



State of WRC Report

2010 was a very good year for WRC

Highlights

- Record number of patient admissions
- Best animal treatment outcomes ever
- Most volunteers and most hours donated
- Successful financial year, despite trends
 - Highest operating revenue and overall revenue
 - Healthy budget surplus: about 9 percent
 - State appropriation for building loan - \$435,880 paid off loan
- Strong media presence and online expansion
 - More media stories
 - Expanded Web site and ecommunications attracted more visitors



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Animal Care

- In 2010, WRC admitted a record 8,632 animals
- 155 different wild species
- Admissions were up 332 from 2009 and 757 more than 2008.
- 9.6 percent increase in the last two years



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Animal Care

Five most common species admitted

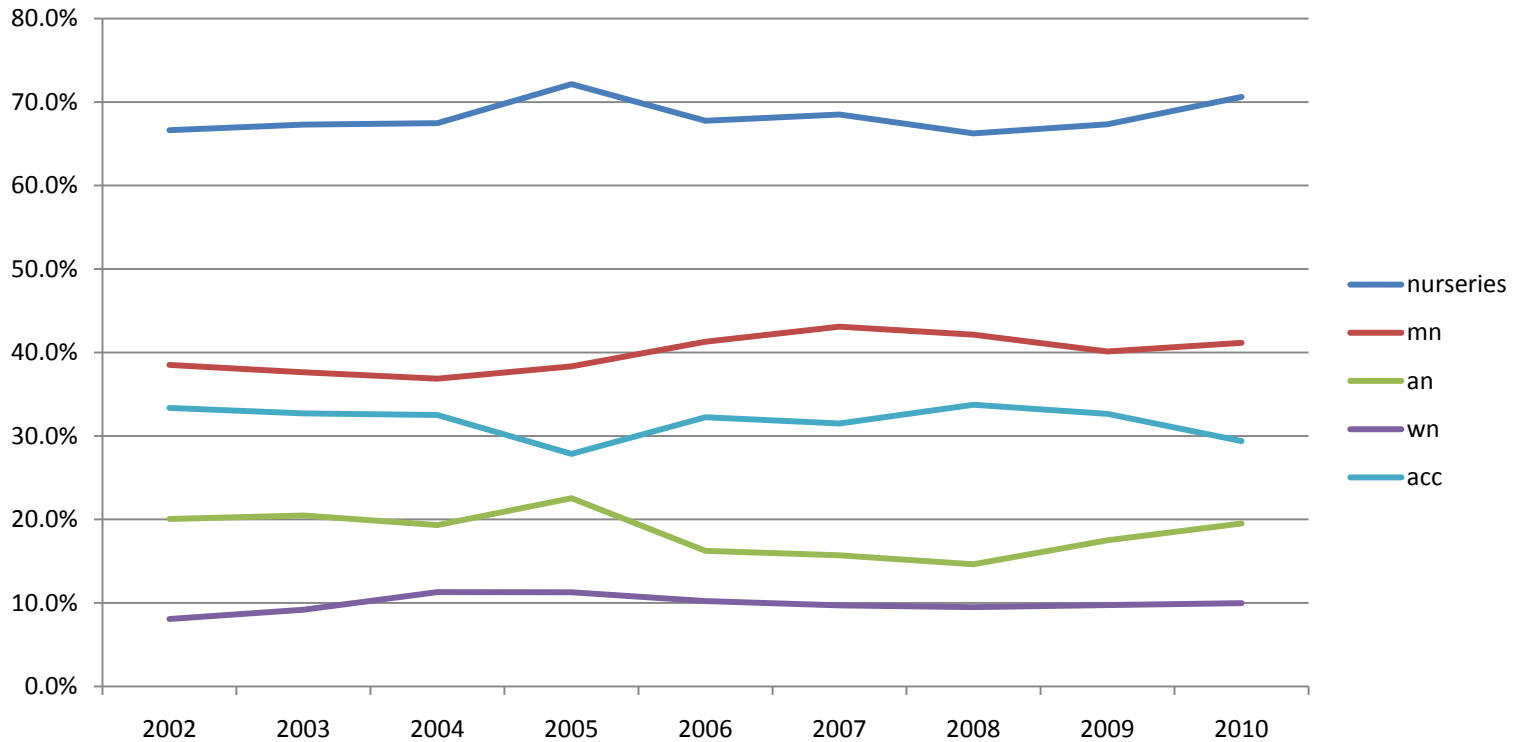
1. Eastern Cottontail Rabbit (2,226 in 2010; 2,591 in 2009)
2. Gray Squirrel (1,135; 921)
3. Mallard (687; 621)
4. Raccoon (410; 410)
5. American Robin (344; 334)



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Animal Care

Nurseries account for 70 percent of overall patients





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Animal Care Volunteers

- Nearly 600 volunteers in 2010: 25 percent increase from 2009
- Approximately 43,500 volunteer hours: equivalent of 21 full-time employees
- Adult animal care: 140 year-round volunteers donated about 19,000 hours
- Mammal Nursery had 200 volunteers: 13,200 hours
- Avian Nursery had 129 volunteers: 8,900 hours
- Waterfowl Nursery had 100 volunteers: 3,400 hours

Does not include student interns and externs, an estimated 15,000 hours.



