

Grassland Groupies

Annual Report



www.grasslandgroupies.org



**GRASSLAND
GROUPIES**

Deepening Our Roots

In a newly-sown prairie, the showiest results do not arrive in year one or year two. It takes time for these plants to establish, to put down the roots that ensure their continued success. From year three onward, that's when things really begin to thrive.

Grassland Groupies, LLC has been a labor of love by its founders and volunteers since its formation in 2021. In our third year of operation, we saw the dedication and care poured into this initiative begin to pay major dividends.

2023 was a breakthrough year for Grassland Groupies. We reached thousands through science and nature programming and delivered our message to new audiences. We educated the next generation of conservation professionals. We built new partnerships, launched ambitious projects, and grew our involvement in the community. We continued to tell the story of our globe's grasslands, as "The Grasslands PR Team".

We've been busy the last year, and we are eager to share our successes with you. But best of all, we have made big plans for what's to come. As we look back on 2023, we hope you'll join our journey in 2024 and beyond.



2023 by the Numbers

We vastly increased our programming output in 2023, reaching 302,231 people through in person and virtual programming, The Best Biome podcast, and social media. This represents a 20x increase in reach from 2022 (15,000).



Now in the top 10% of podcasts worldwide with over 8,000 listens, The Best Biome has passed 50 episodes. From bumblebees to baboons and even cryptids, Season Two is full of reasons why grasslands are truly worthy of your fascination.

Quick Stats

- 150: volunteer hours towards the Bee City Wichita initiative
- 521: attendees at ICT Bee Fest
- 700: square feet of gardens created/renovated
- 1,000: bumblebee butts pet (no really)
- 4,500: people directly reached through programming
- 190,000: views on most viral TikTok

Bee City Wichita

February 7th saw the unanimous passing of the Bee City Wichita resolution designating Wichita as an affiliate of the Xerces Society's Bee City USA program. Through this program Grassland Groupies is helping to make Wichita a greener and more pollinator friendly place to live. We've made great strides already, with new pollinator beds in progress across Wichita, Earhart Elementary opening up their greenhouse to help us grow seeds, and a strong force of passionate volunteers.

Bee City Commitments:

- Create and enhance pollinator habitat
- Increase pollinator friendly practices in the city
- Education and advocacy



See our website for the next free and open to the public committee meeting date and full commitment list: grasslandgroupies.org/bee-city-wichita



Friends University Students exploring Tallgrass Prairie Preserve.

GG on Campus

Last spring, Friends University reached out to Grassland Groupies to develop curriculum for a new Grasslands Ecology course, which launched to full-enrollment in Fall 2023. Over the 16-week course, adjunct professors Nicole and Rachel delivered a series of lectures on global grassland topics, and brought students out of the lecture hall to conduct field labs at various sites including the Tallgrass Prairie National Preserve and Wichita State University's Ninnescah Preserve.

ICT Bee Fest 2023

Over 500 people stopped by to celebrate pollinators and native gardening at our first ever ICT Bee Fest. A huge thank you to our wonderful volunteers and vendors and to the Mid-America All-Indian Museum for hosting. **Join us again for this free event on September 21st, 2024!**

2023 Booths:

- Butterfly house
- Bumblebee petting zoo
- Native plant/art vendors
- Insect netting
- Bee hotel making
- Native garden tours





Planting the Seeds

In 2023, Grassland Groupies became the education partner of The Meadowlark Farm in Rose Hill, KS. A local orchard and cidery that strives to maintain a natural character, The Meadowlark Farm and its proprietor Tom Brown offer a unique interactive space for visitors to get outdoors and engage with both agriculture and the environment. Grassland Groupies worked with Meadowlark to craft farm tour experiences for school groups that meet Next Generation Science Standards on ecology and conservation. Students engage their curiosity by enjoying a farm tour, picking their own fruit, and participating in age-appropriate ecology labs/games.

