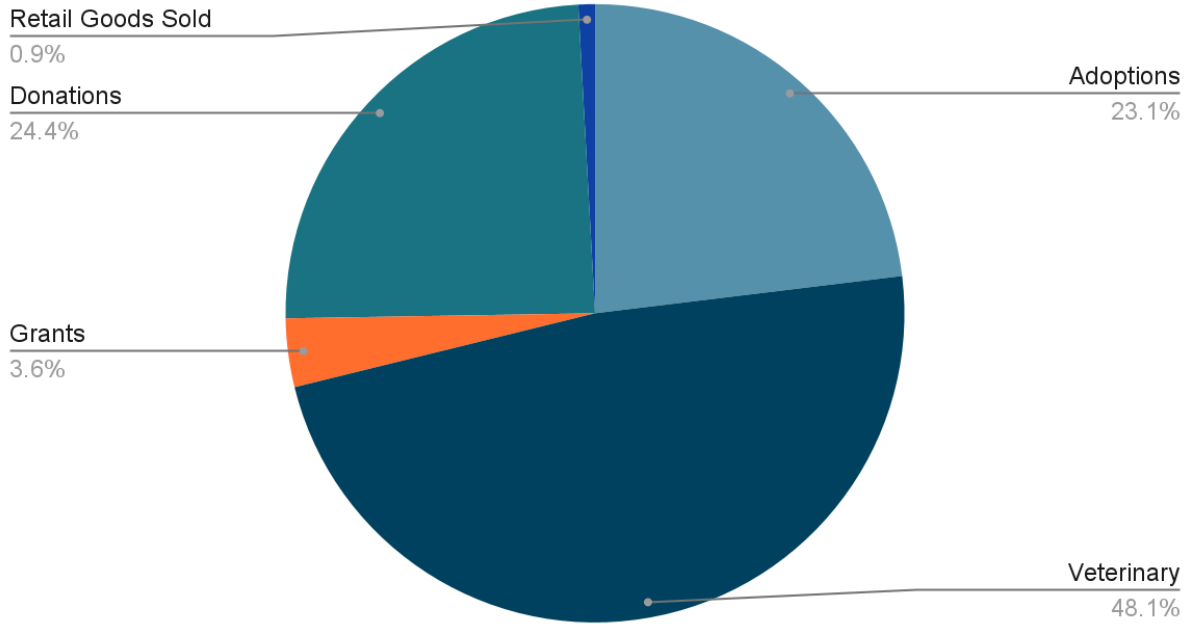


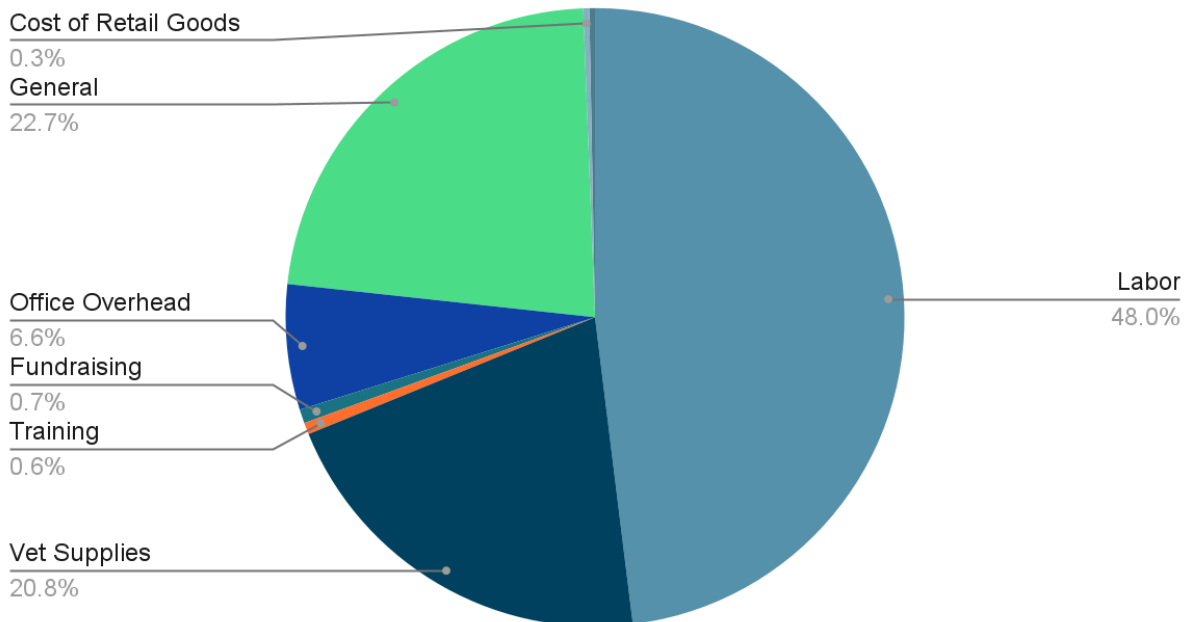
UPRW 2023 Annual Report

Income



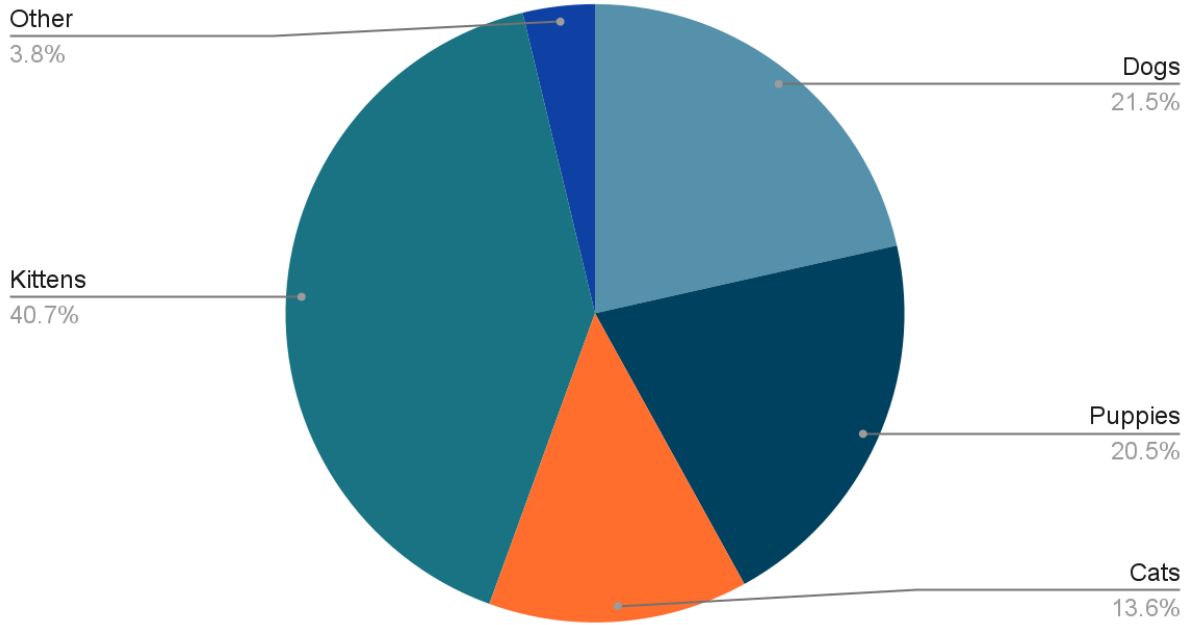
Veterinary Clinic Income:	\$577,348.69
Adoption Income:	\$277,073.04
Donations and Fundraising:	\$292,934.98
Retail Goods Sold:	\$10,399.52
Grants:	\$43,034.00
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Total:	\$1,200,790.23

