



THE MONARCH ULTRA:
OUR SEVEN WEEK JOURNEY IN REVIEW
JAN. 12, 2020

Dear Monarch Ultra Sponsors, Partners and Supporters,

We simply want to say thank you to all of you who supported our project this past year. Together we are having a positive impact on monarchs and other pollinators and inspiring communities to take conservation action.

We want to offer our sincere gratitude to everyone who encouraged us, volunteered their time, and provided financial support to help make our dream a reality. Each and every sponsorship contribution and private donation meant that we could follow the monarch's journey south, and be a strong and united voice for the conservation of monarchs and all living species. We do this work because we are passionate about protecting the Earth, and also, because we believe in the grassroots, human creativity that connects us and enables new actions to emerge.

This end of year review is a reflection of our seven week journey along the monarch's migratory route from Peterborough, Canada to Macheros, Mexico. It is by no means exhaustive, though we hope we covered the most important highlights and activities. We also offer the next steps for our project.

We leave you with this reflection piece from Ian Attridge, an environmental lawyer in Peterborough, Ontario:

“What a wonderful image of the monarchs - delicate yet strong, local yet international, threatened yet resilient, starting so small on a “weed” and transforming into a gloriously patterned creature of the skies, a wonder for all to behold. May we find inspiration in nature and common cause together.”

Sincerely,
Carlotta James



THE MONARCH ULTRA RELAY RUN:

- 4,300KM (2,671 MI) TOTAL DISTANCE COVERED IN THE ULTRA MARATHON.
- 438 ROADSIDE AID STOPS WHERE MONARCH ULTRA CREW PROVIDED WATER, ENERGY GELS, SNACKS & EMOTIONAL SUPPORT TO THE RUNNERS.
- 46 ULTRA RUNNERS RAN DISTANCES OF 50KM, 80KM OR 100KM.
- 9 RUNNING TEAMS JOINED US AT DIFFERENT POINTS & SHARED OUR MESSAGE OF CONSERVATION TO THOUSANDS OF PEOPLE: LETT ARCHITECTS (PETERBOROUGH), CONCORDIA LUTHERAN HIGH SCHOOL (FORT WAYNE), RUNNER GIRLS (MONTERREY), RED DEVILS BASEBALL TEAM (GUANAJUATO), RUNNING CLUB (SAN LUIS DE LA PAZ), UNIVERSIDAD POLITÉCNICA RUNNERS (SANTA ROSA), VENADOS RUNNING CLUB (ACAMBARO), GUANAJUATO GOVERNMENT, AND COYOTE RUNNING CLUB (ZITACUARO).
- RUNNERS EXPERIENCED OPPRESSIVE HEAT, RAIN STORMS, POLLUTION, EXHAUSTION, DEHYDRATION, AND GRUELING HIGHWAYS - THE SAME CHALLENGES FACED BY MONARCH BUTTERFLIES ON THEIR ANNUAL MIGRATION SOUTH.
- THOUSANDS OF MONARCHS SEEN FLYING ABOVE US (ESPECIALLY IN MEXICO) DURING THE 47 DAY RELAY RUN ACROSS THREE COUNTRIES & THROUGH HUNDREDS OF MUNICIPALITIES.



MONARCH ULTRA RUNNERS
SEPT. 19-NOV. 4, 2019

ANDREA OLIVE BRADLEY FRYAR BRICIO TAVERA BRUCE
BAKLARIAN CARL WRIGHT CARLOTTA JAMES CHAAK BALAM
CHERYL BISHOP CLAY WILLIAMS CYNTHIA THOMPSON
DALLAS SMITH DANIA FUENTES-PINO DAVID VARTY EILEEN
KIMMETT JAMES CREEDON JANET BEST JASON CRADDOCK
JESSICA LISTER JESSICA SMITH JODI MCNEILL JOEL KIMMETT
JONEL BOYKO JOSH NOEL JULIE VALLIERES KATHARINE
PARTRIDGE KAY MATHIAS KRYSTAL LEBRETON LIBERTY
HEISE LIZETTE PIERCE LUCAS WERGER LYNDA WACHT
MARTHA RAVELERO MATT FLAHERTY MATT LISTER MICAH
HARDKE MICHELLE TOSHACK MIREILLE HESS NORMAN
NADON RACHEL VISSERS RHONDA BREISCHAFT ROB ULM
SARABROOKE BENJAMIN SULEMA JAMES TANIA NORATO
CORTEZ TIMOTHY HAINES WESTON POPICHAK

