appreciation,

Nathalie Brochu  
Interim CEO  
Butterfly Pavilion



At Butterfly Pavilion, we transform the way people think about invertebrates. These small but mighty animals that surround us are so much more than people think. They are everywhere, because everything depends on them. They are the hidden heroes of the animal kingdom.

## Our Mission

Butterfly Pavilion exists to foster an appreciation of invertebrates by educating the public about the need to protect and care for threatened habitats globally, while conducting research for solutions in invertebrate conservation.

## Our Vision

Butterfly Pavilion is the premier invertebrate research, conservation, and education institution in the world.



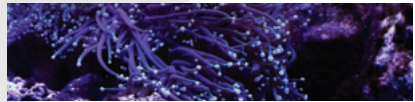
by the numbers: **year in review**

Total Visitors Welcomed  
**317,945**

Welcomed **414** new animals  
through births or hatchings



welcomed  
**191** unique species of  
moths and butterflies  
encompassing  
**52,646** individuals



Our animal collection spans  
**488** species with  
**22,686** individuals

Trained **96** people and installed  
**1km** of bee fencing with  
**100** hives in Tanzania



Provided educational experiences to over  
**106,000** students through  
**1,473** school programs  
including Field Trips, Outreach Programs, and  
Afterschool Programs

**12** sites surveyed and a total of **15,843**  
specimens collected

reached **20 Mongolian schoolkids**  
with pollinator education



Involved in **16** field projects  
supported by **21** team members



Observed over **250** tarantulas in our  
CDOT tarantula highway  
crossing project

Restored  
**1,794**  
acres of  
pollinator  
habitat



We reared over **400** firefly larvae for our  
firefly re-introduction program



**431** volunteers contributed  
**22,266** hours equivalent to  
**\$797,053** of paid time



Welcomed **55,865**  
visitors using  
SNAP or EBT  
card benefits  
at a significantly reduced rate





# a year of **New Partnerships**

## Expanding Our Impact Through Partnership

In 2024, Butterfly Pavilion forged new collaborations to advance invertebrate conservation and education.

### Government of Mexico & AZA:

We received a prestigious grant from the Association of Zoos and Aquariums to collaborate with the Mexican government on safeguarding the monarch butterfly migration—one of the world’s most iconic wildlife journeys.

### Bureau of Land Management:

In a multi-year study of pollinator diversity, our scientists identified over 4,000 arthropods across Colorado’s public lands. This critical work is helping protect species like the monarch butterfly and western bumblebee before they disappear.



## Spotlight Partnership: Colorado State University

In 2024, Butterfly Pavilion deepened its commitment to invertebrate science through a formal partnership with Colorado State University, one of the nation’s leading research institutions. This new Memorandum of Understanding unites Butterfly Pavilion with CSU’s Colleges of Agricultural Sciences, Natural Sciences, and the Warner College of Natural Resources to elevate research, conservation, and education for invertebrates.

This partnership sets a new standard for how zoos and universities can collaborate to protect the invertebrates that sustain life on Earth.

### Together, we’re:

1

Launching collaborative research projects focused on pollinator health, ecosystem services, and species conservation.

3

Developing STEAM pipelines to inspire K–12 students to pursue higher education and conservation careers.

2

Creating internships and field opportunities for CSU students to gain hands-on experience in invertebrate biology and environmental science.

4

Increasing public engagement through co-branded programs and exhibits that highlight our joint work to Butterfly Pavilion guests and beyond.



# invertebrate updates: **Extraordinary Encounters, Every Day**

In 2024, Butterfly Pavilion elevated the guest experience with new species, enhanced exhibits, and deeper connections to our invertebrate residents.

## **Meet Goldie:**

Our newest ambassador, Goldie the Chaco Golden Knee Tarantula, makes her debut and joined fan favorite Rosie in our Survival exhibit after months of careful training and a name chosen by public vote.

## **Leafcutter Ants Arrive:**

A 13-foot exhibit showcases the remarkable behavior of our newest colony of leafcutter ants—nature’s tiny farmers. The name “leafcutter ant” encompasses more than 40 different species of ant that make a living by cutting and collecting leaves.

