



Strategic Plan Summary: 2010 – 2014

Context

All of us stand to benefit tremendously from having a companion animal (or two or three) in our lives. They comfort us, make us laugh, reduce our stress, and teach us how to love and care for one another.

The Mission of the Seattle Humane Society is to bring people and pets together for lifelong relationships. We are a private, nonprofit animal welfare organization that is proud to serve the people and animals of the Puget Sound region with companion animal adoptions, low-fee spay/neuter procedures and vaccines for companion animals, dog training classes, a pet food bank, and humane education for children and adults of all ages. Through our outreach, advocacy, and services, we strive to ensure that the benefits of animal companionship are accessible to all.

For well over a century we've weathered economic ups and downs and last year we demonstrated yet again that our approach places pets with people in remarkable ways:

- We placed the highest number of animals (6,091) in our history, setting adoption records in nine out of 12 months
- Our volunteer foster families cared for more than 3,000 animals
- More than 1,400 volunteers lent a hand by walking dogs, brushing cats, assisting veterinary services, and helping around the office
- Adoptable animals have as much time with us as it takes us to find them a good home

As we look to the future, we will stay at the forefront of animal welfare and continue to enrich lives by placing companion animals in caring homes across the region. We will also strive to be *the place* people turn to when it comes to finding and caring for companion animals. This summary of our five-year strategic plan highlights our reason for being, the milestones we will strive to achieve, the values that compel us to do this work, and the strategic initiatives to which we will direct our resources and expertise.

Vision

We envision a community where every adoptable and treatable companion animal has a loving home, and where every loving home can care for a companion animal.

Values

We are guided by the belief that no adoptable or treatable companion animal should be unnecessarily euthanized due to space, time, beauty, or treatable conditions. We are called to:

- Give a new chance to companion animals who would otherwise be discarded

- Set standards for responsible pet ownership by providing public education about responsible pet ownership
- Help people and their companion animals stay together when they have difficulties that are economic, behavioral or medical.

Mission

The Seattle Humane Society brings people and pets together for lifelong relationships.

Position

The Seattle Humane Society is the region's leading organization devoted to companion animal welfare. We invest the time to give under socialized pets the training and chance they need and we provide life saving medical care for animals with curable conditions to insure that they will thrive with their new families. We work collaboratively with local agencies and with others throughout Washington and beyond to insure that our life-saving shelter space is fully utilized. We work with community members who are challenged economically or by medical or behavior hardship to try to keep the pet with the family. We are a volunteer driven private agency that does not receive any local, state or federal funding. Completely independent, the Seattle Humane Society is not affiliated with, nor funded by, any national group such as HSUS or the ASPCA.

We understand that fulfilling our vision will mean a partnership with the entire community. The Seattle Humane Society works collaboratively with other animal agencies. We will collaborate with the WSU College of Veterinary Medicine to fulfill our mission, to help train new veterinarians, and to engage the veterinary medical community in our mission.

Strategic Initiatives

To accomplish its vision, Seattle Humane Society is exploring three strategic initiatives to be carried out over the next five years. These initiatives both meet immediate needs in the community and set up the agency to be the long-term safety net for all adoptable and treatable companion animals in King County. They will leverage the experience and expertise of Seattle Humane Society while bringing new partnerships with like-minded organizations to bear.

1. Programs

- a. Reduce the number of companion animals who become homeless each year
 - i. Expand and promote our pet food bank and veterinary care for people in need (e.g. low-income seniors, HIV patients) so that they can keep their companion animals
 - ii. Expand our feral/stray cat trap/neuter/release program so that there are fewer "unwanted" animals
 - iii. Provide education and training resources to current and potential pet owners so that they will be better prepared to provide a home for their companion animals
 - iv. Expand and promote our low fee spay/neuter services

- v. Continue to improve our behavioral assessment and behavior modification program
 - vi. Expand our foster care program
 - vii. Continue to decrease the length of stay for pets under our care
- b. Strengthen and expand the medical services we provide for companion animals through a partnership with Washington State University
- i. Increase our ability to provide a greater level of medical care to pets arriving in with more serious medical conditions – saving hundreds of pet lives annually
 - ii. Expand veterinary services for pets in foster care
 - iii. Collaborate with other animal welfare organizations to ensure they have access to high-quality medical services
 - iv. Become a regional clinic and teaching facility for veterinary medicine students that will increase our capacity to spay/neuter the pet population while preparing the next generation of veterinarians
- c. Be the voice for pets and pet owners in our community
- i. Support efforts countywide to give every adoptable and treatable companion animal the care they deserve
 - ii. As appropriate, work toward legislation that supports our mission and goals
 - iii. Provide a location to learn about pets, celebrate their role in our lives, and mourn the loss of beloved companions
 - iv. Reduce barriers to pet ownership through education and public awareness campaigns
 - v. Work with other agencies, both public and private, to assist them in providing support for animals through emergency preparedness and disaster relief.

2. Facilities

- a. Enhance existing facilities to ensure Seattle Humane Society is able to fulfill its mission
- b. Build, equip, and operate a new veterinary clinic and teaching facility on campus to support a partnership with WSU
- c. Put in place a long-term facility plan that addresses the needs of all our constituents

3. Operations

- a. Grow and sustain a donor base to ensure there are adequate resources to deliver our mission

- b. Expand our financial reserves to support our long-term sustainability
- c. Attract and retain the best-qualified and most effective staff and volunteers

Measuring Success

We will know we are successful when we can celebrate reaching the following milestones:

- Every adoptable and treatable companion animal in the community is adopted
- No community member is turned away due to their ability to pay if they wish to spay/neuter their pet
- Seattle Humane Society has the capacity to provide veterinary care for every orphaned companion animal in our community
- The financial stability of Seattle Humane Society allows us to operate current and planned facilities with an appropriate ratio of professional staff. The financial strength of the organization allows SHS to save the lives of all adoptable or treatable animals who come through its doors.