



FY2015 Report to the Community
Carolina Raptor Center

TAKING FLIGHT

OUR MISSION

Carolina Raptor Center is dedicated to the conservation of raptors.



From Executive Director Jim Warren
CAROLINA RAPTOR CENTER...
where your imagination takes flight

Dear Friends,

Thank you for joining us on our journey by supporting our mission during the 2015 fiscal year. We are laying the foundation for a solid future and strive to expand our contributions to the field of raptor conservation.

CRC is an international leader – not only in raptor rehabilitation but also in volunteer experience and avian training and education. We hosted the 2015 International Association of Avian Trainers and Educators (IAATE) Conference in February 2015, rebooted our Volunteer Program to attract and retain the best volunteer talent, and presented new research at international conferences to advance the science of raptor medicine.

Enclosed in this report is just a sampling of CRC's programs and the impact we have on the community within our three focus areas – *education, destination and conservation*. This great work is only possible through the generous support of people like you – our donors, members and volunteers!

It is a true honor to share these results and stories with you and inspire your imagination to take flight!



EDUCATION

CRC's formal science education programs served more than 25,000 students in fiscal year 2015, through popular programs like Birds of the World and Physics of Flight. In October 2014, CRC received a new STEM \$20,000 education grant from our friends at the Duke Energy Foundation to create a new Rural Raptor Protection program for 3rd and 4th grade students and deliver it in six of the most underserved NC counties – Bladen, Columbus, Robeson, Rockingham, Stokes and Surry – free of charge. Rural Raptors is designed to help conserve the American Kestrel and Barn Owl in NC by bringing awareness to how farming communities can use these raptors to provide all-natural pest control on farms, instead of poisonous pesticides and rodenticides, while helping build new habitats using nest boxes.

Thanks to Duke Energy Foundation funding, CRC delivered 22 programs to eleven schools and had 1,322 students participate. Of those that participate, more than 90% indicated felt they could now have a positive impact on the AMKE and BNOW populations in their communities.

EDUCATION FAST FACT



Our staff provides professional development services to zoos, raptor centers and wildlife rehabilitators from **all over the world**. Noteworthy in 2015 were the **Denver Zoo** and the **Qatar Falconry Center**.





DESTINATION FAST FACT



Our programs engage more than **550,000 people annually** through formal STEM education and community outreach programs.



DESTINATION

What is wonder and how do we inspire it among our visitors?

Discovery Place and Carolina Raptor Center (CRC) teamed up in 2015 to examine the impact our institutions have on wonder experiences among our visitors. We were curious to learn what experiences evoke wonder and how our visitors might “utilize” their wonder beyond our science centers.

After observing visitors on the trail, CRC created a five question interactive survey to understand the following:

- 1) What do visitors see and remember when they visit?
- 2) What does this make them think about?
- 3) How does that make them feel?
- 4) What will they do as a result of their visit?
- 5) Who inspired them during their visit?

The results indicated that visitors see little more than injured birds, are thinking about the basics of natural history, that they feel pretty curious about what they see, and that they are inspired to get involved in some way, however small.

One observation that we made was that humans really have an impact on how wonder filled visitors feel. Interactivity with our birds on the trail is another top priority in planning for the future. Our ultimate goal is to inspire visitors to take science and conservation out into the world and do it!



CONSERVATION

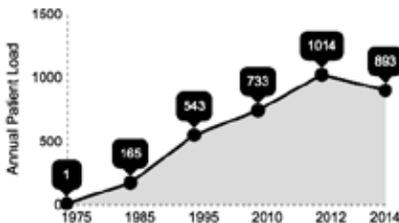
Taking Flight...a return to the Carolina Skies

CRC's Jim Arthur Hospital is one of the world's largest raptor rehabilitation facilities by number of patients admitted. Staff Veterinarian Dave Scott and his crew continue this commitment to conservation by rehabilitating an average of 800+ injured and orphaned raptors each year and by conducting research to share treatment plans with other avian specialists to increase raptor release rates worldwide.

In fiscal year 2015, Dr. Scott studied release outcomes for raptors with eye trauma to determine if indicators existed to help determine likelihood of release back into the wild. His study looked at 299 cases of different species, severity of injury upon intake, improvement in severity scores and final outcome. His conclusions show: 1) trauma severity scoring is useful to track patient progress but cannot effectively predict recovery; 2) smaller species are more likely to recover and be released; and, 3) diurnals – even with significant eye injury – are more likely to recover than nocturnals.

Dr. Scott presented this research at EXOTICSCON 2015 in San Antonio, TX, an animal medicine conference designed to create hands-on educational opportunities for veterinarians.

CONSERVATION FAST FACT



We are the **largest raptor medical center** in the United States based on admitted patients. Carolina Raptor Center treated more than **2,800 injured and/or orphaned raptors** in the last 3 years and over **18,700 since 1975**.