## **Global to Local:**

Sumatran Birdwing Butterflies, raised at our Ketambe Butterfly Farm, fluttered into our Wings of the Tropics exhibit for the first time. These beautiful black and yellow butterflies are the first birdwing to be successfully raised in Butterfly Pavilion’s butterfly farm in Sumatra and shipped to our facility in Westminster, CO.



## **Behind-the-Scenes Care:**

In April 2024, we renovated our rearing room, where we care for thousands of invertebrates not on public display. This vital space supports our research and ensures exceptional care for species behind the scenes. This year, we additionally enhanced our animal welfare practices, including upgrading animal enclosures and laying the groundwork for invertebrate training programs. For example, we’re using positive reinforcement to train scorpions and shrimp to become active participants in their care, reducing stress on the animals and leading to new research on animal intelligence. The project was made possible in part by the Institute of Museum and Library Services.

Every improvement brings us closer to our mission: to inspire wonder and protect the invertebrates that keep our planet thriving.

## more to discover

Guests explored a collection of **376** species:

# 122

Species of  
Butterflies



# 143

Species of  
Terrestrials



# 111

Species of Aquatic  
Invertebrates





# zoo experience: **A Year of Wonder and Discovery**

In 2024, Butterfly Pavilion welcomed a record 450,249 guests, offering unforgettable experiences that deepened appreciation for invertebrates.

## **New Exhibit – Origins: Building Life:**

Opened in May with support from the National Science Foundation, this immersive exhibit explores the Cambrian explosion—when invertebrates first shaped life on Earth.

## **Spiders Take the Spotlight:**

Our Spiders Around the World exhibition featured free-roaming orb weavers in Spider Zone™ and fascinating tarantulas, plus Bug-A-Boo trick-or-treating to close out October.



## **Pollinator Palooza Festival:**

Over 2,900 guests joined us in June for this buzzing celebration of pollinators, complete with music, hands-on fun, and community connection.

## **VR Goes Wild:**

Guests stepped into our global conservation work through Destination: Conservation, our new virtual reality experience powered by Wildlife Protection Solutions.

## **Monarch Magic:**

In partnership with Chicano Humanities & Arts Council (CHAC), we honored Día de los Muertos with a month-long monarch celebration and butterfly releases in Wings of the Tropics.

These experiences brought our mission to life, inspiring curiosity, joy, and a deeper respect for nature's small wonders.





# Enhancing Education for Learners of All Ages



## Expanding Access to Nature's Small Wonders

In 2024, Butterfly Pavilion's education programs reached more people than ever—because we believe that when people understand invertebrates, they care about protecting them.

**106,260**

learners of all ages were engaged through field trips, day camps, adult classes, and virtual programs.

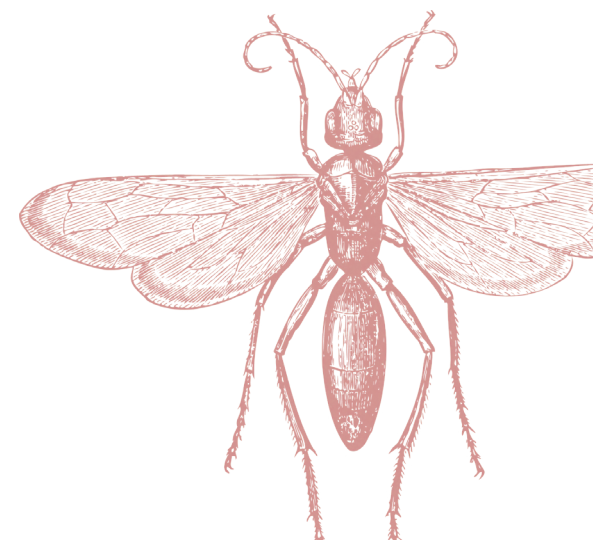
**\$44,734**

awarded in scholarships, breaking down financial barriers so more families could experience the magic of invertebrate education.

From curious kindergartners to lifelong learners, our education experiences sparked awe, curiosity, and conservation action. And Butterfly Pavilion was recognized by Leave No Trace with Gold Standard status for our commitment to responsible outdoor education.

