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BUTTERFLY PAVILION



OUR VISION

The vision of the Butterfly Pavilion is to be the premier invertebrate education center in the nation.

OUR MISSION

The Rocky Mountain Butterfly Pavilion exists to foster an appreciation of butterflies and other invertebrates while educating the public about the need for conservation of threatened habitats in the tropics and around the world.

CORE VALUES

Education – We will share our passion for the natural world by providing the very best instruction and services to a diverse public. We seek to promote curiosity and discovery among our patrons, from toddlers to seniors.

Environment – We will teach stewardship, conservation and embrace sustainability and diversity locally and globally.

Inquiry – We will seek creativity, rigorous inquiry, analysis, documentation, and communication as we become a premier research center to explore the science of butterflies and other invertebrates.

Service – We are ever mindful that we exist to serve the community. We will honor and respect the differences of those we serve and covet the confidence and trust of our patrons.

Leadership – We will seek excellence in decision-making and fiscal responsibility, being bright and thoughtful about solutions to problems. We will constantly assess our policies and programs.

Integrity – We, the leadership, Board of Directors and the staff of the Butterfly Pavilion, will hold ourselves to the highest ethical and moral standard.

Pride – We will foster a sense of pride in our institution and will always thoughtfully pursue ways to promote growth, sustainability and improvement of the Butterfly Pavilion.



DEAR MEMBERS AND FRIENDS

Your support, the expertise and dedication of the Pavilion's staff, the extraordinarily talented cadre of committed volunteers and the leadership of the Pavilion's Board of Directors shepherded the Pavilion through a challenging year. The 2008-audited fiscal year closed with a net increase in cash and cash equivalents of \$208,318.00. The Pavilion experienced an increase in visitations by members, by patrons and most significantly, by school children. 2008 was an unprecedented year in providing education to 56,585 school children both in the classroom and through outreach. The education focus of the Pavilion was sustainability and environmental conservation through the study of invertebrates.

More exotic species of butterflies punctuated our tropical rainforest with their dazzling colors than ever before. The USDA (Regulator of imports and containment) increased the number of permitted species, which allowed the public to be inspired, excited, educated and enlightened. The purchase of butterfly chrysalides is a worldwide enterprise. The countries of origin truly circumscribe the globe. This is important, not only for the wonders it brings to our visitors, but also for the preservation of environments and the uplifting of people in emerging economies. The Pavilion purchases only from butterfly farms, which makes the rainforest and other habitats a resource of economic value thus discouraging the slash and burn practice of subsistence farming. We are fulfilling our mission locally and globally – for this you should be very proud. We uplift hopes and lives on the wings of butterflies.

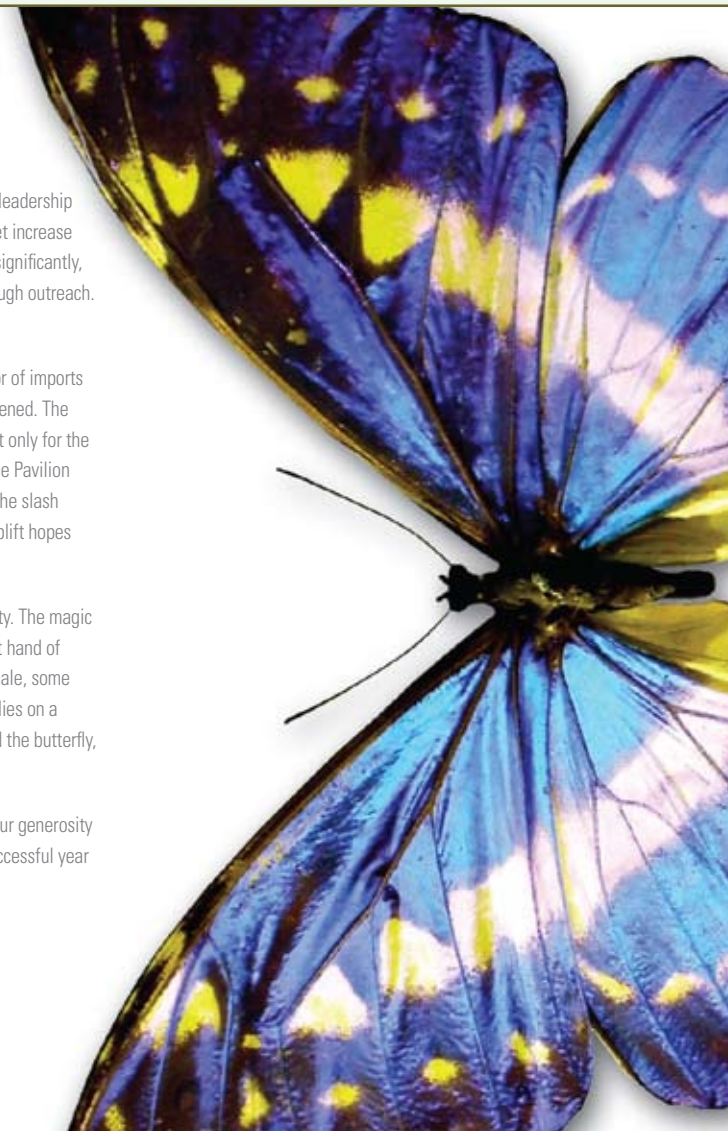
The Pavilion is much more than butterflies. Those aerial gems that bring delight teach us the marvels of diversity in nature and society. The magic of their lifecycle illustrates how all life is change, and their very existence paints a tableau of a healthy environment through the deft hand of our stewardship. Invertebrates are responsible for the bounty given up by the land and the world's vast seas. The enormous blue whale, some 100 feet in length and 150 tons in weight survives by ingesting thousands of pounds of invertebrates called krill. The human table relies on a variety of invertebrates to fill its plates with food. The invertebrate: the beetle, the spider, the shrimp, the sponge, the honeybee, and the butterfly, to name but a few, is the epitome of biodiversity – the underpinning of all life.

