



2012 – Year in Review

Saving Avian Lives

The number of patient admissions increased 11.6 percent from 2011 to 2012. Included in the admissions were fifty seven species of baby songbirds and 18 species of raptors. Along with the increase in number we also saw an increase in the release rate.

1812 patient admissions

728 released/reunited/fostered and released

467 died/DOA

9 transferred to another rehab center or educational program

45 pending outcome at the end of 2012

Admission by avian type:

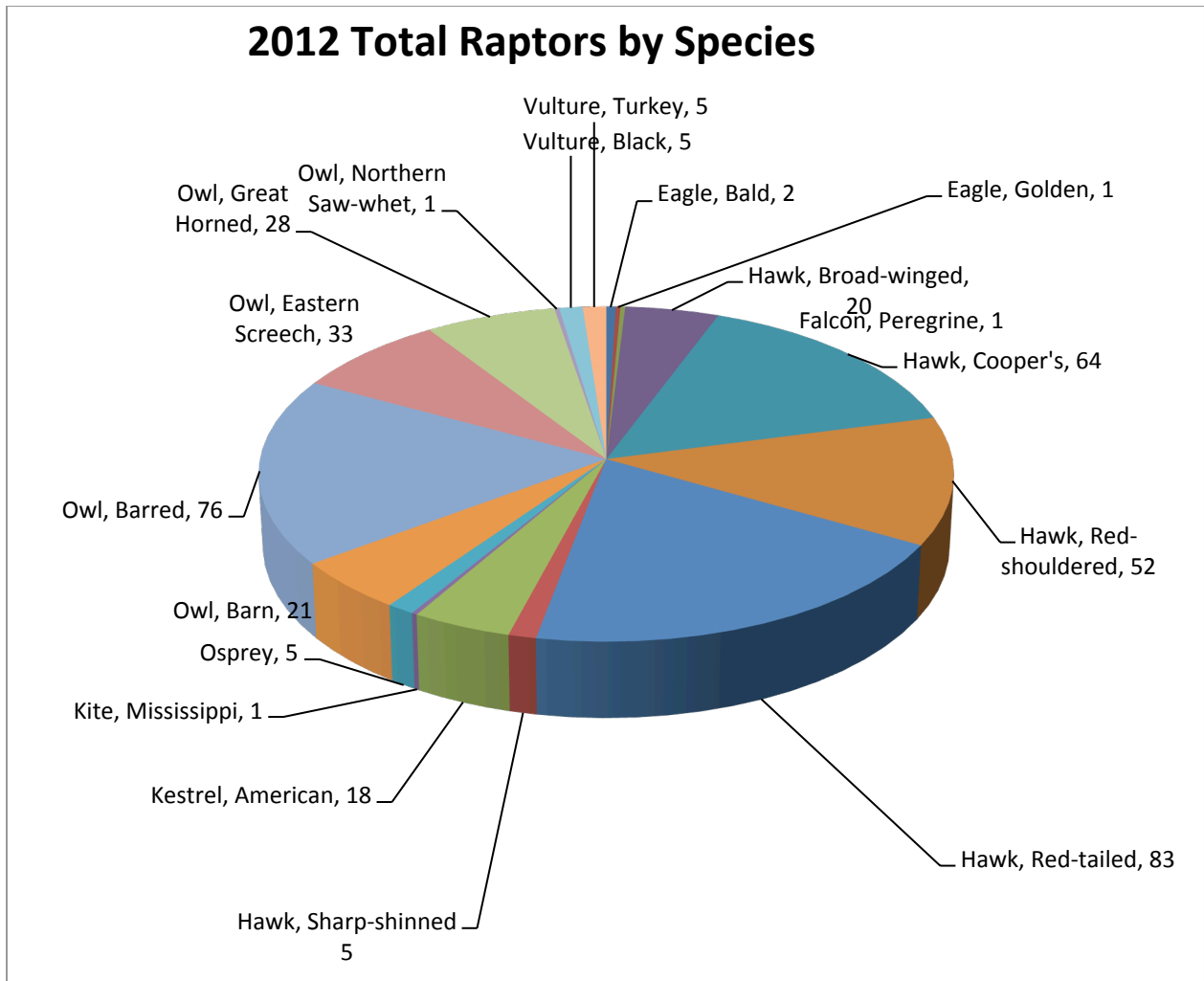
Adult songbirds	294
Baby songbirds	933
Adult water birds	74
Baby water birds	90
Adult raptors	294
Baby raptors	127

Release rate: 43% (compared to 31% in 2011)

$$\text{Release Rate} = \frac{\text{Number of releases}}{\text{Total admissions} - \text{DOA}} = \frac{736}{1812 - 86 (1726)} = 42.6\%$$

An important undertaking in 2012 was the repair of aviaries. Five aviaries needed complete rebuilding to ensure the safety and well-being of the avian patients. Because of the patient load it was impossible to refurbish all five at the same time. Work was completed on two of the larger aviaries in 2012 and work on the three smaller aviaries should be completed prior to baby bird season (beginning in April 2013).

