



*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.*

2530 Dale Street, Roseville, MN 55113  
651-486-9410 FAX 651-486-9420  
[www.wrcmn.org](http://www.wrcmn.org)

## 2018 Summary

**What a year! For the seventh year in a row, WRC eclipsed its previous record for admissions, 13,333 patients from among 198 different species in 2018, compared to 12,968 from 180 species in 2017. Despite the increase in admissions we continue to achieve record-level overall patient outcomes.**

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 13,333, a growth rate of 68.5 percent; the budget has doubled from \$700,000 to nearly \$1,400,000; 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 96.2 percent. Our most recent audit indicated that the percentage of funds going directly to our program has increased slightly from 84% to 85%. We ended 2018 with a small unaudited surplus of about \$10,000, and 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 2018, WRC admitted **13,333 animals, compared to 12,968 in 2017 (we've increased 68.5 percent since 2012)**
- **More than 8,200 people** from all over the state and upper Midwest made more than **9,000 trips to WRC**
- **Patients represented 198 species.** We admitted just **one patient** from 37 species and only 2 of 29 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 2018, 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 **45,000+ phone calls** answering questions about wildlife related issues.

# Animal Care

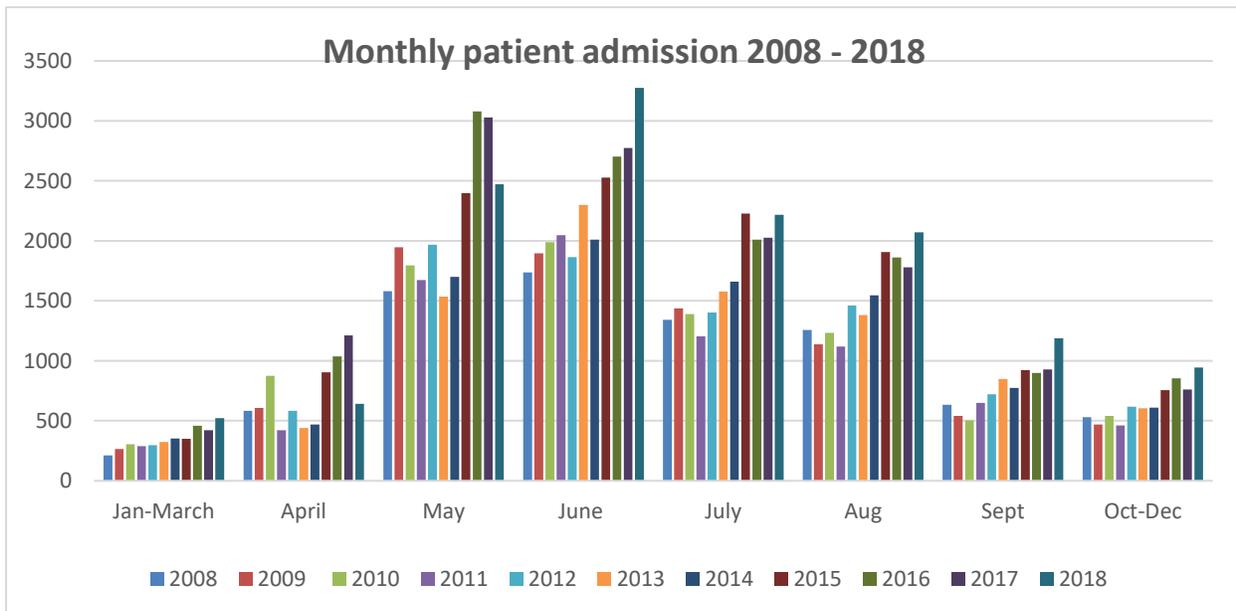
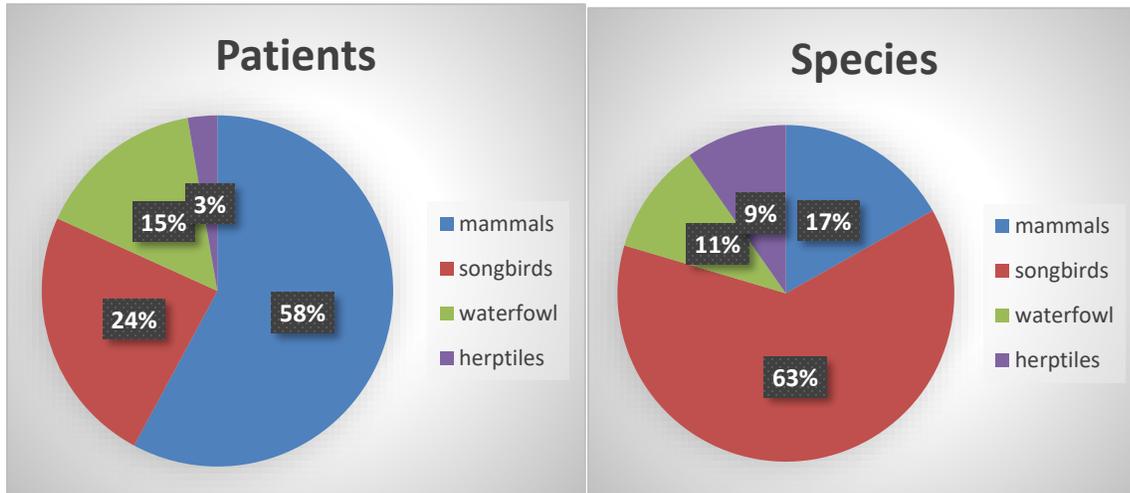
## Animal Care Overview