As a not for profit educational institution we urge you to support our essential education programs and our worldwide endeavors. Your generosity brings positive change to our environment through education, first by baby steps, then by giant strides. Help us celebrate another successful year through the continued support of the Butterfly Pavilion's mission. Together let's build a future for our posterity.

Sincerely,

Robert J. Bonacci
President/CEO

Bill West
Board of Director's Chair





The Butterfly Pavilion was the first freestanding butterfly house and invertebrate zoo in the United States, and in its first year served over 200,000 visitors!



WE LOVE TO TEACH AND LEARN

Education lies at the core of the Butterfly Pavilion's mission. Youth Education, Lifelong Learning and Volunteer Departments play a vital role in enlightening students and residents of the SCFD and the broader community about the importance of invertebrates and the conservation of global habitat. Highlights include the following:

YOUTH EDUCATION

■ The Butterfly Pavilion Education Department continued to expand its conservation education efforts in the community. The Pavilion served over 36,225 students through on-site classes during the 2007/ 2008 school year.

■ The Butterfly Pavilion continued to successfully meet the curricular needs of the Colorado schools systems. The Pavilion provides Colorado content standards-based education that provides hands-on, immersion-oriented learning that stimulates creativity and imagination.

■ Youth outreach programming continued to be one of the Pavilion's fastest growing programs in 2008. Teaming with Colorado State Libraries the number of programs doubled providing 630 programs serving over 20,360 students!

■ The Education Department continues to strive to meet the growing need of underserved students with assistance for classes, visits and transportation. The Pavilion was able to assist over 3,300 underserved, low-income and title-one students from 62 schools from the Denver metropolitan area.

■ Youth education also set the stage for a much larger impact in 2009 by developing a number of collaborative relationships including investment opportunities for corporations and foundations.

■ The Pavilion also has continued to expand its collaboration with the Children's Museum of Denver and Denver Public and Adams-12 School districts through the G.R.O.W. Program. In its 5th year, this highly successful program continues to improve science and literacy of underserved Denver area urban youth.

LIFELONG LEARNING

The Lifelong Learning Department expanded its efforts encouraging daily visitor programs and extracurricular learning opportunities.

■ Bug Talk (classroom-based) free visitor programs succeeded in 2008 by providing an extensive educational resource to over 3,684 visitors in 199 groups! Some of the highlights included weekly children's story time, monarch migration, and garden bug hunts.

■ The adult and Senior education program provided 90 classes serving nearly 1,100 visitors and Senior Outreach programs served over 1,400 active adults.

■ Adult workshops continued to grow a great deal in 2008. Tripod Photography held 13 sessions serving 113 amateur photographers.

