



# LETTER FROM THE PRESIDENT & CEO

# RESILIENCE

2020 will be remembered as a year that tested humanity like few others. Natural disasters. Societal unrest. A global pandemic the likes of which none of us had seen before, and were certainly not trained to deal with. Our society faced the reality of tremendous loss and personal hardship. Reflection and consolation are an important part of our recovery process.

During times like these we find ourselves drawing on familiar things and accepted truth to provide a sense of stability. In nature, invertebrates have evolved and

developed remarkable adaptations to obstacles and hardship, and unimaginable resilience to weather the most difficult of storms. With Butterfly Pavilion facing one of the biggest challenges in our history, we looked for inspiration in the tiny creatures who run the world.

Honey bees lean on one another — literally — working together to overcome almost unsurmountable obstacles and challenges every day. These bees come together as a community to create a true resilience that has a lasting impact. An impact that shapes the health and wellbeing of countless other creatures, both plants and animals. It gives us hope.

When Butterfly Pavilion closed its doors on March 13, 2020, for the first time in our 25-year history, we looked at our role in the community and saw that the only way to get through the year was to be Resilient Together.

We pivoted our education and community programming to support families and classrooms during their transition to at-home learning by expanding our virtual offerings to include daily, weekly and other special classes to anyone with a computer and high-speed internet. These programs were extremely popular with families during our initial closure and were adopted by classroom teachers once school resumed. In 2020, we connected nearly 6,500 online viewers to invertebrate education through distance learning programs. This set the stage for even wider-scale adoption in early 2021.

Although travel restrictions limited our international reach in 2020, Butterfly Pavilion still made strides in invertebrate conservation through our dragonfly breeding research. We also purchased land in Indonesia, to develop our very own sustainable butterfly farm, advancing conservation work in the most threatened of global ecosystems.

During the closure, Butterfly Pavilion lost over \$1 million of critical funds we rely on to advance our mission. The community rallied around us, donating in record numbers to support our Emergency Fund for Animal Care and Employee Assistance. Thanks to amazing philanthropic support, we raised over \$486,000 and increased the size of our donor base by 300 percent. A full generation of guests who experienced Butterfly Pavilion when they were children showed up when we re- opened in June, eager to share the impact of our hands-on education encounters and the serenity of walking among 1,600 free-flying butterflies.

At the same time, we continued to refine our internal processes, particularly around our finances, to make sure we were getting the greatest impact from every dollar we earned.

In 2020, Butterfly Pavilion proved itself to be extraordinarily resilient across the entire organization by implementing innovative and leading-edge solutions to challenges we have never faced. We transformed our guest experience, educational platforms, programmatic delivery methods and core operational processes while staying true to the vision, mission and core values that make Butterfly Pavilion so special.

With the steadfast support of our community, Butterfly Pavilion has emerged from this global challenge even stronger. This is a very optimistic time, filled with hope and opportunity, and I look toward a future of great potential as we move ahead as a global leader in invertebrate education, research and conservation.

Thank you for standing with us last year and for joining me in embracing a healthy and prosperous tomorrow.

#### Patrick Tennyson, President & CEO

## **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.

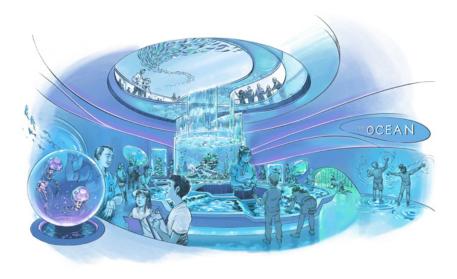
# **VISION**

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

### PREPARING TO TAKE FLIGHT

Il of us at Butterfly Pavilion entered 2020 with incredible energy, ready to take the next steps towards the opening of our new, 81,000 square foot, state-of-the-art zoological and educational center in Broomfield, Colorado, that will serve as the global hub for invertebrate research and conservation.

Through architectural designs by Lake|Flato of San Antonio and Oz Architecture of Denver, exhibit designs by ROTO of Columbus and Boston and landscape designers Didier Design Studios, we began to see our vision transforming into reality. The layouts revealed immersive biomes showcasing plant and animal life from around the globe, interactive spaces that will allow learners to engage with the wonders of biodiversity, and state-of-the art laboratories for researchers to find solutions to the most pressing problems facing invertebrates and our world.





With these visuals in hand, 2020 was slated to be a pivotal year in generating funding for the project. Through relationship-building and events, we planned to continue our work in connecting with those who are passionate about preserving our planet for future generations, asking them to join us in what may be the most critical endeavor of our time: invertebrate conservation.