For the seventh straight year, WRC eclipsed its previous record for admissions - 13,333 patients from among 198 different species in 2018, compared to 12,968 patients in 2017. Since 2011 WRC has had a 69.7 percent increase in patients (5,474 patients).

Fifty-four percent of total patients are come from 33 species of mammals. Just two species, rabbits and squirrels, accounted for 70.6 percent of all mammals and 42.7 percent of ALL patients (compared to 76 percent and 37.5 percent in 2017). On the other hand, 29 percent of admissions came from 123 different species of songbirds.

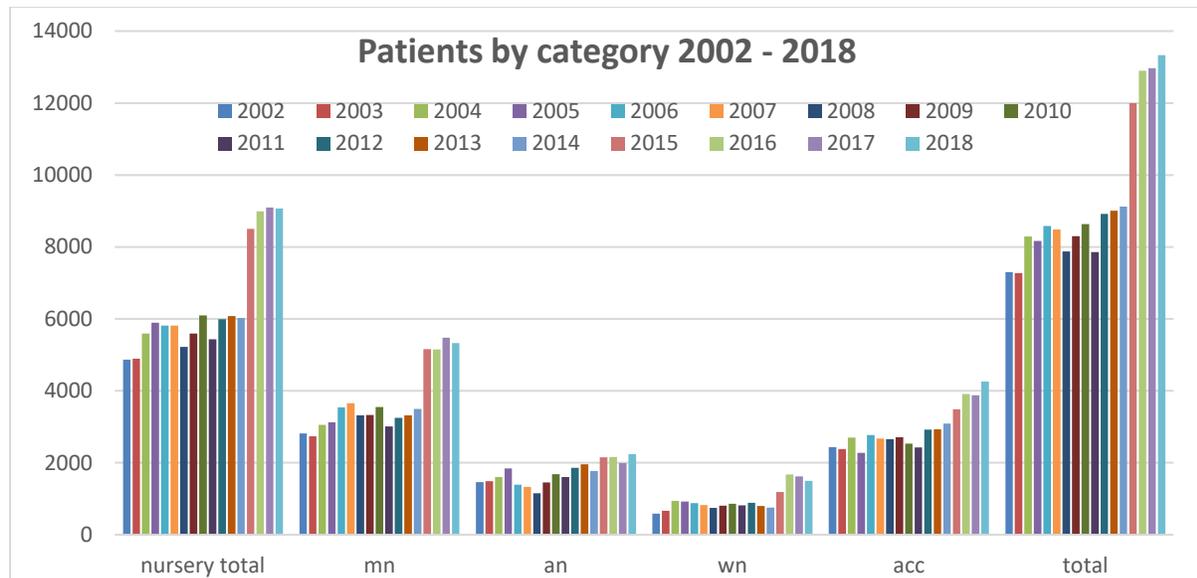
**53.4 percent of all admits** came from the top five admits:

