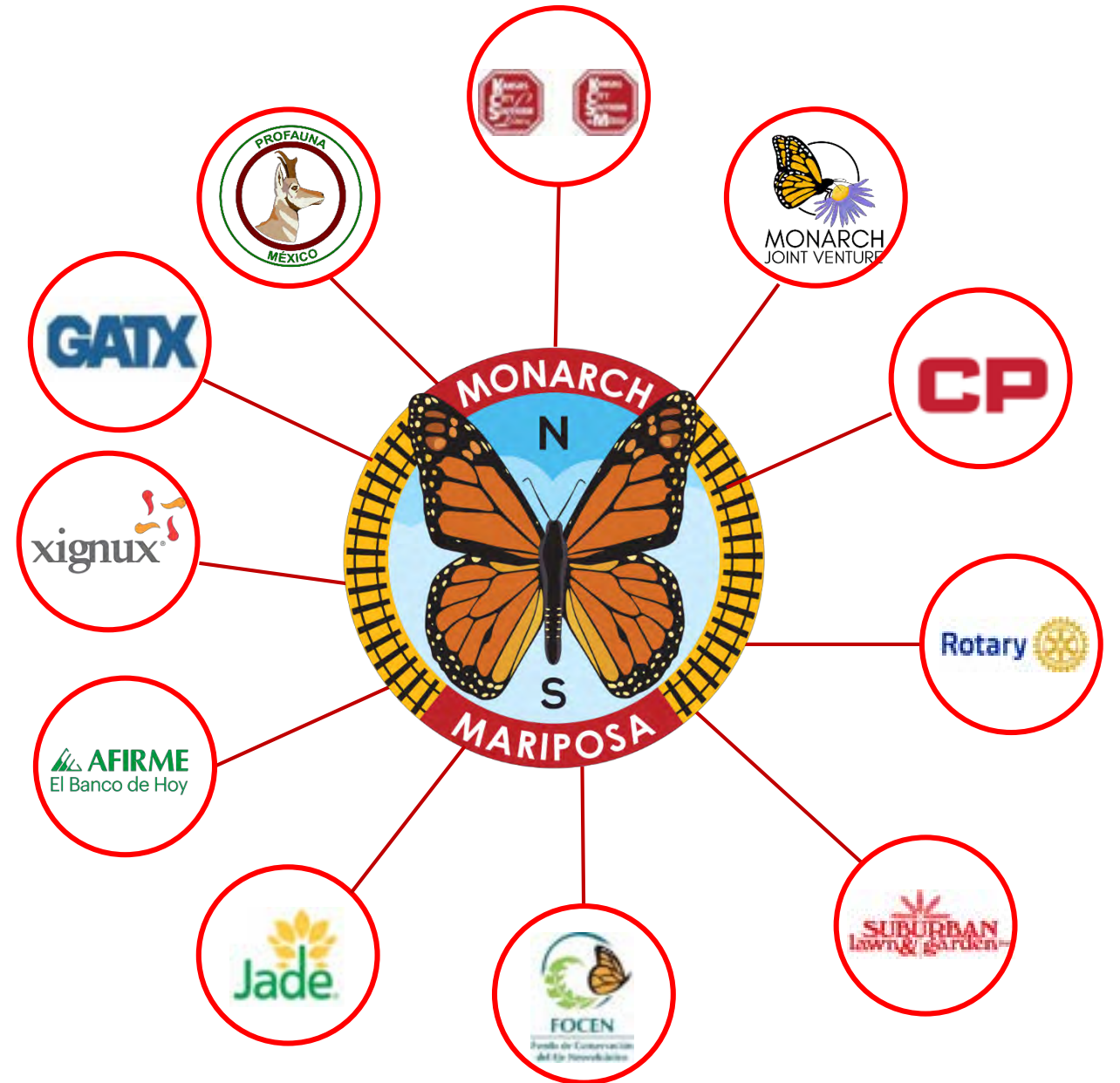


The Monarch Butterfly 60,000 Tree Challenge: An Innovative ESG Initiative



The Key North American Players

- To this end, great companies and institutions that share the commitment to sustainable development goals, are working with us already
 - Kansas City Southern
 - Monarch Joint Venture
 - Canadian Pacific
 - ROTARY International
 - Suburban Lawn and Garden
 - Fondo Monarca
 - Jade Viveros
 - Afirme
 - XIGNUX
 - GATX
 - Profaua



The Project



Form a trilateral (CAN-U.S.-MEX) community outreach program that will promote environmental awareness with focus on protecting the monarch butterfly and create a mechanism to fund the planting of 60,000 oyamel trees in the Monarch's winter habitat – El Rosario monarch sanctuary in Michoacán, Mexico.

