



# Reflecting on a Year of Impact and Gratitude

2024 ANNUAL REPORT



**pet resource**  
CENTER OF KANSAS CITY

KEEPING PETS AND PEOPLE TOGETHER.

# Table of Contents

Letter from the CEO ..... 3

Executive Summary ..... 4

Impact Stories ..... 5

Donor Recognition ..... 6

Financial Transparency ..... 7

Metrics of Success ..... 8

Looking Forward ..... 9

2024 Highlights ..... 10

Acknowledgments ..... 11



2024

# Letter from the CEO



Thanks to you and our entire community, Pet Resource Center served more pets in 2024 than any year prior. More impressive than the number, 41,721, is the quality of care and compassion each of these pets received from our dedicated team of staff and volunteers.

We witnessed firsthand the power of collaboration, the dedication of our passionate donors, and the hard work of our staff and volunteers, all of whom have been the driving force behind the progress we've made. Your belief in our mission, your trust, and your commitment to making a difference have been the pillars on which we've built another year of success.

To our donors, your generosity continues to inspire and fuel our efforts. Every gift—whether large or small—has had a profound impact, enabling us to extend our reach, deepen our impact, and pursue new opportunities for growth.

To our partners, thank you for your collaboration and shared vision. You have been invaluable in helping us expand our reach to ensure anyone in the KC Metro can access our services. And we're just getting started - we are so eager to say yes to even more pets with your support.

And to our staff and volunteers, your tireless dedication and passion are the heart of everything we do. This year has presented its share of challenges, yet time and time again, you've proven that with resilience and creativity, no challenge is too big. Your commitment to the animals in our care is inspiring.

Our goal of keeping pets in their homes with the people that love them has never been more important to us than it is today, even though our services may look a little different each year as we adapt to the needs of our community members. Thank you for your continued partnership and belief in our mission—we are so grateful for each of you and excited about the journey ahead.

With deepest appreciation,

Kristin Roth  
CEO





# Executive Summary

Since 2002, we've grown from Spay and Neuter Kansas City into a vital resource for pets and families. While combating pet overpopulation remains our mission, we now offer vaccinations, wellness care, dental services, urgent care, outreach, and a pet food pantry—ensuring every pet gets the care they deserve.

## 2024 Milestones

**Best Local Charity**

**Best Veterinarian**

**Best Place to Work**

**Best Customer Service**  
*(Runner Up)*

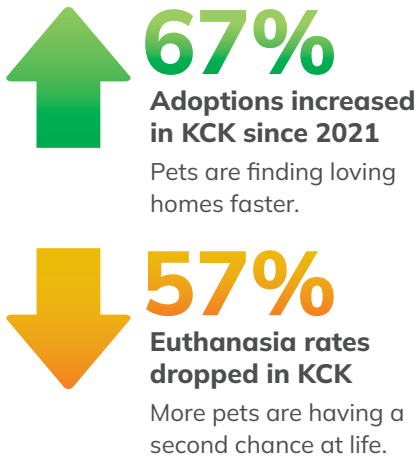
**Voted Best of KC**

As we reflect on our journey, we are honored to share that Pet Resource Center of Kansas City has been recognized by The Pitch's Best of KC in multiple categories—voted Best Local Charity, Best Veterinarian, Best Place to Work, and Runner-Up for Best Customer Service!



### Partnership with KCK Animal Services

Since Pet Resource Center of Kansas City became the official veterinarian for shelter pets at KCK Animal Services, the results have been nothing short of lifesaving.



These achievements have been made possible through our collective efforts in spay/neuter services, urgent care, and wellness programs—both at KCK Animal Services and at PRCKC. These significant improvements demonstrate the power of collaboration and the impact we can make when we work together. We're proud to be part of this positive change and look forward to continuing to make a difference in the lives of shelter pets throughout our community!

### Working With the Media

To further expand our reach and raise awareness about the vital services we provide, we've been working with a number of media channels, including Fox 4, KMBC 9, and KCTV5. Through these partnerships, we're able to share our mission and the impact we're making in the Kansas City community with an even broader audience.

