



SPAY AND NEUTER  
KANSAS CITY

# KEEPING PETS AND PEOPLE TOGETHER.

2018-2019 ANNUAL REPORT

# LEADING WITH *love*

Our purpose every day is to approach the Kansas City community with compassion and acceptance. And in 2019, as we began the move toward our rebrand, we took a hard look at all the ways we could amplify the good work we do in the community. At the same time, we didn't hold back, casting a critical eye toward the areas in our day-to-day operations that needed improvement.

After all, we want the expression of our new brand to be visible - not just in a name and logo - but in the many ways in which we have a positive impact on pets and their people.

Of course, the SNKC staff already have a well-earned reputation for being nonjudgmental, capable and kind. Still, one hallmark of ours is to always evaluate what we're doing and look at ways that we can do it better.

While our services didn't change dramatically in 2019, we did work hard on making our processes more efficient - to help clients move through wellness and surgery check-in/check-out more quickly. We also continued to implement changes that would provide additional support for staff.

In 2019, we also saw the vote to privatize animal control and, as the city began the transition and lost staff, stray calls to us and other rescue groups began to rise. We worked in partnership with several other organizations to help pick up the slack; sadly, the impact on the animals in Kansas City was all too visible.

I'm proud to say that, once again, our staff rose to the occasion. And they continue to do so. As we move closer to the rebrand and let our community know that we are a resource for all pet owners - regardless of what issues they face - we want them to trust that our response will always be, "how can we help?"

Our hope is that this report makes it clear how committed we are to the mission of keeping that promise and being a force for good in the community.

*Michelle Rivera*

CEO and Founder, Spay and Neuter Kansas City

# SUPPORT THAT HELPS FAMILIES STAY TOGETHER

We always operate with one clear truth: love is not measured by economics. That's why we made adjustments to our policies and also began working with staff to address all the ways we can help someone, even if they require the type of assistance we can't provide at our clinic.

So, as we entered 2019, we were determined to make sure people understood that our mission was, above all else, to do what it took to keep pets and people together.

We placed extra emphasis on shelter intervention, which matches the impending brand change more closely. It also helps us address the root cause of pet homelessness in the communities we serve. For instance, we know there are many reasons why someone can't keep a family pet or, for that matter, get one in the first place. Many times, we helped families overcome those reasons so those animals could stay in their homes with the people who loved them.

This approach helped us impact the lives of pets through:



## EDUCATION

- Customer service
- Community partners
- Canvassing
- Event booths
- Nonjudgmental and compassionate approach to all
- Dog training
- Video series about key topics and stories
- Newsletter with helpful hints



## WELLNESS

- Walk-in vaccination clinics
- Off-site clinics in underserved areas
- Testing
- Basic visual exams
- Flea, tick and heartworm prevention



## RESOURCES

- Spay / neuter
- Pet food
- Pet supplies
- Special medical

# 2019 OVERVIEW

MAKING A BIGGER IMPACT:



**41,105**

TOTAL CLIENT  
CALLS



WELLNESS  
CLINIC VISITS

**13,527**

**43,000 LBS**

PET FOOD  
DISTRIBUTED



**26,590**

TOTAL PETS  
SERVED



**10,898**

SPAY/NEUTER  
SURGERIES



ACTIVE  
VOLUNTEERS

**104**

# 2019: PROGRAM OVERVIEW



## SPAY AND NEUTER

The year started off with one veterinarian retiring and another returning to private practice. Unfortunately, that required us to close our Kansas City, Kansas, clinic.

Despite the brief disruption and cutting back to just one location, our volume was fairly consistent, only dropping by a total of 240 surgeries from the previous year. Most importantly, however, we hired two new veterinarians and we were able to continue providing support to pet owners throughout the metro.

### HIGHLIGHTS

**10,898** surgeries performed



## WELLNESS

For many of the clients we serve, there are few - if any - possibilities for them to get the basic disease and parasite prevention they need for their pets. Whether it's economics, an issue with transportation or a lack of access in their neighborhoods, many of them struggle with getting care for their four-legged family members.

That's why our Wellness Care Clinic is so important to the community. And in 2019, we wanted to reach as many people as we could; in particular, our efforts focused on providing comprehensive education and services related to parasite prevention.

