



PET RESOLUTION PROJECT



MEETING THE CHALLENGE.

2021 Pet Resource Center of Kansas City
Fiscal Annual Report

DOUBLING DOWN ON **SUPPORT** AND **LOVE**

After the tumultuous year of 2020, we weren't sure how 2021 would look for us. We knew that the need for programs like ours was growing as fallout from the pandemic took its toll on the underserved parts of our community. But we weren't sure how that need would manifest, what services would be needed the most. So we had to stay ready.

And as 2021 got underway... we learned what our true strengths were: the ability to pivot and devote energy where it was needed most. It was a year of growing. Growing to meet new challenges. Growing to take on the fallout from the pandemic and assist more pets than ever before. Growing to bring on board new treatments and new people.

We had to. Changes in animal control in our city, along with continued struggles related to the pandemic and the attendant economic ripples meant that being flexible was a must. It's a challenge that we embrace every day. The calls for assistance don't stop, so we needed to be at the ready.

The city needs us; pets and people need us. And we were determined to help as much as we possibly could.

That means meeting people where they are: in the suburbs or in rural areas, in a homeless camp in the northeast part of the city, or just down the street. They all deserve the love of a pet, and deserve access to affordable care. It was paramount that we do what we could to provide them with help and support so they could maintain the positive relationships they have with their pets.

To do this, we expanded our services. People didn't just need vaccinations and spay/neuter. They needed dentals for their pets, they needed heartworm treatment, they needed mass removals. We saw an uptick in parvo cases as more folks lapsed on their vaccinations because they simply didn't have the means. Providing affordable services allowed more pets than ever to get protected from this and other potentially fatal diseases.

We hope that this report makes clear our dedication to keeping pets and people together. Our growth has given us more staff and more resources to help our clients. This means more positive outcomes; even if we aren't able to help directly with what they need, we can help them get where they need to be.

We are, first and foremost, a resource for pet owners. A place of safety, where folks know they can get the help they need, and find people who understand that to them, their pet means everything. We are honored to be that resource, to be that friend.



CEO and Founder



2021 PROGRAM OVERVIEW

SUPPORT THAT **KEEPS** PETS AND PEOPLE TOGETHER

As we addressed the pressing issue of finding ways to help our expanding client base, we were concerned that we wouldn't be able to say yes as much as we wanted, that the need for basic services was so great that it would affect our ability to go above and beyond. We found instead that our team was more than up to the challenge.

Led by our amazing clinic team, we not only took care of the greater need for basic services, but we grew even more than we could have imagined, expanding our range of services to include not just basic vaccinations and spay/neuter, but affordable dentals, parvo and heartworm treatment, and more. This meant that when someone came to us, we could often help them in-house instead of referring them elsewhere. Providing affordable treatment ensures that pets get the help they need, regardless of their human's financial situation.

Our team worked harder than ever to provide the community with:

EDUCATION

- Customer service
- Canvassing
- Event booths
- Nonjudgmental and compassionate approach
- Dog training
- Video series about key topics and stories
- Newsletter with helpful hints
- Podcast
- Blogs

WELLNESS

- Spay/neuter services
- Vaccination clinics
- Off-site clinics in underserved areas
- Testing for heartworm, parvo, FIV/FelV
- Basic visual exams
- Flea, tick and heartworm prevention
- Dental clinic

RESOURCES

- Pet food pantry
- Pet supplies
- Special medical fund
- Financial assistance



2021 HIGHLIGHTS

SERVING MORE THAN EVER BEFORE



80,832

TOTAL CLIENT
CALLS

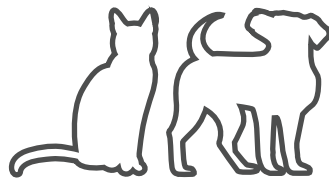


WELLNESS
CLINIC VISITS

16,909

22.8 TONS

PET FOOD
DISTRIBUTED



35,677

TOTAL PETS
SERVED



10,630

SPAY / NEUTER
SURGERIES



PARASITE
PREVENTION
DOSES

10,489



9,808

NEW CLIENTS

SPAY AND NEUTER

KEEPING THE POPULATION UNDER CONTROL

Spaying and neutering pets is the cornerstone of what we do. Beyond the health benefits, pets who are altered can't contribute to the huge number of unwanted litters of puppies and kittens that are born every year. Those litters help create overcrowding problems in shelters, where many of these pets end up, but it also means that there's another litter of pets that needs vaccinations and spay/neuter services themselves. It's a vicious cycle. That's why we consider spaying and neutering to be one of the most important services we provide.

