



# Backyard Butterflies

Education • Community Outreach • Backyard Habitats

## Annual Report 2022

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 fourth year in operation proved to be our most financially successful generating almost \$24,000 in sales and donations.

This year we added a Fall Plant Sale Fundraiser in October that was perfectly timed for the arrival of Hurricane Ian. Our Caterpillar Support Program was not able to help as many applicants as the previous year due to prolonged heat and drought. We performed 41 Yard Consultations, a 372% increase from 2021!



Our 6th Annual Open House & Plant Swap once again was blessed with ideal weather. We donated \$500 (100 plants) on our Free Plant Table. The Plant Swap was the most successful it has ever been.

The foundation of the NC Under-reported County Mothing Project was made. For 2023 the project will be open to participants to help us conduct moth surveys.



We formalized our Plant Donation Program and created an application process and have so far pledged to donate 177 plants in 2023.

Our attendance at events for community outreach was comparable to pre-Covid years. We sold out spaces for a Raise a Caterpillar workshop in September.

Lior Carlson  
Executive Director



# Important Highlights of 2022

- Earth Day at Sylvan Heights Bird Park
- 6th Annual Open House & Plant Swap
- Carrboro Pride Food Truck Rodeo
- 4rd Annual Moth Night
- Bees, Butterflies & Beer at MLS
- Orange, Guilford & Rockingham County NABA Counts
- Plant Donation Program
- NC Under-reported County Mothing Project
- Raise a Caterpillar Workshop at Piedmont Feed & Garden Center

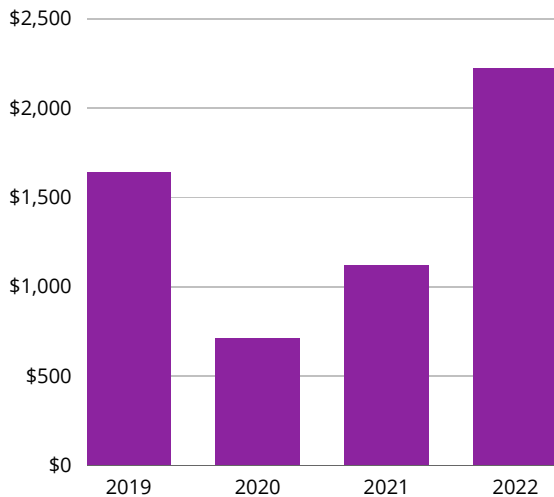




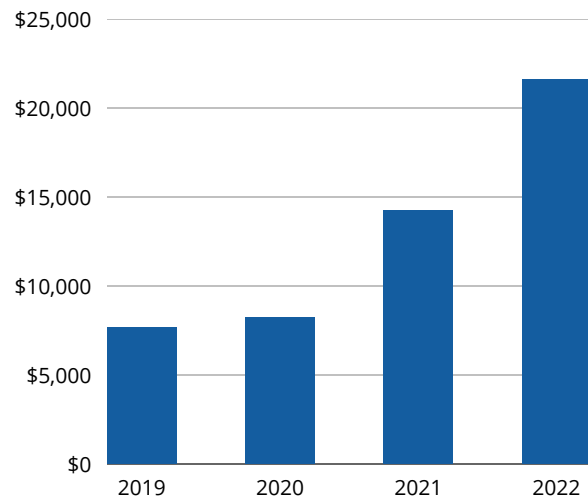
# Revenue

Source	Amount
Sales	\$21,584
Donations	\$2,218
<b>Total</b>	<b>\$23,802</b>

Donations 2019 - 2022



Total Sales 2019 - 2022





# Expenses

Category	Amount
Plant Production	\$4,620
Programs	\$7,936
Operations	\$11,877
Net Revenue	\$4,416





# Contributions

Program	Amount
Education	\$0
Caterpillar Support	\$240
Plant Donations	\$855
Yard Consultations	\$3,075
Open House	\$500
<b>Total</b>	<b>\$4,080</b>



## Fun Stats



**2,620**

Individual insects  
observed



**690**

Species of insects  
observed



**2,586**

Photos taken



**100+**

Caterpillars supported



**3,341**

Plants sold



**41**

Yard Consultations



**7,521**

Miles driven



# NC Under-reported County Mothing Project

## Project Stats for 2022

County	Species Added	State Record
Alamance	29	
Caswell	146	1
Chowan	73	
Greene	70	
Person	TBD	