



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

2020 Annual Summary

Last year was a year to remember. At WRC, it was a year of commitment - to our staff and volunteers, to our clients and donors, and most of all, to our patients. We committed to doing whatever it took to stay open and safe.

It wasn't easy. Our volunteers agreed to strict protocols to prevent an outbreak of COVID-19 in the building. Our staff divided into teams so if there was an outbreak, we wouldn't lose our ability to treat patients. Our clients respected our admit protocols and our donors provided increased financial support, many saying that they'd taken a hard look at what was important to them and WRC was at the top of their list.

Meanwhile, we experienced another huge surge in patients in 2020, in fact the largest in our history: 2,850 (19.1 percent).

Despite all the pressure from the dramatic patient growth and the pandemic, our patient outcomes continued to improve. A record 64 percent of the patients we treated, and more than a third of all admissions, had a positive outcome.

While other organizations locally and around the country either shut down or restricted operations, WRC persevered. Not a single staff member, student or volunteer was affected by Covid-19 as a result of their work at WRC.

I'm also pleased to report that we had a very successful financial year. We raised a record \$1,811,500 in estimated operating support, 17 percent more than last year (\$1,545,000) and 12.5 percent more than budget. Highlights included a 50 percent increase in donations from people when they brought in patients, our best Give to the Max Day results, and a 21.6 percent increase in individual contributions, including a record year-end campaign.

The Wildlife Rehabilitation Center has experienced explosive growth since 2012. This growth has taxed our caging, hospital capacity and infrastructure resources. Starting in 2018 and continuing through 2019, WRC engaged in a series of planning sessions to respond to our rapid growth. The Board of Directors approved the Growth Campaign to expand our operations to a new offsite location, renovate the current clinic in Roseville and provide additional administrative capacity to handle the growth.

We got off to a good start with a large "lead gift" and at the end of 2019, WRC purchased a 22-acre property in the City of Grant for expansion as part of the Growth Campaign. In April 2020, the city approved a conditional use permit for WRC to use the property to create improved facilities for our nurseries and more outdoor space for expanded caging. Then the Covid-19 pandemic hit and the world shut down.

The environment for our campaign changed significantly, narrowed our focus on staying open and keeping our staff, volunteers and clients safe. While we were able to move forward with some plans, the overall Growth Campaign was temporarily suspended.

The “pandemic pause” of 2020, however, resulted in time to do additional planning and conversations that broadened the scope of our plans in Grant. We made a commitment to sustainable building standards on our new property. WRC is an international leader in wildlife medicine. We believe we can also set the standard for the future sustainability for wildlife medical facilities.

However, in the two years since the start of our planning our patient admissions increased by more than 3,600 patients (30.5 percent). We outgrew our planning.

In October 2020, WRC’s Board of Directors made another commitment to WRC’s future and approved an amendment to the Growth Campaign, committing \$850,000 to plan for additional staffing over the next five years and to building a state-of-the-art sustainable building for our offsite campus.

It’s impossible to overstate the challenges WRC faced in 2020. The pandemic forced severe restrictions on staff, students and volunteers; we stayed open to the public while keeping everyone safe; any relief from physical restrictions was delayed; we balanced the operating budget in a suddenly changed economy - all in the background of a record-setting patient growth.

Of course we had many immediate challenges throughout the year, not everything went as planned (does it ever?); we made mistakes. But we learned much – we demonstrated the ability to adjust to circumstances quickly; we’re a more resilient organization; and we’re better positioned to continue our rapid growth.

Most important of all, we learned what we always knew – WRC is blessed with a tremendous team of passionate and committed people who are able to sacrifice for the good of our unique and important mission. In a time of so much uncertainty, it’s truly inspiring to witness.

Commitment is the ability to stick with something - a project, idea, relationship or goal – even when it’s not easy. In the words of philosopher Jean-Paul Sarte, “Commitment is an act, not a word.” It’s the little choices we make every day that lead to results we want. It requires true commitment to turn hopes and dreams into plans.

By our actions in 2020, WRC committed to its mission, its ideals, its goals of quality wildlife medicine and to making this an even better community. I promise you that WRC remains committed to being here for you and thousands of others as together we help sick, injured and orphaned wildlife.

Philip M. 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 **17,823 animals, compared to 14,975 animals in 2019** (we've increased 126 percent since 2011)
- **More than 11,000 people** from all over the state and upper Midwest made more than 12,000 trips to WRC
- **Patients represented 203 species.** We admitted just one or two patients from 57 different species
- 7,347 avian patients from among 147 species, a 26 percent increase from 2019
- 10,047 mammal patients from among 38 species, an increase of 19.2 percent
- 485 herptiles from among 18 species
- WRC is the only facility in the state authorized to accept mammals from other states.
- We are **open 365 days** a year.
- We recorded the best patient outcomes in our 41-year history.

... while sharing its 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.

The Covid-19 pandemic resulted in a lock down from travel from most US and international veterinary students. However, 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. Our training supports the basic and advanced requirements for both the novice- and general-level rehab permit issued by the Minnesota DNR.

Our Information Helpline responds to more than 45,000 calls each year and assists more than 11,000 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 ninth year in a row, WRC eclipsed its previous record for admissions – 17,823 patients from among 203 species, compared to 13,333 patients from 185 different species in 2019. Since 2011 WRC has had an increase of nearly 10,000 annual patients (126 percent).