- Eastern Cottontail Rabbit 2,839 patients (compared to 3,909 in 2017)
- Gray Squirrel 2,160 (compared to 1,617)
- Mallard 959 (1,122 in 2016)
- American Robin 603 (466)
- Wood Duck 556 (483)



## Our nurseries for baby and juvenile animals

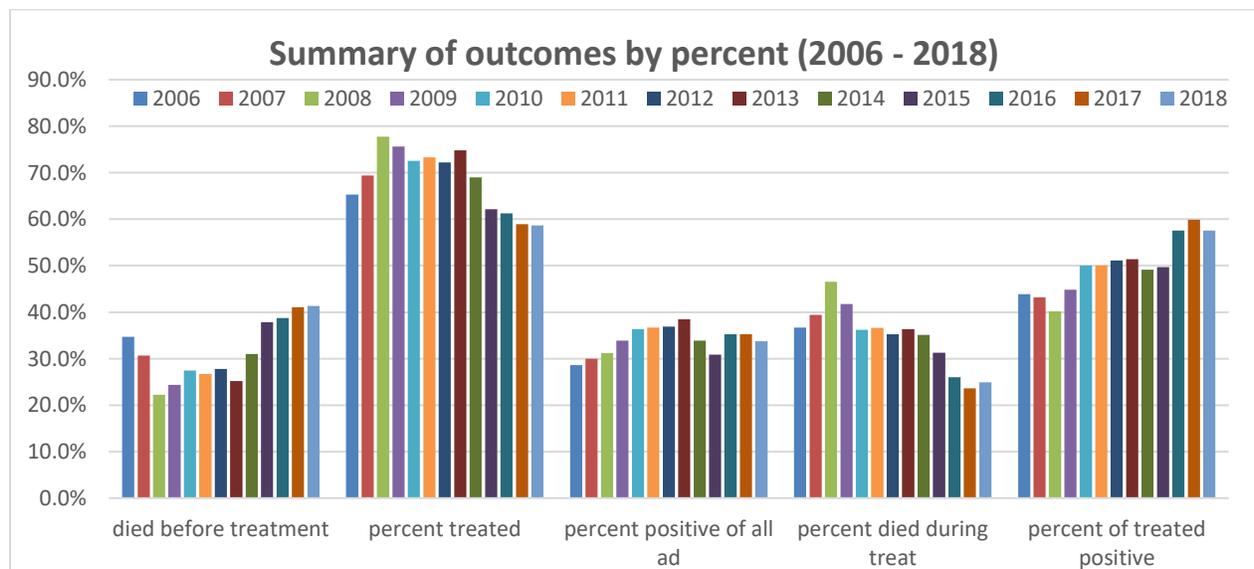
The three summer nurseries, for waterfowl, avian and mammals, accounted for between 67 and 71 percent of all admissions from 2002-2018; the mammal nursery (mn) ranged from 36.4 to 43 percent. In 2018, 68 percent of the patients admitted went to the nurseries, compared to 70.1 percent in 2017. Most of the overall increase in patients in 2018 were injured adult animals.



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

## Animal care results

**Despite the increase in patients, we continue to record improved patient outcomes.** 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, 58 percent were released – our 2<sup>nd</sup> best rate ever. Our release rate for all the injured animals admitted was 33.8 percent. Patients dying during care have significantly decreased in recent years – from 46.5 percent in 2008 to 24.9 percent last year. Less suffering more positive outcomes.



