



2021 Annual Report



2021

Breaking Ground, Building Momentum

By Jen Marangelo, Executive Director



Using just one word to sum up this past year ... extraordinary.

On a picture-perfect spring day, the dream we've been working toward for so long took a big step toward reality. Together with our partners at the Missoula County Weed District and Extension and the Missoula Conservation District, on May 14, 2021 we broke ground on the Rocky Mountain Gardens and Exploration Center – our future home.

But this was just one exciting day within a truly remarkable year. Utilizing a combination of in-person and distance learning programming, throughout the year our education efforts continued to flourish. We reached a record number of school classes from not only the Missoula area, but in 12 counties across Montana (plus classes in six other states). Our weekly social media and online education efforts grew from "covid necessary" ways to reach out, to popular programs engaging learners of all ages. And our efforts surrounding two community science research projects

continued to evolve into powerful ways to immerse students and volunteers in hands-on education opportunities that improve scientific understanding and benefit species conservation.

As the second year within our capital campaign for our new facility, we continued to be astounded by the enthusiasm and generosity expressed for our vision. While we still have a lot of work to do before we cross the finish line, we significantly closed the distance.

Within this annual report you'll find these and other summations of the past year's achievements – the typical kind of information to provide valuable insight into how the organization is doing.

But what annual reports don't often address is how the heartbeat of the organization is doing. Over the past year (plus) our staff have needed to navigate the myriad issues impacting all of our lives. The loss of loved ones. Family issues. Personal and health issues. And a variety of other stressors adding to an already stressful time.

So as you peruse this annual report and get a sense of how well we've done this past year, tip your hat to our staff and volunteers who have enabled us to not only successfully navigate a variety of challenges, but thrive in expanding the impact of our education efforts and reaching toward our long-term dream. 🌱



R2 makes a friend at spectrUM Discovery Area
Photo by Max Hill

Beyond the Classroom: All the Ways We "Stay Buggy"

Throughout the past year, our school field trips reached more classes than ever. Below, you'll find a number of statistics in regard to the growing reach and impact these programs have had. However, our education efforts continued to grow in more ways than one. If you're not on our email list or Facebook, you might not be aware of some of our other educational (and entertaining) resources.



Online Bug Encounters: Throughout the past year, we went live nearly every Wednesday at 1:00PM. Coming to you via Facebook, our 10 to 15 minute Online Bug Encounters have been introducing learners of all ages to some amazing species and insect-focused topics for more than two years. Hosted by our Lead Animal Keeper, Brenna Shea (a.k.a. Brenna the Bug Wrangler), we've built an enthusiastic and dedicated following ...so much so that Brenna has received fan mail and a few insect-themed gifts from viewers. Check out our Online Bug Encounter archive at www.missoulabutterflyhouse.org/online-bug-encounters/.

Photo: Brenna carefully introduces viewers to our Thorny Devil Stick Insects (*Eurycantha calcarata*)

Notes from the Lab: Each week this short report is shared on our email list. Covering topics that have ranged from insect folklore to deep dives into the interesting lives of specific species, this ongoing series is proof that there's always something new to learn. Check out our archive at <https://www.missoulabutterflyhouse.org/category/lab/>.



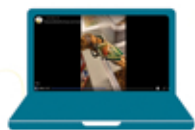
What's Buzzin': 2021 marked our 7th season of bringing you What's Buzzin' over email and social media. This weekly, seasonal report spotlights some of the insect and arthropod species currently being found across western Montana. Initially starting as a staff-driven effort, it's blossomed into something much bigger with over 370 photos featured last year submitted by bug watchers all around Montana.

Photo: Paddle-tailed Darner (*Aeshna palmata*). Photo by Kristi DuBois

Bug Bytes Podcast: While COVID protocols limited our ability to get into the recording studio, throughout the past year we continued to produce new episodes of Bug Bytes with our partners at Montana Public Radio. 48 episodes of this approximately 2 minute and 15 second podcast are currently available online at <https://www.mtpr.org/podcast/bug-bytes>.



2021 Education Program Stats



Online Bug Encounters

46 Live Encounters
34,470 Views
6,226 Facebook Engagements



Summer Camps

6 Camps
103 Campers



Notes From the Lab

51 Reports



Bugs Around Town / Pop-Up Exhibits

14 programs
412 individuals



What's Buzzin' Reports

370 Local Species Photographed & ID'd



Field Trip Scholarships

Thanks to our partners at the Dennis & Phyllis Washington Foundation, the Jane S. Heman Foundation, and Recycle Works, last year we were able to provide field trip scholarships for 95 classes, reaching 1,457 students.



Field Trips 8,411 Students Reached



In-Person

120 Programs
136 Classes/Groups



Distance Learning

230 Programs
246 Classes
12 Montana Counties
6 Other States & Canada

Photo: Carolyn Taber leads an online field trip featuring a Rainbow Stag Beetle





While 2021 was an extraordinary year, the successes and achievements highlighted in this report can be seen as the foundational building blocks on our path to even bigger and buggier things. And while we may have already grown a lot since starting as an all-volunteer organization in 2009, our work throughout 2022 will prepare us for what's going to be our biggest growth spurt yet.