The drive-up system we developed during quarantine last year has served us well, so we kept that intact to keep our clients as safe as possible.

With this system, we have been able to get back to pre-pandemic levels of service very quickly, and with a robust surgery team, we're able to be quicker than ever before while not sacrificing the individual care that we provide each and every pet who enters our doors.

Highlights

10,630 surgeries performed

WELLNESS

AN OUNCE OF PREVENTION IS WORTH A POUND OF CURE

This is where we really tried to innovate and find ways to offer even more affordable services for more comprehensive care.

Expanding our services in other areas allowed us to provide the maximum amount of support to clients. For example, the purchase of a dental machine allowed us to affordably help relieve pets of mouth pain and give them a better quality of life. When pets tested positive for heartworm, we were able to offer them effective, more affordable treatment at our clinic.

We worked hard to educate the community about parvo and how to handle puppies to keep them safe until properly vaccinated, and when we saw a puppy with parvo, we were able to offer affordable at-home treatment.

Our goal isn't just to provide the basics, but to be a resource for folks to get what they need when they need it most.

Highlights

16,909 pets seen

8,461 heartworm tests performed

10,489 flea, tick and heartworm doses distributed



2021 PROGRAM HIGHLIGHTS



OUTREACH

GOING WHERE THE NEED IS

Outreach is our boots on the ground team, going into the communities most in need of our services. They provide relief, whether that's in the form of drive-thru vaccination clinics, pet food pantry, donated flea/tick/heartworm prevention, or simply a wellness check to make sure everybody's okay. The privatization of animal control, along with fallout from the pandemic, has made their job much more essential. Scouring 311 logs for animals in distress, making the big trips to outlying areas in vet deserts, responding to calls coming into our call center; this is all just part of what they do, and it's been essential this year.

But in addition to that, our food pantry grew even more this year as more and more of those in precarious financial situations discovered that we were here to help. Providing food for pet owners in need is part of what we call shelter intervention. Rather than have a pet surrendered because the owner feels they can't care for them, we step in to provide assistance to make sure that pet stays in a loving home. This is the foundation of our outreach work, and with shelters and rescues overflowing with pets, this assistance was needed more than ever.

Highlights

43,974 lbs of pet food distributed

197 families participating in our pet food pantry

32 dog houses provided

960 doses of flea treatment distributed





COMMUNITY-BASED SERVICES

DRIVE-THRU CLINICS TO THE RESCUE

Getting out into the community makes it easier for those struggling economically to access our services. It also expands our reach to areas lacking veterinary care so that we can help as many people as possible. That's why our drive-thru vaccination clinics are so important. We realized that the drive-thru system we developed last year to keep everybody safe is actually faster than our in-person system. We can see more people, there aren't as many pets intermingling, and we can work faster, meaning that we can make a much bigger impact in the same amount of time.

In addition, our outreach team spent a lot of time going directly to clients, whether vaccinating adult dogs on our regular outreach days or going out for Puppy and Kitten Patrol, where we give boosters to puppies and kittens to make sure they're building up their immunity to disease. Not only was this more convenient for folks who might not have transportation to come to the clinic or one of our other events, but Puppy and Kitten Patrol helped us protect those little ones who are most in need of protection.

Highlights

5,255 pets helped through off-site services

1,529 pets helped through mobile services

120 mobile vaccination events held



VOLUNTEERS

KEEP THINGS MOVING

The work that we do every day here at PRCKC is made possible by people within our community helping us out. We're proud to say that our volunteer program has grown by leaps and bounds over the past couple of years, with more people getting involved, sure, but also more and more varied opportunities than ever before.