### Building Improvements

As part of our commitment to serving the community, we're making significant building improvements with the support of our largest grant this year—\$104,977 from ReBuild KC. This funding allows us to upgrade our parking lot, add permanent potty pads for our patients, and add lighting to the entire exterior of our building for added safety. We're also investing in new equipment to enhance the care we provide, ensuring a better experience for pets and their families at our facility on 59th and Troost.



# Our Impact

Learn how PRCKC positively impacted pets and people in 2024 in these featured stories.

### Shadow's Second Chance

Shadow was found as a stray, sick with parvo and in desperate need of care. Her owner opened up his home to her, but couldn't afford the lifesaving treatment she needed. Thanks to the generosity of donors, we were able to cover the cost of her recovery and, later, her spay surgery. Now, Shadow is healthy, happy, and thriving—a testament to the power of donations to save lives and keep pets with the people who love them.



Shadow

### Mia's Miracle

Mia had just started her life with a loving family when she became gravely ill, unable to keep food or water down. Struggling with mounting vet bills, her family faced a heartbreaking decision: surrender Mia to a shelter or euthanize her. That's when they turned to Pet Resource Center of Kansas City. Dr. Nichols discovered a rubber toy lodged in Mia's intestines, causing a life-threatening blockage. Thanks to the generosity of our donors, Mia received the surgery she desperately needed and was given a second chance at life.



Mia

### How Kindness Can Change Lives

When a compassionate woman saw Brian, an unhoused man with his two dogs, Rascale and Kracker, outside a gas station, she stopped to talk. She built trust with Brian over the weeks and learned about his love for his dogs. Wanting to help, she reached out to us to arrange for Kracker, the puppy, to be spayed. Thanks to her connection, we were able to provide Kracker with surgery, vaccinations, and microchipping. We also donated food, blankets, coats, and other supplies to help both dogs stay warm through the winter. With her help, we were able to offer lifesaving care and support to both the dogs and their owner.



Rascale & Kracker

### Max Leo's Journey

Max Leo arrived at our clinic after his owner struggled to get his cat's splint changed at his regular vet. In a moment of uncertainty, he turned to us for help. Despite challenges communicating with his deaf owner, our team made sure Max Leo's care was clear, using sign language and written notes. After six weeks of splint changes, it became clear that Max Leo's leg wasn't healing as hoped, and amputation was necessary to relieve his pain. Unfortunately, his owner couldn't afford the surgery. Thanks to the Tails of Hope campaign and your generosity, we were able to provide the life-saving surgery Max Leo needed. Because of your support, Max Leo can now live pain-free with his loving owner, and we can continue offering hope to families facing similar challenges.



Max Leo





# Donor Recognition

## You Made This Possible

Thanks to the incredible generosity of our supporters, 2024 was a year of transformative impact. Six dedicated donors came together to match \$95,000 for our Tails of Hope campaign, doubling their donations to a combined \$221,678! Our community of 115 monthly donors provided consistent support, ensuring pets and their families received the care they needed. We are especially grateful to the Reed Family Foundation for their remarkable \$35,000 matching donation to Tails of Hope.

"Bob and I were introduced to Pet Resource Center of Kansas City (previously Spay and Neuter KC) over 10 years ago by friends. We were so impressed with their mission of helping keep pets with their families and out of the shelters. Through the years, their mission has expanded to be a complete pet resource center for the Kansas City community. We are proud to support this vital and merciful organization."

— Judith Tramposh  
PRCKC Donor



"Partnering with PRCKC helps us to deepen our connection with our neighbors and is another way we can show our commitment to being 'The Helpful Place'. It's a privilege to partner with such a trusted organization by offering community members access to their convenient services in the parking lot of one of our 30 KC Metro locations on Wednesdays throughout the year."

— Kelly Ediger  
Senior Manager  
Marketing & Community Relations  
Westlake Ace Hardware

## Volunteer Highlights



**Kaitlyn Carey**  
Kaitlyn's leadership and expertise have made a lasting impact on our programs. Since 2018, she has been a key part of our dog and puppy training classes and now serves as the team lead for our Pet Food Pantry events. Her dedication extends to Outreach and Urgent Care, where she volunteers whenever possible. Kaitlyn's commitment has been instrumental in expanding our pantry program, and we deeply appreciate her years of service.



