



taking FLIGHT



ANNUAL
REPORT

2022

A close-up photograph of a spider on its web, set against a deep blue background. The spider is positioned on the left side of the frame, with its body and legs clearly visible. The web is a complex, spiral-like structure made of fine, light-colored threads. The background is a solid, vibrant blue, which makes the white threads of the web and the spider stand out.

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.



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president's letter

2022 was a fantastic year on so many fronts and represented a full return to normal for Butterfly Pavilion. We also experienced some outstanding growth. We've certainly emerged from our chrysalis, and we're now spreading our wings to take Butterfly Pavilion to much greater heights!

First and foremost, the community continues to support Butterfly Pavilion in record breaking numbers. We returned to full operating hours and have broken our annual attendance records, serving nearly 400,000 guests and exceeding \$2M in gate admissions for the first time in our history! We also delivered on our all-important core value of welcoming all, serving over 28,000 guests who qualify for discounted tickets, nearly doubling the number we served in 2021. All of this led to The Denver Business Journal recognizing Butterfly Pavilion as one of the top five tourist attractions in the Denver-metro area!

In 2022, we also debuted our Environmental & Ecological Services (EES) division, which consults

“2022 was a fantastic year on so many fronts and represented a full return to normal for Butterfly Pavilion.”

- Patrick Tennyson, President and CEO, Butterfly Pavilion

with industry, municipalities, and individuals by providing invertebrate surveys and habitat restoration plans as a fee for services. We're establishing ourselves as leaders in pollinator habitat restoration with projects here in Colorado, across the U.S., and even as far away as Turks & Caicos. Our pilot project in Broomfield, Colorado, has already yielded a significant net gain in pollinators since 2019. We expect these projects to continue to grow in 2023 and beyond, supporting our finances while driving our mission forward.

Butterfly Pavilion's Research & Conservation efforts also gained measurable momentum in 2022. Like a snowball rolling downhill, our programs increased in size and scope, as well as velocity and impact. From planting pollinator gardens in active adult centers in Boulder and educating underserved youth in Westminster schools, all the way to studying endangered butterflies in Mongolia, raising endangered butterflies in Sumatra, solving human-elephant conflict with the use of honeybees in Tanzania, or sheltering threatened Florida Reef corals right here at Butterfly Pavilion, we're having the kind of impact that draws people to our cause. As proof, Butterfly Ball Colorado, our annual fund-raising gala, has quickly become one of the premier events in the region, drawing over 500 guests and raising over \$475,000. Even the most influential leaders in Colorado are taking notice of our impact: Governor Jared Polis signed a pollinator protection bill at Butterfly Pavilion last June and First Gentleman Marlon Reis has joined Butterfly Pavilion's Board of Directors as Honorary Board Chair.

Thank you for your continued support and investment in our work here at Butterfly Pavilion. You inspire us to dream big and to deliver conservation education in the most world-class way. This organization is taking flight!



emerge: the new butterfly pavilion

What a year! Butterfly Pavilion (BP) started 2022 with exciting news of a \$1.5 million commitment to the Emerge Capital Campaign from a prominent Denver-area foundation. Building off this early momentum, BP's fundraising and Capital Campaign efforts were full steam ahead and continued to gain momentum through the end of the year.

Raising Awareness and Enhancing Credibility

In 2022, communications efforts helped enhance our credibility, fuel our fundraising efforts, and increase awareness for BP and our global invertebrate conservation footprint. As key stakeholders learned more about the breadth of BP's invertebrate research, education, and conservation portfolio, the more they were inspired to support us.

Speaking Engagements: Engagements with local organizations and their members further demonstrated the value of BP and why the work we do is



31 speaking engagements

including 24 in Colorado, six nationally, and one international presentation

important, beyond being a beloved local Colorado attraction. Highlighting different programs and research through BP leadership presentations strengthened our Capital Campaign case for support.

In 2022, we increased the number of speaking engagements from previous years, including presenting to key business groups such as Chambers of Commerce and Rotary Clubs throughout Denver and surrounding areas. Other groups included the Bureau of Land Management, Mexican Consulate, and the Mexican Culture Center. We also presented nationally and internationally at notable conferences such as the AZA Annual Meeting, the Society for Conservation Biology North America (SCBNA), and the International Association of Butterfly Exhibitors and Suppliers (IABES) in Ecuador.

News coverage: From BP feature stories in The Denver Business Journal, The Denver Post, Broomfield Enterprise, Boulder Daily Camera, and more, to pollinator, community science, beekeeping, tarantula, Healthy Habitat Gardening

1,072 media placements

in local, national, and international press outlets

reached the public through a historic number of media placements in 2022.

Donors and other key stakeholders noticed and paid attention to interesting news coverage, which was often consistently picked up nationally by Yahoo!News, MSN, Associated Press, and other uber media outlets. This increased interest and inspiration to support BP and the Environmental Capital Campaign.

\$3.2 million committed

bringing the total secured to \$24.5 million or 44% of our goal



2022 Highlights

- Received funding from three prominent Colorado Foundations which further demonstrated faith in our efforts, while validating our work with other donors.
- Expanded the Campaign Steering Committee, adding several very passionate community members who are enthusiastic about moving the campaign forward and being BP supporters in the community.
- Launched seven subcommittees of the Campaign Steering Committee to focus on specific parts of the campaign such as government, membership, foundations, and community.
- Held three Emerge campaign events that resulted in new relationships, two of which were hosted by supporters who opened their networks to BP.

animal care

Butterfly Pavilion's (BP) animal collections are essential to telling fascinating and diverse stories of invertebrates and their importance in ecosystems all around the world. As an Association of Zoos and Aquariums (AZA)-accredited institution and USDA-permitted facility, BP is home to over 360 species of invertebrates and houses over 19,000 animals on-site. In 2022, the animal care team supported educational events by featuring unique animals to tell educational stories, including the plight of birdwings due to animal trafficking and the importance and diversity of spiders within our ecosystems. We also launched Butterfly Quest, a guest-driven interactive experience that allows visitors to report animal behavior they are seeing, increasing staff's ability to track animal welfare and longevity.

In 2022, the butterflies purchased for our Wings of the Tropics butterfly conservatory provided over \$75,000 in sustainable revenue to butterfly farms run by locals around the world. This money has helped contribute to the acquisition of over 875 acres of rainforest that will never be developed.

Through the years, BP's participation in AZA animal welfare programs has increased. This involves initiative programs to facilitate collaboration in population management across institutions such as Species Survival Plans (SSPs) and Safety Webs for Arthropod Reproduction and Management (SWARM). Additional programs we are involved in include the AZA Monarch SAFE (Saving Animals From Extinction), two Taxon Advisory Groups, and AZA Florida Reef Tract Rescue Project.



Benefits:

- The public benefits from this project by having access to a diverse collection of invertebrates that they may never get to see in the wild. In addition, the money spent on admission goes back into the community to support conservation efforts.
- The animals at BP benefit from continually adapted husbandry practices to ensure that they are living the longest and best lives possible under our care.
- Other zoos can benefit from this data to ensure that their animals are also living lifespans comparable to what we and other researchers are reporting from longevity studies.
- The scientific community can benefit from the husbandry and breeding work produced by the animal care team.



33,633

BUTTERFLIES IMPORTED FROM
EIGHT COUNTRIES

2,000+

BUTTERFLY OBSERVATIONS
SUBMITTED THROUGH
BUTTERFLY QUEST INCLUDING
THE RECORDING OF THE
LONGEST BUTTERFLY LIFESPAN
OF 10 MONTHS AND 23 DAYS IN
OUR CONSERVATORY

