



MONARCH
JOINT VENTURE

2025

ANNUAL PARTNERSHIP REPORT

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Partner networking at 2025 North American Monarch Summit, photo by Rebecca Slater

Introduction

Partnership is a foundational pillar of the Monarch Joint Venture (MJV), since preserving the monarch migration requires widespread participation and collaboration across all sectors. At the heart of the Partnership Program is the **MJV Partner Network**, a U.S. based network of over 145 federal and state agencies, non-governmental organizations, businesses, and academic programs working towards a common goal of protecting the monarch migration across the monarch range. Each of these partners works in their own way to conserve monarchs and pollinators, while MJV facilitates the network to provide a shared framework for coordinating these collective efforts.

While our organizational Annual Report highlights MJV's broader staff-led programs and operations, this **Annual Partnership Report is dedicated entirely to celebrating the direct work, achievements, and commitments of the individual organizations that make up the MJV Partner Network.**

At the beginning of each year, MJV Partners complete two brief reports based on the Monarch Conservation Implementation Framework: the **End of Year Report** to reflect on their past year's work, and the **Annual Pledge** to set conservation commitments for the year ahead. We extend a sincere thank you to all of our partners who took the time to complete these reports, on top of all the critical conservation work they are already doing every day.

These reports play a vital role in capturing the incredible work happening across the network, identifying gaps and key areas for collaboration, and demonstrating the collective impact of the MJV Partner Network in monarch and pollinator conservation.

This report synthesizes the 2025 End of Year Reports and 2026 Annual Pledges, highlighting the range of conservation actions partners accomplished over the past year, their public narratives, and their committed actions for 2026. We invite you to explore these accomplishments and stories as we celebrate our network's collective impact across habitat, science, education, and partnership!



Partner breakout session at 2025 North American Monarch Summit, photo by Rebecca Slater

2025 End of Year Report Stats

A quick look at the type of actions partners completed across MJV's four pillars of work in 2025. *Based on 37 respondents (27% of MJV partners).*

HABITAT

89% of respondents completed monarch habitat work in 2025

- 73% of respondents created, improved, and/or protected habitat
- 41% of respondents provided habitat technical assistance
- 43% of respondents supported plant material availability and accessibility
- 38% of respondents tracked and reported habitat conservation efforts
- 8% of respondents certified habitat

SCIENCE

62% of respondents completed monarch science work in 2025

- 51% of respondents collected data for research, monitoring, and/or community science programs
- 27% of respondents facilitated a research or community science project
- 19% of respondents analyzed and publicly shared data and results

EDUCATION

73% of respondents completed monarch education work in 2025

- 62% of respondents provided educational training and outreach
- 35% of respondents developed tailored educational resources
- 32% of respondents shared science-based communications
- 43% of respondents utilized habitat areas for education

PARTNERSHIP

81% of respondents completed monarch partnership work in 2025

- 46% of respondents recruited and engaged new audiences
- 70% of respondents collaborated, exchanged information, and shared expertise across the network
- 43% of respondents supported monarch conservation, research, education, and/or partnership via financial or in-kind contributions

2025 Partner Narratives

The following are summaries from partners on the monarch conservation work they completed in 2025.

Note: Responses from 57 partners (41% of MJV partners). The higher respondent count in this section reflects both End-of-Year Report submissions and additional narratives received directly via email.

Aerulean Plant Identification Systems, Inc.

We expanded our compilation of nectar plant data for US butterflies, particularly focused on West Coast species that will visit gardens and parks. We begin early outreach efforts to local and regional nurseries and gardeners to disseminate the information, and refine our approach to doing so.

We applied for and received status as a bona fide nonprofit. With that success, we can look forward to disseminating nectar plant and butterfly behavior information to other agencies and organizations across the country. When our data compilation is complete, as expected in 2026-27, we will disseminate the information that has been gleaned from the data collection.

Apex Clean Energy

In 2025, we supported monarch conservation by installing pollinator habitat on land we manage, engaging employees to support conservation, and funding monarch habitat restoration. Specifically, we installed pollinator seed mix at Coldwater Solar in Michigan, qualifying the project for a MI Pollinator Scorecard score of 104, meaning the approach "provides exceptional habitat," and we installed pollinator habitat in a plot adjacent to Great Pathfinder Wind's O&M building in Iowa. In North Carolina, at the Timbermill Wind project, we took a novel approach to vegetation restoration along the transmission right-of-way by stockpiling the soil and then redistributing it to allow the native seed stored in the seed bed to come up.

Apex employees participated in United Way's Day of Caring by removing invasives by hand along the Rapidan River at Historic Germanna in Virginia. We supported employee participation in Miles for Monarchs for the third year in a row and sponsored the MJV North American Monarch Summit. On behalf of Coldwater Solar in Michigan, the Apex Conservation Grant Program funded a variety of restoration and enhancement activities through a collaboration between MJV, Ducks Unlimited, the Michigan Department of Natural Resources, and the Branch County Conservation District at Coldwater Lake State Park. The project will benefit pollinators, waterfowl, migratory birds, reptiles, and amphibians, as well as enhancing recreational opportunities for the local community.

2025 Partner Narratives (cont.)

Arkansas Monarch Conservation Partnership

In 2025, the Arkansas Monarch Conservation Partnership (AMCP) held an annual partners meeting to encourage collaboration and provide updates to several projects around the state. Unfortunately, funding impacts and personnel changes for various members of the Partnership hindered some collaborative efforts, but progress is still being made toward the strategic goals outlined in the Arkansas Monarch and Pollinator Conservation Plan. The AMCP looks forward to releasing an updated plan in 2026.

Association of Fish & Wildlife Agencies

In 2025, the Association of Fish & Wildlife Agencies continued to support monarch conservation through coordination among state, federal, and NGO partners, with an emphasis on applied science, monitoring, and collaborative conservation planning. AFWA helped elevate state wildlife agency needs related to monarch recovery, supported discussions around monarch movement ecology, emerging tracking technologies, and state agency input on the US Fish and Wildlife Service monarch listing decision. AFWA also contributed to broader pollinator conservation coordination through the AFWA Invertebrate & Pollinator Conservation Working Group and related partner initiatives, working closely with the USFWS Center for Pollinator Conservation. This work helped strengthen communication across jurisdictions and identify opportunities for more coordinated science and conservation action moving forward.

AZA SAFE Monarch

Over the past year, the SAFE Monarch program has generated progress in policy engagement, habitat restoration, program evaluation, and institutional collaboration. Key examples include:

Policy Engagement: Endangered Species Act Migratory Monarch Listing

The beginning of 2025 focused on developing a comment template with the AZA Government Affairs team. This template was supplied to all institutions to be used as a form that allowed for edits as they were relevant to specific regions and organizations.

Habitat Restoration: SAFE Monarch Habitat Grant Program

The launch of the SAFE Monarch Habitat Grant program, supported by the Turtle Back Zoo Biodiversity Fund and the Zoological Society of New Jersey, funded 8 projects across the United States.

Program Evaluation: SAFE Monarch Collective Evaluation Project

The SAFE Monarch Collective Evaluation, a project aimed at understanding the impact of zoo and aquarium engagement programming, was finalized this year with data collection, analysis, and final reporting. The evaluation tool was developed to assess variables and progress towards established collective outcomes on a scale of awareness, knowledge, skills, motivation, and behavioral intention. The culmination of this project will provide tools and guidance for better engaging audiences. *Continued next page.*

2025 Partner Narratives (cont.)

AZA SAFE Monarch (cont.)