Expenses



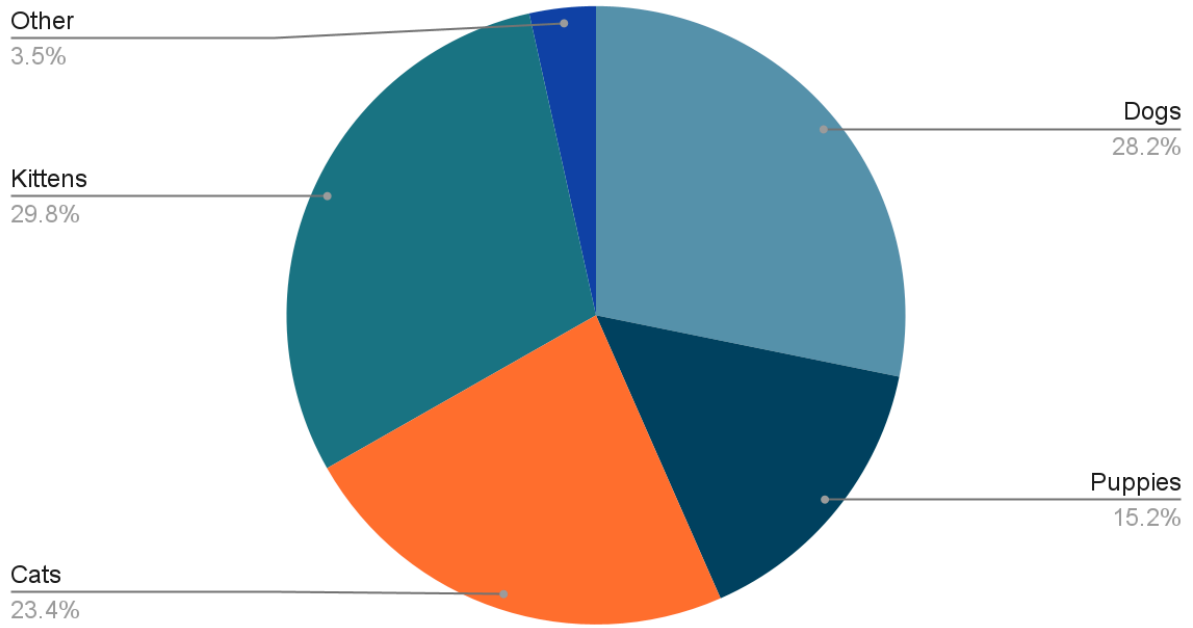
Labor Expenses:	\$741,514.30
Vet Clinic Supply Expenses:	\$320,759.76
General Operating/Supplies:	\$24,255.58
Office Overhead:	\$101,116.31
Cost of Retail Goods Sold:	\$4,864.79
Marketing/Advertising Expenses:	\$4,558.38
Training Expenses:	\$9,421.29
Fundraising Expenses:	\$11,179.55
<hr/>	
Total:	\$1,217,669.94

Intakes



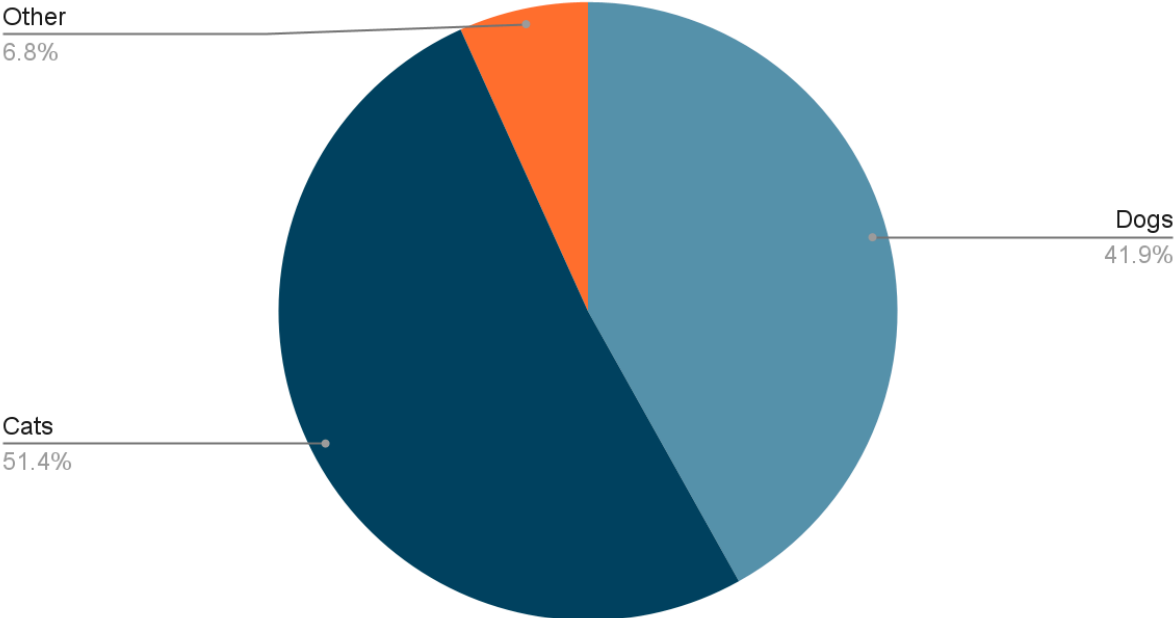
Dogs:	217
Puppies:	207
Cats:	137
Kittens:	411
Other:	38
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Total:	1010

