

RESCUE | REHABILITATE | REHOME



**MEANT 2B LOVED PET RESCUE
STRATEGIC PLAN - 2025-2028**

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Meant 2B Loved Pet Rescue Society

Our History

Meant 2B Loved Pet Rescue Society (M2BL) was established in 2020 by four women with a passion for animals. In the years since, we have not only found homes for all types of domestic animals, conducted countless TNR campaigns, but have also provided palliative care for pets whose owners are no longer able to care for them and that are difficult to find forever homes for due to age or health issues.

We work with all types of companion animals: cats and dogs of course, but also horses, rats, parrots, ferrets, chinchillas, and more. We have a well-established Trap-Neuter-Return program – robust enough to enable us to deal with 200 cats in one season.

M2BL relies on fundraising events, donations, grants, and our bottle recycling program to fund our work and are grateful for the support we receive from our communities.

We routinely collaborate with other registered animal-welfare organizations throughout the East Kootenay to ensure companion animals everywhere are treated with dignity and compassion.

We are proud of the work we did to quickly establish and operate a 24/7 emergency shelter at ʔaq'am during the 2023 wildfire that impacted that community and are honoured to have been the recipients of:

- the Stan Salikin Community Impact Award at the 2023 Kimberley Business Excellent Awards
- a nomination as Cranbrook's non-profit of the year for the 2023 Business Excellence Awards
- and Gold in the Reader's Choice Awards for Best Non-Profit Organization in both Cranbrook and Kimberley in 2025.

What We Do



We rescue abandoned, neglected, and surrendered domestic animals and provide them with loving temporary foster homes as they await their forever homes.



We conduct Trap-Neuter-Return (TNR) programs to help control the feral cat population in the East Kootenay region.



We provide food, vaccinations, neutering, veterinary services, and other supports for all animals in our care.



We ensure excellent matches between pets and adoptive families – and thereby a very high adoption success rate – through careful animal behavioural assessments, veterinarian health checks, and a rigorous adoption screening process for all rehomed animals.



We provide resources and education about responsible pet ownership to residents of the Cranbrook-Kimberley area, to help reduce the need for rescue and rehoming services.



We assist communities and their pets during crises, natural disasters, and other emergencies.




We work closely with our partner organizations throughout the East Kootenay to carry out our shared missions.




We provide rehoming services, and/or palliative foster care for pets in the Cranbrook-Kimberley area whose owners, due to age, illness, or changing circumstances, are no longer able to care for them.



What We Don't Do

 Rescue pets from other areas of the province, country, or world. There are so many pets in need here – we are dedicated to using local resources to support the animals in need right here at home.

 Assist with veterinary and other costs of private pet owners in most circumstances. Our limited resources are dedicated to supporting the animals in our care.



Our Mission

We rescue, rehabilitate, and rehome animals in need, help control the feral cat population, and provide education to our communities.

Our Vision

A compassionate society in the East Kootenays where every pet is treated with dignity.

Our Values

Compassionate:

Demonstrating empathy and care for animals in every interaction.

Collaborative:

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

Transparent:

Operating with openness, honesty, and accountability.

Educational:

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

Respectful:

Treating all living beings with kindness and respect.




Local:

We are the only independent registered pet rescue organization focusing on animals in need in the Cranbrook-Kimberley area.




Our Goal for 2028

To obtain, within the next three years, the wherewithal to establish a permanent pet rescue shelter in the Cranbrook-Kimberley region, as demonstrated by our capacity in three key areas:




Volunteerism

-  We have an adequate number of volunteers contributing sufficient time to support our operational, planning, and educational needs.
-  Volunteers are fully trained and reliably support mission and policies.
-  Volunteer recruitment is self-sustaining, and numbers are stable.

Funding

-  We consistently receive grant funds and are confident we can access additional sources.
-  We have processes to accept major donations and are establishing relationships with private donors.
-  We have largely weaned ourselves off labour-intensive funding options like bottle recycling.

Animal Services

-  We demonstrate our ability to operate a shelter by successfully running a temporary holding facility.
-  We have stable programs for rescuing and rehoming cats, dogs, and exotic/unusual pets.
-  The number of animals we help, and especially the number we have to turn away, demonstrates the need for a shelter.

Key Objective: Building Community Awareness

Foster a strong relationship with the community to increase visibility of M2BL's mission, activities, and needs; attract more volunteers and donors; and ultimately enhance our capacity to rescue and care for animals in need.

Strategy One

Educate the public about the need for volunteers to carry out M2BL's mission and activities by attending public events with information about M2BL's mission, impact, and needs.

Timeline: Beginning 1 March 2025, when M2BL launches its first membership drive

Responsibility: Board

**VOLUNTEERS
NEEDED**

Strategy Two

Generate excitement and passion among the public for M2BL's work by maximizing mainstream and social media coverage of all activities.

Timeline: Beginning with the launch of the membership drive on 1 March 2025 and continuing as activities warrant.

Responsibility: Recording Secretary

Strategy Three

Harness the resources and support of service clubs and community organizations by identifying the two or three most-relevant organizations and attending their meetings to share information about M2BL's mission, impact, and needs.

