



# Strategic plan

2024 – 2026



**25,007**

Lives saved  
by Ruff Start  
since 2010

## 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.

## 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.



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**CONNECTING PEOPLE & PETS** has been at the heart of the Ruff Start mission since our start – a focus that remains unwavering. And in response to evolving animal rescue and welfare issues, as well as learnings from our community engagement initiatives, RSR is entering its next phase with two primary areas of focus, which are aimed at strengthening the organization in order to best provide meaningful support for animals in need and the families who love them.





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## Be a leader for animal welfare services for people and pets in the community.

**Objective: Develop comprehensive surrender prevention programs to keep animals in homes / people & pets together.**

- **Desired Outcome:** Owner surrender assessment and reduction
- **Desired Outcome:** Fostering stronger relationships with the community by enhancing public engagement through increased attendance and outreach at resource events

**Objective: Implement and expand comprehensive veterinary care and wellness support for all life stages.**

- **Desired Outcome:** Introduce affordable and accessible vetting services for people and animals in the community
- **Desired Outcome:** Provide additional opportunities to ensure the health, safety, and care of companion animals in need

**Objective: Elevate visibility and increase public awareness about animal welfare.**

- **Desired Outcome:** Increased animal life-saving potential
- **Desired Outcome:** Enhanced recognition of the Ruff Start Rescue name



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**Advance organizational effectiveness while cultivating a culture of adaptability and resilience.**

**Objective: Strengthen internal infrastructure to accommodate growth and enhance efficiency and engagement.**

- **Desired Outcome:** Increased organizational vitality and expertise through staff and volunteer optimization
- **Desired Outcome:** Invest in scalable technology to streamline processes, automate repetitive tasks, and improve decision making based on data and analytics
- **Desired Outcome:** Refined cornerstone events and programs that are authentic to Ruff Start Rescue

**Objective: Improve and increase physical space to maximize impact.**

- **Desired Outcome:** Develop a sustainable financial framework to support programs expansion and operational needs
- **Desired Outcome:** Initiate planning for a more suitable facility that allows for growth to meet the needs of the animals and the community

**Objective: Enhance thoughtful partnerships to increase support and engagement.**

- **Desired Outcome:** Heightened participation with existing network
- **Desired Outcome:** Forge new strategic partnerships



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## Thank you

[ruffstartrescue.org](https://ruffstartrescue.org)