### Why it Matters:

Invertebrates are essential to life on Earth—and yet too few people understand their importance. Every hands-on class, every excited camper, every family science night brings us closer to a world where these vital creatures are seen, valued, and protected.



## New in 2024:

**Bilingual Educators** brought our programs to life in both Spanish and English, expanding access and deepening connections with our Latino communities.

**Sensory-Friendly Hours**, supported by Soar Autism, created inclusive spaces for neurodiverse guests to explore, engage, and learn.

**Family Science Nights**—including three fully funded by Adams County—welcomed new audiences and turned family outings into moments of wonder and learning.

**Adult programs** flourished, offering everything from invertebrate lectures to watercolor workshops, proving it's never too late to be inspired by nature.

**Jr. Naturalist Program:** A new self-guided activity booklet helped young guests explore exhibits in a fun, engaging way.





# Global Conservation Projects



## UNITED STATES ●

Colorado Butterfly Monitoring Network  
 Dragonfly Breeding  
 Firefly Breeding  
 Tarantula Breeding & Ecology  
 Florida Reef Tract Project  
 Urban Prairies Project  
 Oil & Gas Habitat Restoration  
 CSU Spur Campus at National Western Complex BioBlitz  
 AZA SAFE North American Monarchs Program  
 Monarch Watch  
 Butterfly Quest  
 Healthy Habitats Gardening Program  
 Colorado Pollinator Summit  
 Colorado Pollinator Highway  
 Beekeeping and Gardening Bootcamps  
 Educational Programing at Schools  
 Pollinator Districts  
 Pollinator Gardens  
 Hive rentals  
 Tarantula Road Crossing Study  
 Colorado Pollinator assessment and floral association study  
 Attitudes toward spiders by BP guests before and after holding a tarantula  
 Attitudes toward Native Bees in Colorado



● **ECUADOR, SOUTH AMERICA**  
Bees For Bears

● **BOTSWANA, AFRICA**  
Bees For Elephants

● **TANZANIA, AFRICA**  
Bees For Elephants

● **SUMATRA, INDONESIA**  
Ketambe Butterfly Project

● **MONGOLIA**  
Parnassian Butterfly Conservation and Education  
Mongolian Academy of Science

● In 2024 Butterfly Pavilion received butterflies from 11 different suppliers around the world.



# Local Research and Conservation

## Advancing Invertebrate Science

Invertebrates make up 97% of all animal species and are essential to life on Earth—yet their populations have dropped an estimated 45% globally since 1980. Butterfly Pavilion is leading the charge to understand and protect these vital creatures through innovative research and conservation.



97%

of animal species  
are made up by  
invertebrates.



↓45%

global decrease since 1980.



## CONSERVATION HIGHLIGHTS

### Firefly Life Cycle Project:

In 2024, we celebrated the emergence of our first adult male Colorado firefly raised entirely under our care, we were also able to breed and rear 408 eggs to larvae successfully. This breakthrough, after years of research, will guide future habitat restoration and reintroduction across the state.

### Butterfly Monitoring:

59 trained volunteers surveyed 69 routes across Colorado, identifying 103 butterfly species and gathering vital data to track population trends and ecosystem health.

### Tarantula Research:

In partnership with the Colorado Department of Transportation, we studied ways to help tarantulas cross the roads safely; confirming that drift fences can reduce road-related deaths.

### Dragonfly Rearing:

We continued research on subalpine dragonflies by collecting eggs and rearing them in our lab while monitoring wild populations to understand their development and ecological needs.



## Spotlight: Pollinator Monitoring:

We began a major project partnering with the US Bureau of Land Management (BLM) to inventory pollinators and their floral associations on BLM managed land throughout western Colorado. In a multi-year study of pollinator diversity, our scientists surveyed 63 field plots and collected over 10,000 specimens of pollinators. So far, they have identified over 6,000 arthropods (including very rare species) across Colorado's public lands. All samples have also been uploaded on an online museum collection for the public domain. This critical work is helping protect species like the monarch butterfly and western bumblebee before they disappear.



# Global Research and Conservation

Our global conservation work expanded in 2024, strengthening partnerships and advancing research to protect invertebrate species worldwide.