The majority of WRC patient admissions are from the species we are most likely to see in our back yards, parks and other public areas.

The top five species admitted, represented 55.5 percent of all admissions:

- Eastern Cottontail Rabbit - 4,168 patients, compared to 3,684 in 2019, an increase of 11.6 percent
- Gray Squirrel - 2,818 (compared to 2,152), up 23.6 percent
- Mallard – 1,271 (1,323), one the few species in which we actually saw fewer
- American Robin - 846 (621), our largest increase in species at 26.5 percent
- Wood Duck - 642 (524), just about the same increase as our overall patients (18.3 percent)

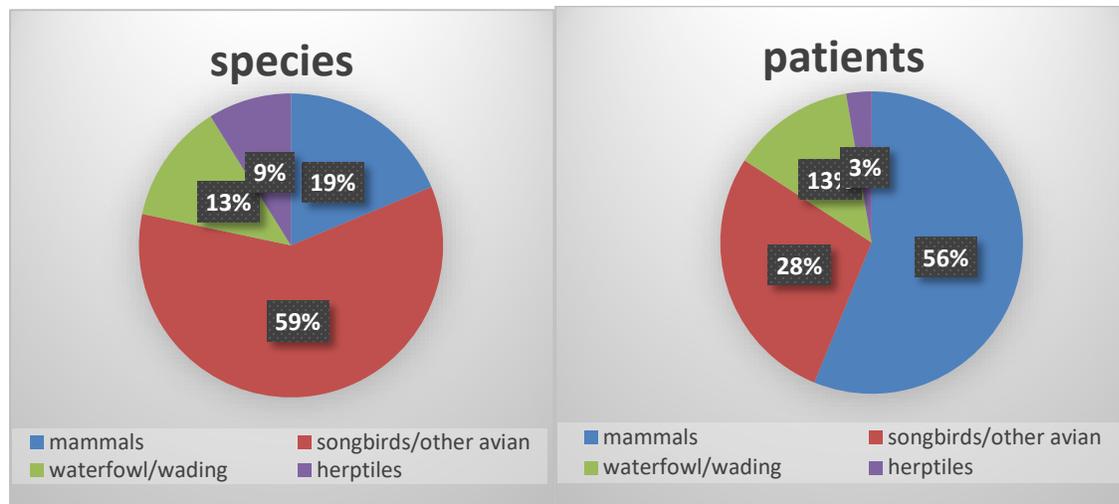
On the other side of the spectrum, we admitted only **one patient from 36 species** and only **two from 21 different species**.

The Reunite Program

We continue to focus on keeping healthy young wildlife with their families, not in the hospital. At the time of admission, every uninjured young animal receives an examination by a veterinarian. If it's healthy and has a reasonable chance of reuniting with its family, it is sent back for attempted reunion with its wild family. Educating our clients on how to do this paid off.

Nearly 800 baby animals grew up in the wild instead of our hospital. Specifically, 538 bunnies; 110 other baby mammals including fox, squirrels, coyotes and a beaver; and 132 baby birds/ducks successfully rejoined their families in the wild.

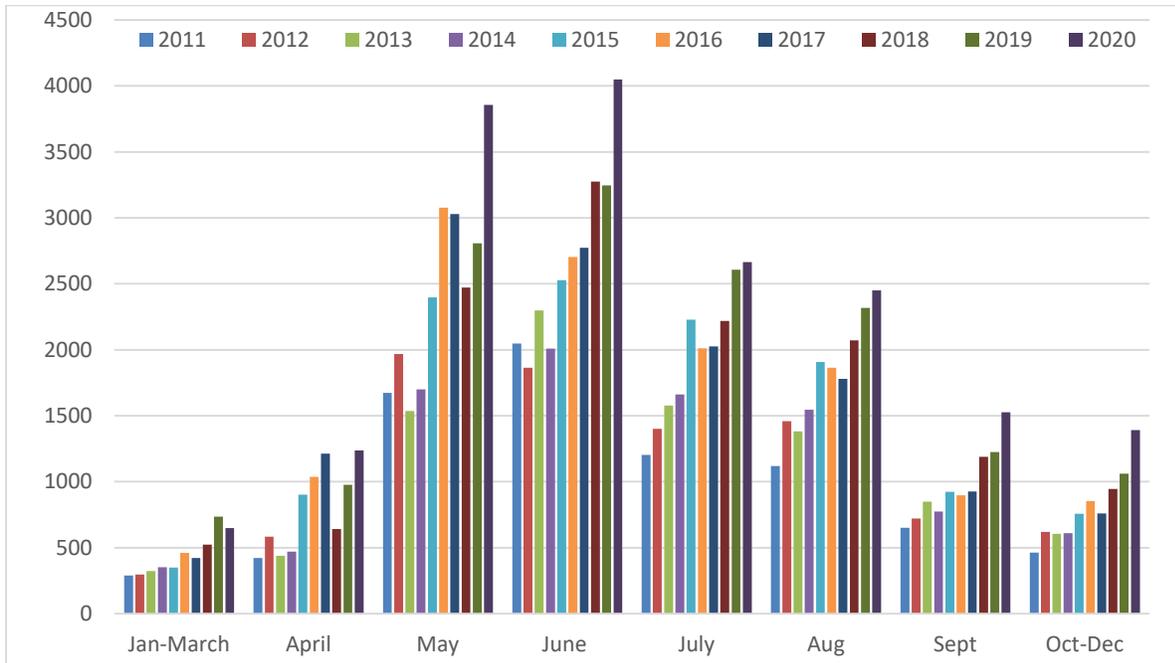
Distribution of 2020 patient admission



Fifty-six percent of total patients come from 38 species of mammals. However, just two species, **rabbits and squirrels, account for 69.5 percent of all mammals and 39.2 percent of ALL patients, about the same as in 2019.**

On the other hand, 28 percent of admissions are from among 121 different species of songbirds and other avian species.

