



Strategic Directions and Priorities for 2017-2019

Vision: We envision a time when all companion animals are wanted, cared for, and loved.

Mission: Protect and advocate for companion animals in need, work to build a humane community that promotes compassion, and seeks to strengthen the human-animal bond.

Strengthen operations that support a high level of companion animal care and adoption

- *Save every adoptable animal who comes through our doors (93% Live Release Rate or better)*
- *Put Vermont animals first, while also leveraging shelter relationships and transport*
- *Provide state of the art animal behavior rehabilitation, enrichment and training*
- *Deliver "extra mile" medical care*

Reduce the number of homeless and at risk companion animals

- *Help people and organizations keep companion animals in homes*
- *Maintain our "Open Door-Open Heart" policy and assist animals in our community who need a new home*
- *Minimize the occurrence of unwanted litters*

Remain in the forefront of addressing animal cruelty in Vermont

- *Respond to cruelty and abuse situations and assist law enforcement as needed*
- *Maintain an active role in leadership organizations including Vermont Humane Federation (VHF) and Animal Cruelty Investigation Advisory Board (ACIAB)*
- *Advocate for humane laws and regulations for companion animals in our state*

Engage with the community to fulfill our mission

- *Maintain our reputation for professionalism and compassion dealing with the public*
- *Be a leading companion animal resource in the community*
- *Grow education and training programs for adults and children*
- *Enhance strategic messaging and communication*

Ensure long term viability and sustainability of the organization

- *Grow fundraising programs*
- *Strategically grow and develop the Board of Directors*
- *Strengthen financial management policies, procedures and strategies*
- *Improve staff retention*
- *Bolster volunteer programs*