NATIONAL WILDLIFE FEDERATION

NWF mayors' monarch pledge

2024 Impact Report

On-the-Ground Impact of the 2024 Mayors' Monarch Pledge Program

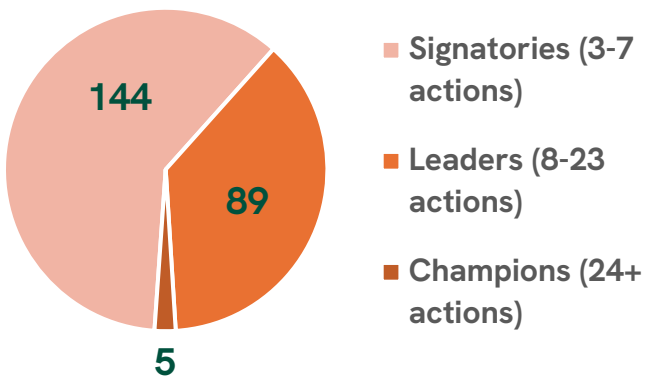
238 Completed Pledges

1,791 actions were completed by 238 mayors and other local leaders. These efforts were supported by city staff and volunteers to help save the monarch butterfly!

1.8 Million People Engaged

Of those engaged, 350,000+ were youth.

2024 Achievements



2024 Monarch Champions

Minnetonka, MN (29 actions)

Carnegie, PA (29 actions)

San Marcos, TX (26 actions)

San Antonio, TX (25 actions)

Rochester, MI (25 actions)

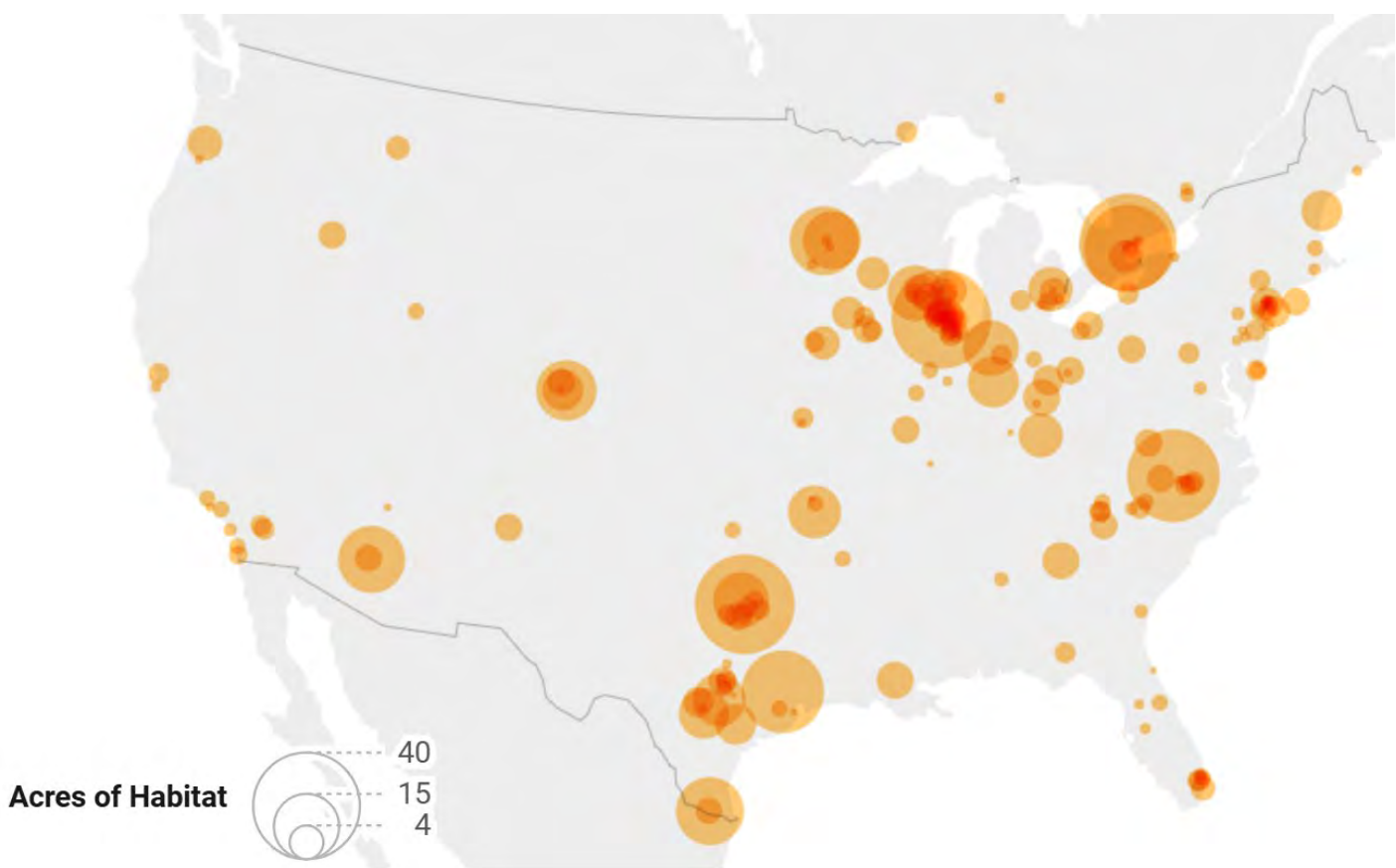
Monarch habitat was established along roadsides, in community gardens and public parks, around local businesses, and at municipal buildings, among many other locations.

In addition to the acres depicted on the map below, monarch habitat continues to be established through our partners Profauna AC in Mexico and the David Suzuki Foundation in Canada.

Top 5 Actions Taken in 2024

1. Plant or maintain a pollinator garden at a prominent location.
2. Host or support a native seed or plant sale, giveaway or swap.
3. Launch or maintain a public communication effort to encourage residents to plant monarch gardens.
4. Issue a Proclamation to raise awareness about the decline of the monarch butterfly.
5. Add or maintain native milkweed and nectar-producing plants in gardens in the community.

500+ Acres of Monarch Habitat was Created or Enhanced in 2024



Please contact our team with any questions or comments at mayorsmonarchpledge@nwf.org