



**NATIONAL  
WILDLIFE  
FEDERATION**

**nwf** mayors'  
monarch  
pledge

# 2023 Impact Report

## On-the-Ground Impact of the 2023 Mayors' Monarch Pledge Program



Volunteers planting pollinator habitat in McAllen, TX, 2023. Photographer: Augustin Villarreal

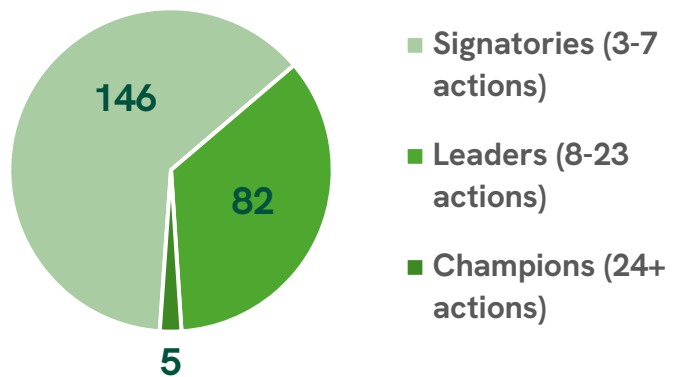
### 233 Completed Pledges

1,686 actions were completed by a record 233 mayors and other local leaders across North America to help save the monarch butterfly and other pollinators!

### 2+ Million People Engaged

Of those engaged, over 434,000 were youth.

### 2023 Achievements



### 2023 Monarch Champions

Minnetonka, MN	29
Carnegie, PA	28
Northbrook, IL	24
San Antonio, TX	24
Rochester, MI	24

# of Actions Completed

### Top 5 Actions Taken in 2023

1. Plant or maintain a pollinator garden at City Hall or another 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. Display educational signage at monarch gardens.

**1220+ acres of habitat were created or enhanced for monarchs and other pollinators in 2023!**

The communities who pledged established monarch habitat along roadsides, in community gardens and public parks, around local businesses, and at municipal buildings – among many other locations. The map below takes a closer look at acreage of habitat across North America!

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

### Acres of Habitat Created in 2023

