

# RUFF START RESCUE

## 2021 - 2023 STRATEGIC PLAN

### OUR MISSION

Ruff Start Rescue is dedicated to saving the lives of animals in need. We improve animal welfare in communities through adoption, education, and providing resources for people and pets.

### OUR VISION

We strive for a world where every companion animal has a safe and loving home and their family has the knowledge and resources needed to give them the life they deserve.

### OUR VALUES

**COMPASSION** - We have a strong sense of empathy for companion animals that fuels our passion to prevent and alleviate suffering. We place the highest value on the animal/human connection and are driven to create positive outcomes even for the hardest of cases.

**COMMITMENT** - We strive to provide a high level of service for all animals, adopters, volunteers, and donors through responsible communication and action. We maintain a results-focused perspective.

**CONNECTION** - We form relationships with the community to achieve common goals while providing access to resources and education.

**INNOVATION** - We listen and respond to community needs with flexibility while remaining on the cusp of trends in animal welfare while exploring new approaches.

**AUTHENTICITY** - We communicate humbly, honestly, and openly while striving for the utmost transparency with our supporters, volunteers, fosters, staff and beneficiaries.



**Organizational Awareness: Increase visibility in marketplace and position as thought leader.**

How we'll achieve better organizational awareness:

1. Develop and implement a communication plan (external).
2. Implement rebranding & website updates.
3. Expand relationships and partnerships with other animal welfare organizations.

**Connecting People & Pets: Deliver stellar programs, provide resources and engage the community.**

How we'll connect people & pets:

1. Explore and evaluate opportunities for a second location.
2. Assess and support organizational needs at current location including physical space, transportation, and vetting services.

**Organizational Wellness: Strengthen organization culture for greater balance & engagement of staff and volunteers.**

How we'll achieve organizational wellness:

1. Revise mission, vision & values.
2. Develop and implement communication plan (internal).
3. Provide professional development opportunities.
4. Evaluate workload capacity for staff and volunteer positions.
5. Improve processes for engaging, utilizing and recruiting volunteers.

**Being Financially Fit: Diversify revenue streams to ensure sustainability and expansion.**

How we'll become more financially fit:

1. Grow earned revenue to support program expansion.
2. Grow contributed revenue to support program expansion.
3. Build best in class processes across the organization.

**Infrastructure: Strengthen internal processes to build organizational capacity.**

How we'll improve our infrastructure:

1. Strengthen IT & technology infrastructure.
2. Achieve performance metrics.

