



# WASHINGTON AREA HUMANE SOCIETY

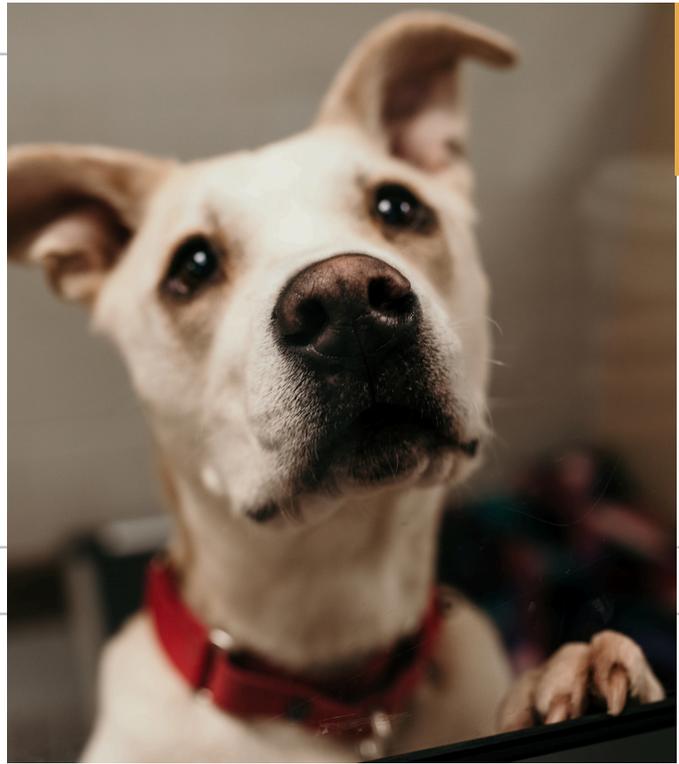
#WAHS



## STRATEGIC PLAN 2025 - 2028

# MISSION

To provide shelter, safety, and care for the abandoned and abused animals of Washington County with the goal of placing them in forever homes.



# VISION

For all animals to have a valued life and a loving home.

# VALUES

**Collaboration:** We believe in working together, demonstrating flexibility, and supporting each other so that we can bring the best outcome for the animals in our care.

**Commitment:** We believe in improving the lives of animals while encouraging our community to be the change they want to see through education, advocacy, and low-cost veterinarian services.

**Community:** We believe in being a present, ongoing resource for our community and meaningfully engaging people to keep pets out of the shelter and in homes where they are loved.

**Compassion:** We believe in unwavering care and respect for all animals and people who care for them and strive to demonstrate this commitment within our organization and community.

**Innovation:** We believe in actively and progressively seeking creative solutions, to best respond to the evolving needs of pets in crisis.

**Integrity:** We believe in being forthright within our team, community, and supporters and strive to foster a transparent culture.

## STRATEGIC INITIATIVE 1:

# OUR PEOPLE

### FOCUS AREA: BOARD & GOVERNANCE DEVELOPMENT

**Goal One:** Strengthen board practices, policies, and growth

**Goal Two:** Update composition, functions, and responsibilities

### FOCUS AREA: STAFF RETENTION, SUCCESSION, & DEVELOPMENT

**Goal One:** Create long-range and emergency plans for staff and operations

**Goal Two:** Strengthen the team through growth opportunities and support

### FOCUS AREA: VOLUNTEERS

**Goal One:** Improve training and ongoing experience for volunteers

## STRATEGIC INITIATIVE 2:

# OPERATIONS & ORGANIZATIONAL GROWTH

### FOCUS AREA: ANIMAL CARE & SERVICES

**Goal One:** Improve awareness and reduce barriers to increase adoptions and intakes

**Goal Two:** Strengthen our Animal Partner Network

**Goal Three:** Grow Pet Retention Programs

### FOCUS AREA: BUILDING & GROUNDS

**Goal One:** Improve campus infrastructure, experience, and safety



### STRATEGIC INITIATIVE 3:

## SUSTAINABILITY

### FOCUS AREA: FINANCE

**Goal One:** Develop a 3-year financial plan with controlled growth

**Goal Two:** Create a long-term building and grounds financing plan

### FOCUS AREA: FUNDRAISING

**Goal One:** Strengthen donor engagement

**Goal Two:** Identify new sources of support



### STRATEGIC INITIATIVE 4:

## PARTNERSHIPS & COMMUNITY EDUCATION

### FOCUS AREA: ADVOCACY

**Goal One:** Advocate for animal rights and wellness in Washington County

### FOCUS AREA: AWARENESS

**Goal One:** Create a public awareness campaign around WAHS' purpose and impact

### FOCUS AREA: OUTREACH

**Goal One:** Improve community outreach and partnerships



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