



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

2019 Summary

2019 was an extraordinary year. It started with a bang. Between a diesel fuel spill and bats rescued in Duluth, we admitted 70 patients in a three-day period last January.

It never let up. We set new patient admission records in 9 of the 12 months, ending with the 8th straight year of record admissions at 14,975. In 2014, WRC admitted a then record 9,123 patients; in just 5 years, admissions have grown by 5,582 animals, an increase of 64 percent.

Nursery patients (orphaned and injured baby and juveniles wild animals) exceeded 10,000 for the first time, an increase of 13.75 percent from 2018, and accounted for 69 percent of all admissions. Adult animals, cared for by the ACC crews, increased by 10 percent to 4,658 admits. Mammal nursery admissions increased 1,189, or 22 percent.

Of course, more patients means more of everything: people, food, medicine, supplies, caging, and other expenses. Despite all these challenges, WRC also recorded the best patient outcomes in its 40 year history.

I'm pleased to report that WRC also had unprecedented financial success in 2019.

Operating revenue for the year was about \$1.6 million, nearly \$200,000 over budget and \$242,000 more than 2018. Individual contributors led the way, as a record 7,300 donors (700 more than 2018) contributed \$838,000, a 24 percent increase of \$160,000. In the last 5 years, WRC operating revenue has grown by 84 percent and the number of donors has grown by 32 percent.

It's a good thing our revenue was strong because our resources were stretched to the limit. Expenses exceeded the budget by \$170,000 and were \$192,000 more than 2018. Significantly, nearly all the annual increase (\$180,000) was in direct animal care costs; our administrative and fundraising costs were just \$12,000 more than the previous year.

And to top it all off, WRC made a significant investment in the future with the purchase of a 22 acre property for expansion.

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 provide quality medical care to all injured, sick and orphaned wild animals ...

Among the highlights:

- WRC admitted **14,975 animals, compared to 13,333 animals in 2018 (we've increased 89 percent since 2011)**
- **More than 9,000 people** from all over the state and upper Midwest made more than **10,000 trips to WRC**
- **Patients represented 185 species.** We admitted just **one patient** from 41 species and only 2 of 19 different species
- 5,990 avian patients from among 133 species
- 8,386 mammal patients from among 37 species
- 599 herptiles from among 15 species
- WRC is the only facility in the state authorized to accept mammals 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 40-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. Our state-of-the-art facility, burgeoning patient load, internationally acclaimed vet staff and innovative organizational structure have resulted in WRC recognized as one of the leading wild animal teaching hospitals in the country.

In 2019, 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).

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.

WRC trains more than 600 volunteers annually in the daily care of wildlife, including basic training in handling, nutrition, husbandry, cage requirements and physical therapy. Our training supports the basic and advanced requirements for both the novice- and general-level rehab permit issued by the Minnesota DNR – required of anyone engaged in the rehabilitation of wild birds and animals.

Our Information Helpline responds to more than 45,000 calls each year and assists more than 10,000 people who bring animals to the clinic. Intake specialists provide advice on how to best help the animal and, if warranted, bring it to the center with the least stress.

Animal Care

Animal Care Overview

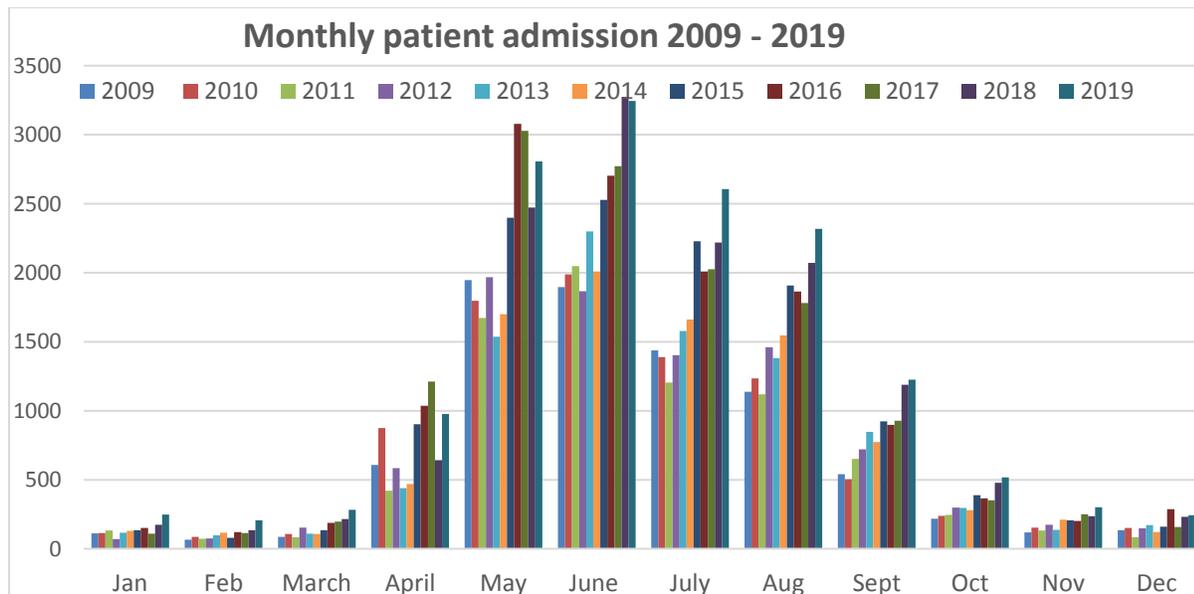
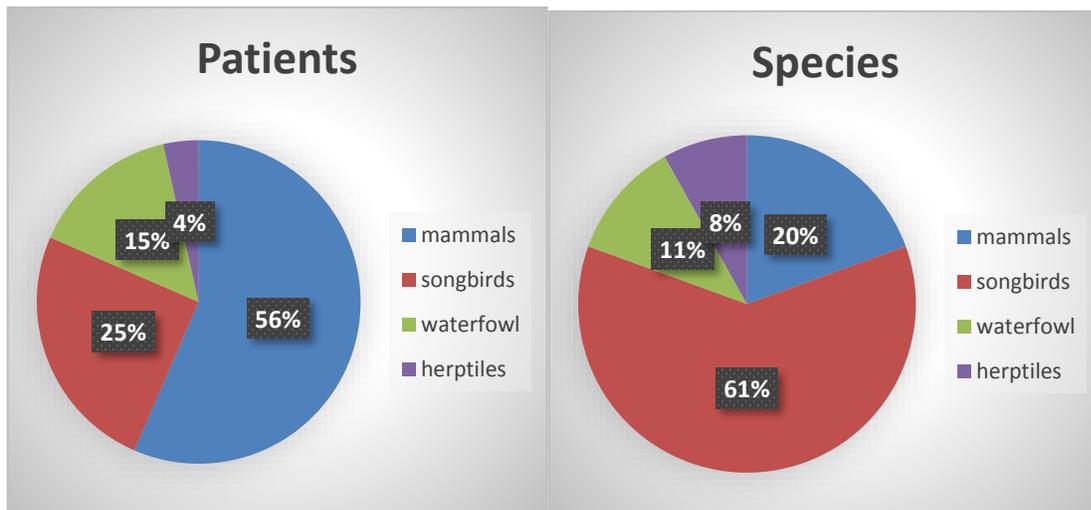
For the eighth straight year, WRC eclipsed its previous record for admissions – 14,975 patients from among 185 different species in 2019, compared to 13,333 patients in 2018. Since 2011 WRC has had an 89 percent increase in patients (7,109 more patients).