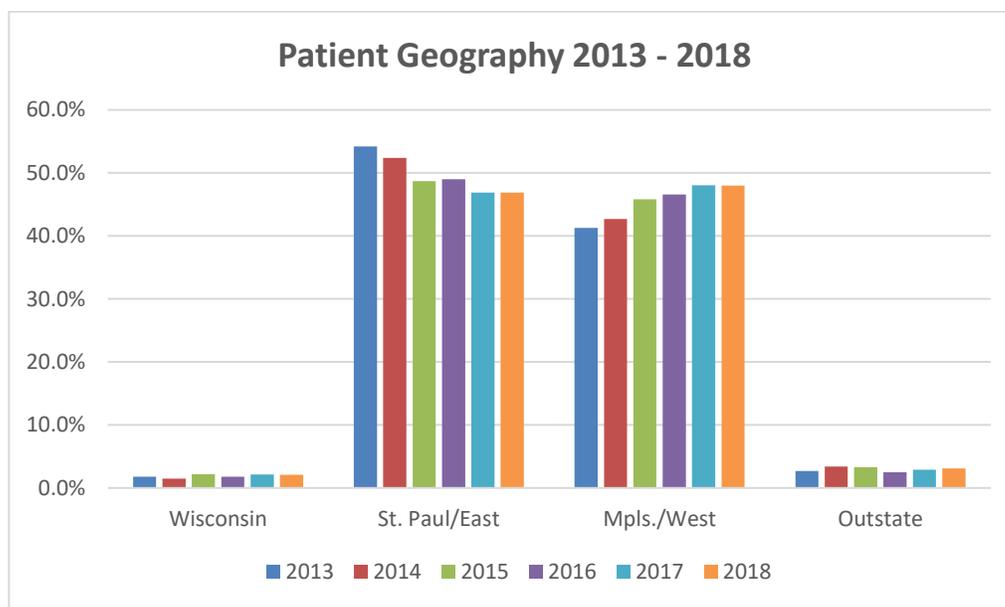
## Patient and client geography

The trend of an increasing share of patients and clients from the west metro continued in 2018. WRC grew more regionally and had more patients from outside the Twin Cities statistical area.

The largest **number of patients** came from Minneapolis and the west metro (with 6,406 patients (48 percent)). St. Paul and the east metro was close behind with 6,235 patients (47 percent). The inner metro, Mpls and St. Paul and inner ring suburbs, accounted for about 60 percent of all patients.

The largest **number of clients** came from the west metro, 4,017 clients (46.9 percent); St Paul and the east metro were right behind with 4,004 clients (46.7 percent).

We admitted 680 patients from 546 clients who made the trip to WRC from outstate Minnesota and Wisconsin.



## 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 2018 – 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

# 2018 Financial Report

## 2018 highlights

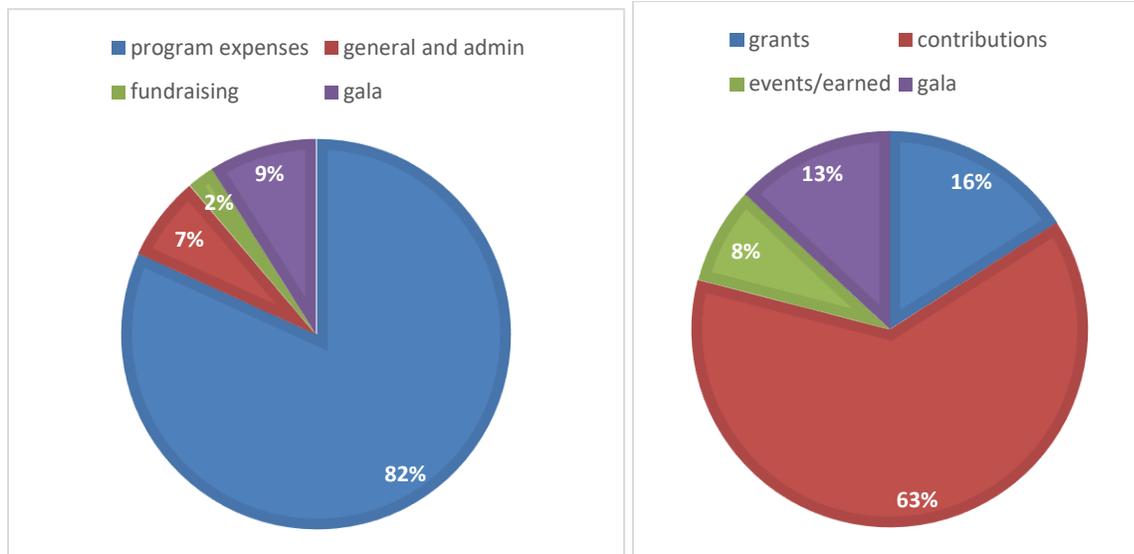
The recent trend of strong revenue growth coupled with greater expenses continued.