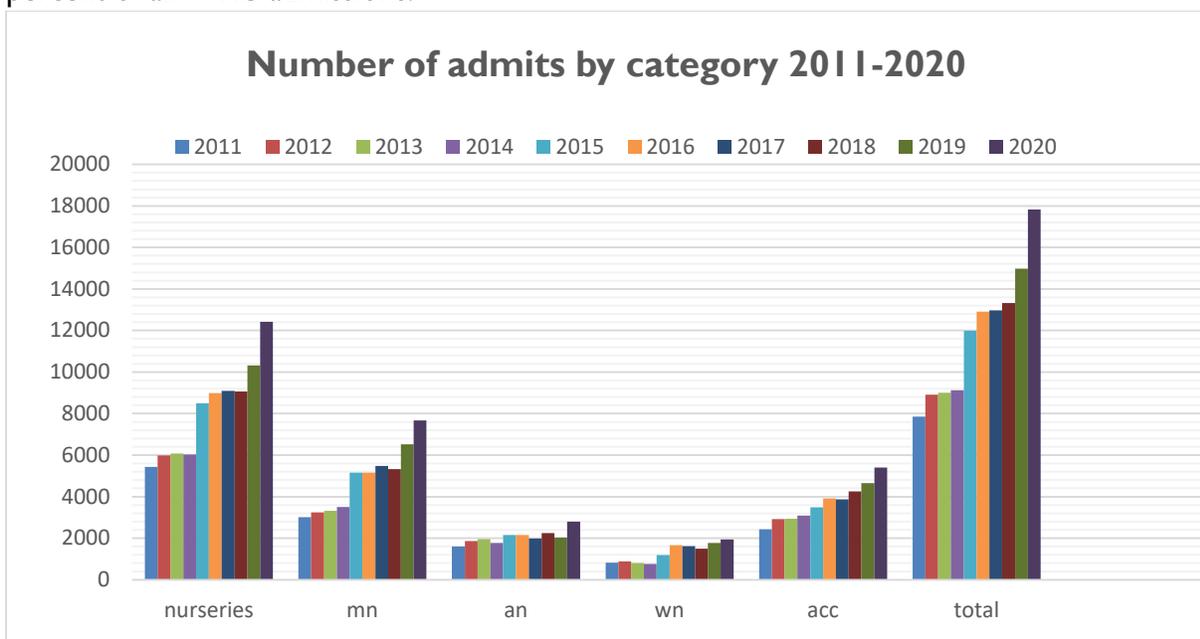
Monthly patient admission 2011-2020



May and June were especially busy. Our busiest day was May 10 with 240 admissions; in the busiest week we admitted nearly 1,000 patients; and June was our first ever month with more than 4,000 admits. We averaged 130 admits EVERY day for the two month span!

Our nurseries for baby and juvenile animals

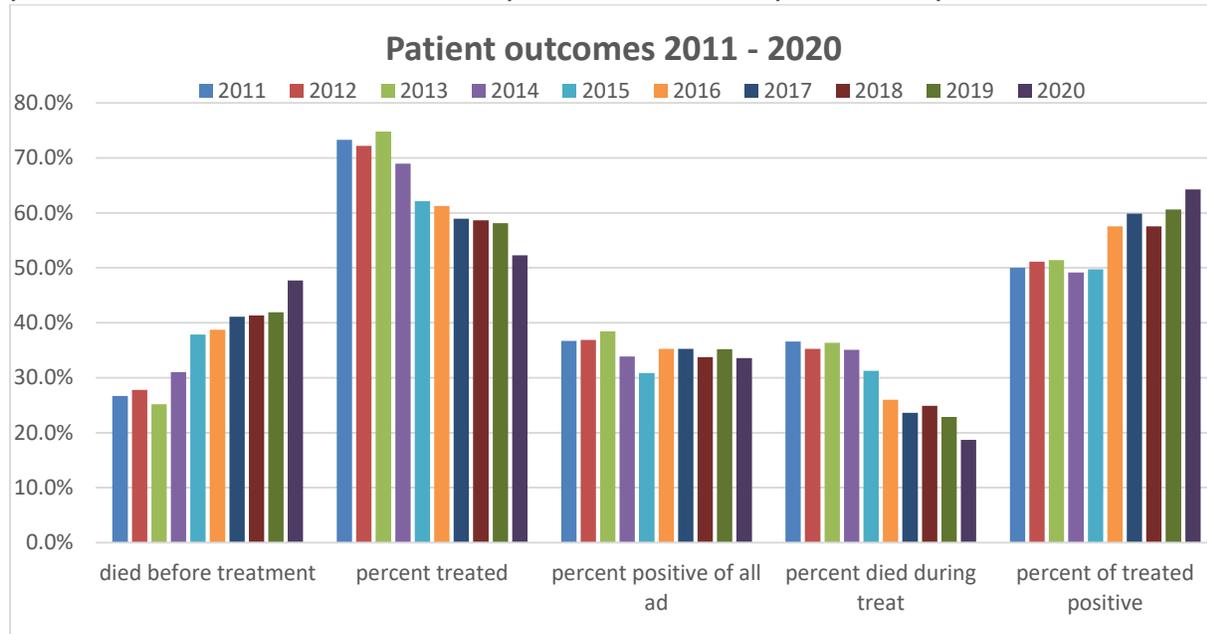
The three summer nurseries, for waterfowl, songbirds/other avian species and mammals, account for between 67 and 71 percent of all admissions. In 2020, 69.7 percent of the patients admitted went to the nurseries, compared to 68.9 percent in 2019. The mammal nursery ranges from 36.4 percent to 43.5 percent; in 2020 the mammal nursery accounted for 43 percent of all WRC admissions.