Knowledge Sharing and Collaboration: SAFE Monarch Webinar Series

This year, the webinar series focused on the individual efforts and projects happening across institutions. These were meant to inspire new ideas and collaborations. Most of the highlighted projects received funding from the Conservation Grants Fund or the Party for the Planet.

Bayer

Bayer is collaborating with conservation groups, academic experts, farmers and government agencies across North America to enhance habitat for honey bees, monarch butterfly and other pollinators by finding meaningful and proactive ways to help all pollinators thrive. Through diverse partnerships, Bayer can have a larger impact with on-the-ground habitat projects and more efficiently move the conservation needle in agricultural landscapes.

Helping pollinators – like honey bees and monarch butterflies – has other benefits too as good pollinator habitat can have broad conservation and land stewardship benefits including supporting multiple other insects, birds, and mammals while improving soil structure, water infiltration, and decreasing field run-off to local water bodies.

Bee and Butterfly Habitat Fund

At BBHF, we've advanced our mission to restore biodiversity and build healthier landscapes for pollinators and other wildlife - proving once again that not all habitat is created equal. We expanded our habitat footprint by over 4,300 acres, forged partnerships with new solar developers, refined our NextGen Habitat seed mixes, and supported landowners with hands-on technical guidance through our Seed A Legacy program. In 2025, 625 new acres of pollinator habitat were planted through the Seed A Legacy program across 14 states, and 3,718 acres of pollinator habitat were established through new Solar Synergy projects across multiple states. Each acre planted represents more than wildflowers - it represents cleaner water, healthier soil, and a tangible step toward ecological resilience. We introduced a new Seed A Legacy Welcome Packet to help landowners succeed from day one - and we're developing an online portal that will offer resources, education, and a simple way for participants to document their habitat and receive personalized feedback. Our progress this year was also about connection. New collaborations took shape, partners united around shared goals, and landowners found pride in being part of something bigger than their own fields. These relationships are the heart of our success and a reminder that lasting environmental change comes from people who care enough to keep showing up.

2025 Partner Narratives (cont.)

Bee Squad, University of Minnesota

While our work centers around bee conservation, our messaging on actions to help pollinators benefits monarchs. At all of our talks and tabling events, we share our Four Actions to Help Pollinators, which includes:

1. Plant Flowers
 - a. Plant flowers that bloom from early summer to late fall and keep them free of pesticides
2. Create Homes
 - a. Create homes for ground or cavity nesting bees
 - b. Provide larval forage for caterpillars
3. Take Climate Action
 - a. Use clean energy sources, support sustainable agriculture and environmental regulations, plant trees and grasslands
4. Collect Data
 - a. Participate in the Monarch Larva Monitoring Project, Bumble Bee Atlas, Nest Quest, or other participatory science project
 - b. Upload observations to iNaturalist and Bumble Bee Watch

Our Pollinator Ambassadors are trained to provide education on monarchs using a monarch-focused activity as part of our Pollinator Education Toolkit.

Cibolo Center for Conservation

The Cibolo Center for Conservation continued to monitor 2 long-term monitoring milkweed plots, one of which was established in 2002. We continued to implement adaptive land management practices, provide education to a variety of groups and audiences, and collaborate within and outside of the organization.

The Center also secured an additional 6 acres along the Cibolo Conservation Corridor and 32 acres in Sisterdale, TX. A bioblitz was conducted at the Sisterdale Sanctuary to inventory flowering plants such as milkweed. The conservation and protection of the Cibolo Nature Center, Herff Farm and sanctuary lands will ensure healthy monarch habitat.

Duluth Monarch Buddies

DMB held a Pollinator Marketplace in June as a scaled down version of the annual Duluth Monarch Festival. Several other programs were given to groups requesting them. A Monarch Waystation Tour was held in August.

2025 Partner Narratives (cont.)

Earth Discovery Institute

We installed 17 monarch habitat gardens in residential yards and provided ongoing technical assistance to support successful establishment. We expanded our native milkweed farm by adding five additional farm rows, and donated narrowleaf milkweed seeds and plants to partner organizations and members of the public. We also hosted a native plant sale where native milkweed was distributed. In addition, we began participating in the Monarch Larval Monitoring Project, conducting weekly monitoring at the milkweed farm throughout the breeding season.

We provided education and outreach through our website, social media, workshops, outreach events, nature hikes, and volunteer activities. This included informational videos and demonstration garden plots focused on native gardens and growing native milkweed to support monarch butterflies. We shared science-based updates with our community and remained actively engaged in broader conservation efforts through partnerships and participation in regional and national pollinator initiatives.

Earth Love Gardens

Earth Love Gardens provided consultation, design, implementation, and education regarding monarch habitat for gardens and landscapes. Among many other garden designs in 2025, Earth Love Gardens created the design for the Fox Hall Community Pollinator Garden in Virginia. In addition to creating the design for the project, with the employees of the company to have them involved and connect with the project, Earth Love Gardens lead the implementation of a pollinator garden with COPAC Payroll in Colorado that featured milkweed for monarchs. The gardens that Earth Love Gardens created in past years continued to grow and provide habitat as well, including at the Boulder Public Library Native Plant Demonstration Garden, Project: Elevate healing habitat garden and many more. Aaron Michael of Earth Love Gardens also provided a presentation with Colorado's Resource Central about Learning Low-Water Landscaping Basics, including the importance of creating habitat gardens for the benefit of monarch butterflies.

Farmers for Monarchs

In 2025, Farmers for Monarchs (FFM) continued to focus on outreach and communications, including establishing ourselves as a trusted outlet for information on the monarch butterfly Endangered Species Act (ESA) listing. Communications and outreach projects included publishing an ESA Toolkit landing page with informational blog posts, presentations, audio articles, and videos for the farmer audience; developing a Communications Strategy; and regular blog and social media posts. In addition, FFM convened a partner plenary meeting and hosted a successful panel on driving pollinator habitat adoption in the agriculture community at the North American Monarch Summit.

2025 Partner Narratives (cont.)

Field Museum

In 2025, scientists at the Field Museum's Keller Science Action Center deepened our capacity to understand the role cities play in monarch conservation by testing protocols for a new community science project. Leveraging our 100,000 sq ft Rice Native Garden and natural areas throughout the region, we engaged in many place-based public programs and youth engagement events and developed targeted resources for the communities where we work. Through our museum-wide youth programs and our teacher training workshops, we embed monarch conservation in our training for the next generation of conservation scientists.

Fort Hood Adaptive and Integrative Management Program

The Adaptive and Integrative Management (AIM) Team from the Fort Hood Natural and Cultural Resources Management Branch (NCRMB) has concluded the 2025 monarch butterfly monitoring period. The program for 2025 included spring and fall habitat monitoring and fall migration monarch tagging utilizing Monarch Watch tags. New efforts were made to map priority habitat across the installation utilizing a protocol developed by our team, and the deployment of 16 BlūMorpho CTT radio tags this fall made possible through our partnership with Environment for the Americas. In addition to all of the scientific ventures, we also engage the community on several occasions during events such as our annual fall tagging event, garden cleanup days, and other conservation oriented tabling events.

We followed the Monarch Joint Venture Integrated Monarch Monitoring Protocol (IMMP) to conduct milkweed, blooming plant, larval, and adult monarch butterfly surveys across the installation. Across both monitoring periods, a total of 63 individual plots were monitored which is equal to 157.5 acres of grassland. The milkweed surveys identified that there were five species present across the installation in 2025, with an average stem density of 1,789.34 stems per acre. During the fall migration period, we were able to tag 494 monarch butterflies and tested 387 of the tagged monarchs for OE spores, of which 23% had spores present on their abdomens.

