

Our Strategy for 2024

Fundraising Without Algorithms

- More events, to include farmer's markets, community fairs, creative markets
- Develop more peer-to-peer fundraising opportunities, to include supporters hosting their own "Paint & Sip" and candle-making parties
- Launch a merchandise shop on our website
- Create a first annual C2C cookbook for fall 2024
- Create our first annual C2C calendar for fall 2024
- Develop our GotSneakers? donation program
- Continue to develop new and innovative fundraising methods

More Laboratory Rescues

- Expand geographically our contact with laboratories
- Travel to labs and knock on their doors
- Develop a more targeted approach to laboratories and the best contacts within to negotiate for the release of animals
- More in-depth research of private laboratories to identify more effective communication and arguments for the release of laboratory animals

C2C in the Classroom

- Consulting with professional educators to develop an interactive course that is intended to be part of the Humane Education curriculum and will be specific to each grade level, with components related to different subject areas
- Empathy for others' suffering, we believe, is what's needed for change, and our education program's focus will be on teaching and inspiring empathy
- Our plan is to develop different courses that will naturally fall into different areas of curriculum: science, mathematics, English and language, environmental studies, ethics and social studies, and art and other creative arts

Foster Orientation Program

- Working with our most experienced fosters and adopters, we're creating a video-based orientation program, as well as a short course for fosters before they take home their charges
- We'll focus on the challenges of laboratory testing survivors, but there will be a component for shelter rescues, senior pets, and special medical needs animals, too

Develop Our Volunteer Base

We are currently an all-volunteer-run non-profit organization but with very few volunteers.

We need help in all aspects of our organization, but we need our volunteers to step into clearly defined roles with very specific tasks.

- Clearly define volunteer roles
- Detail tasks within each role
- Targeted search for enthusiastic volunteers

More Shelter Rescues

As the Southern California shelter crisis continues, we will, as funding allows, rescue more seniors and special medical needs from area shelters.

- Identify and develop relationships with rescues in the northern parts of the United States to help find homes for shelter rescues
- Develop transport opportunities to move shelter rescues from Southern California
- Grow network of fosters interested in seniors and medical needs dogs and cats
- Develop collaborative relationships with other rescues in Southern California and beyond

Program in Development

Sugared Snouts Forever Fosters

Our Sugared Snouts Forever Fosters Program goal is to place senior dogs and cats with older people, generally 65+ years of age.

The goal of this program is twofold:

- To help exit more senior dogs and cats from area shelters
- To reduce the obstacles and challenges that prevent older people from benefitting from the companionship of a pet

Obstacles and Challenges:

- Funding. We already have a few special medical needs in longterm foster care that just happened organically, with no formal structure. The Sugared Snouts Forever Fosters Program will be a more structured plan
- Finding fosters
- Volunteer requirements. We envision volunteers helping with transport for veterinary visits, checking in on fosters, and overall administration of the program