

Rockfish Wildlife Sanctuary



2024 IMPACT REPORT



1,012

injured and orphaned animals
admitted for care in 2024. This
represented a **new RWS record!**

63

unique species treated.



2,680

wildlife hotline calls
answered from over **150**
different municipalities.



Patients admitted from

62

different cities and counties.



49

wildlife
education
programs
presented
throughout
our region.

4

new
education
ambassador
animals found
their "forever
home" at the
Sanctuary.

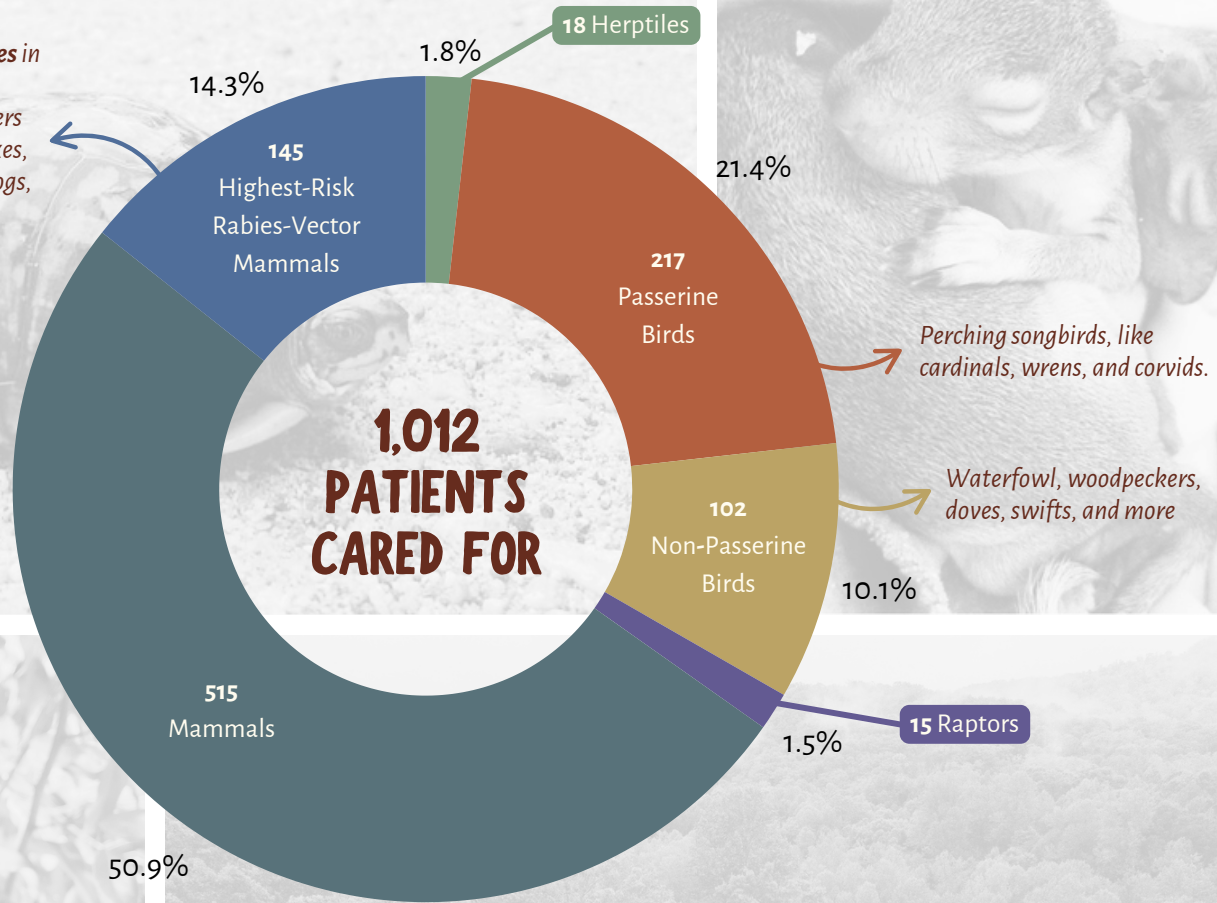


200

attendees celebrated with us at our
20th Anniversary Gala at Potter's
Craft Cider. We had a full house!