Why this is Important



North America hosts one of the most beautiful natural wonders in the world: a three thousand mile journey that the monarch butterfly makes year after year from Canada, through the United States and into Mexico. Unfortunately, the continuity of this marvelous phenomena is in danger and we need to take action to save it

The Background

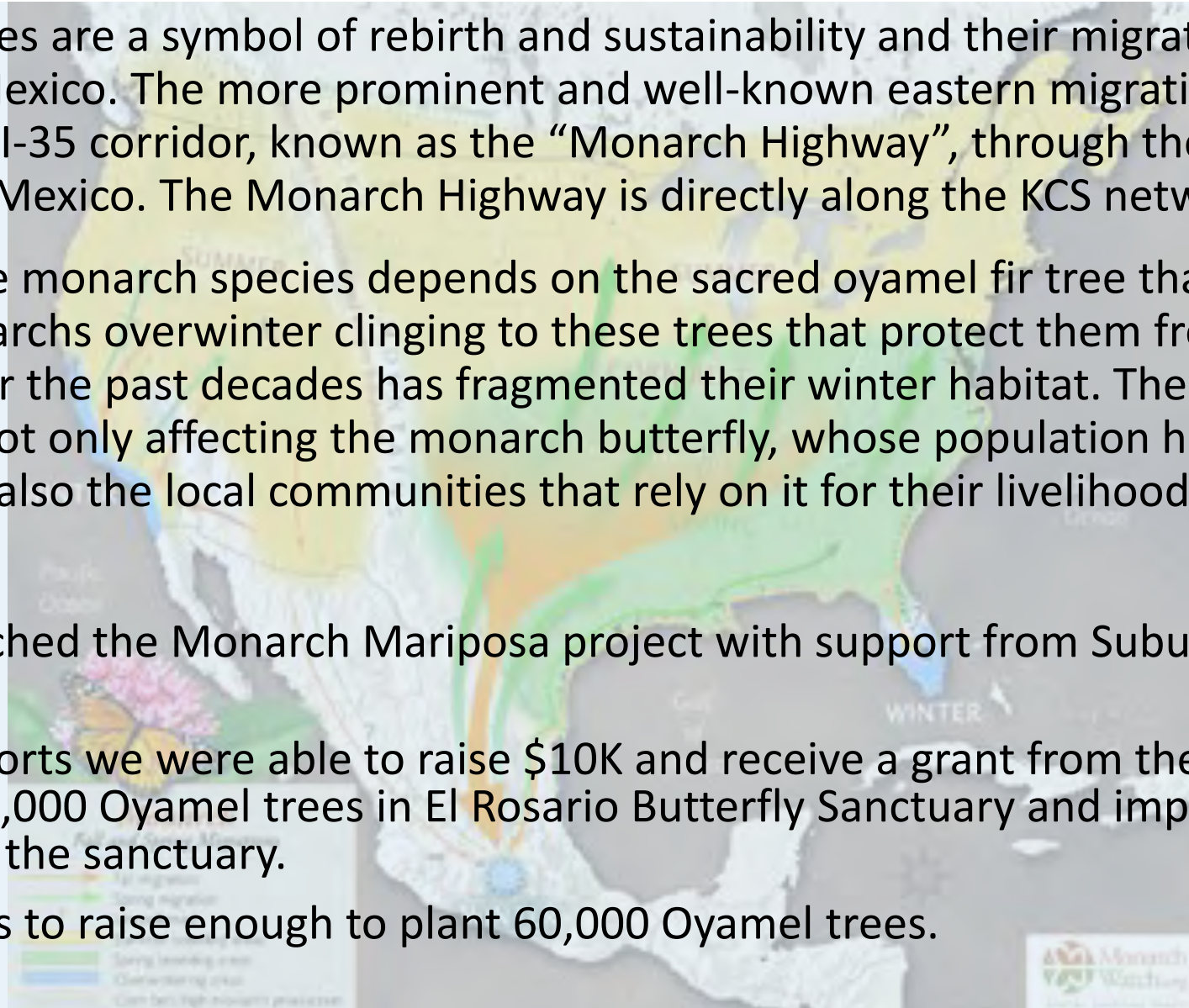
Monarch butterflies are a symbol of rebirth and sustainability and their migration spans North America from Canada to Mexico. The more prominent and well-known eastern migration travels south from Canada along the I-35 corridor, known as the “Monarch Highway”, through the central United States ending deep into Mexico. The Monarch Highway is directly along the KCS network.