**Operating revenue for 2018 was an unaudited \$1,356,792 compared to an audited \$1,170,178 in 2017.** Total revenue outperformed the budget by nearly \$70,000 and was \$186,614 more than 2017, **an increase of 13.3 percent.**

**Expenses also exceeded the budget, growing to an estimated \$1,349,741 compared to an audited \$1,208,602 in 2017.** Expenses were \$62,741 more than budget and \$141,139 more than 2017, **an increase of 11.7 percent.**

The bottom line for 2018 is **an estimated surplus of about \$7,000** compared to a shortfall of \$38,000 in 2017. (These numbers do not reflect the impact of depreciation.)

## Where the money went ... and came from in 2018



**2018 Functional Expenses**

**2018 Revenue Sources**

Once again, revenue from individual donors exceeded expectations and overwhelmed previous increases. Individual contributions increased nearly \$67,000 (9 percent) compared to 2017.

On the expense side, compensation costs exceeded the budget by about \$22,000, (\$86,500 more than 2016) driven mostly by the need to provide more support for patient care as we added two additional medical staff members during the year.

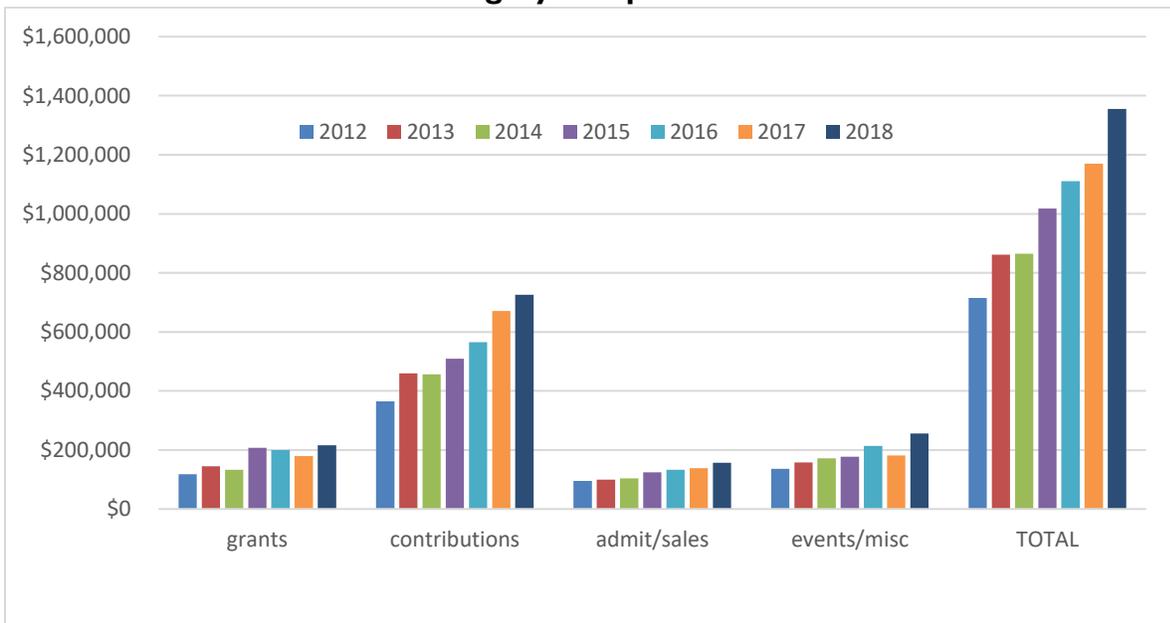
## Financial Background

Looking back to 2012, WRC’s patient admission rate has increased 68.5 percent from 7,928 to 13,333. Our revenue has increased by \$642,000 a growth of 90 percent; \$358,500 of that increase came from contributions from individual donors which have more than doubled since 2012 (110 percent). Expenses have increased \$605,000, a growth rate of 81.3 percent. Annual growth rate from 2012 to 2018 averaged 12 percent for revenue and 13 percent for expenses. This growth has enabled WRC to spend more money on our patients. Average cost per patient in 2018 was a record high \$101.25 compared to \$93.31 in 2017.

