



MBF Strategy

Partnerships

We collaborate with and encourage the participation of individuals and local non-profit organizations in the Monarch Butterfly Biosphere Reserve.

Forest Conservation

We support comprehensive, science-based reforestation and conservation projects that engage local communities.

Scientific Research & Monitoring

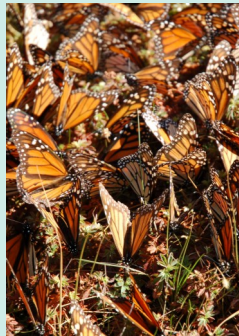
Recognizing that sound science is key to effective conservation, we support scientific research, including habitat and species assessments, with direct relevance to conservation in the overwintering sites. Our research funding supports scientists studying ecology and the conservation of monarchs in México.

Education & Outreach

We support environmental education programs that lead to a greater understanding, appreciation, and support of the challenge of monarch conservation.

Sustainable Development

We support the livelihood of local residents by encouraging artisan projects, and activities that increase tourism-related income.



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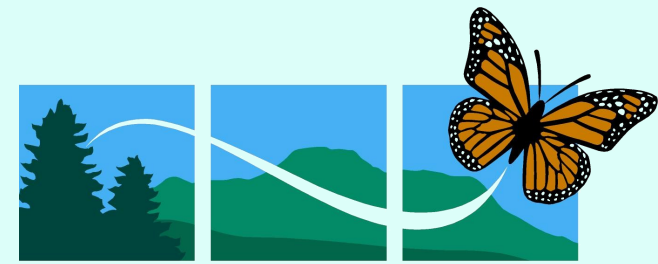
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MONARCH BUTTERFLY FUND
Conserving the Migration

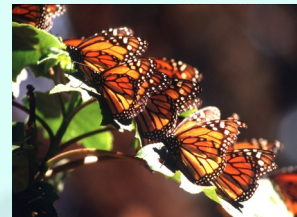
www.monarchconservation.org

Mission

Foster the conservation of North American monarch butterflies and their migration through habitat restoration, research, monitoring, education and community development in and near the monarch overwintering areas in México.

Donations

Send donations to:
Monarch Butterfly Fund
c/o Karen Oberhauser
2078 Skillman Ave. W.
Roseville, MN 55113



or click on the Donations tab on our home page at:

www.monarchconservation.org



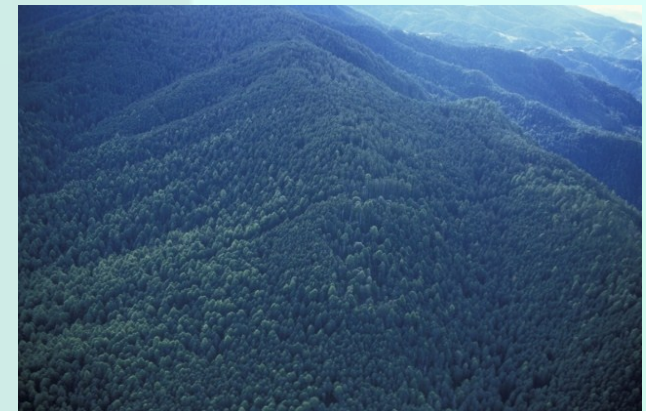
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About MBF

The Monarch Butterfly Fund (MBF) has developed a four-pronged approach to promoting conservation of the monarch migratory phenomenon while working closely with people who live in and near the Monarch Butterfly Biosphere Reserve: reforestation and forest management, economic development, environmental education, and conservation-related research.

Guiding Principles

Interconnectedness

Long term conservation of the monarch butterfly must include the well-being of local communities. Our approach is sensitive to the cultural and economic realities of the region.

Science Based

MBF is guided by and applies the best available science in determining its priorities, conducting its activities, and evaluating its effectiveness.

Collaborative approach

We seek out and establish international partnerships among groups and individuals from México, the United States and Canada that share common interests in forest restoration and monarch butterfly conservation.

Transparency

We deal openly and directly with all stakeholders, encouraging the sharing of information resulting from our own research and that conducted with support from our donors.



Monarch Butterflies

Each fall, several hundred million eastern North American monarch butterflies migrate up to 2,500 miles to overwinter in the high-altitude Oyamel fir forests of central Mexico. The monarch migration is the most spectacular two-way migration carried out by an insect.

The forests are limited to an area of about 60 square miles and provide unique microclimatic conditions that allow monarchs to survive the winter. Forest degradation is putting this amazing migration in peril.



Monarch Fun Facts

- ◆ Adult monarchs have a wingspan of approximately 9 to 11 cm and an average weight of about half a gram, which is about the weight of a paper clip!
- ◆ Butterfly wings are densely covered with scales which improve their aerodynamic efficiency. The upper surface of the thorax is covered with long hair-like scales that help retain heat.
- ◆ Monarch butterflies form colonies of about 50 million butterflies per hectare and remain in tight clusters for up to 5 months before the spring migration.
- ◆ In the past, Purepecha Indians who live in the overwintering region considered monarchs the souls of the dead and interpreted their arrival as the announcement of the visit by the departed, since it coincides with the second day of November when Mexicans celebrate “El Día de los Muertos” (the Day of the Dead).

The Monarch Butterfly Biosphere Reserve

Conservation of the monarch butterfly's winter habitat has posed a challenge for Mexican authorities because the area is populated by communities of people who have traditionally depended on the forest for their livelihood.

Official attempts to conserve the overwintering sites began in 1986 with the establishment of the 16,110 hectare **Monarch Butterfly Biosphere Reserve**. In 2000 the area was expanded to 56,259 hectares and in 2008 it was designated as a **UNESCO World Heritage Site**.

The Monarch Butterfly Biosphere Reserve establishes key areas where the monarchs overwinter as Natural Protected Areas. This official designation provides the legal structure to implement strategies geared towards protection of the forests where the monarchs congregate.

