

Lifeline of Galveston County's 2023 Strategic Plan

Mission: Lifeline of Galveston County's mission is to assist our local county's municipal animal shelters with reaching and sustaining no-kill status, which means at least 90% of pets entering the shelter are leaving alive.

Initiative 1: Grow our Community Cat Program to save more cats currently dying in the shelter & prevent others from entering the shelter at all.

- Goal 1: Implement a Return to Field Program for Texas City cats who are still currently entering the shelter and being euthanized, increasing GCARC shelter feline live release rate by at least 10%.
- Goal 2: Triple TNR Capacity by fixing 1,500 Galveston County community cats in 2023.
- Goal 3: Make access to free TNR services even easier by bringing a mobile spay/neuter van to under-resourced cities in our county quarterly.
- Goal 4: Increase capacity to assist Community Cat Caretakers with emergency veterinary care for injured/ill cats, food donations and access to preventatives

Initiative 2: Increase Live Release Rate at Galveston County Animal Resource Center by pulling dogs and cats into our foster/adoption program.

- Goal 1: Pull 200 felines from GCARC into our foster/adoption program in 2023.
- Goal 2: Pull 200 canines from GCARC into our foster/adoption program in 2023.
- Goal 3: Onboard at least 15 new foster families per month.
- Goal 4: Provide high-quality support to foster families through access to supplies, training, and fast placement of pets in their care
- Goal 5: Open a physical location on the weekend where pets can be viewed by potential adopters & Lifeline can provide adoption support to community members thinking about adopting a pet.

Initiative 3: Secure Funding and Drive Organization Growth

- Goal 1: Develop 4 Corporate Partnerships, each giving at least \$50,000
- Goal 2: Apply to at least 2 grants per month
- Goal 3: Onboard 40 monthly donors who are donating at least \$20 per month
- Goal 4: Hold 2 Large Fundraisers in 2023 (spring and winter)