## Spotlight: Butterfly Pavilion Expands Work to Mexico

In October 2024, Butterfly Pavilion was awarded a groundbreaking grant from the Association of Zoos and Aquariums (AZA) to launch a bold, collaborative project with the Government of Mexico to protect the overwintering habitats of migrating monarch butterflies in Central Mexico. Monarchs make an incredible 3,000-mile journey each year to Mexico's Monarch Butterfly Biosphere Reserve, but their populations have plummeted by nearly 80% over the past 30 years, threatened by habitat loss, climate change, and deforestation.

The monarchs' winter home—the Oyamel fir forest—is now one of North America's most endangered ecosystems. To help reverse this decline, Butterfly Pavilion will, by summer 2025, plant 100,000 native Oyamel fir trees and create 20 pollinator gardens, while also working hand in hand with local communities to educate, engage, and build capacity for long-term conservation. Monarchs are not just pollinators; they are living symbols of biodiversity, cultural heritage, and the health of our planet.

With continued support and collaboration, we can help secure the future of one of the world's most extraordinary and threatened migrations.

## Other Global Projects

### 1. Mongolia

We're helping restore five endangered Parnassian butterfly species and discovered an incredibly rare specimen in 2024. Our team also introduced new education toolkits and curricula to inspire future conservationists in Mongolia.

### 2. Sumatra

Our butterfly farm in Ketambe supports sustainable livelihoods while protecting the Leuser ecosystem. In 2024, we hired and trained a new local team and welcomed our first Sumatran Birdwing chrysalises to Butterfly Pavilion.

### 3. Tanzania

In partnership with local organizations, we installed 100 new beehive fences to reduce human-elephant conflict and trained 54 new beekeepers—protecting people, pollinators, and elephants in the process. Further, we expanded this project into Botswana.

### 4. Ecuador

In partnership with a local conservation organization and the University of Quito, we initiated a stingless bee conservation project in the Amazon Basin and Cloud Forests of Ecuador.





nurturing nature:

# Building Sustainable Habitats Together



At Butterfly Pavilion, we are committed to creating sustainable habitats that support biodiversity and inspire a connection to nature.

**Pollinator & Habitat Field Guide**

In partnership with Denver Botanic Gardens, we published *Pollinators of the American West*, a guide to over 300 native species, helping communities identify and protect vital pollinators and ecosystems.

**Urban Prairies Project: Restoring Open Spaces**

Through volunteer training, we restored 125+ acres of urban and suburban land in 2024, planting native species and enhancing ecosystems to benefit both wildlife and people.

**Healthy Habitats Gardening Program**

In partnership with Frasier Meadows Retirement Community, residents engaged in hands-on habitat experiences contributing to habitat restoration and the planting of native species across Colorado, while gaining the cognitive, social, and physical benefits from therapeutic horticulture.

**Pollinator District™ at Baseline:  
Restoring Landscapes**

Our ongoing restoration work at Baseline resulted in an 89% increase in pollinator activity across 1,100 acres, helping turn urban spaces into thriving, biodiverse habitats.







# Fostering Inclusion, Equity, and Connection

At Butterfly Pavilion, we are committed to creating an inclusive environment where all communities feel welcomed, valued, and represented. This year, we made significant strides to ensure our programs, events, and partnerships reflect the diverse communities we serve.

These efforts are part of our ongoing journey to ensure that Butterfly Pavilion continues to be a place where everyone, regardless of identity, can feel connected and inspired.



## Key Initiatives for 2024:

### **Bilingual Education Expansion:**

We launched school programs in both Spanish and English and introduced "I Speak" buttons to enhance communication.

### **Pride Night Celebration:**

Our first Pride celebration saw 250 attendees, with a drag queen performance and a keynote by Broomfield Mayor Guylene Castriotta.

### **Cultural Celebrations:**

We partnered with Chicano Humanities and Arts Council (CHAC) to honor Día de los Muertos, creating a community altar to celebrate the monarch butterfly's symbolic role in life and death.

### **Accessibility for All:**

Continued use of SNAP Memberships to provide low-income families with free access and partnered with Ronald McDonald House to bring Butterfly Pavilion experiences to families in need.