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

- Eastern Cottontail Rabbit - 3,684 patients (compared to 2,839 in 2018)
- Gray Squirrel - 2,152 (compared to 2,160)
- Mallard - 1,323 (959)
- American Robin - 6213 (603)
- Wood Duck - 524 (556)

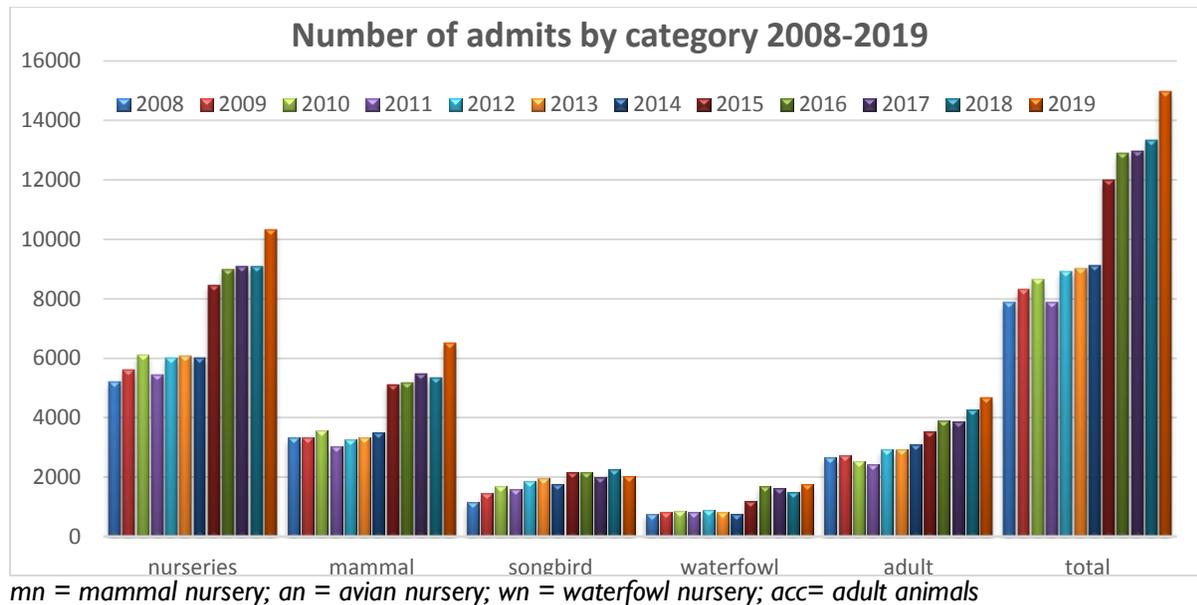
On the other side of the spectrum, we admitted only one patient from 41 species and only two of 19 different species.