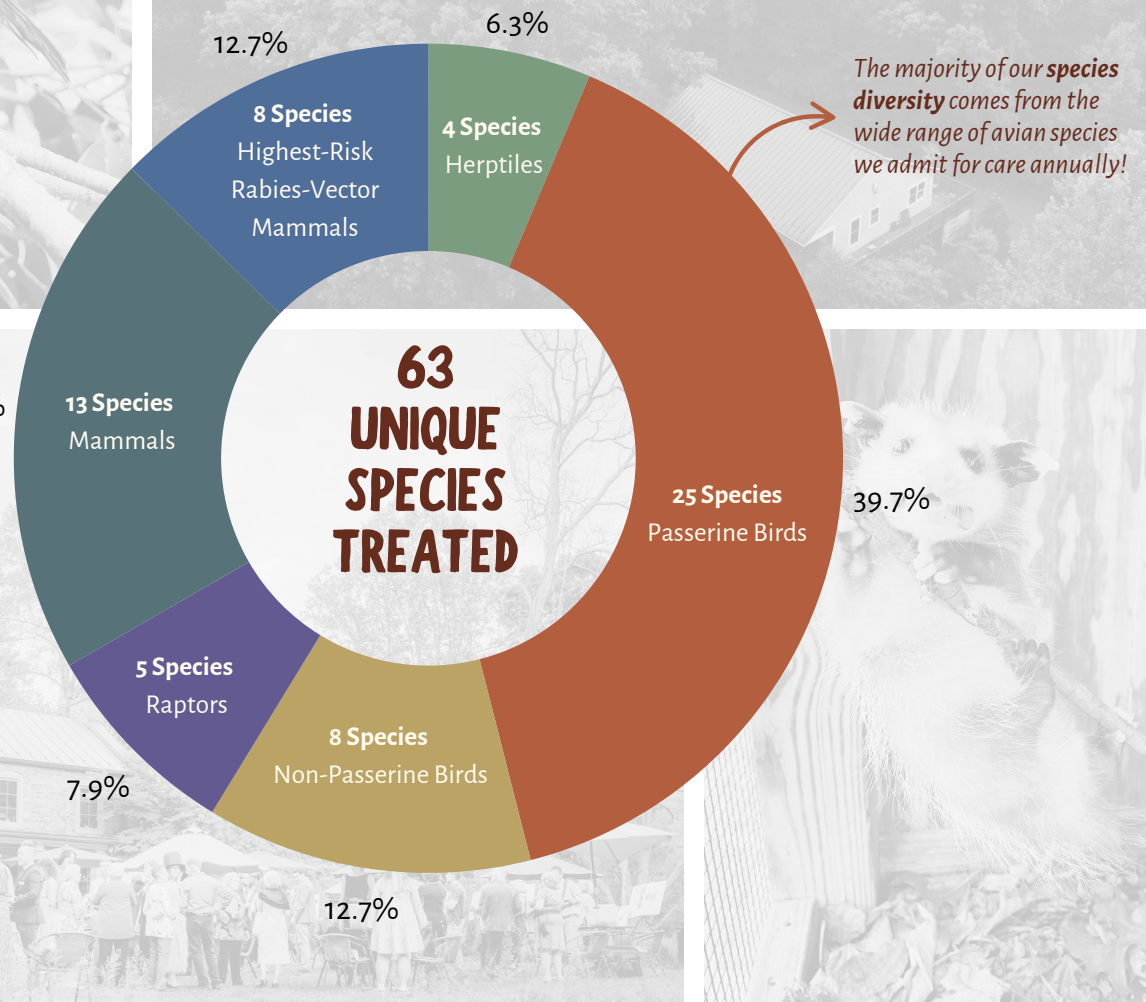


The Sanctuary **specializes** in caring for these patients which few other rehabbers work with, including foxes, raccoons, bats, groundhogs, and skunks.