■ Collaborating with Colorado School of Mines, teacher enrichment workshops trained regional educators on techniques of implementing much needed standards-based inter-disciplinary invertebrate conservation curriculum in their classrooms.

VOLUNTEER PROGRAMS

Volunteers continue to be the life-blood of the Pavilion and an incredible benefit to the community. The Pavilion continues to make strides in refinement and expansion of volunteer training to provide new opportunities for volunteers to expand their interests and contributions.

■ In 2008, The Butterfly Pavilion offered 29 different training opportunities with an average class size of 6. Volunteers range in age, interests, vocations, and talents. They continue to provide needed services.

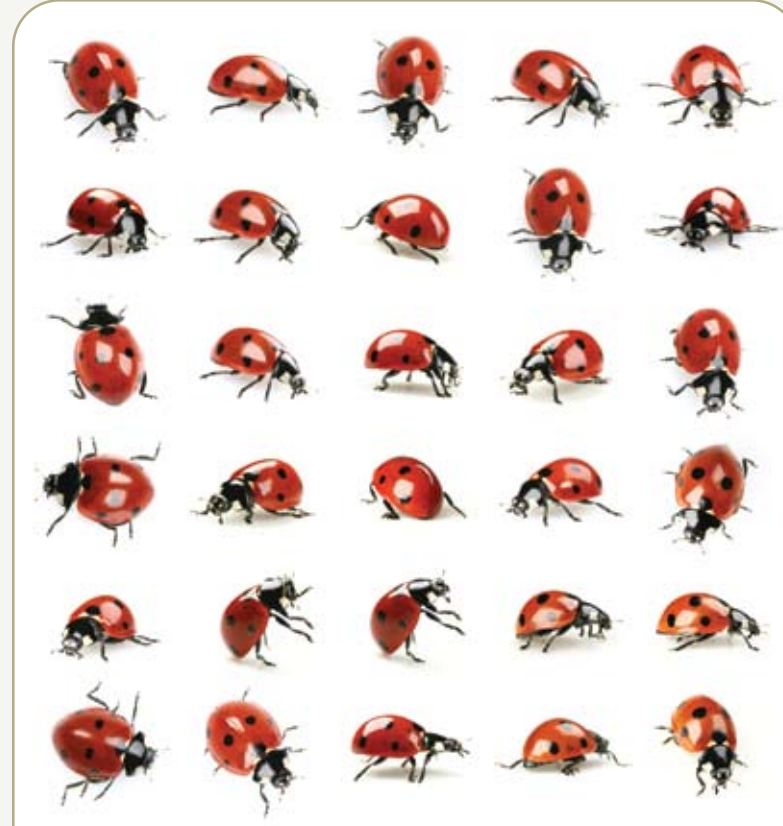
■ Over 125 volunteers provided over 9,022 hours at a value of \$153,645.00!



CURATORIAL

Butterflies and other invertebrates are the zoological masterpieces of nature that form the core of the Butterfly Pavilion's full-immersion experiential education program. Thousands of animals are cared for by the curatorial staff, a group of superb scientists who apply their knowledge, skills and abilities to the maintenance of our collection. Highlights include the following:

- The Curatorial staff (7 staff members) manned three major public exhibit areas at the Butterfly Pavilion as well as cared for over 200 animals.
- Unique to the Denver area zoological education experiences, the Butterfly Pavilion's zookeepers provide in-depth, hands-on education for all age visitors. The Curatorial team presented 734 educational butterfly releases to the public twice a day throughout the year.
- In 2008, 46,919 butterfly and moth pupae were imported to the Butterfly Pavilion from butterfly farmers from around the globe. An average of 1,200 butterflies flew each day!



HORTICULTURE

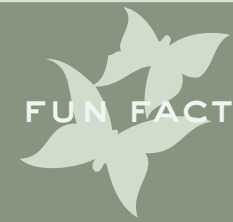
As wildlands shrink, gardens can provide necessary resources for many species of invertebrates. In 2008, the Horticulture Department continued to pursue its philosophy of bringing plants, people, and wildlife together. Whether by teaching kids to build their own miniature rain forest or by encouraging gardeners to appreciate beneficial insects, our horticulture staff and volunteers contributed time, hard work, and expertise to the cause of habitat gardening.

