Strategic Development
Strategic Plan 2022 - 2024

We transform lives by partnering people with custom-trained assistance dogs

**Provide the highest quality client experience**
- Increase diversity of our clients through education and outreach
- Increase readiness of applicants to ensure successful partnerships
- Ensure client dog team standards are maintained throughout the life of the partnership

**Increase the number of puppies that meet standards for health and readiness**
- Make breeding decisions based on the needs of our client base
- Provide early neurological stimulation and socialization to young puppies entering our program
- Ensure puppies coming in-for-training meet or exceed expectations
- Recruit and train volunteer puppy coordinators and puppy raisers to meet organizational need

**Graduate expertly trained assistance client/dog teams**
- Ensure consistent implementation of training standards from birth to graduation
- Effectively train dogs in tasks and skills that meet the needs of our client base
- Provide expert and professional instruction to recipients of FSD service dogs

**Sustain and strengthen organizational performance to enable growth**
- Maximize fiscal responsibility and sustainability
- Cultivate and steward donor relationships
- Expand brand equity
- Build a diverse community of stakeholders
- Evaluate future growth and sustainability options

**Support a positive workplace culture**
- Cultivate a culture of collaboration, belonging and trust
- Maximize professional development for staff and volunteers
- Enable staff to thrive with competitive compensation and sustainable workloads
- Create policies and provide resources to improve efficiency

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