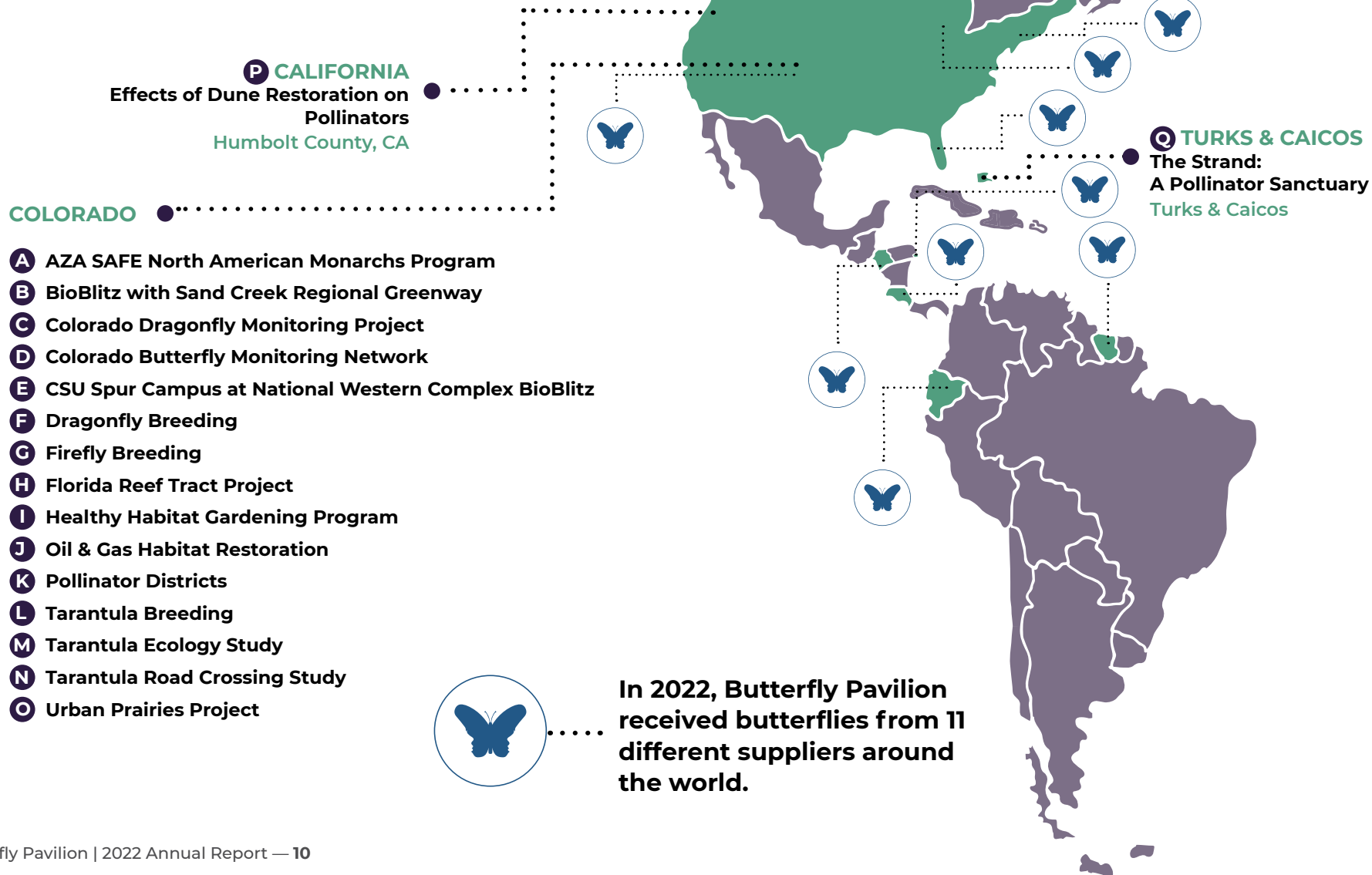
\$75,000+

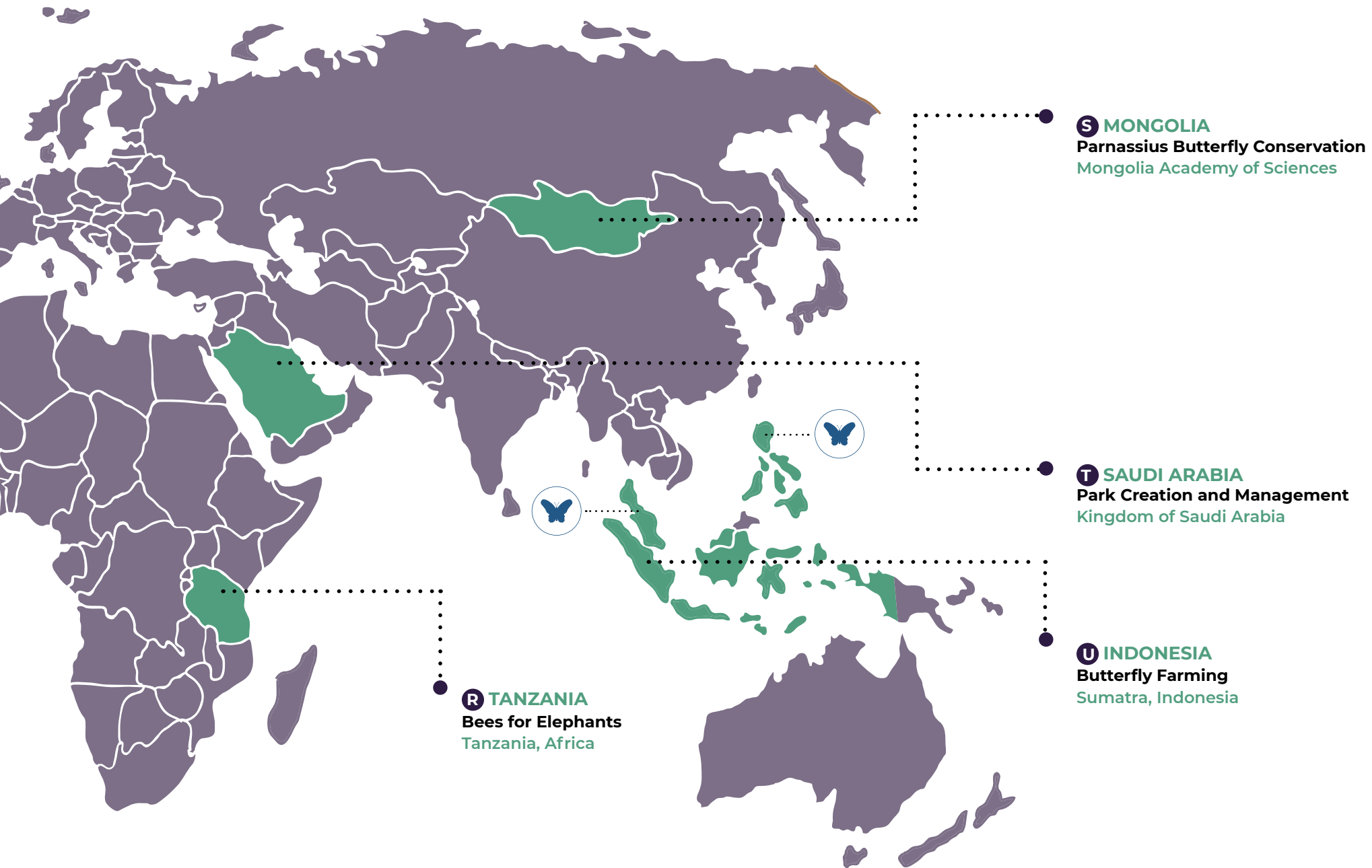
WENT TO PURCHASING
BUTTERFLIES AND SUPPORTING
RAINFOREST CONSERVATION

17

CORALS IN BUTTERFLY
PAVILION CARE. THIRD YEAR
OF HOLDING CORALS

global conservation





colorado butterfly monitoring network

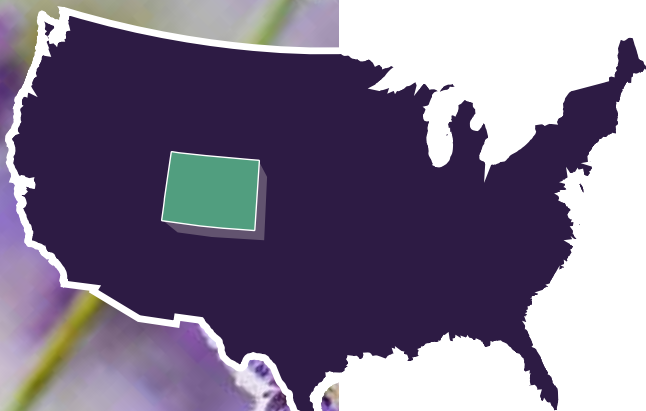
Butterfly Pavilion's (BP) Colorado Butterfly Monitoring Network (CBMN) is a long-term BP community science initiative that supports volunteers in recording and identifying butterflies throughout the state of Colorado. Established in 2013, CBMN has recorded 122,050 individual butterflies and logged 3,751 butterfly surveys, accounting for 4,346 hours of monitoring as of October 31st, 2022.

The 2022 field season marked the tenth consecutive year of data collection for the program. While the total hours spent monitoring in 2022 remained the same as in 2021, the number of routes and surveys increased.

This showcases the dedication and passion in CBMN's existing volunteer base. CBMN not only records and monitors butterflies, but also offers training sessions for volunteers to increase their butterfly knowledge.

Benefits

- CBMN volunteers benefit from butterfly identification training led by BP scientists, as well as the opportunity to greatly impact butterfly monitoring efforts and conservation in Colorado.
- BP benefits from quality data collection through the widespread efforts of our CBMN volunteers, which allows us to have a state-wide reach in butterfly conservation.
- The public and scientific communities benefit from information about butterfly populations in Colorado and the threats they may be facing, which increases outreach about butterfly conservation.
- Colorado's butterflies benefit from increased monitoring of their populations through this project, which adds increased support of conservation efforts.





60

VOLUNTEER MONITORS

551.2

MONITORING HOURS
CONTRIBUTED

585

SURVEYS SUBMITTED

14,239

BUTTERFLIES OBSERVED

74

DIFFERENT ROUTES

The top 35 butterfly species make up 84.1% of all observations and are a mix of identified and unidentified butterflies.

Species	# Observed	Taxonomy	Family
Cabbage White	1990	<i>Pieris rapae</i>	Pieridae
Unidentified Fritillary	1434	<i>Speyeria or Boloria, sp</i>	Nymphalidae
Common Wood-Nymph	1300	<i>Cercyonis pegala</i>	Nymphalidae
Unidentified White	943	<i>Pierinae, sp</i>	Pieridae
Unidentified Blue	649	<i>Polyommata, sp</i>	Lycaenidae
Unidentified Butterfly	575	<i>Unknown</i>	Unknown
Common Ringlet	476	<i>Ceononympha tullia</i>	Nymphalidae
Unidentified Greater Fritillary	402	<i>Speyeria, sp</i>	Nymphalidae
Northern Crescent	231	<i>Phyciodes cocyta</i>	Nymphalidae
Woodland Skipper	229	<i>Ochlodes sylvanoides</i>	Hesperiidae
Hoary Comma	212	<i>Polygonia gracilis</i>	Nymphalidae
Edwards' Fritillary	210	<i>Speyeria edwardsii</i>	Nymphalidae
Northwestern Fritillary	208	<i>Speyeria hesperis</i>	Nymphalidae
Field Crescent	205	<i>Phyciodes pulchella</i>	Nymphalidae
Western Tiger Swallowtail	202	<i>Papilio rutulus</i>	Papilionidae
Unidentified Skipper	200	<i>Hesperiidae, sp</i>	Hesperiidae
Aphrodite Fritillary	195	<i>Speyeria aphrodite</i>	Nymphalidae
Boisduval's Blue	174	<i>Plebejus icarioides</i>	Lycaenidae
Clouded Sulphur	168	<i>Colias philodice</i>	Pieridae
Small Wood-Nymph	159	<i>Cercyonis oetus</i>	Nymphalidae
Rocky Mountain Parnassian	157	<i>Parnassius smintheus</i>	Papilionidae
Unidentified Wood-Nymph	155	<i>Cercyonis, sp</i>	Nymphalidae
Checkered White	153	<i>Pontia protodice</i>	Pieridae
Unidentified Sulphur	143	<i>Coliadinae, sp</i>	Pieridae
Juba Skipper	127	<i>Hesperia juba</i>	Hesperiidae
Taxiles Skipper	120	<i>Poanes taxiles</i>	Hesperiidae
Weidemeyer's Admiral	120	<i>Limenitis weidemeyerii</i>	Nymphalidae
Unidentified Grass Skipper	115	<i>Hesperiinae, sp</i>	Hesperiidae
Western Tailed-Blue	115	<i>Cupido amyntula</i>	Lycaenidae
Monarch	114	<i>Danaus plexippus</i>	Nymphalidae
Mourning Cloak	108	<i>Nymphalis antiopa</i>	Nymphalidae
Unidentified Swallowtail	104	<i>Papilioninae, sp</i>	Papilionidae
Melissa Blue	97	<i>Plebejus melissa</i>	Lycaenidae
Gorgone Checkerspot	95	<i>Chlosyne gorgone</i>	Nymphalidae
Common Sootywing	92	<i>Pholisora catullus</i>	Hesperiidae

