



BUTTERFLY
PAVILION

IMPACT
REPORT | 2023

connections



“

I will argue that every scrap of biological diversity is priceless, to be learned and cherished, and never to be surrendered without a struggle.”

- E.O. Wilson

letter from the chair

As we reflect on the challenges facing our planet, one question stands out: where have all the insects gone?

The sheer diversity of invertebrate species and their astonishing biomass is unfathomable and yet, they represent the largest percentage of loss in biological diversity worldwide. Nevertheless, for many people, these incredibly important animals remain rather obscure and commonly forgotten. This invertebrate apocalypse, if left unchecked, will immeasurably impact our very existence.

Humans and insects are inextricably linked – the nature that surrounds us is because of them, and their very existence guarantees our own. Beyond their economic importance and value to critical environmental services we have come to rely on, invertebrates spur endless inspiration and curiosity. There is so much about these foundational species that we have yet to discover or understand. The culprits to their rapid decline are the very same challenges that we and so many other animals on our planet face: climate change, indiscriminate and unregulated pesticide and herbicide use, and habitat loss and degradation.

Yet, amidst this crisis, Butterfly Pavilion stands as a beacon of hope and resilience. Through our unwavering commitment to research, conservation, and education, we are not merely confronting the problem; we are actively shaping a future where invertebrates thrive alongside us.

The impact of our work extends far beyond our walls. Through transformative stories and meaningful data, we are witnessing firsthand the power of our efforts. By increasing access to our exhibits and educational initiatives, we are fostering diverse connections between people and the natural world. Our education programs have thrived over the past year, returning to pre-pandemic levels. Our gate admissions have continued to grow, and Butterfly Pavilion is now the most-attended Denver-area cultural institution of our size.

Yet, our impact extends even further, through groundbreaking invertebrate research and conservation efforts conducted all over the world. We are not only safeguarding the future of invertebrates but also preserving the intricate balance of ecosystems upon which all life depends. Each data point

collected, each species protected, serves as a testament to the enduring legacy of our work.

To our amazing supporters, we extend our deepest gratitude. It is your generosity, passion, and unwavering commitment that fuel our mission and drive us forward. Together, we are creating a future where biodiversity thrives, and as a result, all living things flourish.

But our work is far from over. As we look to the future, we must remain committed to the preservation of invertebrates and all living beings. Join us in this vital mission. Together, we can ensure a world teeming with life for generations to come.

Thank you for joining us on this journey toward a brighter, more vibrant world.

Nathalie Brochu

*Board Chair and
Interim CEO of
Butterfly Pavilion*





Golden Silk Orbweaver (commonly referred to as
Garden Silk Spider or Banana Spider)
Trichonephila clavipes



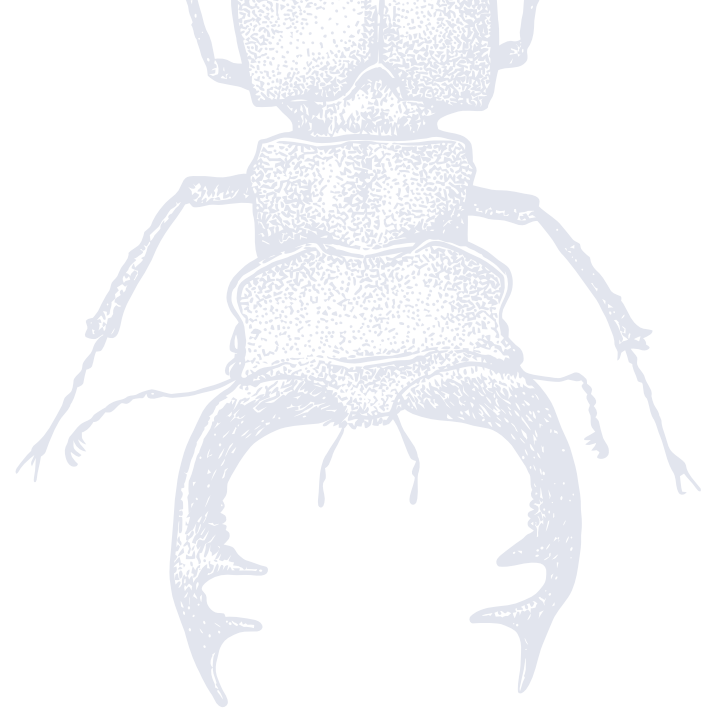
Camel Shrimp
Rhynchocinetes uritai



Painted Lady butterfly
Vanessa cardui



Honey produced by our bee fencing project in Tanzania with partners.



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about us

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

OUR MISSION

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

OUR VISION

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

Butterfly Pavilion is the first stand-alone, Association of Zoos and Aquariums-accredited non-profit invertebrate zoo in the world and a leader in invertebrate knowledge, inspiration and connection. Whether it is providing unique, hands-on learning experiences in our exhibits and educational programs, conducting new research that sets the standard for zoos across the country or building innovative solutions for species and habitat conservation in countries around the world, Butterfly Pavilion is leading the way in ensuring invertebrates are protected for the future.





a welcoming & diverse zoo experience

A DIVERSE COMMUNITY STRENGTHENS ALL

At Butterfly Pavilion in 2023, we continued to offer a myriad of ways to learn, connect, and make a difference for the invertebrates that we all need to survive and thrive! Invertebrates represent 97% of known animal species on Earth and form the foundation of every ecosystem. They are responsible for pollination, nutrient cycling, soil aeration, biological pest control, water purification, and serve as food sources for wildlife.

One of our core values at Butterfly Pavilion is that we Welcome All. Butterfly Pavilion is a place where everyone can connect with invertebrate animals, community, and nature, all while learning something new.

We love our diverse educators, staff, visitors, volunteers, and supporters at Butterfly Pavilion who make our zoo come to life.



