

MISSOULA BUTTERFLY HOUSE & INSECTARIUM



2019 Annual Report



2019

A Year of Transitions & Opportunities

By Jen Marangelo, Executive Director

As organizations grow, it's important to follow plans to achieve your long-term goals. But along the way, you inevitably encounter some surprises. That's when flexibility and creativity become equally important in achieving your mission. And that pretty much sums up 2019 for the Missoula Butterfly House and Insectarium ...a successful year thanks to planning, flexibility, and creativity.



After more than four years of providing unique education programs and exhibits at the Missoula Insectarium, on August 17th we closed the Insectarium's doors due to the expiration of our lease. And as you likely know, instead of searching for a new location to more or less replicate the same experience we provided in the past, we chose to think bigger, embracing an exciting opportunity to take the reach and impact of our organization to the next level.

Within two weeks of moving our staff and critters into new offices, our new Bugs on the Move, Bugs Around Town, and distance learning education programs were off and running. Soon to follow, our after-school clubs, birthday parties, and popular Bugs & Brews lecture series were back in action too. With the biggest part of our education program's transitions behind us, we hardly skipped a beat.

Was all of this easy? Heck no. Did everything unfold as planned? Not exactly. But thanks to the hard work, flexibility, and creativity of our staff and the partnerships we've developed with other organizations, we settled into a new, equally impactful (and equally buggy), mode of operation.



At the same time, behind the scenes, 2019 was also a year of planning and preparation for our exciting future. Together with our partners at the Missoula County Weed District and Extension, we launched the silent phase of a collaborative capital campaign to build a new facility featuring a tropical butterfly house.

With all of the changes underway and our sights set on a new facility, it was also time for a bit of a facelift. In late 2019 we unveiled our new logo to both celebrate the past and welcome what's ahead.

Thanks to you, we're stronger than ever after coming through an incredible period of change and growth. And even more exciting ...the best is yet to come! On behalf of all of us at the Missoula Butterfly House and Insectarium, thank you for your support and enthusiasm for our mission and the exciting road ahead. 🦋

OUR MISSION

The Missoula Butterfly House and Insectarium inspires an appreciation and understanding of insects and their relatives through educational programs and innovative science exhibits featuring live invertebrates.

Education Transformation

Despite the rather significant “speed bump” of closing the Insectarium, moving our offices and live animals, and transforming our education programs, we had another busy and impactful year – surpassing the overall reach of our efforts from 2018.

Through the end of the 2018-19 school year, we continued to host a growing number of public, private and home school classes for education programs based at the Insectarium. In September we unveiled new plans and programs to transform our education efforts from “destination based” to a more mobile mode of operation:

- Our Bugs on the Move program brings 6 grade-specific field trips into western Montana schools.
- Our Bugs Around Town program brings a host of live animals and themed activities to a variety of destinations around Missoula.
- On-line / distance learning programs reach students well beyond Missoula.
- And After School Bug Clubs bring multi-week insect camps into local schools.

Thanks to our partners at the Montana Natural History Center (MNHC), our Bugs at the Museum program also allows us to continue offering museum-based field trips utilizing MNHC’s exhibit area and classroom space. We’re also using MNHC’s space to host our Schools Out Day Camps, Bugs & Brews lectures, and other special programs. Thank you, MNHC! 🐛



2019 Education Program Stats



Field Trips

117 Classes/Groups



Bugs & Brews

6 Lectures for 371 Attendees



What's Buzzin Reports

187 Local Species Photographed & ID'd



Insectarium Visitors

8,260 Visitors through 8/17/19

Accessible Education Project Making our unique education opportunities available to all segments of our community.

33 field trip scholarships to Title 1 schools (650 visitors)

8 summer camp scholarships awarded

1,454 visitors on 6 free admission days

155 visitors through the national Museums for All Program

174 free passes distributed to organizations serving youth and families



2020: The Year Ahead

The one thing about change ...with proper planning, hard work, and great staff, you inevitably come out stronger on the other side. With all of the changes that took place in 2019, we're ready for what will prove to be one of the most important years in our organizational history.