But our plans were cut short. Like nonprofits and businesses around the world, we faced the incredible challenges of the COVID-19 pandemic and were forced to pivot to ensure that our staff and animals were kept safe, healthy and supported. Pressing pause on raising funds for the new project, we closed our doors to the public and launched our Emergency Fund for Animal Health and Employee Assistance to ensure that those who make our essential work possible could continue to do so.



We cannot thank the community enough for your heartfelt contributions and words of encouragement in what was an incredibly difficult time. It is because of you that all we do is made possible.

As we emerged on the other side, the passion of our team and support from our community fueled a strong return to the fundraising campaign. Our steering committee — Chair Kenneth Monfort and members Randy Ahrens, Garrett Baum, Bob Beauprez, Bryce Kelley, Will Murray, Bea Sonnendecker, Karen Steele and Steve Woods — laid out plans for a 2021 relaunch and we worked with our partners at City and County of Broomfield, McWhinney and Adams 12 Five-Star Schools to assess timelines and operational plans for the new facility and the entire Baseline development, on which our new building will be housed.

In 2021, we are incredibly excited to continue our journey towards the grand opening in 2025. As part of our fundraising efforts we have launched a new <u>campaign website</u> that will provide updates on our progress and opportunities to contribute. We also will host a series of events over the spring and summer months where attendees can learn more about our vision and how to get involved.

In what was a challenging year for us all, we emerged inspired by our community's perseverance and innovation, and are committed to coming back stronger to ensure a bright future for invertebrates, humans, and our planet. We look forward to continuing to update you on our progress.

### ANIMAL CARE

# In 2020, the Curatorial team completed welfare assessments on nearly every animal in the

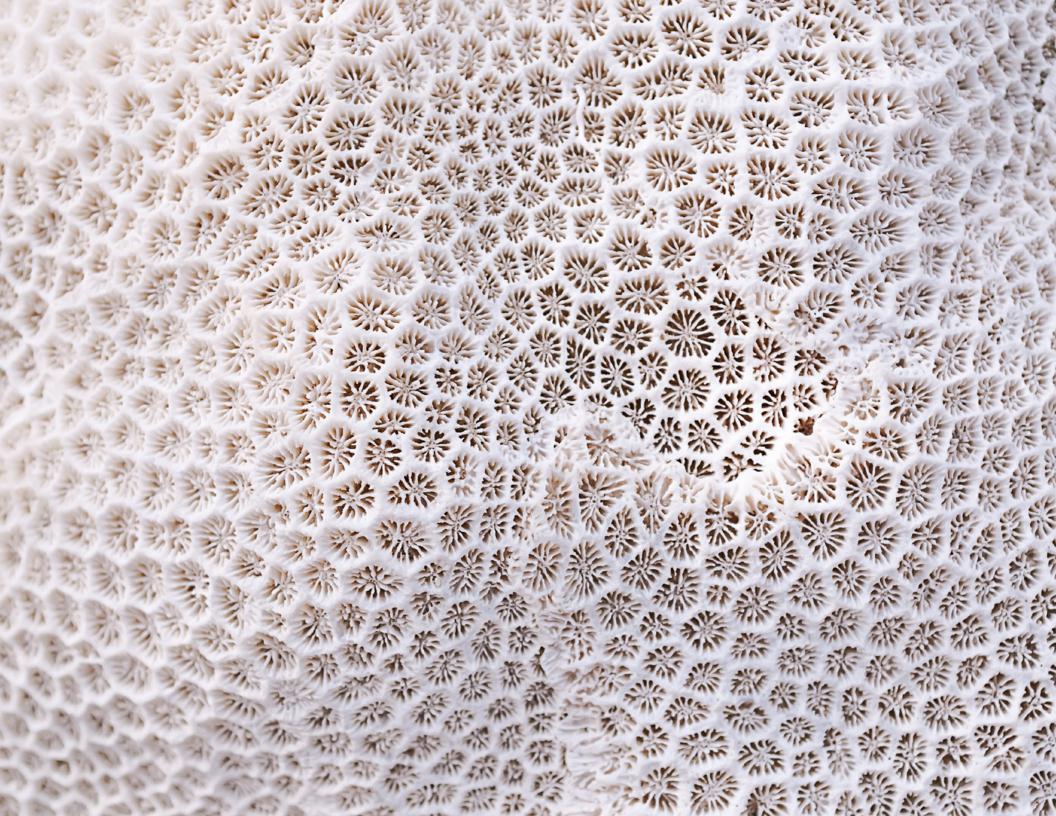
**building.** The Association of Zoos and Aquariums (AZA) mandates these welfare assessments as part of animal care; however, most zoos do not formally assess the welfare of their invertebrate animals. Butterfly Pavilion staff researched the life histories of all the animals in the collection, and utilized their own experience and knowledge to create robust assessments for each species. Assessments examine the five opportunities to thrive: nutrition, environment, physical health, behavior and mental state. In each assessment, we look at a variety of factors that are both inputs (conditions we provide for the animal) as well as outputs (responses seen in the animal) to assess their overall well-being. Rolling out the welfare assessment process for every animal in our diverse collection was a multi-year project that culminated in a robust program this year.

