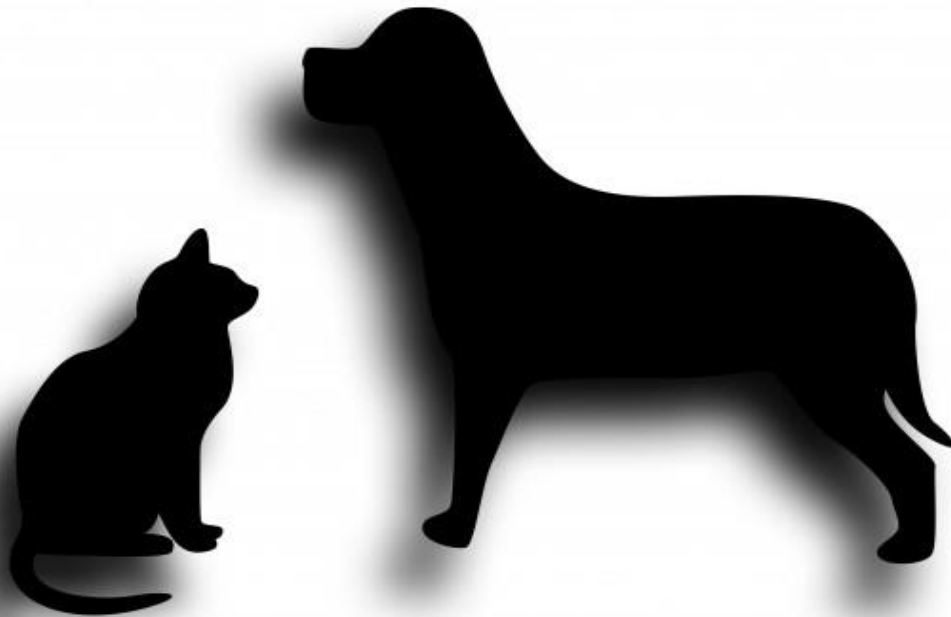


# Alcona Humane Society Strategic Plan



**2017-2022**

**Alcona Humane Society**  
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*Alcona Humane Society is tax exempt under Internal Revenue Code  
Section 501(c) (3). Donations are tax deductible.*

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Reviewed and updated by  
the Board of Directors  
February 2017

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**“Until one has loved an animal, a part of one's soul remains un-awakened.”**

**~Anatole France**

## **I. Introduction**

Alcona Humane Society (AHS) is a 501(c) 3 private, non-profit organization dedicated to the protection of animals. We provide temporary shelter to hundreds of dogs and cats every year: those that are lost, abandoned, or surrendered. We do not, however, accept an owner surrender of an aggressive animal. Loving attention, nutritious food, meticulous health care and daily exercise are standard parts of the high-quality care provided to each animal.

The Board of Directors recognizes the importance of a strategic plan in order to help us better serve the needs of the animals, community, and of our organization, both now and in the future.

The challenges we face are great. However, we believe that Alcona Humane Society can make real and significant progress assisting animals in partnership with our staff, volunteers, and the support of the compassionate and giving community in which we live and work.

The Board and staff at AHS believe that with strong community support, our dedicated and trained staff provides a thriving and safe haven for companion animals. We believe this strategic plan is a vital step in fulfilling that vision.

Best regards,

Jocelyn Dillard  
Board President  
Alcona Humane Society

## **II. Executive Summary**

Alcona Humane Society has shown a strong history of care and dedication to the animals in our community and yet, at the same time we are stressing the importance of planning for success with a strategic plan that lays the foundation for addressing the most critical issues affecting our day-to-day operations.

This strategic plan has been prepared to address the highest priority strategic issues facing our organization and should be reviewed/revised every 5 years. Alcona Humane Society has chosen 4 key areas on which to focus our efforts from 2017 – 2022: Animal Health and Welfare, Client/Community Welfare, Staffing and Funding.

## **III. Mission and Vision Statements**

The mission of Alcona Humane Society as a 501 (c) 3 organization, is for the non-profitable purpose of preventing cruelty to animals, including activities that further such purpose, such as finding good homes for homeless animals, returning lost animals to their owners, educating people about the humane treatment of animals, reducing companion animal overpopulation and relieving animal suffering.

We NEVER send pets in our care to laboratory testing facilities.

