

LUVVIN' ARMS
ANIMAL SANCTUARY



Ahimsa
NONVIOLENCE TOWARD ALL LIVING BEINGS

Luvin Arms Strategic Plan 2020-2023.

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MISSION AND VISION

OUR MISSION

Ahimsa – Nonviolence Toward All Living Beings

The mission of LuvIn Arms is to provide exceptional lifelong social, emotional, and cognitive care to rescued farmed animals, and to advocate for those who have not been rescued by sharing our residents’ stories to inspire, educate, and empower others to embrace a more compassionate and sustainable lifestyle.

VISION STATEMENT

OUR VISION IS TO CREATE A SANCTUARY OF INSPIRATION AND CONNECTION WHERE PEOPLE ARE EMPOWERED TO CREATE CHANGE THAT LEADS TO MORE COMPASSIONATE CHOICES FOR THEMSELVES, FOR THE PLANET, AND RESULTS IN JUSTICE FOR ALL BEINGS.

EXECUTIVE SUMMARY AND INTRODUCTION OF LUVIN ARMS FARM SANCTUARY'S STRATEGIC PLAN 2020-2023

We make decisions every day at LuvIn Arms Farm Sanctuary that impact our course for the next decade. We take in rescued farmed animals to whom we make a lifetime commitment, we hire and train staff, we involve and train

volunteers, we interact with our wider community and we make decisions to improve the facilities and property we purchased in 2016.

Outreach and education are core activities that result in more animals' lives saved and more compassionate choices by our fellow human beings. We believe that, even at our least effective, we are doing great work and, at our best and most focused, we can be part of the larger movement to save lives and change the world. Informing and involving others is critical to fulfilling our mission.

The next several years are going to be focused on delivering on our mission and vision statements with measurable impact and the determination to deliver top-notch farmed animal rescue and advocacy that will save hundreds of thousands of animals over the next decade. A critical part of our mission is to expand our outreach to maximize onsite and virtual experiences via tours and education, and to develop connections throughout our wider community. Through our collective actions, alliances, and social media outreach we will build partnerships and allies throughout the world. Our operational plans (marketing, fundraising, and operations) support this vision while building out our infrastructure for long-term sustainability. We have a serious obligation to the animals we care for and to those who support us. To this end, we must be responsible stewards of our funding and our facilities. All those involved with Luvn Arms work together, as a community, to protect and further the impact of the sanctuary we have worked hard to create. The future is in our hands. Luvn Arms Farm Sanctuary is positioned to reach out to our supporters and community to make this vision a reality. Our vision is one of a world class animal sanctuary and source of compassion in the world.

RESCUING AND SHELTERING ANIMALS

OVERALL STRATEGIC VISION

Luvn Arms Animal Sanctuary will continue to be a model of the highest standards in animal care, constantly seeking the most advanced methods and care strategies available. Those who view our rescued animals living in such excellent

conditions and being treated with respect will begin to reconsider their daily life choices and lead to more compassionate intentions and decisions. Our animal residents will serve as ambassadors for farmed animals everywhere and their stories will inspire change.

Luvn Arms is in a unique position to share the powerful stories of our animal residents. Many have overcome tremendous challenges and through excellent care, love and enrichment have developed into the remarkable characters they were born to be. No one can tell their real and powerful stories as well as they can. They create incredible stories by simply being themselves. Our role is to energize and populate social media space with their engaging personalities and inspiring stories.

Our animal residents are some of the most inspiring teachers in our movement and it is our role to bring their stories to classrooms, boardrooms, and homes around the world via our virtual tour and to encourage those who can, to come for onsite visits to meet our amazing ambassadors in person.

ADMISSIONS STRATEGY

Luvn Arms, like many sanctuaries, is often at capacity. Strategic intake criterion is necessary to assure we meet our commitments to our current animal residents and continue to fulfill our greater mission of ahimsa. Intake decisions are made on the following criteria and always with our commitment to current animal residents being the top priority:

- Quarantine areas must be available to incoming rescues for the health and safety of new and current residents.
- Adequate living space and care resources must be available to new rescues.
- How the new rescue will fit into the existing social structure of current residents must be considered before adding new animals to the sanctuary.
- The impact new rescues have on our mission of sharing stories of compassion and impact must be considered when adding new animal residents to the sanctuary population

ANIMAL CARE PLAN

- The Luvin Arms animal care plan is detailed in the Animal Care Handbook being completed in 2021.
- Improved real time updates on medical records will ensure the most recent information will be available for health emergency situations.
- Continuing education and professional development for all caregivers will be provided and required.
- Luvin Arms Animal Sanctuary constantly seeks improved treatment protocols through research and consulting with veterinarians, scientific literature, sanctuary colleagues and other organizations promoting animal health and wellbeing.