Yellow garden spider
Argiope aurantia

Spiders Around the World exhibit showcased the value of spiders, with displays featuring over 20 tarantulas from around the world, and a special new **Spider Zone**, where guests got up close with hundreds of orb weaving spiders!

Launched first annual **Pollinator Palooza Festival**, including opening new **Pollinator Place** exhibit with a ribbon cutting by First Gentleman Marlon Reis and Congresswoman Brittany Pettersen.



Western Honey Bee
Apis mellifera

427,008

PEOPLE EXPERIENCED BUTTERFLY PAVILION

47%

INCREASE IN MEMBERSHIP TO **8,163** HOUSEHOLDS

40% INCREASE

IN DISCOUNTED TICKETS FOR UNDER
SERVED COMMUNITIES

**1ST ANNUAL TEACHERS
NIGHT**

HOSTED TO HIGHLIGHT LEARNING
RESOURCES & EXPRESS GRATITUDE

SENSORY FRIENDLY AFTERNOONS

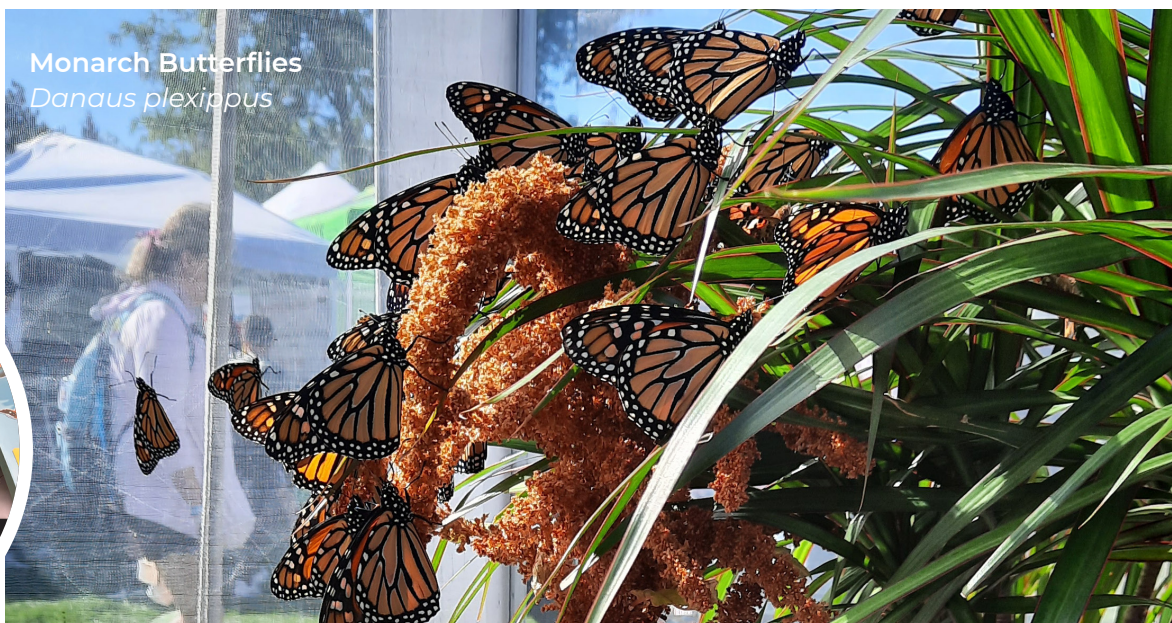
INCREASED ACCESSIBILITY NEEDS FOR VISITORS



OUR EIGHT-LEGGED AMBASSADOR

Did you know that our famous Chilean Rose Hair Tarantula, Rosie, has been held by over 3 million visitors? We have guests who held Rosie when they were kids, and now their kids and grandkids are getting the chance to hold her!

Monarch Magic saw over 300 monarchs released in Wings of the Tropics and was expanded to connect guests with the special significance in the Mexican tradition of Día de los Muertos - Day of the Dead.





| animal collection & care

WE LOVE ANIMALS & WE LOVE TO SHARE THEIR IMPORTANCE IN OUR WORLD

In 2023 at Butterfly Pavilion, we cared for animals from every continent in the world except Antarctica! As the foremost invertebrate zoo accredited by the Association for Zoos and Aquariums, we inspire and educate our guests each day to learn about the importance of biodiversity, while providing the best care for our animals.



Gooty sapphire
ornamental spider
Poecilotheria metallica



Peacock Mantis Shrimp
Odontodactylus scyllarus

Our animals rely on staff, generous donors, partners and volunteers for their everyday care!

ALMOST **23,000**
ANIMALS IN OUR COLLECTION
REPRESENTING **368 SPECIES**

WE ARE THE
ONLY AZA ZOO IN THE WORLD
THAT OFFERS ALL GUESTS (AGES 3+) THE CHANCE TO
HOLD A TARANTULA

WE PROMOTE SUSTAINABLE
BUTTERFLY FARMING
ALL OVER THE WORLD, RELEASING TENS OF
THOUSANDS IN OUR RAINFOREST CONSERVATORY

MEET SOME NEW ADDITIONS TO THE COLLECTION THIS YEAR



Goliath Beetle
Goliathus goliatus



Headlight Click Beetle
Pyrophorus noctilucus



MAKING SCIENCE COOL WITH NEW YOUTUBE COLLABORATION!

In 2023, we embarked on an exciting collaboration with the very popular (1.8 million subscribers!) YouTube creator Tanner Serpa of Serpa Design, who creates indoor natural habitats to educate and spread the value of nature! The collaboration merges the expertise of the animal care staff at Butterfly Pavilion with Tanner's creative vision to create a one-of-a-kind ecosystem showcasing three unique South American rainforest species: the Peruvian Pinktoe Tarantula, Dusk Tailless Whip Scorpion, and the Burgundy Goliath Bird Eater Tarantula. You can follow Tanner @SerpaDesign.



