



The National Kitten Coalition 2023 Annual Report *by the numbers*



Our 2023 Story

The National Kitten Coalition (NKC) was founded in 2008 to serve as a reliable and professional source of information for those who care for kittens: veterinarians and their staff, kitten fosters, shelter and rescue staff, and all those who adopt kittens into their homes.

The NKC Annual Report provides an overview of our accomplishments in 2023 and a summary of our financial operations for 2023.

Our New Resources

The NKC created and issued a one-of-a-kind dictionary of medical terms relating to kitten care issues. The dictionary was featured letter-by-letter in the NKC's social media throughout the year.

Our Most Popular Webinars

- Bottle Feeding Kittens 101
- Pregnancy and Birth
- Preparing for Premature Kittens

Our Conferences



The National Kitten Coalition
Veterinary Conference
October 8, 2023



June 10–11, 2023

Our Collaborations

In May the NKC partnered with EveryCat Health Foundation to present a three-part webinar series, *The Art of Raising a Happy, Healthy Kitten*, and with The Community Cat Podcast to present the Online Kitten Conference in June.



Our Impact on Kittens

We estimate that our 2023 educational programs impacted over 104,000 kittens.

Our Impact on Kitten Caregivers

The NKC reached at least 2,550 individuals with our 2023 educational programs. Nearly 1,000 attended multiple learning sessions. Our webinar, workshop and conference attendees included animal shelter professionals, animal rescue organizations, members of the veterinary community, kitten foster volunteers and those who never cared for kittens before but wanted to learn.

The NKC hosted 35 teaching events which included, among other events, 12 webinars. We also hosted 22 kitten-care presentations which took place at online conferences. These included the highly popular Online Kitten Conference and the fourth NKC Veterinary Conference, which attracted participants from around the world.

Feedback from Kitten Caregivers

- "I am so glad I found your page and the website. It has helped a lot. Thank you. Love the webinars."
- "I always come away with a renewed commitment to kitten/cat care and a deeper understanding. Thanks so very much!"
- "Just thank you - thank you SO VERY MUCH—for providing these most-informative webinars!"



Our Digital Pawprint

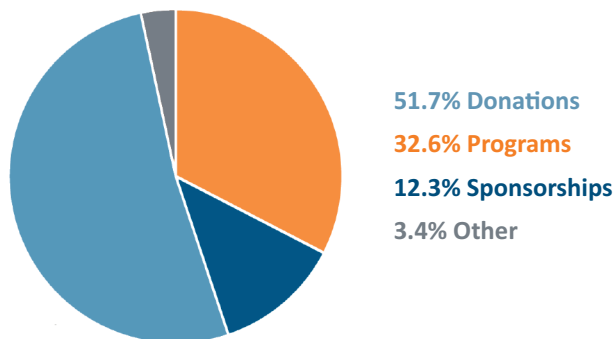
Platform	Reach
Email	> 11,000
Facebook	> 662,000
Instagram	> 56,000
LinkedIn	~ 21,000

2023: A Year to Celebrate 15 Years of Saving Kittens through the Power of Education

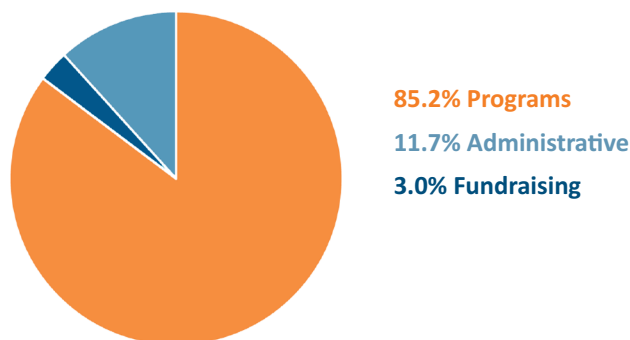
Impact of Your Support

Fiscal Year Ending 12/31/2023

Income: \$73,183 Total



Expenses: \$104,209 Total



Our Thanks!

Many organizations sponsored one or more of our conferences: ASPCA, Best Friends, Cat News Headlines, Catio Spaces, CDE Cages, The Humane Society of the United States, Humane Society Veterinary Medical Association, IDEXX, Marian's Dream (Feline Fix by Five), Merck Animal Health, NKC Learning for Life Fund, Pioneer Pet Products, Revival Animal Health, Ryan Animal Rescue Foundation, SleepyPod, The International Cat Association and ZinZie Pie.



Candid.com continued to recognize our commitment to transparency by maintaining the NKC's Platinum Transparency designation this year.

Our Board of Directors

Rosemarie Crawford, LVT, President/Treasurer
Nancy Peterson, RVT, retired, Vice-President
Sara Brown, Secretary
Laura Baughman
Emily Coleman, DVM
Susan Spaulding, Emerita

Our Organizational Directors

Director of Educational Programs: Rosemarie Crawford
Director of Neonatal Programs: Susan Spaulding
Director of Development: Laura Baughman

Stay connected with The National Kitten Coalition for more great resources coming in 2024!

- www.kittencoalition.org
- facebook.com/kittencoalition
- instagram.com
- linkedin.com

Contact the NKC

- info@kittencoalition.org
- 7371 Atlas Walk Way #212
Gainesville, VA 20155

