



provides quality medical care and rehabilitation for all injured, sick and orphaned wild animals, and shares its knowledge with the people who care about them.

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2017 Summary

For the sixth year in a row, WRC eclipsed its previous record for admissions, 12,968 patients from among 180 different species in 2017, compared to 12,912 in 2016. Despite the continued increase in admissions we recorded the best overall patient outcomes in our history.

It's astonishing to see just how much WRC has grown since 2012. Here are just a few measurements: the number of patients has grown from 7,928 to 12,928, a growth rate of 63 percent; the budget has grown from \$700,000 to \$1,186,500, an increase of 69 percent; volunteer hours have increased 65 percent to more than 67,500.

There are numerous other measurements we track from the number of veterinary students we teach to the number of calls from the public and number of collaborations we have with others in the field from wildlife medicine to disease surveillance. All of these measures have increased. Perhaps most important of all, our patient outcomes have improved during this period, despite the large increase in the number of patients.

We rely entirely on donations from the public and the number of regular donors has increased from 9,000 to 16,500 during this period (83.3%). The dollars contributed by individuals has increased 78.3 percent. Our most recent audit indicated that the percentage of funds going directly to our program has increased slightly from 84% to 85%. We experienced an operating shortfall in 2017 of about \$20,000, however during the last five years we have a net cash surplus.

WRC's mission is simple and clear: But what lies behind it is something much more complex. WRC fosters a culture of hope, compassion and kindness. We prepare the soil for seemingly small, often individual, acts of compassion to take root. Nearly all of us have been touched in some way by the animals with which we share our world, especially when we witness injured and orphaned animals. WRC provides an outlet for people to act on their instincts to assist and model compassion for next generations.

We are lucky to be in a community that understands what we do AND is willing to support it. Our pledge to you is to keep doing what we do, to be here for you and our neighbors now, and for years to come.

Thank you!

Phil Jenni, Executive Director

Our Mission in Action

WRC's core mission is to providing quality medical care to all injured, sick and orphaned wild animals ...

Among the highlights:

- In 2017, WRC admitted **12,968 animals, compared to 12,902 in 2016 (we've increased 64 percent since 2011)**
- **More than 8,200 people** from all over the state and upper Midwest made more than **9,000 trips to WRC**
- **Patients represented 180 species.** We admitted just **one patient** from 39 species and only 2 of 13 different species
- 5,304 avian patients from among 125 species
- 7,288 mammal patients from among 37 species
- 390 herptiles from among 18 species
- WRC is the only facility in the state authorized to accept animals from other states.
- We are **open 365 days** a year.
- Despite the large increase in patients admitted, we recorded the best patient outcomes in our 39-year history.

...and to share our knowledge with the people who care about them.

WRC plays an important role in educating students about wildlife medicine. In 2017, WRC taught a total of 31 veterinary students and post-doctoral students from 9 veterinary schools around the U.S. and 6 foreign countries (Brazil, China, Columbia, Germany, Portugal, and Spain).

WRC also enjoys a unique relationship with the **University of Minnesota's College of Veterinary Medicine** and we trained five second-year University of Minnesota students in a summer elective.

In addition, WRC trained 7 vet tech students who each spent 14 weeks at the Center, and we had 70 student interns, including students from Brazil, England and Sweden.

In just the past few years we have trained students from Australia, Austria, Belgium, Brazil, Canada, China, Colombia, Germany, Italy, Latvia, Portugal, Spain, Sweden, Taiwan and the United Kingdom.

In our peak season WRC employed 25 staff members, and had **70 nursery interns** and **600 volunteers who donated 67,500 hours.**

We handled about **35,000 phone calls** answering questions about wildlife related issues.