Once again, we partnered with Bayer for our Fight the Bite campaign. That effort, along with neighborhood canvassing, contributed to a dramatic increase in the number of pets we helped.

### HIGHLIGHTS

**13,527** pets seen in our wellness clinics (an increase of nearly 2,000 pets)

**9,444** heartworm tests performed (more than double the previous year)

**6,905** Bayer flea, tick and heartworm doses (all formulas) and collars distributed



# ON THE STREETS WITH OUTREACH

The SNKC outreach team continued their efforts in Kansas City, often hitting the streets six days a week with just a couple of goals in mind: to help pets in need and to make resources available to the public.

They work in all types of conditions with all types of people, and often confront a number of very different situations each day. Their efforts are leading the shelter intervention charge. That might mean helping a homebound person with some cat food, working directly with animal control to provide a dog house and straw to a struggling family, helping someone fight a flea infestation, educating pet owners on a number of different topics—and everything in between.

## HIGHLIGHTS

**43,000** lbs of pet food distributed to families, rescues and shelters

**43** dog houses provided

**242** people participating in our pet food pantry

**303** doses of flea treatment distributed

With the transition in animal control starting to have a big impact in 2019, our outreach team also spent more time getting strays off the streets and into the shelter. Their biggest effort for the year, as in years past, was to make sure families with pets knew they had someone to lean on in times of need.

“

I appreciate the friendliness of the crew and the timeliness in which they work. I especially appreciate the love they show toward the animals.”

- TANIELE F

# COMMUNITY CLINICS

Our community clinics are critical in helping us reach further into underserved areas of the city. They are managed by our outreach team with the purpose of providing basic vaccine protection for pets who might not be able to get it otherwise.

They are also important because they help us increase engagement, build trust, educate residents on pet health and provide them with resources. We also encourage those with intact animals to contact us for a spay or neuter.

Although we held three more clinics than we did the previous year, the number of pets seen overall declined some. Still, we believe this is an area of growth for the organization because it serves communities that lack access to the kind of services we provide.

## HIGHLIGHTS

**22** clinics held

**3,328** pets seen

“Spay & Neuter Kansas City was absolutely top notch professional and organized. The impressive staff all know how to expertly take care of both their human and furry clients.”

- LETY M.





# IN A TIME OF NEED: THE EMERGENCY MEDICAL FUND

The SNKC Emergency Medical Fund, with continued funding from the Mary Reed Family Foundation, Petsmart and a number of generous donors, is there in times of need, helping 110 animals in 2019.

One of them was Precious. Her owner, Marie, brought her to us with tears in her eyes. “I need someone to take her,” she said. “She stopped eating. I knew it was getting serious and that she was in pain. All I could think was that someone could help her more than I could.”

Marie loved her dog so much that she was willing to give her up to see that she got the care she needed. But, sadly, this isn't uncommon. Good people who love their pets come to a point where an emergency or urgent issue meets head-on with economic reality they're in. The only step then, is to let go of a loved family member to ensure they get the care they need.

Since our mission is to keep pets and people together, the Emergency Medical Fund is an incredible resource to help do just that and, in many cases, save lives. We have formed a number of partnerships with full-service veterinary clinics around town who have agreed to help at a reduced cost. Now, instead of families being broken apart by issues they can't control or afford, we're able to make sure those families stay together.

For Precious, the issue was a mouthful of infected teeth, which caused her pain. “I didn't want my dog to suffer,” said Marie. “I've had teeth trouble myself so I know how awful that is.”

Using the Emergency Medical Fund, we were able to get care for Precious, who then returned home and is now doing wonderfully. “I'll do anything to help for what you've done for me,” Marie concluded.



# FUNDRAISING OVERVIEW

Because we ask our clients to contribute as much as they can for the care and services they receive, that helps us utilize donations and grant support to extend our efforts to even more pets. Of course, that does not mean we turn people away who can't pay; rather, our approach is to ask them to pay what they can. Donations and other support helped make up the remainder and subsidize those who couldn't afford to pay anything or could only cover a fraction of the costs.

