



Central MS Turtle Rescue

Strategic Business Plan 2020

<p>Our Mission</p>	<p>Central MS Turtle Rescue’s purpose is to provide rescue and rehabilitation for injured, sick, abused, neglected, or abandoned turtles and tortoises with the goal of releasing all rehabilitated wild, native turtles back to their natural environment. Additionally, CMTR may provide rescue and rehabilitation, on a case-by-case basis, for other sick or injured wild, native reptiles or amphibians as resources allow. In cases where release is not possible, housing and care shall be provided until an appropriate adopted home is found. We also serve as a resource to the community by providing information and education about turtles and tortoises as a precious natural resource, as well as providing information regarding the proper keeping of turtles and tortoises as pets.</p>
<p>Who We Serve</p>	<p>The Central MS Turtle Rescue is a resource for turtles and tortoises, as well as other wild, native reptiles and amphibians, in need of medical or rehabilitative care. We also serve as an educational resource for individuals who own turtles or tortoises as pets, to ensure these pet turtles are cared for properly. We are also an educational resource for schools/public forums with the hopes of educating our citizens about our native turtles’ significant role in our lives and in our ecosystem.</p>
<p>Our Programs and Services</p>	<p>The Central Mississippi Turtle Rescue accomplishes its mission in three ways:</p> <ul style="list-style-type: none"> • Provides medical and palliative care of injured, sick, abused, neglected, or abandoned turtles and tortoises • Provides proper housing, habitat, and diet for all animals in our care • Provides community outreach and education through media, social media, brochures, and lectures
<p>Our Goals</p>	<ol style="list-style-type: none"> 1. Provide treatment, housing, and rehabilitation for turtles, tortoises and other wild, native reptiles and amphibians in our care 2. Expand our facilities and volunteer/foster base to render aid to additional animals in need 3. Expand our knowledge base and skills to better understand and provide assistance to multiple species of reptiles and amphibian. 4. Deepen relationships with other rescue organizations, local businesses, schools, and advocacy groups 5. Increase social media presence to serve as an educational resource and for potential fundraising opportunities 6. Strengthen community involvement 7. Develop media relationships to help us reach out to, and educate the public
<p>Challenges</p>	<p>As any business or organization, this nonprofit will not be without its challenges:</p> <ul style="list-style-type: none"> • Acquiring proper funding is always a top challenge for any organization • Finding qualified and knowledgeable volunteers and fosters • Community support. In Mississippi, reptiles and amphibians are sometimes deemed disposable animals. Educating our community about the importance of these animals is paramount. • Space. As we expand our facilities, acquiring additional space will be challenging at our current property.
<p>Strengths</p>	<p>We plan to face and overcome any challenges, based on our strengths:</p> <ul style="list-style-type: none"> • All board members, executive staff, volunteers, and members are intimately familiar and passionate about our cause • All staff have several years’ experience working with a diverse range of reptile and amphibian species which will allow us to give the animals the care they need as well as the ability to give thorough educational lectures. • The organization has a dedicated veterinarian, with additional relationships with other veterinarians around the globe. • All staff have extensive knowledge of reptile and amphibian anatomy, health needs, medical care administration, and environmental requirements • Staff members have experience and expertise in construction and maintenance of reptile and amphibian rehab facilities which will benefit current facilities as well as future expansions. • Staff and board members have experience in fundraising, social networking, and media relations.