

Pioneering our path forward.

EMPOWERING OUR FUTURE

Case for Support | 2022-2026 | Updated October 2023



Monarch Research



Photo: Linn Mar Venture Science Class

monarchresearch.org



The more we know
the more we grow!
Monarch butterflies feed on nectar,
but they need milkweed plants to
reproduce.

Let's Begin!

Embarking on our Next Chapter

[A personal message from founder Clark McLeod]

Six remarkable years have passed since Monarch Research's inception. As we reflect on our journey so far, we're driven not only by the accomplishments we've achieved but also by the boundless potential that lies ahead. The native monarch butterfly, a symbol of grace and vulnerability, serves as our muse, an educational beacon, and a poignant reminder of our ecosystem's delicate balance.

Our mission stands resolute: to rekindle and nurture green infrastructure that sustains the native Monarch and our native wildlife, forming an interconnected tapestry within our community.

To achieve this vision, it's imperative that our community grasps our mission's essence and extends their wholehearted support.



Nurturing Nature - People 🍁 Ecosystems 🍁 Conservation

To grasp the complex ecosystem, one must acknowledge the profound interdependence between native plants and wildlife. Native plants have evolved alongside local animals, establishing crucial relationships that render the existence of the native animal kingdom contingent upon the native plant kingdom, while conversely, the native plant kingdom relies on the native animal kingdom for its continued survival.

At the heart of the Monarch butterfly's survival, for instance, lies the milkweed, a crucial native plant. Monarchs lay their eggs exclusively on milkweed, and the plant serves as the sole source of nourishment for their caterpillars. **Our conservation efforts go beyond milkweed;** they focus on revitalizing a variety of native plants and trees in Linn County. This interconnectedness ensures a thriving ecosystem where each species plays a crucial role in maintaining balance and preserving the rich biodiversity that has evolved over millennia.

Renewing Our Green Tapestry



Monarch caterpillars feed exclusively on the leaves of milkweed.

Monarch Research Station
Marion, IA

Pioneering our path forward. | 2



MR Station nurtures countless butterflies,
offering educational experiences
before their release.



Building

Havens for Monarchs

Our initial mission to safeguard the native Monarch has culminated in the creation of "**Monarch Zones**," an alliance encompassing individuals, businesses, and organizations dedicated to nurturing our monarch population.

With our cutting-edge rearing tools, groundbreaking BioTents™, and the Monarch Lifecycle Kit (MLK) meticulously designed by Monarch Research, we provide both young and old with a profound insight into the intricacies of life's interconnect web. Additionally, **these innovative tools serve as a protective sanctuary for Monarch caterpillars**, elevating their survival rates from a mere 3% to an astounding 50-90%.



**BioTents™ protect monarchs
from predators and
increase survival rates!**

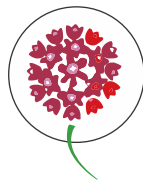


Cultivating Pollinator Zones - 1,000 Acres 🍁 1,000 Miles

In collaboration with our partners, including Linn County, as well as the cities of Marion and Cedar Rapids, **we have incorporated native prairies into local parks and trails.** This initiative, aptly named the "1,000 Acre Plan," has successfully encompassed a substantial expanse of 1,200 acres in an impressively swift timeframe of just six years.

In a subsequent partnership with Linn County Engineering, we initiated the "1,000 Mile Pilot," slated for completion by 2025. This ambitious endeavor, led entirely by Monarch Research, leverages cutting-edge planting equipment engineered by us to empower a single operator to both prepare the ground and sow seeds while driving along the road. Compact native-plant prairies, each measuring 20 feet in length, are strategically positioned at 50-foot intervals along the roadside ditches. At the end of each day, the prairies are mapped into the Linn County GIS system.

Sowing



Seeds of Change



Our ingenious SWAT (Swiss Army Truck) trims roadways and prepares for these miniature prairies.



Planting Forward

Rooted in Restoration

In August 2020, Cedar Rapids and the entire Linn County area experienced a catastrophic event - the Derecho. With hurricane-force winds reaching 148 miles per hour, this natural disaster destroyed 70% of the tree canopy in 45 minutes. **The impact was not merely aesthetic; it disrupted ecosystems and significantly altered our environment.**

The Birth of Planting Forward

Monarch Research devised an ingenious plan, harnessing the power of community collaboration... a strategy that involved local employers. These organizations offered free native trees to their employees, with Monarch Research sourcing and distributing the trees. Employees could choose from a selection of up to 30 crucial native species, vital for Linn County's ecosystem. For-profit companies purchased trees for their employees, while non-profit organizations received trees through generous donations to Monarch Research.



