



TORONTO  
**CAT  
RESCUE**

# Strategic Plan

2018-2021

A THREE YEAR FOUNDATION-FOCUSED PLAN.

YEAR  
ONE

FOCUS ON FOUNDATION

YEAR  
TWO

FOCUS ON DEVELOPMENT

YEAR  
THREE

FOCUS ON THE FUTURE

## TORONTO CAT RESCUE KEY OBJECTIVES



Provide high quality care and treatment of cats in our care.



Build and maintain a sustainable foundation to meet current and future needs.



Be accountable, transparent and act with integrity in all aspects of our work.

## STRATEGIC OBJECTIVES

### STRENGTHEN SUSTAINABILITY & GOVERNANCE

- Enhance governance structure of TCR to reflect best practice and be compliant with all applicable laws and regulations.
- Ensure a fiscally responsible and sustainable organization
- Optimize critical infrastructure capacity

### STRENGTHEN FUNDRAISING PROGRAM TO MEET CURRENT & FUTURE NEEDS

- Strengthen TCR's donor culture and stewardship to further engage supporters
- Diversify revenue streams
- Expand foundation and corporate giving

### STRENGTHEN CAT & VOLUNTEER PROGRAMS

- Provide quality medical, physical and psychological treatment to cats in our care
- Improve Volunteer Recruitment program

### STRENGTHEN TALENT CAPACITY & SUSTAINABILITY: VOLUNTEERS & STAFF

- Ensure TCR's culture is positive and team oriented
- Preserve knowledge
- Support volunteers and staff to achieve organization goals and outcomes

### STRENGTHEN PARTNERSHIPS & REACH

- Develop strong and reputable relationships with our animal welfare partners.
- Enhance public education programs
- Expand communications and public relations