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

Animal care results

Despite the increase in patients, we continue to improve patient care outcomes. In 2020, about 47.5 percent of all patients admitted had injuries that were too severe or were in a condition that they would not survive, compared to 41 percent in 2019. While a greater number of patients died before treatment, **of the patients that were treated, 64.2 percent were released – our best rate ever.** Our release rate for all the injured animals admitted was 33.6 percent, compared to 35.2 percent in 2019 (our long term average is 34 percent). Patients dying during care have significantly decreased in recent years – from 46.5 percent in 2008, to a record low 18.7 percent in 2020 compared to 23 percent in 2019.



Client geography

The trend of an increasing share of patients and clients from the west metro continued in 2020. WRC grew more regionally and had more patients from outside the Twin Cities statistical area.

About 11,200 people made the trip to WRC in 2020. Most of the clients (9,682 clients, 86 percent) were from the seven county metro area. The west metro had the largest share (45 percent) led by about 5,000 clients from Hennepin County, Minnesota’s largest county. The east metro counties accounted for more than 4,600 clients (40.3 percent) with Ramsey County recording 23 percent of WRC’s clients.

WRC also admitted patients from more than 1,250 people from 63 counties throughout Minnesota and another 250 clients from Wisconsin; mostly from border counties Pierce, Polk and St. Croix.

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. In 2020 nearly 700 people contributed about 60,000 in volunteer hours – equivalent to 29 full-time employees. Our robust student and internship programs accounted for 200 of the volunteers and 20,000 hours. THANK YOU!

2020 Financial Report

The recent trend of strong revenue growth coupled with greater expenses continued in 2020.

Estimated operating revenue for 2020 was \$1,811,700, compared to 2019 revenue of \$1,545,682, a difference of \$266,000, more than 17 percent. We also outperformed the budget expectation by about \$206,700 (12.9 percent).

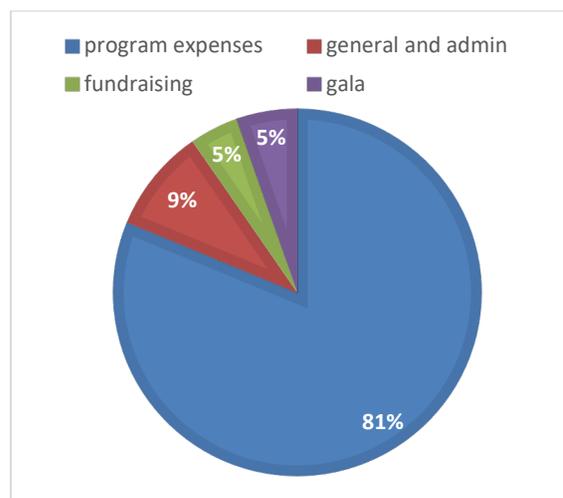
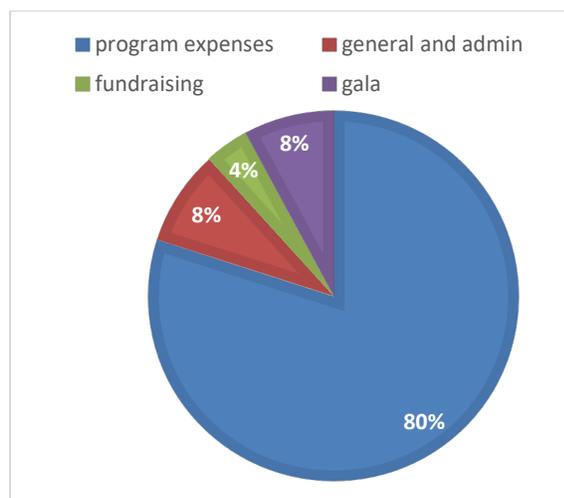
Expenses for the year increased from \$1,547,300 to \$1,722,987 in 2020, an 11.4 percent increase of \$175,690. Most of the increase was in compensation costs. The huge patient surge and the pandemic left us reeling and we were forced to “staff up” to meet the challenge. Total compensation was \$174,500 more than 2019, an increase of 21.5 percent. It was also \$117,000 more than budget (13.5 percent).

