



## Our 2021 Story

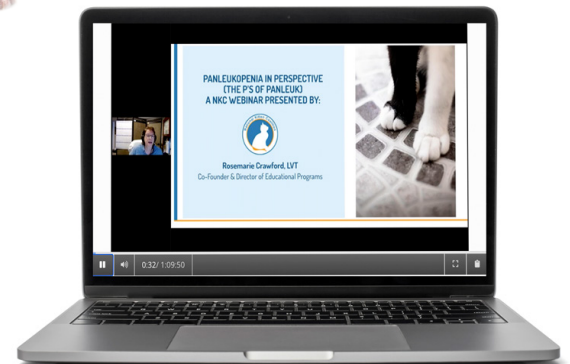
The National Kitten Coalition (NKC) was founded in 2008 to serve as a reliable and professional resource, supporting the work of veterinarians and their staff, kitten caregivers, including fosters, shelter and rescue staff, and all those who adopt kittens into their homes.

Despite the challenges of the pandemic, the NKC was able to expand our commitment, support and education to those helping the most vulnerable of kittens.

This NKC Annual Report provides an overview of our accomplishments for 2021 and a summary of our financial operations.

## Our Impact on kittens

**Attendees at NKC events** report that they care for—on average—at least **41 kittens every year**. That means the NKC impacted at least **121,073 kittens** in 2021 through our educational programs.



**Free webinars for kitten caregivers:**  
**KittenCoalition.org**

## Our Conference Events



**Kitten Nursery Conference**

**March 27, April 10 & 24**



**June 11 - 13**

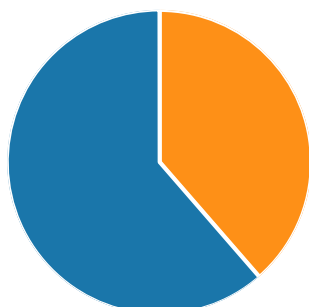


**September 19**



In 2021, the NKC maintained our **Platinum Transparency** designation from **guidestar.com**.

### INCOME\*

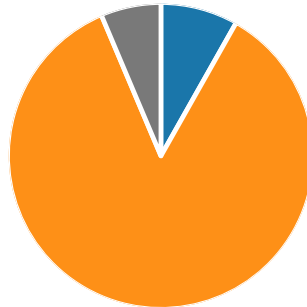


- 61% Donations
- 39% Programs
- 0% Other

\*Income includes sponsorships

\*\*Fundraising expenses as a share of total donations and grants received was 6.4%.

### EXPENSES



- 86% Programs
- 8% Administration
- 6% Fundraising\*\*

## Our Digital Pawprint



### KittenCoalition.org metrics

**+24,057** new users

**3.89** pages per session

**126,507** pageviews



**LIST GROWTH: +2,034**



**2021 GROWTH**  
**+36%**



**+65%**



**+275%**



**+40%**

# Our Impact

## *on caregivers*






The NKC reached at least **2,953 individuals** with our educational programs. Our 2021 webinar, workshop, and conference attendees included **animal shelter professionals, animal rescue organizations, veterinarians, veterinary technicians**, members of the **veterinary community, kitten foster volunteers**, and those who **never cared for kittens** but wanted to learn to save lives.

The NKC hosted **35 teaching events**, which included, among other events, **7 workshops** and **7 webinars**. We also organized **21 kitten-care presentations** which took place at online conferences. These included our highly popular **Online Kitten Conference**, the first-ever **NKC Nursery Conference**, and the second **Veterinary Conference**, which attracted participants from around the world.



# Our Feedback

## *from happy attendees*

-  [As a practicing veterinarian, I] "had my staff watch and they had "a-ha" moments hearing things from you! One even took notes and is now highly motivated for kitten season. Thank you."
-  "Thank you for making this a free webinar. So helpful for small rescues like LMN feline rescue."
-  "I found this very interesting and informative. I appreciate [that] you offer this at no cost. Can we give donations to your organization so you can continue doing this because I found it very helpful?"
-  "So glad that I found these and will be a regular attendee. "
-  "This [conference] was awesome and I am less discouraged and better situated for this coming kitten season. Thank you so very much for this!"

# Our Thanks!

The National Kitten Coalition is a proud recipient of funding from the American Society for the Prevention of Cruelty to Animals®, Maddie's Fund®, Best Friends Animal Society® and The Humane Society of the United States®.

# Our Board of Directors

Laura Baughman, Sara Brown  
Rosemarie Crawford, Nancy Peterson, Susan Spaulding

# Our Organizational Directors

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

Stay connected to The National Kitten Coalition  
for more great resources coming in 2022!  
**New content, More webinars, New platform**  
**KittenCoalition.org**

The National Kitten Coalition is tax-exempt under Internal Revenue Service Code Section 501(c)(3). Our tax ID number is 26-2188884.