Animal Care

Animal Care Overview

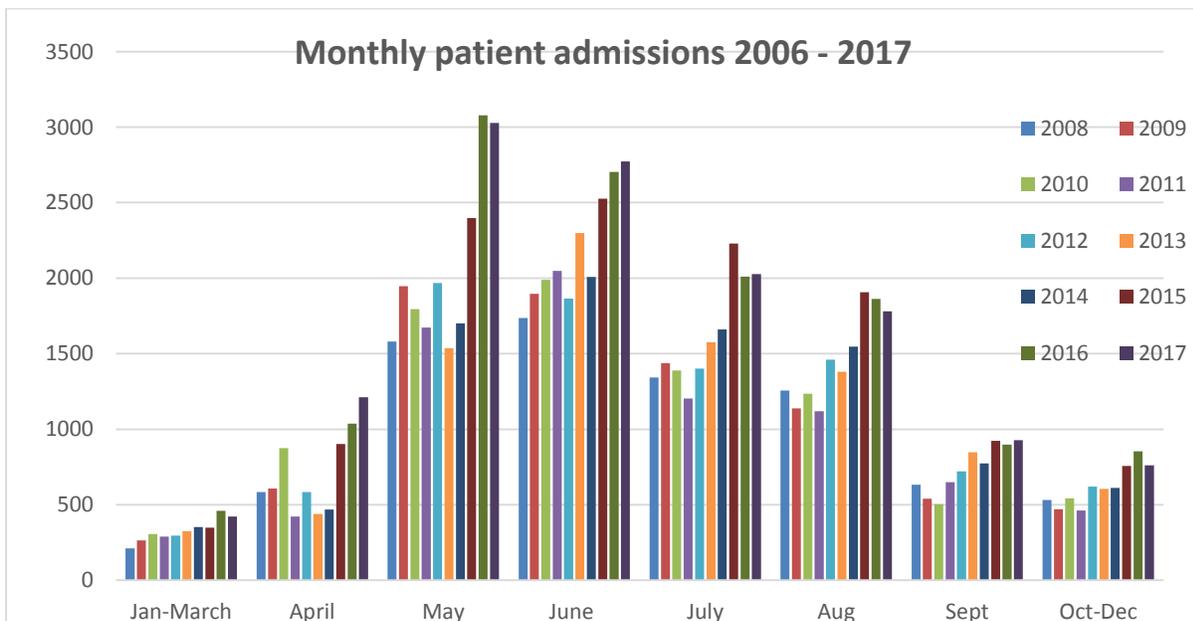
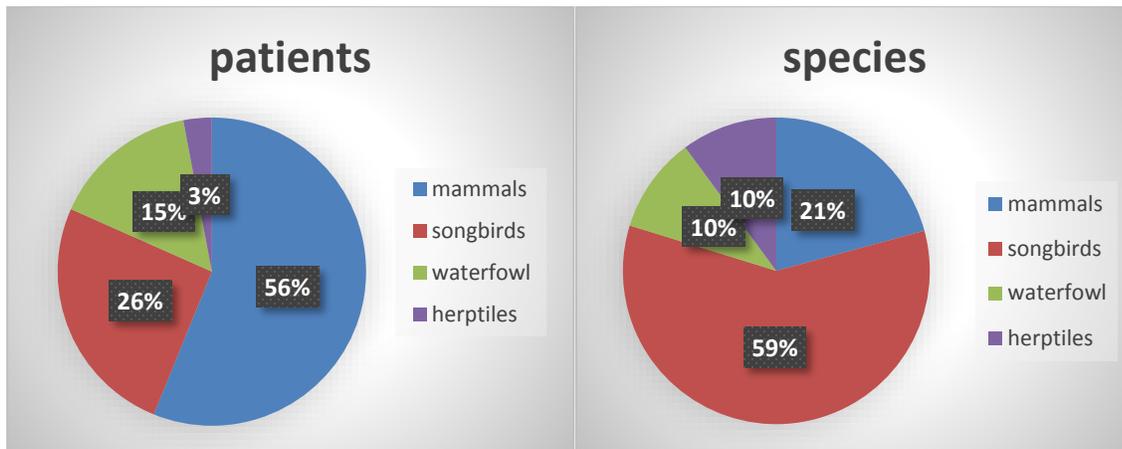
For the sixth year in a row, WRC eclipsed its previous record for admissions, 12,968 patients from among 180 different species in 2017. Since 2011 admissions have increased by 5,043.

Fifty-six percent of total patients are mammals. However, rabbits and squirrels account for 76 percent of all mammals and 42.7 percent of ALL patients. On the other hand, 59 percent of species come from 125 different songbirds.

58 percent of all admits came from the top five admits:

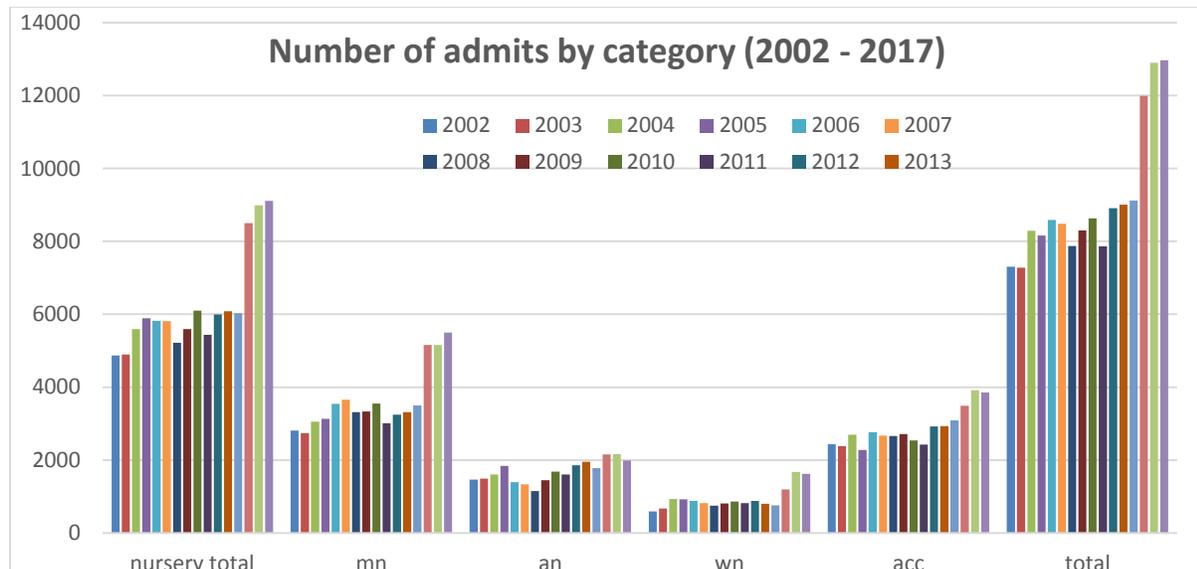
- Eastern Cottontail Rabbit 3,909 patients (compared to 3,729 in 2016)
- Gray Squirrel 1,617 (compared to 1,577)
- Mallard 1,122 (1,190 in 2016)
- Wood Duck 483 (476)
- American Robin 466 (508)