**Heather Roe**  
Heather has been a dedicated volunteer since 2022, contributing an impressive 136 hours to our mission. The majority of her time has been spent supporting our Urgent Care team, but she has also lent a helping hand in our spay/neuter clinic and at Spay/Neuter Collaboration events. Her hard work and reliability make her an essential part of our team, providing invaluable support to our staff when they need it most.



**Alvin Ward**  
Since 2017, Alvin has been a dedicated member of our volunteer team, logging an incredible 2,210 hours of service! His unwavering commitment shines at our First Friday and drive-thru events, where he helps countless pets and families access vital care. Alvin's passion and reliability make a tremendous impact, and we are beyond grateful for all he does. Thank you, Alvin, for your years of service and for being an essential part of our mission!

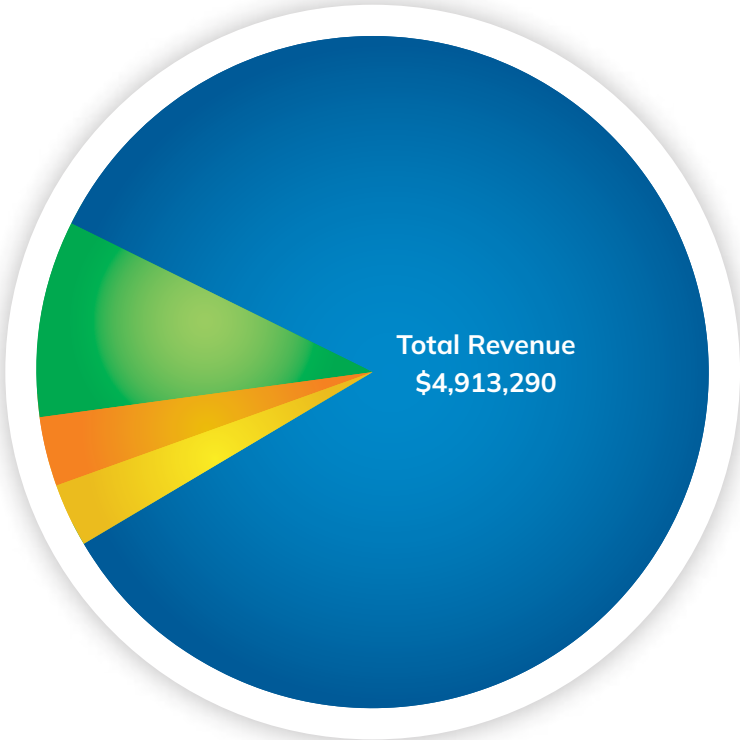
# Financial Transparency

## Calendar Year 2024

### Revenue Sources

- Veterinary Client Services**  
\$4,134,337
- General Donations**  
\$463,670
- Events**  
\$160,064
- Grants**  
\$155,219