2012 Total Raptors by Species



Education and Outreach

The AWC hired Jay Eubanks in June as full time Director of Education and Outreach. Jay has previous experience teaching science in public schools and worked with educational programs in several regional zoos. This position is responsible for our education and outreach programs including development and implementation of wildlife education programs for all ages, with special emphasis on K-12, working with our glove-trained education birds, coordinating our volunteer recruitment and orientation efforts, assisting with grant writing and fund raising efforts, and coordination of social media such as Facebook, Twitter, Constant Contact and our website (www.awrc.org).

In 2012 the AWC conducted 59 education programs and tours, 30 of which featured one or more of our glove-trained birds of prey. Through our education program we reach more than 3300 people.

Saluting our Volunteers

The Alabama Wildlife Center relies heavily on the more than 200 volunteers who support our efforts and meet critical needs. Volunteers help in many ways – assisting in the clinic, with our education programs, administrative duties, fundraising efforts, repairs and maintenance of the building and grounds,

responding to help line calls, transport of injured and orphaned raptors, and reuniting baby birds with their parents. Without all of these efforts we would not be able to carry out our mission.

On April 28 the AWC staff and Board of Directors hosted a volunteer appreciation luncheon at the Center with approximately 50 volunteers in attendance. The festivities began in the observation room with musician Jay Winks providing lively background music. Following a buffet luncheon volunteers were treated to a slide show retrospective of volunteers in action and were recognized for their years of service. Each volunteer was presented with a small gift.

We greatly appreciate the contributions of our volunteers. There is much work to be done and no task is insignificant!

Junior Board in Action

The Junior Board (JB) of the Alabama Wildlife Center just completed its first full year as an auxiliary organization of the Alabama Wildlife Center. Members of the JB are all young professionals with a strong commitment to supporting the Center through outreach, assisting with education programs, and in particular, supporting fundraising efforts.

The Junior Board organized their first annual fundraiser and raised an impressive \$6800. The first annual Chirps and Chips, was held on August 25, 2012 at the Historic Cahaba Pumping Station. The evening's activities featured a casino style party provided by GoodFellas Gaming and included a silent auction for over 100 attendees. CBS 42 reporter Kaitlin McCulley, was emcee for the evening.

Tom Sheffer, owner of the Green Apple Restaurant Group provided hors d'ouevres from his three Birmingham restaurants, Avo, Dram and Jackson's Bar & Bistro, desserts were provided by The Pita Hut and Webster Cake Design, and beverages were provided by BB&T, Coca-Cola Bottling Company, Good People Brewing Company and International Wines.

Junior Board President Anna Morris coordinated the event, Philip McDaniel assisted with the coordination, and Sean Palmer designed the graphics and publications. Organizing committee chairs included Katherine Klyce, Tom Sheffer, Russell Hinson, Gina Hinson, and Joe Amari.

The event was sponsored by American Printing Company, ArchitectureWorks, BB&T, Bounce Rentals, CBS 42, Gremmels Chiropractic Center, Interstar Transportation Services, JFS Consulting, Richard and Kellie Esposito, The Gingerbread Lady, The Myers Player Group, Serra Toyota and Sovereign CPA Group, LLC.

Strategic Planning Efforts Underway

In order for any organization to be successful it must know where it is going and how it will get there. With a slow economy it is even more important that the Alabama Wildlife Center be able to have a sense of direction and strategy in place to guide decision making, structure operations and allocate precious resources. In 2012 we initiated a strategic planning process to ensure that we are working toward common goals with established outcomes that can be used to assess the organization's direction in response to a changing environment.

This process was initiated in 2012 but is an ongoing effort to move the Center forward over the next five years. Members of the Board of Directors, Jr. Board, staff, and various volunteers were invited to

complete a strategic planning questionnaire to examine our mission statement, name, strengths, weaknesses, and critical issues facing the Alabama Wildlife Center.

Based on our findings we established a set of **Core Values** to serve as guiding principles for the organization, and we have identified five **Areas of Focus** that we need to concentrate on over the next five years. Additional work is needed to identify specific strategies (or action steps) to address each of these areas of focus. This will be done in workgroups and in conjunction with approval by the Board of Directors.

