



# Strategic Plan Summary 2023-2025

## Our Mission

Animal Aid of Portland enhances the welfare of companion animals through individualized care and lifelong commitment, rescue and adoption, resources and education, and community partnerships.

## Our Vision

Our vision is to be a recognized leader within a united local animal welfare community by working as a team of invested staff and volunteers to empower compassionate stewardship for thriving companion animals.

**These objectives were developed from a 2022 supporter survey, staff and board input, and rich collaborative conversation. We are grateful to all the volunteers, partners, and supporters who provided feedback during this process.**

## Our Strategic Objectives

**Objective 1: Create an Environment Where Each Animal and Each Human Has a Chance to Thrive**

- A. Strengthen and expand dog foster program including evaluation of intake process.
- B. Enhance volunteer culture through active cultivation, acknowledgement, educational opportunities, and establishment of greater volunteer input and feedback.
- C. Support staff education and professional development goals.
- D. Evaluate staff responsibilities, capacity, and needs for future development and growth.



**"A compassionate caring group of humans working to bring the best life for cats and dogs."**

- Supporter from 2022 survey

## Objective 2: Provide Community Education and Raise Awareness of Our Programs

- A. Expand use of social media, email, and other communication tools to highlight educational materials and programs.
- B. Develop updated regular and limited edition branded merchandise for promotion and fundraising.
- C. Engage retirement communities and seniors with programs, presentations, and activities at the shelter and in the community.
- D. Engage youth through humane education presentations and activities via school and youth programs.
- E. Develop community educational programs on animal guardianship.



## Objective 3: Strengthen and Create Partnerships to Maximize Resources

- A. Cultivate strategic partnerships to enhance and grow It Takes a Pack including storage, new volunteers, and pet stores partners.
- B. Enhance and grow the Animal Aid Cares Fund through:
  - a. Evaluation of the program policy to best serve people and pets in our communities.
  - b. Cultivate veterinary partnerships and engagement in underserved communities.
- C. Develop and enhance synergistic relationships with animal-centric and adjacent organizations.
- D. Actively seek to understand our wider market and community to develop and enhance the diversity of partnerships.
- E. Develop resources to better promote opportunities related to bequests, the Endowment Fund, and Gift of Life.

**"As someone struggling to make ends meet, trying to take care of my rescue senior pet - I was incredibly grateful to find through our vet that there was a possibility we could receive help with costs."**

- Supporter, 2022 survey



**Your support makes all the difference.**

Visit [animalaidpdx.org](http://animalaidpdx.org) to learn how you can support our mission and get involved.