Adoptions



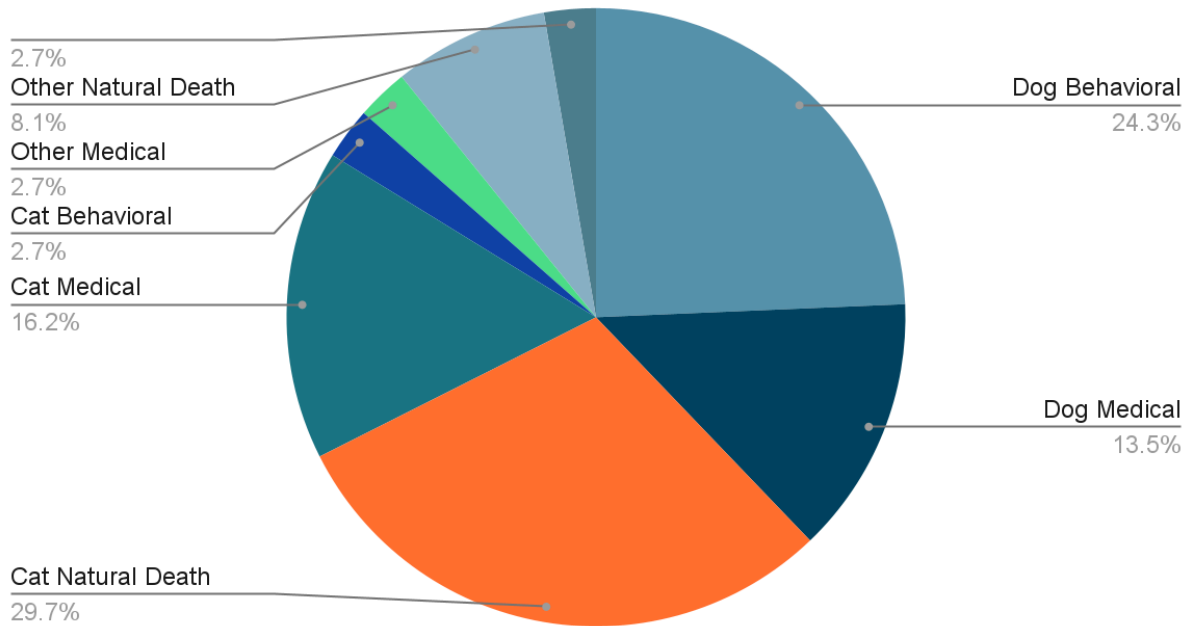
Dogs:	374
Puppies:	202
Cats:	310
Kittens:	395
Other:	46
<hr/>	
Total:	1327

Returned Pets



Dogs:	31
Cats:	38
Other:	5
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Total:	137

