

# WHATCOM HUMANE SOCIETY

## STRATEGIC PLAN

2014 – 2017

*Approved by WHS Board of Directors 5/28/14*

### **Whatcom Humane Society Statement of Principle:**

The Whatcom Humane Society believes that all animals, as sentient beings, have value beyond economic measurements and are entitled to legal, moral and ethical consideration and protection.

**Vision:** Our community treats all animals with kindness, respect and compassion.

### **Whatcom Humane Society Mission Statement:**

The Whatcom Humane Society:

- Advocates for animals
- Educates the community to promote humane treatment and respect for animals
- Provides for abandoned, injured, abused and neglected animals

### **Targeted Results**

All domestic animals in Whatcom County have permanent, responsible and loving homes. All animals, regardless of species are treated with respect and compassion.

- WHS operates an open-admission state-of-the-art shelter facility (facilities) and resource center for all animals in need.
- WHS is widely recognized and respected as a core service in the community.
- WHS education and outreach programs promote responsible animal care and prevent abuse, neglect and overpopulation.
- Increase the impact of WHS work to create positive change for animals in our community and beyond.

## **STRATEGIC OBJECTIVES**

### **Programs – Animal Care & Services**

- A. Enhance programs that end euthanasia for treatable animals in WHS facility.
  - i. Improve our behavior assessment and enhance behavior modification program utilizing positive, reward based methods
  - ii. Expand foster care program
  - iii. Maintain and expand relationships with outside animal welfare groups
  - iv. Implement adoption-follow up program for all animals adopted from WHS
- B. Reduce the number of companion animals who become homeless each year.
  - i. Expand and promote pet-food bank program
  - ii. Expand and promote low-cost spay/neuter services
  - iii. Develop and provide education and animal behavior resources to current and potential pet owners
- C. Provide facilities to properly house and care for all animals in need in our community.
  - i. Develop and implement a long-term plan to provide quality facilities to care for horses, farm animals and native wildlife (wildlife rehabilitation center)

### **Programs – Humane Education/Community Outreach**

- A. Strengthen the human-animal bond to create a more compassionate community.
  - i. Enhance current WHS education programs and develop new humane education programs that educate children and adults about a variety of animal related topics
  - ii. Develop community outreach opportunities that provide assistance and services for residents and animals
- B. Maintain and expand public knowledge of WHS programs/services and recognition of WHS as leader in animal welfare issues in the community.

- i. Continue public relations/media programs to advertise WHS services and programs including television, radio, social media and website
- ii. Increase community support and awareness of the WHS mission
- iii. Improve and expand print materials that showcase programs and services

## **Animal Control & Rescue/Field Services**

- A. Continue and expand services to citizens while enforcing Washington State laws and local ordinances as related to animals.
  - i. Work toward legislation to strengthen laws to offer protection for animals in our community and State
- B. Increase animal control related income revenue in areas including licensing.
- C. Continue to provide positive, visible presence in the community.

## **Operations**

- A. Grow and sustain donor base to ensure adequate resources to sustain WHS mission annually.
- B. Expand WHS financial resources to support long-term financial stability and fiscal responsibility.
- C. Develop long-term financial plan to pay-off existing building loan within next 10 years.
- D. Develop long-term financial plan to create endowment fund to sustain WHS mission.
  - i. Expand planned giving program to current and new WHS donor base
- E. Attract, train and retain qualified and effective staff and volunteers.
  - i. Develop and maintain organizational strategies, policies and procedures that ensure WHS mission is achieved
  - ii. Maintain a diverse group of community leaders to serve on Board of Directors

## **MEASURABLE RESULTS**

WHS Board of Directors reviews plan every 3 months to monitor progress and success.

