



# A Million More Monarchs

A TAG Foundation Initiative

## The Journey of the Monarch Butterfly

Each year, one of nature's most extraordinary migrations takes place: the flight of the Monarch Butterfly. These delicate yet resilient creatures travel thousands of miles from Canada, through the heart of the United States—including Chicago—and onward to the mountain forests of Mexico. Along their journey, Monarchs depend on a critical food source: **milkweed**, the only plant on which they lay their eggs and the sole food for their caterpillars.

But in recent decades, the Monarch population has **plummeted by more than 80%**, largely due to habitat loss, urban development, and the decline of native milkweed. Where there were once countless waves of orange and black filling the skies, today there are alarming gaps. This decline threatens not only the survival of the Monarch but also the health of our ecosystems. Monarchs are vital pollinators, playing a role in the reproduction of wildflowers and crops alike, while serving as a living symbol of beauty, resilience, and the interconnectedness of nature.

## Our Mission: Restoring the Pathways

The TAG Foundation is proud to launch **A Million More Monarchs**, a community-driven effort to restore the feeding pathways of Monarch butterflies as they pass through Chicago. By planting complimentary milkweed in community gardens across the South Side, we aim to rebuild the Monarch's food corridor—ensuring that these pollinators have the nourishment they need on their long journey.

### Why It Matters

- ✓ **Environmental Impact:** Supporting Monarchs helps sustain pollination systems that benefit plants, flowers, and crops.
- ✓ **Community Renewal:** Planting milkweed beautifies our neighborhoods, strengthens community gardens, and fosters environmental stewardship.
- ✓ **Global Connection:** By acting locally, we contribute to a migration route that spans three nations—Canada, the United States, and Mexico.



## Call to Action

Through partnerships with community gardens, organizations and local residents, we will plant **thousands of milkweed plants** across South side of Chicago and beyond. Together, we can help bring back the Monarchs—one garden, one plant, one community at a time.

Join us in planting hope. Join us in planting **A Million More Monarchs**.



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