In 2025 we assessed 25% of the areas covered by the IMMP plots, resulting in 238.7 hectares of Tier III (highest priority) habitat being identified and mapped. Additionally, we were able to identify and map 886.8 hectares of Tier II habitat. The Fort Hood NCRMB has accumulated a substantial amount of data and information regarding monarch butterflies and their utilization of the landscape during their migration period from 2017 to the present day to continue supporting high priority areas of pollinator habitat.

2025 Partner Narratives (cont.)

Friends of the Mississippi River

In 2025, FMR managed 47 active restoration sites and restored 2,333 acres of habitat, launched the volunteer Pollinator Evaluation Program using IMMP protocols, and provided opportunities for 2,275 volunteer participants who gave 6,370 hours of service through 109 events, including habitat restoration and community science. FMR shared accomplishments with members and the public through our 2025 annual report: <https://fmr.org/friends-mississippi-river-2025-annual-report>

Friends of the Tonto National Forest

Friends of the Tonto maintains six plots (averaging 0.3 acres each) of volunteer-grown and planted rush milkweed on the Tonto National Forest as part of its Milkweed for Monarchs program. Three of the newer plots required volunteers to mulch, weed and weekly water, especially during the hot, dry summer of 2025. In addition, two plots were designated to be developed into native pollinator gardens. To begin the long-term process, over two dozen donated native nectar plants (donated by the Desert Botanical Garden and Friends members) were planted and tended by volunteers in 2025.

To provide data for the study of little-understood monarch migration patterns in the desert Southwest, volunteers monitored one of the Tonto National Forest milkweed sites for monarchs using MLMP protocols.

Harambee Elementary School

Harambee became an MJV official partner at the beginning of this school year. As an elementary school with an environmental focus, we are enthusiastically participating in conservation and education projects that benefit monarch butterflies and other pollinators. Our school mascot is the monarch butterfly and we take pride in our work around this special insect. This fall, our students were involved in monarch observation in the pollinator garden of our nature play area and recorded their findings in group projects. Students learned to identify milkweed and monarch larva and were excited when we made a “viewing window” for others to be part of this observation process. We ended our first quarter with a school wide estimation challenge where each class made submissions of how many life sized paper monarchs had “landed” on our large paper model Oyamel tree.

We hosted a latine heritage month family event in October with a focus on monarch migration. Students were able to lead activities to educate their families and families were also able to learn from an MJV staff guest speaker and take home pollinator friendly seeds for their own yards. *Continued next page.*

2025 Partner Narratives (cont.)

Harambee Elementary School (cont.)

In addition, we hosted a monarch information station at a second family event that was open to families who are not currently enrolled but were interested in their students coming to Harambee. Our environmental science specialist is working on integration of monarch biology, ecology, and conservation practices to go across grade levels K-6. We look forward to further partnership with MJV and MJV partners!

Hartman Lavender Garden

2025 was full of rewarding and successful experiences for Monarch conservation in our community. Our business, Hartman Lavender Garden, participated in vendor shows called the Health Fair at a gourmet grocery store called Dorothy Lane Market (Springboro, Ohio) and a Lavender Market with Cedar Ridge Trails (Miamisburg, Ohio). At those events, we showcase our products while giving away MJV bookmarks and native wildflower seed packets including Milkweed varieties from our pod collections to customers.

Our pollinator waystation class at Cedar Ridge Trails was our largest one yet - 20+ customers constructed grow bags filled with high-nectar plants and milkweed plugs to attract beneficial insects. The class was filled with education and laughter as participants learned about plants best suited in our area, types of pollinators, pollinator ethology, and monarch migration. At the end of the class, customers walked the lavender fields and visited monarch caterpillar stations and pollinator gardens constructed by our small business.

<https://hartmanlavendergarden.com/pages/conservation-workshops>

Institute for Applied Ecology

The River for Monarchs project was established in 2023 by the Institute for Applied Ecology with the goal of implementing pollinator habitat restoration at 16 sites along the Rio Grande River in New Mexico in a 'stepping stone' pattern. These sites span 200 river miles from north of Taos to south of Socorro across 3 ecoregions. In 2025, the final 6 sites were installed with 9,000 plant plugs and 50lbs of seed. The plant materials included multiple southwest *Asclepias* species and native nectar resources with diverse bloom times to offer pollinator resources throughout multiple seasons. Sites are monitored before and after restoration for plant establishment and survival as well as changes in pollinator resource availability, diversity, and abundance. Sites planted in 2024 showed *Asclepias* survival rates of 30-70%, increases in pollinator resources, and presence of monarch caterpillars and adults. Monitoring for sites installed in 2025 will occur in 2026. The River for Monarchs project has now expanded to become River for Pollinators, broadening the focal species from monarchs to several native pollinators (butterflies, bees, hummingbirds, bats, and more!). Visit our website to learn more about this project!

2025 Partner Narratives (cont.)

Iowa Monarch Conservation Consortium

This past year, the Iowa Monarch Conservation Consortium was able to connect with over 2,100 people through 29 outreach events. These events included tabling at monarch events, leading educational webinars for member organizations and Master Gardener Clubs, hosting monarch and pollinator workshops across the state, and participating in ISU's Windbreak School to discuss how we can enhance windbreaks for monarchs. We were also able to form a collaboration with ISU graduate students to grow a supply of native plants that we will be able to distribute at our upcoming outreach events in 2026. We are currently applying for funding so that we can hopefully provide these plants for free and remove any financial barriers that would stop people from establishing native pollinator gardens.

We were also able to conduct some great research this year. We added to our long-term monarch habitat establishment data set by surveying 12 different sites across Iowa. At each site, we collected data on monarch, bee, milkweed, and general vegetation abundance. We are currently working on compiling this long-term data set and are planning to publish our findings in the future. Another research project we assisted with was to collect data on floral microbes in both remnant and restored prairies so that we can analyze any differences between these communities and how they might affect pollinators. Additionally, we facilitated a community science project to record monarch roosting sites during the fall migration. By partnering with landowners, we were able to record 30 monarch roosting locations across Iowa and share those findings on our website: <https://monarch.ent.iastate.edu/news/2025/summary-monarch-roosting-sites-across-iowa>

Lady Bird Johnson Wildflower Center

In 2025, the Lady Bird Johnson Wildflower Center supported Monarch butterflies and other pollinators through several key conservation actions. First, in addition to ongoing care of our ~20 acre native plant gardens and arboretum, we actively managed the rest of our 284-acre property through prescribed fire, mowing, and other techniques to remove invasive plants and encourage the growth of diverse floral resources. Second, we conducted extensive pollinator monitoring across the Wildflower Center throughout the summer and fall of 2025 to understand pollinator abundances and flower visitation. Third, we completed data cleaning and preliminary analysis of our 7-year dataset of milkweed populations across 10 grassland sites (40 plots) located between central Texas and southern Oklahoma. We are preparing the results of this study for publication in 2026/2027, to better inform management for milkweeds and monarchs across Texas. Finally, the Wildflower Center continued to educate the public about monarch butterflies and other pollinators by participating in Pollinator Week, Roots & Wings, and other pollinator-focused outreach events, as well as displaying a temporary monarch-focused exhibition for the public in one of our education spaces at the Center.