Over the years we've been thrilled with the enthusiastic response we've received for our education efforts from learners of all ages. From teachers interested in providing their students with unique and impactful learning experiences, to the toddler who can't take her eyes off of the live insect in her hands, to the "older kiddos" who are regulars at our Bugs & Brews lecture series ...together we've journeyed into an incredible world filled with never-ending fascination and learning. That journey continues and will become even more exciting.

In addition to strengthening our education programs, in the year ahead we'll continue to take critical steps forward in building the

support and momentum needed to realize the long-term dream that launched our organization over a decade ago. The result will be the creation of a world-class insect education facility featuring a tropical butterfly house. Take a moment to just imagine!

As this report heads to press, our community, our country, and our world are dealing with unanticipated changes that affect us all. Changes that, for the short-term, will alter how we conduct our daily lives in a variety of ways, whether it's attending school, going to work, or taking a trip to the store.

And while this presents new challenges today, it does not change our dreams for the future. Because the dreams that inspired your life yesterday will continue to be the dreams that inspire your life tomorrow.

For the Missoula Butterfly House and Insectarium, 2020 is THE year our long-term dream will take its biggest step toward reality. Together, this vision is stronger than ever. And together, we'll create something truly unique for our community, our schools, and visitors to Missoula. 🦋



**26
HOURS**

April 30-May 1, 2020

MISSOULA GIVES.ORG

Missoula Gives 2020

Over the past few years, the annual Missoula Gives campaign has grown into an important fundraiser for our efforts. Last year we were honored to have raised the most dollars from the largest number of individual donors in the entire campaign. A large part of the thanks goes to you and all of the individuals who helped put the "social" into this social fundraising effort. With a \$20,000 matching challenge in place for the April 30 – May 1, 2020 campaign, we've raised the bar even higher and can use your help. Interested in finding out how? Contact Glenn at glenn@missoulabutterflyhouse.org.

Butterfly Licence Plate

Thanks to the incredibly talented Courtney Blazon, in July of 2019 we unveiled Montana's buggiest license plate! In the second half of the year we received \$1,420 from license plate fees. To add some butterfly flair to your vehicle while supporting our work, contact us for more information or visit your County Treasurer's office.





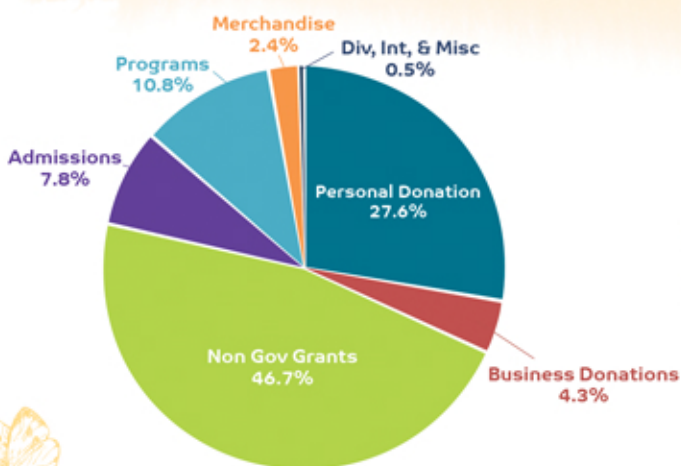
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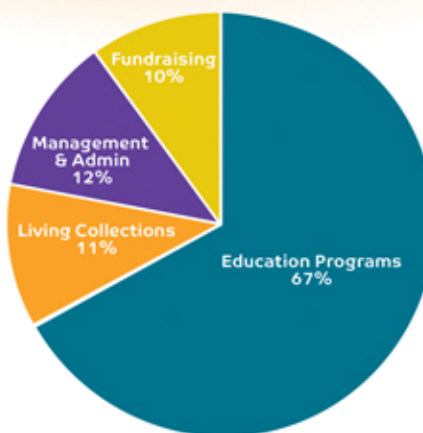
2019 Financials

As of 12/31/19, the Missoula Butterfly House and Insectarium's assets totaled \$403,733.61.

Operating Income: \$261,771.11



Operating Expenses: \$279,457.44



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