MONARCH JOINT VENTURE

2024 ANNUAL REPORT

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ABOUT US

The Monarch Joint Venture (MJV) is a national nonprofit organization committed to conserving monarch butterflies, other pollinators, and overall biodiversity. Since 2008, MJV has brought together federal and state agencies, nonprofits, community groups, corporations, and academic institutions across the United States around the shared goal of protecting monarchs and their iconic migration.

As a leader in North American monarch conservation, MJV advances its mission through science-based education, habitat restoration, monitoring, and strategic partnerships. MJV's work spans the country—creating and enhancing high-quality habitat, disseminating knowledge, engaging both partners and the public in conservation action, and supporting scientific research to inform and strengthen conservation outcomes.

Mission

Our mission is to protect monarchs and their migration by collaborating with partners to deliver habitat conservation, education, and science across the monarch range.

Vision

Our vision is thriving monarch populations that sustain the monarch migration into perpetuity and serve as a flagship for the conservation of other plants and animals.

Values

- **Conservation:** The grassroots work we do for monarchs and their habitat fosters resilient ecosystems and sustainable actions for the long-term health of our planet.
- **Science:** The latest research guides our evolving conservation practices and leads our community engagement efforts.
- **Inspiration:** Educational efforts not only provide the latest scientific information but also inspire others to be curious and take conservation actions that fit the needs and resources of their communities.
- **Partnership:** Authentic, supportive, and mutually respectful engagement with stakeholders from across North America leads to scalable and sustainable solutions.
- **Leadership:** Bringing people together allows us all to work more effectively toward common goals while leveraging our various industries, backgrounds, and areas of expertise.
- **Inclusiveness:** Broad collaboration with stakeholders from diverse backgrounds creates an equitable environment for growth, sustained involvement, and innovation.

Learn more about the MJV at
monarchjointventure.org/about-us

©Wendy Caldwell

A Letter from the Executive Director



As I write this in early 2025, I do so with mixed emotions—reflecting on an incredibly successful 2024 while also grappling with the reality of a challenging and uncertain start to the new year.

2024 was a standout year for the Monarch Joint Venture—full of momentum and measurable success. Our programs expanded, our partnerships deepened, and our teams truly found their rhythm. We witnessed incredible momentum across the organization—new habitat projects took root, education efforts reached broader audiences than ever before, and our collaborative work with agencies and organizations across North America pushed monarch and pollinator conservation forward in meaningful ways. 2024 positioned us for growth, innovation, and impact.

But the tone has shifted in 2025. In just the first quarter, we—and many of our nonprofit peers and government collaborators—have been met with a wave of hardship. Ongoing funding uncertainties, the suspension or cancellation of several projects we had anticipated, and the departure of numerous long-standing collaborators at key federal agencies—many of whom were instrumental in advancing joint conservation initiatives—have significantly disrupted our momentum. These unforeseen challenges have reshaped our landscape and forced us to confront uncertainty head-on. While the road ahead is unclear, what remains constant is our unwavering commitment to the mission and foundation built through the efforts of our staff, partners, and supporters in 2024.

This annual report highlights the accomplishments of a year that set us up for success—work that continues to inspire and guide us even now. As you read through these pages, I hope you feel the energy, dedication, and optimism that fueled our 2024 efforts. It is that same spirit we are leaning on as we navigate the complexities of 2025.
Thank you for standing with us—through the triumphs and the trials. Together, we will continue to champion the monarch butterfly and the ecosystems it represents.

With gratitude,

Wendy Caldwell

Wendy Caldwell
Executive Director

©Jacob Koenig

A Letter from the Board



In considering the work of Monarch Joint Venture (MJV) from the first quarter of 2024 through the first quarter of 2025, I can't help but reflect that it has been a time of unprecedented opportunity and a time of extraordinary challenges. Along with pride in our accomplishments, we recognize it is a time to meet difficulties with resilience and resolve.

Last year began with the acceptance of a historically significant parcel of land, the 20-acre Prairie Oaks campus in Belle Plaine, Minnesota. This family-owned farm, renowned for its soil and water conservation efforts since 1905, also contains natural areas and meandering paths as well as a scenic homestead with farmhouse and outbuildings. MJV staff immediately began the critical work of seamlessly incorporating this generous gift into the long-term strategic plan. Our staff envisions harnessing the opportunities of this space to embody our mission of conserving monarchs and other pollinators through the application of the latest science, providing educational opportunities, and involving our community at a local and national level. Along with the promising acquisition of the Prairie Oaks Campus, this report documents a year of successful strategic growth in programs as well as continued progress in relationships with partners in research, business, and academia.

Our collective optimism has been greatly tested as the new year of 2025 began with exceptional challenges in our traditional funding sources—challenges that were also felt by many organizations throughout the non-profit sector. As our staff and board are quickly pivoting to new models to sustain our work and meet the challenges of these unprecedented times, I am optimistic that MJV will continue to thrive, as we remain committed to adapting to current and future challenges with resilience and an unshakable belief in our collective work to protect monarch and pollinator habitat across North America.

As we face the future, thankful for the year's many highlights and learning from its challenges and obstacles, we humbly and gratefully acknowledge the support we have received from individuals and partner organizations who, like our staff and board, are united in an unwavering commitment to our shared mission.

