

The Caterpillar Lab

Please consider sponsoring The Caterpillar Lab's community work here in Keene!

The Caterpillar Lab is a nonprofit, 501(c)3, Keene-based organization. We enrich people's lives and strengthen our community through place-based education that focuses on our local, native caterpillars. When people realize the exciting natural discoveries they can make in their own backyards and neighborhoods, they can never look at this area the same way again!

We visit museums, nature centers, summer camps, and schools throughout New England, including New Hampshire. However, insufficient funding and a lack of supporting venues have limited our work here in town.

The Caterpillar Lab always strives to work in the local area as much as possible. We've been a regular installation at the Farmers' Market of Keene. We maintain free public open hours at The Caterpillar Lab facility in the Colony Mill Marketplace building. We've even presented free large shows for the community in downtown Keene. In 2016 and beyond, we want to continue this tradition and do much more for the Keene community.

Unfortunately, we struggle to support the free, local portion of our work. To continue and expand these programs, we are seeking sponsorship from local organizations and individuals. Our 2016 season can feature heightened community outreach, but only with your help.

Why sponsor the Caterpillar Lab?

Besides supporting our mission to educate and inspire people through their local natural environment, we believe The Caterpillar Lab's eye-catching programs represent a unique opportunity for any sponsor to gain visibility and recognition in the community. By sponsoring The Caterpillar Lab and allowing our programs to remain free and open to the public, you will showcase your commitment to maintaining this area as a vibrant, lively, and surprising community in Southwestern New Hampshire.

The Caterpillar Lab offers something completely unique in New Hampshire – let our novelty thrive and represent you.

Our need – Your opportunity

The Caterpillar Lab can offer a broad range of free programs in the Keene area. We have opportunities for you or your organization to contribute meaningfully at a variety of levels. Please see the *following page* for sponsorship ideas.



Samuel Jaffe

*Founder and Executive Director,
The Caterpillar Lab*

Board of Governors

Diana Bailey

*Architect,
President, Board of New Art Center.*

Nancy Cornelius

*Cofounder and CFO (retired),
Boston Dynamics.*

David Ellis

*President Emeritus,
Boston Museum of Science.*

Taryn Fisher

*Assistant Professor of Management,
Antioch University New England.*

Reddi Ford

Beacon High School (retired).

Naomi Pierce

*Hessel Professor of Biology, Curator
of Lepidoptera, Harvard University.*

Kristin Steinmetz

*Education Coordinator,
Massachusetts Audubon.*

Brigette Zacharczenko

*President,
Connecticut Entomological Society.*

The Caterpillar Lab

Sponsor our FREE open hours at Colony Mill Marketplace

Our open hours offer an intimate behind-the-scenes experience to visitors. We welcomed over two thousand visitors during open hours last summer and expect that number to grow substantially in 2016. We feel the attention and time visitors get when they visit us in Keene will inspire and support our next generation of naturalists and invested community members. Free open hours are currently run for five hours per day, two or three days per week from April 1 through October 31. To continue this tradition, we seek financial sponsorship.

Maintaining current Open Hours: \$600 weekly (or \$16,800 per summer) to staff three open-hours days per week. We would eventually like to expand open hours to more days/week.

Sponsor our free public events in Cheshire County

We bring our creatures out to meet the public whenever possible! In the past, we have joined the Keene Farmers' Market on a regular basis, displayed at local Earth Day events, and shown outside local coffee shops and even bars. We would love to increase our presence in local towns, especially at farmer's markets, and seek financial sponsorship to fund these free public events.

\$500 - \$1500 per farmer's market display depending on scale, length, and staffing. Five Keene farmer's market shows/year \$2,500-\$7,500.

Sponsor a free large community event in downtown Keene

What a wonderful day we had at Railroad Square in August 2015! We set up a large show, with all of our educators present, and met hundreds of people as they walked down Main Street. This type of program provides an unparalleled opportunity to reach an incredibly diverse audience here in Keene. We've had tremendous feedback surrounding this event and would love to plan similar programs in 2016. However, we cannot produce these larger events without sponsor support.