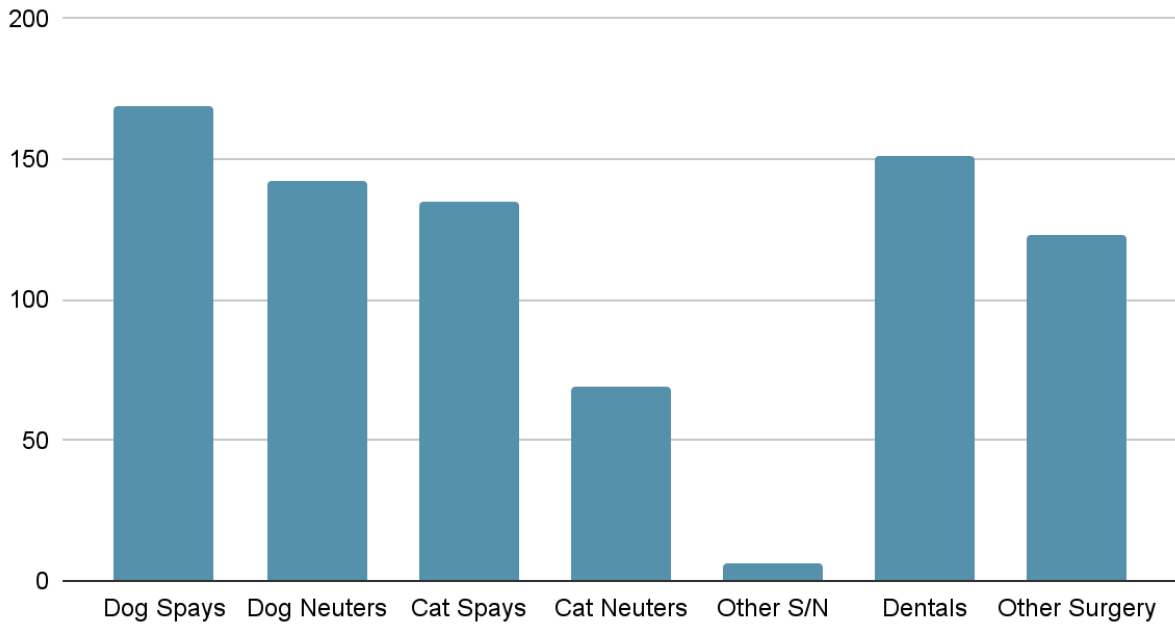
Other Outcomes



Dog Natural Death:	0
Dog Behavioral Euthanasia:	9
Dog Medical Euthanasia:	5
Cat Natural Death:	11
Cat Behavioral Euthanasia:	1
Cat Medical Euthanasia:	6
Other Natural Death:	3
Other Behavioral Euthanasia:	0
Other Medical Euthanasia:	1