Distribution of 2019 patient admissions



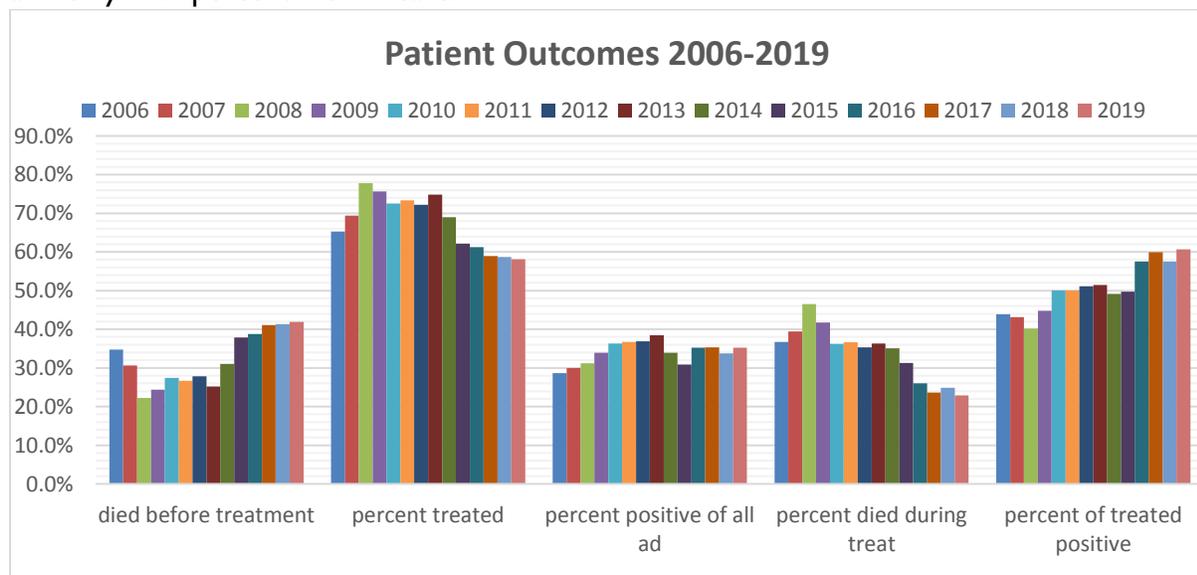
Our nurseries for baby and juvenile animals

The three summer nurseries, for waterfowl, avian and mammals, accounted for between 67 and 71 percent of all admissions from 2002-2019; the mammal nursery (mn) ranged from 36.4 to 43 percent. In 2019, 69 percent of the patients admitted went to the nurseries, compared to 68 percent in 2018. Most of the overall increase in patients in 2019 were admitted to the mammal nursery (1,189 more patients - 22 percent).



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, 60.6 percent were released – our best rate ever. Our release rate for all the injured animals admitted was 35.2 percent, compared to 33.8 percent in 2018. Patients dying during care have significantly decreased in recent years – from 46.5 percent in 2008 to 22.9 percent last year; and only 12.4 percent died in care.



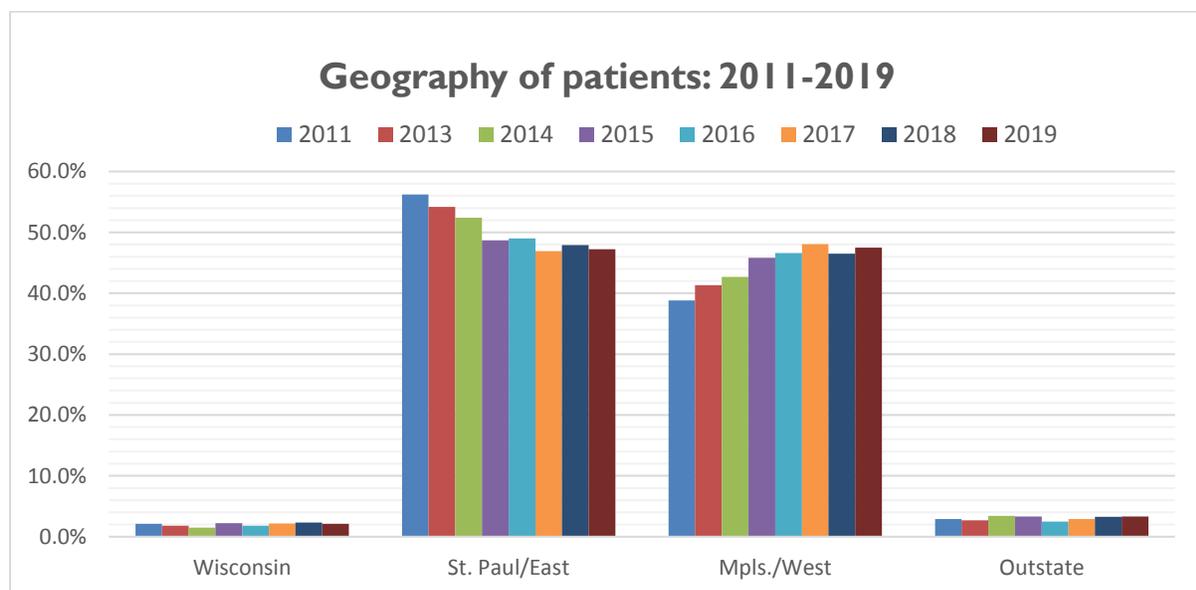
Patient and client geography

The trend of an increasing share of patients and clients from the west metro continued in 2019. 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 7,031 patients (47.5 percent)). St. Paul and the east metro was close behind with 6,998 patients (47.3 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, 4,971 clients (48.3 percent); St Paul and the east metro were right behind with 4,741 clients (46 percent).