- In 2008, three senior resident facilities – The Retreat at Church Ranch, Englewood Meridian, and Wynwood at Ridgepoint in Boulder – participated in Butterfly Pavilion's Senior Habitat Gardening Program. Horticulture staff and volunteers, with the help of resident seniors, planted a habitat garden with butterfly-attracting annuals and perennials. The program creates butterfly habitats throughout the Denver metro area, while providing local seniors educational and therapeutic opportunities.
- The Horticulture Department taught three successful family workshops in 2008. With topics ranging from carnivorous plants to butterfly gardening, to growing plants from kitchen scraps, families were able to develop green thumbs and learn about science in an immersive, hands-on environment. Horticulture education, which also includes garden club talks, tours, workshops, and the Garden Discovery Series, is an increasingly important goal of the department.
- Horticulture staff and teen volunteers counted, observed, and recorded the diversity of invertebrates in the Butterfly Pavilion's outdoor plant collections throughout 2008. The census found that the Butterfly Pavilion's gardens support eleven bee species and twelve butterfly and skipper species, and the gardens provide food and shelter from early May to late October. Data collectors also assisted with the Floral Preference study. By learning which plants are most attractive to butterflies, environments can be tailored according to season, species diversity, and populations. Information from these studies has been shared with other butterfly houses and zoos around the county.
- In fall 2008, the Butterfly Pavilion with the assistance of HPE finished the re-piping of the conservatory heating system. The repairs prevented plant loss due to underground hot water leaks, and sustained the tropical environment, even on the coldest winter days. The pipes transporting hot water from the boilers are all now above ground, insulated, and covered with plastic covers.

FUN FACT

Arthropods have exoskeletons, segmented bodies, and are cold blooded! Arthropods are part of the invertebrate world. Invertebrates make up 97% of the all animal species on the planet!





Recycling helps reduce greenhouse gas emissions. Every ton of mixed paper recycled can save the energy equivalent of 185 gallons of oil.



ROCKY MOUNTAIN BUTTERFLY CONSORTIUM STATEMENT OF FINANCIAL POSITION
DECEMBER 31, 2008 (WITH COMPARATIVE TOTALS FOR 2007)

	2007	2008
Assets		
Cash and cash equivalents – unrestricted	\$ 585,847	\$ 379,273
Cash and cash equivalents – temporarily restricted	18,011	16,267
Accounts receivable	924	7,485
Gift shop inventory	204,938	219,873
Investments (Note 3)	253,346	103,147
Net property and equipment (Note 4)	4,329,461	4,477,819
Amortized bond issuance costs	17,003	29,692
Beneficial interest in assets held by others (Note 8)	35,425	33,692
Total Assets	\$ 5,444,955	\$ 5,267,460
Liabilities and net assts	2007	2008
Liabilities		
Accounts payable	\$ 83,976	\$ 29,450
Accrued payroll costs	58,665	47,473
Deferred memberships	67,124	76,873
Loan payable (Note 5)	5,108	-
Bonds payable (Note 6)	\$ 1,615,000	\$ 1,615,000
Total Liabilities	\$ 1,829,873	\$ 1,768,796
Net Assets		
Unrestricted	\$ 857,862	\$ 589,720
Operating	2,709,351	2,862,819
Temporarily restricted (Note 7)	18,011	16,267
Permanently restricted (Note 8)	29,858	29,858
Total net assets	\$ 3,615,082	\$ 3,498,664
Total Liabilities and Net Assets	\$ 5,444,955	\$ 5,267,460



ROCKY MOUNTAIN BUTTERFLY CONSORTIUM STATEMENT OF ACTIVITIES FOR
THE YEAR ENDED DECEMBER 31, 2008 (WITH COMPARATIVE TOTALS FOR 2007)

