



BUTTERFLY  
PAVILION

# impact report 2025

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Conservation  
Begins with  
Connection



# a letter from the CEO

Butterfly Pavilion was built on the belief that invertebrates, so often overlooked and misunderstood, are essential to life on Earth. They are the tiny giants that pollinate our crops, clean our soils, and hold our ecosystems together. From pollinator decline to habitat loss, the challenges facing our ecosystems are urgent. But so are the opportunities, and there is a growing public hunger to understand, connect, and act. That intersection is exactly where we belong.

When I joined Butterfly Pavilion in May 2025, I spent my first weeks listening. I met with staff, board members, donors, community partners, and our friends at the City of Westminster. What I heard across every conversation was the same thing: a deep belief in this organization and a readiness to move forward together with clarity and shared purpose.

In 2025, 435,000 guests walked through our doors. Each visit was a moment when someone, often for the first time, saw a butterfly land on their hand or held a tarantula and realized they were not afraid. Connection does not start with a lecture. It starts with curiosity. Our job is to create the conditions for that.

Inside the organization, 2025 was a year of intentional investment. We focused on what matters most: elevating the guest experience, strengthening our financial foundation, and caring for the people who make this mission possible. The result was a significant improvement in our financial position. That fiscal strength gives us the freedom to be bold and pursue the future with confidence rather than caution.

The foundation is strong. The team is aligned. And the mission has never been more relevant. Thank you for your investment of dollars, time, and trust. It is what allows us to keep building something worth believing in.

— **Ryan Welch,**  
**President & CEO**



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# local impact

## Your Support Delivers Measurable Results Close to Home.

Butterfly Pavilion's local conservation work is focused, applied, and built for impact, restoring habitat where people live while strengthening pollinator populations across Colorado.

Butterfly Pavilion hosts community led science projects such as Colorado Butterfly Monitoring Network that utilizes hundreds of volunteers. In 2025, Butterfly Pavilion published papers in four scientific journals.

### Urban Prairies Project (UPP)

Transforms degraded public lands into thriving pollinator habitat through invasive removal, native plantings, and long-term stewardship.

**2,500+**



acres of native  
habitat restored  
since launch

**550+**



acres restored  
in 2025 alone

Projects span municipal open space, parks, school grounds, and community corridors, and sites remain publicly accessible and actively maintained

### Firefly Lifecycle Project

Advances groundbreaking conservation of Colorado's native fireflies through research, rearing, and public engagement

- Butterfly Pavilion was one the first organizations to successfully breed and rear a native Colorado firefly species to adulthood under human care
- Built critical scientific knowledge to support long-term conservation and future restoration of vulnerable firefly populations
- Raised public awareness of Colorado's native fireflies and the habitats they need to survive

### Healthy Habitat Gardening Program

Creates high-quality pollinator habitat at senior living, assisted living, and rehabilitation communities

- Native, regionally appropriate plantings designed for accessibility and sensory engagement
- Improved soil health, biodiversity, and four-season ecological value
- On-site therapeutic garden programming supporting resident wellbeing
- Converts underutilized land into living infrastructure that strengthens biodiversity and climate resilience



# global impact

From Local  
Support to  
Global Solutions

## **Saving the Monarch Migration** | Mexico

Restored **435 acres** of monarch overwintering habitat in the Monarch Butterfly Biosphere Reserve. **Planted 100,000 oyamel fir trees** to protect critical migration forests.

## **Bees for Elephants** | Tanzania & Botswana

Completed our largest bee fence to date, spanning 3.75 miles. Reduced human–elephant conflict by up to 90 percent, with expansion underway in Botswana.

## **Stingless Bees: Guardians for the Forest** | Ecuador

Rescued and protected 15 sting less bee colonies totaling 150,000 native bees. Supporting pollination of up to 150 million fruits annually.

## **Butterfly Farm** | Indonesia

Supporting butterfly conservation through rearing and population monitoring.

## **Butterfly Restoration** | Mongolia

Supporting restoration of five endangered Parnassius butterfly species. Focused on habitat resilience and expanding invertebrate education in the ecosystems.

## **Pollinator Sanctuary** | Turks & Caicos Islands

Measuring and documenting pollinator populations across 19 acres. Tracking ecosystem health to guide long-term conservation investment.





# education & access

Education is central to Butterfly Pavilion's mission and values. In 2025, we created inclusive, hands-on learning experiences that sparked curiosity, built confidence, and made science accessible to learners of all ages.

## 103,000



children reached annually through on site, school, and community programs

## 63,000



hours of STEAM education delivered each year

## 702



community schools and partners served across Colorado and the region

These programs support educators and families while helping young people understand the role invertebrates play in healthy ecosystems and daily life.