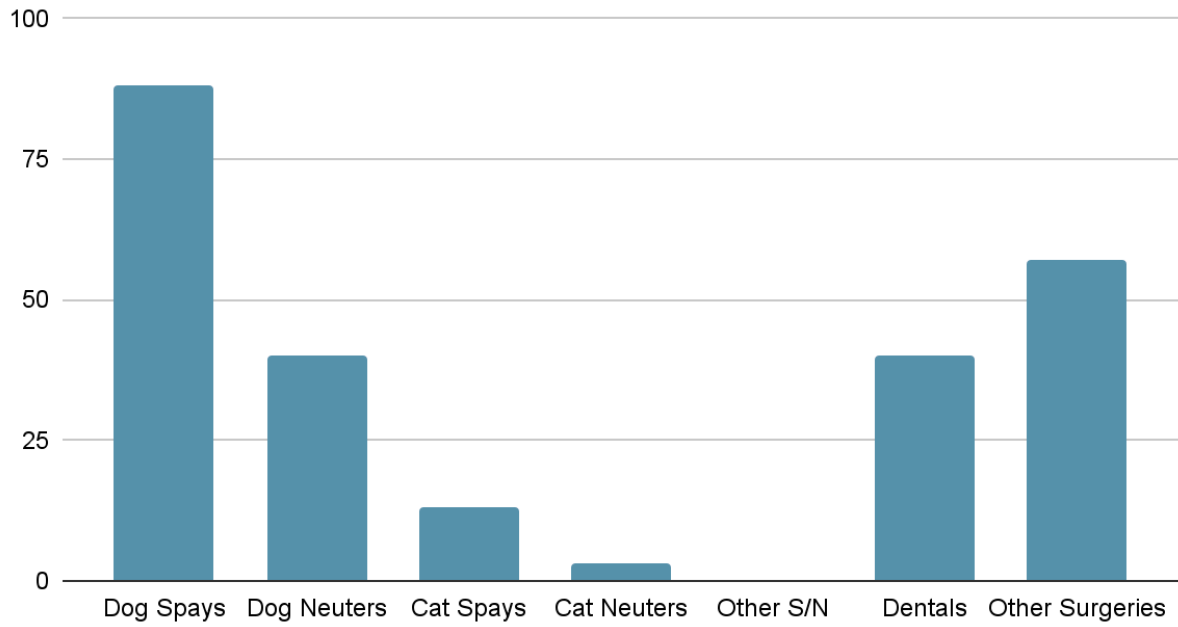
Total: 36

Surgical Services Provided to Public Clients



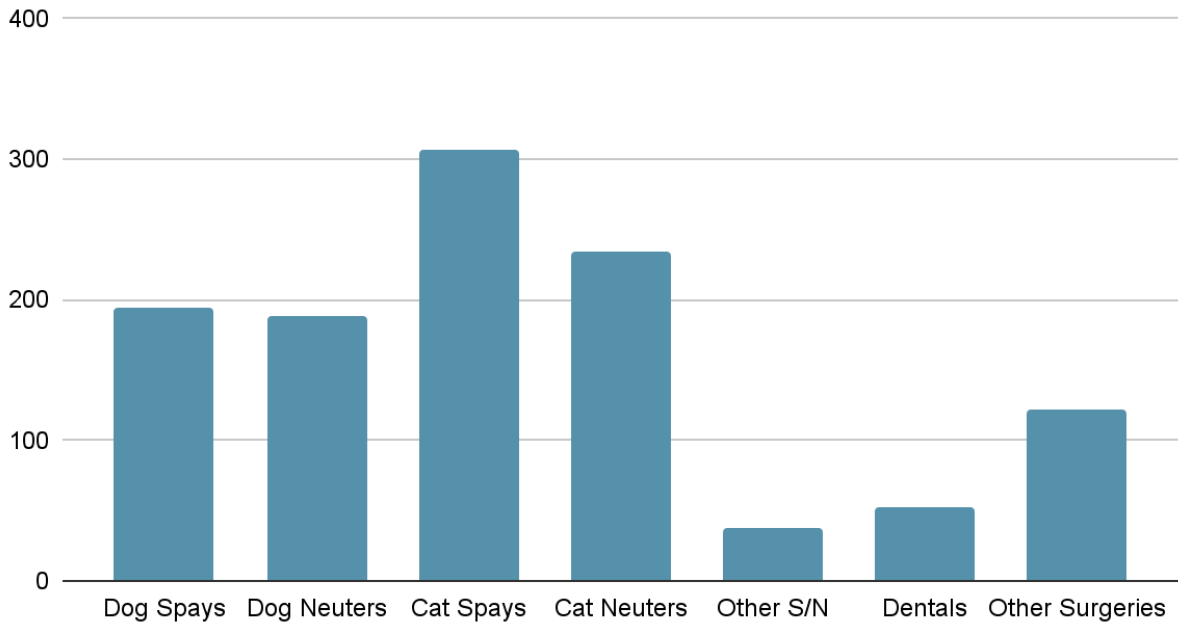
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Dog Spays	30	40	45	54
Dog Neuters	25	41	32	44
Cat Spays	21	25	31	58
Cat Neuters	10	10	15	34
Other S/N	0	3	1	2
Dentals	21	29	52	49
Other Surgery	30	30	35	28