Distribution of 2017 patient admissions



Our nurseries for baby and juvenile animals

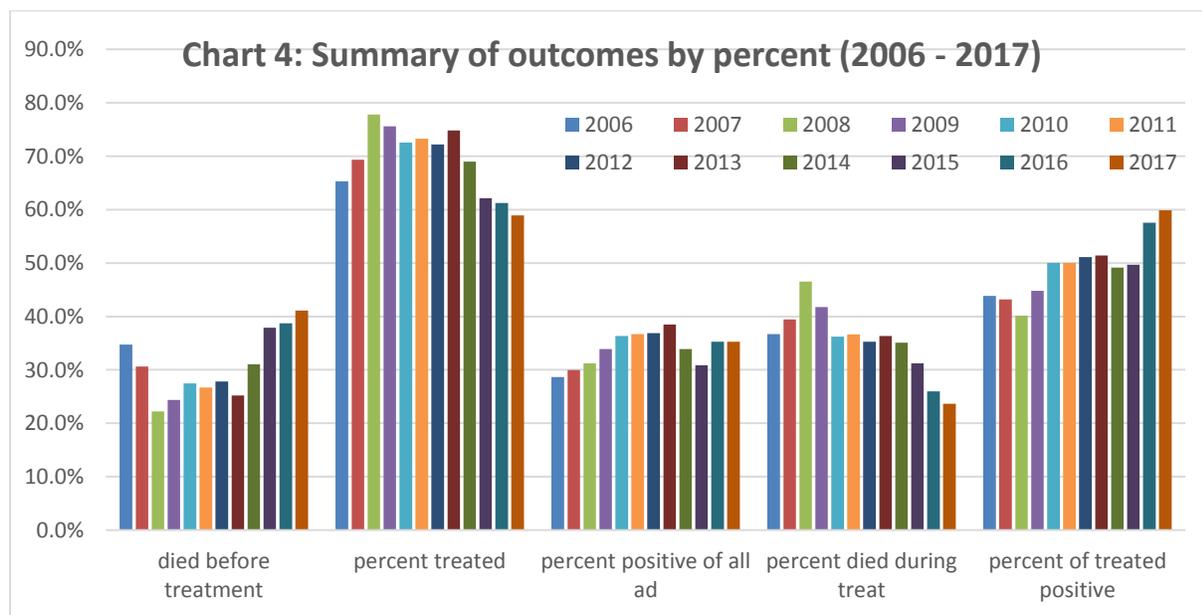
The three summer nurseries, for waterfowl, avian and mammals, accounted for between 67 and 71 percent of all admissions from 2002-2017; the mammal nursery (mn) ranged from 36.4 to 43 percent. In 2017, 70.3 percent of the patients admitted went to the nurseries, slightly above the 15-year average of 68.3 percent. More than half of the overall increase in patients in 2017 were admitted to the mammal nursery.



mn = mammal nursery; an = avian nursery; wn = waterfowl nursery; acc= adult animals

Animal care results

Despite the huge increase in admissions, we recorded the best patient outcomes in our history. About 41 percent of all patients admitted had injuries that were too severe or were in a condition that they would not survive. Of the patients that were treated, 60 percent were released – our best rate ever. Our release rate for all the injured animals admitted was 35.3 percent, compared to our 10-year average of 33.8 percent.



Patient and client geography

In 2017, 8,179 clients brought in 12,968 patients. Of those clients, 3,238 (39.6 percent) made a contribution at the time of patient admission at an average of \$30.80. Average cost per patient in 2017 was \$93.31.