**“Vision without action is a daydream. Action without vision is a nightmare.”**

~Japanese Proverb

#### **IV. Organization Profile and History**

The Alcona Humane Society (AHS) is a non-profit organization dedicated to animal welfare. Established in 1999, AHS is located on property donated to AHS by the LincolnDowntown Development Authority on the outskirts of Lincoln. AHS was able to open their doors in 2002.

Today, we are an open-admission shelter serving an average of 400 animals annually. Our commitment to best practices in animal welfare, the delivery of humane education, and building a solid foundation for the organization’s fiscal health, each demonstrate our investment in our mission and how much we value insuring AHS is a healthy, vibrant organization, anchored in the community for decades to come.

AHS provides a comprehensive set of services to the public, including:

<b>Lost &amp; Found</b>	<b>Adoption</b>	<b>Socializing</b>	<b>Medical</b>	<b>Humane Education</b>	<b>Precious Paws Resale Shoppe</b>
We strive to reunite owners with their companion animals.	Many dogs and cats, puppies and kittens are available for adoption.	Our Staff and volunteers work at socializing the animals to make them more adoptable.	Spay/neuter surgery, vaccinations and heartworm testing performed before adoption.	We educate to promote good stewardship and compassion for animals.	Everything in our shoppe is donated. Every worker is a volunteer, all proceeds go directly to the Alcona Humane Society.

## V. Critical Issues and Strategies

### 1. Animal Health and Welfare:

Providing quality animal health and welfare is the heart of our organization. We do not turn away any dog or cat within our jurisdiction that comes to our doors regardless of age, health, behavior or breed. We believe it is our responsibility to take into consideration all aspects of animal wellbeing, including proper housing, management, nutrition, disease prevention and treatment, responsible care and humane handling. Animals are treated with respect and dignity throughout their lives and, when necessary, provided a humane death.

Decisions we make regarding animal health and welfare are made by balancing scientific knowledge and professional judgment with consideration of ethical and societal values.

#### *Strategic Goals:*

- *Strive to attain a combined live release rate (LRR) for dogs and cats at 80%.*
- *Maintain and continue to expand the number of resolved medical problems for shelter animals.*

### 2. Client/Community Welfare

Community education and awareness are of vital importance in our ability to function effectively, and to fund our shelter. Through public presentations and various means of media advertising, AHS enhances the public's knowledge of the value and importance of animal wellbeing and heightens public awareness of animal health and behavior. In addition, we rely on dedicated volunteers that we believe must receive adequate training, tools and recognition for the roles that they play.

#### *Strategic Goals:*

- Customer Satisfaction
  - Maintain adoption customer satisfaction at 95%.
  - Continue to offer our S.N.I.P. program of spay/neuter to families that can't afford it.
- Community Outreach
  - By 2018, make humane education and community outreach a priority with dedicated internal staff.
  - By 2018, implement mobile outreach programs (to adopt animals; to provide services to underserved areas, to support transfer partners).
- Volunteer Force
  - Maintain and appreciate a robust and diverse volunteer force when possible that handles tasks including animal handling, professional services and Precious Paws Resale Shoppe support.

### 3. Staffing:

The employees of AHS are our most important asset in realizing our agency's overall mission, vision and strategic plan. It is important to retain the most qualified individuals in a competitive market, and to provide a work environment that encourages collaboration, creativity, and effective programs.

*Strategic Goals:* By 2018, be considered a competitive employer in the animal welfare industry.

#### **4. Funding:**

AHS is conscious of those who support us, including foundations, corporations and individuals. We acknowledge the need for sustainability as well as a need to diversify and expand our funding base and create awareness and community “buy-in”. We intend to continue to nurture the fundamental connections we have established in the past, while simultaneously building new relationships.

##### *Strategic Goals:*

- Achieve total revenue growth of 10% per year.
- By 2018, re-establish an annual fund to maintain operating reserves. Build to three-month reserve by 2019.

#### **VI. Future Opportunities**

As our agency moves into the future, we will continue to assess our customers’ needs (animal and human) and offer our best in quality services available. When valuable resources do not exist, we will evaluate the opportunities to develop plans for how those gaps can be filled.

##### *Strategic Goals:*

- Provide support to state and local groups on legislative and regulatory proposals that impact the animal welfare profession.

**“Our task must be to free ourselves... by widening our circle of compassion to embrace all living creatures and the whole of nature and its beauty.”**

~Albert Einstein