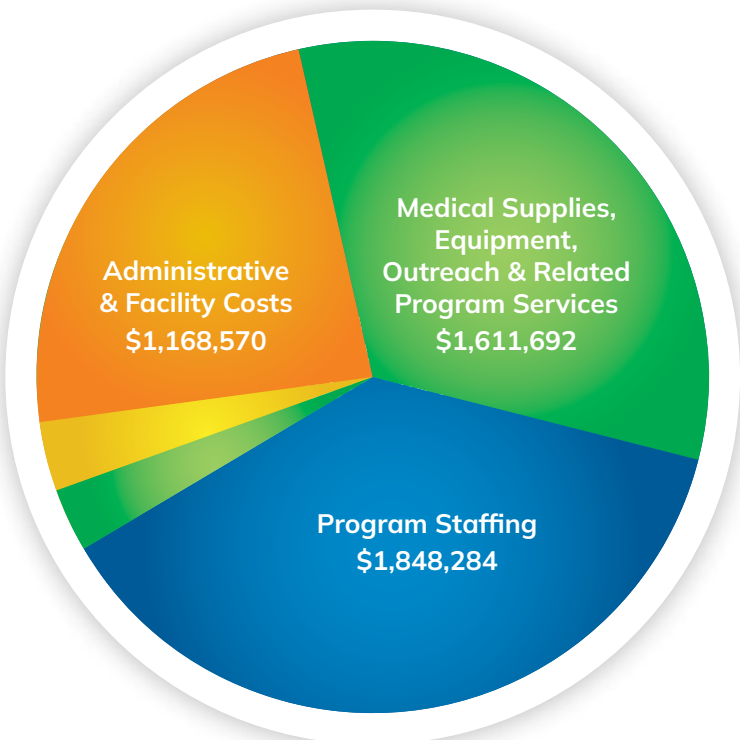
**Total Revenue**  
\$4,913,290



### Expenses

- Program Staffing**  
\$1,848,284
- Medical Supplies, Equipment, Outreach & Related Program Services**  
\$1,611,692
- Administrative & Facility Costs**  
\$1,168,570
- Fundraising, Marketing & Development**  
\$170,124
- Capital Improvements to Building**  
\$155,116

