



## Coalition Advocating for Animals (CAFA) Strategic Plan

CAFA began in early 2013 and gained 501(c)(3) status in July 2013. CAFA established its mission as: CAFA's mission is to improve the lives of dogs and cats in Oregon. CAFA educates and works with the public and other nonprofit organizations on pet overpopulation issues such as spay/neuter, implementation of trap/neuter/return (TNR) programs as well as developing plans to enable enforcement of animal abuse and neglect laws.

CAFA and its board began its strategic planning process on November 9 by answering a set of questions in order to set priorities and develop a plan.

Why Are We Here? Because of:

- Cat overpopulation problems
- Lack of enforcement of animal abuse laws
- Need for spay/neuter and TNR in our community
- To educate, advocate and support community caretakers
- To promote partnership among animal groups

How can CAFA address these needs?

Cat overpopulation: Provide more access to spay/neuter resources; provide more information and education to the community.

Animal Abuse: Provide education and outreach to community as well as work with local, county and state officials to work on increasing enforcement capabilities and resources.

What is my role as a CAFA board member and what am I willing to do:

- Main goal for all board members is fundraising
- Board needs to be flexible with regard to changing needs of community
- Putting together annual budget and financial oversight
- Annual review and evaluation of strategic plan

Current environment

Cat overpopulation: estimate by Best Friends of free-roaming/community cats in Salem area: 40-45,000. There are no regulations for tenant to have spayed/neutered pets and most problems stem from multi-family dwellings. (There is a requirement that dogs be licensed but very low compliance and anemic fines for noncompliance.)

Lack of Community Awareness:

No knowledge of available resources

No knowledge of existing laws governing pets

Misperceptions – no enforcement resources

Lack of knowledge about animal abuse/neglect and about proper pet care.

- Police/local government officials are not properly educated; no set protocols
- Laws are good but little or no enforcement—lack of resources and lack of information
- Community is misinformed about what is being done; what the laws and responsibilities are—what can the public do? Lack of concern?

#### Spay/neuter and TNR (in our area)

- Only one new program offering low-cost services for dogs (PAL)
- Cats – Feral Cat Coalition has four Salem clinics—limited access and impact
- Willamette Humane Society has low-cost clinic with feral cat package; also doing more fundraising for free TNR's for community cats

#### Education/advocacy—support community caretakers

- Challenges – money, resources: people and equipment—food for caretakers
- Opportunities: social media, local media, special requests

#### Partnership – current environment

- Very little cooperation among groups
- Differing agendas, turf battles, personality differences
- Opportunities: Leadership potential, CAFA can serve as a coordinator—setting high level goals; Establish an advisory group

#### Cat Overpopulation

- Challenges: money, resources, people, lack of effort by other organizations

### Goals

- 1) Cat Overpopulation—major problem in Salem area
  - a) Spay/neuter 150 cats in the Marion/Polk County areas by 12/31/2014.
  - b) Work with city to educate landlords/property owners of multi-family dwellings to become part of the solution by requiring tenants to have spayed/neutered pets.
- 2) Animal Abuse
  - a) Work with city, county, state leaders and government officials to establish protocols, policies, and programs for effective enforcement of existing animal abuse and neglect laws/ordinances.
  - b) Address six neighborhood organizations and/or city, county, state officials on animal abuse/neglect issues
- 3) Partnership
  - a) Engage Oregon Humane Society, Marion County Dog Shelter, Willamette Humane Society and Salem Friends of Felines about potential partnership opportunities regarding spay/neuter, animal abuse & neglect, and community education
- 4) Fundraising
  - a) Raise \$8,000 through various means by 12/31/2014
- 5) Spay/Neuter
  - a) Spay/neuter 150 cats by launching Spay-a-Stray program in spring 2014. Program provides financial assistance and support to people feeding stray cats—including help with fostering litters. (Challenges: volunteers and money)

- b) A new allied organization, Prevent A Litter (PAL) will provide low-cost spay/neuter assistance and training assistance for dogs. (Challenges: volunteers and money)

### **How to Achieve Goals**

1. Fundraising—Cans for Critters, Fabric Fair, Salem Saturday Market, Craft Fairs (Holiday Market), work with local businesses—Roadhouse Grill etc., solicit people who adopt cats and that we help with TNR.
2. Donations/Soliciting: both individuals and businesses (businesses can set up recycling programs and donate to CAFA/PAL.
3. Participating in Community Events: Walk N Wag, Howl a Palooza, etc,
4. Grants: small grants like “Build a Bear”, Karen Schroth Foundation etc.