The bottom line for 2020 is an estimated surplus of about \$88,500 compared to a shortfall of \$22,500 in 2019.

These numbers are unaudited and do not reflect the impact of depreciation. WRC received \$186,100 from the Payroll Protection Program (PPP) in 2020; the revenue is recognized in the 2020 numbers.

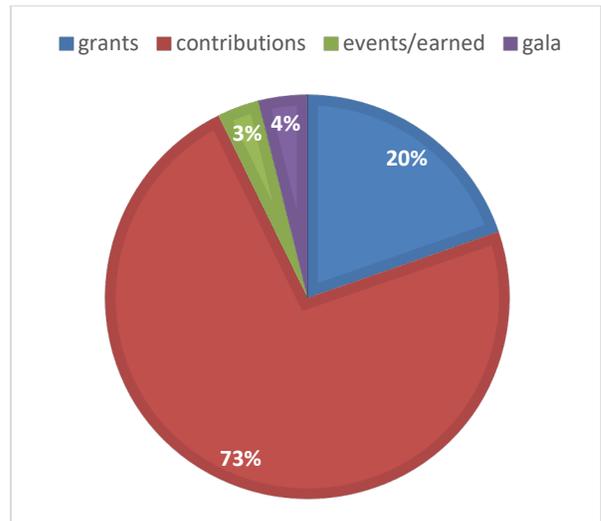
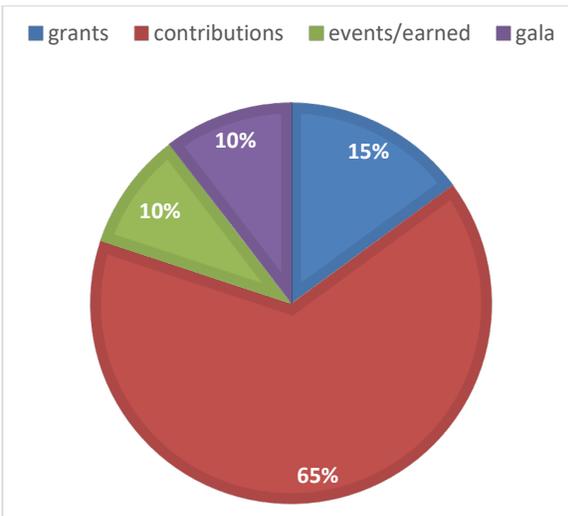
Where the money went ... 2019 compared to 2020

	<u>2019</u>		<u>2020</u>	
program expenses	\$1,264,000	79.9%	program expenses	\$1,400,000 81.2%
general and admin	\$131,500	8.3%	general and admin	\$157,000 9.1%
fundraising	\$61,500	3.9%	fundraising	\$75,000 4.4%
gala	\$124,000	7.8%	gala	\$91,200 5.3%



Where the money came from ... 2019 compared to 2020

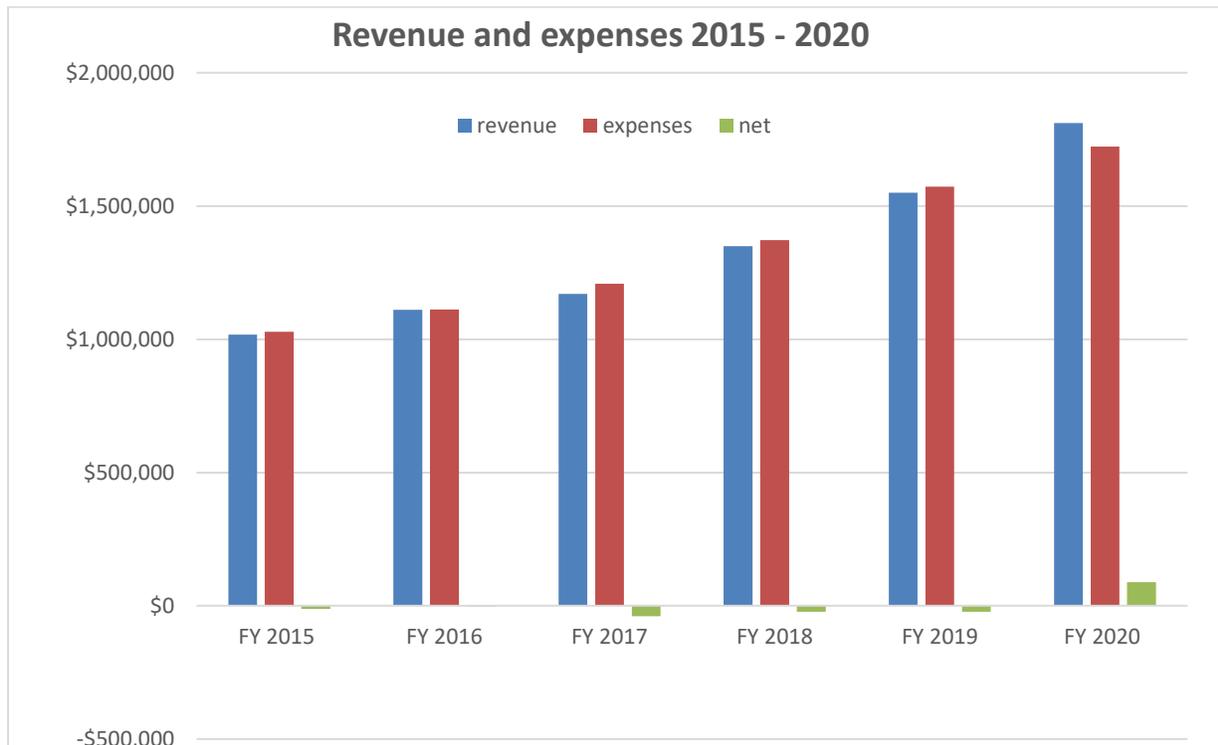
grants	\$235,630	14.9%	grants	\$357,000	19.7%
contributions	\$1,029,396	65.2%	contributions	\$1,322,892	73.0%
events/earned	\$150,264	9.5%	events/earned	\$61,000	3.4%
gala	\$164,113	10.4%	gala	\$70,500	3.9%