The terrestrial collection saw a breeding success when two adult polyphemus beetles (Mecynorhina polyphemus) emerged in late 2020.

Their parents were bred at Butterfly Pavilion in 2018, and they are the first of their species to successfully complete a full life-cycle at Butterfly Pavilion. The aquatic collection added a new marine system to our exhibits after joining the Florida Reef Tract Rescue Project. This collaborative effort combines the resources of the Florida Wildlife Conservation Commission (FWC) with the husbandry expertise of AZAaccredited institutions. Butterfly Pavilion signed on to care for twenty corals and is one of only eighteen AZA institutions holding coral. This project is necessary due to a devastating disease currently impacting at least twenty species of reefbuilding coral throughout the Florida reef tract. This disease has an almost 100% mortality rate in affected corals and has a 66-80% chance of spreading from coral to coral. The disease is responsible for an estimated 91% loss in coral diversity. This project allows us to work alongside colleagues from a variety of institutions to help safeguard the future of the Florida reef tract by protecting these coral in a genebank. Once FWC deems it safe, the coral in Butterfly Pavilion's care will return to the reef as seed colonies for future restoration efforts.

# The Curatorial team also launched an initiative to study the lifespans and behaviors of the butterflies in our Wings of the Tropics exhibit.

A certain number of the adult butterflies that emerge are now being tagged with small stickers. Staff and volunteers collect data on these individuals, which helps us to learn about their lifespans, favorite foods and common behaviors.



# GLOBAL CONSERVATION

BUTTERFLY PAVILION MANAGES
PROGRAMS AND PROJECTS ALL OVER THE
WORLD ACHIEVING GLOBAL IMPACT IN
INVERTEBRATE CONSERVATION.

See next page for full descriptions.

#### **COLORADO**

- A Colorado Dragonfly Monitoring Project
- Colorado Butterfly Monitoring Network
- Oragonfly Breeding
- Firefly Breeding
- Tarantula Breeding
- Florida Reef Tract Project
- **G** Urban Prairies Project
- 🕕 Oil & Gas Habitat Restoration
- CSU Spur Campus at National Western Complex BioBlitz
- AZA SAFE North American Monarchs Program









# GLOBAL CONSERVATION

#### **COLORADO**

#### A Colorado Dragonfly Monitoring Project

Dragonflies are important indicator species of the health of wetland ecosystems, but they are critically understudied. In 2020, Butterfly Pavilion continued its citizen science project focused on monitoring the health of dragonfly populations in Colorado, leveraging the power of volunteers to gather critical ecological information that will ensure their survival, while educating and engaging the public in invertebrate research.

#### **B** Colorado Butterfly Monitoring Network

Monitoring butterflies helps gauge the health of Colorado's native plant and animal communities. Consistent butterfly monitoring can lead to more effective conservation plans that protect against habitat loss and fragmentation. In 2020, the program saw 52 active monitors and logged 12,022 individual butterflies.

#### **©** Dragonfly Breeding

Although a few organizations breed adult dragonflies under human care, none in the United States have been able to maintain these animals through their entire breeding cycle. In 2020, Butterfly Pavilion continued advancing this work by successfully hatching eggs from wild dragonflies, with some larvae successfully emerging into adults. This included the emergence of some adult mountain emeralds, which spent 3 years as larvae under human care at Butterfly Pavilion. The next step is to nurture dragonflies in human care through their entire breeding cycle, informing the future of invertebrate husbandry and efforts to reintroduce native species into the wild.

#### Firefly Breeding

Breeding fireflies under human care in the US has only been intermittently accomplished in academic settings. In 2020, Butterfly Pavilion continued our project to study, breed and raise these animals under human care to develop industry best practices, determine their potential for display in outdoor zoo exhibits and gain insight to inform future efforts to reintroduce native firefly species into the wild.

