



# Strategic Plan

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Looking Ahead



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# Objectives

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To strengthen the operational capacities of M2BL Pet Rescue Society.

We intend to do this by:

- enabling sustainable growth
- the acquisition of land and building
- applying for charity status
- recruiting and retaining motivated volunteers
- Applying grants
- Recognizing donors





# Vision

# Mission

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## Vision

- Our vision is a compassionate society where every animal is treated with dignity. We strive to secure loving forever homes for animals and, in the case of ferals, allow them to live without perpetuating the feral cat population.



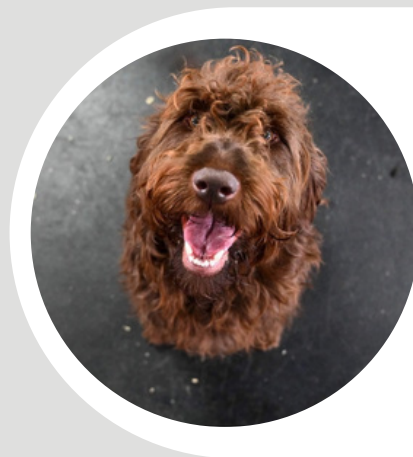
## Mission

- Meant 2B Loved Pet Rescue Society's unwavering mission is threefold: to rescue, rehabilitate, and rehome animals in need, thereby fostering responsible pet ownership and championing animal welfare within our region. Additionally, Meant 2B Loved is committed to providing Trap, Neuter, Return (TNR) services throughout the region, prioritizing areas where the need is most pressing.

# About Us

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Meant 2B Loved Pet Rescue Society is a 100% volunteer run, foster-based domestic animal rescue primarily serving the Cranbrook and Kimberley area. The organization is run by a volunteer Board of Directors with support from volunteers and fosters. Our primary revenue comes from collection and recycling of empty cans, bottles, and milk containers. These funds are augmented by fundraising events and campaigns as well as donations from our supporters.



# Core Values

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## Compassion

Demonstrating empathy and care for animals in every interaction.



## Collaboration

Building partnerships with communities, volunteers, and organizations to achieve our mission.



## Transparency

Operating with openness, honesty, and accountability



## Education

Providing resources and promoting awareness to foster responsible pet ownership and to increase awareness of and support for TNR campaign



## Respect

Treating all living beings with kindness and respect.

# Strategic Goals 2024

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## 1. Volunteer Engagement and Training

- Mentor volunteer lead to prepare them to take over the onboarding of volunteers.
- Assign a mentor for each volunteer segment who can provide appropriate training on the role and organizational processes as needed.
- Create a recognition system to acknowledge and celebrate volunteer contributions.

**Timeline:** Have volunteer lead identify (with assistance from the Board) a mentor for each segment of operations by September 30. Have each lead prepared to mentor new volunteers by October 15. Research and determine ways to acknowledge and celebrate our volunteers by August 31, 2024

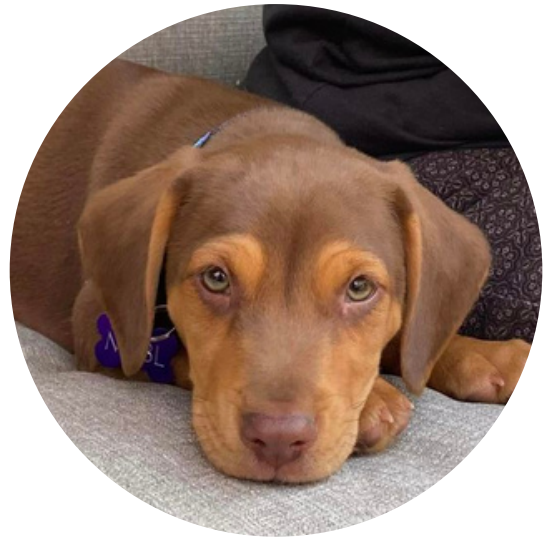
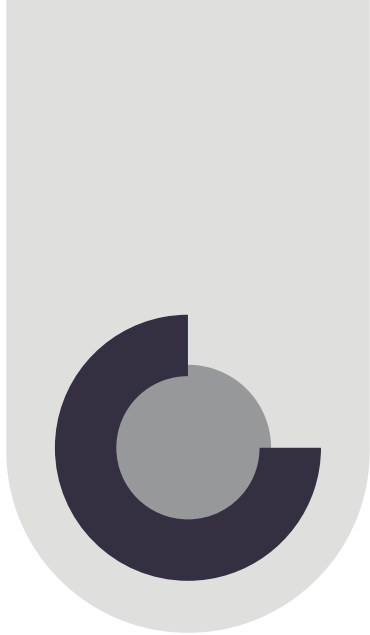
### 1a. Volunteer Recruitment and Skill Utilization:

