



LEADING WITH LOVE.

2020 Pet Resource Center of Kansas City
Fiscal Annual Report

LEADING THE CHARGE

TO KEEP **PETS AND PEOPLE** TOGETHER

This year was more than just a challenge. It was a year that helped us redefine who we are and what our role is in the community. A year that brought out the best in our staff and supporters. A year that showed us a new way forward, allowing us to innovate and grow.

It took us by surprise, as it did everyone. And while a global pandemic wreaked havoc and uncertainty reigned, we had important decisions to make: how to move forward, how to continue helping people and their pets, how to keep everybody safe.

Giving up was never an option.

And why would it be? We don't let obstacles get in the way of what we do. Not even a pandemic. The path wasn't always easy, and it was fraught with uncertainty, but we moved on, and we did it quickly. Always with our supporters helping us move forward. They knew as much as we did that pets - and their people - needed us. Safety was fundamental, and our staff worked tirelessly to develop new processes to keep people safe while providing the same level of care and customer service as always.

While we had to shut down briefly, it allowed us time to reconfigure and make sure that we were going to meet the needs of the community as they grew and changed. Because they would grow and change, and we needed to be ready.

We'd already begun preparations for our rebrand to Pet Resource Center of Kansas City, in order to make it clearer to everyone exactly what we're here for: to be a resource. Where would those people go with their pets if we weren't there to provide low-cost services?

The rebrand rollout went very well and better represents the entirety of what we do. We're not just a spay/neuter clinic. We don't just do vaccinations. We're not just an outreach group. We're all of those things and more. And when pet owners have nowhere else to turn, we want them to turn to us.

We hope this report makes clear our commitment to the mission of honoring the bond between pets and people wherever we find it, and always finding new ways to reach those who need our help in the community and beyond.

Michelle Rivera
CEO and Founder



2020

PROGRAM OVERVIEW

SUPPORT THAT **HONORS** THE HUMAN-ANIMAL BOND

Our mission—the bedrock of our work—is to do whatever’s necessary to keep pets and people together. No matter what. As you’d expect, a global pandemic complicates that more than a little, while making our mission much more critical. This is especially true considering that, even in good times, nearly half of all animals in the shelter are there because their families relinquished them... often for financial reasons.

That’s why this year focused on finding new ways to say “yes,” on finding a way to make things happen. We have an experienced, skilled team that knows how to help a pet owner, even if what they need is something we don’t provide in-house. Referrals, emergency assistance, resources; whatever it is, we can connect the pet owner with what they need. We even developed a low-cost, at-home treatment plan for parvo, which has seen an increase in the community because folks simply hadn’t been able to get their pets vaccinated.

In this critical time, we were more determined than ever to provide the community with:

EDUCATION

- Customer service
- Community partners
- Canvassing
- Event booths
- Nonjudgmental and compassionate approach
- 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



2020 HIGHLIGHTS

MAKING A BIGGER IMPACT:



66,970

TOTAL CLIENT
CALLS

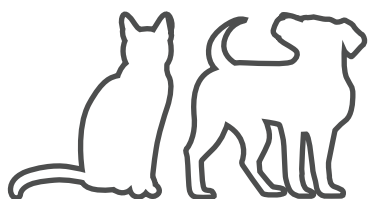


WELLNESS
CLINIC VISITS

13,068

100,900 LBS

PET FOOD
DISTRIBUTED



23,882

TOTAL PETS
SERVED



8,206

SPAY/NEUTER
SURGERIES



PARASITE
PREVENTION
DOSES

10,766

SPAY AND NEUTER

KEEPING THE PET POPULATION UNDER CONTROL

With 18 years under our belt, and closing in on 150,000 surgeries, the year started off strong. But as the pandemic hit, services were halted for several weeks while we determined our next steps so that when we started back up, we could hit the ground running. We promoted Dr. Jessica Nichols to Chief Veterinarian, and she's led us through the pandemic very adeptly, refining our practices to help us streamline the surgery process in this new time.

Combined with the development by our leadership team of a new drive-up system for surgery drop-off and pick-up, we were able to get back up to speed in relatively short order, to continue providing the same amount of spay/neuter surgeries per day as we were before the pandemic hit.

Our total number of surgeries performed for the year was a little lower than our normal 11,000 or 12,000, which is to be expected given the circumstances. Regardless, our ability to quickly ramp back up to our regular numbers has had a real impact on the number of pets in shelters and on the streets.

Highlights

8,206 surgeries performed

WELLNESS

PREVENTION IS KEY

The development of the drive-up system also allowed us to restart vaccination and wellness services in a way that minimized contact and maximized use of time. After our initial launch of drive-up services, the crush of clients who were behind on services almost overwhelmed us at times. These services were sorely needed, this year more than ever, with folks struggling even more than normal because of lost jobs or reduced hours at work.

