

Hermitage Cat Shelter and Sanctuary
PRIORITIES/OBJECTIVES
BY STRATEGY

% Importance

- _____ I. **Provide a cage free sanctuary**
Maximize space and quality in providing a cage free sanctuary
Continue to promote cage free environment as Hermitage distinction and asset in all media
- _____ II. **Educate the public on cat welfare and needs through program sand community outreach**
Expand social media audience
Bilingual marketing and donor materials
Continue TNR program and classes
Increase education on TNR
Seek and continue community partnerships and collaborations
Increase shelter adoptions
Rethink cat therapy programs
Restructure outreach programs for Covid/post Covid era
Continue key programs for regulars to nurture ongoing relationships
Reinstate literacy with cat program
Utilize video education online to increase accessibility and targeting for adoption/foster programs
Increase Shelter adoption events
Encourage volunteer socializers to use Tik Tok to promote public education
Coordinate volunteer recruitment with community outreach events.
- _____ III. **Advocate for anti-euthanasia of convenience**
Continue TNR program and expand program as resources allow
Work with others to promote the no-kill philosophy
- _____ IV. **Connect caring people with cats (volunteer/adoption/fosters)**
Increase adoptions
Improve orientation for volunteers
Recruit more skilled and diverse volunteers
Expand adoption events into larger events
Educate the public on special needs cats at every opportunity
Evaluate program/processes periodically to ensure competitiveness (fees, same-day adoptions)

Education collaborating organizations on foster program (PMI, VCA, CVM)
Increase in person Shelter adoption events
Restructure outreach programs for Covid/post Covid era
Continue key programs for regulars to nurture ongoing relationships
More targeted recruitment for fosters to share success and commitment
Expand foster base to include all cats.

_____ V. **Financially support and expand our mission and objectives through community philanthropy (campaigns, grants, sponsorships and donor cultivation)**

Develop more high dollar/major donors
Seek a key/primary corporate sponsor
Ensure financial compliance and transparency
Increase Shelter adoption events
Identify/coordinate potential donors that are engaged in programs at the Hermitage
Make financial connections via Community Foundation and Accounting firm
Educate volunteers on need for philanthropy to support The Mission (and existence) of the shelter.
Educate volunteers to go out and educate public re: options to euthanasia
Increase partnerships to achieve saving more kittens

_____ VI. **Provide exemplary medical care**

Utilize U of A (CVM) more in clinic area and through operational internships
Maintain connections with PMI, VCA, and CVM and educate them on foster program
Continue to update in a chief medical equipment list
Locate/recruit and orient another vet with passion and shared vision with Hermitage
Measure infection rates from year to year
Educate public on special needs cats at every opportunity

_____ VII. **Strive to treat cats as individuals through individual plans, names etc (put under strategy 1?)**

_____ VIII. **Priority for special-needs cats which includes providing lifetime sanctuary for: FeLV, Diabetic, Seniors, GI, Allergy, FIV**

Continue to engage the public on special-needs cats at every opportunity
Orientation for new volunteers to include education on special needs cats

IX. **Manage Hermitage with good business practices and integrity**

Recruit and retain professional and passionate staff

Recruit and retain education and passionate board members

Integrate new volunteer coordinator and Re-envision program

Maintain financial and regulatory oversight and compliance

Job descriptions for volunteers

Improve orientation for volunteers

Maintain clear understanding of board/staff expectations and responsibilities

In future consider viability for an executive director position

Enhance personal and professional accountability through management processes and performance

Transparency