We admitted 783 patients (5.28 percent) from 585 clients who made the trip to WRC from Outstate MN 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 2019 – 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

2019 Financial Report

2019 highlights

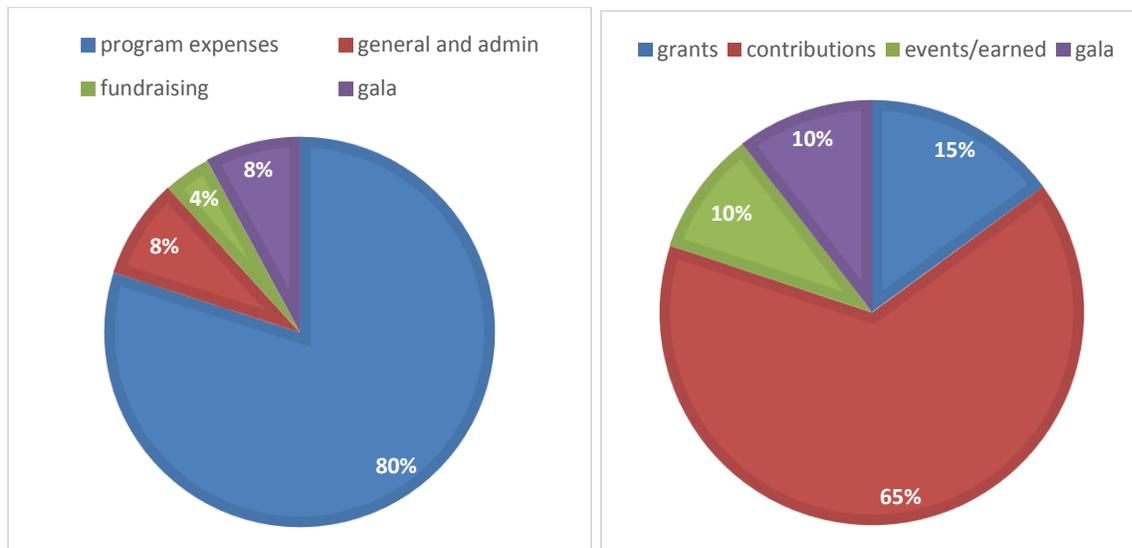
The recent trend of strong revenue growth coupled with greater expenses continued.

Operating revenue for 2019 was an unaudited \$1,579,000 compared to an audited \$1,349,410 in 2018. Revenue was nearly 180,000 more than budget and \$230,000 more than 2018, **an increase of 17 percent**, compared to a 13.3 percent increase the previous year.

Expenses also exceeded the budget, growing to an estimated \$1,565,000 compared to an audited \$1,371,864 in 2018. Expenses were \$165,000 more than budget and \$193,000 more than 2018, **an increase of 14 percent.**

The bottom line for 2019 is **an estimated surplus of about \$14,000** compared to a shortfall of \$22,000 in 2018. (These numbers do not reflect the impact of depreciation.)

