



#ShadeOutDM™

Shade Out DM Foundation Strategic Plan

Shade Out DM Foundation, Inc. (SODMF) is a 501(c)3 non-profit to raise awareness about Degenerative Myelopathy and supports the community of owners of pups that are forced to take the DM journey with their DM At-Risk / Affected pup.

KC the corgi began raising DM awareness while she was taking the journey herself. Thru social media, her “mom” made posts almost daily for her followers to watch the progression of the disease. It was then that hundreds of people began reaching out sharing their stories of their own experiences with Degenerative Myelopathy as well as others that also shared their concerns with their own pup’s progressions of similar symptoms they were also experiencing. KC paved the path of a friendly way to openly encourage discussions about WHY DM should be avoided for future pups. When KC “crossed the bridge” a corgi friend that was also taking the DM journey with her own pup (for her 3rd time as all of her pups were related and all were affected) suggested we continue what KC had pioneered and name the mission “ShadeOutDM”. It was then that #ShadeOutDM was born in October 2017. The mission continued to evolve, and the awareness began flourishing. We attended events all throughout the USA and sister groups began in other countries as well.

In June 2021, Shade Out DM Foundation, Inc. was founded and received the 501(c)3 status. The Shade Out DM Foundation’s Board of Officers, committees were developed and working groups were then appointed. The Board of Officers continue to approve the recommendations submitted and have adopted this new Strategic Plan.

The public has become more aware of Shade Out DM Foundation’s mission and the need to abolish DM is more evident than ever before. With the popularity of certain breeds expanding and the escalating number of pups being diagnosed with DM, the complexity of the organization is also increasing.

The Strategic Planning Committee has identified the following areas that are essential to our mission.

- i. Raising Awareness – getting back to in person events
- ii. Volunteer & Officer Education
- iii. Brand Development
- iv. Community Development

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Our Mission: *The Foundation’s mission is dedicated to Raising Awareness about DM – Degenerative Myelopathy as well as offering support to the caregivers of pups. DM affects over 100 breeds of dogs but it is 100% PREVENTABLE with Awareness and making well educated decisions.*

Raising Awareness: Shade Out DM Foundation’s future, like #ShadeOutDM’s history prior to the development of SODMF, will work towards rebuilding our “In-Person” event presence to raise DM awareness. Also continuing to monitor the online member support group that focuses on supporting pawrents of pups currently taking the DM journey and offering assistance to support the utmost quality of the pup’s life.

Volunteer & Officer Education: The needs and expectations of our volunteers have evolved as our organization has formed. The Board of Officers shall streamline operations by implementing an authorization program as well as an Onboarding process to more consistently deliver a higher standard to ensure everyone’s credibility and efficiency.

Brand Development: Shade Out DM Foundation plans to build on the existing brand while ensuring that innovative developments align with #ShadeOutDM and Shade Out DM Foundation, Inc.’s brand identity and organizational values to create a publicly known face that honors its unique identity in the canine community & professional small animal industry.

Community Development: Shade Out DM Foundation will work towards building a more knowledgeable base for its volunteers. The Board of Officers and committee members will create more consistency in its programs by developing marketing plans and educating volunteers in advance. By facilitating requirements, SODMF volunteers will have achievable, clear expectations, and receive committed support and training.