



## 2020 Annual Report



### 2020 A Year of Challenge & Success

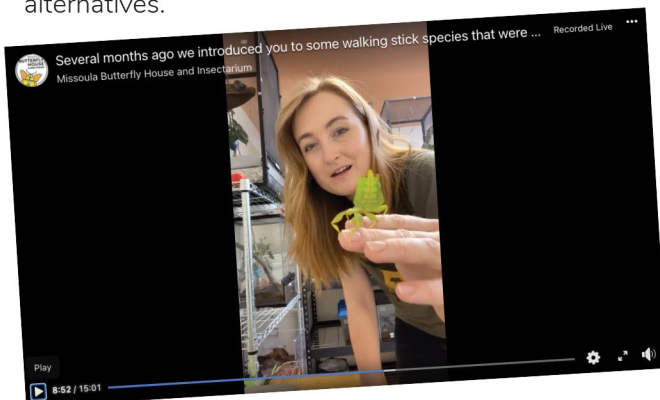
By Jen Marangelo, Executive Director

Looking back on 2020, a line from the Grateful Dead song "Truckin'" sums it up pretty well, "What a long strange trip it's been."

Whether it was work, school, health, finances, social distancing isolation, or a combination of it all, 2020 presented challenges for all of us. For the Missoula Butterfly House and Insectarium, it's how we handled those challenges that defined the past year.

The first two months of the year were business as usual ...bringing our mobile field trips into classrooms, setting up pop-up exhibits at a variety of destinations, and moving forward with a capital campaign to build our future home. But on March 13<sup>th</sup> (not surprisingly Friday the 13<sup>th</sup>), all in-person programming and meetings came to an abrupt halt.

Thanks to our talented, creative, and flexible staff, board of directors, and campaign steering committee members, we accepted this new (hopefully short-term) reality and immediately got to work transforming our programs and operations to socially distant alternatives.



- Within 5 days, we launched our first Online Bug Encounter, introducing a growing number of dedicated viewers each week to some of the animals in our live collection and a variety of



subjects focused on the amazing insect and arthropod species we share our planet with.

- Without skipping a beat, our school field trips transitioned to an online format, continuing to bring unique and impactful education programs into classrooms and homes.
- Thanks to a variety of partners, we were able to safely hold five summer camps, giving a smaller than normal number of kids (and their parents) a respite from the new routine.
- We effectively transitioned our anticipated face-to-face meetings with potential capital campaign donors to a Zoom mode of presentation. And while it's hard to replace the dynamics of an in-person meeting, we've been honored by the generous response and excitement expressed for our future.

The list of everyone to thank for making the past year not only navigable, but incredibly successful, is indeed long. But the support we saw went beyond simply rallying to get through a difficult time. It conveyed belief in and enthusiasm for a vision that has driven our organization since day one.

On behalf of all of us at the Missoula Butterfly House and Insectarium, my deepest thanks for making the past year such a success and for paving the way to an incredibly exciting future. The best is yet to come! 🦋



# Transition to Online/Remote Learning

While most aspects of our operations needed to change to some degree last year, the biggest transitions happened within our Education Program, moving from largely in-person programs to an online /remote format. Thanks to our talented, creative, and flexible staff, within days of canceling all in-person programming our revamped education programs were up and running with our bugs back in the spotlight.



- Our Distance Learning program offered 7 choices of virtual field trips for grades Pre-K through 5.
- Our Online Bug Encounters provided weekly introductions to some of the animals in our live collections as well as journeys into a host of subjects ranging from molting to venom to spittlebugs.
- We participated in two national Citizen Science research projects looking at species diversity and abundance with the intent of involving students in these studies in the year ahead.
- From April through October, our weekly What's Buzzin' report helped inform learners about what they might be finding on their socially distanced outings.
- We converted What's Buzzin' into a bi-weekly "What's Buzzin' in Your Backyard" handout that was distributed to kids receiving lunches from the Missoula Food Bank.
- Our weekly Notes from the Lab email report introduced readers to a variety of amazing species and buggy topics.
- Our ongoing weekly Bug Bytes podcast on Montana Public Radio was already perfectly suited for remote learning.

These (and other) transitions provided a variety of learning opportunities that opened doors to new methods of delivering our education programs. And while we look forward to the opportunity for in-person programming once again, the impact these online education opportunities had on classrooms and individuals who could not otherwise physically attend was profound. Remote learning will undoubtedly remain a tool in our expanding education toolbox. 🐛

## 2020 Education Program Stats



### Field Trips

121 Classes/Groups  
2,631 Individuals



### Field Trip Scholarships

31 Classes  
507 Students



### Summer Camps

5 Camps  
62 Campers



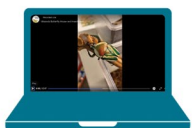
### What's Buzzin' Reports

242 Local Species Photographed & ID'd



### What's Buzzin' in Your Backyard

1,800 Missoula Foodbank Lunch Handouts



### Online Bug Encounters

50 Live Encounters  
35,212 Views  
12,792 Facebook Engagements



### Citizen Science

Launched 2 Research Projects



### Notes From the Lab

50 Reports

## Pre-Pandemic:



### Bugs & Brews

2 Lectures for 117 Attendees



### Bugs Around Town Pop-Up Exhibits

768 Visitors



## 2021: The Year Ahead

2020 started with a host of unknowns that affected all of our lives (both personally and professionally), forcing changes to our daily routines and operations. And while these transitions were not easy, the one thing we've seen time and time again is that change brings about opportunities for learning and growth.