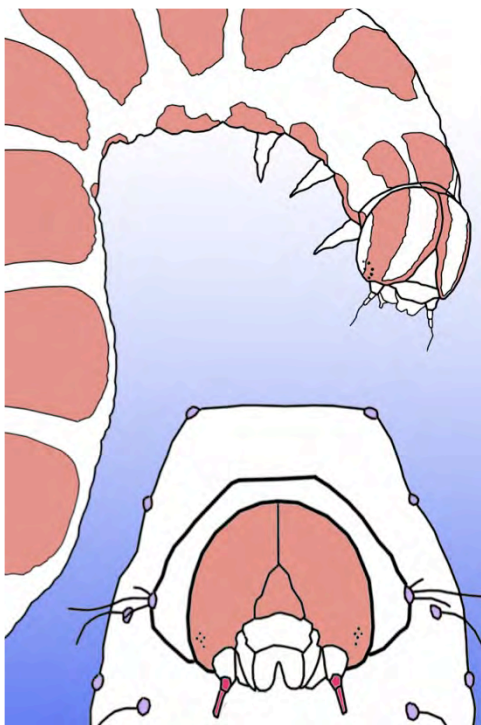
\$500 - \$2000 per event, depending on event size. Three or four events/year, up to \$8000.

Sponsor a program or show at a local venue

Keene has many fantastic venues that have been interested in hosting a Caterpillar Lab program but lack the budget to hire us. Examples include Keene Public Library; Cheshire County Fair; and many classrooms, after-school programs and summer camps around Keene. You or your organization could sponsor one of these programs, bringing local natural history education to fellow community members.

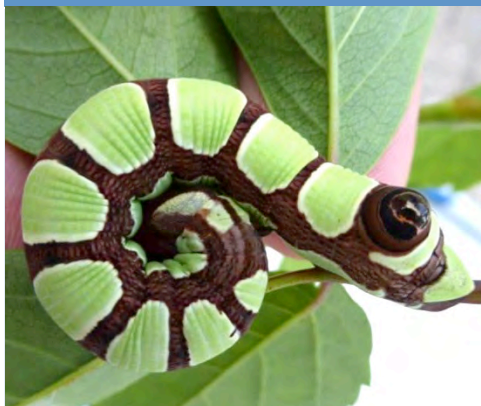
We are particularly interested in performing more programs in local schools. We have worked in the Keene, Dublin, Harrisville, and Winchester school systems, but many teachers and administrators that are interested in bringing in our enrichment programs struggle to find any supporting funds. We hope to be able to offer programs to

\$300 - \$1500 per program, depending on program size.



2016 prospectus

THE CATERPILLAR LAB



The Caterpillar Lab

Samuel Jaffe

jaffe@thecaterpillarlab.com

(617) 733-7312

369 Old Chesham Road
Marlborough NH 03455

Headquarters Location:

222 West Street

Colony Mill Marketplace

Second Floor

Keene NH (*not deliverable*)

Connecting people to the world around them using the Art and Science of Native Caterpillars

Mission Statement: The Caterpillar Lab fosters greater appreciation and care for the complexity and beauty of our local natural history through live caterpillar educational programs, research initiatives, and photography and film projects. We believe that an increased awareness of one's local environment is the foundation on which healthy and responsible attitudes towards the broader natural systems of this world is built.

Your support is vital: To continue offering high caliber programming we need help from all who believe that promoting understanding of and familiarity with natural history is valuable, if not essential, for our combined futures. Please consider supporting The Caterpillar Lab in a meaningful way.



History:

Over the past ten years, naturalist-photographer Samuel Jaffe has developed formal and informal educational programs that use native caterpillars to present a new brand of natural history education across New England. Jaffe's techniques contrast with traditional natural history education by focusing on regionally relevant organisms and issues, and stressing close-up, hands-on experience.

In the spring of 2013 Jaffe launched The Caterpillar Lab organization; he and a trained staff of educators and caterpillar experts now travel the country, using their unique caterpillar resource to inspire and inform. Partnering with the Boston Children's Museum, the Massachusetts Audubon Society, Antioch University New England, and other organizations, The Caterpillar Lab has enjoyed substantial success in its formative years.