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Financial Highlights

Preliminary results for 2010

- Operating revenue of \$759,000: highest in WRC's history
- Special appropriation for building loan of \$435,880 eliminated "mortgage"
- Total revenue of about \$1,195,000
- Operating expenses of \$694,000
- 2010 operating surplus of \$65,000



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Financial Highlights

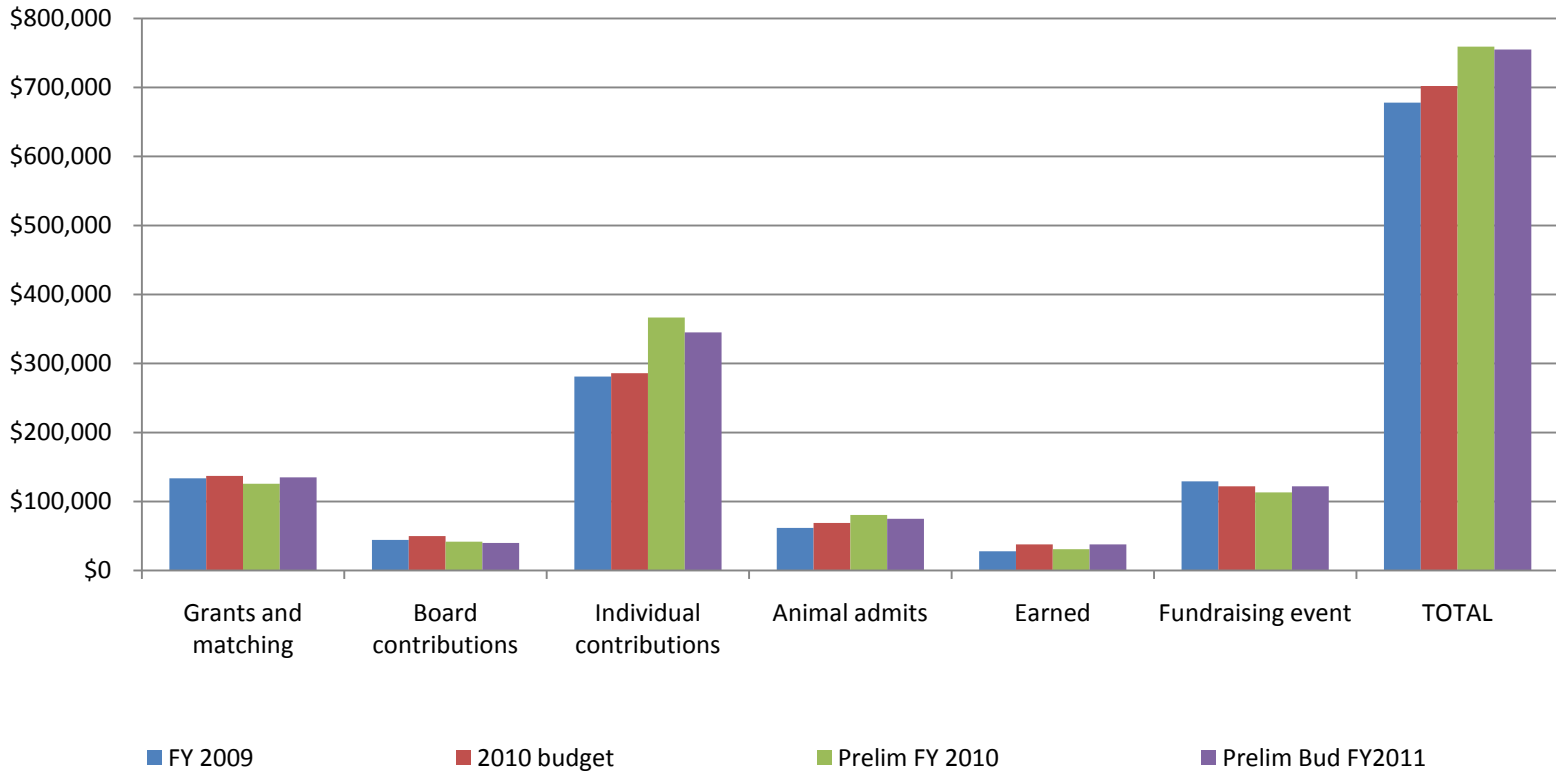
- 2010 was a net improvement of \$90,000 compared to 2009
- \$80,000 more revenue; \$10,000 less spending
- Results outperformed the budget