#### **(3)** Tarantula Breeding

Several species of tarantula are threatened due primarily to habitat destruction and exploitation for the pet trade. In response, Butterfly Pavilion has been conducting research and creating protocols for their breeding under human care since 2010. In 2020, Butterfly Pavilion continued gleaning insight from research to optimize enclosures for Chilean rose hair tarantulas. This work is part of Butterfly Pavilion's ongoing leadership of the AZA SWARM (Safety Web for Arthropod Reproductive Management) for the Chilean rose hair, the species of our Rosie. Additionally, Butterfly Pavilion contributed to the care of several individuals in the Gooty Sapphire Ornamental tarantula Species Survival Plan.

#### Florida Reef Tract Project

In 2020 Butterfly Pavilion joined several AZA facilities in the ambitious Florida Reef Tract Project. This project seeks to protect imperiled representatives of several coral species under human care until such time as we can stop or mitigate the ongoing loss of corals in Florida's reef tract due to Stony Coral Tissue Loss Disease. The cause of this deadly disease remains poorly understood, but research is underway in the hopes we can eventually reintroduce these corals back into the wild.

#### **G** Urban Prairies Project

Butterfly Pavilion's ongoing citizen science project partners with local open space departments — including Boulder County, Brighton, Broomfield, Lafayette and Westminster — to leverage the power of volunteers to restore suburban and urban open space on Colorado's Front Range. The COVID-19 pandemic presented challenges for this project in 2020. Our in-person trainings and group restoration projects were cancelled to keep our volunteers and community safe. However, we shifted volunteer trainings online and were still able to conduct biodiversity monitoring on restoration sites. 2020 was a year to adapt, re-assess and plan for collaborative projects in 2021.

#### (1) Oil & Gas Habitat Restoration

In 2020, Butterfly Pavilion began work on restoring sites used for oil and gas development along the Front Range of Colorado. Our first client was Great Western Oil & Gas and we began our work by conducting a site assessment to determine the current flora and invertebrate fauna on sites slated for restoration. Future work will focus on restoring the vegetation of the sites to provide habitat for native pollinators, and we will continue to monitor the sites to see the impact of our restoration work.

#### CSU Spur Campus at National Western Complex BioBlitz

Butterfly Pavilion works with Colorado State University (CSU) to conduct an annual BioBlitz (rapid biological assessment) of their Spur Campus at the National Western Complex in Denver. This site is undergoing massive renovation and will include a satellite CSU campus with a pollinator district. CSU is interested in monitoring the impact of these changes on the flora and fauna of the area, including invertebrates and especially pollinators. In 2020, Butterfly Pavilion conducted its second BioBlitz of the terrestrial and aquatic invertebrates in the area.

#### • AZA SAFE North American Monarchs Program

Through the AZA Saving Animals From Extinction (SAFE) conservation program, we intend to amplify our commitments to the North American monarch butterfly by facilitating increased conservation efforts across zoos, aquariums and their professional networks and communities. By coordinating activities to reduce threats to monarchs, this strategic program will have the potential to positively impact monarch conservation while creating more habitat in urban, suburban and rural regions, along with opportunities to increase this species' population. Zoos and aquariums and their partners — including conservation and monarch-specific nongovernmental organizations, museums, scientists, botanical gardens, nurseries and more — collaborating in this SAFE program will drive change and have real impact. This collaboration will unite the work of each organization into the SAFE Monarchs Network. Butterfly Pavilion worked in 2020 as a part of the steering committee for the AZA SAFE North American Monarchs Program, making decisions for monarch conservation supported by AZA.

#### **K** SAUDI ARABIA

#### **Park Creation and Management**

#### Kingdom of Saudi Arabia

In early 2018, the Kingdom of Saudi Arabia began a rapid expansion and coverage of public and private protected natural areas. Butterfly Pavilion was asked to assist in the massive effort to both remove causes of species decline and create new infrastructure for their future restoration and survival. In 2020, Butterfly Pavilion helped draft a successful proposal for management and restoration of Shaybah Nature Reserve by the corporation ARAMCO.

#### INDONESIA

#### **Butterfly Farming**

Sumatra, Indonesia

Demand for butterflies is increasing across the globe, while the world is increasingly losing tropical habitat. In light of these challenges, Butterfly Pavilion and the conservation organization Wildlife Protection Solutions are working to build a butterfly farm in Sumatra, Indonesia, that will provide employment and income opportunity for the local community and respond to the market demand for butterflies while ensuring ecosystem health. In 2020, we purchased the land for this new venture, began constructing our facilities, and applied for permits to conduct the work.