### North Metro Program Highlight

In partnership with North Metro, Butterfly Pavilion expanded access for families of neurodivergent children and children with cognitive and developmental disabilities. A dedicated zoo buyout removed common barriers to participation and created an environment centered on comfort, connection, education, and fun. Families experienced the zoo at their own pace, supported by staff and surrounded by others who shared similar needs.

***"It was the first time we attended a public event without worrying we'd have to leave early. Our child was able to explore freely, stay engaged, and left with a smile."***



# at butterfly pavilion

Butterfly Pavilion exhibits allow for powerful close-up interactions with invertebrates, connecting people to the small creatures who sustain life.

**435,000**



guests welcomed

**360**



invertebrate species cared for

## Legacies: Invertebrates of Mexico

Exploring the connection between invertebrates and Mexican culture through food, art, medicine, and spirituality, this exhibit showcased Indigenous knowledge and the role of species like ants, tarantulas, and millipedes in daily life.

## Beyond the Hive

Highlighting the diversity of Colorado's native bees in partnership with Colorado State University. Focusing on the challenges they face, and actions guests can take to support them.

## Florida Reef Tract

Advancing invertebrate conservation along the Florida Reef Tract through research, partnership, and habitat-focused restoration efforts.

## AZA Conservation Programs

ASSOCIATION OF ZOOS & AQUARIUMS

Actively contributing to **AZA SAFE, SWARM, and SSP programs**, strengthening collaborative species recovery and population sustainability nationwide.

Butterfly Pavilion runs over a dozen conservation and research projects on the campus beyond the impactful programs highlighted here.



# partnerships make it possible

## Why Partners Choose Butterfly Pavilion

Our work is made possible through partnerships with corporate partners, foundations, government agencies, individual donors, and volunteers who care deeply about the natural world and the people connected to it. These partnerships strengthen our programs and help turn ideas into meaningful outcomes. Together, we protect vital habitats, inspire curiosity through hands-on learning, and advance conservation that is thoughtful, collaborative, and lasting.

We are deeply grateful to the individuals and volunteers who gave their time, energy, and resources to support this work. Their belief in our mission helped bring these efforts to life, and what we accomplished this year reflects a community that continues to show up for conservation, education, and the protection of the small animals that sustain our world.

In particular, we thank the City of Westminster for its enduring support of our organization and mission. Their leadership in advancing pollinator health today and for future generations is making a meaningful difference in our community and the ecosystems we share.

### Corporate Partners

5280 Magazine	DaVita	Playhouse	Soar Autism Center
Association of Zoos & Aquariums	Donor Alliance, Inc.	Monfort Companies	Southwest Airlines
BAE	Erickson Senior Living	MPLX (formerly Marathon Petroleum Company)	Squishable
BEE Happy LLC	First Western Trust	Mytech Partners	Strategus
Biscuits & Berries Catering Company	FirstBank	National Charity Services	Swallow Hill Music Association
Boeing	Greenberg Traurig Law	Nike	Sweet Wellness
Brightspeed	Hammonds Candies	Niwot Business Association	Target
Charles Schwab Corporation	Infinitus Inc.	Oracle	Trader Joe's
CharterUp	Intrepid Benefits	OZ Architecture	University of Colorado
Chevron	Kimco Realty	Prairie Mountain Media	VicJon Enterprises, Inc.
Children's Hospital Colorado	Local Hive Honey	PwC	Westminster Bee Club
Colorado Ballet Company	Long Building Technologies	Reamsnyder Media	Wildlife Protection Solutions
Colorado Parent	Metrodonic	Reefs to Rockies	Workday
Community Shares of Colorado	Metronet	Rodeo Dental & Orthodontics	Young Americans
Costco	Milgrom Law, P.C.		
	Miner's Alley		

### Foundations

Charities Aid Foundation America (CAF)	Foundation Trust	The Colorado Trust Matching Contributions Program
Colorado Gives Foundation	Julia Heil & Family	The Elephant Fund
Colorado State University	Liberty Gives Foundation	The Gamez Family Foundation
Creating Healthier Communities (CHC)	McInness Charitable Trust Fund	The Terra Foundation
DailyKarma Foundation	Our Change Foundation	Trust For Mutual Understanding
Eaglemere	PayPal Giving Fund	University of Colorado Foundation
Entomological Society of America	Schlessman Family Foundation	Virginia W. Hill Foundation
Genessee Mountain Foundation	Schoelzel Family Foundation	Wagner Family Giving Fund
Harmes C. Fishback	Tappen Clancy Foundation	Xcel Energy Foundation
	The Collaborative of the SCFD	