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Financial Highlights

Major revenue comparison, 2009, 2010 budget, actual 2011 budget

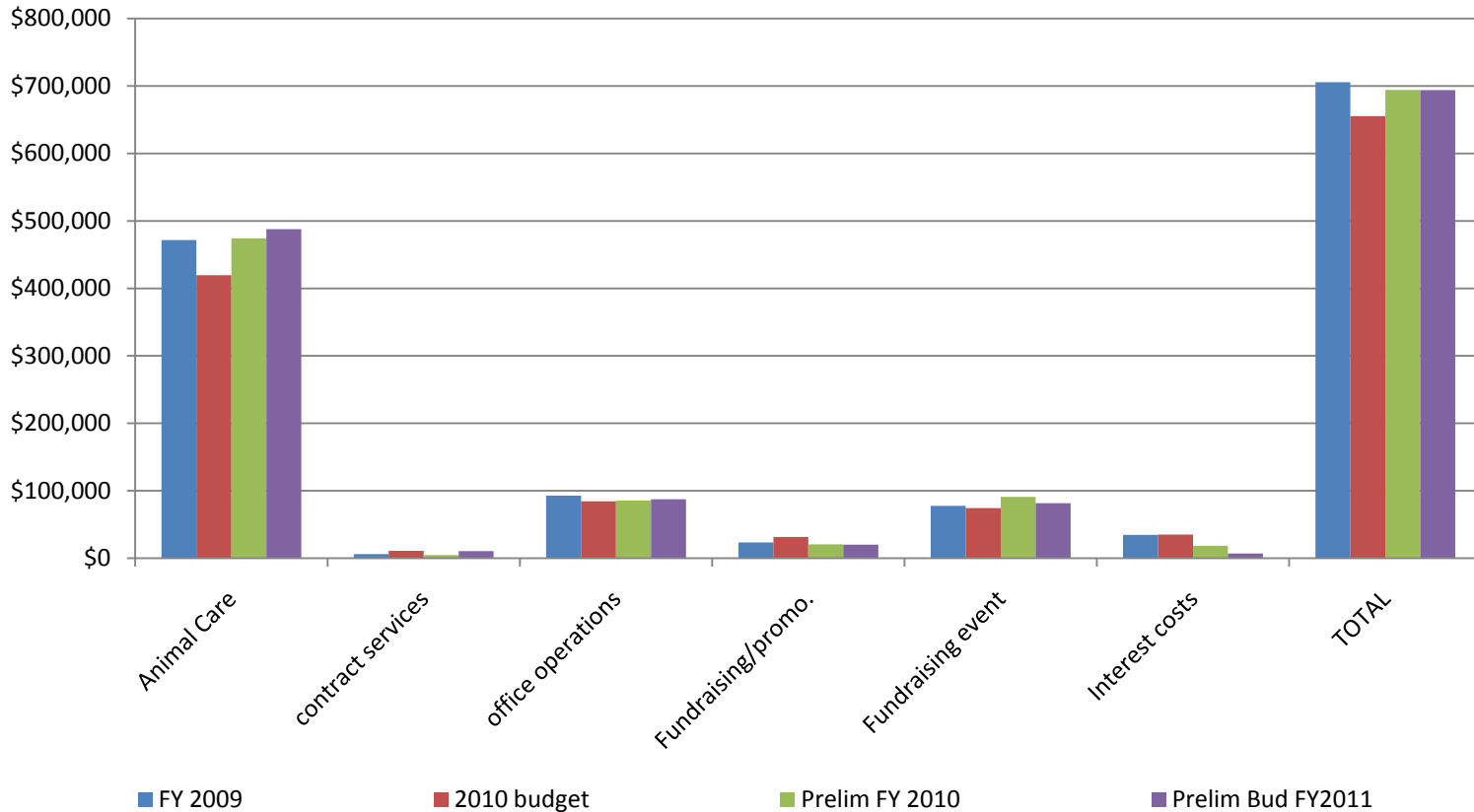




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Financial Highlights

Major expense comparison, 2009, 2010 budget, actual 2011 budget

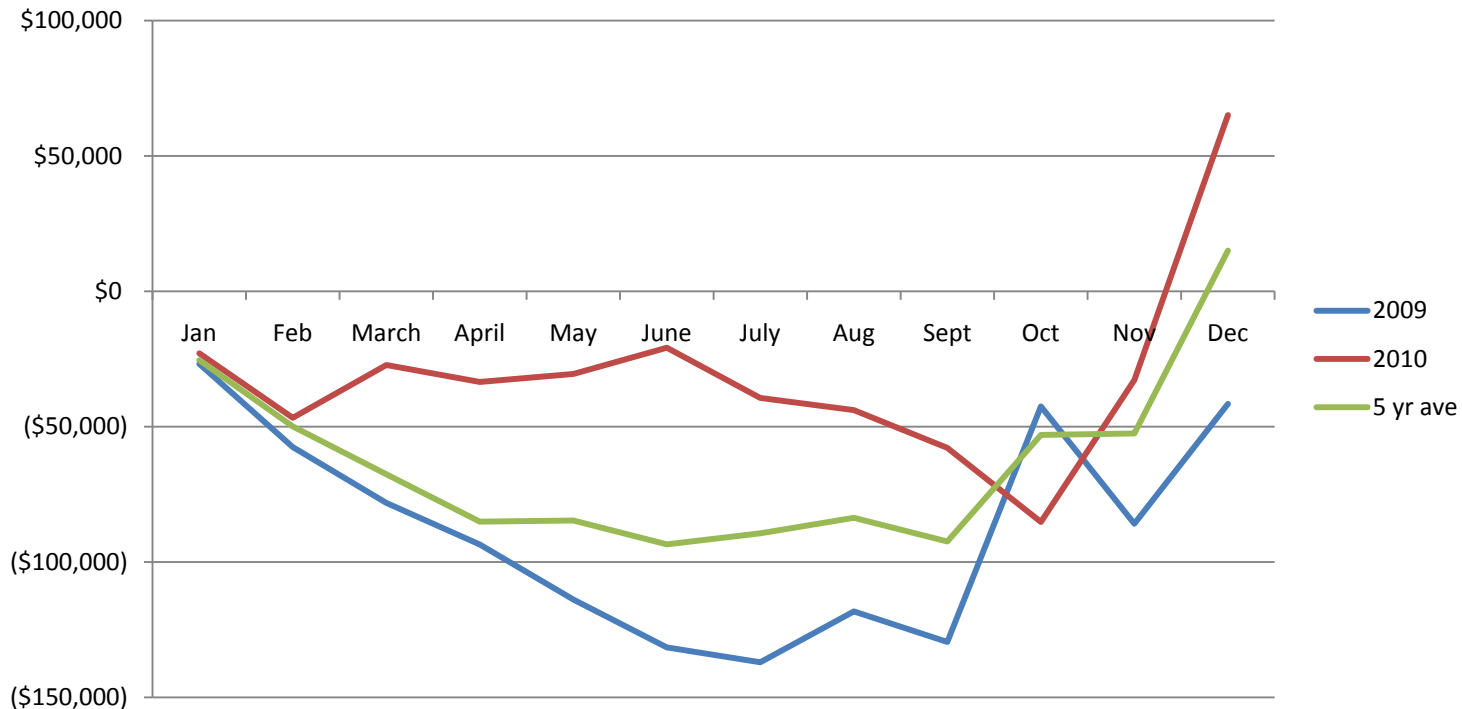




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Financial Highlights

- Two-year (2010 and 2011 projection) combined surplus
- Why is that important ? WRC's uneven revenue patterns mean we must borrow for cash flow





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Financial Highlights

Surviving the tough times

Giving Trends: Giving in Minnesota Dropped During Recession

- Individual donations accounted for 74 percent of all charitable giving in Minnesota in 2008.
- 7.7 percent decrease from 2007
- Only six percent of all giving in Minnesota is for environment/animals

Source: Minnesota Council on Foundations 01/27/2011



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Financial Highlights

Surviving the tough times

