

Fancy Cats Strategic Plan 2010 - 2014

1

Plan Developed August 2009

Fancy Cats Rescue Team Mission Statement

2

Our mission is to end needless euthanasia at area shelters by rescuing and finding suitable lifetime homes for our cats, promoting spaying and neutering, and educating the public on responsible pet ownership.

Our Core Values

3

At Fancy Cats we believe that by living our values daily, we will create a culture that ensures success for our cats, clients, volunteers, staff and community!

Core Values

- **Integrity – in all our dealings**
- **Compassion – for all life**
- **Respect – for our cats, our constituents and each other by being dependable, responsible, credible and accountable**
- **Teamwork- dedicated, enthusiastic staff and volunteers working together**

What Do We Strive To Do?

Core Services

4

- **Adoption – Find suitable lifetime homes for our cats**
 - We adopt cats to individuals over 21 and with the ability (financially /emotionally) to care for an animal.
 - We require our cats to be spayed and neutered.
- **Rescue - Intake from Shelters and owner give-ups**
 - We rescue cats on death row at local shelters.
 - We partner with other organizations to facilitate cat rescue.
 - We take owner released cats and strays as space permits.
- **Education – Educate the public on responsible pet ownership**
 - We seek opportunities for educational community outreach.
- **Low Cost Spay/Neuter**
 - We aspire to develop in-house spay and neuter services

Our Organization, Volunteers & Staff

5

- Fancy Cats Rescue Team is a passionate leader in the animal rescue community with over 20 years' experience.
- We have a proven track record of cat placement with more than 10,000 cats adopted.
- Our organization is known for responsiveness to our donors, adopters, volunteers and the public.
- We are financially responsible with 80% of every dollar donated going directly to cat care and placement.
- Our volunteers and staff are recognized for living our core values of integrity, respect, compassion and teamwork. They are responsive, dedicated, knowledgeable and helpful.

Who We Serve

6

- Cats that would otherwise be euthanized
- Individuals in the greater DC metropolitan area who are:
 - looking to adopt cats or kittens;
 - interested in making donations to assist in the rescue and placement of cats or kittens; and
 - as space permits, owners giving up their cat for adoption who are willing to pay the requisite fees for the interim cat care.
- Local animal shelters that would otherwise be forced to euthanize the cats
- Our community through education, outreach and support in emergency situations

Fancy Cats Vision Statement

7

We are a passionate leader in the community, rescuing and placing cats that would otherwise be euthanized.