“ I believe there's no better way
to appreciate nature than to
watch it unfold before our eyes.”

- Tanner, Serpa Designs

| education

CONNECTING CURIOUS MINDS OF ALL AGES WITH THE WONDER OF INVERTEBRATES

Our education programs continued to transform perceptions of invertebrates for learners of all ages, in Colorado and around the world. Rosie's Discovery camps were a hit, with topics representing a range of Science, Technology, Engineering, Arts, and Math (STEAM) disciplines. We launched our first habitat on ZooLife, allowing thousands of curious minds all over the world to virtually watch our butterflies live, and attend weekly talks with experts.

Home school days offered kids and their families a unique field trip opportunity with special themes, classes and activities. Our Sensory Friendly Afternoons offer guests a low-sensory experience with natural lighting, quiet tones, and limited admission.



“Everyone we interacted with was very friendly, and knowledgeable. We left with plenty of new facts and interesting topics to discuss further and research.”



Thanks to our partnership with the City of Westminster and funding from Great Outdoors Colorado (GOCO), we were able to serve additional kids with our after-school programs!



Paper Kite Butterfly
Idea leuconoe

We launched our first habitat on ZooLife in 2023, giving live camera access to our butterflies in their adult and pupal forms.

3,391 people spent over **1,870 hours** watching our butterflies on ZooLife, from our high-definition cameras and weekly talks with experts.

We continue to inspire adult invertebrate-lovers as well, with classes including:

- Gardening for pollinators
- Adult nature journaling
- Macro photography
- Beetle pinning
- Rainforest yoga
- Bugs and Brews

Our popular monthly Family Science nights returned, offering families an opportunity to experience Butterfly Pavilion after hours and at a greatly reduced rate! Through our partnership with Adams 12 PEAK, we were able to provide opportunities for students and their families to visit Butterfly Pavilion.



760 STUDENTS
PARTICIPATED IN
HOME SCHOOL DAYS

SOLD OUT
OUR POPULAR **ROSIE'S**
DISCOVERY
SUMMER CAMPS

DOUBLED OUR
AFTER-SCHOOL CLUBS
FROM 2 TO 4
SCHOOLS IN PARTNERSHIP
WITH THE CITY OF
WESTMINSTER AND GOCO

PARTNERED
WITH COLORADO BALLET
AND METAMORPHOSIS
MOVES ON OUTREACH

2,913 KIDS
SERVED IN VARIOUS CAMPS

INTRODUCED
NEW CULTURALLY DIVERSE
CAMP THEMES

EDUCATION PROGRAMING
TOOK PLACE THROUGHOUT **8 CITIES** ACROSS **7 COUNTIES**
IN COLORADO

growing healthy communities

MAKING CONNECTIONS IN THE COMMUNITY

Butterfly Pavilion expands our web by working with our community to continue growing healthy communities and habitats everywhere we go!

Urban Prairies Project (UPP)

UPP is ten years old! This Community Science program trains community members to become Master Restoration Volunteers who help restore and enhance Colorado open spaces we all love! These volunteers play the most integral role in the functioning of UPP. They contribute their passion, stewardship, and unique perspectives to data collection, leadership, participation on restoration project days, and interpretation and education within the community.



VOLUNTEERS MONITORED BURROWING OWLS, MONARCH BUTTERFLY HABITAT, POLLINATOR HABITAT, THE IMPACT OF GOATS, FROGS AND TOADS, AND PERFORMED INVERTEBRATE SURVEYS.

Our outreach programs were popular again in our communities! Events included bio blitzes, a Family Science Night at Standley Lake, speaking engagements, pollinator planting for Earth Day and booths at local events to spread the awareness of healthy habitats with our neighbors!

**21 RESTORATION
MASTER VOLUNTEERS**
PARTICIPATED IN FIELD WORK AND DATA
COLLECTION IN 2023, ADDING TO
OVER 100 HOURS OF TRACKED WORK

126 VOLUNTEERS
HAVE COMPLETED CORE TRAINING



BUTTERFLY PAVILION

ENVIRONMENTAL &
ECOLOGICAL SERVICES

Bringing Back Biodiversity with Corporate Partners

Our Environmental and Ecological Services (EES) continued to be in high demand in 2023. Work focused on land restoration, garden design, and honeybee hive rentals with a wide range of corporate partners. We continued to develop strong relationships within the oil and gas and real estate industries, as well as with landscape designers, residential homeowners, homeowner associations, government agencies, and non-profit organizations. EES improves native pollinator-friendly habitat and furthers water conservation efforts in areas in need of restoration.



“I am proud that our EES Program is working with industry, businesses and residential customers to create pollinator habitat and protect native species.”

- Jamie Schmidt, Director of EES

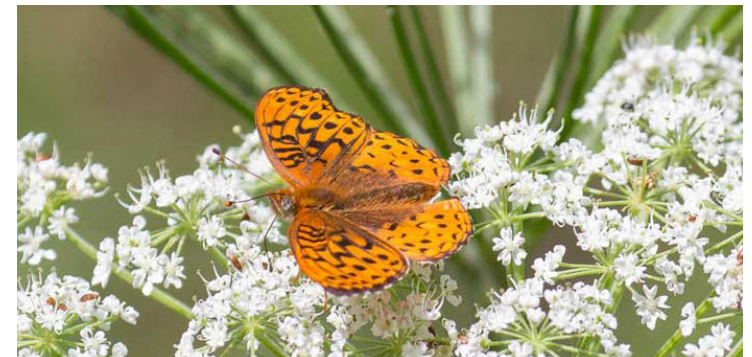
Manitou Springs Brings Conservation to the Next Level

In 2023, Manitou Springs, Colorado became the first municipal Certified Pollinator District™ in the world! Pollinator Districts™ conserve and improve habitat for pollinators in all aspects of development and operation. And they do more than create habitat for bees and butterflies, they create collective commitment to a neighborhood ethic, a better place to live, work and play. This major achievement in Manitou Springs has led to several other municipalities to request help in setting up their own pollinator districts.



