


2022 Annual Report

Grassland Groupies, Inc.



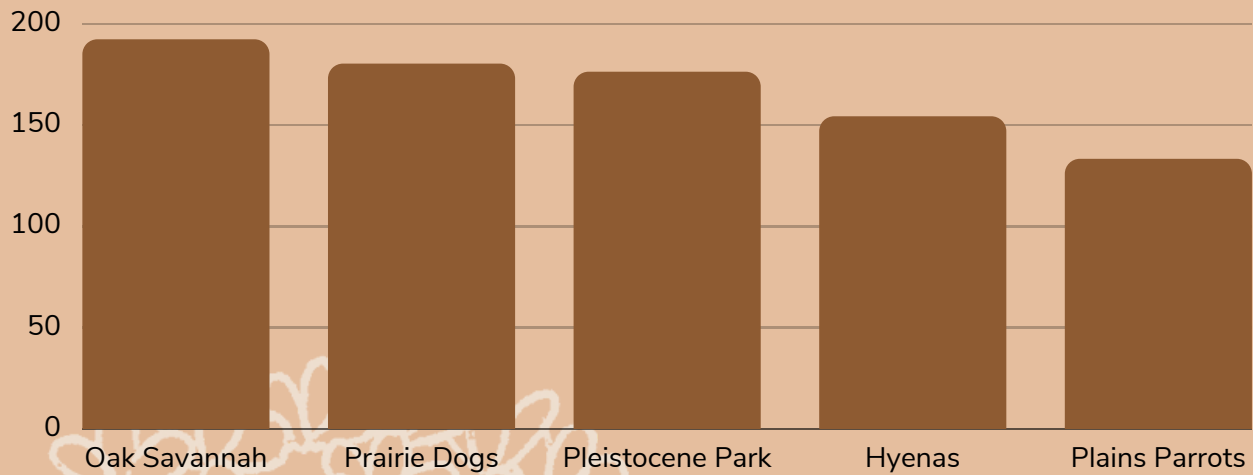
Tallgrass Prairie National Preserve

Where we are now

Nicole Brown and Rachel Roth, as veteran naturalists and educators, have worked throughout their careers to reverse concerning trends they've observed in the arena of environmental education. Grasslands, which contain some of our planet's most vibrant habitats and serve as home to hundreds of millions of people, are chronically underappreciated and underserved within the larger picture of conservation. Furthermore, environmental literacy diminishes as a priority after elementary school, leaving teens and adults with fewer avenues to develop a connection to these important ecosystems. There was a clear need for an organization that would serve as the "PR" team for global grasslands, and in 2021, Rachel and Nicole founded Grassland Groupies, Inc. to help build new appreciation for the environments they love.

In our first of year of operation as a 501(c)(3) organization, Grassland Groupies has reached thousands of people in our community and beyond with an engaging approach to science communication designed to reach all ages. In 2023, we expect to build upon our solid foundation of community involvement and scale up our advocacy, outreach, and education efforts. We hope that you'll join us on this journey as we continue to grow and share our message about "the best biome".

Most Popular Podcast Episodes



In-Person Programming

We directly reached 135 Adults and 276 Students through classroom presentations, public lectures, hikes through Wichita's parks, and more.



Rachel Roth at
Earhart Environmental Magnet



"The Best Biome" Podcast

We took a hiatus from The Best Biome from March-October of 2022, and still managed to reach 1484 people across the globe!

We have a new podcast launching in 2023, so keep your ears open!

Total 2022 Reach: 15,000



What's Ahead for Grassland Groupies?

As we move into 2023 we look forward to providing impactful, inspiring programming. We want to continue to build local community ties through native plant gardening, in-school programming, guided hikes, and special events.

Wichita's Bee City USA affiliation will be a big project this year as we work to create and improve habitat for pollinators across the city. This project benefits people and wildlife alike, creating new green spaces where people can connect with each other, enjoy the outdoors, and improve their well-being.

We haven't forgotten our fans around the world however. We have plans for not only a new Adults Only podcast but also new livestreams and online lectures to provide even more ways to connect people with our grasslands.

Our team may be small, but it only means that we have the opportunity to focus on quality over quantity. We hope you'll continue to follow along on our journey in the coming year.

As always, we couldn't do this without your support. Thank you.

Acknowledgements

Giving Tuesday was our biggest fundraiser of the year with \$3866 raised through corporate donations, generous matches, and individual donations.

Corporate Donors:

GetThru, Digital Lift

Individual Donors:

Abigail B., Allan, S., Amy E., Becky, S., Cassie, S., Dana S., Daniel S., Devin C., Jenn R., John D., Lyndzee R., Michael W., Peggy H., Robert B., Sandra W., Todd V.

Thank you for your continued support in our mission of inspiring conservation of grasslands.

Contact

Grassland Groupies, Inc. is a registered 501(c)3 nonprofit organization based in Wichita, Kansas. EIN: 86-2282759

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