dragonfly rearing and reintroduction



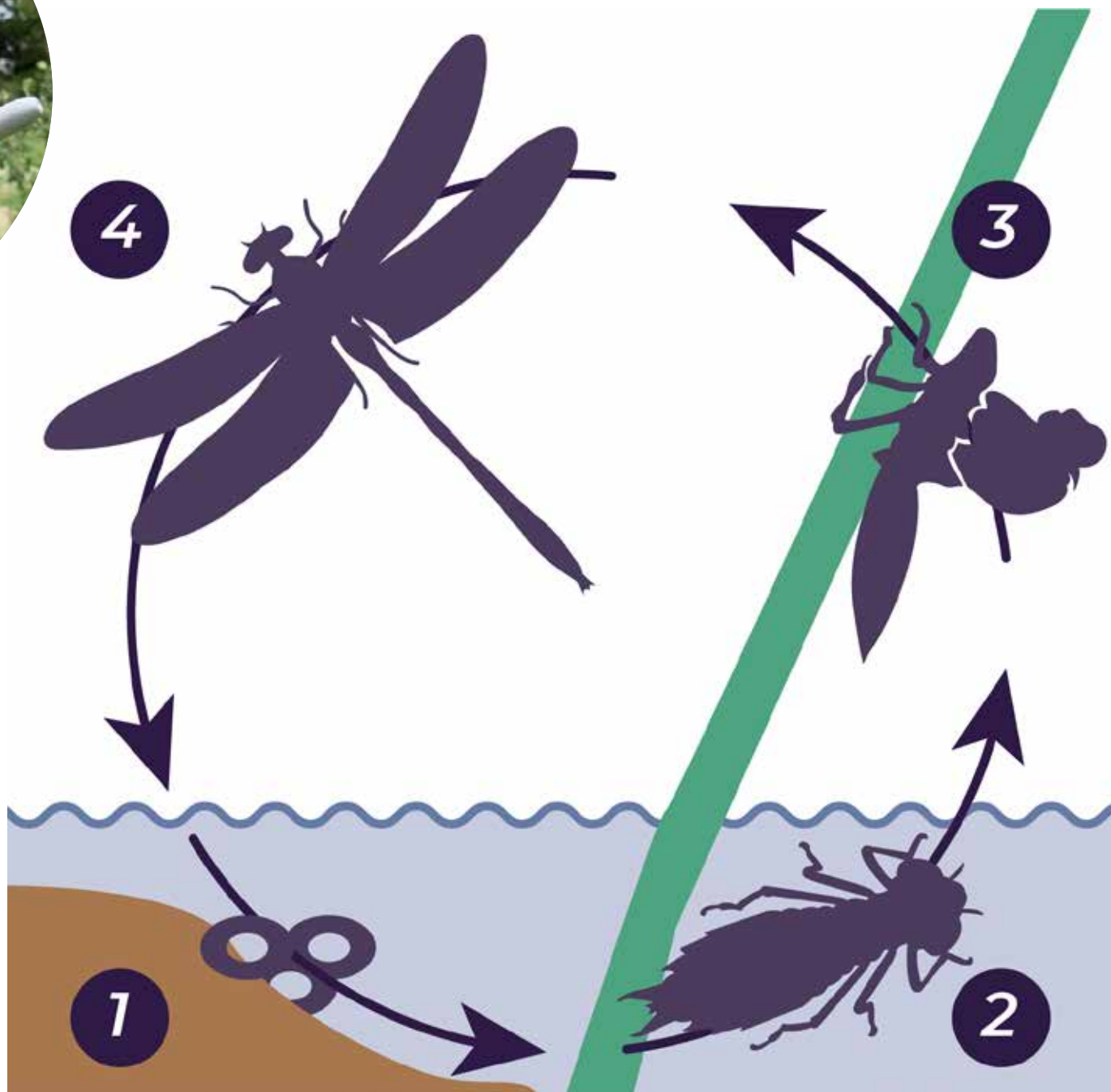
At Butterfly Pavilion (BP), we are studying the best husbandry practices for rearing dragonfly larvae in captivity to support the conservation of Colorado's native dragonflies. We aim to successfully rear dragonflies from eggs to mating adults to complete the dragonfly life-cycle in captivity; this will allow us to publish and share best husbandry methods to inform future habitat management and conservation efforts.

In addition, we are also studying the population sizes of wild adult Hudsonian emeralds (*Somatochlora hudsonica*), American emeralds (*Cordulia shurtleffii*), and mountain emeralds (*Somatochlora semicircularis*). These species take three years to mature, so it could take several years to see the impact of this project and how it benefits our native populations. Every year, BP staff, interns, and volunteers study and collect eggs from these three species at Caribou Ranch Open Space in Nederland, CO from July to August. Our team is currently rearing mountain emerald eggs collected in 2022.

Benefits

- The Hudsonian emerald, American emerald, and mountain emerald benefit from this research which leads to improved conservation and management efforts.
- The scientific and zoo communities benefit from this research through increased knowledge of the developmental needs of aquatic invertebrates and life-cycles of dragonflies.
- The people of Colorado benefit from this research through increased knowledge of our state's native species and public support for wetland conservation.





165

DRAGONFLY
EGGS COLLECTED

38.46%

EARLY STAGE SURVIVORSHIP
UP FROM 2.68% IN 2021

19

DRAGONFLIES CAPTURED IN
JULY AND AUGUST.
FIFTEEN *S. SEMICIRCULARIS*
AND FOUR *S. HUDSONICA*

72°f

TEMPERATURE EGGS
KEPT DURING SUMMER
PERIOD BEFORE
HATCHING IN THE FALL

firefly life-cycle project

50

ADULT FIREFLIES
CAPTURED FOR BREEDING

75

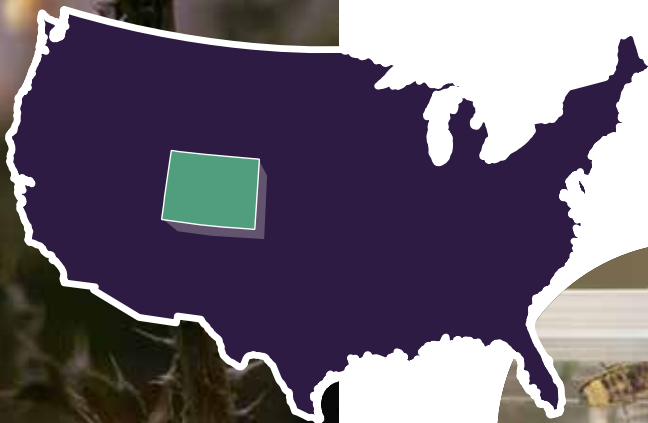
LARVAE HATCHED FROM
CAPTURED ADULTS

In 2017, Butterfly Pavilion (BP) began research on the possibility of rearing fireflies within our facility. Dr. Larry Buschman donated *Photuris* fireflies, which provided BP an opportunity to develop husbandry practices for these beetles. By 2019, it was clear that to continue the project, collecting new firefly adults was required. In 2019, 2021, and 2022, BP researchers conducted an annual one-night collection of flashing firefly adults. The offspring of these adults are now reared by BP staff and interns. Studying the life-cycles of these fireflies allows us to determine the best methods to rear them in captivity and creates future possibilities of releasing adults to support wild populations, as needed.

This project could lead to publications about best husbandry practices for rearing fireflies in captivity. It will greatly add to our knowledge of the developmental needs of fireflies and increase public awareness about the presence of fireflies in Colorado, thereby supporting future habitat management and conservation efforts.

Benefits

- Colorado's fireflies benefit from increased research into their ecological needs, which will help future management actions and conservation work preserve firefly habitats and protect populations.
- Scientific and zoo communities benefit from new knowledge of fireflies' natural ecology and how to rear them in captivity, which will in turn promote future research on these understudied animals.
- The people of Colorado benefit from learning about our unique native species and gaining opportunities to experience fireflies in person.





bioblitzes

Butterfly Pavilion (BP) invertebrate BioBlitzes, supported by volunteers and students working with our experts, help us collect important biological data through intensive field work. This is followed by months of specimen preservation and identification, which allows us to monitor populations and keep an inventory of our native invertebrates.

Since 2019, BP has participated in Colorado State University's (CSU) SPUR BioBlitz to survey sites along the South Platte River where we collect aquatic and terrestrial invertebrates. We have collected many species of ground beetles, native bees, and even crayfish! This project tracks how invertebrate populations change as these sites are restored by CSU through trash cleanups and invasive species removal.

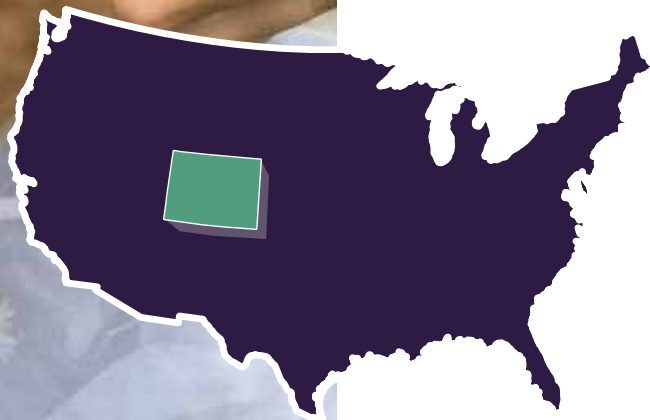
In 2022, we partnered with organizations such as Latino Outdoors, Bird Conservancy of the Rockies, and the Sand Creek Greenway Regional Partnership to involve communities in BioBlitz events around Colorado.

We also train volunteers to perform self-led BioBlitzes in the cities of Aurora, Lafayette, Westminster, Broomfield, and Brighton.



Benefits

- Local communities and volunteers benefit from BioBlitzes by having opportunities to learn more about Colorado's invertebrates and act as community scientists.
- Our partners benefit from working with BP scientists to engage their members and visitors in unique community events.
- BP benefits from BioBlitzes through opportunities to interact with the public, while educating, gathering data, and promoting invertebrate conservation.



610

INVERTEBRATES IDENTIFIED
IN FALL CSU SPUR BIOBLITZ

5

COMMUNITY INVERTEBRATE
BIOBLITZES LED

4th

CONSECUTIVE YEAR OF
LEADING INVERTEBRATE
SECTION OF CSU SPUR BIOBLITZ

tarantula research

tarantula ecology

In 2021, under the supervision of Butterfly Pavilion's (BP) Vice President of Science and Conservation, a PhD candidate at Colorado State University named Jackie Billotte began studying tarantula ecology in southeastern Colorado on the Southern Plains Land Trust. In 2022, with the help of BP researchers, Jackie continued to survey tarantula burrows and the surrounding soil, vegetation, tarantula hawk wasp presence, and cattle grazing pressure to study why tarantulas live where they live.