**LARGEST INDIVIDUAL GIFT**  
**\$25,000**

**ANNUAL CLIENT DONATIONS**  
**\$43,897**  
 Paw It Forward

**ACTIVE DONORS**  
**1,388**

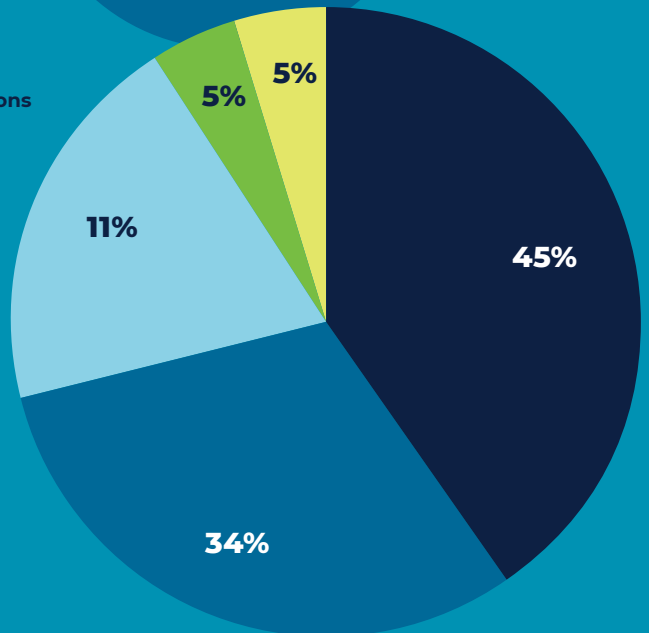
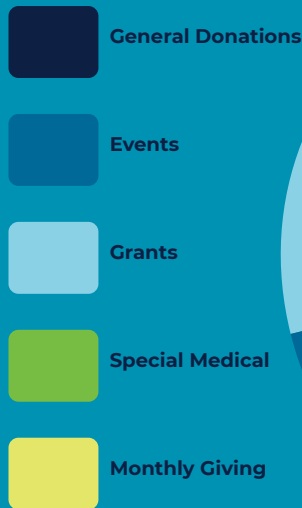
**LARGEST ORGANIZATION GIFT**  
**\$35,000**