**Revenue and expenses 2012 – 2018**



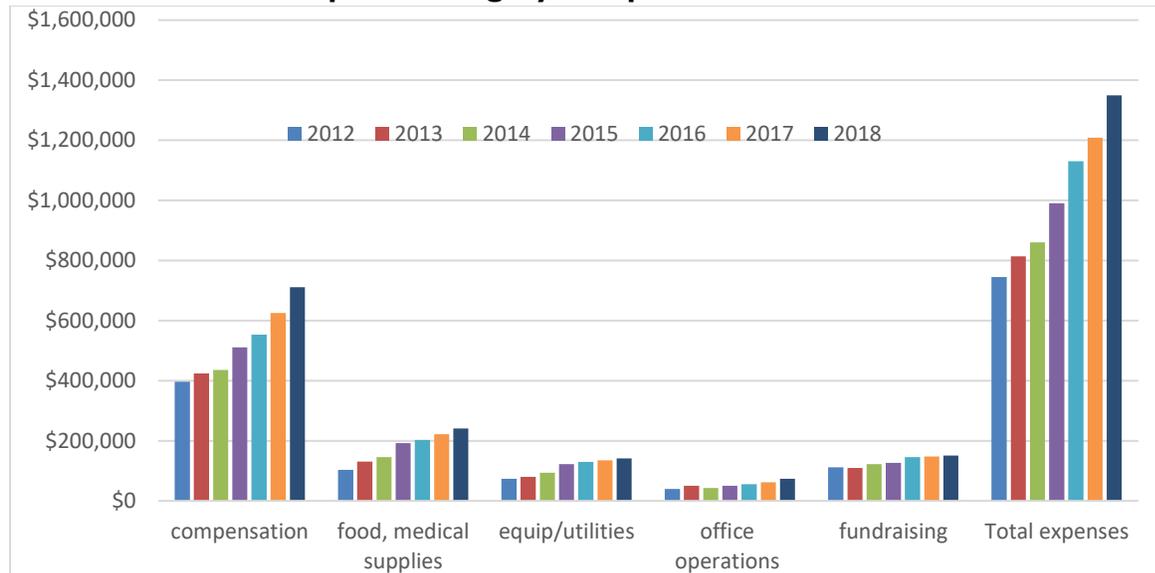
**Revenue category comparison 2012 – 2018**



In 2018, 8,568 clients (390 more than 2017) brought in 13,333 patients. Of those clients, a record high of 3,891 (45.4 percent compared to 39.6 percent in 2017) made a contribution at the time of patient admission at an average of \$32.93 compared to \$30.80 in 2017.

Overall contributions at admission averaged \$9.62 compared to \$8.72 last year and a 10-year average of \$9.04.

### Expense category comparison 2012 – 2018



Most of the expense increase since 2012 (81 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 79 percent. However, as a percentage of the total budget, compensation costs have declined slightly (52.7 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 \$237,500. We've invested more than \$255,000 in capital improvements on caging, diagnostic equipment and better care since 2012.

### 2018 Donor Information

- Total donors of 6,209 compared to 6,228 in 2017 (4,598 in 2010)
- Total dollars of \$1,133,871 compared to \$1,012,850 in 2017 and \$578,000 in 2010 – 8.8 percent increase (96.2 percent since 2010)
- Average gift of \$182.60 compared to \$162.63 in 2017 (\$124 in 2010)
- More than 16,000 people contributed sometime in the last three years.

As is typical in most non-profits, the largest percentage of total contributions (61.6 percent) came from relatively few donors (2.7 percent).

- 170 donors of \$1,000+ compared to 164 donors in 2017 – 3.7 percent increase (118 percent since 2010)
- \$698,837 from \$1,000+ compared to 569,331 in 2017 – 22.7 percent increase (\$298,000 -134.5 percent since 2010)

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.

