



2021 Strategic Plan

March 1st 2021

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The Good Shepherd Animal Sanctuary
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Overview

The Good Shepherd Animal Sanctuary is a 501 ©(3) charitable organization. Founded in 2018, TGSAS has the vision in mind to be a compassionate home to animals and a vegan farmed animal sanctuary. To provide a lasting, nurturing home to some of the most exploited animals on the planet. The mission of The Good Shepherd Animal Sanctuary is to improve the lives of all sentient creatures.

Values

The Good Shepherd Animal Sanctuary is a Christian based organization. Jeremiah 3:15 - Then I will give you shepherds after my own heart who will lead you in knowledge and understanding.

The founder, Christine Cox believes that the original design of planet earth by God was to be vegan, where human animals were created for the purpose to tend and care for all creatures of the earth. This design was ruined during the fall of man. Due to the wicked ways of humans, animal abuse, neglect, exploitation and commoditization have become rampant. Through generational and cultural teachings we have lost our heart of compassion and feel that some animals deserve to live more than others. This is wrong thinking. The Good Shepherd Animal Sanctuary aims to break that barrier, and show that all life is precious to God whether it be dog or pig, rat or cat.

“Genesis 1:24-31

Genesis 6:13

Isaiah 11:6-10

Matthew 5:48

Matthew 6:10

Jeremiah 33:14-16

Revelation 21:4

29. Then God said, "Behold, I have given you every plant yielding seed that is on the surface of all the earth, and every tree which has fruit yielding seed; it shall be food for you;

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Now let's return to the book of Genesis and look at Genesis 6:13...

13. Then God said to Noah, "The end of all flesh has come before Me; for the earth is filled with violence because of them; and behold, I am about to destroy them with the earth.

NASB

God wanted a peaceful world in which there was no violence or killing so He had Noah build an ark for his family and the animals, and since there were only two of every animal they could not have been eating each other, nor could the humans have been eating them; they must have only eaten plant foods."

[God Created A Vegan World - An all-creatures Bible Message \(all-creatures.org\)](http://all-creatures.org)

Goals

1. To continue to provide proper, humane and compassionate care for the current animals in TGSAS' stewardship. Launching new sponsorship program and putting that money in savings?
2. To reach a wider audience on the topics of compassion, veganism and speciesism through the method of our Mini Documentary filmed by Nick Amrhein. Total: \$4,020, Deposit of half secured through shirts and Shade Family Fundraiser.
3. To adopt out the remaining 11 piglets from the North Carolina Hoarding Case partnership with Carolina Water Fowl Rescue and Rancho Relaxo.
4. To continue to provide emergency outreach to animals in immediate medical need or situations of abuse or emergent neglect through partnerships with other Sanctuaries, Rescues and Organizations.

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5. To carry a minimum cushion fund of \$x,xxx to provide for emergencies of current resident animals.
6. To purchase a four wheel cart for Elvy, Estimated \$300-\$500. Fee supplied by Leslie and Alfonso Adoption.

Issues to address and work through-

Currently, The Good Shepherd Animal Sanctuary has a small and strained Board of Directors. In 2021, The Good Shepherd hopes to see stronger bonds among the Board, confident members, understanding of the mission among the organization, and more strategic transparency. Our goal of fundraising is not always met or exceeded which causes financial strain and concern throughout the board's body. To effectively work through our challenges together, 2021 will be a year of budgeting, fundraising and artistic projects. The Good Shepherd is at maximum residency and cannot continue to supply permanent home to large animals. This causes issues for continued fundraising as we recognize that the public enjoys giving to prominent and emergent cases. We will be discussing expanding in the future and how to properly obtain that throughout the oncoming years. We also aim to have better donor tracking, and records. Including budgeting and financial documentation.

SWOT Analysis (Strengths, Weaknesses, Opportunities & Threats)

Strengths:

- Strong Executive Director and volunteers dedicated to the cause.
- Good donor base and trust.
- Good public image and presence.
- Good Veterinarian & Client Relationship. Often trusted to administer meds, injections and treatments without office visit to help cut cost. This is under strict Veterinary guidance.
- Ability to do most repairs, builds, and improvements within the finances of the Executive Director. This causes minimal financial strain.

Weaknesses:

- Small board, with time restraining schedules.
- Not everyone on the board is an "arms length" relationship from one another. May cause issues of trust with the public. However we have strict bylaw voting requirements for the members in question.

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- Finances sometimes dip uncomfortably low. We have hit a negative account balance once in 2020. However, we were sorting out issues with funds that were promised to the organization at that time.
- There seems to be a disconnect between an agreement on “comfortable” residency number of animals.
- Land locked on the current property. The Good Shepherd is surrounded by residential homes on all sides. This gives no opportunity for immediate expansion of current land.

Opportunities:

- New Vegan Farm Sanctuaries will be incorporated in Swanton, Port Clinton and possibly Wauseon Ohio in 2021 and beyond. This gives a fantastic opportunity to relieve some strain of current animal needs in the Ohio area. We plan to foster these connections and rise up together for the better of animals.
- With our Mini Documentary, we will be able to reach a wider audience, more donor and public transparency of our mission and foster new connections to further our vision.
- We hope to utilize grant writers to secure funds in 2021.
- Continued partnerships with other Sanctuaries and rescues helps gain followers and supporters.

Threats:

- Continued stress from the COVID-19 Pandemic.
- Unable to hold annual open house in 2020 caused issues connecting with the public.
- Rising grain and hay costs create stress on increasing operating costs.
- Marginally white female staff causes issues with diversity, and concerns over current practices of diversity in the workspace.

Evaluation

The Good Shepherd Animal Sanctuary will evaluate its performance of the topics herein biannually. The purpose of this evaluation is to assist with furthering the direction and changing needs of the organization as a whole. The next evaluation will be September of 2021. Six months from the beginning of fiscal year March 2021.

Executive Summary

The Good Shepherd Animal Sanctuary is entering its fourth year as a charitable organization. We have survived a global pandemic that has seen many other Sanctuaries closing their doors. This year, we aim to focus on fostering strong internal and external bonds, furthering the mission through videography, and working out any kinks in our financial record keeping and donor relations. We hope to welcome 2 new board members, possibly usher in a new President on the Board by the sixth year of operation, and continue caring for our current resident animals. We aim to support new organizations with a similar vision, and expend our skill sets in any manner possible to further the mission of a compassionate vegan world. We will continue to self reflect, and assess our ability to uphold the articles herein, and thus forward the entirety of The Good Shepherd Animal Sanctuary as a whole.

X *Christine*

X *Colleen Wilson*

X *Judi Trion*

X *Heather Prokopow*

X *Allie Popovich*

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