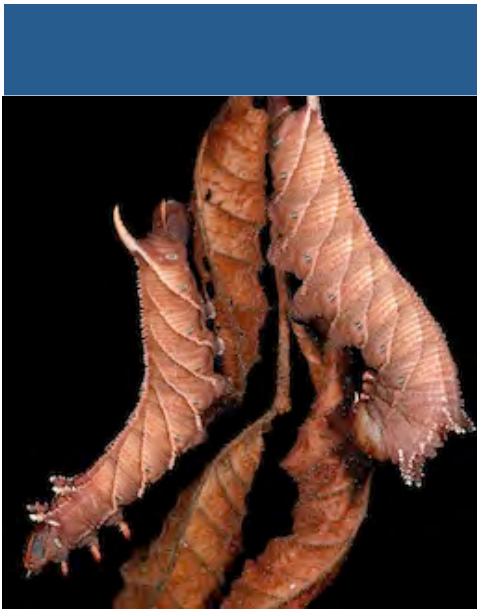
In 2015 The Caterpillar Lab Inc. became a NH non-profit organization and applied for 501(c)3 tax-exempt status. With a supportive board of governors and ever increasing demand for programs, The Caterpillar Lab is making an ever-increasing impact in the way people experience the New England environment.

Practice:

The Caterpillar Lab raises thousands of caterpillars, of hundreds of species, at an open-to-the-public facility and brings them to museums, nature centers, and schools, where we present these underappreciated, but undeniably awesome creatures. Our programs highlight the diversity of our local ecosystems, encourage exploration, teach unexpected lessons in insect biology, evolution and metamorphosis, and stress the need for environmental respect. We reach *tens of thousands* of people with these programs each year, with most learners receiving one-on-one attention at our displays.

We also photograph and film caterpillars, design exhibits, collaborate with researchers, and publish materials that broadcast our message further afield. We believe that art, science, and education work together to make the biggest impact.

Behind the scenes, we support teachers and naturalists who want to work with and learn more about these fascinating insects, as well as families who wish to experience them in their own homes. We are a rare resource for anyone interested in caterpillars!



Why Caterpillars?

Caterpillars are especially well suited to use in natural history education. They are diverse and fantastical creatures that are little known and stay hidden from everyday view. It is this relative obscurity that first lends caterpillars as teaching tools — learners are surprised by these new and colorful organisms and are drawn into learning opportunities by a natural curiosity that we all share. The local nature of caterpillar study can add further value. In city or suburb, in the northeast or the southwest, caterpillars are found in large diversity. Learners will be intrigued that these animals can be uncovered “in their own backyards”. Finally, caterpillars offer a tremendously varied landscape of possible teaching moments. They can be used to show metamorphosis, parasitism and predation, natural selection and evolution, the importance of protecting green spaces and local ecosystems, and may help learners develop a new sense of scale and time. Knowing our local caterpillars is to know a place at a new level of detail.

Going Forward

with your support

The Caterpillar Lab has enjoyed remarkable success: our audience is expanding, we collaborate with a growing list of local and international organizations, and we have received accolades for all aspects of our work. The Caterpillar Lab is taking off, and we are poised to begin our most ambitious season yet.

Looking ahead, we are excited about creating more high quality and totally unique educational programs. And we are eager to expand our reach to new audiences and work in ever more powerful ways. Next season, we will be in a great position to explore publication, develop new educational tools, present region wide workshops, and broaden our internship and volunteer opportunities.

The Caterpillar Lab must now think strategically about how to continue and enhance the excellent programming that is expected of it, expand its geographic range, reach larger and more diverse audiences, and, importantly, become financially sustainable.

In 2016 we are committed to bringing The Caterpillar Lab to a new level of organization and to securing its long-term future. The Caterpillar Lab has been built on the passions and devotion of its core team of educators and all involved have made significant sacrifices to drive the project forward. It is now time to match these efforts with a sustainable plan for the future. To this end, the Caterpillar Lab is seeking the financial support of those who believe that what we do is important and worth having in this world.