GG will expand the repertoire of programs and events for all ages happening at Meadowlark in Summer and Fall 2024. School group and adult cider walk bookings are available now at: grasslandgroupies.org/education.

Coming in 2024

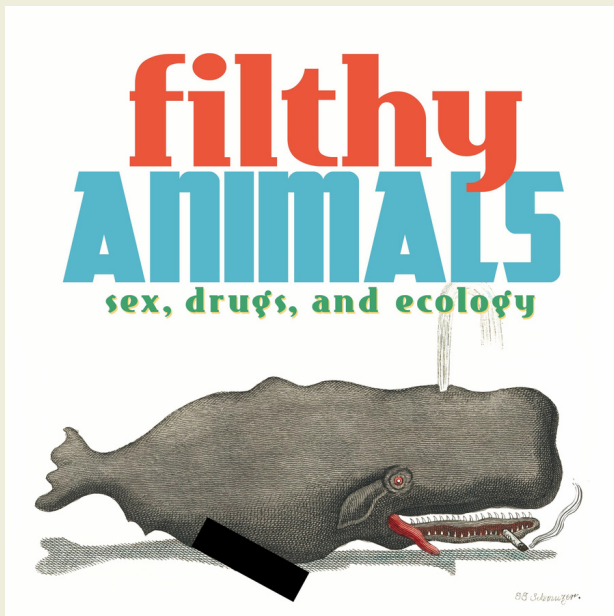
NEW PARTNERSHIPS

Expect Grassland Groupies to bring our brand of science education to even more Kansas communities, thanks to exciting new partnerships with peer organizations across the state. In June 2024, GG will be running a science-based day camp for youth at the Kauffman Museum in North Newton, KS.

Also in Summer 2024, GG will be presenting a series of all-ages evening programs at The Dyck Arboretum of the Plains, with topics spanning from pollinators to fireflies to turtles. We're thrilled to work with these institutions, as we continue filling our slate with new education opportunities.

ONLINE STREAMS

We are bumping up our online streaming presence this year with weekly streams to Facebook, YouTube, Twitch, and TikTok. Nature journaling, live nature hikes, and so much more. Keep an eye on the socials for dates!



FILTHY ANIMALS POD

Grassland Groupies is excited to begin production on a second podcast in 2024 with a much different scope and audience in mind. The project, titled “Filthy Animals: A Sex, Drugs, and Ecology Podcast”, seeks to engage with adult (18+) audiences by examining topics in the natural world that are generally considered too risqué to normally be discussed in environmental education spaces.

Premieres: April 25th

Building environmental literacy and getting adults connected with science education is a core aspect of Grassland Groupies mission, and this podcast serves that objective by offering a shamelessly fun look at how weird nature really gets.



Thank you for your support

Grassland Groupies made tremendous progress in our mission to serve the Wichita Community and beyond in our third year, seeing a massive increase in our reach and engagement in 2023. Our impact is made possible entirely by the generosity of our donors, whose support funds everything from new native gardens to outdoor education for all ages. We hope that we can count on your continued support in 2024 as we continue to scale up our activities and grow our organization. We remain as committed as ever to getting our planet's grasslands their rightful place in the conservation discourse, and we are grateful to have you join us on that journey.

Goldenrod Supporters: The Byrd Family, Evergy,
Grassland Heritage Foundation

Indigo Supporters: Brown, R., Denny, J., Haen, C., Horigan, L.,
Owens, E., Picanço, V., Volkmann, T., Whitfield, S.

Bluestem Supporters: Aenchbacher, S., Dahlinger, K., Hanke, K., Jack, L & D.,
Klemencic, A., Lear, J., Mann, C., Philbrick, R., Rogers, K., Wenger, B.

And thank you to our wonderful volunteers!

Contact Us



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Grassland Groupies, Inc. is a registered 501(c)3 nonprofit organization dedicated to inspiring the conservation of grasslands. EIN: 86-2282759