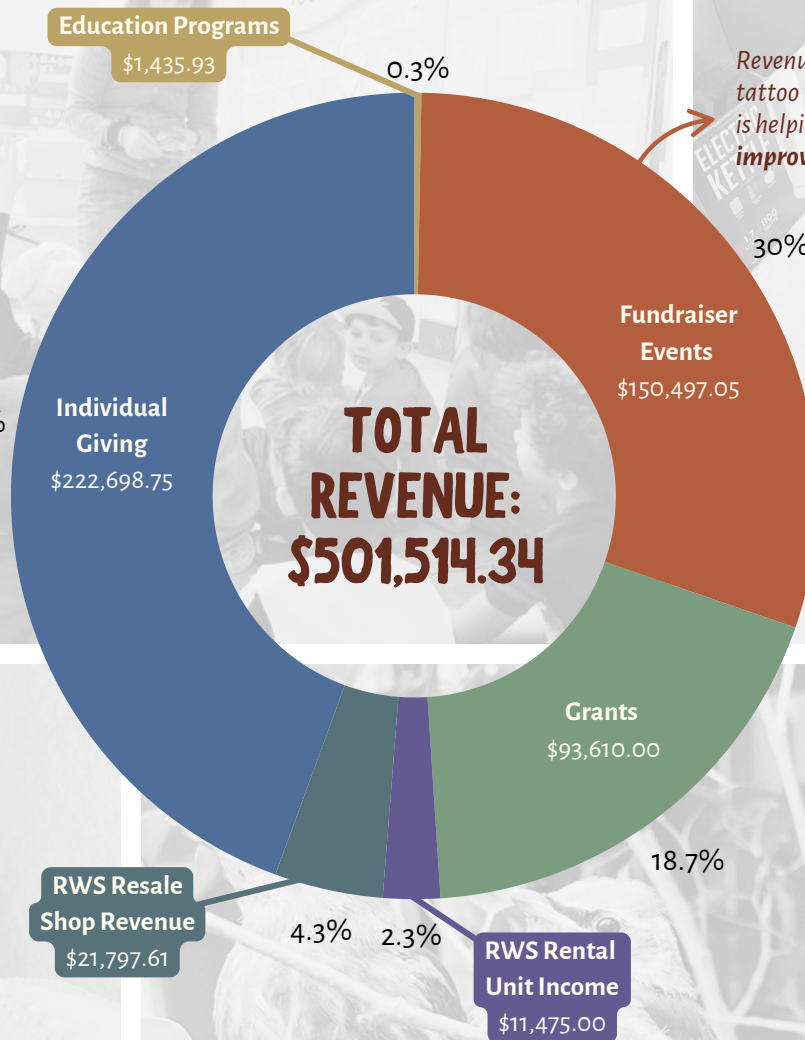
THANK YOU

to all of the incredible folks who rescued an wild animal or helped transport a patient in need to the Sanctuary this year!



754

donors gave to RWS in 2024. Our mission had a **record number of new donors** as well! Thank you so much for your lifesaving gifts! We hope to continue earning your support.



Revenue from our baby shower, gala, and tattoo fundraiser with Ben Around Tattoos is helping us fund **urgent capital improvement projects** in 2025!

THANK YOU

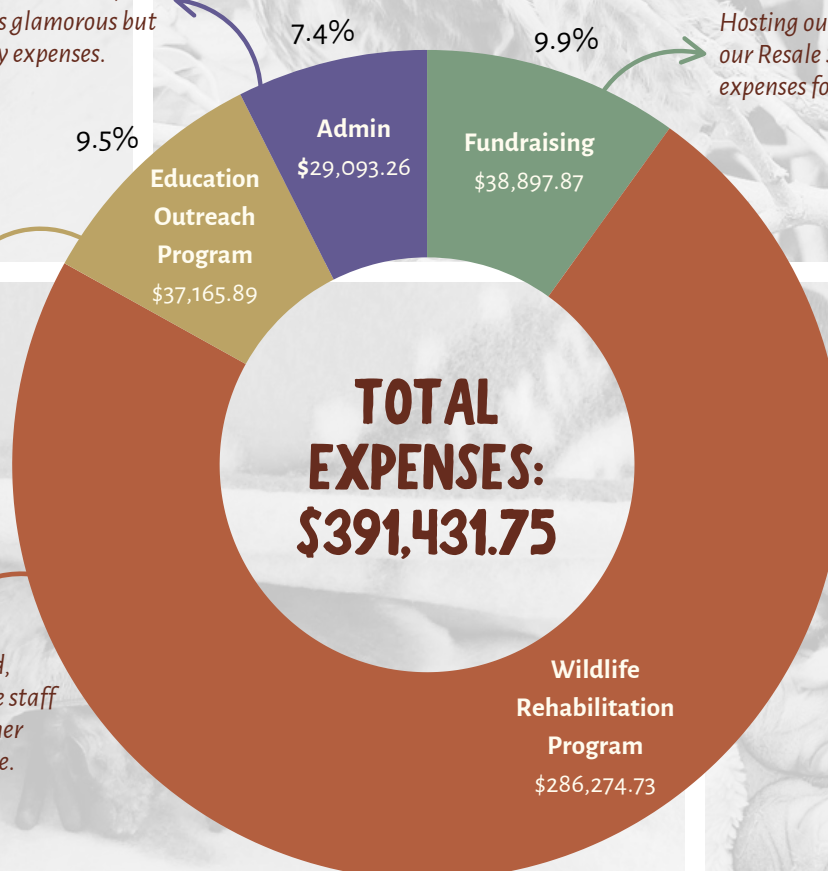
to every single person who donated money, supplies, and time to the Sanctuary this year. **Our work is only possible thanks to donors like you!**

