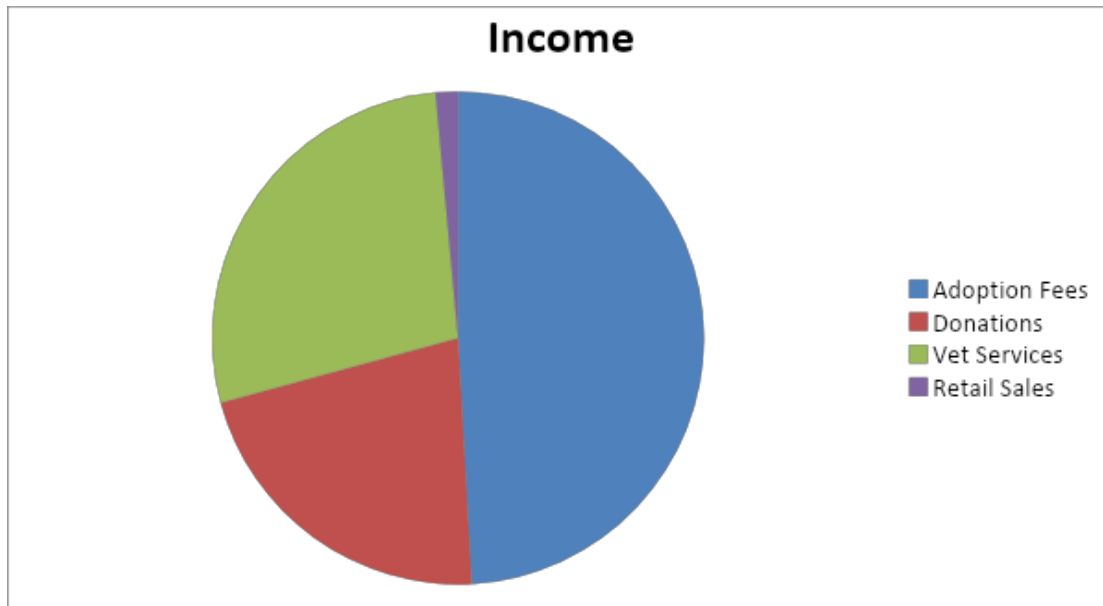
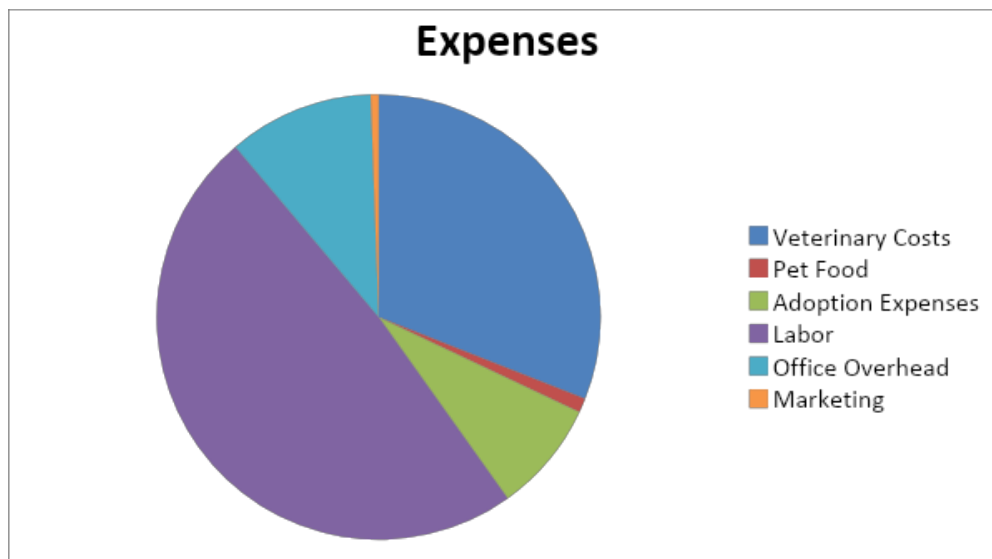