RUNNING TEAMS: LETT ARCHITECT, CONCORDIA LUTHERAN
HIGH SCHOOL, RUNNER GIRLS MONTERREY, RED DEVILS
BASEBALL TEAM, RUNNERS FROM SAN LUIS DE LA PAZ,
RUNNERS FROM UNIVERSIDAD POLITÉCNICA DE SANTA
ROSA, VENADOS ACÁMBARO RUNNING CLUB, GUANAJUATO
GOVERNMENT, ZITÁCUARO COYOTE RUNNING CLUB

THANK YOU FOR BELIEVING IN US!



SAN LUIS DE LA PAZ, GUANAJUATO





"Yesterday was an incredible day. One I had been preparing for - for about a year. When I first heard about the Monarch Ultra I was beyond excited! Monarchs & Running - my two passions! I cannot say thank you enough to the Monarch Ultra crew for letting me be a part of this epic journey."

Jessica Lister, Ultra Runner

"Thank you so much for your love and support to cross the 100K mark of The Monarch Ultra relay on Oct 7. We don't get to the finish lines of life alone. To those who fed and watered me, guided me and cheered me on...I am so grateful for you!

Now that my body has recovered, I can't wait for the next adventure...got my eye on 100 miles. Whatever you dream of doing, you can!"

Micah Hardke, Ultra Runner



COMMUNITY IMPACT & RECEPTIONS:

→ 25 RECEPTIONS ACROSS CANADA, USA & MEXICO WHERE WE HAD THE OPPORTUNITY TO CONNECT WITH THOUSANDS OF PEOPLE & SHARE OUR MESSAGE OF CONSERVATION ACTION: PETERBOROUGH, BROOKLIN, TORONTO, ALGONAC, FORT WAYNE, EVANSVILLE, LITTLE ROCK, SAN ANTONIO, PHARR, REYNOSA, MONTERREY, SAN DIEGO DE LA UNION, SAN LUIS DE LA PAZ, SAN JOSE ITURBIDE, APASEO EL ALTO, TARIMORO, ACAMBARO, TARANDACUAO, PARACUARO, MARAVATIO, APORO, ZITACUARO, AND MACHEROS.

→ 15 MEETINGS WITH MAYORS / COUNCILLORS: PETERBOROUGH, BROOKLIN, TORONTO, EVANSVILLE, LORENA, SAN ANTONIO, PHARR, REYNOSA, SAN DIEGO DE LA UNION, APASEO EL ALTO, TARIMORO, ACAMBARO, TARANDACUAO, PARACUARO, AND ZITACUARO.

→ 1 COUNCIL PRESENTATION TO SAN ANTONIO CITY COUNCIL ON CLIMATE CHANGE, POLLINATORS & THE MONARCH ULTRA - Presentation by Carlotta James & Rodney Fuentes starts at 1:16:00 hr:

<https://sanantoniotx.new.swagit.com/videos/36016>

FORT WAYNE, INDIANA



REYNOSA, TAMAULIPAS



MACHEROS, MEXICO



EDUCATION & SCHOOL PRESENTATIONS:

→ 50 MONARCH CONSERVATION BOOKS (BY CAROL PASTERNAK) DISTRIBUTED IN CANADA & USA TO SCHOOLS, HOME HOSTS, RV PARKS, REPORTERS & MUNICIPALITIES.

→ 6 NEW SCHOOL CONNECTIONS: CONCORDIA LUTHERAN HIGH SCHOOL (FORT WAYNE), BRYAN ELEMENTARY SCHOOL (OHIO), PHARR-SAN JUAN-ALAMO HIGH SCHOOL (TEXAS), SCHOOLS IN REYNOSA (TAMAULIPAS), ESCUELA SECUNDARIA TECNICA NO. 19 DE SAN JOSE ITURBIDE (GUANAJUATO), SCHOOLS IN MACHEROS (MEXICO STATE).