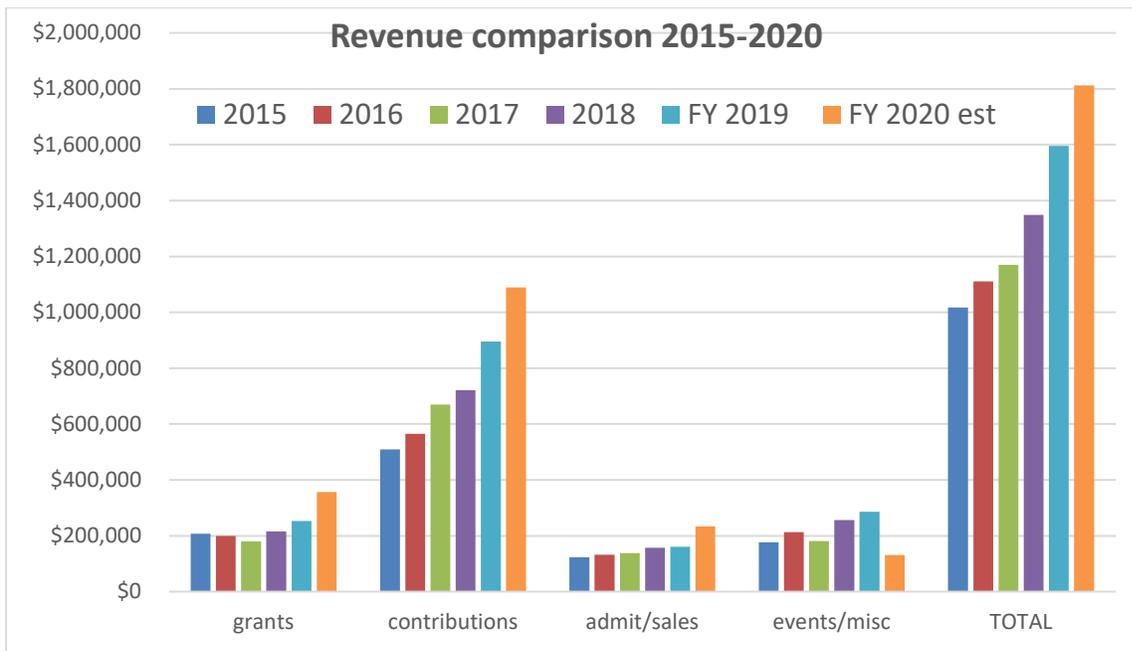


Financial Background

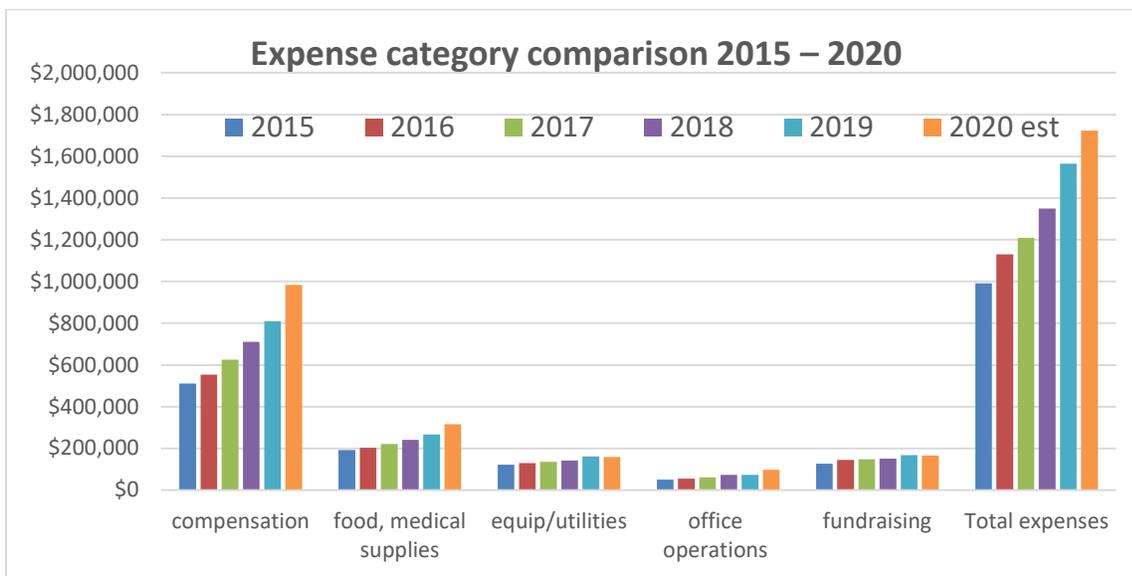
Since 2014, WRC’s patient admission rate has increased 94.2 percent from 9,123 to 17,823. During this same period, our revenue has more than doubled from \$865,000 to \$1,811,500 an increase of 109.5 percent – an 18.25 percent average annual growth since 2014. Of the \$947,000 overall revenue increase during this period, more than \$762,000 (80 percent) came from contributions from the public.