**ANNUAL PAWS FOR A CAUSE DONATIONS**  
**\$22,288**

**SPECIAL MEDICAL RAISED**  
**\$23,672**

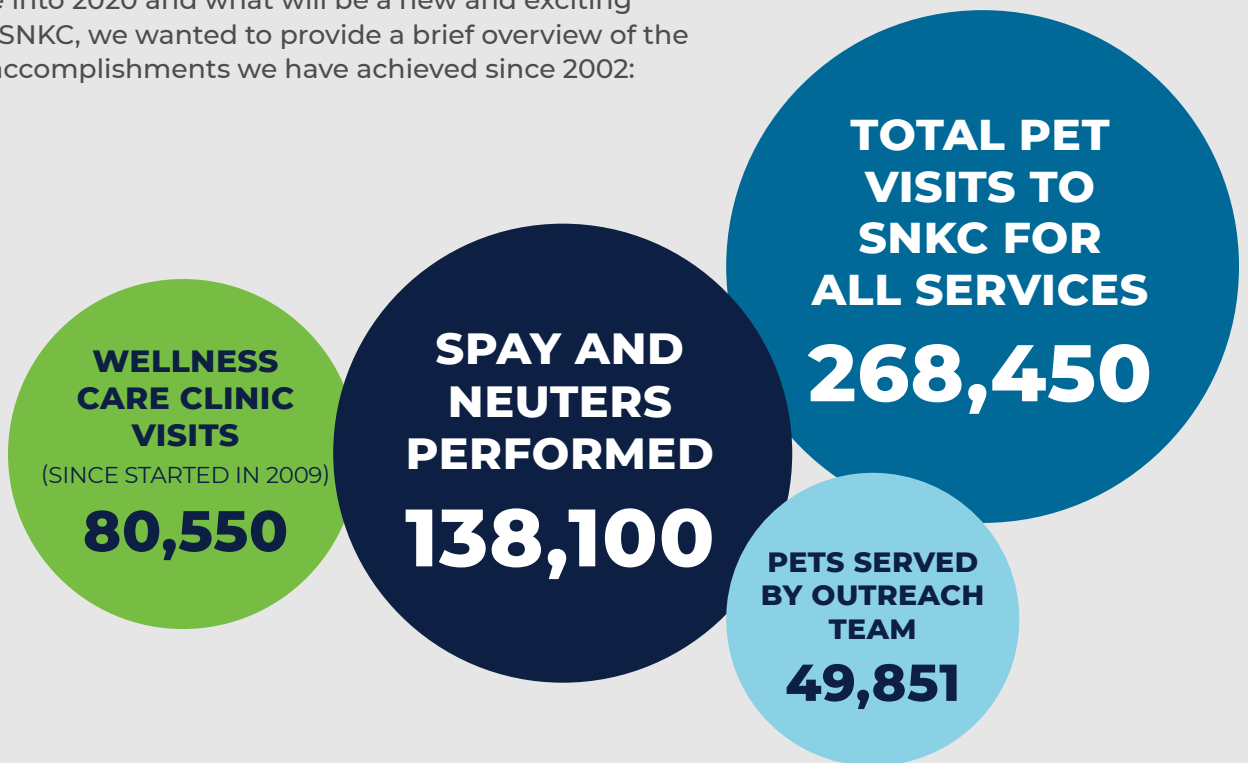
**ANNUAL GALA**  
**\$151,000**

<b>General Donations</b>	\$203,143
<b>Events</b>	\$151,005
<b>Grants</b>	\$47,000
<b>Special Medical</b>	\$23,672
<b>Monthly Giving</b>	\$22,288
<b>Total</b>	\$447,108



# LOOKING BACK

As we move into 2020 and what will be a new and exciting chapter for SNKC, we wanted to provide a brief overview of the important accomplishments we have achieved since 2002:



THIS HAS HELPED CONTRIBUTE TO A:

**30%** REDUCTION IN ANIMALS GOING INTO SHELTERS

**30%** DECREASE IN STRAY CALLS TO THE CITY

**50%** DROP IN ANIMAL CRUELTY CALLS

# & MOVING FORWARD

Although we won't reveal the new brand just yet - we do want to help everyone understand how we'll define our commitment through our updated core values and customer service motto.

## CORE VALUES

Our commitment to the community begins with our commitment to each other. These core values reflect that dedication to one another, our service to pets and people and passion for our mission.



### BE HELPFUL.

We are driven by a desire to help and create positive outcomes for all pets by providing nonjudgmental support and collaborating with other organizations.



### BUILD TRUST.

Our organization is committed to being a safe and trusted resource for our community to ensure that no one is denied the love of an animal due to limited resources.



### BE COMPASSIONATE.

Our positive and supportive environment is a reflection of how we care for the wellbeing of pets and people, as well as each other. We are dedicated to making a difference in every community we serve, every day.



Amazing helpful staff who truly seem to care about the animals and getting you exactly what you need..."

- JENNI S.

## CUSTOMER SERVICE MOTTO WE C.A.R.E.

**C**REATE OPEN AND HONEST RELATIONSHIPS.

**A**LWAYS FIND A WAY TO HELP.

**R**EST ON EXCELLENCE, EMPATHY AND COMPASSION.

**E**NRICH THE LIVES OF PETS AND PEOPLE THROUGH COMMITMENT TO OUR MISSION.

## BOARD OF DIRECTORS

Mike Black, President  
Bryan Reed, DVM, Secretary  
Michelle Rivera, Treasurer  
Pat Pheffer, Board Member

## SENIOR OFFICERS

Michelle Rivera  
CEO and Founder  
michelle@snkc.net  
816-353-0940 x12

Amanda Gatten  
COO  
amanda@snkc.net  
816-353-0940 x 28

## LOCATION

1116 E 59th  
Kansas City, MO 64110

Mailing address  
PO Box 410303  
Kansas City, MO 64141

Visit [snkc.net](http://snkc.net) or email  
[snkc@snkc.net](mailto:snkc@snkc.net) for more  
information, to donate, or to  
volunteer.

Audited financials can be  
found through [guidestar.org](http://guidestar.org)  
or [growyourgiving.org](http://growyourgiving.org)  
EIN: 82-0563117



**SPAY AND NEUTER  
KANSAS CITY**

