



# Year Report 2021

## Board activity and committee meetings

The last regular meeting of the Board of the Biodiversa Foundation for the year 2021 was held in March. The Board addressed the foundation's IRS registration status, opening a bank account, social media, logos and outreach, and progress of the migratory bird project. Further meetings took place in sub-Committee meetings.

On March 30, 2021 we submitted our 2020 annual report to the Washington Secretary of State-Corporation and Charities Division.

### Committee meetings:

April 9: Financial committee

May 21: strategic planning

June 6: strategic planning / project portfolio

November 23: project portfolio - Migratory birds

As stipulated in our bylaws - some members of our boards must be on the board of Fundacion Biodiversa Colombia for the communication between the two foundations. Members of our board participated in monthly Fundacion Biodiversa Colombia board meetings to provide updates and to maintain connection between strategic plans.

## Logos and branding

After the board identified communication and branding needs, Fernando Arbelaez arranged for a Colombian graphic artist to design the logos as a partial donation to the Biodiversa Foundation. After adjustments and corrections by the board, the logos are now in use.



## Neartic-Neotropical Migratory Birds special meetings

Biodiversa Foundation held several special meetings in 2021 with the Appalachian Mountains Joint Venture and American Bird Conservancy in the US concerned with conservation and public awareness of migratory birds of the Americas. The meetings addressed: (1) further research in El Silencio Natural Reserve on migratory birds and forest restoration; (2) educational and outreach projects, aiming to connect people through migratory birds between the wintering and breeding grounds, specially between USA and Colombia;(3) strategies for increasing suitable habitat for migratory birds in urban environments and in the wintering grounds in El Silencio Natural Reserve;and (4) participation in the development of a bird monitoring system in the Appalachian Mountains, and in meetings of technical groups about migratory bird telemetry through Motus network, and the Cerulean Warbler technical committee.

## Communication and fundraising strategy

Two board work sessions were carried out during 2021 to discuss social media and fundraising strategies. The board decided to start with an auction of Colombian jaguar prints donated by Colombian artist Marcela Rodriguez, after the logo, branding elements, and social media sites are set up.

Additional fundraising strategies were proposed for consideration.

Initial management and positioning of social media sites was delegated to the communications team of the Fundación Biodiversa Colombia.