



2024-2029 Strategic Plan

Mission:

Creating mutually beneficial connections between people and animals through programs that raise awareness and inspire kindness, empathy, and respect throughout our community.

Our Guiding Principles:

Respect

We believe that all people and animals have value and are worthy of respect.

We support positive connections between people and animals in the knowledge that awareness leads to understanding, empathy, and respect, not only for animals but also for one another.

Protect

We believe it is our responsibility to protect animals and to preserve relationships between people and animals that improve the well-being of both.

Through visionary programs and life-saving partnerships, we protect pets and wildlife, and provide resources that safeguard mutually beneficial relationships between people and animals.

Connect

We recognize that people who experience positive interactions with animals are happier and healthier and have higher levels of empathy and respect for others. We believe these are the building blocks of a humane community.

By facilitating meaningful engagement and supporting positive relationships between people and animals, we will create a kinder, more humane community, where together, people and animals thrive.

Organizational Goal:

Be the primary resource in our community for all things related to animal welfare.
All Strategic Initiatives will support this goal.

Strategic Initiative 1: Achieve and sustain organization-wide excellence.

Goal 1: Board Excellence

Strategies:

- A. Composition of an excellent Board.
- B. Diversity should be reflective of the communities we serve.
- C. Subject Matter Experts (SME) – listed in no order.
 - Accounting
 - Legal
 - Finance
 - Operations
 - Management
 - IT
 - Clinical
 - Media
- D. Engagement and Commitment – meets requirements of the Board Member Job Description as described in Appendix A.
- E. Achieve board excellence through the implementation of best practice board policies and procedures. Conduct annual reviews of policies and procedures under the direction of the Governance Committee Chair.
- F. Sustain Board excellence through ongoing review and implementation of board governance best practices.

Goal 2: Operational Excellence

Strategies:

- A. Ensure that staff are competent, well trained, and have the resources they need to excel in their positions.
- B. Create and promote a positive work culture that includes compassion and the humane treatment of animals.
- C. Maintain clear communication and active engagement with the Board of Directors
- D. Maintain operational transparency, following best practices.
- E. Use animal welfare industry best practices as a guide to create data-driven processes that support operational excellence.
- F. Maintain excellent safety standards and adhere to OSHA guidelines.
- G. Identify barriers to programmatic growth and implement solutions, as resources allow, so that all programs support our strategic priorities.

Goal 3: Financial Strength and Sustainability

Strategies:

- A. Maintain a minimum of six months of our operating budget as financial reserves.
- B. Follow accepted accounting principles (GAAP).
- C. Provide clear and accurate information to the Board, staff, and community.
- D. Create future development forecasts and plans to increase the amount of development revenue received. The development plan should be reviewed at the start of each fiscal quarter.

Strategic Initiative 2: Offer inspiring and engaging programs, accessible to all members of our community, that create and cultivate mutually beneficial connections between people and animals, and that fulfill the animal welfare needs of our community.

Goal 1: Create mutually beneficial partnerships with other animal welfare organizations to achieve the missions and maximize the impact of all organizations.

Strategies:

- A. Explore partnership opportunities with mission-aligned animal welfare organizations in Kane and surrounding counties as well as with animal transfer partner organizations in other communities, when doing so will increase the impact of the programs offered by both organizations.
- B. Evaluate the success of partnerships based on the impact on both organizations.
- C. Partner with other rescue organizations to save lives, demonstrating compassion throughout the community.

Goal 2: Partner with local human service organizations and businesses to utilize the “power of the human-animal connection” to assist their clients or residents.

Strategies:

- A. Explore partnership opportunities with human service organizations.
- B. Create programs that fulfill the animal-related needs of clients of partner organizations or that create positive connections with animals, improving the lives of their clients.
- C. Assess programmatic impact using metrics established by both partner organizations.
- D. Monetize human service partnerships.

Goal 3: Continue to expand resources available to assist people with issues related to pet birds, and little critters and raise our community’s awareness about our expanded mission.

Strategies:

- A. Grow and improve foster-based programs that provide direct care to little critters, and pet birds.
- B. Continue to improve brand awareness.
- C. Continue to evolve the organization’s website to support our brand and to become a comprehensive source of animal-related information.

Strategic Initiative 3: Provide physical facilities that are efficient and inviting for people and animals and designed to support our programs and the animal welfare needs of our community.

Goal 1: Ensure that all current facilities are maintained so that they are safe and promote a positive work environment for our staff and volunteers, inviting to the public, and supportive of our strategic goals.

Strategies:

- A. Expand our volunteer force to supplement staff so that the interior and exterior of our facilities are maintained appropriately.
- B. Capitalize on currently owned real estate for the advancement of AH facility improvements.

Goal 2: Target resources to underserved areas of our community.

Strategies:

- A. Engage local animal welfare and human service organization leaders in discussions designed to identify areas of high need.
- B. Explore opportunities to fill animal welfare needs in identified areas through partnerships.

Goal 3: Plan a new Humane Center facility.

Strategies:

- A. Explore creative, innovative, and efficient design elements that reduce the stress of human visitors and animal inhabitants.
- B. Include environmentally conscious building and design components.
- C. Engage the entire Anderson organization as well as our community in the capital campaign to fund the construction of the Humane Center