Thanks to the lessons we've learned and the progress we continued to make over the past year, the outlook for the year ahead is incredibly exciting.

Our education programs are charging forward whether through distance learning, in-person programming, or a combination of the two. What's obvious for the months and years ahead, is that virtual field trips will be an ongoing part of our educational offerings, significantly increasing the reach and impact of our education programs where physical visitation is impractical.

After testing out two citizen science programs last season (one focused on ants, the other on insect abundance), this year we're ready to engage students in hands-on education opportunities that improve scientific understanding and benefit species

conservation. This will provide students with real world exposure to practices that include field collection, species identification, DNA extraction, laboratory techniques, DNA sequence analysis, and reporting findings.

And most exciting ...thanks to the success we've had in securing funds for our new building, we're poised to break ground within a matter of weeks! While construction will soon begin, we're not done with our capital campaign by a long shot. We still have a lot of fundraising to do before we can open our doors.

As the countdown begins to open our new facility, the design and creation of our new exhibits is taking center stage. This will consume a tremendous amount of our time in the year ahead ...but this is exactly what we've been working toward for the past 12 years. No complaints here!

The successes we've seen over the past years have created the building blocks that have enabled our consistent progress and ability to reach toward our long-term dream of opening a tropical butterfly house and insect museum. 2021 will truly be a "groundbreaking" year in many regards. Together, we're taking some big steps forward ...and together we're creating something extraordinary for our community. 🐛



### Butterfly License Plate

2020 was our first full year offering the buggiest license plate in Montana, generating \$5,420 in license plate fees. Add some butterfly flair to your vehicle, while helping create the buzz for our new facility, by getting your plate today. Contact us or visit your County Treasurer's office for more information.



MISSOULAGIVES

### Missoula Gives 2021

The 2021 Missoula Gives campaign is May 6th to May 7th. With a \$75,000 matching challenge in place, every donation will make a "bug" difference! Contact Glenn at 406-317-1211 or [glenn@missoulabutterflyhouse.org](mailto:glenn@missoulabutterflyhouse.org) for more info.





COME LEARN ABOUT THE LITTLE  
THINGS THAT RUN THE WORLD!

NON-PROFIT ORG.

U.S. POSTAGE

**PAID**

MISSOULA, MT 59801

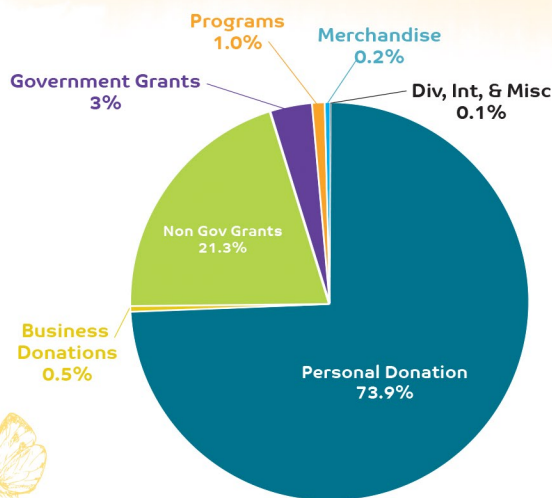
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## 2020 Financials

As of 12/31/20, the Missoula Butterfly House and Insectarium's assets totaled \$2,375,660.34

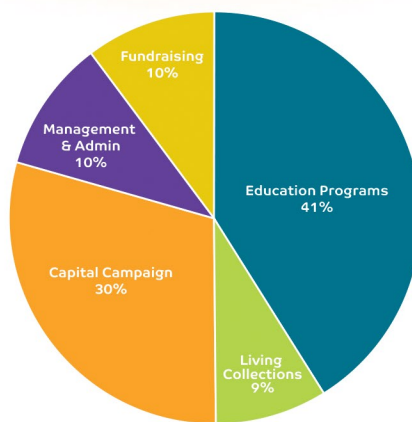
**Total Income\*: \$2,300,627.79**

\*\$1,968,466.49 for Capital Campaign



**Total Expenses\*: \$315,759.40**

\*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

**Michael Carter**, Secretary  
Wildlife Biologist/Fundraiser

**Megan Robson**, Treasurer  
Realtor, Clutch Homes

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

**Larry Brehm**  
Architect, L.K. Brehm, A.I.A.

**Kathryn Herman**  
Benefit Calculation Analyst

**Glenn Marangelo**  
Development Director, Missoula Butterfly House and Insectarium

**Jen Marangelo**  
Executive 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

**Sam McFarland**  
Animal Care Intern