



2023-2025 Strategic Plan

Foundation

VISION

All Cats in Regina are cared for and valued.

MISSION

To care for cats from Regina's streets through sterilization, facilitating adoptions and promoting responsible pet guardianship.

VALUES

Compassionate
Responsible
Respectful
Ethical
Collaborative

Overarching Goal

The number of cats that RCR has rescued has increased considerably over the last few years and the organization needs more support to manage this growth successfully. To accommodate the growth and development of the organization, we will create a sustainable operational model and link volunteer activity to overarching goals.

Strategic Priorities & Goals

Leveraging Data for Decision Making

- Goal: Data is collected to enable quantitative analysis in all facets of the organization – fundraising, rescue, fostering, adoptions, communications.
 - Outcome measure: Data entry for BARRK is up to date and within 95% accuracy by December 31, 2023.
- Goal: Data is utilized to understand current benchmarks, set measurable goals, and track success.
 - Outcome measure: All monthly/quarterly/annual reports submitted to the Board have complete metrics by December 31, 2023.

Stabilizing Operations

- Goal: RCR manages the target number of cat rescues with sustainable volunteer effort.
 - Outcome measures:
 - 85% of cats are adopted from foster care within 90 days of being adoptable by June 2023, 95% within 90 days by Dec 2023
 - Percentage of cats adopted out of total rescues each month increases by 30% from baseline by the end of 2024
 - All volunteer positions are filled within 1 month of vacancy by the end of 2023
- Stable revenue – generating enough revenue to cover committed costs plus target number of cats and not go into a deficit
 - Outcome measure: TBD

Improving Work Environments

- Goal: RCR volunteers feel they are valued and provide meaningful contributions to the organization with manageable time commitments.
 - Outcome measures:
 - Volunteer satisfaction levels TBD
 - Foster home satisfaction levels TBD
 - Number of team building events increase 10% from baseline by end of 2023
 - Volunteer Retention TBD

Community Relationships and Education

- Goal: RCR is considered a collaborative and effective cat rescue organization within the City of Regina.
 - Outcome measures:
 - RCR attends all Cat Coalition meetings and contributes data/research for analysis
 - The number of partnerships with community organizations increases by 30% from baseline by end of 2024
 - Number of new cats found near cat colonies decreases from baseline by end of 2024 (target TBD)
 - All data from community cat program is entered into BARRK within 95% accuracy by December 31, 2023