

# Journey North 2021 Program Highlights

Fostering scientific understanding,  
environmental awareness and the land ethic

## Welcome New Volunteers!

Migratory species embark twice a year on journeys that stretch hundreds of miles. It takes a continent-wide community to capture the movement of these species. Luckily, our Journey North community expanded this year.

**13,562**

New Volunteers



**57,547**

New Observational  
Reports Submitted



## New Observations Submitted

These migratory journeys are physically demanding. Extreme weather events, events, habitat loss, physical barriers, and exposure to predators pose additional threats. More observational data allows us to better understand migration.

We are grateful for all our volunteers, including our readers, our citizen scientists, and our guest writers. Thank You!

## Hot Off the Press

We designed a new format for our news updates to better feature comments from our observers and more stories from the field. We also continue to work to provide more material in Spanish. And we worked with Estela Romero and Monarchs Across Georgia to create two videos. Ellen Sharp, Ana Moreno and Pato Moreno also share beautiful footage from the Monarch Butterfly Biosphere Reserve in Mexico.

**150**

News Updates  
Published



## Our Guest Writers



Guest writers from left to right: Gail Morris, Susan Meyers, Estela Romero, David Aborn, Ellen Sharp, Ana Moreno, Chuck Henrickson, Pato Moreno.

**50,000+**

Total Followers

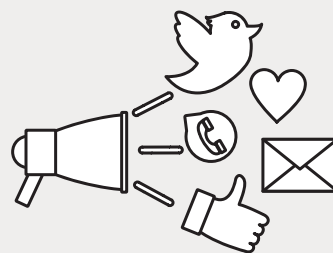
## Being Social On Social Media

**400+**

Social Media Posts

**6,000+**

New Followers



## Education Projects Going Strong

Our two education-based projects keep engaging the next generation of land stewards. We are thankful for our continued partnership with Monarchs Across Georgia to make the Symbolic Migration Project happen.

**1,000**

Symbolic Migration  
Participants

**346**

Tulip Test Garden  
Participants

# Behind the Scenes



## Supporting Our Volunteers

Staff work everyday to answer inquiries that arrive via our helpline.

**850**

Individuals  
Received  
Assistance

**60%**

Of All Reports  
Receive Additional  
Validation

## Maintaining Data Quality

Staff also work directly with observers to verify reports, collect missing information, edit photos, and assist with data entry.



Special thanks to Darlene Burgess for helping vet monarch data while Journey North hired a new data verifier.

## Website Management and Data Stewardship

We continue to manage our website, two databases, and our interactive maps to ensure delivery of news, streamline data entry, protect privacy and secure data integrity. This year we published two data packages with an environmental data repository.

**1.8 million**

Visits to our Website



**257 million**

Visits to our Maps

We are grateful for all our dedicated staff and growing list of partners. Thank you!

## Building Strategic Partnerships

Developing partnerships to share information and promote our citizen science projects.

- Monarchs Across Georgia
- NJ Audubon Cape May Bird Observatory
- Environment for the Americas
- Western Hummingbird Partnership
- Southwest Monarch Study
- Monarch Joint Venture
- Correo Real
- Birds Canada
- Friends of the Arboretum
- UW System Libraries
- Dyck Arboretum of the Plains
- University of Georgia
- Georgia Department of Natural Resources
- LoonWatch
- Mission Monarch
- Trinational Monarch Conservation Partnership
- Citizen Science Association
- SciStarter

And many more...

## Journey North Relies On You!

For more than 20 years, Journey North was fully funded by Annenberg Learner Foundation. This support ended in 2019, and the UW-Madison Arboretum agreed to become the new home for Journey North. This incredible program now relies, in large part, on donations. This year, we are pleased to share that 200 individuals donated \$47,000 to support Journey North. Thank you for your generous donations! Please help to ensure that we can continue to provide front-row seats to the incredible spectacle of migration and seasonal change.

[Donate Today](#)