#### **M** MONGOLIA

#### **Parnassius Butterfly Conservation**

The Parnassius butterfly in Mongolia has been historically understudied. To address this challenge, Butterfly Pavilion manages an ongoing research effort to understand the ecology and population dynamics of three threatened species of this butterfly, working closely with the Mongolian Academy of Sciences. In 2020, we published our second paper on the Parnassian butterfly habitat and partnered with the University of Colorado-Denver and Digital Global to analyze data critical to the conservation of these species.

## PACE PROGRAM HIGHLIGHT



rom large agricultural crops to local vegetable gardens, pollinators are vital to human production of food sources and the reproduction of native plants. In fact, it's estimated that one out of every three bites of food eaten worldwide is the result of pollinators.

Pollinator populations—from bees to butterflies—are in decline because of habitat destruction, chemical pollution, parasites and pathogens. PACE is Butterfly Pavilion's global initiative to conserve these essential species. PACE projects span invertebrate research, habitat restoration, citizen science, sustainable butterfly and bee farming, educational opportunities and more.



## **20 MILLION BY 2020**

When the PACE initiative was founded, Butterfly Pavilion set a goal to serve 20 million pollinators by 2020. We far surpassed that goal, having served nearly 40 million by the end of 2019 and we continue to expand on these efforts every day.

# 100 ACRES OF URBAN PRAIRIES RESTORATION

Butterfly Pavilion launched pollinator restoration habitat on public land in Colorado through the Urban Prairies Project.

## **20 COLORADO HIVES**

The PACE project maintained honey bee hives across the state of Colorado supporting about 1.5 million bees.



# LOCAL HIVE BY RICE'S HONEY PARTNERSHIP

Since 2018, Butterfly Pavilion and Local Hive by Rice's Honey have maintained a sweet partnership to support and conserve pollinators. Local Hive donates a portion of the proceeds from every bottle to Butterfly Pavilion's PACE initiative, which supports conservation efforts in Colorado and around the world. In 2020, we worked with Local Hive Honey to bottle a limited run of local varietal honey produced by Butterfly Pavilion's very own honey bees!

We're so lucky to have a partner like Local Hive™ who is dedicated to supporting bees, pollination and backyard beekeeping.

Butterfly Pavilion's hives are located around the Denver metro area at sites including Arvada Family Farm, Five Fridges Farm, Four Mile Historic Park, Westminster Marriott, Sprout City Farms at Mountair Park and Quincy Farms.

Local Hive™ is passionate about supporting local honey and local beekeepers, and the partnership with Butterfly Pavilion and the PACE initiative is one really impactful way we're able to give back.

- TONY LANDRETTI

CEO, Local Hive's™

### **EDUCATION**

of meaningful community engagement, powerful science education and invertebrate exploration. We work to provide unique, meaningful and accessible experiences to learners of all ages in Colorado and around the world. Whether we are facilitating curriculumaligned programs in our classrooms, training teens to be the next conservation leaders, providing live animal encounters in exhibits or live-streaming a program to classrooms across the country, Butterfly Pavilion's education efforts give participants one-of-a-kind opportunities to engage directly with science educators and live animals wherever they are. This model inspires more and more individuals every year to appreciate invertebrates and to take action to conserve them.

"Denver Human Services is pleased to partner with the Butterfly Pavilion through the Explorer Pass program to both ensure all children and parents in Denver have opportunities to explore, learn and grow together, and to make sure more families have access to essential needs, like nutritious food. With our partners, we are on our way to creating a healthy community where each person is connected, supported, safe and well."

#### - DON MARES

Executive Director, Denver Human Services

11,805

SCHOOL-AGED LEARNERS served with CURRICULUM-ALIGNED CONTENT

6,420

ONLINE VIEWERS REACHED through **DISTANCE LEARNING**PROGRAMS

\$8,336

AWARDED IN SCHOLARSHIPS, reaching

2,079

UNDERSERVED STUDENTS

1,151

YOUTH SERVED onsite through

183
COMMUNITY PROGRAMS

4,055

MEMBER HOUSEHOLDS connected with year-round invertebrate education and entertainment

39,543

ADULTS & YOUTH SERVED offsite — in person and virtually — through community programs and speaking engagements

1,347 KIDS ENGAGED through

82 H

HANDS-ON DAY CAMPS

#### **Y** COMMUNITY PROGRAMS

In 2020, Butterfly Pavilion's community programs continued to engage and inspire learners of all ages. Programs including Kids Night Out, Rainforest Yoga, camps and Family Nature Club gave participants opportunities to connect with invertebrates and nature in unique ways that resonated with their interests and hobbies. In February 2020, Butterfly Pavilion's sold out Monarch Eco Trip took participants to Mexico's central highlands to experience the wonder of overwintering monarchs.

