

Impact Report

KC PET PROJECT | 2017 – 2018



Saving Lives
in Kansas City

JESS M MORMAN PHOTOGRAPHY

A Note From Our Executive Director

January 1, 2012, saw a new day dawn for homeless animals in Kansas City. On that day, KC Pet Project took over animal sheltering services for our open admission municipal shelter in Kansas City, Missouri. We had a vision of a place where thousands of animals from our community, including pets that were lost, injured, ill, victims of cruelty and neglect, or homeless due to unfortunate circumstances, would receive the veterinary care, nutritious food, behavior and training support, and the love they deserved while they waited to bring joy to new families.

Within six months, we became a No Kill shelter and remain one of the largest open-admission, No Kill shelters in the United States – saving the lives of 90% or more of all the animals that arrived at our shelter – something that had never been done in the history of Kansas City. We're committed to being good stewards of the monies, goods and services donated to us to help the 10,000 homeless pets from right here in our own community that are counting on us. Your gifts make it possible for us to provide all of the lifesaving programs and medical treatments necessary to save these precious lives.

Teresa Johnson

Teresa Johnson
CEO/Executive Director & Chief Lifesaving Officer

2017-2018 Board of Directors

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Medical Director



KC Pet Project Leadership Team

Teresa Johnson
CEO/Executive Director & Chief Lifesaving Officer

Marie Dispenza
Chief Development Officer

Tori Fugate
Director of Marketing & Communications

Gail Longstaff
Chief Administrative Officer

Shannon Wells
Director of Shelter Operations

2017



10,319

ANIMALS CARED FOR



853

TRANSFERRED



9,586

TOTAL ANIMALS SAVED



6,619

ADOPTIONS



528

IN CARE AT YEAR END



1,369

RETURNED TO HOMES

96.7%

LIVE-RELEASE RATE

2018

THE YEAR
2018 SAW
THE LARGEST
NUMBER OF
PETS ADOPTED
AND THE MOST
ANIMALS SAVED
IN ONE YEAR.



10,465

ANIMALS CARED FOR



2,259

SENT TO FOSTER
HOMES



6,824

ADOPTIONS



5,000+

SURGERIES PERFORMED



632

CATS TRANSFERRED
IN FROM OTHER
SHELTERS

95%

LIVE-RELEASE RATE



2018 Financial Information

PROGRAM REVENUE

\$12,352

MARKETING & DEVELOPMENT INCOME

\$1,528,619

CITY CONTRACT REVENUE

\$1,390,891

SHELTER OPERATIONS REVENUE

\$569,237

ADOPTIONS REVENUE

\$585,314

OTHER REVENUE

\$68,175

TOTAL REVENUE

\$4,154,588

ADMINISTRATIVE EXPENSES

\$309,981

FUNDRAISING AND DEVELOPMENT

\$274,335

SHELTER OPERATIONS

\$1,739,776

VETERINARY PROGRAMS

\$1,256,677

ADOPTIONS PROGRAMS

\$424,495

OTHER LIFESAVING PROGRAMS

\$233,090

TOTAL EXPENSES

\$4,238,354

Program Accomplishments

CAT ADOPTIONS

Our shelter took in more cats AND adopted out more cats in 2018 than ever before in the history of our organization! We found homes for 3,579 cats – by way of eight Petco cat habitats, our three adoption centers and more.

BOTTLE BABY SQUAD

We launched a new initiative in 2017 to find foster homes for neonatal kittens that come to our shelter, the Bottle Baby Squad! Dozens of new volunteers signed up to foster kittens that come to our shelter, and we expanded this program in 2018.

PETCO CAT HABITATS

KC Pet Project now has eight Petco stores in the metro area where you can adopt cats. The Liberty, Missouri, location was added in 2017, and Belton and Blue Springs, Missouri, were added in 2018! We are so proud to partner with Petco on this amazing program, which allowed for 733 cat adoptions in 2017 and 862 adoptions in 2018 from Petco stores where KC Pet Project provides cats for their habitats.

TRANSFER AND RESCUE PLACEMENT PROGRAM

KC Pet Project connects our homeless pets to rescues and private organizations across the country. In 2018, more than 650 pets have been impacted by placement efforts.

FOSTER PROGRAM

1,441 cats and kittens were placed in foster homes and 818 dogs lived with foster families in 2018. 585 pets were adopted directly from their foster homes.