**Goal:** To recruit and retain high quality volunteers with diverse talents

#### Strategies

Enhance the volunteer recruitment campaign to attract individuals with diverse skills, ensuring their skills are effectively utilized.

Explore occasional use of Coffee News ads, Facebook ads, and continue to boost our relationship with 2-Day FM and try to foster one with Pattison Media.



- Integrate skill assessments during volunteer recruitment to better match volunteers with tasks that align with their expertise. For example, questions to ask could include:
  - How flexible is the individual? Available on call?
  - Are they energetic and enthusiastic?
  - Do those wishing to join the fundraising, marketing, or events teams have training and/or experience in those areas? If not, can they explain their vision for their role?
  - Do bottle collectors/sorters have transportation? Are they available to do pickups of donations when requested?
  - Do all applicants have leadership qualities or tendencies?
  - If they will be working with fosters and/or potential adopters, do they have good communication skills?
  - If they will be creating letters, social media post, etc., do they have an appropriate level of writing skill? (Attention to detail, correct grammar and spelling, etc)

**Timeline:** Launch the enhanced campaign by May 15 and continually assess recruitment and skill-matching needs over the next five years.





## 2. Organizational Governance and Leadership

**Goal:** Strengthen governance structures and leadership capacity. (See Governance Policy)

**Strategies:**

- Conduct a governance review to identify areas for improvement.
- Have board members search out training on governance best practices.

**Timeline:** Complete governance review by July 2024. Search out and begin board training by December 2024

## 3. Operational Review, Streamlining, and Committee Formation

**Goal:** To find efficiencies so Board and volunteers are less overwhelmed by the workload.

**Strategies:**

- Conduct a thorough operational review, identify areas for streamlining, and create a workflow indicating which Board member is responsible for which areas of the organization and which volunteers will be helping to bring the Board member's ideas to fruition.
- Introduce these groups to facilitate the transition to a more collaborative and efficient organizational structure.

**Timeline:** Initiate the operational review within the next six months, implement changes based on findings, and establish committees within the next year.





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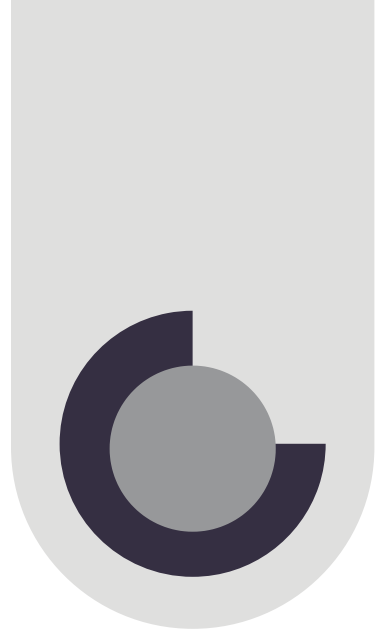
### 3. Community Engagement & Partnerships

**Goal:** Strengthen community support and collaboration.

**Strategies:**

- Host community events to raise awareness and foster relationships.
- Collaborate with local businesses and organizations for mutual support.
- Establish partnerships with veterinary clinics, pet stores, and other relevant entities. Ex: Medical and Wellness Programs:
- **Initiative:** Apply for grants and/or work in partnership with others (i.e., the Ktunaxa) to be able to provide low-cost spaying/neutering and vaccination services for the community.