Where the money went ... and came from in 2019



2019 Functional Expenses

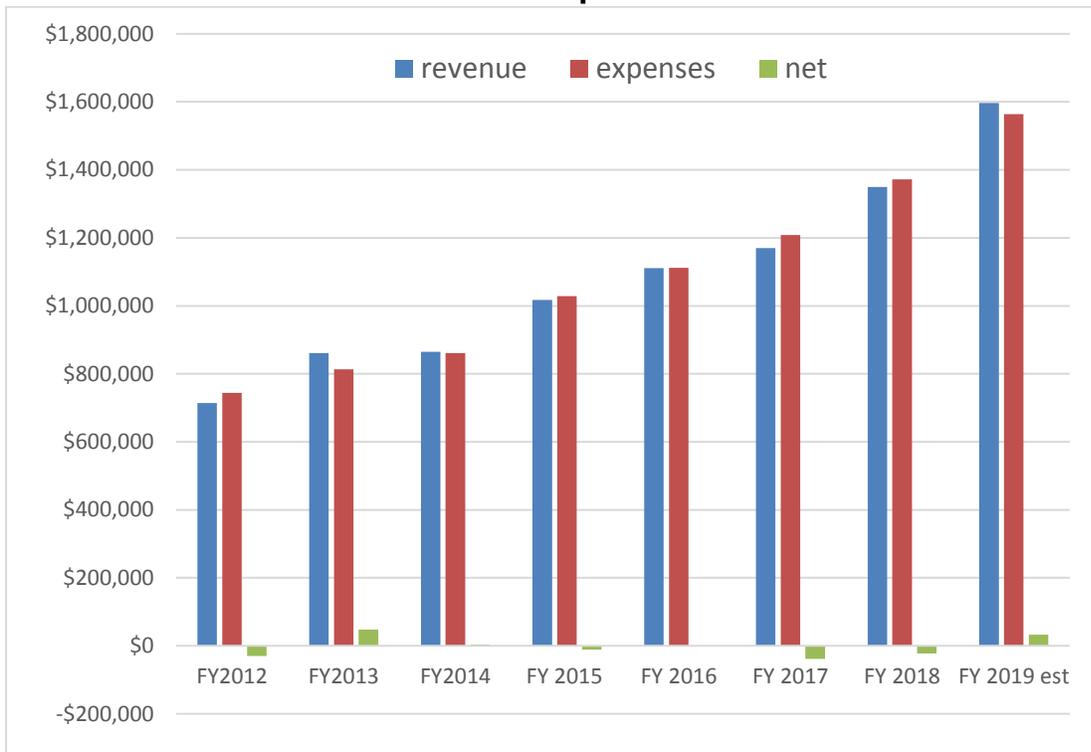
2019 Revenue Sources

Financial Background

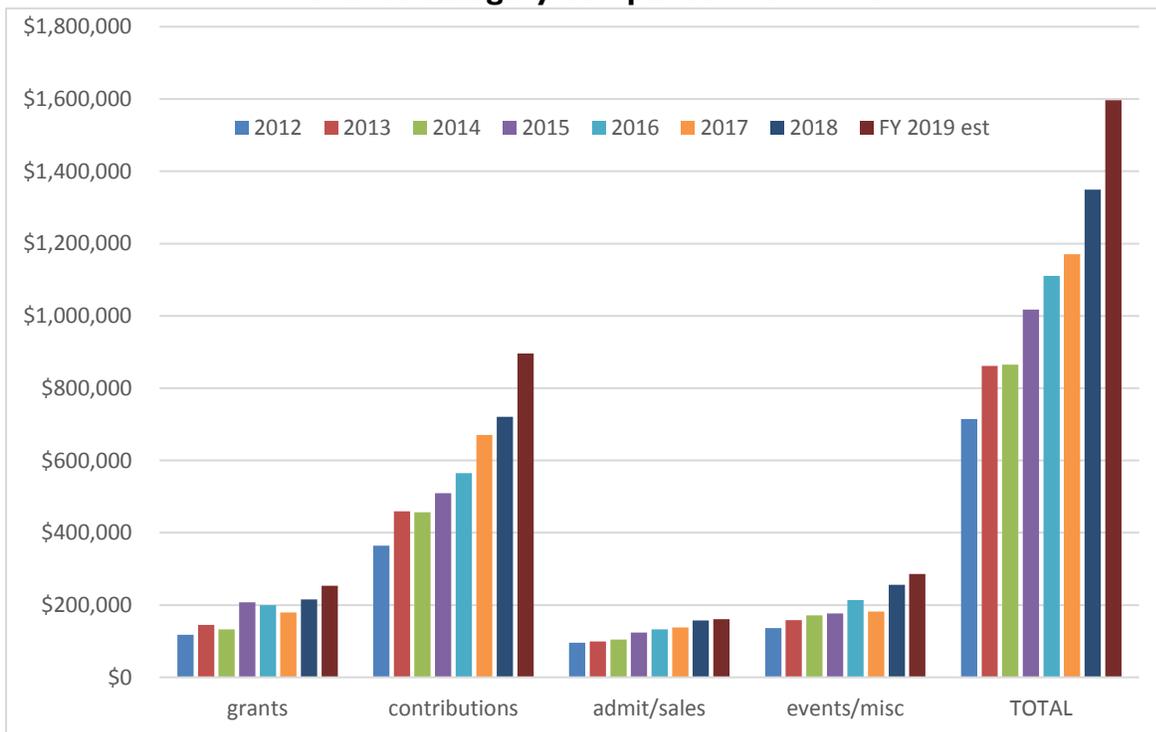
Looking back to 2012, WRC's patient admission rate has increased 68 percent from 8,914 to 14,975. During this same period our revenue has grown from \$714,000 to \$1,579,000 an increase of 121 percent – an average of 18.5 percent annual growth since 2012. Of the \$864,000 revenue increase, nearly \$600,000 came from contributions from the public, an increase of 130 percent.

The strong revenue growth has enabled WRC to spend more money on our patients. Expenses have increased \$819,500, a growth rate of 110 percent. Annual growth rate for expenses from 2012 to 2019 averaged 15.7 percent.

Revenue and expenses 2012 – 2019



Revenue category comparison 2012 – 2019

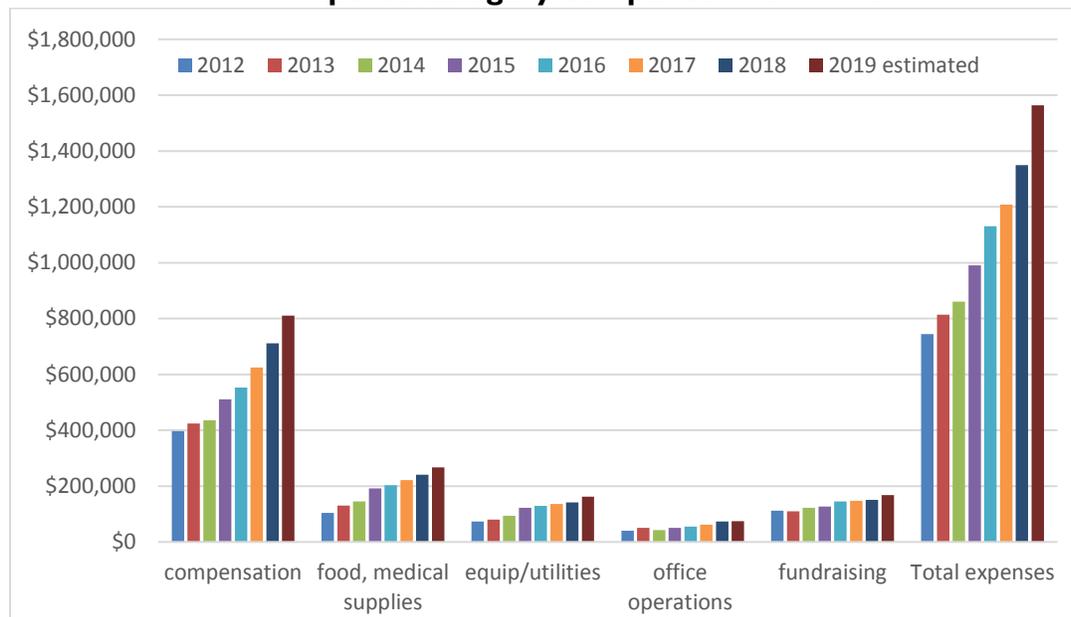


Revenue from individual donors in 2019 once again exceeded expectations and overwhelmed previous increases. Individual contributions increased \$174,000 (24 percent) compared to 2018.