This research will increase scientific knowledge of our native tarantulas' unique qualities and their important roles in the ecosystem. Through this project, we aim for the public to gain an appreciation for Texas Brown Tarantulas and to support their protection in southern Colorado.

300

BURROWS SURVEYED,
TOOK SOIL AND VEGETATION
DATA AT 120 CONTROL SITES

7

PLASTER BURROW
MOLDS CREATED

2 ft

AVERAGE LENGTH OF A TEXAS
BROWN TARANTULA'S BURROW

35

TEMPERATURE GAUGES PLACED
IN BURROWS TO RECORD
HOURLY TEMPERATURE DATA





tarantula road crossing study

In 2022, BP also began a project with the Colorado Department of Transportation to find solutions to improve tarantula survival by studying tarantula road mortalities along major highways south of La Junta, CO during the annual “mate-gration” in which males travel across these highways in search of mates.

This research will increase scientific knowledge of our native tarantulas’ unique qualities and their important roles in the ecosystem. Through this project, we aim for the public to gain an appreciation for Texas Brown Tarantulas and to support their protection in southern Colorado.



Benefits

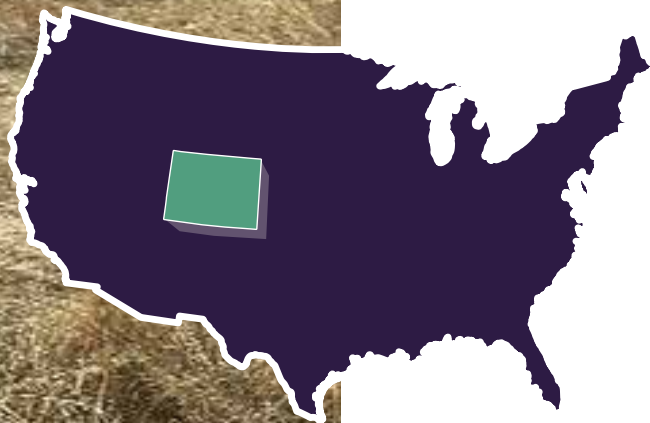
- Texas Brown Tarantulas (*Aphonopelma hentzi*) benefit from increased research, knowledge, and acceptance of their important roles in our ecosystem. As people understand these spiders more and what makes them unique, support for conservation of their habitat and populations increases.
- Local people in surrounding towns such as Las Animas and La Junta benefit from increased tarantula awareness opportunities, and economically from increased ecotourism for the annual tarantula “mate-gration.”
- Scientific, hobbyist, and zoo communities will benefit from new discoveries on the ecology of *Aphonopelma* species. The publication of this research will add a wealth of knowledge to what the scientific community knows about tarantulas. This research is discovering secrets of tarantulas and the species they interact with that have never been studied before in academia, such as what a Texas Brown Tarantula’s burrow looks like underground, how these invertebrates are able to survive harsh Colorado winters, how cattle grazing affects tarantula presence, and even how the presence of flowering plants might draw in tarantula hawk wasps (a parasite for tarantulas).

urban prairies project

In 2013, Butterfly Pavilion (BP) launched an awareness-raising grassroots campaign called “Regrow the Grasslands,” combining restoration, research, education, and strategic partnerships. With this campaign, BP built appreciation for and energized the community about grassland habitats, which are central to Colorado’s environmental welfare! In 2015, BP and our neighbors, the City of Westminster and the City and County of Broomfield, began discussing how a collaboration between nonprofit and city government might result in more community engagement and greater success in open space restoration – from this, the Urban Prairies Project (UPP) was born.

UPP contributes efforts in improving both the ecological and social health of Colorado’s extensive park and open space systems.

In order to make the most of limited resources, the UPP established a Restoration Master Volunteer program in 2016. This program recruits and trains a cadre of long-term, committed volunteers who collect data about plants and wildlife at partner sites, assist with leading restoration workdays, and educate the public about their local open spaces. Each year, project leaders select sites and then work with volunteers to evaluate restoration progress, using the results to improve and expand restoration efforts throughout.





BP was awarded the Blue Grama Award for Outstanding Achievement in Community Partnership and Collaboration through the Colorado Open Space Alliance.

Benefits

- Pollinators, other invertebrates, and larger wildlife benefit from our projects involving re-vegetation with native plant species, removal of invasive plant species, and monitoring these populations to inform management decisions.
- Municipal partners benefit from open space data produced by our monitoring projects, the extra people-power of our volunteers for hands-on restoration projects, and from the expertise provided by our staff regarding restoration decisions.
- Surrounding communities benefit from experiencing the improved health of their natural spaces.
- Volunteers involved in the program benefit by expanding their education, developing relationships with other volunteers and partners, and positive experiences in the outdoors.

3,000

ACRES OF COLORADO
OPEN SPACE AT 11 SITES

100

HOURS OF FIELD WORK
CONTRIBUTED BY 17
MASTER VOLUNTEERS

5

NEW PARTNER
COMMUNITIES:
AURORA, BRIGHTON,
BROOMFIELD, LAFAYETTE
AND WESTMINSTER

43

NEW RESTORATION MASTER
VOLUNTEERS TRAINED,
TOTALING 110 SINCE 2016

5

BIOBLITZES, FIVE
RE-VEGETATION PROJECTS,
ONE INVASIVE SPECIES
MITIGATION PROJECT
ACROSS FOUR
MONITORING PROGRAMS



oil and gas habitat restoration

Butterfly Pavilion (BP) is leading the way in restoring Colorado's native habitat through partnerships with oil and gas companies. By providing habitat restoration expertise to industry partners, BP is making positive impacts in habitat conservation, supporting pollinators, and showing how cooperative conservation benefits all.

BP is working with PDC Energy to lead habitat restoration efforts in Colorado, particularly for pollinator conservation. To ensure a positive impact is being made through restoration work done on oil and gas sites, our experts survey invertebrate populations and vegetation communities present before, during, and after restoration. In 2022, we surveyed four PDC Energy sites at various stages of development to continue monitoring the restoration progress.

Benefits

- Oil and gas companies benefit from guidance given by BP's horticulture experts in restoring used well sites to beautiful native habitat.
- Native plant communities benefit from restoration plans that focus on their natural adaptations to Colorado's climate, which also improves soil and water conditions.
- Pollinators benefit from improved and increased native habitat that meets their food, shelter, and nesting habitat needs much more efficiently than non-native vegetation communities.
- Local communities benefit from improved aesthetics and ecosystem functions. Benefits from increased pollinator and native plant communities reach far outside the restoration sites.



17,390

**SPECIMENS COLLECTED
AND IDENTIFIED,
COMPARED TO 2,047
IN 2021**

3,071

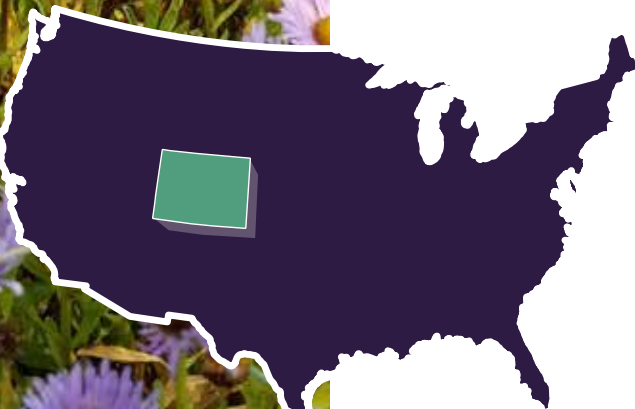
**POLLINATORS
COLLECTED AND
IDENTIFIED, COMPARED
TO 669 IN 2021**

2

**NEW SITES
ADDED IN 2022**

3rd

**CONSECUTIVE YEAR
OF SURVEYING PDC
ENERGY SITES**



BLM coastal dunes

In the early 1900's, developers in coastal California used non-native plants to help stabilize the ever-shifting sand dunes so they could build closer to the ocean. These plants quickly overtook native plants, leading to shifts in invertebrate populations, particularly pollinators, which rely on native plants for food.

This led the Bureau of Land Management (BLM) to restore native plants in the dunes around Eureka, California. As a result, invertebrate populations have increased. To ensure dune restoration has a positive impact, BLM

asked Butterfly Pavilion (BP) to analyze invertebrate diversity in restored versus unrestored dunes.

In 2022, BP wrote a report analyzing the differences in the invertebrate communities on restored versus unrestored dunes. This included data that showed higher numbers of invertebrates, especially pollinators, on the restored dunes from our sampling in 2018 and 2021.



Benefits

- Pollinators and other invertebrates benefit from this research, which confirms that restoring native dune vegetation increases their populations compared to unrestored dunes.
- BLM benefits from BP researchers proving that their restoration work is truly helping the invertebrate community and better informs them on the progress of their habitat restoration.
- Local communities benefit from the results of this study causing increased restoration work, leading to improvement of local habitat diversity and pollinator populations.

9,219

SPECIMENS IDENTIFIED

2,764

SPECIMENS COLLECTED
ON UNRESTORED DUNES
COMPARED TO 6,455
SPECIMENS COLLECTED
ON RESTORED DUNES
IN 2021



sumatra butterfly house

Butterfly Pavilion (BP) and Wildlife Protection Solutions (WPS) started a butterfly farm in Ketambe, Sumatra in Indonesia. Due to increased poaching of threatened and endangered birdwing butterflies in Sumatra, BP felt that it was a perfect location for a butterfly farm to promote butterfly and rain forest conservation. This butterfly farm, built in 2021, supports invertebrates and their habitats, and reduces poaching of butterflies from the wild. In addition, WPS's work in rhinoceros conservation in Sumatra aligns well with our desire to make an impact that extends beyond butterflies to entire ecosystems. Working with WPs, BP will use the net profits from the butterfly farm to support the local community and conservation of the critically endangered Sumatran rhino.

Benefits

- Sumatran butterflies and other wildlife benefit from a reduction in butterfly poaching and an increase in local habitat conservation.
- Sumatran community members benefit from job opportunities and training created to build and manage the butterfly house.
- BP guests will be able to enjoy new species of butterflies in Wings of the Tropics once we begin to import chrysalises from the Sumatra house.
- Native plant growth and restoration supports butterflies and other pollinators in the area.