They assist us in running pets to and from cars, both bringing them in to get weighed and examined as well as bringing them back to their loving families at the end of the day. They work our drive-thru clinics, helping clients with paperwork or running pets to our mobile unit for services. They handle daily activities like laundry, putting together e-collars, and prepping microchips that keep us able to see upwards of 150 pets per day in our clinic. They fundraise for us, represent us at events, and take our mission to the next level, telling folks about us and what we do. And they don't just help us at our own events. They assist in our partnership with Uplift, joining our team in helping pets and people in homeless camps around the city.

Whether it's one person, a family, or company group that comes in like a whirlwind to take on a big project, we love the energy that our volunteers bring to our organization. They aren't just volunteers; they're part of our team.

Highlights

149 number of active volunteers

7,587 total volunteer hours

PET RESOURCE RADIO

BRINGING THE INFORMATION TO THE PEOPLE

Our podcast, Pet Resource Radio, has established itself as a resource for pet owners, or anyone just thinking about owning a pet. Filled with important, educational topics and engaging guests, the show continues and expands our mission of providing education to our clients.

Having such strong partners in the community who share our goal of providing education to pet owners allows us to call upon them to share their thoughts and views and discuss animal welfare issues in an open forum. Community partners like Wayside Waifs have come on to discuss upcoming events and talk about the work they do with humane education. The experts at Hill's Pet Nutrition have come on the show to give us information about what we should be looking at when we consider what we're feeding our pets, providing vital information that any pet owner can follow. And special episodes like our Pet Memorial Day episode allow us to turn the lens on ourselves and talk about the bond between pets and people, because we know it all too well.

To check out our podcast, scan the QR code below with your smartphone:



FUNDRAISING

SUPPORT FROM THE COMMUNITY

Our business model is unique. We ask people to pay as much as they can for services, and use donations and grant funding to subsidize treatment for those who can't pay or can only pay a fraction of the cost. Those who can pay, and make a donation on top of their affordable services, are paying it forward for those who can't. Combined with our regular donors, their contributions help us make the biggest impact possible.

The numbers look a little different than normal because we couldn't hold our annual gala due to the pandemic, but we're still incredibly proud of the investment our community makes in keeping pets with their loving families.

**ANNUAL
CLIENT
DONATIONS**
\$25,881

EVENTS
\$6,600

**MONTHLY
GIVING
(TOTAL)**
\$28,355

GRANTS
\$12,528

**SPECIAL
MEDICAL
RAISED**
\$16,802

General Donations \$384,286

Events \$6,600

Grants \$12,528

Special Medical \$16,802

Monthly Giving \$28,355

Total \$448,571



THE BIG PICTURE

As much as we're a forward-thinking, progressive nonprofit organization, we don't go anywhere without remembering where we've come from and how much we've already accomplished. Here's the impact we've made in the community since our inception in 2002:

**WELLNESS
CARE CLINIC
VISITS**

110,527

**SPAY / NEUTER
SURGERIES
PERFORMED**

156,936

**PETS
SERVED BY
OUTREACH
TEAM**

57,714

THE DRIVE TO KEEP MOVING

The animal welfare landscape is in a precarious state because of the effect of the pandemic on communities all across this country. The need for our work is greater than ever, and it's needed now. We have to pivot on a regular basis to focus our energy and resources where they're needed the most.

That means that no matter what, we keep moving, and we utilize everything at our disposal to help keep pets and people together.



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.**

Create open and honest relationships.

Always find a way to help.

Rest on excellence, empathy and compassion.

Enrich 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 LEADERSHIP

Michelle Rivera, Founder and CEO
Kristin Roth, Director of Community Engagement
Jess Nichols, DVM
Marta Andelson, DVM
Rebecka Noel, Director of Development
Scott Cotter, Communications Director



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Visit prckc.org or email info@prckc.org for more information, to donate, or to volunteer.



Audited financials can be found through guidestar.org or growyourgiving.org
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KEEPING PETS AND PEOPLE TOGETHER.

