

STRATEGIC PLAN

2023 - 2028

Our Vision is a Compassionate World For All Animals

Updated June 2025



Our old mission will become our new Motto:

Changing Lives Through Kindness



OUR NEW MISSION!

We rescue and rehome animals in need and provide community support programs that help people and their pets.

We have integrated Kindness into the fabric of our culture by updating the first pillar of our guiding principles:



KINDNESS (PREVIOUSLY COMPASSION)

We seek to change lives through kindness by treating every animal and every person with compassion, dignity and respect, no matter their circumstances. Kindness and compassion form the foundation of our commitment to public service, meaningful work and our responsibility to help make our communities better places for all to live.



COLLABORATION

We believe our communities are best served by organizations that work together to make a difference. We believe in cooperation and helping others to achieve a world of kindness for animals and people. We seek to build relationships and networks that help communities address animal welfare.



LEARNING

We learn from every situation and from the people, places and organizations with which we interact. We contribute to knowledge-building in the animal welfare sector. Together we can meet the needs of animals, individuals and communities.



INTEGRITY

We are committed to ethical practices, fiscal responsibility and transparency that builds trust in our organization and our people. We strive for and ask for honesty in our work in order to achieve the best possible outcomes.



ADVOCACY

We are committed to strong stewardship of our resources and to leadership in the area of animal welfare. We believe that the world will be a better place when all creatures are treated with kindness and compassion.



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STRATEGIC DIRECTION 1: QUALITY OF CARE



Evolve and elevate our approach to care by integrating the newest and best practices in animal welfare, fostering a compassionate organizational culture, and strengthening the human-animal bond, ensuring we serve our animals, our people, and our mission.

- Build a phased, purpose-driven strategy plan to guide the planning, decision-making and implementation of AARCS' new home.
- Evaluate organizational capacity to effectively plan and support the creation of a new home for AARCS
- Evolve the Board of Directors' practices to support the growth and evolution of our organization.



STRATEGIC DIRECTION 2: REVENUE GENERATION AND STABILITY

Ensure a balanced and sustainable approach to revenue generation and resource allocation, aligning financial stewardship with innovative strategies to attract and grow funding.

- Develop a comprehensive funding strategy to support organizational expansion.
- Strengthen donor stewardship to increase retention, engagement and long-term support.
- Explore and evaluate social enterprise opportunities to diversify revenue streams and advance our mission.



STRATEGIC DIRECTION 3: EFFECTIVE COMMUNICATION THROUGH STORYTELLING

Enhance communication efforts to share our mission and impact clearly and authentically across all audiences, including external stakeholders and internal stakeholders.

- Establish a robust internal communication framework that enhances connection, clarity, and organizational alignment.
- Create straightforward communication strategies to share key targets in ways that resonate with staff, volunteers, and external stakeholders.