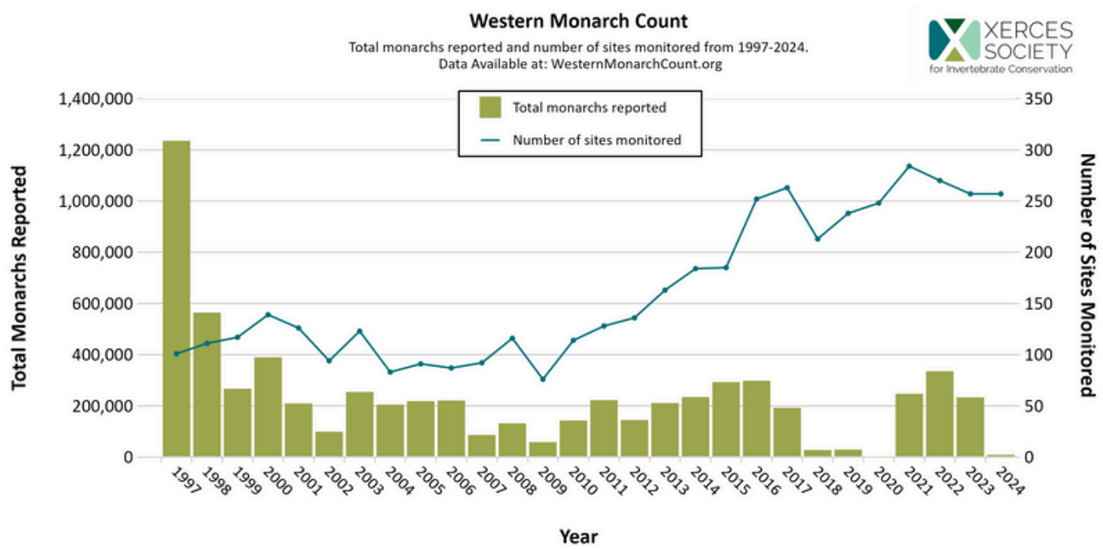
With respect and gratitude,

Thelma E Redick

Thelma E. Redick
Board Chair
Monarch Joint Venture

©Robert Seilheimer

Western Monarch Population



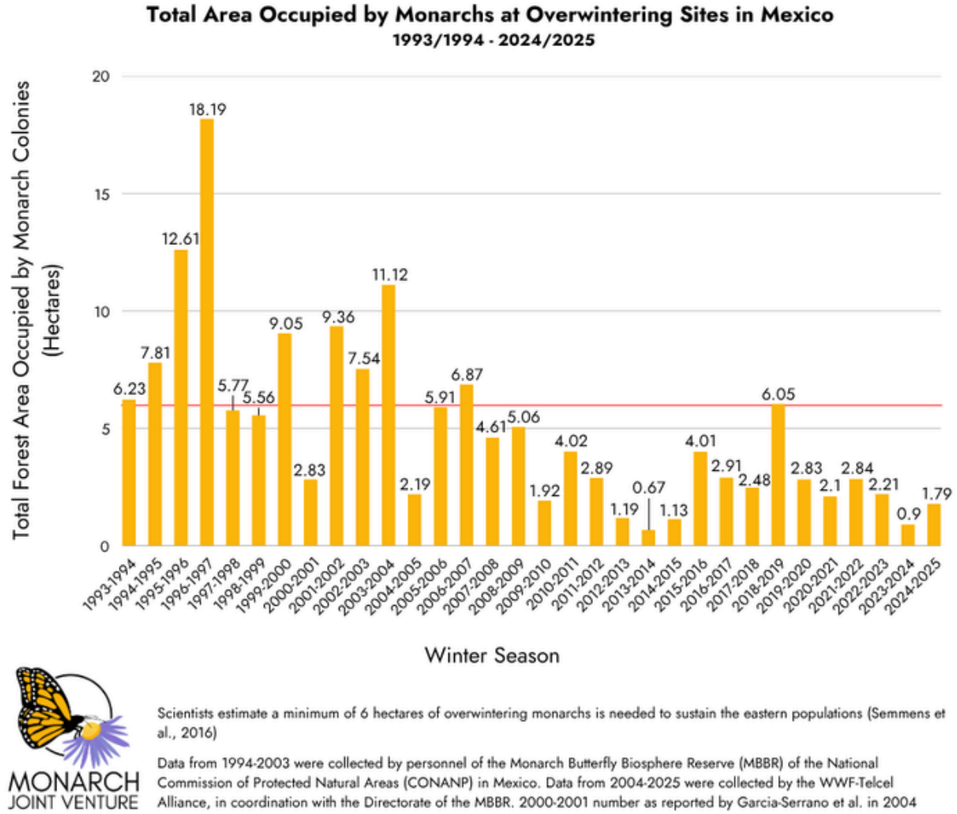
Total monarchs reported and number of overwintering sites monitored for the Western Monarch Count from 1997 to 2024. Image credit: Xerces Society

For over 25 years, The Xerces Society has led the Western Monarch Count, a community science effort dedicated to tracking the migratory western monarch butterfly population. Each year, volunteers and conservation organizations conduct surveys at overwintering sites along the Pacific coast—from Mendocino County, California, to Northern Baja, Mexico—and at inland sites in Arizona and California's Saline Valley. During the 2024-2025 season, over 400 volunteers and partners participated in the effort, surveying over 250 overwintering sites and recording a peak population of just 9,119 monarch butterflies.

The latest count marks a sharp decline compared to the past three years when annual reports consistently recorded over 200,000 monarchs. Researchers believe that in the 1980s, more than 4.5 million monarch butterflies spent the winter in California (Schultz et al. 2017). While we don't know the exact threshold, Schultz et al. 2017 suggest that at least 30,000 butterflies is the minimum population needed to ensure the western migration survives.

Several factors, including temperature, rainfall, and the availability of milkweed and nectar resources across the western range, influence the annual influx of butterflies to overwintering sites. As we work together to collect data to understand western monarch population dynamics and threats, we must also scale up landscape conservation efforts. To help sustain and grow this population, we must seek opportunities to produce more widespread and higher-quality habitat across the western landscape.

Eastern Monarch Population



The eastern monarch butterfly population in Mexico's oyamel fir forests this past winter occupied 1.79 hectares, according to the latest survey released by the World Wildlife Fund-Telmex Telcel Foundation Alliance (WWF) and the National Commission of Protected Natural Areas in Mexico (CONANP). This represents a 99% increase from last year's 0.9 hectares in the 2023-2024 overwintering season.

Researchers survey the eastern monarch population each winter when the butterflies cluster together in their overwintering sites in Mexico. Instead of counting individual monarchs, scientists estimate the population size by measuring the area of the trees the butterflies are occupying (in hectares). Each hectare is approximately 2.47 acres or just over two American football fields. While the number of monarchs per hectare can vary, estimates suggest there are between 20-30 million monarchs per hectare (median of 21.1 million, according to Thogmartin et al., 2017). According to Semmens et al., 2016 a threshold of at least 6 hectares of overwintering monarchs is recommended to support a sustainable eastern migratory population.