Total Charitable Giving in Minnesota, 2008*

- a: 74% Individuals
- b: 12% Corporate Foundations & Giving Programs
- c: 10% Private Foundations
- d: 3% Community/Public Foundations



* Due to rounding, figures do not add up to 100%.
 Historical giving data from IRS Statistics of Income, for the 2008.

Minnesota Grantmaking at a Glance, 2005-2008*

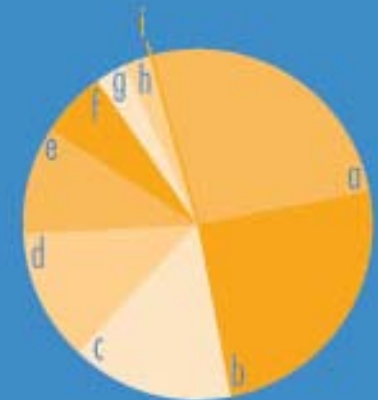
Dollars in millions.

	2005	2006	2007	2008
Total Grants Paid	\$1,021.79	\$1,162.86	\$1,371.10	\$1,421.06
Total Foundation Assets	\$15,744.92	\$17,066.66	\$19,549.71	\$17,298.11
Number of Grantmakers	1,378	1,398	1,429	1,467

* All values adjusted for inflation to 2008 dollars, using the Consumer Price Index.

Minnesota Grantmaking by Subject Area, 2008*

- a: 26% Human Services
- b: 25% Education
- c: 15% Public Affairs/Society Benefit
- d: 12% Arts, Culture & Humanities
- e: 10% Health
- f: 6% Environment/Animals
- g: 3% Religion
- h: 2% International Affairs
- i: <1% Other/Unknown



* Due to rounding, figures do not add up to 100%.
 Based on grants of \$2,000 or more made by a sample of 100 of the largest grantmakers in Minnesota.