STRATEGIC INITIATIVES

- Emergency evacuation plan will be finalized in 2021.
- Equipment to assist in movement and treatment of large animals will be obtained and staff training on use of the equipment for the process will be provided in 2021.
- Animal rescue will be continued ongoing in keeping with the strategic vision.

FACILITIES AUDIT

Luvin Arms consists of 40 acres in Erie, CO. At the time of purchase there was a house and a small barn and some outbuildings on the property. The house provides office space and a meeting area. The attached garage serves as a Visitor Center. The small barn and other buildings are used for storage and as quarantine areas for new residents. Since 2016 Luvin Arms has built three large barns/residences for the animals, a larger storage structure and a shelter for the horses in the pasture.

FACILITIES PLAN

The following improvements will be undertaken to improve the comfort and safety of residents.

- Install sound systems in the homes of the residents - classical music.
- Begin Paddock Paradise for the Horses to be in partial use by Fall of 2021 and completed in 2022.
- Begin permaculture project in the Turkey area in 2021.
- Build a sustainable solution for the duck ponds in 2021.
- Install a Cow Chute so we can safely provide medical care for the cows in 2021.
- Build and Install a pulley system and rescue glide to assist residents unable to move in 2022.
- Bird proof all ceilings in the residents' homes in 2021-22.
- Add gutters on the Big Barn 2022.
- Add private enclosures for hens in 2021-22 to provide safety while laying eggs..
- Provide all living areas with structures that provide shade in 2021.
 - Enhance all living areas with items that provide interest and stimulation to provide sensory enrichment for residents in 2021-22.
 - Add ventilation fans to appropriate residential areas in 2021.
 - Secure the buildings and outside areas from inclement and damaging weather conditions.

STAFFING AUDIT

The Care Team consists of a Care Manager, 4 full time Caregivers, and one part time Caregiver.

STAFFING PLAN

To provide the best care for residents and provide a desirable work environment, the following actions are planned.

- Increase the care team by 3 full time caregivers by August 2021.- Completed

- Add one full time care enrichment coordinator in 2022.
- Add one full time volunteer liaison lead/caregiver, and one part-time staff member in 2022.
- Hire a full time Care-Documentarian for both Photos and Videos by the beginning of 2022 for publications, webinars, books and all educational materials.
- Create Individual Educational Plans for care staff members. Possible sources are Mountain Rose Vets species specific webinars, chicken certification through Open Sanctuary, clicker training for staff members.
- Survey staff pay and benefits at comparable organizations and review staff benefits and compensation in 2022.

VOLUNTEER PROGRAM

Regular and dedicated volunteers are essential to the success of Luviv Arms. The Volunteer Program will be strengthened to attract, retain, and support volunteers who are involved in diverse volunteer roles in the following ways.

- A core group of volunteers will be organized to suggest and perform tasks to promote the Luviv Arms mission and assist the staff in accomplishing necessary tasks. This will be the ROOTS group. This will begin in 2021 and develop and grow throughout the years.
- A new volunteer system will be installed in 2020 to enhance the volunteer experience and aid the staff in tracking and reporting volunteer involvement.
- The volunteer department will identify potential volunteers for the enrichment program and other special needs volunteer tasks that will assist staff members.
- New volunteer opportunities will be initiated with the goal of increasing volunteer involvement of diverse groups from our community.

EDUCATION AND OUTREACH

Luviv Arms will promote programs to advocate for those who have not been

rescued and educate, inspire and empower those in the larger community to make more compassionate choices through our education and outreach program.

VIRTUAL AND ONSITE PROGRAMS

The primary goal is to reach 20,000 people through programming for 2021 and increase that to 25,000 people in 2022. (Includes programming such as tours, webinars, etc).