**Timeline:** as opportunities present themselves



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## 4. Secure Funding Stability

**Goal:** To apply for applicable grants that fit with our mission and values to diversify our income and to grow the organization

**Strategies:**

- Develop a dedicated grant research team led by a Board member and including two to three volunteers with experience or interest.
- Align community engagement initiatives with grant research efforts, showcasing the organization's impact to potential donors.

**Timeline:** Form the grant research team by January 2025

**“Every once in a while a dog enters your life and changes everything.”**



## 5. Diversification of Fundraising Events:

**Goal:** To reach the greatest number of community members by providing a wide variety of fundraising and event options and to grow our partnerships with community organizations and businesses.

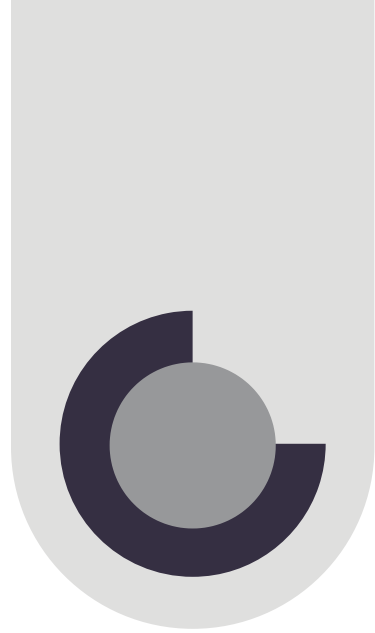
**Strategies:**

- Expand the range of fundraising events, incorporating virtual events, community partnerships, and themed campaigns.
- Integrate community partnerships into fundraising events, emphasizing collaboration and shared goals.

**Timeline:** Plan and execute at least one new fundraising event each quarter, starting in February

*"There are few things in life more heartwarming  
than to be welcomed by a cat."*

*- Tay Hohoff*



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## 6. Communications and Marketing

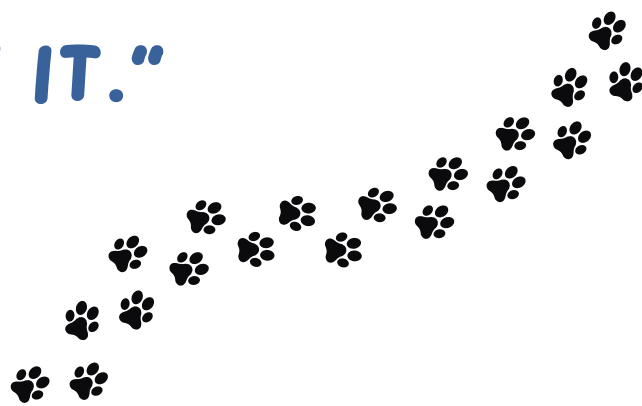
**Goal:** Enhance the organization's visibility and communication efforts.

**Strategies:**

- Develop a comprehensive communications plan, including social media, newsletters, and a user-friendly website.
- Share success stories and impact reports to engage donors and volunteers.
- Invest in marketing materials that effectively convey the organization's mission and needs

**Timeline:** Explore ways to share M2BL success stories effectively and widely and complete comprehensive communications plan by August 2024.

**"YOU CAN'T BUY LOVE, BUT YOU  
CAN RESCUE IT."**



# Strategic Goals 2025 - 2009

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## Create a Long-term Facility Plan

**Goal:** To develop a detailed action plan for funding and beginning the construction of a permanent facility.

### Strategies:

- Create a Facility Planning Committee made up of Board members, volunteers, and interested community members.
- Involve the Facility Planning Committee in community outreach efforts, creating a sense of community ownership in the development of the permanent facility.
- Put call out for local construction companies to volunteer some of their time, expertise, or materials.
- Engage professional facility planning consultants to provide expertise in the development of a long-term facility plan.
- Emphasize the value of professional consultancy in ensuring a sustainable and well-designed facility, reinforcing community confidence in the project.

**Timeline:** Have Facility Planning Committee present the action plan to the remaining Board members by September 30, 2025 and initiate consultations with experts in the field by no later than September 1, 2026.



“The greatness of a nation can be judged by the way its animals are treated.”

