

The Caterpillar Lab



Samuel Jaffe
The Caterpillar Lab
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The Caterpillar Lab is a 501(c)3 non-profit educational outreach organization.

We are seeking the donation of a full-size cargo van in order to more effectively pursue our mission, boost our outreach programming range, and importantly, increase the number of free, street-level, 'guerilla' education programs we can perform each season for the general public.

A cargo van will provide crucial logistical support by helping us to more efficiently move our staff and exhibit materials to events throughout the region. A van will significantly improve our ability to perform free, street level, programming in New England towns. Finally, a van will enable us to more easily run multi-day programs as it will provide a safe and stable environment for our live animals and exhibits when we are traveling. In short, a cargo van will make a huge and immediate difference for this organization.

In addition to the above logistical and mission-based benefits, a donated cargo van will act as an extremely visible and charismatic public face to The Caterpillar Lab and any supporting business. Every day in Cheshire County, New Hampshire, and ranging across every New England state week to week, The Caterpillar Lab van, appropriately decorated with our images as a giant traveling caterpillar-mobile, will draw attention to our organization and to yours.

The Caterpillar Lab is doing important and utterly unique work. We draw attention wherever we go and we deliver an important message of environmental care through place-based education. By supporting The Caterpillar Lab with a cargo van donation your business is making a clear statement to this community and many others beyond, that you value this place, its people, and the environment we all depend on.



The Van Plan:

For full benefit, we will be looking to outfit the inside of the van for effective transport of our exhibit materials and our live caterpillars. In addition, we will equip the van with a generator/electric-run climate control system so it can provide overnight housing for our animals. The van will be an essential support for our programs and make a difference to the lab from day one.

What sponsoring The Caterpillar Lab with a vehicle donation can do for you:

By donating a cargo van to The Caterpillar Lab, your organization will be making an important contribution to a local, non-profit organization that works tirelessly every day to enrich this region and its people. You will also be showing this community that your business supports the organizations that its people care about, and bringing more attention to your philanthropy.

In thanks for a donated vehicle, The Caterpillar Lab would be excited to announce your sponsorship of the vehicle on our *mobile signage*, in our *window at The Caterpillar Lab*, on our *website* and *Facebook page*, and in a special *newsletter announcement*, continuing for the life of the vehicle. Our Facebook page is liked and followed by over 54,000 people, our location in Marlborough, NH, attracts thousands each season, and our outreach programs around New England reach over 25,000 people directly each year.

The Caterpillar Lab is a charismatic and attention getting entity that can help promote your business to customers in this region and beyond.

Additional information about The Caterpillar Lab, its work, and its mission:

The Caterpillar Lab (TCL) was founded in 2013 through a community-based crowd-funding campaign to launch a summer series of caterpillar-focused natural history outreach programs. Founder and Executive Director Samuel Jaffe has been at the helm since the beginning and has helped grow The Caterpillar Lab into the impactful, region-wide, stalwart of environmental education it is today. The Caterpillar Lab became an official 501(c)3 non-profit organization in 2015 and moved to its current Main Street location in 2018.

TCL is a unique organization, not just in regards to Southwest New Hampshire, but across the entire field of Environmental and Natural History Education. There is simply nothing else out there quite like The Caterpillar Lab! Each year, thousands of caterpillars of hundreds of native species are reared at the lab and utilized as a resource for place-based natural history education all across New England. Though TCL's primary mission involves direct person to person to caterpillar outreach, it also engages in a myriad of other related activities including: film, photography, and art initiatives; ecology, conservation, and evolutionary biology research; and resource development, curriculum building, and teacher trainings.

The Caterpillar Lab deals with a very specific subject, but by examining caterpillars from diverse perspectives, and by looking ever closer into their lives and ecological interactions, the lab ends up communicating some very BIG ideas. The lab's work expertly highlights the meaning of ecology, the importance of biodiversity, the potential outcomes of climate change, the intersection between the arts and sciences, and the reasons we should all be working to preserve these creatures and many others in the world around us. TCL is a small organization with a broad imagination and an ever-increasing impact in New England and beyond.

Stated Mission: The Caterpillar Lab is a 501(c)3 non-profit organization operating out of Marlborough New Hampshire. 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.

Samuel Jaffe, TCL Executive Director.

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THE CATERPILLAR LAB

Education

Art

Science

Caterpillars