Timeline: Beginning summer or fall of 2025, once Carmen has been oriented to M2BL's processes and activities

Responsibility: Director at Large

Strategy Four

Support community networking by creating a booth kit of banners, signage, brochures, membership cards, etc that can be easily transported and set up as needed.

Timeline: Preliminary materials ready to test at the Farmers' Market in July; make any modifications necessary prior to the winter market in November or December 2025

Responsibility: Treasurer/Vice President



Getting Started: A Tactical Plan for 2025

Meant 2B Loved is a small organization, still dependent on a handful of people to do big work! We recognize that we can't do it all – at least not all at once. A series of small steps, taken over the next ten months, will start us off on a sustainable path in all three key areas.

Spring 2025

Volunteerism

Create an orientation and procedures manual for each of the three highest-priority volunteer roles and begin recruiting specifically for them:

 Volunteer Coordinator

 Bottle Team

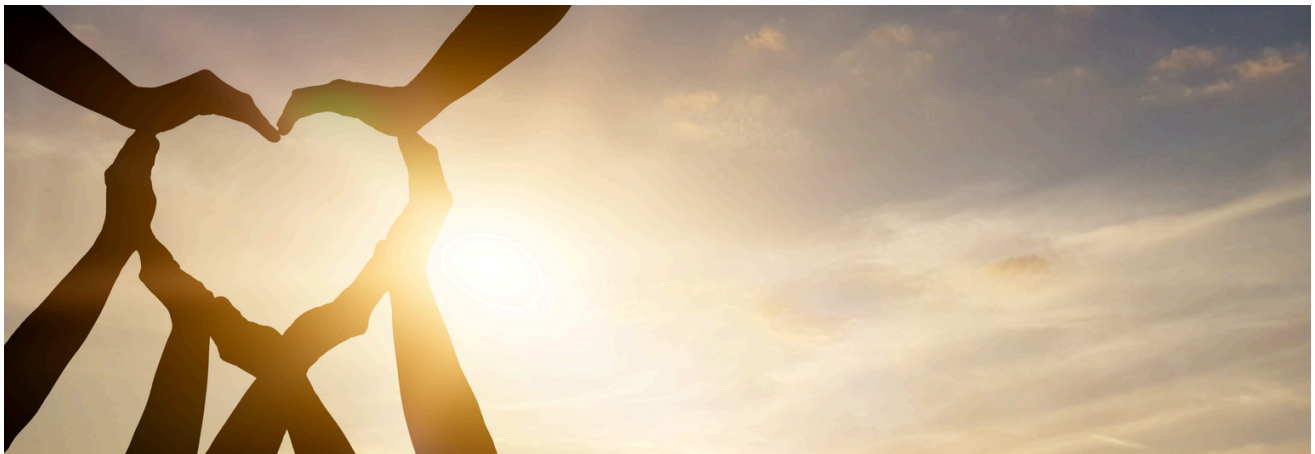
 Dog Lead




Funding

 Building on lessons learned in the 2024 funding cycle, submit a realistic and achievable application to the RDEK ReDi Grant program.

 Complete and submit the application for charitable status.



Animal Services

-  Develop a workplan with timelines for the proposed temporary holding facility




Summer 2025

Volunteerism

-  Include calls for volunteers and/or information about current opportunities in all community education activities.

Funding

Implement less labour-intensive fundraising methods to increase small donations from a larger number of people:

-  Build a creative, mission-linked donation jar for booth kit.
-  Modify adoption-fee payment forms to solicit add-on donations.
-  Host “donation days” at local businesses where customers add to or round up purchase total

Animal Services

-  Begin implementing the holding facility workplan.

Fall 2025


Volunteerism

-  Create procedure checklists for routine or recurring tasks.

Funding

-  Launch a consistent, targeted fundraising campaign to solicit major donations from corporations and individuals.

Animal Services

-  Leverage the completion of the holding facility into a media/public awareness opportunity. If everything else is in place, combine it with the launch of a volunteer recruitment drive and/or fundraising campaign.



RIP

Came to M2BL: Sept. 2024

Adopted: November 2024



EMMA

Came to M2BL: April 2024

Adopted: November 2024

Looking Ahead: Pet Rescue Shelter

A permanent shelter will bring several important benefits to the work of Meant 2B Loved:

It will provide a central location – a focal point both for the volunteers to work and to increase M2BL’s physical visibility in the community.

It will reduce costs and enhance operating capacity – by reducing M2BL’s reliance on fosters, especially for difficult-to-place pets, and by enabling everyone from volunteers to veterinarians to carry out their work more efficiently.

Most importantly, it will help M2BL do what it does best: finding loving homes for every animal in need. The shelter will be the place where the pets meet their adoptive families – where that wonderful transformation from orphaned, abandoned, or neglected animal into beloved family pet takes place.

Our three-year plan will help us put into place the resources we need to achieve this goal. As we implement the strategies outlined here and begin looking forward to the next phase in our mission, we will monitor the sustainability of our financial and volunteer resources; research capital grants, major donations, and other potential sources of capital funding; and prepare building needs and specifications. This will give us a shovel-ready building project to implement when the time is right.

We expect to be in a position to undertake a shelter project by 2028.