Habitat Program Initiatives



Monarch caterpillar on California milkweed (Asclepias californica) ©Anna Haggenjos

The Monarch Joint Venture habitat program is dedicated to establishing, enhancing, and protecting monarch habitats nationwide. Addressing the loss of breeding habitat—a key factor in the monarch population's decline—is at the heart of our mission. Equally vital is our emphasis on projects that benefit both pollinators and people. By incorporating solutions for other pressing conservation concerns, such as soil health, water quality, and carbon sequestration, our habitat work supports healthy ecosystems that foster resilient, thriving communities.

All Hands on Deck

Embracing the "all-hands-on-deck" approach, MJV's habitat team collaborates across all land-use sectors. This approach includes partnering with row-crop agriculture and grazing lands producers to improve habitat quality and connectivity while maintaining operational profitability, collaborating on garden-scale educational projects with schools and communities to raise awareness and foster local involvement, and supporting public lands projects that provide accessible, high-quality habitats for all to enjoy. With funding assistance from the National Fish and Wildlife Foundation's (NFWF) Monarch Butterfly and Pollinators Conservation Fund, USDA's Natural Resources Conservation Service (NRCS), corporations, family foundations, and individuals, MJV's habitat team supports every opportunity to facilitate on-the-ground habitat projects.

Central Flyway Habitat Technical Assistance

In 2024, with funding support from NFWF, the Monarch Joint Venture provided hands-on support to private landowners in the Central Flyway, helping to create and manage more than 1,100 acres of monarch habitat across the eastern range. This included restoring over 213 acres, transforming underused or degraded land into healthy, pollinator-friendly spaces by planting beneficial native species and preparing the land through activities such as removing invasive plants. MJV staff also helped enhance nearly 900 additional acres of existing habitat by improving plant diversity, adding high-quality native species, and managing unwanted brush or overgrowth to create better conditions for monarchs and other pollinators.

In addition to private lands work, MJV assisted partner-led restoration efforts on public lands in Nebraska, with funding support from NFWF and Nebraska Game and Parks. These efforts enhanced another 210 acres of pollinator habitat on public properties, further contributing to habitat connectivity and monarch conservation in a critical portion of the Central Flyway.



Nebraska public land prescribed fire management ©Jacob Koenig

Working Lands Conservation Corps

In 2024, MJV hosted a Working Lands Climate Corps intern to support our efforts to advance pollinator conservation on working lands. Through this AmeriCorps program, we assisted landowners, conservation professionals, and partners in implementing habitat improvements that benefit pollinators and agricultural operations. Our corps member assisted with tasks such as boots-on-the-ground habitat work, assessing habitat quality and conservation opportunities, and supporting technical assistance for projects integrating pollinator-friendly cover crops, native forage, and improved grazing practices. Additionally, the corps member contributed to creating educational resources, supporting outreach events, data collection and entry, and much more!

Conservation Campaigns and Corporate Collaborations

In 2024, MJV continued to expand the reach and impact of our habitat-focused initiatives by leveraging creative partnerships, strategic plant material distribution, and on-the-ground restoration projects. These efforts reflect our broader commitment to building resilient pollinator landscapes across both public and private lands, with a special emphasis on working lands and regenerative practices. From nationwide plug giveaways and internal corporate engagement programs to large-scale prairie restorations and experimental cover crop trials, our 2024 campaigns demonstrated the power of collaboration to deliver measurable outcomes for monarchs, pollinators, and people. Each initiative was designed not only to increase the availability of high-quality habitat but also to cultivate deeper, longer-term conservation relationships with landowners, farmers, corporate partners, and public agencies.

Among these efforts, MJV partnered with The Bee and Butterfly Habitat Fund to help administer their Seed A Legacy Milkweed Special campaign. This collaboration resulted in the distribution of 240 flats—8,640 plugs—of common milkweed, supporting the enhancement of 542 acres of pollinator habitat across multiple states.

In a separate initiative, MJV teamed up with Covia to support internal employee-led conservation. Together, we distributed 143 flats—4,940 plugs—of milkweed, including common, showy, swamp, whorled, butterfly, and spider milkweed. These plugs were sent to Covia employees across 12 states: Illinois, Indiana, Minnesota, Missouri, Ohio, Wisconsin, Texas, Oklahoma, North Carolina, Georgia, Tennessee, and Arkansas.

MJV also worked with Triscuit/Mondelez to facilitate the purchase of 25 flats of mixed milkweed and wildflower plugs for installation on cooperative properties in Michigan. This effort added valuable native plant diversity to landscapes managed by a key corporate partner.

Further expanding our corporate collaborations, MJV worked alongside the Indiana Department of Natural Resources and sponsors including NIPSCO, the NiSource Charitable Foundation, and the Duke Energy Foundation. Through this partnership, MJV helped create and restore more than 100 acres of prairie pollinator habitat on public lands in Indiana, enhancing biodiversity and increasing public access to healthy ecosystems.

In addition to restoration, MJV advanced innovation on working lands through the Forage for Wildlife: Cover Crop Pilot Program, launched in 2024 with generous support from Cargill. This initiative explores how full-season and second-crop cover mixes—featuring a wide variety of flowering plants—can benefit pollinators while supporting regenerative agriculture. Over the course of the growing season, MJV helped farmers plan 92 acres of these cover crops on private row crop farms across multiple states, blending habitat creation with sustainable production practices.







Winter seeding at Mississinewa Lake establishing 60 acres of habitat ©Aron Showalter (top), 23 acres of pollinator habitat at Tri-County Fish and Wildlife Area (FWA) staff in northeast Indiana ©Robert Seilheimer (left), Cedar Swamp 19.2 acres of pollinator habitat ©Robert Seilheimer (right)

Habitat Help Desk

The MJV's Pollinator Habitat Help Desk is a free resource uniquely positioned to support owners and managers of private working lands. We work with our vast network of partner organizations to provide pointed and regionally appropriate guidance for habitat goals of any size. In 2024, our staff answered calls and emails from 150 individuals through the Habitat Help Desk.