Tree Distribution Programs

Corporate Partners | Nonprofit Organizations | Local Governments | Woodlands Landowners | Skogman Partnership | One Child, One Tree | Acorn Distribution | OTK

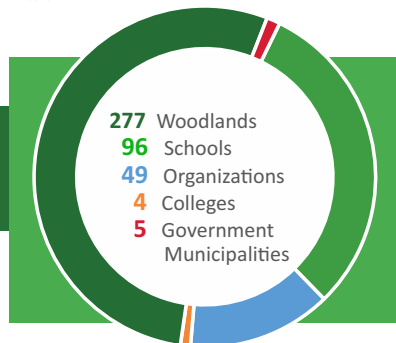
Our Heros are the organizations and their employees:

49 Organizations

The Arc of East Central Iowa
Bowker Mechanical Contractors
Bradley & Riley PC
Bruce more
Benchmark, Inc.
Cedar Rapids Bank & Trust
CR Garden Club
CRST
ESP International
FG Fiberutilities Group
First Presbyterian Church CR
First Lutheran Church CR
Frontier Herbs
GreatAmerica Financial Services
GreenState Credit Union
IGD - Iowa Glass Depot
IFF

ImOn
Tolerance
Involta
Ledford Engineering Co.
LimoLink
Linn County Conservation
Marion Home School Assis. Program
Matthew 25
McGrath
Mercy Medical Center
Monarch Zones
NW Neighborhood Association
NXT Bank
OPN Architects
Raining Rose
Ready Wireless
Revive Family Chiropractic

Solid Waste Agency
Simmons-Perrine
Skogman Companies
Skywalk Group
Strategic Financial Solutions
SPS and Friends
TrueNorth
UnityPoint
US Bank
Van Meter
Virginia Gay Hospital
WCI - World Class Industries
Westminster Presbyterian Church
WFLA - Western Fraternal Life
Wellington Heights



4 Colleges

Coe College
Cornell College
Kirkwood Community College
Mount Mercy University

5 Govt. Municipalities

City of Cedar Rapids
City of Hiawatha
City of Marion
City of Mount Vernon
City of Robins

277 Woodlands

orders by landowners in Linn County!

75,000!
Trees Planted
Since 2020

9,550
Acorns
Tested, distributed,
then planted by
landowners by
spring 2024

96 Schools

Alburnett (3)
Belle-Plaine (2)
Benton Community (5)
Cedar Rapids (31)
Cedar Valley Christian School
Center Point Urbana (4)
Central City (2)
College Community (10)
Grant Wood AEA
Linn Mar (12)
Marion Independent (6)
Mount Vernon (3)
North Linn (3)
Summit Schools
Vinton-Shellsburg (4)
Xavier Catholic Schools (8)

Planting Forward



Your Contribution Matters

Your donation serves as a cornerstone, inching us closer to the profound restoration our community craves. As a patron of Monarch Research, you may ponder the optimal commitment level. Rest assured, every dollar you invest carries weight and purpose. Our collaboration with community partners ensures that each donated dollar fuels material acquisition, seed sowing, plant nurturing, and tree planting.

Our commitment extends to educating and inspiring change, fostering a mindset shift that birthed our journey. Each project we undertake is forged to sustain and uplift our green infrastructure for generations.

Trusting



Scan and make
your donation today.



Our Commitment to You

We're actively molding the next generation
of environmental stewards!





United for impact.

Bound by a Common Purpose

Monarch Research's renown isn't just derived from its activities—it's a result of collective engagement. **We draw strength from an engaged community**, hundreds of partners, and thousands of volunteers annually. Our influence reverberates beyond program participants, touching lives in various ways.

Generously partake in our journey and bolster our endeavors through your thoughtful contribution.



Clark McLeod Founder



Budget Insights

2022-2026

Monarch Zones Encompassing supplies, facility, and labor.	\$600,000
1,000 Mile Project Encompassing seed, herbicide, equipment, gasoline, signage, supplies, and labor.	\$570,000
1,000 Acre Project Covering seed, herbicide, and signage. Labor and equipment provided by three municipalities.	\$700,000
Planting Forward Tree Project Encompassing tree purchase, administrative support, marketing, wages, equipment, and truck rental.	\$2,300,000
Zones Across America 	\$125,000
Seed Giveaways Including purchased and donated seeds, supplies, and advertising.	\$50,000
Operational Expenses (Administrative support provided by the McLeod family)	\$155,000
Campaign Goal:	\$4,500,000



Scan and make
your donation today.

“ Unless someone like you cares a
whole awful lot, nothing is going
to get better. It's not. ”

- The Lorax, Dr. Seuss



Donate 🍂 Volunteer 🍂 Learn More

Get involved!

Eager to join our mission by making a donation or volunteering? Countless opportunities await throughout the year, offering a chance to donate or actively participate in our dynamic activities.

From **webinars, educational classes, monarch releases, and organized events with industry leading speakers, to our participation at partner functions**, the Monarch Research team is committed to helping promote environmental initiatives that improve and rebuild native habitat.

Visit monarchresearch.org to make a donation now or complete the Contact Us form to learn more.



Contact Information

For deeper insights into Monarch Research, explore our website at monarchresearch.org or connect with us via email at info@monarchresearch.com. Monarch Research is a non-profit organization granted tax-exempt status by Section 501(c)(3) of the Internal Revenue Code. EIN #47-5292786

Join us as we continue to make an impact!



We extend heartfelt appreciation to the numerous volunteers, donors, staff, and friends who fuel the success of Monarch Research and its transformative projects. Your unwavering support is the cornerstone of our progress, and our journey would be incomplete without each of you!

Guiding our Path

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Thank you!
for your donation.

Your donation to Monarch Research goes directly to the programs that support habitat restoration. Through educational and community-focused initiatives, we are focused on creating a thriving environment throughout Linn County and the surrounding communities for generations to come.

Join us and help us realize this epic goal!

Scan and make
your donation today.



monarchresearch.org/donate

Or mail your donation to Monarch Research at 4970 Lakeside Road, Marion, IA 52302