Although this strategic plan is specifically being developed for a five year period of time, we will need to develop an additional long range plan to deal with the issue of permanent funding and location/facilities for the Center.

Core Values – guiding principles

These principles will communicate to our stakeholders and to the public the values that guide our work.

- Respect for wildlife and stewardship of the natural world - we believe that if we do nothing, some bird species may be extinct in our lifetime
- High standards for animal care and treatment, taking into consideration the best interest and well-being of each bird
- Public education and outreach are critical components of our mission – we strive to educate and engage the public in order to foster a respect and appreciation for wild birds and the natural environment
- Recognize, respect and appreciate the contributions of each volunteer, donor and staff member
- Teamwork and cooperation – we respect and value all aspects of the work and efforts being undertaken to fulfill the center’s mission
- Continuous learning and professional growth to encourage the full potential contributions of volunteers and staff
- Quality and integrity in all aspects of our work
- Sound business practices and fiscal responsibility/accountability - we will use our resources wisely both in the short-term and long-term support of our mission
- We will actively strive to establish partnerships and collaborations with environmental organizations, schools, governmental agencies, corporations and foundations which are vital to our long-term efforts for rehabilitation, education and environmental stewardship
- We recognize and appreciate the diverse constituencies of the Alabama Wildlife Center

Areas of Focus

These areas of focus communicate to AWC constituents where the organization will primarily place its resources over the next five years in order to achieve its mission.

1. Increase the reach and effectiveness of our rehabilitation and education programs to conserve avian wildlife as part of a sustainable world;
2. Ensure that we have the facilities, staff, volunteers and infrastructure necessary to support our mission

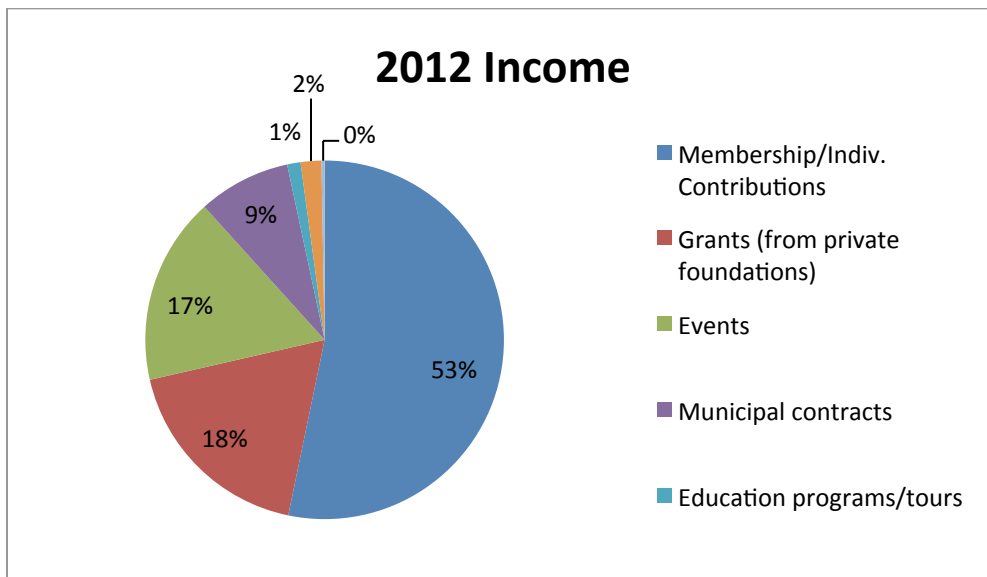
3. Broaden and increase our funding and member base to accomplish these strategic initiatives and provide adequate ongoing operational support
4. Expand the number and diversity of the Board of Directors and engage them more fully in board governance and fund raising efforts
5. Improve communication internally and externally to keep our stakeholders apprised and engaged in our efforts – we need to clear away confusion about our mission which requires a far reaching look at our name, brand image and public messaging

The work done thus far in identifying a set of core values and areas of focus is a first step in developing a more detailed strategic plan. In 2013 we will continue the process by identifying specific outcomes for each of the area of focus, developing the specific steps that need to be taken to achieve these outcomes, and measuring the success of each of these strategies.

Financial Data 2012

Income

Individual contributions	\$178,821.55
Grants	\$ 60,995.26
Events	\$ 56,700.28
Municipal contracts	\$ 28,000.00
Education programs/tours	\$ 4,051.58
Promotional items	\$ 6,260.25
Other	\$ 956.07
Total	\$335,784.99



Expenses

Administration	\$110,818.69
Animal Care	\$169,326.10
Education	\$ 18,637.73
Fundraising (events and promotional items)	\$ 35,894.34
Total	\$334,676.86