2025 Partner Narratives (cont.)

Latino Center of the Midlands

The Latino Center of the Midlands (LCM) is committed to creating and maintaining a healthy, sustainable environment for pollinators at the LCM Health & Innovation Garden. Through the establishment of pollinator strips, native plantings, Monarch Waystations, bird nesting boxes, and insect hotels, we are building a thriving habitat that supports bees, butterflies, birds, and other beneficial wildlife. These efforts strengthen biodiversity, improve garden productivity, promote natural pest control, and provide hands-on environmental education opportunities for families and children in our community.

Lightsource bp

Lightsource bp is committed to a standard practice of pre-seeding our (agricultural) project (paneled) sites with a seed mix that contains native grasses and forbs. Restoration seeding, after construction, also includes this seed mix. Lightsource bp is also committed to preparing and implementing a Biodiversity Management Plan for each project that aims to achieve a biodiversity net gain on the project within 5 years, post-construction.

Lightsource bp routinely participates in research of all types on our solar sites, when feasible. We've participated in studies on soil, pollinators, and wildlife. In 2025, we participated in the University of Arkansas Doe-funded WildSNap research at a project we manage in Arkansas.

Merjent, Inc.

In 2025, Merjent contributed to monarch conservation work through sponsorship of MJV's Trinational Summit in Minneapolis, support of clients' restoration and monitoring for monarchs and other pollinators, and by sharing a college intern with MJV, as further described below. Merjent sponsored the 2025 Trinational Monarch Summit financially, hosted a booth, provided a presentation on their shared college internship program with MJV, and facilitated their 2025 college intern cohort in attending the public event on the Summit's opening evening. In 2025, Merjent also participated in monarch conservation work by supporting clients by restoring habitat for pollinators, monitoring Monarch CCAA plots, and developing regional seed mixes for pollinator habitat. Merjent provided MJV with in-kind support through a shared college intern in Summer 2025. Merjent is pleased to be a partner with the MJV Network.

Minnesota Board of Water and Soil Resources

The Minnesota Board of Water and Soil Resources has a Living Landscape Initiative that is focused on establishing pollinator habitat in a wide range of landscapes through multiple programs including Habitat Friendly Solar, an Oak Savanna Initiative, Lawns to Legumes, the Habitat Enhancement Landscape Program, Reinvest in Minnesota, Wetland Banking, and Clean Water Fund Projects. *Continued next page.*

2025 Partner Narratives (cont.)

Minnesota Board of Water and Soil Resources (cont.)

The Lawns to Legumes Program has played a key role in supporting the efforts of Minnesota residents to protect pollinators; around 2500 projects were completed in 2025 increasing completed projects for the program to around 13,000 across the state. Many new projects are being certified through the Minnesota Habitat Friendly Solar Program getting us close to our goal of 10,000 acres of habitat. The Reinvest in Minnesota Program also have around 300,000 acres of conservation easements and continues to add new projects. BWSR is also working on new restoration and conservation seed mixes, planting templates and other technical resources to guide residents and the efforts of local conservation partnerships. Having many partners involved in projects has led to the success of BWSR conservation programs.

Mississippi Valley Conservancy

In 2025, MVC land management achievements included: 245 Acres of Prescribed Burning, 10 Acres of Forest Stand Improvement, 30 Acres of Invasive Brush Removal, 170 Acres of Herbaceous invasive species control, and 40+lb of native seed collected. This included grant funds from 9 sources totaling nearly \$160,000 towards operations. The Land Management Team hosted 46 volunteer events engaging 220 volunteers. Staff worked to increase For the Wild program volunteer program recruitment efforts and emphasize a quality experience to improve volunteer retention. Staff are currently working to improve our For the Wild program by gathering feedback and implementing actions to increase the quality of our volunteer experience. Staff hired, trained, and educated two summer field intern crews to implement high priority habitat management practices on 15 nature preserves throughout the summer. MVC staff and the summer interns also participated in bumblebee training with the WI DNR, which included inventorying for bumblebees at several of our Nature Preserves. All these activities supported a diversity of native habitats for area pollinators in our 9-county service area of southwest Wisconsin.

Missouri Prairie Foundation

In 2025, MPF continued its now, in 2026, 60 years of native grassland protection via land acquisition and continual stewardship of the more than 5,000 acres it owns. The preservation of these grasslands holds immense benefit to the monarch butterfly and other native pollinators in protecting their habitat and by providing seed sources for the native landscaping industry. The Grow Native! native plant education and marketing program contributes to the conservation of the monarch butterfly by facilitating the establishment of native plants in the landscape. For more on MPF's work, see moprairie.org and to view the educational resources of the Grow Native! program, visit grownative.org.

View the MPF 2025 Annual Report here: <https://moprairie.org/membership/>

2025 Partner Narratives (cont.)

Monarch Butterfly Fund

In 2025 Monarch Butterfly Fund supported many projects in support of monarch and forest conservation with a major focus on Mexico. **Alternare** strengthened community development and conservation in the monarch butterfly region through 158 workshops and 130 practices that benefited 1,686 people from 28 communities; environmental educations to 22 schools that reached 1,084 students; trainings with 14 community instructors and 13 entrepreneurs; and reforestation of 143.29 ha with 50,936 trees in 11 communities. The Monarch Network (**Red Monarca**), of which MBF is a member, collects and provides information on the reports of research carried out in and around the MBBR. **Dr. Cuauhtémoc Sáenz-Romero** and his team continued monitoring and evaluating seedling survival and growth performance of oyamel fir trees planted in July 2021 at four altitudes (3400m, 3600m, 3800m, and 4000m) to understand potential impacts of a warmer climate on the range of oyamel fir trees. **Dr. Gabriela Zacarías-Correa** is evaluating the survival and growth of three shrub species that could serve as nurse plants providing a more hospitable microhabitat to future oyamel fir (*Abies religiosa*) seedlings. **Ambiomas**, a Mexican non-profit established by Salvador Huitron, is studying forest health using remote-sensing technology, using drones to assess tree vigor. **MBF** also supported monarch and forest related research by awarding Lincoln P. Brower Awards to three university students in the U.S.A. and Mexico. Through **Environmental Education Alliance of Georgia** Estela Romero continued her outreach work in the monarch region. She visited 55 schools between November and March, delivering 109 educational books and posters to children in rural areas, reaching over 1,000 students. Estela also reported weekly about monarchs from their overwintering sites.

Monarch Joint Venture

In 2025, the Monarch Joint Venture advanced monarch conservation across habitat, education, science, and partnership despite a shifting federal funding landscape. MJV directly restored 809 acres and improved management on over 3,880 acres across working, corporate, and public lands. Highlights included integrating Journey North into MJV stewardship, expanding drone-based remote sensing across 4,300+ acres, and completing a record 1,890 IMMP surveys across 23 states. Educational programs reached nearly 3,000 webinar participants and trained 77 educators through the North American Monarch Institute.

Network collaboration remained central, anchored by co-hosting the North American Monarch Summit, which convened 270 participants from 161 organizations across Canada, Mexico, and the U.S. MJV also launched two new partner working groups, completed a comprehensive network evaluation, and continued leading the AZA SAFE Monarch initiative across 115 institutions. Through expanded community science, partner networking, and technical assistance, MJV remains dedicated to building the capacity and relationships needed to sustain monarchs across North America.