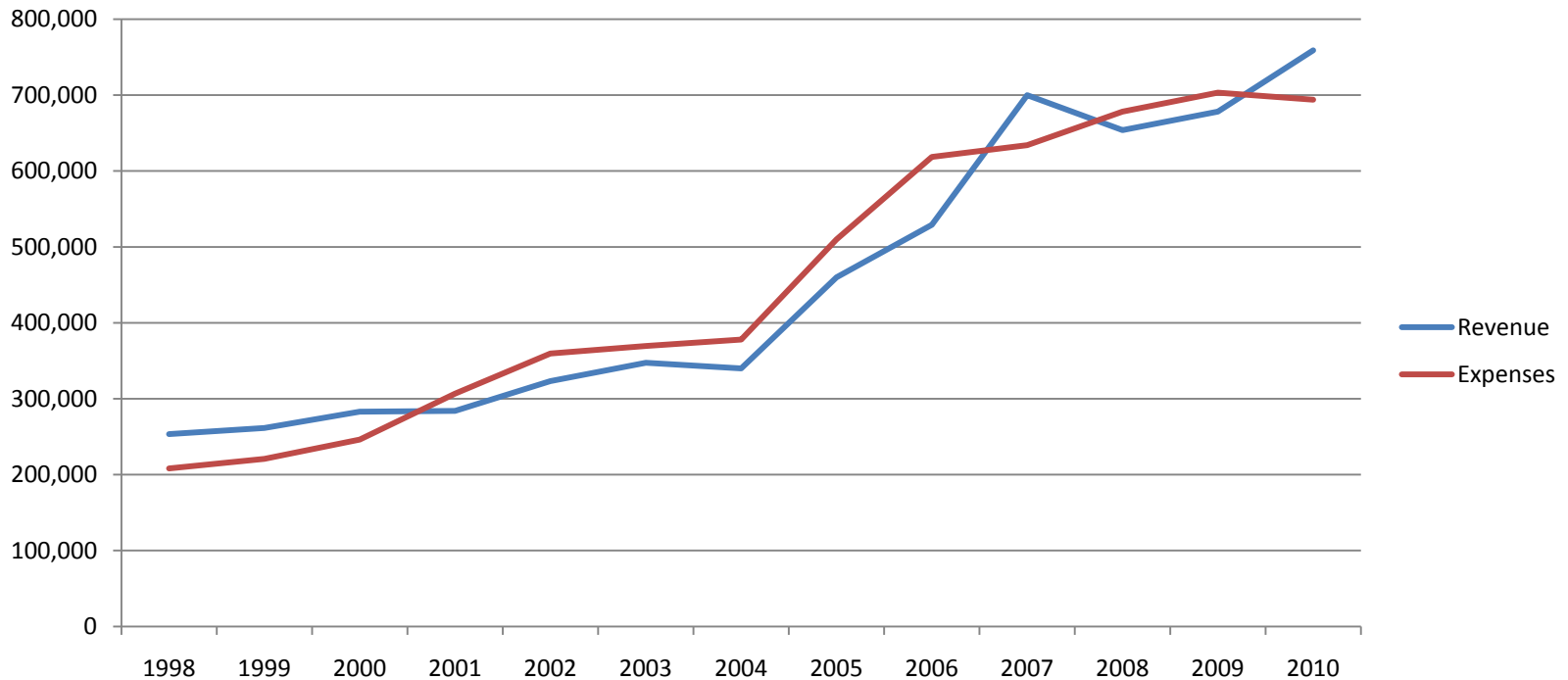


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Financial Highlights

Bucking the trends

197% increase since 2001– 21.9% annual rate



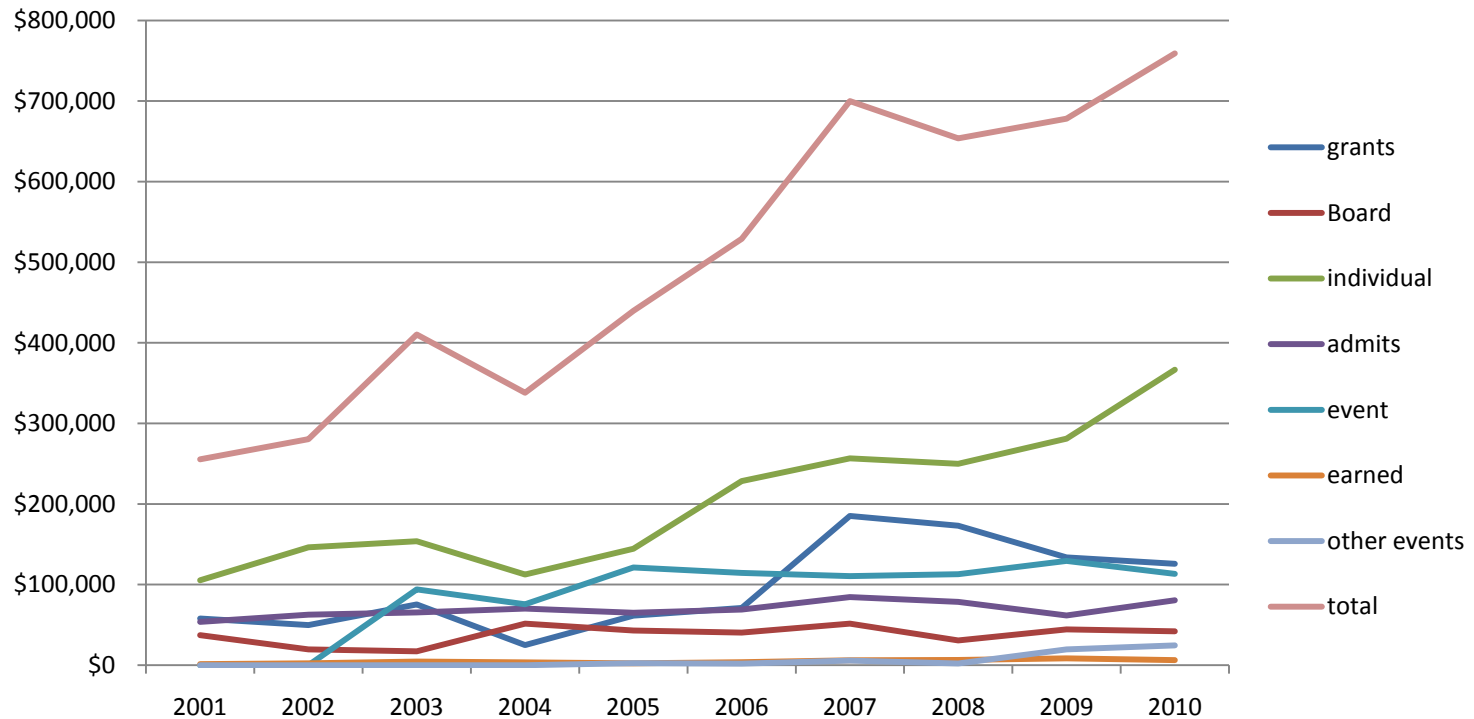