MANITOU SPRINGS BECAME THE
WORLD'S 1ST
MUNICIPAL CERTIFIED
POLLINATOR DISTRICT

CONDUCTED
18
EES RESTORATION PROJECTS!





THANK YOU TO OUR PARTNER FACILITIES

Bethesda Gardens
Loveland

The Argyle
Denver

Valley View Villa
Fort Morgan

Eagle View Adult Care Center
Brighton

Prestige Care Center
Morrison

Crossroads at Lakewood Memory Care
Lakewood

Peaks at Old Laramie Trail
Lafayette

The Lodge
Greeley

**SPECIAL THANKS TO
NEXT50 INITIATIVE
FOR THEIR GENEROUS SUPPORT
OF THIS PROGRAM**

Hands-on Habitat Gardening for Older Adults

Healthy Habitat Gardening Program (HHG) provides social, cognitive, psychological, and physical benefits to older adults at memory care, skilled nursing, and rehabilitation facilities through education and hands-on workshops in habitat gardening. HHG added **five new facilities** across a broad geographic area.



“for over 20 years, this program has connected older adults to the natural world in such a profound way. It is an example of how Butterfly Pavilion weaves a web connecting members of the community with our mission and with the web of biodiversity.”

- Amy Yarger, Senior Director of Horticulture



\$200K

IN REVENUE GENERATED
FROM **18 EES PROJECTS**

5

HABITAT RESTORATION
PROJECTS ACROSS 8 TOTAL SITES

11

GARDEN DESIGN AND CONSULTATION
PROJECTS COMPLETED

7

HONEY BEE HIVE RENTALS

POLLINATOR DISTRICT

CERTIFICATION **TRADEMARKED AND
REGISTERED**

120

INDIVIDUALS ACROSS **8 FACILITIES**
PLANTED 150 POLLINATOR-FRIENDLY PLANTS

GLOBAL CONSERVATION



● TURKS & CAICOS

The Strand: A
Pollinator Sactuary

● UNITED STATES

Colorado Dragonfly Monitoring Project
Colorado Butterfly Monitoring Network
Dragonfly Breeding
Firefly Breeding
Tarantula Breeding & Ecology
Florida Reef Tract Project
Urban Prairies Project
Oil & Gas Habitat Restoration
CSU Spur Campus at National Western Complex BioBlitz
AZA SAFE North American Monarchs Program
Monarch Watch
Monarch Larval Monitoring Program
Butterfly Quest
Healthy Habitats
Colorado Pollinator Summit
Colorado Pollinator Highway
Beekeeping and Gardening Bootcamps
Educational Programing at Schools
Pollinator Districts
Pollinator Gardens
Hive Rentals
Coastal Dunes Project
Restoration of Pollinator Habitat



In 2023, Butterfly Pavilion received
butterflies from 11 different suppliers
around the world.



● **MONGOLIA**
Parnassian Butterfly Conservation

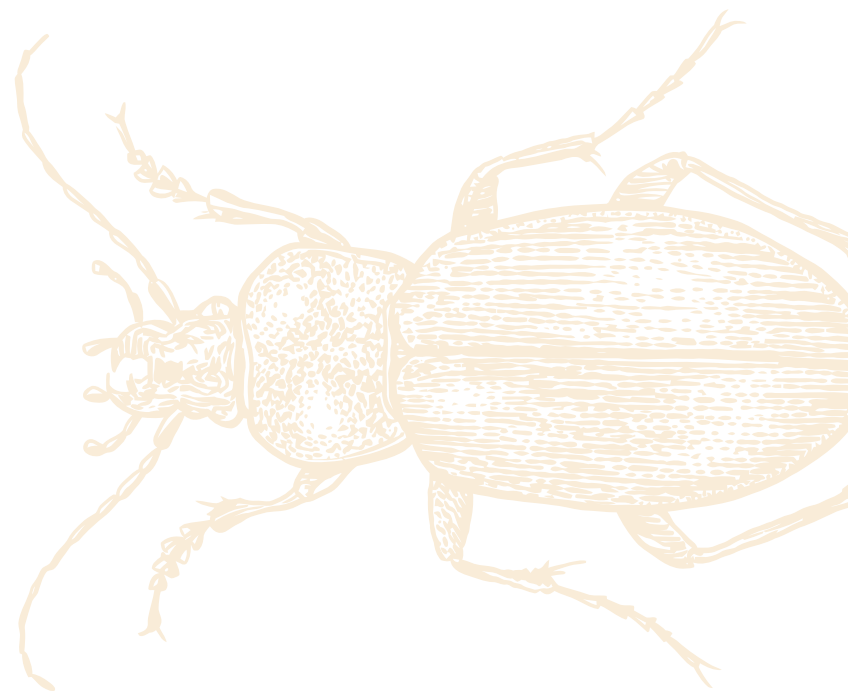


TANZANIA, AFRICA
Bees For Elephants



● **SAUDI ARABIA**
Park Creation and Management

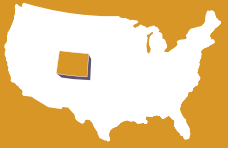
● **SUMATRA, INDONESIA**
Ketambe Butterfly Project



conserving invertebrate biodiversity in our backyards and globally

From firefly rearing and butterfly monitoring in Colorado, to sustainable butterfly farming in Sumatra, to bee fencing in Tanzania to mitigate human-elephant conflicts, we are dedicated to conserving invertebrates worldwide. These creatures, which make up 97% of all animal species, are vital to ecosystems everywhere, from local backyards to distant places like Indonesia and Mongolia.