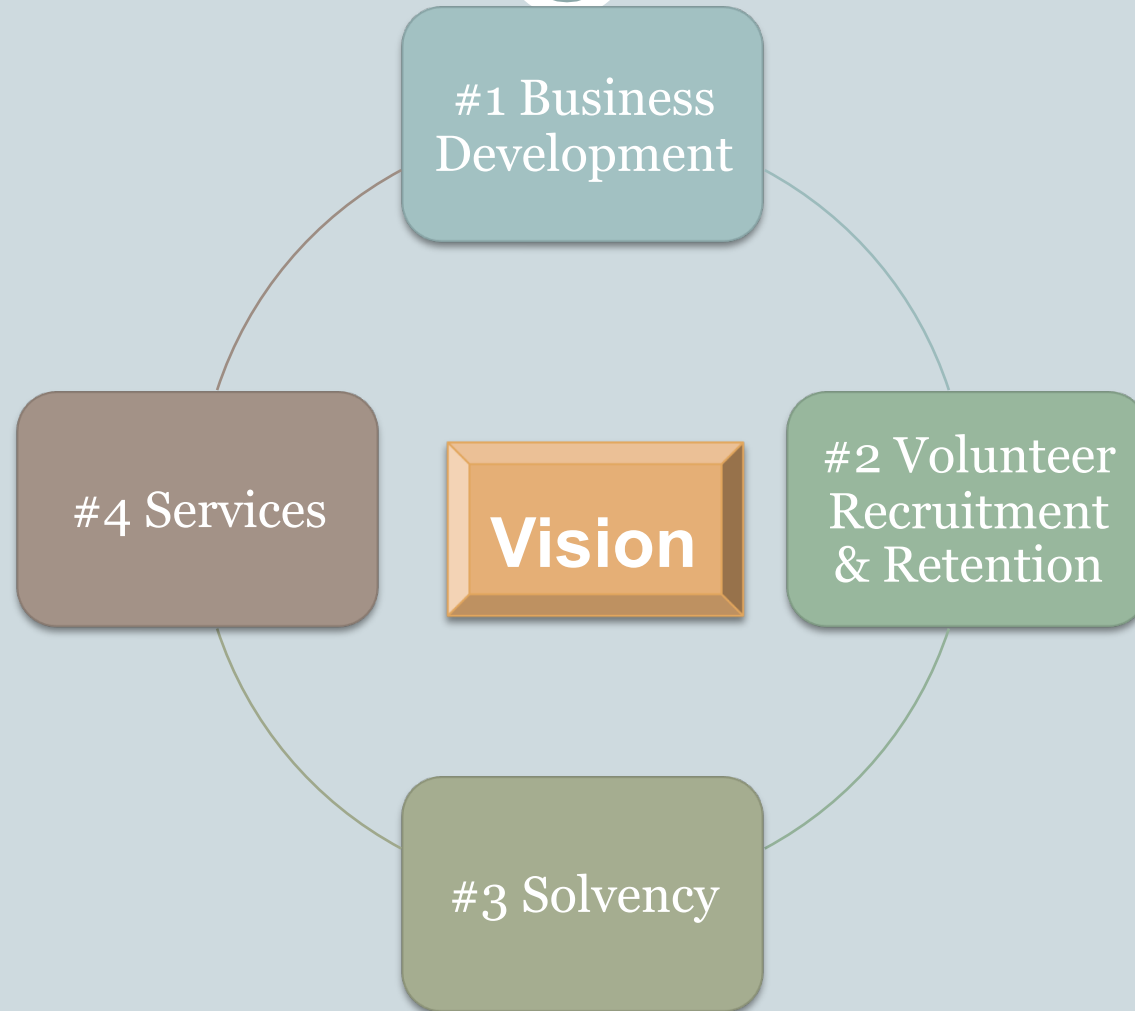
We provide adoption, rescue and education services by finding suitable lifetime homes for our cats, rescuing cats on death row at local shelters, and educating the public on responsible pet ownership. We aspire to offer in-house spay and neuter services.

We live by our core values of integrity in all our dealings; compassion for all life; respect for our cats, our constituents and each other; and teamwork. We are responsive to our donors, adopters, volunteers and the public. Our volunteers and staff are recognized for their responsibility, dedication, knowledge and helpful service.

We provide these services for cats that would otherwise be euthanized, potential adopters, donors, local animal shelters, and our community.

Fancy Cat's Breakthrough Objectives

8



Breakthrough Objective #1

9

Priority Actions

- Create a business development plan by year-end 2009
 - Includes Corporate Governance and Organization Structure, Intake, Fundraising and Marketing
- Add a senior paid staff position by 2011
- Implement the business development plan by 2010
 - Corporate Governance by April 2010
 - Intake by March 2010
 - Fundraising schedule by January 2010
 - Marketing by June 2010
- Re-evaluate and update annually in September



**Business
Development**

Breakthrough Objective #2

10

Priority Actions

- Find a volunteer coordinator by January 2010
- Develop & implement a volunteer recruitment & retention plan by April 2010
 - Includes adding and training foster homes
- Recognize a volunteer of the month in the e-newsletter starting September 2009
- Design & implement a volunteer appreciation program with at least one event per year by 2010; re-evaluate annually
- Implement a volunteer communications plan by 2010
- Communicate strategic plan and core values by January 2010
- Live our core values on a daily basis (decide how we will hold each other accountable)