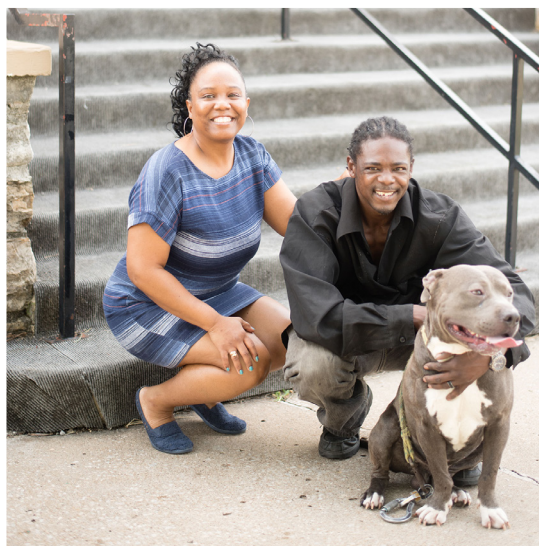
VOLUNTEER PROGRAM

In 2017, 1,285 active volunteers donated more than 35,000 hours of time to our organization and in 2018, 1,861 active volunteers donated more than 43,000 hours of time! Volunteers support shelter staff by walking dogs, spending time with cats, organizing in-kind donation drives and providing enrichment to dogs through play groups and engaging toys.

SNAP MEALS

Our program, SNAP (Safety Net Assistance Program), provides more than 56,000 meals a year to pets and their owners who can't afford or do not have access to enough food to feed their pets.

Below: Orlandra Brown, the Church Secretary and Food Pantry Manager, with SNAP recipients Marlon Dawson & Tank.



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“These guys are the real deal in Kansas City. Total will, determination, common sense and the drive to save as many lives as possible.”

JULIE CASTLE

CHIEF MARKETING & DEVELOPMENT OFFICER
AT BEST FRIENDS ANIMAL SOCIETY

Awards & Achievements

TERESA JOHNSON – MADDIE’S FUND HERO AWARD WINNER

KC Pet Project’s fearless leader, our CEO/Executive Director, Teresa Johnson, was honored with a Maddie Hero Award from Maddie’s Fund in 2018. Teresa was honored along with nine other incredible animal welfare professionals across the country. Maddie’s Fund shared that, “The prestigious Maddie Hero Award, which comes with a \$10,000 grant for their respective organizations, recognizes and honors the “top dogs” in communities that are not only advancing the welfare of companion animals in the United States, but are leading the way with their innovative ideas, progressive thinking and lifesaving actions.”



Maddie's
Fund

SARA BURDICK – ALL STAR FOSTER AWARD FROM PETCO FOUNDATION

In June 2018, the Petco Foundation recognized 50 people across the United States as “All Star Fosters” for their lifesaving efforts, and our very own KC Pet Project foster superstar, Sara Burdick, was selected as one of them. Petco honored Sara with a \$150 shopping spree for supplies to support her foster work. In just four years, Sara has fostered and found homes for 155 dogs and four cats from our municipal shelter. Sara was the only recipient of the All Star Foster Award in the state of Missouri!

PHILLY AWARDS 2017 – NONPROFIT CONNECT

Gold Award for Best Social Media Campaign

Raise the Woof Campaign

Best Identity Campaign

Raise the Woof Campaign

Silver Award for Best Fundraising Appeal

2016 Holiday Appeal

People’s Choice Award

Raise the Woof Campaign

Award of Distinction

Raise the Woof Campaign

PHILLY AWARDS 2018

Gold Award for Best Special Event

Happily Ever After, a Dog Wedding

Silver Award for Best Medium Length Video

Unsung Hero Award



SHANNON WELLS – UNSUNG HERO AWARD

KC Pet Project's very own Director of Shelter Operations, Shannon Wells, was named the Petco Foundation Unsung Hero Award winner in 2018 for her incredible work in KC Pet Project's Parvo Ward. Shannon was honored at the Petco Foundation's Lifesaving Awards in San Diego where more than 450 guests celebrated the incredible work of seven organizations and individuals across the country for their dedication, determination and actions to create lifesaving impact for pets in need. The Unsung Hero Award recognizes individuals whose commitment and story of dedication exemplifies their love for animals.