2025 Partner Narratives (cont.)

Monarchs Across Georgia

In 2025, Monarchs Across Georgia continued the Symbolic Monarch Migration project, celebrating its 30th year! This project connected over 25,000 youth in Canada and the United States with 45 classrooms (~1,260 students) in the Monarch Butterfly Biosphere Reserve, who are receiving an environmental lesson along with paper Ambassador butterflies.

Locally, we coordinated our biannual Pollinator Symposium, educator workshops, and school programs, as well as tabling events and making presentations. Our volunteers logged over 2,000 hours, traveled over 16,800 miles, and reached over 39,250 people.

We certified six Pollinator Habitats in Georgia and distributed 600 native pollinator-friendly plants at six public events, tracking the impact of the pollinator corridors created through John Ball Zoo's Habitat Hero Dashboard.

Moraga Garden Club

Since its inception, Moraga Garden Club, Moraga for Monarchs activities have focused on demonstration gardens in a public park, innovative outreach, participation in community science and science-based continuing education. 2025 efforts urged locals to “Grow Habitats and Sustainable Habits” for monarchs and other pollinators. Activities included garden volunteers, school kids, seniors, Monarch Rockettes, a Monarch “WEAR” are YOU” mini poster contest, a Monarch Madness party, counting butterflies at overwintering sites, growing milkweed and nectar plants, monarch Town banners and more! Our demonstration garden brought monarch surprises given unusual weather patterns. Monarch and other butterfly observations are always shared on iNaturalist. We look forward to outdoing 2025 in 2026!

Native Plant Society of Texas

We concentrate on both education and habitat creation. Education is done through many outreach and public speaking events throughout the state.

Habitat creation is accomplished through our Bring Back the Monarchs to Texas garden grant program, but also through our commitment to harvesting and supply seeds for native plants.

Natural Habitat Adventures

Natural Habitat Adventures is proud to help travelers experience one of nature's most extraordinary phenomena: the overwintering migration of monarch butterflies in Mexico's high-elevation oyamel fir forests. As a conservation-based travel company, our role is rooted in a simple but powerful idea: you cannot save what you do not love, and you cannot love what you do not know. *Continued on next page.*

2025 Partner Narratives (cont.)

Natural Habitat Adventures (cont.)

In 2025, we brought more than 400 travelers to witness the monarch migration firsthand, helping transform awe into awareness, and awareness into advocacy for the species, the forests they depend on, and the communities that help steward them. While our work is centered on responsible travel, education, and conservation partnerships, we are honored to support broader efforts that protect the monarch migration landscape. Since 2013, through reforestation initiatives and partnerships in the region we've helped fund and fundraise for, more than 20 million trees have been planted to help restore and sustain critical forest habitat. Just as importantly, our trips help generate meaningful economic benefits for local communities, creating incentives for conservation while giving travelers a deeper understanding of the interconnected future of monarchs, people, and place. By partnering with science-based organizations and sharing the monarch story with care, we aim to help more people know, love, and ultimately help protect this remarkable migration.

Natural Resources Conservation Service

The U.S. Department of Agriculture, Natural Resources Conservation Service (NRCS) provides technical and financial assistance to America's farmers, ranchers, and forest landowners, supporting efforts bolstering wildlife habitat management on working lands. In 2025 the NRCS invested over \$9.5 million dollars through Working Lands for Wildlife (WLFW) initiative for the monarch butterfly. The monarch initiative establishes, restores, and improves management of habitat through targeted investment in 10 states. Over 213,000 acres of monarch habitat were improved through the initiative in 2025.

Outside of the WLFW initiative, NRCS supports the monarch butterfly through state initiatives and locally led conservation efforts. These focused projects utilize NRCS programs available nationally like the Environmental Quality Incentives Program, Conservation Stewardship Program, and Agricultural Conservation Easement Program, to plant milkweed and nectar producing plants in critical areas, improve rangeland and pasture health for wildlife, and restore wetland, forest, and grassland habitat nationwide. Through the Conservation Stewardship Program nearly 90,000 acres of pollinator habitat improvements were established in 2025, including almost 5,000 acres of specialized monarch habitat. Resources and information about the work NRCS continues to do for the monarch can be found at: <https://www.nrcs.usda.gov/programs-initiatives/monarch-butterflies>.

Natural Resources Foundation of Wisconsin

In 2025, the Natural Resources Foundation of Wisconsin (NRF) advanced monarch and pollinator conservation through public engagement, funding, and community partnerships. NRF engaged the public directly in conservation science by leading five field trips focused on monarch monitoring and tagging. *Continued on next page*

2025 Partner Narratives (cont.)

Natural Resources Foundation of Wisconsin (cont.)

To strengthen statewide coordination, NRF funded a part-time position to support the Wisconsin Monarch Collaborative, successfully increasing the Collaborative's social media presence. NRF's funding also backed critical habitat restoration and engagement across the state. The foundation provided environmental education grants for schools to establish pollinator gardens and incorporate pollinator-focused reading into curriculum, funded grants to Wisconsin DNR to support the improvement of prairie and pollinator habitat over multiple public lands, and supported the Monarch Butterfly Conservation Project at Redgranite Correctional Institution. This unique project builds a permanent pollinator habitat to restore and expand critical monarch butterfly habitats while empowering incarcerated individuals in Wisconsin.

Nebraska Monarchs

Nebraska Monarchs programs contributed to creating or expanding native habitat in over 250 private gardens and 50 public gardens across Nebraska. We provided educational resources and had experts on hand to help gardeners establish and care for their habitat. Education included watering, soil quality, and eliminating the use of pesticides on native plants. Our audience typically is new to native plants. Meeting them where they are at and helping them take small steps is a critical part of our outreach and conservation work. Helping people connect the dots between the plants in their yard, the chemicals they put in their yard, and how they interact with nature in their own backyard is how we make small, but impactful waves in our community.

Nevada Division of Natural Heritage

In 2025, Nevada Division of Natural Heritage conducted 16 monitoring surveys at Washoe Lake State Park, where monarchs were detected five times. Three other areas were surveyed, with detections. All detections were of adults except one that was of a caterpillar. And, all detections were uploaded into iNaturalist.

In collaboration with the Nevada Department of Transportation and in support of the CCAA, NDNH botanists completed 55 CCAA Tier 3 surveys in NDOT ROWs statewide between May - July 2025. Surveys were timed a little late for peak flowering due to dry and warm spring weather conditions and delayed identification of survey points by NDOT, resulting in fewer sites than anticipated meeting criteria for suitable pollinator habitat.

NDNH is also assisting with CCAA Tier 3 surveys in 2026, aiming for 60 total surveys. So far, surveys have been able to match local phenology much better in 2026 and early results have documented several areas with high flowering plant diversity that may be suitable for management under the CCAA.

2025 Partner Narratives (cont.)

North American Land Trust

In 2025, North American Land Trust (NALT) supported monarch butterfly conservation by converting maintained lawns to meadows, which creates critical food sources and breeding grounds for monarchs and other pollinators. In addition to on-the-ground habitat restoration, NALT has provided education, technical expertise, and guidance to landowners and partners interested in implementing pollinator-friendly practices on their own properties, helping expand conservation efforts across the landscapes we serve.

Oklahoma Monarch Society

Over the last two years, our board and staff have been busy bees building the foundation of our new pollinator conservation organization. By 2025, we raised the needed funding and acquired in-kind office space to hire two additional staff for education/outreach and communications. Within the year, we secured enough funding for a one-year operations reserve to ensure we can continue serving our community regardless of economic fluctuations.