→ 5 PRESENTATIONS GIVEN AT SCHOOLS IN NORTH AMERICA: GURDON HIGH SCHOOL (ARKANSAS), JAMES BOWIE HIGH SCHOOL (TEXAS), AMERICAN SCHOOL FOUNDATION OF MONTERREY (NUEVO LEON), ESCUELA SECUNDARIA JOSE CIRIACO CRUZ (SAN LUIS POTOSI), UNIVERSIDAD POLITÉCNICA DE SANTA ROSA (QUERETARO).

→ VIDEO ON PRESENTATION TO ESCUELA SECUNDARIA JOSE CIRIACO CRUZ (SAN LUIS POTOSI) BY SECRETARY OF ECOLOGY AND ENVIRONMENTAL MANAGEMENT:

<https://www.facebook.com/watch/?v=549900742246438>

SECUNDARIA JOSE CIRIACO CRUZ, SAN LUIS POTOSI



AMERICAN SCHOOL FOUNDATION, MONTERREY



CONSERVATION EFFORTS:

- \$2,660 USD (\$3,480 CAD) RAISED THROUGH MONARCH ULTRA RELAY RUN FOR MONARCH CITY USA. ALL FUNDS SUPPORT MONARCH CONSERVATION, AWARENESS AND EDUCATION.
- HUNDREDS OF NATIVE MILKWEED SEED PACKAGES WERE DISTRIBUTED ALONG THE WAY (IN REGIONS WHERE LOCAL MILKWEED GROWS).
- HUNDREDS OF PAMPHLETS DISTRIBUTED ON MONARCH / POLLINATOR HABITAT PROTECTION.
- RUNNERS VISITED CERRO PELON SANCTUARY TO LEARN MORE ABOUT CONSERVATION EFFORTS ON THE GROUND.
- PROMOTION THROUGH SOCIAL MEDIA CHANNELS ON POLLINATOR HABITAT PROTECTION, PLANTING NATIVE MILKWEED, DECREASING PESTICIDE USE, AND MONARCH CONSERVATION EFFORTS.
- PROCEEDS FROM NEW SONG COMMON LIVES BY CANADIAN ROCK BAND METRIC & MEXICAN ROCK BAND ZOE WILL GO TO MONARCH CITY USA. MORE INFO HERE:
<https://www.billboard.com/articles/news/festivals/8532289/metric-common-lives-acl-festival-interview>

MONARCH BUTTERFLIES TAGGED & RELEASED AT RECEPTION HOSTED BY BROOKLIN HORTICULTURAL SOCIETY, BROOKLIN.





MONARCHS TAGGED & RELEASED AT
LAUNCH PARTY, PETERBOROUGH

MEDIA IMPACT:

- 5,000 - 25,000 PEOPLE REACHED PER DAY ON MONARCH ULTRA SOCIAL MEDIA CHANNELS (FACEBOOK & INSTAGRAM) DURING THE SEVEN WEEK JOURNEY.
- 70+ MEDIA INTERVIEWS / ARTICLES, INCLUDING NEWSPAPER, RADIO, TV, & PODCASTS.
- 3 CONSERVATION ARTICLES ON THE MONARCH ULTRA BY NATIONAL RECREATION & PARK ASSOCIATION, MOUNTAIN LIFE, AND NATURE CONSERVANCY OF CANADA.
- 2 RUNNING MAGAZINE ARTICLES ON THE MONARCH ULTRA, INCLUDING THE CANADIAN RUNNING MAGAZINE & RUNNER'S WORLD.
- BLOGGERS CARL WRIGHT AND HOLLY CHAILLE PUBLISHED IN-DEPTH STORIES ABOUT THE MONARCH ULTRA.