50%

OF SUMATRA FORESTS
HAVE BEEN CLEARED IN
THE PAST 22 YEARS

2

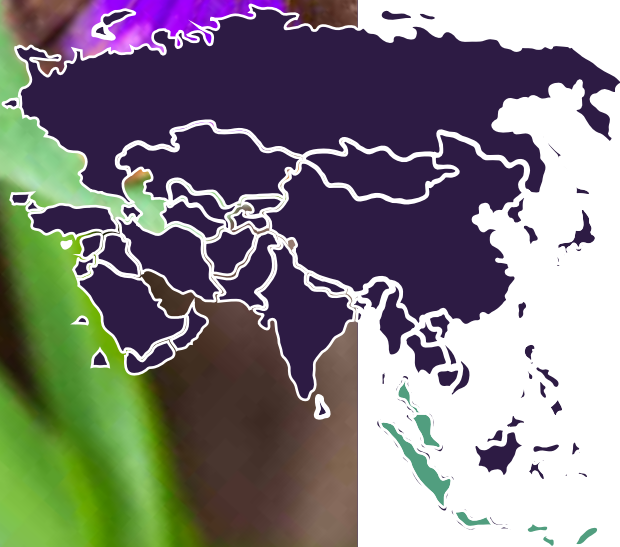
GREENHOUSES BUILT IN
KETAMBEON WITH
THE SUPPORT OF
BUTTERFLY PAVILION

5

BUTTERFLY SPECIES
BEGAN BREEDING
IN 2022

1,085

PLANTS GROWN TO
SUPPORT BUTTERFLIES
IN THE FARM AND
SURROUNDING AREA



mongolian parnassian conservation project

In 2022, Butterfly Pavilion (BP) continued to support monitoring of Mongolia's Parnassian butterflies and training of Mongolian conservationists to develop long term sustainable research, conservation, and management policies for Mongolia. Our work ensures the long term conservation of Mongolia's Parnassius butterflies by training Mongolian conservationists and scientists in state-of-the-art research, conservation, and management techniques. Given their understanding of their nation's resources, culture, and history, Mongolian specialists are the most qualified individuals for developing and implementing these long term policies.

Our goal is to provide them with added improvement and success through our knowledge and expertise.

In 2022, BP continued to elevate our efforts with the Mongolian Academy of Sciences, Mongolian National University, Mongolian Conservation Coalition, Round River Conservation Studies, and other potential partners to explore opportunities for expanding future work to include education, outreach, and conservation.



11

**SITES ENCOMPASSED
OUR WORK ACROSS SIX
PROVINCES ACROSS
NORTHERN MONGOLIA**

2

**PAPERS PUBLISHED,
A THIRD SUBMITTED,
AND A FOURTH
BEING DRAFTED**

Benefits

- Parnassian butterflies benefit from increased population monitoring and conservation efforts.
- Mongolian students, conservationists, and researchers benefit from more training in research, conservation, and management practices and policies.
- Government and scientific communities of Mongolia benefit from increased research into butterfly populations which informs management decisions and improves conservation policies.

turks and caicos: a pollinator oasis

Turks and Caicos is world-renowned for its tourism, but there is also interest from local people, agricultural professionals, businesses, and government officials in diversifying landscape use and economy. Increasing diversity and abundance among native pollinators can support local agriculture as well as the effective reproduction of native plant communities. These native plant communities not only preserve the “sense of place” so valuable to Turks and Caicos’ residents and visitors

alike, but they also provide ecosystem services, buffering against storms and reducing erosion.

John Fair, managing director, developer, and project manager at The Strand Turks and Caicos, an exclusive beachfront residential resort community located on 2,230 feet of pristine shore frontage

17

PLOTS SURVEYED ON THE STRAND OVER TWO DAYS

on Cooper Jack Bay, reached out to Butterfly Pavilion (BP) for expertise in pollinator habitat restoration due to interest in becoming a pollinator sanctuary and a positive example of human development with considerations for native ecosystems. In 2022, BP experts surveyed The Strand during construction to obtain baseline information about the plant and invertebrate diversity on-site and to make recommendations for habitat improvements. While there, we also held public outreach presentations to educate local youth groups about local pollinators. Increasing pollinator populations in sanctuaries in Turks and Caicos will not only provide beautiful wildlife viewing of pollinator species such as hummingbirds, butterflies, and native bees for residents, but will also lead to increased pollination of native flowering plants and an overall healthier and more diverse ecosystem for plant and wildlife species.

9

INVERTEBRATE ORDERS OBSERVED ON THE STRAND



“Butterfly Pavilion is already making a positive impact on invertebrate conservation in Colorado and around the globe, and we’re excited to collaborate with the organization to further their reach to Turks and Caicos.”

- Patrick Tennyson, President and CEO, Butterfly Pavilion

Benefits

- The Strand benefits from this research by working with BP experts to ensure that as the site is developed, the landscape provides for the needs of native pollinators.
- The Strand residents will benefit from increased invertebrate (especially pollinator) presence on-site and beautiful landscapes of native vegetation.
- Local communities will benefit from increased habitat restoration and pollinator presence and from the pollinator educational outreach performed by BP experts.

254

**TOTAL INSECT AND
ARACHNIDS OBSERVED,
REPRESENTING 28 FAMILIES**

33

**PLANT SPECIES
IDENTIFIED IN 20 FAMILIES**



bees for elephants

In Tanzania, conflicts between elephants and people arise when elephants pass through rural communities, eating and trampling crops and sometimes causing harm or death to local people. The competition for resources causes communities to negatively view elephants as “destroyers” and “murderers” and it also causes economic hardship and social stress.

In 2022, in conjunction with the Tanzania Elephant Foundation and the Katie Adamson Conservation Fund, Butterfly Pavilion (BP) continued to build momentum for the Bees for Elephants Project to help mitigate human-elephant conflict, while increasing pollinator populations to enhance the ecosystem. This project uses beehive fencing as an elephant deterrent method for communities in rural Africa. The beehive fences work by utilizing elephants’ natural fear of African honey bees which defensively protect their colonies. When elephants try to pass through a beehive fence to access crops, they touch a connecting wire, swinging the hanging hives and alerting guard bees which defend their hives with painful stings. Elephants quickly learn to avoid the hives and change their routes to stay away from the protected crops.

BP supports the training of communities in installing the beehive fences, beekeeping, fence management, and honey sales. 50 years ago, Tanzania was home to up to 300,000 elephants. Due mainly to poaching, only approximately 50,000 to 60,000 elephants remain in Tanzania today. The Bees for Elephants Project is helping to protect these populations and increase support for elephant conservation through promoting human-elephant coexistence.



DONATED BY:
BUTTERFLY
PAVILION

*Three communities and
approximately 76 beehive
fence managers reached
through trainings*



Benefits

- Beehive fence management groups in Kisiwani, Kisaki, and Kisemo gain added security, new knowledge of and sense of pride in beekeeping and fence building, additional income from profitable honey sales, and increased trust in the project. The groups also see a reduction in elephant crop raiding, meaning more food and crop sales for members and their communities as a whole. The program also increases knowledge of native honey bees, honey processing, and marketing products for local sale through BP trainings.
- Communities and farmers experience increased safety, reduced elephant crop raiding and physical human-elephant altercations, and greater acceptance of the fences and elephants. The hives also increase pollinator populations to enhance local crop pollination.
- Community members see an increase in local income through human-wildlife coexistence tourism featuring visits to the beehive fences.
- Elephants have altered their movement patterns to avoid beehive fences, therefore reducing conflicts and harm, while communities are less fearful of them and have more positive attitudes toward elephant conservation.
- BP learners and zoo guests gain new knowledge of innovative conservation approaches and are proud to support our global efforts.

70%

REDUCTION IN CROP
DAMAGE SINCE THE
PROJECT BEGAN IN 2020
*According to TEF's preliminary
data analysis*

167

BEEHIVES ADDED
TO NEW OR EXISTING
FENCES IN 2022

122kg

OF ELEPHANT-FRIENDLY
HONEY HARVESTED
IN 2022

\$1,220

IN ELEPHANT-FRIENDLY
HONEY SALES

1,140

METERS OF NEW
FENCING ADDED IN
2022-2023

florida reef tract rescue project

Since 2014, Stony Coral Tissue Loss Disease (SCTLD) has been ravaging corals of the Florida Reef Tract, prompting housing needs for healthy corals rescued from the reef. Rescuing and re-homing these corals in land-based aquaria helps protect them from SCTLD, preserves genetic diversity, and serves as source propagation stock for future restoration activities. Butterfly Pavilion (BP) signed on as one of the collective Association of Zoos and Aquarium's (AZA) participants for a new initiative, the Florida Reef Tract Rescue Project (FRTRP), as a coral holder in February of 2020 and have been working to maximize our holding space ever since. We are aiding in groundbreaking research

on coral husbandry for Florida Reef Tract corals to bring awareness to the project as well as the plight of the coral. This exhibit at BP is one of the first to openly display these corals to the public.

In 2022, Butterfly Pavilion continued to support the FRTRP. In November 2021, BP staff joined a YouTuber, George Mavrakis (aka CoralFish12g), on a trip around the country to visit other facilities holding FRTRP coral. In 2022, George's YouTube series premiered, featuring videos specific to both FRTRP and BP. These outreach efforts helped raise awareness to millions of viewers about the project.



Benefits

- The Florida Reef Tract and corals benefit greatly from this program which is working to protect the corals (and their associated wildlife) from the environmental threats that are currently ravaging the reef in the wild.
- BP guests benefit from the unique experience of seeing Florida's corals all the way in Colorado.
- Scientific and conservation communities benefit from increased knowledge of coral husbandry practices through BP's experts helping to lead this project and share their knowledge with other AZA-accredited institutions.

17

CORALS IN BUTTERFLY
PAVILION'S CARE IN 2022

3

YEARS
BUTTERFLY PAVILION
HAS HELD CORALS

922k

VIDEO VIEWS
FEATURING AZA-
HOSTED CORALS

3.7M

VIDEO VIEWS
FEATURING
BUTTERFLY PAVILION



education and community engagement

At Butterfly Pavilion (BP), we transform the way people think about invertebrates through our educational programs. We firmly believe that transformational experiences are necessary to inspire audiences to become stewards of these small but mighty hidden heroes of the natural world.

In 2022, BP continued to offer world class educational programs locally, state-wide, and nationally. These programs are designed to convey the crucial role invertebrates play in our world, empower guests to take action to protect them, and create empathy and compassion for invertebrates in learners of every age.





onsite interpretation

In 2022, our interpretation and education team implemented several new daily and seasonal programs while supporting thousands of students and several high school interns.

Butterfly Pavilion (BP) offers six to eight educational exhibit programs a day to engage guests of all ages, empowering them to respect and act in the best interest of invertebrates.