Phone: 1-337-HABITAT (337-422-4828)
Email: habitat@monarchjointventure.org

Monarchs and More Western Habitat Program

Our Monarchs and More Western Habitat Program (M&MWHP) provides free technical assistance, native milkweed plugs, and regionally specialized seed mixes for pollinator plantings in California and Southern Oregon. Over the past four years, we've worked with 228 projects across these states, enhancing 2,105 acres and restoring 520 acres of pollinator habitat. In 2024, with funding support from NFWF, Bayer, the Almond Board, Tentree, and individual donors, we worked with 89 new projects to restore 350 acres and enhance an additional 781 acres of pollinator habitat.

Nectar Networks

In 2024, MJV launched a new project funded by NRCS in California, focusing on closing critical gaps in pollinator habitat conservation. The project focuses on assessing local conservation priorities in Napa, Sonoma, Tulare, and Fresno counties, emphasizing engaging communities with limited access to conservation resources. MJV aims to identify new opportunities and practical solutions for increasing habitat within these communities. Through tailored outreach, community engagement, and strategic partnerships, MJV will help expand NRCS's capacity to promote pollinator habitat conservation and better understand the local needs and types of projects for future implementation.



Bee and Butterfly Habitat Fund Seed a Legacy habitat enhancement ©Parker Cline, IL











Covia staff planting milkweed ©Covia (top left), Integrated Monarch Monitoring Program training in Missouri with partners ©MJV (top right), Cows forage cover crop ©Brittany Smith (middle left), Chemical site preparation for Seed A Legacy project in Iowa ©Tim Richter (middle right), Forage for Wildlife Cover Crop Pilot project field in Nebraska ©Jacob Koenig (bottom)

Learn more about MJV's Habitat Program Initiatives at monarchjointventure.org/habitat

Education Program Initiatives



North American Monarch Institute participants learning about a habitat monitoring activity ©Piper Hamill

The Monarch Joint Venture education program delivers programming and outreach events that further the organization's mission to protect and conserve the monarch butterfly migration. The Monarch NECTAR Hub, our online learning platform, added three self-paced courses and held four live, interactive trainings. MJV also continued our teacher workshops, monthly webinar series, public presentations, and in-person outreach. Staff and volunteers also led virtual and in-person presentations throughout the country.

North American Monarch Institute

The North American Monarch Institute (NAMI) is a professional development workshop for K-12 classroom teachers and other educators. Featuring MJV's Monarchs and More curriculum, NAMI aims to provide participants with knowledge and confidence to use monarchs and other invertebrates to teach science. In this multi-day intensive workshop, participants learn monarch biology and conservation basics, how to participate in monarch community science programs, and inquiry-based approaches to science education. Participants are introduced to these concepts through hands-on, participatory instruction.

In 2024, the MJV hosted five total NAMI workshops with a combined 51 participants in St. Paul, MN; Minneapolis, MN; Belle Plaine, MN; Cleveland, OH; and co-hosted in San Diego, CA with the San Diego Zoo Wildlife Alliance. Three schools were awarded funds to install a new or update an existing pollinator garden, which can serve as a place for investigations, observations, and instruction. The St. Paul, Cleveland, and San Diego workshops, as well as the garden grants, were generously funded by US Forest Service International Programs.









NAMI participants group photo ©MJV(top), NAMI participants monitoring pollinator habitat ©Katie-Lyn Puffer (left), NAMI participants participate in a classroom activity ©Jenna Totz (middle), NAMI participants explore insect traps ©Jenna Totz (right)

Monarch Conservation Webinar Series

The Monarch Conservation Webinar Series continues to bring engaging, science-based conservation content to a broad audience through free monthly webinars. This series features experts from various fields, exploring topics related to monarchs, pollinators, habitat conservation, and the challenges these species face. Each session is recorded, closed-captioned, and added to MJV's Webinar Archive, ensuring access for future viewing. In 2024, the Series hosted 12 webinars, engaging more than 1,800 participants and broadening awareness of vital conservation initiatives. This year also marked two key milestones: the introduction of live captions in multiple languages and our first-ever webinar presented entirely in Spanish.

Monarch NECTAR Hub

The Monarch NECTAR Hub, a Network for Education on Conservation, Training, and Research, launched in the fall of 2023. In 2024, we added several self-paced courses, including the Monarch Larva Monitoring Project (MLMP), Chrysalis Crew, and Mini Curso Monarca (our first course in Spanish). We also held four live, interactive courses: Live Mini Monarch Essentials and MLMP for three regions. In 2024, 270 people enrolled in self-paced and live courses through the Monarch NECTAR Hub. We plan to add more courses in 2025, including a backyard gardening course, a companion course for the Monarchs & More curriculum, and additional live, interactive courses.





Map of Monarch NECTAR Hub participants (left), Chrysalis Crew advocacy poster assignment from student (right)

Outreach Events, Presentations, and Workshops

In 2024, MJV staff engaged in outreach opportunities in communities around where our staff are located to help promote awareness and conservation efforts. Through a combination of hosted events, partnerships, and invited presentations, MJV engaged thousands of individuals in meaningful conversations about pollinators and their habitats.

MJV hosted 12 events, presentations, and workshops, engaging over 470 participants. Additionally, 14 cohosted events with partner organizations engaged more than 1,680 individuals. MJV staff were also invited to 64 additional outreach events and presentations, connecting with over 10,390 people nationwide. These outreach efforts played a critical role in expanding our reach, fostering new partnerships, and inspiring action in support of monarchs and pollinators.











MJV staff read a story to children ©Rita Morris (top left), MJV staff lead a life cycle bracelet craft at a brewery event ©Rita Morris (top right), Monarch Festival attendees learn about the monarch life cycle ©Katie-Lyn Puffer (middle left), MJV's table of resources and store items at an event ©Rita Morris (middle right), Monarch Festival butterfly crafts ©Wendy Caldwell (bottom left)

Learn more about MJV's Education Program Initiatives at monarchjointventure.org/education

Science Program Initiatives



Integrated Monarch Monitoring Program training in California ©Sarah Gomes

Through scientific research and monitoring, the Monarch Joint Venture science program studies monarch population trends and the factors influencing them to inform MJV's conservation work and the collective actions of our partner network. In 2024, the Integrated Monarch Monitoring Program (IMMP) and Monarch Larva Monitoring Project (MLMP) grew through in-person and online training and were featured in several new publications. The Data and Information Working Group concluded its second year by releasing the new Monarch Research Priorities list, a compilation of priorities from many monarch conservation plans. MJV staff also led various new and continued research projects, expanding work on Minnesota's rights of ways and testing new technology while reaching new audiences excited to engage with the programs and data.