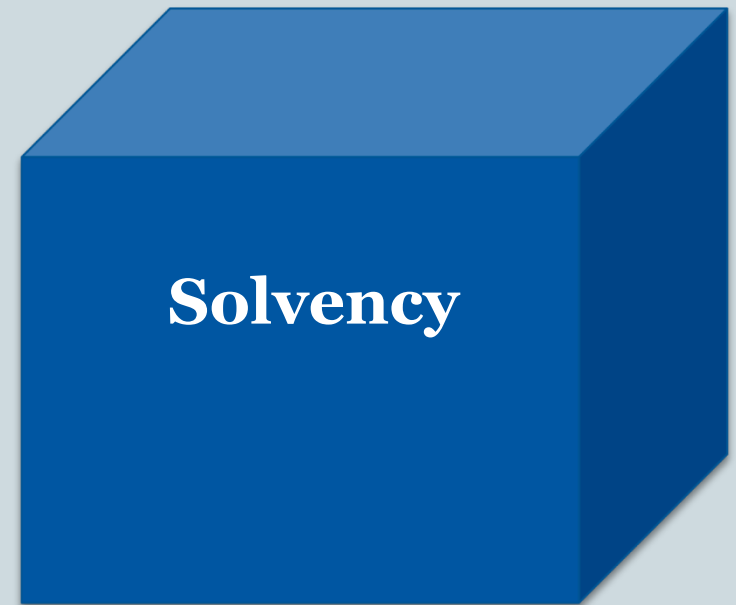
**Volunteer
Recruitment &
Retention**

Breakthrough Objective #3

11

Priority Actions

- Define and implement a financial coordinator to the Board of Directors by January 2010
- Establish an annual budget process by June 2010 for 2011 forward
- Evaluate revenue resources and develop a multi-year funding strategy by year-end 2010
 - Includes a cash flow plan
- Create and implement a reserve fund by January 2011
- Implement acceptance of credit cards at adoption fairs by Jan 2011

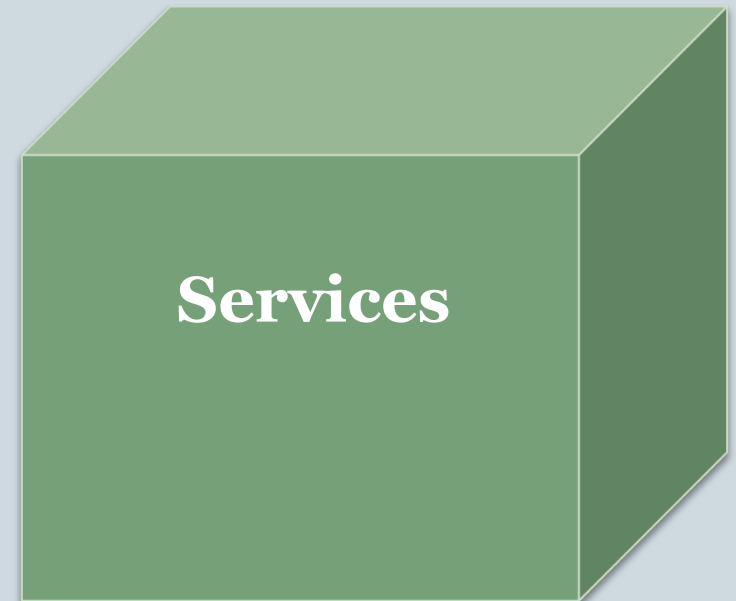


Breakthrough Objective #4

12

Priority Actions

- Identify a services coordinator by end 2011
- Develop implement a low-cost spay and neutering service by year-end 2012
- Develop and implement a plan with performance measures for existing services (adoption, education and rescue) by year-end 2011
- Spay and Neuter van operational by 2014



Fancy Cats Strategic Plan

13

Vision

MISSION
Our mission is to end needless euthanasia at area shelters by rescuing and finding suitable lifetime homes for our cats, promoting spaying and neutering, and educating the public on responsible pet ownership.

VISION
We are a passionate leader in the community rescuing and placing cats that would otherwise be euthanized. We provide adoption, rescue and education services by finding suitable lifetime homes for our cats, rescuing cats on death row at local shelters and educating the public on responsible pet ownership. We aspire to offer in-house spay and neuter services. We live by our core values of integrity in all our dealings; compassion for all life; respect for our cats, our constituents and each other; and teamwork. We are responsive to our donors, adopters, volunteers and the public. Our volunteers and staff are recognized for their responsibility, dedication, knowledge and helpful service. We provide these services for cats that would otherwise be euthanized, potential adopters, donors, local animal shelters, and our community.

Breakthrough Objective #4

Services

Breakthrough Objective #3

Solvency

Priority Actions

Breakthrough Objective #2

Volunteer Recruitment & Retention

Priority Actions

Breakthrough Objective #1

Business Development

Priority Actions

Mission

Priority Actions