Carolina Raptor Center

Our Impact By the Numbers

July 1, 2014 - June 30, 2015

1,071 Volunteers
31,436 Volunteer Hours

17 RaptorMed Sites

445 Birds released

\$1,236,240

Operating Budget

\$126,902

Arts and Science Council Grants

36,989 Visitors to the Raptor Trail

65 Counties Served in NC





THE REEMPRISE FUND

Following a 2013 Volunteer Program Assessment by UNC Charlotte, CRC saw a need to improve its volunteer experience by creating a best-in-industry program. The Reemprise Fund, a venture philanthropy foundation, invested \$100,000 to underwrite a UNC Charlotte study of volunteer best practices, design a new volunteer program, fund two fiscal years of a full-time Volunteer Experience Manager position, and expand our culture of philanthropy to volunteers. In FY15, CRC hired Ann Parker as our Volunteer Experience Manager, implemented nearly 100% of the UNC Charlotte recommendations, and developed a new strategy designed to engage volunteers in fundraising – piloting in Spring 2016.



OWL ROOFING

Who knew our owls and the pros at Owl Roofing would be a match made in heaven? That is exactly what happened when owners Jesse Garrett and Mike Knight approached us about a service project for CRC. The Program staff expressed a need for a new Great Horned Owl (GHOW) enclosure on the public Raptor Trail. After months of design and construction, we dedicated the new GHOW cage in September during our Friends & Family Celebration. Many thanks to Owl Roofing for donating their time, talents and treasure to the GHOW cage project. investing more than \$21,000 in materials and in-kind labor!

WAYS OF GIVING

- 1) Becoming a **member** is a great way to make a 100% tax-deductible gift to support our mission, while receiving some great annual benefits, including unlimited access to the Raptor Trail and special discounts!
- 2) Consider a **sustaining gift** and make recurring monthly gifts, allowing you to make a bigger impact by spreading out payments over time. Monthly gifts help CRC budget across the year -- creating a reliable revenue stream.
- 3) Join the Take Flight Society and make a three-year commitment by pledging \$1,000 or more annually and receive access to exclusive events and programs

For more information on these and other ways to support CRC – contact:
Robert Touchstone, CFRE
Development Director
(704) 875-6521 ext. 204
rtouchstone@carolinaraptorcenter.org

1,2,3 WAYS OF GIVING TO CAROLINA RAPTOR CENTER



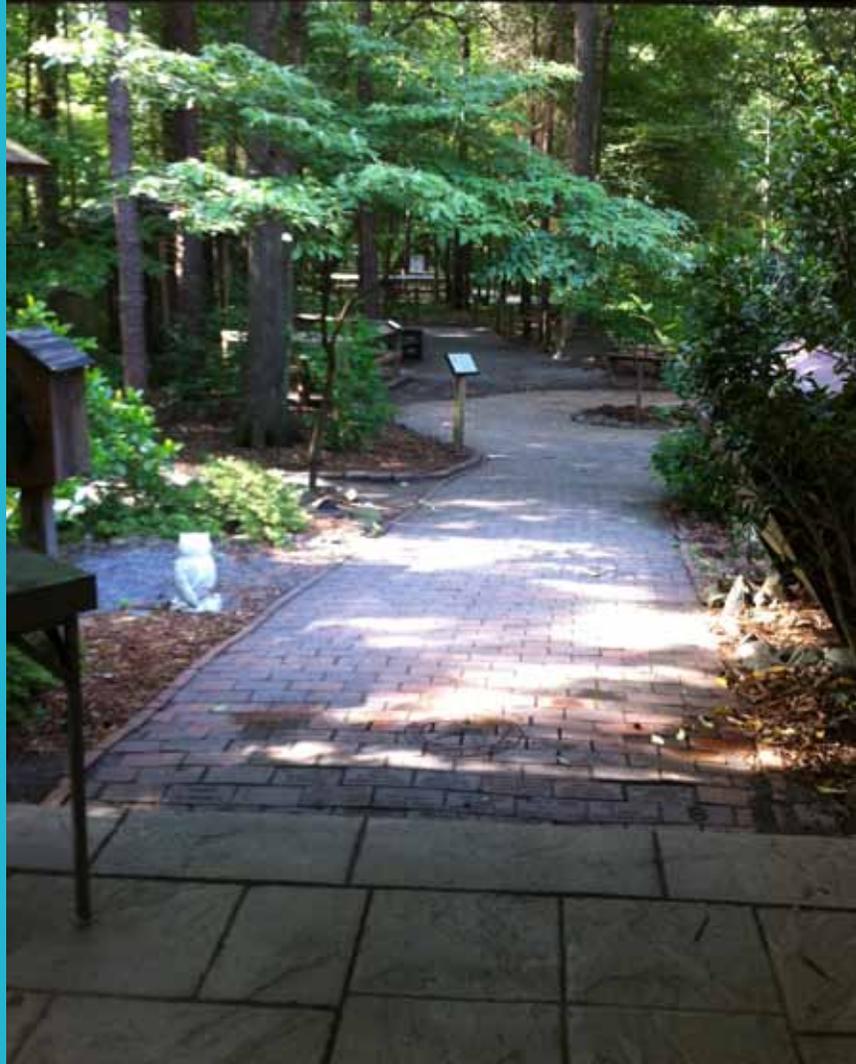
WAY#1
MAKE A ONE TIME GIFT.