Keeping the lights on, paying for insurance, and other less glamorous but necessary expenses.

Hosting our first gala, rental payments for our Resale Shop booth, and other essential expenses for securing our mission's future.

Educational print materials, program staff wages, and other expenses associated with our public education outreach program.

Wildlife rehab supplies, animal food, enclosure maintenance, animal care staff wages, internship program, and other expenses covering direct patient care.



Our Reserves:
The RWS Board of Directors seeks to meet nonprofit best practice benchmarks by establishing 3-6 months of operational reserves. This enables us to prepare for unexpected changes in the economy and local environment. We feel this is particularly prudent given the extended "baby seasons" we are experiencing in Central Virginia, with higher patient loads and increasing threats of emerging zoonotic disease.

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UPDATES TO THE DIGITAL WILD

2024 brought some big changes to a screen near you! Check out some of RWS's online accomplishments last year.



BRAND NEW WEBSITE

We completely redesigned our site in 2024 to enhance navigation, accessibility, and informational value...with a dash of RWS personality, of course! Be sure to check out our interactive Backyard Habitat Tips page and our new blog!



SCAN WITH YOUR SMARTPHONE
CAMERA TO VISIT OUR **WEBSITE**
OR WATCH OUR FILM.



GALA FILM

Our 20th anniversary deserved a special celebration! We premiered this short film at our 2024 gala. It features some of our amazing founders as they reflect on the Sanctuary's humble beginnings and bright future.

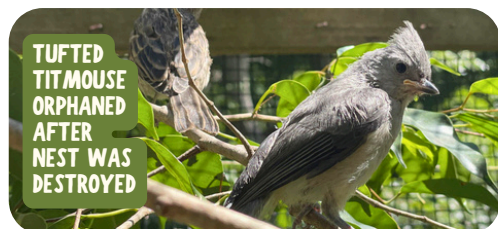
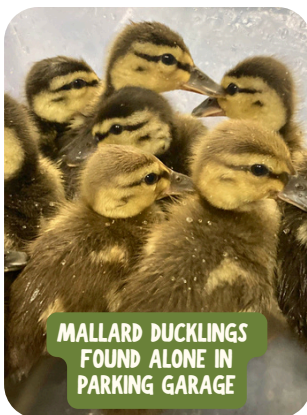
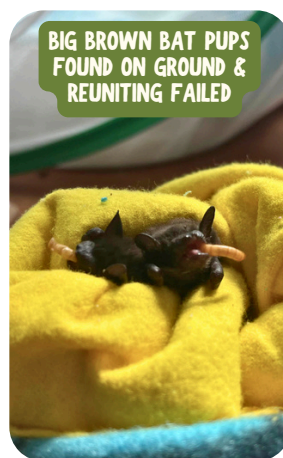
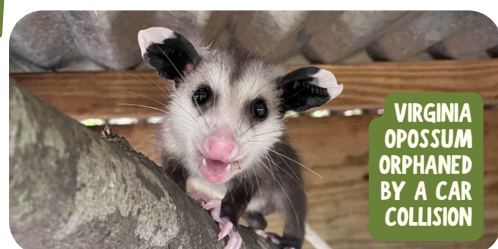


Pssst......we also doubled our social media following in 2024, reaching more people than ever with our educational content!



Some of the many patients whose releases your support made possible in 2024.

THE LIVES WE SAVED, TOGETHER!



Thank you for supporting Rockfish Wildlife Sanctuary's vital work for native wildlife and conservation. You power this lifesaving magic!