Surgical Services Provided to Other Rescues/Shelters



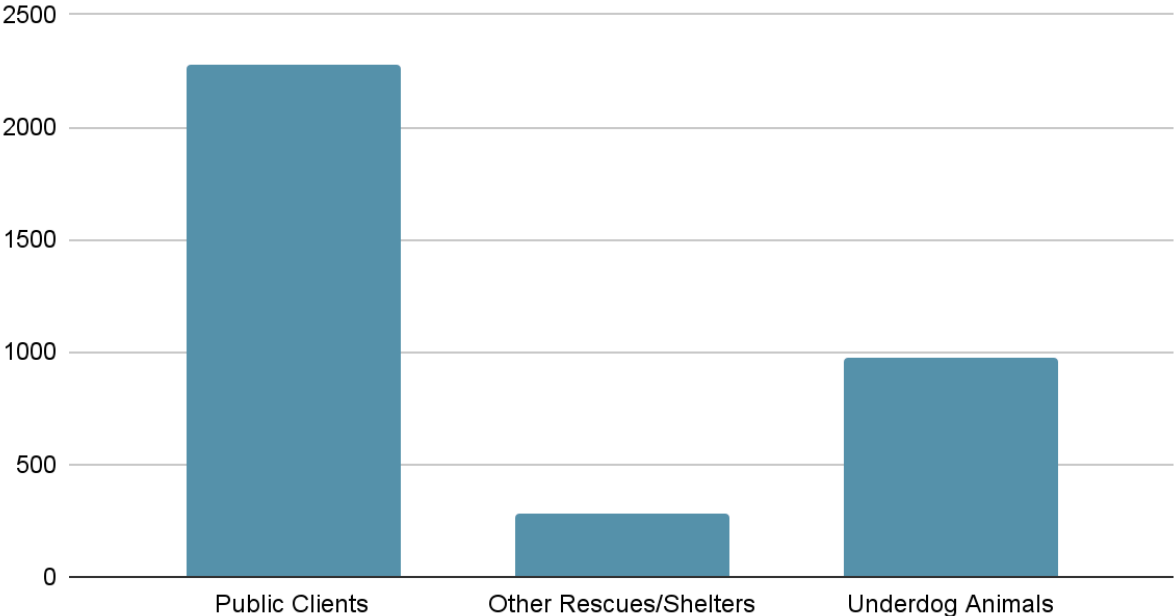
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Dog Spays	15	27	26	20
Dog Neuters	15	4	14	7
Cat Spays	1	4	6	2
Cat Neuters	0	0	2	1
Other S/N	0	0	0	0
Dentals	11	13	3	13
Other Surgeries	6	18	11	22

Surgical Services Provided to Underdog Animals



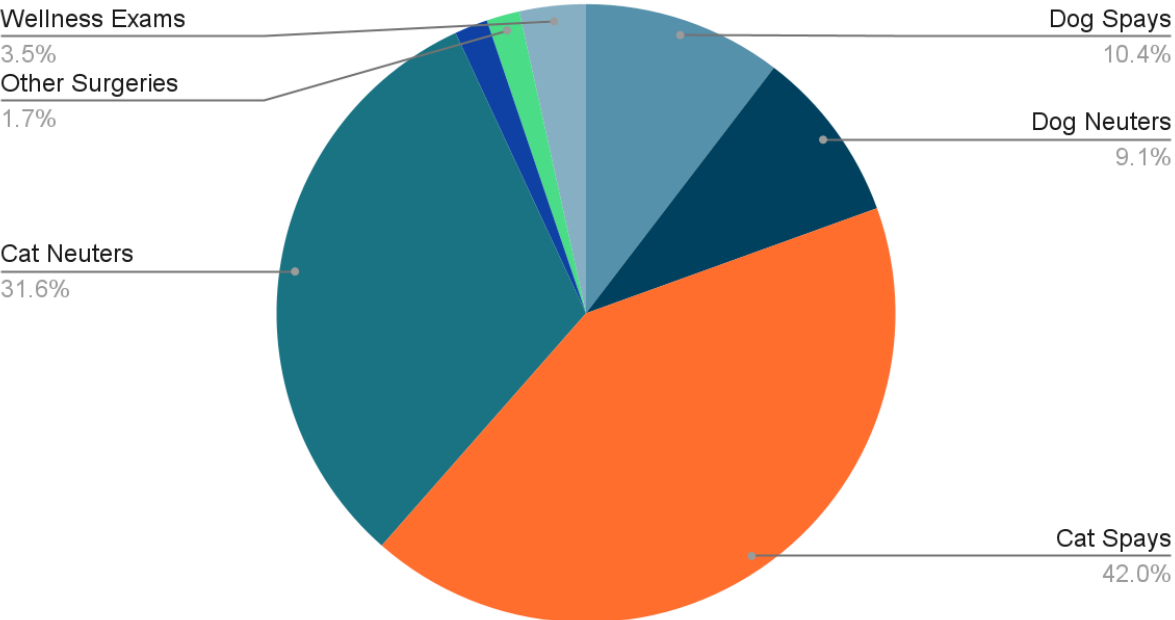
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Dog Spays	54	62	41	37
Dog Neuters	47	71	30	41
Cat Spays	54	71	92	89
Cat Neuters	54	57	66	58
Other S/N	4	15	8	11
Dentals	16	15	10	12
Other Surgeries	28	27	35	32