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Financial Highlights

Bucking the trends

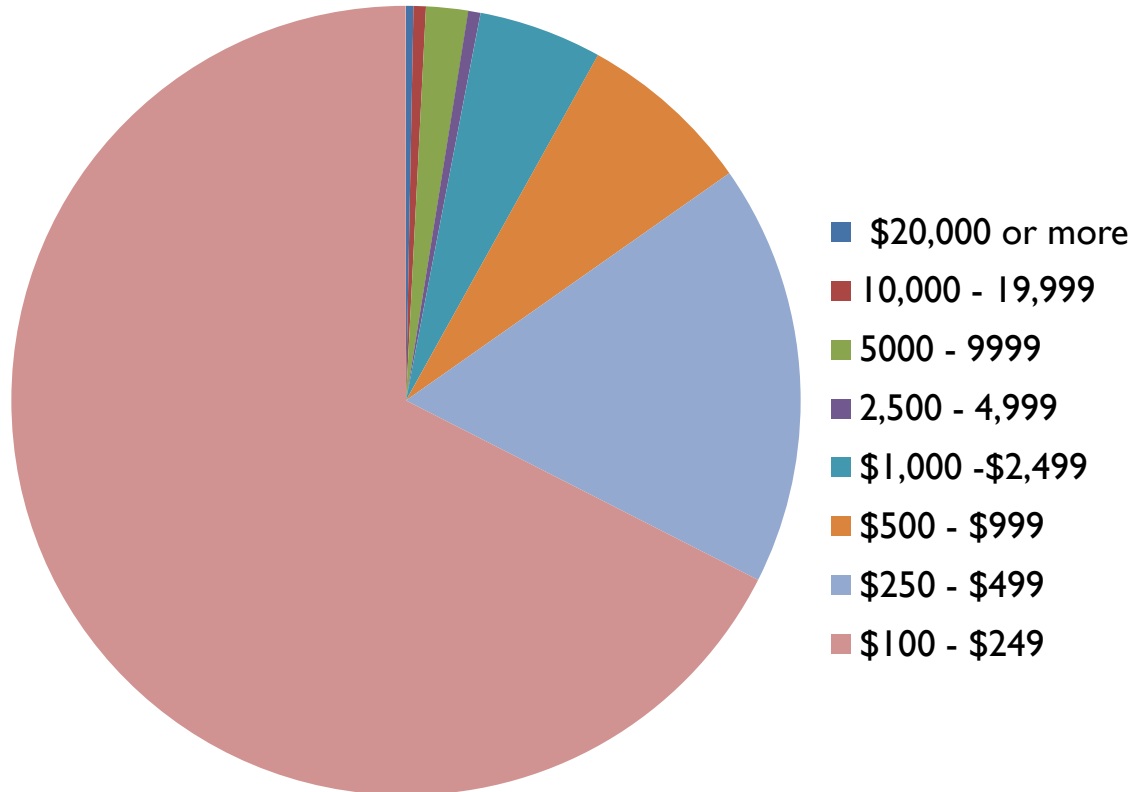
WRC financial success has been due to individual donors





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Distribution of donors who gave \$100 or more