#### **SPARKING STEM**

In partnership with Denver Botanic Gardens, Bird Conservancy of the Rockies, Children's Museum of Denver and the Colorado Ballet, Butterfly Pavilion participated in the Growing Scientist: Sparking STEM in Early Learners Program, a 16-year collaborative effort supporting life science education for seven low income schools and nearly 2,000 students in Adams 12 Five Star and Denver Public School Districts.

#### **★** GOCO NATURE CLUB

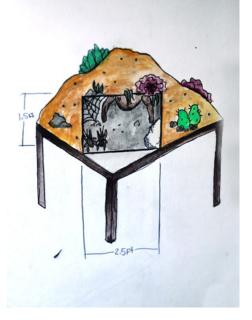
In partnership with Great Outdoors Colorado (GOCO), Growing Home and the City of Westminster, Butterfly Pavilion was awarded a grant to support after-school nature clubs for underserved youth in southern Westminster. The program connects students to nature by providing educational resources and outdoor experiences that engage participants in the natural world.

#### **Y** VIRTUAL LEARNING

To meet the extraordinary demands of the education community during COVID-19 closures, Butterfly Pavilion expanded our virtual offerings to include daily, weekly and other special classes to anyone with a computer and high speed internet. These programs were extremely popular with families during our initial closure and were taken up by classroom teachers once school resumed.







### **VOLUNTEER IMPACT**

#### NOW MORE THAN EVER VOLUNTEERS ARE AN ESSENTIAL **ELEMENT OF THE BUTTERFLY PAVILION TEAM.**

e are extremely thankful for all of our resilient volunteers who supported Butterfly Pavilion both in person and remotely in 2020, including core volunteers, interns, teen volunteers and citizen scientists! Despite the extended closure and other challenges, 301 volunteers were able to donate 17,049 hours of service in 2020 to support Butterfly Pavilion.

17,049

HOURS SERVED BY 301 VOLUNTEERS

7,354

HOURS SERVED BY 159 ADULT VOLUNTEERS

7,977

**HOURS SERVED BY 51** INTERNS

1,081

**HOURS SERVED BY 24** TEEN VOLUNTEERS

HOURS SERVED BY **67** CITIZEN SCIENCE VOLUNTEERS

#### 6000+ Hours

Chady, Steve

#### 4.000+ Hours

Gagnon, Gary Tennant. Pat

#### 3.000+ Hours

Jarboe. Rich Kreutzer. Lora Sherman, David

#### 2,000+ Hours

Fennelly, Cathy Hokenson, Virginia Sipes, Mike Williamson, Terri Zufall, Sherri

#### 1.000+ Hours

Breland, Laura Dills-Eve. Janet Esparza, Eli Harrison, Lori Lehocky, Rita Marra, Vickie McFarland, Jonnene McGraw. Norma Nadel, Fred Patrick, Cheryl Shofner, John Shorma, Jared Watson, Fran Wisniewski, Kelly

#### 500+ Hours

Anderson, Barry Barber, Catie Barcelon, Daniel Benson, Courtney Biggs, Kiernin

Brussell, Barbara Cellars, Virginia Citizen Science, UPP Culbertson, Spencer Gonzales, Gregory Graham, Ruth Hellmuth. Lauren Hokenson, Byron Hollister, Roger Krugmire, Bob Liuzzi. Anita Martinez, Lorraine Montoya-Garcia, Arianna Peck, Steven Pirkl, Rita Rubinstein, Sherry Shaver, Beverly Sweeney, Marty Swenarton Kalousek. Dale UPP Citizen Science Volunteers Wilmouth. Evan Wilson, Juan

#### 100+ Hours

Aldhaheri, Khaled Alger, Blythe Allen, Ryan Bertelson, Emily Bevis, Renee Birosak, Jacob Brown, Chelsea Charbonnet. Adriana Che. Vivian Cheadle, Elizabeth Clay, Joy Cohen. Daniel Cordova. Briana Decker, Becca Dockerty, Caroline