In 2019, 9,400 clients (1,000 more than 2018) brought in 14,975 patients. Of those clients, a record high of 4,290 (45.6 percent) made a contribution at the time of patient admission at an average of \$31 compared to \$32.93 in 2018.

Overall contributions at admission averaged \$8.89 per patient compared to \$9.62 last year, \$8.72 in 2017 and a 10-year average of \$9.04. We spent a record \$105.44 per patient compared to a 10-year average of \$89.12.

Expense category comparison 2012 – 2019



On the expense side, total compensation costs (wages, taxes and benefits) accounted for about 52 percent of the budget, slightly less than the previous year.

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 (\$500,500 in 2012 compared to \$1,077,000 in 2019). Direct patient spending, e.g. food, medicine and medical supplies, has more than doubled since 2012 increasing from \$103,000 to \$267,500. We've invested more than \$280,000 in capital improvements on caging, diagnostic equipment and better care since 2012. Fundraising and office operations have remained flat resulting in a lower percentage of annual spending.

2019 Donor Information

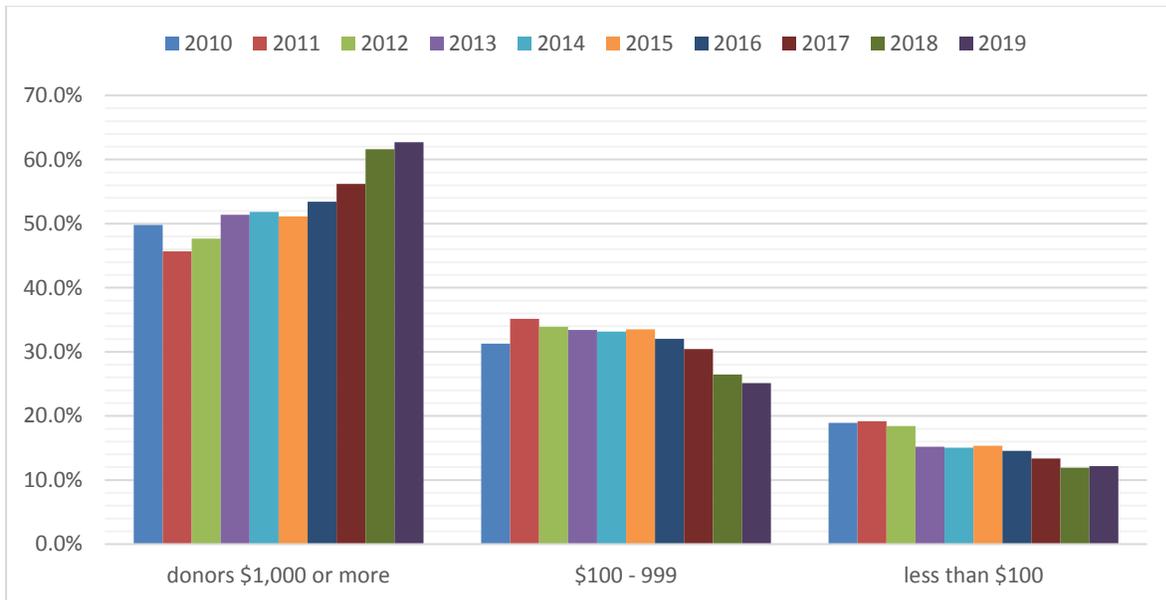
- Total donors of 7,384 compared to 6,209 in 2019 (4,598 in 2010) – 18.6 percent increase
- Total contributions of \$1,305,000 compared to \$1,134,000 in 2018 and \$578,000 in 2010 – 15 percent increase (125 percent since 2010).
- Average gift of \$176.66 compared to \$182.60 in 2018 (\$124 in 2010)
- More than 18,750 people have contributed to WRC in the last three years.

As is typical in most non-profits, the largest percentage of total contributions (63 percent) came from relatively few donors (2.5 percent).

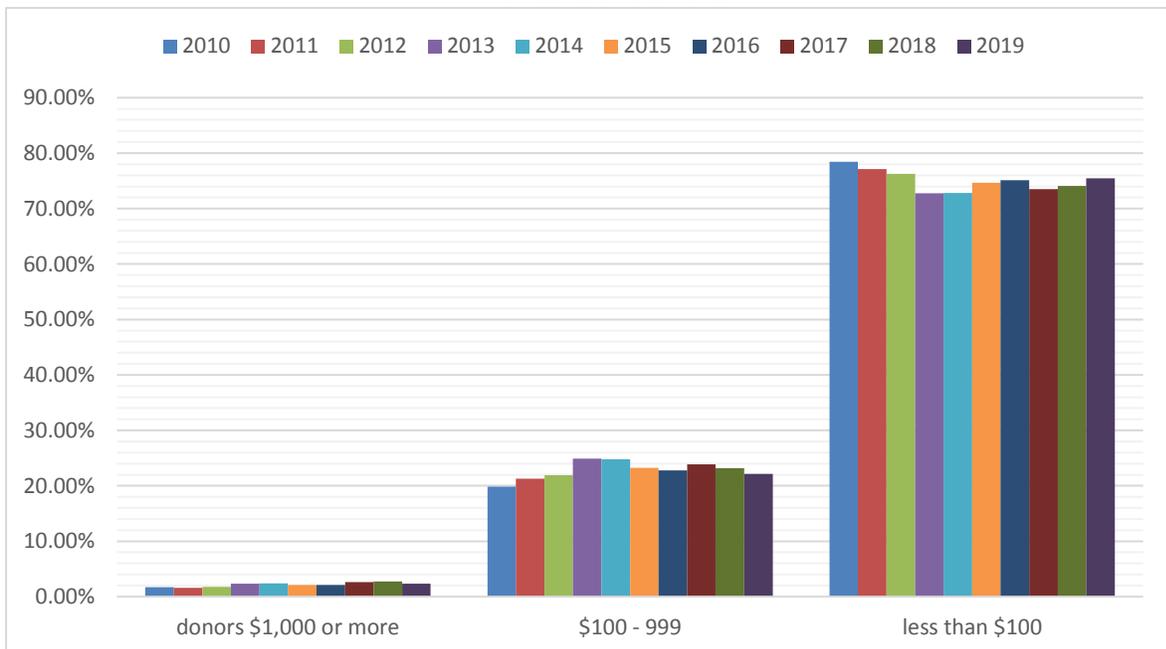
- 175 donors of \$1,000+ compared to 170 donors in 2018 (118 percent increase since 2010)
- \$817,600 from \$1,000+ compared to \$698,837 in 2018 – 17 percent increase (and an increase of 184 percent since 2010)