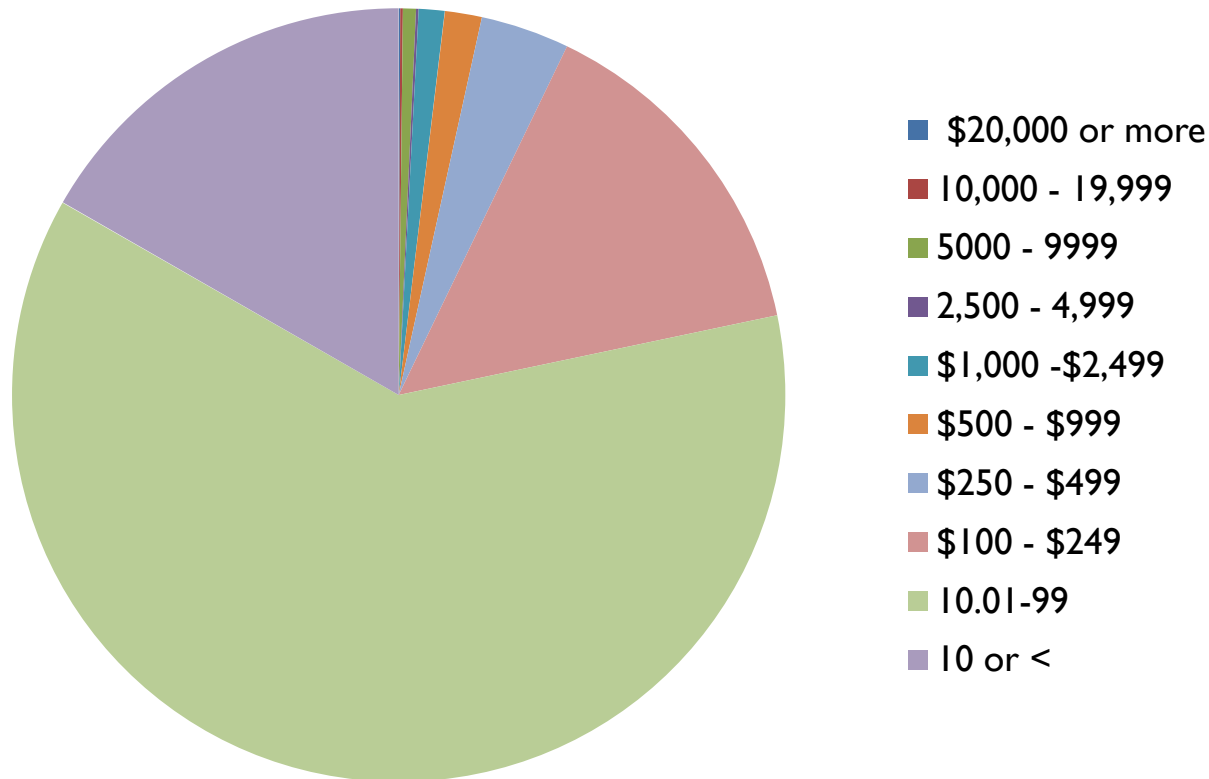


- **991 Donors gave more than \$100**
- **2836 donors gave between \$10 - \$99**
- **770 donors gave less than \$10**