The strong revenue growth has enabled WRC to spend more money on our patients. Expenses have doubled from \$860,000 to \$1,723,000. Annual growth rate for expenses from 2014 to 2020 averaged 16.7 percent.





Revenue from individual donors in 2020 once again exceeded expectations. Individual contributions increased \$194,000 (21.6 percent) in 2020. That was after a robust \$175,000 (24 percent) increase in 2019 compared to 2018. WRC supporters have been generous the last two years as contributions have increased by \$369,000, more than 50 percent. In addition, contributions from clients at patient admission soared in 2020.



On the expense side, total compensation costs (wages, taxes and benefits) accounted for about 57 percent of the budget in 2020, compared to 52 percent the previous year. The increase (\$174,500) was due to increased staff as a result of the shifts to deal with the pandemic and offset by the PPP funds.

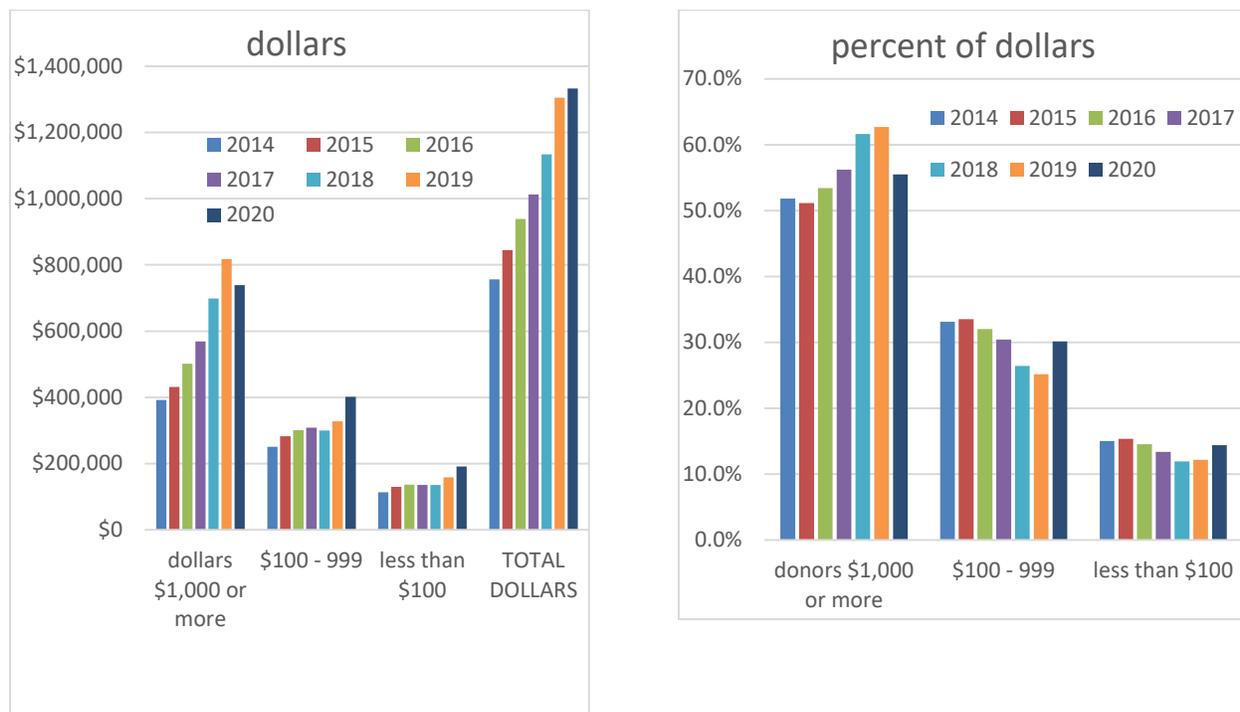
WRC ended 2020 with 22 fulltime medical which accounts for two-thirds of compensation. There are an average of 12 animal care employees on staff every day! Fundraising and office operations have remained flat resulting in a lower percentage of annual spending.

2020 Donor Information

WRC experienced another year of double digit growth in the number of donors; there were 8,406 total donors in 2020 compared to 7,384 in 2019 (and 4,598 in 2011) – a 14 percent increase in donors in 2020. Those donors contributed \$1,332,393 compared to \$1,305,000. The average gift fell from \$176 in 2019 to \$159 in 2020, which is not surprising considering the number of new donors.

It's also notable that a record 11,194 people brought patients to WRC, and a record 4,835 made a contribution at the time of admission. They contributed an average of \$40.58 at admit (\$11.01 per patient) compared to \$31 per donor in 2019 (\$8.89 per patient). The extra clients helped increase the number of donors but the relatively smaller contributions decreased the overall average gift.