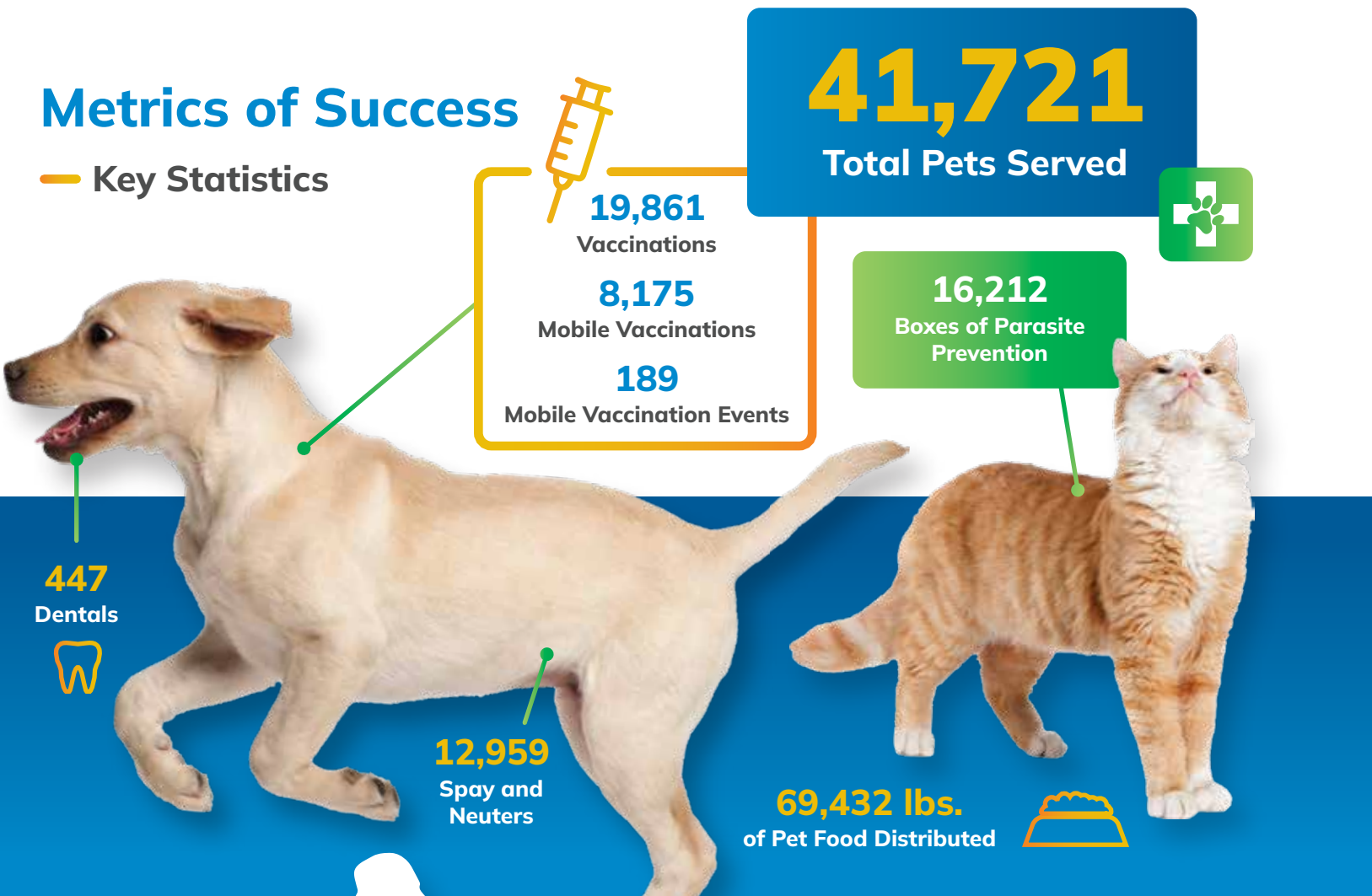
**Total Expenses**  
\$4,953,786





# Metrics of Success

## Key Statistics



## Campaign Results

### Giving Tuesday

We raised a total of \$7,075 on Giving Tuesday thanks to your incredible support! Our Giving Tuesday campaign featured a special post and newsletter about Pepé, a puppy who overcame parvo. Your donations directly supported Pepé's recovery and helped provide care for other animals in need!



### Tails of Hope Campaign

Thanks to your generosity, our Tails of Hope campaign raised an incredible \$221,678 from mid-November to December 31st, with \$95,000 of that matched! Through mailers, social media posts, and newsletters, we were able to raise these funds to help pets in urgent need, such as Bella, who needed treatment for an anal prolapse, and Max, who required care for a broken urethra. Your support provided critical care for these animals and many others. We are deeply grateful for your contributions which made this campaign such a success!



# Looking Forward

## Goals for 2025

### Expanding Our Impact

In 2025, we are focused on amplifying our community impact and increasing our capacity to serve even more pets and families. Our priorities include hitting our goal of completing 15,000 spay and neuter surgeries to reduce pet overpopulation, expanding microchip distribution to enhance pet safety, and offering increased financial assistance and resources to ensure no pet is left behind. With these efforts, we aim to strengthen our mission and provide even more support to those in need across our community.

### Woof's Play and Stay Partnership

We are excited to announce several new initiatives and partnerships that will help us expand our reach and impact. We'll be partnering with Woof's Play and Stay, a national doggie daycare and boarding facility, to host vaccination clinics, providing more accessible care for pets.



### Spanish Speaking Assistance

We are committed to ensuring that language is never a barrier to pet care. Our team includes nine Spanish-speaking employees who help us provide compassionate, accessible services to the Hispanic community. To further enhance communication, we maintain a dedicated Spanish-language Facebook page, webpage, and informational email. Additionally, we're collaborating with La Grande, a Spanish radio station and newspaper, to strengthen our outreach and better serve Spanish-speaking pet owners. Through these efforts, we continue to expand our impact and ensure that all pet families, regardless of language, have access to the care and resources they need.



# 2024 Highlights



# Acknowledgments

— Special thanks to our donors, staff, volunteers, and community



We are deeply grateful to our donors, partners, staff, and volunteers for their unwavering dedication and support throughout the year.

Your generosity and hard work have made it possible for us to provide affordable, compassionate care to thousands of pets in need. Together, we have strengthened the bond between pets and their families, ensuring they receive the love and care they deserve. Thank you for being an integral part of our mission and for helping us create a healthier, happier future for pets and their people.



The Greater Kansas City Community Foundation chose to spend their corporate volunteer day with us, helping out in our pet food pantry, prepping supplies for surgery, and so much more.





### Board of Directors

Marcia Drumm, Board President  
Jennifer Nicholson, Board Member  
Dr. Wendy Noll, Board Treasurer  
Paul Weber, Board Member

### PRCKC Leadership

Kristin Roth, CEO  
Madison Brown, Marketing Director  
Kelsey Christopher, Administrative Director  
Cynthia Goldston, DVM  
Kiana Hess, Practice Manager  
Rae Lindsey, Director of Community Engagement  
Elin Maki, DVM  
McKenzie Salcedo, Medical Manager  
Melia Washington, Chief DVM  
Bre Wasinger, Volunteer Services Manager

### Volunteer



### Donate



### Amazon Wishlist



### Donate Online

[prckc.org/donate](http://prckc.org/donate)

### Donate In-person

5829 Troost Ave.  
Kansas City, MO 64110  
Monday-Friday  
8am-4pm



### Location

1116 E 59th St.  
Kansas City, MO 64110



816-353-0940



[info@prckc.org](mailto:info@prckc.org)



KEEPING PETS AND PEOPLE TOGETHER.



2024