### Government & Public Agencies

Boulder County Parks & Open Space	Bureau of Land Management (BLM)	City of Westminster
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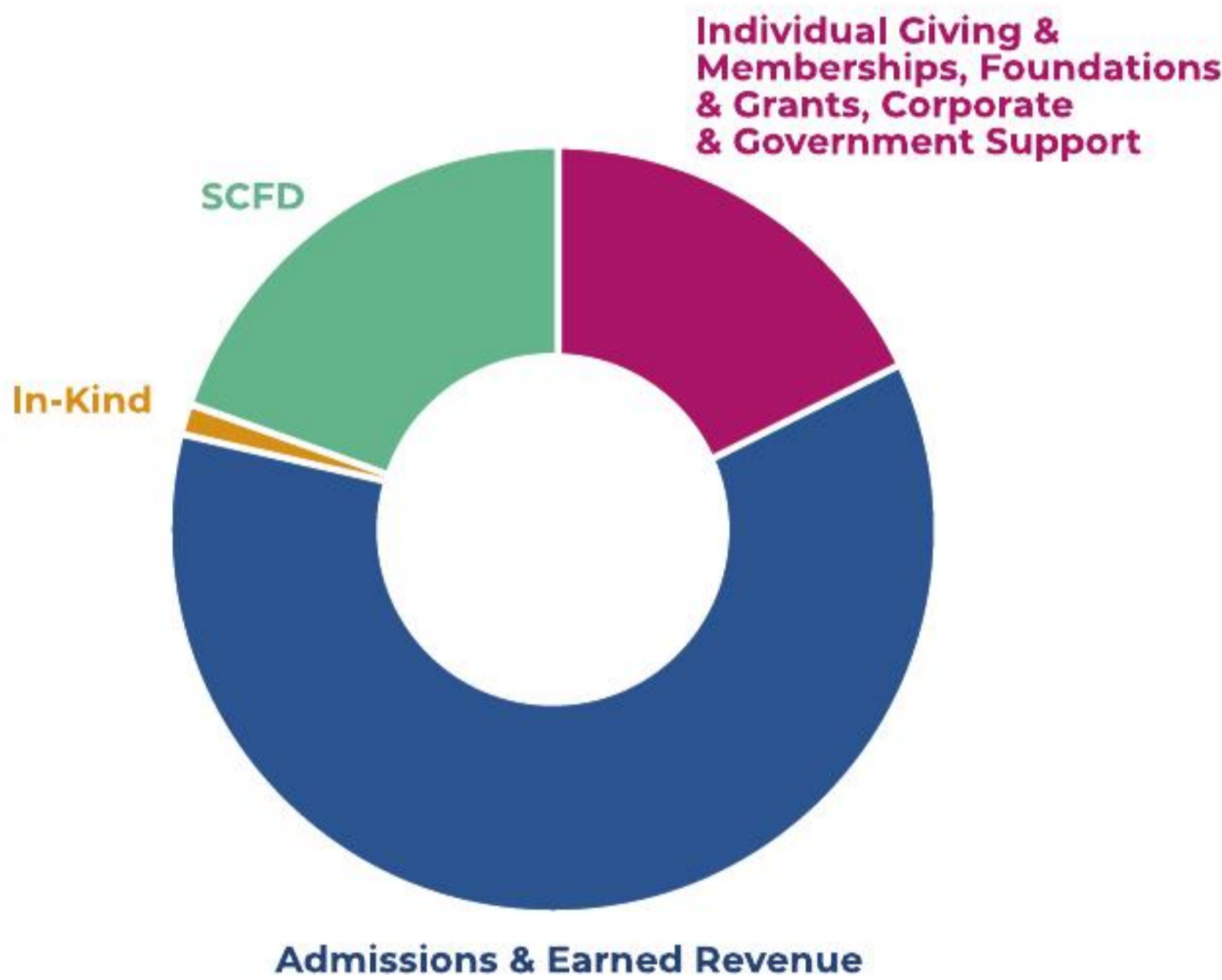
# financial snapshot

In 2025, Butterfly Pavilion generated \$585k in operating surplus, funds that strengthen our foundation and accelerate our mission. For the first time, we've reached 6 months in operating reserves, a milestone that protects our work and team through whatever comes next. Nearly two-thirds of every dollar spent went to animal care, research, and education.