The survival of the monarch species depends on the sacred oyamel fir tree that grows in Michoacán, Mexico. The monarchs overwinter clinging to these trees that protect them from the rain and the chill. Deforestation over the past decades has fragmented their winter habitat. The disappearance of the oyamel forest is not only affecting the monarch butterfly, whose population has decreased by 80% in just 20 years, but also the local communities that rely on it for their livelihoods, water, healthy soil, and erosion control.

In 2021, KCS launched the Monarch Mariposa project with support from Suburban Lawn and Garden and Rotary.

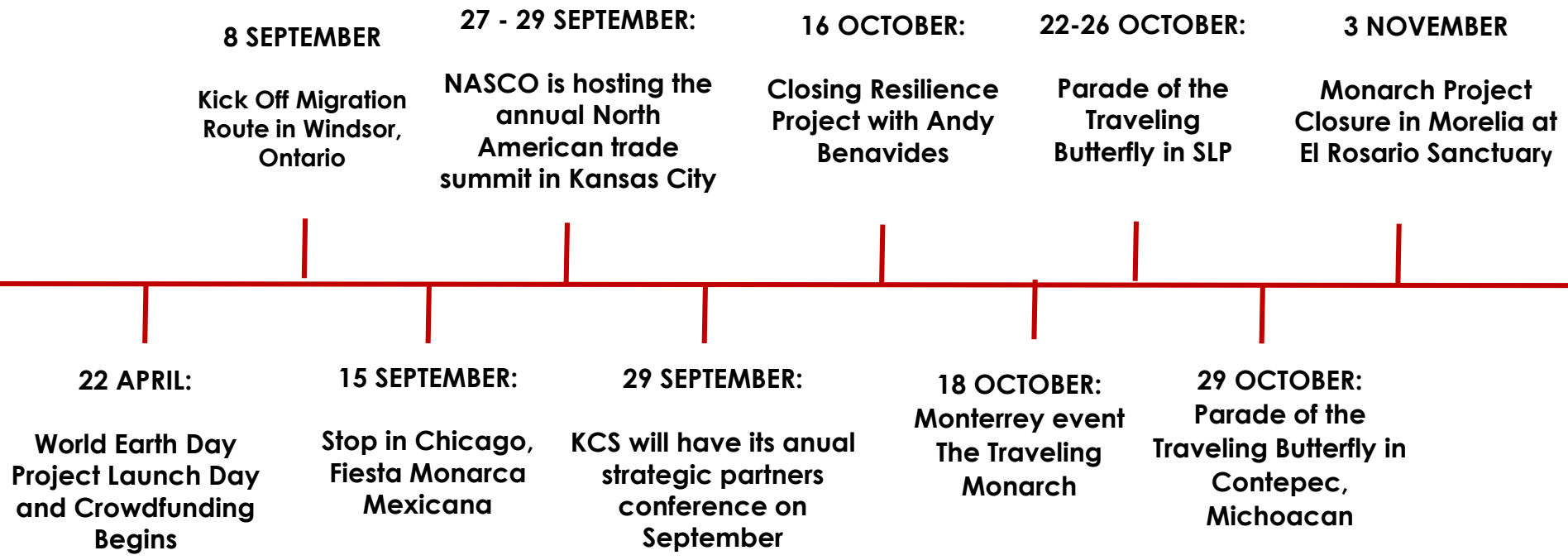
Through these efforts we were able to raise \$10K and receive a grant from the KCS Charitable Fund and Rotary to plant 10,000 Oyamel trees in El Rosario Butterfly Sanctuary and implement a potable water system outside of the sanctuary.

Our goal in 2022 is to raise enough to plant 60,000 Oyamel trees.



Timeline

april - november



Our Project Goals for 2022/2023

- Raise \$80,000 to \$100,000 USD to buy and plant 60,000 Oyamel trees in El Rosario Butterfly Sanctuary to aid in saving the Monarchs
- Strengthen the conservation and protection of natural resources, advance ecological sustainability and support our respective companies' and organizations' commitment to sustainability practices.
- Foster harmony between communities and the environment by establishing partnerships with organizations and businesses along the Monarch Butterfly's route within the 3 countries



How We Plan to Execute

- Profit donation for all butterfly plants purchased at Suburban Lawn and Garden (U.S.) and Jade Viveros (Mexico)
- Corporate Donations (Vignux, Afirme, etc)
- Establishment of Monarch Waystations along the Monarch Highway
- Crowdfunding via QR code on Rail • Monarch Relay (see next page)

MONARCH MARIPOSA



Kansas City Southern, Kansas City Downtown Rotary Club and Suburban Lawn & Garden have partnered to help save the Monarch Butterfly (Mariposa) population.