### **Land Acknowledgment:**

We formalized a land acknowledgment in collaboration with the CAMBIO Project, Empowered Ltd, and Harvest of All First Nations, honoring the Indigenous peoples of the land.







# ■ Recognizing the People Who Make It Possible

At Butterfly Pavilion, our volunteers and interns are the driving force behind our conservation, education, and community engagement efforts. Their dedication helps us create lasting change.

## Internship Program: Developing the Next Generation

We provided career development for 40 interns! Interns worked on self-guided projects, from marketing and education, to animal welfare and research, that guided their work during their intern semester.

## Service Enterprise Recertified

Butterfly Pavilion was Service Enterprise recertified in 2024, recognizing our ability to effectively engage volunteers and maximize their impact on our mission.

## Volunteer Impact: Making a Difference

In 2024, our volunteers played a key role in advancing our mission:



# 431

Volunteers contributed time to habitat restoration, research, and guest engagement.



# 137

Core volunteers donated at least 8 hours of their time per month.

# 22,266

Volunteer hours were donated, valued at

# \$797,053

## Why this Matters

Volunteers and interns are essential to our work. Every hour contributed helps us move forward in our mission to conserve and protect invertebrates, educate the public, and support the environment and our conservation efforts.

## Thank You

We are deeply grateful for the time, talent, and energy that our volunteers and interns bring to Butterfly Pavilion. You make our work possible.





# Corporate Partners and Sponsors Recognition



## Thank You to Our 2024 Corporate Sponsors and Foundations!

We are deeply grateful to our 2024 corporate sponsors and foundations whose support enables us to continue our critical work in invertebrate research, conservation, and education. Your partnership is instrumental in helping us protect and preserve the invertebrates that sustain life on Earth.

### Presenting Sponsor of Butterfly Ball Colorado: Local Hive Honey

A heartfelt thank you to Local Hive for their pivotal role as the presenting sponsor of our Butterfly Ball Colorado gala. Their commitment to conservation and the community was integral in making the event a tremendous success. This partnership helped us raise \$440,923.70 to support Butterfly Pavilion’s mission, allowing us to continue our vital work on a global scale.

### BEE Sustainable Partners Program

We also want to express our gratitude to our BEE Sustainable partners: Arrow Electronics, Southwest Airlines, Baseline by McWhinney, Xcel Energy, and 9News, whose dedication through the BEE Sustainable Partners Program makes a lasting impact.

Your hands-on support helps us improve habitats, restore ecosystems, and inspire future generations to care about conservation.

Thank you to all our partners for your unwavering support and commitment to a better, more sustainable world. Together, we are creating lasting change.