Benefits

- Young children learned the value and importance of insects and spiders through daily story time, while programs like “What Animal is This?” appealed to everyone.
- Teen interns from three schools learned important new skills and supported BP by connecting our guests with invertebrates, while helping the staff create new innovative programs.



school education - onsite, at schools, and virtual

In 2022, BP demonstrated its unwavering commitment to invertebrate education and conservation by providing engaging and interactive educational programs to students in Colorado and beyond. Despite the challenges presented by the COVID pandemic, BP continued to expand its impact by offering both virtual and in-person learning opportunities. Our commitment to invertebrate education and conservation is making a notable difference in our communities.

Benefits

- BP served more than 56,000 students from 134 Colorado postal codes. Through these programs, students are empowered with knowledge and actionable steps to support invertebrate conservation.
- BP's virtual learning programs have enabled individuals from kindergarten classes in New York to middles schools in Denver, adult lifelong learners in Illinois, and one large livestream in all 50 states. Everyone with an internet connection can access invertebrate education and learn practical strategies for enhancing conservation efforts.



butterfly pavilion camps

In 2022, our seasonal camps for children ages five to twelve years old continued to provide memorable experiences. Our camps connected kids to nature and encouraged an appreciation for science through hands-on activities representing a range of STEAM (Science, Technology, Engineering, Arts, and Mathematics) disciplines.

*2,383 kids engaged through 62 hands-on
day camps*



great outdoors colorado

In partnership with Great Outdoors Colorado (GOCO), which invests a portion of Colorado Lottery proceeds to help preserve and enhance the state's parks, trails, wildlife, rivers, and open space, the City of Westminster and Butterfly Pavilion were awarded a five-year grant to support nature-based, after-school programs for underserved youth in Westminster schools.

Benefits

- Fuels and encourages positive behavioral change on how the students see nature, interact with nature, and feel empowered to help protect the environment.
- Students at schools where programs were held had an opportunity to engage with their peers in nature and learn while having fun.

“My son came home every day excited to talk about his learning. I loved his use of scientific vocabulary during the conversations.”

134

POSTAL CODES SERVED VIA
SCHOOL PROGRAMS

39,000+

PEOPLE SERVED THROUGH
ON-SITE PROGRAMS
AND FIELD TRIPS

12,000+

PEOPLE SERVED VIA OFF-SITE
OUTREACH PROGRAMS

6,000

SCHOLARSHIPS AWARDED

224

STUDENT HOURS ATTENDED AT
GOCO AFTER-SCHOOL PROGRAM

6,000

DISTANCE LEARNERS
SERVED FROM COLORADO
TO NEW YORK

*Thousands of participants in 2022
for family, adult,
and youth programs, and camps*

community programs

birthday parties

Butterfly Pavilion (BP) Birthday Parties provide fun and unique experiences to connect children with invertebrates from an early age, encouraging more participation in various programs for years to come. These events act as the initial connection point that sets a child on track to love invertebrates for their entire life. In 2022, we created our newest birthday package, Spiders and Friends, specifically intended to help ease children's fear of spiders and help foster an appreciation for them and other arachnid species.

Benefits

Families, adults, and students are exposed to invertebrate education and conservation during an important celebratory event. This creates a positive experience with invertebrates that may lead to a new sense of awareness and conversation.

**146 birthday parties with
4,309 total guests**



adult programs

Adult programs offer unique access to exhibits in a way that further enriches the visitor experience. There are more opportunities for connection and appreciation when we offer experiences that align with our mission but aren't typically available through general admission visits, even among guests who are already familiar with us. Similar to youth and family programs, adult programs provide new and exciting ways to connect with BP.

Benefits

Beekeeping Bootcamp: Adult first-year beekeepers have access to holistic training on how to keep bees.

Five educational sessions, enhancing the skills of 50 beekeepers.

Valentine's Stroll: Couples looking for a unique Valentine's experience are exposed to the beauty of butterflies which helps increase their appreciation of invertebrates.

Tickets sold out and new events scheduled.

Mini Worlds: Adults share their appreciation and the beauty of invertebrates with their friends and family by creating terrariums.

60 participants and sold out.

Rainforest Yoga: Adults deepen their connection with the natural world by practicing yoga amid hundreds of butterflies.

Over 1,090 participants and regularly sold out.

Macro-Photography: Photographers deepen their appreciation and understanding of both macro-photography and invertebrates.

Nearly 100 participants.





youth and family programs

Butterfly Pavilion (BP) offered a wide range of youth and family programs in 2022. These programs provide opportunities for families to make memories together while helping steer youth towards a life that appreciates the invertebrate populations around them. This offers members a unique experience that gives families another reason to keep coming back to see us.

Family Nature Clubs are an amazing opportunity for the whole family to join in on a themed program to learn about pollinators, honeybees, community science, and many other topics that align with BP's mission. In 2022, for our Girl Scout Troops, we offered a Bug Badge class which helped them meet 4/5 requirements to obtain their Bug Badge. These sessions included talking to a bug expert, making a bug-themed craft, taking a bug field trip, visiting a bug's home, and seeing bugs in action. In October for Halloween, Flashlight Tours were designed to give guests a unique look at our animals after hours, allowing them to follow along and solve a murder mystery based on different "testimonials" and facts learned by reading exhibit signage. Each room had a different theme to tie in to invertebrate conservation (arachnid family tree, water pollution, deforestation).

Benefits

Family Nature Club: Multi-generational families experience the benefits of nature, learn about the importance of pollinators, and create meaningful lifelong connections around conservation.

Nearly 100 participants.

Girl Scouts: Brownie troops and their parents met requirements at the only accredited invertebrate zoo in the country, deepening their understanding of invertebrates and the need for conservation.

20 troops took our Bug Badge Class.

Flashlight Tours: Multi-generational families experience a rare and magical connection with butterflies at night, creating an incredible memory.

Sold out and new tours added.



boulder pollinator advocates

In 2022, Butterfly Pavilion (BP) focused on the creation and implementation of the first Pollinator Advocates training in partnership with community organizer Andrea Montoya. This collaboration arose from the Cool Boulder initiative, a natural climate solutions collaboration among the City of Boulder, community groups, academic institutions, and other partners to motivate the public to engage in climate-resilient behaviors and practices. 2022's Cool Boulder program built a great foundation for The City of Boulder, with BP to continue to grow their base of dedicated volunteers.

Pollinator Advocates were created as a cadre of Boulder community members dedicated to the introduction and protection of native habitats. Pollinator Advocates are trained via a core curriculum in habitat-conscious gardening practices, plant-animal interactions, field monitoring, and community science, as well as interpretation and engagement with the community. They are beacons of “best practices” in their communities and share what they know with their neighbors and networks, extending the positive impact of this program.

Benefits

- Pollinators and other invertebrates benefit from Pollinator Advocates introducing native plants and habitat-friendly practices in the community.
- Volunteers (Pollinator Advocates) benefit from the opportunity to expand their education, build relationships with fellow volunteers and community members, and spend time engaging in the outdoors.
- The City of Boulder benefits from increased native pollinator habitats in neighborhood spaces, access to an educated group of volunteers, and the expertise of BP's horticulture team.



22

POLLINATOR
ADVOCATES COMPLETED
THE PROGRAM

1,000+

NATIVE SEEDLINGS OF EIGHT
SPECIES PROPAGATED THROUGH
PARTNERSHIP WITH THE
BOULDER COMMUNITY

20

NEIGHBORHOOD YARDS WITH
INCREASED NUMBERS OF
NATIVE PLANT MATERIALS
AND IMPROVED
POLLINATOR-FRIENDLY
MAINTENANCE PRACTICES





healthy habitats gardening program

“It was so great, the residents really loved it. They’re already asking when they can raise more butterflies!”



Since its inception in 2002, Butterfly Pavilion’s (BP) Healthy Habitats Gardening Program (HHG) has provided social, cognitive, psychological, and physical benefits to older adults at facilities across the Colorado Front Range. Via hands-on workshops led by BP horticulture experts in habitat gardening, the program facilitates a connection to nature, continued learning, and a route to physical and mental health for older adults, while providing resource-rich homes for Colorado butterflies and other wildlife. HHG saw great success in its expansion in 2022 and will continue to provide both social and ecological services to these often forgotten communities.

In 2022, thanks to generous funding from the Next50 Initiative and PDC Energy, HHG was able to expand its capacity to serve six facilities throughout a broader geographic area. With the additional resources, programming extended to include multiple workshops and visits throughout the year to facilitate continued engagement with the residents.

Benefits

- Older adults benefit from access to their new healthy garden space. Residents enjoy time spent together and learning about gardening and pollinators, while gaining a connection to nature, education, physical exercise, and mental reprieve.
- Pollinators and other invertebrates benefit from the installation of native plants and habitat-friendly gardens in areas that may otherwise be characterized by turfgrass and asphalt.
- Surrounding communities have the opportunity to see and walk through these gardens and receive similar benefits as residents in the facilities.

200

HIGH VALUE HABITAT
PLANTS INSTALLED

100

INDIVIDUALS SERVED

6

FACILITIES SERVED

4

CITIES ACROSS
THREE COUNTIES





environmental & ecological services



In 2022, Butterfly Pavilion (BP) took the concept of Professional Services and made it a full-functioning department under the brand of Environmental and Ecological Services (EES). EES is developing as a leader in pollinator habitat restoration, working closely with developers and landscapers to design parks and green spaces with pollinator-friendly vegetation. BP's habitat development model is a blueprint for creating Pollinator Districts which involves designing, improving, and sustaining pollinator habitat, while incorporating research and education throughout the process. The model has been used throughout Colorado, and in 2022, our researchers found an increase in pollinators at Baseline in Broomfield where habitat had been planted back in 2019. This supports a healthy and diverse invertebrate population and has made an impact locally, nationally, and internationally. The market and impact for EES will continue to gain momentum and expand in 2023, creating the opportunity for these projects to take flight! Current projects will be used to leverage our marketing efforts and establish an appreciation for invertebrates around the world.

Benefits

- Pollinators and other invertebrates benefit from restoration of light industrial and residential development sites by increased pollinator-friendly habitat to support pollinator populations and density.
- BP clients benefit from our researchers proving that this restoration and design work is helping the invertebrate community by providing information on the progress of habitat restoration.
- Local communities benefit from the results of these programs, which encourage residents to support pollinator conservation and habitat development.

