



Backyard Butterflies

Education • Community Outreach • Backyard Habitats

Annual Report 2021

We serve the greater piedmont region of North Carolina by providing butterfly education, community outreach, and assistance with creating supportive habitats for butterflies and moths

Executive Director's Summary



Our third year in operation was a combination of growth and recovery for our organization during the second year of the COVID pandemic.

Plant sales, requests for Caterpillar Support and Yard Consultations, and public participation in NABA butterfly counts, increased through advertising, networking, and self-promotion in Facebook groups, and by customer recommendation. We provided caterpillar support to 21 applicants helping to raise over 300 caterpillars. We provided 11 Yard Consultations to help people plant more beneficial plants for butterflies, moths, and insects.



Our 5th Annual Open House & Plant Swap surpassed all previous years for attendance, planting swapping, plant giveaways, and fundraising for our organization. From our Free Table we gave away \$1,080 in plants. We raised a little more than \$1,000 from combined donations and plant sales.

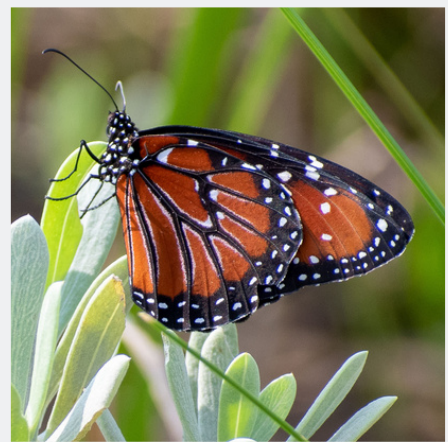
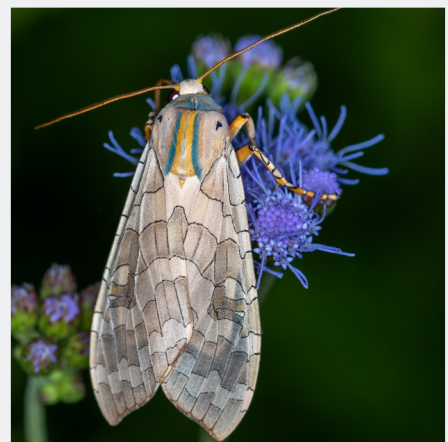
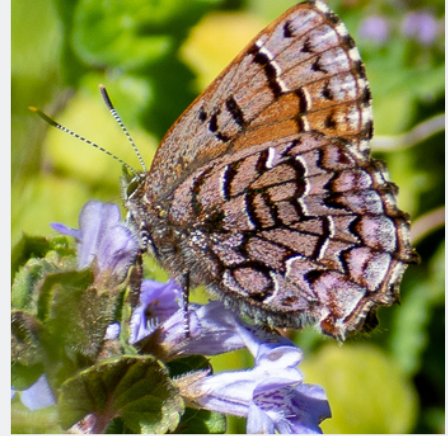


After a year of not attending community outreach events or conducting workshops because of the pandemic lock-down, we attended an Earth Day celebration at Sylvan Heights Bird Park in Scotland Neck, NC and conducted one free Raise a Caterpillar workshop for Girl Scout Troop #12555. Conducting additional workshops was impacted by the overall decline in butterfly and caterpillar populations for the second consecutive year.

Lior Carlson
Executive Director

Important Highlights of 2021

- Earth Day at Sylvan Heights Bird Park
- 5th Annual Open House & Plant Swap
- 3rd Annual Moth Night
- Orange County NABA Count
- Guilford & Rockingham Counties NABA Count