-Mahatma Gandhi

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## Planning for the future

**Goal:** To apply for charity status

### Strategies

- Establish a dedicated Charity Status Subcommittee to research and plan what is required for us to apply for Charity Status September 2024. Develop an advocacy plan to educate the community about the benefits of charity status.
- Allocate resources for legal consultation and administrative support to prepare a thorough charity status application, including appointment of a Board of Directors.
- Begin the application process in spring 2025, seeking professional advice and utilizing Charity Status Subcommittee for administrative support.

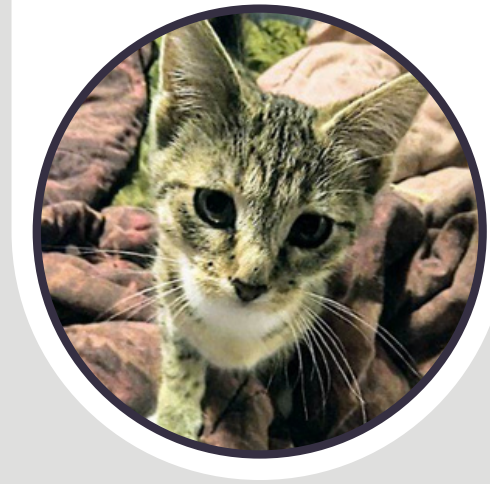
## Performance Measurement

- Continue to apply for grants and look for other opportunities to be able to provide education and spay/neuter certificates to community members. Start with those most in need – Ktunaxa, connect with the Salvation Army, Food Bank, Street Angels, and others to ensure under-served populations are our priority. Have plans in place by April 2025 with completion of the 2025 campaign in December 2025.



*"Until one has loved an animal a part of one's  
soul remains unawakened."*

*- Anatole France*



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- Research ways of recruiting and retaining volunteers and conduct interviews with our own volunteers to determine why they volunteered, what is working well for them, what needs improvement. Try to include former volunteers to see why they left. Implement any changes we feel necessary by September 2024.
  - Have adoption guidelines and a place on our website where adopters can access videos and documents after adopting completed by July 2024.
  - Develop a reasonable fundraising schedule for each calendar year and find leads for each by end of January of that year. Consider not holding events if no one steps forward to lead them.
  - Continue to research and explore opportunities to apply for grants and/or funding opportunities so we are less reliant on recycling and fundraising.
  - Implement the strategies we need to prepare to apply for charity status by June 2025.

### **Budget:**

- Most items do not require a budget as there is little to no cost involved. A budget for applying for charity status would be dependent on what we determine we need in place to make that viable.

### **Communication Plan:**

- Put our strategic plan on our website for public viewing and share items we have achieved as we achieve them. This includes potential updates on our website, and/or social media, and/or newsletter.



*Our perfect companions never have fewer  
than four feet.*

*- Sidonie Gabrielle Colette*



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## **Risk Management:**

- Time is the biggest risk with this plan as all Board members are extremely busy. Having current volunteers become more involved in the work of the rescue (i.e, social media, leading fundraising events, helping to narrow down potential adopters, sending out and receiving contracts, etc.) will allow the Board to have more time to focus on strategy, policies, procedures, etc., for the long-term future of the rescue.

## **Review and Update:**

- Have a check-in to see where the plan stands at each Board meeting throughout 2024.
- Update the plan as needed to adapt to changing circumstances and goals.

By implementing this strategic plan, our non-profit animal rescue aims to create a lasting impact on the well-being of animals in our community and contribute to the broader goals of promoting compassion and responsible pet ownership.



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### **Continuous Monitoring and Evaluation:**

**Goal:** Continuously assess and adjust the strategic plan.

### **Strategies:**

- Implement regular evaluations of program effectiveness.
- Solicit feedback from volunteers, board members, and external stakeholders.
- Adjust strategies based on lessons learned and changing circumstances.


Through these adjustments, Meant 2B Loved Pet Rescue Society can address the specific challenges and opportunities identified in the SWOT analysis, aligning the strategic initiatives with the organization's strengths and mitigating its weaknesses.

The SMART goals and clear action plans remain integral to the success of each initiative, ensuring a focused and achievable path forward.



Rescue.  
Rehabilitate.  
Rehome.

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