

Strategic Plan

Peaceful Valley Donkey Rescue

January 11, 2023

Introduction

The Board of Trustees and Staff of the Peaceful Valley Donkey Rescue developed this strategic plan to provide five year road map for supports, services and organization development. The Board of Trustees and Staff will review progress quarterly and will review and update the plan annually as needed.

Executive Summary

Peaceful Valley's Mission is to provide a safe and loving environment to all donkeys that have been abused, neglected or abandoned and wild burros under threat of destruction. Peaceful Valley strives to provide solutions to the many problems that plague these wonderful creatures by proving ethical stewardship over the funds that are necessary to fulfill this goal. Peaceful Valley, with its nationwide network of Ranch Facilities and Satellite Adoption Centers, is the country's leader in Rescue, Sanctuary, Adoption and Education.

Background and History

The Peaceful Valley Donkey Rescue was founded in December 2000 as a solution to donkey abuse and neglect in Northern Los Angeles County. Today the Rescue spans the country with three organization operated Rescue/Rehabilitation Facilities dozens of Satellites Adoption Centers and nearly Twenty Sanctuaries and thousands of rescues to its credit. PVDR works with all divisions of the US Department of Interior as well as the USDA, State Agriculture Departments and Law enforcement nationwide. Peaceful Valley currently care for over 3000 donkeys on its main rehabilitation ranch, its many sanctuaries and on its Satellite Adoption Centers.

Direction and Results

The strategic direction and goals included in this plan are the Peaceful Valley Donkey Rescue's response to its understanding of what its donors value most about the organization, and current opportunities and challenges for offering a high quality system of support for donkeys suffering from abuse, neglect and abandonment.

The five-year plan of this strategic plan will be a time of assessing and deepening the Peaceful Valley Donkey Rescue's approaches to its work. Concurrently, PVDR will take more of a leadership role in working with a wider array of groups throughout the Western Hemisphere. With a fresh perspective on its mission, understanding what it does well, and the environment in which it operates, PVDR will pursue the following strategic direction.

1. PVDR will continue to expand its Wild Burro Project.
2. PVDR will take a more active role in overall donkey health by partnering with researchers and veterinarians.
3. PVDR will hire and/or send to train employees in veterinary medical fields.

Goals

The following goals for the Peaceful Valley Donkey Rescue over the next five years are the

organizations response to the important issues that face donkeys both domestically and in the wild.

Identify Problems

In The Wild

There are many wild donkey herds that are not federally protected nor are they being managed responsibly.

New Medical Facility/Intake Center

In order to advance the overall health of donkeys, more studies must be done. As PVDR holds the largest most diverse herd of donkeys in the world, we have the rare opportunity to do baseline studies. A new facility is required to not only improve medical capabilities but also to do controlled studies.

Improve the Way Donkeys are Viewed

Improving the plight of donkeys is key to better treatment and acceptance. Continued outreach is vital to this project. Education, videos and PVDR events must all expand and reach out to people of all ages.

20-Year Vision for the Peaceful Valley Donkey Rescue

In 2043, greater acceptance of donkeys and full inclusion in the equine community, improved medical treatments that are donkey specific and not derived from horses and better educated owners that breed responsibly.

Funding Sources

PVDR will never accept government money to fund its operations. We rely on the generosity of individuals that respect donkeys and want a better life for them. We also apply for grants when their qualifications are broad enough to include donkeys.

Core Operating Values

- Caring Attitude- PVDR is in the business of providing relief to donkeys that often times have been traumatized. It is important to always remember who we serve.
- Responsiveness- PVDR must always be ready to respond to a donkey in need call where ever it comes from.
- Respectfulness- PVDR must always be respectful to everyone that we deal with.
- Integrity and Accountability- PVDR has the highest level of integrity in its administrative, service and outreach activities; we tie these activities directly to our mission and we maintain and report our records accurately.
- Professionalism- PVDR aims for excellent, high quality, state of the art approaches that donkeys and the agencies that we work with can count on.
- Partnerships- PVDR works with a wide variety of partners and advocates for quality service by all partners.
- Advocacy- PVDR educates the public and advocates for the longterm best interests of donkeys.
- Financial Sustainability- PVDR believes its work as an advocate and service provider will be needed for many years into the future. Therefore we strive to deliver on our mission with thoughtful strategic choice that ensure we have sufficient financial resources.

Underlying Service Assumptions

- All donkeys matter.
- All people have strengths and assets.
- It is possible to make a difference in the lives of donkeys.
- Donkeys are an important part of the equine world.
- Supports and services are designed with the donkey's best interest in mind.

Strengths

PVDR's key strength is in its procedures and policies that keep the organization running smoothly all across the country. PVDR is one of the most professional organizations of its kind in the country. Our staff is highly trained and knowledgeable in donkey welfare and nonprofit management.

Weaknesses

Some believe that PVDR is spread too thin to take on projects all across the United States. It is important that PVDR be able to offer the same excellence of care regardless of where the project takes place. Contact monitoring and assessing will be necessary to ensure that PVDR projects are successful.

Opportunities

Based on PVDR past performances, many researchers are coming forward with projects that will inevitably improve donkey health.

Threats

Funding is always the greatest weakness in donkey rescue. As most people do not understand the importance of our work, it is more difficult to recruit new donors. Maintaining current donors and encouraging inclusion in their final planning is crucial.