	2007			2008	
	Unrestricted	Temporarily Restricted	Permanently Restricted	Total	Total
Revenue and other support					
Admissions	\$ 1,106,768	\$ -	\$ -	\$ 1,106,768	\$ 1,044,838
Museum store revenue/concessions	665,534	-	-	665,534	636,490
SCFD	577,064	29,911	-	606,975	565,503
Program fees	195,089	-	-	195,089	184,889
Memberships	124,802	-	-	124,802	149,356
Donations	53,873	29,888	-	83,761	149,764
Investment income	10,694	-	-	10,694	17,883
Other	17,774	-	-	17,774	6,952
In-kind	-	-	-	-	-
Net assets released from restrictions	58,055	(58,055)	-	-	-
Total Revenue and Other Support	\$ 2,809,653	\$ 1,744	-	\$ 2,811,397	\$ 2,755,675
Expenses					
Program Services					
Admissions/museum Store	\$ 696,579	-	-	\$ 696,579	\$ 697,056
Education exhibits/programs	550,588	-	-	550,588	408,034
Curatorial and invertebrates science	459,031	-	-	459,031	418,486
Pavilion facility operations	253,463	-	-	253,463	290,571
Horticulture	178,959	-	-	178,959	180,615
Pavilion volunteer support	51,996	-	-	51,996	69,494
Total Program Services	\$ 2,190,616	-	-	\$ 2,190,616	\$ 2,064,256
Supporting Services					
Administration	\$ 259,676	-	-	\$ 259,676	\$ 295,334
Marketing, promotion & members	229,561	-	-	229,561	207,134
Fund raising	15,126	-	-	15,126	14,856
Total supporting services	504,363	-	-	504,363	517,324
Total Expenses	\$ 2,694,979	-	-	\$ 2,694,979	\$ 2,581,580
Change in net assets	\$ 114,674	\$ 1,744	-	\$ 116,418	\$ 174,095
Net assets, beginning of year	3,452,539	16,267	29,858	3,498,664	3,324,569
Net assets, end of year	\$ 3,567,213	\$ 18,011	\$ 29,858	\$ 3,615,082	\$ 3,498,664





The conservatory houses over 300 tropical and sub-tropical plants providing exotic blooms and nectar source for the 1,200 free-flying butterflies.



STAFF

The Butterfly Pavilion is a multifaceted educational institution, and its operations require the efforts of a talented, passionate, and dedicated staff. Their commitment to the mission and vision of our organization bring life and vitality to our programs.

Jaime Bain
Zookeeper

Joseph Barry
Gardener

Lindsey Barton
Sales Associate

Nicole Bickford
Education Specialist

Heather Bilek
Sales Associate

Jesse Boerema
Custodian

Robert Bonacci
President/CEO

Mary Broughall
Temp. Adult/Volunteer Coordinator

Deborah Brooks
Educator

Vernon Collins
Senior Outreach Presenter

Anastasia David
Supervisor – Gift Shop

Joann Dawe
*Adult Outreach Instructor
& Youth Outreach Instructor*

Bryan Dee
Marketing Intern/Event Assistant

Justin Deines
Custodian Supervisor

Jenifer Doane
Marketing Director

Amanda Douglass
Special Events Coordinator/Sales

David Ennis
Outreach Presenter

Kathryn Erbaugh
Sales Associate

Sara Farmer
Birthday Party Ambassador

Carissa Fisher
Zookeeper

Mary Ann Hamilton
Curatorial Manager

Lisa Hettinger
Sales Associate

Kyle Hetteema
Zookeeper

Jennifer Hink
Assistant Manager

Stephanie Holliste
Zookeeper

Scott Johnson
Custodian

Moira Jones
Birthday Ambassador

Cynthia Killingbeck
Director of Admissions & Retail

Megan Lanning
Outreach Presenter

Marilyn Love
Sales Associate

Kendra Lubchenco
Administrative Assistant

Michele Melio
Outreach Presenter

Michele Morenz
Educator

Betina Moody
Sales Associate

Kelley Nieser
Sales Associate



STAFF continued

Sabrina Orlando
*Membership/Donor Relations
Manager*

Theresa Paiva
Outreach Presenter

Deanna Pierce
Supervisor – Gift Shop

Kristen Pohl
*Volunteer Coordinator and Adult
Education Specialist*

Denise Price
Outreach/Off-site Coordinator

Lois Rosenquist
Zookeeper

Jody Ruch
Sales Associate

Stephanie Sisroy
Special Events Assistant

Christina Sisler
Sales Associate

Marcos Stoltzful
Youth Programs Coordinator

Jennifer Strotman
Zookeeper

Emily Stuckey
Outreach Presenter and Educator

Charlotte Swatek
Birthday Party Coordinator

Patrick Tennyson
Deputy CEO

Jane Toman
Zookeeper

John Tyler
Zookeeper

Karen Vitco
Zookeeper

Suzanne Weltzer
Birthday Party Ambassador

Khanh Whiteman
Zookeeper

Jessica Wilson
Full-Charge Bookkeeper

Amy Yarger
Director of Horticulture

Rachel York
Sales Associate



VOLUNTEERS

(BY HOURS 1994 - 2008)

The dedication of our volunteer corps is essential to our visitors' experience. From assisting guests to holding Rosie, to teaching youth education classes, to tending our gardens, these individuals are critical to the daily operations of our facility. We thank them for their generosity, enthusiasm, and talent.