Research Review

In March of 2024, the MJV published the 2023 Research Review, the fourth annual review of academic literature on monarchs and their habitats. MJV staff, partners, and volunteers read and summarized 82 papers on topics ranging from monarch physiology and milkweed propagation to tri-national conservation initiatives. The 2024 Research Review (released in early 2025) summarized over 90 papers.

Integrated Monarch Monitoring Program

The Integrated Monarch Monitoring Program (IMMP) is a nationwide program that collects data on milkweed, nectar plants, and monarchs from multiple land-use types and regions. In 2024, MJV field staff, other conservation professionals, and volunteers monitored 931 sites across 29 states. Several sites were visited more than once, for a total of 1,708 visits. Additionally, three new papers utilizing IMMP data or methods were released. In Lukens et al. (2024), MJV staff collaborated with partners to explore regional and land-use differences in milkweed and floral resources using the IMMP dataset. Other researchers applied IMMP to study monarch habitats along roadsides and in the western United States.

Monarch Larva Monitoring Project

The Monarch Larva Monitoring Project (MLMP) is a community science program that collects long-term data on larval monarch populations and milkweed habitats with a focus on monarch distribution and abundance during the breeding season. The project started in 1997 and is co-managed by MJV and the University of Wisconsin-Madison Arboretum.
In 2024, 164 volunteers monitored 240 sites across 30 states and one in Puerto Rico. They completed 2,622 monarch density surveys and collected 294 eggs and larvae to study survival and parasitism. To continue to grow engagement in this program, the MJV co-hosted three virtual MLMP trainings in collaboration with the UW Madison Arboretum and launched a self-paced online course, which together trained 154 people. Five papers used MLMP data in 2024 to explore new research technology, monarch habitat use, and winter breeding.

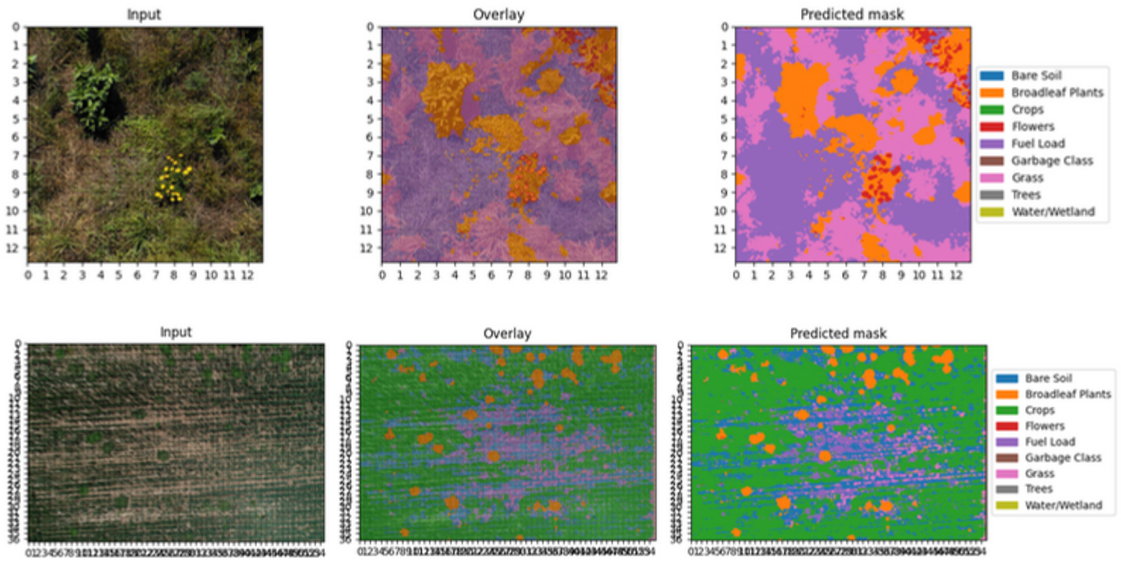




MJV science staff survey habitat using IMMP (left), MJV staff look for signs of caterpillars on milkweed to report using MLMP (right) ©MJV

Remote Sensing

In 2024, the Monarch Joint Venture's remote sensing program reached an exciting milestone of monitoring over 5,000 acres of monarch and pollinator habitat. Using drones and advanced imaging technology, the team collected and analyzed thousands of images to better understand where key plants like milkweed and wildflowers are growing. MJV added a new drone to its fleet and used a new algorithm to detect different types of vegetation, helping us see how habitats are changing over time and across locations. The science team also worked closely with tech experts to improve the user experience in its partner platform, POLLi GPS, where these data are shared and visualized. Looking ahead, the program is contributing to the development of a new model focused on identifying invasive plant species that can threaten healthy habitats.



Drone photo of habitat (top and bottom left), drone photo with overlay (top and bottom middle), image with varying colors identifying potential vegetation and bare soil (top and bottom right) ©MJV



Drone photo with red outlining identified milkweed ©MJV

International Monarch Monitoring Blitz

The MJV collaborated with the Trinational Monarch Conservation Partnership members to coordinate the 8th annual International Monarch Monitoring Blitz. Through this program, community scientists from across North America collect data on monarchs and milkweed over a 10-day period, creating a "snapshot" of the monarch butterfly and its breeding locations each summer. The MJV's participating volunteers, through MLMP and IMMP, collected data on summer breeding monarchs and their habitats. Through the seven official participating community science projects, more than 5,000 participants across Canada, Mexico, and the United States shared observations of more than 16,000 monarch butterflies and 68,000 milkweed plants.



Image of Monarch Blitz participants from 2017 through 2024 (left), Monarch Blitz observations across North America (right) ©Commission for Environmental Cooperation

Field Research

Over the course of the year, the MJV team worked on multiple habitat monitoring projects using the IMMP and remote sensing technology.