Shannon was recognized for her selfless dedication to her work at KC Pet Project, specifically in creating a special Parvo Ward. Through Wells' program, she and her team have saved more than 500 puppies since 2012 and have a 94% save rate for all parvo dogs.



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“Shannon Wells has been quietly saving the lives of more than 500 dogs and puppies in Kansas City over the past six years that arrived at our shelter with deadly parvovirus. We are so proud and honored that the Petco Foundation has recognized and honored this compassionate, dedicated woman for her amazing work with the 2018 Unsung Hero Award.”

TERESA JOHNSON

CEO / EXECUTIVE DIRECTOR AT KC PET PROJECT

Roadrunner Medical Fund

KC Pet Project's Roadrunner Medical Fund was established in 2015 after a little dog named Roadrunner arrived, the victim of abuse from his former owner. His story helped launch our medical fund that enables us to care for the thousands of pets that come to us injured every year in need of veterinary services and emergency care.

HAWKEYE

Late in the day, when 59 new animals had already come to KC Pet Project, a sweet dog named Hawkeye arrived very weak, severely emaciated and in need of a blood transfusion to save his life. Instead of saying, "we'll do it tomorrow," our veterinary clinic team jumped into action by finding a blood donor dog and getting everything ready. Because we don't have a transfusion pump in our shelter's clinic, our team transfused the dog the old fashion way -- by hand for more than two hours to ensure he could get the blood he needed to hopefully save his life. He wagged his tail the whole time. By the next day, he was able to stand and eat on his own! Now that's dedication to lifesaving.



DECLAW REPAIR PROGRAM

Many declawed cats are surrendered to KC Pet Project, and sometimes it is due to behavior issues, which can lengthen their stay at the shelter. In 2017, we began taking x-rays of the paws of every declawed cat that came to our shelter. We found that many of them had bone fragments still in their paws from incorrectly performed declaw surgeries, which had been causing these cats significant pain and discomfort often leading to behavior issues. Today, 33% of all declawed cats that come to KC Pet Project require corrective surgeries to repair their paws and relieve their pain. Often after surgery, their behavior immediately improves; these cats get adopted faster and remain successfully in their new homes. This little kitty is Cody. He received this important surgery and went on to be adopted by a great family.



This innovative program is funded through our Roadrunner Medical Fund and can only be achieved thanks to generous community support.

Sign up to be a monthly donor to help pets like this at donate.kcpetproject.org/roadrunnerfund.

ON APRIL 4, 2017, KANSAS CITY, MISSOURI, RESIDENTS HAD THE OPPORTUNITY TO VOTE FOR FUNDING FOR A NEW SHELTER.

The Vote

QUESTION 1 - \$600 million for streets, sidewalks and bridge repairs and replacements was approved.

QUESTION 2 - Flood control projects valued at \$150 million were approved.

QUESTION 3 - \$50 million for public buildings, including ADA upgrades and a new animal shelter was approved. Kansas City, Missouri, residents rallied to the polls and all three questions passed with more than 60,000 votes cast. Question 3 led the voting by an overwhelming 67% approval.



The Ballot

The journey to a new animal shelter began several years ago when it became clear that the almost 50-year old facility, operated by KC Pet Project, had long outlived its usable and productive life. A group of dedicated civic, philanthropic and animal welfare leaders gathered together to solve a problem and to fulfill a need.

In this case, that need was to dramatically improve animal welfare in our great city. The community leaders had a special passion for those who can't speak for themselves; they cared deeply not only for the health and well-being of our two-legged citizens but for our community's four-legged best friends as well. They have all continued to work tirelessly to bring the new shelter vision to life. "No one has said no" has become their grateful mantra.

The work of Kansas City's animal shelter is the byproduct of several extraordinary public/private partnerships. Those partnerships weave a narrative of generosity, of humility, of passion and human kindness, and of the power of what happens when people all across our community decide they don't care about who gets credit; they just care about getting something incredible and awesome done. Together, and with the support of Mayor Sly James, City Manager Troy Schulte, the City Council, and the Parks and Recreation Board of Directors, this group of advocates responded to the need for a new city animal shelter.



A New Opportunity

For the first time in Kansas City's history, we are building an animal care campus. It will be one that our residents and pets all deserve. Imagine, if you will, one of the world's most state-of-the-art animal welfare facilities located right here in Kansas City. A place that will attract thousands of visitors and will service more than 25,000 families annually from all across the metro area.

