



April 2010

Greetings from Jim Fitzgerald, President of the Board

My personal introduction to Project Wildlife (PW) was the result of finding an injured hummingbird and PW was there to help. This encounter was the beginning of a long and still wonderfully satisfying relationship with this extraordinary organization.

Many things about Project Wildlife make it very special. I want to highlight two of the most important:

- Through its animal rehabilitation and education programs, Project Wildlife makes a unique contribution to the quality of life here in San Diego. Each year, Project Wildlife receives and treats approximately 10,000 injured and orphaned animals, and, each year, it delivers wildlife education and training programs to almost 50,000 San Diego school children and adults through school and other group presentations and through participation major community events, such as Earth Day and the Science Fair.
- An extraordinary cadre of 500+ dedicated volunteers who enable Project Wildlife to fulfill its Mission of animal care and education. Over the years, I have worked with many non-profit and charitable organizations. Never in my experience, however, have I ever been involved with volunteers from whom so much is asked and from whom so much is given, often 24/7 when dealing with baby or seriously injured wildlife.

Project Wildlife has been successfully fulfilling its Mission since 1972. Through good times and bad, PW has never turned away an injured or orphaned animal. This is a major accomplishment, especially in difficult economic times like those we are facing today.

Like other non-profits, who rely almost exclusively on private donations to support themselves, maintaining financial viability is an on-going challenge for the Board and for the whole organization. Project Wildlife is meeting this challenge both in traditional ways, e.g., by expanding and enhancing donor outreach, and in non-traditional ways, e.g., by more fully leveraging its extensive, "hands-on" animal care experience and expertise to expand its fee-for-service education/training programs and to add new offerings, such as its recently-launched animal extraction service.

Project Wildlife also is acutely aware that recruiting, training, and retaining qualified, motivated volunteers and staff are critical to fulfilling its Mission. PW has 500+ volunteers complemented by a paid staff, including animal care professionals, of around 10 full-time people. As a result, PW is focused on creating an environment for its people, both volunteers and staff, that is challenging and supportive and that continues to foster the dedication and commitment to Project Wildlife that has made it the wonderful organization that it is.

Project Wildlife has earned my admiration and respect.