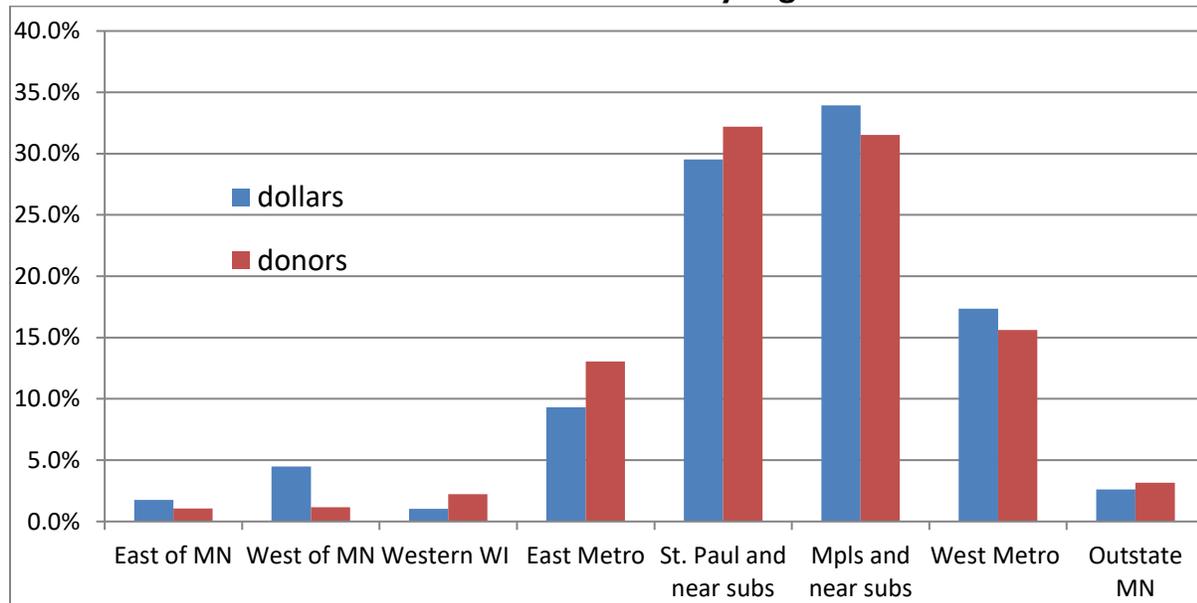


## Geography of donors

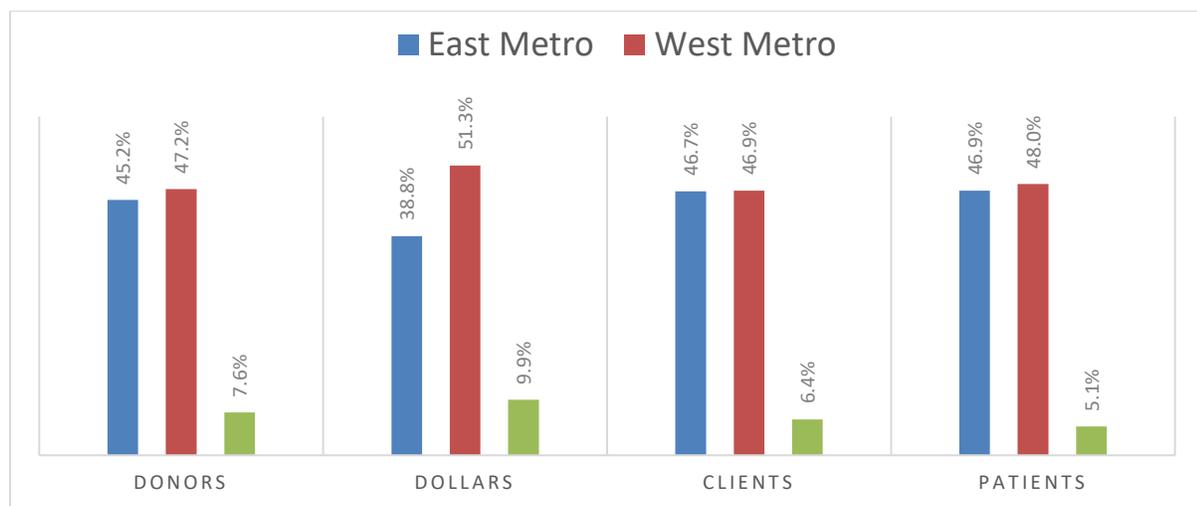
- Donors from 36 states (same as 2017; 27 states in 2015)
- Most donors region: 551's (St Paul and inner ring) 1,993 - 32.2 percent. Mpls (554's) had 1,951 - 31.5 percent
- Most dollars region: 554's \$383,847 – 33.9 percent (compared to \$370,568 last year - 36.3 percent). 551's 333,928 – 29.5 percent (compared to \$300,637 - 29.7 percent)
- Less urban-centric: Lower percentage of dollars and donors from the urban core. Uptick in donors from Wisconsin and dollars from outstate and west.
- More regional balance: Continued trend of more donors, dollars, clients and patients from west metro.