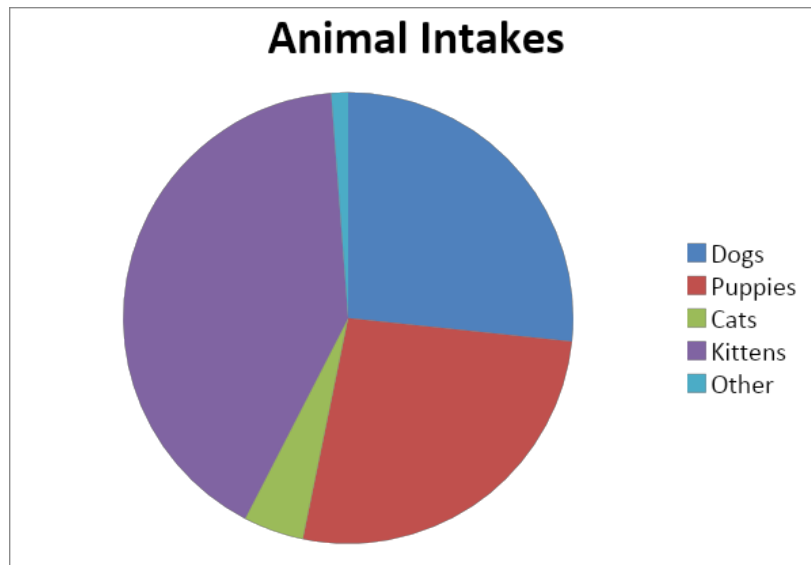
UPRW 2018 Annual Report



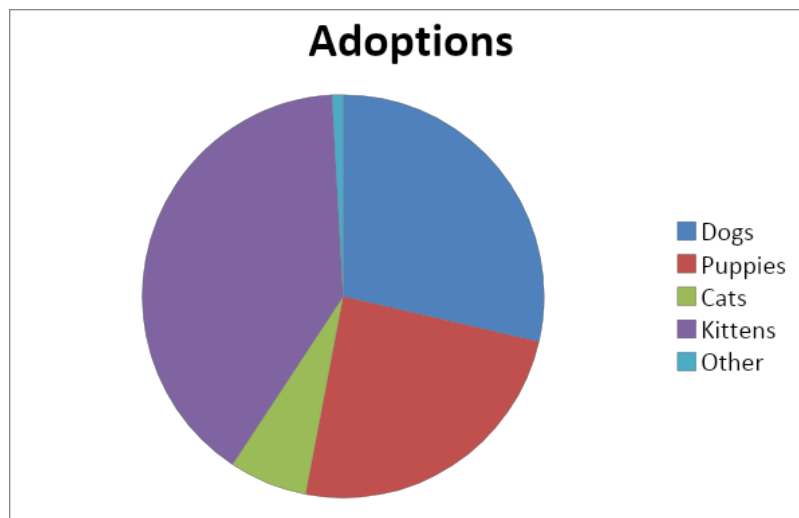
- Adoption Fees Collected: \$210,677.97
- Contributions (donations) and Grants: \$92,884.93
- Vet Services: \$119,130.37
- Retail Goods Sold: \$6,277.49
 - Total Revenue: \$428,970.76



- Veterinary Costs (expenses at transferring state's vet, our supplies, ER Vet visits): \$132,607.40
- Pet Food: \$4,363.76
- Adoption Expenses (supplies for office/pet care/non Rx preventatives): \$34,705.05
- Labor (wages and taxes): \$208,387.20
- Office Overhead (rent, utilities, repairs, liability insurance, technology, postage, staff meals)
- Marketing: \$2,472.46
 - Total Expenses: \$334,392

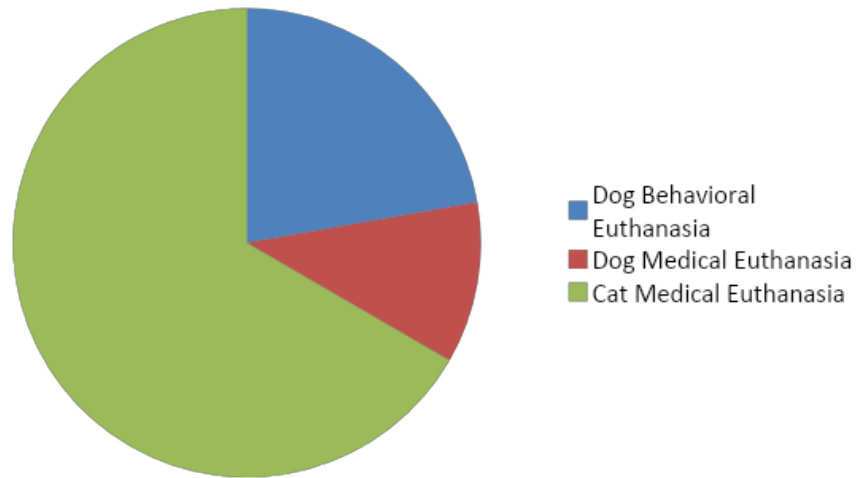


- Dogs: 264
- Puppies: 263
- Cats: 43
- Kittens: 408
- Other: 12
 - Total Intakes: 990



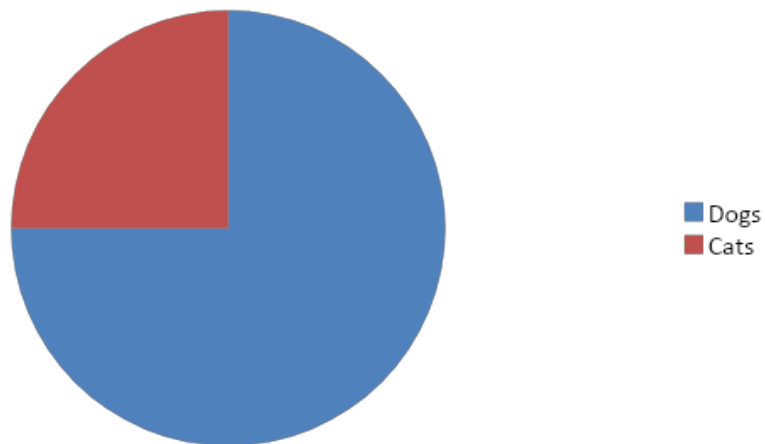
- Dogs: 291
- Puppies: 248
- Cats: 64
- Kittens: 405
- Other: 9
 - Total Adoptions: 1017

Other Outcomes



- Dog Behavioral Euthanasia: 4
- Dog Medical Euthanasia: 2
- Cat Medical Euthanasia: 12
 - Total Non-Adoption Outcomes: 18

Returns



- Dogs: 30
- Cats: 10
 - Total Returns: 40

Notes on 2018:

We retained approximately 150 volunteer foster homes.

Richard Brown, DVM, left for Hawaii in January 2018. Meghan Schuh, DVM began working for Underdog at the end of April and our vet services ran uninterrupted through the remainder of 2018. Kara Wallisch, DVM began in October 2018 when Meghan left to open her own practice on the west side of Madison. Many of our rescue clients followed Meghan to her clinic as her pricing for spay/neuter is lower than ours. She does not offer dental services so we focused on that. Despite the transition of the vet clinic, our income was substantial.

We hit our 1000 mark on adoptions in 2018.

We ramped up our Pints for Pups efforts and that that fundraising campaign became more professional and well-attended. This event occurred monthly (with two happening many months).