



A DOGGIE 4 YOU
STRATEGIC PLAN AS OF 1/1/23



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Planning Methodology

Identify known issues and opportunities as a means of identifying future plans. This plan addresses three planning horizons

- Operational horizon – what goals or items are to be addressed by 12/31/2023
- Tactical - what goals or items are to be addressed within a three year planning horizon i.e. by 12/31/2025
- Strategic - what goals or items are to be addressed within a five year planning horizon i.e. by 12/31/2027

Issues and Opportunities

Board, Management, and Staff/Help

Recruitment of future executive director

Plan to Relieve workload of current management

Continue to improve ability to hire qualified staff

Community Partnerships/Relationships

Stop management Greater Good Food Bank – just wrap activities left

Need for assisting disaster preparedness for Bandera County

Lack of low cost pet medical care for rescue groups and low income residents of Bandera County and surrounding areas

Process Improvement and Documentation

Expand knowledge of others on intake, documentation, medication and placement of animals

Continue to improve organization of documentation and improve overall processing of paperwork

Single source of knowledge of website, accounting and adoption paperwork

Weak knowledge base for best use of social media

Lack of documentation of procedures and medical protocols

Facilities and Equipment

Water/power still not available to all areas

Some Buildings need relocation (green building, brown building, morgan storage building)

Incomplete fencing around facility

Capital campaign unfinished

Green building (Quarantine building) needs renovation and power

Brown building needs renovation and power

Storage Container needs power

Lack of Dog Grooming facility

External area used for overflow storage

Finances

Lack of reliable income stream

Reduce expenses given increased costs and inflation

Significant number of high cost animal

Decreased income from MPS clothing boxes

Operational Horizon 2023

Complete Primary Building 2

Repair metal kennels

Install Cover over puppy room outside kennels

Move existing buildings to permanent locations

Complete water and electric connections – Install Fans and Heaters over outside kennels

Improve well and Implement rain water catchment system if grant can be obtained

Develop skills and improved job description and training for executive director

Wrap up transfer of responsibilities for Food bank - Greater Good

Add one additional fundraising activity.

Evaluate processing for managing animal medical and continue improvement of paper/system flow.

Train other staff on animal management software.

Sell unused vehicles

Seek locations for additional MPS donation boxes

Update/train all Board members and staff

Participate with others to improve availability of low cost spay/neuter especially through Hill Country Animal League

Tactical Horizon 2024 – 2025

Finish up donated small storage buildings (3 buildings 70 % done)

Investigate the possibility of providing our own transport of animals for adoption.

Recruit Executive Director

Renovate Green quarantine building

Renovate Brown building for sanctuary dogs

Identify animal needs in Bandera County as it relates to disaster preparedness

Work with other rescues to establish new medical facility for rescues and low income families if alternative solution has not been completed

Increase transport capabilities to improve income potential for A Doggie 4 You

Ensure financial security of all A Doggie 4 You programs

Create marketing, publicity plan for A Doggie 4 You

Ensure all Corporate documentation is current and up to date.

Strategic Horizon 2026 – 2027

Turn over full operational responsibility to executive director

Participate in operation of medical facility for rescues and low income families

Stabilize numbers of intake and placement of animals

Establish financial stability through known successful funding activities and expense control

Ensure ongoing life of rescue through effective and complete processes, documentation, and capabilities are in place