



Joetta Forkner, PWC Volunteer
Releasing a Brown Pelican After Treatment



Campaign for Wildlife

Creating A Permanent Home for Pacific Wildlife Care

Executive Summary

Pacific Wildlife Care (PWC) is San Luis Obispo County's voice, protector, and first responder to local wildlife in need of rescue, rehabilitation, and care. PWC has outgrown its facility in Morro Bay, a testimony to our success. In addition, our site-license with Vistra Energy expires in December 2025. Although Vistra has plans for the site, they are happy to continue working with PWC as we transition to a new space. We need a new, permanent home.

As a first step, we acquired a centrally located, 10-acre parcel of land as the site of the Kim and Derrel Ridenour Wildlife Rehabilitation Center (the Center), which will allow us to care for distressed and injured wildlife now and into the future. Our dream is to build a modern, new and larger facility that will serve San Luis Obispo County and our wild counterparts for years to come. To realize this dream, a campaign planning study was conducted to assess project merit and fundraising capacity. Following the planning study and an overwhelmingly positive response from our stakeholders and broader community, the Board of Directors launched an \$11.5 million comprehensive capital campaign to secure the funds needed to complete this transformational project and create a sustainable future for PWC.

Who We Are

We are donors, volunteers, and staff working together to support the wildlife of San Luis Obispo County with a goal of returning healthy animals back to their natural habitat.

What We Do



Rescue



Rehabilitate



Educate

California Senate District 17
2018 Nonprofit of the Year

Our Mission: Pacific Wildlife Care supports San Luis Obispo County wildlife through rehabilitation and educational outreach.



Golden Eagle
Recovered from Possible Electrocutation / Mild Lead Toxicosis

A Second Chance

PWC collaborates with many organizations and individuals to do what is right for injured animals. One such story involves a compassionate ranch foreman who found a local eagle on the ground and unable to fly due to injury from nearby power lines. Through PWC's rescue hotline, the ranch foreman was able to connect with a local volunteer and the bird was transported to the home of PWC's veterinarian, who worked tirelessly from their kitchen table to provide life-saving treatment for the distressed bird. After weeks of care by both PWC and the Ojai Raptor Center, this healthy bird was ready to fly and was released into her natural habitat. Thanks to collaborative effort and community response, one of our local golden eagles was given the second chance at life that she deserved.

Power in Partnerships

PWC is committed to caring for wildlife from all corners of SLO County and understands that maximum effectiveness can only be achieved by collaboration with other organizations.

We are the primary care facility of the Oiled Wildlife Care Network (OWCN) in the event of a declared inland or coastal oil spill. In addition, we partner with organizations throughout the county as the first responder to wildlife in need.

Our partners include:

- California State Parks
- Morro Bay Harbor Patrol
- Port San Luis Harbor Patrol
- City Police Departments from all 7 SLO County incorporated cities
- County Sheriff's Department
- SLO County Animal Services
- The Land Conservancy of San Luis Obispo County

Keeping the Wild in Wildlife

PWC was founded in 1984, and since that time we have grown from a small group of dedicated home rehabilitators working with a broad network of veterinarians into a successful 501(c)(3) nonprofit organization with a dedicated rehabilitation center, a full-time wildlife veterinarian, a small paid staff, more than 250 volunteers, and a robust wildlife education program. Our volunteers and staff are passionate about wildlife preservation and engaging the public concerning peaceful co-existence with the natural world around us.

Keeping the 'wild' in wildlife is exceptionally challenging. Each year, PWC treats 2,500 to 3,000 wildlife patients. The large number of animals we serve each year requires that our staff and volunteers be knowledgeable about species-specific diets, housing, and enrichment for nearly 200 different species.

We are the only organization in San Luis Obispo County licensed by the California Department of Fish and Wildlife and U.S. Fish and Wildlife Service to provide rehabilitation services for the types of animals in our care.

"Wildlife rehabilitation is a process of coming to know something quite unlike you, to understand it well enough not only to keep it alive but also to put it back, like a puzzle piece, into the gap in the world it left behind."

— Helen Macdonald, Author, *H is for Hawk*

Securing the Future for Wildlife

Humans affect the livelihood of every wild species around us. PWC is a resource for those who find injured or orphaned wildlife and provides quality care until the animals can be released back into the wild. Demand for rescue and rehabilitation services has outpaced the capacity of our aging facility, and we need a permanent home to better support the needs of County residents, visitors, and most importantly—our local wildlife.