During 2025, we have been heavily focused on organizing and hosting steering committee and work group meetings with our partners to develop version 2.0 of the Oklahoma Monarch Conservation Action Plan. In these meetings, participants identified key efforts that will generate the greatest impact for developing a new version of our collaborative roadmap for pollinator conservation in Oklahoma. Work groups are creating objectives and strategies for the Statewide Monarch Conservation Plan 2.0 that focus on range and crop lands; urban and municipal lands; rights-of-ways; plant and seed production; research and data monitoring; communications and outreach; and partnerships, funding and governance. Version 2.0 of the Action Plan is scheduled to launch in August 2026.

Pheasants Forever and Quail Forever

In FY25, Pheasants Forever and Quail Forever impacted 2,048,356 acres of habitat across the country and engaged with thousands of students through habitat and pollinator education available for all ages.

Pizzo Group

In 2025, Pizzo Group completed approximately 132 restoration projects focused on enhancing and restoring natural habitats through native plug installation and seeding efforts. Over the past year, our nursery produced nearly 1.8 million native plugs to support large-scale ecological restoration initiatives. We also continued to sponsor native plant sales and partner with organizations that share our commitment to preserving and restoring natural lands for future generations.

2025 Partner Narratives (cont.)

Pollinator Partnership

Pollinators are essential to our ecosystems, our food systems, and our shared future. At Pollinator Partnership (P2), our goal is to protect these vital species through science-based conservation, education, and collaboration. Last year, thanks to the dedication of our partners and supporters, we expanded pollinator habitat, advanced research, and empowered communities to take meaningful action in the face of biodiversity loss and a changing climate. Below are highlights from some of P2's programs from 2025. To read more, [click here](#).

Project Wingspan advanced pollinator habitat conservation by combining grassroots volunteer engagement with strategic, science-based restoration practices. The project enhanced thousands of acres of habitat across Iowa, Illinois, Indiana, and Ohio through the distribution of locally sourced seed and native plant plugs, prioritizing ecotype integrity and long-term site management. Volunteers received targeted training and ongoing support, contributing to hundreds of seed collections and meaningful on-the-ground impact.

P2's NFWF Conservation Partners Program grant titled "Expanding Inclusive Outreach on Working Lands Conservation for Monarch Butterflies (IN, OH)" provided hands-on technical assistance paired with a series of in-person and virtual activities to help a variety of landowners learn about Farm Bill programs and how to enroll. The project expanded landowner outreach and helped accelerate adoption of conservation practices that support habitat for monarch butterflies and other species of concern in Indiana and Ohio.

P2's Cooperative Agreement with the USDA seeks to assist NRCS conservation planners, agricultural producers, and other landowners through education, technical assistance, and conservation planning support. Through the agreement, P2 will increase the reach and capacity of NRCS within three focal regions and assist with the initiation of pollinator conservation practices resulting in the planning and implementation of actions to improve pollinator habitat on agricultural lands. The primary objective of these actions is to address declining pollinator populations through increasing landowner participation in the creation and maintenance of high value pollinator habitat through outreach, training, and conservation technical assistance.

Toyota Motors North America

Completed the fifth year of partnership with Toyota Motors North America, enhancing 5,995 acres of pollinator habitat in 2025-2026. This included 28 sites that were granted native seed awards, many of which included milkweed species, along with several other large-scale habitat projects such as prescribed burning in the Midwest and reforestation of monarch overwintering habitat in Mexico.

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2025 Partner Narratives (cont.)

Pollinator Partnership (cont.)

Monarch Wings Across California

P2's MWAC: Almonds project, funded through NFWF, provided technical assistance and plant material to 22 California almond farms. Over 600 pounds of native seed, 65,000 pounds of cover crops, and 21,000 native plants were planted. This included nearly 3,000 milkweed plugs. These farms encompass more than 18,000 production acres of vital farmland. Through this work, there's been an increase in improved pollinator habitat and enhanced acreage in the monarch butterfly's native range. Monitoring efforts, using the IMMP, were conducted and uploaded to MJV's database.

Prairie Restorations, Inc.

In 2025, we continued to center our work around one of our primary goals: creating, improving, and supporting native habitat. By working closely with homeowners, private landowners, corporations, government agencies, and other organizations, we were able to help expand native habitat across a wide range of landscapes and communities.

These efforts were closely supported by our continued commitment to increasing native plant availability and accessibility. With the opening of our third retail store in Esko in May 2025, we were able to bring more native plants, seeds, and resources to the greater Duluth area, helping more people take meaningful steps toward restoring habitat where they live, work, and gather.

Education has also been a pivotal part of our organization since its founding. We continue to provide educational resources and guidance that help people better understand appropriate native planting practices. One example of this is our Presto program, which allows users to enter an address along with key site conditions. From there, the program provides a customized list of historically appropriate native plants for that specific location and site. This educational tool helps remove the confusion around plant selection and makes the process of converting to native habitat more approachable for new and existing audiences alike.

We have also continued, and will continue, to support monarch conservation through our meaningful partnership with Monarch Joint Venture, along with a number of other like-minded partnerships. These relationships allow us to collaborate, share information, and contribute expertise that supports ongoing conservation efforts. We are grateful for these partnerships and look forward to what we can continue to achieve together in the years ahead.

2025 Partner Narratives (cont.)

Prairie Rivers of Iowa

Prairie Rivers of Iowa has helped landowners interseed their existing prairie plots to increase biodiversity and add milkweed into those areas. We were also able to help plant at a local NRCS office while hosting a seeding event that everyone got to participate in. At the event, we had 5 speakers talk on the importance of native plants, pollinators, and our environment. PRI held the 3rd annual Monarch Magic with over 100 attendees, mainly consisting of families. This entire event is focused on educating citizens on monarchs and the importance of pollinators. We highlight local conservation groups and held a bioblitz this year.

We have opened our own Native Seed Bank to create more access to seeds. It is a free will donation system, so everyone has an opportunity to get native seeds. Decreasing barriers to those who want them. We have over 30 different species of grasses and forbs native to Iowa. Some seed has been donated, and some has been collected through seed harvest events at local county lands.

Remembrance Forest

In 2025, Remembrance Forest was started as a business. Several months in, we decided to add an explicit pollinator focus to our forest restoration project. Doing so allows us to pursue important pollinator conservation work and also differentiates us from our competitors selling memorial tree planting. We already had a monarch in our logo, so it made perfect sense! The rest of the year we spent planning the planting and seeding events that would take place in 2026.

Sand County Foundation

In 2025, Sand County Foundation advanced monarch and pollinator conservation through our Pollinator Habitat Education Program, which guided teachers across Minnesota, Wisconsin, Iowa, Michigan, and Illinois in growing native wildflowers with their students and establishing pollinator habitat on school grounds. Now in its eighth year, the program engaged 73 schools and approximately 1,500 directly participating students through two pathways: the Seed Starter Activity, which supplied free native wildflower seeds — including milkweed — to teachers of all grade levels, and the competitive Pollinator Habitat Grant Program, which provided six high school programs with live native plant plugs, cash awards, and hands-on technical support. Reporting schools successfully grew over 7,400 native seedlings — the majority planted directly into new habitat sites, with the remainder distributed to students and community members for planting at home, extending the program's reach beyond school grounds and into neighborhoods.

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2025 Partner Narratives (cont.)

Sand County Foundation (cont.)

