

SAINT CROIX ANIMAL FRIENDS, INC.

STRATEGIC PLAN

2007-2012

Updated September 2011

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A. Vision Statement

- 1) To promote a positive relationship between animals and people through education and community programs.
- 2) To provide animals with a compassionate experience in a temporary residence and to assist them in finding their forever homes.

B. Mission Statement

- 1) To offer a safe refuge, nourishment, and opportunity for a better life to unwanted, abused, or injured animals.
- 2) To promote responsible pet ownership through humane education and spay/neuter programs in the area.
- 3) To work to unite lost animals with owners and place unwanted animals in caring homes.
- 4) To build communication and community support so people will value animals and treat them with respect and kindness.
- 5) To provide care and respect through the life and death of the animals using qualified veterinary professionals.

C. Motto

Encouraging animal awareness through education.

D. Stakeholders

- 1) General public
- 2) Members
- 3) Donors
- 4) Volunteers
- 5) Area businesses
- 6) St. Croix County
- 7) Municipalities in St. Croix County
- 8) State agencies
- 9) Federal agencies

E. Goals, Objectives, and Strategies

The following are programs that have been developed or will be developed to plan and operate a successful and vital shelter.

1) Financial and Administrative Program

Goal: Oversee all the finances of Saint Croix Animal Friends including accurate, detailed records of all income and expenses, preparing accurate tax reports, and creating budgets.

Objective: Maintain accurate reports and run an efficient, successful business.

2) Fundraising Program

Goal: Maintain successful fundraising activities.

Objective: Raise the necessary funds to build and operate an animal shelter in St. Croix County.

3) Public Relations / Marketing Program

Goal: Promote Saint Croix Animal Friends' presence in the community.

4) Land Acquisition Program

Goal: Identify potential pieces of property and potential donors or opportunities in St. Croix County on which to build an animal shelter.

Objective: Purchase or receive donated land on which to build an animal shelter by:

5) Facilities and Operations Program

Goal: Develop and operate an animal shelter facility.

Objective: Build and operate a state of the art efficient and environmentally friendly animal shelter in St. Croix County that will promote animals' physical health along with socialization and behavioral skills.

6) Pet Finding Network Program

Goal: Help the local communities find and report lost pets.

Objective: Reunite lost pets with owners as soon as possible.

7) Outreach and Education Programs

Goal: Serve as a public information resource to the community for its pets.

Objective: Provide the public with information concerning education on care, health, and welfare of pets.

F. SWOT Analysis

Develop a SWOT analysis to provide feedback to Saint Croix Animal Friends' Board.

G. Time Table

By December 31, 2011

- a. Create an annual event and fundraising calendar for the coming year.
- b. Create annual budgets and an annual report.
- c. Contract with a bookkeeper.
- d. Keep accurate records of all donations (monetary and in-kind).
- e. Develop working relationships with local animal wardens and police.
- f. Develop a website to function as an informational resource that is capable of accepting donations.
- g. Design a “user friendly” web page on the website for lost and found pets.
- h. Launch a foster program for dogs and cats.
- i. Maintain a successful food and pet supplies outreach program.
- j. Develop a spay/neuter program.

One to Two Years:

- a. Establish a committee to organize and conduct a major finance campaign.
- b. Establish a committee to research corporate and foundation funding.
- c. Register for Federal and State campaign funds.
- d. Establish a Building Committee to develop the design for the animal shelter
- e. Research economical and efficient animal shelter/kennel plans.
- f. Visit area animal shelters.
- g. Contact animal shelter administrators and staff for information on successes and challenges.
- h. Select a construction firm with an in-house architect or design specialist.
- i. Continue to expand the volunteer program.
- j. Start an adoption and sponsorship-adoption program.
- k. Promote planned giving.
- l. Develop hospital/nursing homes pals and visiting school pets programs.

Three to Five Years

- a. Develop an operations manual for the animal shelter.
- b. Build an animal shelter.
- c. Hire an animal shelter manager and the staff to operate the shelter.
- d. Develop an education outreach program.
- e. Develop a feral cat spay/neuter/trap and release program.