On the other hand, we had substantial growth in the middle range (13.5 percent) and an even greater growth of 20 percent of the donors and dollars of less than \$100, substantially increasing the base of WRC’s support from individual contributors.

Percent of dollars



Percent of donors

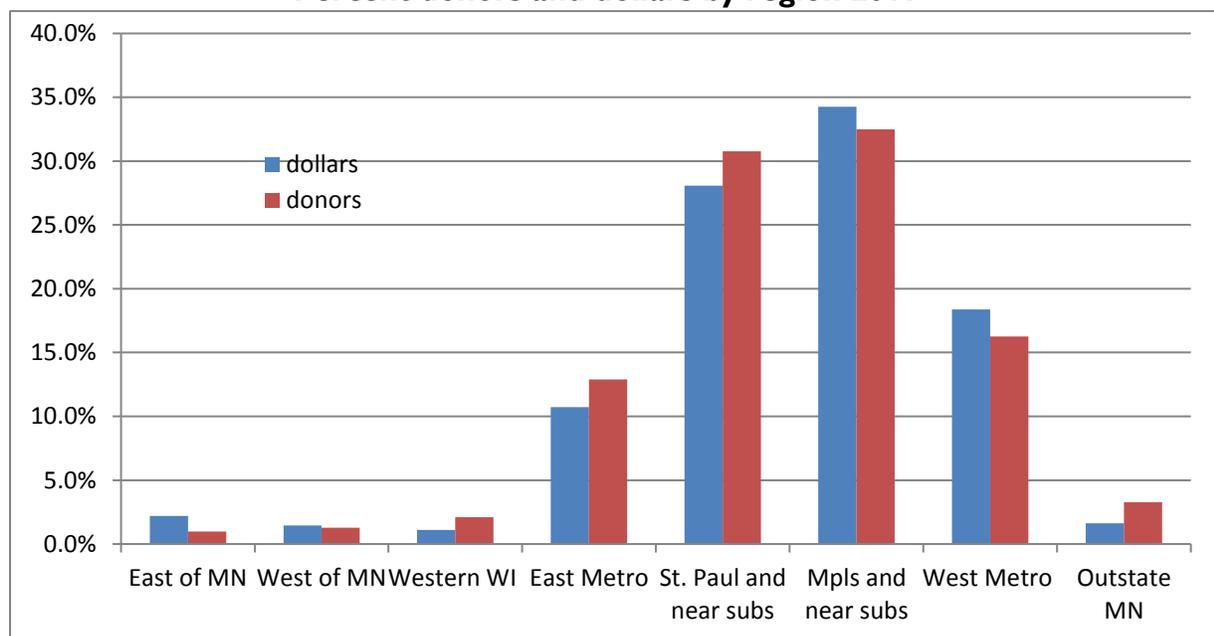


Geography of donors

- Donors from 40 states and two foreign countries (36 states in 2018; 27 states in 2015)
- Most donors region: 554's (Mpls/inner ring) 2,382 - 32.5 percent. St Paul and inner ring (551's) had 2,255 – 30.8 percent.
- Most dollars region: 554's \$388,914 – 34.3 percent. 551's \$318,560 – 28.1 percent. While St. Paul usually has more donors, in 9 of the last 10 years, Mpls has donated more
- Less urban-centric: Overall, lower percentage of dollars and donors from the urban core. Uptick in donors from WI and dollars from outstate and 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 2019



Geography of donors, dollars, clients and patients 2019



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 designed as a reserve for building and equipment updates and major repairs, and other special needs. 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. Subsequent gifts, authorized by the Board increased the balance to \$105,500. In July 2019, the Board authorized expenditures related to updates in IT equipment and software totaling \$60,182.

The Nest Egg Fund had a balance of \$45,318 at the end of 2019. In addition, 4 new members were added to the Nest Egg Society in 2019 by including WRC in their estate plans. Currently, WRC has 88 people who have indicated that they have included WRC in their estate plan, including several bequests of more than a \$1 million.

Night of the Wild Ones



2019 event chair Summer Kath and MC Jordan Green



Our hard-working committee, including honoree Susan Carlson (far left)

Our 2019 Wild Ones Gala "Down the Rabbit Hole," was an evening to remember: 300 guests enjoyed amazing hors d'oeuvres and drinks served as the sun set over a beautiful private polo field in Medina, a silent and live auction with one-of-a-kind experiences and trips, and a catered dinner and dancing under fairy lights in a tented pavilion.