Beyond the physical habitat created, the program is designed to cultivate the next generation of conservation stewards. End-of-year surveys show that 96% of participating teachers plan to continue similar projects, and student survey data — including a new pre/post assessment conducted at a pilot site in 2025 — documents meaningful gains in ecological knowledge, hands-on restoration skills, and environmental self-efficacy. The proportion of students who believed their own actions could help pollinators nearly doubled after participation. Teachers consistently describe students who had never shown interest in science becoming invested in the project, checking on seedlings at recess, taking plants home, and in some cases going on to install native habitat independently. Sand County Foundation sees this program as a long-term investment in both the landscape and the people who will care for it — building a durable, community-rooted foundation for pollinator conservation that extends well beyond the school year.

Santa Clara Valley Habitat Agency

The Pajaro River Riparian Restoration, Phases I & II completed in 2022-2024, with Year 1 monitoring and maintenance completed for 2025. The seasonal wetland restoration and riparian marsh restoration of 5.73 acres, along with stream rehabilitation along the upper Pajaro River upstream of the Llagas Creek confluence has provided a strong habitat for milkweed growth along with many Monarch sightings in the restoration area. Phase III restoration will begin in 2027.

Southwest Monarch Study

The Southwest Monarch Study promoted and expanded tagging of monarch butterflies during their Fall Migration in September and October in Arizona, Utah, Nevada and western New Mexico and Colorado to identify monarch migration patterns in the West. Under a permit from CDFW we also trained 20 people in California to tag monarchs as well. We offered an in-service monarch tagging training with 11 employees participating at Grand Canyon National Park on August 1 who later tagged 24 monarchs during the Fall migration. To learn more about monarch movement during the migration, we spent an extensive time researching and learning how to apply the new CTT BluMorpho radiotags safely. We then tested the new CTT BluMorpho radiotags on 10 monarchs in October in the greater Phoenix area Tucson and the Verde Valley in Arizona. We also added the BluMorpho radiotags to 10 monarchs in November and December at Scottsdale Community College (SCC) in Scottsdale, Arizona, to monitor their longevity and flight patterns to nectar resources with weekly monitoring. We partnered with SCC staff and students to monitor nearby evergreen *A. subulata* milkweeds for the presence of monarch eggs, larvae and pupae as part of this research.

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2025 Partner Narratives (cont.)

Southwest Monarch Study (cont.)

To further monarch conservation in the Sonoran Desert, we offered 8 presentations at local libraries, garden clubs and conservation organizations. In addition, we also promoted our new School and Community Garden Grants that provides 20 one-gallon native milkweed and pollinator nectar plants to applicants who qualify. To do so we partnered with Scottsdale Community College to grow the native milkweeds and nectar plants that were awarded. We also featured community Spring and Fall Plant sales featuring milkweed and Pollinator friendly plants on our website and weekly on our Facebook Page to encourage growing native plant habitats.

Swallowtail

In 2025 Swallowtail helped monarch conservation work through our prairie restoration and management activities. We seeded a new upland prairie that will eventually be planted with small trees so that it will become a riparian forest over time. We combined this with management of a nearby restored prairie of ours. Instead of using a prescribed burn of the restored prairie, we hayed about a third of that land, and then distributed that prairie hay over the new restoration site where we had already installed a diverse mix of native prairie seeds. The additional prairie hay acted as a straw layer to minimize erosion and as an additional seed source. We're pretty excited to see how well this works!

We also managed hundreds of acres of prairie restoration areas in Kansas and Missouri, preventing invasive species from spreading and reseeding small bare patches where we found them. Additionally, we started the process of learning more about pollinators and the ways that we can increase the effectiveness of our restoration activities so in the future they can be even better for pollinators such as monarchs.

Tallgrass Prairie Center

The Tallgrass Prairie Center empowers people to restore diverse, resilient tallgrass prairie. We do this through four programs and various smaller projects:

- The Iowa Roadside Management supports counties and cities that manage their road rights-of-way with integrated, ecological techniques. This year we distributed 1300 acres worth of prairie seed to participating counties.
- The Plant Materials Program ensures a supply of regionally appropriate native seed by producing stock seed that was originally collected from remnant prairies. We also share cultivation methods and support the Midwest native seed system with stakeholder communication. We published a comprehensive manual for native seed production which will eventually include 100 species.

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2025 Partner Narratives (cont.)

Tallgrass Prairie Center (cont.)

- The Research and Restoration Program provides leadership in prairie reconstruction and management through applied research. We have seeded two-thirds of a 292-acre prairie in Benton County, Iowa owned by the University of Northern Iowa.
- The Prairie on Farms program aims to increase the use of prairie as a resilient, multifunctional conservation practice and to ensure its long term value in the agricultural landscape. We are working with landowners on brush management, a major concern on their Conservation Reserve Program lands.

All of these programs work together to enhance and increase the amount of monarch breeding habitat in Iowa and the upper Midwest. For details, see <https://tallgrassprairiecenter.org/>

Texan by Nature

Texan by Nature (TxN) exists to advance conservation that is beneficial to people, prosperity, and natural resources, driving toward a future where every Texan takes part in conservation. Rooted in service, trust, and collaboration, TxN acts as a strategic accelerator for on-the-ground initiatives, serving 195 Conservation Partners with a 91% engagement rate and convening 1,000 leaders at its annual Conservation Summit in 2025. Through its Conservation Wrangler, TxN Certified, and Business Member projects, TxN positively impacted over 508,000 acres and 8.6 million people, planting over 103,000 trees, securing \$1.83 million for on-the-ground efforts, and reaching \$6.1 million for Texas Water Action Collaborative projects. In 2025, Texan by Nature collaborated on several efforts to conserve and preserve habitat and promote pollinator habitat, including the Delaware River Basin Restoration Project - a 5-year initiative with ConocoPhillips, the Borderlands Research Institute, Texas Parks and Wildlife Department, Rio Grande Joint Venture, and local landowners spanning over 21,000 acres in Culberson County to restore native grasslands, increase water infiltration, and minimize erosion.

USA National Phenology Network

The USA National Phenology Networks runs data collection campaigns through its Nature's Notebook platform that engage observers in documenting phenology of species of particular interest to researchers, natural resource managers, and decision-makers. Two of these campaigns are directly relevant to MJV - Nectar Connectors and Desert Refuge: Monarchs and Milkweeds in Arizona. Nectar Connectors is a national campaign that invites observers to document flowering timing of nectar plants that are important to monarchs and other pollinators. Desert Refuge is focused on observations of monarchs and milkweeds in Arizona to help researchers better understand the overwintering population in Arizona and the timing of overwintering and breeding. In 2025, we continued to engage over 400 observers in these campaigns in documenting timing of monarchs, milkweeds, and nectar plants.

2025 Partner Narratives (cont.)

University of Wisconsin–Madison Arboretum

The UW–Madison Arboretum is a research center that consists of 1200 acres in Madison and over 500 acres of outlying properties, habitat that is suitable for monarch breeding and migration. Monarch education, outreach, monitoring, and habitat conservation are areas of focus within several Arboretum programs. Through our citizen science program, several species and site conditions are monitored at the Arboretum including projects about monarchs, water quality, dragonflies, damselflies, birds, migration and seasons, fungal diversity, and more. The Arboretum also partners with state and federal agencies, academic institutions, and nonprofit groups on programs related to our mission and research priorities. We are a partner in the Wisconsin Monarch Collaborative and have hosted Journey North and the Monarch Larva Monitoring Project in collaboration with the MJV.