In the U.S. - In early March, monarch migration in the fall and the migration back north in the spring, which spans 3-4 generations, monarchs need consistent sources of nectar feeding sites at the appropriate times. Habitat patches of these areas are known as nectar corridors, which allow the butterflies to rest and refuel along the way. Suburban Lawn and Garden has the plants you need to feed our monarchs today in Kansas City.



In Mexico - Monarch Southern spent December to March each year bringing to the summer of monarchs to Texas that protect them from the rain and the cold. Although the monarch population decreased, the importance of nectar corridors to monarch butterflies, particularly throughout the monarch's life cycle, is clear. The monarch butterfly has a long history in the United States. People have begun to understand the monarch's importance to the ecosystem and to help bring attention to the monarch butterfly, whose population has decreased the last 10 years. But when the local communities that care for them who rely on it for their livelihoods.

1 Reserve online your garden's butterfly plants starting in March and \$10 from each plant will be donated to help to plant Oyamel fir trees in the monarch sanctuary in Michoacán, Mexico. (Please pick up in store).

2 Or, make an online donation where \$10 of your donation goes directly to the monarch sanctuary.

When you purchase any of these Monarch Mariposa Plants, Suburban will donate 50% of the proceeds toward the planting of Oyamel Fir saplings in Michoacán, Mexico.

Don't have room in your garden for any more plants, but you still want to support the Monarchs? *Click on the donation tabs below, and directly fund Monarch Mariposa's purchase of Oyamel Fir Saplings. (\$10 buys 21 Oyamel saplings)

Monarch Mariposa is a collaboration between Suburban Lawn & Garden, Kansas City Southern, and the Rotary Clubs of Kansas City and Monterrey, Mexico.

Click [HERE](#) to shop Monarch Mariposa Plants



inixar Explore How it Works

Resultados para **monarca**

monarca



Proyecto REFORESTACIÓN Mariposa Monarca

Reforestación Mariposa Monarca

Created by Kansas City Southern de México

¡Salvemos el Refugio de la Mariposa Monarca reforestando el Santuario El Rosario, en Michoacán.

0% Reached \$0 Raised Finished Campaign



REFORESTACIÓN MONARCA 2021

¡Salvemos a la Mariposa Monarca!

¡Haz tu donación para la reforestación del Santuario El Rosario en Michoacán!

Reforestación Monarca 2021

Created by Club Rotario Monterrey Metropolitano AC

Join and save the monarch butterfly from being in danger of extinction by donating trees for the reforestation of the El Rosario Sanctuary

19% Reached \$38,800 Raised Finished Campaign

Our Rail Monarch “relay”

- By train, we will travel the path of the Fall migration made by the monarch from Canada, through the USA, and arriving to Mexico.
- This trip will be made by a symbolic butterfly. A Mexican artist will make a sculpture that will travel within a painted boxcar. It will move by train from Windsor (Canada) to Morelia (Mexico) stopping in 4 key cities: Chicago, Kansas City, Monterrey, and San Luis Potosí before ending in Morelia.
- At each stopover, Rotary clubs will host public engagement events designed to promote monarch conservation & awareness, pollinator gardens, and raise funds for the 60,000 trees in Michoacán.
- The Monarch sculpture and its replicas will be permanently displaced in each city by the host club.



Monarch Boxcar



Restoration at the El Rosario Monarch Butterfly Sanctuary, Michoacán.

- In October 2021, the ejido El Rosario and FOCEN, signed the collaboration agreement for the production of 10,000 oyamel plants, for the restoration project in the sanctuary of the Monarch butterfly El Rosario.
- El Rosario has 10,000 two-year-old oyamel plants that will be reforested in June 2022.
- Currently, daily maintenance is given to the plants under the supervision of the Sanctuary and FOCEN.
- On December 1, 2021, the project was presented to members of the Monterrey Metropolitan Rotary Club and Kansas City Southern of Mexico.
- In October 2021, sampling was carried out to find out the forest structure of the forest where the monarch butterfly hibernates in El Rosario with the aim of identifying the optimal sites for the reforestation of the 10,000 oyamel plants.



How You Can Participate

Contribute in one of the following ways:

1. Sponsor the program. We have options from individual donations to major sponsorships
2. Make donations through our crowdfunding platform
3. Assist at your local event
4. Plant a Pollinator Garden/Butterfly Waystation
5. Spread the word!

Save the Monarch Butterfly!



Let's give to the world a message of hope, friendship and action.

We all have a common legacy: the environment. Together we can make the difference.

Let's keep this world beautiful for our next generations.



<https://qrco.de/60Ktreechallenge>