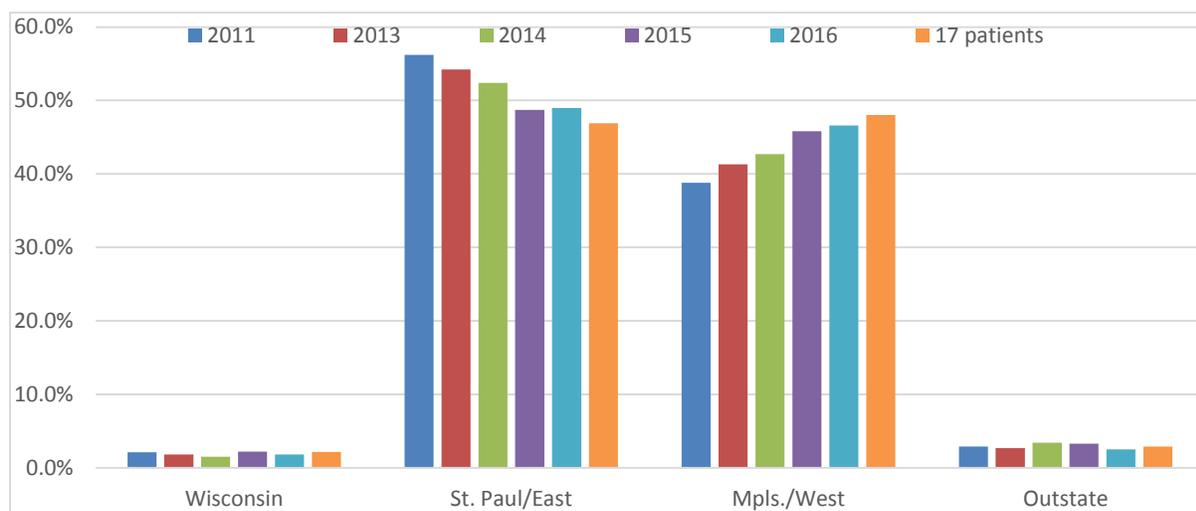
The trend of a significant shift in the increasing share of patients and clients from the west metro continued in 2017. For the first time, the greater west metro area accounted for more clients and patients. WRC grew more regionally but also more urban, as patients from outside the Twin Cities statistical area stayed flat.

The largest **number of patients** came from St Paul and its inner ring suburbs (zip codes 551xx) with 4,043 patients (31.4 percent). Minneapolis and inner ring (zip codes 554xx) was right behind with 3,972 patients (30.9 percent). The inner metro accounted for 8,015 patients (62.3 percent). Regionally, the west metro area (Minneapolis and west metro exurban area) surpassed the east metro with 48 percent of all patients, while the east metro had 46.9 percent.

The largest **number of clients** also came from St Paul and its inner ring (551xx) with 2,633 clients; Minneapolis (554xx) is again right behind with 2,548. The inner metro accounted for 5,181 clients (63.3 percent of clients). Regionally, Minneapolis and all the west metro suburbs again surpassed the east side with 3,894 clients (48 percent) with the east side close behind with 3,644 (47.4 percent)

We admitted 280 patients from 162 clients in Wisconsin, and 324 patients from 245 Outstate MN clients.

Patient geography 2011 - 2017



Volunteer snapshot

WRC relies heavily on a large and committed group of volunteers. Without them we simply could not do the work that we do. A look at the numbers:

- Approximately 67,500 volunteer hours – equivalent to 32 full-time employees
- Nearly 600 volunteers in 2017 – a 25 percent increase from 2009

- 70 summer interns contributed 21,000 hours
- Adult animal care – 140 year-round volunteers donated about 19,000 hours
- Mammal Nursery – 200 = 13,200 hours
- Avian Nursery – 129 = 8,900 hours
- Waterfowl Nursery – 100 = 3,400 hours
- Intake receptionists – 18 = 2,000 hours

2017 Financial Report

2017 highlights

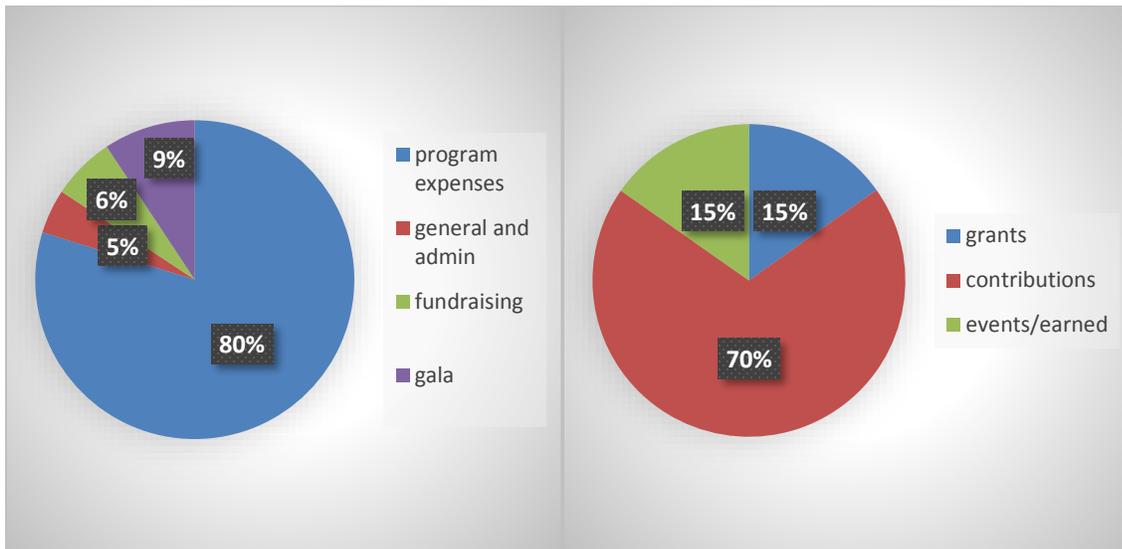
The recent trend of strong revenue growth coupled with greater expenses continued.