Our live and silent auctions offered everything from one-of-a-kind chef dinner experiences to fabulous getaways. The live auction was headlined by a Galapagos trip offered by WRC and Lindblad Expeditions aboard the National Geographic Endeavor. Our sincere thanks to Lindblad Expeditions for making this possible. The event honored Susan Carlson for her devotion to the event and her commitment to WRC.

So much fun was had it's easy to forget that we raised a near record \$174,000 for patient care. Thank you to everyone who came, all our sponsors who made the evening possible and our fabulous committee who pulled off quite the night.

A list of sponsors and photos of the event can be found at www.wrcmn.org/gala2019.php.

Community Outreach

Awareness of WRC and its reputation continued to grow in 2019. As in previous years, WRC attracted a lot of major media attention.

Major media coverage

The year started off with an unexpected story that captured people's attention across the nation. A mourning dove was admitted with a blowgun dart piercing its body. We filmed the risky surgery to remove the dart and media picked up the story.

During the height of our busy season, KARE 11 reporter Rena Sarigianopoulos visited WRC and shared our story with thousands of viewers. Focusing on the wide variety of patients we receive, and when to leave wild animals alone, the three-minute story was the highlight of our media year. <https://www.kare11.com/article/news/local/breaking-the-news/how-the-wildlife-rehabilitation-center-of-minnesota-helps-save-animals-lives/89-9d44f475-1fc5-463c-86d2-111b7d6c3b88>

Earlier in June, Bring Me The News picked up one of our social media posts about injured turtles coming to the center after being hit by cars.

Once they broke the story, all three major networks picked it up, with the MNDNR following suit later in June. This year marked the largest admission of spring turtles in our history.

This story was picked up by other media across the nation from Pittsburgh to Amarillo. <https://www.kare11.com/video/news/wildlife-rehabilitation-center-seeing-influx-of-injured-turtles/89-c3680760-6547-484f-b2d2-366fab6b512b>

The story was then picked up by FOX9

<https://www.fox9.com/news/minnesota-animal-shelter-fixes-shells-after-turtles-hit-by-car>
and WCCO

<https://minnesota.cbslocal.com/2019/06/11/record-number-of-turtles-being-treated-at-local-wildlife-nonprofit/>

The Star Tribune followed up a story from our social media about the occurrence of lead in mammals, a relatively new discovery in the realm of wildlife rehabilitation. This year marked the first year we've done wider lead testing in squirrels, rabbits, opossums and songbirds.

In other media, a Taiwanese reporter visited WRC and did a series of articles about our work for Taiwanese media, and Executive Director Phil Jenni was interviewed for a podcast by Rob Morgan.

Independent media producer Nicole Jackett filmed a short documentary about WRC that was featured on several local news outlets.

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

Google Stats

Our clients continue to find us using mobile devices, with 70% of all searches for us coming from a mobile device. Our busiest month for web traffic remains June with 7,840 users coming to our site. Our biggest single day was in November for Give to the Max Day with 696 individuals visiting our website. (compared to May 15 in 2018 with 846 visitors) Overall, we had 72,000 unique user sessions in 2019, roughly 1,000 more than in 2018.

Facebook Stats

Our Facebook channel continues to grow and has become a major communications vehicle. In 2019 our top post garnered more than 186,000 impressions. Posted in January, right before the brutal cold snap, the post talked about what to do, and not to do, to help wildlife in the cold.

Our second most popular post followed closely behind with 110,000 impressions was the turtle post that spurred the flurry of media activity in June.

All told, we had more than 2,152,472 views on our Facebook page in 2019.

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 800 people attended WRC’s 17th 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 learn about wildlife medicine. We see a wide range of ages at the open house and people come from across the greater metro area.

A Look Ahead

In early 2019, WRC’s Board of Directors devoted several monthly meetings, followed by a planning retreat to address WRC’s explosive growth and make sure we are positioned to continue that growth.

The Board approved a three-year expansion campaign focused on three areas:

- Secure a near-by location for outdoor caging, especially for mammal nursery patients
- Enhance the existing facility and repurpose it as primarily an emergency veterinary hospital
- Strengthen the institutional capacity to manage additional growth

In the summer we began planning for a fundraising campaign with a “quiet” phase with a few key donors and stakeholders for a \$2.25 million campaign. In those conversations 10 people committed \$1.25 million.

In November 2019, WRC purchased a 22-acre property in Grant, MN. It provides plenty of room to grow both in number of patients and in environments for improved care.

Our goal is to develop an off-site satellite for appropriate, safe caging for the growing patient demand, and bring our caging up to the same world class standards as our medical care. Adequate caging in outdoor space removed from the hustle and bustle of a hospital

setting results in better outcomes.

Healthy orphans need space to grow and learn to be wild. They are not well served in the medical facility environment. We believe we need to remove healthy orphaned animals from the hospital and keep the current facility in Roseville as the flagship for injured animals and veterinary teaching programs.

WRC will continue the current Roseville facility as the emergency veterinary hospital that it was designed as. All patients will be admitted there as well as continuing our internationally renowned vet teaching programs.

Reaching our goal will take time and money. Realistically it will take 3-5 years to sufficiently develop the property and the organizational infrastructure.

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

www.wrcmn.org
2530 Dale Street, Roseville, MN 55113
651-486-9410 FAX 651-486-9420