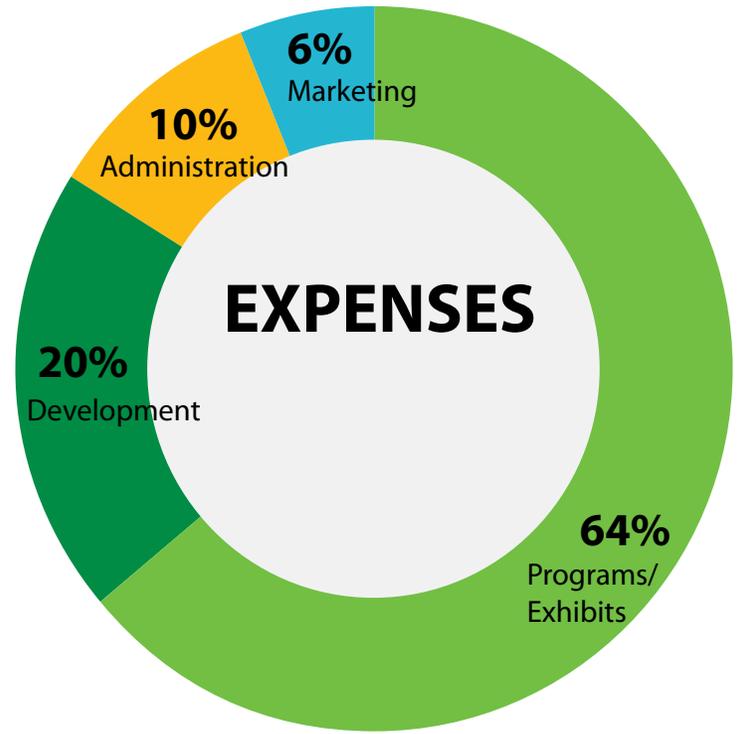
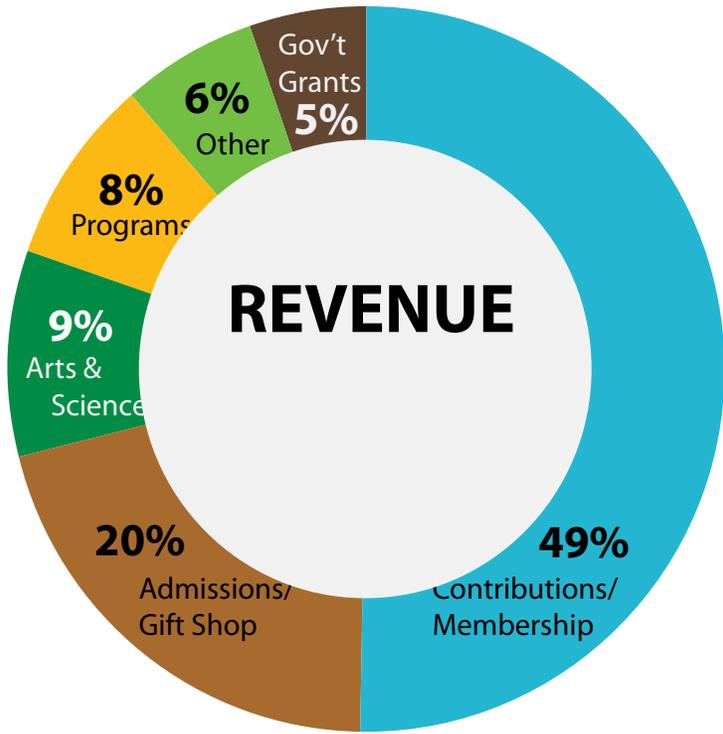


WAY#2
THINK TWICE ABOUT
MONTHLY GIVING.



WAY#3
MAKE A THREE-YEAR
COMMITMENT AND
JOIN TAKE FLIGHT SOCIETY.





OPERATING BUDGET

The FY2015 Audit and Form 990 is available on our website at www.carolinaraptorcenter.org.
 The audit was completed and certified by Goldberg Davis, Certified Public Accountants.

FY2015

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P.O. Box 16443
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