Operating revenue for 2017 is an estimated \$1,185,500 compared to an audited \$1,102,300 in 2016. Total revenue outperformed the budget by \$20,500 and was \$83,000 more than 2016, **an increase of 7.6 percent.**

Expenses also grew commensurately to an estimated \$1,205,000 compared to an audited \$1,130,000 in 2016. Expenses were \$35,000 more than budget and \$75,000 more than 2016, **an increase of 6.7 percent.**

The bottom line for 2017 is **an estimated shortfall of \$20,000** compared to a shortfall of \$27,700 in 2016. (These numbers do not reflect the impact of depreciation.)

Where the money went ... and came from in 2017



2017 Functional Expenses

2017 Revenue Sources

Once again, revenue from individual donors exceeded expectations and overwhelmed previous increases. Individual contributions increased nearly \$123,000 (23.6 percent) compared to 2016, and outperformed the budget assumption by \$69,000.

On the expense side, compensation costs exceeded the budget by about \$23,500, (\$57,200 more than 2016) driven mostly by the need to provide more support for patient care as we added two additional veterinary technicians during the year.

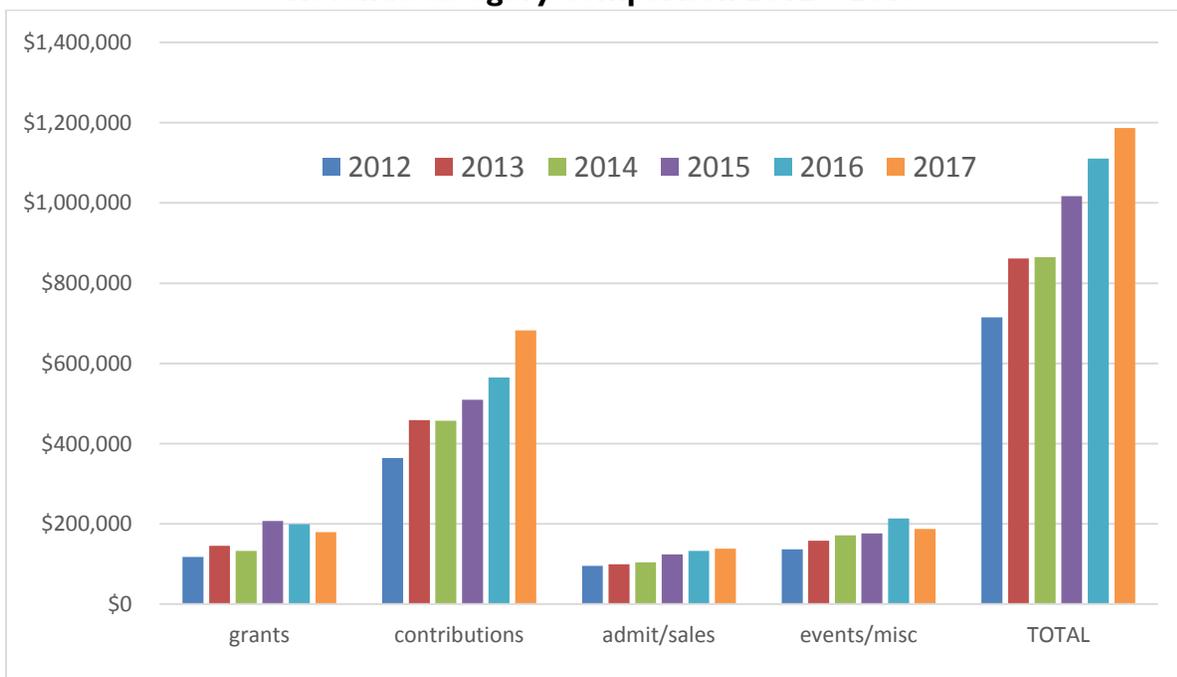
Financial Background

Looking back to 2012, WRC's patient admission rate has increased 45.5 percent from 8,914 to 12,968. Our revenue has increased by \$472,000, a growth of 66.1 percent; \$317,500 of that increase came from contributions from individual donors which have nearly doubled since 2012 (97.9 percent); 23.6 percent in 2017 alone. Expenses have increased \$456,500, a growth rate of 61.3 percent. Annual growth rate from 2012 to 2017 averaged 12 percent for revenue and 13 percent for expenses