CONSERVATION IN COLORADO



the web of invertebrate conservation



Invertebrates form the foundation of all life on Earth, yet most species remain undiscovered. Their **populations have declined globally by 45%** since 1980, while human population doubled. Through Butterfly Pavilion's research and conservation efforts, we're advancing understanding of these crucial creatures.



Fireflies - Lighting a Path for Conservation

Fireflies enchant us with their nighttime glow, yet much remains unknown about their life cycle and habitat requirements. Small populations of fireflies survive in Colorado where healthy wetlands still exist.

After years of meticulous research and care for eggs laid by fireflies

collected in Ft. Collins, 2023 marked a monumental milestone. Three adult fireflies emerged under our care after spending two years as larvae. The lessons learned from this research will be used to promote future conservation efforts.

It is likely that these fireflies also represent a species new to science. We are working with our partners at Colorado State University to confirm this finding through genetic analysis.

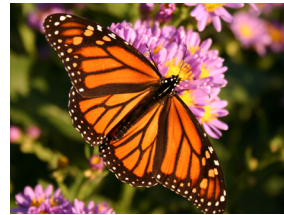
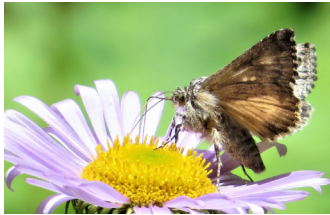


Coral Conservation

Butterfly Pavilion continued groundbreaking research on coral husbandry for Florida Reef Tract corals. Through our onsite exhibit, we raise awareness about the Florida Reef Tract Rescue Project and the challenges facing coral reefs. Our exhibit at Butterfly Pavilion is among the first to showcase these stunning corals to the public. Throughout the year, we focused on outreach efforts to support the project, including talks led by Director of Animal Collections, Sara Stevens, across the county.



In August 2023, Butterfly Pavilion experts responded to an emergency call to save coral during unprecedented heat waves hitting Florida. We led the team during part of the effort to pull **5,000 individual coral** from the coral reef and were joined by aquarists from Perry Marine Institute, Florida Aquarium, SeaLife Orlando, and Georgia Aquarium to save these critical animals. The team supported practitioners from the Keys Marine Lab Field Station from Coral Restoration Foundation, iCare, and FWC.



Observing Butterflies for Science

Colorado Butterfly Monitoring Network (CBMN), which began as a fledgling community science project in 2013 with four volunteers, now boasts a crew of 67 certified volunteer monitors. In 2023, they contributed 554 service hours and reported 15,295 butterfly sightings.

Butterflies are eye-catching to all of us, but we also look to them as indicators of healthy ecosystems. Areas abundant in butterflies host a diversity of other invertebrates, supporting populations of wildlife such as birds and mammals. With ten years of monitoring and ecological records, CBMN is now fielding requests from universities and research groups across the country and Europe. The data collected by our volunteer scientists contributes to research projects ranging from population trends to the impacts of climate change.

67

ACTIVE COMMUNITY
MONITORS

LOGGED

4,312

BUTTERFLY SURVEYS

264

MONARCH BUTTERFLY
OBSERVATIONS
(A RECORD YEAR)

RECORDED

OVER 137K

INDIVIDUAL BUTTERFLIES
(2013-2023)

4,900 HOURS

OF MONITORING
(2013-2023)

CONSERVATION IN AFRICA



global connections

ADVANCING GLOBAL INVERTEBRATE RESEARCH, CONSERVATION AND EDUCATION

Butterfly Pavilion's global conservation projects are successful and sustainable because we focus on supporting the triple bottom line – planet, people, profit. We know that we can only truly improve the health of the planet when we also improve the quality of life for people where they live. Incorporating profit – or economic incentives – ensures that conservation efforts will be embraced and integrated into local communities.

Bees for Elephants – Pollinators Keeping Elephants and Humans Safe!

Life in rural Tanzania can be dangerous for elephants and people. These majestic beasts quickly destroy crops and farms as they move between protected natural areas in search of food. Encounters between elephants and humans can end badly – sometimes fatally – for both.



Renee Bevis, a donor and volunteer at Butterfly Pavilion, hangs beehive fences on a trip to Tanzania in 2023.





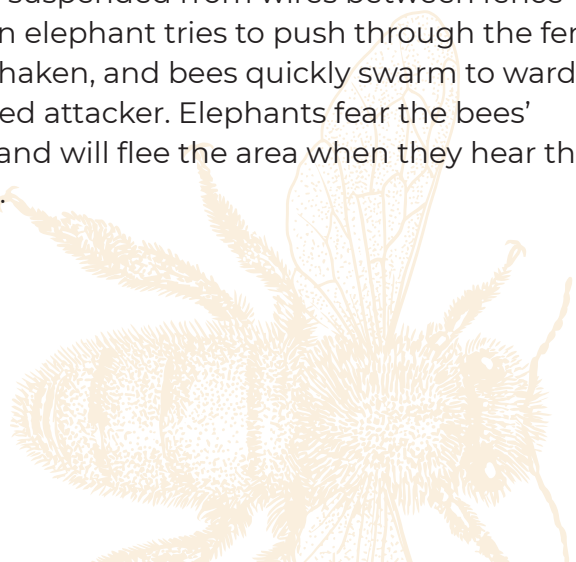
“I am most proud of Butterfly Pavilion’s work at conserving invertebrate biodiversity globally while educating the public about the importance of these foundational species with work we are doing.”



- Dr. Rich Reading, VP of Science & Conservation

Beehive fences save lives, increase native pollinators near crops, and provide a supplemental income for farmers. Butterfly Pavilion partners with the Tanzanian Elephant Foundation and the Katie Adamson Conservation Fund to work with Tanzanians to build and maintain the beehive fences that protect villages.