Beyond our normal wellness services, Dr. Nichols also implemented a new low-cost procedure for treating parvo, which we began seeing more and more cases of as folks fell behind on their vaccinations. It was critical that we develop new ways of helping, new ways of reaching out to the pets and people who needed us most.

Highlights

13,068 pets seen

5,934 heartworm tests performed

10,766 flea, tick and heartworm doses distributed



2020 PROGRAM HIGHLIGHTS



OUTREACH

HELPING THE COMMUNITY HOWEVER WE CAN

As one of the metro's first pet outreach programs, we know the impact that being out in the community makes. And with the year creating havoc in people's lives, many folks were just trying to keep things together. We couldn't rest. There was too much at stake. The struggles we saw this year were beyond what we'd seen previously. With our focus on shelter intervention, this was a critical time for our team to be on the streets, helping where they could.

And that didn't just include keeping pets in loving homes. It meant covering the gap left by the privatization of animal control, responding to loose or lost pet calls, scouring the 311 call logs to find the places where people needed help the most.

But it was our food pantry that really got the workout this year. With folks out of work and struggling, we were inundated with calls for help with food, and the numbers show that. We saw an over 50% increase in the amount of food we distributed this year. Not only did this help folks worried that they'd have to relinquish their pets for lack of ability to get them food, but it helped out other organizations as well. We share the wealth with other groups doing this work in the community, knowing that they have clients to help that we don't see. Combined, our reach was far greater than it would be alone.

Highlights

100,900 lbs of pet food distributed

41 dog houses provided

149 people participating in our pet food pantry

400 doses of flea treatment distributed





COMMUNITY-BASED SERVICES

OFF-SITE AND DRIVE-THRU CLINICS

Our off-site clinics were a way to help the community. We hold them in churches, community centers, gymnasiums... any place that can fit the number of pets and people we'd see. Incredibly busy, and often in enclosed spaces, that was no longer an option once the year took its turn.

But these clinics are needed by the people we serve. They're a lifeline into underserved communities which are often vet deserts or areas where access to affordable pet care is scarce. Leaving those communities in the lurch would have meant more pets going without services, spreading diseases, or possibly getting relinquished by their owners because they felt they couldn't give adequate care.

Which meant that we needed to find another way to help, and setting up Drive-Thru Clinics fit the bill. It took a couple of months to work out the logistics and to partner with organizations with enough space to accommodate us, but we're proud to say that our Drive-Thru Clinics are just as popular as the old Community Clinics, but much safer during a pandemic.

Highlights

14 clinics held

1,227 pets seen

MOBILE VACCINATIONS

GOING WHERE THE NEED IS

Our need for innovation didn't stop with redesigning and re-creating our off-site clinics in a way that allowed us to continue reaching new people in unprecedented times. We knew from the information coming in from the communities we serve that the need was much greater, that there needed to be a way to bring vaccinations to folks who we couldn't reach any other way.

And our mobile vaccination unit was born.

While at first our mobile vaccination unit focused on simply filling up the schedule, it became clear that one of our biggest areas of focus needed to be puppies and kittens, as the flow of nature stops for nothing, and folks found themselves with puppies and kittens in need of protection from preventable diseases. The uptick in parvovirus cases, in particular, concerned us, and we quickly included specific days in what became known as Puppy and Kitten Patrol.

Highlights

540 pets seen

99 puppies and kittens boosted



FUNDRAISING

KEEPS US MOVING

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 doesn't 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 to make up the remainder and subsidize those who couldn't afford to pay anything or could only cover a fraction of the costs.

ANNUAL
CLIENT
DONATIONS
\$21,305

LARGEST
INDIVIDUAL
GIFT
\$25,000

LARGEST
ORGANIZATION
GIFT
\$25,000

ANNUAL
GALA
\$205,285

SPECIAL
MEDICAL
RAISED
\$12,541

General Donations	\$481,860
Events	\$205,285
Grants	\$63,775
Special Medical	\$12,541
Monthly Giving	\$15,331
Total	\$778,792



THE BIG PICTURE

As we move forward into our first full year as Pet Resource Center of Kansas City, we want to provide some insight into our successes since our creation in 2002:

**PETS SERVED
BY OUTREACH
TEAM**

52,459

**WELLNESS
CARE CLINIC
VISITS**

93,618

**SPAY AND
NEUTERS
PERFORMED**

146,306



KEEP ON MOVING

We're dedicated to growing and changing with the times so that we can reach as many pets and people as possible. We need to be able to constantly assess ourselves and how we work so that we can pivot to always provide the most value to a community that's facing different challenges. How do we anchor ourselves as we grow, so that we're still the same passionate, caring group of animal lovers we always were? Our Core Values always point the way.



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.

**OUR
CUSTOMER
SERVICE
MOTTO:**

**WE
C.A.R.E.**

C Create open and honest relationships.

A Always find a way to help.

R Rest on excellence, empathy and compassion.

E Enrich the lives of pets and people through commitment to our mission.



BOARD OF DIRECTORS

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

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KEEPING PETS AND PEOPLE TOGETHER.