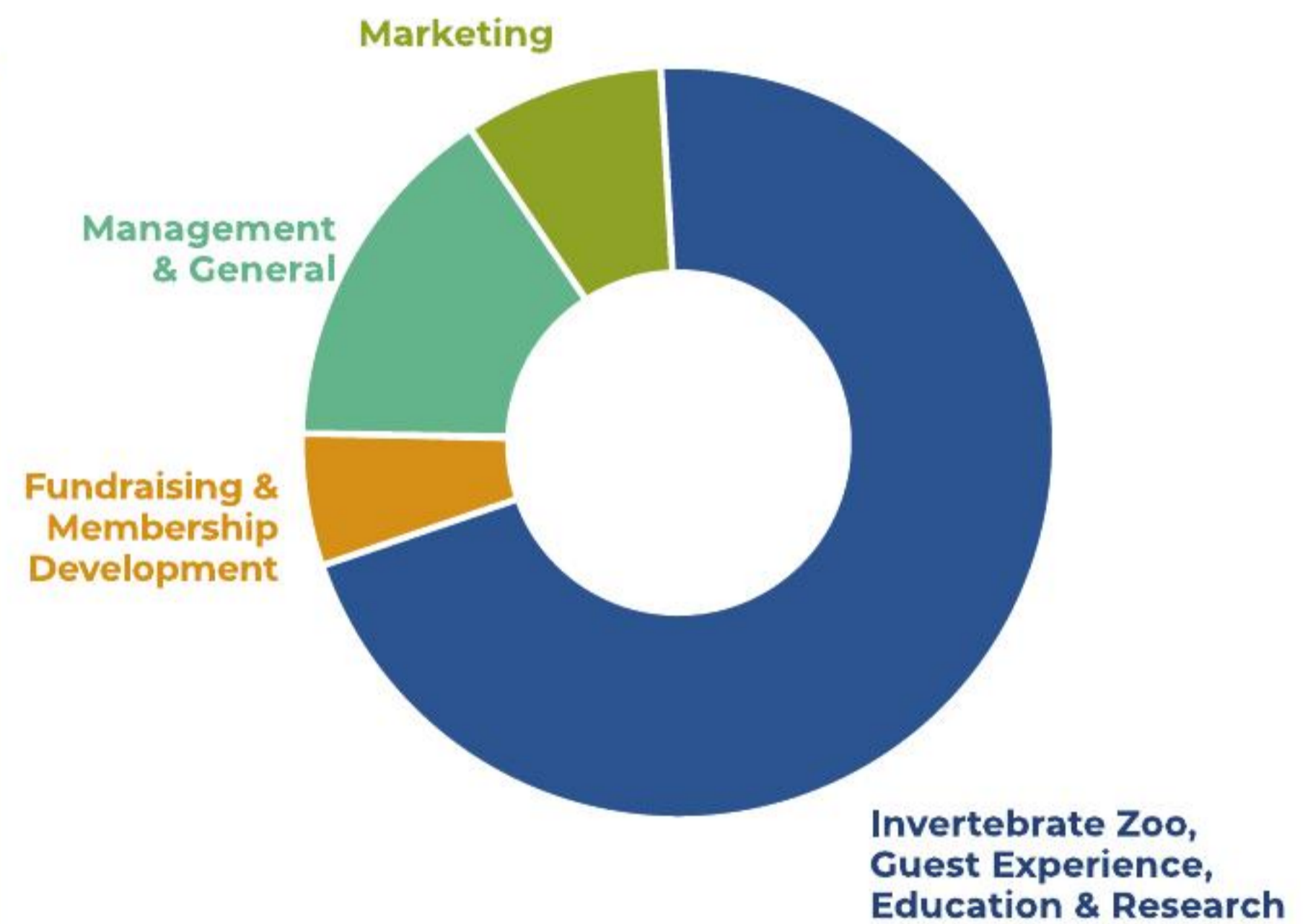
## 2025 FINANCIAL OVERVIEW

- \$7,811,802 total operating revenue
- \$7,226,672 total operating expenses



## FUNDING SOURCES

Admissions & Earned Revenue	61%
SCFD	20%
Individual Giving & Memberships, Corporate & Government Support, Foundations & Grants	18%
In-Kind	1%



## WHERE OUR FUNDS GO

Invertebrate Zoo, Guest Experience, Education & Research	72%
Management & General	14%
Marketing	8%
Fundraising & Membership Development	6%



# looking ahead: 2026 & beyond

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## Butterfly Pavilion is Preparing for a Bold Next Chapter.

We are shaping a transformational vision for the future: one that expands our impact, strengthens long-term sustainability, and deepens how people connect with invertebrates, science, and conservation.

At its core is the opportunity to re-imagine our campus as a more modern, immersive, and connected environment for the next 30 years. This is about more than physical space. It is about creating a living landscape where habitat, learning, and public space come together in ways that are

inspiring, accessible, and built to last from trails to outdoor classrooms and interactive habitats.

By continuing to invest in excellence, we can enhance the guest experience, expand education and camp spaces, support stronger conservation outcomes, and deepen our role as a community connector. We also see an opportunity to link Butterfly Pavilion more intentionally with the surrounding area, creating a place where nature, neighborhood, and discovery intersect.

With expanded partnerships and long-term investment, Butterfly Pavilion can do even more in Colorado and around the world. This next chapter will not be possible without supporters who believe in our mission. We invite you to stay close as this vision unfolds and help shape what comes next.





# BUTTERFLY PAVILION

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ASSOCIATION  
OF ZOOS &  
AQUARIUMS