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

**Percent donors and dollars by region 2018**



**Geography of donors, dollars, clients and patients 2018**



## 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 2018. In addition, eight new members were added to the Nest Egg Society in 2018 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 340 guests enjoyed a perfect summer evening at the 17th annual Night of the Wild Ones on August 11. The theme of “The Elegant Harvest” was beautifully represented by our talented event committee, the many guests who dressed for the occasion and the Snap Yourself photo booth. The dinner, music, auction and the wonderful people created a splendid celebration of summer in Minnesota and WRC.

As in years past, the live auction was great fun and included trips to Italy, Bequia, Napa Valley, the Gunflint Lodge and a luxury Mexican condo. Special features of the auction included the prints “The Rush Gatherer” - Kutenai 1910/2018 and “Sacred Legacy: Edward S. Curtis and the North American Indian.”

Overall, the event grossed more than \$175,000, our best results ever. Special thanks to our record 37 sponsors who contributed a record \$88,000.

The 2018 gala was dedicated to the memory of Clarkson Lindley who inspired the theme. WRC was proud to honor the Michael David Winery for their many years of donating wine for the event.

## Community Outreach

Awareness of WRC and its reputation continued to grow in 2018. As in previous years, WRC attracted a lot of major media attention.

### Major media coverage

We started 2018 with major network coverage on a swan that was being treated for frostbitten feet. The story tied into how animals were coping with brutally frigid temperatures.

A Lapland Longspur's rehabilitation and release was covered by the Star Tribune in February.

In the spring a couple animal admit stories were picked up by the networks: an injured red fox kit from Rochester, Minn., and an orphaned coyote pup. These stories led to additional coverage on KARE 11, Fox and WCCO on how to determine if an animal needs your help and when to call us. Sven Sundgaard from KARE 11 did an in-depth look at the Center, interviewing our med staff, executive director and even filming a loon release. The complicated surgery we performed on a bobcat was the final cap in our mass media coverage for orphaned animals.

We worked with the Minnesota Department of Health, who used all major media channels, to track down a woman who handled a rabid bat with bare hands. The bat had been brought to us, at which point the client told us a stranger had picked up the bat, put it in her box, then walked away. The media alert was successful: the woman was found and received the post-exposure series.

On June 12, the entire world watched as a raccoon scaled the walls of a downtown St. Paul office building. We provided advice to MPR and St. Paul Animal Control, which they followed, on how to safely capture the raccoon on the top of the building. Two months later, MPR donated more than \$40,000 to us from sales of #mprracoon merchandise.

We continue our immensely rewarding work with National Geographic Photographer Joel Sartore as he adds more animals to his PhotoArk project.

## **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. More than 600 people (300 in the 90 minutes) attended WRC's 16th open house in February. Our annual open house engages families in the rehab experience by inviting them to admit a stuffed animal as a patient. From having an "exam" with one of our vets to looking at radiographs with our vet techs, the visitors get to see and learn about wildlife medicine. We see a wide range of ages at the open house and people come from across the greater metro area.

## **Electronic media**

We had two significant Facebook posts in 2018: The young bobcat kitten in June and a story about a surgical procedure on a swan in December. Those two posts alone garnered more than 120,000 impressions with 3,000 people actively sharing and commenting on the posts. Our next most popular post was a FB Live video of a very tense surgery to remove a growth from a juvenile loon's leg. Our audiences are asking for more videos of medical procedures, a sign that our education efforts are having an impact.



Our Instagram account continues to grow, breaking 5,000 followers in 2018. Our Critter Ticker (located on the home page of our website) has become a popular resource for the media and our Twitter account is often active with people asking questions, or making comments, on patient admissions that have been announced via Twitter.

## 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.

Our veterinarians spoke at conferences and led hands-on training sessions across the nation in 2018.

Several members of our staff worked with the Minnesota Department of Health in creating a video showing how to safely capture and contain a bat. The video has been widely circulated through social media with the goals of saving more bats while protecting humans.

WRC collaborated with many other organizations and people across the country on issues of disease surveillance, and is taking part in a regional research project funded by LCCMR which is geared specifically toward better tracking mechanisms for disease surveillance.

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