Meet The Caterpillar Lab's Team of Educators!



Samuel Jaffe, Executive Director / Educator

BA Biology Brown University, MS Environmental Science, Antioch University

Sam is a naturalist, photographer, and educator who has been working with native insects since an early age. Sam grew up in Massachusetts chasing birds, mucking through ponds, and turning over leaves. For the last decade he has been photographing caterpillars and organizing programs to promote these special creatures to the public. In 2013 he founded "The Caterpillar Lab" in Keene NH and now travels across the country working with museums, nature centers, and schools, helping native insects find their place in our everyday lives.



Elizabeth Kautz, Education Director / Educator

MS Environmental Science Antioch University

A few years ago, Liz stumbled upon an unidentified brown pouch in the woods. Shortly thereafter, she serendipitously opened a book that identified the pouch as a cecropia cocoon! She's been in love with caterpillars ever since. As an environmental educator, Liz is particularly passionate about research, bugs, free-choice learning environments like nature centers and museums, and New England forests. Liz lives in the woods of Marlborough, New Hampshire, with three loves of her life: her outdoorsy chemist fiancé and two sweet doggies named Maya and Millie.



Jesse Varga, Lab Manager / Educator

MS Environmental Science, Antioch University

Jesse has a background in biology and outdoor education, including summer camps, outdoor classrooms, natural history museums, and raptor programs. He is a fantastic story teller and a favorite at all of our shows. Bottom line: he loves to teach about nature! As the lab manager, his focus is on the people of the lab as much as the caterpillars: the lab staff is a great group of very hard-working people, and Jesse tries to make sure everyone is doing all right. He accomplishes this mainly through lots and lots of fruit snacks.



Kathy Henley, Marketing Director / Educator

MS Environmental Science, Conservation, Antioch University

Kathy is a Colorado native with a passion for wolf conservation. So how did she end up working with caterpillars in New England? At a caterpillar show this past summer a young girl told her that she really loved insects, but that it was not ok for girls to be into them. Kathy and the girl chatted for a long time and ended up agreeing that it was not only ok for her to like bugs, but something to be especially proud of. Kathy also really enjoys developing new programs and exhibit materials for the lab. At shows you can often find Kathy making caterpillar crafts with families.



Monica Foley, Veteran Caterpillar Wrangler / Educator

MS Science Teaching, Antioch University

Monica has been wrangling caterpillars at The Caterpillar Lab for the past three summers. For the rest of the year, she wrangles high school students and teaches them Biology and Anatomy, using caterpillars as a talking point far more often than they have advised her is "normal". Monica is partial to caterpillars that have mops of brightly colored hair or stinging spines, which she finds most adorable. Now Monica has developed a dangerous addiction for spiders and keeps jumping spiders, widows, and a tarantula named Rosie next to her caterpillars in the classroom.

And many others! Each year The Caterpillar Lab takes on a team of interns and volunteers to make our programs possible



TESTIMONIALS

• **Kristin Steinmetz, Outreach Coordinator at Broad Meadow Brook Audubon Sanctuary in Worcester MA, writes:**

"Your work inspires awe. Awe leads to care and concern. Adults and children who care will be motivated to protect the nature of Massachusetts. Your deep knowledge and love of caterpillars and your desire to share this knowledge makes you uniquely qualified to carry out this project."

"This project will take significant resources... We encourage anyone who cares about the nature of New England to contribute to your work and to the important task of creating a new generation of people who love nature and work to protect it."

• **Alissa Daniels, Science Program Manager at Boston Children's Museum in Boston MA, writes:**

"A terrific inspiration and starting point for families as they begin to explore the natural world together; the live demonstrations... provide an up-close and personal view of these common yet fascinating caterpillars... enthusiasm is bound to infect our visitors and may well guide their next outdoor adventure."

• **Chris Bergeron of The Metro West Daily News writes in "A kaleidoscope of caterpillars at Children's Museum":**

"Succeeds by conveying not just the stunning beauty of individual caterpillars but their varied roles in the remarkably complex bio-diversity of a backyard garden or local park... For kids, parents and bug lovers of all ages, Jaffe's caterpillar exhibit matches them in its passion and contagious sense of wonderment."