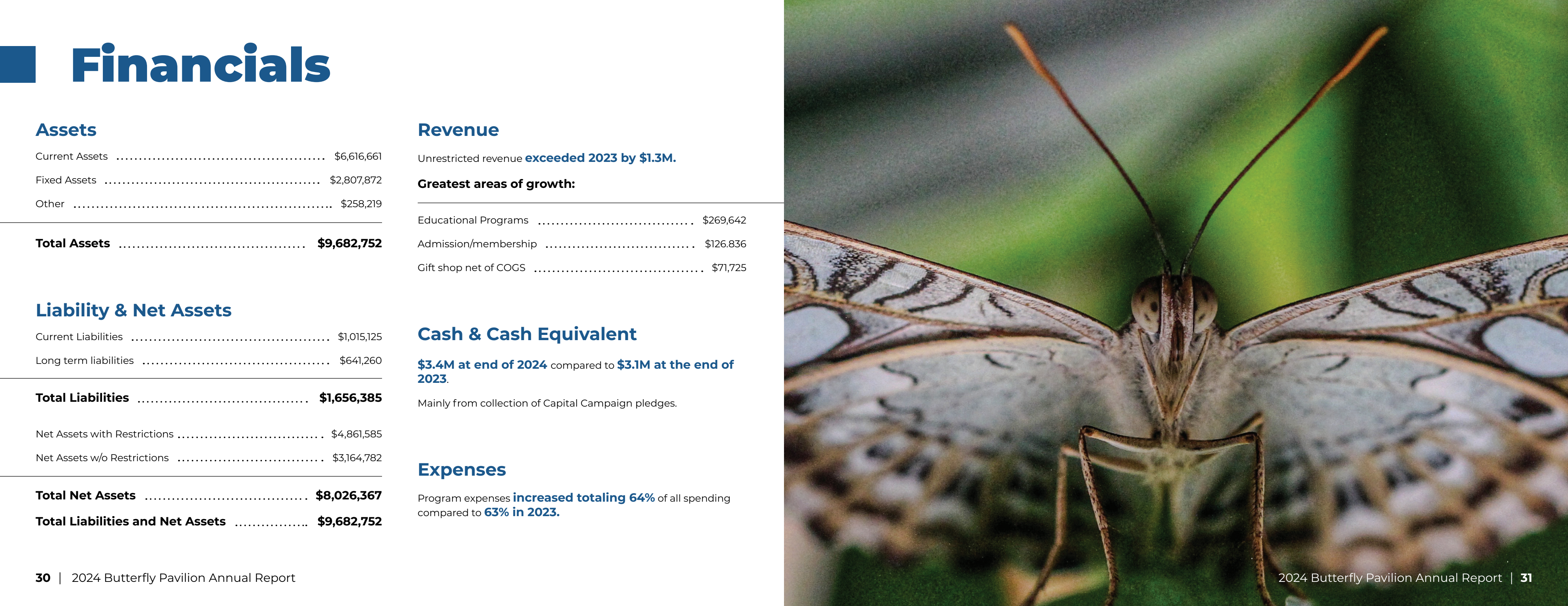
Adams 12 Five Star Schools  
Arrow Electronics  
Association of Zoos & Aquariums  
Barbara A. Scheer Living Trust  
Baseline by McWhinney  
BioMed Realty  
BOK Financial  
Boulder County Parks and Open Space  
Bureau of Land Management  
Children’s Hospital Colorado  
City and County of Broomfield  
City of Westminster  
Collaborative of the SCFD  
Colorado Department of Human Services  
Colorado Gives Foundation  
Considine Family Foundation  
CU Boulder  
Davis Graham  
Donor Alliance, Inc.  
Eaglemere Foundation

First Bank  
First Western Trust  
Flintco Construction  
Fox Corporation  
Gates Family Foundation  
Genesee Mountain Foundation  
Harmes C. Fishback Foundation Trust  
Institute of Museum and Library Services  
Intrepid Benefits  
Isabella Joy Thallas Foundation  
Little Spoon  
M.A. Mortenson Company  
Matrix Design Group  
Messing Family Charitable Foundation  
MindSpark  
Matathon Petroleum  
Mytech Partners  
OZ Architecture  
Photobucket

Rice’s Local Hive Honey  
ROLL Recovery  
RvI Planning  
Schoelzel Family Foundation  
Soar Autism Center  
Southwest Airlines  
Tappan Clancy Foundation  
Tegna Foundation  
Temple Hoyne Buell Foundation  
The Gamez Family Foundation  
The Green Fund  
The Lillis Foundation  
The Schramm Foundation  
The Wells Partnership  
Tolin Mechanical  
Turner Construction  
Virginia W. Hill Foundation  
Wildlife Protection Solutions  
Xcel Energy Foundation







# Financials

## Assets

Current Assets	\$6,616,661
Fixed Assets	\$2,807,872
Other	\$258,219

**Total Assets** \$9,682,752

## Liability & Net Assets

Current Liabilities	\$1,015,125
Long term liabilities	\$641,260

**Total Liabilities** \$1,656,385

Net Assets with Restrictions	\$4,861,585
Net Assets w/o Restrictions	\$3,164,782

**Total Net Assets** \$8,026,367

**Total Liabilities and Net Assets** \$9,682,752

## Revenue

Unrestricted revenue **exceeded 2023 by \$1.3M.**

### Greatest areas of growth:

Educational Programs	\$269,642
Admission/membership	\$126.836
Gift shop net of COGS	\$71,725

