

# FOCUS AREAS

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## CARE FOR SHELTER PETS

We were founded to provide shelter and find homes for homeless pets and we embody the ideals of socially conscious sheltering for all pets in our care.

## PROVIDE FOR OUR COMMUNITY'S PETS

We strive to provide the supports and resources our community's pet owners need to preserve and strengthen existing human-animal bonds, thus preventing pets in loving homes from becoming shelter pets.

## PROMOTE A HEALTHIER COMMUNITY

Our work directly impacts the health of our community because human-animal interaction improves mental and physical health, decreases feelings of isolation, and promotes empathy and compassion. Healthier humans are better able to care for their pets.

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# STRATEGIC INITIATIVES

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1.

## Excellence in Animal Care

We will continue to provide excellent individualized care for every shelter pet, including appropriate and timely medical and behavioral care. We will do this through expanded veterinary partnerships, continuing to grow and empower our foster network, and providing ample behavior and medical skills training for staff and volunteers.

2.

## Pet Owner Support

We will continue to offer resources and services for pet owners in our community and work to expand our veterinary, behavior, and pet assistance services. These efforts are aimed at preventing pets from being surrendered to the shelter or rehomed.

3.

## Population Control & Prevention of Suffering

We will work to provide affordable spay and neuter services for shelter pets, partner agencies, community cats, and pets in need to reduce the number of unplanned litters entering shelters and unnecessary suffering caused by overpopulation.



4.

## Community Health

We will continue developing partnerships and initiatives with human-focused agencies that provide opportunities for human-animal interaction, strengthen and preserve the human-animal bond, and improve overall community health through companion animals and shelter pets.

5.

## Stewardship

We will strengthen our development staff capacity, operate according to a robust annual fund development plan, and strengthen the Board of Directors' role in donor stewardship and long-term fund development to ensure our organization is financially strong and resilient.



6.

## Industry Leadership

We will serve as a regional and statewide leader in the nonprofit and animal welfare industries and we will be unflinching in our willingness to be a resource and provide assistance and mentorship to other organizations. We believe our whole community is stronger when organizations work together to share skills and maximize our collective impact.

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