



Serving People, Saving Animals

VIRGINIA FEDERATION OF HUMANE SOCIETIES

STRATEGIC PLAN 2018

DATE PASSED 02-21-18

**Strategic Plan 2018
Table of Contents**

	Page
Mission and Vision Statements.....	3
Strategic Plan Goals.....	4-6

VIRGINIA FEDERATION OF HUMANE SOCIETIES (VFHS)

MISSION STATEMENT

The Virginia Federation of Humane Societies leads an alliance of organizations and individuals committed to ending the unnecessary euthanasia of homeless dogs and cats in Virginia.

VISION STATEMENT

By 2020 the euthanasia rate for dogs and cats in Virginia's sheltering system shall be less than 10%.

VFHS GOALS

ANIMAL WELFARE

Increase lifesaving and promote best practices to reduce euthanasia and to reduce the population of community cats.

1. Euthanasia of dogs and cats in Virginia's sheltering system will decrease 2% each year with the goal of at least a 90% save rate by 2020.
2. Intake of dogs and cats into Virginia's sheltering system shall decrease by 5% each year.
3. Promote and support TNR (Trap, Neuter, Return) of community cats as a best practice and most humane approach to reducing the outdoor cat population.
4. Promote and increase effectiveness of SpayVA.
 - a. Provide at least \$20,000 annually in funding for spay/neuter to member organizations.
 - b. Focus on funding and collaborating with programs that reduce the community cat population.
 - c. Raise awareness about available and affordable spay/neuter options in Virginia.
 - d. Collaborate with experts and advocates beyond Virginia to ensure the delivery of latest trending information regarding available funding and spay/neuter initiatives.
5. Cultivate relationships with and seek monies from funders to expand spay/neuter and other needed lifesaving programming of membership organizations.
6. Encourage robust partnerships between public shelters, private shelters, animal control agencies, and rescue groups.
7. Encourage transfer of pets from low-adoption areas to high adoption areas in Virginia with such programs as High Five.
8. Focus resources strategically on under-performing areas of the state.
9. Effectively advocate at the local and state level for legislation that supports the humane treatment of animals and reduces euthanasia, such as TNR and anti-tethering.
10. Support and encourage transparency in reporting companion animal statistics by releasing agencies to include full disclosure of intake and disposition, accuracy of reporting and records which are easily accessible by the public.
11. Offer VFHS training opportunities, including Annual Conference, to organizations in Virginia who are not eligible for membership, at membership rates.
12. Attach efforts and programming wherever possible to "SaveVAPets – Crossing the No Kill Finish Line" in an effort to reinforce the commitment to and goal of at least a 90% save rate.
 - a. Review and revise as needed VFHS graphics, online and printed materials to include SaveVAPets as part of VFHS branding.

MEMBERS SERVICES

Deliver effective programming and support to members which furthers the VFHS Mission and Vision.

1. Shepherd robust communication with and among members for mutual support and continual improvement of positive outcomes for animals.
2. Conduct an annual conference offering training on cutting-edge best practices by renowned experts in the field, fosters partnerships among members and which delivers extraordinary value to attendees.
3. Membership shall increase each year by 5%, which will strengthen our collective voice.
4. Conference attendance shall increase each year by 5% which will broaden the delivery of best practices throughout the state and solidify partnerships inside and outside the state.
5. Conduct one-day mini-conferences and/or training workshops in regions and communities as needed.
6. Offer mentoring to members as requested.

GOVERNANCE GOALS

Implement practices to ensure organizational strength, effectiveness and sustainability.

1. Leadership
 - a. Impanel Board members who embrace the Mission and Vision of VFHS, who bring varied disciplines and expertise to the Board and who represent all regions of the state.
 - b. Establish board and ad hoc committees as needed.
2. Financial Management
 - a. Develop and operate within a break-even annual budget.
 - b. Implement policies and procedures to ensure appropriate internal financial controls.
 - c. Produce and distribute an annual financial report, including the current year budget, to VFHS member organizations prior to the annual conference.
3. Fundraising
 - a. Monies raised by VFHS shall be used to support the programs of member organizations as well as the overall goals of VFHS.

ADVOCACY

Advocate for policies at the local, state and national level which protect animals and their caregivers.

1. Position VFHS to be the foremost trusted expert to policymakers regarding animal welfare legislation.
2. Solicit input from VFHS members regarding legislative issues and keep members apprised of pending and recently enacted legislation.
3. Strive for collaboration with other organizations where possible on legislative positions taken by VFHS.