Wellness Exams Provided in 2023



	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Public Clients	577	535	559	606
Other Rescues/Shelters	33	46	98	102
Underdog Animals	233	234	250	258

Mobile Work 2023 (Oct-Dec)



Dog Spays	24
Dog Neuters	21
Cat Spays	97
Cat Neuters	73
Dentals	4
Other Surgeries	4
Wellness Exams	8

Notes on 2023:

In 2023, our vet staff grew to include a third full time veterinarian in Q3-Q4, and reduced to two full time veterinarians plus one part time vet at the end of Q4. Our new client numbers continue to increase. Lauren, Dr. Lenore, and Emily attended HSUS Animal Care Expo in New Orleans.

Returns normalized to pre-COVID numbers .

Adoptions dipped slightly. Foster families dipped to 234. These numbers are aligned with national numbers, approaching 2019 numbers (pre-covid).

In Q2, Lauren started a regular gathering of rescue leaders to find ways to partner and help one another out. They learned from one another and continue to stay in touch with regular meetings. This gathering has been called “Canine and Cats Coffee Klatsch.”

We held our 2nd annual Wags and Whiskers at The Tinsmith, including a silent and live auction, wine pull, tarot card readers, caricature artist, 50/50 bead game raffle, and presentation.

Melissa Burchell-Dogra continued to serve as our Board President with an extended focus on growing toward being a policy board. Mia Hicks and Lauren Toler joined our board, while Steph Tauscher and Sara Wiesner stepped down.

Jorge Melara continued to serve as Underdog’s staff trainer for dogs. Steph Tauscher joined the dog behavior team as a volunteer for part of 2023. Susan Shepanek continued to offer support to cat adopters and fosters, receiving help from Holly Sutcliffe at the end of 2023.

In early August, we acquired a mobile veterinary clinic from The Fix is In. This nonprofit organization, which had provided spay/neuter services throughout the state of WI for the past several years, ceased veterinary operations and was looking to sell their mobile clinic. We bartered to acquire this. We paid \$5000 and promised that over the following 5 years, we’d provide 1550 free spays and neuters for outdoor felines. We visited 8 locations and provided services for 231 animals.

We hired Tarek Said as our first paid Development Director. He worked to establish a strong base for future fundraising. We purchased Donor Perfect software (discontinuing our use of DonorSnap). This new software allows us to send immediate donor acknowledgements and improve our user experience (and donor experience). We continued our capital campaign, adjusting it to our “Forever Home Campaign” to generate new interest. In late August, we closed on our new property at 2508 S Stoughton Rd in Madison. This will serve as our veterinary clinic and headquarters. Construction permits were submitted, and demolition was completed.

We spent Q2-4 preparing for the launch of our first shelter/rescue software, Shelterluv.

We ended our year by celebrating our volunteers and having our holiday gathering at the Monona Bank Riverrink.