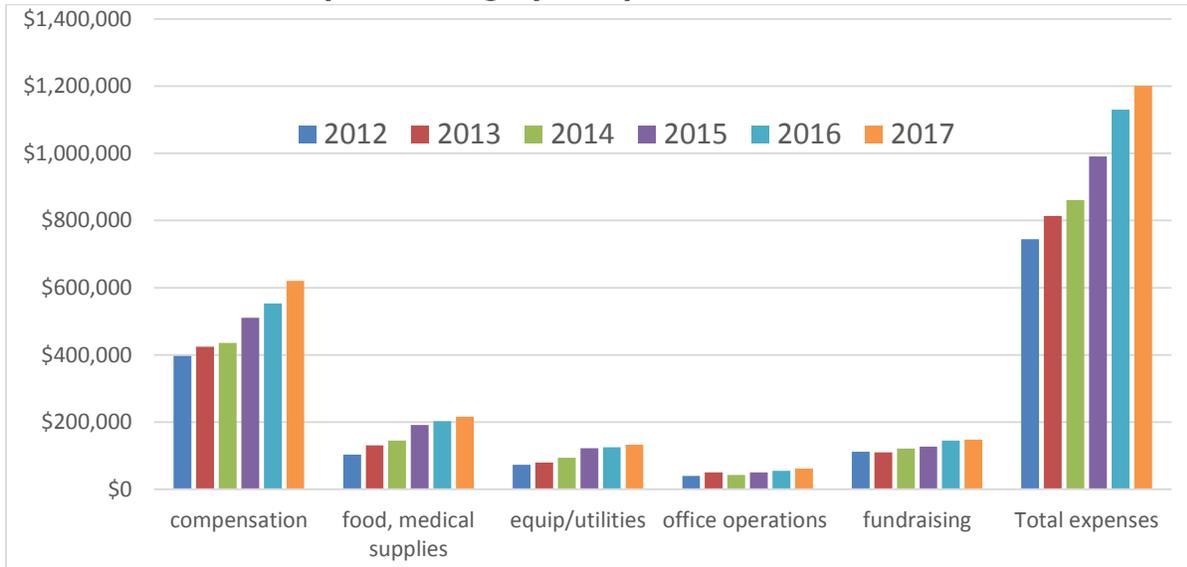
Revenue and expenses 2012 – 2017



Revenue category comparison 2012 – 2017



Expense category comparison 2012 – 2017

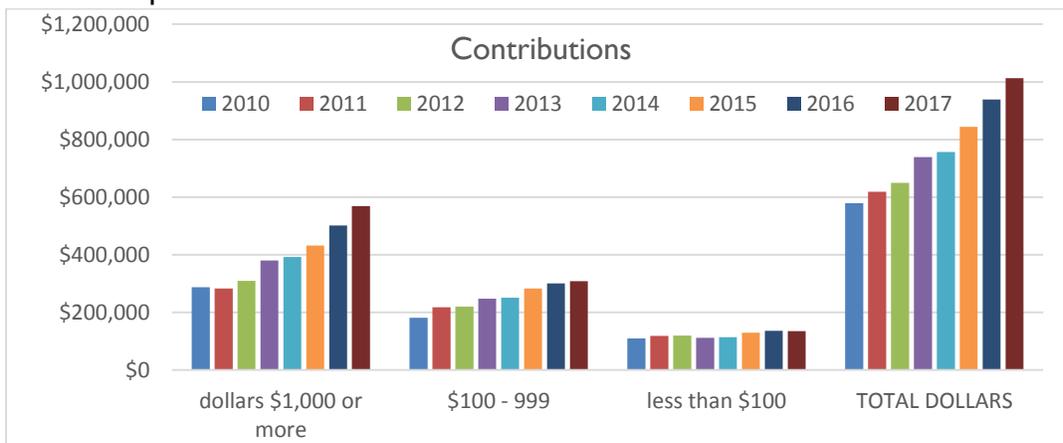


Most of the expense increase since 2012 (70 percent) has come from compensation and direct costs of animal care as we've added staff members and provided care for more patients. Compensation costs have risen by 56.5 percent (patient admissions have increased by 45.5 percent). However, as a percentage of the total budget, compensation costs have declined slightly (52.8 percent compared to 53.3 percent in 2012). Direct patient spending, e.g. food, medicine and medical supplies, has more than doubled since 2012 increasing from \$103,000 to \$216,000. We've invested more than \$200,000 in capital improvements on caging, diagnostic equipment and better care since 2012.

2017 Donor Information

Nearly 6,300 people made a financial contribution to WRC in 2017, about the same as the previous year, but 37 percent more than the 4,598 in 2010 (an increase of 37 percent). More than 16,000 people contributed sometime in the last three years. Total contributions increased by 7.9 percent in 2017 and 75.1 percent since 2010. The average gift increased to \$163.03 compared to \$148.76 in 2016.