Milkweed and Floral Resources on Agricultural Conservation Land, Federal Lands, and Rights-of-Way

In 2024, the MJV applied remote sensing technology in three projects to investigate monarch habitats across diverse landscapes. The field team continued work on two projects, funded by the US Department of Agriculture's Farm Service Agency and the US Fish and Wildlife Service, to study milkweed and floral resources on Conservation Reserve Program lands, wildlife refuges, and surrounding conservation areas. Additionally, the MJV initiated a new project, funded by the Minnesota Environment and Natural Resources Trust Fund, to evaluate pollinator habitats on rights-of-way, including roadsides, solar sites, and powerline corridors. Across these projects, the field teams surveyed 247 sites and over 3,500 acres in Minnesota, Wisconsin, and Iowa, and the common milkweed algorithm mapped more than 73,000 stems of common milkweed.

IMMP Monitoring Across California

The MJV deployed two field teams to monitor monarch habitat on Bureau of Land Management (BLM) lands across California. 2024 marks the second year of a three-year project to collect baseline data and establish long-term monitoring plots using the Integrated Monarch Monitoring Program (IMMP). Our field team surveyed 127 plots across 13 BLM field offices, documenting eight milkweed species native to California: *A. albicans*, *A. californica*, *A. cordifolia*, *A. eriocarpa*, *A. erosa*, *A. fascicularis*, *A. speciosa*, and *A. subulata*. This season, 60 monarchs (4 eggs, 53 larvae, and 3 adults) were observed at our study sites, compared to 48 found in 2023. Additionally, MJV staff participated in three outreach events with BLM, including a high school field trip at Ocotillo Express Wind Farm, a virtual interactive presentation for 3rd and 4th-grade classes at Evergreen Union School District, and the Rancho Bresigau planting event in Anderson, CA.



IMMP Training at Mount Diablo State Park ©Sarah Gomes (top left and middle), Bishop, California ©Monica Yup Chinchilla (top right), Applegate BLM Field Office ©Lucy Gworek (bottom left), Bakersfield, California ©Maya Clark (bottom middle), Barstow BLM Field Office ©Maya Clark (bottom right)





MJV staff fly a drone over habitat enrolled in the Conservation Reserve Program ©Alex Carroll (top left), Drone flying over field ©MJV (top right), MJV staff learning IMMP to overlay with drone surveys ©Jennifer Thieme (middle left), IMMP implemented at a solar power site ©AlexCarroll (middle right), IMMP field day ©Luis Osorio (bottom)

Learn more about MJV's Science Program Initiatives at monarchjointventure.org/science

Partner Program Initiatives



2024 MJV partner awards recipients, ©Randy Smith

The Monarch Joint Venture leads a network of over 135 federal and state agencies, non-governmental organizations, businesses, and academic programs working to protect the monarch migration across the United States. The MJV's network of partners represents a wide range of organizations using an all-hands-on-deck approach to conserving this important species. While the Monarch Joint Venture's primary focus is on the monarch, we collaborate with a range of organizations dedicated to broader conservation efforts, including pollinator protection and general environmental conservation.

Monarchs And More Network Meeting

In early March, 230 attendees from over 132 organizations came together at the Monarchs and More Network Meeting at Lady Bird Johnson Wildflower Center in Austin, Texas. Jointly hosted by the Monarch Joint Venture, Rights-of-Way as Habitat Working Group, and Farmers for Monarchs, the event brought together partners from 35 states to discuss current research, initiatives, and case studies. Participants shared resources, networked, and explored new engagement opportunities. Over the busy two-and-a-half-day meeting, participants learned from more than 40 presenters about the latest monarch science and conservation initiatives and received high-level agency updates. They also participated in field trips, panels, and breakout sessions to discuss tools, updates, and best practices, and to connect across sectors and geographies to enhance dialogue and collaboration.

Partner Working Groups

For the second year, the MJV facilitated three working groups for partners - the Communications Working Group, the Data & Information Working Group, and the Partnership Working Group. These groups met and worked virtually throughout the year, sharing knowledge and skills, connecting with one another, and developing outcomes beneficial to the broader MJV community. The Communications Working Group hosted participant-led learning and working sessions on topics such as conservation communications, accessibility, and storytelling. The Data & Information Working Group developed a monarch research priorities resource, which includes recommended funding resources and datasets. The Partnership Working Group focused on strengthening connections among partners by facilitating the sharing of organizational updates and resources, planning the format for the 2025 Virtual Networking Meetups, and piloting the 2025 Partner Impact Survey.

Partner Virtual Networking Meetups

In 2024, the MJV launched Virtual Networking Meetups to provide partners with more ways to connect, share resources, and explore opportunities for collaboration. Four virtual meetups were held, each focused on a different region of the United States - West, South, Midwest, and Northeast. Over 50 participants from 42 organizations engaged in interactive discussions and an interactive reciprocity ring exercise that encourages knowledge-sharing and problem-solving. Using virtual whiteboards and facilitated conversations, partners shared challenges, exchanged insights, and provided valuable contacts and resources to support one another's work.

Partner Grants Program

The MJV administers a Partner Grants Program with support from the U.S. Forest Service International Programs to support monarch conservation actions carried out by our partners. The program has awarded and continues to administer over $650,000 in partner grants since 2022. The most recent round of grants launched in 2023 for 12 projects to be carried out between October 1, 2023, and March 31, 2025. Projects include establishing residential educational gardens, hosting community science training, developing pollinator-friendly resources for farmers, distributing native plant kits to homeowners and schools, and expanding a prioritization tool to identify priority pollinator habitat projects on rights-of-way. Funded projects align with our broader priorities outlined in the Monarch Conservation Implementation Framework, a guide to support nationwide collaboration and conservation for monarchs and pollinators.

AZA SAFE North American Monarch

MJV plays an important role in coordinating SAFE North American Monarch, a part of the Association of Zoos and Aquariums (AZA) Saving Animals From Extinction (SAFE) program. SAFE Monarch brings together 115 AZA-accredited institutions and external partners to work together on monarch conservation—one of only two insect-focused efforts among 50 AZA conservation programs. In June 2024, the initiative adopted a new five-year plan, approved by AZA's Wildlife Conservation Committee and Conservation Education Committee. The plan outlines strategies for how zoos and aquariums can share knowledge, collaborate, create habitat, advocate, and engage communities.

