



**second
chance**
ANIMAL RESCUE

**5 Year
Strategic
Plan
2021 - 2026**



A close-up photograph of a dog's face, showing its eyes, ears, and fur. The dog has light brown fur and yellowish eyes. The image is used as a background for the text.

Our Mission

“Engaging the hearts, hands and minds of our community to stop the cycle of animal abandonment.”

We aim to create a positive, cohesive community where animal owners are supported with accessible resources and able to care for their pets without fear of financial hardship.



Our Vision

“Animals are safe and healthy in their homes and not in shelters due to preventable barriers.”

We aim to strengthen the human-animal bond and confront animal abandonment at its root causes. Through innovative programs, accessible services, community education and public advocacy, we will be a community resource hub for pet owners and an unwavering champion for animals who need us most.



Our Values

We show **compassion** and **respect** and treat all animals and people with kindness and empathy, no matter their situation.

We demonstrate **teamwork** and **leadership**, collaborating to achieve greater results for animals and their people.

We promote **honesty** and **integrity**; we have the courage to do what is right and are accountable for our actions.

Our Guiding Principles

We believe that an animal's welfare should be considered in terms of the "Five Freedoms."

The freedoms guide our approach to animal welfare:

1. Freedom from Hunger and Thirst
2. Freedom from Discomfort
3. Freedom from Pain, Injury, or Disease
4. Freedom to Express Normal Behaviour
5. Freedom from Fear and Distress

Community Animal Hospital

Continue to offer **low-cost and accessible veterinary care** to ALL pet owners, with a large focus on desexing procedures.

Have a **dedicated shelter veterinary clinic** area set up for shelter animal care.

Open **6 days a week** and offer low-cost **after hours emergency care**.

Enhance our veterinary services on offer to include specialised orthopaedic surgery / care options, injury rehabilitation and physiotherapy services, comprehensive ultrasound services.

Actively engage young people in our community via our **Pet Education Program**.

Run **regular free cat desexing days** for disadvantaged residents in conjunction with Hume City Council.

Animal Shelter

Boldly advocate for higher animal welfare standards.

Find **new and innovative** ways to advertise animals available.

Reduce our **length of stay** for shelter animals by 50%.

Increase the **number of intakes and adoptions** by 50%.

Continually grow our animal **enrichment program**.

Increase our **trained adoption volunteers** by 150%.

Increase our **Working Cat Program** by 200%.



Outreach Support Services

Increase our **Pet Food Pantry community partners** by 200%.

Distribute a minimum of 150,000 pet food meals yearly via our Free Pet Food Pantry program.

Increase our **SAFE House for Pets Program** capacity to **offer emergency crisis boarding to 50% more** animals fleeing from situations of **Domestic Violence** with their owners.

Increase our **data collection ability** so that we can **identify areas of greatest need** within the community.

Become a **community resource hub** focused on **helping pet owners** before they need to relinquish a pet.

Drive the development of **long-term collaborative programs** to address the **number of un-owned cats**.

Add **pet retention services** such as fence repair services and a **surrender portal**.



People and Culture

Have a comprehensive **volunteer training portal**.

Run multiple, **inclusive volunteer programs** covering all areas a SCAR.

Continue to **develop our team's knowledge** through **ongoing learning opportunities**.

Work as one team that **values contributions** from staff, volunteers and the community.

Reduce burnout via our EAP program and a **safe / empowering work environment** for staff and volunteers.

Increasing our **recruitment of shelter volunteers and foster carers** by 100%.

Increased **customer service training** for our staff and volunteers.

Animal Behavioural Services

Increase our **dog training services and class availability** by 100%.

Grow our **behaviour modification team** to **2 fulltime trainers**.

Run **bi-monthly animal behaviour related community workshops**.

Increase **trained behavioural foster carers** for harder shelter cases and SAFE House for Pets participants.

Run a **comprehensive dog playgroup program**.

Increase our **cat behavioural services** on offer.

Offer both **on-site and off-site animal behaviour services**.

Programs and Resources

Creation of **SCAR ambassador dog program** for pet therapy and events.

Offer **onsite grooming services**.

Creation of the **Weekend Warriors program** for shelter dogs.

Update our comprehensive **Pet Resource library**.

Increase our **boarding cattery stays** by 50%.

Addition of a **volunteer run Pet Helpline**.

Increase the amount of **collaborative community partnership projects** undertaken.





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