Hive boxes are suspended from wires between fence posts. When an elephant tries to push through the fence, the hives are shaken, and bees quickly swarm to ward off the perceived attacker. Elephants fear the bees’ painful stings and will flee the area when they hear the angry buzzing.



One village recorded **267 negative elephant-human encounters in 2022**. In 2023, after Butterfly Pavilion helped construct beehive fencing, there were **only six negative encounters!**

CONSERVATION IN ASIA



Mongolian student catching
an Apollo pernassius butterfly.

“The trip (To Mongolia) represented an invaluable opportunity to engage with communities, exchange knowledge, and develop a plan to work together towards our shared goal of safeguarding the breathtaking biodiversity of Mongolia’s rugged



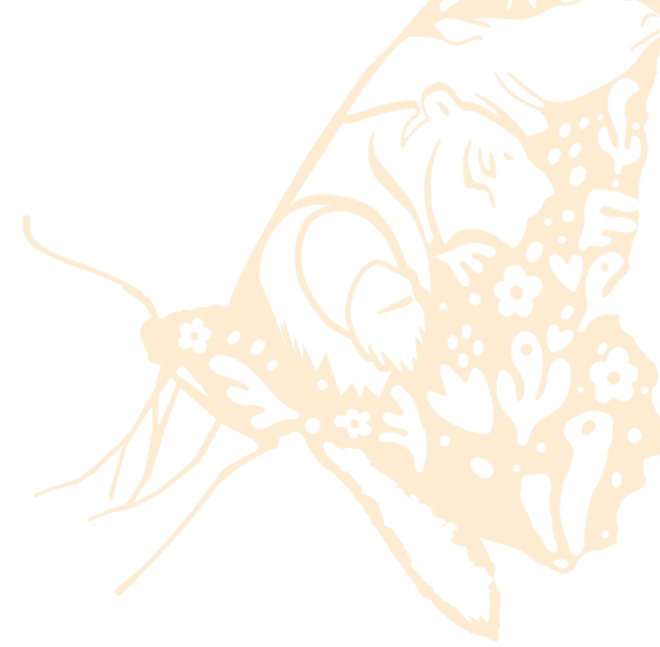
Mongolia Butterfly Conservation

Thanks to The Trust for Mutual Understanding, we expanded our efforts and continued our vital butterfly conservation work in Mongolia.

In summer of 2023, our team eagerly traveled to Mongolia to collaborate with local schools and communities on vital research and conservation efforts aimed at protecting the threatened Parnassius butterfly.

Through educational outreach programs and hands-on fieldwork, we aim to raise awareness about the importance of these beautiful species and their fragile habitat.





Ketambe Butterfly Project – Earning Income to Save Wild Sumatra

Butterfly Pavilion partnered with the Leuser Conservation Forum (an Indonesian nonprofit organization) and Wildlife Protection Solutions to create the Ketambe Butterfly Project. In Ketambe, local community members are hired and trained to raise caterpillars from egg to chrysalis in a sustainable and ethically managed butterfly farm. Chrysalises are sold to butterfly houses in the U.S. to educate the public about the importance of butterflies to our ecosystem, as well as released into the Sumatran ecosystem to help bolster native butterfly populations.

Profits from the program are reinvested into the butterfly farm to grow more native plants and support reforestation and

conservation efforts in the region. Revenue also enables the Leuser Conservation Forum to employ more wildlife rangers who patrol natural areas and stop the poaching of endangered species, such as the Sumatran rhino.

In 2023, Butterfly Pavilion received its first shipment of 300 chrysalises from Ketambe. Sumatran butterflies emerged in our butterfly conservatory, showcasing Indonesia's beauty to visitors.

THE KETAMBE BUTTERFLY PROJECT IS THE **ONLY INTERNATIONAL BUTTERFLY FARM** ESTABLISHED BY AN AZA-ACCREDITED ZOO.



diverse connections strengthen our work

EMBRACING BIODIVERSITY, INCLUDING THOSE WITH BACKBONES

At Butterfly Pavilion, we collaborate with local communities in Colorado and around the world. Our goal is to engage all community members, especially those who are under served, ensuring inclusive outreach. We engage with local communities in all our conservation efforts to foster lasting support through collaboration, essential for sustainable success.

Listening & Learning

With support from the CAMBIO Project and Empowered Ltd, Butterfly Pavilion participated in three community listening sessions in an effort to better understand and improve how Latinx community members experience our zoo and offerings.



As cultural institutions, we have an obligation to meet our communities where they are. Showing up and asking, how can I make myself accessible and show up in your spaces? What can I bring? What does your audience want to see? What do you know?



REACHING THE COMMUNITY

PARTICIPATED IN
LOCAL PRIDE EVENTS

EXPANDED PUBLIC AFFAIRS

GREW COMMUNITY SCIENCE

JOINED SCFD DAY AT
THE STATE CAPITOL

HOSTED OUR FIRST SPRING
INTO CONSERVATION FUNDRAISER

PARTICIPATED IN DENVER'S
MARADE, BROOMFIELD DAYS, AND
WESTY WEST FESTIVALS

HOSTED OUR FIRST
LEGISLATIVE BREAKFAST

CELEBRATED DÍA
DEL NIÑO





Butterfly Ball Colorado

Butterfly Ball Colorado - THE Gala of 2023

Last August, we hosted over **500 supporters** and **raised over \$460,000** for invertebrate research, conservation, and education at another sold out Butterfly Ball Colorado! The 2023 Ball surpassed expectations once again with a butterfly-themed fashion show! Our most important fundraiser of the year, the Ball is critical for us to carry out our mission.



Butterfly Ball Colorado was a colorful and appealing experiential gala. Guests dressed in butterfly-inspired formal wear and enjoyed live entertainment, a mesmerizing monarch tent, a wine pull, dinner, drinks, a 360 photo booth, invertebrate VR stations, and a fabulous auction!