Eisenbeis, Ellen Finkiewicz, Jessica Finocchiaro, Christina Frisk, Charly Fritz. Valerie Garcia, Armando Garcia. Christina Garcia, Gabriela Gardner, Ryan George, Andrew Gilmore, Kyle Gonzales, Abbygail Graff, Chris Gregorius, Lily Greidanus, Christopher Guarriello, Kristina Guthrie, Sara Hanna, Burgundy Hinshaw, Julia Hoke, Ashlev Honeyman, Helen Houdesheldt. Lauren Hvman. Deb Jenkins. Teresa Jones, Romin Kershman, Sabrina Kliner, Brayden Koehl. Katie Krivit. Marielle Kumaraperu, Nishan Lesher, Lorrie Leyva Juarez, Georgina Lindsay, Jessica Longaker, Molly Lunghamer, Breann Manning, Isabella McDonnell, Kaitlin Meaney, Paul Miller. Alexandra Morales. Karina Newbins, Isiah

Novachek. Meili Omoto, Ariel Porter, Chris Puerta. Jeanne Randall, Noah Rattenbury, Eiko Rockson, Bylinda Russell. Kandace Scarborough, Blake Schmitt, Chris Sprong, Cassie Stottlemyer, Rydell Swiatek, Jeremy Swift, Monte Swindle, Michelle Tajchman, Peyton Taylor, Daniel Thomas, Jaime-Lynn Torres, Karina Tuan, Elizabeth Wallace, Kylee Wellhoff, Marie Wildrick. Oksanna Witonsky. Alexandra Wooten, Brynn Ziemke, Toby

#### 0 - 99 Hours

Ackerman, Alli Ahrens, Isabella Alexander, Rhea Arizmendi, Camelia Bailey, Ash Bailey, Kristin Beck, Lily Blake, Kara Bohn, Katy Brinkmeier, Audie

Carlson, Amanda Carnell, Paige Carr, Rebecca Cervantes, Debby Chaudhry, Amina Clarke, Gary Crow. Isabella Cuevas, Melissa Cuevas, Tim Culbert, Kristin Cummings, Andrew Dear, Bennett Delgado, Seydeanna Douvalakis, JP Duarte, Tananya Edgar, Allie Everard, Gail Fleet, Jaedon Floyd, Anna Ford Hokamp, Katherine Fox. Samantha Friend, Becky Fulton. Elizabeth Funk. William Gallagher, Kevin Gilliam, Sierra Grevelding, Makenzie Harrison, Ellie Hata, Naomi Helgeson, Sami Henson, Natalie Hewett, Megan Hunt, Marie Jackson, Em Jennings, Michelle Kardatzke, Janis

Khan, Muhammad

Lillquist, John

MacDougall, Aubrey MacLaughlin, Madelyn Mans, Nathalia Martin, Lauren McAndrews. Brent McConnell. Donovin McGowan, Meghan Menchaca, Hansel Merlino. Tim Metz. Marissa Miranda. Cruz Nelson, Catherine Novak, Alexa Peterson, Jolynda Phillips, Donna Poppick, Kaya Porta, Olivia Purifoy, Lindsay Sandino-Murphy, Valerie Sandvold, Tamera Sauter. Rachel Schaff, Tessa Schaller. Hannah Sierra. Ysabel Spears. Jennifer Stanton. Madeleine Stockwell. Alexandria Sukiennicki, Anya Suttle, Katie Tappert, Abigail Tate, John Vidales, Frank Vignali, Krystal Wagner, Tim Weatherford, Alex Wenger, Cassie

Wolfe. Devon

#### SERVICE ENTERPRISE

In 2018, Butterfly Pavilion achieved certification as a Service Enterprise by Points of Light, the world's largest organization dedicated to volunteer service. The accompanying training provided Butterfly Pavilion with tools to strategically leverage volunteers, helping the organization become more adaptable, sustainable and scalable.



### 2020 FINANCIALS

#### LIKE SO MANY BUSINESSES ACROSS THE COUNTRY, 2020 WAS A YEAR LIKE NO OTHER FOR BUTTERFLY PAVILION.

verall revenue decreased by over 30% from 2019 with attendance revenue decreasing by over 50% from the previous year. Without the generous support of our community, donors and members, government assistance, and our partnership with SCFD, Butterfly Pavilion may not have survived this unprecedented year. As a result of the pandemic, Butterfly Pavilion changed in many ways and made decisions to ensure we are financially stable going forward.

Changes included expanding our distance learning program to serve more students and families, changing our staffing model to increase efficiency and working with our many volunteers to provide more support for staff and ensure an excellent experience for every guest. This work helped Butterfly Pavilion start 2021 on solid financial footing and eager to continue serving our community.



