

# Strategic Plan

July 2023 - June 2026

[www.catcaresociety.org](http://www.catcaresociety.org)



## OUR CORE VALUES

Cat Care Society is:

- Welcoming of all cats. None are too old or ill to be valued, loved and treated with dignity. We are compassionate of the cats in our care and the people whose lives we touch.
- Committed to excellence in operations, ensuring the highest quality of care for cats and delivering trusted services for people who love cats.
- Unique in our approach, offering free-roaming and enriching spaces for cats, embracing cats that need specialized support, and providing superior medical care.
- Connected to our community as a regional leader, inspirational model and educational resource in cat welfare.
- Inclusive of the diverse backgrounds and perspectives of the people we welcome through our doors and engage within our community.

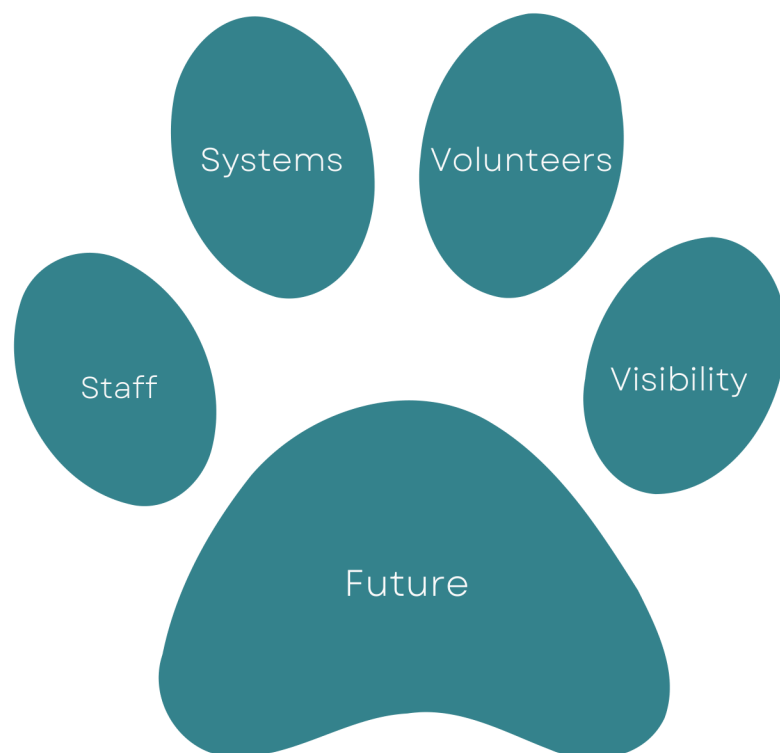
## MISSION

To be a safe and enriching place for all cats on their journey to a loving home. We do this by providing compassionate care, shelter, adoption services and community engagement.

## VISION

Our vision is a committed and collaborative community where all cats have the opportunity to thrive.

## STRATEGIC GOALS



# Cat Care Society's Strategic Goals

Over the next three years, Cat Care Society will focus on five strategic priorities. Each priority has a corresponding vision of success and set of objectives to map a pathway to success.



## 1

Develop CCS staff to enhance operational effectiveness and empower individuals to perform at their very best.

*Vision of Success:* CCS has an optimized staffing structure with a trained and engaged staff effectively operating our programs and with shared trust among staff and leadership.

## 2

Increase operational efficiency and standardization through the creation, implementation and enhancement of standard operating procedures and systems.

*Vision of Success:* Cat Care Society efficiently delivers excellence in all operations through the standardization of procedures and workflows.

## 3

Maximize the skills and passions of volunteers and the leadership of board members to further the mission of CCS.

*Vision of Success:* Cat Care Society volunteers are welcomed, prepared to contribute significantly to the organization and engaged in meaningful ways. Cat Care Society board members have the skills, knowledge and training to lead the organization.

## 4

Grow awareness and enhance the reputation of CCS to increase stakeholder engagement and community support of programs, as well as to strengthen the animal welfare field.

*Vision of Success:* Cat Care Society engages new, more diverse audiences and strengthens existing relationships to broaden our reach and deepen our impact.

## 5

Secure CCS' future through strong financial management, effective physical infrastructure and relevant programs that are adaptive to our community's changing needs.

*Vision of Success:* Cat Care Society is positioned for success today and in the future through financial stability, relevant programs and the physical space to deliver on our mission.