As is typical in most non-profits, the largest percentage of total contributions (56 percent) came from relatively few donors (3 percent). In 2017, the number of donors of \$1,000 or more grew 23.3 percent and their total contributions grew 13.5 percent. On the other hand, we had 4,577 donors (73 percent of all donors) who contributed less than \$100, for a total of 13 percent of all contributions.



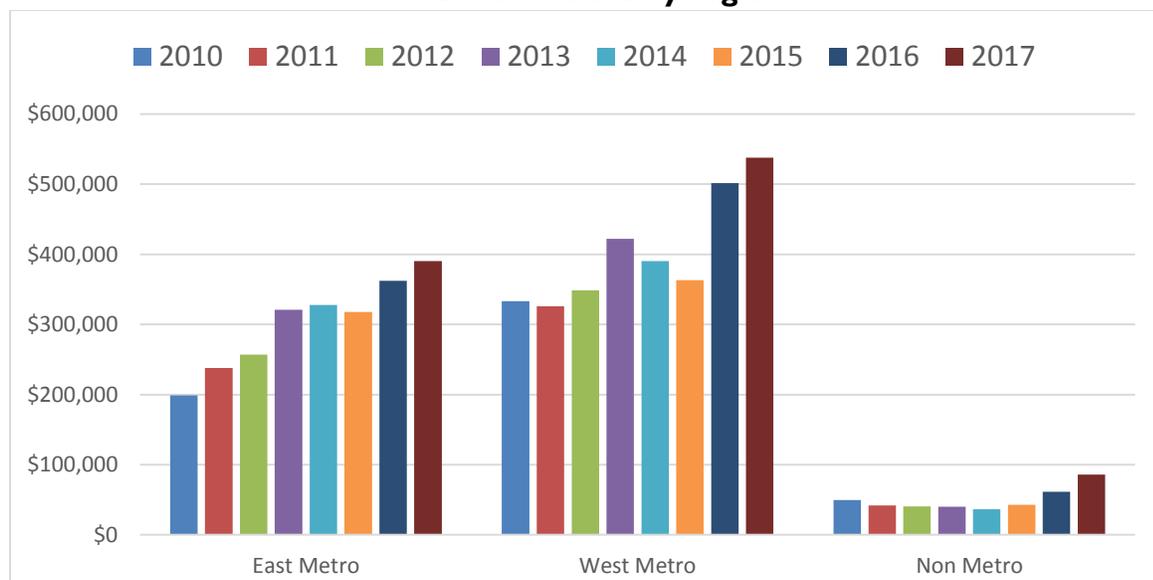
Geography of donors

WRC received contributions from people in 36 states in 2017. The largest number of **donors by region**, 2,017 (32.6 percent), came from St Paul and its inner ring suburbs (551xx). Minneapolis and its inner ring (zip codes 54xx) followed with 2,005 (32.4 percent).

The most **dollars by region** also came from Minneapolis with \$306,000, about 31.1 percent of total contributions. St. Paul followed close behind with 29.1 percent of total contributions. Broadening out, the west metro area surpassed the east metro with 47.6 percent of all donors and 53 percent of dollars, while the east metro had 45.5 and 38.5 percent.

During the last five years, WRC has become a much more regional organization with more donors, dollars, clients, and patients from west metro.

Contributions by region



Geography of donors, dollars, clients and patients

East metro – 2016

- 49.1 percent of all **patients**
- 47.5 percent of all **clients**
- 45.3 percent of **donors**
- 39.2 percent of **contributions**

West metro – 2016

- 46.6 percent of all **patients**
- 48 percent of all **clients**
- 48 percent of **donors**
- 54.2 percent of **contributions**

East metro – 2017

- 46.9 percent of all **patients**
- 45.9 percent of all **clients**
- 45.5 percent of **donors**
- 38.5 percent of **contributions**

West metro – 2017

- 48 percent of all **patients**
- 49 percent of all **clients**
- 47.6 percent of **donors**
- 53 percent of **contributions**

The Nest Egg Fund

The Nest Egg Fund was established with a \$50,000 balance in 2012 as a result of two unexpected estate gifts. It is an unrestricted Board designated fund. Board policy, adopted in 2013, directed that the first \$20,000 of future estate gifts be used for the operating budget with the remainder allocated to the Nest Egg Fund.

The Nest Egg Fund had a balance of \$105,501 at the end of 2017. In addition, 8 new members were added to the Nest Egg Society in 2017 by including WRC in their estate plans. Currently, WRC has 77 people who have indicated that they have included WRC in their estate plan, including an expected bequest of \$1 million.

Night of the Wild Ones

More than 300 guests enjoyed a perfect summer evening at the 16th annual Night of the Wild Ones on August 12. The theme of “A Midsummer Fantasy” was beautifully represented by our talented event committee, the many guests who dressed for the occasion and the Snap Yourself photo booth. It was a splendid celebration of summer in Minnesota and WRC.