Butterfly Ball Highlights -

Long-time volunteer Steve Chady received the annual Pioneer Award for his dedication to Butterfly Pavilion, and John Fair and Marcela de la Mar received the Monarch Award for their partnership with Butterfly Pavilion.

emerge: growing for the future

Butterfly Pavilion built critical partnerships in 2023 as we continue to spread our wings for the future of invertebrate research, conservation and education. We expanded our government relationships on all levels, raising the profile of Butterfly Pavilion with elected officials, and sharing our impact and need for future expansion.

Butterfly Pavilion has been sparking curiosity and changing perceptions of invertebrates for almost 30 years! As we continue to grow, the new Butterfly Pavilion will become the hub of innovation and inspiration for scientists and researchers studying these critical species.



We invite you to help us build the new global hub for invertebrate education, research and conservation.

There are many ways to support the future Butterfly Pavilion. Visit emerge.butterflies.org to learn more.



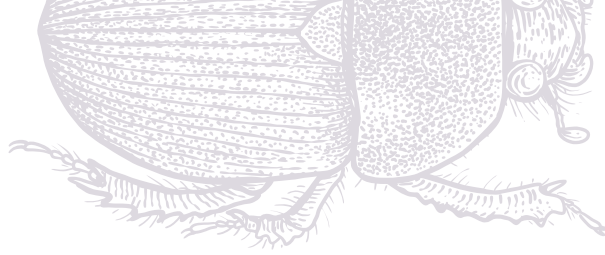
Sharing Our Emerge Story at the Capital

Rosie made her way to both the Colorado House and Senate chambers for tributes. She was the second animal to be invited to the senate floor during our first legislative breakfast at the Colorado State Capital. Rosie joined members from both congressional chambers to spread the word of the new Butterfly Pavilion.





Research Outpost



our heroes

WE COULDN'T DO IT WITHOUT OUR VOLUNTEERS. THEY ARE THE CHAMPIONS IN THIS JOURNEY TO A PLANET WITH THE DIVERSITY WE ALL NEED TO THRIVE

Helping Grow Leaders In Our Community

Our High School internship program worked with Arrupe Jesuit High School to host eight students in 2023. Arrupe Jesuit High School's mission is to provide students with limited economic resources a premier educational

experience through rigorous academics, faith formation, and discernment, along with a unique work-study program that fosters community, opportunity, leadership, and personal growth. In addition to our eight interns, Arrupe Jesuit students were also invited to create artwork for our Monarch Magic ofrenda!

**OVER 775
VOLUNTEERS**

**22,722
HOURS**

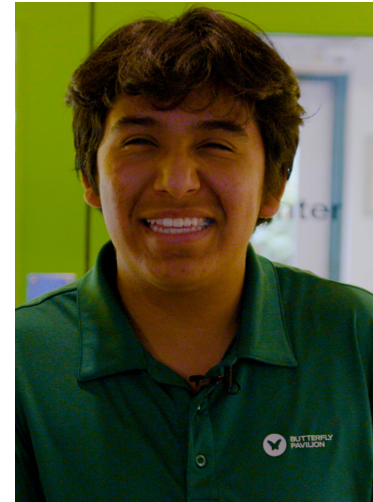
OF TIME CONTRIBUTED
BY VOLUNTEERS

HOSTED 8
STUDENT INTERNS FROM ARRUPÉ
JESUIT HIGH SCHOOL

VALUE OF TIME DONATED
\$803,435



Volunteers at Bio-Blitz with Colorado State University and Butterfly Pavilion.





We couldn't do it without our donors!

Because of our generous donors, we continued to spark curiosity and compassion for invertebrates and grow our conservation efforts in 2023! We are incredibly grateful to all of our donors for helping us **create a future thriving with biodiversity!** We couldn't have accomplished all this – and much more – without you!



1ST FIRST
**MUNICIPAL CERTIFIED
POLLINATOR DISTRICT™**
IN MANITOU SPRINGS

REACHED 427,008 GUESTS,
**RAISING AWARENESS ABOUT
THE CRITICAL ROLE OF
INVERTEBRATES!**

**RESCUED 5,000 CORAL IN
THE FLORIDA REEF TRACT**
DURING A DANGEROUS
HEAT WAVE.

MONARCH MAGIC CONNECTED
GUESTS WITH THE
**SIGNIFICANCE OF MONARCH
BUTTERFLIES AND
DÍA DE LOS MUERTOS,**
OR DAY OF THE DEAD.

CARED FOR ANIMALS FROM
EVERY CONTINENT BUT
ANTARCTICA!

SUSTAINABLE BUTTERFLY FARM
**CREATED JOBS AND HELPED
REDUCE POACHING OF
ENDANGERED ANIMALS**
IN SUMATRA.

**LISTENED AND LEARNED
FROM LATINX
COMMUNITY MEMBERS**
HOW THEY EXPERIENCE OUR
EXHIBITS AND PROGRAMS.

**REDUCED DANGEROUS
HUMAN-ELEPHANT
ENCOUNTERS**
FROM 267 TO 6 WITH BEE
FENCING IN TANZANIA,
INCREASING POLLINATORS AND
LOCAL INCOMES.



thank you!

We want to provide our heartfelt gratitude to all of our **generous donors** who made our important research, conservation and education possible in 2023. Because of you, we were able to expand our connections within the Colorado community and around the world, as we transform the way people think about invertebrates!



An investment in the future of invertebrates is an investment in our own future and for generations to come. It's up to us to ensure they're preserved.