7,500+ hours

Warren Fair

6,000+ hours

Fred Linck

1,000 – 4,999 hours

Austin Brown
Joann Dawe
Alice Doyle
Cathy Fennelly
Annemarie Garza
Francis (Fran) Haas
Lora Kreutzer
Ernest Merkel
JoAnn Moore
Barbara Portz
David Sherman
Mike Sipes
William Vickers
Kenneth Williams

500 – 999 hours

Kyle Andrews
Elizabeth Archer
Paul Bay
Freya Bertson
Ann Brown
Ruthie Claman
Ross Echtermeyer
BP Friends
Gary Gagnon
Virginia Hokenson
Richard Jarboe
Nancy Jessee
Bunny Kleinhenz
Dee Lidvall
Carol McCracken
Derek McCracken
Jan Milner
Cheryl Patrick
Karissa Proctor
Sherry Ruby
Andrea Shelby
John Shofner
Kathy Shofner
Christina Sister

100 – 499 hours

Robyn Anastos
Kathryn Archer
Pat Baldwin
Samantha Bonelli
Lanae Brandenburg
Mary Broughall
Ashley Bruno
Kristy Cole
Yolanda Cole
Vern Collins
Eloise Cook
Chelsie Davia
Keila Deitz
Susan Dickinson
Janet Dills
JoAnn Ellerbrock
David Ennis
Katie Feldman
David Fending
Nedra Fortune
Boettcher Foundation
Scholars
Ardy Gardner
Carol Githens
Dmitriy Grachev
Alex Gray
Peggy Guy
Lori Harrison
Jason Haubenreiser
John Hoyman
Brandon Idelberger
Jody Jagersky
Martha Jones
Maira Jones
Mike Lance
Anita Liuzzi
Janet Lutz
Roxie Marcum
Shirley McConnell
Judith McFadden
Jane Meyer
Daniel Mock
Lorraine Montoya
Bonnie Moore
Fred Nadel
Sarah Nelson
Amanda Noland
Kara O'Dell
Stephen Reul
Lynn Riley
Sherry Rubinstein

Diane Saucier
Stephanie Sismroy
Jo Smith
Leah Smith
Omar Solis
Randy Sorenson
Jeremy Sunder Raj
Bekah Tomsick
Maureen Tooher
Jennifer Turner-Valle
University of Colorado -
Engineers
Donalyn White
Judith Wilbourn
Fred Yahrling
Ariana Yong

99 and fewer hours

Colorado Academy
Cathleen Adams
Diann Anderson
Cindy Atencio
April Baran
Gina Barbieri
Sarah Barkman-Berndt
Brandon Barnes
Ashley Bass
Rachel Bechhoefer
Mary Lou Beitel
Carol Belica
Priscilla Bergstrom
Jennifer Bibles
Arthur Biegunajty
Christine Biglow
Gretchen Bolivar
F.E. Boswell
Elizabeth Boyd
Elycia Boyer
Kari Boys
Mark Brito
Libby Brophy
Bob Brown
Elizabeth Brundage
Amanda Buel
Jennavee Bulinski
Dorothy Burhorn
Adam Burke
Lance Burkett
Ron Cabrera
Don Calderon
Grace Canles
Luci Capo Rome

Loretta Cawelti
Cathy Chuey
Brad Cole
John Collar
Colorado State University -
Entomology Club
Kylie Conrad
Cathy & Don Cook
Youth Corps
Stephana Cross
Laura Kellogg
Amy Kelso
Micki Kemper
Jennifer Keydel
Keith Keydel
Daniel Kim
Robin Kirk
Charlie Kirkham
Amy Klamm
Sarah Kortnicki
Jarrod Kovanda
Ingrid Duke
Nancy Dukes
Shannon Dunlap
Trish Dunnigan
Joyce Edwards
Kristine Edwards
Max Ehlinger
Bradford Ellsworth
Yvette Ellsworth
Gloria Eshelbrenner
Cara Fisher
Andrea Forrest
Madeline Frey
Sarah Gleason
Susy Gloor
Jonna Goldtrap
Sylene Goodwin
Jennifer Graf
Jonathan Graf
Cathy Gray
Kathryn Greeson
Nancy Gremel
Tanya McFadden
Clay Grover
Lorrie Grube
Dan Guth
Marla Hansel
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April Hedstrom
Tim Heine
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Rachel Hill