17

**EES PROJECTS
PARTICIPATED IN**

1st

**INTERNATIONAL
POLLINATOR DISTRICT
PROGRAM INITIATED IN
THE CARIBBEAN**

1st

**POLLINATOR DISTRICT
CERTIFICATE AWARDED
TO BASELINE
DEVELOPMENT**

1st

**AGREEMENT BY RETAIL
CHAIN IN SUPPORT OF
ENVIRONMENTAL AND
SUSTAINABILITY GOALS**

event and visitor experience

Butterfly Pavilion (BP) is committed to providing unique and educational experiences throughout the year for Colorado residents and visitors from around the world.

pollinator week

In 2022, Butterfly Pavilion (BP) introduced new experiences for our guests to learn more about pollinators during National Pollinator Week in June. Various enhanced and educational activities including Discover Garden, Wings of the Tropics, and additional animal experiences provided hands-on ways for guests to learn more about the importance of pollinators, BP's leadership in pollinator conservation, and how they can help in their own backyards and communities.



Benefits

- BP guests learned how they could help with pollinator conservation at home and beyond.
- Pollinators are better understood and will receive more attention.

monarch magic

Monarch Magic was back for the month of November in 2022, where guests walked among hundreds of monarchs in BP's Wings of The Tropics butterfly conservatory. Monarch Magic celebrates monarchs and one of the most incredible cross-continental journeys in the animal kingdom, as they travel upwards of 3,000 miles to the overwintering grounds in southwestern Mexico every year in migration. Guests learned about the monarch's awe-inspiring migration, life cycle, and their important but lesser-known role as pollinators, and more.

In 2022, we partnered with the Mexican Cultural Center to launch Monarch Magic, and honor November 1 as Día De Los Muertos (Day of the Dead), and the day monarchs arrive in Mexico, which in the Hispanic culture represents the souls of beloved deceased ancestors.



Benefits

- Guests experienced the wonder and unique opportunity to be surrounded by monarchs while learning about their ecological and cultural significance and how to help monarch conservation.
- The month-long monarch exhibition increased awareness about the need to protect this iconic species and helped raise awareness for how people can help.



spiders around the world

Halloween has become a popular annual tradition at BP to showcase and celebrate spiders. 2022 was no different, with our new Spiders Around the World exhibition. Through these engaging events, BP aims to change perceptions about spiders and other “creepy” invertebrates, while also educating our guests about the important role spiders play in our ecosystems.

Spiders Around the World:

Our new exhibition featured tarantulas and other spiders from more than 20 countries around the world including the seasonally appropriate Skeleton Tarantula and Colombian Pumpkin Patch Tarantula.

Member night:

This private member-only event was our highest attended in history featuring pumpkin crafts, music by DJ Tony Cummins, refreshments, and fun.

Spider Dome:

Guests got up and personal with free-roaming orb-weaving spiders in the popular Spider Dome, where they had the unique opportunity to walk amongst these visually striking, exquisite creatures spinning their intricate webs.

Bug-A-Boo and Flashlight Tours:

Special Halloween events included kid-friendly Bug-A-Boo trick-or-treating and evening Flashlight Tours for the adults.



Benefits

- Guests and Members gained a new immersive experience to celebrate the Halloween season, learning about tarantulas, spiders, and other “creepy crawly” animals while having fun.
- Animals/Spiders: Guests are more inclined to find spiders valuable, interesting, and not as scary as before their up-close experience at BP. In turn, they gain appreciation for protecting and conserving invertebrates.



butterfly ball colorado 2022



Butterfly Ball
Colorado

Butterfly Ball Colorado (BBC) is a magical evening that celebrates the tiny heroes of our world and raises critical funds for invertebrate education and conservation. It is an important night for Butterfly Pavilion (BP) and has quickly become one of the premier charity galas in the Denver-metro area. On September 30, 2022, more than 500 community supporters came together at BBC and made this our most successful fundraising event ever. Like BP, our gala creates memories that will last a lifetime. BBC guests showed their commitment to protecting the environment by raising over \$475,000 for invertebrate conservation and education!

In 2022, guests were treated to animal experiences including a stroll through the Monarch Menagerie – a tent filled with monarch butterflies – and had the opportunity to have a tarantula walk across their hand. In addition to dinner and dancing, attendees experienced the world from a bug's perspective through interactive 3D videos with our partner, Wildlife Protection Solutions. There were opportunities to chat with BP scientists and educators – such as hearing from our beekeeper about their adventures building bee fences in Tanzania while learning about how young learners were inspired at our summer camps.

Guests showed their compassion through the silent and live auctions, and we were





left speechless at their generosity during the paddle raise to support educational experiences for youth.

Our emcee for the evening was Chris Parente, TV anchor and host of Channel 2 Daybreak. Chris's enthusiasm for BP and our creatures was contagious. Sporting monarch wings and leading cheers for Rosie the tarantula, Chris helped inspire bidding wars and paddle raises to benefit BP.

BP was also proud to celebrate community champions for invertebrates at BBC through our annual awards.

Pioneer Award: Rachel Williams and Mike Weissman

Rachel Williams and Mike Weissman were honored with the 2022 Pioneer Award for their innovation and leadership that helped establish BP and created a legacy that championed invertebrate education.



Monarch Award: Local Hive™

Local Hive™ was recognized with the 2022 Monarch Award for championing BP's mission and making a positive impact on invertebrate conservation and education.

Of course, this event would not be possible without our generous sponsors. Thank you to our presenting sponsor, the City and County of Broomfield, for hosting the event at the FirstBank Center and for supporting our journey to a new home in Broomfield.

Thank you also to:

- **PDC Energy** - *Platinum Sponsor*
- **Catering by Design** - *Catering Sponsor*
- **5280 Magazine** - *Media Sponsor*
- **Wildlife Protection Solutions and Davis, Graham, and Stubbs** – *Gold Sponsors*

\$477,000

RAISED IN DONATIONS

500+

ATTENDEES

27

CORPORATE SPONSORS
CONTRIBUTED \$129,500

\$50,000

PADDLE RAISE MATCH
CHALLENGE BY
ANONYMOUS GUEST

\$200,000

RAISED DURING PADDLE RAISE
FOR BUTTERFLY PAVILION
EDUCATION PROGRAMS

donor impact

We extend a sincere thank you to all the donors who made Butterfly Pavilion's mission possible in 2022. From Colorado to Tanzania, Butterfly Pavilion's community of supporters allowed us to expand research, conservation, education, and transform the way people think about invertebrates.

thank you

Kaleidoscope Circle

Anonymous (2)
Mary Lynn and
Fred Bangs
Renee Bevis and
Richard Murahata
James Brownlie
Annie Cordova and
Mark Corbett
Barbara and Bill Heil
Debbie Lane and
Steve Szabo
Courtney and
Shea Loper
Brenda Richey
Daniel Ritchie
Lindsay and
Chad Schneider
Katie and
Scott Schoelzel
Sue Thompson and
Dave Weidner

Butterfly Circle

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Hollis Considine
Joan and
Richard Jarboe
Rachel and Dan King
Mary Mertz
Kenneth Monfort
Margie Williams and
Will Murray
Terry and
Patrick Tennyson
Terry and Steve Woods

Conservation Circle

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Francis Brown
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Molly and Chris Lane
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Susan Nylen and
Tim Fischer
Tamara and
Philip Turner
Maggie Fox and
Mark Udall

Chrysalis Circle

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Dave Brown
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Ellie Caulkins
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Donna Coletti
Michele and
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Gayle Dendinger
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Rich Reading
Sharon and
Kevin Standbridge
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Jonathan Whitson
Heather McGoughey
and John Wilmouth

Friends of Rosie

Anonymous (6)
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Jenn and
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In Honor of Emerson Benhammou

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In Honor of Team Evergreen Cycling

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Phyllis and Jack Brown

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In Honor of Kenneth Monfort

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Beanstalk Foundation

In Honor of Myles Tallmadge

Roxanne Warren

In Honor of Leslie Taylor

Kaomi Taylor

In Honor of Patrick Tennyson

David Miller

In Honor of Lincoln

and Harrison

Jennifer Cool

gifts in memory

In Memory of Claudia Alsleben Colwell

John Colwell

In Memory of Karen

Sue Bass

Jennifer Ault

In Memory of Bob Briggs

Dorris and John Stipech

Judith and Mike Swanson
Chuck Johnson

In Memory of Renee Fuller

Kelly Fuller

In Memory of Frances

“Kelley” Green

The Green Fund

In Memory of

Kristin Humphreys

Marlene Pratto

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Elyse Tipton

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In Memory of Val Smith

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Ami Gallivan

In Memory of

Kathy Wendelin

Kathy and Earnest Sims

In Memory of Nancy Yahrling

Barbara and Patrick Barry

In Memory of Comadre Y Tāa

Marcia Morales

gifts in kind

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Keystone Gifts

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Lumber Baron Inn

Miner's Alley Playhouse

MPLX

Nocturne Jazz & Supper Club

Nothing Bundt Cakes

Old Town Inn

Panera Bread

Patagonia

Pueblo Zoo

Pulmonary Butterflies

Red Belly Honey

Rocky Mountain Theater for

Kids

Sam's No. 3

Schylling

Snapology

Spa Bella Medispa

Squishable

Super Mega Bien

The Bear & the Rat: Cool

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Yoga Pod Boulder

volunteer impact

Butterfly Pavilion's (BP) volunteer and internship programs have become a hallmark of who we are as an organization. Volunteering at BP helps foster and create confidence, expertise, and connection, while offering personal and professional growth opportunities. As an accredited Service Enterprise organization, BP is deeply committed to integrating skilled volunteers into every department of our organization. Some have even volunteered at our zoo for a decade or two!

In 2022, BP expanded our volunteer categories to better fit the needs of our changing community, including six or three month service, and our new Volunteer-for-a-Day program.

Off-site volunteers contribute valuable insights through our community science programs, which include the Colorado Butterfly Monitoring Network and Urban Prairies Project. We also welcome corporate, college, and service groups to volunteer throughout the year and build relationships across our community.



Butterfly Pavilion's Core Volunteers added value by:

- Welcoming our guests with information and a smile at the entrance front desk.
- Connecting visitors with Rosie, our Chilean Rose Hair Tarantula, and other invertebrates throughout our exhibits.
- Helping maintain the health and safety of animals in our zoo's collection on the exhibit floor.
- Working behind-the-scenes to assist zookeepers with animal enrichment, feedings, cleanings, and care.
- Supporting fundraising, operations, marketing, and event functions, and keeping our zoo's outdoor gardens and Wings of the Tropics butterfly conservatory maintained and flourishing.