Please give today at **butterflies.org/donate**



WE ARE GRATEFUL TO OUR CO TO SUSTAIN CRITICAL

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City of Boulder

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City of Westminster	Huntington National Bank	National Environmental Education Foundation
CO Dept of Human Services (CDHS)	Hyland Hills Parks and Recreations	Next50 Initiative
Collaborative of the SCFD	Institute of Museum and Library Services	OZ Architecture
Community First Foundation	Intrepid Benefits	Photobucket
Community Foundation Boulder County	Jax Mercantile Co.	Pollinator Partnership
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| leadership

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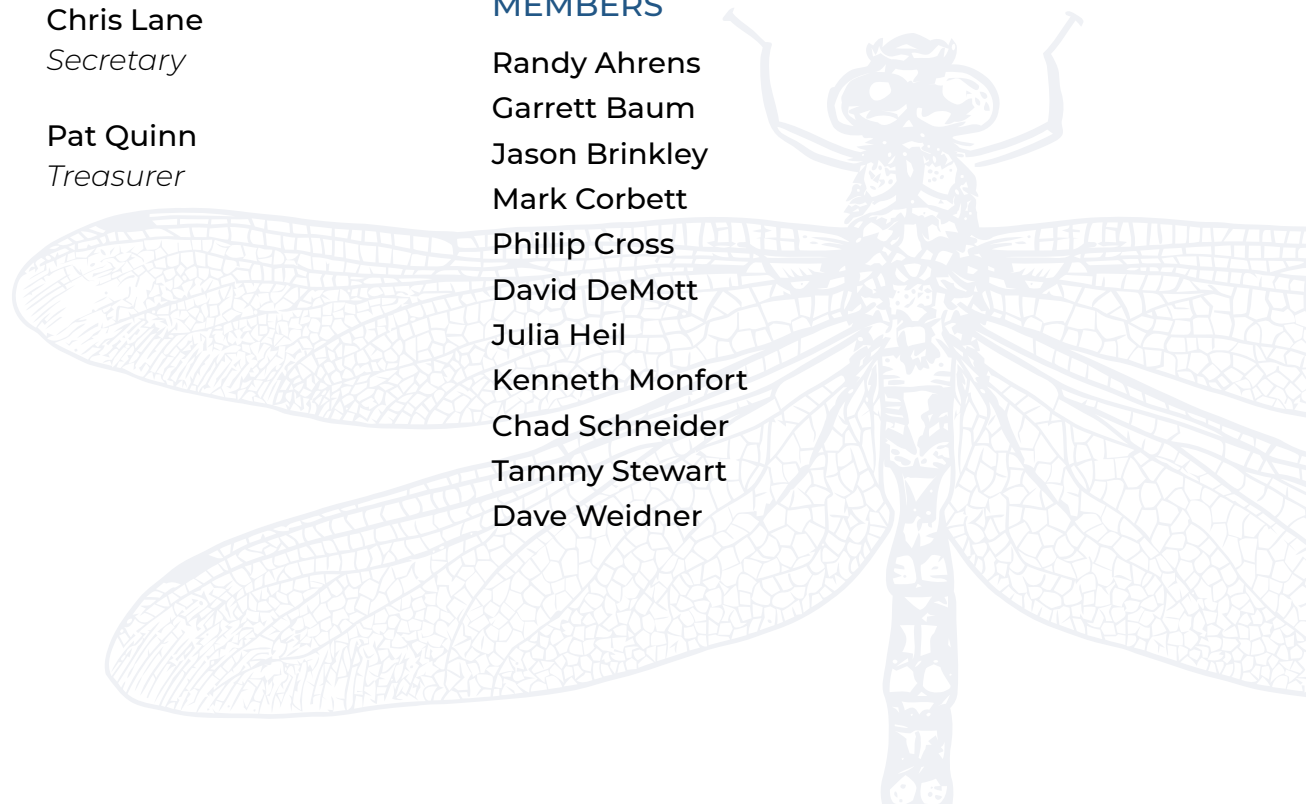
Julia Heil

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financial overview

In 2023, Butterfly Pavilion **served 427,008 people**, an increase of 13% over 2022. Unrestricted revenue exceeded the prior year by over \$700,000, with the greatest areas of growth in visitor services and membership (\$255,276), gift shop net of cost of goods sold (\$111,541), and SCFD(\$293,938).

Our cash and cash equivalents totaled \$4.8M at the end of 2023, compared to \$2.5M at the end of 2022. This change is mainly due to the collection of capital campaign pledges and the employee-retention tax credit receivable.

Program expenses increased, totaling 63% of all spending in comparison to 60% in 2022.

Butterfly Pavilion Statement of Financial Position For year ending December 31, 2023

Assets

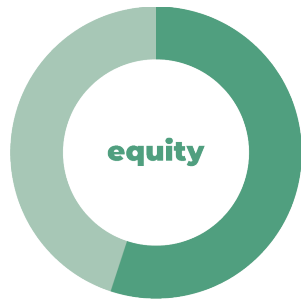
Current Assets	\$7,575,897
Fixed Assets	\$2,969,199
Other Assets	\$185,788
Total Assets	\$10,730,884

Liability & Equity

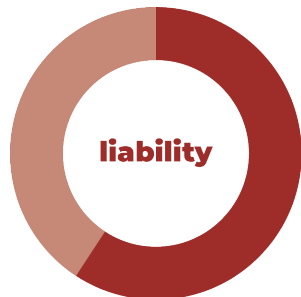
Current Liabilities	\$951,199
Long-Term Liabilities	\$650,000
Total Liabilities	\$1,601,199
Net Assets w/ Restriction	\$5,007,877
Net Assets w/out Restriction	\$4,121,808
Total Equity	\$9,129,685
Total Liability & Equity	\$10,730,884



- CURRENT ASSETS
- FIXED ASSETS
- OTHER ASSETS



- NET ASSETS
W/ RESTRICTION
- NET ASSETS
W/OUT RESTRICTION



- LONG TERM
- CURRENT





BUTTERFLY
PAVILION

6252 W. 104th Avenue
Westminster, CO 80020



We Fund
Culture.
SCFD

ASSOCIATION
OF ZOOS &
AQUARIUMS