Robb Hinds
Stephanie Hodgin
Sara Holder
Alison Hopkins
Kathleen Hopkins
Catherine Hurst
Tina Janda
Jennifer Johnson
Youth Corps
Patricia Kaowthumrong
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Loretta R. Cawelti

Mary Dambman

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FUN FACT

Covering less than 2% of the Earth's total surface area, the world's rainforests are home to 50% of the earth's plants and animals.





The Butterfly Pavilion owes its success to the generous supporters of our organization. With the help of our members and donors, we have provided valuable science education to over 450,000 students and invertebrate information to 3.25 million visitors, further spreading the word about habitat conservation and environmental protection. The following donors supported the Butterfly Pavilion from January 1, 2008 to December 31, 2008.

SCFD

The Butterfly Pavilion received significant funds from the Scientific & Cultural Facilities District (SCFD) in 2008. Voters in the Denver metro area created SCFD in 1998 to provide a consistent source of unrestricted funding to scientific and cultural organizations. Since then, the SCFD has funded more than 300 organization via the 0.1% retail sales and use tax (one penny on every \$10). Adams, Arapahoe, Boulder, Broomfield, Denver, Douglas, and Jefferson counties comprise the district.

GRANTORS

\$20,000+

Rotary Club of Denver Metro North

\$10,000+

The Denver Foundation

\$5,000+

McCormick Tribune Foundation
New Belgium

\$3,000+

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\$1,000+

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Chris Graves

\$250+

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Chalmer William West

\$100+

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Sierra Colburn
Laura Small
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Tagawa Garden Center & Florist
The Food Guy
The Gourmet Kitchen
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HOW CAN AN INSECT BE THE KEY TO A SUSTAINABLE ENVIRONMENT?

Sustainability, in a general sense, is the capacity to maintain a certain process or state indefinitely. We have come to realize that our lives will continue to be more and more governed by principles of sustainability as cities, states, and even countries embrace a more enduring approach to natural resource management. Until just recently, natural resource intensive strategies have not only been the norm, but instead have gone basically unquestioned in order to support our growing needs as consumers. However, citizens, businesses, and legislators alike are discovering innovative ways to expand their current efforts while at the same time better utilizing and conserving resources.

So, again how can an insect be the key to a sustainable environment? Insects make up over three-quarters of the world's animal species and are a vital part of every ecological system in which we live. From the billions of dollars spent managing Malaria in the tropics, to US farmers transporting bees across country to pollinate crops, it does not take us long to realize how relevant insects are in our everyday lives. As an institution focused on the conservation of invertebrates, especially insects, the Butterfly Pavilion continues to be a leader in providing quality, poignant environmental education about the relevancy of insects and invertebrates.

Each year at the Pavilion, thousands of children get their first hands-on encounter with invertebrate life. They quickly begin to develop an understanding of these creatures' importance. A living rainforest with tropical butterflies is perhaps one of the most unique, memorable and impactful experiences a child may ever have. Yet it is our adult visitors that are creating the greatest connection to the Butterfly Pavilion and its efforts. With every paid admission we dedicate a significant investment to the preservation of our most valuable, and threatened natural resource – our tropical forests.

By purchasing butterfly chrysalises, which later emerge into the beautiful butterflies you encounter in our Wings of the Tropics exhibit, we provide butterfly farmers around the globe a consistent and productive source of income. Sustainable agriculture not only sets aside significant tracts of tropical habitat forever, and also helps secure financial stability for hundreds of indigenous people of emerging nations. Back here in Colorado, we in turn highlight the impact of these innovative business practices through interactive educational programming and hands-on insect discovery.

Presently, the value of insects as pollinators and recyclers can be calculated in the billions of dollars globally, while the next 25 years may see bio-credits and ecological assets offset the cost of questionable development practices. Everywhere we turn we are finding new ways to alter and improve best practices and save valuable resources. The Butterfly Pavilion's goal is to continue to remain ahead of the curve as we promote sustainable agriculture and land conservation through insects, invertebrates and education. Butterflies are just the beginning!

BUTTERFLY PAVILION