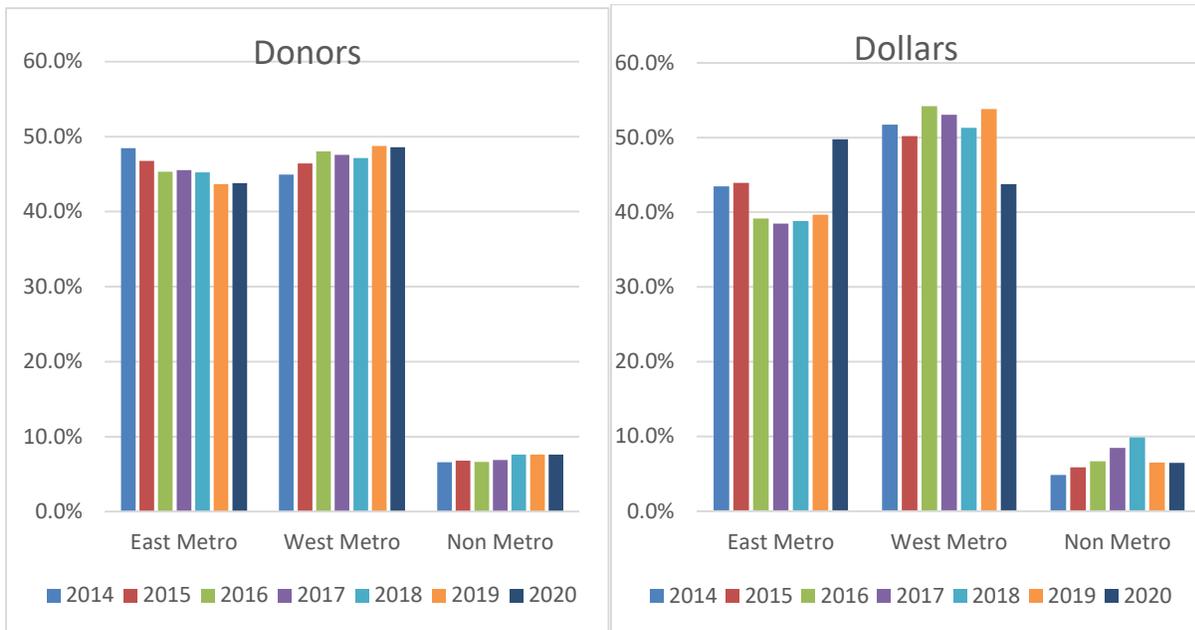
As is typical in most non-profits, the largest percentage of total contributions (55.5 percent) came from relatively few donors (2.5 percent). Significantly, WRC added proportionately more donors in the categories of less than \$1,000 – a bigger, broader base of support.



WRC had donors from 37 states compared to 40 states in 2019. The percent of donors geographically has remained relatively consistent during the last six years. The most donors regionally have come from Minneapolis and its inner ring suburbs (2,680 – 32 percent) followed closely by St. Paul and its inner ring (2,515 - 30 percent).

The geographic dollars have also been consistent except in 2020 when several larger donations came from the East Metro.

The St. Paul side has historically had more donors but fewer dollars. That has changed during the last few years as WRC has expanded from its St Paul roots and become a more regional organization.



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 Nest Egg Fund 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 beginning of the year. The Board designated an additional \$80,000 from 2020's projected surplus making a balance of \$125,318 on Dec 31, 2020.

In addition, six new members were added to the Nest Egg Society in 2020 by including WRC in their estate plans. Currently, WRC has 89 people who have indicated that they have included WRC in their estate plan, including several bequests of more than a \$1 million.

For more information on the Nest Egg Society or estate planning, please contact Executive Director Phil Jenni – pjenni@wrcmn.org

Night of the Wild Ones

“Thanks for coming tonight.” With those words, Executive Director Phil Jenni improbably welcomed people to WRC’s annual gala on September 24, 2020.

The 2020 “Night of the Wild Ones, “Festival of the Fox” was without a doubt the most difficult of the 18 galas we’ve held since 2013. In March, we had the basic outline of another spectacular summer event. By the beginning of April the whole world changed. But our event was scheduled for August, surely things would be better by then!

We held off on a decision and our amazing committee, led again by the enthusiasm and vision of Nancy Lindley, spent countless hour redesigning and reimagining an event that was safe and appropriate for the times.

There was no doubt that it was a scaled back affair. We consulted with the MN Department of Health and followed their guidelines. Participants were required to wear masks and social distance. Tables were placed at least 10’ apart and limited to six at a table. Instead of dancing we featured the wonderful Dan Newton and the Café Accordion Orchestra who serenaded us throughout the evening.

It's ironic that this year, when the logistics were the most difficult they've ever been, We honored the Oliver Family. Craig and Heidi Oliver, and family members Kristin and Jordan Anderson, have spent many years helping make this event what it is. Our 18th gala would not have been possible without them.

At the end of the night, 135 guests had a lovely time shopping the silent and live auction conversing with friends and family and enjoying the music. Best of all – we had an event and we raised \$70,000 during the evening.

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



Our 2020 honorees - Jordan and Kristin Anderson, and Craig and Heidi Oliver



The socially-distanced seating arrangement