The SAFE Monarch program website is a central platform for sharing resources, with nearly 4,000 views in the past year. A bi-monthly webinar series has fostered collaboration and highlighted initiatives such as the Symbolic Migration, the Mayor's Monarch Pledge, and the Parks for Pollinators BioBlitz. Conservation action remains strong across the network: 92% of partners report maintaining pollinator habitats, 62% support off-site efforts, and 95% provide monarch education and outreach (80 respondents). In 2024, the SAFE Monarch Collective Evaluation Project launched to measure education program impact, with Phase II set for 2025.



East High School, Waterloo, IA pollinator planting ©Sand County Foundation











Monarchs and More Partner Meeting in Austin, TX ©Randy Smith (top left and right), Bee and Butterfly Habitat Fund volunteers after field day in Missouri ©Elsa Gallagher (middle left), Students at Athens High School grow milkweed ©Sand County Foundation (middle right), Face to Face Academy planting pollinator habitat in St Paul, MN ©Sand County Foundation (bottom left)

Learn more about MJV's Partnership Program Initiatives at monarchjointventure.org/partnership

Special Projects

Monarchs and the Military

Through a partnership between the Department of Defense (DoD) Legacy Resource Management Program and the U.S. Forest Service International Programs, Monarch Joint Venture (MJV) and its partners support DoD land managers in balancing military training needs with monarch conservation. This initiative provides robust data collection, driven by the Integrated Monarch Monitoring Program (IMMP), identifies priority conservation areas, develops best management practices, and offers direct technical assistance to DoD installations.

In its second year, the project expanded through a partnership with Environment for the Americas, increasing engagement across the DoD landscape. Our teams conducted 494 Integrated Monarch Monitoring Program (IMMP) surveys across 50 installations, providing habitat summaries and management recommendations.

We hosted 10 workshops for 321 participants to strengthen the monarch conservation network, covering monarch biology, monitoring methods, and conservation resources. To maintain a direct line of information and resources for DoD land managers interested in the project, this year, we established a webpage highlighting the project on MJV's website, where interested installations can learn more about the initiative and the services covered. This initiative continues to improve conservation efforts by expanding limited datasets, adapting BMPs to diverse landscapes, and improving pollinator familiarity and conservation actions by natural resource managers.

Looking ahead, we will expand monitoring efforts to include other priority species for DoD, while continuing workshops to strengthen partnerships. A new partnership with Pheasants Forever's Milkweed in the Classroom will provide installations with conservation and educational resources for on-base schools. Additionally, direct funding will support habitat restoration on select installations where 2024 surveys were conducted.

This project remains committed to strengthening networks, increasing awareness, and advancing conservation efforts—aligning with DoD goals of protecting at-risk pollinators while enhancing military readiness and ecological sustainability.

Prairie Oaks Campus Acquisition

In 2024 we celebrated the acquisition of Prairie Oaks, a picturesque 20-acre farm and nature campus in Belle Plaine, Minnesota. Gifted to the MJV by the Prairie Oaks Institute at Robert Creek, this property carries a rich legacy of conservation stewardship—a legacy we are honored to uphold and expand upon.

Prairie Oaks embodies the heart of MJV's mission: fostering conservation, education, and community engagement. As stewards of this unique space, we are committed to enhancing its impact through targeted initiatives that advance scientific research, foster education, and strengthen community connections.

This year, we took significant steps to lay the groundwork for Prairie Oaks' future. From planning educational workshops to exploring opportunities for habitat restoration, Prairie Oaks is poised to become a cornerstone of MJV's conservation efforts. To celebrate this new chapter, we hosted an open house event in June, welcoming supporters to experience the campus's beauty and potential firsthand.

As the MJV continues to build on this foundation, we invite you to join the MJV in supporting Prairie Oaks' evolution into a haven for monarchs, pollinators, and the communities that cherish them.



MJV staff demonstrate IMMP at Buckley Space Force Base ©MJV (top left), Habitat monitoring training in Nebraska ©MJV (top right), Prairie Oaks ribbon cutting ceremony ©MJV (bottom left), Planting a new native garden at Prairie Oaks ©MJV (bottom right)

Development and Communications

In 2024, Monarch Joint Venture expanded its visibility, reach, and public engagement through a wide range of communications and development initiatives.

Miles for Monarchs

MJV's largest annual fundraising campaign brought together individuals and teams from across the continent to raise awareness and support for monarch conservation. Participants logged thousands of miles and helped spread the word about monarch habitat needs while contributing critical funds for our work.

Trips to Monarch Overwintering Sites in Mexico

MJV partnered with Natural Habitat Adventures to offer exclusive travel experiences to the monarch overwintering sanctuaries in central Mexico. These immersive trips provided participants with a once-in-a-lifetime opportunity to witness millions of monarchs in their natural habitat while learning about conservation efforts firsthand. Guided by expert naturalists and accompanied by an MJV staff member, travelers connected deeply with the monarch's migration story and the breathtaking spectacle of their overwintering grounds.

State of Monarch Conservation Address

MJV launched the inaugural State of Monarch Conservation virtual address, providing a comprehensive overview of current monarch population trends, habitat conservation efforts, scientific updates, and national conservation initiatives. The address served as an accessible entry point for stakeholders and the public to understand and engage with the latest in monarch conservation.

Endangered Species Act Resources

With interest growing around the monarch's proposed federal listing status, MJV developed a suite of clear, science-based resources to guide partners, land managers, and the public through the Endangered Species Act (ESA) decision-making process. These included an updated ESA webpage, downloadable toolkits, a press kit, and webinars to support awareness and preparedness for potential listing outcomes.

