



2022 Year In Review

2399

Visitors at NLPM

1221
Adults

1178
Kids & Teens



2
Outreach
Kits
325
Participants

6
Tours
149
Guests

8
Take &
Make Kits
305
Participants

2
On-Site
Events
123
Guests



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66% Women

% by age
1.8% 18-24
9.7% 25-34
13.5% 35-44
13.9% 45-54
12.4% 55-64
14.5% 65+

4,488
Likes
2,738
Followers
612
Comments
80,554
Total
Reach

34% Men

% by age
1.7% 18-24
6.4% 25-34
8.0% 35-44
6.5% 45-54
5.7% 55-64
5.9% 65+



32
New Collections
Donated

158
Collections
Records Updated
or Added



\$8,350.60
raised since
2012

74
Birds Sponsored
since 2012 for Save
the Birds!



6
E-newsletters
327
Contacts
46%
Open Rate

40

Volunteer Hours



15

Researchers

77

Research Requests

