

# **Safe Haven Equine Rescue and Retirement Home, Inc.**

## **Strategic Plan**

### **Context**

Strategic planning is a very important organizational activity that is practiced broadly, both informally and formally. Strategic planning and decision processes should end with focus areas, goals and objectives and action plans to achieve the established goals. A strategic plan, similar to a budget, is important to provide a "road map" for a specified period of time. Similar to a budget, a strategic plan is not static, but is dynamic, meaning that although the focus areas and goals may not change, the action items may change on an established, regular basis. Likewise, action items may be revised or updated anytime throughout the years as needed.

### **Mission**

Safe Haven Equine Rescue and Retirement Home, Inc. is a volunteer based, non-profit organization accredited by the Global Federation of Animal Sanctuaries that is dedicated to the welfare of horses. Our goal is to rescue abused, neglected, or distressed horses, bring these rescued horses back to optimal health and to find them loving homes. In some cases, due to age or disability, a horse will not be able to be adopted. For these horses, Safe Haven Equine Rescue and Retirement Home, Inc. will provide a home where they can peacefully live out the rest of their life with love and dignity.

### **Vision**

Safe Haven Equine Rescue and Retirement Home, Inc. envisions a world where every horse has a loving and safe place to call home.

### **Values**

Safe Haven Equine Rescue and Retirement Home, Inc. is guided by the belief that no adoptable or treatable horse should be unnecessarily euthanized due to space, time, appearance, or any treatable conditions. We are called to:

- Give a new chance to horses that would otherwise be discarded;
- Educate and set standards for responsible horse ownership by providing public education about responsible horse ownership;
- Help people and their horses stay together whenever possible.

### **Strategic Initiatives and Focus Areas**

To accomplish our mission and vision, Safe Haven Equine Rescue and Retirement Home, Inc. has established the following goals and strategic initiatives to be carried out over the next three (3) years. These initiatives meet immediate needs in the community and provide the opportunity to continue acting as the long-term safety net for all adoptable and treatable horses in Northeast Texas.

The Safe Haven Equine Rescue and Retirement Home, Inc. sets forth the following Focus Areas for the 2018 - 2021 strategic plan:

- 1. Fundraising**
- 2. Sheltering and Adopting**
- 3. Programs and Services**
- 4. Board Development and Involvement**

## **Goals**

The following section provides Safe Haven Equine Rescue and Retirement Home, Inc.'s goals and objectives established within each of the four (4) focus areas.

### ***Fundraising:***

**Goal 1: To grow our donor base and endowments to ensure adequate resources are available to fulfill our mission, operations and capital projects.**

Objectives:

- A. Establish a goal for annual major donations.
- B. Establish a plan to start endowments.

**Goal 2: To apply for and utilize grant funding to meet our mission, operations and capital projects.**

Objectives:

- A. Apply for grant funding to further our mission.
- B. Maintain grant management systems to ensure that grant objectives are met.

### ***Sheltering and Adopting:***

**Goal 3: To attract and maintain the best-qualified and most effective volunteers through continuing educational opportunities.**

Objectives:

- A. Provide training and professional development opportunities for all volunteers.

**Goal 4: To improve our physical facilities to provide a better environment for our horses and volunteers.**

Objectives:

- A. Consider being able to aid newly gelded horses with the addition of a cooling room.
- B. Increase adoptions and rescues and decrease length of stay for shelter animals.

**Goal 5: To enhance and improve horses' lives and well-being.**

Objectives:

- A. Increase socialization for shelter horses.
- B. Continue a strong assessment program upon intake and regularly thereafter.
- C. Ensure that all horses are well prepared, trained and socialized for adoption.

### ***Programs and Services:***

**Goal 6: To increase community support and awareness of our role, programs, services and events.**

Objectives:

- A. Partner with other local nonprofits and businesses to provide for the best possible advocacy and care for the community's horses.
- B. Increase community support and awareness of our mission.
- C. Improve volunteer and foster programming by recruiting and retaining volunteers and foster homes.
- D. Continue to update to the Safe Haven Equine Rescue and Retirement Home, Inc. website.

**Goal 7: To improve community education regarding horse welfare and responsible horse ownership.**

Objectives:

- A. Develop programs and projects to continue horse owner education and responsible horse ownership.
- B. Form an education committee.

***Board Development and Involvement:***

**Goal 8: To promote a strong board development program.**

Objectives:

- A. Continue to maintain a diverse group of community leaders to serve on the Board of Directors.
- B. Create a Safe Haven Equine Rescue and Retirement Home, Inc. Advisory Committee to provide financial and committee assistance to the Board of Directors and the Executive Director.