## Cash & Cash Equivalent

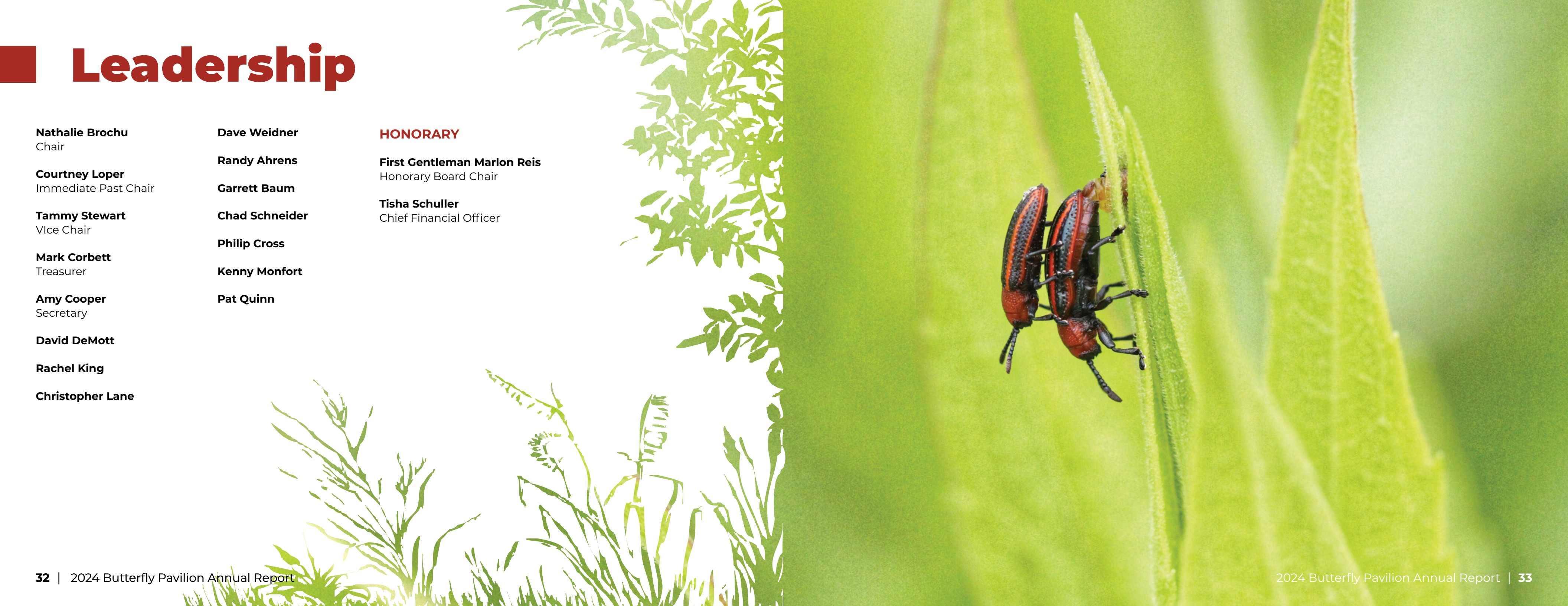
**\$3.4M at end of 2024** compared to **\$3.1M at the end of 2023.**

Mainly from collection of Capital Campaign pledges.

## Expenses

Program expenses **increased totaling 64%** of all spending compared to **63% in 2023.**





# Leadership

**Nathalie Brochu**  
Chair

**Courtney Loper**  
Immediate Past Chair

**Tammy Stewart**  
Vice Chair

**Mark Corbett**  
Treasurer

**Amy Cooper**  
Secretary

**David DeMott**

**Rachel King**

**Christopher Lane**

**Dave Weidner**

**Randy Ahrens**

**Garrett Baum**

**Chad Schneider**

**Philip Cross**

**Kenny Monfort**

**Pat Quinn**

## HONORARY

**First Gentleman Marlon Reis**  
Honorary Board Chair

**Tisha Schuller**  
Chief Financial Officer





# BUTTERFLY PAVILION



[butterflies.org](http://butterflies.org)

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**ASSOCIATION  
OF ZOOS &  
AQUARIUMS**