As in years past, the live auction was great fun and included trips to London, Bequia, Napa Valley, the Gunflint Lodge, a condo in Mexico and a fantasy sail on the Royal Clipper of the Windward Islands.

Overall, the event grossed nearly \$170,000 and matched last year’s record total. Special thanks to our record 37 sponsors who contributed a record \$88,000. A list of sponsors and photos of the event can be found at www.wrcmn.org/gala2017.php.

WRC proudly honored Denise Mallery in recognition of her efforts on behalf of WRC.



Community Outreach

Awareness of WRC and its reputation continued to grow in 2017. As in previous years, WRC attracted a lot of major media attention.

Major media coverage

Sharing our work with the community has been an important part of our success and growth. Below is a sampling of local network news stories in the last 12 months.

- **WCCO Story** on Lights Out at WRC (March)
- **WCCO Interview** with WRC on Uptick in Bat Admissions (February)
- **KARE 11 Story** on Animals Waking Due to Warm Weather (February)
- **WCCO Story** on Disturbed Hibernation in Bats (February)
- **WCCO GoMN**, coverage of WRC Cares for Animals in Darkness After Storm (March)
- **Star Tribune Article** on Migrating Waterfowl Becoming Stranded (December)
- **Star Tribune Article** The Pulse of the Wildlife Rehabilitation Center (August)
- **KARE 11 Story** on Final Bird Release of the Year (September)
- **WCCO Story** on National Geographic Photographer Joel Sartore at WRC (October)
- **National Geographic** Multiple Highlights of WRC Patients (throughout 2017, see below)
- **MPR Tom Weber Interview** with Phil Jenni

Many of these stories were picked up by regional print and electronic news sources. Some were carried on national news.

National Geographic and WRC

Our biggest story of 2017 was the inclusion of several WRC patients in the **PhotoArk**, a project by **NatGeo Photographer Joel Sartore** (be sure to watch the interview with Joel listed above under WCCO). National Geographic and Joel highlighted five patients in 2017: a leucistic Red Squirrel, a Least Bittern, two Wilson's Snipes and a Muskrat.

More than 5.1 million people from around the world learned of WRC and viewed these images through social media channels.

Electronic media

Our social media presence becomes more important every year as mobile phones become a go-to source of information.

For the second year in a row, our Facebook page grew by 4,000 viewers to just over 20,000. We carefully structure our social media posts to be a blend of "cute" animal photos, educational posts and interesting news from outside sources. This combination has attracted a solid group of followers who are interested in learning more about our work.

Our top posts from 2017 were a mix of cute animals and educational posts. This past year all three of our top posts were educational, including our very top post, which we never expected to be so popular:

- A photo of an emaciated Eastern Grey Squirrel that we used for education about how to determine whether baby squirrels should come to us was so widely shared by our followers that it garnered more than 386,700 views.
- Nearly 150,000 people learned about “frisky turtles” in an April post about turtles migrating to their summer breeding ponds.
- In June, following strong storms, more than 114,000 people learned how to either help baby birds return to their nests or bring them to us.
- More than 106,000 people joined us in welcoming our first Red Fox kit of the season in March.

Open House

State and federal law prohibits WRC, and all other Minnesota wildlife rehabilitators, from putting patients “on display.” In an effort to share what we do with the public, WRC hosts an open house every winter. WRC’s 15th annual Open House was held on January 29, 2017. More than 600 guests, mostly families, had the chance to experience the range of WRC treatments as they “admitted” stuffed animals and followed its progress throughout the hospital.

Engagement

WRC is frequently asked to speak at conferences, events and other venues. In addition, we collaborate on a variety of broader initiatives. Our commitment to ensuring quality medical care for injured wild animals and sharing our knowledge means working with a wide variety of organizations.

Highlights for 2017 include:

Leslie Reed, DVM, presented at nearly a dozen conferences and classes across the nation. She also led labs on necropsy and turtle shell repair for vet students at numerous colleges.

Renee Schott, DVM, continued in her role as a board member of the National Wildlife Rehabilitators Association (NWRA) and co-chair of its Veterinary Committee. She is also a certified instructor for the International Wildlife Rehabilitation Council. She was a guest speaker at a numerous national conferences.

Both Dr. Schott and Dr. Reed taught courses at the University of Minnesota and presented at the Student American Veterinary Medical Association.

Communications Director Tami Vogel did dozens of WRC education programs to numerous groups such Thompson Reuters and Medtronic, the School of Environmental Sciences, scout groups and other community organizations.

Executive Director Phil Jenni was a featured speaker at many organizations in the area. Among his presentations in 2017: Aveda Corporate lunch series, the EastSide Elder Café

series and several Optimist and Rotary clubs. He is also a guest lecturer at Hamline and Macalester Colleges and the University of Minnesota's Osher Lifelong Learning Institute.

To request a speaker from WRC, please email info@wrcmn.org. Depending on the speaker and situation, we request a minimum donation of \$75.

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