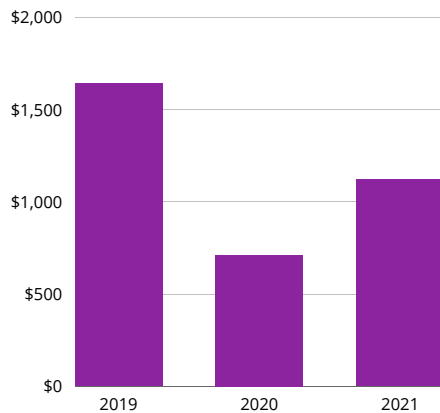




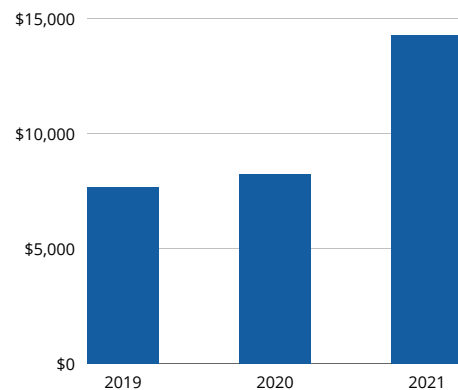
Revenue

Source	Amount
Sales	\$12,226
Donations	\$2,119
Total	\$14,345

Donations 2019 - 2021



Total Sales 2019 - 2021





Expenses

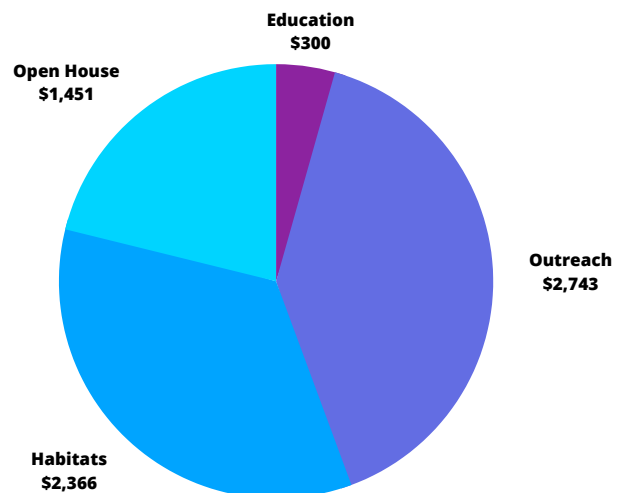
Category	Amount
Plant Production	\$1,159
Programs	\$6,860
Operations	\$5,315
Total	\$13,334

Balance on Hand: \$1,011

Our Education Program has been impacted by the Covid pandemic and decline in Black Swallowtail caterpillars for Raise a Caterpillar Workshops.

Community Outreach dramatically increased as the word spread about our Caterpillar Support Program.

Breakdown of Program Expenses





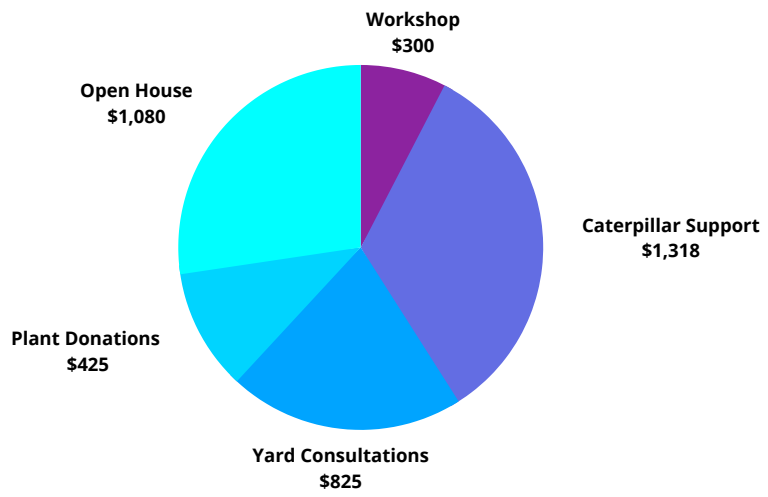
Contributions

Program	Amount
Education	\$300
Community Outreach	\$1,318
Backyard Habitats	\$1,250
Open House	\$1,080
Total	\$3,948

FAIR MARKET VALUE OF GOODS & SERVICES

1 gal bag milkweed leaves	\$25
Whole host plant	\$3
Critter keeper	\$12
Caterpillar Adoption	\$25

Breakdown of Contributions





Fun Stats



3,481

Individual insects
observed



478

Species of insects
observed



1,524

Photos taken



300+

Caterpillars supported



1,299

Plants sold online



11

Yard Consultations