ASSETS	
Current Assets	\$968,846
Property and Equipment	3,559,970
Total Assets	4,528,816
LIABILITIES	
Current Liabilities	383,680
Long Term Liabilities	
Total Liabilities	
NET ASSETS	
Without Donor Restriction	2,680,641
With Donor Restriction	644,495
Total Net Assets	\$3,325,136

#### **REVENUE**

Total Supporting Services	1,337,194
Fundraising	426,280
Membership Development	96,716
Marketing	305,380
Management and General	508,818
Total Program Services	
Education	457,011
Guest Experience	1,048,909
Invertebrate Zoo and Research	\$1,262,899
EXPENSES	
Revenue	
Other	222,217
Special Events	115,393
PPP Loan Forgiveness	528,825
SCFD	863,550
In Kind	47,759
Contributions	396,427
Gift Shop	280,390
Private Events	61,416

### **EMERGENCE**

2021 is the story of emerging from the COVID-19 pandemic. As we have been able to increase attendance, people have started to return to Butterfly Pavilion. In April we saw more general admission guests than we saw in April 2019.

Through increased attendance, increasing funding from SCFD and government support from the Paycheck Protection Program and Employer Retention Credit programs we see 2021 as a year for Butterfly Pavilion to reemerge as a strong and vibrant part of the community.

In the summer children will return to our licensed day camp and this fall students will return to Butterfly Pavilion as their classrooms and schools transition back to inperson learning.

2021 is also the year we will see our pollinator services begin to grow. We know that the future depends on creating a world where pollinators thrive, and we can support that through our creative partnerships with businesses, individuals and governments.

#### **2021 PROJECTION**

Net Revenue	\$5,500,000
Operating Expenses	4,200,000
Depreciation	308,000
Total Expenses	4,508,000

Net Income......\$992,000

## **DONORS**

WE ARE GRATEFUL TO ALL WHO MADE PHILANTHROPIC GIFTS TO BUTTERFLY PAVILION IN 2020
We welcomed over 150 new donors this year who generously responded to the increased need presented by the COVID-19 pandemic. Donations make our work possible and allows us to maintain stability during our closure. We are so grateful to our donors and for all of the community support we receive!

#### **GIVING CIRCLES**

#### **Kaleidoscope Circle**

Fred and Mary Lynn Bangs
James Brownlie
Taylor and Molly Kirkpatrick
Sue Thompson and Dave Weidner

#### **Butterfly Circle**

Anonymous
Richard and Joan Jarboe
Debbie Lane and Steve Szabo
Cora LaPlante
Kenneth Monfort
Will Murray and Margie Williams
Katie and Scott Schoelzel
Patrick and Terry Tennyson

#### **Conservation Circle**

John Wilmouth and Heather McGoughey Steve and Terry Woods

## **Chrysalis Circle**Anonymous

Garrett and Karen Baum Renee Bevis and Richard Murahata Ellie Caulkins Dianne Centrella Jeff and Kim Finnin Christine and Shane Ivankovich Robert J. and Mary L. Juszynski Rachel and Dan King Rachael and Greg Kras Ben McConahey Cindy Mueller and Rick Kron Patrick Mullins Jamie Overberg Cheryl and Charles Patrick Eric and Tracy Schmidt Chad and Lindsay Schneider Kevin and Sharon Standbridge

Renee and Dennis Stevens

Linda Denmark Strachan Edde Stout and Francisco Figueroa Philip Turner and Tamara Jones Barbara Weston Patricia and Kevin Whiteley

#### **Friends of Rosie Circle**

Anonymous (3)
Erin Brennan
Sean Brennan
Janet, Cory and Ruby Burlile
Mary Ann Colley
Guy Cornelius
Karl Denzer and Helen Young
Dave Espinosa
Janet and Ron Eve
Stuart and Megan Fehr
Sarah Glaser
John and Vicky Graham
Carla Hartman

Marjorie Hoffman Bryce Kelley and Frances Marron Courtney and Shea Loper The Lynch Family Kristin and Andv Macdonald Norma and Don McGraw Randy and Nancy Morgan Charles and Teri Ozaki Wilson Porterfield Anna Powell Jennifer Ray and Lincoln Puffer Karen and Todd Steele William and Judith Wolpert Nancee Yahrling Anonymous (76) Stephanie Abrams Tammy Ackerman Irene Aguilar Randy and Wendy Ahrens

Dan Hillen

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