- Increase LA Educational outreach and impact via virtual youth-based programming in the US and India.
- Expand school-based programming, plant-based programming, species specific, solutionary programming, including topics on plant based dietary choices.
- Implement arts-based programming- through magic, music, painting, and writing workshops.
- Hire an Educational Tour Coordinator - for virtual tours and in-person tours.
- Partner with MUSE school in California to create school-based programs.
- Write and publish children books telling our resident stories. Make publications available online and print versions.

EXTEND OUTREACH

Position Luvin Arms to transform beyond an animal sanctuary to an international thought-leader by the end of 2022.

- Create Webinar Series Solutionary Events.
- Publish results of the Individualized Enrichment Program.
- Increase educational programming using a storytelling model of programming.

STAFFING PLAN

Staffing for Education and Outreach consists of one full time manager and several part time, seasonal employees who are involved with tours, Family Volunteer Days and welcoming visitors in the Visitor Center during weekend and special events. Ideally, we have 4 tour guides, 4 visitor center attendants and 3 who help with Family Volunteer days. All of these positions are seasonal and part time. As the virtual and onsite programs grow, more staff might be needed.

MARKETING AND COMMUNICATIONS SUPPORT PLAN

BRANDING AND MESSAGING

A broad marketing, communications and social media plan is required to inform the general public of the onsite and virtual outreach, educational, and tour programs available as well as the many ways to become involved and volunteer. To accomplish this and increase the awareness of ahimsa, the following steps will take place.

- Hire a Marketing Coordinator in 2021.
- Post the stories of residents in all forms of social media.
- Share information about the unique Individual Enrichment Program provided to residents.
- Promote information about the opportunities to book tours, attend events and participate in educational programming.
- Share stories of rescues and residents.
- Create an infographic for crowdfunding for every campaign.
- Create a marketing plan that makes ahimsa a common household word and an

FUNDRAISING AND DEVELOPMENT SUPPORT PLAN

FINANCIAL STRENGTH

Luvn Arms will continually work to achieve greater financial stability in the future years to assure the security of our residents and to allow us to continue to grow our community outreach and spread compassionate education throughout the larger community.

FUND RAISING PLAN

To reach the goal of a minimum of 3 months annual operating capital in reserve, Luvin Arms will take the following steps.

- Hire a Development Director in January 2021,
- Increase fund raising by an increasing percentage year-over-year.
- Increase donor retention from 40% to 60% by 2023.

STAFFING

- 2020 - plan and expand giving programs using a professional development consultant
- 2021- recruit and onboard a Development Director.
- 2021 - add a position to assist in development.

OPERATIONAL SUPPORT PLAN

STRATEGIC INITIATIVES

Luvin Arms will continue to expand our influence within and beyond our local community year after year.

- 2021 -Join GFAS - 2022
- 2022 - Update SWOT analysis

BOARD DEVELOPMENT PLAN

Luvin Arms will expand the number of members on the Board of Directors and clarify roles and expected support from Board members.

- 2021 - Interview and vet potential Board members.
- 2022 – Form a national advisory board to involve qualified individuals who cannot participate at the Board level.

- 2021 - Provide BOD and executive training.

FACILITIES - GENERAL

Administrative Building & Support

- Reconfigure the office space to accommodate the additional staff members.
- Continue to seek out the best systems to support our necessary databases and record keeping for finances, donors, supporters, food and medical supplies, etc. and provide the necessary support for staff efficiency.
- Maintain operational reliability and of all mechanical equipment including trucks, tractors, and other equipment.
- Design and implement a Memorial Garden to provide an area of remembrance for residents who have passed on, to honor those who have passed who are significant to members of the community and to provide a tranquil area to gather to remember those who have passed.
- Design and implement a Legacy Garden in support of the Development program to increase legacy donations. This garden will honor those who include Luvin Arms in their legacy gifts.
- Enhance property security to ensure the safety of residents and staff throughout the workday and evening hours.

ADDENDUM: RESIDENT LIST

<https://docs.google.com/spreadsheets/d/1RtAcRX3C65Ry3BqnaGqctHkaFe8Qtly4iWQXODcuE6k/edit#gid=0>