U.S. Forest Service

The U.S. Forest Service's (USFS) International Programs and Trade Office (IPT) advances monarch conservation efforts by forging strategic partnerships with government agencies, NGOs, academic institutions, and community-level organizations. During 2025, efforts in the United States were focused on maintaining existing partnerships that improved habitat, supported monitoring and community science, and engaged communities through outreach and education programs. Throughout 2025, USFS-IPT maintained its multi-year collaboration with the U.S. Department of War. This joint effort aimed to support monitoring on installations and assess the effectiveness of habitat management on DoW lands, thereby enabling DoW land managers to balance habitat protection with training activities and other land uses. In Canada, USFS-IPT continued support for the Canadian Wildlife Federation in their goal to boost First Nations' participation in the Southern Ontario Seed Strategy through training focused on native seed collection and production. In Mexico, USFS IPT maintained partnerships that focused on restoring native habitat and community-level education programs.

Utah Friends of Monarchs

Utah Friends of Monarchs is a small 501c3 nonprofit created to educate and engage Utahns in monarch conservation throughout the state. We offer a variety of programs to raise awareness of the plight of the monarch and partner with many state, federal, and NGO conservation organizations to leverage networks and resources. For example, we partner with the Utah Department of Corrections Greenhouse program, which grows native milkweed seedlings among other native plants. We purchase these at cost and distribute them for free across broad areas of the state.

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2025 Partner Narratives (cont.)

Utah Friends of Monarchs (cont.)

Highlights of our 2025 efforts include an 11-day, 10-hour-per-day exhibit at the Utah State Fair in September 2025, where we displayed LIVE monarchs at every stage of life (from egg through all instars, chrysalis, and adults). We shared 1,000 milkweed seedlings, approximately 7,500 milkweed seed packets, and as many educational bookmarks for free. We also completed our very popular 6th annual First Monarch Sighting Photo Contest (per 29 counties), offering a \$50 cash prize for the first photo posted in each county. The contest was designed for outreach and engagement, and it certainly works!

WHF

Wildlife Habitat Federation (WHF), as a committed partner of the Monarch Joint Venture, advanced monarch butterfly conservation across Texas by creating, improving, and protecting high-quality habitat. Despite prolonged federal funding disruptions in 2025 that impacted many conservation partners and landowner programs, WHF brought 23,525 acres under improved management through the engagement of 29 landowners, with several conservation plans developed this year set for implementation in 2026. WHF achieved a strong 38% implementation rate for our developed conservation plans—exceeding the industry standard of 10-30%—demonstrating effective landowner commitment even amid challenges. We provided essential habitat technical assistance to 218 landowners across 180,789 acres in 62 Texas counties and developed 82 tailored conservation plans covering 62,671 acres. These efforts not only support monarchs and other pollinators but also deliver vital benefits to bobwhite quail, grassland birds, and a broader array of wildlife species that thrive in diverse native grasslands.

WHF strengthened community awareness and action for monarch conservation through active educational outreach, participating in 39 events that reached 2,508 individuals. These initiatives shared practical guidance on habitat enhancement, best management practices, and the interconnected value of grassland restoration—fostering stewardship that benefits monarch migration alongside quail, pollinators, and the wider ecosystem for long-term, sustainable impact.

Wild Ones: Native Plants, Natural Landscapes

Wild Ones continued to support monarch conservation in 2025 through national education initiatives, habitat restoration, native plant distribution, community science, and local chapter programming across the United States. Chapters hosted monarch-focused festivals, planting events, habitat installations, seed swaps, educational programs, and public outreach activities that helped connect communities with monarch conservation through hands-on action.

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2025 Partner Narratives (cont.)

Wild Ones: Native Plants, Natural Landscapes (cont.)

Nationally, Wild Ones expanded educational reach through free webinars, blog content, native garden designs, and social media campaigns focused on pollinator habitat, native milkweeds, and biodiversity. Chapters also distributed thousands of native plants and seeds, supported seed libraries, and contributed to the restoration and stewardship of public native plant habitats that benefit monarchs and other pollinators.

Wild Ones chapters also contributed to monarch and pollinator community science efforts by participating in programs such as Monarch Watch tagging, Monarch Larva Monitoring Project participation, iNaturalist projects, pollinator censuses, and BioBlitzes. Community science observations and ecological monitoring were regularly shared through educational talks, blogs, newsletters, social media, and public programs as part of Wild Ones' commitment to evidence-based education and conservation. Across the organization, chapters continued to advocate for native landscaping policies, expand public habitat projects, and engage volunteers in the long-term stewardship of native ecosystems that support monarch butterflies throughout their life cycle.

Wisconsin Monarch Collaborative

We have successfully transferred to an unstaffed coordination model, and continued to respond to email requests for information from Wisconsinites interested in monarch conservation. We continued to hold coordination meetings with project partners, and thus maintained engagement across public and non-profit sectors.

Additionally, we developed a new program, Safe for Monarchs, that launched in 2026 to help gardeners connect to nurseries that grow plants in ways that are safe as nectar sources for adult monarchs and host plants for monarch caterpillars. People buying plants can look for the Safe for Monarchs logo when they shop with the participating partners that are listed on our website. We developed plant labels for the pots of plants that are extra-good for monarchs, as well as flyers. This program helps people know that these are purchasing carefully-grown plants that support monarch butterflies to the fullest. We encourage people to look for the logo, ask growers to carry Safe for Monarch plants, and purchase these species for their yards!

2026 Annual Pledge Stats

A quick look at the type of actions partners pledged to complete in 2026.
Based on 60 respondents (41% of MJV partners).

HABITAT

90% of respondents pledged to do monarch habitat work in 2026

- 78% of respondents pledged to create, improve, and/or protect habitat
- 41% of respondents pledged to provide habitat technical assistance
- 50% of respondents pledged to support plant material availability & accessibility
- 40% of respondents pledged to track and report habitat conservation efforts
- 10% of respondents pledged to certify habitat

SCIENCE

67% of respondents pledged to do monarch science work in 2026

- 53% of respondents pledged to collect data for research, monitoring, and/or community science programs
- 27% of respondents pledged to facilitate a research or community science project
- 28% of respondents pledged to analyze and publicly share data and results

EDUCATION

83% of respondents pledged to do monarch education work in 2026

- 73% of respondents pledged to provide educational training and outreach
- 40% of respondents pledged to develop tailored educational resources
- 53% of respondents pledged to share science-based communications
- 40% of respondents pledged to utilize habitat areas for education

PARTNERSHIP

93% of respondents pledged to do monarch partnership work in 2026

- 40% of respondents pledged to recruit and engage new audiences
- 87% of respondents pledged to collaborate, exchange information, and share expertise across the network
- 45% of respondents pledged to support monarch conservation, research, education, and/or partnership via financial or in-kind contributions



Full group photo at 2025 North American Monarch Summit, photo by Rebecca Slater

As we look ahead to the rest of 2026 and beyond, the data and stories in this report provide an important roadmap for our network's evolution. Beyond celebrating accomplishments, we will use these reports alongside our recently published 2025 Impact Report Summary to analyze where conservation momentum is strongest, spot gaps, and track how partner efforts evolve year-over-year. By identifying overlapping projects and shared goals, this reporting helps us better target resources and facilitate meaningful, direct connections across the network. We also want to lift our partners up by sharing their efforts.

We encourage all partners to dive into these narratives - especially ahead of our upcoming 2027 ROWM Partner Meeting - to discover what peers are working on and identify new opportunities for collaboration. Thank you again for your dedication, time, and partnership. We look forward to leveraging these insights to drive even greater collective impact for monarchs and pollinators in the year ahead!



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