This campus-like environment will have multiple activities happening every day. The new shelter will be located in Swope Park at Gregory Boulevard and Elmwood Avenue, right down the street from the Kansas City Zoo, Starlight Theatre, Lakeside Nature Center and the Swope Park Dog Park.

YOU have the unique opportunity to be a lifesaving investor, and to have your support honored in this innovative, game-changing animal welfare campus in the heart of our region.

Thousands of families annually will utilize KC Pet Project's programs and services by adopting new family members, receiving veterinary care for their own pets, looking for lost pets, and bringing their children to learn about humane treatment of their pets.

Become a part of this once-in-a-lifetime opportunity. Invest in Kansas City's infrastructure, its energy, its vitality and its future.

For more information email tori.fugate@kcmo.org.

Visit raisethewoofkc.org to learn more about the Kansas City Campus for Animal Care.

Breaking Ground on a Dream

History was made on June 26, 2018, in Kansas City as ground was broken on the Kansas City Campus for Animal Care, a public/private partnership that will represent the best practices in animal sheltering across the United States. Mayor Sly James, City Manager Troy Schulte, Kansas City Councilmembers, Parks Board Director



Mark McHenry and Parks Directors, KCMO GO Bond voters, and generous civic and philanthropic leaders were all on the new shelter site for the historic and exciting event.

Construction has begun on the Kansas City Campus for Animal Care. Anticipated opening is late 2019.

The new Kansas City Campus for Animal Care will feature:

- Four times the size of the current facility at approximately 54,000 square feet.
- Separate entrances for Adoptions and Admissions Departments.
- Modern and “fear-free” animal housing with dogs in separated “districts” to bring down stress and sickness for shelter pets and other housing options for pets based on their status at the shelter.
- Outdoor “cattios” for access to fresh air for our kitties, including one for FeLV positive cats.
- Natural light exposure to nearly all animal areas.
- Indoor meet n’ greet rooms and play rooms for dogs and cats.
- Outdoor play yards for dogs, for adopter interactions, volunteer engagement, and daily playgroups.
- Education, Event and Training Center, with separate exterior entrance, for classes with the public, birthday parties, meetings and other events.
- Separate office space for Kansas City, Missouri, Animal Control including offices, dispatch areas, storage, overnight housing for animals and more.
- An 800 square-foot retail store.
- A coffee shop with exterior entrance to service all visitors to the campus, residents, and workers in Swope Park, as well as employees and volunteers at the shelter.
- A state-of-the art veterinary clinic with separate entrance and public, affordable veterinary services.
- Appropriate administrative and volunteer office space, staff areas, storage, separated laundry and dish functions by species, etc.

Support KC Pet Project

BECOME A MONTHLY DONOR

No monthly gift is too big or too small, and your support will go toward the lifesaving care that we provide every day to the homeless pets of Kansas City who need us the most.

[donate.kcpetproject.org/
supportkcpets](https://donate.kcpetproject.org/supportkcpets)

START YOUR OWN FUNDRAISER

You can start your own fundraiser on behalf of our organization! Use your creativity and passion to take an active role by fundraising, donating or spreading awareness.

[kcpetproject.org/donate/
more-ways-to-give/](https://kcpetproject.org/donate/more-ways-to-give/)

HOST A DONATION DRIVE

Our shelter is always in need of in-kind items to help with the care of the animals. For a list of items, check out our Shelter Wish List.

kcpetproject.org/donate/wish-lists/

Visit kcpetproject.org/donate for more information and to get started!



Get Involved

ADOPT

With twelve locations in the metro area, we're sure that you'll be able to find your new best friend at KC Pet Project. Visit our locations or sign up for our innovative Pet Alert System at kcpetproject.org/petalert to receive email alerts when a pet matching your criteria comes to our shelter.

FOSTER

Open your heart and home to a shelter pet in need! By providing our residents temporary shelter in your home, you are helping us save lives in our community. Visit kcpetproject.org/foster to get started on an application!

VOLUNTEER

We always need new volunteers at all of our locations to help with our mission. Whether it's walking dogs, assisting with playgroups, socializing cats, helping with events, working with cats at our Petco Cat Habitat locations, or whatever your skills might be, we would love for you to be part of our team! Check out kcpetproject.org/volunteer for more information about how to get started.

GET CONNECTED

Download our free mobile app and visit kcpetproject.org.