FINANCIAL UPDATE:

TOTAL REVENUE: \$35,750

- RUNNER REGISTRATIONS THROUGH RACE ROSTER: \$14,000
- SPONSORSHIP: \$13,070
- PRIVATE DONATIONS THROUGH CANADA HELPS: \$5,820
- FACEBOOK CAMPAIGN (LED BY JEANNINE TAYLOR): \$1,550
- PRIVATE DONATIONS: \$1,310

TOTAL EXPENSES: \$35,750

- RV PURCHASE: \$11,000
- RV REPAIRS, INSURANCE, PARTS: \$7,600
- TRANSPORTATION (VAN RENTAL, BUS & FERRY TICKETS, ETC.): \$2,020
- ACCOMMODATION: \$5,000
- FOOD: \$5,000
- FUEL: \$3,300
- PHONE DATA: \$900
- TRAVEL INSURANCE & VISAS: \$480
- MARKETING MATERIALS: \$450

*THE TOTAL EXPENSES ARE FOR CREW OF 4, TRAVELLING FOR 52 DAYS.



VISION FOR 2020 / 2021:

- DOCUMENTARY STATUS: POST PRODUCTION STAGE OF THE FILM AND GRANT APPLICATION.
- RELAY RUN 2021: DEVELOPMENT OF SAFER ROUTE, ALONG TRAILS AND GREENWAYS AND AVOIDING ALL MAJOR HIGHWAYS.
- EDUCATION: PLANS TO LAUNCH MINI MONARCH ULTRAS AT SCHOOLS IN CANADA, USA AND MEXICO.
- CONSERVATION: RAISING AWARENESS IS FIRST STEP, FOLLOWED BY ACTION → PROVIDE SUPPORT TO NON-PROFITS THAT ARE PROTECTING MONARCH HABITAT IN MEXICO; PROVIDE SUPPORT FOR CREATION OF POLLINATOR GARDENS ALONG MONARCH CORRIDOR.
- PRESENTATIONS TO HORTICULTURAL SOCIETIES, CONSERVATION GROUPS, AND CITY COUNCILS.
- EXPANSION OF MONARCH ULTRA TEAM AND MONARCH AMBASSADOR PROGRAM.
- SPONSORSHIP, FUNDRAISING, PARTNERSHIP BUILDING, AND MARKETING ACTIVITIES.

LINK TO PROMO VIDEO ON THE 47-DAY RELAY RUN: <https://vimeo.com/383784466>



CONSERVATION PARTNERS

WE ARE GRATEFUL TO THE FOLLOWING
CONSERVATION ORGANIZATIONS WHO
HOSTED RECEPTIONS, PROVIDED
ACCOMMODATION, SHARED OUR
PROJECT, AND PROVIDED PAMPHLETS
ON CONSERVATION FOR DISTRIBUTION.



ECOSISTÉMICA
ASOCIACIÓN CIVIL



Oleander
Acres



DAVID SUZUKI
FOUNDATION
One nature.



Butterflies
& Their People



NRPA National Recreation
and Park Association
Because everyone deserves a great park



Monarch Teacher
Network of Canada

Supported by Toronto and Region Conservation Authority



save our monarchs



MONARCH JOINT VENTURE
Conserving the monarch migration

MEXICAN GOVERNMENT PARTNERS



THE LEADERSHIP & SUPPORT IN MEXICO WAS TREMENDOUS - WE ARE ETERNALLY GRATEFUL TO THE GOVERNMENTS IN THE 6 STATES WE RAN THROUGH WHO PROVIDED SECURITY & LOGISTICAL SUPPORT, HOSTED RECEPTIONS WITH LOCAL DIGNITARIES AND STUDENTS, AND HOSTED MEDIA AND OUTREACH ACTIVITIES.



Secretaría de
Desarrollo Urbano
y Medio Ambiente
TAMAULIPAS



**GOBIERNO DE
MÉXICO**

TARANDACUAO
Señalamos el progreso



**GOBIERNO DEL
ESTADO DE MÉXICO**



SPONSORSHIP

THANK YOU TO ALL OUR GENEROUS SPONSORS FOR MAKING THE MONARCH ULTRA POSSIBLE!



AS WE LOOK BACK ON OUR JOURNEY, WE ARE FULL OF GRATITUDE FOR THE RUNNERS WHO TOOK A LEAP OF FAITH AND PARTICIPATED IN OUR RELAY RUN, FOR THE COMMUNITIES WHO WELCOMED US WITH OPEN ARMS, AND FOR THE PERSEVERANCE AND PASSION DISPLAYED BY MANY TO BUILD A BETTER WORLD.