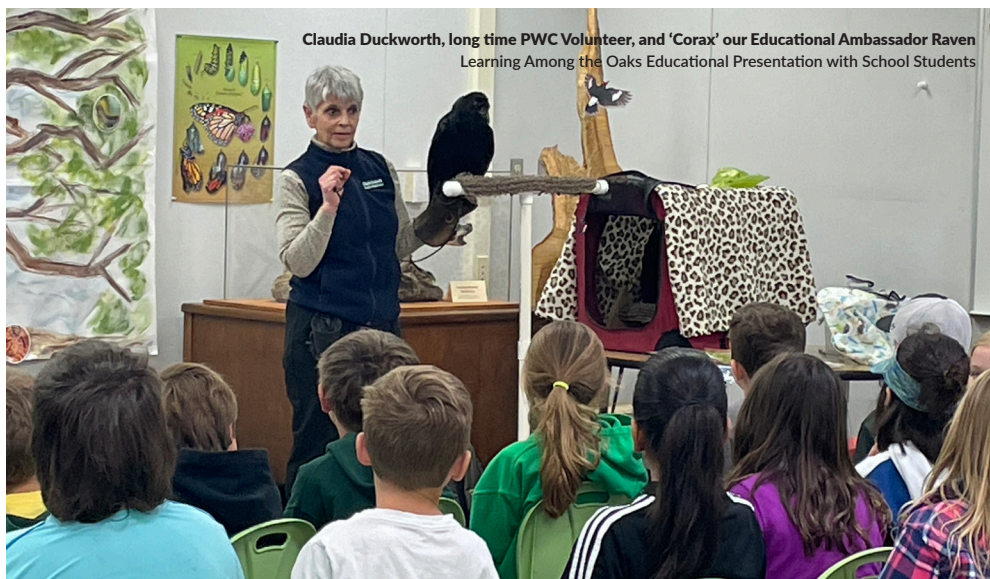
The Kim and Derrel Ridenour Wildlife Rehabilitation Center will be a modern, centrally-located facility on land that is permanently owned by PWC. The new facility, with more functional and adaptable animal treatment areas and room for future expansion, will ensure that we continue to provide the highest standard of medical and rehabilitative care possible for the increasing number of local animals we serve.

Centrally located off Buckley Road in San Luis Obispo and close to Highway 101, our new home will offer many benefits that cannot be provided at our current site:

- **Address the unique needs of the animal patients we care for annually and promote healing and prompt release back into the wild.**
- **Ensure space, including access to interior and outdoor enclosures, to adequately separate prey and predator species and minimize stress for best chances of successful rehabilitation.**
- **Minimize the occurrence of human interaction and imprinting (sights, smells, sounds) for best chances of successful release.**
- **Provide spacious on-site flight environments to condition raptors to build strength prior to release.**
- **Accommodate expanded educational and youth outreach programming and enhance support of our animal ambassadors.**
- **Offer greater volunteer and internship opportunities, including expanded space for orientation and training.**

The Center will increase capacity and efficiency of operations, create safer working conditions for staff and volunteers, and elevate the quality of our facilities to match the quality of our care. The addition of flexible space will accommodate seasonal influxes in wildlife populations and support our ability to respond to natural or man-made disasters (PWC is a primary care facility of the Oiled Wildlife Care Network). With this campaign we will create a permanent home for the PWC of today with room to grow for the PWC of tomorrow.

More than 50% of our admissions come from the City of San Luis Obispo and South County, so the centrally located site will be more convenient, encouraging people to seek our help when they first encounter an injured, distressed, or orphaned animal. The first 24-hours are the most crucial, and quicker response times make all the difference in an animal's chances for survival.



Annual Impact



5,000+ People Educated

Educational presentations are provided by our volunteers and our Wildlife Ambassadors that are unable to be released back to the wild.



3,000+ Hotline Calls

The public can call our hotline every day of the year to report distressed wildlife or inquire about wildlife information: (805) 543-WILD (9453)



2,700+ Wildlife Cases Served

PWC is open 365 days per year and serves nearly 200 unique species of wildlife patients inadvertently affected by human behavior.



Prairie Falcon
Recovering from Wing Injury



Virginia Opossum
In the Wild with Babies

“A simple act of kindness and compassion towards a single animal may not mean anything to all creatures, but it will mean everything to one.”

— Paul Oxton, Founder
Wild Heart Wildlife Foundation

The Need Is Great. The Time Is Now.

The site license for our current facility in Morro Bay has expired. We have actively negotiated a new agreement with Vistra Energy to extend the license until December 2025. If we are able to move quickly and complete the new building, PWC's operations plan will focus on transferring animals safely and securely, with minimal impact, from our current facility to the new Center. To do this, the Center must be prepared to receive and treat incoming animals and those already in our care.

Should the project be delayed and the Morro Bay site unavailable for occupancy, we will be forced to consider less-ideal options:

- **Expand home care, which will require recruiting and securing commitments from trained home-care volunteers.**
- **Transfer animals to other organizations that have the capacity to handle the types of animals in PWC's care, which can add stress to the rehabilitation process due to the additional transportation required.**
- **Explore interim sites and temporary facilities at an additional cost.**
- **And, as a last resort, scale back rescue and rehabilitation services and available programming.**

A Campaign for Wildlife

The \$11.5 million Campaign for Wildlife will fund the construction and equipping of our new facility and ensure ongoing operational support so that we continue to provide high-quality animal care during our transition. Thanks to our dedicated board and generous donors, we have already raised \$5.7 million to secure the 10-acre parcel and to design and build PWC's new home, the Kim and Derrel Ridenour Wildlife Rehabilitation Center. Additionally, PWC has raised over \$3.8 million in future legacy gifts. The SLO County Board of Supervisors is in unanimous support of the project, which has positioned the work of PWC as vital to our county and to our local wildlife. With the approval of the Minor Use Permit (MUP) in September 2022, the project is currently in the process of construction plan checks for issuance of building permits. We are on track to break ground in early 2025.

As intelligent creatures capable of self-awareness and the ability to show compassion, humans have the rare capacity to be the voice of the voiceless. This transformative campaign will call on the generosity of our entire community and engage all who share our sense of responsibility as protectors, healers, and stewards of the natural world around us. Join us in our Campaign for Wildlife!



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PWC is a nonprofit 501(c)(3) organization
Tax ID 77-0196350
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