Intern Program

BP has a strong commitment to guiding the next generation of invertebrate conservationists. Our intern program is a crucial component that gives young people with a passion for invertebrates the tools and experience to further their career. Each intern completes between 200-300 hours of service during their semester and an individually-selected project including research, planning, and a presentation to BP staff and other interns as part of their learning experience.



21,302

TOTAL HOURS
VOLUNTEERED IN 2022

255

VOLUNTEERS,
INCLUDING 79
FIRST-TIMERS

9,000

HOURS SERVED BY 44
COLLEGE AND 9 HIGH
SCHOOL INTERNS

\$672,000

WORTH OF SERVICE

thank you volunteers

1,000+ HOURS

Chady, Steve

500-1,000 HOURS

PirkI, Rita

Powell, Jennifer

100-499 HOURS

Alas, Zachary

Anderson, Barry

Bagby, Amy

Bevis, Renee

Chady, Mary Pat

Cossentine, Charles

Eman, Lindsey

Engelke, Ty

Freise, Dezaræ

Fronk, Jonah

Gagnon, Gary

Gerson, Kyla

Gibbons, Alexandra

Goldstrohm, Jessica

Groudán, Wei

Grzembski, Allison

Hammond, Andrew

Herrera Castruita,

Jezabel

Howard, Jackson

Jarboe, Rich

Jonas, Maya

Kelley, Lila

Latif, Samarah

Lavoie, Micah

Leshér, Lorrie

Literati, Marianne

Lupercio, Alen

Lussier, Charlotte

Lynch, Finn

Makofsky, Catherine

Mandigo Milne, Beverly

Martinez, Cassidy

Martinez, Gabriel

McClelland, Kyler

McFarland, Jonnene

McGraw, Norma

McKissick, Nathaniel

Morris, Hannah

Murray, Kensie

Nelson, Rory

Nguyen, Luna

Orozco, Natalia

Powers, Alexandra

Ross, Kaleigh

Schlimgen, Max

Smith, Thora

Szympruch, Jada

Tallmadge, Myles

Tennant, Pat

Terry, Samantha

Wilbers, Helen

Wilmouth, Evan

Wilson, Juan

1-99 HOURS

Adame, Yelitza

Ahmad, Beth

Ames, Cheryl

Anders, Judy

Andersen, Megan

Arington, Julie

Baker, Deleana

Barrios, Bianca

Basquez, Savannah

Baumer, Evan

Benson, Courtney

Berrouet, Catherine

Beth's Friend, Lorie

Biggs, Richard

Biglen, Michael

Billotte, Jackie

Birkey, Andy

Bonilla, Gia

Bostelman, Aliah

Briscoe, Samantha

Broughall, Mary

Brumbaugh, Rob

Brussell, Barbara

Buettner, Saule

Burdge, Naia

Cahill, Lexie

Cain, Cindy

Calhoon, Conery

Capezio, Leah

Carlson, Amanda

Carr, Rebecca

Celis, Natalie

Chadwick, Janessa

Childs, Emily

Clark, Julie

Cole, Julia

Cortez Baca, Pam

Crews, Nancy

Crookston, Lydia

DAndrea, Allison

Davison, Amelia

Delgadillo, Gissel

Deutsch, Marlene

Dick, Sandy

Dillon, Linda

Dills-Eve, Janet

Dilts, Evan

Dunn, Susan

Edwards, Melanie

Ellison, Ashlen

Entin, Izzy

Esparza, Eli

Fan, Tonya

Fennelly, Cathy

Fillmore, Jane

Forrester, Lynne

Fowler, Barbara

Fried, Elizabeth

Gardner, Macy

Gathany, Linda

Goodwin, Margo

Graves, Olivia

Graziano, Lee

Gregory, Madeline

Griffith, Tina

Heaney, Richard

Hill, Erich

Hokenson, Byron

Hokenson, Virginia

Holzworth, Tany

Howard, Matthew

Hunt, Marie

Hunter, Diana

Ibarra, Alexis

Jarboe, Joan

Jenkins, Teresa

Jeske, Dylan

Jones, Candy

Kardatzke, Janis

Kass, KrisTea

Keeble, Heide

Kellner, Matisse

Keys, Kalia

Kientz, Kai

Killian, Patricia

Kotsides, Linda

Landry Dawson,

Shannon

Lane, Anna

Leger, Theo

Lievens, Janis

Lindborg, Britta

Litwack-Strong, Nancy

Liu, Pamela

Liuzzi, Anita

Longaker, Molly

Madrid, Eloisa

Manager, Volunteer

Manuel, Kayla

Maranowski, Katie

Marbell, Francisca

Marra, Vickie

Marrero, Gabriel

Martin, Sara

Mays Carpenter, Janet

Mead, Riley

Merkert, Kaci

Meyer, Kathán (Kate)

Moore, Em

Moorer, Tatum

Morales, Laura

Moran, Traci

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Mueller, Kelsey

Murphy, Colleen

Muscia, Lizy

Narum, Beau

Nemastil, Rob

Nero, Marissa

Nosal, Sal

Palladino, Diane

Parkos, Raven

Payne, Kaia

PayPay, Braven

Peach, Alexa

Perry, Ian

Pillard, Alyson

Post, Tyler

Puerta, Jeanne

Quintana, Tyler

Rafferty, Andrew

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Wheeler, Linda

Williams, JoAnne

Wisniewski, Kelly

Yokwe, Joshua

Young, Debra



retail

Butterfly Pavilion's (BP) gift shop's retail story is still being written, but there is no denying that our hard work and dedication in 2022 paid off handsomely with a record year of \$1.6 million in annual sales, more than doubling the pre-COVID gift shop sales in 2019 and bypassing 2021's sales.

Our goals every year have included dedication to service, upkeep, and sound fundamental business decisions. Our retail team is focused on providing the ultimate connection to our guests through a hand-curated and mission-based business model, reflecting the passion and energy we provide each and every guest visit.

In 2022, BP had two goals for retail: enhance our sales and profit margin and provide a better guest experience. To accomplish these goals, we reworked our methods and product line through new merchandising standards and more depth.



Benefits

- We identified that 80% of our sales came from about 20% of our products, mainly toys and framed butterflies. We began focusing on profitable vendors and ensuring our guests never ran out of key products. While other sales categories continued to grow, toys and fair-trade butterfly frames outpaced everything. In response, we dedicated more room and fixtures to continue this trend.
- In 2022, our top priorities were establishing products that speak to our target audience and ensuring that our vendors shared our environmental goals such as sustainability and limited carbon emissions. We sought out local, artisan, good trade partners, and socially and environmentally friendly companies to provide our products.



1,000+

PLUSH ROSIE DOLLS SOLD

\$188k

FAIR-TRADE BUTTERFLY FRAMES
SOLD. UP FROM \$35K IN 2019

15

NEW FAIR-TRADE VENDORS
INTRODUCED IN 2022 AND 50
NEW PRODUCT LINES

\$1.6M

IN ANNUAL SALES, MORE THAN
2X GIFT SHOP SALES IN 2019

\$611,000

IN NET PROFIT

\$250k

ANNUAL FAIR-TRADE SALES

3,000

NEW ITEMS ADDED TO THE SHOP

2022 financials

Bill Finley, Chief Financial Officer,
Butterfly Pavilion

1. 2022 was the most successful year in Butterfly Pavilion's history. Why?

This was due to a number of factors:

- A record-year for operational fundraising highlighted by our most successful Butterfly Ball Colorado gala ever.
- The first significant Foundation and Individual pledges were received for the new BP facility in Broomfield.
- Record-setting zoo attendance.
- A revamped gift shop led to record sales.

2. How do 2022 numbers compare to 2021?

In 2022 the numbers tell a couple of important stories.

- Increased revenue from normal operations. We saw revenue increase in every area from 2021. This was highlighted by growth in attendance, gift shop revenue, contributions, and Scientific and Cultural Facilities District (SCFD) support.
- Increased revenue from the Capital Campaign. The funds received for the new facility were significant and will spur additional investment in the New Butterfly Pavilion.

3. Where did you see the most growth?

In terms of operations, the greatest growth came from SCFD, gift shop sales, and contributions. Additionally, in 2022 we launched our Environmental and Ecological Services which generated significant fee-for-service revenue.

4. What contributed to the record-setting attendance?

In 2022, we continued to see attendance trends from 2021. There are a couple of important factors:

- BP is an amazing place. It is one of the most affordable educational experiences that the whole family can enjoy. As the metro area has grown, people have started to discover BP for the first time, and many others that now have kids of their own are rediscovering us.
- People are telling the BP story more. Through the media and word of mouth, people are discovering both the great experience and also the importance of our research and conservation efforts around the world. BP is the only center in the world dedicated to telling the story of invertebrates through our zoo, education, and research and conservation efforts.

5. How did the growth of Environmental and Ecological Services (EES) change the landscape for Butterfly Pavilion?

In 2022 we officially launched our EES work. This consists of consulting with businesses, individuals, and other landowners to increase pollinator habitat and biodiversity. Our willingness and desire to work with any business or organization aiming to increase pollinator and invertebrate habitat sets BP apart, as well as our capacity to design and conduct research. The ability to show an increase of pollinators as a result of our work is key to demonstrating success. This data is also used by the companies we partner with to demonstrate that they meet their ESG goals.



Assets

Current Assets	6,830,610
Fixed Assets	3,147,424
Other Assets	144,141
Total Assets.....	\$10,122,175

Liabilities

Total Current Liabilities	714,371
Long Term Liabilities.....	645,000
Total Liabilities	\$1,359,371
Equity	\$8,762,804
Total Liability & Equity	\$10,122,175

Revenue

Zoo Admission.....	2,164,864
Membership	384,772
Education	364,822
Gift Shop (Net)	899,571
Contributions	4,187,695
In-Kind	157,329
SCFD	1,124,966
PPP/ERTC.....	732
Other	780,785
Total Revenue	\$10,065,536



Expenses

Invertebrate Zoo	2,001,775
Guest Experience	1,139,890
Education	773,170
Total Programs	\$3,914,835
Management and General	973,487
Marketing	616,491
Membership Development.....	50,591
Fundraising	992,708
Total Supporting Services	\$2,633,277

NET INCOME

Total Revenue	10,065,536
Total Expenses.....	6,548,112
Net Income	\$3,517,424

executive leadership team

Patrick Tennyson
President and Chief Executive Officer

Janet McFarland Burlile
VP of Donor Relations

Mary Ann Colley
Chief Operating Officer

Russ Pecoraro
VP of Marketing and Communications

Bill Finley
Chief Financial Officer

Richard Reading, Ph.D.
VP of Science and Conservation

Hannah Weiss
VP of Education

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butterflies.org