Media Highlights and Public Reach

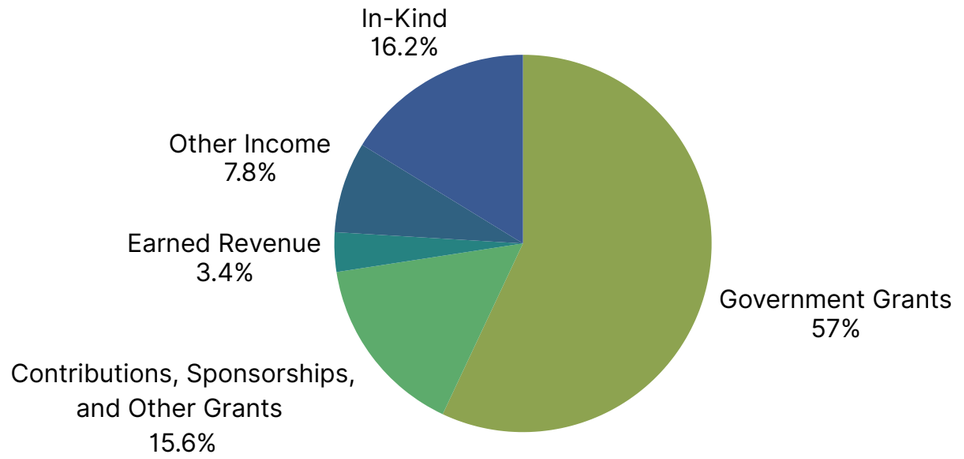
MJV's work was featured in a range of national and local media outlets throughout 2024, including National Geographic, CNN, and CBS News. We achieved a 12% increase in social media engagement and continued to grow our audience across all platforms. Campaigns such as Pollinator Week, Miles for Monarchs, and ESA Education helped drive visibility and inspire action among new and returning supporters.



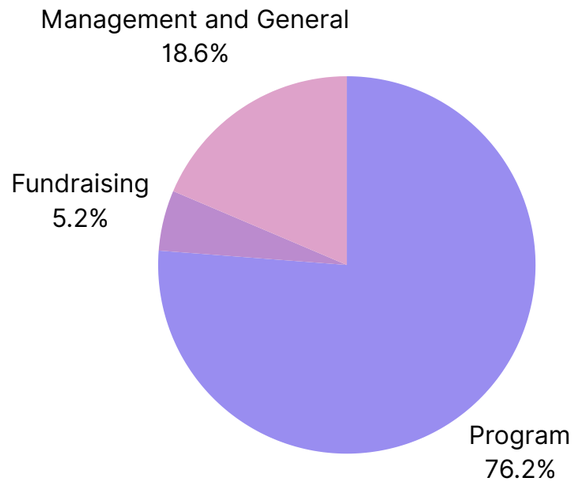
Group photo of guests at monarch butterfly sanctuary in Mexico ©MJV (top left), Monarch butterflies flying in Mexico ©Wendy Caldwell (top right), MJV Program Manager Mercy Manzanares helps tag a monarch butterfly at Buckley Space Force base during a media day ©Liz Goehring (bottom left), January 2024 Cover of National Geographic ©National Geographic, Photographer Jaime Rojo (bottom right)

Revenue and Expenses

Total Revenue:
$4,172,975



Total Expenses:
$3,020,813



End of Year Net Assets: $2,732,393

© Leah Darst

$1,000+ Funding Organizations

Every donation or grant contributes to our success! We are grateful to all who contribute financially to the MJV. These organizations contributing at or above $1,000 in 2024 contributed directly to sustaining our programs and staff throughout the country, conducting research, creating and improving habitat, educating others, and facilitating partnerships.

- Almond Board of California
- Apex Clean Energy
- BASF
- Bayer Crop Science
- Biodiversity Works
- Birmingham Zoo
- Bobwhite Habitat Chapter of Quail Forever (Indiana)
- Bureau of Land Management
- Bushel Boy Farms
- Central Indiana Pheasants Forever and Quail Forever Chapter
- Chisago Soil and Water Conservation District
- Cincinnati Zoo & Botanical Garden
- Connexus Energy Foundation
- Corps Network
- Corteva Agriscience
- Covia Foundation
- CT Beardsley Zoo
- Disney
- Environment and Natural Resources Trust Fund
- Ernst Conservation Seeds
- Fresno Chaffee Zoo
- Lightsource bp
- Merjent
- Minnesota Board of Water and Soil Resources
- National Grid
- National Fish and Wildlife Foundation
- Natural Habitat Adventures
- Natural Science Center of Greensboro
- Nextera Energy Foundation
- NIPSCO and the NiSource Charitable Foundation
- NiSource
- Northeast Indiana Pheasants Forever Chapter (182)
- Pheasants Forever and Quail Forever (National)
- Prairie Restorations
- Reinvest Your Waste
- San Diego Zoo Wildlife Alliance
- Santa Barbara Zoo
- Shavlik Family Foundation
- Stantec
- Syngenta
- TC Energy
- The Monarch Butterfly Eclipse Project
- True Leaf Market
- University of Texas San Antonio (National Park Service)
- USDA Farm Service Agency
- USDA Natural Resources Conservation Service
- US Fish and Wildlife Service
- US Forest Service International Programs
- Zoological Society of New Jersey



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Leadership Circle

Thank you to the generous members of our Leadership Circle who contributed $1,000 or more in 2024. This support is vital to our mission, and we're deeply grateful to have these donors alongside us in protecting monarchs and the habitats they depend on.

Ann Hobbie and Jeff Benjamin
Anonymous
Gerald Axelbaum
Helen & Daniel Lindsay Family
Jeanine Holden
Jill and Brian Reynolds
John and Julie Harkness
John Shepard
JS Dugan
Judith Sharp
Jan Sharp and Brian Bowman
Karen Oberhauser
Kari Wenger
Kathleen Johnson
Kim Emerson
Lieberman Family
Samuel Schwartz
Trina Waniga

Friends Level Donors, $500 - $999

Individual donors play an essential role in ensuring the success of the MJV and our partners. Thank you to the following supporters who have become part of our movement to protect the monarch.

- Anonymous
- Anonymous
- Ashley Joyce
- Bob Hoyler
- Carol Mertesdorf
- Chris Carvalho
- Chris Johnson
- Deborah Kravik
- DeWonna Jenson
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- Monika Maeckle
- R Scott Radford
- René Zona
- Robinson Giving Fund
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- Thelma Redick
- Therese Sexe and David Hage

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Angie Roushar, Administrative Assistant

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