• **Amy VanderKooi, Science Program Manager at the Montshire Museum in Norwich VT, writes:**

Sam Jaffe's Caterpillar Lab is a wonderful presentation. Being able to see so many diverse caterpillars close-up was the initial attraction, but then the added facilitation and interpretation provided Sam and his staff so added to the visitor's experience and knowledge. It is an educational treat for young and old!

• **Carrie Webster, Youth Programs Coordinator & Assistant Camp Director at Drumlin Farm in Lincoln MA, writes:**

Our visits from the Caterpillar Lab were a highlight for our campers this summer. The team worked with us to develop caterpillar stations that connected to each camp group's focus, and our staff and campers were entranced by the variety of adaptations and life strategies they saw. The kids loved the opportunity to get close to and even touch some of the caterpillars in their small groups, and our staff of teacher naturalists was impressed by Liz and Jesse's expertise and ability to connect with the campers.



Our traveling exhibit at the Tower Hill Botanic Gardens



Watching a caterpillar shed its skin at the Boston Museum of Science



Showing the structure of a cocoon to a captivated audience in Vermont



Hands on at the local Farmer's Market a surprise event or "guerrilla education"



Caterpillars on the tables and on the walls
Art, nature, and science should go together



Open air displays, never any barriers
Mixed audiences are our favorite



Some are BIGGER than they imagine



Dynamic set-up and a large staff for one-on-one learning experiences in Concord MA



Digital microscopes and screens for an ever-closer look



Small program manager Jesse Varga captivates an audience with stories of defense and survival

- Visit The Caterpillar Lab's website to find out more, see videos and photographs of our creatures, visit our blog, or connect through Facebook www.thecaterpillarlab.org

- Visit The Caterpillar Lab facility in The Colony Mill Marketplace Building in Keene, NH. See what we do and how we do it! Lab hours to be determined each spring. Please see our website or inquire.

- Find out more about the lab, schedule a show, or learn how you can support our mission by emailing The Caterpillar Lab director Samuel Jaffe at jaffe@thecaterpillarlab.org or calling (617) 733-7312



A happy customer 😊









Eye on nature

Bill Gnade / Sentinel Staff | Posted: Monday, August 31, 2015 12:00 pm



Sophia Domitrovich, 4, of Keene examines a cecropia caterpillar — the larval form of North America's largest moth — hanging among branches at the Caterpillar Lab exhibit held in Railroad Square in Keene Saturday afternoon. The Caterpillar Lab, a nonprofit natural history project, is based in the Colony Mill Marketplace.



Caterpillar Lab show returns

Free public exhibit downtown features New England species

By SENTINEL STAFF

Looking for something free to do with the family this weekend? The Caterpillar Lab is hosting a public show in Keene's Railroad Square Saturday.

Scheduled noon to 5 p.m., the show will feature many caterpillar species — all native to New

England — and hands-on displays. People are also invited to participate in caterpillar walks on trails leading to downtown Keene.

The Caterpillar Lab is a nonprofit organization in the Colony Mill Marketplace that teaches natural history through caterpillars — described in a news release from the lab as “amazing

creatures that are hidden from everyday view.

They are easily overlooked and this makes caterpillars excellent teaching tools — people are surprised and intrigued by these previously unknown organisms, and are pulled into learning experiences by a natural curiosity that we all share.”

The above caterpillars are available at the Caterpillar Lab in Railroad Square. From left: the Harris's three-spot caterpillar, the little wife underwing, the tobacco hornworm and the elm sphinx. Photos by Sam Jaffe.




JAFFREY-RINDGE
SCHOOL DISTRICT

INVITATION TO BID

The Jaffrey-Rindge Cooperative School District is accepting bids for its 2015-16 white multi-use copy paper. Bids will be accepted until 10:00 a.m. on Thursday, September 3, 2015. Bid specifications may be obtained by calling 603.532.8100 x234 or may be downloaded at: www.sau47.org.

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Month of the
Young Child

Rediscovering
the Magic of
the Woods

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