With more than a decade of programming now under our belts, we've learned a lot along the way and have taken advantage of opportunities to continually improve the educational impact of our field trips and programs. The months ahead will be no different. As with anything, there's always room to learn more, to incorporate new information and methods, and to improve.

But this year also begins a significant and exciting transition ... launching from the stepping stones we've built along our path to a future we've been working toward for a long time. The opening of our new facility will bring with it new and exciting opportunities that will take our education programs to the next level.

While our anticipated opening will not be until the spring of

2023, the plans and actions needed to take us to opening day are already unfolding. Ordering the tropical plants that will adorn the butterfly house. Designing and creating our new exhibits. Ordering exhibit-related equipment. Beginning to hire new staff positions (doubling our staff by the time we open). And preparing our organization for rapid growth on all fronts.

And, of course, we'll be working to finish the capital campaign that's been fueling, and will continue to fuel, our progress in reaching toward our dream. The success we've seen to date has more than covered our construction costs. Now it's time to "Fill the House" – securing the remaining funds needed for our exhibits, equipment, and the amazing animals we'll showcase throughout our new facility.

We've got a lot of work ahead of us. 2022 will be a year of continued growth and learning within our education programs ... continued partnerships that strengthen what our growing organization can offer (now and in the future) ...and it will be THE YEAR where the seed of an idea we planted many years ago bears fruit, taking a huge leap toward reality.

Thank you for being a part of this incredible journey! 🐛



Butterfly License Plate

In 2021 our license plate continued to spread its wings across more of Montana, generating \$13,500 in license plate fees to support our efforts. Add some butterfly flair to your vehicle, while helping support our programs and our exciting future, by getting your plate today. Contact us or visit your County Treasurer's office for more information.



MISSOULAGIVES

Save the Date

The 2022 Missoula Gives campaign is May 5th to May 6th. With \$52,000 in matching challenges in place, every donation will help us "Fill the House" in the year ahead! Contact Glenn at 406-317-1211 or glenn@missoulabutterflyhouse.org for more info.



NON-PROFIT ORG.
U.S. POSTAGE
PAID
MISSOULA, MT 59801
PERMIT NO. 569

COME LEARN ABOUT THE LITTLE
THINGS THAT RUN THE WORLD!

2021 Financials

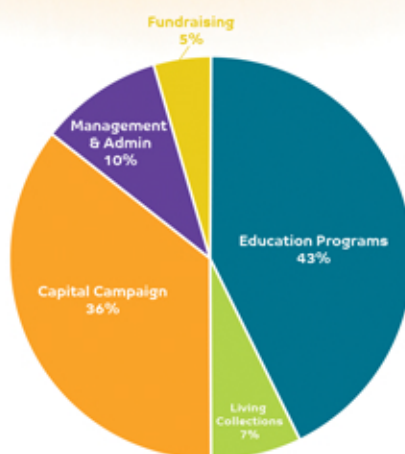
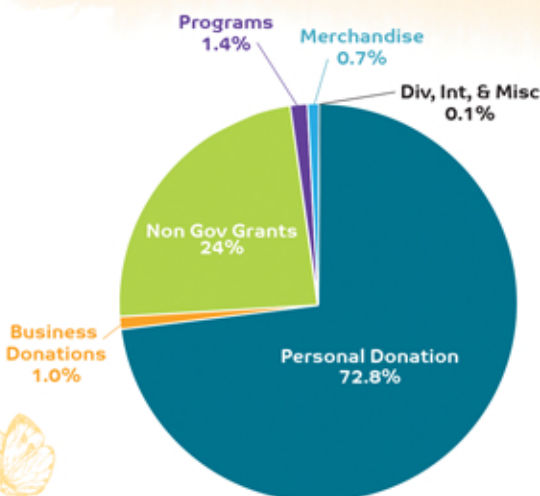
As of 12/31/21, the Missoula Butterfly House and Insectarium's assets totaled \$3,893,605.17

Total Income*: \$1,894,921.13

*\$1,636,755.11 for Capital Campaign

Total Expenses*: \$384,931.17

*Expenses for campital campaign include: staff time, consultant fees, and PR and marketing.



Missoula Butterfly House and Insectarium Board of Directors

Marcy Allen, President
Executive Director, Missoula Community Foundation

Lisa Verlanic Fowler, Vice-President
Teacher, Florence-Carlton School

Megan Robson, Treasurer
Realtor, Sotheby's International Realty

Michael Carter, Secretary
Wildlife Biologist / Fundraiser

Dr. Douglas J. Emlen
Montana Regents Professor of Evolutionary Biology, University of Montana

Kathryn Herman
Retirement Specialist, Aon

Jen Marangelo
Executive Director, Missoula Butterfly House and Insectarium

Glenn Marangelo
Development Director, Missoula Butterfly House and Insectarium

Morgan McNeill
Digital Media Coordinator, Clearwater Credit Union

Missoula Butterfly House & Insectarium Staff

Glenn Marangelo
Development Director

Jen Marangelo
Executive Director

Brenna Shea
Lead Animal Keeper

Carolyn Taber
Museum Educator

Karen Weaver
Interpretive Content Creator

Briana Wentworth
Admin Assistant

Sam McFarland
Animal Care Intern