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percent of all donors

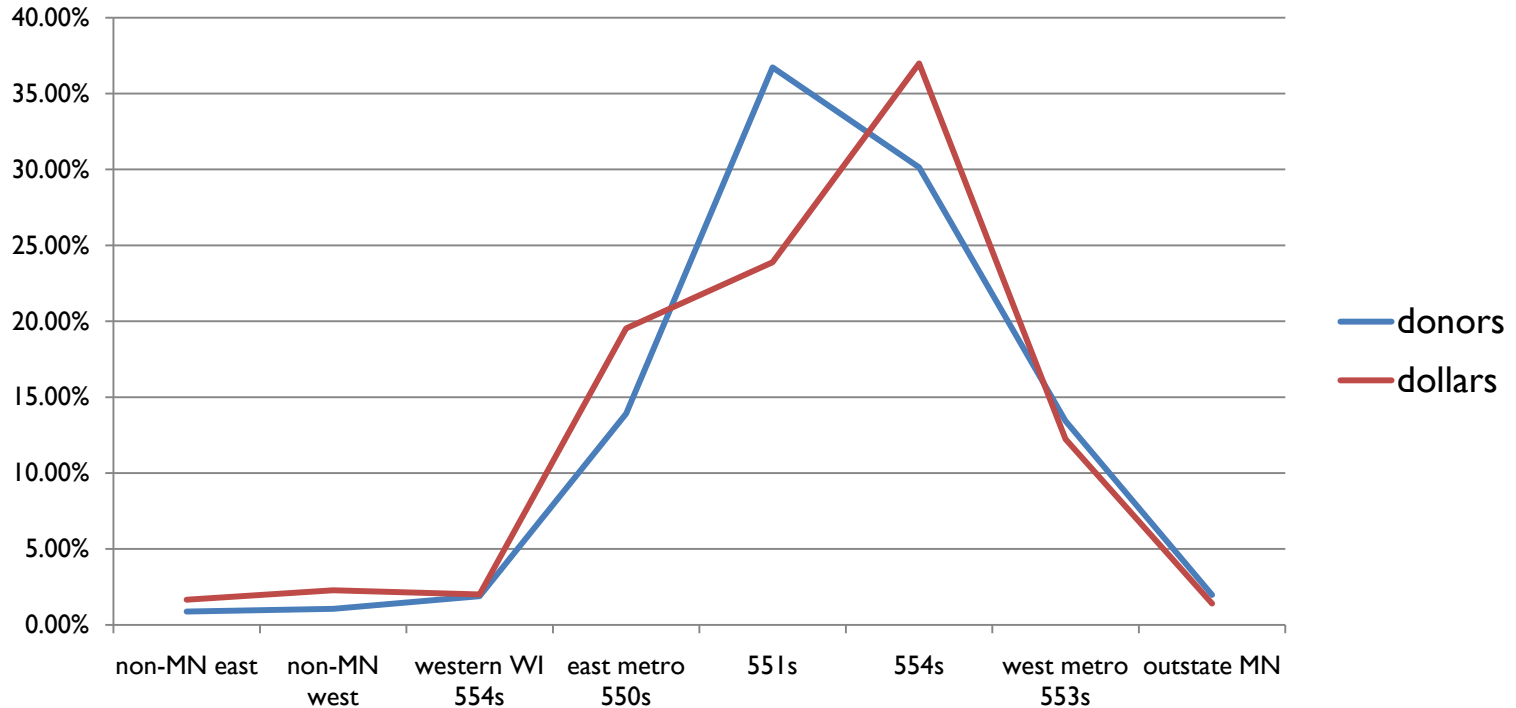


78.4 percent of all WRC donors gave less than \$100



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Number of donors and dollars contributed by area



- What's the geographic distribution?
- 52.5 percent of our donors are from the east metro (including St Croix Co. WI).
- Those donors account for 45.4 percent of contributions.
- Minneapolis and its western suburbs (zip codes 554 and 553) represent 43.6 percent of WRC donors and 49.3 percent of dollars.



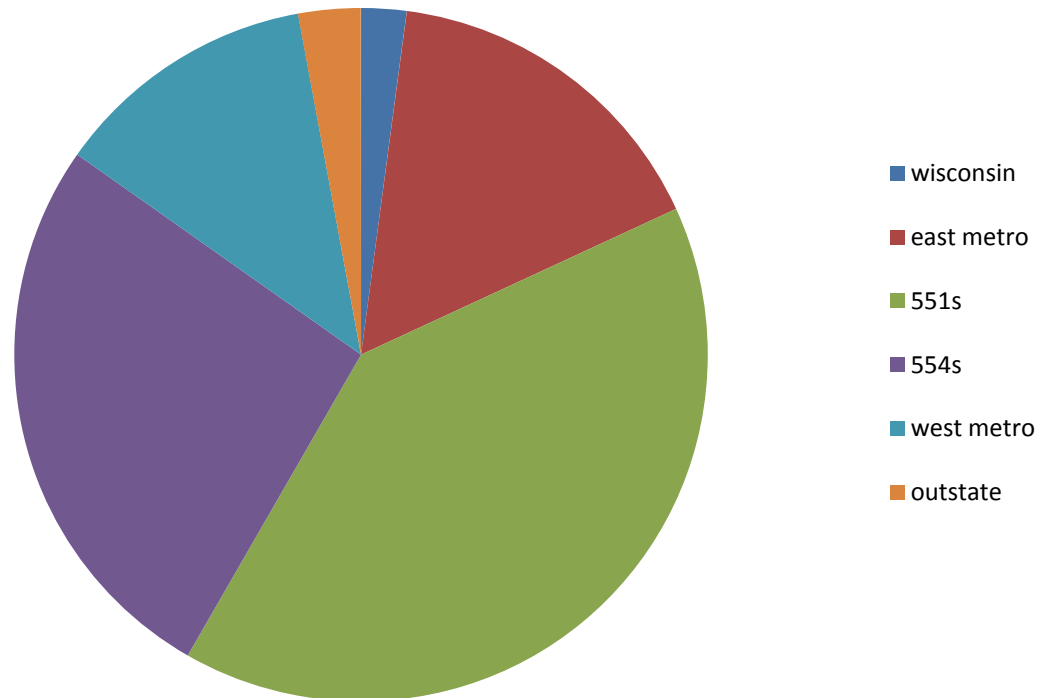
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Where do our patients come from?

East Metro: 56.2 percent (52.5 percent of **donors**; 45.4 percent of **contributions**)

West Metro: 38.8 percent (43.6 percent of **donors**; 49.3 percent of **contributions**)

Two percent of patients come from Wisconsin and three from outstate Minnesota





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Major Media highlights for 2010

- Two KARE-11 In-studio interviews (February and June)
- KARE-11 live look-in on Sunrise (April)
- Loons from Gulf Coast released on Lake Vadnais (May)
 - WCCO-TV, KARE-11, Fox-Nine, KSTP; picked up by CNN and MSNBC
- Gulf Oil spill – impact on Minnesota
 - Op-ed piece about the spill in the *StarTribune* – picked up in publications around the world
 - Sen. Klobuchar meeting hosted by WRC – major coverage in all print and electronic media
- KARE-11 release of baby river otters (July)
- Feature stories in *Pioneer Press* and *StarTribune* on swan F88 (November)
- Two Simply Science segments w/ Sven Sundgaard on KARE-11 (June and November)
- KFAI radio interview – Minnesota Ampers Network



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Electronic Communications

Electronic communication vs. newsletter

- Replaced three newsletters with expanded format fund raising appeals
- Saved \$15,000

E-hit summary

- Launched in 2009 with 2,813 names
- In 2010 we sent 21 e-hits to 6,437 people

Web Site

- Expanded the site to include WRC blog, "The Pulse" in February 2010
- 26,018 unique visitors come to our site throughout the year